



## **Body\_Image**

**Fieldwork Dates: 26th - 27th April 2021**

**Conducted by YouGov  
On behalf of YGEditorial**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [realtime.us@yougov.com](mailto:realtime.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1302 adults. Fieldwork was undertaken between 26th - 27th April 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

Q1. How much do you think physical appearance matters in today's society?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
A great deal	52%	47%	57%	49%	56%	51%	52%	51%	53%	51%	51%	65%
Somewhat	37%	41%	34%	38%	35%	39%	38%	38%	38%	35%	39%	23%
Not very much	7%	8%	7%	8%	6%	8%	8%	6%	6%	10%	7%	5%
Not at all	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	4%
Don't know	1%	1%	2%	2%	1%	1%	0%	2%	1%	2%	1%	3%

Q2. Do you think that physical beauty is mostly subjective or objective?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Mostly subjective (dependent on personal feelings/opinions)	68%	70%	67%	66%	67%	71%	62%	72%	68%	70%	70%	67%
Mostly objective (not dependent on personal feelings/opinions)	20%	21%	19%	26%	20%	17%	25%	17%	19%	21%	19%	19%
Don't know	11%	9%	14%	8%	13%	12%	12%	11%	12%	10%	11%	14%

Q3. In general, do you think men and women have different or similar perceptions of physical beauty?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Different	67%	64%	71%	61%	66%	73%	70%	69%	67%	65%	69%	62%
Similar	22%	26%	19%	27%	24%	19%	20%	22%	23%	23%	22%	23%
Don't know	10%	10%	10%	12%	10%	9%	10%	9%	11%	11%	9%	15%

Q4. In general, who do you think is under more pressure to have a certain body type?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Men	4%	6%	1%	8%	2%	1%	6%	1%	4%	4%	2%	6%
Women	76%	68%	83%	63%	78%	84%	70%	82%	75%	76%	80%	67%
Both equally	18%	22%	14%	25%	17%	13%	20%	15%	18%	18%	16%	21%
Neither	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%
Don't know	2%	3%	1%	3%	2%	1%	3%	2%	2%	2%	2%	4%

Q5. Now thinking about yourself, to what extent, if at all, do you feel pressure to have a certain body type?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
I feel completely under pressure	15%	11%	20%	23%	18%	8%	16%	11%	17%	17%	13%	20%
I feel somewhat under pressure	36%	32%	40%	43%	42%	26%	40%	34%	34%	37%	37%	30%
I don't feel under too much pressure	27%	31%	23%	21%	22%	34%	26%	28%	26%	28%	27%	24%
I don't feel under pressure at all	20%	25%	15%	8%	15%	32%	18%	23%	21%	15%	21%	19%
Don't know	2%	2%	2%	4%	3%	1%	1%	3%	2%	3%	2%	7%

Q6. Do you generally consider yourself more or less attractive than most other people?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
I'm much more attractive	5%	7%	4%	11%	6%	2%	7%	2%	7%	5%	4%	10%
I'm somewhat more attractive	19%	19%	18%	18%	21%	18%	18%	16%	19%	20%	16%	25%

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Race		Education				Relationship				
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship

Q1. How much do you think physical appearance matters in today's society?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
A great deal	52%	46%	52%	45%	51%	57%	57%	52%	47%	56%	51%	52%
Somewhat	37%	40%	36%	38%	38%	37%	35%	39%	45%	33%	33%	38%
Not very much	7%	11%	7%	11%	7%	5%	6%	7%	3%	10%	14%	8%
Not at all	2%	2%	3%	4%	2%	1%	1%	1%	5%	1%	-	1%
Don't know	1%	1%	1%	2%	2%	1%	-	1%	-	-	3%	1%

Q2. Do you think that physical beauty is mostly subjective or objective?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Mostly subjective (dependent on personal feelings/opinions)	68%	59%	70%	62%	63%	77%	75%	69%	71%	77%	81%	71%
Mostly objective (not dependent on personal feelings/opinions)	20%	26%	22%	20%	23%	17%	20%	22%	16%	18%	17%	21%
Don't know	11%	15%	8%	19%	14%	6%	5%	9%	13%	6%	2%	8%

Q3. In general, do you think men and women have different or similar perceptions of physical beauty?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Different	67%	64%	66%	67%	64%	71%	69%	70%	64%	67%	71%	69%
Similar	22%	24%	20%	21%	25%	19%	23%	22%	26%	24%	24%	22%
Don't know	10%	12%	15%	11%	11%	10%	8%	9%	9%	10%	5%	9%

