

Young people's view of wellness professions

summary results of a youth survey

Hotel Leon d'Oro Verona
Franca Bandiera

The research

CAWI survey of a sample of 602 people

Age between 18 and 35

Occupational situation:

- 425 employed
- 118 students
- 36 unemployed (of which 18 were housewives)

Qualification:

- 262 university graduates or those with postgraduate qualifications;
- 286 high school graduates;
- 49 with a qualification or lower qualification

In general, how satisfactory do you consider your quality of life to be?

How calm do you feel about your future?

Please rate from 1 to 10, where 1 means 'Totally unsatisfactory' and 10 means 'Totally satisfactory'.

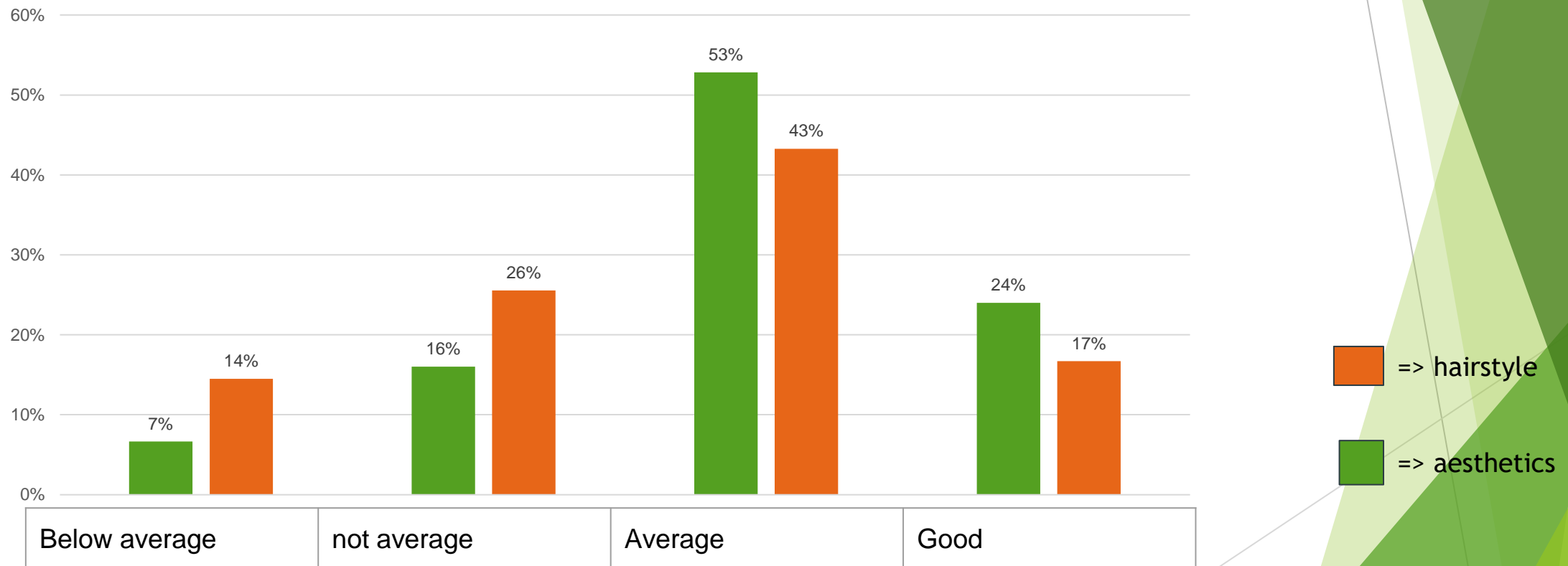
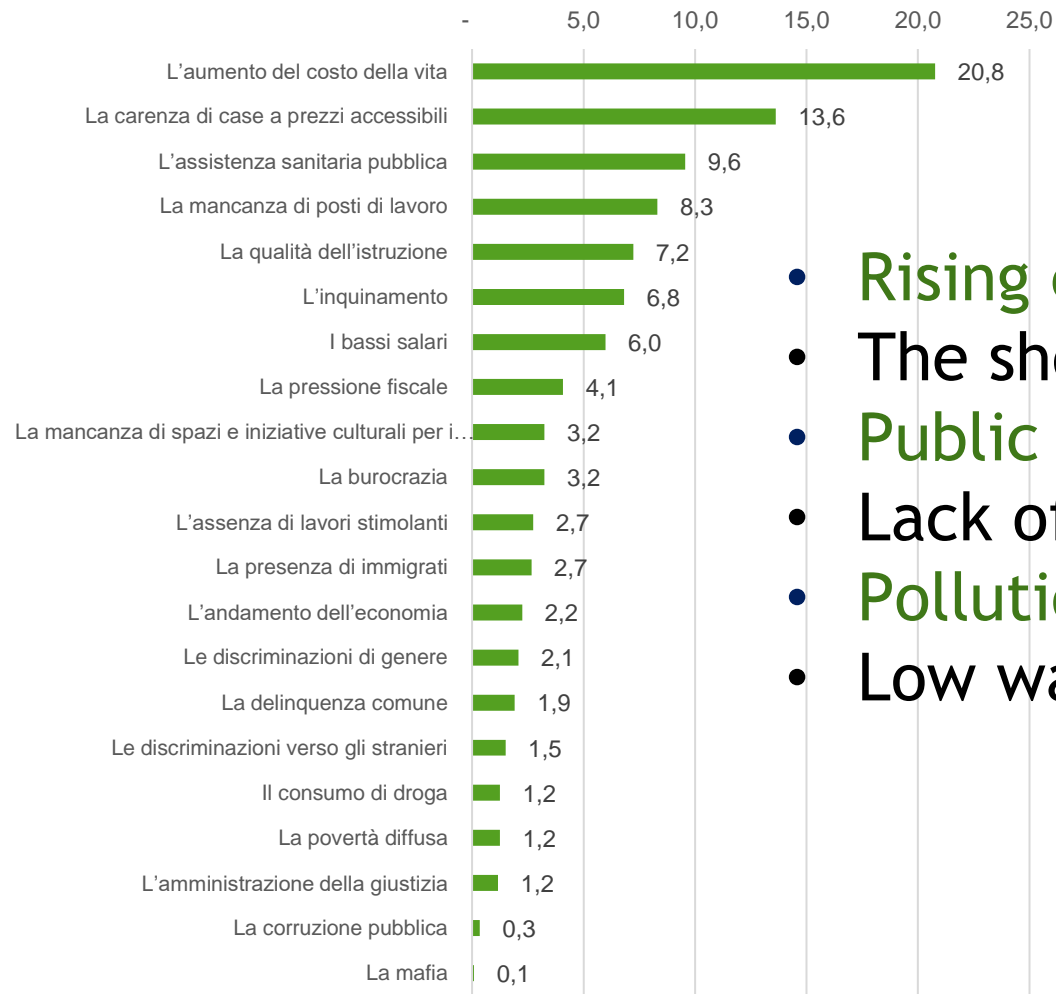


