

No Vello beauty survey

1. Profile (Page 1 of 6)

A little bit about you.

* 1. Gender

- Male
- Female
- Transgender

* 2. Age

- 18-23
- 24-29
- 30-36
- 37-43
- 43-49
- 50+

* 3. Ethnicity

- White British
- Any other White background
- Mixed ie. White and Black Caribbean/White and Black African/White and Asian
- Any other mixed background
- Asian or Asian British ie. Indian/Pakistani/Bangladeshi
- Any other Asian background
- Black or Black British ie. Caribbean/African
- Any other Black background
- Chinese or other ethnic group
- Not stated (please specify)

No Vello beauty survey

* 4. Which of the following best describes your natural hair colour:

- Black
- Dark brown
- Light brown
- Red
- Blonde
- Grey/white

5. Which of the following best describes your natural skin tone:

- Pale white/freckled
- White/fair
- Medium/light brown
- Olive/moderate brown
- Brown
- Dark brown
- Very dark brown
- Black

6. Where in London do you live?

- North
- North West
- North East
- East
- South
- South West
- South East
- West
- Central
- I don't live in London

Please enter the beginning of your postcode (e.g. NW1)

7. Where in London do you work?

- North
- North West
- North East
- East
- South
- South West
- South East
- West
- Central
- I don't work in London

Please enter the beginning of your work postcode (e.g. NW1)

8. Profession

- Management/Senior Official
- Professional occupation (e.g. lawyer, doctor)
- Technical occupation (e.g. camera operator, engineer)
- Administrative/Secretarial
- Skilled trade
- Personal service (e.g. hairdresser)
- Sales and customer service
- Processing plant and machine operative
- Stay at home mum/dad
- Student
- N/A

Other (please specify)

No Vello beauty survey

* 9. Sector

- Public sector/Civil Service
- Media
- Service (e.g. hairdresser, therapist, consultant)
- Medical
- Marketing/Advertising/PR
- IT
- Retail
- Construction
- Engineering
- Healthcare
- Hospitality
- Banking/Finance
- Legal
- Education
- Other (please specify)

10. Annual Income

- £0 – £15,000
- £15,001 – £30,000
- £31,001 - £45,000
- £45,001 - £60,000
- £60,001 - £75,000
- £75,001 - £90,000
- £90,001 +

2. Your current beauty and hair routines (Page 2 of 6)

We'd love to know your current beauty and hair removal routines.

1. How often do you undergo the following salon treatments? Please tick where applicable.

	Weekly	Fortnightly	Monthly	Every six weeks	Quarterly	Twice a year	Less frequently	Never
Haircut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent hair removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Massage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manicure/pedicure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(please specify)

2. What is your average spend on the following, per treatment? Please tick where applicable.

	<£20	£21-£30	£31-£40	£41-£50	£51-£70	£71-£100	£101+	N/A
Haircut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent hair removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Massage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manicure/pedicure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Do you feel that your average spend on salon treatments is:

- Above average
- About average
- Lower than average
- Not sure

4. When do you prefer to go for salon treatments?

- During the week
- Weekend
- No preference

No Vello beauty survey

5. If you currently undergo waxing treatments, which areas do you treat and how often?

	Weekly	Fortnightly	Monthly	Quarterly	Less often
Underarms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bikini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If you currently undergo permanent hair removal treatments, which areas do you treat and how often?

	Weekly	Fortnightly	Monthly	Quarterly	Less often
Underarms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bikini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Permanent hair removal (Page 3 of 6)

* 1. Are you aware of the benefits of IPL (Intense Pulsed Light) or laser hair removal?

- Y
- N
- Not sure

Please add any details you know about IPL or laser hair removal here

* 2. Would you consider undergoing permanent hair removal?

- Yes, I've had it before
- I haven't had it, but I would consider it
- No I wouldn't consider it
- Not sure
- Don't know enough about it

Please add any thoughts you have on this here

* 3. How much extra would you be prepared to spend on permanent hair removal over waxing?

- 1-15% more
- 16-30% more
- 31-45% more
- 46-60% more
- 61-75% more
- 75-99% more
- Double
- More than double
- Wouldn't expect to pay more
- Wouldn't pay for either
- Don't know

4. What makes you tick? (Page 4 of 6)

*** 1. List in order of preference the 5 factors that affect your choice of where you get your salon treatments. Please rank in order of preference (1st being the most important).**

	1st	2nd	3rd	4th	5th
Close to work	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Close to home	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Online/magazine review	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal recommendation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Brand reputation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Customer service	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Shop front and interior	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Branding	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Affordability	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Prestige	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Special offer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Other (please specify)

2. Where do you look to for information on salon treatments? Tick all that apply.

- Reviews/articles in newspapers/magazines/online
- Broadcast adverts (e.g. television, radio)
- Print Adverts (e.g. magazines/newspapers/billboards)
- Online adverts
- Shop window
- Personal recommendations
- Blogs/forums
- Promotional material (e.g. leaflets, brochures)
- Social media (e.g. facebook)
- Search engine (e.g. google)
- E-mail/newsletters
- Don't look for information
- Other (please specify)

No Vello beauty survey

*** 3. A monthly pass to Get Fit Gym usually costs £55 per month.**

You're not a gym member, but have been considering joining for a while. What price monthly pass would tempt you to join?

£34

£39

£44

£49

*** 4. Your hairdresser increases the cost of your cut from £39 per months to £44.**

How would you feel?

Not too concerned as this is only £5

Feel frustrated as as you want to keep your bill under £40

*** 5. You're choosing a new hairdresser and there are four on your high street. They all look fairly similar and there's no way of telling the quality of the service other than by cost.**

The prices listed below are for a cut and blow-dry with a senior stylist, what would you select?

£34

£39

£44

£49

5. Branding and language (Page 5 of 6)

- * 1. List in order of preference 5 factors that would appeal to you the most If you were reading a review about a salon treatment. Please rank each of these terms in order of preference (1st being the most important).

	1st	2nd	3rd	4th	5th
Innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specialist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Which place name most appeals to you for a permanent hair removal treatment?

No Vello Salon

No Vello Clinic

No Vello Centre

Any other suggestions?

6. Offers (Page 6 of 6)

1. What salon offers have you taken up in the last year? Please tick all that apply.

- Online discount
- Paper voucher
- Bulk discount
- Buy one get one free
- Beauty package deal
- None

Other (please specify)

2. Where did you hear about these offers? Please tick all that apply.

- Beauty website (e.g. wahanda.com)
- Discount website
- E-mail newsletter/circular
- Blog/forum(e.g. moneysavingexpert.com)
- Promotional literature
- Personal recommendation
- Social media (e.g. Facebook, Twitter)
- Shop window
- Advert
- N/A

Other (please specify)

No Vello beauty survey

7. Thank you for completing our questionnaire. Enjoy your treatment!

1. Please enter your name and e-mail to receive your free IPL hair removal treatment

Name

E-mail

2. How did you hear about this survey?

Beauty website/news site

Twitter

Facebook Advert

Friend/colleague

Other (please specify)