

Internal - Looks

17th - 18th December 2018

Sample size: 2027 Adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about when you decide to make an effort with your looks for an occasion or in every day life (i.e. with clothes, hair style, make up, etc.)...Would you say that you want people to notice you? (Please select the option that comes closest to your view)

	Unweighted base	2027	950	1077	127	321	361	320	898	1206	821
Base: All GB Adults	2027	983	1044	225	312	350	313	826	1155	872	
Absolutely - My intention is for people to notice I have made an effort		6%	5%	7%	8%	8%	5%	6%	5%	7%	5%
On some level - It would be nice for them to see I have made an effort		34%	27%	41%	44%	35%	37%	29%	32%	36%	31%
I don't mind - I dress for myself, and I don't care if anyone does or doesn't notice		36%	40%	32%	22%	29%	34%	38%	42%	35%	36%
Probably not - I'd rather they couldn't tell I made an effort, but I don't mind too much		8%	10%	6%	7%	9%	8%	11%	7%	8%	8%
Definitely not - The more natural my looks come across, the better		12%	13%	11%	10%	14%	11%	14%	12%	11%	14%
Don't know		4%	5%	3%	9%	4%	5%	3%	2%	3%	6%

In general, which, if any, of the following MOST influences your choice when choosing what to wear?

	Unweighted base	2027	950	1077	127	321	361	320	898	1206	821
Base: All GB Adults	2027	983	1044	225	312	350	313	826	1155	872	
Being comfortable		40%	45%	35%	24%	37%	38%	50%	43%	36%	46%
Looking appropriate for the social setting I will be in (i.e. in a formal setting, or a more casual gathering)		35%	33%	37%	23%	38%	31%	31%	41%	41%	28%
Making my body look attractive		7%	3%	10%	12%	8%	10%	5%	4%	8%	6%
How much I like the piece of clothing (e.g. the pattern, the design etc.)		13%	12%	14%	30%	11%	16%	11%	9%	13%	14%
Other		1%	2%	1%	1%	3%	2%	1%	1%	1%	2%
Don't know		3%	4%	2%	11%	4%	4%	2%	1%	2%	5%

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Total	Gender		Age					Social Grade	
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Have you ever felt negatively judged by someone for the amount of effort you had put into how you looked? (Please select the option that best applies)

	Unweighted base	2027	950	1077	127	321	361	320	898	1206	821
Base: All GB Adults	2027	983	1044	225	312	350	313	826	1155	872	
Yes - I have felt negatively judged for putting too much effort into my looks		9%	6%	12%	15%	15%	14%	5%	4%	9%	8%
Yes - I have felt negatively judged for putting too little effort into my looks		25%	21%	28%	30%	43%	34%	24%	12%	26%	23%
No - I have never felt judged for how much effort I put into my looks		54%	57%	51%	38%	41%	43%	57%	67%	55%	52%
Don't know/can't recall		17%	18%	15%	24%	11%	15%	15%	18%	14%	20%

You said you have previously felt negatively judged by someone for the amount of effort you had put into how you looked... Which, if any, of the following have EVER made you feel negatively judged? (Please select all that apply)

	Unweighted base	592	238	354	58	154	150	90	140	366	226
Base: All GB Adults who have felt judged on their looks	596	241	355	85	149	145	87	130	355	241	
A friend		42%	48%	38%	53%	49%	37%	47%	29%	41%	43%
A family member		45%	46%	44%	66%	45%	39%	47%	36%	41%	51%
A colleague		37%	40%	36%	36%	43%	41%	34%	29%	42%	31%
A stranger		41%	37%	44%	50%	52%	41%	35%	27%	40%	43%
A partner		22%	29%	17%	11%	26%	19%	28%	21%	22%	22%
A date		7%	7%	7%	4%	10%	10%	7%	3%	8%	5%
Other		6%	7%	5%	11%	5%	6%	2%	6%	6%	6%
Don't know/can't recall		5%	3%	6%	7%	4%	5%	2%	5%	4%	5%