

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
My friend(s)	8%	7%	7%	11%	8%	9%	7%
My child(ren)	3%	2%	3%	3%	7%	3%	3%
My grandchild(ren)	1%	-	1%	2%	-	1%	1%
My parent(s)	0%	0%	-	0%	1%	0%	0%
My partner	11%	13%	12%	8%	7%	11%	10%
My boss/ line manager	0%	1%	-	-	-	0%	-
My work colleague(s) (excluding my boss/ line manager)	1%	3%	0%	0%	-	1%	1%
Strangers	2%	2%	2%	2%	1%	2%	1%
Other family member(s)	1%	0%	1%	1%	1%	1%	0%
Other	1%	1%	0%	1%	1%	0%	1%
Don't know	1%	1%	1%	0%	-	0%	1%
Not applicable - I dress for myself rather than to impress others	56%	56%	55%	56%	60%	56%	56%
Not applicable - I don't dress to impress anyone	16%	16%	18%	16%	14%	15%	18%

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	2%	3%	2%	1%	2%	2%	3%
Tend to agree	17%	19%	15%	17%	12%	17%	16%
Neither agree nor disagree	26%	28%	27%	22%	24%	23%	32%
Tend to disagree	33%	31%	33%	33%	36%	34%	29%
Strongly disagree	22%	18%	23%	25%	24%	24%	18%
Don't know	1%	1%	0%	2%	2%	1%	2%
NET: Agree	19%	22%	17%	19%	15%	19%	19%
NET: Disagree	55%	48%	56%	58%	60%	58%	47%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
My friend(s)	8%	10%	8%	7%	6%	7%	8%	15%	8%	6%	8%	4%	9%
My child(ren)	3%	4%	4%	3%	5%	2%	4%	3%	3%	2%	3%	2%	1%
My grandchild(ren)	1%	1%	2%	1%	1%	2%	2%	1%	0%	0%	1%	-	1%
My parent(s)	0%	-	1%	-	-	-	-	1%	-	-	0%	-	-
My partner	11%	14%	10%	12%	7%	11%	13%	9%	10%	13%	11%	14%	8%
My boss/ line manager	0%	-	-	-	-	-	-	-	0%	1%	0%	1%	-
My work colleague(s) (excluding my boss/ line manager)	1%	2%	-	1%	1%	1%	2%	2%	-	0%	1%	2%	1%
Strangers	2%	1%	1%	4%	2%	2%	2%	4%	1%	1%	2%	-	1%
Other family member(s)	1%	1%	1%	2%	1%	-	-	1%	0%	-	1%	-	1%
Other	1%	2%	-	1%	2%	-	-	1%	1%	1%	1%	-	1%
Don't know	1%	1%	0%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Not applicable - I dress for myself rather than to impress others	56%	47%	58%	53%	56%	61%	56%	49%	57%	54%	55%	61%	59%
Not applicable - I don't dress to impress anyone	16%	17%	14%	16%	19%	13%	14%	15%	19%	18%	16%	15%	19%

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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	2%	1%	1%	4%	2%	2%	2%	3%	2%	2%	2%	3%	3%
Tend to agree	17%	14%	13%	14%	16%	17%	21%	14%	22%	21%	17%	12%	13%
Neither agree nor disagree	26%	25%	26%	24%	29%	31%	21%	22%	24%	26%	25%	28%	30%
Tend to disagree	33%	39%	35%	37%	31%	29%	38%	29%	30%	32%	33%	35%	30%
Strongly disagree	22%	21%	22%	20%	21%	21%	17%	31%	22%	19%	22%	22%	24%
Don't know	1%	1%	2%	1%	3%	1%	2%	-	0%	1%	1%	-	1%
NET: Agree	19%	15%	14%	18%	18%	19%	22%	17%	24%	23%	19%	15%	16%
NET: Disagree	55%	60%	57%	57%	51%	50%	55%	61%	52%	50%	54%	57%	54%

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Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
My friend(s)	8%	8%	6%	8%	15%	7%	8%	4%	9%	8%	8%	8%	-	8%	6%	6%
My child(ren)	3%	4%	4%	4%	3%	3%	3%	2%	1%	2%	3%	2%	-	4%	-	2%
My grandchild(ren)	1%	1%	1%	2%	1%	0%	1%	-	1%	1%	-	0%	-	1%	-	-
My parent(s)	0%	0%	-	-	1%	-	0%	-	-	-	0%	0%	-	0%	4%	-
My partner	11%	12%	10%	13%	9%	11%	11%	14%	8%	15%	12%	14%	-	10%	16%	8%
My boss/ line manager	0%	-	-	-	-	1%	0%	1%	-	1%	0%	0%	-	-	-	1%
My work colleague(s) (excluding my boss/ line manager)	1%	1%	1%	2%	2%	0%	1%	2%	1%	4%	0%	2%	-	0%	6%	1%
Strangers	2%	2%	2%	2%	4%	1%	2%	-	1%	3%	2%	2%	-	2%	-	1%
Other family member(s)	1%	1%	1%	-	1%	0%	1%	-	1%	-	1%	0%	-	1%	-	-
Other	1%	1%	1%	-	1%	1%	1%	-	1%	0%	1%	0%	-	1%	-	1%
Don't know	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	0%	4%	1%
Not applicable - I dress for myself rather than to impress others	56%	54%	59%	56%	49%	56%	55%	61%	59%	51%	59%	55%	100%	56%	41%	58%
Not applicable - I don't dress to impress anyone	16%	15%	16%	14%	15%	18%	16%	15%	19%	15%	13%	14%	-	17%	23%	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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	2%	2%	2%	2%	3%	2%	2%	3%	3%	3%	3%	3%	-	2%	4%	4%
Tend to agree	17%	13%	16%	21%	14%	22%	17%	12%	13%	19%	19%	19%	25%	16%	20%	13%
Neither agree nor disagree	26%	25%	30%	21%	22%	25%	25%	28%	30%	25%	26%	26%	49%	25%	35%	28%
Tend to disagree	33%	36%	30%	38%	29%	31%	33%	35%	30%	34%	34%	34%	26%	32%	29%	30%
Strongly disagree	22%	21%	21%	17%	31%	20%	22%	22%	24%	18%	18%	18%	-	24%	13%	22%
Don't know	1%	2%	2%	2%	-	0%	1%	-	1%	1%	0%	1%	-	1%	-	3%
NET: Agree	19%	15%	18%	22%	17%	24%	19%	15%	16%	22%	22%	22%	25%	17%	24%	17%
NET: Disagree	55%	58%	51%	55%	61%	51%	54%	57%	54%	52%	52%	52%	26%	57%	41%	52%

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Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
My friend(s)	8%	8%	8%	6%	10%	9%	8%	6%	10%	32%	8%	5%
My child(ren)	3%	3%	2%	2%	6%	1%	3%	3%	7%	-	4%	4%
My grandchild(ren)	1%	1%	-	0%	2%	1%	1%	1%	-	-	1%	2%
My parent(s)	0%	0%	1%	0%	-	-	0%	1%	-	-	1%	-
My partner	11%	15%	22%	3%	1%	3%	10%	14%	19%	-	15%	16%
My boss/ line manager	0%	0%	1%	1%	-	-	0%	1%	-	-	1%	-
My work colleague(s) (excluding my boss/ line manager)	1%	1%	-	2%	-	2%	1%	4%	-	-	3%	4%
Strangers	2%	1%	2%	3%	2%	2%	2%	4%	-	-	3%	-
Other family member(s)	1%	1%	-	0%	1%	1%	1%	-	-	-	-	2%
Other	1%	1%	-	0%	1%	-	1%	1%	-	-	1%	-
Don't know	1%	1%	-	1%	-	1%	1%	-	-	-	-	-
Not applicable - I dress for myself rather than to impress others	56%	53%	48%	64%	61%	57%	56%	53%	45%	35%	51%	59%
Not applicable - I don't dress to impress anyone	16%	15%	16%	18%	16%	24%	17%	11%	20%	33%	14%	8%

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	2%	2%	2%	2%	2%	2%	2%	4%	-	-	3%	4%
Tend to agree	17%	18%	21%	12%	16%	11%	17%	18%	16%	-	17%	18%
Neither agree nor disagree	26%	26%	18%	26%	28%	28%	25%	28%	29%	33%	29%	26%
Tend to disagree	33%	33%	35%	33%	31%	29%	33%	35%	16%	67%	31%	27%
Strongly disagree	22%	19%	22%	27%	23%	29%	22%	13%	39%	-	19%	21%
Don't know	1%	1%	2%	0%	1%	1%	1%	1%	-	-	1%	4%
NET: Agree	19%	21%	23%	14%	17%	13%	19%	22%	16%	-	20%	22%
NET: Disagree	55%	53%	57%	60%	54%	58%	55%	48%	55%	67%	50%	48%

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Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
My friend(s)	8%	9%	8%	5%	10%	5%	8%	10%	7%	2%	8%	8%
My child(ren)	3%	3%	2%	3%	2%	-	4%	2%	3%	2%	3%	3%
My grandchild(ren)	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%
My parent(s)	0%	-	-	1%	-	-	-	0%	0%	-	-	0%
My partner	11%	12%	12%	14%	11%	6%	12%	10%	10%	7%	12%	10%
My boss/ line manager	0%	0%	0%	-	0%	-	0%	0%	0%	-	0%	0%
My work colleague(s) (excluding my boss/ line manager)	1%	1%	3%	-	3%	1%	1%	1%	1%	2%	1%	1%
Strangers	2%	3%	4%	2%	3%	4%	2%	2%	1%	-	2%	2%
Other family member(s)	1%	0%	1%	0%	1%	3%	1%	0%	0%	-	1%	0%
Other	1%	1%	1%	-	1%	-	1%	1%	0%	-	1%	0%
Don't know	1%	1%	1%	0%	1%	-	0%	1%	1%	-	0%	1%
Not applicable - I dress for myself rather than to impress others	56%	55%	53%	58%	54%	64%	58%	56%	52%	55%	58%	54%
Not applicable - I don't dress to impress anyone	16%	15%	14%	16%	13%	16%	12%	16%	23%	32%	12%	19%

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	2%	3%	4%	2%	3%	1%	1%	2%	6%	-	1%	3%
Tend to agree	17%	17%	19%	15%	18%	-	11%	21%	25%	4%	10%	22%
Neither agree nor disagree	26%	25%	20%	24%	25%	7%	21%	29%	29%	42%	20%	29%
Tend to disagree	33%	33%	33%	36%	31%	29%	40%	33%	22%	17%	39%	28%
Strongly disagree	22%	22%	24%	21%	22%	63%	26%	15%	17%	29%	29%	16%
Don't know	1%	1%	-	1%	1%	-	1%	0%	2%	9%	1%	1%
NET: Agree	19%	20%	23%	17%	21%	1%	12%	22%	30%	4%	11%	26%
NET: Disagree	55%	55%	57%	57%	53%	92%	66%	48%	39%	46%	69%	44%

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Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
My friend(s)	8%	2%	15%	7%	8%	4%	7%	8%	9%	7%
My child(ren)	3%	4%	8%	4%	3%	4%	6%	3%	2%	4%
My grandchild(ren)	1%	-	-	2%	1%	-	-	1%	1%	1%
My parent(s)	0%	2%	-	1%	0%	-	1%	0%	0%	0%
My partner	11%	7%	11%	16%	10%	18%	8%	11%	12%	9%
My boss/ line manager	0%	-	-	-	0%	-	-	0%	0%	0%
My work colleague(s) (excluding my boss/ line manager)	1%	4%	4%	-	1%	4%	4%	1%	1%	1%
Strangers	2%	6%	-	3%	2%	-	4%	2%	3%	0%
Other family member(s)	1%	-	-	1%	1%	-	-	1%	1%	1%
Other	1%	-	-	1%	1%	4%	-	1%	1%	1%
Don't know	1%	-	-	-	1%	7%	-	1%	1%	0%
Not applicable - I dress for myself rather than to impress others	56%	63%	62%	54%	56%	33%	63%	56%	56%	56%
Not applicable - I don't dress to impress anyone	16%	11%	-	11%	17%	26%	7%	17%	15%	19%

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	2%	7%	-	-	2%	-	4%	2%	3%	2%
Tend to agree	17%	22%	12%	13%	17%	4%	18%	17%	17%	16%
Neither agree nor disagree	26%	9%	15%	20%	26%	33%	11%	26%	26%	26%
Tend to disagree	33%	38%	48%	44%	32%	11%	42%	33%	33%	33%
Strongly disagree	22%	25%	26%	22%	22%	41%	25%	22%	21%	23%
Don't know	1%	-	-	1%	1%	11%	-	1%	1%	1%
NET: Agree	19%	29%	12%	13%	19%	4%	22%	19%	20%	17%
NET: Disagree	55%	63%	74%	66%	53%	52%	67%	54%	54%	56%

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Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	1%	1%	0%	0%	1%	1%	0%
Tend to agree	15%	14%	16%	15%	10%	15%	13%
Neither agree nor disagree	22%	23%	21%	22%	20%	21%	23%
Tend to disagree	36%	35%	35%	36%	39%	37%	33%
Strongly disagree	27%	26%	27%	26%	31%	26%	29%
Don't know	0%	1%	0%	0%	-	0%	1%
NET: Agree	15%	15%	16%	15%	11%	16%	14%
NET: Disagree	63%	62%	62%	63%	69%	63%	62%

- Comfort is more important to me than style

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	22%	21%	22%	22%	21%	20%	26%
Tend to agree	50%	51%	53%	46%	52%	51%	48%
Neither agree nor disagree	19%	19%	16%	21%	21%	19%	17%
Tend to disagree	8%	8%	8%	10%	5%	8%	7%
Strongly disagree	1%	1%	1%	0%	1%	1%	2%
Don't know	0%	0%	0%	0%	-	0%	0%
NET: Agree	72%	72%	75%	69%	72%	71%	74%
NET: Disagree	9%	8%	9%	10%	6%	9%	8%

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	3%	4%	2%	2%	3%	2%	4%
Tend to agree	15%	15%	16%	15%	12%	16%	14%
Neither agree nor disagree	28%	32%	29%	25%	23%	27%	30%
Tend to disagree	30%	32%	32%	27%	25%	31%	29%
Strongly disagree	20%	16%	19%	27%	26%	21%	20%
Don't know	3%	1%	2%	5%	12%	3%	3%
NET: Agree	18%	19%	19%	17%	15%	18%	18%
NET: Disagree	51%	48%	50%	54%	50%	51%	49%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	1%	2%	1%	-	-	2%	-	1%	0%	1%	1%	-	-
Tend to agree	15%	20%	14%	14%	10%	9%	20%	20%	11%	18%	15%	10%	16%
Neither agree nor disagree	22%	15%	23%	27%	23%	25%	18%	18%	26%	22%	22%	14%	23%
Tend to disagree	36%	43%	41%	32%	38%	38%	40%	34%	34%	31%	36%	36%	33%
Strongly disagree	27%	18%	21%	26%	28%	26%	21%	28%	29%	29%	26%	39%	29%
Don't know	0%	1%	0%	1%	1%	-	1%	-	-	-	0%	-	-
NET: Agree	15%	22%	15%	14%	10%	11%	20%	21%	11%	19%	15%	10%	16%
NET: Disagree	63%	62%	62%	58%	66%	64%	61%	61%	63%	59%	62%	76%	62%

- Comfort is more important to me than style

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	22%	20%	19%	22%	21%	23%	22%	20%	24%	21%	22%	27%	20%
Tend to agree	50%	46%	48%	55%	54%	49%	53%	49%	50%	48%	50%	50%	52%
Neither agree nor disagree	19%	17%	22%	12%	19%	18%	15%	21%	18%	25%	19%	17%	20%
Tend to disagree	8%	13%	10%	10%	6%	10%	9%	8%	7%	5%	8%	5%	6%
Strongly disagree	1%	3%	1%	2%	1%	1%	-	1%	0%	1%	1%	1%	1%
Don't know	0%	1%	-	-	-	-	1%	-	0%	-	0%	-	-
NET: Agree	72%	66%	67%	76%	75%	72%	75%	70%	74%	69%	72%	77%	73%
NET: Disagree	9%	16%	11%	12%	6%	11%	9%	9%	8%	6%	9%	6%	7%

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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	3%	1%	3%	2%	4%	4%	3%	2%	3%	3%	3%	6%	2%
Tend to agree	15%	18%	18%	17%	19%	14%	16%	14%	16%	9%	16%	14%	11%
Neither agree nor disagree	28%	23%	30%	37%	24%	25%	28%	27%	27%	34%	29%	28%	26%
Tend to disagree	30%	32%	26%	25%	23%	28%	30%	37%	36%	31%	30%	26%	34%
Strongly disagree	20%	26%	18%	17%	27%	26%	21%	16%	16%	20%	20%	23%	25%
Don't know	3%	-	5%	3%	4%	4%	1%	4%	3%	3%	3%	3%	3%
NET: Agree	18%	19%	21%	19%	23%	17%	19%	16%	19%	12%	18%	20%	13%
NET: Disagree	51%	58%	44%	42%	50%	54%	51%	53%	51%	51%	50%	49%	59%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	0%	-	2%
Tend to agree	15%	15%	9%	20%	20%	14%	15%	10%	16%	16%	16%	16%	-	15%	13%	11%
Neither agree nor disagree	22%	23%	24%	18%	18%	24%	22%	14%	23%	24%	25%	24%	49%	21%	29%	20%
Tend to disagree	36%	38%	38%	40%	34%	32%	36%	36%	33%	33%	34%	34%	26%	38%	39%	33%
Strongly disagree	27%	22%	27%	21%	28%	29%	26%	39%	29%	25%	24%	25%	25%	27%	19%	32%
Don't know	0%	1%	1%	1%	-	-	0%	-	-	0%	-	0%	-	0%	-	3%
NET: Agree	15%	16%	11%	20%	21%	14%	15%	10%	16%	17%	16%	17%	-	15%	13%	12%
NET: Disagree	63%	61%	65%	61%	61%	62%	62%	76%	62%	59%	58%	59%	51%	64%	58%	65%

- Comfort is more important to me than style

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	22%	20%	22%	22%	20%	23%	22%	27%	20%	21%	17%	19%	-	21%	29%	35%
Tend to agree	50%	50%	51%	53%	49%	49%	50%	50%	52%	52%	52%	52%	76%	51%	58%	42%
Neither agree nor disagree	19%	17%	18%	15%	21%	21%	19%	17%	20%	18%	21%	19%	24%	19%	10%	17%
Tend to disagree	8%	11%	8%	9%	8%	6%	8%	5%	6%	9%	9%	9%	-	8%	-	5%
Strongly disagree	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%	-
Don't know	0%	0%	-	1%	-	0%	0%	-	-	-	-	-	-	0%	-	1%
NET: Agree	72%	70%	73%	75%	70%	72%	72%	77%	73%	72%	69%	71%	76%	72%	87%	77%
NET: Disagree	9%	12%	9%	9%	9%	7%	9%	6%	7%	10%	10%	10%	-	9%	3%	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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	3%	2%	4%	3%	2%	3%	3%	6%	2%	2%	2%	2%	-	2%	7%	6%
Tend to agree	15%	18%	16%	16%	14%	13%	16%	14%	11%	16%	18%	17%	-	15%	13%	12%
Neither agree nor disagree	28%	31%	24%	28%	27%	30%	29%	28%	26%	30%	29%	30%	24%	26%	36%	35%
Tend to disagree	30%	27%	26%	30%	37%	34%	30%	26%	34%	32%	32%	32%	76%	30%	29%	25%
Strongly disagree	20%	19%	26%	21%	16%	17%	20%	23%	25%	18%	15%	16%	-	23%	16%	20%
Don't know	3%	3%	4%	1%	4%	3%	3%	3%	3%	2%	4%	3%	-	3%	-	2%
NET: Agree	18%	20%	20%	19%	16%	16%	18%	20%	13%	19%	19%	19%	-	17%	19%	18%
NET: Disagree	51%	46%	52%	51%	53%	51%	50%	49%	59%	49%	47%	48%	76%	53%	45%	45%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	1%	1%	1%	1%	-	1%	1%	2%	-	-	2%	-
Tend to agree	15%	15%	17%	15%	14%	9%	14%	16%	23%	-	17%	22%
Neither agree nor disagree	22%	23%	19%	21%	21%	23%	22%	28%	16%	-	25%	18%
Tend to disagree	36%	37%	33%	34%	37%	35%	36%	39%	26%	67%	37%	41%
Strongly disagree	27%	25%	29%	29%	28%	31%	27%	14%	35%	33%	19%	16%
Don't know	0%	0%	1%	-	-	1%	0%	-	-	-	-	2%
NET: Agree	15%	16%	18%	16%	14%	10%	15%	18%	23%	-	19%	22%
NET: Disagree	63%	61%	62%	63%	65%	66%	63%	53%	61%	100%	56%	58%

- Comfort is more important to me than style

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	22%	21%	22%	21%	24%	25%	22%	13%	32%	33%	18%	29%
Tend to agree	50%	52%	50%	51%	46%	46%	50%	56%	44%	67%	53%	45%
Neither agree nor disagree	19%	19%	14%	17%	21%	23%	19%	21%	17%	-	20%	13%
Tend to disagree	8%	8%	13%	9%	8%	4%	8%	8%	8%	-	8%	12%
Strongly disagree	1%	1%	1%	2%	1%	2%	1%	1%	-	-	1%	-
Don't know	0%	0%	-	-	-	-	0%	-	-	-	-	2%
NET: Agree	72%	73%	72%	72%	70%	71%	72%	69%	76%	100%	72%	73%
NET: Disagree	9%	8%	14%	11%	9%	6%	9%	9%	8%	-	9%	12%

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	3%	2%	4%	3%	3%	5%	3%	2%	6%	-	3%	8%
Tend to agree	15%	15%	17%	14%	14%	15%	15%	16%	10%	-	14%	12%
Neither agree nor disagree	28%	30%	25%	26%	27%	27%	28%	36%	39%	35%	37%	27%
Tend to disagree	30%	30%	34%	29%	31%	34%	30%	35%	22%	33%	32%	29%
Strongly disagree	20%	20%	19%	23%	22%	17%	21%	11%	23%	32%	14%	20%
Don't know	3%	3%	1%	4%	4%	3%	3%	-	-	-	-	4%
NET: Agree	18%	18%	20%	17%	17%	19%	18%	18%	16%	-	17%	20%
NET: Disagree	51%	50%	53%	52%	52%	52%	51%	46%	45%	65%	46%	49%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	1%	1%	1%	1%	1%	1%	1%	1%	0%	-	1%	1%
Tend to agree	15%	16%	22%	22%	17%	18%	18%	15%	9%	2%	18%	12%
Neither agree nor disagree	22%	23%	24%	22%	25%	16%	24%	21%	19%	33%	23%	20%
Tend to disagree	36%	35%	30%	31%	32%	32%	36%	39%	34%	22%	36%	37%
Strongly disagree	27%	25%	23%	23%	24%	32%	22%	24%	36%	36%	23%	29%
Don't know	0%	0%	-	0%	0%	-	-	0%	0%	7%	-	0%
NET: Agree	15%	17%	23%	23%	18%	20%	19%	16%	10%	2%	19%	13%
NET: Disagree	63%	60%	53%	54%	57%	64%	58%	63%	71%	58%	58%	66%

- Comfort is more important to me than style

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	22%	21%	18%	21%	22%	24%	15%	20%	33%	35%	16%	26%
Tend to agree	50%	50%	43%	44%	47%	30%	47%	57%	52%	43%	45%	55%
Neither agree nor disagree	19%	19%	25%	22%	19%	19%	26%	17%	9%	15%	25%	14%
Tend to disagree	8%	9%	11%	11%	10%	24%	11%	5%	5%	2%	12%	5%
Strongly disagree	1%	1%	2%	2%	1%	4%	1%	0%	1%	-	1%	1%
Don't know	0%	0%	0%	-	0%	-	0%	-	-	5%	0%	-
NET: Agree	72%	71%	61%	65%	70%	54%	62%	77%	85%	78%	61%	80%
NET: Disagree	9%	9%	13%	13%	11%	28%	12%	6%	6%	2%	13%	6%

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	3%	4%	4%	3%	5%	1%	1%	3%	5%	-	1%	4%
Tend to agree	15%	15%	17%	17%	15%	5%	14%	16%	19%	5%	13%	17%
Neither agree nor disagree	28%	29%	30%	28%	30%	24%	28%	30%	26%	40%	27%	29%
Tend to disagree	30%	31%	33%	29%	32%	30%	35%	30%	24%	18%	35%	28%
Strongly disagree	20%	18%	13%	19%	14%	33%	20%	18%	22%	28%	21%	20%
Don't know	3%	2%	3%	4%	4%	8%	2%	2%	4%	9%	2%	3%
NET: Agree	18%	19%	21%	20%	20%	6%	15%	19%	24%	5%	14%	21%
NET: Disagree	51%	50%	46%	48%	46%	62%	55%	48%	46%	46%	56%	47%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	1%	-	-	-	1%	4%	-	1%	1%	1%
Tend to agree	15%	31%	33%	23%	13%	8%	32%	14%	17%	10%
Neither agree nor disagree	22%	4%	19%	32%	21%	49%	10%	22%	23%	20%
Tend to disagree	36%	31%	26%	29%	37%	18%	29%	36%	35%	38%
Strongly disagree	27%	33%	22%	16%	27%	11%	29%	27%	25%	31%
Don't know	0%	-	-	-	0%	11%	-	0%	0%	1%
NET: Agree	15%	31%	33%	23%	14%	12%	32%	15%	17%	11%
NET: Disagree	63%	64%	48%	45%	64%	29%	58%	63%	60%	69%

- Comfort is more important to me than style

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	22%	20%	22%	13%	22%	18%	20%	22%	21%	22%
Tend to agree	50%	38%	41%	55%	51%	22%	39%	51%	49%	53%
Neither agree nor disagree	19%	25%	30%	17%	18%	31%	27%	18%	20%	17%
Tend to disagree	8%	14%	8%	13%	8%	11%	11%	8%	8%	7%
Strongly disagree	1%	4%	-	2%	1%	7%	3%	1%	1%	1%
Don't know	0%	-	-	-	0%	11%	-	0%	0%	0%
NET: Agree	72%	57%	63%	68%	73%	41%	59%	73%	71%	75%
NET: Disagree	9%	18%	8%	15%	8%	18%	14%	9%	9%	8%

