

YouGov / Z PR

Fashion

Fieldwork : 03rd - 05th October 2014

Sample Size: 2003 GB Women Aged 50+

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about your style and how you dress...

Which ONE, if any, of the following people/ groups of people would you say you MOST like to impress with how you dress?

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
My friend(s)	9%	6%	10%	11%	13%	10%	7%	9%	7%	11%	12%	11%	7%	8%	
My child(ren)	3%	2%	3%	3%	7%	3%	3%	3%	2%	3%	5%	3%	-	3%	
My grandchild(ren)	1%	-	0%	2%	6%	1%	1%	2%	1%	1%	1%	0%	2%	-	
My parent(s)	0%	-	-	-	1%	0%	-	-	-	-	-	0%	-	-	
My partner	11%	12%	12%	8%	4%	10%	12%	12%	11%	12%	9%	13%	5%	6%	
My boss/ line manager	0%	1%	0%	-	-	0%	-	-	-	-	1%	0%	-	1%	
My work colleague(s) (excluding my boss/ line manager)	2%	3%	1%	-	1%	2%	1%	1%	1%	1%	4%	1%	2%	1%	
Strangers	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	4%	
Other family member(s)	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	2%	-	1%	
Other	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	0%	1%	-	2%	
Don't know	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	
Not applicable - I dress for myself rather than to impress others	53%	54%	53%	55%	44%	53%	54%	54%	58%	57%	49%	49%	58%	52%	
Not applicable - I don't dress to impress anyone	16%	15%	16%	18%	19%	16%	18%	16%	14%	13%	16%	16%	25%	22%	

Still thinking about your own style...

To what extent do you agree or disagree with the following statement?

I feel I struggle to find my "style identity" (i.e. a sense of my own style) :

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Strongly agree	2%	2%	3%	2%	1%	2%	3%	3%	1%	2%	2%	2%	-	3%	
Tend to agree	17%	23%	16%	13%	15%	17%	18%	19%	16%	16%	14%	17%	18%	20%	
Neither agree nor disagree	23%	24%	22%	26%	18%	22%	28%	24%	30%	21%	19%	21%	26%	23%	
Tend to disagree	33%	30%	35%	34%	38%	34%	30%	31%	29%	41%	38%	35%	31%	28%	
Strongly disagree	23%	20%	23%	25%	25%	24%	20%	22%	22%	20%	24%	24%	24%	25%	
Don't know	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%	1%	
NET: Agree	19%	25%	19%	14%	16%	19%	21%	22%	17%	18%	16%	20%	18%	23%	
NET: Disagree	56%	50%	58%	59%	63%	59%	50%	54%	52%	60%	62%	59%	55%	53%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I like to change my style to keep up with the latest fashions :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-
Tend to agree	13%	13%	17%	11%	7%	14%	13%	14%	11%	15%	19%	13%	7%	13%
Neither agree nor disagree	23%	21%	25%	23%	24%	22%	25%	22%	24%	19%	25%	23%	26%	25%
Tend to disagree	37%	38%	34%	38%	37%	38%	34%	40%	37%	37%	33%	37%	33%	33%
Strongly disagree	26%	26%	23%	27%	32%	25%	27%	22%	27%	26%	23%	26%	32%	29%
Don't know	0%	0%	-	0%	-	-	0%	-	-	0%	-	-	-	1%
NET: Agree	14%	14%	18%	12%	8%	15%	14%	15%	12%	17%	20%	14%	9%	13%
NET: Disagree	62%	64%	57%	65%	68%	63%	61%	62%	64%	63%	55%	63%	65%	62%

Comfort is more important to me than style :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	20%	22%	18%	19%	18%	18%	22%	16%	20%	18%	19%	19%	29%	23%
Tend to agree	51%	55%	49%	50%	49%	50%	53%	52%	51%	52%	46%	52%	48%	53%
Neither agree nor disagree	20%	15%	22%	22%	25%	21%	17%	23%	19%	19%	21%	19%	18%	18%
Tend to disagree	7%	6%	9%	7%	7%	8%	5%	7%	8%	9%	12%	7%	5%	4%
Strongly disagree	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%
Don't know	0%	0%	-	0%	-	-	0%	-	-	0%	-	-	-	1%
NET: Agree	71%	77%	67%	69%	67%	69%	75%	68%	71%	71%	65%	72%	77%	76%
NET: Disagree	9%	8%	11%	9%	8%	10%	7%	9%	10%	10%	14%	9%	6%	5%

And now thinking about when you go clothes shopping...

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

'I would like to shop in stores aimed at younger people, but don't find them welcoming' :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	4%	4%	4%	3%	5%	3%	5%	4%	4%	3%	4%	4%	5%	2%
Tend to agree	16%	17%	16%	13%	17%	16%	15%	15%	17%	18%	12%	17%	16%	13%
Neither agree nor disagree	28%	31%	27%	28%	30%	27%	32%	27%	32%	34%	32%	27%	19%	26%
Tend to disagree	29%	31%	34%	22%	18%	30%	26%	32%	23%	27%	30%	27%	29%	33%
Strongly disagree	21%	16%	17%	30%	27%	22%	19%	19%	21%	15%	21%	22%	27%	23%
Don't know	3%	1%	3%	4%	3%	2%	3%	2%	2%	3%	2%	3%	4%	3%
NET: Agree	19%	21%	20%	16%	22%	19%	19%	19%	22%	22%	16%	20%	21%	15%
NET: Disagree	50%	47%	51%	52%	45%	51%	45%	52%	45%	42%	51%	49%	56%	56%

Total	Age				Social Grade		Region						
	Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales

I tend to stick to those stores where I know I feel comfortable :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	11%	11%	10%	13%	11%	11%	11%	10%	13%	12%	12%	11%	13%	9%
Tend to agree	54%	55%	55%	52%	54%	54%	54%	57%	49%	47%	54%	56%	49%	61%
Neither agree nor disagree	19%	20%	16%	21%	26%	19%	19%	20%	24%	22%	20%	18%	18%	11%
Tend to disagree	11%	11%	14%	9%	7%	12%	10%	11%	9%	15%	12%	10%	16%	13%
Strongly disagree	4%	3%	4%	4%	-	3%	5%	2%	4%	3%	2%	5%	4%	5%
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%
NET: Agree	65%	65%	65%	65%	66%	65%	65%	67%	63%	58%	65%	67%	61%	70%
NET: Disagree	15%	14%	18%	13%	7%	15%	15%	13%	13%	18%	14%	15%	20%	18%

