# GLOBAL ADVISOR Global attitudes toward beauty AUGUST 2019

lpsos



# **ATTRIBUTES OF BEAUTY**

# WOMEN



Q1. How important are each of these attributes in making a woman beautiful.

#### Happiness

Many European countries are least likely to believe happiness is important for a woman's beauty, with significant gender discrepancies in each.

ountry	Mean	Important (8-10)%	% women important	
All Countries	8.2	71%	76%	68%
Mexico	9.1	90%	94%	86%
Russia	8.9	83%	90%	76%
Hungary	8.9	83%	85%	82%
India	8.8	82%	83%	83%
China	8.3	81%	81%	79%
South Africa	8.8	81%	85%	77%
Chile	8.6	79%	85%	<b>—</b> 73%
Serbia	8.6	79%	81%	76%
Saudi Arabia	8.6	78%	81%	76%
Brazil	8.6	77%	78%	76%
US	8.4	75%	79%	72%
Turkey	8.5	73%	85%	<b>—</b> 60%
Argentina	8.2	72%	73%	71%
Canada	8.2	72%	75%	68%
Poland	8.2	72%	77%	65%
South Korea	8.3	71%	76%	66%
Malaysia	8.2	70%	<b>—</b> 76%	62%
Peru	8.0	70%	71%	68%
Australia	8.0	68%	<b>—</b> 76%	60%
Italy	8.1	67%	71%	65%
Great Britain	7.9	64%	68%	60%
Spain	7.7	61%	60%	61%
Sweden	7.3	58%	64%	<b>52%</b>
Belgium	7.2	58%	<b>64%</b>	53%
France	7.5	56%	<b>62%</b>	<b>50</b> %
Japan	7.6	55%	<b>6</b> 3%	46%
Germany	7.2	52%	<b>5</b> 9%	46%
				differences

Indicates differences of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

#### Kindness

The US is one of just six countries with a 10 percentage point or greater difference between men and women who believe that kindness is important for female beauty.

untry	Mean	Important (8-10)%		6 women nportant	% men important
All Countries	8.2	71%	_	73%	67%
Mexico	8.9	85%		88%	82%
Hungary	8.7	82%		83%	82%
India	8.6	79%		81%	77%
Turkey	8.6	79%		86%	<b>70%</b>
US	8.6	79%		85%	<b>72%</b>
Brazil	8.6	78%		78%	76%
Chile	8.6	78%		84%	74%
South Africa	8.7	78%		81%	75%
Canada	8.3	76%		79%	72%
Saudi Arabia	8.4	76%		72%	78%
China	8.2	75%		76%	74%
Russia	8.5	75%		76%	75%
Peru	8.3	74%		76%	71%
Malaysia	8.3	73%		80%	67%
Argentina	8.2	71%		72%	71%
Australia	8.2	70%		78%	63%
Poland	8.1	69%	_	75%	63%
Italy	8.1	68%	_	70%	65%
Great Britain	8.0	66%	_	71%	61%
Serbia	7.9	66%	_	65%	66%
Belgium	7.5	62%		68%	58%
Germany	7.5	60%		63%	57%
France	7.7	59%		59%	59%
Spain	7.6	59%		58%	58%
Sweden	7.4	56%	-	64%	50%
South Korea	7.4	53%		53%	55%
Japan	7.4	51%		56%	47%
				Indicates	differences

of 10%+



Q1. How important are each of these attributes in making a woman beautiful.

#### Confidence

Russia and Poland have the largest difference between men and women who think confidence is important for female beauty with a difference of 22 percentage points.

untry	Mean	Important (8-10)%	% women important	% men important
All Countries	8.1	69%	74%	64%
Mexico	9.2	89%	93%	83%
Turkey	8.8	83%	88%	<b>75%</b>
India	8.7	82%	84%	80%
Saudi Arabia	8.6	80%	79%	82%
Argentina	8.5	79%	79%	77%
Brazil	8.7	79%	81%	77%
South Africa	8.6	79%	81%	77%
Chile	8.6	78%	87%	67%
China	8.3	78%	81%	74%
Hungary	8.4	78%	81%	75%
Malaysia	8.4	73%	<b>82%</b>	64%
Peru	8.3	73%	76%	70%
US	8.3	73%	<b>—</b> 78%	67%
Russia	8.2	71%	<b>81%</b>	<b>5</b> 9%
Serbia	7.9	69%	63%	73%
Canada	8.0	68%	73%	64%
South Korea	8.0	68%	<b>—</b> 75%	<b>5</b> 9%
Germany	7.9	64%	<b>—</b> 72%	<b>5</b> 6%
Poland	7.8	64%	<b>—</b> 74%	<b>52%</b>
Australia	7.9	63%	<b>—</b> 71%	<b>5</b> 6%
Italy	7.9	62%	66%	57%
Spain	7.8	60%	62%	57%
Great Britain	7.5	56%	63%	<b>47%</b>
Belgium	7.2	54%	59%	49%
Japan	7.3	48%	<b>57%</b>	<b>3</b> 9%
Sweden	7.0	46%	52%	41%
France	7.0	43%	47%	37%

Indicates differences of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

### Dignity

Falling 30 percentage points below the global average (70%), Japanese respondents are least likely to report that dignity is an important attribute in making a woman beautiful.

untry	Mean	Important (8-10)%	% women important	
All Countries	8.1	70%	74%	65%
Mexico	9.2	89%	94%	84%
South Africa	8.7	80%	82%	79%
China	8.4	79%	82%	77%
Brazil	8.7	79%	80%	77%
Chile	8.7	78%	<b>—</b> 86%	68%
India	8.6	78%	81%	77%
Peru	8.7	78%	78%	78%
Argentina	8.4	77%	81%	72%
Saudi Arabia	8.6	77%	82%	74%
Serbia	8.4	77%	78%	75%
Italy	8.4	74%	77%	70%
Russia	8.4	74%	80%	68%
Malaysia	8.4	73%	81%	65%
Hungary	8.3	72%	74%	69%
Canada	8.1	71%	74%	67%
Turkey	8.3	71%	82%	61%
US	8.2	71%	76%	66%
Poland	8.2	70%	80%	62%
Australia	8.0	65%	<b>—</b> 71%	<b>58</b> %
Germany	7.8	63%	<b>—</b> 70%	<b>57%</b>
Spain	7.8	61%	63%	59%
Belgium	7.5	59%	60%	57%
Great Britain	7.6	57%	62%	<b>—</b> 51%
South Korea	7.5	52%	56%	47%
France	7.4	51%	<b>—</b> 58%	<b>47%</b>
Sweden	7.0	44%	<b>—</b> 50%	<b>38</b> %
Japan	6.9	40%	48%	31%

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Q1. How important are each of these attributes in making a woman beautiful.

#### Humor

Turkey has the largest difference between men and women who find humor to be important for female beauty. Seventy-seven percent of women report that it is important while 51% of men say the same.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	7.7	60%	63%	58%
Mexico	8.7	80%	83%	77%
Argentina	8.2	75%	77%	73%
Brazil	8.4	74%	76%	73%
Poland	8.3	72%	79%	<b>6</b> 6%
Chile	8.4	71%	77%	<b>—</b> 64%
India	8.2	70%	70%	68%
Hungary	8.0	67%	70%	65%
South Africa	8.1	66%	65%	67%
Canada	7.8	65%	67%	65%
Germany	7.8	65%	68%	63%
US	8.0	65%	67%	65%
Turkey	7.9	64%	77%	<b>5</b> 1%
Italy	7.8	61%	62%	58%
Serbia	7.7	61%	64%	57%
Peru	7.7	60%	60%	60%
Australia	7.7	60%	65%	55%
Russia	7.8	60%	61%	58%
Saudi Arabia	7.7	60%	64%	60%
Great Britain	7.6	59%	60%	57%
Belgium	7.4	58%	59%	56%
Spain	7.5	57%	58%	57%
China	7.4	52%	52%	52%
France	7.2	50%	52%	47%
Sweden	7.2	49%	50%	48%
South Korea	6.9	39%	37%	40%
Malaysia	6.7	37%	42%	33%
Japan	6.5	30%	34%	27%

Q1. How important are each of these attributes in making a woman beautiful.

#### Intelligence

Four well-developed EU countries – Belgium, France, Great Britain, and Sweden – fall to the bottom of the list in likeliness to consider intelligence important to female beauty.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	8.0	66%	69%	64%
Mexico	8.9	86%	90%	82%
Turkey	8.7	80%	90%	<b>6</b> 9%
Hungary	8.5	79%	79%	78%
Brazil	8.5	77%	78%	74%
India	8.5	77%	80%	75%
Poland	8.4	77%	83%	69%
Italy	8.4	76%	79%	72%
Argentina	8.3	74%	77%	69%
Chile	8.5	73%	82%	63%
Peru	8.4	73%	74%	73%
Serbia	8.3	73%	74%	72%
South Africa	8.2	71%	73%	69%
Russia	8.1	69%	72%	65%
US	8.1	68%	69%	67%
Saudi Arabia	8.1	67%	69%	65%
Canada	7.9	66%	66%	65%
China	7.8	66%	66%	65%
Germany	7.7	63%	67%	58%
Spain	7.7	61%	59%	64%
Malaysia	7.8	61%	66%	<b>5</b> 5%
Australia	7.6	58%	60%	54%
South Korea	7.6	57%	60%	54%
Belgium	7.5	57%	61%	52%
France	7.3	50%	55%	45%
Great Britain	7.2	48%	49%	49%
Sweden	7.0	46%	46%	47%
Japan	7.1	43%	<b>5</b> 0%	<b>—</b> 37%

Indicates differences

of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

#### Wisdom

All Latin American countries report wisdom being important to female beauty at a rate higher than the global average (65%).

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	7.9	65%	70%	62%
Mexico	8.7	84%	89%	81%
India	8.5	77%	80%	73%
Poland	8.4	77%	<b>—</b> 84%	<b>—</b> 70%
Brazil	8.5	76%	81%	74%
Chile	8.5	75%	<b>81</b> %	68%
China	8.1	74%	75%	73%
Argentina	8.2	72%	73%	70%
Peru	8.2	71%	70%	73%
Russia	8.1	71%	79%	<b>6</b> 2%
Saudi Arabia	8.2	71%	74%	70%
Turkey	8.3	71%	<b>80%</b>	<b>6</b> 1%
South Africa	8.3	70%	74%	66%
Italy	8.1	69%	73%	65%
South Korea	8.0	69%	74%	64%
Malaysia	8.1	68%	<b>—</b> 75%	62%
US	8.1	68%	72%	62%
Serbia	7.9	67%	69%	65%
Hungary	8.0	64%	68%	61%
Canada	7.8	63%	66%	61%
Australia	7.5	59%	64%	<b>5</b> 2%
Spain	7.7	58%	59%	57%
Belgium	7.4	56%	59%	51%
Germany	7.3	54%	<b>61%</b>	46%
France	7.2	51%	53%	49%
Japan	7.3	49%	<b>5</b> 6%	43%
Great Britain	7.1	46%	47%	43%
Sweden	6.8	40%	45%	35%

Indicates differences of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

#### Strength

Men are significantly less likely to consider strength an important attribute of female beauty – true in all but seven surveyed countries.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	7.4	55%	<b>—</b> 61%	<b>—</b> 49%
Mexico	8.9	85%	91%	<b>= 80%</b>
Chile	8.5	76%	<b>82%</b>	69%
India	8.4	74%	<b>—</b> 79%	<b>68%</b>
Argentina	8.3	73%	77%	69%
Peru	8.2	70%	70%	73%
Turkey	7.7	64%	<b>—</b> 77%	<b>5</b> 1%
Brazil	7.9	64%	<b>—</b> 70%	<b>5</b> 8%
Saudi Arabia	7.7	63%	<b>—</b> 76%	<b>5</b> 4%
US	7.8	62%	<b>—</b> 69%	<b>57%</b>
South Africa	7.7	62%	<b>68%</b>	<b>5</b> 4%
China	7.6	60%	66%	<b>5</b> 3%
Spain	7.6	59%	61%	56%
Canada	7.4	57%	63%	<b>5</b> 2%
Germany	7.4	53%	62%	<b>4</b> 5%
South Korea	7.4	52%	58%	<b>4</b> 6%
Italy	7.4	52%	58%	47%
Australia	7.3	52%	<b>5</b> 9%	<b>44%</b>
Malaysia	7.3	48%	62%	<b>—</b> 36%
Belgium	6.9	47%	52%	42%
Serbia	6.9	46%	51%	42%
Poland	7.0	45%	54%	36%
Hungary	7.0	45%	53%	35%
Great Britain	6.9	42%	<b>—</b> 50%	<b>—</b> 34%
France	6.7	36%	<b>—</b> 45%	25%
Japan	6.8	35%	46%	24%
Russia	6.2	34%	38%	31%
Sweden	6.0	28%	33%	23%

of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

### Appearance of skin

Women are significantly more likely than men to consider the appearance of skin important to female beauty in four countries, with the largest difference in Saudi Arabia (23-points). On the other hand, significantly more men than women consider skin appearance to be important in just two countries – Argentina and Chile.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.6	42%	43%	41%
Russia	7.9	68%	73%	63%
China	7.8	67%	70%	65%
Turkey	7.9	67%	72%	63%
Saudi Arabia	7.4	60%	<b>—</b> 73%	<b>50%</b>
Poland	7.4	55%	63%	<b>48%</b>
Hungary	7.3	53%	52%	53%
South Korea	7.2	52%	56%	48%
India	7.0	51%	56%	47%
Serbia	7.0	50%	53%	47%
Germany	7.1	49%	<b>—</b> 55%	44%
Malaysia	7.1	46%	53%	<b>40%</b>
Brazil	6.5	44%	44%	45%
Italy	6.7	41%	44%	38%
Japan	6.8	41%	44%	36%
US	6.5	39%	37%	43%
Belgium	6.5	38%	38%	39%
Mexico	5.8	36%	40%	35%
South Africa	6.0	32%	28%	37%
Peru	5.7	30%	30%	30%
Argentina	5.6	29%	24%	<b>36%</b>
Canada	5.9	29%	26%	33%
Australia	5.7	28%	25%	31%
France	6.2	27%	29%	25%
Great Britain	5.7	27%	26%	27%
Spain	5.4	26%	24%	29%
Chile	5.5	24%	<b>—</b> 19%	31%
Sweden	5.4	20%	19%	22%

Q1. How important are each of these attributes in making a woman beautiful.

