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# You silly boys: blondes make men act dumb

Roger Dobson and Steven Swinford

WHEN men meet fair-haired women they really do have a “blonde moment”. Scientists have found that their mental performance drops, apparently because they believe they are dealing with someone less intelligent.

Researchers discovered what might be called the “bimbo delusion” by studying men’s ability to complete general knowledge tests after exposure to different women. The academics found that men’s scores fell after they were shown pictures of blondes.

Further analysis convinced the team that, rather than simply being distracted by the flaxen hair, those who performed poorly had been unconsciously driven by social stereotypes to “think blonde”.

“This proves that people confronted with stereotypes generally behave in line with them,” said Thierry Meyer, joint author of the study and professor of social psychology at the University of Paris X-Nanterre. “In this case blondes have the potential to make people act in a dumber way, because they mimic the unconscious stereotype of the dumb blonde.”

The research adds to a body of evidence that people’s behaviour is powerfully influenced by stereotypes. Previously scientists have found that people walk and talk more slowly in front of the elderly, while other studies have revealed that unconscious racial assumptions and prejudices emerge in written tests.

Researchers believe that blondes have been particularly vulnerable to stereotyping over the past century.

The image of the dizzy blonde came to prominence in the 1925 Anita Loos novel *Gentlemen Prefer Blondes*. Film stars including Marilyn Monroe,

Suzanne Somers and Goldie Hawn further popularised the “dumb blonde”.

The persona has more recently been boosted by celebrities such as Paris Hilton, the member of the hotel family nicknamed the “heirhead”, and Jessica Simpson, the singer.

Others believe its origins go far deeper. According to researchers at St Andrews University, north European women evolved blonde hair and blue eyes at the end of the Ice Age to make them stand out from their rivals at a time of fierce competition for scarce males.

Psychologists have suggested that because white babies are often born blond, there is a primal association between blondness and childhood, encouraging people to admire and fawn over the pale-haired.

The new peer-reviewed study, published in the Journal of Experimental Psychology, was based on two trials.

In all cases those participants exposed to images of blondes recorded the lowest scores.

Real-life blondes were sceptical about the findings. Laura Bailey, the Marks & Spencer model, said: “I’ve always been taken very seriously. I have always been blonde and I have never had an issue with the way I am. If I’m being insulted, then I’m blissfully unaware.”

Michelle Collins, the blonde-haired former EastEnders actress, suspected the results were more to do with men’s approach to sex than intelligence. “I don’t think it’s to do with hair at all; it’s all about the breasts,” she said.

“But if someone walks round with extensions down to their bottom, even I would treat them differently.”

### **Light-headed**

Exactly why and when humans developed blond hair is a mystery. It appears to have emerged late in evolution after humans had first travelled out of Africa.

Up to a third of women in Britain may look blonde, but only about 3% are naturally so.

How blondes developed a reputation for dizziness is also unclear, though

the likes of Marilyn Monroe may have helped the process along. Certainly "blonde jokes" have become a popular genre.

For example: Q: What do you call a blonde with two brain cells?

A: Pregnant.

Some blondes are of course highly intelligent. Susan Greenfield is an Oxford professor of pharmacology and director of the Royal Institution. The actress Joanna Lumley is a noted environmentalist and a fellow of the Royal Geographical Society.

John, london, uk is right ... I have observed that natural blondes are more intelligent than the fake variety, thereby proving false, the ridiculous stereotype of the "dumb blonde". However, what is ironic is that the fake ones are the idiots who have dark hair. Joke's on you.

Jane, liverpool,

Hey!!!! my girlfriend is British.....and a Hot Blonde....with a Brain.....and I'm gonna marry her and make her my wife.....so stop.....teasing these beautiful women.....okay

David John, Mumbai , India

i dont think blondes are attractive at all, they're cute when they're kids but a grown up blonde is just not sexy enough!. Lindsay is correct in saying what she said, i find that those that are born blonde tend to be alot more intelligent compared to the fake ones. Still cant take them seriously!

john, london, uk

i am blonde and get a lot of compliments from both men and women. once i had to die my hair dark and i must say that it seems that people take brunettes more serious cuz they are often less attractive and so people can consentrate, while being around beautiful blonde is much harder toconsentrate

Hanna, yerevan,

I am a natural golden blonde and about 6 years ago I dyed my hair auburn...it was the best decision I have ever made. It's amazing how differently I am treated now, how much more credibly I am perceived, and my career has absolutely taken off. I make over twice as much money now as I did when I was a blonde only 6 years ago!

