

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_1. Use hair product (e.g., gel, pomade, etc.)

- Get a manicure

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	40%	32%	47%	38%	42%	39%	33%	42%	41%	41%	42%	38%	35%	38%
Somewhat acceptable	24%	23%	24%	22%	23%	26%	29%	23%	23%	21%	22%	31%	27%	19%
Neither acceptable nor unacceptable	20%	23%	17%	18%	21%	20%	20%	19%	21%	21%	21%	15%	19%	26%
Somewhat unacceptable	6%	9%	4%	9%	5%	6%	6%	8%	6%	7%	7%	5%	7%	5%
Very unacceptable	7%	9%	6%	7%	7%	7%	7%	7%	7%	7%	6%	8%	10%	6%
Don't know	3%	4%	2%	5%	2%	2%	5%	2%	3%	3%	2%	4%	3%	7%
Net: Acceptable	63%	56%	71%	61%	65%	65%	62%	65%	64%	63%	64%	68%	62%	57%
Net: Not acceptable	13%	17%	10%	16%	12%	13%	13%	15%	13%	14%	13%	13%	17%	11%

ZYM_q1_2. Use hair product (e.g., gel, pomade, etc.)

- Get a pedicure

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	39%	31%	48%	41%	41%	37%	33%	38%	41%	42%	40%	36%	39%	38%
Somewhat acceptable	22%	23%	22%	22%	21%	24%	26%	24%	21%	20%	21%	30%	23%	20%
Neither acceptable nor unacceptable	21%	25%	17%	19%	22%	22%	21%	24%	20%	20%	22%	13%	20%	25%
Somewhat unacceptable	5%	7%	3%	5%	5%	6%	6%	4%	5%	5%	6%	5%	4%	3%
Very unacceptable	8%	11%	6%	8%	7%	9%	8%	9%	8%	8%	7%	11%	11%	8%
Don't know	3%	4%	3%	5%	3%	2%	5%	2%	3%	4%	3%	6%	3%	6%
Net: Acceptable	62%	53%	70%	63%	63%	60%	59%	62%	62%	63%	61%	66%	62%	58%
Net: Not acceptable	14%	18%	10%	13%	13%	15%	14%	12%	15%	13%	14%	15%	15%	11%

ZYM_q1_3. Use hair product (e.g., gel, pomade, etc.)

- Wear nail polish

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	16%	13%	19%	26%	17%	7%	15%	17%	16%	18%	15%	14%	17%	23%
Somewhat acceptable	12%	12%	12%	15%	11%	10%	13%	14%	10%	12%	11%	13%	15%	8%
Neither acceptable nor unacceptable	21%	21%	20%	20%	22%	20%	23%	22%	19%	22%	21%	16%	22%	23%
Somewhat unacceptable	11%	11%	11%	10%	11%	12%	10%	12%	11%	10%	13%	10%	4%	12%
Very unacceptable	36%	39%	33%	23%	34%	48%	33%	33%	40%	34%	36%	40%	36%	27%
Don't know	5%	5%	4%	7%	4%	3%	6%	3%	5%	4%	3%	7%	7%	7%
Net: Acceptable	28%	25%	31%	41%	28%	17%	27%	30%	26%	30%	27%	27%	32%	32%
Net: Not acceptable	47%	49%	44%	32%	45%	60%	44%	45%	51%	44%	49%	50%	39%	38%

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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	Single	Domestic partnership

ZYM_q1_1. Use hair product (e.g., gel, pomade, etc.)

- Get a manicure

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	40%	32%	42%	49%	48%	38%	34%	38%	41%	41%	56%
Somewhat acceptable	24%	26%	22%	21%	21%	25%	32%	28%	26%	20%	16%
Neither acceptable nor unacceptable	20%	21%	21%	17%	19%	22%	28%	17%	20%	18%	19%
Somewhat unacceptable	6%	7%	7%	5%	5%	7%	3%	8%	6%	7%	2%
Very unacceptable	7%	10%	5%	5%	4%	7%	2%	6%	7%	9%	2%
Don't know	3%	4%	3%	3%	3%	2%	2%	3%	1%	5%	5%
Net: Acceptable	63%	59%	64%	70%	69%	63%	66%	66%	67%	62%	73%
Net: Not acceptable	13%	17%	12%	10%	9%	13%	5%	14%	12%	16%	4%

ZYM_q1_2. Use hair product (e.g., gel, pomade, etc.)

- Get a pedicure

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	39%	33%	42%	45%	48%	36%	32%	42%	39%	42%	56%
Somewhat acceptable	22%	23%	22%	22%	20%	24%	28%	25%	21%	19%	15%
Neither acceptable nor unacceptable	21%	24%	20%	19%	19%	23%	27%	16%	25%	19%	18%
Somewhat unacceptable	5%	5%	6%	5%	6%	6%	4%	6%	2%	4%	4%
Very unacceptable	8%	11%	8%	6%	5%	8%	5%	7%	10%	11%	2%
Don't know	3%	5%	3%	3%	2%	2%	3%	4%	2%	5%	6%
Net: Acceptable	62%	56%	64%	68%	68%	60%	60%	67%	60%	61%	71%
Net: Not acceptable	14%	16%	14%	10%	11%	14%	9%	13%	12%	15%	6%

ZYM_q1_3. Use hair product (e.g., gel, pomade, etc.)

- Wear nail polish

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	16%	14%	17%	18%	20%	14%	15%	10%	5%	22%	24%
Somewhat acceptable	12%	10%	12%	14%	13%	12%	12%	9%	9%	13%	11%
Neither acceptable nor unacceptable	21%	18%	22%	22%	23%	19%	27%	20%	21%	21%	30%
Somewhat unacceptable	11%	10%	10%	13%	13%	12%	8%	10%	13%	9%	11%
Very unacceptable	36%	42%	34%	28%	27%	40%	37%	45%	49%	26%	17%
Don't know	5%	6%	4%	4%	3%	3%	1%	5%	3%	7%	8%
Net: Acceptable	28%	24%	29%	32%	33%	26%	27%	20%	14%	35%	35%
Net: Not acceptable	47%	52%	44%	42%	41%	52%	45%	55%	62%	36%	27%

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

ZYM_q1_1. Use hair product (e.g., gel, pomade, etc.)

- Get a manicure

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	40%	37%	40%	36%	43%	42%	40%
Somewhat acceptable	24%	26%	23%	25%	23%	26%	21%
Neither acceptable nor unacceptable	20%	21%	20%	20%	20%	19%	22%
Somewhat unacceptable	6%	6%	6%	7%	7%	7%	3%
Very unacceptable	7%	7%	7%	9%	6%	5%	8%
Don't know	3%	2%	3%	4%	2%	1%	6%
Net: Acceptable	63%	63%	63%	61%	65%	68%	60%
Net: Not acceptable	13%	14%	13%	16%	13%	11%	11%

ZYM_q1_2. Use hair product (e.g., gel, pomade, etc.)

- Get a pedicure

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	39%	34%	41%	37%	42%	41%	39%
Somewhat acceptable	22%	27%	21%	23%	22%	25%	17%
Neither acceptable nor unacceptable	21%	23%	20%	21%	21%	20%	24%
Somewhat unacceptable	5%	5%	5%	5%	6%	5%	5%
Very unacceptable	8%	7%	9%	10%	7%	7%	9%
Don't know	3%	3%	4%	4%	2%	2%	6%
Net: Acceptable	62%	61%	62%	60%	64%	66%	56%
Net: Not acceptable	14%	12%	14%	15%	13%	12%	14%

ZYM_q1_3. Use hair product (e.g., gel, pomade, etc.)

- Wear nail polish

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	16%	17%	16%	17%	14%	17%	16%
Somewhat acceptable	12%	14%	11%	10%	15%	14%	8%
Neither acceptable nor unacceptable	21%	19%	21%	21%	19%	22%	22%
Somewhat unacceptable	11%	10%	11%	10%	12%	12%	9%
Very unacceptable	36%	34%	36%	37%	37%	32%	37%
Don't know	5%	5%	5%	5%	4%	2%	9%
Net: Acceptable	28%	31%	27%	27%	29%	31%	24%
Net: Not acceptable	47%	44%	48%	47%	49%	44%	45%

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

ZYM_q1_1. Use hair product (e.g., gel, pomade, etc.)

