



Canadian Online Omni April 18 - April 26, 2011

Schwartzkopf Omni 1

Table of Contents

1	1. If you could choose to change your hair colour for a day, which would you choose?
2	2. Do you feel that your hairdresser knows more secrets about you than your significant other?
3	3. If you could have any hair colour for the day, would you choose to go/stay blonde?
4	4_1. [Brunettes are typically trustworthy, faithful, even-tempered and clever] To what extent do you agree or disagree with the following statements?
5	4_2. [Blondes can be more youthful looking, choosy, outgoing and flirtatious] To what extent do you agree or disagree with the following statements?
6	4_3. [Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities] To what extent do you agree or disagree with the following statements?
7	4_4. [Blondes are sexy] To what extent do you agree or disagree with the following statements?
8	4_5. [Hair is an important part of one's appearance] To what extent do you agree or disagree with the following statements?
9	4. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements?
10	4. [Low2Box (Disagree) Summary] To what extent do you agree or disagree with the following statements?

1. If you could choose to change your hair colour for a day, which would you choose?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Blonde	161	70	90	52	65	44	13	62	58	27
	16%	15%	17%	19%	16%	14%	12%	16%	18%	15%
Brunette	117	53	65	42	45	30	19	39	40	19
	12%	11%	13%	15%	11%	9%	17%	10%	12%	11%
Red	111	21	90	52	42	18	9	35	45	22
	11%	4%	17%	18%	11%	5%	9%	9%	14%	12%
Copper	90	15	75	22	46	23	8	40	27	15
	9%	3%	15%	8%	12%	7%	8%	10%	8%	8%
No Change	521	325	196	112	199	210	58	210	155	98
	52%	67%	38%	40%	50%	65%	54%	54%	48%	54%
		B			C	CD				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. Do you feel that your hairdresser knows more secrets about you than your significant other?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Yes	106	44	62	28	40	38	8	39	37	21
	11%	9%	12%	10%	10%	12%	8%	10%	11%	11%
No	894	440	454	251	357	286	99	347	289	160
	89%	91%	88%	90%	90%	88%	92%	90%	89%	89%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. If you could have any hair colour for the day, would you choose to go/stay blonde?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Choose some other hair colour	670	333	337	193	259	219	71	263	216	121
	67%	69%	65%	69%	65%	68%	66%	68%	66%	67%
Go/stay Blonde	330	151	179	86	138	105	36	123	110	60
	33%	31%	35%	31%	35%	32%	34%	32%	34%	33%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4_1. [Brunettes are typically trustworthy, faithful, even-tempered and clever] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Brunettes are typically trustworthy, faithful, even-tempered and clever										
Strongly agree	126	58	68	45	51	30	12	58	46	11
	13%	12%	13%	16%	13%	9%	11%	15%	14%	6%
Somewhat agree				E				I	I	
	494	257	238	123	195	177	59	198	151	87
	49%	53%	46%	44%	49%	55%	55%	51%	46%	48%
Somewhat disagree		B				C				
	289	130	159	85	119	84	29	98	97	65
	29%	27%	31%	31%	30%	26%	27%	25%	30%	36%
Strongly disagree										G
	91	40	51	25	32	33	7	32	33	19
	9%	8%	10%	9%	8%	10%	7%	8%	10%	11%
Summary										
Top2Box (Agree)	620	314	306	168	245	207	71	256	196	97
	62%	65%	59%	60%	62%	64%	66%	66%	60%	54%
								I		
Low2Box (Disagree)	380	170	210	111	152	117	36	130	130	84
	38%	35%	41%	40%	38%	36%	34%	34%	40%	46%
										G

