

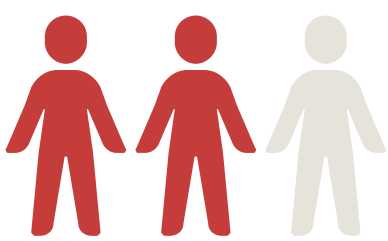
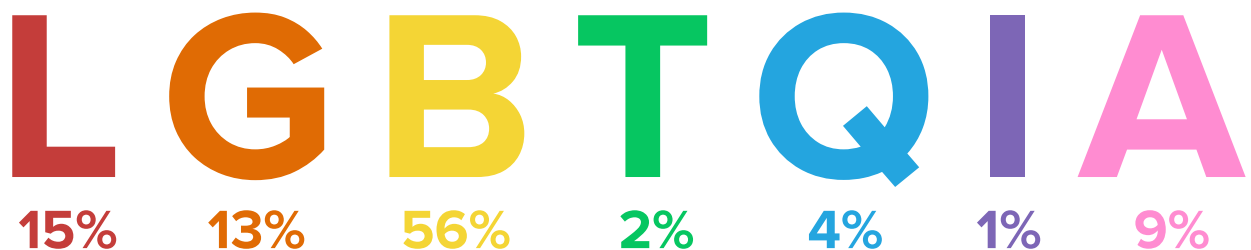
# STYLED WITH PRIDE

## LGBTQIA+ HAIR & BEAUTY FINDINGS

This research highlights the LGBTQIA+ community's experiences with self expression, representation & inclusion with hair & beauty services. Insights also uncover how this affects their consumer choices.

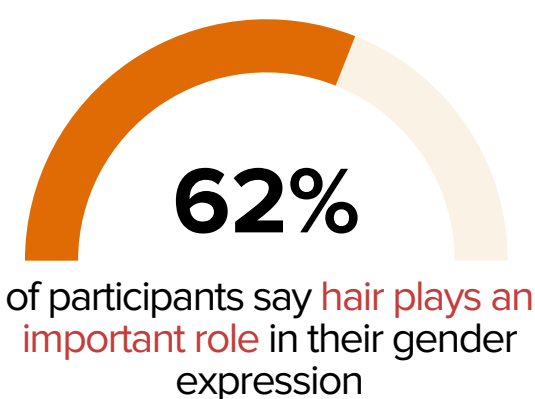
### PERSPECTIVES ON INDUSTRY REPRESENTATION

#### Survey Participant Breakdown

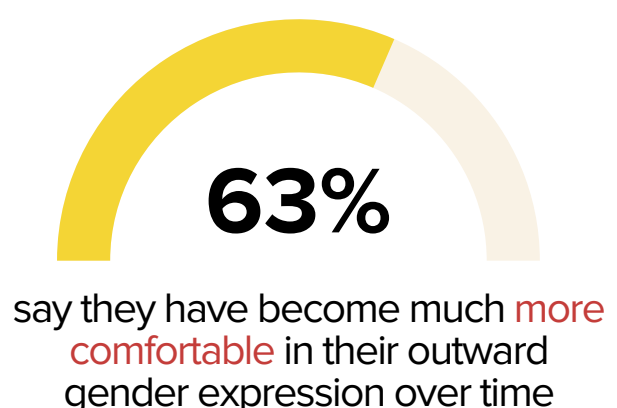


**Two-Thirds of Participants Say They Feel Represented** in the mainstream hair & beauty industry

#### Gender Expression Through Hairstyles



#### Gender Expression Comfort Level



Among age groups, Generation X reported the highest level of comfortability with their gender expression

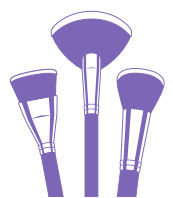


30%

When choosing a salon to book a **hair appointment** 30% of participants say LGBTQIA+ representation among staff is an important factor

When choosing a business to book a **beauty appointment** 26% of participants say LGBTQIA+ representation among staff is an important factor

26%



Among age groups, Generation Z was more likely to consider representation in staff an important factor



#### Importance of Brand Values

27%

Prioritize purchasing products from LGBTQIA+ friendly brands



SOURCE: TALKER RESEARCH, VAGARO, INC