- Get a manicure

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	40%	40%	45%	45%	40%	42%	43%	52%	45%	45%	45%	58%	50%	22%	28%
Somewhat acceptable	24%	25%	24%	26%	25%	18%	28%	20%	23%	11%	25%	-	20%	8%	21%
Neither acceptable nor unacceptable	20%	19%	19%	19%	19%	22%	14%	19%	17%	21%	15%	11%	17%	27%	28%
Somewhat unacceptable	6%	6%	6%	4%	6%	4%	6%	6%	6%	11%	6%	-	2%	2%	6%
Very unacceptable	7%	7%	5%	5%	9%	13%	8%	3%	7%	7%	6%	31%	7%	13%	10%
Don't know	3%	3%	2%	2%	3%	1%	1%	1%	2%	4%	2%	-	4%	28%	6%
Net: Acceptable	63%	65%	68%	70%	64%	60%	72%	72%	68%	56%	71%	58%	70%	30%	50%
Net: Not acceptable	13%	13%	11%	8%	14%	17%	13%	8%	13%	19%	12%	31%	9%	14%	16%

ZYM_q1_2. Use hair product (e.g., gel, pomade, etc.)

- Get a pedicure

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	39%	40%	45%	43%	41%	42%	46%	52%	46%	48%	48%	66%	49%	19%	26%
Somewhat acceptable	22%	23%	22%	24%	22%	15%	24%	18%	21%	11%	23%	-	17%	23%	21%
Neither acceptable nor unacceptable	21%	20%	19%	20%	19%	23%	17%	21%	17%	24%	15%	11%	17%	16%	29%
Somewhat unacceptable	5%	5%	4%	4%	6%	5%	4%	2%	4%	2%	4%	-	6%	4%	5%
Very unacceptable	8%	8%	7%	7%	9%	14%	7%	5%	8%	10%	6%	13%	6%	13%	13%
Don't know	3%	3%	2%	2%	3%	1%	2%	1%	3%	5%	3%	10%	6%	26%	7%
Net: Acceptable	62%	63%	67%	66%	63%	56%	70%	70%	68%	60%	71%	66%	65%	42%	47%
Net: Not acceptable	14%	13%	11%	11%	15%	19%	11%	7%	12%	11%	10%	13%	11%	16%	18%

ZYM_q1_3. Use hair product (e.g., gel, pomade, etc.)

- Wear nail polish

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	16%	17%	21%	19%	20%	25%	23%	43%	27%	39%	28%	-	24%	2%	8%
Somewhat acceptable	12%	12%	13%	12%	14%	19%	11%	11%	14%	12%	17%	8%	8%	8%	6%
Neither acceptable nor unacceptable	21%	20%	21%	21%	18%	16%	19%	21%	19%	19%	18%	18%	23%	29%	20%
Somewhat unacceptable	11%	11%	11%	12%	10%	5%	12%	6%	9%	14%	8%	-	10%	4%	10%
Very unacceptable	36%	36%	29%	32%	34%	32%	33%	18%	26%	13%	25%	63%	31%	25%	48%
Don't know	5%	4%	4%	3%	4%	3%	2%	3%	4%	3%	5%	10%	4%	33%	7%
Net: Acceptable	28%	29%	34%	32%	34%	44%	34%	53%	41%	52%	45%	8%	33%	10%	14%
Net: Not acceptable	47%	46%	41%	44%	44%	38%	45%	23%	36%	27%	33%	63%	41%	29%	59%

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Total	Millennial Breakdown			
	Millennial 18-21	Millennial 22-25	Millennial 26-30	Millennial 31-34

ZYM_q1_1. Use hair product (e.g., gel, pomade, etc.)

- Get a manicure

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	40%	28%	39%	39%	44%
Somewhat acceptable	24%	18%	23%	24%	23%
Neither acceptable nor unacceptable	20%	24%	19%	16%	18%
Somewhat unacceptable	6%	9%	13%	8%	8%
Very unacceptable	7%	10%	4%	6%	7%
Don't know	3%	11%	3%	7%	-
Net: Acceptable	63%	46%	61%	63%	67%
Net: Not acceptable	13%	20%	17%	14%	15%

ZYM_q1_2. Use hair product (e.g., gel, pomade, etc.)

- Get a pedicure

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	39%	32%	44%	41%	43%
Somewhat acceptable	22%	22%	20%	24%	20%
Neither acceptable nor unacceptable	21%	18%	22%	16%	24%
Somewhat unacceptable	5%	6%	5%	3%	7%
Very unacceptable	8%	11%	7%	10%	5%
Don't know	3%	10%	3%	6%	1%
Net: Acceptable	62%	54%	64%	65%	63%
Net: Not acceptable	14%	17%	11%	13%	12%

ZYM_q1_3. Use hair product (e.g., gel, pomade, etc.)

- Wear nail polish

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	16%	23%	26%	26%	27%
Somewhat acceptable	12%	15%	14%	12%	23%
Neither acceptable nor unacceptable	21%	26%	19%	20%	15%
Somewhat unacceptable	11%	9%	12%	10%	9%
Very unacceptable	36%	20%	22%	23%	24%
Don't know	5%	7%	6%	9%	2%
Net: Acceptable	28%	38%	41%	38%	50%
Net: Not acceptable	47%	30%	34%	33%	33%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_4. Use hair product (e.g., gel, pomade, etc.)

- Wear eye shadow

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	14%	11%	16%	24%	14%	4%	12%	14%	13%	14%	13%	10%	14%	20%
Somewhat acceptable	8%	9%	7%	11%	10%	4%	10%	8%	6%	10%	8%	4%	12%	9%
Neither acceptable nor unacceptable	20%	19%	20%	19%	22%	18%	21%	23%	16%	21%	20%	16%	20%	22%
Somewhat unacceptable	11%	10%	12%	12%	9%	13%	10%	13%	11%	9%	13%	11%	4%	10%
Very unacceptable	42%	45%	40%	27%	40%	58%	40%	38%	48%	40%	42%	50%	42%	31%
Don't know	5%	6%	4%	7%	5%	4%	7%	4%	5%	5%	4%	9%	8%	7%
Net: Acceptable	22%	20%	23%	35%	24%	8%	22%	22%	19%	25%	21%	14%	26%	29%
Net: Not acceptable	54%	54%	53%	38%	49%	71%	50%	51%	59%	50%	55%	61%	46%	42%

ZYM_q1_5. Use hair product (e.g., gel, pomade, etc.)

- Wear mascara

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	14%	11%	17%	24%	15%	5%	13%	13%	13%	16%	14%	11%	13%	23%
Somewhat acceptable	9%	10%	8%	13%	10%	4%	9%	11%	7%	11%	9%	6%	13%	7%
Neither acceptable nor unacceptable	20%	19%	21%	20%	23%	17%	23%	21%	16%	21%	20%	16%	22%	22%
Somewhat unacceptable	10%	10%	10%	10%	9%	12%	8%	11%	10%	11%	12%	10%	4%	9%
Very unacceptable	42%	43%	40%	25%	39%	58%	39%	39%	47%	38%	42%	46%	40%	31%
Don't know	5%	6%	5%	8%	5%	4%	7%	4%	6%	4%	4%	12%	7%	7%
Net: Acceptable	23%	21%	25%	37%	25%	9%	23%	24%	20%	26%	22%	17%	27%	30%
Net: Not acceptable	52%	54%	50%	35%	48%	70%	47%	50%	57%	49%	55%	56%	44%	41%

ZYM_q1_6. Use hair product (e.g., gel, pomade, etc.)

