



Supporting the hair, beauty
and barbering industries

Impact of Omicron & Plan B restrictions on hair & beauty sector pre-Christmas business (17-19 December 2021)

Survey results

22 December 2021



Survey Questions

- How many appointments did you have booked over the weekend (Friday, Saturday and Sunday)?
- How many cancellations did you receive over the weekend?
- How many walk-ins were you expecting this weekend?
- How many walk-ins did you actually have?
- What proportion of business revenue have you lost over the weekend?

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Fieldwork 20-21 December 2021

Headline results



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Headline results

Sample	3,206
Appointments booked	89,997
Appointments cancelled	27,014
% of appointments cancelled	30%
Average no. of cancellations per respondent	8.4

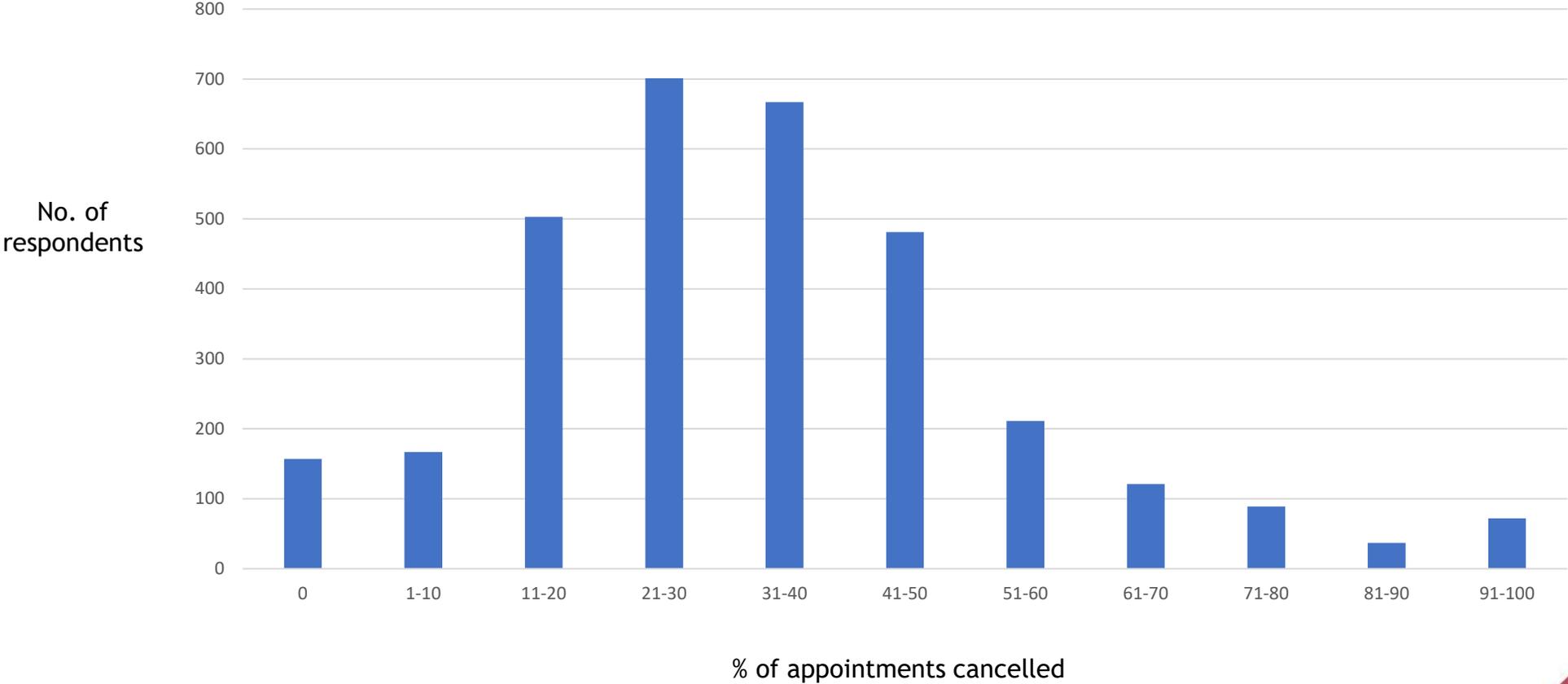
Sample	1,218
Expected no. of walk-ins	13,971
Actual no. of walk-ins	2,632
Actual walk-ins as % of expected business	18.8%
% of salons/barbershops expecting walk-ins which did not have any	67.2%

