Consumer Snapshot - Volume IV

Male Consumer INSIGHTS

International SPA Association Foundation | October 2013

ISPA FOUNDATION CONSUMER SNAPSHOT INITIATIVE

The ISPA Foundation commissioned PwC to conduct a nationally-representative U.S. survey program to provide valuable consumer insights. This is the fourth volume - launched in August 2013. The aim of this volume is to get inside the mind of the U.S. male consumer and to better understand their choices and perceptions that relate to the spa industry.

The snapshots offer invaluable insight into the real-life attitudes and opinions of a sample of the U.S. population at a point in time. The level of interest in the results has been remarkable, building on the success of the previous three volumes. Male consumer data from the first three volumes is also highlighted within this booklet.

For the purposes of the study, a "spa-goer" is defined as a person who has visited/attended a spa at least once in the past 12 months. A 'non-spa-goer' is defined as either an 'inactive spa-goer' (a person who has visited/attended a spa before, but has not been to a spa in the past 12 months) or a 'non-spa-goer' (a person who has never visited/attended a spa).

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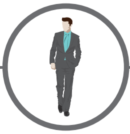


THE AVERAGE MALE SPA-GOER

When looking at today's spa-goer audience, men represent almost half (47%) of the spa-going population in the U.S. This research report takes a deeper look at the male consumer and outlines key insights that will help us better understand the thoughts and preferences of this audience.

Twenty-eight percent of men have visited a spa within the past 12 months. Compared to the average American man, the typical male spa-goer is more likely to be 25 to 44 years old (52%), from a household earning over $50,000 (71% vs 43% for non-spa-goers) and is more likely to be employed at a manager level or above (76% versus 38%). The region with the highest proportion of spa-goers is the Southwest, and California in particular has a spa-going incidence of 40% compared to the national average of 28%.

Our typical male spa-goer is very likely to have experienced a massage (83%), and fairly likely to have experienced fitness classes (43%) but less likely to have tried wrinkle-relief (15%).

Most of his spa visits typically last between one and two hours and he places a high premium on spa features such as ambiance, cleanliness, amenities and the expertise of staff, as well as being particularly interested in spas that offer treatments to relieve sore muscles.

Perhaps not surprisingly, his most purchased retail items are shaving products (75%), followed by vitamin or health supplements (68%), while half of all male spa-goers use moisturizer compared to less than a quarter of non-spa-goers.

Compared to his non-spa-going counterpart, the male spa-goer is more likely to report higher levels of stress; a feature that appears to be correlated to higher levels of professional responsibility, but may also be driven by the fact that the male spa-goer reports higher levels of physically strenuous activity both in and outside of work.

SPA TREATMENTS

Among male spa-goers, massage remains the most popular offering, as seen in previous studies of both men and women. Almost double the amount of men have tried massage (83%) compared to the next most popular offering, fitness classes (43%). A large number of male spa-goers said they were interested in trying or learning more about offerings such as hydrotherapy (51%), acupuncture (47%), mind/body experiences (47%) and aromatherapy (45%).

	Have tried	Have not tried, but interested in trying or learning more	Have not tried and not interested in trying
Massage	83%	16%	2%
Fitness classes	43%	35%	22%
Pedicure	37%	29%	34%
Manicure	33%	29%	39%
Facial	31%	32%	37%
Aromatherapy	24%	45%	32%
Body scrub/wrap	23%	41%	36%
Movement classes	22%	44%	35%
Acupuncture	22%	47%	31%
Hydrotherapy	21%	51%	27%
Mind/body experiences	21%	47%	31%
Alcohol-based treatments	17%	33%	50%
Wrinkle relief	15%	34%	52%

Base: Male spa-goers

WHY MEN CHOOSE NOT TO VISIT A SPA

For non-spa-goers, cost remains the biggest deterrent, echoing findings from previous volumes. In Volume III, 56% of male non-spa-goers also reported that spas were “too costly”, whereas the figure for females was 73% - emphasizing the view that males appear to be less price sensitive than females.

Twenty-nine percent of non-spa-goers “do not see any perceived benefits” from spas, although this figure is much lower among the younger age groups, and rises to 42% for those 65 and over. Eighteen to 24 year olds are more likely to say they do not visit spas because they are "not familiar with a spa environment/ etiquette" (39%) and that "none of their friends go" (21%), while 19% of all male respondents perceive that “spas are for women”.

