

# Manicurists and Pedicurists

## Labor Market Analysis: San Diego County

April 2020

### Summary



The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist community colleges in the region with decision-making in processes such as program development. According to available labor market information, *Manicurists and Pedicurists* has a labor market demand of 508 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Seven educational institutions in San Diego County supply 520 awards for this occupation, which suggests that there is an oversupply or that labor market demand has been met. This occupation's entry-level and median wages are below the living wage. According to the California Community Colleges' outcomes data, 18 percent of students who completed a related program (e.g., Cosmetology and Barbering) earned a living wage, compared to 58 percent of students who completed Career Education programs in general. The COE typically does not endorse programs for occupations that have 1) entry-level and median earnings are below the living wage and 2) an estimated oversupply in the region. However, because San Diego City College is the only community college in the region with a program for *Manicurists and Pedicurists* approved by the Accrediting Commission for Community and Junior Colleges (ACCJC), maintaining that program seems reasonable. Additionally, the COE recommends that the region proceed with a new program with caution because of the occupation's low wages, potential oversupply, and low percentage of students who received a living wage after completing related programs.

## Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

**Manicurists and Pedicurists (SOC 39-5092):** Clean and shape customers' fingernails and toenails.

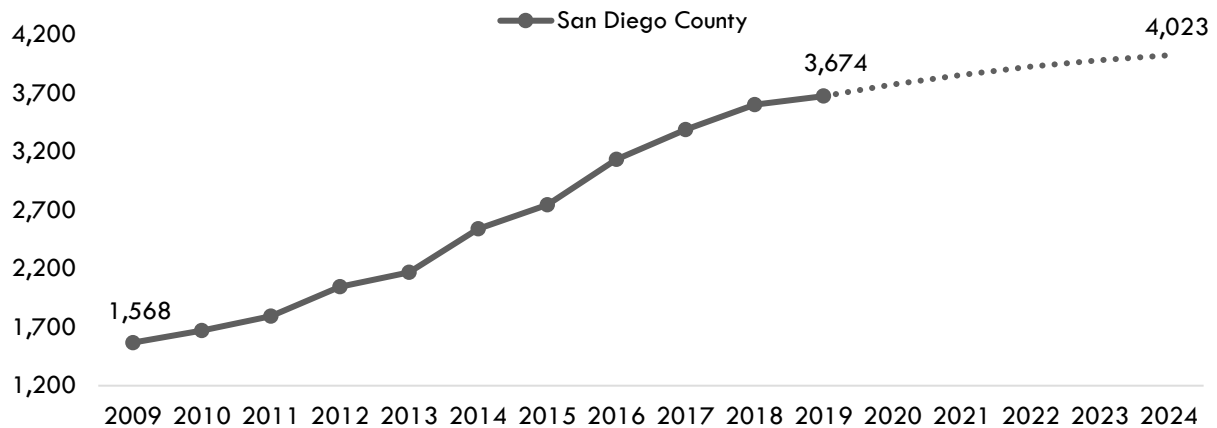
May polish or decorate nails. Sample reported job titles include:

- Nail Technician
- Fingernail Former
- Fingernail Technician
- Fingernail Sculpturer
- Salon Manager
- Nail Artist
- Fingernail Sculptor

## Projected Occupational Demand

Between 2019 and 2024, *Manicurists and Pedicurists* are projected to increase by 349 net jobs or nine percent (Exhibit 1). Employers in San Diego County will need to hire 508 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for *Manicurists and Pedicurists* (2009-2024)<sup>2</sup>**



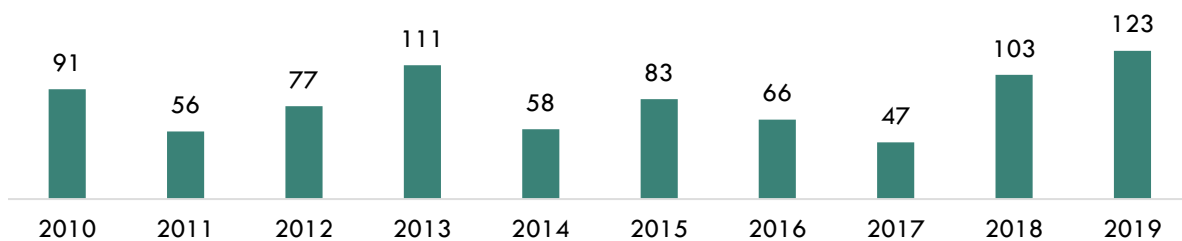
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

<sup>2</sup> Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data. Between 2010 and 2019, there was an average of 82 online job postings per year for *Manicurists and Pedicurists* in San Diego County (Exhibit 2).