Cancellations scattergram



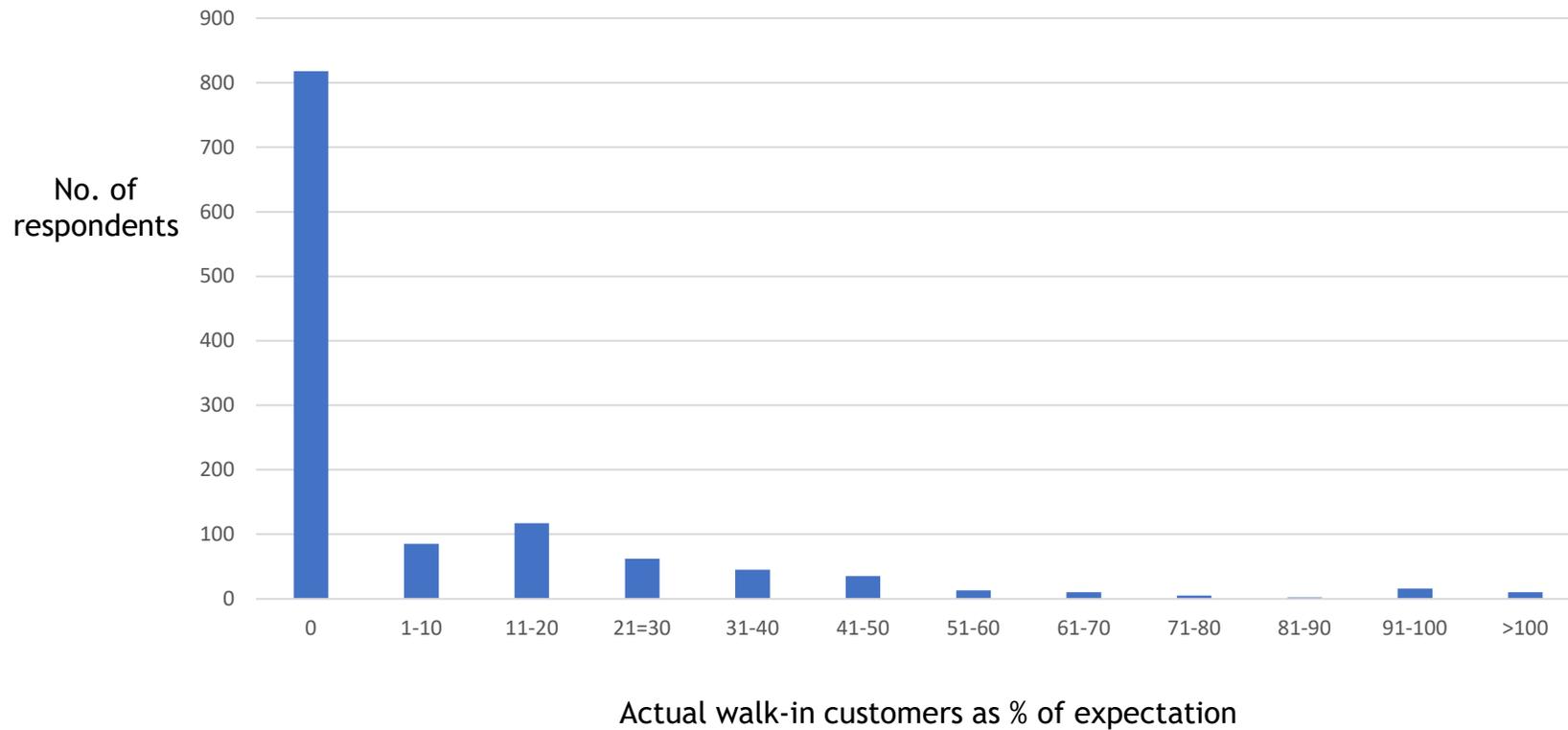
Cancellations

Hair & Beauty Appointment Cancellations
17-19 December 2021
(No. of respondents, by % bands)



