

# YouGov Survey: Skin-Care Routines



Sample 1148 U.S. Adult Citizens  
Conducted April 11 - 15, 2024  
Margin of Error ±3.8%

## 1. How consistent is your day to day skin-care routine?

Very consistent	20%
Somewhat consistent	29%
Not very consistent	15%
Not consistent at all	8%
I don't have a skincare routine	27%

## 2. Currently, how satisfied or dissatisfied are you with your skin?

Very satisfied	19%
Somewhat satisfied	50%
Somewhat dissatisfied	20%
Very dissatisfied	7%
Not sure	5%

## 3. Would you say that your skin is typically...?

Very oily	5%
Somewhat oily	21%
Neither oily nor dry	32%
Somewhat dry	27%
Very dry	10%
Not sure	5%

## 4. What are your primary skin concerns, if any? Select all that apply.

Acne	23%
Wrinkles	33%
Dryness	37%
Oiliness	18%
Sensitivity	17%
Pigmentation	13%
Enlarged pores	15%
Redness	17%
Scarring	14%
Sun damage	21%
Other	6%
None	17%

## 5. How often do you use the following on your face?

	Multiple times a day	Once a day	Most days	Some days	Rarely	Never
Cleanser	13%	17%	12%	14%	11%	32%
Exfoliator	2%	5%	6%	18%	17%	53%
Eye cream	4%	8%	5%	8%	12%	63%
Lip balm	23%	8%	9%	17%	17%	25%
Makeup remover	1%	10%	4%	8%	12%	66%
Masks	1%	2%	2%	12%	23%	60%
Moisturizer	13%	19%	13%	15%	12%	28%
Night cream	1%	14%	5%	10%	12%	58%
Oil	2%	6%	3%	9%	14%	67%
Serum	3%	8%	6%	10%	10%	63%
Spot treatment	3%	3%	3%	13%	16%	62%
Sunscreen	3%	11%	10%	26%	26%	23%
Toner	2%	7%	4%	9%	14%	64%
Wipes	3%	7%	6%	13%	20%	51%

## 6. Have you ever used the following on your face? Select all that apply.

Botox	4%
Chemical peel	5%
Dermaplaning	6%
Facial roller	12%
LED light therapy	7%
Microcurrent treatment	2%
Microdermabrasion	4%
Microneedling	3%
Pore strip	18%
Retinol	16%
None of the above	56%
Not sure	6%

## 7. Generally speaking, how effective do you think most non-prescription skin-care products are at addressing the issues they claim to target, such as acne or wrinkles?

Very effective	5%
Somewhat effective	41%
Not very effective	23%
Not at all effective	7%
Not sure	24%

8. Compared to less expensive skin-care products, do you think that more expensive skin-care products are...?

Much more effective	4%
Somewhat more effective	21%
Equally as effective	39%
Somewhat less effective	6%
Much less effective	2%
Not sure	28%

9. What is the maximum amount you would ever be willing to spend on a single skin-care product?

I don't buy skin-care products	22%
\$10 or less	15%
\$11-\$20	19%
\$21-\$30	15%
\$31-\$40	9%
\$41-\$50	6%
\$51-\$60	5%
More than \$60	5%
Not sure	5%

10. How important is the following to you when choosing a skin-care product?

	Very important	Somewhat important	Not very important	Not at all important	Not sure	Not asked - doesn't buy skin-care products
Whether it contains natural ingredients	27%	32%	9%	7%	4%	22%
Whether it was tested on animals	25%	22%	10%	14%	8%	22%
Whether it is affordable	52%	20%	2%	2%	2%	22%
Whether it is dermatologist-recommended	30%	30%	9%	6%	4%	22%
Whether it has positive reviews online	35%	31%	5%	3%	4%	22%

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<b>Interviewing Dates</b>	April 11 - 15, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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 0.051 to 6.531, with a mean of one and a standard deviation of 0.87.
<b>Number of respondents</b>	1148
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	78 questions not reported.

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## 1. Consistency of Skin-Care Routine

How consistent is your day to day skin-care routine?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very consistent	20%	16%	25%	25%	22%	18%	18%	22%	20%	13%	21%
Somewhat consistent	29%	24%	35%	36%	34%	24%	26%	28%	31%	36%	32%
Not very consistent	15%	17%	14%	18%	17%	14%	13%	15%	21%	16%	11%
Not consistent at all	8%	8%	9%	10%	7%	7%	10%	8%	6%	13%	5%
I don't have a skincare routine	27%	36%	18%	13%	20%	37%	32%	28%	22%	21%	31%
Totals	99%	101%	101%	102%	100%	100%	99%	101%	100%	99%	100%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very consistent	20%	23%	21%	17%	24%	18%	17%	26%	23%	21%	20%	23%	17%
Somewhat consistent	29%	32%	27%	30%	33%	25%	31%	25%	33%	37%	27%	30%	25%
Not very consistent	15%	16%	14%	15%	14%	17%	13%	18%	17%	15%	11%	17%	17%
Not consistent at all	8%	10%	8%	7%	9%	8%	10%	8%	5%	4%	11%	7%	11%
I don't have a skincare routine	27%	19%	31%	31%	21%	32%	30%	23%	21%	23%	32%	23%	30%
Totals	99%	100%	101%	100%	101%	100%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 2. Skin Satisfaction

Currently, how satisfied or dissatisfied are you with your skin?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	19%	20%	18%	18%	25%	17%	17%	19%	18%	19%	21%
Somewhat satisfied	50%	50%	51%	50%	45%	52%	53%	52%	61%	37%	40%
Somewhat dissatisfied	20%	17%	22%	20%	18%	19%	22%	19%	13%	20%	30%
Very dissatisfied	7%	6%	7%	10%	7%	6%	4%	5%	4%	18%	6%
Not sure	5%	7%	3%	3%	5%	6%	4%	5%	4%	6%	4%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	19%	19%	16%	22%	18%	20%	20%	15%	20%	15%	21%	20%	18%
Somewhat satisfied	50%	56%	47%	48%	54%	52%	49%	54%	59%	50%	44%	56%	46%
Somewhat dissatisfied	20%	18%	21%	20%	19%	20%	20%	19%	17%	23%	18%	16%	24%
Very dissatisfied	7%	6%	9%	5%	5%	5%	7%	7%	2%	6%	9%	5%	9%
Not sure	5%	2%	7%	5%	4%	3%	4%	5%	3%	5%	8%	3%	3%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 3. Oily or Dry Skin