#### **Facial appearance**

Russian respondents (71%) are most likely, by a significant margin (25-points above global average), to report that facial appearance is important in making a woman beautiful.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.8	46%	44%	47%
Russia	8.2	71%	75%	70%
Turkey	8.1	69%	<b>—</b> 75%	63%
China	7.9	67%	67%	67%
Poland	7.9	65%	68%	62%
Hungary	7.8	64%	59%	69%
Serbia	7.6	60%	59%	61%
Saudi Arabia	7.7	58%	69%	<b>50%</b>
Germany	7.4	57%	59%	55%
India	7.1	54%	57%	50%
South Korea	7.2	51%	50%	51%
Italy	7.0	49%	48%	50%
Malaysia	7.3	48%	51%	45%
Belgium	6.9	47%	42%	52%
Japan	6.9	44%	46%	40%
Brazil	6.6	44%	42%	45%
US	6.7	42%	37%	46%
Mexico	6.0	37%	36%	38%
South Africa	6.2	36%	29%	45%
France	6.5	34%	35%	34%
Peru	6.0	34%	31%	38%
Canada	6.1	32%	<b>—</b> 26%	<b>40%</b>
Argentina	5.8	31%	<b>—</b> 25%	<b>—</b> 38%
Australia	5.8	31%	25%	<b>36%</b>
Spain	5.8	31%	22%	42%
Great Britain	5.9	29%	24%	34%
Chile	5.9	27%	<b>—</b> 19%	<b>3</b> 7%
Sweden	5.8	25%	24%	27%

Indicates differences of 10%+

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Q1. How important are each of these attributes in making a woman beautiful.

#### Sense of style

Excluding Brazil (46%), all Latin American countries fall below the global average (41%) in reporting sense of style as important to female beauty.

untry	Mean	Important (8-10)%	% women important	% men importar
All Countries	6.5	41%	41%	41%
Russia	7.8	65%	69%	59%
Turkey	7.8	64%	<b>—</b> 74%	<b>5</b> 5%
Poland	7.7	62%	62%	61%
China	7.5	60%	61%	58%
India	7.5	59%	64%	<b>5</b> 3%
Saudi Arabia	7.4	56%	<b>—</b> 68%	48%
Serbia	7.4	55%	59%	50%
Hungary	7.5	54%	56%	53%
South Korea	7.3	50%	55%	48%
Malaysia	7.1	47%	51%	43%
Brazil	6.8	46%	45%	49%
Germany	6.8	45%	49%	41%
Italy	7.0	45%	46%	43%
Belgium	6.7	41%	37%	45%
South Africa	6.4	39%	32%	45%
Japan	6.7	37%	43%	<b>—</b> 31%
US	6.2	36%	<b>—</b> 30%	<b>41%</b>
Australia	5.9	31%	29%	33%
Canada	6.0	29%	25%	34%
Mexico	5.3	29%	28%	28%
France	6.2	28%	30%	25%
Great Britain	5.8	28%	26%	31%
Peru	5.5	26%	26%	25%
Chile	4.3	21%	<b>—</b> 11%	29%
Spain	5.2	20%	16%	24%
Sweden	5.4	20%	20%	22%
Argentina	4.9	19%	16%	23%

Q1. How important are each of these attributes in making a woman beautiful.

### **Bodyweight and shape**

Latin American countries fall below the global average in thinking that bodyweight and shape are important attributes in making a woman beautiful. Spain and Chile fall to the very bottom with just 21% who think so in each.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.4	40%	38%	42%
China	7.8	64%	65%	63%
Russia	7.6	62%	63%	64%
Poland	7.6	59%	61%	59%
Saudi Arabia	7.5	58%	64%	55%
Turkey	7.5	57%	59%	54%
India	7.2	54%	56%	53%
Serbia	7.1	51%	50%	51%
Malaysia	7.1	49%	49%	49%
South Korea	7.1	49%	48%	50%
Germany	6.8	46%	47%	45%
Hungary	6.8	45%	43%	47%
Italy	6.7	42%	40%	43%
Belgium	6.6	41%	<b>—</b> 36%	49%
Japan	6.8	40%	43%	37%
Brazil	6.0	35%	32%	38%
US	6.1	35%	<b>—</b> 27%	43%
South Africa	5.8	32%	23%	<b>43</b> %
Canada	5.8	30%	23%	<b>—</b> 38%
Mexico	5.5	29%	28%	32%
Peru	5.7	28%	27%	30%
Australia	5.6	27%	23%	30%
France	6.0	27%	26%	28%
Great Britain	5.6	26%	22%	30%
Argentina	5.1	24%	19%	29%
Sweden	5.3	23%	18%	28%
Spain	5.2	21%	17%	27%
Chile	4.6	21%	<b>—</b> 13%	31%

Indicates differences

Q1. How important are each of these attributes in making a woman beautiful.

### Hairstyling

With 26 percentage points above the global average, Russian respondents (63%) are most likely to say that hairstyling is important to female beauty.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.2	37%	35%	38%
Russia	7.7	63%	65%	59%
China	7.4	57%	59%	54%
Poland	7.4	53%	58%	49%
India	7.1	51%	54%	48%
Saudi Arabia	7.1	51%	56%	46%
Turkey	7.3	51%	52%	51%
Hungary	6.8	48%	46%	49%
Germany	6.7	44%	47%	43%
Serbia	6.8	42%	44%	39%
South Korea	6.8	41%	44%	38%
Belgium	6.4	37%	34%	40%
Italy	6.5	37%	38%	36%
Japan	6.7	36%	43%	<b>30%</b>
Malaysia	6.5	36%	37%	37%
Brazil	5.9	35%	32%	39%
US	6.1	33%	26%	37%
South Africa	5.8	32%	27%	38%
Mexico	5.5	31%	30%	30%
Peru	5.5	27%	24%	30%
Canada	5.6	26%	21%	30%
France	6.1	25%	24%	26%
Australia	5.5	24%	21%	26%
Great Britain	5.5	24%	21%	26%
Argentina	5.0	22%	19%	24%
Chile	4.4	21%	12%	32%
Sweden	5.2	20%	18%	21%
Spain	5.1	19%	14%	23%
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Indicates differences

of 10%+



Q1. How important are each of these attributes in making a woman beautiful.

#### Youthfulness

Globally, 34% of respondents say that youthfulness is important to female beauty.

Swedish respondents (15%) are more than half as likely to report the same.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.1	34%	32%	37%
China	7.9	65%	65%	67%
India	7.7	64%	68%	60%
Russia	7.2	54%	56%	50%
Saudi Arabia	7.2	53%	60%	51%
South Korea	7.1	48%	47%	48%
Hungary	6.8	46%	45%	48%
Poland	6.9	46%	47%	45%
Turkey	7.1	45%	48%	41%
Malaysia	6.7	40%	39%	40%
Serbia	6.7	40%	41%	40%
Japan	6.7	38%	41%	35%
Germany	6.3	34%	34%	33%
Brazil	5.7	32%	31%	35%
Belgium	6.1	31%	28%	34%
Italy	6.3	31%	28%	36%
South Africa	5.8	29%	21%	38%
US	5.9	28%	23%	35%
Canada	5.6	26%	22%	30%
Australia	5.4	24%	20%	27%
Mexico	5.1	23%	<b>—</b> 17%	<b>31%</b>
Peru	5.4	22%	20%	25%
Argentina	4.8	21%	19%	24%
Great Britain	5.2	20%	17%	22%
Chile	4.3	19%	<b>—</b> 10%	<b>—</b> 30%
France	5.5	18%	15%	20%
Spain	5.0	17%	9%	24%
Sweden	4.8	15%	15%	13%



Q1. How important are each of these attributes in making a woman beautiful.

#### **Professional success**

Turkey has the largest difference (27 percentage points) between men and women who say professional success is important to female beauty, with 70% of women and 43% of men.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.2	36%	38%	34%
India	7.9	65%	69%	63%
Saudi Arabia	7.4	59%	62%	56%
Turkey	7.3	56%	<b>—</b> 70%	<b>4</b> 3%
China	7.4	52%	58%	48%
Malaysia	7.1	49%	<b>5</b> 9%	<b>=</b> 39%
Chile	6.6	46%	50%	42%
South Korea	7.1	44%	<b>4</b> 9%	<b>—</b> 37%
Brazil	6.5	42%	46%	38%
Mexico	6.2	42%	45%	40%
Russia	6.6	42%	<b>47%</b>	<b>—</b> 36%
Poland	6.6	37%	43%	33%
Hungary	6.2	36%	41%	<b>30%</b>
Peru	6.2	34%	31%	37%
Germany	6.0	32%	34%	30%
South Africa	6.0	32%	30%	36%
Italy	6.2	32%	31%	34%
Serbia	6.0	31%	<b>—</b> 39%	24%
US	5.9	29%	26%	33%
Belgium	6.0	28%	30%	25%
Argentina	5.4	26%	25%	26%
Australia	5.4	24%	22%	24%
Spain	5.2	23%	19%	25%
Japan	6.1	22%	29%	<b>—</b> 15%
Canada	5.4	22%	22%	22%
France	5.6	20%	24%	17%
Great Britain	5.0	17%	15%	18%
Sweden	4.4	12%	15%	9%

Indicates differences of 10%+

Q1. How important are each of these attributes in making a woman beautiful.

#### Sexiness

Twenty out of twenty-six countries surveyed have significantly more men than women who believe that sexiness is important to female beauty.

*Turkey is the only country that has significantly more women than men who consider sexiness an important attribute.* 

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.5	41%	<b>—</b> 35%	<b>4</b> 7%
Russia	8.0	70%	67%	73%
Poland	7.8	65%	61%	68%
Serbia	7.4	58%	56%	60%
China	7.5	55%	48%	<b>61%</b>
India	7.0	53%	54%	52%
Italy	7.3	53%	47%	<b>5</b> 9%
Turkey	7.2	51%	57%	44%
Mexico	6.7	49%	45%	<b>5</b> 6%
Argentina	6.7	48%	37%	60%
Hungary	6.7	44%	<b>—</b> 36%	<b>53</b> %
Brazil	6.7	44%	<b>—</b> 39%	<b>52%</b>
Germany	6.5	40%	33%	46%
Peru	6.3	39%	29%	48%
Spain	6.3	37%	27%	47%
US	6.3	36%	27%	46%
South Korea	6.4	33%	26%	<b>39%</b>
Belgium	6.1	32%	24%	<b>= 39%</b>
Chile	5.9	32%	<b>—</b> 18%	48%
South Africa	5.8	32%	21%	<b>4</b> 5%
Canada	5.9	31%	<b>—</b> 21%	42%
Japan	6.4	31%	27%	34%
Malaysia	5.9	31%	31%	32%
Australia	5.6	28%	<b>—</b> 21%	<b>=</b> 35%
Sweden	5.5	27%	<b>—</b> 20%	<b>=</b> 33%
Great Britain	5.7	26%	<b>—</b> 15%	<b>=</b> 38%
France	5.8	25%	<b>—</b> 19%	<b>—</b> 31%
Saudi Arabia	N/A		0%	0%

Q1. How important are each of these attributes in making a woman beautiful.

