



Mirror/Mirror: AARP Survey of Black Women’s Reflections on Beauty, Age, and Media (2021) Annotated Questionnaire

April 2021

Survey sponsor	AARP
Survey/Data collection supplier	NORC at the University of Chicago
Population represented	U.S. African-American women ages 18-plus
Sample size	1,884; 805 ages 18-49, 1,079 ages 50-plus
Mode of data collection	AmeriSpeak online panel and telephone (RDD landline and RDD cell phones); Dynata online panel
Type of sample (probability/non-probability)	Probability for AmeriSpeak; Non-probability for Dynata
Start and end dates of data collection	November 17, 2020 – December 15, 2020
Margin of sampling error for total African American sample, including the design effect	+/- 2.8 percentage points at the 95% confidence level
Margin of sampling error for key subgroups, including the design effect	+/- 3.8 percentage points at the 95% confidence level for African American women ages 50-plus
Weighting	The data are weighted to the U.S. population of women ages 18-plus by race/ethnicity by age, race/ethnicity by region, race/ethnicity by education, age by education, age by English proficiency, and age by country of birth to benchmarks derived from the March 2020 Current Population Survey, as well as predicted values of survey variables from small area estimation models.

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Main

Q1. In general, how important was your beauty and personal grooming routine to you before the coronavirus pandemic?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 11/17-12/15	All women	18-49	50+
Very/Somewhat important	91	89	94
Very important	57	52	62
Somewhat important	34	37	31
Not too/Not at all important	9	11	6
Not too important	8	9	6
Not at all important	1	2	*
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,884	805	1,079

Q2 Since the coronavirus pandemic began, would you say your beauty and personal grooming routine has become more important to you, less important, or has there been no difference?

NORC 11/17-12/15	All women	18-49	50+
A lot/Somewhat more important	28	32	25
A lot important	15	15	15
Somewhat more important	14	17	10
No difference	42	37	48
Somewhat less important/A lot less important	29	31	27
Somewhat less important	21	21	21
A lot less important	8	10	6
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079



Q3. Since the coronavirus pandemic began, have you done each of the following more often, less often, or about as often as before?

[GRID ITEMS RANDOMIZED]

Focused on your health than your appearance

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	60	57	63
Much more often	34	32	36
Somewhat more often	26	26	27
No change	30	29	30
Somewhat/Much less often	9	12	5
Somewhat less often	6	8	3
Much less often	3	4	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Cared about what people think about your appearance

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	19	25	14
Much more often	9	11	6
Somewhat more often	11	13	8
No change	49	43	55
Somewhat/Much less often	31	31	31
Somewhat less often	15	15	16
Much less often	16	17	15
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079



Been confident in your appearance

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	31	34	27
Much more often	15	17	14
Somewhat more often	16	17	14
No change	46	40	52
Somewhat/Much less often	22	24	20
Somewhat less often	17	17	17
Much less often	5	7	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Focused on your inner peace than outer beauty

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	58	58	58
Much more often	31	31	31
Somewhat more often	27	27	27
No change	34	32	35
Somewhat/Much less often	7	8	6
Somewhat less often	4	5	4
Much less often	3	3	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Felt pressure to appear youthful

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	18	24	12
Much more often	7	11	4
Somewhat more often	10	13	8
No change	57	52	63
Somewhat/Much less often	24	23	25
Somewhat less often	11	11	11
Much less often	13	12	14
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Felt obligated to follow conventional forms of beauty

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	21	24	17
Much more often	8	10	6
Somewhat more often	13	14	11
No change	51	48	55
Somewhat/Much less often	27	27	27
Somewhat less often	15	14	15
Much less often	13	13	12
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Q4. Which of the following statements is closest to your opinion?

NORC 11/17-12/15	All women	18-49	50+
During the pandemic, you changed your personal grooming of beauty routine but will go back to the way it was when the outbreak is over	22	22	22
During the pandemic, you changed your personal grooming or beauty routine and will keep at least some of the changes even after the outbreak is over	34	41	27
You haven't changed your personal grooming or beauty routine during the pandemic	43	35	51
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

Q5. Since the start of the coronavirus pandemic, do you think the standards of beauty for women in the U.S. have been raised, lowered, or remained the same?

