



Latinas and Beauty as We Age: A Cultural Reflection (2021) Annotated Questionnaire

April 2021

Survey sponsor	AARP
Survey/Data collection supplier	NORC at the University of Chicago
Population represented	U.S. Latina women ages 18-plus
Sample size	1,890; 1,018 ages 18-49, 872 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 Latina sample, including the design effect	+/- 4.1 percentage points at the 95% confidence level
Margin of sampling error for key subgroups, including the design effect	+/- 7.1 percentage points at the 95% confidence level for Latina 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.

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, Silicon Valley and San Francisco. Please visit www.norc.org for more information.

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	86	84	90
Very important	38	35	43
Somewhat important	48	49	47
Not too/Not at all important	14	16	10
Not too important	12	13	9
Not at all important	2	2	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-
N=	1,890	1,018	872

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	24	27	19
A lot important	12	14	9
Somewhat more important	12	13	10
No difference	40	34	49
Somewhat less important/A lot less important	36	38	31
Somewhat less important	27	29	24
A lot less important	8	9	7
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872



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	61	59	63
Much more often	27	24	31
Somewhat more often	34	34	33
No change	30	29	33
Somewhat/Much less often	8	11	3
Somewhat less often	6	8	3
Much less often	2	3	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

Cared about what people think about your appearance

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	20	25	11
Much more often	8	9	5
Somewhat more often	13	16	6
No change	43	40	50
Somewhat/Much less often	36	35	38
Somewhat less often	19	18	21
Much less often	18	17	18
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

Been confident in your appearance

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	31	34	25
Much more often	12	14	8
Somewhat more often	19	20	17
No change	43	36	56
Somewhat/Much less often	26	29	19
Somewhat less often	20	22	18
Much less often	6	8	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

Focused on your inner peace than outer beauty

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	57	55	60
Much more often	24	23	25
Somewhat more often	33	32	35
No change	33	32	35
Somewhat/Much less often	10	13	4
Somewhat less often	6	8	3
Much less often	4	5	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

Felt pressure to appear youthful

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	21	26	11
Much more often	7	9	4
Somewhat more often	14	17	8
No change	53	49	59
Somewhat/Much less often	26	24	29
Somewhat less often	14	12	17
Much less often	12	12	12
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

Felt obligated to follow conventional forms of beauty

NORC 11/17-12/15	All women	18-49	50+
Much/Somewhat more often	18	21	10
Much more often	5	6	3
Somewhat more often	12	15	7
No change	50	45	59
Somewhat/Much less often	32	33	31
Somewhat less often	19	20	17
Much less often	14	14	14
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

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	24	27	19
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	36	40	30
You haven't changed your personal grooming or beauty routine during the pandemic	39	33	50
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

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	18	23	10
Raised a lot	5	7	3
Raised somewhat	13	16	8
Remained the same	45	45	46
Lowered somewhat/a lot	36	32	43
Lowered somewhat	30	27	36
Lowered a lot	6	5	7
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872



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.	44	38	55
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	54	60	44
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	2	3	1
N=	1,097	594	503

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.	45	46	44
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	53	53	55
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	2	2	1
N=	371	261	110

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.	43	32	57
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	55	65	41
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	2	3	1
N=	726	333	393



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	45	42	47
Extremely likely	12	13	10
Very likely	32	29	37
Somewhat likely	43	42	44
Not very/Not at all likely	12	16	8
Not very likely	9	12	7
Not at all likely	3	4	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-
N=	432	226	206

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	40	41	
Extremely likely	11	12	
Very likely	29	29	
Somewhat likely	42	41	
Not very/Not at all likely	18	17	
Not very likely	13	11	
Not at all likely	5	6	
DON'T KNOW	-	-	
SKIPPED ON WEB/REFUSED	-	-	
N=	167	127	40

**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	47	43	50
Extremely likely	13	15	11
Very likely	34	29	39
Somewhat likely	44	43	45
Not very/Not at all likely	8	13	5
Not very likely	7	12	4
Not at all likely	2	2	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-
N=	265	99	166

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	31	32	29
Extremely likely	11	12	7
Very likely	20	20	21
Somewhat likely	42	42	42
Not very/Not at all likely	27	26	29
Not very likely	21	19	26
Not at all likely	6	7	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	650	356	294

