GLOBAL ADVISOR

Global attitudes toward beauty

AUGUST 2019

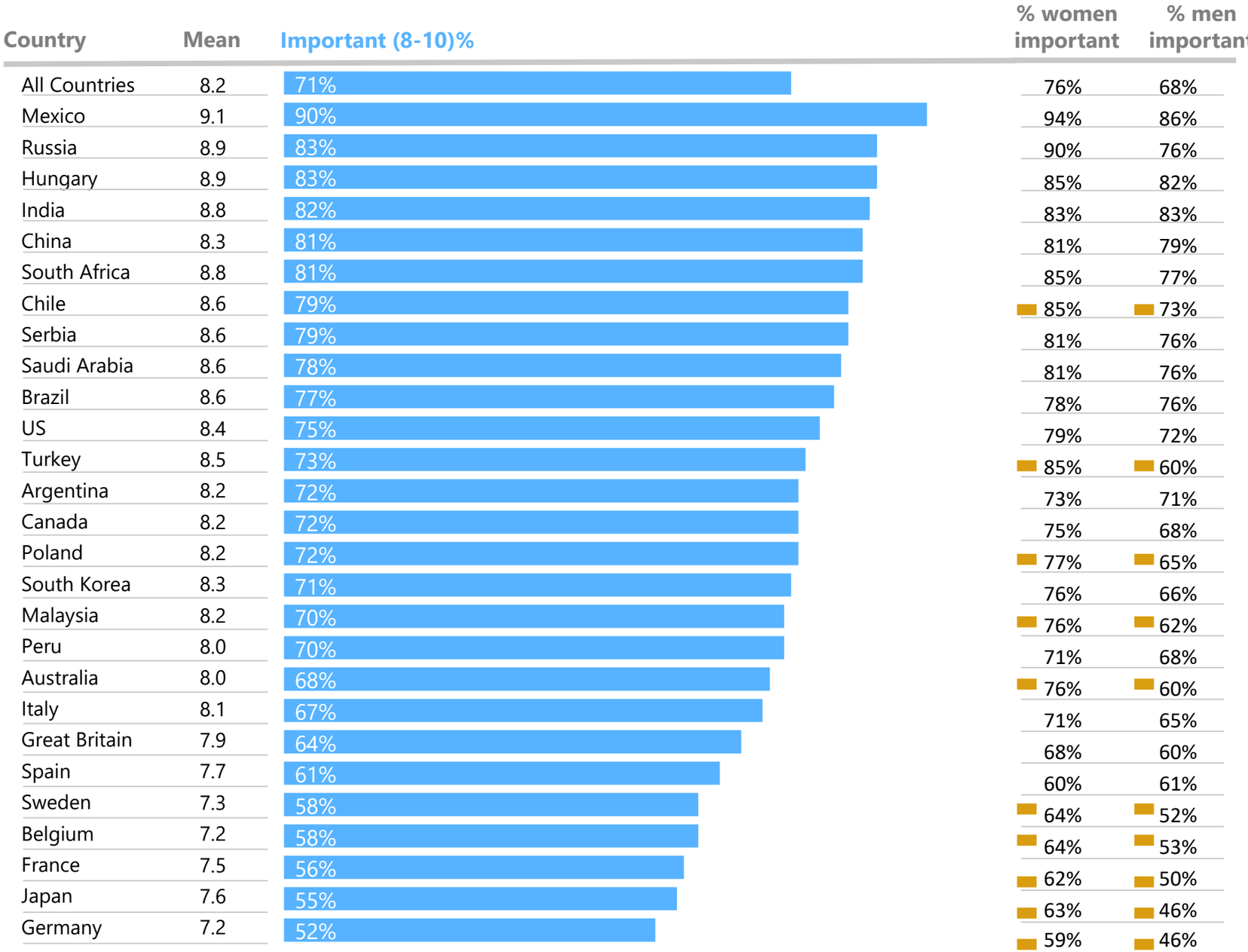
ATTRIBUTES OF BEAUTY

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.

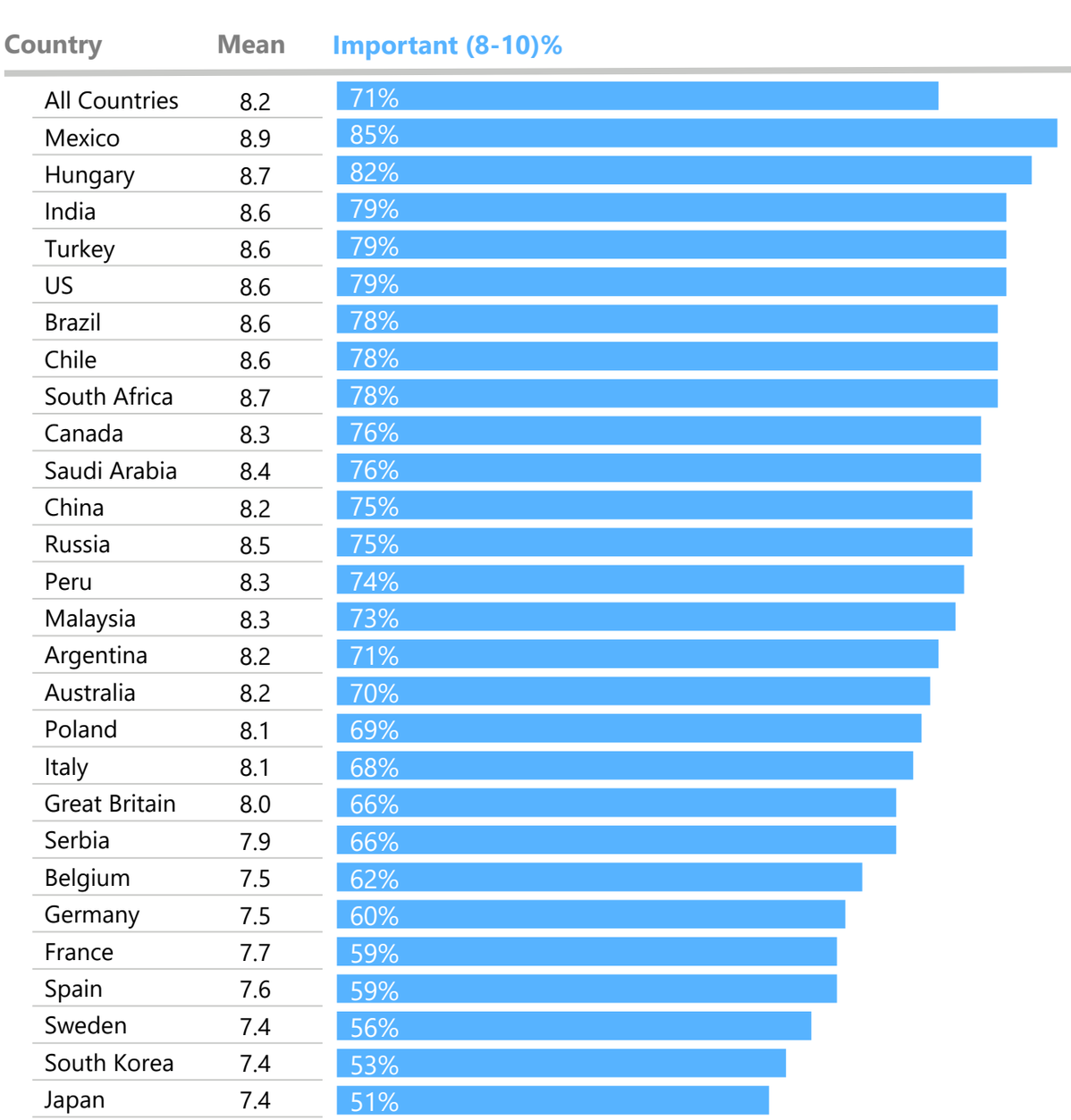


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	Mean	Important (8-10)%	% women important	% 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%	70%
US	8.6	79%	85%	72%
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%

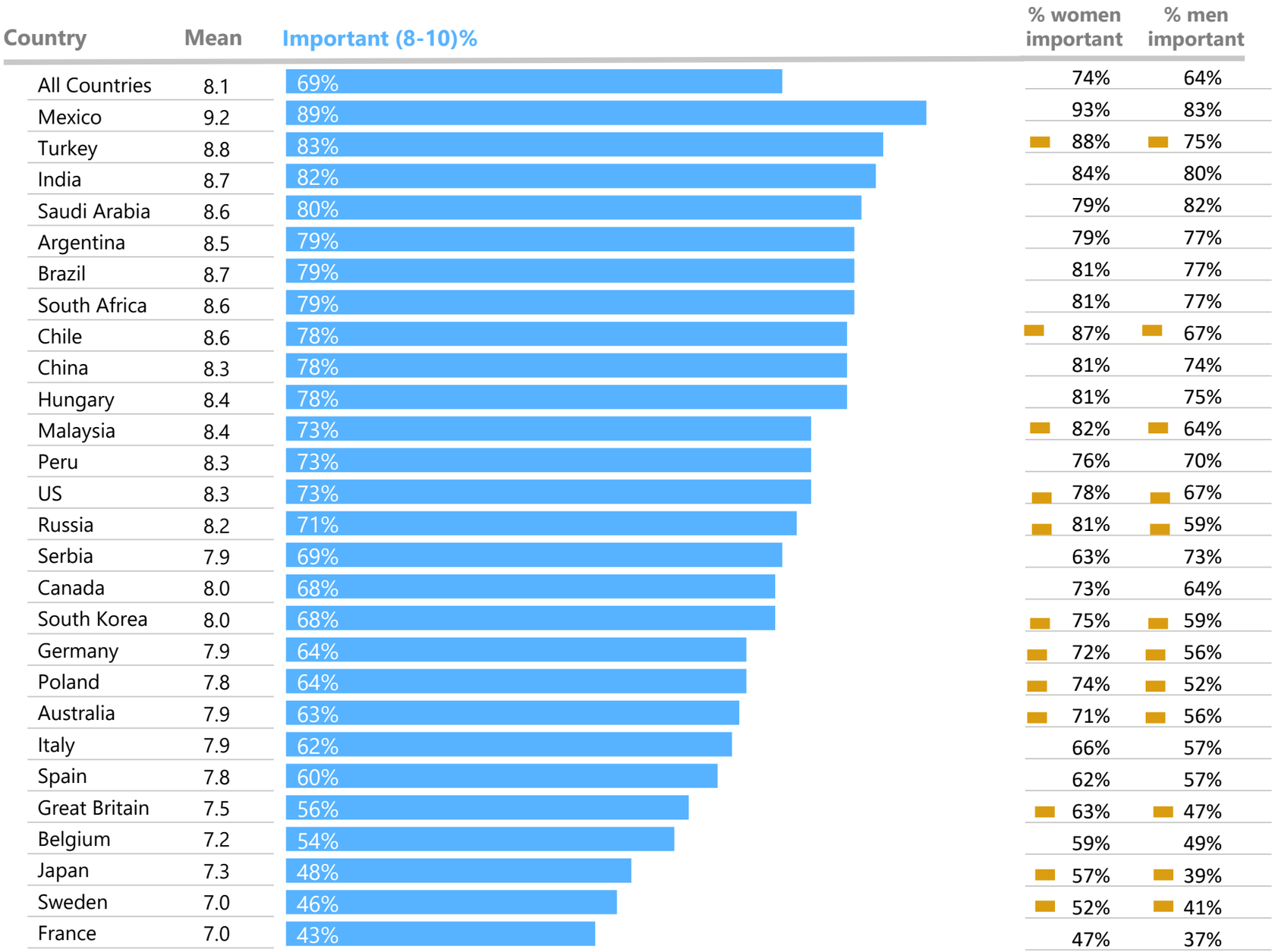
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	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%	75%
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%	82%	64%
Peru	8.3	73%	76%	70%
US	8.3	73%	78%	67%
Russia	8.2	71%	81%	59%
Serbia	7.9	69%	63%	73%
Canada	8.0	68%	73%	64%
South Korea	8.0	68%	75%	59%
Germany	7.9	64%	72%	56%
Poland	7.8	64%	74%	52%
Australia	7.9	63%	71%	56%
Italy	7.9	62%	66%	57%
Spain	7.8	60%	62%	57%
Great Britain	7.5	56%	63%	47%
Belgium	7.2	54%	59%	49%
Japan	7.3	48%	57%	39%
Sweden	7.0	46%	52%	41%
France	7.0	43%	47%	37%

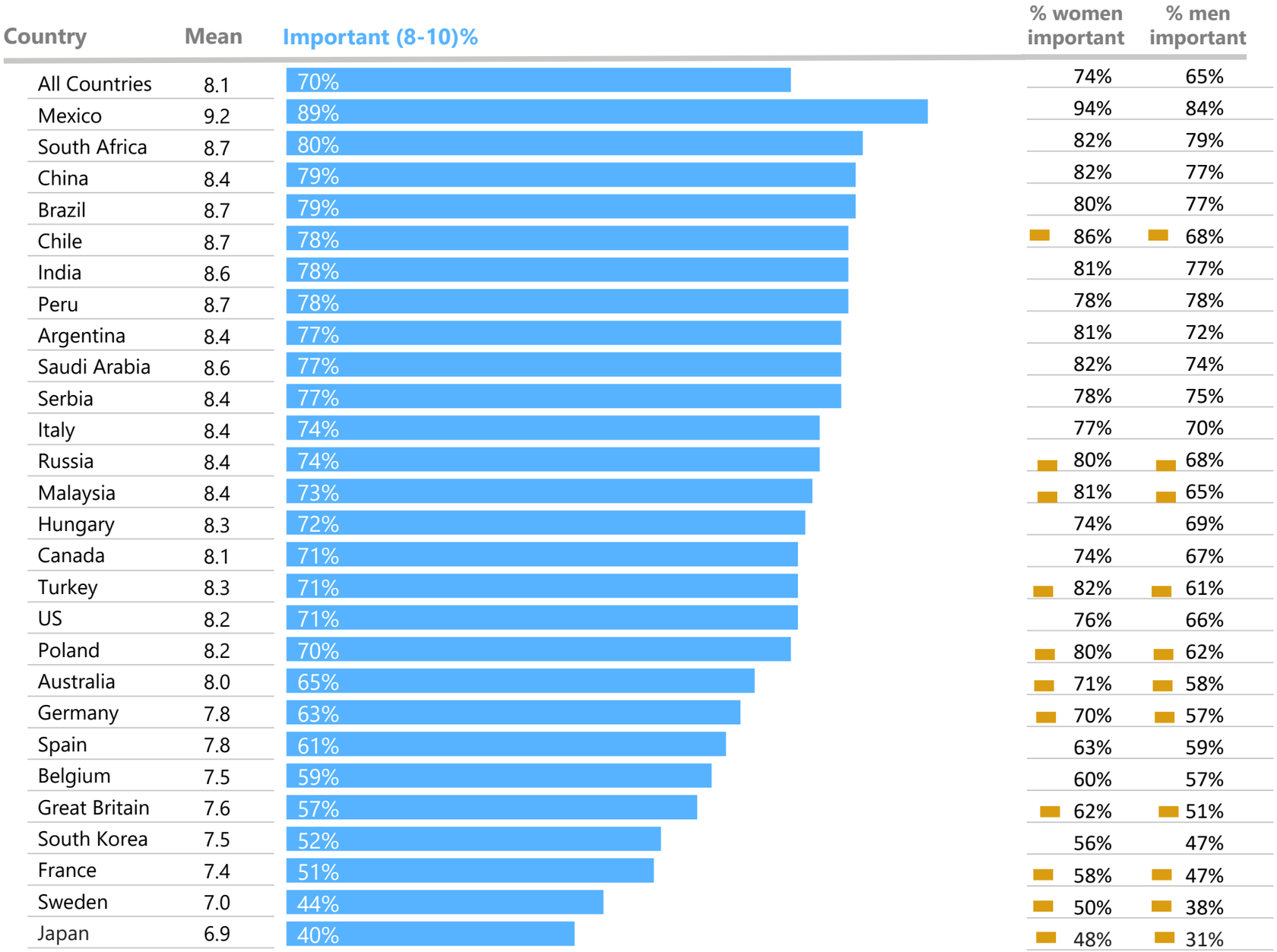
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

Country	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%	66%
Chile	8.4	71%	77%	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%	51%
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%

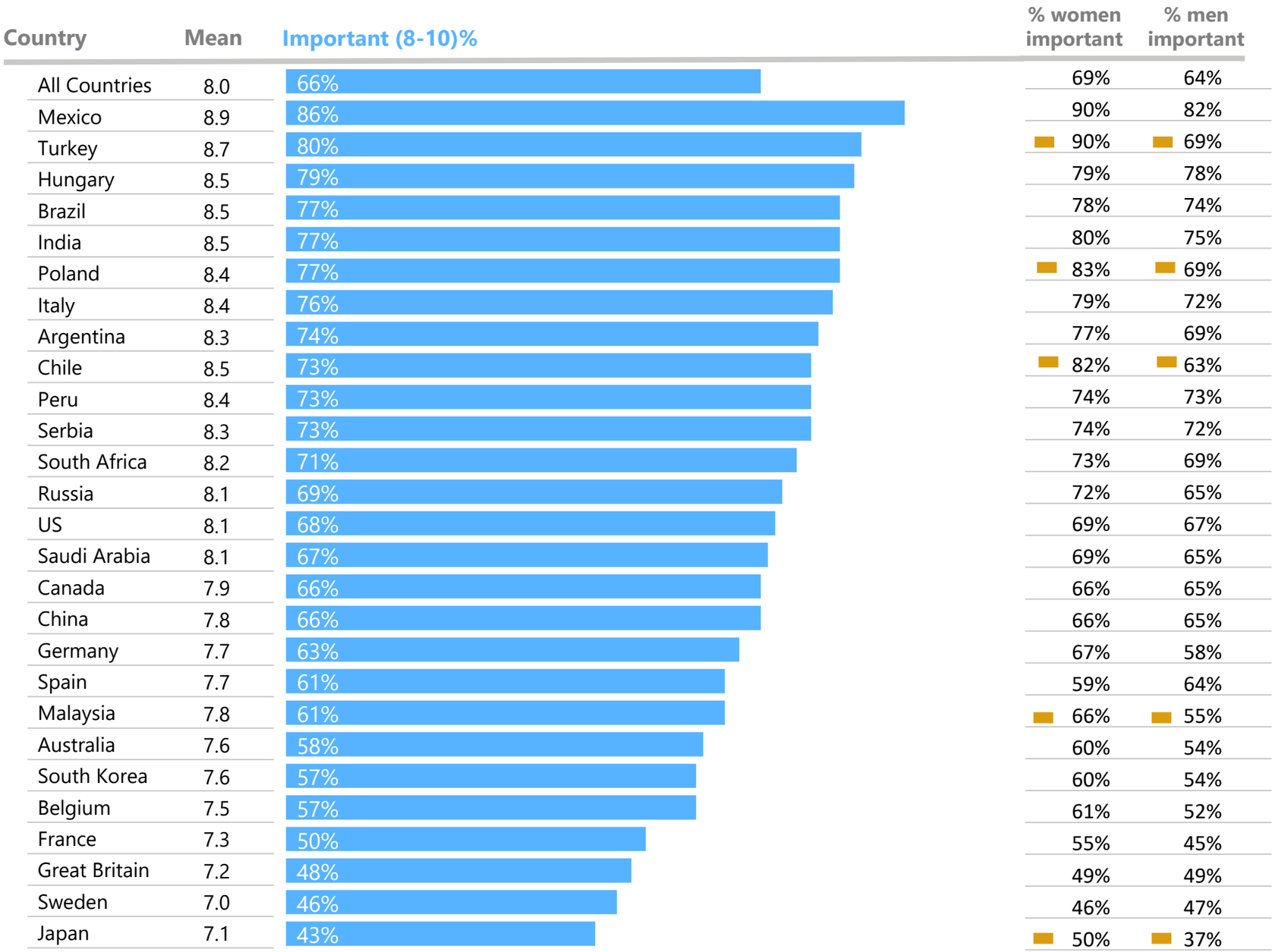
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

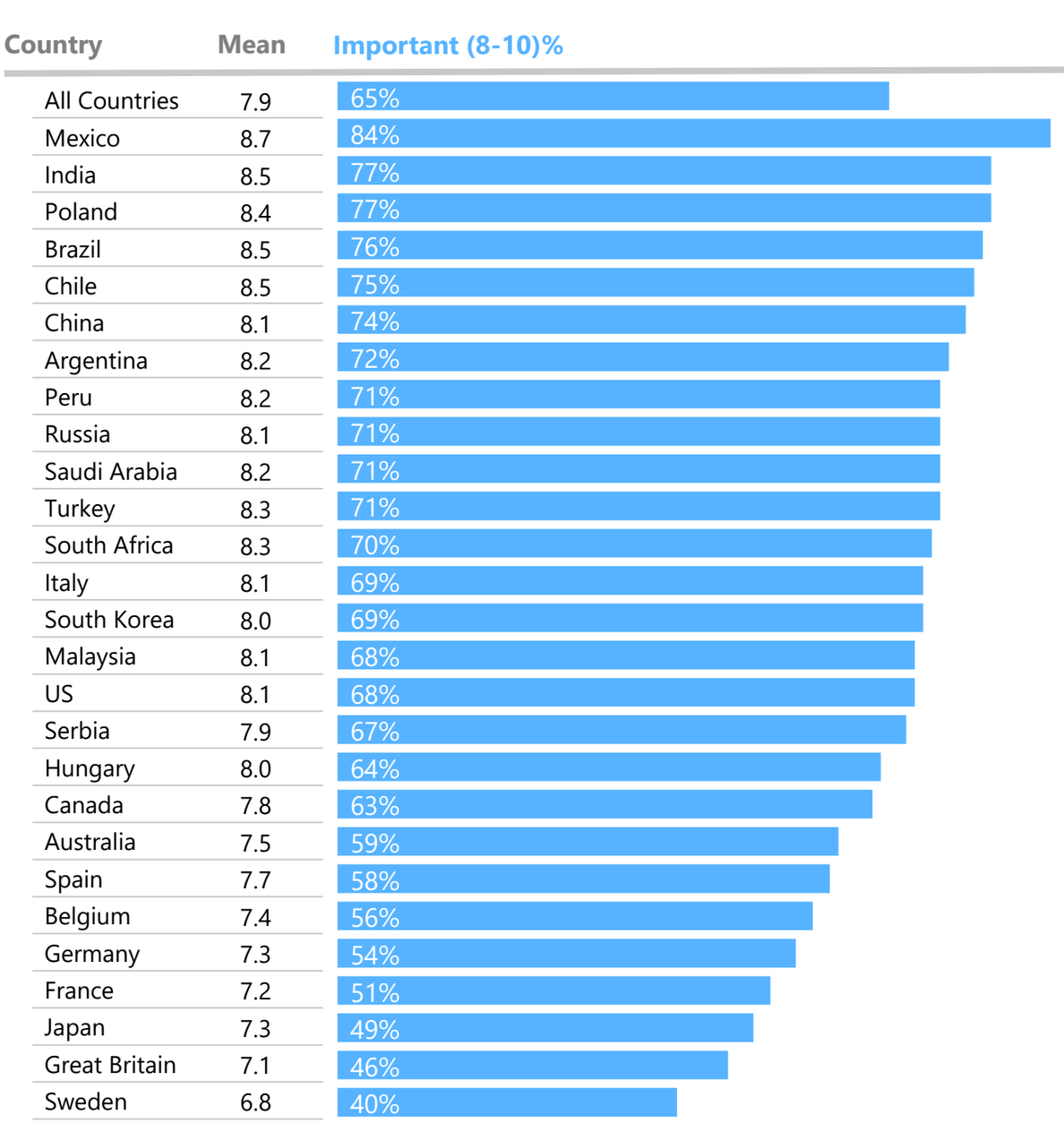


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).