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	3%	9%	-	-	3%	-	5%	3%	4%	1%
Tend to agree	15%	13%	18%	15%	15%	14%	15%	15%	15%	15%
Neither agree nor disagree	28%	25%	34%	34%	28%	53%	28%	28%	29%	27%
Tend to disagree	30%	38%	33%	41%	30%	7%	36%	30%	31%	28%
Strongly disagree	20%	16%	15%	10%	21%	18%	16%	21%	19%	24%
Don't know	3%	-	-	1%	3%	7%	-	3%	2%	5%
NET: Agree	18%	21%	18%	15%	18%	14%	20%	18%	19%	16%
NET: Disagree	51%	54%	48%	51%	51%	26%	52%	51%	50%	52%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	12%	9%	12%	14%	16%	12%	13%
Tend to agree	55%	53%	55%	58%	50%	55%	53%
Neither agree nor disagree	20%	22%	20%	17%	24%	19%	21%
Tend to disagree	10%	12%	10%	9%	7%	10%	9%
Strongly disagree	3%	4%	3%	2%	2%	3%	3%
Don't know	1%	0%	1%	0%	1%	1%	0%
NET: Agree	67%	62%	67%	71%	66%	67%	65%
NET: Disagree	13%	16%	13%	11%	9%	13%	13%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	4%	5%	4%	3%	3%	4%	4%
Tend to agree	18%	20%	17%	18%	17%	18%	17%
Neither agree nor disagree	25%	24%	25%	26%	27%	24%	28%
Tend to disagree	31%	32%	33%	30%	21%	32%	30%
Strongly disagree	21%	19%	20%	22%	30%	21%	20%
Don't know	1%	1%	1%	1%	2%	1%	1%
NET: Agree	22%	24%	21%	21%	20%	22%	21%
NET: Disagree	52%	51%	53%	53%	52%	53%	50%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	8%	8%	7%	7%	6%	8%	7%
Tend to agree	16%	17%	15%	16%	17%	16%	15%
Neither agree nor disagree	25%	26%	25%	23%	23%	23%	28%
Tend to disagree	27%	29%	27%	25%	24%	27%	25%
Strongly disagree	25%	20%	24%	29%	28%	25%	24%
Don't know	0%	0%	0%	0%	2%	0%	1%
NET: Agree	24%	25%	23%	23%	23%	24%	22%
NET: Disagree	51%	48%	52%	54%	53%	52%	49%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	12%	17%	10%	10%	17%	12%	11%	13%	12%	11%	12%	15%	10%
Tend to agree	55%	57%	56%	55%	49%	58%	52%	60%	55%	58%	55%	46%	51%
Neither agree nor disagree	20%	8%	16%	21%	21%	16%	27%	15%	20%	22%	19%	26%	26%
Tend to disagree	10%	14%	14%	10%	9%	10%	8%	9%	10%	7%	10%	8%	11%
Strongly disagree	3%	4%	4%	4%	3%	3%	2%	3%	3%	2%	3%	4%	2%
Don't know	1%	-	1%	-	1%	1%	0%	1%	1%	-	1%	1%	-
NET: Agree	67%	74%	66%	65%	66%	70%	63%	73%	66%	69%	68%	61%	62%
NET: Disagree	13%	18%	17%	14%	12%	13%	10%	11%	13%	9%	13%	12%	13%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	4%	3%	3%	4%	7%	4%	1%	5%	4%	3%	4%	3%	6%
Tend to agree	18%	10%	16%	23%	18%	20%	19%	17%	18%	17%	18%	19%	16%
Neither agree nor disagree	25%	22%	24%	30%	22%	25%	27%	25%	24%	30%	26%	23%	22%
Tend to disagree	31%	42%	33%	22%	27%	30%	32%	32%	32%	31%	31%	37%	28%
Strongly disagree	21%	22%	21%	20%	25%	20%	20%	21%	20%	18%	21%	18%	27%
Don't know	1%	-	3%	1%	1%	1%	0%	-	2%	1%	1%	-	1%
NET: Agree	22%	13%	19%	27%	25%	23%	21%	22%	22%	20%	22%	23%	21%
NET: Disagree	52%	64%	54%	42%	52%	51%	52%	53%	52%	49%	52%	54%	55%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	8%	2%	6%	10%	10%	5%	8%	7%	10%	8%	8%	9%	7%
Tend to agree	16%	16%	12%	18%	21%	18%	17%	12%	14%	21%	16%	16%	14%
Neither agree nor disagree	25%	23%	27%	22%	25%	23%	25%	19%	25%	28%	24%	32%	22%
Tend to disagree	27%	31%	29%	24%	20%	28%	28%	31%	26%	21%	26%	28%	29%
Strongly disagree	25%	28%	26%	25%	22%	25%	21%	31%	25%	22%	25%	16%	27%
Don't know	0%	-	0%	1%	2%	1%	1%	-	-	0%	1%	-	-
NET: Agree	24%	18%	18%	28%	31%	23%	24%	18%	24%	29%	24%	25%	21%
NET: Disagree	51%	58%	54%	49%	42%	53%	49%	63%	51%	43%	51%	44%	56%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	12%	11%	14%	11%	13%	11%	12%	15%	10%	12%	9%	11%	-	12%	10%	15%
Tend to agree	55%	56%	54%	52%	60%	56%	55%	46%	51%	55%	57%	56%	25%	54%	55%	54%
Neither agree nor disagree	20%	17%	18%	27%	15%	21%	19%	26%	26%	17%	21%	19%	49%	21%	13%	20%
Tend to disagree	10%	12%	10%	8%	9%	9%	10%	8%	11%	12%	11%	11%	26%	10%	13%	6%
Strongly disagree	3%	4%	3%	2%	3%	2%	3%	4%	2%	4%	3%	3%	-	3%	10%	3%
Don't know	1%	0%	1%	0%	1%	0%	1%	1%	-	0%	0%	0%	-	1%	-	1%
NET: Agree	67%	67%	68%	63%	73%	67%	68%	61%	62%	67%	66%	66%	25%	67%	65%	70%
NET: Disagree	13%	16%	13%	10%	11%	12%	13%	12%	13%	16%	13%	15%	26%	12%	22%	9%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	4%	3%	5%	1%	5%	4%	4%	3%	6%	6%	3%	5%	25%	3%	3%	5%
Tend to agree	18%	17%	19%	19%	17%	18%	18%	19%	16%	19%	17%	18%	25%	17%	29%	21%
Neither agree nor disagree	25%	26%	24%	27%	25%	26%	26%	23%	22%	22%	27%	24%	24%	25%	10%	31%
Tend to disagree	31%	31%	29%	32%	32%	31%	31%	37%	28%	31%	34%	32%	26%	31%	39%	25%
Strongly disagree	21%	21%	22%	20%	21%	19%	21%	18%	27%	21%	18%	20%	-	22%	19%	17%
Don't know	1%	1%	1%	0%	-	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%
NET: Agree	22%	21%	24%	21%	22%	21%	22%	23%	21%	25%	20%	23%	50%	20%	32%	26%
NET: Disagree	52%	52%	51%	52%	53%	51%	52%	54%	55%	52%	52%	52%	26%	54%	58%	42%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	8%	7%	7%	8%	7%	9%	8%	9%	7%	8%	7%	7%	25%	7%	3%	14%
Tend to agree	16%	15%	19%	17%	12%	17%	16%	16%	14%	17%	16%	16%	25%	16%	16%	18%
Neither agree nor disagree	25%	25%	24%	25%	19%	26%	24%	32%	22%	24%	24%	24%	24%	24%	26%	30%
Tend to disagree	27%	27%	25%	28%	31%	24%	26%	28%	29%	29%	29%	29%	26%	26%	32%	22%
Strongly disagree	25%	26%	24%	21%	31%	24%	25%	16%	27%	23%	24%	23%	-	27%	22%	16%
Don't know	0%	0%	1%	1%	-	0%	1%	-	-	0%	-	0%	-	0%	-	2%
NET: Agree	24%	22%	27%	24%	18%	26%	24%	25%	21%	24%	23%	23%	50%	22%	20%	31%
NET: Disagree	51%	53%	48%	49%	63%	48%	51%	44%	56%	51%	54%	52%	26%	53%	54%	37%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	12%	13%	10%	10%	14%	12%	13%	5%	10%	-	6%	8%
Tend to agree	55%	56%	53%	50%	60%	47%	55%	56%	55%	68%	56%	46%
Neither agree nor disagree	20%	19%	22%	23%	17%	26%	20%	22%	13%	-	19%	21%
Tend to disagree	10%	9%	13%	14%	7%	11%	9%	15%	19%	-	16%	17%
Strongly disagree	3%	3%	2%	3%	2%	4%	3%	2%	-	32%	2%	6%
Don't know	1%	1%	1%	0%	-	1%	0%	-	3%	-	1%	2%
NET: Agree	67%	68%	63%	60%	74%	58%	67%	61%	64%	68%	62%	54%
NET: Disagree	13%	12%	15%	17%	9%	14%	12%	17%	19%	32%	18%	23%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	4%	4%	5%	3%	3%	4%	4%	5%	10%	-	6%	4%
Tend to agree	18%	18%	24%	16%	17%	17%	18%	23%	16%	33%	21%	18%
Neither agree nor disagree	25%	27%	16%	23%	28%	22%	25%	24%	23%	35%	24%	27%
Tend to disagree	31%	32%	33%	34%	28%	26%	31%	31%	26%	-	29%	31%
Strongly disagree	21%	19%	23%	23%	23%	30%	21%	16%	22%	32%	18%	21%
Don't know	1%	1%	1%	0%	2%	1%	1%	1%	3%	-	2%	-
NET: Agree	22%	22%	28%	20%	20%	21%	21%	28%	26%	33%	27%	22%
NET: Disagree	52%	50%	55%	57%	50%	56%	52%	47%	48%	32%	47%	51%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	8%	7%	6%	9%	5%	13%	7%	13%	6%	-	11%	6%
Tend to agree	16%	16%	19%	14%	18%	14%	16%	18%	19%	-	18%	14%
Neither agree nor disagree	25%	25%	20%	25%	23%	25%	25%	31%	20%	-	27%	20%
Tend to disagree	27%	28%	26%	26%	24%	26%	27%	19%	23%	68%	21%	34%
Strongly disagree	25%	23%	26%	25%	30%	22%	25%	18%	32%	32%	21%	25%
Don't know	0%	0%	2%	-	0%	1%	0%	1%	-	-	1%	-
NET: Agree	24%	23%	25%	24%	24%	27%	23%	32%	25%	-	29%	20%
NET: Disagree	51%	51%	52%	51%	53%	48%	52%	37%	55%	100%	43%	59%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	12%	12%	11%	13%	12%	7%	9%	13%	17%	4%	9%	15%
Tend to agree	55%	53%	55%	48%	49%	36%	50%	61%	57%	55%	49%	59%
Neither agree nor disagree	20%	20%	19%	22%	23%	21%	23%	16%	18%	31%	23%	17%
Tend to disagree	10%	11%	11%	13%	13%	17%	14%	8%	5%	2%	14%	7%
Strongly disagree	3%	3%	3%	4%	3%	16%	3%	2%	2%	5%	4%	2%
Don't know	1%	0%	-	1%	-	3%	0%	0%	1%	3%	0%	0%
NET: Agree	67%	66%	67%	60%	61%	43%	59%	74%	75%	58%	58%	74%
NET: Disagree	13%	14%	14%	17%	16%	33%	17%	10%	7%	7%	19%	9%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	4%	5%	5%	5%	6%	-	2%	3%	10%	-	2%	6%
Tend to agree	18%	18%	21%	19%	24%	4%	12%	21%	27%	7%	11%	24%
Neither agree nor disagree	25%	25%	20%	28%	20%	5%	22%	31%	25%	39%	20%	28%
Tend to disagree	31%	31%	32%	26%	27%	23%	36%	32%	23%	25%	35%	29%
Strongly disagree	21%	21%	22%	21%	22%	64%	28%	12%	14%	22%	32%	13%
Don't know	1%	1%	-	1%	0%	4%	1%	1%	1%	7%	1%	1%
NET: Agree	22%	23%	26%	25%	31%	4%	14%	24%	37%	7%	13%	29%
NET: Disagree	52%	51%	54%	47%	50%	87%	64%	44%	37%	47%	66%	41%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	8%	9%	6%	11%	9%	9%	4%	6%	15%	8%	5%	10%
Tend to agree	16%	16%	15%	15%	20%	11%	12%	18%	20%	20%	12%	19%
Neither agree nor disagree	25%	24%	24%	22%	24%	25%	24%	24%	24%	31%	24%	24%
Tend to disagree	27%	28%	32%	24%	26%	23%	31%	27%	21%	18%	30%	25%
Strongly disagree	25%	23%	22%	27%	21%	31%	28%	24%	18%	20%	29%	22%
Don't know	0%	0%	-	1%	-	-	0%	0%	1%	3%	0%	1%
NET: Agree	24%	25%	21%	27%	29%	20%	16%	24%	36%	28%	17%	29%
NET: Disagree	51%	50%	55%	51%	47%	54%	59%	51%	39%	38%	59%	46%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	12%	9%	4%	4%	13%	8%	7%	12%	12%	13%
Tend to agree	55%	51%	41%	54%	55%	36%	47%	55%	54%	57%
Neither agree nor disagree	20%	9%	37%	20%	20%	37%	19%	20%	20%	20%
Tend to disagree	10%	23%	15%	18%	9%	4%	20%	10%	11%	8%
Strongly disagree	3%	8%	4%	5%	3%	11%	7%	3%	3%	2%
Don't know	1%	-	-	-	1%	4%	-	0%	0%	1%
NET: Agree	67%	60%	45%	58%	68%	44%	54%	67%	65%	70%
NET: Disagree	13%	31%	19%	23%	12%	15%	27%	12%	14%	10%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	4%	2%	-	-	4%	-	1%	4%	5%	2%
Tend to agree	18%	11%	20%	12%	18%	11%	14%	18%	18%	17%
Neither agree nor disagree	25%	18%	18%	20%	26%	38%	18%	25%	25%	25%
Tend to disagree	31%	29%	29%	43%	31%	18%	29%	31%	31%	32%
Strongly disagree	21%	37%	33%	24%	20%	22%	36%	20%	20%	22%
Don't know	1%	2%	-	1%	1%	11%	1%	1%	1%	2%
NET: Agree	22%	13%	20%	12%	23%	11%	15%	22%	23%	19%
NET: Disagree	52%	67%	63%	68%	51%	40%	65%	52%	51%	54%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	8%	6%	-	4%	8%	4%	4%	8%	9%	5%
Tend to agree	16%	13%	15%	15%	16%	11%	14%	16%	16%	15%
Neither agree nor disagree	25%	25%	26%	25%	24%	49%	26%	24%	24%	25%
Tend to disagree	27%	33%	34%	38%	26%	19%	33%	27%	27%	25%
Strongly disagree	25%	22%	26%	18%	25%	14%	23%	25%	23%	28%
Don't know	0%	-	-	-	0%	4%	-	0%	0%	1%
NET: Agree	24%	19%	15%	20%	24%	15%	18%	24%	25%	20%
NET: Disagree	51%	55%	59%	56%	51%	33%	57%	51%	50%	53%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	6%	4%	6%	7%	11%	6%	6%
Tend to agree	36%	33%	33%	42%	43%	37%	34%
Neither agree nor disagree	34%	36%	35%	32%	29%	33%	37%
Tend to disagree	18%	20%	20%	16%	9%	19%	16%
Strongly disagree	5%	5%	5%	3%	7%	5%	5%
Don't know	1%	2%	1%	1%	1%	1%	2%
NET: Agree	42%	37%	39%	48%	54%	43%	40%
NET: Disagree	23%	25%	25%	19%	16%	24%	20%

- I like to be loyal to a particular store

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	2%	1%	1%	2%	3%	2%	1%
Tend to agree	15%	12%	15%	18%	19%	16%	14%
Neither agree nor disagree	35%	35%	34%	37%	34%	35%	36%
Tend to disagree	31%	33%	32%	29%	32%	32%	29%
Strongly disagree	16%	18%	17%	13%	12%	15%	18%
Don't know	1%	1%	0%	0%	1%	0%	1%
NET: Agree	17%	14%	17%	20%	22%	18%	15%
NET: Disagree	47%	51%	49%	42%	44%	47%	48%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	11%	12%	10%	10%	15%	10%	12%
Tend to agree	43%	42%	42%	44%	40%	44%	40%
Neither agree nor disagree	20%	21%	19%	19%	24%	19%	22%
Tend to disagree	19%	18%	21%	20%	11%	19%	19%
Strongly disagree	7%	7%	7%	6%	10%	7%	7%
Don't know	0%	0%	0%	0%	-	0%	0%
NET: Agree	53%	54%	52%	54%	55%	54%	52%
NET: Disagree	26%	25%	28%	26%	21%	26%	26%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	6%	8%	7%	8%	4%	5%	6%	7%	6%	5%	6%	3%	6%
Tend to agree	36%	41%	29%	30%	39%	38%	35%	41%	32%	42%	36%	40%	35%
Neither agree nor disagree	34%	35%	38%	35%	32%	40%	34%	30%	33%	33%	34%	33%	33%
Tend to disagree	18%	12%	20%	18%	19%	14%	20%	18%	23%	13%	18%	15%	21%
Strongly disagree	5%	3%	6%	6%	4%	2%	3%	3%	4%	5%	4%	9%	6%
Don't know	1%	2%	1%	3%	2%	1%	1%	-	1%	2%	1%	-	-
NET: Agree	42%	48%	35%	38%	43%	43%	42%	48%	39%	47%	42%	43%	41%
NET: Disagree	23%	15%	26%	24%	22%	16%	23%	21%	28%	18%	22%	24%	27%

- I like to be loyal to a particular store

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	2%	1%	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%
Tend to agree	15%	22%	17%	14%	17%	14%	14%	21%	13%	14%	16%	10%	14%
Neither agree nor disagree	35%	33%	34%	38%	40%	31%	37%	39%	34%	39%	36%	30%	30%
Tend to disagree	31%	33%	33%	28%	27%	35%	35%	25%	32%	29%	31%	34%	37%
Strongly disagree	16%	12%	13%	18%	13%	17%	13%	14%	19%	15%	15%	24%	18%
Don't know	1%	-	1%	1%	1%	1%	0%	1%	0%	1%	1%	-	1%
NET: Agree	17%	23%	20%	16%	19%	16%	16%	22%	15%	16%	18%	11%	14%
NET: Disagree	47%	45%	46%	46%	40%	53%	47%	38%	50%	44%	46%	59%	55%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	11%	8%	8%	15%	9%	12%	8%	13%	12%	12%	11%	10%	10%
Tend to agree	43%	47%	41%	48%	40%	41%	47%	42%	42%	42%	43%	47%	36%
Neither agree nor disagree	20%	12%	22%	17%	23%	22%	19%	18%	18%	20%	19%	24%	24%
Tend to disagree	19%	27%	23%	15%	18%	17%	20%	20%	19%	17%	19%	13%	23%
Strongly disagree	7%	6%	7%	5%	8%	8%	5%	6%	8%	8%	7%	4%	8%
Don't know	0%	-	-	-	1%	-	0%	-	1%	0%	0%	1%	-
NET: Agree	53%	55%	49%	63%	49%	53%	55%	56%	54%	54%	54%	57%	46%
NET: Disagree	26%	33%	29%	20%	26%	25%	25%	26%	27%	25%	26%	17%	31%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	6%	7%	5%	6%	7%	6%	6%	3%	6%	5%	5%	5%	-	7%	3%	7%
Tend to agree	36%	31%	38%	35%	41%	36%	36%	40%	35%	35%	40%	37%	26%	37%	23%	27%
Neither agree nor disagree	34%	36%	36%	34%	30%	33%	34%	33%	33%	34%	30%	32%	24%	34%	39%	45%
Tend to disagree	18%	18%	16%	20%	18%	19%	18%	15%	21%	19%	20%	19%	25%	18%	25%	15%
Strongly disagree	5%	5%	3%	3%	3%	5%	4%	9%	6%	6%	5%	5%	25%	4%	10%	3%
Don't know	1%	2%	2%	1%	-	1%	1%	-	-	2%	2%	2%	-	1%	-	3%
NET: Agree	42%	39%	43%	42%	48%	42%	42%	43%	41%	40%	45%	42%	26%	43%	26%	35%
NET: Disagree	23%	23%	19%	23%	21%	24%	22%	24%	27%	25%	24%	25%	50%	22%	35%	18%

- I like to be loyal to a particular store

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	2%	2%	2%	1%	1%	2%	2%	2%	1%	0%	2%	1%	-	2%	-	3%
Tend to agree	15%	17%	16%	14%	21%	14%	16%	10%	14%	18%	13%	16%	-	17%	13%	6%
Neither agree nor disagree	35%	35%	35%	37%	39%	36%	36%	30%	30%	31%	36%	33%	49%	36%	33%	37%
Tend to disagree	31%	31%	31%	35%	25%	31%	31%	34%	37%	30%	35%	32%	-	31%	29%	33%
Strongly disagree	16%	14%	16%	13%	14%	17%	15%	24%	18%	21%	13%	17%	51%	15%	26%	18%
Don't know	1%	1%	1%	0%	1%	1%	1%	-	1%	1%	-	0%	-	0%	-	3%
NET: Agree	17%	19%	17%	16%	22%	16%	18%	11%	14%	18%	15%	17%	-	19%	13%	9%
NET: Disagree	47%	45%	47%	47%	38%	48%	46%	59%	55%	51%	49%	50%	51%	45%	54%	51%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	11%	11%	11%	8%	13%	12%	11%	10%	10%	12%	10%	11%	-	10%	16%	14%
Tend to agree	43%	45%	40%	47%	42%	42%	43%	47%	36%	43%	45%	44%	25%	42%	35%	45%
Neither agree nor disagree	20%	18%	23%	19%	18%	19%	19%	24%	24%	19%	17%	18%	75%	21%	23%	22%
Tend to disagree	19%	21%	18%	20%	20%	18%	19%	13%	23%	19%	20%	20%	-	20%	19%	12%
Strongly disagree	7%	6%	8%	5%	6%	8%	7%	4%	8%	7%	7%	7%	-	7%	6%	6%
Don't know	0%	-	1%	0%	-	1%	0%	1%	-	0%	0%	0%	-	0%	-	1%
NET: Agree	53%	55%	51%	55%	56%	54%	54%	57%	46%	55%	55%	55%	25%	52%	52%	59%
NET: Disagree	26%	27%	26%	25%	26%	27%	26%	17%	31%	26%	27%	27%	-	27%	26%	18%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	6%	5%	8%	7%	9%	9%	6%	3%	7%	-	4%	2%
Tend to agree	36%	36%	31%	36%	41%	27%	36%	37%	19%	100%	34%	42%
Neither agree nor disagree	34%	35%	34%	31%	32%	41%	35%	28%	29%	-	28%	24%
Tend to disagree	18%	19%	23%	20%	13%	17%	18%	24%	33%	-	26%	20%
Strongly disagree	5%	5%	1%	5%	5%	4%	4%	6%	6%	-	6%	10%
Don't know	1%	1%	3%	1%	1%	2%	1%	1%	7%	-	2%	2%
NET: Agree	42%	41%	39%	43%	50%	35%	42%	40%	25%	100%	38%	44%
NET: Disagree	23%	23%	25%	25%	18%	22%	22%	31%	39%	-	32%	30%

- I like to be loyal to a particular store

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	2%	2%	1%	2%	2%	-	2%	-	-	-	-	-
Tend to agree	15%	15%	14%	15%	18%	16%	16%	10%	12%	35%	11%	12%
Neither agree nor disagree	35%	37%	24%	33%	41%	26%	35%	38%	39%	33%	38%	39%
Tend to disagree	31%	31%	34%	30%	28%	42%	31%	43%	19%	-	36%	28%
Strongly disagree	16%	15%	25%	19%	12%	15%	16%	9%	30%	32%	15%	21%
Don't know	1%	1%	1%	1%	0%	1%	1%	-	-	-	-	-
NET: Agree	17%	17%	15%	17%	20%	16%	18%	10%	12%	35%	11%	12%
NET: Disagree	47%	46%	59%	49%	39%	57%	47%	52%	49%	32%	51%	49%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	11%	11%	9%	10%	12%	15%	11%	8%	20%	33%	11%	16%
Tend to agree	43%	44%	45%	41%	42%	33%	43%	44%	38%	35%	42%	35%
Neither agree nor disagree	20%	18%	17%	22%	23%	25%	20%	24%	19%	-	22%	22%
Tend to disagree	19%	19%	23%	21%	16%	17%	19%	19%	16%	32%	19%	18%
Strongly disagree	7%	7%	5%	6%	6%	11%	7%	5%	3%	-	4%	9%
Don't know	0%	0%	1%	-	0%	-	0%	-	3%	-	1%	-
NET: Agree	53%	55%	54%	51%	54%	48%	54%	52%	58%	68%	54%	51%
NET: Disagree	26%	26%	28%	26%	22%	28%	26%	24%	19%	32%	23%	27%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	6%	6%	7%	7%	7%	8%	6%	6%	6%	7%	6%	6%
Tend to agree	36%	35%	38%	36%	32%	39%	40%	35%	31%	23%	40%	34%
Neither agree nor disagree	34%	34%	33%	31%	36%	26%	29%	35%	41%	56%	29%	37%
Tend to disagree	18%	19%	17%	19%	19%	22%	19%	19%	15%	7%	20%	18%
Strongly disagree	5%	5%	4%	5%	5%	4%	5%	3%	5%	4%	5%	4%
Don't know	1%	1%	0%	1%	0%	1%	1%	1%	2%	3%	1%	1%
NET: Agree	42%	41%	45%	43%	38%	47%	45%	41%	38%	30%	45%	40%
NET: Disagree	23%	24%	22%	24%	25%	26%	25%	23%	20%	11%	25%	22%

- I like to be loyal to a particular store

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	2%	2%	0%	1%	1%	3%	1%	2%	2%	-	1%	2%
Tend to agree	15%	14%	20%	15%	15%	8%	16%	17%	14%	6%	16%	16%
Neither agree nor disagree	35%	35%	34%	35%	33%	32%	33%	37%	34%	55%	33%	36%
Tend to disagree	31%	33%	33%	30%	32%	22%	34%	33%	29%	21%	33%	31%
Strongly disagree	16%	16%	12%	17%	18%	34%	16%	11%	20%	15%	17%	15%
Don't know	1%	0%	1%	2%	0%	1%	0%	0%	1%	3%	0%	1%
NET: Agree	17%	16%	20%	16%	17%	11%	17%	19%	16%	6%	17%	18%
NET: Disagree	47%	49%	45%	47%	50%	56%	49%	44%	49%	36%	50%	46%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	11%	11%	15%	11%	14%	8%	6%	10%	22%	2%	6%	15%
Tend to agree	43%	44%	44%	36%	41%	17%	34%	50%	51%	31%	33%	51%
Neither agree nor disagree	20%	20%	17%	24%	19%	12%	21%	21%	16%	44%	20%	19%
Tend to disagree	19%	19%	18%	21%	20%	26%	29%	15%	9%	14%	29%	12%
Strongly disagree	7%	6%	6%	6%	6%	35%	10%	3%	3%	6%	12%	3%
Don't know	0%	0%	-	2%	-	1%	0%	-	0%	3%	0%	0%
NET: Agree	53%	55%	59%	47%	55%	26%	40%	61%	73%	33%	39%	66%
NET: Disagree	26%	25%	24%	27%	26%	61%	39%	18%	11%	20%	41%	15%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	6%	9%	7%	4%	6%	7%	8%	6%	6%	6%
Tend to agree	36%	27%	37%	40%	36%	25%	31%	36%	35%	37%
Neither agree nor disagree	34%	32%	26%	29%	35%	42%	30%	34%	34%	36%
Tend to disagree	18%	24%	22%	25%	18%	11%	23%	18%	19%	16%
Strongly disagree	5%	9%	4%	3%	4%	7%	7%	4%	5%	4%
Don't know	1%	-	4%	-	1%	8%	1%	1%	1%	2%
NET: Agree	42%	36%	44%	43%	42%	33%	39%	42%	41%	43%
NET: Disagree	23%	32%	26%	28%	22%	18%	30%	23%	24%	20%

