



Canadian Online Omni April 18 - April 26, 2011

Schwartzkopf Omni 2

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Blonde	161	24	12	13	55	38	19	42	47	71	41	119
	16%	18%	12%	20%	14%	15%	26%	18%	15%	16%	19%	15%
							BD					
Brunette	117	12	13	8	45	34	6	31	39	47	38	79
	12%	9%	13%	12%	12%	14%	8%	13%	13%	10%	17%	10%
											K	
Red	111	17	12	7	45	21	10	31	34	46	25	86
	11%	13%	12%	11%	12%	9%	14%	14%	11%	10%	11%	11%
Copper	90	12	15	5	28	24	6	17	30	43	24	66
	9%	9%	15%	8%	7%	10%	8%	7%	10%	9%	11%	8%
			D									
No Change	521	67	49	32	211	128	33	110	158	253	90	431
	52%	51%	48%	50%	55%	52%	45%	48%	51%	55%	41%	55%
												J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Yes	106	12	4	9	43	28	11	36	34	37	19	87
	11%	9%	3%	14%	11%	11%	15%	15%	11%	8%	9%	11%
				B	B	B	B	I				
No	894	120	98	56	340	216	63	196	275	423	199	695
	89%	91%	97%	86%	89%	89%	85%	85%	89%	92%	91%	89%
			CDEF							G		

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Choose some other hair colour	670	89	66	42	267	153	53	160	211	300	144	527
	67%	67%	65%	65%	70%	63%	71%	69%	68%	65%	66%	67%
Go/stay Blonde	330	43	36	23	116	91	21	72	97	160	74	256
	33%	33%	35%	35%	30%	37%	29%	31%	32%	35%	34%	33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Brunettes are typically trustworthy, faithful, even-tempered and clever												
Strongly agree	126	13	15	8	39	39	13	38	40	48	32	94
	13%	9%	15%	12%	10%	16%	18%	16%	13%	10%	15%	12%
						D		I				
Somewhat agree	494	64	51	30	194	119	36	110	158	226	93	402
	49%	48%	50%	47%	51%	49%	48%	47%	51%	49%	43%	51%
												J
Somewhat disagree	289	41	23	20	119	61	24	67	74	148	75	214
	29%	31%	23%	31%	31%	25%	33%	29%	24%	32%	35%	27%
										H	K	
Strongly disagree	91	14	12	7	31	25	1	18	35	38	18	73
	9%	11%	12%	10%	8%	10%	1%	8%	11%	8%	8%	9%
		F	F	F	F	F						
Summary												
Top2Box (Agree)	620	76	66	38	233	157	49	148	199	274	124	496
	62%	58%	65%	59%	61%	65%	66%	64%	64%	60%	57%	63%
Low2Box (Disagree)	380	56	36	27	150	87	25	84	110	186	93	286
	38%	42%	35%	41%	39%	35%	34%	36%	36%	40%	43%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Blondes can be more youthful looking, choosy, outgoing and flirtatious												
Strongly agree	116	9	10	5	43	40	8	33	35	48	32	84
	12%	7%	10%	8%	11%	16%	10%	14%	11%	10%	15%	11%
						A						
Somewhat agree	457	64	47	30	173	109	34	106	134	218	88	369
	46%	48%	46%	46%	45%	45%	46%	46%	43%	47%	41%	47%
Somewhat disagree	317	43	31	20	124	70	29	67	96	155	70	247
	32%	33%	30%	31%	32%	29%	39%	29%	31%	34%	32%	32%
Strongly disagree	109	15	14	10	42	24	4	26	44	39	27	82
	11%	12%	14%	15%	11%	10%	5%	11%	14%	9%	12%	11%
									I			
Summary												
Top2Box (Agree)	573	73	58	35	216	149	42	139	168	266	120	453
	57%	56%	56%	54%	56%	61%	56%	60%	55%	58%	55%	58%
Low2Box (Disagree)	427	59	44	30	167	95	32	93	140	194	97	329
	43%	44%	44%	46%	44%	39%	44%	40%	45%	42%	45%	42%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities												
Strongly agree	119	12	14	8	49	19	16	45	32	43	21	98
	12%	9%	14%	12%	13%	8%	22%	19%	10%	9%	10%	13%
Somewhat agree							AE	HI				
	451	66	53	27	173	106	27	103	138	210	99	352
	45%	50%	52%	41%	45%	43%	36%	44%	45%	46%	46%	45%
Somewhat disagree			F									
	334	42	23	24	128	88	29	63	100	171	77	256
	33%	32%	23%	36%	33%	36%	39%	27%	33%	37%	36%	33%
Strongly disagree				B	B	B				G		
	97	12	12	7	33	31	2	22	38	37	20	77
	10%	9%	11%	10%	9%	13%	3%	9%	12%	8%	9%	10%
Summary						F			I			
	570	78	67	35	222	125	43	148	170	253	120	449
	57%	59%	66%	53%	58%	51%	58%	64%	55%	55%	55%	57%
Low2Box (Disagree)			E					I				
	430	54	35	30	161	119	31	84	139	207	97	333
	43%	41%	34%	47%	42%	49%	42%	36%	45%	45%	45%	43%
						B				G		