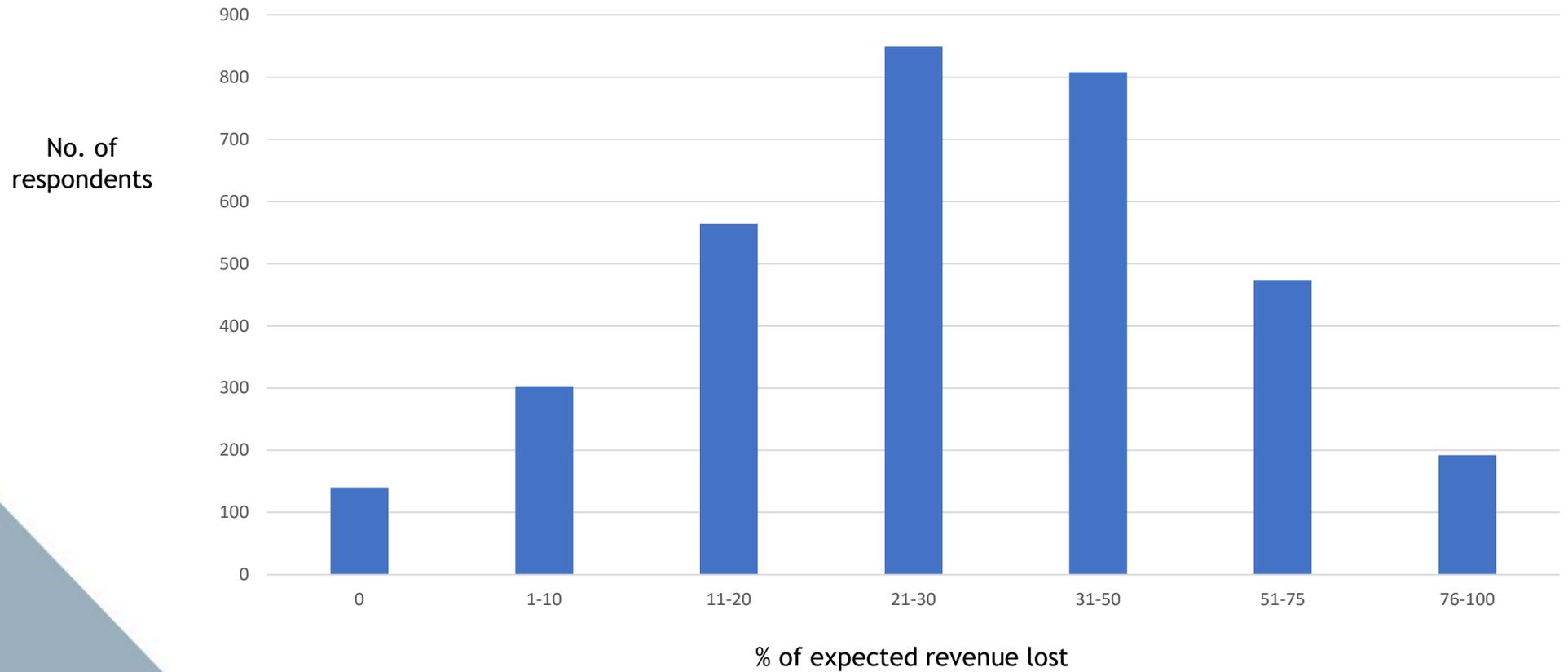
Walk-ins

Walk-in Business 17-19 December 2021
Actual as % of expectation



Revenue Loss

Estimated Revenue Loss over 17-19 December 2021



Word cloud

Q7 Any other comments? Enter here

quiet financial help isolate hard still fear month coming week even restrictions
cancelling due longer clients cancelling hospitality come affected
m cancellations shows bad well help scared come last minute
minute cancellations days need help weekend January don t made
appointments see lost many cancellations need already
Christmas lockdown due covid feel work shows
