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

Black Women: Annotated Questionnaire

Conducted by NORC at the University of Chicago for AARP

Interviews: 10/22-11/30/2021
1,672 Non-Hispanic Black women 18+

570 Black women age 18-49
552 Black women age 50+

Margin of error: +/- 3.0 percentage points at the 95% confidence level among Black women.
Margin of error: +/- 4.2 percentage points at the 95% confidence level among Black women age 18-49.
Margin of error: +/- 4.8 percentage points at the 95% confidence level among Black women 50+

NOTE: All results show percentages among all respondents, unless otherwise labeled.
Q1. Do you [INSERT ITEM] more, less, more, or about the same amount now compared with before the coronavirus pandemic began?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. focus on your wellness

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
<tr>
<td>Much/Somewhat more NET</td>
<td>69</td>
<td>65</td>
<td>74</td>
</tr>
<tr>
<td>Much more</td>
<td>36</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Somewhat more</td>
<td>33</td>
<td>29</td>
<td>37</td>
</tr>
<tr>
<td>No change</td>
<td>20</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>Much/Somewhat less NET</td>
<td>9</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Somewhat less</td>
<td>7</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Much less</td>
<td>2</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>2</td>
<td>*</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td>1,672</td>
<td>932</td>
<td>740</td>
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B. value inner peace

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<th>18-49</th>
<th>50+</th>
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<tbody>
<tr>
<td>Much/Somewhat more NET</td>
<td>69</td>
<td>72</td>
<td>66</td>
</tr>
<tr>
<td>Much more</td>
<td>46</td>
<td>48</td>
<td>44</td>
</tr>
<tr>
<td>Somewhat more</td>
<td>23</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>No change</td>
<td>24</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Much/Somewhat less NET</td>
<td>5</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat less</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Much less</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
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<td>1</td>
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<tr>
<td><strong>N=</strong></td>
<td>1,672</td>
<td>932</td>
<td>740</td>
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C. take time to care for yourself

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<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
<tr>
<td>Much/Somewhat more NET</td>
<td>60</td>
<td>58</td>
<td>63</td>
</tr>
<tr>
<td>Much more</td>
<td>31</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>Somewhat more</td>
<td>29</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>No change</td>
<td>25</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td>Much/Somewhat less NET</td>
<td>14</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>Somewhat less</td>
<td>10</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>Much less</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
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<td><strong>N=</strong></td>
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<td>932</td>
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</table>
Q2. How much of an impact do you think pandemic-related stress has had on your overall wellbeing?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

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<th>18-49</th>
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<td>50</td>
<td>35</td>
</tr>
<tr>
<td>A great deal</td>
<td>19</td>
<td>22</td>
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<tr>
<td>Quite a bit</td>
<td>24</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>A moderate amount</td>
<td>28</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>Only a little/None at all NET</td>
<td>28</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>Only a little</td>
<td>20</td>
<td>16</td>
<td>26</td>
</tr>
<tr>
<td>None at all</td>
<td>8</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
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<tr>
<td>N=</td>
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<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

Q3. Thinking about your own experience, how often, if at all, have you personally experienced discrimination or been treated unfairly because of [INSERT ITEM]?

[GRID ITEMS A-L RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. your ethnicity, cultural identity, or national origins

<table>
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<th>50+</th>
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<tbody>
<tr>
<td>Almost always/Often NET</td>
<td>18</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>Almost always</td>
<td>5</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Often</td>
<td>13</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Sometimes</td>
<td>33</td>
<td>35</td>
<td>31</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
<td>48</td>
<td>44</td>
<td>55</td>
</tr>
<tr>
<td>Rarely</td>
<td>25</td>
<td>21</td>
<td>31</td>
</tr>
<tr>
<td>Never</td>
<td>24</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
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<tr>
<td>N=</td>
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<td>932</td>
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B. your race
### C. your age

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<th>50+</th>
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</thead>
<tbody>
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<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Almost always</td>
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<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>Sometimes</strong></td>
<td>26</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td><strong>Rarely/Never NET</strong></td>
<td>67</td>
<td>65</td>
<td>70</td>
</tr>
<tr>
<td>Rarely</td>
<td>24</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Never</td>
<td>43</td>
<td>43</td>
<td>43</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td>1,672</td>
<td>932</td>
<td>740</td>
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</tbody>
</table>

### D. your gender, gender identity, or gender expression

<table>
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<th>50+</th>
</tr>
</thead>
<tbody>
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<td>9</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Almost always</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>6</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td><strong>Sometimes</strong></td>
<td>21</td>
<td>24</td>
<td>17</td>
</tr>
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<td><strong>Rarely/Never NET</strong></td>
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<tr>
<td><strong>N=</strong></td>
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### E. your sexual orientation

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</tr>
</thead>
<tbody>
<tr>
<td><strong>Almost always/Often NET</strong></td>
<td>5</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Almost always</td>
<td>2</td>
<td>2</td>
<td>*</td>
</tr>
<tr>
<td>Often</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td><strong>Sometimes</strong></td>
<td>14</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td><strong>Rarely/Never NET</strong></td>
<td>80</td>
<td>76</td>
<td>87</td>
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<tr>
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<tr>
<td>Never</td>
<td>66</td>
<td>61</td>
<td>74</td>
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<td>-</td>
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<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>*</td>
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<tr>
<td><strong>N=</strong></td>
<td>1,672</td>
<td>932</td>
<td>740</td>
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### F. your weight

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</thead>
<tbody>
<tr>
<td>Almost always/Often NET</td>
<td>11</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Almost always</td>
<td>3</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>8</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Sometimes</td>
<td>21</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
<td>66</td>
<td>59</td>
<td>76</td>
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N= 1,672 932 740

### G. a disability

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<th>50+</th>
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</thead>
<tbody>
<tr>
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<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Almost always</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Sometimes</td>
<td>11</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
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<td>81</td>
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<td>Never</td>
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N= 1,672 932 740

### H. your shade of skin tone

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<td>22</td>
<td>15</td>
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<tr>
<td>Almost always</td>
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<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Often</td>
<td>14</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>Sometimes</td>
<td>37</td>
<td>39</td>
<td>34</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
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<td>17</td>
<td>23</td>
</tr>
<tr>
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<td>-</td>
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N= 1672 932 740
I. your social class

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<td>Almost always</td>
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<td>4</td>
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</tr>
<tr>
<td>Often</td>
<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Sometimes</td>
<td>28</td>
<td>31</td>
<td>23</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
<td>61</td>
<td>57</td>
<td>68</td>
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<td>28</td>
<td>25</td>
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<td>Never</td>
<td>34</td>
<td>31</td>
<td>37</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>-</td>
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N= 1,672 932 740