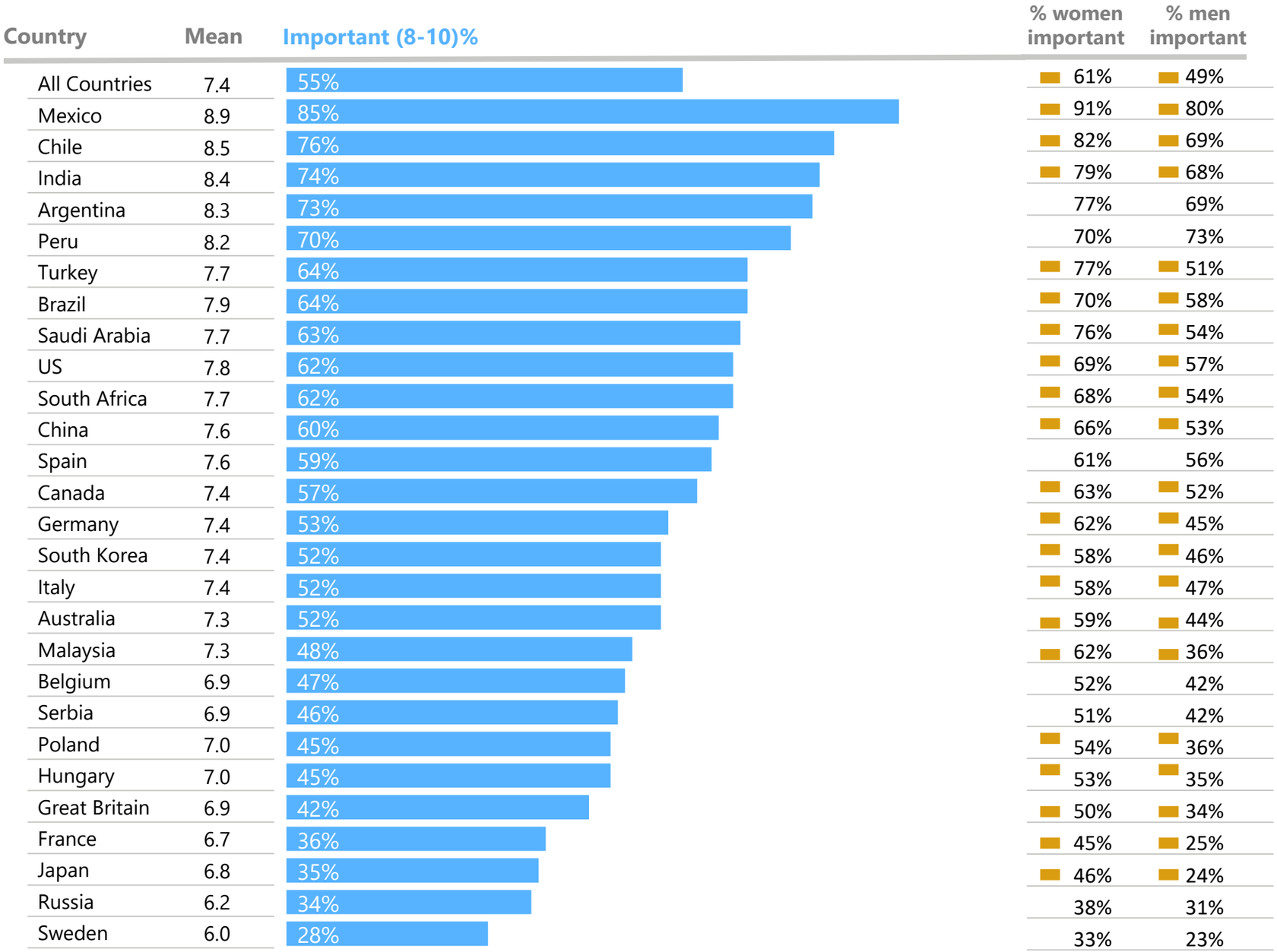


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

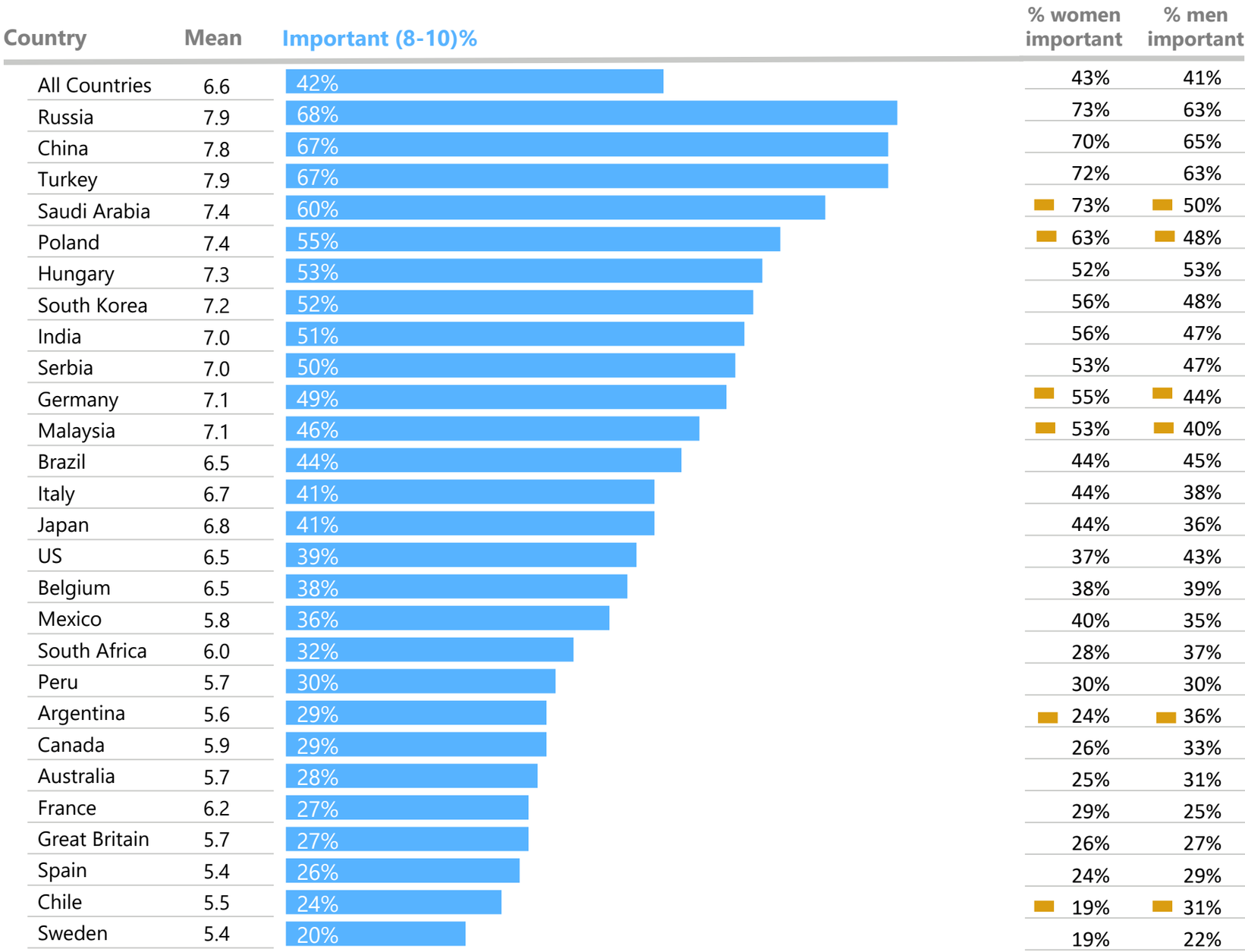


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

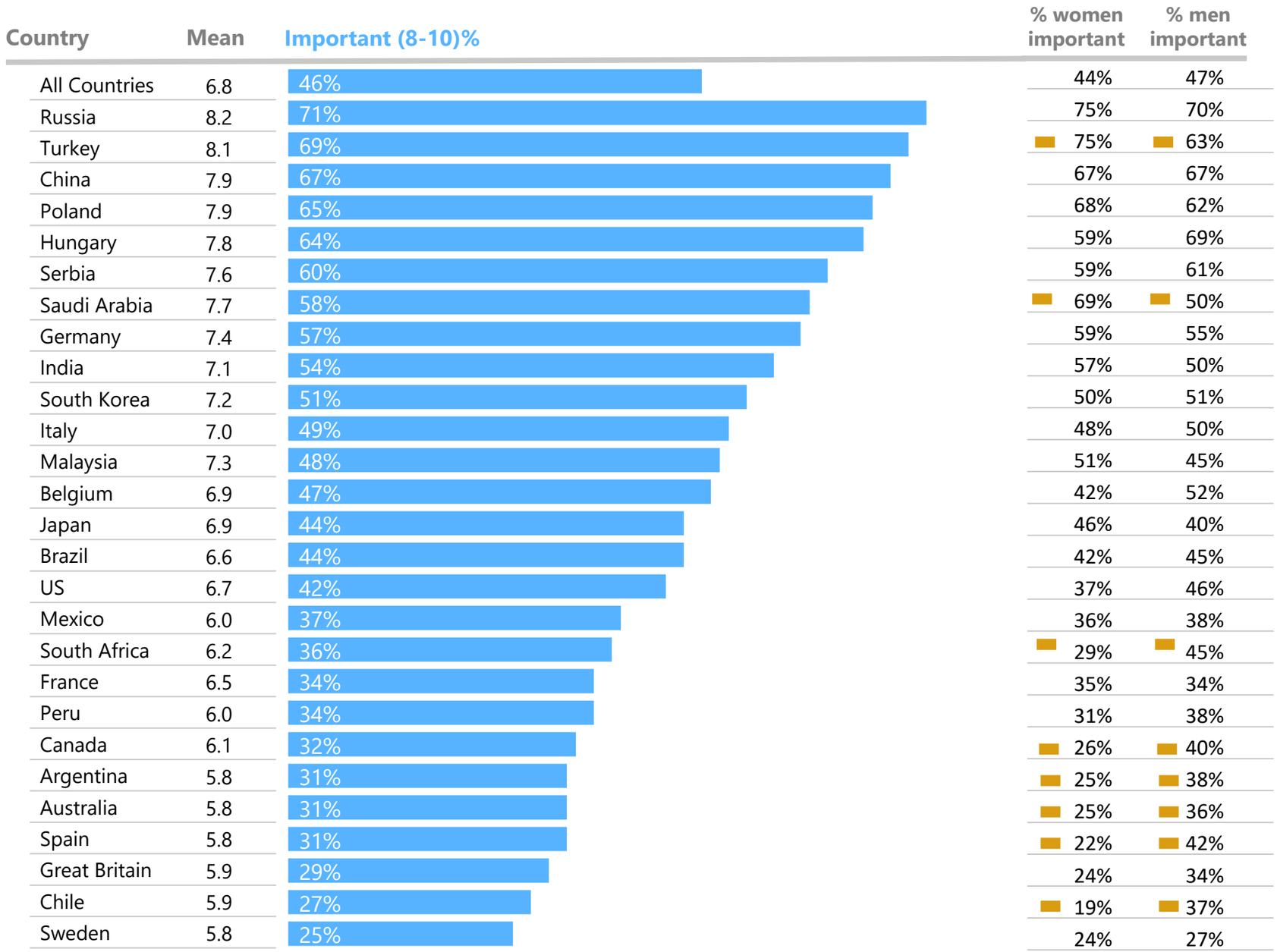


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

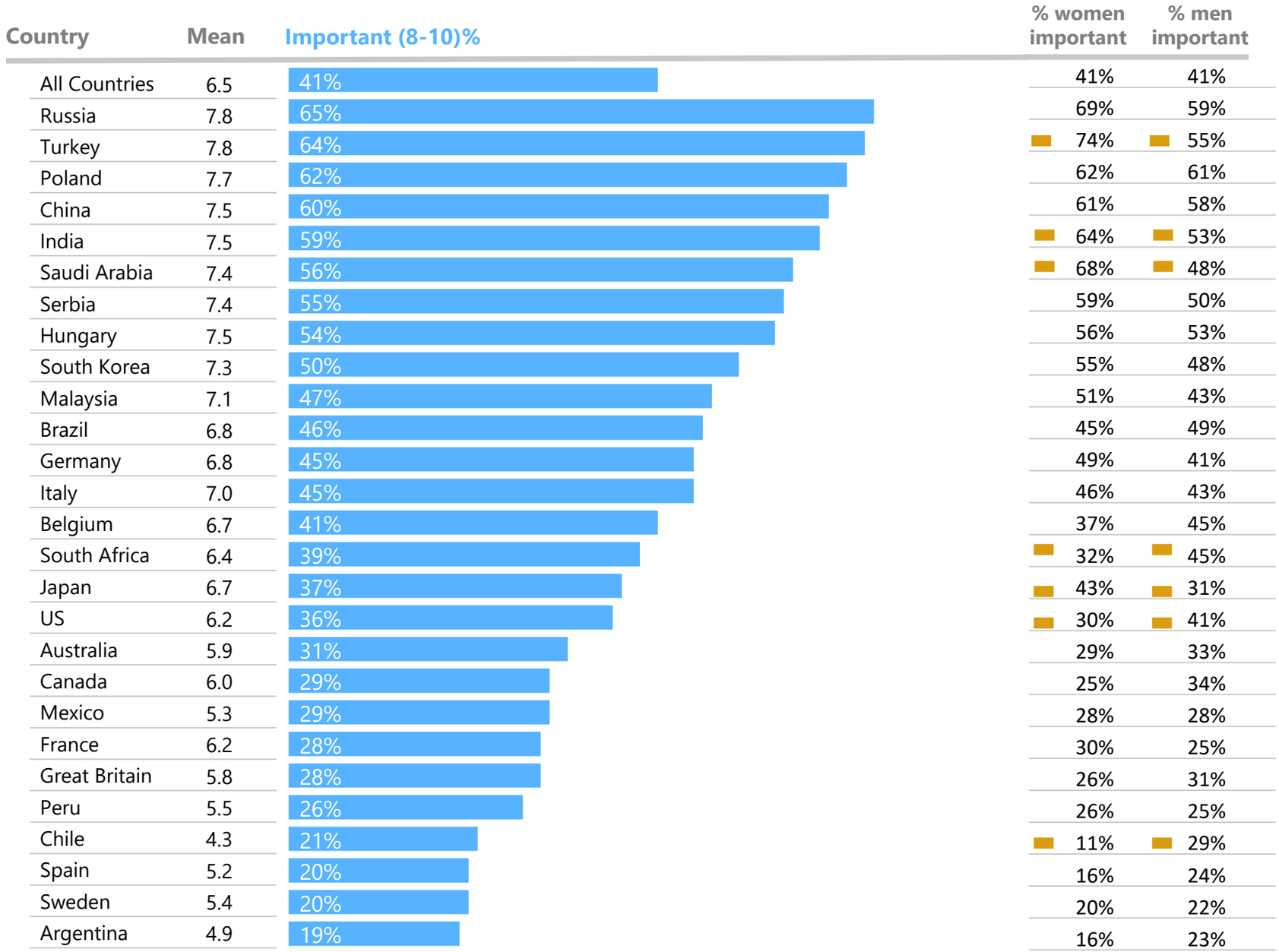


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

Country	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%	36%	49%
Japan	6.8	40%	43%	37%
Brazil	6.0	35%	32%	38%
US	6.1	35%	27%	43%
South Africa	5.8	32%	23%	43%
Canada	5.8	30%	23%	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%	13%	31%

Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

Country	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%	30%
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%

Indicates differences of 10%+

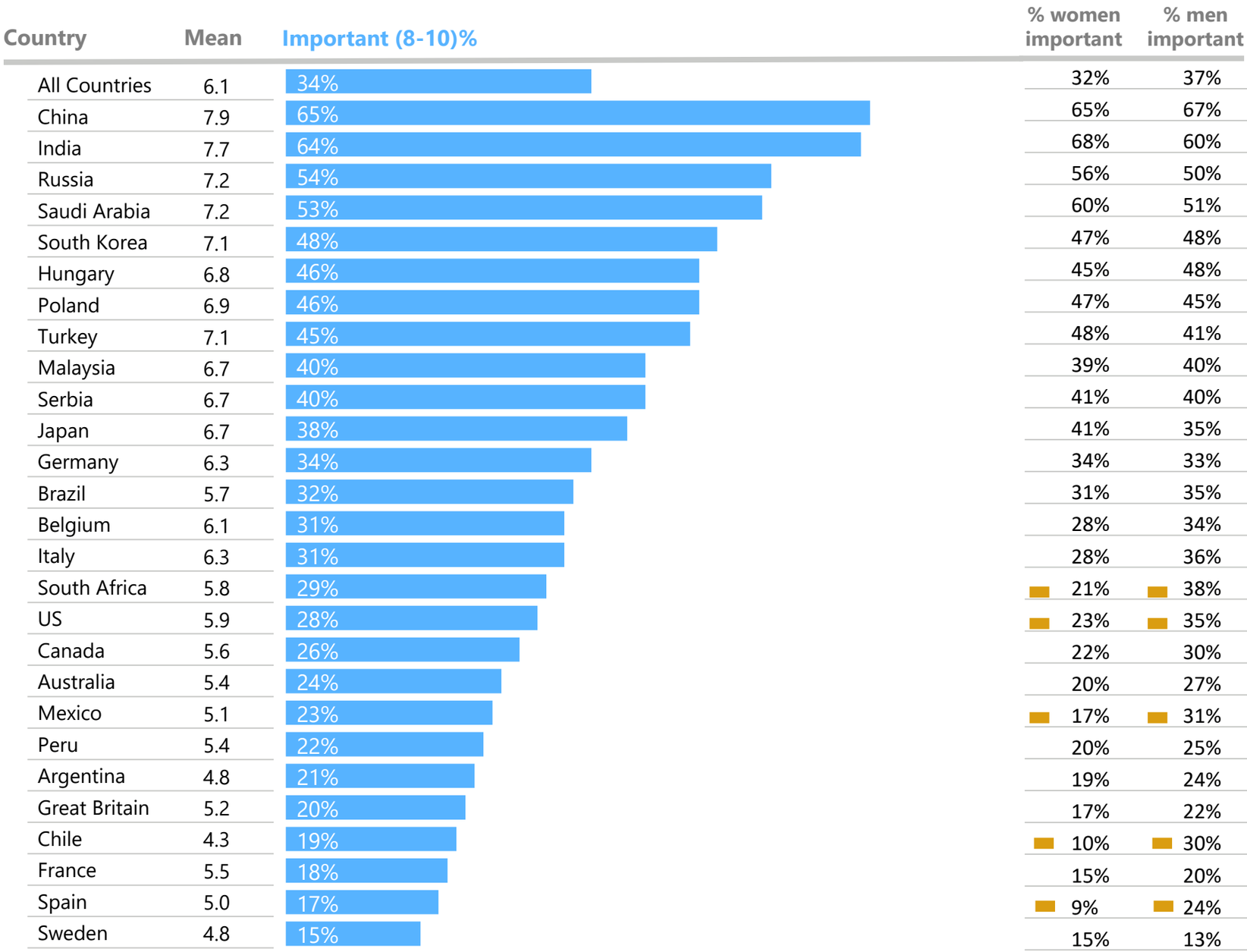
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

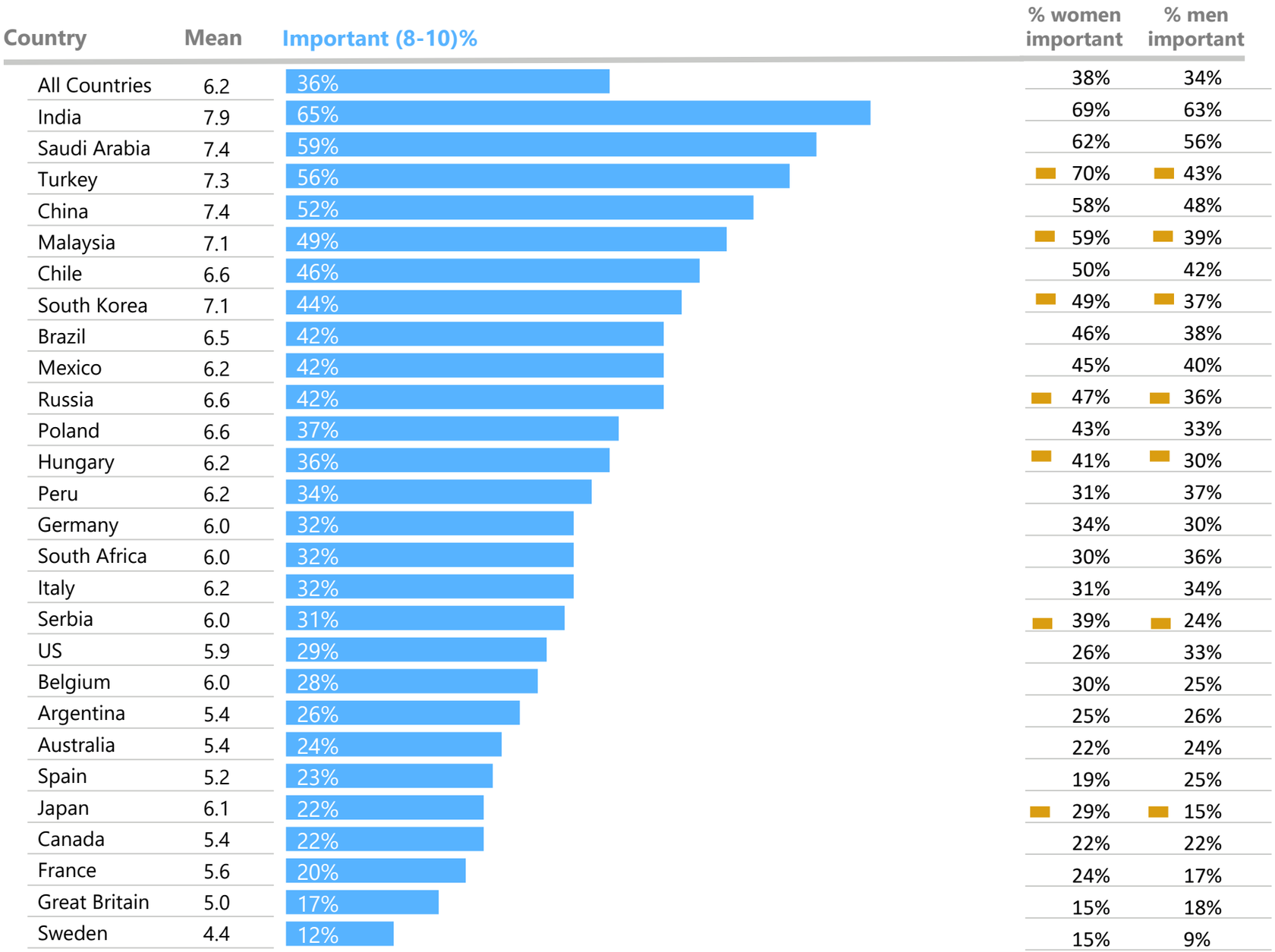


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	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%	70%	43%
China	7.4	52%	58%	48%
Malaysia	7.1	49%	59%	39%
Chile	6.6	46%	50%	42%
South Korea	7.1	44%	49%	37%
Brazil	6.5	42%	46%	38%
Mexico	6.2	42%	45%	40%
Russia	6.6	42%	47%	36%
Poland	6.6	37%	43%	33%
Hungary	6.2	36%	41%	30%
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%	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%	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%+

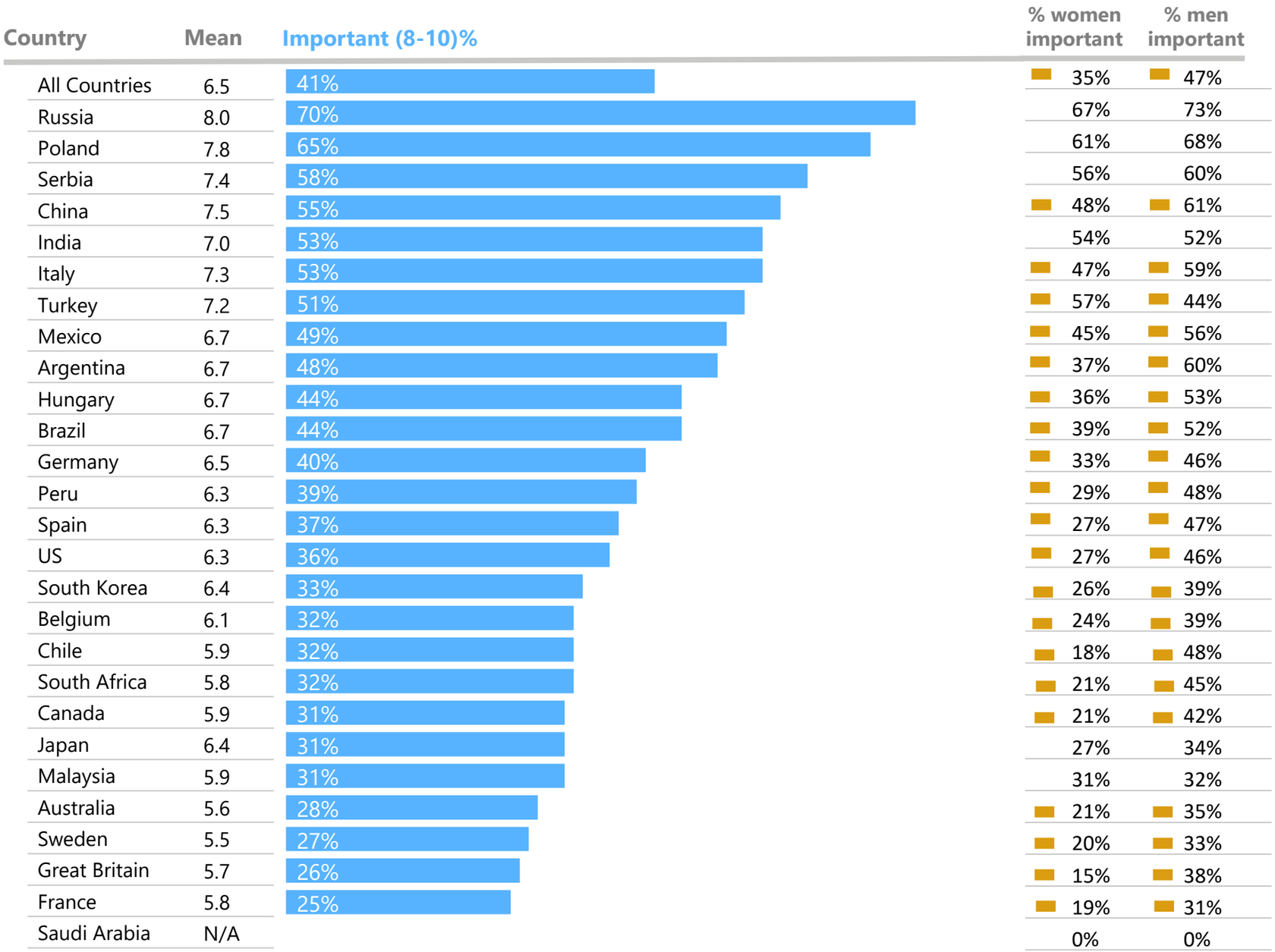
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