Would you say that your skin is typically... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very oily	5%	4%	7%	11%	6%	4%	1%	5%	10%	2%	5%
Somewhat oily	21%	24%	19%	42%	21%	15%	12%	17%	22%	36%	32%
Neither oily nor dry	32%	30%	34%	18%	33%	37%	35%	33%	31%	29%	27%
Somewhat dry	27%	26%	27%	18%	26%	29%	33%	30%	19%	22%	22%
Very dry	10%	9%	10%	9%	8%	9%	12%	10%	12%	8%	6%
Not sure	5%	7%	3%	2%	6%	6%	6%	5%	5%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,147)	(513)	(634)	(145)	(229)	(459)	(314)	(710)	(146)	(168)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very oily	5%	5%	5%	6%	4%	5%	5%	3%	7%	2%	7%	6%	5%
Somewhat oily	21%	27%	22%	15%	23%	16%	24%	18%	19%	23%	14%	23%	25%
Neither oily nor dry	32%	29%	31%	35%	32%	34%	30%	35%	34%	29%	33%	34%	29%
Somewhat dry	27%	27%	26%	28%	29%	31%	25%	27%	31%	33%	32%	22%	26%
Very dry	10%	11%	8%	10%	8%	9%	10%	13%	5%	13%	8%	7%	13%
Not sure	5%	2%	8%	6%	4%	4%	5%	5%	3%	1%	7%	7%	2%
Totals	100%	101%	100%	100%	100%	99%	99%	101%	99%	101%	101%	99%	100%
Unweighted N	(1,147)	(371)	(450)	(326)	(406)	(392)	(482)	(314)	(247)	(207)	(259)	(446)	(235)

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## 4. Primary Skin Concerns

What are your primary skin concerns, if any? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acne	23%	20%	26%	60%	29%	10%	2%	19%	29%	32%	35%
Wrinkles	33%	18%	46%	20%	26%	37%	47%	38%	16%	32%	19%
Dryness	37%	35%	39%	36%	39%	38%	36%	36%	41%	42%	39%
Oiliness	18%	17%	18%	35%	22%	13%	5%	14%	20%	29%	28%
Sensitivity	17%	11%	23%	25%	20%	15%	10%	16%	24%	23%	11%
Pigmentation	13%	6%	18%	11%	15%	12%	13%	11%	16%	19%	8%
Enlarged pores	15%	10%	21%	25%	20%	12%	7%	14%	10%	28%	13%
Redness	17%	10%	22%	23%	21%	13%	11%	18%	8%	22%	7%
Scarring	14%	10%	18%	19%	15%	14%	7%	13%	15%	20%	13%
Sun damage	21%	19%	23%	20%	21%	22%	21%	23%	10%	23%	26%
Other	6%	9%	4%	6%	3%	6%	9%	6%	4%	4%	9%
None	17%	26%	9%	11%	19%	19%	18%	17%	22%	17%	12%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acne	23%	25%	23%	21%	21%	19%	23%	17%	24%	15%	23%	26%	24%
Wrinkles	33%	35%	26%	38%	35%	39%	34%	33%	33%	28%	35%	34%	32%
Dryness	37%	39%	38%	35%	40%	35%	39%	36%	33%	38%	41%	38%	32%
Oiliness	18%	20%	21%	13%	20%	15%	20%	15%	15%	10%	15%	22%	20%
Sensitivity	17%	21%	16%	14%	19%	12%	21%	13%	10%	18%	20%	17%	14%
Pigmentation	13%	11%	13%	13%	12%	11%	13%	12%	12%	9%	12%	12%	16%
Enlarged pores	15%	18%	15%	13%	21%	11%	16%	13%	15%	15%	14%	13%	21%
Redness	17%	16%	17%	16%	17%	14%	15%	16%	16%	20%	13%	17%	17%

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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
Scarring	14%	12%	17%	13%	12%	14%	18%	6%	11%	14%	18%	12%	13%
Sun damage	21%	24%	18%	22%	22%	24%	15%	26%	28%	20%	16%	18%	33%
Other	6%	4%	5%	9%	7%	5%	7%	7%	4%	10%	4%	6%	5%
None	17%	14%	19%	18%	15%	16%	16%	19%	16%	18%	21%	16%	15%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 5A. Skin-Care Routine Steps — Cleanser

How often do you use the following on your face?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	13%	7%	19%	25%	12%	9%	10%	12%	13%	16%	19%
Once a day	17%	10%	24%	16%	24%	14%	15%	18%	13%	17%	19%
Most days	12%	8%	15%	19%	10%	10%	10%	11%	14%	17%	4%
Some days	14%	15%	14%	18%	18%	12%	12%	14%	18%	16%	10%
Rarely	11%	12%	11%	12%	8%	13%	12%	11%	16%	11%	13%
Never	32%	48%	17%	11%	28%	42%	40%	34%	26%	23%	34%
Totals	99%	100%	100%	101%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,138)	(507)	(631)	(146)	(225)	(454)	(313)	(705)	(146)	(165)	(122)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	13%	15%	13%	11%	12%	9%	13%	12%	14%	13%	12%	15%	12%
Once a day	17%	22%	16%	14%	22%	15%	15%	22%	20%	25%	14%	17%	14%
Most days	12%	15%	10%	10%	15%	13%	13%	13%	10%	10%	12%	12%	13%
Some days	14%	12%	17%	14%	14%	14%	15%	9%	14%	8%	14%	15%	18%
Rarely	11%	12%	10%	12%	11%	11%	10%	12%	15%	15%	13%	11%	9%
Never	32%	24%	33%	38%	26%	38%	33%	33%	28%	28%	35%	29%	34%
Totals	99%	100%	99%	99%	100%	100%	99%	101%	101%	99%	100%	99%	100%
Unweighted N	(1,138)	(369)	(447)	(322)	(404)	(387)	(478)	(312)	(244)	(204)	(258)	(445)	(231)

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## 5B. Skin-Care Routine Steps — Exfoliator