J. your name

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<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Almost always</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>5</td>
<td>8</td>
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</tr>
<tr>
<td>Sometimes</td>
<td>13</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
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<td>69</td>
<td>90</td>
</tr>
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<td>19</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Never</td>
<td>58</td>
<td>50</td>
<td>70</td>
</tr>
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N= 1,672 932 740

K. your accent

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</tr>
<tr>
<td>Almost always</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Sometimes</td>
<td>15</td>
<td>17</td>
<td>10</td>
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<tr>
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<td>74</td>
<td>86</td>
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<tr>
<td>Rarely</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Never</td>
<td>59</td>
<td>53</td>
<td>67</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

N= 1,672 932 740
## L. Your religion

<table>
<thead>
<tr>
<th>NORC 03/01-03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost always/Often NET</td>
<td>7</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Almost always</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>4</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Sometimes</td>
<td>11</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
<td>81</td>
<td>76</td>
<td>89</td>
</tr>
<tr>
<td>Rarely</td>
<td>22</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>Never</td>
<td>59</td>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>2</td>
<td>*</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

## M. Some other aspect of your physical appearance, such as your clothing, hair, etc.

<table>
<thead>
<tr>
<th>NORC 03/01-03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost always/Often NET</td>
<td>11</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Almost always</td>
<td>4</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Often</td>
<td>7</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Sometimes</td>
<td>25</td>
<td>29</td>
<td>18</td>
</tr>
<tr>
<td>Rarely/Never NET</td>
<td>64</td>
<td>55</td>
<td>77</td>
</tr>
<tr>
<td>Rarely</td>
<td>27</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>Never</td>
<td>37</td>
<td>30</td>
<td>48</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

If Q3C “age” is almost always, often, sometimes or rarely:

**Q4. What do you think was the reason for the discrimination you experienced due to your age?**

### RESPONSE OPTIONS 1-3 RANDOMIZED

<table>
<thead>
<tr>
<th>NORC 03/01-03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>[I was/You were] too old</td>
<td>29</td>
<td>14</td>
<td>52</td>
</tr>
<tr>
<td>[I was/You were] too young</td>
<td>24</td>
<td>37</td>
<td>6</td>
</tr>
<tr>
<td>[I was/You were] sometimes too old and sometimes [I was/You were] too young</td>
<td>42</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>Some other age-related reason</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>None / Did not experience discrimination</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>N=</td>
<td>1,000</td>
<td>540</td>
<td>460</td>
</tr>
</tbody>
</table>
If Q3D “gender” is almost always, often, sometimes or rarely:
Q5. You mentioned that you experienced discrimination due to your gender, gender identity, or gender expression. Please tell us which of the following was the reason for the discrimination you experienced?

Select all that apply

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender expression</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N=</td>
<td>877</td>
<td>534</td>
<td>343</td>
</tr>
</tbody>
</table>

If any item in Q3 is almost always, often, sometimes or rarely:
Q6. How much of an impact do you think discrimination has had on your overall...?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. Physical health

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/Quite a bit NET</td>
<td>19</td>
<td>23</td>
<td>13</td>
</tr>
<tr>
<td>A great deal</td>
<td>7</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Quite a bit</td>
<td>12</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>A moderate amount</td>
<td>21</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Only a little/None at all NET</td>
<td>60</td>
<td>52</td>
<td>72</td>
</tr>
<tr>
<td>Only a little</td>
<td>21</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td>None at all</td>
<td>39</td>
<td>35</td>
<td>46</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td>N=</td>
<td>1,556</td>
<td>866</td>
<td>690</td>
</tr>
</tbody>
</table>

B. Mental health

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/Quite a bit NET</td>
<td>26</td>
<td>33</td>
<td>16</td>
</tr>
<tr>
<td>A great deal</td>
<td>10</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Quite a bit</td>
<td>16</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>A moderate amount</td>
<td>22</td>
<td>26</td>
<td>17</td>
</tr>
<tr>
<td>Only a little/None at all NET</td>
<td>51</td>
<td>41</td>
<td>67</td>
</tr>
<tr>
<td>Only a little</td>
<td>23</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>None at all</td>
<td>28</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td>N=</td>
<td>1,556</td>
<td>866</td>
<td>690</td>
</tr>
</tbody>
</table>
C. Finances

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/Quite a bit NET</td>
<td>27</td>
<td>30</td>
<td>24</td>
</tr>
<tr>
<td>A great deal</td>
<td>11</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Quite a bit</td>
<td>16</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>A moderate amount</td>
<td>24</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>Only a little/None at all NET</td>
<td>49</td>
<td>46</td>
<td>53</td>
</tr>
<tr>
<td>Only a little</td>
<td>22</td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td>None at all</td>
<td>27</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 1,556 866 690

Q7. In your day-to-day life, how often do any of the following happen to you?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. You are treated with less respect than other people are

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>25</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>Almost every day</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>At least once a week</td>
<td>7</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>A few times a month</td>
<td>13</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>75</td>
<td>69</td>
<td>82</td>
</tr>
<tr>
<td>A few times a year</td>
<td>25</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>19</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>Never</td>
<td>31</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

B. You receive poorer service than other people at restaurants or stores

<table>
<thead>
<tr>
<th>NORC 03/01-03/03/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>21</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Almost every day</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>At least once a week</td>
<td>6</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>A few times a month</td>
<td>12</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>79</td>
<td>75</td>
<td>85</td>
</tr>
<tr>
<td>A few times a year</td>
<td>25</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>23</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>Never</td>
<td>31</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

N= 1,672 932 740
C. People act as if they think you are not smart, or they talk down to you

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>28</td>
<td>34</td>
<td>19</td>
</tr>
<tr>
<td>Almost every day</td>
<td>8</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>At least once a week</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>A few times a month</td>
<td>12</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>72</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>A few times a year</td>
<td>24</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>19</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>Never</td>
<td>28</td>
<td>25</td>
<td>33</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

D. People act as if they are afraid of you

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>18</td>
<td>24</td>
<td>10</td>
</tr>
<tr>
<td>Almost every day</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>At least once a week</td>
<td>5</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>A few times a month</td>
<td>10</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>81</td>
<td>75</td>
<td>90</td>
</tr>
<tr>
<td>A few times a year</td>
<td>15</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>14</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Never</td>
<td>52</td>
<td>46</td>
<td>61</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

E. People act as if they think you are dishonest

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>21</td>
<td>26</td>
<td>13</td>
</tr>
<tr>
<td>Almost every day</td>
<td>6</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>At least once a week</td>
<td>6</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>A few times a month</td>
<td>9</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>79</td>
<td>73</td>
<td>87</td>
</tr>
<tr>
<td>A few times a year</td>
<td>17</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>18</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Never</td>
<td>44</td>
<td>38</td>
<td>52</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,672 932 740
F. People act as if they’re better than you are