#### **Financial success**

Women are more likely than men to think financial success is important to female beauty in China, Turkey, Malaysia, Russia, and Japan. The opposite is true for those in Chile and Spain.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.0	32%	34%	31%
China	7.7	63%	<b>—</b> 69%	<b>58%</b>
India	7.5	60%	63%	55%
Saudi Arabia	7.4	56%	57%	55%
Turkey	7.2	52%	66%	<b>3</b> 6%
Malaysia	7.0	49%	<b>—</b> 56%	41%
South Korea	7.1	44%	49%	41%
Russia	6.6	42%	50%	<b>3</b> 4%
Poland	6.5	38%	41%	34%
Brazil	6.2	37%	42%	34%
Mexico	5.7	32%	31%	35%
South Africa	5.8	31%	28%	34%
Peru	5.8	29%	31%	26%
Serbia	5.9	29%	35%	26%
Hungary	5.9	29%	30%	28%
Germany	5.8	28%	30%	26%
Italy	5.9	28%	27%	29%
Belgium	5.8	27%	24%	30%
US	5.6	26%	23%	31%
Chile	4.7	24%	17%	32%
Japan	6.1	24%	29%	<b>—</b> 18%
Canada	5.3	21%	21%	22%
Argentina	5.0	21%	20%	22%
Australia	5.1	21%	20%	24%
Spain	4.8	16%	<b>—</b> 11%	23%
France	5.3	15%	16%	12%
Great Britain	4.6	14%	13%	14%
Sweden	4.4	11%	12%	11%

Q1. How important are each of these attributes in making a woman beautiful.

**Spirituality/religious faith** 

Saudi respondents (72%) are the most likely to say that spirituality/religious faith is important to female beauty, more than double the global average (30%).

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	5.5	30%	32%	29%
Saudi Arabia	8.3	72%	70%	73%
Malaysia	7.8	62%	<b>—</b> 70%	<b>56%</b>
India	7.1	54%	57%	53%
Brazil	6.6	49%	54%	43%
Turkey	6.4	47%	53%	41%
South Africa	6.4	42%	43%	41%
Mexico	5.8	38%	38%	38%
Chile	5.8	37%	<b>5</b> 1%	21%
US	5.9	37%	35%	40%
China	6.0	35%	36%	35%
Serbia	6.0	34%	32%	36%
Peru	5.8	33%	38%	29%
Russia	5.6	31%	33%	29%
Poland	5.5	28%	25%	29%
Argentina	4.9	25%	26%	24%
Italy	5.1	23%	25%	22%
Belgium	4.9	22%	20%	24%
Canada	4.7	21%	21%	21%
Australia	4.7	20%	20%	20%
Hungary	4.6	20%	21%	19%
South Korea	5.1	20%	19%	20%
Germany	4.4	17%	18%	16%
Japan	5.1	14%	15%	12%
Great Britain	4.0	13%	10%	16%
Spain	4.1	13%	9%	16%
Sweden	3.9	13%	16%	10%
France	4.1	10%	11%	12%
				s differences



Q1. How important are each of these attributes in making a woman beautiful.

#### Makeup/cosmetics

French, British and Swedish respondents (12%, 12% and 11%, respectively) are least likely to report makeup/cosmetics as important to female beauty.

ountry	Mean	Important (8-10)%	% women % men important important
All Countries	5.4	26%	27% 25%
China	6.8	45%	49% 39%
India	6.4	41%	43% 39%
Poland	6.4	40%	42% 37%
Saudi Arabia	6.4	40%	48% 34%
Russia	6.4	38%	41% 35%
Turkey	6.3	38%	<b>50% 27%</b>
Brazil	5.7	34%	36% 31%
Malaysia	6.1	32%	<b>—</b> 38% <b>—</b> 27%
Japan	6.3	31%	34% 26%
South Korea	6.2	30%	33% 27%
Mexico	4.9	27%	28% 25%
Germany	5.4	26%	30% 21%
Serbia	5.6	26%	31% 20%
Hungary	5.3	25%	26% 23%
Italy	5.6	25%	27% 22%
US	5.2	25%	22% 28%
Belgium	5.2	22%	23% 21%
Peru	4.9	21%	20% 21%
Chile	4.0	18%	9% 29%
South Africa	4.6	18%	13% 22%
Argentina	4.5	17%	16% 17%
Australia	4.5	16%	13% 18%
Canada	4.6	16%	15% 17%
Spain	4.5	16%	15% 16%
France	4.8	12%	12% 12%
Great Britain	4.3	12%	12% 12%
Sweden	4.0	11%	13% 9%
			Indicator differences

Indicates differences

of 10%+



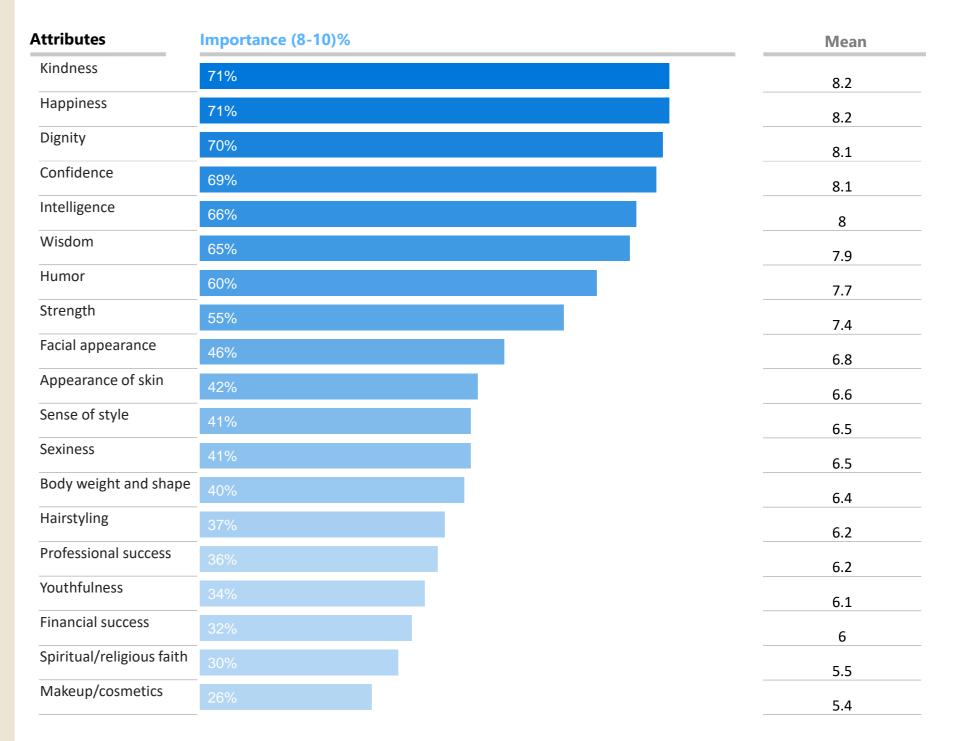
Q. How important are each of these attributes in making a woman beautiful?

**Global Average Summary** 

Globally, personality traits, including kindness (71%), happiness (71%), and dignity (70%) are the most important attributes in making a woman beautiful.

Physical traits like facial appearance (46%), appearance of skin (42%), sense of style (41%) and sexiness (41%) are in the middle.

Status, like professional success (36%) or financial success (32%) fall toward the bottom.





MEN

Ipsos

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Q2. How important are each of these attributes in making a man beautiful.

#### Happiness

Globally, 68% of people think that happiness is an important attribute in making a man beautiful.

Those in Latin America are more likely than the global average to think that happiness is an important attribute for men.

All Countries       8.1       68%       72%       65%         Mexico       9.1       88%       90%       85%         India       8.9       84%       85%       85%       85%       85%         South Africa       8.7       80%       85%       75%       80%       77%       73%       75%       72%       76%       72%       76%       72%       76%       72%       76%       72%       76%	Country	Mean	Important (8-10)%	% women important	
India       8.9       84%         South Africa       8.7       80%         Chile       8.3       78%         Saudi Arabia       8.6       78%         Saudi Arabia       8.6       78%         Brazil       8.4       76%         China       8.3       75%         Hungary       8.5       75%         Russia       8.4       75%         Turkey       8.6       74%         Serbia       8.2       73%         Serbia       8.2       72%         Peru       8.2       72%         US       8.2       71%         Argentina       8.0       70%         South Korea       8.2       70%         Canada       8.0       69%         Poland       8.1       69%         Great Britain       7.8       62%         Great Britain       7.8       62%         Sweden       7.2       53%         France       7.3       50%         France       7.3       50%         Germany       7.0       49%	All Countries	8.1	68%		
Initia       6.5       61%         South Africa       8.7       80%         Chile       8.3       78%         Saudi Arabia       8.6       78%         Brazil       8.4       76%         China       8.3       75%         Brazil       8.4       76%         China       8.3       75%         Hungary       8.5       75%         Hungary       8.6       74%         Serbia       8.2       73%         South Korea       8.2       72%         VS       8.2       71%         South Korea       8.2       70%         Canada       8.0       69%         Zerak       72%       68%         Poland       8.1       69%         Great Britain       7.8       62%         Great Britain       7.8       62%         Sweden       7.2       53%         France       7.3       50%         France       7.3       50%         France       7.3       50%         Sweden       7.2       53%         France       7.3       50%         Sweden <td>Mexico</td> <td>9.1</td> <td>88%</td> <td>90%</td> <td>85%</td>	Mexico	9.1	88%	90%	85%
South Annual 6,7       63%         Chile       8,3       78%         Saudi Arabia       8,6       78%         Brazil       8,4       76%         China       8,3       75%         Hungary       8,5       75%         Hungary       8,6       74%         Serbia       8,2       73%         Turkey       8,6       74%         Serbia       8,2       72%         Peru       8,2       72%         US       8,2       71%         South Korea       8,2       70%         Canada       8,0       69%         Carada       8,0       69%         Great Britain       7,8       62%         Great Britain       7,8       62%         Belgium       7,2       56%         Sweden       7,2       53%         France       7,3       50%         France       7,3       50%         Germany       7,0       49%	India	8.9	84%	85%	
China       8.6       78%         Brazil       8.4       76%         China       8.3       75%         Hungary       8.5       75%         Hungary       8.5       75%         Turkey       8.6       74%         Saudi Arabia       8.4       75%         Turkey       8.6       74%         Serbia       8.2       73%         Malaysia       8.2       72%         Peru       8.2       72%         US       8.2       71%         South Korea       8.2       70%         Canada       8.0       69%         Poland       8.1       59%         Australia       7.9       66%         Great Britain       7.8       62%         Spain       7.7       61%         Spain       7.7       61%         Belgium       7.2       56%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	South Africa	8.7	80%	84%	
Brazil       8.4       76%       77%       73%         China       8.3       75%       75%       75%         Hungary       8.5       75%       77%       73%         Russia       8.4       75%       77%       73%         Turkey       8.6       74%       77%       73%         Serbia       8.2       73%       77%       73%         Malaysia       8.2       72%       74%       68%         Peru       8.2       71%       72%       74%         Malaysia       8.2       72%       72%       72%         US       8.2       71%       72%       66%         South Korea       8.2       70%       66%       72%       66%         Canada       8.0       69%       72%       66%       72%       66%         Poland       8.1       69%       72%       65%       66%       <	Chile	8.3	78%	85%	67%
China       8.3       75%       75%         Hungary       8.5       75%       77%       73%         Russia       8.4       75%       77%       73%         Turkey       8.6       74%       79%       68%         Turkey       8.6       74%       79%       69%         Serbia       8.2       73%       72%       74%         Malaysia       8.2       72%       74%       66%         Peru       8.2       72%       72%       72%         US       8.2       71%       72%       72%         South Korea       8.2       70%       66%       72%       66%         South Korea       8.2       70%       65%       72%       66%         Australia       7.9       66%       72%       66%       72%       65%         Quada       8.0       69%       65%       66%       72%       65%         Great Britain       7.8       62%       65%       68%       55%         Spain       7.7       61%       64%       58%         Belgium       7.2       56%       64%       55%         Sweden	Saudi Arabia	8.6	78%	80%	77%
Hungary       8.5       75%       77%       73%         Hungary       8.5       75%       79%       68%         Turkey       8.6       74%       79%       69%         Serbia       8.2       73%       72%       74%         Malaysia       8.2       72%       74%       65%         Peru       8.2       72%       72%       72%         US       8.2       71%       72%       65%         Argentina       8.0       70%       68%       72%       68%         South Korea       8.2       70%       66%       72%       66%         Poland       8.1       69%       72%       66%	Brazil	8.4	76%	77%	73%
Russia       8.4       75%         Russia       8.4       75%         Turkey       8.6       74%         Serbia       8.2       72%         Malaysia       8.2       72%         VS       8.2       71%         US       8.2       71%         Argentina       8.0       70%         South Korea       8.2       70%         Canada       8.0       69%         Poland       8.1       69%         Australia       7.9       66%         Italy       8.0       65%         Spain       7.7       61%         Sweden       7.2       56%         France       7.3       50%         Germany       7.0       49%	China	8.3	75%	75%	75%
Turkey       8.6       74%       74%         Serbia       8.2       73%       72%       74%         Malaysia       8.2       72%       74%       65%         Peru       8.2       72%       72%       72%         US       8.2       71%       72%       72%         Argentina       8.0       70%       68%       72%       68%         South Korea       8.2       70%       66%       72%       66%         Canada       8.0       69%       72%       66%       72%       66%         Poland       8.1       69%       72%       65%       66%	Hungary	8.5	75%	77%	73%
Serbia       8.2       73%         Malaysia       8.2       72%         Peru       8.2       72%         US       8.2       71%         Argentina       8.0       70%         South Korea       8.2       70%         Canada       8.0       69%         Poland       8.1       69%         Australia       7.9       66%         Italy       8.0       65%         Spain       7.7       61%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Russia	8.4	75%	<b>—</b> 79%	68%
Malaysia       8.2       72%         Peru       8.2       72%         US       8.2       71%         Argentina       8.0       70%         South Korea       8.2       70%         Canada       8.0       69%         Poland       8.1       69%         Australia       7.9       66%         Italy       8.0       65%         Great Britain       7.8       62%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Turkey	8.6	74%	79%	69%
Peru       8.2       72%       72%         US       8.2       71%       74%       68%         Argentina       8.0       70%       72%       68%         South Korea       8.2       70%       73%       67%         Canada       8.0       69%       72%       66%         Poland       8.1       69%       72%       65%         Australia       7.9       66%       72%       65%         Italy       8.0       65%       62%       68%       62%         Spain       7.7       61%       64%       58%         Sweden       7.2       53%       50%       61%       55%       47%         France       7.3       50%       55%       47%       55%       45%         Germany       7.0       49%       54%       45%       54%       45%	Serbia	8.2	73%	72%	74%
US       8.2       71%       74%       68%         Argentina       8.0       70%       72%       68%         South Korea       8.2       70%       73%       67%         Canada       8.0       69%       72%       66%         Poland       8.1       69%       72%       65%         Australia       7.9       66%       72%       65%         Italy       8.0       65%       68%       62%         Great Britain       7.8       62%       68%       66%         Spain       7.7       61%       64%       58%         Belgium       7.2       56%       61%       52%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       45%	Malaysia	8.2	72%	78%	65%
Argentina       8.0       70%       72%       68%         South Korea       8.2       70%       73%       67%         Canada       8.0       69%       72%       66%         Poland       8.1       69%       72%       65%         Australia       7.9       66%       72%       65%         Italy       8.0       65%       68%       62%         Great Britain       7.8       62%       68%       56%         Spain       7.7       61%       56%       61%       52%         Sweden       7.2       56%       61%       52%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       54%	Peru	8.2	72%	72%	72%
South Korea       8.2       70%       73%       67%         Canada       8.0       69%       72%       66%         Poland       8.1       69%       72%       65%         Australia       7.9       66%       75%       56%         Italy       8.0       65%       68%       62%         Great Britain       7.8       62%       68%       56%         Spain       7.7       61%       58%       61%       52%         Sweden       7.2       53%       62%       45%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       45%	US	8.2	71%	74%	68%
Canada       8.0       69%       72%       66%         Poland       8.1       69%       72%       65%         Australia       7.9       66%       75%       56%         Italy       8.0       65%       68%       62%         Great Britain       7.8       62%       68%       56%         Spain       7.7       61%       64%       58%         Belgium       7.2       56%       61%       52%         Sweden       7.2       53%       62%       45%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       45%	Argentina	8.0	70%	72%	68%
Poland       8.1       69%       72%       65%         Australia       7.9       66%       75%       56%         Italy       8.0       65%       68%       62%         Great Britain       7.8       62%       68%       56%         Spain       7.7       61%       64%       58%         Belgium       7.2       56%       61%       52%         Sweden       7.2       53%       62%       62%       45%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       45%	South Korea	8.2	70%	73%	67%
Australia       7.9       66%         Italy       8.0       65%         Great Britain       7.8       62%         Spain       7.7       61%         Belgium       7.2       56%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Canada	8.0	69%	72%	66%
Italy       8.0       65%         Great Britain       7.8       62%         Spain       7.7       61%         Belgium       7.2       56%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Poland	8.1	69%	72%	65%
Great Britain       7.8       62%         Spain       7.7       61%         Belgium       7.2       56%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Australia	7.9	66%	75%	<b>5</b> 6%
Spain       7.7       61%       64%       58%         Belgium       7.2       56%       61%       52%         Sweden       7.2       53%       62%       45%         France       7.3       50%       55%       47%         Germany       7.0       49%       54%       45%	Italy	8.0	65%	68%	62%
Belgium       7.2       56%         Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Great Britain	7.8	62%	68%	56%
Sweden       7.2       53%         France       7.3       50%         Germany       7.0       49%	Spain	7.7	61%	64%	58%
France     7.3     50%       Germany     7.0     49%	Belgium	7.2	56%	61%	52%
Germany         7.0         49%         54%         45%	Sweden	7.2	53%	62%	45%
	France	7.3	50%	55%	47%
Japan 7.3 47% 53% 43%	Germany	7.0	49%	54%	45%
	Japan	7.3	47%	53%	43%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

