

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?

				REC	GION	НО	USEHOLD INCO)ME	HOUSEHOLD COMPOSITION			
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	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
	161	24	12	13	55	38	19	42	47	71	41	119
Blonde	16%	18%	12%	20%	14%	15%	26%	18%	15%	16%	19%	15%
							BD					
	117	12	13	8	45	34	6	31	39	47	38	79
Brunette	12%	9%	13%	12%	12%	14%	8%	13%	13%	10%	17%	10%
											K	
	111	17	12	7	45	21	10	31	34	46	25	86
Red	11%	13%	12%	11%	12%	9%	14%	14%	11%	10%	11%	11%
	90	12	15	5	28	24	6	17	30	43	24	66
Copper	9%	9%	15%	8%	7%	10%	8%	7%	10%	9%	11%	8%
			D									
	521	67	49	32	211	128	33	110	158	253	90	431
No Change	52%	51%	48%	50%	55%	52%	45%	48%	51%	55%	41%	55%
												J

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

		REGION							USEHOLD INCO	HOUSEHOLD COMPOSITION		
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	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
	106	12	4	9	43	28	11	36	34	37	19	87
Yes	11%	9%	3%	14%	11%	11%	15%	15%	11%	8%	9%	11%
				В	В	В	В	I				
	894	120	98	56	340	216	63	196	275	423	199	695
No	89%	91%	97%	86%	89%	89%	85%	85%	89%	92%	91%	89%
			CDEF							G		

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

				REC	GION			НС	USEHOLD INCO	ME		EHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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
	670	89	66	42	267	153	53	160	211	300	144	527
Choose some other hair colour	67%	67%	65%	65%	70%	63%	71%	69%	68%	65%	66%	67%
	330	43	36	23	116	91	21	72	97	160	74	256
Go/stay Blonde	33%	33%	35%	35%	30%	37%	29%	31%	32%	35%	34%	33%

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	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	
		А	В	С	D	Е	F	G	Н	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													
	126	13	15	8	39	39	13	38	40	48	32	94	
Strongly agree	13%	9%	15%	12%	10%	16%	18%	16%	13%	10%	15%	12%	
						D		I					
	494	64	51	30	194	119	36	110	158	226	93	402	
Somewhat agree	49%	48%	50%	47%	51%	49%	48%	47%	51%	49%	43%	51%	
												J	
	289	41	23	20	119	61	24	67	74	148	75	214	
Somewhat disagree	29%	31%	23%	31%	31%	25%	33%	29%	24%	32%	35%	27%	
										Н	K		
	91	14	12	7	31	25	1	18	35	38	18	73	
Strongly disagree	9%	11%	12%	10%	8%	10%	1%	8%	11%	8%	8%	9%	
		F	F	F	F	F							
Summary		1									1		
	620	76	66	38	233	157	49	148	199	274	124	496	
Top2Box (Agree)	62%	58%	65%	59%	61%	65%	66%	64%	64%	60%	57%	63%	
	380	56	36	27	150	87	25	84	110	186	93	286	
Low2Box (Disagree)	38%	42%	35%	41%	39%	35%	34%	36%	36%	40%	43%	37%	

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	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	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												
	116	9	10	5	43	40	8	33	35	48	32	84
Strongly agree	12%	7%	10%	8%	11%	16%	10%	14%	11%	10%	15%	11%
						Α						
	457	64	47	30	173	109	34	106	134	218	88	369
Somewhat agree	46%	48%	46%	46%	45%	45%	46%	46%	43%	47%	41%	47%
	317	43	31	20	124	70	29	67	96	155	70	247
Somewhat disagree	32%	33%	30%	31%	32%	29%	39%	29%	31%	34%	32%	32%
	109	15	14	10	42	24	4	26	44	39	27	82
Strongly disagree	11%	12%	14%	15%	11%	10%	5%	11%	14%	9%	12%	11%
Ottorigly disagree	1170	12 /0	1470	1376	1170	1076	376	1170	1476	3 /0	12/0	11/0
Summary												
	573	73	58	35	216	149	42	139	168	266	120	453
Top2Box (Agree)	57%	56%	56%	54%	56%	61%	56%	60%	55%	58%	55%	58%
	427	59	44	30	167	95	32	93	140	194	97	329
Low2Box (Disagree)	43%	44%	44%	46%	44%	39%	44%	40%	45%	42%	45%	42%

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?

