# Whip Your Hair Back and Forth

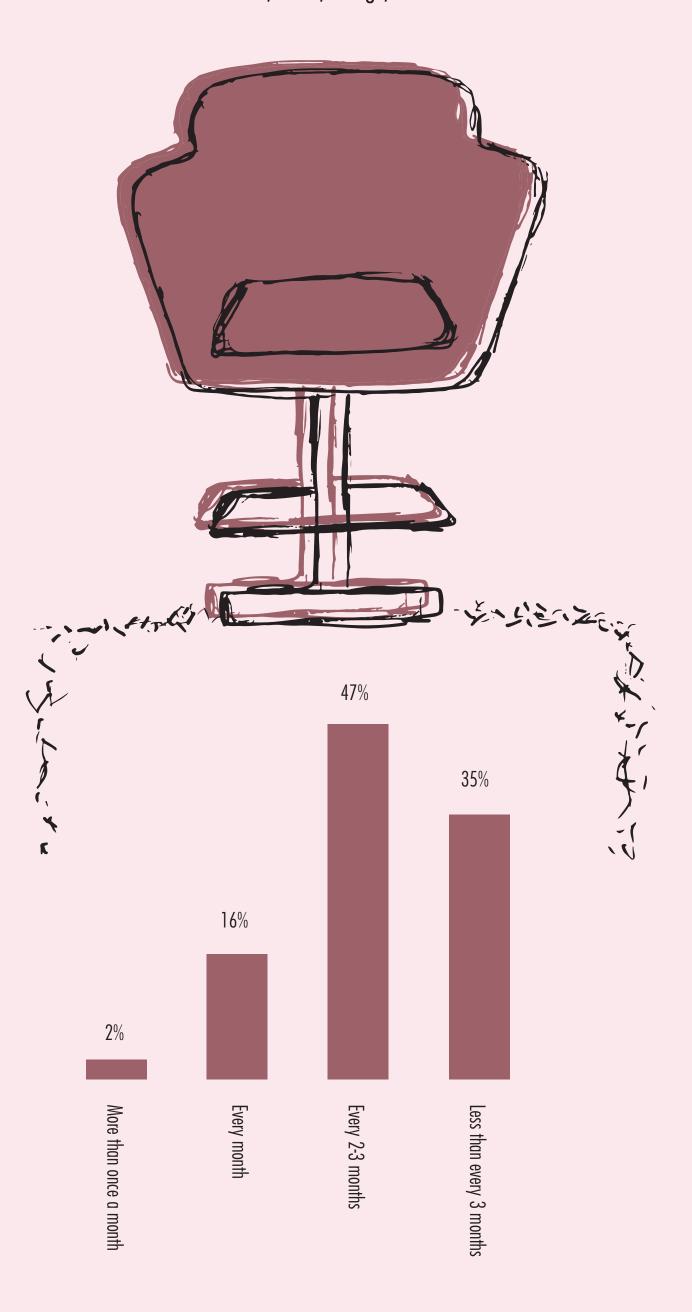
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Our research methods included an online survey targeted at women ages 18 and up. In the survey, respondents were asked questions about their hair and beauty routines, regular practices, perceptions, and attitudes. The survey garnered 655 responses with a wide range of ages and demographics represented, giving us a comprehensive look at the perceptions and attitudes of American women regarding hair and beauty.



## How often do you go to the hair salon?

(for cut, color, bangs, etc)?



#### Ranking of attributes that make women beautiful.

age group: 18-24

1. self confidence 3. facial features or complexion 4. weight and body type 5. sense of style

## age group: 25-34

- 1. self confidence 2. happiness
- 4. facial features or complexion
- 5. weight and body type

## age group: 35-38

2. self confidence 3. facial features or complexion 4. weight and body type 5. career

## age group: 45-54

- 1. self confidence 2. happiness
- 3. facial features or complexion
- 4. weight and body type
  5. sense of style

#### What inspires you to make a significant change to your hairstyle?

(for example, "big chop, hair dye, highlights, wigs, weaves")



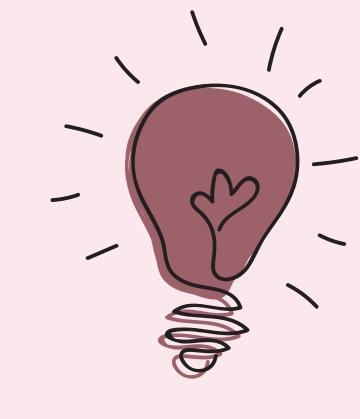
"Current trends "

"If I need to

bald spots."

style it to hide

"No reason to because I believe I've already found a hairstyle that works for me, and I don't need to change it."