year one people staff S time year covid income
clients industry business many
cancellations busiest time going struggling
also keep bookings Xmas week cancellations week
December money now cancel appointments
cancellations due Christmas week salon close
cancelled need support will since worried people scared
people cancelling last year last week support take really ve
hair time far self employed pay lot either testing positive happening
lots cancellations financial support US good government new year

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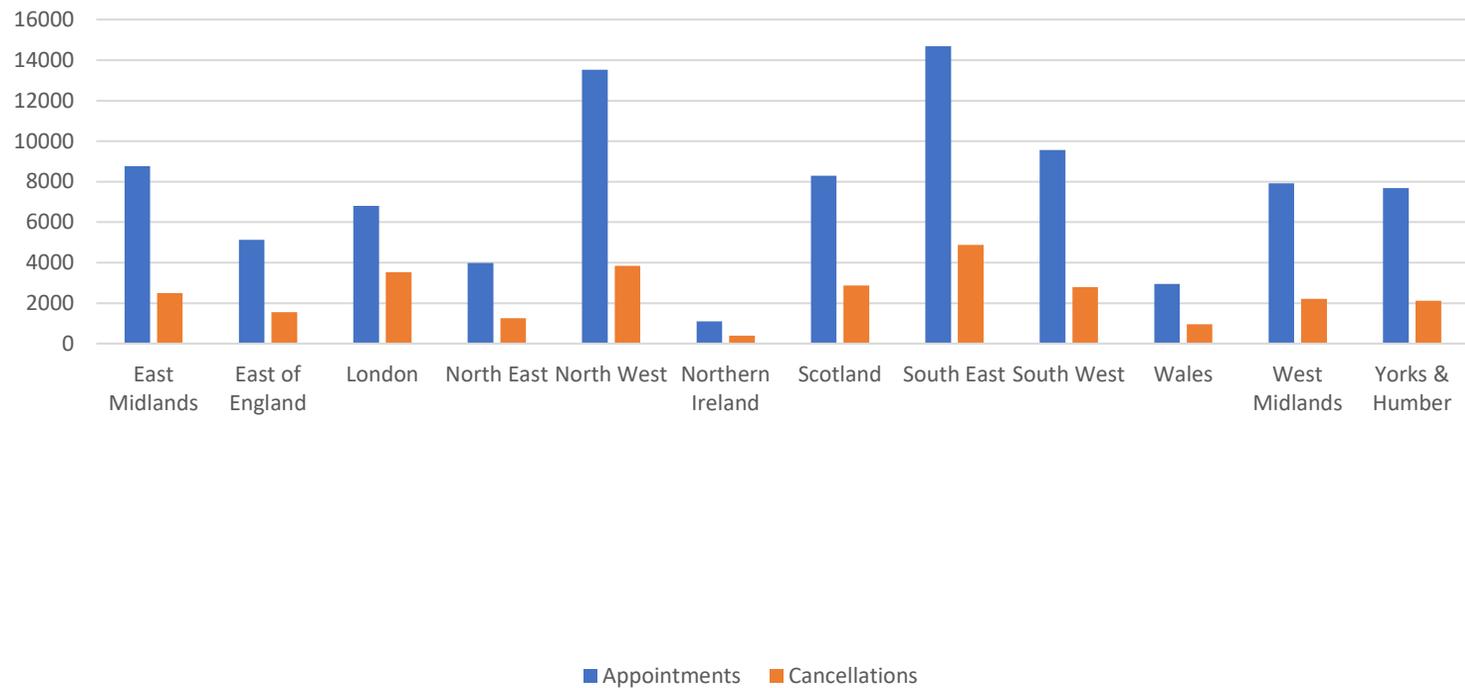
Regional breakdown



