



# Labor Market Analysis for Program Recommendation Nail Technology (Manicurist) Occupations Solano College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
December 2021

## Recommendation

Based on the traditional labor market data included in this report, there is a possible oversupply situation in the Bay region with 697 annual openings for the Nail Technology (Manicurist) occupational cluster and 1,542 annual (3-year average) awards for a possible annual oversupply of 845 students. In the North Bay Sub-Region, there is also a possible oversupply with 128 annual openings and 186 annual (3-year average) awards for a possible annual oversupply of 58 students.

However, conducting an accurate gap analysis is challenging because of the difficulty in determining which programs under TOP 3007.00 are specifically focused on Nail Technology. This TOP Code by definition encompasses multiple areas of Cosmetology, including: 1) Care and styling of hair, 2) care of complexion, 3) hands and feet, 4) including hygiene, customer relations, and salon management.

Therefore, the supply of graduates from these colleges who are specifically trained for and seeking employment in the field of Nail Technology is impossible to determine from such a broad TOP Code/program of study. The inability to determine the supply of graduates for the Nail Technology component of the TOP code, means in fact there may not be an oversupply of Manicurists to the labor market, but rather a demand for them – as Solano College has documented with their supplemental information that is provided in this report.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 3007.00 Cosmetology and Barbering programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Solano College and in the region.

This report profiles Nail Technology (Manicurist) Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College. The first section of this report features extensive LMI data and information compiled by Solano College to document the need for a new Nail Technology program. Following the Solano College information, the traditional LMI data compiled by the COE will be presented.

## Solano College – Nail Technology Program – Additional LMI Data and Information

Why a New Program is Needed: Creating a new Nail Technology (manicurist) program at Solano College is the next logical step in expanding opportunities for our students. The manicurist license requires only 400 hours of required

curriculum, making this an ideal one-semester course that prepares students for the California Board of Barbering and Cosmetology licensure exam. Our Cosmetology Program has been successful in training students for the workforce, and each year we regularly turn away enough students to run an additional cohort, so we know there is high interest in our area.

COVID-19 impacted this industry, like many others. The beauty industry was hit extremely hard as a "non-essential" sector. There wasn't a big demand for services during the pandemic shut down. However, as salons and spas reopen there have been staffing problem in this area. For example, Burke-Williams in San Francisco recently stopped offering the manicurist service due to lack of personnel. Additionally, several private cosmetology schools (see table below) closed during COVID, thus positioning Solano College as a prime educational destination in the region (and reducing the total number of graduates seeking employment).

Additional factors that support the addition of a manicurist program is our close proximity to Napa Valley's large spa industry; we believe local employment demand is, therefore, higher as a result. Also, there is a growing employment opportunity within the entrepreneurial sector that has expanded since the start of COVID-19; many licensed practitioners have started their own successful businesses in the past 2 years and these figures won't necessarily be represented by standard LMI metrics.

Cosmetology School Closures: In the past two years, there are three (3) cosmetology schools that have closed permanently in the Bay region. Notably, two of the schools are in the North Bay, reducing the number of competitive schools and graduates in our immediate region. Cosmetology schools that have closed are:

- Avalon School of Cosmetology- Alameda (East Bay) – eliminates an average of 86 awards annually
- Blake Austin College (North Bay) - eliminates an average of 62 awards annually
- LeMelange Academy of Hair (North Bay) - eliminates an average of 57 awards annually

Cosmetology Advisory Committee Support: Solano College's Cosmetology Advisory Committee is comprised of approximately 15 members, including a range of salon owners (private and franchise), local workforce development representatives, and distributors. Advisory Committee members are working throughout Solano County, but also represent areas from Richmond, CA to Sacramento, CA. For the past two years, advisory members have supported the addition of a manicurist program at Solano College, and have offered the following rationale captured in survey data, which is summarized in the next section.