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>39</td>
<td>44</td>
<td>31</td>
</tr>
<tr>
<td>Almost every day</td>
<td>14</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>At least once a week</td>
<td>8</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>A few times a month</td>
<td>17</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>61</td>
<td>55</td>
<td>69</td>
</tr>
<tr>
<td>A few times a year</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>14</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Never</td>
<td>20</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

G. You are called names or insulted either overtly or through microaggressions

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least a few times a month (NET)</td>
<td>18</td>
<td>26</td>
<td>7</td>
</tr>
<tr>
<td>Almost every day</td>
<td>3</td>
<td>5</td>
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<tr>
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<tr>
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<td>10</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>A few times a year or less (NET)</td>
<td>82</td>
<td>74</td>
<td>93</td>
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<tr>
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<td>16</td>
<td>19</td>
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<tr>
<td>Less than once a year</td>
<td>17</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Never</td>
<td>48</td>
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<td>59</td>
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<td>-</td>
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<tr>
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<td>*</td>
<td>*</td>
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</tr>
<tr>
<td>N=</td>
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<td>932</td>
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</table>

H. You are threatened or harassed

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<th>18-49</th>
<th>50+</th>
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<tbody>
<tr>
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<td>13</td>
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<tr>
<td>Almost every day</td>
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<td>1</td>
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<td>A few times a month</td>
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<td>9</td>
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</tr>
<tr>
<td>A few times a year or less (NET)</td>
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<td>94</td>
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<td>15</td>
<td>7</td>
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<tr>
<td>Less than once a year</td>
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<td>19</td>
<td>18</td>
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<tr>
<td>N=</td>
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<td>932</td>
<td>740</td>
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I. You are followed around in stores

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<th>50+</th>
</tr>
</thead>
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<td>2</td>
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<tr>
<td>At least once a week</td>
<td>6</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>A few times a month</td>
<td>14</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
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<td>68</td>
<td>84</td>
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<td>22</td>
<td>26</td>
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<td>18</td>
<td>21</td>
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<tr>
<td>Never</td>
<td>32</td>
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<tr>
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</tr>
<tr>
<td>N=</td>
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<td>932</td>
<td>740</td>
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</table>

J. You are whistled at or cat-called by men when walking outside

<table>
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<th>NORC 10/22-11/30/2021</th>
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<th>18-49</th>
<th>50+</th>
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<tr>
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<td>35</td>
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<td>2</td>
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<tr>
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<tr>
<td>A few times a month</td>
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<td>20</td>
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<td>52</td>
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K. You are ignored

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<td>8</td>
<td>5</td>
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<tr>
<td>At least once a week</td>
<td>9</td>
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<td>4</td>
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<tr>
<td>A few times a month</td>
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<td>11</td>
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<td>A few times a year or less (NET)</td>
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<td>80</td>
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<td>Never</td>
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<td>31</td>
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<td>-</td>
<td>-</td>
<td>-</td>
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<td>*</td>
<td>1</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>
Q7. If an item is almost every day, at least once a week, a few times a month, or a few times a year
Q8. What do you think are reasons why [GRID ITEM]?

[GRID ITEMS RANDOMIZED]

A. You are treated with less respect than other people are

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
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<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
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<td>65</td>
<td>83</td>
</tr>
<tr>
<td>Your age</td>
<td>32</td>
<td>29</td>
<td>37</td>
</tr>
<tr>
<td>Your gender, gender identity, or gender expression</td>
<td>26</td>
<td>30</td>
<td>17</td>
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<tr>
<td>Your sexual orientation</td>
<td>9</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Your weight</td>
<td>19</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>A disability</td>
<td>9</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Your shade of skin tone</td>
<td>36</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>Your social class</td>
<td>23</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Your name</td>
<td>8</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Your accent</td>
<td>6</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Your religion</td>
<td>6</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Some other aspect of your physical appearance, such as your clothing, hair, etc.</td>
<td>19</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
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<tr>
<td>N=</td>
<td>840</td>
<td>523</td>
<td>317</td>
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</tbody>
</table>

B. You receive poorer service than other people at restaurants or stores

<table>
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<tr>
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<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
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<td>35</td>
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<tr>
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<td>74</td>
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<td>Your age</td>
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<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Your gender, gender identity, or gender expression</td>
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<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Your sexual orientation</td>
<td>5</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Your weight</td>
<td>11</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>A disability</td>
<td>7</td>
<td>8</td>
<td>4</td>
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<tr>
<td>Your shade of skin tone</td>
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<td>41</td>
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<td>Your social class</td>
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<td>*</td>
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<td>Your accent</td>
<td>4</td>
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<tr>
<td>Your religion</td>
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<td>4</td>
<td>3</td>
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<td>19</td>
<td>13</td>
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<tr>
<td>DON'T KNOW</td>
<td>*</td>
<td>-</td>
<td>*</td>
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<tr>
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<tr>
<td>N=</td>
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<td>302</td>
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</table>
### C. People act as if they think you are not smart, or they talk down to you

<table>
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<th>18-49</th>
<th>50+</th>
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<td>Your age</td>
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<td>37</td>
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<tr>
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<td>Your sexual orientation</td>
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<tr>
<td>Your weight</td>
<td>11</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>A disability</td>
<td>9</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Your shade of skin tone</td>
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<td>30</td>
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<td>6</td>
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<tr>
<td>Your religion</td>
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<td>-</td>
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<td>334</td>
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### D. People act as if they are afraid of you

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<th>50+</th>
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<td>15</td>
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<td>Your gender, gender identity, or gender expression</td>
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<td>Your sexual orientation</td>
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<td>Your weight</td>
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<tr>
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<td>4</td>
<td>2</td>
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<td>19</td>
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<td>12</td>
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<tr>
<td>A disability</td>
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<td>6</td>
<td>2</td>
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<td>N=</td>
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<td>224</td>
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### F. People act as if they’re better than you are

<table>
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<th>18-49</th>
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<td>A disability</td>
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G. You are called names or insulted either overtly or through microaggressions

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N= 565 407 158

H. You are threatened or harassed

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N= 406 299 107
I. You are followed around in stores

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J. You are whistled at or cat-called by men when walking outside

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<td>Your religion</td>
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**K. You are ignored**

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* N= 942 570 372

*If any Q7 item is almost every day, at least once a week, a few times a month, a few times a year or less than once a year

**Q9. In dealing with these experiences, how often do you:**

**[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

**A. Think in advance about the kinds of problems you are likely to experience**

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<th>NORC 10/22-11/30/2021</th>
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<th>50+</th>
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<tr>
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<tr>
<td>Fairly often</td>
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<tr>
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<td>25</td>
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* N= 1,335 762 573
B. Try to prepare for possible insults before leaving home

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C. Feel that you always must be very careful about your appearance to get good service or avoid being harassed

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<tr>
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D. Carefully watch what you say and how you say it

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E. Carefully observe what happens around you

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F. Consider how safe or comfortable you might feel

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G. Try to avoid certain social situations and places

