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UNIVERSITAT POMPEU FABRA – SPAIN

# Men are pervs, women are gold diggers

There might just be some truth in those old clichés

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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](http://www.iutp.org).

The IUTP network is supported by **Tobii**, the world's leading developer of eye tracking equipment:

[www.tobii.com](http://www.tobii.com)

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

Country	Laboratory	IUTP member	Web address
<b>Brazil</b>	Checon Pesquisa		<a href="http://www.checonpesquisa.com.br">www.checonpesquisa.com.br</a>
<b>Denmark</b>	EyeFact		<a href="http://www.eyefact.com">www.eyefact.com</a>
<b>England</b>	Bunnyfoot		<a href="http://www.bunnyfoot.com">www.bunnyfoot.com</a>
<b>Spain</b>	Universitat Pompeu Fabra		<a href="http://www.upf.edu">www.upf.edu</a>
<b>France</b>	Miratech		<a href="http://www.miratech.com">www.miratech.com</a>
<b>Netherlands</b>	Concept7		<a href="http://www.concept7.nl">www.concept7.nl</a>
<b>USA</b>	Customer Experience Labs		<a href="http://www.customerexperiencelabs.com">www.customerexperiencelabs.com</a>

## 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.

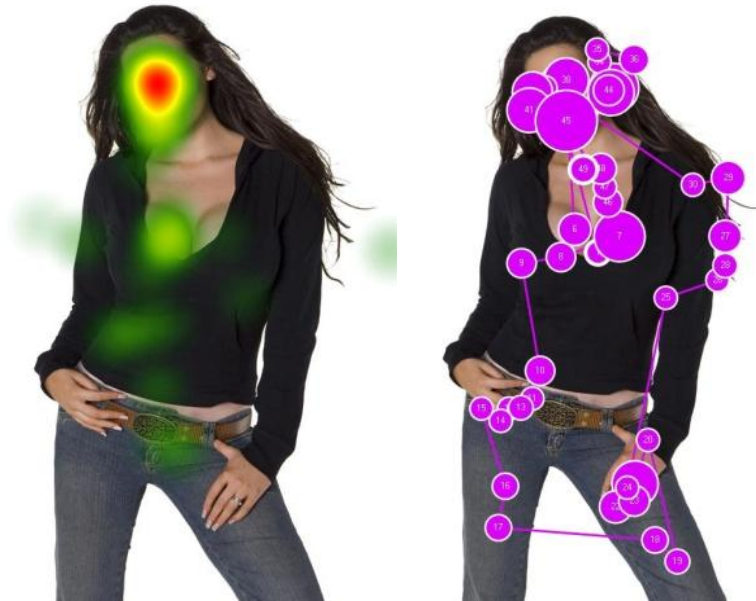


*Figure 1: How eye tracking works*

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.)



**Figure 2: Example of a heat map and gaze plot**

***On a heat map, the warmer the color is, the greater the attention to that area.***

***On the gaze plot, the bigger the circle is, the longer the gaze.***

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.

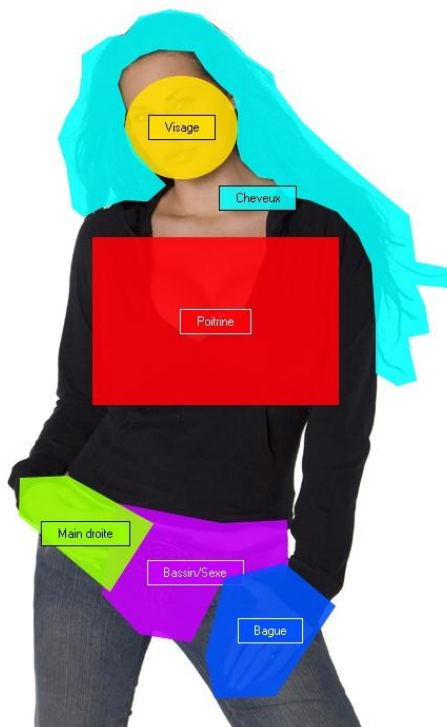


*Figure 4: Example of a laboratory setup at Miratech*

#### 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

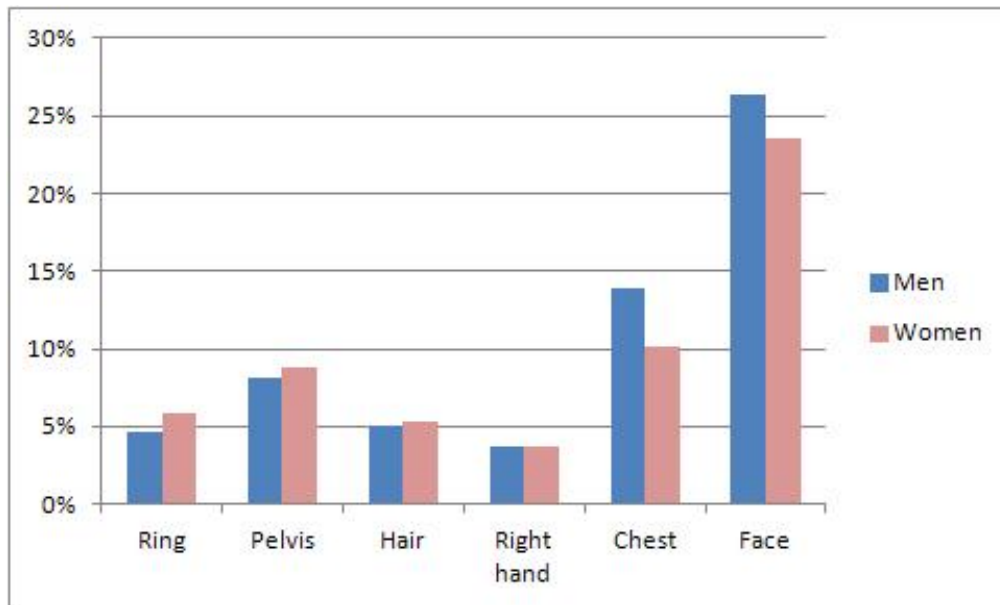


*Figure 5: The different areas of interest*

## 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*

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*

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*

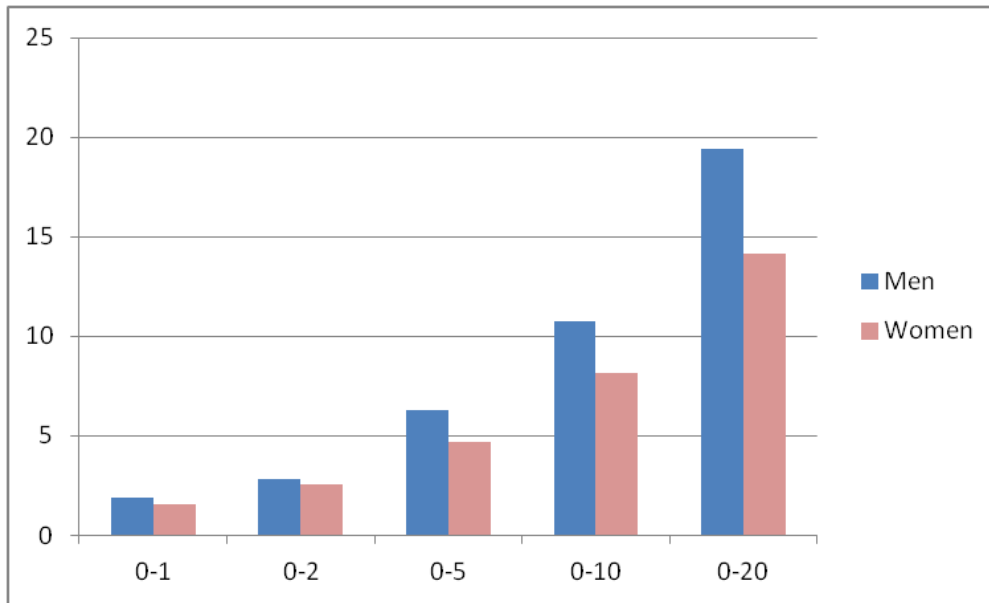


*Figure 9: Example - A woman's gaze plot*

b) The chest was more looked at by the men

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

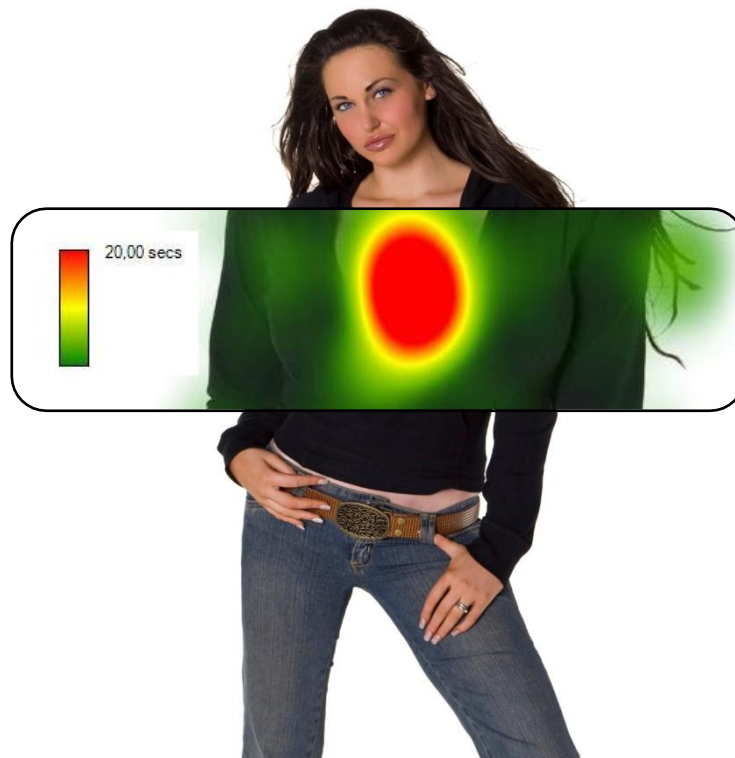
Out of the 20 seconds spent looking at the picture, **the men spent an average of 37% more time on the chest than the women did!**



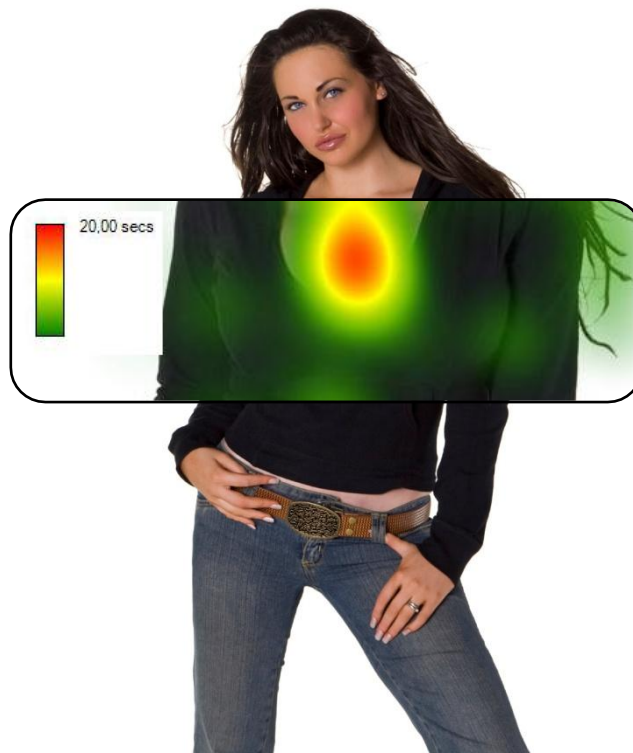
*Figure 10: Total time spent on the chest for all countries*

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

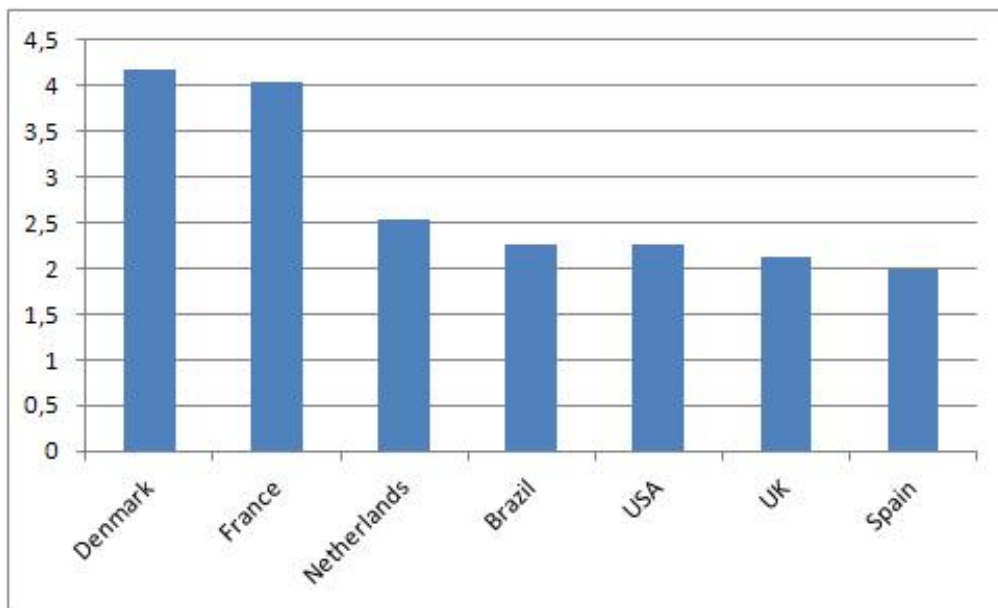


Figure 13: Countries ranked according to the time the men spent on the chest

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.

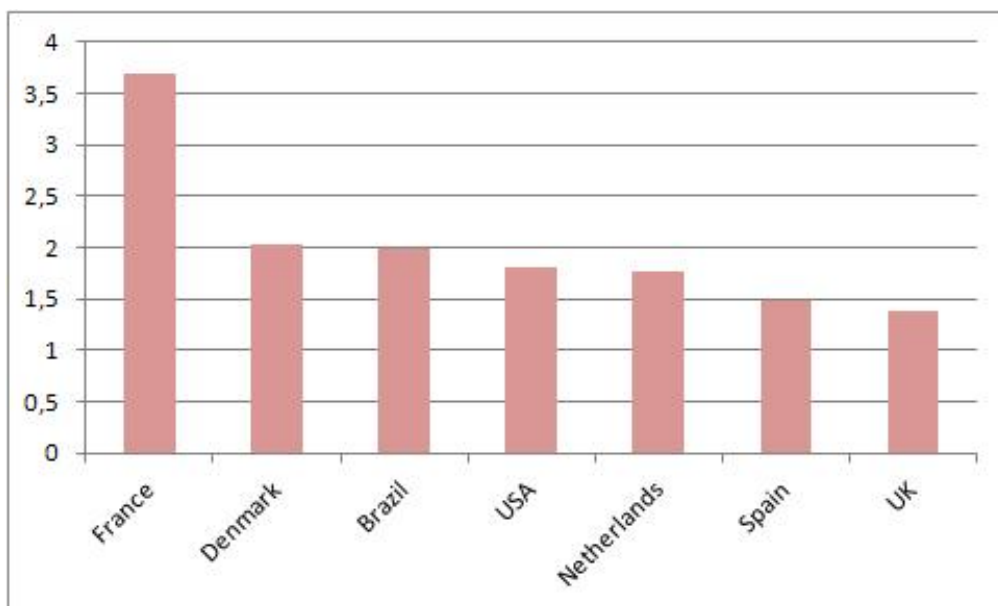
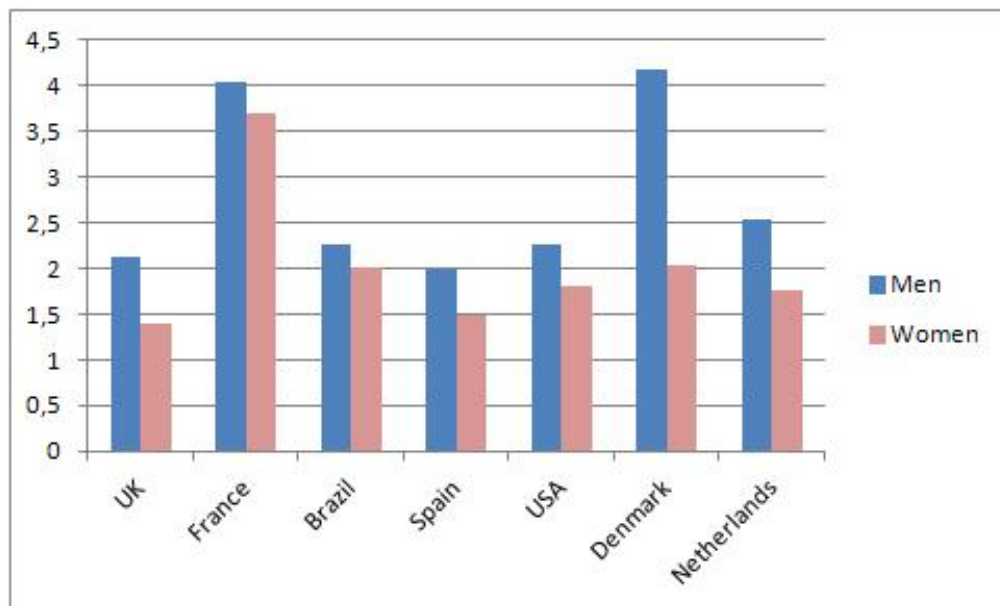


Figure 14: Countries ranked according to the time the women spent on the chest

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



*Figure 15: Time spent on the chest during the 20-second viewing period*

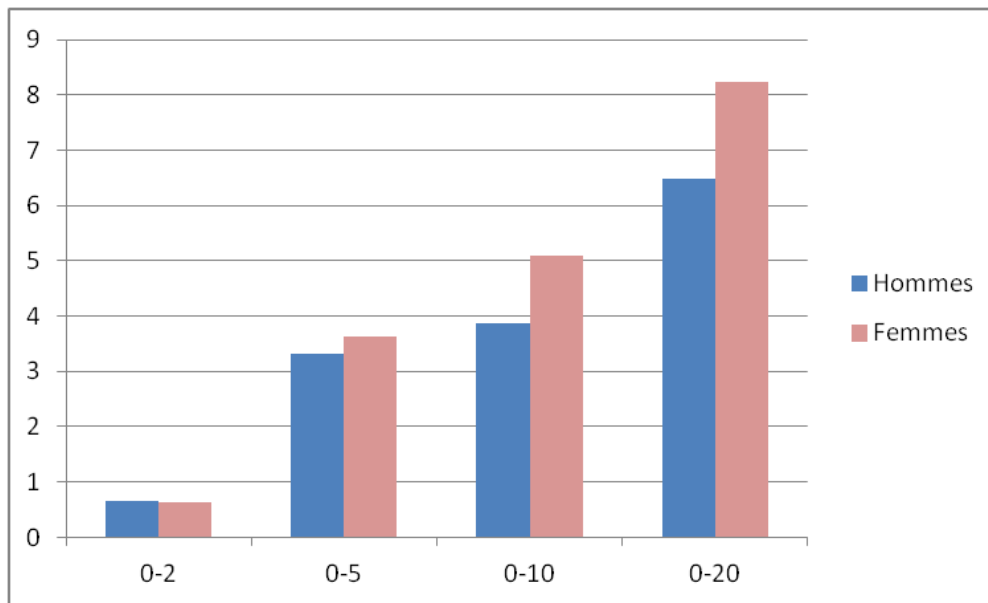
The results show that in all of the countries tested it was the men who focused more on the chest.

**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

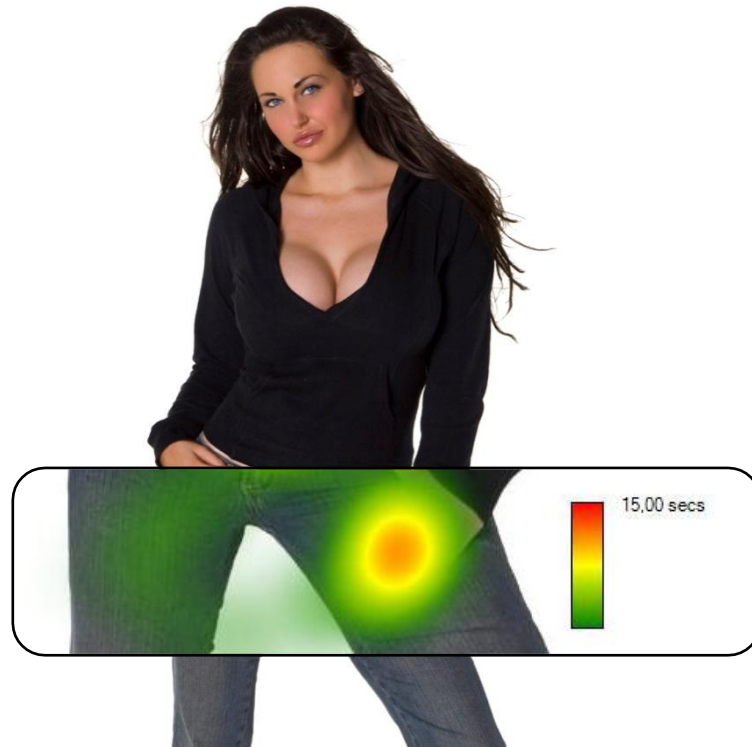
Out of the 20 seconds spent looking at the picture, **the women focused on the ring for 27% more time on average than the men did.** This cumulative result for all countries is **mainly due to the behavior of the Danish and English women** (more on this further on).



*Figure 16: Total time spent on the ring for all countries*

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

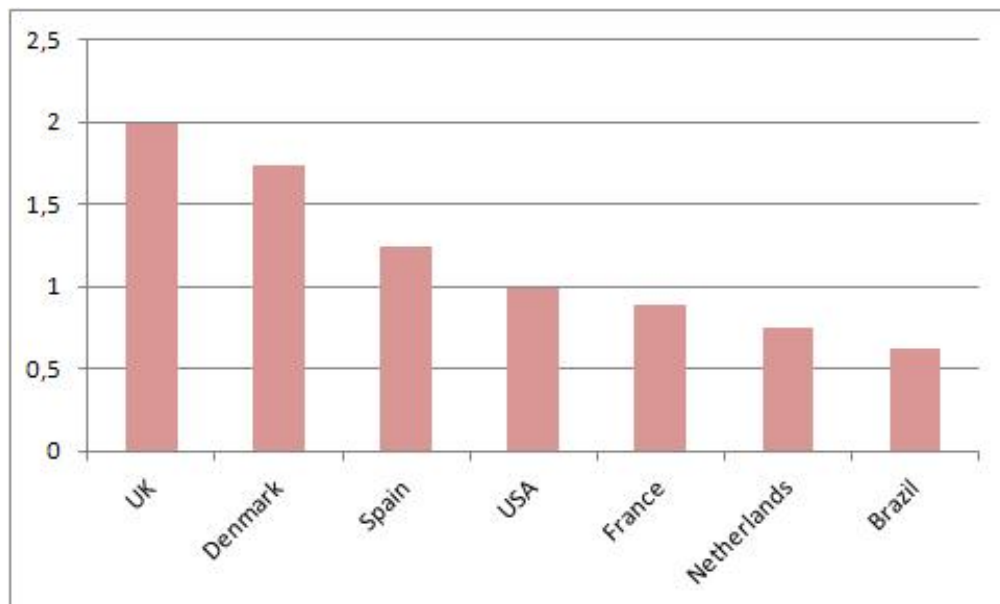


Figure 19: Countries ranked according to the time the women spent on the ring

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.

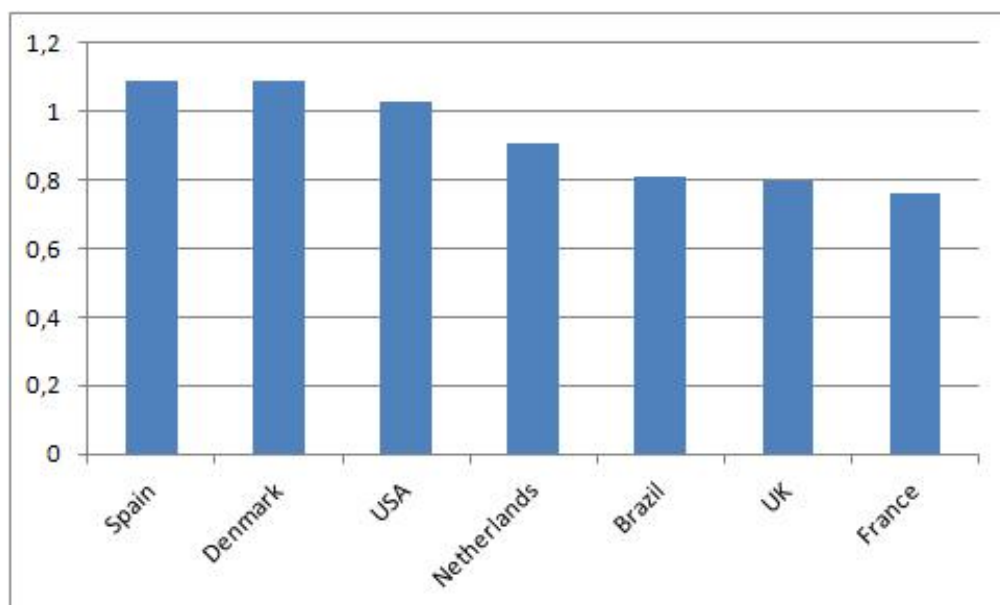
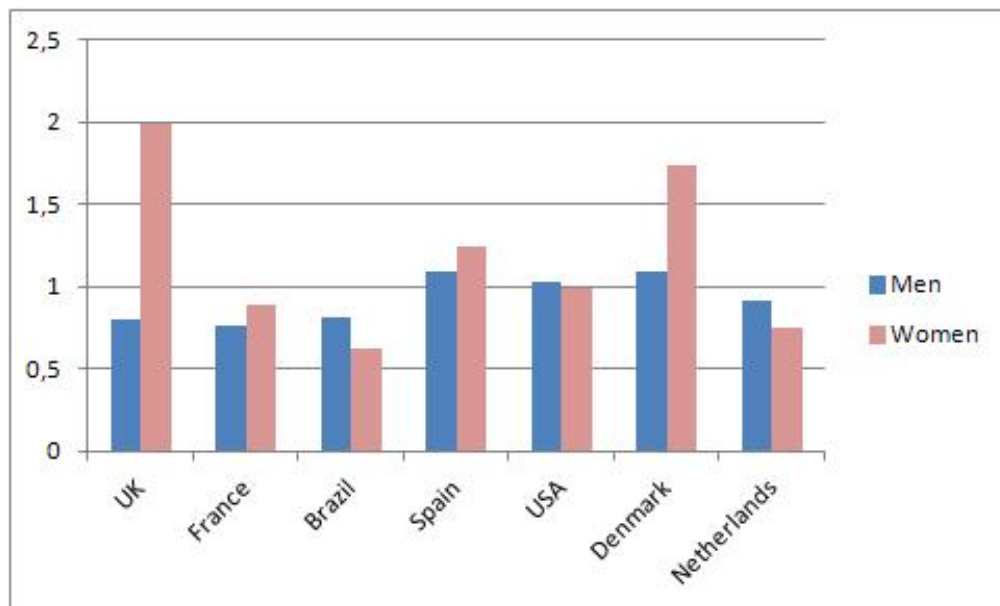


Figure 20: Countries ranked according to the time the men spent on the ring

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



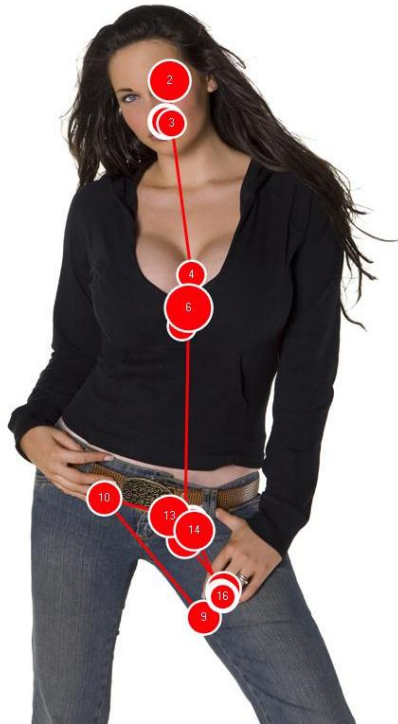
*Figure 21: Time spent on the ring during the 20-second viewing period, by country*

**In England and Denmark especially, the women paid more attention to the ring than the men did.**

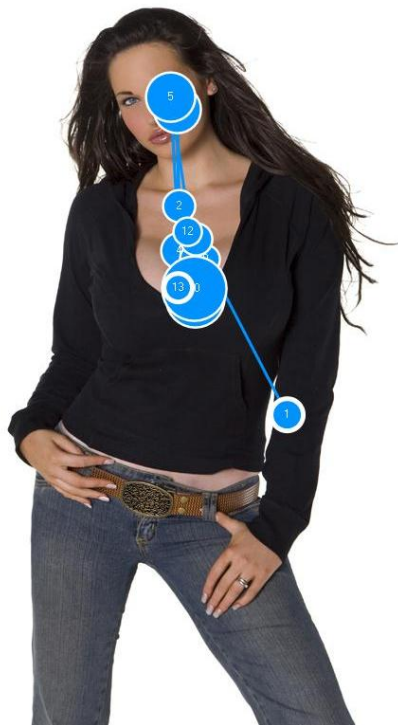
In the other countries there was no significant difference. **In Brazil, the USA and the Netherlands, it was the men who looked at the ring the longest.**

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



*Figure 22: The gaze plot of a Brazilian woman after 5 seconds of viewing*



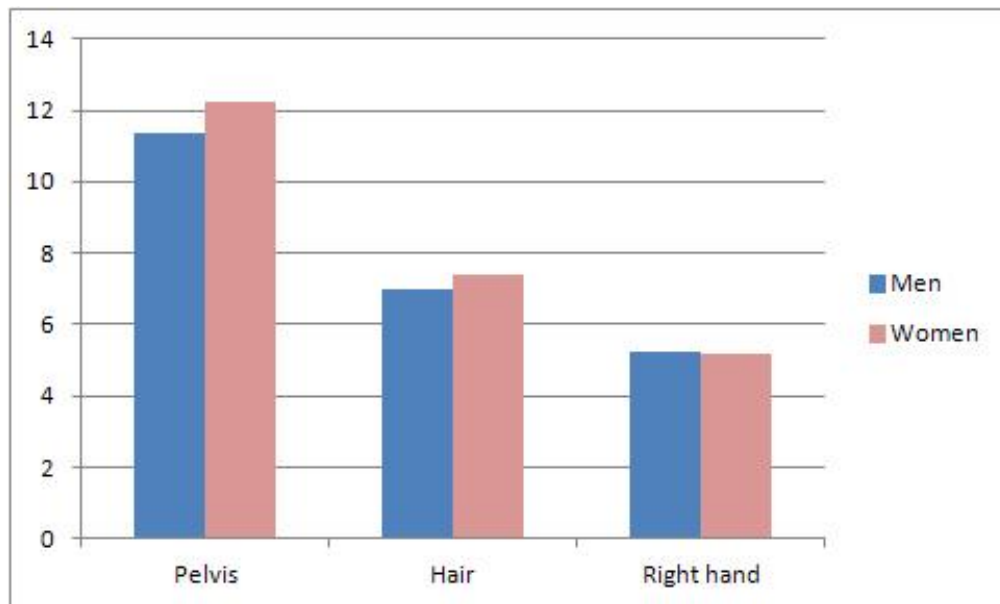
*Figure 23: The gaze plot of a Brazilian man after 5 seconds of viewing*

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:

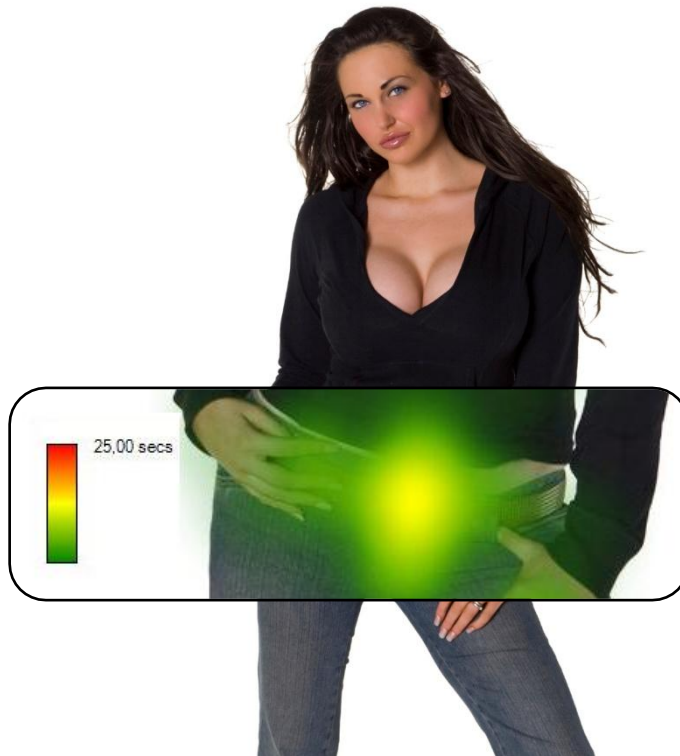
- **the man focuses on the young woman's figure,**
- **whereas the woman spends more time focusing on the details (belt, ring, etc.)**

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*

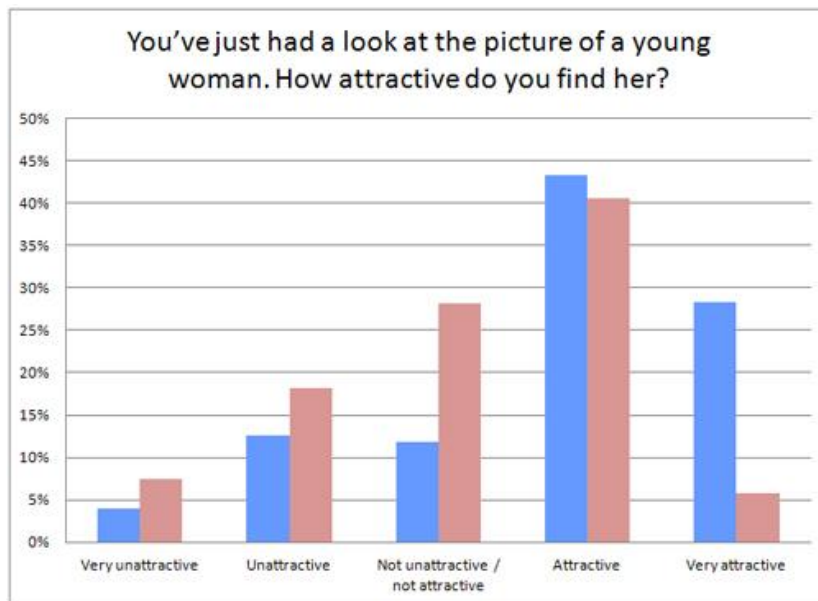


*Figure 25: Example – The French women's pelvis heat map at the end of the 20 seconds*



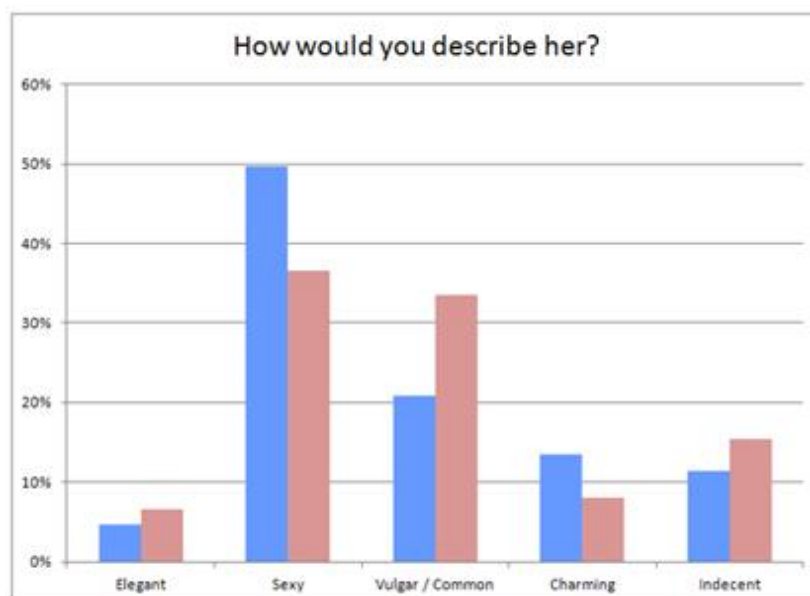
*Figure 26: Example – The French men's pelvis heat map at the end of the 20 seconds*

### e) Qualitative feedback



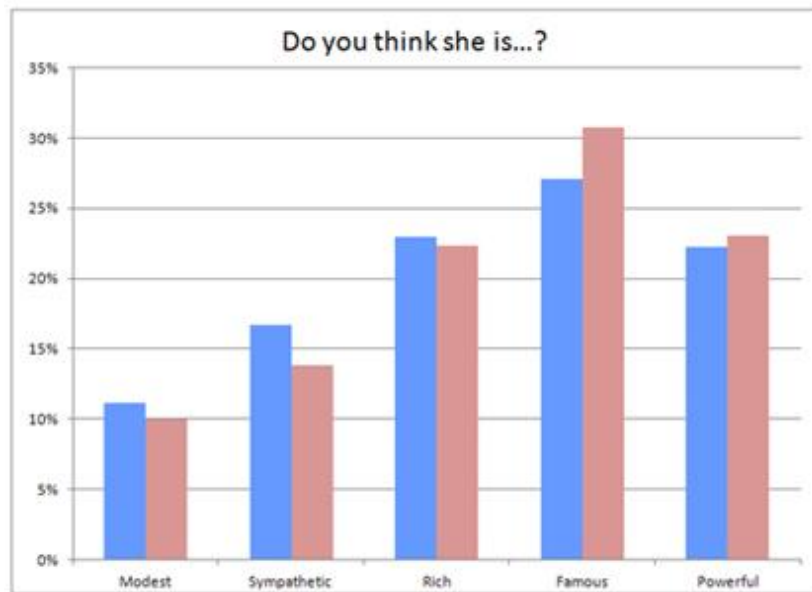
**Figure 27: Answers from all participants**

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".



**Figure 28: Answers from all participants**

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

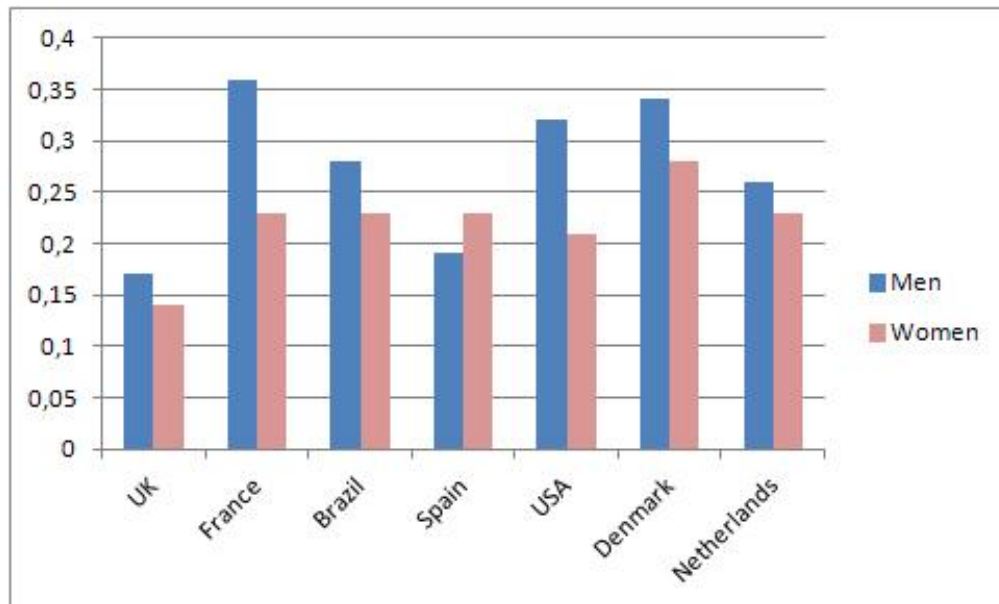


Figure 30: Time spent on the chest within the first second of viewing

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

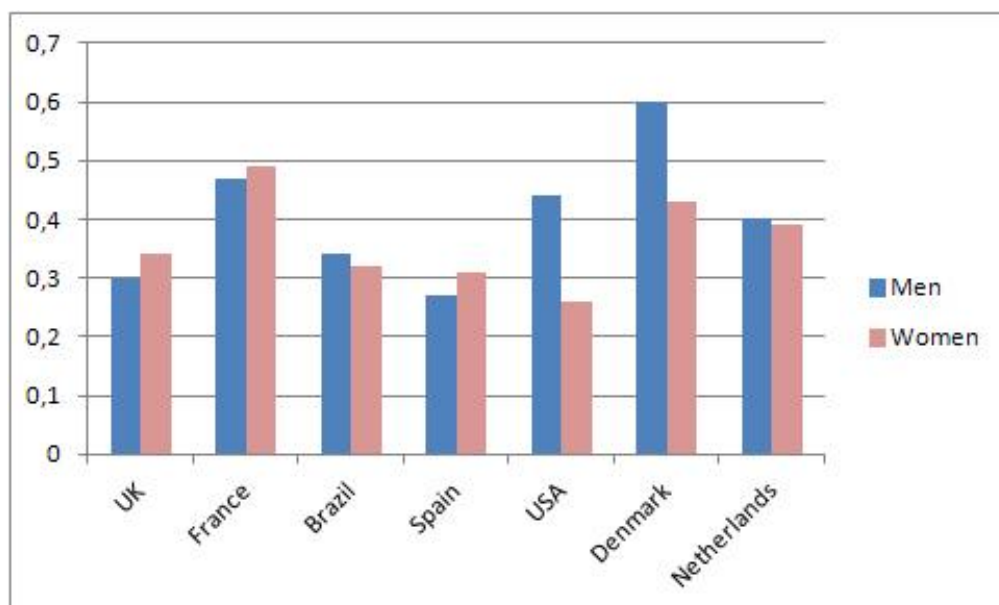
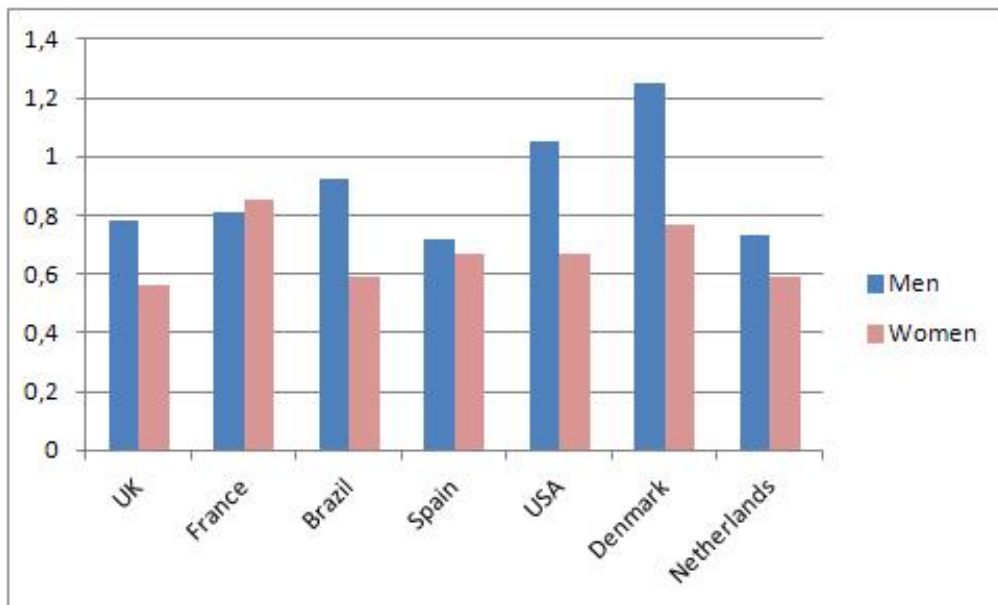


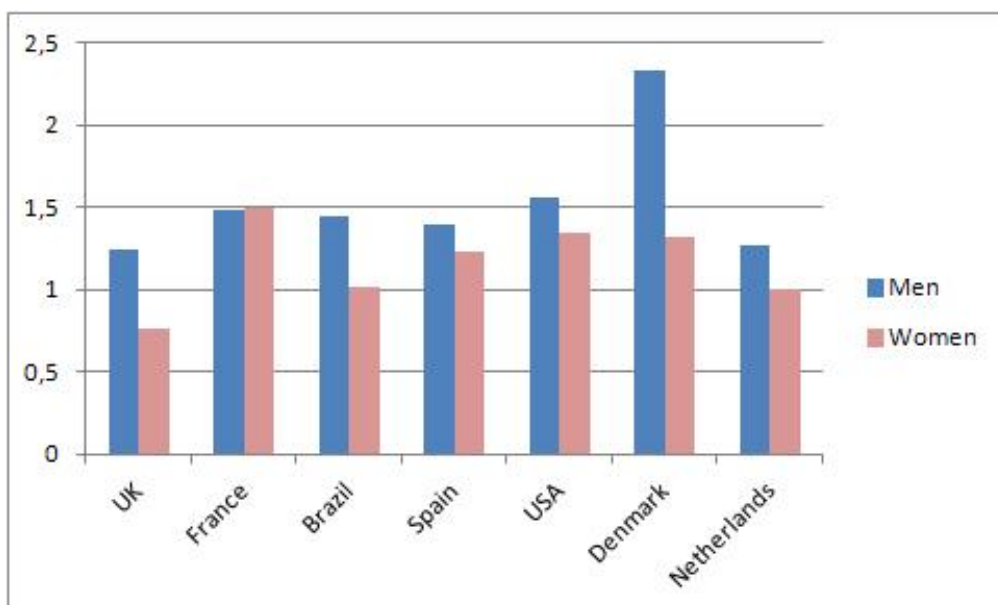
Figure 31: Time spent on the chest within the first 2 seconds of viewing

After 2 seconds, the gap was slightly reduced but the result still remained higher for the men in 4 of the 7 countries.



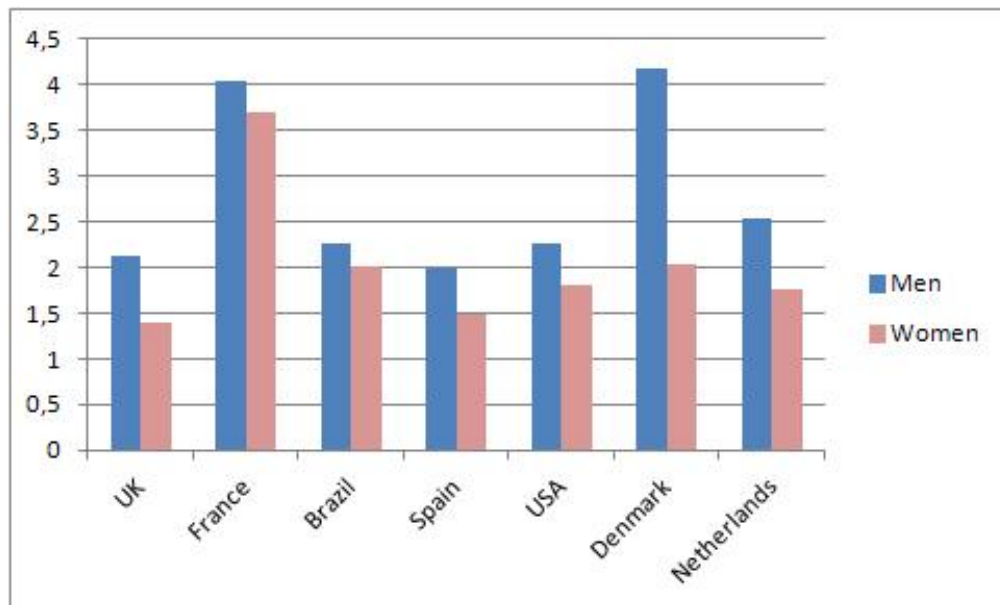
**Figure 32: Time spent on the chest within the first 5 seconds of viewing**

After 5 seconds, the trend became clear as the gaze duration of the men once again exceeded that of the women.



**Figure 33: Time spent on the chest within the first 10 seconds of viewing**

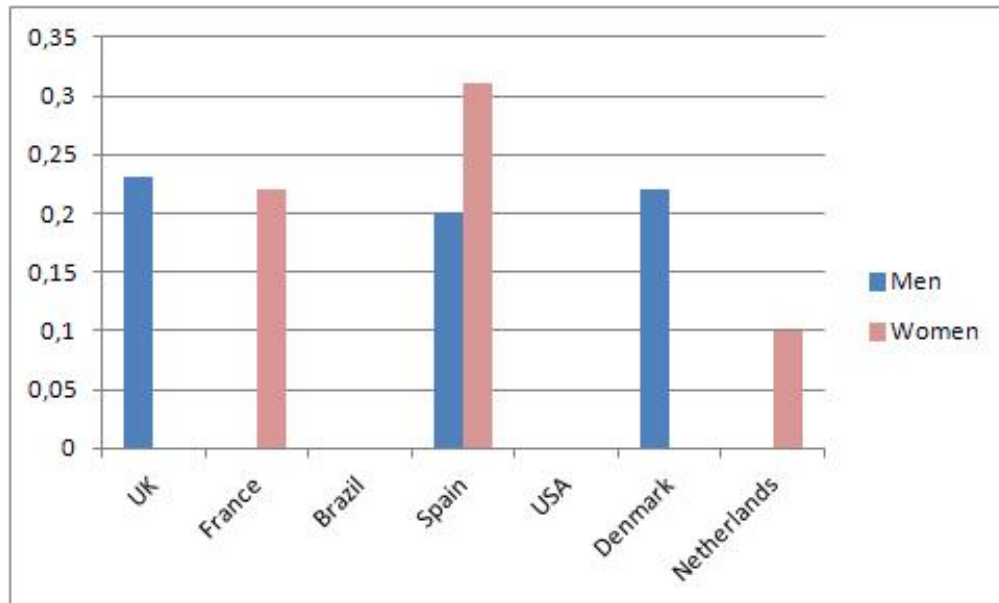
After 10 seconds the differences changed, but the men still remained in the lead.



**Figure 34: Time spent on the chest within the 20-second viewing period**

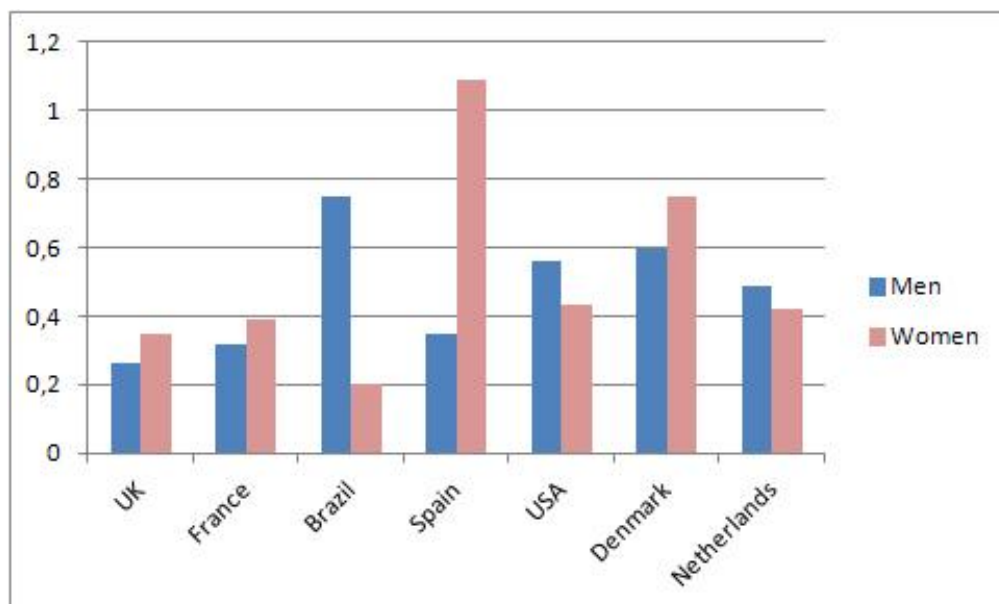
By the end of the 20-second viewing period, the result was similar for all countries: the men spent more time looking at the chest than the women did.

### Trends in gaze focus on the ring over time



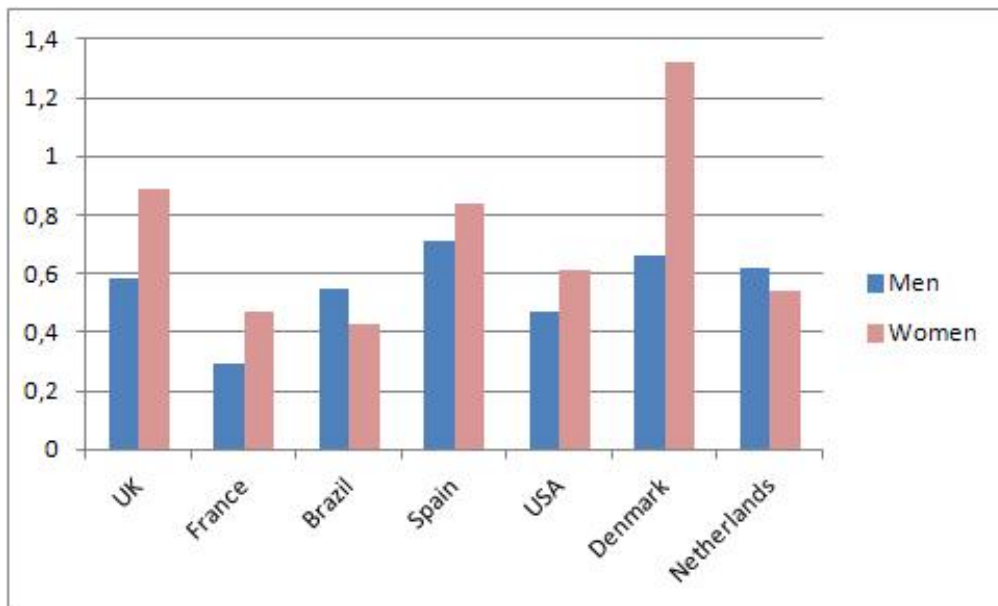
**Figure 35: Time spent on the ring within the first 2 seconds of viewing**

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.



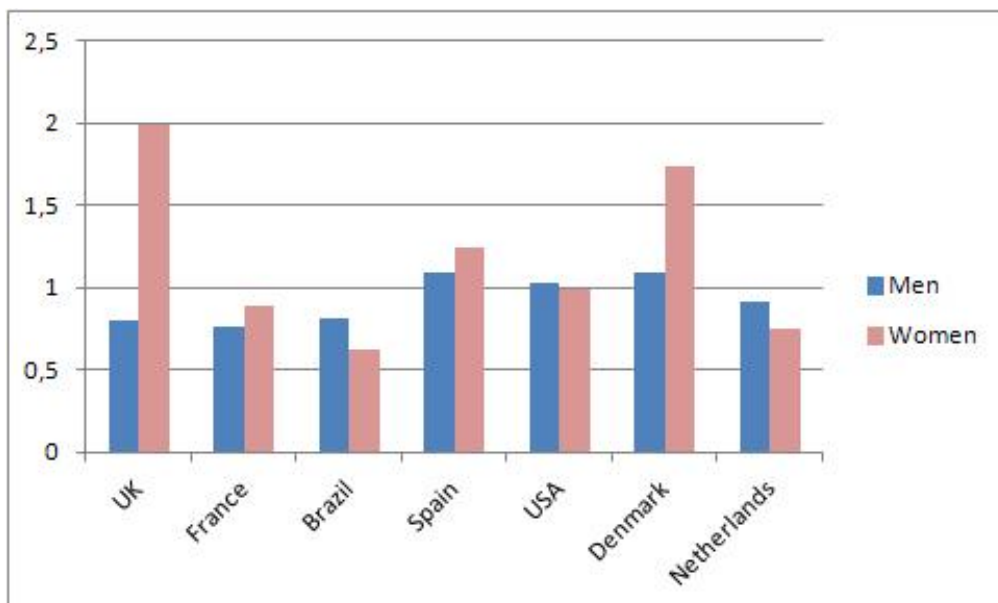
**Figure 36: Time spent on the ring within the first 5 seconds of viewing**

By the 5<sup>th</sup> 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.



**Figure 37: Time spent on the ring within the first 10 seconds of viewing**

After 10 seconds, the women, and in particular the Danish and English women, focused more intently on the ring.



**Figure 38: Time spent on the ring within the 20-second viewing period**

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.

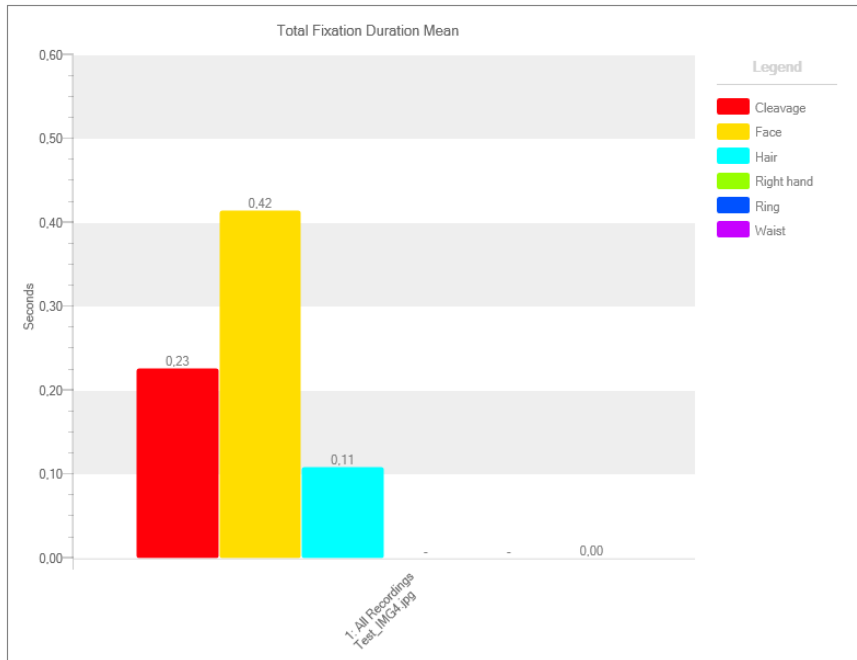
### Definitions

- **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).

