

# Nairobi Men and Women Hairstyles Preferences



- Hairstyles that women prefer for themselves
- Hairstyles that men prefer on women
- Hairstyles that men prefer for themselves
- Hairstyles that women prefer on men
- Services used in a salon by both women and men
- Average spend by men and women in the salon

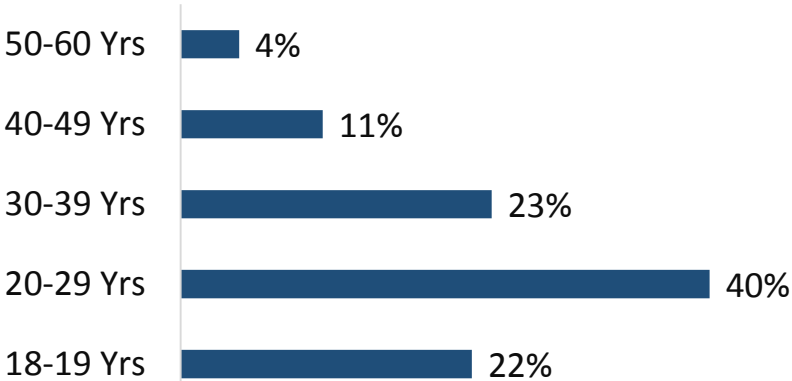


Dates	30 <sup>th</sup> January to 3 <sup>rd</sup> February 2016
Location	Nairobi County Only
Sub-counties	All the 17 sub-counties covered
Target	Both males and females aged 18+ years
Data collection	Face to face interviews, respondents sampled from households
Sample Size	A total of 544 adults living in Nairobi

# Demographics



## Age



## Education



## Gender



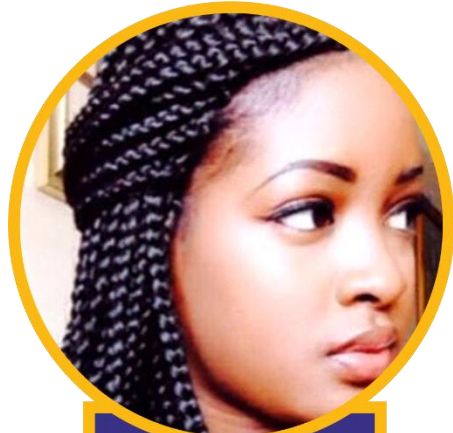
Base 544 (all respondents)