#### Kindness

Nine in ten Mexicans (91%) say kindness is an important factor in male beauty, above the global average of 71%.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	8.2	71%	76%	66%
Mexico	9.3	91%	93%	88%
India	8.7	82%	80%	86%
South Africa	8.7	80%	85%	76%
Argentina	8.4	78%	<b>—</b> 85%	<b>—</b> 71%
Turkey	8.6	78%	<b>—</b> 85%	69%
Brazil	8.6	78%	82%	74%
Chile	8.5	77%	87%	65%
Malaysia	8.5	77%	83%	<b>70%</b>
US	8.4	77%	82%	71%
China	8.3	76%	78%	75%
Peru	8.6	76%	78%	73%
Saudi Arabia	8.5	76%	76%	77%
Poland	8.4	75%	84%	66%
Hungary	8.6	74%	78%	72%
Canada	8.2	73%	78%	69%
Russia	8.3	73%	78%	68%
Italy	8.2	72%	76%	68%
Australia	8.1	70%	80%	60%
Serbia	8.0	70%	70%	70%
Great Britain	7.9	66%	73%	59%
Belgium	7.5	63%	66%	59%
Spain	7.8	63%	65%	61%
France	7.6	60%	63%	57%
South Korea	7.8	59%	60%	57%
Sweden	7.3	54%	<b>6</b> 5%	42%
Germany	7.3	53%	58%	50%
Japan	7.3	47%	51%	42%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

#### Confidence

The Swedish, French and Japanese are the least likely to rank confidence as an important part of male beauty.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	8.3	73%	77%	70%
Mexico	9.3	92%	94%	90%
Russia	9.0	86%	90%	82%
India	8.9	84%	82%	86%
Saudi Arabia	8.8	84%	85%	83%
Turkey	8.9	83%	87%	80%
South Africa	8.7	82%	84%	79%
Hungary	8.6	81%	82%	78%
Argentina	8.5	80%	86%	<b>7</b> 3%
Chile	8.6	79%	<b>8</b> 6%	70%
China	8.6	79%	81%	78%
Brazil	8.6	78%	81%	74%
Malaysia	8.6	77%	84%	71%
Peru	8.6	77%	77%	77%
Poland	8.5	76%	83%	69%
Italy	8.3	74%	77%	70%
South Korea	8.3	74%	75%	72%
US	8.3	74%	76%	72%
Serbia	8.2	73%	71%	75%
Canada	8.0	68%	72%	63%
Germany	7.9	67%	69%	64%
Australia	8.0	66%	<b>—</b> 71%	60%
Belgium	7.6	64%	66%	61%
Spain	7.8	63%	67%	61%
Great Britain	7.7	60%	62%	58%
Japan	7.5	54%	59%	49%
France	7.4	52%	57%	50%
Sweden	7.1	46%	50%	41%

Q2. How important are each of these attributes in making a man beautiful.

### Dignity

In Chile, men and women differ the most significantly on their opinion of whether dignity is important for male beauty (21points).

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	8.2	71%	74%	67%
Mexico	9.2	88%	92%	85%
Russia	9.0	86%	89%	82%
China	8.6	83%	85%	80%
Saudi Arabia	8.8	81%	83%	81%
Turkey	8.8	81%	83%	79%
India	8.7	79%	79%	79%
Peru	8.7	79%	79%	80%
South Africa	8.7	79%	84%	75%
Brazil	8.7	78%	82%	74%
Serbia	8.4	78%	76%	80%
Argentina	8.4	77%	84%	68%
Chile	8.5	76%	85%	64%
Italy	8.4	75%	78%	71%
Poland	8.4	75%	83%	68%
Hungary	8.4	74%	77%	71%
Malaysia	8.5	74%	81%	69%
US	8.2	70%	72%	66%
Canada	7.9	67%	69%	65%
Australia	7.9	64%	72%	58%
Belgium	7.6	63%	63%	60%
South Korea	7.8	62%	62%	61%
Germany	7.6	62%	65%	57%
Spain	7.7	62%	64%	59%
Great Britain	7.6	58%	60%	54%
France	7.4	52%	57%	47%
Japan	7.2	46%	51%	40%
Sweden	6.9	43%	49%	39%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

#### Humor

Sixty-seven percent of global respondents say humor is an important attribute in making a man beautiful.

Humor is one of the only attributes in which China falls toward the middle, instead of the top, of the list.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	8.0	67%	69%	63%
Mexico	8.8	84%	86%	81%
Poland	8.5	79%	<b>—</b> 86%	73%
Argentina	8.3	77%	<b>82</b> %	71%
Chile	8.4	76%	<b>—</b> 83%	66%
India	8.5	76%	77%	74%
Hungary	8.4	75%	79%	70%
Brazil	8.4	74%	77%	69%
Russia	8.4	73%	73%	72%
Serbia	8.2	73%	73%	71%
South Africa	8.3	73%	76%	69%
Turkey	8.4	73%	<b>—</b> 79%	67%
US	8.1	71%	73%	69%
China	8.0	69%	69%	69%
Canada	8.0	68%	72%	64%
Italy	8.0	68%	71%	64%
Peru	8.1	68%	67%	68%
Germany	7.8	64%	64%	63%
Saudi Arabia	7.9	64%	70%	61%
Australia	7.8	63%	<b>—</b> 71%	56%
Belgium	7.6	62%	63%	63%
Great Britain	7.7	62%	65%	59%
Spain	7.6	58%	60%	55%
Malaysia	7.5	57%	62%	<b>51%</b>
South Korea	7.5	55%	56%	53%
France	7.4	53%	56%	52%
Sweden	7.1	47%	49%	44%
Japan	6.9	38%	43%	<b>32%</b>

#### () Ipsos

Q2. How important are each of these attributes in making a man beautiful.

#### Intelligence

Swedish, Japanese and British respondents are least likely to report intelligence as an important factor in making a man beautiful.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	8.1	69%	73%	66%
Mexico	9.0	86%	89%	83%
Russia	8.8	84%	87%	82%
Poland	8.7	83%	<b>—</b> 91%	<b>75</b> %
Turkey	8.8	82%	86%	76%
India	8.7	80%	81%	81%
Serbia	8.5	80%	77%	82%
Hungary	8.6	79%	83%	75%
Peru	8.7	79%	80%	79%
Saudi Arabia	8.6	78%	84%	75%
Italy	8.4	76%	80%	72%
Brazil	8.5	75%	78%	72%
China	8.2	75%	77%	75%
Chile	8.4	74%	84%	62%
South Africa	8.4	74%	76%	71%
Argentina	8.2	72%	80%	63%
Malaysia	8.2	72%	78%	65%
US	8.1	68%	71%	67%
Germany	7.7	63%	66%	61%
South Korea	7.7	63%	66%	59%
Canada	7.8	61%	64%	60%
Belgium	7.5	60%	63%	56%
Spain	7.7	60%	61%	58%
Australia	7.6	57%	60%	53%
France	7.3	52%	54%	48%
Great Britain	7.3	50%	50%	50%
Japan	7.3	49%	53%	43%
Sweden	6.9	43%	45%	43%

Indicates differences

of 10%+

Q2. How important are each of these attributes in making a man beautiful.

#### Wisdom

Similar to intelligence, Japan, France, Great Britain, and Sweden are the least likely to think that wisdom is important for male beauty.

untry	Mean	Important (8-10)%	% women important	
All Countries	8.0	67%	70%	64%
Mexico	8.8	84%	85%	84%
Poland	8.6	81%	88%	<b>71%</b>
India	8.6	79%	81%	75%
Brazil	8.5	77%	79%	73%
Russia	8.5	77%	81%	74%
Saudi Arabia	8.6	76%	82%	74%
Chile	8.4	75%	83%	65%
South Africa	8.4	75%	75%	76%
Peru	8.4	74%	71%	76%
Turkey	8.5	74%	76%	74%
China	8.2	73%	74%	74%
Argentina	8.1	72%	77%	67%
Malaysia	8.3	72%	79%	66%
Hungary	8.2	70%	71%	69%
Italy	8.2	70%	75%	66%
Serbia	8.1	70%	70%	72%
South Korea	8.0	69%	71%	66%
US	8.0	66%	69%	64%
Canada	7.6	59%	62%	57%
Australia	7.6	58%	63%	53%
Spain	7.5	58%	60%	55%
Belgium	7.4	57%	58%	56%
Germany	7.3	54%	56%	50%
Japan	7.4	51%	57%	47%
France	7.2	49%	49%	48%
Great Britain	7.2	48%	50%	45%
Sweden	6.7	38%	45%	32%

#### () Ipsos

Q2. How important are each of these attributes in making a man beautiful.