'I would like to buy more fashionable clothes, but find clothes shopping intimidating' :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	4%	5%	4%	3%	3%	4%	4%	4%	4%	6%	5%	4%	3%	3%
Tend to agree	18%	21%	16%	17%	14%	18%	19%	18%	19%	12%	18%	20%	21%	15%
Neither agree nor disagree	25%	24%	25%	27%	27%	25%	27%	26%	28%	24%	24%	22%	29%	28%
Tend to disagree	32%	30%	32%	33%	34%	31%	33%	32%	31%	38%	32%	32%	22%	33%
Strongly disagree	20%	19%	21%	20%	21%	22%	17%	21%	18%	20%	21%	21%	24%	21%
Don't know	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	-
NET: Agree	22%	27%	21%	20%	17%	22%	22%	21%	23%	18%	22%	25%	24%	18%
NET: Disagree	52%	49%	54%	53%	55%	53%	50%	52%	49%	58%	53%	52%	46%	54%

I generally feel more at ease shopping online than in a store :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	6%	7%	6%	7%	5%	6%	7%	4%	7%	6%	5%	7%	8%	9%
Tend to agree	15%	17%	13%	14%	18%	15%	15%	14%	15%	15%	13%	14%	19%	16%
Neither agree nor disagree	27%	30%	27%	22%	28%	26%	27%	27%	24%	23%	29%	28%	31%	26%
Tend to disagree	28%	27%	31%	27%	18%	28%	28%	31%	29%	31%	28%	25%	21%	26%
Strongly disagree	24%	18%	23%	30%	29%	24%	22%	24%	23%	24%	25%	25%	19%	21%
Don't know	1%	0%	1%	1%	3%	1%	1%	1%	0%	2%	-	0%	2%	2%
NET: Agree	21%	24%	18%	21%	23%	21%	22%	18%	23%	21%	19%	22%	27%	25%
NET: Disagree	51%	45%	54%	57%	46%	52%	50%	55%	53%	54%	53%	50%	40%	47%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I like to be loyal to my style (i.e. only buy things that adhere to my style) :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	5%	4%	4%	6%	3%	4%	5%	3%	5%	3%	7%	5%	4%	5%
Tend to agree	35%	33%	32%	39%	46%	36%	32%	37%	37%	29%	39%	34%	24%	37%
Neither agree nor disagree	32%	33%	33%	31%	32%	31%	37%	32%	33%	31%	30%	35%	33%	31%
Tend to disagree	22%	22%	25%	18%	17%	22%	19%	22%	18%	27%	20%	20%	29%	20%
Strongly disagree	5%	6%	5%	5%	2%	5%	6%	5%	5%	8%	4%	5%	8%	6%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%
NET: Agree	40%	37%	35%	45%	48%	41%	37%	40%	42%	33%	45%	39%	28%	42%
NET: Disagree	27%	29%	30%	23%	18%	28%	26%	27%	24%	35%	24%	25%	37%	27%

I like to be loyal to a particular store :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%
Tend to agree	14%	14%	13%	16%	18%	15%	12%	14%	15%	14%	16%	14%	17%	13%
Neither agree nor disagree	35%	35%	34%	36%	43%	35%	37%	38%	34%	34%	32%	36%	32%	37%
Tend to disagree	33%	34%	33%	31%	26%	33%	30%	29%	35%	33%	37%	33%	29%	32%
Strongly disagree	16%	14%	18%	16%	12%	15%	17%	17%	14%	17%	13%	16%	20%	15%
Don't know	1%	1%	0%	1%	-	0%	1%	0%	1%	0%	-	1%	1%	1%
NET: Agree	16%	16%	14%	17%	19%	16%	14%	16%	17%	15%	18%	15%	18%	14%
NET: Disagree	48%	49%	51%	47%	38%	49%	47%	46%	48%	50%	50%	49%	50%	48%

It can be hard to find clothing that I think suits me :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	11%	13%	11%	12%	7%	11%	12%	10%	12%	11%	13%	12%	6%	14%
Tend to agree	42%	44%	42%	38%	46%	41%	43%	44%	38%	40%	37%	43%	45%	43%
Neither agree nor disagree	19%	18%	18%	22%	25%	19%	21%	20%	21%	17%	19%	19%	20%	20%
Tend to disagree	21%	19%	23%	21%	17%	22%	17%	19%	22%	25%	22%	21%	23%	15%
Strongly disagree	7%	6%	7%	8%	3%	7%	7%	8%	7%	5%	9%	5%	5%	7%
Don't know	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%	-	0%	1%	1%
NET: Agree	53%	56%	52%	50%	54%	52%	55%	54%	50%	52%	50%	55%	51%	57%
NET: Disagree	27%	25%	29%	28%	21%	29%	23%	26%	29%	30%	32%	26%	28%	23%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I prefer to shop on the high street where I can try clothes on before buying :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	19%	19%	22%	17%	18%	19%	19%	18%	19%	20%	23%	19%	20%	18%
Tend to agree	41%	38%	42%	45%	43%	42%	40%	43%	39%	42%	44%	43%	33%	41%
Neither agree nor disagree	20%	24%	17%	19%	21%	20%	22%	22%	21%	22%	15%	17%	22%	23%
Tend to disagree	14%	15%	14%	12%	12%	14%	14%	12%	15%	12%	13%	16%	16%	11%
Strongly disagree	5%	5%	4%	7%	5%	5%	5%	4%	5%	4%	5%	5%	8%	6%
Don't know	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%
NET: Agree	61%	56%	64%	61%	61%	61%	59%	61%	58%	62%	66%	61%	52%	59%
NET: Disagree	19%	19%	18%	19%	17%	19%	18%	16%	20%	16%	18%	21%	24%	17%

And now thinking about high street clothes retailers in general...