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	2%	2%	1%	5%	2%	0%	0%	1%	2%	6%	0%
Once a day	5%	3%	7%	7%	8%	3%	4%	5%	6%	7%	3%
Most days	6%	4%	7%	8%	9%	3%	3%	5%	2%	6%	15%
Some days	18%	11%	24%	22%	19%	16%	15%	18%	17%	24%	11%
Rarely	17%	11%	23%	18%	17%	16%	16%	16%	19%	17%	16%
Never	53%	70%	38%	40%	45%	61%	63%	56%	53%	40%	54%
Totals	101%	101%	100%	100%	100%	99%	101%	101%	99%	100%	99%
Unweighted N	(1,139)	(508)	(631)	(146)	(229)	(450)	(314)	(705)	(144)	(167)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	2%	3%	0%	1%	1%	0%	3%	0%	1%	2%	4%	1%	0%
Once a day	5%	6%	6%	4%	5%	3%	4%	3%	4%	7%	3%	5%	4%
Most days	6%	6%	5%	5%	4%	7%	6%	6%	7%	8%	6%	4%	6%
Some days	18%	22%	15%	17%	21%	16%	19%	17%	16%	11%	11%	22%	23%
Rarely	17%	20%	18%	13%	22%	16%	13%	19%	21%	17%	16%	17%	18%
Never	53%	43%	56%	61%	46%	57%	54%	55%	51%	54%	59%	52%	49%
Totals	101%	100%	100%	101%	99%	99%	99%	100%	100%	99%	99%	101%	100%
Unweighted N	(1,139)	(369)	(444)	(326)	(405)	(388)	(478)	(309)	(248)	(206)	(256)	(444)	(233)

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## 5C. Skin-Care Routine Steps — Eye cream

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	4%	2%	6%	6%	2%	4%	3%	3%	1%	9%	6%
Once a day	8%	5%	11%	9%	11%	7%	5%	10%	3%	9%	4%
Most days	5%	3%	6%	4%	5%	5%	5%	5%	4%	5%	1%
Some days	8%	5%	11%	12%	9%	6%	8%	8%	10%	11%	3%
Rarely	12%	6%	18%	11%	15%	10%	14%	11%	10%	14%	28%
Never	63%	78%	48%	57%	58%	68%	65%	63%	72%	54%	58%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	102%	100%
Unweighted N	(1,139)	(510)	(629)	(146)	(227)	(455)	(311)	(705)	(144)	(168)	(122)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	4%	5%	3%	4%	4%	4%	4%	5%	2%	4%	6%	4%	2%
Once a day	8%	11%	8%	5%	11%	6%	7%	7%	14%	11%	8%	9%	5%
Most days	5%	5%	4%	5%	5%	5%	5%	4%	6%	5%	3%	5%	5%
Some days	8%	11%	7%	6%	11%	7%	10%	8%	6%	8%	10%	5%	12%
Rarely	12%	17%	11%	9%	14%	10%	12%	14%	13%	12%	12%	11%	14%
Never	63%	51%	67%	70%	55%	67%	62%	61%	59%	60%	61%	65%	63%
Totals	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	99%	101%
Unweighted N	(1,139)	(368)	(449)	(322)	(404)	(387)	(478)	(312)	(246)	(204)	(258)	(445)	(232)

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## 5D. Skin-Care Routine Steps — Lip balm

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	23%	10%	35%	27%	24%	22%	19%	24%	25%	20%	18%
Once a day	8%	5%	12%	10%	11%	6%	7%	7%	11%	15%	6%
Most days	9%	7%	12%	10%	14%	8%	7%	9%	9%	12%	13%
Some days	17%	19%	16%	18%	14%	16%	21%	19%	15%	10%	16%
Rarely	17%	22%	12%	10%	19%	20%	18%	17%	16%	18%	20%
Never	25%	38%	13%	25%	18%	28%	29%	25%	25%	26%	27%
Totals	99%	101%	100%	100%	100%	100%	101%	101%	101%	101%	100%
Unweighted N	(1,143)	(511)	(632)	(146)	(227)	(457)	(313)	(707)	(145)	(168)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	23%	27%	21%	21%	27%	20%	18%	26%	27%	25%	22%	21%	26%
Once a day	8%	7%	11%	7%	9%	6%	10%	7%	5%	8%	8%	8%	9%
Most days	9%	13%	8%	8%	13%	9%	9%	8%	14%	7%	10%	9%	12%
Some days	17%	18%	14%	20%	19%	22%	15%	20%	21%	15%	18%	20%	13%
Rarely	17%	14%	22%	15%	16%	18%	18%	17%	14%	14%	13%	20%	18%
Never	25%	21%	25%	30%	17%	25%	30%	23%	19%	31%	28%	23%	21%
Totals	99%	100%	101%	101%	101%	100%	100%	101%	100%	100%	99%	101%	99%
Unweighted N	(1,143)	(369)	(450)	(324)	(404)	(390)	(480)	(312)	(247)	(206)	(259)	(445)	(233)

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## 5E. Skin-Care Routine Steps — Makeup remover

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	1%	0%	2%	3%	0%	1%	0%	1%	2%	1%	1%
Once a day	10%	2%	17%	5%	17%	7%	10%	11%	5%	10%	9%
Most days	4%	1%	6%	7%	4%	2%	4%	4%	2%	8%	1%
Some days	8%	3%	14%	14%	10%	5%	6%	8%	6%	10%	14%
Rarely	12%	2%	20%	12%	13%	9%	12%	11%	13%	12%	13%
Never	66%	92%	42%	58%	57%	76%	68%	66%	73%	60%	63%
Totals	101%	100%	101%	99%	101%	100%	100%	101%	101%	101%	101%
Unweighted N	(1,140)	(510)	(630)	(146)	(229)	(454)	(311)	(705)	(146)	(166)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	1%	0%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%
Once a day	10%	12%	8%	10%	10%	8%	9%	9%	11%	12%	7%	9%	11%
Most days	4%	6%	3%	3%	5%	3%	5%	2%	4%	4%	3%	3%	6%
Some days	8%	11%	7%	7%	10%	6%	7%	11%	8%	12%	9%	6%	8%
Rarely	12%	14%	12%	9%	11%	11%	12%	10%	12%	8%	9%	15%	11%
Never	66%	58%	69%	70%	62%	70%	65%	67%	64%	62%	70%	66%	64%
Totals	101%	101%	100%	100%	99%	99%	99%	99%	100%	100%	99%	99%	100%
Unweighted N	(1,140)	(370)	(449)	(321)	(405)	(387)	(480)	(311)	(245)	(205)	(258)	(443)	(234)