Student and Advisory Committee Surveys: We recently surveyed our current student cohort and Advisory Committee members about new programs in esthetics and nail technology. The student survey (Fall 2021) revealed that 75% of student respondents who were enrolled in the program would like to see a nail technician program added to the Cosmetology department's offerings. Similarly, there was 95% support from advisory committee members surveyed, including the following qualitative feedback to the question: *"Do you think there is a need for a separate Nail Technology program? Why or why not?"*

- 100%. If you want to do nails, you do a nail program. If you want to do hair, you do a hair program. The

combination doesn't make any sense today.

- Yes, because there is a demand for this service in our community.
- YES!
- Yes! There's none in the immediate area and there is a demand.
- Yes, because there is a demand for a short licensing program.
- Yes, because our community has a demand for a nail technician program and classes would have instant enrollment.
- Only if that is what they want to do. Is there enough demand? Is it profitable for schools to do so?
- Yes. Since it is a separate license there should be a separate program.
- Yes, because the nail industry is so different now super updated and trendy so it would be great for students to be able to focus on the latest trends in the nail industry
- Yes! Demand in the industry and education for short program

Local Demand for Nail Specialists: We recently asked Advisory Committee members and students to provide any information about local job openings – this was based on 24-hour quick research. Information gathered is displayed in the chart below and documents 15 businesses that are currently seeking nail technicians, their location and their pay structure.

Business Name	Location	Hire Date	Pay
PS Salon & Spa	Benicia	Now	Hourly wage and commission
Blue Water Day Spa	Napa	Now	\$15/hr, one free spa service/month, plus paid training
Platinum Beauty Bar	Fairfield	Now	Monthly booth rent
Lavender Nails and Spa	Napa	April 2022	Hourly
Paint Nail Bar	Napa	Now	FT position + 5 nail technicians; annual salary, hourly, tips, and commission.
Lifetime Fitness	Roseville	Now	Hourly
Perfect 10 Nails	Danville	Now	Hourly
Avalon Nail Spa	Napa	Now	Salary + tips
Treat Salon and Spa	Roseville	Now	Hourly
Four Seasons	Napa	Now	Hourly + commission; currently hiring nail techs and estheticians
IV Savvy Living	Fairfield	Now	Booth rental
Hawaii Nails and Spa	Vacaville	Now	Commission based
Top Coat Nails Spa	Vacaville	Now	Commission + booth rental
Hair Caller	Napa	Now	Hourly
Beauty by Nature	Pt. Richmond	Now	Commission or salary based

## COE Labor Market Data

- **Manicurists and Pedicurists (39-5092):** Clean and shape customers' fingernails and toenails. May polish or decorate nails.  
 Entry-Level Educational Requirement: Postsecondary nondegree award  
 Training Requirement: None  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

## Occupational Demand

**Table 1. Employment Outlook for Nail Technology (Manicurist) Occupations in Bay Region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Manicurists and Pedicurists	5,996	5,247	-749	-12%	3,483	697	\$10	\$32
<b>Total</b>	<b>5,996</b>	<b>5,247</b>	<b>-749</b>	<b>-12%</b>	<b>3,483</b>	<b>697</b>	<b>\$10</b>	<b>\$32</b>

Source: EMSI 2021.3

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Nail Technology (Manicurist) Occupations in North Bay Sub-region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Manicurists and Pedicurists	1,034	983	-50	-5%	638	128	\$11	\$28
<b>Total</b>	<b>1,034</b>	<b>983</b>	<b>-51</b>	<b>-5%</b>	<b>638</b>	<b>128</b>	<b>\$11</b>	<b>\$28</b>

Source: EMSI 2021.3

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Nov 2020 - Oct 2021)**

Occupation	Bay Region	North Bay
Manicurists and Pedicurists	156	17

Source: Burning Glass

**Table 4a. Top Job Titles for Nail Technology (Manicurist) Occupations for latest 12 months (Nov 2020 - Oct 2021)**  
**Bay Region**

Title	Bay	Title	Bay
Nail Technician	51	Puestos Disponibles En Saniedad - Er Turno En - Aplica Hoy	3
Manicurist	9	Aplicar En Espanol	2
Experto En Impuestos Bilingue Cpa Or Abogado Practicante	8	Especialista O Costurera En Corte Confeccion De Trajes De Bano	2
Manicurist Technician	8	Independent Nail Technician	2
Licensed Nail Technician	7	Manicurist/Nail Technician	2
Aprendiz En Jardineria	5	Nail Technician, Wellness, Spa & Fitness	2

