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Ipsos Survey Around Beauty

Full Annotated Questionnaire
(includes questions from four separate questionnaires)

New York, NY, August 26, 2019

Start of Questionnaire July 2-4, 2019

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

Total Agree Summary

	Total (N=1,208)
My personal beauty and grooming needs are met by products I can buy today	82%
My personal beauty and grooming needs are unique to myself	51%
My personal beauty and grooming needs are unique to people of my cultural background	27%

- a. My personal beauty and grooming needs are met by products I can buy today

	Total
Strongly agree	39%
Somewhat agree	42%
Neither agree nor disagree	11%
Somewhat disagree	5%
Strongly disagree	2%
Don't know	1%
<i>Total agree (Net)</i>	82%
<i>Total disagree (Net)</i>	7%



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b. My personal beauty and grooming needs are unique to myself

	Total
Strongly agree	22%
Somewhat agree	29%
Neither agree nor disagree	24%
Somewhat disagree	13%
Strongly disagree	11%
Don't know	2%
<i>Total agree (Net)</i>	<i>51%</i>
<i>Total disagree (Net)</i>	<i>24%</i>

c. My personal beauty and grooming needs are unique to people of my cultural background

	Total
Strongly agree	9%
Somewhat agree	18%
Neither agree nor disagree	26%
Somewhat disagree	19%
Strongly disagree	24%
Don't know	3%
<i>Total agree (Net)</i>	<i>27%</i>
<i>Total disagree (Net)</i>	<i>43%</i>

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

It is important that my _____ products are developed and sold by people of my cultural background

Total Agree Summary

	Total
Hair care	31%
Skin care	29%
Scalp care	25%
Shaving and grooming	25%
Cosmetics	24%



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a. Scalp care

	Total
Strongly agree	11%
Somewhat agree	15%
Neither agree nor disagree	31%
Somewhat disagree	13%
Strongly disagree	27%
Don't know	3%
<i>Total agree (Net)</i>	<i>25%</i>
<i>Total disagree (Net)</i>	<i>41%</i>

b. Skin care

	Total
Strongly agree	13%
Somewhat agree	16%
Neither agree nor disagree	29%
Somewhat disagree	13%
Strongly disagree	27%
Don't know	2%
<i>Total agree (Net)</i>	<i>29%</i>
<i>Total disagree (Net)</i>	<i>40%</i>

c. Hair care

	Total
Strongly agree	14%
Somewhat agree	16%
Neither agree nor disagree	28%
Somewhat disagree	13%
Strongly disagree	27%
Don't know	2%
<i>Total agree (Net)</i>	<i>31%</i>
<i>Total disagree (Net)</i>	<i>40%</i>



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d. Shaving and grooming

	Total
Strongly agree	11%
Somewhat agree	14%
Neither agree nor disagree	30%
Somewhat disagree	14%
Strongly disagree	28%
Don't know	2%
<i>Total agree (Net)</i>	<i>25%</i>
<i>Total disagree (Net)</i>	<i>43%</i>

e. Cosmetics

	Total
Strongly agree	10%
Somewhat agree	14%
Neither agree nor disagree	29%
Somewhat disagree	14%
Strongly disagree	28%
Don't know	4%
<i>Total agree (Net)</i>	<i>24%</i>
<i>Total disagree (Net)</i>	<i>42%</i>

3. Please indicate how familiar you are, if at all, with each of the following things

Total Familiar Summary

	Total
k-pop (Psy, BlackPink, BTS)	23%
k-beauty (silicon sheet masks, snail slime, 10-step regimen)	18%
k-beauty bloggers (Sarah Lee, Coco Park, Charlotte Cho, Alicia Yoon, Jude Chao)	16%
Kimchi as a beauty ingredient	14%
J-beauty (4-step regimen with second hydration essence, cleansing oil)	14%



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a. k-beauty (silicon sheet masks, snail slime, 10-step regimen)

	Total
Very familiar	5%
Somewhat familiar	13%
Not very familiar	17%
Have not heard of it	64%
Total familiar (Net)	18%
Total not familiar (Net)	82%

b. k-pop (Psy, BlackPink, BTS)

	Total
Very familiar	7%
Somewhat familiar	16%
Not very familiar	18%
Have not heard of it	59%
Total familiar (Net)	23%
Total not familiar (Net)	77%

c. J-beauty (4-step regimen with second hydration essence, cleansing oil)

