Female Hair Color Preference: Does female choice vary by region?

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Introduction & Background

Current Hypothesis
- Male and Female choice is influenced by their environment (repeated exposure) and will exhibit regional differences in hair color preference. 

Our Previous Research Findings
- Males prefer the hair color of their mother.
- Females are inconsistent and did not choose mother's hair color, father's hair color or their own.

Methods
- Data collection using a 14-question demographic survey 
- Ask which was most attractive in picture above  
  - Same model was used to control for facial features  
  - (no photoshop was used) 
- Demographics Included: 
  - Ethnicity 
  - Hair color 
  - Parents' hair color 
  - Boyfriend/Girlfriend hair color 
  - Region where they lived
- Mid-sized Private University with large out of state population
- N = 2005 participants
- 699 males & 1213 females
- Sex Ratio 1:3.14

Results

Figure 1. Males significantly preferred brunettes across all regions (p < 0.01). Male choice was not significantly different between regions (p = 0.5). The regional data are pooled.

Figure 2. Females significantly preferred brunettes across all regions (p < 0.001). Female choice was significantly different across regions (p = 0.001). This suggests female choice is not influenced by regional demographics (repeated exposure).

Conclusions

Males and females, across all regions, prefer brunettes. However, females exhibit regional differences in their preference and males do not. This suggests males are consistent regardless of their environment but females are influenced by the demographics of their population.

Hypothesis:
- Males – Not accepted: Males’ choice did not vary with region
- Females – Accepted: Females are influenced by their environment (repeated exposure) hypothesis suggested.

It is not surprising the fashion industry targets females more than males, given the results that females are more influenced by what they see. This research supports selling different beauty products based on geographic region.