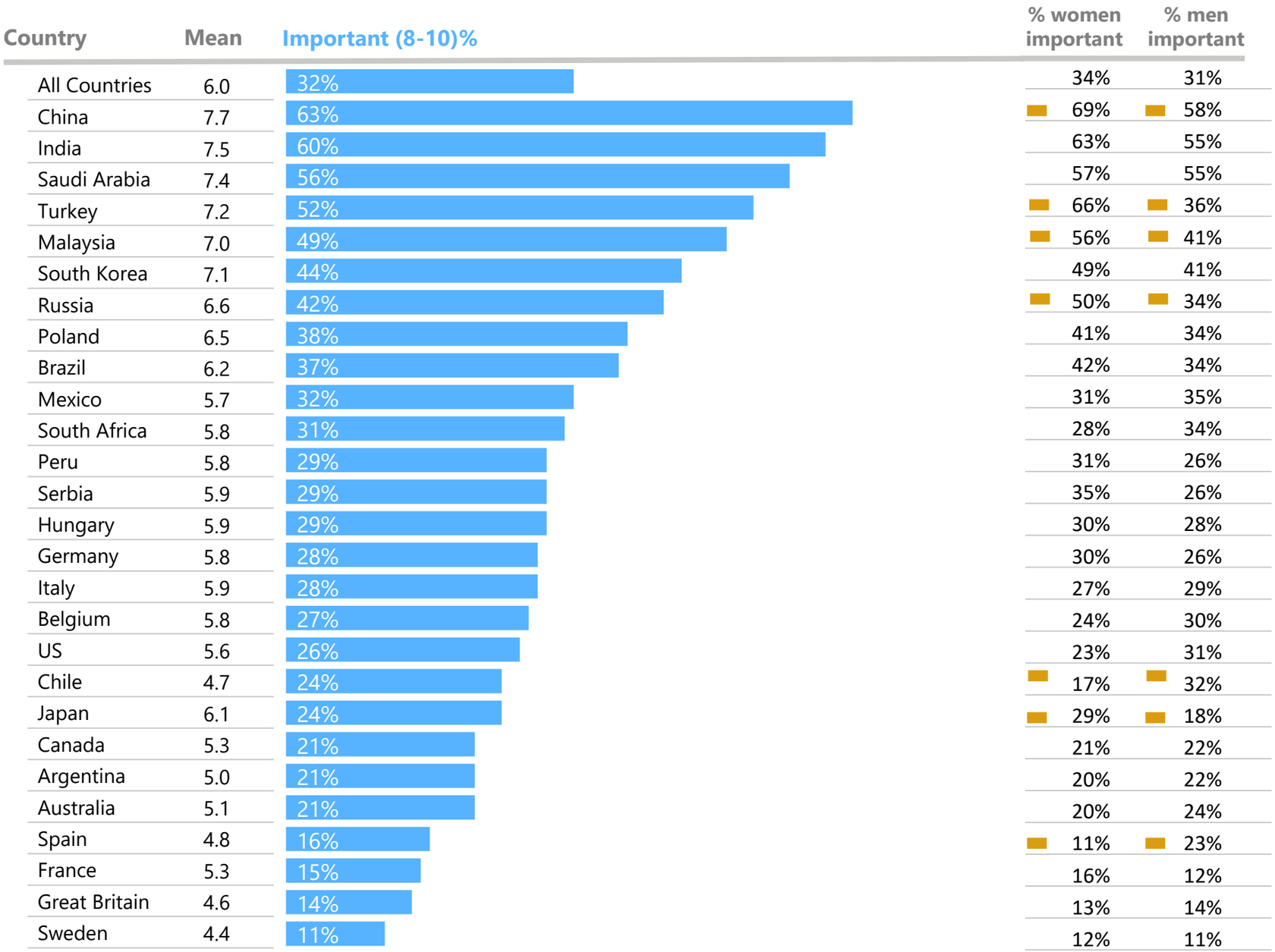


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

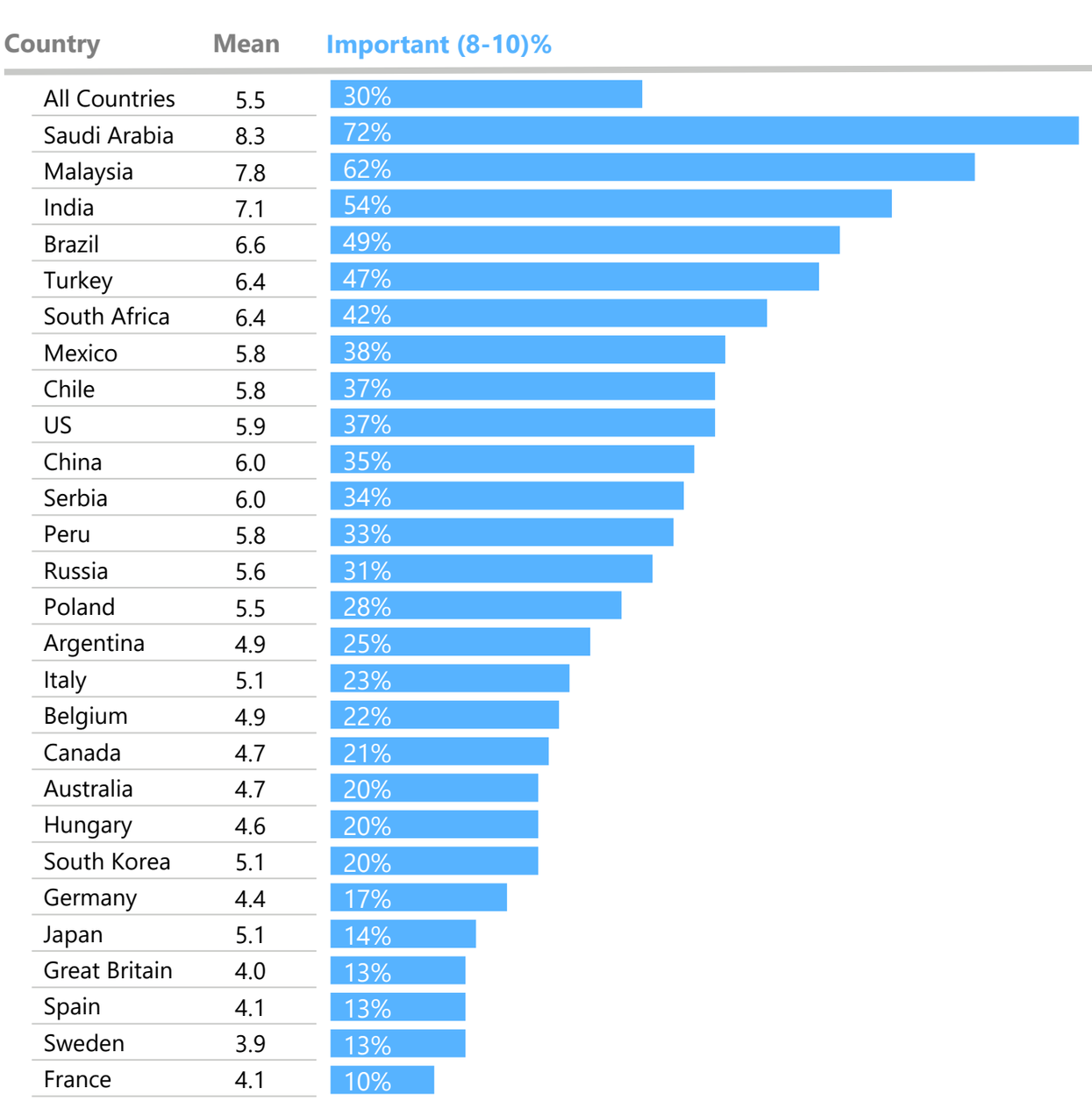


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).



Country	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%	70%	56%
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%	51%	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%

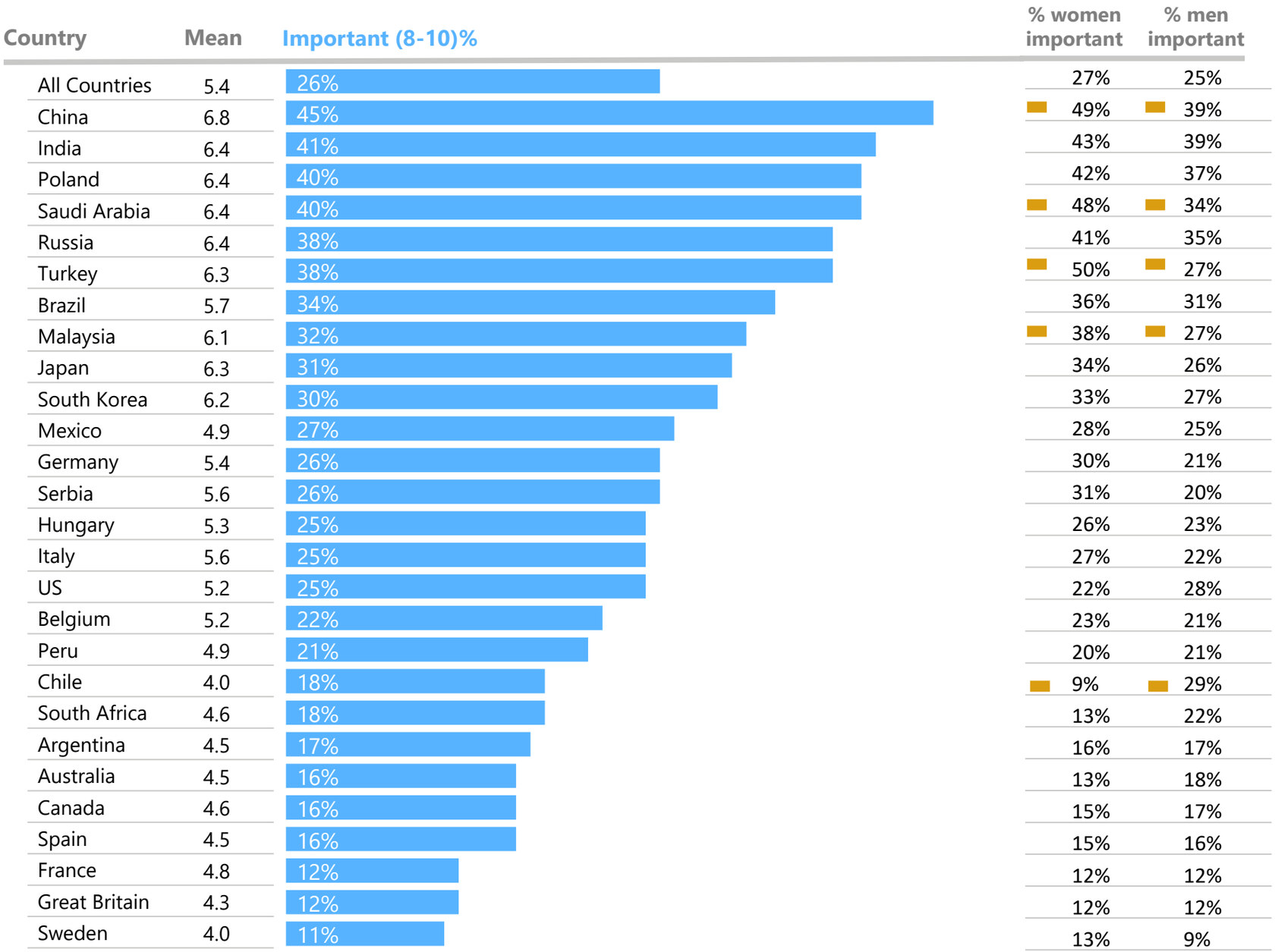
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



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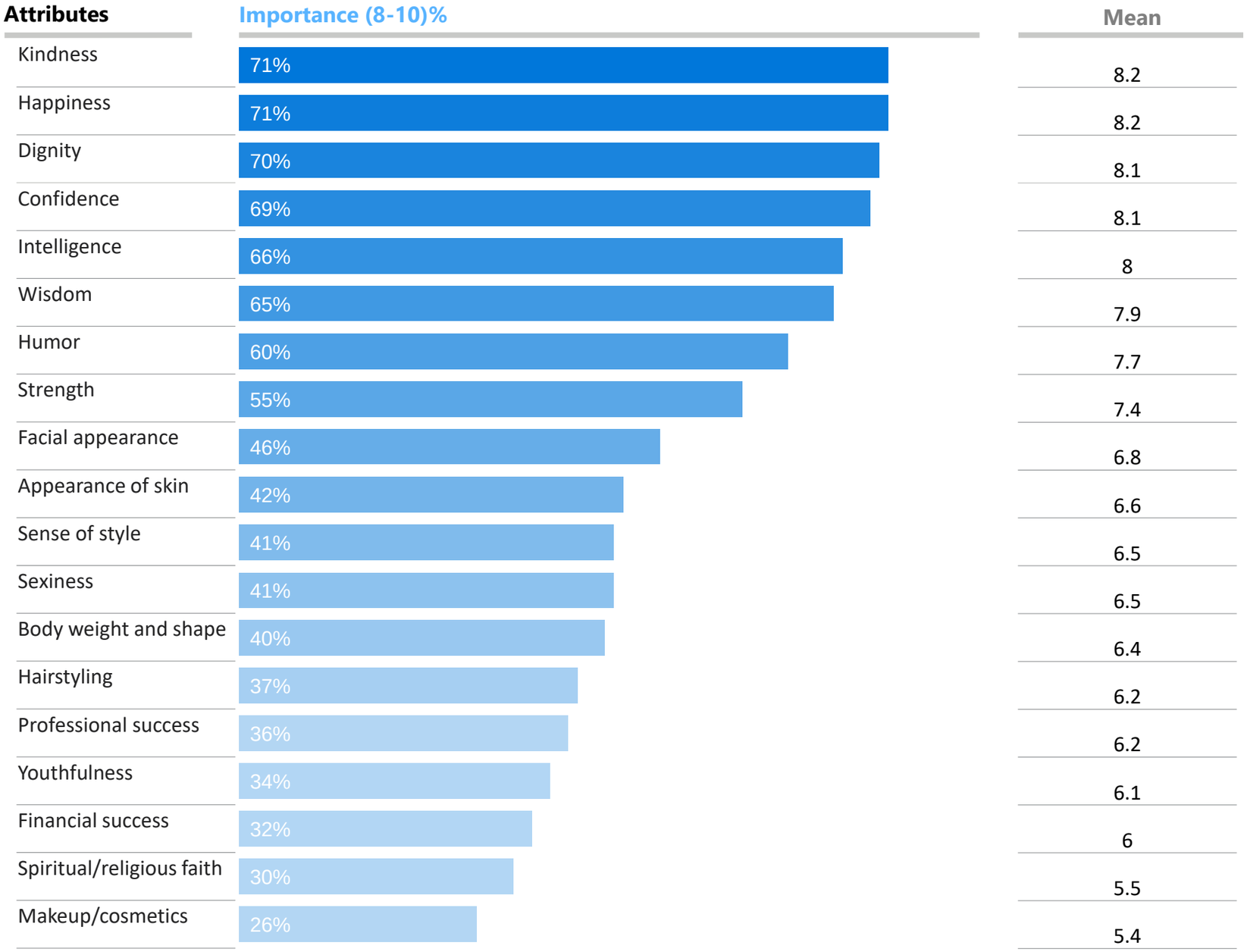
Q. How important are each of these attributes in making a woman beautiful?

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.



Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

ATTRIBUTES OF BEAUTY

MEN

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.

Country	Mean	Important (8-10)%	% women important	% men important
All Countries	8.1	68%	72%	65%
Mexico	9.1	88%	90%	85%
India	8.9	84%	85%	83%
South Africa	8.7	80%	84%	75%
Chile	8.3	78%	85%	67%
Saudi Arabia	8.6	78%	80%	77%
Brazil	8.4	76%	77%	73%
China	8.3	75%	75%	75%
Hungary	8.5	75%	77%	73%
Russia	8.4	75%	79%	68%
Turkey	8.6	74%	79%	69%
Serbia	8.2	73%	72%	74%
Malaysia	8.2	72%	78%	65%
Peru	8.2	72%	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%	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%
Japan	7.3	47%	53%	43%

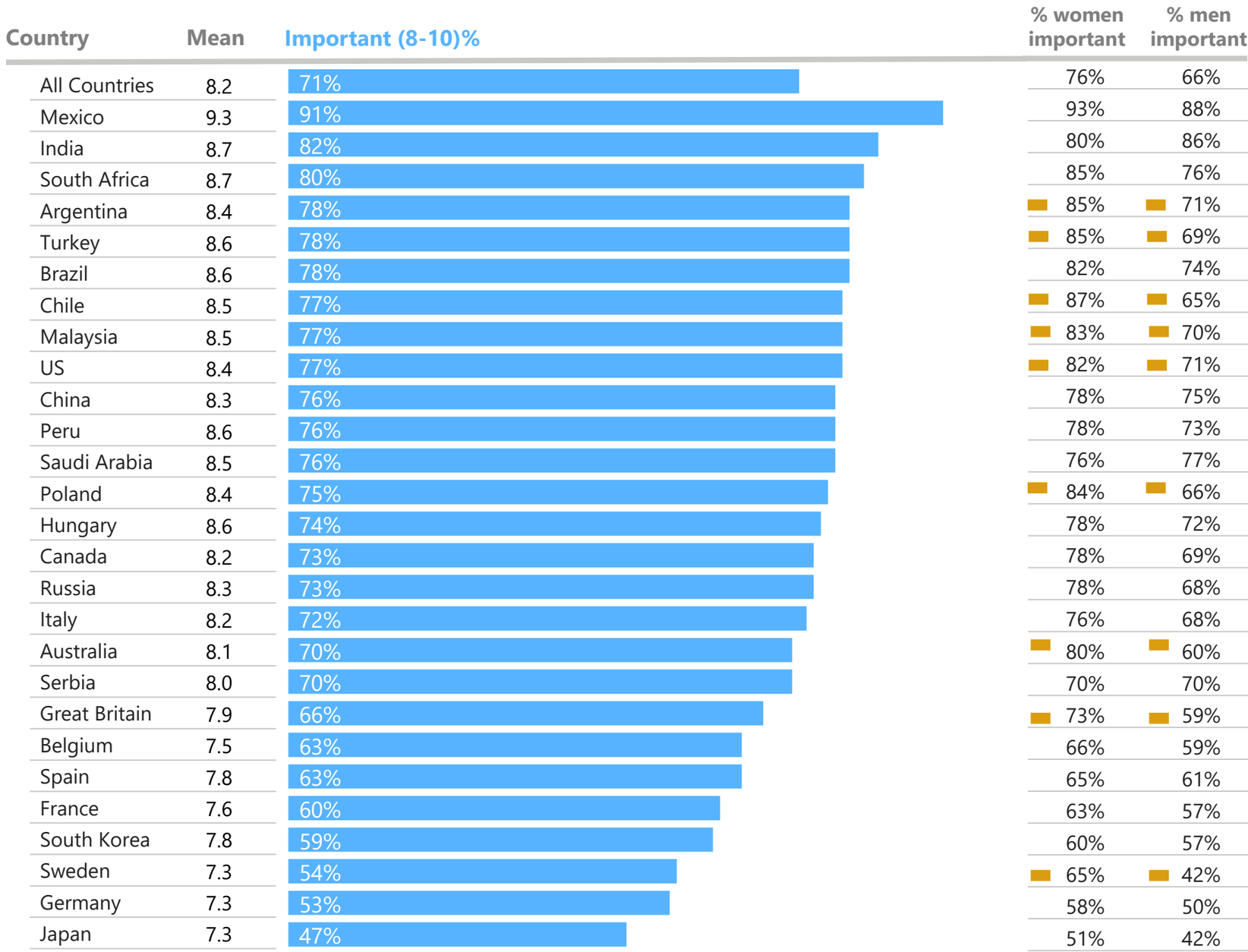
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%.



Country	Mean	Important (8-10)%	% women important	% men important
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%	85%	71%
Turkey	8.6	78%	85%	69%
Brazil	8.6	78%	82%	74%
Chile	8.5	77%	87%	65%
Malaysia	8.5	77%	83%	70%
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%	65%	42%
Germany	7.3	53%	58%	50%
Japan	7.3	47%	51%	42%

Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

Country	Mean	Important (8-10)%	% women important	% men important
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%	73%
Chile	8.6	79%	86%	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%	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%

Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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 (21-points).

Country	Mean	Important (8-10)%	% women important	% men important
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%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

Country	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%	86%	73%
Argentina	8.3	77%	82%	71%
Chile	8.4	76%	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%	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%	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%	51%
South Korea	7.5	55%	56%	53%
France	7.4	53%	56%	52%
Sweden	7.1	47%	49%	44%
Japan	6.9	38%	43%	32%

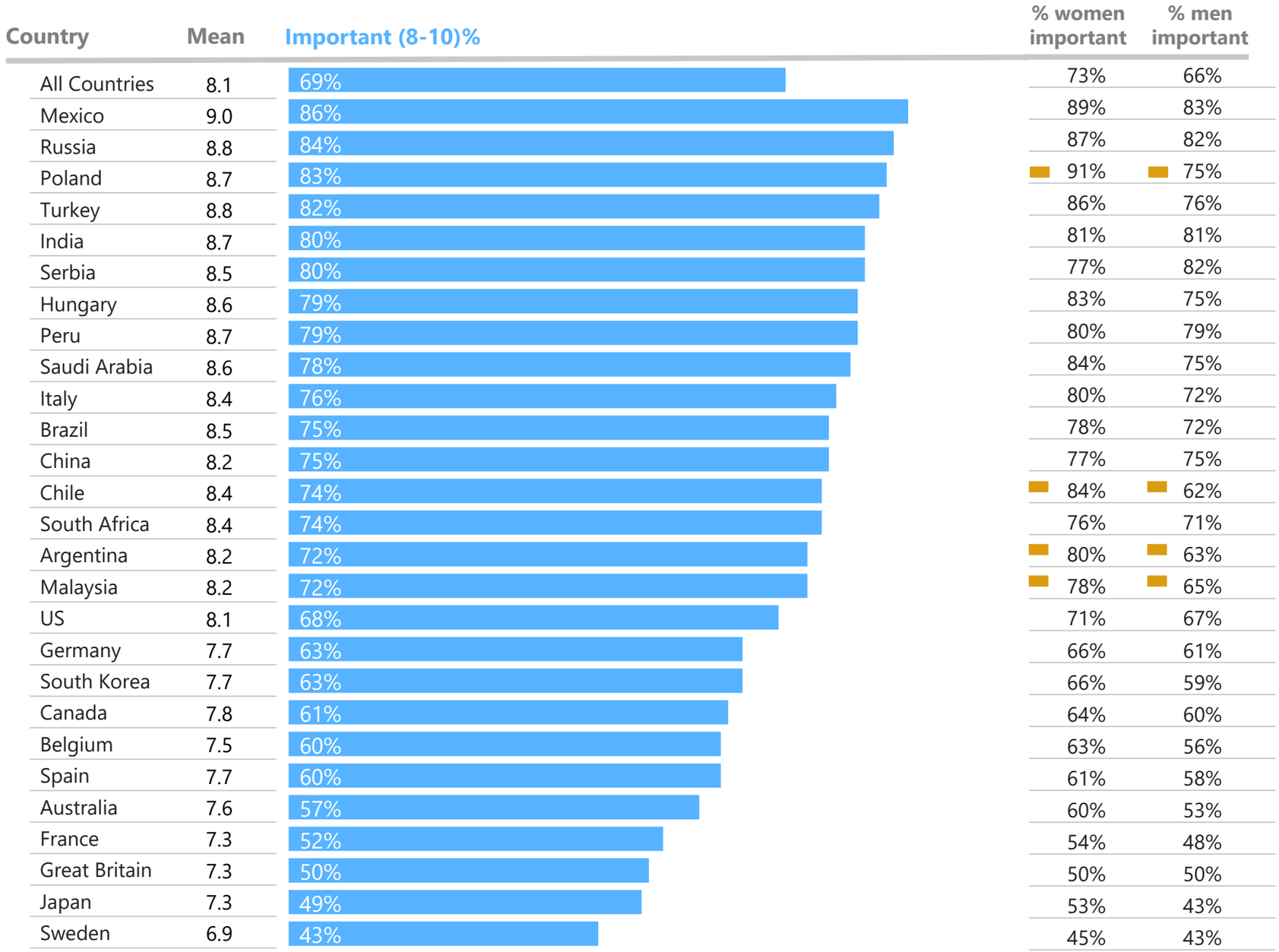
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	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%	91%	75%
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%

