UNITED STATES STUDY, 2026

SKIN BAROMETER 2026 UNITED STATES.

Self-reported skin data from Typology's online skin diagnostic tool, and the mindsets behind American facial skincare choices uncovered by Ifop Inc.'s AI-moderated interviews.

791,045

DIAGNOSTICS ANALYZED ACROSS SIX MARKETS ON TYPOLOGY'S ONLINE SKIN DIAGNOSTIC, H1 2026

150

QUALITATIVE AI-MODERATED INTERVIEWS WITH AMERICAN FACIAL SKINCARE USERS, BY IFOP INC.

EDITION 1.0

SELF-REPORTED DATA AND AI-MODERATED INTERVIEWS

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01

Methodology

AMERICANS REVEAL HOW THEY JUDGE, TRUST AND CHOOSE FACIAL SKINCARE

Skin data at scale from Typology, consumers’ own words from Ifop Inc.: two independent studies, crossed into one analysis of American facial skincare.

Typology × Ifop Inc.
two complementary areas of expertise

Portrait 2026
American skin as respondents describe it.

Specific Focus
How American users judge, trust and choose facial skincare.

METHODOLOGY

Since 2020, Typology has offered a free online skin diagnostic on www.typology.com. The questionnaire covers skin aging, environmental exposure, sebum production and skin concerns, and ends with a personalized routine. Consumers take the diagnostic by choice, with no panel or recruitment: every answer is self-reported.

Skin aging, exposure to oxidative stress and sebum production combine into 24 skin types. In 2026, one profile is the most common in every market: early signs of aging, exposed skin and low sebum. Only the share of the profile changes from one country to the next.

Nearly 9 million diagnostics have been completed since 2020, one of the largest first-hand datasets on self-described skin.

In 2026, Typology analyzed **791,045 diagnostics** completed across six markets between January and June 2026, mainly in France, the United States, Japan and Germany.

Where the diagnostics describe the skin, Ifop Inc.'s 150 AI-moderated video interviews, conducted independently, explain the choices. Participants, 107 women and 43 men aged 19 to 74, took part across the United States, via Conveo between October 20 and November 3, 2026.

From daily habits to the moment of purchase, regular facial skincare users shared what efficacy means to them, how they picture minimalism, and whose advice they trust most. Through a trade-off exercise (MaxDiff), they ranked 25 facial skincare purchase drivers and spelled out why each top choice matters to them.

Interview figures are given as quantifiers (about half, 1 in 3, a handful) and describe the sample only. Quotes are participants' own words.

02

State of skin & concerns

AMERICAN RESPONDENTS WORRY ABOUT WRINKLES FIRST, ON SKIN MOST DESCRIBE AS SENSITIVE

Most American respondents, both men and women, report experiencing sensitive skin year-round, in winter as well as in summer. Few, however, list sensitivity among the concerns they actively treat: 1 in 5 consumers Ifop Inc. interviewed, against more than 6 in 10 for wrinkles and fine lines.

63.9%

of American respondents report sensitive or reactive skin

SOURCE: TYPOLOGY

21.9%

of American respondents name wrinkles and fine lines as the top concern

SOURCE: TYPOLOGY

More than 6 in 10

of the consumers interviewed actively treat wrinkles and fine lines

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

MOST RESPONDENTS REPORT SENSITIVE SKIN IN EVERY MARKET

Most women and men report sensitive skin, across skin-aging stages and seasons.

63.7%

of respondents describe sensitive or reactive skin across all markets in the first half of 2026, and no country falls below half.

SENSITIVE SKIN, ALL MARKETS, % OF RESPONDENTS



MOST-CITED DISCOMFORTS

Redness (20.9%) and dehydration (19.2%) lead, markers of a weakened skin barrier.

SOURCE: TYPOLOGY SKIN BAROMETER 2026, ALL MARKETS

> *I do have very sensitive skin, so I try not to, like, try too many new products on it.*

FEMALE, GEN Z

Base: 791,045 diagnostics on Typology's online skin diagnostic, all markets, H1 2026

WRINKLES OUTRANK VISIBLE PORES IN THE UNITED STATES

Visible pores lead first concerns in Japan and Germany.

