

2014-2015

# NAILS

WWW.NAILSMAG.COM

# big

# book

**EVERYTHING YOU NEED TO KNOW ABOUT THE NAIL INDUSTRY**

state board directory | industry statistics | salon safety guidelines | marketing directory  
associations directory | consultants directory | web showcase

HOW TO BE A NAIL KNOW-IT-ALL

## WHY THE BOOM IN NAILS?

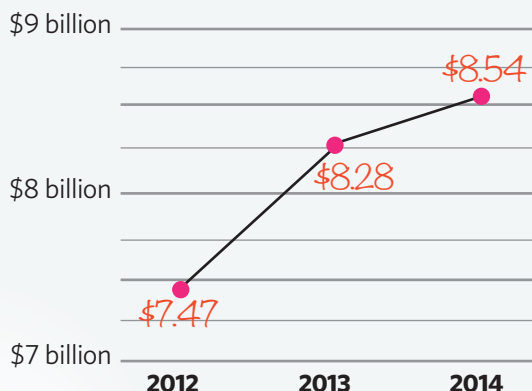
WHY, everyone wants to know, are nails such a big, fast-growing industry and how is this industry maintaining its growth surge over so many years?

Great question. My favorite one to answer. There isn't one single factor that explains it all, but several powerful forces that do.

- Nail care isn't just grooming anymore; it's self-expression. Just as tattoos have become mainstream, nail art has too. A decade ago, we were telling NAILS readers, "Try a discreet daisy or blue polish on your client's toes" because so few women dared to wear nail art. Now blue polish and daisies are as commonplace as a French manicure.
- The products themselves are driving growth. Gel-polish literally revolutionized the nail industry, in the same way that dental products did three decades ago. The promise of polish-like application and 10-minute removal was an immediate hit with nail techs, and when clients found out they no longer had to wear acrylics to get two-week wear, they started going into salons in waves.
- You cannot understate the power of social media's effect on the nail business. Nail art is one of the top five most tagged items on both Pinterest and Instagram. When the popularity of image-dominant Pinterest soared three years ago, and as Instagram has overtaken Facebook in the last year as the social platform of choice, nail art has been inspiring the social world at large.
- Finally, I think a career doing nails has gained the respect it deserves. A nail care career can really pay off. When someone is choosing between, say, doing hair and doing nails, nails has great appeal. It's fun, it pays relatively well, the education requirements are shorter, and you're not standing on your feet for eight hours a day. And for every little girl who loved playing with her mother's nail polish, getting to do it for a living is a dream come true!

— Cyndy Drummey  
 cyndy.drummey@bobit.com  
 (310) 533-2531

## WHAT IS SPENT ON NAIL SERVICES?

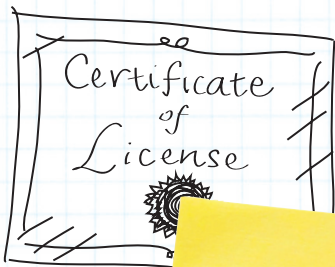


## SO HOW DID WE FIGURE OUT THAT THE NAIL INDUSTRY WAS GETTING SO BIG AND EXACTLY HOW BIG IT WAS? WE DID A LOT OF RESEARCH.

- We did an online survey of our readership and online users.
- We surveyed the readers of VietSALON, our Vietnamese language publication for salon professionals.
- We conducted monthly polls of our online users of NailsMag.com.
- We gathered the wisdom of our NAILS team, who travel regularly visiting salons and seeing nail technicians in their natural habitats.
- We pulled third-party data, including from the Bureau of Labor Statistics, the U.S. Census Bureau, the state boards of cosmetology, business license databases, and others.

*Our favorite supporters, data-lovers themselves, George Schaeffer and Suzi Weiss-Fischmann of OPI Products, both retired in the last year, but it was their original support for this annual research that allows us to do this comprehensive report. We thank them for their vision and for the current OPI team that continues it. Their sponsorship of this statistics section makes it possible for us to do this "census" on the nail industry that is not available anywhere else.*

\*Sources for data footnoted on pages 60-84: 2013-2014 NAILS Big Book



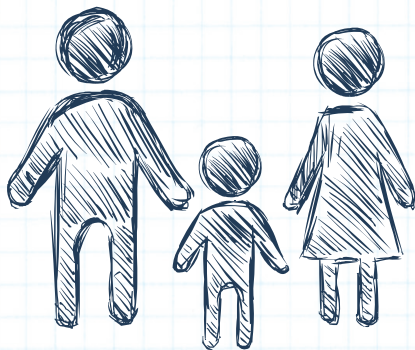
7% of our respondents have both a nail tech and an esthetician license.

4% have licenses in both nails and cosmetology.