To what extent do you agree or disagree with the following statements? (Please select one option on each row)

I feel that clothing retailers on the high street cater well for women of my age :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	2%	2%	2%	1%	2%	1%	3%	2%	0%	1%	1%	2%	-	3%
Tend to agree	19%	23%	19%	14%	12%	19%	19%	18%	18%	21%	17%	18%	20%	20%
Neither agree nor disagree	27%	30%	26%	25%	31%	26%	30%	29%	27%	28%	29%	25%	31%	26%
Tend to disagree	40%	36%	42%	43%	37%	41%	37%	41%	41%	37%	38%	42%	38%	37%
Strongly disagree	11%	9%	10%	14%	16%	11%	10%	8%	12%	12%	14%	12%	10%	12%
Don't know	2%	1%	2%	2%	4%	2%	2%	1%	2%	0%	1%	2%	1%	2%
NET: Agree	20%	24%	21%	16%	13%	20%	21%	21%	18%	22%	18%	20%	20%	23%
NET: Disagree	51%	45%	51%	58%	53%	53%	47%	49%	53%	49%	52%	53%	48%	49%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I find that high street shops tend to encourage women of my age to dress in a much younger way :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	5%	4%	2%	2%
Tend to agree	29%	29%	29%	30%	28%	29%	30%	27%	29%	30%	28%	31%	24%	33%
Neither agree nor disagree	45%	44%	43%	48%	56%	46%	44%	46%	48%	44%	46%	44%	48%	41%
Tend to disagree	17%	20%	19%	13%	11%	17%	17%	20%	14%	16%	16%	16%	20%	19%
Strongly disagree	2%	2%	3%	1%	-	2%	2%	2%	3%	2%	3%	2%	4%	1%
Don't know	3%	2%	3%	5%	3%	3%	4%	2%	5%	5%	2%	4%	3%	3%
NET: Agree	32%	31%	32%	33%	30%	32%	33%	30%	31%	33%	32%	35%	26%	35%
NET: Disagree	19%	22%	22%	15%	11%	19%	19%	22%	17%	19%	19%	17%	23%	20%

I would like there to be a wider selection of shops that cater for my age group :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	20%	16%	20%	24%	29%	20%	21%	18%	20%	18%	20%	24%	20%	20%
Tend to agree	46%	42%	47%	48%	47%	46%	45%	48%	47%	44%	41%	45%	44%	46%
Neither agree nor disagree	24%	30%	24%	19%	18%	24%	24%	22%	26%	29%	27%	22%	23%	24%
Tend to disagree	7%	10%	7%	6%	3%	7%	7%	9%	5%	8%	10%	7%	10%	6%
Strongly disagree	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	3%
Don't know	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	-	1%	1%	2%
NET: Agree	66%	58%	66%	73%	76%	66%	66%	66%	67%	62%	62%	69%	64%	66%
NET: Disagree	9%	11%	9%	8%	4%	9%	9%	11%	6%	9%	12%	8%	12%	9%

I often feel the high street only caters for the younger generations and my age group is forgotten :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Strongly agree	17%	12%	16%	24%	25%	17%	19%	14%	19%	15%	20%	21%	18%	17%
Tend to agree	44%	41%	43%	47%	50%	44%	43%	46%	45%	42%	40%	43%	42%	44%
Neither agree nor disagree	18%	23%	19%	12%	15%	18%	19%	18%	18%	21%	20%	17%	18%	15%
Tend to disagree	17%	21%	20%	13%	7%	18%	16%	19%	15%	20%	15%	16%	20%	20%
Strongly disagree	2%	3%	2%	2%	3%	2%	3%	3%	2%	0%	5%	2%	1%	2%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	-	1%	1%	1%
NET: Agree	61%	53%	59%	71%	75%	61%	61%	60%	64%	57%	59%	64%	60%	62%
NET: Disagree	20%	24%	22%	16%	10%	20%	19%	22%	17%	21%	20%	18%	21%	23%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

What would you say is your favourite single item of clothing (not shoes/ accessories)?

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
A dress	13%	17%	14%	8%	13%	14%	11%	16%	12%	11%	14%	14%	10%	9%	
A skirt	5%	5%	4%	7%	11%	6%	4%	5%	6%	8%	4%	5%	4%	4%	
A blouse	4%	4%	4%	4%	4%	4%	5%	4%	5%	4%	3%	3%	1%	5%	
A t-shirt	3%	3%	4%	2%	-	3%	2%	2%	1%	3%	4%	4%	1%	3%	
A jacket	7%	4%	7%	11%	11%	7%	8%	7%	6%	8%	9%	7%	12%	8%	
A coat	3%	4%	3%	3%	5%	4%	3%	4%	3%	3%	5%	3%	4%	3%	
A pair of trousers (not jeans)	13%	7%	15%	18%	17%	13%	14%	15%	14%	10%	13%	12%	13%	14%	
A pair of shorts	1%	1%	1%	-	-	1%	0%	0%	1%	1%	1%	1%	-	1%	
An item of underwear/ underwear set	1%	0%	1%	1%	-	1%	1%	0%	2%	-	-	1%	-	1%	
A jumper	3%	4%	4%	3%	1%	4%	3%	3%	3%	4%	4%	4%	3%	4%	
A cardigan	3%	4%	3%	3%	3%	3%	4%	3%	5%	2%	1%	3%	6%	4%	
A pair of jeans	15%	22%	16%	9%	3%	13%	21%	16%	15%	19%	16%	13%	14%	15%	
Other	2%	3%	1%	2%	3%	2%	2%	2%	3%	3%	-	2%	2%	2%	
Don't know	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	3%	3%	1%	2%	
Not applicable – I don't have a favourite item of clothing	23%	21%	21%	28%	27%	24%	22%	20%	22%	21%	24%	26%	30%	25%	

Now thinking about clothes in general...

Which ONE of the following do you think BEST describes how much thought you tend to put into deciding what to wear on the following type of occasion?

