

YouGov Survey: Eye Colors



Sample 1000 U.S. Adult Citizens
 Conducted May 4 - 7, 2023
 Margin of Error ±3.7%

1. Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Brown	Blue	Green	Hazel	Gray	Amber	Other	Not sure
Your eyes	40%	23%	11%	15%	4%	4%	0%	1%
Your biological mother's eyes	41%	20%	10%	10%	3%	5%	0%	10%
Your biological father's eyes	40%	23%	6%	8%	6%	4%	1%	11%
Your partner or spouse's eyes	30%	17%	9%	8%	5%	5%	1%	3%
Your oldest biological child's eyes	27%	17%	6%	8%	3%	4%	1%	4%

2. Which eye color do you think is most attractive?

Brown	11%
Blue	32%
Green	13%
Hazel	7%
Gray	5%
Amber	6%
Other	1%
Not sure	3%
No preference	21%

3. If you could change your eye color, would you?

Yes	26%
No	66%
Not sure	7%

4. Which color would you choose to change your eye color to, if given the option?

Among people who say they would change their eye color

Brown	7%
Blue	25%
Green	21%
Hazel	14%
Gray	15%
Amber	10%
Other	5%
Not sure	3%

5. Have you ever worn colored contact lenses to alter your eye color?

Yes	22%
No	77%
Not sure	2%

6. In your opinion, does the media — such as movies, TV shows, and advertisements — portray any biases or preferences toward people with particular eye colors?

Yes	34%
No	41%
Not sure	25%

7. Which of the following eye colors do you think the media has a preference for or is biased toward? Select all that apply.

Among people who say the media is biased or has a preference for particular eye colors

Brown	18%
Blue	63%
Green	30%
Hazel	15%
Gray	16%
Amber	17%
Other	1%
Not sure	2%

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Interviewing Dates	May 4 - 7, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.121 to 6.503, with a mean of one and a standard deviation of 0.625.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

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1A. Eye Color of Self, Family, and Partner — Your eyes

Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	40%	41%	40%	44%	33%	44%	39%	29%	75%	55%	*
Blue	23%	25%	21%	16%	26%	24%	25%	30%	1%	11%	*
Green	11%	10%	12%	10%	11%	10%	12%	13%	4%	8%	*
Hazel	15%	11%	18%	10%	11%	17%	19%	17%	5%	10%	*
Gray	4%	5%	3%	7%	7%	1%	2%	4%	4%	7%	*
Amber	4%	5%	3%	9%	7%	0%	0%	4%	2%	5%	*
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Not sure	1%	2%	0%	1%	2%	1%	0%	1%	2%	2%	*
Not Applicable	2%	2%	2%	3%	2%	2%	1%	1%	7%	2%	*
Totals	100%	101%	99%	100%	99%	99%	98%	99%	100%	100%	*
Unweighted N	(999)	(478)	(521)	(211)	(275)	(287)	(226)	(641)	(129)	(187)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	40%	48%	39%	33%	42%	36%	46%	39%	31%	41%	38%	44%	36%
Blue	23%	20%	22%	27%	23%	27%	19%	25%	27%	19%	27%	21%	26%
Green	11%	11%	12%	10%	11%	10%	12%	10%	12%	10%	13%	9%	14%
Hazel	15%	11%	15%	18%	15%	19%	17%	13%	13%	13%	16%	15%	13%
Gray	4%	3%	4%	5%	3%	3%	3%	5%	7%	6%	2%	4%	4%
Amber	4%	5%	2%	5%	4%	3%	1%	6%	9%	4%	2%	4%	5%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Not Applicable	2%	1%	3%	2%	2%	1%	2%	3%	1%	4%	1%	2%	1%
Totals	100%	100%	99%	100%	101%	100%	101%	102%	101%	99%	100%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(999)	(384)	(343)	(272)	(393)	(335)	(339)	(321)	(240)	(175)	(207)	(382)	(235)

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1B. Eye Color of Self, Family, and Partner — Your biological mother's eyes

Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	41%	41%	42%	43%	30%	46%	44%	31%	69%	57%	*
Blue	20%	20%	21%	15%	26%	20%	21%	25%	7%	10%	*
Green	10%	9%	10%	13%	16%	6%	5%	10%	0%	14%	*
Hazel	10%	7%	12%	6%	7%	11%	13%	12%	3%	2%	*
Gray	3%	3%	3%	5%	5%	1%	2%	3%	3%	7%	*
Amber	5%	5%	4%	9%	10%	1%	0%	5%	5%	3%	*
Other	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	*
Not sure	10%	13%	6%	6%	4%	13%	13%	12%	7%	3%	*
Not Applicable	2%	1%	2%	2%	1%	2%	1%	1%	5%	3%	*
Totals	101%	99%	100%	99%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(992)	(475)	(517)	(210)	(273)	(284)	(225)	(637)	(126)	(187)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	41%	42%	42%	39%	42%	39%	51%	37%	30%	45%	36%	42%	42%
Blue	20%	17%	21%	24%	23%	24%	16%	26%	23%	14%	22%	20%	24%
Green	10%	12%	9%	8%	9%	6%	7%	7%	16%	8%	12%	10%	8%
Hazel	10%	11%	7%	11%	11%	12%	9%	9%	13%	12%	11%	9%	8%
Gray	3%	4%	2%	4%	2%	3%	3%	3%	5%	6%	2%	3%	2%
Amber	5%	5%	4%	4%	4%	4%	3%	6%	7%	5%	3%	5%	6%
Other	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%
Not sure	10%	7%	11%	10%	8%	13%	8%	11%	5%	6%	12%	10%	9%
Not Applicable	2%	1%	3%	0%	1%	0%	2%	1%	0%	4%	1%	1%	1%
Totals	101%	100%	99%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(992)	(382)	(340)	(270)	(391)	(333)	(337)	(320)	(236)	(174)	(207)	(377)	(234)

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1C. Eye Color of Self, Family, and Partner — Your biological father's eyes

Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	40%	38%	42%	49%	31%	42%	41%	31%	71%	50%	*
Blue	23%	22%	23%	15%	25%	24%	26%	30%	2%	11%	*
Green	6%	7%	6%	7%	7%	6%	6%	7%	1%	9%	*
Hazel	8%	7%	9%	9%	9%	6%	8%	7%	3%	10%	*
Gray	6%	6%	5%	5%	11%	4%	2%	4%	5%	8%	*
Amber	4%	5%	3%	7%	8%	1%	0%	4%	5%	5%	*
Other	1%	0%	1%	2%	1%	0%	0%	1%	1%	0%	*
Not sure	11%	13%	10%	4%	7%	16%	16%	14%	7%	4%	*
Not Applicable	2%	2%	1%	2%	2%	2%	1%	1%	5%	2%	*
Totals	101%	100%	100%	100%	101%	101%	100%	99%	100%	99%	*
Unweighted N	(997)	(478)	(519)	(210)	(276)	(287)	(224)	(639)	(128)	(188)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	40%	47%	39%	35%	43%	31%	46%	40%	31%	39%	38%	45%	36%
Blue	23%	20%	23%	26%	26%	29%	20%	22%	29%	19%	26%	21%	25%
Green	6%	5%	8%	6%	4%	6%	7%	5%	10%	7%	7%	6%	6%
Hazel	8%	10%	6%	7%	9%	7%	7%	9%	9%	15%	8%	5%	6%
Gray	6%	6%	6%	5%	5%	4%	6%	4%	8%	5%	4%	4%	10%
Amber	4%	4%	2%	6%	4%	4%	1%	7%	6%	4%	3%	5%	2%
Other	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%
Not sure	11%	7%	12%	14%	8%	18%	11%	12%	6%	8%	13%	11%	13%
Not Applicable	2%	1%	3%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	101%	100%	101%	99%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(997)	(385)	(341)	(271)	(393)	(334)	(338)	(321)	(240)	(175)	(207)	(381)	(234)

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1D. Eye Color of Self, Family, and Partner — Your partner or spouse's eyes

Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	30%	27%	33%	30%	25%	33%	33%	25%	49%	32%	*
Blue	17%	15%	18%	9%	18%	17%	22%	21%	2%	15%	*
Green	9%	11%	7%	11%	9%	7%	10%	10%	4%	8%	*
Hazel	8%	5%	10%	7%	6%	8%	10%	9%	4%	5%	*
Gray	5%	5%	4%	8%	9%	2%	1%	5%	7%	6%	*
Amber	5%	6%	3%	10%	10%	0%	0%	5%	2%	8%	*
Other	1%	1%	0%	0%	3%	0%	0%	1%	0%	1%	*
Not sure	3%	4%	2%	2%	4%	3%	3%	3%	4%	5%	*
Not Applicable	23%	25%	21%	23%	17%	29%	20%	22%	28%	19%	*
Totals	101%	99%	98%	100%	101%	99%	99%	101%	100%	99%	*
Unweighted N	(998)	(477)	(521)	(210)	(276)	(287)	(225)	(640)	(129)	(187)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	30%	30%	34%	26%	31%	29%	35%	30%	29%	34%	33%	28%	30%
Blue	17%	13%	15%	22%	14%	22%	11%	19%	24%	10%	23%	17%	15%
Green	9%	10%	8%	9%	9%	8%	6%	10%	12%	7%	11%	9%	9%
Hazel	8%	8%	6%	10%	7%	10%	9%	6%	9%	9%	8%	9%	5%
Gray	5%	6%	4%	4%	4%	4%	3%	6%	7%	7%	3%	4%	5%
Amber	5%	6%	3%	6%	5%	4%	3%	7%	7%	5%	2%	7%	3%
Other	1%	1%	0%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%
Not sure	3%	2%	4%	3%	2%	3%	3%	2%	1%	2%	2%	3%	4%
Not Applicable	23%	24%	25%	19%	25%	20%	30%	19%	10%	26%	18%	21%	28%
Totals	101%	100%	99%	100%	98%	100%	101%	100%	101%	101%	101%	99%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(998)	(384)	(342)	(272)	(392)	(335)	(338)	(322)	(239)	(174)	(207)	(382)	(235)

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1E. Eye Color of Self, Family, and Partner — Your oldest biological child's eyes

Which of the following best describes the natural color of the following? If the question does not apply to you, select "Not Applicable"

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	27%	26%	28%	24%	21%	30%	31%	21%	44%	32%	*
Blue	17%	16%	18%	12%	19%	17%	21%	23%	2%	10%	*
Green	6%	6%	6%	8%	9%	2%	6%	7%	2%	8%	*
Hazel	8%	5%	11%	6%	6%	10%	12%	8%	6%	10%	*
Gray	3%	4%	3%	6%	7%	1%	1%	3%	4%	7%	*
Amber	4%	5%	4%	8%	9%	1%	0%	4%	5%	9%	*
Other	1%	1%	0%	2%	1%	0%	0%	1%	2%	1%	*
Not sure	4%	5%	2%	0%	2%	6%	6%	4%	6%	0%	*
Not Applicable	29%	31%	28%	34%	26%	33%	23%	31%	29%	23%	*
Totals	99%	99%	100%	100%	100%	100%	100%	102%	100%	100%	*
Unweighted N	(996)	(476)	(520)	(211)	(274)	(286)	(225)	(639)	(129)	(186)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	27%	27%	28%	26%	27%	27%	29%	28%	23%	26%	28%	29%	24%
Blue	17%	15%	16%	22%	15%	25%	12%	21%	22%	16%	21%	17%	16%
Green	6%	7%	5%	6%	4%	5%	4%	6%	9%	6%	8%	4%	7%
Hazel	8%	8%	9%	8%	9%	9%	10%	7%	8%	11%	5%	8%	9%
Gray	3%	5%	2%	3%	3%	2%	3%	2%	7%	6%	3%	3%	3%
Amber	4%	5%	3%	5%	4%	3%	2%	7%	6%	4%	2%	5%	5%
Other	1%	1%	0%	1%	0%	0%	0%	1%	2%	0%	2%	0%	0%
Not sure	4%	1%	5%	5%	3%	5%	4%	3%	2%	2%	6%	3%	4%
Not Applicable	29%	31%	31%	25%	34%	24%	37%	23%	20%	30%	25%	30%	31%
Totals	99%	100%	99%	101%	99%	100%	101%	98%	99%	101%	100%	99%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(996)	(385)	(340)	(271)	(393)	(333)	(339)	(320)	(238)	(175)	(208)	(380)	(233)

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2. Most Attractive Eye Color

