



# Sally Hansen Polling Study:

## Topline Results

### November 2017

These are findings from an Ipsos study conducted online May 24-30, 2017 on behalf of Sally Hansen. For the survey, a sample of 1,501 women aged 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The data are weighted to relevant population targets according to US Census on gender, age, region, race/ethnicity and income. Detailed sampling information can be found at the end of this document.

1. To what extent do you agree or disagree with the following statements:

% Agree	All Respondents
	(n=1,501)
I feel like I am equal to men	71%
The world treats me as equal to men	40%
The world is as convenient for women as it is for men	45%
I feel proud when I've worked independently to accomplish a goal	94%

2. Do you feel like the following are structured in ways that benefit men more, benefit women more, or benefit both equally?

% Benefit Men More	All Respondents
	(n=1,501)
Corporate America	67%
Professional sports	72%
Family life	15%
Politics	67%
Law enforcement	48%

% Benefit Women More	All Respondents
	(n=1,501)
Corporate America	2%
Professional sports	1%

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## Topline Results – continued –

% Benefit Women More	All Respondents
	(n=1,501)
Family life	24%
Politics	1%
Law enforcement	5%

% Benefit Both Equally	All Respondents
	(n=1,501)
Corporate America	22%
Professional sports	20%
Family life	54%
Politics	23%
Law enforcement	37%

% Don't know	All Respondents
	(n=1,501)
Corporate America	10%
Professional sports	6%
Family life	7%
Politics	9%
Law enforcement	10%

3. Which of the following areas are most unequal, meaning where men and women are NOT treated equally?  
Choose up to three.

	All Respondents
	(n=1,501)
The workplace	55%
Politics	50%
Professional sports	49%
In the media	19%
Religious life	18%
The judicial system	15%
The home	12%
Other	1%



## Topline Results – continued –

	All Respondents
	(n=1,501)
Don't know	9%

4. What does “self-made” mean to you? Please type in a response below  
*Open ended responses appear separately*

5. Which, if any, of the following have you personally encountered? Choose as many as apply.

	All Respondents
	(n=1,501)
Being called ‘sweetie’, ‘honey’, or a similar name by a male I don’t know well	54%
Being called ‘sweetie’, ‘honey’, or a similar name by a male stranger on the street	46%
Judgement over my appearance	44%
Encountered ‘mansplaining’ (when a man explains something to a woman that they already know and/or in a patronizing manner)	43%
Changed my walking route to a destination to avoid feeling unsafe	38%
A waiter or waitress assuming that a man will be paying the bill rather than a woman	36%
A mechanic or serviceperson ignoring my opinions because I am a woman	35%
Someone assuming I am uninterested in sports because I am a woman	30%
<i>[Respondents who work FT or PT]</i> Being given fewer opportunities at work because I am a woman	12%
<i>[Respondents who work FT or PT]</i> Being given more administrative tasks at work because I am a female	11%
None of these	17%

6. Which, if any, of the following have you personally encountered regarding your appearance? Choose as many as apply.

	All Respondents
	(n=1,501)
Feeling judged because my nails are not manicured	21%
Being made to feel that my manicure is inappropriate	7%
None of these	44%



## Topline Results – continued –

7. You indicated you have felt judged for your manicure. Why do you think this was?

	<b>Those Who Have Felt Judged for Manicure</b>
	(n=353)
Because I wasn't wearing nail polish	49%
Because my nail look wasn't perfect	31%
Because my nail look was too bold	11%
Other	8%
Don't know	1%

8. You indicated you have felt judged for your manicure. Would you say that this judgement came more from men, from women, or from both equally?

	<b>Those Who Have Felt Judged for Manicure</b>
	(n=570)
Men	7%
Women	57%
Both equally	32%
Don't know	4%

9. You indicated you have felt judged for your manicure. Did you change your nail routine to avoid feeling judged for your manicure in the future?

	<b>Those Who Have Felt Judged for Manicure</b>
	(n=535)
Yes	33%
No	67%

10. To what extent do you agree or disagree with each of the following statements:

% Agree	<b>All Respondents</b>
	(n=1,501)
I feel like a slob when I have chipped nails	45%



## Topline Results – continued –

11. How, if at all, is your beauty routine different on days you work? By “beauty routine” we mean anything you do to get ready, including using makeup, nail polish, hair products or styling, etc.