Title	Bay	Title	Bay
Nail Technician- Or	3	Trabajos Disponibles En Saniedad - Er Turno En - Aplica Hoy	2
Nails Technician	3	Stylist & Manicurist	1

Source: Burning Glass

**Table 4b. Top Job Titles for Nail Technology (Manicurist) Occupations for latest 12 months (Nov 2020 - Oct 2021) North Bay Sub-Region**

Title	North Bay
Nail Technician	11
Cocinero Temprano En Maana Necesario En El Caf Mexicano	1
Contratando Limpiadores En Que Hablen/Entiendan Ingles	1
Manicurist	1
Professional Nail Technician	1
Spa Nail Technician - Mission Inn & Spa	1
Stylist, Barber And Nail Technician	1

## Industry Concentration

**Table 5. Industries hiring Nail Technology (Manicurist) Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Beauty Salons	2,115	1,347	-36%	37%
Nail Salons	1,570	1,316	-16%	27%
Other Personal Care Services	1,470	1,250	-15%	26%
Barber Shops	119	149	26%	2%
Diet and Weight Reducing Centers	130	85	-35%	2%
Fitness and Recreational Sports Centers	73	67	-8%	1%
Hotels (except Casino Hotels) and Motels	63	51	-19%	1%
Private Households	19	22	18%	0%
All Other Amusement and Recreation Industries	17	16	-6%	0%
All Other Personal Services	16	16	0%	0%

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Source: EMSI 2021.3

**Table 6. Top Employers Posting Nail Technology (Manicurist) Occupations in Bay Region and North Bay Sub-Region (Nov 2020 - Oct 2021)**

Employer	Bay	Employer	North Bay
Ps Lifestyle	11	Spanish Peaks Mountain Club	2
Rachel Grace Salon	8	Montage Hotels & Resorts	2
Pure Envy Spa Bar	8	Ps Lifestyle	1
Intuit	8	Nj Nails Spa Llc	1
Ameri Kleen	7	Montage International	1
Gachina Landscape Management	5	High Five	1
Salon Phenomenail	4	Fairmont	1

Source: Burning Glass

## Educational Supply

There are six (6) community colleges in the Bay Region issuing 291 awards on average annually (last 3 years ending 2018-19) on TOP 3007.00 Cosmetology and Barbering. In the North Bay Sub-Region, there is one (1) community college that issued 11 awards on average annually (last 3 years) on this TOP code.

There are 16 other CTE educational institutions in the Bay Region issuing 1,251 awards on average annually (last 3 years ending 2016-17) on TOP 3007.00 Cosmetology and Barbering. There are five (5) other CTE educational institutions in the North Bay Sub-Region issuing 175 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 3007.00 Cosmetology and Barbering in Bay Region**

College	Subregion	Associate	Certificate Low	Total
Gavilan	Silicon Valley	2	25	27
Laney	East Bay	9	30	39
San Jose City	Silicon Valley	8	107	115
San Mateo	Mid-Peninsula	3	35	38
Skyline	Mid-Peninsula	3	58	61
Solano	North Bay	2	9	11
<b>Total</b>		<b>27</b>	<b>264</b>	<b>291</b>

Source: Data Mart Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other CTE Institutions Awards on TOP 3007.00 Cosmetology and Barbering in Bay Region**