Jen B, Kansas City, MO

I have to tell everyone this; I have natural blonde hair and have always wanted dark hair. When I was 7 I had a cap with a black ponytail stuck on the back, I dyed my hair dark from age 14 to 20 and then had to stop because of scalp problems and hair loss. I have a 1st class BSc (hons) in biology; I am planning to work in research. I do not know how I found this story today; it was not what I was looking for. To associate hair colour with intelligence is illogical. The genes that code for the proteins that comprise the melanin in your hair are not the same genes that code for the development of the physical or chemical structure of your brain. Blonde hair is not a trait exclusive to women and, some evidence shows that hair and eye colour has more to do with ancestral origins (i.e. Saxon, Viking, and Celtic) than anything else.

Lindsey, Manchester,

I am a natural blonde, born with red hair. Being blonde gets you into alot of trouble with women and sometimes in the work force. Being educated and smart is not what most see on an interview. I am currently back in the job market and had to cut my hair short for interviews. Just because it was long and blonde, experts say that you will get the job, but not the career. I am an excellent LA and will soon be an attorney. I can say one thing about being blonde, in negotiations, you can definitely use it to your advantage. People assume that you do not know what you are doing or you are just there to bring in coffee and take notes. To all the blondes out there, be smart and use what you have!

RG, Purcellville, VA

I think that the reason people go on about blondes so much is because they actually really jealous as they are really beautiful but also really rare, special & unique Why do you think that blonde hair dye is by far the most popular dye in the world I knew a blonde at school & she was always teased about her hair colour and people put her into a "box" and called barie It was just because all the other girls were jealous of her At the time it really hurt her feelings but she never let on about it was such a shame as anyone who actually got to know her knows that she the most incredibly kind and loving person that u can meet I wish that people would "think" I don't want to be a kill joy or anything but I wish that people would think before u speak as it can really wear u down Girls in particular can have alot of anger hate and jealousy around blondes as they see they as a real threat & they can say & do really hurtful things People wouldn't dare make fun of a race so why blondes?

Martin, Cavan, Ireland

i is brunette. does tht make me clever??

tinkerbell, newcastle!!, uk

Well Natural Blonde from Leeds is obviously on the wrong side of 'some' if she cannot fully comprehend the meaning of the word 'some.' The article did not make a mistake at all in this respect.

Natural Brunette, London, UK

I agree with John Harding. I am also pleased to hear that the management team was suspended. I abhor bullying of any type but I would have been livid if someone spat in the drink I was about to consume. I should hope she fought back in some way. I also find it interesting that when someone refers to 'blondes' they are almost always referring to women. It is offensive to refer to a human being by their body parts and a newsflash to all those people who may think that that statement is too strong. Hair, breasts, eyes, indeed, ANY body part can be lost quite easily to illness or other circumstances. What then do all these morons use to refer to others, ie; women? I was bullied relentlessly in the Army and the 'last straw' moment was when my captain told me to 'wear a low-cut shirt' whilst I was speaking to a visiting Major. Without missing a beat, I replied: 'No, that won't work, I think YOU need to wear a thong and shake your ass around him, now SAY something else!!!'

