

These data are based on population representative surveys under 9.823 persons in Denmark (1039), Germany (2064), Finland (1007), France (1024), Italy (1030), Norway (1008), Sweden (1017) and Spain (1017), which were conducted in April and May 2019 with the YouGov Omnibus.

**Generally speaking: Would you say that, all in all, you feel comfortable in your body?**

*Generally speaking: Would you say that, all in all, you feel comfortable in your body?*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Yes, I do entirely	10,96%	12,96%	11,72%	7,70%	5,64%	12,44%	15,68%	9,85%	9,49%
Yes, for the most part	36,22%	46,39%	35,47%	34,60%	30,73%	29,44%	43,37%	29,90%	29,23%
Partly / partly	27,44%	25,22%	29,67%	23,57%	27,56%	26,96%	27,79%	31,45%	29,50%
No, not really	18,25%	10,61%	15,72%	24,55%	26,08%	24,21%	7,86%	23,51%	21,57%
No, not at all	5,58%	3,72%	4,71%	8,70%	8,14%	5,69%	3,74%	4,57%	7,42%
Do not know / no statement	1,55%	1,09%	2,72%	0,88%	1,84%	1,25%	1,56%	0,73%	2,79%
<b>(rather)Yes</b>	<b>47,18%</b>	<b>59,36%</b>	<b>47,19%</b>	<b>42,29%</b>	<b>36,38%</b>	<b>41,89%</b>	<b>59,05%</b>	<b>39,75%</b>	<b>38,73%</b>
<b>(rather)No</b>	<b>23,83%</b>	<b>14,34%</b>	<b>20,42%</b>	<b>33,25%</b>	<b>34,22%</b>	<b>29,90%</b>	<b>11,60%</b>	<b>28,07%</b>	<b>28,98%</b>
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**Would you like to change something with regard to your looks / body?**

*Would you like to change something with regard to your looks / body?*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Yes	61,27%	61,73%	58,43%	59,02%	64,17%	72,48%	63,92%	56,68%	53,32%
No	31,15%	32,11%	32,60%	30,98%	24,60%	24,30%	27,69%	37,83%	38,06%
Do not know / no statement	7,58%	6,16%	8,98%	10,00%	11,23%	3,22%	8,39%	5,49%	8,62%
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**You have stated that you would like to change something with regard to your looks / body? What would that be?**