Why male non-spa-goers chose not to visit a spa in the past 12 months

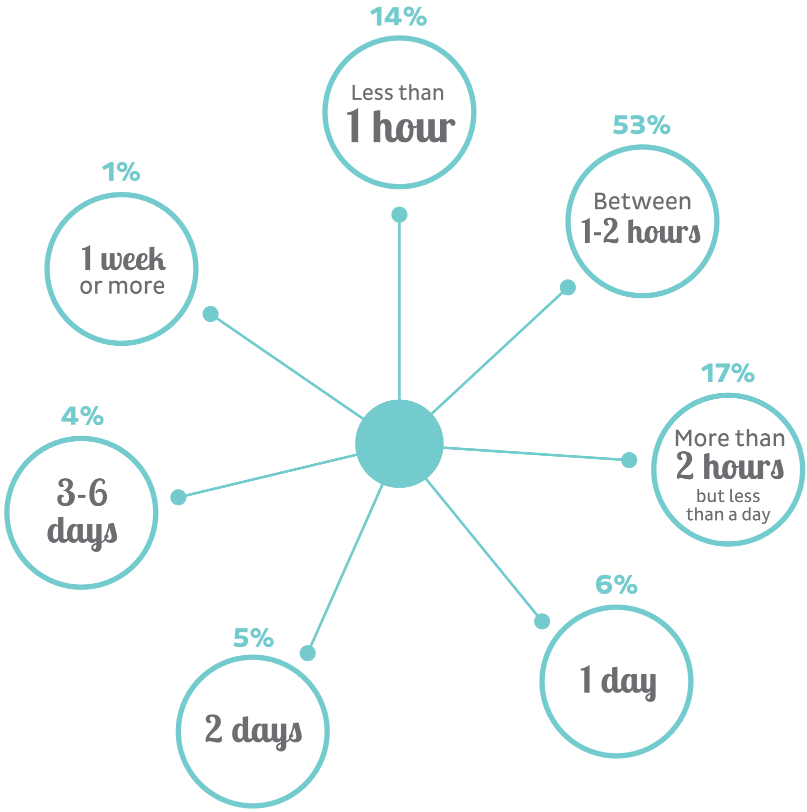
Too costly	49%
Do not see any perceived benefits	29%
Not familiar with a spa environment and/or spa etiquette	25%
Spas are for women	19%
Do not have spas available in my area	18%
Do not have enough time	17%
Not comfortable/embarrassed visiting a spa	17%
None of my friends go	14%
Too indulgent	11%
Other	4%
Spas have an unfavorable reputation	2%

Base: Male non-spa-goers

LENGTH OF STAY

The majority of male spa-goers (53%) spent between one and two hours at a spa during their last visit and 84% were at the spa for less than a day. Those who visited spas more frequently were also more likely to stay for a longer time per visit. A third of those who visit five or more times a year (35%) stayed between one and six days for their most recent spa visit.

Length of stay for the male spa-goer during their most recent visit to the spa:



Base: Male spa-goers

SPA FEATURES

Male spa-goers were asked to identify how specific features influenced their decision to visit a spa.

Respondents used a five-point scale to identify the level of influence for each feature

5 — Influences to a great extent

1 — Does not influence at all

Facilities

Cleanliness within the spa	4.51
Amenities	4.05
Ambiance within the spa	4.03
Location/parking/accessibility	3.79
Televisions in the spa/locker room/communal areas	3.13
Availability of food & drinks (non-alcoholic)	3.09
Bar/social area to relax before/after treatment	3.06
Availability of alcoholic beverages	2.80

Services Offered

Treatments to relieve sore muscles	4.15
Expertise/credentials of therapists/staff	4.08
Quality of products used	3.77
Treatments tailored towards men	3.76
Gender of therapists	3.61
Shorter treatment times (30-minutes or less)	3.31
Retail products tailored towards men	3.30
Couples treatments	3.16
Weight loss programs	2.95

Marketing

Discounts offered	3.88
Loyalty rewards program for repeat visits	3.70
Spa recommended by a friend	3.62
Brand name/reputation of spa	3.49
Receive free samples of the newest retail products	3.44
Spa is popular with men	3.15
Promotion on social media	2.94

Base: Male spa-goers

Overall, three out of the top five highest-ranking spa features revolve around the basic fundamentals of operating a spa: the cleanliness of the spa (4.51), its amenities (4.05) and ambiance (4.03).