Kim , London,

fair skins have a strong survival advantage in northern latitudes ,you make vitamin d and grow up big and tall dark skinned people develop rickets so fail to reproduce ,osteomalacia is common in indian women in this country,and our modern diet is fortified. conversely blondes get skin cancer in africa

gp edlin, london, uk

I'm a natural blonde, the only one among my friends. I must admit, if we go out, it is me who gets most of the male attention, which I can't really complain about! I don't even think it's about hair colour though. I'm more outgoing than my brunette friends, which could be the reason. However, people seem to think, just because of my bubbly nature, that I'm thick - can people not have fun and be intelligent too? I'm sick of forever being called blondie, bimbo, slack, etc. ... argh! I sooo agree with the point about bleached brunettes. I know people have a right to dye their hair but it really annoys me actually. Get off out hair colour! I think the peroxide-look looks fake and rubbish anyway. Go natural! It's funny how it says in the article "some blondes are of course highly intelligent". "SOME"? Ehem, meaning not all of us are? I've just started at one of the top universities in the country after doing extremely well in my A levels... thank you very much :-)

Natural Blonde, Leeds, UK

I used to hate my blonde hair growing up. I was teased all the time...right up until

high school when all of those girls who were teasing became blonde. Suddenly, there were a bunch of ditzy blondes around school, and I began to get offended if someone asked me who dyes my hair!

Victoria, Yuma, USA/AZ

Isn't it strange that in these politically correct times when you have to walk on eggshells to avoid offending various groups, that it's perfectly okay to stereotype blondes as dummies? Imagine the backlash if Nappy-Hair was stereotyped as indicative of lower intelligence!

sharon adams, New York, new York USA

A curious point of 20th century history is that if Hitler had been victorious in the war against great Britain, we might have seen a lot more naturally blonde women here today. Excellent, aesthetically, but would we really have wanted to pay the heavy price?.

Dirty Dick, Taunton, UK

What a cute thread! I agree with Carol, let's call those Bleached Brunettes, the ones giving natural blondes this stereotype, what they are. BLEACHED BRUNETTES! I love it! Right on!

Donita, State College, USA/PA

I don't really believe it... I'm a natural blond, and I'm REALLY smart. So I am just going to forget all about what you said there. OK? OK. Good.

May, Spring, TX

Brunettes who bleach their hair blonde are "bleached blondes". Dumb Bleached Blondes are really Brunettes. Perhaps the real reason men's intelligence drops after looking at pictures of blondes is because their brains have temporarily dropped below their belts.

Elizabeth, Atlanta, Georgia

So does this mean that Scandinavian men are all walking around like village idiots? Can't say that struck me the last time I was in Stockholm, but then maybe I was having my own blonde moment.

Ian, Toronto, Canada

I think it is totally stupid!!! why do they want to be blond??? who knows? "blond jokes" are totally stupid! it hurts blonds' feelings. who cares if brunettes have nothing to do on Saturday night? I sure don't! :o) :o(

Summer, main koleto street, Colorado

There has always been a debate about whether much of the work performed in psychology constitutes real science. Studies like this suggest not. However it does provide an excuse to tease your female blonde work colleagues, even if many of them have PhDs.

David Lea-Smith, Edinburgh, U.K.

"Some blonds are of course highly intelligent."... Evidently the authors do not have this faith in their audience.

Isaac, London,

I have often thought that our reactions to bloneness (mens and womens) comes from the fact that light hair color was first associated with extreme youth. many babies are born with light colored hair, and then it darkens in a year or two. this implies that blonde adult hair is a mutation where the color of the hair simply doesn't fade. looking young is an important, even a dominant factor in mate preference for men. so that has helped blondness to continue in the gene pool. its recessive nature keeps it rare.

ron shigeta, Berkeley, CA

Fake/bleached blondes are to be blamed for giving blondes a bad name? If you think that way , you obviously believe there is some rivalry between brunettes and blondes and just fuel the trivial feminine antagonism men are so fond of. I thought nazis gave arians a bad name. How about we replace blond in the article by fat or black?

Brita, Edinburgh,

The ditzy blonde stereotype is a tad unfounded, I'm guessing the majority of 'dumb blondes' are dyed blonde.. after all apparently only 3% of us have naturally blonde hair.

carla, glasgow,

blondes are so stupid that billions of non-blondes want to live in the nations they and their descendants built.

nick, portland, US

I have a problem with this line: "Some blondes are of course highly intelligent. ..."  
Really? SOME are? I feel like that implies that most aren't though.

