



Mirror/Mirror: AARP Survey of Women's Reflections on Beauty, Age, and Media™ Annotated Questionnaire

April 2021

Survey sponsor	AARP
Survey/Data collection supplier	NORC at the University of Chicago
Population represented	U.S. women ages 18-plus
Sample size	4,851; 1,388 Millennial (age 23-39), 1,342 Gen X (age 40-55), 1,487 Boomer (age 56-74)
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 sample, including the design effect	+/- 2.6 percentage points at the 95% confidence level
Margin of sampling error for key subgroups, including the design effect	+/- 4.6 percentage points at the 95% confidence level for Millennial women, +/-5.1 percentage points for Gen X women, +/-5.1 for Boomer women
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, and age by education 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 – 12/15/2020	All women	18-49	50+
Very/Somewhat important	84	81	87
Very important	36	33	38
Somewhat important	49	48	49
Not too/Not at all important	16	18	13
Not too important	14	17	11
Not at all important	2	2	2
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
A lot/Somewhat more important	17	21	13
A lot important	8	9	6
Somewhat more important	10	12	7
No change	43	37	48
A lot/Somewhat less important	40	42	38
Somewhat less important	30	31	30
A lot less important	10	11	8
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588



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 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	56	56	56
Much more often	20	18	23
Somewhat more often	36	38	33
No change	35	33	37
Much/Somewhat less often	8	11	6
Somewhat less often	6	8	4
Much less often	2	3	1
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

Cared about what people think about your appearance

NORC 11/17 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	16	22	10
Much more often	5	7	3
Somewhat more often	11	15	8
No change	50	44	56
Much/Somewhat less often	33	34	33
Somewhat less often	22	22	21
Much less often	12	12	12
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	4,851	2,263	2,588

Been confident in your appearance

NORC 11/17 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	21	26	16
Much more often	8	10	5
Somewhat more often	14	16	11
No change	50	42	57
Much/Somewhat less often	29	31	26
Somewhat less often	23	25	21
Much less often	6	7	5
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	4,851	2,263	2,588

Focused on your inner peace than outer beauty

NORC 11/17 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	53	53	52
Much more often	17	17	17
Somewhat more often	35	36	35
No change	39	37	42
Much/Somewhat less often	8	9	6
Somewhat less often	5	6	3
Much less often	3	3	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	*
N=	4,851	2,263	2,588

Felt pressure to appear youthful

NORC 11/17 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	15	20	10
Much more often	4	6	2
Somewhat more often	11	14	8
No change	63	60	66
Much/Somewhat less often	21	19	23
Somewhat less often	12	11	13
Much less often	9	8	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	1
N=	4,851	2,263	2,588

Felt obligated to follow conventional forms of beauty

NORC 11/17 – 12/15/2020	All women	18-49	50+
Much/Somewhat more often	14	19	9
Much more often	4	5	2
Somewhat more often	10	13	6
No change	55	51	59
Much/Somewhat less often	31	30	32
Somewhat less often	20	19	20
Much less often	11	11	12
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	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	23	24	23
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	32	39	25
You haven't changed your personal grooming or beauty routine during the pandemic	44	37	52
DON'T KNOW	-	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Raised a lot/somewhat	12	17	8
Raised a lot	4	6	3
Raised somewhat	8	10	5
Remained the same	50	49	51
Lowered a lot/somewhat	37	34	41
Lowered somewhat	33	30	36
Lowered a lot	4	4	5
DON'T KNOW	*	*	1
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	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	34	44
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	60	65	56
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	2,609	1,251	1,358

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

NORC 11/17 – 12/15/2020	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.	49	55	36
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	50	44	63
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	1	2	*
N=	857	540	317

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

NORC 11/17 – 12/15/2020	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.	35	23	45
These new standards of beauty for women established during the pandemic should continue after the pandemic ends.	64	75	54
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	1752	711	1041

