A Cross-Cultural Comparison of Perceptions of Male Attractiveness between the USA and Japan

Hello, my name is Steven Silbert and I'm currently a student at California State University Monterey Bay working on my senior thesis which is entitled "A Cross-Cultural Comparison of Perceptions of Male Attractiveness between the USA and Japan." The results of this survey will comprise a very large part of my thesis, and your participation would be greatly appreciated.

* Required

1. **Sex** *
   Mark only one oval.

   ◯ Male

   ◯ Female   *Skip to question 40.*

Personal Information

2. **Age** *
   Mark only one oval.

   ◯ 18-19

   ◯ 20-21

   ◯ 22-23

   ◯ 24-25

   ◯ 26-27

   ◯ Other: ....

3. **Nationality** *
   Mark only one oval.

   ◯ Japanese

   ◯ American

4. **Ethnicity** *

Mark only one oval.

- ◯ Hispanic or Latino
- ◯ American Indian
- ◯ Asian
- ◯ Black or African American
- ◯ Native Hawaiian or Other Pacific Islander
- ◯ White or Caucasian
- ◯ Other: ....

5. **Religion** *

Mark only one oval.

- ◯ Christian
- ◯ Jewish
- ◯ Muslim
- ◯ Hindu
- ◯ Buddhist
- ◯ Shinto
- ◯ Unaffiliated
- ◯ Other: ....

6. **Family Income Level** *

Mark only one oval.

- ◯ Lower Income
- ◯ Middle Income
- ◯ High Income

7. **How much television do you watch per day?** *

Mark only one oval.

- ◯ Less than 1 hour
- ◯ 1-2 hours
- ◯ 3-4 hours
- ◯ 5-6 hours
- ◯ More than 6 hours

8. **Do you read magazines?** *
   Mark only one oval.

   ◯ yes

   ◯ no

9. **How often do you exercise?** *
   Mark only one oval.

   ◯ Every day

   ◯ A few times a week

   ◯ Once a week

   ◯ Once a month

   ◯ Never

10. **If you exercise, what is the main reason?** *
    check all that apply
    Check all that apply.

    ☐ Maintain or lose weight

    ☐ General health

    ☐ Enjoyment

    ☐ To build muscle

    ☐ Stress relief

    ☐ Do not exercise

    ☐ Other: ....

11. **How often do you go to the hair salon/barber?** *
    Mark only one oval.

    ◯ More than once a month

    ◯ Once a month

    ◯ A few times per year

    ◯ Once a year

    ◯ Less than once a year

12. **How much money do you spend per haircut?** *
Mark only one oval.

- ◯ Less than $10
- ◯ $10-20
- ◯ $20-30
- ◯ $30-40
- ◯ Over $40

13. **Why do you go to the hair salon/barber?** *
check all that apply
Check all that apply.

- ☐ To look professional
- ☐ To look more stylish
- ☐ To impress girls
- ☐ Regular maintenance
- ☐ Other: ....

14. **How much money do you spend per month on the following personal hygiene products?** *
Mark only one oval per row.

	Under $25	$25-50	$50-75	$75-100	Over $100
Skin care	◯	◯	◯	◯	◯
Hair care	◯	◯	◯	◯	◯
Fragrances	◯	◯	◯	◯	◯
Bath and Body	◯	◯	◯	◯	◯
Shaving/Facial hair	◯	◯	◯	◯	◯

15. **How often do you go shopping for clothing?** *
Mark only one oval.

- ◯ More than once a month
- ◯ Once a month
- ◯ A few times a year
- ◯ Once a year
- ◯ Less than once a year

16. **How much money do you spend per month on clothing?** *

Mark only one oval.

○ Less than $50

○ $50-100

○ $100-150

○ $150-200

○ Over $200

17. **What types of stores do you usually shop for clothing at?** *

check all that apply

Check all that apply.

☐ Large department stores

☐ Medium-size chains

☐ Small boutiques

☐ Thrift shops

☐ Internet

☐ Other: ....

18. **What is most important for you when buying clothing?** *

check all that apply

Check all that apply.

☐ Style

☐ Comfort

☐ Originality

☐ Price

☐ Other: ....

19.

....

On a scale of 1 to 5, please rate how much you agree with the following statements in regard to being attractive to women.