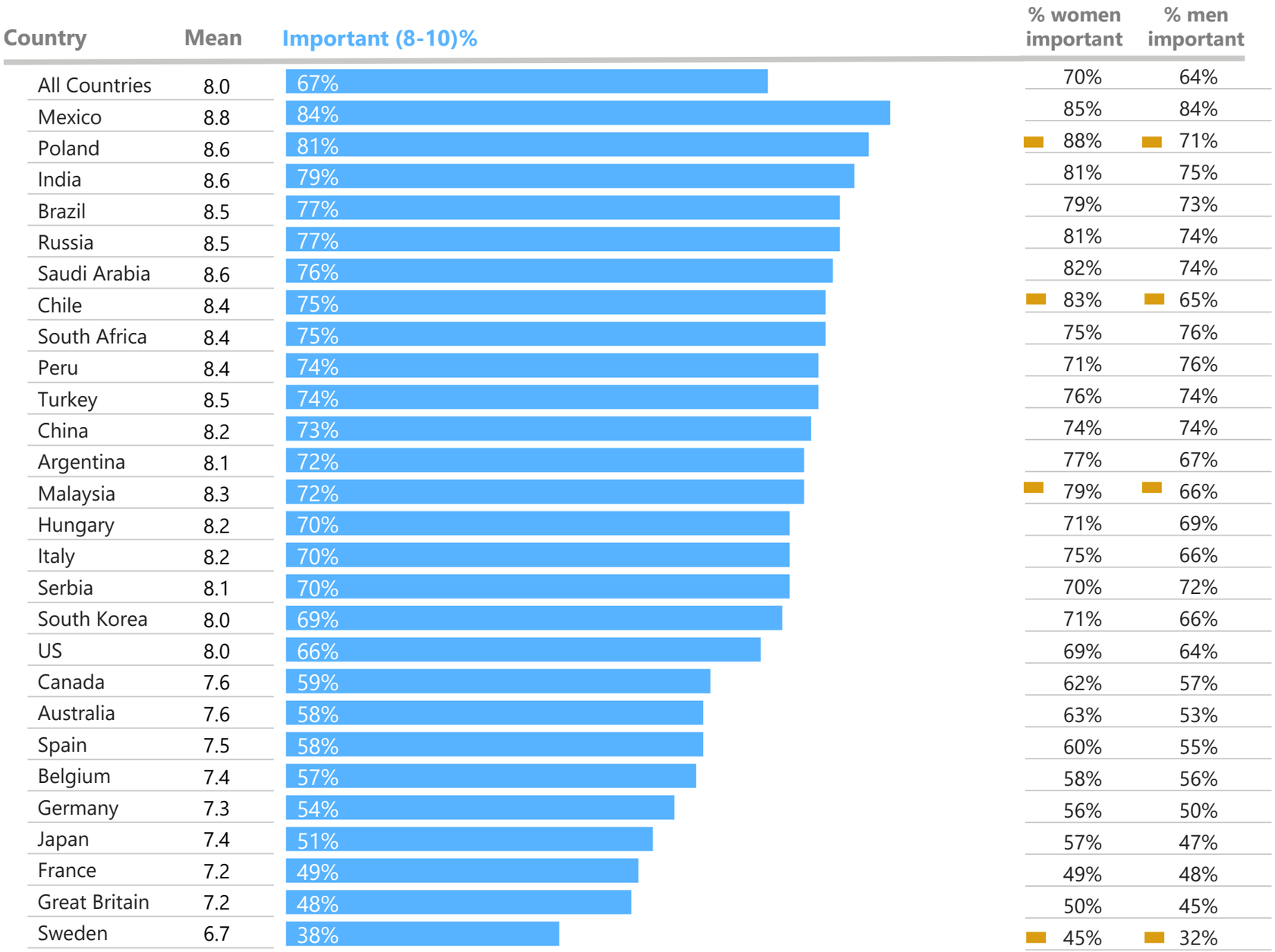
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

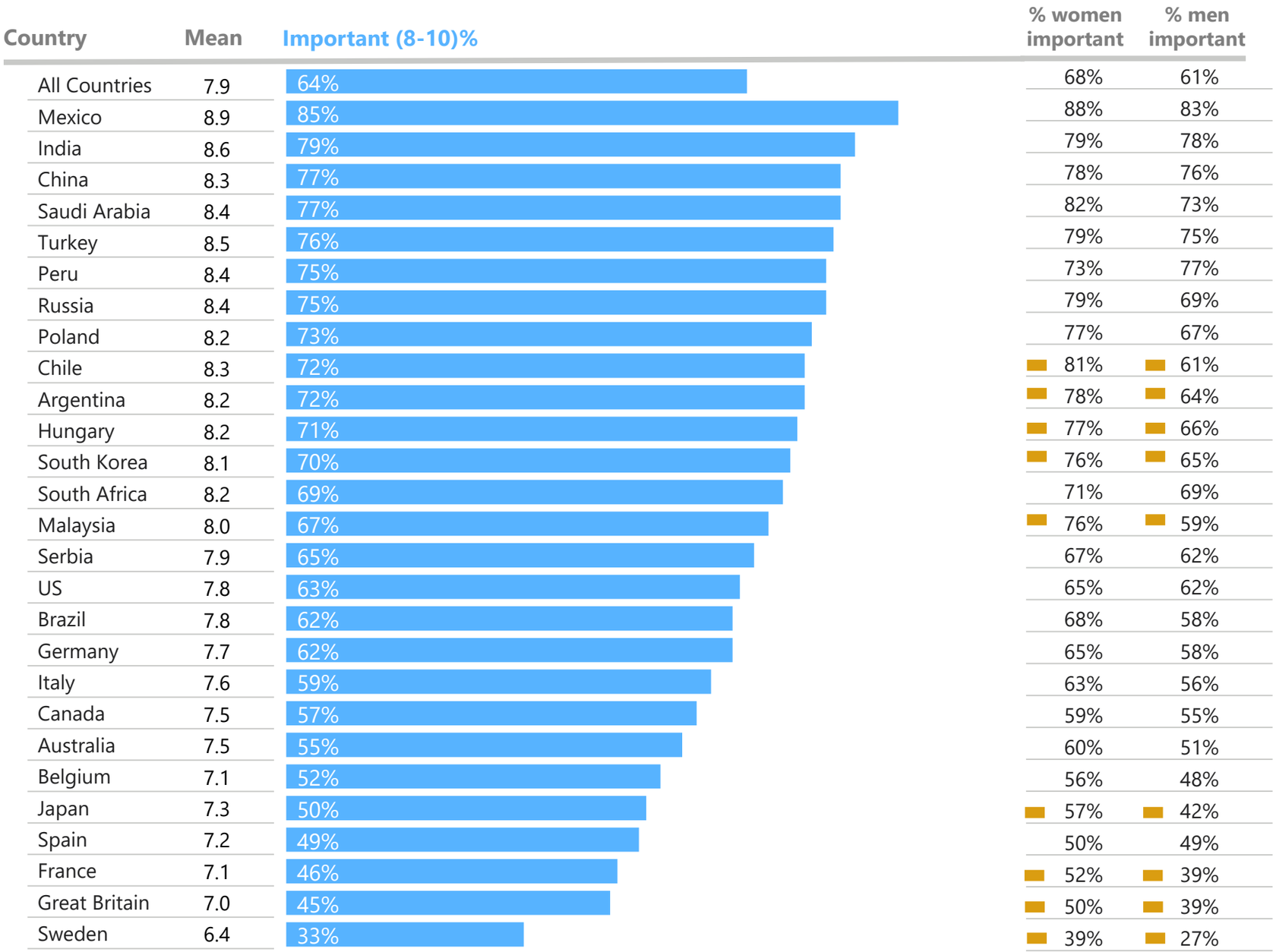


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

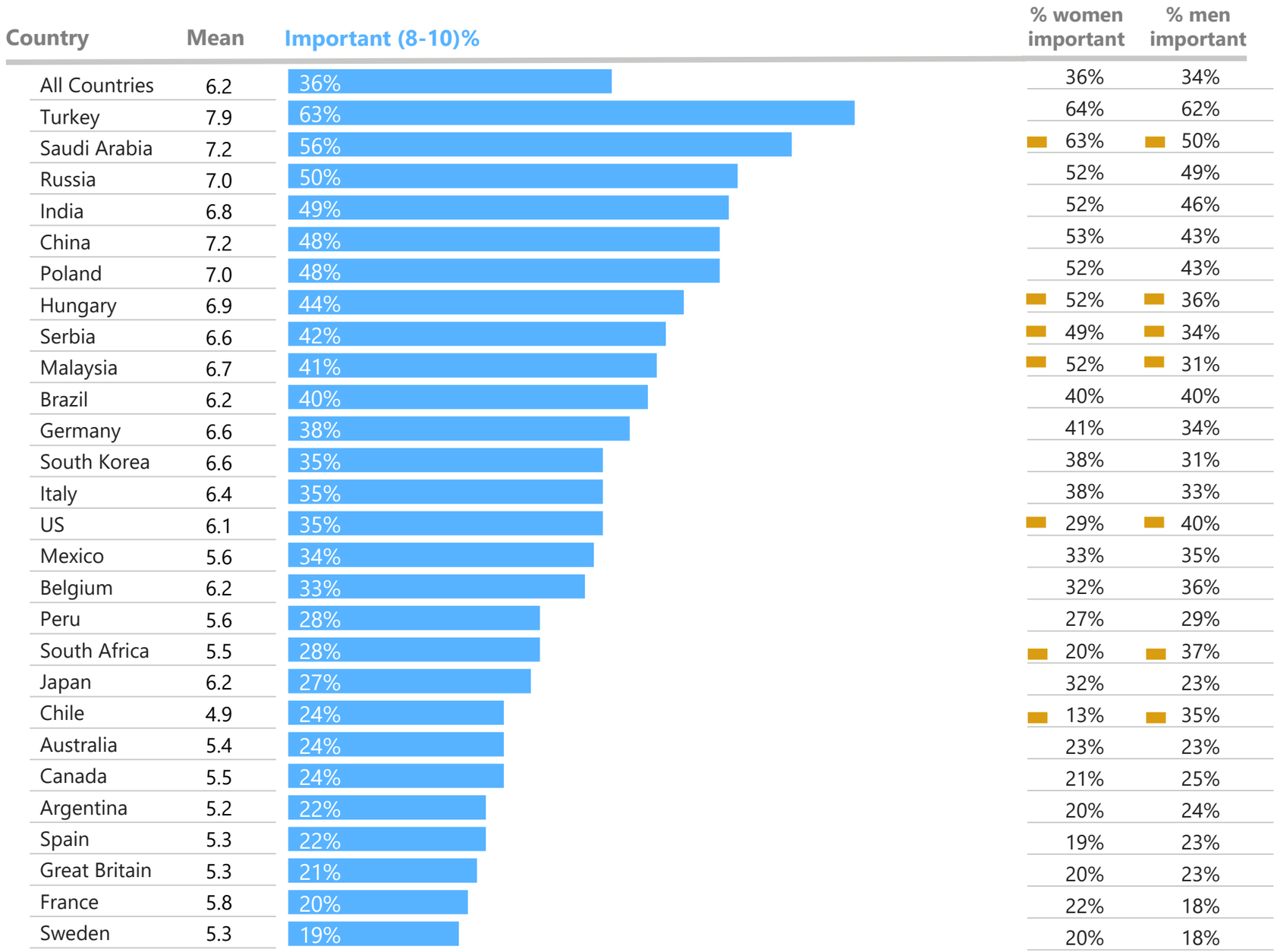


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

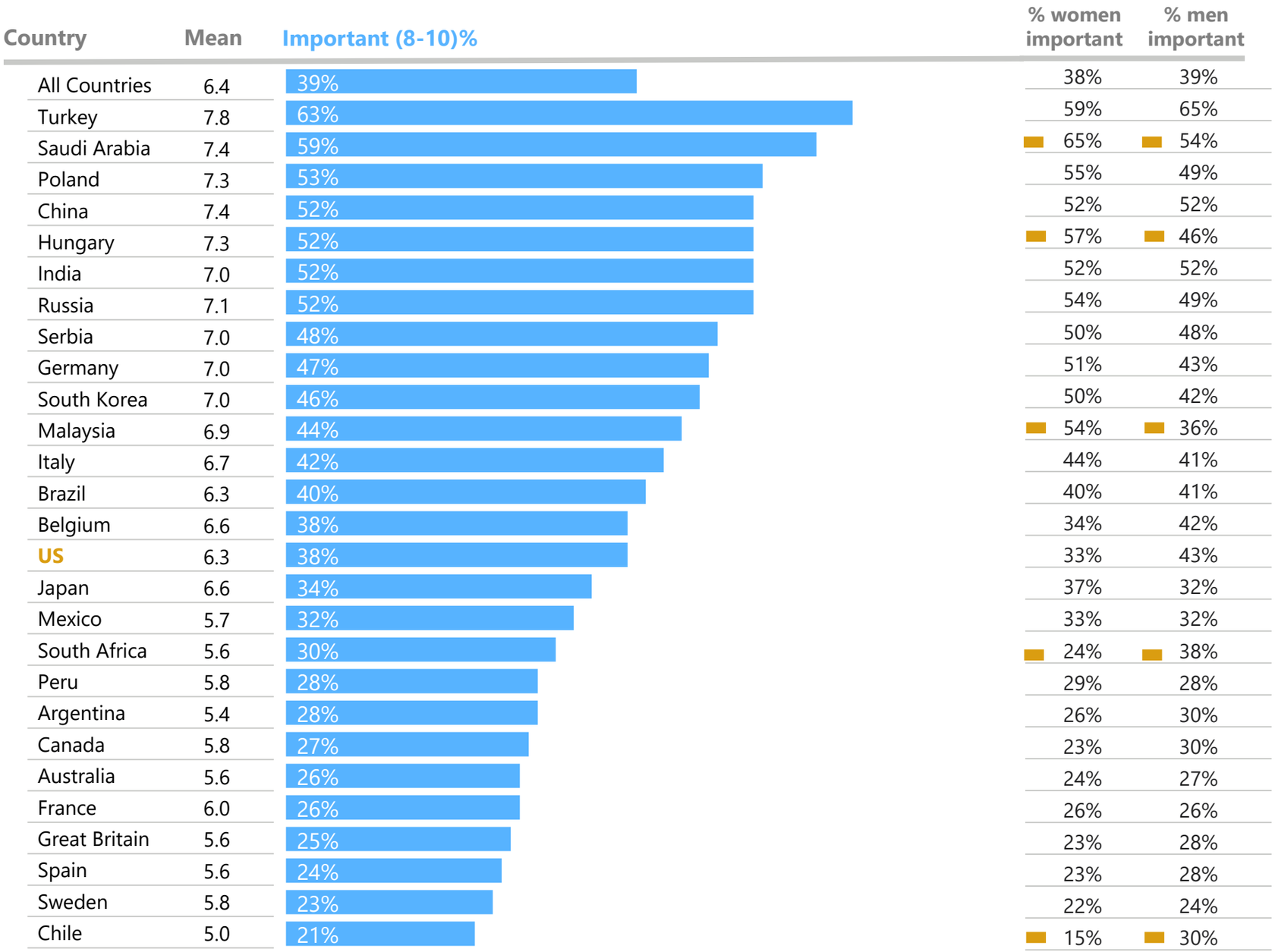


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

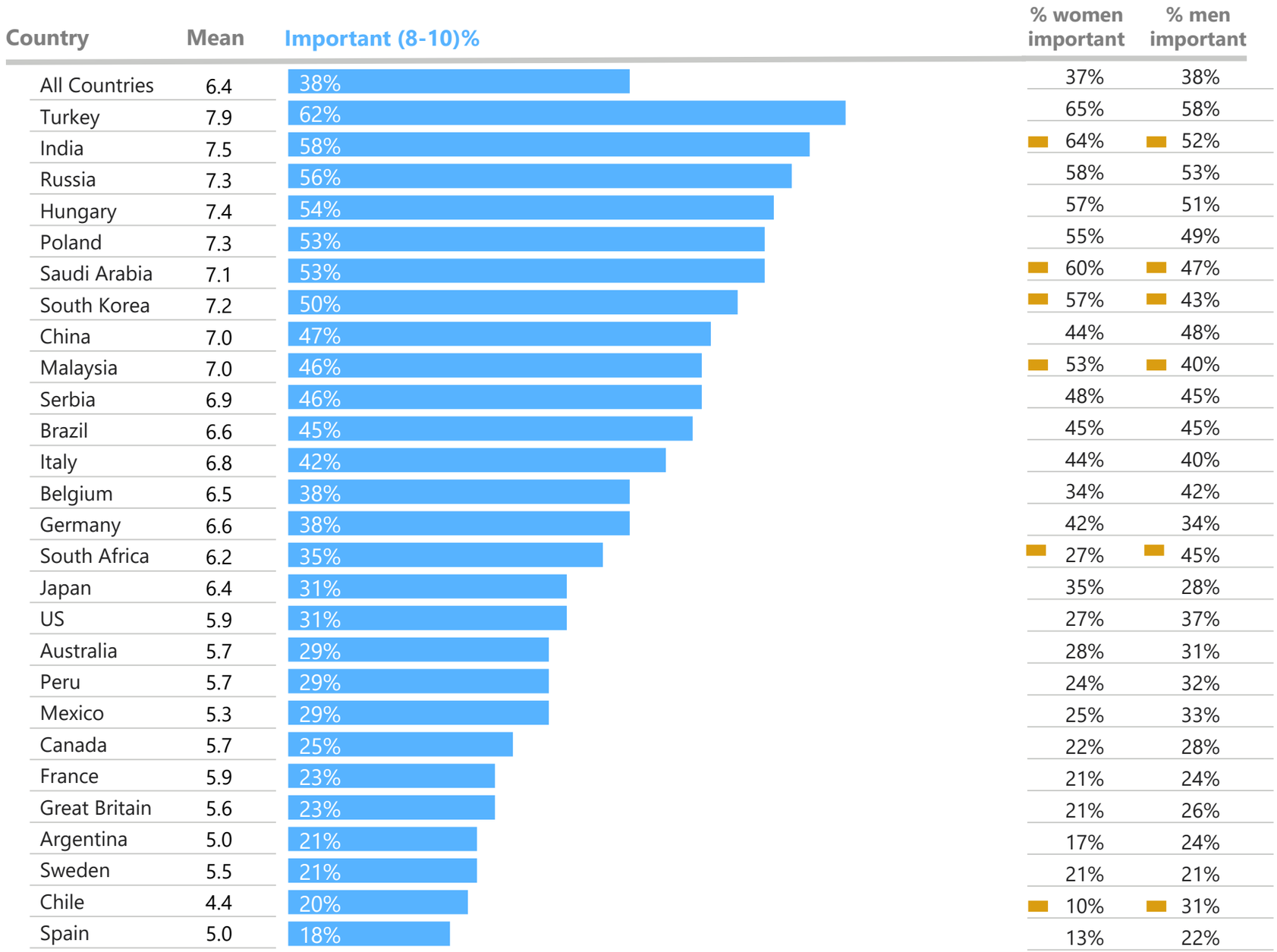


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	Mean	Important (8-10)%	% women important	% men important
All Countries	6.4	38%	37%	38%
Turkey	7.9	62%	65%	58%
India	7.5	58%	64%	52%
Russia	7.3	56%	58%	53%
Hungary	7.4	54%	57%	51%
Poland	7.3	53%	55%	49%
Saudi Arabia	7.1	53%	60%	47%
South Korea	7.2	50%	57%	43%
China	7.0	47%	44%	48%
Malaysia	7.0	46%	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%	10%	31%
Spain	5.0	18%	13%	22%

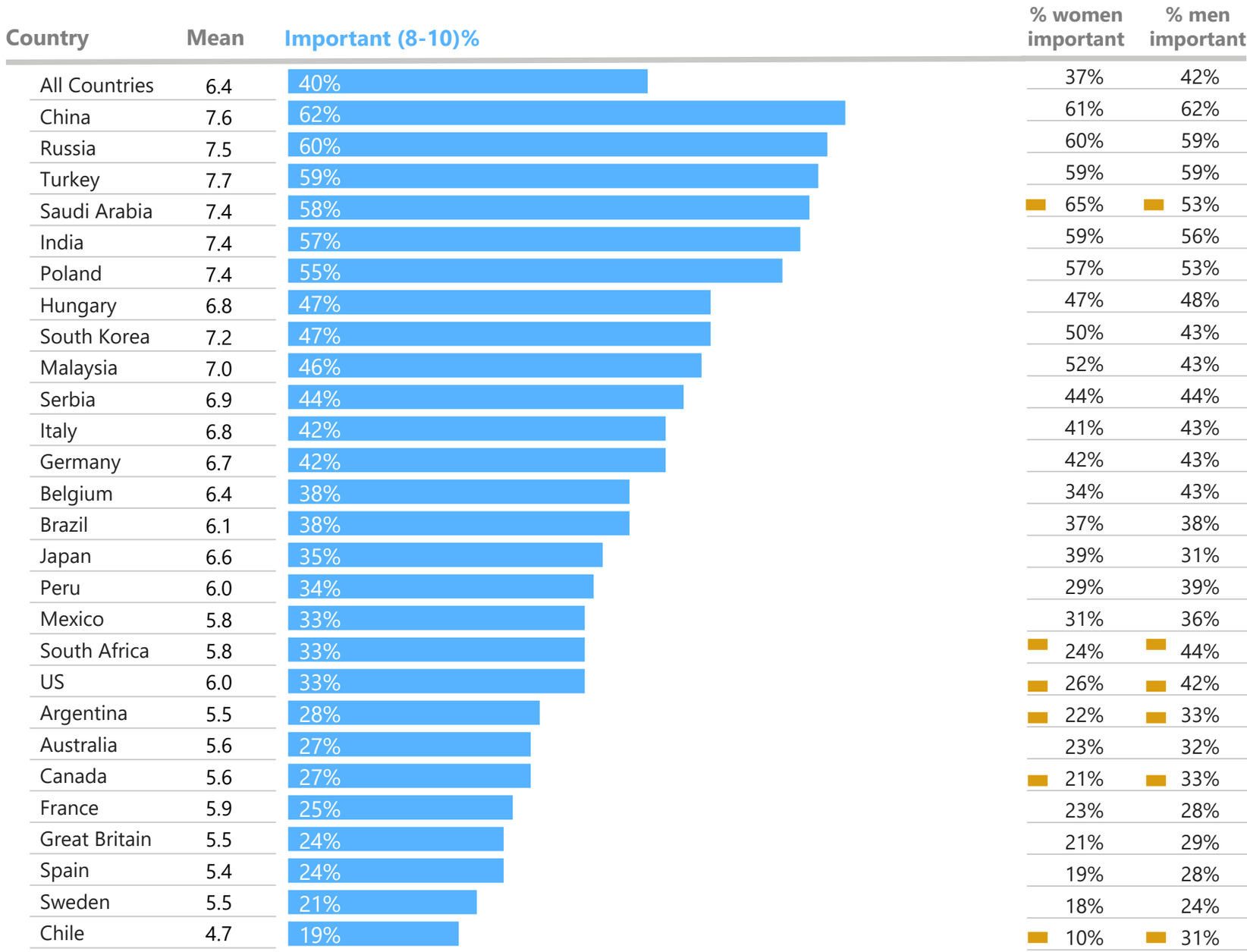
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

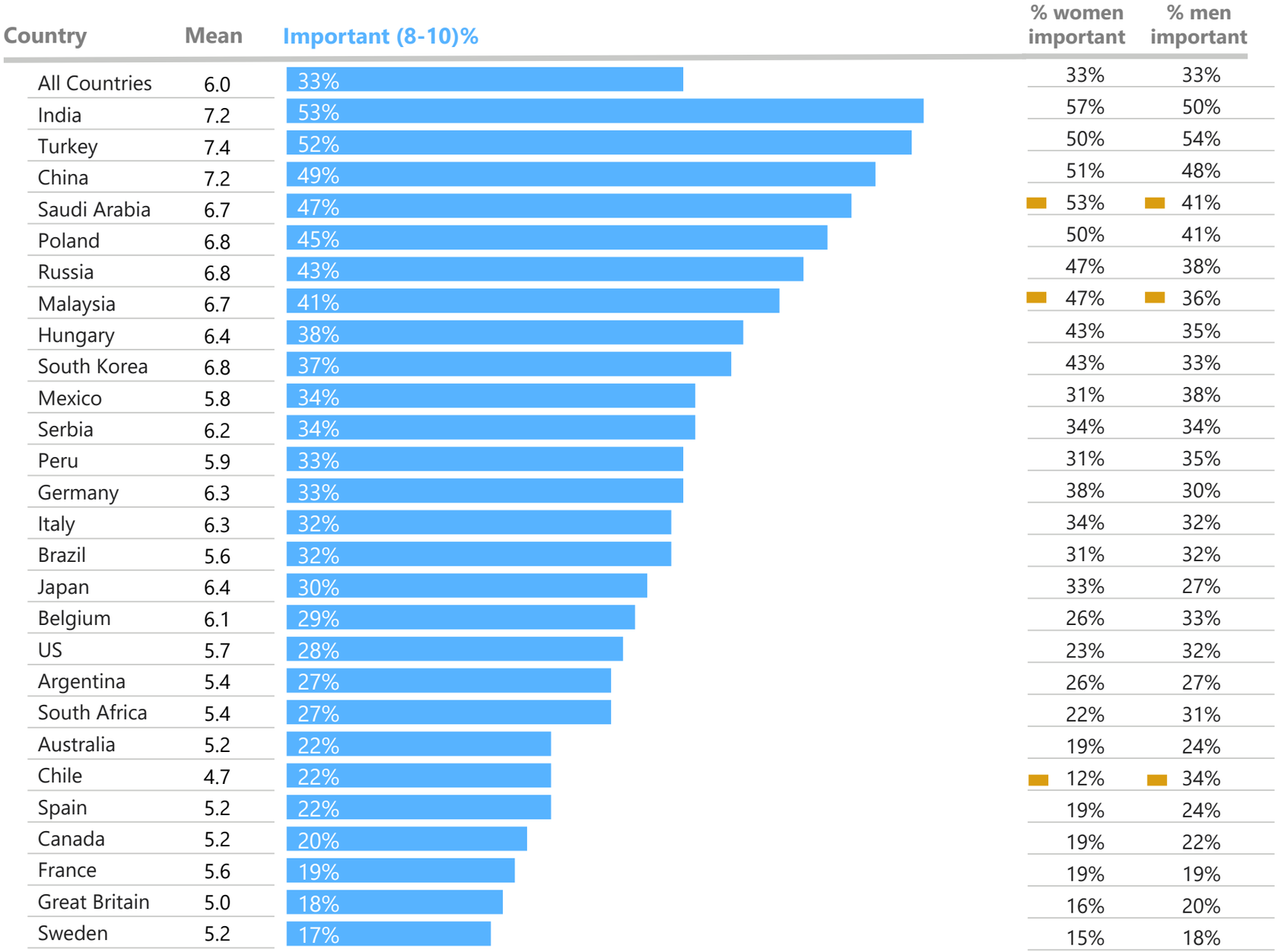


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Country	Mean	Important (8-10)%	% women important	% men 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%	36%
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%	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%