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 – 12/15/2020	All women	18-49	50+
Extremely/Very likely	43	37	47
Extremely likely	12	16	10
Very likely	30	21	37
Somewhat likely	41	39	42
Not very/Not at all likely	16	23	11
Not very likely	13	18	10
Not at all likely	3	5	1
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	-	*
N=	1,010	469	541



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

NORC 11/17 – 12/15/2020	All women	18-49	50+*
Extremely/Very likely	36	37	36
Extremely likely	23	23	22
Very likely	14	13	14
Somewhat likely	39	36	48
Not very/Not at all likely	25	27	16
Not very likely	20	22	14
Not at all likely	5	6	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-
N=	373	263	110

*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 – 12/15/2020	All women	18-49	50+
Extremely/Very likely	45	38	48
Extremely likely	8	7	8
Very likely	38	31	41
Somewhat likely	41	43	41
Not very/Not at all likely	12	19	10
Not very likely	10	14	9
Not at all likely	2	5	1
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	-	*
N=	637	206	431



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 – 12/15/2020	All women	18-49	50+
Extremely/Very likely	19	20	19
Extremely likely	5	5	4
Very likely	15	15	14
Somewhat likely	47	44	50
Not very/Not at all likely	34	35	31
Not very likely	29	31	27
Not at all likely	4	4	5
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	1,569	762	807

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Extremely/Very likely	50	50	49
Extremely likely	17	18	15
Very likely	33	32	34
Somewhat likely	37	36	38
Not very/Not at all likely	13	13	13
Not very likely	11	11	11
Not at all likely	2	2	3
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	473	269	204



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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Extremely/Very likely	12	12	11
Extremely likely	2	2	2
Very likely	10	10	9
Somewhat likely	49	47	53
Not very/Not at all likely	39	42	36
Not very likely	34	37	31
Not at all likely	5	5	5
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	-	*
N=	1096	493	603

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 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat more self-conscious	23	30	17
A lot more self-conscious	6	8	4
Somewhat more conscious	18	23	13
No difference	52	45	59
Somewhat/A lot less self-conscious	23	23	23
Somewhat less self-conscious	19	19	19
A lot less self-conscious	4	4	4
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

EMPLOY1. What statement best describes your current employment status?

NORC 11/17 – 12/15/2020	All women	18-49	50+
Employed	47	65	29
Working remotely as a paid employee	14	21	8
Working in-person as a paid employee	24	34	15
Working remotely – self-employed	4	6	2
Working in-person – self-employed	4	5	4
Not employed	53	34	71
Not working – laid off or furloughed since the start of the coronavirus pandemic	6	8	5
Not working – unemployed looking for work since before the coronavirus pandemic	4	5	3
Not working – retired	27	1	51
Not working – disabled	5	4	7
Not working – student	2	5	*
Not working – other	8	12	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	Yes
Yourself	38
A spouse or partner	8
Friends or other family	10
<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	2
Social media	12
Media in general	7
Church groups or other religious groups	1
Other – please specify	1
Have not felt pressure from any of these	50

N= 4,851

18-49

NORC 11/17 – 12/15/2020	Yes
Yourself	47
A spouse or partner	12
Friends or other family	15
<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	4
Social media	21
Media in general	10
Church groups or other religious groups	1
Other – please specify	1
Have not felt pressure from any of these	36
N = 2,263	

50+

NORC 11/17 – 12/15/2020	Yes
Yourself	30
A spouse or partner	4
Friends or other family	5
<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	1
Social media	3
Media in general	3
Church groups or other religious groups	1
Other – please specify	1
Have not felt pressure from any of these	64
N=1,342	-

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 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat pressure	14	22	7
A lot more pressure	4	7	2
Somewhat pressure	10	15	5
No change in pressure	70	62	78
Somewhat/A lot less pressure	14	15	14
Somewhat less pressure	6	8	4
A lot less pressure	8	7	10
DON'T KNOW	1	*	1
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

To look a certain way

NORC 11/17 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat pressure	14	21	7
A lot more pressure	4	6	1
Somewhat pressure	10	15	5
No change in pressure	65	57	73
Somewhat/A lot less pressure	20	21	20
Somewhat less pressure	13	14	12
A lot less pressure	8	7	8
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588