NORC 11/17-12/15	All women	18-49	50+
Raised a lot/somewhat	21	26	15
Raised a lot	9	12	6
Raised somewhat	12	14	9
Remained the same	48	45	50
Lowered somewhat/a lot	30	27	33
Lowered somewhat	25	22	27
Lowered a lot	5	5	6
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

If raised a lot, raised somewhat, lowered somewhat, or lowered a lot in Q5

Q6. Which of the following statements is closer to your opinion?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 11/17-12/15	All women	18-49	50+
These new standards of beauty for women established during the pandemic should go back to the way they were before the pandemic began.	37	38	36
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	62	61	63
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	992	439	553

Those who say standards of beauty for women have been raised a lot or raised somewhat in Q5

NORC 11/17-12/15	All women	18-49	50+
These new standards of beauty for women established during the pandemic should go back to the way they were before the pandemic began.	39	44	31
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	60	55	68
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	384	221	163

**Sample sizes below n=100, too small to analyze.*

Those who say standards of beauty for women have been lowered a lot or lowered somewhat in Q5

NORC 11/17-12/15	All women	18-49	50+
These new standards of beauty for women established during the pandemic should go back to the way they were before the pandemic began.	36	33	39
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	63	66	60
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	608	218	389



If these new standards of beauty for women established during the pandemic should go back to the way they were before the pandemic began in Q6

Q7. And how likely do you think it is that these new standards of beauty for women established during the pandemic will go back to the way they were before the pandemic began?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 11/17-12/15	All women	18-49	50+
Extremely/Very likely	42	36	48
Extremely likely	16	17	14
Very likely	26	19	34
Somewhat likely	35	37	33
Not very/Not at all likely	23	27	19
Not very likely	16	16	15
Not at all likely	8	11	4
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	-	-	-
N=	375	172	203

Those who say standards of beauty for women have been raised a lot or raised somewhat in Q5

NORC 11/17-12/15	All women	18-49	50+*
Extremely/Very likely	45	45	
Extremely likely	21	23	
Very likely	24	22	
Somewhat likely	25	26	
Not very/Not at all likely	30	30	
Not very likely	19	19	
Not at all likely	11	11	
DON'T KNOW	-	-	
SKIPPED ON WEB/REFUSED	-	-	
N=	154	101	53

**Sample sizes below n=100, too small to analyze.*

Those who say standards of beauty for women have been lowered a lot or lowered somewhat in Q5

NORC 11/17-12/15	All women	18-49*	50+
Extremely/Very likely	39		48
Extremely likely	12		13
Very likely	27		35
Somewhat likely	42		37
Not very/Not at all likely	19		16
Not very likely	13		13
Not at all likely	6		2
DON'T KNOW	*		1
SKIPPED ON WEB/REFUSED	-		-
N=	221		149

**Sample sizes below n=100, too small to analyze.*

If these new standards of beauty for women established during the pandemic should continue after the pandemic ends in Q6

Q8. And how likely do you think it is that these new standards of beauty for women established during the pandemic will continue after the pandemic ends?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 11/17-12/15	All women	18-49	50+
Extremely/Very likely	35	35	36
Extremely likely	12	12	12
Very likely	23	23	23
Somewhat likely	40	39	41
Not very/Not at all likely	24	26	23
Not very likely	19	19	20
Not at all likely	5	7	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	606	261	345



Those who say standards of beauty for women have been raised a lot or raised somewhat in Q5

NORC 11/17-12/15	All women	18-49	50+
Extremely/Very likely	61	56	67
Extremely likely	25	25	26
Very likely	35	31	41
Somewhat likely	30	29	31
Not very/Not at all likely	9	14	3
Not very likely	6	9	2
Not at all likely	3	5	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-
N=	226	118	107

Those who say standards of beauty for women have been lowered a lot or lowered somewhat in Q5

NORC 11/17-12/15	All women	18-49	50+
Extremely/Very likely	18	18	19
Extremely likely	3	2	5
Very likely	15	16	14
Somewhat likely	47	46	47
Not very/Not at all likely	35	35	34
Not very likely	28	26	29
Not at all likely	7	9	5
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	-	*
N=	380	143	237

Q9. Since the coronavirus pandemic began, would you say you have become more self-conscious about your physical appearance, less self-conscious, or there is no difference?

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat more self-conscious	28	33	23
A lot more self-conscious	10	13	8
Somewhat more conscious	18	20	15
No difference	50	43	56
Somewhat/A lot less self-conscious	21	22	20
Somewhat less self-conscious	15	15	15
A lot less self-conscious	6	7	5
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

EMPLOY1. What statement best describes your current employment status?