## WHAT LICENSE(S) DO YOU HAVE?

Nail technician/manicurist	78%
Cosmetologist	18%
Esthetician	8%
I am not licensed.	5%
Barber	1%
Other	7%

## WHICH DESCRIBES YOUR FAMILY SITUATION?



Married with kids  
**58%**

Unmarried with kids  
**18%**

Unmarried with no kids  
**12%**

Married with no kids  
**12%**

**NEWBIES**  
29% have been doing nails less than 3 years.

**VETERANS**  
42% have been doing nails more than 11 years.

## HOW LONG HAVE YOU BEEN DOING NAILS?

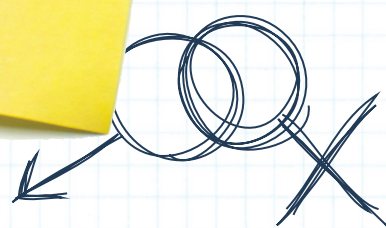
Less than 1 year	10%
1-2 years	11%
2-3 years	8%
3-4 years	5%
4-5 years	4%
5-6 years	3%
6-7 years	3%
7-8 years	4%
8-9 years	2%
9-10 years	3%
10-11 years	5%
11-12 years	3%
Over 12 years	39%



## HOW OLD ARE YOU?\*

Over 60	6%
56-60	9%
51-55	10%
46-50	15%
41-45	17%
36-40	16%
31-35	11%
26-30	9%
25 or younger	7%

**Gender**  
94% female  
6% male



## WHAT PERCENTAGE OF YOUR FAMILY'S HOUSEHOLD INCOME DOES YOUR INCOME REPRESENT?



**AVERAGE:**  
46%

Up to 10%	22%
11%-20%	11%
21%-30%	11%
31%-40%	8%
41%-50%	17%
51%-99%	10%
100%	21%

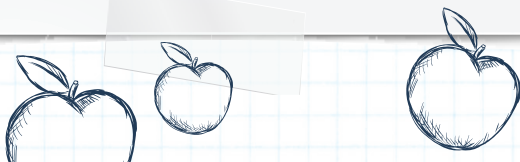
## WHAT IS YOUR NATIONALITY?\*

Vietnamese	51%
Caucasian	40%
Black or African-American	5%
Hispanic or Latina	3%
Other	1%

## WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED?\*



Some high school	2%
Finished high school	28%
Some college/AA degree	44%
Finished college	17%
Some graduate school	2%
Finished graduate school	7%



## HOW MANY HOURS DO YOU WORK EACH WEEK?

5 or fewer	2%
6-10	7%
11-15	5%
16-20	7%
21-25	10%
26-30	14%
31-35	11%
36-40	20%
41-45	6%
46-50	10%
More than 50	8%

## CLIENTS SUPPORT NAIL TECH LICENSING.



A 2013 PBA research study showed the general public favored licensing.

## HOW FULL IS YOUR PERSONAL BOOK?

I am booked nearly 100% of the time.	20%
Between 80% and 99% of the time.	27%
Between 50% and 79%.	23%
Between 30% and 49%.	8%
Less than 30% but not empty.	9%
I'm just starting and building my book now.	13%

## HOW MANY EDUCATIONAL EVENTS HAVE YOU ATTENDED THIS YEAR?

0	30%
1	17%
2	20%
3	11%
4	9%
5	5%
6	2%
More than 6	6%



## WHAT CONTINUING EDUCATION HAVE YOU PARTICIPATED IN THIS YEAR?

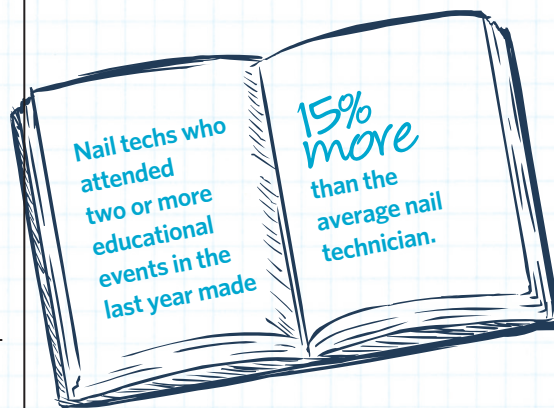
Online training	68%
Tradeshow/conference	59%
In-salon training	48%
Class at a dealer	41%
Class at a tradeshow	38%
Networking event	32%
Class with a manufacturer	25%

THE FIGURES REPRESENT THE TYPES OF EDUCATIONAL EVENTS AMONG THOSE WHO ATTENDED AT LEAST ONE EVENT.

## DO YOU EXPECT TO ATTEND MORE OR LESS EDUCATIONAL EVENTS NEXT YEAR THAN YOU DID LAST YEAR?

More	63%
Less	5%
About the same	32%

## EDUCATION PAYS OFF



## HOW MUCH HAVE YOU SPENT ON PROFESSIONAL EDUCATION THIS YEAR?

**Median: \$200**

(Median means half of respondents spent more than \$200 and half spent less.)

\$100 or less	40%
\$101-\$200	11%
\$201-\$300	7%
\$301-\$400	3%
\$401-\$500	8%
\$501-\$1,000	12%
\$1,001-\$2,000	9%
\$2,000+	8%



Includes travel expenses, tickets, fees, etc. Only represents expenses of those who attended at least one educational event.

**\$645** (average service income)  
+ at least 2 educational events  
= **\$742** (a 15% pay bump!)

Add at least 3 classes and earn **31%** more than average.

