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March 11-15, 2016
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1. Hairy Men

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

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Good | 29\% | 31\% | 26\% | 38\% | 33\% | 26\% | 16\% | 30\% | 27\% | 34\% | 18\% |
| Bad | 24\% | 18\% | 30\% | 19\% | 28\% | 25\% | 22\% | 21\% | 30\% | 30\% | 25\% |
| Not sure | 47\% | 51\% | 44\% | 43\% | 39\% | 49\% | 61\% | 49\% | 43\% | 36\% | 57\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (999) | (482) | (517) | (196) | (269) | (384) | (150) | (676) | (122) | (121) | (80) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Good | 29\% | 30\% | 28\% | 27\% | 27\% | 30\% | 32\% | 30\% | 29\% | 29\% | 25\% | 33\% |
| Bad | 24\% | 25\% | 24\% | 23\% | 23\% | 25\% | 26\% | 28\% | 22\% | 21\% | 28\% | 22\% |
| Not sure | 47\% | 44\% | 48\% | 50\% | 51\% | 45\% | 42\% | 42\% | 49\% | 50\% | 46\% | 45\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (999) | (393) | (357) | (249) | (477) | (278) | (121) | (123) | (185) | (206) | (368) | (240) |

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## 2. Hairy Women

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

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Good | 10\% | 10\% | 10\% | 9\% | 20\% | 5\% | 5\% | 6\% | 12\% | 23\% | 7\% |
| Bad | 70\% | 70\% | 71\% | 69\% | 62\% | 76\% | 74\% | 75\% | 63\% | 62\% | 62\% |
| Not sure | 20\% | 21\% | 19\% | 22\% | 19\% | 19\% | 21\% | 19\% | 24\% | 14\% | 31\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (995) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (482) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (513) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (194) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (267) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (384) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (150) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (674) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (123) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (118) \end{aligned}$ | $\begin{gathered} 100 \% \\ (80) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Good | 10\% | 12\% | 8\% | 8\% | 10\% | 11\% | 6\% | 10\% | 11\% | 9\% | 10\% | 9\% |
| Bad | 70\% | 66\% | 71\% | 77\% | 68\% | 69\% | 76\% | 77\% | 70\% | 70\% | 72\% | 69\% |
| Not sure | 20\% | 22\% | 21\% | 15\% | 22\% | 21\% | 18\% | 13\% | 19\% | 21\% | 18\% | 22\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (995) | (392) | (357) | (246) | (477) | (277) | (121) | (120) | (185) | (206) | (366) | (238) |

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3. Personal Grooming

Do you personally remove hair from any of the following parts of your body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Armpits | 48\% | 12\% | 80\% | 51\% | 50\% | 46\% | 42\% | 48\% | 49\% | 41\% | 53\% |
| Face | 55\% | 71\% | 40\% | 57\% | 54\% | 58\% | 50\% | 57\% | 58\% | 49\% | 49\% |
| Arms | 10\% | 6\% | 14\% | 15\% | 17\% | 7\% | 2\% | 7\% | 11\% | 29\% | 6\% |
| Legs | 44\% | 4\% | 80\% | 45\% | 47\% | 41\% | 41\% | 47\% | 28\% | 47\% | 33\% |
| Chest | 7\% | 13\% | 2\% | 11\% | 9\% | 5\% | 6\% | 6\% | 7\% | 15\% | 9\% |
| Back | 6\% | 10\% | 2\% | 8\% | 11\% | 2\% | 1\% | 4\% | 1\% | 10\% | 12\% |
| Genitals | 33\% | 24\% | 41\% | 55\% | 48\% | 19\% | 10\% | 27\% | 41\% | 45\% | 41\% |
| None of the above | 13\% | 21\% | 6\% | 10\% | 10\% | 12\% | 24\% | 13\% | 18\% | 10\% | 11\% |
| Totals | $(1,000)$ | (483) | (517) | (196) | (269) | (385) | (150) | (676) | (123) | (121) | (80) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Armpits | 48\% | 53\% | 44\% | 45\% | 48\% | 50\% | 43\% | 47\% | 46\% | 44\% | 50\% | 49\% |
| Face | 55\% | 56\% | 52\% | 59\% | 49\% | 53\% | 70\% | 69\% | 62\% | 55\% | 55\% | 50\% |
| Arms | 10\% | 11\% | 10\% | 11\% | 14\% | 8\% | 6\% | 8\% | 19\% | 6\% | 9\% | 10\% |
| Legs | 44\% | 48\% | 38\% | 48\% | 47\% | 40\% | 37\% | 42\% | 49\% | 43\% | 43\% | 40\% |
| Chest | 7\% | 9\% | 8\% | 4\% | 6\% | 6\% | 10\% | 14\% | 9\% | 4\% | 7\% | 10\% |
| Back | 6\% | 8\% | 4\% | 5\% | 6\% | 5\% | 7\% | 5\% | 5\% | 6\% | 4\% | 8\% |
| Genitals | 33\% | 39\% | 33\% | 23\% | 32\% | 31\% | 35\% | 39\% | 40\% | 30\% | 30\% | 34\% |
| None of the above | 13\% | 8\% | 18\% | 11\% | 15\% | 13\% | 11\% | 6\% | 8\% | 14\% | 14\% | 14\% |
| Totals | $(1,000)$ | (394) | (357) | (249) | (478) | (278) | (121) | (123) | (185) | (207) | (368) | (240) |