	UNITED STATES	JAPAN	GERMANY	FRANCE
First concern Most-named concern and % naming the concern first	**21.9%** **Wrinkles & fine lines**	**26.0%** Visible pores	**19.5%** Visible pores	**19.2%** Wrinkles & fine lines
Visible pores % naming visible pores first	**15.4%**	**26.0%**	**19.5%**	**12.6%**
Most common skin profile % with early signs of aging, exposed skin and low sebum	**28.2%**	**21.4%**	**24.3%**	**20.2%**

PORES ON THE RISE

Visible pores are a rising concern across markets.
Across all markets, visible pores went from 13.5% of first concerns in 2023 to 16.6% in 2026.

LEAST OILY SKIN

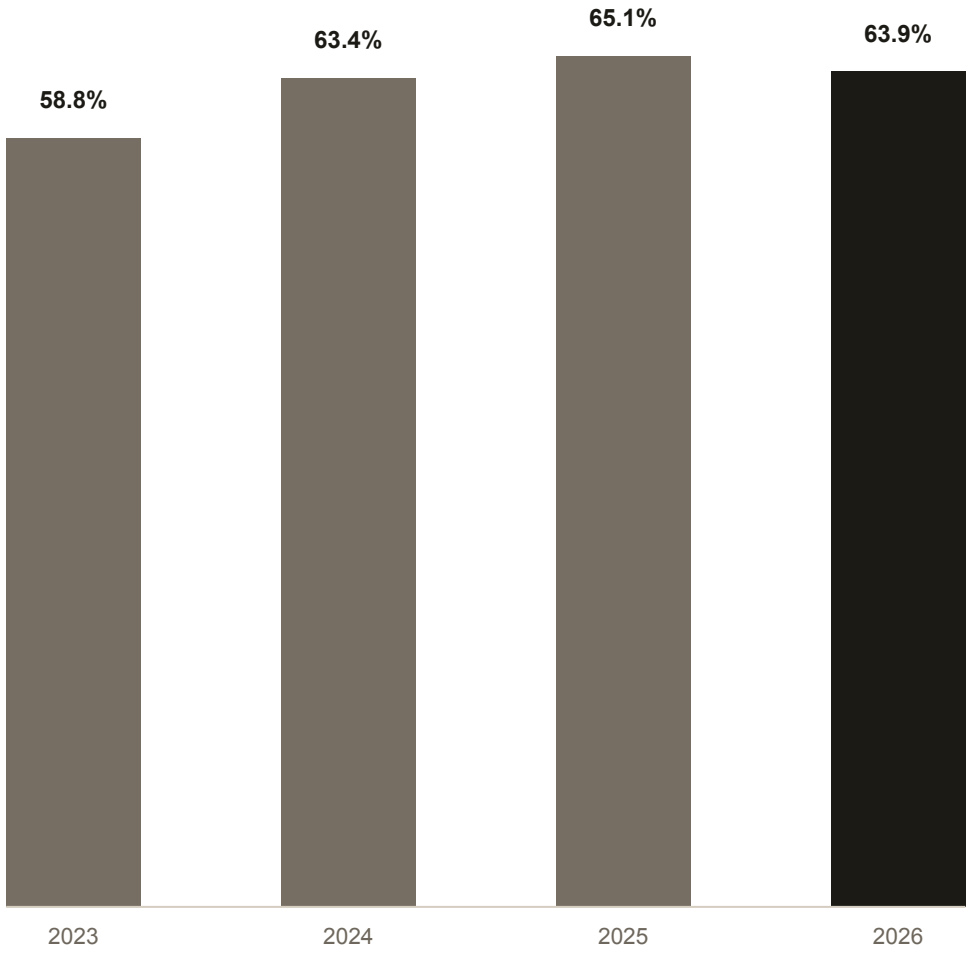
American respondents describe the least oily skin of the four markets.
Only 12.2% of American respondents report high sebum, against 25.9% in Japan.