- Wear lipstick

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	13%	11%	16%	24%	13%	5%	13%	14%	13%	14%	13%	9%	15%	19%
Somewhat acceptable	8%	9%	7%	12%	9%	3%	8%	7%	7%	11%	7%	7%	12%	12%
Neither acceptable nor unacceptable	18%	17%	19%	18%	20%	16%	21%	22%	14%	17%	18%	14%	18%	20%
Somewhat unacceptable	11%	10%	12%	11%	10%	11%	10%	12%	11%	11%	12%	9%	8%	9%
Very unacceptable	45%	48%	42%	27%	44%	62%	41%	42%	50%	43%	46%	54%	41%	34%
Don't know	5%	6%	4%	7%	4%	4%	7%	3%	5%	5%	4%	6%	7%	6%
Net: Acceptable	22%	20%	23%	36%	23%	8%	21%	21%	20%	25%	20%	16%	27%	31%
Net: Not acceptable	56%	58%	54%	38%	53%	73%	51%	54%	61%	53%	58%	63%	48%	43%

ZYM_q1_7. Use hair product (e.g., gel, pomade, etc.)

- Use moisturizer

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	49%	39%	59%	53%	51%	44%	45%	54%	46%	54%	51%	43%	48%	47%
Somewhat acceptable	22%	24%	19%	21%	20%	23%	20%	24%	22%	19%	22%	26%	19%	17%
Neither acceptable nor unacceptable	17%	21%	13%	16%	17%	19%	20%	15%	19%	15%	16%	15%	20%	20%
Somewhat unacceptable	3%	3%	2%	2%	2%	4%	3%	2%	3%	2%	3%	4%	0%	1%
Very unacceptable	6%	8%	4%	4%	7%	8%	6%	3%	7%	7%	5%	7%	10%	7%
Don't know	3%	4%	2%	5%	3%	2%	5%	2%	3%	3%	2%	5%	4%	7%
Net: Acceptable	71%	63%	78%	74%	71%	68%	66%	78%	68%	73%	73%	69%	67%	64%
Net: Not acceptable	9%	11%	7%	5%	9%	12%	9%	6%	10%	9%	8%	11%	10%	8%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZYM_q1_4. Use hair product (e.g., gel, pomade, etc.)

- Wear eye shadow

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	14%	12%	14%	14%	18%	12%	7%	9%	2%	19%	20%
Somewhat acceptable	8%	7%	8%	11%	10%	7%	17%	6%	4%	10%	9%
Neither acceptable nor unacceptable	20%	18%	20%	21%	24%	17%	21%	18%	17%	24%	29%
Somewhat unacceptable	11%	10%	12%	13%	10%	12%	8%	10%	12%	10%	11%
Very unacceptable	42%	47%	42%	37%	34%	49%	45%	52%	61%	28%	24%
Don't know	5%	7%	5%	4%	3%	3%	1%	5%	3%	9%	7%
Net: Acceptable	22%	19%	22%	25%	28%	19%	24%	15%	7%	29%	29%
Net: Not acceptable	54%	57%	53%	50%	45%	60%	53%	62%	73%	39%	35%

ZYM_q1_5. Use hair product (e.g., gel, pomade, etc.)

- Wear mascara

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	14%	11%	15%	16%	19%	12%	9%	9%	2%	20%	20%
Somewhat acceptable	9%	9%	9%	8%	10%	8%	7%	9%	6%	12%	9%
Neither acceptable nor unacceptable	20%	18%	20%	23%	23%	18%	25%	16%	15%	23%	30%
Somewhat unacceptable	10%	9%	10%	15%	11%	11%	8%	8%	12%	10%	11%
Very unacceptable	42%	47%	42%	32%	35%	48%	47%	53%	60%	26%	23%
Don't know	5%	7%	4%	5%	3%	4%	4%	5%	4%	9%	7%
Net: Acceptable	23%	20%	24%	25%	29%	20%	16%	18%	8%	32%	29%
Net: Not acceptable	52%	55%	52%	47%	46%	59%	55%	61%	73%	36%	34%

ZYM_q1_6. Use hair product (e.g., gel, pomade, etc.)

- Wear lipstick

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	13%	12%	14%	15%	17%	12%	7%	8%	4%	19%	19%
Somewhat acceptable	8%	7%	7%	11%	9%	7%	11%	4%	8%	11%	8%
Neither acceptable nor unacceptable	18%	15%	19%	20%	22%	16%	22%	18%	14%	20%	32%
Somewhat unacceptable	11%	9%	11%	12%	12%	11%	13%	9%	9%	11%	9%
Very unacceptable	45%	50%	45%	38%	36%	51%	46%	55%	61%	31%	27%
Don't know	5%	6%	4%	5%	3%	4%	1%	6%	5%	7%	6%
Net: Acceptable	22%	19%	21%	26%	27%	19%	18%	12%	12%	31%	26%
Net: Not acceptable	56%	60%	56%	49%	48%	62%	59%	64%	69%	43%	36%

ZYM_q1_7. Use hair product (e.g., gel, pomade, etc.)

- Use moisturizer

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	49%	42%	52%	58%	58%	47%	38%	53%	36%	52%	62%
Somewhat acceptable	22%	23%	22%	18%	19%	22%	23%	21%	32%	19%	15%
Neither acceptable nor unacceptable	17%	19%	16%	14%	16%	19%	24%	12%	18%	16%	11%
Somewhat unacceptable	3%	3%	2%	3%	2%	3%	8%	4%	5%	2%	1%
Very unacceptable	6%	8%	6%	5%	4%	7%	3%	7%	6%	4%	4%
Don't know	3%	5%	2%	3%	1%	2%	3%	3%	3%	6%	8%
Net: Acceptable	71%	65%	73%	75%	78%	69%	61%	74%	68%	72%	77%
Net: Not acceptable	9%	11%	8%	8%	8%	10%	11%	11%	12%	7%	4%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_4. Use hair product (e.g., gel, pomade, etc.)

- Wear eye shadow

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	14%	15%	13%	14%	13%	14%	12%
Somewhat acceptable	8%	9%	7%	7%	9%	10%	6%
Neither acceptable nor unacceptable	20%	19%	20%	22%	17%	20%	19%
Somewhat unacceptable	11%	10%	11%	10%	13%	12%	8%
Very unacceptable	42%	42%	43%	42%	43%	41%	44%
Don't know	5%	5%	5%	5%	4%	3%	12%
Net: Acceptable	22%	24%	21%	21%	23%	24%	18%
Net: Not acceptable	54%	52%	54%	52%	57%	54%	52%

ZYM_q1_5. Use hair product (e.g., gel, pomade, etc.)

- Wear mascara

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	14%	15%	13%	13%	14%	16%	13%
Somewhat acceptable	9%	9%	9%	9%	11%	9%	5%
Neither acceptable nor unacceptable	20%	22%	19%	20%	18%	21%	21%
Somewhat unacceptable	10%	8%	11%	10%	11%	11%	8%
Very unacceptable	42%	40%	42%	41%	43%	40%	42%
Don't know	5%	5%	6%	7%	3%	2%	11%
Net: Acceptable	23%	24%	22%	22%	25%	26%	18%
Net: Not acceptable	52%	48%	53%	51%	55%	51%	50%

ZYM_q1_6. Use hair product (e.g., gel, pomade, etc.)

- Wear lipstick

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	13%	15%	13%	14%	13%	14%	13%
Somewhat acceptable	8%	10%	8%	7%	9%	10%	5%
Neither acceptable nor unacceptable	18%	17%	18%	19%	16%	17%	18%
Somewhat unacceptable	11%	9%	11%	10%	12%	11%	8%
Very unacceptable	45%	43%	46%	43%	46%	45%	47%
Don't know	5%	5%	5%	6%	4%	3%	9%
Net: Acceptable	22%	25%	20%	22%	22%	23%	18%
Net: Not acceptable	56%	53%	57%	54%	58%	56%	55%

ZYM_q1_7. Use hair product (e.g., gel, pomade, etc.)

