# Survey reveals Brits' reluctance to change hairstyles



A recent survey conducted by restaurant chain Taco Bell has revealed that many Brits are remarkably resistant to changing their hairstyles, with some individuals claiming they would prefer to streak naked in the street than alter their locks. The survey, which included responses from 1,000 adults, found that half of the participants have maintained the same haircut for an extended period, while a quarter of them do so out of fear of a “hair disaster” or the prospect of a “bad hair day.”

The findings suggest a notable gender divide when it comes to hair changes. Approximately 55% of men reported that they have opted to keep their hairstyles consistent, compared to a smaller portion of women who have embraced changes. Only eight per cent of men have updated their haircut in the past year, whereas 21% of women have made similar adjustments to their hairstyles.

The survey's results were highlighted during a unique event in north London, where Taco Bell partnered with barber Tyler Smith, known for his appearance on the reality show Traitors. This collaboration was part of a promotional effort encouraging people to step outside their style comfort zones by offering a year’s supply of chicken nachos as a reward for daring new hairstyles. The promotion, dubbed the "nacho chop," allowed participants to receive more nachos based on the amount of hair they were willing to have shaved off.

Among those who took part was 29-year-old student Mark Christy from Northampton, who expressed a mix of excitement and apprehension about his new look, stating, “My girlfriend’s gonna kill me. But hey, I love chicken nachos, so it’s totally worth it.”

The survey also noted that haircuts rank among the least likely aspects of life that individuals are willing to change, alongside their homes, friends, and supported football teams. While 15% of men would rather run naked in the street than change their hairstyle, the data revealed that a bold quarter of respondents have switched up their haircut on impulse. Notably, nine per cent reported altering their hairstyles following a breakup, while the same percentage indicated they had made a change for a special occasion, such as a wedding.

Despite the survey indicating that a majority of participants consider themselves adventurous—74% claimed as such—43% acknowledged that they adhere closely to their daily routines. Additionally, 26% admitted to avoiding changes in their clothing style, and 18% indicated a resistance to trying new foods.

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