

YouGov / Z PR

Fashion

Fieldwork: 03rd - 05th October 2014

Sample Size: 570 GB Women Aged 18-49

Total	Age				Social Grade		Region						
Base	18-24	25-34	35-44	45-54	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about your style and how you dress...

Which ONE, if any, of the following people/ groups of people would you say you MOST like to impress with how you dress?

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
My friend(s)	14%	24%	16%	12%	6%	15%	14%	14%	17%	10%	15%	11%	17%	21%
My child(ren)	1%	-	1%	1%	4%	1%	1%	2%	1%	2%	1%	1%	3%	2%
My grandchild(ren)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My parent(s)	1%	2%	1%	2%	-	1%	2%	1%	2%	-	-	2%	-	-
My partner	17%	11%	21%	20%	10%	16%	18%	22%	14%	17%	10%	19%	13%	14%
My boss/ line manager	1%	2%	1%	-	-	0%	1%	1%	1%	-	-	-	-	2%
My work colleague(s) (excluding my boss/ line manager)	7%	2%	14%	4%	6%	10%	4%	9%	6%	5%	7%	7%	9%	-
Strangers	6%	12%	8%	2%	4%	5%	8%	6%	3%	6%	14%	3%	13%	-
Other family member(s)	1%	1%	-	0%	3%	1%	1%	1%	-	2%	-	2%	-	-
Other	1%	1%	1%	1%	1%	0%	1%	-	-	-	1%	2%	-	2%
Don't know	2%	5%	1%	1%	3%	3%	2%	2%	2%	2%	-	2%	5%	6%
Not applicable - I dress for myself rather than to impress others	40%	37%	30%	45%	49%	40%	39%	36%	41%	42%	44%	40%	28%	45%
Not applicable - I don't dress to impress anyone	10%	4%	7%	12%	15%	9%	11%	6%	12%	15%	8%	11%	12%	8%

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Still thinking about your own style...

To what extent do you agree or disagree with the following statement?

- I feel I struggle to find my "style identity" (i.e. a sense of my own style)

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Strongly agree	6%	7%	8%	5%	5%	6%	7%	8%	5%	8%	8%	7%	4%	-
Tend to agree	29%	34%	32%	27%	20%	30%	27%	28%	28%	22%	26%	27%	39%	39%
Neither agree nor disagree	21%	14%	21%	20%	29%	19%	22%	23%	17%	23%	16%	25%	16%	19%
Tend to disagree	30%	30%	26%	35%	26%	31%	29%	28%	35%	27%	37%	27%	29%	26%
Strongly disagree	13%	11%	11%	13%	18%	13%	13%	13%	14%	20%	11%	12%	12%	12%
Don't know	2%	4%	1%	1%	2%	1%	2%	1%	1%	-	2%	2%	-	4%
NET: Agree	35%	41%	40%	31%	25%	36%	34%	36%	33%	30%	34%	34%	43%	39%
NET: Disagree	43%	40%	38%	48%	44%	44%	42%	40%	49%	47%	48%	39%	41%	37%

- I like to change my style to keep up with the latest fashions

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Strongly agree	2%	3%	3%	1%	-	1%	3%	5%	1%	2%	1%	1%	-	-
Tend to agree	19%	30%	20%	15%	12%	19%	19%	19%	14%	12%	33%	16%	16%	21%
Neither agree nor disagree	23%	16%	22%	29%	21%	23%	23%	25%	21%	21%	26%	25%	22%	16%
Tend to disagree	31%	31%	33%	31%	28%	32%	30%	31%	35%	44%	22%	25%	30%	41%
Strongly disagree	23%	17%	20%	23%	39%	24%	22%	17%	28%	22%	15%	32%	32%	20%
Don't know	1%	3%	1%	1%	2%	1%	2%	2%	1%	-	2%	1%	-	2%
NET: Agree	21%	33%	23%	16%	12%	20%	22%	24%	15%	13%	34%	17%	16%	21%
NET: Disagree	54%	48%	54%	54%	66%	56%	53%	49%	63%	66%	37%	57%	63%	61%

- Comfort is more important to me than style

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Strongly agree	19%	10%	22%	19%	24%	17%	21%	22%	22%	15%	24%	17%	13%	10%
Tend to agree	45%	43%	44%	44%	49%	45%	44%	34%	42%	59%	39%	51%	66%	44%
Neither agree nor disagree	23%	26%	19%	28%	15%	24%	22%	28%	23%	16%	23%	21%	9%	28%
Tend to disagree	10%	15%	10%	8%	11%	10%	10%	11%	8%	8%	14%	7%	12%	14%
Strongly disagree	2%	3%	4%	1%	1%	2%	2%	4%	3%	-	-	2%	-	4%
Don't know	1%	3%	1%	1%	-	1%	1%	1%	3%	2%	1%	1%	-	-
NET: Agree	64%	53%	66%	63%	73%	62%	65%	56%	64%	74%	62%	69%	79%	54%
NET: Disagree	12%	17%	13%	9%	12%	13%	12%	15%	11%	8%	14%	9%	12%	18%

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For the following question, if you do not have a social media account (e.g. Facebook, Twitter, Instagram), we would like you to imagine that you do.