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## 4. Women's Grooming - Armpits

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 81\% | 78\% | 84\% | 79\% | 77\% | 85\% | 80\% | 83\% | 77\% | 77\% | 77\% |
| Should not | 6\% | 9\% | 4\% | 5\% | 12\% | 5\% | 4\% | 5\% | 6\% | 15\% | 6\% |
| Not sure | 13\% | 13\% | 12\% | 17\% | 11\% | 10\% | 16\% | 12\% | 17\% | 9\% | 17\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (970) | (470) | (500) | (187) | (262) | (374) | (147) | (662) | (121) | (111) | (76) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 81\% | 75\% | 84\% | 84\% | 81\% | 78\% | 84\% | 84\% | 82\% | 76\% | 85\% | 79\% |
| Should not | 6\% | 8\% | 4\% | 8\% | 7\% | 8\% | 2\% | 7\% | 8\% | 7\% | 5\% | 5\% |
| Not sure | 13\% | 17\% | 11\% | 8\% | 13\% | 15\% | 13\% | 8\% | 10\% | 17\% | 10\% | 16\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (970) | (383) | (344) | (243) | (461) | (272) | (119) | (118) | (179) | (201) | (362) | (228) |

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5. Women's Grooming - Face

Do you think that women should or should not remove hair from the following parts of their body?


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 77\% | 75\% | 77\% | 80\% | 74\% | 79\% | 85\% | 74\% | 74\% | 78\% | 81\% | 72\% |
| Should not | 10\% | 12\% | 10\% | 7\% | 14\% | 6\% | 5\% | 8\% | 8\% | 7\% | 10\% | 14\% |
| Not sure | 13\% | 13\% | 13\% | 13\% | 12\% | 15\% | 10\% | 18\% | 18\% | 15\% | 9\% | 14\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (966) | (383) | (341) | (242) | (460) | (272) | (116) | (118) | (178) | (200) | (359) | (229) |

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6. Women's Grooming - Arms

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 32\% | 36\% | 28\% | 33\% | 39\% | 30\% | 25\% | 23\% | 54\% | 51\% | 35\% |
| Should not | 40\% | 33\% | 46\% | 34\% | 39\% | 43\% | 40\% | 45\% | 23\% | 39\% | 26\% |
| Not sure | 28\% | 31\% | 26\% | 33\% | 21\% | 27\% | 35\% | 32\% | 23\% | 10\% | 39\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (951) | (461) | (490) | (184) | (261) | (363) | (143) | (645) | (120) | (110) | (76) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 32\% | 31\% | 34\% | 29\% | 36\% | 23\% | 36\% | 29\% | 37\% | 18\% | 35\% | 36\% |
| Should not | 40\% | 43\% | 33\% | 47\% | 38\% | 48\% | 38\% | 33\% | 37\% | 49\% | 41\% | 33\% |
| Not sure | 28\% | 26\% | 32\% | 24\% | 26\% | 29\% | 26\% | 38\% | 26\% | 34\% | 25\% | 31\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (951) | (375) | (338) | (238) | (454) | (264) | (117) | (116) | (174) | (196) | (353) | (228) |

