

Are you currently happy with your hair?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	281	423	267	453	547
Weighted Base	1000	130	90	70	377	251	81	337	367	272	490	510
Yes	80%	84%	77%	75%	81%	82%	74%	79%	81%	80%	84%	76%
No	20%	16%	23%	25%	19%	18%	26%	21%	19%	19%	15%	24%
(DK/NS)	0	-	1%	-	-	0	-	-	0	0	0	0

If you could change aspects of your hair, what would you change?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Not happy with hair												
Unweighted Base	204	24	24	25	58	47	26	61	86	54	71	133
Weighted Base	197	21	21	17	72	45	21	70	70	54	76	121
More volume	19%	17%	40%	15%	12%	26%	10%	11%	27%	20%	21%	18%
More shine	0	-	-	-	1%	-	-	-	1%	-	-	1%
Reduce hair loss patterns	8%	13%	10%	13%	8%	8%	-	6%	7%	13%	18%	2%
Colour	23%	13%	24%	46%	22%	21%	27%	30%	27%	12%	14%	29%
Length	26%	29%	8%	19%	38%	16%	24%	42%	23%	8%	22%	28%
Texture (straight vs. curly)	21%	33%	24%	23%	17%	19%	29%	23%	25%	15%	12%	28%
Thickness/ lots of hair	11%	5%	7%	11%	15%	13%	4%	3%	8%	25%	10%	12%
The style/ the cut	8%	4%	5%	-	8%	8%	23%	11%	8%	3%	-	13%
Less oily	1%	-	-	-	-	4%	-	-	1%	1%	-	1%
More moisture	1%	4%	-	-	1%	2%	-	1%	2%	-	-	2%
More manageable	1%	-	8%	-	-	2%	-	-	1%	3%	-	2%
Do a transplant	2%	-	-	-	2%	4%	-	-	-	6%	3%	1%
Other	2%	-	-	-	-	3%	11%	5%	-	-	5%	-
Nothing	1%	-	4%	8%	-	2%	-	-	2%	3%	3%	0
(DK/NS)	3%	4%	3%	-	4%	2%	-	2%	1%	5%	-	5%

If you had to go one day with only one of the of following, which would you choose?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Female respondents												
Unweighted Base	547	82	55	54	163	138	55	144	235	151	0	547
Weighted Base	510	66	45	36	193	129	41	166	182	149	0	510
Hair brush or comb	70%	67%	70%	77%	73%	65%	67%	59%	69%	83%	-	70%
Make up	30%	33%	30%	23%	27%	35%	33%	41%	31%	17%	-	30%

If you had to go one day with only one of the of following, which would you choose?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Male respondents												
Unweighted Base	453	68	45	46	137	112	45	137	188	116	453	0
Weighted Base	490	64	45	34	184	122	40	171	185	123	490	0
Hair brush or comb	51%	46%	66%	51%	47%	47%	70%	41%	57%	57%	51%	-
A Shave	48%	54%	32%	47%	53%	49%	30%	58%	42%	41%	48%	-
(DK/NS)	1%	-	2%	2%	1%	3%	-	1%	1%	2%	1%	-

Are you aware that diet and hormones can impact hair loss in women?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	281	423	267	453	547
Weighted Base	1000	130	90	70	377	251	81	337	367	272	490	510
Yes	48%	51%	60%	57%	47%	38%	51%	36%	53%	54%	27%	67%
No	52%	49%	40%	43%	52%	61%	49%	63%	47%	46%	71%	33%
(DK/NS)	1%	-	-	-	1%	1%	-	1%	1%	-	1%	-