NORC 11/17-12/15	All women	18-49	50+
Employed	47	62	33
Working remotely as a paid employee	16	21	12
Working in-person as a paid employee	23	29	18
Working remotely – self-employed	4	6	2
Working in-person – self-employed	3	5	2
Not employed	52	38	67
Not working – laid off or furloughed since the start of the coronavirus pandemic	7	10	4
Not working – unemployed looking for work since before the coronavirus pandemic	7	8	5
Not working – retired	20	1	39
Not working – disabled	9	4	14
Not working – student	4	6	1
Not working – other	6	8	5
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Q10. Have you felt pressure from any of the following to keep up with your physical appearance during the coronavirus pandemic?

All women

NORC 11/17-12/15	Yes
Yourself	36
Spouse or partner	7
Friends or other family	11
<i>If working remotely or in-person as a paid employee</i> Bosses or managers	1
<i>If working remotely or in-person as a paid employee</i> Co-workers	2
Social media	10
Media in general	5
Church groups or other religious groups	2
Other – please specify	1
Have not felt pressure from any of these	51
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N= 1,884	

18-49

NORC 11/17-12/15	Yes
Yourself	42
Spouse or partner	10
Friends or other family	17
<i>If working remotely or in-person as a paid employee</i> Bosses or managers	1
<i>If working remotely or in-person as a paid employee</i> Co-workers	3
Social media	15
Media in general	6
Church groups or other religious groups	1
Other – please specify	1
Have not felt pressure from any of these	37
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N= 805	

50+

NORC 11/17-12/15	Yes
Yourself	29
Spouse or partner	4
Friends or other family	5
<i>If working remotely or in-person as a paid employee</i> Bosses or managers	*
<i>If working remotely or in-person as a paid employee</i> Co-workers	1
Social media	4
Media in general	3
Church groups or other religious groups	4
Other – please specify	2
Have not felt pressure from any of these	65
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N= 1,079



Q11. Since the start of the coronavirus pandemic, have you felt more pressure, less pressure, or experienced no change in pressure to do each of the following?

[Randomize grid items]

To post good photos of yourself on social media

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	17	26	8
A lot more pressure	7	11	3
Somewhat pressure	10	15	5
No change in pressure	65	55	75
Somewhat/A lot less pressure	16	17	16
Somewhat less pressure	6	7	5
A lot less pressure	11	10	11
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

To look a certain way

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	18	27	10
A lot more pressure	7	11	3
Somewhat pressure	11	15	6
No change in pressure	61	50	72
Somewhat/A lot less pressure	20	22	18
Somewhat less pressure	9	11	7
A lot less pressure	11	11	11
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

To wear clothing that is considered appropriate for your age

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	13	20	6
A lot more pressure	5	9	2
Somewhat pressure	7	11	4
No change in pressure	72	63	81
Somewhat/A lot less pressure	14	15	12
Somewhat less pressure	5	6	4
A lot less pressure	9	9	8
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

To have hair that conforms to other people's standards

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	15	21	9
A lot more pressure	6	9	3
Somewhat pressure	9	12	6
No change in pressure	64	56	72
Somewhat/A lot less pressure	20	21	19
Somewhat less pressure	8	9	7
A lot less pressure	12	12	12
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

To wear makeup

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	11	17	5
A lot more pressure	5	8	2
Somewhat pressure	6	10	3
No change in pressure	62	56	69
Somewhat/A lot less pressure	25	25	25
Somewhat less pressure	10	10	10
A lot less pressure	15	15	15
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079



Q12. Since the coronavirus pandemic began, have you become more or less comfortable with each of the following, or has your comfort level not changed?

[Randomize grid items]

Letting your hair (or roots) go gray

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	16	15	17
No change since the pandemic began	53	42	63
Less comfortable now that before the pandemic	10	11	10
Not applicable	20	31	9
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Wearing your hair natural

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	25	28	21
No change since the pandemic began	58	51	65
Less comfortable now that before the pandemic	8	10	7
Not applicable	8	9	6
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

Not having your nails done or manicured

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	17	21	14
No change since the pandemic began	53	50	56
Less comfortable now that before the pandemic	14	16	13
Not applicable	15	12	17
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

Q13. When doing errands outside your house since the coronavirus pandemic began, have you become more or less comfortable with each of the following, or has your comfort level not changed?