*You have stated that you would like to change something with regard to your looks / body? What would that be? Please select all that apply.*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Change through new clothing	22,38%	21,60%	22,56%	20,98%	20,35%	30,70%	20,87%	15,43%	26,03%
Change of hairstyle / hair color	20,96%	25,00%	17,47%	19,64%	20,62%	16,55%	19,06%	19,28%	27,39%
Change through the use of cosmetics (drugstore articles)	7,79%	11,91%	8,86%	10,12%	6,63%	6,51%	3,70%	3,00%	7,57%
Slimming through significant change in eating habits / food	49,15%	49,83%	65,78%	50,70%	53,22%	43,04%	40,42%	45,23%	45,49%
Slimming through exercise / sports	49,57%	49,26%	56,06%	54,74%	55,16%	48,55%	40,08%	40,61%	53,20%
Slimming by diet	21,51%	16,00%	16,43%	27,04%	20,64%	26,40%	23,95%	25,36%	21,34%
Minor cosmetic procedures (e.g. microblading - tattooing of eyebrows)	8,88%	8,40%	7,65%	10,33%	12,97%	11,63%	6,01%	6,45%	7,24%
Hair transplantation	5,19%	5,24%	4,68%	3,82%	4,15%	7,92%	7,58%	3,86%	3,18%
Botox injection (lips, cheekbones,...)	4,28%	4,03%	4,39%	6,76%	3,42%	2,61%	3,56%	3,76%	6,70%
Nose correction	6,18%	6,29%	3,79%	5,19%	4,19%	6,01%	11,89%	5,48%	6,09%
Eyelid plastic surgery	5,28%	1,50%	9,51%	6,53%	8,73%	3,76%	4,69%	2,87%	9,32%
Breast lifting	6,81%	4,70%	7,74%	8,94%	6,92%	8,89%	6,01%	4,70%	8,61%
Abdominoplasty (Thummy Tuck)	10,55%	11,66%	3,62%	9,66%	6,45%	11,62%	12,02%	17,53%	10,88%
Breast reduction	4,55%	4,54%	3,38%	4,59%	5,12%	5,39%	5,17%	3,67%	4,26%
Facial lifting	4,95%	4,24%	2,88%	5,63%	5,40%	6,85%	4,97%	4,85%	5,18%
Buttom enlargement	1,53%	1,37%	0,42%	2,59%	0,74%	2,85%	0,71%	1,46%	2,24%
Operation in the genital area	1,86%	1,31%	1,04%	1,28%	2,71%	2,25%	2,62%	0,99%	3,17%
Breast augmentation (silicone)	3,67%	2,96%	2,46%	4,17%	2,62%	3,62%	5,76%	4,08%	4,54%
Fat grafting (autologous fat transplantation)	1,86%	1,89%	1,98%	1,94%	3,52%	0,94%	0,69%	0,92%	3,30%
Liposuction	10,36%	10,66%	9,27%	11,33%	9,33%	12,74%	6,99%	9,83%	12,48%
Other, namely:	5,78%	0,00%	6,86%	7,57%	8,29%	5,88%	7,36%	8,32%	8,39%
Do not know/no statement	5,15%	8,20%	4,13%	5,27%	3,99%	3,69%	4,99%	5,13%	2,54%
Unweighted N	5653	1276	611	601	646	737	664	585	533

**Have you heard of the term "Bodyshaming"?**

*Have you heard of the term "Bodyshaming"?*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Yes, I have heard the term before and I know exactly what it means	17,24%	18,88%	29,88%	17,03%	16,51%	6,59%	15,76%	7,62%	23,82%
Yes, I have heard the term before, but I don't know exactly what it means.	15,19%	18,13%	22,21%	18,20%	12,82%	9,92%	12,50%	8,47%	16,12%
No, I haven't heard the term, but I think I know what it means.	10,20%	12,53%	6,67%	10,38%	11,58%	8,42%	10,21%	8,72%	10,83%
No, I haven't heard the term and I don't know exactly what it means either.	52,11%	46,51%	35,88%	48,89%	49,81%	72,14%	55,32%	69,38%	44,85%
Do not know / no statement	5,26%	3,95%	5,37%	5,51%	9,28%	2,92%	6,21%	5,81%	4,37%
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**Have you ever insulted another person for one or more of these characteristics?**

*"Bodyshaming" means that people are insulted or discriminated due to their physical appearance, i.e. they are judged negatively and / or commented dismissively. Body shaming can refer to any physical characteristics, e.g. to ...-(Very) fat bodies (fat Shaming) -(Very) thin bodies (skinny shaming) -(Very) old or also (very) young bodies- Disabled bodies-The color and texture of the skin, -The color and texture of the hair, -Malposition of the legs/arms etc. Have you ever insulted another person for one or more of these characteristics?*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Yes	13,69%	10,23%	20,16%	12,56%	17,23%	15,88%	8,49%	13,45%	15,04%
No	79,08%	84,42%	71,90%	78,66%	65,95%	80,80%	86,77%	80,48%	78,05%
Do not know / no statement	7,23%	5,35%	7,94%	8,78%	16,82%	3,32%	4,74%	6,06%	6,91%
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**Have you ever been a victim of body shaming yourself?**

*Have you ever been a victim of body shaming yourself?*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Yes	30,19%	24,71%	20,40%	21,93%	20,72%	18,91%	12,06%	10,30%	18,93%
No	69,81%	75,29%	71,51%	68,72%	60,39%	66,84%	70,59%	70,34%	69,03%
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**When did you yourself last become a victim of body shaming?**

