

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

OP_01. In general, do you think it is good or bad for men to be hairy?

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Good	31%	35%	27%	39%	30%	25%	32%	32%	30%	31%	30%	29%	43%	23%
Bad	25%	21%	29%	19%	28%	28%	25%	26%	26%	24%	28%	23%	19%	21%
Not sure	44%	44%	43%	42%	42%	46%	44%	42%	44%	45%	43%	48%	38%	57%

OP_02. In general, do you think it is good or bad for women to be hairy?

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Good	10%	12%	9%	19%	8%	5%	13%	9%	9%	13%	8%	12%	20%	14%
Bad	70%	68%	72%	55%	73%	80%	67%	71%	74%	66%	74%	69%	58%	58%
Not sure	19%	19%	19%	26%	19%	15%	20%	21%	17%	21%	18%	20%	22%	28%

OP_03. Do you personally remove hair from any of the following parts of your body? Please select all that apply.

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Armpits	49%	17%	80%	49%	51%	47%	47%	51%	50%	48%	50%	52%	47%	45%
Face	55%	67%	43%	53%	55%	56%	61%	52%	53%	54%	56%	52%	50%	56%
Arms	10%	6%	14%	14%	11%	5%	8%	10%	9%	13%	8%	17%	12%	15%
Legs	44%	8%	79%	44%	45%	43%	45%	44%	43%	45%	45%	33%	51%	37%
Chest	8%	12%	4%	14%	7%	4%	12%	7%	8%	8%	8%	11%	9%	10%
Back	6%	8%	3%	10%	5%	2%	6%	4%	6%	6%	5%	5%	6%	8%
Genitals	34%	28%	40%	49%	40%	14%	36%	34%	35%	31%	30%	40%	43%	43%
None of these	13%	20%	7%	12%	12%	16%	11%	15%	12%	16%	13%	18%	11%	13%

OP_11. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	74%	71%	77%	60%	79%	82%	72%	75%	75%	73%	78%	67%	65%	67%
Should not	9%	13%	6%	15%	7%	6%	11%	8%	8%	9%	7%	15%	12%	11%
Not sure	17%	17%	17%	24%	14%	12%	16%	16%	17%	17%	14%	18%	24%	22%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

OP_01. In general, do you think it is good or bad for men to be hairy?

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Good	31%	33%	29%	30%	32%	30%	50%	27%	33%	32%	35%
Bad	25%	25%	26%	26%	26%	25%	32%	34%	23%	23%	20%
Not sure	44%	43%	45%	44%	42%	45%	19%	39%	44%	45%	46%

OP_02. In general, do you think it is good or bad for women to be hairy?

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Good	10%	11%	10%	11%	13%	9%	21%	6%	10%	13%	11%
Bad	70%	72%	71%	68%	66%	72%	72%	77%	78%	65%	63%
Not sure	19%	18%	20%	22%	21%	18%	8%	17%	12%	23%	25%

OP_03. Do you personally remove hair from any of the following parts of your body? Please select all that apply.

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Armpits	49%	47%	55%	46%	48%	49%	44%	53%	55%	47%	52%
Face	55%	49%	57%	63%	57%	57%	57%	50%	47%	55%	53%
Arms	10%	10%	12%	8%	10%	9%	6%	8%	6%	13%	11%
Legs	44%	47%	47%	37%	36%	45%	35%	49%	46%	41%	51%
Chest	8%	6%	9%	13%	9%	6%	11%	7%	4%	12%	12%
Back	6%	5%	5%	5%	11%	6%	-	3%	1%	7%	7%
Genitals	34%	31%	38%	34%	36%	29%	29%	30%	16%	43%	52%
None of these	13%	14%	13%	13%	13%	13%	11%	12%	16%	15%	10%

OP_11. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	74%	73%	77%	74%	69%	78%	57%	84%	80%	67%	66%
Should not	9%	10%	9%	8%	10%	8%	21%	4%	7%	12%	12%
Not sure	17%	17%	14%	18%	20%	14%	22%	12%	13%	21%	22%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

OP_01. In general, do you think it is good or bad for men to be hairy?

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Good	31%	36%	29%	33%	33%	27%	28%
Bad	25%	24%	26%	25%	26%	28%	23%
Not sure	44%	39%	45%	42%	42%	46%	48%

OP_02. In general, do you think it is good or bad for women to be hairy?

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Good	10%	14%	9%	12%	9%	10%	11%
Bad	70%	68%	71%	69%	73%	73%	66%
Not sure	19%	18%	20%	19%	19%	17%	24%

OP_03. Do you personally remove hair from any of the following parts of your body? Please select all that apply.

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Armpits	49%	53%	48%	50%	52%	50%	41%
Face	55%	55%	54%	50%	58%	62%	51%
Arms	10%	16%	8%	10%	9%	11%	10%
Legs	44%	50%	42%	46%	44%	42%	44%
Chest	8%	8%	8%	8%	10%	8%	7%
Back	6%	7%	5%	6%	6%	7%	3%
Genitals	34%	45%	30%	34%	39%	33%	28%
None of these	13%	9%	15%	15%	10%	12%	18%

OP_11. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	74%	76%	74%	73%	77%	78%	67%
Should not	9%	10%	9%	9%	9%	9%	11%
Not sure	17%	14%	17%	18%	14%	14%	22%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

OP_01. In general, do you think it is good or bad for men to be hairy?