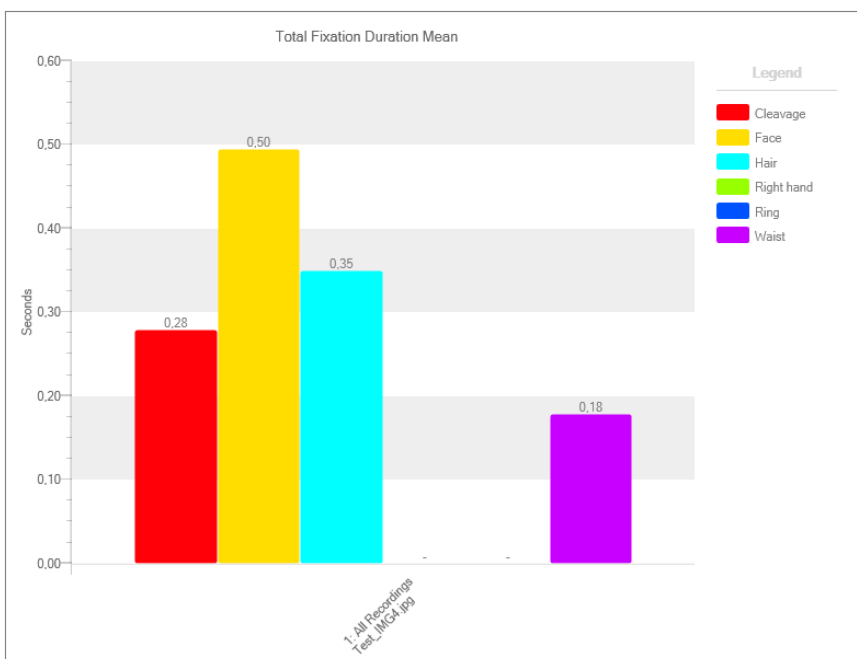




**Total fixation duration**  
**0 – 1 second**  
*Women*



*Men*

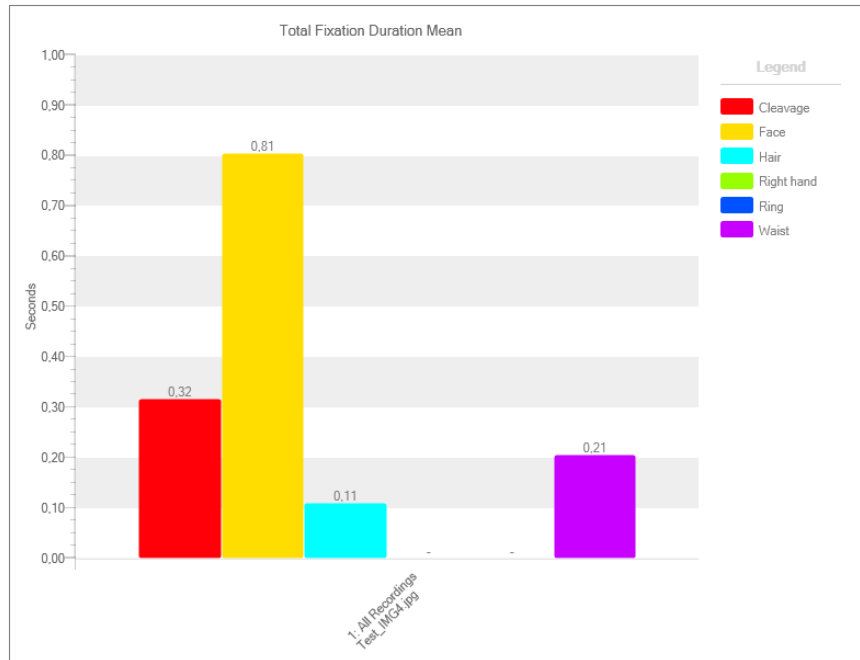




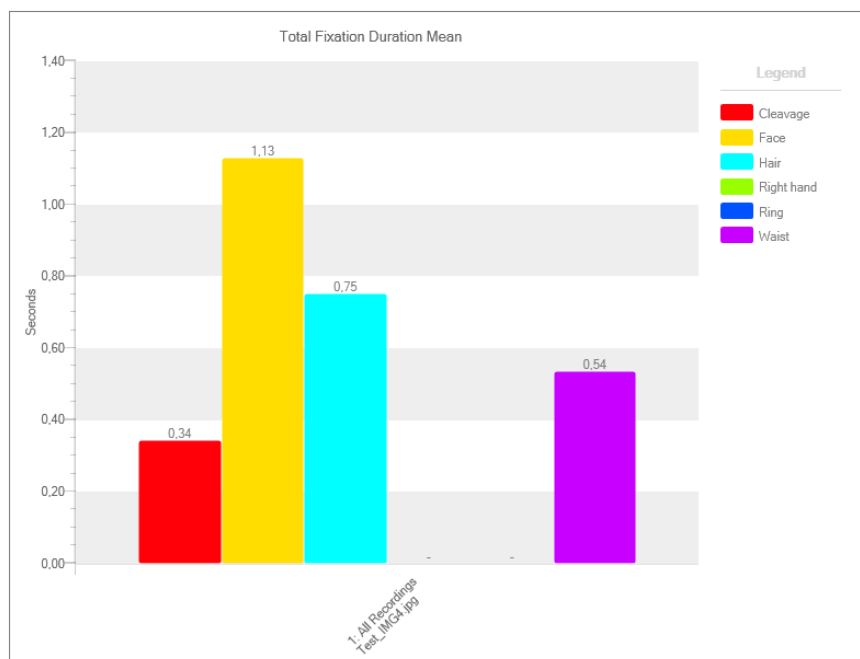
## Total fixation duration

0 – 2 seconds

Women

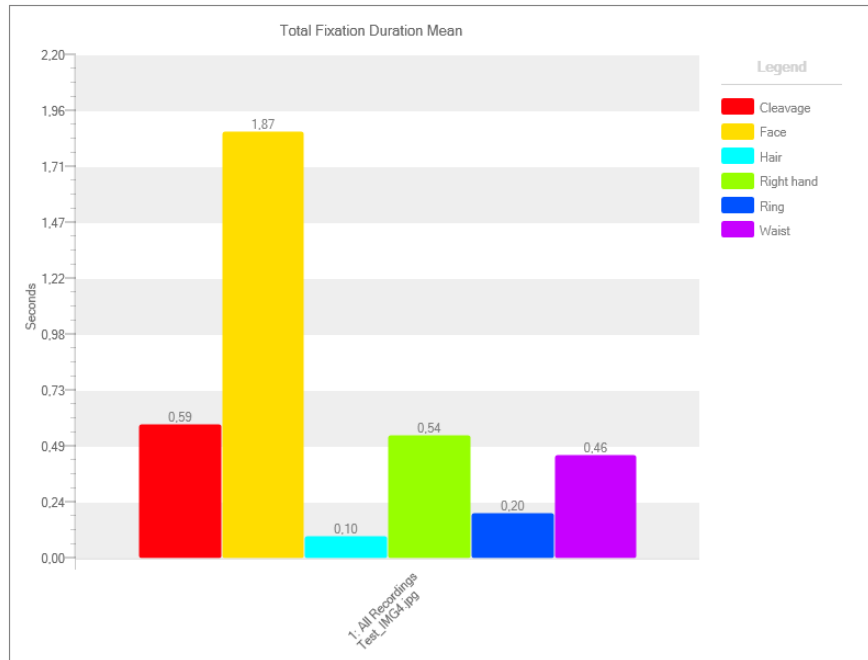


Men

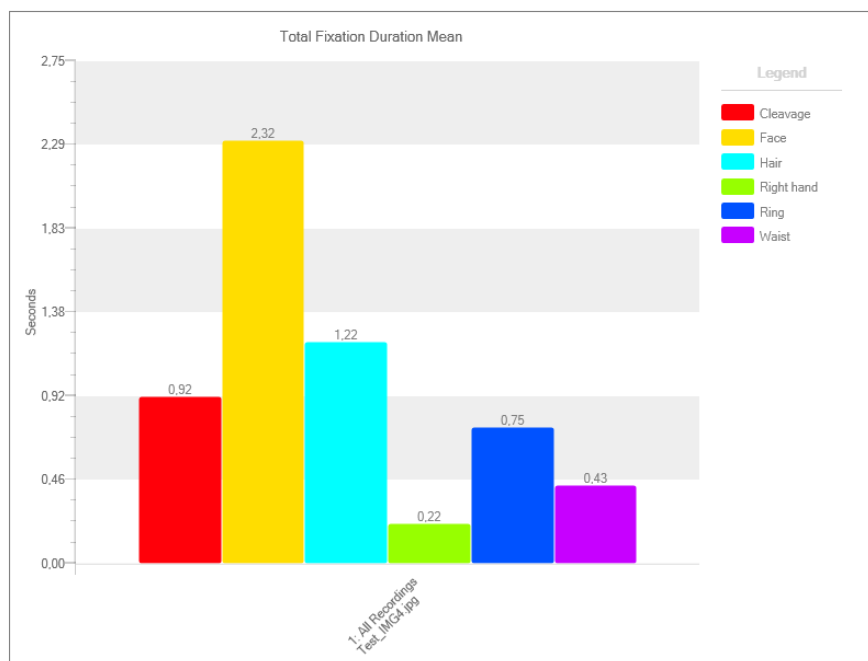




**Total fixation duration**  
**0 – 5 seconds**  
*Women*

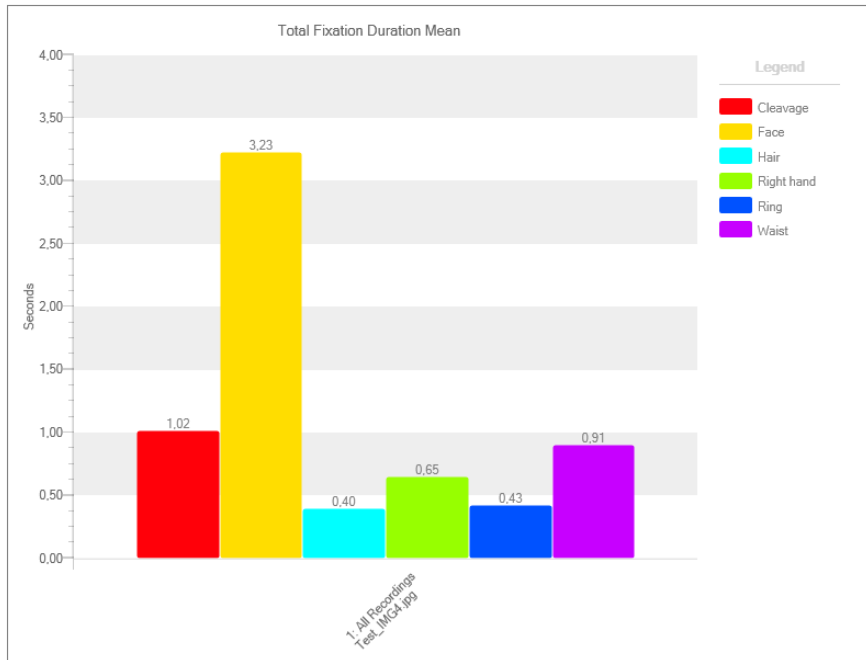


*Men*

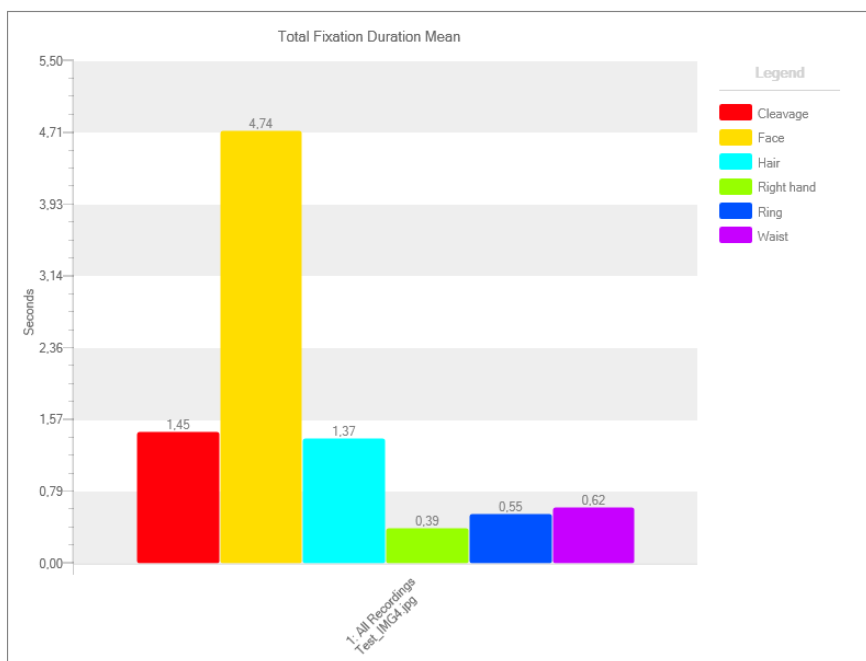




**Total fixation duration**  
**0 – 10 seconds**  
*Women*

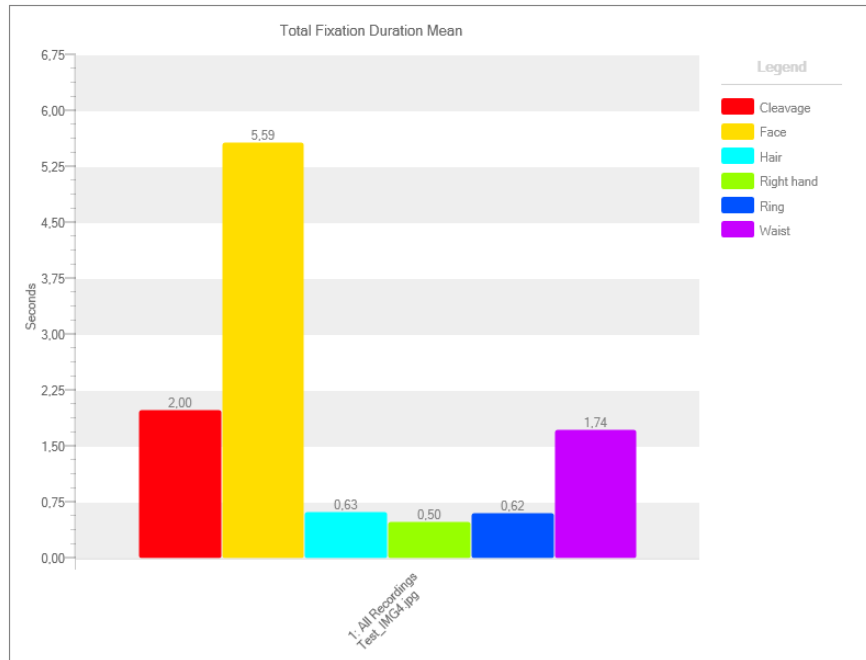


*Men*

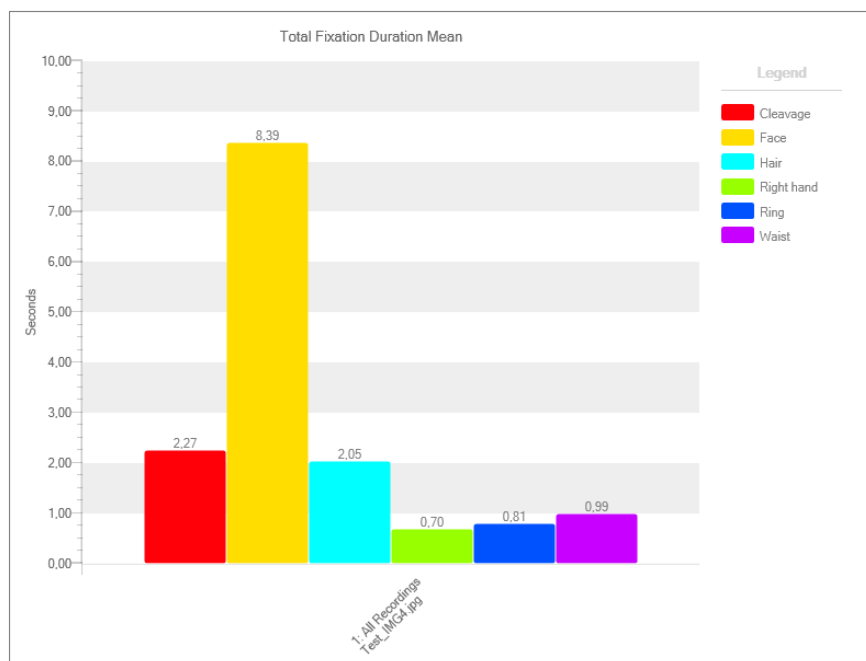




**Total fixation duration**  
**0 – 20 second**  
*Women*



*Men*

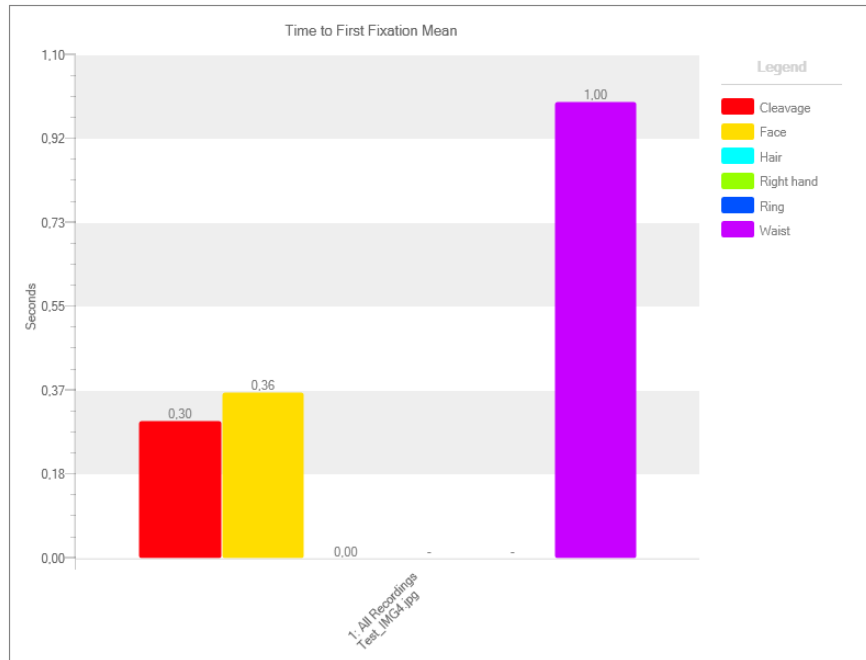




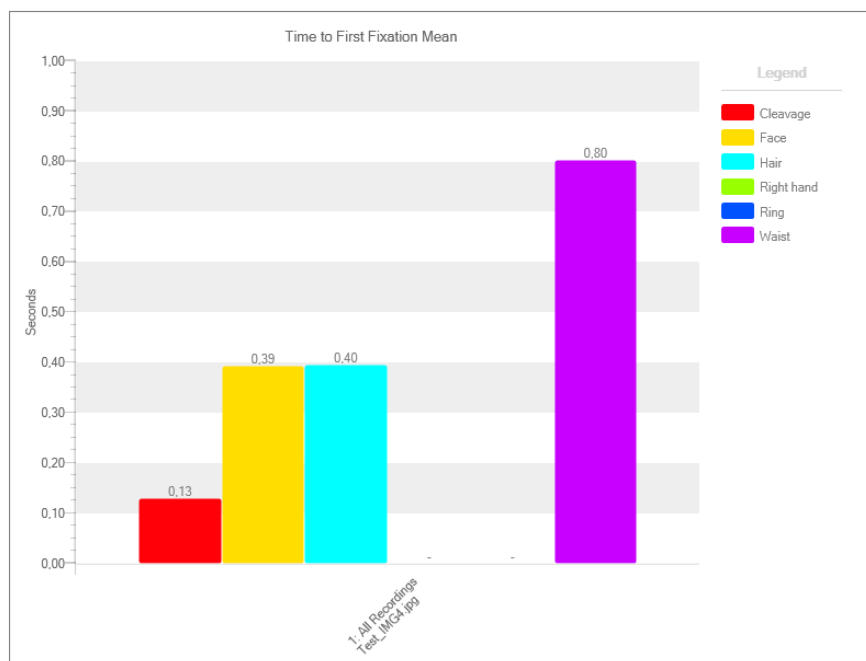
## Time to first fixation

0 – 1 second

Women



Men

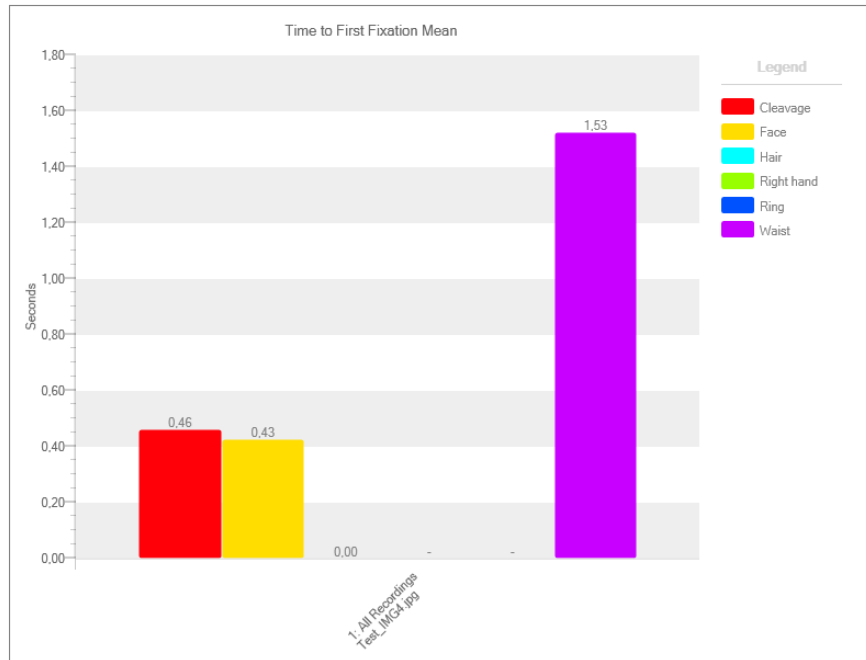




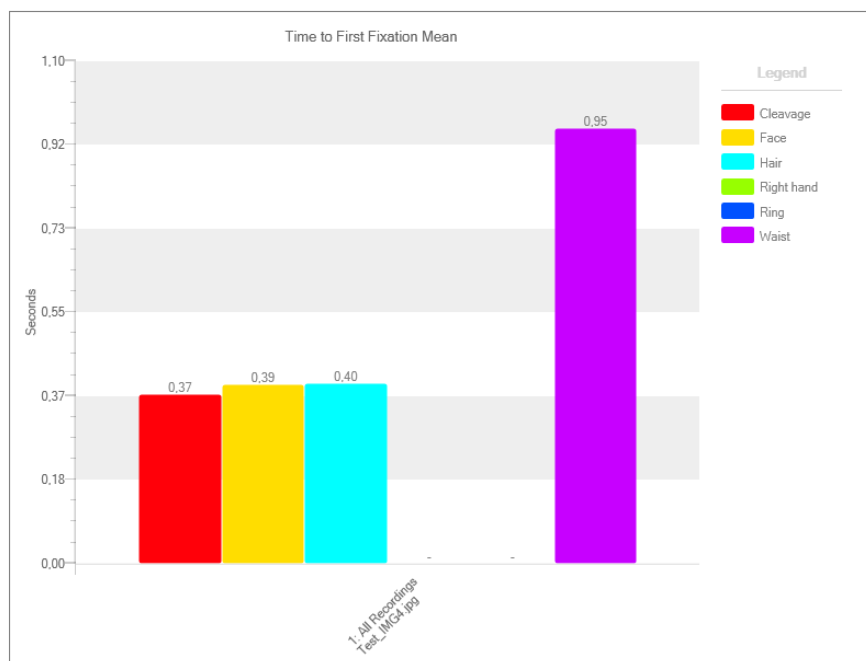
## Time to first fixation

0 – 2 seconds

Women

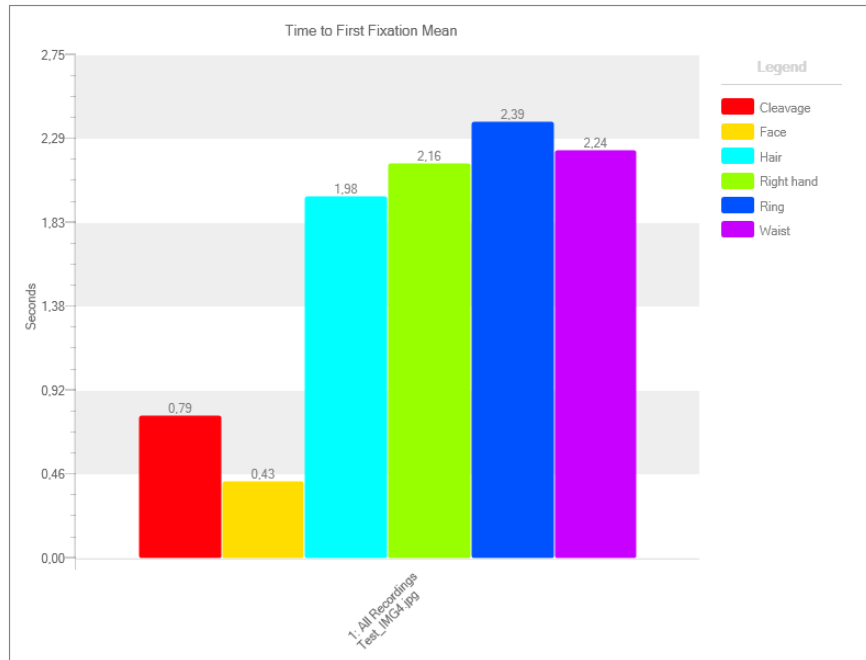


Men

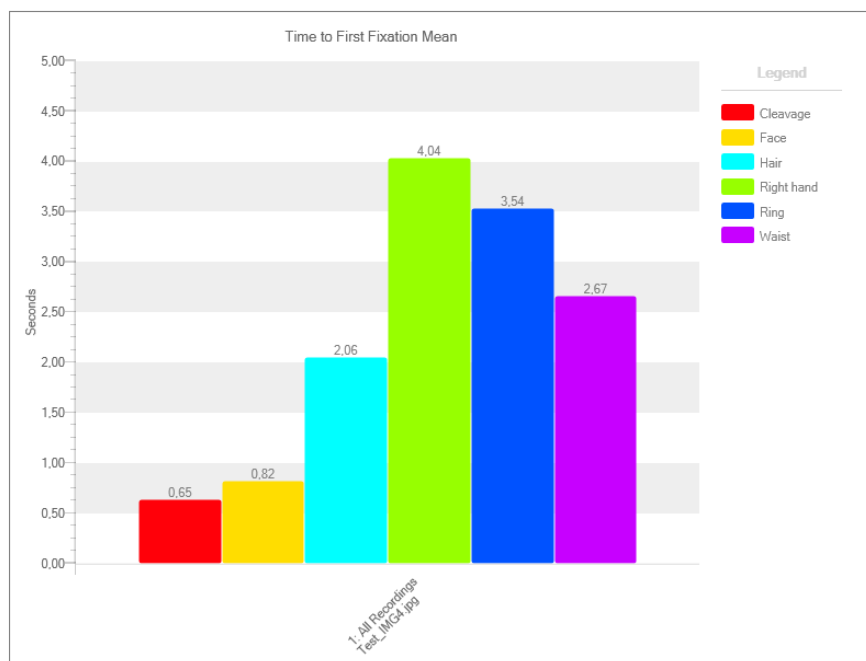




**Time to first fixation**  
**0 – 5 seconds**  
*Women*



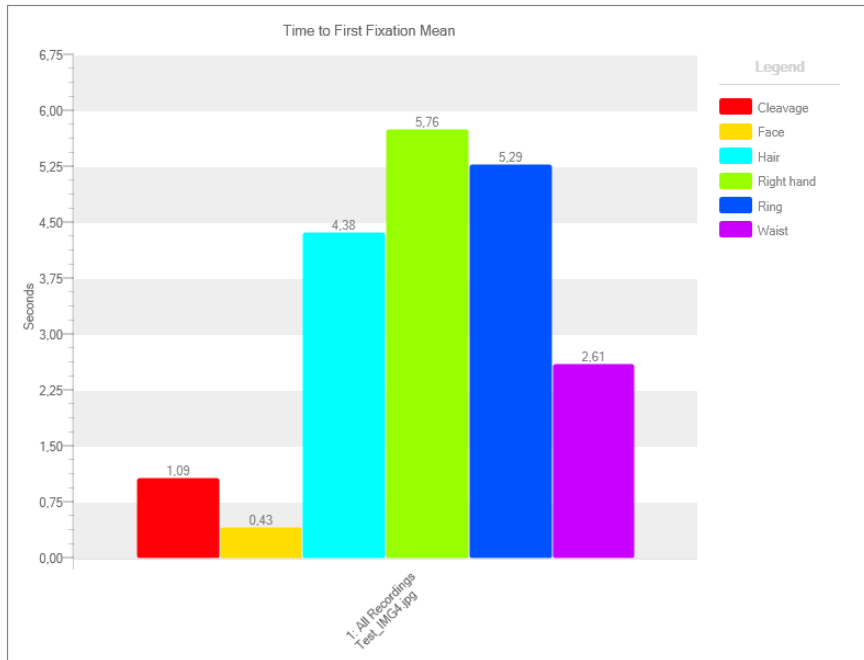
*Men*



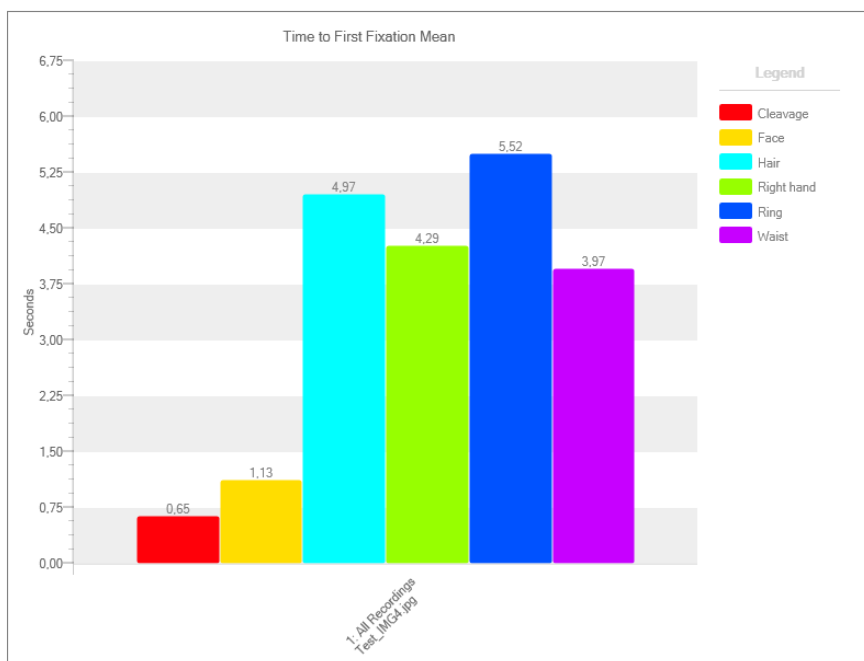




**Time to first fixation**  
**0 – 10 seconds**  
*Women*



*Men*



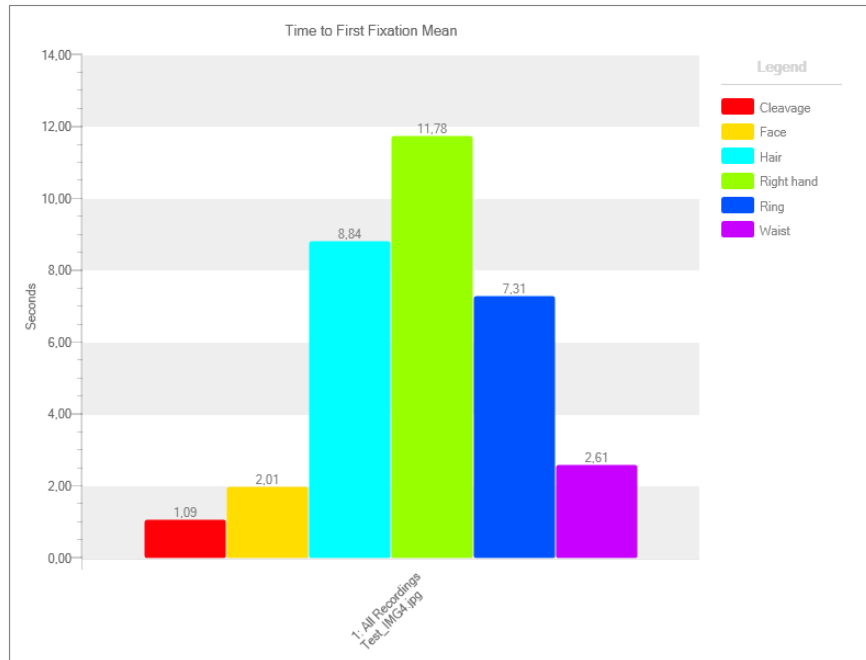
Brazil



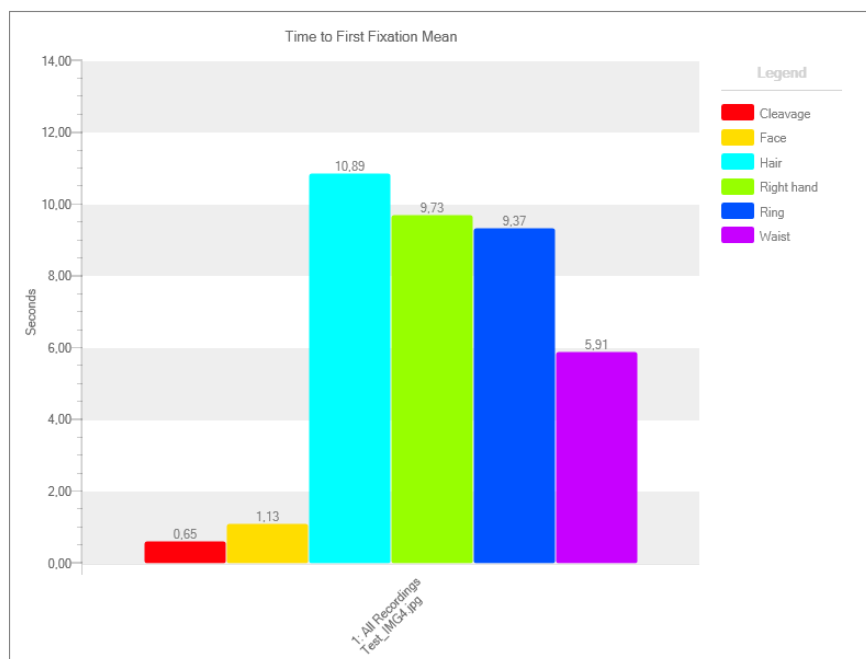
## Time to first fixation

0 – 20 second

Women



Men

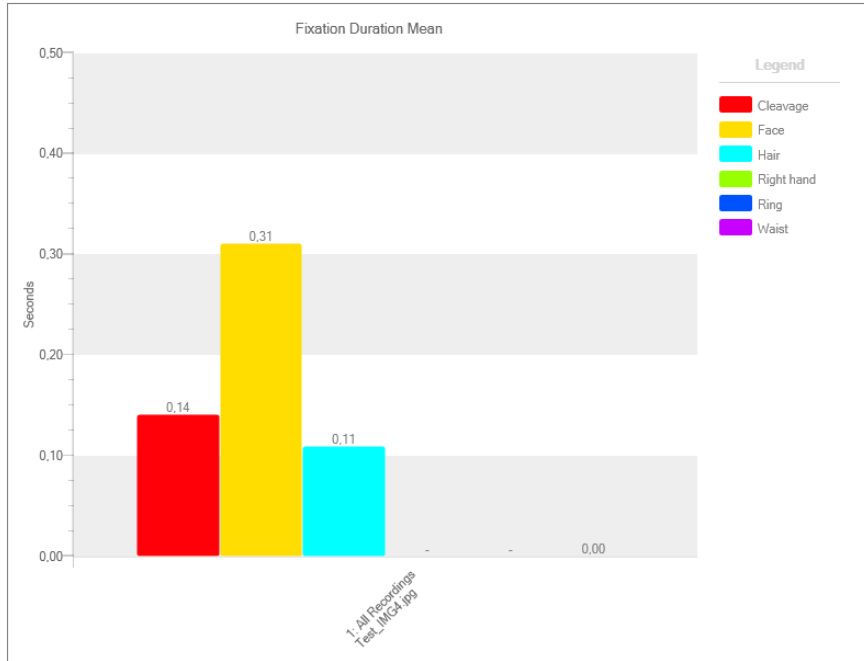




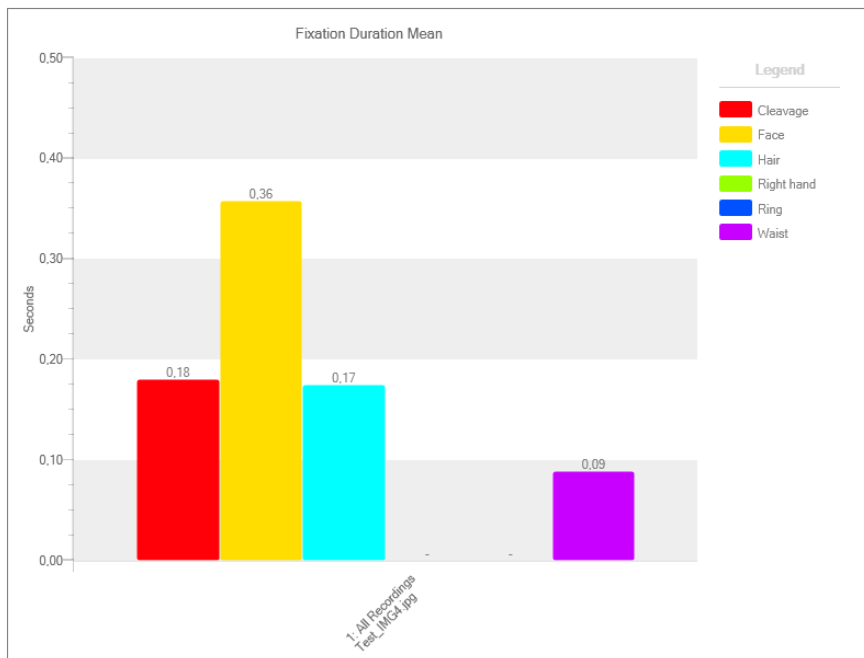
## Fixation duration

0 – 1 second

Women



Men

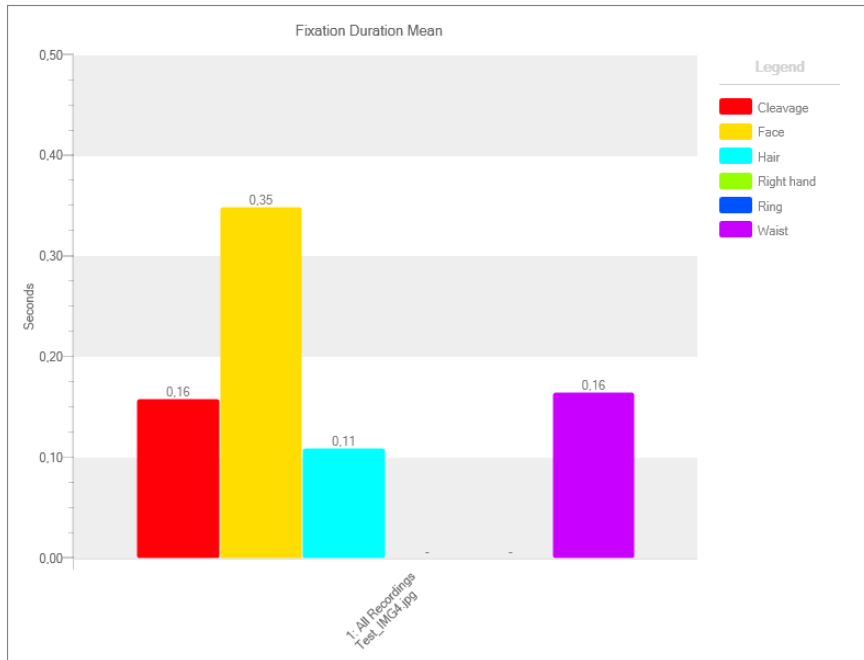




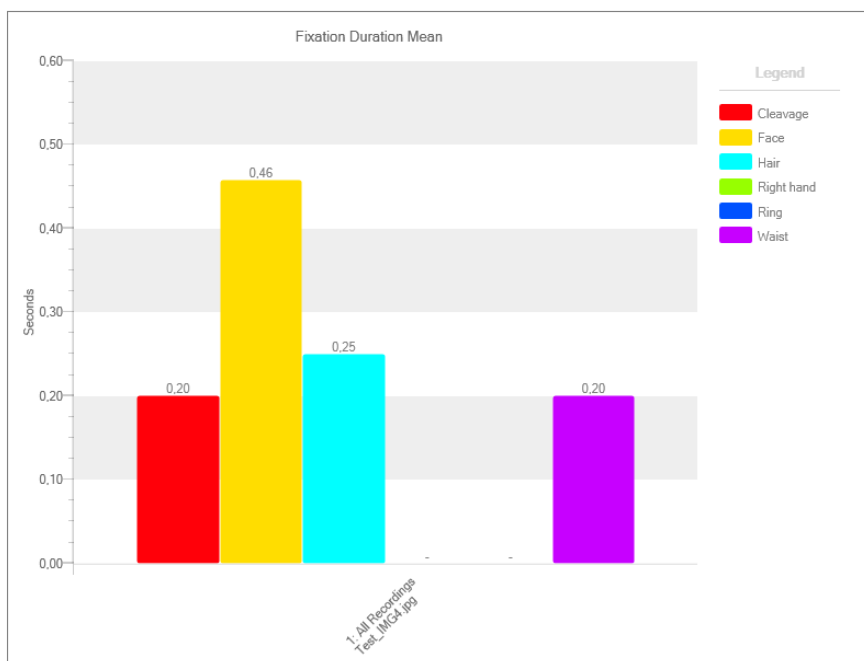
## Fixation duration

0 – 2 seconds

Women



Men

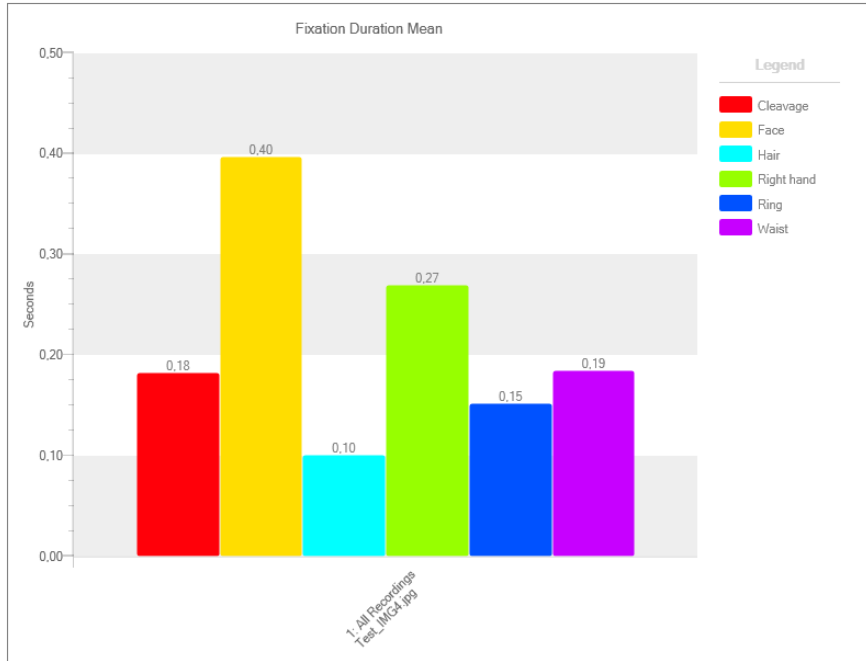




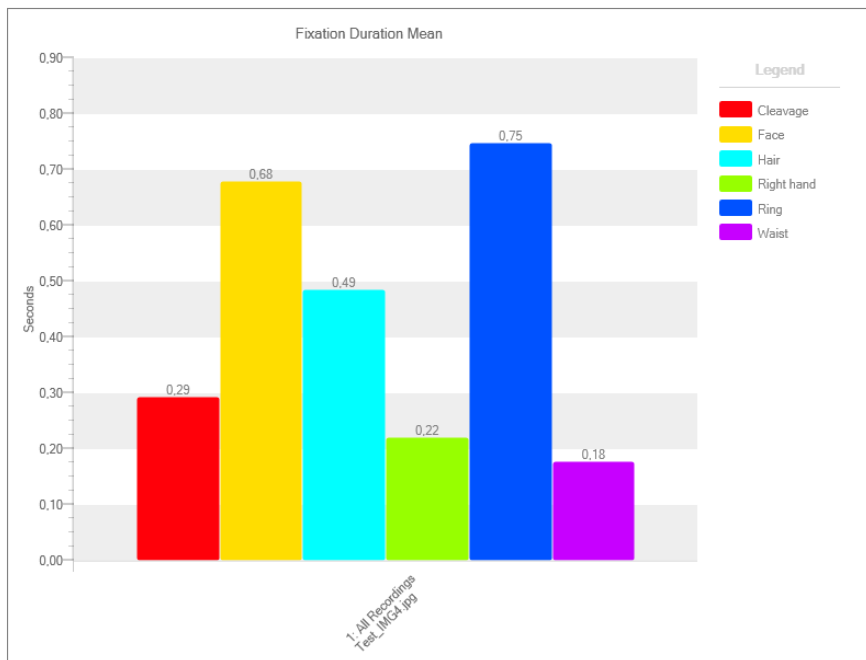
## Fixation duration

0 – 5 seconds

Women

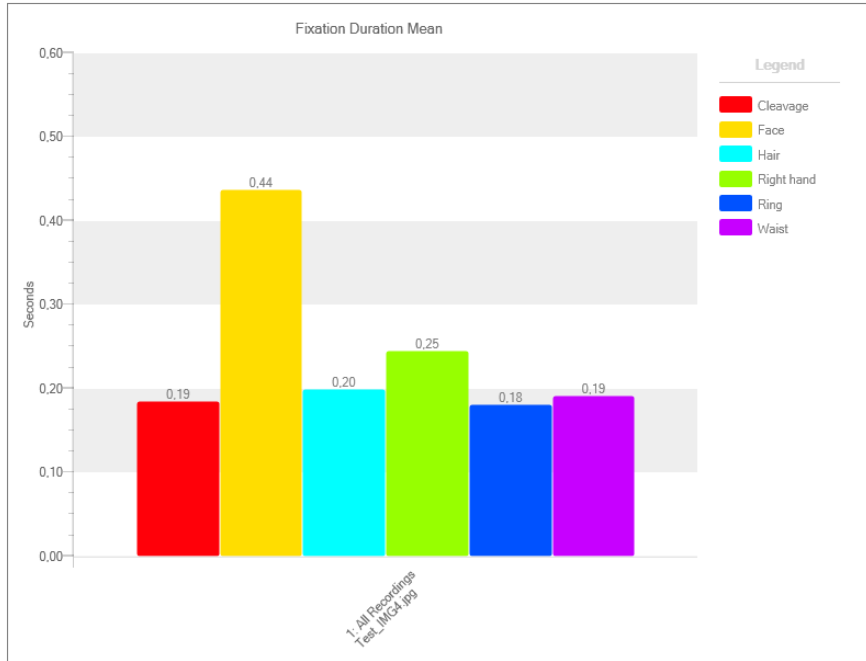


Men

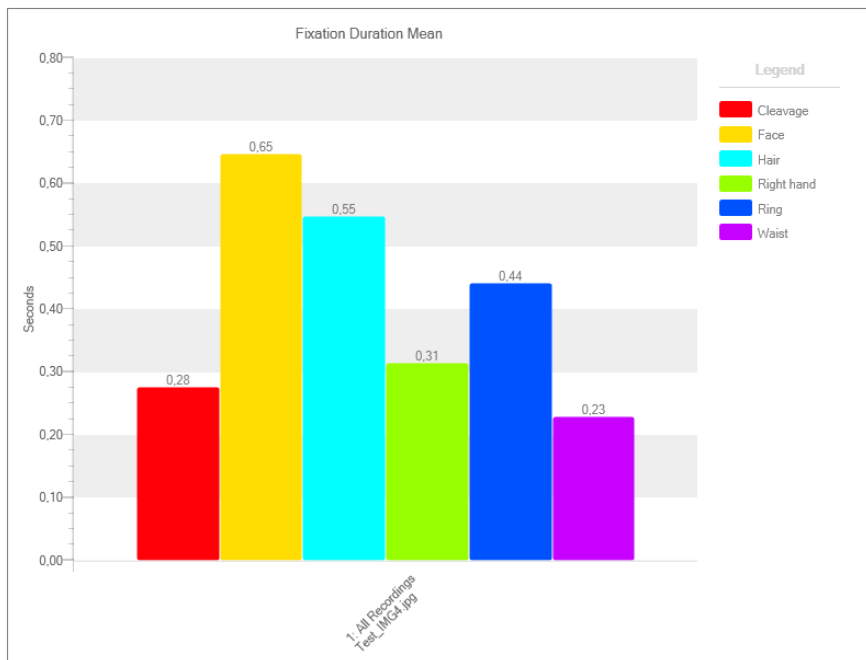




**Fixation duration**  
**0 – 10 seconds**  
*Women*

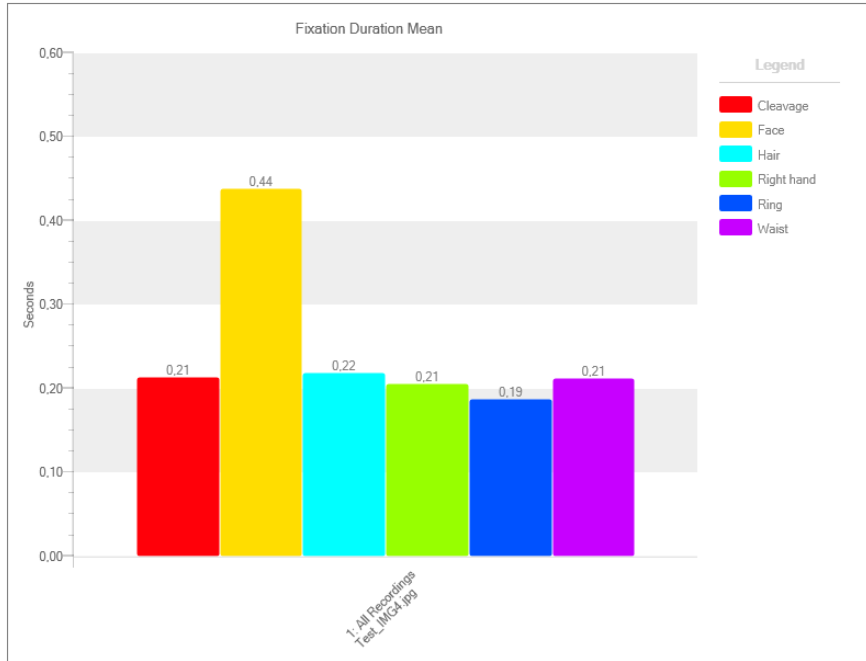


*Men*

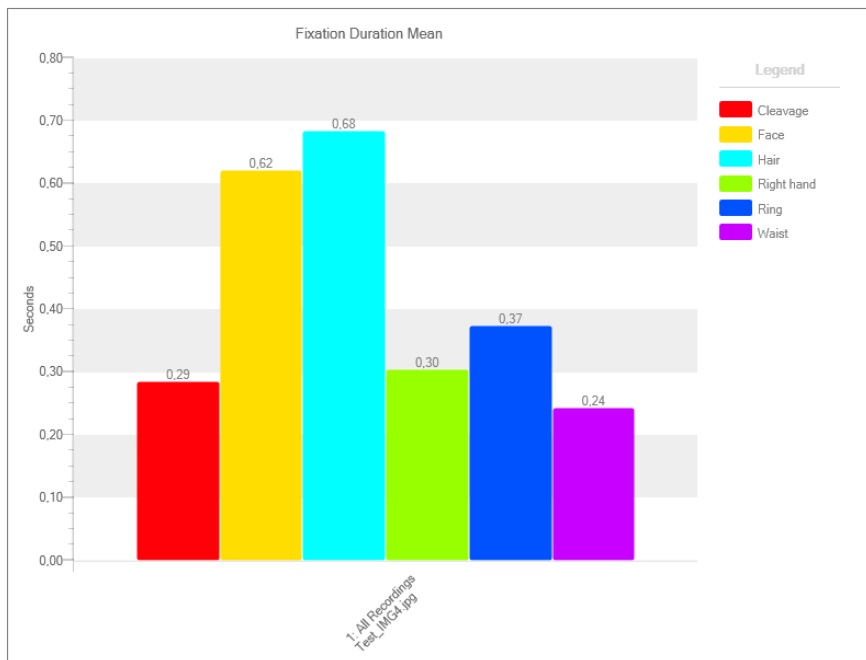




**Fixation duration**  
**0 – 20 second**  
*Women*



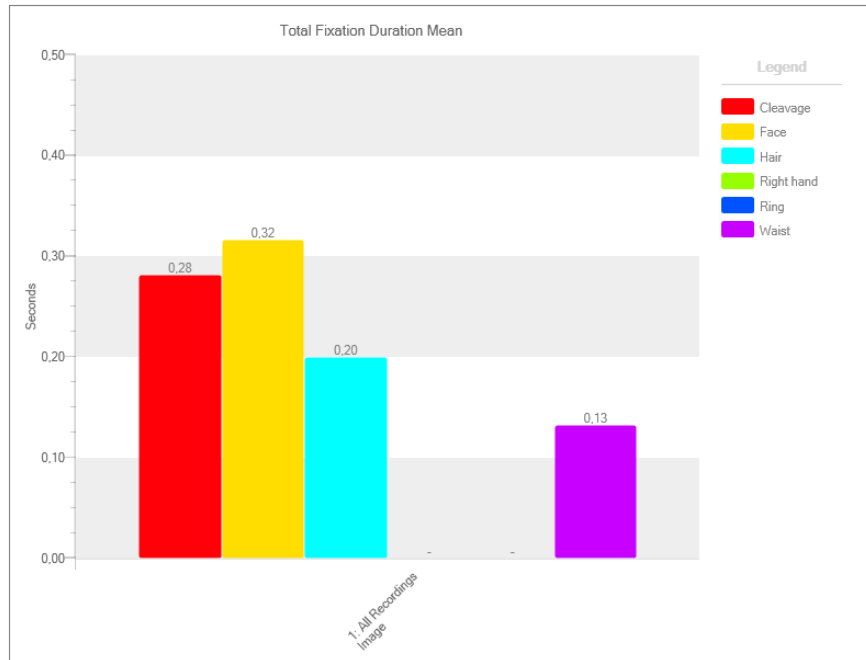
*Men*



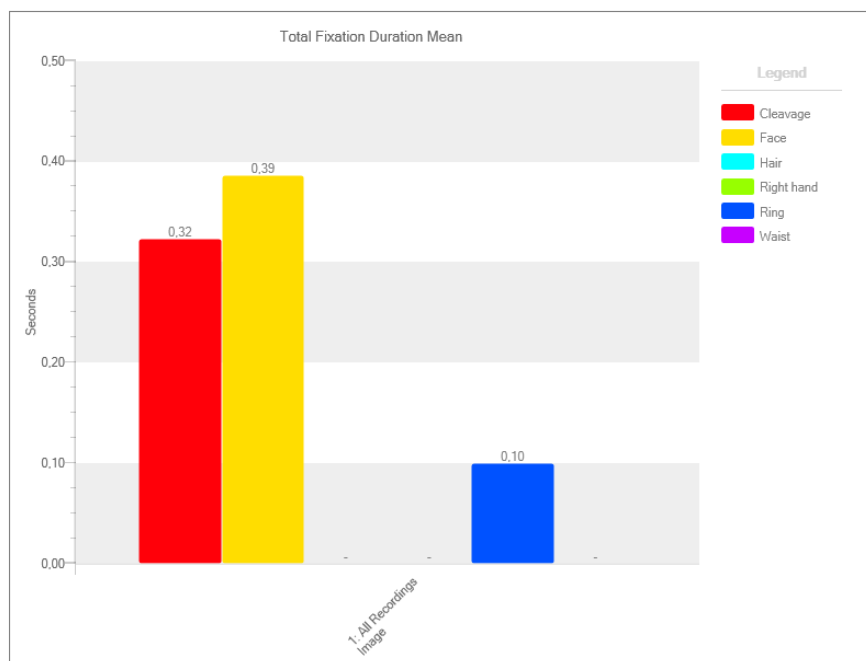
## Total fixation duration

0 – 1 second

Women



Men

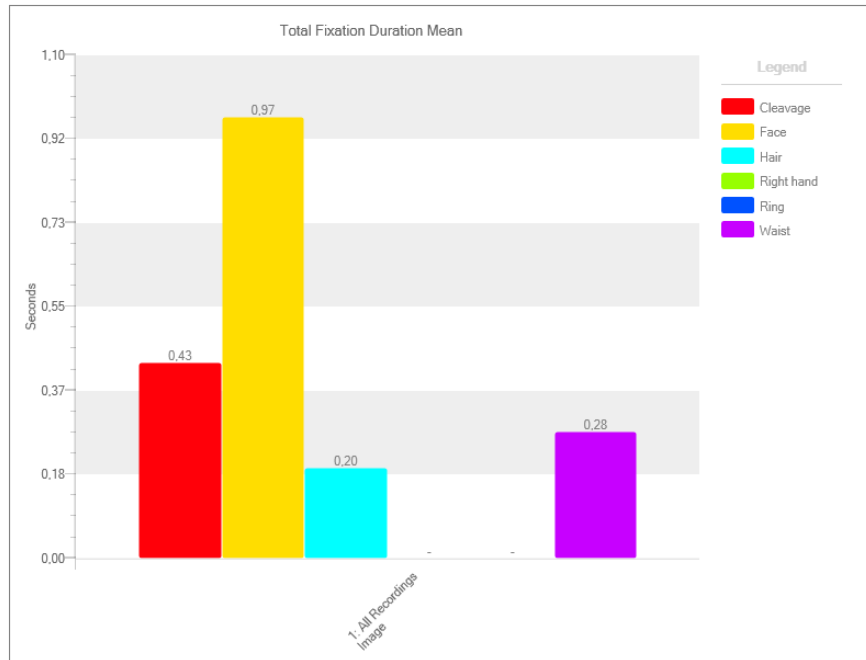




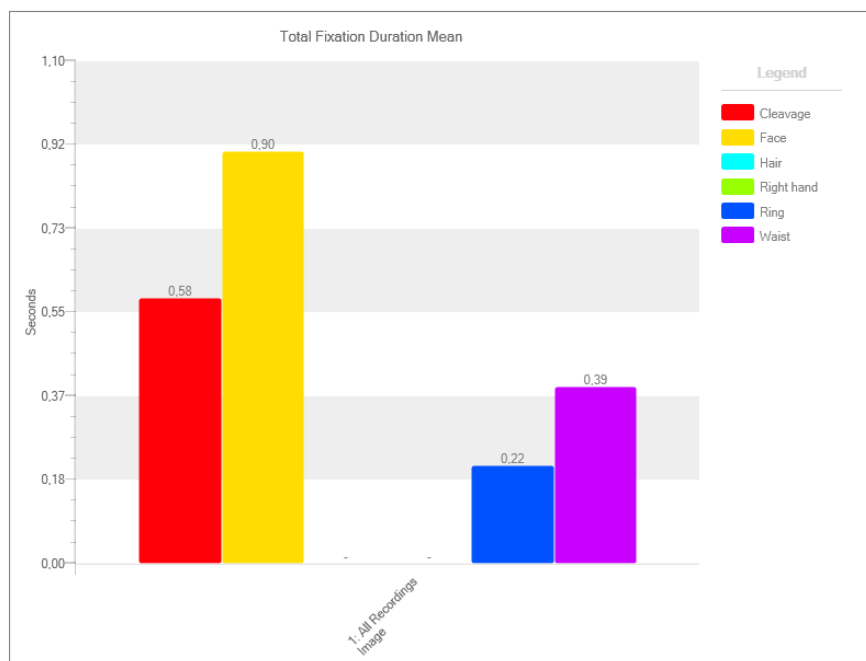
## Total fixation duration

0 – 2 seconds

*Women*

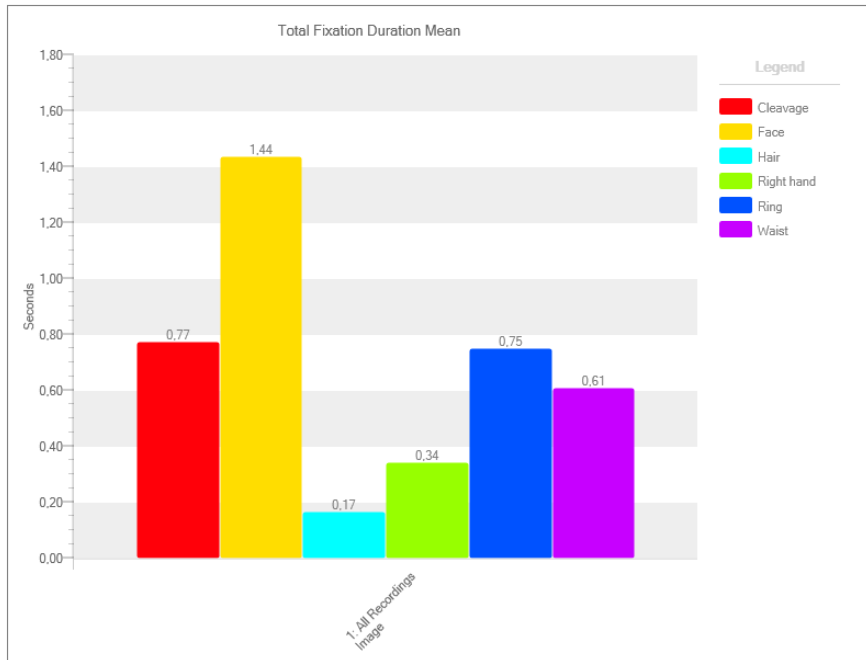


*Men*

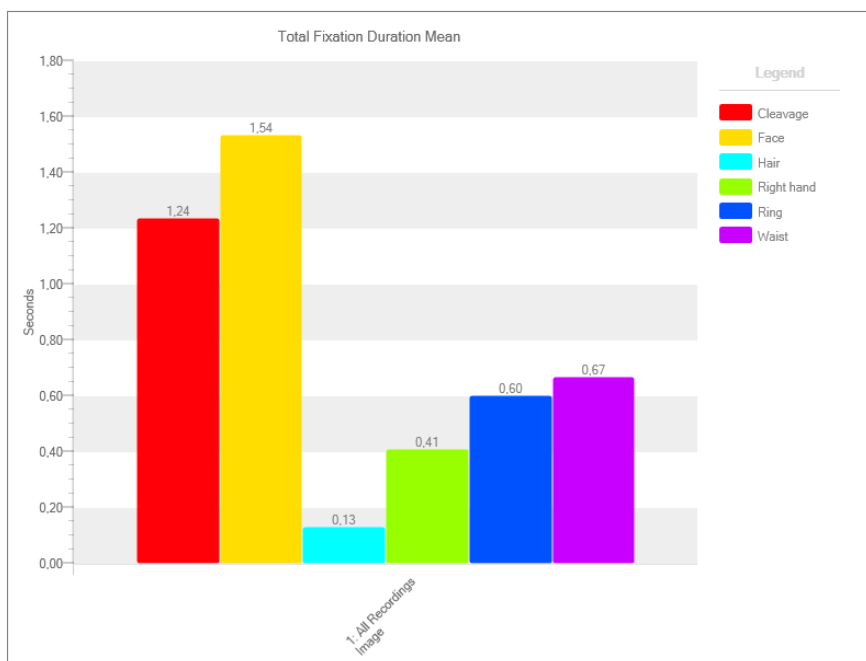




**Total fixation duration**  
**0 – 5 seconds**  
*Women*

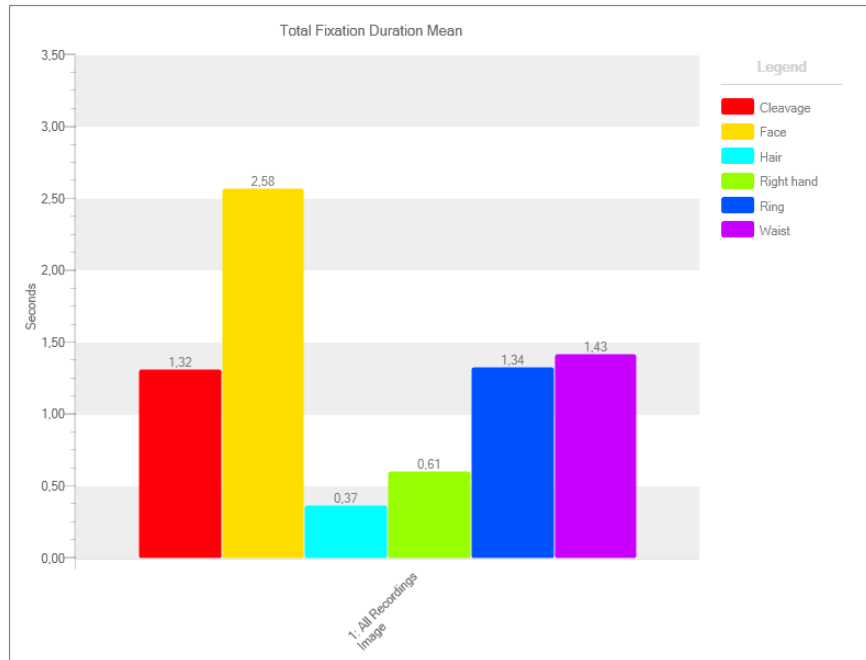


*Men*