A normal day :

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
I put a great deal of thought into it	3%	3%	3%	2%	4%	3%	3%	3%	4%	3%	4%	2%	1%	3%	
I put a fair amount of thought into it	40%	37%	40%	41%	57%	42%	37%	42%	44%	44%	44%	38%	30%	31%	
I don't put much thought into it	46%	47%	47%	47%	32%	45%	48%	46%	41%	40%	44%	49%	53%	52%	
I hardly think about it at all	11%	13%	9%	11%	8%	10%	12%	9%	11%	11%	8%	10%	15%	13%	
Don't know	0%	0%	-	0%	-	0%	0%	-	-	1%	-	-	1%	-	
NET: Put thought into it	43%	40%	43%	43%	60%	45%	39%	45%	49%	48%	47%	40%	31%	35%	
NET: Don't put thought into it	57%	60%	57%	57%	40%	55%	60%	55%	51%	51%	53%	60%	68%	65%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

A special occasion (e.g. birthday, wedding guest etc.):

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
I put a great deal of thought into it	46%	42%	50%	44%	48%	45%	47%	47%	45%	49%	45%	46%	40%	42%
I put a fair amount of thought into it	47%	49%	45%	49%	44%	48%	46%	46%	47%	44%	47%	49%	51%	51%
I don't put much thought into it	6%	7%	4%	6%	6%	6%	5%	6%	6%	5%	8%	4%	7%	6%
I hardly think about it at all	1%	2%	1%	0%	2%	1%	2%	1%	1%	1%	0%	1%	1%	1%
Don't know	0%	0%	0%	0%	-	0%	1%	0%	-	0%	-	-	2%	-
NET: Put thought into it	93%	91%	95%	93%	92%	93%	93%	93%	93%	94%	92%	95%	91%	93%
NET: Don't put thought into it	7%	8%	5%	7%	8%	7%	7%	7%	7%	6%	8%	5%	7%	7%

An evening out (e.g. to a restaurant, bar etc.):

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
I put a great deal of thought into it	18%	16%	20%	20%	11%	18%	19%	18%	21%	21%	17%	19%	11%	16%
I put a fair amount of thought into it	63%	62%	63%	61%	76%	63%	64%	64%	61%	62%	66%	62%	61%	65%
I don't put much thought into it	15%	18%	15%	14%	5%	16%	13%	14%	14%	12%	13%	16%	22%	18%
I hardly think about it at all	2%	3%	2%	3%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%
Don't know	1%	1%	1%	2%	4%	1%	2%	1%	1%	3%	1%	1%	3%	-
NET: Put thought into it	81%	78%	83%	81%	88%	81%	83%	82%	83%	83%	84%	80%	72%	80%
NET: Don't put thought into it	17%	21%	16%	17%	8%	18%	15%	17%	16%	14%	15%	19%	25%	20%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following question, if the occasion does not apply to you (e.g. you do not work), please select the "Not applicable" option.

Which ONE of the following do you think BEST describes how much thought you tend to put into deciding what to wear on the following type of occasion?

My holiday wardrobe :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
I put a great deal of thought into it	26%	23%	30%	27%	19%	27%	26%	25%	30%	31%	31%	26%	18%	19%
I put a fair amount of thought into it	50%	51%	52%	46%	53%	50%	50%	52%	49%	46%	47%	48%	53%	58%
I don't put much thought into it	11%	13%	10%	9%	8%	11%	9%	10%	9%	7%	10%	13%	16%	8%
I hardly think about it at all	3%	4%	2%	3%	3%	3%	4%	3%	3%	5%	3%	3%	1%	3%
Don't know	0%	0%	1%	0%	-	0%	1%	-	1%	1%	-	1%	-	-
Not applicable	9%	8%	6%	13%	17%	9%	11%	10%	9%	10%	9%	8%	12%	11%
NET: Put thought into it	77%	75%	81%	74%	72%	77%	75%	77%	79%	77%	78%	75%	71%	78%
NET: Don't put thought into it	14%	17%	12%	12%	11%	14%	13%	13%	12%	12%	13%	17%	17%	11%

'Going to a social club (e.g. bingo, country club etc.)

':

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
I put a great deal of thought into it	6%	7%	7%	6%	3%	7%	6%	5%	8%	5%	8%	7%	6%	6%
I put a fair amount of thought into it	36%	32%	40%	34%	41%	36%	36%	35%	34%	46%	34%	36%	35%	32%
I don't put much thought into it	17%	23%	16%	14%	11%	18%	17%	19%	16%	15%	18%	15%	18%	24%
I hardly think about it at all	4%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%	5%	5%	3%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	2%
Not applicable	35%	32%	32%	42%	41%	35%	37%	38%	37%	30%	34%	36%	36%	33%
NET: Put thought into it	42%	39%	47%	40%	44%	42%	42%	40%	42%	51%	42%	43%	41%	38%
NET: Don't put thought into it	21%	27%	20%	18%	14%	22%	20%	22%	20%	18%	22%	20%	22%	27%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

A work outfit :

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
I put a great deal of thought into it	5%	5%	6%	5%	2%	6%	4%	4%	6%	5%	8%	4%	5%	5%
I put a fair amount of thought into it	31%	39%	33%	20%	20%	33%	24%	31%	28%	31%	39%	29%	31%	28%
I don't put much thought into it	14%	22%	13%	7%	8%	13%	14%	13%	13%	15%	13%	13%	16%	19%
I hardly think about it at all	5%	11%	3%	3%	2%	4%	9%	6%	5%	6%	2%	6%	3%	6%
Don't know	0%	0%	0%	0%	1%	0%	1%	0%	-	1%	-	-	1%	1%
Not applicable	45%	23%	44%	66%	68%	43%	49%	45%	48%	42%	38%	49%	44%	40%
NET: Put thought into it	36%	44%	39%	25%	22%	39%	28%	35%	34%	36%	47%	33%	36%	33%
NET: Don't put thought into it	19%	33%	16%	9%	10%	17%	23%	19%	18%	21%	15%	18%	19%	26%

Regardless of your actual age, how old would you say that you feel? (Please write your answer in the box below)

