YouGov NY Makeun US_nat Sample: 25th - 26th April 2017

YouGov			Ger	der		Apr		Т		Regio					Race				Education					Marit	al Status			Children un	der the age of 18			ncome								Social neo	tworks membershi	4					
		Total	Male	Female	1810 34	35 to	S4 SS=	Non	theast Mi	idwest	South	West	White	Black	Hapan	Other (N	No HS, scho gradu	ol some co	ingo, 63	ear Po	ost Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No	Under \$40	k \$10k to \$8	k 580k+	Prefer not say	to Faceboo	k Twitter	Linkedir	Googles	MySpace	Pinteres	Tunkir	r Instagran	un nonquari	• Snapch	nat Perisco	ope Other	r Don't know	None
ZYM_q1_1. To what easent do you agree of each of the following statements? Please on each row.	disagree with select one option																																														
- Women mainly wear makeup in order to t thinking they're more attractive																																															
	Unweighted base Base: All US adults	1134	660	606	297	100	430		243	200	371	207	765	115	112	112	45	301		ico	113	501	20	115	61	337	30	276	804	410	322	260	152	900	494	290	331	74	307	90	320	- 4	199	22	- 20	11	133
	Strongly agree	19%	20%	13%	25%	191	% 16%			11%	20%	17%	16%	29%	29%	17%	24			2%	12%	19%	27%	20%	13%	21%	20%	24%	19%	28%	15%	12%	19%	20%	18%	17%	22%	27%	15%	22%	21%		21%		. 19%	8%	19%
	Somewhat agree Somewhat disagree	20%	37% 25%	34%	29%	221				20% 27%	30% 25%	42%	27%	23%	38% 15%	42%				2%	20%	29%	50%	37%	36%	30%	20%	20%	20%	34%	28%	39%	29%	35% 24%		34%	26%	266	20%	20%	21%	24%	20%	22%			38% 27%
	Strongly disagree	19%	12%	27%	21%	211	i 17%	- 1	15%	29%	19%	16%	21%	19%	19%		19	209	. 1	9%	24%	19%	4%	17%	22%	23%	20%	17%	20%	19%	20%	17%	26%	21%	22%	21%	20%	12%	27%	30%	22%	32%	20%	12%	21%	18%	19%
	Net: Agree	55%	62%	48%	54%	561	K 59%	- 6	10%	46%	56%	58%	52%	53%	67%	60%	62	529	- 4		41%	57%	27%	9%	49%	51%	54%	60%	53%	62%	53%	51%	48%	55%	50%	50%	56%	646	45%	42%	52%	24%	50%	56%	52%	47%	57%
	Nett Dissame	45%	37%	52%	46%	467	s 49%		10%	56%	46%	42%	48%	47%	20%	40%	- 30	479		2%	59%	43%	23%	40%	51%	49%	40%	40%	47%	38%	47%	49%	52%	45%	50%	50%	46%	36%	55%	58%	48%	20%	50%	460	6 6%	53%	43%
ZYM_qt_2 To what extent do you agree o each of the following statements? Please on each row.	disagree with select one option																																														
- Men mainly use beards to hide facial imp acre, thin lips, a weak chin, etc.)	enfections (e.g.,																																														
	Unweighted base	1124	498	626	297	1 20	5 492		240	249	371	267	765	115			1 40	381			113	561	20	115	61	337	30	276	348	410	322	210	152	900	400	290	331	74	307	- 20	329		199	22	- 2		143
	Base: All US adults	1106	550	556	345	321	8 433		992	229	366	270	706	134	163	106	45			54	103	526	19	106	54	366	56	292	824	419	321	221	146	900	434	279	342	73	295	93	330	5	199	21	32	10	133
	Strongly agree Somewhat agree	27%	12%	29%	54% 22%	291				17%	30%	29%	205	24%	12%	22%	10			206	21%	7% 30%	16%	9%	12%	21%	19%	10%	20%	13%	20%	9%	22%	9% 27%		20%	12%	20%	22%	11%	10%	24%	11%	1996			5% 29%
	Somewhat disagree	36%	36%	38%	32%	361				41%	32%	40%	20%	32%	20%	36%	32				40%	39%	35%	30%	40%	32%	20%	34%	37%	32%	35%	6%	32%			39%	36%	33%	36%	49%	32%	46%	40%	27%			36%
	Strongly disagree	28%	20%	28%	31%	311	S 265	- 3	19%	34%	28%	23%	28%	33%	31%	22%	28	200	. 2		20%	29%	13%	20%	13%	30%	57%	29%	28%	26%	32%	27%	28%	29%	27%	27%	29%	20%	35%	28%	32%	32%					30%
	Net: Agree Net: Disagree	30% 64%	37% 62%	34%	27% 62%	201	5 575 5 625		19%	25%	39%	37%	33%	39% 60%	40%	42%	- 40		2		27%	30%	52%	42%	47%	32%	17%	36%	30%	42%	33% 67%	20%	29%	30%	39%	33% 67%	30%	47%	29%	27%	32%	24%	32%	55%			34% 66%
