

## YouGov / Level Up survey results Love Island

GB Sample: 4367 GB adults

Fieldwork dates: 18th - 20th July 2018

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

Have you watched any episodes of the latest series of the reality TV series Love Island this year (i.e. 2018)? This could either be live or via catch-up. It started airing on Monday 4th June 2018 at 9pm on ITV2.

Unweighted base	4367	2064	2303	396	629	781	776	1785	2646	1721
<b>Base: All GB Adults</b>	<b>4367</b>	<b>2121</b>	<b>2246</b>	<b>490</b>	<b>635</b>	<b>794</b>	<b>740</b>	<b>1707</b>	<b>2489</b>	<b>1878</b>
Yes, I have	15%	10%	20%	42%	26%	15%	13%	5%	16%	14%
No, I haven't	84%	89%	79%	58%	73%	84%	86%	95%	83%	85%
Don't know/ can't recall	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%

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Thinking about your wider family (e.g. your children/ grandchildren, siblings, cousins, nieces/ nephews etc.) who are under the age of 18...

Do you have any family members under the age of 18 that watch the latest series of Love Island? (Please select one option. If there is no one in your family under the age of 18, please select the 'Not applicable' option)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Base: All GB Adults</b>	4367	2064	2303	396	629	781	776	1785	2646	1721
Yes, I have family members under the age of 18 who watch Love Island	8%	7%	9%	14%	6%	8%	11%	5%	8%	8%
No, I don't have any family members under the age of 18 who watch Love Island	48%	45%	50%	49%	51%	61%	50%	39%	49%	47%
Don't know	12%	13%	11%	10%	10%	11%	9%	16%	11%	14%
Not applicable - there is no one in my family under the age of 18	32%	35%	30%	27%	33%	20%	30%	40%	33%	31%

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You previously said that you have watched any of the latest series of Love Island... Which, if any, of the following has watching Love Island this year made you more likely to consider doing in the future? (Please select all that apply. If watching Love Island hasn't made you more likely to do anything in particular, please select the 'Not applicable' option)

	Unweighted base									
	247	-	247	140	107	-	-	-	170	77
<b>Base: All GB women 18-34 who watch Love Island</b>	<b>237</b>	<b>-</b>	<b>237</b>	<b>133</b>	<b>105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>153</b>	<b>85</b>
Go on a weight loss diet	30%	-	30%	28%	31%	-	-	-	29%	31%
Get my teeth whitened (e.g. professionally or using home kits)	22%	-	22%	24%	19%	-	-	-	21%	23%
Get lip fillers (i.e. a cosmetic procedure that can give you fuller, plumper lips)	11%	-	11%	11%	10%	-	-	-	10%	11%
Get breast enhancement surgery	8%	-	8%	10%	5%	-	-	-	9%	6%
Get botox for cosmetic purposes (i.e. a drug injected into the skin (typically the face) to remove wrinkles by temporarily paralysing facial muscle)	7%	-	7%	7%	6%	-	-	-	8%	5%
Get liposuction (i.e. a type of cosmetic surgery that removes fat from the human body)	7%	-	7%	8%	6%	-	-	-	8%	5%
Get a tattoo	7%	-	7%	7%	8%	-	-	-	5%	10%
Go on holiday to Mallorca	18%	-	18%	18%	19%	-	-	-	16%	23%
Drink more water	27%	-	27%	28%	26%	-	-	-	23%	34%
Get dental veneers (i.e. a layer of material placed over a tooth, to cosmetically improve the aesthetics of a smile/ protect the tooth's surface from damage)	13%	-	13%	15%	10%	-	-	-	14%	11%
Get a fake tan (e.g. spray tan, sunbeds etc.)	14%	-	14%	14%	14%	-	-	-	13%	17%
Other	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	2%	-	3%	-	-	-	2%	-
Not applicable – watching Love Island hasn't made me more likely to consider doing anything in particular in the future	41%	-	41%	42%	40%	-	-	-	44%	36%

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For the following question, by "self-conscious", we mean being aware of your body and appearance, typically in a negative way. In general, has watching Love Island this year made you feel more or less self-conscious about your body and appearance, or has it made no difference?

Unweighted base	247	-	247	140	107	-	-	-	170	77
<b>Base: All GB women 18-34 who watch Love Island</b>	<b>237</b>	<b>-</b>	<b>237</b>	<b>133</b>	<b>105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>153</b>	<b>85</b>
It's made me feel more self-conscious about my body and appearance	40%	-	40%	44%	35%	-	-	-	43%	34%
It has made no difference	56%	-	56%	53%	60%	-	-	-	53%	62%
It's made me feel less self-conscious about my body and appearance	3%	-	3%	2%	3%	-	-	-	2%	4%
Don't know	1%	-	1%	1%	3%	-	-	-	2%	-

In general, do you think TV broadcasters should do more or less than they currently do to look after the mental wellbeing of viewers of reality TV shows (e.g. Love Island, Big Brother, Geordie Shore, The Apprentice etc.), or do you think they do about the right amount? If you think TV broadcasters shouldn't look after the mental wellbeing of viewers of reality TV shows at all, please select the 'Not applicable' option.

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Broadcasters should do more to look after the mental wellbeing of reality TV show viewers	38%	35%	42%	55%	43%	43%	38%	30%	40%	36%
Broadcasters are doing about the right amount to look after the mental wellbeing of reality TV show viewers	14%	13%	15%	18%	18%	15%	15%	11%	15%	13%
Broadcasters should do less to look after the mental wellbeing of reality TV show viewers	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%
Don't know	20%	20%	19%	11%	20%	21%	19%	22%	19%	21%
Not applicable – TV broadcasters shouldn't look after the mental wellbeing of reality TV show viewers at all	26%	30%	23%	14%	17%	21%	26%	36%	25%	28%