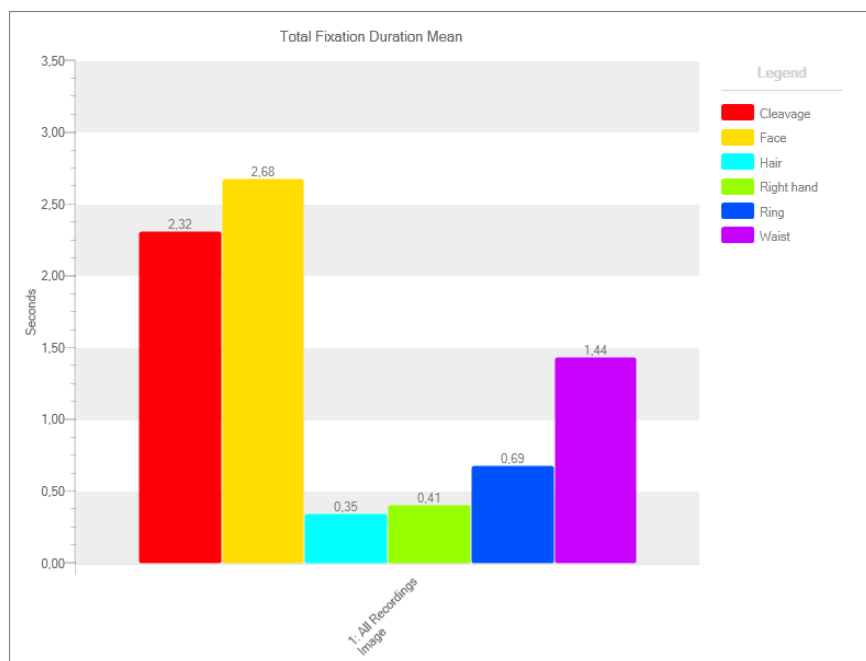


**Total fixation duration**  
**0 – 10 seconds**

*Women*

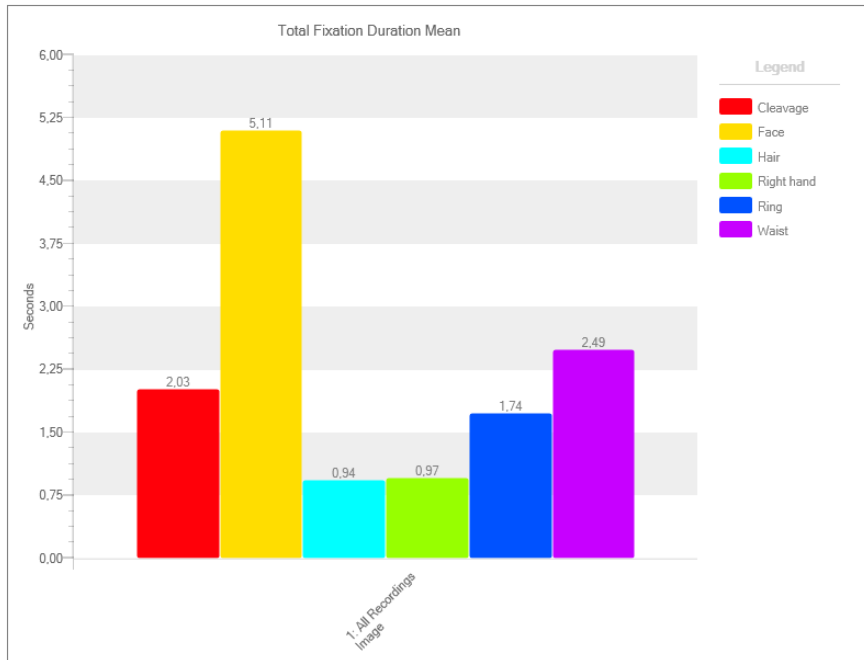


*Men*

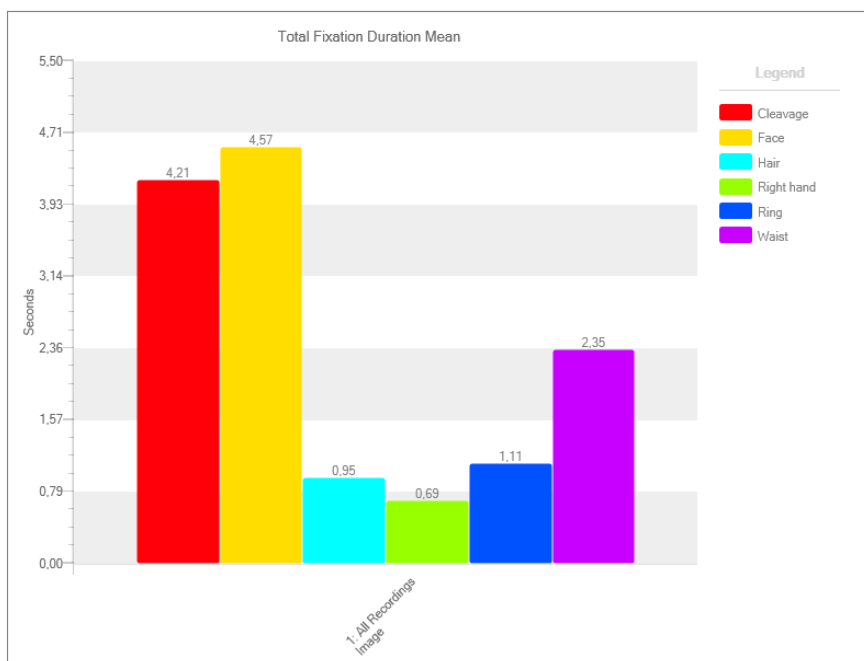




**Total fixation duration**  
**0 – 20 second**  
*Women*



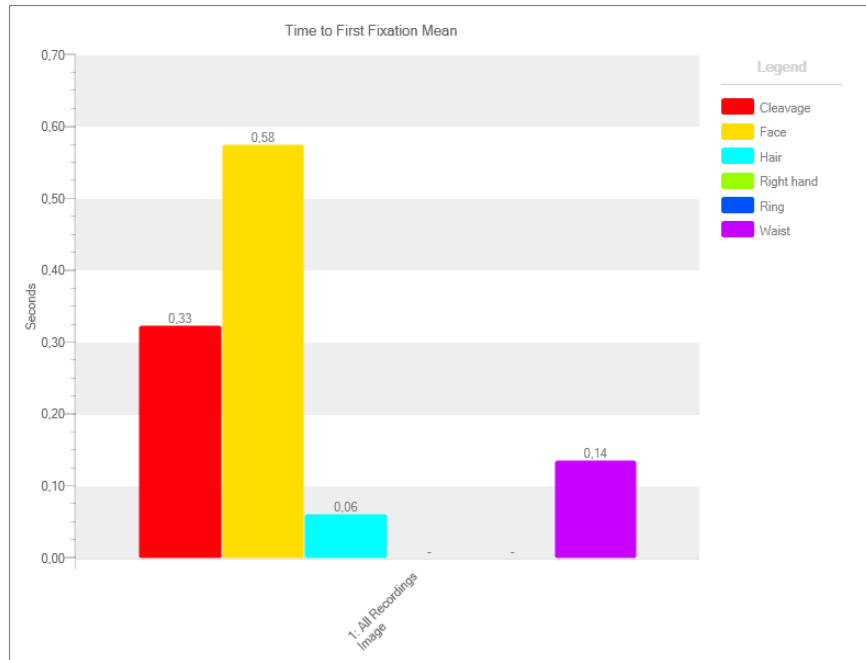
*Men*



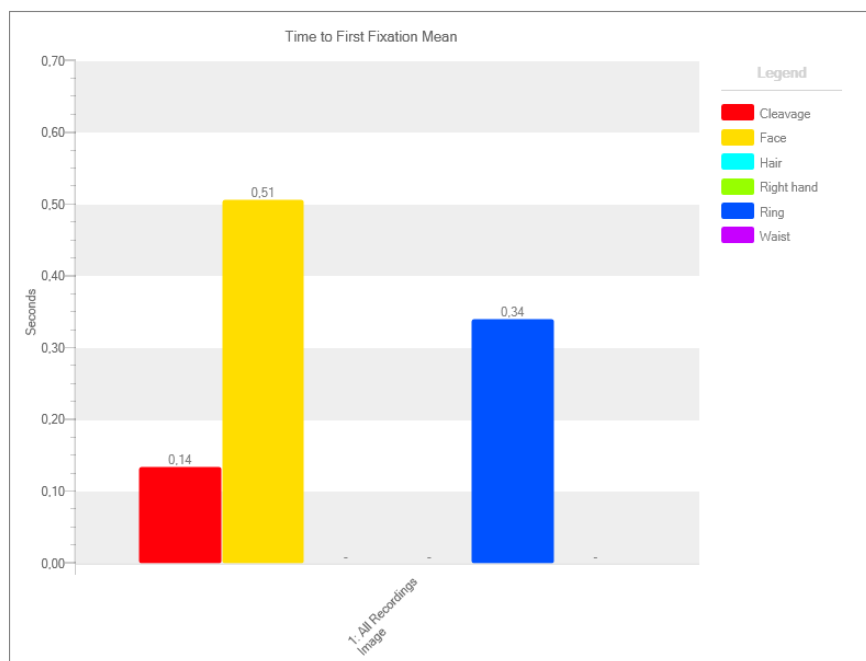
## Time to first fixation

0 – 1 second

Women



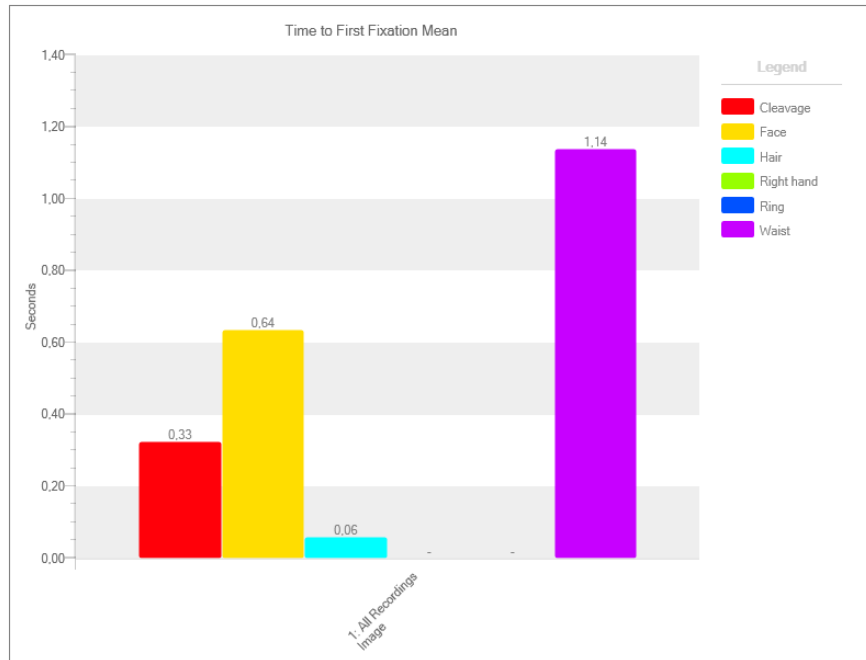
Men



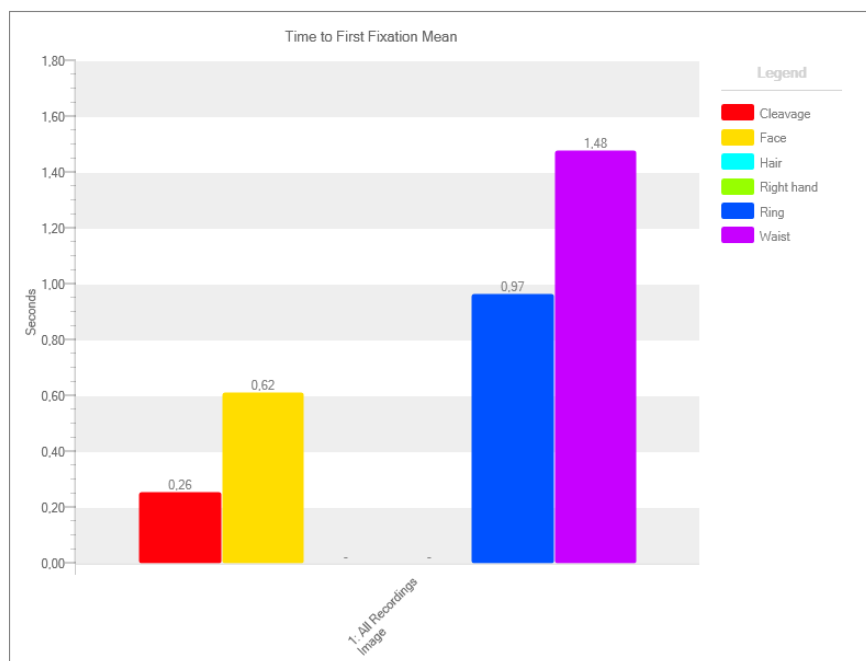
## Time to first fixation

0 – 2 seconds

*Women*



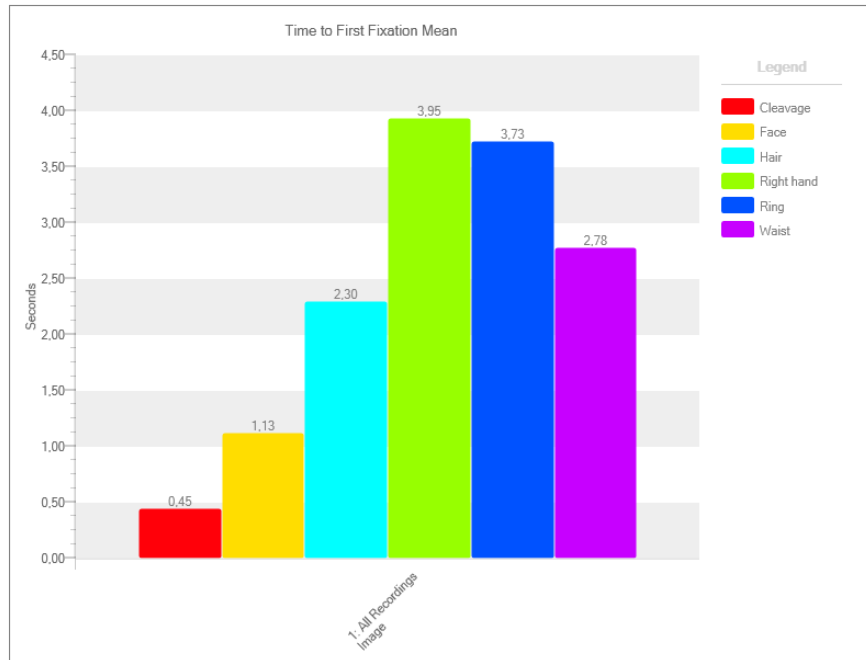
*Men*



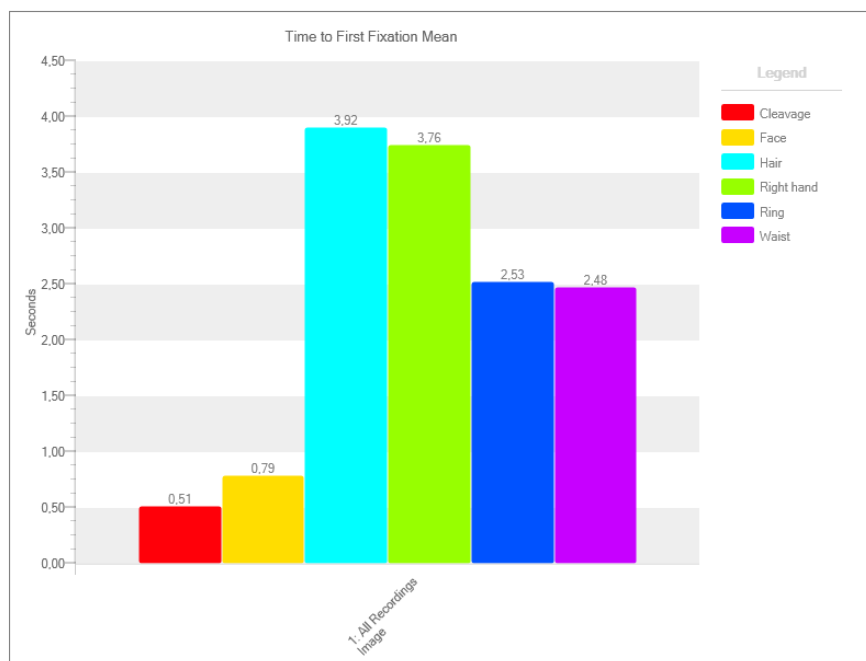
## Time to first fixation

0 – 5 seconds

Women



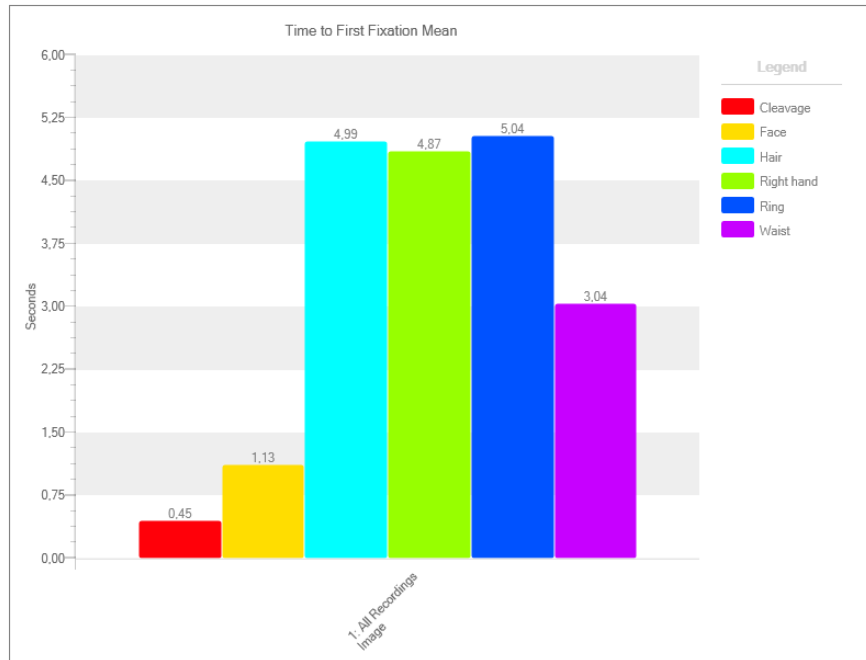
Men



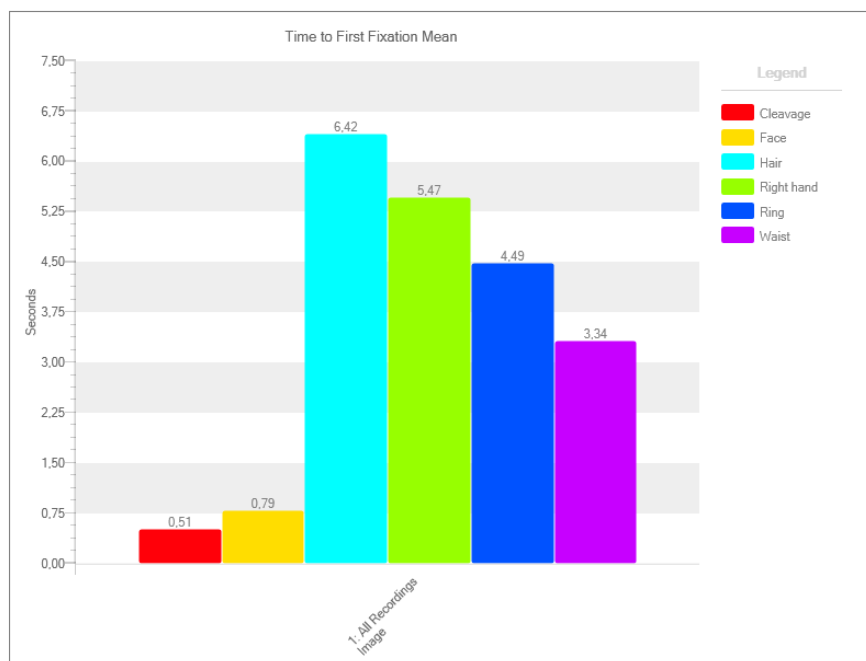
## Time to first fixation

0 – 10 seconds

*Women*



*Men*

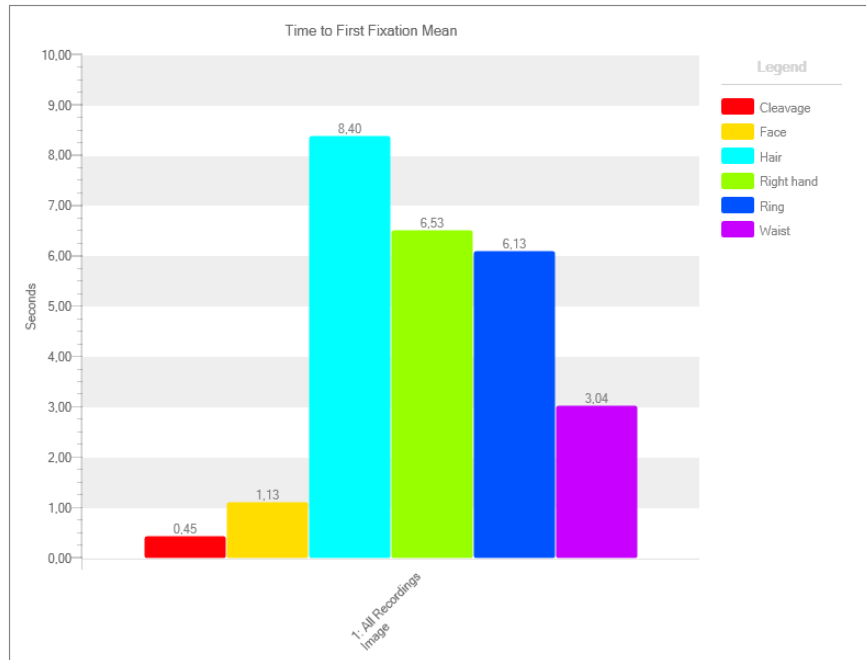




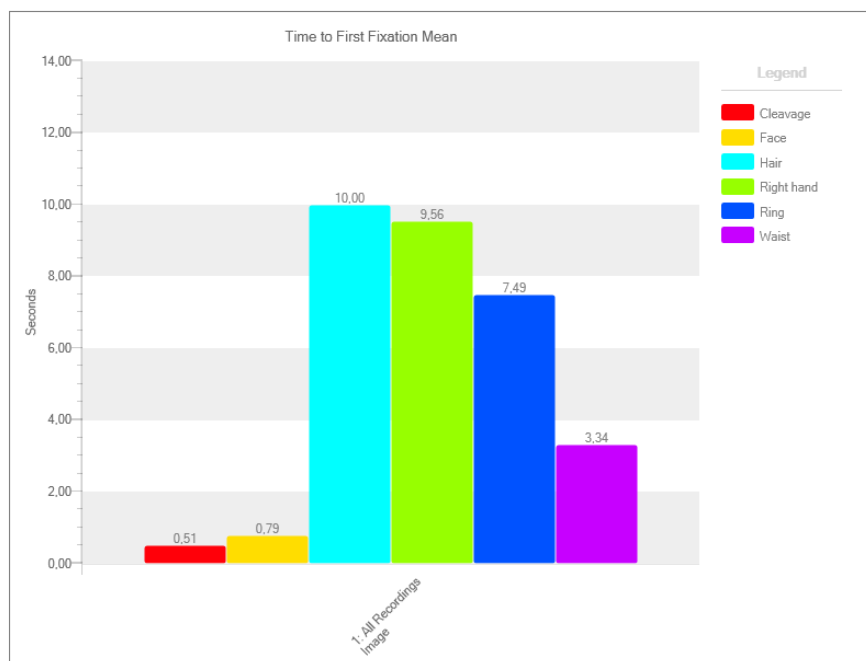
## Time to first fixation

0 – 20 second

*Women*



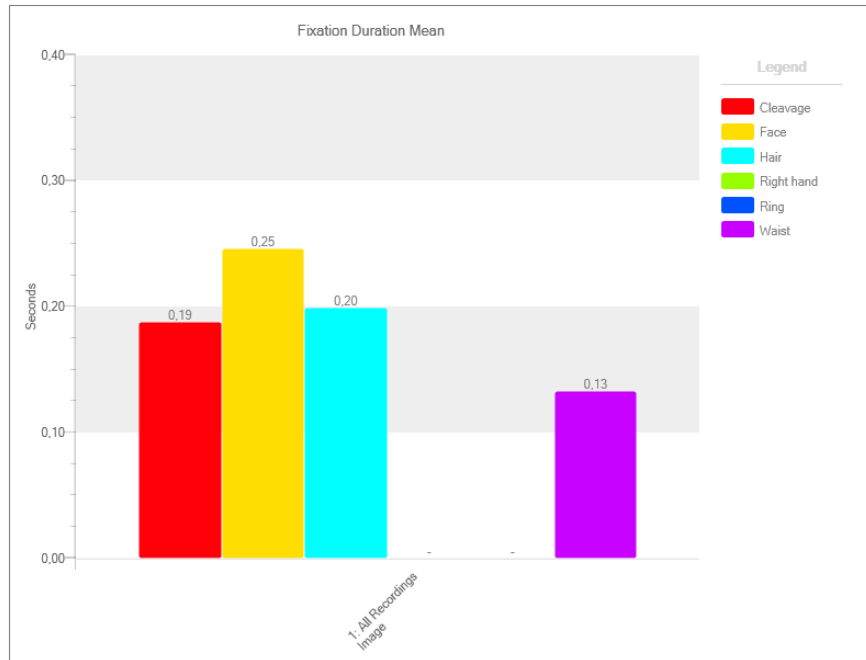
*Men*



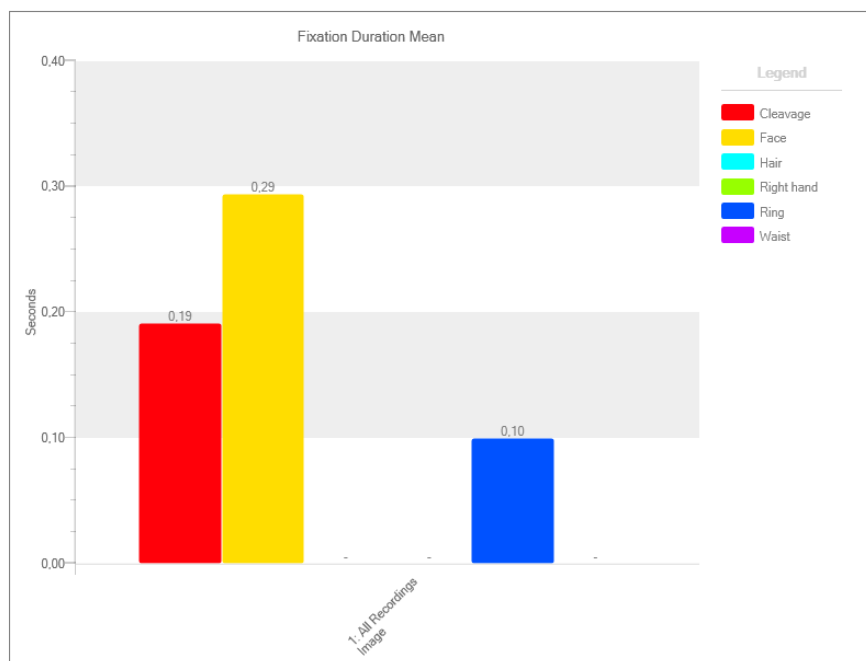
## Fixation duration

0 – 1 second

*Women*



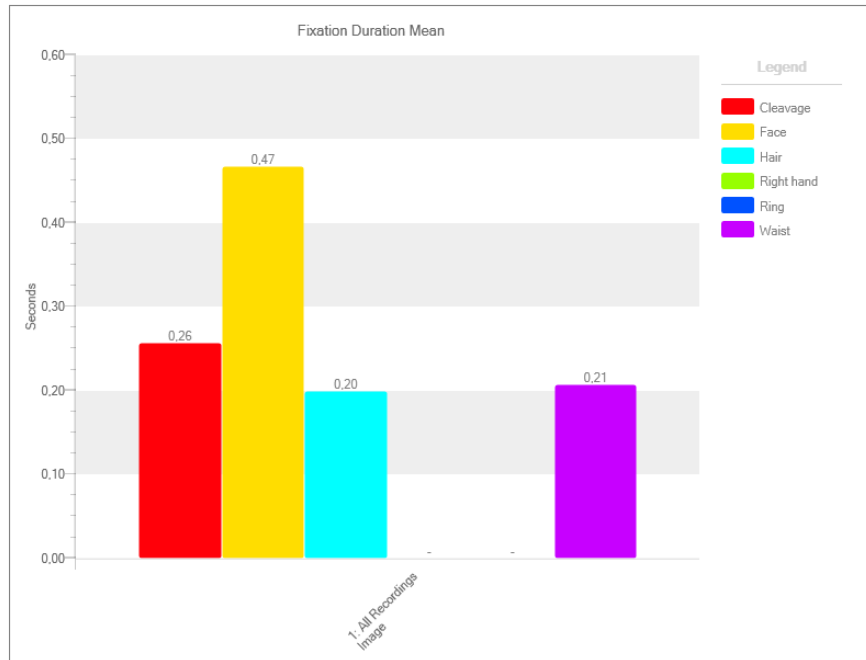
*Men*



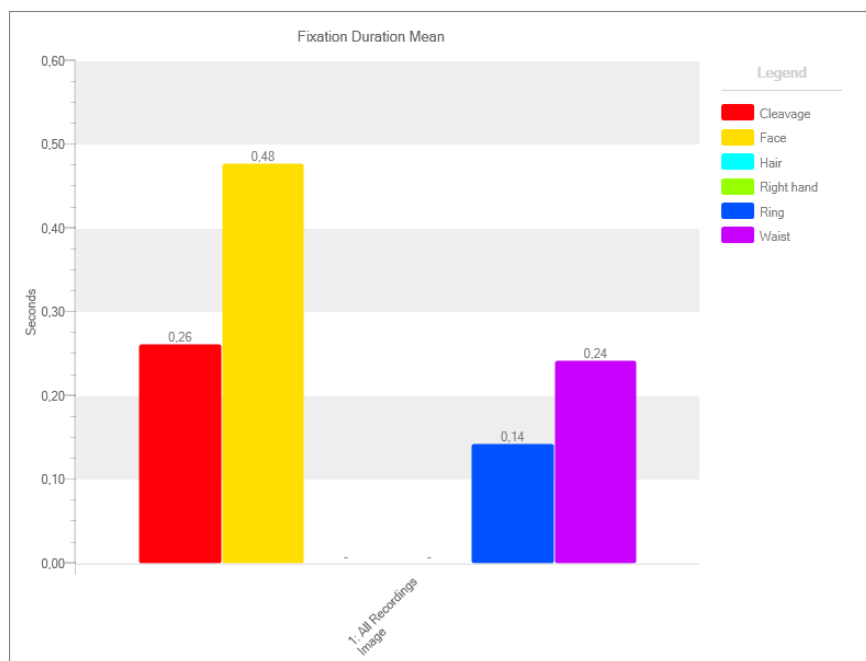
## Fixation duration

0 – 2 seconds

Women



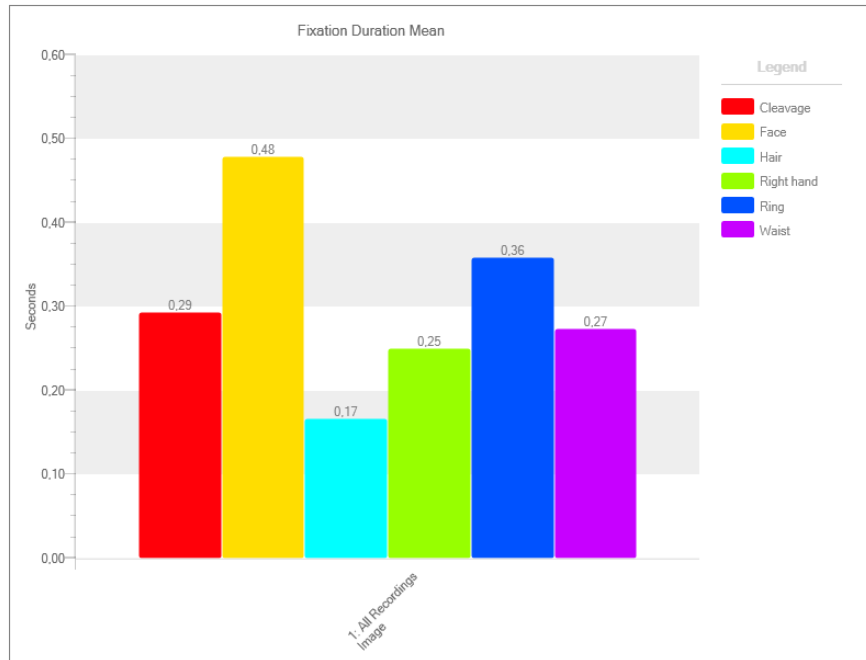
Men



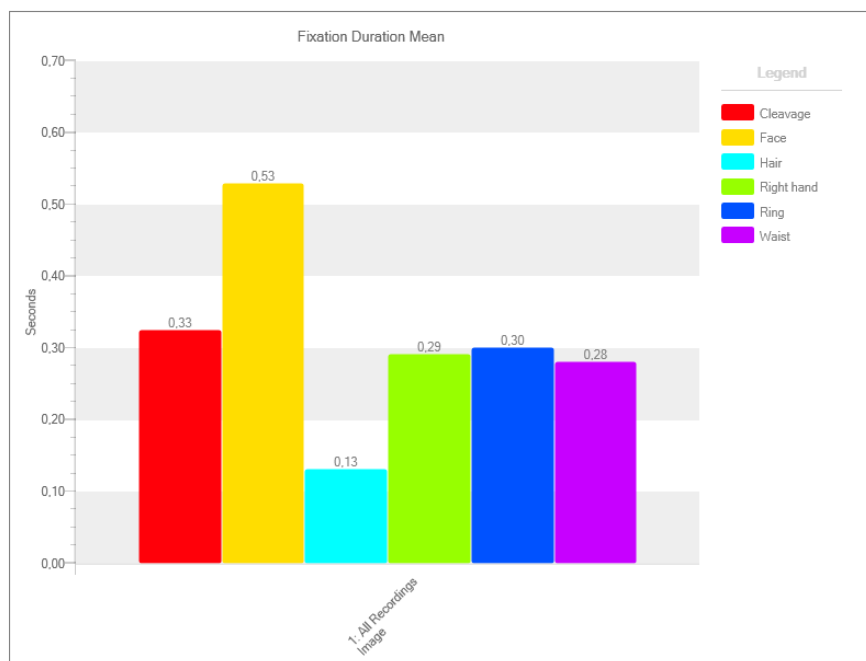
## Fixation duration

0 – 5 seconds

Women



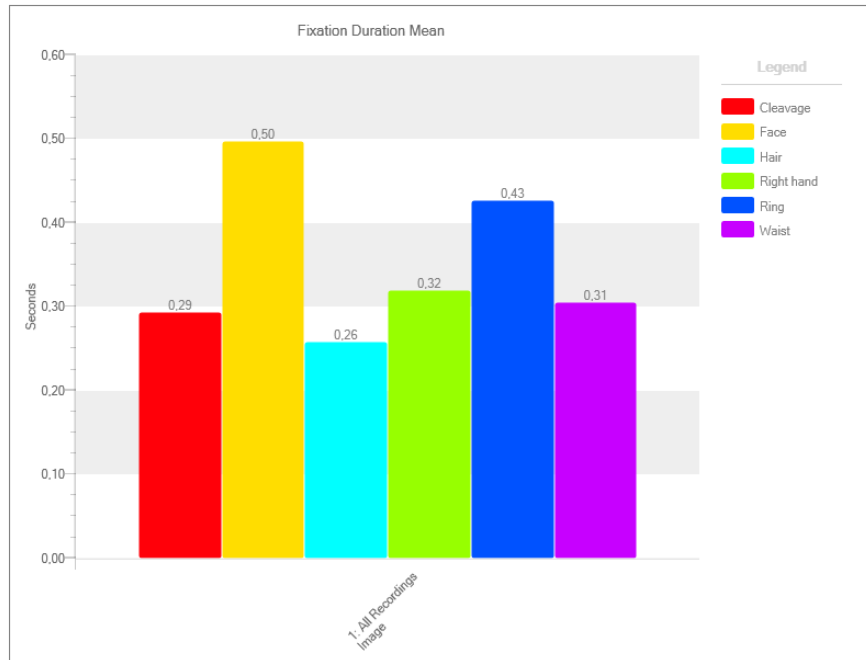
Men



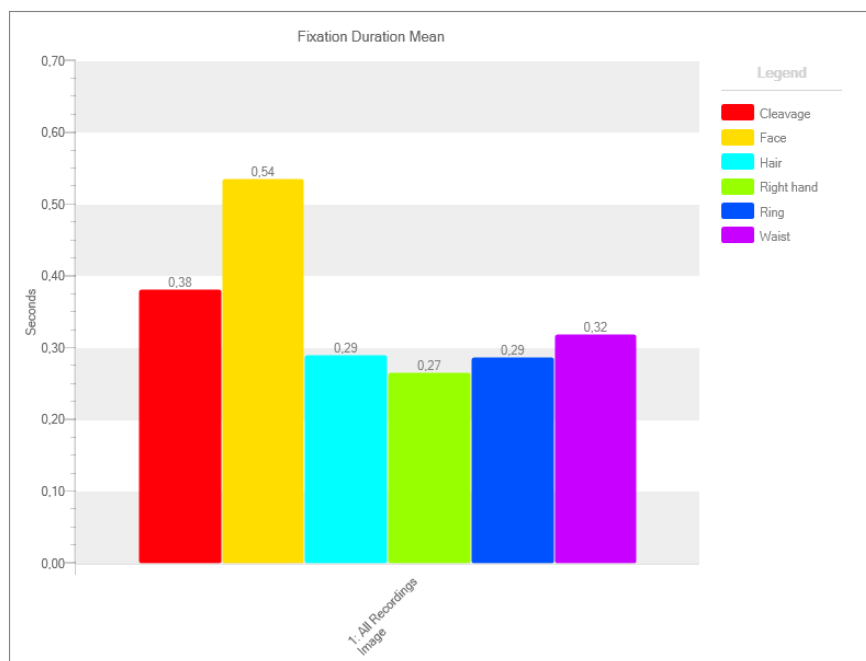
## Fixation duration

0 – 10 seconds

Women



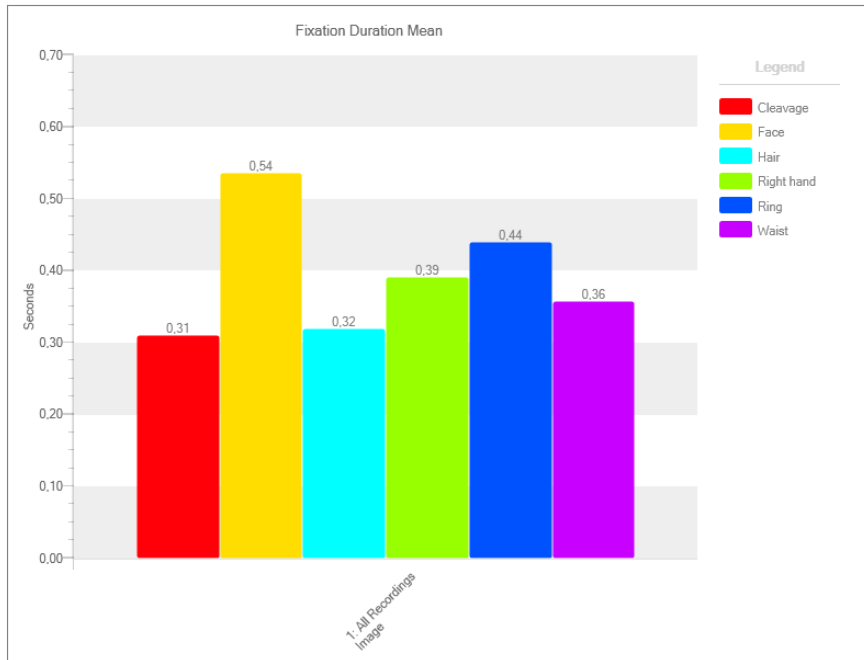
Men



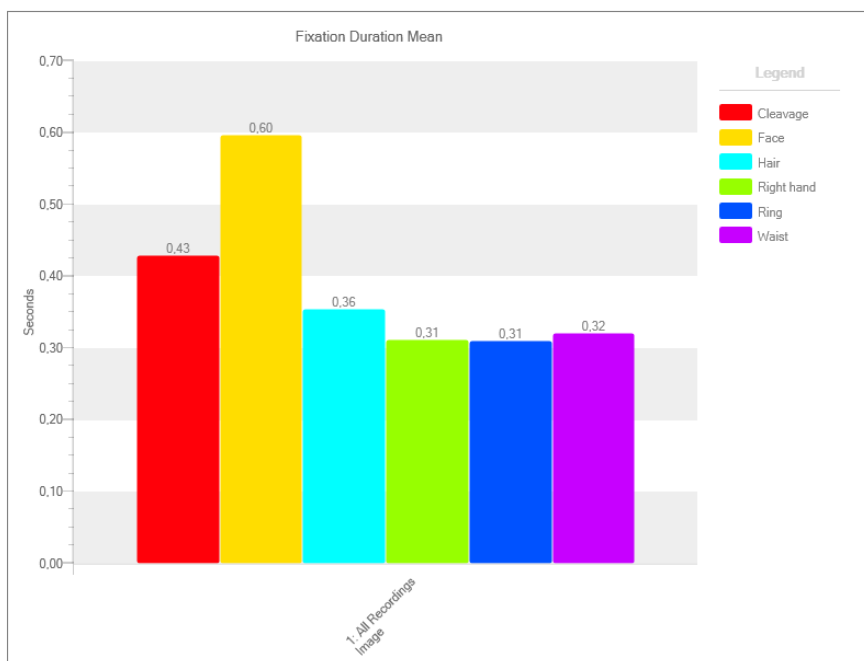
## Fixation duration

0 – 20 second

Women



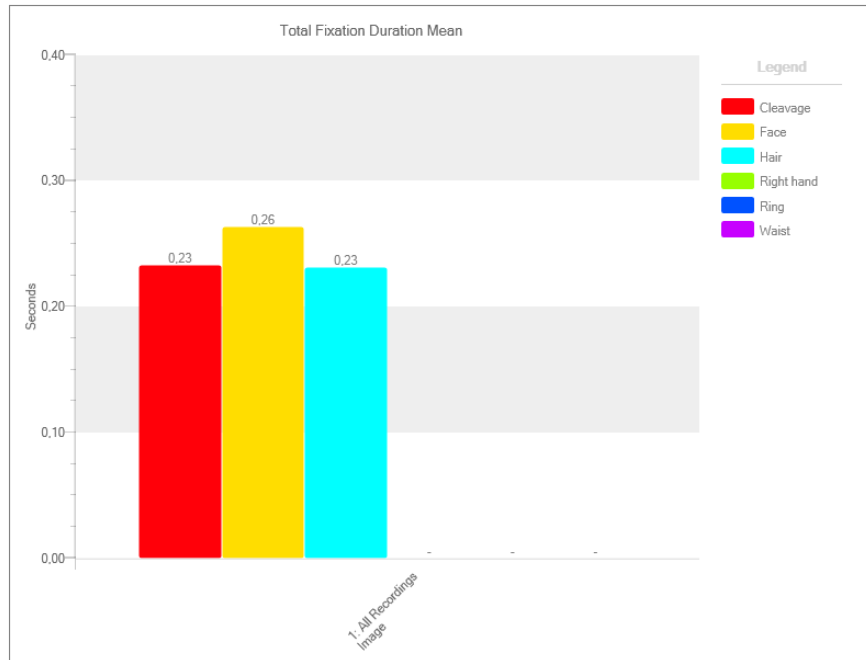
Men



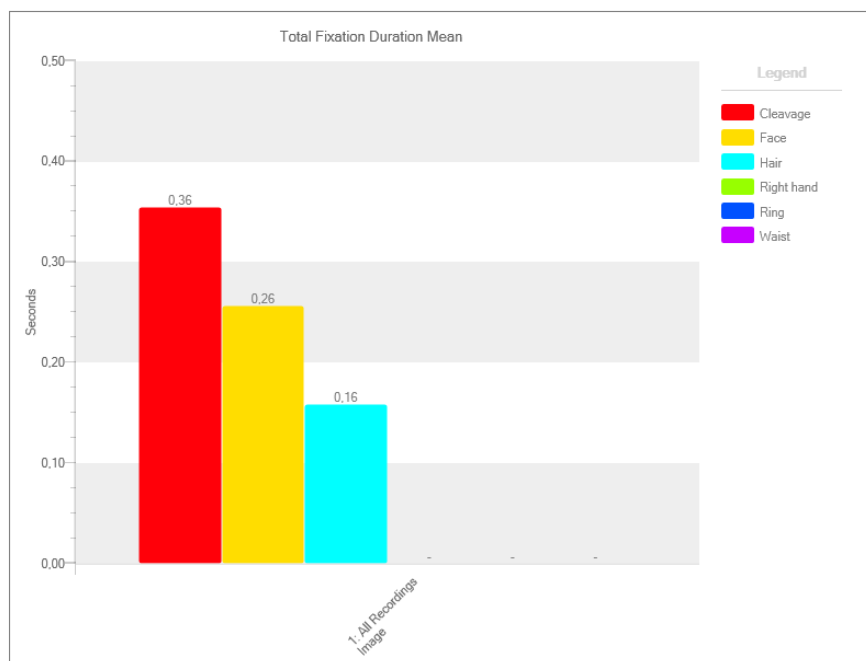
## Total fixation duration

0 – 1 second

*Women*



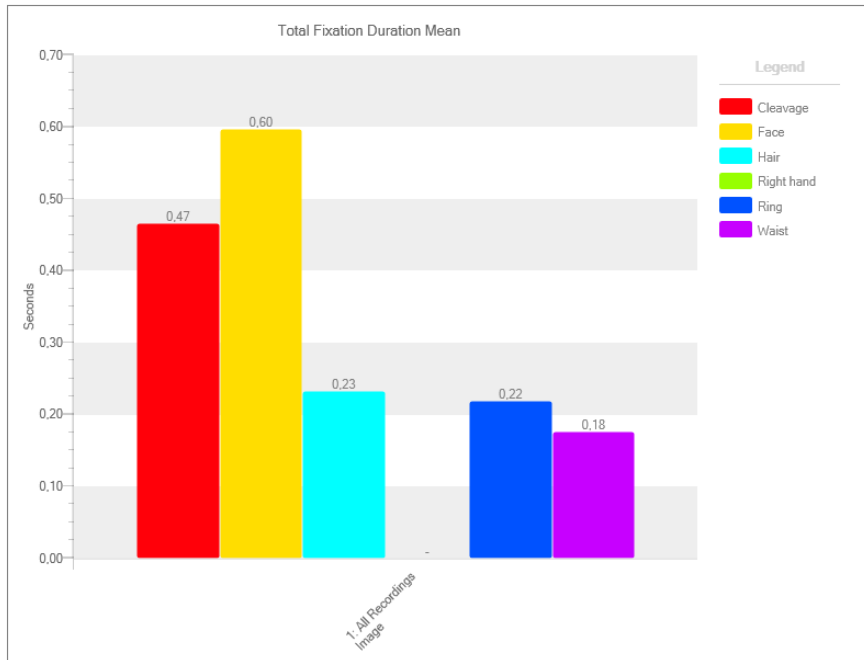
*Men*



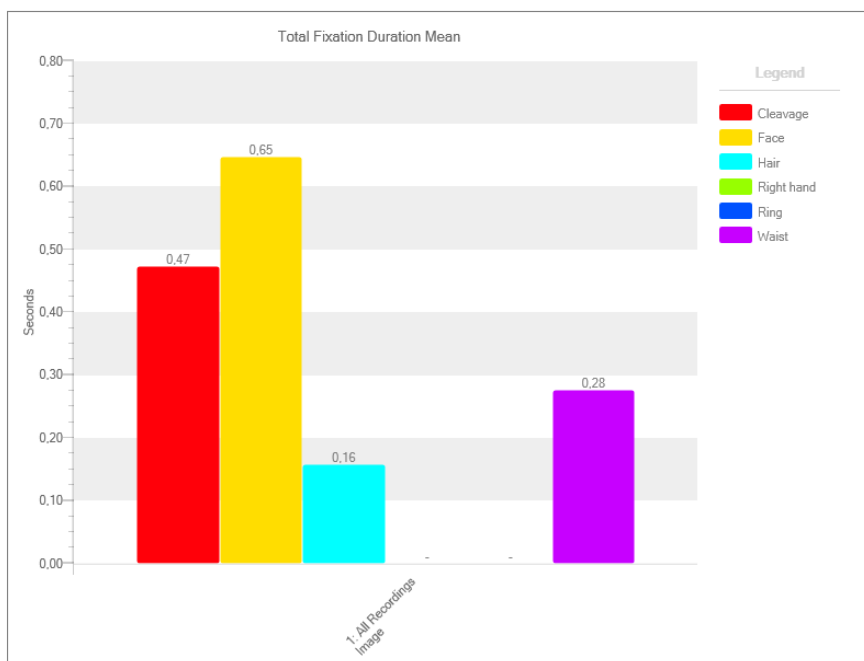
## Total fixation duration

0 – 2 seconds

*Women*

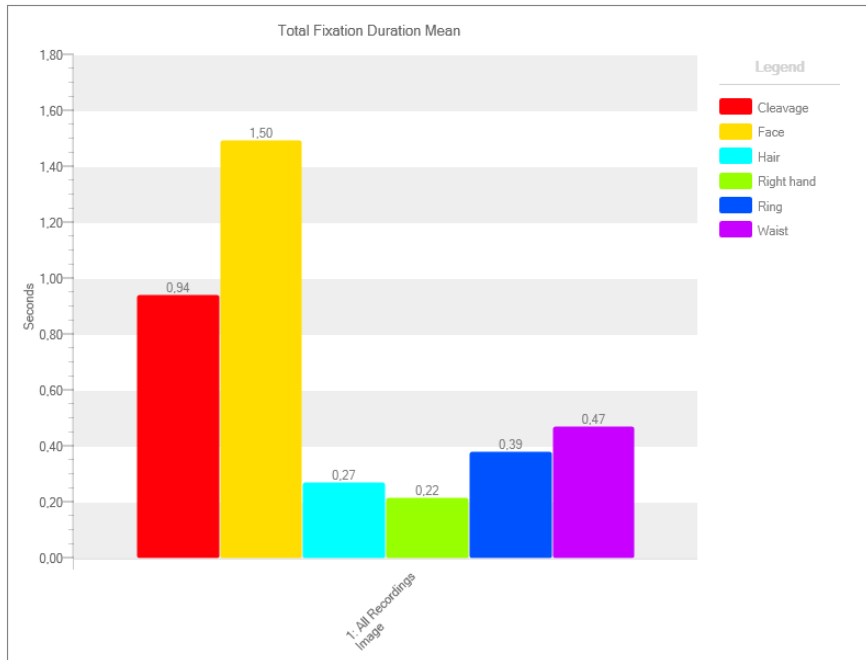


*Men*

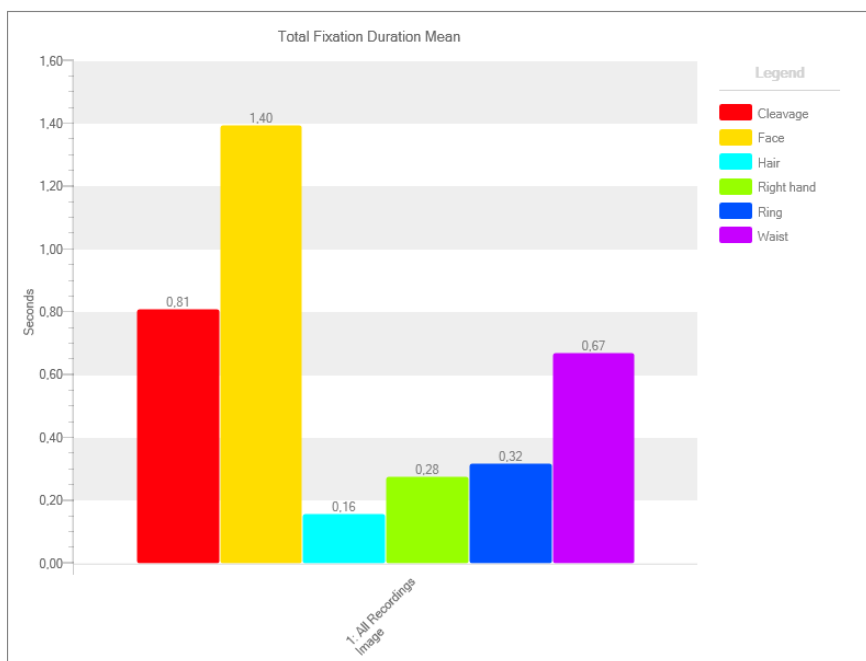




**Total fixation duration**  
**0 – 5 seconds**  
*Women*

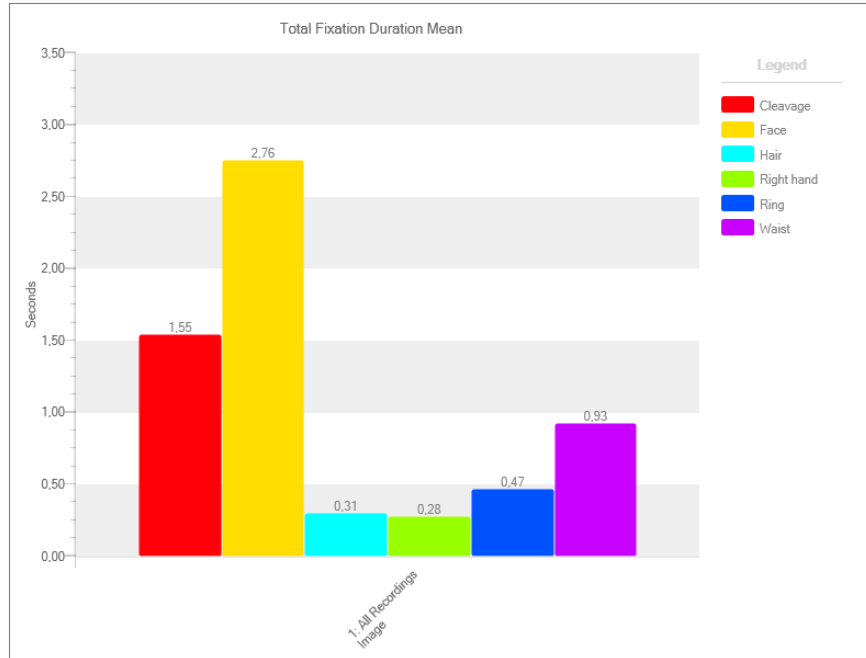


*Men*

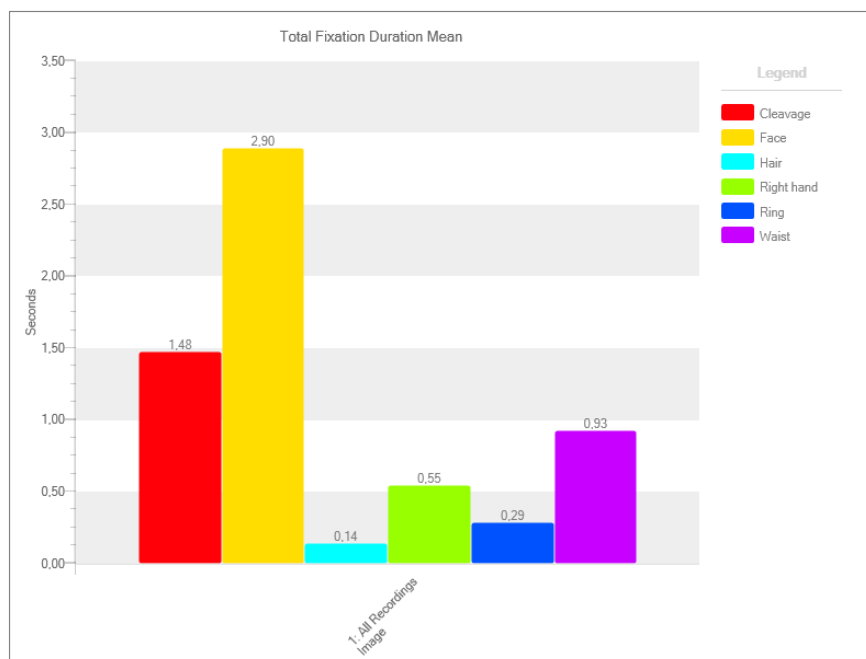


**Total fixation duration**  
**0 – 10 seconds**

*Women*



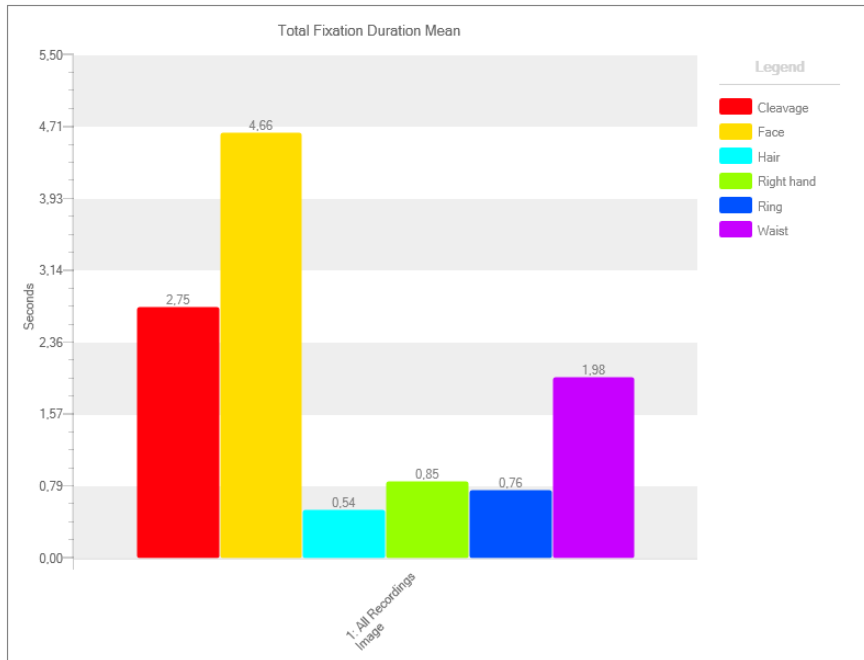
*Men*



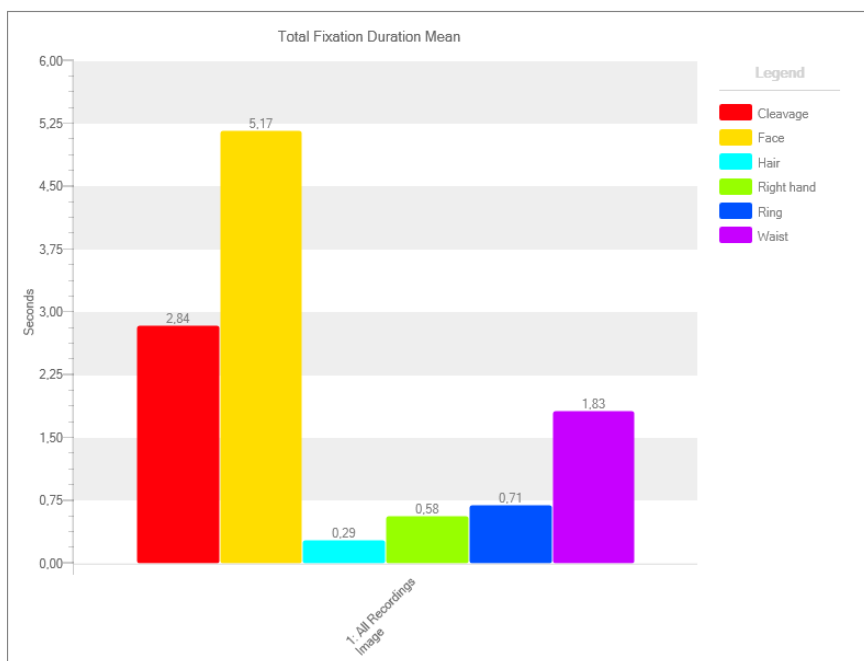
## Total fixation duration

0 – 20 second

Women



Men

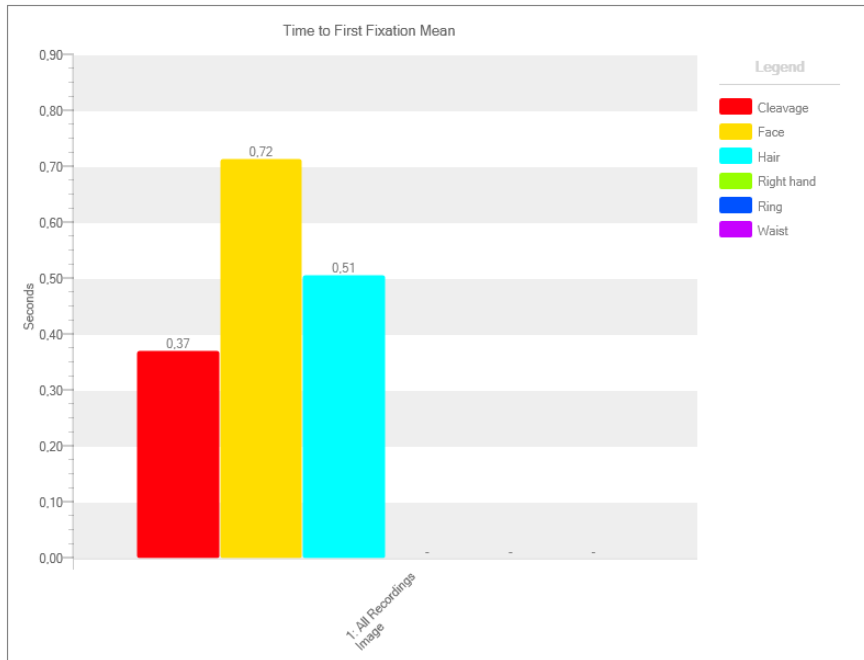


France 

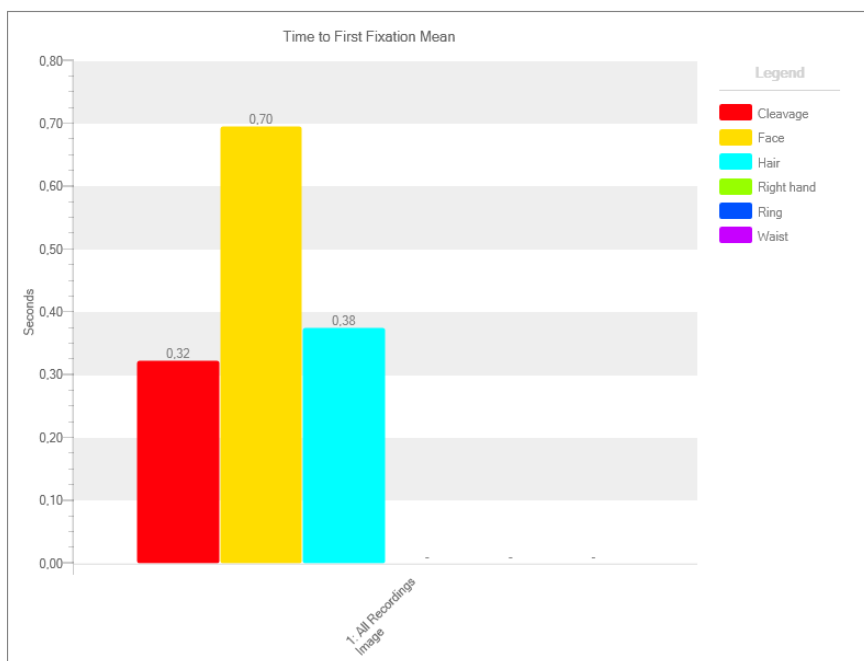
## Time to first fixation

0 – 1 second

*Women*

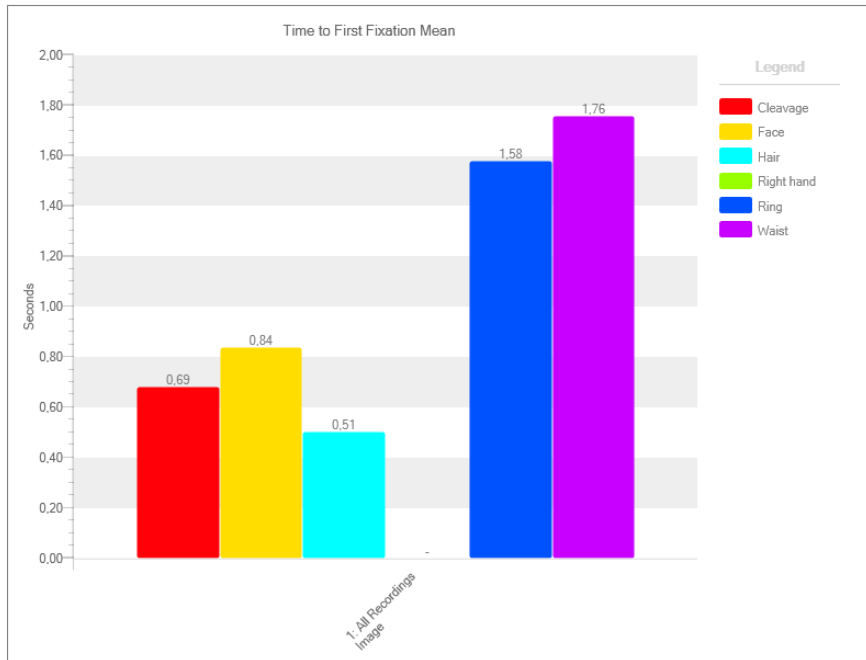


*Men*

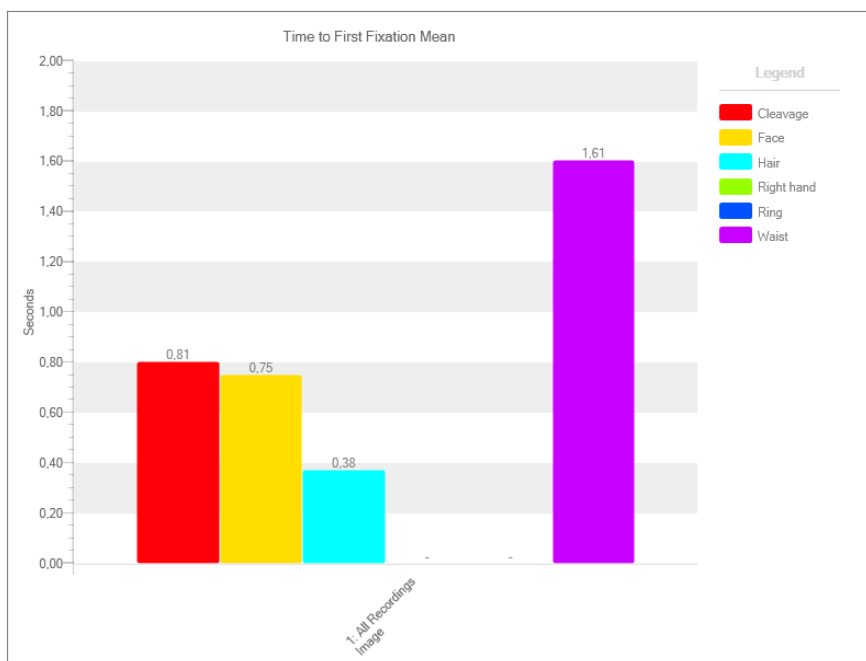




**Time to first fixation**  
**0 – 2 seconds**  
*Women*