#### Strength

Women are more likely than men to think strength is important for male beauty in all surveyed countries, except for Peru.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	7.9	64%	68%	61%
Mexico	8.9	85%	88%	83%
India	8.6	79%	79%	78%
China	8.3	77%	78%	76%
Saudi Arabia	8.4	77%	82%	73%
Turkey	8.5	76%	79%	75%
Peru	8.4	75%	73%	77%
Russia	8.4	75%	79%	69%
Poland	8.2	73%	77%	67%
Chile	8.3	72%	<b>81%</b>	61%
Argentina	8.2	72%	78%	64%
Hungary	8.2	71%	77%	66%
South Korea	8.1	70%	76%	65%
South Africa	8.2	69%	71%	69%
Malaysia	8.0	67%	76%	59%
Serbia	7.9	65%	67%	62%
US	7.8	63%	65%	62%
Brazil	7.8	62%	68%	58%
Germany	7.7	62%	65%	58%
Italy	7.6	59%	63%	56%
Canada	7.5	57%	59%	55%
Australia	7.5	55%	60%	51%
Belgium	7.1	52%	56%	48%
Japan	7.3	50%	57%	42%
Spain	7.2	49%	50%	49%
France	7.1	46%	52%	39%
Great Britain	7.0	45%	50%	39%
Sweden	6.4	33%	39%	27%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

### Appearance of skin

Turkey and Saudi Arabia are the most likely to find the appearance of skin to be an important attribute in making a man beautiful.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.2	36%	36%	34%
Turkey	7.9	63%	64%	62%
Saudi Arabia	7.2	56%	63%	<b>50%</b>
Russia	7.0	50%	52%	49%
India	6.8	49%	52%	46%
China	7.2	48%	53%	43%
Poland	7.0	48%	52%	43%
Hungary	6.9	44%	<b>5</b> 2%	<b>3</b> 6%
Serbia	6.6	42%	49%	34%
Malaysia	6.7	41%	52%	<b>3</b> 1%
Brazil	6.2	40%	40%	40%
Germany	6.6	38%	41%	34%
South Korea	6.6	35%	38%	31%
Italy	6.4	35%	38%	33%
US	6.1	35%	29%	40%
Mexico	5.6	34%	33%	35%
Belgium	6.2	33%	32%	36%
Peru	5.6	28%	27%	29%
South Africa	5.5	28%	20%	37%
Japan	6.2	27%	32%	23%
Chile	4.9	24%	<b>—</b> 13%	35%
Australia	5.4	24%	23%	23%
Canada	5.5	24%	21%	25%
Argentina	5.2	22%	20%	24%
Spain	5.3	22%	19%	23%
Great Britain	5.3	21%	20%	23%
France	5.8	20%	22%	18%
Sweden	5.3	19%	20%	18%

Q2. How important are each of these attributes in making a man beautiful.

#### **Facial appearance**

Almost all observed Latin American countries fell below the global average (39%) of those thinking facial appearance is important for male beauty. Brazilians (40%) were the only observed Latin American country to fall above this average.

ountry	Mean	Important (8-10)%	% women important	
All Countries	6.4	39%	38%	39%
Turkey	7.8	63%	59%	65%
Saudi Arabia	7.4	59%	<b>—</b> 65%	54%
Poland	7.3	53%	55%	49%
China	7.4	52%	52%	52%
Hungary	7.3	52%	<b>—</b> 57%	46%
India	7.0	52%	52%	52%
Russia	7.1	52%	54%	49%
Serbia	7.0	48%	50%	48%
Germany	7.0	47%	51%	43%
South Korea	7.0	46%	50%	42%
Malaysia	6.9	44%	54%	36%
Italy	6.7	42%	44%	41%
Brazil	6.3	40%	40%	41%
Belgium	6.6	38%	34%	42%
US	6.3	38%	33%	43%
Japan	6.6	34%	37%	32%
Mexico	5.7	32%	33%	32%
South Africa	5.6	30%	24%	38%
Peru	5.8	28%	29%	28%
Argentina	5.4	28%	26%	30%
Canada	5.8	27%	23%	30%
Australia	5.6	26%	24%	27%
France	6.0	26%	26%	26%
Great Britain	5.6	25%	23%	28%
Spain	5.6	24%	23%	28%
Sweden	5.8	23%	22%	24%
Chile	5.0	21%	<b>—</b> 15%	30%

Indicates differences

of 10%+

Q2. How important are each of these attributes in making a man beautiful.

#### Sense of style

Turkish and Indian respondents are most likely to find sense of style to be an important part of male beauty.

ountry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.4	38%	37%	38%
Turkey	7.9	62%	65%	58%
India	7.5	58%	64%	<b>5</b> 2%
Russia	7.3	56%	58%	53%
Hungary	7.4	54%	57%	51%
Poland	7.3	53%	55%	49%
Saudi Arabia	7.1	53%	<b>—</b> 60%	47%
South Korea	7.2	50%	<b>57%</b>	43%
China	7.0	47%	44%	48%
Malaysia	7.0	46%	<b>—</b> 53%	40%
Serbia	6.9	46%	48%	45%
Brazil	6.6	45%	45%	45%
Italy	6.8	42%	44%	40%
Belgium	6.5	38%	34%	42%
Germany	6.6	38%	42%	34%
South Africa	6.2	35%	27%	45%
Japan	6.4	31%	35%	28%
US	5.9	31%	27%	37%
Australia	5.7	29%	28%	31%
Peru	5.7	29%	24%	32%
Mexico	5.3	29%	25%	33%
Canada	5.7	25%	22%	28%
France	5.9	23%	21%	24%
Great Britain	5.6	23%	21%	26%
Argentina	5.0	21%	17%	24%
Sweden	5.5	21%	21%	21%
Chile	4.4	20%	<b>—</b> 10%	31%
Spain	5.0	18%	13%	22%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

### **Body weight and shape**

Less than half of global respondents (40%) find body weight and shape to be an important attribute in making a man beautiful.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.4	40%	37%	42%
China	7.6	62%	61%	62%
Russia	7.5	60%	60%	59%
Turkey	7.7	59%	59%	59%
Saudi Arabia	7.4	58%	<b>—</b> 65%	53%
India	7.4	57%	59%	56%
Poland	7.4	55%	57%	53%
Hungary	6.8	47%	47%	48%
South Korea	7.2	47%	50%	43%
Malaysia	7.0	46%	52%	43%
Serbia	6.9	44%	44%	44%
Italy	6.8	42%	41%	43%
Germany	6.7	42%	42%	43%
Belgium	6.4	38%	34%	43%
Brazil	6.1	38%	37%	38%
Japan	6.6	35%	39%	31%
Peru	6.0	34%	29%	39%
Mexico	5.8	33%	31%	36%
South Africa	5.8	33%	24%	44%
US	6.0	33%	26%	42%
Argentina	5.5	28%	22%	33%
Australia	5.6	27%	23%	32%
Canada	5.6	27%	21%	33%
France	5.9	25%	23%	28%
Great Britain	5.5	24%	21%	29%
Spain	5.4	24%	19%	28%
Sweden	5.5	21%	18%	24%
Chile	4.7	19%	<b>—</b> 10%	<b>31%</b>

Indicates differences of 10%+



Q2. How important are each of these attributes in making a man beautiful.

### Hairstyling

The French, British and Swedish are least likely say hairstyling is an important factor in male beauty.

untry	Mean	Important (8-10)%	% women important	
All Countries	6.0	33%	33%	33%
India	7.2	53%	57%	50%
Turkey	7.4	52%	50%	54%
China	7.2	49%	51%	48%
Saudi Arabia	6.7	47%	53%	41%
Poland	6.8	45%	50%	41%
Russia	6.8	43%	47%	38%
Malaysia	6.7	41%	47%	<b>3</b> 6%
Hungary	6.4	38%	43%	35%
South Korea	6.8	37%	43%	33%
Mexico	5.8	34%	31%	38%
Serbia	6.2	34%	34%	34%
Peru	5.9	33%	31%	35%
Germany	6.3	33%	38%	30%
Italy	6.3	32%	34%	32%
Brazil	5.6	32%	31%	32%
Japan	6.4	30%	33%	27%
Belgium	6.1	29%	26%	33%
US	5.7	28%	23%	32%
Argentina	5.4	27%	26%	27%
South Africa	5.4	27%	22%	31%
Australia	5.2	22%	19%	24%
Chile	4.7	22%	<b>—</b> 12%	34%
Spain	5.2	22%	19%	24%
Canada	5.2	20%	19%	22%
France	5.6	19%	19%	19%
Great Britain	5.0	18%	16%	20%
Sweden	5.2	17%	15%	18%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

### Youthfulness

Chinese and Indian respondents are the most likely to rank youthfulness as an important factor in male beauty.

ountry	Mean	Important (8-10)%	% women important	
All Countries	6.0	32%	30%	34%
China	7.8	64%	65%	63%
India	7.8	63%	65%	62%
Turkey	7.3	52%	55%	50%
Saudi Arabia	6.8	48%	<b>56</b> %	42%
South Korea	7.1	48%	49%	47%
Hungary	6.8	43%	45%	43%
Russia	6.5	41%	42%	37%
Poland	6.5	40%	39%	39%
Serbia	6.3	38%	39%	39%
Malaysia	6.5	36%	40%	32%
Brazil	5.6	32%	33%	32%
Japan	6.5	32%	33%	30%
Italy	6.1	29%	27%	31%
Germany	6.0	28%	29%	29%
South Africa	5.6	28%	22%	35%
Belgium	5.7	27%	25%	28%
US	5.6	27%	20%	35%
Peru	5.5	24%	19%	29%
Mexico	5.2	24%	<b>18%</b>	<b>31%</b>
Argentina	4.9	22%	17%	27%
Australia	5.3	21%	20%	23%
Canada	5.3	21%	<b>—</b> 16%	26%
Spain	5.1	19%	<b>—</b> 14%	25%
Great Britain	4.9	17%	13%	20%
Chile	4.5	16%	8%	25%
France	5.2	16%	17%	13%
Sweden	4.7	12%	9%	16%
				es differences

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

**Professional success** 

Nearly half of global respondents (48%) say professional success is an important attribute in making a man beautiful.

untry	Mean	Important (8-10)%	% women important	% men importan
All Countries	6.9	48%	48%	49%
Saudi Arabia	8.5	79%	78%	79%
China	8.3	77%	81%	73%
Russia	8.1	72%	<b>—</b> 78%	66%
Turkey	8.2	72%	<b>—</b> 78%	65%
India	8.1	69%	71%	68%
Malaysia	8.0	67%	71%	61%
South Korea	7.8	62%	64%	61%
Poland	7.4	57%	58%	54%
Mexico	6.9	53%	51%	55%
Hungary	7.1	52%	55%	49%
Serbia	7.2	51%	52%	52%
Chile	6.8	50%	52%	46%
Peru	6.9	48%	42%	54%
Brazil	6.7	47%	48%	45%
South Africa	6.9	46%	41%	52%
Germany	6.8	45%	46%	43%
Japan	6.9	42%	49%	35%
Italy	6.7	41%	41%	42%
Argentina	6.2	38%	<b>3</b> 1%	46%
Belgium	6.4	38%	36%	40%
US	6.3	38%	33%	44%
Canada	5.8	30%	29%	31%
Australia	5.8	29%	25%	34%
France	5.9	27%	28%	25%
Spain	5.4	24%	21%	27%
Great Britain	5.4	22%	19%	25%
Sweden	4.9	14%	10%	18%

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

### Sexiness

Russians are the most likely to say sexiness is an important attribute in male beauty.

Country	Mean	Important (8-10)%	% women important	
All Countries	6.4	37%	37%	39%
Russia	7.7	63%	65%	61%
Poland	7.5	57%	55%	58%
India	7.0	52%	53%	51%
Serbia	7.1	51%	52%	49%
Turkey	7.1	49%	<b>—</b> 55%	41%
Argentina	6.5	44%	41%	49%
Mexico	6.5	44%	42%	45%
Italy	6.9	44%	42%	45%
Chile	6.4	43%	<b>—</b> 50%	34%
Brazil	6.4	42%	42%	41%
China	6.6	39%	34%	44%
Germany	6.5	39%	39%	38%
Hungary	6.5	39%	41%	36%
US	6.2	37%	<b>—</b> 32%	43%
Peru	6.1	33%	30%	36%
Spain	6.0	33%	28%	38%
Belgium	6.1	32%	29%	35%
Malaysia	5.9	31%	35%	27%
Japan	6.5	30%	30%	31%
South Africa	5.6	30%	<b>—</b> 24%	<b>37%</b>
South Korea	6.3	29%	32%	27%
Canada	5.8	28%	<b>—</b> 21%	<b>3</b> 3%
Australia	5.6	27%	23%	30%
France	5.8	26%	23%	27%
Great Britain	5.6	23%	<b>—</b> 18%	<b>30%</b>
Sweden	5.3	20%	17%	21%
				es differences

Base: 13,003 online adults aged 18-74 across 26 countries (excludes Saudi Arabia), May 2019

of 10%+

Q2. How important are each of these attributes in making a man beautiful.