				REG	GION			HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	К
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												
To the second se	119	12	14	8	49	19	16	45	32	43	21	98
Strongly agree	12%	9%	14%	12%	13%	8%	22%	19%	10%	9%	10%	13%
3, 3	1=72						AE	HI			1070	+
	451	66	53	27	173	106	27	103	138	210	99	352
Somewhat agree	45%	50%	52%	41%	45%	43%	36%	44%	45%	46%	46%	45%
			F									
	334	42	23	24	128	88	29	63	100	171	77	256
Somewhat disagree	33%	32%	23%	36%	33%	36%	39%	27%	33%	37%	36%	33%
					В	В	В			G		
	97	12	12	7	33	31	2	22	38	37	20	77
Strongly disagree	10%	9%	11%	10%	9%	13%	3%	9%	12%	8%	9%	10%
						F			I			
Summary												
	570	78	67	35	222	125	43	148	170	253	120	449
Top2Box (Agree)	57%	59%	66%	53%	58%	51%	58%	64%	55%	55%	55%	57%
			E					I				
	430	54	35	30	161	119	31	84	139	207	97	333
Low2Box (Disagree)	43%	41%	34%	47%	42%	49%	42%	36%	45%	45%	45%	43%
						В				G		

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

			REC		Н	DUSEHOLD INCO	ME	HOUSEHOLD COMPOSITION			
Total	BC	ΔR	SK/MB	Ontario	Quebec	Atlantic	~\$30K	\$30K - ~\$60K	\$60K+	Kids	No Kids
Total						F			J		K
1000						72			454		782
1000	132	102*	65*	383	244	74*	232	308	460	218	782
134	16	12	10	50	35	11	37	37	59	32	102
13%	12%	11%	15%	13%	15%	15%	16%	12%	13%	15%	13%
455	60	42	25	178	118	32	100	134	221	99	356
45%	45%	41%	39%	47%	49%	43%	43%	43%	48%	46%	45%
302	43	33	21	117	65	23	64	99	140	64	238
30%	33%	32%	33%	31%	26%	31%	27%	32%	30%	29%	30%
110	40	16	0	20	26	0	24	20	40	22	87
			_		_						11%
11,7				1070	10,70			1070			
588	76	53	35	228	154	43	137	171	280	131	458
59%	57%	52%	53%	60%	63%	58%	59%	55%	61%	60%	58%
412	56	49	30	155	90	31	95	137	180	87	325
41%	43%	48%	47%	40%	37%	42%	41%	45%	39%	40%	42%
	134 13% 455 45% 302 30% 110 11% 588 59%	A 1000 141 1000 132 134 16 13% 12% 12% 134 455 60 45% 45% 45% 302 43 30% 33% 110 13 11% 10% 10% 588 76 59% 57% 412 56	A B 1000 141 100 1000 132 102* 134 16 12 13% 12% 11% 455 60 42 45% 45% 41% 302 43 33 30% 33% 32% 110 13 16 11% 10% 16% 588 76 53 59% 57% 52%	Total BC AB SK/MB A B C 1000 141 100 61 1000 132 102* 65* 134 16 12 10 13% 12% 11% 15% 455 60 42 25 45% 45% 41% 39% 302 43 33 21 30% 33% 32% 33% 110 13 16 9 11% 10% 16% 14% 588 76 53 35 59% 57% 52% 53% 412 56 49 30	A B C D 1000 141 100 61 388 1000 132 102* 65* 383 134 16 12 10 50 13% 12% 11% 15% 13% 455 60 42 25 178 45% 45% 41% 39% 47% 302 43 33 21 117 30% 33% 32% 33% 31% 110 13 16 9 38 11% 10% 16% 14% 10% 588 76 53 35 228 59% 57% 52% 53% 60% 412 56 49 30 155	Total BC AB SK/MB Ontario Quebec A B C D E 1000 141 100 61 388 238 1000 132 102* 65* 383 244 134 16 12 10 50 35 13% 12% 11% 15% 13% 15% 455 60 42 25 178 118 45% 45% 41% 39% 47% 49% 302 43 33 21 117 65 30% 33% 32% 33% 31% 26% 110 13 16 9 38 26 11% 10% 16% 14% 10% 10% 588 76 53 35 228 154 59% 57% 52% 53% 60% 63% 412 56	Total BC AB SK/MB Ontario Quebec Atlantic A B C D E F 1000 141 100 61 388 238 72 1000 132 102* 65* 383 244 74* 134 16 12 10 50 35 11 13% 12% 11% 15% 13% 15% 15% 455 60 42 25 178 118 32 45% 45% 41% 39% 47% 49% 43% 302 43 33 21 117 65 23 30% 33% 32% 33% 31% 26% 31% 110 13 16 9 38 26 8 11% 10% 16% 14% 10% 10% 11% 588 76 53 35	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K A B C D E F G 1000 141 100 61 388 238 72 237 1000 132 102* 65* 383 244 74* 232 134 16 12 10 50 35 11 37 13% 12% 11% 15% 13% 15% 15% 16% 455 60 42 25 178 118 32 100 45% 45% 41% 39% 47% 49% 43% 43% 302 43 33 21 117 65 23 64 30% 33% 32% 33% 31% 26% 31% 27% 110 13 16 9 38 26 8 31 11%	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K \$30K - <\$60K A B C D E F G H 1000 141 100 61 388 238 72 237 309 1000 132 102* 65* 383 244 74* 232 308 134 16 12 10 50 35 11 37 37 13% 12% 11% 15% 13% 15% 15% 16% 12% 455 60 42 25 178 118 32 100 134 45% 45% 41% 39% 47% 49% 43% 43% 43% 302 43 33 21 117 65 23 64 99 30% 33% 32% 33% 31% 26% 31% 27% 32%	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K \$30K - <\$60K \$60K+ I 1000 141 100 61 388 238 72 237 309 454 1000 132 102* 65* 383 244 74* 232 308 460 134 16 12 10 50 35 11 37 37 59 13% 12% 11% 15% 13% 15% 15% 16% 12% 13% 455 60 42 25 178 118 32 100 134 221 45% 45% 41% 39% 47% 49% 43% 43% 43% 48% 302 43 33 21 117 65 23 64 99 140 30% 33% 32% 33% 31% 26% 31% 27%	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K \$30K - <\$60K Kids

