

Body_Image Fieldwork Dates: 26th - 27th April 2021

Conducted by YouGov On behalf of YGEditorial

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email realtime.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1302 adults. Fieldwork was undertaken between 26th - 27th April 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov		Ge	nder		Age			Reç	jion				
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	
I. How much do you think physical appearance matters in													
day's society?													
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	481	302	874	136	
A great deal	52%	47%	57%	49%	56%	51%	52%	51%	53%	51%	51%	65%	
Somewhat	37%	41%	34%	38%	35%	39%	38%	38%	38%	35%	39%	23%	
Not very much	7%	8%	7%	8%	6%	8%	8%	6%	6%	10%	7%	5%	
Not at all	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	4%	
Don't know	1%	1%	2%	2%	1%	1%	0%	2%	1%	2%	1%	3%	
2. Do you think that physical beauty is mostly subjective or jective?													
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	481	302	874	136	
Mostly subjective (dependent on personal feelings/opinions)	68%	70%	67%	66%	67%	71%	62%	72%	68%	70%	70%	67%	
Mostly objective (not dependent on personal feelings/opinions)	20%	21%	19%	26%	20%	17%	25%	17%	19%	21%	19%	19%	
Don't know	11%	9%	14%	8%	13%	12%	12%	11%	12%	10%	11%	14%	
	11%	9%	14%	8%	13%	12%	12%	11%	12%	10%	11%	14%	
3. In general, do you think men and women have different or													
nilar perceptions of physical beauty? Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	400	302	874	136	
Different	67%	64%	71%	61%	66%	73%	70%	69%	67%	65%	69%	62%	
	22%	26%	19%	27%	24%	19%	20%	22%	23%	23%	22%	23%	
Similar		10%			10%	9%		9%	11%				
Don't know 4. In general, who do you think is under more pressure to have a	10%	10%	10%	12%	10%	9%	10%	9%	11%	11%	9%	15%	
ertain body type?													
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	481	302	874	136	
Men	4%	6%	1%	8%	2%	1%	6%	1%	4%	4%	2%	6%	
Women	76%	68%	83%	63%	78%	84%	70%	82%	75%	76%	80%	67%	
	18%	22%	14%	25%	17%	13%	20%	15%	18%	18%	16%	21%	
Both equally Neither	10%	1%	0%	1%	0%	0%	1%	1%	0%	18%	0%	1%	
	2%	3%	1%	3%	2%	1%	3%	2%	2%	2%	2%	4%	
Don't know	2%	3%	1%	3%	∠%	1%	3%	∠%	∠%	∠%	∠%	4%	
5. Now thinking about yourself, to what extent, if at all, do you sel pressure to have a certain body type?													
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	400	302	874	136	
I feel completely under pressure	1302	11%	20%	23%	18%	507	16%	11%	17%	302	13%	20%	
I feel compretely under pressure	36%	32%	40%	43%	42%	26%	40%	34%	34%	37%	37%	20%	
	36% 27%	32%	23%	43%	42%	26%	26%	28%	26%	28%	27%	24%	
I don't feel under too much pressure	27%	25%	23%	21%	15%	34%	18%	28%	26%	28%	21%	24%	
I don't feel under pressure at all													
Don't know	2%	2%	2%	4%	3%	1%	1%	3%	2%	3%	2%	7%	
6. Do you generally consider yourself more or less attractive													
an most other people? Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106	
Base	1302	636	666	333	421	507	233	287	481	302	874	136	
I'm much more attractive	5%	7%	4%	11%	6%	2%	7%	2%	7%	5%	4%	10%	
I'm somewhat more attractive	19%	19%	18%	18%	21%	18%	18%	16%	19%	20%	16%	25%	

YouGov		Ce			Educat	ion						
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationsh
Q1. How much do you think physical appearance matters in												
oday's society?			1						1			
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
A great deal	52%	46%	52%	45%	51%	57%	57%	52%	47%	56%	51%	52%
Somewhat	37%	40%	36%	38%	38%	37%	35%	39%	45%	33%	33%	38%
Not very much	7%	11%	7%	11%	7%	5%	6%	7%	3%	10%	14%	8%
Not at all	2%	2%	3%	4%	2%	1%	1%	1%	5%	1%	-	1%
Don't know	1%	1%	1%	2%	2%	1%	-	1%	-	-	3%	1%
2. Do you think that physical beauty is mostly subjective or bjective?												
bjective / Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	1120	344	404	329	241	607	20	81	42	755
	68%	59%	70%	62%		77%	75%		71%	77%	81%	735
Mostly subjective (dependent on personal feelings/opinions)					63%			69%				
Mostly objective (not dependent on personal feelings/opinions)	20%	26%	22%	20%	23%	17%	20%	22%	16%	18%	17%	21%
Don't know	11%	15%	8%	19%	14%	6%	5%	9%	13%	6%	2%	8%
3. In general, do you think men and women have different or milar perceptions of physical beauty?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Different	67%	64%	66%	67%	64%	71%	69%	70%	64%	67%	71%	69%
Similar	22%	24%	20%	21%	25%	19%	23%	22%	26%	24%	24%	22%
Don't know	10%	12%	15%	11%	11%	10%	8%	9%	9%	10%	5%	9%
4. In general, who do you think is under more pressure to have a	1070	1270	1070			1070	0,0	0,0	070	1070	0,0	0,0
ertain body type?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Men	4%	8%	3%	6%	1%	5%	3%	3%	-	4%	6%	3%
Women	76%	64%	71%	65%	77%	80%	84%	79%	70%	77%	71%	78%
Both equally	18%	26%	19%	23%	21%	14%	12%	17%	21%	18%	23%	18%
Neither	1%	1%	2%	1%	0%	0%	0%	-	3%	1%	-	0%
Don't know	2%	1%	5%	5%	2%	1%	1%	1%	5%	-	-	1%
5. Now thinking about yourself, to what extent, if at all, do you												
eel pressure to have a certain body type?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
I feel completely under pressure	15%	20%	17%	16%	14%	17%	14%	12%	8%	26%	21%	14%
I feel somewhat under pressure	36%	36%	30%	31%	34%	38%	44%	34%	53%	51%	43%	37%
I don't feel under too much pressure	27%	27%	30%	23%	30%	27%	26%	32%	28%	11%	19%	29%
I don't feel under pressure at all	20%	16%	20%	26%	19%	17%	16%	21%	11%	12%	14%	20%
Don't know	2%	-	3%	4%	3%	1%	1%	1%	-	-	2%	1%
6. Do you generally consider yourself more or less attractive												
nan most other people?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
I'm much more attractive	5%	9%	6%	6%	3%	8%	5%	6%	8%	7%	-	6%
I'm somewhat more attractive	19%	24%	19%	11%	17%	22%	27%	19%	40%	18%	12%	19%

YouGov		Marital Status						Parent or guardian of any children					
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa	
1. How much do you think physical appearance matters in		-											
oday's society?				1								1	
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
Base	1302	342	120	40	26	4	16	316	438	700	572	30	
A great deal	52%	54%	52%	47%	51%	22%	31%	53%	53%	53%	53%	23%	
Somewhat	37%	35%	39%	42%	37%	57%	37%	40%	38%	39%	36%	35%	
Not very much	7%	7%	7%	11%	6%	-	7%	6%	7%	7%	7%	13%	
Not at all	2%	3%	2%	-	6%	21%	-	1%	2%	1%	2%	11%	
Don't know	1%	2%	-	-	-	-	25%	-	0%	0%	2%	18%	
2. Do you think that physical beauty is mostly subjective or bjective?													
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
Base	1302	342	120	40	26	4	16	316	438	700	572	30	
Mostly subjective (dependent on personal feelings/opinions)	68%	64%	68%	57%	80%	73%	43%	69%	68%	69%	69%	44%	
Mostly objective (not dependent on personal feelings/opinions)	20%	22%	17%	17%	9%	-	19%	23%	19%	21%	20%	14%	
Don't know	11%	14%	15%	26%	11%	27%	38%	7%	12%	11%	11%	43%	
3. In general, do you think men and women have different or	1170	14 /0	1370	2070	1170	21 /0	3076	1 /0	12 /0	1170	11/0	4370	
milar perceptions of physical beauty?													
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
Base	1302	342	120	40	26	4	16	316	438	700	572	30	
Different	67%	62%	70%	73%	77%	52%	57%	67%	71%	69%	67%	38%	
Similar	22%	25%	21%	20%	9%	J270	-	24%	21%	22%	22%	18%	
Don't know	10%	13%	10%	7%	14%	48%	43%	9%	9%	9%	11%	44%	
4. In general, who do you think is under more pressure to have a	1076	1370	1076	170	1470	4070	4570	570	570	570	1170	4470	
ertain body type?													
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
Base	1302	342	120	40	26	4	16	316	438	700	572	30	
Men	4%	6%	-	-	-	-	-	6%	2%	4%	3%	9%	
Women	76%	68%	87%	84%	72%	22%	50%	72%	84%	79%	74%	31%	
Both equally	18%	21%	12%	14%	22%	-	18%	20%	13%	16%	20%	24%	
Neither	1%	1%	-	2%	6%	21%	6%	1%	-	0%	1%	-	
Don't know	2%	4%	1%	-	-	57%	25%	1%	1%	1%	2%	35%	
5. Now thinking about yourself, to what extent, if at all, do you	270	470	170			0170	2070	170	170	170	270	0070	
eel pressure to have a certain body type?													
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
Base	1302	342	120	40	26	4	16	316	438	700	572	30	
I feel completely under pressure	15%	19%	17%	12%	21%	-	6%	18%	11%	15%	16%	17%	
I feel somewhat under pressure	36%	40%	23%	29%	34%	-	5%	44%	29%	34%	38%	27%	
I don't feel under too much pressure	27%	21%	30%	28%	21%	-	39%	25%	31%	29%	25%	13%	
I don't feel under pressure at all	20%	14%	31%	31%	18%	100%	18%	11%	27%	21%	19%	16%	
Don't know	2%	5%	-	-	6%	-	31%	1%	1%	1%	2%	27%	
6. Do you generally consider yourself more or less attractive	270	070			070		0170	170	170	170	270	21/0	
nan most other people?													
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32	
			120				16	316	438	700	572	30	
Base	1302	342	120	40	20	4	10			/00	3/2		
Base I'm much more attractive	1302 5%	342 6%	3%	40	- 26	4	7%	12%	2%	6%	4%	13%	

YouGov			Incor	ne	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Q1. How much do you think physical appearance matters in					
today's society?	1302	315	370	426	191
Unweighted base Base	1302	315	370	420	184
A great deal	52%	51%	51%	408 56%	50%
Somewhat	37%	35%	37%	38%	41%
Not very much	7%	10%	9%	5%	41%
Not at all	2% 1%	3%	2% 1%	1% 0%	1%
Don't know	1%	1%	1%	0%	3%
Q2. Do you think that physical beauty is mostly subjective or objective?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	420	184
Mostly subjective (dependent on personal feelings/opinions)	68%	61%	69%	74%	68%
Mostly objective (not dependent on personal feelings/opinions)	20%	23%	22%	20%	14%
Don't know	11%	16%	10%	6%	18%
Q3. In general, do you think men and women have different or similar perceptions of physical beauty?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Different	67%	65%	69%	66%	73%
Similar	22%	22%	23%	26%	13%
Don't know	10%	13%	9%	8%	14%
Q4. In general, who do you think is under more pressure to have a certain body type?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Men	4%	4%	3%	5%	3%
Women	76%	73%	75%	78%	76%
Both equally	18%	21%	20%	15%	14%
Neither	1%	1%	1%	0%	1%
Don't know	2%	2%	1%	2%	6%
Q5. Now thinking about yourself, to what extent, if at all, do you	-/-	270		2/0	0,0
feel pressure to have a certain body type?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
I feel completely under pressure	15%	19%	13%	15%	14%
I feel somewhat under pressure	36%	32%	36%	39%	34%
I don't feel under too much pressure	27%	21%	30%	29%	26%
I don't feel under pressure at all	20%	25%	19%	16%	22%
Don't know	2%	3%	2%	1%	4%
Q6. Do you generally consider yourself more or less attractive					
than most other people?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
I'm much more attractive	5%	4%	6%	8%	2%

Image: state in the s	DV [°]		Gender		Age			Re	jion				
In non-negative matching stands and the stand the stands and the stand the stands and the stand the stands and the stand t	т		e Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	
Immunes Dorktor Orthow9% <th< td=""><td>I'm about average</td><td>47% 46%</td><td>48%</td><td>41%</td><td>43%</td><td>55%</td><td>48%</td><td>49%</td><td>46%</td><td>46%</td><td>49%</td><td>37%</td></th<>	I'm about average	47% 46%	48%	41%	43%	55%	48%	49%	46%	46%	49%	37%	
Dorthow0%0	I'm somewhat less attractive	15% 16%	5 15%	16%	16%	13%	17%	18%	14%	13%	18%	6%	
7.7. Op out think people who are considered good-looking any stated more or less favorably, or are thry not traded different/? 13/22 63/3 64/9 34/9 31/1 62/1 20/2 21/4 44/6 33/2 67/2 Base More locking any stated more or less favorably, or are thry not traded different/? 13/22 63/3 66/6 33/3 42/1 50/7 23/3 22/7 44/1 33/2 67/2 Base More locking any stated more or less favorably, or are thry not traded different/? 6% 9% <td< td=""><td>I'm much less attractive</td><td>9% 7%</td><td>10%</td><td>8%</td><td>8%</td><td>8%</td><td>6%</td><td>11%</td><td>8%</td><td>8%</td><td>10%</td><td>8%</td></td<>	I'm much less attractive	9% 7%	10%	8%	8%	8%	6%	11%	8%	8%	10%	8%	
taking begin series in the series of the se	Don't know	5% 4%	6%	6%	6%	4%	4%	4%	5%	8%	3%	13%	
Unweighted base 1302 653 649 349 261 220 284 469 302 672 Base 1302 653 668 333 441 507 223 287 441 302 874 More favorable 5% 6% 8% 6% 7% 38 5% 6% 7% 876													
Base More favorable More favorable Lass favorable They are triated afficianciable to fix for the and afficianciable box to		1202 653	640	240	201	521	220	294	466	222	072	106	
More favorable Uses for over Uses for over Dry and the definition of Dry and the definition of the definition of the definition of Dry and the definition of the definition of Dry and the definition of the definition of the definition of Dry and the definition of the definition of the definition of Dry and the definition of the definition of the definition of Dry and the definit												136	
Less shoready Typerart traced defined Typerart tacked defined Typerart Typerart Typerart Typerart tacked defined Typerart Typerart Typerar												71%	
They are transide different Borito Borito Borito Borito Borito Borito Borito Borito Borito Borito Borito Compariso9%												6%	
On theory Base Box Base Base6%9%9%7%8%9%9%9%7%7%7%7%Base Base A grant dd A grant dd Nut very much U weighted bas1302663666333421507220224486326876Base A grant dd Nut very much U weighted bas1302663666333421507223226486306876Base A grant dd Nut very much U weighted bas44%44%40%41%10%10%20%29%29%29%40%39%44%42%Base Don't krow25%21%24%27%20%21%25%												10%	
8. To what extent does the way someone look generally have an apped on his or her character? Unweighted have 1302 653 646 346 311 521 220 294 466 332 972 Base 1302 653 646 333 421 507 233 287 466 332 972 Base 1375 1676 1676 1576 1976 1976 1976 207 201 406 332 972 A great dea 1775 1676 1676 1976 1976 1976 207 201 4076 4176 1976 1976 1976 207 201 201 205 21% 24% 27% 20% 11% 10%												10%	
Investigation110261326468346934715271220328744633322972A great da117611761176117611761176117611761176123328744153021776A great da1176 </td <td>nt does the way someone look generally have an</td> <td>570 070</td> <td>570</td> <td>370</td> <td>170</td> <td>0/0</td> <td>370</td> <td>378</td> <td>170</td> <td>170</td> <td>170</td> <td>12.70</td>	nt does the way someone look generally have an	570 070	570	370	170	0/0	370	378	170	170	170	12.70	
Agended Somewid Somewid Nat very much Nat very much Nat very much Nat very much Nat very much Nat very much 20%11% 41%10% 40%19% 40%19% 40%19% 40%19% 40%19% 40%19% 40%19% 40%19% 40%19% 40%19% 40%20% 40% <td></td> <td>1302 653</td> <td>649</td> <td>349</td> <td>391</td> <td>521</td> <td>220</td> <td>284</td> <td>466</td> <td>332</td> <td>972</td> <td>106</td>		1302 653	649	349	391	521	220	284	466	332	972	106	
Agriel deal 17% 18% 17% 19% 19% 19% 17% 19% 20% 20% 19% Sommal 40% 41% 40% 38% 40% 43% 38% 40% 39% 11% 10% 9% 10% 9% 10% 9% 10% 9% 10% 9% 10% 9% 10% 9% 10% 10% 9% 10% 9% 10% 9% 10% 9% 10% 9%<			666			507		287	481		874	136	
Somewial Not very mich Not very mich Not very mich Not very mich Not very mich Not very mich Not very mich Or Not very mich Or <b< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>26%</td></b<>												26%	
Not very much Not at all Dart know23% 10%21% 10%24% 10%20% 9%21% 9%20% 11%21% 10%28% 11%29% 8%21% 11%20% 10%21% 10%general, do you think the media does or does not promote an statianable body image? 2,1 for me100266336469333 421521220284466532972Low eighted base ti does promote an unattainable body image it does not promote an unattainable body image to does not promote an unattainable	-											32%	
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Don't know 7% 7% 6% 8% 7% 5% 7% 9% 6% 7% 6% v011. How would you describe your body?	Unweighted base 1 Base 1 Positive impact 1 Negative impact 6 Neither positive nor negative 1	69% 66% 13% 13%	14%	18%	12%	11%	15%	10%	16%	10%	11%	21% 11%	

