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

INTRODUCTION
METHODOLOGY
KEY FINDINGS
SUMMARY OF FINDINGS

I  HAIR STYLING TRENDS
Trends in Hair Styling Methods
Hair Styling Methods – Among Appliance Users
Hair Styling Differences by Age and Ethnicity
Hair Style Worn
Hair Style Worn by Ethnicity
Efforts to Straighten Hair
Hair Length
Time Spent on Hair Grooming
Frequency of Washing Hair
Frequency of Changing Hair Style
Hair Styling Attitudes

II  HAIR APPLIANCE OWNERSHIP & USAGE
Hair Appliance Trends in Ownership and Usage
Frequency of Hair Care Appliance Use
Types of Appliances Owned/Used
Trend in Hair Appliance Ownership/Use

II  HAIR APPLIANCE OWNERSHIP & USAGE Hair Braiders/Twisters Ownership and Interest
Unaided Awareness of Hair Care Appliance Brands
Total Awareness of Hair Care Appliance Brands
Hair Care Appliance Terminology
Hair Care Appliance Terminology by Type of Appliance Use
Attitudes About Hair Appliance Features/Function

III  BLOW DRYERS
Blow Dryer Brand Used Most Often
Blow Dryer Features Owned
Blow Dryer Features Would Like
Frequency of Using Blow Dryer
How Frequently Expect to Replace Blow/Hair Dryer
Purpose of Using Blow Dryer
Amount Paid For Blow Dryer

IV  STRAIGHTENING IRONS/FLAT IRONS
Brand of Straightening/Flat Iron Used Most Often
Brand of Straightening/Flat Iron Used Most Often – Demographic Analysis
Straightening/Flat Iron Features Owned
Straightening/Flat Iron Features Would Like
Straightening/Flat Iron Plate Size
Straightening/Flat Iron Plate Coatings
Frequency of Using Straightening/Flat Iron
How Frequently Expect to Replace Straightening Iron
Amount Paid For Straightening/Flat Iron
Hair Problems Among Straightening/Flat Iron Users

V  CURLING IRONS/WANDS
Curling Iron/Wand Brand Used Most Often
Curling Iron/Wand Features Owned
Curling Iron/Wand Features Would Like
Amount Paid For Curling Iron/Wand
How Frequently Expect to Replace Curling Iron/Wand
Frequency of Using Curling Iron/Wand
Curling Iron/Wand Barrel Size
Curling Iron/wand Barrel Type
VI APPLIANCE PURCHASING
Appliances Likely to Buy in Next 12 Months
Importance of Factors in Purchase Selection
Importance vs Satisfaction For Factors in Selecting Hair Appliances
Attitudes About Hair Appliance Purchasing
Difference Between Most Expensive & Least Expensive Hair Appliances
Purchase Outlets
Purchase Outlets – Demographic Analysis
Information Sources

MARKET SEGMENTATION
TECHNICAL APPENDIX
Composition of the Sample
Sampling Tolerances

THE QUESTIONNAIRE

Top-Line Trends Volume

INTRODUCTION
METHODOLOGY
TOP-LINE FINDINGS
Natural State of Hair
Description of Hair in its Natural State
Hair Chemically Relaxed or Straightened
Current Hair Style
Style of Hair Currently Wear Most of the Time
Current Length of Hair
Hair Texture/Thickness and Dryness
Ways Wear Hair During a Typical Week
Methods of Styling Hair
Time Spent on Hair Grooming
Frequency of Washing Own Hair
Hair Care Appliances in Household
Hair Care Appliances Used in Past 30 Days
Hair Care Appliances Used in Past 7 Days
Change in Use of Electric Hair Appliances
Hair Appliances Use More Often
Frequency of Using Hair Appliances
Unaided Brand Awareness
Brands Seen Advertised in Past 6 Months
Likelihood of Purchasing Hair Appliances in the Next 12 Months
Agreement With Attitudinal Measures
Familiarity With Terms Describing Hair Appliances
Frequency Use Hair Appliances
Main Purpose For Using a Blow Dryer
Blow Dryer Brand Used Most Often
Features/Attachments on Blow Dryer Use Most Often
When Purchased Hair Appliance
Amount Paid For Blow Dryer
Satisfaction With Appliance
Frequency Expect to Replace Hair Dryer
Features/Attachments Want in New Blow Dryer
Barrel Size of the Curling Iron/Wand Use Most Often
Curling Iron/Wand Brand Used Most Often
Features/Attachments on Curling Iron/Wand Use Most Often
Type of Barrel Have on Curling Iron/Wand Use Most Often
Amount Paid For Curling Iron/Wand
Frequency Expect to Replace Curling Iron/Wand
Features/Attachments Want in New Curling Iron/Wand
Type of Barrel Would Prefer on New Curling Iron/Wand
Size of Straightening Plate on Straightening Iron/Flat Iron
Straightening Iron/Flat Iron Brand Used Most Often
Features/Attachments on Straightening Iron Most Often
Type of Plate Coating Have on Straightening Iron Use Most Often
Amount Paid For Straightening Iron/Flat Iron
Frequency Expect to Replace Straightening Iron/Flat Iron
Features/Attachments Want in a New Straightening Iron
Type of Plate Coating Would Prefer on New Straightening Iron
Outlet For Most Recent Hair Care Appliance Purchase
Type of Website Used to Buy Electric Hair Appliance Most Recently
Importance of Attributes When Selecting New Electric Hair Appliance
Type of Hair Appliance Purchased/Acquired Most Recently For Own Use
Hair Appliances Own in Small/Mini Size For Travel
Satisfaction of Hair Appliance Purchased Most Recently
Experience With Hair Braiders/Twisters
Primary Difference Between High/Low Price Appliances
Source of Information About Use and Purchase of Styling Appliances
Internet Sources Used For Information
Conditions/Problems With Hair
Overall Condition of Hair
Hair Styling Products Use Regularly When Styling Hair
Frequency of Wearing Hair Extensions
Hair Products Used in Past 6 Months
Frequency Visit Hairstylist/Beautician
Hairstylist/Beautician Recommended Specific Type/Brand of Hair Appliance
Brand/Type of Hair Appliances Recommended by Hairstylist
Types of Hair Services Had Done at Beauty Salon During Last Six Months

TECHNICAL APPENDIX
Composition of the Sample
Sampling Tolerances

THE QUESTIONNAIRE
EXCEL DATA TABULATIONS

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