Discounts are a fairly significant factor (3.88) in the mind of the male spa-goer, and the importance given to them by men is roughly the same as the first time the question was asked in 2011 (3.74) in Volume II. Social media promotions are not viewed as influential, a view that was shared by respondents, and in particular men, in Volume III.

Many common (but perhaps unfair) stereotypes of men do not seem to fit the profile of a typical male spa-goer, in terms of the features they seek from a spa. Few respondents had any desire to have a bar or social area (3.06) or televisions in locker rooms or communal areas (3.13). There was little desire to have alcoholic drinks served (2.80) and the notion of the spa being popular with other men did not have much of an influence on whether they would visit a spa (3.15).

RETAIL

Perhaps not surprisingly, shaving products were the most popular product bought by both male spa-goers (75%) and non-spa-goers (69%). Vitamins or health supplements ranked second, having been purchased by 68% of spa-goers and 55% of non-spa-goers, with sun care products in third place in both categories.

Overall, men are most likely to buy personal care products in a grocery store/supermarket (38%), followed by pharmacies (22%) and department stores (21%). Online purchases account for 10% of products bought while spas are responsible for selling 4%.

Both male spa-goer and non-spa-goer audiences were asked to identify which of the following products they purchased within the past year.

	All male consumers	Male spa-goers	Male non-spa-goers
Shaving product	71%	75%	69%
Vitamin or health supplement	59%	68%	55%
Sun care product	36%	53%	30%
Moisturizer	31%	50%	24%
Hair styling product	30%	46%	23%
Body scrub	25%	41%	19%
Acne treatment	14%	24%	9%
Other skin care product	12%	10%	13%
Anti-aging skin care product	7%	20%	2%
Self-tanning product	5%	15%	1%

RETAIL | Shaving Product

Shaving products were the most popular retail products purchased by both male spa-goers and non-spa-goers. Overall, 58% purchased them in grocery stores/supermarkets and many more in department stores (27%), pharmacies (22%) and online (9%).

The vast majority (76%) spent less than $10 per shaving product; however, 14% spent between $10 and $20 and 10% spent more than $20.

Purchased shaving product(s) within the past year:

75% Male spa-goer

69% Male non-spa-goer

Locations where men purchased shaving product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	55%	59%
Department store	30%	25%
Pharmacy	26%	21%
Catalog/door-to-door sales	3%	0%
Online	14%	7%
Spa	9%	0%
Other	1%	4%

Amount most frequently spent on a shaving product (per item):

$5–$10
Male spa-goer

<$5
Male non-spa-goer

RETAIL | Vitamin or Health Supplements

Vitamins and health supplements were purchased in high amounts by both male spa-goers (68%) and non-spa-goers (55%), although spa-goers were likely to spend more. Eleven percent of spa-going males spent more than $50 per product and 8% bought their vitamins/supplements in spas.

Grocery stores/supermarkets remain the most popular location of purchase for all males, but compared with other products, more vitamins/supplements are purchased in pharmacies, online and in health stores.

Purchased vitamin or health supplement product(s) within the past year:

68% Male spa-goer

55% Male non-spa-goer

Locations where men purchased vitamin or health supplement product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	43%	47%
Department store	21%	18%
Pharmacy	36%	28%
Catalog/door-to-door sales	4%	1%
Online	19%	16%
Spa	8%	0%
Health store	2%	5%
Other	2%	7%

Amount most frequently spent on a vitamin or health supplement (per item):

$10–$20 Male spa-goer

$5–$10 Male non-spa-goer

RETAIL | Sun Care Products

Sun care products were the third most popular retail product among male consumers. However, male spa-goers were much more likely to purchase a sun care product (53% compared to 30% of non-spa-goers).

Almost half of the male consumers purchased sun care products in grocery stores/supermarkets (48%), followed by more than one third who had purchased these products in a pharmacy (35%). Males in the 35-44 age group were the most likely to purchase sun care products (48%) and those in the 55-64 age group were the least likely (27%).