- Use moisturizer

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	49%	48%	49%	47%	52%	54%	43%
Somewhat acceptable	22%	24%	21%	21%	22%	21%	22%
Neither acceptable nor unacceptable	17%	16%	18%	18%	17%	15%	20%
Somewhat unacceptable	3%	2%	3%	3%	2%	4%	2%
Very unacceptable	6%	7%	6%	7%	7%	5%	5%
Don't know	3%	2%	4%	5%	1%	1%	7%
Net: Acceptable	71%	72%	70%	68%	73%	74%	65%
Net: Not acceptable	9%	9%	9%	9%	9%	9%	8%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_4. Use hair product (e.g., gel, pomade, etc.)

- Wear eye shadow

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	14%	14%	19%	16%	16%	25%	19%	37%	24%	40%	27%	-	15%	3%	5%
Somewhat acceptable	8%	8%	11%	9%	10%	13%	8%	12%	10%	12%	10%	-	14%	8%	4%
Neither acceptable nor unacceptable	20%	19%	18%	19%	17%	18%	17%	17%	17%	20%	17%	11%	21%	22%	16%
Somewhat unacceptable	11%	11%	13%	14%	11%	5%	13%	10%	11%	4%	12%	8%	7%	8%	11%
Very unacceptable	42%	42%	35%	39%	41%	37%	39%	19%	32%	17%	28%	63%	37%	27%	56%
Don't know	5%	5%	4%	4%	5%	2%	4%	5%	6%	8%	6%	18%	6%	32%	8%
Net: Acceptable	22%	22%	30%	24%	26%	38%	27%	49%	34%	52%	37%	-	29%	11%	9%
Net: Not acceptable	54%	54%	48%	53%	51%	42%	52%	29%	43%	21%	39%	72%	44%	35%	67%

ZYM_q1_5. Use hair product (e.g., gel, pomade, etc.)

- Wear mascara

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	14%	15%	20%	18%	17%	28%	19%	38%	24%	36%	27%	-	19%	4%	6%
Somewhat acceptable	9%	9%	12%	8%	12%	10%	9%	10%	13%	16%	13%	18%	9%	3%	4%
Neither acceptable nor unacceptable	20%	20%	20%	20%	19%	21%	19%	20%	18%	18%	18%	24%	24%	24%	15%
Somewhat unacceptable	10%	10%	11%	13%	11%	4%	12%	8%	9%	4%	10%	-	4%	5%	10%
Very unacceptable	42%	41%	33%	37%	37%	33%	38%	21%	30%	17%	27%	48%	36%	27%	56%
Don't know	5%	5%	5%	4%	5%	4%	3%	2%	6%	10%	4%	10%	8%	36%	8%
Net: Acceptable	23%	24%	31%	26%	28%	38%	28%	49%	36%	51%	40%	18%	28%	7%	10%
Net: Not acceptable	52%	51%	44%	50%	48%	37%	50%	29%	39%	21%	37%	48%	40%	32%	66%

ZYM_q1_6. Use hair product (e.g., gel, pomade, etc.)

- Wear lipstick

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	13%	14%	18%	15%	15%	22%	18%	33%	22%	27%	28%	18%	18%	2%	6%
Somewhat acceptable	8%	8%	11%	9%	11%	13%	7%	14%	12%	11%	12%	-	9%	7%	4%
Neither acceptable nor unacceptable	18%	18%	17%	18%	16%	15%	19%	18%	17%	23%	17%	11%	17%	30%	14%
Somewhat unacceptable	11%	11%	12%	12%	11%	3%	11%	11%	10%	4%	9%	-	9%	4%	10%
Very unacceptable	45%	45%	38%	43%	43%	44%	42%	21%	35%	27%	30%	54%	40%	29%	58%
Don't know	5%	5%	4%	4%	4%	2%	3%	3%	4%	8%	4%	18%	6%	28%	9%
Net: Acceptable	22%	22%	29%	23%	26%	35%	25%	46%	34%	39%	40%	18%	27%	9%	10%
Net: Not acceptable	56%	56%	50%	55%	54%	47%	53%	32%	45%	31%	39%	54%	49%	33%	68%

ZYM_q1_7. Use hair product (e.g., gel, pomade, etc.)

- Use moisturizer

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	49%	50%	54%	54%	51%	45%	60%	66%	58%	60%	62%	50%	56%	17%	36%
Somewhat acceptable	22%	22%	22%	22%	24%	24%	17%	18%	18%	17%	17%	26%	26%	11%	22%
Neither acceptable nor unacceptable	17%	16%	13%	15%	14%	18%	12%	9%	13%	14%	13%	11%	13%	33%	23%
Somewhat unacceptable	3%	3%	3%	3%	2%	1%	3%	1%	3%	4%	1%	-	2%	1%	5%
Very unacceptable	6%	6%	6%	3%	6%	6%	6%	3%	6%	4%	4%	13%	4%	8%	8%
Don't know	3%	3%	3%	2%	3%	6%	1%	3%	3%	1%	3%	-	2%	30%	7%
Net: Acceptable	71%	72%	76%	76%	75%	69%	78%	85%	76%	77%	79%	76%	78%	28%	58%
Net: Not acceptable	9%	9%	9%	6%	8%	7%	10%	4%	9%	8%	5%	13%	6%	9%	13%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Millennial Breakdown			
	Millennial 18-21	Millennial 22-25	Millennial 26-30	Millennial 31-34

ZYM_q1_4. Use hair product (e.g., gel, pomade, etc.)

- Wear eye shadow

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	14%	25%	21%	25%	23%
Somewhat acceptable	8%	11%	8%	11%	17%
Neither acceptable nor unacceptable	20%	18%	26%	17%	19%
Somewhat unacceptable	11%	16%	9%	11%	13%
Very unacceptable	42%	20%	27%	29%	28%
Don't know	5%	11%	8%	8%	1%
Net: Acceptable	22%	36%	29%	36%	40%
Net: Not acceptable	54%	36%	37%	39%	40%

ZYM_q1_5. Use hair product (e.g., gel, pomade, etc.)

- Wear mascara

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	14%	20%	21%	26%	28%
Somewhat acceptable	9%	19%	12%	11%	13%
Neither acceptable nor unacceptable	20%	21%	25%	17%	19%
Somewhat unacceptable	10%	11%	8%	12%	8%
Very unacceptable	42%	17%	26%	24%	31%
Don't know	5%	12%	8%	10%	1%
Net: Acceptable	23%	39%	33%	37%	41%
Net: Not acceptable	52%	28%	34%	36%	39%

ZYM_q1_6. Use hair product (e.g., gel, pomade, etc.)

- Wear lipstick

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	13%	27%	24%	22%	24%
Somewhat acceptable	8%	15%	6%	13%	15%
Neither acceptable nor unacceptable	18%	13%	24%	18%	18%
Somewhat unacceptable	11%	17%	8%	11%	10%
Very unacceptable	45%	20%	32%	26%	29%
Don't know	5%	7%	6%	10%	2%
Net: Acceptable	22%	42%	30%	35%	39%
Net: Not acceptable	56%	38%	40%	37%	40%

ZYM_q1_7. Use hair product (e.g., gel, pomade, etc.)

- Use moisturizer

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	49%	48%	52%	56%	53%
Somewhat acceptable	22%	18%	23%	19%	24%
Neither acceptable nor unacceptable	17%	20%	14%	15%	16%
Somewhat unacceptable	3%	3%	-	1%	3%
Very unacceptable	6%	5%	4%	3%	3%
Don't know	3%	7%	6%	6%	1%
Net: Acceptable	71%	65%	76%	75%	77%
Net: Not acceptable	9%	8%	4%	4%	6%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_8. Use hair product (e.g., gel, pomade, etc.)

