

YouGov / The Sun Survey Results

Sample Size: 1831 GB Women
Fieldwork: 20th May - 6th June 2012

	Age				Social grade		Region					Feel about your appearance?				Feel about your appearance?		
	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Very positive	Fairly positive	Fairly negative	Very negative	Positive	Negative	
Weighted Sample	1775	204	439	598	535	969	806	230	593	371	437	145	96	1019	447	147	1115	594
Unweighted Sample	1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general how positive or negative do you feel about your appearance?

Very positive	5	3	3	5	8	5	6	9	5	3	5	8	100	0	0	0	9	0
Fairly positive	57	46	58	55	64	60	54	60	58	53	58	62	0	100	0	0	91	0
TOTAL POSITIVE	62	49	61	60	72	65	60	69	63	56	63	70	100	100	0	0	100	0
Fairly negative	25	27	24	31	20	25	25	22	26	29	25	21	0	0	100	0	0	75
Very negative	8	14	11	6	6	7	10	5	7	11	9	8	0	0	0	100	0	25
TOTAL NEGATIVE	33	41	35	37	26	32	35	27	33	40	34	29	0	0	100	100	0	100
Don't know	4	10	4	3	3	2	5	5	4	4	4	2	0	0	0	0	0	0

Approximately how many times a day, if at all, do you feel negative or have negative thoughts about your appearance?

[Only asked to those who feel negative about their appearance. N=610]

More than 12 times a day	14	21	20	9	10	12	16	14	11	15	16	15	0	0	7	33	0	14
12 times a day	3	4	5	3	0	4	2	5	1	2	5	3	0	0	2	5	0	3
Eight times a day	8	14	12	5	3	6	10	5	10	6	10	4	0	0	6	12	0	8
Six times a day	15	25	17	14	9	14	16	13	16	18	13	13	0	0	16	14	0	15
Four times a day	19	19	21	21	12	18	19	26	19	13	21	17	0	0	19	16	0	19
Twice a day	19	8	12	25	23	22	16	23	22	19	13	20	0	0	22	8	0	19
Once a day	9	1	4	10	16	10	7	2	10	11	7	10	0	0	10	4	0	9
Less than once a day	5	0	2	4	12	6	3	6	3	8	5	0	0	0	6	1	0	5
Don't know	9	8	7	9	14	8	11	7	8	9	10	18	0	0	10	6	0	9

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Sample Size: 1831 GB Women
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	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No	
Weighted Sample	1775	149	390	577	504	539	1081	1306	133	211	1097	678
Unweighted Sample	1831	178	409	586	504	587	1090	1358	130	214	1045	786
	%	%	%	%	%	%	%	%	%	%	%	%

In general how positive or negative do you feel about your appearance?

Very positive	5	5	3	5	8	3	6	5	3	11	6	5
Fairly positive	57	48	62	61	58	58	59	58	65	59	59	55
TOTAL POSITIVE	62	53	65	66	66	61	65	63	68	70	65	60
Fairly negative	25	29	25	24	26	26	25	26	25	22	25	26
Very negative	8	14	8	8	5	10	7	9	4	4	8	9
TOTAL NEGATIVE	33	43	33	32	31	36	32	35	29	26	33	35
Don't know	4	4	2	3	2	2	3	2	3	4	3	6

Approximately how many times a day, if at all, do you feel negative or have negative thoughts about your appearance?

[Only asked to those who feel negative about their appearance. N=610]

More than 12 times a day	14	23	15	16	8	18	12	13	11	15	12	16
12 times a day	3	6	4	2	2	5	2	3	10	1	2	5
Eight times a day	8	16	9	6	5	11	6	7	25	3	6	10
Six times a day	15	13	16	19	15	15	17	13	24	35	13	19
Four times a day	19	28	18	18	16	21	17	20	13	11	20	17
Twice a day	19	9	20	15	28	17	21	20	9	18	20	17
Once a day	9	1	7	9	13	5	11	9	0	7	12	4
Less than once a day	5	1	4	4	6	3	5	5	0	4	6	2
Don't know	9	2	7	10	6	6	8	9	8	7	9	11

Fieldwork: 20th May - 6th June 2012

	Age				Social grade		Region					Feel about your appearance?				Feel about your appearance?		
	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Very positive	Fairly positive	Fairly negative	Very negative	Positive	Negative	
Weighted Sample	1775	204	439	598	535	969	806	230	593	371	437	145	96	1019	447	147	1115	594
Unweighted Sample	1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, were you ever worried about your appearance when you were a pre-teen (i.e. younger than 13 years old)?