Purchased sun care product(s) within the past year:

53% Male spa-goer **30%** Male non-spa-goer

Locations where men purchased sun care product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	44%	51%
Department store	28%	26%
Pharmacy	39%	32%
Catalog/door-to-door sales	3%	0%
Online	11%	4%
Spa	11%	0%
Other	0%	2%

Amount most frequently spent on a sun care product (per item):

$5–$10
Male spa-goer

$5–$10
Male non-spa-goer

RETAIL | Moisturizer

Overall, 31% of male consumers had purchased moisturizer in the past year. When looking at male spa-goers, half of them purchased moisturizer within the past year, compared to less than one quarter of non-spa-goers. Males in the higher income brackets were more likely to purchase moisturizer than those in the lower income brackets (at least 40% of males earning $75,000 or more compared to less than a quarter who earn under $35,000).

Purchased moisturizer(s) within the past year:

50% Male spa-goer **24%** Male non-spa-goer

Locations where men purchased moisturizer(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	39%	48%
Department store	36%	26%
Pharmacy	22%	24%
Catalog/door-to-door sales	5%	1%
Online	14%	7%
Spa	15%	1%
Other	1%	5%

Amount most frequently spent on a moisturizer (per item):

$5–$10 Male spa-goer

$5–$10 Male non-spa-goer

RETAIL | Hair Styling Products

Hair styling products proved to be more popular among spa-goers compared to non-spa-goers (46% versus 23%). Over half of male consumers are purchasing their hair-styling product in grocery stores/supermarkets, with 31% making their purchases in department stores. As with many of the products, those in the higher income brackets were more likely to purchase hair styling products; however, this does not appear to have an impact on their spending levels with all male consumers tending to spend less than $10 on hair styling products.

Purchased hair styling product(s) within the past year:

46% Male spa-goer **23%** Male non-spa-goer

Locations where men purchased hair styling product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	52%	55%
Department store	31%	32%
Pharmacy	24%	20%
Catalog/door-to-door sales	6%	0%
Online	15%	5%
Spa	12%	0%
Other	6%	8%

Amount most frequently spent on a hair styling product (per item):

$5–$10 Male spa-goer

<$5 Male non-spa-goer

RETAIL | Body Scrubs

Body scrubs were purchased by one quarter of all males. The popularity of this product was significantly greater among spa-goers (41% compared to 19%). Those in the 25-34 year old age group were most likely to purchase a body scrub. Spend levels tended to be relatively low, with the vast majority spending less than $10 on a body scrub, although spend levels among spa-goers tended to be slightly higher for this product.

Purchased body scrub(s) within the past year:

41% Male spa-goer **19%** Male non-spa-goer

Locations where men purchased body scrub(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	34%	50%
Department store	29%	35%
Pharmacy	26%	17%
Catalog/door-to-door sales	8%	2%
Online	16%	7%
Spa	19%	0%
Other	0%	3%

Amount most frequently spent on a body scrub (per item):

$5–$10
Male spa-goer

<$5
Male non-spa-goer

RETAIL | Acne Treatments

It should be noted that while one-third of male spa-goers who purchased an acne treatment spent between $5 and $10, a large proportion (30%) also spent between $20 and $50. The proportion of non-spa-going men spending between $20 and $50 was only 5%.

As seen with other products, spa-goers tend to purchase their products at a wider array of locations; whereas, non-spa-goers tend to stick to grocery stores/supermarkets.

Purchased acne treatment(s) within the past year:

24% Male spa-goer

9% Male non-spa-goer

Locations where men purchased acne treatment(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	33%	46%
Department store	32%	18%
Pharmacy	36%	30%
Catalog/door-to-door sales	4%	2%
Online	23%	15%
Spa	17%	0%
Other	1%	5%

Amount most frequently spent on acne treatment (per item):

$5–$10
Male spa-goer

$5–$10
Male non-spa-goer

RETAIL | Anti-Aging Skin Care Products

The amount of males buying anti-aging products was low overall (7%). Only 2% of non-spa-goers had purchased these products in the past year, though this rose to 20% in the male spa-going population. While the majority of both spa-goers and non-spa-goers spent the same average amount on anti-aging skin care, the proportion of those spending between $20 and $50 was much higher for spa goers (30% versus 7%).