Ana Casian-Lakos, OH, USA

Interesting article. But it still leaves the medieval question unanswered: are men truly brainless or they just act that way.

J.Silver, Indianapolis, Indiana

I don't think people realise just how offensive and belittling it is to judge people purely on their physical attributes. The 'dumb blonde' stereotype is a huge problem in the work environment. We had one girl who was bullied so badly for being a natural blonde, that we had to suspend a management team under the prejudice act. They were spitting in her tea, and leaving messages such as, 'Drinking brunette spit makes you more intelligent!' So case of this article, please tell me what the difference is between making jokes about blondes being lesser humans, than making jokes about the colour of a person's skin?! Imagine if society flipped that joke around, 'What do you call a black person with two brain cells...pregnant.' ?" We'd have riots on the streets of London.

John Harding, London,

I think many readers seem to be missing a key point. The study appears to be talking about the response to a "picture" not a person. That seems to add a whole different scope to the discussion; doesn't it?

Russ, San Antonio, USA

Explains my ex-husband's decisions lately. His new girlfriend is blonde and acts like a ding dong.

Glad I am a burnette, Atlanta, GA

Blond, black or redheads, all women make men dumb. We males are so infatuated with the opposite sex that all forms of logic and reason succumb to their indefinable charms. Do we like them? Not really. We love 'em!

Ray Massart, Hombeek, Belgium

How are you defining 'blonde'? I think the marvellous, super-intelligent Joanna Lumley has dark brown hair naturally.

L C, Cardiff,

There are some interesting possibilities for findings here. 1. Those who appear to dumb down to blondes may be 'mirroring' to the assumed stereotype hopefully to improve their chances. 2. The stereotype may have evolved to meet its assumed desirable qualities. 3. Surveys purporting to show statistical



correlation of blonde types may be self-fulfilling from question bias. 4. Research and results in this field may be coloured by hair product promotional expenditure and chromatic competition.. 5. Those who prefer the evidence based approach may well have validated many findings anyway.

dr venables preller, Warminster, UK

An evolutionary possibility might be that a blonde hair genetic mutation linked to other desirable qualities such as intelligence and temperament became so successful as to attract mimicry, as happens elsewhere in nature. It might be that the mimics now so outnumber the genuine that it is the characteristics perceived in some mimics which have become embedded as the popular stereotype.

dr venables preller, Warminster, UK

This is all bogus. Genetically, we are all basically identical. The only discernable difference that separates blondes from brunettes is a hazy, subtle paradigm constructed by media, society, and many impressionable, stupid followers who associate those they see on television - with everyone around them. Paris Hilton is not representative of an absolute blonde archetype. And please, do not try to convince anyone that every brunette is somehow endowed with superior intelligence. Let's shift our attention to real, not contrived, problems. Sincerely,  
"Natural Blonde"/Medical Student

Christina , Ann Arbor, Michigan

To the pedantic gent who gave the lady a bit of stick for ending a sentence with a preposition: Hie thyself to Fowler's "Modern English Usage," and read the article s.v v. "preposition at end." This superstition (and lamentably popular misconception) that in English we should put the preposition before the thing modified derives from Dryden's difficulties in deciphering English grammar, schooled as he was in Latin and Greek. He therefore tried to force it to conform to Latin syntax (the understanding that it's a Germanic language with different structures didn't come until after Dryden's day). The giveaway that this is unnatural English is the word "which": you have to use it every time you invert the prepositional phrase to adhere to this "rule". Whereas, if you use natural English word order, you don't need that pesky extra word. To quote Winston Churchill (to his fussy budget secretary), "this is something up with which I will not put!"

Beverly, Bath, UK

Hello all, Concerning the cited paper from the journal of experimental psychology (Bry, Follenfant, & Meyer, 2007), there are some details to specify. I may notice that I read the original paper. First, and importantly, the 2 studies

that compose the article contained a minority of male participants (in fact, only 23 out of the 86 participants of the first study, and 34 out of the 73 participants of the second study were men, thus both samples are primarily constituted of women). Second, neither authors assumed that the dumb blonde stereotype was actually true. In fact this stereotype only served as a model to study how socially shared information like stereotypes (and many stereotypes other than the dumb blonde one have been studied, such as the elderly, the models, the politicians) may impact the behavior of people. I think journalists may have read the scientific paper more consciously, or at least contact the first author for further clarification.