### **Financial success**

Swedish respondents are least likely to find financial success to be an important attribute in making a man beautiful.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	6.7	46%	44%	48%
Saudi Arabia	8.5	77%	76%	78%
China	8.2	73%	73%	74%
Russia	8.2	72%	<b>—</b> 78%	66%
Turkey	8.1	72%	76%	69%
India	8.1	69%	69%	69%
Malaysia	7.9	66%	<b>—</b> 71%	60%
South Korea	7.8	64%	67%	61%
Poland	7.5	58%	60%	55%
Hungary	6.9	49%	51%	49%
Mexico	6.6	48%	47%	50%
Serbia	7.0	48%	47%	49%
South Africa	6.8	47%	40%	53%
Peru	6.7	46%	39%	51%
Brazil	6.6	46%	47%	46%
Germany	6.7	44%	42%	45%
Japan	7.1	43%	49%	36%
Italy	6.5	38%	35%	41%
Argentina	6.0	36%	30%	40%
US	6.2	36%	32%	42%
Belgium	6.3	35%	33%	37%
Chile	5.2	33%	20%	49%
Canada	5.8	28%	26%	29%
Australia	5.6	27%	23%	31%
France	5.7	24%	26%	23%
Spain	5.2	24%	20%	27%
Great Britain	5.3	20%	17%	24%
Sweden	5.0	17%	12%	21%
				- 1:66

Indicates differences of 10%+

Q2. How important are each of these attributes in making a man beautiful.

**Spirituality/religious faith** 

Saudi respondents are most likely to say spirituality or religious faith is an important attribute in making a man beautiful, falling 46 percentagepoints above the global average.

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	5.5	32%	32%	31%
Saudi Arabia	8.4	78%	80%	75%
Malaysia	8.0	67%	<b>—</b> 74%	61%
India	7.2	57%	58%	57%
Brazil	6.6	48%	51%	44%
South Africa	6.5	46%	49%	43%
Turkey	6.6	46%	48%	46%
Chile	6.0	40%	<b>—</b> 50%	28%
US	6.0	39%	38%	39%
China	5.9	35%	35%	35%
Serbia	6.0	35%	33%	38%
Mexico	5.8	35%	35%	35%
Peru	5.9	35%	38%	32%
Russia	5.6	32%	35%	30%
Argentina	4.8	26%	28%	25%
Poland	5.3	25%	27%	23%
Belgium	4.9	22%	20%	25%
Italy	5.0	22%	25%	20%
Australia	4.6	21%	21%	20%
Canada	4.6	21%	19%	21%
South Korea	5.0	21%	21%	22%
Hungary	4.5	20%	22%	18%
Germany	4.4	17%	19%	15%
Japan	5.2	16%	16%	14%
Great Britain	3.9	13%	11%	17%
Sweden	3.9	12%	14%	10%
France	4.2	11%	12%	10%
Spain	4.1	11%	8%	16%

Indicates differences of 10%+



Q2. How important are each of these attributes in making a man beautiful.

### Makeup/cosmetics

Globally, 16% of respondents believe makeup/cosmetics are important attributes.

*India's average (39%) is more than double the global average.* 

ountry	Mean	Important (8-10)%	% women important	% men important
All Countries	4.1	16%	15%	16%
India	6.2	39%	39%	40%
Turkey	5.5	30%	40%	23%
China	5.4	29%	31%	26%
Saudi Arabia	4.5	27%	38%	20%
Brazil	4.6	24%	25%	23%
Malaysia	5.2	23%	26%	20%
Poland	4.4	17%	19%	15%
South Korea	5.3	17%	16%	18%
US	3.7	16%	12%	21%
Belgium	4.0	16%	12%	20%
Chile	3.4	14%	5%	24%
Italy	4.2	14%	15%	15%
Hungary	4.0	14%	18%	11%
Germany	4.1	14%	16%	13%
South Africa	3.4	13%	8%	17%
Peru	3.8	13%	15%	13%
Mexico	3.4	13%	10%	15%
Argentina	3.6	13%	8%	15%
Russia	3.2	11%	12%	11%
Australia	3.6	11%	8%	14%
Serbia	3.9	11%	13%	9%
Spain	3.8	11%	9%	12%
Canada	3.2	10%	7%	10%
Japan	4.5	10%	9%	11%
France	3.7	8%	7%	8%
Great Britain	2.9	7%	4%	8%
Sweden	3.1	7%		11%
Sweden	3.1	/%	4%	1 s differen

of 10%+



Q. How important are each of these attributes in making a man beautiful?

**Global Average Summary** 

Globally, kindness (73%) and dignity (71%) are the most important attribute in making a man beautiful.

Youthfulness (32%), spiritual/religious faith (32%) and makeup/cosmetics (16%) are the least important.

ttributes	Importance (8-10)%	Mean
Kindness	73%	8.2
Dignity	71%	8.2
Intelligence	71%	8.1
Happiness	69%	8.1
Confidence	68%	8.3
Strength	67%	7.9
Humor	67%	8.0
Wisdom	64%	8.0
Professional success	48%	6.9
Financial success	46%	6.7
Body weight and shape	40%	6.4
Facial appearance	39%	6.4
Sense of style	38%	6.4
Sexiness	37%	6.4
Appearance of skin	36%	6.2
Hairstyling	33%	6.0
Youthfulness	32%	6.0
Spiritual/religious faith	32%	5.5
Makeup/cosmetics	16%	4.1



# IDEAL HAIR COLOR, HEIGHT, EYE COLOR, BODY TYPE



Q3. When thinking of beauty, which hair color do you consider ideal for men/women?

**Global Average Summary** 

Most commonly, global respondents do not have a preference for hair color.

The ideal hair color is black for men and blond for women.

Attributes	Ideal %
No opinion	33% 31%
Blond	6% 22%
Brown	18% 19%
Black	32% 19%
Red	19 8%
White/Gray	7% 2%
Bald/Shaved	5% 1%
	Men Women



Q3. When thinking of beauty, which hair color do you consider ideal for men?

Globally, 33% of respondents have no preference in hair color for men.

Countries with the stronger preferences with more than half of respondents preferring black hair include: Japan (51%), South Korea (52%), Saudi Arabia (57%), China (63%), India (64%), and Malaysia (71%).

#### Country

All Countries	18%	5%	31%	1%	6% 5%	33%	
Argentina	18%	10%	30%		<mark>2%</mark> 5% 4%	30%	
Australia	20%	5% 12	2% 1% 6% 5%			52%	
Belgium	24%	8%	14% 39	6 9%	6%	36%	
Brazil	18%	5%	21% 2 <mark>%</mark>	14%	4%	35%	
Canada	21%	<mark>3%</mark> 12°	% 1 <mark>%</mark> 5% 4%		Ę	54%	
Chile	20%	7%	22%	<mark>2%</mark> 6%	4%	39%	
China	10% 4%		63%			5% 7%	10%
France	24%	5%	10% 1 <mark>%</mark> 6% 6	%		49%	
Germany	20%	7%	16% 1 <mark>%</mark> 89	6 4%		45%	
Great Britain	19%	5% 10%	6 1 <mark>%</mark> 4% <mark>3%</mark>		57	%	
Hungary		38%	4%	14%	5% 4%	34%	
India	13% <mark>2%</mark>		642	6		<mark>2%</mark> 6% <mark>5%</mark>	8%
Italy	24%	5%	17% 2%	8%	4%	40%	
Japan	4%1 <mark>%</mark>	51	%	2%	<mark>%%</mark>	41%	
Malaysia	6% <mark>3%</mark>		71%			3% 6%	10%
Mexico	12% <mark>2%</mark>		45%		10% 3%	28%	
Peru	21%	5%	40%		1 <mark>%</mark> 8%	4% 22%	
Poland	14%	9%	35%		5% 6%	30%	
Russia	18%	9%	26%	1 <mark>%</mark> 5%	6%	36%	
Saudi Arabia	13% 4%		57%			2% 7% 8%	9%
Serbia	18%	6%	43%		4%2	<mark>%</mark> 27%	
South Africa	14% 6	%	31%	1 <mark>%</mark> 6%	13%	29%	
South Korea	19%	3%	5	2%		<b>3%2%</b> 20%	
Spain	19%	6%	20% 1 <mark>%</mark>	6% <mark>3%</mark>		45%	
Sweden	21%	12%	9% 1 <mark>%</mark> 3%	6%		47%	
Turkey	22%	5%		45%		13% 6%	79
US	23%	5%	15% 1 <mark>%</mark> 79	6 4%		45%	

Brown Blond Black Red White/Gray Bald/Shaved No opinion



Q3. When thinking of beauty, which hair color do you consider ideal for women?

Globally, 31% of respondents have no preference in hair color for men.

Countries with more than 4 in 10 respondents preferring black hair include: India (45%), Japan (42%), and Malaysia (49%).

#### Country

All Countries	19%	21%		18%	8%	2%1%	3	1%
Argentina	17%	26%		18%		10% 2%	<b>%</b>	27%
Australia	16%	17%	7% 7%	<mark>1%</mark> 1%			51%	
Belgium	19%	24%		11%	8% 3	%3%	32	.%
Brazil	17%	21%	159	%	11% 2	2% <mark>1</mark> %	34%	%
Canada	17%	16%	8% 7%	2%			50%	
Chile	18%	17%	10%	15%	3%	6	36%	
China	18%	23%			37%		7%	2% <mark>1</mark> % 11%
France	17%	22%	6%	3 <mark>%1</mark> %1%			50%	
Germany	14%	27%	10	% 7%	<mark>6 1</mark> %		42%	
Great Britain	13%	18% 5%	5 7% 1 <mark>%</mark> 1	%		55	5%	
Hungary	30%		21%	8	% 9	<mark>% 1</mark> %	3′	1%
India	22%	11%		45	5%		6%	9% 1 <mark>%</mark> 7%
Italy	21%	22%	0	10%	9% 19	61%	36%	
Japan	14% <mark>3%</mark>		42%		1%		39%	
Malaysia	17%	15%			49%		<mark>4</mark> %	<b>3%</b> 11%
Mexico	18%	17%		27%		11% 1	%	27%
Peru	27%		21%	1	16%	14%	3%	19%
Poland	17%	36	5%		12%	8%		28%
Russia	18%	29%		10%	10%	2%	32	2%
Saudi Arabia	21%		34%			23%	8%	5% <mark>2</mark> % 7%
Serbia	23%		26%		24%		<mark>5%1</mark> %	21%
South Africa	16%	19%		29%		<b>5%</b> 3%	1%	27%
South Korea	30%		17%		30%	, D	<mark>2%</mark> %	20%
Spain	15%	19%	10%	8% 1%			46%	
Sweden	17%	20%	9%	9%	3%		42%	
Turkey	16%	37	%		17%		23%	<mark>2%</mark>
US	18%	20%	9%	9%	3%		41%	

Brown Blond Black Red White/Gray Bald/Shaved No opinion



Q4. When thinking of beauty, which height do you consider ideal for men/women?

**Global Average Summary** 

The ideal height for men is between 5'10 and 6'1.

The ideal height for women is between 5'5 and 5'9.

Attributes	Ideal %
<5'	19 3%
5'1 to 5'4	3% 23%
5'5 to 5'9	16% 42%
5'10 to 6'1	44% 6%
6'2 or above	12% 1%
No opinion	14% 24%

Men Women

#### () Ipsos

Q4. When thinking of beauty, which height do you consider ideal for men?

Globally, 43% believe that 5'10 to 6'1 is the ideal height for men.

Preference for men under 5'9 in India (53%), Malaysia (47%), Saudi Arabia (38%) and Peru (37%) is notably higher than the global average of 19%.

#### Country

All Countries	1%3 <mark>%</mark>	15%		43%	, )		11%		23%	
Argentina	2%2 <mark>%</mark>	16%			50%			10%	199	%
Australia	1%4%	8%	30%		11%			46%		
Belgium	5% 3%	12%		45%	0		15%	6	20%	,
Brazil	1%3 <mark>%</mark>	18%		40%		8	%		30%	
Canada	1% <mark>2%</mark> 10	)%	26%	1	1%			50%		
Chile	2% 2	20%		429	%		7%		29%	
China	1% <mark>2%</mark>	13%			70%				109	% 49
France	1%1%	15%		47%			8%		28%	
Germany	1 <mark>% 7%</mark>		44%			20%			29%	
Great Britain	1% <mark>2% 8</mark> %	0	22%	9%			58%	6		
Hungary	1 <mark>% 1</mark> 29	%		53%			1	5%	20%	3
India	3%	15%		35%			33%		7%	7%
Italy	1% 12	%		53%			8	8%	25%	
Japan		21%		4	17%		2%		29%	
Malaysia	1% 8%		38%			2	40%		6%	7%
Mexico	3%	25%			41%		5%		26%	
Peru	1%4%		32%		4	40%		7%	16	5%
Poland	11%			56%				21%		11%
Russia	1%2% 99	%		53%				21%		14%
Saudi Arabia	6%	13%	19%			41%			13%	8%
Serbia	16	5%		47%				29%		8%
South Africa	2% 6%	16%		29%		18%			29%	
South Korea	1 <mark>% 10%</mark>				72%				9%	9%
Spain	1 <mark>%1% 1</mark> 2	2%		41%		9%		36%	0	
Sweden	5%		40%		18%			37%	)	
Turkey		19%			66%				10%	5%
US	1% <mark>2%</mark> 1	1%		41%		15%			30%	

■ <5' ■ 5'1 to 5'4 ■ 5'5 to 5'9 ■ 5'10 to 6'1 ■ 6'2 or above ■ No opinion

Q4. When thinking of beauty, which height do you consider ideal for women?