		ce			Educat	tion						
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationshi
I'm about average	47%	45%	45%	44%	50%	47%	47%	52%	31%	37%	69%	51%
I'm somewhat less attractive	15%	9%	15%	17%	15%	14%	14%	14%	7%	26%	12%	15%
I'm much less attractive	9%	6%	6%	13%	8%	6%	6%	6%	9%	6%	7%	6%
Don't know	5%	7%	10%	9%	6%	4%	2%	3%	5%	5%	-	3%
Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	1120	344	404	317	241	607	20	81	42	755
More favorably	81%	67%	78%	72%	80%	89%	87%	85%	85%	82%	69%	84%
Less favorably	5%	12%	6%	7%	5%	4%	3%	4%	5%	4%	14%	4%
They aren't treated differently	6%	10%	8%	10%	5%	4%	4%	6%	10%	7%	14%	4 % 7%
Don't know	8%	10%	8%	11%	9%	4%	4 % 6%	5%	-	7%	6%	5%
Q8. To what extent does the way someone look generally have an impact on his or her character?	078	1070	070	1170	370	470	078	570	_	170	0/0	570
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
A great deal	17%	22%	15%	16%	16%	24%	14%	16%	36%	16%	19%	17%
Somewhat	40%	39%	43%	38%	45%	39%	39%	41%	33%	38%	35%	40%
											000/	27%
Not very much	23%	23%	21%	26%	21%	22%	21%	26%	22%	33%	23%	2170
Not very much Not at all	23% 10%	23% 6%	21% 7%	26% 9%	21% 8%	22% 10%	21% 15%	26% 11%	22% 5%		23% 10%	10%
Not at all Don't know										33% 5% 8%		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men	10% 10%	6% 9%	7% 14%	9% 12%	8% 11%	10% 5%	15% 11%	11% 7%	5% 4%	5% 8%	10% 14%	10% 7%
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base	10% 10% 1302	6% 9%	7% 14%	9% 12% 328	8% 11%	10% 5% 329	15% 11% 241	11% 7% 614	5% 4% 26	5% 8% 78	10% 14% 42	10% 7% 760
Not at all Don't know unattainable body image? 29_1. For men Unweighted base Base	10% 10% 1302 1302	6% 9% 98 181	7% 14%	9% 12% 328 344	8% 11% 404 400	10% 5% 329 317	15% 11% 241 241	11% 7% 614 607	26 27	5% 8% 78 81	10% 14% 42 41	10% 7% 760 755
Not at all Don't know unattainable body image? Q9_1. For men Unweighted base Base It does promote an unattainable body image	10% 10% 1302 1302 52%	98 98 181 47%	7% 14% 126 112 50%	9% 12% 328 344 47%	8% 11% 404 400 50%	10% 5% 329 317 54%	15% 11% 241 241 57%	11% 7% 614 607 54%	26 27 55%	5% 8% 78 81 52%	10% 14% 42 41 74%	10% 7% 760 755 55%
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image	10% 10% 1302 1302 52% 34%	6% 9% 98 181 47% 37%	7% 14% 126 112 50% 32%	9% 12% 328 344 47% 29%	8% 11% 404 400 50% 35%	10% 5% 329 317 54% 35%	15% 11% 241 241 57% 35%	11% 7% 614 607 54% 34%	26 27 55% 25%	5% 8% 78 81 52% 31%	10% 14% 42 41 74% 22%	10% 7% 760 755 55% 33%
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Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image Don't know	10% 10% 1302 1302 52% 34% 14% 1302	6% 9% 98 181 47% 37% 16%	7% 14% 126 112 50% 32% 18%	9% 12% 328 344 47% 29% 23% 328	8% 11% 404 400 50% 35% 15% 404	10% 5% 329 317 54% 35% 11% 329	15% 11% 241 241 57% 35% 7% 241	11% 7% 614 607 54% 34% 32% 614	5% 4% 26 27 55% 25% 20% 26	5% 8% 78 81 52% 31% 17% 78	10% 14% 42 41 74% 22% 4% 4%	10% 7% 760 755 55% 33% 12% 760
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Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 29_2. For women	10% 10% 1302 1302 52% 34% 14% 1302 1302 76%	6% 9% 98 181 47% 37% 16% 98 181 64%	7% 14% 126 112 50% 32% 18% 18% 126 112 68%	9% 12% 328 344 47% 29% 23% 328 328 344 65%	8% 11% 404 400 50% 35% 15% 404 400 78%	10% 5% 329 317 54% 35% 111% 329 317 78%	15% 11% 241 241 57% 35% 7% 241 241 241 84%	11% 7% 614 607 54% 34% 12% 614 607 79%	5% 4% 26 27 55% 26% 20% 20% 20%	5% 8% 78 81 52% 31% 17% 78 81 69%	10% 14% 42 41 74% 22% 4% 4% 4% 4%	10% 7% 760 755 55% 33% 12% 760 755 78%
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? Qg_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know Qg_2. For women Unweighted base It does promote an unattainable body image Don't know Unweighted base It does promote an unattainable body image It does promote an unattainable body image	10% 10% 1302 1302 52% 34% 14% 1302 1302 76% 15%	6% 9% 98 181 47% 37% 16% 98 181 64% 22%	7% 14% 126 112 50% 32% 18% 126 112 68% 17%	9% 12% 328 344 47% 29% 23% 328 344 65% 18%	8% 11% 404 400 50% 35% 15% 404 400 78% 14%	10% 5% 329 317 54% 35% 11% 	15% 11% 241 241 57% 35% 7% 241 241 84% 11%	11% 7% 614 607 54% 34% 12% 614 607 79% 14%	5% 4% 26 27 55% 25% 20% 26 26 27 77% 18%	5% 8% 78 81 52% 31% 17% 78 81 69% 22%	10% 14% 42 41 74% 22% 4% 4% 4% 42 41 80% 18%	10% 7% 760 755 55% 33% 12% 760 755 78% 15%
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Not at all Don't know in general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base Base It does promote an unattainable body image Don't know 29_2. For women Unweighted base It does promote an unattainable body image Don't know 29_1. For women Unweighted base It does promote an unattainable body image Don't know 20_1. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image Unweighted base Base	10% 10% 1302 52% 34% 14% 1302 1302 76% 15% 9% 1302 1302 1302	6% 9% 181 47% 37% 16% 98 181 64% 22% 14% 98 181	7% 14% 126 112 50% 32% 18% 126 112 68% 17% 15%	9% 12% 328 344 47% 29% 23% 328 344 65% 18% 17% 328 344	8% 11% 404 400 50% 35% 15% 404 400 78% 14% 8% 404 400	10% 5% 329 317 54% 35% 11% 329 317 78% 16% 6% 329 317	15% 11% 241 241 57% 35% 7% 241 241 84% 11% 5% 241 241	11% 7% 614 607 54% 34% 12% 614 607 79% 14% 7% 614 607	5% 4% 26 27 55% 25% 20% 26 27 77% 18% 5% 28 20 26 27	5% 8% 78 81 52% 31% 17% 78 81 69% 22% 9% 78 81	10% 14% 42 41 74% 22% 4% 4% 4% 4% 18% 2% 2%	10% 7% 760 755 55% 33% 12% 760 755 78% 15% 7% 7%
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Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? Qg_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know Qg_2. For women Unweighted base It does promote an unattainable body image It does not promote an unattainable body image It does not promote an unattainable body image Don't know Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image? Unweighted base Base Positive impact	10% 10% 1302 52% 34% 14% 1302 1302 76% 15% 9% 1302 1302 1302 1302 11% 69%	6% 9% 98 181 47% 37% 16% 98 181 64% 22% 14% 98 181 22% 57%	7% 14% 14% 112 50% 32% 18% 126 112 68% 17% 15% 126 112 8% 67%	9% 12% 328 344 47% 29% 23% 328 328 344 65% 18% 17% 328 344 16% 53%	8% 11% 404 400 50% 35% 50% 35% 404 404 400 78% 14% 8% 404 400 8% 72%	10% 5% 329 317 54% 35% 11% 329 317 78% 16% 6% 329 317 14% 73%	15% 11% 241 241 57% 35% 35% 241 241 84% 11% 5% 241 241 241 241 9% 79%	11% 7% 614 607 54% 34% 34% 34% 607 79% 14% 7% 614 607 10% 74%	5% 4% 26 27 55% 25% 20% 26 27 77% 18% 5% 26 27 77% 18% 5% 26 27 23% 56%	5% 8% 81 52% 31% 17% 78 81 69% 22% 9% 78 81 9% 72%	10% 14% 42 41 74% 22% 4% 4% 42 41 80% 18% 2% 2%	10% 7% 755 55% 33% 12% 760 755 78% 15% 7% 7% 760 755 10% 73%
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? Qg_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know Qg_2. For women Unweighted base It does promote an unattainable body image Don't know Qg_1. For women Unweighted base It does not promote an unattainable body image It does not promote an unattainable body image Don't know Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image Unweighted base Base Positive impact	10% 10% 1302 52% 34% 14% 1302 1302 76% 15% 9% 1302 1302 1302 1302 1302	6% 9% 98 181 47% 37% 16% 98 181 64% 22% 14% 98 181 22%	7% 14% 126 112 50% 32% 18% 126 112 68% 17% 15% 126 112 8%	9% 12% 328 344 47% 29% 23% 328 344 65% 18% 17% 328 344 16%	8% 11% 404 400 50% 35% 15% 404 400 78% 14% 8% 404 400 8%	10% 5% 329 317 54% 35% 11% 329 317 78% 16% 6% 329 317 78% 16% 6%	15% 11% 241 241 57% 35% 7% 241 241 84% 11% 5% 241 241 241 241 241 9%	11% 7% 614 607 54% 34% 12% 614 607 7% 14% 7% 614 607 10%	5% 4% 26 27 55% 25% 20% 26 26 27 77% 18% 5% 28 20 26 27 77% 18% 5%	5% 8% 78 81 52% 31% 17% 78 81 69% 22% 9% 78 81 9%	10% 14% 42 41 74% 22% 4% 4% 4% 4% 18% 2% 2%	10% 7% 755 55% 33% 12% 760 755 78% 15% 7% 7%