Very worried	8	13	14	7	3	10	7	11	9	8	7	8	8	7	10	14	7	11
Fairly worried	22	26	27	22	17	21	23	21	24	22	21	20	11	24	22	22	23	22
TOTAL WORRIED	30	39	41	29	20	31	30	32	33	30	28	28	19	31	32	36	30	33
Not very worried	33	35	34	34	28	33	32	30	33	32	32	34	28	34	31	32	34	31
Not at all worried	28	20	18	29	40	28	29	26	27	30	30	29	43	28	30	19	30	27
TOTAL NOT WORRIED	61	55	52	63	68	61	61	56	60	62	62	63	71	62	61	51	64	58
Don't know/ Can't recall	9	6	7	8	12	8	10	11	7	8	10	8	10	6	8	13	7	9

Thinking about society's general portrayal of the ideal image of 'beauty'...

Do you think that this is currently too thin, too large or about the right size?

Too thin	74	63	71	76	77	75	72	73	75	73	73	72	67	74	76	84	73	78
Too large	7	10	9	7	6	5	10	8	6	9	8	8	4	9	7	4	8	6
About the right size	12	16	12	13	9	13	11	14	11	13	11	12	25	12	11	5	13	9
Don't know	7	11	7	4	8	7	7	5	7	6	9	8	4	6	6	8	5	6

Which ONE of the following would you rather have?

Financial security	90	75	84	95	97	91	90	89	92	91	88	93	87	93	91	82	93	89
The perfect figure	5	14	11	2	1	5	6	5	5	6	5	4	7	3	7	13	4	9
Don't know	4	11	6	3	2	4	4	6	3	3	6	3	7	3	2	5	3	3

Which ONE of the following UK clothes sizes do you consider as the 'perfect' size?

Smaller than size 6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	1	4	2	1	0	1	1	1	1	2	1	1	0	1	1	5	1	2
8	7	28	12	2	1	8	6	10	7	5	7	3	4	6	7	14	6	9
10	21	38	40	17	5	24	18	27	19	23	20	23	17	22	22	22	22	22
12	42	20	32	47	52	41	42	37	42	45	41	42	47	42	44	33	42	41
14	19	3	8	23	29	17	21	16	21	16	20	16	25	19	18	18	20	18
16	4	1	2	4	9	3	6	3	5	5	3	8	3	6	3	2	5	3
18	1	0	0	1	2	1	1	1	0	1	1	2	2	1	0	1	1	1
Larger than 18	0	0	1	1	0	0	1	0	0	1	1	1	0	0	1	2	0	1
Don't know	4	5	4	5	3	4	5	5	5	2	5	5	3	4	2	4	3	3

Fieldwork: 20th May - 6th June 2012

	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
	Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No
Weighted Sample	1775	149	390	577	504	539	1081	1306	133	211	1097	678
Unweighted Sample	1831	178	409	586	504	587	1090	1358	130	214	1045	786
	%	%	%	%	%	%	%	%	%	%	%	%

In general, were you ever worried about your appearance when you were a pre-teen (i.e. younger than 13 years old)?

Very worried	8	100	0	0	0	28	0	9	11	6	6	12
Fairly worried	22	0	100	0	0	72	0	21	34	22	21	24
TOTAL WORRIED	30	100	100	0	0	100	0	30	45	28	27	36
Not very worried	33	0	0	100	0	0	53	32	25	42	32	33
Not at all worried	28	0	0	0	100	0	47	31	23	23	31	24
TOTAL NOT WORRIED	61	0	0	100	100	0	100	63	48	65	63	57
Don't know/ Can't recall	9	0	0	0	0	0	0	7	7	6	10	7

Thinking about society's general portrayal of the ideal image of 'beauty'...

Do you think that this is currently too thin, too large or about the right size?

Too thin	74	77	70	73	79	72	76	100	0	0	74	73
Too large	7	9	12	6	6	11	6	0	100	0	7	8
About the right size	12	9	12	15	10	11	13	0	0	100	12	12
Don't know	7	4	6	6	5	5	5	0	0	0	7	8

Which ONE of the following would you rather have?

Financial security	90	83	88	92	97	86	94	93	86	87	94	85
The perfect figure	5	15	8	5	1	10	3	4	12	10	3	9
Don't know	4	2	5	3	2	4	3	3	2	3	3	7

Which ONE of the following UK clothes sizes do you consider as the 'perfect' size?