Globally, 42% believe that 5'5 to 5'9 is the ideal height for women.

Preference for women 5'5 to 5'9 in Serbia (67%), Turkey (65%), and China (63%) is higher than the global average of 42%.

#### Country

All Countries	3%		3%			42%		6%	1%		1%	
Argentina	3%		26%			43			6%	2	1%	
Australia	2%	13%		28%		7% 1	%		48%			
Belgium	3%	17%				49%			10% 1%	, , >	19%	
Brazil	3%	22	%			39%		7% 1%		29%		
Canada	3%	199	%	21%	/ 0	4%1%			51%			
Chile	2%	22%				42%		4%		30%		
China		2	7%				63%				4%	<mark>6 4</mark> 9
France	1%	12%			52%	0		6%		28%	)	
Germany	1% 10	1%			51%			<mark>8%</mark> 1%		30%		
Great Britain	1%	13%		21%	5%			59%	)			
Hungary	2%	13%				59%			7%		19%	
India	109	6		44%				33%		6	% 1%	7%
Italy	1%	13%			5	4%		6%	1%	24%	)	
Japan	3%			47%			19%	1%		30%		
Malaysia	7%			49%				339	%		3%	8%
Mexico	3%		379	%			33%		3%	24%	6	
Peru	5%		Э	35%			40%			5%1%	14%	D
Poland	2%	20%				60	)%			5%1%	13%	6
Russia	2%	15%				59%			8%	1%	16%	
Saudi Arabia	5%			46%				36%		5%	% 2%	7%
Serbia	1%	18%					67%			5	%	8%
South Africa	6%		27%			31%		5% 2%		29%	/ D	
South Korea	1%	3	0%				58%			19	6 11	%
Spain		12%		40%			9%		39	%		
Sweden	4%	11%		36%	6		13%	1%	3	35%		
Turkey	1%	21%					65%				9%	<mark>2%</mark> 29
US	1%	19%			4	3%		6% 1%		30%		

■ <5' ■ 5'1 to 5'4 ■ 5'5 to 5'9 ■ 5'10 to 6'1 ■ 6'2 or above ■ No opinion



Q5. When thinking of beauty, which eye color do you consider ideal for men/women?

**Global Average Summary** 

Most commonly, global respondents do not have a preference for eye color.

The ideal eye color is brown for men and blue for women.

Attributes	Ideal %	
D	20%	
Brown	14%	
Blue	18%	
Blue	21%	
Croop	9%	
Green	14%	
Hazel	8%	
пагег	8%	
Grou	4%	
Gray	4%	
Amber	3%	
Amber	5%	
No opinion	39%	
	37%	
		Men Women



Q5. When thinking of beauty, which eye color do you consider ideal for men?

Globally, 39% of respondents have no preference in eye color for men.

Countries with more than 35% of respondents preferring brown eyes include: Malaysia (43%), Saudi Arabia (40%), South Korea (40%) and India (39%), around double the global average (20%).

#### Country

All Countries	<mark>3%</mark> 4%	18%	9%	8%	20%		39%	
Argentina	4% 4%	13%	17%	1(	)% 1	5%	35%	
Australia	1% <mark>2%</mark>	20%	<mark>4</mark> % 5%	11%		56%		
Belgium	4% 6%	20	%	10%	7% 15%	0	37%	
Brazil	8% 1 <mark>%</mark>	13%	11%	8%	17%		42%	
Canada	1%1%	21%	8% 49	% 9%		56%		
Chile	4% 4%	11%	14%	7%	14%	4	7%	
China	9%	4% 16	6% <mark>2%</mark>	20%		16%	33%	
France	<mark>2%</mark> 2%	22%	14	% 7	7 <mark>% 5%</mark>	48	3%	
Germany	1% <mark>2%</mark>	27%	5%	<mark>6 4%</mark>	12%	49	%	
Great Britain	<mark>1%1%</mark> 1	8%	5% <mark>3%</mark> 1	0%		62%		
Hungary	3%1 <mark>%</mark>	23%	8%	6%	24%		35%	
India	5% 9%	6	20%	4% 5%		39%		17%
Italy	<mark>2%</mark> 3 <mark>%</mark>	19%	179	%	7 <mark>%</mark> 10%		42%	
Japan	3%1 <mark>%4%1</mark> %	1% 16%				73%		
Malaysia	<mark>1</mark> %7%	15%	3% 11%			43%	20	)%
Mexico	6% 6%	10%	7% 89	%	24%		39%	
Peru	4% 4%	16%	11%	8%		32%	26%	
Poland	<mark>3%</mark> 4%	25%	6	8%	14%	12%	34%	
Russia	<mark>1</mark> % 10%		23%	9% 1	<mark>%</mark> 22%	, 0	34%	
Saudi Arabia	4% 7%	11%	10%			40%		14%
Serbia	1 <mark>%</mark>	25%		20%	6%	23%	26%	
South Africa	1% <mark>2%</mark>	21%	6% 7	'%	27%		35%	
South Korea	1%3 <mark>% 7%</mark>	<b>2%</b> 10%		40	%		37%	
Spain	2%2 <mark>%</mark>	16%	18%	8%	8%	4	6%	
Sweden	1%3 <mark>%</mark>	24%	8%	2% 1′	1%	51%	, 0	
Turkey	8% 4	% 17	%	13%	20%	30	)%	9%
US	1% <mark>2%</mark>	26%	7%	5%	13%	4	7%	

Amber Gray Blue Green Hazel

Brown No opinion



Q5. When thinking of beauty, which eye color do you consider ideal for women?

Globally, 37% of respondents have no preference in eye color for women.

Countries with more than 35% of respondents preferring brown eyes include: Malaysia (38%) and South Korea (38%), more than double the global average (14%).

#### Country

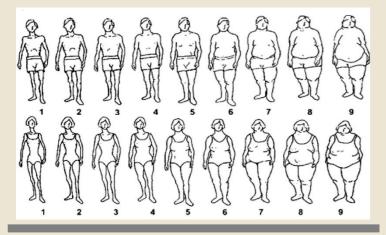
All Countries	4% 3%	20%		14%	7%	14%		37%	
Argentina	5% 4%	16%		24%		10%	8%	33%	
Australia	2% <mark>1%</mark>	20%	9%	6%	7%		55%	, 0	
Belgium	<mark>2%</mark> 5%	26	5%	1	6%	7% 9	%	35%	
Brazil	12%	2% <mark></mark>	15%	14%	6%	12%		38%	
Canada	2% 2%	19%	13	% 4%	7%		549	%	
Chile	8% 2%	<b>13%</b>		16%	9%	8%		43%	
China	12%	2%	23%	2%			16%	30%	
France	1% <mark>%</mark>	23%		17%	6%	<b>4%</b>		47%	
Germany	2% <mark>1%</mark>	25%		10% 2	% 12%			47%	
Great Britain	1 <mark>%1%</mark> 1	8%	7% 3%	6 7%			62%		
Hungary	4% 1 <mark>%</mark>	23%		14%	7%	17%		34%	
India	6% 7%	6	28%		7%	9%	28%		15%
Italy	3% 2 <mark>%</mark>	22%		249	%	5%6%		38%	
Japan	4%1 <mark>%4%2</mark> %	<mark>% 2</mark> % 1	6%				72%		
Malaysia	<mark>2%</mark> 5%	15%	5%				38%		19%
Mexico	10%	5% 10	%	15%		15%		35%	
Peru	8% 49	% 159	%	18%	9%	6	23%	2	4%
Poland	3%1 %	30%	6		18%	4% 9	%	35%	
Russia	<mark>2%</mark> 3%	29	%		22%	2%	10%	32%	
Saudi Arabia	7%	22%		17%		17%	10%	17%	11%
Serbia	1 <mark>%</mark>	35%	, D		21%	7	% 16%		20%
South Africa	3% 4 <mark>%</mark>	249	%	9%	10%	1	7%	32%	
South Korea	1%3 <mark>% 10</mark> %	<mark>6 3%</mark>	10%		38%			36%	
Spain	3% 3 <mark>%</mark>	18%		18%	5% 5	5%		47%	
Sweden	2% <mark>1%</mark>	24%		10% 2%	10%		5	0%	
Turkey	11%	1%	22%		26%		17%	17%	6
US	2% <mark>2%</mark>	24%		11%	6% S	%		45%	

Amber Gray Blue Green Hazel Brown No opinion

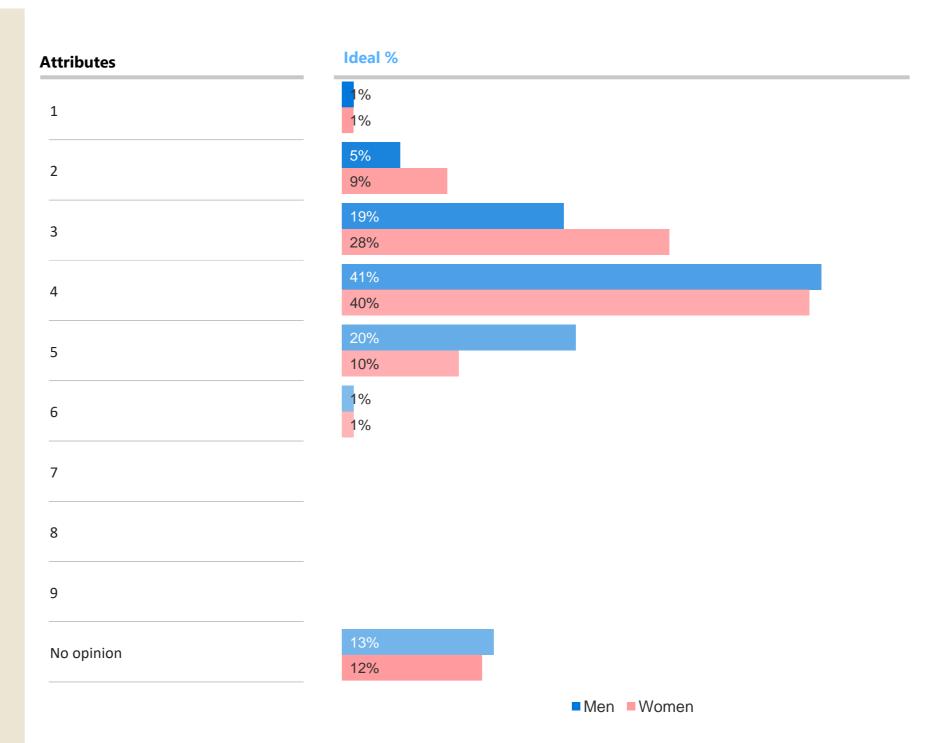


Q6. When thinking of beauty, which body type do you consider ideal for men/women?

### **Global Average Summary**

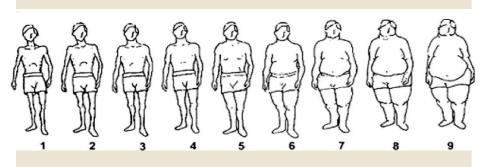


Most commonly, global respondents say body type 4 is ideal for both men and women.





Q6. When thinking of beauty, which body type do you consider ideal for men?



Globally, 41% believe that 4 is the ideal body type for men.

