

1. Preparation time - morning

How long does it take you to get ready in the morning?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Less than 10 minutes	13%	18%	9%	10%	13%	13%	16%	15%	12%	11%	13%	11%
10 minutes to 30 minutes	52%	52%	52%	54%	48%	51%	58%	47%	56%	53%	52%	53%
More than 30 minutes to an hour	25%	21%	29%	26%	26%	28%	19%	23%	25%	30%	26%	18%
More than an hour	6%	7%	6%	2%	9%	8%	5%	10%	5%	4%	7%	2%
Not sure	3%	3%	4%	8%	4%	1%	3%	6%	3%	2%	2%	15%
Totals (Unweighted N)	100% (1,000)	100% (468)	100% (532)	100% (126)	100% (306)	100% (384)	100% (184)	100% (348)	100% (394)	100% (258)	100% (925)	100% (75)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Less than 10 minutes	13%	14%	3%	16%	7%	17%	11%	11%	10%	12%	12%	14%	14%
10 minutes to 30 minutes	52%	51%	57%	52%	76%	50%	56%	51%	42%	57%	56%	49%	48%
More than 30 minutes to an hour	25%	26%	23%	25%	15%	21%	24%	28%	40%	23%	24%	24%	32%
More than an hour	6%	6%	8%	6%	—	8%	5%	5%	7%	5%	6%	8%	6%
Not sure	3%	3%	8%	1%	1%	4%	4%	5%	1%	4%	2%	6%	1%
Totals (Unweighted N)	100% (1,000)	100% (876)	100% (78)	100% (46)	100% (23)	100% (300)	100% (334)	100% (227)	100% (116)	100% (175)	100% (247)	100% (349)	100% (229)

2. Preparation time - evening

How long does it take you to get ready for a night out, such as dinner at a nice restaurant or a date?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Less than 10 minutes	10%	16%	5%	18%	15%	5%	6%	11%	12%	6%	10%	14%
10 minutes to 30 minutes	50%	58%	42%	45%	45%	53%	55%	47%	49%	54%	50%	44%
More than 30 minutes to an hour	31%	20%	42%	28%	32%	33%	30%	29%	32%	34%	32%	22%
More than an hour	5%	2%	8%	3%	4%	7%	6%	8%	3%	3%	5%	4%
Not sure	4%	4%	4%	5%	5%	3%	4%	5%	4%	3%	3%	17%
Totals (Unweighted N)	100% (1,000)	100% (468)	100% (532)	100% (126)	100% (306)	100% (384)	100% (184)	100% (348)	100% (394)	100% (258)	100% (925)	100% (75)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Less than 10 minutes	10%	9%	11%	15%	27%	11%	8%	8%	12%	8%	7%	13%	9%
10 minutes to 30 minutes	50%	50%	44%	51%	57%	51%	50%	49%	43%	57%	52%	43%	52%
More than 30 minutes to an hour	31%	32%	25%	31%	11%	30%	32%	34%	34%	28%	34%	31%	32%
More than an hour	5%	4%	12%	3%	—	5%	6%	4%	8%	5%	3%	7%	4%
Not sure	4%	4%	9%	—	5%	3%	5%	5%	3%	2%	3%	6%	3%
Totals (Unweighted N)	100% (1,000)	100% (876)	100% (78)	100% (46)	100% (23)	100% (300)	100% (334)	100% (227)	100% (116)	100% (175)	100% (247)	100% (349)	100% (229)

3. Number of skin products used

How many skin care and styling products (such as moisturizers, hair styling products, and makeup) do you use to get ready in the morning on a typical day?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
None	34%	54%	16%	32%	20%	39%	47%	24%	42%	38%	35%	24%
1 or 2	35%	33%	36%	37%	41%	32%	28%	39%	33%	31%	35%	35%
3 or 4	17%	8%	25%	17%	19%	17%	13%	21%	12%	18%	17%	18%
5 or 6	7%	1%	13%	8%	7%	6%	8%	6%	8%	7%	7%	10%
7 or more	4%	2%	7%	1%	8%	5%	2%	5%	3%	6%	4%	4%
Not sure	3%	2%	3%	4%	5%	1%	1%	5%	2%	1%	2%	9%
Totals (Unweighted N)	100% (1,000)	100% (468)	100% (532)	100% (126)	100% (306)	100% (384)	100% (184)	100% (348)	100% (394)	100% (258)	100% (925)	100% (75)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
None	34%	37%	21%	28%	56%	41%	29%	28%	30%	35%	35%	33%	34%
1 or 2	35%	33%	37%	42%	15%	34%	35%	39%	31%	36%	37%	31%	37%
3 or 4	17%	16%	17%	23%	14%	11%	20%	18%	25%	17%	14%	18%	17%
5 or 6	7%	8%	6%	5%	12%	8%	7%	6%	6%	8%	8%	6%	7%
7 or more	4%	4%	8%	3%	2%	4%	4%	5%	6%	3%	4%	7%	2%
Not sure	3%	2%	10%	—	—	2%	4%	3%	2%	2%	2%	4%	2%
Totals (Unweighted N)	100% (1,000)	100% (876)	100% (78)	100% (46)	100% (23)	100% (300)	100% (334)	100% (227)	100% (116)	100% (175)	100% (247)	100% (349)	100% (229)