Men are pervs, women are gold diggers

There might just be some truth in those old clichés

International study
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INTRODUCTION

Miratech and its international partners have conducted the first international eye tracking study to measure how men and women look at the photo of a sexy and provocative young woman.

The study took place from June to October 2011 and involved 210 test participants located in 7 countries.

The study was led by Miratech. The Miratech team defined the test protocol, conducted the tests in France, coordinated the tests in the other countries, collated the results, analyzed the data and drafted this document.

Some of the partners that participated in the study are members of the International Usability Testing Partnership (IUTP), a network dedicated to user testing and consumer research: www.iutp.org.

The IUTP network is supported by Tobii, the world’s leading developer of eye tracking equipment: www.tobii.com.

List of countries and laboratories that took part in the project:

<table>
<thead>
<tr>
<th>Country</th>
<th>Laboratory</th>
<th>IUTP member</th>
<th>Web address</th>
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</tr>
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</table>

4
I. TEST PROTOCOL

a) Participants

Each country that participated in the study tested a sample group of 30 people:

- 15 men
- 15 women

Each country made sure their group had an even distribution of ages and socio-economic groups.

b) The picture used
c) Test scenario

After an initial icebreaker to put them at ease, the participants were shown the picture of the woman and were asked to **look at it for 20 seconds**.

They were given no other instruction but to **look at the picture**. They were not asked, for example, to describe or memorize the picture.

During this phase, eye tracking technology was used to measure and record the participants’ eye movements.

![Figure 1: How eye tracking works](image)

Only **Tobii eye tracking equipment** was used to record the eye movements. This made it possible to collect data remotely in a non-invasive manner, since the participants did not have to wear special headsets or glasses.

Two types of data were gathered and analyzed:
- Numerical data collected throughout the test (fixation duration, gaze duration, etc.)
- Visual data (heat maps, gaze plots, videos, etc.)
Once the participants had finished viewing the picture, they were asked to fill out a questionnaire in order to provide more qualitative data.
QUESTIONNAIRE

Check the box(es) that match your answer(s)

You’ve just had a look at the picture of a young woman. How attractive do you find her?

- Very unattractive
- Unattractive
- Not unattractive / not attractive
- Attractive
- Very attractive

How would you describe her? (multiple choice)

- Elegant
- Sexy
- Vulgar / Common
- Charming
- Indecent

Do you think she is...? (multiple choice)

- Modest
- Sympathetic
- Rich
- Famous
- Powerful

What detail(s) in this picture caught your attention?

What is the color of her eyes?

What is your gender?

- Male
- Female

What is your age?

Thank you for participating

Figure 3: Questionnaire
d) Laboratory setup

Each partner has a laboratory that is specially designed to minimize the feeling of being observed. Only one discreet test facilitator was present during testing.

![Figure 4: Example of a laboratory setup at Miratech](image)

e) Analysis

For analysis purposes, the photo was divided into six distinct areas in order to obtain precise measurements:

- The face
- The hair
- The chest
- The right hand
- The pelvis
- The ring

![Figure 5: The different areas of interest](image)
II. **Main Results**

a) The face was the area most looked at

Over the entire duration of the test (20 seconds of viewing), regardless of the participants’ nationality or gender, they all focused the longest on the face.

![Figure 6: Percentage of time spent on each area by the end of the 20 seconds, for all participants in all countries combined](image)

It was the men who spent the most time looking at the face. They spent 12% more time looking at the face than the women did.

![Figure 7: Example - Heat map for the entire group of Spanish participants at the end of the 20 seconds](image)
To identify the face, the women paid closer attention to the eyes, whereas the men focused more on the lips.

Figure 8: Example - A man’s gaze plot

Figure 9: Example - A woman’s gaze plot
b) The chest was more looked at by the men

   i. Difference between men/women, without distinguishing between countries

Out of the 20 seconds spent looking at the picture, **the men spent an average of 37% more time on the chest than the women did!**

![Figure 10: Total time spent on the chest for all countries](image)

The findings reveal that in total, across all participating countries, **the men consistently spent more time looking at the chest than the women did.** This difference was minimal during the first two seconds of viewing because the participants took the time to scan the entire picture, but it increased over time.
These results are clearly visible on the heat maps.