		Marital Status							Parent or guardian of any children					
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa		
I'm about average	47%	39%	49%	65%	38%	-	26%	46%	52%	48%	47%	24%		
I'm somewhat less attractive	15%	16%	11%	13%	24%	78%	5%	13%	15%	14%	16%	17%		
I'm much less attractive	9%	13%	12%	8%	-	-	11%	4%	9%	7%	10%	5%		
Don't know	5%	9%	6%	2%	12%	-	37%	4%	4%	4%	6%	35%		
27. Do you think people who are considered good-looking are reated more or less favorably, or are they not treated differently?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
More favorably	81%	77%	85%	78%	76%	52%	43%	83%	85%	83%	81%	41%		
Less favorably	5%	7%	3%	-	4%	21%	7%	7%	3%	5%	4%	16%		
They aren't treated differently	6%	5%	5%	9%	-	-	12%	6%	5%	6%	6%	9%		
Don't know	8%	10%	8%	13%	20%	27%	38%	5%	7%	6%	9%	34%		
28. To what extent does the way someone look generally have an mpact on his or her character?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
A great deal	17%	17%	24%	22%	27%	22%	5%	21%	18%	19%	16%	20%		
Somewhat	40%	41%	45%	39%	38%	-	20%	42%	42%	43%	38%	25%		
Not very much	23%	20%	12%	18%	11%	-	7%	21%	21%	22%	24%	12%		
Not at all	10%	10%	8%	8%	13%	51%	18%	7%	11%	9%	11%	10%		
Not at all Don't know	10% 10%	10% 12%	8% 12%	8% 14%	13% 12%	51% 27%	18% 50%	7% 9%	11% 8%	9% 8%	11% 11%	10% 34%		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 19_1. For men	10%	12%	12%	14%	12%	27%	50%	9%	8%	8%	11%	34%		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base	10% 1302	12% 345	12%	14%	12%	27% 4	50% 16	9% 305	8% 432	8% 683	11% 587	34%		
Not at all Don't know unattainable body image? 29_1. For men Unweighted base Base	10% 1302 1302	12% 345 342	12%	14%	12% 21 26	27% 4 4	50%	9% 305 316	8% 432 438	8% 683 700	587 572	34% 32 30		
Not at all Don't know n general, do you think the media does or does not promote an inattainable body image? Base It does promote an unattainable body image	10% 1302 1302 52%	12% 345 342 50%	12% 119 120 48%	14% 37 40 32%	12% 21 26 44%	27% 4 4 22%	50% 16 16 30%	9% 305 316 50%	8% 432 438 50%	8% 683 700 50%	11% 587 572 55%	34% 32 30 32%		
Not at all Don't know n general, do you think the media does or does not promote an inattainable body image? 29_1. For men Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image	10% 1302 1302 52% 34%	12% 345 342	12%	14%	12% 21 26 44% 44%	27% 4 4	50% 16 16 30% 33%	9% 305 316	8% 432 438	8% 683 700 50% 36%	587 572	34% 32 30 32% 37%		
Not at all Don't know n general, do you think the media does or does not promote an inattainable body image? 89_1. For men Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image Don't know	10% 1302 1302 52%	12% 345 342 50% 31%	12% 119 120 48% 39%	14% 37 40 32% 52%	12% 21 26 44%	27% 4 22% 21%	50% 16 16 30%	9% 305 316 50% 34%	8% 432 438 50% 38%	8% 683 700 50%	11% 587 572 55% 30%	34% 32 30 32%		
Not at all Don't know n general, do you think the media does or does not promote an nattainable body image? 19_1. For men Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image Don't know	10% 1302 1302 52% 34% 14%	12% 345 342 50% 31% 19%	12% 119 120 48% 39% 13%	14% 37 40 32% 52% 16%	21 26 44% 44% 12%	27% 4 4 22% 21% 57%	16 16 30% 33% 37%	9% 305 316 50% 34% 15%	8% 432 438 50% 38% 12%	8% 683 700 50% 36% 14%	11% 587 572 55% 30% 15%	34% 32 30 32% 37% 31%		
Not at all Don't know ng eneral, do you think the media does or does not promote an nattainable body image? 9.9.1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 9.9.2. For women Unweighted base	10% 1302 1302 52% 34% 14% 1302	12% 345 342 50% 31% 19% 345	12% 119 120 48% 39% 13% 119	14% 37 40 32% 52% 16% 37	12% 21 26 44% 44% 12%	27% 4 22% 21% 57%	50% 16 30% 33% 37% 16	9% 305 316 50% 34% 15% 305	8% 432 438 50% 38% 12% 432	8% 683 700 50% 36% 14% 683	11% 587 572 55% 30% 15% 587	34% 30 32% 37% 31% 32		
Not at all Don't know n general, do you think the media does or does not promote an nattainable body image? In J. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know Unweighted base Base	10% 1302 52% 34% 14% 1302 1302	12% 345 342 50% 31% 19% 345 345 342	12% 119 120 48% 39% 13% 119 120	14% 37 40 32% 52% 16% 37 40	21 26 44% 42% 12% 21 26	27% 4 4 22% 21% 57% 4 4	50% 16 16 30% 33% 37% 16 16 16	9% 305 316 50% 34% 15% 305 316	8% 432 438 50% 38% 12% 432 438	8% 683 700 50% 36% 14% 683 700	11% 587 572 55% 30% 15% 587 572	34% 32 30 32% 37% 31% 31% 32 30		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? Is does promote an unattainable body image It does not promote an unattainable body image Don't know Don't know It does promote an unattainable body image It does promote an unattainable body image	10% 1302 52% 34% 14% 1302 1302 76%	12% 345 342 50% 31% 19% 345 345 342 71%	12% 119 120 48% 39% 13% 119 120 76%	14% 37 40 32% 52% 16% 37 40 73%	21 26 44% 42% 12% 21 26 88%	27% 4 22% 21% 57%	50% 16 30% 33% 37% 16 16 16 58%	9% 305 316 50% 34% 15% 305 316 73%	8% 432 438 50% 38% 12% 432 438 81%	8% 683 700 50% 36% 14% 683 700 77%	11% 587 572 55% 30% 15% 587 587 572 76%	34% 32 30 32% 33% 31% 31% 32 30 49%		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 29_2. For women Unweighted base It does promote an unattainable body image It does not promote an unattainable body image	10% 1302 1302 52% 34% 14% 1302 1302 76% 15%	12% 345 342 50% 31% 19% 345 345 342 71% 16%	12% 119 120 48% 39% 13% 119 120 76% 17%	14% 37 40 32% 52% 16% 37 40 73% 13%	12% 21 26 44% 44% 12% 21 26 88% 6%	27% 4 22% 21% 57% 4 4 52% -	50% 16 30% 33% 37% 16 16 58% -	9% 305 316 50% 34% 15% 305 316 73% 18%	8% 432 438 50% 38% 12% 432 438 81% 13%	8% 683 700 50% 36% 14% 683 700 77% 15%	11% 587 572 55% 30% 15% 587 572 76% 15%	34% 32 30 32% 37% 31% 32 30 49% 16%		
Not at all Don't know an general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 29_2. For women Unweighted base It does promote an unattainable body image It does promote an unattainable body image It does not promote an unattainable body image It does not promote an unattainable body image Don't know 20_0. In general, do you think that fashion companies have had a	10% 1302 52% 34% 14% 1302 1302 76%	12% 345 342 50% 31% 19% 345 345 342 71%	12% 119 120 48% 39% 13% 119 120 76%	14% 37 40 32% 52% 16% 37 40 73%	21 26 44% 42% 12% 21 26 88%	27% 4 22% 21% 57% 4 4 4 52%	50% 16 30% 33% 37% 16 16 16 58%	9% 305 316 50% 34% 15% 305 316 73%	8% 432 438 50% 38% 12% 432 438 81%	8% 683 700 50% 36% 14% 683 700 77%	11% 587 572 55% 30% 15% 587 587 572 76%	34% 32 30 32% 37% 31% 32% 31% 32 30 49%		
Not at all Don't know In general, do you think the media does or does not promote an inattainable body image? In Jan For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know Unweighted base It does promote an unattainable body image It does not promote an unattainable body image It does not promote an unattainable body image It does not promote an unattainable body image Don't know Unweighted base It does not promote an unattainable body image Don't know Don't know	10% 1302 1302 52% 34% 14% 1302 1302 76% 15%	12% 345 342 50% 31% 19% 345 345 342 71% 16%	12% 119 120 48% 39% 13% 119 120 76% 17%	14% 37 40 32% 52% 16% 37 40 73% 13%	12% 21 26 44% 44% 12% 21 26 88% 6%	27% 4 22% 21% 57% 4 4 52% -	50% 16 30% 33% 37% 16 16 58% -	9% 305 316 50% 34% 15% 305 316 73% 18%	8% 432 438 50% 38% 12% 432 438 81% 13%	8% 683 700 50% 36% 14% 683 700 77% 15%	11% 587 572 55% 30% 15% 587 572 76% 15%	34% 32 30 32% 37% 31% 32 30 49% 16%		
Not at all Don't know n general, do you think the media does or does not promote an nattainable body image? 9_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 09_2. For women Unweighted base Base It does promote an unattainable body image It does not promote an unattainable body image It does not promote an unattainable body image Don't know Unweighted base Base It does not promote an unattainable body image Don't know Unweighted base It does not promote an unattainable body image Don't know	10% 1302 52% 34% 14% 1302 1302 76% 15% 9%	12% 345 342 50% 31% 19% 345 342 71% 16% 14%	12% 119 120 48% 39% 13% 119 120 76% 17% 8%	14% 37 40 32% 52% 16% 37 40 73% 13% 14%	21 26 44% 44% 12% 21 26 88% 6% 6%	27% 4 4 22% 21% 57% 4 4 52% - 48%	50% 16 16 30% 33% 33% 37% 16 16 18 58% - 42%	9% 305 316 50% 34% 15% 305 316 73% 18% 10%	8% 432 438 50% 38% 12% 432 438 81% 13% 6%	8% 683 700 50% 36% 14% 683 700 77% 15% 8%	11% 587 572 55% 30% 15% 587 572 76% 15% 10%	34% 32 30 32% 37% 31% 32% 31% 32 30 49% 16% 35%		
Not at all Don't know in general, do you think the media does or does not promote an inattainable body image? 19_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 29_2. For women Unweighted base It does promote an unattainable body image Don't know 29_2. For women Unweighted base It does not promote an unattainable body image Don't know 2001 those not promote an unattainable body image Don't know 210. In general, do you think that fashion companies have had a rossitive or negative impact on the perception of body image? Unweighted base Base	10% 1302 1302 52% 34% 14% 1302 1302 76% 15% 9% 1302 1302 1302 1302	12% 345 342 50% 31% 19% 345 342 71% 16% 14%	12% 119 120 48% 39% 13% 13% 119 120 76% 17% 8%	14% 37 40 32% 52% 16% 37 40 73% 13% 14%	12% 21 26 44% 44% 12% 21 26 88% 6% 6% 6% 21	27% 4 4 22% 21% 57% 4 4 4 52% - 48%	50% 16 30% 33% 37% 16 16 58% - 42% 16	9% 305 316 50% 34% 15% 305 316 73% 18% 10% 305	8% 432 438 50% 38% 12% 432 438 81% 13% 6%	8% 683 700 50% 36% 14% 683 700 77% 15% 8% 683 700	11% 587 572 55% 30% 15% 587 572 76% 15% 10%	34% 32 30 32% 37% 31% 32% 30 49% 16% 35%		
Not at all Don't know an general, do you think the media does or does not promote an anattainable body image? 28_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 28_2. For women Unweighted base It does promote an unattainable body image It does promote an unattainable body image It does promote an unattainable body image It does not promote an unattainable body image Don't know Don't know	10% 1302 1302 52% 34% 14% 1302 1302 76% 15% 9%	12% 345 342 50% 31% 19% 345 342 71% 16% 14%	12% 119 120 48% 39% 13% 119 120 76% 17% 8%	14% 37 40 32% 52% 16% 37 40 73% 13% 13% 14%	21 26 44% 44% 12% 21 26 88% 6% 6% 6% 6% 21 221 26	27% 4 4 22% 21% 57% 4 4 4 52% - 48% 4 4 4 4	50% 16 16 30% 33% 37% 16 16 58% - 42% 16 16 16 16 16 16 16 16 16 16	9% 305 316 50% 34% 15% 305 316 73% 18% 10% 305 316	8% 432 438 50% 38% 12% 432 438 81% 13% 6% 432 438	8% 683 700 50% 36% 14% 683 700 77% 15% 8%	11% 587 572 55% 30% 15% 587 572 76% 15% 10% 587 572	34% 32 30 32% 37% 31% 32% 30 49% 16% 35%		
Not at all Don't know In general, do you think the media does or does not promote an unattainable body image? 29_1. For men Unweighted base It does promote an unattainable body image It does not promote an unattainable body image Don't know 29_2. For women Unweighted base It does promote an unattainable body image It does promote an unattainable body image It does promote an unattainable body image Don't know 20_1. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image Unweighted base Base Positive impact	10% 1302 52% 34% 14% 1302 1302 76% 15% 9% 1302 1302 1302 1302 11%	12% 345 342 50% 31% 19% 345 345 342 71% 16% 14%	12% 119 120 48% 39% 13% 119 120 76% 17% 8%	14% 37 40 32% 52% 16% 37 40 73% 13% 14% 37 40 13%	12% 21 26 44% 44% 12% 21 26 88% 6% 6% 6% 6%	27% 4 4 22% 21% 57% 4 4 4 52% - 48% 4 4 4 4 4 -	50% 16 16 30% 33% 37% 16 16 58% - 42% 16 16 16 16 16 16 16 16 16 16	9% 305 316 50% 34% 15% 305 316 73% 18% 10% 305 316 16%	8% 432 438 50% 38% 12% 432 438 81% 13% 6% 432 438 11%	8% 683 700 50% 36% 14% 683 700 77% 15% 8% 683 700 77% 15% 8%	11% 587 572 55% 30% 15% 572 76% 15% 10% 587 572 587 572 9%	34% 32 30 32% 37% 31% 32% 30 49% 16% 35% 30 49% 16% 35%		

YouGov

			Inco	ome	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
I'm about average	47%	44%	49%	50%	43%
I'm somewhat less attractive	15%	17%	15%	14%	15%
I'm much less attractive	9%	14%	8%	4%	11%
Don't know	5%	7%	5%	2%	11%

Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?

Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
More favorably	81%	75%	80%	88%	82%
Less favorably	5%	7%	6%	3%	2%
They aren't treated differently	6%	8%	7%	5%	3%
Don't know	8%	10%	7%	4%	13%
Q8. To what extent does the way someone look generally have an impact on his or her character?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
A great deal	17%	20%	16%	17%	16%
Somewhat	40%	39%	42%	41%	40%
Not very much	23%	22%	26%	23%	15%
Not at all	10%	10%	7%	12%	12%
Don't know	10%	10%	8%	7%	17%

In general, do you think the media does or does not promote an

unattainable body image...?

09 1 For men

Q9_1. For men					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
It does promote an unattainable body image	52%	44%	56%	56%	46%
It does not promote an unattainable body image	34%	37%	31%	35%	29%
Don't know	14%	19%	12%	9%	25%
29_2. For women					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
It does promote an unattainable body image	76%	73%	75%	78%	77%
It does not promote an unattainable body image	15%	16%	16%	17%	8%
Don't know	9%	12%	9%	5%	14%
Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Positive impact	11%	16%	12%	11%	5%
Negative impact	69%	59%	69%	75%	71%
Neither positive nor negative	13%	17%	13%	10%	12%
Don't know	7%	8%	7%	4%	12%
Q011. How would you describe your body?					
Unweighted base	1302	315	370	426	191

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	J	-	J	J	v	

YouGov		Ge	ender		Age			Reg	gion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Skinny	7%	8%	5%	16%	4%	2%	9%	4%	8%	5%	5%	4%
Slim	14%	16%	12%	22%	12%	10%	17%	10%	14%	14%	13%	13%
Athletic	13%	18%	9%	22%	14%	7%	16%	11%	14%	12%	12%	16%
Average	31%	33%	29%	31%	27%	33%	30%	27%	33%	31%	31%	23%
Chubby	21%	21%	21%	23%	21%	20%	18%	25%	20%	21%	21%	19%
Overweight	20%	15%	25%	12%	21%	24%	18%	21%	18%	24%	21%	22%
Fat	7%	6%	8%	9%	7%	5%	7%	10%	6%	5%	7%	7%
Obese	8%	5%	11%	8%	11%	7%	8%	10%	8%	7%	8%	13%
Other	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	6%
Don't know	1%	1%	2%	3%	2%	1%	0%	3%	2%	1%	1%	5%
Prefer not to say	2%	1%	2%	2%	3%	0%	2%	1%	2%	1%	1%	4%
Q12. Generally, which do you find more attractive?												
Unweighted base	1222	613	609	328	380	512	208	262	440	312	924	100
Base	1223	595	628	314	410	497	221	263	455	283	829	129
Taller men	36%	14%	57%	39%	39%	32%	35%	38%	34%	40%	35%	37%
Taller women	18%	25%	11%	22%	15%	16%	15%	16%	19%	19%	17%	15%
Shorter men	6%	7%	4%	9%	6%	3%	5%	4%	7%	5%	5%	4%
Shorter women	18%	30%	6%	24%	17%	15%	16%	16%	17%	22%	18%	18%
Chubby men	5%	3%	7%	8%	6%	3%	5%	7%	4%	5%	5%	8%
Chubby women	8%	13%	3%	12%	8%	5%	8%	8%	8%	7%	7%	11%
Slimmer men	17%	11%	22%	20%	18%	14%	17%	19%	15%	18%	18%	11%
Slimmer women	28%	44%	13%	34%	25%	27%	23%	29%	29%	29%	31%	18%
Don't mind any	19%	15%	23%	12%	18%	24%	23%	19%	19%	16%	20%	18%
Don't know	6%	4%	7%	4%	6%	6%	7%	5%	5%	5%	4%	10%
Q13. Do you think about the way your body looks during sex?												
Unweighted base	1213	610	603	329	376	508	206	262	434	311	916	100
Base	1215	592	624	315	405	495	218	265	449	283	822	130
A great deal	18%	11%	23%	26%	18%	12%	21%	18%	16%	16%	17%	19%
Somewhat	28%	24%	33%	28%	34%	23%	30%	26%	27%	32%	28%	28%
Not very much	21%	26%	17%	15%	22%	25%	18%	22%	20%	25%	25%	14%
Not at all	22%	29%	17%	10%	18%	33%	21%	21%	26%	19%	21%	27%
N/A I've never had a sexual partner	6%	7%	5%	17%	3%	1%	7%	7%	6%	4%	5%	5%
Don't know	4%	3%	5%	4%	5%	5%	2%	6%	4%	4%	4%	7%
Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)												
Unweighted base	1261	633	628	349	391	521	213	273	452	323	951	100
Base	1261	615	646	333	421	507	226	275	467	293	853	130
A great deal	21%	17%	25%	31%	21%	15%	25%	22%	21%	19%	20%	27%
Somewhat	38%	37%	40%	29%	42%	41%	33%	33%	41%	42%	40%	33%
Not very much	21%	23%	18%	16%	19%	25%	21%	22%	18%	23%	22%	18%
Not at all	11%	12%	10%	7%	10%	14%	12%	13%	11%	9%	10%	10%
N/A I've never had a partner	5%	6%	3%	12%	3%	1%	4%	5%	5%	5%	4%	6%
Don't know	4%	5%	4%	5%	5%	3%	4%	5%	4%	3%	4%	6%

