

1. Are you physically attracted to... ?

Men only	46%
Women only	42%
Both men and women	8%
No one	3%
Not sure	1%
Prefer not to say	1%

2. How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Personal grooming	73%	21%	2%	2%	2%
Teeth appearance	44%	41%	8%	5%	3%
Weight	27%	47%	19%	6%	2%
Posture	26%	47%	15%	8%	4%
Apparent age	26%	48%	18%	5%	3%
Height	24%	46%	19%	9%	2%
Muscularity	21%	42%	25%	9%	3%
Clothing style	18%	46%	25%	8%	3%
Hairstyle	18%	40%	29%	9%	4%
Facial hair	17%	41%	26%	13%	3%
Skin clarity	16%	49%	22%	10%	3%
Arms	13%	47%	25%	11%	4%
Facial symmetry	12%	41%	27%	14%	5%
Lip shape	11%	29%	35%	18%	6%
Legs	9%	39%	36%	12%	4%
Buttocks	8%	31%	38%	18%	5%
Hair thickness	8%	30%	38%	19%	5%
Jawline shape	8%	33%	37%	18%	5%
Nose shape	8%	34%	37%	17%	5%
Hair color	7%	18%	42%	30%	3%
Eye shape	7%	23%	38%	27%	6%
Chest size	7%	36%	39%	13%	6%
Cheekbone definition	6%	24%	42%	22%	5%
Eye color	6%	19%	36%	36%	3%

3. How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Personal grooming	60%	29%	5%	3%	2%
Facial hair	44%	24%	11%	13%	8%
Teeth appearance	33%	45%	13%	6%	4%
Buttocks	30%	40%	20%	5%	5%
Weight	28%	49%	15%	6%	3%
Legs	27%	46%	17%	6%	4%
Posture	26%	48%	17%	7%	3%
Apparent age	21%	46%	21%	8%	4%
Facial symmetry	20%	44%	20%	12%	4%
Skin clarity	17%	47%	24%	8%	4%
Breast size	16%	36%	30%	14%	4%
Clothing style	14%	38%	33%	13%	2%
Lip shape	12%	37%	28%	17%	6%
Use of makeup	12%	30%	33%	22%	2%
Height	12%	34%	33%	17%	4%
Nose shape	11%	36%	37%	13%	3%
Hairstyle	11%	42%	30%	13%	4%
Muscularity	10%	28%	36%	22%	3%
Eye shape	10%	32%	32%	21%	5%
Jawline shape	9%	31%	36%	16%	7%
Arms	8%	36%	37%	14%	5%
Hair thickness	7%	31%	36%	19%	6%
Hair color	7%	26%	39%	26%	2%
Cheekbone definition	6%	34%	36%	19%	5%
Eye color	6%	24%	33%	34%	3%

4. Compared to the average person of your age and gender, how much effort do you put into improving your physical appearance?

Much more than average	6%
Somewhat more than average	22%
About average	43%
Somewhat less than average	17%
Much less than average	8%
Not sure	4%

5. Compared to the average person of your age and gender, how physically attractive do you think you are?

Much more than average	6%
Somewhat more than average	20%
About average	44%
Somewhat less than average	15%
Much less than average	9%
Not sure	5%

6. How much pressure to look physically attractive do you feel from men?

A great deal	12%
Some	21%
Not much	24%
None at all	34%
Not sure	9%

7. How much pressure to look physically attractive do you feel from women?

A great deal	15%
Some	27%
Not much	26%
None at all	24%
Not sure	8%

8. Have you gotten or would you ever consider getting the following? Select all that apply.

Professional teeth whitening	27%
Professional hair coloring treatments	20%
Laser hair removal	17%
Prescription weight-loss medications	16%
Nail enhancements (such as acrylics)	14%
Veneers or tooth bonding	13%
Cosmetic orthodontics (such as Invisalign)	12%
Spray tanning or tanning beds	12%
Laser skin treatments	10%
Eyebrow microblading or brow lamination	9%
Liposuction or body contouring	9%
Eyelash extensions	8%
Prescription hair-loss treatments	8%
Cosmetic tattoos or permanent makeup	8%
Injectable cosmetic treatments (such as Botox)	8%
Weight-loss surgery	7%
Cosmetic facial surgery	7%
Hormone therapy for appearance or anti-aging	7%
Colored contact lenses	5%
Hair transplants	4%
Breast augmentation	4%
Breast reduction	3%
Steroid use for physique	2%
None of the above	37%
Not sure	4%

9. How much pressure to be attractive do you think young men today face?

A great deal	28%
Some	45%
Not much	13%
None at all	3%
Not sure	10%

10. How much pressure to be attractive do you think young women today face?

A great deal	66%
Some	21%
Not much	4%
None at all	2%
Not sure	6%

11. Do you think the pressure young men today face to be attractive is...?

Much greater than in previous generations	17%
Somewhat greater than in previous generations	33%
About the same as in previous generations	29%
Somewhat less than in previous generations	7%
Much less than in previous generations	3%
Not sure	12%

12. Do you think the pressure young women today face to be attractive is...?

Much greater than in previous generations	28%
Somewhat greater than in previous generations	28%
About the same as in previous generations	25%
Somewhat less than in previous generations	8%
Much less than in previous generations	3%
Not sure	9%

13. How much have you heard about the concept of looksmaxxing?

A lot	7%
A little	15%
Nothing at all	78%

14. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Nick Fuentes	3%	8%	7%	23%	59%
Andrew Tate	3%	7%	6%	28%	56%
Braden Petters (also known as Clavicular)	2%	5%	3%	11%	79%

YouGov Survey: Beauty Standards

February 19 - 27, 2026 - 1,098 U.S. adult citizens



Interviewing Dates	February 19 - 27, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 6.64, with a mean of one and a standard deviation of 0.884.
Number of respondents	1,098
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.

YouGov Survey: Beauty Standards
February 19 - 27, 2026 - 1,098 U.S. adult citizens



1. Attracted to Men or Women

Are you physically attracted to . . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Men only	46%	8%	80%	34%	40%	51%	55%	45%	54%	46%	46%	45%
Women only	42%	84%	3%	38%	44%	42%	42%	41%	33%	44%	40%	45%
Both men and women	8%	5%	11%	19%	12%	3%	1%	9%	8%	7%	9%	8%
No one	3%	2%	4%	5%	3%	2%	2%	3%	5%	2%	4%	1%
Not sure	1%	1%	1%	2%	0%	1%	0%	1%	0%	1%	1%	1%
Prefer not to say	1%	0%	2%	2%	0%	0%	1%	1%	1%	0%	1%	1%
Totals	101%	100%	101%	100%	99%	99%	101%	100%	101%	100%	101%	101%
Unweighted N	(1,098)	(505)	(593)	(269)	(279)	(325)	(225)	(721)	(142)	(158)	(702)	(396)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Men only	46%	51%	42%	45%	50%	44%	52%	43%	40%	43%	47%	50%	39%
Women only	42%	31%	43%	50%	36%	48%	35%	45%	49%	42%	41%	38%	48%
Both men and women	8%	13%	10%	2%	10%	6%	8%	8%	11%	10%	10%	7%	7%
No one	3%	4%	3%	1%	2%	1%	3%	3%	0%	1%	1%	4%	4%
Not sure	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	2%
Prefer not to say	1%	0%	1%	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%
Totals	101%	100%	100%	99%	99%	100%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,098)	(362)	(427)	(309)	(449)	(365)	(409)	(328)	(239)	(192)	(225)	(409)	(272)

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2A. Attractiveness of Qualities in Men — Personal grooming

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	73%	*	74%	65%	66%	75%	83%	75%	82%	63%	73%	73%
Somewhat important	21%	*	21%	28%	24%	19%	13%	19%	13%	26%	19%	25%
Not very important	2%	*	2%	2%	3%	4%	0%	2%	1%	6%	2%	3%
Not at all important	2%	*	1%	4%	2%	3%	0%	3%	0%	0%	3%	0%
Not sure	2%	*	2%	2%	5%	0%	3%	1%	5%	5%	3%	0%
Totals	100%	*	100%	101%	100%	101%	99%	100%	101%	100%	100%	101%
Unweighted N	(609)	(74)	(535)	(132)	(135)	(202)	(140)	(405)	(90)	(88)	(399)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	73%	73%	65%	82%	74%	76%	73%	73%	73%	79%	68%	73%	72%
Somewhat important	21%	21%	25%	16%	23%	20%	19%	24%	21%	15%	25%	21%	21%
Not very important	2%	4%	2%	0%	3%	3%	2%	3%	3%	7%	2%	0%	4%
Not at all important	2%	2%	3%	1%	0%	1%	4%	0%	3%	0%	3%	3%	0%
Not sure	2%	0%	5%	2%	0%	1%	3%	0%	0%	0%	2%	3%	3%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(609)	(232)	(229)	(148)	(276)	(181)	(257)	(173)	(123)	(108)	(130)	(233)	(138)

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2B. Attractiveness of Qualities in Men — Teeth appearance

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	44%	*	46%	33%	52%	43%	47%	40%	64%	47%	44%	43%
Somewhat important	41%	*	39%	37%	38%	44%	42%	43%	24%	37%	37%	48%
Not very important	8%	*	8%	18%	2%	8%	4%	10%	3%	6%	8%	7%
Not at all important	5%	*	4%	9%	4%	4%	3%	5%	3%	6%	6%	2%
Not sure	3%	*	3%	3%	3%	2%	4%	2%	7%	5%	4%	0%
Totals	101%	*	100%	100%	99%	101%	100%	100%	101%	101%	99%	100%
Unweighted N	(608)	(74)	(534)	(132)	(133)	(204)	(139)	(407)	(88)	(88)	(398)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	44%	46%	36%	52%	47%	46%	46%	44%	44%	51%	28%	47%	50%
Somewhat important	41%	41%	42%	39%	42%	42%	38%	40%	43%	32%	50%	40%	37%
Not very important	8%	5%	11%	7%	6%	8%	6%	11%	8%	12%	7%	6%	9%
Not at all important	5%	6%	7%	2%	3%	3%	6%	4%	5%	5%	8%	4%	4%
Not sure	3%	2%	5%	0%	2%	0%	4%	2%	0%	0%	7%	3%	0%
Totals	101%	100%	101%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(608)	(232)	(227)	(149)	(277)	(181)	(256)	(173)	(123)	(107)	(131)	(234)	(136)

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2C. Attractiveness of Qualities in Men — Weight

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	27%	*	26%	24%	30%	23%	31%	22%	43%	28%	23%	34%
Somewhat important	47%	*	47%	41%	46%	49%	50%	50%	39%	37%	45%	49%
Not very important	19%	*	19%	26%	15%	21%	13%	23%	7%	16%	22%	13%
Not at all important	6%	*	5%	6%	7%	7%	3%	4%	5%	14%	7%	3%
Not sure	2%	*	2%	3%	3%	0%	3%	1%	6%	6%	3%	0%
Totals	101%	*	99%	100%	101%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(609)	(74)	(535)	(132)	(136)	(201)	(140)	(406)	(88)	(89)	(398)	(211)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	27%	28%	25%	28%	29%	26%	26%	29%	30%	29%	14%	29%	34%
Somewhat important	47%	45%	42%	56%	49%	56%	47%	44%	45%	44%	47%	48%	46%
Not very important	19%	21%	19%	16%	17%	15%	16%	22%	19%	23%	28%	14%	15%
Not at all important	6%	6%	9%	1%	4%	4%	8%	3%	6%	4%	6%	7%	4%
Not sure	2%	0%	5%	0%	1%	1%	3%	2%	0%	1%	4%	2%	1%
Totals	101%	100%	100%	101%	100%	102%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(609)	(231)	(230)	(148)	(277)	(182)	(255)	(174)	(124)	(107)	(131)	(233)	(138)

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2D. Attractiveness of Qualities in Men — Posture

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	26%	*	26%	15%	24%	33%	30%	22%	46%	21%	25%	30%
Somewhat important	47%	*	48%	45%	43%	45%	55%	53%	27%	48%	46%	48%
Not very important	15%	*	15%	27%	13%	13%	7%	16%	12%	10%	13%	17%
Not at all important	8%	*	7%	10%	14%	6%	4%	6%	9%	16%	11%	4%
Not sure	4%	*	4%	3%	6%	2%	5%	3%	7%	5%	5%	1%
Totals	100%	*	100%	100%	100%	99%	101%	100%	101%	100%	100%	100%
Unweighted N	(610)	(73)	(537)	(131)	(137)	(203)	(139)	(407)	(89)	(88)	(398)	(212)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	25%	28%	26%	25%	25%	25%	29%	29%	34%	15%	32%	23%
Somewhat important	47%	48%	38%	57%	52%	52%	49%	47%	46%	39%	55%	40%	57%
Not very important	15%	17%	16%	9%	15%	14%	13%	12%	19%	16%	14%	14%	14%
Not at all important	8%	7%	11%	6%	4%	8%	8%	9%	5%	9%	9%	9%	5%
Not sure	4%	3%	7%	1%	4%	1%	5%	2%	1%	2%	7%	4%	1%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(610)	(231)	(230)	(149)	(277)	(181)	(256)	(174)	(124)	(107)	(131)	(234)	(138)