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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<tbody>
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<td>57</td>
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<td>28</td>
<td>34</td>
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<td>Fairly often</td>
<td>28</td>
<td>28</td>
<td>30</td>
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<tr>
<td>Not too often</td>
<td>22</td>
<td>20</td>
<td>25</td>
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<tr>
<td>Hardly ever/Never NET</td>
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<td>19</td>
<td>25</td>
</tr>
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<td>Hardly ever</td>
<td>12</td>
<td>11</td>
<td>14</td>
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<td>Never</td>
<td>9</td>
<td>8</td>
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<tr>
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<td>1,335</td>
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</table>
Q10. In the following questions, we are interested in the way other people have treated you or your beliefs about how other people have treated you. Please indicate whether any of the following has **ever** happened to you:

[GRID ITEMS RANDOMIZED]

A. Been unfairly fired from a job or not been hired for a job due to an unfair hiring practice

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>32</td>
<td>35</td>
<td>27</td>
</tr>
<tr>
<td>No</td>
<td>67</td>
<td>64</td>
<td>72</td>
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<tr>
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<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
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<td>*</td>
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</tbody>
</table>

N= 1,672 | 932 | 740

B. Been passed over for a raise, promotion, or chance to get ahead at work

<table>
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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<tr>
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<td>42</td>
<td>43</td>
<td>41</td>
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<td>No</td>
<td>57</td>
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<td>59</td>
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<tr>
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<td>-</td>
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<td>*</td>
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</tbody>
</table>

N= 1,672 | 932 | 740

C. Been unfairly stopped, searched, questioned, physically threatened, or abused by the police or other enforcement agency such as TSA, local security, etc.

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
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<td>30</td>
<td>36</td>
<td>21</td>
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<td>No</td>
<td>70</td>
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<td>79</td>
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<tr>
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<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>1</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,672 | 932 | 740

D. Been discouraged by a teacher or advisor from continuing your education or advised to follow a particular educational path

<table>
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<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<td>26</td>
<td>31</td>
<td>19</td>
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<tr>
<td>No</td>
<td>73</td>
<td>68</td>
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<tr>
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<tr>
<td>SKIPPED ON WEB/REFUSED</td>
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<td>1</td>
<td>*</td>
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</tbody>
</table>

N= 1,672 | 932 | 740

E. Been prevented from moving into a neighborhood because the landlord or a realtor refused to sell or rent you a house or apartment

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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
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<td>Yes</td>
<td>22</td>
<td>23</td>
<td>19</td>
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<tr>
<td>No</td>
<td>78</td>
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<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</table>
### F. Moved into a neighborhood where neighbors made life difficult for you or your family

<table>
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<th>18-49</th>
<th>50+</th>
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<td>18</td>
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<tr>
<td>No</td>
<td>77</td>
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**N= 1,672 932 740**

### G. Been unfairly denied a bank loan

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<th>50+</th>
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<td>23</td>
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<tr>
<td>No</td>
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<td>1</td>
<td>*</td>
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</tbody>
</table>

**N= 1,672 932 740**

### H. Received service from someone such as a plumber or car mechanic that was worse than what other people get

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<th>18-49</th>
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<tr>
<td>No</td>
<td>73</td>
<td>72</td>
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<tr>
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**N= 1,672 932 740**

### I. Been excluded from conversations about finances

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<th>50+</th>
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<td>27</td>
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<td>20</td>
</tr>
<tr>
<td>No</td>
<td>72</td>
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<td>80</td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td>-</td>
<td>-</td>
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<td>1</td>
<td>1</td>
<td>*</td>
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</table>

**N= 1,672 932 740**

### J. Been overlooked, disrespected, or devalued by a customer or colleague while at work

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<th>18-49</th>
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**N= 1,672 932 740**
K. Been unfairly treated by a health care provider

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<th>18-49</th>
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<td>34</td>
<td>27</td>
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<tr>
<td>No</td>
<td>68</td>
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<tr>
<td>SKIPPED ON WEB/REFUSED</td>
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<td>1</td>
<td>*</td>
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</tbody>
</table>

N= 1,672 932 740

L. Been excluded from projects or meetings at work that would have helped you advance in your career

<table>
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<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>30</td>
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<td>27</td>
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<tr>
<td>No</td>
<td>70</td>
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<td>72</td>
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<tr>
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<td>1</td>
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N= 1,672 932 740

M. Been told to behave a certain way at work

<table>
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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<td>36</td>
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<td>No</td>
<td>64</td>
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<tr>
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<td>1</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

If Q10 item is yes

Q11. What do you think are reasons why you have ever [INSERT GRID ITEM]?
Select all that apply.

[GRID ITEMS RANDOMIZED]

A. Been unfairly fired from a job or not been hired for a job due to an unfair hiring practice

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<tbody>
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<td>37</td>
<td>38</td>
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<td>Your race</td>
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<td>73</td>
<td>78</td>
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<tr>
<td>Your age</td>
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<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Your gender, gender identity, or gender expression</td>
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<td>27</td>
<td>16</td>
</tr>
<tr>
<td>Your sexual orientation</td>
<td>8</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Your weight</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>A disability</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Your shade of skin tone</td>
<td>30</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>Your social class</td>
<td>15</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Your name</td>
<td>7</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Your accent</td>
<td>5</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Your religion</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Some other aspect of your physical appearance, such as your clothing, hair, etc.</td>
<td>17</td>
<td>18</td>
<td>15</td>
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<tr>
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<td>-</td>
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<td>SKIPPED ON WEB/REFUSED</td>
<td>2</td>
<td>1</td>
<td>4</td>
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</table>
B. Been passed over for a raise, promotion, or chance to get ahead at work

<table>
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<th>NORC 10/22-11/30/2021</th>
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<th>18-49</th>
<th>50+</th>
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<td>A disability</td>
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<td>Your accent</td>
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</table>

N= 595 352 243

C. Been unfairly stopped, searched, questioned, physically threatened, or abused by the police or other enforcement agency such as TSA, local security, etc.