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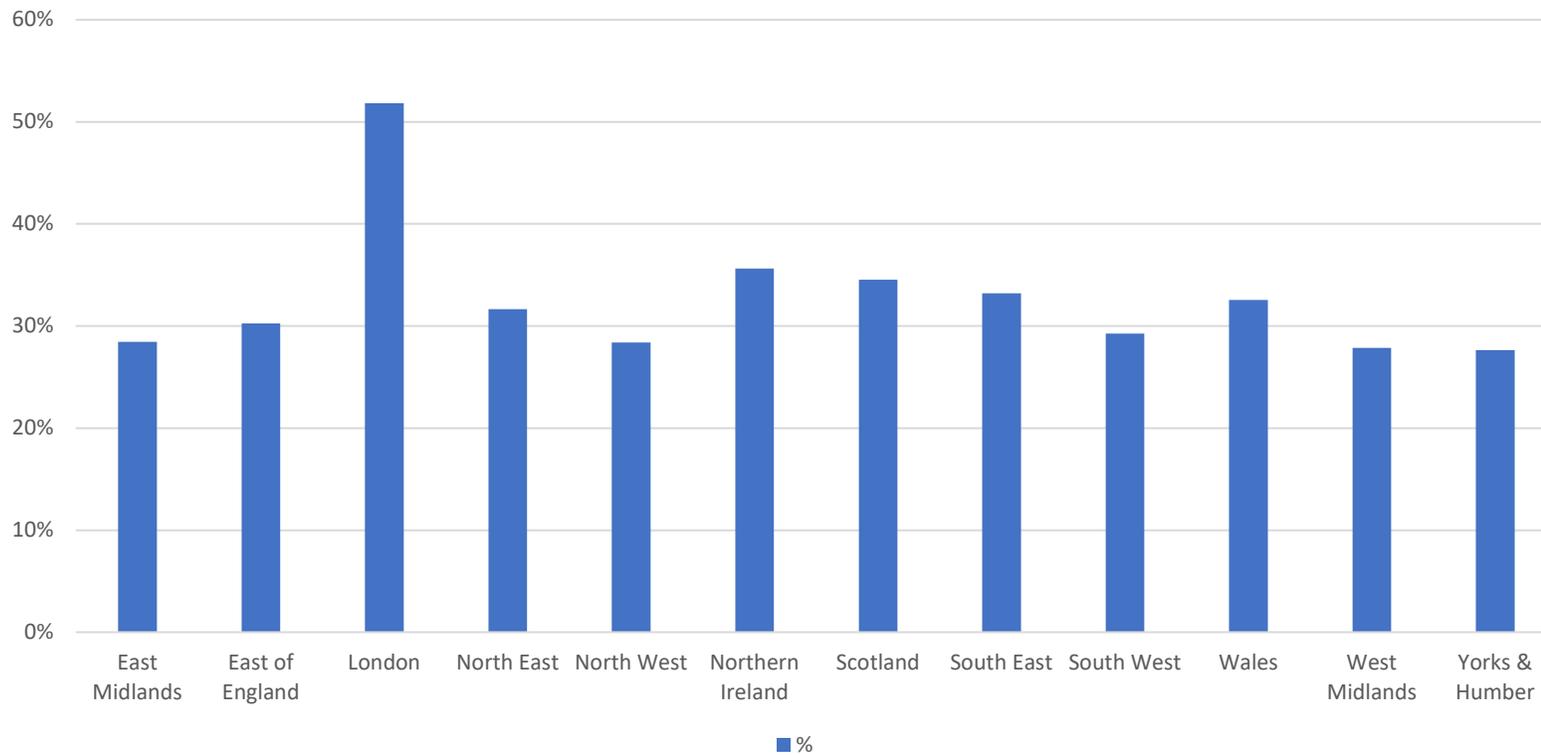
Appointments