Q4. In general, who do you think is under more pressure to have a certain body type?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Men	4%	8%	3%	6%	1%	5%	3%	3%	-	4%	6%	3%
Women	76%	64%	71%	65%	77%	80%	84%	79%	70%	77%	71%	78%
Both equally	18%	26%	19%	23%	21%	14%	12%	17%	21%	18%	23%	18%
Neither	1%	1%	2%	1%	0%	0%	0%	0%	3%	1%	-	0%
Don't know	2%	1%	5%	5%	2%	1%	1%	1%	5%	-	-	1%

Q5. Now thinking about yourself, to what extent, if at all, do you feel pressure to have a certain body type?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
I feel completely under pressure	15%	20%	17%	16%	14%	17%	14%	12%	8%	26%	21%	14%
I feel somewhat under pressure	36%	36%	30%	31%	34%	38%	44%	34%	53%	51%	43%	37%
I don't feel under too much pressure	27%	27%	30%	23%	30%	27%	26%	32%	28%	11%	19%	29%
I don't feel under pressure at all	20%	16%	20%	26%	19%	17%	16%	21%	11%	12%	14%	20%
Don't know	2%	-	3%	4%	3%	1%	1%	1%	-	-	2%	1%

Q6. Do you generally consider yourself more or less attractive than most other people?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
I'm much more attractive	5%	9%	6%	6%	3%	8%	5%	6%	8%	7%	-	6%
I'm somewhat more attractive	19%	24%	19%	11%	17%	22%	27%	19%	40%	18%	12%	19%

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

Q1. How much do you think physical appearance matters in today's society?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
A great deal	52%	54%	52%	47%	51%	22%	31%	53%	53%	53%	53%	23%
Somewhat	37%	35%	39%	42%	37%	57%	37%	40%	38%	39%	36%	35%
Not very much	7%	7%	7%	11%	6%	-	7%	6%	7%	7%	7%	13%
Not at all	2%	3%	2%	-	6%	21%	-	1%	2%	1%	2%	11%
Don't know	1%	2%	-	-	-	-	25%	-	0%	0%	2%	18%

Q2. Do you think that physical beauty is mostly subjective or objective?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Mostly subjective (dependent on personal feelings/opinions)	68%	64%	68%	57%	80%	73%	43%	69%	68%	69%	69%	44%
Mostly objective (not dependent on personal feelings/opinions)	20%	22%	17%	17%	9%	-	19%	23%	19%	21%	20%	14%
Don't know	11%	14%	15%	26%	11%	27%	38%	7%	12%	11%	11%	43%

Q3. In general, do you think men and women have different or similar perceptions of physical beauty?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Different	67%	62%	70%	73%	77%	52%	57%	67%	71%	69%	67%	38%
Similar	22%	25%	21%	20%	9%	-	-	24%	21%	22%	22%	18%
Don't know	10%	13%	10%	7%	14%	48%	43%	9%	9%	9%	11%	44%

Q4. In general, who do you think is under more pressure to have a certain body type?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Men	4%	6%	-	-	-	-	-	6%	2%	4%	3%	9%
Women	76%	68%	87%	84%	72%	22%	50%	72%	84%	79%	74%	31%
Both equally	18%	21%	12%	14%	22%	-	18%	20%	13%	16%	20%	24%
Neither	1%	1%	-	2%	6%	21%	6%	1%	-	0%	1%	-
Don't know	2%	4%	1%	-	-	57%	25%	1%	1%	1%	2%	35%

Q5. Now thinking about yourself, to what extent, if at all, do you feel pressure to have a certain body type?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
I feel completely under pressure	15%	19%	17%	12%	21%	-	6%	18%	11%	15%	16%	17%
I feel somewhat under pressure	36%	40%	23%	29%	34%	-	5%	44%	29%	34%	38%	27%
I don't feel under too much pressure	27%	21%	30%	28%	21%	-	39%	25%	31%	29%	25%	13%
I don't feel under pressure at all	20%	14%	31%	31%	18%	100%	18%	11%	27%	21%	19%	16%
Don't know	2%	5%	-	-	6%	-	31%	1%	1%	1%	2%	27%

Q6. Do you generally consider yourself more or less attractive than most other people?

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
I'm much more attractive	5%	6%	3%	-	-	-	7%	12%	2%	6%	4%	13%
I'm somewhat more attractive	19%	17%	19%	12%	27%	22%	13%	21%	19%	20%	17%	6%

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

Q1. How much do you think physical appearance matters in today's society?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
A great deal	52%	51%	51%	56%	50%
Somewhat	37%	35%	37%	38%	41%
Not very much	7%	10%	9%	5%	4%
Not at all	2%	3%	2%	1%	1%
Don't know	1%	1%	1%	0%	3%

Q2. Do you think that physical beauty is mostly subjective or objective?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Mostly subjective (dependent on personal feelings/opinions)	68%	61%	69%	74%	68%
Mostly objective (not dependent on personal feelings/opinions)	20%	23%	22%	20%	14%
Don't know	11%	16%	10%	6%	18%