**Figure 11**: Example – The Danish men’s chest heat map at the end of the 20 seconds

**Figure 12**: Example – The Danish women’s chest heat map at the end of the 20 seconds
ii. Difference between countries

The French and Danish men clearly stood out from the other countries by spending slightly more than 4 seconds looking at the chest. The time spent by the other countries was more homogeneous, ranging between 2 and 2.5 seconds.

Out of the groups of women, the French women spent much longer looking at the chest, with a result of almost 4 seconds. The time spent by the other countries was rather homogeneous, varying slightly between 1.5 and 2 seconds.
iii. Detailed results by country

The results show that in all of the countries tested it was the men who focused more on the chest. **France had the smallest difference between the genders** with just 9% separating the women from the men, while Denmark had the highest with 106%!
c) The women looked at the ring more than the men did

i. Difference between men/women, without distinguishing between countries

Out of the 20 seconds spent looking at the picture, the women focused on the ring for 27% more time on average than the men did. This cumulative result for all countries is mainly due to the behavior of the Danish and English women (more on this further on).

![Figure 16: Total time spent on the ring for all countries](image)

The total for all of the countries combined reveals that the difference between men and women increases with the time spent looking at the picture.
Figure 17: Example – The English women’s ring heat map at the end of the 20 seconds

Figure 18: Example – The English men’s ring heat map at the end of the 20 seconds
ii. Difference between countries

![Figure 19: Countries ranked according to the time the women spent on the ring](image)

**England, Denmark and Spain are the three countries where the women spent the most time looking at the ring.** Furthermore, Spain and England are the countries where the women spent the least time looking at the chest.

![Figure 20: Countries ranked according to the time the men spent on the ring](image)

Overall, the men spent little time looking at the ring. The maximum was 1.1 seconds. The results show that **the Spanish and American men are those who spent the least time on the chest and the most time on the ring.**
iii. Detailed results by country

In England and Denmark especially, the women paid more attention to the ring than the men did. In the other countries there was no significant difference. In Brazil, the USA and the Netherlands, it was the men who looked at the ring the longest.

The greatest difference between the genders was found in the English group, with 149% separating the men from the women.
iv. Men’s/women’s gaze plot

These two gaze plots, showing the gaze patterns of a woman and a man, are a good illustration of the differing importance that each person places on the various elements:

- the man focuses on the young woman’s figure,
- whereas the woman spends more time focusing on the details (belt, ring, etc.)
d) Gaze time on the rest of the body was equivalent

With a difference of less than 10% in gaze time for all countries by the end of the 20 seconds, men spent almost as much time as the women looking at the pelvis, hair and right hand.

![Figure 24: Time spent on the rest of the body by the end of the 20 seconds, for all countries combined](image)
Figure 25: Example – The French women’s pelvis heat map at the end of the 20 seconds

Figure 26: Example – The French men’s pelvis heat map at the end of the 20 seconds
e) Qualitative feedback

The results show that the majority of participants, both men and women, found the woman in the photo “attractive”. Furthermore, the proportion of women who checked the “Not unattractive / Not attractive” box is almost equal to the proportion of men who checked “Very attractive”.

Whereas the majority of men found the woman in the photo “sexy”, the majority of women found her “vulgar/common”.

Figure 29: Answers from all participants

When asked to recall the details in the picture spontaneously, it was the men who most mentioned the eyes and the ring. Yet, it was the women who spent the most time looking at these.

This is a good illustration of the difference between what is self-reported (questionnaire) and what is measured (eye tracking).

**With eye tracking, it is possible to measure behaviors that are impossible to reveal using conventional research methods.**
CONCLUSIONS

a) Success of the study

This testing was conducted in seven countries and revealed:

- Behavioral similarities between the countries and genders:
  o The face was the area most looked at
  o The time spent looking at the pelvis, right hand and hair was identical for both men and women

- Differences between men and women in all countries:
  o The part of the face the women looked at the most was the eyes
  o The men spent more time looking at the lower part of the face, especially the lips
  o The men lingered on the chest a lot longer than the women did
  o When answering the questionnaire, the majority of women described the woman in the photo as common and vulgar...
  o ... whereas the men found her attractive and sexy