Best regards, Fabrice.

Fabrice, Genève, Switzerland

only 3%?? are you really OK? I'm Turkish and at least 10% of the population is fair-haired. Shouldn't it be a little bit higher? just have a look at this map:

<http://cogweb.ucla.edu/ep/images/Frost-1.gif>

Mehmet Demir, Istanbul,

Blonde hair attracts peoples attention, whether it's good or bad- lets face it, humans notice shiny things. Although, i think the test is a result of the mens sense to think about sex before anything else. And unfortunatley, i being naturally blonde, have noticed that my hair color is always accosiated with sex first, then stupidity. Thanks for enforcing that; i really appreciate it . . .

Sasha, North Hollywood,

DavidintheUK, That's 'very anal and unnecessarily nit-picking'. It's perfectly acceptable for people to write in the same way they speak. Dig?

Seb Carroll, London, London

Quote: "In the article, Laura Bailey (M&S model) is quoted: 'I have always been blonde...If I'm being insulted, then I'm blissfully unaware.' Case closed, I'd say.

BERT BRETHERTON, STOCKPORT, ENGLAND " Oh Bert! I couldn't stop laughing at the comment you made!!! Ah man!!! That's so funny!!!! :D

Pooya, Waterloo, Ontario, Canada

A recent study conducted by psychology, science and medical researchers concluded that the findings of studies are unreliable and therefore should not be believed. That includes the study who conducted the studies.

Vinny Yak, Portland, USA

There's an obvious angle not being alluded to: Blonde hair (my wife's blonde,

btw) is a risky attribute if only because rough, abusive men can spot these women more easily. I'm sure that's enough to convince most men, perhaps unconsciously, that these women must be a little crazy, or, at least, dumb. How could broadcasting your presence to the Great Unwashed be a good thing?

Tony, Champaign, Illinois

Dear David. Lol. Nothing to do with my hair colour but rather the fact that I am foreign. Come to my country and see how well you do ;) Karin (note the "unusual" spelling)

Karin , Bexleyheath,

Carol E. Cox, Burnaby, Canada: Quite right - you've cracked it! How dumb is it to bleach one's hair!

K Gray, London,

Not a true scientific study, was it? However, myself, similar to SA Johansson from Zurich, I'd say the men weren't concentrating on the task at hand but were thinking about something more compelling and alluring - the blondes!

S Miller, Palm City, FL, USA

I have seen this dumbing down to blondes first hand. I'm naturally a dark blonde, and I was very proud of being a natural blonde when I was in high school. I still lightened my hair a tad bit, though.... This lightening led to a horrific a dye job accident that resulted in my hair being dyed very dark brown. I thought it looked good, so I started dying my hair so I would be a brunette. Ever since then I have found that people take me much more seriously and seem to be more attentive when I talk.

Tara , Champaign,

DavidintheUK. That was funny. Thanks for that. Karin (with the Oxbridge Law degree)! He's right I'm afraid. Ending a sentence with a preposition is a bit of a no no.

adam, Leeds, UK

The funding for these "scientists" came from where exactly, and why? These gentlemen in white coats start from the assumption that the whole human species is caucasian and includes blondes. Caucasians account for only about a 15% and dropping share of the world's population; to the great majority the blonde debate is obscure and meaningless, and they're right.

Patrick Rioux, Frankfurt, Germany

Why are there so many blond jokes? Well the brunettes have to have something to do on a Saturday night....