Smaller than size 6	0	1	0	0	0	0	0	0	0	0	0	0
6	1	4	1	1	0	2	0	0	3	3	0	2
8	7	14	9	7	4	10	6	5	11	13	3	14
10	21	29	22	25	16	24	21	21	16	31	16	30
12	42	36	41	42	46	40	44	45	31	34	47	33
14	19	12	18	18	22	16	20	20	24	11	24	11
16	4	3	4	3	6	3	4	4	8	1	5	3
18	1	1	1	1	1	1	1	1	2	1	1	1
Larger than 18	0	0	1	0	0	1	0	0	3	1	0	1
Don't know	4	2	3	3	4	3	3	3	3	4	3	6

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	Age				Social grade		Region					Feel about your appearance?				Feel about your appearance?		
Total	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Very positive	Fairly positive	Fairly negative	Very negative	Positive	Negative	
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Unweighted Sample	1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever lied to your partner about your actual dress size?

Yes, I have said it's smaller than my actual dress size	8	6	10	10	5	9	6	8	9	6	8	10	2	7	11	11	7	11
Yes, I have said it's larger than my actual dress size	0	1	0	0	0	1	0	1	0	1	0	0	0	0	0	1	0	1
No, I haven't	83	75	82	82	87	81	84	81	83	85	81	82	95	86	79	74	87	77
Can't recall	5	2	5	6	6	5	5	6	4	6	6	4	2	4	6	7	4	6
Not applicable - I have never had a partner	4	16	2	2	2	3	4	4	3	3	5	4	0	3	4	7	2	5

Have you ever been jealous of a friend's figure/body?

Yes, I have	54	73	71	55	31	59	47	52	61	49	51	47	22	49	68	73	46	69
No, I haven't	42	23	25	40	65	38	46	44	35	47	42	49	76	47	29	24	50	28
Can't recall	5	4	4	6	4	3	6	4	4	4	7	5	1	4	3	3	4	3

Thinking about your best friend/closest female person who you know the most...

Would you prefer this person to have a bigger, smaller or the same dress size as you?

Bigger dress size	11	19	17	9	6	12	10	11	12	14	8	9	5	9	14	23	8	16
Smaller dress size	7	6	7	8	7	7	7	7	6	9	7	8	4	6	10	8	6	9
Same size dress size	41	49	44	37	40	42	40	39	40	41	44	40	52	42	43	32	43	40
Don't know	41	27	33	45	47	39	43	43	42	36	41	43	39	43	33	37	43	34

Thinking about if someone said that you looked too thin...

Would you generally take this comment as a compliment?

Yes, I would	25	38	30	24	17	26	25	27	25	25	26	19	15	22	30	47	21	34
No, I wouldn't	62	44	57	63	72	62	62	59	62	62	61	72	75	67	59	40	67	54
Don't know	13	18	13	13	10	12	14	14	13	13	13	9	10	12	11	13	12	12

Fieldwork: 20th May - 6th June 2012

	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No	
Weighted Sample	1775	149	390	577	504	539	1081	1306	133	211	1097	678
Unweighted Sample	1831	178	409	586	504	587	1090	1358	130	214	1045	786
	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever lied to your partner about your actual dress size?

Yes, I have said it's smaller than my actual dress size	8	15	10	7	6	11	6	9	11	5	7	9
Yes, I have said it's larger than my actual dress size	0	1	0	0	0	0	0	0	1	0	0	0
No, I haven't	83	76	82	86	86	80	86	83	81	89	86	76
Can't recall	5	5	5	4	5	5	4	5	4	5	5	5
Not applicable - I have never had a partner	4	4	3	3	3	3	3	3	3	1	1	9

Have you ever been jealous of a friend's figure/body?

Yes, I have	54	81	67	52	42	71	47	56	47	48	47	64
No, I haven't	42	17	30	44	53	27	48	40	48	51	48	31
Can't recall	5	2	2	4	4	2	4	4	5	1	5	5

Thinking about your best friend/closest female person who you know the most...

Would you prefer this person to have a bigger, smaller or the same dress size as you?

Bigger dress size	11	21	14	8	11	16	9	12	14	7	9	15
Smaller dress size	7	7	8	7	7	8	7	6	13	12	7	7
Same size dress size	41	44	44	41	43	44	42	42	37	52	41	42
Don't know	41	28	35	44	40	33	42	41	36	29	43	37

Thinking about if someone said that you looked too thin...

Would you generally take this comment as a compliment?