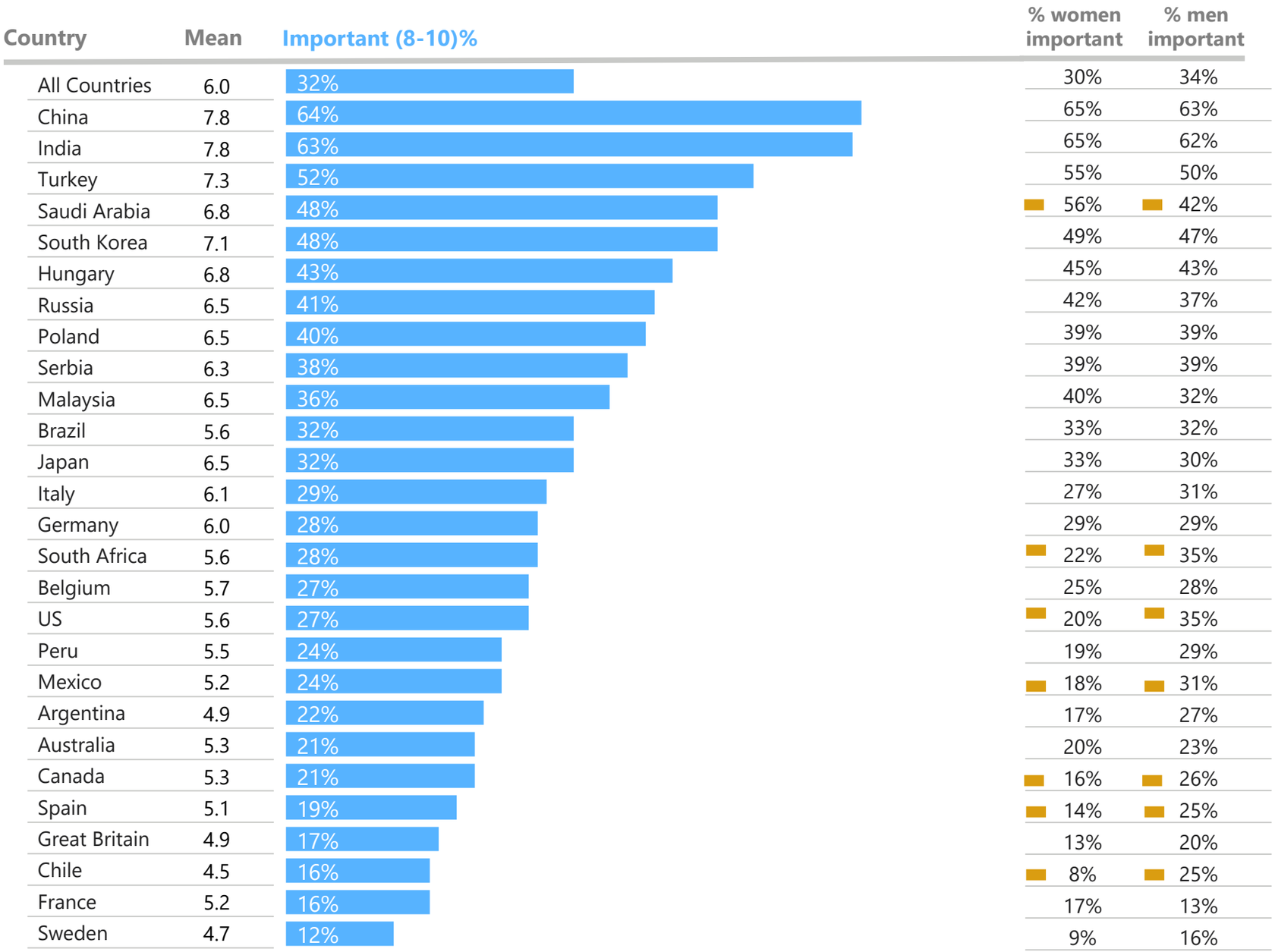
Indicates differences of 10%+

Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

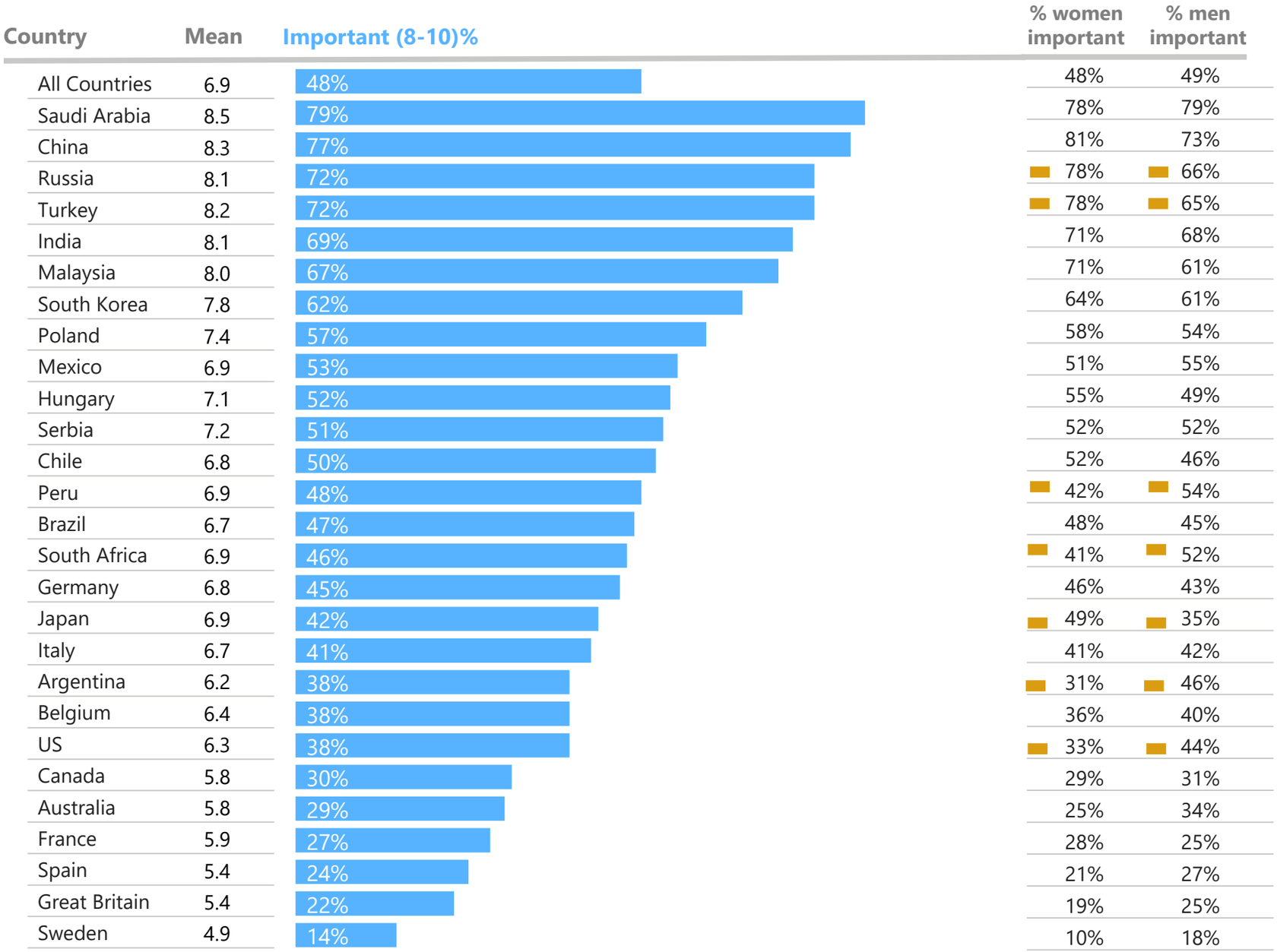


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

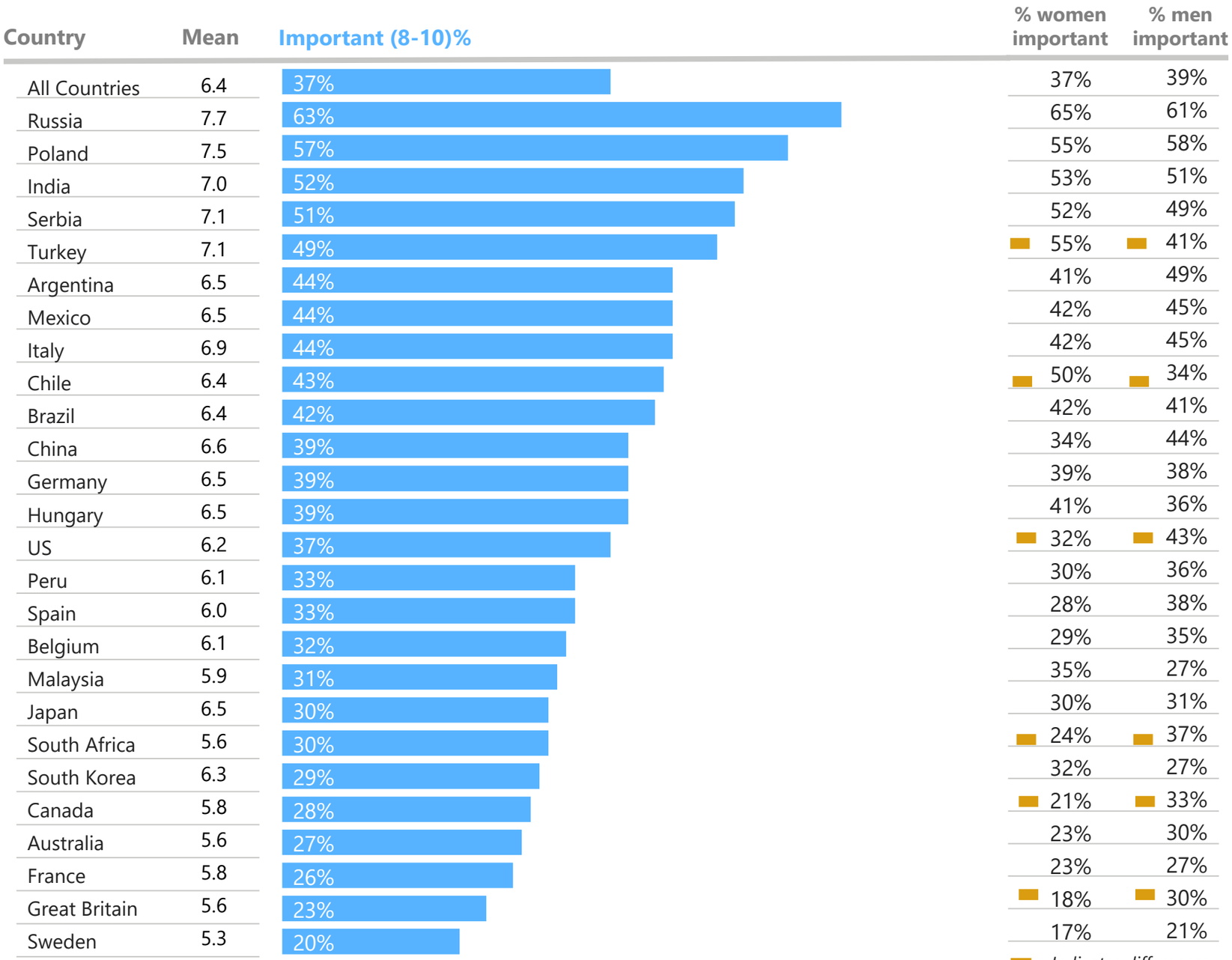


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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	% men 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%	55%	41%
Argentina	6.5	44%	41%	49%
Mexico	6.5	44%	42%	45%
Italy	6.9	44%	42%	45%
Chile	6.4	43%	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%	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%	24%	37%
South Korea	6.3	29%	32%	27%
Canada	5.8	28%	21%	33%
Australia	5.6	27%	23%	30%
France	5.8	26%	23%	27%
Great Britain	5.6	23%	18%	30%
Sweden	5.3	20%	17%	21%

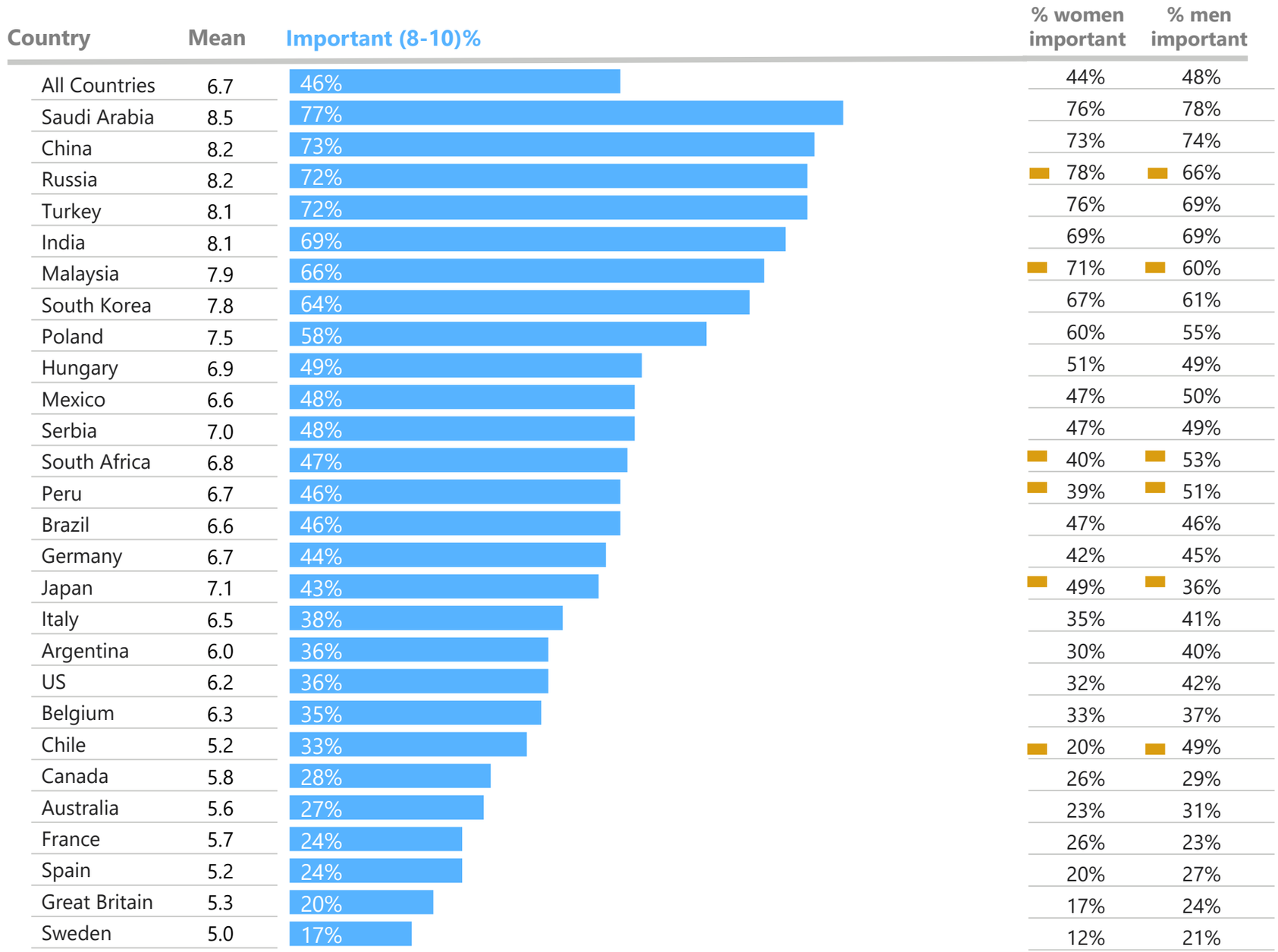
Indicates differences of 10%+

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

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.

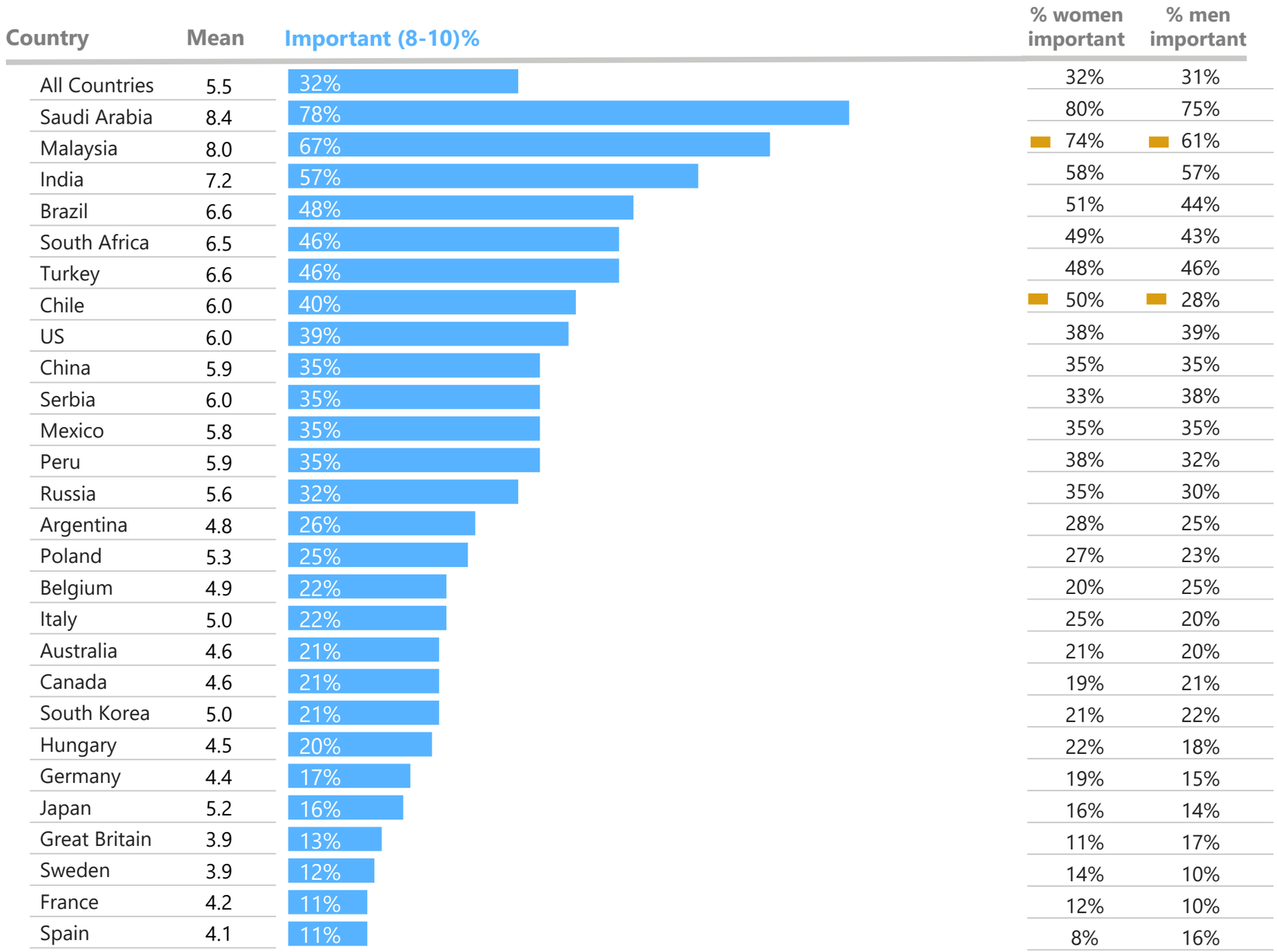


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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 percentage-points above the global average.



Country	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%	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%	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%+

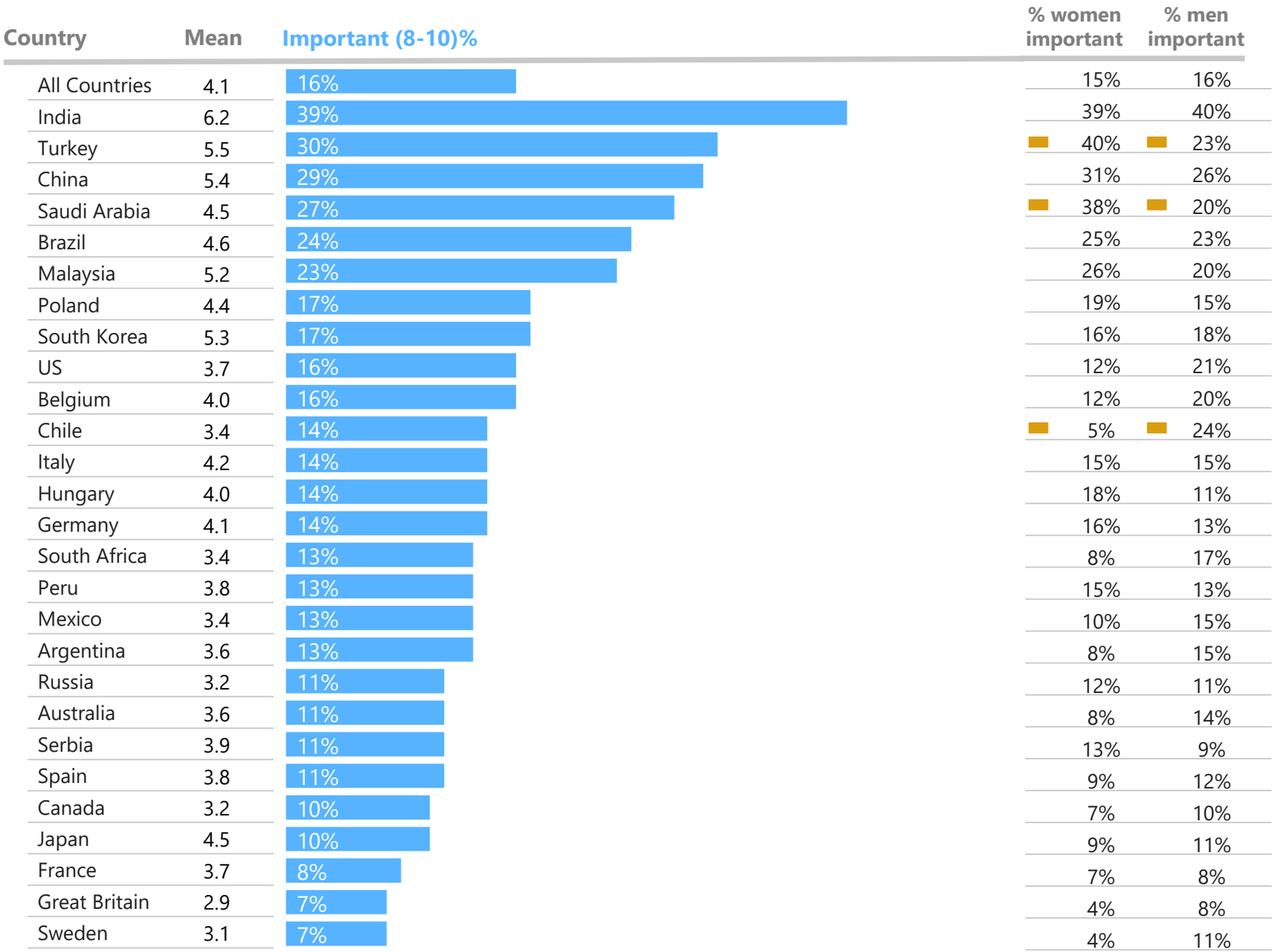
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



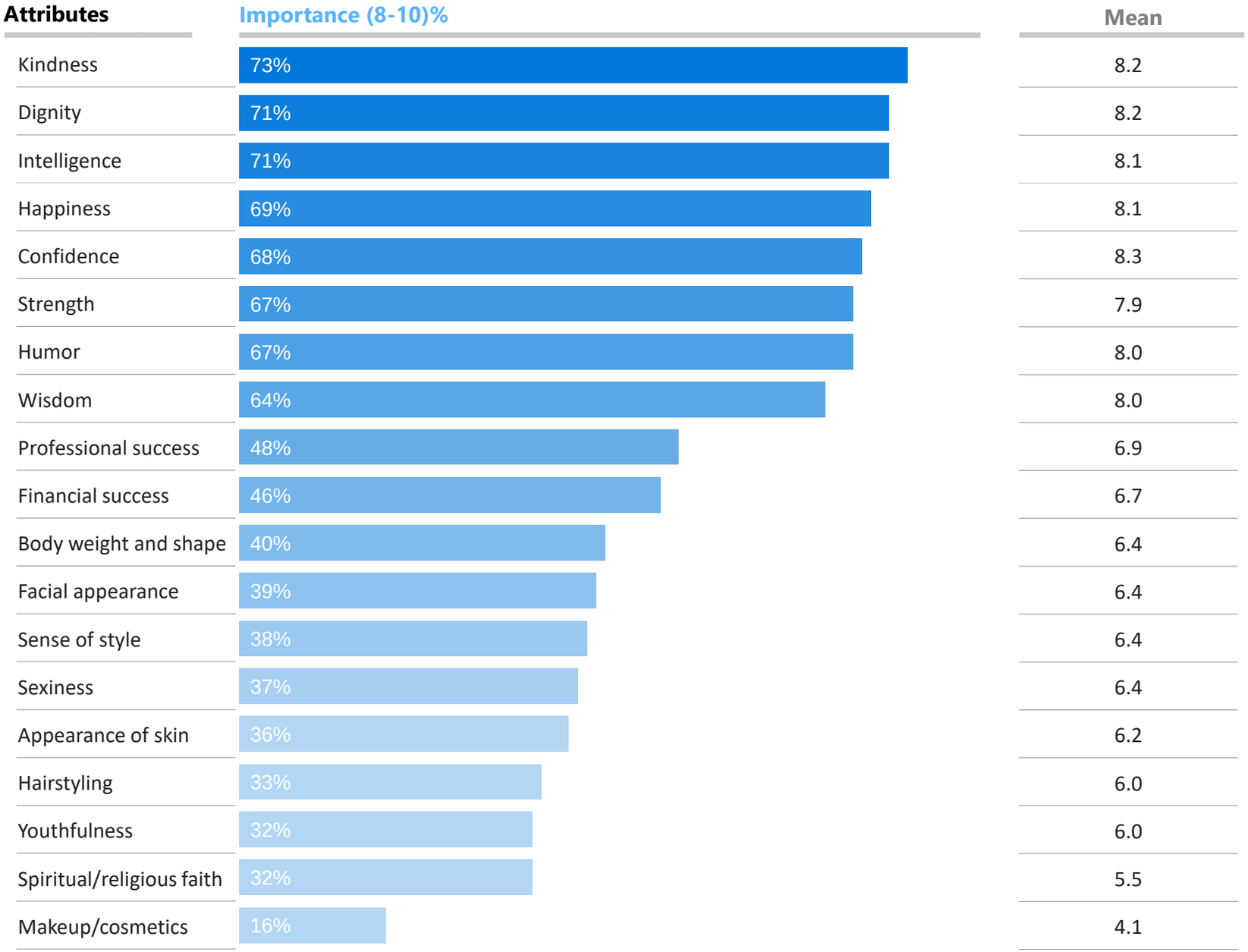
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.



Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

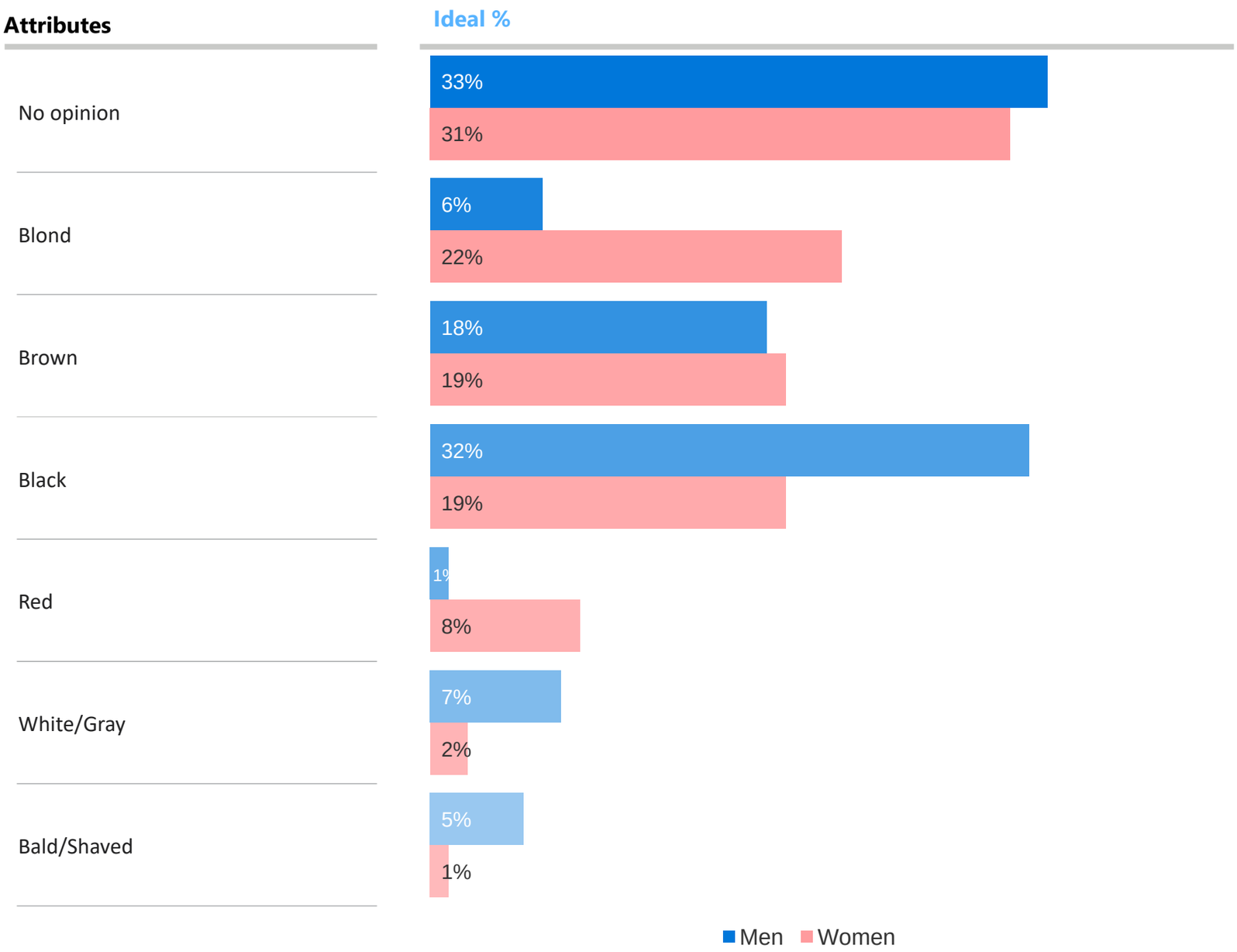
IDEAL HAIR COLOR, HEIGHT, EYE COLOR, BODY TYPE

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.

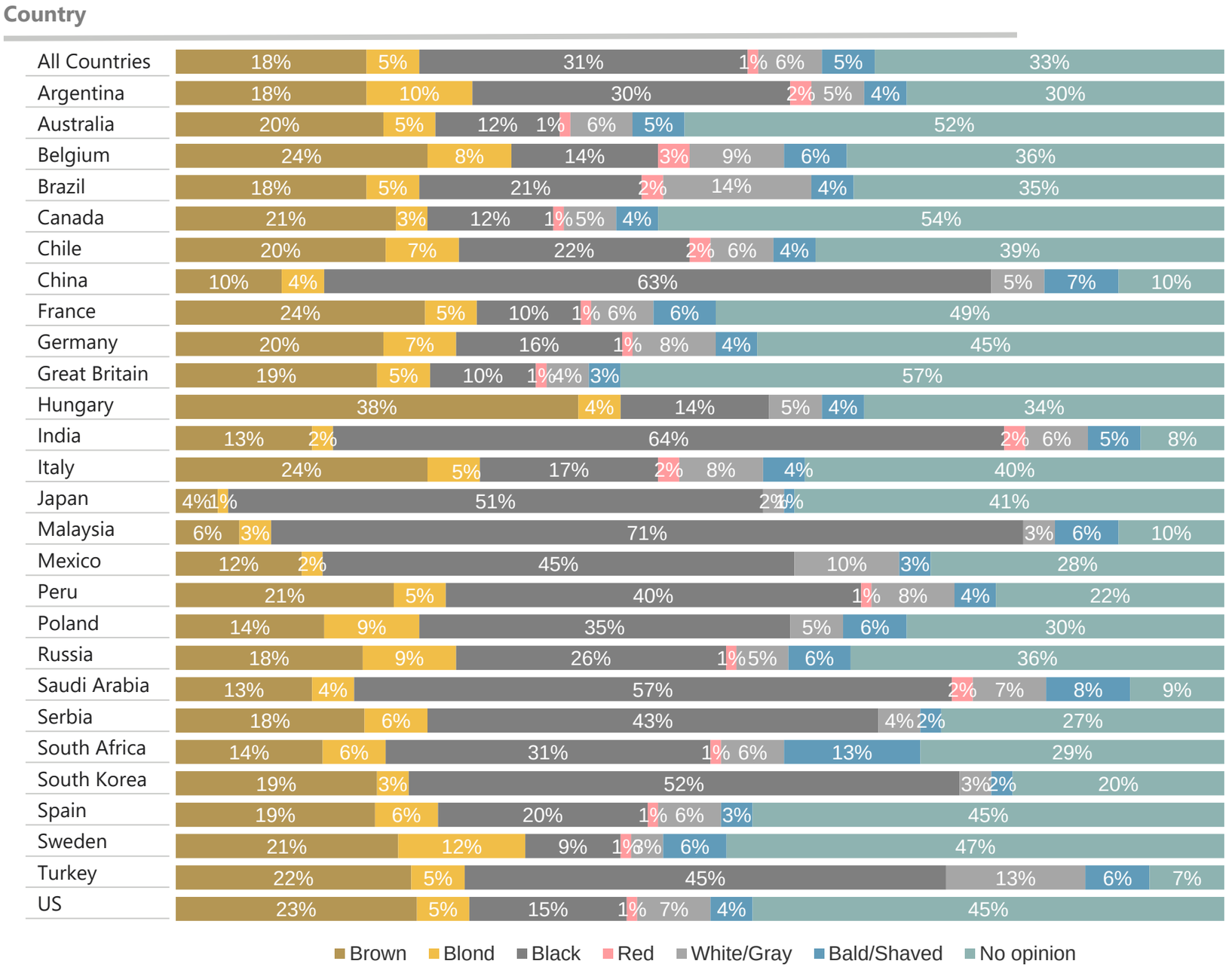


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).

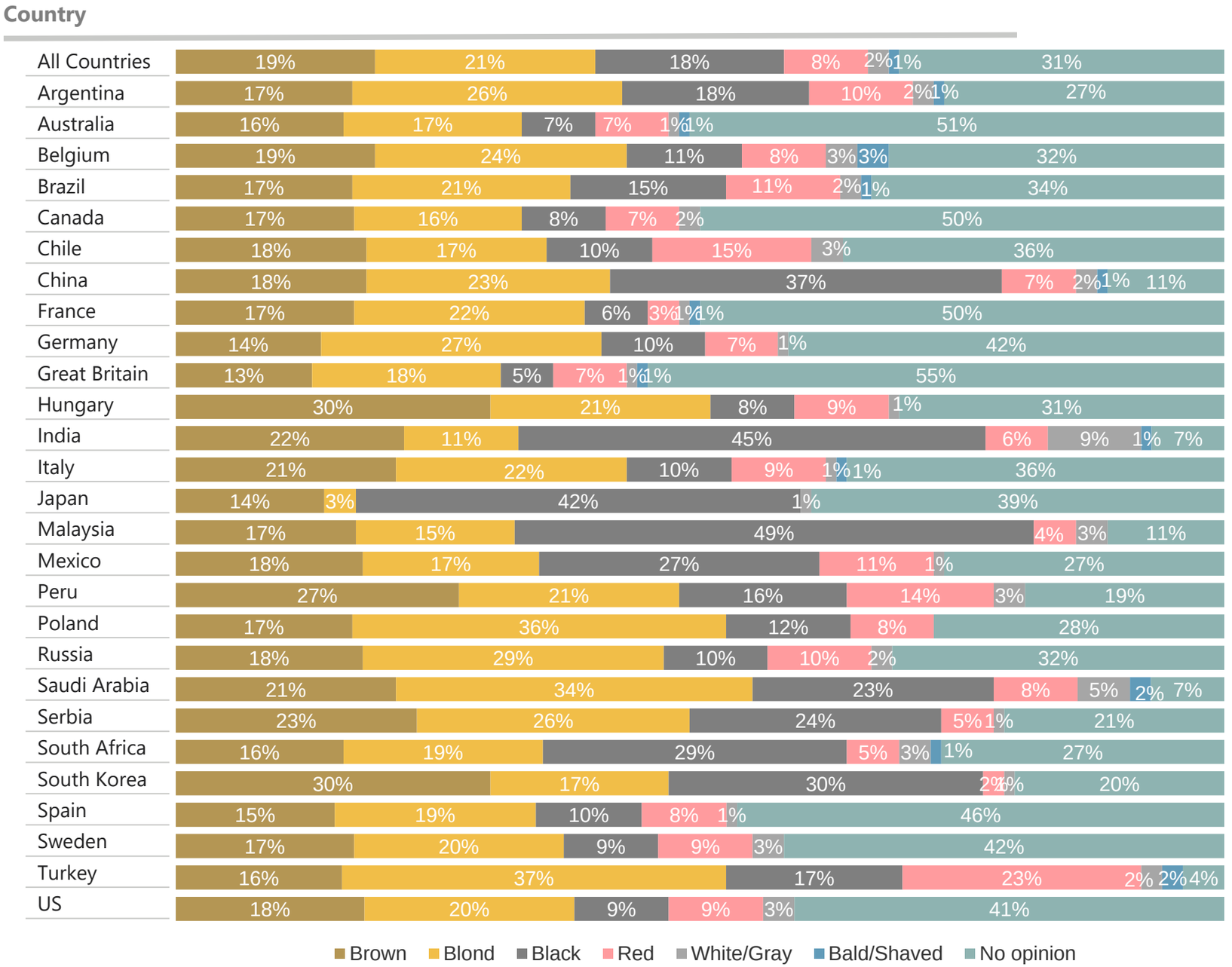


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).



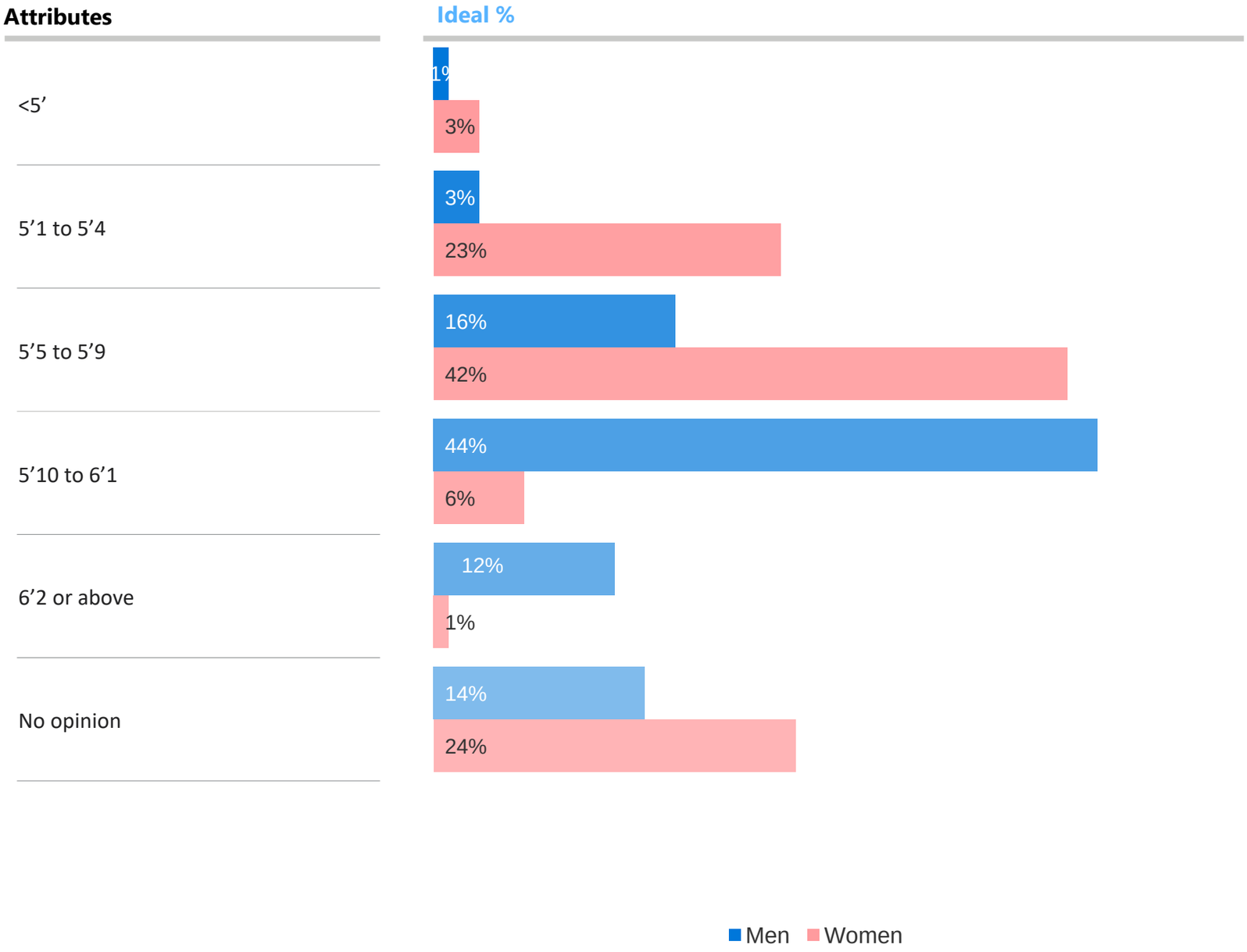
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

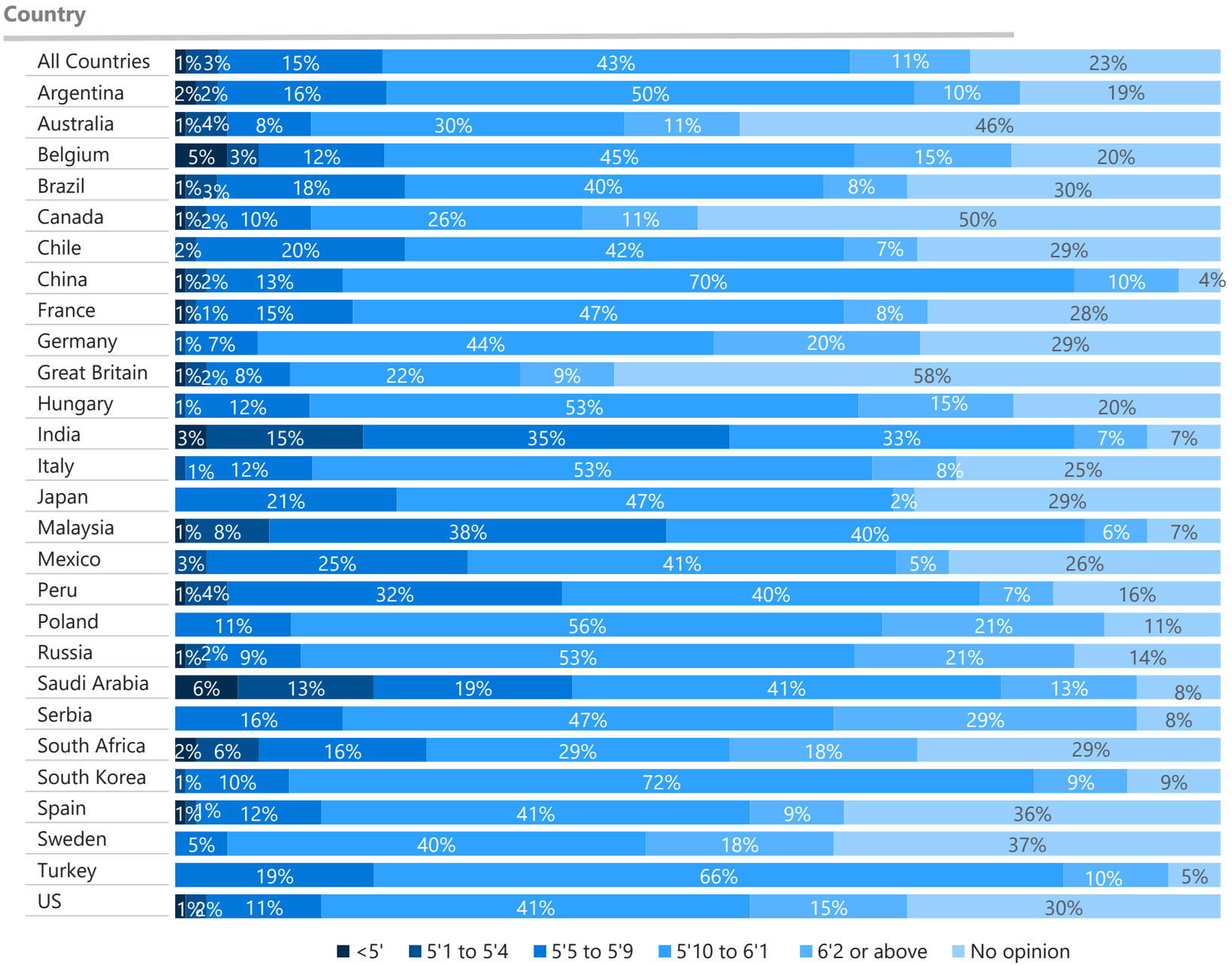


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%.

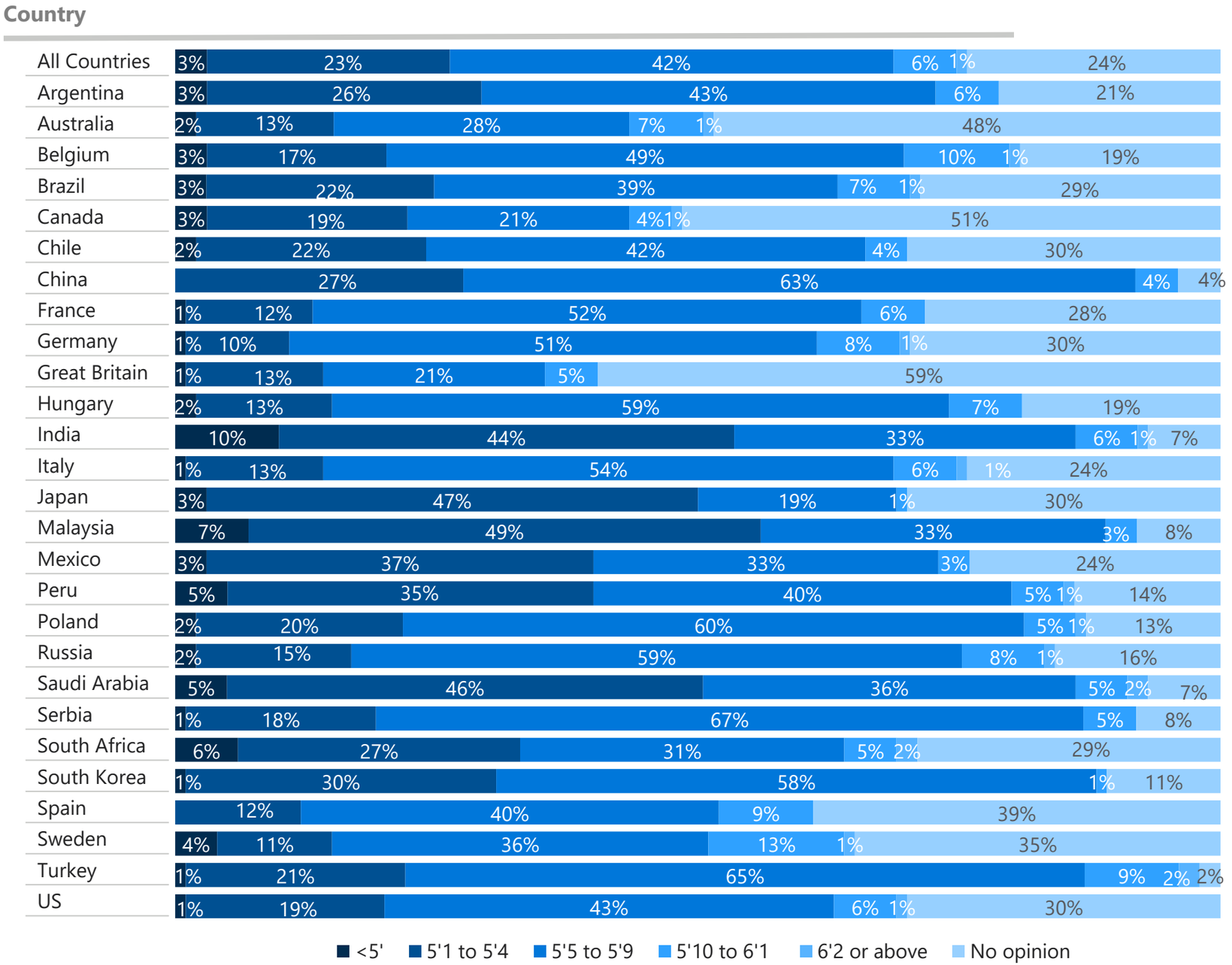


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%.