Marinda, Cape Town, South Africa

For god sake. Will these so called "scientists" please find something a bit more important to spend their time and intelligence on?? For example, I'm suffering from eczma and have been told there is no cure. Simple thing. But it would make a huge difference to all us itchy people out there! Who benefits from knowing whether men turn dumb in the company of blonde girls? P.S A blonde myself, I like Carol E. Cox's "Bleached Blonde" term. But perhaps the funniest thing I have read today is DavidintheUK's correction of Karin's grammar... And no - it is not equally funny if you correct my grammar (I'm sure there are some errors in there) because I have never bragged about my intelligence.

Jennie, Sydney, Australia

"Real-life blondes were sceptical about the findings. Laura Bailey, the Marks & Spencer model, said: "I've always been taken very seriously. I have always been blonde and I have never had an issue with the way I am." How ironic, a blonde who is employed solely for her looks thinks people take her seriously. Her claim to fame in Wikipedia is in posing nude in the book "4 Inches", which 'empowers women'. Shopkeepers may take her seriously when she hands over her credit card to pay £2000 for a pair of shoes, but I would imagine that is as far as it goes. "Give me a serious look in the camera luv."

Oh my gosh I feel so dumb typing in the obvious!!

Barry, London, UK

I agree with Carol. I am a true blonde, and have not met many "true" blondes during my life. It's actually a bit of a shock when I do. We true blondes have limitations that Bleached Brunettes would hate - blonde eyebrows that don't frame our eyes as brown eyebrows do; blonde eyelashes that look silly when painted with dark mascara (and there aren't many "light" mascara choices); pale skin that won't tan no matter what we try to do (if you see a blonde with a tan, chances are good she isn't natural - or is more of a "honey blonde" or "ash-blond"); and of course annoying stereotypes and prejudices. Many people have commented that I am an intelligent person, and I have generally excelled in scholarly pursuits and in my work (graphic artist / computer technician). In spite of that I have always struggled to prove myself as an "intelligent blonde." Personally, I have met a fair share of dumb brunettes and redheads in my life; in fact, I have met more dumb brunettes and fake blondes than true "dumb blondes." Next time you start to judge a blonde woman as a "dumb blonde," look a little closer before you cast your decision. She might not be a blonde at all.

The truth is in the roots. Literally.

Blonde Bettie, Mytown, USA

i am blonde with light blue eyes - i went to college on full honors scholarship - but men call me baby and cupcake etc. - i think it is funny especially when i take them on in a philosophical argument - i think what makes blondes so sexually attractive to men is that blondes have little visible body hair so they appear more 'naked' than brunettes - that is where the dizzy or ditzy comes in - it is in the men's heads when looking at a blond not in the blond's head - it is a projection of the men's primal state of mind -

skyz, miami beach, florida

If there are any studies of blonde overrepresentation in science and medicine, it is news to me. I can say that blondes are a tiny portion of the population overrepresented with cosmetic manipulation, so it is very difficult this day to even use anecdotal evidence to support the intelligence of blondes one way or the other. And that is before you try to define "blonde." I have seen plenty of women with plain brown hair who describe themselves as blonde. There are so many non-blonde blondes that it is pointless trying to even have these discussions.

Eddie, Los Angeles, CA

> north European women evolved blonde .. to make them stand out from their rivals This type of research may get headlines, but I can't help feeling that there is little truth to it. Deep-sea and cave creatures have less pigment too. Are polar bears white to compete with brown bears? I'm thinking maybe, just maybe, animals tend to lose their pigment when there is not a lot of sunlight around.

name, town,

Saying blondes are less intelligent than others is easily shown to be false. I believe a number of studies have actually shown that in scientific circles and among those most accomplished in intellectually demanding disciplines blonde hair is over represented. There are a number of reasons for the way people react to blondes, but I believe part of it is jealousy . Most men find it attractive, hence so many woman wear blue contacts and dye their hair. If some men get befuddled in the presence of blonde women, it may be their concentration is impaired due to the intimidating beauty before them. Perhaps the less attractive the female, the easier men find it to concentrate on the matters at hand!