[Randomize grid items]

Wearing athletic clothing or loungewear

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	29	33	25
No change since the pandemic began	54	49	59
Less comfortable now that before the pandemic	7	9	5
Not applicable	9	7	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Not having your hair done or styled

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	24	28	20
No change since the pandemic began	54	51	58
Less comfortable now that before the pandemic	12	12	13
Not applicable	9	8	9
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Wearing head coverings like scarves, bandanas, turbans, or headwraps, bands, hats, or caps to cover your hair

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	26	30	23
No change since the pandemic began	53	50	55
Less comfortable now that before the pandemic	7	8	5
Not applicable	13	10	16
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Not wearing make-up

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	22	24	20
No change since the pandemic began	54	50	57
Less comfortable now that before the pandemic	9	10	8
Not applicable	14	14	14
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

Wearing clothing or make-up that expresses your culture

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	16	21	11
No change since the pandemic began	62	57	67
Less comfortable now that before the pandemic	7	7	6
Not applicable	15	13	16
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

Q14. *When going to work or joining video calls with work colleagues since the coronavirus pandemic began, have you become more or less comfortable with each of the following, or has your comfort level not changed?*

[Randomize grid items]

Wearing athletic clothing or loungewear

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	30	32	27
No change since the pandemic began	49	48	51
Less comfortable now that before the pandemic	6	6	7
Not applicable	13	13	13
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	897	514	383

Not having your hair done or styled

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	26	28	21
No change since the pandemic began	51	50	54
Less comfortable now that before the pandemic	15	15	15
Not applicable	8	7	9
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	*	1
N=	897	514	383

Wearing head coverings like scarves, bandanas, turbans, or headwraps, bands, hats, or caps to cover your hair

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	25	26	22
No change since the pandemic began	51	51	51
Less comfortable now that before the pandemic	9	9	9
Not applicable	15	13	18
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	897	514	383

Not wearing make-up

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	22	22	22
No change since the pandemic began	53	53	52
Less comfortable now that before the pandemic	9	9	10
Not applicable	15	15	16
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	897	514	383

Wearing clothing or make-up that expresses your culture

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	19	21	16
No change since the pandemic began	60	57	64
Less comfortable now than before the pandemic	6	7	6
Not applicable	14	14	13
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	897	514	383

Q15. Since the pandemic started, did you...?

NORC 11/17-12/15	All women	18-49	50+
Continue to dye your hair	24	18	30
Stop dyeing your hair	13	14	13
Not dye your hair before the pandemic	57	59	55
Start to dye your hair during the pandemic	5	8	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

Q16. Since the coronavirus pandemic began, would you say you have used each of the following more often, less often, or neither more or less often?

[RANDOMIZE GRID ITEMS]

All women

NORC 11/17-12/15	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	29	19	51	*	1
Body skincare products, like serums or moisturizers	30	19	50	*	1
Hair products, like conditioners, oils, or hair-masks	31	20	49	*	1
Sunscreen or face or body	9	25	65	*	1
Eye makeup products	10	32	57	*	1
Lipstick	9	39	51	*	1
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	35	15	50	*	1
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	14	31	54	*	1
N=1,884					



18-49

NORC 11/17-12/15	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	35	21	43	-	2
Body skincare products, like serums or moisturizers	34	23	41	-	2
Hair products, like conditioners, oils, or hair-masks	36	22	41	-	1
Sunscreen or face or body	13	28	58	-	1
Eye makeup products	13	33	52	-	1
Lipstick	12	37	50	-	1
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	41	16	42	-	1
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	19	31	49	-	1
N=805					

50+

NORC 11/17-12/15	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	23	17	60	*	*
Body skincare products, like serums or moisturizers	26	16	58	*	*
Hair products, like conditioners, oils, or hair-masks	25	17	57	*	1
Sunscreen or face or body	6	22	72	*	1
Eye makeup products	7	30	62	*	1
Lipstick	6	42	51	*	1
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	28	14	58	*	1
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	10	30	59	*	1
N=1,079					

Q17. Since the coronavirus pandemic began, have you used a video conferencing application like Zoom, Skype, or FaceTime for any of the following?