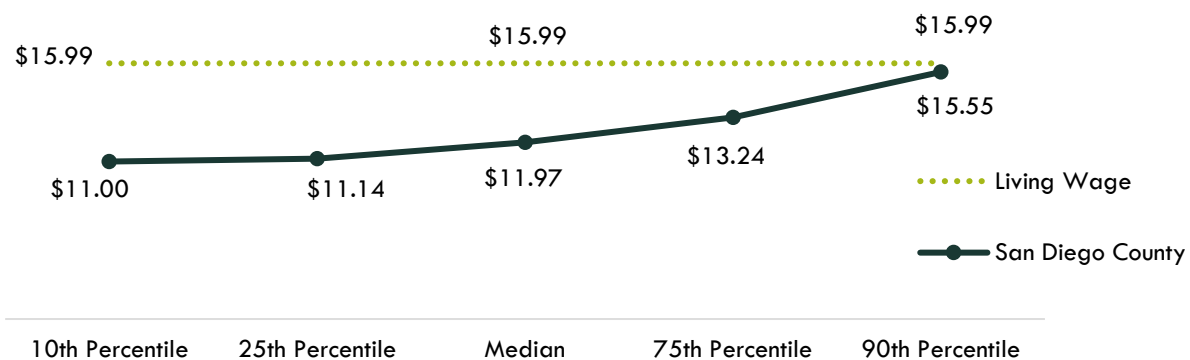
**Exhibit 2: Number of Online Job Postings for *Manicurists and Pedicurists* in San Diego County (2010-2019)<sup>3</sup>**



## Earnings

*Manicurists and Pedicurists* receive median hourly earnings of \$11.97; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3a).<sup>4</sup>

**Exhibit 3a: Hourly Earnings<sup>5</sup> for *Manicurists and Pedicurists* in San Diego County<sup>6</sup>**



<sup>3</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

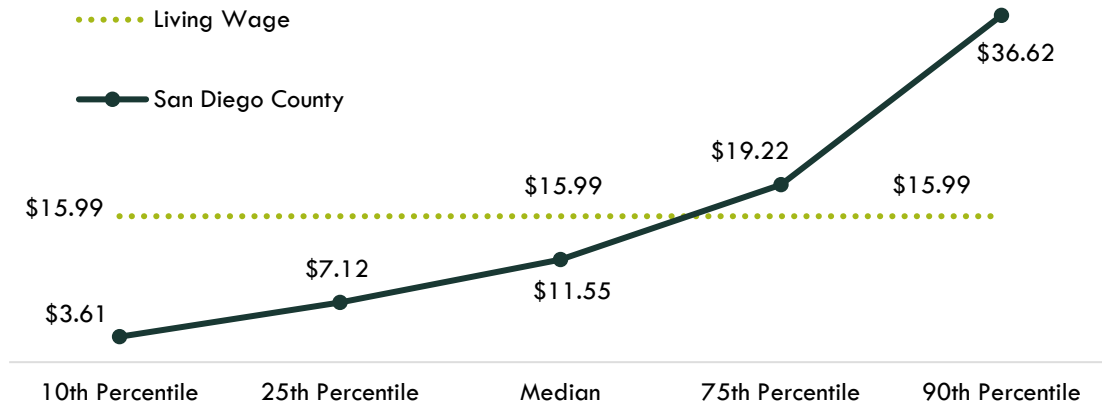
<sup>4</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>5</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>6</sup> Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

Manicurists and Pedicurists who derive a significant part of their income through self-employment earn median hourly earnings of \$11.55.

**Exhibit 3b: Hourly Earnings for Self-Employed Manicurists and Pedicurists in San Diego County<sup>7</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>8</sup> There is **one** TOP code and **four** CIP codes related to *Manicurists and Pedicurists* (Exhibit 4).