*When did you yourself last become a victim of body shaming?*

Base: Offer for Bodyshaming

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Within the last year	18,54%	21,92%	20,40%	21,93%	20,72%	18,91%	12,06%	10,30%	18,93%
In the last 1 to 3 years	15,48%	18,51%	11,53%	18,32%	18,53%	13,29%	10,19%	13,04%	17,39%
A long time ago in my adulthood	15,34%	15,28%	15,94%	21,87%	17,33%	10,31%	13,77%	10,73%	17,09%
A long time ago in my childhood / teenage years	44,32%	39,79%	43,03%	27,41%	39,57%	54,31%	58,10%	57,23%	39,52%
Do not know / no statement	6,32%	4,50%	9,09%	10,48%	3,84%	3,18%	5,89%	8,71%	7,07%
Unweighted N	2773	511	289	319	399	342	310	298	305

**How often has this happened to you overall?**

*How often has this happened to you overall? Please select the appropriate volume.*

Base: Offer for Bodyshaming

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Once	5,68%	8,28%	5,58%	3,75%	5,60%	5,32%	3,50%	6,56%	5,21%
Two - five times	24,72%	27,52%	21,99%	19,07%	34,33%	21,98%	24,46%	24,95%	19,15%
Six - ten times	12,74%	13,10%	10,90%	14,91%	13,00%	12,59%	12,06%	8,07%	16,71%
More than 10 times	36,27%	34,32%	37,01%	37,99%	29,86%	44,52%	37,84%	32,16%	38,74%
Do not know / no statement	20,60%	16,78%	24,51%	24,27%	17,21%	15,59%	22,14%	28,26%	20,18%
Unweighted N	2773	511	289	319	399	342	310	298	305

**How, i.e. in what social context, did you fall victim to bodyshaming?**

*How, i.e. in what social context, did you fall victim to bodyshaming? Please select all that apply.*

Base: Offer for Bodyshaming

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
I was publicly insulted on social media.	7,23%	6,99%	3,96%	7,56%	5,45%	9,83%	5,81%	8,76%	9,71%
I was insulted privately and directly	43,44%	43,39%	46,04%	50,65%	50,71%	34,54%	40,80%	32,03%	47,68%
I was insulted publicly / in a group and directly (everything except social media, like during a party or a meeting).	35,56%	42,54%	26,46%	35,13%	30,92%	45,77%	32,81%	37,94%	28,51%
I was offended indirectly, but still personally (looks, whispering, pointing).	43,52%	51,44%	32,99%	37,33%	37,18%	50,98%	49,76%	48,39%	36,14%
In another context, namely	7,71%	4,43%	10,50%	8,34%	6,63%	6,01%	6,73%	8,98%	12,69%
Do not know / no statement	9,10%	5,84%	13,35%	12,78%	10,88%	4,98%	6,42%	10,63%	9,91%
Unweighted N	2773	511	289	319	399	342	310	298	305

**By which category of persons were you victims of "body shaming"?**

*By which category of persons were you victims of "body shaming"? Please select all relevant persons.*

Base: Offer for Bodyshaming

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
Followers on social media	4,50%	4,51%	3,32%	5,51%	2,48%	6,64%	5,52%	3,02%	5,25%
Acquaintances / work colleagues / club colleagues /...	44,78%	44,33%	42,28%	37,05%	48,88%	55,34%	53,01%	40,95%	34,84%
Friends	24,60%	20,38%	26,22%	23,92%	19,89%	24,95%	28,58%	22,28%	34,67%
Family	19,15%	18,10%	20,52%	23,35%	16,59%	18,88%	14,09%	21,86%	21,16%
Strangers	25,59%	47,14%	5,91%	28,70%	5,03%	32,51%	26,95%	40,13%	9,21%
Influential persons / teachers	7,75%	6,37%	6,79%	8,82%	7,03%	8,15%	3,64%	7,64%	14,44%
Through other persons, namely:	12,58%	10,65%	13,79%	13,92%	17,71%	8,31%	7,13%	8,27%	20,77%
Do not know/no statement	9,49%	4,38%	14,59%	13,21%	15,10%	4,95%	6,41%	8,63%	10,82%
Unweighted N	2773	511	289	319	399	342	310	298	305