To wear clothing that is considered appropriate for your age

NORC 11/17 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat pressure	10	15	5
A lot more pressure	3	5	1
Somewhat pressure	7	9	4
No change in pressure	75	68	83
Somewhat/A lot less pressure	14	16	12
Somewhat less pressure	8	10	5
A lot less pressure	6	6	6
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

To have hair that conforms to other people's standards

NORC 11/17 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat pressure	12	17	8
A lot more pressure	3	5	1
Somewhat pressure	10	12	7
No change in pressure	67	61	72
Somewhat/A lot less pressure	21	21	20
Somewhat less pressure	11	13	10
A lot less pressure	9	9	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

To wear makeup

NORC 11/17 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat pressure	11	17	5
A lot more pressure	3	5	1
Somewhat pressure	7	12	3
No change in pressure	59	51	67
Somewhat/A lot less pressure	29	31	27
Somewhat less pressure	16	18	14
A lot less pressure	13	13	13
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588



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 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	15	15	16
No change since the pandemic began	53	43	63
Less comfortable now that before the pandemic	7	8	7
Not applicable/	24	33	14
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

Wearing your hair natural

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	21	24	19
No change since the pandemic began	62	56	68
Less comfortable now that before the pandemic	7	8	6
Not applicable	10	12	7
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

Not having your nails done or manicured

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	15	18	12
No change since the pandemic began	54	53	56
Less comfortable now that before the pandemic	9	11	8
Not applicable	21	18	24
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	33	42	24
No change since the pandemic began	55	47	63
Less comfortable now that before the pandemic	5	7	3
Not applicable	7	5	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

Not having your hair done or styled

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	26	30	22
No change since the pandemic began	58	54	61
Less comfortable now that before the pandemic	9	9	8
Not applicable	8	6	9
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	17	19	15
No change since the pandemic began	52	49	55
Less comfortable now that before the pandemic	5	6	3
Not applicable	26	25	27
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	1
N=	4,851	2,263	2,588

Not wearing make-up

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	29	32	25
No change since the pandemic began	54	49	58
Less comfortable now that before the pandemic	8	10	6
Not applicable	10	8	11
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

Wearing clothing or make-up that expresses your culture

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	9	12	5
No change since the pandemic began	61	57	65
Less comfortable now that before the pandemic	5	6	3
Not applicable	25	24	26
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

If employed in EMPLOY1

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 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	30	35	21
No change since the pandemic began	52	49	60
Less comfortable now that before the pandemic	5	6	4
Not applicable	12	11	15
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	1
N=	2,328	1,441	887

Not having your hair done or styled

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	25	28	19
No change since the pandemic began	56	53	63
Less comfortable now that before the pandemic	9	10	10
Not applicable	9	9	9
DON'T KNOW	*	*	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	2,328	1,441	887

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	15	16	12
No change since the pandemic began	51	50	52
Less comfortable now that before the pandemic	5	5	5
Not applicable	29	29	30
DON'T KNOW	*	*	-
SKIPPED ON WEB/REFUSED	*	*	1
N=	2,328	1,441	887

Not wearing make-up

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	26	30	19
No change since the pandemic began	52	49	57
Less comfortable now that before the pandemic	10	11	10
Not applicable	11	10	15
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	2,328	1,441	887

Wearing clothing or make-up that expresses your culture

NORC 11/17 – 12/15/2020	All women	18-49	50+
More comfortable now than before the pandemic	11	14	6
No change since the pandemic began	57	55	61
Less comfortable now than before the pandemic	5	5	4
Not applicable	26	25	29
DON'T KNOW	*	*	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	2,328	1,441	887

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Continue to dye your hair	38	35	40
Stop dyeing your hair	14	15	13
Not dye your hair before the pandemic	44	43	45
Start to dye your hair during the pandemic	3	6	1
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

