



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Wall Street Journal/Ipsos Poll

#### Topline Findings

*These are the results of a Wall Street Journal/Ipsos poll conducted between June 7-12, 2023. For this survey, a sample of 2,009 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.*

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

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#### Full Annotated Questionnaire

1. Which do you think looks most sexy on a man wearing a shirt?

	<b>Total (N=2,009)</b>
Zero buttons undone	12%
One top button undone	38%
Two top buttons undone	40%
Three or more top buttons undone	10%

2. Which of the following do you think looks most sexy on a man?

	<b>Total</b>
T-shirt and jeans	43%
A suit	34%
Shirt and chinos	14%
Athletic wear	9%

3. Which of the following do you think looks most sexy on a man?

	<b>Total</b>
Clean-shaven	44%
Stubble	26%
A beard	22%
A mustache	8%



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4. Which of the following shorts lengths do you find most sexy on a man?

	<b>Total</b>
Mid-thigh	19%
Just above the knee	64%
Below the knee	17%

5. Which of the following parts of the body do you think it is most sexy for a man to show?

	<b>Total</b>
Biceps	50%
Legs	15%
Collarbone	9%
Ankle	3%
None of the above	23%

6. How often, if ever, do you find the following sexy on a man?

*Always/Usually Summary Table*

	<b>Total</b>
Black clothes (N=1,004)	41%
Neutral-colored clothing (N=1,005)	36%
Colorful clothing (N=1,005)	28%
Glasses (N=1,004)	20%
Tight-fitting clothes	18%
Jewelry (N=1,004)	16%
Red clothes (N=1,004)	13%
Baggy clothes	10%

a. Baggy clothes

	<b>Total</b>
Always	3%
Usually	8%
Sometimes	25%
Rarely	35%
Never	30%
<i>Always/Usually (Net)</i>	<i>10%</i>
<i>Never/Rarely (Net)</i>	<i>65%</i>

b. Tight-fitting clothes

	<b>Total</b>
Always	4%
Usually	14%
Sometimes	36%
Rarely	22%
Never	23%
<i>Always/Usually (Net)</i>	<i>18%</i>
<i>Never/Rarely (Net)</i>	<i>46%</i>

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6. How often, if ever, do you find the following sexy on a man?

c. Colorful clothing

	<b>Total (N=1,005)</b>
Always	7%
Usually	21%
Sometimes	42%
Rarely	17%
Never	13%
<i>Always/Usually (Net)</i>	<i>28%</i>
<i>Never/Rarely (Net)</i>	<i>30%</i>

d. Neutral-colored clothing

	<b>Total (N=1,005)</b>
Always	9%
Usually	27%
Sometimes	44%
Rarely	9%
Never	11%
<i>Always/Usually (Net)</i>	<i>36%</i>
<i>Never/Rarely (Net)</i>	<i>20%</i>

e. Red clothing

	<b>Total (N=1,004)</b>
Always	4%
Usually	9%
Sometimes	36%
Rarely	30%
Never	21%
<i>Always/Usually (Net)</i>	<i>13%</i>
<i>Never/Rarely (Net)</i>	<i>52%</i>

f. Black clothing

	<b>Total (N=1,004)</b>
Always	15%
Usually	26%
Sometimes	36%
Rarely	10%
Never	13%
<i>Always/Usually (Net)</i>	<i>41%</i>
<i>Never/Rarely (Net)</i>	<i>23%</i>

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6. How often, if ever, do you find the following sexy on a man?

g. Jewelry

	<b>Total (N=1,004)</b>
Always	6%
Usually	10%
Sometimes	37%
Rarely	25%
Never	22%
<i>Always/Usually (Net)</i>	<i>16%</i>
<i>Never/Rarely (Net)</i>	<i>47%</i>

h. Glasses

	<b>Total (N=1,004)</b>
Always	7%
Usually	14%
Sometimes	54%
Rarely	13%
Never	13%
<i>Always/Usually (Net)</i>	<i>20%</i>
<i>Never/Rarely (Net)</i>	<i>26%</i>

7. How often, if ever, do you find the following shoes sexy on a man?

*Always/Usually Summary Table*

	<b>Total</b>
Formal dress shoes on men aged under 50	34%
Cowboy boots	23%
Sneakers on men aged 50 and over	22%
Open-toed sandals (N=1,005)	9%
Birkenstock open-toed sandals (N=1,004)	7%

a. Open-toed sandals

	<b>Total (N=1,005)</b>
Always	3%
Usually	6%
Sometimes	31%
Rarely	27%
Never	34%
<i>Always/Usually (Net)</i>	<i>9%</i>
<i>Never/Rarely (Net)</i>	<i>61%</i>

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7. How often, if ever, do you find the following shoes sexy on a man?

b. Birkenstock open-toes sandals

	<b>Total (N=1,004)</b>
Always	2%
Usually	6%
Sometimes	20%
Rarely	30%
Never	42%
<i>Always/Usually (Net)</i>	<i>7%</i>
<i>Never/Rarely (Net)</i>	<i>72%</i>

c. Cowboy boots

	<b>Total</b>
Always	11%
Usually	12%
Sometimes	30%
Rarely	20%
Never	27%
<i>Always/Usually (Net)</i>	<i>23%</i>
<i>Never/Rarely (Net)</i>	<i>47%</i>

d. Formal dress shoes on men aged under 50

	<b>Total</b>
Always	10%
Usually	24%
Sometimes	38%
Rarely	14%
Never	14%
<i>Always/Usually (Net)</i>	<i>34%</i>
<i>Never/Rarely (Net)</i>	<i>27%</i>

e. Sneakers on men aged 50 and over

	<b>Total</b>
Always	6%
Usually	16%
Sometimes	38%
Rarely	20%
Never	20%
<i>Always/Usually (Net)</i>	<i>22%</i>
<i>Never/Rarely (Net)</i>	<i>40%</i>



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8. How important, if at all, is being physically fit and muscular for a man to look sexy in clothes?

	<b>Total</b>
Very important	20%
Somewhat important	48%
Not very important	23%
Not at all important	9%
<i>Important (Net)</i>	<i>68%</i>
<i>Not important (Net)</i>	<i>32%</i>





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### About the Study

These are some of the findings of a poll Ipsos conducted between June 7-12, 2023, on behalf of The Wall Street Journal. For this survey, a sample of 2,009 U.S. adults age 18+ from the continental U.S., Alaska, and Hawaii were interviewed online in English.

The sample 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 2022 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, education and political party affiliation.

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 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=2,009, DEFF=1.5, adjusted Confidence Interval=+/- 4.2 percentage points).

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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.

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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