

# Estheticians and Manicurists

*Inland Empire/Desert Region (Riverside and San Bernardino counties combined)*

## Summary

- Employment for the esthetician and manicurist occupational group is expected to **increase by 11% between 2018 and 2023** in the Inland Empire/Desert Region. A total of **2,447 job openings, or 489 annual job openings**, will be available over the five-year timeframe.
- The entry-level wage for each of the occupations in the esthetician and manicurist occupational group is **below the MIT Living Wage estimate of \$12.39 per hour** for a single adult living in the Inland Empire/Desert Region.
- **There appears to be an opportunity for program growth** based on the average annual number of program completions for the selected community college program in the region (**126 annual average credentials, 208 other educational institution credentials, 334 total**) and the annual openings for the esthetician and manicurist occupational group in the local region (**489 annual job openings**).

## Introduction

This report provides data on the occupations related to the California Community College cosmetology and barbering (TOP 3007.00) program. This program prepares individuals for cosmetology occupations through the instruction of care and styling of hair, and care of complexion, hands and feet, including hygiene, customer relations, and salon management (Taxonomy of Programs, 2012). This report focuses on the occupations related to skincare as opposed to hair. The occupations included in the esthetician and manicurist occupational group are the following:

- Manicurists and Pedicurists
- Skincare Specialists

## Job Opportunities

In 2018, there were 3,500 jobs in the esthetician and manicurist occupational group in the Inland Empire/Desert Region. This occupational group is projected to increase employment by 11% by 2023. Employers in the region will need to hire 2,447 workers over the next five years to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). Exhibit 1 displays five-year projections for the esthetician and manicurist occupational group in the Inland Empire/Desert Region.

*Exhibit 1: Five-year projections for the esthetician and manicurist occupational group*

2018 Jobs	2023 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
3,500	3,902	11%	2,447	489	12%

Source: EMSI 2018.4

## Earnings

The entry-level wages for each of the esthetician and manicurist occupations are below the MIT Living Wage estimate of \$12.39 per hour for a single adult living in the Inland Empire/Desert Region (Glasmeier, 2019). These wages do include reported tips. Exhibit 2 displays wage information for the esthetician and manicurist occupational group in the Inland Empire/Desert Region.

*Exhibit 2: Earnings for the esthetician and manicurist occupational group*

Esthetician and Manicurist Occupational Group	Entry to Experienced Hourly Wage Range*	Median Wage*	Average Annual Earnings
Skincare Specialists	\$10.86 to \$15.04	\$13.04	\$30,200
Manicurists and Pedicurists	\$10.05 to \$12.23	\$10.72	\$23,100

Source: EMSI 2018.4

\*Entry Hourly is 25<sup>th</sup> percentile wage, the median is 50<sup>th</sup> percentile wage, and experienced is 75<sup>th</sup> percentile wage.

## Job Postings, Employers, Skills, Education and Certifications

Exhibit 3 displays the number of job ads posted during the last 12 months along with the regional and statewide average time to fill for the esthetician and manicurist occupational group in the Inland Empire/Desert Region. On average, local employers fill online job postings for the esthetician and manicurist occupational group within 66 days. This regional average is ten days shorter than the statewide average, indicating that it is easier for local employers to find qualified candidates.

*Exhibit 3: Job ads and time to fill, Apr 2018 – Mar 2019*

Esthetician and Manicurist Occupational Group	Job Ads	Regional Average Time to Fill (Days)	California Average Time to Fill (Days)
Skincare Specialists	141	65	74
Manicurists and Pedicurists	29	71	81
<b>Total</b>	<b>170</b>	<b>66</b>	<b>76</b>

Source: Burning Glass – Labor Insights

Exhibit 4 displays the employers posting the most job ads for the esthetician and manicurist occupational group during the last 12 months in the Inland Empire/Desert Region.

*Exhibit 4: Employers posting the most job ads, Apr 2018 – Mar 2019*

<b>Esthetician and Manicurist Occupational Group</b>	<b>Employers</b>
Skincare Specialists (n=132)	<ul style="list-style-type: none"> <li>• Massage Envy</li> <li>• Ulta Beauty, Inc.</li> <li>• Marriott International</li> </ul>
Manicurists and Pedicurists (n=20)	<ul style="list-style-type: none"> <li>• Agua Caliente Casino Rancho Mirage</li> <li>• Pechanga Resort &amp; Casino</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 5 displays a sample of specialized and employability skills that employers are seeking when looking for workers to fill positions in the esthetician and manicurist occupational group. Specialized skills are occupation-specific skills that employers are requesting for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is commonly referred to as “soft skills.” The skills requested in job postings may be utilized as a helpful guide for curriculum development.