Q3. In general, do you think men and women have different or similar perceptions of physical beauty?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Different	67%	65%	69%	66%	73%
Similar	22%	22%	23%	26%	13%
Don't know	10%	13%	9%	8%	14%

Q4. In general, who do you think is under more pressure to have a certain body type?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Men	4%	4%	3%	5%	3%
Women	76%	73%	75%	78%	76%
Both equally	18%	21%	20%	15%	14%
Neither	1%	1%	1%	0%	1%
Don't know	2%	2%	1%	2%	6%

Q5. Now thinking about yourself, to what extent, if at all, do you feel pressure to have a certain body type?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
I feel completely under pressure	15%	19%	13%	15%	14%
I feel somewhat under pressure	36%	32%	36%	39%	34%
I don't feel under too much pressure	27%	21%	30%	29%	26%
I don't feel under pressure at all	20%	25%	19%	16%	22%
Don't know	2%	3%	2%	1%	4%

Q6. Do you generally consider yourself more or less attractive than most other people?

	1302	315	370	426	191
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
I'm much more attractive	5%	4%	6%	8%	2%
I'm somewhat more attractive	19%	14%	18%	23%	18%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
I'm about average	47%	46%	48%	41%	43%	55%	48%	49%	46%	46%	49%	37%
I'm somewhat less attractive	15%	16%	15%	16%	16%	13%	17%	18%	14%	13%	18%	6%
I'm much less attractive	9%	7%	10%	8%	8%	8%	6%	11%	8%	8%	10%	8%
Don't know	5%	4%	6%	6%	6%	4%	4%	4%	5%	8%	3%	13%

**Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
More favorably	81%	82%	81%	71%	85%	86%	76%	82%	82%	83%	86%	71%
Less favorably	5%	5%	4%	12%	3%	1%	7%	3%	5%	5%	3%	6%
They aren't treated differently	6%	7%	5%	8%	5%	5%	8%	6%	6%	5%	4%	10%
Don't know	8%	6%	9%	9%	7%	8%	9%	9%	7%	7%	7%	12%

**Q8. To what extent does the way someone look generally have an impact on his or her character?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
A great deal	17%	18%	17%	15%	19%	19%	17%	16%	20%	15%	15%	26%
Somewhat	40%	41%	40%	38%	40%	43%	39%	40%	39%	44%	42%	32%
Not very much	23%	21%	24%	27%	20%	21%	25%	26%	21%	20%	24%	13%
Not at all	10%	10%	10%	9%	11%	10%	11%	8%	11%	10%	10%	17%
Don't know	10%	9%	10%	12%	10%	7%	8%	10%	9%	11%	9%	12%

**In general, do you think the media does or does not promote an unattainable body image...?**

**Q9\_1. For men**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
It does promote an unattainable body image	52%	56%	48%	55%	55%	47%	53%	57%	47%	53%	55%	39%
It does not promote an unattainable body image	34%	32%	36%	29%	31%	40%	33%	29%	36%	36%	32%	44%
Don't know	14%	12%	16%	17%	13%	13%	14%	15%	17%	11%	13%	16%

**Q9\_2. For women**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
It does promote an unattainable body image	76%	73%	78%	64%	79%	81%	73%	79%	75%	75%	80%	71%
It does not promote an unattainable body image	15%	17%	13%	21%	14%	12%	14%	12%	17%	16%	13%	16%
Don't know	9%	10%	9%	15%	7%	7%	12%	9%	9%	9%	7%	13%

**Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Positive impact	11%	14%	9%	16%	8%	12%	14%	5%	12%	12%	8%	23%
Negative impact	69%	66%	72%	59%	73%	72%	64%	76%	65%	71%	75%	45%
Neither positive nor negative	13%	13%	14%	18%	12%	11%	15%	10%	16%	10%	11%	21%
Don't know	7%	7%	6%	8%	7%	5%	7%	9%	6%	7%	6%	11%

**Q011. How would you describe your body?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
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# YGEDitorial Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
I'm about average	47%	45%	44%	50%	47%	47%	52%	31%	37%	69%	51%
I'm somewhat less attractive	15%	9%	17%	15%	14%	14%	14%	7%	26%	12%	15%
I'm much less attractive	9%	6%	6%	13%	8%	6%	6%	9%	6%	7%	6%
Don't know	5%	7%	10%	9%	6%	4%	2%	3%	5%	-	3%

Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
More favorably	81%	67%	78%	72%	80%	89%	87%	85%	85%	82%	69%	84%
Less favorably	5%	12%	6%	7%	5%	4%	3%	4%	5%	4%	14%	4%
They aren't treated differently	6%	10%	8%	10%	5%	4%	4%	6%	10%	7%	10%	7%
Don't know	8%	10%	8%	11%	9%	4%	6%	5%	-	7%	6%	5%