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2E. Attractiveness of Qualities in Men — Apparent age

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	26%	*	26%	40%	28%	22%	15%	24%	42%	20%	27%	22%
Somewhat important	48%	*	48%	43%	46%	48%	54%	51%	37%	41%	43%	58%
Not very important	18%	*	18%	9%	15%	24%	22%	19%	11%	22%	19%	17%
Not at all important	5%	*	5%	5%	5%	6%	5%	4%	4%	12%	7%	3%
Not sure	3%	*	3%	3%	6%	0%	3%	2%	6%	6%	4%	1%
Totals	100%	*	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(609)	(73)	(536)	(132)	(135)	(202)	(140)	(404)	(91)	(89)	(399)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	25%	24%	28%	21%	21%	22%	32%	22%	33%	17%	28%	26%
Somewhat important	48%	52%	42%	51%	54%	50%	50%	43%	57%	49%	54%	40%	55%
Not very important	18%	17%	20%	17%	20%	20%	19%	19%	14%	15%	14%	24%	12%
Not at all important	5%	5%	9%	2%	3%	6%	7%	2%	7%	3%	7%	4%	7%
Not sure	3%	1%	6%	2%	2%	3%	2%	4%	1%	0%	7%	3%	1%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	99%	99%	101%
Unweighted N	(609)	(233)	(229)	(147)	(277)	(180)	(258)	(173)	(122)	(108)	(131)	(235)	(135)

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2F. Attractiveness of Qualities in Men — Height

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	24%	*	26%	24%	31%	26%	14%	20%	35%	27%	22%	28%
Somewhat important	46%	*	49%	33%	40%	44%	65%	49%	39%	44%	46%	44%
Not very important	19%	*	17%	25%	19%	20%	12%	20%	15%	16%	18%	22%
Not at all important	9%	*	6%	16%	7%	9%	5%	10%	5%	8%	11%	5%
Not sure	2%	*	3%	3%	3%	1%	3%	1%	6%	6%	3%	1%
Totals	100%	*	101%	101%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(611)	(74)	(537)	(132)	(137)	(203)	(139)	(405)	(91)	(89)	(399)	(212)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	24%	22%	24%	27%	23%	21%	24%	27%	20%	28%	20%	23%	26%
Somewhat important	46%	48%	36%	56%	45%	57%	48%	43%	45%	47%	46%	47%	41%
Not very important	19%	20%	22%	14%	24%	17%	16%	22%	23%	18%	17%	17%	25%
Not at all important	9%	10%	12%	3%	7%	4%	10%	7%	12%	7%	12%	10%	5%
Not sure	2%	0%	6%	0%	1%	1%	2%	2%	1%	0%	5%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%	99%
Unweighted N	(611)	(232)	(230)	(149)	(277)	(181)	(257)	(174)	(124)	(108)	(130)	(235)	(138)

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2G. Attractiveness of Qualities in Men — Muscularity

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	21%	*	22%	24%	28%	18%	17%	17%	40%	29%	22%	20%
Somewhat important	42%	*	42%	31%	36%	48%	51%	48%	27%	30%	41%	45%
Not very important	25%	*	25%	27%	22%	26%	24%	25%	24%	25%	23%	29%
Not at all important	9%	*	8%	14%	9%	8%	5%	9%	2%	12%	11%	6%
Not sure	3%	*	3%	3%	5%	1%	3%	2%	8%	4%	4%	1%
Totals	100%	*	100%	99%	100%	101%	100%	101%	101%	100%	101%	101%
Unweighted N	(608)	(74)	(534)	(132)	(135)	(201)	(140)	(407)	(87)	(89)	(398)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	21%	23%	17%	25%	21%	24%	25%	19%	18%	22%	13%	25%	23%
Somewhat important	42%	38%	40%	50%	43%	44%	43%	41%	47%	46%	42%	41%	42%
Not very important	25%	30%	26%	17%	28%	24%	22%	27%	26%	19%	31%	23%	27%
Not at all important	9%	8%	12%	6%	6%	6%	7%	9%	9%	13%	8%	9%	7%
Not sure	3%	1%	6%	2%	2%	2%	3%	3%	0%	1%	7%	2%	1%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%	101%	100%	100%
Unweighted N	(608)	(231)	(229)	(148)	(276)	(181)	(255)	(174)	(123)	(107)	(130)	(234)	(137)

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2H. Attractiveness of Qualities in Men — Clothing style

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	18%	*	18%	22%	24%	12%	15%	14%	33%	27%	17%	19%
Somewhat important	46%	*	48%	49%	41%	42%	54%	49%	45%	40%	46%	47%
Not very important	25%	*	24%	20%	18%	34%	24%	28%	14%	10%	23%	28%
Not at all important	8%	*	7%	7%	13%	10%	3%	7%	3%	17%	10%	5%
Not sure	3%	*	3%	2%	3%	3%	3%	2%	5%	6%	4%	0%
Totals	100%	*	100%	100%	99%	101%	99%	100%	100%	100%	100%	99%
Unweighted N	(610)	(74)	(536)	(132)	(136)	(201)	(141)	(406)	(90)	(88)	(399)	(211)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	18%	22%	16%	15%	21%	17%	18%	20%	16%	21%	15%	17%	20%
Somewhat important	46%	46%	41%	53%	49%	49%	43%	44%	56%	52%	49%	43%	44%
Not very important	25%	23%	24%	29%	23%	28%	23%	30%	24%	22%	22%	26%	28%
Not at all important	8%	6%	15%	3%	5%	5%	12%	5%	4%	4%	9%	11%	6%
Not sure	3%	2%	5%	0%	2%	1%	3%	2%	0%	1%	6%	3%	1%
Totals	100%	99%	101%	100%	100%	100%	99%	101%	100%	100%	101%	100%	99%
Unweighted N	(610)	(232)	(231)	(147)	(277)	(181)	(258)	(173)	(124)	(108)	(131)	(234)	(137)

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2I. Attractiveness of Qualities in Men — Hairstyle

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	18%	*	17%	34%	22%	10%	9%	14%	33%	18%	21%	11%
Somewhat important	40%	*	42%	31%	31%	41%	57%	40%	38%	47%	37%	47%
Not very important	29%	*	29%	22%	29%	35%	26%	35%	10%	14%	26%	34%
Not at all important	9%	*	7%	10%	10%	10%	5%	8%	11%	15%	10%	6%
Not sure	4%	*	4%	3%	8%	3%	3%	2%	8%	6%	6%	0%
Totals	100%	*	99%	100%	100%	99%	100%	99%	100%	100%	100%	98%
Unweighted N	(610)	(73)	(537)	(132)	(136)	(202)	(140)	(407)	(89)	(88)	(398)	(212)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	18%	22%	15%	17%	14%	17%	16%	20%	19%	28%	15%	19%	12%
Somewhat important	40%	45%	34%	43%	52%	37%	41%	39%	41%	29%	40%	40%	49%
Not very important	29%	23%	30%	35%	24%	39%	26%	32%	35%	33%	28%	27%	32%
Not at all important	9%	9%	13%	4%	8%	6%	11%	8%	5%	8%	10%	10%	6%
Not sure	4%	2%	9%	0%	2%	1%	5%	2%	0%	2%	7%	4%	1%
Totals	100%	101%	101%	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(610)	(232)	(230)	(148)	(277)	(181)	(257)	(174)	(124)	(107)	(131)	(236)	(136)

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2J. Attractiveness of Qualities in Men — Facial hair

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	17%	*	17%	15%	24%	14%	14%	13%	33%	14%	18%	14%
Somewhat important	41%	*	41%	46%	39%	42%	35%	39%	38%	54%	41%	39%
Not very important	26%	*	26%	24%	21%	31%	28%	31%	13%	20%	21%	36%
Not at all important	13%	*	12%	13%	10%	12%	18%	14%	9%	7%	15%	10%
Not sure	3%	*	4%	2%	6%	1%	5%	3%	6%	5%	4%	1%
Totals	100%	*	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(613)	(74)	(539)	(132)	(136)	(204)	(141)	(408)	(91)	(89)	(402)	(211)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	17%	22%	11%	18%	18%	19%	17%	18%	18%	15%	13%	21%	14%
Somewhat important	41%	41%	41%	39%	38%	33%	44%	40%	33%	40%	39%	40%	43%
Not very important	26%	25%	28%	26%	30%	34%	23%	26%	35%	35%	31%	22%	23%
Not at all important	13%	11%	14%	15%	12%	11%	13%	12%	13%	9%	11%	14%	17%
Not sure	3%	1%	6%	3%	2%	3%	3%	4%	1%	1%	6%	3%	3%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(613)	(234)	(230)	(149)	(278)	(182)	(260)	(174)	(123)	(108)	(131)	(237)	(137)

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2K. Attractiveness of Qualities in Men — Skin clarity

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	16%	*	16%	12%	25%	15%	12%	14%	27%	19%	15%	18%
Somewhat important	49%	*	49%	40%	37%	53%	65%	51%	41%	42%	46%	55%
Not very important	22%	*	22%	28%	23%	23%	14%	24%	20%	17%	25%	17%
Not at all important	10%	*	9%	16%	12%	6%	6%	8%	6%	19%	11%	8%
Not sure	3%	*	3%	4%	3%	3%	3%	3%	7%	4%	4%	1%
Totals	100%	*	99%	100%	100%	100%	100%	100%	101%	101%	101%	99%
Unweighted N	(609)	(74)	(535)	(132)	(135)	(203)	(139)	(407)	(89)	(88)	(399)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	16%	17%	11%	20%	18%	15%	18%	12%	18%	14%	14%	17%	18%
Somewhat important	49%	50%	48%	49%	52%	54%	49%	51%	52%	51%	48%	47%	54%
Not very important	22%	21%	22%	23%	21%	23%	20%	23%	23%	25%	23%	25%	12%
Not at all important	10%	8%	13%	8%	6%	8%	9%	11%	6%	9%	9%	9%	13%
Not sure	3%	3%	6%	0%	3%	1%	4%	2%	1%	0%	7%	2%	3%
Totals	100%	99%	100%	100%	100%	101%	100%	99%	100%	99%	101%	100%	100%
Unweighted N	(609)	(232)	(229)	(148)	(276)	(181)	(257)	(173)	(123)	(107)	(131)	(234)	(137)

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2L. Attractiveness of Qualities in Men — Arms

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	13%	*	13%	17%	15%	13%	8%	11%	27%	13%	13%	13%
Somewhat important	47%	*	48%	42%	42%	48%	53%	48%	40%	42%	43%	54%
Not very important	25%	*	25%	30%	17%	26%	28%	29%	18%	16%	25%	26%
Not at all important	11%	*	10%	8%	20%	10%	6%	9%	4%	25%	13%	6%
Not sure	4%	*	4%	3%	5%	2%	6%	3%	10%	3%	5%	1%
Totals	100%	*	100%	100%	99%	99%	101%	100%	99%	99%	99%	100%
Unweighted N	(610)	(74)	(536)	(131)	(136)	(202)	(141)	(407)	(91)	(86)	(400)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	13%	17%	14%	8%	17%	11%	15%	14%	9%	19%	8%	13%	15%
Somewhat important	47%	45%	42%	54%	50%	47%	47%	44%	51%	52%	45%	49%	40%
Not very important	25%	28%	22%	28%	26%	29%	19%	29%	35%	22%	27%	24%	29%
Not at all important	11%	8%	15%	9%	6%	11%	12%	12%	5%	6%	14%	11%	12%
Not sure	4%	3%	7%	1%	1%	2%	7%	1%	0%	0%	7%	4%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(610)	(233)	(230)	(147)	(277)	(180)	(260)	(172)	(123)	(108)	(130)	(235)	(137)

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2M. Attractiveness of Qualities in Men — Facial symmetry

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	12%	*	12%	9%	20%	14%	4%	9%	21%	12%	11%	15%
Somewhat important	41%	*	41%	35%	33%	46%	48%	41%	38%	46%	41%	40%
Not very important	27%	*	29%	29%	24%	25%	32%	32%	20%	19%	25%	31%
Not at all important	14%	*	12%	22%	13%	13%	10%	14%	11%	18%	16%	10%
Not sure	5%	*	6%	4%	10%	2%	6%	4%	10%	6%	6%	4%
Totals	99%	*	100%	99%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(610)	(73)	(537)	(132)	(135)	(203)	(140)	(404)	(91)	(89)	(400)	(210)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	15%	12%	9%	16%	10%	14%	13%	8%	9%	14%	13%	11%
Somewhat important	41%	38%	37%	50%	35%	45%	46%	32%	43%	45%	32%	44%	41%
Not very important	27%	29%	25%	29%	33%	32%	21%	33%	33%	27%	33%	23%	29%
Not at all important	14%	14%	16%	12%	11%	10%	13%	19%	12%	15%	16%	12%	16%
Not sure	5%	4%	10%	1%	5%	3%	5%	4%	3%	4%	4%	8%	3%
Totals	99%	100%	100%	101%	100%	100%	99%	101%	99%	100%	99%	100%	100%
Unweighted N	(610)	(233)	(230)	(147)	(278)	(181)	(258)	(173)	(123)	(108)	(131)	(234)	(137)