	Total	Age				Social Grade		Region						
	Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Under 18	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%
18-24	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	4%	1%	-	3%
25-34	8%	14%	8%	2%	4%	8%	9%	8%	7%	9%	8%	8%	11%	7%
35-44	25%	42%	25%	10%	8%	24%	26%	25%	24%	28%	25%	23%	25%	29%
45-49	12%	21%	13%	4%	3%	12%	11%	15%	13%	12%	11%	12%	5%	9%
50-54	20%	12%	26%	24%	10%	20%	20%	20%	22%	19%	16%	21%	24%	21%
55-59	9%	3%	13%	10%	3%	8%	9%	9%	8%	9%	10%	9%	7%	7%
60-64	11%	2%	9%	23%	23%	11%	12%	11%	12%	10%	14%	11%	12%	12%
65-69	5%	0%	2%	11%	14%	5%	3%	4%	4%	3%	6%	5%	5%	5%
70-74	3%	0%	1%	7%	18%	4%	2%	2%	5%	2%	4%	5%	4%	1%
75-79	2%	0%	0%	3%	8%	2%	1%	2%	2%	2%	1%	2%	2%	1%
80-89	1%	0%	0%	1%	3%	1%	1%	-	1%	2%	1%	1%	1%	1%
90+	1%	1%	1%	1%	4%	1%	2%	1%	1%	-	2%	1%	3%	3%
Mean	48.26	41.71	46.58	55.22	59.87	48.48	47.72	47.80	48.75	45.79	48.07	49.32	49.80	47.75

Regardless of your actual age, how old would you say that you feel? (Please write your answer in the box below)

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Younger	94%	91%	95%	96%	94%	94%	93%	95%	94%	94%	95%	94%	93%	91%
The same age	2%	3%	3%	1%	3%	2%	2%	2%	3%	2%	1%	2%	2%	5%
Older	4%	5%	3%	3%	4%	3%	5%	3%	3%	4%	4%	4%	6%	4%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE, if any, of the following events would you say has been your MOST life defining moment so far?

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Going to university	5%	5%	5%	5%	3%	6%	2%	5%	3%	4%	6%	4%	8%	5%	
Getting married	13%	9%	9%	20%	26%	13%	11%	12%	15%	10%	11%	13%	15%	14%	
Meeting my partner	11%	11%	11%	11%	15%	11%	11%	12%	12%	10%	13%	11%	6%	9%	
Getting divorced	4%	4%	5%	3%	4%	4%	5%	4%	4%	5%	2%	4%	4%	4%	
Having children	31%	38%	32%	25%	22%	30%	33%	31%	31%	35%	29%	32%	31%	29%	
My children leaving home/ going to university	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%	-	2%	
Starting my first job	2%	3%	2%	1%	2%	2%	1%	1%	1%	1%	4%	2%	5%	3%	
Being able to vote	0%	0%	-	-	1%	0%	-	-	-	-	1%	-	-	-	
Learning to drive	4%	4%	4%	4%	5%	4%	4%	3%	3%	5%	5%	4%	6%	5%	
Buying my first property	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	4%	2%	2%	2%	
Retiring	6%	2%	9%	9%	4%	7%	5%	6%	7%	6%	5%	7%	5%	7%	
Having grandchildren	8%	6%	10%	9%	4%	7%	11%	11%	6%	7%	8%	9%	9%	6%	
None of these	8%	12%	8%	5%	3%	8%	8%	7%	9%	9%	8%	7%	8%	11%	
Don't know	4%	2%	4%	4%	6%	4%	5%	4%	3%	4%	4%	5%	1%	4%	

For the following question, even if you are already in a relationship, we are still interested in your opinion.

Which, if any, of the following features would you say are important in a potential partner? (Please select all that apply)

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Intelligence	66%	63%	67%	68%	63%	70%	54%	60%	63%	69%	74%	69%	69%	65%	
Sense of humour	81%	80%	83%	78%	81%	81%	80%	81%	81%	83%	81%	79%	80%	80%	
Well-off/ affluent	9%	7%	10%	9%	7%	10%	6%	6%	8%	9%	13%	11%	5%	8%	
Have a good job	21%	23%	20%	20%	26%	22%	19%	20%	21%	23%	25%	22%	24%	16%	
Physical appearance	33%	35%	33%	30%	34%	34%	30%	30%	32%	38%	47%	31%	31%	27%	
Age (i.e. same age, younger or older)	26%	25%	28%	25%	27%	27%	24%	25%	27%	29%	30%	26%	26%	21%	
Good cook	12%	12%	14%	10%	8%	12%	12%	11%	11%	15%	13%	13%	7%	11%	
Clean and tidy	46%	45%	46%	46%	46%	44%	49%	46%	44%	50%	39%	48%	44%	44%	
Handy around the house (i.e. good at DIY)	33%	28%	34%	38%	36%	33%	34%	31%	34%	38%	30%	34%	38%	30%	
Active/ fit	37%	29%	39%	43%	38%	38%	32%	33%	37%	38%	40%	39%	39%	33%	
None of these	5%	6%	4%	4%	7%	5%	5%	4%	5%	4%	5%	4%	5%	7%	
Don't know	3%	3%	2%	3%	7%	3%	4%	3%	3%	4%	4%	3%	2%	2%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

The next question is about menopause. Please remember that your answers are entirely confidential. They will not be analysed individually but only in combination with those of other respondents. If you do not want to answer this question please tick 'Prefer not to say'.

If you have not yet started menopause, please select the "Not applicable" option.

Would you say that your sex life improved or got worse after you started going through menopause, or did it make no difference?