*Exhibit 5: Sample of in-demand skills from employer job ads, Apr 2018 – Mar 2019*

<b>Esthetician and Manicurist Occupational Group</b>	<b>Specialized Skills</b>	<b>Employability Skills</b>
Skincare Specialists (n=92)	<ul style="list-style-type: none"> <li>• Guest Services</li> <li>• Product Sales</li> <li>• Client Base Retention</li> </ul>	<ul style="list-style-type: none"> <li>• Building Effective Relationships</li> <li>• Communication Skills</li> <li>• Teamwork/Collaboration</li> </ul>
Manicurists and Pedicurists (n=10)	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Sales Goals</li> <li>• Skin Care</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Organizational Skills</li> <li>• Communication Skills</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 6 displays the work experience and entry-level education typically required to enter each occupation according to the Bureau of Labor Statistics (BLS), educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census (2016-17), and the minimum advertised education requirement from employer job ads.

*Exhibit 6: Work experience, typical entry-level education, educational attainment, and minimum advertised education requirements, Apr 2018 – Mar 2019*

Esthetician and Manicurist Occupational Group	Typical Entry-Level Education Requirement	Educational Attainment*	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Ads (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Skincare Specialists	Postsecondary nondegree award	28%	16	100%	-	-
Manicurists and Pedicurists	Postsecondary nondegree award	28%	4	100%		

Source: EMSI 2018.4, Burning Glass – Labor Insights

\*Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework

Exhibit 7 displays the top certifications required by employers posting job ads for the esthetician and manicurist occupational group in the Inland Empire/Desert Region. A cosmetology license, issued by the California Board of Barbering and Cosmetology, is the certification most frequently requested by employers for this occupational group.

*Exhibit 7: Top certifications required by employer job ads in the Inland Empire/Desert Region, Apr 2018 – Mar 2019*

Esthetician and Manicurist Occupational Group	Certifications
Skincare Specialists (n=12)	<ul style="list-style-type: none"> <li>• Manicurist Certification</li> <li>• Cosmetology License</li> </ul>
Manicurists and Pedicurists (n=16)	<ul style="list-style-type: none"> <li>• Manicurist Certification</li> <li>• Cosmetology License</li> </ul>

Source: Burning Glass – Labor Insights

## Student Completions and Program Outcomes

Exhibit 8 displays the average annual regional California Community College (CCC) credentials conferred during the three academic years between 2014 and 2017, from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, along with the headcount from the most recent year available on LaunchBoard. Credentials are the combined total of associate degrees and certificates issued during the timeframe, divided by three in order to calculate an annual average. This is done to minimize the effect of atypical variation that might be present in a single year. Headcount is the unduplicated number of students who enrolled in one or more courses in the program. The relevant TOP

code is from the Taxonomy of Programs manual, and the corresponding program titles used at each college (in *italics*) is sourced from the Chancellor’s Office Curriculum Inventory (COCI). Please note, a credential is not always equal to a single person in search of a job opening since a student may earn more than one credential, such as an associate degree in addition to a certificate.

*Exhibit 8: Annual average community college credentials and headcount for the cosmetology and barbering program in the Inland Empire/Desert Region*

<b>3007.00 Cosmetology and Barbering – local program title</b>	<b>CCC Headcount, Academic Year 2016-17</b>	<b>CCC Annual Average Credentials, Academic Years 2014-17</b>
<b>Barstow – Cosmetology/Esthetician/Manicuring</b>	76	
Associate Degree		5
Certificate 30 to < 60 semester units		3
Certificate 18 to < 30 semester units		2
<b>Riverside – Cosmetology and Barbering/Cosmetology: Entrepreneurial/Cosmetology: Management &amp; Supervision</b>	330	
Associate Degree		8
Certificate 30 to < 60 semester units		94
Certificate 18 to < 30 semester units		1
Certificate 6 to < 18 semester units		14
<b>Total CCC Headcount, Academic Year 2016-17</b>	<b>406</b>	
<b>Total Annual Average CCC Credentials, Academic Years 2014-17</b>		<b>126</b>

Source: LaunchBoard, MIS Data Mart, COCI

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor’s Office Management Information Systems (MIS) by community colleges, which comes from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California’s Employment Development Department’s Unemployment Insurance database. When available, outcomes for completers are reported in order to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard’s Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2019a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2019). Data from the latest academic year for each metric is provided in Exhibit 9.

*Exhibit 9: Cosmetology and barbering strong workforce program outcomes*

<b>Strong Workforce Program Metrics: 3007.00 – Cosmetology and Barbering Academic Year 2015-16, unless noted otherwise</b>	<b>Inland Empire/Desert Region</b>	<b>California Median</b>
Course enrollments (2016-17)	917	434
Completed 12+ units in one year (2016-17)	226	102
Economically disadvantaged students* (2016-17)	75%	78%
Employed in the fourth fiscal quarter after exit (completers)	58%	64%
Median annual earnings* (completers)	\$13,486	\$15,746
Job closely related to the field of study (2014-15)	65%	81%
Median change in earnings (completers)	65%	38%
Attained a living wage (completers and skills-builders)	15%	17%

Source: LaunchBoard

\*Data for these metrics is available in Community College Pipeline. All others are available in Strong Program Workforce Metrics.

