

Sample 1000 Adult Interviews
 Conducted September 8 - 10, 2015
 Margin of Error ±4%

1. Do you consider yourself to be attractive?

Yes53%
 No23%
 Not sure24%

2. Do you think that you live up to society's standards of what is attractive?

Yes32%
 No41%
 Not sure27%

3. How would you rate your attractiveness on a scale of 0 to 10?

02%
 11%
 21%
 33%
 44%
 518%
 617%
 724%
 815%
 93%
 106%
 Not sure6%

4. Have you ever heard the phrase 'body shaming'?

Yes46%
 No46%
 Not sure8%

5. Do you think that society puts too much or too little pressure on women to be fit and attractive?

Too much pressure	74%
The right amount of pressure	14%
Too little pressure	2%
Not sure	10%

6. Do you think that society puts too much or too little pressure on men to be fit and attractive?

Too much pressure	41%
The right amount of pressure	27%
Too little pressure	14%
Not sure	19%

7. Do you think that it is acceptable or unacceptable to be overweight?

Very acceptable	5%
Somewhat acceptable	14%
Neither acceptable nor unacceptable	38%
Somewhat unacceptable	26%
Very unacceptable	12%
Not sure	5%

8. Which do you think is more important?

Society and the media should encourage people to not be overweight ...	40%
Society and the media should encourage people to feel good about their body as it is	60%

9. Have you ever felt bad about your body after seeing an advertisement?

Yes	38%
No	55%
Not sure	7%