Figure 1: Distribution of responses regarding satisfaction with quality of life and serenity towards the future

What are the most pressing problems in your area?



- **Rising cost of living 20.8%**
- **The shortage of affordable housing 13.6%**
- **Public health care 9.6%**
- **Lack of jobs 7.2%**
- **Pollution 6.8%**
- **Low wages 5%**

Figure 2: Percentage of answers to: What are the most pressing problems in the area where you live?

What does it mean to take care of oneself?

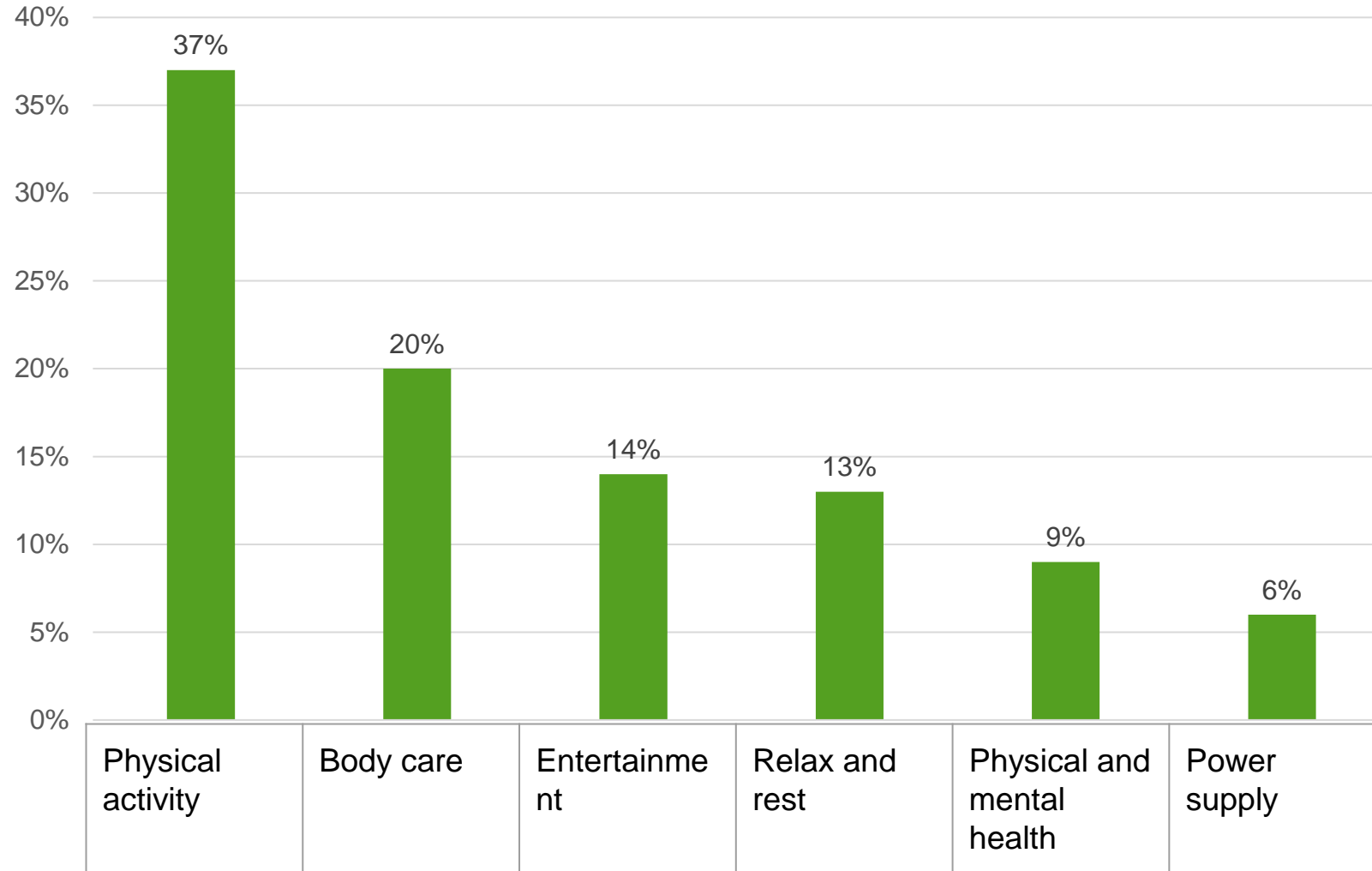


Figure 3: Percentage of responses means taking care of oneself

thinking about these activities for you are ...