	<b>Employed Respondents (PT/FT)</b>
	(n=623)
For work, I put <u>more</u> time/effort into my beauty routine	31%
For work, I put <u>less</u> time/effort into my beauty routine	18%
My beauty routine is the same regardless of whether I’m going to work or not	47%
Don’t know	4%

12. You say you put more time/effort into your beauty routine on days when you work. Why is this? Please choose from the below or write in your own answer.

	<b>Employed Respondents Who Put More Effort</b>
	(n=194)
I myself prefer to look a certain way for work	55%
There are informal / unstated expectations regarding how I am supposed to look at work	26%
There is a formal code or guidance regarding how I am supposed to look at work	17%
Other	2%
Don’t know	1%

13. Which of the following rules or guidance do you need to follow for your work? Select as many as apply.

	<b>Employed Respondents with Formal Code for Work</b>
	(n=33)
There is a company dress code	84%
There is a company policy regarding makeup	21%
There is a company policy regarding nails / manicure	18%
Other	*
Don’t know	6%



## Topline Results – continued –

14. How, if at all, is your beauty routine different on days you go to your child’s school? By “beauty routine” we mean anything you do to get ready, including using makeup, nail polish, hair products or styling, etc.

	<b>Parents with Children Under 18</b>
	(n=401)
My beauty routine is the same regardless of whether I’m going to my child’s school or not	46%
I put <u>more</u> time/effort into my beauty routine	21%
I put <u>less</u> time/effort into my beauty routine	14%
Not applicable	14%
Don’t know	4%

15. You say you put more time/effort into your beauty routine on days when you go to your child’s school. Why is this? Please choose from the below or write in your own answer.

	<b>Parents Who Put More Effort</b>
	(n=87)
I myself prefer to look a certain way when I am there	51%
I feel social pressure to look a certain way when I am there	31%
There are informal / unstated expectations regarding how I am supposed to look at my child’s school	14%
Other	3%
Don’t know	1%

16. Below are some statements about women and appearance, both positive and negative. Please indicate the extent to which you agree or disagree with each:

<b>% Agree</b>	<b>All Respondents</b>
	(n=1,501)
Beauty can be empowering	84%
It is unfair that women are “expected” to wear nail polish	56%
I feel more confident when I have a manicure	49%



## Topline Results – continued –

% Agree	All Respondents
	(n=1,501)
When I paint my nails, I choose a color based on who I'm seeing and what I'm doing the following week	25%
I wear nail polish for other people	16%

17. Please indicate the extent to which you agree or disagree with the following statements:

% Agree	All Respondents
	(n=1,501)
There is something great about taking care of my beauty routines by myself	81%
When I do my own manicure, I feel proud that I did it myself	64%
Doing my own nails is a treat that I enjoy when I have time	59%
I enjoy doing my own nails	57%
I prefer to follow fashion trends when it comes to choosing a nail polish color	25%

18. How often, if at all, do you...?

% Wear Makeup	All Respondents
	(n=1,501)
Every day or almost every day	18%
Most days	28%
Once or twice a week	20%
Once or twice a month	11%
Once or twice a year	6%
Less often / Never	17%

% Use product in hair	All Respondents
	(n=1,501)
Every day or almost every day	18%
Most days	26%
Once or twice a week	24%
Once or twice a month	11%



## Topline Results – continued –

% Use product in hair	All Respondents
	(n=1,501)
Once or twice a year	5%
Less often / Never	15%

% Use a styling instrument	All Respondents
	(n=1,501)
Every day or almost every day	8%
Most days	15%
Once or twice a week	18%
Once or twice a month	15%
Once or twice a year	10%
Less often / Never	34%

19. How regularly, if at all, do you...?

% Give yourself a manicure / pedicure at home	All Respondents
	(n=1,501)
Once a week or more	9%
Every 2-3 weeks	19%
Once a month	27%
Once or twice a year	19%
Never	26%

% Have a manicure / pedicure in a salon	All Respondents
	(n=1,501)
Once a week or more	2%
Every 2-3 weeks	7%
Once a month	14%
Once or twice a year	31%
Never	47%

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## Topline Results – continued –

### About the Study

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 3.5$  percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,005$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5.0).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

### For more information on this news release, please contact:

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## Topline Results – continued –

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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## Topline Results – continued –

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