- Differences between the countries:
  o The French women were those who spent the most time looking at the chest! They looked at the chest for 2.7 times longer than the English women, who came last in that ranking
  o The English women were the most interested in the ring: they spent 149% more time looking at the ring than the English men did, and 2.2 times longer than the French women
  o The French and Danish men spent the most time looking at the chest, with a gaze duration of more than 4 seconds
  o The Spanish and American men are those who spent the least time on the chest
  o The Danish and English women spent the most time looking at the ring, with a gaze duration of more than 1.7 seconds. As for the other countries, there was no significant difference in how the men and women behaved in relation to the ring
  o France was the country with the least difference between men and women when it came to looking at the chest, with just 9% separating the two
  o Denmark, on the other hand, showed the most significant difference: the men spent more than twice as much time looking at the chest than the women did
b) What’s next?

It would be worth conducting the study again and improving the following points:

- The participants were in a test situation and the presence of a test facilitator may have influenced their behavior somewhat.

  In a real-life situation, the behavior of the participants might be even more exaggerated.

  *For example:* with no one to observe him, a man might spend even more time on the chest.

- The sexual preferences of the participants were not taken into account.
**APPENDIX**

Trends in gaze focus on the chest over time

![Figure 30: Time spent on the chest within the first second of viewing](image)

From the very first second, the chest was most looked at by the men in all countries except Spain.

![Figure 31: Time spent on the chest within the first 2 seconds of viewing](image)

After 2 seconds, the gap was slightly reduced but the result still remained higher for the men in 4 of the 7 countries.
After 5 seconds, the trend became clear as the gaze duration of the men once again exceeded that of the women.

After 10 seconds the differences changed, but the men still remained in the lead.
By the end of the 20-second viewing period, the result was similar for all countries: the men spent more time looking at the chest than the women did.
Trends in gaze focus on the ring over time

Figure 35: Time spent on the ring within the first 2 seconds of viewing

Since the ring was less visible, it had not been seen by the end of the first second. Only some of the participants had seen it after 2 seconds.

Figure 36: Time spent on the ring within the first 5 seconds of viewing

By the 5th second, all of the participants had seen it. It was already clear by this stage that in 4 of the 7 countries it was the women who spent the most time looking at it.
After 10 seconds, the women, and in particular the Danish and English women, focused more intently on the ring.

Over the entire viewing period, the Danish and English women focused on the ring a lot more than the men did.
Total fixation duration, First fixation time, Fixation duration

For each country, the total fixation duration, the first fixation time and the fixation duration will be shown for men and women in two different charts.

Definitions

- **Total fixation duration**: Duration of all fixations within an Area Of Interest (AOI), or within all AOIs belonging to an AOI Group (seconds).
- **First fixation time**: The time from the start of the stimulus display until the test participant fixates on the AOI or AOI Group for the first time (seconds).
- **Fixation duration**: Duration of each individual fixation within an AOI, or within all AOIs belonging to an AOI Group (seconds).
Brazil

Total fixation duration
0 – 1 second

Women

Men
Brazil

Total fixation duration
0 – 2 seconds

Women

![Chart showing total fixation duration mean for women in Brazil.](image)

Men

![Chart showing total fixation duration mean for men in Brazil.](image)
Brazil

Total fixation duration
0 – 5 seconds

Women

Men
Brazil

Total fixation duration

0 – 10 seconds

Women

Men
Brazil

Total fixation duration
0 – 20 second

Women

Men
Brazil

Time to first fixation
0 – 1 second

Women

Men
Brazil

Time to first fixation
0 – 2 seconds

Women

Men
Brazil

Time to first fixation
0 – 5 seconds

Women

![Bar chart showing time to first fixation mean for women in Brazil, with categories for different body parts and times.]

Men

![Bar chart showing time to first fixation mean for men in Brazil, with categories for different body parts and times.]

40
Brazil

Time to first fixation
0 – 10 seconds

Women

Men
Brazil

**Time to first fixation**

0 – 20 second

*Women*

![Bar graph showing time to first fixation for women in Brazil](image1)

*Men*

![Bar graph showing time to first fixation for men in Brazil](image2)
Brazil

**Fixation duration**

0 – 1 second

*Women*

![Graph showing fixation duration for women.]

*Men*

![Graph showing fixation duration for men.]