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## 5F. Skin-Care Routine Steps — Masks

How often do you use the following on your face?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	1%	2%	1%	4%	2%	0%	0%	0%	2%	6%	1%
Once a day	2%	2%	2%	3%	3%	1%	0%	1%	5%	3%	1%
Most days	2%	2%	3%	4%	5%	1%	0%	1%	4%	6%	5%
Some days	12%	9%	14%	17%	19%	7%	6%	10%	14%	15%	18%
Rarely	23%	8%	36%	30%	23%	21%	19%	23%	20%	27%	21%
Never	60%	76%	44%	41%	49%	70%	74%	64%	56%	43%	54%
Totals	100%	99%	100%	99%	101%	100%	99%	99%	101%	100%	100%
Unweighted N	(1,140)	(508)	(632)	(146)	(229)	(454)	(311)	(708)	(144)	(167)	(121)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	1%	3%	0%	1%	1%	0%	2%	0%	1%	2%	4%	0%	0%
Once a day	2%	3%	2%	0%	2%	1%	3%	2%	0%	1%	2%	3%	1%
Most days	2%	2%	3%	2%	3%	2%	2%	1%	4%	4%	1%	2%	3%
Some days	12%	15%	13%	7%	14%	10%	12%	14%	14%	11%	12%	12%	13%
Rarely	23%	29%	22%	17%	27%	16%	22%	21%	25%	26%	16%	22%	28%
Never	60%	47%	60%	72%	53%	71%	59%	62%	56%	56%	66%	61%	55%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,140)	(369)	(448)	(323)	(404)	(388)	(477)	(312)	(248)	(206)	(258)	(444)	(232)

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## 5G. Skin-Care Routine Steps — Moisturizer

How often do you use the following on your face?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	13%	6%	20%	24%	11%	10%	9%	11%	15%	20%	14%
Once a day	19%	11%	27%	15%	22%	18%	22%	20%	20%	17%	13%
Most days	13%	10%	16%	15%	18%	9%	11%	14%	9%	12%	16%
Some days	15%	15%	14%	19%	11%	13%	16%	14%	18%	16%	16%
Rarely	12%	14%	10%	9%	10%	13%	14%	11%	14%	16%	12%
Never	28%	44%	14%	18%	26%	37%	27%	31%	23%	20%	29%
Totals	100%	100%	101%	100%	98%	100%	99%	101%	99%	101%	100%
Unweighted N	(1,140)	(511)	(629)	(146)	(227)	(456)	(311)	(705)	(146)	(167)	(122)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	13%	16%	13%	10%	15%	9%	12%	14%	16%	13%	15%	11%	15%
Once a day	19%	24%	18%	16%	21%	17%	19%	17%	22%	20%	17%	20%	20%
Most days	13%	18%	11%	11%	17%	13%	14%	14%	13%	16%	14%	13%	11%
Some days	15%	15%	15%	14%	17%	14%	16%	17%	11%	16%	12%	14%	17%
Rarely	12%	10%	14%	11%	9%	14%	11%	11%	12%	10%	14%	11%	12%
Never	28%	18%	30%	37%	21%	33%	28%	28%	27%	25%	29%	31%	26%
Totals	100%	101%	101%	99%	100%	100%	100%	101%	101%	100%	101%	100%	101%
Unweighted N	(1,140)	(370)	(445)	(325)	(405)	(390)	(480)	(312)	(244)	(206)	(258)	(443)	(233)

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## 5H. Skin-Care Routine Steps — Night cream

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	1%	1%	1%	4%	0%	0%	0%	1%	1%	5%	2%
Once a day	14%	6%	22%	14%	13%	12%	18%	16%	8%	15%	7%
Most days	5%	3%	6%	4%	9%	3%	4%	5%	5%	7%	3%
Some days	10%	5%	14%	8%	12%	8%	10%	9%	12%	11%	10%
Rarely	12%	8%	15%	18%	13%	8%	10%	11%	12%	14%	16%
Never	58%	76%	42%	51%	52%	68%	58%	59%	63%	48%	63%
Totals	100%	99%	100%	99%	99%	99%	100%	101%	101%	100%	101%
Unweighted N	(1,139)	(510)	(629)	(146)	(226)	(455)	(312)	(705)	(145)	(167)	(122)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	1%	3%	0%	1%	1%	1%	2%	1%	1%	0%	3%	1%	0%
Once a day	14%	16%	12%	14%	15%	13%	14%	14%	18%	19%	13%	14%	11%
Most days	5%	6%	3%	5%	7%	5%	5%	5%	5%	8%	5%	4%	4%
Some days	10%	11%	10%	8%	10%	7%	11%	9%	7%	5%	6%	11%	15%
Rarely	12%	14%	14%	7%	12%	9%	9%	12%	13%	10%	12%	12%	14%
Never	58%	51%	60%	64%	56%	65%	59%	59%	56%	58%	62%	58%	57%
Totals	100%	101%	99%	99%	101%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,139)	(369)	(447)	(323)	(404)	(386)	(477)	(312)	(246)	(205)	(257)	(445)	(232)

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## 5I. Skin-Care Routine Steps — Oil

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	2%	1%	3%	5%	3%	1%	0%	1%	5%	5%	0%
Once a day	6%	3%	8%	6%	7%	5%	4%	5%	9%	5%	7%
Most days	3%	4%	2%	3%	5%	2%	2%	3%	5%	3%	2%
Some days	9%	7%	11%	15%	7%	6%	9%	7%	13%	14%	5%
Rarely	14%	11%	17%	16%	18%	9%	15%	12%	19%	15%	20%
Never	67%	74%	59%	54%	60%	77%	70%	72%	49%	59%	66%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,140)	(512)	(628)	(146)	(227)	(453)	(314)	(706)	(146)	(165)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	2%	4%	0%	2%	2%	1%	3%	1%	0%	1%	3%	2%	2%
Once a day	6%	7%	5%	5%	6%	5%	5%	4%	8%	7%	5%	7%	4%
Most days	3%	4%	2%	3%	4%	3%	3%	4%	3%	4%	1%	5%	1%
Some days	9%	13%	8%	5%	10%	4%	9%	9%	9%	9%	5%	10%	10%
Rarely	14%	17%	17%	8%	18%	10%	14%	13%	17%	12%	16%	12%	17%
Never	67%	55%	67%	78%	60%	76%	66%	69%	63%	67%	69%	65%	66%
Totals	101%	100%	99%	101%	100%	99%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,140)	(369)	(446)	(325)	(404)	(389)	(480)	(311)	(245)	(205)	(260)	(442)	(233)