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7. Women's Grooming - Legs

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 77\% | 74\% | 80\% | 71\% | 79\% | 82\% | 74\% | 80\% | 62\% | 89\% | 58\% |
| Should not | 7\% | 10\% | 3\% | 4\% | 11\% | 7\% | 3\% | 5\% | 10\% | 7\% | 14\% |
| Not sure | 16\% | 15\% | 16\% | 25\% | 10\% | 11\% | 23\% | 15\% | 28\% | 4\% | 28\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (970) | (471) | (499) | (185) | (263) | (374) | (148) | (663) | (119) | (111) | (77) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 77\% | 72\% | 77\% | 87\% | 78\% | 71\% | 85\% | 83\% | 85\% | 68\% | 79\% | 77\% |
| Should not | 7\% | 10\% | 5\% | 5\% | 8\% | 9\% | 2\% | 3\% | 3\% | 10\% | 7\% | 6\% |
| Not sure | 16\% | 18\% | 18\% | 8\% | 15\% | 20\% | 13\% | 14\% | 12\% | 22\% | 14\% | 17\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (970) | (382) | (345) | (243) | (462) | (272) | (118) | (118) | (178) | (202) | (361) | (229) |

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8. Women's Grooming - Chest

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 58\% | 70\% | 47\% | 58\% | 59\% | 59\% | 55\% | 53\% | 75\% | 71\% | 49\% |
| Should not | 20\% | 11\% | 29\% | 19\% | 22\% | 21\% | 17\% | 22\% | 9\% | 21\% | 20\% |
| Not sure | 22\% | 19\% | 24\% | 23\% | 19\% | 20\% | 28\% | 25\% | 16\% | 8\% | 31\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (963) | (468) | (495) | (184) | (262) | (369) | (148) | (657) | (119) | (111) | (76) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 58\% | 57\% | 59\% | 58\% | 55\% | 59\% | 70\% | 55\% | 59\% | 50\% | 60\% | 61\% |
| Should not | 20\% | 22\% | 16\% | 26\% | 22\% | 18\% | 15\% | 24\% | 22\% | 24\% | 20\% | 16\% |
| Not sure | 22\% | 21\% | 25\% | 17\% | 23\% | 22\% | 15\% | 21\% | 19\% | 26\% | 21\% | 22\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (963) | (381) | (342) | (240) | (460) | (270) | (117) | (116) | (176) | (200) | (359) | (228) |

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9. Women's Grooming - Back

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 53\% | 66\% | 41\% | 57\% | 54\% | 53\% | 47\% | 50\% | 69\% | 57\% | 47\% |
| Should not | 24\% | 13\% | 34\% | 20\% | 25\% | 24\% | 26\% | 25\% | 11\% | 33\% | 23\% |
| Not sure | 23\% | 21\% | 24\% | 22\% | 21\% | 22\% | 27\% | 25\% | 20\% | 9\% | 30\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (955) | (465) | (490) | (184) | (262) | (369) | (140) | (649) | (120) | (111) | (75) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 53\% | 54\% | 51\% | 55\% | 51\% | 53\% | 66\% | 49\% | 53\% | 46\% | 56\% | 56\% |
| Should not | 24\% | 24\% | 23\% | 26\% | 26\% | 21\% | 17\% | 29\% | 25\% | 28\% | 23\% | 22\% |
| Not sure | 23\% | 22\% | 26\% | 18\% | 23\% | 25\% | 17\% | 22\% | 23\% | 27\% | 20\% | 23\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (955) | (380) | (337) | (238) | (454) | (268) | (117) | (116) | (176) | (200) | (350) | (229) |

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10. Women's Grooming - Genitals

Do you think that women should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 39\% | 42\% | 37\% | 54\% | 55\% | 27\% | 22\% | 30\% | 52\% | 68\% | 43\% |
| Should not | 24\% | 23\% | 25\% | 6\% | 16\% | 32\% | 43\% | 28\% | 16\% | 21\% | 9\% |
| Not sure | 36\% | 35\% | 38\% | 40\% | 29\% | 40\% | 35\% | 41\% | 32\% | 11\% | 48\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (963) | (466) | (497) | (186) | (262) | (371) | (144) | (655) | (121) | (110) | (77) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 39\% | 38\% | 44\% | 32\% | 41\% | 33\% | 37\% | 49\% | 46\% | 26\% | 41\% | 43\% |
| Should not | 24\% | 25\% | 18\% | 35\% | 23\% | 26\% | 26\% | 22\% | 18\% | 28\% | 27\% | 23\% |
| Not sure | 36\% | 36\% | 38\% | 33\% | 36\% | 41\% | 36\% | 29\% | 36\% | 46\% | 32\% | 34\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (963) | (379) | (344) | (240) | (461) | (266) | (118) | (118) | (178) | (201) | (355) | (229) |

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## 11. Men's Grooming - Armpits

