

CANADIAN PRESS / LEGER MARKETING

What Canadians Think of Beauty Pageants

Report

February 2003



1.0 Study Highlights

- One Canadian in five watches beauty pageants.

Question: *Do you watch beauty pageants such as Miss Canada International or Miss Teen Canada?*

n=1501	YES	NO	Don't know / Refusal
Canada	19%	80%	1%

- Beauty would be the most important qualification for a pageant.

Question: *In your opinion, what are the necessary qualities for participating in this kind of competition?*

n=1501	TOTAL
Beauty	46%
Intellectual skills	26%
Personality	18%
Specific talents (singing, dancing)	11%
Fitness	9%
Public speaking ability	5%
Social interests	4%
Others	14%
Don't know	31%
Refusal	5%

Note: As the respondents were able to mention several qualities, the vertical total exceeds 100%.

- Does the most beautiful win? Opinions are mixed.

Question: *Do you think the pageant winners are the...?*

n=1501	TOTAL
... most beautiful	20%
... most intelligent	5%
... most talented	7%
All three the same	32%
None	10%
Don't know	21%
Refusal	5%

- A quarter of Canadians think the winner is picked in advance.

Question: *Do you think the organisers have already chosen who will win before the pageant takes place?*

n=1501	YES	NO	Don't know/ Refusal
Canada	25%	46%	29%

- According to 18% of Canadians, beauty pageant contestants have to perform special favours to win the contest.

Question: *Do you think pageant participants have to do special favours for some of the organisers or jury members in order to win the pageant?*

n=1501	YES	NO	Don't know / Refusal
Canada	18%	51%	31%

2. Detailed Results

2.1 One Canadian in five watches beauty pageants

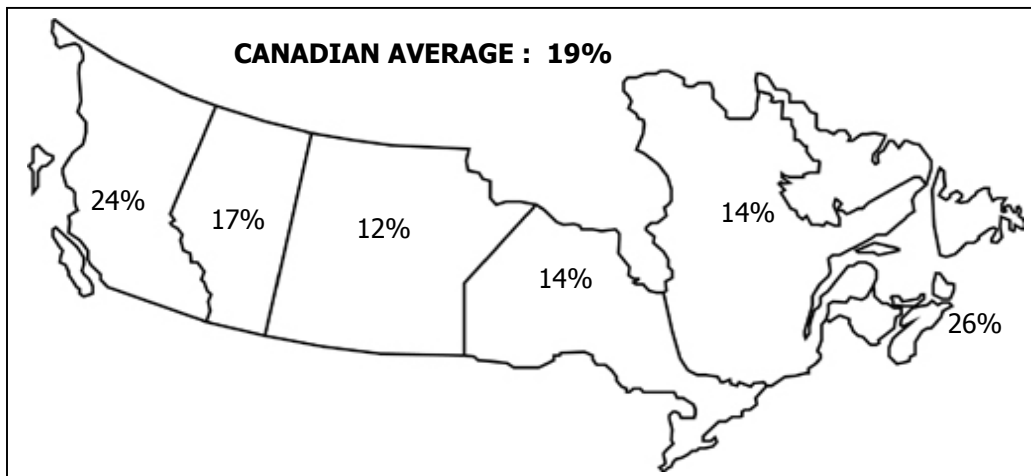
Nearly a fifth of Canadians (19%) state they watch beauty pageants such as Miss Canada International and Miss Teen Canada. In comparison, 80% don't watch them and 1% don't know.

Those with a grade school education (34%) and allophones (26%) are more likely to watch pageants, while professionals (88%), francophones (85%), Quebecers (85%), and university graduates (85%) rarely watch them. There was no significant difference between men and women in terms of this question.