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## 5J. Skin-Care Routine Steps — Serum

How often do you use the following on your face?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	3%	2%	5%	7%	3%	2%	3%	3%	6%	2%	7%
Once a day	8%	3%	12%	7%	10%	6%	9%	8%	3%	13%	5%
Most days	6%	4%	8%	9%	9%	4%	2%	6%	9%	5%	5%
Some days	10%	5%	15%	16%	10%	9%	5%	9%	12%	11%	14%
Rarely	10%	7%	13%	13%	12%	8%	8%	10%	14%	8%	11%
Never	63%	79%	47%	48%	56%	71%	72%	65%	56%	61%	58%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,137)	(508)	(629)	(146)	(228)	(452)	(311)	(704)	(145)	(166)	(122)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	3%	4%	3%	3%	5%	3%	2%	5%	5%	4%	5%	3%	2%
Once a day	8%	9%	6%	8%	8%	6%	8%	6%	10%	10%	6%	7%	8%
Most days	6%	7%	7%	4%	7%	4%	6%	4%	8%	5%	3%	8%	6%
Some days	10%	12%	11%	7%	12%	6%	10%	9%	10%	14%	7%	9%	10%
Rarely	10%	14%	10%	7%	10%	6%	10%	12%	9%	9%	11%	11%	9%
Never	63%	54%	64%	70%	58%	74%	63%	64%	59%	58%	67%	61%	64%
Totals	100%	100%	101%	99%	100%	99%	99%	100%	101%	100%	99%	99%	99%
Unweighted N	(1,137)	(371)	(446)	(320)	(406)	(385)	(479)	(309)	(246)	(205)	(259)	(443)	(230)

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## 5K. Skin-Care Routine Steps — Spot treatment

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	3%	3%	2%	5%	3%	1%	3%	2%	4%	6%	0%
Once a day	3%	2%	4%	7%	4%	2%	1%	2%	6%	5%	5%
Most days	3%	3%	2%	4%	4%	2%	1%	3%	4%	1%	0%
Some days	13%	11%	14%	18%	13%	9%	14%	13%	11%	19%	5%
Rarely	16%	12%	21%	22%	18%	13%	13%	18%	13%	14%	13%
Never	62%	69%	56%	43%	58%	74%	68%	62%	62%	56%	77%
Totals	100%	100%	99%	99%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,138)	(510)	(628)	(146)	(228)	(452)	(312)	(705)	(144)	(166)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	3%	3%	2%	3%	1%	1%	5%	2%	2%	1%	5%	3%	0%
Once a day	3%	3%	5%	1%	3%	1%	3%	2%	3%	4%	2%	3%	3%
Most days	3%	4%	2%	2%	4%	3%	2%	2%	6%	3%	4%	3%	2%
Some days	13%	14%	14%	11%	12%	10%	13%	15%	10%	12%	6%	16%	14%
Rarely	16%	22%	16%	12%	22%	15%	12%	18%	23%	16%	16%	17%	15%
Never	62%	53%	62%	72%	57%	70%	66%	61%	57%	64%	66%	57%	65%
Totals	100%	99%	101%	101%	99%	100%	101%	100%	101%	100%	99%	99%	99%
Unweighted N	(1,138)	(368)	(447)	(323)	(403)	(388)	(476)	(313)	(245)	(205)	(259)	(442)	(232)

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## 5L. Skin-Care Routine Steps — Sunscreen

How often do you use the following on your face?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	3%	3%	4%	5%	5%	3%	1%	3%	1%	8%	3%
Once a day	11%	6%	15%	15%	13%	8%	8%	11%	8%	8%	13%
Most days	10%	8%	12%	18%	13%	7%	6%	10%	6%	17%	12%
Some days	26%	28%	24%	24%	28%	22%	32%	29%	13%	24%	20%
Rarely	26%	28%	25%	31%	23%	27%	23%	26%	28%	23%	31%
Never	23%	27%	20%	8%	19%	33%	29%	20%	45%	19%	21%
Totals	99%	100%	100%	101%	101%	100%	99%	99%	101%	99%	100%
Unweighted N	(1,140)	(510)	(630)	(146)	(227)	(457)	(310)	(707)	(146)	(167)	(120)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	3%	4%	4%	2%	2%	2%	5%	2%	4%	4%	5%	3%	2%
Once a day	11%	14%	10%	8%	15%	8%	5%	14%	16%	11%	8%	11%	12%
Most days	10%	14%	9%	8%	14%	8%	10%	9%	16%	13%	9%	8%	14%
Some days	26%	29%	23%	26%	28%	25%	22%	31%	29%	25%	22%	26%	30%
Rarely	26%	21%	28%	29%	25%	30%	27%	26%	24%	24%	27%	29%	24%
Never	23%	17%	26%	27%	17%	27%	31%	19%	12%	23%	29%	24%	18%
Totals	99%	99%	100%	100%	101%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(1,140)	(370)	(448)	(322)	(405)	(387)	(481)	(311)	(245)	(205)	(259)	(444)	(232)

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## 5M. Skin-Care Routine Steps — Toner

How often do you use the following on your face?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	2%	0%	4%	4%	2%	1%	2%	2%	2%	1%	9%
Once a day	7%	4%	9%	8%	9%	5%	6%	8%	5%	5%	2%
Most days	4%	3%	6%	7%	5%	3%	2%	3%	6%	3%	10%
Some days	9%	6%	12%	16%	13%	4%	6%	8%	11%	19%	2%
Rarely	14%	7%	20%	15%	15%	12%	14%	15%	13%	13%	7%
Never	64%	80%	50%	50%	57%	75%	70%	65%	63%	58%	70%
Totals	100%	100%	101%	100%	101%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,138)	(508)	(630)	(146)	(225)	(454)	(313)	(705)	(143)	(168)	(122)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	2%	1%	3%	3%	3%	2%	1%	3%	2%	4%	1%	3%	1%
Once a day	7%	8%	6%	6%	8%	5%	6%	7%	9%	5%	5%	8%	6%
Most days	4%	7%	3%	2%	4%	3%	5%	4%	4%	7%	3%	4%	3%
Some days	9%	14%	6%	7%	12%	5%	9%	9%	8%	11%	8%	7%	12%
Rarely	14%	14%	14%	13%	14%	14%	13%	14%	14%	12%	10%	17%	13%
Never	64%	56%	68%	69%	60%	70%	66%	62%	62%	61%	72%	61%	64%
Totals	100%	100%	100%	100%	101%	99%	100%	99%	99%	100%	99%	100%	99%
Unweighted N	(1,138)	(368)	(445)	(325)	(402)	(389)	(479)	(309)	(246)	(204)	(256)	(444)	(234)