## HOW WOULD YOU DESCRIBE YOUR SALON?

Nail salon	68%
Full-service salon offering nails	20%
Mobile or home-based salon	3%
Day/hotel/destination spa	2%
School	2%
Other	5%

## HOW DO YOU HANDLE THE SALON LAUNDRY?

We have a laundry facility (washer/dryer) on site.	56%
One of us takes the laundry home and does it.	33%
We use a laundry service.	7%
Other	4%

## WHICH BEST DESCRIBES YOUR CURRENT EMPLOYMENT SITUATION?

Salon owner doing nails (not a booth renter)	40%
Nail technician (booth renter)	24%
Nail technician (employee)	11%
Salon manager or nail dept. manager (doing nails)	3%
Cosmetologist	3%
Student or apprentice	3%
Salon owner not doing nails	4%
Other	12%

## HOW MANY SALONS HAVE YOU WORKED AT IN YOUR CAREER?

One	27%
Two	20%
Three	16%
Four	14%
Five	10%
Six	5%
Seven or more	8%

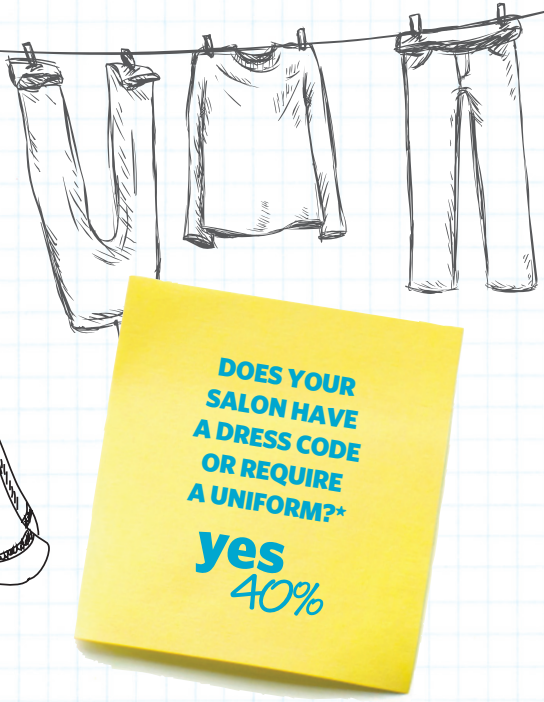
**AVERAGE: 3.2**

## HOW LONG HAVE YOU WORKED AT YOUR CURRENT SALON?

One year or less	7%
Up to two years	32%
Up to four years	17%
Up to 10 years	21%
10+ years	23%

## HOW MANY NAIL TECHNICIANS WORK AT THIS LOCATION (INCLUDING YOURSELF)?

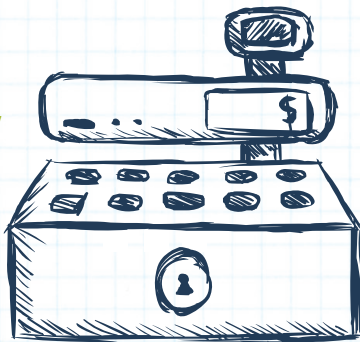
I am the ONLY nail technician working at this location	56%
2 nail techs	17%
3 nail techs	8%
4 nail techs	6%
5 nail techs	2%
6 nail techs	4%
7+ nail techs	7%



**DO YOU RETAIL PRODUCTS FOR CLIENTS' AT-HOME USE?\***

**yes** 70%

**no** 30%



**DO YOU BUY YOUR OWN NAIL SUPPLIES? \***

I provide all my own supplies, tools, and equipment.	<b>78%</b>
The salon provides all my supplies, except my tools.	<b>5%</b>
I provide some supplies; the salon provides some.	<b>8%</b>
The salon provides all supplies, tools, and equipment.	<b>9%</b>

**HOW MUCH DO YOU SPEND PER MONTH ON NAIL SUPPLIES?**



Average spent each month:  
**\$275**

\$1 - \$50	<b>18%</b>
\$51 - \$100	<b>25%</b>
\$101 - \$200	<b>28%</b>
\$201 - \$300	<b>16%</b>
\$301 - \$400	<b>6%</b>
\$401 - \$500	<b>2%</b>
More than \$500	<b>5%</b>



**HOW OFTEN DO YOU SHOP FOR NAIL SUPPLIES?**

twice or more a week	<b>6%</b>
once a week	<b>26%</b>
three times a month	<b>3%</b>
every two weeks/twice a month	<b>23%</b>
monthly	<b>31%</b>
every other month	<b>4%</b>
quarterly	<b>5%</b>
less often than quarterly	<b>2%</b>

**WHAT PRODUCTS ARE RETAILED IN THE SALON?\***



hand lotions	<b>71%</b>
cuticle treatments	<b>69%</b>
polish	<b>68%</b>
nail strengtheners/nail treatments	<b>66%</b>
top/base coats	<b>55%</b>
nail files/nail buffers	<b>43%</b>
skin care products	<b>43%</b>
hair care	<b>41%</b>
jewelry	<b>31%</b>
makeup/cosmetics	<b>26%</b>
polish-drying products	<b>23%</b>
other boutique items (hair clips, gift items, etc.)	<b>23%</b>
adhesives/nail glue	<b>19%</b>
candles	<b>15%</b>
implements or personal implement kits	<b>14%</b>
toe rings	<b>13%</b>
purses	<b>11%</b>
vitamins/nutritional supplements	<b>7%</b>
clothing	<b>6%</b>

**WHERE DO YOU SHOP FOR NAIL SUPPLIES?**

Respondents chose the sources they use "regularly."

