

What turns Canadians on (and off)

By [Vivian Song, Sun Media](#)

Blonds may have more fun, but brunettes have more allure.

It was a head-turning moment at Sun Media when it was learned that Canadians across the board said they prefer brunettes over blonds in a Sun Media-Leger Marketing poll. In fact, not only did 36% of Canadians say they found brunettes more appealing, but they also said they prefer black hair over blond tresses.

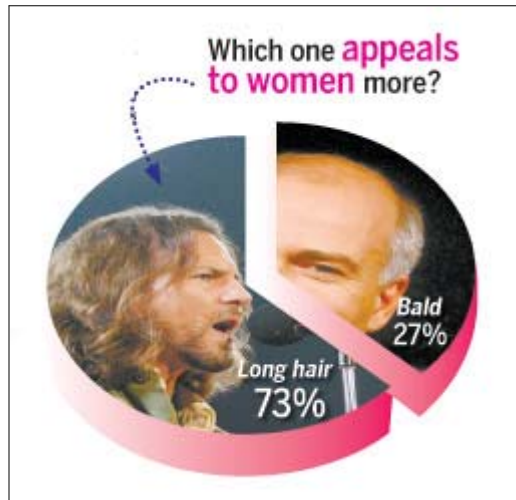
These sentiments are strongest in Alberta, where 40% voted for a sultry and dashing brunette, followed by 20% who voted for midnight black and 16% who prefer sunshine yellow tresses. "One of the questions I ask my male clients is to describe their ideal woman," said Christine Hart of Calgary-based YourDateCoach.com. "And it never starts with blond or brunette."

While men and women share their preference for dark hair, men split hairs with women when it comes to blonds, with 25% saying they find light hair appealing, compared to 12% of women. Interestingly, blonds become more attractive as respondents get older, reaching their peak of popularity among those aged 55 and over.

Sadly, though, fiery redheads found their way to the bottom of the list, finding the least popularity among Quebecers at 6%.



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Favourite bits and pieces:

It's hard to take inventory of a man's soul when his eyes are cast downward in the area of a woman's buxom parts. But according to the poll, while 62% of women said the body part they notice first are these shining mirrors to the soul, 31% of men admit it's the chest they zoom in on.

"Men are hardwired to admire flesh," Hart said. But attractive bits also vary geographically, with 20% of West Coasters and 24% of Atlantic Canadians enjoying orbs of a different kind - buttox and chest, respectively.

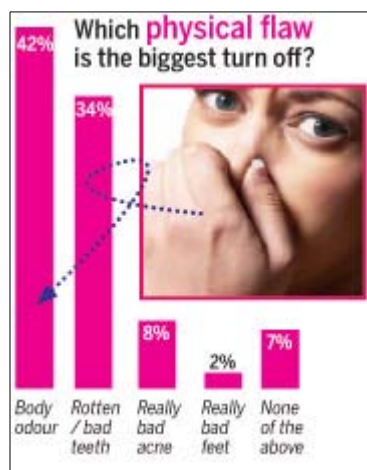
As for our sex lives, while more snuggling took the overall top spot for the pre-and-post coitus act at 33%, regional differences are eyebrow raising.

Alberta, for instance, bucks the trend here with sexual experimentation and spontaneous sex in different locales duking it out for top spot. Ontarians and West Coasters also want more on-demand sex, while Central Canada - Manitoba and Saskatchewan - seems to recoil from questions which pry into sexual activities, consistently posting the lowest results in these categories and with 18% of respondents "preferring" not to answer.

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Lastly, when it comes to physical flaws we can't overlook, Quebecers are particularly discerning.

The French sensibility:



Maybe it's the French sensibility, the heightened sense of smell, but more than half of Quebecers said they can't turn a blind eye - or plugged nose - to body odour. Quebec also broke out from response patterns, with 17% being sensitive to bad acne.

"Body odour is a huge one," Hart said. "Maybe women's olfactory sense is higher, but that will turn a woman right off."

She recalls a female client who wrote off a date after climbing into a hockey bag on wheels - her date's car. "A car is an extension of how you keep your home. It really set the tone." Meanwhile, men are more likely to comment on a woman's glow, she said, and are more finicky about skin.

Overall, body odour was deemed the most offensive physical flaw among Canadians, while "really bad feet" was easily forgiven, with the exception of 4% of Albertans.

Though people can be fickle about their turn-ons and turn-offs, the obsessive preoccupation among women about "the last 10 pounds" and bra cup size is unnecessary, Hart said.

"Two women can walk in a room. One can be a size two, with a large chest and long hair but there's no confidence, smile or approachability. But a woman who's a size 10, approachable, who looks after herself and has a smile will ultimately hold his attention."