# Hairstyles for Women



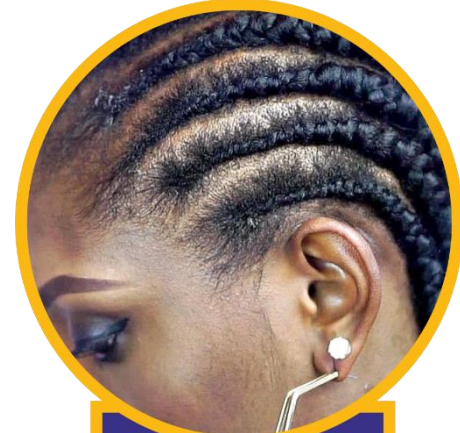
# Hairstyles that Women Prefer to wear



Braids 29%



Weave 21%



Lines/corn rows 6%



Short natural hair 20%



Long natural hair 13%



Dreads 8%

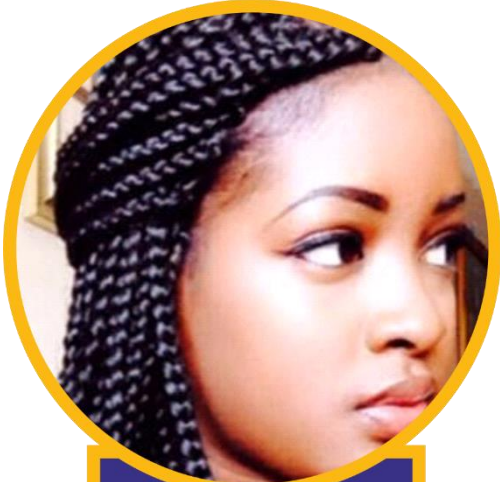
Base: all females n=264

Q: Which hairstyle do you normally prefer to wear

# Hairstyles Men Prefer Women to Wear

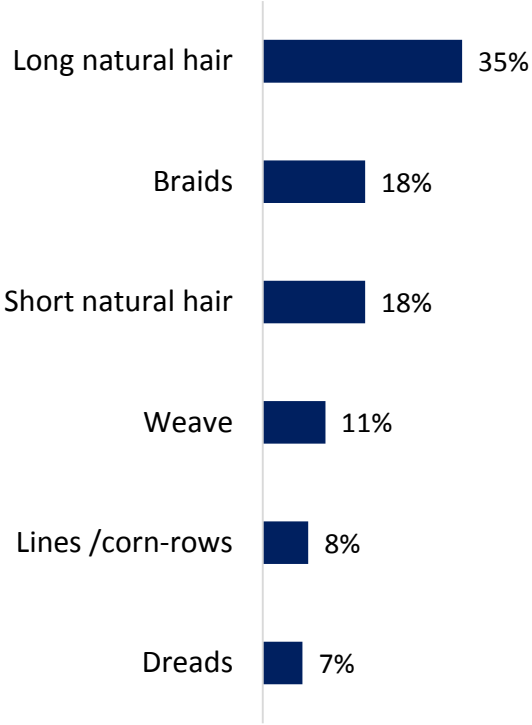


Long natural hair 35%



