

YouGov Survey: Makeup



Sample 1000 U.S. Adult Citizens

Conducted June 23 - 27, 2023

Margin of Error ±3.6%

1. How often do you wear any form of makeup?

Among women

Daily	19%
A few times a week	19%
Once a week	8%
Once every 2-3 weeks	9%
Once a month	4%
Less often than once a month	15%
Never	26%

2. How much time do you typically spend applying makeup?

Among women who sometimes wear makeup

More than an hour	2%
30-60 minutes	11%
20-30 minutes	11%
10-20 minutes	27%
Less than 10 minutes	46%
Not sure	3%

3. Which of the following types of makeup do you use on a regular basis?

Among women

Foundation	35%
Powder	25%
Concealer	27%
Highlighter	13%
Bronzer	11%
Blush	30%
Mascara	46%
Eyeliners	32%
Eyeshadow	31%
Eyebrow pencil	24%
Lipstick or lipgloss	43%
Other type	1%
I don't wear makeup on a regular basis	33%

4. Which of the following are reasons why you wear makeup? Select all that apply.

Among women who sometimes wear makeup

Enhance certain features	34%
Cover blemishes	30%
Self-expression	26%
Special occasions	45%
Confidence boost	49%
Hide signs of aging	25%
Cultural reasons	3%
Sun protection	20%
Societal expectations	13%
Other reason	4%
Not sure	3%

5. To what extent, if at all, do societal expectations influence your decision to wear makeup?

Among women who sometimes wear makeup

A great deal	7%
A fair amount	26%
Not much	35%
Not at all	29%
Not sure	3%

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Interviewing Dates	June 23 - 27, 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 0.109 to 4.681, with a mean of one and a standard deviation of 0.6.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	72 questions not reported.

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1. Frequency of Wearing Makeup

How often do you wear any form of makeup?

Among women

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	19%	*	19%	10%	19%	21%	24%	23%	*	*	*
A few times a week	19%	*	19%	24%	22%	16%	16%	18%	*	*	*
Once a week	8%	*	8%	15%	8%	2%	11%	8%	*	*	*
Once every 2-3 weeks	9%	*	9%	13%	12%	6%	6%	9%	*	*	*
Once a month	4%	*	4%	10%	3%	4%	1%	4%	*	*	*
Less often than once a month	15%	*	15%	13%	15%	15%	17%	13%	*	*	*
Never	26%	*	26%	16%	22%	36%	26%	26%	*	*	*
Totals	100%	*	100%	101%	101%	100%	101%	101%	*	*	*
Unweighted N	(544)	(0)	(544)	(125)	(129)	(179)	(111)	(323)	(92)	(93)	(36)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	19%	16%	17%	26%	18%	28%	16%	24%	*	*	*	17%	20%
A few times a week	19%	30%	13%	12%	26%	13%	16%	20%	*	*	*	18%	23%
Once a week	8%	6%	8%	10%	6%	11%	7%	8%	*	*	*	8%	11%
Once every 2-3 weeks	9%	9%	11%	5%	8%	5%	8%	9%	*	*	*	11%	6%
Once a month	4%	2%	5%	6%	2%	1%	5%	4%	*	*	*	6%	1%
Less often than once a month	15%	14%	18%	13%	16%	14%	16%	16%	*	*	*	16%	12%
Never	26%	23%	28%	28%	24%	28%	33%	19%	*	*	*	23%	27%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	*	*	*	99%	100%
Unweighted N	(544)	(212)	(197)	(135)	(220)	(151)	(257)	(127)	(93)	(93)	(99)	(241)	(111)

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2. Time Putting on Makeup

How much time do you typically spend applying makeup?