	A way of taking care of oneself	A way of improving one's image	A way to feel good about oneself	A way to have fun	A kind of obligation imposed by society	A way of creating relationships
	%	%	%	%	%	%
Barber/Hairdresser	63	18	7	6	5	1
Beautician	45	26	11	8	9	1
Physical activity	46	10	19	17	2	6
Saune/SPA	31	4	16	41	3	5

Figure 4: percentage of Think at.... You would say that attending is mainly

Where do you turn?

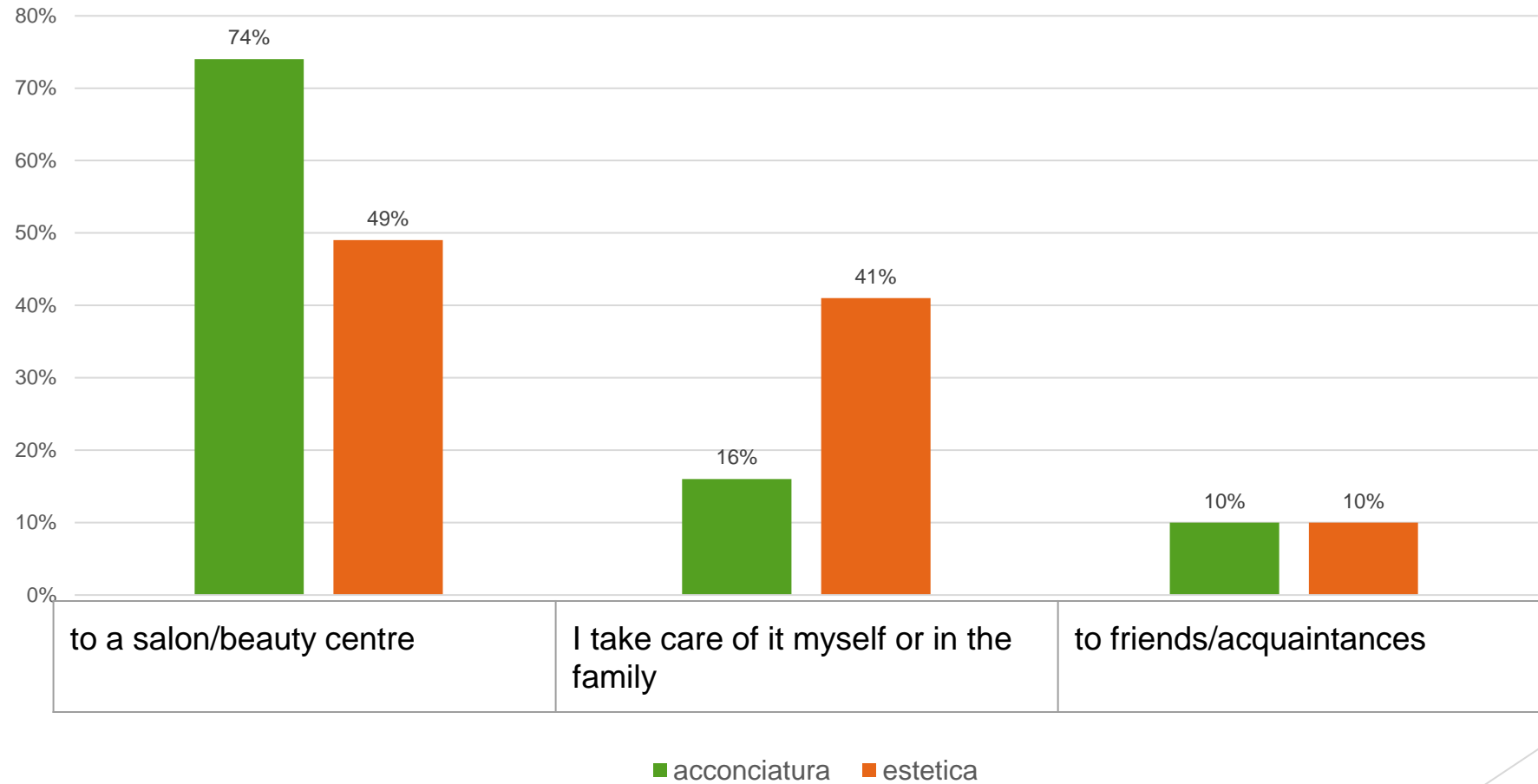


Figure 5: Frequency of choice of service provider

How often do you use the barber/hairdresser service

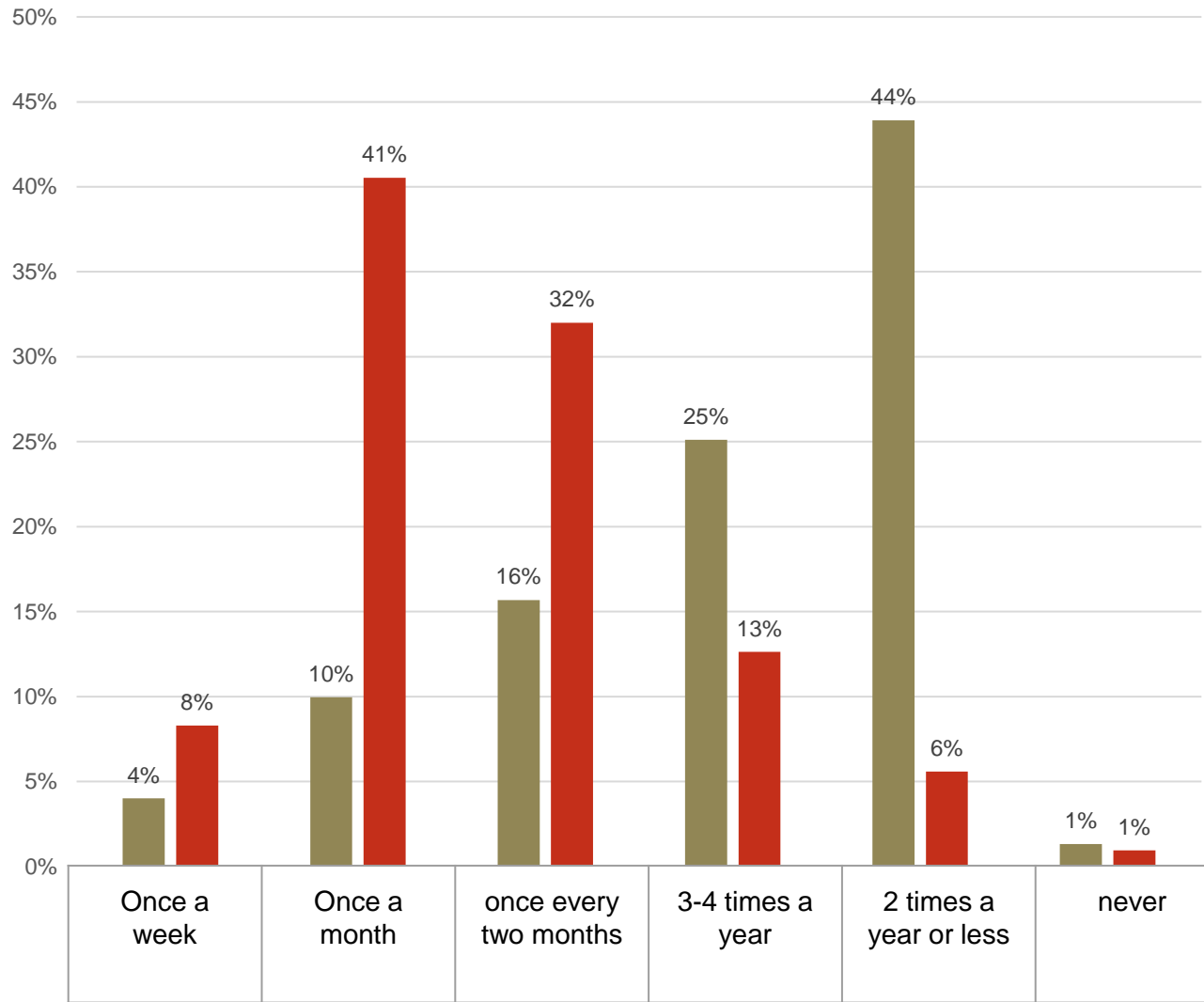


Figure 6: Gender comparison in the frequency of hairdressing service use