Braids 18%

## Preferred Hairstyle for Women By Men



Base: all males n=280

Q: Which hairstyle do you normally prefer to wear

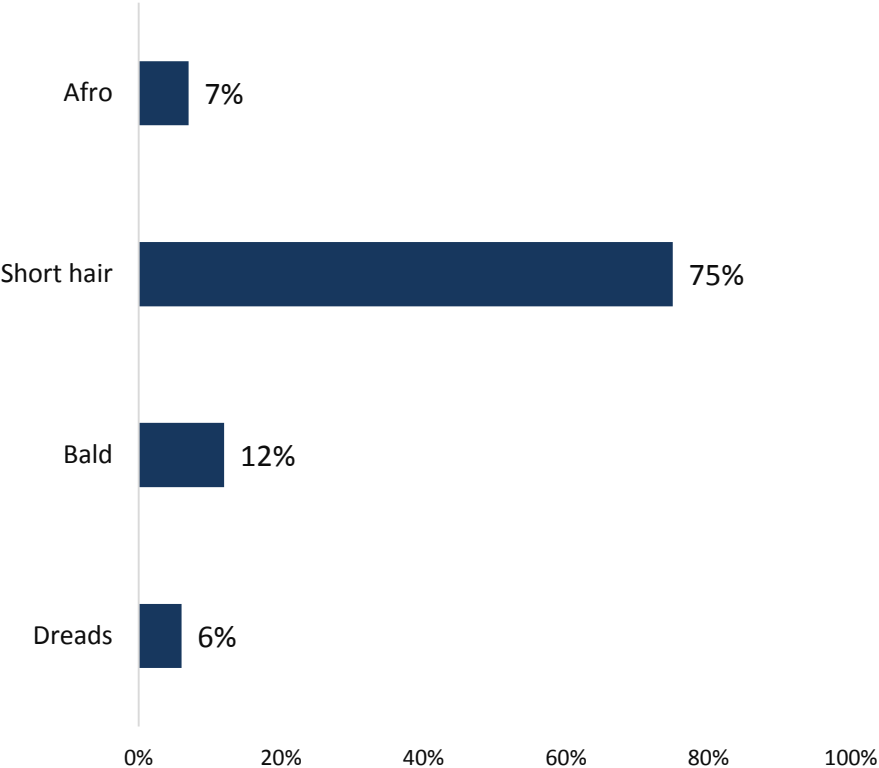
# Hairstyles for Men



# Preferred Hairstyle for Men

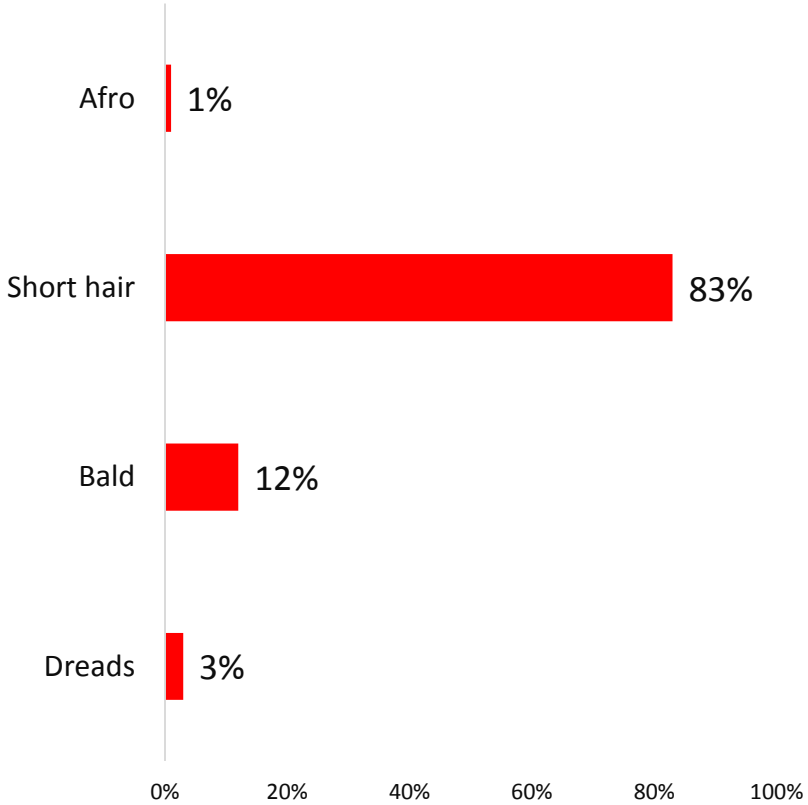


Preferred hair for Men **by Men**



Base: all males n=280

Preferred hair for Men **by Women**



Base: all females n=264

Q. How do you prefer to wear your hair