Among women who sometimes wear makeup

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than an hour	2%	*	2%	5%	2%	1%	*	1%	*	*	*
30-60 minutes	11%	*	11%	25%	13%	6%	*	10%	*	*	*
20-30 minutes	11%	*	11%	21%	8%	10%	*	10%	*	*	*
10-20 minutes	27%	*	27%	31%	30%	22%	*	22%	*	*	*
Less than 10 minutes	46%	*	46%	13%	42%	59%	*	53%	*	*	*
Not sure	3%	*	3%	5%	5%	2%	*	3%	*	*	*
Totals	100%	*	100%	100%	100%	100%	*	99%	*	*	*
Unweighted N	(410)	(0)	(410)	(104)	(103)	(119)	(84)	(247)	(64)	(74)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than an hour	2%	1%	1%	4%	1%	3%	1%	1%	*	*	*	2%	*
30-60 minutes	11%	10%	17%	6%	8%	6%	16%	9%	*	*	*	10%	*
20-30 minutes	11%	10%	13%	9%	8%	12%	16%	7%	*	*	*	10%	*
10-20 minutes	27%	31%	23%	24%	30%	23%	23%	31%	*	*	*	28%	*
Less than 10 minutes	46%	45%	42%	53%	50%	55%	40%	51%	*	*	*	47%	*
Not sure	3%	3%	4%	3%	3%	1%	4%	1%	*	*	*	3%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	*	*	*	100%	*
Unweighted N	(410)	(163)	(146)	(101)	(168)	(111)	(179)	(106)	(78)	(65)	(75)	(185)	(85)

3. Types of Makeup Use Regularly

Which of the following types of makeup do you use on a regular basis?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Foundation	35%	*	35%	36%	34%	35%	34%	35%	*	*	*
Powder	25%	*	25%	28%	36%	21%	16%	24%	*	*	*
Concealer	27%	*	27%	35%	33%	25%	17%	26%	*	*	*
Highlighter	13%	*	13%	31%	13%	8%	5%	11%	*	*	*
Bronzer	11%	*	11%	21%	10%	10%	5%	10%	*	*	*
Blush	30%	*	30%	37%	22%	27%	38%	31%	*	*	*
Mascara	46%	*	46%	54%	51%	42%	42%	49%	*	*	*
Eyeliner	32%	*	32%	41%	36%	30%	22%	32%	*	*	*
Eyeshadow	31%	*	31%	29%	41%	29%	27%	34%	*	*	*
Eyebrow pencil	24%	*	24%	31%	24%	16%	28%	22%	*	*	*
Lipstick or lipgloss	43%	*	43%	52%	47%	33%	47%	39%	*	*	*
Other type	1%	*	1%	1%	1%	0%	2%	1%	*	*	*
I don't wear makeup on a regular basis	33%	*	33%	24%	27%	41%	36%	33%	*	*	*
Unweighted N	(544)	(0)	(544)	(125)	(129)	(179)	(111)	(323)	(92)	(93)	(36)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Foundation	35%	39%	31%	35%	35%	38%	31%	40%	*	*	*	39%	33%
Powder	25%	23%	25%	26%	24%	24%	21%	27%	*	*	*	25%	32%
Concealer	27%	29%	26%	25%	28%	26%	23%	25%	*	*	*	28%	32%
Highlighter	13%	14%	13%	12%	13%	10%	8%	14%	*	*	*	13%	17%
Bronzer	11%	10%	13%	11%	9%	11%	8%	12%	*	*	*	14%	12%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blush	30%	31%	27%	34%	30%	38%	28%	35%	*	*	*	33%	31%
Mascara	46%	46%	41%	54%	44%	55%	40%	55%	*	*	*	46%	49%
Eyeliners	32%	37%	25%	33%	29%	32%	29%	38%	*	*	*	31%	31%
Eyeshadow	31%	34%	26%	35%	34%	38%	29%	36%	*	*	*	32%	30%
Eyebrow pencil	24%	27%	19%	26%	25%	25%	18%	31%	*	*	*	28%	26%
Lipstick or lipgloss	43%	47%	43%	39%	45%	39%	38%	51%	*	*	*	47%	45%
Other type	1%	1%	1%	1%	2%	1%	1%	2%	*	*	*	1%	0%
I don't wear makeup on a regular basis	33%	28%	38%	33%	32%	33%	40%	26%	*	*	*	31%	33%
Unweighted N	(544)	(212)	(197)	(135)	(220)	(151)	(257)	(127)	(93)	(93)	(99)	(241)	(111)

4. Reasons for Wearing Makeup

Which of the following are reasons why you wear makeup? Select all that apply.