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2N. Attractiveness of Qualities in Men — Lip shape

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	11%	*	11%	11%	19%	9%	5%	6%	34%	9%	13%	8%
Somewhat important	29%	*	30%	29%	20%	32%	35%	30%	25%	32%	28%	32%
Not very important	35%	*	37%	32%	29%	38%	41%	42%	17%	24%	32%	42%
Not at all important	18%	*	16%	21%	22%	17%	15%	17%	16%	28%	20%	15%
Not sure	6%	*	6%	7%	10%	4%	5%	5%	8%	7%	7%	4%
Totals	99%	*	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(608)	(74)	(534)	(132)	(134)	(203)	(139)	(407)	(88)	(88)	(399)	(209)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	15%	11%	5%	15%	7%	15%	9%	7%	14%	11%	14%	3%
Somewhat important	29%	31%	30%	26%	32%	28%	29%	30%	32%	34%	26%	29%	31%
Not very important	35%	28%	30%	51%	33%	46%	29%	38%	43%	31%	35%	34%	42%
Not at all important	18%	21%	19%	15%	16%	16%	20%	18%	17%	17%	19%	18%	20%
Not sure	6%	5%	9%	3%	5%	3%	7%	5%	1%	4%	10%	6%	4%
Totals	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(608)	(233)	(228)	(147)	(277)	(181)	(257)	(173)	(123)	(106)	(131)	(235)	(136)

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20. Attractiveness of Qualities in Men — Legs

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	9%	*	8%	8%	17%	7%	4%	5%	28%	7%	10%	7%
Somewhat important	39%	*	39%	42%	34%	35%	48%	44%	24%	34%	37%	44%
Not very important	36%	*	37%	30%	29%	44%	36%	38%	32%	24%	33%	41%
Not at all important	12%	*	11%	16%	13%	12%	8%	11%	8%	27%	15%	7%
Not sure	4%	*	5%	3%	8%	2%	5%	2%	8%	8%	6%	0%
Totals	100%	*	100%	99%	101%	100%	101%	100%	100%	100%	101%	99%
Unweighted N	(610)	(73)	(537)	(131)	(136)	(203)	(140)	(405)	(90)	(89)	(398)	(212)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	9%	12%	7%	6%	12%	6%	14%	7%	3%	9%	6%	10%	10%
Somewhat important	39%	38%	33%	49%	40%	42%	36%	34%	53%	39%	37%	41%	38%
Not very important	36%	37%	36%	32%	39%	36%	32%	41%	37%	37%	39%	35%	32%
Not at all important	12%	10%	15%	10%	8%	13%	13%	15%	6%	14%	11%	10%	17%
Not sure	4%	2%	9%	2%	1%	2%	5%	3%	0%	1%	7%	4%	3%
Totals	100%	99%	100%	99%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(610)	(232)	(229)	(149)	(277)	(182)	(257)	(174)	(123)	(107)	(131)	(235)	(137)

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2P. Attractiveness of Qualities in Men — Buttocks

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	8%	*	7%	7%	15%	8%	4%	5%	28%	4%	9%	7%
Somewhat important	31%	*	30%	21%	29%	37%	34%	34%	20%	35%	27%	39%
Not very important	38%	*	41%	44%	28%	39%	42%	41%	31%	27%	38%	39%
Not at all important	18%	*	17%	25%	19%	13%	16%	17%	14%	26%	19%	14%
Not sure	5%	*	5%	3%	9%	3%	4%	3%	8%	9%	7%	0%
Totals	100%	*	100%	100%	100%	100%	100%	100%	101%	101%	100%	99%
Unweighted N	(611)	(73)	(538)	(132)	(135)	(203)	(141)	(406)	(91)	(88)	(400)	(211)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	10%	10%	4%	10%	8%	13%	6%	2%	13%	6%	9%	6%
Somewhat important	31%	27%	27%	42%	35%	36%	25%	29%	46%	34%	27%	30%	37%
Not very important	38%	43%	35%	36%	39%	37%	34%	42%	42%	36%	42%	41%	30%
Not at all important	18%	18%	20%	15%	14%	17%	21%	21%	10%	16%	19%	16%	22%
Not sure	5%	2%	8%	3%	2%	2%	7%	2%	0%	1%	7%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(611)	(234)	(230)	(147)	(279)	(181)	(259)	(173)	(124)	(108)	(131)	(236)	(136)

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2Q. Attractiveness of Qualities in Men — Hair thickness

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	8%	*	8%	11%	16%	4%	2%	6%	19%	6%	9%	6%
Somewhat important	30%	*	30%	27%	28%	30%	34%	31%	28%	33%	26%	38%
Not very important	38%	*	38%	41%	31%	40%	39%	43%	25%	26%	38%	37%
Not at all important	19%	*	19%	18%	16%	22%	20%	18%	19%	27%	20%	17%
Not sure	5%	*	5%	3%	9%	3%	4%	3%	10%	7%	7%	1%
Totals	100%	*	100%	100%	100%	99%	99%	101%	101%	99%	100%	99%
Unweighted N	(610)	(73)	(537)	(132)	(135)	(203)	(140)	(405)	(90)	(89)	(400)	(210)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	12%	6%	5%	12%	4%	12%	5%	7%	9%	6%	11%	4%
Somewhat important	30%	27%	25%	40%	29%	33%	29%	27%	37%	35%	29%	26%	36%
Not very important	38%	37%	35%	42%	36%	46%	31%	46%	40%	35%	40%	39%	35%
Not at all important	19%	20%	23%	12%	21%	15%	22%	20%	14%	17%	18%	19%	22%
Not sure	5%	3%	10%	1%	3%	2%	6%	2%	2%	4%	7%	5%	2%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(610)	(233)	(230)	(147)	(278)	(181)	(258)	(173)	(123)	(107)	(131)	(235)	(137)

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2R. Attractiveness of Qualities in Men — Jawline shape

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	8%	*	8%	11%	12%	6%	2%	4%	24%	6%	10%	5%
Somewhat important	33%	*	34%	33%	27%	39%	31%	35%	28%	29%	27%	45%
Not very important	37%	*	38%	33%	33%	38%	42%	41%	25%	32%	35%	40%
Not at all important	18%	*	16%	18%	21%	13%	21%	17%	13%	24%	22%	9%
Not sure	5%	*	5%	4%	7%	3%	4%	3%	10%	9%	6%	1%
Totals	101%	*	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(611)	(74)	(537)	(132)	(137)	(202)	(140)	(407)	(89)	(89)	(400)	(211)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	13%	6%	5%	10%	5%	11%	5%	8%	5%	7%	11%	5%
Somewhat important	33%	27%	38%	34%	33%	37%	33%	31%	35%	42%	25%	33%	36%
Not very important	37%	37%	32%	43%	39%	42%	30%	42%	43%	37%	40%	36%	35%
Not at all important	18%	20%	17%	17%	15%	15%	19%	19%	14%	14%	21%	17%	19%
Not sure	5%	3%	8%	2%	3%	1%	7%	3%	0%	2%	7%	4%	5%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(611)	(232)	(231)	(148)	(278)	(181)	(258)	(174)	(123)	(107)	(131)	(235)	(138)

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2S. Attractiveness of Qualities in Men — Nose shape

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	8%	*	8%	5%	14%	6%	6%	5%	23%	6%	9%	6%
Somewhat important	34%	*	37%	26%	30%	36%	43%	34%	22%	34%	31%	41%
Not very important	37%	*	35%	43%	34%	36%	35%	40%	34%	31%	38%	35%
Not at all important	17%	*	17%	22%	14%	18%	13%	17%	12%	21%	17%	16%
Not sure	5%	*	5%	4%	7%	4%	3%	3%	9%	7%	6%	2%
Totals	101%	*	102%	100%	99%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(613)	(74)	(539)	(132)	(137)	(204)	(140)	(408)	(90)	(89)	(401)	(212)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	10%	8%	6%	10%	8%	12%	7%	2%	14%	7%	8%	4%
Somewhat important	34%	33%	31%	39%	34%	33%	31%	33%	40%	29%	31%	38%	34%
Not very important	37%	35%	37%	39%	38%	43%	33%	36%	46%	36%	38%	35%	40%
Not at all important	17%	19%	16%	15%	15%	13%	17%	21%	9%	17%	16%	15%	21%
Not sure	5%	4%	8%	1%	3%	3%	6%	2%	3%	5%	7%	5%	1%
Totals	101%	101%	100%	100%	100%	100%	99%	99%	100%	101%	99%	101%	100%
Unweighted N	(613)	(233)	(231)	(149)	(278)	(182)	(259)	(174)	(124)	(107)	(131)	(237)	(138)

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2T. Attractiveness of Qualities in Men — Hair color

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	*	7%	10%	12%	3%	5%	4%	18%	7%	9%	4%
Somewhat important	18%	*	19%	22%	13%	19%	18%	20%	11%	21%	18%	17%
Not very important	42%	*	43%	37%	38%	47%	43%	44%	35%	35%	39%	47%
Not at all important	30%	*	28%	28%	33%	29%	31%	31%	27%	31%	30%	31%
Not sure	3%	*	3%	3%	4%	2%	3%	2%	8%	5%	5%	0%
Totals	100%	*	100%	100%	100%	100%	100%	101%	99%	99%	101%	99%
Unweighted N	(612)	(74)	(538)	(132)	(137)	(203)	(140)	(408)	(89)	(89)	(400)	(212)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	9%	5%	6%	9%	4%	9%	6%	5%	5%	6%	8%	7%
Somewhat important	18%	17%	15%	22%	16%	21%	15%	19%	16%	23%	13%	16%	23%
Not very important	42%	38%	39%	50%	41%	50%	41%	42%	50%	43%	42%	41%	42%
Not at all important	30%	34%	35%	20%	32%	25%	30%	32%	28%	29%	32%	32%	27%
Not sure	3%	2%	6%	0%	1%	1%	5%	2%	0%	0%	7%	3%	1%
Totals	100%	100%	100%	98%	99%	101%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(612)	(232)	(231)	(149)	(277)	(182)	(258)	(174)	(124)	(107)	(131)	(236)	(138)

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2U. Attractiveness of Qualities in Men — Eye shape

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	*	6%	7%	16%	4%	1%	4%	19%	7%	8%	3%
Somewhat important	23%	*	23%	20%	21%	27%	21%	20%	20%	30%	21%	27%
Not very important	38%	*	39%	35%	27%	42%	47%	43%	26%	28%	39%	37%
Not at all important	27%	*	25%	33%	27%	23%	26%	27%	27%	27%	26%	29%
Not sure	6%	*	6%	6%	9%	4%	5%	6%	7%	7%	7%	3%
Totals	101%	*	99%	101%	100%	100%	100%	100%	99%	99%	101%	99%
Unweighted N	(610)	(74)	(536)	(132)	(136)	(203)	(139)	(407)	(89)	(88)	(399)	(211)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	9%	6%	5%	9%	5%	11%	6%	1%	8%	5%	6%	8%
Somewhat important	23%	22%	19%	29%	21%	23%	18%	26%	29%	20%	21%	23%	27%
Not very important	38%	34%	37%	45%	38%	48%	35%	37%	44%	40%	37%	40%	33%
Not at all important	27%	32%	30%	16%	28%	20%	30%	26%	23%	26%	29%	27%	25%
Not sure	6%	3%	9%	5%	4%	4%	6%	5%	3%	5%	7%	4%	7%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(610)	(232)	(231)	(147)	(277)	(181)	(258)	(173)	(124)	(106)	(131)	(236)	(137)

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2V. Attractiveness of Qualities in Men — Chest size

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	*	6%	5%	13%	4%	4%	4%	18%	6%	7%	5%
Somewhat important	36%	*	36%	31%	26%	44%	39%	35%	34%	34%	33%	41%
Not very important	39%	*	40%	44%	35%	37%	41%	44%	29%	35%	38%	40%
Not at all important	13%	*	12%	16%	14%	12%	11%	13%	10%	18%	13%	13%
Not sure	6%	*	6%	4%	11%	3%	5%	4%	9%	7%	8%	1%
Totals	101%	*	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(611)	(74)	(537)	(132)	(135)	(203)	(141)	(405)	(91)	(89)	(400)	(211)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	8%	8%	3%	9%	5%	10%	6%	4%	11%	5%	6%	8%
Somewhat important	36%	31%	32%	46%	35%	39%	33%	35%	43%	43%	19%	41%	38%
Not very important	39%	42%	35%	40%	40%	39%	37%	40%	44%	32%	49%	34%	43%
Not at all important	13%	16%	15%	7%	13%	12%	13%	16%	8%	11%	16%	14%	9%
Not sure	6%	3%	10%	4%	3%	4%	8%	4%	0%	3%	11%	5%	3%
Totals	101%	100%	100%	100%	100%	99%	101%	101%	99%	100%	100%	100%	101%
Unweighted N	(611)	(234)	(229)	(148)	(278)	(182)	(259)	(172)	(124)	(107)	(131)	(235)	(138)

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2W. Attractiveness of Qualities in Men — Cheekbone definition

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	6%	*	7%	4%	14%	5%	1%	3%	17%	6%	7%	6%
Somewhat important	24%	*	24%	18%	25%	28%	24%	24%	23%	29%	21%	30%
Not very important	42%	*	43%	48%	32%	44%	46%	47%	31%	37%	43%	41%
Not at all important	22%	*	21%	27%	23%	19%	22%	23%	22%	21%	24%	20%
Not sure	5%	*	5%	3%	6%	3%	6%	3%	6%	6%	5%	3%
Totals	99%	*	100%	100%	100%	99%	99%	100%	99%	99%	100%	100%
Unweighted N	(608)	(74)	(534)	(132)	(137)	(201)	(138)	(405)	(88)	(89)	(396)	(212)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	6%	8%	8%	3%	10%	2%	7%	9%	2%	2%	6%	9%	5%
Somewhat important	24%	24%	23%	25%	29%	23%	25%	22%	29%	28%	22%	20%	32%
Not very important	42%	40%	39%	50%	40%	52%	38%	43%	50%	49%	37%	46%	36%
Not at all important	22%	24%	22%	21%	18%	21%	25%	24%	17%	20%	28%	19%	26%
Not sure	5%	4%	8%	1%	3%	1%	5%	2%	2%	1%	7%	6%	1%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(608)	(230)	(230)	(148)	(276)	(180)	(256)	(174)	(123)	(107)	(131)	(232)	(138)

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2X. Attractiveness of Qualities in Men — Eye color

How important are the following to you when evaluating the physical attractiveness of a man?

