

YouGov Survey Results

Sample Size: 1749 GB Adults
Fieldwork: 27th - 28th April 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1749	X	X	X	X	507	433	337	848	901	208	442	598	500	997	752	224	568	374	430	152	
Unweighted Sample	1749	508	518	134	168	518	433	353	851	898	168	445	616	520	1042	707	254	543	372	398	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about 17-18 year olds in Britain today, which two or three, if any, of the following, do you think are the biggest threats to their wellbeing?
(Please tick up to three options)

July 6-7 2014 April 27-28 2015

	July 6-7 2014	April 27-28 2015	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Binge drinking	57	48	47	48	48	54	50	48	44	44	53	39	42	47	59	44	54	39	50	47	48	57
Spending too much time online	39	44	51	41	37	45	51	44	40	39	49	29	39	46	52	45	43	42	45	46	43	42
Sexualised culture	39	40	43	41	39	37	40	38	45	33	47	34	45	40	39	43	36	40	39	40	43	40
Obesity/being overweight	43	38	43	34	38	44	41	37	39	43	33	29	35	39	43	38	38	35	40	41	35	38
Celebrity culture	37	35	40	31	41	36	37	33	41	41	30	28	38	37	35	35	35	38	37	31	36	34
Stress of exams and school	13	22	17	26	21	15	16	24	24	21	23	42	18	22	16	23	20	22	22	20	24	18
Smoking	20	19	19	18	19	25	19	19	16	23	15	21	16	17	22	17	21	15	18	22	16	23
Suffering from eating disorders (e.g. Anorexia)	8	12	9	14	15	11	9	13	11	12	13	23	13	11	9	13	12	12	12	14	12	13
None of the above	2	2	2	2	1	1	2	3	1	3	1	1	3	2	1	2	2	5	2	1	1	2
Don't know	3	4	1	4	4	2	3	3	3	4	4	6	6	3	2	4	4	5	3	4	5	2

Overall, do you think celebrity culture has a positive or negative impact on the following people's perceptions of their body image?

	July 6-7 2014	April 27-28 2015	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Men																							
Very positive	2	1	1	1	2	2	1	1	1	1	0	0	1	1	0	1	1	2	0	1	1	1	
Fairly positive	8	7	8	9	6	5	6	8	4	7	8	9	9	6	7	8	7	7	8	9	6	6	
TOTAL POSITIVE	10	8	9	10	8	7	7	9	5	8	8	9	10	7	7	9	8	9	8	10	7	7	
Neither positive nor negative	37	35	41	32	27	42	43	32	33	36	35	26	34	36	39	35	35	31	36	36	35	39	
Fairly negative	34	36	35	34	45	31	34	35	42	35	36	43	36	37	31	39	31	37	37	33	35	36	
Very negative	12	12	9	16	7	12	8	14	12	13	10	13	11	12	12	10	15	12	11	12	13	11	
TOTAL NEGATIVE	46	48	44	50	52	43	42	49	54	48	46	56	47	49	43	49	46	49	48	45	48	47	
Don't know	8	9	6	9	13	8	8	9	8	8	10	10	8	7	11	7	11	11	8	10	9	7	
Women																							
Very positive	3	3	2	3	2	6	3	4	2	3	2	1	2	3	4	2	4	4	2	2	4	2	
Fairly positive	6	7	6	7	8	9	7	8	4	8	6	3	7	3	12	5	8	6	6	7	7	8	
TOTAL POSITIVE	9	10	8	10	10	15	10	12	6	11	8	4	9	6	16	7	12	10	8	9	11	10	
Neither positive nor negative	12	11	11	12	8	12	11	13	8	10	12	8	12	12	11	11	11	11	11	10	12	14	
Fairly negative	36	38	47	32	44	36	43	36	38	35	40	41	36	40	35	41	33	38	41	37	37	30	
Very negative	36	36	30	40	31	32	30	34	42	38	34	38	37	38	30	36	35	36	35	36	34	40	
TOTAL NEGATIVE	72	74	77	72	75	68	73	70	80	73	74	79	73	78	65	77	68	74	76	73	71	70	
Don't know	6	6	4	6	8	5	7	5	6	6	6	9	6	5	7	4	8	6	4	8	7	6	

	Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Young people																						
Very positive	5	3	2	4	2	7	3	6	3	3	3	1	1	2	7	2	5	4	2	3	5	1
Fairly positive	5	6	6	7	6	8	7	8	4	8	5	3	6	4	10	5	8	5	6	6	6	8
TOTAL POSITIVE	10	9	8	11	8	15	10	14	7	11	8	4	7	6	17	7	13	9	8	9	11	9
Neither positive nor negative	10	10	10	11	9	9	10	11	8	11	9	9	13	11	6	10	10	8	11	9	10	12
Fairly negative	37	34	39	31	43	32	35	33	37	35	34	38	36	37	29	39	29	38	37	34	31	31
Very negative	37	40	38	41	34	40	38	38	43	36	44	39	38	42	40	40	41	38	40	40	41	42
TOTAL NEGATIVE	74	74	77	72	77	72	73	71	80	71	78	77	74	79	69	79	70	76	77	74	72	73
Don't know	6	6	4	6	5	4	7	5	4	6	6	9	5	4	7	4	8	6	4	7	7	5
Yours																						
Very positive	2	1	1	2	2	2	1	1	1	2	1	2	2	1	0	1	1	4	0	1	1	2
Fairly positive	4	4	2	5	8	4	2	5	3	4	3	3	5	3	3	3	4	5	3	5	4	2
TOTAL POSITIVE	6	5	3	7	10	6	3	6	4	6	4	5	7	4	3	4	5	9	3	6	5	4
Neither positive nor negative	62	61	70	56	56	60	67	57	59	64	57	48	56	64	66	65	56	56	66	57	59	63
Fairly negative	15	17	15	19	18	12	15	18	19	13	21	30	21	17	8	17	16	21	15	19	17	15
Very negative	11	11	8	12	11	16	9	13	13	9	13	10	9	9	15	9	14	9	12	10	12	12
TOTAL NEGATIVE	26	28	23	31	29	28	24	31	32	22	34	40	30	26	23	26	30	30	27	29	29	27
Don't know	6	6	4	7	5	6	6	6	4	8	5	8	6	6	7	5	9	6	5	9	7	5
In general, how happy, if at all, would you say you are regarding your own weight and body image?																						
Very happy	10	9	10	8	6	10	10	9	8	10	8	9	6	9	11	9	8	10	8	8	10	10
Fairly happy	51	50	57	47	48	52	56	45	48	56	45	49	46	48	57	52	49	48	54	49	50	48
TOTAL HAPPY	61	59	67	55	54	62	66	54	56	66	53	58	52	57	68	61	57	58	62	57	60	58
Not very happy	27	28	25	31	35	24	24	33	32	25	32	27	32	30	24	27	30	31	26	28	28	33
Not happy at all	10	9	6	10	8	11	7	12	9	6	12	9	10	11	6	9	10	7	9	12	10	8
TOTAL NOT HAPPY	37	37	31	41	43	35	31	45	41	31	44	36	42	41	30	36	40	38	35	40	38	41
Don't know	3	3	1	3	4	3	3	2	2	3	3	7	6	2	1	3	3	4	3	4	2	1