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Improved a lot	5%	3%	6%	5%	4%	5%	5%	5%	5%	7%	4%	4%	7%	3%
Improved a little	6%	4%	7%	7%	12%	7%	6%	4%	8%	8%	8%	7%	5%	5%
No difference	41%	32%	40%	51%	51%	43%	37%	39%	42%	41%	42%	44%	39%	39%
Got a little worse	13%	15%	13%	9%	9%	12%	13%	15%	11%	16%	12%	12%	9%	9%
Got a lot worse	15%	19%	18%	10%	6%	14%	18%	19%	17%	13%	11%	11%	22%	16%
Don't know	5%	5%	5%	5%	3%	5%	6%	4%	3%	4%	6%	6%	8%	6%
Prefer not to say	10%	8%	10%	12%	14%	10%	10%	9%	10%	7%	11%	12%	9%	14%
Not applicable – I have not yet started menopause	5%	13%	1%	1%	1%	4%	5%	6%	4%	4%	5%	3%	2%	8%
NET: Improved	11%	7%	13%	12%	17%	11%	11%	9%	13%	15%	12%	11%	12%	8%
NET: Got worse	28%	35%	31%	19%	15%	27%	31%	34%	28%	29%	23%	23%	31%	25%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following scare you about growing older? (Please select all that apply)

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Losing my hair	13%	11%	14%	13%	14%	13%	13%	13%	15%	13%	14%	12%	15%	9%
Getting wrinkles	10%	11%	11%	6%	7%	9%	11%	12%	12%	9%	12%	8%	6%	5%
Dying	22%	25%	25%	17%	17%	21%	26%	28%	20%	26%	20%	21%	20%	15%
Being alone	27%	29%	29%	23%	25%	28%	25%	30%	29%	21%	34%	27%	21%	20%
Losing my sex appeal/ sex drive	7%	11%	8%	4%	3%	8%	6%	9%	8%	10%	6%	5%	5%	6%
Being attacked	7%	7%	9%	6%	9%	7%	9%	9%	7%	9%	7%	7%	3%	6%
My body's overall appearance	24%	26%	26%	19%	17%	23%	25%	27%	25%	26%	27%	22%	21%	13%
Health problems	61%	60%	62%	62%	59%	62%	59%	60%	63%	64%	67%	60%	64%	55%
Memory loss	64%	57%	66%	69%	65%	65%	60%	64%	64%	64%	71%	63%	63%	58%
Having to go into a nursing home	52%	44%	56%	57%	56%	53%	51%	54%	55%	53%	55%	51%	48%	47%
Being reliant on others/ losing independence	69%	63%	71%	73%	77%	71%	64%	68%	74%	70%	72%	70%	66%	62%
Relationships with family/ friends changing	7%	6%	7%	8%	7%	7%	8%	8%	6%	7%	8%	7%	5%	7%
Financial problems	26%	33%	25%	21%	24%	26%	26%	26%	24%	28%	32%	27%	21%	22%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	-
Don't know	1%	1%	1%	1%	-	1%	1%	1%	0%	0%	0%	0%	2%	2%
Not applicable - Nothing scares me about growing older	4%	5%	4%	5%	4%	4%	4%	3%	3%	4%	4%	5%	7%	8%
Net: Looks	31%	34%	34%	26%	27%	31%	33%	35%	32%	35%	38%	28%	29%	19%
Net: Health	91%	89%	91%	92%	93%	91%	89%	91%	92%	91%	92%	90%	89%	84%
Net: Relationships	34%	37%	36%	29%	28%	34%	34%	37%	37%	29%	39%	33%	25%	26%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

And which, if any, of the following excite you about growing older? (Please select all that apply)

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Getting a free bus pass	22%	15%	29%	23%	19%	24%	18%	23%	18%	25%	39%	19%	18%	19%	
Retiring	33%	37%	36%	27%	24%	35%	28%	35%	36%	38%	29%	29%	36%	33%	
Being able to travel the world	28%	29%	32%	23%	15%	30%	23%	31%	28%	33%	27%	23%	26%	25%	
Receiving my pension	21%	18%	30%	16%	17%	22%	19%	24%	21%	20%	22%	20%	22%	18%	
Not having to provide for my children	10%	8%	11%	11%	9%	10%	10%	10%	10%	10%	12%	8%	12%	10%	
Having grandchildren	37%	30%	42%	38%	35%	38%	34%	39%	39%	42%	32%	33%	38%	33%	
Tickling things off my 'bucket list' (i.e. goals to achieve)	19%	21%	22%	15%	13%	21%	16%	19%	21%	22%	15%	19%	27%	14%	
Becoming more confident as a person	24%	18%	24%	28%	32%	25%	21%	23%	23%	22%	25%	25%	22%	25%	
Having more leisure time	52%	51%	59%	46%	39%	54%	46%	54%	51%	55%	49%	53%	55%	44%	
Spending more time with family and friends	36%	34%	43%	33%	27%	38%	32%	33%	40%	37%	34%	37%	37%	37%	
Learning new hobbies/ skills	31%	33%	34%	25%	31%	33%	25%	28%	33%	35%	31%	29%	34%	33%	
Other	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	2%	3%	
Don't know	3%	3%	2%	3%	2%	2%	4%	2%	3%	1%	2%	3%	3%	3%	
Not applicable - Nothing excites me about growing older	15%	14%	12%	19%	24%	15%	17%	15%	15%	14%	16%	16%	16%	12%	

For the following question, if you do not have a social media account (e.g. Facebook, Twitter, Instagram), we would like you to imagine that you do.

How likely or unlikely do you think you would be to post a picture of yourself in a bikini on a social media website?

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus online	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Very likely	2%	2%	2%	2%	4%	2%	1%	2%	2%	2%	3%	1%	2%	1%	
Fairly likely	1%	2%	2%	0%	1%	1%	1%	2%	0%	1%	2%	1%	-	1%	
Fairly unlikely	5%	7%	5%	2%	3%	5%	5%	5%	5%	7%	4%	5%	4%	5%	
Very unlikely	92%	89%	91%	96%	93%	92%	92%	91%	93%	89%	92%	93%	93%	93%	
Don't know	0%	0%	0%	1%	-	0%	1%	0%	-	0%	0%	0%	1%	-	
NET: Likely	3%	3%	3%	2%	4%	3%	2%	4%	3%	4%	4%	2%	2%	2%	
NET: Unlikely	97%	96%	96%	98%	96%	96%	97%	96%	98%	96%	95%	98%	97%	98%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Overall, how confident, if at all, would you say you are about your body and appearance?