20. **It is important for men to be attractive physically** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

	1	2	3	4	5

21. **Having a good sense of style is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

	1	2	3	4	5

22. **Having lots of muscle is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

	1	2	3	4	5

23. **Having a thin body is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

	1	2	3	4	5

24. **Being physically strong is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

	1	2	3	4	5

25. **Having facial hair is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5

26. **Having an assertive personality is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5

27. **Being honest is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5

28. **Having passion in what you do is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5

29. **Having a good sense of humor is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5

30. **Having an interesting hobby is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

31. **Being confident is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

32. **Being able to do household chores is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

33. **Being able to play a musical instrument is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

34. **Being good with children is attractive** *
    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

Traits

35. **Physical** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Muscular	◯	◯	◯	◯	◯
Thin	◯	◯	◯	◯	◯
Tall	◯	◯	◯	◯	◯
Powerful	◯	◯	◯	◯	◯
Facial Hair	◯	◯	◯	◯	◯
Piercings	◯	◯	◯	◯	◯
Tattoos	◯	◯	◯	◯	◯
Clear skin	◯	◯	◯	◯	◯

36. **Lifestyle** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Healthy diet	◯	◯	◯	◯	◯
Styled hair	◯	◯	◯	◯	◯
Stylish clothing	◯	◯	◯	◯	◯
Plays sports	◯	◯	◯	◯	◯
Wears cologne	◯	◯	◯	◯	◯
Plays musical instrument	◯	◯	◯	◯	◯
Does household chores	◯	◯	◯	◯	◯
Can cook	◯	◯	◯	◯	◯

37. **Personality** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Sense of humor	○	○	○	○	○
Intelligent	○	○	○	○	○
Assertive	○	○	○	○	○
Honest	○	○	○	○	○
Kind	○	○	○	○	○
Passionate	○	○	○	○	○
Confident	○	○	○	○	○
Respectful	○	○	○	○	○
Artistic	○	○	○	○	○
Faithful	○	○	○	○	○
Good with children	○	○	○	○	○
Good relationship with family	○	○	○	○	○

38. **Background** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
High income	○	○	○	○	○
Highly educated	○	○	○	○	○
High social status	○	○	○	○	○
Is Religious	○	○	○	○	○

Influences

39. **To what degree do you feel the following institutions influence your perceptions of attractiveness? ***

Mark only one oval per row.

	Strong influence	Regularly influences	Some influence	Not much influence	Has no influence
Television	◯	◯	◯	◯	◯
Movies	◯	◯	◯	◯	◯
Internet	◯	◯	◯	◯	◯
Music	◯	◯	◯	◯	◯
Magazines	◯	◯	◯	◯	◯
Video games	◯	◯	◯	◯	◯
Public ads	◯	◯	◯	◯	◯
Friends	◯	◯	◯	◯	◯
Family	◯	◯	◯	◯	◯
School	◯	◯	◯	◯	◯

Stop filling out this form.

Personal Information

40. **Age ***

Mark only one oval.

◯ 18-19

◯ 20-21

◯ 22-23

◯ 24-25

◯ 26-27

41. **Nationality ***

Mark only one oval.

◯ Japanese

◯ American

42. **Ethnicity** *
Mark only one oval.

- ( ) Hispanic or Latino
- ( ) American Indian
- ( ) Asian
- ( ) Black or African American
- ( ) Native Hawaiian or Other Pacific Islander
- ( ) White or Caucasian
- ( ) Other: ....

43. **Religion** *
Mark only one oval.

- ( ) Christian
- ( ) Jewish
- ( ) Muslim
- ( ) Hindu
- ( ) Buddhist
- ( ) Shinto
- ( ) Unaffiliated
- ( ) Other: ....

44. **Family Income Level** *
Mark only one oval.

- ( ) Lower Income
- ( ) Middle Income
- ( ) High Income

45. **How much television do you watch per day?** *
Mark only one oval.

- ( ) Less than 1 hour
- ( ) 1-2 hours
- ( ) 3-4 hours
- ( ) 5-6 hours
- ( ) More than 6 hours

46. **Do you read magazines?** *
Mark only one oval.

- ◯ yes
- ◯ no

47. **How often should men go to the hair stylist?** *
Mark only one oval.

