

Majority (59%) of Canadians Say 'Blondes are Sexy'

*If They Could Have Any Hair Colour for a Day,
One in Three (33%) Canadians Would Choose to Go/Stay Blonde
Rather Than Choose Any Other Colour (67%)*

Public Release Date: Monday, June 6, 2011, 12:00 PM EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>***

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*

Majority (59%) of Canadians Say 'Blondes are Sexy'
If They Could Have Any Hair Colour for a Day,
One in Three (33%) Canadians Would Choose to Go/Stay Blonde
Rather Than Choose Any Other Colour (67%)

Toronto, ON - A majority (59%) of Canadians 'agree' (13% strongly/45% somewhat) that 'blondes are sexy', with men (67%) being especially likely to think so, according to a new Ipsos Reid poll conducted on behalf of Schwarzkopf Professional. Just four in ten (41%) 'disagree' (11% strongly/30% somewhat). In fact, given the choice to choose any hair colour for a day, fully one in three (33%) Canadians would go/stay blonde, rather than choose any other hair colour (67%), with Quebecers (37%) being the most likely to say they'd want to go/stay blonde.

Most (88%) Canadians 'agree' (45% strongly/43% somewhat) that 'hair is an important part of one's appearance', and this appears to have built a very strong bond between many Canadians and their hairdresser. One in ten (11%) Canadians believe that their 'hairdresser knows more secrets about them than their significant other', with Atlantic Canadians (15%) being the most likely to say they confide in their hairdresser.

Canadians appear to associate various hair colours with certain kinds of personalities:

- Six in ten (57%) 'agree' (12% strongly/46% somewhat) that 'blondes can be more youthful looking, choosy, outgoing and flirtatious', with men (65%) being significantly more likely than women (50%) to think so. Four in ten (43%) 'disagree' (11% strongly/32% somewhat) with this generalization.



- Six in ten (57%) 'agree' (12% strongly/45% somewhat) that 'redheads are more sensitive and can be hot-tempered individuals that have roaring personalities (especially Albertans at 66%), with men (62%) being more likely than women (52%) to say so. Four in ten (43%) 'disagree' (10% strongly/33% somewhat) with this characterization.
- Six in ten (62%) 'agree' (13% strongly/49% somewhat) that 'brunettes are typically trustworthy, faithful, even-tempered and clever', while four in ten (38%) 'disagree' (9% strongly/29% somewhat) with this stereotype.

These are some of the findings of an Ipsos Reid poll conducted between April 22 to 26, 2011, on behalf of Schwarzkopf Professional. For this survey, a sample of 1,000 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and political composition to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at:
<http://www.ipsos-na.com/news/>

© Ipsos Reid