Q8. To what extent does the way someone look generally have an impact on his or her character?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
A great deal	17%	22%	15%	16%	16%	24%	14%	16%	36%	16%	19%	17%
Somewhat	40%	39%	43%	38%	45%	39%	39%	41%	33%	38%	35%	40%
Not very much	23%	23%	21%	26%	21%	22%	21%	26%	22%	33%	23%	27%
Not at all	10%	6%	7%	9%	8%	10%	15%	11%	5%	5%	10%	10%
Don't know	10%	9%	14%	12%	11%	5%	11%	7%	4%	8%	14%	7%

In general, do you think the media does or does not promote an unattainable body image...?

Q9\_1. For men

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
It does promote an unattainable body image	52%	47%	50%	47%	50%	54%	57%	54%	55%	52%	74%	55%
It does not promote an unattainable body image	34%	37%	32%	29%	35%	35%	35%	34%	25%	31%	22%	33%
Don't know	14%	16%	18%	23%	15%	11%	7%	12%	20%	17%	4%	12%

Q9\_2. For women

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
It does promote an unattainable body image	76%	64%	68%	65%	78%	78%	84%	79%	77%	69%	80%	78%
It does not promote an unattainable body image	15%	22%	17%	18%	14%	16%	11%	14%	18%	22%	18%	15%
Don't know	9%	14%	15%	17%	8%	6%	5%	7%	5%	9%	2%	7%

Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Positive impact	11%	22%	8%	16%	8%	14%	9%	10%	23%	9%	6%	10%
Negative impact	69%	57%	67%	53%	72%	73%	79%	74%	56%	72%	69%	73%
Neither positive nor negative	13%	18%	12%	19%	14%	10%	8%	11%	15%	13%	20%	12%
Don't know	7%	4%	13%	12%	7%	4%	4%	5%	5%	5%	4%	5%

Q011. How would you describe your body?

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
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**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
I'm about average	47%	39%	49%	65%	38%	-	26%	46%	52%	48%	47%	24%
I'm somewhat less attractive	15%	16%	11%	13%	24%	78%	5%	13%	15%	14%	16%	17%
I'm much less attractive	9%	13%	12%	8%	-	-	11%	4%	9%	7%	10%	5%
Don't know	5%	9%	6%	2%	12%	-	37%	4%	4%	4%	6%	35%

**Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
More favorably	81%	77%	85%	78%	76%	52%	43%	83%	85%	83%	81%	41%
Less favorably	5%	7%	3%	-	4%	21%	7%	7%	3%	5%	4%	16%
They aren't treated differently	6%	5%	5%	9%	-	-	12%	6%	5%	6%	6%	9%
Don't know	8%	10%	8%	13%	20%	27%	38%	5%	7%	6%	9%	34%

**Q8. To what extent does the way someone look generally have an impact on his or her character?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
A great deal	17%	17%	24%	22%	27%	22%	5%	21%	18%	19%	16%	20%
Somewhat	40%	41%	45%	39%	38%	-	20%	42%	42%	43%	38%	25%
Not very much	23%	20%	12%	18%	11%	-	7%	21%	21%	22%	24%	12%
Not at all	10%	10%	8%	8%	13%	51%	18%	7%	11%	9%	11%	10%
Don't know	10%	12%	12%	14%	12%	27%	50%	9%	8%	8%	11%	34%

**In general, do you think the media does or does not promote an unattainable body image...?**

**Q9\_1. For men**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
It does promote an unattainable body image	52%	50%	48%	32%	44%	22%	30%	50%	50%	50%	55%	32%
It does not promote an unattainable body image	34%	31%	39%	52%	44%	21%	33%	34%	38%	36%	30%	37%
Don't know	14%	19%	13%	16%	12%	57%	37%	15%	12%	14%	15%	31%

**Q9\_2. For women**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
It does promote an unattainable body image	76%	71%	76%	73%	88%	52%	58%	73%	81%	77%	76%	49%
It does not promote an unattainable body image	15%	16%	17%	13%	6%	-	-	18%	13%	15%	15%	16%
Don't know	9%	14%	8%	14%	6%	48%	42%	10%	6%	8%	10%	35%

**Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Positive impact	11%	14%	14%	13%	6%	-	-	16%	11%	13%	9%	13%
Negative impact	69%	60%	72%	69%	71%	73%	30%	65%	72%	69%	70%	35%
Neither positive nor negative	13%	18%	8%	10%	13%	-	38%	15%	10%	12%	15%	14%
Don't know	7%	9%	7%	8%	10%	27%	32%	5%	7%	6%	6%	38%

**Q011. How would you describe your body?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
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# YGEDitorial Body\_Image

US\_nat Sample: 26th - 27th April 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
I'm about average	47%	44%	49%	50%	43%
I'm somewhat less attractive	15%	17%	15%	14%	15%
I'm much less attractive	9%	14%	8%	4%	11%
Don't know	5%	7%	5%	2%	11%

Q7. Do you think people who are considered good-looking are treated more or less favorably, or are they not treated differently?

