

Appendices

Appendix 1. Descriptive Statistics of Analytical Sample: Weighted Proportions of Categorical Variables, Weighted Means and Standard Deviations, as Well as Minimum and Maximum Values of Continuous Variables.

| | <i>N</i> | Mean/ Proportion | Std.dev. | Min | Max |
|-----------------------------------|----------|-----------------------------|-----------------|------------|------------|
| Daily time in front of the mirror | 1,587 | 14.92 | 16.67 | 0 | 150 |
| Belief in appearance as currency | 1,580 | | | | |
| Disagree | 83 | 5.28 | | | |
| Somewhat disagree | 199 | 12.60 | | | |
| Neither agree nor disagree | 482 | 30.53 | | | |
| Somewhat agree | 646 | 40.88 | | | |
| Agree | 169 | 10.71 | | | |
| Gender | 1,595 | | | | |
| Male | 802 | 50.30 | | | |
| Female | 793 | 49.70 | | | |
| Age group | 1,589 | | | | |
| 15–24 | 239 | 15.02 | | | |
| 25–34 | 269 | 16.91 | | | |
| 35–44 | 256 | 16.11 | | | |
| 45–54 | 282 | 17.72 | | | |
| 55–64 | 288 | 18.12 | | | |
| 65–74 | 256 | 16.11 | | | |
| Area of living | 1,568 | | | | |
| Urban | 1,253 | 79.90 | | | |
| Rural | 315 | 20.10 | | | |
| Partner status | 1,528 | | | | |
| Partnered | 1,105 | 72.30 | | | |
| Single | 2,423 | 27.70 | | | |

Appendix 1. (*Continued*)

| | <i>N</i> | Mean/ Proportion | Std.dev. | Min | Max |
|---------------------------|----------|---------------------|----------|-----|-----|
| Subjective class position | 1,600 | | | | |
| Upper/upper middle class | 403 | 25.20 | | | |
| Lower middle class | 450 | 28.13 | | | |
| Working class | 411 | 25.67 | | | |
| None/other | 336 | 21.00 | | | |

Appendix 2. Descriptive Statistics of Analytical Samples: Weighted Proportions of Categorical Variables, Weighted Means and Standard Deviations, as Well as Minimum and Maximum Values of Continuous Variables.

Finland Surveys

| | <i>N</i> | Mean/Proportion |
|--|----------|-----------------|
| Appearance attitude | | |
| Outcome 1 | 935 | 11.57 |
| Outcome 2 | 2,519 | 31.17 |
| Outcome 3 | 3,344 | 41.38 |
| Outcome 4 (original categories 4 and 5) | 1,284 | 15.89 |
| Year | | |
| 1999 | 1,987 | 24.59 |
| 2004 | 2,937 | 36.34 |
| 2009 | 902 | 11.16 |
| 2014 | 980 | 12.13 |
| 2019 | 1,276 | 15.79 |
| Gender | | |
| Female | 4,431 | 54.83 |
| Male | 3,651 | 45.17 |
| Age group | | |
| Older (31–64-year-olds) | 6,116 | 75.67 |

Appendix 2. (Continued)

Finland Surveys

| | <i>N</i> | Mean/Proportion |
|---------------------------|----------|-----------------|
| Younger (18–30-year-olds) | 1,966 | 24.33 |
| All | 8,082 | |

(Only respondents who had valid scores on independent and dependent variables, non-weighted values)

The Household Budget Surveys

| | <i>N</i> | Proportion/ Mean | Std.dev. | Min. | Max |
|--|----------|---------------------|----------|------|-------|
| Proportional share of personal hygiene and beauty care consumption expenditure | 3,327 | 0.019 | 0.032 | 0 | 0.338 |
| Year | | | | | |
| 1998 | 642 | 19.30 | | | |
| 2001 | 828 | 24.89 | | | |
| 2006 | 588 | 17.67 | | | |
| 2012 | 546 | 16.41 | | | |
| 2016 | 723 | 21.73 | | | |
| Gender | | | | | |
| Female | 1,665 | 50.05 | | | |
| Male | 1,662 | 49.95 | | | |
| Age | 3,327 | 41.34 | 14.46 | 18 | 64 |
| Place of residence | | | | | |
| Helsinki metropolitan area | 664 | 19.96 | | | |
| Other | 2,663 | 80.04 | | | |
| Education | | | | | |
| Non-academic | 3,036 | 91.25 | | | |
| Academic | 291 | 8.75 | | | |
| All | 3,327 | | | | |

(Only respondents who had valid scores on independent and dependent variables, weighted values)

Linear regression of personal hygiene and beauty care consumption (share of total consumption expenditure).

| | |
|---|-------------------|
| Gender (<i>ref. female</i>) | |
| Male | −0.020*** (0.001) |
| Year (<i>ref. 1998</i>) | |
| 2001 | 0.000 (0.002) |
| 2006 | 0.002 (0.002) |
| 2012 | −0.001 (0.002) |
| 2016 | −0.000 (0.002) |
| Age (<i>centred</i>) | −0.0002** (0.000) |
| Education (<i>ref. non-academic</i>) | |
| Academic | 0.003 (0.002) |
| Place of residence (<i>ref. other</i>) | |
| Helsinki metropolitan area | 0.004* (0.002) |
| Constant | 0.028*** (0.002) |
| <i>N</i> | 3,327 |
| <i>R</i> ² | 0.114 |

Note: Standard errors in parentheses
 * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.