	Total
Very familiar	4%
Somewhat familiar	10%
Not very familiar	18%
Have not heard of it	68%
Total familiar (Net)	14%
Total not familiar (Net)	86%

d. Kimchi as a beauty ingredient

	Total
Very familiar	4%
Somewhat familiar	11%
Not very familiar	23%
Have not heard of it	63%
Total familiar (Net)	14%
Total not familiar (Net)	86%



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e. k-beauty bloggers (Sarah Lee, Coco Park, Charlotte Cho, Alicia Yoon, Jude Chao)

	Total
Very familiar	4%
Somewhat familiar	12%
Not very familiar	18%
Have not heard of it	66%
<i>Total familiar (Net)</i>	<i>16%</i>
<i>Total not familiar (Net)</i>	<i>84%</i>

4. [Only asked if somewhat or very familiar to any product in Q3] Please indicate the extent to which you agree or disagree with the following statements.

Total Agree Summary

	Total (N= 349)
I am interested in quick results from my beauty routine	69%
I like to customize my skin products and ingredients as needed	67%
I am committed to a long-term beauty philosophy	59%
I stick with one product and am loyal to it	56%
It's important that my skin is really clean, dewy and glass-like	56%
I like beauty products from Japan	49%
I like beauty products from South Korea	44%
I follow a multi-step beauty regimen but don't care where the products come from	41%
The most advanced cosmetics come from South Korea	39%
I take my beauty cues from k-pop	36%
I take my beauty cues from American hip hop culture	36%



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a. I follow a multi-step beauty regimen but don't care where the products come from

	Total
Strongly agree	14%
Somewhat agree	27%
Neither agree nor disagree	24%
Somewhat disagree	19%
Strongly disagree	14%
Don't know	1%
<i>Total agree (Net)</i>	41%
<i>Total disagree (Net)</i>	34%

b. I like beauty products from South Korea

	Total
Strongly agree	14%
Somewhat agree	29%
Neither agree nor disagree	35%
Somewhat disagree	8%
Strongly disagree	7%
Don't know	7%
<i>Total agree (Net)</i>	44%
<i>Total disagree (Net)</i>	14%

c. I like beauty products from Japan

	Total
Strongly agree	17%
Somewhat agree	32%
Neither agree nor disagree	31%
Somewhat disagree	6%
Strongly disagree	7%
Don't know	6%
<i>Total agree (Net)</i>	49%
<i>Total disagree (Net)</i>	14%



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d. I am interested in quick results from my beauty routine

	Total
Strongly agree	28%
Somewhat agree	41%
Neither agree nor disagree	18%
Somewhat disagree	5%
Strongly disagree	6%
Don't know	2%
<i>Total agree (Net)</i>	69%
<i>Total disagree (Net)</i>	11%

e. I am committed to a long-term beauty philosophy

	Total
Strongly agree	24%
Somewhat agree	35%
Neither agree nor disagree	22%
Somewhat disagree	9%
Strongly disagree	8%
Don't know	2%
<i>Total agree (Net)</i>	59%
<i>Total disagree (Net)</i>	17%

f. I stick with one product and am loyal to it

	Total
Strongly agree	17%
Somewhat agree	38%
Neither agree nor disagree	23%
Somewhat disagree	15%
Strongly disagree	6%
Don't know	1%
<i>Total agree (Net)</i>	56%
<i>Total disagree (Net)</i>	21%



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g. I like to customize my skin products and ingredients as needed

	Total
Strongly agree	23%
Somewhat agree	45%
Neither agree nor disagree	16%
Somewhat disagree	8%
Strongly disagree	5%
Don't know	4%
<i>Total agree (Net)</i>	67%
<i>Total disagree (Net)</i>	13%

h. It's important that my skin is really clean, dewy and glass-like

	Total
Strongly agree	21%
Somewhat agree	35%
Neither agree nor disagree	25%
Somewhat disagree	10%
Strongly disagree	9%
Don't know	1%
<i>Total agree (Net)</i>	56%
<i>Total disagree (Net)</i>	19%

i. I take my beauty cues from American hip hop culture

	Total
Strongly agree	10%
Somewhat agree	26%
Neither agree nor disagree	26%
Somewhat disagree	15%
Strongly disagree	22%
Don't know	1%
<i>Total agree (Net)</i>	36%
<i>Total disagree (Net)</i>	37%