Among people who are attracted to men

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	6%	*	6%	4%	14%	3%	4%	5%	14%	8%	7%	5%
Somewhat important	19%	*	20%	26%	18%	18%	17%	18%	16%	19%	20%	19%
Not very important	36%	*	37%	32%	29%	41%	37%	38%	34%	33%	35%	37%
Not at all important	36%	*	33%	36%	34%	36%	38%	38%	28%	35%	34%	39%
Not sure	3%	*	3%	2%	4%	2%	3%	2%	7%	5%	4%	0%
Totals	100%	*	99%	100%	99%	100%	99%	101%	99%	100%	100%	100%
Unweighted N	(613)	(74)	(539)	(132)	(137)	(203)	(141)	(408)	(90)	(89)	(401)	(212)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	6%	6%	7%	6%	8%	6%	10%	4%	2%	5%	9%	7%	3%
Somewhat important	19%	19%	18%	22%	17%	17%	16%	22%	22%	15%	14%	21%	25%
Not very important	36%	35%	31%	42%	38%	44%	33%	36%	44%	47%	35%	33%	34%
Not at all important	36%	38%	38%	30%	35%	33%	36%	37%	31%	33%	37%	36%	36%
Not sure	3%	2%	6%	0%	2%	1%	4%	2%	0%	0%	6%	3%	1%
Totals	100%	100%	100%	100%	100%	101%	99%	101%	99%	100%	101%	100%	99%
Unweighted N	(613)	(233)	(231)	(149)	(279)	(182)	(259)	(174)	(124)	(108)	(131)	(236)	(138)

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3A. Attractiveness of Qualities in Women — Personal grooming

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	60%	61%	56%	46%	59%	67%	*	61%	*	*	62%	57%
Somewhat important	29%	28%	37%	31%	29%	28%	*	32%	*	*	26%	36%
Not very important	5%	5%	4%	9%	4%	5%	*	5%	*	*	4%	6%
Not at all important	3%	4%	0%	10%	3%	0%	*	3%	*	*	5%	0%
Not sure	2%	2%	2%	4%	4%	0%	*	0%	*	*	3%	1%
Totals	99%	100%	99%	100%	99%	100%	*	101%	*	*	100%	100%
Unweighted N	(536)	(445)	(91)	(170)	(162)	(125)	(79)	(351)	(61)	(74)	(332)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	60%	57%	56%	68%	64%	62%	61%	63%	55%	66%	57%	59%	61%
Somewhat important	29%	35%	25%	31%	31%	35%	26%	32%	31%	29%	27%	28%	34%
Not very important	5%	4%	9%	0%	3%	2%	3%	4%	9%	5%	9%	3%	4%
Not at all important	3%	3%	6%	0%	0%	0%	4%	1%	5%	0%	6%	5%	1%
Not sure	2%	0%	5%	1%	1%	1%	5%	1%	0%	0%	1%	5%	1%
Totals	99%	99%	101%	100%	99%	100%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(536)	(162)	(215)	(159)	(207)	(190)	(171)	(169)	(135)	(100)	(112)	(188)	(136)

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3B. Attractiveness of Qualities in Women — Facial hair

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	44%	46%	33%	31%	40%	56%	*	45%	*	*	43%	46%
Somewhat important	24%	25%	18%	18%	24%	21%	*	26%	*	*	21%	29%
Not very important	11%	9%	20%	19%	7%	9%	*	11%	*	*	10%	11%
Not at all important	13%	11%	24%	24%	16%	7%	*	13%	*	*	14%	11%
Not sure	8%	8%	5%	6%	13%	7%	*	5%	*	*	11%	3%
Totals	100%	99%	100%	98%	100%	100%	*	100%	*	*	99%	100%
Unweighted N	(534)	(444)	(90)	(169)	(163)	(124)	(78)	(351)	(61)	(72)	(330)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	44%	40%	41%	52%	37%	54%	49%	39%	45%	50%	43%	42%	44%
Somewhat important	24%	26%	20%	28%	33%	24%	18%	31%	26%	23%	18%	23%	32%
Not very important	11%	14%	12%	6%	14%	10%	7%	12%	13%	9%	13%	8%	14%
Not at all important	13%	17%	18%	4%	9%	6%	17%	7%	15%	6%	21%	16%	7%
Not sure	8%	4%	9%	9%	7%	6%	10%	11%	1%	12%	6%	11%	3%
Totals	100%	101%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(534)	(160)	(215)	(159)	(205)	(190)	(171)	(166)	(136)	(100)	(112)	(186)	(136)

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3C. Attractiveness of Qualities in Women — Teeth appearance

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	33%	32%	34%	19%	33%	39%	*	32%	*	*	31%	36%
Somewhat important	45%	46%	38%	41%	41%	48%	*	50%	*	*	42%	50%
Not very important	13%	12%	16%	17%	15%	11%	*	10%	*	*	14%	11%
Not at all important	6%	6%	8%	16%	7%	1%	*	5%	*	*	8%	3%
Not sure	4%	4%	3%	7%	4%	2%	*	2%	*	*	5%	1%
Totals	101%	100%	99%	100%	100%	101%	*	99%	*	*	100%	101%
Unweighted N	(531)	(440)	(91)	(168)	(159)	(125)	(79)	(350)	(61)	(71)	(327)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	33%	33%	28%	38%	32%	40%	34%	37%	29%	25%	26%	36%	39%
Somewhat important	45%	41%	45%	48%	50%	46%	36%	50%	47%	51%	45%	43%	43%
Not very important	13%	16%	12%	11%	13%	10%	13%	9%	17%	14%	17%	9%	13%
Not at all important	6%	6%	10%	2%	2%	3%	10%	2%	7%	7%	10%	7%	1%
Not sure	4%	4%	5%	1%	3%	1%	7%	3%	0%	2%	2%	6%	3%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	101%	99%
Unweighted N	(531)	(162)	(210)	(159)	(207)	(188)	(171)	(167)	(133)	(100)	(112)	(185)	(134)

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3D. Attractiveness of Qualities in Women — Buttocks

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	30%	32%	24%	21%	41%	30%	*	28%	*	*	29%	32%
Somewhat important	40%	40%	36%	31%	32%	47%	*	44%	*	*	39%	41%
Not very important	20%	19%	23%	32%	13%	17%	*	20%	*	*	18%	23%
Not at all important	5%	5%	10%	8%	8%	2%	*	4%	*	*	6%	4%
Not sure	5%	4%	6%	8%	6%	4%	*	4%	*	*	7%	0%
Totals	100%	100%	99%	100%	100%	100%	*	100%	*	*	99%	100%
Unweighted N	(535)	(445)	(90)	(169)	(163)	(125)	(78)	(351)	(61)	(73)	(331)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	30%	23%	33%	33%	26%	33%	36%	29%	24%	28%	26%	35%	30%
Somewhat important	40%	39%	36%	44%	41%	47%	36%	43%	42%	44%	50%	29%	42%
Not very important	20%	23%	21%	16%	25%	13%	16%	15%	30%	17%	18%	24%	17%
Not at all important	5%	9%	6%	2%	4%	4%	7%	5%	3%	5%	3%	7%	5%
Not sure	5%	5%	5%	4%	4%	4%	5%	8%	1%	6%	2%	6%	5%
Totals	100%	99%	101%	99%	100%	101%	100%	100%	100%	100%	99%	101%	99%
Unweighted N	(535)	(161)	(215)	(159)	(206)	(190)	(170)	(168)	(136)	(100)	(112)	(187)	(136)

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3E. Attractiveness of Qualities in Women — Weight

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	28%	28%	27%	24%	26%	32%	*	27%	*	*	26%	31%
Somewhat important	49%	51%	38%	40%	46%	52%	*	49%	*	*	48%	51%
Not very important	15%	13%	24%	26%	14%	11%	*	17%	*	*	14%	16%
Not at all important	6%	5%	8%	10%	7%	3%	*	5%	*	*	7%	2%
Not sure	3%	3%	3%	1%	6%	2%	*	2%	*	*	4%	0%
Totals	101%	100%	100%	101%	99%	100%	*	100%	*	*	99%	100%
Unweighted N	(534)	(444)	(90)	(169)	(162)	(125)	(78)	(351)	(61)	(72)	(330)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	28%	24%	25%	35%	22%	36%	25%	32%	25%	22%	23%	35%	26%
Somewhat important	49%	47%	49%	51%	59%	45%	47%	53%	51%	53%	45%	47%	53%
Not very important	15%	22%	14%	9%	14%	11%	18%	11%	17%	19%	24%	5%	17%
Not at all important	6%	6%	8%	2%	2%	5%	8%	1%	7%	2%	7%	8%	3%
Not sure	3%	2%	4%	3%	3%	3%	2%	3%	0%	4%	1%	5%	1%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(534)	(161)	(214)	(159)	(206)	(190)	(171)	(166)	(136)	(100)	(112)	(186)	(136)

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3F. Attractiveness of Qualities in Women — Legs

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	27%	31%	9%	22%	25%	33%	*	28%	*	*	26%	30%
Somewhat important	46%	45%	53%	41%	42%	47%	*	51%	*	*	45%	48%
Not very important	17%	15%	25%	22%	20%	15%	*	13%	*	*	16%	18%
Not at all important	6%	6%	10%	12%	8%	2%	*	5%	*	*	8%	4%
Not sure	4%	4%	3%	3%	6%	4%	*	3%	*	*	5%	0%
Totals	100%	101%	100%	100%	101%	101%	*	100%	*	*	100%	100%
Unweighted N	(533)	(442)	(91)	(170)	(161)	(124)	(78)	(349)	(61)	(73)	(330)	(203)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	27%	18%	33%	28%	20%	31%	28%	30%	28%	9%	24%	32%	36%
Somewhat important	46%	51%	39%	51%	52%	47%	42%	49%	45%	54%	58%	38%	41%
Not very important	17%	18%	18%	15%	19%	15%	17%	13%	20%	24%	9%	19%	15%
Not at all important	6%	10%	7%	2%	7%	3%	9%	3%	6%	8%	7%	7%	4%
Not sure	4%	3%	3%	4%	1%	5%	5%	5%	1%	4%	2%	4%	3%
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(533)	(162)	(214)	(157)	(207)	(187)	(171)	(167)	(134)	(98)	(112)	(187)	(136)

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3G. Attractiveness of Qualities in Women — Posture

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	26%	26%	21%	29%	18%	33%	*	27%	*	*	28%	22%
Somewhat important	48%	48%	47%	37%	46%	48%	*	50%	*	*	41%	60%
Not very important	17%	17%	17%	21%	16%	16%	*	13%	*	*	17%	16%
Not at all important	7%	6%	10%	12%	13%	0%	*	7%	*	*	10%	2%
Not sure	3%	3%	5%	1%	6%	3%	*	3%	*	*	4%	1%
Totals	101%	100%	100%	100%	99%	100%	*	100%	*	*	100%	101%
Unweighted N	(533)	(442)	(91)	(170)	(162)	(122)	(79)	(349)	(61)	(74)	(330)	(203)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	21%	26%	28%	16%	26%	31%	28%	23%	15%	20%	28%	35%
Somewhat important	48%	48%	44%	52%	59%	53%	36%	51%	55%	50%	50%	46%	45%
Not very important	17%	18%	19%	13%	18%	13%	19%	12%	18%	22%	20%	15%	13%
Not at all important	7%	10%	8%	4%	4%	4%	11%	4%	5%	7%	8%	7%	6%
Not sure	3%	2%	3%	4%	3%	4%	3%	5%	0%	6%	2%	3%	1%
Totals	101%	99%	100%	101%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(533)	(161)	(214)	(158)	(205)	(189)	(171)	(166)	(135)	(100)	(112)	(186)	(135)