<table>
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<tr>
<th>NORC 10/22-11/30/2021</th>
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<th>18-49</th>
<th>50+</th>
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N= 532 346 186
D. Been discouraged by a teacher or advisor from continuing your education or advised to follow a particular educational path

<table>
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N= 488 302 186

E. Been prevented from moving into a neighborhood because the landlord or a realtor refused to sell or rent you a house or apartment

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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
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N= 389 241 148
F. Moved into a neighborhood where neighbors made life difficult for you or your family

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G. Been unfairly denied a bank loan

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H. Received service from someone such as a plumber or car mechanic that was worse than what other people get

<table>
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<th>18-49</th>
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N= 480 271 209

I. Been excluded from conversations about finances

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N= 509 328 181
J. Been overlooked, disrespected, or devalued by a customer or colleague while at work

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K. Been unfairly treated by a health care provider

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L. Been excluded from projects or meetings at work that would have helped you advance in your career

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M. Been told to behave a certain way at work

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Q12. In general, how do you think the advertising industry portrays the following groups?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. Black women

<table>
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B. Asian women

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C. Hispanic/Latina women

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D. White women

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N= 1,672

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### G. Women of diverse body types

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N= 1,672

### H. Gay, bisexual, pansexual, queer or trans women

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<tbody>
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N= 1,672
I. Disabled women

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J. Immigrant women

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<td>740</td>
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K. Bi-racial or multi-racial women

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<td>932</td>
<td>740</td>
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Q13. How do you think advertising for the beauty industry portrays the following groups?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. Black women

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<td>21</td>
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<tr>
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<td>30</td>
<td>31</td>
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<tr>
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<td>27</td>
<td>28</td>
<td>26</td>
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## B. Asian women

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<tr>
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## C. Hispanic/Latina women

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N= 1,672

## D. White women

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N= 1,672

## E. Older women

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### F. Younger women

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**N=** 1,672  932  740

### G. Women of diverse body types

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### H. Gay, bisexual, pansexual, queer or trans women

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<td>15</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>22</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**N=** 1,672  932  740

### I. Disabled women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>13</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>23</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>16</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>28</td>
<td>29</td>
<td>26</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>20</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**N=** 1,672  932  740
J. Immigrant women

<table>
<thead>
<tr>
<th>NORC</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>23</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>21</td>
<td>22</td>
<td>19</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>21</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>22</td>
<td>20</td>
<td>26</td>
</tr>
</tbody>
</table>

| SKIPPED ON WEB/REFUSED | * | 1 | * |

N= 1,672 932 740

K. Bi-racial or multi-racial women

<table>
<thead>
<tr>
<th>NORC</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>34</td>
<td>36</td>
<td>29</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>30</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>18</td>
<td>16</td>
<td>21</td>
</tr>
</tbody>
</table>

| SKIPPED ON WEB/REFUSED | 1 | 1 | * |

N= 1,672 932 740

Q14. How do you think social media treats the following groups?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. Black women

<table>
<thead>
<tr>
<th>NORC</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>19</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>24</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>32</td>
<td>34</td>
<td>30</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>16</td>
<td>12</td>
<td>22</td>
</tr>
</tbody>
</table>

| SKIPPED ON WEB/REFUSED | 1 | 1 | 1 |

N= 1,672 932 740

B. Asian women

<table>
<thead>
<tr>
<th>NORC</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>20</td>
<td>22</td>
<td>19</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>28</td>
<td>32</td>
<td>23</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>15</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>27</td>
<td>21</td>
<td>36</td>
</tr>
</tbody>
</table>

| SKIPPED ON WEB/REFUSED | 1 | 1 | 1 |

N= 1,672 932 740

AARP.ORG/RESEARCH | © 2022 AARP ALL RIGHTS RESERVED
### C. Hispanic/Latina women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>20</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>30</td>
<td>32</td>
<td>27</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>17</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>7</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>25</td>
<td>20</td>
<td>33</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

**N=** 1,672 932 740

### D. White women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>52</td>
<td>50</td>
<td>55</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>13</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>13</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>17</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**N=** 1,672 932 740

### E. Older women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>18</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>32</td>
<td>35</td>
<td>28</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>19</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>21</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

**N=** 1,672 932 740

### F. Younger women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>43</td>
<td>43</td>
<td>44</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>18</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>14</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>20</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**N=** 1,672 932 740
### G. Women of diverse body types

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>19</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>26</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>26</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>20</td>
<td>15</td>
<td>27</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>

### H. Gay, bisexual, pansexual, queer or trans women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>21</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>21</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>24</td>
<td>18</td>
<td>33</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>

### I. Disabled women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>14</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>23</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>20</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>16</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>26</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>

### J. Immigrant women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>15</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>22</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>23</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>13</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>28</td>
<td>23</td>
<td>35</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>
K. Bi-racial or multi-racial women

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively, in general</td>
<td>24</td>
<td>28</td>
<td>19</td>
</tr>
<tr>
<td>Neutrally, in general</td>
<td>30</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>Negatively, in general</td>
<td>17</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>They are not included, in general</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>[I/You] Don’t know</td>
<td>23</td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

Q15. How much do you agree or disagree with the following statement: There has been a trend toward more diversity and inclusion in advertisements from large brands.

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly/Somewhat agree NET</td>
<td>57</td>
<td>59</td>
<td>55</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>20</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>37</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>34</td>
<td>32</td>
<td>36</td>
</tr>
<tr>
<td>Strongly/Somewhat disagree NET</td>
<td>9</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>*</td>
<td>-</td>
<td>*</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,672 932 740

If Q15 strongly or somewhat agree

Q16. In general, do you think the trend of increased diversity and inclusion in advertisements is the result of large brands having a true commitment to diversity and inclusion or large brands only caring about how they appear to consumers?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commitment to diversity and inclusion</td>
<td>30</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>Appearance to consumers</td>
<td>70</td>
<td>71</td>
<td>69</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>*</td>
<td>-</td>
<td>*</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>1</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,021 569 452
Q17. Women feel pressure to conform to beauty norms from different sources. How much pressure, if any, do you feel from social media to do each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

<table>
<thead>
<tr>
<th></th>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Wear your hair in a particular way including style, relaxed, or straightened</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A great deal/A lot NET</td>
<td>27</td>
<td>31</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>A great deal</td>
<td>15</td>
<td>17</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>A lot</td>
<td>12</td>
<td>14</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Some</td>
<td>23</td>
<td>27</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Not much/None at all NET</td>
<td>49</td>
<td>41</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>None at all</td>
<td>37</td>
<td>28</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Wear clothes considered appropriate for your age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A great deal/A lot NET</td>
<td>27</td>
<td>31</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>A great deal</td>
<td>14</td>
<td>14</td>
<td>14</td>
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<tr>
<td>A lot</td>
<td>13</td>
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<td>Some</td>
<td>25</td>
<td>26</td>
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<td></td>
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<tr>
<td>Not much/None at all NET</td>
<td>47</td>
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<tr>
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<tr>
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<tr>
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<th>All women</th>
<th>18-49</th>
<th>50+</th>
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<tbody>
<tr>
<td>C. Wear clothes considered appropriate for your gender</td>
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<tr>
<td>A great deal/A lot NET</td>
<td>28</td>
<td>32</td>
<td>22</td>
<td></td>
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<td>A great deal</td>
<td>17</td>
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<tr>
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<td>23</td>
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<td></td>
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<tr>
<td>Not much/None at all NET</td>
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<td>N=</td>
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### D. Use make-up

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<td>28</td>
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<td>21</td>
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<td>18</td>
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<tr>
<td>A lot</td>
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<td>9</td>
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<tr>
<td><strong>Some</strong></td>
<td>21</td>
<td>24</td>
<td>18</td>
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<tr>
<td><strong>Not much/None at all NET</strong></td>
<td>50</td>
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<tr>
<td><strong>N=</strong></td>
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<td>932</td>
<td>740</td>
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</tbody>
</table>