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## 5N. Skin-Care Routine Steps — Wipes

How often do you use the following on your face?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	3%	4%	3%	5%	4%	1%	4%	3%	4%	3%	4%
Once a day	7%	4%	9%	7%	9%	5%	6%	7%	7%	6%	5%
Most days	6%	5%	8%	13%	6%	4%	4%	6%	9%	6%	6%
Some days	13%	10%	15%	21%	11%	10%	10%	11%	14%	19%	10%
Rarely	20%	17%	23%	18%	27%	19%	17%	19%	23%	22%	22%
Never	51%	60%	42%	36%	43%	61%	59%	53%	43%	44%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,140)	(510)	(630)	(146)	(228)	(454)	(312)	(706)	(146)	(167)	(121)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	3%	4%	3%	3%	3%	2%	3%	4%	4%	2%	2%	6%	2%
Once a day	7%	7%	6%	7%	5%	6%	9%	5%	5%	10%	6%	6%	6%
Most days	6%	6%	9%	4%	7%	4%	7%	4%	8%	6%	4%	8%	6%
Some days	13%	15%	12%	11%	14%	12%	15%	11%	9%	7%	15%	13%	14%
Rarely	20%	22%	20%	19%	21%	22%	19%	23%	21%	20%	17%	24%	19%
Never	51%	45%	51%	56%	51%	55%	47%	54%	54%	55%	56%	45%	53%
Totals	100%	99%	101%	100%	101%	101%	100%	101%	101%	100%	100%	102%	100%
Unweighted N	(1,140)	(369)	(447)	(324)	(404)	(387)	(480)	(310)	(247)	(205)	(258)	(445)	(232)

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## 6. Ever Used Skin-Care Products

Have you ever used the following on your face? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Botox	4%	1%	7%	1%	6%	4%	3%	4%	4%	3%	1%
Chemical peel	5%	2%	7%	5%	6%	5%	3%	5%	7%	6%	2%
Dermaplaning	6%	2%	11%	10%	12%	3%	2%	6%	7%	8%	4%
Facial roller	12%	5%	18%	21%	14%	8%	7%	10%	15%	21%	6%
LED light therapy	7%	6%	8%	14%	8%	5%	3%	6%	13%	5%	7%
Microcurrent treatment	2%	2%	3%	5%	2%	2%	1%	1%	5%	4%	1%
Microdermabrasion	4%	3%	6%	3%	8%	4%	3%	5%	3%	7%	2%
Microneedling	3%	3%	4%	7%	3%	3%	2%	4%	3%	3%	1%
Pore strip	18%	10%	26%	26%	22%	18%	5%	17%	10%	25%	22%
Retinol	16%	6%	25%	14%	15%	17%	16%	17%	12%	12%	16%
None of the above	56%	69%	44%	41%	47%	63%	70%	58%	52%	55%	53%
Not sure	6%	8%	3%	7%	10%	3%	3%	5%	6%	3%	13%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Botox	4%	5%	3%	4%	6%	4%	3%	5%	5%	4%	3%	3%	5%
Chemical peel	5%	5%	5%	5%	6%	5%	4%	5%	10%	7%	4%	4%	5%
Dermaplaning	6%	7%	6%	7%	6%	6%	4%	7%	8%	7%	5%	6%	7%
Facial roller	12%	13%	13%	10%	14%	9%	12%	11%	14%	11%	13%	12%	12%
LED light therapy	7%	9%	9%	3%	7%	4%	7%	8%	7%	9%	6%	7%	6%
Microcurrent treatment	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%
Microdermabrasion	4%	5%	4%	5%	5%	5%	3%	5%	8%	3%	3%	4%	7%
Microneedling	3%	3%	5%	2%	4%	2%	2%	3%	5%	2%	3%	5%	3%

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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
Pore strip	18%	22%	16%	16%	19%	14%	17%	15%	21%	17%	15%	20%	19%
Retinol	16%	22%	14%	12%	22%	14%	16%	16%	19%	22%	15%	14%	14%
None of the above	56%	48%	56%	65%	52%	65%	56%	56%	55%	57%	58%	54%	57%
Not sure	6%	5%	8%	3%	3%	2%	7%	5%	2%	2%	9%	6%	5%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 7. Effectiveness of Skin-Care Products

Generally speaking, how effective do you think most non-prescription skin-care products are at addressing the issues they claim to target, such as acne or wrinkles?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very effective	5%	4%	6%	6%	9%	2%	3%	4%	8%	4%	5%
Somewhat effective	41%	39%	43%	53%	41%	37%	37%	41%	35%	47%	44%
Not very effective	23%	20%	25%	22%	20%	24%	25%	25%	20%	16%	20%
Not at all effective	7%	8%	7%	7%	5%	8%	8%	7%	3%	15%	5%
Not sure	24%	29%	20%	12%	26%	29%	26%	23%	33%	19%	26%
Totals	100%	100%	101%	100%	101%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,145)	(512)	(633)	(145)	(229)	(457)	(314)	(711)	(144)	(167)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very effective	5%	7%	4%	3%	6%	4%	4%	6%	7%	6%	7%	5%	1%
Somewhat effective	41%	49%	37%	37%	45%	37%	42%	35%	49%	44%	34%	46%	37%
Not very effective	23%	23%	24%	21%	23%	25%	21%	28%	23%	25%	21%	21%	26%
Not at all effective	7%	6%	6%	10%	4%	7%	9%	6%	5%	5%	10%	6%	8%
Not sure	24%	16%	28%	28%	22%	27%	24%	25%	17%	19%	28%	22%	27%
Totals	100%	101%	99%	99%	100%	100%	100%	100%	101%	99%	100%	100%	99%
Unweighted N	(1,145)	(370)	(448)	(327)	(405)	(393)	(481)	(313)	(247)	(206)	(260)	(446)	(233)