I shop in a professional beauty supply store.	<b>91%</b>
I order from an online-only distributor.	<b>33%</b>
I order online from my dealer's catalog.	<b>23%</b>
I buy direct from the manufacturer.	<b>23%</b>
I shop in an open-to-the-public beauty store.	<b>19%</b>
I order over the phone from my dealer's catalog or deal sheets.	<b>17%</b>
I buy products at tradeshows.	<b>15%</b>
A distributor's sales consultant comes to the salon and takes my orders.	<b>12%</b>
For some items, I buy from non-traditional places that don't carry traditional professional nail supplies.	<b>7%</b>
I shop at the drugstore or other general store.	<b>3%</b>
I shop from a mobile or van dealer who comes to my salon.	<b>1%</b>

## WHAT IS YOUR TOTAL WEEKLY SERVICE INCOME?

\$150 or less	9%
\$151 - \$250	11%
\$251 - \$350	10%
\$351 - \$450	14%
\$451 - \$550	8%
\$551 - \$650	9%
\$651 - \$750	4%
More than \$750	34%

average income:  
**\$645**  
per week

what percentage  
of your income  
comes from tips?  
**21%**



## ON AVERAGE, WHAT IS YOUR TOTAL WEEKLY INCOME?

	AVERAGE
Service income	<b>\$645</b>
Tip income	<b>\$129</b>
Incentives or earnings from retail sales	<b>\$85</b>
Other bonuses or income earned in the salon	<b>\$106</b>

## AVERAGE SERVICE PRICES ON COMMON SERVICES

	2014	2013
Manicure (basic)	<b>\$19.54</b>	<b>\$19.90</b>
Manicure (deluxe)	<b>\$28.66</b>	<b>\$28.54</b>
Pedicure (basic)	<b>\$33.26</b>	<b>\$32.63</b>
Pedicure (deluxe)	<b>\$45.37</b>	<b>\$44.62</b>
Full set acrylics (sculpt or tips)	<b>\$45.29</b>	<b>\$44.07</b>
Acrylic fill	<b>\$27.14</b>	<b>\$26.18</b>
Acrylic toenails (full set)	<b>\$29.13</b>	<b>\$30.80</b>
Gel toenails (full set)	<b>\$34.01</b>	<b>\$34.02</b>

## DO YOU KNOW HOW MUCH IN PRODUCT COSTS IT ACTUALLY COSTS YOU TO DO A MANICURE?

Yes	No	Kind of
<b>37%</b>	<b>29%</b>	<b>34%</b>

## 10-YEAR SERVICE PRICING TRENDS

	2014	2004	2004**
Manicure	<b>\$19.54</b>	<b>\$15.78</b>	<b>\$19.87</b>
Pedicure	<b>\$33.26</b>	<b>\$30.84</b>	<b>\$38.83</b>
Full set acrylics	<b>\$45.29</b>	<b>\$38.94</b>	<b>\$49.03</b>
Acrylic fill	<b>\$27.14</b>	<b>\$25.62</b>	<b>\$32.26</b>

\*\* ADJUSTED FOR INFLATION, BUREAU OF LABOR STATISTICS CPI INFLATION CALCULATOR.

## DO YOU KNOW WHAT YOUR PERSONAL PROFIT MARGIN IS?

Yes	No	Kind of
<b>36%</b>	<b>31%</b>	<b>32%</b>

We asked respondents who said they knew their personal profit margin to provide that number, but the responses received were obvious (to us) guesses. While many nail techs and salon owners may know what the costs of products are, based on the numbers they provided in response to this question, they are not accounting for such overhead expenses as taxes, salon or equipment maintenance, and taxes when determining real profit on particular services.



## WHEN WAS THE LAST TIME YOU HAD A PRICE INCREASE (ON ANY SERVICES)?



Last year	16%
2 years ago (or "we raise every other year")	17%
3 years ago	12%
4 to 7 years ago	18%
8 to 9 years ago	4%
10 years or more ago	7%
Never	14%
Have had a price decrease	3%
I can't remember	9%



## HOW DO YOU PRICE GEL SERVICES IN YOUR SALON?

	AVERAGE PRICE	
	2014	2013
Traditional gels (hard gels) Price for initial service	\$48.91	\$49.99
Traditional gels (hard gels) Price for traditional fills	\$31.38	\$31.65
Soak-off gels Price for initial service	\$36.64	\$35.54
Soak-off gels Price for soak-off fills	\$26.75	\$26.92
Gel-polish Price for soak-off initial service	\$29.96	\$29.79
Gel-polish Price for gel-polish fills	\$27.21	\$26.45

## IF YOU RECEIVE AN INCENTIVE ON RETAIL PRODUCTS, WHAT IS IT?

42% receive an incentive on retail products they sell.

Commission on sales	24%
Discounts on salon services or retail products for myself	9%
Bonus	5%
Points systems/awards	4%
<b>Total receiving retail incentives</b>	<b>42%</b>

% REPRESENTS PORTION OF ALL RESPONDENTS SO TOTAL DOES NOT EQUAL 100%.



## WHICH BEST DESCRIBES YOUR COMPENSATION SYSTEM?

I own the salon, but I also do nails and keep what I make from services I personally do.	29%
I am a booth renter; I pay rent to the salon and I keep all my service fees.	23%
I own the salon and pay myself a salary.	22%
I am an employee and I receive just a percentage of my service fees (no salary).	10%
I am a booth renter, I pay a percentage of service fees to the salon as rent.	3%
I am an employee and I receive a salary plus a percentage of my service fees.	2%
I am a student.	2%
I am an employee and I receive a salary.	2%
I am an employee and my compensation is based on the number of clients I serve or the amount of business I do (for example, I receive a higher commission if I bring in more clients).	1%
Other	6%

30% of booth renters pay their rent weekly and the average weekly rent is \$145/week.

70% of booth renters pay their rent monthly and the average monthly rent is \$343/month.