### E. Dye your hair in colors such as pink or blue

<table>
<thead>
<tr>
<th>NORC</th>
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<tr>
<td><strong>A great deal/A lot NET</strong></td>
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<tr>
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</tr>
<tr>
<td><strong>Some</strong></td>
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<tr>
<td><strong>N=</strong></td>
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<td>932</td>
<td>740</td>
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### F. Manicure your nails in a particular way

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</thead>
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<td></td>
<td></td>
</tr>
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<tr>
<td>A great deal</td>
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<td>14</td>
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</tr>
<tr>
<td>A lot</td>
<td>11</td>
<td>13</td>
<td>8</td>
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<tr>
<td><strong>Some</strong></td>
<td>21</td>
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<td>19</td>
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<tr>
<td><strong>Not much/None at all NET</strong></td>
<td>55</td>
<td>48</td>
<td>65</td>
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<tr>
<td>Not much</td>
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<td>14</td>
<td>13</td>
</tr>
<tr>
<td>None at all</td>
<td>41</td>
<td>34</td>
<td>52</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
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<td>1</td>
<td>*</td>
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<tr>
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<td>932</td>
<td>740</td>
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### G. Lose weight

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</thead>
<tbody>
<tr>
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<td>39</td>
<td>42</td>
<td>35</td>
</tr>
<tr>
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<td>*</td>
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<tr>
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### H. Get tattoos or piercings

<table>
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<th>50+</th>
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</thead>
<tbody>
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<td>A great deal/A lot NET</td>
<td>16</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>A great deal</td>
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<tr>
<td>A lot</td>
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<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Some</td>
<td>16</td>
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<td>67</td>
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<tr>
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<td>53</td>
<td>42</td>
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<tr>
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</tr>
<tr>
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<td>*</td>
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</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
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</tbody>
</table>

### I. Do cosmetic procedures, such as dermal fillers, Botox, etc.

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/A lot NET</td>
<td>22</td>
<td>27</td>
<td>15</td>
</tr>
<tr>
<td>A great deal</td>
<td>11</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>A lot</td>
<td>11</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>Some</td>
<td>16</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Not much/None at all NET</td>
<td>62</td>
<td>57</td>
<td>70</td>
</tr>
<tr>
<td>Not much</td>
<td>10</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>None at all</td>
<td>52</td>
<td>46</td>
<td>61</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>*</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
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<td>*</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td>N=</td>
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<td>932</td>
<td>740</td>
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</table>
J. Have plastic surgery

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<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/A lot NET</td>
<td>20</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>A great deal</td>
<td>13</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>A lot</td>
<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Some</td>
<td>16</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Not much/None at all NET</td>
<td>64</td>
<td>59</td>
<td>72</td>
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<td>12</td>
<td>9</td>
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<tr>
<td>None at all</td>
<td>53</td>
<td>47</td>
<td>63</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>*</td>
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</tbody>
</table>

N= 1,672

Q17A. How much pressure, if any, do you feel from social media to dye your hair to cover the gray?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

<table>
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<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/A lot NET</td>
<td>18</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>A great deal</td>
<td>10</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>A lot</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Some</td>
<td>16</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Not much/none at all NET</td>
<td>51</td>
<td>44</td>
<td>62</td>
</tr>
<tr>
<td>Not much</td>
<td>11</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>None at all</td>
<td>40</td>
<td>32</td>
<td>53</td>
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<tr>
<td>[I/You] don’t have gray hair</td>
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<td>21</td>
<td>5</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
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N= 1,672

EMPLOYED. Which statement best describes your current employment status?

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<th>50+</th>
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<td>37</td>
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<tr>
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<td>34</td>
</tr>
<tr>
<td>Working - self-employed</td>
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<td>9</td>
<td>4</td>
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<tr>
<td>Not working (NET)</td>
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<td>40</td>
<td>63</td>
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<tr>
<td>Not working - on temporary layoff from a job</td>
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<td>3</td>
<td>1</td>
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<tr>
<td>Not working - looking for work</td>
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<td>5</td>
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<tr>
<td>Not working – retired</td>
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<td>3</td>
<td>36</td>
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<tr>
<td>Not working - disabled</td>
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<td>7</td>
<td>17</td>
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<tr>
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<td>10</td>
<td>4</td>
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<tr>
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<td>-</td>
<td>-</td>
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<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

N= 1,672
If working as a paid employee

Q18. How much pressure, if any, do you feel at your workplace to do each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

A. Wear your hair in a particular way including style, relaxed, or straightened

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal/A lot NET</td>
<td>19</td>
<td>22</td>
<td>13</td>
</tr>
<tr>
<td>A great deal</td>
<td>9</td>
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</tr>
<tr>
<td>Some</td>
<td>19</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
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<td>74</td>
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<td>49</td>
<td>43</td>
<td>61</td>
</tr>
<tr>
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<td><strong>781</strong></td>
<td><strong>503</strong></td>
<td><strong>278</strong></td>
</tr>
</tbody>
</table>

B. Wear your hair in what is considered a professional style

<table>
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<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
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<td><strong>781</strong></td>
<td><strong>503</strong></td>
<td><strong>278</strong></td>
</tr>
</tbody>
</table>

C. Wear clothes considered appropriate for your age

<table>
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<tr>
<th>NORC 10/22-11/30/2021</th>
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<th>18-49</th>
<th>50+</th>
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<tr>
<td>A lot</td>
<td>13</td>
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<td>Some</td>
<td>21</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
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<td>52</td>
<td>48</td>
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<td>42</td>
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<td><strong>N=</strong></td>
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<td><strong>503</strong></td>
<td><strong>278</strong></td>
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### D. Wear clothes considered appropriate for your gender

<table>
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<th>50+</th>
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<tbody>
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<td>24</td>
<td>27</td>
<td>17</td>
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<tr>
<td>A great deal</td>
<td>12</td>
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<tr>
<td><strong>Some</strong></td>
<td>18</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td><strong>Not much/None at all NET</strong></td>
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<td>53</td>
<td>66</td>
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<td>Not much</td>
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<td>11</td>
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N= 781  503  278

### E. Wear professional type clothes

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</thead>
<tbody>
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<td>31</td>
<td>33</td>
<td>29</td>
</tr>
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<td>A great deal</td>
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<td>A lot</td>
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<td><strong>Some</strong></td>
<td>25</td>
<td>26</td>
<td>23</td>
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<td><strong>Not much/None at all NET</strong></td>
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N= 781  503  278