Loyalisation

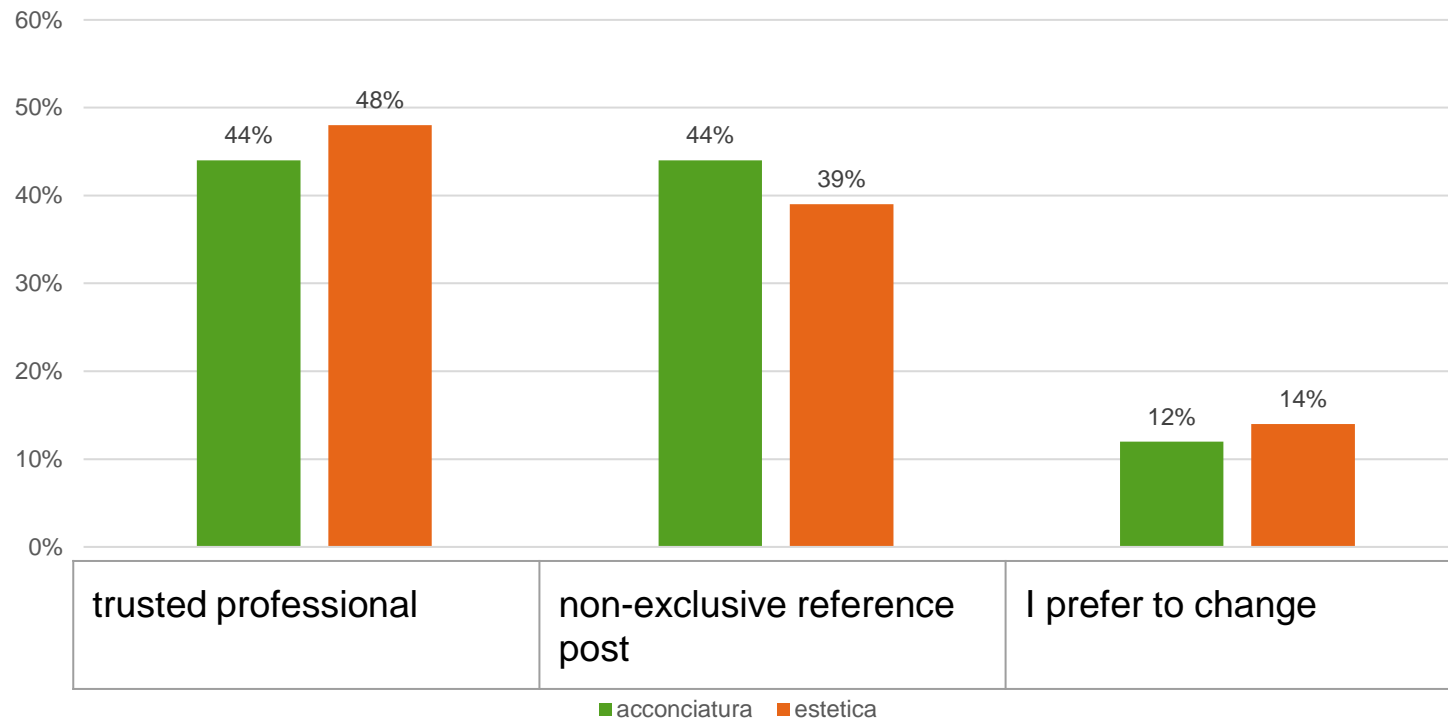


Figure 7: Frequencies of response to the tendency to retain the barber/hairdresser service or the beautician service

What are the indicators of importance

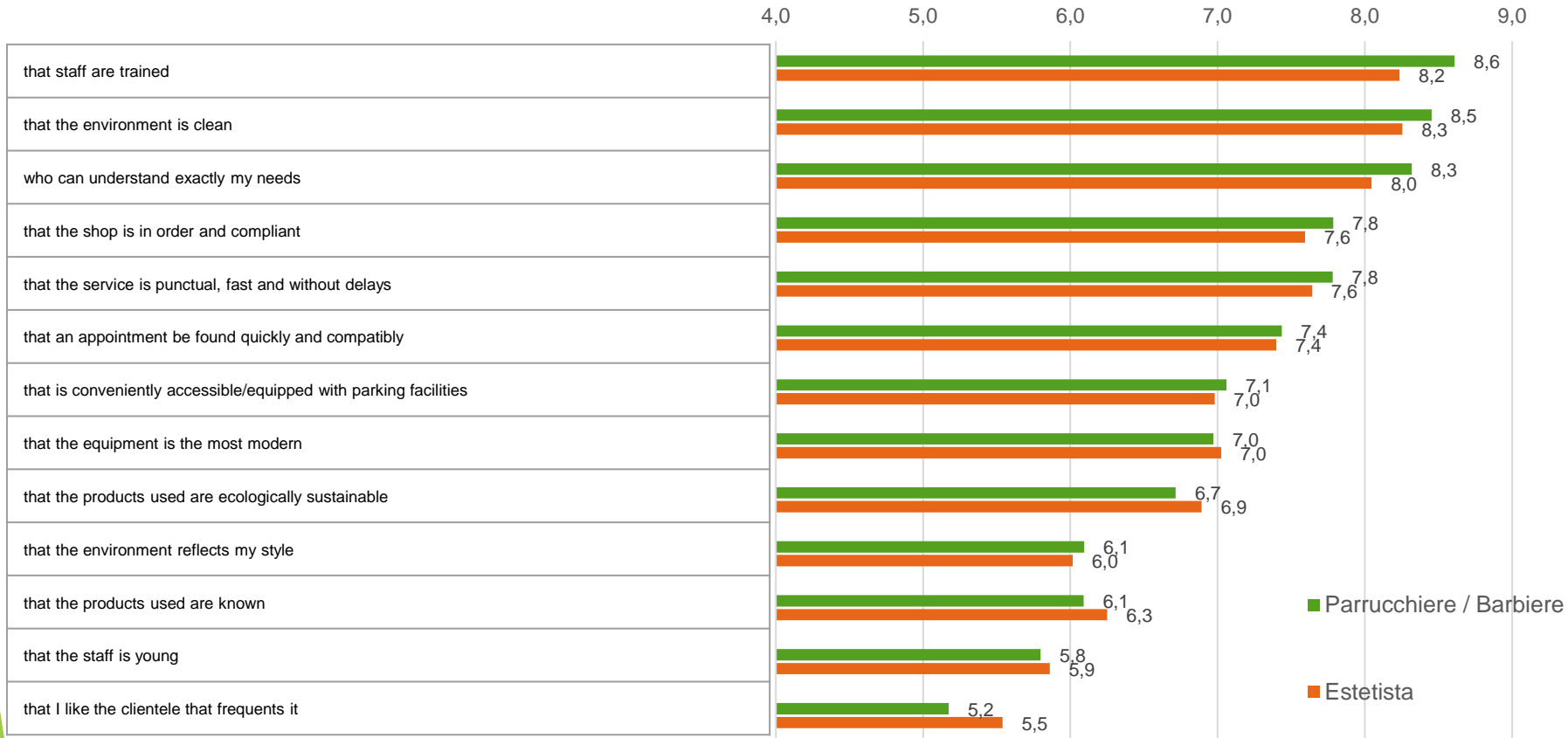
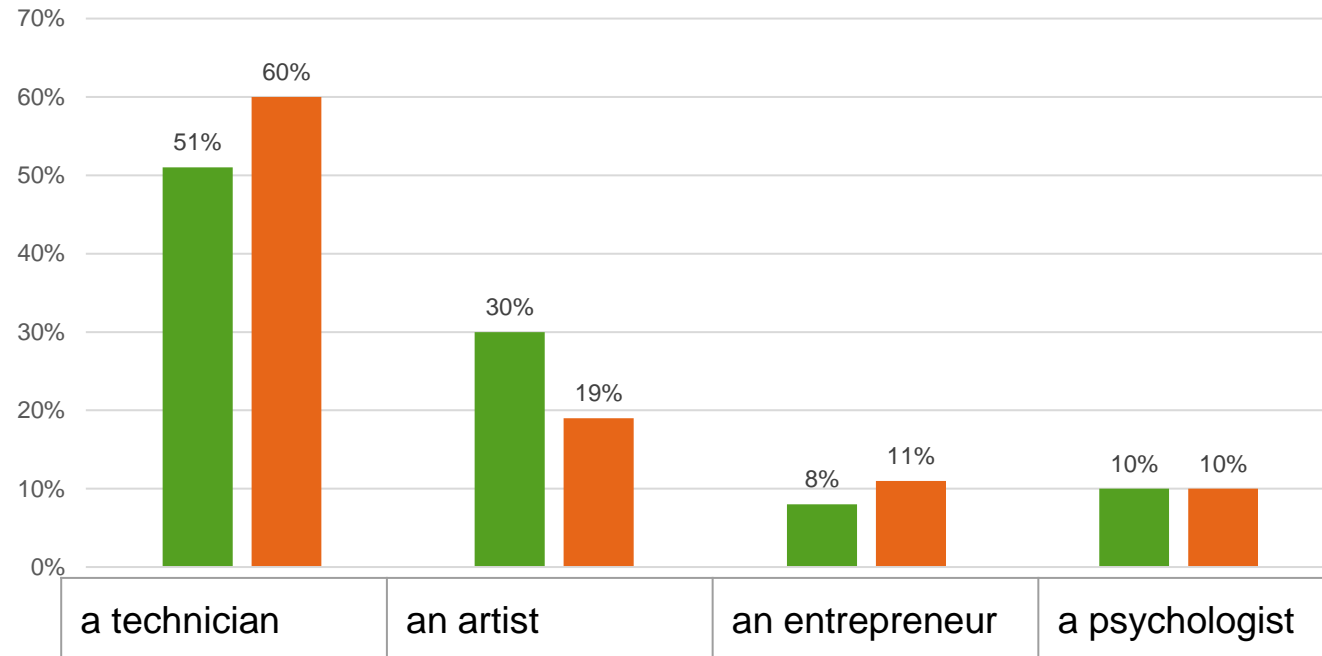