## WHAT SERVICES ARE OFFERED AT THIS SALON?

Specialty manicures	96%
Manicures	95%
Polish changes	95%
Pedicures	95%
Brush-on gel-polish/hybrid gels (using a polish-like brush)	93%
Pink-and-white acrylics	84%
Acrylics (tip with overlay)	84%
Specialty pedicures	83%
Nail art	82%
Acrylics (sculpt)	82%
Colored acrylics	81%
Soak-off gels	67%
Gels (traditional)	60%
Paraffin dips	53%
Gel toenails	43%
Waxing (hair removal)	41%
Eyebrow shaping	36%
Acrylic toenails	36%
Full coverage nail art coatings or decals	30%
Foot massage (as a standalone service)	26%
Wraps (any type)	24%
Massage	19%
Reflexology	19%
Eyelash extensions/tinting	14%
Powder and glue extensions (acrylic "dip" services)	8%

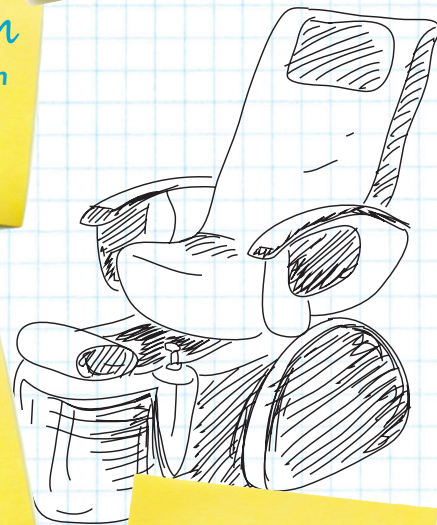
Salons with a pedi-spa chair earn **6%** more for deluxe pedicure services.

Nearly **\$1 billion** is spent a year just on specialty pedicures.

Nail techs do an average of **5.2** acrylic full sets per week and **13.6** fills.

This service made its debut on our list in 2011.

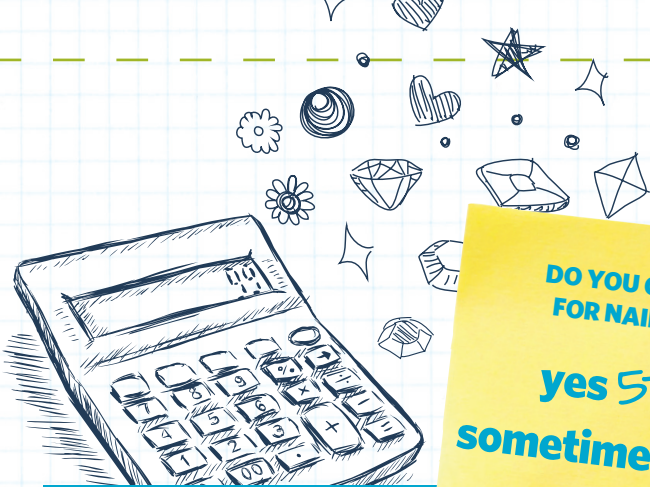
Rockstar toes dipped in the last 4 years by **25%**.



## DO YOU OFFER THESE GEL SERVICES?

**yes**

	2014	2013
Gel-polish	93%	85%
Traditional (hard) gels	60%	67%
Soak-off gels	67%	66%



### HOW DO YOU CHARGE FOR NAIL ART?

Depending on the complexity of the design	54%
Per finger	36%
Different rates for different types of art	31%
I don't have a formal system	17%
Flat rate for nail art	6%
Charge per color	6%
Another way***	6%

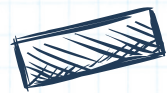
\*\*\*Includes rates based on how long design takes (a per-minute fee), flat hand rate, based on other services client is receiving (sometimes it's added value), by type of medium (bling more expensive than paint).

**DO YOU CHARGE FOR NAIL ART?**  
**yes 57%**  
**sometimes 32%**  
**no 11%**

### WHAT KIND OF CLIENT PEDICURE CHAIRS AND EQUIPMENT DO YOU CURRENTLY USE IN YOUR SALON?

Pipeless pedi-spa chair	30%
Plumbed pedi-spa chair	27%
Office or recliner type chairs (not specifically designed for salons)	21%
Custom-built pedicure chairs	10%
A reclining table (like a facial chair)	5%
A bench	3%
Other types	13%

RESPONDENTS CHOSE ALL TYPES SO TOTAL EQUALS MORE THAN 100%.



### TOP 5 MOST FREQUENTLY ELIMINATED SERVICES IN 2014

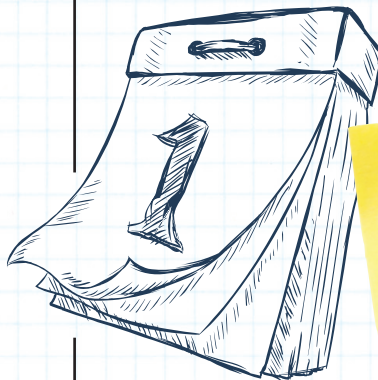
(Of those who eliminated services, these are the services they eliminated.)

- 1 Acrylics **41%**
- 2 Gel toes **18%**
- 3 Hard gels **15%**
- 4 Silk wraps **15%**
- 5 Paraffin **6%**

Various specialty items mentioned: waterless manicure, teen services, hot rock pedicure, antiaging manicure

Have you eliminated any services in the last 12 months?