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3H. Attractiveness of Qualities in Women — Apparent age

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	21%	22%	13%	39%	17%	16%	*	18%	*	*	25%	13%
Somewhat important	46%	46%	50%	39%	44%	51%	*	53%	*	*	37%	63%
Not very important	21%	21%	20%	13%	23%	27%	*	19%	*	*	22%	19%
Not at all important	8%	7%	13%	6%	8%	4%	*	7%	*	*	11%	4%
Not sure	4%	4%	3%	3%	8%	1%	*	2%	*	*	5%	1%
Totals	100%	100%	99%	100%	100%	99%	*	99%	*	*	100%	100%
Unweighted N	(532)	(442)	(90)	(169)	(160)	(125)	(78)	(349)	(61)	(72)	(330)	(202)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	21%	21%	18%	24%	15%	20%	23%	17%	22%	18%	16%	29%	15%
Somewhat important	46%	40%	48%	49%	48%	45%	42%	50%	48%	46%	54%	38%	52%
Not very important	21%	22%	22%	19%	23%	23%	22%	22%	23%	22%	21%	17%	26%
Not at all important	8%	15%	7%	5%	12%	8%	6%	7%	7%	11%	7%	11%	4%
Not sure	4%	3%	5%	3%	2%	3%	7%	4%	0%	3%	2%	5%	4%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(532)	(161)	(213)	(158)	(204)	(189)	(170)	(167)	(134)	(99)	(111)	(186)	(136)

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3I. Attractiveness of Qualities in Women — Facial symmetry

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	20%	21%	12%	17%	17%	24%	*	19%	*	*	19%	21%
Somewhat important	44%	45%	33%	33%	43%	49%	*	45%	*	*	40%	50%
Not very important	20%	18%	33%	26%	20%	17%	*	19%	*	*	19%	21%
Not at all important	12%	12%	15%	18%	15%	6%	*	13%	*	*	15%	8%
Not sure	4%	4%	7%	5%	5%	5%	*	4%	*	*	6%	1%
Totals	100%	100%	100%	99%	100%	101%	*	100%	*	*	99%	101%
Unweighted N	(533)	(442)	(91)	(169)	(163)	(124)	(77)	(350)	(61)	(72)	(328)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	20%	14%	20%	23%	13%	22%	23%	17%	14%	12%	18%	25%	18%
Somewhat important	44%	40%	40%	52%	45%	46%	39%	45%	51%	60%	41%	34%	49%
Not very important	20%	24%	22%	15%	27%	18%	17%	21%	22%	12%	18%	23%	22%
Not at all important	12%	16%	15%	6%	11%	10%	15%	9%	12%	11%	20%	11%	7%
Not sure	4%	5%	3%	5%	4%	4%	5%	7%	0%	5%	2%	6%	3%
Totals	100%	99%	100%	101%	100%	100%	99%	99%	99%	100%	99%	99%	99%
Unweighted N	(533)	(162)	(214)	(157)	(207)	(188)	(170)	(167)	(136)	(100)	(112)	(186)	(135)

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3J. Attractiveness of Qualities in Women — Skin clarity

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	17%	16%	24%	18%	16%	17%	*	16%	*	*	17%	16%
Somewhat important	47%	50%	32%	42%	37%	54%	*	52%	*	*	40%	61%
Not very important	24%	23%	28%	25%	28%	23%	*	21%	*	*	27%	19%
Not at all important	8%	8%	11%	13%	14%	2%	*	8%	*	*	11%	4%
Not sure	4%	3%	5%	2%	6%	5%	*	4%	*	*	5%	1%
Totals	100%	100%	100%	100%	101%	101%	*	101%	*	*	100%	101%
Unweighted N	(532)	(442)	(90)	(169)	(162)	(123)	(78)	(349)	(61)	(73)	(330)	(202)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	17%	18%	12%	22%	17%	16%	16%	16%	13%	19%	16%	18%	16%
Somewhat important	47%	42%	50%	49%	47%	55%	39%	51%	57%	40%	49%	42%	58%
Not very important	24%	29%	23%	21%	28%	19%	32%	21%	20%	26%	26%	24%	21%
Not at all important	8%	9%	11%	4%	5%	6%	9%	5%	9%	11%	8%	10%	4%
Not sure	4%	2%	4%	4%	4%	5%	4%	7%	0%	5%	2%	6%	2%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	99%	101%	101%	100%	101%
Unweighted N	(532)	(160)	(214)	(158)	(205)	(189)	(170)	(166)	(136)	(99)	(112)	(184)	(137)

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3K. Attractiveness of Qualities in Women — Breast size

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	16%	16%	16%	16%	25%	10%	*	13%	*	*	16%	16%
Somewhat important	36%	38%	22%	29%	30%	42%	*	38%	*	*	35%	37%
Not very important	30%	30%	35%	28%	24%	37%	*	32%	*	*	27%	36%
Not at all important	14%	13%	24%	21%	16%	7%	*	13%	*	*	16%	11%
Not sure	4%	4%	4%	5%	5%	4%	*	4%	*	*	6%	0%
Totals	100%	101%	101%	99%	100%	100%	*	100%	*	*	100%	100%
Unweighted N	(535)	(444)	(91)	(170)	(162)	(125)	(78)	(350)	(61)	(74)	(331)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	16%	15%	16%	17%	12%	19%	21%	16%	10%	10%	11%	17%	23%
Somewhat important	36%	32%	38%	36%	34%	37%	38%	35%	32%	33%	44%	30%	37%
Not very important	30%	31%	25%	35%	34%	30%	23%	33%	40%	37%	29%	32%	24%
Not at all important	14%	19%	18%	6%	18%	9%	14%	10%	17%	16%	14%	15%	12%
Not sure	4%	3%	3%	6%	1%	6%	5%	6%	1%	4%	2%	5%	4%
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(535)	(162)	(214)	(159)	(206)	(190)	(171)	(168)	(135)	(99)	(111)	(188)	(137)

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3L. Attractiveness of Qualities in Women — Clothing style

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	14%	12%	22%	18%	16%	14%	*	13%	*	*	13%	15%
Somewhat important	38%	38%	41%	38%	35%	31%	*	41%	*	*	36%	41%
Not very important	33%	35%	24%	33%	24%	43%	*	33%	*	*	30%	37%
Not at all important	13%	14%	9%	11%	20%	10%	*	11%	*	*	17%	6%
Not sure	2%	2%	3%	0%	5%	2%	*	1%	*	*	3%	0%
Totals	100%	101%	99%	100%	100%	100%	*	99%	*	*	99%	99%
Unweighted N	(535)	(444)	(91)	(170)	(161)	(125)	(79)	(350)	(61)	(74)	(330)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	14%	14%	13%	15%	12%	15%	16%	12%	13%	10%	11%	15%	16%
Somewhat important	38%	38%	37%	40%	40%	46%	37%	37%	39%	35%	45%	32%	44%
Not very important	33%	36%	29%	35%	38%	26%	28%	35%	41%	38%	36%	30%	32%
Not at all important	13%	12%	18%	7%	9%	10%	17%	12%	7%	12%	7%	20%	9%
Not sure	2%	0%	3%	3%	1%	3%	2%	4%	0%	5%	1%	3%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(535)	(162)	(213)	(160)	(207)	(190)	(170)	(168)	(136)	(100)	(112)	(186)	(137)

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3M. Attractiveness of Qualities in Women — Lip shape

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	12%	12%	15%	14%	17%	9%	*	12%	*	*	13%	11%
Somewhat important	37%	38%	32%	32%	35%	44%	*	39%	*	*	34%	43%
Not very important	28%	28%	30%	24%	20%	37%	*	29%	*	*	24%	35%
Not at all important	17%	16%	20%	27%	19%	7%	*	15%	*	*	21%	10%
Not sure	6%	6%	3%	4%	10%	3%	*	5%	*	*	9%	1%
Totals	100%	100%	100%	101%	101%	100%	*	100%	*	*	101%	100%
Unweighted N	(534)	(443)	(91)	(169)	(162)	(124)	(79)	(350)	(61)	(73)	(329)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	10%	11%	15%	9%	13%	16%	11%	6%	6%	11%	14%	15%
Somewhat important	37%	37%	34%	41%	40%	45%	30%	44%	37%	41%	37%	35%	39%
Not very important	28%	32%	25%	28%	34%	28%	23%	24%	39%	26%	29%	28%	28%
Not at all important	17%	18%	25%	6%	15%	11%	18%	16%	18%	13%	17%	19%	16%
Not sure	6%	3%	4%	10%	2%	4%	13%	5%	1%	14%	7%	3%	3%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	101%	100%	101%	99%	101%
Unweighted N	(534)	(162)	(212)	(160)	(207)	(191)	(170)	(168)	(136)	(100)	(112)	(185)	(137)

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3N. Attractiveness of Qualities in Women — Use of makeup

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	12%	12%	11%	15%	11%	11%	*	9%	*	*	14%	8%
Somewhat important	30%	31%	23%	24%	29%	32%	*	32%	*	*	27%	36%
Not very important	33%	34%	28%	31%	33%	35%	*	34%	*	*	32%	35%
Not at all important	22%	21%	33%	29%	22%	20%	*	23%	*	*	24%	20%
Not sure	2%	2%	4%	1%	5%	1%	*	1%	*	*	3%	1%
Totals	99%	100%	99%	100%	100%	99%	*	99%	*	*	100%	100%
Unweighted N	(533)	(442)	(91)	(168)	(162)	(125)	(78)	(351)	(61)	(72)	(329)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	10%	8%	18%	8%	12%	15%	11%	7%	14%	5%	17%	9%
Somewhat important	30%	25%	32%	32%	24%	35%	28%	31%	31%	29%	25%	26%	42%
Not very important	33%	33%	34%	33%	41%	31%	34%	34%	36%	32%	37%	33%	32%
Not at all important	22%	32%	22%	15%	25%	20%	22%	21%	25%	22%	32%	21%	16%
Not sure	2%	0%	4%	2%	1%	2%	2%	3%	1%	3%	1%	3%	0%
Totals	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(533)	(162)	(212)	(159)	(207)	(189)	(171)	(167)	(135)	(99)	(112)	(186)	(136)

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30. Attractiveness of Qualities in Women — Height

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	12%	12%	9%	15%	11%	13%	*	11%	*	*	13%	10%
Somewhat important	34%	35%	26%	24%	30%	33%	*	36%	*	*	28%	44%
Not very important	33%	33%	35%	29%	31%	40%	*	33%	*	*	32%	36%
Not at all important	17%	16%	25%	26%	22%	12%	*	18%	*	*	22%	10%
Not sure	4%	3%	5%	5%	6%	2%	*	2%	*	*	5%	1%
Totals	100%	99%	100%	99%	100%	100%	*	100%	*	*	100%	101%
Unweighted N	(534)	(443)	(91)	(170)	(161)	(124)	(79)	(350)	(61)	(74)	(329)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	12%	6%	18%	7%	14%	10%	14%	10%	18%	4%	16%	8%
Somewhat important	34%	39%	29%	35%	39%	39%	34%	29%	39%	31%	35%	26%	46%
Not very important	33%	28%	35%	35%	36%	32%	30%	37%	33%	27%	37%	33%	34%
Not at all important	17%	19%	24%	8%	16%	11%	21%	15%	18%	20%	22%	19%	10%
Not sure	4%	1%	5%	4%	2%	4%	5%	5%	0%	4%	2%	6%	2%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(534)	(162)	(213)	(159)	(207)	(190)	(169)	(169)	(135)	(100)	(112)	(185)	(137)

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3P. Attractiveness of Qualities in Women — Nose shape

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	11%	11%	12%	12%	12%	14%	*	10%	*	*	11%	10%
Somewhat important	36%	37%	26%	31%	34%	34%	*	36%	*	*	34%	39%
Not very important	37%	36%	41%	38%	31%	43%	*	38%	*	*	36%	40%
Not at all important	13%	12%	17%	16%	18%	7%	*	13%	*	*	14%	10%
Not sure	3%	4%	3%	4%	6%	2%	*	3%	*	*	5%	1%
Totals	100%	100%	99%	101%	101%	100%	*	100%	*	*	100%	100%
Unweighted N	(533)	(442)	(91)	(169)	(161)	(125)	(78)	(350)	(61)	(73)	(330)	(203)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	7%	14%	10%	6%	11%	15%	13%	5%	5%	4%	16%	14%
Somewhat important	36%	36%	27%	46%	37%	39%	30%	42%	36%	46%	34%	33%	35%
Not very important	37%	38%	40%	32%	43%	35%	35%	30%	46%	32%	42%	37%	35%
Not at all important	13%	16%	15%	8%	13%	10%	16%	11%	13%	9%	18%	11%	13%
Not sure	3%	3%	4%	3%	2%	4%	5%	4%	0%	8%	2%	3%	3%
Totals	100%	100%	100%	99%	101%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(533)	(162)	(211)	(160)	(205)	(189)	(170)	(167)	(135)	(100)	(112)	(185)	(136)