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Good	31%	32%	33%	30%	35%	34%	31%	39%	36%	38%	38%	37%	29%	18%	25%
Bad	25%	25%	26%	22%	26%	29%	27%	16%	26%	20%	23%	35%	31%	20%	21%
Not sure	44%	43%	41%	48%	40%	37%	42%	45%	38%	42%	38%	28%	40%	63%	54%

OP_02. In general, do you think it is good or bad for women to be hairy?

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Good	10%	10%	13%	9%	15%	19%	12%	18%	15%	-	14%	16%	6%	-	9%
Bad	70%	71%	67%	72%	63%	67%	71%	51%	66%	58%	65%	73%	62%	55%	68%
Not sure	19%	19%	21%	20%	22%	14%	17%	32%	19%	42%	22%	11%	32%	45%	23%

OP_03. Do you personally remove hair from any of the following parts of your body? Please select all that apply.

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Armpits	49%	54%	51%	50%	51%	50%	72%	59%	62%	46%	55%	49%	37%	35%	30%
Face	55%	54%	57%	62%	55%	55%	49%	52%	51%	52%	49%	70%	49%	42%	56%
Arms	10%	10%	11%	9%	16%	8%	13%	16%	13%	-	13%	14%	11%	9%	7%
Legs	44%	50%	46%	41%	46%	45%	70%	52%	57%	46%	53%	42%	30%	31%	24%
Chest	8%	9%	10%	11%	12%	9%	7%	13%	13%	-	14%	12%	14%	9%	6%
Back	6%	5%	6%	7%	8%	8%	5%	6%	8%	20%	10%	14%	20%	12%	6%
Genitals	34%	36%	41%	36%	40%	40%	43%	53%	51%	60%	56%	33%	29%	25%	21%
None of these	13%	12%	11%	12%	11%	15%	7%	8%	8%	13%	9%	12%	16%	45%	23%

OP_11. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	74%	76%	74%	77%	74%	71%	77%	61%	72%	50%	71%	77%	60%	57%	68%
Should not	9%	8%	11%	9%	11%	14%	8%	12%	11%	50%	13%	13%	22%	14%	8%
Not sure	17%	15%	15%	15%	15%	16%	15%	27%	17%	-	16%	10%	18%	29%	24%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

OP_12. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	72%	78%	67%	59%	76%	81%	75%	75%	71%	70%	74%	77%	67%	65%
Should not	9%	8%	10%	14%	8%	6%	9%	8%	9%	9%	9%	10%	9%	8%
Not sure	19%	14%	23%	27%	17%	13%	15%	17%	19%	21%	18%	13%	24%	26%

OP_13. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	32%	40%	24%	34%	35%	28%	34%	29%	34%	31%	28%	48%	35%	35%
Should not	38%	34%	42%	34%	37%	43%	39%	41%	36%	40%	43%	25%	33%	30%
Not sure	30%	26%	33%	32%	28%	29%	28%	30%	31%	29%	29%	27%	32%	35%

OP_14. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	74%	73%	75%	60%	77%	83%	72%	74%	75%	73%	77%	65%	71%	65%
Should not	8%	10%	7%	13%	8%	5%	11%	6%	9%	7%	7%	13%	10%	10%
Not sure	18%	17%	18%	27%	14%	13%	17%	19%	16%	20%	16%	22%	19%	25%

OP_15. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	60%	72%	49%	50%	65%	64%	64%	60%	61%	56%	61%	66%	57%	55%
Should not	17%	11%	22%	20%	15%	15%	17%	16%	16%	18%	17%	18%	14%	15%
Not sure	23%	17%	29%	30%	20%	21%	20%	24%	23%	26%	22%	16%	30%	30%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

OP_12. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	72%	71%	72%	74%	76%	75%	58%	81%	77%	68%	63%
Should not	9%	10%	9%	6%	9%	8%	12%	4%	12%	11%	12%
Not sure	19%	19%	18%	20%	15%	18%	30%	15%	10%	21%	25%

OP_13. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	32%	32%	34%	31%	26%	31%	36%	34%	31%	33%	29%
Should not	38%	41%	34%	36%	41%	41%	28%	42%	40%	35%	34%
Not sure	30%	26%	31%	34%	33%	28%	36%	24%	28%	32%	37%

OP_14. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	74%	75%	73%	75%	71%	79%	79%	84%	80%	64%	66%
Should not	8%	8%	9%	6%	9%	7%	12%	3%	8%	11%	11%
Not sure	18%	17%	18%	19%	19%	14%	10%	12%	11%	25%	23%

OP_15. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	60%	59%	61%	61%	64%	61%	52%	67%	55%	58%	57%
Should not	17%	19%	15%	13%	15%	16%	20%	15%	25%	17%	17%
Not sure	23%	22%	24%	26%	21%	23%	28%	18%	21%	26%	25%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

OP_12. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	72%	72%	73%	71%	76%	76%	66%
Should not	9%	9%	9%	10%	8%	9%	9%
Not sure	19%	19%	18%	19%	16%	15%	25%