Appointments booked & cancelled
17-19 December 2021 by region



Appointments

% of appointments cancelled
17-19 December 2021 by region



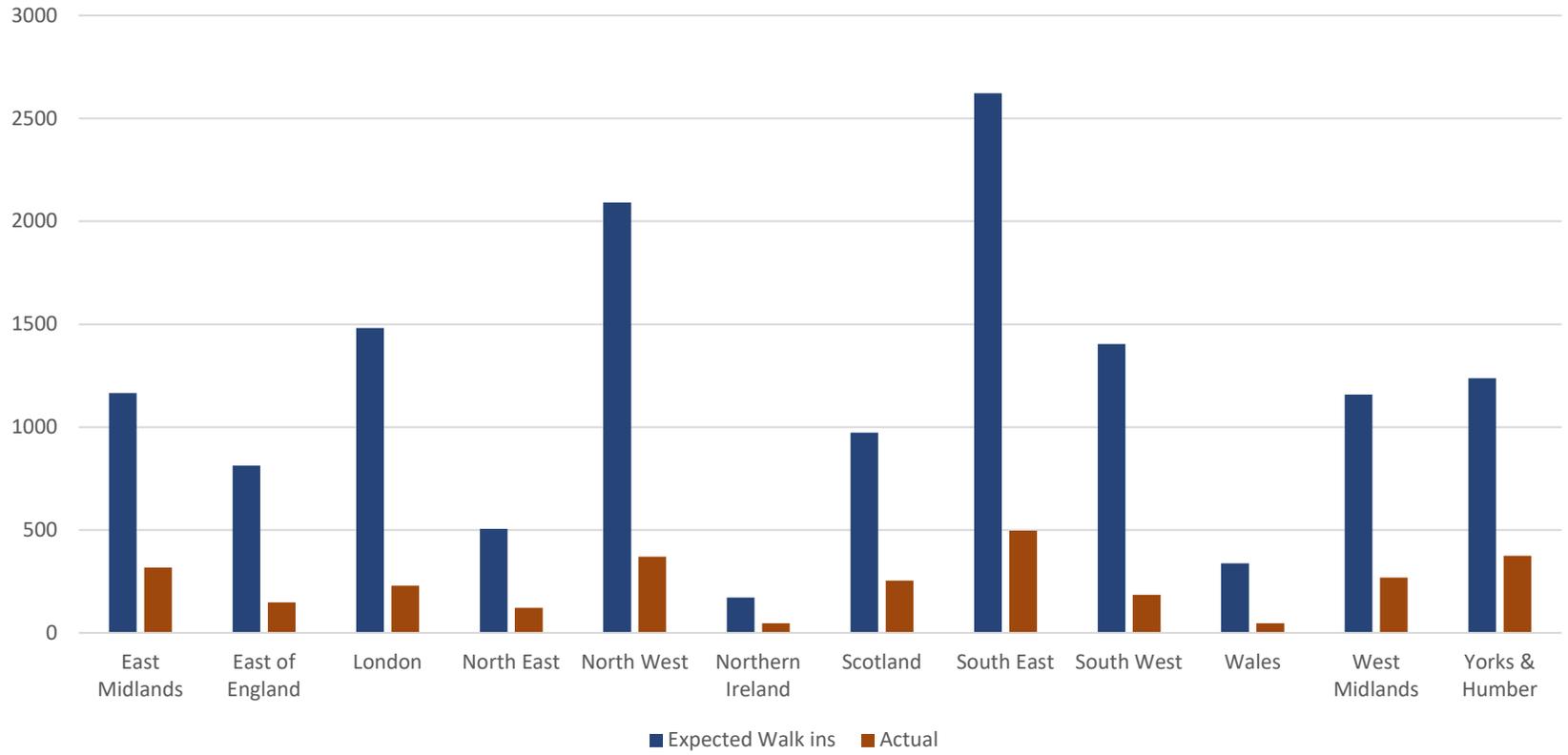
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