Credentials granted from other educational providers outside of the California Community College system are displayed in Exhibits 10 and 11, along with the relevant CIP code. This is the final release data compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years available.

*Exhibit 10: Annual average other educational institutions student completions for aesthetician/esthetician and skin care specialist programs in the Inland Empire/Desert Region*

<b>12.0409 - Aesthetician/Esthetician and Skin Care Specialist</b>	<b>Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)</b>
<b>Champion Institute of Cosmetology</b>	
Award < 1 academic yr	3
<b>Coachella Valley Beauty College-Beaumont</b>	
Award < 1 academic yr	2
<b>Elite Cosmetology School</b>	
Award < 1 academic yr	7
<b>International School of Beauty Inc</b>	
Award < 1 academic yr	39
<b>Milan Institute of Cosmetology-La Quinta</b>	
Award < 1 academic yr	22
<b>Royale College of Beauty</b>	
Award < 1 academic yr	13

<b>12.0409 - Aesthetician/Esthetician and Skin Care Specialist</b>	<b>Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)</b>
<b>Salon Success Academy-Corona</b>	
Award < 1 academic yr	37
<b>Salon Success Academy-Redlands</b>	
Award < 1 academic yr	19
<b>Salon Success Academy-Upland</b>	
Award < 1 academic yr	31
<b>Total annual average other awards, Academic years 2013-16</b>	<b>175</b>

Source: IPEDS

*Exhibit 11: Annual average other educational institutions student completions for nail technician/specialist and manicurist programs in the Inland Empire/Desert Region*

<b>12.0410 - Nail Technician/Specialist and Manicurist</b>	<b>Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)</b>
<b>Advance Beauty Techs Academy</b>	
Award < 1 academic yr	1
<b>Champion Institute of Cosmetology</b>	
Award < 1 academic yr	4
<b>Coachella Valley Beauty College-Beaumont</b>	
Award < 1 academic yr	2
<b>Elite Cosmetology School</b>	
Award < 1 academic yr	2
<b>International School of Beauty Inc</b>	
Award < 1 academic yr	5
<b>Royale College of Beauty</b>	
Award < 1 academic yr	6
<b>Salon Success Academy-Corona</b>	
Award < 1 academic yr	1
<b>Salon Success Academy-Riverside</b>	
Award < 1 academic yr	2
<b>Salon Success Academy-Upland</b>	
Award < 1 academic yr	2
<b>Victor Valley Beauty College Inc</b>	
Award < 1 academic yr	9
<b>Total annual average other awards, Academic years 2013-16</b>	<b>33</b>

Source: IPEDS

## References

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## **Appendix: Occupation definitions, sample job titles, five-year projections for esthetician and manicurist occupations**

*Occupation Definitions (SOC) code), Education and Training Requirement, Community College Educational Attainment*

### **Manicurists and Pedicurists (39-5092)**

Clean and shape customers' fingernails and toenails. May polish or decorate nails.

**Sample job titles:** Manicurist, Nail Technician, Pedicurist

*Entry-Level Educational Requirement: Postsecondary nondegree award*

*Training Requirement: None*

*Incumbent workers with a Community College Award or Some Postsecondary Coursework: 28%*

### **Skincare Specialists (39-5094)**

Provide skincare treatments to face and body to enhance an individual's appearance. Includes electrologists and laser hair removal specialists.

**Sample job titles:** Aesthetician, Clinical Esthetician, Esthetician, Facialist, Lead Esthetician, Medical Esthetician, Skin Care Specialist, Skin Care Technician, Skin Care Therapist, Spa Technician

*Entry-Level Educational Requirement: Postsecondary nondegree award*

*Training Requirement: None*

*Incumbent workers with a Community College Award or Some Postsecondary Coursework: 28%*



Table 1: 2018 to 2023 job growth, wages, education, training, and work experience required for the esthetician and manicurist occupational group, Inland Empire/Desert Region

Occupation (SOC)	2018 Jobs	5-Yr Change	5-Yr % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage*	Median Hourly Wage*	Average Annual Earnings	Typical Entry-Level Education & On-The-Job Training Required	Work Experience Required
Manicurists and Pedicurists (39-5092)	2,495	299	12%	352	\$10.05 to \$12.23	\$10.72	\$23,100	Postsecondary nondegree award & none	None
Skincare Specialists (39-5094)	1,005	103	10%	137	\$10.86 to \$15.04	\$13.04	\$30,200	Postsecondary nondegree award & none	None
<b>Total</b>	<b>3,500</b>	<b>402</b>	<b>11%</b>	<b>489</b>	-	-	-	-	-

Source: EMSI 2018.4

\*Entry Hourly is 25<sup>th</sup> percentile wage, the median is 50<sup>th</sup> percentile wage, experienced is 75<sup>th</sup> percentile wage.