*Men*

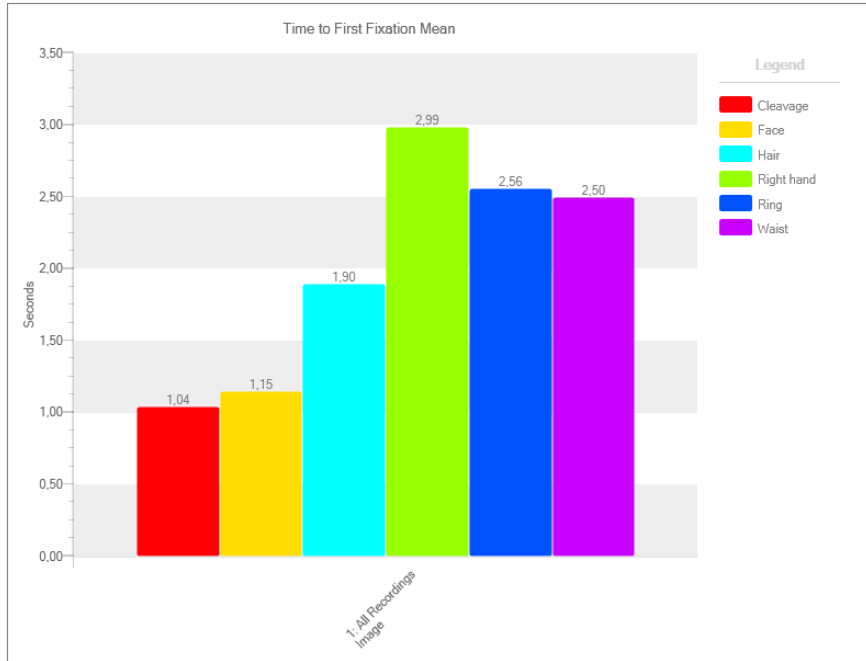


France 

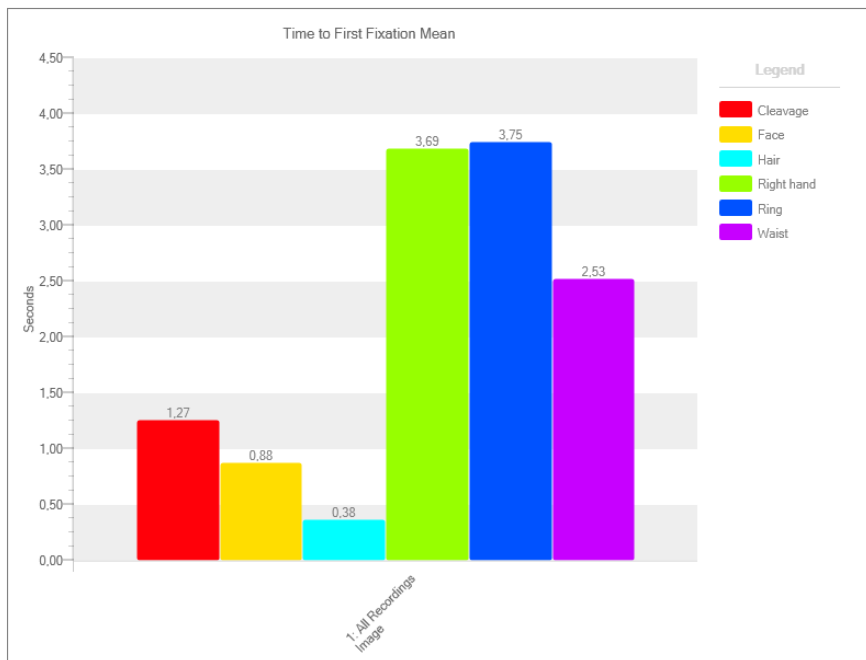
## Time to first fixation

0 – 5 seconds

*Women*

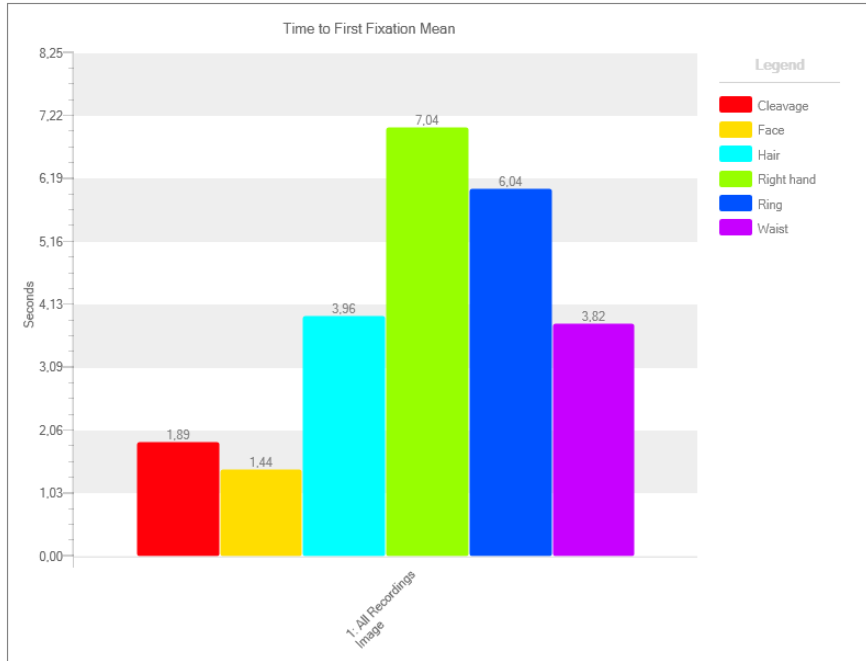


*Men*

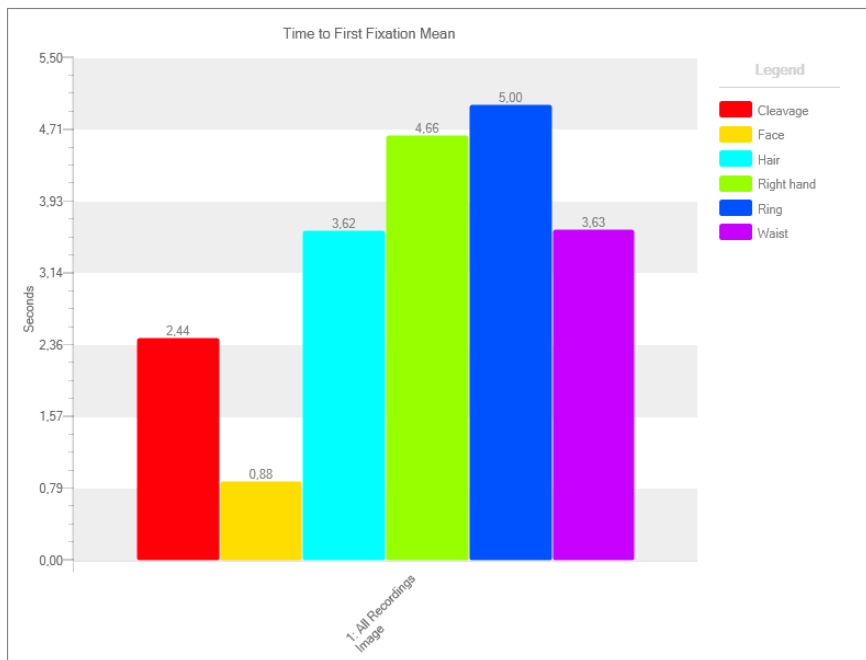


France 

**Time to first fixation**  
**0 – 10 seconds**  
*Women*



*Men*

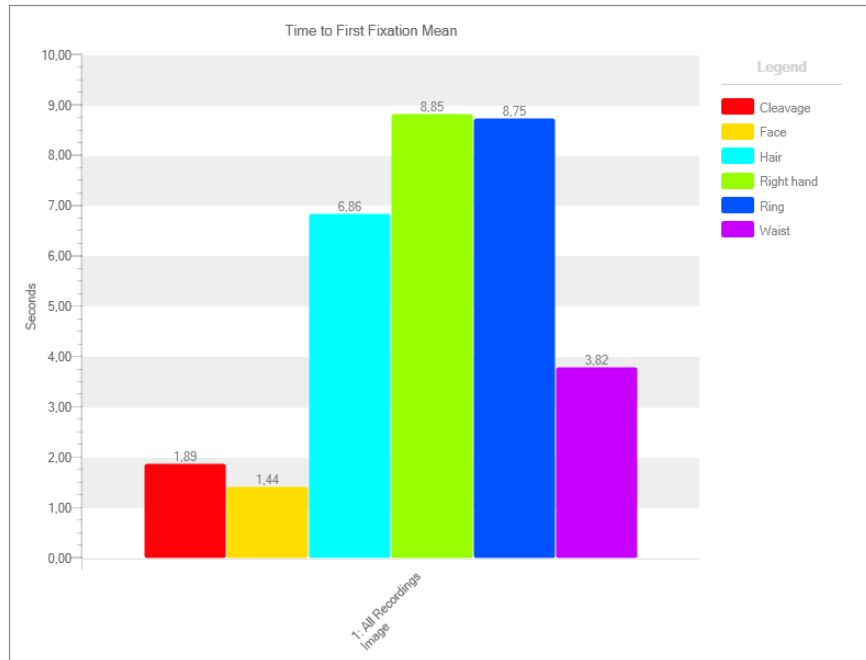


France 

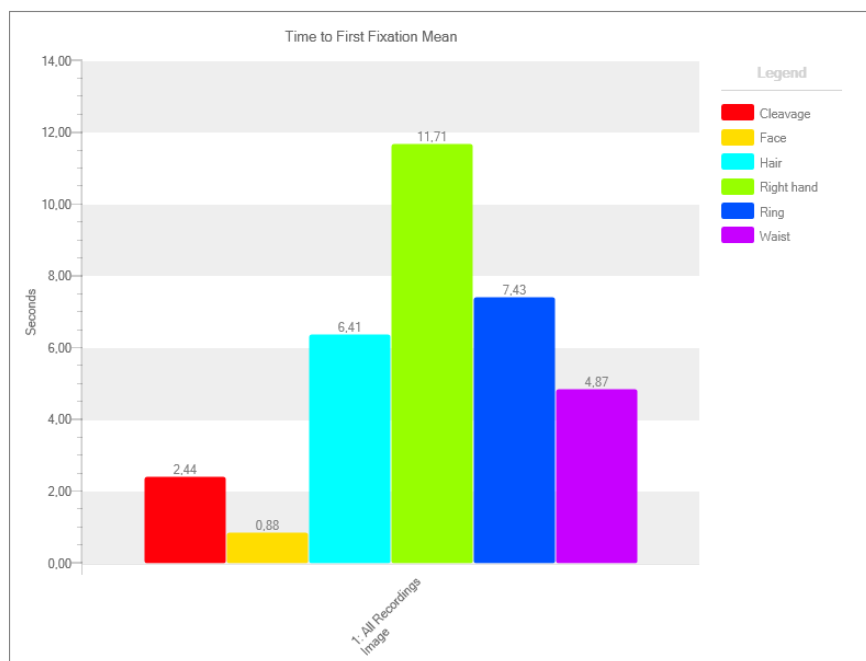
## Time to first fixation

0 – 20 second

Women



Men

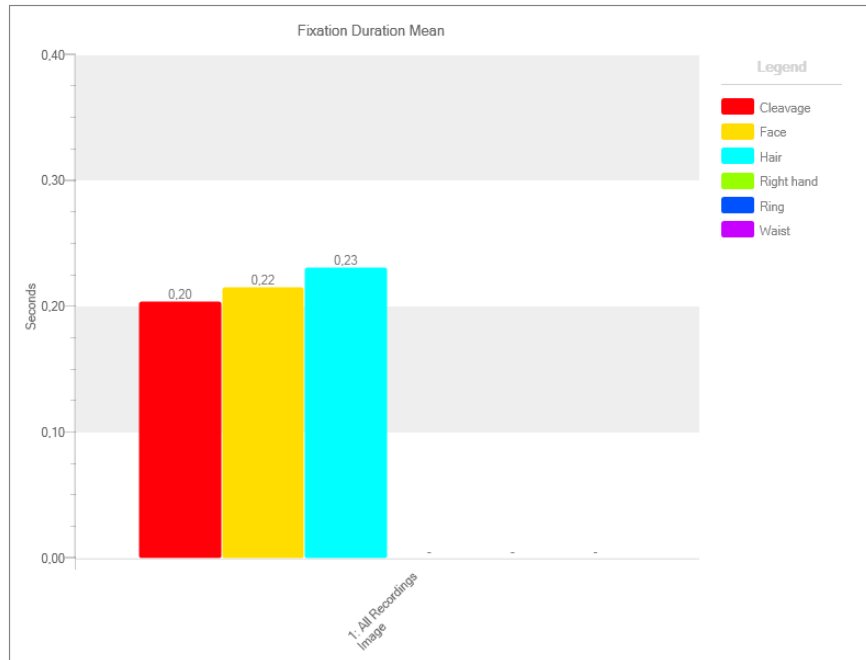




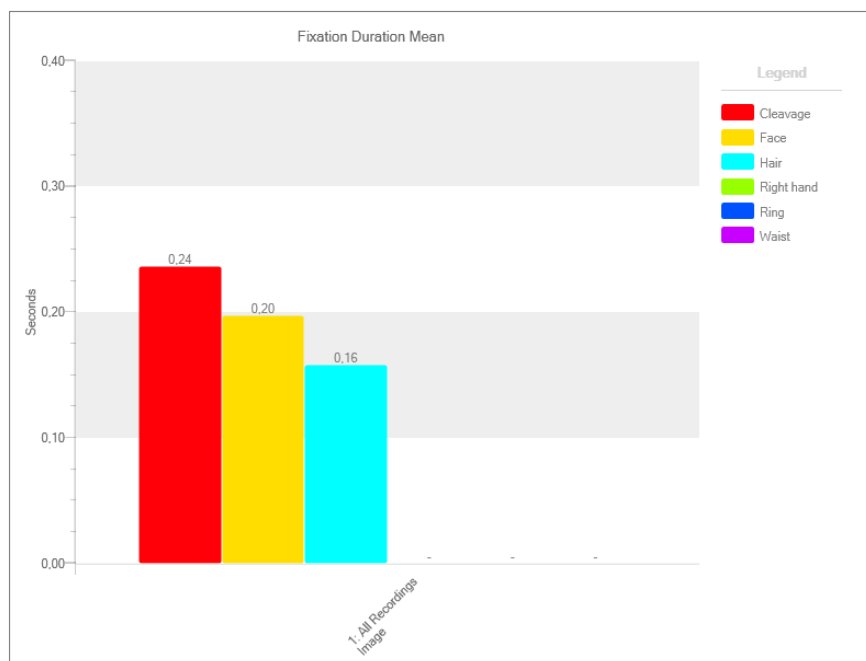
## Fixation duration

0 – 1 second

*Women*



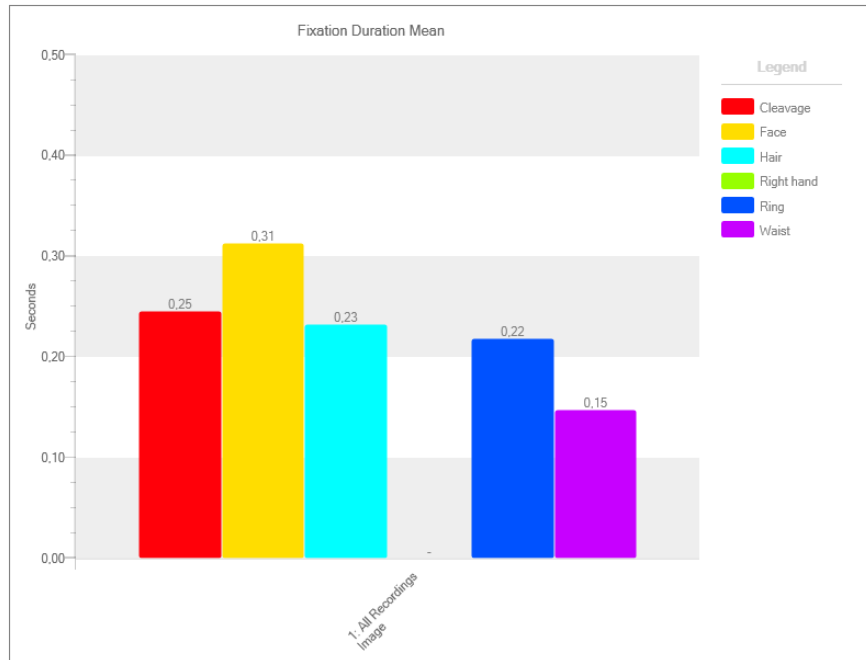
*Men*



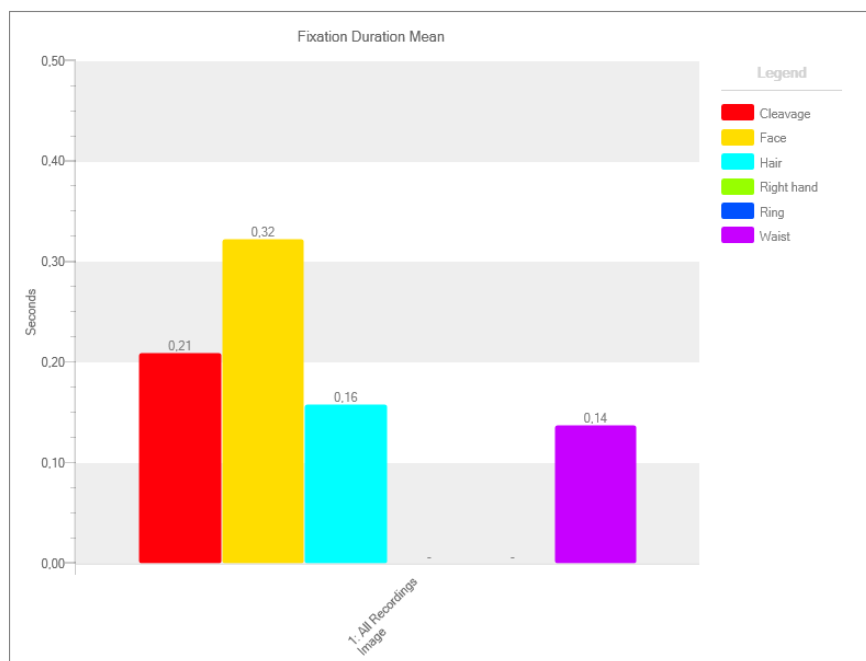
## Fixation duration

0 – 2 seconds

Women



Men

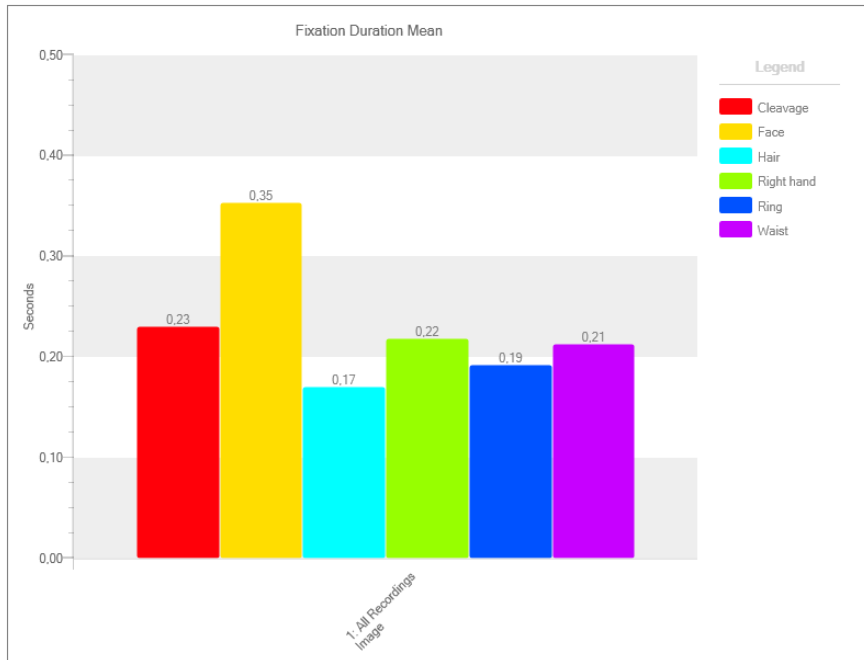


France 

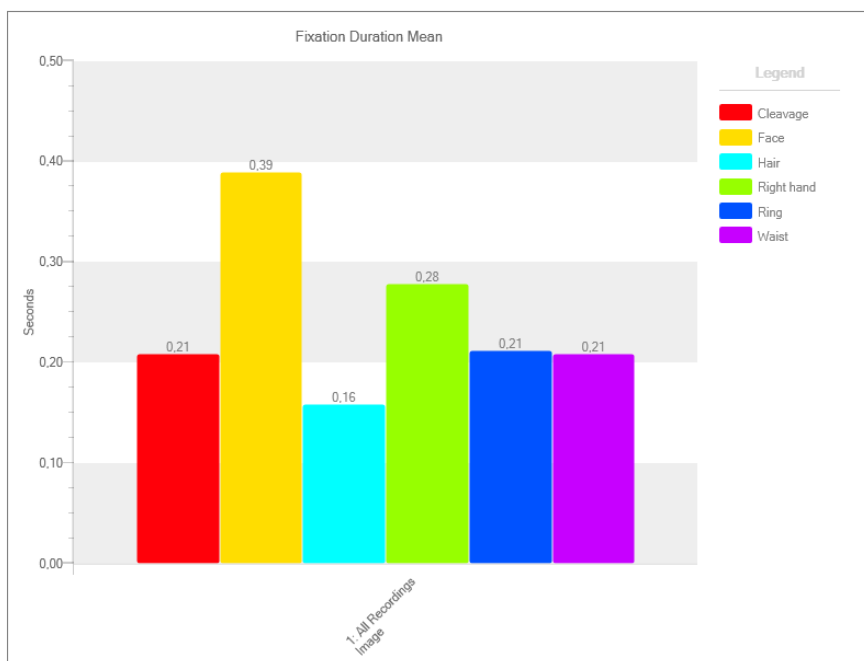
## Fixation duration

0 – 5 seconds

*Women*



*Men*

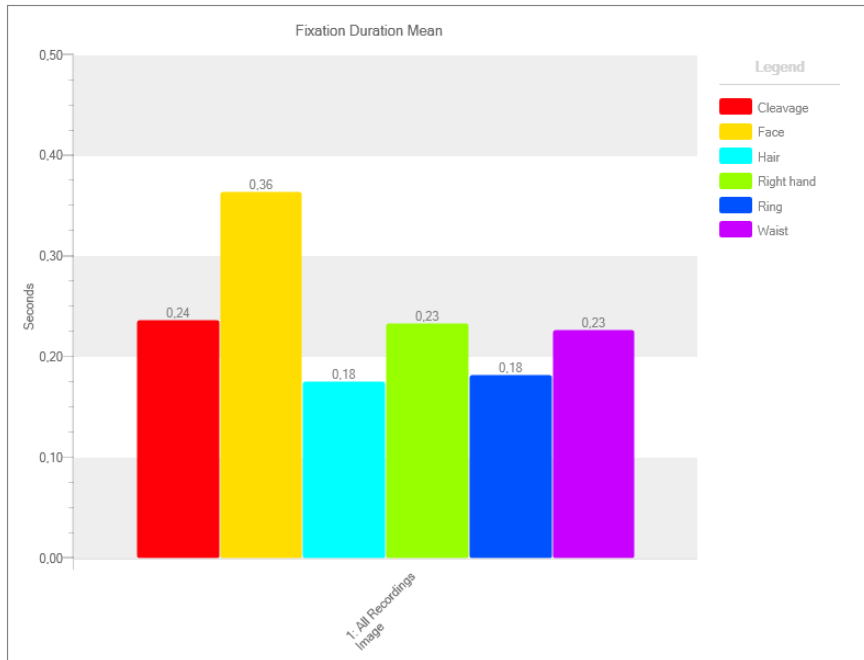


France 

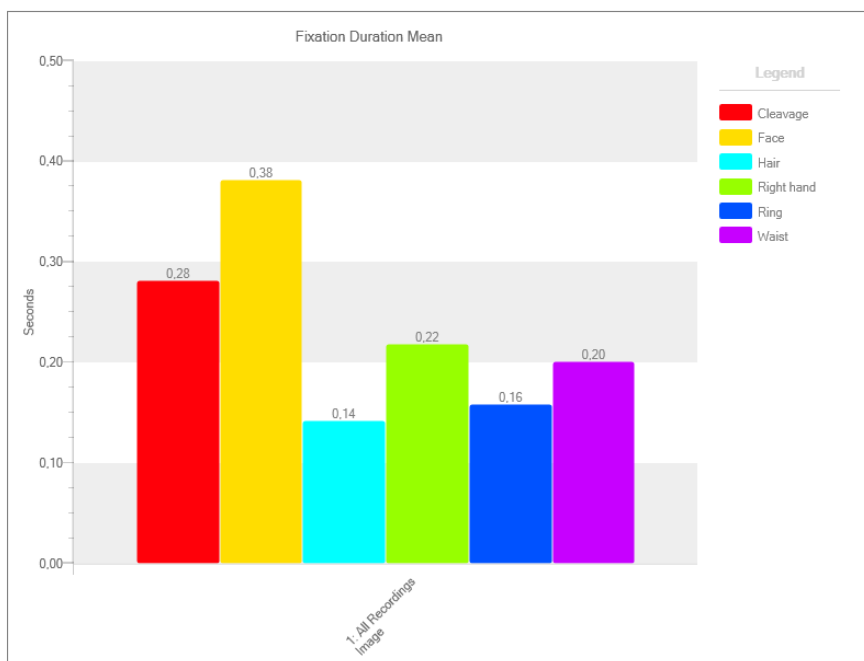
## Fixation duration

0 – 10 seconds

Women



Men

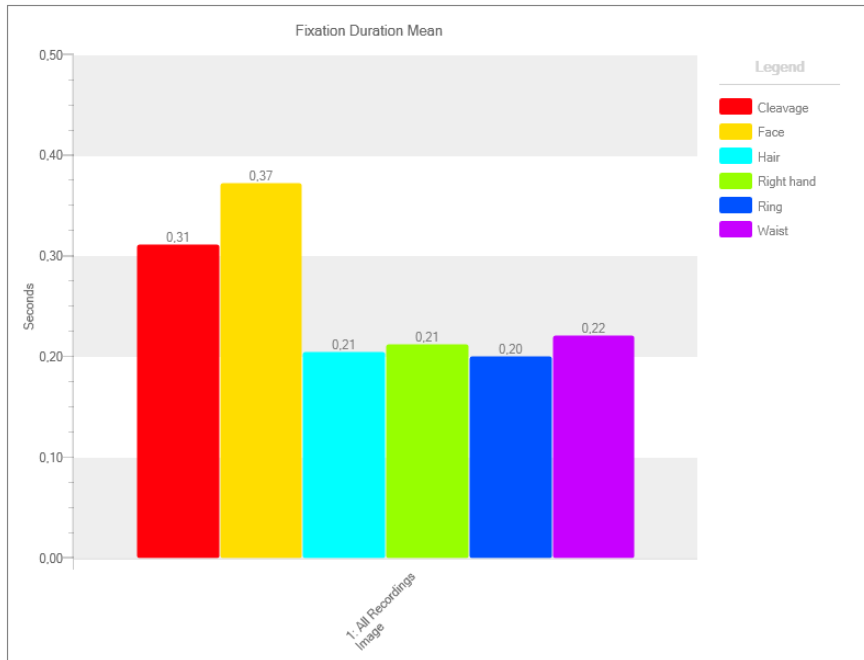


France 

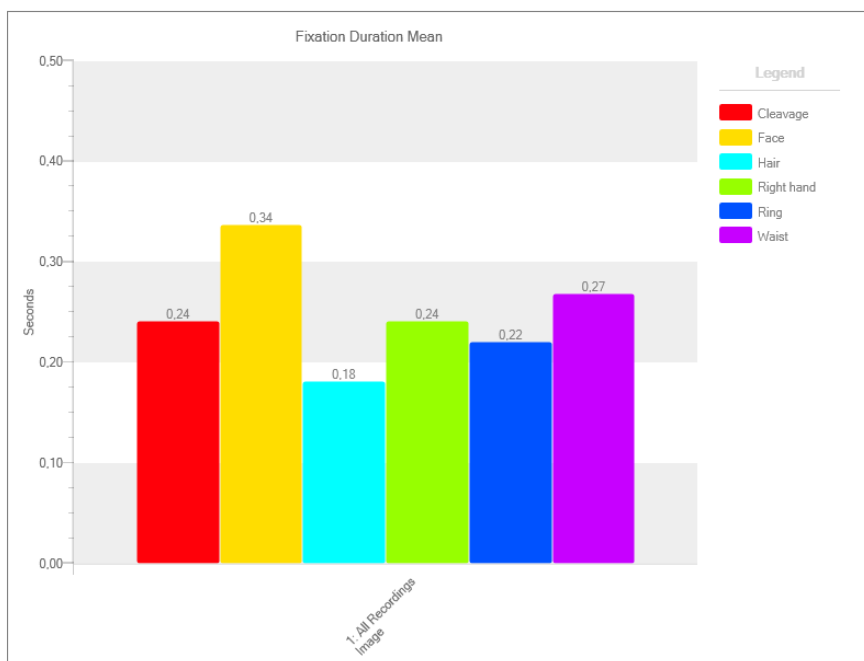
## Fixation duration

0 – 20 second

Women



Men



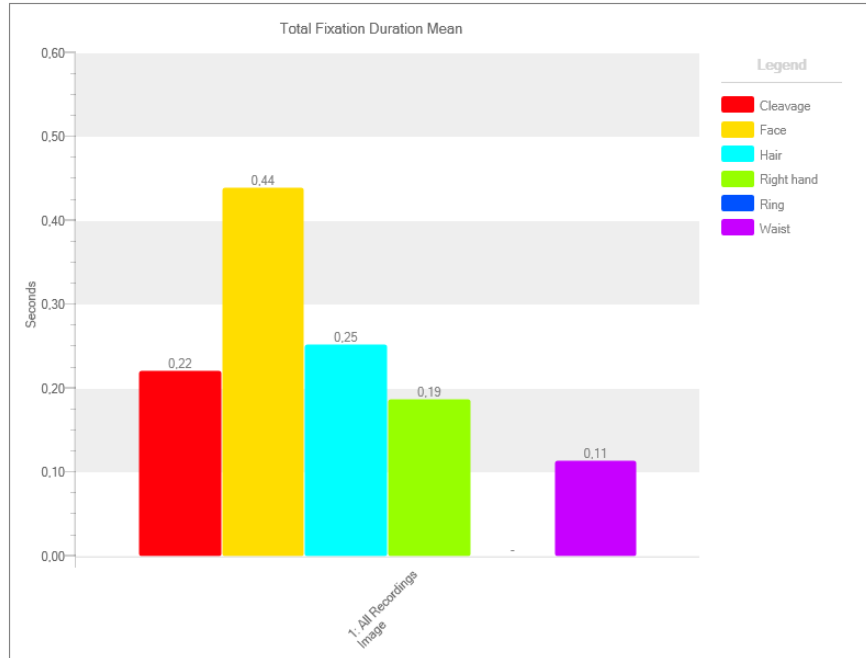


Netherlands

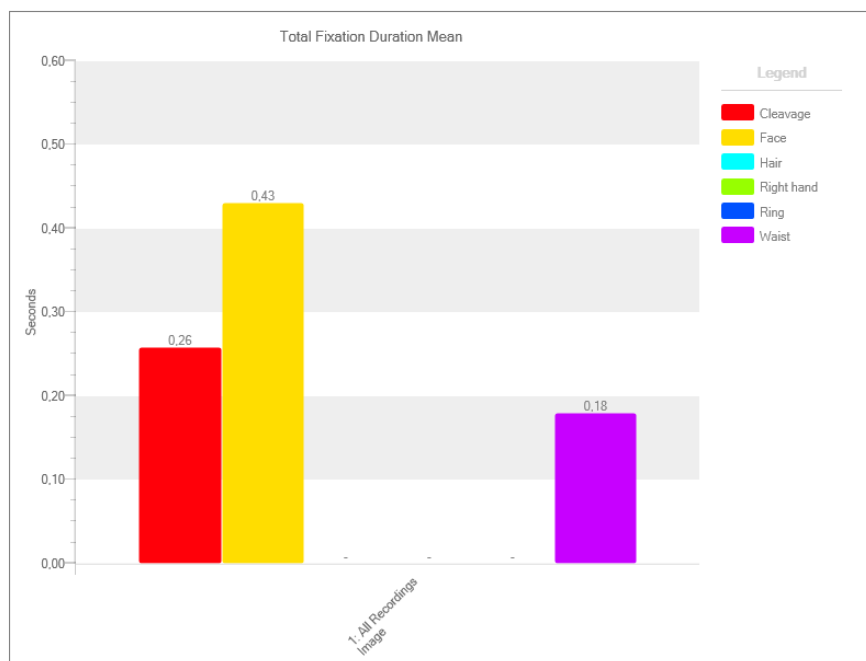
## Total fixation duration

0 – 1 second

Women



Men

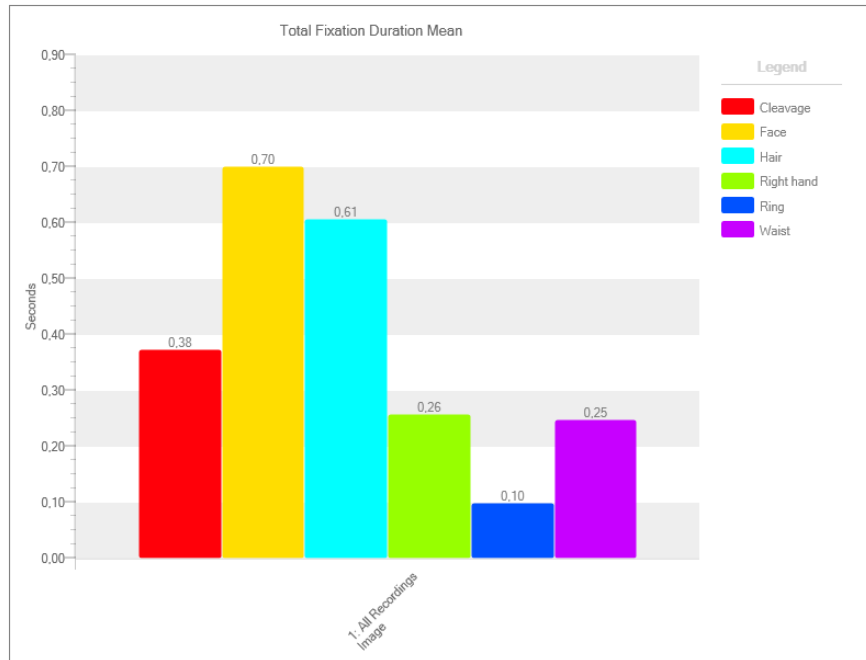




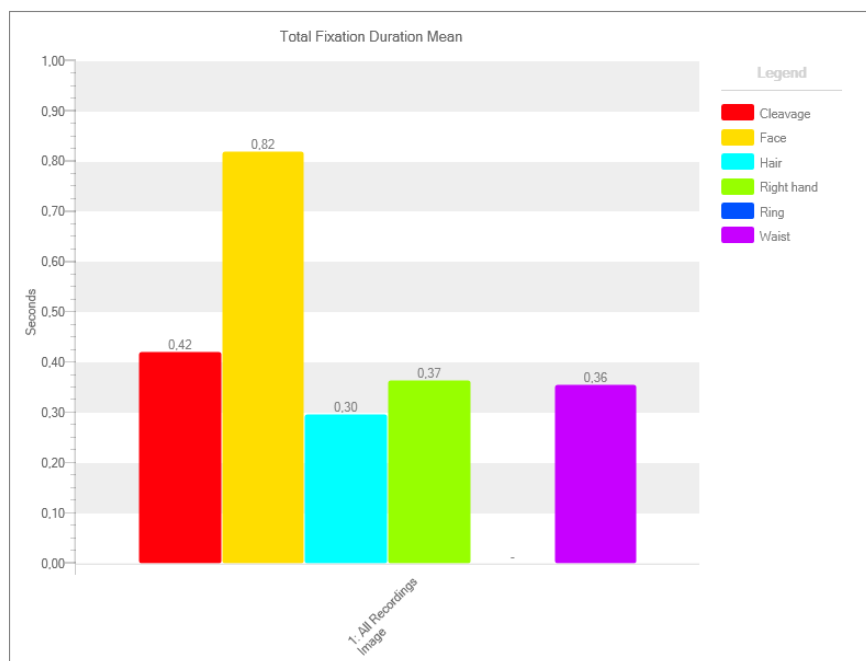
## Total fixation duration

0 – 2 seconds

Women



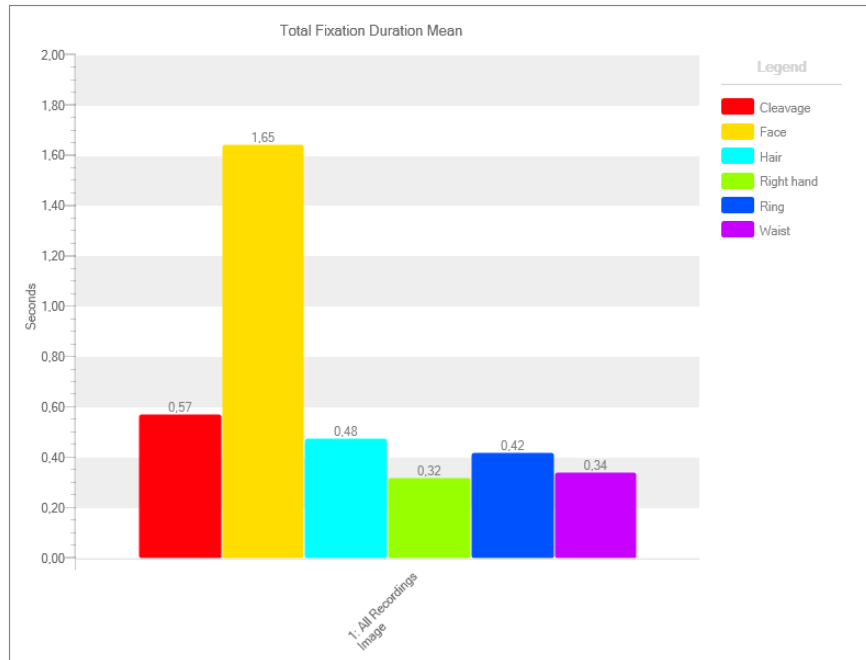
Men



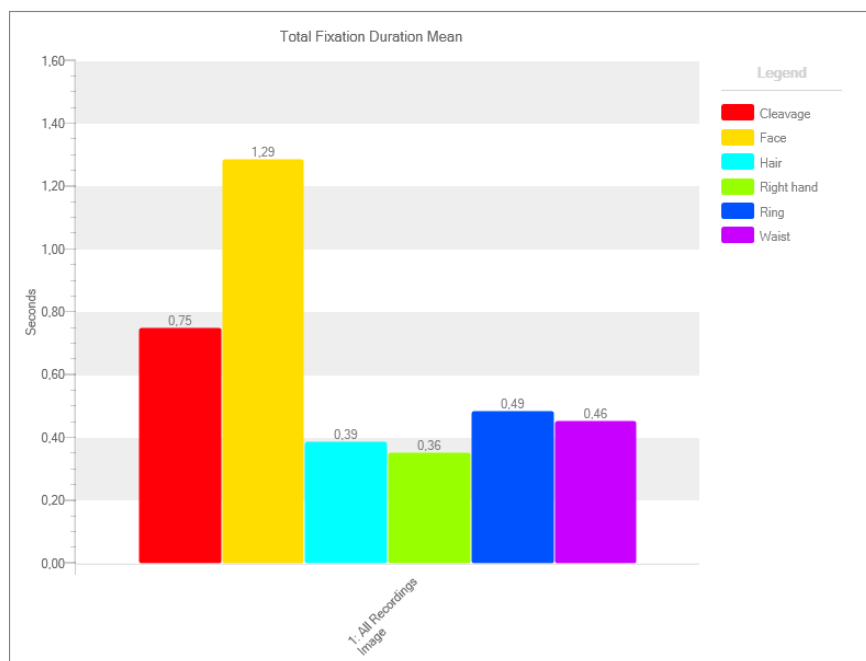


## Total fixation duration 0 – 5 seconds

Women



Men

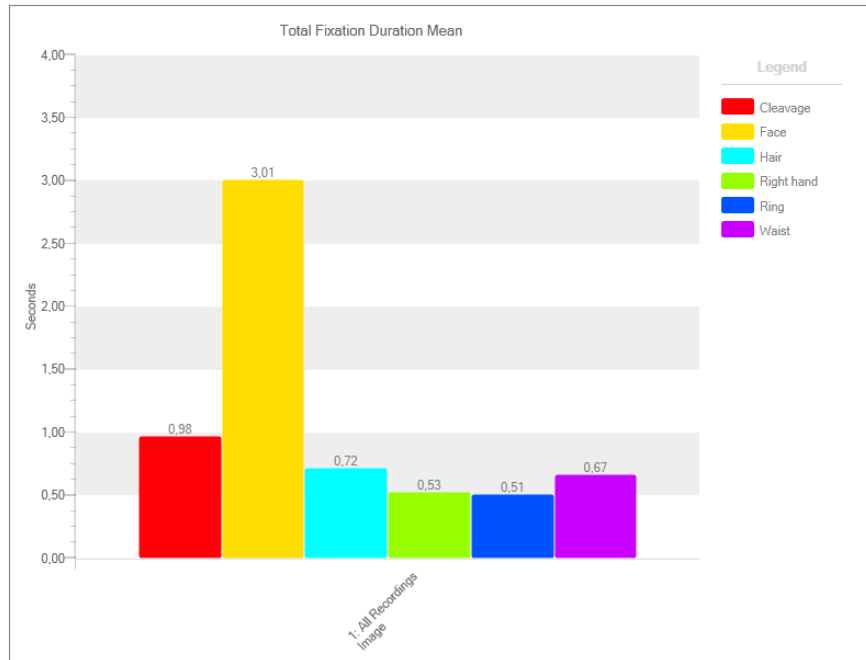




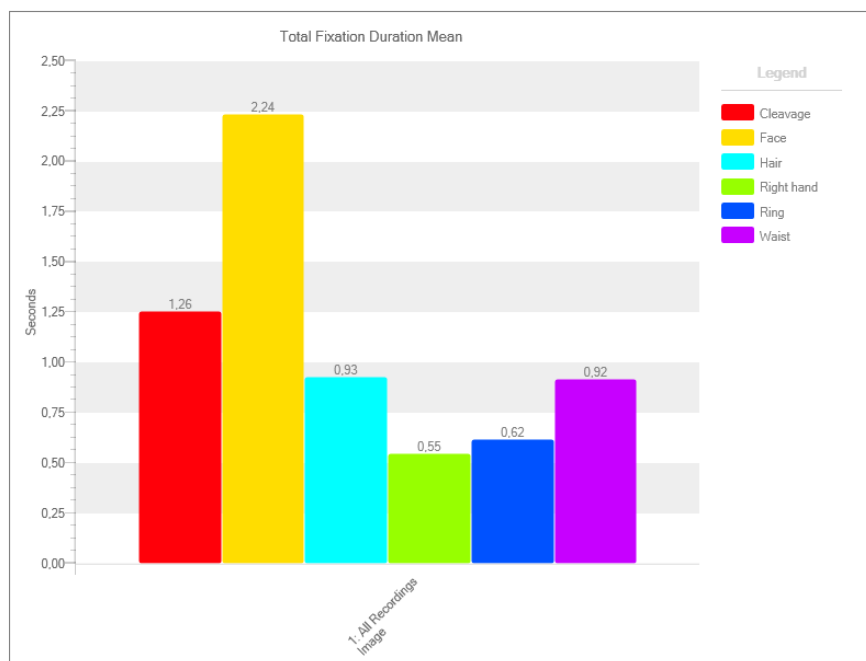


**Total fixation duration**  
**0 – 10 seconds**

*Women*



*Men*

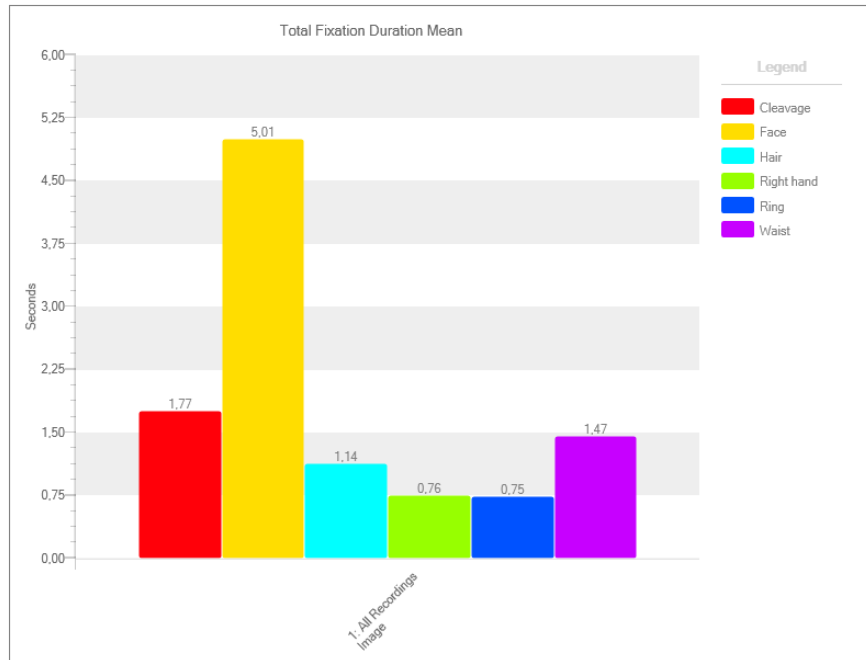


Netherlands

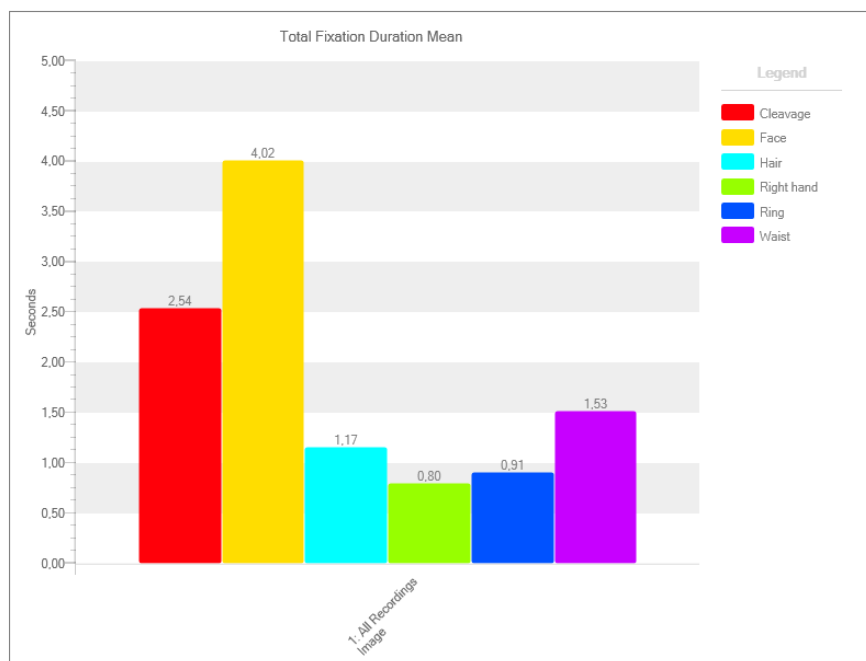
## Total fixation duration

0 – 20 second

Women



Men

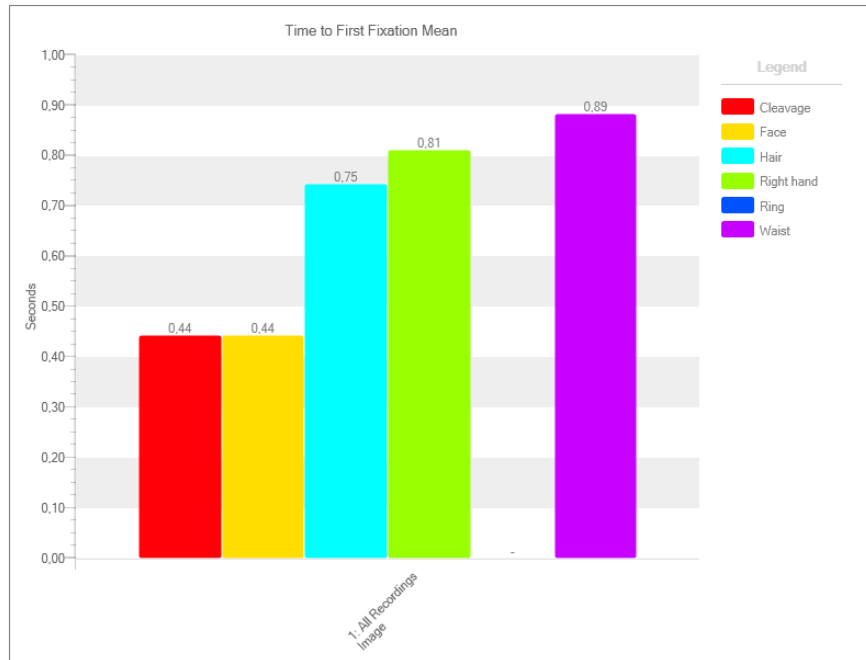


Netherlands 

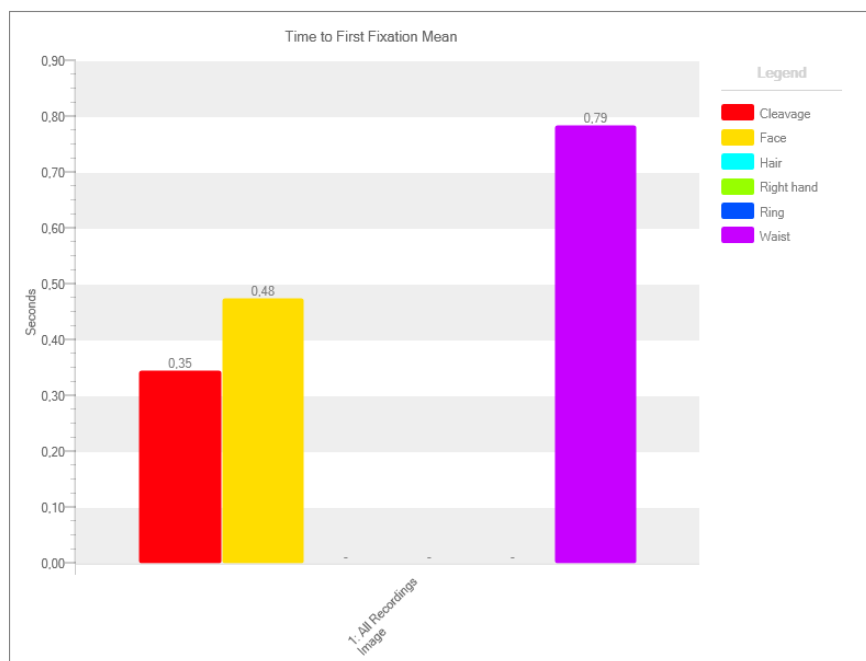
## Time to first fixation

0 – 1 second

*Women*



*Men*

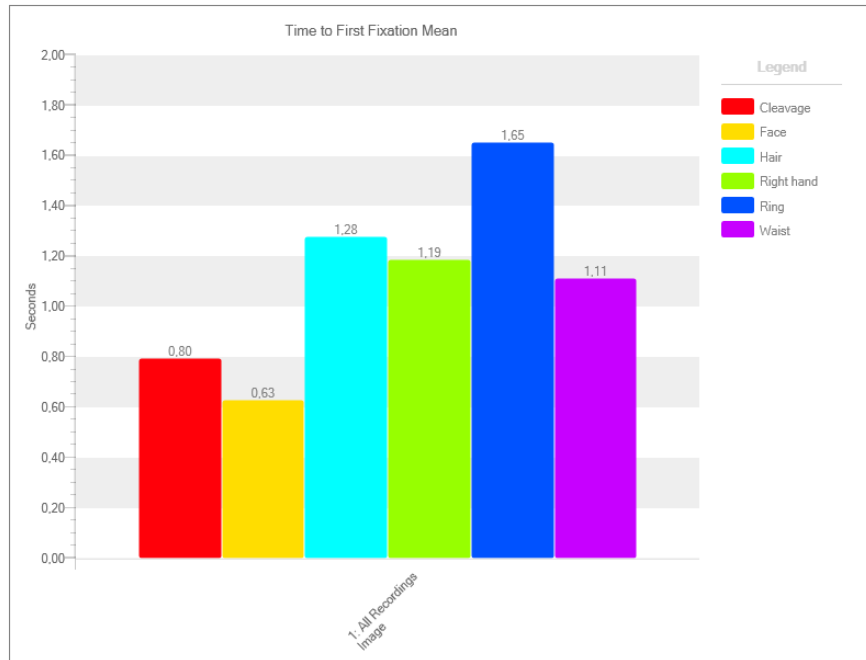




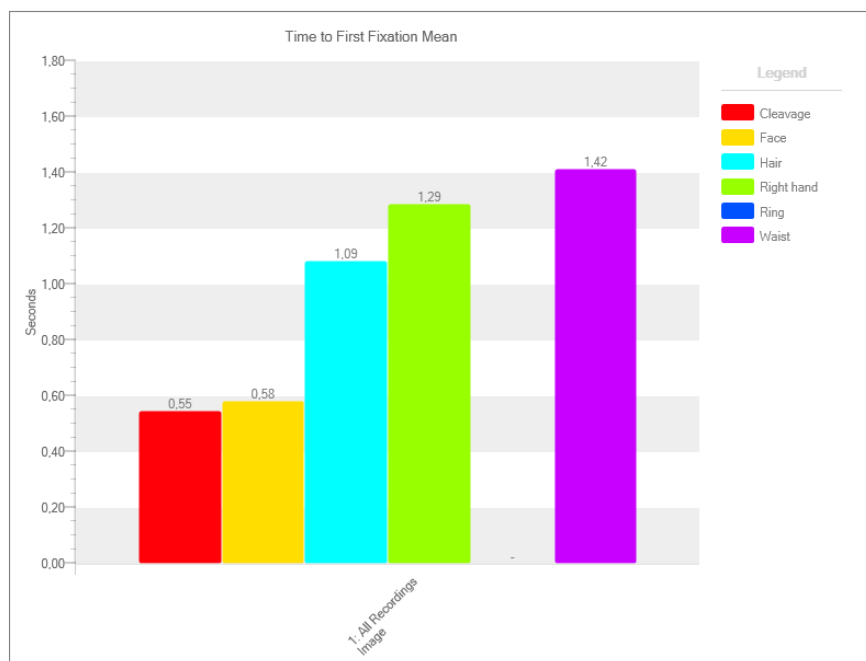
## Time to first fixation

0 – 2 seconds

Women



Men



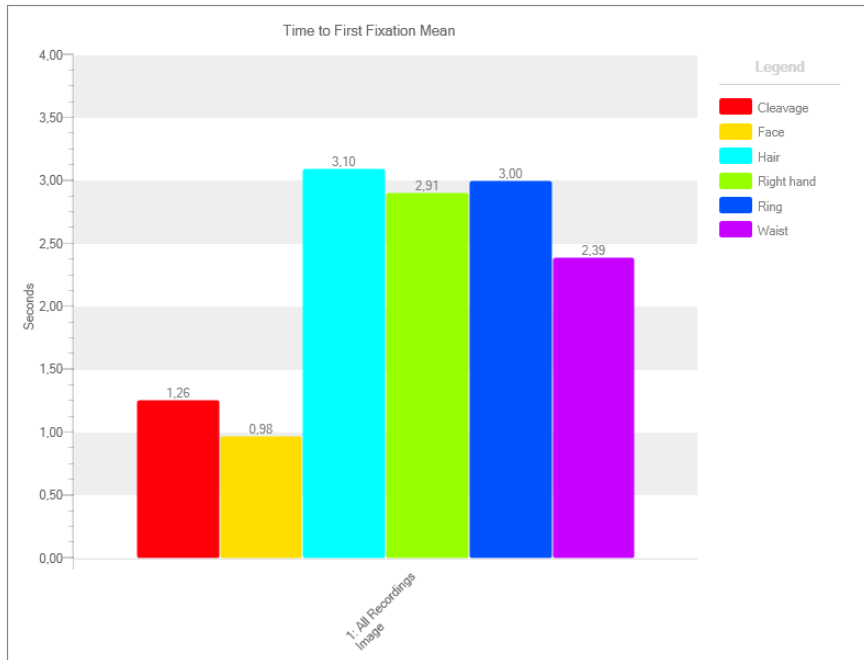
Netherlands



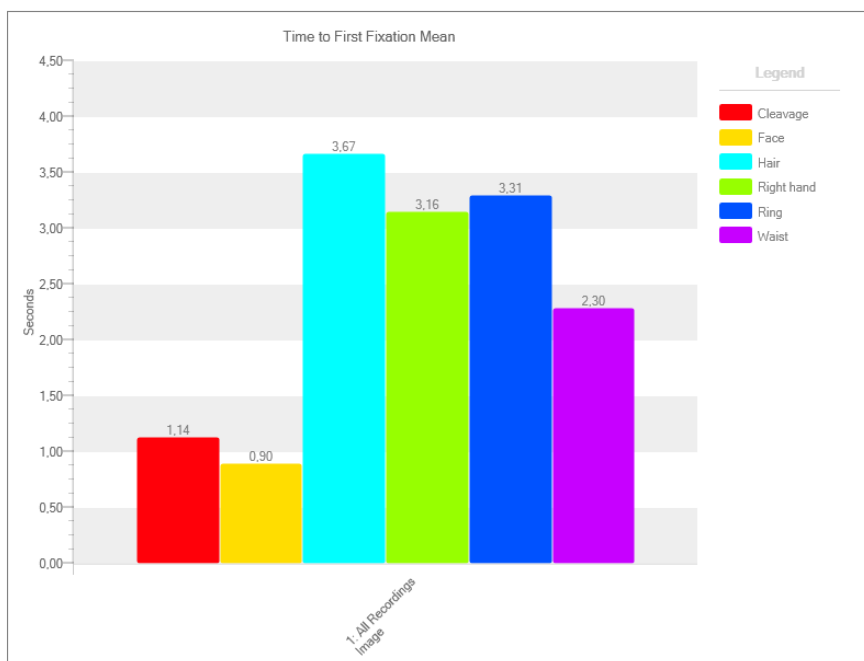
## Time to first fixation

0 – 5 seconds

Women



Men

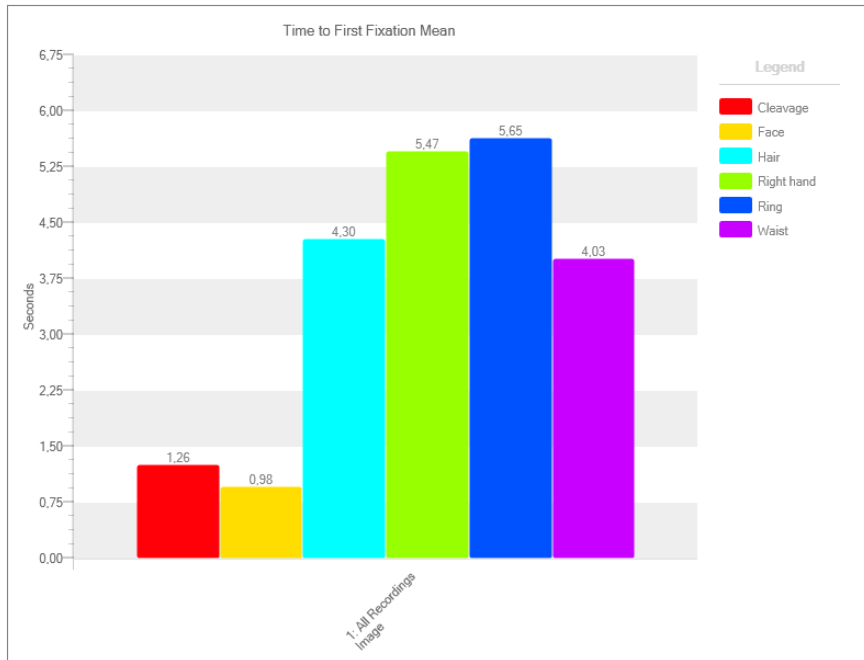




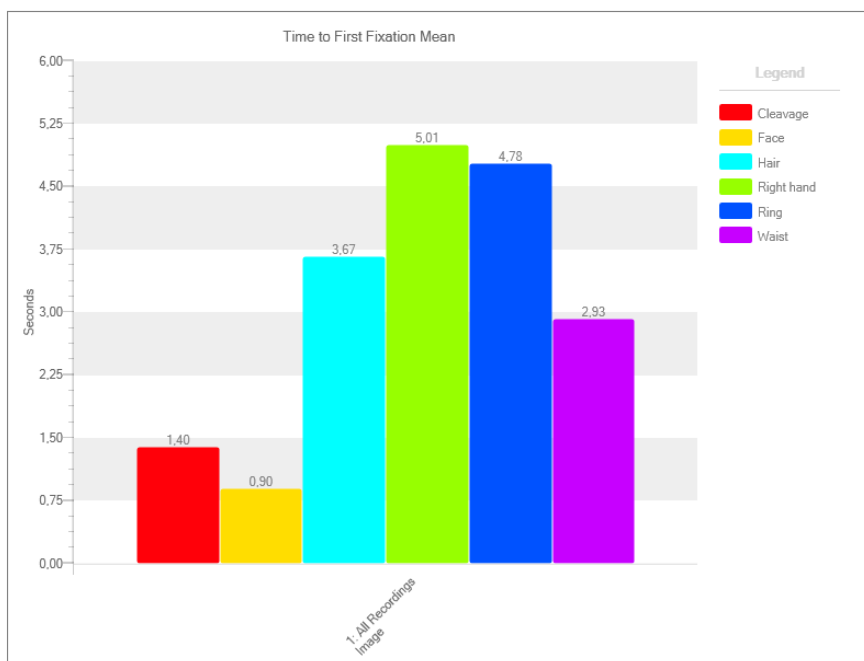
## Time to first fixation

0 – 10 seconds

Women



Men

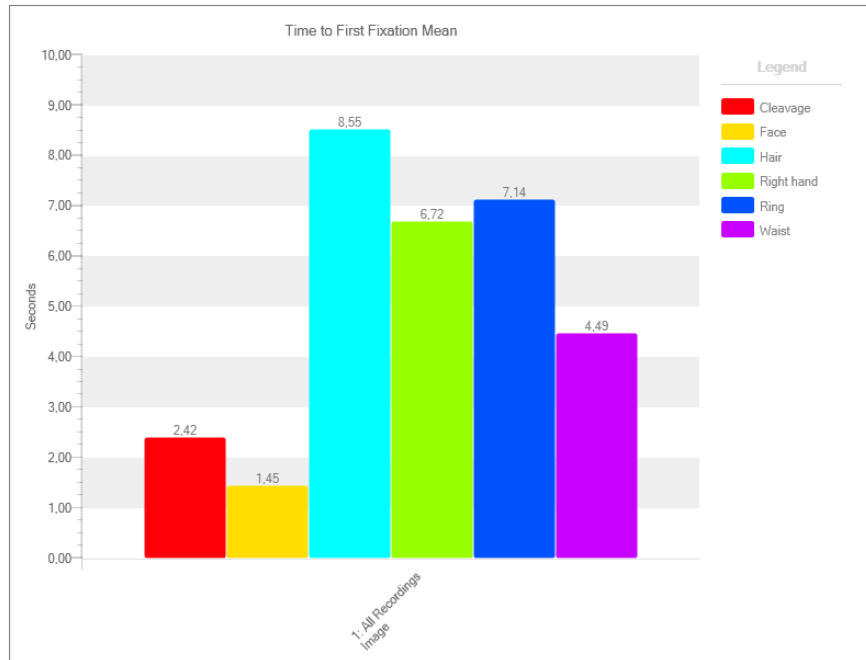


Netherlands 

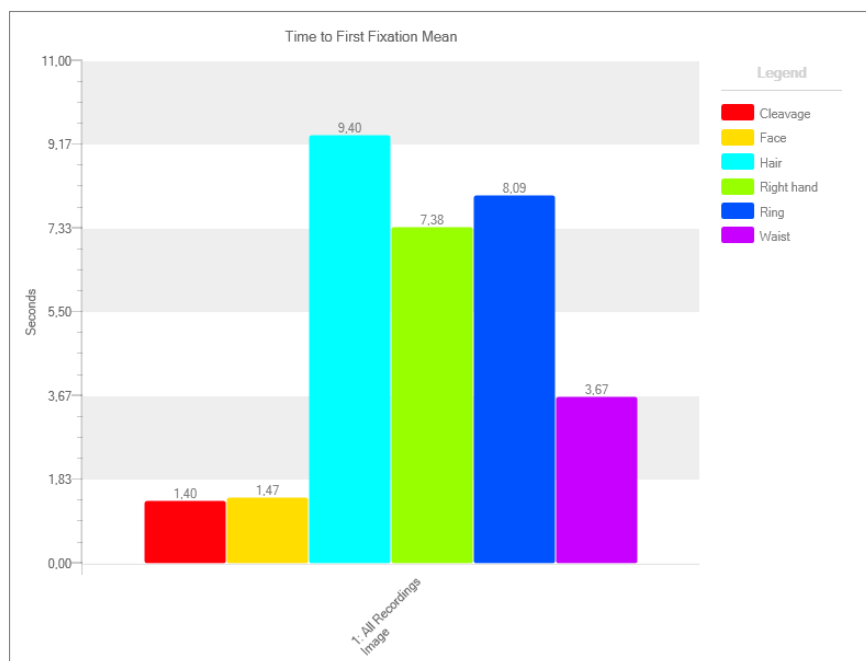
## Time to first fixation

0 – 20 second