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

				RE	GION			НО	USEHOLD INCO	ME	HOUSEHOLD COMPOSITION	
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	К
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												
	450	55	50	29	183	102	32	99	138	213	103	347
Strongly agree	45%	41%	49%	45%	48%	42%	43%	43%	45%	46%	47%	44%
	431	53	41	27	163	115	33	107	130	194	92	339
Somewhat agree	43%	40%	40%	41%	43%	47%	44%	46%	42%	42%	42%	43%
	81	14	7	8	29	14	8	19	30	32	14	67
Somewhat disagree	8%	11%	7%	12%	8%	6%	11%	8%	10%	7%	6%	9%
	38	11	5	1	8	12	1	6	10	21	8	30
Strongly disagree	4%	8%	5%	2%	2%	5%	2%	3%	3%	5%	4%	4%
•		D										
Summary	004	407	00	50	0.40	040	0.4	000	000	407	405	000
Ton 2Doy (Agree)	881	107	90	56	346	218	64	206	268	407	195	686
Top2Box (Agree)	88%	81%	88%	86%	90%	89%	87%	89%	87%	88%	90%	88%
	119	25	12	9	A 37	A 26	10	26	40	54	22	97
Low2Box (Disagree)		25 19%	-									
LUWZDUX (DISAGIEE)	12%	19% DE	12%	14%	10%	11%	13%	11%	13%	12%	10%	12%
		DΕ				1						

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

		REGION							HOUSEHOLD INCOME			EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	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												
	881	107	90	56	346	218	64	206	268	407	195	686
Hair is an important part of one's appearance	88%	81%	88%	86%	90%	89%	87%	89%	87%	88%	90%	88%
	0070	0170	0070	0070	Α	A	0770	0370	01 70	0070	3070	0070
Brunettes are typically trustworthy, faithful, even-	620	76	66	38	233	157	49	148	199	274	124	496
tempered and clever	62%	58%	65%	59%	61%	65%	66%	64%	64%	60%	57%	63%
	588	76	53	35	228	154	43	137	171	280	131	458
Blondes are sexy	59%	57%	52%	53%	60%	63%	58%	59%	55%	61%	60%	58%
	573	73	58	35	216	149	42	139	168	266	120	453
Blondes can be more youthful looking, choosy, outgoing and flirtatious												
and ilitatious	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
individuals that have roaning personalities	57%	59%	66%	53%	58%	51%	58%	64%	55%	55%	55%	57%
			E					l I				

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

		REGION							DUSEHOLD INCO)ME	HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	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											ı	
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
individuals that have roaning personalities	43%	41%	34%	47%	42%	49%	42%	36%	45%	45%	45%	43%
						В				G		
Blondes can be more youthful looking, choosy, outgoing and flirtatious	427 43%	59 44%	44 44%	30 46%	167 44%	95 39%	32 44%	93 40%	140 45%	194 42%	97 45%	329 42%
	412	56	49	30	155	90	31	95	137	180	87	325
Blondes are sexy	41%	43%	48%	47%	40%	37%	42%	41%	45%	39%	40%	42%
Brunettes are typically trustworthy, faithful, eventempered and clever	380 38%	56 42%	36 35%	27 41%	150 39%	87 35%	25 34%	84 36%	110 36%	186 40%	93 43%	286 37%
Hair is an important part of one's appearance	119 12%	25 19%	12 12%	9	37 10%	26 11%	10 13%	26 11%	40 13%	54 12%	22 10%	97 12%
		DE	,.			,.	,.		1272			.=,-