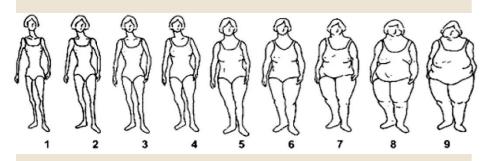
Serbians (31%) and Indians (29%) are most likely to prefer body types 5-9, falling above the global average 5-9 (21%). Country

5% 19% 5% 17% % 15% % 15%		41% 42%			20%	1%	13%
% 15%		42%			170/	1% 1	<u>C0/</u>
		200/			17% 1%1%		6%
110/		38%		16%		23%	100/
		40%		19%		<mark>%</mark> 1% 3%	12%
5% 18%		34%		17%	<mark>2%</mark> 1%	22%	
	3						
		36%		20%	6 <u>1</u> %		
	%		43%			18%	3%1%2%
18%		43%		-	4% 19	6 <b>19</b> 9	%
% 20%		40	%		16%	1 <mark>%</mark> 1%	15%
% 17%		38%		17%	1%	24%	
4% 15%		46%			25%		2% 7%
7% 17%		41	1%		25%		<mark>2%</mark> %3%
7% 26	%		39%			15% 1 <mark>%</mark>	11%
% 23%			46%		15%	1%	11%
% 23%			47%			21%	1% 2%
11%		45%		25	%	2%	14%
15%		46%			23%	<mark>1</mark> %	11%
4% 23%			49%			17%	1 <mark>%</mark> 5%
	26%		41%			18%	5%
7%						20%	1%4%
% 17%		39%			26%	3/2	<sup>6</sup> 1% 6%
				25%			6%
							1%%4%
				15%			
							, 2%
	2570	35%			2%1%		
	14%       18%       6%     23       18%     20%       17%     20%       17%     17%       17%     17%       7%     17%       7%     23%       11%     15%       4%     23%       15%     23%       8%     23%	6     14%     3       6%     23%       6%     23%       9%     18%       9%     20%       9%     17%       7%     17%       7%     26%       9%     23%       11%     15%       15%     38%       26%     23%       11%     15%       15%     23%       11%     23%       11%     15%       4%     23%       8%     26%       7%     29%       4%     16%       12%     38%	6       14%       38%         6       18%       36%         6%       23%       43%         6%       20%       40         6%       20%       40         %       20%       40         %       20%       40         %       20%       40%         4%       15%       46%         7%       26%       41         7%       23%       45%         11%       45%       46%         15%       46%       46%         4%       23%       39%         6       14%       37%         19%       49%       49%         12%       38%       29%	38%     38%       18%     36%       6%     23%     43%       6%     23%     43%       6%     20%     40%       6%     20%     40%       6%     20%     40%       6%     20%     40%       6%     17%     38%       15%     46%       7%     26%     39%       %     23%     46%       %     23%     46%       11%     45%     41%       15%     46%     49%       8%     26%     41%       7%     29%     38%       6     14%     37%       19%     49%     37%       12%     38%     12%	38% $20%$ $18%$ $36%$ $20%$ $6%$ $23%$ $43%$ $9%$ $18%$ $43%$ $11%$ $9%$ $12%$ $40%$ $11%$ $%$ $20%$ $40%$ $17%$ $6%$ $20%$ $40%$ $17%$ $6%$ $17%$ $38%$ $17%$ $7%$ $17%$ $41%$ $17%$ $7%$ $26%$ $39%$ $46%$ $%$ $23%$ $47%$ $25%$ $11%$ $45%$ $25$ $15%$ $46%$ $41%$ $25%$ $15%$ $46%$ $41%$ $25%$ $15%$ $46%$ $41%$ $25%$ $15%$ $46%$ $41%$ $25%$ $10%$ $29%$ $38%$ $25%$ $10%$ $37%$ $25%$ $25%$ $19%$ $49%$ $15%$ $25%$ $12%$ $38%$ $23%$ $25%$ $12%$ $38%$ $23%$ $25%$ <td>6     14%     38%     20%     1%       6%     23%     36%     20%     1%       6%     23%     43%     14%     1%       6%     20%     43%     14%     1%       6%     20%     40%     16%       7%     17%     38%     17%     1%       4%     15%     46%     25%       7%     26%     39%     39%       7%     26%     39%     39%       7%     26%     46%     23%       11%     45%     25%       15%     46%     23%       4%     23%     44%     25%       15%     46%     23%       4%     23%     41%     7%       7%     29%     38%     26%       15%     46%     23%       44%     29%     38%       19%     49%     25%       19%     49%     25%       19%     37%     15%       12%     38%     23%       12%     38%     23%</td> <td>6       14%       38%       20%       1%       23%         6%       23%       43%       20%       1%       19'         6%       23%       43%       14%       1%       19'         6%       23%       43%       14%       1%       19'         6%       23%       40%       16%       19'       19'         6%       20%       40%       16%       19'       19'         %       20%       40%       16%       19'       19'         6       17%       38%       17%       19'       19'         6       17%       38%       17%       1%'       24%         4%       15%       46%       25%       7'       7'       1%'       24%         7%       17%       41%       25%       1%'       1       1%'<!--</td--></td>	6     14%     38%     20%     1%       6%     23%     36%     20%     1%       6%     23%     43%     14%     1%       6%     20%     43%     14%     1%       6%     20%     40%     16%       7%     17%     38%     17%     1%       4%     15%     46%     25%       7%     26%     39%     39%       7%     26%     39%     39%       7%     26%     46%     23%       11%     45%     25%       15%     46%     23%       4%     23%     44%     25%       15%     46%     23%       4%     23%     41%     7%       7%     29%     38%     26%       15%     46%     23%       44%     29%     38%       19%     49%     25%       19%     49%     25%       19%     37%     15%       12%     38%     23%       12%     38%     23%	6       14%       38%       20%       1%       23%         6%       23%       43%       20%       1%       19'         6%       23%       43%       14%       1%       19'         6%       23%       43%       14%       1%       19'         6%       23%       40%       16%       19'       19'         6%       20%       40%       16%       19'       19'         %       20%       40%       16%       19'       19'         6       17%       38%       17%       19'       19'         6       17%       38%       17%       1%'       24%         4%       15%       46%       25%       7'       7'       1%'       24%         7%       17%       41%       25%       1%'       1       1%' </td

■1 ■2 ■3 ■4 ■5 ■6 ■8 ■9 ■ No opinion



Q6. When thinking of beauty, which body type do you consider ideal for women?



Globally, 39% believe that 4 is the ideal body type for women.

Chinese (89%) and Turks (90%) are most likely to prefer body types 1-4, falling above the global average 1-4 (77%).

-0	u	n	t	rv	
			-	- J	

All Countries	1% 9%		28%		39%		9	% 1%	12%
Argentina	1% 7%	25%		43	%		8%	11‰ <sup>1</sup> %	13%
Australia	1% 6%	22%		34%		11%	2 <mark>%</mark> 1%	23%	6
Belgium	1% 5%	30%		379	%		9% 3°	<mark>61</mark> %3%	12%
Brazil	1% 8%	23%		36%		9%	<mark>0 1%</mark> 11%	1	9%
Canada	5%	23%		39%		9%	1%	229	%
Chile	7%	22%		39%		1	1% 1 <mark>%</mark> %	% 1	18%
China	4%	16%		45%			24%	(	5% 2%1% <mark>2</mark> %
France	7%	26%		40%	/ 0		7% *	1% 1	8%
Germany	1% 11%		25%		39%		7%	<mark>1%</mark> 1%	15%
Great Britain	6%	21%		39%		11%	1%	23%	6
Hungary	1% 4 <mark>%</mark>	31%			46%			10%	<mark>1</mark> % 7%
India	2% 139	%	34%		3	5%		109	<mark>% 1%</mark> 1%/3%
Italy	11%		32%		38%			7% 1%	% 10%
Japan	1% 7%		34%		42%			5%1%	11%
Malaysia	1 <mark>% 9%</mark>		40%			44%			5% <mark>2</mark> %
Mexico	6%	19%		51%			11	%	13%
Peru	8%	279	6		44%			10% 1 <sup>9</sup>	% 10%
Poland	1 <mark>% 11</mark> %	%	36%			39%			<mark>6% 1</mark> % 5%
Russia	1 <mark>% 1</mark>	4%	30%		43	3%			7% 1 <mark>%</mark> 4%
Saudi Arabia	1 <mark>% 1</mark> 7	7%	28%		37%	, )		11%	6 1 <mark>%</mark> %4%
Serbia	7%		35%		38%			12%	<mark>2%</mark> 4%
South Africa	1%6%	23%		41%			11%	3%	14%
South Korea	1% 10%		39%			38%			7% 1%
Spain	1% 6%	17%		41%		10%	1%	23%	, D
Sweden	1%4%	18%		39%		17%	<mark>2%</mark> 1	% 1	9%
Turkey	1%	20%		38%			31%		7% 1
US	1% 7%	22%		38%		11	% 2%	1	9%

■1 ■2 ■3 ■4 ■5 ■6 ■8 ■9 ■ No opinion



# **PERSONAL HYGIENE**

Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

### Your mother

Indian women are most likely to find their mother to be influential to their own personal beauty routine.

untry	Influential (Very influential + Somewhat influential) %	
All Countries	49%	
India	84%	
Turkey	76%	
Serbia	73%	
South Africa	67%	
Mexico	66%	
Malaysia	66%	
Saudi Arabia	66%	
Peru	62%	
Brazil	58%	
China	52%	
US	49%	
Chile	49%	
Canada	47%	
Argentina	47%	
Hungary	46%	
Australia	46%	
Russia	44%	
South Korea	42%	
Germany	41%	
Spain	40%	
Great Britain	37%	
Belgium	35%	
Poland	32%	
France	31%	
Italy	30%	
Sweden	27%	
Japan	23%	

Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

Your sister/other family members

Swedish, Japanese and German women (25%) are least likely to report their sister or other family member influencing their own personal beauty routine.

untry	Influential (Very influential + Somewhat influential) %	
All Countries	45%	
India	78%	
Turkey	72%	
Saudi Arabia	69%	
Malaysia	68%	
China	66%	
Serbia	59%	
South Africa	56%	
South Korea	52%	
Peru	50%	
Mexico	50%	
Brazil	50%	
Canada	43%	
Argentina	43%	
Chile	42%	
US	41%	
Australia	40%	
Spain	35%	
Great Britain	34%	
Poland	34%	
Russia	32%	
Hungary	31%	
Belgium	30%	
Italy	28%	
France	26%	
Sweden	25%	
Japan	25%	
Germany	25%	

Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

### **Your friends**

Globally, 48% of women's personal beauty routine is influenced by their friends.

All Countries	48%
dia	83%
Turkey	77%
China	73%
Malaysia	63%
Saudi Arabia	62%
Serbia	56%
South Africa	56%
South Korea	52%
Peru	51%
JS	50%
Mexico	49%
Canada	46%
Brazil	45%
Hungary	45%
Russia	45%
Australia	45%
Chile	44%
Great Britain	44%
Argentina	43%
Spain	40%
Poland	38%
lapan	35%
Belgium	33%
Germany	33%
France	33%
Sweden	32%
taly	29%

#### () Ipsos

Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

Magazines and other printed materials

Indian women are greatly influenced by magazines and other printed materials (70%) compared to just 21% of French women.

All Countries	33%	
India	70%	
Malaysia	51%	
Saudi Arabia	48%	
Peru	47%	
Serbia	47%	
South Africa	44%	
Russia	39%	
China	36%	
Chile	35%	
Mexico	34%	
Turkey	34%	
South Korea	33%	
Argentina	30%	
Japan	30%	
Great Britain	29%	
Brazil	29%	
Hungary	29%	
Australia	28%	
US	27%	
Sweden	25%	
Canada	23%	
Poland	23%	
Spain	23%	
Germany	22%	
Italy	22%	
Belgium	21%	
France	21%	

Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

### **Online videos**

French (16%), German (15%) and Japanese (15%) women are least likely to have their personal beauty routine influenced by online videos, less than half of the global average of 34%.

ountry	Influential (Very influential + Somewhat influential) %
All Countries	34%
India	70%
Saudi Arabia	61%
China	55%
Malaysia	49%
Mexico	49%
South Africa	47%
Peru	46%
Turkey	45%
South Korea	40%
Brazil	38%
Serbia	38%
Argentina	35%
Russia	35%
Chile	27%
US	27%
Australia	25%
Poland	24%
Spain	23%
Great Britain	22%
Italy	22%
Canada	21%
Hungary	20%
Sweden	20%
Belgium	16%
France	16%
Germany	15%
Japan	15%



Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

Instagram/other photo sharing sites

Indian (60%), Saudi (57%), Malaysian (56%) and Turkish (53%) women are most likely to report that Instagram or other photo sharing sites influence their personal beauty routine.

untry	Influential (Very influential + Somewhat influential) %	
All Countries	31%	
India	60%	
Saudi Arabia	57%	
Malaysia	56%	
Turkey	53%	
Peru	48%	
South Africa	39%	
South Korea	37%	
China	36%	
Brazil	34%	
Mexico	33%	
Argentina	32%	
Chile	32%	
Serbia	29%	
Russia	29%	
Spain	25%	
US	25%	
Australia	24%	
Canada	23%	
Poland	23%	
Italy	21%	
Belgium	21%	
Hungary	21%	
Sweden	20%	
Great Britain	19%	
France	15%	
Germany	14%	
Japan	13%	



Q7. Thinking now about your own personal beauty routine, how influential has each of the following been to you?

**Global Average Summary** 

Globally, women are most likely to report that their mother influences their personal beauty routine, followed closely by their friends and other family members.

ttributes	Influential (Very influential + Somewhat influential) %		
Your mother	49%		
/our friends	48%		
Your sister/Other family members	45%		
Online videos	34%		
Magazines/Other printed material	33%		
nstagram/Other photo sharing sites	31%		

- These are the findings of a 27-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between April 19<sup>th</sup> -May 3<sup>rd</sup>, 2019.
- The sample consists of 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. Click here for more information on the Ipsos use of credibility intervals.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.



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