Base: 791,045 diagnostics on Typology's online skin diagnostic, all markets, H1 2026

SENSITIVE SKIN HAS RISEN IN THE UNITED STATES SINCE 2023

Among respondents with sensitive skin, more than 1 in 3 cite redness and about 1 in 5 dryness, and dryness concerns rise in winter.

SENSITIVE SKIN, UNITED STATES, % OF RESPONDENTS



SENSITIVE SKIN BY SEBUM LEVEL



DRYNESS BY SEASON



CONCERNS TREATED

Sensitivity remains under-treated.
1 in 5 consumers Ifop Inc. interviewed actively treat sensitivity, against more than 6 in 10 for wrinkles and fine lines.

> *My skin is often very dry, and then I also get random red blemishes around my face.*

FEMALE, GEN Z

Base: American respondents to Typology's online skin diagnostic, 2023–H1 2026. Ifop Inc.: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Screener: Which facial skin concerns are you actively trying to address or improve?

03

INSIDE AMERICAN FACIAL SKINCARE MINDSETS

Relationship with facial skincare

Ifop Inc.’s interviews follow American facial skincare users from the first days of use to the moment of purchase: how they assess efficacy, whose proof they trust, how they read the ingredient list, and why a simpler routine both appeals and worries.

Half

define efficacy through comfort

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

3 in 10

spontaneously value advice from users with similar skin

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

22nd

influencer recommendations rank among 25 facial skincare purchase drivers

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

LASTING RESULTS DRIVE PURCHASE, PROVIDED COMFORT COMES FIRST

Lasting improvement ranks 1st of 25 facial skincare purchase drivers, well ahead of immediate results (5th), yet comfort is judged from the first use: half define efficacy through comfort.

TOP 10 OF 25 FACIAL SKINCARE PURCHASE DRIVERS, NET SCORE

1	**Improves skin over time**	**66%**
2	**Suits skin type and concerns**	**55%**
3	Contains sought-after active ingredients	51%
4	Backed by clinical testing or scientific research	45%
5	**Delivers immediately visible results**	**39%**
6	Has good buyer reviews and ratings	32%
7	Gentle or suitable for sensitive skin	29%
8	Created or endorsed by dermatologists	28%
9	Offers good value for money	24%
10	Combines several benefits in one product	23%

WHAT EFFICACY MEANS TO USERS

Calm skin first. Beyond how the skin feels, about 1 in 3 judge new products by the absence of redness, breakouts or burning. A handful check for a reaction before looking for any benefit, and one reaction can end the trial.

No miracle fixes expected. Nearly half judge results on the concern the product targets, more than a quarter give new products one to two weeks to show results, and more than 1 in 5 a month or longer.

IN USERS' WORDS

> *So as long as my face doesn't negatively react, for me, that's the first step of progress.*
>
> FEMALE, GEN Z

> *I don't expect immediate results, so I usually wait weeks, if not months, to truly judge a product.*
>
> MALE, MILLENNIAL

> *…I don't expect miracles, but I do want it to start helping with my skin.*
>
> FEMALE, BOOMER

> *You can't really see a product is actually working, but you can feel that the product is not working.*
>
> FEMALE, MILLENNIAL

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q24: When you use a new facial skincare product, how do you judge whether the product is working? What does "efficacy" mean to you today? Q25: When choosing facial skincare, which of the following factors matters MOST to you, and which matters LEAST? (trade-off exercise across 25 facial skincare purchase drivers). Net score: share of times a driver was picked as most important minus least important.

CONSUMERS WANT PROOF FROM “SKIN LIKE MINE”

Users look for proof on skin like their own: suitability to skin type and concerns ranks 2nd of 25 facial skincare purchase drivers, while influencer recommendations rank only 22nd.