[RANDOMIZE GRID ITEMS]

All women

NORC 11/17-12/15	Yes
Keep in touch with friends or family	53
<i>If employed in EMPLOY1</i> Attend work meetings	23
Attend church or other religious meetings	29
Attend other types of meetings such as support groups, social groups, or community groups	25
Haven't used a video conferencing application	25
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=1,884	

18-49

NORC 11/17-12/15	Yes
Keep in touch with friends or family	57
<i>If employed in EMPLOY1</i> Attend work meetings	28
Attend church or other religious meetings	24
Attend other types of meetings such as support groups, social groups, or community groups	30
Haven't used a video conferencing application	19
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	2
N=805	

50+

NORC 11/17-12/15	Yes
Keep in touch with friends or family	50
<i>If employed in EMPLOY1</i> Attend work meetings	17
Attend church or other religious meetings	34
Attend other types of meetings such as support groups, social groups, or community groups	21
Haven't used a video conferencing application	31
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,079	



Q18. Compared to when you meet with people in-person, does using video conferencing applications make you more self-conscious about your appearance, less self-conscious, or is there no difference?

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat more self-conscious	40	42	37
A lot more self-conscious	16	16	15
Somewhat more conscious	24	26	22
No difference	48	43	54
Somewhat/A lot less self-conscious	12	14	8
Somewhat less self-conscious	8	10	6
A lot less self-conscious	3	4	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,426	644	782

Q20. Think about your own beauty and personal grooming routine. Have you experienced anything positive because of the pandemic?

NORC 11/17-12/15	All women	18-49	50+
Yes	42	45	39
No	57	54	61
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079

If yes in Q20

Q20A. What is the most positive thing you have experienced?

Q21. And thinking about your own beauty and personal grooming routine, have you experienced anything negative because of the pandemic?

NORC 11/17-12/15	All women	18-49	50+
Yes	25	30	20
No	74	69	79
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

If yes in Q21

Q21A. What is the most negative thing you have experienced?

Q22. Think about the impact from the coronavirus pandemic on various aspects of your life, including the physical and mental health of you and your family, and the effect on your and your family's finances. Has worry or stress resulting from the pandemic caused you to experience any of the following, or not?

[RANDOMIZE GRID ITEMS]

All women

NORC 11/17-12/15	Yes	No	DK	SKP/REF
Trouble falling asleep	39	60	-	1
Trouble staying asleep	40	59	-	1
Sleeping too much	23	76	-	1
Poor appetite	22	77	-	1
Eating too much	45	54	*	1
Weight gain	46	53	*	1
Weight loss	18	81	-	1
Hair loss or thinning	19	80	*	1
Teeth clenching, grinding or cracking	17	81	*	1
Dry or itchy skin	33	66	-	1
Acne outbreak	21	78	-	1
N=1,884				

18-49

NORC 11/17-12/15	Yes	No	DK	SKP/REF
Trouble falling asleep	44	54	-	1
Trouble staying asleep	44	55	-	1
Sleeping too much	32	66	-	2
Poor appetite	28	70	-	1
Eating too much	50	49	-	1
Weight gain	51	48	-	1
Weight loss	22	76	-	1
Hair loss or thinning	18	80	*	1
Teeth clenching, grinding or cracking	24	74	-	2
Dry or itchy skin	36	63	-	1
Acne outbreak	33	66	-	1
N=805				

50+

NORC 11/17-12/15	Yes	No	DK	SKP/REF
Trouble falling asleep	34	65	-	1
Trouble staying asleep	37	63	-	*
Sleeping too much	14	85	-	1
Poor appetite	15	84	-	1
Eating too much	39	60	*	1
Weight gain	42	57	*	*
Weight loss	13	86	-	1
Hair loss or thinning	19	80	*	1
Teeth clenching, grinding or cracking	11	88	*	1
Dry or itchy skin	29	70	-	1
Acne outbreak	9	90	-	*
N=1,079				

Q23. Many big, traditional beauty companies are now making and marketing products and services to include people with different hair types and skin tones. How much do you agree or disagree with the following statements?

[RANDOMIZE GRID ITEMS]

The expanded products and services for diverse people from big, traditional beauty companies are still too limited.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	49	50	49
Strongly agree	20	23	16
Somewhat agree	30	27	32
Neither agree nor disagree	39	38	39
Somewhat/Strongly disagree	11	10	11
Somewhat disagree	6	5	7
Strongly disagree	4	5	4
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

The big, traditional beauty companies are only looking to make a profit.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	56	55	57
Strongly agree	26	25	26
Somewhat agree	30	30	31
Neither agree nor disagree	34	34	34
Somewhat/Strongly disagree	9	10	8
Somewhat disagree	6	7	5
Strongly disagree	3	3	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079