Figure 8. Importance rating of loyalty indicators

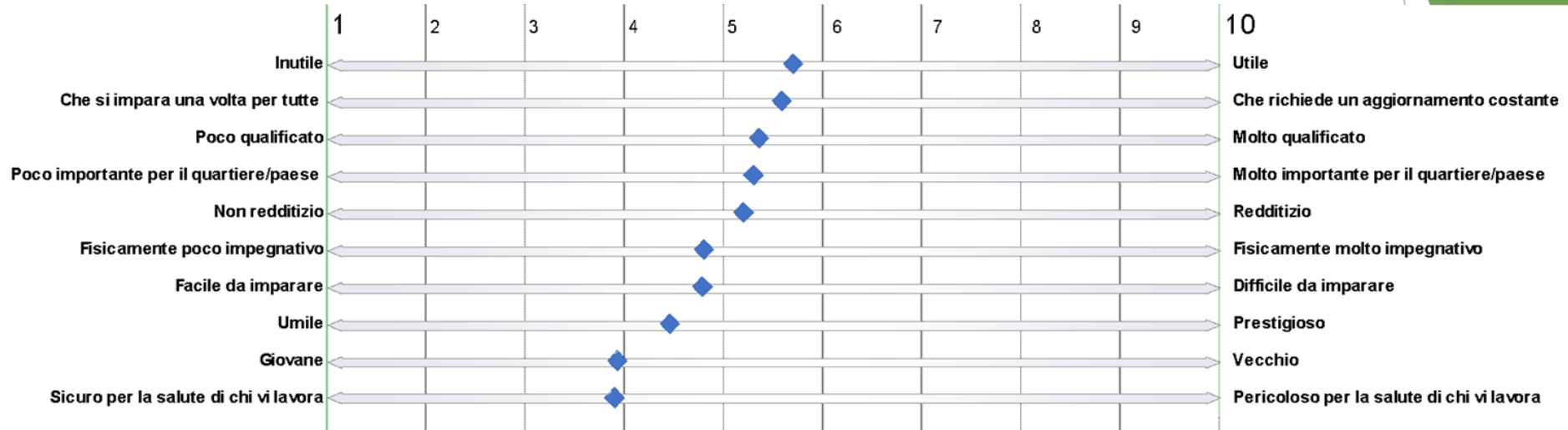
What professional type is it?



