**Statement of Topic**

This report provides an analysis of whether people from different demographics have different standards of beauty, and whether possession of common or average facial features makes a person appear more attractive.

**Methods**

The gathered data include 2,222 images of US adults’ faces whose attractiveness has been rated, with the demographic information of the faces and the raters. The features of the faces are computationally calculated before being fed to the predictive models.

**Findings**

The report finds that faces that have average features are not always more attractive. The report also concludes that universally, people rate females and young adults from 20-30 years old as more attractive. People mainly focus on eyes, lips, and jaw, and the ratios between face width and length when they look at faces. However, depending on the demographic of the faces and the raters, the raters also focus on other different features.

**Recommendations**

Advertisements and other visual campaigns that relate to beauty should employ actors and actresses in their 20s, preferably actresses, with defined eyes, lips, jaw, and balanced facial ratios. If the campaign targets a specific demographic, they should employ actors/actresses from the demographic that the targeted demographic considers most attractive. With the rise of digital media and fake, generated faces, the campaign could also tweak specific facial features to be more average or extreme based on the targeted demographic’s preference.

Diagram

Description automatically generated Figure: Facial features that are most important to attractiveness, regardless of demographics.