YouGov

YouGov		ce			Educat	ion						
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationship
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Skinny	7%	14%	9%	8%	6%	9%	2%	4%	14%	12%	11%	6%
Slim	14%	17%	15%	12%	13%	15%	16%	13%	23%	15%	15%	14%
Athletic	13%	15%	18%	10%	9%	18%	19%	11%	23%	16%	10%	12%
Average	31%	32%	34%	33%	32%	30%	26%	34%	29%	31%	28%	33%
Chubby	21%	22%	21%	23%	21%	19%	20%	20%	30%	23%	35%	21%
Overweight	20%	16%	18%	21%	19%	19%	21%	19%	14%	22%	22%	19%
Fat	7%	7%	7%	6%	7%	8%	7%	5%	7%	16%	20%	7%
Obese	8%	10%	7%	7%	11%	9%	5%	8%	-	7%	8%	8%
Other	2%	-	-	1%	1%	3%	1%	2%	-	5%	3%	2%
Don't know	1%	2%	3%	2%	2%	1%	0%	1%	-	1%	-	1%
Prefer not to say	2%	3%	3%	2%	2%	1%	2%	1%	-	-	-	1%
Q12. Generally, which do you find more attractive?												
Unweighted base	1222	89	109	288	380	319	235	597	25	78	36	736
Base	1223	169	96	304	377	308	235	591	25	81	35	732
Taller men	36%	42%	35%	33%	37%	34%	43%	33%	46%	45%	37%	35%
Taller women	18%	19%	20%	12%	16%	21%	21%	17%	26%	20%	27%	18%
Shorter men	6%	8%	5%	7%	5%	6%	4%	5%	14%	10%	7%	6%
Shorter women	18%	16%	24%	17%	20%	18%	15%	17%	24%	15%	25%	17%
Chubby men	5%	4%	6%	6%	6%	4%	5%	4%	6%	3%	20%	5%
Chubby women	8%	11%	8%	8%	10%	6%	7%	7%	16%	5%	17%	8%
Slimmer men	17%	15%	23%	13%	16%	21%	19%	15%	14%	32%	19%	17%
Slimmer women	28%	21%	31%	19%	24%	39%	32%	28%	23%	32%	33%	29%
Don't mind any	19%	15%	18%	23%	19%	15%	18%	21%	15%	18%	24%	21%
Don't know	6%	9%	5%	9%	6%	4%	2%	5%	4%	6%	3%	5%
Q13. Do you think about the way your body looks during sex?												
Unweighted base	1213	89	108	285	379	318	231	592	25	78	37	732
Base	1215	169	95	300	378	307	231	586	26	81	36	729
A great deal	18%	21%	16%	22%	15%	20%	13%	16%	28%	25%	23%	18%
Somewhat	28%	36%	20%	24%	29%	30%	31%	28%	20%	35%	22%	28%
Not very much	21%	7%	29%	17%	21%	23%	26%	24%	36%	20%	27%	24%
Not at all	22%	26%	19%	22%	25%	20%	23%	28%	13%	18%	10%	26%
N/A I've never had a sexual partner	6%	7%	12%	10%	6%	5%	2%	1%	-	1%	11%	2%
Don't know	4%	4%	5%	6%	5%	2%	5%	2%	4%	1%	7%	3%
Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)												
Unweighted base	1261	92	118	296	397	327	241	612	26	78	38	754
Base	1261	175	103	312	394	315	241	605	27	81	37	749
A great deal	21%	23%	21%	31%	16%	22%	16%	19%	32%	31%	27%	21%
Somewhat	38%	41%	27%	29%	39%	40%	48%	42%	37%	47%	29%	42%
Not very much	21%	17%	23%	16%	22%	23%	22%	25%	23%	11%	33%	23%
Not at all	11%	14%	12%	13%	12%	9%	9%	12%	8%	8%	5%	11%
N/A I've never had a partner	5%	2%	11%	6%	6%	5%	1%	1%	-	1%	-	1%
Don't know	4%	4%	7%	4%	5%	2%	4%	2%	-	1%	5%	2%

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YouGov		Marital Status							Parent	or guardian of any	children	
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Skinny	7%	10%	2%	3%	4%	52%	-	8%	3%	6%	8%	6%
Slim	14%	19%	7%	10%	-	49%	-	14%	9%	11%	17%	19%
Athletic	13%	18%	7%	11%	12%	-	13%	19%	9%	13%	14%	9%
Average	31%	27%	33%	26%	20%	-	26%	29%	33%	32%	30%	14%
Chubby	21%	22%	19%	17%	20%	-	18%	20%	19%	20%	23%	10%
Overweight	20%	19%	25%	27%	30%	21%	12%	19%	23%	20%	20%	18%
Fat	7%	8%	9%	7%	9%	-	-	7%	6%	6%	8%	9%
Obese	8%	10%	9%	3%	19%	21%	-	10%	9%	9%	8%	3%
Other	2%	2%	-	5%	4%	-	-	3%	1%	2%	2%	-
Don't know	1%	2%	1%	3%	6%	-	7%	2%	1%	2%	1%	3%
Prefer not to say	2%	3%	1%	-	-	-	37%	1%	1%	1%	2%	19%
Q12. Generally, which do you find more attractive?												
Unweighted base	1222	297	118	37	21	1	12	300	422	669	528	25
Base	1223	295	118	40	26	1	12	311	428	687	513	24
Taller men	36%	34%	44%	50%	50%	-	33%	38%	37%	37%	35%	25%
Taller women	18%	20%	12%	11%	24%	-	8%	14%	16%	15%	21%	11%
Shorter men	6%	6%	4%	2%	4%	-	-	5%	4%	4%	6%	15%
Shorter women	18%	23%	11%	9%	19%	-	7%	18%	13%	14%	22%	28%
Chubby men	5%	6%	9%	8%	5%	-	-	6%	5%	5%	6%	-
Chubby women	8%	10%	3%	6%	16%	-	-	8%	5%	6%	10%	7%
Slimmer men	17%	19%	11%	24%	9%	-	8%	18%	13%	15%	20%	7%
Slimmer women	28%	30%	20%	24%	21%	-	34%	30%	25%	26%	31%	11%
Don't mind any	19%	14%	21%	22%	17%	100%	8%	16%	25%	21%	16%	17%
Don't know	6%	6%	8%	5%	4%	-	26%	7%	4%	5%	5%	18%
Q13. Do you think about the way your body looks during sex?												
Unweighted base	1213	292	116	37	21	2	13	295	422	663	524	26
Base	1215	289	117	40	26	2	13	306	429	681	510	25
A great deal	18%	21%	13%	11%	13%	-	-	20%	15%	17%	18%	10%
Somewhat	28%	25%	33%	25%	59%	49%	16%	34%	27%	31%	26%	25%
Not very much	21%	13%	27%	29%	18%	51%	7%	21%	23%	22%	21%	12%
Not at all	22%	15%	22%	33%	10%	-	16%	21%	29%	26%	19%	14%
N/A I've never had a sexual partner	6%	20%	1%	-	-	-	13%	1%	1%	1%	12%	17%
Don't know	4%	7%	6%	3%	-		48%	2%	4%	3%	5%	23%
Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)												
Unweighted base	1261	315	119	37	21	2	13	305	431	682	551	28
Base	1261	312	120	40	26	2	13	316	437	699	536	26
A great deal	21%	24%	20%	16%	21%	-	16%	26%	21%	23%	19%	18%
Somewhat	38%	28%	38%	42%	52%	-	15%	40%	41%	41%	35%	20%
Not very much	21%	13%	24%	25%	14%	100%	-	22%	24%	22%	19%	11%
Not at all	11%	10%	14%	13%	14%	-	8%	10%	11%	11%	11%	10%
N/A I've never had a partner	5%	17%	2%	2%	-	-	-	1%	1%	1%	10%	6%
Don't know	4%	8%	2%	2%	-	-	61%	2%	2%	2%	6%	34%

YouGov

YouGov			Incor	me	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Base	1302	328	381	408	184
Skinny	7%	9%	5%	6%	5%
Slim	14%	13%	14%	17%	10%
Athletic	13%	10%	14%	17%	10%
Average	31%	25%	33%	33%	31%
Chubby	21%	22%	21%	19%	23%
Overweight	20%	24%	20%	17%	20%
Fat	7%	8%	7%	6%	9%
Obese	8%	11%	9%	6%	9%
Other	2%	2%	1%	2%	2%
Don't know	1%	4%	0%	1%	1%
Prefer not to say	2%	1%	1%	0%	7%
Q12. Generally, which do you find more attractive?		.,,	.,	-,-	. ,•
Unweighted base	1222	301	344	411	166
Base	1222	314	355	393	161
Taller men	36%	35%	38%	36%	38%
Taller women	18%	13%	19%	20%	17%
Shorter men	6%	4%	6%	7%	4%
Shorter women	18%	17%	18%	18%	21%
Chubby men	5%	7%	4%	5%	4%
Chubby women	8%	9%	8%	7%	5%
Slimmer men	17%	14%	17%	20%	18%
Slimmer women	28%	19%	28%	35%	28%
Don't mind any	19%	23%	18%	17%	20%
Don't know	6%	8%	5%	3%	8%
213. Do you think about the way your body looks during sex?	078	070	576	370	070
	1010	000	0.40		400
Unweighted base	1213	296	343	414	160
Base	1215	310	355	396	154
A great deal	18%	19%	21%	15%	15%
Somewhat	28%	26%	29%	32%	21%
Not very much	21%	22%	18%	26%	16%
Not at all	22%	19%	25%	21%	25%
N/A I've never had a sexual partner	6%	7%	4%	4%	13%
Don't know	4%	6%	3%	2%	10%
14. How much do you worry about what your partner thinks bout the way you look? (If you don't currently have a partner, hink about when you did.)					
Unweighted base	1261	308	359	420	174
Base	1261	322	370	402	167
A great deal	21%	24%	21%	21%	18%
Somewhat	38%	36%	39%	41%	34%
Not very much	21%	17%	20%	26%	16%
	440/	400/	400/	00/	440/

Not at all

N/A I've never had a partner Don't know

11%

5%

4%

12%

6%

5%

12%

4%

3%

9%

2%

2%

11%

9%

11%

YouGov		Ge	nder		Age			Reç	lion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Blac
15. Does your body confidence impact your sexual												
lationships?												
Unweighted base	1212	610	602	326	377	509	202	264	435	311	918	97
Base	1209	591	618	313	403	493	213	266	448	282	824	12
Constantly	15%	12%	17%	18%	18%	10%	12%	17%	14%	16%	14%	19%
Occasionally	20%	19%	21%	23%	22%	17%	18%	17%	24%	18%	20%	149
Sometimes	29%	27%	30%	27%	29%	29%	33%	28%	25%	31%	28%	309
Never	24%	27%	21%	12%	23%	33%	24%	23%	25%	24%	25%	239
N/A I've never had a sexual relationship	5%	7%	3%	16%	3%	1%	7%	6%	5%	3%	5%	5%
Don't know	7%	7%	8%	5%	5%	11%	6%	9%	7%	8%	7%	10
16. In a romantic partner, do you prefer if they are?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	10
Base	1302	636	666	333	421	507	233	287	481	302	874	13
Taller than me	35%	6%	63%	30%	42%	33%	34%	36%	35%	36%	34%	49
Shorter than me	18%	36%	2%	21%	18%	18%	18%	18%	19%	19%	20%	99
The same height as me	11%	16%	7%	17%	12%	9%	13%	9%	12%	12%	10%	13
No preference	32%	40%	24%	27%	25%	39%	33%	33%	31%	31%	34%	22
Don't know	3%	3%	4%	5%	3%	2%	2%	4%	4%	3%	3%	6%
17. In a romantic partner, do you prefer it if they are?							_/*	.,.	.,,			
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	10
Base	1302	636	666	333	421	507	233	287	400	302	874	13
More slim than me	18%	25%	11%	18%	18%	17%	16%	16%	20%	18%	19%	17
Less slim than me	10 %	12%	16%	19%	15%	11%	15%	10%	16%	14%	13%	18
Less sim harme My size	22%	21%	22%	23%	21%	22%	22%	26%	18%	23%	21%	209
	40%	38%	42%	33%	38%	45%	41%	42%	39%	39%	42%	339
No preference Don't know	40% 6%	4%	9%	6%	7%	45%	5%	6%	6%	7%	42% 5%	129
	0%	4%	9%	0%	1%	5%	5%	0%	0%	1%	5%	12
18. Do you think you are more, equally, or less physically ttractive than your partner?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	10
Base	1302	636	666	333	421	507	233	287	481	302	874	13
I'm more physically attractive	11%	9%	13%	13%	14%	9%	11%	9%	12%	13%	10%	179
We are equally physically attractive	37%	32%	41%	31%	40%	40%	32%	41%	38%	33%	37%	35
My partner is more physically attractive	20%	29%	11%	18%	19%	23%	22%	18%	20%	21%	22%	15
Don't know	20%	9%	13%	9%	19%	10%	15%	10%	9%	10%	10%	10
N/A - I don't have a partner	22%	21%	22%	30%	14%	10%	20%	22%	22%	23%	21%	239
19. Do you think people who are overweight are treated more or	22 /0	21/0	22/0	5070	1770	1370	2070	22 /0	22/0	2070	21/0	23
ess favorably in society, or are they not treated differently?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	10
Base	1302	636	666	333	421	507	233	287	481	302	874	13
More favorably	5%	7%	3%	12%	4%	1%	6%	2%	6%	5%	3%	11
Less favorably	81%	79%	83%	67%	82%	88%	76%	86%	80%	80%	86%	66'
They aren't treated differently	7%	8%	7%	10%	8%	5%	8%	4%	9%	6%	6%	79
Don't know	7%	7%	7%	10%	6%	6%	10%	8%	5%	8%	6%	16
220. How familiar, if at all, are you with the "body positivity	770	170	170	1070	070	070	1070	070	570	070	070	10
novement"?												
iovenient .	1302	653	649	349	391	521	220	284	466	332	972	10