Legend:
- Cheesepie
- Face
- Hair
- Right hand
- Ring
- Vest
- Vest
Brazil

Fixation duration
0 – 2 seconds

Women

Men
Brazil

Fixation duration

0 – 5 seconds

Women

Men
Brazil

Fixation duration
0 – 10 seconds

Women

Men
Brazil

Fixation duration
0 – 20 second

Women

Men
Denmark

Total fixation duration
0 – 1 second

Women

Men
Denmark

Total fixation duration
0 – 2 seconds

Women

Men
Denmark

Total fixation duration
0 – 5 seconds

Women

Men
Denmark

Total fixation duration
0 – 10 seconds

Women

Men
Denmark

Total fixation duration
0 – 20 second

Women

Men
Denmark

**Time to first fixation**

0 – 1 second

**Women**

![Bar chart showing time to first fixation for women in Denmark]

**Men**

![Bar chart showing time to first fixation for men in Denmark]
Denmark

**Time to first fixation**

0 – 2 seconds

**Women**

![Bar chart showing time to first fixation for women.]

**Men**

![Bar chart showing time to first fixation for men.]

Legend:
- Hair
- Ring
- Left hand
- Right hand
- Face
- Nose
Denmark

Time to first fixation
0 – 5 seconds

Women

Men
Denmark

Time to first fixation
0 – 10 seconds

Women

Men
Denmark

Time to first fixation
0 – 20 second

Women

Men
Denmark

**Fixation duration**

0 – 1 second

*Women*

![Fixation Duration for Women](image)

*Men*

![Fixation Duration for Men](image)
Denmark

Fixation duration

0 – 2 seconds

Women

Men
Denmark

Fixation duration
0 – 5 seconds

Women

Men
Denmark

Fixation duration
0 – 10 seconds

Women

Men
Denmark

Fixation duration
0 – 20 second

Women

Men
France

Total fixation duration
0 – 1 second

Women

![Graph showing fixation duration mean for women]

Men

![Graph showing fixation duration mean for men]
France

Total fixation duration
0 – 2 seconds

Women

Men
France

Total fixation duration
0 – 5 seconds

Women

Men
Total fixation duration
0 – 10 seconds

Women

Men
France

Total fixation duration
0 – 20 second

Women

Men
France

Time to first fixation
0 – 1 second

Women

Men
France 🇫🇷

Time to first fixation
0 – 2 seconds

Women

Men
France

Time to first fixation
0 – 5 seconds

Women

Men
France

Time to first fixation
0 – 10 seconds

Women

Men
France

Time to first fixation
0 – 20 second

Women

Men
France  🇫🇷

Fixation duration
0 – 1 second

Women

![Bar chart showing fixation duration means for women.]

Men

![Bar chart showing fixation duration means for men.]

Legend:
- Cleavage
- Face
- Hair
- Right hand
- Ring
- Watch
France

Fixation duration
0 – 2 seconds

Women

Men
France

Fixation duration
0 – 5 seconds

Women

Men
France

Fixation duration
0 – 10 seconds

Women

Men
France

Fixation duration
0 – 20 second

Women

Men
Netherlands

Total fixation duration
0 – 1 second

Women

Men
Netherlands

Total fixation duration
0 – 2 seconds

Women

Men
Netherlands

Total fixation duration
0 – 5 seconds

Women

Men
Netherlands

Total fixation duration
0 – 10 seconds

Women

Men
Netherlands

**Total fixation duration**

0 – 20 second

*Women*

![Bar chart showing total fixation duration for women](chart1)

*Men*

![Bar chart showing total fixation duration for men](chart2)
Netherlands

Time to first fixation
0 – 1 second

Women

Men
Netherlands

Time to first fixation
0 – 2 seconds

Women

![Time to First Fixation Mean for Women](image1)

Men

![Time to First Fixation Mean for Men](image2)
Netherlands

Time to first fixation
0 – 5 seconds

Women

Men
Time to first fixation
0 – 10 seconds

Women

Men
Netherlands

**Time to first fixation**

0 – 20 second

*Women*

![Bar chart showing time to first fixation for women in the Netherlands.](chart1)

*Men*

![Bar chart showing time to first fixation for men in the Netherlands.](chart2)
Fixation duration
0 – 1 second