**yes 14%**



Have you added any new services in the last 12 months?

**yes 35%**

### TOP 5 MOST FREQUENTLY ADDED SERVICES IN 2014

(Of those who added services, these are the services they added.)

- 1 Gel **35%**
- 2 Specialty manicures/ pedicures **23%**
- 3 Nail art **12%**
- 4 Wraps **9%**
- 5 New long-wearing polish brand **6%**



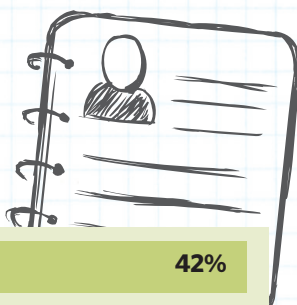
Other specific services named: hologram gel sculptures, men's services, hair extensions, Swarovski crystal couture, organic spray tanning, winter care pedicure

## OF THESE CLIENT SEGMENTS, WHERE HAVE YOU SEEN THE MOST GROWTH?

## WHAT IS THE DEMOGRAPHIC MAKEUP OF YOUR SALON CLIENTELE?

		Increase in this segment	Decrease in this segment	No change	
Girl under 16	<b>2%</b>	Girls under 16	<b>10%</b>	<b>8%</b>	<b>82%</b>
Girls 16-20	<b>5%</b>	Girls 16-20	<b>14%</b>	<b>10%</b>	<b>76%</b>
Women 21-25	<b>10%</b>	Women 21-25	<b>23%</b>	<b>12%</b>	<b>65%</b>
Women 26-35	<b>19%</b>	Women 26-35	<b>40%</b>	<b>6%</b>	<b>54%</b>
Women 36-45	<b>26%</b>	Women 36-45	<b>48%</b>	<b>6%</b>	<b>46%</b>
Women 46+	<b>35%</b>	Women 46+	<b>47%</b>	<b>6%</b>	<b>47%</b>
Men	<b>3%</b>	Men	<b>25%</b>	<b>7%</b>	<b>68%</b>

## HOW DO YOU KEEP TRACK OF CLIENT RECORDS?



I keep client cards.	<b>42%</b>
I have a computerized client record-keeping system.	<b>24%</b>
I don't have anything formal, but I do keep track or I just remember what I need to know.	<b>14%</b>
I don't keep individual client records.	<b>9%</b>
I keep informal paper notes.	<b>8%</b>
Other	<b>3%</b>

SOME RESPONDENTS SELECTED MORE THAN ONE ANSWER.

## HOW DO YOUR CLIENTS TYPICALLY MAKE THEIR APPOINTMENTS?

30% of nail techs take no walk-ins.

63% seat walk-ins within 15 minutes

Regular appointments (clients who schedule their appointments one by one)	<b>39%</b>
Standing appointments (clients who come in every other Tuesday at 9, for example)	<b>25%</b>
Walk-ins	<b>25%</b>
Other	<b>11%</b>

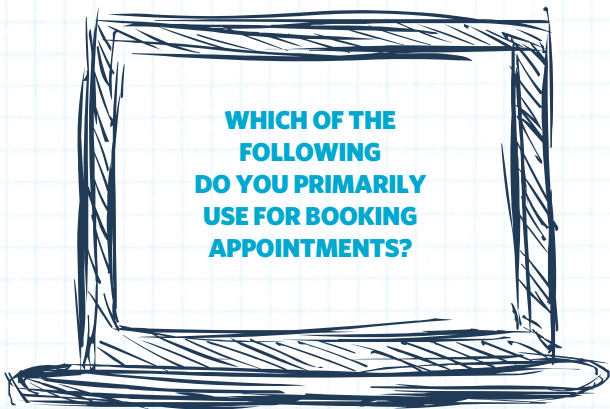
## DO YOU OFFER FREE SERVICES TO ANYONE?

Immediate family only	<b>25%</b>
Coworkers (in exchange for services)	<b>19%</b>
Charity (but not frequently)	<b>11%</b>
I never do nails for free.	<b>10%</b>
Charity (anytime someone asks)	<b>8%</b>
Other business people (in exchange for services or bartering)	<b>7%</b>
Family, but only for special occasions	<b>5%</b>
Close friends	<b>3%</b>
Coworkers (no exchange)	<b>2%</b>
Extended family	<b>&lt;1%</b>
Any friends	<b>&lt;1%</b>

TOTAL DOES NOT EQUAL 100% BECAUSE SOME RESPONDENTS DID NOT ANSWER.

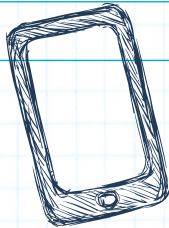
## HOW MANY CLIENTS DO YOU PERSONALLY SERVICE PER WEEK?