- I like to be loyal to a particular store

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	2%	-	-	1%	2%	8%	-	2%	2%	2%
Tend to agree	15%	23%	16%	12%	15%	19%	20%	15%	14%	17%
Neither agree nor disagree	35%	26%	33%	41%	35%	41%	29%	35%	35%	36%
Tend to disagree	31%	33%	22%	31%	32%	14%	29%	32%	33%	29%
Strongly disagree	16%	18%	25%	14%	16%	15%	21%	16%	16%	16%
Don't know	1%	-	4%	1%	1%	4%	1%	1%	1%	1%
NET: Agree	17%	23%	16%	13%	17%	27%	20%	17%	16%	19%
NET: Disagree	47%	51%	48%	46%	48%	29%	50%	47%	49%	44%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	11%	11%	-	5%	12%	4%	7%	11%	11%	10%
Tend to agree	43%	38%	26%	33%	44%	22%	33%	43%	43%	42%
Neither agree nor disagree	20%	20%	18%	19%	20%	38%	19%	20%	20%	20%
Tend to disagree	19%	22%	30%	36%	18%	15%	25%	19%	19%	19%
Strongly disagree	7%	9%	23%	7%	6%	18%	14%	7%	6%	8%
Don't know	0%	-	4%	-	0%	4%	1%	0%	0%	0%
NET: Agree	53%	49%	26%	38%	55%	26%	40%	54%	54%	52%
NET: Disagree	26%	31%	53%	43%	24%	33%	39%	26%	26%	27%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	21%	18%	23%	22%	24%	22%	19%
Tend to agree	38%	40%	37%	38%	35%	38%	38%
Neither agree nor disagree	20%	21%	19%	22%	18%	19%	23%
Tend to disagree	14%	14%	15%	13%	13%	14%	13%
Strongly disagree	6%	7%	5%	5%	8%	6%	6%
Don't know	1%	1%	1%	0%	1%	0%	1%
NET: Agree	59%	57%	60%	60%	60%	60%	57%
NET: Disagree	20%	21%	20%	18%	21%	20%	19%

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	2%	2%	1%	2%	3%	2%	2%
Tend to agree	19%	25%	18%	16%	13%	19%	20%
Neither agree nor disagree	31%	35%	31%	29%	22%	29%	35%
Tend to disagree	36%	28%	39%	38%	45%	38%	31%
Strongly disagree	10%	8%	10%	13%	15%	11%	9%
Don't know	2%	2%	2%	3%	2%	2%	2%
NET: Agree	21%	28%	19%	17%	16%	20%	22%
NET: Disagree	46%	35%	48%	51%	59%	49%	40%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	21%	27%	23%	24%	16%	20%	17%	29%	20%	18%	21%	15%	23%
Tend to agree	38%	39%	35%	35%	33%	43%	41%	36%	42%	37%	38%	39%	37%
Neither agree nor disagree	20%	14%	21%	21%	24%	20%	20%	16%	18%	25%	20%	22%	22%
Tend to disagree	14%	15%	15%	13%	16%	12%	16%	13%	12%	15%	14%	17%	12%
Strongly disagree	6%	4%	4%	6%	10%	4%	5%	6%	8%	5%	6%	8%	5%
Don't know	1%	1%	1%	1%	2%	1%	0%	-	0%	-	1%	-	1%
NET: Agree	59%	66%	59%	60%	49%	64%	58%	65%	61%	55%	60%	54%	60%
NET: Disagree	20%	19%	19%	19%	25%	16%	22%	19%	21%	20%	20%	25%	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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	2%	3%	3%	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%
Tend to agree	19%	21%	19%	22%	13%	20%	20%	21%	19%	15%	19%	21%	21%
Neither agree nor disagree	31%	30%	30%	32%	32%	33%	26%	27%	31%	35%	31%	32%	34%
Tend to disagree	36%	41%	35%	31%	41%	36%	41%	37%	34%	39%	37%	34%	27%
Strongly disagree	10%	5%	8%	10%	8%	10%	10%	12%	13%	7%	10%	10%	15%
Don't know	2%	-	4%	2%	3%	-	1%	3%	2%	1%	2%	2%	2%
NET: Agree	21%	24%	22%	25%	16%	21%	21%	22%	21%	17%	21%	22%	22%
NET: Disagree	46%	46%	43%	41%	49%	46%	51%	48%	47%	46%	46%	44%	42%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	21%	25%	18%	17%	29%	19%	21%	15%	23%	20%	24%	22%	-	22%	13%	17%
Tend to agree	38%	36%	39%	41%	36%	40%	38%	39%	37%	36%	41%	38%	26%	38%	55%	35%
Neither agree nor disagree	20%	20%	22%	20%	16%	21%	20%	22%	22%	24%	16%	20%	24%	20%	10%	21%
Tend to disagree	14%	14%	14%	16%	13%	13%	14%	17%	12%	14%	13%	14%	25%	14%	16%	15%
Strongly disagree	6%	5%	6%	5%	6%	7%	6%	8%	5%	5%	5%	5%	25%	6%	6%	10%
Don't know	1%	1%	1%	0%	-	0%	1%	-	1%	1%	-	1%	-	0%	-	2%
NET: Agree	59%	60%	57%	58%	65%	59%	60%	54%	60%	56%	65%	60%	26%	60%	68%	52%
NET: Disagree	20%	19%	20%	22%	19%	20%	20%	25%	17%	19%	19%	19%	50%	19%	22%	25%

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	2%	3%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	-	2%	6%	2%
Tend to agree	19%	20%	17%	20%	21%	18%	19%	21%	21%	27%	27%	27%	26%	16%	23%	16%
Neither agree nor disagree	31%	31%	32%	26%	27%	33%	31%	32%	34%	34%	33%	34%	49%	29%	26%	34%
Tend to disagree	36%	35%	38%	41%	37%	36%	37%	34%	27%	27%	33%	30%	25%	39%	38%	34%
Strongly disagree	10%	8%	9%	10%	12%	11%	10%	10%	15%	8%	6%	7%	-	12%	7%	10%
Don't know	2%	3%	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%	-	2%	-	3%
NET: Agree	21%	23%	19%	21%	22%	19%	21%	22%	22%	29%	27%	28%	26%	17%	29%	18%
NET: Disagree	46%	43%	48%	51%	48%	47%	46%	44%	42%	35%	39%	37%	25%	51%	45%	44%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	21%	22%	19%	23%	22%	15%	22%	14%	26%	-	17%	16%
Tend to agree	38%	39%	40%	35%	38%	36%	38%	38%	38%	100%	40%	44%
Neither agree nor disagree	20%	20%	20%	20%	20%	23%	20%	26%	13%	-	23%	19%
Tend to disagree	14%	14%	14%	16%	13%	14%	14%	15%	14%	-	14%	10%
Strongly disagree	6%	5%	7%	7%	6%	10%	6%	6%	10%	-	7%	10%
Don't know	1%	0%	1%	1%	0%	1%	1%	-	-	-	-	-
NET: Agree	59%	61%	58%	57%	60%	51%	59%	52%	64%	100%	56%	61%
NET: Disagree	20%	19%	21%	22%	19%	25%	20%	21%	23%	-	21%	20%

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	2%	2%	-	2%	1%	1%	2%	3%	3%	-	3%	-
Tend to agree	19%	20%	19%	19%	16%	15%	19%	28%	19%	-	25%	18%
Neither agree nor disagree	31%	31%	30%	34%	28%	34%	31%	35%	25%	33%	32%	34%
Tend to disagree	36%	35%	41%	32%	41%	32%	36%	29%	36%	67%	31%	35%
Strongly disagree	10%	10%	9%	10%	12%	13%	11%	5%	10%	-	6%	8%
Don't know	2%	1%	1%	2%	3%	5%	2%	1%	7%	-	2%	4%
NET: Agree	21%	23%	19%	21%	17%	16%	21%	31%	22%	-	28%	18%
NET: Disagree	46%	45%	50%	43%	53%	45%	47%	34%	46%	67%	37%	43%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	21%	21%	19%	14%	16%	22%	23%	22%	18%	13%	23%	20%
Tend to agree	38%	38%	40%	39%	39%	36%	40%	39%	35%	31%	40%	37%
Neither agree nor disagree	20%	20%	20%	22%	23%	17%	20%	21%	20%	31%	20%	20%
Tend to disagree	14%	15%	16%	16%	19%	13%	12%	14%	18%	5%	12%	16%
Strongly disagree	6%	6%	4%	7%	5%	12%	5%	4%	9%	15%	5%	6%
Don't know	1%	0%	0%	1%	-	-	0%	0%	1%	5%	0%	1%
NET: Agree	59%	59%	59%	54%	54%	58%	63%	61%	52%	43%	63%	57%
NET: Disagree	20%	21%	20%	23%	23%	24%	17%	18%	27%	20%	17%	22%

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	2%	2%	1%	2%	1%	7%	2%	2%	1%	-	2%	1%
Tend to agree	19%	20%	23%	25%	21%	23%	25%	18%	12%	11%	24%	16%
Neither agree nor disagree	31%	32%	30%	26%	31%	31%	34%	32%	24%	47%	33%	28%
Tend to disagree	36%	34%	33%	31%	35%	23%	33%	37%	41%	30%	32%	39%
Strongly disagree	10%	10%	10%	12%	10%	8%	5%	11%	19%	6%	6%	14%
Don't know	2%	2%	3%	5%	2%	8%	1%	1%	3%	7%	2%	2%
NET: Agree	21%	22%	24%	27%	22%	29%	27%	20%	13%	11%	27%	17%
NET: Disagree	46%	44%	43%	43%	44%	31%	39%	48%	60%	35%	38%	53%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	21%	18%	30%	20%	21%	15%	22%	21%	20%	24%
Tend to agree	38%	37%	26%	41%	38%	22%	33%	38%	38%	38%
Neither agree nor disagree	20%	22%	22%	20%	20%	45%	22%	20%	20%	21%
Tend to disagree	14%	20%	11%	16%	14%	-	17%	14%	16%	10%
Strongly disagree	6%	2%	11%	2%	6%	11%	5%	6%	6%	6%
Don't know	1%	-	-	1%	0%	7%	-	0%	0%	1%
NET: Agree	59%	55%	56%	61%	60%	37%	56%	60%	58%	62%
NET: Disagree	20%	23%	22%	18%	20%	11%	22%	20%	21%	16%

