



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Americans' mood connected to perceived quality of skin

New Ipsos poll finds skin care products are an essential purchase for many

#### Topline Findings

**Washington, DC, April 28, 2022** -- A new Ipsos poll conducted on behalf of Bodewell finds many American adults experience some sort of skin ailment, and that their perception of their skin impacts their mood. Furthermore, on days when those with skin ailments are experiencing symptoms it impacts the decisions they make on everyday activities, like what to wear and where they go. The poll also finds that a majority consider skin care products an essential purchase and budget for them accordingly.

#### Detailed Findings

1. Americans suffer from a variety of skin ailments, particularly in the winter months. For those that do, on days when they have symptoms it impacts the decisions they make on what to wear and where to go.
  - From a list of skin ailments ranging from dry or sensitive skin to specific conditions like eczema, just a third (32%) say they have not experienced some sort of skin condition.
  - Of those that report having been impacted by some kind of skin condition, a majority (52%) indicate winter is the worst season for their condition. Nearly three in ten (29%) report experiencing their skin condition throughout the year.
    - Those in the Mid-Atlantic, East North Central, and West North Central part of the country are more likely than those in the South Atlantic and Mountain regions to suffer during winter.
    - Those in the East South Central region are more likely to suffer during the summer than those in the East North Central, Mountain, or Pacific region.
  - When those that report having suffered from a skin condition are experiencing symptoms, nearly one in four (23%) indicate they wear clothing that covers up their skin more than usual. Nearly one in five (18%) report limiting the amount of time they are out in public.
    - Gen Z and millennial sufferers are more likely than Gen X and baby boomer sufferers to avoid socializing with family and friends, limit the amount of time they are in public, avoid personal care appointments, avoid exercise, and wear clothing that covers up their skin when experiencing symptoms.
    - Similarly, those that report having eczema or psoriasis are more likely than those with a broader skin ailment to wear clothing that covers up their skin and avoid socializing with family and friends, personal care appointments, and exercise when experiencing symptoms.

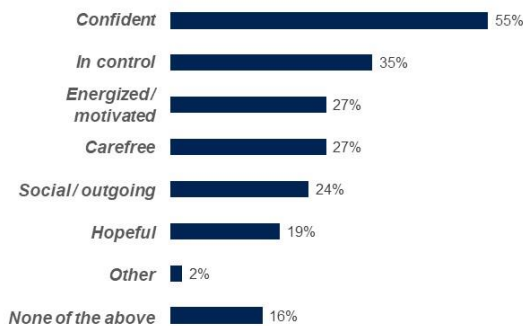


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2. How Americans feel about the quality of their skin on a given day impacts their mood.
  - One in five (22%) indicate their skin prevents them from doing the things they enjoy in life.
  - More than half (55%) report feeling confident when their skin is at its best.
  - Conversely, more than four in ten (43%) report feeling self-conscious when their skin is at its worst

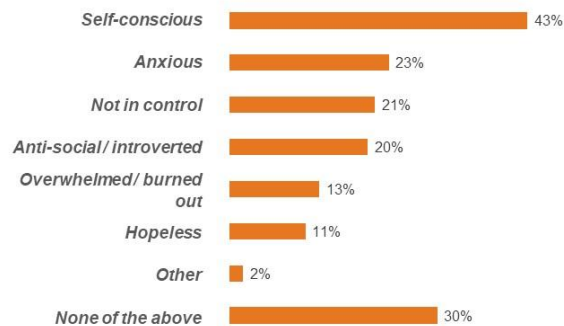
### Perception of skin impacts mood.

*Regardless of whether you suffer from any skin conditions, how do you feel when your skin is at its best?*



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*Regardless of whether you suffer from any skin conditions, how do you feel when your skin is at its worst?*



3. Many enjoy trying new skin care products and budget for them as an essential purchase.
  - Nearly six in ten enjoy trying new skin care products (58%) and consider them an essential purchase they budget for (58%). This is particularly true for women, millennials, and Black and Hispanic Americans.
  - Four in ten (40%) enjoy researching the latest skin care trends.
    - Here too, women enjoy researching more than men (45% vs. 35%); Gen Z (56%) and millennials (55%) more than Gen X (42%) and Baby Boomers and older generations (22%); Black (55%) and Hispanic (56%) Americans more than white (33%) ones.
  - Most want a skin care product that is effective (61%). One that is a good value (39%), gentle (31%) and has no harsh chemicals (29%) is of secondary importance.