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	54	52	
Extremely likely	20	21	
Very likely	33	31	
Somewhat likely	33	33	
Not very/Not at all likely	13	15	
Not very likely	12	13	
Not at all likely	2	2	
DON'T KNOW	-	-	
SKIPPED ON WEB/REFUSED	*	-	
N=	198	129	69

*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	20	21	18
Extremely likely	6	7	4
Very likely	14	14	14
Somewhat likely	46	46	45
Not very/Not at all likely	35	33	36
Not very likely	26	22	32
Not at all likely	8	10	4
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	-	1
N=	452	227	225

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	29	33	21
A lot more self-conscious	8	10	5
Somewhat more conscious	21	24	16
No difference	47	43	55
Somewhat/A lot less self-conscious	23	22	24
Somewhat less self-conscious	18	17	20
A lot less self-conscious	5	5	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

EMPLOY1. What statement best describes your current employment status?

NORC 11/17-12/15	All women	18-49	50+
Employed	46	56	29
Working remotely as a paid employee	12	14	8
Working in-person as a paid employee	25	31	14
Working remotely – self-employed	5	7	3
Working in-person – self-employed	4	4	5
Not employed	53	44	70
Not working – laid off or furloughed since the start of the coronavirus pandemic	11	9	15
Not working – unemployed looking for work since before the coronavirus pandemic	9	9	8
Not working – retired	12	*	33
Not working – disabled	5	4	8
Not working – student	4	5	*
Not working – other	13	16	7
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	44
Spouse or partner	11
Friends or other family	14
<i>If working remotely or in-person as a paid employee</i> Bosses or managers	2
<i>If working remotely or in-person as a paid employee</i> Co-workers	3
Social media	15
Media in general	9
Church groups or other religious groups	2
Other – please specify	1
Have not felt pressure from any of these	40
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N= 1,890	

18-49

NORC 11/17-12/15	Yes
Yourself	49
Spouse or partner	14
Friends or other family	14
<i>If working remotely or in-person as a paid employee</i> Bosses or managers	3
<i>If working remotely or in-person as a paid employee</i> Co-workers	4
Social media	18
Media in general	10
Church groups or other religious groups	2
Other – please specify	1
Have not felt pressure from any of these	31
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,018	

50+

NORC 11/17-12/15	Yes
Yourself	33
Spouse or partner	6
Friends or other family	12
<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	8
Media in general	7
Church groups or other religious groups	1
Other – please specify	*
Have not felt pressure from any of these	55
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=872	



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	23	28	13
A lot more pressure	8	11	2
Somewhat pressure	15	17	11
No change in pressure	59	55	66
Somewhat/A lot less pressure	18	17	20
Somewhat less pressure	8	10	6
A lot less pressure	10	8	14
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	*	1
N=	1,890	1,018	872

To look a certain way

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	23	28	14
A lot more pressure	6	8	3
Somewhat pressure	17	20	12
No change in pressure	56	51	65
Somewhat/A lot less pressure	21	21	21
Somewhat less pressure	12	13	11
A lot less pressure	9	8	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	19	23	11
A lot more pressure	6	8	2
Somewhat pressure	13	15	10
No change in pressure	64	60	72
Somewhat/A lot less pressure	17	17	16
Somewhat less pressure	8	9	6
A lot less pressure	9	8	10
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	22	26	14
A lot more pressure	4	6	2
Somewhat pressure	17	20	11
No change in pressure	57	53	64
Somewhat/A lot less pressure	21	21	22
Somewhat less pressure	12	11	12
A lot less pressure	10	10	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

To wear makeup

NORC 11/17-12/15	All women	18-49	50+
A lot more/Somewhat pressure	19	26	8
A lot more pressure	5	7	2
Somewhat pressure	14	19	6
No change in pressure	51	45	63
Somewhat/A lot less pressure	28	28	28
Somewhat less pressure	16	17	13
A lot less pressure	12	11	14
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	2
N=	1,890	1,018	872

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	14	13	18
No change since the pandemic began	50	44	60
Less comfortable now than before the pandemic	12	12	12
Not applicable	23	30	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1018	872

Wearing your hair natural

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	24	26	19
No change since the pandemic began	55	52	61
Less comfortable now that before the pandemic	12	12	12
Not applicable	9	9	8
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	18	15
No change since the pandemic began	49	48	50
Less comfortable now that before the pandemic	17	19	14
Not applicable	16	14	20
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