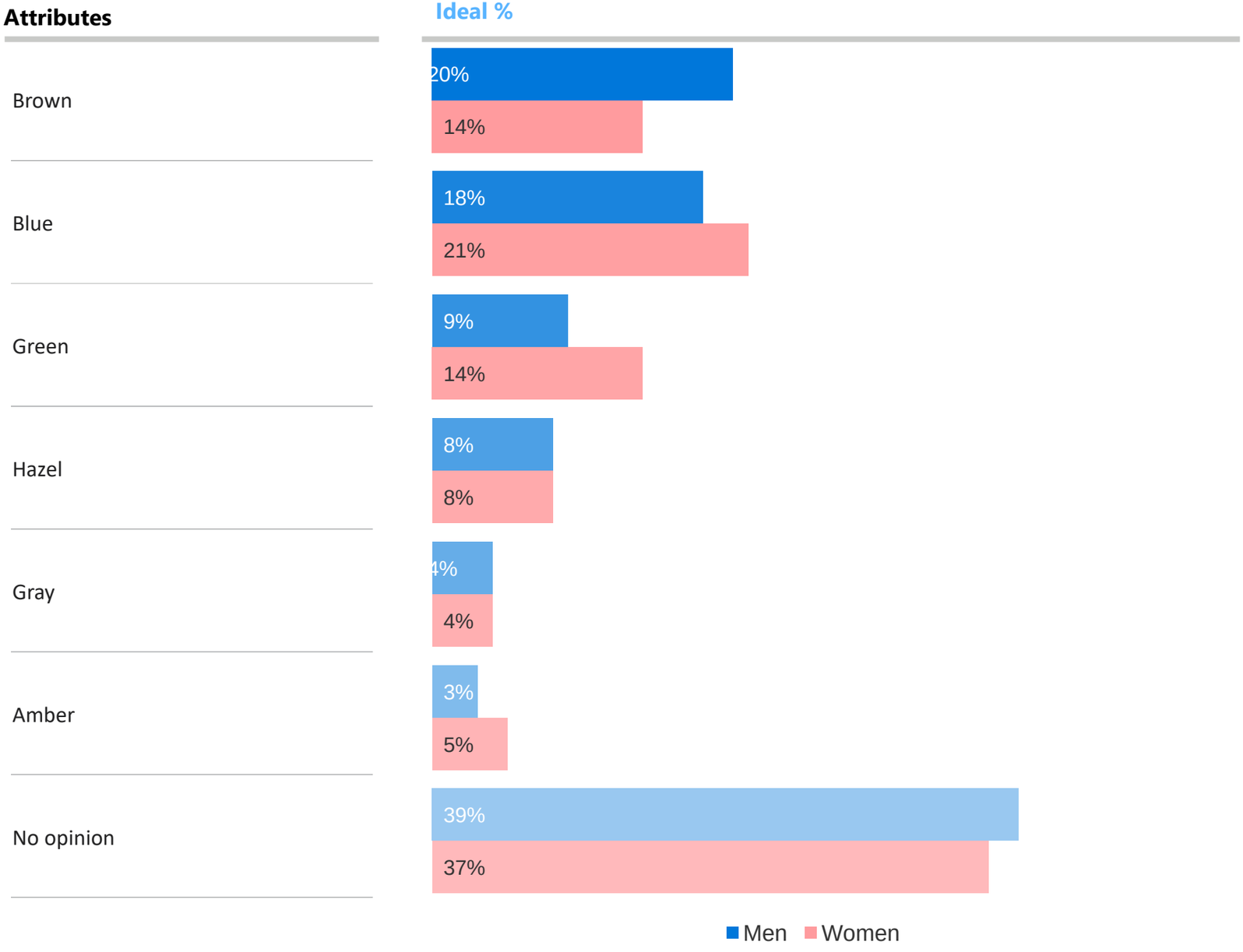
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

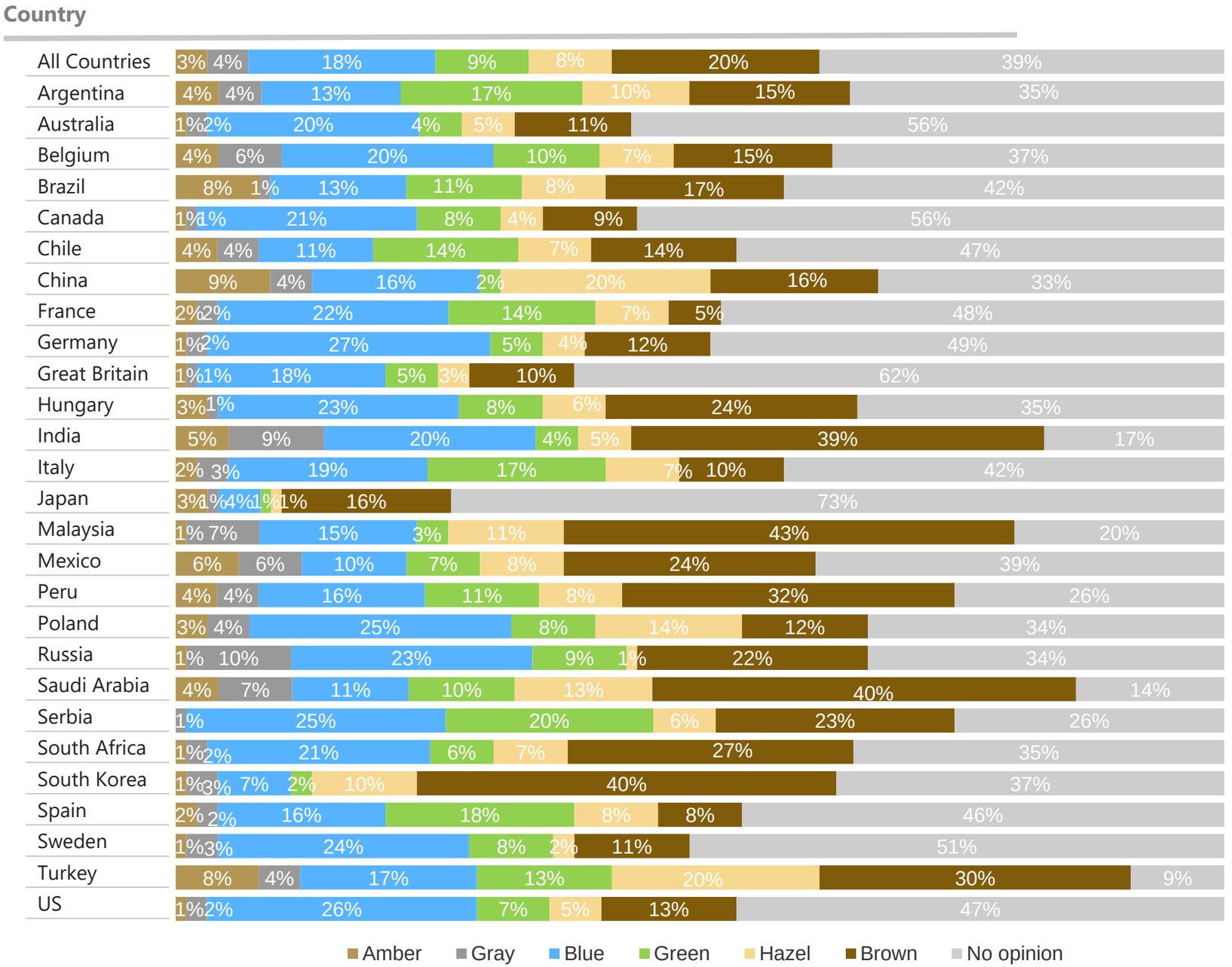


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).

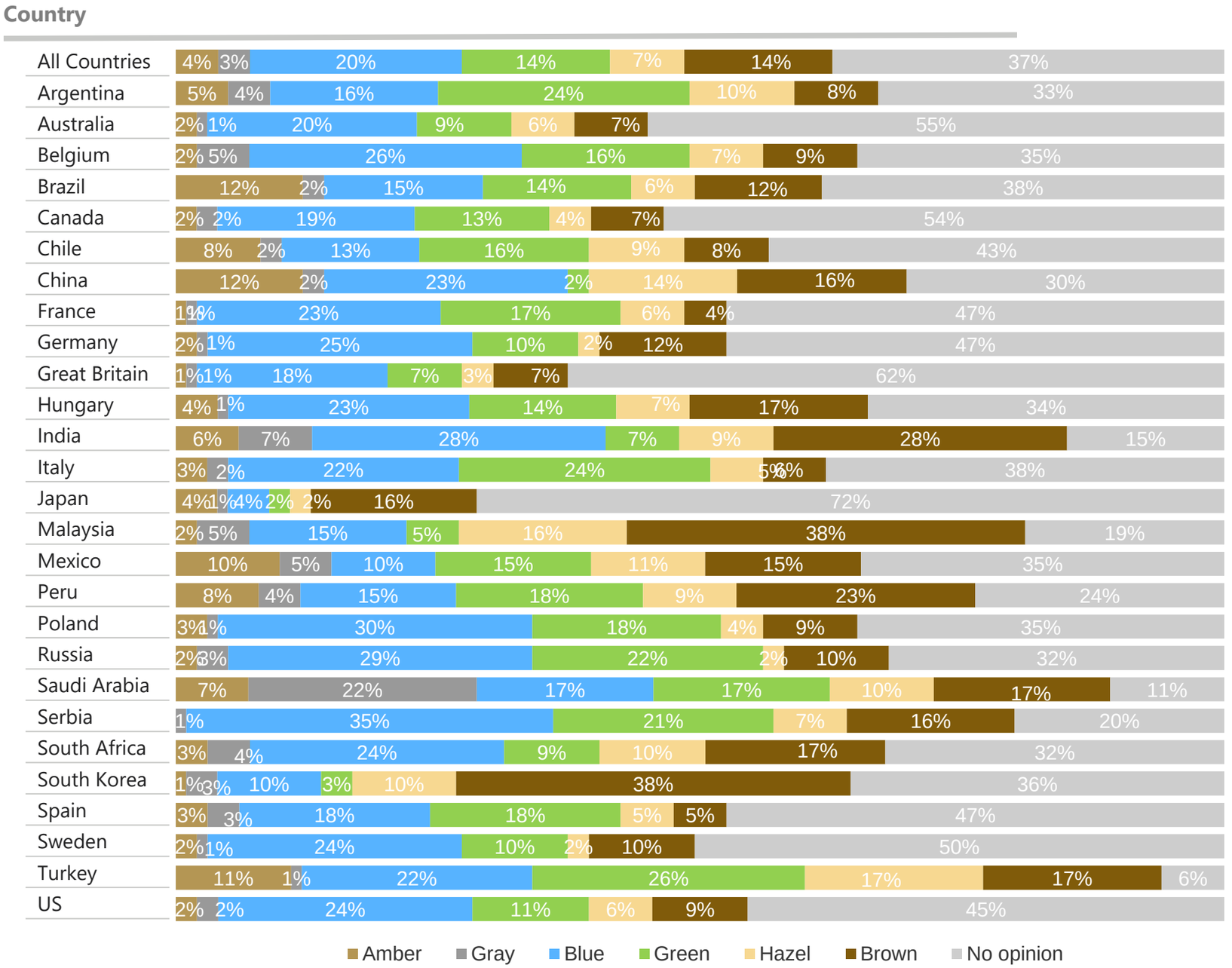


Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

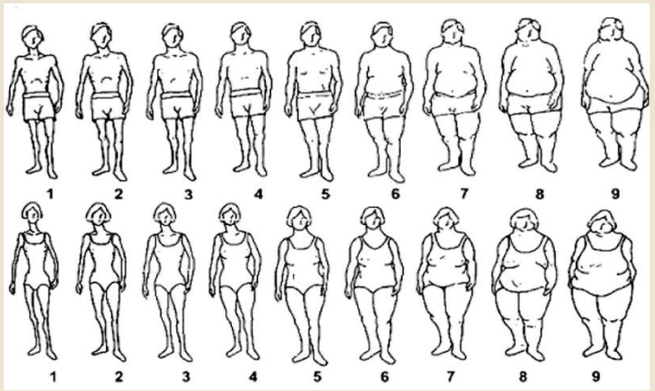
Countries with more than 35% of respondents preferring brown eyes include: Malaysia (38%) and South Korea (38%), more than double the global average (14%).



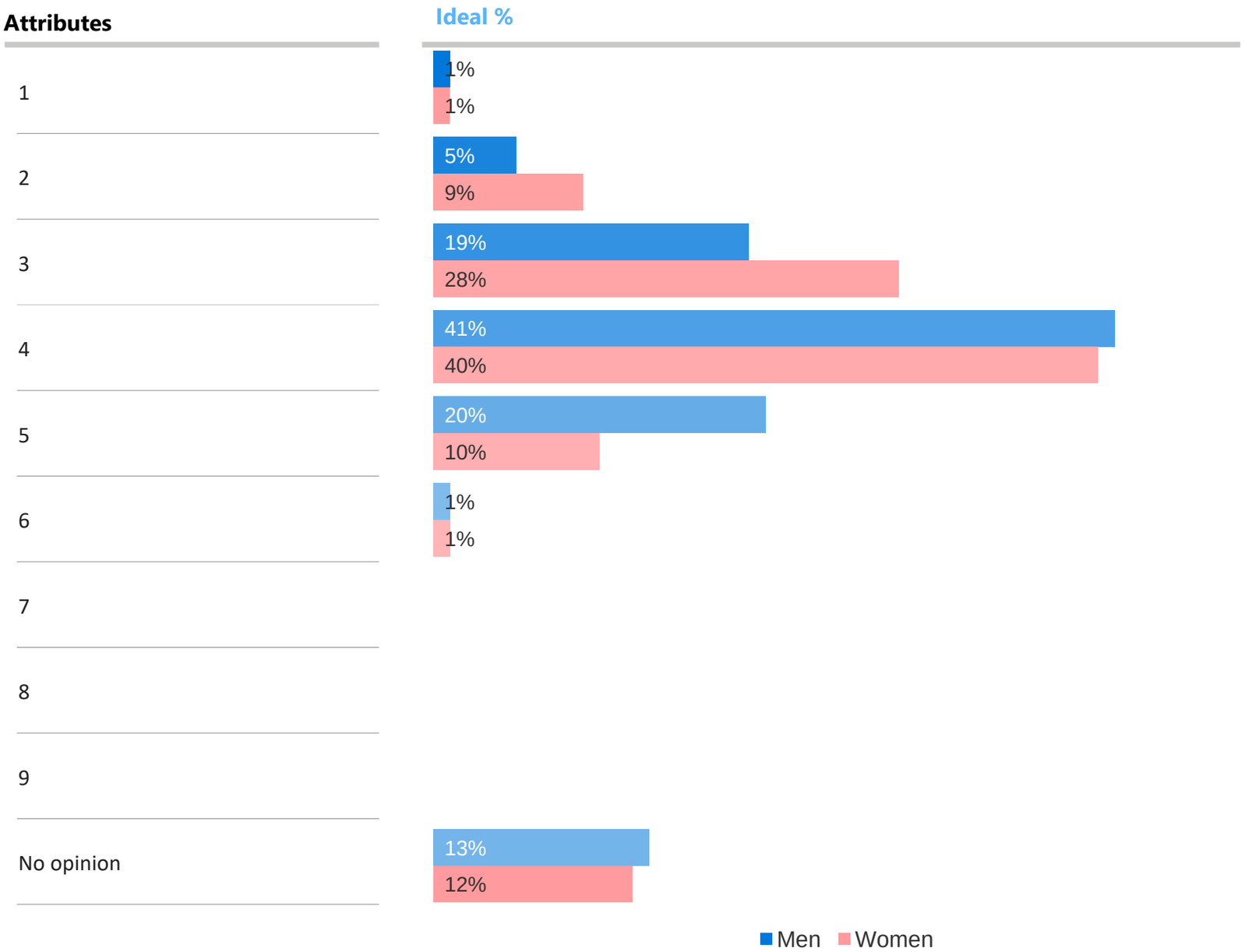
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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

Global Average Summary

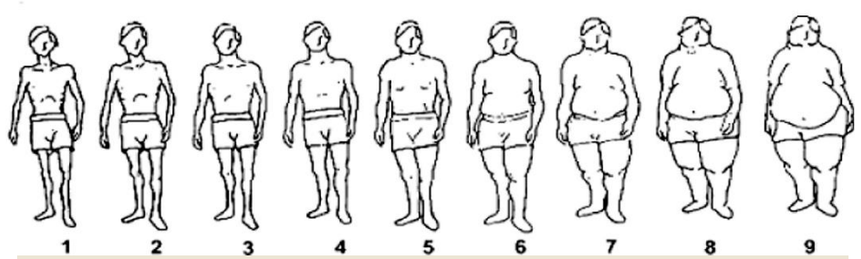


Most commonly, global respondents say body type 4 is ideal for both men and women.



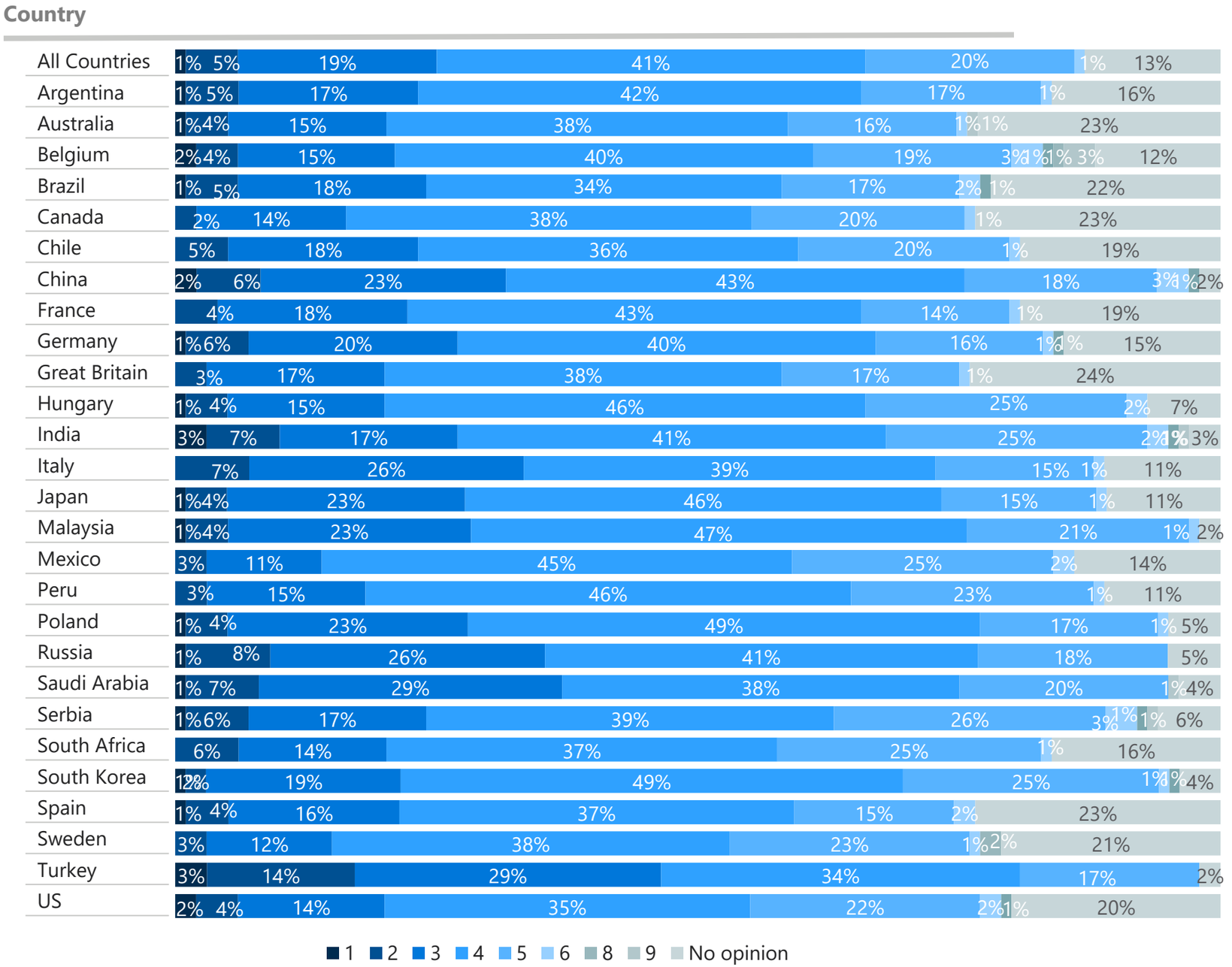
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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



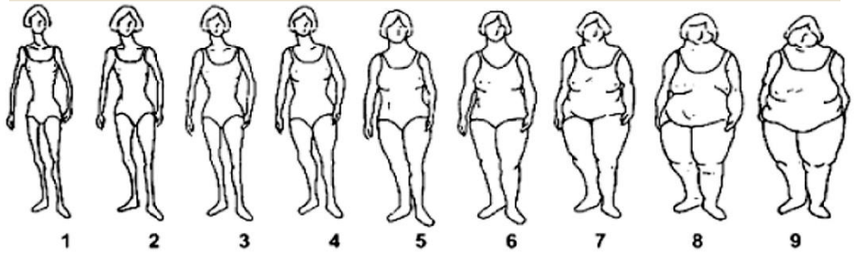
Globally, 41% believe that 4 is the ideal body type for men.

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



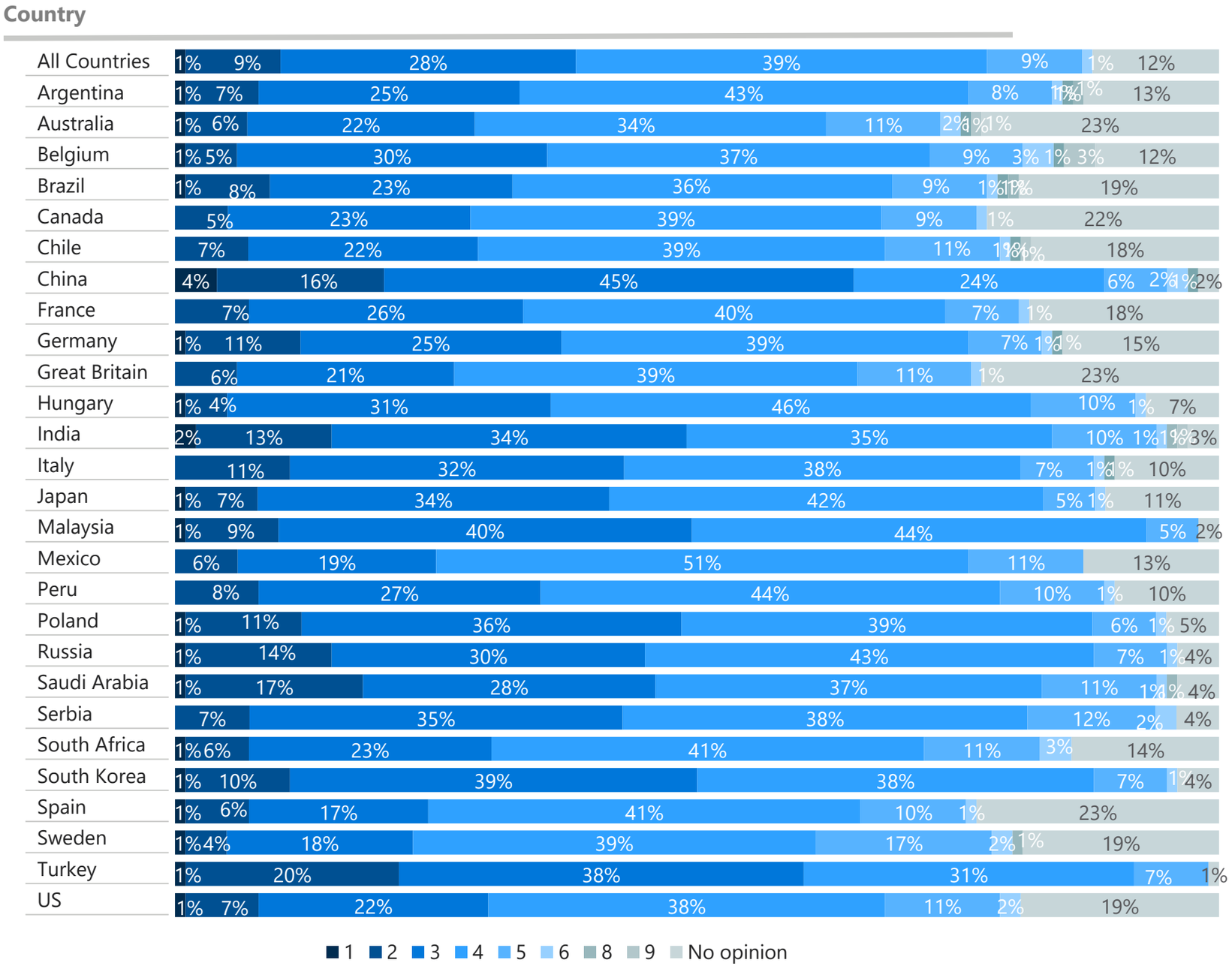
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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%).