OP_13. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	32%	39%	30%	34%	32%	30%	32%
Should not	38%	36%	39%	38%	41%	41%	31%
Not sure	30%	26%	31%	28%	27%	29%	38%

OP_14. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	74%	77%	73%	74%	76%	78%	69%
Should not	8%	8%	8%	9%	8%	8%	8%
Not sure	18%	15%	19%	18%	16%	15%	23%

OP_15. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	60%	60%	60%	59%	62%	63%	58%
Should not	17%	17%	16%	19%	15%	16%	14%
Not sure	23%	22%	24%	22%	23%	21%	28%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

OP_12. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	72%	73%	73%	77%	72%	66%	70%	56%	66%	50%	66%	67%	69%	52%	70%
Should not	9%	9%	10%	7%	10%	12%	10%	14%	12%	50%	13%	16%	14%	8%	6%
Not sure	19%	18%	18%	17%	18%	22%	21%	30%	22%	-	21%	17%	16%	40%	23%

OP_13. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	32%	32%	37%	31%	37%	30%	25%	28%	32%	40%	35%	33%	48%	14%	33%
Should not	38%	39%	34%	36%	34%	40%	43%	34%	39%	38%	37%	36%	24%	44%	33%
Not sure	30%	29%	29%	33%	29%	30%	33%	38%	29%	21%	28%	32%	28%	41%	34%

OP_14. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	74%	76%	73%	74%	73%	71%	75%	56%	68%	50%	67%	72%	57%	50%	65%
Should not	8%	8%	9%	7%	10%	13%	9%	14%	12%	50%	12%	13%	21%	8%	7%
Not sure	18%	16%	18%	18%	17%	15%	17%	30%	20%	-	20%	15%	22%	42%	27%

OP_15. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	60%	61%	62%	64%	59%	59%	54%	47%	55%	42%	55%	60%	61%	36%	59%
Should not	17%	17%	18%	15%	19%	21%	20%	17%	20%	37%	21%	18%	21%	14%	10%
Not sure	23%	22%	21%	22%	22%	20%	26%	36%	25%	21%	24%	22%	18%	49%	31%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

OP_16. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	57%	67%	46%	47%	62%	59%	59%	55%	58%	54%	56%	61%	55%	55%
Should not	18%	13%	23%	21%	16%	18%	18%	18%	18%	19%	19%	17%	20%	15%
Not sure	25%	19%	30%	31%	22%	23%	23%	27%	24%	26%	25%	23%	25%	30%

OP_17. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	37%	41%	33%	46%	44%	21%	37%	35%	38%	35%	32%	46%	52%	37%
Should not	24%	24%	25%	15%	19%	38%	24%	24%	23%	26%	28%	20%	14%	19%
Not sure	39%	35%	43%	40%	37%	41%	38%	41%	38%	39%	40%	34%	34%	44%

OP_21. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	18%	18%	18%	25%	17%	12%	20%	18%	18%	15%	13%	35%	25%	20%
Should not	55%	56%	55%	41%	56%	67%	51%	56%	56%	57%	64%	36%	38%	43%
Not sure	27%	27%	27%	33%	27%	21%	29%	26%	26%	28%	23%	28%	37%	37%

OP_22. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	42%	45%	39%	32%	44%	49%	39%	41%	46%	41%	44%	38%	38%	41%
Should not	20%	17%	22%	24%	18%	18%	21%	19%	18%	21%	18%	26%	24%	16%
Not sure	38%	37%	39%	45%	38%	33%	41%	40%	36%	38%	38%	36%	39%	43%

OP_23. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	9%	11%	8%	13%	11%	5%	8%	10%	10%	9%	7%	22%	12%	9%
Should not	65%	66%	65%	55%	65%	76%	69%	64%	65%	65%	72%	51%	54%	58%
Not sure	25%	23%	27%	32%	24%	19%	23%	26%	25%	26%	22%	27%	34%	33%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

OP_16. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	57%	55%	58%	57%	57%	57%	58%	62%	52%	55%	45%
Should not	18%	21%	17%	17%	16%	19%	29%	17%	24%	16%	25%
Not sure	25%	24%	25%	26%	27%	24%	13%	21%	24%	29%	30%

OP_17. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	37%	40%	37%	32%	30%	34%	39%	38%	29%	41%	32%
Should not	24%	23%	23%	26%	33%	29%	23%	24%	35%	17%	27%
Not sure	39%	38%	40%	43%	37%	37%	38%	38%	35%	42%	41%

OP_21. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	18%	17%	18%	19%	15%	13%	25%	15%	18%	24%	18%
Should not	55%	54%	56%	56%	60%	65%	45%	59%	58%	43%	51%
Not sure	27%	29%	26%	25%	25%	22%	30%	26%	24%	33%	31%

OP_22. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	42%	43%	41%	43%	39%	47%	47%	47%	52%	33%	42%
Should not	20%	21%	18%	19%	20%	19%	23%	18%	22%	21%	20%
Not sure	38%	36%	41%	38%	41%	34%	30%	35%	26%	47%	38%

OP_23. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	9%	11%	9%	9%	6%	8%	18%	9%	11%	12%	3%
Should not	65%	63%	66%	69%	71%	71%	49%	69%	68%	58%	68%
Not sure	25%	26%	26%	22%	24%	21%	33%	22%	22%	30%	29%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