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	36	39	31
No change since the pandemic began	48	46	52
Less comfortable now that before the pandemic	7	8	5
Not applicable	8	6	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

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	27	19
No change since the pandemic began	55	54	56
Less comfortable now that before the pandemic	13	13	13
Not applicable	8	6	12
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

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	17	19	13
No change since the pandemic began	47	45	50
Less comfortable now that before the pandemic	9	8	9
Not applicable	27	27	27
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	1
N=	1,890	1,018	872

Not wearing make-up

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	29	33	22
No change since the pandemic began	50	46	58
Less comfortable now that before the pandemic	12	12	10
Not applicable	9	8	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

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	11	14	7
No change since the pandemic began	62	61	64
Less comfortable now that before the pandemic	8	8	6
Not applicable	19	17	22
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

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	34	35	27
No change since the pandemic began	49	47	54
Less comfortable now that before the pandemic	8	8	6
Not applicable	9	8	12
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	964	630	334

Not having your hair done or styled

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	28	31	19
No change since the pandemic began	51	50	56
Less comfortable now that before the pandemic	11	11	13
Not applicable	9	8	13
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	964	630	334

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	16	16	14
No change since the pandemic began	47	49	39
Less comfortable now that before the pandemic	7	5	14
Not applicable	29	29	32
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	964	630	334

Not wearing make-up

NORC 11/17-12/15	All women	18-49	50+
More comfortable now than before the pandemic	30	32	21
No change since the pandemic began	49	49	49
Less comfortable now that before the pandemic	12	11	17
Not applicable	8	7	13
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	964	630	334

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	18	20	12
No change since the pandemic began	55	54	55
Less comfortable now that before the pandemic	7	7	6
Not applicable	20	19	26
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	964	630	334

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

NORC 11/17-12/15	All women	18-49	50+
Continue to dye your hair	39	32	51
Stop dyeing your hair	18	19	17
Not dye your hair before the pandemic	37	42	29
Start to dye your hair during the pandemic	5	6	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872



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	30	21	49	-	*
Body skincare products, like serums or moisturizers	30	23	47	-	1
Hair products, like conditioners, oils, or hair-masks	26	25	49	-	*
Sunscreen or face or body	15	34	50	*	1
Eye makeup products	14	43	43	-	1
Lipstick	12	51	37	*	*
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	21	24	55	*	*
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	13	40	47	*	1
N=1,890					

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	37	24	39	-	*
Body skincare products, like serums or moisturizers	35	27	38	-	*
Hair products, like conditioners, oils, or hair-masks	32	27	40	-	*
Sunscreen or face or body	18	38	43	-	1
Eye makeup products	18	46	36	-	1
Lipstick	16	50	33	-	*
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	24	22	54	-	*
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	16	44	39	-	1
N= 1,018					

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	16	17	67	-	*
Body skincare products, like serums or moisturizers	20	16	63	-	1
Hair products, like conditioners, oils, or hair-masks	14	20	66	-	*
Sunscreen or face or body	9	28	63	*	*
Eye makeup products	5	38	55	-	1
Lipstick	4	51	45	*	*
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	15	28	56	*	*
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	8	31	60	*	1
N=872					

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	55
<i>If employed in EMPLOY1</i> Attend work meetings	21
Attend church or other religious meetings	17
Attend other types of meetings such as support groups, social groups, or community groups	24
Haven't used a video conferencing application	25
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,890	

18-49

NORC 11/17-12/15	Yes
Keep in touch with friends or family	56
<i>If employed in EMPLOY1</i> Attend work meetings	25
Attend church or other religious meetings	15
Attend other types of meetings such as support groups, social groups, or community groups	28
Haven't used a video conferencing application	19
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,018	

50+

NORC 11/17-12/15	Yes
Keep in touch with friends or family	53
<i>If employed in EMPLOY1</i> Attend work meetings	13
Attend church or other religious meetings	20
Attend other types of meetings such as support groups, social groups, or community groups	17
Haven't used a video conferencing application	36
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=872	-

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	41	43	37
A lot more self-conscious	14	15	11
Somewhat more conscious	28	28	26
No difference	44	41	51
Somewhat/A lot less self-conscious	14	16	12
Somewhat less self-conscious	11	12	10
A lot less self-conscious	3	4	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,452	844	608