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Very confident	4%	3%	5%	4%	4%	5%	2%	4%	4%	4%	5%	4%	3%	5%	
Fairly confident	39%	33%	40%	45%	44%	41%	34%	36%	37%	46%	39%	43%	30%	41%	
Not very confident	34%	35%	34%	32%	32%	33%	37%	35%	34%	31%	31%	32%	41%	35%	
Not at all confident	21%	27%	20%	16%	17%	19%	25%	23%	24%	17%	23%	19%	25%	17%	
Don't know	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	2%	2%	1%	2%	
NET: Confident	43%	37%	44%	49%	47%	46%	36%	40%	40%	50%	44%	47%	33%	46%	
NET: Not confident	55%	63%	54%	48%	49%	52%	62%	58%	58%	48%	54%	51%	66%	52%	

Which, if any, of the following statements apply to you?
(Please select all that apply)

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
I would like to lose weight	57%	62%	57%	54%	40%	57%	56%	58%	55%	57%	59%	54%	62%	57%	
I would like to tone up my body	39%	52%	41%	29%	14%	39%	40%	40%	37%	44%	44%	38%	37%	39%	
I would like to eat more healthily	20%	26%	19%	15%	16%	20%	21%	23%	21%	18%	20%	18%	16%	20%	
I would like to feel more confident about my body	29%	37%	30%	20%	20%	27%	33%	31%	34%	27%	23%	26%	43%	23%	
I'd like to have a more youthful body	24%	24%	25%	23%	29%	24%	25%	25%	28%	26%	25%	25%	20%	16%	
I'd like to have less wrinkles	22%	16%	26%	23%	28%	21%	24%	24%	20%	25%	23%	22%	19%	19%	
I'm worried about what will happen to my body as I grow older	18%	22%	22%	12%	7%	19%	17%	20%	17%	20%	21%	17%	17%	16%	
None of these	13%	10%	11%	17%	26%	14%	12%	12%	13%	15%	11%	14%	10%	15%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following question, if you do not feel negative about any part of your body, please select the "Not applicable" option.

Which, if any, of the following parts of your body do you feel negative about? (Please select all that apply)

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Upper arms	35%	36%	37%	33%	24%	36%	32%	36%	31%	34%	37%	37%	35%	30%	
Chest area	4%	6%	4%	3%	2%	4%	5%	6%	3%	2%	8%	4%	6%	3%	
Breasts	18%	22%	18%	15%	14%	17%	20%	18%	18%	18%	21%	18%	19%	15%	
Hips	20%	23%	19%	20%	14%	20%	20%	20%	23%	15%	27%	18%	23%	15%	
Thighs	28%	34%	27%	25%	17%	29%	28%	28%	33%	26%	34%	26%	30%	20%	
Calves	9%	11%	9%	7%	6%	9%	10%	9%	9%	12%	8%	14%	5%		
Bottom	20%	24%	20%	16%	18%	20%	20%	20%	18%	18%	27%	19%	16%	20%	
Stomach	64%	70%	66%	60%	45%	63%	67%	67%	65%	62%	66%	64%	61%	59%	
Neck	15%	14%	17%	15%	15%	15%	16%	18%	15%	14%	19%	13%	14%	9%	
Face	18%	20%	19%	16%	17%	17%	21%	20%	20%	17%	15%	19%	14%	14%	
Feet	13%	13%	12%	15%	18%	14%	13%	12%	15%	14%	20%	13%	15%	7%	
Hair	11%	10%	12%	12%	12%	11%	12%	13%	10%	12%	17%	10%	11%	8%	
Other	3%	2%	3%	4%	5%	3%	3%	2%	2%	3%	5%	4%	3%	4%	
Not applicable – I don't feel negative about any part of my body	15%	11%	15%	19%	29%	17%	13%	13%	15%	16%	13%	16%	17%	22%	

Which, if any, of the following would you say make you feel more body-confident? (Please select all that apply)

	Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183	
Wearing high heels	12%	13%	13%	11%	9%	13%	11%	14%	13%	15%	9%	11%	7%	10%	
Getting my hair cut	40%	39%	40%	42%	38%	41%	38%	39%	35%	41%	48%	38%	40%	45%	
Having my nails done	16%	15%	17%	17%	13%	16%	16%	18%	19%	15%	14%	15%	15%	16%	
Wearing a new outfit	37%	36%	40%	35%	35%	40%	31%	40%	39%	38%	42%	34%	35%	30%	
Wearing bright colours	17%	14%	19%	18%	21%	18%	15%	20%	17%	17%	13%	17%	17%	18%	
Sex/ intimacy	13%	17%	14%	8%	5%	14%	10%	13%	12%	13%	14%	13%	13%	10%	
Being complimented	50%	48%	53%	49%	44%	52%	45%	48%	47%	55%	60%	52%	46%	41%	
Pampering myself (e.g. having a face mask, bath etc.)	14%	16%	16%	12%	7%	15%	13%	15%	12%	16%	13%	16%	17%	10%	
Exercise	30%	34%	33%	23%	17%	31%	26%	29%	25%	32%	36%	29%	35%	31%	
Having my hair coloured/ highlighted	33%	36%	37%	26%	18%	33%	31%	34%	30%	37%	35%	31%	31%	32%	
Receiving a promotion at work	3%	6%	3%	1%	3%	4%	2%	4%	2%	3%	4%	3%	4%	4%	
None of these	13%	13%	11%	13%	18%	12%	14%	12%	14%	13%	10%	14%	11%	14%	
Don't know	4%	4%	3%	5%	7%	3%	7%	5%	5%	2%	2%	4%	10%	4%	

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following forms of cosmetic surgery would you consider having in the future? (Please select all that apply. If you have already had one or more form of cosmetic surgery, please include them in your answer)