Among women who sometimes wear makeup

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Enhance certain features	34%	*	34%	35%	28%	37%	*	34%	*	*	*
Cover blemishes	30%	*	30%	38%	31%	30%	*	30%	*	*	*
Self-expression	26%	*	26%	38%	38%	20%	*	22%	*	*	*
Special occasions	45%	*	45%	47%	49%	45%	*	46%	*	*	*
Confidence boost	49%	*	49%	49%	51%	48%	*	52%	*	*	*
Hide signs of aging	25%	*	25%	7%	18%	37%	*	31%	*	*	*
Cultural reasons	3%	*	3%	3%	4%	4%	*	3%	*	*	*
Sun protection	20%	*	20%	18%	20%	19%	*	22%	*	*	*
Societal expectations	13%	*	13%	17%	17%	13%	*	13%	*	*	*
Other reason	4%	*	4%	5%	5%	3%	*	3%	*	*	*
Not sure	3%	*	3%	1%	8%	2%	*	3%	*	*	*
Unweighted N	(411)	(0)	(411)	(105)	(103)	(119)	(84)	(247)	(64)	(75)	(25)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Enhance certain features	34%	35%	37%	28%	39%	35%	33%	44%	*	*	*	38%	*
Cover blemishes	30%	33%	30%	25%	30%	27%	28%	29%	*	*	*	27%	*
Self-expression	26%	31%	28%	16%	30%	15%	28%	17%	*	*	*	26%	*
Special occasions	45%	43%	51%	38%	44%	39%	47%	40%	*	*	*	39%	*
Confidence boost	49%	53%	47%	48%	54%	56%	44%	56%	*	*	*	49%	*
Hide signs of aging	25%	25%	24%	29%	27%	36%	26%	31%	*	*	*	24%	*
Cultural reasons	3%	5%	1%	3%	4%	4%	2%	5%	*	*	*	3%	*
Sun protection	20%	20%	19%	20%	22%	23%	16%	22%	*	*	*	24%	*

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		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Societal expectations	13%	15%	9%	15%	14%	14%	13%	14%	*	*	*	15%	*
Other reason	4%	6%	4%	1%	6%	2%	6%	2%	*	*	*	4%	*
Not sure	3%	2%	6%	2%	3%	2%	3%	4%	*	*	*	5%	*
Unweighted N	(411)	(164)	(146)	(101)	(169)	(111)	(179)	(107)	(78)	(65)	(75)	(186)	(85)

5. Societal Expectations on Makeup

To what extent, if at all, do societal expectations influence your decision to wear makeup?

Among women who sometimes wear makeup

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	7%	*	7%	9%	11%	5%	*	8%	*	*	*
A fair amount	26%	*	26%	28%	34%	26%	*	23%	*	*	*
Not much	35%	*	35%	31%	33%	36%	*	38%	*	*	*
Not at all	29%	*	29%	25%	17%	32%	*	29%	*	*	*
Not sure	3%	*	3%	6%	5%	2%	*	2%	*	*	*
Totals	100%	*	100%	99%	100%	101%	*	100%	*	*	*
Unweighted N	(409)	(0)	(409)	(103)	(103)	(119)	(84)	(246)	(63)	(75)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	7%	12%	4%	4%	10%	4%	9%	7%	*	*	*	5%	*
A fair amount	26%	23%	27%	27%	22%	24%	26%	25%	*	*	*	26%	*
Not much	35%	35%	35%	36%	40%	36%	28%	39%	*	*	*	34%	*
Not at all	29%	25%	31%	32%	24%	35%	33%	27%	*	*	*	33%	*
Not sure	3%	5%	3%	1%	4%	1%	3%	2%	*	*	*	3%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	*	*	*	101%	*
Unweighted N	(409)	(162)	(146)	(101)	(168)	(111)	(178)	(106)	(78)	(63)	(75)	(186)	(85)

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Target population	U.S. citizens, aged 18 and over.
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Number of respondents	1000
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Survey mode	Web-based interviews
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