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	44	49	34
No	56	50	66
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

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	33	36	27
No	66	62	73
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

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	50	50	-	*
Trouble staying asleep	46	53	-	1
Sleeping too much	32	68	-	*
Poor appetite	24	76	-	*
Eating too much	49	51	-	*
Weight gain	55	45	-	*
Weight loss	20	80	-	1
Hair loss or thinning	30	69	-	*
Teeth clenching, grinding or cracking	30	70	-	*
Dry or itchy skin	38	61	-	1
Acne outbreak	30	70	-	*

N=1,890

18-49

NORC 11/17-12/15	Yes	No	DK	SKP/REF
Trouble falling asleep	53	47	-	-
Trouble staying asleep	47	53	-	1
Sleeping too much	35	65	-	*
Poor appetite	27	73	-	-
Eating too much	51	49	-	1
Weight gain	56	44	-	*
Weight loss	22	77	-	1
Hair loss or thinning	32	68	-	*
Teeth clenching, grinding or cracking	32	68	-	*
Dry or itchy skin	38	60	-	1
Acne outbreak	39	61	-	*
N=1,018				

50+

NORC 11/17-12/15	Yes	No	DK	SKP/REF
Trouble falling asleep	45	55	-	*
Trouble staying asleep	45	55	-	*
Sleeping too much	26	74	-	*
Poor appetite	18	81	-	1
Eating too much	46	54	-	*
Weight gain	52	48	-	*
Weight loss	15	84	-	1
Hair loss or thinning	29	72	-	*
Teeth clenching, grinding or cracking	27	74	-	*
Dry or itchy skin	38	62	-	*
Acne outbreak	13	87	-	*
N=872				



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	39	46	27
Strongly agree	12	14	7
Somewhat agree	27	32	19
Neither agree nor disagree	45	41	54
Somewhat/Strongly disagree	15	13	19
Somewhat disagree	12	10	16
Strongly disagree	3	3	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	1,890	1,018	872

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	60	59	60
Strongly agree	23	24	23
Somewhat agree	36	36	37
Neither agree nor disagree	32	32	31
Somewhat/Strongly disagree	8	8	8
Somewhat disagree	6	7	6
Strongly disagree	2	2	2
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	1,890	1,018	872



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	29	37	16
Strongly agree	9	10	6
Somewhat agree	21	27	10
Neither agree nor disagree	53	50	61
Somewhat/Strongly disagree	17	13	23
Somewhat disagree	11	9	15
Strongly disagree	6	4	8
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	41	46	30
Strongly agree	16	19	10
Somewhat agree	25	27	20
Neither agree nor disagree	47	44	52
Somewhat/Strongly disagree	12	9	17
Somewhat disagree	7	6	10
Strongly disagree	5	4	7
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	41	45	35
Strongly agree	14	16	10
Somewhat agree	27	28	25
Neither agree nor disagree	45	41	52
Somewhat/Strongly disagree	14	14	13
Somewhat disagree	9	10	8
Strongly disagree	5	4	5
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	40	42	36
No	59	57	64
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

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	44	44	43
Strongly agree	18	20	15
Somewhat agree	26	25	27
Neither agree nor disagree	45	44	45
Somewhat/Strongly disagree	11	11	11
Somewhat disagree	8	8	8
Strongly disagree	3	3	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	1,890	1,018	872

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	46	47	44
Strongly agree	21	22	19
Somewhat agree	25	25	24
Neither agree nor disagree	42	41	46
Somewhat/Strongly disagree	12	12	10
Somewhat disagree	8	9	7
Strongly disagree	3	3	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872



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	47	40	57
Strongly agree	17	15	19
Somewhat agree	30	25	39
Neither agree nor disagree	41	46	33
Somewhat/Strongly disagree	12	14	9
Somewhat disagree	9	11	6
Strongly disagree	3	3	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	54	54	54
Strongly agree	25	24	27
Somewhat agree	29	30	26
Neither agree nor disagree	40	40	39
Somewhat/Strongly disagree	6	6	8
Somewhat disagree	4	4	5
Strongly disagree	2	2	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	32
Instagram	34
Twitter	8
Pinterest	22
A search engine	21
Television	30
Newspaper	5
Radio	6
Magazines	21
From a blog	8
YouTube	45
From friends or family (including in person, by phone, email, text or messaging apps)	32
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	25
Some other social media site	8
None of the above	11
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,890	