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3Q. Attractiveness of Qualities in Women — Hairstyle

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	11%	9%	22%	14%	16%	8%	*	10%	*	*	11%	11%
Somewhat important	42%	41%	43%	33%	38%	45%	*	43%	*	*	36%	51%
Not very important	30%	32%	17%	32%	20%	37%	*	31%	*	*	29%	31%
Not at all important	13%	13%	15%	17%	17%	9%	*	13%	*	*	17%	7%
Not sure	4%	5%	3%	4%	10%	2%	*	3%	*	*	7%	0%
Totals	100%	100%	100%	100%	101%	101%	*	100%	*	*	100%	100%
Unweighted N	(532)	(441)	(91)	(169)	(161)	(125)	(77)	(350)	(61)	(71)	(327)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	13%	8%	12%	10%	14%	10%	14%	9%	10%	5%	15%	10%
Somewhat important	42%	42%	41%	42%	49%	45%	42%	43%	36%	47%	43%	37%	43%
Not very important	30%	27%	29%	33%	26%	28%	25%	26%	42%	24%	35%	27%	33%
Not at all important	13%	15%	19%	6%	13%	10%	14%	14%	12%	9%	14%	18%	10%
Not sure	4%	3%	3%	7%	1%	3%	9%	4%	0%	11%	2%	3%	4%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	99%	101%	99%	100%	100%
Unweighted N	(532)	(162)	(212)	(158)	(206)	(189)	(171)	(165)	(136)	(99)	(111)	(187)	(135)

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3R. Attractiveness of Qualities in Women — Muscularity

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	10%	10%	9%	13%	15%	3%	*	6%	*	*	12%	6%
Somewhat important	28%	29%	24%	26%	20%	43%	*	33%	*	*	25%	34%
Not very important	36%	36%	38%	29%	37%	36%	*	36%	*	*	30%	47%
Not at all important	22%	22%	23%	31%	21%	15%	*	23%	*	*	28%	13%
Not sure	3%	3%	7%	1%	7%	3%	*	2%	*	*	5%	0%
Totals	99%	100%	101%	100%	100%	100%	*	100%	*	*	100%	100%
Unweighted N	(534)	(444)	(90)	(170)	(163)	(122)	(79)	(349)	(61)	(74)	(329)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	10%	7%	10%	12%	5%	14%	11%	12%	4%	9%	7%	14%	8%
Somewhat important	28%	28%	27%	31%	21%	27%	31%	31%	25%	31%	33%	23%	30%
Not very important	36%	40%	32%	38%	51%	35%	34%	33%	43%	41%	33%	33%	41%
Not at all important	22%	23%	27%	17%	20%	21%	20%	21%	28%	15%	25%	26%	20%
Not sure	3%	3%	3%	3%	3%	3%	4%	4%	1%	5%	3%	4%	1%
Totals	99%	101%	99%	101%	100%	100%	100%	101%	101%	101%	101%	100%	100%
Unweighted N	(534)	(161)	(214)	(159)	(206)	(190)	(170)	(167)	(136)	(100)	(111)	(186)	(137)

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3S. Attractiveness of Qualities in Women — Eye shape

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	10%	10%	11%	12%	9%	12%	*	9%	*	*	9%	11%
Somewhat important	32%	33%	28%	33%	32%	32%	*	31%	*	*	29%	38%
Not very important	32%	32%	33%	25%	24%	37%	*	35%	*	*	32%	31%
Not at all important	21%	21%	25%	27%	23%	15%	*	22%	*	*	23%	19%
Not sure	5%	5%	3%	4%	11%	3%	*	3%	*	*	7%	1%
Totals	100%	101%	100%	101%	99%	99%	*	100%	*	*	100%	100%
Unweighted N	(532)	(441)	(91)	(169)	(162)	(124)	(77)	(349)	(61)	(72)	(328)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	10%	10%	12%	7%	9%	5%	9%	11%	11%	6%	9%	8%	16%
Somewhat important	32%	26%	28%	41%	27%	41%	34%	25%	34%	30%	30%	32%	36%
Not very important	32%	34%	30%	32%	38%	30%	28%	39%	29%	33%	31%	36%	26%
Not at all important	21%	26%	26%	12%	22%	19%	21%	19%	25%	19%	28%	20%	19%
Not sure	5%	4%	4%	7%	3%	4%	9%	6%	0%	13%	2%	4%	4%
Totals	100%	100%	100%	99%	99%	99%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(532)	(162)	(214)	(156)	(207)	(187)	(171)	(165)	(135)	(99)	(111)	(187)	(135)

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3T. Attractiveness of Qualities in Women — Jawline shape

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	9%	10%	9%	12%	14%	7%	*	7%	*	*	11%	7%
Somewhat important	31%	32%	22%	21%	24%	38%	*	34%	*	*	29%	34%
Not very important	36%	34%	49%	41%	35%	38%	*	39%	*	*	31%	46%
Not at all important	16%	16%	17%	18%	17%	14%	*	14%	*	*	19%	11%
Not sure	7%	8%	3%	8%	9%	4%	*	7%	*	*	10%	2%
Totals	99%	100%	100%	100%	99%	101%	*	101%	*	*	100%	100%
Unweighted N	(530)	(439)	(91)	(169)	(160)	(123)	(78)	(348)	(61)	(72)	(327)	(203)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	9%	9%	7%	13%	5%	12%	9%	10%	8%	8%	3%	14%	10%
Somewhat important	31%	25%	33%	34%	29%	38%	27%	41%	23%	33%	33%	28%	32%
Not very important	36%	39%	38%	32%	43%	33%	32%	32%	47%	29%	36%	40%	37%
Not at all important	16%	25%	16%	10%	21%	12%	18%	11%	19%	14%	17%	16%	17%
Not sure	7%	3%	6%	11%	2%	5%	13%	5%	4%	15%	11%	3%	5%
Totals	99%	101%	100%	100%	100%	100%	99%	99%	101%	99%	100%	101%	101%
Unweighted N	(530)	(161)	(212)	(157)	(205)	(187)	(170)	(165)	(134)	(98)	(112)	(184)	(136)

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3U. Attractiveness of Qualities in Women — Arms

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	8%	8%	12%	10%	9%	11%	*	8%	*	*	9%	7%
Somewhat important	36%	39%	23%	23%	36%	40%	*	38%	*	*	31%	46%
Not very important	37%	35%	49%	37%	34%	39%	*	39%	*	*	35%	39%
Not at all important	14%	14%	12%	20%	17%	6%	*	12%	*	*	17%	7%
Not sure	5%	5%	4%	10%	5%	3%	*	4%	*	*	8%	0%
Totals	100%	101%	100%	100%	101%	99%	*	101%	*	*	100%	99%
Unweighted N	(533)	(442)	(91)	(170)	(161)	(124)	(78)	(349)	(61)	(73)	(329)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	6%	7%	11%	5%	7%	10%	13%	1%	13%	3%	10%	8%
Somewhat important	36%	29%	34%	45%	35%	45%	29%	41%	40%	26%	35%	37%	44%
Not very important	37%	41%	33%	37%	42%	38%	37%	33%	40%	45%	45%	33%	30%
Not at all important	14%	22%	16%	4%	18%	6%	16%	8%	15%	12%	13%	12%	17%
Not sure	5%	1%	10%	3%	1%	4%	7%	6%	3%	5%	5%	8%	1%
Totals	100%	99%	100%	100%	101%	100%	99%	101%	99%	101%	101%	100%	100%
Unweighted N	(533)	(162)	(211)	(160)	(205)	(191)	(169)	(168)	(135)	(100)	(111)	(185)	(137)

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3V. Attractiveness of Qualities in Women — Hair thickness

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	6%	14%	9%	12%	6%	*	7%	*	*	9%	4%
Somewhat important	31%	33%	22%	24%	28%	32%	*	32%	*	*	26%	40%
Not very important	36%	35%	39%	39%	28%	44%	*	37%	*	*	34%	39%
Not at all important	19%	19%	22%	22%	21%	15%	*	20%	*	*	23%	14%
Not sure	6%	7%	3%	6%	10%	4%	*	4%	*	*	8%	4%
Totals	99%	100%	100%	100%	99%	101%	*	100%	*	*	100%	101%
Unweighted N	(535)	(444)	(91)	(170)	(162)	(125)	(78)	(350)	(61)	(74)	(331)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	8%	5%	10%	7%	11%	9%	8%	4%	6%	5%	10%	8%
Somewhat important	31%	31%	30%	32%	33%	32%	28%	31%	33%	29%	38%	28%	30%
Not very important	36%	36%	38%	34%	39%	27%	34%	35%	38%	30%	26%	42%	40%
Not at all important	19%	23%	21%	15%	18%	22%	20%	18%	24%	18%	28%	16%	18%
Not sure	6%	3%	6%	9%	3%	7%	8%	8%	2%	17%	3%	5%	5%
Totals	99%	101%	100%	100%	100%	99%	99%	100%	101%	100%	100%	101%	101%
Unweighted N	(535)	(162)	(214)	(159)	(206)	(190)	(171)	(168)	(135)	(100)	(111)	(188)	(136)

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3W. Attractiveness of Qualities in Women — Hair color

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	7%	6%	11%	9%	4%	*	5%	*	*	8%	4%
Somewhat important	26%	26%	23%	25%	28%	25%	*	25%	*	*	24%	29%
Not very important	39%	39%	38%	38%	36%	41%	*	40%	*	*	35%	47%
Not at all important	26%	26%	30%	26%	23%	27%	*	28%	*	*	30%	20%
Not sure	2%	2%	3%	1%	5%	3%	*	2%	*	*	3%	0%
Totals	100%	100%	100%	101%	101%	100%	*	100%	*	*	100%	100%
Unweighted N	(535)	(444)	(91)	(169)	(163)	(124)	(79)	(351)	(61)	(73)	(330)	(205)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	6%	7%	7%	5%	7%	10%	6%	5%	6%	6%	10%	3%
Somewhat important	26%	23%	22%	31%	20%	27%	32%	23%	25%	27%	23%	18%	38%
Not very important	39%	35%	40%	42%	44%	39%	31%	39%	45%	32%	41%	46%	32%
Not at all important	26%	35%	28%	18%	29%	24%	25%	28%	24%	31%	28%	24%	26%
Not sure	2%	1%	3%	3%	2%	3%	2%	4%	0%	5%	1%	2%	1%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	99%	100%	100%
Unweighted N	(535)	(162)	(214)	(159)	(207)	(190)	(171)	(168)	(136)	(100)	(112)	(186)	(137)

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3X. Attractiveness of Qualities in Women — Cheekbone definition

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	6%	6%	7%	10%	7%	5%	*	4%	*	*	7%	4%
Somewhat important	34%	36%	21%	27%	28%	39%	*	35%	*	*	32%	38%
Not very important	36%	34%	45%	34%	37%	36%	*	37%	*	*	32%	42%
Not at all important	19%	19%	21%	24%	20%	15%	*	20%	*	*	22%	14%
Not sure	5%	5%	6%	5%	8%	4%	*	4%	*	*	7%	2%
Totals	100%	100%	100%	100%	100%	99%	*	100%	*	*	100%	100%
Unweighted N	(535)	(444)	(91)	(170)	(162)	(124)	(79)	(350)	(61)	(74)	(331)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	6%	6%	5%	8%	4%	8%	8%	7%	4%	8%	4%	7%	6%
Somewhat important	34%	28%	31%	43%	33%	36%	34%	37%	30%	34%	34%	31%	38%
Not very important	36%	38%	39%	31%	41%	35%	33%	34%	44%	33%	34%	37%	37%
Not at all important	19%	23%	21%	14%	18%	16%	18%	16%	22%	18%	25%	20%	14%
Not sure	5%	6%	4%	4%	4%	5%	7%	6%	0%	7%	3%	5%	5%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(535)	(161)	(215)	(159)	(206)	(190)	(171)	(168)	(135)	(99)	(112)	(187)	(137)

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3Y. Attractiveness of Qualities in Women — Eye color

How important are the following to you when evaluating the physical attractiveness of a woman?