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**8. Effectiveness and Cost of Skin-Care Products**

Compared to less expensive skin-care products, do you think that more expensive skin-care products are... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more effective	4%	3%	4%	5%	6%	3%	1%	3%	6%	4%	4%
Somewhat more effective	21%	22%	20%	22%	20%	22%	20%	22%	18%	26%	17%
Equally as effective	39%	36%	43%	39%	40%	40%	38%	42%	32%	34%	41%
Somewhat less effective	6%	5%	6%	10%	5%	4%	6%	5%	7%	8%	3%
Much less effective	2%	2%	2%	4%	1%	3%	1%	2%	1%	7%	1%
Not sure	28%	32%	24%	20%	28%	28%	34%	27%	36%	22%	34%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,145)	(511)	(634)	(145)	(229)	(458)	(313)	(710)	(145)	(167)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more effective	4%	4%	4%	3%	4%	3%	5%	3%	2%	5%	5%	3%	2%
Somewhat more effective	21%	24%	18%	22%	22%	24%	18%	20%	31%	29%	15%	23%	18%
Equally as effective	39%	44%	37%	38%	43%	40%	39%	39%	47%	39%	36%	42%	39%
Somewhat less effective	6%	7%	6%	4%	7%	5%	7%	7%	3%	4%	6%	4%	9%
Much less effective	2%	4%	1%	2%	2%	1%	3%	1%	1%	0%	6%	2%	2%
Not sure	28%	18%	34%	31%	23%	28%	28%	29%	15%	22%	33%	26%	29%
Totals	100%	101%	100%	100%	101%	101%	100%	99%	99%	99%	101%	100%	99%
Unweighted N	(1,145)	(371)	(449)	(325)	(405)	(392)	(482)	(313)	(246)	(206)	(259)	(446)	(234)

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## 9. Spending on Skin Care

What is the maximum amount you would ever be willing to spend on a single skin-care product?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I don't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	24%
\$10 or less	15%	15%	15%	11%	16%	19%	11%	15%	15%	14%	20%
\$11-\$20	19%	19%	19%	26%	17%	17%	18%	20%	15%	20%	17%
\$21-\$30	15%	13%	16%	21%	18%	9%	12%	15%	13%	12%	17%
\$31-\$40	9%	7%	11%	15%	9%	9%	5%	8%	12%	14%	9%
\$41-\$50	6%	4%	8%	5%	5%	4%	9%	6%	8%	6%	3%
\$51-\$60	5%	4%	6%	7%	8%	3%	3%	4%	6%	9%	3%
More than \$60	5%	2%	9%	3%	7%	6%	5%	6%	3%	5%	4%
Not sure	5%	4%	5%	4%	5%	3%	8%	4%	8%	5%	3%
Totals	101%	100%	101%	99%	100%	101%	100%	101%	98%	100%	100%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I don't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
\$10 or less	15%	14%	14%	17%	15%	15%	19%	9%	16%	10%	17%	16%	14%
\$11-\$20	19%	19%	22%	15%	17%	19%	21%	20%	14%	15%	19%	19%	21%
\$21-\$30	15%	18%	13%	12%	17%	14%	14%	16%	15%	17%	17%	13%	13%
\$31-\$40	9%	11%	9%	7%	10%	7%	7%	10%	11%	12%	7%	10%	8%
\$41-\$50	6%	7%	5%	6%	8%	7%	4%	8%	9%	8%	3%	7%	5%
\$51-\$60	5%	7%	4%	4%	7%	4%	4%	6%	6%	7%	4%	3%	7%
More than \$60	5%	8%	4%	4%	6%	6%	3%	6%	10%	5%	5%	5%	7%

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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
Not sure	5%	3%	6%	4%	5%	3%	5%	5%	2%	2%	6%	5%	3%
Totals	101%	99%	100%	99%	101%	102%	100%	100%	100%	100%	99%	100%	98%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 10A. Importance of Factors in Skin-Care Products — Whether it contains natural ingredients

How important is the following to you when choosing a skin-care product?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	27%	23%	30%	38%	23%	22%	28%	23%	37%	35%	28%
Somewhat important	32%	26%	37%	28%	40%	29%	29%	34%	26%	30%	25%
Not very important	9%	8%	10%	16%	9%	7%	5%	9%	8%	6%	14%
Not at all important	7%	8%	6%	8%	8%	8%	5%	8%	5%	8%	2%
Not sure	4%	3%	4%	3%	4%	3%	4%	2%	5%	6%	7%
Not asked - doesn't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	24%
Totals	101%	100%	99%	100%	99%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,146)	(512)	(634)	(146)	(229)	(459)	(312)	(711)	(145)	(167)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	27%	32%	27%	23%	30%	22%	31%	22%	30%	27%	29%	29%	22%
Somewhat important	32%	36%	27%	33%	35%	33%	27%	38%	31%	27%	33%	34%	30%
Not very important	9%	11%	10%	6%	12%	6%	10%	6%	12%	14%	5%	8%	11%
Not at all important	7%	7%	9%	6%	4%	9%	6%	9%	9%	4%	8%	5%	14%
Not sure	4%	2%	5%	3%	3%	3%	3%	4%	1%	4%	4%	3%	3%
Not asked - doesn't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
Totals	101%	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,146)	(370)	(449)	(327)	(405)	(393)	(482)	(312)	(248)	(206)	(260)	(445)	(235)

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## 10B. Importance of Factors in Skin-Care Products — Whether it was tested on animals