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j. I take my beauty cues from k-pop

	Total
Strongly agree	12%
Somewhat agree	24%
Neither agree nor disagree	20%
Somewhat disagree	14%
Strongly disagree	27%
Don't know	2%
<i>Total agree (Net)</i>	36%
<i>Total disagree (Net)</i>	41%

k. The most advanced cosmetics come from South Korea

	Total
Strongly agree	14%
Somewhat agree	25%
Neither agree nor disagree	35%
Somewhat disagree	9%
Strongly disagree	9%
Don't know	8%
<i>Total agree (Net)</i>	39%
<i>Total disagree (Net)</i>	18%

Start of Questionnaire June 12-13, 2019

1. Which, if any, of grooming and beauty care products listed below, have you personally selected and used in the past 12 months? (Select all that apply)

	Total (N=1,005)
Lip color (tinted balm, lipstick, gloss etc.)	37%
Mascara	36%
Eyeliner and/or eye shadow	34%
Nail polish	31%
Foundation or tinted moisturizer	30%
Blush and/or bronzer	27%
Hair dye (tint, color, etc.)	23%
Concealer	21%
False lashes	6%
Artificial nails	5%
None of these	44%



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2. Assuming you liked it and it was an acceptable price, do you think you would purchase a new grooming/makeup product that you had ONLY tried virtually? By “virtually” we mean by using a computer or phone app either at home or in-store, with software that shows you how the product looks on your face.

Total Yes Summary

	Total
False lashes	69%
Nail polish	45%
Artificial nails	45%
Blush and/or bronzer	43%
Lip color (tinted balm, lipstick, gloss etc.)	41%
Mascara	39%
Eyeliner and/or eye shadow	37%
Concealer	34%
Hair dye (Tint, color, etc.)	29%
Foundation or tinted moisturizer	28%

- a. **[Only Q6= Foundation or tinted moisturizer]** Foundation or tinted moisturizer

	Total (N=317)
Yes, I would definitely buy it	28%
Unsure, I might buy it	43%
No, I would definitely not buy it	28%

- b. **[Only Q6= Eyeliner and/or eye shadow]** Eyeliner and/or eye shadow

	Total (N=356)
Yes, I would definitely buy it	37%
Unsure, I might buy it	42%
No, I would definitely not buy it	21%

- c. **[Only Q6= Blush and/or bronzer]** Blush and/or bronzer

	Total (N=288)
Yes, I would definitely buy it	43%
Unsure, I might buy it	41%
No, I would definitely not buy it	16%





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d. **[Only Q6= Mascara]** Mascara

	Total (N=380)
Yes, I would definitely buy it	39%
Unsure, I might buy it	44%
No, I would definitely not buy it	17%

e. **[Only Q6= False lashes]** False lashes

	Total (N=40)
Yes, I would definitely buy it	69%
Unsure, I might buy it	16%
No, I would definitely not buy it	15%

f. **[Only Q6= Concealer]** Concealer

	Total (N=232)
Yes, I would definitely buy it	34%
Unsure, I might buy it	41%
No, I would definitely not buy it	24%

g. **[Only Q6= Lip color (tinted balm, lipstick, gloss etc.)]** Lip color (tinted balm, lipstick, gloss etc.)

	Total (N=395)
Yes, I would definitely buy it	41%
Unsure, I might buy it	41%
No, I would definitely not buy it	18%

h. **[Only Q6= Nail polish]** Nail polish

	Total (N=349)
Yes, I would definitely buy it	45%
Unsure, I might buy it	38%
No, I would definitely not buy it	17%



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i. [Only Q6= Hair dye (tint, color, etc.)] Hair dye (tint, color, etc.)