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	2%	7%	-	3%	2%	-	4%	2%	2%	1%
Tend to agree	19%	29%	46%	27%	18%	7%	35%	19%	20%	18%
Neither agree nor disagree	31%	35%	29%	37%	30%	56%	33%	31%	32%	30%
Tend to disagree	36%	20%	22%	30%	37%	22%	20%	36%	35%	38%
Strongly disagree	10%	9%	4%	3%	11%	8%	7%	10%	10%	11%
Don't know	2%	-	-	1%	2%	7%	-	2%	2%	3%
NET: Agree	21%	36%	46%	30%	20%	7%	39%	20%	22%	19%
NET: Disagree	46%	29%	25%	32%	48%	29%	27%	47%	45%	49%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	4%	3%	4%	4%	4%	4%	4%
Tend to agree	28%	27%	30%	29%	26%	29%	26%
Neither agree nor disagree	43%	40%	44%	45%	46%	42%	46%
Tend to disagree	18%	22%	17%	16%	16%	19%	16%
Strongly disagree	2%	3%	2%	1%	1%	2%	3%
Don't know	4%	5%	4%	4%	8%	4%	4%
NET: Agree	32%	30%	33%	33%	30%	33%	31%
NET: Disagree	20%	25%	19%	17%	17%	21%	19%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	19%	14%	19%	22%	28%	19%	19%
Tend to agree	41%	37%	42%	45%	41%	43%	37%
Neither agree nor disagree	29%	35%	30%	25%	19%	28%	33%
Tend to disagree	8%	11%	6%	6%	8%	8%	7%
Strongly disagree	1%	1%	1%	2%	1%	1%	2%
Don't know	1%	2%	1%	1%	2%	1%	2%
NET: Agree	60%	51%	61%	66%	69%	62%	56%
NET: Disagree	9%	13%	7%	8%	10%	10%	9%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Strongly agree	18%	12%	17%	22%	25%	18%	17%
Tend to agree	40%	33%	42%	43%	46%	41%	37%
Neither agree nor disagree	20%	27%	20%	16%	11%	19%	23%
Tend to disagree	18%	23%	17%	14%	15%	18%	16%
Strongly disagree	3%	3%	3%	3%	3%	3%	4%
Don't know	1%	2%	1%	1%	-	1%	2%
NET: Agree	58%	46%	59%	65%	71%	59%	55%
NET: Disagree	21%	26%	20%	17%	18%	21%	20%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	4%	2%	5%	2%	2%	5%	3%	6%	3%	4%	4%	3%	5%
Tend to agree	28%	35%	25%	29%	27%	29%	28%	32%	27%	35%	29%	19%	25%
Neither agree nor disagree	43%	36%	39%	42%	47%	41%	46%	39%	46%	44%	43%	52%	41%
Tend to disagree	18%	20%	20%	20%	15%	23%	17%	14%	17%	13%	17%	22%	23%
Strongly disagree	2%	3%	4%	2%	2%	1%	2%	3%	2%	1%	2%	2%	1%
Don't know	4%	3%	7%	5%	7%	1%	4%	6%	4%	4%	5%	2%	4%
NET: Agree	32%	37%	30%	31%	29%	34%	31%	38%	30%	39%	33%	22%	31%
NET: Disagree	20%	23%	23%	22%	18%	24%	19%	17%	19%	14%	20%	24%	24%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	19%	18%	18%	18%	23%	19%	16%	20%	20%	20%	19%	18%	18%
Tend to agree	41%	45%	43%	42%	35%	47%	45%	36%	38%	45%	42%	37%	37%
Neither agree nor disagree	29%	25%	26%	28%	32%	29%	29%	29%	29%	28%	29%	33%	35%
Tend to disagree	8%	9%	7%	9%	4%	5%	9%	11%	8%	5%	8%	9%	9%
Strongly disagree	1%	2%	1%	1%	4%	-	-	2%	2%	1%	1%	3%	-
Don't know	1%	-	4%	2%	2%	-	1%	2%	1%	1%	2%	1%	1%
NET: Agree	60%	63%	61%	59%	57%	66%	61%	56%	59%	65%	61%	55%	55%
NET: Disagree	9%	12%	9%	10%	8%	5%	9%	13%	11%	6%	9%	11%	9%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Strongly agree	18%	12%	14%	13%	23%	19%	18%	23%	19%	15%	18%	13%	20%
Tend to agree	40%	42%	45%	42%	39%	43%	43%	33%	39%	42%	41%	39%	34%
Neither agree nor disagree	20%	19%	17%	20%	17%	24%	15%	18%	21%	23%	19%	24%	25%
Tend to disagree	18%	21%	18%	20%	16%	12%	21%	21%	15%	16%	18%	18%	18%
Strongly disagree	3%	6%	3%	3%	3%	2%	2%	4%	4%	3%	3%	4%	3%
Don't know	1%	-	3%	2%	3%	-	1%	2%	1%	1%	1%	2%	1%
NET: Agree	58%	54%	59%	55%	62%	61%	61%	56%	58%	57%	58%	52%	54%
NET: Disagree	21%	27%	21%	23%	18%	14%	23%	25%	20%	19%	21%	22%	21%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	4%	3%	4%	3%	6%	3%	4%	3%	5%	5%	3%	4%	-	3%	13%	4%
Tend to agree	28%	28%	28%	28%	32%	30%	29%	19%	25%	29%	27%	28%	-	29%	22%	25%
Neither agree nor disagree	43%	40%	44%	46%	39%	45%	43%	52%	41%	37%	47%	42%	49%	44%	36%	41%
Tend to disagree	18%	20%	19%	17%	14%	15%	17%	22%	23%	25%	19%	22%	51%	16%	13%	17%
Strongly disagree	2%	3%	2%	2%	3%	2%	2%	2%	1%	2%	1%	2%	-	2%	13%	4%
Don't know	4%	6%	4%	4%	6%	4%	5%	2%	4%	1%	3%	2%	-	5%	3%	9%
NET: Agree	32%	32%	32%	31%	38%	33%	33%	22%	31%	34%	30%	32%	-	32%	36%	29%
NET: Disagree	20%	23%	21%	19%	17%	17%	20%	24%	24%	27%	19%	23%	51%	19%	25%	21%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	19%	18%	20%	16%	20%	20%	19%	18%	18%	14%	14%	14%	25%	22%	23%	18%
Tend to agree	41%	43%	42%	45%	36%	41%	42%	37%	37%	38%	40%	39%	-	43%	49%	36%
Neither agree nor disagree	29%	27%	31%	29%	29%	29%	29%	33%	35%	34%	34%	34%	24%	26%	19%	36%
Tend to disagree	8%	9%	5%	9%	11%	7%	8%	9%	9%	12%	10%	11%	26%	7%	6%	6%
Strongly disagree	1%	1%	2%	-	2%	2%	1%	3%	-	1%	1%	1%	25%	2%	3%	1%
Don't know	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	1%	-	3%
NET: Agree	60%	61%	62%	61%	56%	61%	61%	55%	55%	52%	54%	53%	25%	64%	71%	54%
NET: Disagree	9%	10%	6%	9%	13%	9%	9%	11%	9%	13%	11%	12%	51%	8%	10%	7%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Strongly agree	18%	14%	20%	18%	23%	18%	18%	13%	20%	13%	12%	13%	-	21%	23%	16%
Tend to agree	40%	43%	41%	43%	33%	40%	41%	39%	34%	32%	38%	35%	25%	43%	39%	40%
Neither agree nor disagree	20%	18%	21%	15%	18%	22%	19%	24%	25%	24%	25%	25%	24%	17%	13%	24%
Tend to disagree	18%	19%	14%	21%	21%	16%	18%	18%	18%	27%	22%	24%	51%	15%	16%	14%
Strongly disagree	3%	3%	2%	2%	4%	4%	3%	4%	3%	3%	3%	3%	-	3%	9%	3%
Don't know	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	4%
NET: Agree	58%	57%	62%	61%	56%	58%	58%	52%	54%	45%	50%	47%	25%	63%	62%	56%
NET: Disagree	21%	23%	16%	23%	25%	19%	21%	22%	21%	30%	24%	27%	51%	18%	26%	17%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	4%	4%	3%	3%	4%	5%	4%	3%	10%	-	5%	-
Tend to agree	28%	29%	35%	22%	31%	26%	28%	36%	19%	35%	32%	37%
Neither agree nor disagree	43%	45%	25%	47%	43%	41%	44%	37%	49%	-	39%	41%
Tend to disagree	18%	17%	29%	21%	13%	18%	18%	21%	16%	32%	20%	16%
Strongly disagree	2%	2%	3%	3%	1%	3%	2%	2%	3%	-	2%	2%
Don't know	4%	3%	5%	5%	6%	7%	5%	1%	3%	33%	2%	4%
NET: Agree	32%	32%	38%	25%	36%	31%	32%	39%	29%	35%	36%	37%
NET: Disagree	20%	20%	32%	23%	14%	21%	20%	23%	19%	32%	22%	18%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	19%	19%	20%	17%	23%	14%	19%	14%	17%	-	14%	18%
Tend to agree	41%	42%	37%	38%	42%	39%	41%	33%	38%	68%	35%	37%
Neither agree nor disagree	29%	29%	28%	29%	29%	34%	29%	41%	31%	-	38%	26%
Tend to disagree	8%	8%	10%	11%	5%	7%	8%	10%	7%	32%	10%	16%
Strongly disagree	1%	1%	4%	1%	-	3%	1%	2%	-	-	1%	-
Don't know	1%	1%	1%	2%	2%	3%	1%	-	7%	-	2%	2%
NET: Agree	60%	61%	58%	56%	65%	53%	61%	47%	55%	68%	49%	55%
NET: Disagree	9%	9%	14%	13%	5%	10%	9%	12%	7%	32%	11%	16%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Strongly agree	18%	17%	19%	15%	22%	15%	18%	13%	17%	-	14%	12%
Tend to agree	40%	40%	37%	35%	44%	45%	40%	31%	38%	35%	33%	51%
Neither agree nor disagree	20%	20%	19%	22%	19%	23%	20%	31%	22%	33%	29%	20%
Tend to disagree	18%	19%	17%	22%	12%	12%	18%	20%	19%	32%	20%	15%
Strongly disagree	3%	3%	7%	5%	2%	2%	3%	4%	-	-	3%	-
Don't know	1%	1%	1%	1%	2%	3%	1%	1%	3%	-	2%	2%
NET: Agree	58%	58%	56%	50%	66%	60%	58%	44%	55%	35%	46%	63%
NET: Disagree	21%	22%	24%	27%	14%	14%	21%	24%	19%	32%	23%	15%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	4%	4%	3%	3%	4%	6%	2%	4%	5%	2%	3%	5%
Tend to agree	28%	28%	25%	29%	26%	24%	25%	32%	31%	20%	25%	32%
Neither agree nor disagree	43%	43%	41%	41%	42%	35%	46%	43%	37%	55%	46%	41%
Tend to disagree	18%	19%	23%	18%	22%	25%	21%	16%	16%	11%	21%	16%
Strongly disagree	2%	3%	3%	2%	2%	3%	3%	2%	3%	-	3%	2%
Don't know	4%	3%	5%	6%	4%	7%	3%	3%	8%	13%	3%	5%
NET: Agree	32%	31%	28%	32%	30%	27%	27%	36%	36%	22%	27%	36%
NET: Disagree	20%	22%	26%	21%	23%	27%	24%	18%	18%	11%	24%	18%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	19%	19%	14%	21%	19%	12%	15%	18%	29%	9%	15%	23%
Tend to agree	41%	40%	37%	33%	34%	25%	36%	47%	44%	35%	35%	46%
Neither agree nor disagree	29%	30%	36%	29%	32%	39%	36%	27%	18%	40%	37%	23%
Tend to disagree	8%	8%	9%	10%	11%	13%	10%	6%	6%	5%	11%	6%
Strongly disagree	1%	1%	1%	2%	1%	6%	2%	1%	1%	2%	2%	1%
Don't know	1%	1%	3%	4%	2%	4%	1%	0%	3%	9%	1%	2%
NET: Agree	60%	60%	52%	55%	53%	37%	51%	66%	72%	44%	50%	69%
NET: Disagree	9%	9%	9%	12%	12%	20%	12%	7%	7%	7%	13%	7%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Strongly agree	18%	17%	15%	13%	18%	12%	12%	19%	27%	6%	12%	23%
Tend to agree	40%	41%	36%	36%	36%	23%	38%	41%	45%	39%	37%	43%
Neither agree nor disagree	20%	20%	20%	17%	19%	21%	23%	19%	15%	38%	23%	17%
Tend to disagree	18%	18%	23%	26%	23%	29%	22%	17%	10%	10%	23%	14%
Strongly disagree	3%	4%	4%	3%	3%	9%	4%	3%	2%	-	4%	3%
Don't know	1%	1%	1%	4%	2%	7%	1%	1%	2%	7%	1%	1%
NET: Agree	58%	57%	51%	49%	53%	34%	50%	61%	71%	44%	49%	65%
NET: Disagree	21%	21%	28%	30%	26%	38%	26%	20%	11%	10%	27%	16%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	4%	11%	4%	1%	4%	8%	8%	4%	4%	4%
Tend to agree	28%	31%	29%	34%	28%	19%	30%	28%	28%	30%
Neither agree nor disagree	43%	30%	33%	36%	44%	41%	31%	44%	43%	43%
Tend to disagree	18%	22%	34%	26%	17%	19%	26%	18%	20%	15%
Strongly disagree	2%	4%	-	1%	2%	3%	3%	2%	2%	2%
Don't know	4%	2%	-	3%	5%	11%	1%	4%	3%	6%
NET: Agree	32%	42%	33%	35%	32%	26%	39%	32%	31%	34%
NET: Disagree	20%	26%	34%	27%	20%	22%	29%	20%	22%	17%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	19%	18%	14%	11%	20%	11%	17%	19%	19%	19%
Tend to agree	41%	35%	30%	38%	42%	29%	33%	41%	40%	43%
Neither agree nor disagree	29%	31%	30%	36%	29%	49%	31%	29%	30%	27%
Tend to disagree	8%	9%	26%	11%	7%	4%	15%	8%	8%	9%
Strongly disagree	1%	6%	-	3%	1%	4%	4%	1%	2%	1%
Don't know	1%	-	-	1%	2%	4%	-	2%	1%	2%
NET: Agree	60%	53%	44%	49%	61%	40%	50%	61%	59%	61%
NET: Disagree	9%	15%	26%	14%	9%	8%	19%	9%	9%	10%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Strongly agree	18%	13%	11%	9%	19%	8%	12%	18%	17%	20%
Tend to agree	40%	26%	26%	39%	41%	33%	26%	41%	40%	40%
Neither agree nor disagree	20%	24%	18%	26%	19%	41%	22%	20%	20%	20%
Tend to disagree	18%	27%	42%	20%	17%	15%	33%	17%	18%	17%
Strongly disagree	3%	9%	4%	4%	3%	-	7%	3%	4%	2%
Don't know	1%	-	-	1%	1%	4%	-	1%	1%	1%
NET: Agree	58%	40%	36%	48%	59%	40%	39%	59%	57%	60%
NET: Disagree	21%	36%	46%	25%	20%	15%	39%	20%	22%	19%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
A dress	9%	13%	8%	7%	10%	10%	7%
A skirt	4%	3%	3%	5%	6%	4%	4%
A blouse	3%	2%	4%	2%	4%	3%	3%
A t-shirt	2%	3%	2%	1%	1%	2%	2%
A jacket	8%	6%	6%	11%	11%	8%	6%
A coat	4%	4%	3%	6%	5%	4%	5%
A pair of trousers (not jeans)	15%	7%	16%	19%	21%	14%	15%
A pair of shorts	0%	0%	1%	0%	-	0%	0%
An item of underwear/ underwear set	1%	0%	1%	0%	1%	1%	1%
A jumper	6%	6%	6%	6%	5%	6%	5%
A cardigan	4%	5%	4%	3%	4%	4%	6%
A pair of jeans	15%	21%	17%	10%	3%	15%	16%
Jumpsuit	0%	0%	0%	0%	-	0%	1%
Tracksuit	0%	0%	0%	0%	-	0%	0%
Other	2%	3%	2%	1%	1%	2%	2%
Don't know	2%	2%	2%	1%	2%	1%	2%
Not applicable – I don't have a favourite item of clothing	25%	23%	24%	28%	26%	25%	25%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Embarrassed	4%	7%	4%	2%	1%	4%	4%
Insecure	6%	9%	5%	4%	2%	6%	6%
Flustered	4%	7%	3%	4%	3%	4%	5%
Anxious	5%	8%	5%	3%	2%	5%	5%
Disheartened	14%	19%	14%	11%	6%	14%	15%
Stressed	7%	11%	8%	3%	1%	7%	8%
Excited	3%	3%	3%	2%	1%	3%	3%
Proud	1%	1%	1%	1%	1%	1%	2%
Confident	23%	17%	22%	28%	30%	23%	22%
Sexy	2%	3%	2%	1%	-	2%	2%
Relaxed	31%	23%	32%	39%	37%	33%	29%
Uneasy	6%	8%	6%	3%	5%	6%	6%
None of these	32%	34%	31%	29%	36%	31%	33%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
A dress	9%	18%	10%	7%	13%	9%	6%	11%	7%	8%	9%	6%	11%
A skirt	4%	3%	4%	3%	4%	5%	5%	4%	4%	5%	4%	3%	2%
A blouse	3%	3%	4%	4%	1%	2%	0%	5%	3%	2%	3%	2%	5%
A t-shirt	2%	-	2%	2%	3%	-	2%	2%	4%	2%	2%	3%	2%
A jacket	8%	10%	6%	6%	8%	9%	7%	10%	7%	7%	8%	4%	10%
A coat	4%	4%	4%	4%	4%	3%	5%	8%	3%	4%	4%	3%	4%
A pair of trousers (not jeans)	15%	11%	17%	8%	16%	16%	17%	14%	10%	18%	14%	16%	16%
A pair of shorts	0%	1%	-	-	1%	1%	-	-	0%	-	0%	-	-
An item of underwear/ underwear set	1%	-	1%	1%	1%	1%	-	1%	1%	0%	1%	-	1%
A jumper	6%	6%	8%	9%	4%	6%	5%	6%	6%	5%	6%	4%	4%
A cardigan	4%	5%	3%	9%	5%	4%	3%	4%	4%	6%	5%	2%	2%
A pair of jeans	15%	15%	12%	18%	15%	15%	15%	13%	17%	14%	15%	19%	16%
Jumpsuit	0%	-	0%	1%	-	-	0%	1%	-	-	0%	1%	1%
Tracksuit	0%	-	-	-	-	-	1%	-	1%	-	0%	-	1%
Other	2%	1%	2%	3%	-	2%	3%	1%	2%	3%	2%	2%	3%
Don't know	2%	3%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	3%
Not applicable – I don't have a favourite item of clothing	25%	20%	27%	23%	23%	25%	27%	21%	30%	22%	25%	33%	23%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Embarrassed	4%	4%	5%	4%	4%	2%	3%	6%	6%	3%	4%	2%	1%
Insecure	6%	4%	8%	4%	4%	6%	5%	7%	7%	6%	6%	5%	5%
Flustered	4%	2%	6%	4%	3%	4%	4%	4%	6%	6%	5%	3%	4%
Anxious	5%	3%	6%	5%	2%	7%	5%	4%	5%	6%	5%	5%	6%
Disheartened	14%	8%	14%	17%	13%	13%	11%	18%	13%	19%	14%	11%	13%
Stressed	7%	4%	7%	6%	8%	8%	9%	5%	9%	5%	7%	8%	6%
Excited	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	-	2%
Proud	1%	-	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Confident	23%	33%	21%	14%	23%	26%	25%	23%	23%	23%	23%	19%	22%
Sexy	2%	3%	2%	2%	3%	1%	1%	1%	2%	3%	2%	-	2%
Relaxed	31%	38%	30%	30%	36%	31%	31%	32%	30%	31%	31%	29%	33%
Uneasy	6%	4%	7%	6%	7%	5%	5%	5%	7%	5%	6%	4%	6%
None of these	32%	29%	30%	37%	31%	26%	29%	30%	32%	33%	31%	39%	35%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
A dress	9%	11%	11%	6%	11%	8%	9%	6%	11%	12%	11%	12%	26%	8%	13%	8%
A skirt	4%	3%	5%	5%	4%	4%	4%	3%	2%	2%	5%	4%	-	4%	3%	5%
A blouse	3%	4%	2%	0%	5%	3%	3%	2%	5%	3%	3%	3%	-	4%	-	1%
A t-shirt	2%	2%	1%	2%	2%	3%	2%	3%	2%	3%	2%	2%	-	2%	9%	3%
A jacket	8%	6%	9%	7%	10%	7%	8%	4%	10%	6%	7%	6%	-	9%	6%	5%
A coat	4%	4%	3%	5%	8%	3%	4%	3%	4%	3%	5%	4%	24%	4%	10%	4%
A pair of trousers (not jeans)	15%	13%	16%	17%	14%	13%	14%	16%	16%	13%	9%	11%	-	18%	3%	5%
A pair of shorts	0%	0%	1%	-	-	0%	0%	-	-	-	-	-	-	1%	-	-
An item of underwear/ underwear set	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	1%	-	1%	-	0%
A jumper	6%	8%	5%	5%	6%	5%	6%	4%	4%	8%	5%	7%	-	6%	-	5%
A cardigan	4%	5%	5%	3%	4%	5%	5%	2%	2%	4%	4%	4%	-	4%	-	9%
A pair of jeans	15%	14%	15%	15%	13%	16%	15%	19%	16%	19%	22%	21%	-	12%	22%	15%
Jumpsuit	0%	1%	-	0%	1%	-	0%	1%	1%	-	0%	0%	-	0%	4%	1%
Tracksuit	0%	-	-	1%	-	1%	0%	-	1%	0%	0%	0%	-	0%	6%	-
Other	2%	2%	1%	3%	1%	2%	2%	2%	3%	3%	2%	3%	25%	1%	-	4%
Don't know	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	2%	-	1%	6%	2%
Not applicable – I don't have a favourite item of clothing	25%	24%	24%	27%	21%	27%	25%	33%	23%	22%	21%	21%	25%	26%	16%	34%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Embarrassed	4%	5%	3%	3%	6%	5%	4%	2%	1%	7%	5%	6%	25%	3%	13%	5%
Insecure	6%	6%	5%	5%	7%	7%	6%	5%	5%	8%	6%	7%	-	4%	10%	10%
Flustered	4%	5%	3%	4%	4%	6%	5%	3%	4%	6%	4%	5%	25%	4%	6%	7%
Anxious	5%	5%	5%	5%	4%	6%	5%	5%	6%	7%	6%	6%	25%	4%	13%	9%
Disheartened	14%	14%	13%	11%	18%	16%	14%	11%	13%	17%	15%	16%	25%	12%	23%	17%
Stressed	7%	6%	8%	9%	5%	7%	7%	8%	6%	9%	8%	9%	25%	5%	19%	14%
Excited	3%	2%	2%	4%	3%	3%	3%	-	2%	3%	6%	4%	-	2%	-	2%
Proud	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	-	0%
Confident	23%	21%	25%	25%	23%	23%	23%	19%	22%	19%	20%	20%	24%	25%	19%	14%
Sexy	2%	2%	2%	1%	1%	2%	2%	-	2%	4%	3%	3%	-	1%	-	0%
Relaxed	31%	31%	33%	31%	32%	30%	31%	29%	33%	25%	31%	28%	-	36%	29%	19%
Uneasy	6%	6%	6%	5%	5%	6%	6%	4%	6%	8%	6%	7%	25%	5%	9%	7%
None of these	32%	33%	28%	29%	30%	32%	31%	39%	35%	34%	31%	33%	51%	30%	22%	38%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
A dress	9%	10%	4%	8%	9%	8%	9%	12%	6%	32%	11%	6%
A skirt	4%	4%	4%	3%	6%	4%	4%	4%	6%	-	5%	-
A blouse	3%	4%	1%	2%	3%	3%	3%	2%	3%	-	2%	4%
A t-shirt	2%	2%	4%	2%	1%	3%	2%	3%	3%	-	3%	8%
A jacket	8%	7%	9%	9%	10%	6%	7%	6%	7%	33%	7%	13%
A coat	4%	4%	5%	4%	4%	3%	4%	4%	10%	-	5%	6%
A pair of trousers (not jeans)	15%	16%	13%	11%	16%	10%	15%	10%	10%	-	10%	12%
A pair of shorts	0%	0%	-	0%	-	-	0%	-	-	-	-	-
An item of underwear/ underwear set	1%	1%	-	1%	0%	-	1%	-	-	-	-	2%
A jumper	6%	6%	4%	5%	6%	7%	6%	7%	-	-	5%	2%
A cardigan	4%	4%	5%	4%	4%	4%	4%	5%	4%	-	5%	8%
A pair of jeans	15%	15%	17%	18%	11%	19%	15%	18%	25%	35%	20%	12%
Jumpsuit	0%	0%	1%	-	-	1%	0%	2%	-	-	2%	-
Tracksuit	0%	0%	1%	0%	-	1%	0%	-	3%	-	1%	-
Other	2%	2%	2%	2%	2%	2%	2%	2%	3%	-	2%	-
Don't know	2%	2%	2%	1%	2%	3%	2%	2%	-	-	1%	6%
Not applicable – I don't have a favourite item of clothing	25%	23%	28%	30%	25%	27%	26%	22%	19%	-	21%	20%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Embarrassed	4%	4%	5%	4%	3%	6%	4%	8%	-	-	6%	8%
Insecure	6%	6%	13%	5%	2%	8%	5%	9%	9%	-	9%	6%
Flustered	4%	5%	10%	3%	2%	3%	4%	8%	6%	-	8%	-
Anxious	5%	6%	10%	4%	1%	6%	5%	10%	15%	-	11%	10%
Disheartened	14%	14%	19%	12%	12%	17%	14%	19%	10%	35%	17%	12%
Stressed	7%	8%	7%	6%	4%	8%	7%	7%	6%	-	7%	10%
Excited	3%	3%	5%	4%	1%	2%	2%	7%	3%	-	6%	4%
Proud	1%	1%	1%	3%	1%	-	1%	3%	6%	-	4%	-
Confident	23%	21%	23%	25%	27%	19%	23%	20%	26%	-	21%	19%
Sexy	2%	1%	3%	3%	1%	1%	2%	2%	3%	-	2%	4%
Relaxed	31%	31%	31%	31%	34%	29%	32%	31%	20%	-	27%	36%
Uneasy	6%	7%	9%	4%	4%	5%	6%	10%	6%	-	9%	2%
None of these	32%	31%	24%	37%	30%	37%	32%	25%	38%	65%	29%	25%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
A dress	9%	10%	13%	13%	10%	17%	11%	9%	5%	4%	12%	8%
A skirt	4%	4%	4%	3%	3%	3%	3%	4%	5%	-	3%	4%
A blouse	3%	2%	1%	3%	3%	3%	3%	3%	3%	-	3%	3%
A t-shirt	2%	3%	3%	1%	4%	1%	2%	1%	4%	2%	2%	2%
A jacket	8%	7%	7%	8%	8%	7%	8%	8%	6%	6%	8%	7%
A coat	4%	4%	4%	7%	4%	4%	5%	3%	4%	9%	5%	3%
A pair of trousers (not jeans)	15%	15%	11%	16%	9%	6%	15%	16%	14%	11%	14%	15%
A pair of shorts	0%	0%	-	-	-	-	0%	0%	0%	-	0%	0%
An item of underwear/ underwear set	1%	1%	1%	0%	-	1%	1%	0%	0%	-	1%	0%
A jumper	6%	5%	9%	7%	6%	3%	7%	5%	5%	6%	6%	5%
A cardigan	4%	4%	3%	5%	4%	4%	3%	4%	7%	2%	3%	5%
A pair of jeans	15%	17%	19%	13%	20%	12%	16%	18%	12%	5%	15%	15%
Jumpsuit	0%	0%	-	0%	0%	-	-	0%	1%	-	-	1%
Tracksuit	0%	0%	1%	1%	0%	1%	0%	0%	-	2%	0%	0%
Other	2%	2%	3%	1%	3%	1%	2%	1%	3%	4%	2%	2%
Don't know	2%	2%	1%	1%	1%	-	1%	2%	2%	3%	1%	2%
Not applicable – I don't have a favourite item of clothing	25%	24%	22%	22%	21%	37%	22%	24%	29%	47%	23%	26%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Embarrassed	4%	4%	7%	4%	4%	-	1%	3%	12%	-	1%	6%
Insecure	6%	6%	10%	6%	7%	1%	2%	5%	14%	-	2%	9%
Flustered	4%	5%	7%	4%	6%	-	3%	4%	9%	-	3%	6%
Anxious	5%	6%	9%	7%	7%	-	2%	5%	11%	6%	2%	7%
Disheartened	14%	16%	18%	14%	16%	4%	8%	15%	26%	9%	8%	19%
Stressed	7%	9%	12%	8%	9%	-	4%	7%	13%	5%	3%	10%
Excited	3%	3%	3%	1%	3%	6%	4%	2%	1%	2%	4%	1%
Proud	1%	1%	2%	1%	1%	6%	2%	1%	-	2%	2%	0%
Confident	23%	23%	24%	24%	21%	40%	33%	19%	9%	13%	33%	15%
Sexy	2%	2%	2%	1%	2%	5%	3%	1%	1%	-	3%	1%
Relaxed	31%	31%	30%	38%	36%	48%	39%	31%	18%	18%	40%	26%
Uneasy	6%	7%	8%	6%	8%	-	3%	6%	12%	-	3%	9%
None of these	32%	29%	26%	24%	25%	23%	28%	33%	34%	64%	28%	33%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
A dress	9%	22%	12%	15%	9%	-	18%	9%	10%	7%
A skirt	4%	9%	-	2%	4%	4%	6%	4%	4%	4%
A blouse	3%	5%	-	1%	3%	-	3%	3%	3%	4%
A t-shirt	2%	5%	-	1%	2%	11%	3%	2%	3%	1%
A jacket	8%	9%	19%	3%	8%	-	12%	7%	7%	9%
A coat	4%	2%	8%	4%	4%	-	4%	4%	4%	4%
A pair of trousers (not jeans)	15%	7%	11%	9%	15%	15%	8%	15%	15%	14%
A pair of shorts	0%	-	4%	-	0%	-	1%	0%	0%	1%
An item of underwear/ underwear set	1%	-	4%	3%	0%	-	1%	1%	1%	0%
A jumper	6%	2%	4%	8%	6%	4%	3%	6%	6%	6%
A cardigan	4%	2%	4%	4%	4%	-	3%	4%	4%	4%
A pair of jeans	15%	20%	7%	21%	15%	22%	15%	15%	17%	12%
Jumpsuit	0%	2%	-	1%	0%	-	1%	0%	0%	0%
Tracksuit	0%	-	-	3%	0%	-	-	0%	0%	0%
Other	2%	4%	-	3%	2%	-	3%	2%	2%	2%
Don't know	2%	-	-	3%	2%	4%	-	2%	2%	1%
Not applicable – I don't have a favourite item of clothing	25%	11%	29%	19%	26%	41%	17%	25%	24%	28%

Thinking about when you buy lingerie (i.e. underwear) for yourself...

Which, if any, of the following describe how you usually feel? (Please select all that apply)

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Embarrassed	4%	4%	4%	2%	4%	-	4%	4%	4%	3%
Insecure	6%	7%	-	3%	6%	-	4%	6%	6%	5%
Flustered	4%	4%	-	5%	5%	-	3%	5%	5%	4%
Anxious	5%	6%	4%	5%	5%	4%	6%	5%	6%	4%
Disheartened	14%	15%	11%	11%	15%	-	13%	14%	16%	11%
Stressed	7%	11%	-	2%	7%	4%	7%	7%	9%	4%
Excited	3%	9%	7%	7%	2%	4%	8%	2%	3%	2%
Proud	1%	6%	-	2%	1%	-	4%	1%	1%	1%
Confident	23%	25%	48%	27%	22%	14%	33%	22%	22%	23%
Sexy	2%	8%	7%	6%	1%	7%	8%	1%	2%	1%
Relaxed	31%	27%	41%	32%	31%	22%	32%	31%	31%	32%
Uneasy	6%	9%	-	4%	6%	4%	6%	6%	6%	5%
None of these	32%	22%	11%	27%	32%	55%	18%	32%	29%	38%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Exercising (e.g. running, swimming, gym etc.)	22%	28%	23%	18%	12%	24%	19%
Gardening	52%	45%	53%	57%	53%	52%	52%
Shopping	34%	35%	35%	32%	29%	35%	31%
Watching TV/ films	64%	67%	61%	66%	61%	65%	62%
Socialising with friends	54%	51%	54%	59%	54%	58%	45%
Spending time with family	66%	62%	66%	69%	67%	67%	63%
Cooking/ baking	43%	44%	44%	40%	38%	44%	41%
Travelling	44%	42%	49%	45%	30%	48%	37%
Photography	15%	17%	15%	13%	10%	16%	12%
Arts and crafts	24%	25%	25%	25%	21%	25%	23%
Knitting and sewing	30%	26%	30%	33%	29%	31%	27%
Reading	78%	73%	80%	83%	75%	81%	72%
Music (e.g. singing, playing a musical instrument etc.)	16%	19%	14%	16%	11%	18%	12%
None of these	2%	2%	2%	2%	-	1%	2%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Going to university	4%	5%	4%	5%	5%	6%	2%
Getting married	11%	9%	8%	17%	17%	11%	11%
Meeting my partner	11%	12%	12%	10%	9%	12%	10%
Getting divorced	4%	4%	5%	4%	2%	5%	4%
Having children	30%	37%	32%	21%	25%	29%	33%
My children leaving home/ going to university	1%	2%	1%	1%	1%	1%	1%
Starting my first job	1%	2%	1%	1%	1%	1%	1%
Being able to vote	0%	0%	0%	1%	-	0%	0%
Learning to drive	5%	3%	3%	8%	5%	4%	5%
Buying my first property	3%	3%	3%	2%	5%	3%	1%
Retiring	7%	2%	8%	11%	8%	8%	5%
Having grandchildren	7%	4%	9%	7%	10%	5%	10%
None of these	9%	13%	9%	6%	7%	9%	9%
Don't know	5%	4%	5%	7%	6%	5%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Exercising (e.g. running, swimming, gym etc.)	22%	22%	19%	24%	23%	16%	21%	25%	24%	25%	22%	17%	26%
Gardening	52%	45%	48%	48%	55%	54%	59%	53%	53%	54%	52%	47%	47%
Shopping	34%	47%	35%	37%	32%	34%	32%	34%	32%	37%	35%	23%	32%
Watching TV/ films	64%	75%	63%	61%	65%	58%	64%	71%	62%	64%	64%	63%	65%
Socialising with friends	54%	57%	55%	52%	57%	49%	55%	62%	57%	53%	55%	46%	54%
Spending time with family	66%	73%	71%	65%	67%	68%	64%	61%	67%	67%	67%	59%	62%
Cooking/ baking	43%	44%	38%	40%	48%	39%	41%	38%	46%	50%	43%	43%	44%
Travelling	44%	57%	44%	47%	37%	43%	44%	45%	43%	47%	45%	39%	46%
Photography	15%	4%	15%	14%	14%	14%	18%	13%	15%	17%	14%	19%	17%
Arts and crafts	24%	14%	22%	23%	24%	23%	23%	29%	24%	29%	24%	31%	26%
Knitting and sewing	30%	22%	32%	32%	35%	32%	27%	24%	28%	30%	30%	28%	31%
Reading	78%	78%	78%	78%	73%	74%	79%	80%	83%	82%	79%	78%	76%
Music (e.g. singing, playing a musical instrument etc.)	16%	8%	17%	15%	9%	18%	13%	21%	13%	17%	15%	22%	19%
None of these	2%	-	3%	2%	1%	-	2%	3%	1%	0%	2%	3%	2%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Going to university	4%	3%	3%	5%	4%	2%	5%	5%	4%	7%	4%	5%	6%
Getting married	11%	9%	11%	12%	18%	10%	12%	11%	11%	10%	12%	8%	11%
Meeting my partner	11%	13%	15%	13%	7%	14%	7%	12%	12%	8%	11%	15%	9%
Getting divorced	4%	4%	3%	4%	4%	5%	4%	2%	7%	3%	4%	8%	3%
Having children	30%	36%	31%	35%	27%	28%	33%	23%	32%	27%	30%	30%	33%
My children leaving home/ going to university	1%	-	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	-
Starting my first job	1%	1%	0%	1%	1%	-	0%	4%	1%	1%	1%	2%	2%
Being able to vote	0%	-	-	-	-	-	-	2%	1%	0%	0%	1%	-
Learning to drive	5%	3%	6%	3%	2%	7%	5%	3%	5%	5%	5%	1%	5%
Buying my first property	3%	1%	1%	3%	2%	3%	2%	6%	1%	5%	3%	3%	1%
Retiring	7%	8%	8%	7%	8%	4%	9%	9%	7%	7%	7%	7%	6%
Having grandchildren	7%	6%	8%	5%	7%	9%	6%	4%	6%	8%	7%	6%	9%
None of these	9%	11%	6%	8%	9%	8%	7%	12%	9%	11%	9%	12%	9%
Don't know	5%	4%	5%	2%	9%	7%	6%	5%	4%	6%	5%	1%	5%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Exercising (e.g. running, swimming, gym etc.)	22%	22%	19%	21%	25%	24%	22%	17%	26%	26%	32%	29%	-	20%	23%	16%
Gardening	52%	47%	54%	59%	53%	53%	52%	47%	47%	40%	57%	48%	50%	55%	49%	43%
Shopping	34%	38%	33%	32%	34%	34%	35%	23%	32%	38%	41%	39%	49%	32%	30%	26%
Watching TV/ films	64%	65%	61%	64%	71%	63%	64%	63%	65%	67%	65%	66%	100%	63%	71%	63%
Socialising with friends	54%	54%	52%	55%	62%	55%	55%	46%	54%	52%	60%	56%	24%	56%	42%	42%
Spending time with family	66%	69%	67%	64%	61%	67%	67%	59%	62%	63%	67%	65%	74%	68%	52%	59%
Cooking/ baking	43%	40%	43%	41%	38%	48%	43%	43%	44%	40%	49%	44%	51%	43%	48%	37%
Travelling	44%	47%	40%	44%	45%	45%	45%	39%	46%	43%	51%	47%	26%	46%	33%	31%
Photography	15%	13%	14%	18%	13%	16%	14%	19%	17%	17%	15%	16%	25%	14%	26%	17%
Arts and crafts	24%	21%	23%	23%	29%	26%	24%	31%	26%	18%	27%	22%	50%	25%	19%	32%
Knitting and sewing	30%	30%	34%	27%	24%	29%	30%	28%	31%	22%	27%	25%	25%	32%	23%	32%
Reading	78%	78%	73%	79%	80%	83%	79%	78%	76%	73%	81%	77%	76%	81%	58%	72%
Music (e.g. singing, playing a musical instrument etc.)	16%	15%	14%	13%	21%	15%	15%	22%	19%	16%	21%	18%	-	15%	10%	16%
None of these	2%	2%	0%	2%	3%	1%	2%	3%	2%	2%	2%	2%	-	1%	3%	3%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Going to university	4%	4%	3%	5%	5%	5%	4%	5%	6%	4%	6%	5%	24%	4%	6%	4%
Getting married	11%	11%	14%	12%	11%	11%	12%	8%	11%	7%	11%	9%	-	13%	4%	10%
Meeting my partner	11%	14%	11%	7%	12%	10%	11%	15%	9%	9%	15%	12%	26%	11%	13%	11%
Getting divorced	4%	4%	5%	4%	2%	5%	4%	8%	3%	5%	6%	6%	-	4%	6%	2%
Having children	30%	33%	28%	33%	23%	30%	30%	30%	33%	41%	34%	38%	25%	25%	29%	38%
My children leaving home/ going to university	1%	1%	2%	2%	1%	1%	1%	1%	-	3%	1%	2%	-	1%	3%	1%
Starting my first job	1%	1%	1%	0%	4%	1%	1%	2%	2%	1%	2%	2%	-	1%	6%	1%
Being able to vote	0%	-	-	-	2%	1%	0%	1%	-	0%	-	0%	-	0%	-	1%
Learning to drive	5%	5%	5%	5%	3%	5%	5%	1%	5%	4%	2%	3%	-	5%	16%	4%
Buying my first property	3%	2%	2%	2%	6%	3%	3%	3%	1%	4%	5%	4%	-	2%	-	3%
Retiring	7%	8%	6%	9%	9%	7%	7%	7%	6%	-	1%	0%	25%	12%	7%	2%
Having grandchildren	7%	7%	8%	6%	4%	7%	7%	6%	9%	4%	4%	4%	-	8%	-	9%
None of these	9%	8%	8%	7%	12%	10%	9%	12%	9%	13%	9%	11%	-	7%	10%	14%
Don't know	5%	4%	8%	6%	5%	5%	5%	1%	5%	5%	4%	4%	-	6%	-	3%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Exercising (e.g. running, swimming, gym etc.)	22%	23%	25%	21%	15%	26%	22%	32%	25%	32%	30%	22%
Gardening	52%	53%	46%	52%	53%	48%	52%	43%	62%	32%	48%	45%
Shopping	34%	36%	41%	30%	27%	29%	33%	42%	40%	35%	41%	36%
Watching TV/ films	64%	61%	73%	67%	66%	72%	64%	76%	61%	68%	72%	61%
Socialising with friends	54%	52%	55%	57%	59%	57%	55%	49%	52%	100%	51%	53%
Spending time with family	66%	70%	58%	63%	71%	40%	65%	78%	84%	100%	80%	66%
Cooking/ baking	43%	46%	48%	38%	34%	35%	42%	47%	68%	32%	52%	53%
Travelling	44%	49%	53%	36%	39%	34%	44%	37%	59%	35%	42%	53%
Photography	15%	15%	19%	14%	12%	19%	15%	14%	20%	-	15%	26%
Arts and crafts	24%	24%	26%	26%	23%	27%	24%	24%	33%	33%	26%	29%
Knitting and sewing	30%	31%	23%	27%	31%	24%	29%	25%	46%	33%	31%	37%
Reading	78%	78%	75%	79%	82%	80%	78%	78%	71%	65%	76%	79%
Music (e.g. singing, playing a musical instrument etc.)	16%	15%	19%	18%	13%	23%	16%	18%	18%	33%	18%	23%
None of these	2%	2%	-	1%	2%	2%	2%	-	3%	-	1%	6%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Going to university	4%	4%	4%	4%	3%	9%	5%	1%	6%	-	2%	6%
Getting married	11%	15%	2%	1%	18%	-	12%	2%	7%	-	3%	10%
Meeting my partner	11%	15%	18%	3%	7%	5%	11%	8%	13%	-	9%	10%
Getting divorced	4%	1%	5%	21%	2%	3%	4%	5%	3%	-	4%	6%
Having children	30%	33%	33%	31%	25%	18%	29%	57%	41%	100%	54%	22%
My children leaving home/ going to university	1%	1%	1%	2%	1%	1%	1%	-	3%	-	1%	2%
Starting my first job	1%	1%	1%	1%	-	4%	1%	2%	3%	-	2%	-
Being able to vote	0%	0%	-	-	0%	1%	0%	-	3%	-	1%	-
Learning to drive	5%	4%	7%	6%	6%	4%	5%	4%	3%	-	4%	8%
Buying my first property	3%	1%	4%	4%	3%	11%	3%	2%	-	-	2%	2%
Retiring	7%	6%	7%	8%	10%	14%	7%	3%	-	-	2%	8%
Having grandchildren	7%	7%	5%	7%	9%	2%	7%	2%	3%	-	2%	6%
None of these	9%	7%	10%	7%	11%	23%	9%	7%	4%	-	6%	13%
Don't know	5%	5%	4%	5%	5%	4%	5%	6%	10%	-	7%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Exercising (e.g. running, swimming, gym etc.)	22%	23%	35%	19%	27%	44%	29%	18%	14%	9%	31%	16%
Gardening	52%	48%	48%	55%	44%	57%	59%	51%	41%	47%	59%	47%
Shopping	34%	35%	40%	40%	37%	41%	36%	34%	30%	26%	37%	32%
Watching TV/ films	64%	65%	73%	65%	66%	57%	67%	64%	63%	49%	66%	63%
Socialising with friends	54%	57%	64%	64%	58%	65%	61%	57%	40%	35%	61%	50%
Spending time with family	66%	68%	64%	66%	66%	65%	70%	66%	60%	51%	70%	64%
Cooking/ baking	43%	43%	49%	44%	44%	49%	47%	41%	36%	38%	47%	39%
Travelling	44%	45%	57%	49%	46%	61%	47%	47%	36%	28%	49%	42%
Photography	15%	16%	21%	17%	21%	17%	17%	14%	11%	23%	17%	13%
Arts and crafts	24%	25%	25%	25%	26%	29%	29%	21%	20%	27%	29%	21%
Knitting and sewing	30%	29%	22%	32%	27%	34%	33%	26%	28%	26%	33%	27%
Reading	78%	78%	83%	77%	76%	83%	81%	79%	74%	71%	81%	77%
Music (e.g. singing, playing a musical instrument etc.)	16%	16%	24%	19%	21%	28%	18%	15%	12%	15%	19%	14%
None of these	2%	1%	1%	1%	2%	3%	1%	2%	2%	9%	1%	2%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Going to university	4%	4%	11%	7%	6%	2%	4%	6%	4%	5%	4%	5%
Getting married	11%	10%	7%	7%	8%	9%	12%	11%	10%	9%	12%	11%
Meeting my partner	11%	11%	10%	8%	11%	15%	12%	10%	13%	9%	12%	11%
Getting divorced	4%	5%	5%	5%	4%	1%	6%	3%	5%	-	5%	4%
Having children	30%	33%	31%	27%	34%	31%	31%	31%	30%	12%	31%	31%
My children leaving home/ going to university	1%	2%	1%	1%	1%	3%	1%	2%	1%	2%	1%	2%
Starting my first job	1%	1%	3%	0%	2%	1%	1%	2%	1%	-	1%	2%
Being able to vote	0%	0%	0%	0%	0%	-	1%	0%	0%	2%	0%	0%
Learning to drive	5%	5%	5%	8%	5%	4%	4%	4%	4%	11%	4%	4%
Buying my first property	3%	3%	4%	3%	4%	1%	2%	3%	3%	3%	2%	3%
Retiring	7%	7%	5%	11%	6%	9%	8%	6%	7%	11%	8%	6%
Having grandchildren	7%	8%	3%	11%	5%	3%	6%	9%	6%	4%	6%	8%
None of these	9%	8%	10%	7%	10%	13%	8%	8%	11%	13%	8%	9%
Don't know	5%	4%	5%	5%	5%	7%	5%	4%	5%	19%	5%	5%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