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Botox	3%	5%	3%	2%	1%	3%	4%	5%	1%	1%	5%	2%	1%	2%
Face lift	6%	7%	7%	5%	3%	6%	7%	7%	5%	11%	6%	7%	3%	4%
Breast implants	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	0%	1%	-
Eye lift	8%	10%	8%	6%	1%	7%	8%	8%	7%	10%	7%	8%	6%	6%
Liposuction	4%	6%	4%	3%	1%	4%	5%	4%	5%	6%	4%	3%	6%	6%
Tummy tuck	8%	12%	7%	4%	3%	7%	9%	9%	7%	9%	7%	7%	9%	6%
Collagen	2%	3%	2%	2%	2%	2%	3%	4%	2%	2%	3%	2%	3%	1%
Breast reduction	3%	4%	3%	2%	2%	3%	3%	3%	2%	3%	0%	4%	8%	2%
Buttock implants	0%	0%	-	-	-	-	0%	-	-	-	-	-	-	1%
Breast lift	2%	4%	2%	1%	1%	2%	3%	3%	2%	2%	2%	2%	2%	3%
Permanent make-up	2%	3%	3%	2%	1%	2%	3%	2%	3%	4%	3%	2%	-	2%
Other	2%	2%	3%	1%	1%	2%	2%	1%	2%	1%	0%	3%	1%	3%
Don't know	4%	5%	3%	3%	2%	3%	4%	3%	4%	4%	5%	3%	5%	2%
Not applicable – I would never have any form of cosmetic surgery	77%	71%	76%	82%	91%	78%	76%	77%	78%	72%	77%	77%	76%	83%
Net: Face	13%	16%	14%	10%	4%	13%	14%	14%	12%	18%	14%	14%	8%	8%
Net: Breast	5%	8%	4%	3%	2%	5%	5%	5%	4%	6%	3%	5%	9%	5%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How well represented (in terms of both number and portrayal), if at all, do you think women of your age group are in the following sector?

TV programmes :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Very well	2%	2%	1%	2%	1%	1%	2%	2%	2%	3%	1%	1%	-	1%
Fairly well	35%	42%	36%	30%	22%	34%	38%	33%	35%	38%	37%	36%	22%	41%
Not very well	38%	37%	39%	38%	36%	38%	36%	40%	38%	39%	36%	35%	47%	36%
Not at all well	19%	11%	18%	25%	32%	21%	14%	19%	17%	15%	18%	21%	23%	17%
Don't know	7%	8%	6%	5%	10%	6%	9%	6%	8%	4%	8%	7%	8%	5%
NET: Well represented	37%	44%	37%	32%	23%	35%	40%	35%	37%	41%	38%	38%	22%	42%
NET: Not well represented	57%	48%	57%	63%	68%	59%	51%	59%	55%	55%	54%	56%	69%	52%

Magazines :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Very well	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	2%	2%	-	1%
Fairly well	23%	27%	23%	21%	19%	24%	23%	23%	26%	23%	26%	23%	17%	25%
Not very well	36%	38%	37%	36%	28%	37%	35%	38%	33%	42%	34%	34%	40%	39%
Not at all well	22%	17%	23%	25%	27%	23%	19%	23%	18%	19%	21%	23%	24%	21%
Don't know	17%	17%	16%	16%	25%	16%	21%	15%	21%	16%	16%	18%	19%	14%
NET: Well represented	25%	28%	24%	23%	20%	25%	25%	24%	27%	23%	28%	25%	17%	26%
NET: Not well represented	58%	55%	59%	61%	54%	60%	55%	61%	52%	61%	56%	58%	64%	60%

Advertising (e.g. on TV, billboards etc.) :

	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Very well	1%	0%	1%	0%	-	0%	1%	1%	1%	0%	-	0%	1%	-
Fairly well	14%	18%	11%	12%	11%	13%	15%	14%	15%	14%	15%	14%	6%	12%
Not very well	44%	45%	45%	43%	31%	43%	45%	44%	40%	47%	49%	42%	42%	45%
Not at all well	32%	25%	34%	37%	43%	35%	26%	33%	30%	30%	28%	34%	42%	31%
Don't know	10%	11%	9%	8%	15%	8%	14%	8%	14%	9%	7%	9%	9%	12%
NET: Well represented	14%	18%	12%	12%	11%	14%	16%	14%	16%	15%	15%	15%	7%	12%
NET: Not well represented	76%	70%	79%	80%	74%	78%	71%	78%	70%	76%	78%	76%	84%	76%

Total	Age				Social Grade		Region						
Base	50-59	60-69	70-79	80+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

What age would you say that you were when you felt MOST confident? (Please write your answer in the box below, giving your best estimate)

Unweighted base	2003	655	716	518	114	1421	582	500	324	201	199	488	107	184
Base: All GB Women 50 plus	2003	632	694	551	126	1425	578	499	334	197	195	485	110	183
Under 18	1%	2%	1%	0%	-	1%	2%	1%	1%	1%	1%	1%	2%	2%
18-24	5%	6%	5%	4%	5%	5%	6%	4%	5%	6%	5%	6%	4%	5%
25-34	15%	22%	14%	11%	8%	15%	16%	13%	20%	17%	12%	14%	18%	15%
35-44	27%	30%	27%	24%	24%	25%	30%	29%	23%	27%	32%	25%	25%	26%
45-49	10%	10%	9%	11%	8%	10%	8%	9%	8%	11%	11%	10%	11%	12%
50-54	19%	22%	17%	20%	24%	20%	19%	22%	20%	15%	18%	20%	19%	16%
55-59	8%	9%	8%	8%	6%	8%	9%	8%	9%	8%	6%	8%	8%	9%
60-64	9%	-	16%	8%	11%	10%	6%	8%	8%	9%	11%	8%	7%	8%
65-69	3%	-	4%	5%	3%	3%	2%	3%	2%	1%	4%	3%	3%	4%
70-74	2%	-	-	6%	3%	2%	2%	2%	2%	2%	-	4%	2%	2%
75-79	1%	-	-	3%	4%	2%	0%	1%	2%	2%	-	1%	1%	1%
80-89	0%	-	-	-	2%	0%	-	-	-	-	-	0%	-	1%
90+	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	44.10	39.88	44.59	47.39	48.09	44.83	42.27	44.61	43.58	43.47	43.14	44.74	43.56	43.95