ZYM, q2. in a spical meeth how much more estimate you spend on makeup/correction answer in the box below. If you're not sun best estimate.	Please type your	1134							Sah I	240	974			1 446	1 110	1 440					11)	601	60		- 61	1 999			540	1 40	1 400	1 500	1 460		1 400	1 00	1 994	1 74	1 907				1 166				1 90
	Base: All US adults	1106	550	556	345	321			252	229	366	270	706	134	163						103	526	19	106	54	366	36	292	824	419	321	221	146			279	342	73	285	90	330	5	198			10	133
	Purchase Maleup	36%	8%	666	34%	401				41%	42%	29%	40%	29%	26%						46%	40%	37%	20%	465	31%	29%	44%	33%	33%		42%					38%	29%	59%	46%							24%
Not applicable - Ido not punches 2YM_q2_open. In a typical month how mu you estimate you speed on makeup/coam your assess in the box below. If you're no your best estimate.	th money would sign? Please type	64%	60%	38%	66%	601	s 60%	, ,	12%	SINL	57%	71%	60%	71%	34%	65%		640	. 6	en.	50%	60%	42%	ers.	58%	69%	71%	56%	676	67%	40%	58%	60%	62%	60%	61%	62%	41%	41%	Ses	52%	24%	52%	66%	57%	40%	70%
	Unweighted base	1124	490	626 556	297	300	5 492		243	265	371	267	765	115	112	112	45	381		100	113	501 526	20	115	61	337	30	276	848	410	322	260	152	900	433	290	331	74	307	89	329	- 4	196	22	32	11	143
	Base: All US adults	66%	94%	38%	67%	621	6 67%		16%	61%	58%	72%	62%	72%	765	71%	- 40			1%	58%	63%	43%	71%	58%	70%	71%	58%	68%	69%	66%	60%	69%	62%	62%	64%	62%	62%	42%	56%	54%	24%	54%	66%	6 61%	76%	79%
	\$1 10 \$20	21%	3%	39%	19%	241	S 21%	1	15%	29%	25%	16%	25%	19%	10%	20%	19	229	. 2	4%	21%	266	19%	19%	28%	18%	12%	22%	21%	19%	20%	20%	22%	23%	21%	22%	19%	20%	36%	29%	25%	20%	26%	4%	22%	16%	54%
	\$21 to \$50	10%	2%	19%	9%	101				10%	12%	2%	10%	10%	9%	6%	91			1%	15%	10%	166	10%	16%	9%	14%	13%	2%	2%	11%	9%	12%	11%		10%	12%	13%	15%	11%	13%		11%	19%		2%	1%
	\$51 to \$100 \$101 or more	2%	1%	2%	2%	20			2%	7%	2%	2%	2%	1%	2%	1%	19			1%	2%	2%		2%		2%	. 2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	25	- 15		95	4%			1%
	\$101 or more Ason All respondents	19.10	21.10	17.13	41.21	10.0	54 7.96	- 4	0.77	7.11	18.55	9.81	23.89	8.44	13.94	9.69	8.7	9.4	10	2.56	110.42	30.18	9.74	7.03	8.16	9.73	807	52.47	7.71	8.63	10.59	59.27	8.63	21.63	36.95	40.32	37.98	123.11	19.68	15.39	22.25		28.05	5 24.76	9 17.64		6.75
Mea	Makeup purchasers	56.71	330.48	27.65	125.70	27.6	65 24.29	- 1	55.06	18.17	4431	26.49	6271	29.96	53.14	29.64	26	4 273	3	2.36	263.29	80.48	26.44	23.85	1936	32.11	31.33	124.31	24.40	28.03	31.09	140.99	24.32	58.76	9672	110.71	103.63	327.23	29.27	35.19	48.00	11.18	60.37	68.33	2 44.69	9 1321	31.06
ZYM_q2. Please imagine that your favorite brand was reported to test it's products o likely or unlikely would you be to stop pur brand?	animals, How																																														
	Unweighted base	1124	400	626	297	200	5 482		240	269	371	267	765	115	112	112	- 40	- 30		103	113	561	20	115	61	207	30	276	848	410	322	240	152	900	433	290	331	74	307	- 10	329	- 4	199	22	- 2	- 11	143
	State	1106	550	556	345	321	8 433		992	229	366	270	706	134	163	106	45	361		94	103	526	19	106	54	366	54	292	824	419	321	221	146	900	404	279	342	73	295	93	230	5	199	21	32	10	133
	Very Skely Somewhat Skely	32% 22%	25%	38% 25%	31%	211				35% 22%	21%	20%	21%	27%	19%	31%					20%	31% 20%	39% 25%	30% 19%	20%	28%	25%	25%	22%	39% 29%	29%	39% 19%	20%	32% 24%		34%	22%	20%	24%	49% 21%	35% 27%	24%	32%	30%			24%
	Somewhat likely Somewhat unlikely	22%	20%	21%	26%	191				20%	21%	20%	27%	19%	20%						20%	23%	20%	21%	20%	20%	29%	22%	22%	19%	27%	25%				22%	17%	196	21%	19%							
	Very unlikely	24%	34%	196	19%	291	5 30%	1		22%	24%	20%	25%	27%	20%	22%					20%	20%	18%	29%	28%	20%	35%	20%	20%	22%	23%	25%	39%	22%		25%	24%	32%	19%	16%	20%		16%				38%