

1. Consider Self Attractive

Do you consider yourself to be attractive?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	53%	48%	58%	60%	58%	49%	48%	55%	50%	56%
No	23%	26%	21%	19%	17%	27%	28%	22%	26%	20%
Not sure	24%	26%	22%	21%	25%	25%	24%	24%	24%	24%
Totals (Unweighted N)	100% (998)	100% (484)	100% (514)	100% (172)	100% (258)	100% (399)	100% (169)	100% (353)	100% (401)	100% (244)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	53%	51%	63%	58%	50%	59%	58%	49%	53%	53%	56%	49%
No	23%	26%	13%	17%	24%	21%	22%	23%	24%	23%	20%	27%
Not sure	24%	24%	23%	25%	26%	20%	20%	27%	23%	23%	24%	25%
Totals (Unweighted N)	100% (998)	100% (760)	100% (112)	100% (126)	100% (452)	100% (278)	100% (139)	100% (129)	100% (195)	100% (225)	100% (363)	100% (215)

2. Live Up to Society's Standards

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	32%	34%	31%	35%	30%	32%	32%	39%	26%	34%
No	41%	35%	46%	37%	40%	44%	42%	35%	47%	39%
Not sure	27%	31%	23%	29%	30%	24%	26%	26%	27%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(481)	(515)	(172)	(255)	(399)	(170)	(354)	(400)	(242)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	32%	29%	41%	40%	28%	33%	45%	34%	40%	33%	29%	30%
No	41%	45%	23%	34%	42%	43%	27%	46%	35%	43%	41%	45%
Not sure	27%	25%	35%	26%	30%	25%	27%	20%	25%	24%	30%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(757)	(113)	(126)	(451)	(278)	(139)	(128)	(196)	(224)	(361)	(215)

3. Rate Your Attractiveness

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
0	2%	2%	1%	1%	3%	2%	—	1%	2%	2%
1	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
2	1%	1%	2%	0%	1%	2%	3%	2%	1%	1%
3	3%	3%	4%	2%	4%	4%	4%	3%	5%	2%
4	4%	4%	4%	4%	4%	5%	4%	2%	6%	4%
5	18%	16%	20%	12%	14%	20%	26%	18%	19%	17%
6	17%	20%	14%	20%	15%	14%	20%	16%	15%	21%
7	24%	25%	23%	25%	24%	26%	17%	27%	21%	25%
8	15%	13%	16%	12%	14%	14%	20%	14%	13%	17%
9	3%	2%	4%	4%	3%	3%	3%	4%	3%	4%
10	6%	8%	4%	13%	6%	5%	1%	8%	6%	4%
Not sure	6%	6%	6%	7%	12%	3%	1%	6%	8%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(481)	(514)	(172)	(255)	(399)	(169)	(352)	(398)	(245)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
0	2%	2%	—	3%	3%	1%	—	1%	3%	1%	1%	2%
1	1%	1%	3%	0%	2%	0%	1%	1%	3%	1%	1%	0%
2	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%
3	3%	4%	1%	1%	4%	2%	2%	4%	5%	2%	3%	4%
4	4%	5%	1%	3%	4%	4%	2%	6%	5%	3%	3%	7%
5	18%	19%	12%	18%	21%	16%	16%	15%	17%	24%	20%	10%
6	17%	17%	11%	18%	14%	22%	20%	14%	11%	16%	17%	22%
7	24%	24%	32%	16%	21%	28%	25%	23%	22%	26%	20%	28%
8	15%	14%	17%	17%	13%	16%	22%	10%	17%	14%	15%	12%
9	3%	3%	0%	6%	4%	4%	2%	1%	4%	2%	5%	1%
10	6%	4%	17%	5%	6%	3%	5%	12%	6%	4%	8%	4%
Not sure	6%	5%	4%	12%	6%	2%	6%	12%	4%	5%	5%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(757)	(113)	(125)	(451)	(279)	(138)	(127)	(196)	(221)	(363)	(215)

4. Heard of Body Shaming

Have you ever heard the phrase 'body shaming'?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	46%	43%	49%	73%	47%	36%	33%	46%	52%	37%
No	46%	51%	42%	20%	41%	58%	61%	44%	40%	60%
Not sure	8%	6%	9%	7%	12%	6%	7%	11%	8%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(484)	(515)	(172)	(258)	(399)	(170)	(354)	(400)	(245)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	46%	50%	41%	31%	38%	53%	52%	56%	37%	49%	47%	49%
No	46%	44%	47%	55%	53%	41%	41%	38%	52%	40%	47%	46%
Not sure	8%	6%	12%	14%	9%	6%	7%	6%	11%	11%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(761)	(112)	(126)	(451)	(279)	(140)	(129)	(195)	(225)	(363)	(216)