### F. Use make-up

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<tbody>
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<td>6</td>
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<td>A lot</td>
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<td>6</td>
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<td><strong>Some</strong></td>
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<td>13</td>
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<tr>
<td><strong>Not much/None at all NET</strong></td>
<td>70</td>
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<td>76</td>
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<td>15</td>
<td>13</td>
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<tr>
<td>None at all</td>
<td>55</td>
<td>52</td>
<td>63</td>
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N= 781  503  278
G. Not dye your hair in colors such as pink or blue

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<tbody>
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<td>18</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>A great deal</td>
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<td>12</td>
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</tr>
<tr>
<td>A lot</td>
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</tr>
<tr>
<td>Some</td>
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<td>70</td>
<td>80</td>
</tr>
<tr>
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<td>8</td>
</tr>
<tr>
<td>None at all</td>
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<td>59</td>
<td>71</td>
</tr>
<tr>
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<td>-</td>
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<tr>
<td>N=</td>
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</table>

H. Manicure your nails in a particular way

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</thead>
<tbody>
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<td>15</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>A great deal</td>
<td>8</td>
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<tr>
<td>A lot</td>
<td>6</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Some</td>
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<tr>
<td>None at all</td>
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<tr>
<td>DON'T KNOW</td>
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<td>-</td>
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<td>*</td>
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I. Lose weight

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</thead>
<tbody>
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<td>20</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>A great deal</td>
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<td>Some</td>
<td>16</td>
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<td>13</td>
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<tr>
<td>None at all</td>
<td>51</td>
<td>46</td>
<td>62</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
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<tr>
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</table>
J. Hide tattoos or piercings

<table>
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<td>17</td>
<td>18</td>
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</tr>
<tr>
<td>A great deal</td>
<td>10</td>
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<tr>
<td>A lot</td>
<td>7</td>
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<tr>
<td>Some</td>
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<tr>
<td>None at all</td>
<td>57</td>
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<td>-</td>
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</tr>
<tr>
<td>N=</td>
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<td>278</td>
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</table>

K. Do cosmetic procedures, such as dermal fillers, Botox, etc.

<table>
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<tr>
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<th>18-49</th>
<th>50+</th>
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</thead>
<tbody>
<tr>
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<td>9</td>
<td>5</td>
</tr>
<tr>
<td>A great deal</td>
<td>5</td>
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<td>3</td>
</tr>
<tr>
<td>A lot</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Some</td>
<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Not much/None at all NET</td>
<td>84</td>
<td>82</td>
<td>89</td>
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<tr>
<td>Not much</td>
<td>8</td>
<td>9</td>
<td>4</td>
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<tr>
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<td>73</td>
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</tr>
<tr>
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<td>278</td>
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L. Have plastic surgery

<table>
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<th>50+</th>
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</thead>
<tbody>
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<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>A great deal</td>
<td>4</td>
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</tr>
<tr>
<td>A lot</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Some</td>
<td>8</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Not much/None at all NET</td>
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<td>Not much</td>
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<td>3</td>
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<td>None at all</td>
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<td>71</td>
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<td>-</td>
</tr>
<tr>
<td>N=</td>
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<td>503</td>
<td>278</td>
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</table>
If working as a paid employee

Q18A. How much pressure, if any, do you feel at your workplace to dye your hair to cover the gray?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

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<th>50+</th>
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<tbody>
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<td>8</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>A great deal</td>
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<td>4</td>
<td>6</td>
</tr>
<tr>
<td>A lot</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Some</td>
<td>11</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Not much/None at all NET</td>
<td>62</td>
<td>55</td>
<td>76</td>
</tr>
<tr>
<td>Not much</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>None at all</td>
<td>52</td>
<td>45</td>
<td>67</td>
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<tr>
<td>[I/You] don’t have gray hair</td>
<td>18</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
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<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
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</tbody>
</table>

N= 781 503 278

Q19. Please describe your specific beauty routine, if you have one.

[Open-ended question coded. Respondents were able to list more than one routine. Reported proportions are among the respondents who provided at least one valid response to the questions. Respondents who did not answer are not included.]

<table>
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<th>50+</th>
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<tr>
<td>Bathe/cleanse</td>
<td>14</td>
<td>14</td>
<td>13</td>
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<tr>
<td>Exfoliate</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Nail care</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Skincare (general)</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Cleanse face</td>
<td>23</td>
<td>27</td>
<td>19</td>
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<tr>
<td>Moisturize</td>
<td>24</td>
<td>24</td>
<td>25</td>
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<td>Make-up</td>
<td>17</td>
<td>19</td>
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<td>Toner</td>
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<td>4</td>
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<td>Serum</td>
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<tr>
<td>Eye cream</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lip care</td>
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<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Brush teeth</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<td>Facial mask</td>
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<td>3</td>
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<tr>
<td>Wash hair</td>
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<td>2</td>
<td>1</td>
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<td>Style hair</td>
<td>10</td>
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<td>11</td>
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<tr>
<td>Simple or basic routine</td>
<td>1</td>
<td>2</td>
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<tr>
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<td>41</td>
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N = 1,250 660 590
Q20. Do you follow any online style influencers?

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<th>50+</th>
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<tr>
<td>Yes</td>
<td>14</td>
<td>19</td>
<td>6</td>
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<tr>
<td>No</td>
<td>86</td>
<td>80</td>
<td>94</td>
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N= 1,672 932 740

If yes in Q20

Q21. Do you follow any online style influencers who are:

[GRID ITEMS RANDOMIZED]

A. Women about your age

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<td>86</td>
<td>89</td>
<td>75</td>
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<tr>
<td>No</td>
<td>14</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td>-</td>
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N= 268 203 65

B. Women who are younger than you

<table>
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<th>50+</th>
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<tr>
<td>Yes</td>
<td>74</td>
<td>74</td>
<td>74</td>
</tr>
<tr>
<td>No</td>
<td>26</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 268 203 65

C. Women who are older than you

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>73</td>
<td>76</td>
<td>59</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>23</td>
<td>41</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 268 203 65

D. Women who are from your racial or ethnic group

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>86</td>
<td>88</td>
<td>76</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
E. Women who are not from your racial or ethnic group

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>71</td>
<td>72</td>
<td>69</td>
</tr>
<tr>
<td>No</td>
<td>29</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Q22. Please describe any demographic groups you wish were more represented among online style influencers.