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 20\% | 16\% | 25\% | 22\% | 26\% | 15\% | 22\% | 13\% | 41\% | 38\% | 23\% |
| Should not | 57\% | 60\% | 55\% | 49\% | 53\% | 65\% | 59\% | 65\% | 38\% | 47\% | 46\% |
| Not sure | 22\% | 24\% | 20\% | 29\% | 21\% | 20\% | 19\% | 22\% | 21\% | 16\% | 31\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (973) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (471) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (502) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (189) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (260) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (378) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (146) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (661) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (121) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (115) \end{aligned}$ | $\begin{gathered} 100 \% \\ (76) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 20\% | 27\% | 18\% | 15\% | 27\% | 14\% | 10\% | 19\% | 24\% | 10\% | 23\% | 24\% |
| Should not | 57\% | 49\% | 57\% | 72\% | 52\% | 60\% | 66\% | 65\% | 58\% | 64\% | 56\% | 53\% |
| Not sure | 22\% | 24\% | 25\% | 13\% | 21\% | 26\% | 24\% | 16\% | 19\% | 26\% | 21\% | 23\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (973) | (385) | (345) | (243) | (465) | (269) | (119) | (120) | (183) | (201) | (357) | (232) |

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## 12. Men's Grooming - Face

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 54\% | 55\% | 54\% | 46\% | 58\% | 52\% | 63\% | 51\% | 59\% | 71\% | 39\% |
| Should not | 16\% | 14\% | 17\% | 17\% | 12\% | 18\% | 14\% | 15\% | 18\% | 12\% | 19\% |
| Not sure | 30\% | 32\% | 29\% | 37\% | 30\% | 30\% | 23\% | 33\% | 23\% | 17\% | 41\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (975) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (471) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (504) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (188) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (262) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (380) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (145) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (663) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (120) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (117) \end{aligned}$ | $\begin{gathered} 100 \% \\ (75) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 54\% | 53\% | 54\% | 56\% | 57\% | 49\% | 51\% | 58\% | 66\% | 44\% | 55\% | 51\% |
| Should not | 16\% | 17\% | 15\% | 15\% | 15\% | 19\% | 14\% | 12\% | 9\% | 19\% | 19\% | 13\% |
| Not sure | 30\% | 30\% | 31\% | 29\% | 28\% | 32\% | 35\% | 30\% | 24\% | 36\% | 26\% | 35\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (975) | (386) | (345) | (244) | (466) | (270) | (119) | (120) | (182) | (202) | (359) | (232) |

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13. Men's Grooming - Arms

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 10\% | 9\% | 10\% | 9\% | 16\% | 8\% | 5\% | 3\% | 23\% | 28\% | 15\% |
| Should not | 68\% | 66\% | 70\% | 64\% | 62\% | 72\% | 73\% | 75\% | 57\% | 56\% | 50\% |
| Not sure | 22\% | 25\% | 20\% | 27\% | 22\% | 20\% | 22\% | 22\% | 20\% | 17\% | 35\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (970) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (470) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (500) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (188) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (262) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (377) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (143) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (658) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (121) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (115) \end{aligned}$ | $\begin{gathered} 100 \% \\ (76) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 10\% | 13\% | 9\% | 6\% | 12\% | 6\% | 7\% | 10\% | 12\% | 4\% | 11\% | 11\% |
| Should not | 68\% | 64\% | 67\% | 77\% | 66\% | 69\% | 74\% | 69\% | 67\% | 72\% | 68\% | 66\% |
| Not sure | 22\% | 23\% | 25\% | 17\% | 22\% | 24\% | 20\% | 21\% | 21\% | 24\% | 21\% | 24\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (970) | (385) | (342) | (243) | (460) | (271) | (118) | (121) | (181) | (203) | (356) | (230) |

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14. Men's Grooming - Legs

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 9\% | 8\% | 10\% | 10\% | 16\% | 7\% | 2\% | 3\% | 19\% | 22\% | 18\% |
| Should not | 71\% | 69\% | 73\% | 66\% | 67\% | 75\% | 76\% | 76\% | 64\% | 69\% | 47\% |
| Not sure | 20\% | 24\% | 16\% | 24\% | 17\% | 18\% | 22\% | 21\% | 17\% | 9\% | 35\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (967) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (470) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (497) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (188) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (262) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (375) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (142) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (658) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (119) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (114) \end{aligned}$ | $\begin{gathered} 100 \% \\ (76) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 9\% | 9\% | 9\% | 9\% | 10\% | 7\% | 6\% | 13\% | 18\% | 2\% | 9\% | 8\% |
| Should not | 71\% | 70\% | 69\% | 76\% | 72\% | 74\% | 76\% | 60\% | 64\% | 73\% | 73\% | 73\% |
| Not sure | 20\% | 21\% | 22\% | 15\% | 18\% | 20\% | 18\% | 28\% | 18\% | 25\% | 18\% | 19\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (967) | (382) | (342) | (243) | (463) | (266) | (119) | (119) | (183) | (201) | (353) | (230) |