Which, if any, of the following activities do you enjoy doing in your spare time? (Please select all that apply)

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Exercising (e.g. running, swimming, gym etc.)	22%	37%	33%	29%	21%	22%	36%	22%	23%	20%
Gardening	52%	51%	47%	61%	52%	22%	50%	52%	48%	59%
Shopping	34%	38%	60%	45%	33%	30%	46%	33%	35%	31%
Watching TV/ films	64%	74%	56%	67%	64%	49%	67%	64%	65%	62%
Socialising with friends	54%	53%	67%	66%	54%	30%	58%	55%	57%	49%
Spending time with family	66%	60%	67%	65%	66%	37%	63%	66%	67%	63%
Cooking/ baking	43%	35%	48%	46%	43%	37%	40%	43%	43%	42%
Travelling	44%	53%	71%	49%	44%	26%	60%	44%	45%	43%
Photography	15%	9%	44%	20%	14%	23%	22%	15%	15%	14%
Arts and crafts	24%	22%	29%	28%	24%	19%	25%	25%	25%	24%
Knitting and sewing	30%	27%	22%	29%	30%	34%	25%	30%	29%	31%
Reading	78%	73%	77%	76%	79%	60%	74%	79%	78%	79%
Music (e.g. singing, playing a musical instrument etc.)	16%	19%	26%	19%	16%	11%	22%	16%	16%	15%
None of these	2%	-	-	1%	2%	14%	-	2%	1%	2%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Going to university	4%	9%	-	1%	5%	7%	6%	4%	4%	4%
Getting married	11%	2%	15%	7%	12%	11%	7%	11%	10%	14%
Meeting my partner	11%	11%	14%	8%	11%	11%	12%	11%	11%	12%
Getting divorced	4%	4%	11%	9%	4%	-	7%	4%	5%	3%
Having children	30%	36%	23%	35%	30%	7%	31%	31%	32%	26%
My children leaving home/ going to university	1%	-	4%	-	1%	7%	2%	1%	2%	1%
Starting my first job	1%	4%	-	1%	1%	-	3%	1%	1%	2%
Being able to vote	0%	-	4%	-	0%	-	1%	0%	0%	0%
Learning to drive	5%	2%	-	4%	5%	3%	2%	5%	5%	4%
Buying my first property	3%	7%	7%	1%	3%	4%	7%	3%	3%	3%
Retiring	7%	7%	4%	6%	7%	8%	6%	7%	7%	8%
Having grandchildren	7%	5%	4%	9%	7%	4%	4%	7%	8%	5%
None of these	9%	13%	11%	14%	8%	18%	12%	9%	8%	11%
Don't know	5%	-	4%	5%	5%	19%	1%	5%	4%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Under 18	1%	2%	1%	0%	1%	1%	1%
18-29	6%	8%	5%	3%	6%	6%	5%
30-39	13%	26%	11%	4%	4%	13%	15%
40-49	26%	37%	29%	12%	9%	25%	28%
50-59	30%	19%	38%	35%	20%	31%	29%
60-69	16%	2%	11%	34%	35%	17%	14%
70-79	5%	3%	2%	8%	21%	5%	4%
80+	3%	3%	3%	4%	5%	3%	4%
Mean	48.80	42.67	47.34	55.45	57.22	49.18	47.94
StdDev	15.67	15.69	14.35	14.01	15.08	15.72	15.54

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Younger	91%	85%	93%	95%	98%	92%	89%
The same age	3%	6%	2%	2%	2%	3%	4%
Older	5%	9%	5%	4%	-	5%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Under 18	1%	1%	0%	-	1%	1%	1%	2%	1%	1%	1%	1%	2%
18-29	6%	5%	6%	5%	8%	5%	4%	10%	4%	2%	6%	8%	5%
30-39	13%	16%	14%	12%	7%	10%	12%	14%	16%	13%	13%	17%	14%
40-49	26%	25%	26%	29%	19%	23%	24%	25%	27%	27%	25%	25%	28%
50-59	30%	26%	31%	33%	33%	35%	30%	25%	28%	29%	30%	26%	35%
60-69	16%	19%	14%	11%	24%	18%	19%	20%	15%	17%	17%	10%	11%
70-79	5%	6%	6%	6%	6%	2%	6%	3%	5%	8%	5%	7%	2%
80+	3%	3%	3%	4%	3%	5%	3%	2%	3%	2%	3%	5%	3%
Mean	48.80	48.88	48.08	49.28	50.66	50.31	49.54	46.71	48.18	49.99	48.96	48.18	47.68
StdDev	15.67	15.08	14.60	14.95	14.67	14.77	16.42	14.93	14.85	16.44	15.21	19.73	17.15

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Younger	91%	93%	94%	91%	91%	91%	94%	93%	90%	91%	92%	86%	88%
The same age	3%	2%	2%	3%	4%	3%	2%	3%	4%	3%	3%	4%	6%
Older	5%	5%	4%	6%	5%	6%	4%	3%	6%	6%	5%	10%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Under 18	1%	0%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	3%
18-29	6%	6%	6%	4%	10%	4%	6%	8%	5%	9%	4%	6%	-	5%	10%	9%
30-39	13%	14%	8%	12%	14%	15%	13%	17%	14%	25%	21%	23%	25%	7%	13%	19%
40-49	26%	27%	22%	24%	25%	27%	25%	25%	28%	35%	35%	35%	50%	20%	49%	28%
50-59	30%	31%	34%	30%	25%	28%	30%	26%	35%	24%	28%	26%	25%	33%	16%	25%
60-69	16%	14%	21%	19%	20%	16%	17%	10%	11%	2%	7%	4%	-	24%	6%	6%
70-79	5%	6%	4%	6%	3%	6%	5%	7%	2%	2%	2%	2%	-	7%	3%	6%
80+	3%	3%	4%	3%	2%	3%	3%	5%	3%	2%	4%	3%	-	4%	3%	4%
Mean	48.80	48.64	50.47	49.54	46.71	48.92	48.96	48.18	47.68	41.96	45.71	43.75	43.79	52.11	44.55	45.52
StdDev	15.67	14.79	14.71	16.42	14.93	15.52	15.21	19.73	17.15	13.37	14.97	14.27	8.60	15.28	13.56	17.60

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Younger	91%	93%	91%	94%	93%	90%	92%	86%	88%	88%	92%	90%	100%	94%	84%	81%
The same age	3%	2%	4%	2%	3%	4%	3%	4%	6%	6%	3%	4%	-	2%	6%	7%
Older	5%	5%	5%	4%	3%	6%	5%	10%	6%	5%	6%	6%	-	4%	10%	12%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Under 18	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	2%	6%
18-29	6%	6%	5%	6%	4%	8%	5%	9%	10%	32%	10%	6%
30-39	13%	12%	22%	14%	7%	23%	12%	24%	21%	33%	24%	18%
40-49	26%	26%	32%	26%	14%	32%	25%	31%	29%	35%	31%	20%
50-59	30%	32%	22%	31%	29%	20%	30%	24%	30%	-	25%	31%
60-69	16%	15%	10%	14%	32%	9%	17%	6%	3%	-	6%	14%
70-79	5%	5%	3%	4%	9%	3%	5%	-	-	-	-	4%
80+	3%	3%	4%	3%	3%	3%	3%	3%	3%	-	3%	-
Mean	48.80	48.59	46.29	48.47	53.37	45.21	49.34	43.20	42.50	32.54	42.80	44.27
StdDev	15.67	15.08	16.99	16.47	15.25	16.33	15.68	14.26	14.28	6.94	14.16	15.61

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Younger	91%	92%	84%	92%	95%	87%	91%	88%	90%	100%	89%	92%
The same age	3%	3%	5%	3%	3%	4%	3%	6%	6%	-	6%	4%
Older	5%	5%	11%	5%	3%	9%	5%	6%	3%	-	5%	4%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Under 18	1%	1%	1%	1%	2%	5%	0%	1%	1%	7%	1%	1%
18-29	6%	6%	5%	6%	7%	8%	6%	5%	6%	9%	6%	5%
30-39	13%	16%	20%	14%	21%	21%	15%	13%	12%	5%	15%	12%
40-49	26%	26%	33%	18%	25%	24%	26%	26%	25%	23%	26%	26%
50-59	30%	30%	27%	37%	31%	24%	30%	33%	28%	22%	29%	31%
60-69	16%	15%	9%	16%	9%	15%	17%	16%	14%	18%	17%	15%
70-79	5%	4%	2%	5%	4%	-	4%	5%	7%	7%	4%	6%
80+	3%	3%	2%	2%	2%	2%	2%	2%	7%	7%	2%	4%
Mean	48.80	47.77	45.01	48.73	45.09	43.99	48.39	48.59	50.67	48.17	48.00	49.45
StdDev	15.67	15.71	12.79	14.35	14.23	19.68	14.75	13.52	18.07	21.65	15.29	15.60

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Younger	91%	91%	92%	91%	92%	96%	95%	92%	83%	87%	95%	88%
The same age	3%	3%	4%	4%	3%	1%	2%	5%	5%	6%	2%	5%
Older	5%	5%	4%	6%	6%	2%	3%	4%	12%	7%	3%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Under 18	1%	-	4%	2%	1%	4%	1%	1%	1%	1%
18-29	6%	6%	12%	4%	5%	22%	8%	5%	6%	5%
30-39	13%	24%	29%	25%	12%	7%	26%	13%	15%	9%
40-49	26%	33%	19%	26%	25%	29%	28%	25%	26%	23%
50-59	30%	20%	29%	32%	30%	22%	24%	30%	30%	31%
60-69	16%	14%	4%	8%	17%	15%	10%	16%	15%	19%
70-79	5%	-	4%	3%	5%	-	1%	5%	4%	8%
80+	3%	2%	-	2%	4%	-	1%	3%	3%	4%
Mean	48.80	44.89	39.92	45.18	49.36	40.59	43.05	49.13	47.73	51.09
StdDev	15.67	19.37	15.06	12.92	15.65	14.59	17.94	15.53	15.56	15.69

