# Survey reveals Britons prefer to keep their hairstyles rather than make a change



A recent survey has revealed that changing one's hairstyle is among the least likely alterations Britons are willing to undertake, with some respondents expressing a stronger preference for streaking naked in the street than altering their hair. The survey, conducted by restaurant chain Taco Bell and involving 1,000 participants, indicates that haircuts hold a significant position in the lives of many individuals, akin to their choice of home, friendships, and favourite football teams.

According to the research, nearly half of those surveyed reported maintaining the same hairstyle for as long as they could remember. A quarter of participants cited fear of a "hair disaster" or potential bad hair days as reasons for their reluctance to change. Among those surveyed, it was noted that 16% simply could not be bothered to alter their haircut. The findings also highlighted a gender disparity; 55% of men admitted to sticking with the same style, compared to a lower percentage of women.

In an effort to encourage individuals to step out of their styling comfort zones, Taco Bell partnered with Tyler Smith, a barber known for his appearance in the reality show "Traitors," to offer a unique challenge in north London. Participants could receive up to a year’s supply of chicken nachos by agreeing to have their hair shaved into a distinctive design resembling nachos. Student Mark Christy, 29, from Northampton, embraced the challenge, acknowledging, “My girlfriend’s gonna kill me. But hey, I love chicken nachos, so it’s totally worth it.”

The survey further revealed that 15% of men would rather run naked down the street than change their hairstyle. In the past year, just 8% of men reported having altered their haircut, in contrast to 21% of women. Despite the reluctance to change hairstyles, one-quarter of the participants noted they had impulsively switched their haircut at least once. Reasons for such changes included one in ten individuals who made alterations following a breakup or for special occasions, such as weddings. While 74% classified themselves as "adventurous," a significant 43% acknowledged they tended to follow the same daily routine consistently. Additionally, 26% of participants avoided changing their clothing style, and 18% declined to try new foods.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.hobbsonlinenews.net/taco-bell-nacho-chop-challenge-spices-up-camden-free-food-bold-haircuts/> - This URL supports the claim about a Taco Bell challenge involving bold haircuts to promote change, although it does not directly mention the specific survey findings.
* <https://tellthebell.com> - While not directly related to the survey findings, this URL shows Taco Bell's engagement with customer surveys, potentially related to gathering opinions on various topics.
* <http://u.tacobellsurvey.com/gbr> - This URL indicates Taco Bell's involvement in surveys within the UK, which could be relevant for understanding consumer behavior, though it doesn't directly address the hairstyle survey.
* <http://prweek.com/article/1912902/pepsi-ai-taco-bell-haircuts-oreo-goes-square-campaigns-round-up> - This article mentions Taco Bell haircuts in the context of campaigns, suggesting that Taco Bell has been involved in creative marketing efforts related to haircuts.
* <https://www.tellthebell.com/Index.aspx?Page=1> - Similar to the previous survey links, this URL highlights Taco Bell's customer satisfaction surveys but doesn't directly relate to the specific survey about hairstyles.