Which eye color do you think is most attractive?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	11%	11%	11%	18%	14%	9%	4%	7%	27%	13%	*
Blue	32%	35%	29%	22%	32%	33%	40%	38%	10%	22%	*
Green	13%	13%	14%	16%	14%	12%	11%	15%	9%	11%	*
Hazel	7%	5%	9%	10%	6%	6%	7%	4%	8%	17%	*
Gray	5%	5%	6%	9%	7%	5%	0%	4%	10%	8%	*
Amber	6%	7%	5%	15%	9%	2%	1%	7%	5%	8%	*
Other	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	*
Not sure	3%	3%	3%	2%	2%	6%	3%	3%	6%	4%	*
No preference	21%	21%	21%	7%	14%	27%	33%	21%	24%	14%	*
Totals	99%	101%	99%	100%	100%	101%	99%	100%	100%	99%	*
Unweighted N	(998)	(478)	(520)	(211)	(276)	(286)	(225)	(639)	(129)	(188)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	11%	16%	10%	6%	15%	4%	11%	11%	12%	12%	9%	13%	9%
Blue	32%	28%	27%	42%	28%	42%	31%	33%	36%	27%	33%	33%	32%
Green	13%	13%	13%	14%	13%	12%	14%	13%	15%	13%	13%	14%	14%
Hazel	7%	7%	9%	4%	7%	5%	9%	5%	7%	10%	5%	5%	8%
Gray	5%	5%	4%	7%	3%	5%	5%	6%	6%	5%	3%	5%	8%
Amber	6%	8%	6%	6%	3%	5%	5%	8%	8%	8%	5%	8%	4%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Not sure	3%	4%	3%	3%	4%	4%	4%	3%	2%	5%	3%	3%	4%
No preference	21%	18%	27%	17%	25%	22%	22%	19%	12%	19%	28%	19%	20%
Totals	99%	100%	100%	100%	99%	100%	102%	99%	99%	100%	100%	102%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(998)	(384)	(343)	(271)	(393)	(334)	(338)	(322)	(240)	(175)	(208)	(380)	(235)

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3. Would Change Eye Color

If you could change your eye color, would you?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	25%	27%	38%	41%	18%	12%	22%	26%	56%	*
No	66%	69%	64%	59%	52%	71%	81%	71%	61%	37%	*
Not sure	7%	6%	9%	3%	7%	11%	7%	7%	13%	7%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(999)	(478)	(521)	(210)	(276)	(287)	(226)	(641)	(129)	(187)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	30%	25%	24%	23%	21%	23%	31%	33%	30%	25%	25%	28%
No	66%	64%	67%	67%	70%	72%	66%	66%	63%	62%	69%	66%	67%
Not sure	7%	6%	8%	9%	7%	7%	11%	3%	4%	8%	6%	9%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(384)	(343)	(272)	(393)	(335)	(338)	(322)	(240)	(174)	(208)	(382)	(235)

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4. Preferred Eye Color

Which color would you choose to change your eye color to, if given the option?

Among people who say they would change their eye color

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	7%	11%	5%	*	9%	*	*	5%	*	11%	*
Blue	25%	20%	29%	*	17%	*	*	28%	*	23%	*
Green	21%	19%	23%	*	21%	*	*	25%	*	19%	*
Hazel	14%	14%	13%	*	10%	*	*	9%	*	17%	*
Gray	15%	15%	15%	*	23%	*	*	13%	*	13%	*
Amber	10%	12%	8%	*	11%	*	*	11%	*	8%	*
Other	5%	4%	6%	*	2%	*	*	6%	*	5%	*
Not sure	3%	5%	1%	*	7%	*	*	4%	*	4%	*
Totals	100%	100%	100%	*	100%	*	*	101%	*	100%	*
Unweighted N	(289)	(135)	(154)	(84)	(119)	(59)	(27)	(140)	(37)	(105)	(7)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	7%	7%	*	*	*	*	*	6%	*	*	*	5%	*
Blue	25%	25%	*	*	*	*	*	22%	*	*	*	33%	*
Green	21%	27%	*	*	*	*	*	26%	*	*	*	16%	*
Hazel	14%	15%	*	*	*	*	*	15%	*	*	*	7%	*
Gray	15%	14%	*	*	*	*	*	13%	*	*	*	14%	*
Amber	10%	11%	*	*	*	*	*	8%	*	*	*	17%	*
Other	5%	1%	*	*	*	*	*	7%	*	*	*	8%	*
Not sure	3%	0%	*	*	*	*	*	2%	*	*	*	0%	*
Totals	100%	100%	*	*	*	*	*	99%	*	*	*	100%	*
Unweighted N	(289)	(122)	(93)	(74)	(96)	(81)	(87)	(107)	(81)	(58)	(54)	(105)	(72)