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 – 12/15/2020	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	26	16	58	*	*
Body skincare products, like serums or moisturizers	26	15	58	*	*
Hair products, like conditioners, oils, or hair-masks	17	19	64	*	*
Sunscreen or face or body	10	24	65	*	1
Eye makeup products	9	36	54	*	*
Lipstick	6	41	52	*	*
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	18	12	69	*	*
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	9	33	58	*	*

N=4,851

18-49

NORC 11/17 – 12/15/2020	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	35	18	47	-	*
Body skincare products, like serums or moisturizers	33	19	48	-	1
Hair products, like conditioners, oils, or hair-masks	24	21	54	-	*
Sunscreen or face or body	15	29	56	-	1
Eye makeup products	14	40	46	-	*
Lipstick	10	42	48	-	*
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	22	15	62	-	*
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	14	38	48	-	*

N=2,263

50+

NORC 11/17 – 12/15/2020	More often	Less often	Neither more or less often	DK	SKP/ REF
Facial skincare products, like serums or moisturizers	17	13	69	*	*
Body skincare products, like serums or moisturizers	20	12	68	*	*
Hair products, like conditioners, oils, or hair-masks	10	16	73	*	*
Sunscreen or face or body	6	20	74	*	1
Eye makeup products	5	32	62	*	1
Lipstick	3	40	56	*	1
Head scarves, bandanas, turbans, or headwraps, bands, hats, caps to cover your hair	14	9	76	*	1
Styling tools like blow-dryers, straighteners, curling irons, flexi or perm rods, or roller sets to style your hair	5	28	67	*	*

N=1,342

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 – 12/15/2020	Yes
Keep in touch with friends or family	55
<i>If employed in EMPLOY1</i> Attend work meetings	25
Attend church or other religious meetings	22
Attend other types of meetings such as support groups, social groups, or community groups	25
Haven't used a video conferencing application	26
N=4,851	

18-49

NORC 11/17 – 12/15/2020	Yes
Keep in touch with friends or family	62
<i>If employed in EMPLOY1</i> Attend work meetings	36
Attend church or other religious meetings	19
Attend other types of meetings such as support groups, social groups, or community groups	29
Haven't used a video conferencing application	15
N = 2,263	

50+

NORC 11/17 – 12/15/2020	Yes
Keep in touch with friends or family	49
<i>If employed in EMPLOY1</i> Attend work meetings	15
Attend church or other religious meetings	24
Attend other types of meetings such as support groups, social groups, or community groups	21
Haven't used a video conferencing application	35
N=2,588	*



Have used a video conferencing application like Zoom, Skype, or FaceTime for any of the following in Q17
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 – 12/15/2020	All women	18-49	50+
A lot more/Somewhat more self-conscious	41	42	40
A lot more self-conscious	13	14	11
Somewhat more conscious	28	28	29
No difference	45	40	51
Somewhat/A lot less self-conscious	13	18	7
Somewhat less self-conscious	11	15	6
A lot less self-conscious	2	3	1
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	*	1
N=	3,649	1,858	1,791

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Yes	36	45	28
No	63	54	71
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Yes	28	32	23
No	71	67	76
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

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 – 12/15/2020	Yes	No
Trouble falling asleep	45	54
Trouble staying asleep	43	56
Sleeping too much	24	75
Poor appetite	21	79
Eating too much	47	53
Weight gain	46	54
Weight loss	13	86
Hair loss or thinning	20	79
Teeth clenching, grinding or cracking	26	73
Dry or itchy skin	35	65
Acne outbreak	24	76

N=4,851

18-49

NORC 11/17 – 12/15/2020	Yes	No
Trouble falling asleep	53	47
Trouble staying asleep	49	51
Sleeping too much	31	68
Poor appetite	27	72
Eating too much	53	47
Weight gain	52	48
Weight loss	17	82
Hair loss or thinning	24	76
Teeth clenching, grinding or cracking	35	64
Dry or itchy skin	38	61
Acne outbreak	39	60