Yes, I would	25	39	31	23	20	33	22	23	33	33	22	31
No, I wouldn't	62	51	58	66	70	56	68	66	55	54	66	55
Don't know	13	9	11	11	10	10	11	11	11	12	12	14

Fieldwork: 20th May - 6th June 2012

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Total	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Very positive	Fairly positive	Fairly negative	Very negative	Positive	Negative	
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Unweighted Sample	1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following have you ever tried or used to lose weight quickly? (Please tick all that apply)

Exercise	53	62	63	50	43	56	49	52	52	53	53	53	53	49	60	67	50	62
Joining a slimming club/group	30	10	24	36	37	29	31	23	29	33	34	28	29	29	32	39	29	34
Fasting	19	27	30	16	10	19	18	20	19	21	18	13	13	15	25	33	15	27
Slimming pills	15	13	19	17	10	15	14	13	16	14	14	15	12	11	22	24	11	22
Making myself sick	5	10	8	4	1	5	5	6	4	4	6	4	3	3	7	16	3	9
None of these	31	27	21	33	38	31	31	33	33	28	29	35	36	35	26	20	35	24
Don't know	2	4	2	1	0	1	2	1	1	2	2	0	0	1	1	0	1	0

Thinking about eating habits...

In general, have you ever eaten in secret (e.g. purposefully chosen to eat when no one else is around/looking)?

Yes, I have	36	36	43	39	28	38	34	37	37	36	36	36	17	29	48	68	28	53
No, I haven't	61	58	55	59	70	59	63	61	61	63	60	62	82	69	51	30	70	46
Don't know	3	6	3	2	2	3	3	2	2	1	5	2	0	2	1	1	2	1

In general, how often, if at all, do you ever feel guilty after eating a food?

All of the time	6	11	9	6	3	6	7	6	7	8	5	5	3	2	10	30	2	15
Some of the time	44	53	50	48	32	46	42	41	47	47	44	35	21	40	56	57	39	56
Rarely	31	22	26	31	38	33	28	36	28	27	32	37	47	37	21	9	38	18
None of the time	17	9	12	15	26	14	20	17	17	17	16	21	28	20	12	3	21	10
Don't know	2	5	2	1	1	1	2	1	1	1	3	2	1	0	1	1	0	1

How much of a positive or negative influence do you think your body image has on your sex life?

Very positive	5	9	4	7	2	4	6	7	4	4	4	8	25	4	3	2	6	2
Fairly positive	24	24	28	23	24	27	21	22	26	22	25	25	46	34	7	5	35	6
TOTAL POSITIVE	29	33	32	30	26	31	27	29	30	26	29	33	71	38	10	7	41	8
Fairly negative	22	24	29	25	11	25	19	20	23	24	21	17	1	18	37	22	16	33
Very negative	9	10	12	9	6	9	10	9	8	9	10	9	0	4	15	39	4	21
TOTAL NEGATIVE	31	34	41	34	17	34	29	29	31	33	31	26	1	22	52	61	20	54
Don't know	16	13	16	17	18	15	18	19	17	15	17	12	9	16	14	15	16	14
Not applicable - I don't have a sex life	16	12	6	12	29	15	17	16	16	19	13	15	10	16	18	16	15	17
Prefer not to say	8	9	5	7	10	6	9	6	5	8	10	14	9	8	7	2	8	6

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	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
	Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No
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	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following have you ever tried or used to lose weight quickly? (Please tick all that apply)

Exercise	53	72	57	54	49	61	52	55	48	49	50	57
Joining a slimming club/group	30	35	27	28	33	29	31	33	35	21	36	21
Fasting	19	41	22	18	14	27	16	19	23	16	15	24
Slimming pills	15	33	15	13	11	20	12	15	22	13	14	16
Making myself sick	5	18	4	5	2	8	4	4	9	5	4	7
None of these	31	17	27	33	34	24	33	29	26	39	32	29
Don't know	2	0	1	1	1	0	1	0	2	1	1	3

Thinking about eating habits...

In general, have you ever eaten in secret (e.g. purposefully chosen to eat when no one else is around/looking)?

Yes, I have	36	59	39	32	35	45	33	38	41	33	35	38
No, I haven't	61	39	59	66	64	54	65	60	56	66	63	58
Don't know	3	2	1	2	1	2	1	2	3	1	2	4

In general, how often, if at all, do you ever feel guilty after eating a food?