	Total (N=252)
Yes, I would definitely buy it	29%
Unsure, I might buy it	44%
No, I would definitely not buy it	27%

j. [Only Q6= Artificial nails] Artificial nails

	Total (N=59)
Yes, I would definitely buy it	45%
Unsure, I might buy it	39%
No, I would definitely not buy it	17%

3. And which of the below would encourage you to buy a new makeup product that you had ONLY tried virtually? By “virtually” we mean by using a computer or phone app either at home or in-store, with software that shows you how the product looks on your face. (Choose up to three)

	Total
If I could try a free sample first	36%
If the price was lower than having to go to the store to try and purchase	22%
As long as there is an easy return policy	20%
If I was given a link to free virtual application classes	7%
If I could immediately schedule an appointment for virtual consultation using free samples	5%
If I could have a live video consultation with a sales representative	3%
If free trial samples sent to me	-
Other	2%
Don't know	7%
Nothing - I would not buy a new makeup product that I had only tried virtually	41%



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Start of Questionnaire May 30-31, 2019

1. In recent years there have been significant advancements in the world of beauty and technology, such as bracelets that also track your heart rate, or lipsticks that change color based on your body's temperature or pH. How interested are you in the following products that also mix beauty and technology?

Total Interested Summary

	Total (N= 1,004)
Tattoos with biosensors that change color depending on aspects of your real-time health such as blood sugar levels or pH levels.	33%
Nail polish with sensors that could be used to unlock a car or pay for items, similar to tapping your phone or credit card	22%
Hair extensions that, when touched, trigger an action on your phone such as taking a picture or starting a recording.	17%

- a. Tattoos with biosensors that change color depending on aspects of your real-time health such as blood sugar levels or pH levels

	Total
Very interested	14%
Somewhat interested	20%
Not very interested	16%
Not at all interested	48%
Don't know	3%
<i>Total interested (Net)</i>	33%
<i>Total not interested (Net)</i>	64%

- b. Nail polish with sensors that could be used to unlock a car or pay for items, similar to tapping your phone or credit card

	Total
Very interested	8%
Somewhat interested	15%
Not very interested	18%
Not at all interested	57%
Don't know	3%
<i>Total interested (Net)</i>	22%
<i>Total not interested (Net)</i>	75%





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- c. Hair extensions that, when touched, trigger an action on your phone such as taking a picture or starting a recording

	Total
Very interested	6%
Somewhat interested	11%
Not very interested	16%
Not at all interested	64%
Don't know	3%
<i>Total interested (Net)</i>	<i>17%</i>
<i>Total not interested (Net)</i>	<i>80%</i>

Start of Questionnaire May 16-20, 2019

1. Thinking about your favorite face, body, hair or beauty care items, are you be more likely to purchase items that are labeled:

	Total (N=1,201)
Natural	43%
Clean	17%
Sustainable	10%
Neither	14%
Don't know	16%





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2. And when a face, body, hair or beauty care item has the word “natural” on the packaging, what do you believe this means? (Choose up to three)

	Total
100% from naturally occurring ingredients	53%
No artificial ingredients	51%
Organic	25%
Free of "bad" ingredients	20%
Healthy	20%
Unprocessed	18%
Authentic	9%
Allergen free	6%
Little impact on Earth's natural resources	5%
Sustainably produced	4%
Ethically produced / Fair Trade	4%
Locally sourced	2%
Made from Recycled/Recyclable materials	1%
Not mass produced	1%
Other	2%
Don't know	6%

3. And when a face, body, hair or beauty care item has the word “sustainable” on the packaging, what do you believe this means? (Choose up to three)

	Total
Sustainably produced	50%
Little impact on Earth's natural resources	36%
Made from Recycled/Recyclable materials	25%
100% from naturally occurring ingredients	16%
Ethically produced / Fair Trade	15%
No artificial ingredients	8%
Unprocessed	7%
Healthy	7%
Organic	6%
Free of "bad" ingredients	6%
Locally sourced	5%
Authentic	5%
Allergen free	4%
Not mass produced	3%
Other	1%
Don't know	13%



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4. And when a face, body, hair or beauty care item has the word “clean” on the packaging, what do you believe this means? (Choose up to three)

	Total
Free of "bad" ingredients	34%
No artificial ingredients	30%
Healthy	23%
100% from naturally occurring ingredients	20%
Allergen free	19%
Unprocessed	18%
Organic	11%
Authentic	8%
Little impact on Earth's natural resources	7%
Sustainably produced	5%
Ethically produced / Fair Trade	4%
Made from Recycled/Recyclable materials	4%
Locally sourced	2%
Not mass produced	2%
Other	3%
Don't know	18%

5. Please indicate the extent to which you agree or disagree with the following statements as they relate to face, body, hair or beauty care items.