OP_16. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	57%	58%	56%	54%	58%	60%	54%
Should not	18%	19%	18%	21%	17%	17%	17%
Not sure	25%	23%	26%	25%	25%	22%	29%

OP_17. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	37%	49%	32%	38%	37%	36%	32%
Should not	24%	18%	26%	23%	26%	27%	21%
Not sure	39%	33%	41%	39%	36%	37%	46%

OP_21. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	18%	19%	17%	19%	17%	16%	19%
Should not	55%	58%	55%	52%	61%	62%	48%
Not sure	27%	23%	28%	29%	23%	22%	34%

OP_22. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	42%	42%	42%	41%	45%	46%	36%
Should not	20%	22%	19%	21%	20%	18%	19%
Not sure	38%	36%	39%	38%	35%	37%	45%

OP_23. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	9%	13%	8%	10%	9%	10%	9%
Should not	65%	65%	66%	64%	73%	68%	55%
Not sure	25%	22%	26%	26%	19%	22%	36%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

OP_16. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	57%	56%	58%	60%	55%	54%	51%	45%	53%	40%	55%	59%	66%	26%	56%
Should not	18%	19%	18%	16%	19%	21%	21%	21%	20%	29%	19%	28%	17%	19%	13%
Not sure	25%	25%	23%	24%	26%	25%	28%	34%	27%	30%	27%	13%	17%	55%	31%

OP_17. Do you think that women should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	37%	38%	40%	34%	43%	48%	34%	31%	45%	40%	48%	45%	38%	22%	26%
Should not	24%	25%	21%	25%	21%	21%	24%	19%	19%	29%	13%	14%	26%	34%	24%
Not sure	39%	37%	38%	40%	36%	31%	42%	50%	35%	30%	39%	41%	36%	45%	49%

OP_21. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Armpits

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	18%	18%	21%	15%	22%	19%	17%	21%	24%	-	26%	33%	29%	14%	12%
Should not	55%	56%	53%	59%	52%	52%	57%	41%	53%	81%	47%	42%	38%	43%	54%
Not sure	27%	26%	26%	26%	26%	28%	25%	38%	23%	19%	26%	25%	33%	43%	34%

OP_22. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Face

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	42%	44%	38%	43%	38%	44%	38%	26%	35%	20%	33%	47%	33%	17%	39%
Should not	20%	19%	22%	19%	24%	23%	21%	24%	27%	40%	24%	22%	27%	15%	19%
Not sure	38%	37%	40%	38%	38%	34%	41%	50%	38%	40%	42%	31%	40%	68%	42%

OP_23. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Arms

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	9%	9%	10%	6%	13%	11%	8%	10%	10%	-	11%	13%	25%	4%	8%
Should not	65%	67%	66%	70%	63%	65%	68%	55%	66%	60%	63%	58%	52%	46%	65%
Not sure	25%	24%	25%	24%	24%	23%	24%	35%	24%	40%	26%	28%	23%	49%	27%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

OP_24. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	9%	10%	8%	15%	10%	4%	9%	9%	10%	8%	7%	19%	14%	8%
Should not	67%	68%	67%	55%	68%	77%	69%	69%	67%	65%	72%	58%	57%	62%
Not sure	23%	22%	25%	30%	22%	19%	22%	22%	23%	27%	21%	23%	30%	30%

OP_25. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	17%	15%	18%	24%	18%	9%	14%	17%	18%	15%	13%	26%	25%	18%
Should not	54%	57%	51%	40%	52%	67%	56%	53%	53%	54%	58%	47%	43%	44%
Not sure	30%	28%	31%	36%	30%	24%	30%	30%	28%	31%	29%	27%	32%	38%

OP_26. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	36%	34%	38%	38%	41%	30%	31%	39%	40%	31%	34%	51%	36%	32%
Should not	34%	37%	31%	29%	30%	43%	37%	33%	32%	36%	37%	23%	30%	30%
Not sure	30%	29%	31%	34%	29%	28%	32%	28%	29%	33%	29%	26%	35%	38%

OP_27. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Should	25%	28%	23%	38%	29%	9%	24%	24%	28%	23%	22%	32%	35%	25%
Should not	41%	39%	42%	23%	34%	62%	41%	40%	39%	42%	44%	39%	29%	30%
Not sure	34%	33%	36%	39%	37%	29%	35%	36%	33%	35%	34%	29%	36%	45%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Education				Marital Status						
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	

OP_24. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	9%	11%	8%	8%	6%	7%	19%	8%	5%	13%	7%
Should not	67%	66%	67%	70%	70%	74%	47%	71%	70%	60%	59%
Not sure	23%	23%	24%	21%	24%	20%	33%	21%	25%	27%	33%

OP_25. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	17%	16%	18%	19%	10%	13%	28%	14%	10%	23%	16%
Should not	54%	54%	51%	55%	61%	61%	42%	60%	63%	43%	48%
Not sure	30%	30%	31%	26%	29%	26%	31%	26%	27%	35%	35%