N=1,388

50+

NORC 11/17 – 12/15/2020	Yes	No
Trouble falling asleep	38	61
Trouble staying asleep	38	62
Sleeping too much	17	82
Poor appetite	14	85
Eating too much	41	59
Weight gain	40	60
Weight loss	9	90
Hair loss or thinning	17	83
Teeth clenching, grinding or cracking	18	81
Dry or itchy skin	32	68
Acne outbreak	9	90

N=1,342

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	37	46	29
Strongly agree	13	18	8
Somewhat agree	25	28	21
Neither agree nor disagree	52	45	58
Somewhat/Strongly disagree	10	9	11
Somewhat disagree	7	6	8
Strongly disagree	3	2	4
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588



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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	61	63	59
Strongly agree	23	26	21
Somewhat agree	38	37	38
Neither agree nor disagree	31	30	32
Somewhat/Strongly disagree	8	7	9
Somewhat disagree	6	5	7
Strongly disagree	2	2	2
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	21	29	13
Strongly agree	6	9	3
Somewhat agree	15	21	9
Neither agree nor disagree	62	59	64
Somewhat/Strongly disagree	17	12	22
Somewhat disagree	11	7	15
Strongly disagree	5	4	7
DON'T KNOW	1	*	2
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	39	46	32
Strongly agree	14	19	8
Somewhat agree	25	27	24
Neither agree nor disagree	51	47	55
Somewhat/Strongly disagree	9	6	12
Somewhat disagree	6	4	8
Strongly disagree	3	2	4
DON'T KNOW	1	*	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588



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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	33	40	27
Strongly agree	12	15	8
Somewhat agree	22	25	19
Neither agree nor disagree	51	47	55
Somewhat/Strongly disagree	15	13	17
Somewhat disagree	9	9	9
Strongly disagree	6	4	8
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Yes	30	34	26
No	70	65	74
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	31	34	27
Strongly agree	14	16	11
Somewhat agree	17	18	16
Neither agree nor disagree	53	47	59
Somewhat/Strongly disagree	16	18	14
Somewhat disagree	11	12	10
Strongly disagree	5	7	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	34	36	32
Strongly agree	16	19	13
Somewhat agree	18	18	19
Neither agree nor disagree	51	46	55
Somewhat/Strongly disagree	15	17	13
Somewhat disagree	10	11	9
Strongly disagree	5	6	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	39	32	46
Strongly agree	14	13	15
Somewhat agree	25	19	31
Neither agree nor disagree	46	50	42
Somewhat/Strongly disagree	14	18	11
Somewhat disagree	10	12	8
Strongly disagree	4	5	3
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	46	50	44
Strongly agree	17	19	15
Somewhat agree	29	30	28
Neither agree nor disagree	45	44	46
Somewhat/Strongly disagree	8	6	10
Somewhat disagree	5	4	7
Strongly disagree	2	2	3
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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

All women

NORC 11/17 – 12/15/2020	Yes
Facebook	29
Instagram	22
Twitter	6
Pinterest	17
A search engine	22
Television	30
Newspaper	5
Radio	4
Magazines	28
From a blog	6
YouTube	28
From friends or family (including in person, by phone, email, text or messaging apps)	46
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	34
Some other social media site	7
None of the above	15

N=4,851

18-49

NORC 11/17 – 12/15/2020	Yes
Facebook	39
Instagram	40
Twitter	10
Pinterest	26
A search engine	26
Television	23
Newspaper	5
Radio	5
Magazines	20
From a blog	10
YouTube	44
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.)	32
Some other social media site	10
None of the above	11
N = 2,263	

50+

NORC 11/17 – 12/15/2020	Yes
Facebook	20
Instagram	5
Twitter	1
Pinterest	9
A search engine	19
Television	37
Newspaper	6
Radio	3
Magazines	36
From a blog	3
YouTube	14
From friends or family (including in person, by phone, email, text or messaging apps)	47
From people other than friends or family (e.g. hair dresser, nail technicians, etc.)	35
Some other social media site	4
None of the above	18
N=2,588	-