Total Agree Summary

	Total
I would be interested in trying new products from other brands if they are natural	66%
I would be interested in trying new products from other brands if they are clean	59%
I will always choose a trusted brand that I know over a new brand that I haven't used before	55%
I am loyal to the face, body, hair or beauty care items I use	55%
I would be interested in trying new products from other brands if they are sustainable	55%



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a. I will always choose a trusted brand that I know over a new brand that I haven't used before

	Total
Strongly agree	17%
Somewhat agree	38%
Neither agree nor disagree	28%
Somewhat disagree	12%
Strongly disagree	3%
Don't know	1%
<i>Total agree (Net)</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>15%</i>

b. I am loyal to the face, body, hair or beauty care items I use

	Total
Strongly agree	15%
Somewhat agree	40%
Neither agree nor disagree	27%
Somewhat disagree	13%
Strongly disagree	4%
Don't know	1%
<i>Total agree (Net)</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>17%</i>

c. I would be interested in trying new products from other brands if they are natural

	Total
Strongly agree	24%
Somewhat agree	41%
Neither agree nor disagree	25%
Somewhat disagree	4%
Strongly disagree	2%
Don't know	2%
<i>Total agree (Net)</i>	<i>66%</i>
<i>Total disagree (Net)</i>	<i>7%</i>



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d. I would be interested in trying new products from other brands if they are sustainable

	Total
Strongly agree	20%
Somewhat agree	35%
Neither agree nor disagree	33%
Somewhat disagree	6%
Strongly disagree	3%
Don't know	3%
<i>Total agree (Net)</i>	55%
<i>Total disagree (Net)</i>	9%

e. I would be interested in trying new products from other brands if they are clean

	Total
Strongly agree	20%
Somewhat agree	39%
Neither agree nor disagree	31%
Somewhat disagree	4%
Strongly disagree	3%
Don't know	3%
<i>Total agree (Net)</i>	59%
<i>Total disagree (Net)</i>	7%

6. To what extent do the following influence your idea of what makes a person beautiful?

Total Agree Summary

	Total
Your family members	50%
Your friends	49%
TV shows	29%
Movies	29%
TV commercials	26%
Magazine photos	24%
Social media	23%
Catalogs	20%





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a. Magazine photos

	Total
Strongly agree	5%
Somewhat agree	19%
Neither agree nor disagree	22%
Somewhat disagree	21%
Strongly disagree	32%
Don't know	1%
<i>Total agree (Net)</i>	<i>24%</i>
<i>Total disagree (Net)</i>	<i>52%</i>

b. Catalogs

	Total
Strongly agree	4%
Somewhat agree	16%
Neither agree nor disagree	23%
Somewhat disagree	22%
Strongly disagree	33%
Don't know	1%
<i>Total agree (Net)</i>	<i>20%</i>
<i>Total disagree (Net)</i>	<i>56%</i>

c. TV shows

	Total
Strongly agree	5%
Somewhat agree	23%
Neither agree nor disagree	21%
Somewhat disagree	20%
Strongly disagree	29%
Don't know	1%
<i>Total agree (Net)</i>	<i>29%</i>
<i>Total disagree (Net)</i>	<i>49%</i>



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d. Movies

	Total
Strongly agree	7%
Somewhat agree	21%
Neither agree nor disagree	22%
Somewhat disagree	20%
Strongly disagree	29%
Don't know	1%
<i>Total agree (Net)</i>	<i>29%</i>
<i>Total disagree (Net)</i>	<i>49%</i>

e. TV commercials

	Total
Strongly agree	5%
Somewhat agree	22%
Neither agree nor disagree	21%
Somewhat disagree	20%
Strongly disagree	31%
Don't know	1%
<i>Total agree (Net)</i>	<i>26%</i>
<i>Total disagree (Net)</i>	<i>52%</i>

f. Your family members

	Total
Strongly agree	13%
Somewhat agree	36%
Neither agree nor disagree	26%
Somewhat disagree	11%
Strongly disagree	12%
Don't know	1%
<i>Total agree (Net)</i>	<i>50%</i>
<i>Total disagree (Net)</i>	<i>23%</i>