	Unweighted base	315	370	426	191
<b>Base</b>	1302	328	381	408	184
More favorably	81%	75%	80%	88%	82%
Less favorably	5%	7%	6%	3%	2%
They aren't treated differently	6%	8%	7%	5%	3%
Don't know	8%	10%	7%	4%	13%

Q8. To what extent does the way someone look generally have an impact on his or her character?

	Unweighted base	315	370	426	191
<b>Base</b>	1302	328	381	408	184
A great deal	17%	20%	16%	17%	16%
Somewhat	40%	39%	42%	41%	40%
Not very much	23%	22%	26%	23%	15%
Not at all	10%	10%	7%	12%	12%
Don't know	10%	10%	8%	7%	17%

In general, do you think the media does or does not promote an unattainable body image...?

Q9\_1. For men

	Unweighted base	315	370	426	191
<b>Base</b>	1302	328	381	408	184
It does promote an unattainable body image	52%	44%	56%	56%	46%
It does not promote an unattainable body image	34%	37%	31%	35%	29%
Don't know	14%	19%	12%	9%	25%

Q9\_2. For women

	Unweighted base	315	370	426	191
<b>Base</b>	1302	328	381	408	184
It does promote an unattainable body image	76%	73%	75%	78%	77%
It does not promote an unattainable body image	15%	16%	16%	17%	8%
Don't know	9%	12%	9%	5%	14%

Q10. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?

	Unweighted base	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Positive impact	11%	16%	12%	11%	5%
Negative impact	69%	59%	69%	75%	71%
Neither positive nor negative	13%	17%	13%	10%	12%
Don't know	7%	8%	7%	4%	12%

Q011. How would you describe your body?

	Unweighted base	315	370	426	191
	1302	315	370	426	191

# YGEDitorial Body\_Image

US\_nat Sample: 26th - 27th April 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Skinny	7%	8%	5%	16%	4%	2%	9%	4%	8%	5%	5%	4%
Slim	14%	16%	12%	22%	12%	10%	17%	10%	14%	14%	13%	13%
Athletic	13%	18%	9%	22%	14%	7%	16%	11%	14%	12%	12%	16%
Average	31%	33%	29%	31%	27%	33%	30%	27%	33%	31%	31%	23%
Chubby	21%	21%	21%	23%	21%	20%	18%	25%	20%	21%	21%	19%
Overweight	20%	15%	25%	12%	21%	24%	18%	21%	18%	24%	21%	22%
Fat	7%	6%	8%	9%	7%	5%	7%	10%	6%	5%	7%	7%
Obese	8%	5%	11%	8%	11%	7%	8%	10%	8%	7%	8%	13%
Other	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	6%
Don't know	1%	1%	2%	3%	2%	1%	0%	3%	2%	1%	1%	5%
Prefer not to say	2%	1%	2%	2%	3%	0%	2%	1%	2%	1%	1%	4%

## Q12. Generally, which do you find more attractive?

Unweighted base	1222	613	609	328	380	512	208	262	440	312	924	100
<b>Base</b>	1223	595	628	314	410	497	221	263	455	283	829	129
Taller men	36%	14%	57%	39%	39%	32%	35%	38%	34%	40%	35%	37%
Taller women	18%	25%	11%	22%	15%	16%	15%	16%	19%	19%	17%	15%
Shorter men	6%	7%	4%	9%	6%	3%	5%	4%	7%	5%	5%	4%
Shorter women	18%	30%	6%	24%	17%	15%	16%	16%	17%	22%	18%	18%
Chubby men	5%	3%	7%	8%	6%	3%	5%	7%	4%	5%	5%	8%
Chubby women	8%	13%	3%	12%	8%	5%	8%	8%	8%	7%	7%	11%
Slimmer men	17%	11%	22%	20%	18%	14%	17%	19%	15%	18%	18%	11%
Slimmer women	28%	44%	13%	34%	25%	27%	23%	29%	29%	29%	31%	18%
Don't mind any	19%	15%	23%	12%	18%	24%	23%	19%	19%	16%	20%	18%
Don't know	6%	4%	7%	4%	6%	6%	7%	5%	5%	5%	4%	10%