All of the time	6	16	9	6	3	11	5	6	8	6	6	6
Some of the time	44	57	48	42	42	51	42	46	47	42	42	48
Rarely	31	17	27	37	33	24	35	32	24	27	32	28
None of the time	17	10	15	15	22	14	18	16	18	24	18	15
Don't know	2	0	1	0	1	0	0	0	2	1	1	3

How much of a positive or negative influence do you think your body image has on your sex life?

Very positive	5	5	4	5	6	4	5	5	3	7	5	5
Fairly positive	24	22	27	28	24	25	26	24	31	33	24	25
TOTAL POSITIVE	29	27	31	33	30	29	31	29	34	40	29	30
Fairly negative	22	29	26	24	18	27	21	23	24	19	20	24
Very negative	9	23	10	8	7	14	7	9	9	10	9	10
TOTAL NEGATIVE	31	52	36	32	25	41	28	32	33	29	29	34
Don't know	16	9	14	15	19	12	17	16	12	12	17	16
Not applicable - I don't have a sex life	16	8	13	15	19	12	17	16	12	11	17	14
Prefer not to say	8	4	7	6	8	6	7	6	10	7	8	7

Fieldwork: 20th May - 6th June 2012

	Age				Social grade		Region					Feel about your appearance?				Feel about your appearance?		
	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Very positive	Fairly positive	Fairly negative	Very negative	Positive	Negative	
Weighted Sample	1775	204	439	598	535	969	806	230	593	371	437	145	96	1019	447	147	1115	594
Unweighted Sample	1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general how comfortable, if at all, are you for your partner to see you naked with the lights on?

Very comfortable	24	20	24	25	26	25	24	27	26	22	24	20	55	29	13	6	32	12
Fairly comfortable	30	32	33	29	28	31	29	31	30	28	29	34	23	35	24	18	34	23
TOTAL COMFORTABLE	54	52	57	54	54	56	53	58	56	50	53	54	78	64	37	24	66	35
Not very comfortable	17	15	22	18	12	18	15	15	21	16	15	14	8	13	26	21	13	25
Not at all comfortable	10	10	9	11	8	9	11	10	7	11	12	8	0	5	16	35	4	20
TOTAL NOT COMFORTABLE	27	25	31	29	20	27	26	25	28	27	27	22	8	18	42	56	17	45
Don't know	2	1	3	1	2	1	2	1	1	3	3	2	2	1	1	2	1	1
Prefer not to say	3	2	2	3	4	3	3	2	2	2	3	7	1	4	2	2	4	2
Not applicable - I don't have a partner	15	20	8	12	20	14	16	14	14	17	14	14	11	12	17	17	12	17

Do you have children?

Yes, I do	62	13	42	71	87	55	71	50	62	66	65	59	67	64	61	57	64	60
No, I don't	38	87	58	29	13	45	29	50	38	34	35	41	33	36	39	43	36	40

How worried, if at all, were you about the effect that pregnancy might have on your body's appearance?

[Only asked to those who have children. N=1045]

Very worried	4	38	13	3	0	4	5	3	7	2	4	4	0	3	6	17	2	9
Fairly worried	13	24	31	15	3	13	12	15	14	13	11	7	4	13	16	13	12	15
TOTAL WORRIED	17	62	44	18	3	17	17	18	21	15	15	11	4	16	22	30	14	24
Not very worried	37	22	39	40	33	37	37	37	36	35	36	45	41	36	38	34	37	37
Not at all worried	44	13	17	40	60	44	44	41	40	48	47	42	54	47	37	33	47	36
TOTAL NOT WORRIED	81	35	56	80	93	81	81	78	76	83	83	87	95	83	75	67	84	73
Don't know	2	3	1	2	3	2	2	5	3	1	1	1	1	2	3	2	2	3

Fieldwork: 20th May - 6th June 2012

	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
	Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No
Weighted Sample	1775	149	390	577	504	539	1081	1306	133	211	1097	678
Unweighted Sample	1831	178	409	586	504	587	1090	1358	130	214	1045	786
	%	%	%	%	%	%	%	%	%	%	%	%

In general how comfortable, if at all, are you for your partner to see you naked with the lights on?

Very comfortable	24	23	22	24	27	22	25	25	19	27	24	24
Fairly comfortable	30	31	28	36	28	29	32	29	33	40	30	30
TOTAL COMFORTABLE	54	54	50	60	55	51	57	54	52	67	54	54
Not very comfortable	17	16	22	16	16	20	16	19	15	10	18	15
Not at all comfortable	10	17	13	6	8	14	7	10	11	8	10	8
TOTAL NOT COMFORTABLE	27	33	35	22	24	34	23	29	26	18	28	23
Don't know	2	0	1	1	2	1	1	1	4	3	2	2
Prefer not to say	3	2	3	3	3	3	3	2	6	2	3	2
Not applicable - I don't have a partner	15	11	12	14	16	12	15	14	12	10	12	19

Do you have children?