YouGov		ce			Educat	ion						
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	n a relationship, not living together	NET: In a relationsh
15. Does your body confidence impact your sexual												
elationships?	10.10		1	0.05	077	0.10			05			20.0
Unweighted base	1212	86	111	285	377 374	318 307	232	597	25	78 81	36	736
Base	1209	162 13%	98 16%	298 17%	374 15%	307	231 13%	588 11%	25 21%	21%	35 19%	729 13%
Constantly	15%	25%							38%	21%	19%	20%
Occasionally	20%	33%	19% 20%	13% 26%	21% 26%	23% 29%	23% 35%	20% 31%		34%	33%	20%
Sometimes	29%								14%			
Never	24%	20%	23%	23%	25%	26%	22%	32%	23%	18%	20%	30%
N/A I've never had a sexual relationship	5%	3%	12%	9%	6%	5%	1%	0% 6%	-	1%	11%	1%
Don't know	7%	5%	11%	12%	7%	5%	5%	6%	4%	4%	5%	5%
16. In a romantic partner, do you prefer if they are?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Taller than me	35%	36%	27%	36%	33%	34%	38%	35%	41%	38%	28%	35%
Shorter than me	18%	20%	19%	12%	17%	22%	25%	22%	28%	12%	28%	22%
The same height as me	11%	14%	14%	10%	13%	11%	11%	10%	17%	7%	8%	10%
No preference	32%	29%	32%	38%	33%	30%	24%	31%	10%	41%	36%	32%
Don't know	3%	1%	8%	4%	4%	3%	2%	2%	3%	2%	-	2%
17. In a romantic partner, do you prefer it if they are?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
More slim than me	18%	16%	13%	13%	15%	22%	24%	18%	13%	21%	23%	19%
Less slim than me	14%	20%	12%	16%	14%	13%	15%	15%	21%	11%	13%	14%
My size	22%	21%	27%	20%	22%	25%	21%	22%	14%	11%	22%	20%
No preference	40%	40%	38%	45%	44%	34%	37%	42%	42%	52%	40%	43%
Don't know	6%	2%	11%	8%	6%	6%	4%	4%	9%	4%	2%	4%
18. Do you think you are more, equally, or less physically tractive than your partner?									,.		_,,	.,.
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
I'm more physically attractive	11%	14%	8%	9%	10%	12%	15%	14%	15%	16%	13%	14%
We are equally physically attractive	37%	39%	32%	32%	37%	41%	36%	49%	50%	42%	40%	48%
My partner is more physically attractive	20%	15%	20%	16%	21%	19%	25%	25%	27%	31%	36%	26%
Don't know	11%	16%	9%	14%	10%	11%	8%	10%	9%	10%	11%	10%
N/A - I don't have a partner	22%	17%	31%	30%	22%	17%	16%	1%	-	1%	-	1%
19. Do you think people who are overweight are treated more or ss favorably in society, or are they not treated differently?					· · · · ·							
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
More favorably	5%	11%	7%	7%	3%	5%	4%	4%	12%	10%	8%	5%
Less favorably	81%	69%	76%	70%	81%	85%	89%	83%	74%	80%	82%	82%
They aren't treated differently	7%	14%	6%	11%	6%	6%	4%	9%	10%	6%	4%	8%
Don't know	7%	6%	11%	11%	10%	3%	2%	5%	5%	4%	6%	5%
20. How familiar, if at all, are you with the "body positivity	. /•	0,0				- / v		370	070	.,•		0,0

15. Does your body confidence impact your sexual lationships? Unweighted base Base Constantly Occasionally Sometimes Never	Total 1212 1209 15% 20% 29% 24%	287 283 20% 20% 22%	Divorced	Widowed 36 38	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa
lationships? Unweighted base Base Constantly Occasionally Sometimes	1209 15% 20% 29% 24%	283 20% 20%	119				_					1
· Base Constantly Occasionally Sometimes	1209 15% 20% 29% 24%	283 20% 20%	119									
Base Constantly Occasionally Sometimes	1209 15% 20% 29% 24%	283 20% 20%	119									
Constantly Occasionally Sometimes	15% 20% 29% 24%	20% 20%			21	1	13	297	425	668	518	26
Occasionally Sometimes	20% 29% 24%	20%	13%		26	1	13	309	429	683	502	24
Sometimes	29% 24%			12%	18%	-	8%	20%	12%	15%	15%	7%
	24%	22%	18%	17%	42%	-	-	20%	18%	20%	20%	15%
Never			36%	18%	17%	100%	16%	32%	30%	30%	27%	15%
		11%	21%	37%	18%	-	8%	24%	30%	28%	19%	15%
N/A I've never had a sexual relationship	5%	20%	2%	-	-	-	-	1%	0%	0%	12%	10%
Don't know	7%	7%	11%	17%	6%	-	68%	4%	9%	7%	6%	37%
16. In a romantic partner, do you prefer if they are?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Taller than me	35%	28%	49%	52%	46%	27%	20%	42%	39%	40%	30%	14%
Shorter than me	18%	15%	13%	6%	16%	-	18%	22%	19%	19%	17%	19%
The same height as me	11%	18%	10%	6%	6%	-	-	12%	7%	10%	13%	20%
No preference	32%	34%	26%	36%	21%	52%	30%	21%	33%	28%	36%	27%
Don't know	3%	6%	2%	-	10%	21%	31%	3%	2%	3%	3%	19%
17. In a romantic partner, do you prefer it if they are?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
More slim than me	18%	18%	13%	19%	6%	-	14%	20%	18%	19%	17%	9%
Less slim than me	14%	16%	12%	7%	5%		11%	17%	12%	14%	14%	14%
My size	22%	24%	30%	19%	4%	21%	12%	21%	20%	21%	23%	23%
No preference	40%	31%	41%	55%	69%	79%	32%	36%	45%	42%	39%	27%
Don't know	6%	11%	4%	-	16%	-	31%	5%	5%	5%	6%	26%
18. Do you think you are more, equally, or less physically tractive than your partner?			.,.									
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
I'm more physically attractive	11%	6%	8%	11%	14%	-	5%	18%	10%	14%	8%	6%
We are equally physically attractive	37%	18%	20%	44%	30%	-	26%	49%	42%	44%	28%	26%
My partner is more physically attractive	20%	11%	12%	7%	17%	27%	-	17%	24%	21%	19%	5%
Don't know	11%	8%	14%	18%	26%	22%	14%	12%	11%	11%	9%	21%
N/A - I don't have a partner	22%	57%	47%	20%	13%	51%	55%	4%	13%	10%	35%	41%
19. Do you think people who are overweight are treated more or ss favorably in society, or are they not treated differently?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
More favorably	5%	7%	4%	-	-	-	-	11%	1%	6%	4%	-
Less favorably	81%	76%	84%	86%	90%	73%	58%	73%	87%	81%	83%	46%
They aren't treated differently	7%	6%	5%	9%	-	-	5%	11%	6%	8%	6%	8%
Don't know	7%	11%	8%	5%	10%	27%	36%	6%	6%	6%	7%	46%
20. How familiar, if at all, are you with the "body positivity		-										-
ovement"?												

YouGov			Incor	ne	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to sa
Q15. Does your body confidence impact your sexual					
relationships?	10.10	005		110	(00
Unweighted base	1212	295	343	412	162
Base	1209	307	355	393	154
Constantly	15%	18%	14% 22%	12% 23%	13%
Occasionally	20%	27%			14%
Sometimes	29%		30%	30%	24%
Never	24%	21%	24%	27%	22%
N/A I've never had a sexual relationship	5%	6%	4%	4%	11%
Don't know	7%	10%	6%	4%	16%
16. In a romantic partner, do you prefer if they are?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Taller than me	35%	39%	35%	32%	36%
Shorter than me	18%	11%	17%	27%	16%
The same height as me	11%	14%	13%	10%	6%
No preference	32%	31%	32%	30%	36%
Don't know	3%	5%	3%	1%	6%
17. In a romantic partner, do you prefer it if they are?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
More slim than me	18%	14%	16%	24%	16%
Less slim than me	14%	14%	15%	14%	11%
My size	22%	22%	23%	24%	16%
No preference	40%	41%	43%	36%	45%
Don't know	6%	9%	4%	3%	12%
218. Do you think you are more, equally, or less physically	- / •			-,-	
ttractive than your partner?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
I'm more physically attractive	11%	7%	11%	17%	8%
We are equally physically attractive	37%	27%	39%	44%	32%
My partner is more physically attractive	20%	19%	22%	20%	15%
Don't know	11%	15%	10%	7%	14%
N/A - I don't have a partner	22%	32%	18%	12%	32%
19. Do you think people who are overweight are treated more or					
ess favorably in society, or are they not treated differently?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
More favorably	5%	7%	5%	5%	2%
Less favorably	81%	72%	82%	86%	82%
They aren't treated differently	7%	10%	8%	7%	2%
Don't know	7%	11%	6%	2%	13%
220. How familiar, if at all, are you with the "body positivity					
novement"?					
movement"? Unweighted base	1302	315	370	426	191

YouGov		Ge	ender		Age			Reç	lion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
					17.1							
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Very familiar	14%	12%	16%	28%	16%	4%	16%	17%	13%	13%	13%	17%
Somewhat familiar	30%	29%	30%	40%	34%	18%	31%	26%	30%	34%	30%	28%
Not very familiar	17%	20%	15%	17%	19%	17%	15%	17%	17%	20%	17%	13%
Not at all familiar	33%	34%	33%	8%	25%	58%	33%	34%	35%	29%	35%	29%
Don't know	6%	5%	6%	7%	7%	3%	6%	6%	5%	5%	4%	13%
 Do you think the body positivity movement is a good thing bad thing for society? 												
Unweighted base	808	405	403	294	271	212	139	172	276	221	594	62
Base	797	389	409	283	288	195	143	171	285	199	526	79
Very good	27%	22%	33%	26%	30%	24%	25%	30%	29%	24%	28%	30%
Somewhat good	31%	30%	31%	36%	27%	29%	35%	31%	27%	33%	31%	29%
Neither good nor bad	19%	20%	17%	19%	18%	19%	20%	15%	20%	18%	14%	25%
Somewhat bad	9%	12%	7%	14%	7%	7%	9%	8%	8%	11%	10%	8%
Very bad	3%	5%	2%	2%	5%	3%	1%	4%	4%	3%	4%	5%
Don't know	10%	11%	10%	4%	13%	18%	10%	12%	11%	9%	13%	3%
4. What do you think a woman should do if she has some hairs her upper lip?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Remove them	55%	54%	56%	33%	55%	73%	53%	54%	57%	55%	57%	59%
Dye them if they are dark	6%	5%	6%	10%	6%	2%	8%	2%	7%	4%	4%	6%
Leave them	6%	7%	5%	12%	5%	4%	6%	7%	5%	8%	5%	8%
No preference	24%	22%	27%	36%	26%	14%	23%	27%	22%	26%	25%	15%
Don't know	8%	12%	5%	9%	7%	8%	10%	9%	8%	7%	8%	12%
25. Do you think it is attractive or unattractive if a woman has												
ir under her armpit?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	5%	7%	3%	11%	5%	2%	6%	3%	7%	4%	4%	6%
Unattractive	57%	54%	60%	42%	58%	68%	59%	57%	59%	52%	58%	55%
Neither	32%	32%	31%	39%	31%	26%	30%	33%	29%	37%	32%	25%
Don't know	6%	7%	5%	9%	6%	4%	5%	8%	6%	6%	5%	13%
26. Do you think women should or should not get rid of armpit ir?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Should get rid of armpit hair	53%	50%	56%	35%	54%	66%	52%	55%	55%	50%	55%	53%
Should not get rid of armpit hair	7%	8%	6%	15%	5%	4%	11%	4%	8%	6%	5%	12%
No preference get rid of armpit hair	35%	35%	34%	43%	36%	25%	33%	36%	31%	39%	36%	27%
Don't know get rid of armpit hair	5%	6%	4%	7%	5%	4%	4%	5%	6%	5%	4%	9%
27. Do you think men should or should not get rid of armpit		570		. /0	- /0	.,,,		- /0	- /0	270		070
r?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Should get rid of armpit hair	13%	14%	13%	18%	13%	11%	16%	11%	14%	12%	10%	26%
Should not get rid of armpit hair	35%	36%	33%	24%	33%	45%	30%	36%	37%	32%	38%	30%

YouGov Education ce Total Living together, In a relationship, No HS, High Some college, 2-NET: In a Hispanic Other (NET) 4-year Post Grad Married Civil Partnership not married or not living school graduate year relationship civil partnership together 1302 181 112 344 400 317 241 607 27 81 41 755 Base Very familiar 14% 16% 16% 17% 10% 16% 14% 11% 10% 30% 19% 13% Somewhat familiar 30% 33% 30% 20% 28% 38% 37% 29% 28% 46% 31% 36% Not very familiar 17% 18% 19% 15% 19% 17% 18% 17% 29% 18% 12% 17% Not at all familiar 33% 31% 25% 39% 36% 26% 29% 39% 25% 15% 21% 35% Don't know 6% 2% 11% 8% 7% 4% 1% 4% 8% 2% 2% 4% Q21. Do you think the body positivity movement is a good thing or bad thing for society? Unweighted base 32 470 808 68 84 356 65 Base 797 121 72 180 227 224 167 347 18 68 32 465 Very good 27% 24% 24% 30% 26% 27% 29% 25% 32% 25% 30% 26% Somewhat good 32% 33% 25% 30% 38% 41% 36% 31% 28% 31% 16% 33% Neither good nor bad 19% 34% 23% 24% 20% 14% 18% 17% 23% 21% 15% 18% Somewhat bad 9% 5% 9% 9% 12% 7% 9% 9% 6% 6% 10% 8% Very bad 3% 3% 4% 3% 2% 5% 4% 12% 3% 6% 4% Don't know 10% 4% 9% 12% 13% 13% 11% 5% 3% 11% 8% 9% Q24. What do you think a woman should do if she has some hairs on her upper lip? 98 404 42 Unweighted base 241 Base 1302 181 112 344 400 317 241 607 27 81 41 755 55% 50% 42% 49% 57% 61% 54% 63% 53% 41% 27% 59% Remove them Dye them if they are dark 6% 14% 4% 6% 5% 5% 6% 5% 17% 9% 10% 6% Leave them 6% 8% 10% 9% 5% 5% 7% 6% 6% 2% 21% 6% No preference 24% 23% 33% 25% 25% 23% 25% 19% 20% 39% 34% 22% Don't know 8% 4% 11% 11% 9% 6% 8% 7% 4% 8% 8% 7% Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit? Unweighted base 98 404 329 241 26 42 Base 1302 181 112 344 400 317 241 607 27 81 41 755 Attractive 5% 7% 6% 6% 3% 8% 4% 5% 6% 8% 11% 5% 57% 54% 53% 58% 61% 54% 52% 62% 77% 47% 45% Unattractive 60% Neither 32% 34% 33% 28% 29% 34% 38% 29% 16% 44% 38% 30% 6% 4% Don't know 6% 5% 8% 8% 7% 3% 6% 4% -1% Q026. Do you think women should or should not get rid of armpit hair? Unweighted base 98 126 328 404 329 42 760 241 26 78 Base 1302 181 112 344 400 317 241 607 27 81 41 755 Should get rid of armpit hair 53% 50% 42% 54% 53% 49% 61% 44% 36% 57% 55% 60% Should not get rid of armpit hair 7% 14% 12% 8% 6% 8% 8% 6% 13% 9% 10% 7% No preference get rid of armpit hair 35% 29% 39% 31% 33% 35% 40% 22% 43% 54% 32% 30% Don't know get rid of armpit hair 5% 7% 7% 6% 6% 4% 4% 4% 4% 3% 4% Q027. Do you think men should or should not get rid of armpit hair? 42 Unweighted base 98 404 26 Base 1302 181 112 344 400 317 241 607 27 81 41 755 13% 22% 14% 13% 15% 16% 9% 13% 25% 9% 9% 13% Should get rid of armpit hair Should not get rid of armpit hair 35% 27% 30% 37% 31% 35% 38% 39% 16% 31% 23% 37%