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g. Your friends

	Total
Strongly agree	11%
Somewhat agree	38%
Neither agree nor disagree	26%
Somewhat disagree	11%
Strongly disagree	13%
Don't know	1%
<i>Total agree (Net)</i>	49%
<i>Total disagree (Net)</i>	25%

h. Social media

	Total
Strongly agree	6%
Somewhat agree	17%
Neither agree nor disagree	21%
Somewhat disagree	17%
Strongly disagree	37%
Don't know	1%
<i>Total agree (Net)</i>	23%
<i>Total disagree (Net)</i>	54%

7. I feel beautiful when the people with _____ like me are portrayed in a positive way in advertising and media.

Total Agree Summary

	Total
Age	54%
Reality (i.e. cellulite/tooth gaps/scars/gray hair/wrinkles)	51%
Body size	49%
Facial features	47%
Race/ethnicity	42%
Skin color	40%
Gender	40%
Artificial limbs	26%





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a. Body size

	Total
Strongly agree	16%
Somewhat agree	33%
Neither agree nor disagree	34%
Somewhat disagree	6%
Strongly disagree	6%
Don't know/doesn't apply	4%
<i>Total agree (Net)</i>	49%
<i>Total disagree (Net)</i>	12%

b. Race/ethnicity

	Total
Strongly agree	17%
Somewhat agree	25%
Neither agree nor disagree	39%
Somewhat disagree	7%
Strongly disagree	7%
Don't know/doesn't apply	5%
<i>Total agree (Net)</i>	42%
<i>Total disagree (Net)</i>	14%

c. Skin color

	Total
Strongly agree	15%
Somewhat agree	24%
Neither agree nor disagree	41%
Somewhat disagree	7%
Strongly disagree	8%
Don't know/doesn't apply	5%
<i>Total agree (Net)</i>	40%
<i>Total disagree (Net)</i>	14%





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d. Gender

	Total
Strongly agree	14%
Somewhat agree	26%
Neither agree nor disagree	42%
Somewhat disagree	6%
Strongly disagree	7%
Don't know/doesn't apply	5%
<i>Total agree (Net)</i>	40%
<i>Total disagree (Net)</i>	13%

e. Facial features

	Total
Strongly agree	14%
Somewhat agree	32%
Neither agree nor disagree	39%
Somewhat disagree	5%
Strongly disagree	5%
Don't know/doesn't apply	4%
<i>Total agree (Net)</i>	47%
<i>Total disagree (Net)</i>	10%

f. Reality (i.e. cellulite/tooth gaps/scars/gray hair/wrinkles)

	Total
Strongly agree	19%
Somewhat agree	33%
Neither agree nor disagree	30%
Somewhat disagree	7%
Strongly disagree	7%
Don't know/doesn't apply	5%
<i>Total agree (Net)</i>	51%
<i>Total disagree (Net)</i>	14%



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g. Artificial limbs

	Total
Strongly agree	10%
Somewhat agree	17%
Neither agree nor disagree	41%
Somewhat disagree	7%
Strongly disagree	9%
Don't know/doesn't apply	17%
<i>Total agree (Net)</i>	26%
<i>Total disagree (Net)</i>	16%

h. Age

	Total
Strongly agree	18%
Somewhat agree	37%
Neither agree nor disagree	31%
Somewhat disagree	6%
Strongly disagree	5%
Don't know/doesn't apply	4%
<i>Total agree (Net)</i>	54%
<i>Total disagree (Net)</i>	11%

8. To what extent do you agree/disagree with the following statements:

Total Agree Summary

	Total
I feel more beautiful when I am around beautiful things like nature or art or architecture	50%
I feel more beautiful when I am reading, watching or listening to something beautiful	45%
I feel more beautiful when I see people who look like me portrayed as beautiful in ads and the media	43%
I feel more beautiful when I am around beautiful people	27%



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a. I feel more beautiful when I am around beautiful things like nature or art or architecture

	Total
Strongly agree	17%
Somewhat agree	33%
Neither agree nor disagree	32%
Somewhat disagree	9%
Strongly disagree	8%
Don't know/doesn't apply	1%
<i>Total agree (Net)</i>	50%
<i>Total disagree (Net)</i>	17%

b. I feel more beautiful when I am around beautiful people

	Total
Strongly agree	9%
Somewhat agree	18%
Neither agree nor disagree	36%
Somewhat disagree	19%
Strongly disagree	17%
Don't know/doesn't apply	2%
<i>Total agree (Net)</i>	27%
<i>Total disagree (Net)</i>	36%

c. I feel more beautiful when I am reading, watching or listening to something beautiful

