

Section I

Survey Scope and Methodology

A. Beauty Care and Hairdressing Training Board

The Training Board

1.1 The Beauty Care and Hairdressing Training Board (“the Training Board”, formerly known as the “Beauty Care Training Board”) of the Vocational Training Council (VTC) was set up in 2001 to be responsible for determining and assessing the manpower situation and training needs of the industry and to recommend measures to the VTC, employers and educational/training institutions for the development of training facilities to meet the industry’s demand for trained manpower. Refer to Appendices 1 and 2 respectively for terms of reference and membership list of the Training Board.

Working Party on Manpower Survey

1.2 A Working Party was formed under the Training Board to co-ordinate and oversee the manpower survey in questionnaire design, sampling, data analysis and reporting, with the assistance of the Census and Statistics Department (C&SD) of the HKSAR Government. The membership list of the Working Party is given in Appendix 3.

1.3 The Training Board has conducted four manpower surveys of the Beauty Care, Hairdressing and Cosmetics Industry since 2003. With the assistance of the C&SD, the fifth manpower survey was conducted in the first quarter of 2012, aiming to:

- i) identify the manpower and training needs of principal jobs of the Beauty Care, Hairdressing and Cosmetics Industry;
- ii) forecast the manpower growth of the industry; and
- iii) recommend measures to meet the training needs of the industry.

B. Scope and Methodology

Scope of the Survey

1.4 There have been no significant changes in the manpower structure of the industry in recent years. In this regard, the classification in the 2010 survey was adopted, covering principal jobs in six sectors of the industry as follows:

- i) School (Beauty & Hairdressing/Make-up & Nail) [abbreviated as “School”];
- ii) Beauty Centre/Health Centre & Spa [abbreviated as “Beauty Centre”];
- iii) Hairdressing Salon;
- iv) Cosmetic Product Company – Wholesale, Import & Export [abbreviated as “Cosmetic Product Company – WIE”];
- v) Cosmetic Product Company – Retail;
- vi) Nail Salon.

1.5 Survey samples of the above six sectors were randomly selected from the list of companies registered with the C&SD (data last updated in November, 2009). In C&SD’s database, however, the following classification was adopted:

- i) Branch 1 : Beauty Service
- ii) Branch 2 : Hairdressing Service
- iii) Branch 3 : Cosmetic Products and Perfumes - Wholesale, Import & Export
- iv) Branch 4 : Cosmetic Products - Retail
- v) Branch 5 : Athletic Institute
- vi) Branch 6 : School
- vii) Branch 7 : Bridal Salon
- viii) Branch 8 : Television & Entertainment Company

1.6 By stratified random sampling method, 997 out of the 11 271 companies were selected for this survey as follows:

Branch		Sampled Companies
1.	Beauty Service	350
2.	Hairdressing Service	312
3.	Cosmetic Products and Perfumes - Wholesale, Import & Export	94
4.	Cosmetic Products – Retail	98
5.	Athletic Institute	11
6.	School	79
7.	Bridal Salon	45
8.	Television & Entertainment Company	8
Total		997

1.7 Private training institutes/schools and non-profit making training institutes were also included in the School Branch for a better projection of the training manpower in the industry.

Methodology of the Survey

1.8 The survey aimed at collecting information on manpower and training situation of the Beauty Care, Hairdressing and Cosmetics Industry. Each of the 997 sampled companies was required to complete a questionnaire on manpower and training needs. Interviewing officers of the C&SD then visited the companies to collect the completed questionnaires and assisted in completing the questionnaires when necessary.

1.9 Employers were requested to classify their employees by their actual duties rather than the job titles they held in the organisation. A briefing on the nature of the various jobs was arranged for interviewing officers. Questionnaires collected were checked, coded and if necessary, verified with the respondents. The survey data obtained were statistically grossed up to project the overall manpower situation of the industry.

Analysis of the Responses

1.10 Of the 997 sampled companies, only 28 declined to respond. 718 provided the required information. The remaining 251 companies had either ceased operation, moved,

were untraceable or no longer engaged in the related trade. The overall effective response rate was 96.2%.

Limitations

1.11 Owing to resources constraints, companies were drawn by statistical sampling methods for this survey. Hence, statistical discrepancies were inevitable and might affect the interpretation of survey findings.