01

Shared skin profiles

3 in 10 value advice from users with a similar skin type or concerns, and a handful from users of the same age or skin tone.

02

Results shown by real users

About a quarter look for visible results or before-and-after photos from real users.

03

Influencers dismissed

About 1 in 5 dismiss influencers as paid or unrelatable.

RANK AMONG 25 FACIAL SKINCARE PURCHASE DRIVERS

2nd

Suits skin type and concerns

6th

Has good buyer reviews and ratings

22nd

Recommended by trusted social media influencers

IN USERS’ WORDS

> *Reading a review of someone who’s 20 years old, has really good skin, is a lot different than reading a review of a person who is older like me.*

FEMALE, BOOMER

> *…the same skin complexion as me, the same concerns, and are, like, the same age with the same goals.*

FEMALE, MILLENNIAL

> *I would like to see images of other users that have similar skin type as mine…*

FEMALE, GEN X

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q30: When you’re thinking about trying a new facial skincare product, who do you usually turn to for recommendations? Whose advice do you trust most, and why? Q24: When you use a new facial skincare product, how do you judge whether the product is working? What does “efficacy” mean to you today? Purchase-driver ranks: Q25: When choosing facial skincare, which of the following factors matters MOST to you, and which matters LEAST? (trade-off exercise across 25 facial skincare purchase drivers)

USERS FILTER OUT PAID OPINIONS, AND SOME ENLIST AI TO HELP

About half turn to customer reviews before trying new products, and many check whether opinions are firsthand or paid.

01

Reviews under scrutiny

About 1 in 3 expect firsthand experience with the product, and more than a quarter a broad consensus across reviews. About 1 in 6 want impartial advice, and a handful distrust incentivized or fake reviews.

02

Expertise trusted, endorsements less so

Nearly half find professional expertise credible, and a quarter name dermatologists as the source they trust most. Seen on a product label, dermatologist endorsement matters less: the claim ranks 8th, behind buyer reviews (6th), and a few question who the dermatologist is and whether the endorsement is paid.

03

AI as a beauty advisor with no sponsored agenda

About 1 in 6 ask AI for advice: product comparisons, unpaid reviews gathered in one place, or an ingredient list decoded from a photo.

IN USERS' WORDS

> *A five star review that's vague won't mean as much to me as a one star review that gives details.*

MALE, GEN X

> *I think a lot of [dermatologists] also are paid as well. Sometimes I also look at them as influencers.*

FEMALE, GEN Z

> *I ask [ChatGPT] to compile reviews that are not paid or incentivized.*

FEMALE, MILLENNIAL

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q30: When you're thinking about trying a new facial skincare product, who do you usually turn to for recommendations? Whose advice do you trust most, and why? Purchase-driver ranks: Q25: When choosing facial skincare, which of the following factors matters MOST to you, and which matters LEAST? (trade-off exercise across 25 facial skincare purchase drivers)

03

Relationship with facial skincare

INGREDIENT KNOWLEDGE VARIES WIDELY: SOME COMPARE DOSES, OTHERS STOP AT THE NAME

Every user reads the label differently, revealing five mindsets: checking active doses, looking for proof behind a claim, seeking natural formulas, asking AI to translate the list, or avoiding irritants.

3rd

sought-after active ingredients, among 25 facial skincare purchase drivers

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

More than 1 in 3

cite the ingredient list as proof of efficacy

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

A quarter

are drawn to natural, organic or vegan formulas

SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

FIVE MINDSETS SHAPE HOW USERS READ INGREDIENT LISTS

More than 1 in 3 cite the ingredient list as proof of efficacy, and five mindsets show how far ingredient literacy extends, from Decoders, who read the formula active by active, to Outsourcers, who rely on AI or someone close.

DECODERS

The formula, active by active

Nearly a quarter look for specific actives and what each one does, and about 1 in 8 go as far as checking the dose.

> *…now I'm using thirty percent vitamin C.*

MALE, GEN Z

VERIFIERS

Evidence behind the claim

More than 1 in 3 expect a study, a clinical test or a dermatologist to back up what the label promises.