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Younger	91%	94%	89%	96%	91%	93%	92%	91%	91%	91%
The same age	3%	4%	4%	2%	3%	4%	4%	3%	3%	3%
Older	5%	2%	7%	2%	6%	4%	4%	5%	5%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Losing my hair	14%	13%	13%	16%	10%	13%	14%
Getting wrinkles	10%	8%	10%	10%	8%	9%	11%
Dying	23%	27%	24%	20%	17%	22%	26%
Being alone	29%	32%	30%	27%	25%	30%	28%
Losing my sex appeal/ sex drive	7%	10%	6%	5%	3%	7%	6%
Being attacked	8%	9%	10%	6%	8%	9%	8%
My body's overall appearance	23%	26%	23%	20%	20%	22%	24%
Health problems	61%	65%	62%	57%	52%	61%	60%
Memory loss	59%	55%	61%	60%	57%	60%	56%
Having to go into a nursing home	50%	42%	53%	54%	54%	52%	44%
Being reliant on others/ losing independence	67%	63%	67%	73%	65%	70%	61%
Relationships with family/ friends changing	9%	8%	9%	9%	10%	9%	9%
Financial problems	23%	33%	22%	15%	18%	23%	25%
Other	1%	1%	0%	1%	-	1%	0%
Don't know	1%	2%	1%	1%	2%	1%	2%
Not applicable - Nothing scares me about growing older	5%	4%	5%	8%	6%	5%	6%
NET: Looks	30%	31%	30%	31%	27%	30%	31%
NET: Health	88%	87%	89%	88%	88%	90%	84%
NET: Relationships	36%	41%	35%	33%	33%	36%	36%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Losing my hair	14%	13%	12%	10%	14%	17%	15%	13%	14%	18%	14%	8%	12%
Getting wrinkles	10%	17%	7%	10%	9%	8%	11%	14%	9%	10%	10%	3%	8%
Dying	23%	16%	21%	27%	19%	24%	24%	25%	27%	26%	24%	19%	22%
Being alone	29%	21%	30%	29%	28%	32%	30%	30%	31%	33%	30%	26%	26%
Losing my sex appeal/ sex drive	7%	5%	7%	7%	7%	7%	5%	5%	9%	9%	7%	6%	6%
Being attacked	8%	5%	8%	5%	9%	8%	8%	12%	10%	8%	8%	6%	9%
My body's overall appearance	23%	35%	20%	23%	14%	20%	21%	31%	27%	26%	24%	11%	21%
Health problems	61%	59%	58%	55%	57%	64%	62%	60%	61%	66%	60%	66%	63%
Memory loss	59%	50%	60%	56%	63%	54%	61%	56%	63%	66%	59%	50%	55%
Having to go into a nursing home	50%	41%	50%	48%	52%	55%	53%	50%	49%	52%	50%	43%	47%
Being reliant on others/ losing independence	67%	68%	67%	69%	62%	65%	77%	66%	70%	66%	68%	61%	62%
Relationships with family/ friends changing	9%	7%	6%	7%	8%	9%	9%	13%	10%	8%	9%	6%	11%
Financial problems	23%	19%	23%	18%	20%	22%	26%	27%	26%	25%	23%	20%	25%
Other	1%	-	2%	1%	2%	-	-	1%	-	-	1%	-	1%
Don't know	1%	2%	2%	1%	1%	-	0%	2%	1%	0%	1%	2%	3%
Not applicable - Nothing scares me about growing older	5%	8%	4%	3%	8%	6%	3%	7%	6%	3%	5%	4%	8%
NET: Looks	30%	42%	29%	29%	24%	29%	30%	35%	35%	34%	32%	15%	28%
NET: Health	88%	83%	88%	89%	87%	91%	92%	84%	88%	91%	89%	86%	84%
NET: Relationships	36%	28%	36%	37%	34%	38%	35%	37%	39%	41%	37%	32%	34%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Losing my hair	14%	12%	16%	15%	13%	16%	14%	8%	12%	13%	14%	13%	50%	13%	26%	12%
Getting wrinkles	10%	10%	8%	11%	14%	10%	10%	3%	8%	9%	11%	10%	25%	9%	10%	11%
Dying	23%	22%	22%	24%	25%	26%	24%	19%	22%	27%	26%	27%	49%	21%	36%	28%
Being alone	29%	28%	30%	30%	30%	32%	30%	26%	26%	26%	34%	30%	25%	29%	41%	30%
Losing my sex appeal/ sex drive	7%	7%	7%	5%	5%	9%	7%	6%	6%	12%	8%	10%	-	5%	23%	6%
Being attacked	8%	7%	8%	8%	12%	9%	8%	6%	9%	7%	12%	9%	-	8%	13%	10%
My body's overall appearance	23%	24%	17%	21%	31%	27%	24%	11%	21%	24%	25%	25%	25%	21%	48%	25%
Health problems	61%	57%	61%	62%	60%	63%	60%	66%	63%	63%	66%	64%	100%	58%	64%	65%
Memory loss	59%	57%	58%	61%	56%	64%	59%	50%	55%	52%	63%	57%	74%	59%	58%	61%
Having to go into a nursing home	50%	47%	54%	53%	50%	50%	50%	43%	47%	44%	52%	48%	49%	52%	32%	45%
Being reliant on others/ losing independence	67%	68%	64%	77%	66%	68%	68%	61%	62%	64%	66%	65%	74%	69%	65%	63%
Relationships with family/ friends changing	9%	7%	9%	9%	13%	9%	9%	6%	11%	9%	9%	9%	50%	8%	9%	11%
Financial problems	23%	21%	21%	26%	27%	26%	23%	20%	25%	34%	29%	32%	51%	16%	42%	36%
Other	1%	1%	1%	-	1%	-	1%	-	1%	1%	0%	1%	-	0%	3%	1%
Don't know	1%	2%	0%	0%	2%	1%	1%	2%	3%	1%	1%	1%	-	1%	-	3%
Not applicable - Nothing scares me about growing older	5%	4%	7%	3%	7%	5%	5%	4%	8%	4%	3%	4%	-	7%	-	4%
NET: Looks	30%	31%	27%	30%	35%	34%	32%	15%	28%	30%	33%	31%	50%	29%	58%	31%
NET: Health	88%	88%	89%	92%	84%	89%	89%	86%	84%	87%	91%	89%	100%	88%	77%	87%
NET: Relationships	36%	35%	36%	35%	37%	40%	37%	32%	34%	37%	42%	39%	50%	34%	51%	37%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Losing my hair	14%	14%	19%	12%	13%	13%	14%	8%	13%	-	9%	14%
Getting wrinkles	10%	10%	10%	8%	10%	6%	10%	10%	3%	-	8%	8%
Dying	23%	24%	30%	24%	19%	21%	23%	31%	19%	35%	28%	16%
Being alone	29%	32%	27%	27%	23%	26%	30%	25%	33%	-	26%	33%
Losing my sex appeal/ sex drive	7%	7%	11%	8%	3%	7%	6%	11%	12%	-	11%	10%
Being attacked	8%	8%	10%	8%	8%	11%	8%	9%	6%	-	8%	12%
My body's overall appearance	23%	24%	25%	21%	20%	25%	23%	22%	13%	-	20%	18%
Health problems	61%	62%	66%	59%	58%	57%	61%	70%	57%	-	65%	56%
Memory loss	59%	60%	62%	58%	59%	49%	59%	59%	44%	35%	55%	55%
Having to go into a nursing home	50%	49%	44%	52%	55%	46%	50%	39%	35%	35%	38%	49%
Being reliant on others/ losing independence	67%	66%	66%	70%	70%	64%	68%	60%	62%	68%	61%	61%
Relationships with family/ friends changing	9%	9%	8%	10%	10%	8%	9%	7%	10%	-	8%	15%
Financial problems	23%	22%	26%	29%	19%	31%	23%	34%	25%	35%	32%	18%
Other	1%	1%	2%	0%	0%	2%	1%	-	-	-	-	2%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	2%
Not applicable - Nothing scares me about growing older	5%	5%	1%	5%	6%	8%	5%	4%	3%	32%	5%	-
NET: Looks	30%	31%	36%	26%	29%	30%	31%	26%	19%	-	24%	22%
NET: Health	88%	88%	92%	89%	90%	83%	88%	88%	87%	68%	88%	92%
NET: Relationships	36%	39%	39%	33%	29%	32%	36%	38%	45%	-	39%	43%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Losing my hair	14%	14%	12%	14%	12%	8%	14%	13%	15%	5%	13%	14%
Getting wrinkles	10%	10%	12%	8%	10%	3%	9%	10%	12%	4%	9%	11%
Dying	23%	25%	24%	22%	23%	14%	19%	24%	33%	16%	18%	28%
Being alone	29%	30%	35%	32%	31%	10%	27%	30%	38%	16%	25%	33%
Losing my sex appeal/ sex drive	7%	8%	12%	6%	10%	4%	6%	7%	8%	-	6%	8%
Being attacked	8%	8%	8%	8%	9%	4%	8%	9%	10%	7%	7%	9%
My body's overall appearance	23%	24%	27%	20%	23%	8%	16%	26%	35%	2%	16%	30%
Health problems	61%	62%	63%	58%	62%	43%	53%	67%	70%	46%	52%	68%
Memory loss	59%	59%	58%	56%	57%	48%	55%	62%	63%	44%	55%	62%
Having to go into a nursing home	50%	50%	51%	46%	46%	45%	51%	49%	50%	34%	50%	50%
Being reliant on others/ losing independence	67%	67%	64%	63%	66%	55%	65%	70%	69%	58%	64%	70%
Relationships with family/ friends changing	9%	10%	9%	9%	11%	5%	9%	9%	11%	7%	8%	9%
Financial problems	23%	24%	26%	21%	25%	8%	19%	27%	30%	16%	18%	28%
Other	1%	1%	2%	0%	1%	-	1%	1%	1%	-	1%	1%
Don't know	1%	1%	1%	2%	1%	3%	2%	0%	1%	5%	2%	1%
Not applicable - Nothing scares me about growing older	5%	5%	2%	6%	4%	17%	8%	3%	2%	7%	9%	2%
NET: Looks	30%	31%	33%	28%	30%	16%	26%	32%	40%	9%	25%	36%
NET: Health	88%	89%	89%	86%	88%	72%	84%	92%	92%	79%	83%	92%
NET: Relationships	36%	38%	44%	40%	40%	18%	33%	37%	44%	20%	32%	40%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Losing my hair	14%	14%	14%	13%	14%	-	14%	14%	14%	12%
Getting wrinkles	10%	12%	11%	11%	9%	7%	11%	10%	10%	9%
Dying	23%	24%	18%	21%	23%	26%	22%	23%	24%	21%
Being alone	29%	25%	37%	25%	30%	7%	29%	30%	30%	28%
Losing my sex appeal/ sex drive	7%	7%	8%	13%	6%	11%	7%	7%	8%	5%
Being attacked	8%	9%	7%	10%	8%	-	8%	8%	8%	10%
My body's overall appearance	23%	16%	19%	20%	24%	11%	17%	23%	23%	22%
Health problems	61%	51%	59%	65%	61%	31%	54%	62%	62%	59%
Memory loss	59%	57%	44%	52%	60%	18%	52%	59%	59%	59%
Having to go into a nursing home	50%	53%	37%	46%	50%	15%	47%	50%	50%	49%
Being reliant on others/ losing independence	67%	69%	59%	63%	68%	15%	65%	68%	67%	67%
Relationships with family/ friends changing	9%	7%	4%	12%	9%	7%	5%	9%	10%	8%
Financial problems	23%	24%	29%	20%	24%	7%	26%	23%	24%	22%
Other	1%	-	-	1%	1%	-	-	1%	1%	1%
Don't know	1%	-	-	1%	1%	14%	-	1%	1%	2%
Not applicable - Nothing scares me about growing older	5%	5%	15%	4%	5%	15%	8%	5%	5%	6%
NET: Looks	30%	25%	29%	28%	31%	11%	27%	31%	31%	28%
NET: Health	88%	91%	74%	90%	89%	49%	85%	89%	89%	86%
NET: Relationships	36%	31%	45%	38%	36%	22%	36%	36%	38%	33%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Getting a free bus pass	23%	19%	26%	24%	24%	23%	24%
Retiring	29%	29%	33%	24%	23%	30%	26%
Being able to travel the world	24%	26%	27%	21%	14%	28%	16%
Receiving my pension	22%	19%	27%	18%	22%	22%	21%
Not having to provide for my children	9%	8%	11%	10%	7%	9%	9%
Having grandchildren	33%	26%	34%	37%	36%	33%	33%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	20%	18%	15%	11%	18%	15%
Becoming more confident as a person	23%	15%	25%	27%	25%	24%	19%
Having more leisure time	49%	52%	52%	46%	41%	52%	43%
Spending more time with family and friends	35%	30%	39%	34%	30%	36%	32%
Learning new hobbies/ skills	25%	27%	28%	22%	18%	27%	20%
Other	3%	4%	2%	2%	3%	3%	3%
Don't know	3%	4%	3%	4%	5%	3%	5%
Not applicable - Nothing excites me about growing older	18%	18%	15%	19%	24%	16%	21%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Under 30	0%	0%	-	0%	-	0%	0%
30-34	1%	1%	1%	1%	1%	1%	2%
35-39	6%	6%	5%	7%	10%	6%	7%
40-44	29%	30%	26%	29%	38%	28%	31%
45-49	38%	34%	42%	36%	34%	39%	35%
50-54	16%	16%	17%	17%	9%	17%	14%
55-59	2%	2%	2%	2%	2%	2%	1%
60-64	1%	1%	1%	1%	-	1%	1%
65-69	-	-	-	-	-	-	-
70+	0%	1%	-	-	-	0%	0%
Not applicable - I don't think a woman is ever too old to have a baby	7%	9%	6%	7%	7%	7%	8%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Getting a free bus pass	23%	28%	16%	15%	21%	23%	20%	46%	21%	22%	23%	20%	23%
Retiring	29%	27%	30%	34%	25%	28%	29%	29%	28%	31%	29%	30%	25%
Being able to travel the world	24%	30%	25%	28%	20%	24%	22%	25%	23%	28%	25%	18%	26%
Receiving my pension	22%	26%	25%	16%	20%	19%	20%	31%	21%	23%	22%	21%	17%
Not having to provide for my children	9%	8%	12%	7%	9%	10%	8%	12%	6%	10%	9%	8%	12%
Having grandchildren	33%	41%	35%	33%	31%	31%	30%	31%	33%	37%	33%	30%	29%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	21%	13%	20%	13%	14%	21%	15%	19%	22%	18%	14%	19%
Becoming more confident as a person	23%	23%	19%	27%	30%	18%	20%	23%	26%	24%	23%	20%	19%
Having more leisure time	49%	53%	54%	47%	44%	45%	51%	49%	50%	50%	49%	52%	47%
Spending more time with family and friends	35%	37%	35%	34%	35%	30%	39%	34%	34%	35%	35%	34%	35%
Learning new hobbies/ skills	25%	21%	23%	20%	23%	25%	26%	24%	26%	31%	25%	29%	26%
Other	3%	2%	3%	3%	4%	2%	1%	2%	3%	4%	3%	2%	4%
Don't know	3%	3%	3%	2%	6%	4%	2%	3%	6%	1%	4%	3%	3%
Not applicable - Nothing excites me about growing older	18%	22%	15%	18%	19%	18%	18%	19%	18%	16%	18%	19%	17%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Under 30	0%	-	0%	-	1%	-	0%	-	-	1%	0%	-	-
30-34	1%	-	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%
35-39	6%	5%	4%	7%	6%	8%	6%	5%	8%	4%	6%	3%	7%
40-44	29%	27%	29%	33%	28%	31%	29%	30%	27%	28%	29%	31%	25%
45-49	38%	42%	37%	37%	39%	35%	37%	39%	38%	39%	38%	38%	34%
50-54	16%	16%	17%	13%	14%	14%	17%	16%	16%	21%	16%	17%	17%
55-59	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%	3%
60-64	1%	2%	1%	1%	-	1%	0%	2%	1%	1%	1%	-	2%
65-69	-	-	-	-	-	-	-	-	-	-	-	-	-
70+	0%	1%	-	1%	-	-	0%	-	0%	-	0%	-	-
Not applicable - I don't think a woman is ever too old to have a baby	7%	4%	8%	6%	9%	8%	6%	5%	7%	6%	7%	8%	12%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Getting a free bus pass	23%	18%	22%	20%	46%	21%	23%	20%	23%	17%	29%	23%	-	24%	13%	21%
Retiring	29%	31%	27%	29%	29%	29%	29%	30%	25%	38%	33%	36%	-	28%	23%	13%
Being able to travel the world	24%	27%	22%	22%	25%	25%	25%	18%	26%	28%	28%	28%	49%	24%	19%	13%
Receiving my pension	22%	22%	19%	20%	31%	22%	22%	21%	17%	22%	28%	25%	-	22%	23%	14%
Not having to provide for my children	9%	10%	10%	8%	12%	8%	9%	8%	12%	8%	13%	10%	-	9%	10%	8%
Having grandchildren	33%	35%	31%	30%	31%	35%	33%	30%	29%	28%	35%	31%	24%	35%	16%	26%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	17%	14%	21%	15%	20%	18%	14%	19%	21%	21%	21%	50%	16%	16%	14%
Becoming more confident as a person	23%	23%	23%	20%	23%	25%	23%	20%	19%	17%	25%	21%	25%	26%	19%	11%
Having more leisure time	49%	51%	45%	51%	49%	50%	49%	52%	47%	59%	56%	58%	76%	48%	46%	30%
Spending more time with family and friends	35%	35%	32%	39%	34%	35%	35%	34%	35%	36%	38%	37%	49%	34%	23%	29%
Learning new hobbies/ skills	25%	22%	24%	26%	24%	28%	25%	29%	26%	29%	34%	31%	50%	23%	23%	19%
Other	3%	3%	3%	1%	2%	3%	3%	2%	4%	3%	5%	4%	-	2%	-	5%
Don't know	3%	3%	5%	2%	3%	4%	4%	3%	3%	4%	2%	3%	-	3%	3%	6%
Not applicable - Nothing excites me about growing older	18%	17%	18%	18%	19%	17%	18%	19%	17%	12%	12%	12%	-	18%	25%	33%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Under 30	0%	0%	1%	0%	-	0%	0%	-	-	0%	0%	0%	-	0%	-	1%
30-34	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	6%	2%
35-39	6%	5%	7%	6%	5%	7%	6%	3%	7%	6%	5%	5%	-	6%	10%	6%
40-44	29%	30%	30%	29%	30%	27%	29%	31%	25%	30%	25%	28%	51%	30%	23%	27%
45-49	38%	38%	37%	37%	39%	38%	38%	38%	34%	37%	38%	37%	-	39%	35%	29%
50-54	16%	15%	14%	17%	16%	18%	16%	17%	17%	15%	21%	18%	25%	15%	6%	20%
55-59	2%	2%	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	-	2%	-	3%
60-64	1%	1%	1%	0%	2%	1%	1%	-	2%	1%	2%	2%	-	1%	7%	1%
65-69	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
70+	0%	0%	-	0%	-	0%	0%	-	-	0%	-	0%	-	0%	-	1%
Not applicable - I don't think a woman is ever too old to have a baby	7%	7%	8%	6%	5%	7%	7%	8%	12%	8%	6%	7%	24%	7%	13%	11%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Getting a free bus pass	23%	22%	28%	25%	23%	24%	23%	13%	17%	-	14%	37%
Retiring	29%	30%	34%	29%	20%	31%	29%	22%	22%	-	22%	28%
Being able to travel the world	24%	27%	28%	19%	17%	24%	24%	18%	30%	32%	21%	35%
Receiving my pension	22%	20%	28%	24%	21%	25%	22%	11%	19%	-	13%	30%
Not having to provide for my children	9%	10%	7%	11%	9%	3%	9%	14%	13%	-	14%	16%
Having grandchildren	33%	35%	25%	34%	35%	12%	33%	33%	30%	32%	33%	33%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	17%	22%	18%	16%	20%	17%	18%	15%	35%	18%	31%
Becoming more confident as a person	23%	20%	26%	25%	28%	25%	23%	16%	13%	32%	16%	28%
Having more leisure time	49%	52%	47%	49%	42%	49%	49%	52%	48%	35%	51%	57%
Spending more time with family and friends	35%	36%	30%	37%	36%	23%	34%	38%	33%	67%	37%	47%
Learning new hobbies/ skills	25%	23%	31%	28%	22%	36%	25%	31%	22%	-	28%	41%
Other	3%	3%	3%	3%	1%	5%	3%	1%	3%	-	1%	7%
Don't know	3%	3%	6%	4%	4%	3%	3%	3%	3%	-	3%	4%
Not applicable - Nothing excites me about growing older	18%	16%	19%	17%	22%	20%	18%	19%	19%	33%	19%	14%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Under 30	0%	0%	1%	-	-	-	0%	-	-	-	-	-
30-34	1%	1%	2%	1%	1%	1%	1%	-	-	-	-	2%
35-39	6%	6%	5%	5%	8%	6%	6%	4%	-	-	3%	8%
40-44	29%	28%	35%	28%	34%	22%	29%	20%	36%	35%	24%	31%
45-49	38%	40%	32%	36%	33%	34%	38%	44%	30%	33%	40%	20%
50-54	16%	15%	18%	17%	17%	21%	16%	19%	22%	32%	20%	25%
55-59	2%	2%	1%	2%	1%	4%	2%	1%	-	-	1%	-
60-64	1%	1%	1%	1%	0%	3%	1%	-	3%	-	1%	-
65-69	-	-	-	-	-	-	-	-	-	-	-	-
70+	0%	0%	-	0%	0%	-	0%	-	3%	-	1%	2%
Not applicable - I don't think a woman is ever too old to have a baby	7%	7%	5%	9%	5%	10%	7%	11%	6%	-	10%	12%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Getting a free bus pass	23%	23%	25%	26%	24%	24%	26%	26%	16%	13%	25%	22%
Retiring	29%	29%	29%	28%	29%	25%	30%	32%	24%	16%	30%	29%
Being able to travel the world	24%	25%	33%	26%	28%	36%	27%	27%	17%	3%	28%	23%
Receiving my pension	22%	22%	23%	23%	24%	18%	23%	26%	16%	7%	23%	22%
Not having to provide for my children	9%	10%	10%	8%	9%	11%	10%	9%	8%	7%	10%	9%
Having grandchildren	33%	34%	28%	39%	31%	34%	36%	35%	26%	16%	36%	31%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	20%	23%	18%	18%	30%	20%	17%	12%	3%	21%	15%
Becoming more confident as a person	23%	23%	26%	19%	22%	29%	30%	21%	14%	4%	30%	18%
Having more leisure time	49%	50%	56%	49%	53%	43%	54%	53%	40%	22%	53%	47%
Spending more time with family and friends	35%	37%	34%	38%	32%	41%	39%	37%	25%	13%	39%	32%
Learning new hobbies/ skills	25%	28%	35%	23%	31%	33%	29%	25%	18%	11%	30%	22%
Other	3%	3%	5%	4%	4%	4%	3%	3%	2%	6%	3%	3%
Don't know	3%	3%	2%	3%	2%	1%	3%	3%	4%	16%	2%	4%
Not applicable - Nothing excites me about growing older	18%	17%	12%	17%	16%	17%	13%	14%	29%	25%	14%	20%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Under 30	0%	0%	-	-	-	1%	0%	0%	0%	2%	0%	0%
30-34	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
35-39	6%	6%	5%	7%	6%	9%	6%	5%	7%	4%	7%	6%
40-44	29%	29%	22%	28%	25%	26%	30%	28%	29%	22%	30%	28%
45-49	38%	36%	39%	37%	39%	31%	36%	40%	37%	39%	36%	39%
50-54	16%	18%	21%	18%	17%	13%	16%	15%	18%	20%	16%	16%
55-59	2%	2%	1%	0%	2%	1%	2%	2%	1%	4%	2%	2%
60-64	1%	1%	3%	1%	1%	4%	1%	1%	1%	-	1%	1%
65-69	-	-	-	-	-	-	-	-	-	-	-	-
70+	0%	0%	1%	1%	1%	2%	-	0%	-	-	0%	0%
Not applicable - I don't think a woman is ever too old to have a baby	7%	7%	6%	7%	9%	10%	7%	8%	6%	11%	7%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Getting a free bus pass	23%	18%	26%	24%	23%	-	21%	23%	23%	24%
Retiring	29%	23%	26%	31%	29%	23%	24%	29%	29%	29%
Being able to travel the world	24%	26%	34%	27%	24%	11%	29%	24%	25%	22%
Receiving my pension	22%	33%	33%	21%	22%	7%	33%	22%	22%	21%
Not having to provide for my children	9%	9%	4%	7%	10%	7%	7%	9%	10%	8%
Having grandchildren	33%	37%	33%	33%	33%	11%	36%	33%	34%	31%
Ticking things off my 'bucket list' (i.e. goals to achieve)	18%	29%	29%	28%	17%	-	29%	17%	19%	14%
Becoming more confident as a person	23%	18%	26%	20%	23%	7%	21%	23%	23%	22%
Having more leisure time	49%	44%	52%	50%	50%	26%	47%	50%	50%	48%
Spending more time with family and friends	35%	39%	37%	34%	35%	14%	39%	35%	37%	29%
Learning new hobbies/ skills	25%	20%	22%	32%	25%	15%	21%	25%	27%	21%
Other	3%	2%	-	2%	3%	-	1%	3%	3%	3%
Don't know	3%	-	-	4%	3%	18%	-	3%	3%	5%
Not applicable - Nothing excites me about growing older	18%	26%	15%	11%	18%	26%	22%	17%	17%	20%

At what age would you consider a woman to be too old to have a baby? (Please write your answer as a whole number in the box below)

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Under 30	0%	-	-	1%	0%	-	-	0%	0%	0%
30-34	1%	2%	-	1%	1%	4%	1%	1%	1%	1%
35-39	6%	9%	7%	5%	6%	8%	8%	6%	6%	7%
40-44	29%	27%	18%	31%	29%	19%	24%	29%	28%	30%
45-49	38%	40%	41%	32%	38%	33%	40%	37%	36%	40%
50-54	16%	11%	15%	18%	16%	4%	12%	16%	18%	12%
55-59	2%	-	-	3%	2%	4%	-	2%	2%	2%
60-64	1%	3%	-	1%	1%	-	2%	1%	1%	1%
65-69	-	-	-	-	-	-	-	-	-	-
70+	0%	-	4%	-	0%	-	1%	0%	0%	-
Not applicable - I don't think a woman is ever too old to have a baby	7%	9%	14%	9%	7%	29%	11%	7%	7%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

The next question is about your sex life. 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 select 'Prefer not to say'.

If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Better	16%	21%	15%	11%	11%	15%	16%
No difference	20%	20%	22%	20%	17%	20%	21%
Worse	25%	28%	27%	24%	13%	25%	26%
Don't know	6%	5%	5%	7%	9%	5%	7%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	9%	13%	14%	18%	14%	9%
Not applicable – I have never had sex	1%	0%	1%	0%	2%	1%	1%
Prefer not to say	20%	17%	18%	24%	30%	20%	20%

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus online	2023	610	729	540	144	1406	617
Very likely	2%	4%	1%	2%	2%	2%	2%
Fairly likely	1%	3%	1%	1%	-	1%	1%
Fairly unlikely	5%	8%	5%	4%	4%	5%	6%
Very unlikely	90%	84%	91%	94%	93%	90%	89%
Don't know	1%	2%	2%	0%	1%	1%	2%
NET: Likely	4%	6%	2%	2%	4%	3%	3%
NET: Unlikely	95%	92%	96%	97%	97%	95%	95%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

The next question is about your sex life. 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 select 'Prefer not to say'.

If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Better	16%	18%	17%	15%	19%	16%	14%	14%	15%	14%	15%	15%	17%
No difference	20%	17%	18%	21%	19%	23%	19%	18%	21%	22%	20%	22%	20%
Worse	25%	22%	23%	25%	28%	23%	32%	22%	28%	23%	25%	21%	26%
Don't know	6%	10%	6%	6%	3%	6%	6%	5%	6%	7%	6%	4%	5%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	9%	11%	12%	13%	9%	13%	16%	12%	15%	12%	13%	12%
Not applicable – I have never had sex	1%	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%
Prefer not to say	20%	24%	24%	20%	18%	23%	14%	24%	17%	18%	20%	24%	20%

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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus online	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Very likely	2%	1%	3%	1%	2%	1%	2%	4%	2%	3%	2%	2%	1%
Fairly likely	1%	1%	0%	2%	-	1%	1%	1%	2%	1%	1%	3%	1%
Fairly unlikely	5%	5%	5%	7%	3%	3%	6%	5%	6%	8%	5%	5%	6%
Very unlikely	90%	90%	91%	90%	93%	93%	88%	89%	88%	87%	90%	88%	92%
Don't know	1%	3%	1%	1%	2%	1%	2%	1%	1%	0%	1%	3%	1%
NET: Likely	4%	2%	4%	3%	2%	2%	3%	5%	5%	4%	4%	4%	2%
NET: Unlikely	95%	95%	95%	96%	96%	96%	94%	94%	94%	95%	95%	93%	97%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

The next question is about your sex life. 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 select 'Prefer not to say'. If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Better	16%	16%	17%	14%	14%	15%	15%	15%	17%	23%	18%	21%	-	12%	23%	18%
No difference	20%	19%	21%	19%	18%	22%	20%	22%	20%	18%	23%	20%	26%	20%	19%	21%
Worse	25%	24%	25%	32%	22%	26%	25%	21%	26%	25%	26%	26%	49%	25%	39%	24%
Don't know	6%	7%	5%	6%	5%	6%	6%	4%	5%	7%	5%	6%	-	6%	-	4%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	11%	11%	13%	16%	13%	12%	13%	12%	12%	8%	10%	-	14%	16%	12%
Not applicable – I have never had sex	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-
Prefer not to say	20%	23%	21%	14%	24%	18%	20%	24%	20%	15%	19%	17%	25%	22%	3%	21%

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus online	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Very likely	2%	2%	2%	2%	4%	3%	2%	2%	1%	3%	3%	3%	-	2%	4%	2%
Fairly likely	1%	1%	1%	1%	1%	2%	1%	3%	1%	3%	1%	2%	-	1%	3%	1%
Fairly unlikely	5%	6%	3%	6%	5%	7%	5%	5%	6%	8%	5%	7%	-	4%	10%	7%
Very unlikely	90%	90%	93%	88%	89%	88%	90%	88%	92%	84%	89%	87%	100%	92%	84%	87%
Don't know	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	2%	-	1%	-	3%
NET: Likely	4%	3%	2%	3%	5%	5%	4%	4%	2%	6%	4%	5%	-	3%	7%	3%
NET: Unlikely	95%	96%	96%	94%	94%	95%	95%	93%	97%	92%	94%	93%	100%	96%	93%	94%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

The next question is about your sex life. 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 select 'Prefer not to say'.

If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Better	16%	15%	21%	21%	12%	11%	15%	22%	19%	-	21%	28%
No difference	20%	24%	15%	13%	14%	23%	21%	14%	20%	32%	16%	6%
Worse	25%	32%	42%	12%	11%	9%	25%	36%	35%	68%	37%	17%
Don't know	6%	4%	2%	11%	10%	6%	6%	5%	6%	-	5%	6%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	5%	5%	27%	24%	23%	13%	6%	7%	-	6%	12%
Not applicable – I have never had sex	1%	0%	1%	1%	1%	4%	1%	-	-	-	-	-
Prefer not to say	20%	20%	13%	15%	29%	23%	20%	16%	13%	-	15%	31%

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus online	2023	1149	131	321	268	154	1845	96	31	3	130	49
Very likely	2%	2%	4%	2%	1%	4%	2%	5%	3%	33%	5%	2%
Fairly likely	1%	2%	1%	2%	1%	1%	1%	1%	-	-	1%	2%
Fairly unlikely	5%	5%	7%	7%	5%	5%	5%	11%	3%	-	9%	8%
Very unlikely	90%	90%	86%	89%	93%	89%	90%	82%	94%	67%	84%	82%
Don't know	1%	2%	2%	0%	1%	1%	1%	1%	-	-	1%	6%
NET: Likely	4%	4%	5%	4%	2%	4%	3%	6%	3%	33%	6%	4%
NET: Unlikely	95%	95%	93%	96%	97%	94%	95%	93%	97%	67%	93%	90%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

The next question is about your sex life. 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 select 'Prefer not to say'. If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Better	16%	16%	19%	14%	16%	26%	19%	14%	12%	9%	19%	13%
No difference	20%	20%	17%	21%	18%	24%	24%	19%	16%	12%	24%	17%
Worse	25%	29%	31%	28%	29%	10%	20%	29%	33%	6%	20%	31%
Don't know	6%	5%	5%	7%	7%	3%	6%	7%	5%	9%	5%	6%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	12%	13%	10%	15%	12%	11%	12%	16%	15%	11%	13%
Not applicable – I have never had sex	1%	1%	-	1%	0%	3%	1%	0%	0%	2%	1%	0%
Prefer not to say	20%	17%	14%	19%	15%	23%	20%	19%	19%	48%	20%	19%

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus online	2023	1270	227	215	330	77	785	645	461	55	862	1106
Very likely	2%	2%	3%	2%	2%	8%	3%	1%	2%	-	3%	2%
Fairly likely	1%	1%	2%	3%	2%	2%	2%	1%	-	-	2%	0%
Fairly unlikely	5%	7%	7%	7%	8%	6%	9%	5%	1%	4%	9%	3%
Very unlikely	90%	88%	88%	89%	87%	79%	85%	92%	97%	84%	84%	94%
Don't know	1%	1%	0%	-	1%	4%	1%	1%	0%	12%	1%	1%
NET: Likely	4%	4%	5%	4%	4%	10%	5%	2%	2%	-	6%	2%
NET: Unlikely	95%	95%	94%	96%	94%	86%	94%	97%	98%	88%	93%	97%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

The next question is about your sex life. 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 select 'Prefer not to say'. If you have never had sex, or did not have sex when you were younger/ now, please select the "Not applicable" option.

In general, would you say that sex for you is better or worse now compared to when you were younger, or is there no difference?

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Better	16%	28%	29%	24%	14%	25%	29%	15%	16%	14%
No difference	20%	23%	26%	26%	20%	11%	24%	20%	20%	21%
Worse	25%	24%	22%	25%	26%	11%	23%	26%	28%	20%
Don't know	6%	7%	-	3%	6%	8%	4%	6%	6%	6%
Not applicable – I did not have sex when I was younger/ don't have sex now	12%	7%	11%	10%	13%	8%	9%	13%	12%	13%
Not applicable – I have never had sex	1%	2%	-	-	1%	4%	1%	1%	1%	1%
Prefer not to say	20%	9%	11%	12%	21%	33%	10%	20%	18%	26%