Purchased anti-aging skin care product(s) within the past year:

20% Male spa-goer

2% Male non-spa-goer

Locations where men purchased anti-aging skin care product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	36%	27%
Department store	43%	0%
Pharmacy	25%	60%
Catalog/door-to-door sales	13%	0%
Online	30%	27%
Spa	25%	7%
Other	0%	0%

Amount most frequently spent on an anti-aging skin care product (per item):

$20–$50
Male spa-goer

$10–$20
Male non-spa-goer

RETAIL | Self-Tanning Products

The overall amount of men purchasing self-tanning products was low (5% overall), but heavily skewed in favor of spa-goers of whom 15% had purchased in the past year, compared with only 1% of non-spa-goers. In addition, non-spa-goers spent considerably less; the majority (67%) spent on average between $5 and $10 compared to 51% of spa-goers who spent between $20 and $50.

Purchased self-tanning product(s) within the past year:

15% Male spa-goer **1%** Male non-spa-goer

Locations where men purchased self-tanning product(s):

	Male spa-goers	Male non-spa-goers
Grocery store/supermarket	23%	11%
Department store	44%	67%
Pharmacy	30%	22%
Catalog/door-to-door sales	23%	0%
Online	21%	0%
Spa	37%	0%
Other	0%	0%

Amount most frequently spent on a self-tanning product (per item):

$30–$50 Male spa-goer

$5–$10 Male non-spa-goer

RETAIL MARKETING

Great variation can be seen in the marketing of different products. More than half of the body scrubs (54%) and hair styling product (52%) purchased by men were marketed as specifically male products, while this figure was 90% for shaving products. Almost equal proportions of men use unisex moisturizer (40%) as use a moisturizer specifically targeted towards men (34%), but only 12% use a product marketed towards women.

Vitamin or health supplements are one area where men frequently buy male-oriented (39%) or unisex products (36%), but are very unlikely (2%) to buy products marketed towards women.

	Marketed towards men	Marketed towards women	Marketed as unisex	Not Specified
Acne treatment	22%	8%	52%	18%
Anti-aging skin care product	34%	20%	39%	7%
Body scrub	54%	9%	27%	9%
Hair styling product	52%	9%	29%	11%
Moisturizer	34%	12%	40%	15%
Self-tanning product	21%	29%	40%	10%
Shaving product	90%	1%	6%	2%
Sun care product	12%	3%	63%	22%
Vitamin or health supplement	39%	2%	36%	23%

LIFESTYLE | Stress

Respondents were asked to identify how often, over the past 12 months, they felt stressed or unable to cope with all the things they had to do.

	All male consumers	Male spa-goers	Male non-spa-goers
Never - low stress	19%	10%	22%
Almost never - low stress	27%	22%	29%
Sometimes - medium stress	36%	41%	34%
Fairly often - high stress	11%	16%	9%
Often - high stress	8%	11%	6%

Based on how they answered the above question, respondents were grouped into "low-stress", "medium-stress" and "high-stress" groups. As in previous studies, it was clear that spa-goers tend to exhibit higher levels of stress overall. Twenty-seven percent of spa-goers are in the high-stress group versus 15% of non-spa-goers.

Stress increases with the level of professional responsibility. Over half (52%) of those working below a manager level were in the low-stress group, compared to only 17% of those working above a manager level. People with higher levels of stress are also most likely to have tried many different treatments.

LIFESTYLE | Health and Wellness

To what extent do men agree/disagree with the following statement?

"I invest in my health and wellness."

	All male consumers	Male spa-goers	Male non-spa-goers
1 - Strongly disagree	2%	0%	3%
2	10%	4%	12%
3	31%	25%	33%
4	32%	31%	32%
5 - Strongly agree	25%	39%	20%

There appears, as expected, to be a strong relationship between the amount of visits to a spa in the past year and the extent to which an individual agrees that he invests in his health and wellness.

Thirty-nine percent of male spa-goers strongly agreed they invest in their health and wellness versus 20% of male-spa-goers.

Of all the treatments respondents were asked about, those who claim to invest more strongly in their health and wellness had tried a much wider variety, and were likely to have stayed longer during their last visit.

Male consumers who spend $20 or more on products are more likely to strongly agree that they invest in their health and wellness (40% compared to 25% overall).

LIFESTYLE | Active Lifestyle

To what extent do men agree/disagree with the following statements?

"I have an active and/or physically strenuous lifestyle outside of work."

	All male consumers	Male spa-goers	Male non-spa-goers
1 - Strongly disagree	12%	4%	15%
2	23%	13%	27%
3	30%	29%	30%
4	22%	28%	19%
5 - Strongly agree	15%	26%	10%

"My job is active and/or physically strenuous on most days."