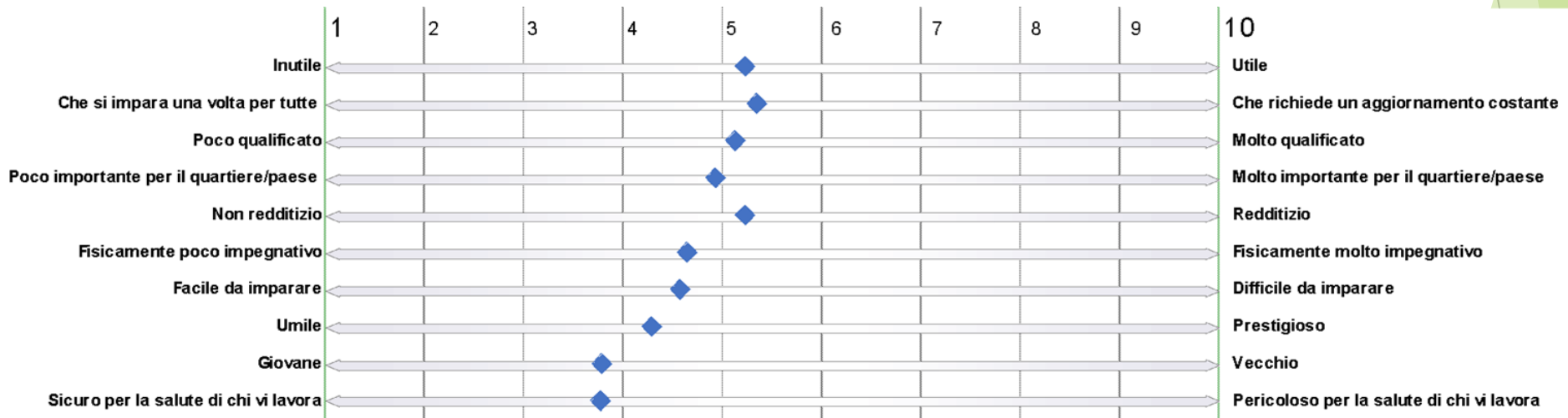
Let us address the topic of [hairdresser/barber][beautician] service. According to you, the ideal hairdresser/barber is first of all....

- An **artist**, who expresses his creativity in the service
- A **technician**, who carries out precisely the service requested by the client
- A **psychologist**, who interprets the client's requests
- An **entrepreneur**, who proposes services and products

According to you, a job like hairdressing is a job....



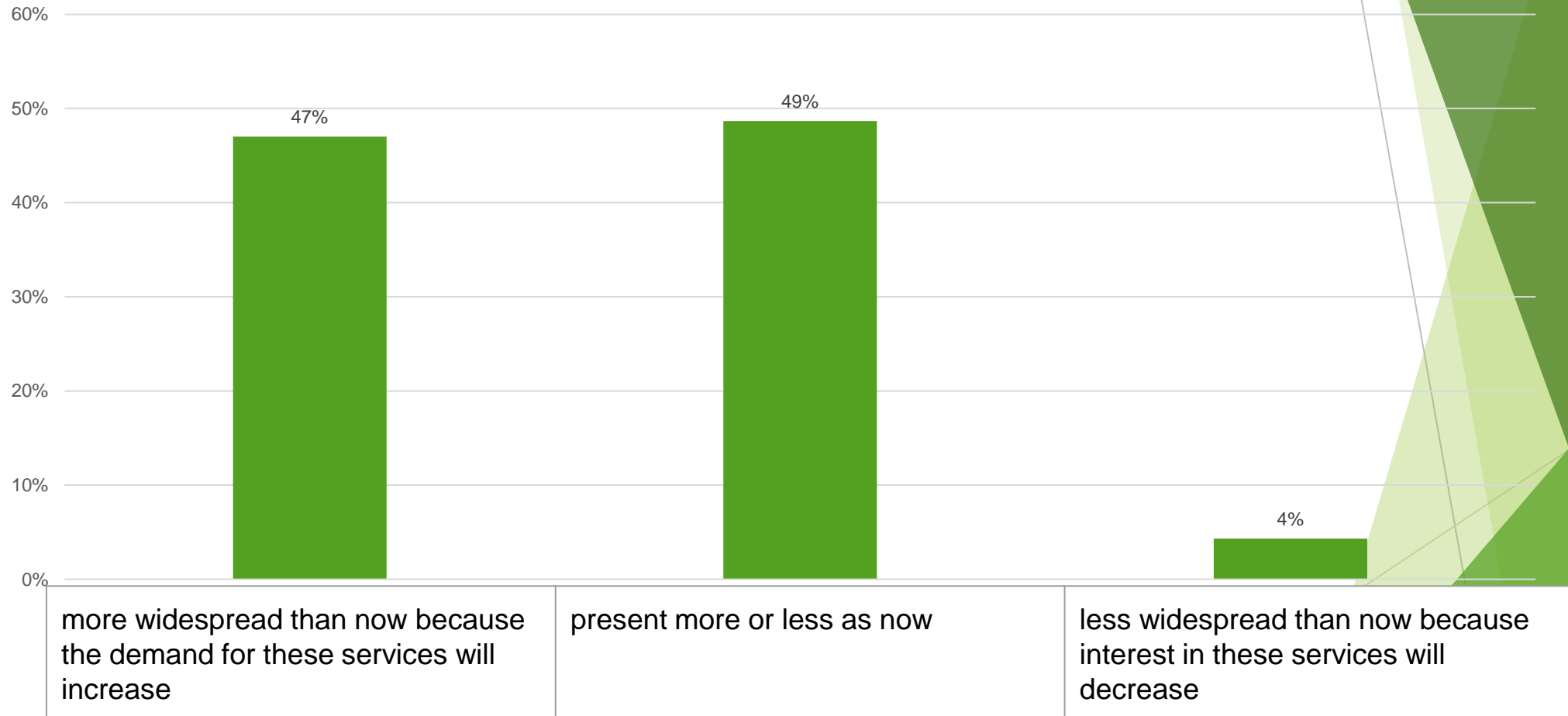
According to you, a job like that of a beautician is a job....