- Use cover-up

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	18%	13%	22%	26%	18%	11%	17%	20%	16%	18%	18%	13%	15%	24%
Somewhat acceptable	15%	15%	15%	18%	15%	12%	16%	16%	14%	15%	15%	13%	17%	14%
Neither acceptable nor unacceptable	26%	26%	25%	22%	27%	27%	27%	26%	25%	26%	26%	28%	23%	27%
Somewhat unacceptable	10%	10%	10%	8%	10%	11%	8%	11%	10%	10%	11%	6%	9%	7%
Very unacceptable	26%	29%	22%	17%	24%	34%	23%	24%	29%	24%	25%	31%	27%	20%
Don't know	6%	7%	6%	10%	5%	5%	9%	3%	6%	7%	5%	10%	8%	9%
Net: Acceptable	33%	28%	38%	44%	33%	23%	33%	36%	30%	33%	33%	25%	33%	37%
Net: Not acceptable	35%	39%	32%	24%	34%	46%	31%	35%	39%	34%	36%	37%	36%	27%

ZYM_q1_9. Use hair product (e.g., gel, pomade, etc.)

- Use foundation

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	15%	11%	18%	24%	15%	6%	15%	14%	14%	16%	14%	9%	16%	21%
Somewhat acceptable	11%	11%	10%	15%	11%	6%	13%	12%	9%	10%	10%	9%	14%	14%
Neither acceptable nor unacceptable	23%	23%	23%	23%	25%	22%	25%	26%	20%	24%	22%	24%	24%	26%
Somewhat unacceptable	12%	12%	12%	11%	10%	15%	10%	13%	12%	13%	15%	10%	6%	9%
Very unacceptable	33%	35%	32%	19%	33%	46%	30%	31%	38%	32%	34%	37%	33%	24%
Don't know	6%	8%	5%	8%	5%	5%	7%	5%	7%	5%	5%	11%	6%	6%
Net: Acceptable	25%	23%	28%	40%	26%	12%	28%	25%	22%	26%	24%	18%	30%	35%
Net: Not acceptable	46%	47%	44%	29%	44%	61%	40%	44%	50%	45%	48%	46%	40%	33%

ZYM_q1_10. Use hair product (e.g., gel, pomade, etc.)

- Use blush

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	14%	12%	16%	23%	14%	6%	15%	13%	12%	16%	13%	11%	14%	20%
Somewhat acceptable	8%	10%	7%	13%	9%	4%	9%	10%	7%	9%	8%	6%	13%	8%
Neither acceptable nor unacceptable	21%	20%	21%	20%	24%	19%	21%	24%	18%	22%	20%	19%	23%	24%
Somewhat unacceptable	12%	12%	13%	12%	11%	14%	11%	13%	13%	12%	15%	10%	4%	13%
Very unacceptable	40%	41%	38%	24%	39%	54%	37%	36%	44%	38%	40%	46%	40%	28%
Don't know	5%	5%	4%	7%	4%	3%	7%	4%	5%	4%	4%	8%	6%	7%
Net: Acceptable	22%	21%	23%	36%	23%	10%	23%	23%	19%	24%	21%	17%	28%	27%
Net: Not acceptable	52%	53%	51%	37%	49%	68%	48%	49%	57%	50%	55%	56%	44%	41%

ZYM_q1_11. Use hair product (e.g., gel, pomade, etc.)

- Use cologne

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	66%	59%	72%	69%	69%	60%	64%	68%	68%	62%	65%	71%	70%	56%
Somewhat acceptable	16%	19%	13%	12%	14%	21%	18%	14%	16%	15%	17%	12%	14%	16%
Neither acceptable nor unacceptable	11%	13%	9%	10%	10%	13%	10%	12%	10%	13%	11%	9%	9%	17%
Somewhat unacceptable	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	3%
Very unacceptable	3%	4%	3%	2%	4%	3%	3%	3%	3%	4%	3%	4%	5%	3%
Don't know	2%	3%	1%	4%	1%	1%	4%	1%	2%	3%	2%	3%	2%	5%
Net: Acceptable	82%	78%	85%	82%	83%	81%	82%	82%	84%	78%	82%	83%	83%	72%
Net: Not acceptable	5%	6%	4%	4%	6%	5%	5%	5%	5%	7%	5%	6%	6%	7%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZYM_q1_8. Use hair product (e.g., gel, pomade, etc.)

- Use cover-up

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	18%	13%	19%	21%	25%	16%	14%	15%	10%	23%	23%
Somewhat acceptable	15%	13%	15%	19%	17%	15%	17%	14%	13%	15%	19%
Neither acceptable nor unacceptable	26%	26%	25%	27%	27%	24%	31%	24%	25%	28%	28%
Somewhat unacceptable	10%	9%	11%	10%	11%	12%	7%	8%	13%	6%	10%
Very unacceptable	26%	31%	24%	19%	17%	29%	26%	32%	36%	18%	12%
Don't know	6%	7%	6%	6%	3%	4%	5%	7%	3%	10%	9%
Net: Acceptable	33%	26%	34%	40%	43%	30%	31%	29%	23%	38%	42%
Net: Not acceptable	35%	40%	35%	28%	27%	41%	33%	40%	49%	24%	21%

ZYM_q1_9. Use hair product (e.g., gel, pomade, etc.)

- Use foundation

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	15%	12%	16%	16%	20%	12%	13%	9%	6%	21%	19%
Somewhat acceptable	11%	9%	11%	13%	11%	11%	10%	8%	5%	12%	12%
Neither acceptable nor unacceptable	23%	21%	22%	26%	29%	21%	29%	21%	27%	26%	31%
Somewhat unacceptable	12%	12%	13%	13%	12%	15%	12%	10%	10%	9%	12%
Very unacceptable	33%	38%	33%	27%	25%	38%	33%	44%	47%	22%	17%
Don't know	6%	8%	6%	5%	3%	4%	4%	8%	4%	10%	9%
Net: Acceptable	25%	21%	26%	29%	31%	23%	22%	17%	11%	33%	31%
Net: Not acceptable	46%	50%	46%	39%	37%	53%	45%	54%	58%	31%	30%

ZYM_q1_10. Use hair product (e.g., gel, pomade, etc.)

- Use blush

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	14%	12%	15%	15%	17%	12%	11%	9%	4%	19%	19%
Somewhat acceptable	8%	8%	8%	10%	10%	7%	11%	6%	6%	11%	9%
Neither acceptable nor unacceptable	21%	20%	20%	23%	26%	18%	26%	18%	18%	25%	31%
Somewhat unacceptable	12%	10%	14%	14%	15%	13%	18%	11%	14%	11%	11%
Very unacceptable	40%	46%	39%	33%	29%	45%	33%	51%	56%	26%	23%
Don't know	5%	5%	5%	5%	2%	4%	1%	5%	3%	7%	8%
Net: Acceptable	22%	19%	23%	24%	27%	19%	22%	15%	10%	30%	28%
Net: Not acceptable	52%	56%	53%	48%	44%	59%	51%	62%	69%	38%	34%

ZYM_q1_11. Use hair product (e.g., gel, pomade, etc.)

- Use cologne

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	66%	63%	70%	67%	62%	65%	61%	65%	60%	67%	71%
Somewhat acceptable	16%	17%	14%	16%	19%	17%	32%	15%	24%	13%	7%
Neither acceptable nor unacceptable	11%	12%	10%	11%	12%	11%	3%	9%	11%	12%	11%
Somewhat unacceptable	2%	1%	2%	3%	3%	2%	3%	3%	1%	2%	2%
Very unacceptable	3%	4%	3%	2%	3%	3%	-	5%	4%	2%	3%
Don't know	2%	3%	2%	1%	2%	1%	-	3%	1%	4%	5%
Net: Acceptable	82%	80%	83%	83%	81%	83%	94%	80%	84%	80%	78%
Net: Not acceptable	5%	5%	5%	5%	6%	5%	3%	8%	5%	5%	5%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_8. Use hair product (e.g., gel, pomade, etc.)

- Use cover-up

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	18%	16%	18%	16%	18%	21%	16%
Somewhat acceptable	15%	17%	14%	14%	16%	18%	11%
Neither acceptable nor unacceptable	26%	23%	27%	27%	25%	24%	26%
Somewhat unacceptable	10%	12%	9%	9%	11%	11%	8%
Very unacceptable	26%	26%	26%	26%	27%	23%	28%
Don't know	6%	6%	6%	8%	5%	3%	10%
Net: Acceptable	33%	33%	32%	31%	33%	39%	27%
Net: Not acceptable	35%	38%	35%	34%	37%	34%	36%

ZYM_q1_9. Use hair product (e.g., gel, pomade, etc.)

