

SOINS
PERSONNELS
QUÉBEC



Comité sectoriel de la main-d'œuvre
des services de soins personnels

WORKFORCE DIAGNOSIS OF THE
ELECTROLYSIS, BODY CARE
AND ESTHETICS SECTORS -
2004

EXECUTIVE SUMMARY

SOINS
PERSONNELS
QUÉBEC



Comité sectoriel de la main-d'œuvre
des services de soins personnels

© Comité sectoriel de la main-d'œuvre des services de soins personnels, août 2005

360, rue Notre-Dame Ouest, bureau 103
Montréal (Québec) H2Y 1T9
514-844-3020 / 1-866-682-6040
www.soinspersonnels.com

ISBN 2-923126-18-1

Dépôt légal – Bibliothèque nationale du Québec, août 2005

Dépôt légal – Bibliothèque nationale du Canada, août 2005



Ce document a été réalisé grâce à l'aide financière d'Emploi-Québec.

PREAMBULE

This summary presents the main highlights of the *Workforce Diagnosis of the Electrolysis, Body Care and Esthetics Sectors – 2004*. An initiative of the Comité sectoriel de la main-d'oeuvre des services de soins personnels (CSMO) (*Personal Care Services Workforce Sector Committee*), this diagnosis presents a detailed analysis of the results of a survey done in 2004 on behalf of the CSMO, which polled 207 employers and 542 self-employed workers in these sectors throughout Quebec. It is part of the CSMO's mission to promote the management of skill development and recognition by businesses, professionals and workers in the hairstyling, electrolysis, esthetics, massage therapy and body care sectors. In this summary, the main findings regarding the services offered in the three sectors studied will be covered: business management, worker training, the important role of the self-employed workers, and an overview of the main trends in the coming years in technology, the services offered and the job market.

A VAST ARRAY OF SERVICES OFFERED

Businesses working in these three sectors generally offer a wide variety of services, which cross over into the other sectors. Only hair salons and electrolysis clinics are exceptions to this rule by concentrating mainly on their primary trade. In general, the most common services offered are esthetics in 88% of the businesses polled, electrolysis (58.8%) and massage therapy (51.5%).

Certain specific services are much more widespread than others. The most widespread specific service in businesses with electrolysis as their primary trade is, of course, hair removal using electricity, however laser hair removal, already being offered by 24% of businesses, is quickly on the rise. For businesses specializing in body care, massage procedures are the most popular (49.5%). Businesses that concentrate mainly on esthetics do mostly wax hair removal (73.4%) and face care (70.1%). Of the self-employed workers, 59.3% work in the esthetics sector and offer the same two specific services in very similar proportions, 72% in wax hair removal and 71% in face care.

A large number of employers rent out space or rent services. To offer these services, employers hire salaried workers in 73.1% of the cases, but more than a quarter also rent out space (20.2%) or rent services (5.5%). While hair salons and electrolysis clinics rent out space or rent services, especially for their primary trades, the opposite is true for the other types of businesses. This seems to indicate that hair salons and electrolysis clinics choose a management that allows them to increase their accommodation capacity, whereas the others seem more intent on diversifying the services they offer, often giving them the possibility of offering more specialized services. As such, massage therapy services are most likely to rent out space and rent services, with many businesses preferring this to directly hiring massage therapy personnel. Furthermore, the diagnosis revealed a certain increase in male clientele, both in the businesses as with the self-employed workers.

TRAINING: A CRUCIAL ASSET

Having a recognized diploma is by far the most important hiring criterion for employers. Of the employers polled, 52% considered a diploma the most important criterion when hiring a new employee. This statistic is even greater in spas (67.9%) and in beauty salons (60.5%). Only 32% of employers prefer experience, a criterion that seems more valuable in hair salons (53.3%).

Public education that exists in the esthetics and electrolysis fields increases workers' training in these sectors. The vocational diploma (DEP) in esthetics makes this the only sector to have more self-employed workers who graduated from the public sector than from the private. It is also the sector with the most self-employed workers who are graduates in their field of work (96.2%). Electrolysis, which relies on an attestation of specialization (AVS), also has a large

number of self-employed workers who are graduates in their field (94.6%). Inversely, 60.4% of self-employed workers in the body care sector hold diplomas in their field. Moreover, 90% of the self-employed workers polled who hold a diploma in esthetics also hold one in electrolysis.

A large majority of the businesses polled offer preliminary training to new employees. Preliminary training is offered by 85.2% of employers, but only relates to the worker's main service field in 12.5% of the cases. The trainings offered are more frequently focused on the knowledge of the products used (78.6%), customer service (59.7%), the sale of products (58.3%) and the management of the appointment calendar (53.9%). The trainings are generally offered by the employers (60.1%) or by the businesses' employees (32.6%). The larger the business, the more chances that trainings will be offered by external services.

Nearly three quarters of employers offer on-the-job training. This type of training is offered by 73.5% of employers, notably to respond to what they identify as the two biggest needs of their employees, the sale and the knowledge of products. In 57% of the cases, these trainings are mandatory. The main subjects covered are product knowledge (60.4%), the esthetics field (42%) and product sale (39.3%). On-the-job training is far less frequently offered by the employer (19.7%) or by an employee (8.8%), but more often by companies or suppliers (71.5%) and even by external companies specialized in training (20.9%).