The products and services for diverse people from big, traditional beauty companies are of inferior quality compared with their other products and services.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	32	37	26
Strongly agree	11	14	8
Somewhat agree	20	23	18
Neither agree nor disagree	51	48	55
Somewhat/Strongly disagree	15	13	17
Somewhat disagree	10	8	12
Strongly disagree	6	6	5
DON'T KNOW	1	-	2
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

Minority owned beauty brands provide better products and services for diverse people than traditional beauty brands like Maybelline or L'Oreal.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	54	50	51
Strongly agree	26	30	22
Somewhat agree	28	26	29
Neither agree nor disagree	36	34	38
Somewhat/Strongly disagree	9	9	9
Somewhat disagree	6	6	5
Strongly disagree	4	3	4
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

You are more likely to buy from big, traditional beauty companies that are inclusive of diverse people.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	37	39	36
Strongly agree	16	19	14
Somewhat agree	21	20	22
Neither agree nor disagree	40	40	40
Somewhat/Strongly disagree	21	20	23
Somewhat disagree	12	12	13
Strongly disagree	9	8	10
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Q24. Do you rely on any home remedies to meet your beauty and personal grooming needs, or not?

NORC 11/17-12/15	All women	18-49	50+
Yes	33	38	27
No	66	60	72
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Q25. How much do you agree or disagree with the following statements about beauty and personal grooming products and services?

[GRID ITEMS RANDOMIZED]

There should be more beauty and personal grooming products and services tailored to people with your skin tone.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	62	61	64
Strongly agree	37	38	35
Somewhat agree	25	23	28
Neither agree nor disagree	29	31	27
Somewhat/Strongly disagree	8	7	9
Somewhat disagree	5	4	7
Strongly disagree	2	3	2
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

There should be more beauty and personal grooming products and services tailored to people with your hair type.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	61	62	61
Strongly agree	37	39	35
Somewhat agree	24	23	26
Neither agree nor disagree	30	30	30
Somewhat/Strongly disagree	8	7	8
Somewhat disagree	5	4	5
Strongly disagree	3	3	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079



There should be more beauty and personal grooming products and services tailored to people your age.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	51	45	58
Strongly agree	27	23	31
Somewhat agree	24	22	26
Neither agree nor disagree	40	45	35
Somewhat/Strongly disagree	8	8	7
Somewhat disagree	4	5	4
Strongly disagree	3	4	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

There should be more beauty and personal grooming products and services tailored to people to women going through perimenopause and/or menopause.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	53	49	57
Strongly agree	28	26	31
Somewhat agree	25	23	26
Neither agree nor disagree	39	42	36
Somewhat/Strongly disagree	7	8	7
Somewhat disagree	4	5	4
Strongly disagree	3	3	3
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Q26. What sources of information do you use to find out about beauty and personal grooming?

All women

NORC 11/17-12/15	Yes
Facebook	29
Instagram	25
Twitter	8
Pinterest	18
A search engine	24
Television	34
Newspaper	7
Radio	8
Magazines	28
From a blog	8
YouTube	41
From friends or family (including in person, by phone, email, text or messaging apps)	39
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	28
Some other social media site	5
None of the above	13
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=1,884	

18-49

NORC 11/17-12/15	Yes
Facebook	35
Instagram	40
Twitter	13
Pinterest	24
A search engine	26
Television	25
Newspaper	4
Radio	6
Magazines	16
From a blog	10
YouTube	54
From friends or family (including in person, by phone, email, text or messaging apps)	34
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	26
Some other social media site	5
None of the above	10
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=805	

50+

NORC 11/17-12/15	Yes
Facebook	24
Instagram	9
Twitter	4
Pinterest	13
A search engine	21
Television	44
Newspaper	10
Radio	9
Magazines	40
From a blog	5
YouTube	27
From friends or family (including in person, by phone, email, text or messaging apps)	44
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	30
Some other social media site	5
None of the above	17
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,079	

Q27. Since the coronavirus pandemic began, are you more likely to focus on media that emphasizes health over beauty, less likely, or has there been no change? By media, we mean print, online, social media, TV, etc.

NORC 11/17-12/15	All women	18-49	50+
A lot/Somewhat more likely	31	34	28
A lot more likely	14	15	13
Somewhat more likely	17	19	15
No change	58	55	61
Somewhat/A lot less likely	10	10	10
Somewhat less likely	6	6	6
A lot less likely	4	4	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Q28. Since the coronavirus pandemic began how much money do you think you spend in a typical month on beauty/personal grooming products for yourself not for other people?