**What do you think are the personal and / or social reasons for "body shaming", so why do people harass other (you) at all?**

*What do you think are the personal and / or social reasons for "body shaming", so why do people harass other (you) at all? Please select all applicable reasons.*

	All	Country							
		Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
"Make yourself beautiful, otherwise you will be shamed" - the environment suggests that you should "improve" your physical appearance (magazines)	15,11%	17,74%	7,25%	10,28%	12,46%	19,14%	14,80%	27,07%	9,46%
"Make yourself strong" - Body shaming makes you stronger (than the shaming victim)	15,30%	15,38%	12,76%	9,84%	17,56%	14,45%	29,60%	10,37%	12,29%
"Everyone Shames" - if you don't participate, you will become a Body Shaming victim yourself	10,85%	7,71%	4,00%	5,33%	11,95%	24,34%	15,25%	10,28%	11,24%
"There are a lot of beautiful people - why not you too" - at least the media world suggests it to us	9,71%	13,81%	5,27%	7,08%	11,91%	9,65%	10,68%	6,43%	8,72%
Low self-confidence of the person who shames someone	44,24%	42,71%	47,04%	49,15%	53,90%	52,18%	35,11%	25,72%	50,02%
Dissatisfaction with one's own body	29,61%	32,19%	26,20%	29,18%	29,23%	31,07%	29,12%	29,61%	27,68%
Jealousy of beautiful people	23,61%	31,88%	16,30%	22,44%	26,95%	16,89%	20,37%	22,73%	23,02%
Too much self-criticism about one's own body	16,01%	15,13%	19,85%	14,98%	17,31%	28,81%	8,76%	7,59%	16,61%
Group pressure - all persons in my group "shame" one person	24,48%	30,18%	15,10%	20,53%	31,07%	22,40%	36,32%	16,64%	17,84%
Other, namely:	4,87%	3,88%	6,29%	5,09%	3,97%	4,00%	6,43%	3,94%	6,30%
Do not know / no statement	20,60%	21,67%	26,43%	24,28%	20,65%	11,73%	12,48%	25,15%	21,25%
Unweighted N	9206	2064	1039	1017	1007	1017	1030	1024	1008

**How did you react when you fell victim to bodyshaming?**

*How did you react when you fell victim to bodyshaming? Please select the option that apply.*

Base: Offer for Bodyshaming

	Country								
	All	Germany	Denmark	Sweden	Finland	Spain	Italy	France	Norway
I defended myself, and it was personally quite easy for me to react directly to such an attack.	21,00%	22,24%	17,76%	17,03%	24,68%	21,55%	20,75%	23,57%	18,57%
I defended myself, but I personally did not find it easy to react directly to such an attack.	20,73%	20,08%	16,30%	17,31%	17,26%	24,17%	26,82%	23,63%	21,47%
I defended myself, but it was not easy for me and I was only able to react to such an attack due to the encouragement of others	7,44%	8,32%	5,35%	7,03%	5,85%	7,59%	9,20%	6,35%	9,65%
I didn't defend myself against the shaming.	40,18%	41,30%	46,59%	42,31%	42,82%	39,74%	34,08%	36,90%	36,27%
Do not know / no statement	10,65%	8,06%	14,00%	16,31%	9,40%	6,96%	9,15%	9,54%	14,03%
Unweighted N	2773	511	289	319	399	342	310	298	305