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Blondes are sexy												
Strongly agree	134	16	12	10	50	35	11	37	37	59	32	102
	13%	12%	11%	15%	13%	15%	15%	16%	12%	13%	15%	13%
Somewhat agree	455	60	42	25	178	118	32	100	134	221	99	356
	45%	45%	41%	39%	47%	49%	43%	43%	43%	48%	46%	45%
Somewhat disagree	302	43	33	21	117	65	23	64	99	140	64	238
	30%	33%	32%	33%	31%	26%	31%	27%	32%	30%	29%	30%
Strongly disagree	110	13	16	9	38	26	8	31	39	40	23	87
	11%	10%	16%	14%	10%	10%	11%	13%	13%	9%	10%	11%
Summary												
Top2Box (Agree)	588	76	53	35	228	154	43	137	171	280	131	458
	59%	57%	52%	53%	60%	63%	58%	59%	55%	61%	60%	58%
Low2Box (Disagree)	412	56	49	30	155	90	31	95	137	180	87	325
	41%	43%	48%	47%	40%	37%	42%	41%	45%	39%	40%	42%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Hair is an important part of one's appearance												
Strongly agree	450	55	50	29	183	102	32	99	138	213	103	347
	45%	41%	49%	45%	48%	42%	43%	43%	45%	46%	47%	44%
Somewhat agree	431	53	41	27	163	115	33	107	130	194	92	339
	43%	40%	40%	41%	43%	47%	44%	46%	42%	42%	42%	43%
Somewhat disagree	81	14	7	8	29	14	8	19	30	32	14	67
	8%	11%	7%	12%	8%	6%	11%	8%	10%	7%	6%	9%
Strongly disagree	38	11	5	1	8	12	1	6	10	21	8	30
	4%	8%	5%	2%	2%	5%	2%	3%	3%	5%	4%	4%
		D										
Summary												
Top2Box (Agree)	881	107	90	56	346	218	64	206	268	407	195	686
	88%	81%	88%	86%	90%	89%	87%	89%	87%	88%	90%	88%
					A	A						
Low2Box (Disagree)	119	25	12	9	37	26	10	26	40	54	22	97
	12%	19%	12%	14%	10%	11%	13%	11%	13%	12%	10%	12%
		DE										

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Top2Box (Agree) Summary												
Hair is an important part of one's appearance	881	107	90	56	346	218	64	206	268	407	195	686
	88%	81%	88%	86%	90%	89%	87%	89%	87%	88%	90%	88%
					A	A						
Brunettes are typically trustworthy, faithful, even-tempered and clever	620	76	66	38	233	157	49	148	199	274	124	496
	62%	58%	65%	59%	61%	65%	66%	64%	64%	60%	57%	63%
Blondes are sexy	588	76	53	35	228	154	43	137	171	280	131	458
	59%	57%	52%	53%	60%	63%	58%	59%	55%	61%	60%	58%
Blondes can be more youthful looking, choosy, outgoing and flirtatious	573	73	58	35	216	149	42	139	168	266	120	453
	57%	56%	56%	54%	56%	61%	56%	60%	55%	58%	55%	58%
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities	570	78	67	35	222	125	43	148	170	253	120	449
	57%	59%	66%	53%	58%	51%	58%	64%	55%	55%	55%	57%
			E					I				

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	141	100	61	388	238	72	237	309	454	218	782
Weighted	1000	132	102*	65*	383	244	74*	232	308	460	218	782
Low2Box (Disagree) Summary												
Redheads are more sensitive and can be hot-tempered individuals that have roaring personalities	430	54	35	30	161	119	31	84	139	207	97	333
	43%	41%	34%	47%	42%	49%	42%	36%	45%	45%	45%	43%
						B				G		
Blondes can be more youthful looking, choosy, outgoing and flirtatious	427	59	44	30	167	95	32	93	140	194	97	329
	43%	44%	44%	46%	44%	39%	44%	40%	45%	42%	45%	42%
Blondes are sexy	412	56	49	30	155	90	31	95	137	180	87	325
	41%	43%	48%	47%	40%	37%	42%	41%	45%	39%	40%	42%
Brunettes are typically trustworthy, faithful, even-tempered and clever	380	56	36	27	150	87	25	84	110	186	93	286
	38%	42%	35%	41%	39%	35%	34%	36%	36%	40%	43%	37%
Hair is an important part of one's appearance	119	25	12	9	37	26	10	26	40	54	22	97
	12%	19%	12%	14%	10%	11%	13%	11%	13%	12%	10%	12%
		DE										

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