

## Appendix A- Images

### 1. Six Different Iterations of the Images for Each Subject



Figure 1: Baseline No Logo & No Smile



Figure 2: Baseline No Logo & Smile



Figure 3: Trader Joe's Logo & No Smile



Figure 4: Trader Joe's Logo & Smile



Figure 5: Nike Logo & No Smile



Figure 6: Nike Logo & Smile

## Appendix B- Survey

### 1. Intro Blurb



Hi, we are a group of UC Berkeley graduate students interested in assessing attractiveness. We'd like to invite you to fill out this survey in which you'll swipe through several pairs and answer some free response questions at the end. Thank you!



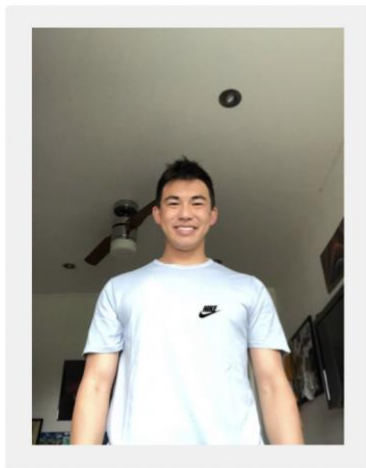
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### 2. Question asking who participant found to be more attractive



For the following please choose which person between the two you find more attractive.



### 3. Questions about most appealing physical and personality traits

For the picture you chose, what physical trait most drew you to this person?

Eyes

Body type

Smile

Hair

For the picture you chose, what type of personality do you most think this person has?

Fun

Trustworthy

Kind

Hardworking

Adventurous