YouGov		Marital Status							Parent	or guardian of any	children	
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Very familiar	14%	20%	9%	5%	-	21%	19%	18%	6%	11%	19%	5%
Somewhat familiar	30%	35%	14%	13%	44%	52%	7%	37%	20%	27%	34%	24%
Not very familiar	17%	16%	22%	16%	19%	-	6%	18%	18%	18%	16%	13%
Not at all familiar	33%	20%	54%	63%	27%	-	26%	23%	51%	40%	26%	22%
Don't know	6%	9%	2%	3%	10%	27%	42%	5%	4%	4%	6%	36%
21. Do you think the body positivity movement is a good thing bad thing for society?												
Unweighted base	808	245	57	14	14	3	5	222	195	387	408	13
Base	797	241	54	14	16	3	5	229	195	395	390	13
Very good	27%	31%	30%	27%	35%	-	19%	30%	21%	26%	29%	23%
Somewhat good	31%	30%	20%	39%	33%	-	21%	29%	30%	29%	32%	41%
Neither good nor bad	19%	20%	22%	11%	17%	71%	20%	19%	21%	21%	17%	7%
Somewhat bad	9%	12%	6%	8%	-	29%	19%	8%	6%	7%	11%	5%
Very bad	3%	2%	2%	-	-	-	-	5%	5%	4%	2%	11%
Don't know	10%	5%	21%	15%	15%	-	22%	10%	17%	13%	7%	13%
24. What do you think a woman should do if she has some hairs her upper lip?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Remove them	55%	44%	67%	61%	61%	-	33%	55%	68%	62%	48%	34%
Dye them if they are dark	6%	6%	3%	-	-	21%	-	9%	5%	7%	3%	15%
Leave them	6%	6%	8%	9%	4%	-		7%	5%	6%	8%	3%
No preference	24%	33%	14%	25%	27%	22%	31%	25%	16%	19%	32%	18%
Don't know	8%	11%	8%	5%	8%	57%	36%	5%	7%	7%	10%	30%
25. Do you think it is attractive or unattractive if a woman has	070	,0	0,0	0,0	0,0	0170	0070	0,0		.,,,	1070	0070
ir under her armpit?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Attractive	5%	6%	3%	2%	3%	-	6%	10%	2%	6%	5%	-
Unattractive	57%	48%	65%	53%	60%	27%	26%	60%	68%	64%	49%	40%
Neither	32%	37%	25%	42%	27%	73%	17%	24%	26%	26%	40%	21%
Don't know	6%	9%	6%	3%	10%	-	50%	6%	4%	5%	6%	38%
026. Do you think women should or should not get rid of armpit air?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Should get rid of armpit hair	53%	43%	61%	59%	35%	27%	27%	58%	63%	61%	45%	24%
Should not get rid of armpit hair	7%	9%	7%	2%	3%	-	6%	10%	7%	8%	6%	9%
No preference get rid of armpit hair	35%	41%	28%	37%	47%	73%	24%	28%	26%	27%	43%	34%
Don't know get rid of armpit hair	5%	7%	4%	2%	14%	-	44%	3%	4%	4%	5%	33%
027. Do you think men should or should not get rid of armpit												
ir?												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
Base	1302	342	120	40	26	4	16	316	438	700	572	30
Should get rid of armpit hair	13%	19%	9%	11%	-	-	13%	17%	10%	13%	13%	27%
Should not get rid of armpit hair	35%	24%	48%	40%	61%		12%	39%	47%	43%	26%	17%

YouGov			Incor	ne	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Base	1302	328	381	408	184
Very familiar	14%	14%	14%	16%	12%
Somewhat familiar	30%	25%	31%	36%	23%
Not very familiar	17%	17%	16%	19%	16%
Not at all familiar	33%	36%	34%	27%	40%
Don't know	6%	8%	6%	2%	9%
Q21. Do you think the body positivity movement is a good thing or bad thing for society?					
Unweighted base	808	179	223	304	102
Base	797	184	229	291	93
Very good	27%	26%	28%	27%	30%
Somewhat good	31%	34%	31%	31%	27%
Neither good nor bad	19%	23%	22%	15%	14%
Somewhat bad	9%	8%	8%	10%	10%
Very bad	3%	1%	4%	5%	2%
Don't know	10%	8%	7%	12%	17%
Q24. What do you think a woman should do if she has some hairs on her upper lip?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Remove them	55%	53%	53%	58%	57%
Dye them if they are dark	6%	6%	7%	6%	0%
Leave them	6%	9%	7%	6%	2%
No preference	24%	23%	25%	23%	27%
Don't know	8%	9%	8%	6%	12%
Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Attractive	5%	7%	5%	5%	3%
Unattractive	57%	56%	60%	58%	51%
Neither	32%	30%	29%	33%	39%
Don't know Q026. Do you think women should or should not get rid of armpit hair?	6%	8%	6%	4%	7%
nar? Unweighted base	1302	315	370	426	191
Base	1302	313	381	420	184
Should get rid of armpit hair	53%	54%	52%	55%	50%
Should not get rid of armpit hair	7%	10%	8%	6%	4%
No preference get rid of armpit hair	35%	28%	35%	37%	39%
Don't know get rid of armpit hair	5%	8%	5%	2%	6%
Q027. Do you think men should or should not get rid of armpit hair?					
Unweighted base	1302	315	370	426	191
Base	1302	328	381	408	184
Should get rid of armpit hair	13%	13%	14%	14%	12%
Should not get rid of armpit hair	35%	36%	33%	36%	33%

YouGov		Ge	nder		Age			Reg	jion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
No preference get rid of armpit hair	47%	45%	49%	51%	49%	41%	48%	47%	44%	51%	49%	34%
Don't know get rid of armpit hair	5%	5%	5%	7%	5%	3%	5%	6%	4%	5%	4%	10%
ow much, if at all, do you like or dislike each of the following	070	070	070	170	070	070	070	070	470	070	470	1070
les of women's public hair? 28_1. Natural												
- Unweighted base	1185	598	587	320	365	500	199	255	427	304	896	97
Base	1185	581	604	307	393	485	210	257	441	278	803	126
Strongly like	19%	23%	15%	15%	15%	24%	19%	17%	21%	16%	16%	31%
Tend to like	17%	19%	15%	20%	13%	19%	18%	19%	16%	17%	17%	10%
Neither like nor dislike	31%	27%	34%	33%	31%	29%	34%	31%	27%	33%	31%	27%
Tend to dislike	13%	15%	12%	13%	16%	11%	9%	16%	14%	13%	14%	12%
Strongly dislike	9%	7%	10%	8%	13%	6%	7%	7%	9%	11%	8%	6%
Don't know	8%	7%	10%	7%	8%	8%	7%	8%	9%	8%	9%	8%
Prefer not to say	4%	3%	4%	4%	4%	3%	6%	2%	4%	2%	4%	5%
28 2. Trimmed												
Unweighted base	1181	595	586	319	363	499	197	254	424	306	894	96
Base	1181	578	602	306	391	484	208	255	437	279	801	124
Strongly like	17%	19%	14%	14%	19%	16%	17%	13%	18%	17%	14%	29%
Tend to like	35%	40%	31%	29%	36%	39%	35%	37%	34%	37%	37%	31%
Neither like nor dislike	27%	21%	33%	33%	24%	26%	29%	30%	25%	26%	27%	20%
Tend to dislike	5%	5%	5%	6%	6%	3%	2%	6%	5%	7%	4%	4%
Strongly dislike	4%	2%	5%	6%	3%	3%	3%	4%	4%	3%	3%	3%
Don't know	9%	9%	9%	10%	8%	10%	8%	8%	11%	8%	10%	8%
Prefer not to say	3%	3%	4%	3%	3%	4%	6%	2%	4%	2%	4%	5%
8_3. Bikini												
Unweighted base	1179	594	585	319	362	498	195	254	425	305	891	97
Base	1179	577	601	306	389	483	207	256	439	277	798	126
Strongly like	14%	18%	10%	12%	18%	12%	14%	13%	14%	14%	12%	18%
Tend to like	27%	33%	22%	25%	29%	27%	28%	27%	26%	29%	29%	26%
Neither like nor dislike	30%	24%	36%	31%	28%	31%	29%	35%	29%	28%	30%	26%
Tend to dislike	8%	8%	8%	8%	7%	9%	7%	7%	9%	8%	8%	9%
Strongly dislike	6%	4%	7%	7%	4%	6%	4%	6%	6%	7%	4%	7%
Don't know	11%	10%	13%	13%	10%	12%	13%	10%	12%	11%	13%	8%
Prefer not to say	4%	3%	4%	4%	3%	4%	6%	2%	4%	2%	4%	6%
8 4. Completely shaved	.,,,	0,0	.,,,	170	070	.,,,	070	270	.,,,	270	170	070
Unweighted base	1183	598	585	320	361	502	198	253	427	305	897	97
Base	1182	581	601	307	388	487	209	253	441	277	803	126
Strongly like	22%	28%	16%	30%	24%	467	209	17%	24%	23%	18%	34%
Tend to like	16%	20%	10%	17%	16%	15%	13%	17%	16%	18%	15%	21%
Neither like nor dislike	20%	18%	23%	22%	20%	19%	20%	21%	20%	21%	20%	14%
Tend to dislike	13%	10%	16%	12%	12%	19%	11%	15%	14%	11%	14%	9%
Strongly dislike	16%	10%	22%	6%	12%	23%	17%	21%	14%	17%	18%	12%
Don't know	9%	9%	9%	9%	7%	23%	8%	21%	13%	9%	11%	5%
Prefer not to say	3%	3%	4%	3%	4%	3%	5%	2%	4%	2%	4%	6%

How much, if at all, do you like or dislike each of the following

US_nat Sample: 26th - 27th April 2021

YouGov		ce			Educat	ion						
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationsh
No preference get rid of armpit hair	47%	49%	47%	43%	49%	45%	50%	45%	55%	56%	65%	47%
Don't know get rid of armpit hair	5%	2%	8%	7%	5%	4%	2%	3%	4%	4%	2%	3%
low much, if at all, do you like or dislike each of the following										1		
tyles of women's pubic hair?												
Q028_1. Natural												
Unweighted base	1185	87	105	284	367	305	229	583	25	78	35	721
Base	1185	165	92	299	365	294	227	575	26	81	34	716
Strongly like	19%	23%	18%	20%	14%	23%	20%	20%	17%	10%	18%	19%
Tend to like	17%	21%	18%	12%	18%	17%	22%	19%	21%	23%	12%	19%
Neither like nor dislike	31%	31%	29%	28%	33%	31%	29%	31%	25%	32%	56%	32%
Tend to dislike	13%	7%	15%	13%	14%	12%	14%	13%	23%	12%	5%	13%
Strongly dislike	9%	15%	10%	11%	9%	8%	6%	8%	3%	11%	2%	8%
Don't know	8%	3%	8%	12%	9%	5%	6%	6%	7%	6%	7%	6%
Prefer not to say	4%	2%	2%	4%	3%	3%	4%	3%	4%	6%	-	4%
028_2. Trimmed	.,,,			.,.			.,.					.,.
Unweighted base	1181	87	104	283	368	303	227	582	25	78	35	720
Base	1181	165	91	298	366	292	225	574	20	81	34	720
Strongly like	17%	185	17%	15%	16%	292	15%	18%	30%	18%	15%	18%
	35%				34%			39%				37%
Tend to like	35% 27%	33%	32% 28%	31%	27%	38% 24%	40%	25%	32% 19%	34%	13% 52%	27%
Neither like nor dislike		33%		31%			26%	25%		31%		27% 5%
Tend to dislike	5%	6%	8%	3%	6%	5%	6%		4%	4%	3%	
Strongly dislike	4%	5%	6%	4%	4%	3%	2%	3%	3%	2%	5%	3%
Don't know	9%	5%	8%	13%	10%	7%	6%	7%	12%	4%	12%	7%
Prefer not to say	3%	2%	1%	3%	3%	3%	4%	4%	-	6%	-	4%
028_3. Bikini												
Unweighted base	1179	86	105	282	367	304	226	582	25	78	35	720
Base	1179	163	92	296	365	293	224	574	26	81	34	715
Strongly like	14%	19%	14%	15%	13%	15%	12%	15%	26%	16%	5%	15%
Tend to like	27%	19%	30%	24%	26%	32%	28%	30%	25%	29%	17%	29%
Neither like nor dislike	30%	33%	29%	30%	29%	31%	31%	28%	29%	33%	45%	30%
Tend to dislike	8%	8%	9%	5%	9%	7%	11%	8%	9%	3%	8%	8%
Strongly dislike	6%	9%	7%	6%	6%	4%	6%	5%	3%	3%	11%	5%
Don't know	11%	8%	8%	15%	14%	7%	9%	9%	7%	10%	12%	9%
Prefer not to say	4%	3%	2%	4%	3%	4%	4%	4%	-	6%	3%	4%
028_4. Completely shaved												
Unweighted base	1183	86	103	283	370	301	229	582	25	78	35	720
Base	1182	163	90	297	368	290	227	574	26	81	34	715
Strongly like	22%	31%	23%	24%	23%	23%	17%	21%	42%	26%	17%	22%
Tend to like	16%	14%	20%	15%	15%	20%	13%	16%	3%	27%	7%	17%
Neither like nor dislike	20%	27%	24%	20%	23%	18%	20%	19%	6%	14%	23%	18%
Tend to dislike	13%	11%	12%	12%	11%	12%	19%	14%	21%	18%	18%	15%
Strongly dislike	16%	10%	13%	13%	15%	16%	22%	18%	11%	5%	25%	17%
Don't know	9%	4%	7%	12%	10%	6%	6%	8%	11%	4%	7%	7%
DONTRINOW	3%	2%	2%	4%	3%	4%	3%	4%	5%	6%	3%	4%

How much, if at all, do you like or dislike each of the following

YouGov Marital Status Parent or guardian of any children Total Not a parent / Don't know / Single Divorced Widowed Separated Other Prefer not to say Younger than 18 18 or over NET: Any age guardian Prefer not to sav No preference get rid of armpit hair 47% 51% 37% 47% 25% 73% 44% 41% 40% 41% 55% 27% Don't know get rid of armpit hair 5% 7% 6% 2% 14% 27% 31% 3% 3% 3% 6% 29% How much, if at all, do you like or dislike each of the following styles of women's pubic hair? Q028_1. Natural Unweighted base 1185 278 114 291 416 506 36 1185 275 115 38 26 13 303 423 673 489 24 Base 2 Strongly like 19% 19% 24% 11% 13% 8% 18% 22% 20% 18% 7% Tend to like 17% 13% 20% 8% 17% 16% 22% 20% 14% 9% 29% 24% 38% 51% 26% 35% 27% Neither like nor dislike 31% 38% 7% 29% 27% Tend to dislike 13% 15% 12% 16% 11% 49% 25% 13% 12% 12% 14% 18% Strongly dislike 9% 10% 9% 7% 7% 16% 13% 8% 10% 7% 3% Don't know 8% 10% 9% 14% 13% 23% 6% 8% 7% 9% 22% -4% 3% 2% 6% 21% 4% 3% 4% 3% 14% Prefer not to sav -Q028_2. Trimmed Unweighted base 36 292 414 Base 1181 271 116 38 26 2 13 304 420 670 487 24 Strongly like 17% 17% 13% 5% 12% -7% 20% 16% 17% 16% 7% Tend to like 35% 31% 41% 25% 39% 23% 34% 42% 38% 33% 9% -Neither like nor dislike 27% 28% 23% 39% 30% 51% 25% 27% 23% 25% 30% 30% Tend to dislike 5% 4% 7% 5% 6% 49% 4% 4% 7% 5% 6% -Strongly dislike 4% 5% 3% 7% . 7% 4% 3% 3% 4% 8% Don't know 9% 11% 11% 14% 13% 23% 5% 9% 7% 11% 32% Prefer not to say 3% 3% 2% 6% 15% 4% 3% 4% 3% 11% Q028_3. Bikini Unweighted base 1179 .36 415 1179 271 113 38 26 421 671 484 24 Base 2 13 304 Strongly like 14% 14% 10% 3% 18% 49% 7% 16% 14% 14% 14% 7% Tend to like 27% 26% 25% 15% 20% 17% 32% 27% 29% 25% 25% Neither like nor dislike 30% 29% 30% 46% 30% 51% 8% 26% 30% 29% 32% 18% Tend to dislike 8% 8% 10% 13% 10% 7% 10% 7% 14% 9% Strongly dislike 6% 6% 8% 5% 3% 15% 7% 5% 6% 5% -Don't know 11% 13% 15% 16% 19% 39% 8% 10% 10% 13% 26% -Prefer not to say 4% 4% 2% 3% 15% 4% 3% 4% 3% 11% -Q028_4. Completely shaved Unweighted base 506 114 .36 21 290 414 1182 274 114 38 26 2 13 302 419 669 489 24 Base Strongly like 22% 27% 16% 7% 12% 49% 33% 30% 14% 21% 24% 16% Tend to like 16% 16% 12% 13% 23% 16% 16% 16% 16% 11% -Neither like nor dislike 20% 24% 23% 27% 29% 18% 19% 19% 23% 13% 16% Tend to dislike 13% 8% 17% 4% 51% 7% 14% 14% 14% 12% 7% 7% Strongly dislike 16% 11% 22% 25% 19% 7% 13% 24% 19% 12% 6% Don't know 9% 11% 7% 18% 13% 23% 5% 9% 7% 10% 34% -4% 14% Prefer not to say 3% 3% 2% 3% 15% 4% 3% 3%