- Use foundation

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	15%	16%	14%	15%	13%	16%	13%
Somewhat acceptable	11%	10%	10%	9%	12%	12%	9%
Neither acceptable nor unacceptable	23%	25%	23%	25%	22%	22%	22%
Somewhat unacceptable	12%	12%	12%	10%	13%	16%	10%
Very unacceptable	33%	33%	34%	33%	35%	32%	33%
Don't know	6%	4%	7%	7%	5%	2%	13%
Net: Acceptable	25%	26%	24%	24%	26%	28%	22%
Net: Not acceptable	46%	45%	46%	44%	47%	48%	43%

ZYM_q1_10. Use hair product (e.g., gel, pomade, etc.)

- Use blush

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	14%	14%	14%	15%	13%	15%	11%
Somewhat acceptable	8%	10%	8%	7%	10%	10%	6%
Neither acceptable nor unacceptable	21%	19%	21%	22%	19%	21%	21%
Somewhat unacceptable	12%	10%	13%	11%	13%	15%	11%
Very unacceptable	40%	42%	39%	40%	41%	37%	40%
Don't know	5%	5%	5%	5%	4%	2%	11%
Net: Acceptable	22%	24%	21%	22%	23%	25%	17%
Net: Not acceptable	52%	52%	53%	51%	55%	52%	51%

ZYM_q1_11. Use hair product (e.g., gel, pomade, etc.)

- Use cologne

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	66%	68%	65%	65%	69%	66%	60%
Somewhat acceptable	16%	16%	16%	15%	15%	19%	16%
Neither acceptable nor unacceptable	11%	11%	12%	10%	12%	10%	13%
Somewhat unacceptable	2%	1%	2%	2%	1%	3%	3%
Very unacceptable	3%	3%	3%	4%	2%	2%	4%
Don't know	2%	2%	2%	3%	1%	-	5%
Net: Acceptable	82%	84%	81%	80%	83%	85%	76%
Net: Not acceptable	5%	4%	6%	7%	3%	5%	7%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_8. Use hair product (e.g., gel, pomade, etc.)

- Use cover-up

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	18%	19%	24%	21%	20%	32%	25%	39%	27%	39%	30%	-	18%	3%	9%
Somewhat acceptable	15%	15%	15%	17%	17%	11%	16%	17%	15%	16%	15%	8%	13%	5%	9%
Neither acceptable nor unacceptable	26%	25%	26%	26%	23%	22%	21%	23%	22%	21%	22%	32%	29%	35%	26%
Somewhat unacceptable	10%	10%	9%	10%	10%	6%	9%	5%	9%	4%	7%	-	11%	1%	10%
Very unacceptable	26%	25%	20%	21%	23%	23%	24%	10%	20%	11%	19%	32%	22%	24%	36%
Don't know	6%	6%	5%	5%	6%	5%	4%	6%	6%	8%	7%	28%	7%	31%	10%
Net: Acceptable	33%	34%	39%	38%	37%	44%	41%	57%	42%	55%	45%	8%	31%	9%	18%
Net: Not acceptable	35%	35%	30%	31%	33%	29%	34%	15%	29%	16%	26%	32%	33%	25%	46%

ZYM_q1_9. Use hair product (e.g., gel, pomade, etc.)

- Use foundation

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	15%	15%	20%	18%	18%	30%	21%	39%	24%	37%	28%	-	17%	8%	5%
Somewhat acceptable	11%	11%	12%	10%	12%	9%	11%	12%	12%	11%	12%	-	13%	3%	6%
Neither acceptable nor unacceptable	23%	24%	25%	23%	24%	23%	22%	23%	23%	27%	20%	34%	25%	26%	19%
Somewhat unacceptable	12%	12%	12%	15%	11%	3%	13%	7%	12%	2%	12%	6%	5%	9%	13%
Very unacceptable	33%	33%	25%	29%	29%	30%	31%	12%	22%	13%	22%	32%	32%	20%	48%
Don't know	6%	6%	6%	5%	7%	6%	4%	8%	6%	10%	5%	28%	8%	34%	9%
Net: Acceptable	25%	26%	32%	28%	29%	39%	32%	51%	36%	48%	40%	-	30%	11%	11%
Net: Not acceptable	46%	45%	37%	43%	40%	32%	43%	18%	34%	16%	35%	38%	37%	29%	61%

ZYM_q1_10. Use hair product (e.g., gel, pomade, etc.)

- Use blush

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	14%	14%	20%	17%	17%	24%	18%	34%	23%	30%	26%	28%	17%	10%	5%
Somewhat acceptable	8%	8%	10%	8%	11%	12%	9%	12%	11%	11%	13%	8%	10%	5%	4%
Neither acceptable nor unacceptable	21%	21%	19%	20%	18%	19%	18%	21%	20%	35%	18%	18%	20%	32%	19%
Somewhat unacceptable	12%	13%	13%	16%	12%	4%	14%	12%	12%	4%	12%	6%	12%	1%	11%
Very unacceptable	40%	39%	33%	35%	37%	37%	38%	19%	29%	14%	27%	40%	34%	28%	54%
Don't know	5%	5%	4%	4%	5%	4%	3%	3%	5%	6%	5%	-	7%	23%	8%
Net: Acceptable	22%	23%	30%	25%	27%	36%	27%	46%	34%	42%	39%	37%	27%	16%	9%
Net: Not acceptable	52%	52%	46%	52%	49%	42%	52%	31%	41%	18%	38%	46%	46%	29%	65%

ZYM_q1_11. Use hair product (e.g., gel, pomade, etc.)

- Use cologne

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	66%	67%	71%	67%	69%	72%	74%	79%	71%	79%	74%	79%	70%	43%	60%
Somewhat acceptable	16%	16%	15%	17%	15%	12%	12%	13%	13%	11%	10%	10%	14%	15%	15%
Neither acceptable nor unacceptable	11%	11%	9%	10%	8%	7%	9%	7%	8%	6%	10%	11%	8%	19%	15%
Somewhat unacceptable	2%	2%	2%	3%	2%	4%	2%	0%	3%	2%	1%	-	2%	-	3%
Very unacceptable	3%	3%	2%	2%	3%	4%	3%	-	3%	-	2%	-	3%	6%	4%
Don't know	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	3%	21%	4%
Net: Acceptable	82%	82%	85%	84%	84%	84%	86%	92%	84%	90%	85%	89%	85%	55%	74%
Net: Not acceptable	5%	5%	4%	5%	5%	8%	5%	0%	6%	2%	4%	-	5%	6%	7%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Millennial Breakdown			
	Millennial 18-21	Millennial 22-25	Millennial 26-30	Millennial 31-34

ZYM_q1_8. Use hair product (e.g., gel, pomade, etc.)

- Use cover-up

	2483	95	131	298	139
Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	18%	26%	27%	26%	24%
Somewhat acceptable	15%	17%	14%	19%	24%
Neither acceptable nor unacceptable	26%	25%	30%	18%	21%
Somewhat unacceptable	10%	2%	6%	11%	6%
Very unacceptable	26%	12%	16%	16%	21%
Don't know	6%	19%	8%	10%	3%
Net: Acceptable	33%	42%	40%	44%	49%
Net: Not acceptable	35%	14%	22%	28%	27%

ZYM_q1_9. Use hair product (e.g., gel, pomade, etc.)

- Use foundation

	2483	95	131	298	139
Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	15%	23%	25%	24%	24%
Somewhat acceptable	11%	19%	11%	15%	18%
Neither acceptable nor unacceptable	23%	17%	27%	20%	29%
Somewhat unacceptable	12%	9%	15%	12%	6%
Very unacceptable	33%	12%	19%	19%	22%
Don't know	6%	21%	4%	9%	1%
Net: Acceptable	25%	42%	35%	40%	42%
Net: Not acceptable	46%	21%	34%	31%	28%

ZYM_q1_10. Use hair product (e.g., gel, pomade, etc.)