	All male consumers	Male spa-goers	Male non-spa-goers
1 - Strongly disagree	22%	14%	26%
2	23%	20%	25%
3	24%	23%	24%
4	18%	24%	15%
5 - Strongly agree	13%	19%	10%

TRAVEL

On average, how many times per year do men travel away from home for two or more nights?

	All male consumers	Male spa-goers	Male non-spa-goers
Personal trips per year	3.11	4.56	2.54
Business trips per year	1.51	3.28	0.81
TOTAL trips per year	4.57	7.77	3.31

How frequently do men visit a spa while traveling?

	All male spa-goers
Spa visits on personal trips per year	2.22
Spa visits on business trips per year	2.14
TOTAL spa visits on trips per year	3.47

Base: All respondents who indicated they traveled away from home at least one time per year or more in the previous question.

These figures highlight the fact that male spa-goers are more likely to travel frequently than non-spa-goers, overall but especially on business trips.

Those who visit spas five times or more per year take an average of 8.75 trips per year comprising 7.83 spa visits. Those who visit spas more frequently also seem to travel more frequently.

TAKING A LOOK BACK

The second and third volumes of the ISPA Foundation Consumer Snapshot, released in July 2012 and February 2013, also gathered some valuable male consumer insights.

Highlights are included to provide a more comprehensive look at the male audience.

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Reason for the most recent trip to a spa

Reduce/relieve stress	36%
Soothe sore joints/muscles	20%
Treat myself/indulge	12%
Improve my appearance	9%
Join a friend/relative at the spa	8%
Invest in overall wellness	7%
Utilize a gift card/certificate	3%
Lose weight	2%
Recover from injury/illness	2%
Other	1%

Base: Male spa-goers

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Words men correlate with a spa experience

Relaxation	72%
Pampering	60%
Stress relief	59%
Indulgence	52%
Escape	44%
Luxury	43%
Health & Wellness	42%
Beauty	28%
Holistic	18%
None of the above	7%
Other	3%

Base: Male spa-goers only

Which of the following reasons contributed to your decision to visit a spa in the past 12 months?

To reduce stress	64%
To indulge	43%
To escape	38%
To lead a healthy lifestyle	28%
To maintain	15%
None of the above	3%

Base: Male spa-goers only

TAKING A LOOK BACK

Consumer Snapshot - Volume II

Male spa-goers are more likely to go to a spa for the following services:

	...with a loyalty-reward program	...promoting a one-time discount on service
Facials	21%	29%
Massage	30%	20%
Manicure/Pedicure	18%	31%
Hair salon/Barbershop	24%	26%

The following types of incentives influence male consumers' decisions to remain loyal to a brand to some or a great extent.

Free treatment after a certain number of visits	70%
Loyalty rewards program for repeat visits	60%
Receive free samples of the newest retail products	58%
Discount on retail products for repeat customers	56%
Employees greet me by name & know my preferences	56%
Custom birthday greeting with a special gift	51%
Discounts for referring friends to the spa	49%
Access to VIP appointment times during peak days/hours	48%

Base: Male spa-goers

CONSUMER SNAPSHOT | Survey Methodology

The survey for Volume IV of the Spa Consumer Snapshot Initiative quickly achieved a total of 1,005 responses from a sample of U.S. male consumers representative of the age, income and regional distributions of the population as a whole. The survey utilized a panel technique and did not target spa-going persons in particular, so the natural completion levels allowed PwC to continue to monitor the incidence of spa attendance in the population.

It is important to understand that the results regarding spa attendance are self-reported by the snapshot participants and are not official statistics, nor can they be expected to be in line with what spas report (in terms of overall spa-going numbers or demographic composition of those using the facilities).

ABOUT THE FOUNDATION

The ISPA Foundation is the 501(c)3 arm of ISPA and was created in 1999 to serve the educational and research needs of the industry. The ISPA Foundation's mission is to improve and enhance the value of the spa experience; their vision is to advance spa culture to sustain health and well-being.

The ISPA Foundation also wishes to thank the individuals and companies who have given generously over the years including those from the Charter Club Members (found on the ISPA website) who continue to make these research projects and the work of the Foundation possible.

To learn more about the Foundation or to make a donation to help support the continuation of the Consumer Snapshot Initiative, please visit **experienceispa.com/ispafoundation.**

ABOUT PwC

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SUPPORTERS/CONTRIBUTIONS

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