Women



Men



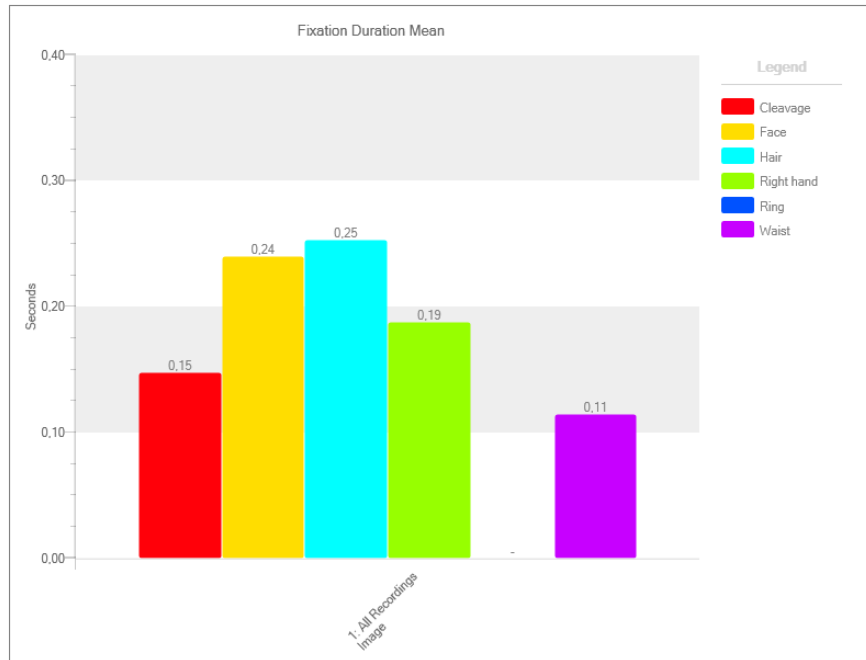
Netherlands



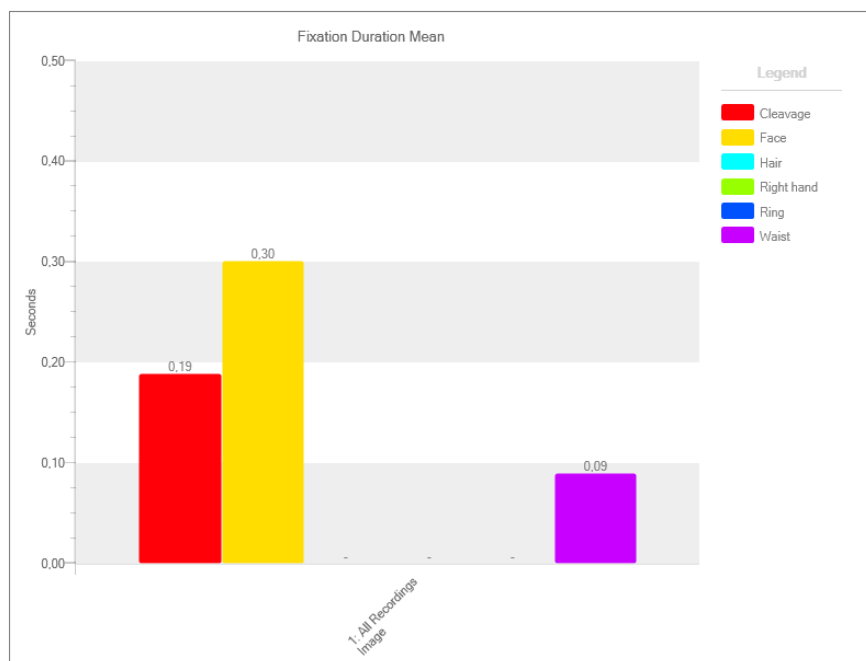
## Fixation duration

0 – 1 second

Women



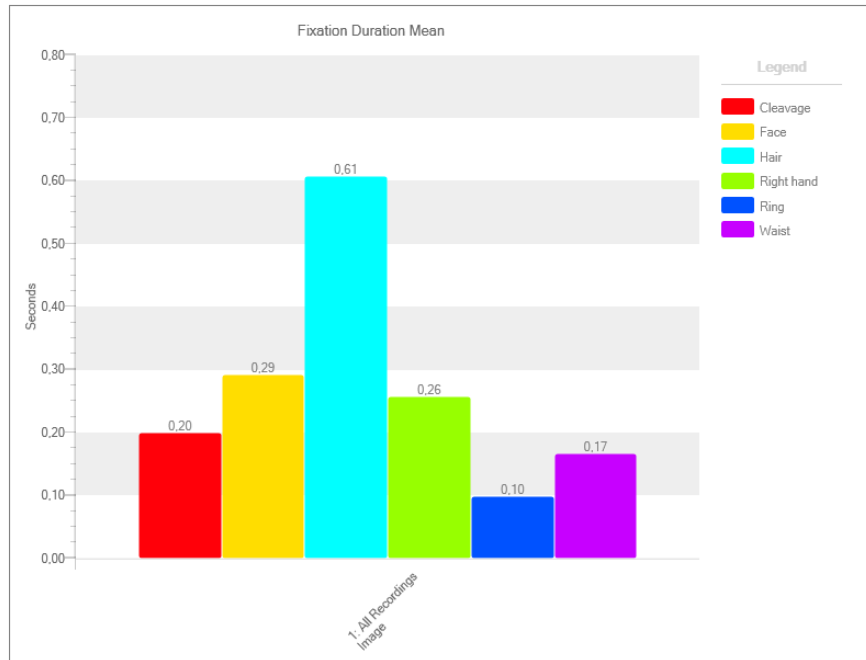
Men



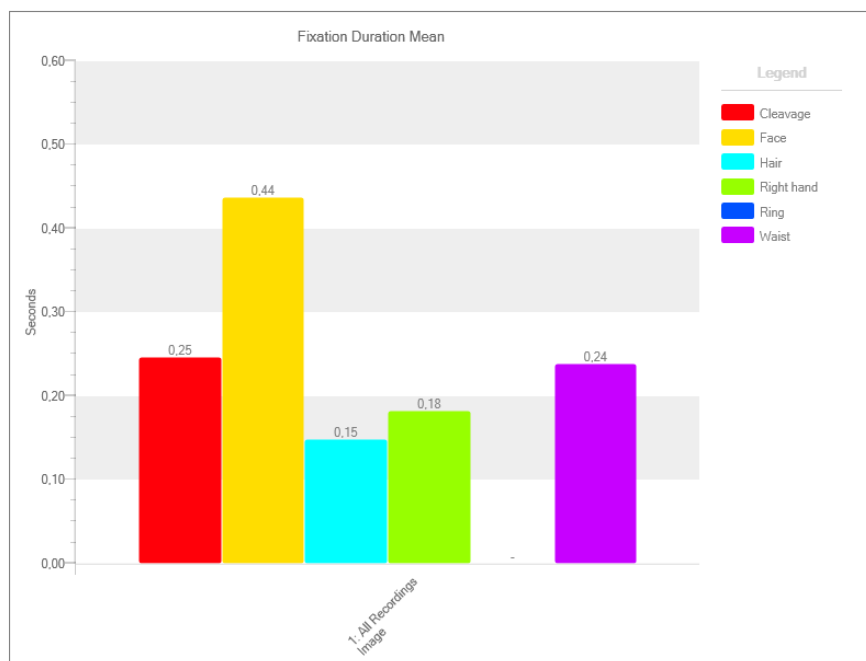




**Fixation duration**  
**0 – 2 seconds**  
*Women*



*Men*



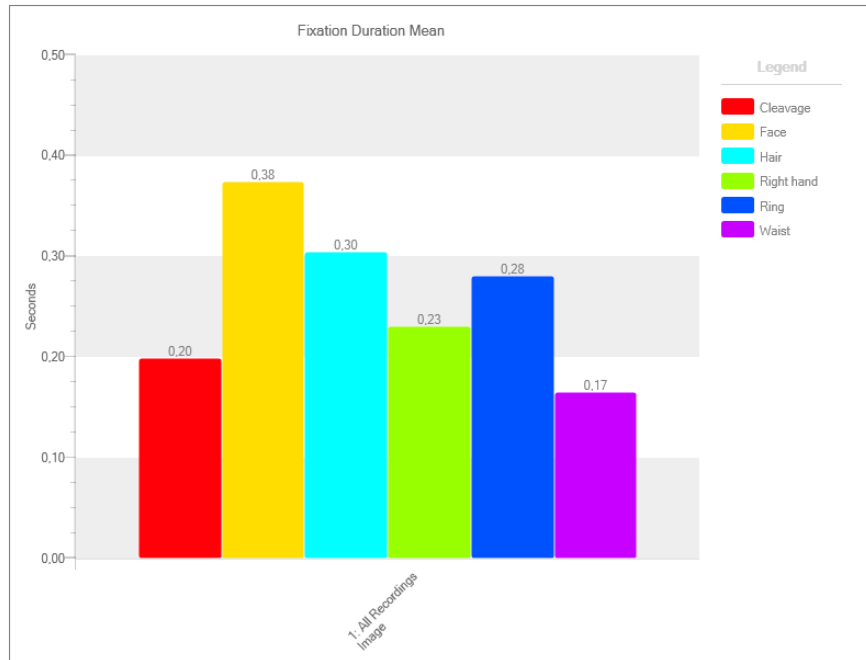


Netherlands

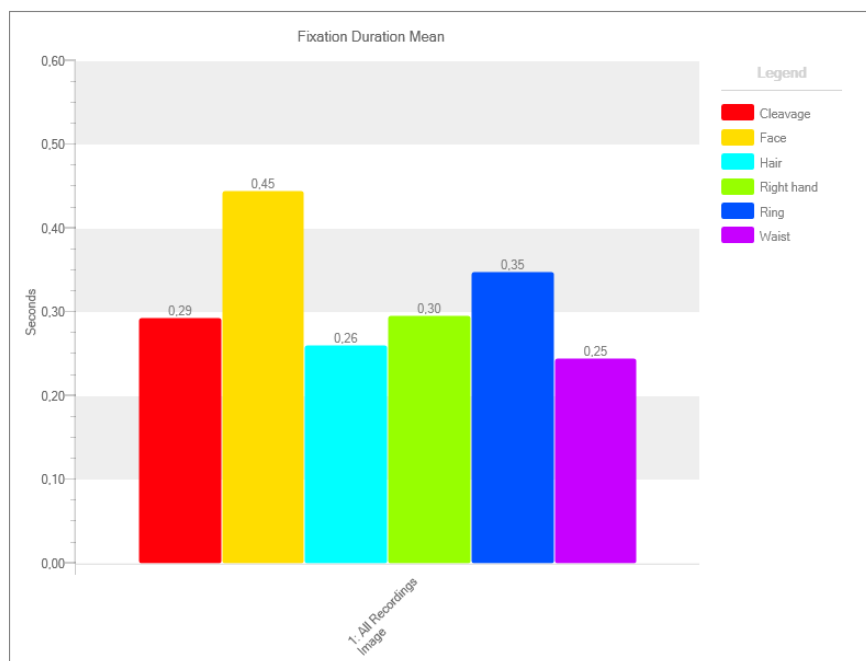
## Fixation duration

0 – 5 seconds

Women



Men

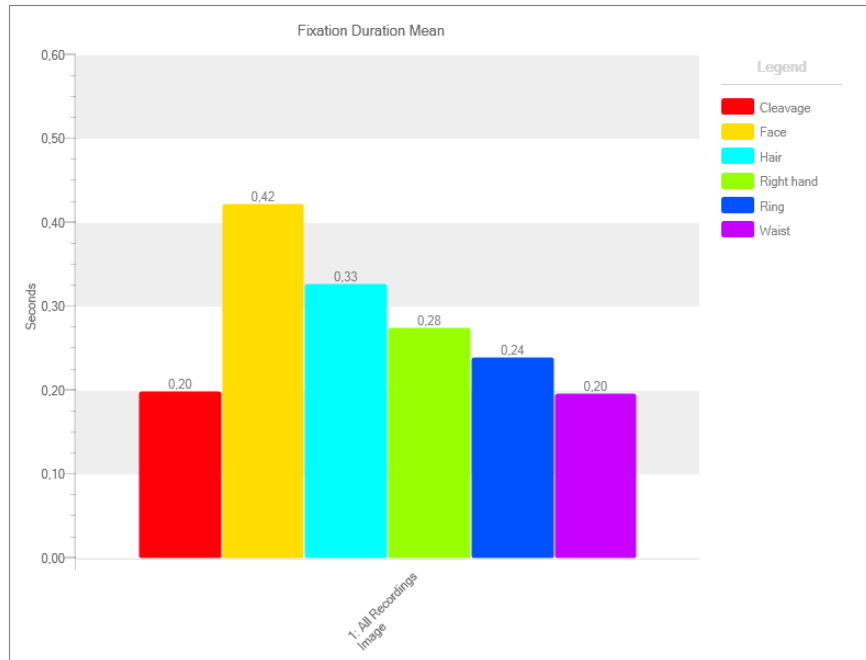




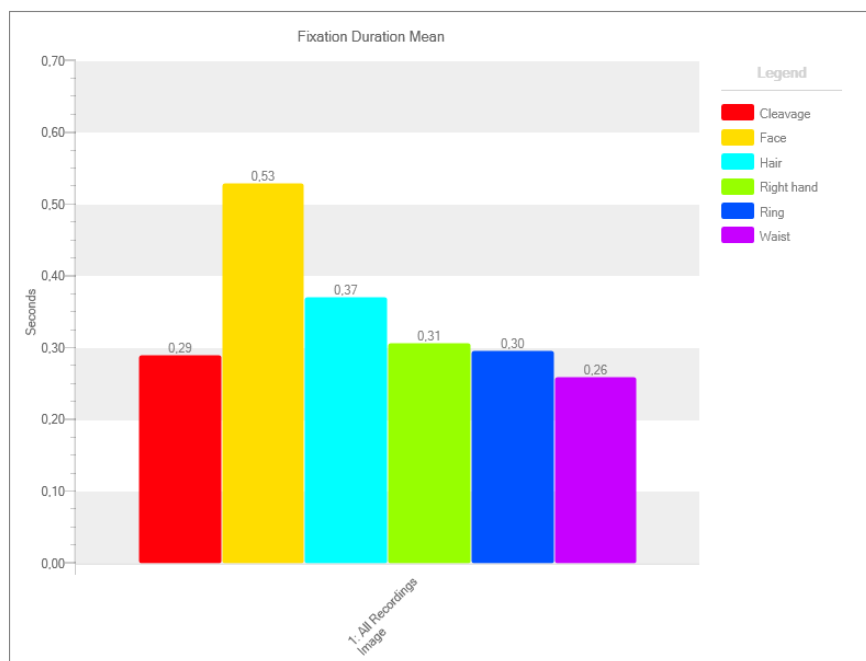
## Fixation duration

0 – 10 seconds

Women



Men

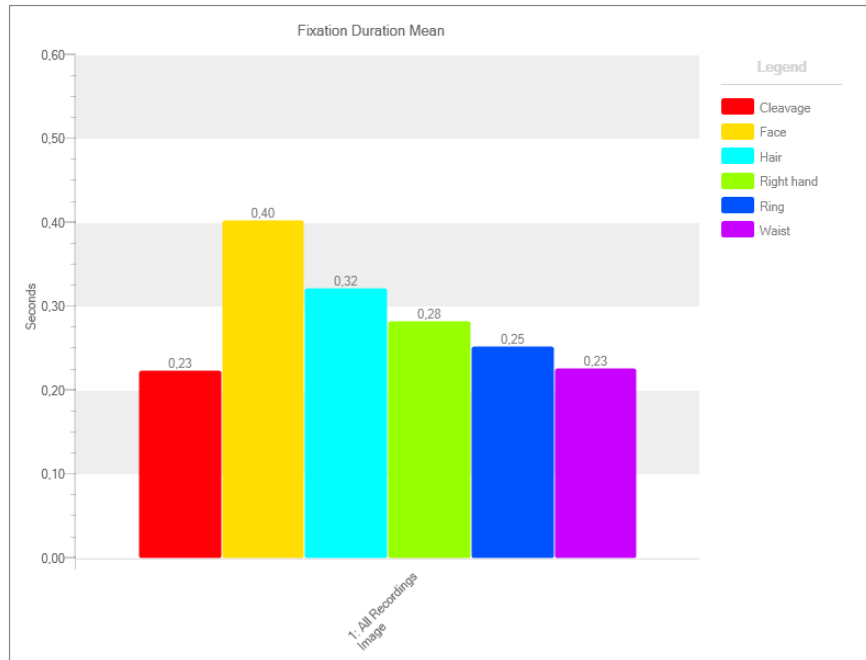


Netherlands

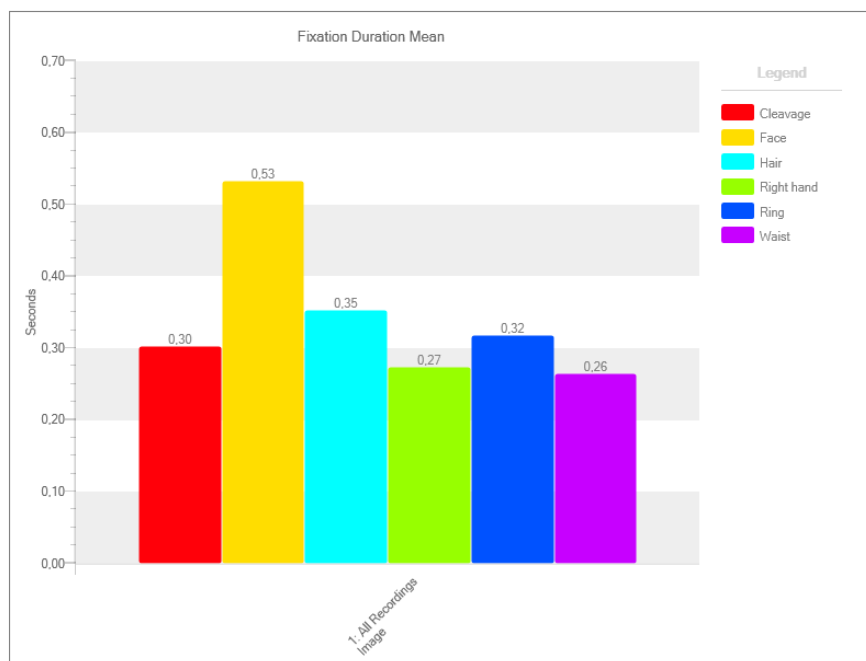
## Fixation duration

0 – 20 second

Women

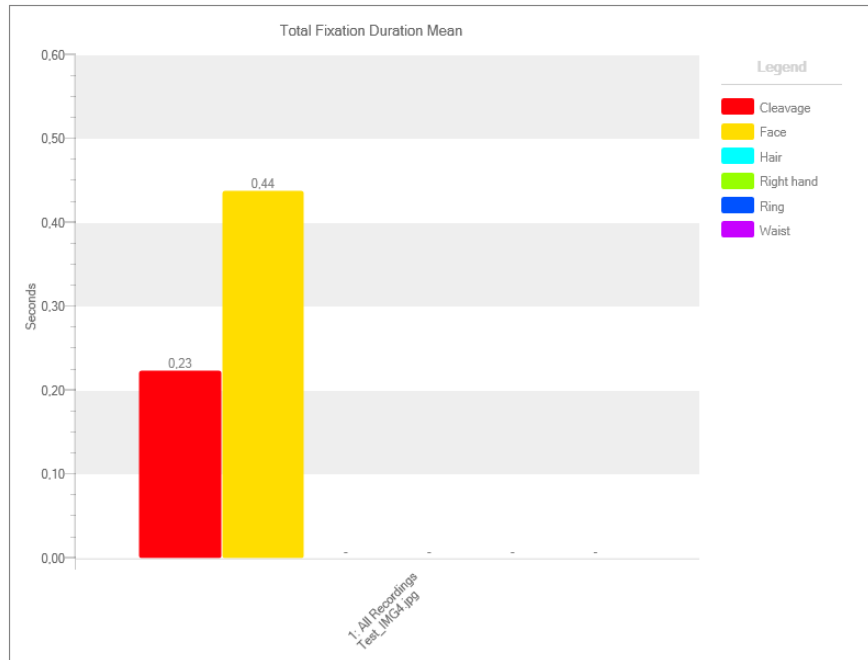


Men

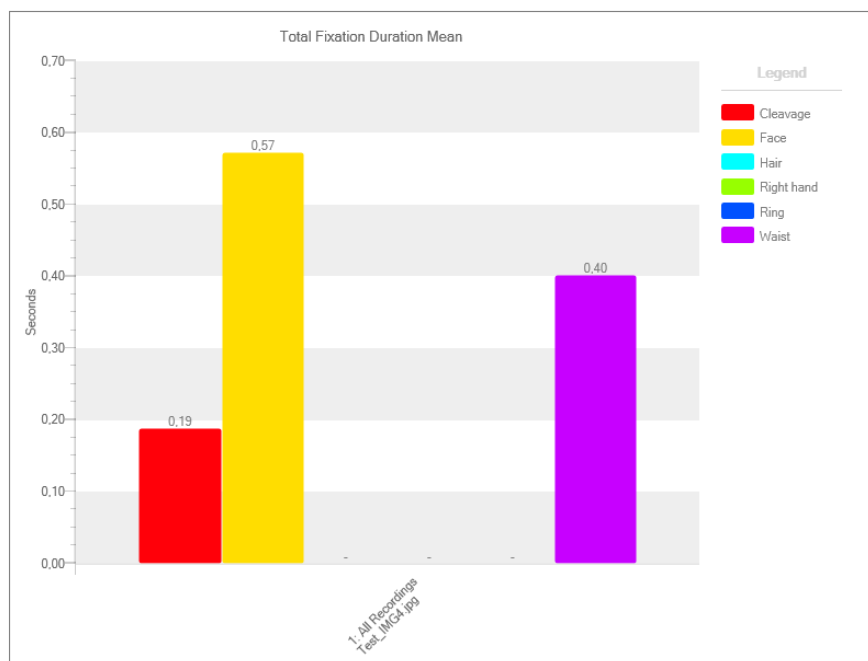




**Total fixation duration**  
**0 – 1 second**  
*Women*

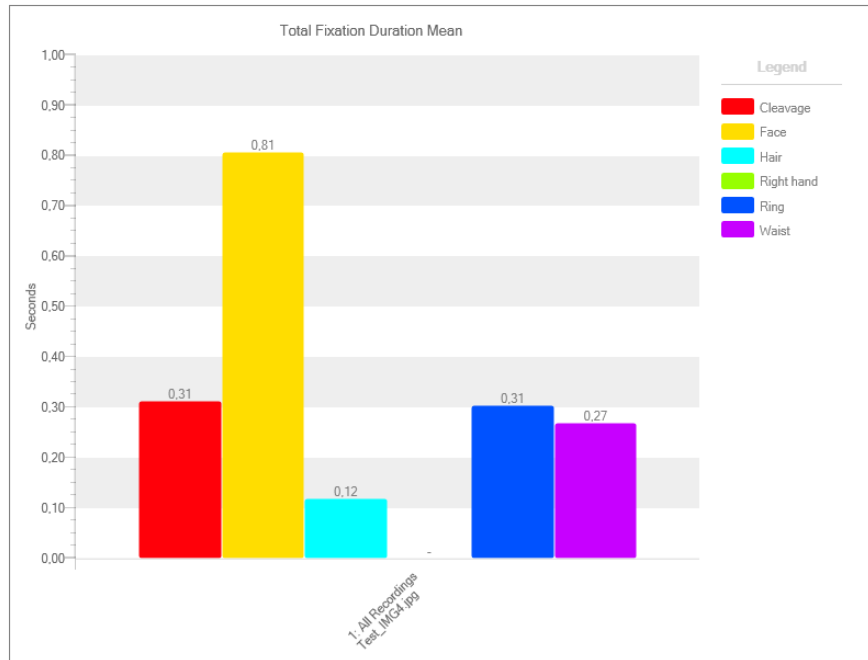


*Men*

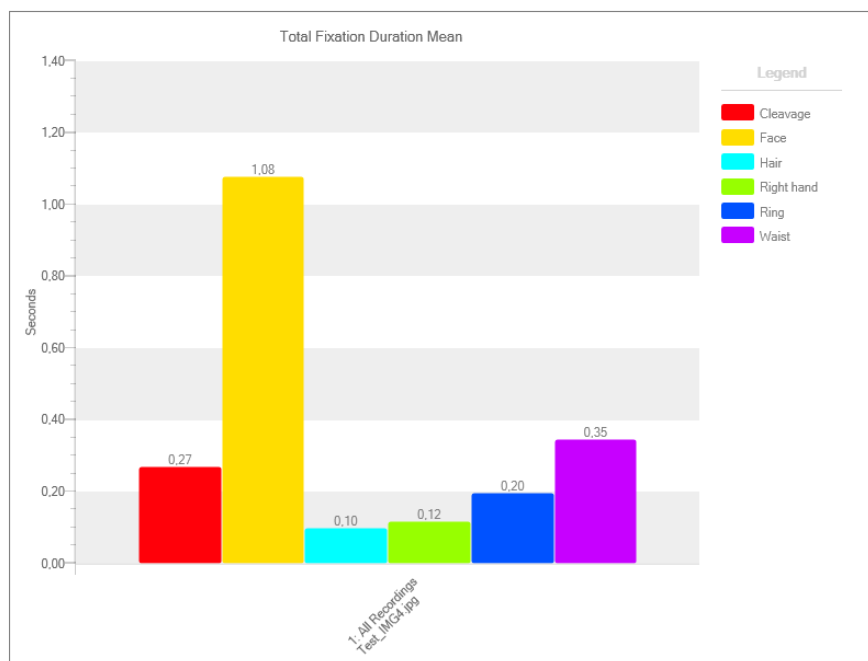




**Total fixation duration**  
**0 – 2 seconds**  
*Women*

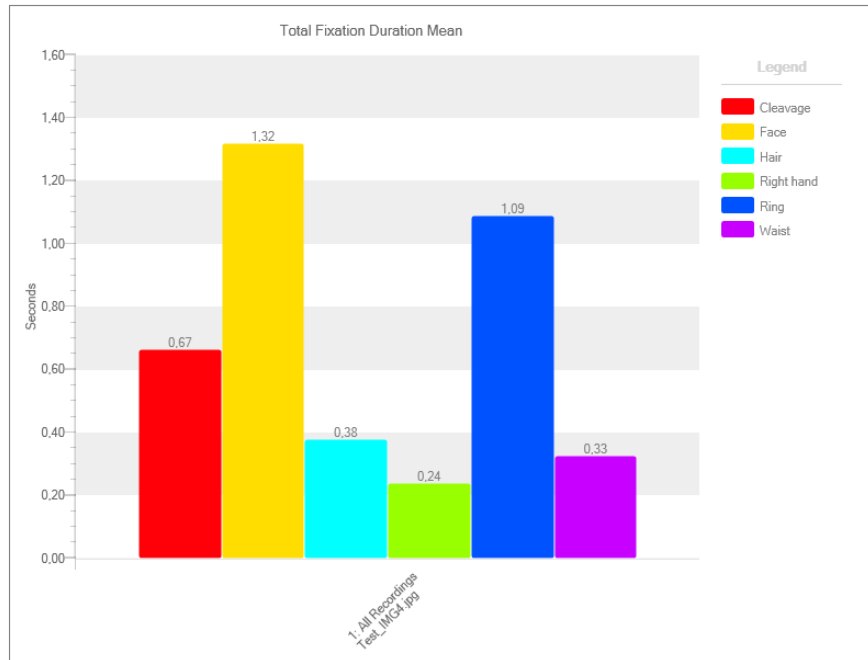


*Men*

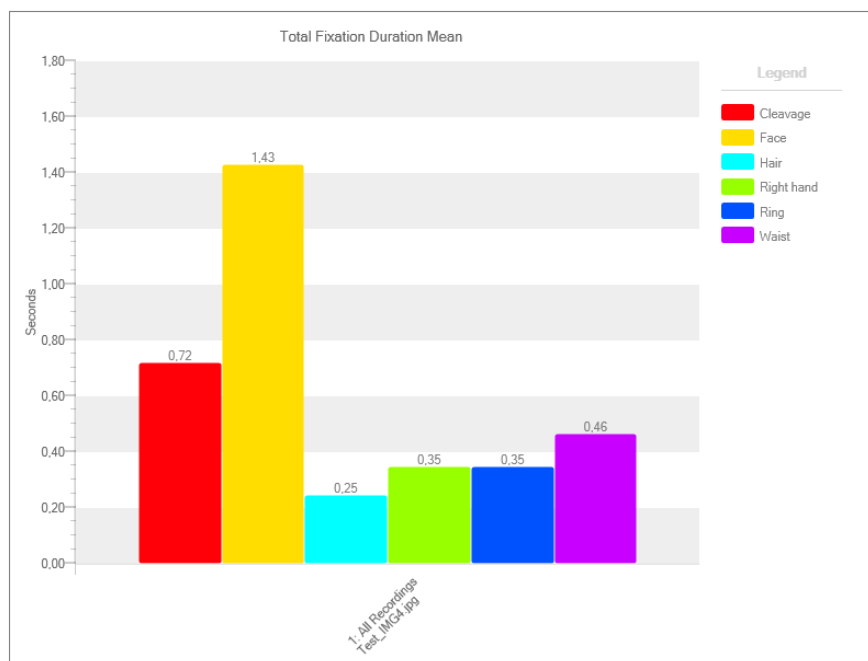


Spain 

**Total fixation duration**  
**0 – 5 seconds**  
*Women*

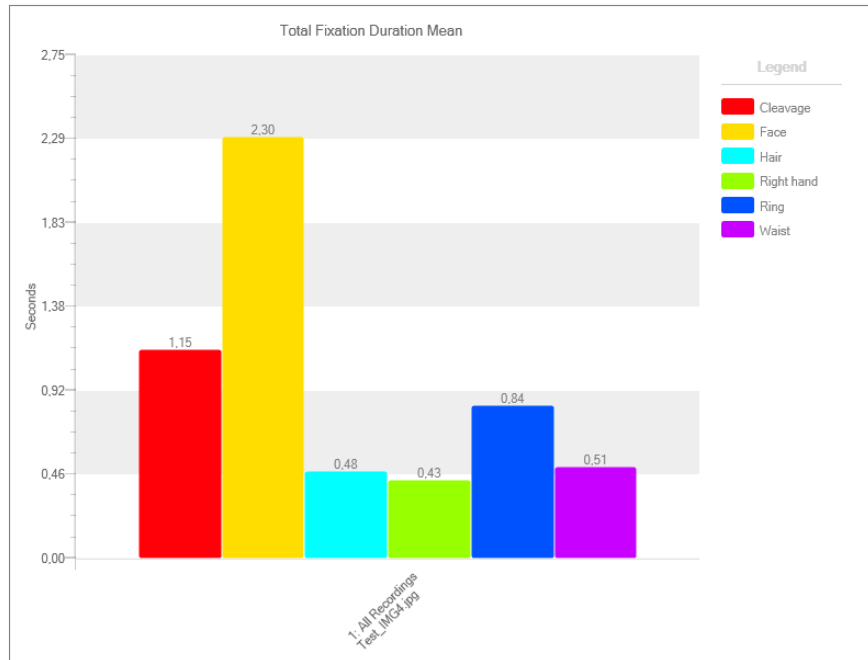


*Men*

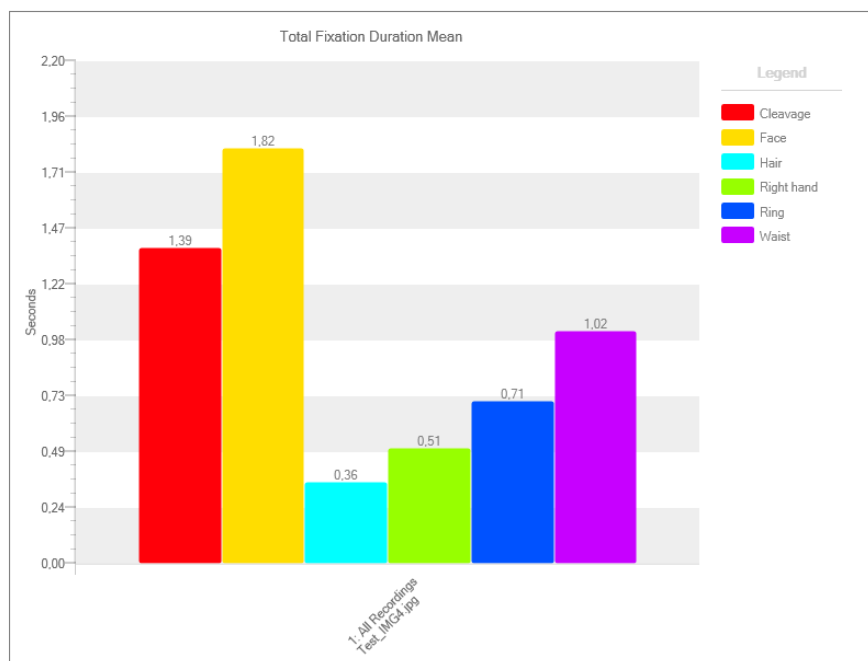


Spain 

**Total fixation duration**  
**0 – 10 seconds**  
*Women*



*Men*



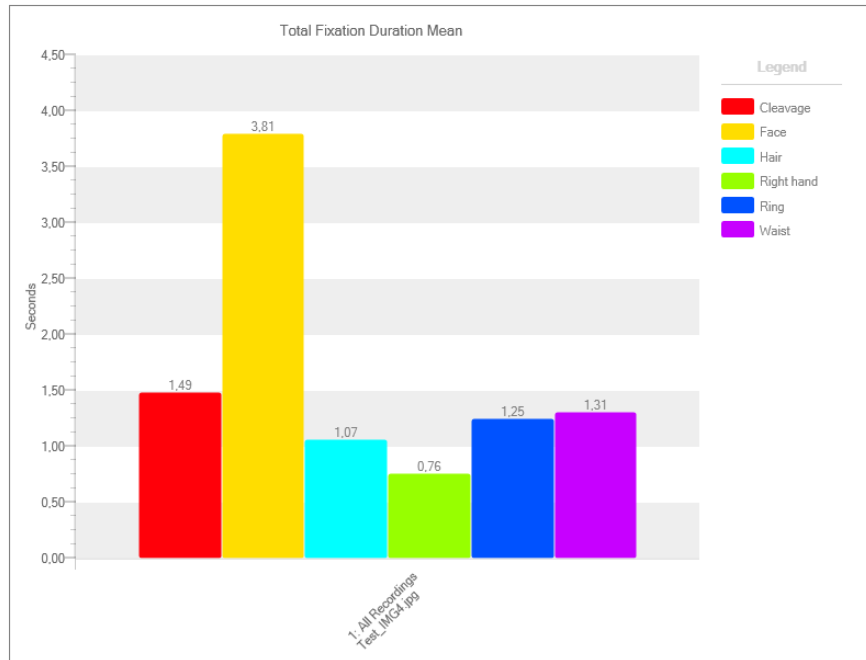




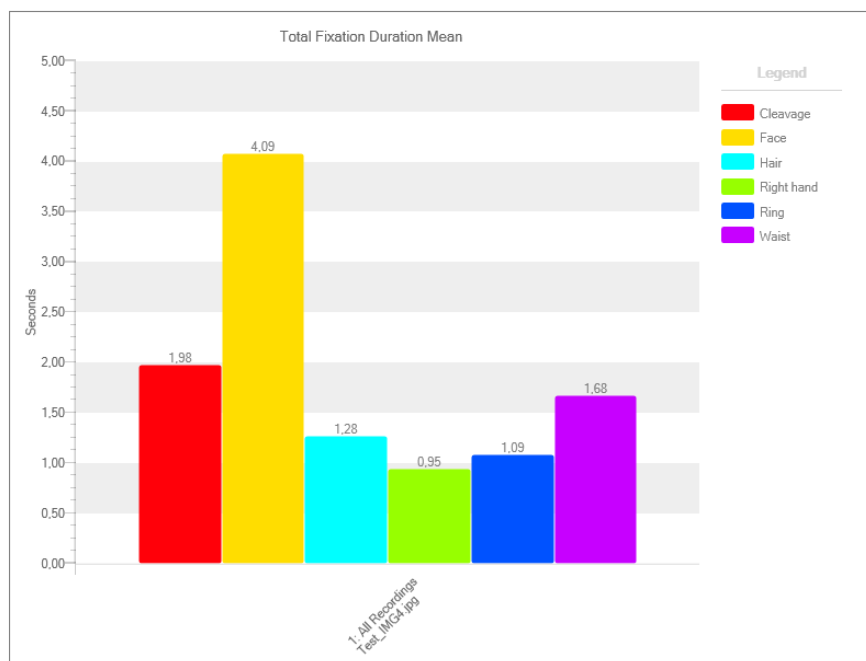
## Total fixation duration

0 – 20 second

Women



Men

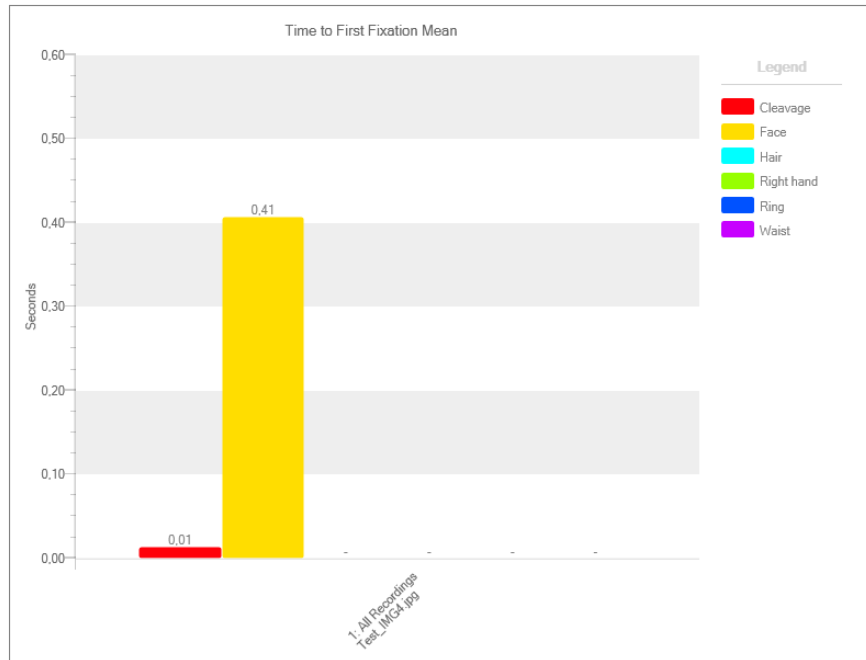


Spain 

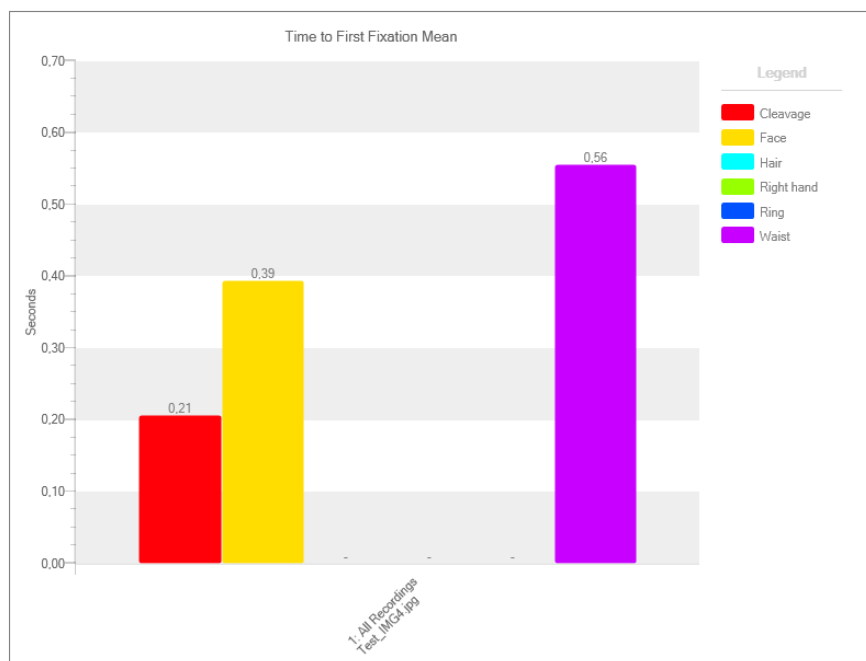
## Time to first fixation

0 – 1 second

Women



Men

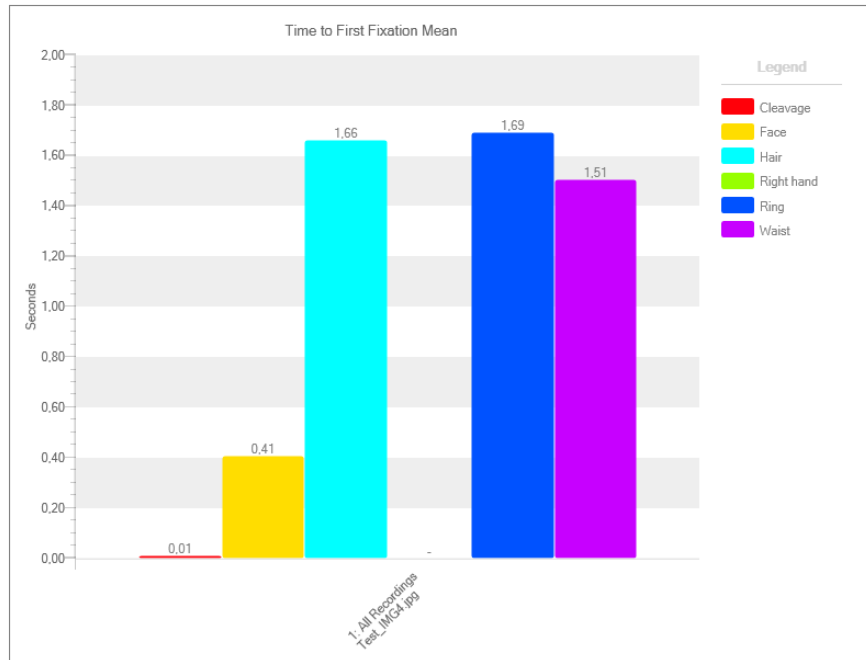




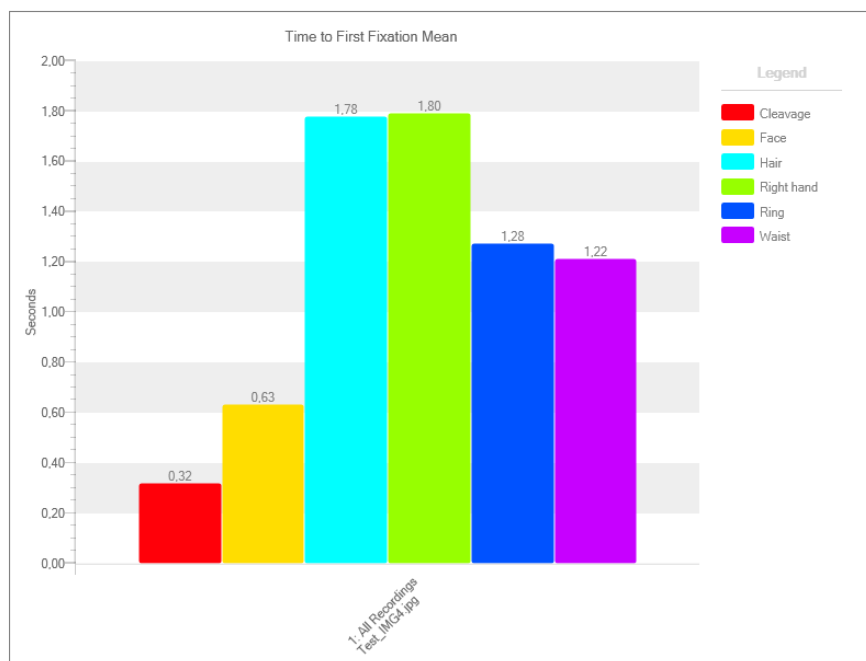
## Time to first fixation

0 – 2 seconds

Women



Men

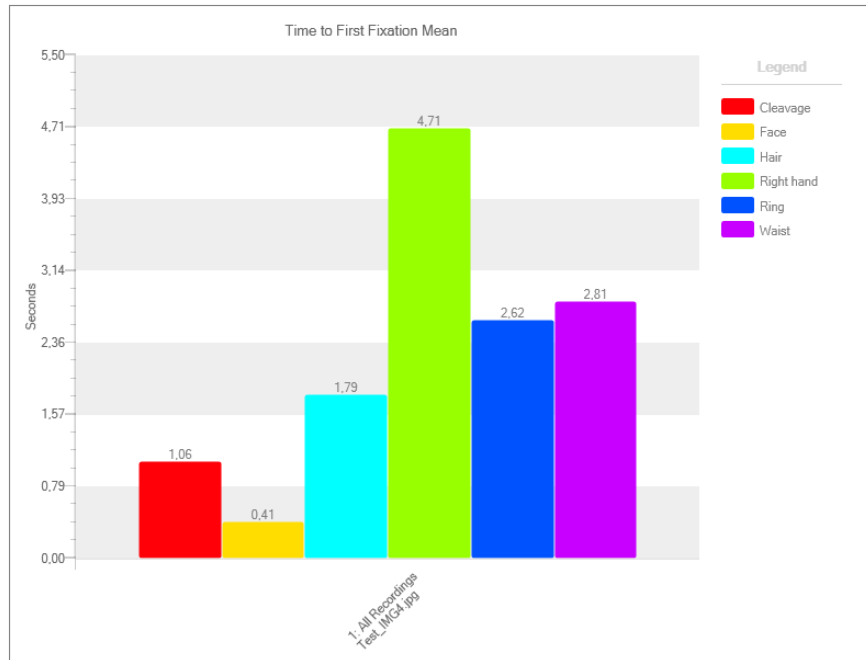


Spain 

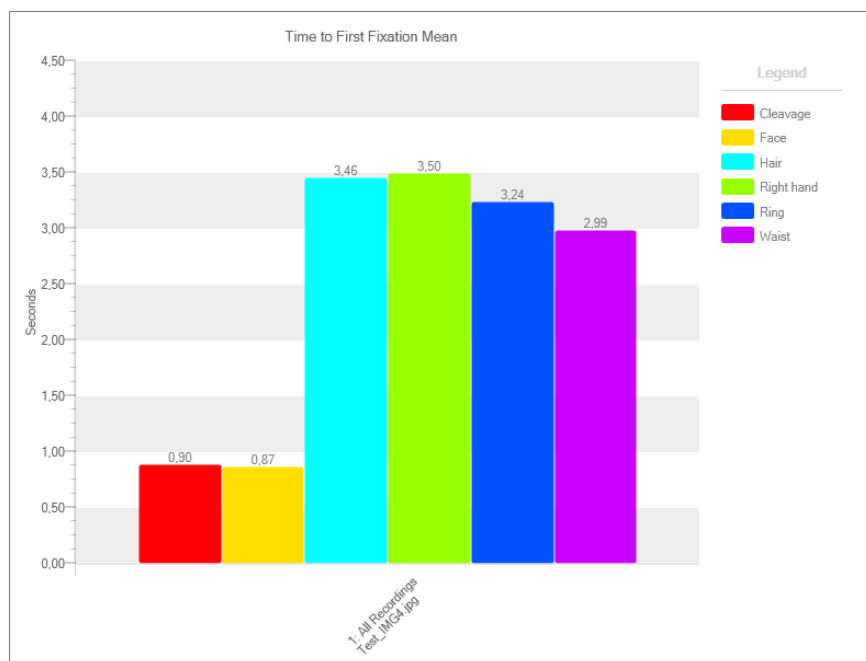
## Time to first fixation

0 – 5 seconds

Women



Men

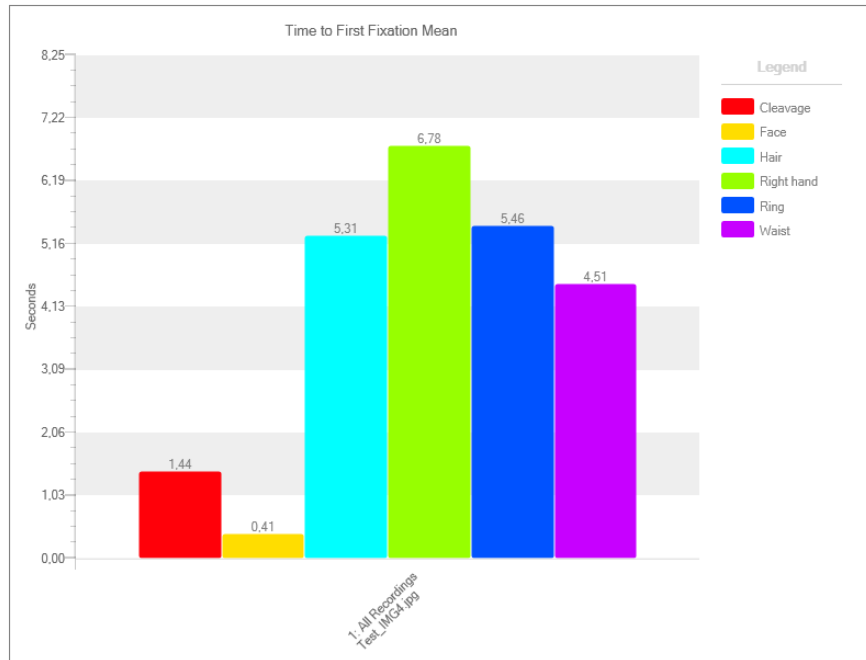




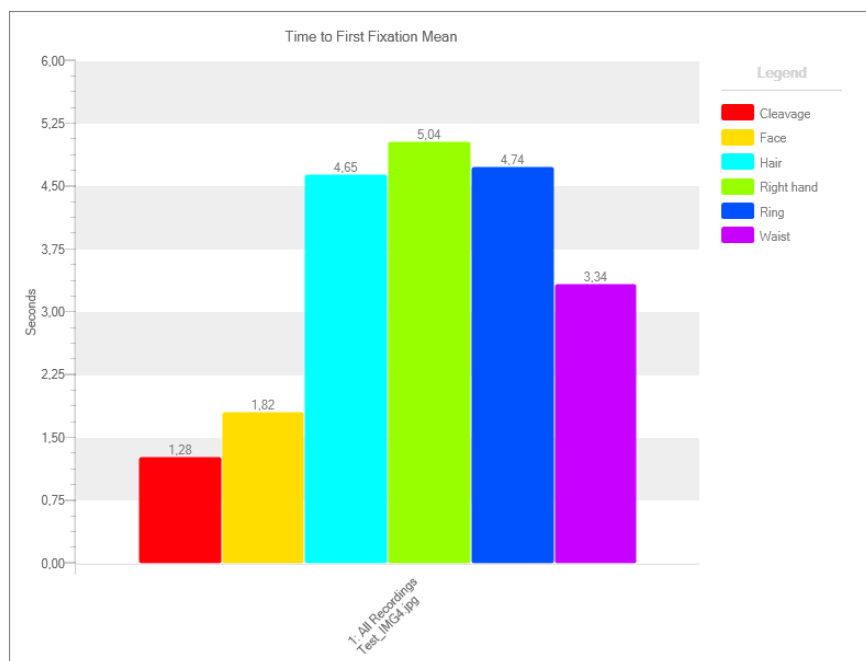
## Time to first fixation

0 – 10 seconds

Women



Men

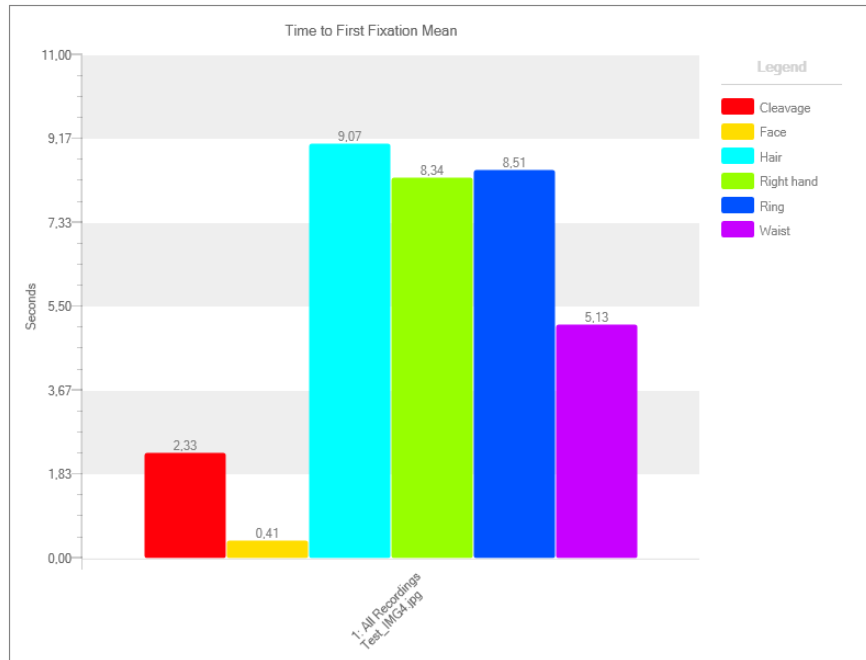


Spain 

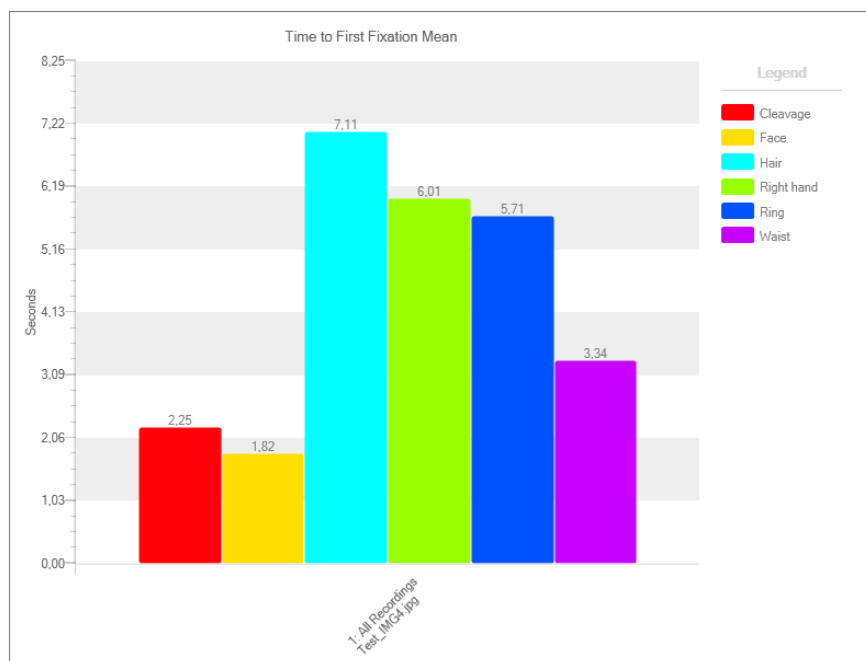
## Time to first fixation

0 – 20 second

Women



Men

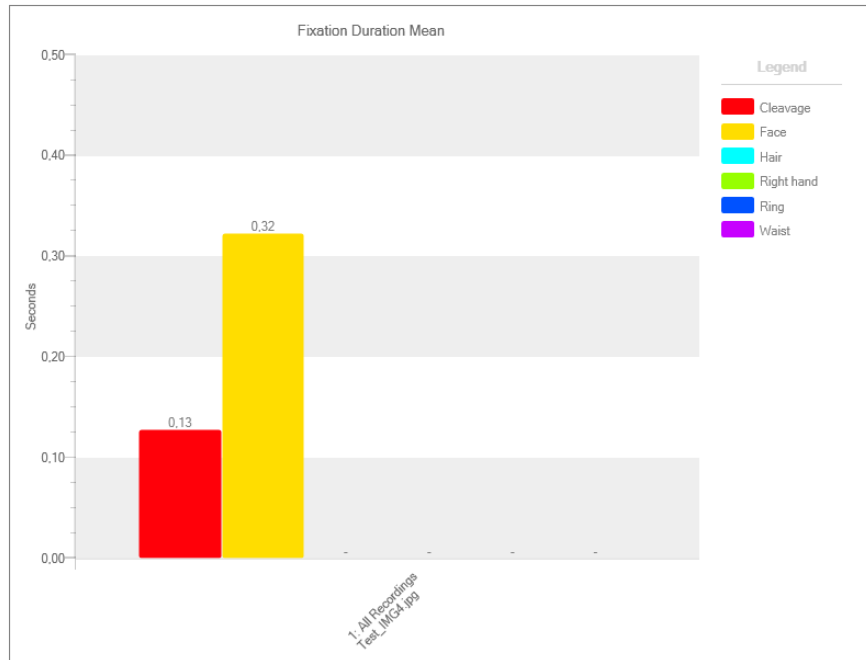


Spain 

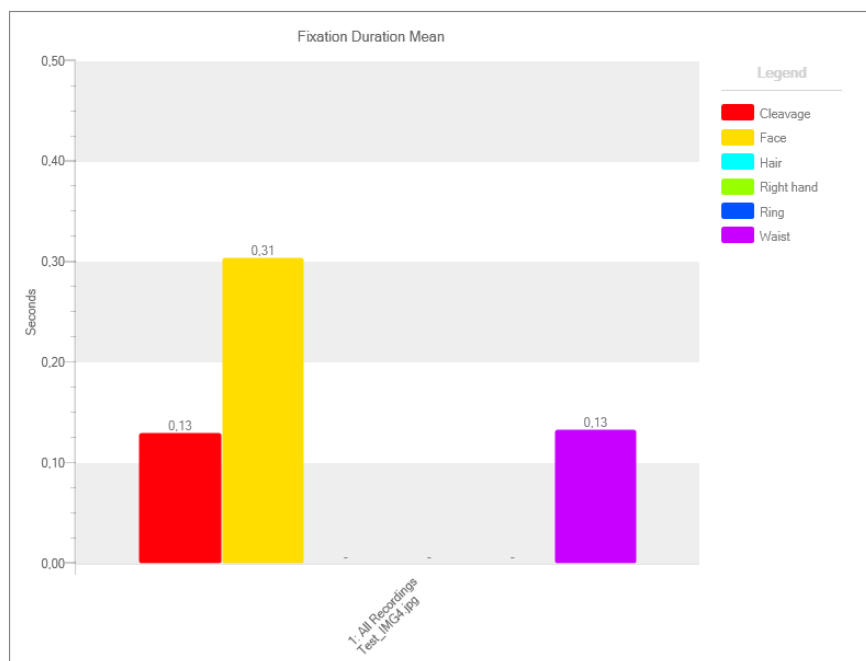
## Fixation duration

0 – 1 second

Women



Men

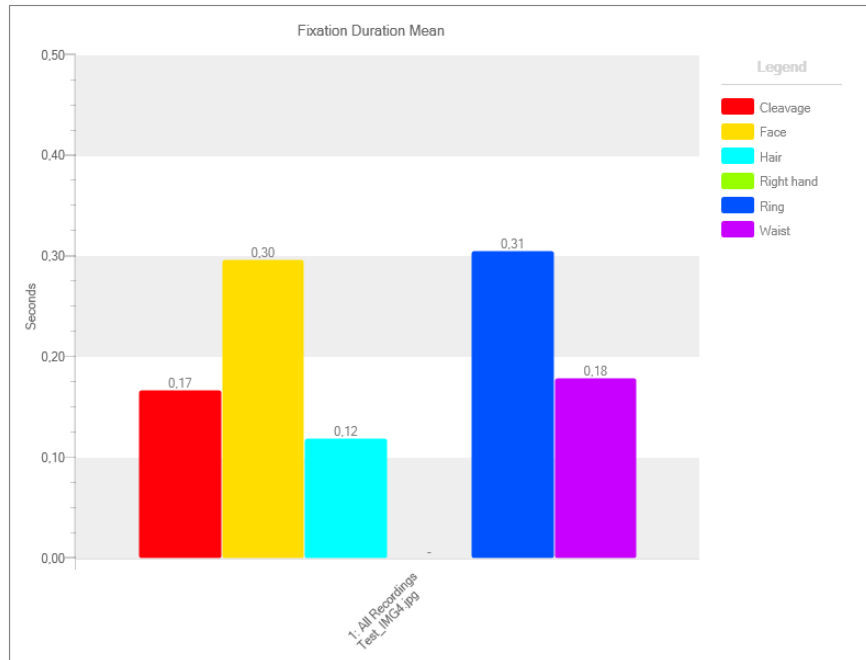


Spain 

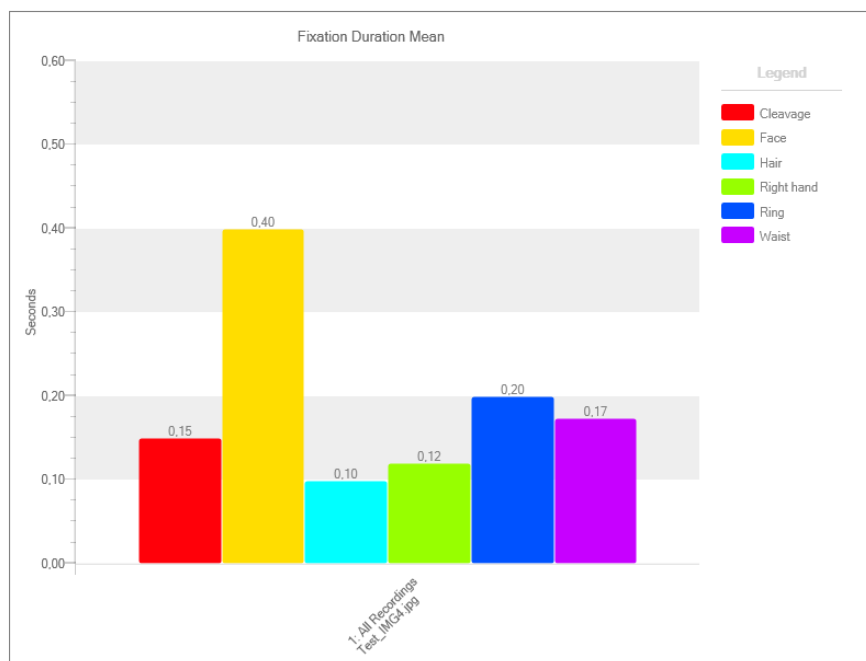
**Fixation duration**

**0 – 2 seconds**

*Women*



*Men*



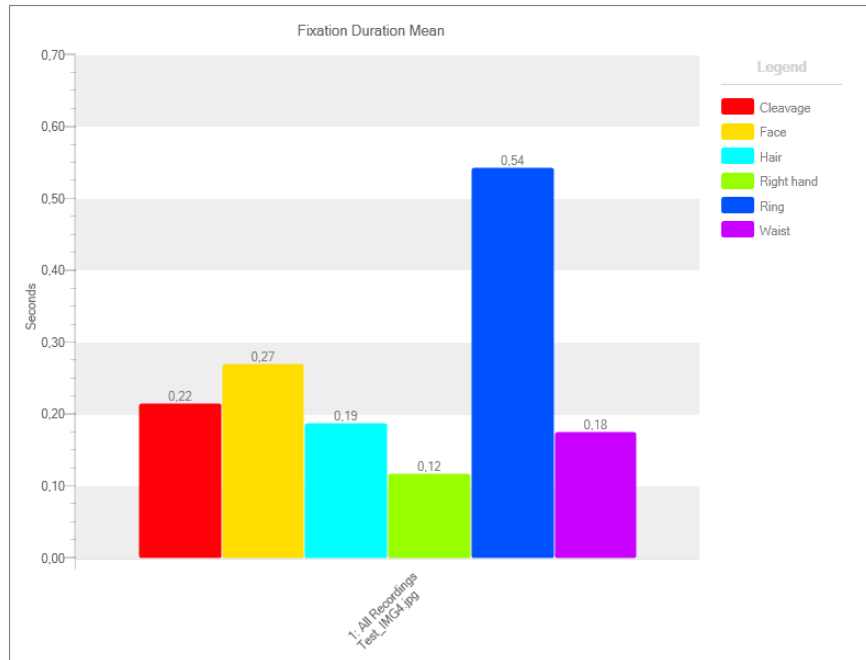


Spain 

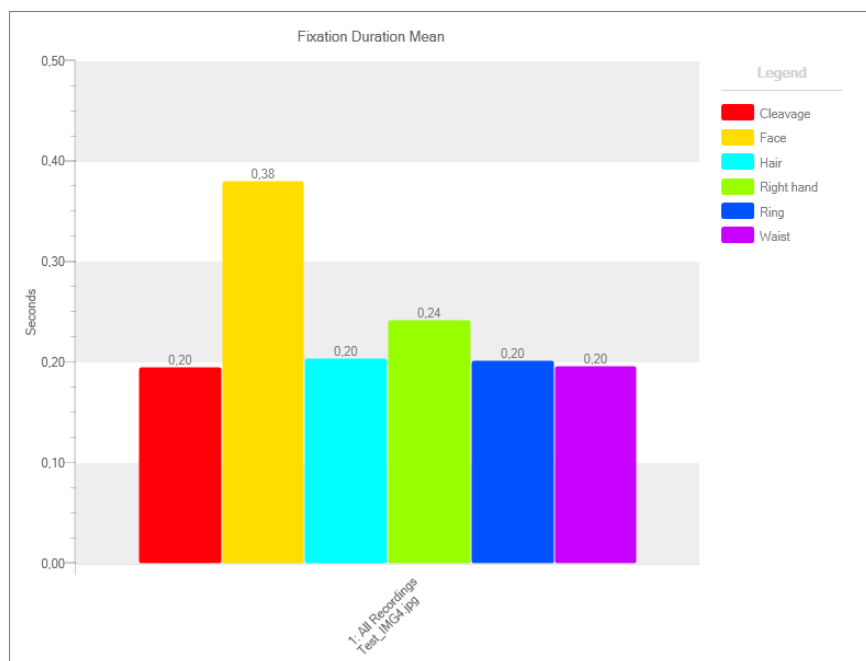