5 or fewer	<b>15%</b>
6-10	<b>20%</b>
11-15	<b>14%</b>
16-20	<b>12%</b>
21-25	<b>11%</b>
26-30	<b>9%</b>
31-35	<b>6%</b>
36-40	<b>6%</b>
41-45	<b>3%</b>
46-50	<b>2%</b>
More than 50	<b>2%</b>



**WHICH OF THE FOLLOWING DO YOU PRIMARILY USE FOR BOOKING APPOINTMENTS?**

Traditional paper calendar/paper booking	<b>53%</b>
Computer software	<b>19%</b>
Smartphone app	<b>14%</b>
Web-based booking service	<b>10%</b>
Other	<b>4%</b>



**DO YOU ALLOW CLIENTS TO PUT TIPS ON A CREDIT CARD IF THEY'RE PAYING THAT WAY?**

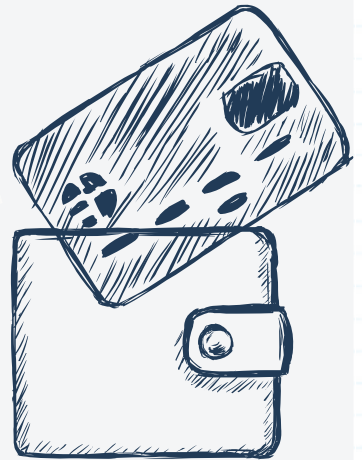
**Yes 72%**

**HOW DO MOST OF YOUR CLIENTS PAY FOR THEIR SERVICES?**

Cash	<b>42%</b>
Credit or debit card	<b>36%</b>
Check	<b>21%</b>
Other	<b>1%</b>

**96%**  
accept checks

**10%**  
of nail techs  
accept only  
cash



**WHAT KIND OF CREDIT CARD PAYMENT DEVICES DO YOU USE? (Select all that apply.)**

Computer payment software or app (like Square)	<b>39%</b>
We don't use a device.	<b>28%</b>
A credit card machine (not wireless)	<b>21%</b>
A credit card machine (wireless)	<b>12%</b>
It's part of our "cash register."	<b>5%</b>

**WHICH DAYS ARE YOU OPEN AND WHICH IS THE BUSIEST DAY FOR YOUR BUSINESS?**

**Thursday**  
IS THE BUSIEST DAY OF THE WEEK.

	<b>open</b>	<b>busiest day of the week</b>
Sunday	<b>12%</b>	<b>3%</b>
Monday	<b>36%</b>	<b>5%</b>
Tuesday	<b>60%</b>	<b>9%</b>
Wednesday	<b>63%</b>	<b>12%</b>
Thursday	<b>62%</b>	<b>25%</b>
Friday	<b>60%</b>	<b>24%</b>
Saturday	<b>53%</b>	<b>22%</b>

## DO YOU HAVE MEDICAL INSURANCE?\*

**yes** 77%  
**no** 23%



Through a spouse's or partner's policy	<b>38%</b>
No coverage	<b>23%</b>
On my own policy	<b>16%</b>
Covered by Medicare or Medicaid	<b>7%</b>
Covered by a work policy at another job	<b>5%</b>
Covered by the salon policy	<b>5%</b>
Covered on parents' policy	<b>4%</b>
Other kinds of coverage	<b>2%</b>

While more than half of nail techs felt they suffered from a work-related ailment, few took adequate preventive measures for work safety.

## DO YOU HAVE PROFESSIONAL LIABILITY INSURANCE FOR YOURSELF OR YOUR SALON?\*



**2014**  
**yes** 72% **no** 28%

**2013**  
**yes** 69% **no** 31%

## DO YOU HAVE ANY WORK-RELATED HEALTH CONCERNS?\*

**yes** 52%

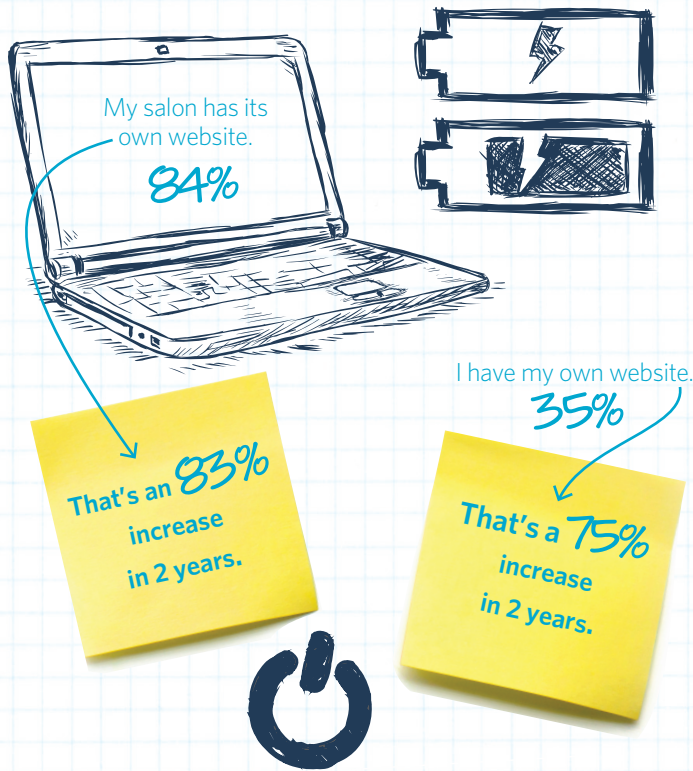


## OF THOSE NAIL TECHS WHO HAVE A WORK-RELATED HEALTH ISSUE, THESE ARE THE ISSUES.\*

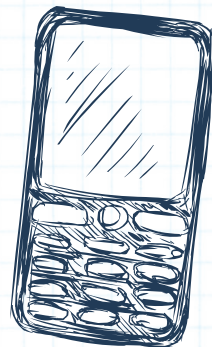
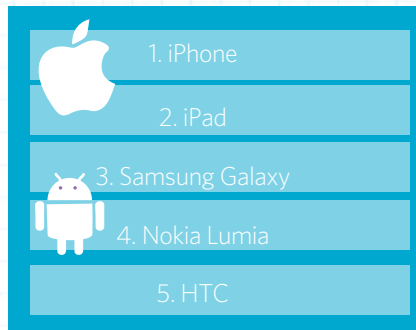
back trouble	<b>43%</b>
shoulder pain	<b>39%</b>
neck problems	<b>36%</b>
wrist problems	<b>33%</b>
carpal tunnel	<b>28%</b>
arthritis	<b>22%</b>
tendonitis	<b>17%</b>
dermatitis	<b>9%</b>
other	<b>14%</b>