**Exhibit 4: Related TOP and CIP Codes for Manicurists and Pedicurists**

<i>Manicurists and Pedicurists</i>
TOP 300700: Cosmetology and Barbering
CIP 12.0401: Cosmetology/Cosmetologist, General
CIP 12.0410: Nail Technician/Specialist and Manicurist
CIP 12.0412: Salon/Beauty Salon Management/Manager
CIP 12.0413: Cosmetology, Barber/Styling, and Nail Instructor

<sup>7</sup> Emsi 2020.01; Self-Employed.

<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP data, **one** community college supplies the region with awards for this occupation: **San Diego City College**.<sup>9</sup> According to CIP data, **six** non-community colleges supply the region with awards: **Bellus Academy-El Cajon, Bellus Academy-National City, Bellus Academy-Poway, California Hair Design Academy, Palomar Institute of Cosmetology, and Paul Mitchell the School-San Diego** (Exhibit 5). While the supply data provided in Exhibit 5 is the most recent data, effective 2018, Bellus Academy-National City was closed and relocated to Chula Vista, and California Hair Design Academy currently has no courses offered for *Manicurists or Pedicurists* this year.

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2017-18 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY15-16 to PY17-18)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY17-18)
300700	Cosmetology and Barbering	<b>148</b>	<b>0</b>	<b>148</b>
	<ul style="list-style-type: none"> <li>San Diego City</li> </ul>	148	0	
12.0401	Cosmetology/Cosmetologist, General	<b>0</b>	<b>341</b>	<b>341</b>
	<ul style="list-style-type: none"> <li>Bellus Academy-El Cajon</li> </ul>	0	11	
	<ul style="list-style-type: none"> <li>Bellus Academy-National City</li> </ul>	0	24	
	<ul style="list-style-type: none"> <li>Bellus Academy-Poway</li> </ul>	0	32	
	<ul style="list-style-type: none"> <li>California Hair Design Academy</li> </ul>	0	69	
	<ul style="list-style-type: none"> <li>Palomar Institute of Cosmetology</li> </ul>	0	51	
	<ul style="list-style-type: none"> <li>Paul Mitchell the School-San Diego</li> </ul>	0	154	
12.0410	Nail Technician/Specialist and Manicurist	<b>0</b>	<b>31</b>	<b>31</b>
	<ul style="list-style-type: none"> <li>Bellus Academy-National City</li> </ul>	0	12	
	<ul style="list-style-type: none"> <li>Bellus Academy-Poway</li> </ul>	0	15	
	<ul style="list-style-type: none"> <li>Palomar Institute of Cosmetology</li> </ul>	0	4	
			<b>Total</b>	<b>520</b>

<sup>9</sup> The San Diego-Imperial COE compared supply data from DataMart MIS (which does not have unduplicated headcount) and supply data from LaunchBoard ([calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx)), which does have unduplicated headcount. The numbers were similar enough that the COE kept the DataMart MIS supply data for this analysis. Supply data from LaunchBoard was not used because the COE tries to use consistent data across reports, and the LaunchBoard data includes both San Diego and Imperial Counties, not just San Diego County.

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is an **oversupply** for this occupation in San Diego County, with **508** annual openings and **520** awards. Comparatively, there are **4,884** annual openings in California and **8,592** awards<sup>11</sup> (Exhibit 6).

### Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or <b>Oversupply</b>
San Diego	508	520	<b>12</b>
California	4,884	8,592	<b>3,708</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

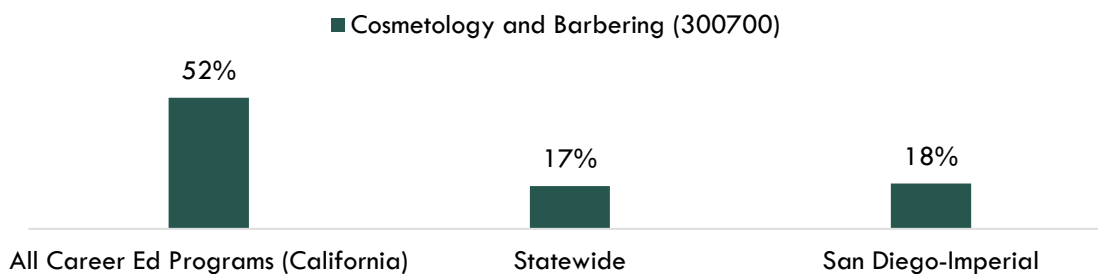
## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, **18** percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Manicurists and Pedicurists*, compared to **17** percent statewide and **52** percent of students in Career Education programs in general across the state (Exhibit 7a).