**Fixation duration**

**0 – 5 seconds**

*Women*



*Men*

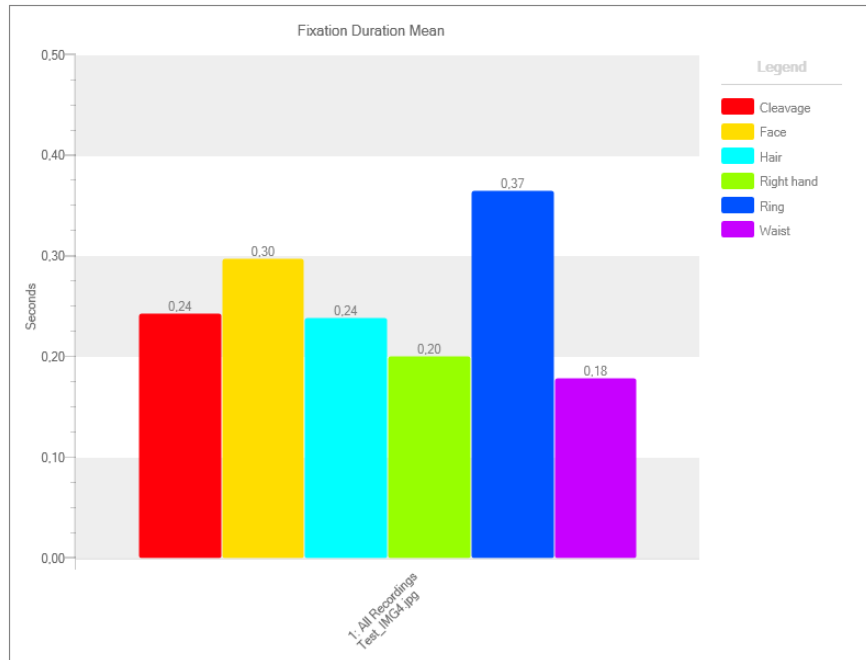


Spain 

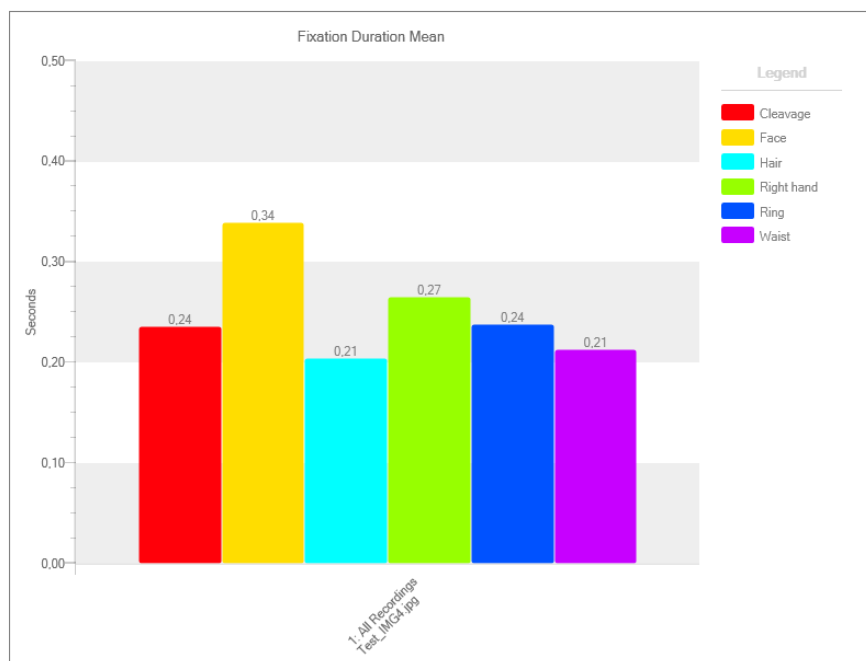
**Fixation duration**

**0 – 10 seconds**

*Women*



*Men*

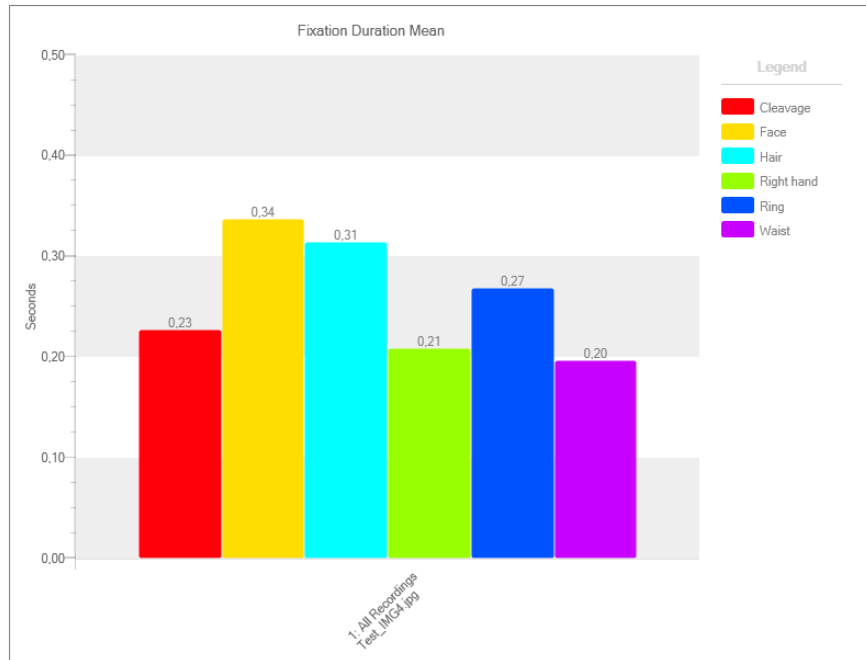


Spain 

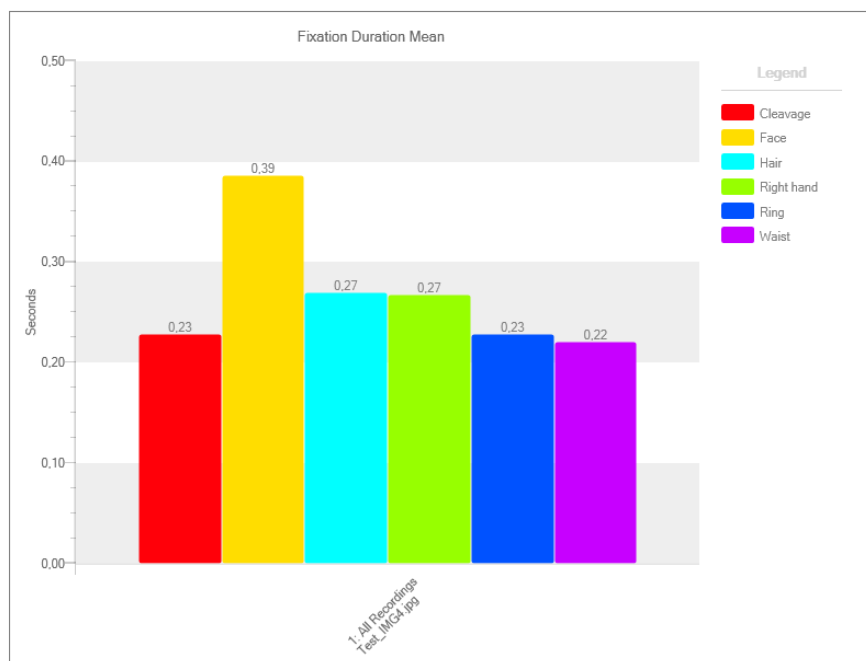
## Fixation duration

0 – 20 second

Women

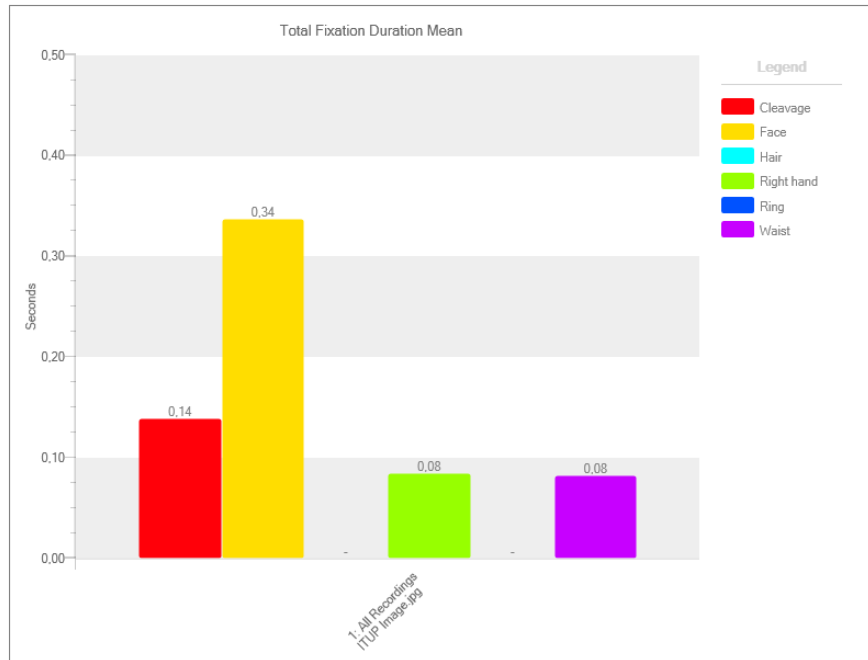


Men

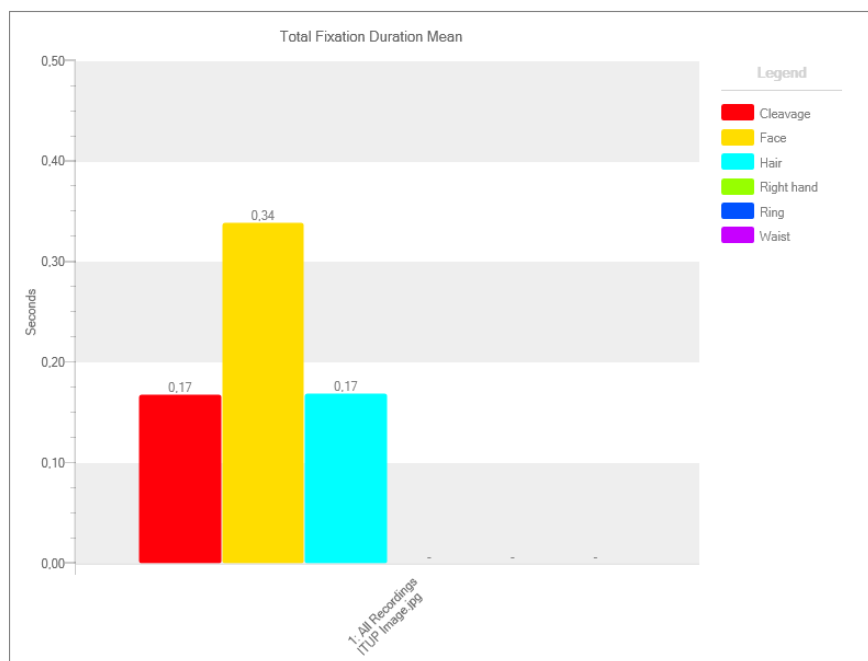




**Total fixation duration**  
**0 – 1 second**  
*Women*

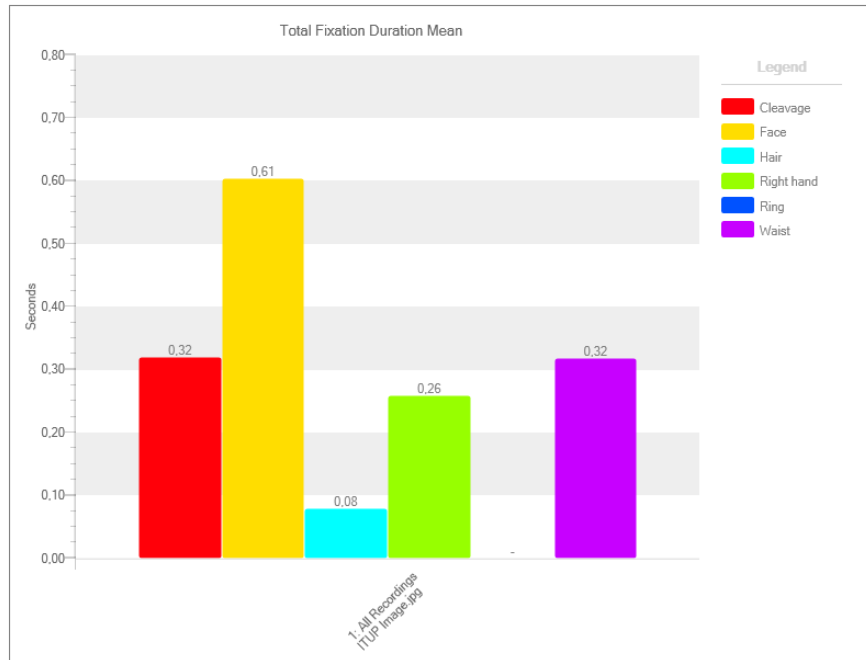


*Men*

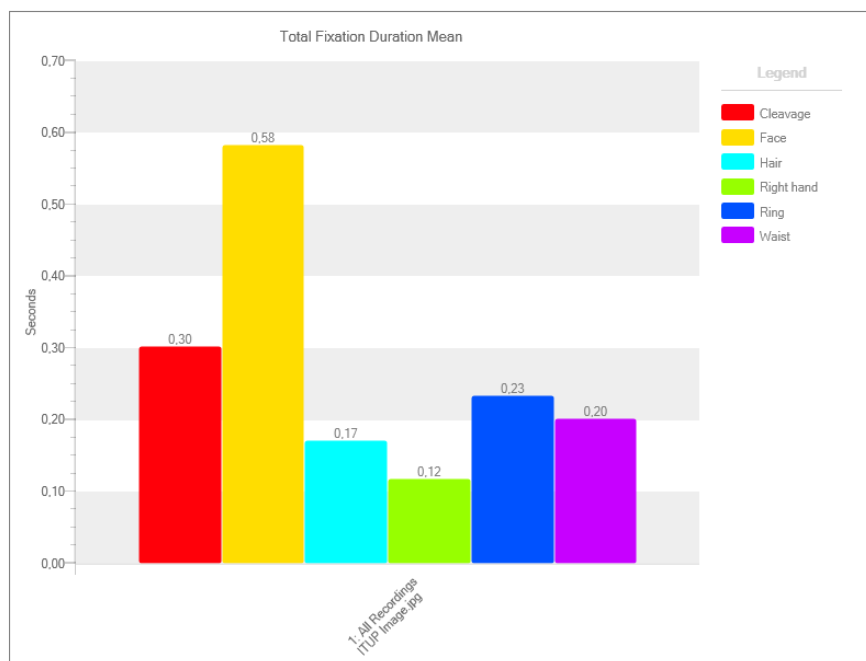




**Total fixation duration**  
**0 – 2 seconds**  
*Women*

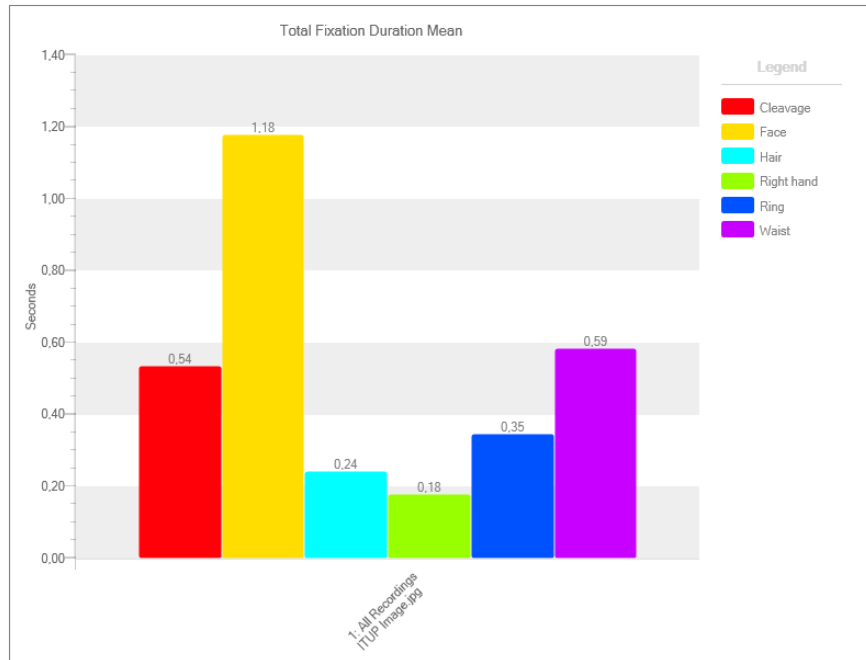


*Men*

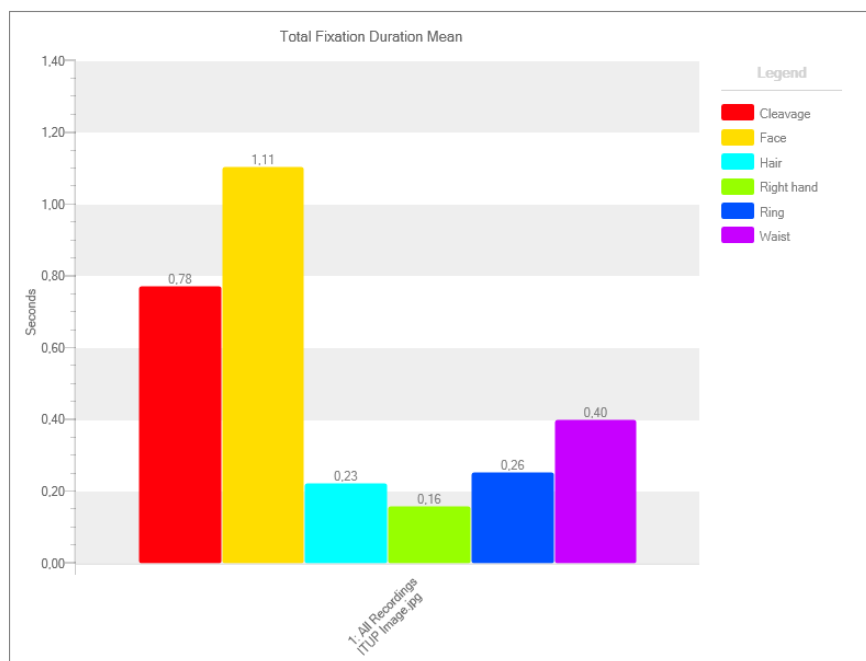




**Total fixation duration**  
**0 – 5 seconds**  
*Women*

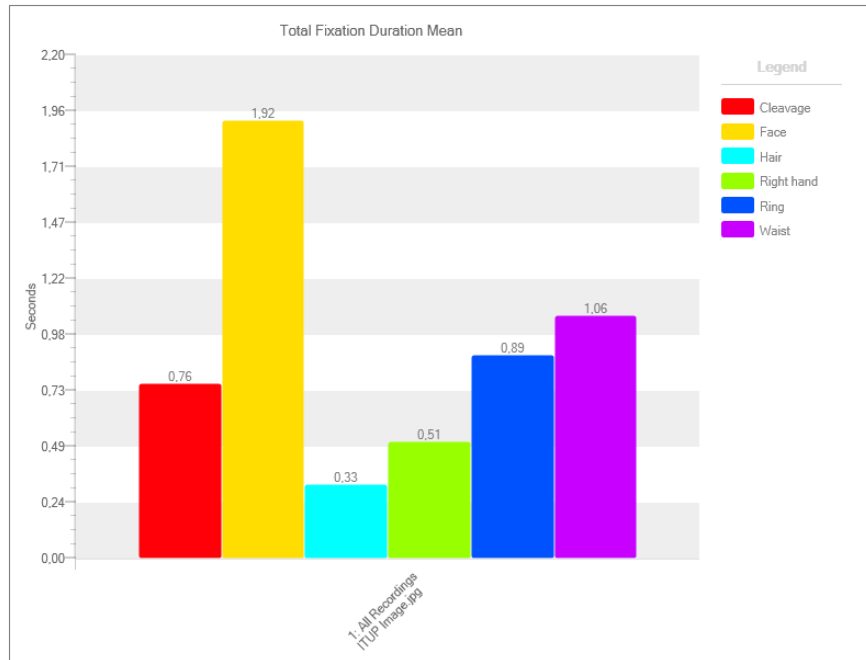


*Men*

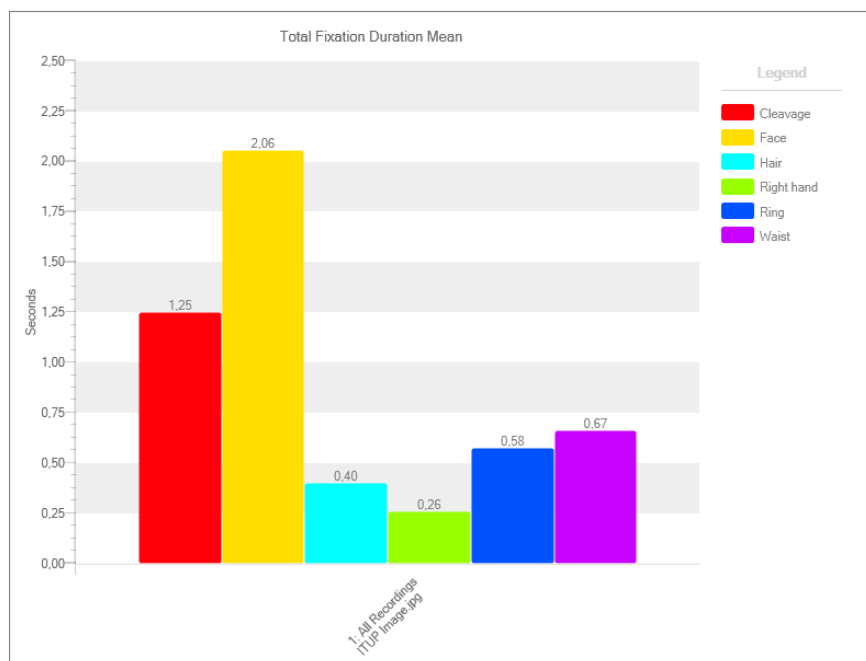




**Total fixation duration**  
**0 – 10 seconds**  
*Women*

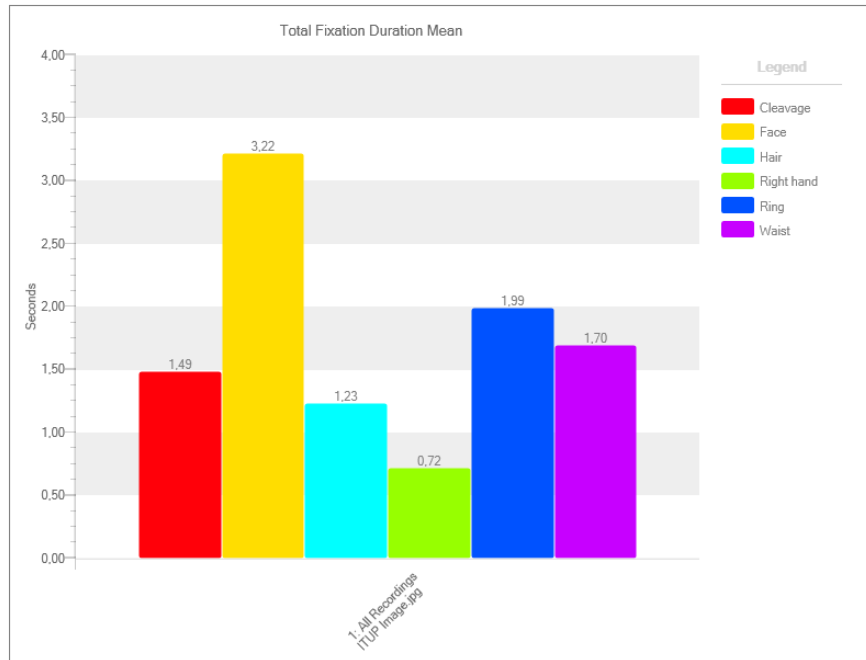


*Men*

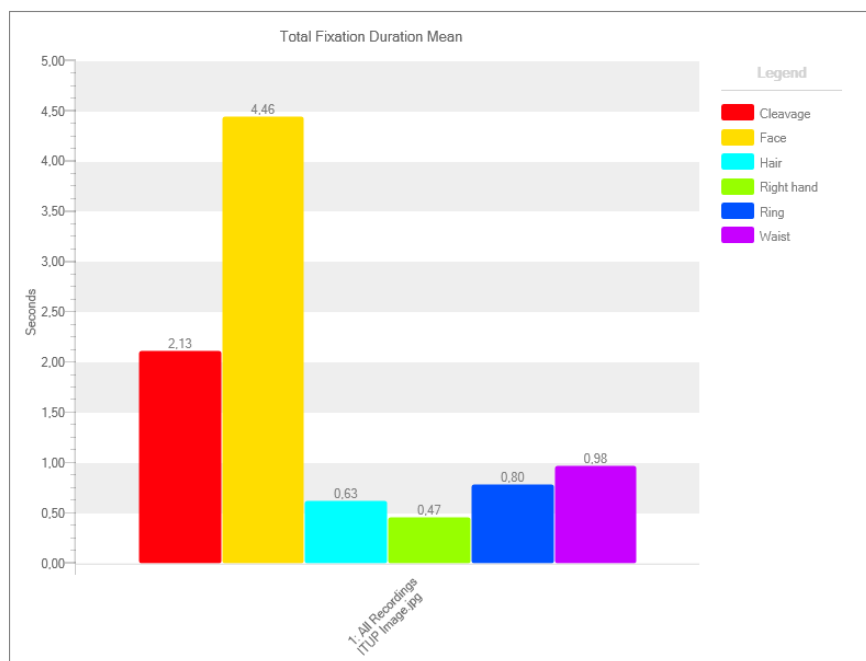




**Total fixation duration**  
**0 – 20 second**  
*Women*



*Men*



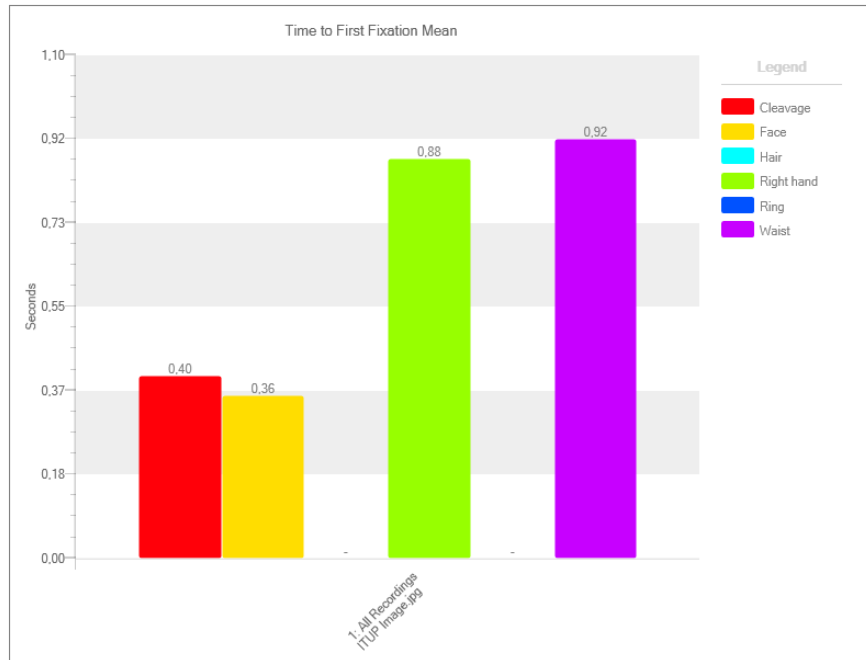




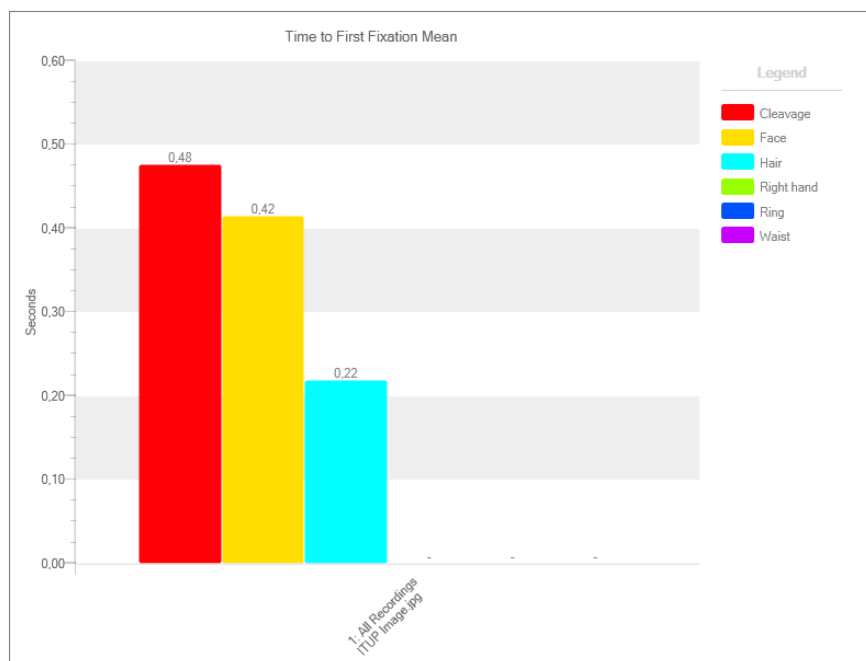
## Time to first fixation

0 – 1 second

Women



Men

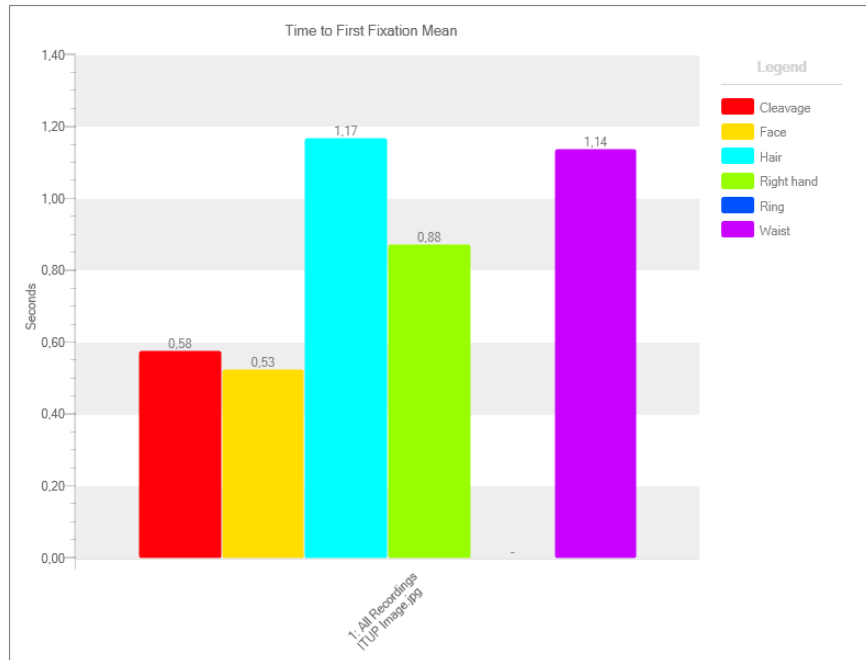




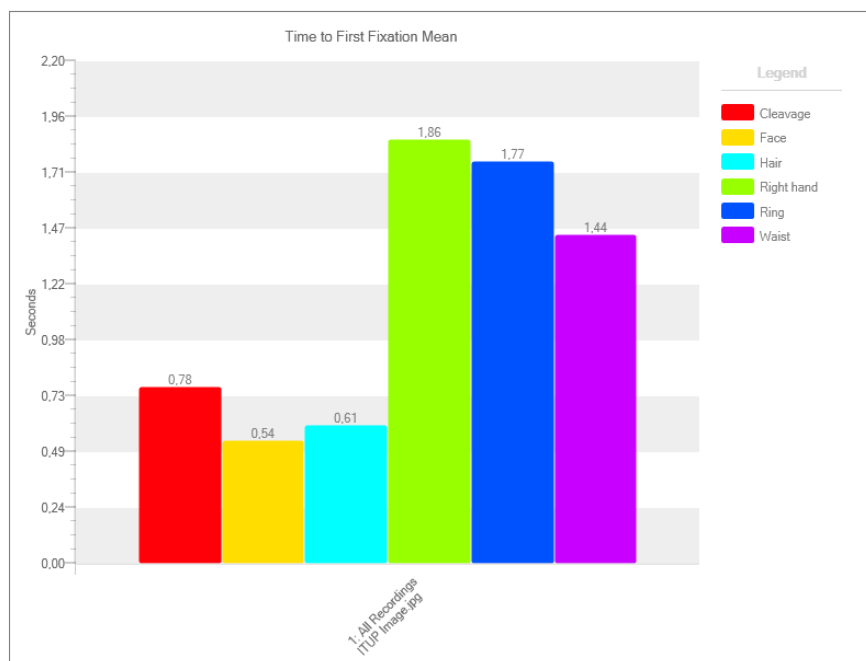
## Time to first fixation

0 – 2 seconds

Women

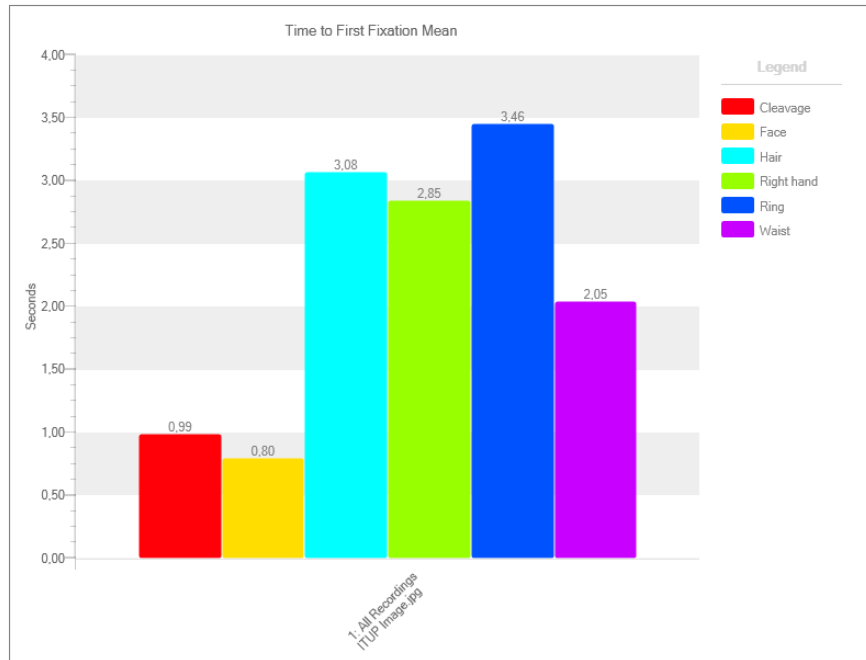


Men

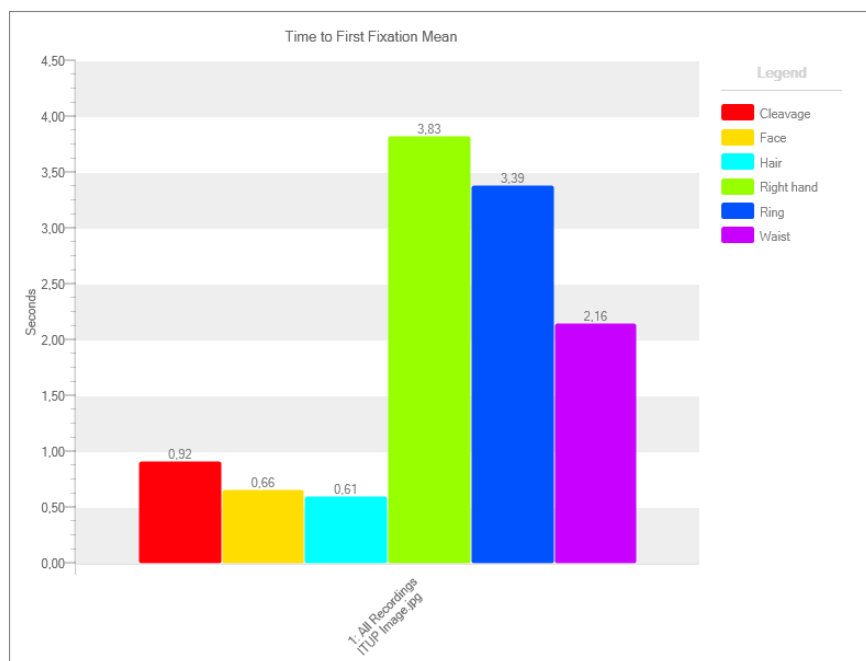




**Time to first fixation**  
**0 – 5 seconds**  
*Women*



*Men*

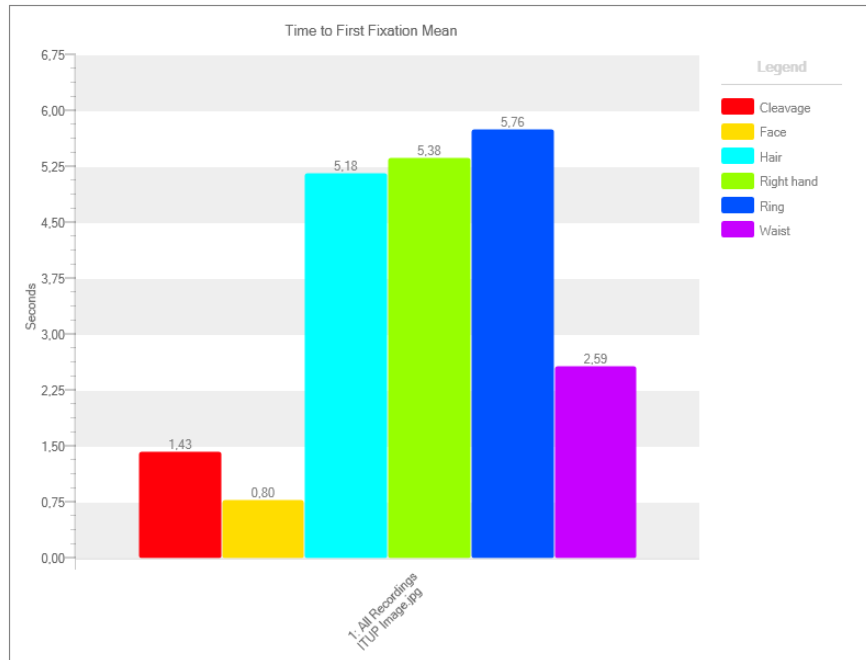




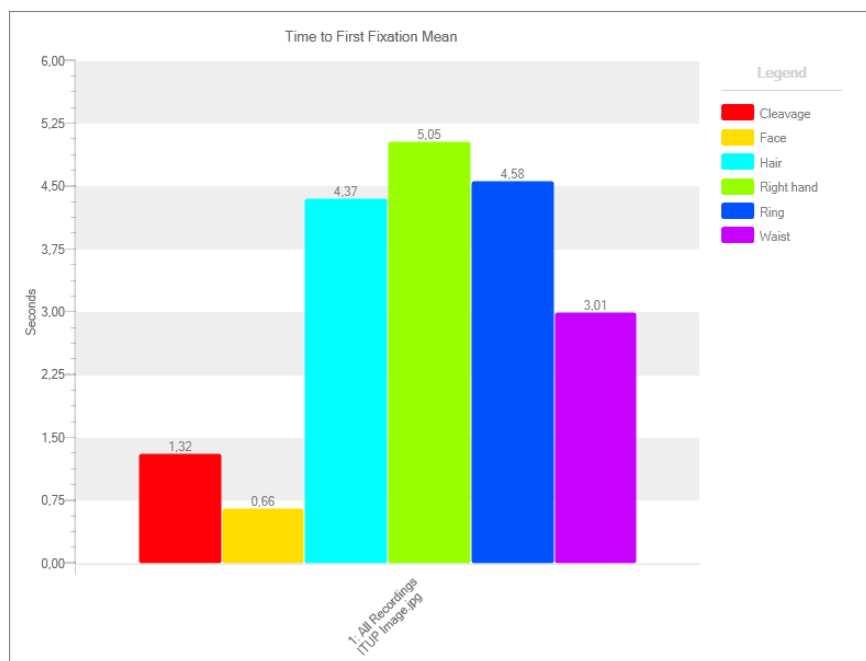
## Time to first fixation

0 – 10 seconds

Women

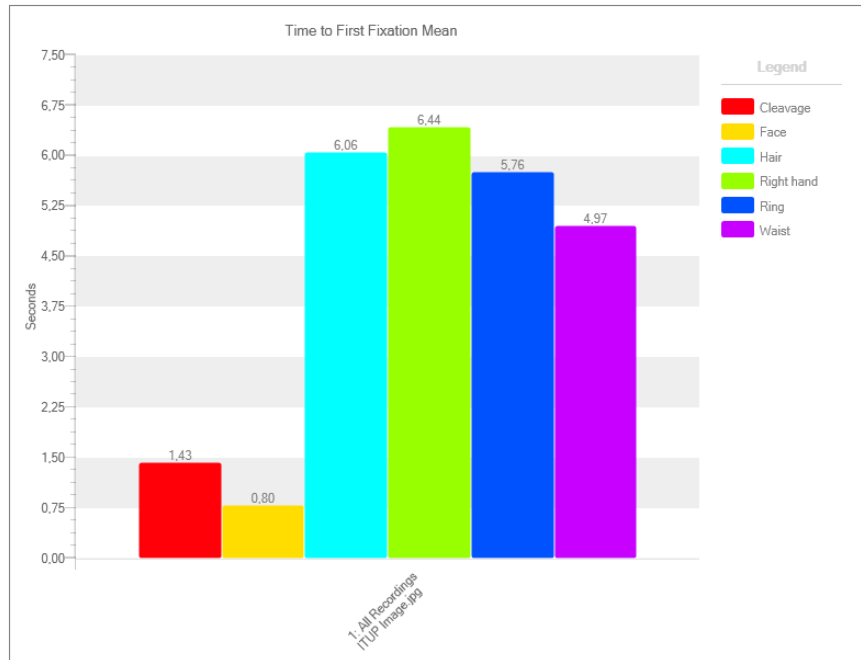


Men

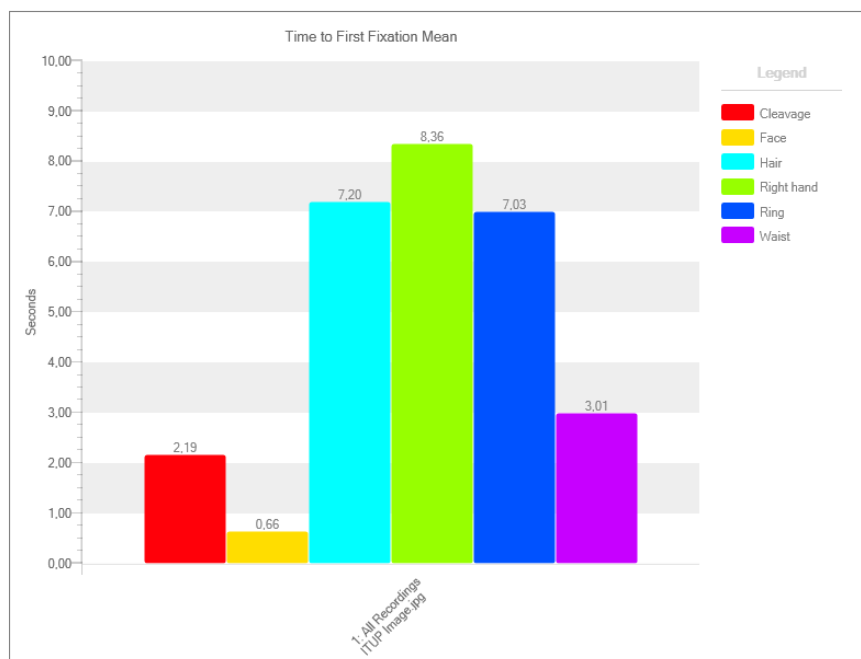




**Time to first fixation**  
**0 – 20 second**  
*Women*



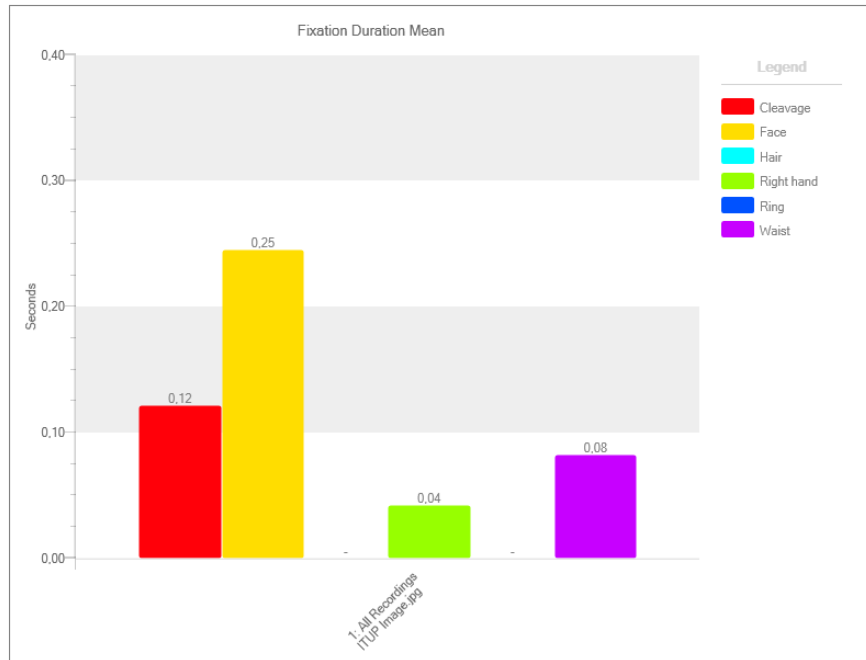
*Men*



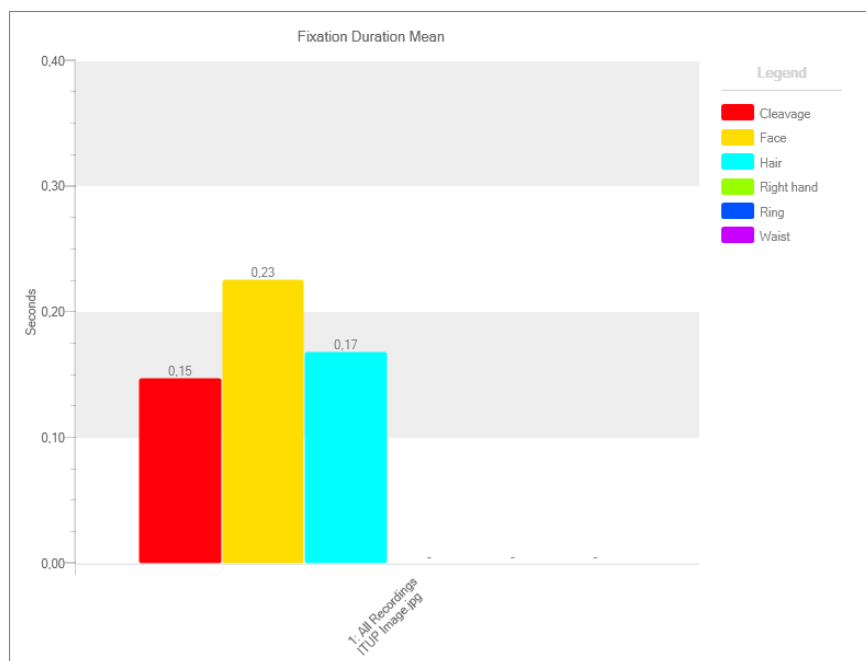
## Fixation duration

0 – 1 second

*Women*



*Men*

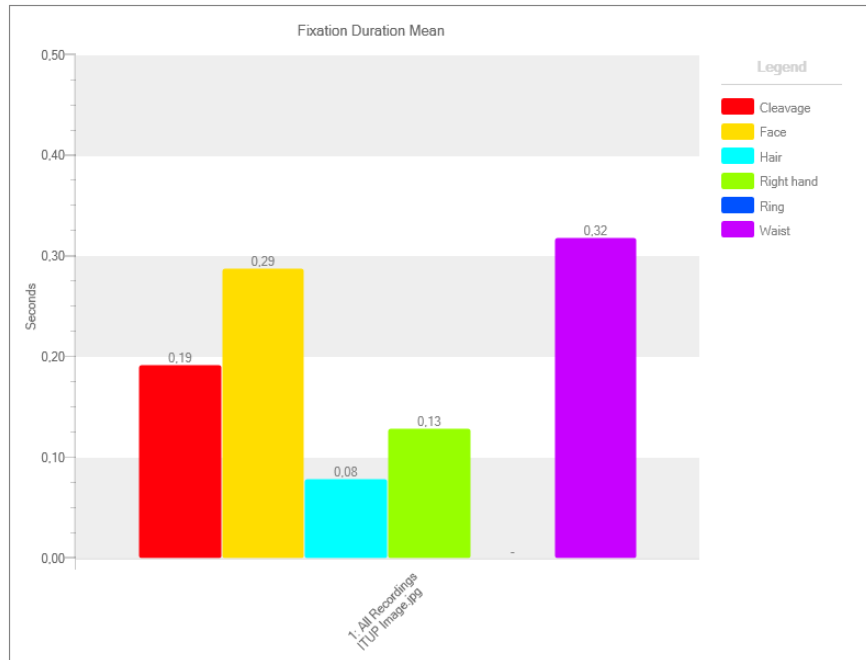




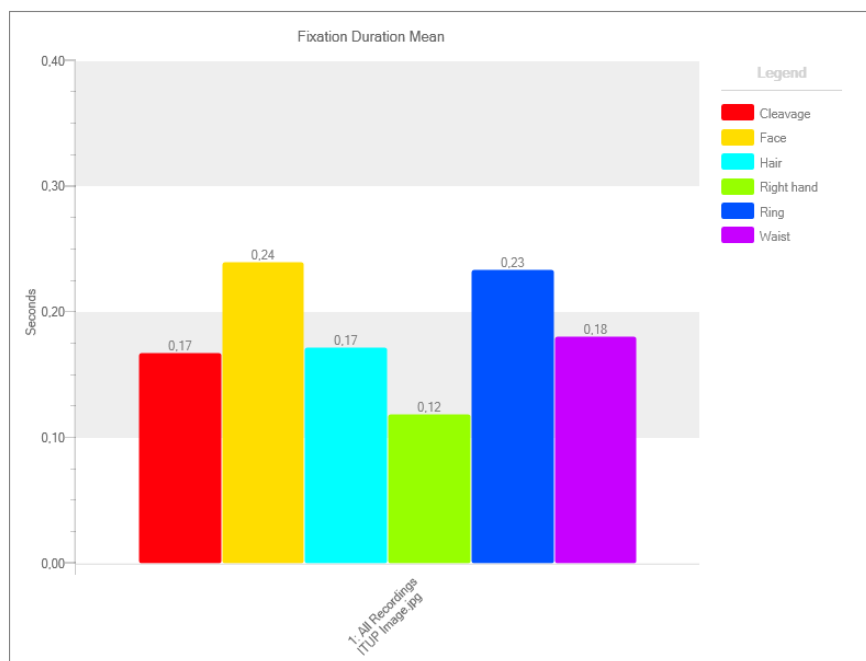
## Fixation duration

0 – 2 seconds

Women



Men

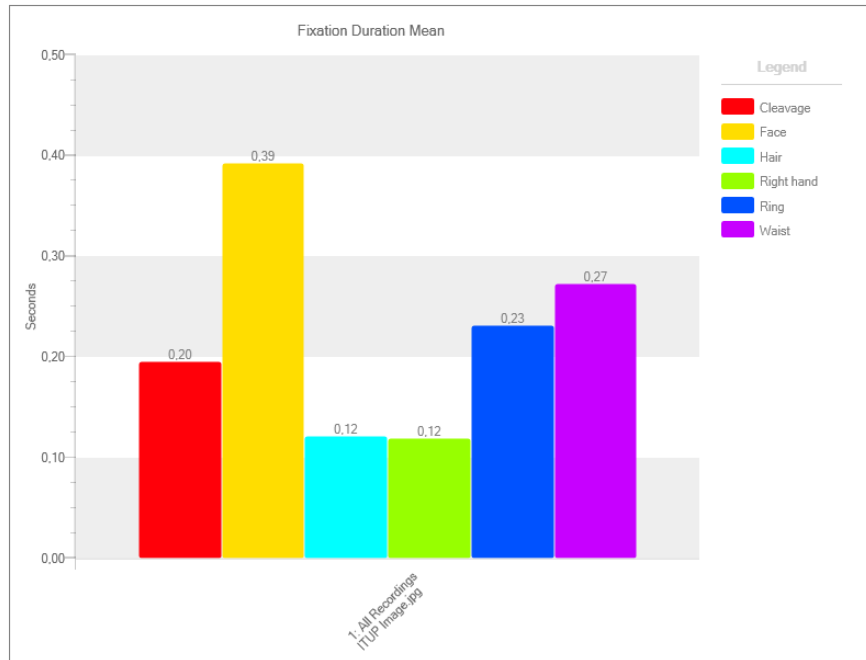




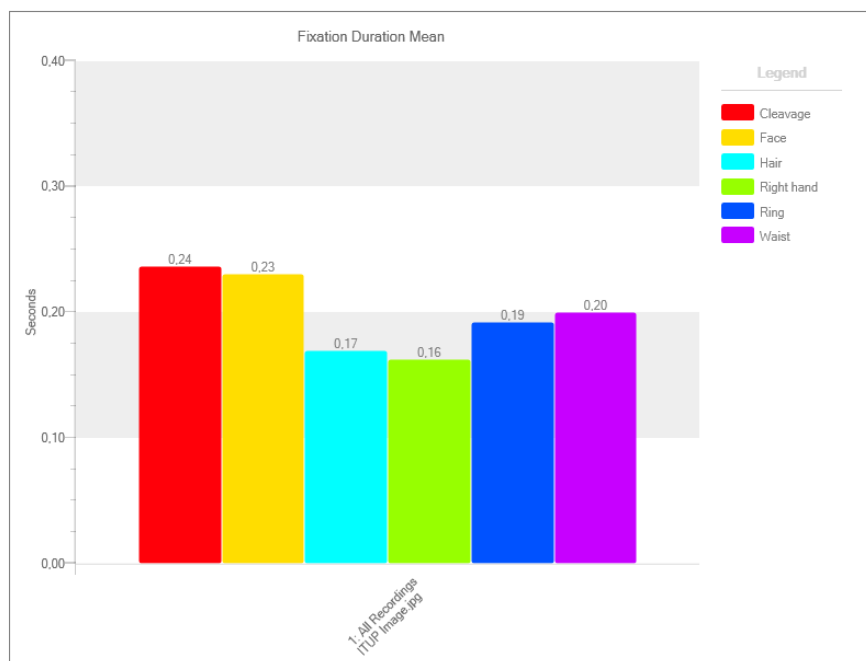
## Fixation duration

0 – 5 seconds

Women



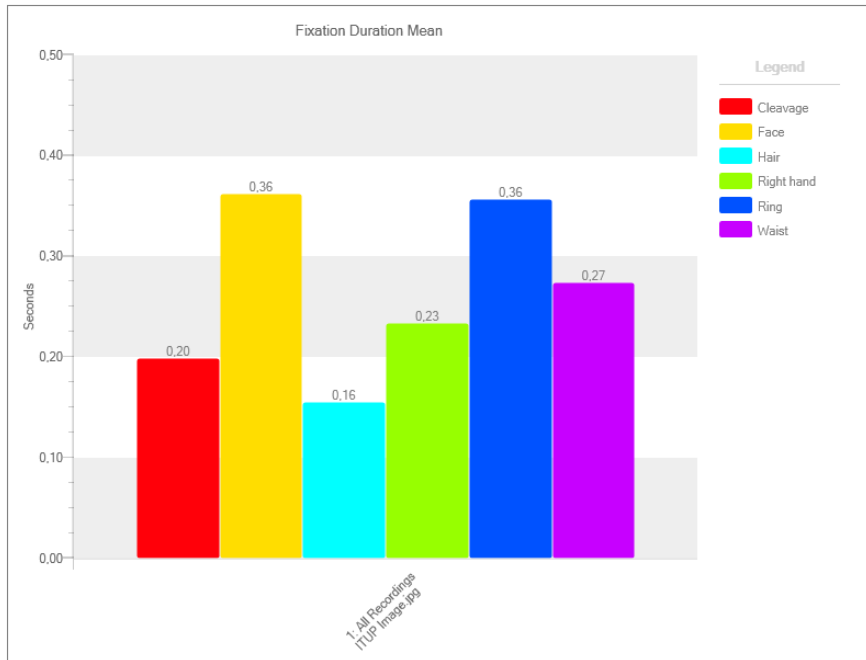
Men



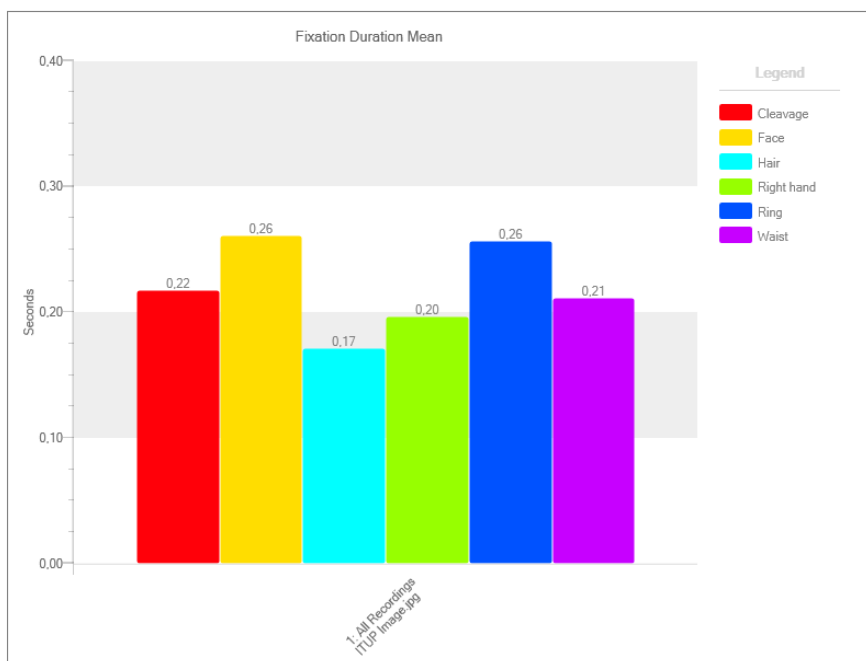




**Fixation duration**  
**0 – 10 seconds**  
*Women*

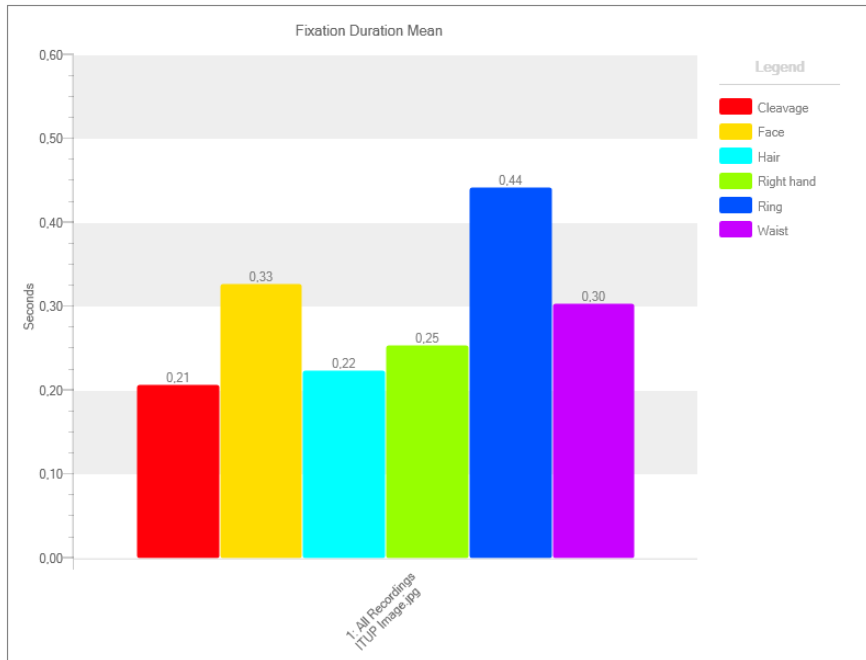


*Men*

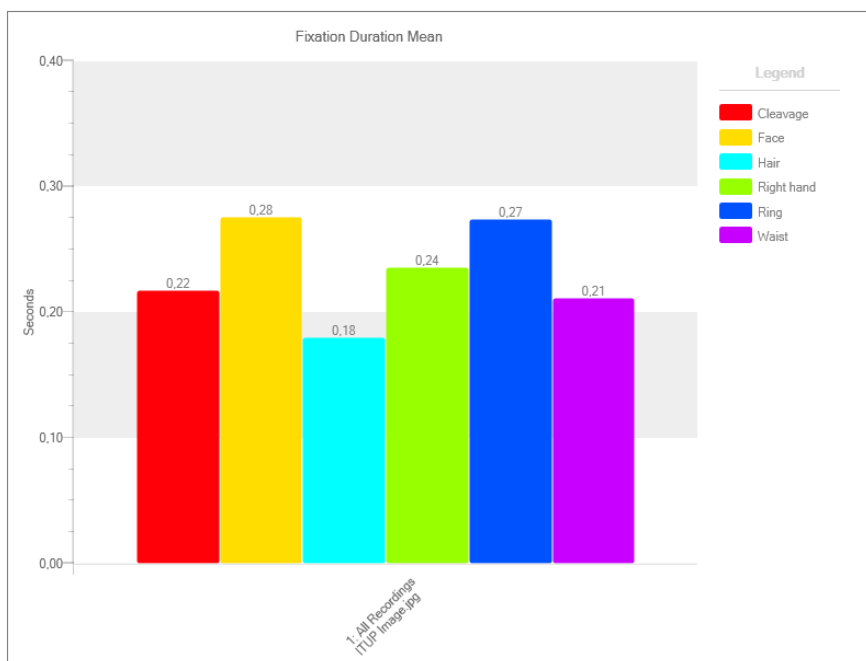




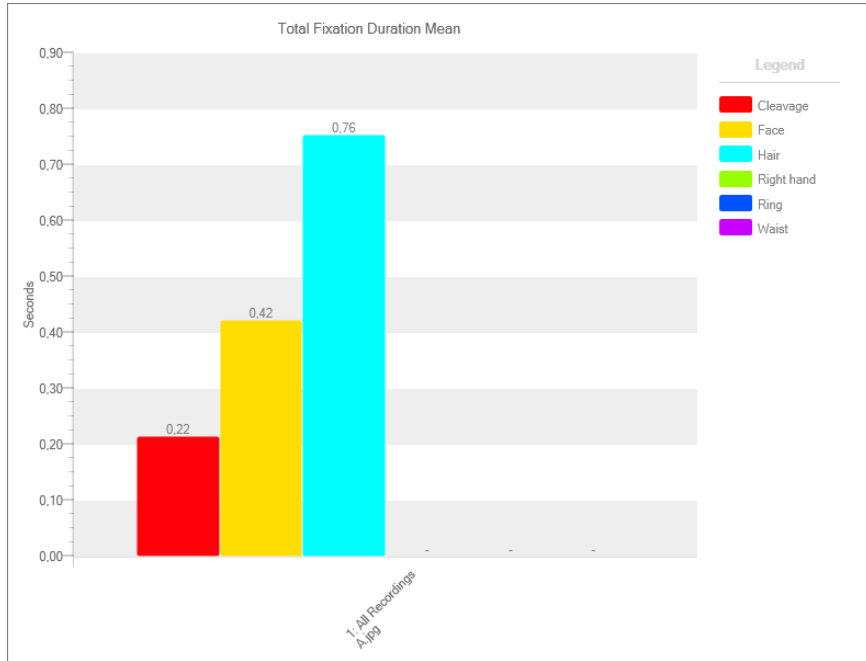
**Fixation duration**  
**0 – 20 second**  
*Women*



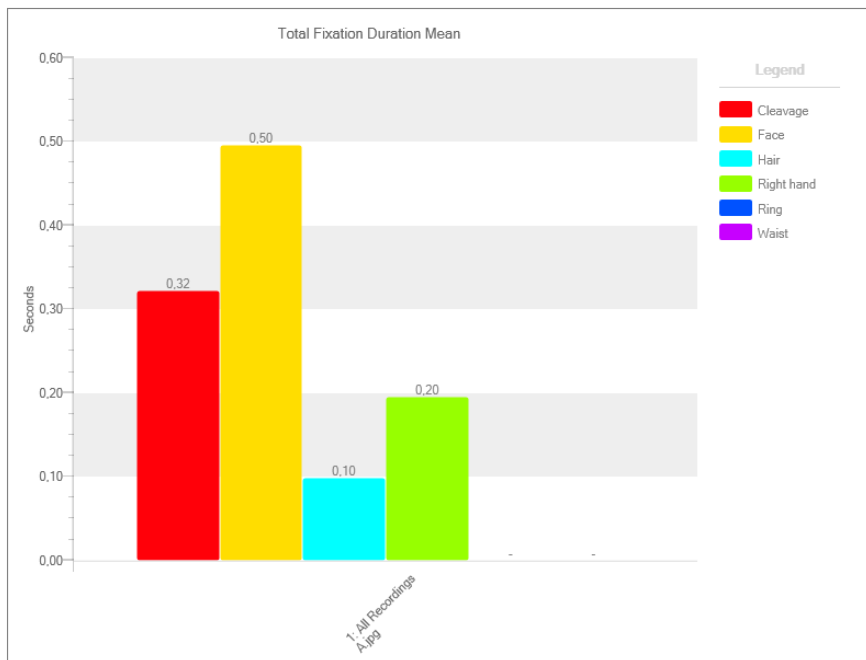
*Men*