How likely or unlikely do you think you would be to post a picture of yourself in a bikini on a social media website?

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women online 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Very likely	5%	4%	6%	5%	3%	5%	4%	3%	3%	6%	8%	5%	9%	2%
Fairly likely	6%	15%	9%	2%	1%	5%	8%	8%	3%	5%	6%	7%	4%	8%
Fairly unlikely	11%	21%	14%	6%	5%	10%	14%	15%	10%	13%	14%	8%	4%	12%
Very unlikely	75%	53%	70%	85%	91%	78%	72%	72%	82%	74%	68%	79%	83%	71%
Don't know	2%	6%	1%	2%	-	2%	2%	2%	2%	2%	4%	-	-	6%
NET: Likely	11%	20%	14%	7%	4%	10%	12%	12%	6%	11%	15%	12%	13%	11%
NET: Unlikely	87%	74%	84%	92%	96%	88%	85%	86%	92%	87%	82%	88%	87%	83%

Overall, how confident, if at all, would you say you are about your body and appearance?

Unweighted base	570	117	146	190	117	303	267	133	85	63	83	132	24	50
Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Very confident	5%	4%	5%	6%	5%	5%	5%	3%	10%	5%	5%	6%	5%	2%
Fairly confident	31%	43%	32%	24%	31%	31%	31%	31%	33%	25%	33%	30%	32%	33%
Not very confident	36%	26%	37%	42%	34%	39%	33%	37%	37%	38%	34%	36%	33%	34%
Not at all confident	25%	22%	26%	26%	26%	22%	28%	27%	19%	26%	23%	25%	31%	29%
Don't know	2%	4%	1%	2%	3%	2%	3%	2%	1%	5%	4%	2%	-	2%
NET: Confident	36%	47%	37%	29%	36%	36%	36%	34%	42%	30%	38%	36%	36%	35%
NET: Not Confident	61%	49%	62%	69%	60%	62%	61%	64%	56%	65%	58%	62%	64%	63%

Total	Age				Social Grade		Region						
Base	18-24	25-34	35-44	45-54	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following would you say make you feel more body-confident? (Please select all that apply)

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Base: All GB Women 18-49	570	118	165	197	91	304	266	139	92	53	85	124	27	50
Wearing high heels	21%	27%	27%	13%	19%	25%	15%	17%	19%	29%	25%	16%	21%	29%
Getting my hair cut	38%	31%	39%	38%	42%	41%	33%	38%	40%	33%	33%	37%	45%	40%
Having my nails done	16%	18%	22%	13%	10%	18%	14%	18%	11%	13%	14%	19%	21%	19%
Wearing a new outfit	45%	55%	50%	36%	44%	46%	44%	49%	38%	45%	49%	46%	46%	41%
Wearing bright colours	9%	11%	10%	5%	12%	11%	7%	7%	6%	8%	10%	13%	3%	12%
Sex/ intimacy	22%	36%	25%	15%	12%	20%	24%	24%	20%	20%	22%	19%	30%	22%
Being complimented	49%	52%	50%	46%	46%	51%	46%	52%	39%	53%	43%	52%	67%	42%
Pampering myself (e.g. having a face mask, bath etc.)	21%	24%	23%	18%	18%	20%	21%	22%	16%	17%	24%	22%	20%	19%
Exercise	47%	55%	55%	40%	36%	50%	43%	44%	47%	45%	48%	50%	34%	52%
Having my hair coloured/ highlighted	29%	22%	26%	30%	41%	30%	27%	31%	26%	33%	22%	32%	20%	34%
Receiving a promotion at work	10%	9%	11%	9%	8%	12%	7%	9%	6%	10%	11%	12%	4%	12%
None of these	10%	5%	7%	14%	14%	8%	12%	8%	10%	19%	8%	11%	12%	7%
Don't know	5%	3%	4%	6%	5%	4%	5%	6%	7%	8%	5%	1%	-	4%