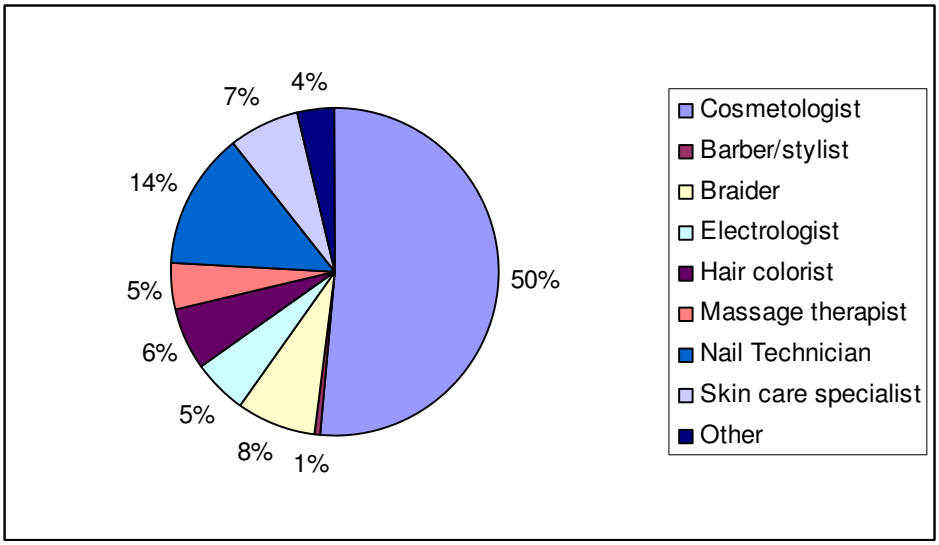
Job Demand Survey 2007 – Results for California

Since 1990, NACCAS has commissioned several Job Demand Surveys, to provide quantitative data on cosmetology careers, earnings potential, and job openings. The most recent survey, completed in May 2007, compiles data from 6,203 salons responding to a national survey.

The 2007 Job Demand Survey results indicate that salons in California plan to hire 45,967 new employees in the next twelve months. The average annual salary for a salon professional in California is $44,134. This amount does not include tips and gratuities. Nationally, the average salon professional's salary is $35,973.

Most importantly, 69 percent of California salon owners who attempted to hire new employees in 2006 said they were unable to find properly-trained applicants. This means that jobs would be immediately available for salon professionals.

Chart 1 – Percent of anticipated new hires by job category



As of January 2007, there were 325,021 professionals employed at California's 48,131 salons. 40 percent of salons in the state are employer-owned, and 29 percent are booth-rental salons. The other 31 percent are a combination of the two.

49 percent of California salons are classified by their owners as full-service salons; 20 percent are listed as haircutting salons. Barbershops make up 13 percent of the total. Nationally, 58 percent of salons are listed as full-service, meaning that California has a higher percentage of specialized establishments.