Question: *Do you watch beauty pageants such as Miss Canada International or Miss Teen Canada?*

n=1501	YES	NO	Don't know/ Refusal
Mother tongue:			
French	15%	85%	0%
... English	19%	80%	1%
... Other	26%	73%	1%
Canada	19%	80%	1%

Proportion of Canadians who watch beauty pageants



2.2 Beauty would be the main requirement for taking part in a pageant

Nearly half of Canadians (46%) think beauty is the main qualification for participating in a pageant. Some of the other qualities mentioned were intellectual skills (25%), personality (18%), specific talents like singing or dancing (11%), fitness (9%), public speaking abilities (5%), social interests (4%). A relatively large number of Canadians did not have an opinion on the subject.

Francophones (57%), Quebecers (59%), and 25-34 year olds (53%) feel that **beauty** is a requirement for taking part in a pageant. In comparison, allophones (34%), college graduates (33%), and those in sales, office work or the service industry (30%) mentioned **intellectual skills** as a requirement. 55-64 year olds (17%), Ontarians (14%), and anglophones (13%) thought **specific talents** such as singing or dancing were a necessity. **Fitness** was considered a requirement by Quebecers (17%), francophones (16%), 25-34 year olds (15%), university graduates (13%) and men (12%).

Question: *In your opinion, what are the necessary qualities for participating in this kind of competition?*

n=1501	TOTAL	Mother Tongue : French	Mother Tongue : English	Mother Tongue: Other
Beauty	46%	57%	42%	48%
Intellectual skills	26%	27%	25%	34%
Personality	18%	23%	16%	17%
Specific talents (singing, dancing)	11%	6%	13%	11%
Fitness	9%	16%	7%	15%
Public speaking abilities	5%	6%	5%	8%
Social interest	4%	1%	5%	5%
Others	14%	13%	15%	9%
Don't know	31%	24%	33%	28%
Refusal	5%	1%	6%	6%

Note: Since the respondents could mention several qualities, the vertical total exceeds 100%.

2.3 Does the most beautiful win? Opinions are mixed

20% of Canadians feel that the winner is the most beautiful, while 7% think she is the most talented, and 5% the most intelligent. 32% think the winner is all three equally, while 10% think she is neither the most beautiful, nor the most talented, nor the most intelligent.

Question: *Do you think the pageant winners are the...?*

n=1501	... most beautiful	...most talented	...most intelligent	All three equally	None	Don't know / Refusal
Atlantic Provinces	9%	5%	2%	42%	9%	32%
Quebec	37%	17%	5%	24%	7%	10%
Ontario	14%	4%	5%	32%	12%	32%
Prairies	17%	5%	5%	37%	9%	27%
Alberta	18%	2%	6%	29%	11%	34%
British Columbia	15%	5%	3%	37%	11%	30%
Canada	20%	7%	5%	32%	10%	27%

2.4 A quarter of Canadians believe the winner is chosen beforehand

25% of Canadians think the winner of a beauty pageant is chosen beforehand, while almost half (46%) think the contrary and 29% don't know.

18-24 year olds (34%) and Quebecers (30%) were more likely to believe that the winners were chosen before the pageant. It should be noted that compared to the other regions of Canada, Quebec had the lowest rate of people who did not have an opinion.

Question: *Do you think organisers have already chosen who's going to win before the pageant takes place?*

n=1501	Yes	No	Don't know/ Refusal
Atlantic Provinces	21%	46%	33%
Quebec	30%	56%	14%
Ontario	23%	42%	35%
Prairies	24%	48%	27%
Alberta	27%	42%	32%
British Columbia	20%	41%	39%
Total	25%	46%	29%

2.5 Nearly 1 Canadian in 5 believes beauty pageant participants have to perform special favours

18% of Canadians questioned thought pageant participants had to perform special favours for the organisers or judges in order to win. 26% of those who watch pageants feel this way.

However, 51% of Canadians disagree and 30% refused to answer or did not have an opinion.

Question: *Do you think pageant participants have to do special favours for some of the organisers or jury members in order win the pageant?*

n=1501	Yes	No	Don't know/ refusal
Francophones	23%	61%	15%
Anglophones	17%	48%	35%
Others	17%	50%	33%
Total	18%	51%	30%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 4 and February 9, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.5 , 19 times out of 20.