	Total
Strongly agree	14%
Somewhat agree	31%
Neither agree nor disagree	35%
Somewhat disagree	11%
Strongly disagree	8%
Don't know/doesn't apply	1%
<i>Total agree (Net)</i>	45%
<i>Total disagree (Net)</i>	19%

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- d. I feel more beautiful when I see people who look like me portrayed as beautiful in ads and the media

	Total
Strongly agree	14%
Somewhat agree	29%
Neither agree nor disagree	35%
Somewhat disagree	10%
Strongly disagree	10%
Don't know/doesn't apply	2%
<i>Total agree (Net)</i>	43%
<i>Total disagree (Net)</i>	20%

9. How often do you find the following beautiful?

Total Frequent Summary

	Total
Nature	81%
Music	63%
Artwork	48%
Architecture	41%
Literature/books	34%
Poetry	29%
Movies	24%
Social media posts	9%

- a. Artwork

	Total
Always	7%
Often	41%
Somewhat often	35%
Rarely	14%
Never	3%
<i>Total frequent (Net)</i>	48%
<i>Total not frequent (Net)</i>	17%



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b. Nature

	Total
Always	38%
Often	42%
Somewhat often	14%
Rarely	3%
Never	2%
<i>Total frequent (Net)</i>	81%
<i>Total not frequent (Net)</i>	5%

c. Architecture

	Total
Always	7%
Often	33%
Somewhat often	37%
Rarely	19%
Never	3%
<i>Total frequent (Net)</i>	41%
<i>Total not frequent (Net)</i>	22%

d. Music

	Total
Always	16%
Often	47%
Somewhat often	27%
Rarely	8%
Never	2%
<i>Total frequent (Net)</i>	63%
<i>Total not frequent (Net)</i>	10%



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e. Poetry

	Total
Always	6%
Often	23%
Somewhat often	36%
Rarely	28%
Never	7%
<i>Total frequent (Net)</i>	<i>29%</i>
<i>Total not frequent (Net)</i>	<i>35%</i>

f. Movies

	Total
Always	4%
Often	20%
Somewhat often	40%
Rarely	30%
Never	6%
<i>Total frequent (Net)</i>	<i>24%</i>
<i>Total not frequent (Net)</i>	<i>36%</i>

g. Literature/books

	Total
Always	6%
Often	28%
Somewhat often	36%
Rarely	24%
Never	5%
<i>Total frequent (Net)</i>	<i>34%</i>
<i>Total not frequent (Net)</i>	<i>30%</i>



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h. Social media posts

	Total
Always	3%
Often	6%
Somewhat often	22%
Rarely	43%
Never	25%
<i>Total frequent (Net)</i>	9%
<i>Total not frequent (Net)</i>	69%



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10. Have you ever thought someone was unattractive initially but changed your mind over time?

	Total
Yes	63%
No	23%
Don't know	13%

11. [If Q18 = yes] What made you change your mind? (Select all that apply)

	Total (N=764)
I got to know them better	84%
I learned something new about them	39%
My attitudes/standards changed	23%
I learned about a talent they possess	20%
They changed their appearance	12%
Other	3%

About the Study

These are the findings of four separate Ipsos polls:

1. The first Ipsos poll was conducted between July 2-4, 2019. For this survey, a sample of roughly 1,208 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.
2. The third Ipsos poll was conducted between June 12-13, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.
3. The second Ipsos poll was conducted between May 30-31, 2019. For this survey, a sample of roughly 1,004 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.
4. The first Ipsos poll was conducted between May 16-20, 2019. For this survey, a sample of roughly 1,201 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.



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

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval.

1. In this case, the July 2-4, 2019 poll has a credibility interval of plus or minus 3.2 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,208, DEFF=1.5, adjusted Confidence Interval=±4.7 percentage points).
2. In this case, the June 12-13, 2019 poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=±5.0 percentage points).
3. In this case, the May 30-31, 2019 poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=±5.0 percentage points).
4. In this case, the May 16-20, 2019 poll has a credibility interval of plus or minus 3.2 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,201, DEFF=1.5, adjusted Confidence Interval=±4.7 percentage points).



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About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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