NORC 11/17-12/15	All women	18-49	50+
\$10 or less	20	17	26
\$11-\$25	25	21	31
\$26-\$50	25	28	25
\$51-\$100	14	19	10
More than \$100	11	15	8
Median	\$30	\$40	\$25
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	6	9	2
N=	1,884	805	1,049

If entered a response other than don't know, skipped, or refused

Q29. Would you say this amount is more, less, or about the same as you spent in a typical month on beauty or personal grooming products for yourself before the pandemic began?

NORC 11/17-12/15	All women	18-49	50+
Spend a lot/a little more money now	15	22	9
Spend a lot more money now	5	8	3
Spend a little more money now	10	14	7
Spend about the same amount now	52	47	57
Spend a little/a lot less money now	32	31	33
Spend a little less money now	17	18	16
Spend a lot less money now	15	13	16
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	*	1
N=	1,775	726	1,049



Q30. On *average* about how many minutes do you spend on your beauty or personal grooming regimen, such as hair, skin, make-up, or shaving, *in the morning*? Please give your best estimate.

NORC 11/17-12/15	All women	18-49	50+
Less than 5 minutes	15	19	14
6-10 minutes	17	17	19
11-15 minutes	13	12	15
16-20 minutes	12	13	13
21-25 minutes	2	3	2
26-30 minutes	18	16	22
31-35 minutes	1	2	1
More than 35 minutes	15	18	14
Median	20	20	20
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	6	10	2
N=	1,884	805	1,079

Q31. On *average* about how many minutes do you spend on your beauty or personal grooming regimen, such as hair, skin, make-up, or shaving, *in the evening*? Please give your best estimate.

NORC 11/17-12/15	All women	18-49	50+
Less than 5 minutes	30	29	34
6-10 minutes	18	18	20
11-15 minutes	10	9	13
16-20 minutes	9	11	10
21-25 minutes	2	3	1
26-30 minutes	14	16	14
31-35 minutes	1	1	*
More than 35 minutes	10	13	8
Median	10	15	10
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	6	10	2
N=	1,884	805	1,049

Q32. Overall, would you say the average amount of time you spend *per day, that is morning and evening*, on your beauty or personal grooming regimen is more, less, or the same as you spent in a typical day before the pandemic began?

NORC 11/17-12/15	All women	18-49	50+
Spend a lot/a little more time now	16	22	9
Spend a lot more time now	6	8	4
Spend a little more time now	10	14	6
Spend about the same time now	56	49	63
Spend a little/a lot less time now	27	27	28
Spend a little less time now	16	16	16
Spend a lot less time now	11	11	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

Q33. How much do you agree or disagree with the following statement: I feel more comfortable in my own skin as I age.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	82	76	88
Strongly agree	46	38	55
Somewhat agree	36	38	33
Somewhat/Strongly disagree	16	21	11
Somewhat disagree	12	16	8
Strongly disagree	4	5	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	2	3	*
N=	1,884	805	1,079

Q34. How much do you agree or disagree with the following statements about beauty and personal grooming ads?

[RANDOMIZE GRID ITEMS]

I wish beauty and personal grooming ads had more realistic images of women my age

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	82	80	83
Strongly agree	41	39	44
Somewhat agree	40	41	39
Somewhat/Strongly disagree	17	18	15
Somewhat disagree	12	14	9
Strongly disagree	5	4	6
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	2	1
N=	1,884	805	1,079

Too often, the women in beauty and personal grooming ads are very young, even when the products are intended for older women.

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	79	76	82
Strongly agree	34	30	38
Somewhat agree	45	46	44
Somewhat/Strongly disagree	19	22	17
Somewhat disagree	15	18	12
Strongly disagree	4	4	4
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

Q35. Now, think about ads in general – not just for beauty and personal grooming – how much do you agree or disagree with the following statements?

[RANDOMIZE GRID ITEMS]

Women my age are under-represented in ads

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	68	56	80
Strongly agree	30	22	39
Somewhat agree	37	34	41
Somewhat/Strongly disagree	30	42	19
Somewhat disagree	22	31	14
Strongly disagree	8	10	5
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	2	3	1
N=	1,884	805	1,079

I prefer to buy from brands that feature a mix of ages in their ads

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	77	75	81
Strongly agree	33	32	34
Somewhat agree	45	43	46
Somewhat/Strongly disagree	20	23	18
Somewhat disagree	15	18	12
Strongly disagree	5	5	6
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	2	3	1
N=	1,884	805	1,079

In ads, images of women my age reinforce outdated stereotypes

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	61	58	64
Strongly agree	22	21	22
Somewhat agree	39	36	41
Somewhat/Strongly disagree	36	39	34
Somewhat disagree	28	30	26
Strongly disagree	8	8	8
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	2	4	1
N=	1,884	805	1,079

C1. Where were you born?

