

The NACCAS 2007 Job Demand Survey was conducted by JBL Associates in 2007, and describes the state of the job market in cosmetology and related disciplines as of the date the Survey was conducted. This Survey may not accurately reflect the current state of the job market (either nationally or in any specific State or jurisdiction), and should not be relied upon for that purpose. The Survey is made available to the public solely as a historical record of the state of the job market in 2007.



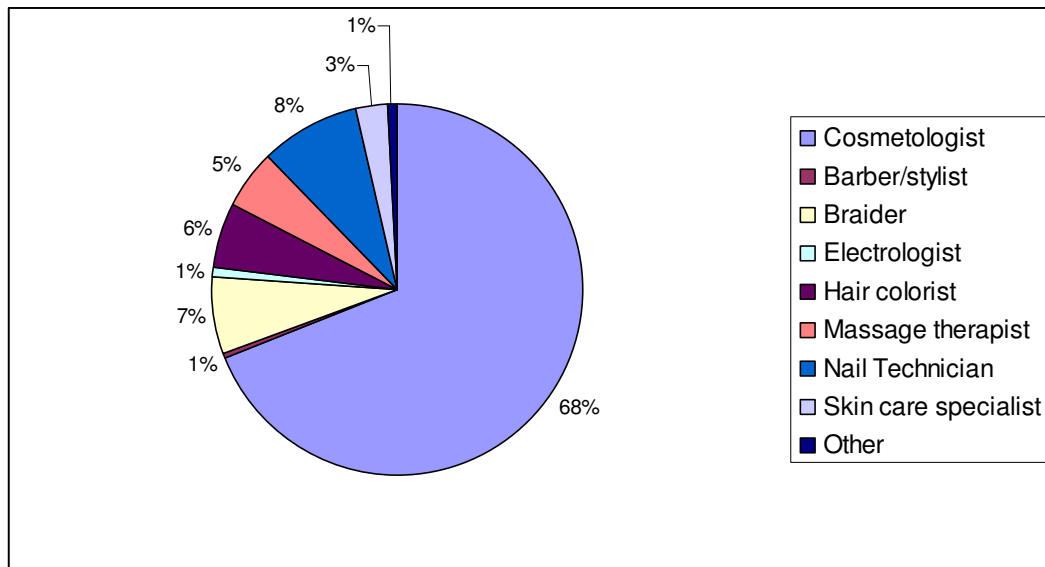
Job Demand Survey 2007 – Results for Nebraska

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 Nebraska plan to hire 1,547 new employees in the next twelve months. The average annual salary for a salon professional in Nebraska is \$34,354. This amount does not include tips and gratuities. Nationally, the average salon professional's salary is \$35,973.

Most importantly, 71 percent of Nebraska 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 11,054 professionals employed at Nebraska's 2,352 salons. 74 percent of salons in the state are employer-owned, and 11 percent are booth-rental salons. The other 15 percent are a combination of the two.

70 percent of Nebraska salons are classified by their owners as full-service salons; 13 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 Nebraska has a lower percentage of specialized establishments.