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15. Men's Grooming - Chest

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 19\% | 18\% | 20\% | 31\% | 25\% | 12\% | 9\% | 12\% | 33\% | 37\% | 23\% |
| Should not | 56\% | 56\% | 56\% | 39\% | 49\% | 65\% | 69\% | 63\% | 43\% | 46\% | 39\% |
| Not sure | 25\% | 26\% | 24\% | 30\% | 25\% | 23\% | 22\% | 25\% | 24\% | 17\% | 37\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (970) | (470) | (500) | (187) | (262) | (377) | (144) | (658) | (121) | (115) | (76) |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 19\% | 20\% | 22\% | 11\% | 19\% | 14\% | 19\% | 28\% | 22\% | 9\% | 21\% | 23\% |
| Should not | 56\% | 52\% | 54\% | 68\% | 56\% | 61\% | 55\% | 50\% | 56\% | 60\% | 58\% | 50\% |
| Not sure | 25\% | 28\% | 24\% | 22\% | 26\% | 25\% | 26\% | 21\% | 23\% | 31\% | 21\% | 28\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (970) | (384) | (345) | (241) | (460) | (271) | (119) | (120) | (183) | (202) | (354) | (231) |

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16. Men's Grooming - Back

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 36\% | 29\% | 43\% | 40\% | 46\% | 33\% | 24\% | 30\% | 59\% | 49\% | 36\% |
| Should not | 37\% | 42\% | 33\% | 30\% | 36\% | 39\% | 44\% | 40\% | 22\% | 37\% | 32\% |
| Not sure | 27\% | 29\% | 24\% | 30\% | 18\% | 28\% | 31\% | 30\% | 19\% | 15\% | 32\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (971) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (470) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (501) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (187) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (261) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (378) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (145) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (660) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (121) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (114) \end{aligned}$ | $\begin{gathered} 100 \% \\ (76) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 36\% | 38\% | 37\% | 31\% | 37\% | 33\% | 33\% | 42\% | 42\% | 25\% | 39\% | 38\% |
| Should not | 37\% | 35\% | 34\% | 45\% | 37\% | 42\% | 34\% | 32\% | 35\% | 46\% | 36\% | 32\% |
| Not sure | 27\% | 27\% | 28\% | 23\% | 26\% | 25\% | 33\% | 26\% | 23\% | 30\% | 25\% | 29\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (971) | (385) | (345) | (241) | (461) | (270) | (118) | (122) | (181) | (202) | (358) | (230) |

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## 17. Men's Grooming - Genitals

Do you think that men should or should not remove hair from the following parts of their body?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Should | 26\% | 25\% | 27\% | 49\% | 37\% | 12\% | 12\% | 18\% | 43\% | 50\% | 28\% |
| Should not | 42\% | 41\% | 44\% | 15\% | 36\% | 55\% | 61\% | 48\% | 34\% | 33\% | 29\% |
| Not sure | 31\% | 33\% | 29\% | 37\% | 27\% | 33\% | 27\% | 34\% | 23\% | 17\% | 43\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (970) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (469) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (501) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (186) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (263) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (377) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (144) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (658) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (121) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (115) \end{aligned}$ | $\begin{gathered} 100 \% \\ (76) \end{gathered}$ |


|  | Total | Party ID (3 category) |  |  | Family Income (3 category) |  |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Should | 26\% | 31\% | 27\% | 17\% | 27\% | 22\% | 25\% | 36\% | 34\% | 21\% | 24\% | 27\% |
| Should not | 42\% | 40\% | 37\% | 56\% | 43\% | 46\% | 42\% | 33\% | 37\% | 49\% | 45\% | 37\% |
| Not sure | 31\% | 29\% | 35\% | 27\% | 30\% | 32\% | 34\% | 31\% | 29\% | 30\% | 30\% | 36\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N ) | (970) | (385) | (343) | (242) | (462) | (270) | (119) | (119) | (183) | (203) | (355) | (229) |

## Interviewing Dates

Target population

## Sampling method

Weighting

## Number of respondents

Margin of error
Survey mode
Questions not reported

March 11-15, 2016
U.S. adults, aged 18 and over.

Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Sur vey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.

The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.009 to 6.094 , with a mean of one and a standard deviation of 0.978

1000
$\pm 4.3 \%$ (adjusted for weighting)
Web-based interviews
20 questions not reported.