Item Translation

useless	useful
that you learn once and for all	which requires constant updating
poorly qualified	highly qualified
unimportant for the country	very important for the country
unprofitable	profitable
physically undemanding	physically very demanding
easy to learn	difficult to learn
humble	prestigious
young	old
safe for the health of workers	hazardous to workers' health

Prospects for the future



Prospects for the future

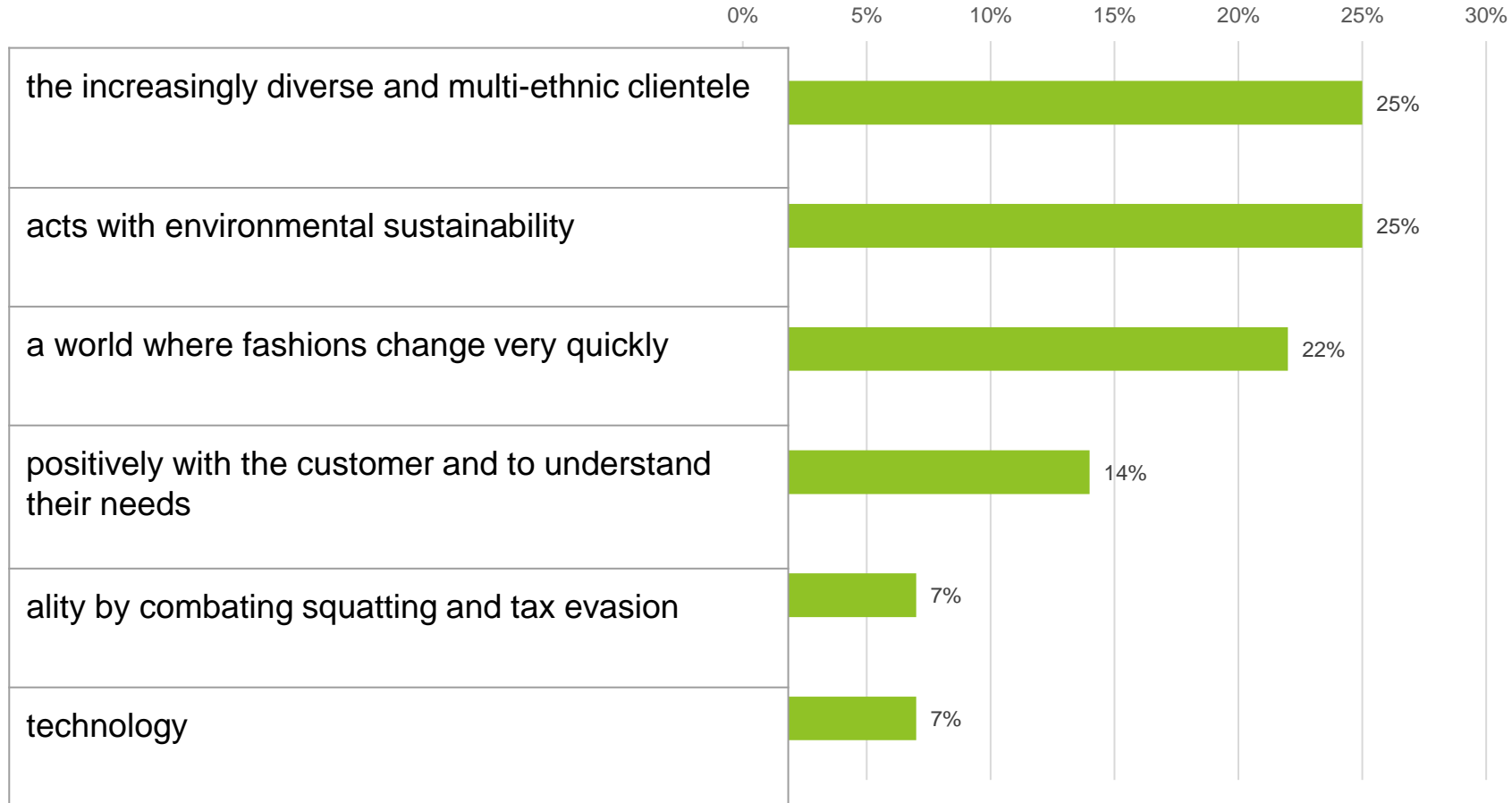


Figure 20. Frequency of responses regarding the first challenge for the beauty and hairstyling sector in the next 20 years

Final considerations

Wellness professions are recognised by young adults:

- how does this impact on school choice after eighth grade?
- what paths/communication processes can we do to attract younger people?
- which qualification paths for young adults?

The craftsman who will have to work or manage the salon is not only an expert technician in the performance, but also many other multidisciplinary skills are required

- how can entrepreneurial skills be enhanced?
- how to support the continuous training of craftsmen in the sector, going beyond the focus on technique alone?

Thank you for your attention!



Franca Bandiera
041932241
direzione@ivl.it

Elisa Gusella
041932241 -2
elisa.gusella@ivl.it



Erasmus+