Personal Decision

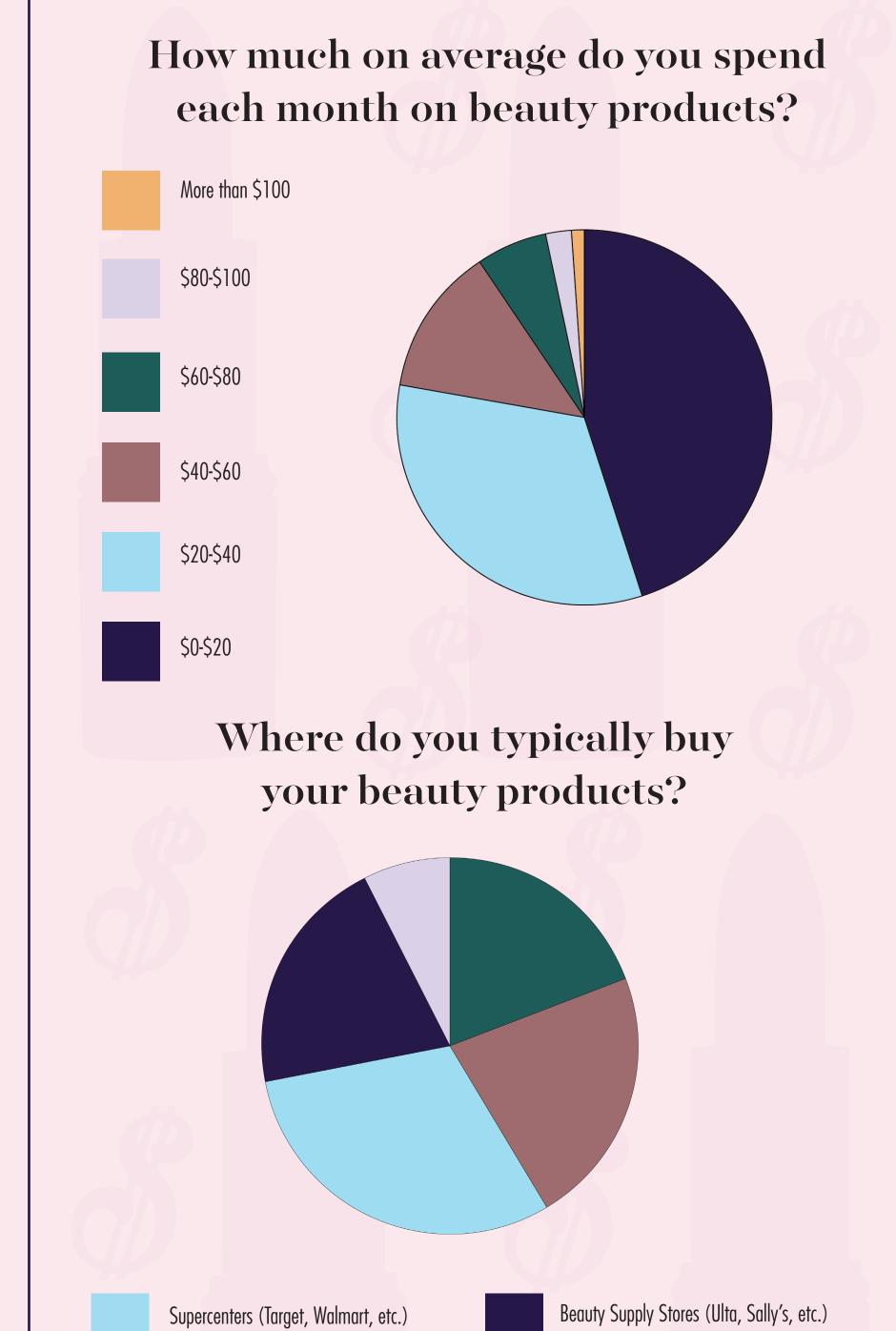
Salon Stylist

Social Media

5% Celebrities

4% Friends

2% Family



## Describe what beautiful. hair looks like to you.

Participants were asked to describe what beautiful hair looks like; these were their most common answers.







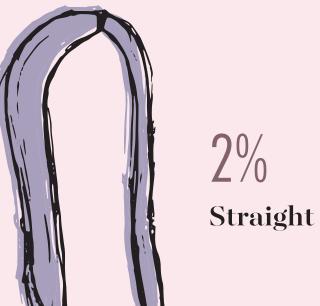












Grocery Stores (Kroger, Publix, etc.)

Drug Stores (CVS, Walgreens, etc.)



Other (Please Specify)