How much, if at all, do you like or dislike each of the following

YouGov		Income							
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say				
No preference get rid of armpit hair	47%	43%	49%	48%	48%				
Don't know get rid of armpit hair	5%	8%	3%	2%	8%				
How much, if at all, do you like or dislike each of the following styles of women's pubic hair? Q028_1. Natural									
Unweighted base	1185	288	332	410	155				
Base	1185	303	344	391	147				
Strongly like	19%	21%	18%	19%	17%				
Tend to like	17%	15%	20%	17%	14%				
Neither like nor dislike	31%	29%	31%	32%	29%				
Tend to dislike	13%	14%	12%	15%	12%				
Strongly dislike	9%	10%	9%	7%	10%				
Don't know	8%	10%	7%	7%	10%				
Prefer not to say	4%	3%	2%	4%	8%				
Q028_2. Trimmed									
Unweighted base	1181	287	329	410	155				
Base	1181	302	341	391	147				
Strongly like	17%	19%	17%	17%	10%				
Tend to like	35%	30%	36%	40%	35%				
Neither like nor dislike	27%	29%	28%	24%	30%				
Tend to dislike	5%	6%	5%	5%	3%				
Strongly dislike	4%	4%	6%	2%	2%				
Don't know	9%	10%	7%	9%	12%				
Prefer not to say	3%	3%	2%	4%	7%				
Q028_3. Bikini									
Unweighted base	1179	285	330	410	154				
Base	1179	299	342	391	146				
Strongly like	14%	14%	17%	14%	7%				
Tend to like	27%	26%	24%	31%	29%				
Neither like nor dislike	30%	29%	33%	28%	31%				
Tend to dislike	8%	8%	8%	9%	6%				
Strongly dislike	6%	7%	6%	5%	3%				
Don't know	11%	12%	11%	9%	17%				
Prefer not to say	4%	4%	2%	4%	6%				
Q028_4. Completely shaved									
Unweighted base	1183	287	332	409	155				
Base	1182	301	344	390	147				
Strongly like	22%	23%	25%	22%	17%				
Tend to like	16%	17%	14%	17%	16%				
Neither like nor dislike	20%	25%	20%	17%	21%				
Tend to dislike	13%	6%	17%	14%	16%				
Strongly dislike	16%	18%	15%	17%	13%				
Don't know	9%	9%	8%	8%	12%				
Prefer not to say	3%	2%	2%	5%	6%				

How much, if at all, do you like or dislike each of the following

YouGov		Ge	ender		Age			Reg	lion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Q029 1. Natural												
Unweighted base	1102	545	557	299	341	462	184	243	390	285	840	88
Base	1098	527	571	286	366	446	194	245	401	258	753	114
Strongly like	19%	19%	19%	14%	18%	23%	23%	16%	19%	19%	17%	25%
Tend to like	17%	13%	20%	14%	18%	17%	13%	16%	20%	14%	16%	18%
Neither like nor dislike	32%	31%	32%	34%	28%	33%	37%	31%	28%	35%	31%	25%
Tend to dislike	9%	8%	9%	11%	11%	5%	8%	11%	8%	8%	10%	8%
Strongly dislike	8%	7%	9%	12%	10%	4%	6%	9%	9%	9%	7%	8%
Don't know	13%	17%	9%	11%	13%	14%	9%	14%	13%	14%	15%	13%
Prefer not to say	3%	4%	2%	3%	3%	4%	4%	3%	4%	2%	3%	3%
029_2. Trimmed												270
Unweighted base	1096	540	556	295	339	462	183	243	387	283	834	88
Base	1090	523	570	283	365	402	193	245	399	257	749	114
Strongly like	1093	11%	17%	16%	18%	10%	16%	10%	15%	16%	12%	20%
Tend to like	28%	23%	33%	26%	32%	26%	26%	31%	28%	26%	28%	30%
Neither like nor dislike	29%	30%	29%	27%	24%	35%	31%	29%	28%	30%	29%	25%
Tend to dislike	6%	8%	5%	8%	6%	6%	6%	5%	7%	6%	6%	3%
Strongly dislike	6%	5%	6%	7%	5%	5%	5%	5%	6%	6%	5%	6%
Don't know	14%	18%	9%	12%	13%	15%	11%	16%	14%	14%	16%	13%
Prefer not to say	3%	5%	2%	3%	3%	4%	4%	3%	3%	2%	3%	3%
2029_3. Bikini	576	576	2 /0	576	570	4 /0	4 /0	570	570	2 /0	570	570
_	1000	540	550	005	044	400	400	0.40	005	000	004	00
Unweighted base	1096	540	556	295	341	460	183	242	385	286	834	88
Base	1094	523	571	283	367	444	193	244	397	260	748	114
Strongly like	6%	7%	5%	8%	7%	4%	8%	3%	5%	8%	4%	8%
Tend to like	8%	7%	8%	9%	11%	5%	7%	8%	10%	5%	7%	9%
Neither like nor dislike	32%	30%	33%	33%	30%	32%	32%	31%	32%	31%	31%	30%
Tend to dislike	14%	13%	15%	14%	14%	15%	15%	14%	12%	18%	15%	10%
Strongly dislike	16%	13%	19%	10%	14%	21%	15%	16%	16%	17%	16%	14%
Don't know	21%	24%	18%	21%	22%	19%	18%	24%	22%	19%	24%	27%
Prefer not to say	3%	5%	2%	4%	2%	4%	5%	4%	3%	2%	4%	2%
029_4. Completely shaved												_
Unweighted base	1097	540	557	296	340	461	185	242	383	287	835	87
Base	1094	523	571	284	366	444	195	244	395	261	749	113
Strongly like	12%	12%	11%	20%	13%	5%	14%	9%	13%	9%	8%	22%
Tend to like	10%	11%	9%	14%	11%	6%	12%	10%	9%	10%	10%	13%
Neither like nor dislike	24%	24%	24%	26%	25%	22%	26%	23%	24%	22%	22%	23%
Tend to dislike	13%	12%	13%	13%	11%	14%	9%	11%	13%	18%	13%	7%
Strongly dislike	24%	18%	30%	11%	24%	34%	24%	27%	24%	24%	27%	19%
Don't know	15%	19%	11%	14%	15%	16%	11%	18%	14%	15%	18%	13%
Prefer not to say	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	2%
30. Do you think it is attractive or unattractive for a woman to												
ave hair on her legs?	4000	050	0.40	0.40	004	504	000	004	400	000	070	
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	5%	6%	4%	10%	5%	3%	6%	2%	6%	5%	3%	10%
Unattractive	59%	61%	57%	44%	60%	70%	62%	57%	60%	56%	62%	46%

YouGov		ce Education										
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationship
Q029_1. Natural		-										
Unweighted base	1102	77	97	260	348	288	206	555	25	67	34	681
Base	1098	146	85	273	345	277	203	545	26	70	33	673
Strongly like	19%	25%	16%	21%	15%	19%	22%	18%	36%	26%	18%	19%
Tend to like	17%	17%	15%	13%	19%	17%	16%	19%	13%	17%	2%	17%
Neither like nor dislike	32%	36%	34%	33%	30%	31%	34%	32%	16%	32%	55%	33%
Tend to dislike	9%	4%	7%	8%	8%	10%	10%	9%	17%	5%	10%	9%
Strongly dislike	8%	11%	13%	8%	11%	8%	4%	7%	4%	11%	3%	7%
Don't know	13%	4%	10%	15%	14%	11%	11%	12%	15%	8%	8%	12%
Prefer not to say	3%	3%	4%	3%	4%	3%	3%	4%	-	1%	3%	3%
Q029_2. Trimmed												
Unweighted base	1096	77	97	259	348	284	205	550	25	67	34	676
Base	1093	146	85	272	345	274	203	541	26	70	33	670
Strongly like	14%	21%	13%	19%	12%	14%	11%	13%	22%	30%	8%	15%
Tend to like	28%	27%	24%	24%	28%	32%	27%	27%	41%	23%	17%	27%
Neither like nor dislike	29%	33%	33%	29%	28%	28%	32%	30%	19%	29%	56%	31%
Tend to dislike	6%	7%	10%	5%	5%	6%	9%	7%	-	4%	3%	6%
Strongly dislike	6%	7%	7%	6%	7%	5%	4%	6%	4%	5%	5%	6%
Don't know	14%	3%	10%	15%	14%	13%	12%	13%	15%	8%	11%	12%
Prefer not to say	3%	3%	2%	3%	3%	3%	4%	4%	-	1%	-	3%
Q029_3. Bikini												
Unweighted base	1096	78	96	260	346	284	206	549	25	67	34	675
Base	1094	148	84	274	343	274	203	539	26	70	33	668
Strongly like	6%	13%	6%	10%	5%	4%	4%	5%	18%	12%	5%	6%
Tend to like	8%	11%	9%	8%	6%	10%	7%	10%	9%	11%	3%	9%
Neither like nor dislike	32%	35%	39%	32%	32%	32%	31%	31%	34%	35%	47%	32%
Tend to dislike	14%	13%	21%	11%	14%	15%	19%	16%	3%	14%	10%	15%
Strongly dislike	16%	18%	11%	16%	16%	15%	16%	17%	7%	11%	5%	15%
Don't know	21%	7%	10%	20%	24%	21%	17%	18%	28%	16%	27%	19%
Prefer not to say	3%	3%	4%	3%	3%	3%	4%	4%	-	1%	3%	3%
Q029_4. Completely shaved												
Unweighted base	1097	78	97	261	347	282	207	549	25	67	34	675
Base	1094	148	85	275	344	272	204	540	26	70	33	668
Strongly like	12%	21%	12%	17%	10%	12%	7%	11%	18%	11%	7%	11%
Tend to like	10%	11%	8%	10%	11%	10%	8%	9%	5%	15%	8%	9%
Neither like nor dislike	24%	32%	30%	25%	23%	24%	25%	23%	32%	27%	39%	25%
Tend to dislike	13%	14%	17%	8%	15%	15%	13%	13%	-	21%	18%	14%
Strongly dislike	24%	16%	21%	21%	22%	26%	32%	27%	30%	17%	16%	26%
Don't know	15%	4%	11%	16%	17%	11%	13%	14%	15%	8%	11%	13%
Prefer not to say	3%	3%	2%	2%	3%	2%	3%	3%	-	1%	-	2%
Q30. Do you think it is attractive or unattractive for a woman to												
have hair on her legs?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	5%	11%	4%	6%	4%	6%	6%	4%	16%	7%	11%	5%
Unattractive	59%	58%	51%	57%	62%	60%	55%	68%	68%	51%	38%	65%

YouGov		Marital Status						Parent or guardian of any children						
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa		
Q029_1. Natural														
Unweighted base	1102	252	104	34	19	2	10	279	378	607	475	20		
Base	1098	248	106	36	24	2	10	289	381	619	460	19		
Strongly like	19%	15%	26%	24%	13%	-	19%	18%	23%	21%	17%	13%		
Tend to like	17%	14%	14%	20%	28%	-	11%	18%	19%	19%	13%	18%		
Neither like nor dislike	32%	29%	31%	34%	40%	51%	-	30%	29%	29%	35%	18%		
Tend to dislike	9%	11%	5%	2%	7%	-	-	9%	7%	8%	9%	12%		
Strongly dislike	8%	12%	7%	8%	7%	-	10%	11%	6%	8%	9%	-		
Don't know	13%	17%	12%	9%	6%	-	32%	11%	12%	12%	14%	24%		
Prefer not to say	3%	2%	4%	3%	-	49%	28%	4%	3%	3%	3%	14%		
029_2. Trimmed														
 Unweighted base	1096	251	104	34	19	2	10	274	378	602	475	19		
Base	1093	247	106	36	24	2	10	284	381	615	460	18		
Strongly like	14%	15%	13%	2%	3%	-	19%	16%	12%	14%	15%	8%		
Tend to like	28%	28%	36%	21%	36%		11%	29%	29%	29%	28%	12%		
Neither like nor dislike	29%	24%	23%	50%	48%	51%	-	28%	31%	30%	28%	30%		
Tend to dislike	6%	7%	5%	7%	-	49%	-	6%	5%	6%	7%	10%		
Strongly dislike	6%	5%	6%	3%	- 6%	4970	- 9%	6%	6%	6%	5%	1078		
Don't know	14%	18%	13%	15%	6%		32%	11%	14%	13%	14%	- 25%		
Prefer not to say	3%	2%	4%	3%	-	-	28%	3%	3%	3%	3%	15%		
	3%	270	470	3%	-	-	20%	3%	3%	3%	3%	15%		
029_3. Bikini			1		1					1				
Unweighted base	1096	251	105	34	19	2	10	274	378	602	474	20		
Base	1094	247	107	36	24	2	10	284	382	616	459	19		
Strongly like	6%	7%	3%	-	7%	-	9%	6%	4%	5%	7%	4%		
Tend to like	8%	6%	4%	8%	5%	-	-	10%	7%	9%	7%	12%		
Neither like nor dislike	32%	32%	22%	44%	48%	100%	-	33%	31%	31%	33%	14%		
Tend to dislike	14%	14%	19%	13%	9%	-	-	13%	15%	15%	14%	24%		
Strongly dislike	16%	14%	25%	18%	10%	-	19%	14%	21%	17%	14%	4%		
Don't know	21%	25%	24%	14%	22%	-	44%	20%	18%	19%	23%	24%		
Prefer not to say	3%	3%	4%	3%	-	-	28%	4%	3%	3%	3%	19%		
029_4. Completely shaved														
Unweighted base	1097	252	105	34	19	2	10	273	379	602	475	20		
Base	1094	248	107	36	24	2	10	283	383	616	460	19		
Strongly like	12%	15%	11%	-	7%	-	30%	17%	6%	11%	12%	8%		
Tend to like	10%	13%	4%	12%	17%	-	-	10%	7%	9%	12%	14%		
Neither like nor dislike	24%	25%	15%	22%	40%	-	-	26%	21%	23%	26%	12%		
Tend to dislike	13%	10%	17%	13%	9%	51%	-	10%	16%	14%	12%	15%		
Strongly dislike	24%	16%	33%	40%	20%	-	9%	20%	33%	27%	21%	13%		
Don't know	15%	19%	16%	9%	6%	49%	52%	14%	15%	14%	15%	29%		
Prefer not to say	3%	2%	4%	3%	-	-	8%	2%	3%	2%	2%	10%		
30. Do you think it is attractive or unattractive for a woman to														
ave hair on her legs?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
Attractive	5%	6%	6%	-	-	-	-	9%	4%	6%	4%	10%		
Unattractive	59%	48%	62%	48%	54%	21%	40%	62%	70%	66%	52%	33%		