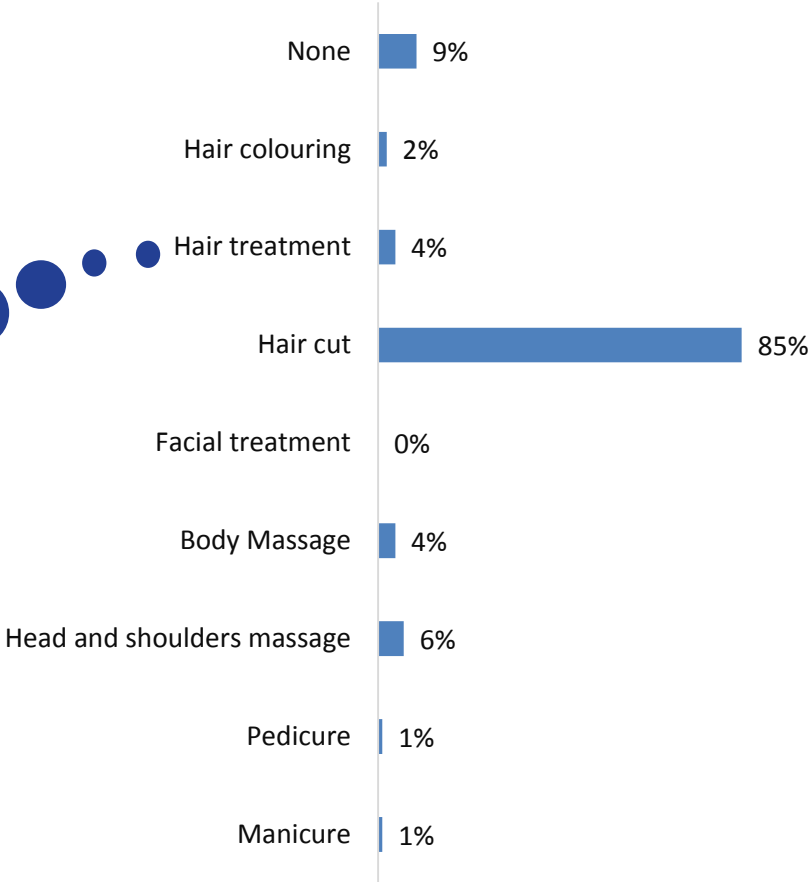


## Services Used in the Salon/Barber

# Services Used in a Salon



## Salon Services for Men

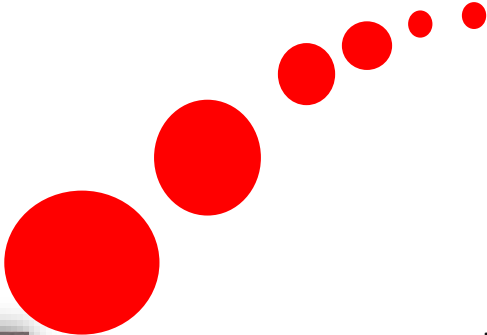


Base: all males n=280

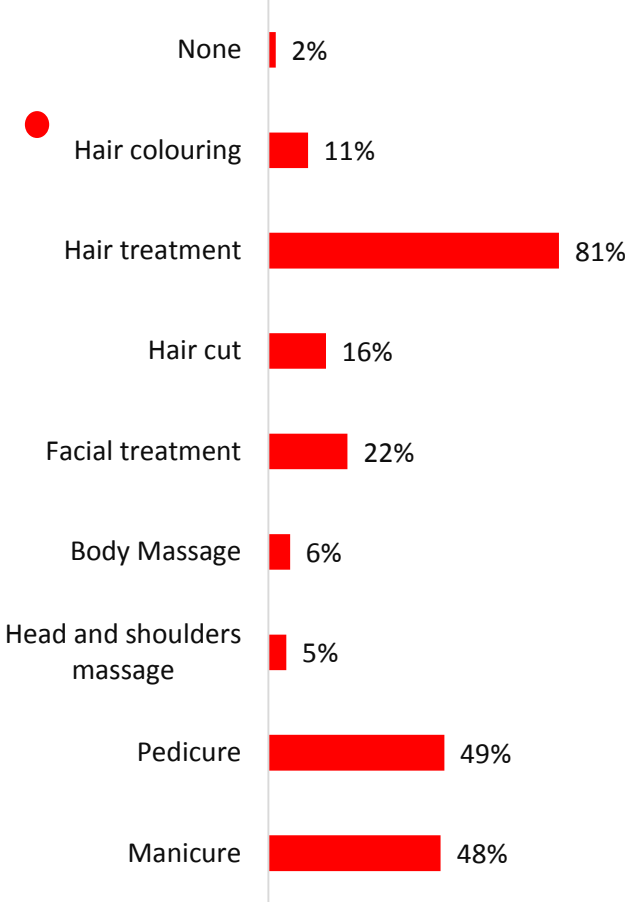


Q: Which hairstyle do you normally prefer to wear

# Services Used in a Salon



## Salon Services for Women



Base: all females n=264

Q: Which hairstyle do you normally prefer to wear

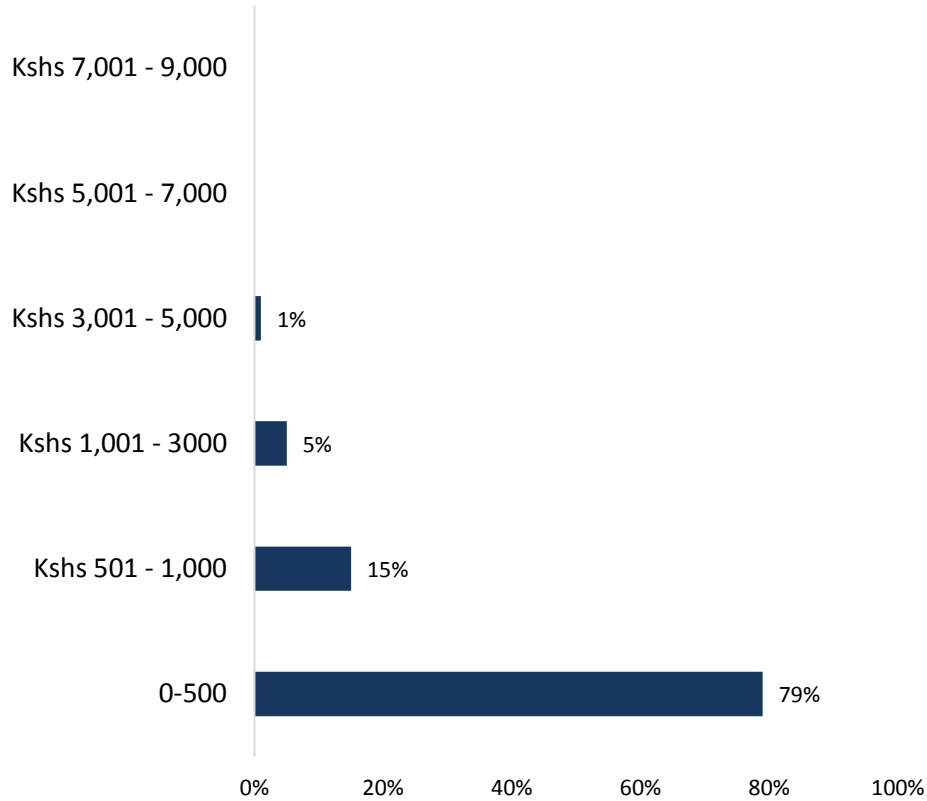