> *…more like a fact, like the results of their testing or research.*

FEMALE, MILLENNIAL

NATURALISTS

Natural as reassurance

A quarter favor natural, organic or vegan formulas, perceived as free of "chemicals."

> *You don't have to worry about unnecessary chemicals in your skin care.*

FEMALE, MILLENNIAL

OUTSOURCERS

Outside help with the list

Nearly a quarter turn to AI, Google or someone close when an ingredient or a claim is unclear.

> *If I didn't know what copper peptides 1% serum does, I would ask AI.*

FEMALE, MILLENNIAL

AVOIDERS

Ingredients to rule out

1 in 6 scan the list for what to leave out: fragrance, alcohol, irritants or comedogenic ingredients.

> *…I check and make sure that it's noncomedogenic.*

FEMALE, GEN Z

MOST-CITED ACTIVES

Retinol, vitamin C and hyaluronic acid lead the actives users cite

1 in 3	3 in 10	More than 1 in 5	1 in 10	1 in 10
retinol and retinoids	*vitamin C*	*hyaluronic acid*	*salicylic acid*	*peptides*

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Whole interview, incl. Q24: When you use a new facial skincare product, how do you judge whether the product is working? What does "efficacy" mean to you today? Actives: participants citing each active at least once. Mindsets: attitudes coded across interviews, not a segmentation; one participant can show several.

03

Relationship with facial skincare

THE APPEAL OF MINIMALISM MEETS THE FEAR OF LOSING RESULTS

Ifop Inc. calls this tension “Skincare FOMO”: a simpler routine promises time back, yet every product dropped feels like a benefit lost.

More than 1 in 3
expect minimalism to save time
SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

Nearly 6 in 10
worry a shorter routine would fall short
SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

Nearly 6 in 10
picture minimalism as fewer products
SOURCE: IFOP INC., AI-MODERATED INTERVIEWS

MINIMALISM APPEALS FOR PRACTICAL GAINS MORE THAN SKIN BENEFITS

Users expect practical gains, time first, then money and ease, and picture minimalism as fewer products and a simpler routine.

01

Time before money

Saving time leads, cited by more than 1 in 3, then money and an easier routine, about a quarter each, while about 1 in 7 expect less irritation.

02

Fewer steps

Nearly 6 in 10 picture fewer products and more than half a simpler routine; for a few, cleanser, moisturizer and SPF are enough.

03

Shorter ingredient lists

More than a quarter think of fewer ingredients in each product, and a quarter of multi-benefit formulas replacing several steps.

IN USERS' WORDS

> *Maybe you save time, and you don't have a big routine.*

MALE, MILLENNIAL

> *When I hear about minimalism in skincare, I think about, you know, the least amount of steps. A wash, a moisturizer, and SPF.*

FEMALE, MILLENNIAL

> *Least amount of ingredients in a product. The least amount of products…*

FEMALE, BOOMER

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q26: When you hear the term "minimalist skincare," what comes to mind?

FEWER PRODUCTS FEEL RISKY, ALTHOUGH LAYERING CAN BLUR RESULTS

Most users worry a shorter routine would fall short: simplifying would take proof of equal results with fewer products.

01

Fear of doing too little

More than 8 in 10 use three facial skincare products or more each week, and nearly 6 in 10 worry a shorter routine would fall short: nearly 4 in 10 fear unmet skin needs, and 1 in 5 lower efficacy.

02

Hard to tell what makes the difference

With several products at once, a handful can no longer tell which one is effective. For a few, a shorter routine would make it easier to see which products improve the skin and which cause a reaction.

03

Proof as the condition to simplify

A handful say so outright: they would gladly simplify if shown equal results with fewer products. A few doubt one formula can do as much as several products.