YouGov			Inco	me	
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to sa
Q029_1. Natural					_
Unweighted base	1102	267	315	381	139
Base	1098	280	324	364	129
Strongly like	19%	21%	18%	20%	16%
Tend to like	17%	18%	19%	15%	12%
Neither like nor dislike	32%	31%	33%	31%	32%
Tend to dislike	9%	5%	10%	11%	7%
Strongly dislike	8%	9%	8%	8%	9%
Don't know	13%	12%	11%	13%	18%
Prefer not to say	3%	4%	2%	3%	6%
Q029_2. Trimmed			1		
Unweighted base	1096	267	314	376	139
Base	1093	280	324	360	129
Strongly like	14%	17%	14%	14%	11%
Tend to like	28%	27%	28%	29%	27%
Neither like nor dislike	29%	30%	30%	29%	25%
Tend to dislike	6%	4%	8%	6%	7%
Strongly dislike	6%	5%	5%	6%	6%
Don't know	14%	12%	12%	14%	20%
Prefer not to say	3%	4%	2%	2%	6%
Q029_3. Bikini	0,0	170	270	270	070
Unweighted base	1096	266	315	376	139
Base	1094	280	324	360	129
Strongly like	6%	7%	7%	6%	2%
Tend to like	8%	7%	8%	9%	7%
Neither like nor dislike	32%	33%	31%	32%	32%
Tend to dislike	14%	12%	14%	18%	9%
Strongly dislike	16%	15%	18%	14%	17%
Don't know	21%	22%	20%	19%	26%
Prefer not to say	3%	4%	2%	2%	7%
Q029_4. Completely shaved		.,,,			
Unweighted base	1097	267	316	375	139
Base	1094	281	325	359	129
Strongly like	12%	13%	14%	9%	8%
Tend to like	12%	13%	6%	10%	11%
Neither like nor dislike	24%	23%	25%	24%	23%
Tend to dislike	13%	10%	14%	15%	11%
Strongly dislike	24%	22%	25%	27%	21%
Don't know	15%	14%	14%	13%	21%
Prefer not to say	3%	4%	2%	1%	5%
Q30. Do you think it is attractive or unattractive for a woman to					
nave hair on her legs? Unweighted base	1302	315	370	426	191
Base	1302	315	370	420	184
Attractive	5%	6%	5%	408	2%
Unattractive	5% 59%	55%	5%	5% 64%	2%

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YouGov		Ge	nder		Age			Reg	ion			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Neither	31%	28%	35%	37%	32%	24%	29%	34%	29%	35%	32%	31%
Don't know	5%	5%	5%	9%	3%	3%	4%	7%	5%	3%	3%	13%
Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	27%	21%	34%	29%	29%	27%	29%	26%	30%	22%	29%	28%
Unattractive	8%	8%	8%	11%	7%	6%	10%	4%	9%	8%	5%	16%
Neither	57%	62%	53%	50%	58%	61%	57%	60%	52%	63%	61%	40%
Don't know	7%	9%	6%	10%	6%	6%	4%	9%	8%	7%	6%	16%
Q32. Do you think men look better when they have?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
Very hairy chests	4%	5%	4%	7%	5%	3%	3%	4%	5%	4%	4%	6%
Somewhat hairy chests	25%	23%	27%	20%	25%	30%	25%	23%	26%	25%	27%	22%
Not very hairy chests	25%	21%	28%	27%	22%	25%	28%	21%	23%	29%	24%	24%
No hair on their chests at all	13%	11%	14%	15%	16%	8%	14%	12%	14%	11%	10%	21%
Don't know	9%	14%	4%	7%	10%	10%	9%	10%	9%	8%	9%	10%
No preference	24%	25%	22%	24%	23%	24%	21%	30%	22%	23%	26%	17%
33. Do you think it is attractive or unattractive for men to have												
airy backs? Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	521	220	287	400	302	874	136
Attractive	4%	5%	4%	8%	421	3%	4%	2%	7%	3%	3%	9%
Unattractive	4 % 64%	59%	70%	54%	69%	69%	66%	65%	65%	62%	66%	61%
Neither	20%	21%	20%	25%	18%	19%	20%	24%	17%	23%	21%	15%
Don't know	11%	15%	7%	13%	9%	10%	11%	9%	11%	13%	10%	15%
34. What is your view when it comes to wrinkles? (Whether you	1170	1570	170	1370	570	1070	1170	570	1170	1370	1070	1370
ave them already or not.)												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
I think they look nice	14%	15%	13%	17%	15%	12%	13%	11%	16%	14%	14%	16%
I don't think they look nice	34%	32%	35%	30%	33%	37%	39%	34%	31%	33%	30%	41%
Neither	44%	44%	44%	43%	42%	46%	38%	50%	43%	44%	49%	30%
Don't know	8%	9%	7%	10%	9%	5%	9%	5%	9%	9%	7%	13%
35. How do you feel about getting wrinkles?												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
Base	1302	636	666	333	421	507	233	287	481	302	874	136
I already have wrinkles	45%	40%	49%	10%	44%	71%	40%	46%	43%	50%	53%	19%
I don't have wrinkles, but I want to get them	3%	5%	2%	10%	2%	0%	5%	2%	4%	4%	2%	4%
I don't have wrinkles, but I don't mind if I get them	25%	30%	21%	40%	25%	15%	26%	28%	26%	21%	24%	25%
I don't have wrinkles, and I don't want to get them	19%	17%	21%	30%	20%	10%	24%	17%	19%	19%	14%	41%
Don't know	7%	8%	6%	9%	8%	3%	5%	7%	8%	7%	7%	10%

Cell Contents (Column Percentages)

YGEditorial

Body_Image

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YouGov		се			Education							
	Total	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
Neither	31%	28%	35%	31%	29%	31%	37%	24%	16%	42%	42%	27%
Don't know	5%	3%	11%	7%	5%	3%	2%	3%	-	-	8%	3%
Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	27%	27%	18%	30%	27%	25%	29%	29%	23%	41%	14%	29%
Unattractive	8%	15%	9%	9%	9%	8%	4%	4%	14%	6%	11%	5%
Neither	57%	52%	61%	50%	56%	62%	62%	63%	46%	47%	68%	61%
Don't know	7%	5%	12%	11%	8%	5%	5%	4%	18%	6%	7%	5%
Q32. Do you think men look better when they have?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Very hairy chests	4%	6%	2%	6%	3%	5%	3%	5%	9%	7%	4%	5%
Somewhat hairy chests	25%	23%	17%	20%	29%	25%	27%	29%	17%	29%	19%	28%
Not very hairy chests	25%	29%	22%	24%	23%	28%	25%	24%	27%	20%	19%	24%
No hair on their chests at all	13%	17%	22%	18%	12%	11%	11%	10%	23%	7%	15%	10%
Don't know	9%	9%	11%	11%	9%	9%	6%	9%	13%	13%	12%	10%
No preference	24%	15%	27%	21%	24%	22%	28%	22%	11%	24%	30%	22%
Q33. Do you think it is attractive or unattractive for men to have hairy backs?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	4%	10%	-	6%	3%	5%	3%	5%	4%	7%	-	5%
Unattractive	64%	61%	61%	62%	62%	67%	70%	66%	69%	61%	51%	65%
Neither	20%	20%	24%	21%	22%	19%	18%	20%	6%	21%	33%	20%
Don't know	11%	9%	15%	12%	13%	9%	9%	9%	21%	11%	16%	10%
Q34. What is your view when it comes to wrinkles? (Whether you	1170	070	1070	1270	1070	070	070	070	2170	1170	1070	1070
have them already or not.)												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
I think they look nice	14%	14%	12%	12%	13%	15%	17%	16%	20%	14%	6%	15%
I don't think they look nice	34%	46%	35%	36%	34%	32%	34%	32%	38%	34%	27%	32%
Neither	44%	34%	38%	41%	44%	47%	44%	46%	35%	46%	48%	46%
Don't know	8%	6%	16%	11%	9%	6%	5%	6%	8%	6%	18%	7%
Q35. How do you feel about getting wrinkles?												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
Base	1302	181	112	344	400	317	241	607	27	81	41	755
I already have wrinkles	45%	37%	26%	38%	45%	46%	53%	58%	20%	29%	22%	52%
I don't have wrinkles, but I want to get them	3%	9%	5%	6%	2%	4%	2%	3%	9%	12%	4%	4%
I don't have wrinkles, but I don't mind if I get them	25%	27%	31%	23%	26%	27%	25%	23%	36%	32%	45%	25%
I don't have wrinkles, and I don't want to get them	19%	23%	26%	24%	18%	18%	16%	12%	36%	22%	27%	14%
Don't know	7%	4%	11%	10%	8%	5%	4%	5%	-	5%	2%	4%

Cell Contents (Coli

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YouGov		Marital Status						Parent or guardian of any children						
	Total	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to sa		
Neither	31%	40%	27%	52%	40%	79%	12%	26%	24%	25%	40%	22%		
Don't know	5%	7%	5%	-	6%	-	48%	4%	3%	4%	4%	35%		
Q31. Do you think it is attractive or unattractive for a man to have			1	1								1		
hair on his legs?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
Attractive	27%	22%	28%	26%	48%	-	20%	33%	32%	32%	22%	20%		
Unattractive	8%	14%	13%	9%	-	-	-	7%	6%	7%	9%	21%		
Neither	57%	53%	49%	60%	46%	100%	37%	54%	58%	56%	60%	24%		
Don't know	7%	11%	11%	5%	6%	-	43%	6%	5%	5%	9%	35%		
Q32. Do you think men look better when they have?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
Very hairy chests	4%	3%	2%	2%	3%	-	-	8%	3%	5%	2%	10%		
Somewhat hairy chests	25%	17%	29%	28%	37%	21%	-	26%	32%	29%	21%	11%		
Not very hairy chests	25%	26%	30%	21%	35%	-	13%	25%	24%	25%	25%	12%		
No hair on their chests at all	13%	19%	11%	15%	6%	57%	18%	15%	10%	12%	14%	18%		
Don't know	9%	9%	7%	6%	6%	-	8%	8%	8%	7%	11%	19%		
No preference	24%	26%	22%	28%	13%	22%	61%	19%	23%	21%	27%	29%		
Q33. Do you think it is attractive or unattractive for men to have	2470	2070	22.70	2070	1370	2270	0170	1370	2370	2170	2170	2370		
hairy backs?														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
Attractive	4%	4%	5%	4%	3%	-	-	7%	3%	5%	4%	2%		
Unattractive	64%	61%	70%	74%	69%	78%	40%	66%	71%	68%	60%	46%		
Neither	20%	22%	19%	17%	21%	22%	12%	17%	18%	18%	25%	6%		
Don't know	11%	13%	7%	6%	6%	-	49%	10%	8%	9%	11%	46%		
Q34. What is your view when it comes to wrinkles? (Whether you	1170	1070	170	070	070		4070	1070	070	070	1170	4070		
have them already or not.)														
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32		
Base	1302	342	120	40	26	4	16	316	438	700	572	30		
I think they look nice	14%	13%	12%	9%	11%	-	-	18%	13%	15%	12%	23%		
I don't think they look nice	34%	35%	43%	40%	23%	-	32%	34%	34%	35%	33%	24%		
Neither	44%	40%	40%	49%	57%	43%	26%	42%	47%	44%	45%	17%		
Don't know	8%	11%	4%	3%	10%	57%	42%	6%	6%	6%	9%	37%		
Q35. How do you feel about getting wrinkles?	0,0		.,,,	070	1070	0.770	1270	070	0,0	070	070	0.70		
	1202	245	110	27	01	4	16	205	422	602	E07	20		
Unweighted base	1302 1302	345 342	119	37 40	21 26	4	16 16	305 316	432	683	587 572	32 30		
Base			120						438	700				
I already have wrinkles	45%	24%	58%	61%	48%	22%	20%	42%	67%	56%	33%	15%		
I don't have wrinkles, but I want to get them	3%	4%	2%	-	-	-	-	6%	2%	4%	2%	7%		
I don't have wrinkles, but I don't mind if I get them	25%	28%	20%	23%	21%	21%	19%	27%	17%	21%	31%	29%		
I don't have wrinkles, and I don't want to get them	19%	32%	14%	13%	31%	-	25%	19%	11%	15%	25%	24%		
Don't know	7%	13%	6%	3%	-	57%	36%	6%	4%	5%	9%	25%		

Cell Contents (Coli

US_nat Sample: 26th - 27th April 2021

YouGov			Incor	10		
	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Neither	31%	33%	32%	29%	33%	
Don't know	5%	6%	4%	2%	9%	
Q31. Do you think it is attractive or unattractive for a man to have						
hair on his legs?	1000	0.15	070	100	101	
Unweighted base	1302	315	370	426	191	
Base	1302	328	381	408	184	
Attractive	27%	31%	27%	29%	20%	
Unattractive	8%	11%	8%	5%	7%	
Neither	57%	48%	59%	62%	60%	
Don't know	7%	10%	6%	4%	14%	
Q32. Do you think men look better when they have?						
Unweighted base	1302	315	370	426	191	
Base	1302	328	381	408	184	
Very hairy chests	4%	5%	4%	4%	3%	
Somewhat hairy chests	25%	23%	27%	28%	19%	
Not very hairy chests	25%	29%	22%	24%	24%	
No hair on their chests at all	13%	14%	13%	12%	12%	
Don't know	9%	8%	9%	8%	14%	
No preference	24%	21%	24%	24%	28%	
Q33. Do you think it is attractive or unattractive for men to have hairy backs?						
Unweighted base	1302	315	370	426	191	
Base	1302	328	381	420	184	
Attractive	4%	6%	5%	3%	2%	
Unattractive	4 % 64%	62%	65%	67%	60%	
Neither	20%	22%	20%	20%	19%	
Don't know	11%	10%	10%	10%	18%	
Q34. What is your view when it comes to wrinkles? (Whether you	1170	10 /0	1076	1076	1070	
have them already or not.)						
Unweighted base	1302	315	370	426	191	
Base	1302	328	381	408	184	
I think they look nice	14%	12%	16%	16%	9%	
I don't think they look nice	34%	38%	32%	34%	28%	
Neither	44%	40%	44%	44%	49%	
Don't know	8%	10%	7%	5%	14%	
Q35. How do you feel about getting wrinkles?						
Unweighted base	1302	315	370	426	191	
Base	1302	328	381	408	184	
I already have wrinkles	45%	39%	46%	51%	38%	
I don't have wrinkles, but I want to get them	3%	3%	4%	4%	1%	
I don't have wrinkles, but I don't mind if I get them	25%	25%	27%	25%	25%	
I don't have wrinkles, and I don't want to get them	19%	25%	16%	16%	22%	
Don't know	7%	7%	7%	4%	14%	

Cell Contents (Coli