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus online	2023	45	26	110	1816	26	71	1926	1378	650
Very likely	2%	100%	-	-	-	-	63%	-	2%	2%
Fairly likely	1%	-	100%	-	-	-	37%	-	1%	1%
Fairly unlikely	5%	-	-	100%	-	-	-	6%	7%	3%
Very unlikely	90%	-	-	-	100%	-	-	94%	88%	93%
Don't know	1%	-	-	-	-	100%	-	-	1%	2%
NET: Likely	4%	100%	100%	-	-	-	100%	-	4%	3%
NET: Unlikely	95%	-	-	100%	100%	-	-	100%	95%	95%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Very confident	4%	3%	3%	6%	4%	4%	4%
Fairly confident	39%	33%	38%	44%	47%	40%	36%
Not very confident	32%	35%	31%	31%	24%	32%	32%
Not at all confident	23%	26%	25%	17%	19%	22%	26%
Don't know	3%	3%	3%	2%	6%	2%	4%
NET: Confident	43%	36%	41%	50%	51%	44%	39%
NET: Not confident	55%	61%	56%	48%	43%	54%	57%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
I would like to lose weight	54%	57%	58%	51%	39%	55%	53%
I would like to tone up my body	39%	52%	41%	29%	17%	39%	39%
I would like to eat more healthily	21%	28%	21%	13%	16%	21%	20%
I would like to feel more confident about my body	26%	31%	28%	20%	18%	26%	28%
I'd like to have a more youthful body	26%	27%	26%	26%	30%	26%	26%
I'd like to have less wrinkles	24%	21%	23%	27%	37%	24%	25%
I'm worried about what will happen to my body as I grow older	18%	24%	17%	13%	15%	18%	16%
None of these	14%	10%	13%	19%	20%	14%	14%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Very confident	4%	5%	4%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%
Fairly confident	39%	42%	39%	38%	42%	33%	36%	45%	41%	39%	39%	40%	33%
Not very confident	32%	36%	34%	29%	29%	32%	31%	29%	28%	32%	31%	33%	41%
Not at all confident	23%	17%	18%	28%	23%	27%	24%	20%	25%	24%	23%	22%	18%
Don't know	3%	1%	4%	2%	2%	4%	5%	2%	2%	1%	3%	3%	3%
NET: Confident	43%	46%	43%	41%	46%	37%	40%	48%	45%	43%	43%	43%	37%
NET: Not confident	55%	53%	52%	57%	52%	59%	55%	50%	53%	56%	54%	54%	60%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
I would like to lose weight	54%	56%	58%	59%	52%	54%	49%	51%	57%	54%	55%	52%	54%
I would like to tone up my body	39%	44%	39%	41%	31%	33%	37%	43%	40%	40%	39%	38%	45%
I would like to eat more healthily	21%	17%	22%	29%	15%	18%	19%	25%	20%	20%	21%	19%	21%
I would like to feel more confident about my body	26%	23%	25%	29%	27%	25%	29%	25%	23%	31%	26%	24%	29%
I'd like to have a more youthful body	26%	25%	22%	27%	26%	22%	30%	35%	26%	28%	27%	16%	26%
I'd like to have less wrinkles	24%	37%	24%	23%	22%	19%	28%	25%	27%	29%	26%	11%	21%
I'm worried about what will happen to my body as I grow older	18%	19%	15%	18%	15%	15%	14%	24%	21%	19%	18%	13%	19%
None of these	14%	9%	13%	11%	20%	15%	16%	15%	12%	15%	14%	14%	14%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Very confident	4%	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	4%	-	4%	-	3%
Fairly confident	39%	39%	37%	36%	45%	40%	39%	40%	33%	37%	41%	39%	-	42%	22%	22%
Not very confident	32%	33%	31%	31%	29%	30%	31%	33%	41%	33%	34%	34%	26%	30%	42%	35%
Not at all confident	23%	21%	25%	24%	20%	25%	23%	22%	18%	24%	18%	21%	74%	21%	36%	35%
Don't know	3%	3%	3%	5%	2%	2%	3%	3%	2%	2%	2%	2%	-	3%	-	5%
NET: Confident	43%	43%	41%	40%	48%	44%	43%	43%	37%	41%	46%	43%	-	46%	22%	25%
NET: Not confident	55%	54%	56%	55%	50%	54%	54%	54%	60%	57%	52%	55%	100%	51%	78%	70%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
I would like to lose weight	54%	58%	53%	49%	51%	56%	55%	52%	54%	57%	53%	55%	76%	54%	52%	57%
I would like to tone up my body	39%	41%	32%	37%	43%	40%	39%	38%	45%	54%	48%	51%	25%	32%	45%	46%
I would like to eat more healthily	21%	23%	16%	19%	25%	20%	21%	19%	21%	31%	24%	27%	50%	16%	29%	24%
I would like to feel more confident about my body	26%	26%	26%	29%	25%	26%	26%	24%	29%	31%	27%	30%	74%	23%	52%	30%
I'd like to have a more youthful body	26%	24%	24%	30%	35%	27%	27%	16%	26%	28%	26%	27%	-	25%	42%	28%
I'd like to have less wrinkles	24%	26%	20%	28%	25%	28%	26%	11%	21%	20%	26%	23%	25%	25%	29%	20%
I'm worried about what will happen to my body as I grow older	18%	16%	15%	14%	24%	20%	18%	13%	19%	25%	20%	23%	25%	14%	19%	23%
None of these	14%	12%	17%	16%	15%	13%	14%	14%	14%	9%	12%	10%	-	17%	7%	12%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Very confident	4%	4%	3%	3%	5%	6%	4%	3%	7%	-	4%	8%
Fairly confident	39%	38%	40%	43%	42%	33%	39%	37%	42%	32%	38%	40%
Not very confident	32%	33%	24%	31%	32%	33%	33%	28%	25%	35%	27%	20%
Not at all confident	23%	23%	30%	21%	19%	24%	22%	30%	20%	33%	28%	23%
Don't know	3%	3%	3%	2%	3%	5%	3%	2%	6%	-	3%	8%
NET: Confident	43%	41%	43%	46%	46%	38%	43%	40%	49%	32%	42%	48%
NET: Not confident	55%	56%	54%	52%	50%	57%	55%	58%	45%	68%	55%	43%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
I would like to lose weight	54%	56%	63%	51%	49%	56%	55%	57%	48%	33%	54%	51%
I would like to tone up my body	39%	39%	53%	42%	27%	47%	39%	47%	28%	35%	42%	48%
I would like to eat more healthily	21%	18%	32%	24%	18%	29%	20%	30%	19%	33%	27%	24%
I would like to feel more confident about my body	26%	28%	28%	25%	19%	30%	26%	32%	26%	68%	32%	24%
I'd like to have a more youthful body	26%	25%	25%	29%	27%	31%	27%	24%	23%	-	23%	16%
I'd like to have less wrinkles	24%	24%	25%	24%	28%	23%	25%	21%	23%	-	21%	22%
I'm worried about what will happen to my body as I grow older	18%	18%	25%	18%	12%	20%	18%	19%	13%	-	17%	14%
None of these	14%	13%	10%	17%	16%	18%	14%	7%	29%	32%	13%	12%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Very confident	4%	4%	5%	6%	5%	100%	-	-	-	-	9%	-
Fairly confident	39%	37%	45%	39%	39%	-	100%	-	-	-	91%	-
Not very confident	32%	33%	31%	31%	32%	-	-	100%	-	-	-	58%
Not at all confident	23%	24%	19%	22%	22%	-	-	-	100%	-	-	42%
Don't know	3%	2%	1%	1%	3%	-	-	-	-	100%	-	-
NET: Confident	43%	41%	49%	45%	44%	100%	100%	-	-	-	100%	-
NET: Not confident	55%	57%	50%	54%	54%	-	-	100%	100%	-	-	100%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
I would like to lose weight	54%	57%	61%	58%	55%	13%	40%	65%	73%	35%	38%	69%
I would like to tone up my body	39%	42%	56%	39%	46%	18%	38%	45%	40%	14%	36%	43%
I would like to eat more healthily	21%	22%	26%	21%	26%	8%	15%	25%	27%	18%	14%	26%
I would like to feel more confident about my body	26%	29%	30%	29%	29%	-	8%	37%	49%	4%	7%	42%
I'd like to have a more youthful body	26%	28%	30%	28%	27%	11%	21%	31%	34%	4%	20%	32%
I'd like to have less wrinkles	24%	24%	23%	23%	21%	21%	27%	22%	26%	6%	27%	24%
I'm worried about what will happen to my body as I grow older	18%	18%	26%	18%	22%	4%	16%	19%	21%	7%	15%	20%
None of these	14%	12%	9%	11%	13%	49%	20%	6%	6%	41%	23%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Very confident	4%	14%	7%	5%	3%	11%	11%	3%	4%	3%
Fairly confident	39%	47%	74%	64%	37%	33%	57%	38%	38%	40%
Not very confident	32%	20%	19%	27%	33%	22%	19%	33%	32%	31%
Not at all confident	23%	20%	-	3%	25%	8%	12%	23%	24%	21%
Don't know	3%	-	-	2%	3%	26%	-	3%	2%	4%
NET: Confident	43%	61%	81%	69%	40%	44%	68%	42%	42%	44%
NET: Not confident	55%	39%	19%	29%	57%	30%	32%	56%	56%	52%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
I would like to lose weight	54%	60%	34%	40%	56%	25%	50%	55%	57%	49%
I would like to tone up my body	39%	47%	40%	48%	39%	7%	44%	40%	42%	33%
I would like to eat more healthily	21%	33%	11%	20%	21%	7%	25%	21%	23%	16%
I would like to feel more confident about my body	26%	27%	11%	16%	27%	11%	21%	27%	28%	23%
I'd like to have a more youthful body	26%	27%	30%	24%	27%	4%	28%	27%	27%	24%
I'd like to have less wrinkles	24%	25%	44%	29%	24%	7%	32%	24%	24%	26%
I'm worried about what will happen to my body as I grow older	18%	12%	11%	22%	18%	3%	11%	18%	18%	17%
None of these	14%	13%	11%	15%	13%	56%	12%	14%	12%	18%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Upper arms	33%	34%	34%	33%	27%	35%	30%
Chest area	5%	7%	5%	4%	4%	5%	6%
Breasts	19%	23%	19%	15%	12%	18%	21%
Hips	20%	21%	21%	16%	17%	19%	20%
Thighs	26%	33%	26%	21%	13%	27%	25%
Calves	9%	9%	9%	7%	8%	8%	10%
Bottom	21%	26%	21%	15%	14%	20%	21%
Stomach	62%	70%	65%	54%	41%	63%	60%
Neck	16%	17%	18%	13%	22%	16%	17%
Face	18%	22%	18%	14%	17%	18%	19%
Feet	12%	11%	10%	14%	20%	12%	12%
Hair	14%	14%	12%	15%	16%	14%	15%
Other	3%	3%	4%	2%	2%	3%	4%
Not applicable – I don't feel negative about any part of my body	16%	11%	14%	21%	30%	16%	17%

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Botox	3%	5%	2%	2%	2%	3%	3%
Face lift	7%	8%	8%	4%	8%	7%	8%
Breast implants	1%	2%	1%	0%	1%	1%	1%
Eye lift	6%	8%	7%	3%	2%	6%	6%
Liposuction	5%	7%	6%	3%	2%	5%	5%
Tummy tuck	7%	9%	9%	5%	2%	6%	10%
Collagen	3%	3%	3%	2%	2%	3%	3%
Breast reduction	2%	3%	4%	1%	-	2%	3%
Buttock implants	0%	0%	0%	0%	-	0%	0%
Breast lift	3%	6%	3%	1%	1%	3%	4%
Permanent make-up	3%	3%	3%	2%	-	2%	4%
Other	1%	2%	1%	1%	2%	1%	1%
Don't know	4%	6%	3%	2%	1%	4%	3%
Not applicable – I would never have any form of cosmetic surgery	77%	69%	76%	86%	88%	79%	74%
NET: Face	13%	16%	14%	8%	9%	12%	14%
NET: Breast	5%	9%	6%	2%	2%	5%	6%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Upper arms	33%	37%	36%	38%	31%	33%	31%	32%	34%	32%	34%	32%	31%
Chest area	5%	5%	6%	4%	7%	6%	4%	5%	6%	4%	5%	4%	3%
Breasts	19%	26%	17%	19%	21%	20%	18%	20%	19%	17%	19%	12%	20%
Hips	20%	19%	21%	22%	22%	25%	17%	13%	20%	17%	19%	16%	22%
Thighs	26%	26%	29%	26%	26%	25%	24%	25%	25%	28%	26%	22%	28%
Calves	9%	9%	8%	6%	8%	10%	10%	9%	10%	5%	8%	10%	10%
Bottom	21%	25%	21%	27%	20%	18%	23%	17%	19%	22%	21%	18%	18%
Stomach	62%	63%	58%	69%	57%	61%	63%	62%	64%	62%	62%	62%	61%
Neck	16%	22%	15%	17%	19%	14%	17%	14%	19%	14%	16%	18%	16%
Face	18%	28%	16%	20%	15%	16%	20%	16%	23%	20%	19%	9%	16%
Feet	12%	17%	11%	12%	15%	15%	9%	12%	14%	11%	12%	10%	12%
Hair	14%	15%	15%	12%	19%	19%	12%	11%	13%	16%	14%	10%	12%
Other	3%	2%	6%	2%	4%	1%	2%	3%	3%	3%	3%	6%	3%
Not applicable – I don't feel negative about any part of my body	16%	10%	15%	15%	20%	16%	17%	16%	17%	16%	16%	17%	17%

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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Botox	3%	3%	4%	2%	-	3%	3%	4%	3%	1%	3%	3%	3%
Face lift	7%	9%	7%	8%	5%	7%	6%	8%	10%	4%	7%	3%	9%
Breast implants	1%	2%	0%	1%	1%	2%	0%	1%	2%	1%	1%	1%	2%
Eye lift	6%	7%	6%	9%	5%	4%	7%	8%	5%	5%	6%	6%	6%
Liposuction	5%	7%	5%	4%	7%	8%	3%	5%	5%	5%	5%	5%	4%
Tummy tuck	7%	6%	9%	6%	7%	11%	4%	5%	9%	7%	7%	7%	8%
Collagen	3%	3%	5%	3%	1%	2%	4%	3%	2%	2%	3%	2%	2%
Breast reduction	2%	2%	2%	4%	3%	2%	3%	2%	2%	2%	2%	3%	3%
Buttock implants	0%	-	-	1%	1%	-	1%	-	-	-	0%	2%	-
Breast lift	3%	6%	3%	4%	4%	4%	4%	1%	4%	0%	3%	3%	3%
Permanent make-up	3%	3%	3%	3%	2%	2%	5%	3%	2%	0%	3%	3%	3%
Other	1%	1%	1%	1%	-	1%	1%	3%	2%	0%	1%	1%	3%
Don't know	4%	4%	3%	2%	3%	4%	6%	4%	4%	5%	4%	3%	3%
Not applicable – I would never have any form of cosmetic surgery	77%	73%	78%	80%	79%	75%	77%	78%	74%	79%	77%	80%	76%
NET: Face	13%	15%	15%	14%	10%	11%	13%	13%	14%	10%	13%	10%	13%
NET: Breast	5%	6%	4%	6%	6%	7%	6%	4%	6%	3%	5%	4%	5%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Upper arms	33%	37%	32%	31%	32%	33%	34%	32%	31%	30%	32%	31%	25%	34%	42%	37%
Chest area	5%	5%	7%	4%	5%	5%	5%	4%	3%	7%	5%	6%	-	4%	17%	6%
Breasts	19%	19%	20%	18%	20%	18%	19%	12%	20%	23%	18%	20%	25%	16%	36%	26%
Hips	20%	21%	23%	17%	13%	19%	19%	16%	22%	20%	21%	20%	-	18%	26%	24%
Thighs	26%	27%	26%	24%	25%	27%	26%	22%	28%	32%	27%	30%	75%	23%	36%	32%
Calves	9%	8%	9%	10%	9%	8%	8%	10%	10%	8%	8%	8%	-	8%	23%	11%
Bottom	21%	24%	19%	23%	17%	20%	21%	18%	18%	26%	23%	24%	26%	17%	26%	28%
Stomach	62%	63%	59%	63%	62%	63%	62%	61%	67%	67%	64%	66%	100%	58%	74%	72%
Neck	16%	17%	16%	17%	14%	17%	16%	18%	16%	17%	19%	18%	50%	15%	23%	16%
Face	18%	20%	16%	20%	16%	22%	19%	9%	16%	23%	19%	21%	50%	16%	29%	19%
Feet	12%	12%	15%	9%	12%	12%	12%	10%	12%	12%	9%	11%	25%	13%	10%	11%
Hair	14%	14%	19%	12%	11%	14%	14%	10%	12%	13%	18%	15%	50%	13%	26%	15%
Other	3%	4%	3%	2%	3%	3%	3%	6%	3%	2%	2%	2%	-	3%	3%	5%
Not applicable – I don't feel negative about any part of my body	16%	14%	18%	17%	16%	17%	16%	17%	17%	12%	14%	13%	-	19%	9%	11%

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Botox	3%	3%	2%	3%	4%	3%	3%	3%	3%	5%	4%	5%	25%	2%	-	4%
Face lift	7%	8%	6%	6%	8%	8%	7%	3%	9%	10%	7%	9%	25%	6%	-	9%
Breast implants	1%	1%	1%	0%	1%	1%	1%	1%	2%	2%	1%	1%	-	1%	-	2%
Eye lift	6%	7%	5%	7%	8%	5%	6%	6%	6%	9%	8%	8%	-	5%	9%	7%
Liposuction	5%	5%	8%	3%	5%	5%	5%	5%	4%	9%	5%	7%	25%	4%	13%	8%
Tummy tuck	7%	7%	9%	4%	5%	8%	7%	7%	8%	11%	5%	8%	25%	6%	23%	12%
Collagen	3%	4%	1%	4%	3%	2%	3%	2%	2%	4%	5%	4%	25%	2%	-	3%
Breast reduction	2%	3%	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	-	2%	3%	3%
Buttock implants	0%	0%	0%	1%	-	-	0%	2%	-	1%	0%	0%	-	0%	-	-
Breast lift	3%	4%	4%	4%	1%	2%	3%	3%	3%	6%	3%	5%	-	2%	3%	7%
Permanent make-up	3%	3%	2%	5%	3%	1%	3%	3%	3%	3%	3%	3%	-	2%	7%	3%
Other	1%	1%	1%	1%	3%	1%	1%	1%	3%	1%	2%	1%	-	1%	3%	2%
Don't know	4%	3%	3%	6%	4%	4%	4%	3%	3%	7%	5%	6%	-	2%	3%	6%
Not applicable – I would never have any form of cosmetic surgery	77%	78%	77%	77%	78%	76%	77%	80%	76%	65%	74%	69%	75%	83%	64%	69%
NET: Face	13%	15%	10%	13%	13%	12%	13%	10%	13%	18%	16%	17%	25%	10%	16%	14%
NET: Breast	5%	5%	7%	6%	4%	5%	5%	4%	5%	9%	5%	7%	-	4%	6%	10%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Upper arms	33%	34%	40%	31%	29%	34%	34%	27%	29%	35%	28%	31%
Chest area	5%	4%	8%	6%	5%	7%	5%	7%	10%	-	8%	4%
Breasts	19%	18%	27%	20%	13%	25%	19%	13%	22%	-	15%	24%
Hips	20%	19%	27%	19%	20%	16%	20%	12%	22%	33%	15%	16%
Thighs	26%	26%	32%	27%	20%	27%	26%	33%	29%	33%	32%	22%
Calves	9%	9%	8%	8%	8%	6%	8%	9%	17%	-	11%	8%
Bottom	21%	20%	31%	22%	16%	20%	21%	21%	22%	33%	22%	12%
Stomach	62%	63%	71%	66%	50%	58%	62%	68%	55%	65%	65%	59%
Neck	16%	15%	25%	18%	15%	17%	17%	15%	9%	35%	14%	10%
Face	18%	18%	17%	20%	14%	25%	18%	24%	15%	35%	22%	18%
Feet	12%	12%	13%	13%	15%	8%	13%	6%	9%	35%	7%	12%
Hair	14%	15%	16%	13%	13%	10%	15%	7%	10%	-	8%	8%
Other	3%	3%	4%	2%	3%	6%	3%	3%	-	-	2%	2%
Not applicable – I don't feel negative about any part of my body	16%	15%	8%	17%	23%	20%	16%	12%	22%	-	14%	19%

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Botox	3%	2%	4%	3%	2%	5%	3%	7%	6%	-	7%	2%
Face lift	7%	6%	7%	9%	8%	10%	7%	12%	3%	-	10%	8%
Breast implants	1%	1%	4%	1%	-	2%	1%	1%	-	-	1%	-
Eye lift	6%	5%	8%	7%	5%	11%	6%	12%	10%	35%	12%	8%
Liposuction	5%	5%	10%	6%	3%	6%	5%	4%	7%	-	5%	2%
Tummy tuck	7%	7%	11%	8%	4%	9%	7%	7%	10%	-	7%	8%
Collagen	3%	2%	5%	4%	2%	4%	2%	5%	6%	-	5%	8%
Breast reduction	2%	3%	4%	2%	1%	3%	2%	1%	7%	-	2%	4%
Buttock implants	0%	-	1%	1%	0%	1%	0%	1%	-	-	1%	-
Breast lift	3%	3%	5%	3%	1%	6%	3%	5%	9%	-	6%	6%
Permanent make-up	3%	2%	7%	3%	2%	4%	2%	6%	3%	-	5%	6%
Other	1%	1%	2%	1%	0%	3%	1%	-	-	-	-	2%
Don't know	4%	4%	5%	3%	2%	5%	4%	6%	3%	-	5%	2%
Not applicable – I would never have any form of cosmetic surgery	77%	78%	67%	77%	84%	72%	78%	66%	74%	65%	68%	71%
NET: Face	13%	11%	18%	14%	11%	17%	12%	23%	16%	35%	22%	19%
NET: Breast	5%	5%	9%	5%	2%	8%	5%	6%	16%	-	8%	8%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Upper arms	33%	36%	35%	31%	35%	15%	24%	36%	50%	11%	23%	42%
Chest area	5%	5%	6%	4%	6%	1%	2%	3%	14%	4%	2%	8%
Breasts	19%	20%	22%	22%	22%	1%	9%	21%	37%	9%	8%	28%
Hips	20%	22%	27%	21%	23%	1%	6%	23%	42%	4%	6%	31%
Thighs	26%	28%	30%	27%	28%	2%	15%	30%	46%	9%	14%	37%
Calves	9%	9%	10%	8%	9%	-	3%	9%	19%	7%	3%	13%
Bottom	21%	23%	27%	19%	26%	-	9%	23%	42%	5%	8%	31%
Stomach	62%	67%	71%	62%	64%	13%	48%	74%	82%	20%	45%	77%
Neck	16%	18%	18%	18%	16%	3%	13%	14%	29%	4%	12%	20%
Face	18%	20%	22%	21%	19%	3%	10%	20%	34%	6%	9%	26%
Feet	12%	12%	13%	12%	11%	8%	8%	14%	20%	2%	8%	16%
Hair	14%	14%	12%	12%	15%	7%	10%	15%	22%	4%	10%	18%
Other	3%	3%	3%	3%	4%	-	3%	3%	4%	7%	2%	4%
Not applicable – I don't feel negative about any part of my body	16%	14%	11%	19%	15%	59%	24%	6%	5%	55%	27%	6%

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Botox	3%	3%	5%	2%	4%	2%	2%	3%	4%	-	2%	3%
Face lift	7%	8%	10%	7%	11%	5%	6%	7%	11%	-	6%	9%
Breast implants	1%	1%	2%	-	2%	1%	1%	1%	2%	-	1%	1%
Eye lift	6%	7%	9%	6%	11%	8%	4%	6%	10%	-	5%	8%
Liposuction	5%	6%	4%	6%	9%	-	3%	5%	12%	2%	2%	8%
Tummy tuck	7%	9%	6%	11%	10%	4%	4%	8%	14%	-	4%	10%
Collagen	3%	3%	5%	3%	4%	2%	2%	3%	4%	-	2%	3%
Breast reduction	2%	3%	3%	2%	2%	-	1%	2%	5%	-	1%	3%
Buttock implants	0%	0%	0%	-	1%	-	0%	-	0%	-	0%	0%
Breast lift	3%	4%	3%	2%	5%	-	1%	3%	7%	-	1%	5%
Permanent make-up	3%	3%	5%	4%	5%	-	2%	2%	4%	-	2%	3%
Other	1%	1%	1%	1%	2%	4%	1%	1%	1%	-	2%	1%
Don't know	4%	3%	3%	3%	4%	1%	3%	4%	3%	11%	3%	4%
Not applicable – I would never have any form of cosmetic surgery	77%	75%	76%	74%	71%	81%	82%	76%	69%	87%	82%	73%
NET: Face	13%	14%	18%	15%	18%	14%	10%	14%	16%	-	11%	15%
NET: Breast	5%	6%	6%	4%	6%	1%	3%	4%	11%	-	3%	7%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Upper arms	33%	34%	15%	19%	35%	11%	27%	34%	36%	29%
Chest area	5%	7%	-	3%	5%	-	4%	5%	5%	5%
Breasts	19%	20%	4%	12%	19%	16%	14%	19%	20%	16%
Hips	20%	13%	11%	5%	21%	8%	12%	20%	21%	16%
Thighs	26%	27%	14%	17%	27%	8%	22%	26%	27%	23%
Calves	9%	9%	4%	4%	9%	3%	7%	9%	9%	8%
Bottom	21%	25%	11%	15%	21%	4%	19%	21%	23%	16%
Stomach	62%	57%	49%	55%	63%	29%	54%	63%	66%	54%
Neck	16%	17%	11%	12%	17%	4%	15%	17%	18%	14%
Face	18%	15%	-	16%	19%	4%	9%	19%	20%	16%
Feet	12%	5%	11%	10%	13%	-	7%	13%	12%	12%
Hair	14%	7%	8%	11%	15%	3%	7%	14%	14%	14%
Other	3%	-	8%	1%	3%	7%	3%	3%	3%	3%
Not applicable – I don't feel negative about any part of my body	16%	20%	22%	21%	15%	45%	20%	16%	14%	21%

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Botox	3%	9%	11%	7%	2%	8%	10%	2%	3%	2%
Face lift	7%	9%	7%	4%	7%	11%	8%	7%	9%	4%
Breast implants	1%	2%	4%	3%	1%	8%	3%	1%	1%	1%
Eye lift	6%	16%	7%	8%	6%	4%	12%	6%	7%	4%
Liposuction	5%	11%	-	4%	5%	4%	7%	5%	7%	3%
Tummy tuck	7%	15%	4%	8%	7%	4%	11%	7%	9%	4%
Collagen	3%	9%	4%	5%	3%	4%	7%	3%	3%	2%
Breast reduction	2%	-	-	2%	3%	4%	-	2%	3%	2%
Buttock implants	0%	-	-	1%	0%	4%	-	0%	0%	0%
Breast lift	3%	4%	4%	4%	3%	8%	4%	3%	4%	2%
Permanent make-up	3%	4%	4%	2%	3%	4%	4%	3%	3%	2%
Other	1%	2%	4%	2%	1%	4%	3%	1%	1%	2%
Don't know	4%	7%	4%	3%	3%	15%	5%	3%	3%	5%
Not applicable – I would never have any form of cosmetic surgery	77%	62%	70%	72%	78%	70%	65%	78%	75%	82%
NET: Face	13%	24%	19%	16%	12%	15%	22%	12%	15%	9%
NET: Breast	5%	4%	8%	8%	5%	12%	5%	5%	6%	3%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Very well	3%	4%	4%	2%	2%	3%	4%
Fairly well	37%	43%	38%	34%	24%	37%	38%
Not very well	32%	29%	33%	34%	38%	33%	31%
Not at all well	18%	13%	17%	22%	27%	18%	17%
Don't know	9%	11%	8%	8%	9%	8%	10%
NET: Well represented	41%	47%	42%	36%	26%	40%	42%
NET: Not well represented	50%	42%	50%	56%	65%	51%	48%

- Magazines

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Very well	2%	3%	2%	2%	1%	2%	3%
Fairly well	24%	26%	23%	22%	24%	23%	25%
Not very well	34%	31%	36%	35%	34%	33%	35%
Not at all well	21%	20%	20%	24%	24%	22%	20%
Don't know	19%	20%	19%	17%	18%	19%	18%
NET: Well represented	26%	29%	26%	24%	24%	26%	27%
NET: Not well represented	55%	51%	56%	58%	58%	55%	55%

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

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Very well	2%	2%	1%	2%	1%	1%	2%
Fairly well	15%	19%	13%	13%	12%	14%	16%
Not very well	40%	38%	43%	39%	35%	40%	39%
Not at all well	32%	29%	30%	35%	39%	33%	30%
Don't know	12%	12%	11%	11%	13%	11%	14%
NET: Well represented	16%	21%	14%	15%	13%	16%	18%
NET: Not well represented	72%	67%	74%	74%	74%	73%	69%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Very well	3%	4%	3%	5%	3%	3%	3%	4%	3%	3%	4%	5%	2%
Fairly well	37%	32%	37%	37%	36%	38%	42%	40%	33%	37%	37%	39%	40%
Not very well	32%	36%	30%	28%	34%	29%	30%	30%	35%	34%	32%	33%	37%
Not at all well	18%	19%	19%	19%	17%	24%	19%	15%	20%	16%	19%	17%	11%
Don't know	9%	9%	11%	10%	9%	6%	7%	11%	9%	9%	9%	6%	10%
NET: Well represented	41%	37%	40%	42%	40%	41%	45%	44%	36%	41%	41%	44%	42%
NET: Not well represented	50%	55%	49%	48%	51%	53%	48%	45%	55%	51%	50%	50%	48%

- Magazines

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Very well	2%	4%	3%	3%	2%	2%	3%	2%	2%	3%	3%	3%	2%
Fairly well	24%	20%	25%	25%	25%	19%	26%	24%	21%	24%	23%	21%	30%
Not very well	34%	44%	28%	33%	33%	36%	31%	35%	33%	35%	34%	36%	36%
Not at all well	21%	19%	24%	23%	22%	25%	19%	22%	22%	19%	22%	18%	18%
Don't know	19%	12%	21%	17%	19%	17%	21%	17%	21%	19%	19%	21%	15%
NET: Well represented	26%	25%	27%	28%	26%	21%	29%	25%	23%	27%	26%	24%	32%
NET: Not well represented	55%	64%	52%	56%	55%	61%	50%	57%	56%	54%	55%	55%	54%