Among people who are attracted to women

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	6%	5%	10%	9%	10%	3%	*	5%	*	*	6%	7%
Somewhat important	24%	23%	27%	33%	22%	20%	*	23%	*	*	23%	24%
Not very important	33%	35%	24%	17%	34%	43%	*	35%	*	*	29%	40%
Not at all important	34%	34%	35%	37%	30%	31%	*	34%	*	*	37%	28%
Not sure	3%	3%	4%	4%	5%	3%	*	3%	*	*	5%	0%
Totals	100%	100%	100%	100%	101%	100%	*	100%	*	*	100%	99%
Unweighted N	(535)	(444)	(91)	(170)	(162)	(124)	(79)	(351)	(61)	(73)	(331)	(204)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	6%	9%	5%	5%	5%	5%	9%	6%	4%	4%	4%	8%	7%
Somewhat important	24%	17%	25%	28%	17%	26%	22%	26%	26%	20%	17%	21%	35%
Not very important	33%	33%	34%	33%	38%	35%	34%	31%	35%	34%	40%	33%	28%
Not at all important	34%	38%	33%	31%	38%	31%	30%	33%	34%	36%	38%	36%	26%
Not sure	3%	4%	3%	3%	2%	3%	5%	4%	0%	6%	1%	3%	3%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(535)	(162)	(214)	(159)	(205)	(191)	(169)	(169)	(136)	(100)	(112)	(187)	(136)

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4. Effort Into Appearance

Compared to the average person of your age and gender, how much effort do you put into improving your physical appearance?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much more than average	6%	6%	6%	5%	9%	7%	3%	4%	12%	8%	5%	8%
Somewhat more than average	22%	26%	18%	26%	14%	20%	28%	21%	23%	28%	21%	24%
About average	43%	40%	46%	45%	42%	40%	47%	44%	49%	35%	45%	38%
Somewhat less than average	17%	15%	18%	14%	17%	19%	15%	19%	7%	15%	15%	19%
Much less than average	8%	9%	8%	6%	8%	13%	5%	9%	5%	8%	8%	10%
Not sure	4%	4%	3%	4%	10%	2%	0%	3%	5%	5%	5%	1%
Totals	100%	100%	99%	100%	100%	101%	98%	100%	101%	99%	99%	100%
Unweighted N	(1,097)	(505)	(592)	(269)	(279)	(325)	(224)	(720)	(142)	(158)	(701)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more than average	6%	4%	6%	9%	6%	8%	6%	6%	8%	5%	4%	7%	8%
Somewhat more than average	22%	19%	24%	21%	22%	24%	15%	23%	30%	22%	18%	22%	25%
About average	43%	45%	37%	48%	42%	45%	47%	41%	36%	42%	48%	41%	42%
Somewhat less than average	17%	19%	16%	14%	20%	16%	18%	18%	15%	17%	17%	16%	18%
Much less than average	8%	8%	12%	4%	7%	7%	9%	10%	9%	9%	9%	10%	4%
Not sure	4%	4%	5%	3%	3%	1%	5%	2%	2%	5%	4%	3%	3%
Totals	100%	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,097)	(362)	(427)	(308)	(449)	(364)	(409)	(328)	(239)	(192)	(225)	(408)	(272)

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5. Physical Attractiveness

Compared to the average person of your age and gender, how physically attractive do you think you are?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much more than average	6%	7%	5%	6%	9%	6%	2%	4%	12%	6%	6%	7%
Somewhat more than average	20%	21%	19%	21%	18%	20%	20%	18%	26%	22%	18%	24%
About average	44%	44%	45%	41%	44%	41%	53%	47%	38%	33%	43%	47%
Somewhat less than average	15%	14%	17%	19%	11%	14%	18%	16%	12%	18%	16%	13%
Much less than average	9%	11%	8%	8%	10%	14%	3%	10%	5%	10%	10%	7%
Not sure	5%	4%	6%	6%	7%	4%	3%	4%	8%	12%	7%	2%
Totals	99%	101%	100%	101%	99%	99%	99%	99%	101%	101%	100%	100%
Unweighted N	(1,095)	(504)	(591)	(269)	(279)	(323)	(224)	(720)	(141)	(157)	(700)	(395)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more than average	6%	6%	8%	4%	5%	5%	8%	6%	5%	3%	2%	8%	9%
Somewhat more than average	20%	17%	17%	25%	19%	24%	14%	19%	25%	24%	18%	18%	21%
About average	44%	46%	39%	49%	48%	50%	40%	49%	45%	42%	46%	43%	46%
Somewhat less than average	15%	19%	15%	12%	17%	13%	18%	16%	15%	14%	19%	14%	15%
Much less than average	9%	6%	13%	8%	5%	7%	13%	8%	7%	17%	10%	9%	5%
Not sure	5%	6%	7%	2%	5%	2%	7%	3%	3%	1%	5%	8%	4%
Totals	99%	100%	99%	100%	99%	101%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,095)	(361)	(425)	(309)	(447)	(365)	(408)	(328)	(237)	(192)	(225)	(407)	(271)

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6. Pressure To Be Attractive to Men

How much pressure to look physically attractive do you feel from men?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	12%	6%	18%	19%	15%	9%	7%	11%	20%	16%	14%	8%
Some	21%	12%	29%	23%	23%	16%	23%	20%	26%	21%	19%	23%
Not much	24%	21%	27%	23%	25%	26%	22%	26%	17%	22%	23%	27%
None at all	34%	49%	20%	27%	22%	43%	40%	35%	29%	26%	32%	36%
Not sure	9%	12%	7%	9%	14%	7%	7%	8%	8%	16%	11%	5%
Totals	100%	100%	101%	101%	99%	101%	99%	100%	100%	101%	99%	99%
Unweighted N	(1,096)	(504)	(592)	(267)	(279)	(325)	(225)	(721)	(142)	(156)	(700)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	12%	12%	12%	12%	13%	9%	16%	8%	10%	16%	11%	11%	11%
Some	21%	31%	15%	18%	28%	17%	22%	19%	22%	18%	21%	22%	21%
Not much	24%	23%	21%	30%	22%	27%	19%	28%	27%	27%	22%	23%	27%
None at all	34%	26%	42%	31%	28%	41%	32%	37%	35%	26%	34%	36%	35%
Not sure	9%	7%	9%	10%	8%	7%	10%	8%	6%	12%	12%	8%	6%
Totals	100%	99%	99%	101%	99%	101%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,096)	(361)	(427)	(308)	(448)	(364)	(408)	(328)	(239)	(191)	(225)	(408)	(272)

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7. Pressure To Be Attractive to Women

How much pressure to look physically attractive do you feel from women?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	15%	17%	13%	27%	17%	9%	8%	12%	19%	25%	17%	10%
Some	27%	28%	27%	28%	29%	28%	24%	30%	25%	18%	22%	38%
Not much	26%	24%	29%	23%	23%	27%	31%	27%	22%	26%	25%	29%
None at all	24%	24%	25%	17%	18%	31%	30%	25%	24%	24%	28%	18%
Not sure	8%	8%	7%	6%	13%	5%	6%	7%	10%	6%	9%	5%
Totals	100%	101%	101%	101%	100%	100%	99%	101%	100%	99%	101%	100%
Unweighted N	(1,095)	(503)	(592)	(268)	(278)	(324)	(225)	(719)	(142)	(157)	(700)	(395)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	15%	14%	17%	13%	13%	11%	17%	12%	13%	14%	16%	14%	14%
Some	27%	29%	25%	29%	29%	31%	21%	32%	31%	29%	27%	25%	31%
Not much	26%	27%	25%	26%	28%	24%	22%	27%	29%	27%	27%	26%	26%
None at all	24%	24%	25%	25%	22%	29%	30%	23%	22%	21%	21%	29%	23%
Not sure	8%	7%	8%	7%	7%	4%	10%	5%	4%	10%	9%	6%	7%
Totals	100%	101%	100%	100%	99%	99%	100%	99%	99%	101%	100%	100%	101%
Unweighted N	(1,095)	(361)	(427)	(307)	(448)	(363)	(408)	(328)	(238)	(190)	(225)	(409)	(271)

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8. Would Consider Changes

Have you gotten or would you ever consider getting the following? Select all that apply.

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Professional teeth whitening	27%	22%	32%	30%	23%	31%	22%	28%	28%	24%	25%	30%
Professional hair coloring treatments	20%	5%	34%	19%	17%	23%	21%	26%	10%	10%	17%	26%
Laser hair removal	17%	7%	26%	24%	19%	17%	10%	21%	7%	16%	14%	24%
Prescription weight-loss medications	16%	10%	23%	11%	15%	22%	15%	18%	19%	9%	14%	21%
Nail enhancements (such as acrylics)	14%	2%	25%	19%	16%	13%	9%	15%	16%	12%	13%	16%
Veneers or tooth bonding	13%	10%	15%	10%	11%	17%	12%	16%	9%	6%	13%	11%
Cosmetic orthodontics (such as Invisalign)	12%	8%	16%	16%	11%	13%	9%	15%	8%	6%	10%	17%
Spray tanning or tanning beds	12%	5%	18%	14%	9%	15%	10%	17%	0%	5%	11%	14%
Laser skin treatments	10%	5%	14%	10%	8%	11%	10%	11%	8%	5%	8%	13%
Eyebrow microblading or brow lamination	9%	2%	16%	12%	9%	7%	11%	10%	7%	10%	8%	11%
Liposuction or body contouring	9%	4%	13%	6%	8%	11%	10%	10%	10%	6%	8%	9%
Eyelash extensions	8%	1%	15%	15%	6%	7%	6%	10%	8%	6%	9%	8%
Prescription hair-loss treatments	8%	7%	9%	8%	6%	12%	5%	10%	5%	5%	8%	8%
Cosmetic tattoos or permanent makeup	8%	4%	12%	6%	11%	7%	9%	9%	7%	8%	9%	6%
Injectable cosmetic treatments (such as Botox)	8%	2%	14%	5%	6%	10%	10%	10%	5%	6%	6%	12%

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	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Weight-loss surgery	7%	4%	10%	7%	5%	10%	6%	7%	10%	7%	6%	8%
Cosmetic facial surgery	7%	4%	10%	8%	5%	6%	9%	8%	4%	7%	7%	6%
Hormone therapy for appearance or anti-aging	7%	6%	8%	5%	5%	11%	5%	8%	4%	6%	7%	6%
Colored contact lenses	5%	3%	6%	7%	4%	5%	4%	5%	5%	6%	5%	4%
Hair transplants	4%	6%	2%	6%	4%	3%	3%	4%	3%	3%	5%	3%
Breast augmentation	4%	1%	7%	7%	5%	3%	2%	4%	1%	6%	3%	5%
Breast reduction	3%	1%	6%	5%	3%	4%	2%	4%	4%	4%	4%	3%
Steroid use for physique	2%	4%	0%	2%	1%	3%	0%	2%	3%	2%	2%	2%
None of the above	37%	51%	25%	32%	37%	38%	42%	37%	39%	36%	40%	31%
Not sure	4%	5%	3%	5%	9%	2%	2%	2%	4%	7%	5%	3%
Unweighted N	(1,098)	(505)	(593)	(269)	(279)	(325)	(225)	(721)	(142)	(158)	(702)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Professional teeth whitening	27%	34%	26%	22%	29%	26%	27%	24%	33%	22%	35%	26%	24%
Professional hair coloring treatments	20%	23%	19%	20%	25%	22%	16%	21%	24%	18%	23%	21%	17%
Laser hair removal	17%	18%	18%	16%	20%	17%	14%	17%	22%	21%	19%	16%	16%
Prescription weight-loss medications	16%	22%	12%	16%	22%	16%	14%	17%	20%	17%	19%	17%	13%
Nail enhancements (such as acrylics)	14%	18%	13%	12%	16%	15%	11%	15%	18%	16%	17%	12%	12%
Veneers or tooth bonding	13%	14%	9%	16%	16%	12%	11%	16%	12%	14%	16%	12%	9%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Cosmetic orthodontics (such as Invisalign)	12%	13%	13%	10%	17%	12%	7%	12%	21%	13%	15%	10%	13%
Spray tanning or tanning beds	12%	11%	11%	14%	10%	15%	9%	14%	15%	15%	19%	9%	10%
Laser skin treatments	10%	15%	7%	8%	15%	8%	6%	10%	14%	9%	13%	8%	10%
Eyebrow microblading or brow lamination	9%	12%	8%	9%	12%	7%	9%	8%	11%	11%	12%	8%	8%
Liposuction or body contouring	9%	13%	6%	7%	13%	8%	8%	8%	12%	9%	12%	7%	8%
Eyelash extensions	8%	11%	8%	6%	10%	7%	8%	7%	10%	9%	7%	8%	9%
Prescription hair-loss treatments	8%	10%	7%	8%	11%	8%	9%	5%	11%	7%	8%	8%	9%
Cosmetic tattoos or permanent makeup	8%	8%	8%	9%	9%	6%	8%	7%	8%	9%	10%	6%	10%
Injectable cosmetic treatments (such as Botox)	8%	9%	6%	9%	10%	8%	5%	7%	15%	8%	9%	8%	7%
Weight-loss surgery	7%	12%	7%	3%	9%	6%	7%	7%	7%	10%	9%	6%	5%
Cosmetic facial surgery	7%	8%	7%	5%	10%	8%	6%	7%	9%	8%	6%	7%	8%
Hormone therapy for appearance or anti-aging	7%	9%	6%	7%	7%	6%	4%	8%	10%	7%	7%	6%	9%
Colored contact lenses	5%	5%	6%	3%	6%	5%	5%	4%	5%	4%	3%	5%	6%
Hair transplants	4%	6%	5%	1%	6%	3%	4%	3%	5%	1%	6%	4%	4%
Breast augmentation	4%	6%	3%	3%	7%	4%	3%	4%	4%	2%	7%	4%	3%
Breast reduction	3%	4%	4%	3%	5%	3%	5%	3%	2%	4%	3%	4%	3%
Steroid use for physique	2%	2%	1%	2%	2%	2%	2%	1%	3%	1%	3%	1%	2%
None of the above	37%	30%	40%	41%	30%	37%	38%	39%	35%	34%	35%	37%	41%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	4%	3%	5%	4%	4%	2%	6%	3%	2%	9%	1%	5%	3%
Unweighted N	(1,098)	(362)	(427)	(309)	(449)	(365)	(409)	(328)	(239)	(192)	(225)	(409)	(272)