OP_26. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	36%	36%	39%	35%	28%	34%	49%	38%	26%	39%	31%
Should not	34%	34%	31%	35%	42%	39%	23%	32%	47%	27%	34%
Not sure	30%	30%	30%	30%	31%	27%	29%	30%	27%	34%	35%

OP_27. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Should	25%	26%	26%	23%	23%	21%	39%	20%	9%	33%	26%
Should not	41%	38%	40%	44%	48%	49%	30%	46%	61%	26%	36%
Not sure	34%	36%	34%	33%	29%	30%	31%	34%	30%	41%	38%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

OP_24. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	9%	12%	8%	11%	8%	6%	10%
Should not	67%	68%	67%	64%	75%	72%	58%
Not sure	23%	20%	25%	25%	17%	22%	32%

OP_25. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	17%	21%	15%	17%	17%	14%	18%
Should not	54%	51%	55%	54%	57%	57%	43%
Not sure	30%	28%	30%	29%	26%	29%	38%

OP_26. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	36%	42%	34%	35%	38%	38%	33%
Should not	34%	31%	35%	35%	35%	36%	28%
Not sure	30%	27%	31%	30%	27%	27%	39%

OP_27. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Should	25%	33%	23%	27%	26%	24%	21%
Should not	41%	34%	43%	38%	43%	46%	37%
Not sure	34%	34%	35%	36%	31%	30%	43%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

OP_24. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Legs

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	9%	9%	10%	6%	12%	9%	8%	8%	11%	-	10%	8%	12%	-	7%
Should not	67%	69%	67%	71%	64%	71%	70%	58%	66%	60%	64%	65%	71%	51%	65%
Not sure	23%	23%	23%	23%	23%	20%	22%	35%	23%	40%	26%	27%	17%	49%	28%

OP_25. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Chest

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	17%	17%	18%	13%	19%	17%	17%	17%	21%	-	21%	18%	24%	-	13%
Should not	54%	55%	53%	58%	52%	52%	55%	45%	52%	60%	46%	40%	57%	43%	54%
Not sure	30%	29%	29%	29%	29%	30%	28%	38%	27%	40%	33%	43%	19%	57%	33%

OP_26. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Back

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	36%	38%	40%	37%	42%	43%	39%	40%	42%	28%	40%	39%	50%	17%	23%
Should not	34%	33%	32%	32%	30%	29%	32%	26%	32%	33%	29%	37%	36%	31%	38%
Not sure	30%	29%	28%	31%	28%	28%	29%	34%	26%	40%	31%	23%	15%	51%	39%

OP_27. Do you think that men should or should not remove hair from the following parts of their body? Please select one option on each row.

- Genitals

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Should	25%	26%	29%	25%	32%	31%	24%	29%	34%	28%	35%	39%	29%	27%	16%
Should not	41%	40%	36%	43%	36%	34%	40%	26%	32%	23%	24%	26%	35%	37%	47%
Not sure	34%	34%	35%	32%	32%	35%	36%	46%	34%	49%	41%	35%	36%	36%	37%

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Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYG_grid3_1. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Armpits

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	54%	38%	70%	51%	55%	56%	54%	58%	53%	54%	55%	52%	54%	50%
No, I would not	20%	34%	6%	21%	22%	16%	24%	18%	20%	17%	20%	19%	18%	21%
Not sure	15%	18%	12%	17%	14%	14%	13%	13%	16%	15%	14%	16%	16%	18%
Prefer not to say	11%	9%	13%	10%	9%	14%	9%	11%	11%	13%	11%	12%	11%	11%

ZYG_grid3_2. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Face

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	46%	23%	67%	46%	50%	42%	47%	45%	46%	46%	45%	49%	52%	37%
No, I would not	29%	52%	7%	27%	31%	29%	35%	28%	28%	27%	30%	27%	25%	35%
Not sure	14%	15%	13%	16%	11%	15%	9%	16%	14%	15%	14%	14%	12%	16%
Prefer not to say	11%	9%	13%	11%	8%	14%	9%	11%	11%	12%	11%	10%	11%	12%

ZYG_grid3_3. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Arms

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	65%	56%	73%	58%	68%	66%	66%	68%	63%	63%	68%	58%	59%	59%
No, I would not	12%	19%	5%	14%	13%	8%	16%	10%	11%	11%	10%	15%	15%	15%
Not sure	12%	15%	9%	14%	10%	11%	10%	11%	13%	12%	11%	15%	12%	13%
Prefer not to say	12%	10%	13%	13%	8%	14%	9%	11%	12%	14%	11%	12%	14%	13%

ZYG_grid3_4. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Legs

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	59%	41%	76%	56%	60%	60%	60%	60%	56%	61%	59%	59%	63%	50%
No, I would not	17%	32%	3%	16%	21%	14%	19%	15%	19%	13%	18%	13%	14%	21%
Not sure	13%	19%	8%	17%	12%	12%	13%	14%	13%	14%	12%	17%	12%	19%
Prefer not to say	11%	9%	13%	11%	8%	14%	8%	11%	12%	12%	11%	10%	11%	10%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYG_grid3_1. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Armpits