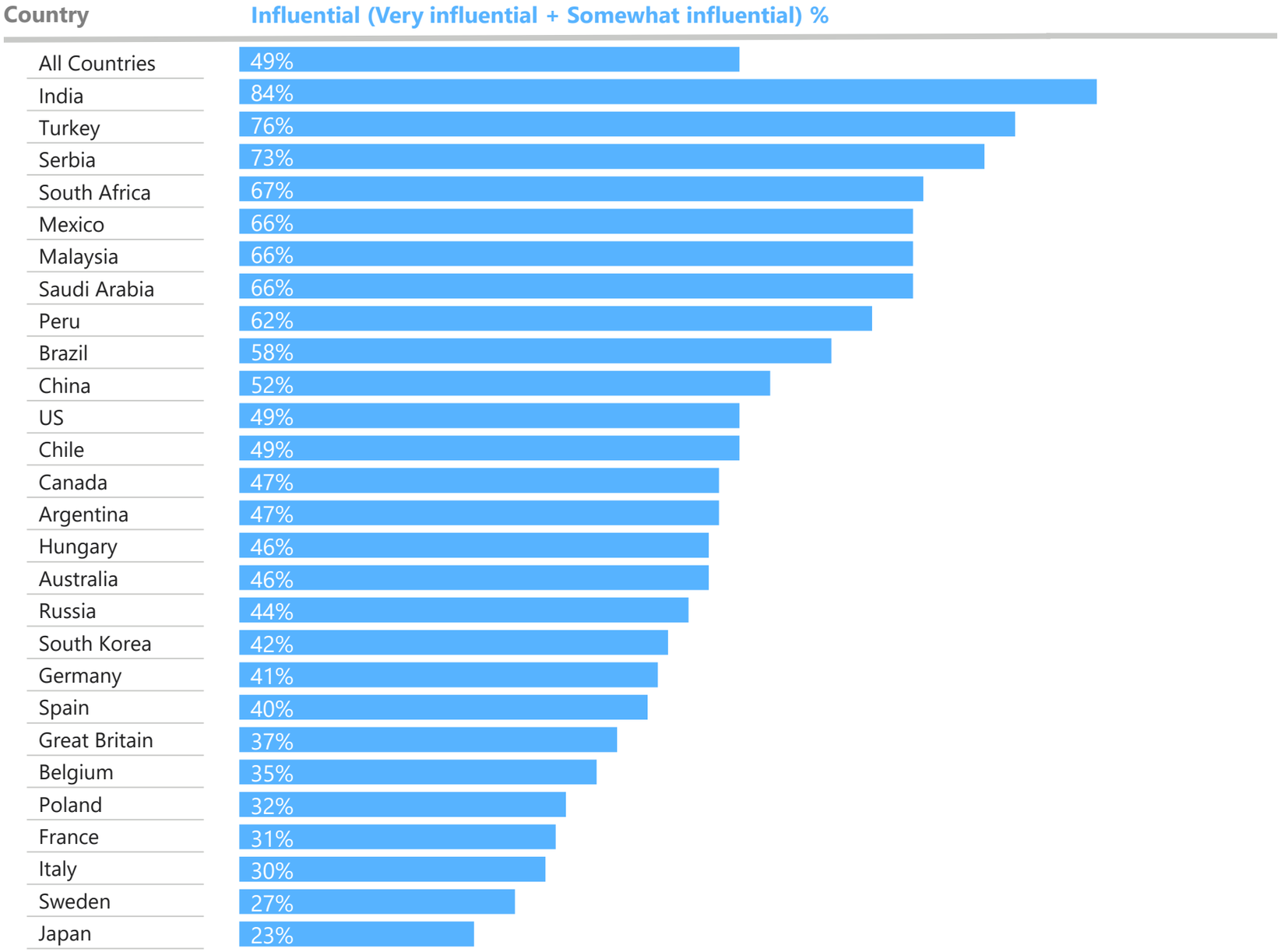
Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

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.

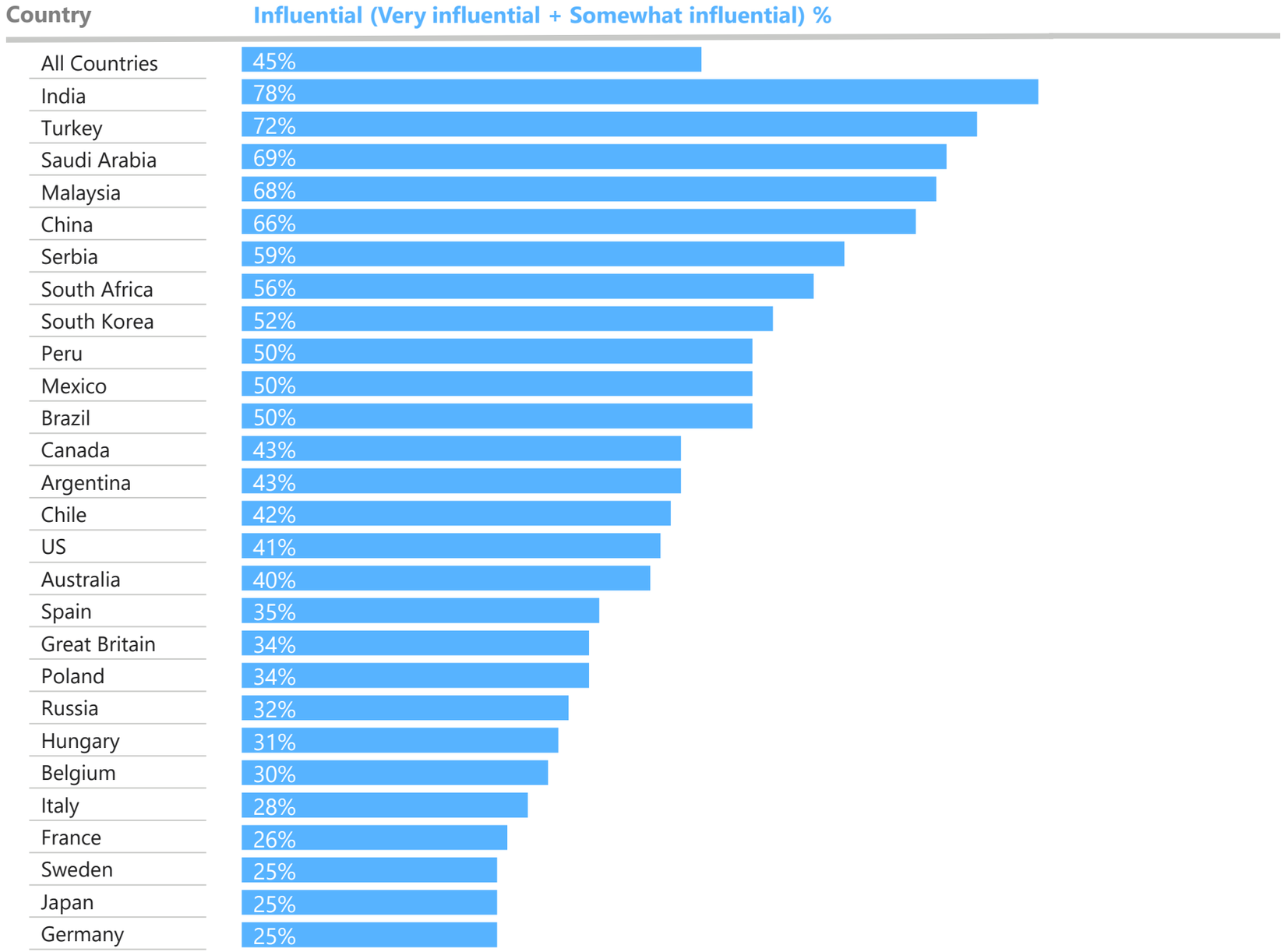


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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.

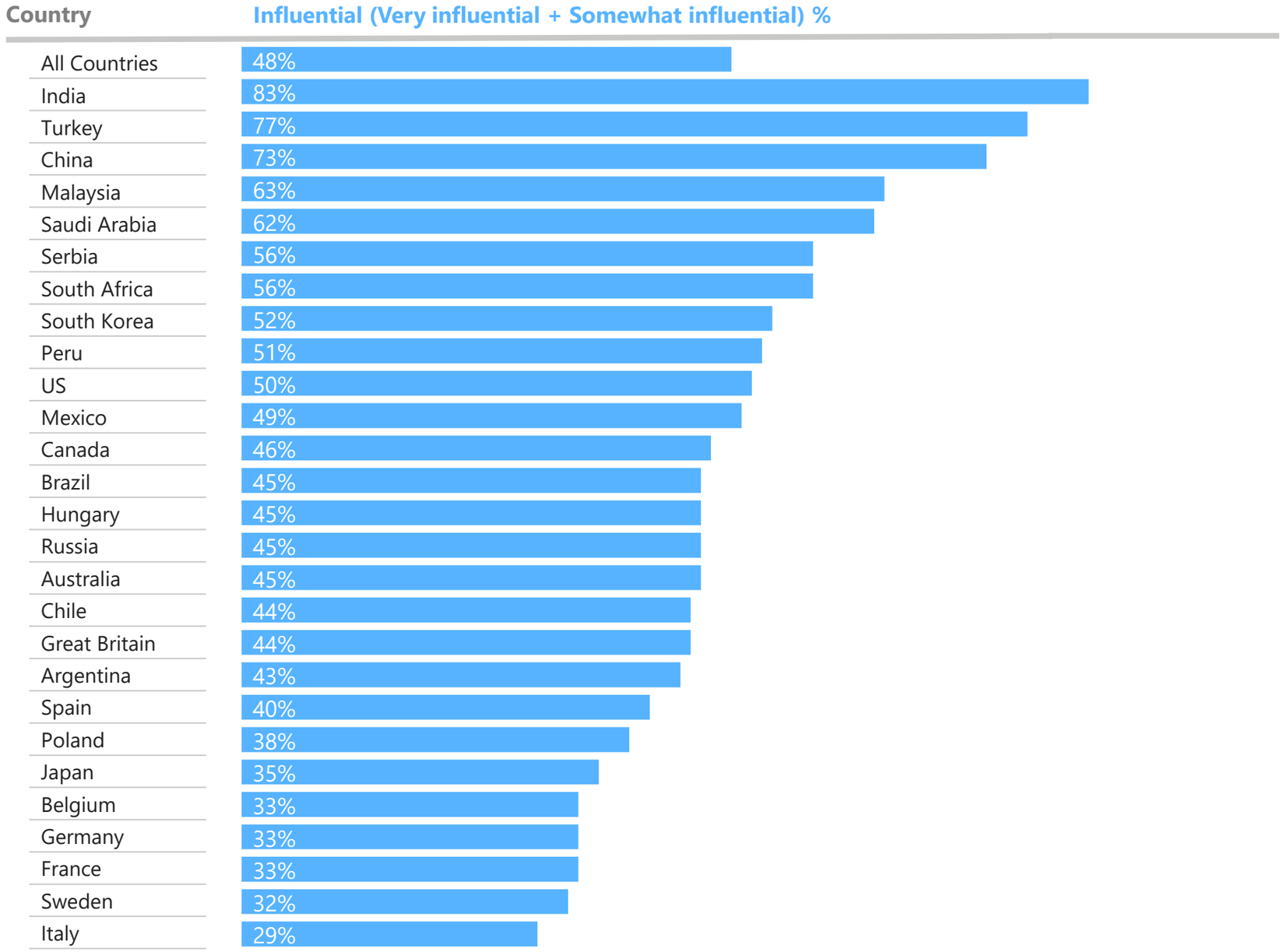


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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.

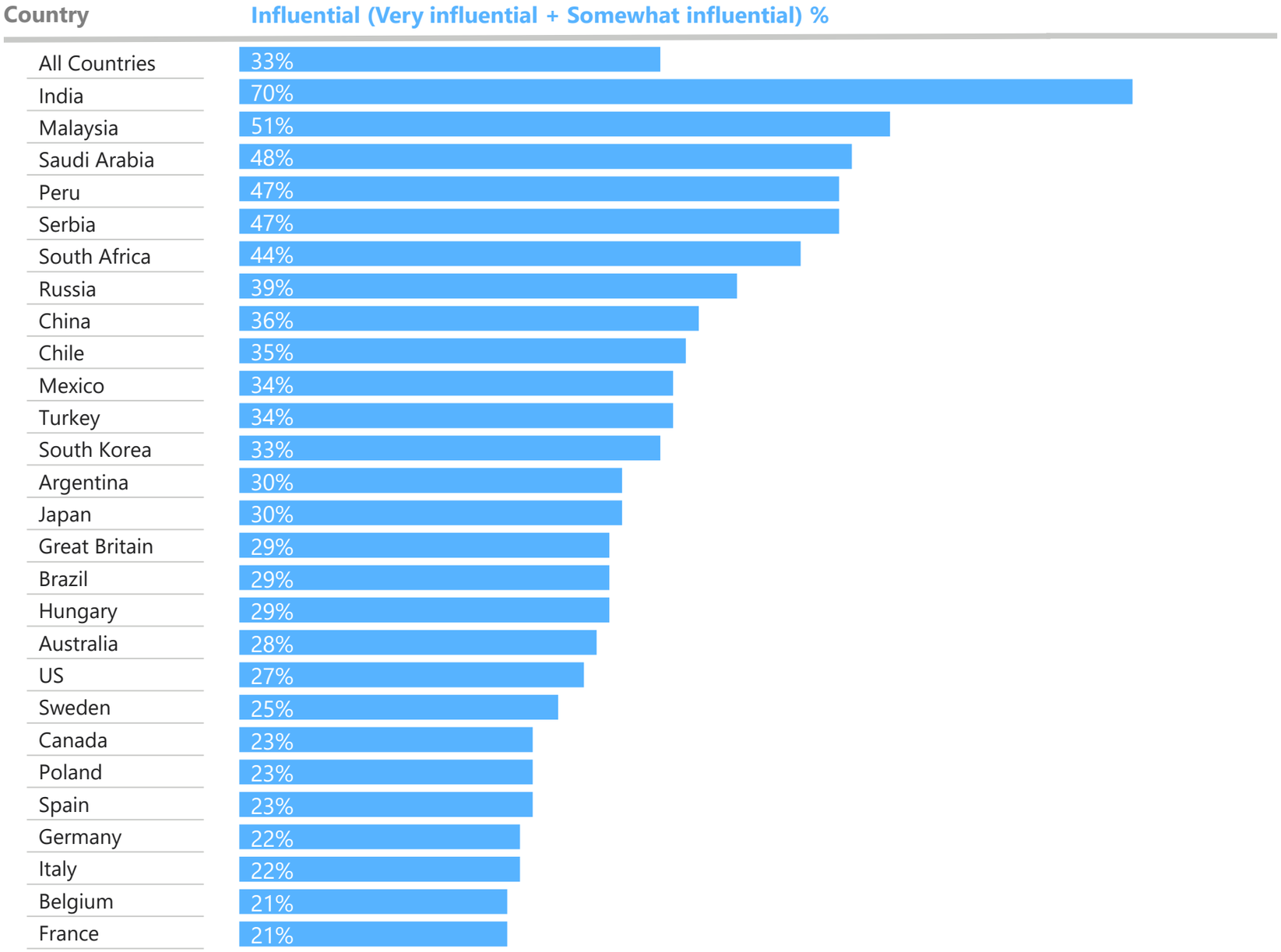


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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.

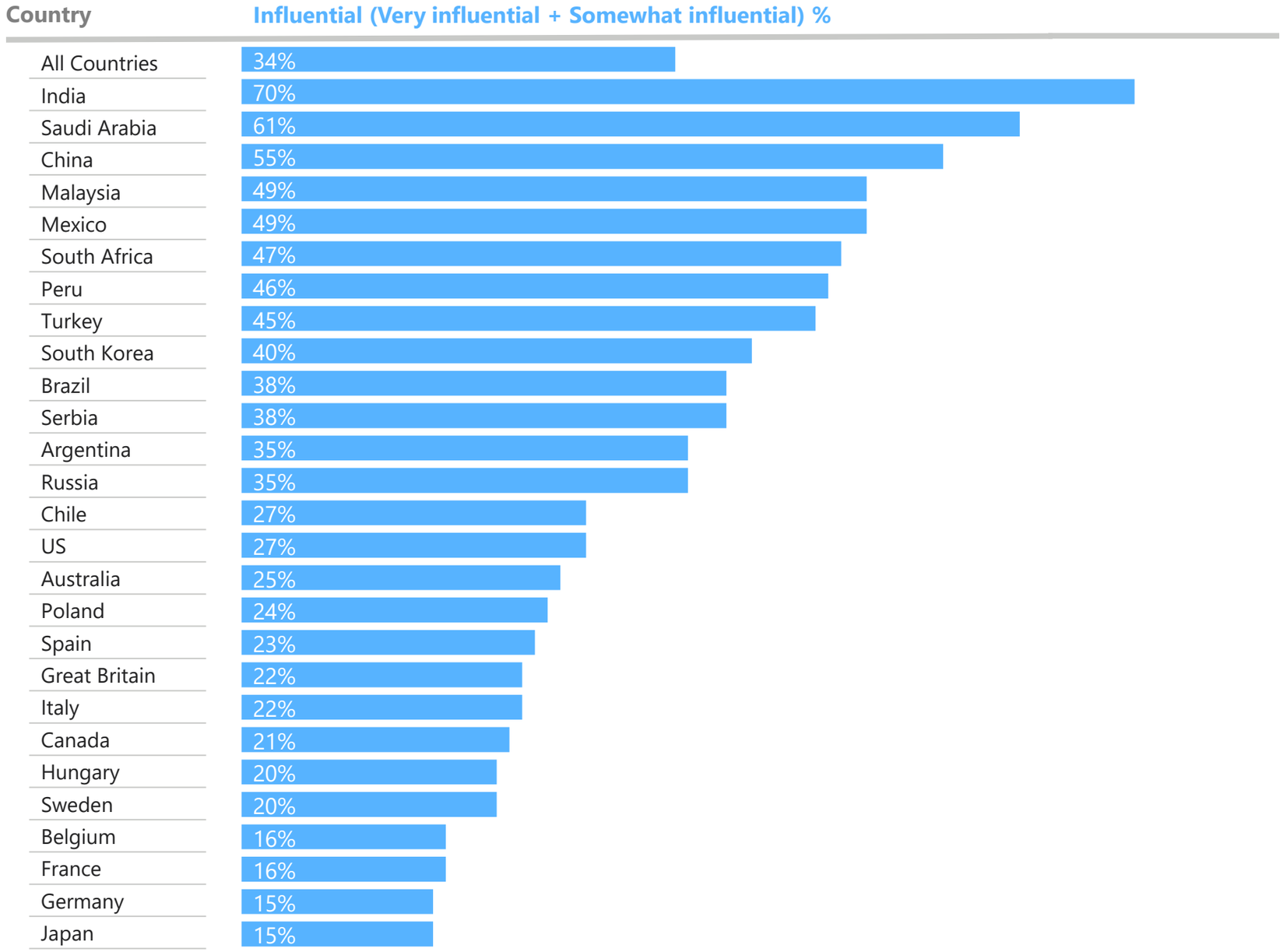


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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%.

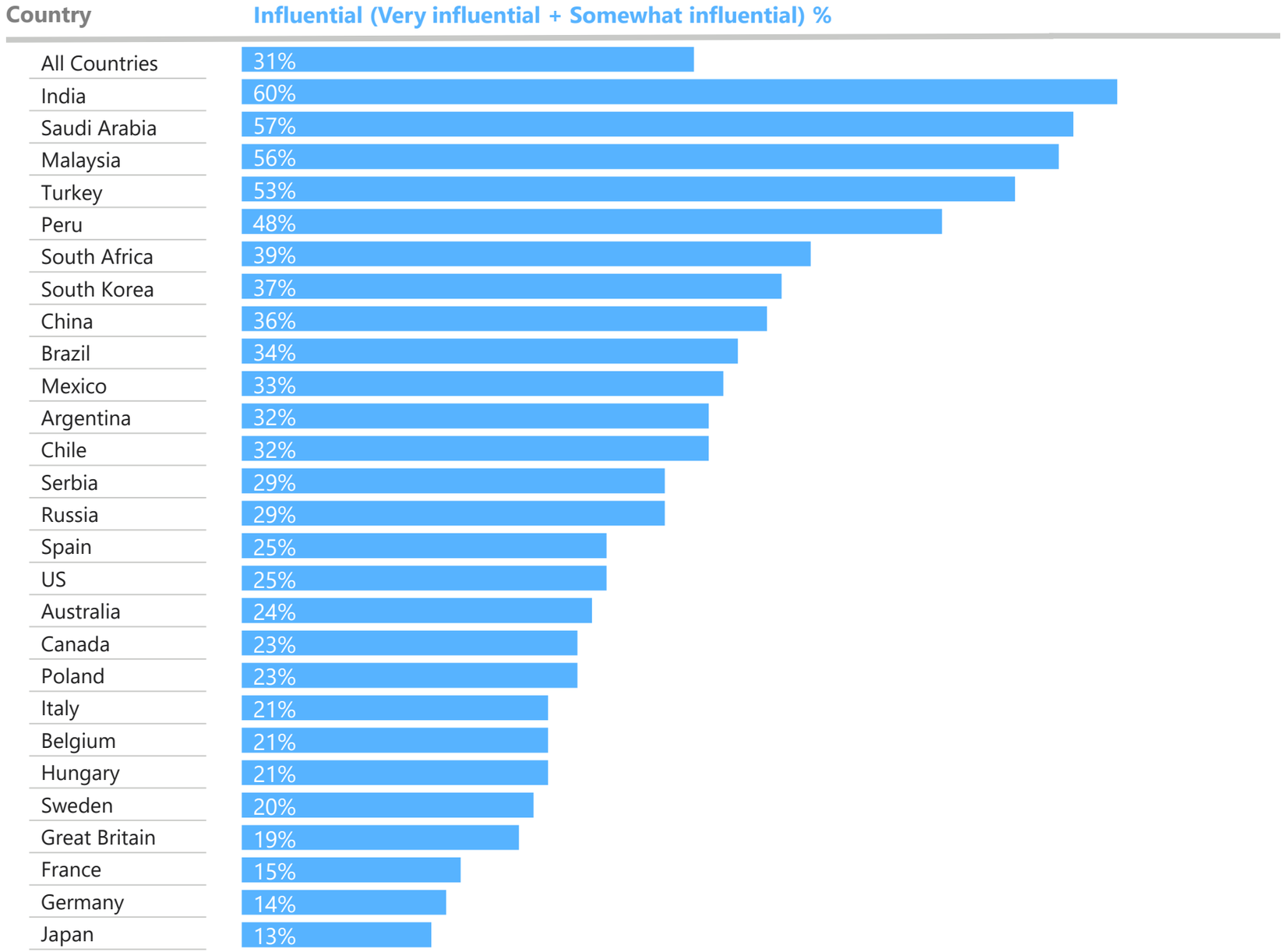


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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.

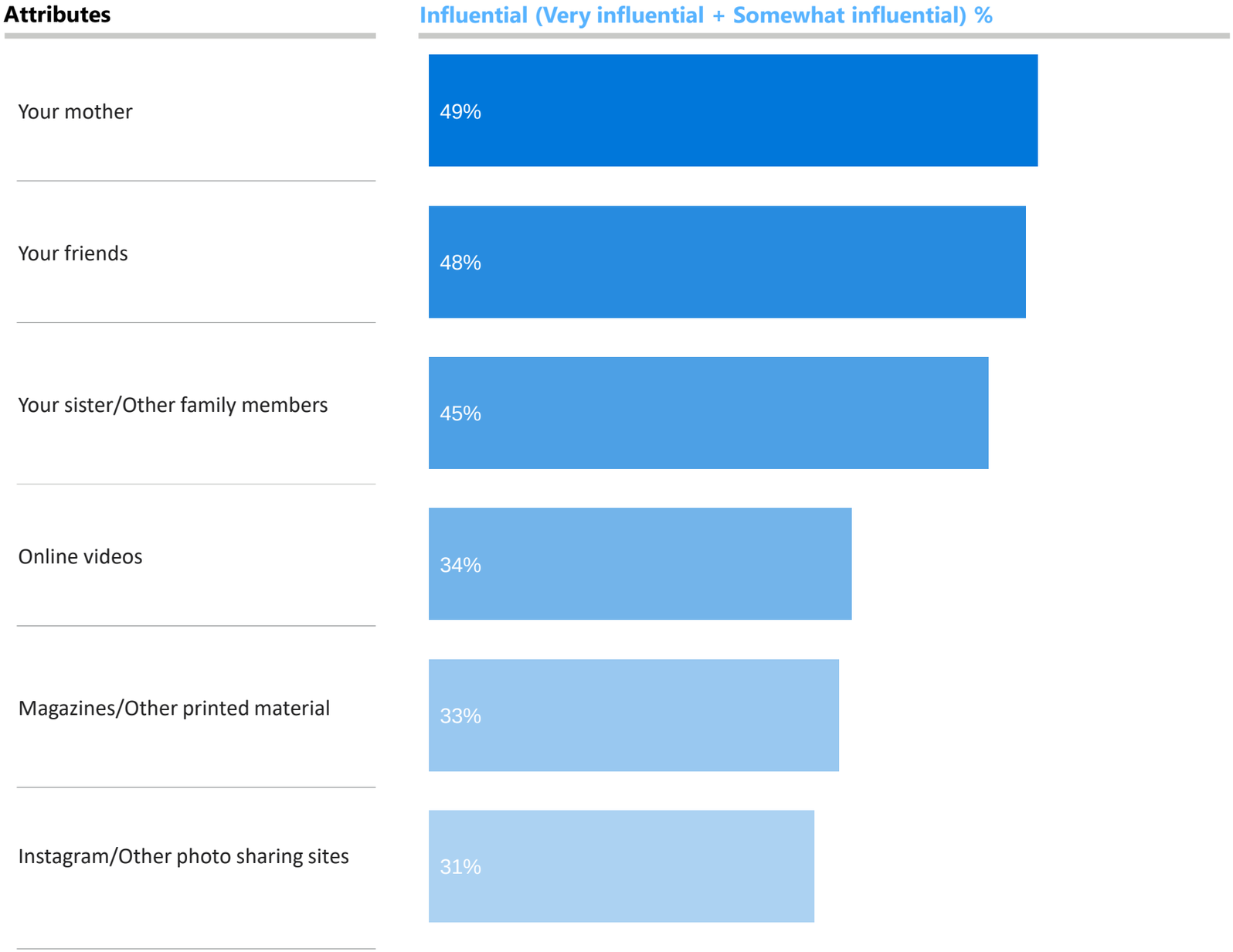


Base: 6,817 online women aged 18-74 across 27 countries, May 2019

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.



Base: 13,503 online adults aged 18-74 across 27 countries, May 2019

- These are the findings of a 27-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between April 19th -May 3rd, 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.

For more information, please contact:

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