Women

Men
Netherlands

Fixation duration
0 – 2 seconds

Women

Men
Fixation duration
0 – 5 seconds
Women

Men
Fixation duration
0 – 10 seconds

Women

Men
Netherlands

Fixation duration
0 – 20 second

Women

Men
Spain

Total fixation duration
0 – 1 second

Women

[Bar chart showing total fixation duration for women with categories and respective values]

Men

[Bar chart showing total fixation duration for men with categories and respective values]
Spain

Total fixation duration
0 – 2 seconds

Women

Men
Spain

Total fixation duration
0 – 5 seconds

Women

Men
Spain

Total fixation duration
0 – 10 seconds

Women

Men
Spain

Total fixation duration
0 – 20 second

Women

Men
Spain

Time to first fixation
0 – 1 second

Women

Men
Spain

Time to first fixation

0 – 2 seconds

Women

Men
Spain

Time to first fixation
0 – 5 seconds

Women

Men
Spain

Time to first fixation
0 – 10 seconds

Women

Men
Time to first fixation
0 – 20 second

Women

Men
Spain

Fixation duration
0 – 1 second

Women

Men
Spain

Fixation duration
0 – 2 seconds

Women

Men
Spain
Fixation duration
0 – 5 seconds
Women

Men
Spain

Fixation duration
0 – 10 seconds

Women

Men
Spain

Fixation duration
0 – 20 second

Women

Men
Total fixation duration
0 – 1 second

Women

Men
UK

Total fixation duration
0 – 2 seconds

Women

Men
UK

Total fixation duration
0 – 5 seconds

**Women**

![Women's Fixation Duration Chart]

**Men**

![Men's Fixation Duration Chart]
UK

Total fixation duration
0 – 10 seconds

Women

Men
Total fixation duration
0 – 20 second

Women

Men
UK

Time to first fixation
0 – 1 second

Women

Men
UK

Time to first fixation

0 – 2 seconds

Women

![Bar chart showing time to first fixation for women.]

Men

![Bar chart showing time to first fixation for men.]

Legend:
- Cheek
- Face
- Hair
- Right hand
- Ring
- Wrist
UK

Time to first fixation
0 – 5 seconds

Women

Men
UK

**Time to first fixation**

0 – 10 seconds

*Women*

![Bar chart showing time to first fixation for women by body part and category.]

*Men*

![Bar chart showing time to first fixation for men by body part and category.]

Legend:
- Cleavage
- Face
- Hair
- Right hand
- Ring
- Vest
Time to first fixation
0 – 20 second

Women

Men
UK

Fixation duration
0 – 1 second

Women

Men
UK

**Fixation duration**

0 – 2 seconds

**Women**

![Graph showing fixation duration means for women, with categories such as chest, face, hair, right hand, ring, and wrist.

**Men**

![Graph showing fixation duration means for men, with categories such as chest, face, hair, right hand, ring, and wrist.]
**UK**

**Fixation duration**

0 – 5 seconds

**Women**

![Fixation Duration Chart for Women]

**Men**

![Fixation Duration Chart for Men]
UK

Fixation duration
0 – 10 seconds

Women

![Bar chart for women's fixation duration](image1)

Men

![Bar chart for men's fixation duration](image2)
UK

Fixation duration
0 – 20 second

Women

Men
USA

Total fixation duration
0 – 1 second

Women

Men
USA

Total fixation duration

0 – 2 seconds

Women

[Bar chart showing mean total fixation duration for different body parts (Cheavage, Face, Hair, Right hand, Ring, Veil) for women.]

Men

[Bar chart showing mean total fixation duration for different body parts (Cheavage, Face, Hair, Right hand, Ring, Veil) for men.]
Total fixation duration
0 – 5 seconds
Women

Men
Total fixation duration
0 – 10 seconds

Women

Men
USA

Total fixation duration
0 – 20 second

Women

Men
Time to first fixation
0 – 1 second

Women

Men
USA

Time to first fixation
0 – 2 seconds

Women

[Bar chart showing time to first fixation for women]

Men

[Bar chart showing time to first fixation for men]
USA

Time to first fixation
0 – 5 seconds

Women

![Bar chart for women's time to first fixation](chart1)

Men

![Bar chart for men's time to first fixation](chart2)
USA

Time to first fixation
0 – 10 seconds

Women

Men
Time to first fixation
0 – 20 second

**Women**

![Bar chart showing time to first fixation for women]

**Men**

![Bar chart showing time to first fixation for men]
USA

Fixation duration
0 – 1 second

Women

Men
USA

Fixation duration
0 – 2 seconds

Women

Men
Fixation duration
0 – 5 seconds

Women

Men
USA

Fixation duration
0 – 10 seconds

Women

![Graph showing fixation duration means for women.]