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 – 12/15/2020	All women	18-49	50+
A lot/Somewhat more likely	32	34	29
A lot more likely	10	10	9
Somewhat more likely	22	24	20
No change	61	58	64
Somewhat/A lot less likely	7	7	7
Somewhat less likely	4	5	3
A lot less likely	3	2	4
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
\$10 or less	25	22	27
\$11-\$25	29	24	33
\$26-\$50	23	24	22
\$51-\$100	11	15	8
More than \$100	9	10	7
Median	\$30	\$35	\$25
DON'T KNOW	*	*	1
SKIPPED ON WEB/REFUSED	3	6	2
N=	4,851	2,263	2,588

If any response

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 – 12/15/2020	All women	18-49	50+
Spend a lot/a little more money now	11	16	5
Spend a lot more money now	4	6	1
Spend a little more money now	7	10	4
Spend about the same amount now	58	54	62
Spend a little/a lot less money now	31	30	32
Spend a little less money now	20	18	21
Spend a lot less money now	11	12	11
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,614	2,100	2,514

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 – 12/15/2020	All women	18-49	50+
5 minutes or less	17	14	21
6-10 minutes	17	16	17
11-15 minutes	16	12	20
16-20 minutes	14	13	15
21-25 minutes	2	2	2
26-30 minutes	16	15	18
31-35 minutes	1	1	1
More than 35 minutes	13	15	11
Median	20	20	20
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	3	5	1
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Less than 5 minutes	32	32	32
6-10 minutes	21	19	24
11-15 minutes	14	11	16
16-20 minutes	10	11	16
21-25 minutes	1	2	1
26-30 minutes	9	10	9
31-35 minutes	1	1	1
More than 35 minutes	8	10	6
Median	10	12	10
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	4	5	2
N=	4,851	2,263	2,588



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 – 12/15/2020	All women	18-49	50+
Spend a lot/a little more time now	12	18	6
Spend a lot more time now	3	5	2
Spend a little more time now	9	13	5
Spend about the same time now	59	51	67
Spend a little/a lot less time now	29	31	27
Spend a little less time now	19	21	17
Spend a lot less time now	10	11	9
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	73	68	76
Strongly agree	25	21	29
Somewhat agree	48	47	48
Somewhat/Strongly disagree	27	31	23
Somewhat disagree	21	24	18
Strongly disagree	5	7	4
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	1	1	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	87	84	91
Strongly agree	38	37	40
Somewhat agree	49	47	51
Somewhat/Strongly disagree	12	16	9
Somewhat disagree	10	13	7
Strongly disagree	2	3	2
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	87	85	89
Strongly agree	36	33	38
Somewhat agree	51	52	51
Somewhat/Strongly disagree	12	14	10
Somewhat disagree	10	12	9
Strongly disagree	2	2	1
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

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 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	70	54	86
Strongly agree	24	16	32
Somewhat agree	46	38	53
Somewhat/Strongly disagree	29	45	13
Somewhat disagree	23	35	12
Strongly disagree	6	10	2
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	79	78	81
Strongly agree	22	23	22
Somewhat agree	57	55	59
Somewhat/Strongly disagree	19	20	17
Somewhat disagree	15	16	15
Strongly disagree	4	4	3
DON'T KNOW	1	*	1
SKIPPED ON WEB/REFUSED	1	2	1
N=	4,851	2,263	2,588

In ads, images of women my age reinforce outdated stereotypes

NORC 11/17 – 12/15/2020	All women	18-49	50+
Strongly/Somewhat agree	66	66	66
Strongly agree	18	18	17
Somewhat agree	48	47	48
Somewhat/Strongly disagree	33	33	33
Somewhat disagree	29	28	29
Strongly disagree	4	5	3
DON'T KNOW	1	-	1
SKIPPED ON WEB/REFUSED	1	1	1
N=	4,851	2,263	2,588

C1. Where were you born?

NORC 11/17 – 12/15/2020	All women	18-49	50+
In a U.S. state	86	82	89
In Puerto Rico or another U.S. territory	2	3	1
Outside the United States	12	14	10
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*
N=	4,851	2,263	2,588

If outside the United States in C1

C2. Where were you born?

