

Coronavirus Salon Industry Survey Results

WHAT WE KNOW RIGHT NOW

SURVEY RESULTS FOR HAIRDRESSERS

19 hairdressers have contracted the coronavirus.

36 hairdressers have one or more team members who have contracted it.

202 hairdressers know someone who has contracted coronavirus.

664 hairdressers say their clients or client's families have contracted coronavirus.

143 hairdressers say the people they know who have contracted coronavirus are between 25-54.

3,521 hairdressers say they have 5+ cases of coronavirus in their towns.

2,303 hairdressers say they have 10+ cases of coronavirus in their towns.

5% of hairdressers are wearing masks while working.

85% of hairdressers are still working.

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RESPONSES **10,558**

RESPONDENT TYPE

LICENSED COSMETOLOGIST.....	71%
SALON OWNER.....	30%
SUITE RENTER.....	25%
SALON MANAGER.....	11%
BARBER.....	6%

SALON SIZE

11+ CHAIRS.....	21%
7-10 CHAIRS.....	27%
4-6 CHAIRS.....	26%
2-3 CHAIRS.....	14%
1 CHAIR.....	21%

AVERAGE CLIENT TICKET

UNDER \$50.....	10%
\$51-\$75.....	19%
\$76-\$100.....	27%
\$101-\$150.....	27%
\$151-\$250.....	13%
MORE THAN \$250.....	3%

MOST HAIRDRESSERS MAKE BETWEEN \$76 TO \$150 PER CLIENT.

TOP CONCERNS FOR RESPONDENTS IN ORDER OF CONCERN (RANKED FROM 1 TO 5)

CLIENT'S HEALTH.....	4.28/5
DOWNTURN OF BUSINESS.....	4.06/5
SALON TEAM'S HEALTH.....	3.93/5
PERSONAL HEALTH.....	3.54/5
CHILDCARE (FOR CANCELLED SCHOOLS).....	2.71/5

CLIENT CANCELLATIONS

NONE SO FAR.....	30%
1-5.....	50%
6-10.....	12%
11-20.....	3%
21 OR MORE.....	2%

HEALTH INSURANCE

DO YOU HAVE HEALTH INSURANCE?

YES.....	78%
NO.....	21%

DO YOUR TEAM MEMBERS HAVE HEALTH INSURANCE?

YES.....	64%
NO.....	35%

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PREVENTATIVE SAFETY MEASURES

WEARING FACE MASKS **5%**

WASHING HANDS WITH SOAP AND WATER
AND/OR USING HAND SANITIZER **96%**

ASKING CLIENTS TO CANCEL
APPOINTMENTS IF THEY ARE SICK **88%**

ALLOWING CANCELLATIONS
WITHOUT PENALTY **84%**

ASKING CLIENTS TO WASH/SANITIZE
THEIR HANDS WHEN THEY ARRIVE **51%**

ALLOWING CANCELLATIONS WITH
PENALTY **5%**

WE HAVEN'T CHANGED ANY OF OUR
HABITS OR POLICIES AT THIS POINT **5%**

ADDITIONAL ANSWERS:

- SANITIZING CHAIRS
- STAGGERING WORK HOURS
- MOVING STATIONS FARTHER APART
- CLIENTS TEXTING WHEN THEY ARRIVE AND WAITING IN CAR UNTIL SERVICE PROVIDER IS READY
- ASKING GUESTS TO COME ALONE (LEAVING KIDS AT HOME)