**Total fixation duration**  
**0 – 1 second**  
*Women*

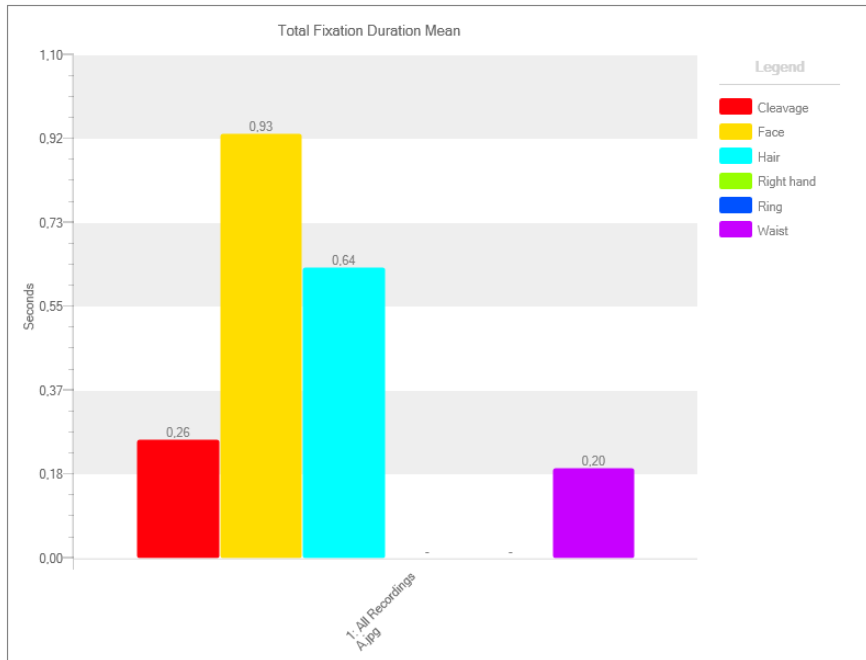


*Men*

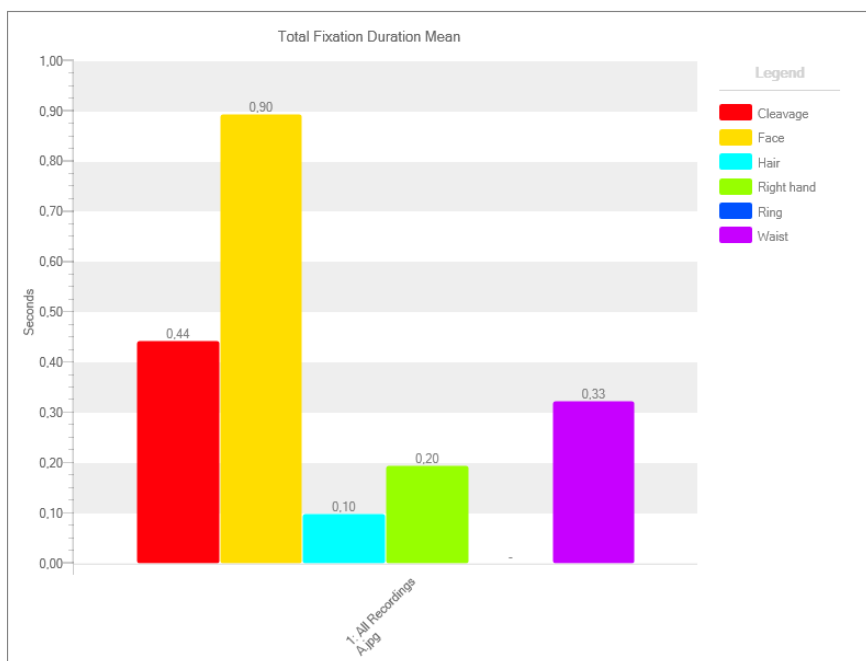




**Total fixation duration**  
**0 – 2 seconds**  
*Women*

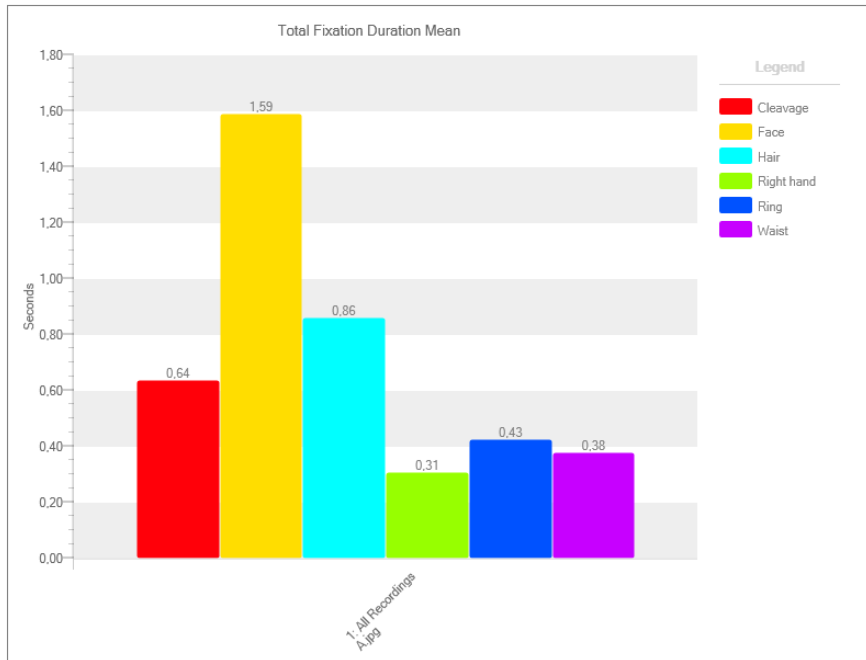


*Men*

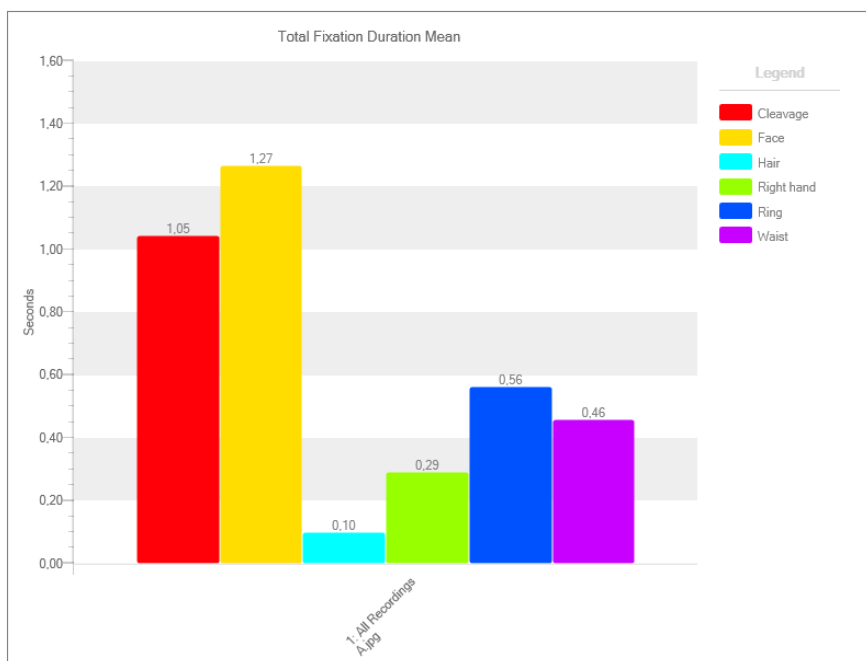




**Total fixation duration**  
**0 – 5 seconds**  
*Women*

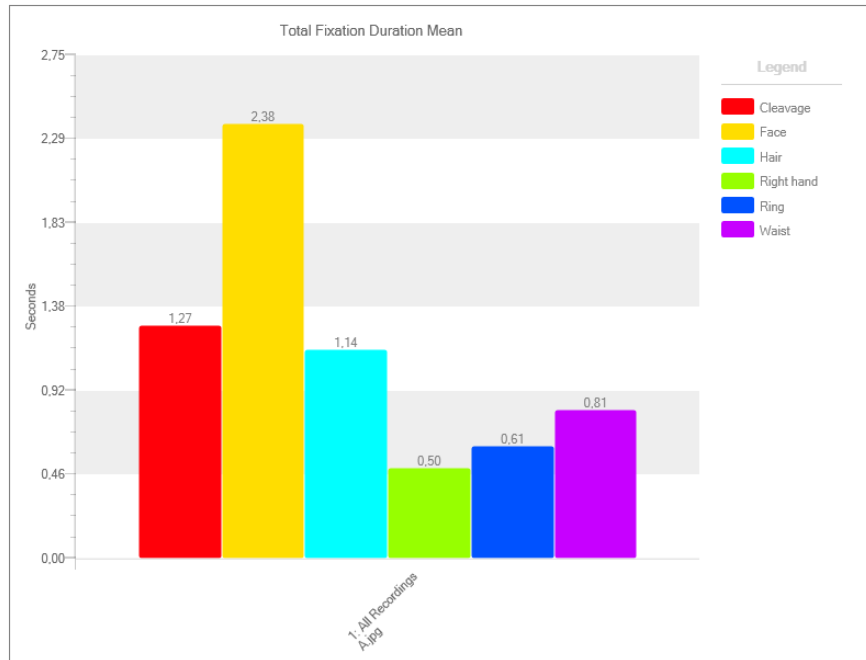


*Men*

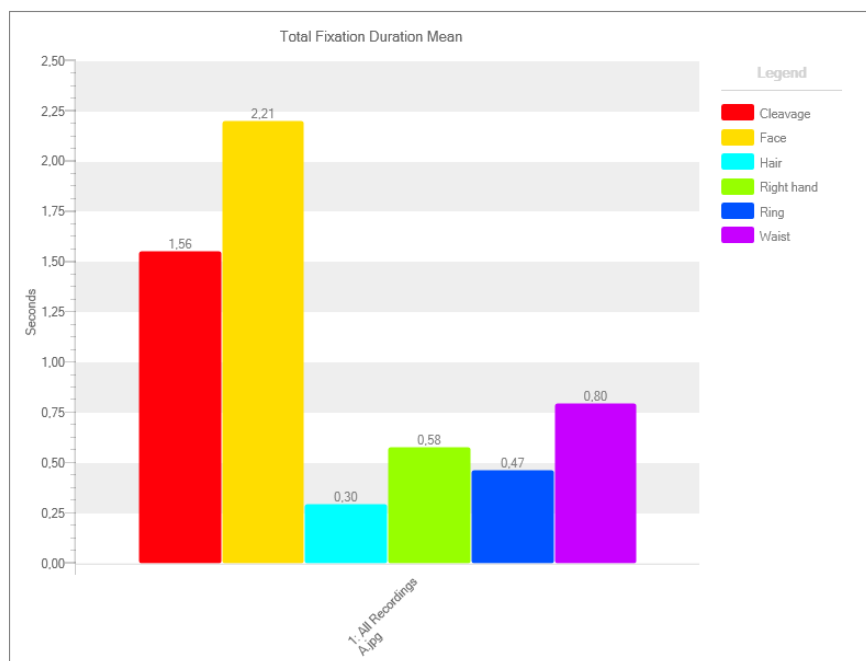




**Total fixation duration**  
**0 – 10 seconds**  
*Women*

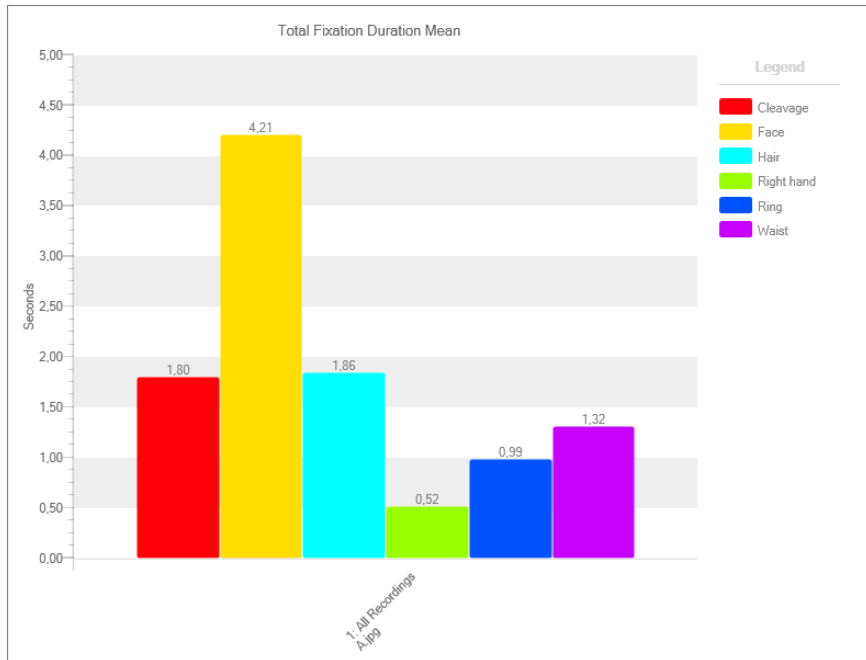


*Men*

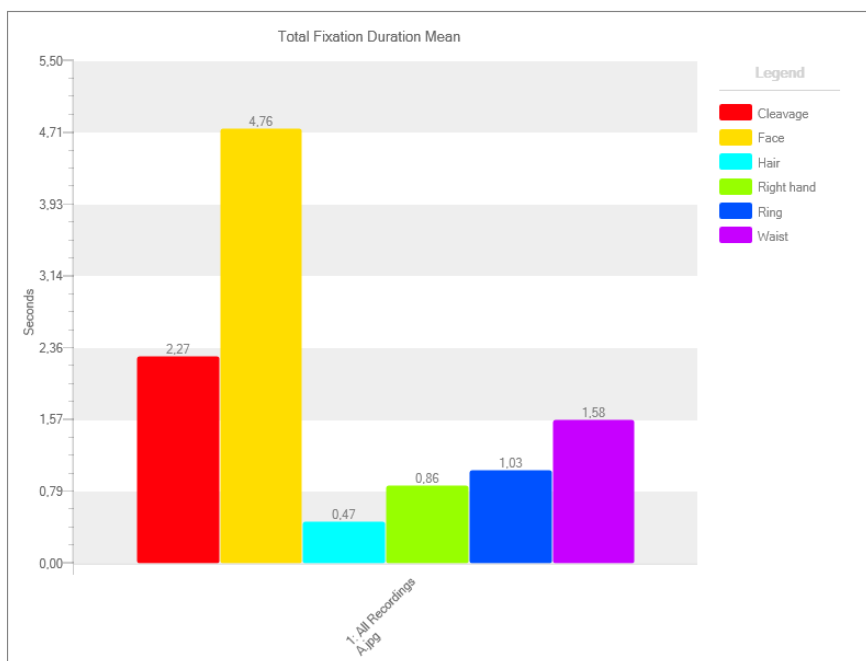




**Total fixation duration**  
**0 – 20 second**  
*Women*



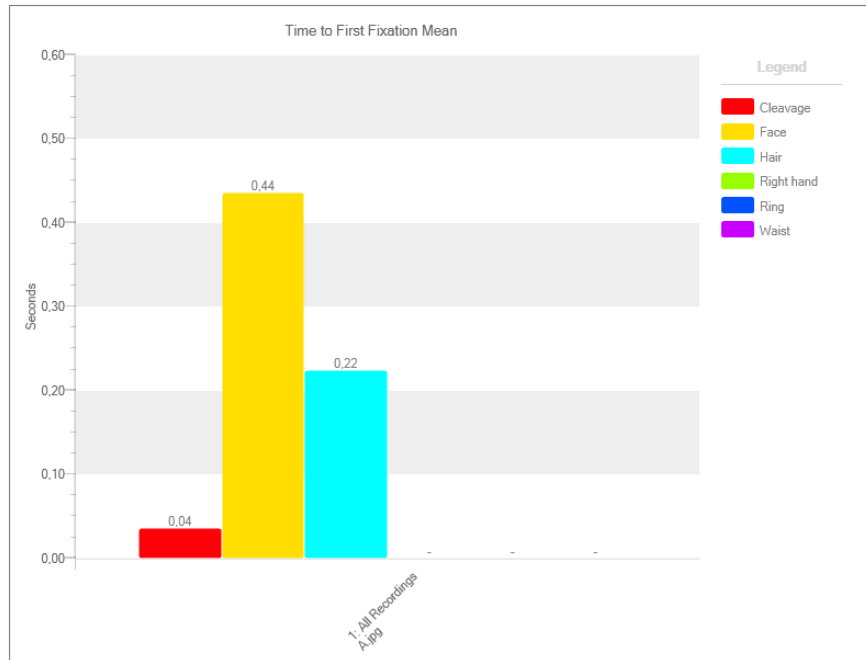
*Men*



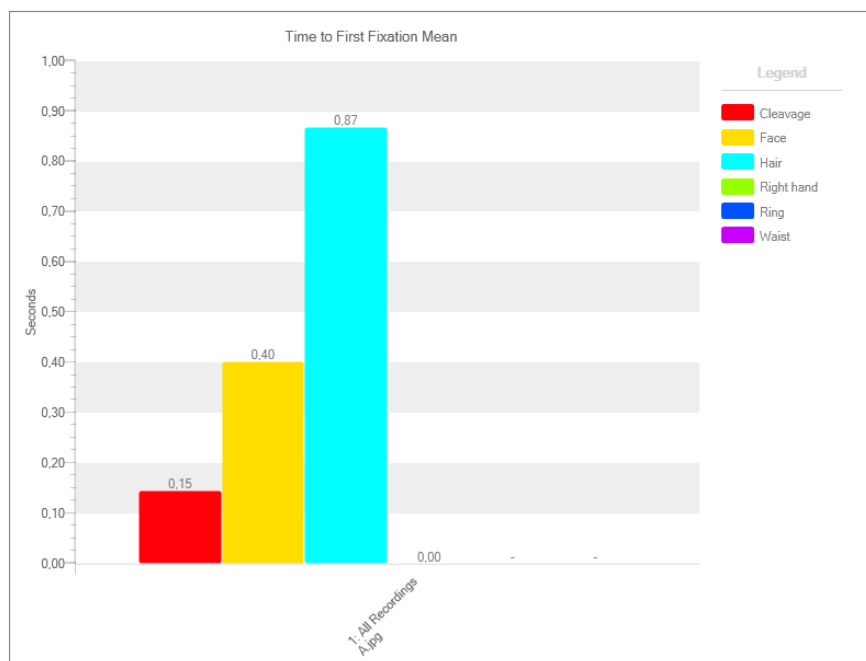
## Time to first fixation

0 – 1 second

*Women*



*Men*



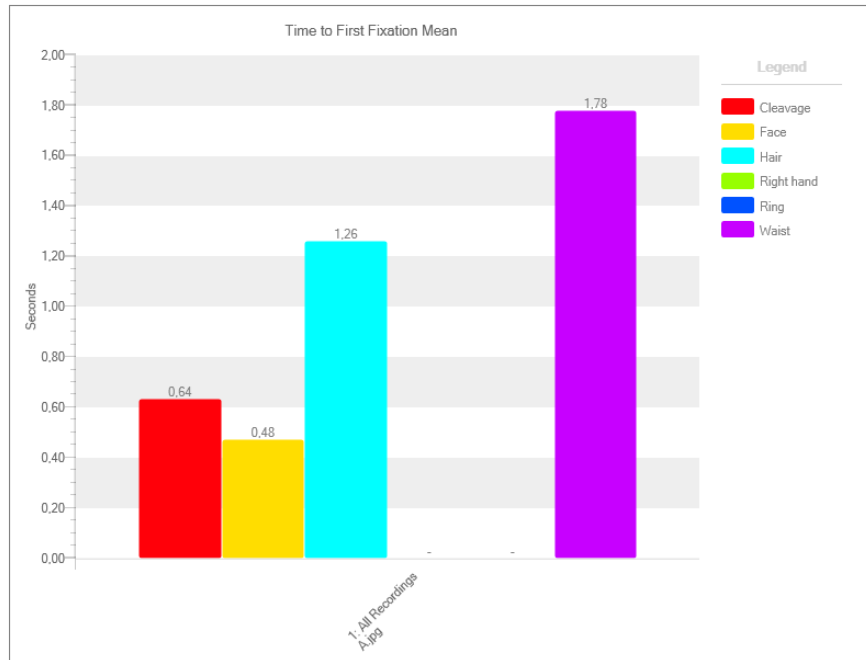




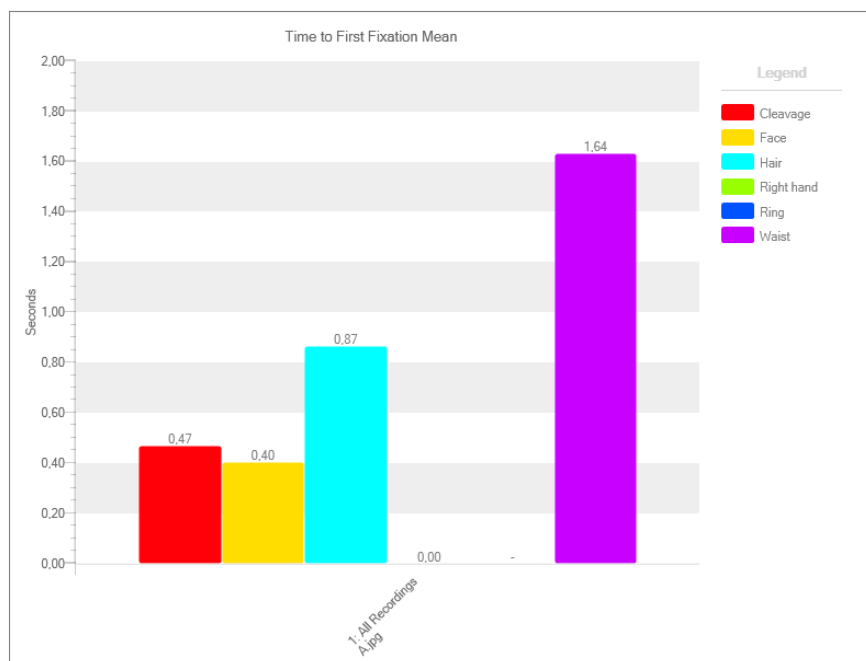
## Time to first fixation

0 – 2 seconds

*Women*



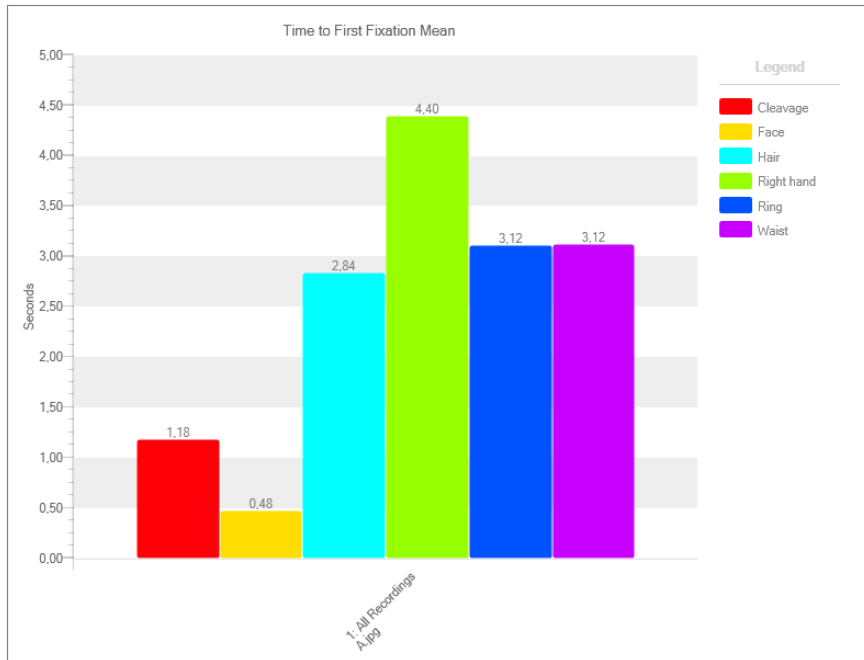
*Men*



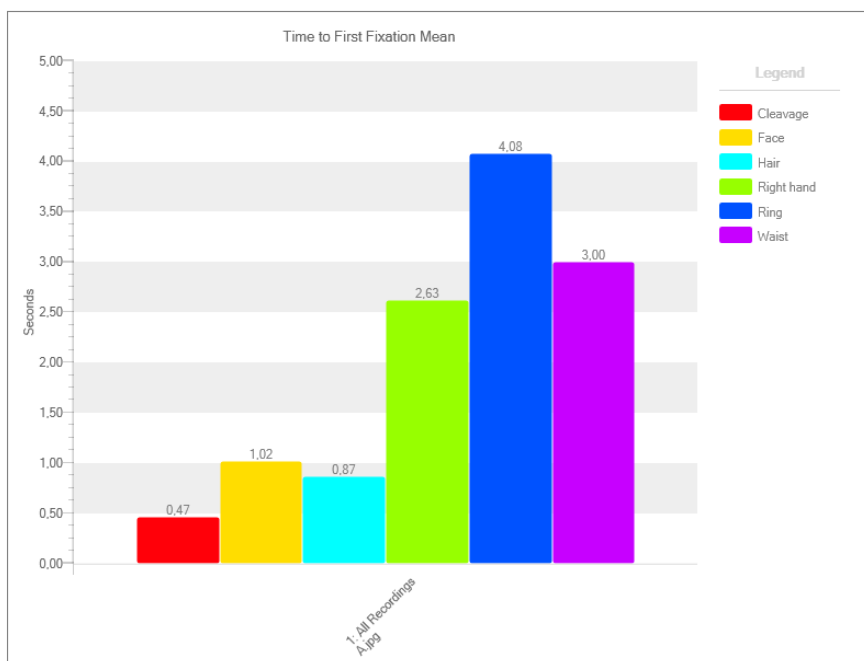
## Time to first fixation

0 – 5 seconds

Women



Men

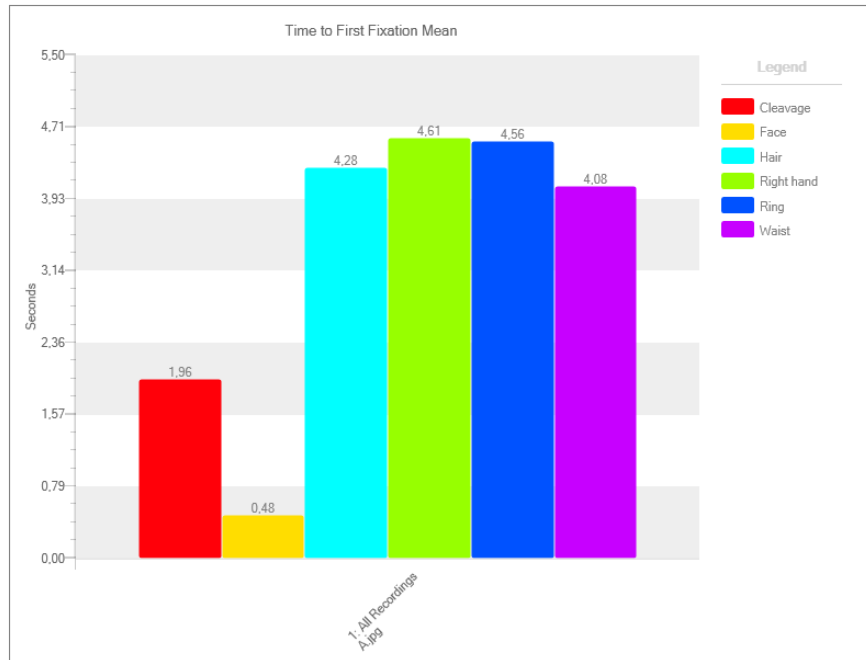




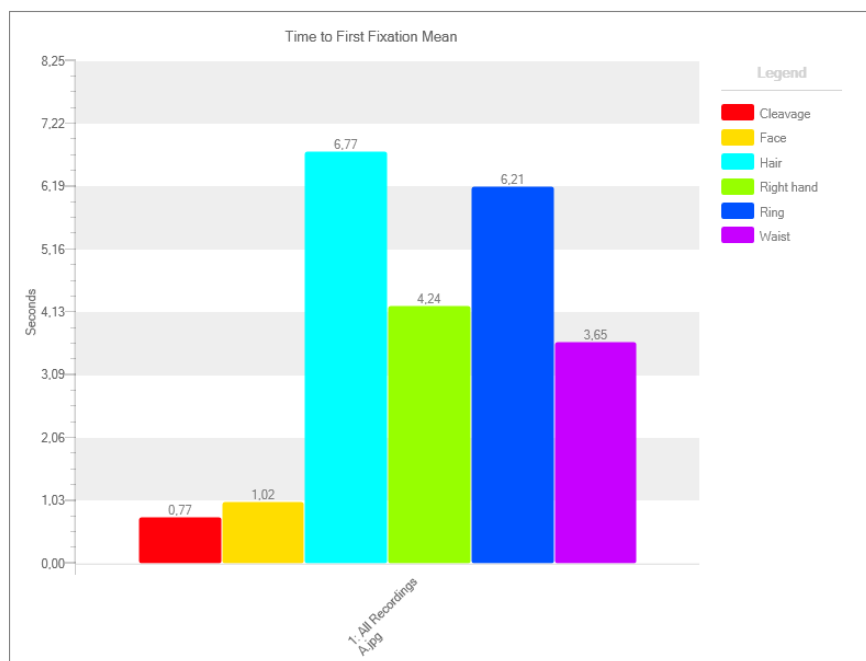
## Time to first fixation

0 – 10 seconds

Women



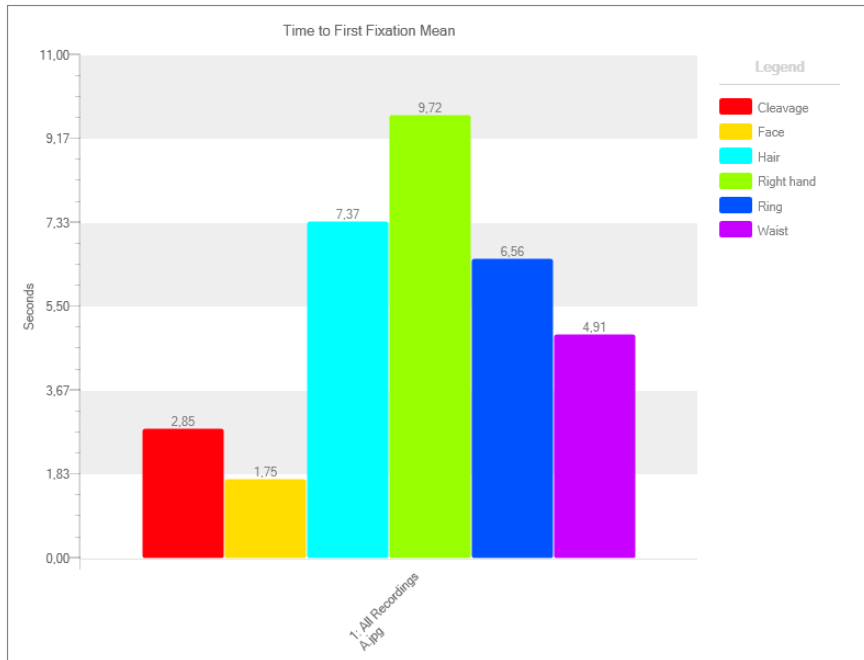
Men



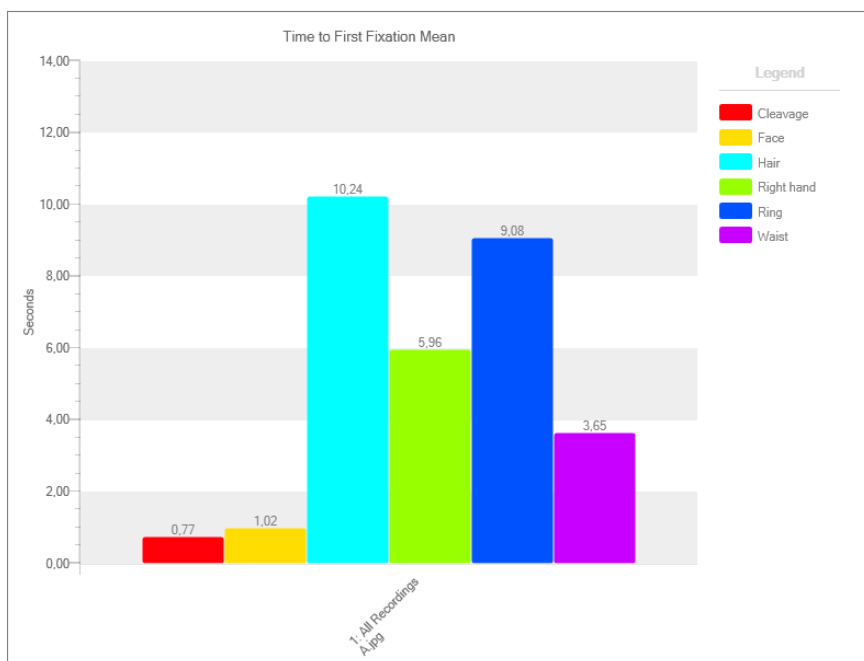
## Time to first fixation

0 – 20 second

Women



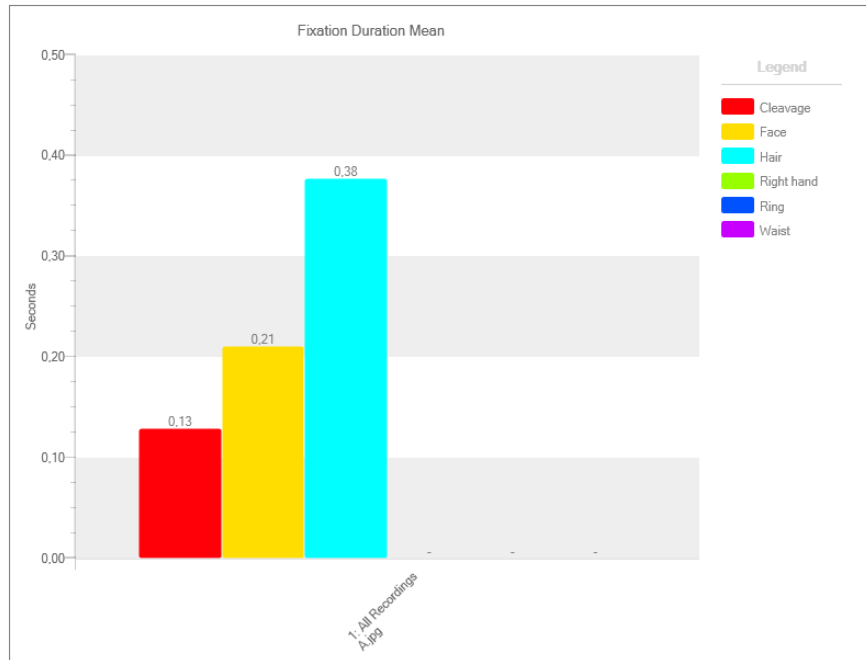
Men



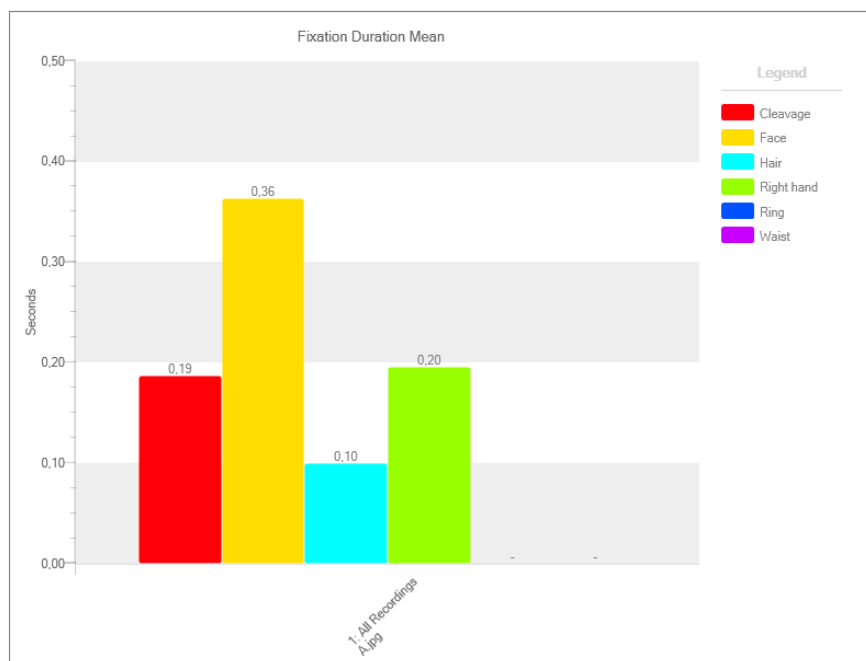
## Fixation duration

0 – 1 second

Women



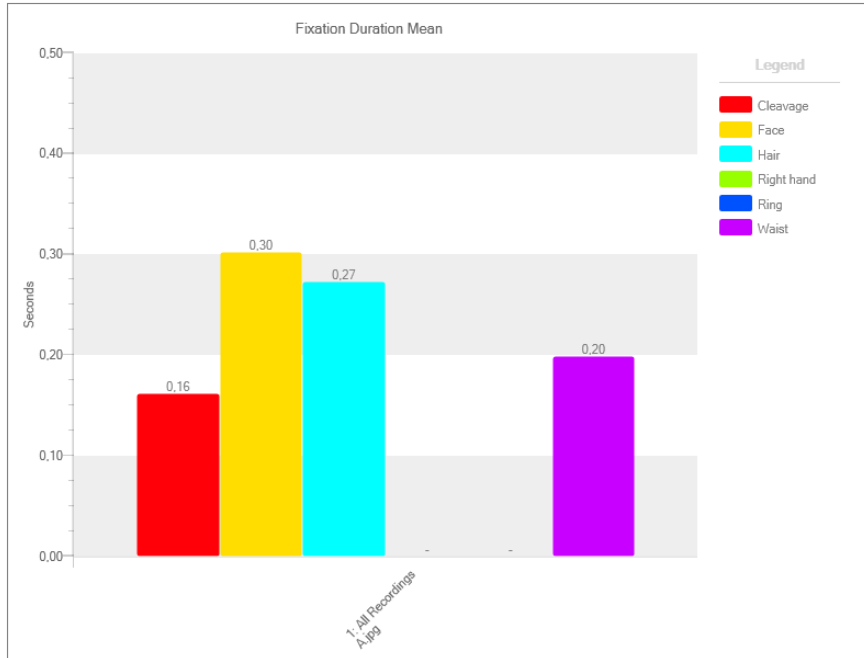
Men



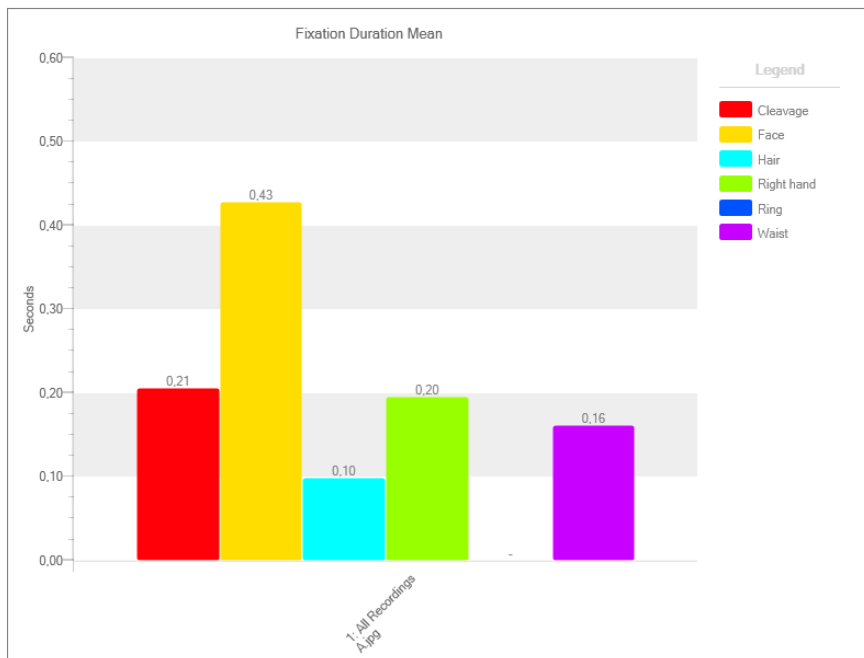
## Fixation duration

0 – 2 seconds

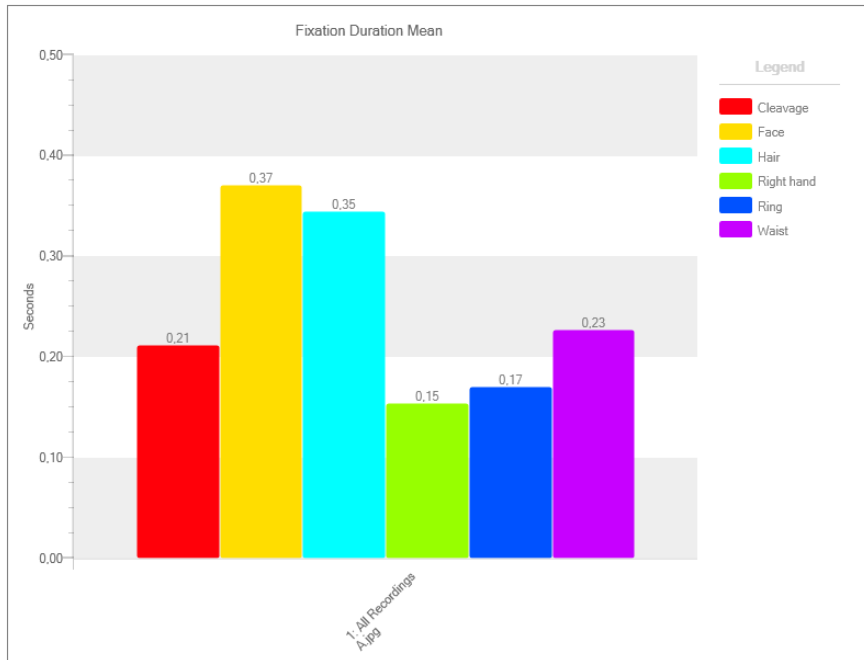
Women



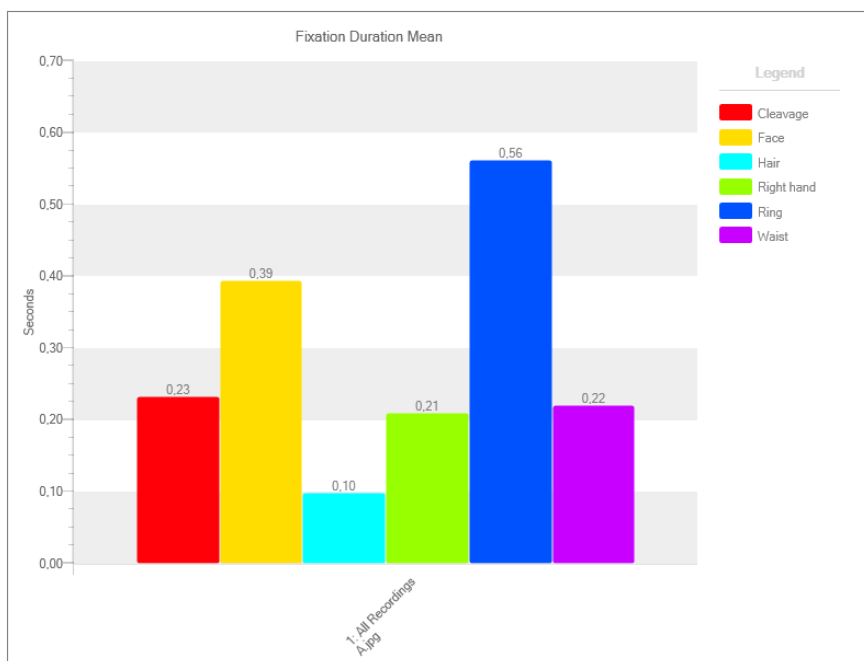
Men



**Fixation duration**  
**0 – 5 seconds**  
*Women*



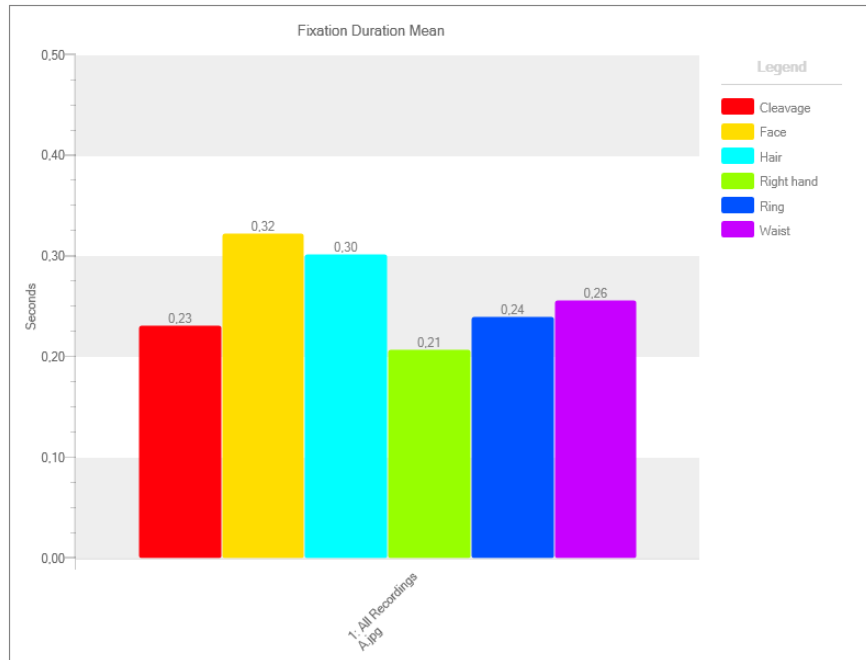
*Men*



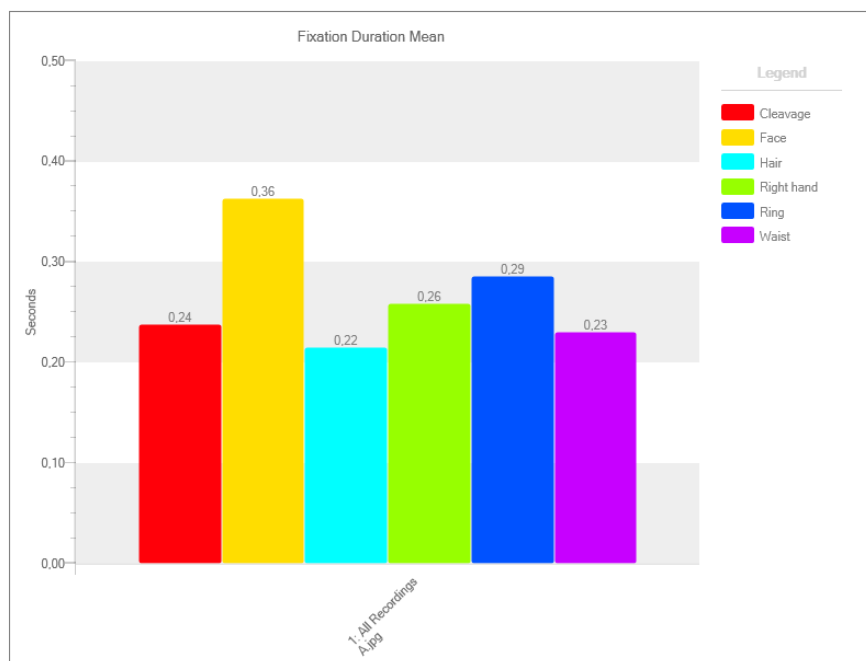
## Fixation duration

0 – 10 seconds

Women



Men

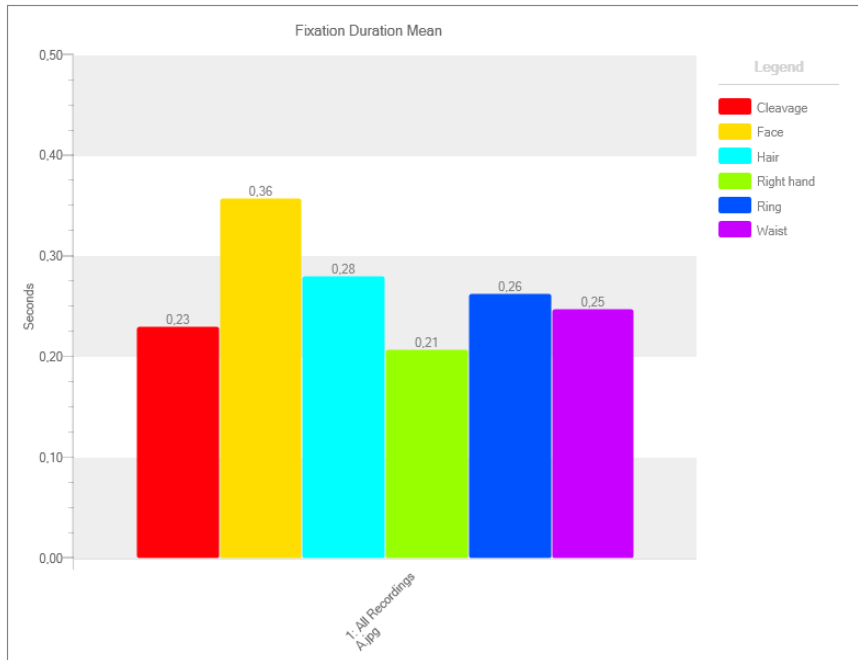




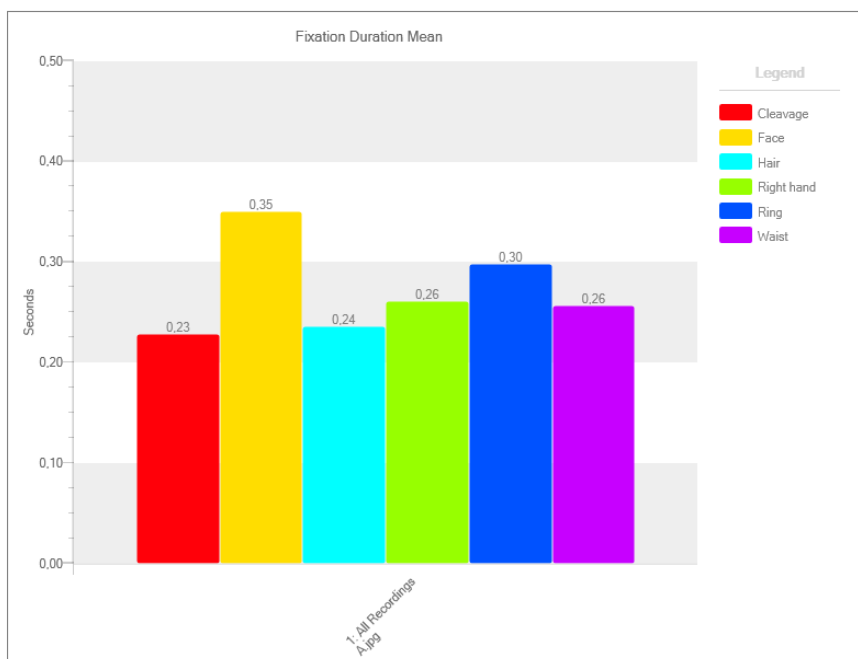
## Fixation duration

0 – 20 second

Women



Men



All countries

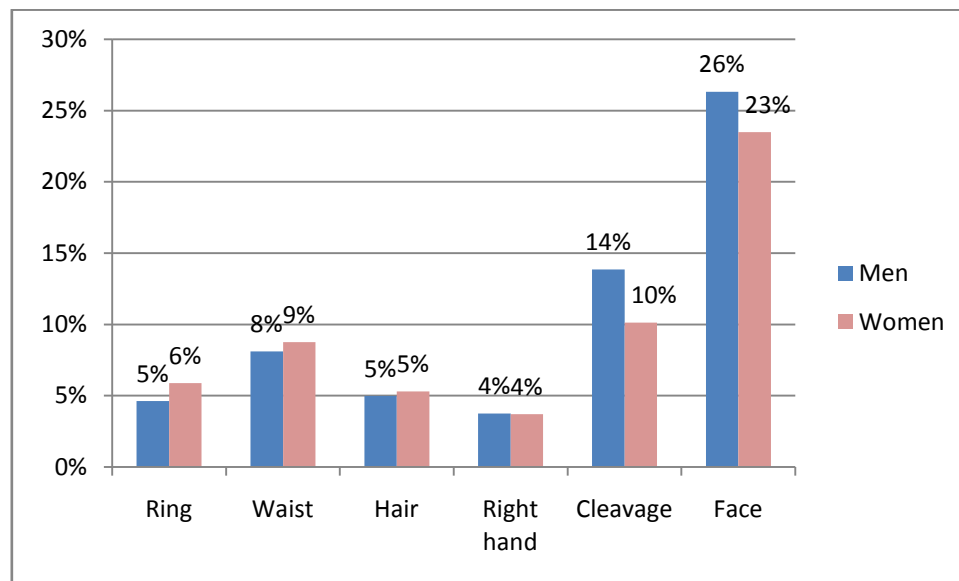
Time spent on each zone for all the countries

Men	Ring	Waist	Hair	Right hand	Cleavage	Face
0-1	0	0,76	0,78	0,2	1,92	3
0-2	0,65	2,45	1,58	0,81	2,82	6,11
0-5	3,33	3,56	2,48	2,07	6,26	10,43
0-10	3,88	6,46	3,89	3,25	10,73	18,79
0-20	6,49	11,34	6,99	5,25	19,41	36,85

Women	Ring	Waist	Hair	Right hand	Cleavage	Face
0-1	0	0,4	1,67	0,19	1,55	2,7
0-2	0,63	1,67	2,11	0,26	2,54	5,53
0-5	3,63	3,16	2,52	2,07	4,7	10,77
0-10	5,1	6,29	3,8	3,54	8,18	18,35
0-20	8,23	12,25	7,41	5,2	14,18	32,89

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.”