Men

![Graph showing fixation duration means for men.]

Legend:
- Cheavage
- Face
- Hair
- Right hand
- Ring
- Vest
Fixation duration
0 – 20 second

Women

Men
All countries

Time spent on each zone for all the countries

<table>
<thead>
<tr>
<th>Men</th>
<th>Ring</th>
<th>Waist</th>
<th>Hair</th>
<th>Right hand</th>
<th>Cleavage</th>
<th>Face</th>
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<td>0-2</td>
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<td>1,58</td>
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<td>2,82</td>
<td>6,11</td>
</tr>
<tr>
<td>0-5</td>
<td>3,33</td>
<td>3,56</td>
<td>2,48</td>
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<td>6,26</td>
<td>10,43</td>
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<tr>
<td>0-10</td>
<td>3,88</td>
<td>6,46</td>
<td>3,89</td>
<td>3,25</td>
<td>10,73</td>
<td>18,79</td>
</tr>
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All countries

Overall visibility for each zone
All countries

Difference percentage

How to read these tables:

“The difference between men and women is of X% of the overall time spent - in favour of men if the colour is blue and in favour of women if the colour is pink.”

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All countries

Increase percentage

**How to read these tables:**
- If the cell is blue: “On the same visualization length, men looked at this part of the picture X% more than women.”
- If the cell is pink: “On the same visualization length, women looked at this part of the picture X% more than men.”

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<th>Waist</th>
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<td>8%</td>
<td>6%</td>
<td>1%</td>
<td>37%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Questionnaire

Brazil

You’ve just had a look at the picture of a young woman. How attractive do you find her?

How would you describe her?

Elegant  Sexy  Vulgar/Common  Charming  Indecent
Brazil

Do you think she is...?

<table>
<thead>
<tr>
<th>Modest</th>
<th>Sympathetic</th>
<th>Rich</th>
<th>Famous</th>
<th>Powerful</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
Do you think she is...?

- **Modest**: 9 (3), 6 (5)
- **Sympathetic**: 6 (3), 5 (2)
- **Rich**: 3 (2), 6 (8)
- **Famous**: 8 (6)
- **Powerful**: 13 (12)

Denmark
France

You’ve just had a look at the picture of a young woman. How attractive do you find her?

How would you describe her?

Elegant | Sexy | Vulgar/Common | Charming | Indecent
--- | --- | --- | --- | ---
3 | 8 | 9 | 5 | 4
1 | 7 | 6 | | 2
Do you think she is...?

<table>
<thead>
<tr>
<th>Trait</th>
<th>Modest</th>
<th>Sympathetic</th>
<th>Rich</th>
<th>Famous</th>
<th>Powerful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

France 🇫🇷
You’ve just had a look at the picture of a young woman. How attractive do you find her?

How would you describe her?
Do you think she is...?

<table>
<thead>
<tr>
<th></th>
<th>Netherlands</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Modest</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Sympathetic</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Rich</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Famous</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Powerful</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>
Spain

You’ve just had a look at the picture of a young woman. How attractive do you find her?

- Very unattractive: 1
- Unattractive: 2
- Not unattractive/not attractive: 10
- Attractive: 14
- Very attractive: 4

How would you describe her?

- Elegant: 14
- Sexy: 10
- Vulgar/Common: 4
- Charming: 1
- Indecent: 2
You’ve just had a look at the picture of a young woman. How attractive do you find her?

How would you describe her?
Do you think she is...?

- Modest: 2
- Sympathetic: 1
- Rich: 6
- Famous: 9
- Powerful: 4

UK
You've just had a look at the picture of a young woman. How attractive do you find her?

How would you describe her?
CONTACT

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