- Use blush

	2483	95	131	298	139
Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	14%	21%	25%	22%	26%
Somewhat acceptable	8%	19%	11%	11%	12%
Neither acceptable nor unacceptable	21%	21%	20%	21%	19%
Somewhat unacceptable	12%	12%	16%	11%	11%
Very unacceptable	40%	19%	22%	26%	29%
Don't know	5%	9%	6%	9%	3%
Net: Acceptable	22%	39%	36%	34%	38%
Net: Not acceptable	52%	31%	37%	37%	40%

ZYM_q1_11. Use hair product (e.g., gel, pomade, etc.)

- Use cologne

	2483	95	131	298	139
Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	66%	68%	66%	72%	68%
Somewhat acceptable	16%	5%	9%	13%	19%
Neither acceptable nor unacceptable	11%	12%	14%	7%	11%
Somewhat unacceptable	2%	2%	3%	2%	1%
Very unacceptable	3%	3%	6%	1%	0%
Don't know	2%	9%	2%	4%	1%
Net: Acceptable	82%	74%	75%	85%	86%
Net: Not acceptable	5%	5%	8%	3%	1%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_12. Use hair product (e.g., gel, pomade, etc.)

- Use hair product (e.g., gel, pomade, etc.)

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very acceptable	56%	46%	67%	58%	59%	52%	53%	59%	53%	62%	58%	47%	58%	55%
Somewhat acceptable	20%	23%	17%	21%	17%	21%	23%	20%	21%	16%	21%	20%	18%	16%
Neither acceptable nor unacceptable	15%	19%	10%	14%	13%	16%	13%	16%	16%	13%	15%	15%	12%	19%
Somewhat unacceptable	2%	3%	2%	1%	3%	3%	3%	2%	3%	1%	2%	5%	2%	1%
Very unacceptable	4%	5%	2%	2%	5%	5%	5%	2%	4%	4%	3%	7%	6%	3%
Don't know	3%	4%	2%	4%	3%	2%	5%	2%	3%	3%	2%	6%	3%	5%
Net: Acceptable	76%	69%	83%	80%	76%	74%	75%	78%	74%	78%	78%	68%	76%	72%
Net: Not acceptable	6%	8%	4%	2%	8%	8%	7%	4%	7%	6%	5%	11%	8%	4%

ZYM_q2. If men began to start wearing makeup regularly to what extent do you think it would be a good or a bad thing?

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very good	6%	6%	6%	12%	5%	1%	7%	3%	6%	6%	5%	4%	9%	11%
Somewhat good	5%	6%	4%	8%	6%	1%	6%	4%	5%	4%	4%	5%	9%	4%
Neither good nor bad	32%	30%	34%	36%	35%	28%	32%	35%	29%	36%	34%	24%	28%	39%
Somewhat bad	17%	16%	18%	16%	15%	19%	13%	21%	16%	16%	19%	15%	12%	13%
Very bad	33%	36%	30%	19%	33%	45%	32%	31%	37%	30%	33%	43%	31%	23%
Don't know	7%	7%	8%	8%	7%	6%	9%	7%	6%	8%	6%	9%	11%	9%
Net: Good	11%	11%	10%	20%	10%	3%	13%	7%	11%	10%	9%	10%	18%	15%
Net: Bad	50%	52%	48%	36%	48%	63%	45%	51%	54%	46%	51%	58%	43%	36%

ZYM_q3. Recently, CoverGirl named 17-year-old high school senior and Instagram celebrity James Charles as its first male spokesperson. To what extent does this make you happy or unhappy?

Unweighted base	2483	1118	1365	663	753	1067	524	534	845	580	1814	205	246	218
Base: All US adults	2483	1235	1248	772	804	907	507	491	896	590	1584	309	387	203
Very happy	10%	7%	13%	17%	11%	3%	11%	10%	10%	9%	9%	5%	14%	17%
Somewhat happy	7%	7%	8%	12%	9%	2%	8%	7%	6%	9%	6%	8%	11%	9%
It has no effect on my happiness	54%	54%	53%	47%	52%	61%	51%	61%	51%	53%	57%	55%	39%	54%
Somewhat unhappy	5%	6%	4%	6%	7%	3%	6%	6%	5%	5%	5%	2%	8%	4%
Very unhappy	16%	16%	15%	11%	15%	20%	14%	10%	19%	16%	16%	16%	17%	9%
Don't know	8%	9%	7%	7%	6%	11%	10%	7%	9%	7%	6%	13%	12%	9%
Net: Happy	17%	15%	20%	29%	20%	5%	19%	17%	16%	18%	15%	14%	25%	26%
Net: Unhappy	21%	22%	20%	17%	22%	23%	20%	16%	24%	22%	21%	19%	25%	12%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZYM_q1_12. Use hair product (e.g., gel, pomade, etc.)

- Use hair product (e.g., gel, pomade, etc.)

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very acceptable	56%	49%	60%	64%	62%	56%	55%	58%	52%	57%	64%
Somewhat acceptable	20%	21%	18%	19%	20%	21%	15%	21%	22%	18%	13%
Neither acceptable nor unacceptable	15%	17%	15%	11%	14%	15%	19%	11%	17%	16%	12%
Somewhat unacceptable	2%	3%	2%	2%	1%	3%	3%	3%	2%	2%	1%
Very unacceptable	4%	5%	3%	2%	3%	4%	6%	6%	5%	3%	2%
Don't know	3%	4%	3%	2%	1%	2%	2%	2%	2%	5%	8%
Net: Acceptable	76%	71%	78%	83%	81%	77%	70%	78%	73%	75%	76%
Net: Not acceptable	6%	8%	5%	5%	4%	7%	9%	9%	8%	4%	3%

ZYM_q2. If men began to start wearing makeup regularly to what extent do you think it would be a good or a bad thing?

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very good	6%	6%	6%	4%	5%	5%	3%	4%	3%	8%	4%
Somewhat good	5%	4%	5%	6%	5%	4%	11%	3%	2%	7%	5%
Neither good nor bad	32%	25%	35%	37%	48%	31%	26%	25%	32%	35%	48%
Somewhat bad	17%	16%	17%	19%	12%	17%	19%	19%	15%	16%	14%
Very bad	33%	39%	30%	26%	26%	36%	35%	42%	41%	26%	18%
Don't know	7%	8%	7%	8%	4%	6%	6%	6%	6%	9%	11%
Net: Good	11%	11%	11%	10%	10%	9%	14%	7%	5%	15%	9%
Net: Bad	50%	56%	48%	45%	38%	53%	54%	62%	57%	41%	33%

ZYM_q3. Recently, CoverGirl named 17-year-old high school senior and Instagram celebrity James Charles as its first male spokesperson. To what extent does this make you happy or unhappy?

Unweighted base	2483	907	789	496	291	1279	43	267	135	633	113
Base: All US adults	2483	1034	779	428	242	1217	48	255	116	720	111
Very happy	10%	10%	9%	12%	8%	9%	15%	7%	5%	12%	16%
Somewhat happy	7%	5%	9%	9%	11%	6%	11%	4%	1%	11%	8%
It has no effect on my happiness	54%	52%	56%	52%	55%	54%	51%	52%	53%	54%	53%
Somewhat unhappy	5%	5%	5%	7%	4%	5%	7%	6%	4%	4%	6%
Very unhappy	16%	17%	15%	13%	14%	17%	10%	22%	18%	12%	4%
Don't know	8%	10%	6%	7%	8%	8%	7%	8%	19%	7%	13%
Net: Happy	17%	15%	17%	21%	20%	16%	26%	12%	6%	23%	24%
Net: Unhappy	21%	23%	20%	20%	17%	23%	17%	28%	22%	17%	10%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_12. Use hair product (e.g., gel, pomade, etc.)

