

# demographics

A silhouette shows a general shape, but not detail. These statistics show a general shape with details being averaged out. The average nail tech is required to be licensed in her state, is female, 38 years old, and has been doing nails a little over nine years. She's married and has kids, has attended some college, and is either Caucasian or Vietnamese. She is either a booth renter or owns the salon herself (but still handles clients) and she's most likely to be found in the west or the southern part of the U.S.

Our "snapshot" of a real nail technician is **Rinda Wech**, who lives in Topeka, Kansas, and works in a salon with nine other nail technicians. She's 35, latina, married with kids, and she's a booth renter. She's been doing nails 13 years.

How long have you been doing nails? **9.1 years** (average)

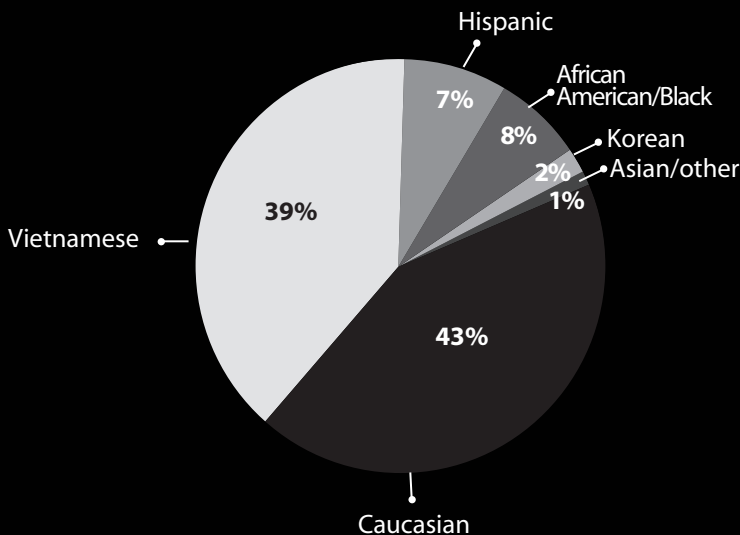
one year or less	4.7%
2-3 years	17.7%
4-5 years	13.5%
6-7 years	9.0%
8-9 years	7.5%
10+ years	47.6%

Are you licensed?\*

**YES 94.6% NO 5.4%**

## Ethnicity

These figures represent estimates by NAILS Magazine of the ethnic breakdown of nail technician licensees in the U.S. These estimates are developed based on a survey of the U.S. licensee list, as well as interviews with industry experts, school administrators, and state board representatives.



## Gender

	2004	2003	2002
<b>female</b>	95.7%	93.8%	95.9%
<b>male</b>	4.3%	6.2%	4.1%

which title best describes your **position?**

salon owner (doing nails)	38.4%
nail technician/booth renter	32.0%
nail technician/employee	22.2%
salon manager/nail dept. manager (doing nails)	5.0%
salon owner (not doing nails)	1.3%
student	0.8%
salon manager/nail dept. manager (not doing nails)	0.3%

1 tech	40.8%
2 techs	19.6%
3 techs	14.0%
4 techs	9.2%
5+ techs	16.4%

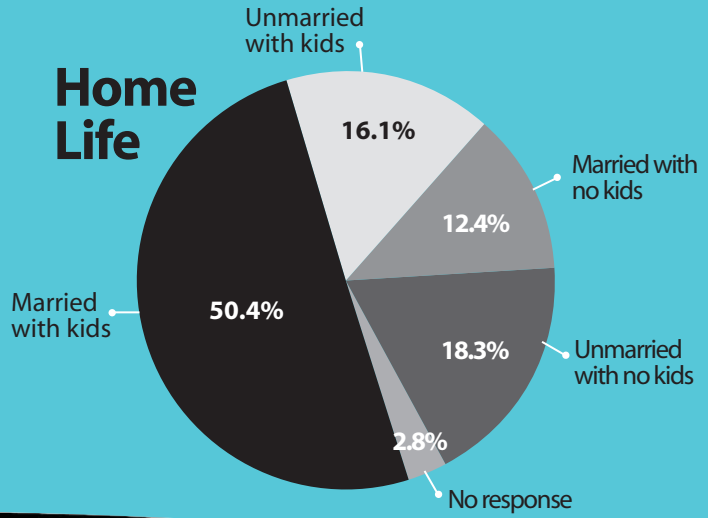
How many nail technicians are in your salon? **2.6** (average)

How old are you? **38.6** (average)

where do you **live**?\*

East	17.8%
Mountain	2.7%
Midwest	19.2%
South	22.4%
West	37.9%

**Home Life**



Highest level of **school** completed

Some high school	3.5%
Finished high school	31.0%
Some college	45.6%
Finished college	15.7%
Graduate school	4.2%



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