18-49

NORC 11/17-12/15	Yes
Facebook	35
Instagram	45
Twitter	9
Pinterest	25
A search engine	22
Television	25
Newspaper	3
Radio	6
Magazines	16
From a blog	9
YouTube	53
From friends or family (including in person, by phone, email, text or messaging apps)	28
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	21
Some other social media site	8
None of the above	9
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,018	

50+

NORC 11/17-12/15	Yes
Facebook	26
Instagram	13
Twitter	5
Pinterest	18
A search engine	19
Television	40
Newspaper	9
Radio	6
Magazines	30
From a blog	6
YouTube	28
From friends or family (including in person, by phone, email, text or messaging apps)	38
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	31
Some other social media site	9
None of the above	16
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N= 872	-

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	38	39	35
A lot more likely	10	11	10
Somewhat more likely	27	28	25
No change	53	51	56
Somewhat/A lot less likely	9	9	9
Somewhat less likely	5	5	5
A lot less likely	4	4	4
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872



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	16	16	16
\$11-\$25	20	17	25
\$26-\$50	26	25	27
\$51-\$100	18	20	15
More than \$100	14	15	11
Median	\$30	\$40	\$30
DON'T KNOW	6	7	5
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	14	17	8
Spend a lot more money now	4	4	3
Spend a little more money now	10	13	5
Spend about the same amount now	50	48	52
Spend a little/a lot less money now	36	34	40
Spend a little less money now	20	19	22
Spend a lot less money now	16	15	18
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,801	956	845

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	15	14
6-10 minutes	17	17	16
11-15 minutes	12	10	14
16-20 minutes	12	11	13
21-25 minutes	9	8	9
26-30 minutes	15	14	18
31-35 minutes	1	1	1
More than 35 minutes	15	14	13
Median	20	20	20
DON'T KNOW	5	7	2
SKIPPED ON WEB/REFUSED	-	-	-
N=	1,890	1,018	872

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	17	17	16
6-10 minutes	16	14	20
11-15 minutes	13	13	13
16-20 minutes	11	12	10
21-25 minutes	13	12	14
26-30 minutes	12	9	16
31-35 minutes	1	1	1
More than 35 minutes	12	15	6
Median	10	15	10
DON'T KNOW	6	7	4
SKIPPED ON WEB/REFUSED	-	-	-
N=	1,890	1,018	872

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	20	25	11
Spend a lot more time now	7	8	4
Spend a little more time now	13	16	7
Spend about the same time now	50	46	59
Spend a little/a lot less time now	30	29	30
Spend a little less time now	17	16	20
Spend a lot less time now	12	13	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-
N=	1,801	1,018	872

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	69	64	78
Strongly agree	26	23	31
Somewhat agree	44	42	47
Somewhat/Strongly disagree	30	35	21
Somewhat disagree	24	27	17
Strongly disagree	6	8	4
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

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	86	82	92
Strongly agree	44	42	47
Somewhat agree	42	41	45
Somewhat/Strongly disagree	14	17	8
Somewhat disagree	12	15	7
Strongly disagree	2	3	1
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	84	80	92
Strongly agree	43	39	51
Somewhat agree	41	41	41
Somewhat/Strongly disagree	16	20	8
Somewhat disagree	13	16	7
Strongly disagree	3	4	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

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	66	55	86
Strongly agree	25	19	37
Somewhat agree	41	37	48
Somewhat/Strongly disagree	33	44	14
Somewhat disagree	28	36	12
Strongly disagree	5	7	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

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	81	78	87
Strongly agree	29	29	28
Somewhat agree	52	49	58
Somewhat/Strongly disagree	19	22	13
Somewhat disagree	16	19	11
Strongly disagree	2	2	2
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

In ads, images of women my age reinforce outdated stereotypes

NORC 11/17-12/15	All women	18-49	50+
Strongly/Somewhat agree	66	65	71
Strongly agree	22	21	23
Somewhat agree	44	43	47
Somewhat/Strongly disagree	33	34	29
Somewhat disagree	28	29	26
Strongly disagree	4	5	4
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

C1. Where were you born?

