



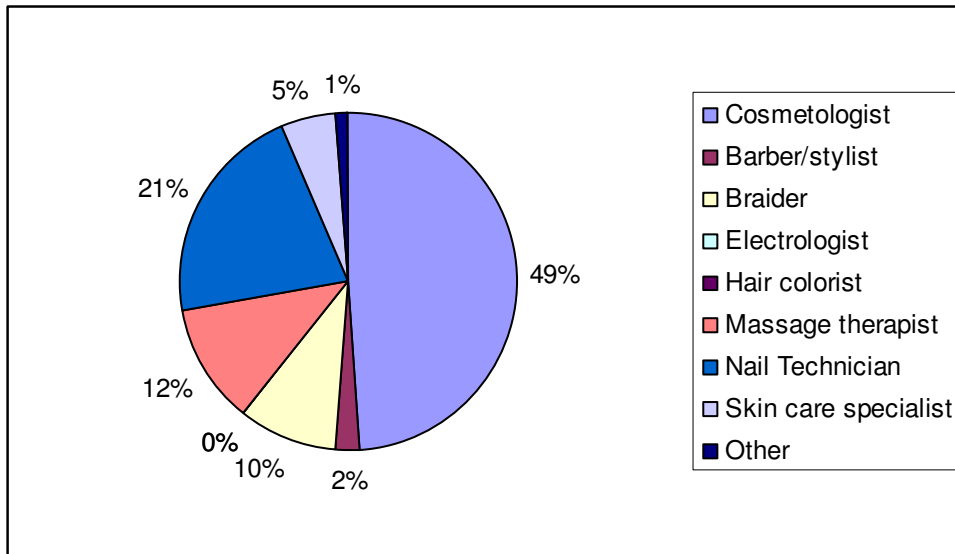
Job Demand Survey 2007 – Results for West Virginia

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 West Virginia plan to hire 1,376 new employees in the next twelve months. The average annual salary for a salon professional in West Virginia is \$30,985. This amount does not include tips and gratuities. Nationally, the average salon professional's salary is \$35,973.

Most importantly, 86 percent of West Virginia 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 21,638 professionals employed at West Virginia's 1,859 salons. 64 percent of salons in the state are employer-owned, and 9 percent are booth-rental salons. The other 27 percent are a combination of the two.

61 percent of West Virginia salons are classified by their owners as full-service salons; 17 percent are listed as haircutting salons. Barbershops make up 6 percent of the total. Nationally, 58 percent of salons are listed as full-service, meaning that West Virginia has about the same percentage of specialized establishments as the national average.