## Expenditure in the Salon

# Expenditure in a Salon

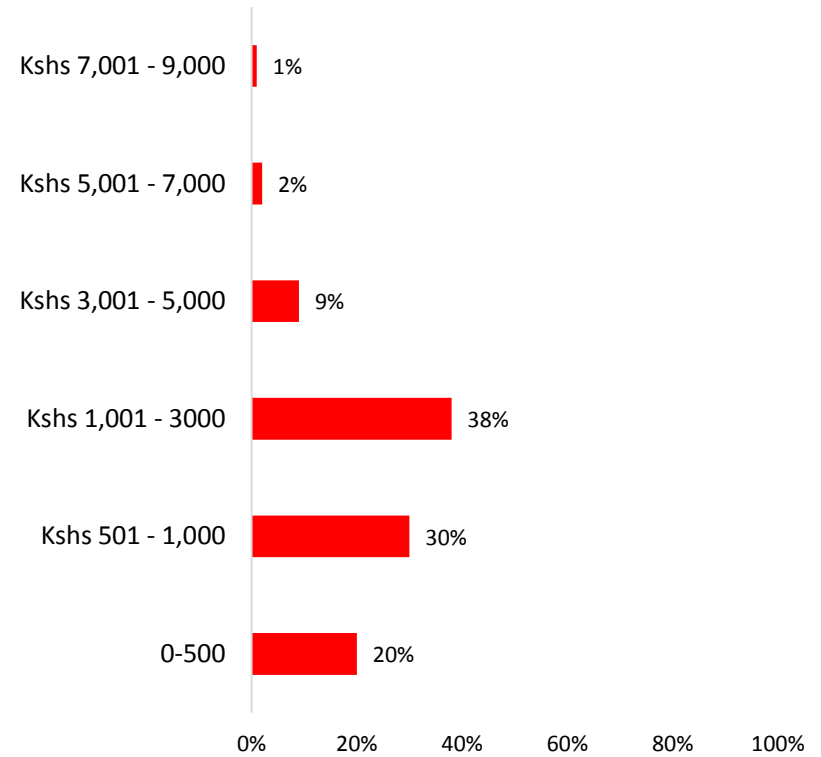


How much Men spend when they go to the salon



Base: all males n=280

How much Women spend when they go to the salon



Base: all females n=264

Q. How much do you normally spend when you go to the salon on hair, manicure, massage, etc. in a given month?

## Our Contacts

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