NORC 11/17-12/15	All women	18-49	50+
In a U.S. state	46	52	35
In Puerto Rico or another U.S. territory	7	7	8
Outside the United States	46	41	57
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	1,890	1,018	872

If outside the United States in C1

C2. Where were you born?

NORC 11/17-12/15	All women	18-49	50+
Brazil	2	2	2
Colombia	7	7	7
Cuba	14	6	26
Dominican Republic	4	4	4
Ecuador	1	2	1
El Salvador	5	8	1
Germany	1	1	*
Ghana	4	5	3
Jamaica	1	1	1
Mexico	39	46	30
Nigeria	*	*	-
Peru	2	2	2
Venezuela	9	6	12
Other	9	7	11
Don't know / NA	2	3	*
N=	413	195	218

Show if Hispanic

ENGLISH TALK. How well do you speak English?

NORC 11/17-12/15	All women	18-49	50+
Very well/Well	76	77	76
Very well	61	61	61
Well	16	16	15
Not well/Not at all	23	22	23
Not well	19	20	17
Not at all	3	2	6
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1,890	1,018	872

Show if Hispanic

ENGLISH READ. How well do you read English?

NORC 11/17-12/15	All women	18-49	50+
Very well/Well	80	81	78
Very well	63	64	63
Well	17	17	16
Not well/Not at all	18	18	19
Not well	17	16	18
Not at all	2	2	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	2	1	2
N=	1,890	1,018	872

LANG_OTHER1. Do you speak another language at home?

NORC 11/17-12/15	All women	18-49	50+
Yes	75	73	78
No	24	26	22
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872

Show if yes in LANG_OTHER1

LANGOTHER2N. What is that language?

All women

NORC 11/17-12/15	Yes
Spanish	93
Arabic	1
Chinese	*
French	1
German	*
Korean	*
Polish	*
Russian	*
Tagalog	*
Vietnamese	*
Other Language, Please specify	5
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=1,172	

18-49

NORC 11/17-12/15	Yes
Spanish	92
Arabic	1
Chinese	1
French	1
German	*
Korean	*
Polish	*
Russian	*
Tagalog	1
Vietnamese	-
Other Language, Please specify	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=678	

50+

NORC 11/17-12/15	Yes
Spanish	93
Arabic	-
Chinese	-
French	1
German	*
Korean	-
Polish	*
Russian	-
Tagalog	-
Vietnamese	*
Other Language, Please specify	5
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=494	

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	58	59	55
Non-essential	29	27	36
Not sure	13	14	9
SKIPPED ON WEB/REFUSED	-	-	-
N=	964	630	334

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	3	1
Straight, that is, not lesbian or gay	85	81	93
Bisexual	8	11	2
SOMETHING ELSE	5	5	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	1,890	1,018	872



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

NORC 11/17-12/15	All women	18-49	50+
Yes	14	8	27
No	85	92	73
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,890	1,018	872

AGE

NORC 11/17-12/15	All women	18-49	50+
18-29	28	43	
30-39	20	31	
40-59	35	26	52
60-64	7		19
65+	10		30
N=	1,890	1,018	872

EDUCATION

NORC 11/17-12/15	All women	18-49	50+
Less than a high school diploma	19	17	21
High school graduate or equivalent	30	30	29
Some college	27	28	26
College graduate or above	24	24	23
N=	1,890	1,018	872

MARITAL STATUS

NORC 11/17-12/15	All women	18-49	50+
Married	41	38	47
Widowed	5	2	11
Divorced	8	4	15
Separated	8	5	13
Never married	25	34	9
Living with partner	13	17	5
N=	1,890	1,018	872

EMPLOYMENT STATUS

NORC 11/17-12/15	All women	18-49	50+
Employed	46	56	29
Not employed	54	44	70
N=	1,890	1,018	872

INCOME

NORC 11/17-12/15	All women	18-49	50+
Under \$10,000	11	13	8
\$10,000 to under \$20,000	14	14	14
\$20,000 to under \$30,000	20	20	19
\$30,000 to under \$40,000	13	13	12
\$40,000 to under \$50,000	9	9	10
\$50,000 to under \$75,000	17	16	19
\$75,000 to under \$100,000	7	7	7
\$100,000 to under \$150,000	6	6	8
\$150,000 or more	3	3	3
N=	1,890	1,018	872