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4_2. [Blondes can be more youthful looking, choosy, outgoing and flirtatious] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Blondes can be more youthful looking, choosy, outgoing and flirtatious										
Strongly agree	116	71	45	48	40	28	16	52	35	14
	12%	15%	9%	17%	10%	9%	15%	13%	11%	7%
		B		DE						
Somewhat agree	457	245	212	125	184	148	49	169	159	81
	46%	51%	41%	45%	46%	46%	46%	44%	49%	45%
		B								
Somewhat disagree	317	127	190	78	129	110	33	127	91	66
	32%	26%	37%	28%	32%	34%	31%	33%	28%	37%
			A							
Strongly disagree	109	41	69	27	44	38	9	38	41	21
	11%	8%	13%	10%	11%	12%	9%	10%	13%	11%
			A							
Summary										
Top2Box (Agree)	573	316	257	174	224	176	64	220	194	94
	57%	65%	50%	62%	56%	54%	60%	57%	60%	52%
		B								
Low2Box (Disagree)	427	168	259	105	173	148	43	166	132	87
	43%	35%	50%	38%	44%	46%	40%	43%	40%	48%
			A							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4_3. [Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities										
Strongly agree	119	83	36	31	49	39	17	45	40	17
	12%	17%	7%	11%	12%	12%	16%	12%	12%	9%
Somewhat agree	451	218	233	113	177	160	56	170	148	77
	45%	45%	45%	41%	45%	49%	52%	44%	45%	43%
Somewhat disagree	334	143	191	113	132	88	29	137	102	66
	33%	29%	37%	41%	33%	27%	27%	35%	31%	37%
Strongly disagree	97	41	56	22	39	36	6	35	35	21
	10%	8%	11%	8%	10%	11%	5%	9%	11%	12%
Summary										
Top2Box (Agree)	570	301	269	144	226	199	73	215	189	94
	57%	62%	52%	52%	57%	62%	68%	56%	58%	52%
Low2Box (Disagree)	430	183	247	135	171	125	34	171	137	87
	43%	38%	48%	48%	43%	38%	32%	44%	42%	48%
			A	E				F		F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4_4. [Blondes are sexy] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Blondes are sexy										
Strongly agree	134	85	49	57	42	35	18	57	37	21
	13%	17%	10%	20%	11%	11%	17%	15%	11%	12%
Somewhat agree		B		DE						
	455	239	215	128	180	147	46	174	161	73
	45%	49%	42%	46%	45%	45%	43%	45%	49%	40%
Somewhat disagree		B								
	302	115	187	69	129	104	37	114	87	64
	30%	24%	36%	25%	32%	32%	34%	30%	27%	35%
Strongly disagree			A		C					
	110	45	64	25	46	39	6	40	41	22
	11%	9%	12%	9%	12%	12%	5%	10%	13%	12%
									F	
Summary										
Top2Box (Agree)	588	324	264	185	222	181	64	231	198	95
	59%	67%	51%	66%	56%	56%	60%	60%	61%	52%
		B		DE						
Low2Box (Disagree)	412	160	252	94	175	143	42	155	128	86
	41%	33%	49%	34%	44%	44%	40%	40%	39%	48%
			A		C	C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4_5. [Hair is an important part of one's appearance] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Hair is an important part of one's appearance										
Strongly agree	450	169	281	131	169	150	50	174	148	77
	45%	35%	54%	47%	43%	46%	47%	45%	45%	43%
		A								
Somewhat agree	431	238	193	118	174	138	42	171	147	71
	43%	49%	37%	42%	44%	43%	39%	44%	45%	39%
		B								
Somewhat disagree	81	51	30	20	40	21	13	25	20	23
	8%	10%	6%	7%	10%	7%	12%	7%	6%	13%
		B								GH
Strongly disagree	38	27	11	11	13	14	2	15	12	9
	4%	5%	2%	4%	3%	4%	2%	4%	4%	5%
		B								
Summary										
Top2Box (Agree)	881	407	474	249	343	289	92	346	294	149
	88%	84%	92%	89%	87%	89%	86%	90%	90%	82%
		A						I	I	
Low2Box (Disagree)	119	77	42	30	54	35	15	40	32	32
	12%	16%	8%	11%	13%	11%	14%	10%	10%	18%
		B								GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Top2Box (Agree) Summary										
Hair is an important part of one's appearance	881	407	474	249	343	289	92	346	294	149
	88%	84%	92%	89%	87%	89%	86%	90%	90%	82%
			A					I	I	
Brunettes are typically trustworthy, faithful, even-tempered and clever	620	314	306	168	245	207	71	256	196	97
	62%	65%	59%	60%	62%	64%	66%	66%	60%	54%
								I		
Blondes are sexy	588	324	264	185	222	181	64	231	198	95
	59%	67%	51%	66%	56%	56%	60%	60%	61%	52%
		B		DE						
Blondes can be more youthful looking, choosy, outgoing and flirtatious	573	316	257	174	224	176	64	220	194	94
	57%	65%	50%	62%	56%	54%	60%	57%	60%	52%
		B								
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities	570	301	269	144	226	199	73	215	189	94
	57%	62%	52%	52%	57%	62%	68%	56%	58%	52%
		B				C	GI			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4. [Low2Box (Disagree) Summary] To what extent do you agree or disagree with the following statements?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	472	528	264	424	312	92	333	453	122
Weighted	1000	484	516	279	397	324	107*	386	326	181
Low2Box (Disagree) Summary										
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities	430	183	247	135	171	125	34	171	137	87
	43%	38%	48%	48%	43%	38%	32%	44%	42%	48%
			A	E				F		F
Blondes can be more youthful looking, choosy, outgoing and flirtatious	427	168	259	105	173	148	43	166	132	87
	43%	35%	50%	38%	44%	46%	40%	43%	40%	48%
			A							
Blondes are sexy	412	160	252	94	175	143	42	155	128	86
	41%	33%	49%	34%	44%	44%	40%	40%	39%	48%
			A		C	C				
Brunettes are typically trustworthy, faithful, even-tempered and clever	380	170	210	111	152	117	36	130	130	84
	38%	35%	41%	40%	38%	36%	34%	34%	40%	46%
										G
Hair is an important part of one's appearance	119	77	42	30	54	35	15	40	32	32
	12%	16%	8%	11%	13%	11%	14%	10%	10%	18%
		B								GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base