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4. A majority of Americans consider representation in advertising an important element when deciding what skin care brand to buy but are divided on whether people with skin conditions are accurately portrayed in advertising.
- Six in ten (60%) indicate it is important that a skin care brand’s advertising shows diversity of skin types/condition.
  - Just over half (51%) say it is important that a brand’s advertising shows a diversity of skin tones.
  - A majority (56%) of Americans also indicate it is important that a skin care company shares their values.
  - Diversity in advertising and shared company values are more important to women, Gen Z and millennials, and Black and Hispanic Americans.
  - Roughly half (53%) agree people with skin conditions are accurately portrayed in media/advertising.

*How important, if at all, are each of the following to you when choosing a skin care brand?*

% Very / Somewhat Important	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer & Older	White	Black	Hispanic
Base (n=)	2010	933	1070	141	619	521	729	1554	191	135
Their advertising shows a diversity of skin types/conditions	60%	52%	67%	73%	73%	60%	45%	52%	77%	72%
Their company shares my values	56%	52%	59%	78%	69%	54%	40%	50%	64%	68%
Their advertising shows a diversity of skin tones	51%	44%	57%	75%	64%	50%	36%	43%	72%	61%

*These are the findings of an Ipsos poll conducted between February 8-10, 2022 on behalf of Bodewell. For this survey, a sample of 2,010 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 2.7 percentage points for all respondents.*



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For full results, please refer to the following annotated questionnaire:

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### Full Annotated Questionnaire

1. How often, if ever, do you use the following skin care products?

Total weekly summary

	<b>Total (n=2010)</b>
Shampoo/conditioner	91%
Body lotion	73%
Hand cream	68%
Chapstick / lip moisturizer	68%
Face moisturizer	65%
Face cleanser	61%
Sunscreen / SPF	41%
Face serum(s)	37%
Acne treatment	24%
Scalp treatments	23%
Hydrocortisone cream, or anti-itch cream	23%

- a. Hand cream

	<b>Total</b>
Multiple times a day	23%
Once a day	22%
A few times a week	16%
Once or twice a week	7%
A few times a month, or less	11%
Never	21%
<i>Daily (net)</i>	<i>44%</i>
<i>Weekly (net)</i>	<i>68%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How often, if ever, do you use the following skin care products?

b. Face moisturizer

	<b>Total</b>
Multiple times a day	15%
Once a day	32%
A few times a week	12%
Once or twice a week	6%
A few times a month, or less	6%
Never	28%
<i>Daily (net)</i>	<i>48%</i>
<i>Weekly (net)</i>	<i>65%</i>

c. Body lotion

	<b>Total</b>
Multiple times a day	14%
Once a day	31%
A few times a week	19%
Once or twice a week	8%
A few times a month, or less	11%
Never	16%
<i>Daily (net)</i>	<i>45%</i>
<i>Weekly (net)</i>	<i>73%</i>

d. Hydrocortisone cream, or anti-itch cream

	<b>Total</b>
Multiple times a day	4%
Once a day	6%
A few times a week	7%
Once or twice a week	6%
A few times a month, or less	35%
Never	42%
<i>Daily (net)</i>	<i>10%</i>
<i>Weekly (net)</i>	<i>23%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How often, if ever, do you use the following skin care products?

e. Chapstick / lip moisturizer

	<b>Total</b>
Multiple times a day	30%
Once a day	18%
A few times a week	14%
Once or twice a week	7%
A few times a month, or less	15%
Never	17%
<i>Daily (net)</i>	<i>47%</i>
<i>Weekly (net)</i>	<i>68%</i>

f. Sunscreen / SPF

	<b>Total</b>
Multiple times a day	4%
Once a day	17%
A few times a week	13%
Once or twice a week	7%
A few times a month, or less	31%
Never	28%
<i>Daily (net)</i>	<i>21%</i>
<i>Weekly (net)</i>	<i>41%</i>

g. Acne treatment

	<b>Total</b>
Multiple times a day	3%
Once a day	8%
A few times a week	8%
Once or twice a week	4%
A few times a month, or less	11%
Never	65%
<i>Daily (net)</i>	<i>12%</i>
<i>Weekly (net)</i>	<i>24%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How often, if ever, do you use the following skin care products?

h. Face cleanser

	<b>Total</b>
Multiple times a day	14%
Once a day	30%
A few times a week	11%
Once or twice a week	5%
A few times a month, or less	7%
Never	32%
<i>Daily (net)</i>	<i>44%</i>
<i>Weekly (net)</i>	<i>61%</i>

i. Face serum(s)