- Use hair product (e.g., gel, pomade, etc.)

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very acceptable	56%	53%	57%	53%	59%	63%	51%
Somewhat acceptable	20%	23%	19%	21%	20%	17%	19%
Neither acceptable nor unacceptable	15%	15%	15%	14%	15%	14%	18%
Somewhat unacceptable	2%	3%	2%	3%	2%	2%	2%
Very unacceptable	4%	4%	4%	5%	3%	3%	5%
Don't know	3%	3%	3%	4%	2%	1%	6%
Net: Acceptable	76%	76%	76%	74%	79%	80%	70%
Net: Not acceptable	6%	7%	6%	8%	5%	5%	6%

ZYM_q2. If men began to start wearing makeup regularly to what extent do you think it would be a good or a bad thing?

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very good	6%	8%	5%	7%	5%	7%	2%
Somewhat good	5%	7%	4%	5%	6%	5%	2%
Neither good nor bad	32%	30%	33%	29%	35%	37%	31%
Somewhat bad	17%	18%	16%	17%	16%	16%	16%
Very bad	33%	33%	33%	34%	33%	31%	35%
Don't know	7%	5%	8%	8%	6%	4%	14%
Net: Good	11%	14%	9%	13%	11%	11%	4%
Net: Bad	50%	51%	49%	51%	49%	48%	51%

ZYM_q3. Recently, CoverGirl named 17-year-old high school senior and Instagram celebrity James Charles as its first male spokesmodel. To what extent does this make you happy or unhappy?

Unweighted base	2483	568	1866	868	681	543	375
Base: All US adults	2483	629	1800	920	669	512	364
Very happy	10%	14%	9%	11%	7%	13%	6%
Somewhat happy	7%	9%	6%	7%	8%	8%	7%
It has no effect on my happiness	54%	46%	56%	52%	58%	51%	52%
Somewhat unhappy	5%	6%	5%	5%	5%	6%	5%
Very unhappy	16%	17%	15%	16%	17%	14%	15%
Don't know	8%	7%	9%	9%	5%	7%	15%
Net: Happy	17%	23%	15%	18%	15%	22%	13%
Net: Unhappy	21%	23%	20%	21%	22%	20%	20%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



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

ZYM_q1_12. Use hair product (e.g., gel, pomade, etc.)

- Use hair product (e.g., gel, pomade, etc.)

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very acceptable	56%	57%	60%	63%	57%	53%	67%	67%	61%	67%	53%	63%	26%	44%	
Somewhat acceptable	20%	20%	21%	18%	22%	18%	18%	16%	19%	21%	16%	19%	20%	12%	19%
Neither acceptable nor unacceptable	15%	14%	12%	12%	12%	19%	9%	11%	12%	11%	13%	28%	9%	31%	22%
Somewhat unacceptable	2%	3%	2%	3%	2%	4%	2%	2%	3%	-	1%	-	2%	4%	4%
Very unacceptable	4%	3%	3%	2%	4%	3%	3%	2%	3%	-	1%	-	2%	-	5%
Don't know	3%	3%	2%	2%	3%	2%	2%	2%	2%	1%	2%	-	4%	26%	7%
Net: Acceptable	76%	78%	82%	81%	79%	71%	85%	83%	80%	88%	83%	72%	82%	39%	62%
Net: Not acceptable	6%	6%	5%	4%	6%	7%	5%	4%	6%	-	2%	-	4%	4%	9%

ZYM_q2. If men began to start wearing makeup regularly to what extent do you think it would be a good or a bad thing?

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very good	6%	6%	8%	6%	7%	12%	5%	15%	11%	14%	13%	-	5%	5%	1%
Somewhat good	5%	5%	8%	5%	8%	10%	6%	9%	8%	5%	8%	-	5%	3%	2%
Neither good nor bad	32%	33%	34%	35%	33%	24%	40%	44%	36%	40%	35%	37%	39%	18%	23%
Somewhat bad	17%	18%	18%	18%	17%	14%	16%	13%	17%	20%	16%	24%	15%	8%	13%
Very bad	33%	32%	27%	31%	31%	34%	29%	15%	23%	16%	22%	29%	30%	28%	50%
Don't know	7%	7%	6%	5%	4%	6%	5%	4%	6%	3%	6%	10%	5%	38%	11%
Net: Good	11%	11%	16%	12%	15%	22%	11%	24%	19%	20%	20%	-	10%	8%	4%
Net: Bad	50%	50%	44%	49%	48%	49%	45%	28%	39%	37%	38%	52%	46%	36%	63%

ZYM_q3. Recently, CoverGirl named 17-year-old high school senior and Instagram celebrity James Charles as its first male spokesperson. To what extent does this make you happy or unhappy?

Unweighted base	2483	1855	883	681	814	129	542	161	620	56	338	10	129	41	365
Base: All US adults	2483	1866	921	648	875	145	506	172	676	64	393	11	127	48	328
Very happy	10%	11%	14%	11%	12%	17%	14%	23%	19%	22%	21%	-	12%	2%	2%
Somewhat happy	7%	7%	10%	9%	11%	8%	8%	14%	11%	7%	12%	18%	8%	6%	3%
It has no effect on my happiness	54%	54%	51%	53%	48%	49%	52%	48%	46%	50%	44%	47%	52%	32%	55%
Somewhat unhappy	5%	5%	6%	6%	6%	6%	5%	3%	6%	6%	6%	8%	3%	2%	5%
Very unhappy	16%	15%	15%	16%	16%	15%	17%	12%	11%	16%	13%	27%	17%	12%	23%
Don't know	8%	8%	5%	6%	7%	5%	4%	1%	7%	-	4%	-	8%	47%	11%
Net: Happy	17%	18%	23%	19%	23%	25%	22%	37%	30%	28%	33%	18%	20%	8%	5%
Net: Unhappy	21%	20%	20%	21%	22%	21%	21%	14%	17%	22%	19%	35%	20%	14%	28%

YouGov NY
Male Makeup

US_nat Sample: 20th - 24th October 2016



Total	Millennial Breakdown			
	Millennial 18-21	Millennial 22-25	Millennial 26-30	Millennial 31-34

ZYM_q1_12. Use hair product (e.g., gel, pomade, etc.)

- Use hair product (e.g., gel, pomade, etc.)

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very acceptable	56%	59%	62%	57%	57%
Somewhat acceptable	20%	17%	21%	22%	22%
Neither acceptable nor unacceptable	15%	14%	12%	15%	14%
Somewhat unacceptable	2%	1%	0%	0%	1%
Very unacceptable	4%	3%	1%	-	4%
Don't know	3%	5%	3%	5%	2%
Net: Acceptable	76%	76%	83%	79%	79%
Net: Not acceptable	6%	4%	1%	0%	5%

ZYM_q2. If men began to start wearing makeup regularly to what extent do you think it would be a good or a bad thing?

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very good	6%	11%	15%	11%	11%
Somewhat good	5%	7%	5%	10%	10%
Neither good nor bad	32%	35%	40%	32%	39%
Somewhat bad	17%	21%	14%	18%	13%
Very bad	33%	14%	19%	20%	23%
Don't know	7%	11%	7%	10%	4%
Net: Good	11%	19%	20%	21%	21%
Net: Bad	50%	35%	32%	38%	36%

ZYM_q3. Recently, CoverGirl named 17-year-old high school senior and Instagram celebrity James Charles as its first male spokesmodel. To what extent does this make you happy or unhappy?

Unweighted base	2483	95	131	298	139
Base: All US adults	2483	123	160	323	166
Very happy	10%	19%	15%	18%	16%
Somewhat happy	7%	11%	10%	11%	15%
It has no effect on my happiness	54%	46%	55%	44%	46%
Somewhat unhappy	5%	3%	4%	8%	6%
Very unhappy	16%	14%	9%	10%	13%
Don't know	8%	7%	6%	9%	4%
Net: Happy	17%	30%	25%	29%	31%
Net: Unhappy	21%	17%	13%	18%	19%