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	54%	52%	56%	56%	58%	58%	58%	52%	59%	49%	70%
No, I would not	20%	21%	19%	20%	18%	19%	19%	19%	14%	22%	14%
Not sure	15%	15%	15%	13%	14%	12%	21%	14%	8%	19%	8%
Prefer not to say	11%	12%	10%	11%	9%	11%	2%	15%	18%	10%	8%

ZYG_grid3_2. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Face

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	46%	44%	49%	47%	44%	47%	30%	48%	45%	43%	58%
No, I would not	29%	30%	26%	30%	34%	30%	28%	28%	27%	30%	24%
Not sure	14%	14%	15%	13%	12%	12%	40%	13%	12%	17%	6%
Prefer not to say	11%	12%	10%	10%	10%	11%	2%	12%	16%	10%	12%

ZYG_grid3_3. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Arms

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	65%	61%	66%	70%	69%	68%	58%	64%	62%	61%	77%
No, I would not	12%	14%	11%	9%	8%	11%	17%	13%	10%	13%	5%
Not sure	12%	12%	12%	10%	14%	10%	17%	9%	9%	15%	11%
Prefer not to say	12%	13%	11%	11%	9%	11%	7%	15%	19%	11%	6%

ZYG_grid3_4. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Legs

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	59%	56%	61%	62%	58%	61%	72%	59%	59%	53%	75%
No, I would not	17%	18%	17%	15%	18%	17%	7%	17%	11%	19%	11%
Not sure	13%	14%	12%	12%	16%	11%	8%	11%	14%	18%	7%
Prefer not to say	11%	12%	10%	11%	9%	11%	14%	13%	16%	10%	6%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYG_grid3_1. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Armpits

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	54%	58%	53%	55%	62%	57%	39%
No, I would not	20%	21%	19%	21%	18%	22%	18%
Not sure	15%	13%	15%	17%	11%	12%	19%
Prefer not to say	11%	8%	12%	7%	9%	9%	24%

ZYG_grid3_2. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Face

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	46%	52%	44%	49%	49%	46%	34%
No, I would not	29%	27%	30%	28%	30%	33%	26%
Not sure	14%	13%	14%	15%	12%	13%	16%
Prefer not to say	11%	8%	12%	8%	8%	9%	24%

ZYG_grid3_3. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Arms

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	65%	64%	65%	66%	71%	70%	47%
No, I would not	12%	15%	11%	13%	10%	10%	12%
Not sure	12%	11%	12%	12%	10%	10%	17%
Prefer not to say	12%	10%	13%	9%	9%	9%	24%

ZYG_grid3_4. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Legs

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	59%	61%	58%	58%	66%	62%	45%
No, I would not	17%	20%	16%	18%	15%	19%	15%
Not sure	13%	12%	14%	16%	11%	10%	15%
Prefer not to say	11%	8%	12%	8%	8%	9%	24%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYG_grid3_1. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Armpits

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	54%	59%	57%	59%	55%	62%	69%	62%	62%	49%	62%	57%	43%	30%	41%
No, I would not	20%	18%	20%	19%	22%	17%	10%	14%	17%	13%	16%	22%	18%	11%	20%
Not sure	15%	13%	15%	14%	13%	14%	12%	15%	12%	38%	13%	17%	17%	28%	21%
Prefer not to say	11%	10%	8%	8%	10%	6%	9%	9%	9%	-	9%	5%	23%	31%	18%

ZYG_grid3_2. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Face

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	46%	50%	50%	48%	50%	57%	66%	63%	59%	49%	57%	43%	33%	23%	30%
No, I would not	29%	28%	30%	32%	29%	24%	14%	13%	23%	13%	27%	27%	43%	25%	34%
Not sure	14%	13%	13%	13%	12%	11%	11%	14%	10%	38%	10%	26%	9%	20%	18%
Prefer not to say	11%	10%	7%	8%	9%	7%	9%	10%	8%	-	7%	5%	15%	31%	18%

ZYG_grid3_3. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Arms

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	65%	68%	65%	71%	63%	69%	76%	71%	70%	49%	68%	64%	51%	34%	55%
No, I would not	12%	11%	15%	11%	15%	12%	6%	8%	11%	13%	12%	21%	10%	3%	10%
Not sure	12%	10%	12%	10%	12%	13%	9%	9%	10%	38%	10%	10%	19%	31%	17%
Prefer not to say	12%	11%	9%	8%	10%	6%	10%	12%	9%	-	9%	5%	21%	31%	17%

ZYG_grid3_4. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Legs

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	59%	63%	59%	62%	62%	63%	73%	67%	67%	49%	67%	56%	57%	30%	45%
No, I would not	17%	16%	19%	16%	16%	16%	9%	11%	14%	13%	14%	22%	10%	7%	19%
Not sure	13%	12%	14%	15%	14%	14%	9%	13%	10%	38%	11%	17%	22%	32%	17%
Prefer not to say	11%	10%	7%	8%	8%	7%	9%	9%	8%	-	8%	5%	11%	31%	18%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYG_grid3_5. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Chest

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	46%	23%	67%	41%	48%	48%	45%	49%	45%	45%	48%	43%	43%	38%
No, I would not	29%	51%	8%	28%	33%	26%	34%	26%	30%	27%	28%	29%	33%	33%
Not sure	14%	16%	12%	18%	11%	12%	12%	14%	14%	15%	14%	17%	10%	18%
Prefer not to say	12%	9%	14%	12%	8%	14%	9%	11%	11%	14%	11%	11%	14%	11%