College	Subregion	Award < 1 academic yr	Award 1 < 2 academic yrs	Award 2 < 4 academic yrs	Total
Academy for Salon Professionals	Silicon Valley	30	32	0	62
Cinta Aveda Institute	Mid-Peninsula	87	107	14	208
Cosmo Factory Cosmetology Academy	SC-Monterey	7	13	0	20
Hilltop Beauty School	Mid-Peninsula	16	51	0	67
Hinton Barber and Beauty College	North Bay	2	46	0	48
International College of Cosmetology	East Bay	109	39	0	148
Lytles Redwood Empire Beauty College Inc.	North Bay	35	62	0	97
Milan Institute of Cosmetology-Fairfield	North Bay	0	30	0	30
Moler Barber College	East Bay	9	70	0	79
Paris Beauty College	East Bay	16	10	0	26
Paul Mitchell the School-East Bay	East Bay	0	123	0	123
San Francisco College of Cosmetology	Mid-Peninsula	65	13	0	78
San Francisco Institute of Esthetics & Cosmetology Inc	Mid-Peninsula	61	72	0	133
The Salon Professional Academy-San Jose	Silicon Valley	17	54	0	71
W Academy of Salon and Spa	East Bay	24	14	0	38
Waynes College of Beauty	SC-Monterey	3	20	0	23
<b>Total</b>		<b>481</b>	<b>756</b>	<b>14</b>	<b>1,251</b>

Source: Data Mart *Note: The annual average for awards is 2016-17 to 2018-1*

### Gap Analysis

Based on the traditional labor market data included in this report, there is a possible oversupply situation in the Bay region with 697 annual openings for the Nail Technology (Manicurist) occupational cluster and 1,542 annual (3-year average) awards for a possible annual oversupply of 845 students. In the North Bay Sub-Region, there is also a possible oversupply with 128 annual openings and 186 annual (3-year average) awards for a possible annual oversupply of 58 students.

However, conducting an accurate gap analysis is challenging because of the difficulty in determining which programs under TOP 3007.00 are specifically focused on Nail Technology. This TOP Code by definition encompasses multiple areas of Cosmetology, including: 1) Care and styling of hair, 2) care of complexion, 3) hands and feet, 4) including hygiene, customer relations, and salon management. Therefore, the supply of graduates from these colleges who are specifically trained for and seeking employment in the field of Nail Technology is impossible to determine from

such a broad TOP Code/program of study. The inability to determine the supply of graduates for the Nail Technology component of the TOP code, means in fact there may not be an oversupply of Manicurists to the labor market, but rather a demand for them – as Solano College has documented with their supplemental information that is provided in this report.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 3007.00 Cosmetology and Barbering**

Metric Outcomes	Bay CTE Programs	All CTE Programs	Solano CTE Programs	All CTE Programs	State 3007.00	Bay 3007.00	North Bay 3007.00	Solano 3007.00
Students with a Job Closely Related to Their Field of Study	73%		65%		75%	67%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575		\$31,158		\$20,049	\$24,949	\$19,300	\$19,300
Median Change in Earnings for SWP Exiting Students	30%		31%		35%	53%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%		50%		15%	13%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

## Skills, Certifications and Education

**Table 9. Top Skills for Nail Technology (Manicurist) Occupations in Bay Region (Nov 2020 - Oct 2021)**

Skill	Posting	Skill	Posting
Customer Service	37	Tax Law	8
Nail Care	28	Tax Preparation	8
Cleaning	21	Tax Returns	8
Upselling Products and Services	18	Manual Dexterity	7
Painting	13	Meditation	5
Painting (Art)	13	Reflexology	5
Product Sales	12	Retail Sales	5
Customer Contact	11	Scheduling	5
Personal Protective Equipment (PPE)	10	Yoga	5
Audit Experience	8	Social Media	4
Calculation	8	Appointment Setting	3
Circular 230	8	Cosmetics Industry Knowledge	3



Skill	Posting	Skill	Posting
Facebook	8	Hair Styling	3
Public Accounting	8	Instagram	3

Source: Burning Glass

**Table 10. Certifications for Nail Technology (Manicurist) Occupations in Bay Region (Nov 2020 - Oct 2021)**

Certification	Posting
Manicurist Certification	56
Cosmetology License	16
Cosmetology Certification	12
Certified Public Accountant (CPA)	8
Certified Hair Stylist	3
First Aid Cpr Aed	1
Driver's License	1
Business License	1

*Note: 53% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample. Source: Burning Glass*

**Table 11. Education Requirements for Nail Technology (Manicurist) Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	25	100%

*Note: 84% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample. Source: Burning Glass*

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCC Data Mart.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development  
Chancellor's Office MIS system

## **Contacts**

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