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9. Pressure Men Face To Be Attractive

How much pressure to be attractive do you think young men today face?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	28%	26%	31%	22%	31%	31%	28%	28%	33%	35%	29%	27%
Some	45%	46%	45%	49%	39%	45%	49%	49%	36%	39%	40%	55%
Not much	13%	11%	15%	15%	12%	12%	13%	12%	20%	11%	15%	9%
None at all	3%	5%	2%	7%	2%	2%	3%	3%	2%	5%	4%	2%
Not sure	10%	12%	8%	7%	15%	10%	6%	8%	10%	11%	11%	7%
Totals	99%	100%	101%	100%	99%	100%	99%	100%	101%	101%	99%	100%
Unweighted N	(1,095)	(504)	(591)	(268)	(279)	(324)	(224)	(719)	(142)	(157)	(700)	(395)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	28%	32%	28%	26%	31%	29%	29%	30%	26%	31%	25%	31%	26%
Some	45%	48%	44%	45%	46%	45%	43%	43%	54%	39%	51%	41%	51%
Not much	13%	12%	13%	14%	15%	12%	12%	16%	12%	17%	9%	15%	11%
None at all	3%	2%	5%	3%	2%	3%	3%	3%	3%	1%	2%	4%	5%
Not sure	10%	7%	10%	12%	6%	11%	13%	7%	6%	12%	13%	9%	6%
Totals	99%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	99%
Unweighted N	(1,095)	(360)	(427)	(308)	(448)	(364)	(408)	(327)	(239)	(192)	(224)	(407)	(272)

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10. Pressure Women Face To Be Attractive

How much pressure to be attractive do you think young women today face?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	66%	60%	71%	67%	60%	69%	67%	67%	67%	70%	62%	74%
Some	21%	24%	18%	19%	20%	22%	24%	23%	22%	15%	22%	20%
Not much	4%	4%	4%	5%	6%	3%	3%	4%	4%	5%	6%	1%
None at all	2%	4%	1%	4%	4%	1%	1%	2%	3%	3%	3%	2%
Not sure	6%	8%	5%	5%	11%	4%	5%	5%	5%	8%	8%	3%
Totals	99%	100%	99%	100%	101%	99%	100%	101%	101%	101%	101%	100%
Unweighted N	(1,097)	(504)	(593)	(269)	(278)	(325)	(225)	(720)	(142)	(158)	(701)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	66%	78%	67%	54%	76%	62%	61%	66%	76%	66%	64%	67%	66%
Some	21%	16%	17%	31%	17%	27%	24%	22%	18%	17%	24%	18%	27%
Not much	4%	1%	5%	5%	2%	3%	3%	6%	3%	7%	3%	5%	2%
None at all	2%	2%	3%	2%	1%	2%	3%	3%	1%	0%	2%	4%	1%
Not sure	6%	3%	8%	7%	4%	5%	9%	4%	3%	10%	7%	6%	4%
Totals	99%	100%	100%	99%	100%	99%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,097)	(362)	(427)	(308)	(449)	(364)	(408)	(328)	(239)	(191)	(225)	(409)	(272)

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11. Pressure on Men To Be Attractive Compared to Past

Do you think the pressure young men today face to be attractive is...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much greater than in previous generations	17%	15%	19%	18%	17%	18%	16%	16%	24%	19%	18%	15%
Somewhat greater than in previous generations	33%	28%	37%	36%	31%	30%	35%	35%	24%	29%	29%	38%
About the same as in previous generations	29%	33%	25%	21%	25%	33%	34%	30%	28%	26%	27%	32%
Somewhat less than in previous generations	7%	6%	7%	5%	6%	8%	8%	7%	6%	7%	7%	6%
Much less than in previous generations	3%	4%	3%	4%	2%	6%	1%	4%	4%	1%	4%	3%
Not sure	12%	14%	9%	17%	19%	6%	7%	8%	14%	18%	15%	6%
Totals	101%	100%	100%	101%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(504)	(591)	(268)	(278)	(324)	(225)	(719)	(142)	(158)	(699)	(396)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much greater than in previous generations	17%	20%	16%	16%	19%	15%	17%	17%	19%	19%	15%	18%	16%
Somewhat greater than in previous generations	33%	40%	27%	32%	33%	36%	29%	35%	35%	32%	32%	31%	36%
About the same as in previous generations	29%	23%	31%	31%	32%	31%	29%	31%	31%	26%	30%	28%	30%
Somewhat less than in previous generations	7%	5%	7%	7%	6%	6%	7%	6%	7%	4%	10%	6%	5%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much less than in previous generations	3%	3%	2%	6%	2%	4%	4%	4%	1%	6%	1%	4%	3%
Not sure	12%	8%	17%	9%	8%	8%	14%	7%	8%	13%	11%	12%	10%
Totals	101%	99%	100%	101%	100%	100%	100%	100%	101%	100%	99%	99%	100%
Unweighted N	(1,095)	(362)	(424)	(309)	(449)	(365)	(406)	(328)	(239)	(192)	(224)	(407)	(272)

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12. Pressure on Women To Be Attractive Compared to Past

Do you think the pressure young women today face to be attractive is...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much greater than in previous generations	28%	22%	33%	29%	23%	32%	25%	27%	38%	33%	27%	29%
Somewhat greater than in previous generations	28%	27%	28%	33%	28%	22%	29%	27%	29%	32%	28%	26%
About the same as in previous generations	25%	26%	24%	17%	23%	29%	30%	28%	18%	15%	21%	33%
Somewhat less than in previous generations	8%	9%	6%	7%	5%	9%	9%	9%	3%	7%	7%	8%
Much less than in previous generations	3%	4%	2%	3%	4%	4%	1%	4%	1%	2%	4%	1%
Not sure	9%	11%	7%	10%	17%	5%	5%	6%	12%	11%	12%	3%
Totals	101%	99%	100%	99%	100%	101%	99%	101%	101%	100%	99%	100%
Unweighted N	(1,096)	(504)	(592)	(269)	(279)	(324)	(224)	(721)	(141)	(157)	(700)	(396)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much greater than in previous generations	28%	32%	27%	24%	29%	27%	30%	24%	28%	30%	26%	28%	27%
Somewhat greater than in previous generations	28%	34%	24%	26%	31%	28%	24%	30%	28%	32%	27%	27%	27%
About the same as in previous generations	25%	22%	27%	26%	28%	27%	23%	30%	27%	18%	26%	26%	29%
Somewhat less than in previous generations	8%	5%	7%	10%	5%	8%	8%	6%	12%	6%	10%	7%	8%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much less than in previous generations	3%	1%	2%	6%	1%	3%	3%	5%	1%	4%	3%	2%	2%
Not sure	9%	5%	13%	8%	5%	7%	13%	4%	4%	10%	8%	11%	6%
Totals	101%	99%	100%	100%	99%	100%	101%	99%	100%	100%	100%	101%	99%
Unweighted N	(1,096)	(361)	(426)	(309)	(447)	(365)	(408)	(327)	(239)	(192)	(224)	(409)	(271)

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13. Heard About Looksmaxxing

How much have you heard about the concept of looksmaxxing?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A lot	7%	9%	6%	21%	8%	2%	0%	6%	9%	11%	8%	6%
A little	15%	17%	14%	32%	19%	10%	2%	15%	11%	15%	14%	18%
Nothing at all	78%	74%	81%	47%	73%	88%	98%	79%	80%	74%	79%	76%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,096)	(505)	(591)	(269)	(279)	(324)	(224)	(719)	(142)	(158)	(702)	(394)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	7%	11%	6%	5%	7%	3%	5%	6%	11%	4%	7%	9%	6%
A little	15%	18%	15%	13%	17%	14%	12%	19%	19%	13%	14%	14%	20%
Nothing at all	78%	71%	79%	82%	75%	83%	84%	76%	71%	83%	80%	76%	74%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	101%	100%	101%	99%	100%
Unweighted N	(1,096)	(362)	(426)	(308)	(449)	(363)	(408)	(328)	(239)	(192)	(225)	(407)	(272)

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14A. Favorability of Individuals — Nick Fuentes

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	3%	5%	1%	5%	4%	3%	1%	3%	3%	3%	4%	1%
Somewhat favorable	8%	8%	8%	12%	7%	4%	10%	8%	8%	12%	9%	6%
Somewhat unfavorable	7%	8%	5%	8%	7%	8%	3%	6%	5%	8%	7%	6%
Very unfavorable	23%	26%	20%	24%	25%	24%	18%	23%	20%	26%	17%	33%
Don't know	59%	52%	67%	51%	57%	61%	68%	61%	64%	52%	63%	53%
Totals	100%	99%	101%	100%	100%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(1,098)	(505)	(593)	(269)	(279)	(325)	(225)	(721)	(142)	(158)	(702)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	3%	3%	4%	2%	3%	3%	6%	1%	3%	1%	3%	5%	1%
Somewhat favorable	8%	6%	4%	14%	6%	11%	7%	9%	8%	11%	5%	8%	9%
Somewhat unfavorable	7%	3%	8%	8%	3%	9%	6%	8%	7%	6%	4%	10%	5%
Very unfavorable	23%	35%	25%	9%	42%	15%	19%	24%	30%	18%	27%	20%	27%
Don't know	59%	53%	58%	67%	46%	63%	62%	58%	52%	64%	61%	58%	58%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,098)	(362)	(427)	(309)	(449)	(365)	(409)	(328)	(239)	(192)	(225)	(409)	(272)

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14B. Favorability of Individuals — Andrew Tate

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	3%	4%	1%	5%	3%	3%	0%	2%	5%	4%	3%	2%
Somewhat favorable	7%	10%	5%	10%	11%	4%	5%	7%	9%	11%	8%	6%
Somewhat unfavorable	6%	8%	5%	12%	6%	6%	1%	7%	7%	5%	6%	6%
Very unfavorable	28%	30%	26%	47%	31%	24%	11%	27%	19%	34%	23%	36%
Don't know	56%	48%	63%	25%	50%	63%	83%	58%	60%	46%	59%	50%
Totals	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,097)	(504)	(593)	(269)	(279)	(325)	(224)	(720)	(142)	(158)	(701)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	3%	3%	3%	2%	3%	3%	6%	1%	1%	1%	2%	5%	1%
Somewhat favorable	7%	4%	5%	12%	4%	10%	9%	5%	8%	7%	7%	8%	7%
Somewhat unfavorable	6%	4%	7%	8%	3%	8%	5%	4%	10%	5%	7%	4%	9%
Very unfavorable	28%	42%	33%	9%	44%	13%	21%	31%	35%	20%	29%	29%	31%
Don't know	56%	47%	52%	70%	46%	66%	58%	58%	46%	67%	55%	54%	52%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(362)	(426)	(309)	(448)	(365)	(409)	(328)	(239)	(192)	(225)	(409)	(271)

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14C. Favorability of Individuals — Braden Petters (also known as Clavicular)

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	2%	2%	1%	5%	2%	1%	0%	2%	3%	0%	2%	1%
Somewhat favorable	5%	6%	4%	9%	7%	2%	3%	5%	6%	8%	6%	3%
Somewhat unfavorable	3%	4%	3%	6%	4%	3%	1%	3%	2%	9%	3%	4%
Very unfavorable	11%	13%	9%	15%	14%	11%	2%	8%	10%	19%	9%	14%
Don't know	79%	75%	82%	64%	73%	83%	93%	82%	78%	64%	79%	78%
Totals	100%	100%	99%	99%	100%	100%	99%	100%	99%	100%	99%	100%
Unweighted N	(1,098)	(505)	(593)	(269)	(279)	(325)	(225)	(721)	(142)	(158)	(702)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	2%	1%	1%	4%	1%	2%	3%	2%	1%	1%	2%	2%	2%
Somewhat favorable	5%	5%	4%	7%	4%	6%	7%	5%	4%	4%	4%	6%	6%
Somewhat unfavorable	3%	4%	2%	5%	4%	4%	3%	4%	4%	3%	3%	3%	4%
Very unfavorable	11%	14%	12%	7%	14%	8%	10%	11%	13%	7%	9%	13%	12%
Don't know	79%	77%	81%	78%	77%	81%	77%	78%	78%	85%	81%	77%	76%
Totals	100%	101%	100%	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,098)	(362)	(427)	(309)	(449)	(365)	(409)	(328)	(239)	(192)	(225)	(409)	(272)

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Interviewing Dates	February 19 - 27, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 6.64, with a mean of one and a standard deviation of 0.884.
Number of respondents	1,098
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.