	<b>Total</b>
Multiple times a day	5%
Once a day	16%
A few times a week	10%
Once or twice a week	7%
A few times a month, or less	9%
Never	54%
<i>Daily (net)</i>	<i>21%</i>
<i>Weekly (net)</i>	<i>37%</i>

j. Scalp treatments

	<b>Total</b>
Multiple times a day	2%
Once a day	5%
A few times a week	9%
Once or twice a week	7%
A few times a month, or less	13%
Never	65%
<i>Daily (net)</i>	<i>7%</i>
<i>Weekly (net)</i>	<i>23%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How often, if ever, do you use the following skin care products?

k. Shampoo/conditioner

	<b>Total</b>
Multiple times a day	4%
Once a day	35%
A few times a week	38%
Once or twice a week	13%
A few times a month, or less	5%
Never	3%
<i>Daily (net)</i>	<i>40%</i>
<i>Weekly (net)</i>	<i>91%</i>

2. From the following list, what are the most important qualities you look for in a skin care product?

	<b>Total</b>
Effective	61%
Good value	39%
Gentle	31%
No harsh chemicals	29%
Natural	24%
Fast acting	22%
Odorless	15%
Powerful	12%
Environmentally friendly	11%
None of the above	7%

3. How important, if at all, are each of the following to you when choosing a skin care brand?

Total important summary

	<b>Total</b>
Their advertising shows a diversity of skin types/conditions	60%
Their advertising shows people my age	56%
Their company shares my values	56%
Their advertising shows a diversity of skin tones	51%
Their advertising shows a variety of seasons	43%





## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How important, if at all, are each of the following to you when choosing a skin care brand?

a. Their advertising shows a diversity of skin tones

	<b>Total</b>
Very important	18%
Somewhat important	34%
Not very important	27%
Not important at all	22%
<i>Important (net)</i>	<i>51%</i>
<i>Not important (net)</i>	<i>49%</i>

b. Their advertising shows a diversity of skin types/conditions

	<b>Total</b>
Very important	22%
Somewhat important	38%
Not very important	21%
Not important at all	19%
<i>Important (net)</i>	<i>60%</i>
<i>Not important (net)</i>	<i>40%</i>

c. Their advertising shows people my age

	<b>Total</b>
Very important	19%
Somewhat important	37%
Not very important	24%
Not important at all	19%
<i>Important (net)</i>	<i>56%</i>
<i>Not important (net)</i>	<i>44%</i>

d. Their advertising shows a variety of seasons

	<b>Total</b>
Very important	12%
Somewhat important	32%
Not very important	32%
Not important at all	25%
<i>Important (net)</i>	<i>43%</i>
<i>Not important (net)</i>	<i>57%</i>

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3. How important, if at all, are each of the following to you when choosing a skin care brand?

e. Their company shares my values

	<b>Total</b>
Very important	16%
Somewhat important	40%
Not very important	28%
Not important at all	16%
<i>Important (net)</i>	<i>56%</i>
<i>Not important (net)</i>	<i>44%</i>

4. Which of the following skin conditions, if any, do you suffer from?

	<b>Total</b>
Dry skin	44%
Sensitive skin	26%
Oily skin	19%
Acne	15%
Eczema	10%
Psoriasis	5%
None of the above	32%

5. How much do you agree or disagree with the following statements?

Total agree summary

	<b>Total</b>
I feel comfortable in my skin	84%
I can effectively manage my skin with the products I'm currently using	84%
I feel in control of my skin	77%
My skin care product(s) completely meet my skin care needs	76%
I enjoy trying new skin care products	58%
Skin care products are an essential purchase that I budget for	58%
People with skin conditions are accurately portrayed in media/advertising	53%
I enjoy researching the latest skin care trends	40%
My skin prevents me from doing the things I enjoy in life	22%



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements?

a. My skin prevents me from doing the things I enjoy in life

	<b>Total</b>
Strongly agree	6%
Somewhat agree	16%
Somewhat disagree	25%
Strongly disagree	53%
<i>Agree (net)</i>	<i>22%</i>
<i>Disagree (net)</i>	<i>78%</i>

b. People with skin conditions are accurately portrayed in media/advertising

	<b>Total</b>
Strongly agree	9%
Somewhat agree	44%
Somewhat disagree	36%
Strongly disagree	11%
<i>Agree (net)</i>	<i>53%</i>
<i>Disagree (net)</i>	<i>47%</i>

c. I feel in control of my skin

	<b>Total</b>
Strongly agree	22%
Somewhat agree	55%
Somewhat disagree	19%
Strongly disagree	4%
<i>Agree (net)</i>	<i>77%</i>
<i>Disagree (net)</i>	<i>23%</i>

d. I feel comfortable in my skin

	<b>Total</b>
Strongly agree	34%
Somewhat agree	50%
Somewhat disagree	12%
Strongly disagree	3%
<i>Agree (net)</i>	<i>84%</i>
<i>Disagree (net)</i>	<i>16%</i>