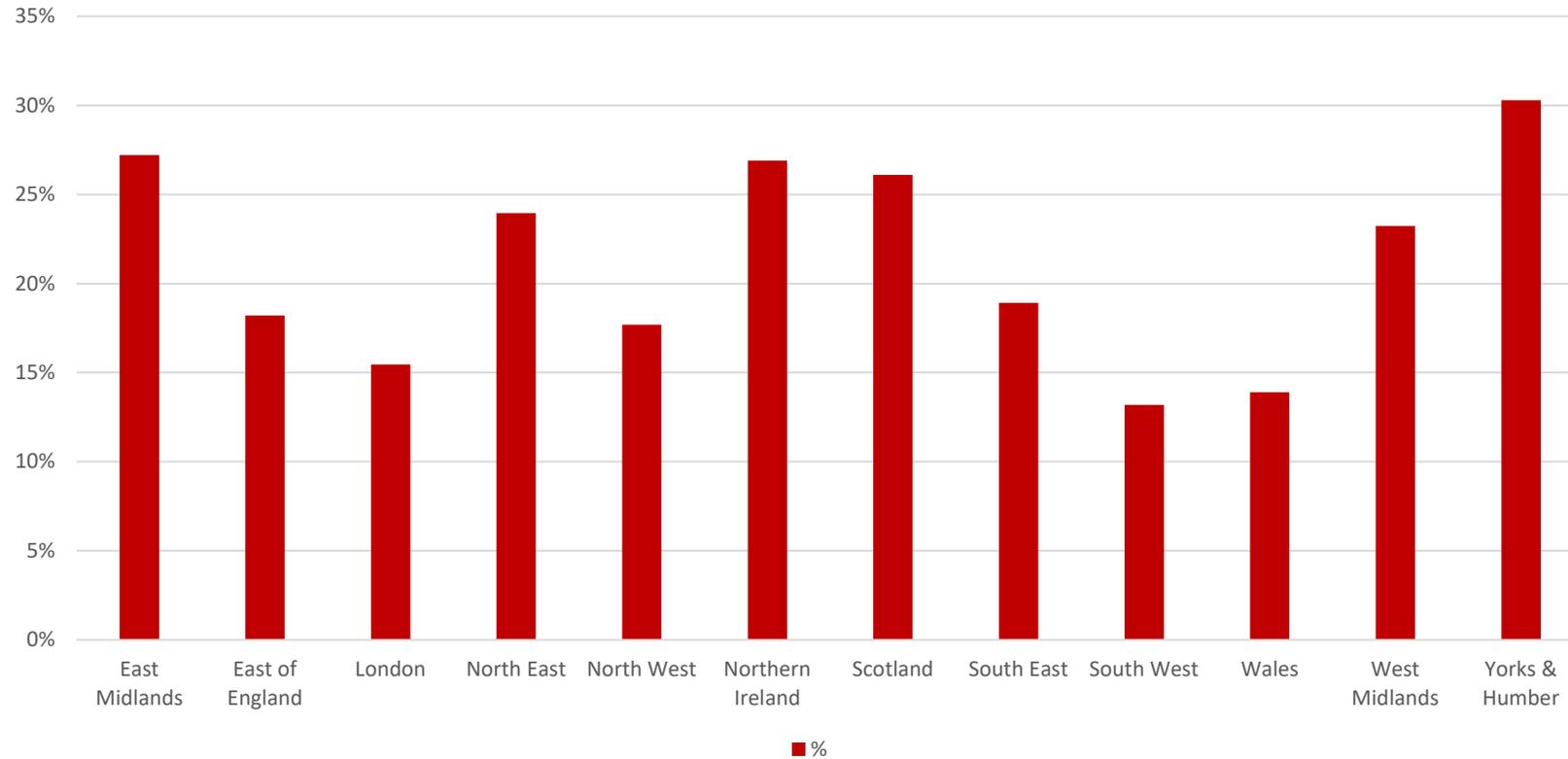
Walk-ins

Walk-ins expected and actual
17-19 December 2021 by region



Walk-ins

Walk-ins as % of expected business
17-19 December 2021 by region



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