<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

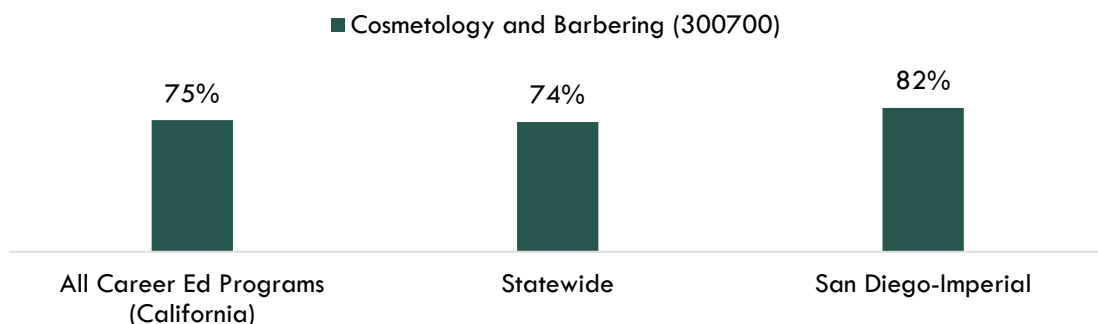
<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2016-17<sup>12</sup>**



According to the California Community Colleges LaunchBoard, 82 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Manicurists and Pedicurists*, compared to 74 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

**Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2016-17<sup>13</sup>**



## Top Employers and Work Locations

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for this occupation were *Marriott International Incorporated*, *Omni Hotel Corporation*, *WTS International*, *Nails Spa*, and *JC Resorts* (Exhibit 8).

<sup>12</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage. [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx)

<sup>13</sup> Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study. [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx)

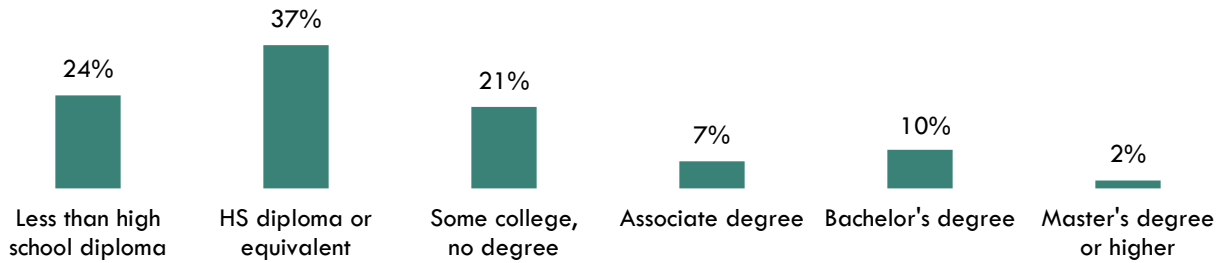
**Exhibit 8: Top Employers in San Diego County for *Manicurists and Pedicurists*<sup>14</sup>**

Top Employers	
• Marriott International Incorporated	• Mobile Styles
• Omni Hotel Corporation	• JCPenney
• WTS International	• Inn At Rancho Santa Fe
• Nails Spa	• Hyatt
• JC Resorts	• Exquisite Mobile Massage

**Skills, Education, and Certifications**

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this profession. The typical entry-level education is a [postsecondary non-degree award](#).<sup>15</sup>

**Exhibit 9: National Educational Attainment of *Manicurists and Pedicurists*<sup>16</sup>**



\*May not add to 100% due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>15</sup> Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

<sup>16</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).



**Exhibit 10: Top Skills for Manicurists and Pedicurists in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Nail Care</li> <li>• Guest Services</li> <li>• Customer Service</li> <li>• Cleaning</li> <li>• Equipment / Instrument Sterilization</li> </ul>	<ul style="list-style-type: none"> <li>• Teamwork / Collaboration</li> <li>• Work Area Maintenance</li> <li>• Physical Abilities</li> <li>• Communication Skills</li> <li>• Organizational Skills</li> </ul>	<ul style="list-style-type: none"> <li>• YouTube</li> <li>• Lockout / Tagout (LOTO)</li> <li>• Atlassian JIRA</li> <li>• Confluence</li> <li>• Customer Relationship Management (CRM)</li> </ul>

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**Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor’s Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

<sup>17</sup> Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2017-2019.