Just over half of self-employed workers take advantage of professional development. Of all the self-employed workers from the three sectors studied, 59% participate in this type of training, with this number falling to 54.4% for those who work from home. This means that almost half of the self-employed workers polled do not take part in professional development training. Companies or suppliers offer these kinds of training in 74.4% of the cases. The most popular subjects, in order, are the field of esthetics (57.9%), the knowledge of the products used (25.7%) and the sale of products (19.7%).

A LARGELY UNSTRUCTURED MANAGEMENT SYSTEM

Often very small in size, businesses in these three sectors have a relatively unstructured management system. For more than three quarters of the businesses, it is the owner who manages most of the establishment. Barely one out of ten respondents have a manager to perform these duties. Their small sizes probably have a major impact on this, as 43% of the businesses polled have less than five people working in the establishment. The data gathered from the survey indicates that the general manager of a personal care business spends an average of 22 hours per week on activities other than the services offered, such as human resources management (9 hours), accounting (8 hours) and marketing (5 hours). Spas differ once again, with a very high average of 33 hours spent on these types of activities. This is directly linked to the fact that there are generally a greater number of people working in these establishments. As well, more than 70% of businesses polled admit to not having clear job descriptions for each employee category. It would seem that the modest size of the businesses requires employees to be open about doing a wide variety of tasks, as well as being very flexible.

Most of the jobs offered compensate in the form of a salary, but many other forms of compensation exist in the sectors studied. As such, 59% of the employers offer salary compensation upon hiring, however nearly one quarter offer compensation in the form of commission or salary accumulation with commission. Other forms of compensation are also offered, such as fees for services.

Self-employed workers must spend a significant amount of their work time on tasks other than personal care services. More than nine out of ten self-employed workers spend less than 10% of their work time on accounting. The same proportion spends less than 10% of its work time on marketing. More than half spend 75 to 99% of their work time on their trade, while one out of ten spend only 25 to 49%, and one out of twenty work exclusively in their trade. As well, more than eight out of ten self-employed workers spend less than 10% of their work time storing and cleaning.

THE IMPORTANT ROLE OF SELF-EMPLOYED WORKERS

Most self-employed workers have been working in their main trade for many years. Most self-employed workers polled have more than 10 years experience in their field of work (either self-employed or as salaried workers) and more than three quarters have five years experience or more.

The primary reason for choosing self-employment is a career plan. More than one third of the respondents' initial career plan was to work for themselves and nearly half have never worked for an employer in the personal care field. Besides the career plan, the two other main reasons for choosing self-employment are the possibility of managing one's own schedule and increasing one's income. These are the prevailing active reasons. Inversely, passive reasons include not finding another job and being fired, answers rarely given by the respondents.

More than three quarters of the self-employed workers in the personal care industry spend their entire work time on the fields of electrolysis, esthetics and body care. Barely over one in ten spend less than 80% of their work time on such activities. It was also noted that self-employed workers who work from home are less likely to only work in personal care. A very large number of them also have another job and generally make less than \$5,000 per year.

Self-employed workers who rent spaces usually do so in hair salons. The largest proportion of self-employed workers polled work in spaces rented in hair salons (33.9%), closely followed by those who work from home (28.6%). Few workers rent spaces in electrolysis clinics and beauty salons. In Montreal, there are far less self-employed workers working from home and many more working in spaces rented in hair salons. The 25-to-34-year age group works much less from home.

The self-employed workers polled are, for the most part, very well established in their field. More than three out of four have more than four years experience as self-employed workers. More than one out of two have between four and twenty years experience. The sector that has the least amount of very experienced self-employed respondents (more than ten years) is body care with 21.9%, compared to 45.8% for electrolysis and 45.5% for esthetics. Of these, 62.5% of self-employed workers who have been working for themselves for more than ten years do so in their home.

NEW TECHNOLOGIES, NEW SERVICES AND NEW JOBS

The laser is the new technology that employers (33%) and self-employed workers (23%) most wish to acquire in the next few years. This is a good example of how laser usage has exploded in the personal care industry. An explosion that self-employed workers don't want to miss, 9% hope to offer laser hair removal in the next three years. Hair and beauty salons are especially interested in offering laser hair removal in the next three years, with 17.1% and 16.9% respectively.

More than one third (38.5%) of the businesses polled believe they will regularly have vacant positions over the next three years. About the same proportion (34.4%) hopes to create at least one position in their business within the next three years. Inversely, 49.3% do not believe that they will regularly have vacant positions in the next three years and 25.9% do not believe that a new position will be created. A large majority of the businesses that plan to create new positions in the next three years hope to do so in the esthetics field (67.8%). Massage therapy (41.4%), electrolysis (20.6%), body care (19.8%) and hairstyling (17.5%) are also fields that could see a considerable amount of vacant positions in the next three years.

The evolution of technology has a definite impact on the practices in the personal care industry. A large proportion of treatments are performed using some sort of machine. Businesses must therefore regularly buy new machines in order to remain at the cutting edge of technology. Over the last five years, 68.4% of the businesses acquired new technologies, new equipment or new programs. Self-employed workers, who have a smaller purchasing power, are at a disadvantage in this aspect and fewer have therefore done so over the last five years (39.9%). The ability to buy new technologies is directly related to the income of the business or the self-employed worker. It was noted that 56.4% of businesses that made less than \$100,000 bought new technologies over the last five years, whereas businesses that made over \$100,000 did so in 78.9% of the cases. A similar link can be observed in self-employed workers, where purchases of new technologies seem to increase in proportion to income. Of the respondents, 33% of businesses and 23% of self-employed workers hoped to buy laser machines.