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

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Very well	2%	4%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%
Fairly well	15%	16%	16%	14%	12%	17%	16%	11%	13%	15%	14%	15%	18%
Not very well	40%	39%	34%	43%	36%	39%	40%	39%	42%	40%	39%	42%	43%
Not at all well	32%	30%	34%	31%	36%	32%	31%	34%	33%	29%	32%	32%	27%
Don't know	12%	10%	15%	11%	15%	10%	12%	14%	11%	14%	13%	9%	11%
NET: Well represented	16%	20%	17%	15%	13%	18%	17%	13%	14%	17%	16%	17%	19%
NET: Not well represented	72%	69%	68%	74%	71%	71%	71%	73%	74%	69%	72%	75%	70%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Very well	3%	4%	3%	3%	4%	3%	4%	5%	2%	4%	3%	3%	-	3%	3%	6%
Fairly well	37%	36%	37%	42%	40%	35%	37%	39%	40%	46%	34%	40%	51%	35%	71%	38%
Not very well	32%	31%	32%	30%	30%	35%	32%	33%	37%	29%	38%	33%	-	33%	19%	28%
Not at all well	18%	19%	21%	19%	15%	18%	19%	17%	11%	12%	17%	14%	49%	21%	7%	14%
Don't know	9%	10%	7%	7%	11%	9%	9%	6%	10%	10%	9%	9%	-	8%	-	14%
NET: Well represented	41%	40%	40%	45%	44%	38%	41%	44%	42%	50%	37%	44%	51%	38%	74%	44%
NET: Not well represented	50%	50%	52%	48%	45%	53%	50%	50%	48%	41%	55%	47%	49%	54%	26%	42%

- Magazines

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Very well	2%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	3%	-	2%	-	4%
Fairly well	24%	24%	22%	26%	24%	22%	23%	21%	30%	29%	27%	28%	-	22%	35%	17%
Not very well	34%	33%	35%	31%	35%	34%	34%	36%	36%	30%	36%	33%	50%	35%	26%	34%
Not at all well	21%	23%	24%	19%	22%	21%	22%	18%	18%	19%	22%	21%	24%	22%	26%	21%
Don't know	19%	18%	18%	21%	17%	20%	19%	21%	15%	19%	12%	15%	26%	19%	13%	24%
NET: Well represented	26%	27%	24%	29%	25%	25%	26%	24%	32%	32%	30%	31%	-	24%	35%	21%
NET: Not well represented	55%	55%	58%	50%	57%	55%	55%	55%	54%	49%	58%	53%	74%	56%	52%	55%

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

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Very well	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	-	1%	6%	2%
Fairly well	15%	15%	15%	16%	11%	14%	14%	15%	18%	18%	18%	18%	26%	13%	29%	13%
Not very well	40%	38%	38%	40%	39%	41%	39%	42%	43%	40%	43%	41%	-	39%	42%	36%
Not at all well	32%	32%	34%	31%	34%	31%	32%	32%	27%	28%	28%	28%	74%	34%	20%	34%
Don't know	12%	13%	12%	12%	14%	12%	13%	9%	11%	12%	11%	11%	-	13%	3%	15%
NET: Well represented	16%	17%	16%	17%	13%	16%	16%	17%	19%	20%	19%	20%	26%	14%	35%	14%
NET: Not well represented	72%	70%	71%	71%	73%	72%	72%	75%	70%	68%	70%	69%	74%	73%	62%	70%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Very well	3%	4%	3%	3%	4%	1%	3%	5%	3%	35%	5%	-
Fairly well	37%	38%	38%	35%	36%	37%	37%	38%	45%	32%	39%	33%
Not very well	32%	31%	32%	35%	33%	36%	32%	33%	30%	-	31%	36%
Not at all well	18%	18%	18%	17%	20%	16%	18%	17%	16%	-	17%	18%
Don't know	9%	9%	8%	10%	6%	10%	9%	7%	6%	33%	8%	13%
NET: Well represented	41%	42%	41%	38%	40%	38%	41%	43%	49%	67%	45%	33%
NET: Not well represented	50%	49%	51%	52%	53%	52%	50%	50%	45%	-	48%	54%

- Magazines

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Very well	2%	3%	1%	2%	2%	-	2%	4%	3%	35%	4%	4%
Fairly well	24%	24%	24%	20%	27%	22%	24%	26%	23%	32%	25%	16%
Not very well	34%	33%	32%	35%	34%	36%	34%	35%	40%	-	35%	36%
Not at all well	21%	22%	24%	21%	20%	21%	22%	19%	19%	-	19%	14%
Don't know	19%	18%	18%	23%	17%	21%	18%	16%	16%	33%	17%	30%
NET: Well represented	26%	28%	26%	22%	29%	22%	26%	30%	26%	67%	30%	20%
NET: Not well represented	55%	55%	56%	56%	54%	56%	55%	54%	59%	-	54%	50%

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

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Very well	2%	2%	1%	1%	2%	1%	2%	1%	3%	-	2%	-
Fairly well	15%	15%	18%	13%	18%	8%	15%	23%	10%	35%	20%	6%
Not very well	40%	39%	40%	42%	40%	43%	40%	38%	33%	65%	37%	45%
Not at all well	32%	32%	31%	32%	29%	35%	32%	30%	29%	-	29%	30%
Don't know	12%	12%	10%	12%	12%	13%	12%	8%	25%	-	12%	19%
NET: Well represented	16%	17%	19%	14%	19%	9%	16%	24%	13%	35%	22%	6%
NET: Not well represented	72%	71%	72%	73%	69%	78%	72%	68%	62%	65%	67%	75%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Very well	3%	4%	2%	4%	4%	6%	4%	3%	3%	4%	4%	3%
Fairly well	37%	39%	37%	39%	38%	46%	40%	38%	33%	21%	41%	35%
Not very well	32%	31%	30%	27%	29%	14%	34%	34%	31%	27%	32%	33%
Not at all well	18%	18%	19%	18%	19%	21%	15%	17%	23%	16%	15%	20%
Don't know	9%	9%	12%	12%	10%	12%	7%	8%	10%	31%	8%	9%
NET: Well represented	41%	43%	39%	43%	42%	52%	44%	40%	36%	25%	45%	38%
NET: Not well represented	50%	48%	49%	45%	48%	36%	48%	52%	54%	44%	47%	53%

- Magazines

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Very well	2%	2%	1%	4%	2%	1%	4%	2%	2%	2%	3%	2%
Fairly well	24%	25%	22%	20%	23%	30%	27%	22%	20%	20%	27%	21%
Not very well	34%	34%	36%	38%	34%	28%	33%	38%	31%	24%	33%	35%
Not at all well	21%	22%	23%	19%	22%	21%	18%	22%	26%	14%	18%	24%
Don't know	19%	17%	18%	20%	19%	20%	19%	15%	21%	40%	19%	17%
NET: Well represented	26%	27%	23%	23%	25%	31%	30%	24%	22%	21%	30%	23%
NET: Not well represented	55%	56%	58%	57%	56%	49%	51%	61%	57%	38%	51%	59%

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

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Very well	2%	2%	1%	2%	1%	1%	3%	1%	1%	2%	2%	1%
Fairly well	15%	15%	14%	15%	14%	25%	15%	14%	14%	11%	16%	14%
Not very well	40%	40%	40%	39%	40%	25%	43%	42%	34%	33%	41%	39%
Not at all well	32%	32%	35%	31%	33%	33%	29%	32%	38%	20%	29%	35%
Don't know	12%	11%	10%	13%	12%	16%	11%	12%	12%	35%	11%	12%
NET: Well represented	16%	17%	15%	17%	15%	26%	18%	14%	15%	13%	19%	15%
NET: Not well represented	72%	72%	75%	70%	74%	58%	72%	74%	73%	52%	70%	73%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +)	Don't use Social networks

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Very well	3%	2%	7%	8%	3%	-	4%	4%	4%	3%
Fairly well	37%	44%	68%	43%	37%	26%	53%	37%	39%	33%
Not very well	32%	32%	18%	35%	32%	30%	27%	33%	31%	36%
Not at all well	18%	18%	7%	8%	19%	18%	14%	18%	18%	18%
Don't know	9%	4%	-	6%	9%	26%	3%	9%	9%	9%
NET: Well represented	41%	46%	75%	51%	40%	26%	57%	40%	43%	37%
NET: Not well represented	50%	50%	25%	43%	51%	48%	41%	51%	48%	54%

- Magazines

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Very well	2%	2%	4%	4%	2%	-	3%	3%	3%	2%
Fairly well	24%	33%	50%	31%	23%	11%	39%	23%	25%	22%
Not very well	34%	27%	22%	36%	34%	35%	25%	34%	34%	34%
Not at all well	21%	20%	14%	14%	22%	18%	18%	21%	22%	21%
Don't know	19%	18%	11%	14%	19%	37%	15%	18%	17%	21%
NET: Well represented	26%	35%	53%	36%	25%	11%	42%	26%	27%	25%
NET: Not well represented	55%	47%	36%	50%	56%	53%	43%	56%	56%	54%

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

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Very well	2%	2%	4%	4%	1%	-	3%	2%	2%	1%
Fairly well	15%	25%	33%	14%	14%	15%	28%	14%	15%	14%
Not very well	40%	40%	38%	51%	39%	34%	39%	40%	40%	39%
Not at all well	32%	24%	22%	22%	33%	22%	23%	32%	32%	32%
Don't know	12%	9%	4%	8%	12%	29%	7%	12%	11%	14%
NET: Well represented	16%	27%	37%	19%	16%	15%	31%	16%	17%	15%
NET: Not well represented	72%	64%	60%	73%	72%	56%	62%	72%	72%	71%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Age				Social Grade	
Base	50-59	60-69	70-79	80+	ABC1	C2DE

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	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Under 18	1%	2%	1%	1%	2%	1%	2%
18-29	16%	22%	17%	11%	8%	14%	22%
30-39	27%	30%	27%	23%	28%	27%	28%
40-49	25%	25%	24%	25%	24%	26%	21%
50-59	20%	21%	19%	22%	19%	21%	18%
60-69	8%	-	13%	11%	9%	8%	8%
70-79	2%	-	-	8%	6%	3%	1%
80+	0%	-	-	-	3%	0%	0%
Mean	40.64	36.94	40.60	44.13	43.38	41.51	38.64
StdDev	13.29	11.40	12.88	14.20	15.08	13.14	13.43

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	630	752	510	131	1400	623
Base: All GB Women 50 plus	2023	610	729	540	144	1406	617
Jerry Hall	7%	9%	8%	5%	3%	8%	6%
Joan Collins	12%	10%	11%	16%	11%	12%	13%
Madonna	3%	6%	3%	1%	-	3%	4%
Mary Berry	33%	28%	35%	37%	32%	34%	31%
Lorraine Kelly	15%	20%	15%	11%	7%	14%	17%
Dame Helen Mirren	48%	49%	50%	47%	39%	50%	44%
Victoria Beckham	9%	9%	7%	9%	13%	8%	9%
Queen Elizabeth II	49%	34%	46%	65%	64%	52%	42%
Michelle Obama	25%	26%	25%	26%	23%	28%	18%
Samantha Cameron	9%	5%	7%	13%	12%	9%	7%
Karren Brady	13%	17%	13%	10%	8%	14%	10%
Meryl Streep	35%	36%	37%	34%	28%	37%	32%
Other: See tab OE_1	9%	9%	9%	11%	10%	10%	7%
Don't know	2%	2%	1%	1%	2%	1%	2%
Not applicable - I don't admire any female celebrities	18%	18%	20%	14%	18%	16%	21%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	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	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Under 18	1%	1%	0%	1%	1%	1%	2%	2%	2%	2%	2%	-	1%
18-29	16%	13%	16%	20%	19%	15%	18%	9%	15%	14%	16%	15%	21%
30-39	27%	26%	26%	26%	23%	25%	27%	24%	28%	32%	26%	26%	32%
40-49	25%	31%	27%	22%	26%	23%	24%	28%	25%	22%	25%	19%	25%
50-59	20%	16%	22%	25%	21%	25%	17%	23%	16%	19%	20%	24%	16%
60-69	8%	8%	6%	7%	7%	10%	8%	10%	10%	8%	8%	13%	6%
70-79	2%	5%	2%	1%	3%	3%	3%	2%	4%	3%	3%	2%	-
80+	0%	-	0%	-	-	-	-	1%	0%	1%	0%	-	-
Mean	40.64	42.05	40.84	39.88	40.60	41.38	39.40	42.76	40.45	40.83	40.83	42.21	37.90
StdDev	13.29	12.73	12.60	12.20	13.87	13.99	13.97	13.52	14.00	13.14	13.41	13.42	11.76

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	94	229	183	160	167	204	181	297	204	1719	114	190
Base: All GB Women 50 plus	2023	92	237	176	152	185	199	197	291	198	1728	111	185
Jerry Hall	7%	13%	6%	4%	6%	5%	7%	10%	9%	6%	7%	4%	8%
Joan Collins	12%	14%	10%	11%	10%	12%	13%	20%	12%	14%	13%	8%	11%
Madonna	3%	3%	3%	4%	2%	2%	2%	4%	3%	2%	3%	4%	5%
Mary Berry	33%	27%	29%	38%	36%	35%	33%	36%	29%	38%	33%	29%	33%
Lorraine Kelly	15%	18%	14%	13%	12%	19%	12%	13%	14%	12%	14%	13%	25%
Dame Helen Mirren	48%	40%	48%	48%	42%	42%	48%	57%	49%	51%	48%	44%	51%
Victoria Beckham	9%	7%	11%	7%	8%	7%	10%	12%	8%	9%	9%	6%	7%
Queen Elizabeth II	49%	53%	49%	49%	52%	50%	56%	57%	50%	47%	51%	41%	35%
Michelle Obama	25%	22%	24%	26%	24%	14%	22%	37%	25%	29%	25%	27%	28%
Samantha Cameron	9%	7%	8%	11%	11%	9%	9%	12%	7%	11%	9%	5%	4%
Karren Brady	13%	11%	9%	16%	12%	12%	14%	14%	13%	16%	13%	9%	12%
Meryl Streep	35%	37%	37%	32%	29%	33%	32%	39%	37%	35%	35%	31%	43%
Other: See tab OE_1	9%	8%	8%	9%	8%	7%	6%	7%	14%	11%	9%	14%	10%
Don't know	2%	1%	2%	3%	1%	3%	1%	1%	1%	1%	2%	1%	2%
Not applicable - I don't admire any female celebrities	18%	19%	19%	16%	16%	19%	18%	12%	19%	17%	17%	23%	17%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Region								Working status						
Base	North	Midlands	East	London	South	England	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Under 18	1%	1%	1%	2%	2%	2%	2%	-	1%	1%	2%	2%	-	1%	4%	2%
18-29	16%	17%	17%	18%	9%	15%	16%	15%	21%	18%	16%	17%	-	13%	29%	30%
30-39	27%	26%	24%	27%	24%	30%	26%	26%	32%	30%	28%	29%	49%	25%	32%	33%
40-49	25%	26%	24%	24%	28%	24%	25%	19%	25%	28%	26%	27%	51%	25%	13%	17%
50-59	20%	22%	23%	17%	23%	17%	20%	24%	16%	18%	22%	20%	-	21%	20%	14%
60-69	8%	7%	9%	8%	10%	9%	8%	13%	6%	4%	5%	5%	-	11%	4%	3%
70-79	2%	2%	3%	3%	2%	3%	3%	2%	-	-	1%	0%	-	4%	-	1%
80+	0%	0%	-	-	1%	0%	0%	-	-	-	0%	0%	-	0%	-	-
Mean	40.64	40.73	41.03	39.40	42.76	40.60	40.83	42.21	37.90	38.42	39.50	38.93	38.28	42.61	34.87	34.97
StdDev	13.29	12.48	13.92	13.97	13.52	13.64	13.41	13.42	11.76	11.59	12.60	12.08	2.39	13.63	14.13	12.29

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	506	327	204	181	501	1719	114	190	336	302	638	4	1154	31	196
Base: All GB Women 50 plus	2023	504	337	199	197	489	1728	111	185	325	296	621	4	1178	30	190
Jerry Hall	7%	7%	6%	7%	10%	8%	7%	4%	8%	11%	7%	9%	51%	6%	-	7%
Joan Collins	12%	11%	11%	13%	20%	13%	13%	8%	11%	11%	9%	10%	-	14%	10%	11%
Madonna	3%	3%	2%	2%	4%	3%	3%	4%	5%	6%	4%	5%	-	1%	13%	6%
Mary Berry	33%	32%	36%	33%	36%	33%	33%	29%	33%	27%	34%	30%	25%	36%	22%	26%
Lorraine Kelly	15%	14%	16%	12%	13%	13%	14%	13%	25%	18%	19%	18%	-	12%	26%	20%
Dame Helen Mirren	48%	46%	42%	48%	57%	50%	48%	44%	51%	52%	48%	50%	76%	47%	45%	46%
Victoria Beckham	9%	9%	7%	10%	12%	8%	9%	6%	7%	10%	9%	10%	-	8%	3%	7%
Queen Elizabeth II	49%	50%	51%	56%	57%	48%	51%	41%	35%	37%	43%	40%	25%	57%	38%	34%
Michelle Obama	25%	24%	19%	22%	37%	26%	25%	27%	28%	26%	30%	28%	25%	25%	26%	18%
Samantha Cameron	9%	9%	10%	9%	12%	9%	9%	5%	4%	7%	7%	7%	-	11%	3%	3%
Karren Brady	13%	12%	12%	14%	14%	14%	13%	9%	12%	19%	15%	17%	-	11%	19%	11%
Meryl Streep	35%	35%	31%	32%	39%	36%	35%	31%	43%	40%	39%	40%	51%	34%	35%	32%
Other: See tab OE_1	9%	8%	8%	6%	7%	13%	9%	14%	10%	9%	11%	10%	25%	9%	13%	10%
Don't know	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	-	2%	-	2%
Not applicable - I don't admire any female celebrities	18%	18%	18%	18%	12%	18%	17%	23%	17%	16%	17%	17%	24%	17%	17%	22%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Under 18	1%	1%	1%	2%	2%	1%	1%	1%	-	-	1%	4%
18-29	16%	16%	17%	16%	12%	20%	16%	22%	12%	-	19%	19%
30-39	27%	27%	32%	24%	27%	30%	26%	33%	33%	100%	34%	34%
40-49	25%	26%	29%	22%	22%	21%	25%	20%	25%	-	21%	23%
50-59	20%	20%	15%	22%	20%	16%	20%	22%	16%	-	20%	10%
60-69	8%	7%	7%	11%	10%	8%	9%	2%	9%	-	4%	11%
70-79	2%	2%	-	3%	6%	2%	3%	-	4%	-	1%	-
80+	0%	0%	-	-	1%	1%	0%	-	-	-	-	-
Mean	40.64	40.08	38.73	41.96	42.77	39.97	40.92	37.30	41.26	32.63	38.14	36.62
StdDev	13.29	12.80	11.34	14.06	14.65	13.77	13.36	11.08	12.84	2.52	11.51	14.07

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	1156	134	322	256	155	1842	98	31	3	132	49
Base: All GB Women 50 plus	2023	1149	131	321	268	154	1845	96	31	3	130	49
Jerry Hall	7%	7%	11%	8%	4%	8%	6%	20%	3%	-	16%	15%
Joan Collins	12%	11%	12%	15%	13%	14%	13%	7%	3%	-	6%	15%
Madonna	3%	2%	5%	5%	1%	7%	3%	12%	-	-	9%	4%
Mary Berry	33%	35%	28%	27%	37%	29%	33%	34%	33%	-	33%	44%
Lorraine Kelly	15%	14%	17%	19%	11%	13%	14%	27%	12%	-	23%	18%
Dame Helen Mirren	48%	46%	52%	53%	46%	48%	48%	46%	39%	68%	45%	51%
Victoria Beckham	9%	8%	10%	7%	13%	8%	9%	10%	3%	-	8%	10%
Queen Elizabeth II	49%	48%	36%	48%	62%	43%	50%	29%	40%	-	31%	50%
Michelle Obama	25%	25%	26%	24%	26%	32%	25%	31%	25%	33%	30%	29%
Samantha Cameron	9%	10%	10%	5%	10%	6%	9%	5%	-	-	4%	2%
Karren Brady	13%	13%	16%	12%	11%	12%	12%	23%	10%	-	20%	12%
Meryl Streep	35%	34%	35%	41%	31%	37%	35%	43%	19%	68%	38%	37%
Other: See tab OE_1	9%	9%	10%	10%	11%	10%	9%	9%	13%	-	10%	20%
Don't know	2%	2%	2%	2%	-	1%	1%	2%	-	-	2%	2%
Not applicable - I don't admire any female celebrities	18%	18%	19%	18%	16%	19%	18%	13%	15%	32%	14%	18%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	Social Media (monthly or more)				Overall, how confident, if at all, would you say you are about your body and appearance?						
Base	Facebook	LinkedIn	Google+	Twitter	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Confident	Not confident

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	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Under 18	1%	2%	2%	1%	2%	5%	1%	1%	1%	4%	2%	1%
18-29	16%	16%	14%	18%	14%	6%	13%	15%	24%	20%	12%	19%
30-39	27%	27%	30%	27%	29%	16%	21%	32%	30%	39%	21%	31%
40-49	25%	25%	26%	27%	25%	35%	24%	25%	25%	15%	25%	25%
50-59	20%	19%	19%	17%	19%	19%	26%	18%	14%	13%	25%	17%
60-69	8%	9%	7%	7%	8%	12%	11%	7%	5%	6%	11%	6%
70-79	2%	2%	2%	2%	2%	6%	4%	2%	0%	4%	4%	1%
80+	0%	0%	1%	-	0%	1%	0%	-	-	-	1%	-
Mean	40.64	40.62	40.87	39.76	40.47	44.65	43.36	40.00	36.69	36.73	43.47	38.62
StdDev	13.29	13.40	13.71	12.30	13.19	15.90	13.83	12.16	11.96	14.68	14.02	12.19

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	1277	230	215	334	76	781	647	464	55	857	1111
Base: All GB Women 50 plus	2023	1270	227	215	330	77	785	645	461	55	862	1106
Jerry Hall	7%	8%	10%	9%	12%	6%	8%	7%	8%	4%	8%	7%
Joan Collins	12%	13%	14%	18%	15%	14%	14%	10%	12%	18%	14%	11%
Madonna	3%	4%	5%	4%	5%	4%	3%	3%	3%	2%	4%	3%
Mary Berry	33%	35%	35%	42%	40%	35%	33%	35%	33%	18%	33%	34%
Lorraine Kelly	15%	17%	16%	18%	19%	9%	12%	17%	18%	9%	12%	18%
Dame Helen Mirren	48%	51%	60%	54%	59%	31%	49%	48%	51%	29%	47%	49%
Victoria Beckham	9%	9%	9%	10%	12%	9%	10%	8%	7%	11%	10%	7%
Queen Elizabeth II	49%	49%	54%	52%	48%	42%	52%	49%	47%	44%	51%	48%
Michelle Obama	25%	26%	32%	30%	37%	22%	26%	28%	22%	11%	26%	26%
Samantha Cameron	9%	8%	9%	10%	7%	12%	10%	8%	7%	4%	10%	8%
Karren Brady	13%	13%	15%	11%	15%	11%	12%	14%	13%	7%	12%	13%
Meryl Streep	35%	39%	47%	44%	45%	33%	34%	40%	33%	11%	34%	37%
Other: See tab OE_1	9%	9%	13%	12%	12%	9%	10%	10%	8%	4%	10%	9%
Don't know	2%	1%	0%	1%	1%	3%	1%	1%	1%	11%	1%	1%
Not applicable - I don't admire any female celebrities	18%	16%	9%	12%	13%	31%	17%	16%	18%	26%	18%	17%

J D Williams

Women 50+ Lifestyle

Sample : 2023 women aged 50+

Fieldwork dates: 22th - 27th October 2015

Total	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?							Social Media sites used	
Base	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Likely	Unlikely	Use Social networks (Facebook, LinkedIn, Google +	Don't use Social networks

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	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Under 18	1%	2%	4%	3%	1%	-	3%	1%	2%	1%
18-29	16%	9%	14%	12%	16%	19%	11%	16%	16%	17%
30-39	27%	19%	29%	31%	27%	37%	23%	27%	28%	26%
40-49	25%	17%	27%	29%	25%	25%	21%	25%	25%	25%
50-59	20%	33%	16%	19%	20%	4%	27%	20%	20%	21%
60-69	8%	12%	11%	4%	8%	11%	11%	8%	8%	8%
70-79	2%	7%	-	2%	2%	-	5%	2%	2%	3%
80+	0%	-	-	-	0%	4%	-	0%	0%	-
Mean	40.64	46.03	39.28	39.27	40.63	39.08	43.53	40.55	40.55	40.77
StdDev	13.29	13.58	13.82	12.52	13.27	15.46	13.96	13.23	13.32	13.21

Which, if any, of the following female celebrities would you say you admire? (Please select all that apply. If any of your answers don't show in the list, please type them in the 'other' box)

Unweighted base	2023	45	27	111	1813	27	72	1924	1384	644
Base: All GB Women 50 plus	2023	45	26	110	1816	26	71	1926	1378	650
Jerry Hall	7%	11%	7%	10%	7%	-	9%	7%	8%	5%
Joan Collins	12%	15%	11%	15%	12%	-	14%	12%	13%	10%
Madonna	3%	2%	11%	5%	3%	7%	5%	3%	4%	2%
Mary Berry	33%	31%	30%	29%	34%	15%	31%	33%	35%	29%
Lorraine Kelly	15%	24%	19%	18%	14%	11%	22%	15%	17%	10%
Dame Helen Mirren	48%	60%	63%	52%	48%	29%	61%	48%	51%	41%
Victoria Beckham	9%	13%	12%	10%	8%	7%	13%	8%	9%	7%
Queen Elizabeth II	49%	40%	48%	46%	50%	18%	43%	50%	49%	49%
Michelle Obama	25%	28%	14%	26%	26%	4%	23%	26%	27%	23%
Samantha Cameron	9%	9%	8%	8%	9%	-	8%	9%	8%	9%
Karren Brady	13%	17%	23%	13%	13%	4%	19%	13%	14%	12%
Meryl Streep	35%	39%	37%	34%	35%	19%	38%	35%	38%	29%
Other: See tab OE_1	9%	9%	11%	12%	9%	4%	10%	9%	10%	9%
Don't know	2%	3%	-	3%	1%	11%	2%	1%	1%	2%
Not applicable - I don't admire any female celebrities	18%	20%	7%	19%	17%	42%	15%	17%	16%	22%