

Hair Preferences

- **87%** of men surveyed indicated that a woman's hair is important when evaluating her overall appearance
- **44%** of men surveyed indicated that hair is the first thing they notice about a woman, more than her clothes (**26%**), legs (**25%**), or make-up (**4%**)
- **37%** of men surveyed chose length as the aspect of a woman's hair that they loved the most. Other aspects men loved most included smoothness (**21%**), smell (**15%**), shine (**14%**), and the way it feels (**11%**)
- **82%** of men surveyed indicated sexy hair is a key element to a woman's overall sex appeal
- **46%** of the men surveyed found long hair to be the sexiest, while **30%** indicated the sexiest hair to them was any hair that looks and feels healthy

Healthy Hair

- **80%** of men surveyed indicated they considered it a turn-off if a woman has unhealthy hair
- **78%** of men surveyed indicated they considered it to be a turn-on if a woman has healthy hair
- **86%** of men surveyed admitted they believe how a woman takes care of her hair is reflective of the way she takes care of herself
- Men surveyed described women with shiny and healthy hair as being attractive (**78%**), healthy (**69%**), and sexy (**65%**)

Hair and Dating/Appearance

- **74%** of men surveyed indicated that they notice women because of their hair
- Most men surveyed would be more likely to approach a woman at a bar with great hair (**58%**) than a woman wearing a low-cut shirt (**41%**)
- **60%** of men surveyed would rather date a woman with great hair than a woman with big breasts (**39%**)
- **70%** of men surveyed admitted that on a first date, bad hair can distract from the conversation
- **54%** of men surveyed said that if a woman has great hair, it makes it easier to overlook other physical features that are less attractive
- **52%** of men (overall) surveyed admitted that if their date had sexy hair, they would try harder to sleep with her; **59%** of men aged 18-25 surveyed admitted they would try harder to sleep with a date with sexy hair
- **48%** of men surveyed indicated they would prefer if their girlfriend/date had nice looking hair but it wouldn't be a deal-breaker
- **40%** of men surveyed indicated that having great hair completes the package of an attractive looking woman they would want to date; older men (over the age of 25) were more likely to identify with this statement than those aged 18 to 25
- **70%** of men surveyed admitted that women should put more effort/time into making their hair look nice

- If their girlfriend/date only had time to do one, **80%** of men surveyed would rather she style her hair than put on make-up (**19%**)
- **69%** of men surveyed indicated hair care has the biggest positive impact on a woman's appearance, more than make-up (**22%**) or a manicure/pedicure (**7%**)
- Men surveyed are about twice more likely to spot a bad hair day on a woman (**66%**) than a zit (**33%**)