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5. How much do you agree or disagree with the following statements?

e. I can effectively manage my skin with the products I'm currently using

	<b>Total</b>
Strongly agree	26%
Somewhat agree	58%
Somewhat disagree	12%
Strongly disagree	4%
<i>Agree (net)</i>	<i>84%</i>
<i>Disagree (net)</i>	<i>16%</i>

f. I enjoy trying new skin care products

	<b>Total</b>
Strongly agree	17%
Somewhat agree	40%
Somewhat disagree	25%
Strongly disagree	17%
<i>Agree (net)</i>	<i>58%</i>
<i>Disagree (net)</i>	<i>42%</i>

g. I enjoy researching the latest skin care trends

	<b>Total</b>
Strongly agree	11%
Somewhat agree	29%
Somewhat disagree	31%
Strongly disagree	28%
<i>Agree (net)</i>	<i>40%</i>
<i>Disagree (net)</i>	<i>60%</i>

h. My skin care product(s) completely meet my skin care needs

	<b>Total</b>
Strongly agree	22%
Somewhat agree	55%
Somewhat disagree	18%
Strongly disagree	6%
<i>Agree (net)</i>	<i>76%</i>
<i>Disagree (net)</i>	<i>24%</i>



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5. How much do you agree or disagree with the following statements?

i. Skin care products are an essential purchase that I budget for

	<b>Total</b>
Strongly agree	17%
Somewhat agree	41%
Somewhat disagree	24%
Strongly disagree	18%
<i>Agree (net)</i>	<i>58%</i>
<i>Disagree (net)</i>	<i>42%</i>

6. Regardless of whether you suffer from any skin conditions, how do you feel when your skin is at its best?

	<b>Total</b>
Confident	55%
In control	35%
Energized / motivated	27%
Carefree	27%
Social / outgoing	24%
Hopeful	19%
Other	2%
None of the above	16%

7. Regardless of whether you suffer from any skin conditions, how do you feel when your skin is at its worst?

	<b>Total</b>
Self-conscious	43%
Anxious	23%
Not in control	21%
Anti-social / introverted	20%
Overwhelmed / burned out	13%
Hopeless	11%
Other	2%
None of the above	30%



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8. What time of year do you most often suffer from your skin condition(s)?

*Base: Skin condition sufferers*

	<b>Total (N=1368)</b>
Winter	52%
Summer	22%
Spring	9%
Fall	8%
No set season/All year long	29%

9. When you are experiencing symptoms related to your skin condition(s), do you do any of the following?

*Base: Skin condition sufferers*

	<b>Total (N=1368)</b>
Wear clothing that covers up your skin more than usual	23%
Limit the amount of time you are in public	18%
Avoid taking hot showers	14%
Avoid socializing with family and friends	13%
Avoid personal care appointments (e.g., hair, nails, spa)	8%
Avoid exercising	7%
None of the above	52%

10. On average, how many days per month, if any, do symptoms related to your skin condition(s) influence the decisions you make (what you wear, what you do, your regular skin care routine, etc.)?

*Base: Skin condition sufferers*

	<b>Total (N=1368)</b>
0	32%
1-7	38%
8-14	11%
15-29	14%
30-31	5%
<i>Mean</i>	6.6



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11. Have any of these conditions been diagnosed by a medical professional?

*Base: Skin condition sufferers*

	<b>Total (N=1368)</b>
Yes	30%
No	70%

12. Which of the below, if any, are a reason your skin condition(s) have not been diagnosed by a medical professional?

*Base: Have not had conditions diagnosed by a medical professional*

	<b>Total (N=967)</b>
My condition is not severe enough to visit a doctor	64%
Visiting a doctor is expensive	15%
I don't know where to go for treatment	6%
I have visited a doctor for my skin condition(s), but they did not formally diagnose me	5%
I am too embarrassed to visit a doctor	3%
None of the above	16%

13. Are you currently experiencing symptoms related to your skin condition(s)?

*Base: Skin condition sufferers*

	<b>Total (N=1368)</b>
Yes	41%
No	59%



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### About the Study

These are some of the findings of an Ipsos poll conducted between February 8-10, 2022 on behalf of Bodewell. For this survey, a sample of 2,010 adults age 18+ from the continental U.S., Alaska, and Hawaii, was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does 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 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education for the national sample and the statewide oversamples.

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. In this case, the poll has a credibility interval of plus or minus 2.7 percentage points for all Americans. 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=2,010, DEFF=1.5, adjusted Confidence Interval=+/-4.2 percentage points).

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### About Ipsos

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

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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