ZYG_grid3_6. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Back

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	35%	23%	46%	32%	37%	35%	35%	38%	34%	33%	36%	40%	31%	27%
No, I would not	33%	48%	18%	32%	38%	29%	38%	31%	34%	29%	32%	25%	39%	39%
Not sure	21%	19%	22%	24%	17%	21%	16%	20%	21%	23%	21%	23%	18%	21%
Prefer not to say	12%	9%	14%	12%	9%	15%	11%	11%	11%	14%	11%	12%	12%	13%

ZYG_grid3_7. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Genitals

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Yes, I would	65%	64%	66%	54%	69%	70%	66%	68%	63%	64%	69%	58%	53%	62%
No, I would not	10%	13%	6%	14%	10%	6%	10%	8%	10%	9%	7%	14%	18%	10%
Not sure	13%	13%	13%	19%	11%	8%	13%	12%	12%	13%	11%	16%	13%	18%
Prefer not to say	13%	11%	15%	13%	10%	16%	10%	11%	14%	15%	12%	12%	17%	10%

ZYG_q1_1. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a women for a public-facing position who had hair in the following areas?

- Armpits

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Likely	33%	33%	32%	39%	34%	27%	40%	34%	30%	31%	30%	48%	34%	34%
Unlikely	36%	35%	37%	26%	36%	45%	32%	33%	39%	37%	40%	23%	33%	32%
Not sure	31%	31%	31%	35%	31%	28%	28%	32%	31%	32%	30%	29%	34%	34%

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Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYG_grid3_5. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Chest

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	46%	43%	48%	48%	48%	49%	44%	47%	50%	40%	62%
No, I would not	29%	30%	28%	29%	28%	30%	24%	29%	16%	31%	17%
Not sure	14%	14%	14%	11%	15%	11%	12%	12%	15%	18%	12%
Prefer not to say	12%	13%	10%	11%	9%	11%	20%	12%	18%	11%	9%

ZYG_grid3_6. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Back

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	35%	32%	35%	38%	39%	39%	35%	29%	40%	29%	55%
No, I would not	33%	34%	33%	33%	28%	32%	37%	36%	27%	35%	23%
Not sure	21%	21%	22%	17%	23%	17%	27%	23%	15%	25%	14%
Prefer not to say	12%	13%	10%	12%	10%	12%	2%	12%	18%	12%	8%

ZYG_grid3_7. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Genitals

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Yes, I would	65%	60%	67%	71%	72%	73%	62%	66%	61%	55%	78%
No, I would not	10%	11%	10%	6%	6%	7%	5%	11%	12%	12%	5%
Not sure	13%	14%	12%	11%	13%	8%	11%	9%	8%	20%	10%
Prefer not to say	13%	15%	11%	12%	9%	12%	21%	14%	18%	13%	6%

ZYG_q1_1. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a women for a public-facing position who had hair in the following areas?

- Armpits

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Likely	33%	33%	31%	31%	39%	31%	37%	31%	28%	35%	37%
Unlikely	36%	36%	38%	35%	31%	39%	40%	43%	47%	30%	30%
Not sure	31%	31%	30%	34%	29%	30%	23%	26%	25%	35%	33%

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US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYG_grid3_5. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Chest

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	46%	48%	45%	46%	51%	48%	35%
No, I would not	29%	30%	28%	30%	29%	29%	26%
Not sure	14%	12%	14%	16%	11%	13%	14%
Prefer not to say	12%	9%	12%	8%	9%	10%	25%

ZYG_grid3_6. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Back

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	35%	38%	34%	35%	39%	40%	23%
No, I would not	33%	36%	32%	33%	32%	32%	34%
Not sure	21%	16%	22%	23%	19%	18%	20%
Prefer not to say	12%	10%	12%	8%	10%	10%	24%

ZYG_grid3_7. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Genitals

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Yes, I would	65%	66%	65%	64%	73%	76%	43%
No, I would not	10%	11%	9%	11%	10%	4%	12%
Not sure	13%	13%	12%	16%	7%	11%	16%
Prefer not to say	13%	10%	14%	9%	9%	9%	29%

ZYG_q1_1. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a women for a public-facing position who had hair in the following areas?

- Armpits

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Likely	33%	35%	32%	36%	33%	34%	26%
Unlikely	36%	36%	36%	38%	36%	35%	34%
Not sure	31%	29%	32%	26%	31%	31%	41%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYG_grid3_5. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Chest

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	46%	50%	49%	51%	48%	56%	62%	57%	55%	49%	53%	53%	39%	28%	30%
No, I would not	29%	27%	30%	29%	29%	24%	15%	15%	23%	13%	25%	24%	22%	13%	35%
Not sure	14%	13%	13%	12%	13%	14%	13%	17%	12%	38%	12%	19%	15%	28%	17%
Prefer not to say	12%	10%	8%	8%	10%	6%	10%	12%	9%	-	10%	5%	24%	31%	18%

ZYG_grid3_6. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Back

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	35%	37%	36%	40%	39%	47%	45%	44%	42%	40%	41%	47%	37%	14%	26%
No, I would not	33%	31%	34%	32%	31%	25%	24%	26%	27%	13%	28%	32%	27%	22%	36%
Not sure	21%	21%	22%	20%	20%	22%	21%	21%	22%	48%	22%	16%	16%	28%	19%
Prefer not to say	12%	10%	9%	8%	10%	6%	10%	10%	9%	-	9%	5%	21%	36%	19%

ZYG_grid3_7. Would you have sex with someone who has hair in following areas? Please select one option on each row.