NORC 11/17-12/15	All women	18-49	50+
In a U.S. state	93	91	95
In Puerto Rico or another U.S. territory	1	2	*
Outside the United States	5	6	5
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	2	*
N=	1,884	805	1,079

If outside the United States in C1

C2. Where were you born?

NORC 11/17 – 12/15/2020	All women*	18-49*	50+*
N=	88	44	44

**Sample sizes below n=100, too small to analyze.*

LANG_OTHER1. Do you speak another language at home?

NORC 11/17-12/15	All women	18-49	50+
Yes	11	15	8
No	88	84	92
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,884	805	1,079

Show if yes in LANG_OTHER1

LANGOTHER2N. What is that language?

All women

NORC 11/17-12/15	Yes
Spanish	20
Arabic	*
Chinese	1
French	6
German	4
Korean	1
Polish	1
Russian	*
Tagalog	*
Vietnamese	*
Other Language, Please specify	55
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	12
N=201	

18-49

NORC 11/17-12/15	Yes
Spanish	22
Arabic	1
Chinese	1
French	6
German	6
Korean	1
Polish	1
Russian	1
Tagalog	-
Vietnamese	*
Other Language, Please specify	45
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	16
N=116	

50+*

NORC 11/17-12/15	Yes
Spanish	
Arabic	
Chinese	
French	
German	
Korean	
Polish	
Russian	
Tagalog	
Vietnamese	
Other Language, Please specify	
DON'T KNOW	
SKIPPED ON WEB/REFUSED	
N=85	

*Sample sizes below n=100, too small to analyze.

If employed in EMPLOY1

EMPLOY2A. During the coronavirus pandemic, has your job been considered:

NORC 11/17-12/15	All women	18-49	50+
Essential	62	60	66
Non-essential	25	25	24
Not sure	12	14	10
SKIPPED ON WEB/REFUSED	1	1	*
N=	897	514	383

LGBTQ. Which of the following best represents how you think of yourself?

NORC 11/17-12/15	All women	18-49	50+
Lesbian or gay	2	4	1
Straight, that is, not lesbian or gay	88	82	94
Bisexual	6	10	1
SOMETHING ELSE	2	3	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,884	805	1,079



AARP. Are you or your spouse a member of AARP?

NORC 11/17-12/15	All women	18-49	50+
Yes	72	5	49
No	-	93	50
DON'T KNOW	1	-	-
SKIPPED ON WEB/REFUSED	2	2	*
N=	1,884	805	1,079

AGE

NORC 11/17-12/15	All women	18-49	50+
18-29	21	43	
30-39	20	40	
40-49	9	17	
50-59	23		46
60-64	7		14
65+	20		40
N=	1,884	805	1,079

EDUCATION

NORC 11/17-12/15	All women	18-49	50+
Less than a high school diploma	9	7	12
High school graduate or equivalent	31	29	32
Some college	32	35	28
College graduate or above	29	29	28
N=	1,884	805	1,079

MARITAL STATUS

NORC 11/17-12/15	All women	18-49	50+
Married	23	20	26
Widowed	8	1	14
Divorced	13	4	22
Separated	6	4	8
Never married	43	60	27
Living with partner	7	11	3
N=	1,890	805	1,079

EMPLOYMENT STATUS

NORC 11/17-12/15	All women	18-49	50+
Employed	47	62	33
Not employed	52	38	67
N=	1,884	797	1,075

INCOME

NORC 11/17-12/15	All women	18-49	50+
Under \$10,000	17	21	14
\$10,000 to under \$20,000	14	15	13
\$20,000 to under \$30,000	15	14	17
\$30,000 to under \$40,000	12	12	13
\$40,000 to under \$50,000	9	8	9
\$50,000 to under \$75,000	15	14	17
\$75,000 to under \$100,000	8	8	9
\$100,000 to under \$150,000	6	6	6
\$150,000 or more	3	4	3
N=	1,884	805	1,079