

Independent Stylists Canada Qualitative Study

(With High-Level Support from a Quantitative Survey)

Fieldwork:
August 2020
(Quantitative Survey)

January 2021
(Qualitative Study)

Report Published:
March 2021

Independent hairstylists comprise an increasingly important target group for hair care companies, yet little information is available on this segment. In August 2020, Kline conducted a survey of more than 200 independent stylists in Canada. As a follow-up, Kline conducted 12 online focus groups to better understand qualitative aspects of independent stylists' lives and work.

SCOPE

This report covers qualitative and quantitative findings about independent hairstylists in Canada. Most of the stylists were working full-time, some of them part-time. They have been conducting services from their clients' homes, from their homes, or they were renting a chair or a space in a suite. All had to work at least 18 hours per week as an independent hairstylist.

The report includes information on:

- › Their journey as an independent hairdresser
- › Their motivations and challenges
- › Where they work
- › Who is included in their clientele
- › New client acquisitions
- › Which services they offer
- › Where they purchase products
- › Product retailing
- › Brands they use
- › Their insurance
- › Education
- › Impact of COVID-19 on their work
- › Their future ambitions
- › Post-COVID-19 projections

Results from this study should enable companies to create partnerships and agreements with independent hairstylists based on their profile and needs.

METHODOLOGY

Qualitative Study

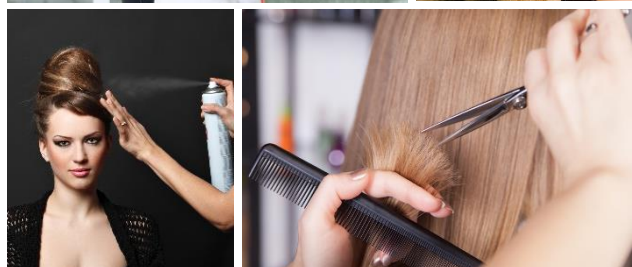
(main part of the report)

- Twelve online focus groups with part-time or full-time independent hairdressers were conducted. These groups were held between January 18 and January 28, 2021. They were comprised of:
 - Three groups working primarily in clients' homes (two English- and one French-speaking)
 - Two groups working primarily from their homes (one English- and one French-speaking)
 - Three groups renting a space in a suite (three English-speaking)
 - Two groups renting a chair in a salon (one English- and one French-speaking)
 - Two groups working part-time as an independent hairstylist and part-time as a salon employee (one English- and one French-speaking)
- Each focus group lasted two hours and was comprised of four respondents.
- The French speakers were from the Quebec region.

Quantitative Study

(supportive information)

- Sample size: N=200
- 20-minute telephone interviews
- Fieldwork: August 2020
- Sample composition:
 - Female: 86% Male: 14%
 - Full-time: 69% Part-time: 31%
- All are responsible for choosing and buying products.



REPORT BENEFITS

This program provides subscribers with an in-depth understanding of the lives and work of independent stylists in Canada. Results from this study will enable companies to create partnerships and agreements with independent hairstylists based on their profile and needs.

Main delivery

- Qualitative report
- Online presentation of results, including video excerpts from focus group discussions

Quantitative data included in the qualitative report

- Change in number of stylists
- Percent of time spent with different client groups
- Revenue split by service
- Percent of stylists retailing products
- Product purchase channels
- Brands they use

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