The 2015 Study of Women's Hair Care Appliances

Description: The 2015 Study of Women's Hair Care Appliances finds that overall use of hair appliances among women continues to erode; women also are now less likely to wash their hair at least five times a week. Similar trends are observed for teens.

This study is ninth in a trended series designed to update trends in women's use of hair styling appliances and examine usage habits, brand preferences and attitudes among women who are hair appliance users. A teen sample is also available. Specific objectives were to investigate:

- Incidence of hair appliance ownership/usage
- Hair style trends
- Hairstyling and grooming practices
- Hair appliance usage habits
- Brand awareness and usage
- Purchase criteria and interest
- Attitudinal measures
- Shopping/purchasing behaviors
- Information sources
- Market Segmentation Analysis

Methodology
Online interviews were conducted June 8-30, 2015, among a nationally representative sample of 1,134 women age 18+, with samples of African-American and Hispanic women to achieve 200 interviews each. The total sample included a subset of 773 women who used hair styling appliances in the past month. A sample of 300 female teens aged 13-17 were also interviewed and may be purchased with the adult study.

Trends are included in the adult analysis wherever possible - from 1989 for some measures on hair styling practices and from 1993 for some hair appliance measures. Trends for the teen survey include studies from 2012, 2013 and 2014.

ELECTRONIC DELIVERABLES

Summary Volumes - Written analysis in PowerPoint including Key Findings and Summary.
Top-Line Trends Volumes - Trended top-line tables detailing findings from all questions, with Excel tabulation tables of survey findings attached.

Optional bound, hard-copy volumes are available per Summary Volume or for for each full set of report volumes (Summary, Top-Line, Tabs) - Please E-mail us
Contents: Summary Volume

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