NORC 11/17 – 12/15/2020	All women	18-49	50+
Brazil	1	1	1
Colombia	4	4	4
Cuba	9	4	17
Dominican Republic	2	2	3
Ecuador	1	1	*
El Salvador	3	5	1
Germany	4	5	2
Ghana	3	3	2
Jamaica	3	3	2
Mexico	25	28	19
Nigeria	1	1	*
Peru	1	2	1
Venezuela	6	4	8
Other	35	33	38
Don't know / NA	2	3	*
N=	558	269	289

LANGOTHER. Do you speak another language at home?

NORC 11/17 – 12/15/2020	All women	18-49	50+
Yes	21	26	15
No	79	73	85
DON'T KNOW	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

If yes in LANGOTHER

LANGOTHER2N. What is that language?

All women

NORC 11/17 – 12/15/2020	Yes
Spanish	63
Arabic	1
Chinese	2
French	2
German	4
Korean	*
Polish	3
Russian	2
Tagalog	2
Vietnamese	1
Other Language, Please specify	18
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	3

N=1,479

18-49

NORC 11/17 – 12/15/2020	Yes
Spanish	64
Arabic	1
Chinese	3
French	2
German	5
Korean	1
Polish	1
Russian	2
Tagalog	2
Vietnamese	1
Other Language, Please specify	15
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	2
N=854	

50+

NORC 11/17 – 12/15/2020	Yes
Spanish	60
Arabic	-
Chinese	1
French	1
German	2
Korean	-
Polish	5
Russian	2
Tagalog	2
Vietnamese	*
Other Language, Please specify	23
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	5
N=625	

If employed in EMPLOY1

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Essential	61	62	58
Non-essential	28	27	30
Not sure	11	11	12
SKIPPED ON WEB/REFUSED	*	*	*
N=	2,328	1,441	887

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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Lesbian or gay	2	3	1
Straight, that is, not lesbian or gay	89	82	96
Bisexual	6	11	1
Something else	2	3	1
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588



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

NORC 11/17 – 12/15/2020	All women	18-49	50+
Yes	26	5	46
No	73	94	54
DON'T KNOW	*	-	*
SKIPPED ON WEB/REFUSED	*	1	*
N=	4,851	2,263	2,588

AGE

NORC 11/17 – 12/15/2020	All women	18-49	50+
18-24	11	18	
25-34	19	38	
35-44	14	30	
45-54	16	13	22
55-64	11		24
65-74	19		40
75+	10		14
N=	4,851	2,263	2,588

RACE/ETHNICITY

NORC 11/17 – 12/15/2020	All women	18-49	50+
White	62	53	70
Black or African American	13	13	12
Hispanic	16	22	11
Other	9	13	6
N=	4,851	2,263	2,588

EDUCATION

NORC 11/17 – 12/15/2020	All women	18-49	50+
Less than a high school diploma	8	7	9
High school graduate or equivalent	26	22	30
Some college	29	31	27
College graduate	21	24	18
Post grad study/professional study	16	16	16
N=	4,851	2,263	2,588

MARITAL STATUS

NORC 11/17 – 12/15/2020	All women	18-49	50+
Married	45	41	48
Widowed	6	1	11
Divorced	13	5	20
Separated	5	3	8
Never married	22	35	10
Living with partner	9	14	3
N=	4,851	2,263	2,588

INCOME

NORC 11/17 – 12/15/2020	All women	18-49	50+
Under \$10,000	7	9	6
\$10,000 to under \$20,000	11	11	11
\$20,000 to under \$30,000	13	11	15
\$30,000 to under \$40,000	11	12	11
\$40,000 to under \$50,000	9	8	9
\$50,000 to under \$75,000	20	19	20
\$75,000 to under \$100,000	13	14	12
\$100,000 to under \$150,000	11	11	11
\$150,000 or more	5	5	6
N=	4,851	2,263	2,588