Bruce Buirkle, Dallas, USA, Texas

The "blond" jokes currently in vogue are just a newish form of racism that people

seem to consider acceptable - a sort of outlet since other minority groups can no longer be a focus for disparaging remarks. Regarding the misguided mimetism mentioned in the article: I've noticed that people tend to unconsciously reproduce facial expressions, behaviour of those they are talking to... often wondered why a person had a certain look on his/her face and realised it was on mine as well.. it starts at birth - try sticking out your tongue at a newborn: he'll respond immediately!

alias, paris,

In the article, Laura Bailey (M&S model) is quoted: 'I have always been blonde...if I'm being insulted, then I'm blissfully unaware.' Case closed, I'd say.

BERT BRETHERTON, STOCKPORT, ENGLAND

To become a Fellow of the Royal Geographical Society, all you have to do is pay a subscription.

paul coones, oxford, UK

More fieldwork.

Andrew Milner, Karuizawa, Nagano

Laura Bailey's 'blissfully unaware', says it all for me. Case closed.

BERT BRETHERTON, STOCKPORT, ENGLAND

If most blonde-looking women are actually brunettes-in-disguise, it means that probably the people that gave blondes a bad name were all those empty-headed people who need to change their appearance for an ego boost. It's only unfortunate if most go for the fair-hair look.

Ric, Sheffield, UK

Us blondes have a sense of humour too, we can take it!! Though husband doesn't think so! A gorgeous young redhead goes into the doctor's office and said that her body hurt wherever she touched it. "Impossible!" says the doctor. "Show me." The redhead took her finger, pushed on her left shoulder and screamed, then she pushed her elbow and screamed even more. She pushed her knee and screamed; likewise she pushed her ankle and screamed. Everywhere she touched made her scream. The doctor said, "You're not really a redhead, are you? "Well, no" she said, "I'm actually a blonde." "I thought so," the doctor said. "Your finger is broken."

Maggie Snook, wool wareham, dorset

Carol E Cox. that was the best thing I have read in this debate in a loooong time. True blond myself, in a high powered job with 97% male dominance, I am having the time of my life. I sure works in my favor and for a senior to underestimate you is not always a bad thing...got me quite far anyway. Well to be honest to all your feminists out ther (no offence) you would probably not like it. It is about loosing the battle to win the war... Å...sa, Zurich, Switzerland

Å...sa Johansson, Zurich, Switzerland

Dear Karin That's "to which I have fallen prey" :)

DavidintheUK, London, UK

Being blonde myself, yet with an Oxbridge law degree, I could not help but notice how your esteemed journalists used the opinion of a model and an actress to demonstrate how "real-life blondes were sceptical about the findings" as neither career path is generally considered particularly intellectually demanding....or perhaps that is just another stereotype which I have fallen prey to.

Karin , Bexleyheath,

Given that small children, myself and my children included, are often blonde, and even Aboriginal children are frequently pale haired, and that hair colour usually darkens with maturity, being blonde is strongly associated with youthful fecundity - a powerful sexual signal - particularly in the case of females.

Arnold Ward, Weybridge, Surrey, UK

Why is being a 'noted environmentalist' automatically equated with high levels of intelligence?

James, Amsterdam, Netherlands

As noted in the article only three percent of women in Britain are Blonde. The women who make up the one third of women who appear to be Blonde and are not Blonde are actually Brunettes that have been bleached and then assumed the name Blonde. Marilyn Monroe, Suzanne Somers and Goldie Hawn are all Bleached Brunettes using the name Blonde as are Britney Spears, Paris Hilton and Madonna. The list is endless and includes 70% of prostitutes in the USA. I am a Blonde and I don't want to be associated with Bleached Brunettes but I am in a forced association with them because they use my name to hide behind.

Let's just get over it and call them Bleached Brunettes. This will lessen the impact of their contagious stupidity because the name Bleached Brunette is a bad name and that will limit who wants to be associated with that name.

Carol E. Cox, Burnaby, Canada

The ST Andrews theory of blondness is flawed if females prefer blond males. Which they do I think, if data is collected from the species in the wild and not in densely artificial metropolises where research subjects are under stress of urban life and more likely to lie to researchers and researchers more likely to fabricate results to suit themselves.

veriket, verona, italy