How important is the following to you when choosing a skin-care product?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	25%	14%	34%	20%	27%	26%	24%	25%	18%	32%	20%
Somewhat important	22%	17%	26%	25%	29%	17%	17%	22%	22%	20%	18%
Not very important	10%	12%	9%	18%	9%	8%	8%	10%	16%	9%	3%
Not at all important	14%	18%	11%	22%	10%	14%	13%	13%	18%	19%	13%
Not sure	8%	7%	8%	7%	9%	6%	9%	6%	8%	5%	22%
Not asked - doesn't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	24%
Totals	101%	100%	100%	99%	99%	102%	100%	99%	100%	100%	100%
Unweighted N	(1,148)	(513)	(635)	(146)	(229)	(459)	(314)	(711)	(146)	(168)	(123)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	25%	33%	23%	18%	30%	20%	29%	23%	22%	32%	17%	24%	26%
Somewhat important	22%	29%	19%	17%	29%	17%	19%	22%	24%	25%	23%	21%	19%
Not very important	10%	7%	14%	9%	11%	9%	9%	9%	14%	11%	12%	11%	8%
Not at all important	14%	13%	13%	17%	7%	18%	14%	16%	17%	3%	16%	16%	19%
Not sure	8%	6%	8%	8%	7%	8%	6%	10%	7%	7%	11%	6%	8%
Not asked - doesn't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
Totals	101%	100%	100%	99%	100%	99%	100%	100%	101%	102%	100%	100%	100%
Unweighted N	(1,148)	(371)	(450)	(327)	(406)	(393)	(482)	(314)	(248)	(207)	(260)	(446)	(235)

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## 10C. Importance of Factors in Skin-Care Products — Whether it is affordable

How important is the following to you when choosing a skin-care product?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	52%	42%	62%	62%	55%	49%	45%	52%	56%	56%	45%
Somewhat important	20%	20%	20%	24%	21%	16%	21%	21%	15%	18%	21%
Not very important	2%	3%	2%	2%	3%	2%	2%	2%	2%	5%	2%
Not at all important	2%	2%	2%	1%	3%	2%	2%	1%	6%	2%	0%
Not sure	2%	2%	2%	3%	2%	1%	2%	1%	2%	3%	7%
Not asked - doesn't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	25%
Totals	100%	101%	100%	99%	99%	101%	101%	100%	99%	99%	100%
Unweighted N	(1,147)	(513)	(634)	(145)	(229)	(459)	(314)	(711)	(146)	(168)	(122)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	52%	61%	49%	46%	57%	50%	58%	49%	52%	53%	57%	52%	47%
Somewhat important	20%	21%	21%	17%	21%	17%	13%	26%	26%	17%	17%	21%	22%
Not very important	2%	3%	1%	3%	3%	3%	2%	2%	4%	3%	1%	1%	5%
Not at all important	2%	2%	2%	2%	1%	1%	3%	1%	1%	0%	2%	1%	4%
Not sure	2%	1%	4%	1%	2%	1%	1%	2%	0%	2%	1%	2%	2%
Not asked - doesn't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,147)	(371)	(449)	(327)	(405)	(393)	(481)	(314)	(248)	(207)	(260)	(445)	(235)

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## 10D. Importance of Factors in Skin-Care Products — Whether it is dermatologist-recommended

How important is the following to you when choosing a skin-care product?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	30%	26%	34%	35%	35%	26%	27%	29%	37%	38%	19%
Somewhat important	30%	28%	32%	36%	31%	26%	29%	32%	24%	28%	26%
Not very important	9%	6%	11%	11%	7%	9%	8%	8%	10%	11%	9%
Not at all important	6%	5%	6%	5%	6%	7%	4%	6%	6%	3%	4%
Not sure	4%	3%	5%	5%	5%	2%	4%	2%	5%	4%	17%
Not asked - doesn't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	24%
Totals	101%	100%	100%	99%	99%	101%	101%	100%	100%	99%	99%
Unweighted N	(1,145)	(513)	(632)	(146)	(229)	(457)	(313)	(709)	(146)	(167)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	30%	35%	29%	27%	34%	24%	31%	33%	29%	34%	25%	33%	28%
Somewhat important	30%	35%	27%	29%	30%	33%	27%	27%	39%	28%	32%	29%	30%
Not very important	9%	8%	10%	8%	11%	9%	10%	8%	8%	6%	11%	7%	12%
Not at all important	6%	6%	6%	5%	4%	6%	6%	6%	6%	4%	7%	6%	5%
Not sure	4%	3%	6%	2%	4%	2%	2%	6%	1%	5%	4%	3%	4%
Not asked - doesn't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
Totals	101%	99%	101%	101%	99%	101%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,145)	(369)	(449)	(327)	(404)	(393)	(481)	(312)	(248)	(206)	(259)	(445)	(235)

# YouGov Survey: Skin-Care Routines

April 11 - 15, 2024 - 1148 U.S. adult citizens



## 10E. Importance of Factors in Skin-Care Products — Whether it has positive reviews online

How important is the following to you when choosing a skin-care product?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	35%	27%	43%	43%	40%	31%	29%	33%	38%	44%	34%
Somewhat important	31%	29%	33%	40%	32%	25%	29%	33%	27%	28%	22%
Not very important	5%	5%	5%	4%	4%	5%	7%	5%	5%	6%	7%
Not at all important	3%	3%	4%	0%	4%	5%	2%	3%	5%	3%	2%
Not sure	4%	4%	4%	6%	4%	3%	4%	2%	7%	5%	11%
Not asked - doesn't buy skin-care products	22%	32%	12%	7%	15%	31%	29%	23%	18%	15%	24%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,144)	(513)	(631)	(146)	(228)	(458)	(312)	(709)	(145)	(167)	(123)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	35%	45%	33%	27%	39%	31%	35%	31%	40%	39%	40%	33%	32%
Somewhat important	31%	34%	28%	31%	33%	30%	29%	35%	35%	29%	25%	32%	35%
Not very important	5%	4%	6%	5%	5%	6%	6%	6%	2%	4%	4%	6%	6%
Not at all important	3%	3%	4%	4%	2%	5%	3%	4%	3%	2%	5%	3%	4%
Not sure	4%	2%	7%	2%	4%	1%	3%	4%	2%	2%	5%	5%	3%
Not asked - doesn't buy skin-care products	22%	12%	23%	30%	16%	27%	23%	20%	17%	24%	21%	22%	20%
Totals	100%	100%	101%	99%	99%	100%	99%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,144)	(371)	(448)	(325)	(406)	(391)	(481)	(312)	(247)	(206)	(259)	(444)	(235)

# YouGov Survey: Skin-Care Routines

April 11 - 15, 2024 - 1148 U.S. adult citizens



<b>Interviewing Dates</b>	April 11 - 15, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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 0.051 to 6.531, with a mean of one and a standard deviation of 0.87.
<b>Number of respondents</b>	1148
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	78 questions not reported.