Yes, I do	62	43	59	61	68	54	64	62	61	62	100	0
No, I don't	38	57	41	39	32	46	36	38	39	38	0	100

How worried, if at all, were you about the effect that pregnancy might have on your body's appearance?

[Only asked to those who have children. N=1045]

Very worried	4	19	6	4	2	9	3	4	6	6	4	0
Fairly worried	13	18	21	13	9	20	11	12	18	14	13	0
TOTAL WORRIED	17	37	27	17	11	29	14	16	24	20	17	0
Not very worried	37	38	32	44	33	33	39	37	36	41	37	0
Not at all worried	44	25	37	38	55	35	46	45	35	37	44	0
TOTAL NOT WORRIED	81	63	69	82	88	68	85	82	71	78	81	0
Don't know	2	0	3	1	1	3	1	2	4	2	2	0

Fieldwork: 20th May - 6th June 2012

	Age				Social grade		Region					Feel about your appearance?				Feel about your appearance?	
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Unweighted Sample 1831	161	588	673	409	1189	642	370	559	315	431	156	98	1058	471	139	1156	610
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How worried, if at all, have you ever been about the effect that pregnancy might have on your body's appearance?

[Only asked to those who don't have children. N=786]

Very worried	9	16	10	3	0	10	6	8	9	11	8	6	4	9	8	17	8	10
Fairly worried	23	37	31	6	0	25	20	33	21	25	17	20	25	24	20	25	24	21
TOTAL WORRIED	32	53	41	9	0	35	26	41	30	36	25	26	29	33	28	42	32	31
Not very worried	17	17	24	12	4	17	16	19	17	14	18	17	5	19	16	13	18	15
Not at all worried	36	18	25	55	71	36	36	25	37	37	42	34	49	36	42	29	37	38
TOTAL NOT WORRIED	53	35	49	67	75	53	52	44	54	51	60	51	54	55	58	42	55	53
Don't know	16	12	10	24	26	13	21	15	16	13	15	23	17	13	15	16	13	15

In general, which ONE of the following groups of people do you feel more pressure, if at all, from to be thin/maintain a thin body?

Other women	45	49	58	43	34	47	42	42	48	46	42	41	39	43	50	51	43	50
Men	9	17	11	9	4	9	9	13	7	8	10	9	2	7	14	14	6	14
Neither	38	20	23	41	55	37	40	40	38	37	38	43	57	43	29	25	44	28
Don't know	8	14	9	7	6	7	9	5	8	9	10	7	2	7	7	10	6	8

Fieldwork: 20th May - 6th June 2012

	Worried about appearance as a pre-teen?				Worried about appearance as a pre-teen?		Society's portrayal of ideal image			Children		
	Total	Very worried	Fairly worried	Not very worried	Not at all worried	Worried	Not Worried	Too thin	Too large	About the right size	Yes	No
Weighted Sample	1775	149	390	577	504	539	1081	1306	133	211	1097	678
Unweighted Sample	1831	178	409	586	504	587	1090	1358	130	214	1045	786
	%	%	%	%	%	%	%	%	%	%	%	%

How worried, if at all, have you ever been about the effect that pregnancy might have on your body's appearance?

[Only asked to those who don't have children. N=786]

Very worried	9	12	13	6	9	12	7	9	8	12	0	9
Fairly worried	23	30	26	26	15	27	22	23	20	28	0	23
TOTAL WORRIED	32	42	39	32	24	39	29	32	28	40	0	32
Not very worried	17	22	22	19	9	22	15	16	26	20	0	17
Not at all worried	36	26	29	33	55	28	42	39	23	29	0	36
TOTAL NOT WORRIED	53	48	51	52	64	50	57	55	49	49	0	53
Don't know	16	9	10	16	12	10	14	12	23	11	0	16

In general, which ONE of the following groups of people do you feel more pressure, if at all, from to be thin/maintain a thin body?

Other women	45	58	53	42	44	55	43	49	35	43	42	49
Men	9	14	11	9	8	11	8	9	14	6	7	12
Neither	38	20	30	42	43	27	43	36	38	47	43	31
Don't know	8	9	6	8	5	6	7	6	13	4	8	9