[OPEN-ENDED RESPONSE]

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older women/men</td>
<td>3</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Age 30 and over</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Age 40 and over</td>
<td>1</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td>Age 50 and over</td>
<td>1</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>African Americans / Black</td>
<td>14</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>Asians</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>Hispanics/Latins</td>
<td>1</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td>Disabled</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Plus size / Full figured</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>All demographic groups</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Biracial / Multiracial</td>
<td>*</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>LGBTQ Community</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Diverse body types / background</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Indigenous / Native Americans</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>None / Don’t have a preference</td>
<td>26</td>
<td>22</td>
<td>31</td>
</tr>
<tr>
<td>DON’T KNOW / NA</td>
<td>13</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>31</td>
<td>36</td>
<td>22</td>
</tr>
</tbody>
</table>

Q23. Would you say that, in general, your physical health is:

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent/Very good NET</td>
<td>30</td>
<td>33</td>
<td>27</td>
</tr>
<tr>
<td>Excellent</td>
<td>8</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Very good</td>
<td>23</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Good</td>
<td>42</td>
<td>39</td>
<td>48</td>
</tr>
<tr>
<td>Fair/Poor NET</td>
<td>27</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>Fair</td>
<td>23</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Poor</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Category</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 1,672 932 740
Q24. Would you say that, in general, your mental health is:

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent/Very good NET</td>
<td>40</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>Excellent</td>
<td>15</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Very good</td>
<td>25</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Good</td>
<td>34</td>
<td>31</td>
<td>37</td>
</tr>
<tr>
<td>Fair/Poor NET</td>
<td>25</td>
<td>32</td>
<td>15</td>
</tr>
<tr>
<td>Fair</td>
<td>20</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>Poor</td>
<td>5</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

Q25. Thinking about your finances, would you say that your financial situation is:

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely/Very secure NET</td>
<td>15</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Extremely secure</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Very secure</td>
<td>11</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Somewhat secure</td>
<td>48</td>
<td>47</td>
<td>50</td>
</tr>
<tr>
<td>Not too/Not at all secure NET</td>
<td>36</td>
<td>39</td>
<td>32</td>
</tr>
<tr>
<td>Not too secure</td>
<td>23</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Not at all secure</td>
<td>13</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>

KIDS1. Are you a parent or guardian, regardless of the age of your children, or not?

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64</td>
<td>61</td>
<td>69</td>
</tr>
<tr>
<td>No</td>
<td>36</td>
<td>39</td>
<td>31</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>N=</td>
<td>1,672</td>
<td>932</td>
<td>740</td>
</tr>
</tbody>
</table>
If yes in KIDS1

**KIDS2. Are any of your children under 18 years of age or not?**

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>52</td>
<td>82</td>
<td>13</td>
</tr>
<tr>
<td>No</td>
<td>48</td>
<td>17</td>
<td>87</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,127</strong></td>
<td><strong>615</strong></td>
<td><strong>512</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesbian or gay</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Straight, that is, not lesbian or gay</td>
<td>88</td>
<td>84</td>
<td>95</td>
</tr>
<tr>
<td>Bisexual</td>
<td>6</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Something else</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>

**AARP. Are you or your spouse, if married, a member of AARP?**

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>23</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>No</td>
<td>76</td>
<td>95</td>
<td>50</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>*</td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>

**AGE**

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>8</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>19</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>24</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>17</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>55-64</td>
<td>17</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>65-74</td>
<td>13</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>75+</td>
<td>2</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td><strong>N=</strong></td>
<td><strong>1,672</strong></td>
<td><strong>932</strong></td>
<td><strong>740</strong></td>
</tr>
</tbody>
</table>
## EDUCATION

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a high school diploma</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>High school graduate or equivalent</td>
<td>29</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>Vocational/tech school/some college/associates</td>
<td>35</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>BA+ (NET)</td>
<td>25</td>
<td>25</td>
<td>23</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>14</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Post grad study/professional degree</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

N= 1,672  932  740

## MARITAL STATUS

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married (NET)</td>
<td>33</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>Married</td>
<td>25</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>Living with partner</td>
<td>8</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Not Married (NET)</td>
<td>67</td>
<td>69</td>
<td>66</td>
</tr>
<tr>
<td>Widowed</td>
<td>5</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Divorced</td>
<td>13</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>Separated</td>
<td>6</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Never married</td>
<td>43</td>
<td>56</td>
<td>25</td>
</tr>
<tr>
<td>Living with partner (above)</td>
<td>8</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>SKIPPED ON WEB/REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

N= 1,672  932  740

## INCOME

<table>
<thead>
<tr>
<th>NORC 10/22-11/30/2021</th>
<th>All women</th>
<th>18-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10,000</td>
<td>17</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>$10,000 to under $20,000</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>$20,000 to under $30,000</td>
<td>18</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>$30,000 to under $40,000</td>
<td>12</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>$40,000 to under $50,000</td>
<td>9</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>$50,000 to under $75,000</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>$75,000 to under $100,000</td>
<td>8</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>$100,000 to under $150,000</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

N= 1,672  932  740
## STUDY METHODOLOGY

<table>
<thead>
<tr>
<th>Survey sponsor</th>
<th>AARP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey/Data collection supplier</td>
<td>NORC at the University of Chicago</td>
</tr>
<tr>
<td>Population represented</td>
<td>U.S. non-Hispanic Black women ages 18+</td>
</tr>
<tr>
<td>Sample size</td>
<td>1,672; 932 Black women age 18-49, 740 Black women age 50+</td>
</tr>
<tr>
<td>Mode of data collection</td>
<td>AmeriSpeak probability panel (online N = 3,223 and telephone N=94); Dynata online panel (N=3326)</td>
</tr>
<tr>
<td>Type of sample (probability/non-probability)</td>
<td>Probability for AmeriSpeak; Non-probability for Dynata</td>
</tr>
<tr>
<td>Start and end dates of data collection</td>
<td>October 22, 2021 - November 30, 2021</td>
</tr>
<tr>
<td>Survey languages</td>
<td>Interviews were conducted in both English and Spanish, depending on respondent preference.</td>
</tr>
<tr>
<td>Margin of sampling error for total sample, including the design effect</td>
<td>+/- 2.0 percentage points at the 95% confidence level for all women; +/- 3.1 percentage points for all Black women</td>
</tr>
<tr>
<td>Margin of sampling error for key subgroups, including the design effect</td>
<td>+/- 4.2 percentage points at the 95% confidence level for Black women age 18-49, +/-4.8 percentage points for Black women age 50+</td>
</tr>
<tr>
<td>Quality assurance</td>
<td>Quality assurance checks were conducted to ensure data quality. In total, 320 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.</td>
</tr>
<tr>
<td>Weighting</td>
<td>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, country of birth (Latina sample only), and acculturation (Latina and Asian samples only) to benchmarks derived from the 2019 American Community Survey.</td>
</tr>
<tr>
<td>True North calibration</td>
<td>In order to incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates. The weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates,</td>
</tr>
</tbody>
</table>

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For more details, please refer to the study methodology section of the report. The methodology provides a comprehensive overview of the survey's design and execution, ensuring the accuracy and reliability of the findings.
where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were:
• Q3g. Thinking about your own experience, how often, if at all, have you personally experienced discrimination or been treated unfairly because of a disability?
• Q20. Do you follow any online style influencers?
• Q25. Thinking about your finances, would you say that your financial situation is extremely secure, very secure, somewhat secure, not too secure, or not at all secure?

ABOUT AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

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.