- ◯ More than once a month
- ◯ Once a month
- ◯ A few times per year
- ◯ Once a year
- ◯ Less than once a year
- ◯ No opinion

48. **How much money should men spend per haircut?** *
Mark only one oval.

- ◯ Less than $10
- ◯ $10-20
- ◯ $20-30
- ◯ $30-40
- ◯ Over $40
- ◯ No opinion

49. **How often should men go clothes shopping?** *
Mark only one oval.

- ◯ More than once a month
- ◯ Once a month
- ◯ A few times per year
- ◯ Once a year
- ◯ Less than once a year
- ◯ No opinion

50. **How much money should men spend per month on clothing** *

    Mark only one oval.

    ◯ Less than $50

    ◯ $50-100

    ◯ $100-150

    ◯ $150-200

    ◯ Over $200

    ◯ No opinion

On a scale of 1 to 5, plase rate how much you agree with the following statements in regard to being attractive to women

51. **Having a good sense of style is attractive** *

    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

52. **It is important for men to be attractive physically** *

    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

53. **Having lots of muscle is attractive** *

    1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

    Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

54. **Having a thin body is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

55. **Being physically strong is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

56. **Having facial hair is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

57. **Having an assertive personality is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

58. **Being honest is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

59. **Having passion in what you do is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

60. **Having a good sense of humor is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

61. **Having an interesting hobby is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

62. **Being confident is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

63. **Being able to do household chores is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

64. **Being able to play a musical instrument is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

65. **Being good with children is attractive** *
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
Mark only one oval.

1	2	3	4	5
⬭	⬭	⬭	⬭	⬭

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66. **Physical** *
Please rate the level of importance for each of the following traits when attracting a potential mate
Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Muscular	⬭	⬭	⬭	⬭	⬭
Thin	⬭	⬭	⬭	⬭	⬭
Tall	⬭	⬭	⬭	⬭	⬭
Powerful	⬭	⬭	⬭	⬭	⬭
Facial Hair	⬭	⬭	⬭	⬭	⬭
Piercings	⬭	⬭	⬭	⬭	⬭
Tattoos	⬭	⬭	⬭	⬭	⬭
Clear skin	⬭	⬭	⬭	⬭	⬭

67. **Lifestyle** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Healthy diet	◯	◯	◯	◯	◯
Styled hair	◯	◯	◯	◯	◯
Stylish clothing	◯	◯	◯	◯	◯
Plays sports	◯	◯	◯	◯	◯
Wears cologne	◯	◯	◯	◯	◯
Plays musical instrument	◯	◯	◯	◯	◯
Does household chores	◯	◯	◯	◯	◯
Can cook	◯	◯	◯	◯	◯

68. **Personality** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
Sense of humor	◯	◯	◯	◯	◯
Intelligent	◯	◯	◯	◯	◯
Assertive	◯	◯	◯	◯	◯
Honest	◯	◯	◯	◯	◯
Kind	◯	◯	◯	◯	◯
Passionate	◯	◯	◯	◯	◯
Confident	◯	◯	◯	◯	◯
Respectful	◯	◯	◯	◯	◯
Artistic	◯	◯	◯	◯	◯
Faithful	◯	◯	◯	◯	◯
Good with children	◯	◯	◯	◯	◯
Good relationship with family	◯	◯	◯	◯	◯

69. **Background** *

Please rate the level of importance for each of the following traits when attracting a potential mate

Mark only one oval per row.

	Very important	Important	Average	Unimportant	Very unimportant
High income	◯	◯	◯	◯	◯
Highly educated	◯	◯	◯	◯	◯
High social status	◯	◯	◯	◯	◯
Is Religious	◯	◯	◯	◯	◯

Influences

70. **To what degree do you feel the following institutions influence your perceptions of attractiveness? ***

Mark only one oval per row.

	Strong influence	Regularly influences	Some influence	Not much influence	Has no influence
Television	◯	◯	◯	◯	◯
Movies	◯	◯	◯	◯	◯
Internet	◯	◯	◯	◯	◯
Music	◯	◯	◯	◯	◯
Magazines	◯	◯	◯	◯	◯
Video games	◯	◯	◯	◯	◯
Public ads	◯	◯	◯	◯	◯
Friends	◯	◯	◯	◯	◯
Family	◯	◯	◯	◯	◯
School	◯	◯	◯	◯	◯