IN USERS' WORDS

> *Sometimes I feel like when it's just basic, maybe it's too basic, and I don't feel like I'm doing enough for my skin.*

FEMALE, GEN Z

> *I couldn't ever really see a benefit of any of the products because I'm trying so many different things at once.*

FEMALE, MILLENNIAL

> *…I just need to use one or two and I'm done, that'd be great, but I haven't found that yet.*

FEMALE, BOOMER

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q26: When you hear the term "minimalist skincare," what comes to mind? Q24: When you use a new facial skincare product, how do you judge whether the product is working? What does "efficacy" mean to you today? Screener: How many facial skincare products do you use in your weekly skincare routine?

04

Perspectives

TWO PERSPECTIVES ON FACIAL SKINCARE MINDSETS IN THE UNITED STATES

American facial skincare consumers are seeking products they can genuinely trust. Immediate comfort is the first test of efficacy, while relatable results, especially on ‘skin like mine’, remain the gold standard of proof. Bold claims only resonate when shoppers can verify the proof. Meanwhile, ‘skincare FOMO’ still keeps many from simplifying routines. To win them over, brands must prove more, explain better, and formulate with restraint.

IFOP INC.'S PERSPECTIVE

American facial skincare consumers want to stay in control: comfort comes first, endorsements are questioned and labels are read closely. Being better informed is not enough to simplify; most remain caught in "Skincare FOMO", torn between a simpler routine and the fear of losing results.

01

Demanding on comfort, patient with results

Most American respondents report sensitive skin, and comfort is expected from the start: half judge efficacy by how the skin feels, and about 1 in 3 want no redness, breakouts or burning. Gentleness is the norm: "gentle or suitable for sensitive skin" comes 7th, within the top 10 of 25 facial skincare purchase drivers. Lasting improvement leads the ranking and is worth the wait: more than 1 in 5 give new products a month or longer to deliver.

02

Trust goes to advice brands do not pay for

Brand-backed endorsements convince less. 3 in 10 value advice from users with similar skin, while about 1 in 5 dismiss influencers as paid or unrelatable, and influencer recommendations come only 22nd of 25 facial skincare purchase drivers. Even clinical authority has its limits on packaging: a quarter name dermatologists as the source they trust most, but a dermatologist endorsement on product labels ranks 8th, behind buyer reviews (6th). About 1 in 6 turn to AI for guidance, valued for having no sponsored agenda.

03

Better informed, still hesitant to simplify

Consumers scrutinize the label before trusting a claim: more than 1 in 3 cite the ingredient list as proof of efficacy, and Verifiers, who expect evidence behind every promise, form the most widespread of five ingredient mindsets. Yet deeper knowledge has not led to smaller routines: more than 8 in 10 use three or more products each week, and nearly 6 in 10 worry a shorter routine would fall short, with only a handful willing to cut back. To simplify, consumers need proof fewer products can do just as much.

TYPOLOGY'S PERSPECTIVE

From one market to the next, concerns change, but a majority report sensitive skin in every market: at every age, all year round, and more often with dry skin than with oily skin.

Faced with such concerns, the usual cosmetic response is to add targeted actives to an existing routine, which only increases the number of ingredients applied to the skin. For sensitive skin, however, a more transparent approach can be preferred: limiting non-essential ingredients, with particular attention to those likely to cause irritation or sensitization. At Typology, our approach to skin tolerance rests on three principles.

01

A minimalist formulation

Our essential formulas contain fewer than 20 ingredients. Our list of excluded ingredients rules out substances otherwise permitted whenever a doubt exists about safety for health or the environment.

02

Efficacy and tolerance

Sensitive skin doesn't mean giving up actives. The point is to select ingredients whose function and tolerance are documented, then formulate with respect for the skin.

03

Traceability as a reference point

A transparent, concise ingredient list makes the formula easier to understand and helps trace exposures in the event of a skin reaction.

> *"For sensitive skin, the challenge is to select, with precision, the ingredients whose presence is justified by the function sought. An essential formulation limits exposure to unnecessary ingredients, while keeping actives whose benefit and tolerance are documented.*

STÉPHANIE SOULÉ, RESEARCHER & HEAD OF SCIENTIFIC COMMUNICATION AT TYPOLOGY, DOCTOR IN LIFE AND HEALTH SCIENCES

05

Contacts

Typology.