- Genitals

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Yes, I would	65%	68%	66%	75%	64%	74%	72%	67%	67%	69%	66%	74%	51%	29%	58%
No, I would not	10%	10%	11%	6%	13%	8%	7%	10%	13%	10%	10%	8%	27%	-	8%
Not sure	13%	12%	14%	10%	13%	11%	10%	15%	12%	19%	13%	13%	8%	36%	15%
Prefer not to say	13%	11%	9%	9%	11%	7%	11%	11%	10%	-	10%	5%	15%	35%	19%

ZYG_q1_1. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a women for a public-facing position who had hair in the following areas?

- Armpits

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Likely	33%	33%	36%	33%	37%	31%	36%	33%	36%	11%	37%	37%	37%	16%	26%
Unlikely	36%	36%	32%	36%	35%	34%	34%	31%	31%	30%	32%	37%	16%	24%	37%
Not sure	31%	31%	32%	31%	28%	34%	30%	37%	34%	60%	31%	39%	47%	61%	37%

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYG_q1_2. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Legs

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Likely	34%	33%	35%	40%	35%	27%	41%	35%	30%	34%	31%	52%	35%	33%
Unlikely	36%	38%	34%	27%	35%	44%	32%	31%	39%	36%	38%	19%	39%	31%
Not sure	30%	29%	32%	32%	31%	29%	27%	34%	31%	29%	31%	29%	26%	36%

ZYG_q1_3. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Face

Unweighted base	2159	961	1198	497	791	871	387	494	773	505	1650	172	166	171
Base: All US adults	2159	1051	1108	660	739	760	389	458	808	505	1440	252	310	157
Likely	20%	20%	21%	31%	20%	12%	24%	18%	20%	20%	16%	31%	28%	27%
Unlikely	53%	57%	48%	39%	52%	64%	52%	52%	54%	51%	57%	42%	45%	43%
Not sure	27%	23%	31%	30%	27%	24%	24%	30%	26%	28%	27%	27%	27%	30%

Cell Contents (Column Percentages)

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYG_q1_2. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Legs

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Likely	34%	35%	34%	32%	34%	32%	38%	31%	28%	37%	37%
Unlikely	36%	34%	36%	38%	38%	38%	36%	41%	47%	30%	34%
Not sure	30%	31%	31%	30%	28%	30%	26%	28%	25%	33%	30%

ZYG_q1_3. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Face

Unweighted base	2159	712	790	423	234	1034	31	264	112	645	73
Base: All US adults	2159	936	669	357	197	933	40	250	108	754	73
Likely	20%	21%	21%	17%	20%	18%	28%	14%	14%	25%	25%
Unlikely	53%	51%	52%	57%	55%	56%	53%	61%	59%	45%	46%
Not sure	27%	28%	27%	26%	25%	26%	19%	24%	27%	30%	29%

Cell Contents (Cc

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYG_q1_2. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Legs

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Likely	34%	36%	33%	37%	37%	32%	26%
Unlikely	36%	36%	35%	34%	35%	37%	38%
Not sure	30%	28%	31%	29%	28%	31%	37%

ZYG_q1_3. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Face

Unweighted base	2159	537	1622	724	626	455	354
Base: All US adults	2159	544	1615	771	605	395	388
Likely	20%	26%	19%	23%	19%	19%	19%
Unlikely	53%	49%	54%	51%	58%	53%	47%
Not sure	27%	25%	28%	26%	23%	28%	34%

Cell Contents (Cc

YouGovNY
Grooming

US_nat_2000 Sample: 28th - 29th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYG_q1_2. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Legs

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Likely	34%	35%	40%	34%	41%	30%	37%	41%	40%	11%	39%	34%	44%	16%	25%
Unlikely	36%	34%	31%	37%	32%	39%	34%	28%	30%	30%	33%	33%	26%	24%	38%
Not sure	30%	30%	29%	30%	27%	31%	29%	31%	30%	60%	28%	34%	30%	61%	36%

ZYG_q1_3. For the following question please imagine that you were the hiring manager for a company/business. Would you be likely or unlikely to hire a woman for a public-facing position who had hair in the following areas?

- Face

Unweighted base	2159	1653	762	594	571	131	616	166	553	7	301	36	43	20	286
Base: All US adults	2159	1627	764	527	584	128	558	170	575	7	363	35	46	22	288
Likely	20%	21%	25%	19%	25%	19%	24%	30%	29%	18%	32%	32%	22%	9%	11%
Unlikely	53%	53%	49%	57%	49%	51%	50%	40%	46%	63%	43%	35%	48%	30%	55%
Not sure	27%	26%	26%	24%	26%	30%	26%	30%	25%	19%	25%	33%	30%	61%	33%

Cell Contents (Cc