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5. Ever Worn Colored Contacts

Have you ever worn colored contact lenses to alter your eye color?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	20%	24%	30%	42%	14%	4%	20%	20%	34%	*
No	77%	78%	75%	68%	54%	85%	96%	78%	76%	63%	*
Not sure	2%	2%	1%	1%	4%	1%	0%	1%	3%	2%	*
Totals	101%	100%	100%	99%	100%	100%	100%	99%	99%	99%	*
Unweighted N	(999)	(478)	(521)	(210)	(276)	(287)	(226)	(641)	(129)	(187)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	22%	24%	22%	20%	19%	18%	19%	26%	29%	23%	19%	24%	21%
No	77%	75%	77%	78%	80%	81%	80%	73%	69%	76%	81%	74%	77%
Not sure	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(999)	(384)	(343)	(272)	(393)	(335)	(338)	(322)	(240)	(174)	(208)	(382)	(235)

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6. Media Eye Color Preferences

In your opinion, does the media — such as movies, TV shows, and advertisements — portray any biases or preferences toward people with particular eye colors?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	34%	34%	34%	46%	49%	21%	23%	31%	29%	47%	*
No	41%	41%	41%	44%	35%	44%	42%	42%	44%	38%	*
Not sure	25%	25%	25%	10%	16%	35%	35%	27%	27%	15%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,000)	(479)	(521)	(211)	(276)	(287)	(226)	(641)	(129)	(188)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	34%	39%	30%	33%	34%	29%	26%	41%	48%	39%	31%	33%	34%
No	41%	40%	43%	40%	40%	37%	46%	40%	33%	39%	42%	41%	43%
Not sure	25%	21%	27%	27%	25%	34%	28%	19%	19%	21%	28%	26%	23%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,000)	(385)	(343)	(272)	(394)	(335)	(339)	(322)	(240)	(175)	(208)	(382)	(235)

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7. Media Eye Color Preferences (1)

Which of the following eye colors do you think the media has a preference for or is biased toward? Select all that apply.

Among people who say the media is biased or has a preference for particular eye colors

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Brown	18%	17%	19%	20%	23%	*	*	18%	*	20%	*
Blue	63%	58%	68%	61%	44%	*	*	64%	*	49%	*
Green	30%	33%	28%	41%	24%	*	*	23%	*	47%	*
Hazel	15%	19%	10%	20%	18%	*	*	16%	*	19%	*
Gray	16%	19%	14%	19%	23%	*	*	14%	*	21%	*
Amber	17%	20%	14%	29%	15%	*	*	18%	*	17%	*
Other	1%	1%	1%	1%	0%	*	*	1%	*	1%	*
Not sure	2%	1%	4%	0%	5%	*	*	3%	*	3%	*
Unweighted N	(358)	(173)	(185)	(104)	(134)	(65)	(55)	(200)	(41)	(100)	(17)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Brown	18%	19%	19%	*	14%	16%	*	18%	18%	*	*	17%	*
Blue	63%	58%	65%	*	68%	63%	*	61%	59%	*	*	61%	*
Green	30%	40%	29%	*	29%	19%	*	32%	27%	*	*	28%	*
Hazel	15%	18%	14%	*	8%	10%	*	16%	17%	*	*	11%	*
Gray	16%	23%	14%	*	18%	10%	*	15%	23%	*	*	14%	*
Amber	17%	24%	12%	*	22%	13%	*	19%	20%	*	*	20%	*
Other	1%	1%	2%	*	1%	1%	*	2%	0%	*	*	2%	*
Not sure	2%	1%	1%	*	1%	7%	*	0%	7%	*	*	2%	*
Unweighted N	(358)	(154)	(106)	(98)	(139)	(109)	(88)	(140)	(114)	(73)	(71)	(131)	(83)

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Interviewing Dates	May 4 - 7, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.121 to 6.503, with a mean of one and a standard deviation of 0.625.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.