

Public opinion strongly supports occupational licensing for the professional beauty industry

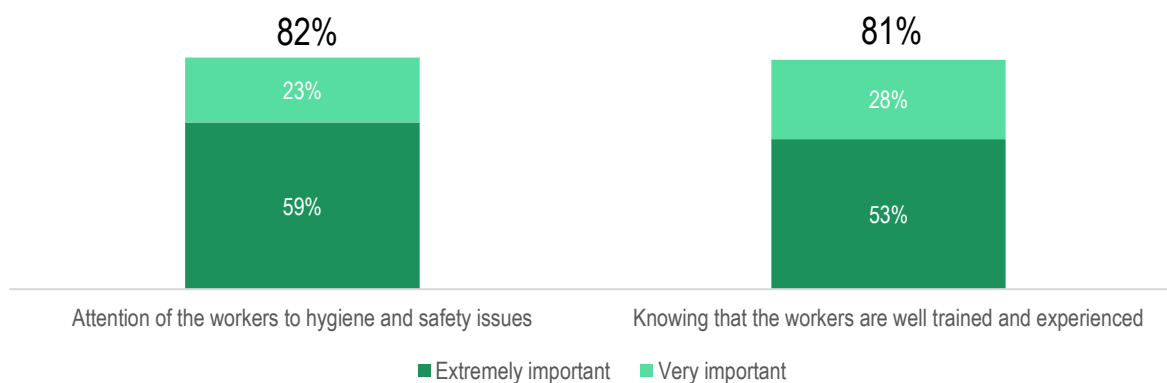
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Licensing for the professional beauty industry is essential to the health and safety of Americans. Licensed beauty professionals touch nearly all Americans across every demographic in communities large and small. These professionals acquire their specialized skills to provide safe, high quality services to their clients through extensive required training and by passing a state board exam to obtain their license. Moreover, consumers find it very important that businesses in the professional beauty industry are licensed, safe, clean, and their staff is trained and accountable.

ndp | analytics collaborated with the Prime Group, an opinion research firm, to conduct a national public opinion poll that asked consumers about factors that influenced their decisions when choosing a hair salon, nail salon, or barbershop.¹ Key findings are as follows:

- Consumers care most about licensed beauty professionals' attention to hygiene and safety, followed closely by the knowledge that they are well-trained and experienced; 82% and 81% of respondents said these factors are extremely or very important, respectively (Figure 1). Both these factors are key components of professional beauty licensing.
- Public opinion overwhelmingly supports licensing of beauty professionals in the beauty industry to maintain best practices for safety and quality standards. In fact, 77% said that knowing professionals are licensed is important. 84% favored continuing the requirement for state licensure, while just 6% opposed. Support for licensing holds true across demographics, including age and income level.
- Finally, when given two sides of the licensure issue (i.e., "necessary to protect the safety of customers" vs. "unnecessary intrusion into those businesses") "necessary" won 81% to 8%. Again, the results are consistent across age and income groups.

Figure 1.
Most Important factors when choosing a beauty salon, nail salon, or barber shop



¹ ndp | analytics. 2019. The Value of Cosmetology Licensing to the Health, Safety, and Economy of America.