## HOW OFTEN DO YOU WEAR PROTECTIVE GEAR?\*

	Always	Most of the Time	Half the Time	Less Than Half the Time	Never
Gloves	<b>17%</b>	<b>17%</b>	<b>12%</b>	<b>20%</b>	<b>34%</b>
Finger wraps	<b>5%</b>	<b>6%</b>	<b>4%</b>	<b>13%</b>	<b>72%</b>
Wrist brace	<b>1%</b>	<b>4%</b>	<b>5%</b>	<b>10%</b>	<b>80%</b>
Mask	<b>13%</b>	<b>9%</b>	<b>7%</b>	<b>10%</b>	<b>61%</b>
Protective eyewear	<b>23%</b>	<b>8%</b>	<b>6%</b>	<b>13%</b>	<b>50%</b>
Splash-proof apron	<b>32%</b>	<b>11%</b>	<b>8%</b>	<b>11%</b>	<b>38%</b>



## TOP 5 MOBILE DEVICES NAIL TECHS USE:



## HOW NAIL TECHS ACCESS NAILSMAG.COM\*



## WHICH OF THE FOLLOWING STATEMENTS ARE TRUE FOR YOU?

	2014	2013
I have my own Facebook page.	85%	80%
My salon has its own Facebook page.	73%	66%
I have a Twitter account.	78%	27%
My salon has its own Twitter account.	43%	13%
I have a YouTube channel.	83%	17%
I have my own Four Square page.	49%	8%
My salon has its own Four Square page.	64%	6%
I have a Pinterest board	88%	51%
My salon has a Pinterest board	26%	13%
I have an Instagram account.	79%	35%
My salon has an Instagram account.	43%	18%
I have a LinkedIn account.	83%	23%
My salon has a LinkedIn account.	27%	5%



## NO SURPRISE

The biggest growth for nail techs was in social platforms that emphasize the visual: Pinterest, Instagram, and YouTube.

**67%** of Americans use social media, but **92%** of nail techs do.

In 2 years, Pinterest has gone from **0%** to **88%**.

Personal use of social accounts exceeds business use, but both are growing.

Business use of LinkedIn has grown **440%** in 2014.

## TAKE NOTE!

One of the more frustrating aspects of compiling data on the U.S. nail industry is trying to figure out how many people actually do nails and how many nail salons there are (and for that matter, what constitutes a "nail salon"). We pull data from a variety of sources to compile this list, including from the state boards of cosmetology themselves (who, ironically, are not always the best sources of this information). There are some business lists that we use in our estimates. For purposes of this research, we consider a nail salon one where nails are the primary or secondary service in the salon.

We believe that the number of practicing nail technicians is no more than half the total number of licensees. The information we have on the number of nail technicians per salon (2.2 average number of nail techs in a salon) bears this out.

The Golden State represents a full quarter of all nail techs in the U.S. and grew 11% this year.

Don't let the high tech-to-salon ratio fool you. Not all salons in Florida are huge. It's just that many nail techs are licensed in the state but don't work in a salon or practice in the state.

These states have grown with nail professionals as they have become more popular with Vietnamese salon professionals.

Nevada has more of the very-large salons (10+ nail technicians) than any other state.

## TOTALS

Growth in number of nail salons over last year: **9.9%**

Growth in number of nail techs over last year: **4.3%**

	2014 # NAIL SALONS	2014 # NAIL TECHS
Alabama	98	418
Alaska	63	640
Arizona	817	4,085
Arkansas	1,112	2,174
California	7,187	95,271
Colorado	867	2,100
Connecticut	848	2,932
Delaware	95	212
Dist. of Columbia	121	152
Florida	4,334	53,148
Georgia	1,931	6,200
Hawaii	172	900
Idaho	306	362
Illinois	1,200	10,439
Indiana	671	5,425
Iowa	763	1,486
Kansas	360	1,080
Kentucky	510	2,926
Louisiana	1,015	1,324
Maine	1,043	1,301
Maryland	998	7,327
Massachusetts	1,474	14,331
Michigan	1,287	15,904
Minnesota	596	1,689
Mississippi	829	2,400
Missouri	92	426
Montana	111	250
Nebraska	178	600
Nevada	1,072	11,000
New Hampshire	273	1,072
New Jersey	1,514	7,924
New Mexico	1,317	1,930
New York	3,700	16,335
North Carolina	547	5,200
North Dakota	107	157
Ohio	2,351	9,000
Oklahoma	762	4,306
Oregon	850	6,500
Pennsylvania	2,092	11,884
Rhode Island	204	463
South Carolina	714	1,859
South Dakota	33*	60
Tennessee	1,011	5,695
Texas	4,983	42,127
Utah	240	370
Vermont	243	1,389
Virginia	621	7,456
Washington	1,197	7,300
West Virginia	670	749
Wisconsin	155	1,333
Wyoming	80	337
<b>2014 TOTALS</b>	<b>53,815</b>	<b>379,948</b>