Typology is a French skincare brand founded in Paris in 2019 by Ning Li. Instead of adding, we look for what we can remove, keeping only the essentials: naturally derived active ingredients with real benefits.

100% of our formulas are developed in France. Most contain more than 95% naturally derived ingredients. PETA and B Corp certified.

ifop

Based in New York, Ifop Inc. is the North American hub of the Ifop Group, the international research and consulting group founded in 1938. A boutique strategic consultancy with a French touch, we decode nuance and deliver clarity through curiosity, creativity, and insights that drive what matters most.

N°1

BEST-SELLING SKINCARE BRAND ONLINE IN FRANCE SINCE 2021*

PETA & B Corp

85+ years

OF EXPERTISE

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* Source: FoxIntelligence Study, online beauty market in France, November 22, 2021.

06

Appendices

TYPOLOGY METHODOLOGY

Source. Typology's skin diagnostic, on the web and in the app.

Scope. Nearly 9 million diagnostics completed across six markets since May 2020. Market snapshots and concerns cover the first half of 2026: 791,045 diagnostics.

Nature of the data. Self-reported answers. "Sensitive or reactive skin" is a self-assessment, not a dermatological diagnosis, and the skin-aging stage comes from the diagnostic, not from actual age. Concerns are harmonized across languages so markets can be compared.

Reading the trends. Changes over time rely on the same questionnaire since 2023 and describe Typology's diagnostic audience, not the general population.

Sample bias. A skincare-engaged, largely female audience, not representative of any country's general population. The strength of the base lies in scale and continuity.

Data: Typology skin diagnostic, 2020 to the first half of 2026. Self-reported figures.

IFOP INC. METHODOLOGY

Fieldwork. 150 AI-moderated video interviews via Conveo, from October 20 to November 3, 2026, with regular facial skincare users recruited through a Conveo partner panel. Median interview length: 23 minutes. The interviews included a trade-off exercise (MaxDiff) on 25 facial skincare purchase drivers.

Sample. 107 women and 43 men aged 19 to 74, from Gen Z to Boomers, in all four Census regions, with quotas on gender and generation.

Reading the findings. Figures are given as quantifiers (about half, 1 in 3, a handful); they describe the sample, not the American population.

FULL RANKING OF THE 25 FACIAL SKINCARE PURCHASE DRIVERS

1	Improves skin over time	66%
2	Suits skin type and concerns	55%
3	Contains sought-after active ingredients	51%
4	Backed by clinical testing or scientific research	45%
5	Delivers immediately visible results	39%
6	Has good buyer reviews and ratings	32%
7	Gentle or suitable for sensitive skin	29%
8	Created or endorsed by dermatologists	28%
9	Offers good value for money	24%
10	Combines several benefits in one product	23%
11	Simplifies the current routine	16%
12	Formulated with fewer, essential ingredients	8%
13	Inclusive for all skin tones	−9%
14	Offers innovative formulas or textures	−11%
15	Vegan or cruelty-free	−15%
16	Feels luxurious to apply	−20%
17	Eco-friendly	−23%
18	Contains rare or precious ingredients	−28%
19	Comes with free samples or gifts	−34%
20	Makes me feel ahead of trends	−39%
21	Made in the U.S.	−40%
22	Recommended by trusted social media influencers	−41%
23	Packaging reflects personal taste	−48%
24	Has an inspiring story	−50%
25	Made in France	−62%

Base: 150 AI-moderated video interviews, Oct 20–Nov 3, 2026. Q25: When choosing facial skincare, which of the following factors matters MOST to you, and which matters LEAST? (trade-off exercise across 25 facial skincare purchase drivers). Best–worst net score: positive scores indicate a factor was selected as most important more often than least important; negative scores indicate the reverse. They are not percentages of participants who care about each factor.