<b>0-1 second</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK		100%	100%		10%	1%
France			18%		22%	0%
Brazil		100%	52%		10%	9%
Spain		100%			10%	11%
USA			77%	100%	21%	8%
Denmark		100%	100%		10%	10%
Netherlands		24%	100%	100%	6%	2%
All countries		31%	36%	3%	11%	5%

<b>0-2 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	100%	32%	36%	100%	6%	3%
France	100%	22%	18%		2%	6%
Brazil		44%	74%		3%	16%
Spain	22%	13%	9%	100%	7%	13%
USA		25%	73%	100%	26%	3%
Denmark	100%	39%	100%		17%	5%
Netherlands	100%	18%	34%	17%	1%	8%
All countries	2%	19%	14%	51%	5%	5%

<b>0-5 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	15%	20%	2%	23%	16%	4%
France	10%	20%	26%	12%	2%	3%
Brazil	58%	3%	85%	42%	22%	11%
Spain	51%	16%	21%	19%	4%	2%
USA	13%	10%	79%	3%	22%	14%
Denmark	11%	8%	19%	9%	24%	2%
Netherlands	8%	12%	10%	6%	11%	11%
All countries	4%	6%	1%	0%	14%	2%

<b>0-10 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	21%	23%	8%	32%	24%	6%
France	24%	1%	38%	33%	1%	5%
Brazil	12%	19%	55%	25%	17%	19%
Spain	8%	31%	14%	9%	6%	14%
USA	13%	1%	58%	7%	7%	7%
Denmark	33%	5%	3%	20%	28%	1%
Netherlands	7%	15%	13%	1%	12%	14%
All countries	14%	1%	1%	4%	13%	1%

<b>0-20 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	43%	27%	31%	21%	21%	17%
France	8%	3%	24%	11%	4%	5%
Brazil	13%	27%	53%	17%	6%	20%
Spain	7%	12%	9%	11%	14%	4%
USA	2%	9%	60%	25%	12%	6%
Denmark	23%	0%	6%	16%	35%	6%
Netherlands	10%	2%	1%	3%	18%	11%
All countries	12%	4%	3%	0%	16%	6%

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.”

<b>0-1 second</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	-	-	-	-	21%	3%
France	-	-	44%	-	57%	0%
Brazil	-	-	218%	-	22%	19%
Spain	-	-	-	-	21%	24%
USA	-	-	660%	-	52%	16%
Denmark	-	-	88%	-	65%	21%
Netherlands	-	64%	-	-	13%	5%
All countries	-	-	114%	-	24%	11%

<b>0-2 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	-	95%	113%	-	13%	5%
France	-	56%	44%	-	4%	12%
Brazil	-	157%	582%	-	6%	40%
Spain	55%	30%	20%	-	15%	30%
USA	-	65%	540%	-	69%	7%
Denmark	-	129%	-	-	40%	11%
Netherlands	-	44%	103%	42%	3%	18%
All countries	-	47%	34%	-	11%	10%

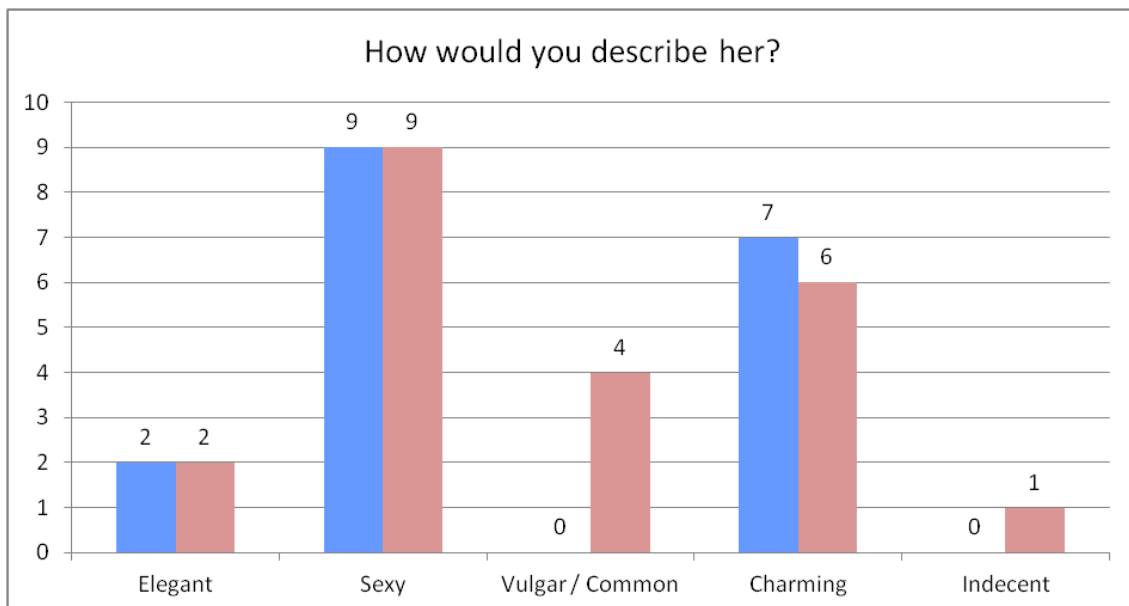
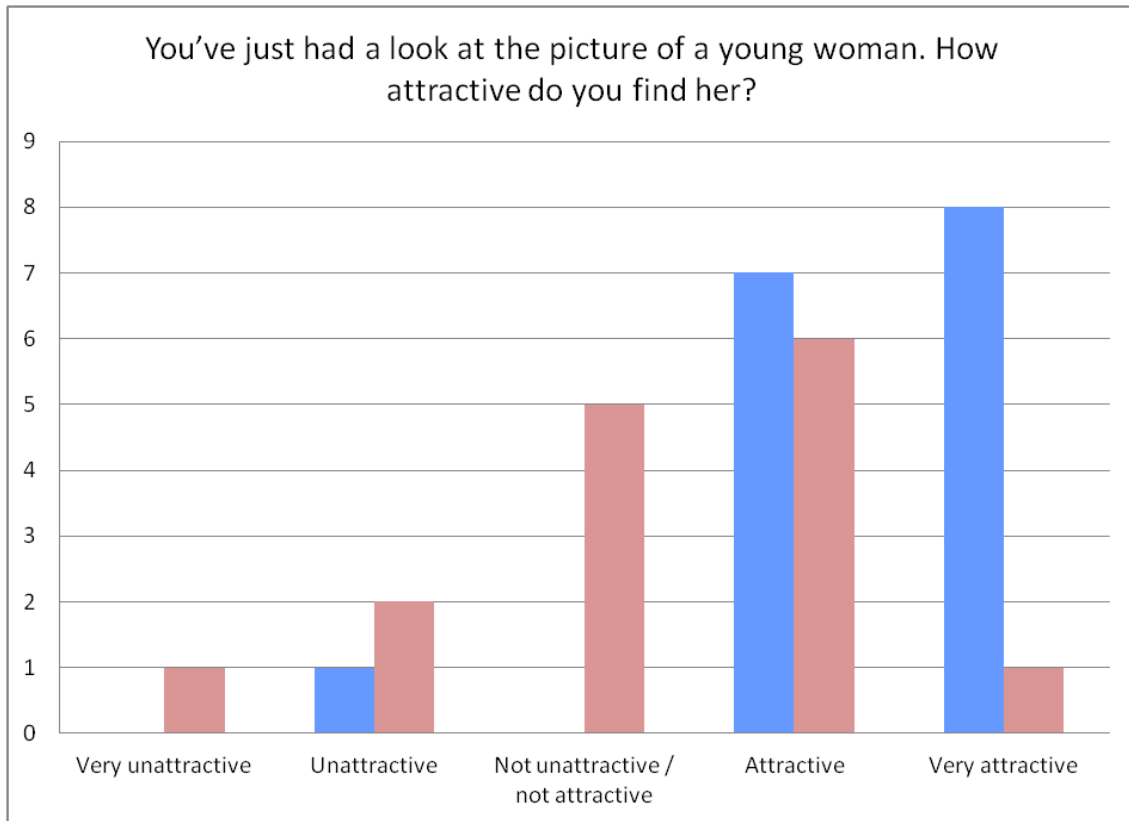
<b>0-5 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	35%	50%	4%	60%	39%	9%
France	22%	49%	69%	27%	5%	6%
Brazil	275%	7%	1120%	145%	56%	24%
Spain	211%	39%	52%	46%	7%	4%
USA	30%	21%	760%	7%	57%	31%
Denmark	35%	50%	4%	60%	39%	9%
Netherlands	17%	28%	23%	13%	24%	25%
All countries	9%	13%	2%	0%	33%	3%

<b>0-10 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	53%	58%	18%	96%	64%	13%
France	62%	1%	121%	96%	1%	11%
Brazil	28%	47%	243%	67%	42%	47%
Spain	18%	89%	33%	19%	13%	32%
USA	30%	1%	280%	16%	16%	14%
Denmark	100%	9%	5%	49%	77%	3%
Netherlands	15%	35%	29%	2%	27%	33%
All countries	31%	3%	2%	9%	31%	2%

<b>0-20 seconds</b>	Ring	Waist	Hair	Right hand	Cleavage	Face
UK	149%	73%	90%	53%	53%	42%
France	17%	7%	62%	26%	9%	10%
Bresil	31%	76%	225%	40%	14%	50%
Espagne	15%	28%	20%	25%	33%	7%
USA	4%	20%	296%	65%	26%	13%
Denmark	60%	1%	14%	39%	106%	13%
Pays-Bas	21%	4%	3%	5%	44%	25%
Tous pays	27%	8%	6%	1%	37%	12%

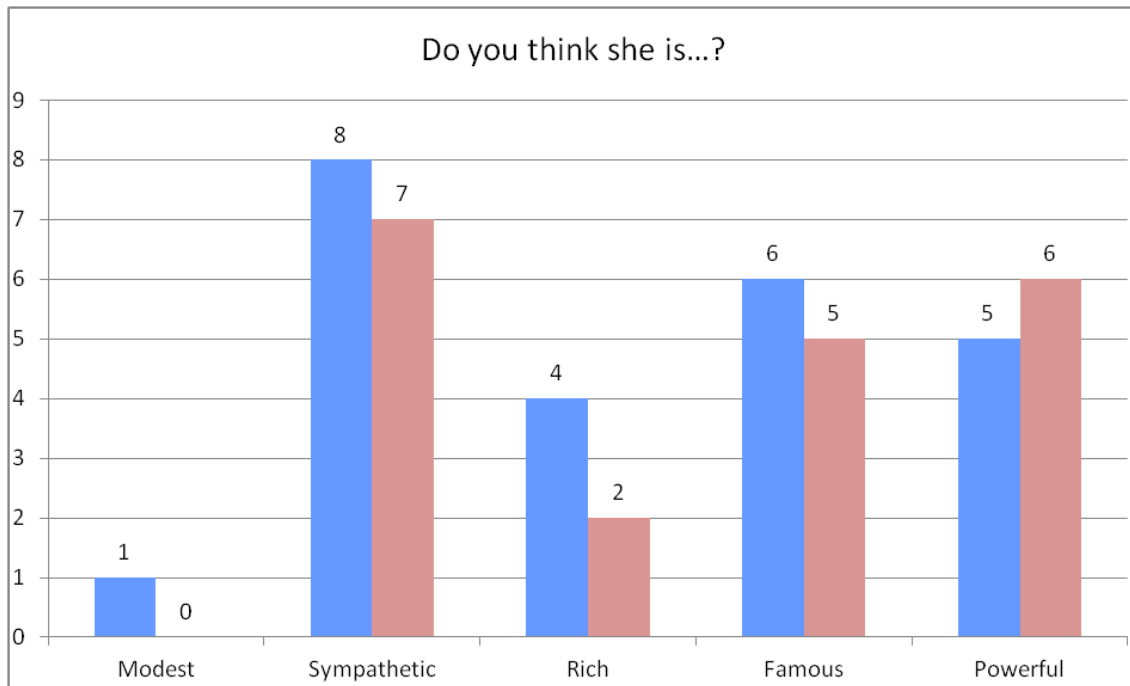
## Questionnaire

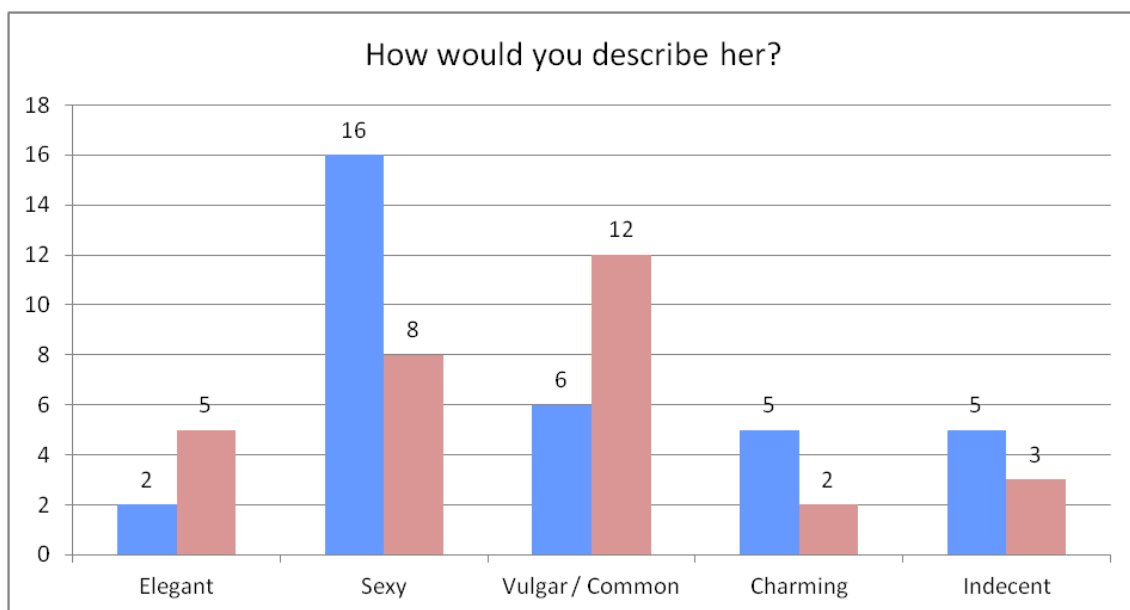
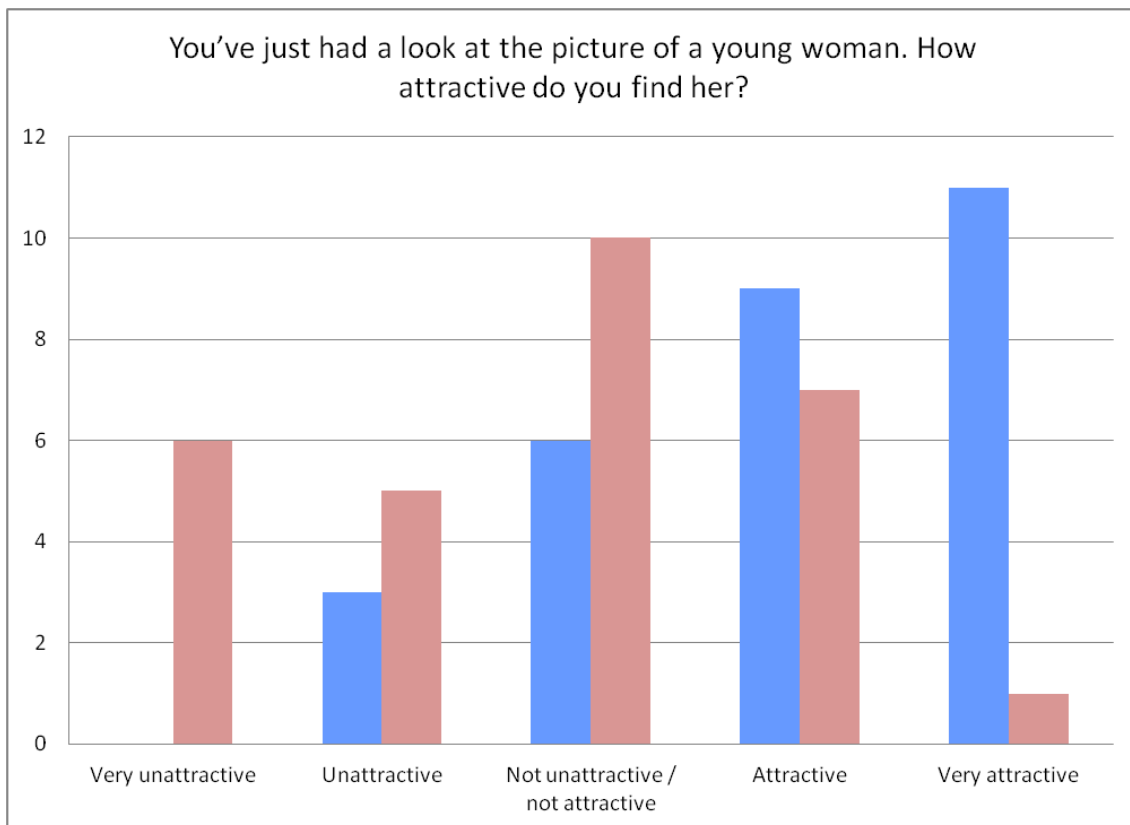
Brazil

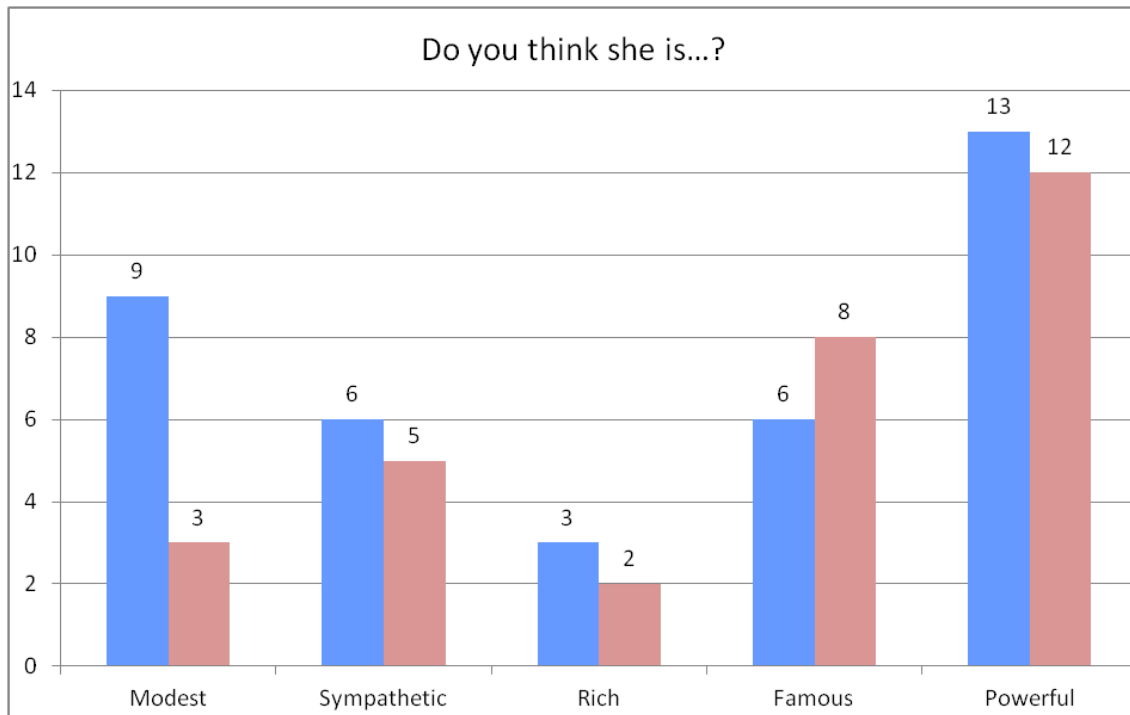


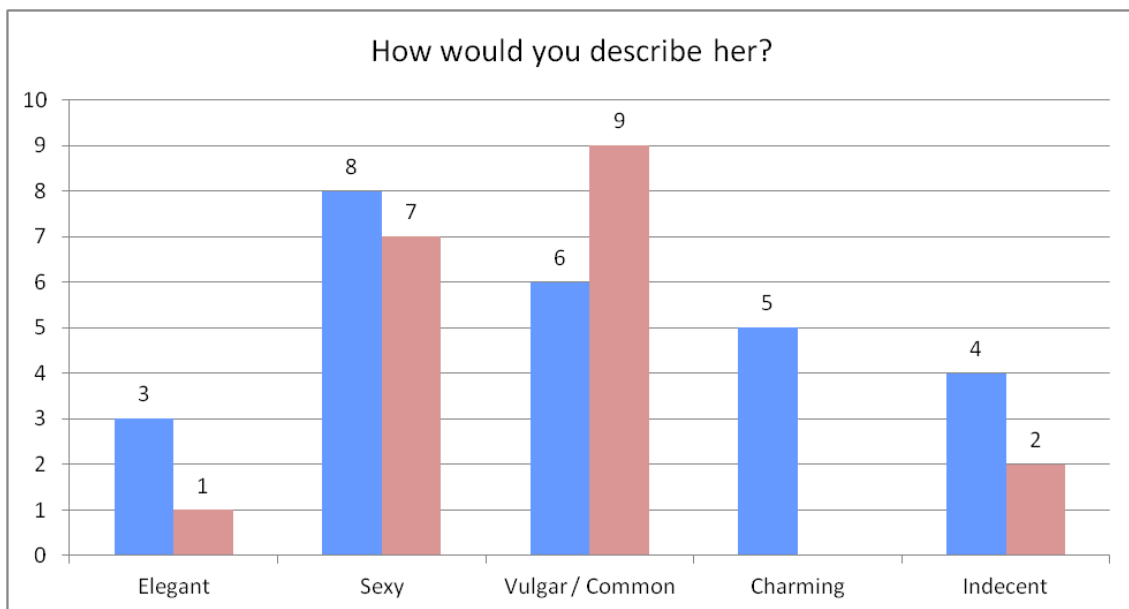
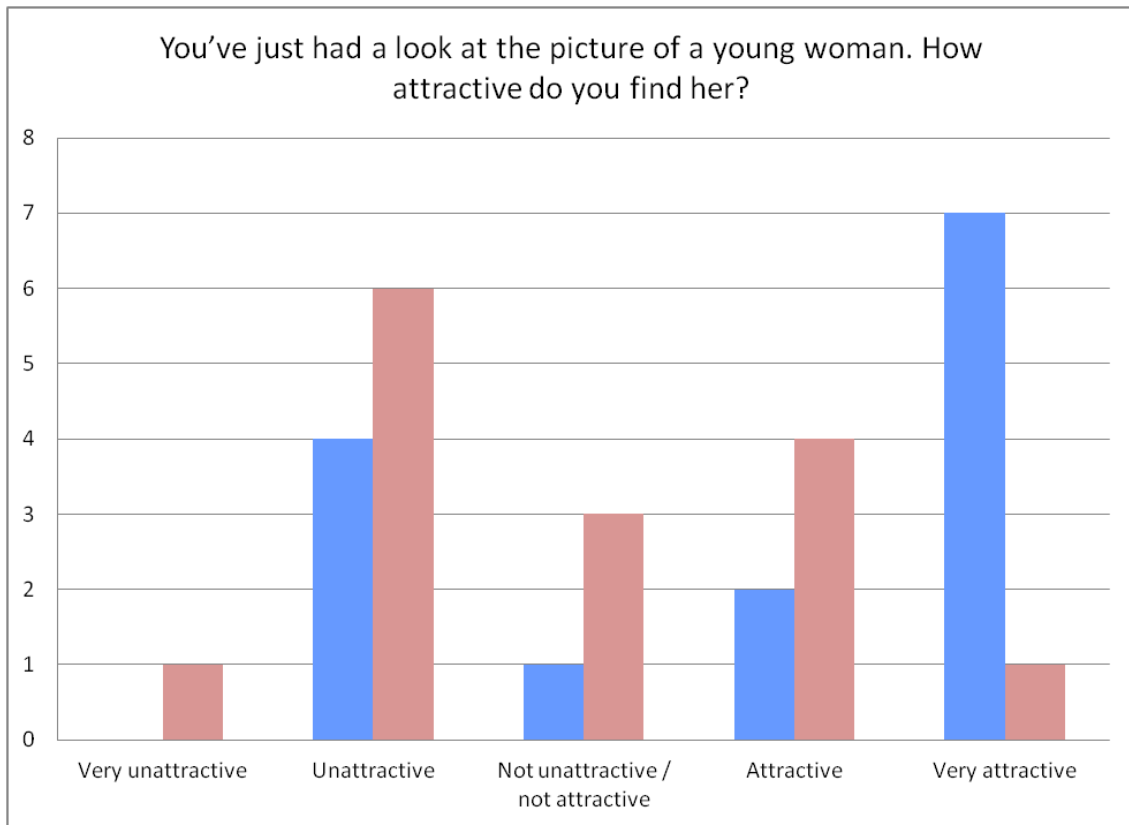


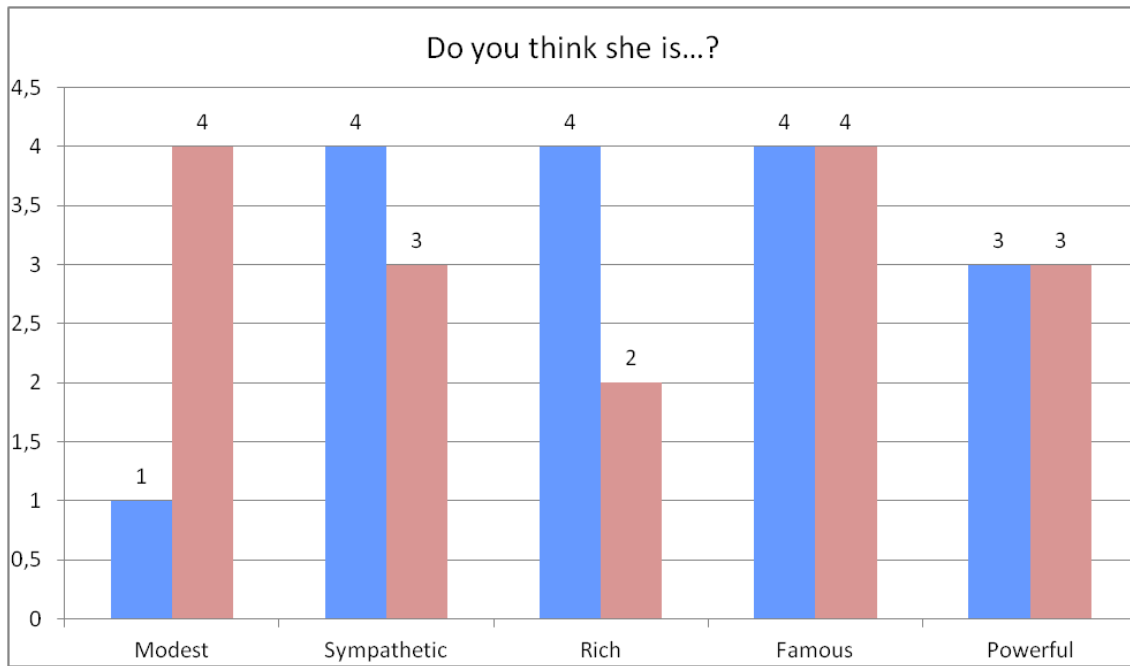
Brazil

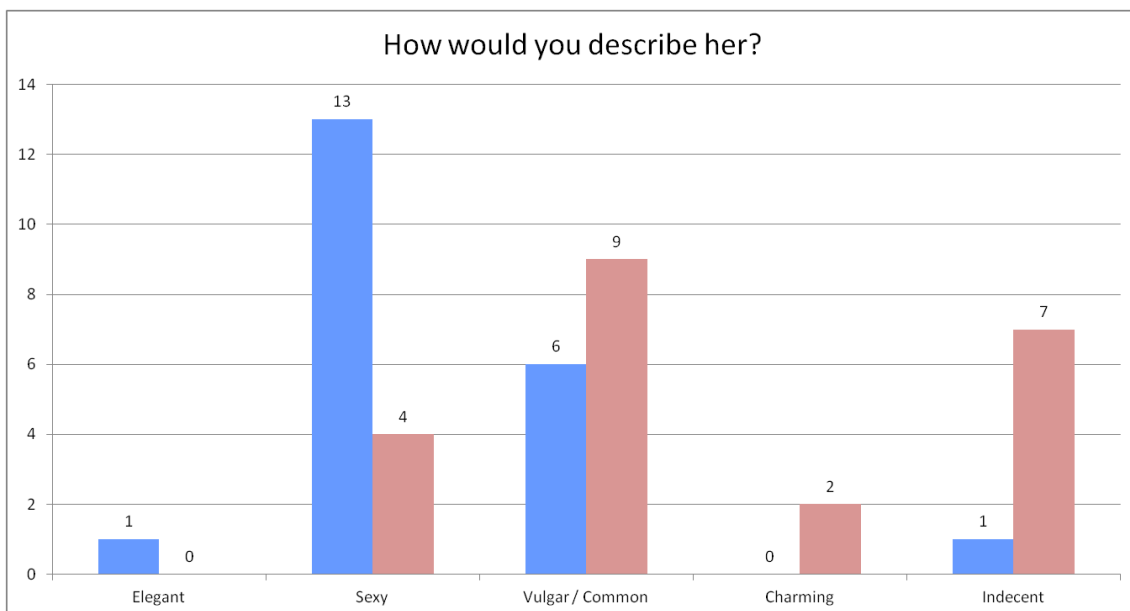
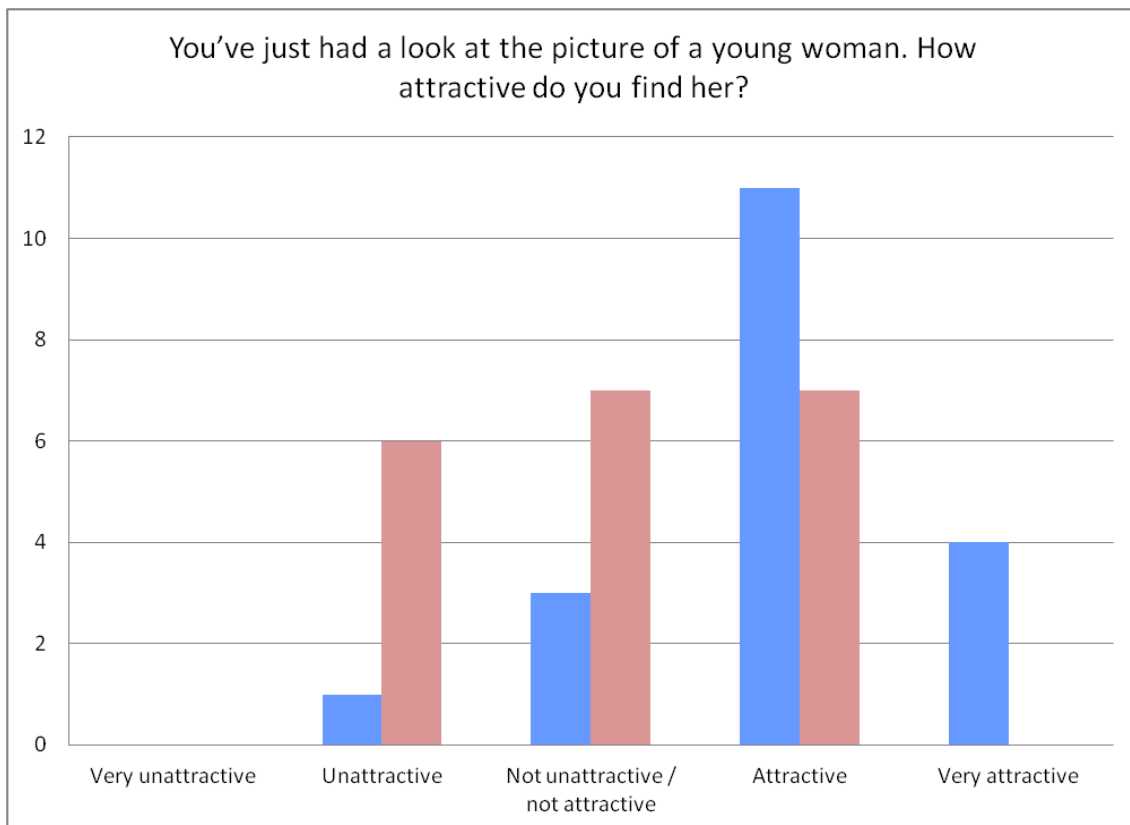


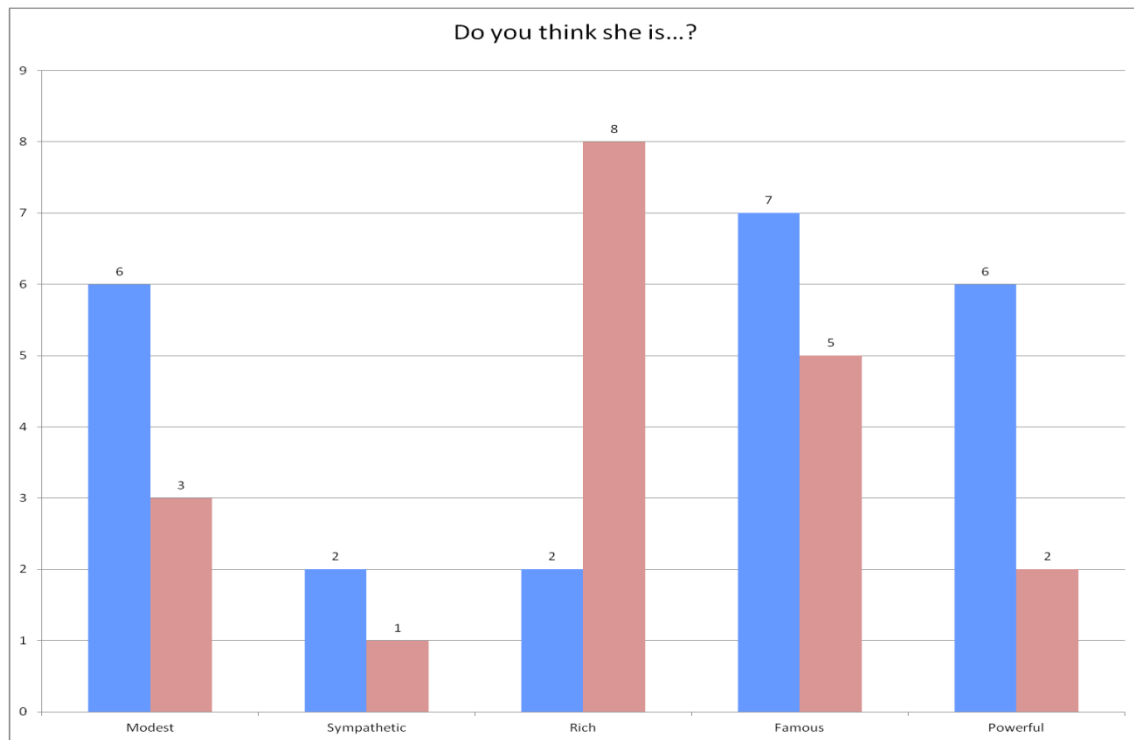




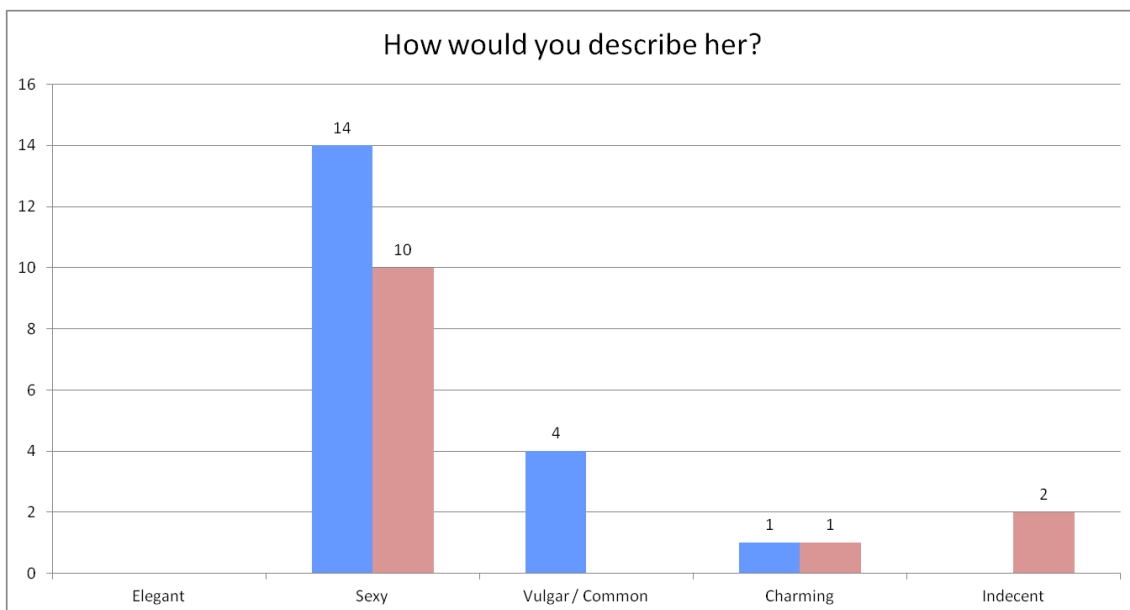
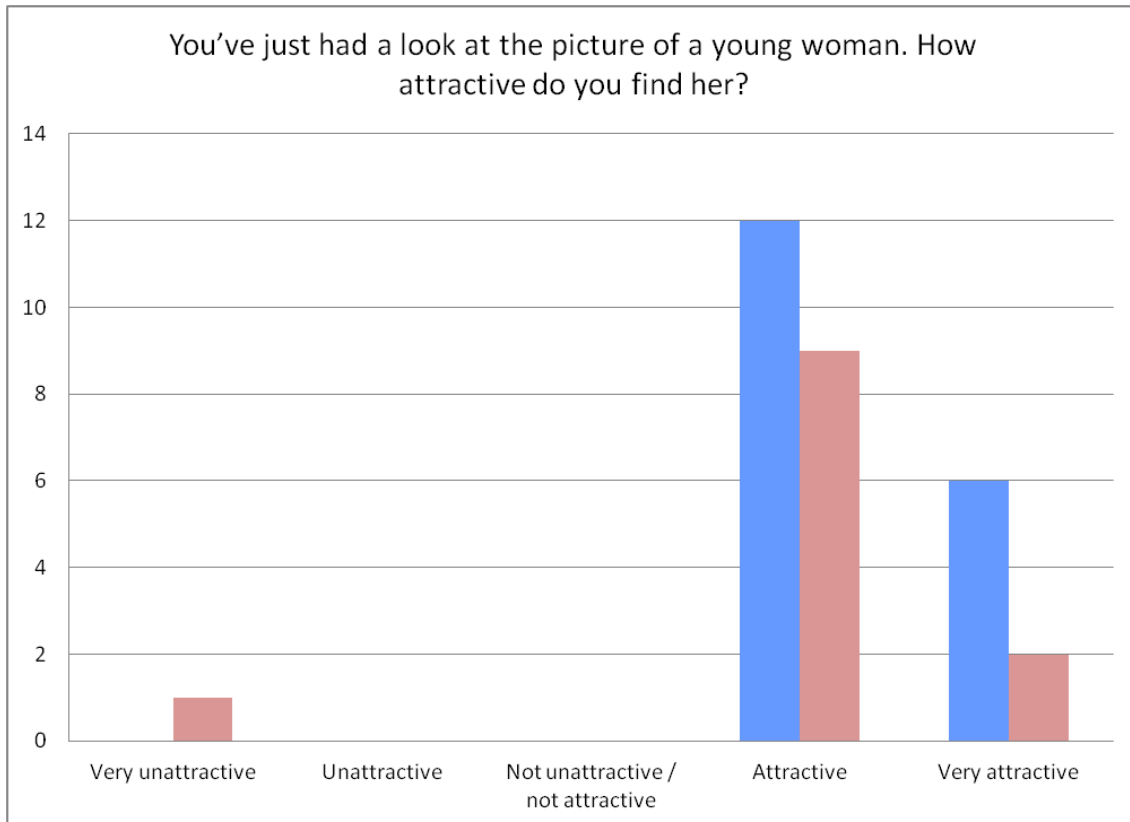






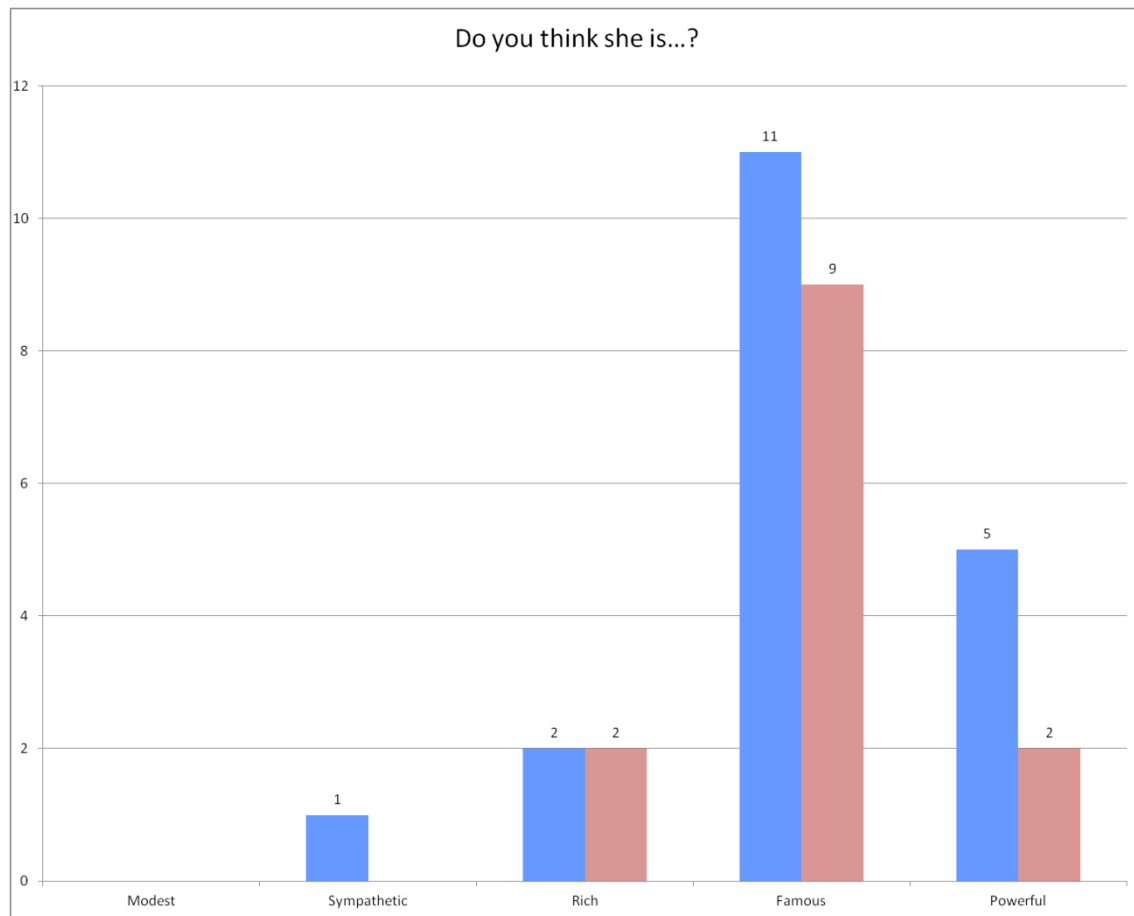


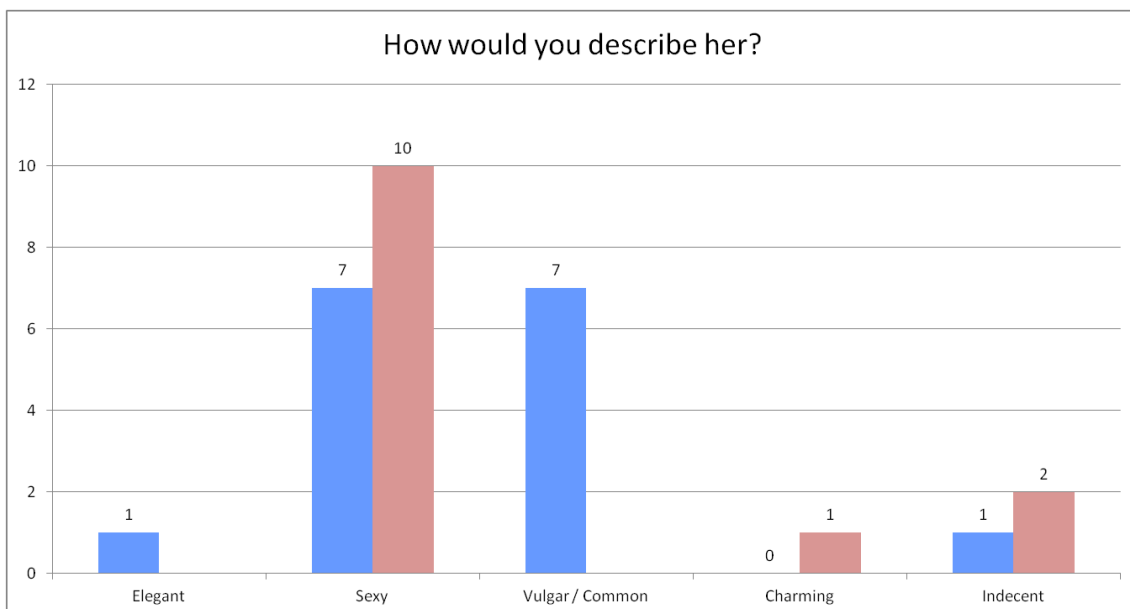
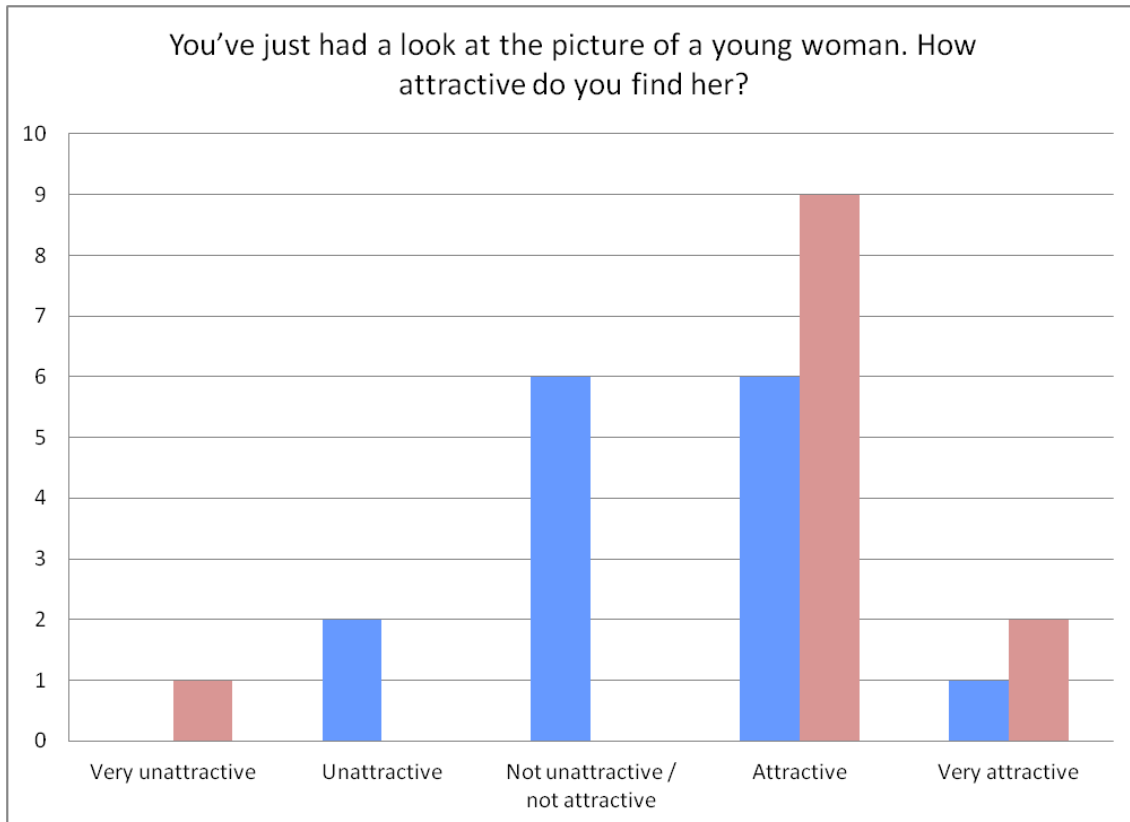
Spain

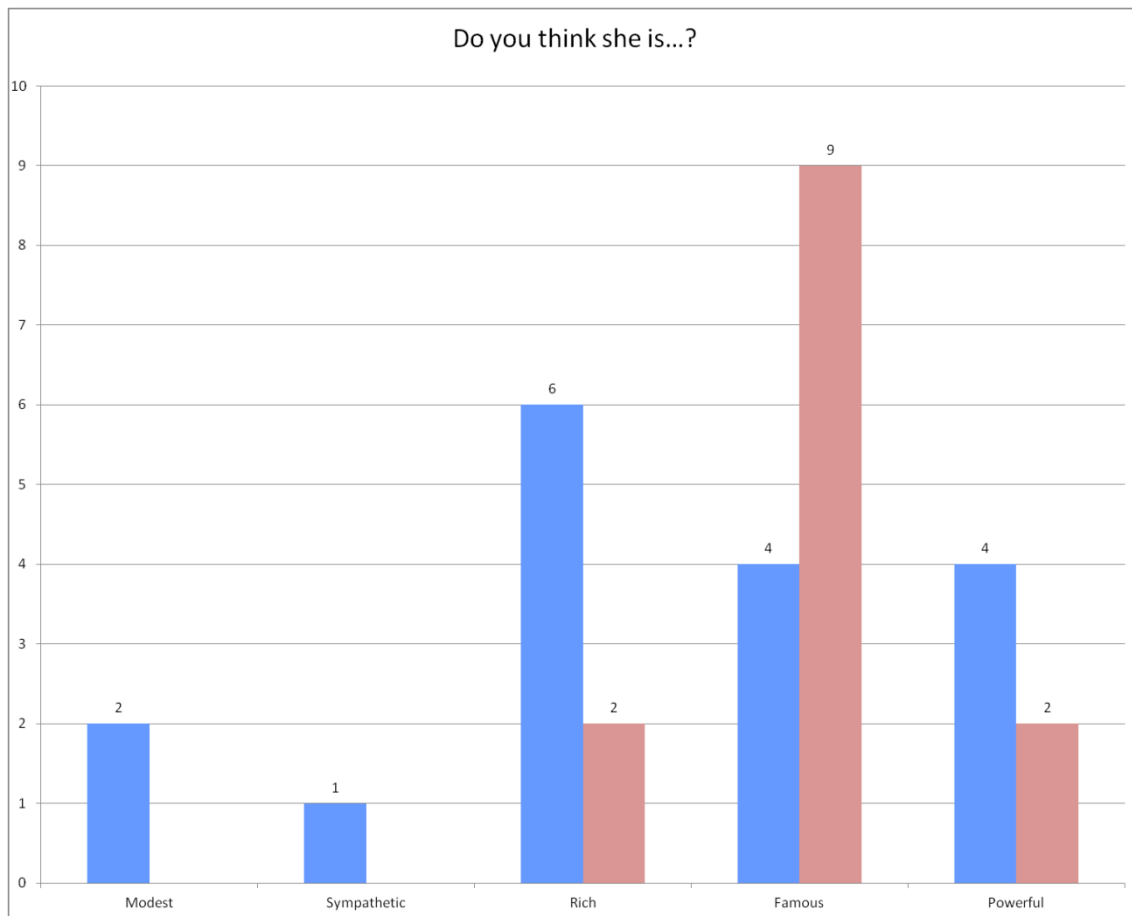




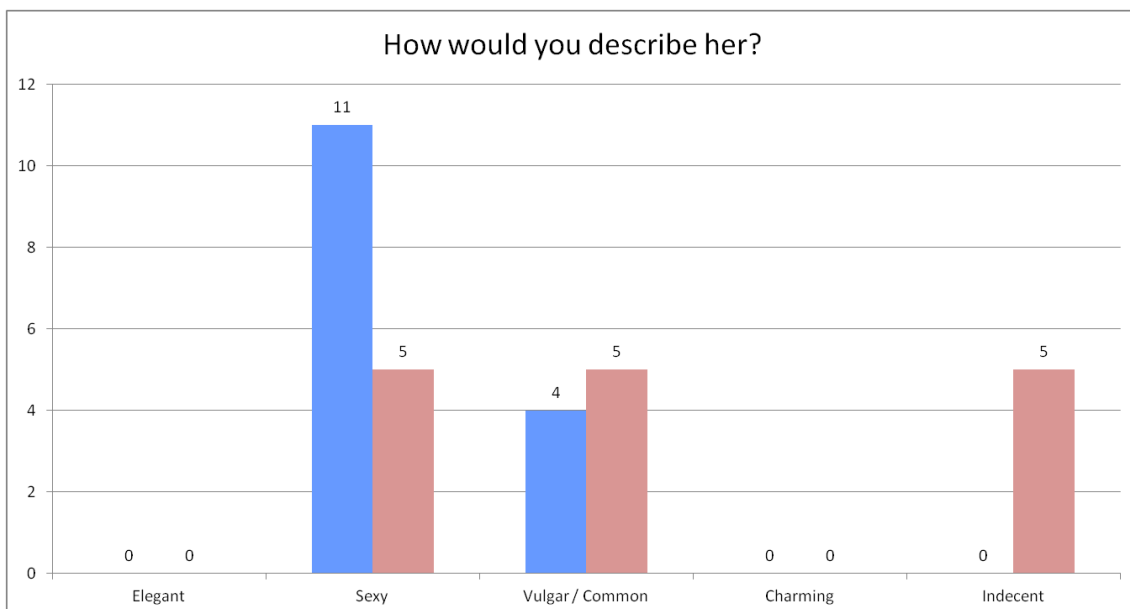
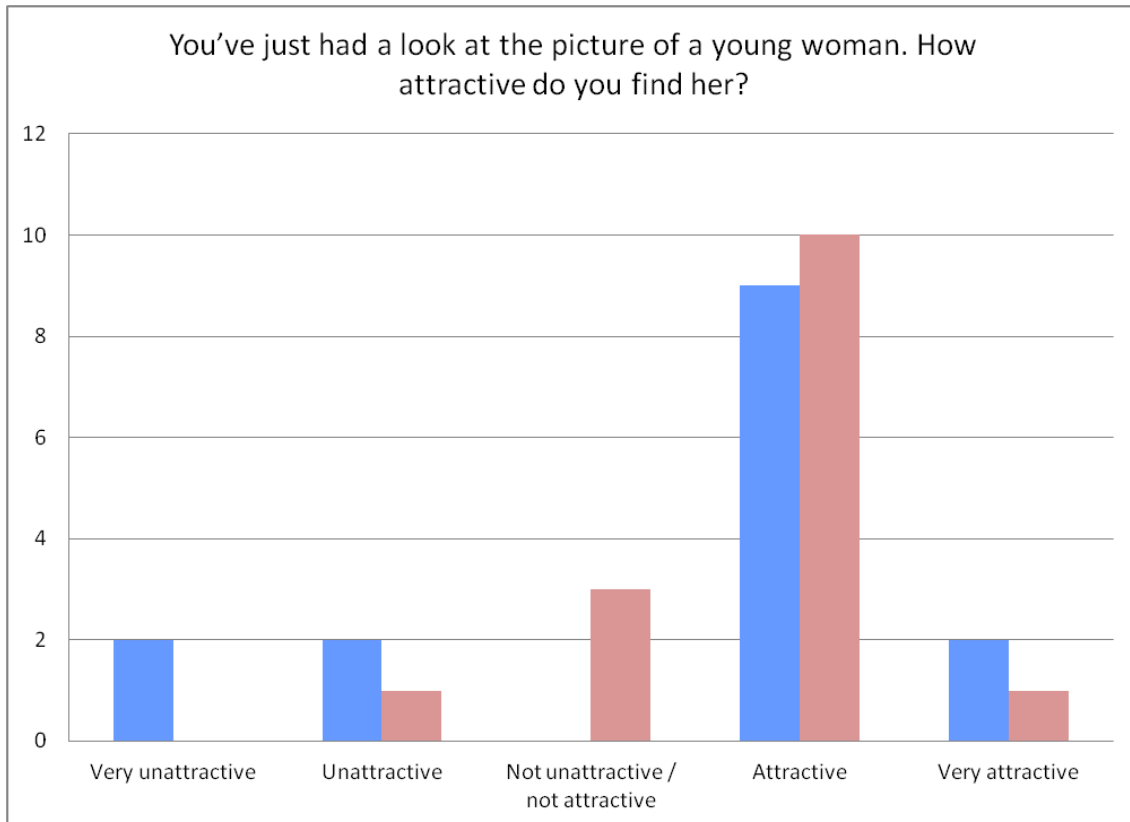
Spain



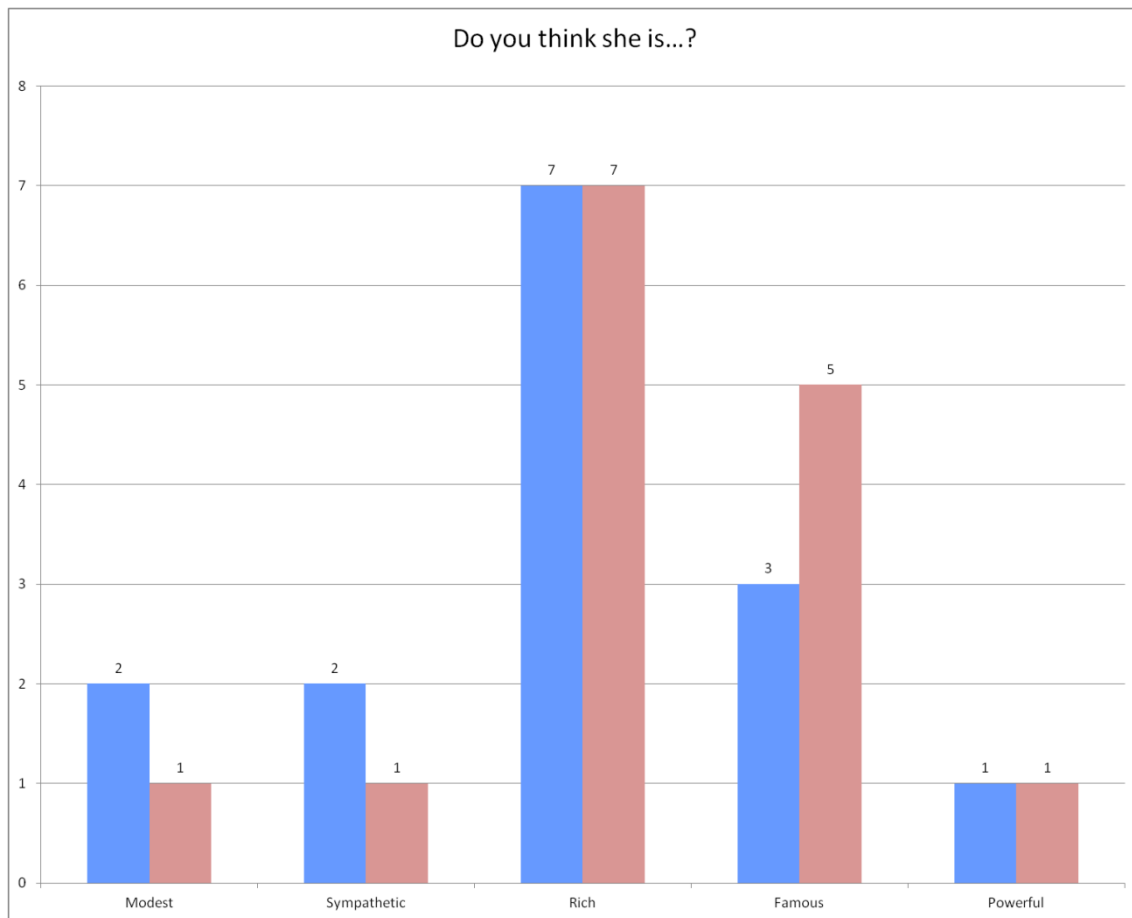




USA



USA



## CONTACT

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