5. Too Much Pressure on Women

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much pressure	74%	67%	81%	72%	73%	75%	77%	82%	72%	67%
The right amount of pressure	14%	16%	12%	11%	13%	14%	17%	12%	11%	21%
Too little pressure	2%	3%	1%	2%	4%	2%	1%	1%	3%	2%
Not sure	10%	14%	6%	15%	10%	9%	6%	5%	14%	10%
Totals (Unweighted N)	100% (997)	100% (483)	100% (514)	100% (172)	100% (257)	100% (398)	100% (170)	100% (351)	100% (401)	100% (245)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Too much pressure	74%	76%	70%	66%	73%	81%	69%	69%	69%	73%	76%	75%
The right amount of pressure	14%	14%	13%	15%	14%	13%	15%	12%	17%	12%	15%	12%
Too little pressure	2%	2%	4%	5%	3%	0%	5%	3%	2%	2%	3%	1%
Not sure	10%	9%	13%	14%	10%	6%	11%	16%	12%	13%	6%	12%
Totals (Unweighted N)	100% (997)	100% (760)	100% (113)	100% (124)	100% (450)	100% (279)	100% (139)	100% (129)	100% (196)	100% (223)	100% (362)	100% (216)

6. Too Much Pressure on Men

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much pressure	41%	39%	43%	33%	45%	43%	41%	44%	40%	38%
The right amount of pressure	27%	31%	23%	30%	26%	24%	30%	25%	22%	37%
Too little pressure	14%	9%	18%	11%	11%	17%	15%	15%	14%	12%
Not sure	19%	21%	16%	27%	18%	16%	14%	15%	25%	12%
Totals (Unweighted N)	100% (996)	100% (482)	100% (514)	100% (171)	100% (258)	100% (398)	100% (169)	100% (354)	100% (399)	100% (243)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Too much pressure	41%	43%	25%	43%	44%	39%	39%	36%	42%	36%	42%	43%
The right amount of pressure	27%	27%	27%	26%	26%	26%	39%	21%	26%	25%	28%	26%
Too little pressure	14%	12%	18%	16%	12%	18%	8%	16%	11%	15%	16%	11%
Not sure	19%	18%	29%	15%	18%	17%	13%	27%	21%	24%	14%	20%
Totals (Unweighted N)	100% (996)	100% (758)	100% (112)	100% (126)	100% (452)	100% (277)	100% (140)	100% (127)	100% (195)	100% (223)	100% (363)	100% (215)

7. Acceptable to Be Overweight

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very acceptable	5%	3%	6%	7%	6%	4%	1%	4%	6%	4%
Somewhat acceptable	14%	16%	13%	17%	9%	17%	13%	18%	10%	16%
Neither acceptable nor unacceptable	38%	37%	38%	34%	37%	41%	36%	37%	38%	37%
Somewhat unacceptable	26%	27%	25%	23%	22%	26%	35%	24%	26%	28%
Very unacceptable	12%	11%	13%	9%	18%	9%	13%	11%	14%	11%
Not sure	5%	5%	5%	9%	8%	3%	2%	6%	6%	3%
Totals (Unweighted N)	100% (999)	100% (483)	100% (516)	100% (172)	100% (258)	100% (399)	100% (170)	100% (354)	100% (400)	100% (245)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Very acceptable	5%	5%	4%	3%	6%	3%	6%	3%	4%	4%	5%	6%
Somewhat acceptable	14%	16%	9%	11%	14%	17%	15%	11%	9%	18%	15%	15%
Neither acceptable nor unacceptable	38%	38%	40%	36%	35%	37%	35%	48%	42%	36%	38%	35%
Somewhat unacceptable	26%	29%	20%	18%	26%	28%	33%	17%	25%	21%	28%	29%
Very unacceptable	12%	10%	14%	22%	12%	13%	10%	12%	13%	15%	12%	9%
Not sure	5%	3%	13%	11%	7%	2%	2%	8%	7%	6%	3%	7%
Totals (Unweighted N)	100% (999)	100% (760)	100% (113)	100% (126)	100% (452)	100% (278)	100% (140)	100% (129)	100% (196)	100% (225)	100% (362)	100% (216)

8. Not Overweight or As Is

Which do you think is more important?

	Total	Gender		Age				Party ID - 3 Point		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Society and the media should encourage people to not be overweight	40%	49%	32%	36%	39%	38%	51%	37%	39%	47%
Society and the media should encourage people to feel good about their body as it is	60%	51%	68%	64%	61%	62%	49%	63%	61%	53%
Totals (Unweighted N)	100% (991)	100% (480)	100% (511)	100% (170)	100% (255)	100% (397)	100% (169)	100% (349)	100% (398)	100% (244)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Society and the media should encourage people to not be overweight	40%	43%	31%	35%	35%	45%	51%	39%	36%	43%	40%	40%
Society and the media should encourage people to feel good about their body as it is	60%	57%	69%	65%	65%	55%	49%	61%	64%	57%	60%	60%
Totals (Unweighted N)	100% (991)	100% (757)	100% (111)	100% (123)	100% (447)	100% (276)	100% (140)	100% (128)	100% (193)	100% (224)	100% (361)	100% (213)

9. Felt Bad About Body

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

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	38%	26%	49%	44%	43%	35%	28%	35%	41%	36%
No	55%	67%	44%	46%	44%	62%	67%	57%	51%	58%
Not sure	7%	7%	7%	10%	13%	3%	4%	8%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(484)	(516)	(172)	(258)	(400)	(170)	(354)	(401)	(245)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	38%	39%	29%	38%	42%	36%	36%	28%	34%	41%	41%	33%
No	55%	54%	61%	53%	51%	56%	59%	63%	56%	52%	54%	59%
Not sure	7%	6%	10%	9%	7%	8%	4%	9%	10%	7%	5%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(761)	(113)	(126)	(452)	(279)	(140)	(129)	(196)	(225)	(363)	(216)