## Q13. Do you think about the way your body looks during sex?

Unweighted base	1213	610	603	329	376	508	206	262	434	311	916	100
<b>Base</b>	1215	592	624	315	405	495	218	265	449	283	822	130
A great deal	18%	11%	23%	26%	18%	12%	21%	18%	16%	16%	17%	19%
Somewhat	28%	24%	33%	28%	34%	23%	30%	26%	27%	32%	28%	28%
Not very much	21%	26%	17%	15%	22%	25%	18%	22%	20%	25%	25%	14%
Not at all	22%	29%	17%	10%	18%	33%	21%	21%	26%	19%	21%	27%
N/A I've never had a sexual partner	6%	7%	5%	17%	3%	1%	7%	7%	6%	4%	5%	5%
Don't know	4%	3%	5%	4%	5%	5%	2%	6%	4%	4%	4%	7%

## Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)

Unweighted base	1261	633	628	349	391	521	213	273	452	323	951	100
<b>Base</b>	1261	615	646	333	421	507	226	275	467	293	853	130
A great deal	21%	17%	25%	31%	21%	15%	25%	22%	21%	19%	20%	27%
Somewhat	38%	37%	40%	29%	42%	41%	33%	33%	41%	42%	40%	33%
Not very much	21%	23%	18%	16%	19%	25%	21%	22%	18%	23%	22%	18%
Not at all	11%	12%	10%	7%	10%	14%	12%	13%	11%	9%	10%	10%
N/A I've never had a partner	5%	6%	3%	12%	3%	1%	4%	5%	5%	5%	4%	6%
Don't know	4%	5%	4%	5%	5%	3%	4%	5%	4%	3%	4%	6%

# YGEDitorial Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	ce		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad						
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Skinny	7%	14%	9%	8%	6%	9%	2%	4%	14%	12%	11%	6%
Slim	14%	17%	15%	12%	13%	15%	16%	13%	23%	15%	15%	14%
Athletic	13%	15%	18%	10%	9%	18%	19%	11%	23%	16%	10%	12%
Average	31%	32%	34%	33%	32%	30%	26%	34%	29%	31%	28%	33%
Chubby	21%	22%	21%	23%	21%	19%	20%	20%	30%	23%	35%	21%
Overweight	20%	16%	18%	21%	19%	19%	21%	19%	14%	22%	22%	19%
Fat	7%	7%	7%	6%	7%	8%	7%	5%	7%	16%	20%	7%
Obese	8%	10%	7%	7%	11%	9%	5%	8%	-	7%	8%	8%
Other	2%	-	-	1%	1%	3%	1%	2%	-	5%	3%	2%
Don't know	1%	2%	3%	2%	2%	1%	0%	1%	-	1%	-	1%
Prefer not to say	2%	3%	3%	2%	2%	1%	2%	1%	-	-	-	1%

## Q12. Generally, which do you find more attractive?

Unweighted base	1222	89	109	288	380	319	235	597	25	78	36	736
<b>Base</b>	1223	169	96	304	377	308	235	591	25	81	35	732
Taller men	36%	42%	35%	33%	37%	34%	43%	33%	46%	45%	37%	35%
Taller women	18%	19%	20%	12%	16%	21%	21%	17%	26%	20%	27%	18%
Shorter men	6%	8%	5%	7%	5%	6%	4%	5%	14%	10%	7%	6%
Shorter women	18%	16%	24%	17%	20%	18%	15%	17%	24%	15%	25%	17%
Chubby men	5%	4%	6%	6%	6%	4%	5%	4%	6%	3%	20%	5%
Chubby women	8%	11%	8%	8%	10%	6%	7%	7%	16%	5%	17%	8%
Slimmer men	17%	15%	23%	13%	16%	21%	19%	15%	14%	32%	19%	17%
Slimmer women	28%	21%	31%	19%	24%	39%	32%	28%	23%	32%	33%	29%
Don't mind any	19%	15%	18%	23%	19%	15%	18%	21%	15%	18%	24%	21%
Don't know	6%	9%	5%	9%	6%	4%	2%	5%	4%	6%	3%	5%

## Q13. Do you think about the way your body looks during sex?

Unweighted base	1213	89	108	285	379	318	231	592	25	78	37	732
<b>Base</b>	1215	169	95	300	378	307	231	586	26	81	36	729
A great deal	18%	21%	16%	22%	15%	20%	13%	16%	28%	25%	23%	18%
Somewhat	28%	36%	20%	24%	29%	30%	31%	28%	20%	35%	22%	28%
Not very much	21%	7%	29%	17%	21%	23%	26%	24%	36%	20%	27%	24%
Not at all	22%	26%	19%	22%	25%	20%	23%	28%	13%	18%	10%	26%
N/A I've never had a sexual partner	6%	7%	12%	10%	6%	5%	2%	1%	-	1%	11%	2%
Don't know	4%	4%	5%	6%	5%	2%	5%	2%	4%	1%	7%	3%

## Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)

Unweighted base	1261	92	118	296	397	327	241	612	26	78	38	754
<b>Base</b>	1261	175	103	312	394	315	241	605	27	81	37	749
A great deal	21%	23%	21%	31%	16%	22%	16%	19%	32%	31%	27%	21%
Somewhat	38%	41%	27%	29%	39%	40%	48%	42%	37%	47%	29%	42%
Not very much	21%	17%	23%	16%	22%	23%	22%	25%	23%	11%	33%	23%
Not at all	11%	14%	12%	13%	12%	9%	9%	12%	8%	8%	5%	11%
N/A I've never had a partner	5%	2%	11%	6%	6%	5%	1%	1%	-	1%	-	1%
Don't know	4%	4%	7%	4%	5%	2%	4%	2%	-	1%	5%	2%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Skinny	7%	10%	2%	3%	4%	52%	-	8%	3%	6%	8%	6%
Slim	14%	19%	7%	10%	-	49%	-	14%	9%	11%	17%	19%
Athletic	13%	18%	7%	11%	12%	-	13%	19%	9%	13%	14%	9%
Average	31%	27%	33%	26%	20%	-	26%	29%	33%	32%	30%	14%
Chubby	21%	22%	19%	17%	20%	-	18%	20%	19%	20%	23%	10%
Overweight	20%	19%	25%	27%	30%	21%	12%	19%	23%	20%	20%	18%
Fat	7%	8%	9%	7%	9%	-	-	7%	6%	6%	8%	9%
Obese	8%	10%	9%	3%	19%	21%	-	10%	9%	9%	8%	3%
Other	2%	2%	-	5%	4%	-	-	3%	1%	2%	2%	-
Don't know	1%	2%	1%	3%	6%	-	7%	2%	1%	2%	1%	3%
Prefer not to say	2%	3%	1%	-	-	-	37%	1%	1%	1%	2%	19%

**Q12. Generally, which do you find more attractive?**

Unweighted base	1222	297	118	37	21	1	12	300	422	669	528	25
<b>Base</b>	1223	295	118	40	26	1	12	311	428	687	513	24
Taller men	36%	34%	44%	50%	50%	-	33%	38%	37%	37%	35%	25%
Taller women	18%	20%	12%	11%	24%	-	8%	14%	16%	15%	21%	11%
Shorter men	6%	6%	4%	2%	4%	-	-	5%	4%	4%	6%	15%
Shorter women	18%	23%	11%	9%	19%	-	7%	18%	13%	14%	22%	28%
Chubby men	5%	6%	9%	8%	5%	-	-	6%	5%	5%	6%	-
Chubby women	8%	10%	3%	6%	16%	-	-	8%	5%	6%	10%	7%
Slimmer men	17%	19%	11%	24%	9%	-	8%	18%	13%	15%	20%	7%
Slimmer women	28%	30%	20%	24%	21%	-	34%	30%	25%	26%	31%	11%
Don't mind any	19%	14%	21%	22%	17%	100%	8%	16%	25%	21%	16%	17%
Don't know	6%	6%	8%	5%	4%	-	26%	7%	4%	5%	5%	18%

**Q13. Do you think about the way your body looks during sex?**

Unweighted base	1213	292	116	37	21	2	13	295	422	663	524	26
<b>Base</b>	1215	289	117	40	26	2	13	306	429	681	510	25
A great deal	18%	21%	13%	11%	13%	-	-	20%	15%	17%	18%	10%
Somewhat	28%	25%	33%	25%	59%	49%	16%	34%	27%	31%	26%	25%
Not very much	21%	13%	27%	29%	18%	51%	7%	21%	23%	22%	21%	12%
Not at all	22%	15%	22%	33%	10%	-	16%	21%	29%	26%	19%	14%
N/A I've never had a sexual partner	6%	20%	1%	-	-	-	13%	1%	1%	1%	12%	17%
Don't know	4%	7%	6%	3%	-	-	48%	2%	4%	3%	5%	23%

**Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)**

Unweighted base	1261	315	119	37	21	2	13	305	431	682	551	28
<b>Base</b>	1261	312	120	40	26	2	13	316	437	699	536	26
A great deal	21%	24%	20%	16%	21%	-	16%	26%	21%	23%	19%	18%
Somewhat	38%	28%	38%	42%	52%	-	15%	40%	41%	41%	35%	20%
Not very much	21%	13%	24%	25%	14%	100%	-	22%	24%	22%	19%	11%
Not at all	11%	10%	14%	13%	14%	-	8%	10%	11%	11%	11%	10%
N/A I've never had a partner	5%	17%	2%	2%	-	-	-	1%	1%	1%	10%	6%
Don't know	4%	8%	2%	2%	-	-	61%	2%	2%	2%	6%	34%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
<b>Base</b>	1302	328	381	408	184
Skinny	7%	9%	5%	6%	5%
Slim	14%	13%	14%	17%	10%
Athletic	13%	10%	14%	17%	10%
Average	31%	25%	33%	33%	31%
Chubby	21%	22%	21%	19%	23%
Overweight	20%	24%	20%	17%	20%
Fat	7%	8%	7%	6%	9%
Obese	8%	11%	9%	6%	9%
Other	2%	2%	1%	2%	2%
Don't know	1%	4%	0%	1%	1%
Prefer not to say	2%	1%	1%	0%	7%

Q12. Generally, which do you find more attractive?

Unweighted base	1222	301	344	411	166
<b>Base</b>	1223	314	355	393	161
Taller men	36%	35%	38%	36%	38%
Taller women	18%	13%	19%	20%	17%
Shorter men	6%	4%	6%	7%	4%
Shorter women	18%	17%	18%	18%	21%
Chubby men	5%	7%	4%	5%	4%
Chubby women	8%	9%	8%	7%	5%
Slimmer men	17%	14%	17%	20%	18%
Slimmer women	28%	19%	28%	35%	28%
Don't mind any	19%	23%	18%	17%	21%
Don't know	6%	8%	5%	3%	8%

Q13. Do you think about the way your body looks during sex?

Unweighted base	1213	296	343	414	160
<b>Base</b>	1215	310	355	396	154
A great deal	18%	19%	21%	15%	15%
Somewhat	28%	26%	29%	32%	21%
Not very much	21%	22%	18%	26%	16%
Not at all	22%	19%	25%	21%	25%
N/A I've never had a sexual partner	6%	7%	4%	4%	13%
Don't know	4%	6%	3%	2%	10%

Q14. How much do you worry about what your partner thinks about the way you look? (If you don't currently have a partner, think about when you did.)

Unweighted base	1261	308	359	420	174
<b>Base</b>	1261	322	370	402	167
A great deal	21%	24%	21%	21%	18%
Somewhat	38%	36%	39%	41%	34%
Not very much	21%	17%	20%	26%	16%
Not at all	11%	12%	12%	9%	11%
N/A I've never had a partner	5%	6%	4%	2%	9%
Don't know	4%	5%	3%	2%	11%

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

Q15. Does your body confidence impact your sexual relationships?

Unweighted base	1212	610	602	326	377	509	202	264	435	311	918	97
<b>Base</b>	1209	591	618	313	403	493	213	266	448	282	824	126
Constantly	15%	12%	17%	18%	18%	10%	12%	17%	14%	16%	14%	19%
Occasionally	20%	19%	21%	23%	22%	17%	18%	17%	24%	18%	20%	14%
Sometimes	29%	27%	30%	27%	29%	29%	33%	28%	25%	31%	28%	30%
Never	24%	27%	21%	12%	23%	33%	24%	23%	25%	24%	25%	23%
N/A I've never had a sexual relationship	5%	7%	3%	16%	3%	1%	7%	6%	5%	3%	5%	5%
Don't know	7%	7%	8%	5%	5%	11%	6%	9%	7%	8%	7%	10%

Q16. In a romantic partner, do you prefer if they are...?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Taller than me	35%	6%	63%	30%	42%	33%	34%	36%	35%	36%	34%	49%
Shorter than me	18%	36%	2%	21%	18%	18%	18%	18%	19%	19%	20%	9%
The same height as me	11%	16%	7%	17%	12%	9%	13%	9%	12%	12%	10%	13%
No preference	32%	40%	24%	27%	25%	39%	33%	33%	31%	31%	34%	22%
Don't know	3%	3%	4%	5%	3%	2%	2%	4%	4%	3%	3%	6%

Q17. In a romantic partner, do you prefer if they are...?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
More slim than me	18%	25%	11%	18%	18%	17%	16%	16%	18%	19%	19%	17%
Less slim than me	14%	12%	16%	19%	15%	11%	15%	10%	16%	14%	13%	18%
My size	22%	21%	22%	23%	21%	22%	22%	26%	18%	23%	21%	20%
No preference	40%	38%	42%	33%	38%	45%	41%	42%	39%	39%	42%	33%
Don't know	6%	4%	9%	6%	7%	5%	5%	6%	6%	7%	5%	12%

Q18. Do you think you are more, equally, or less physically attractive than your partner?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
I'm more physically attractive	11%	9%	13%	13%	14%	9%	11%	9%	12%	13%	10%	17%
We are equally physically attractive	37%	32%	41%	31%	40%	40%	32%	41%	38%	33%	37%	35%
My partner is more physically attractive	20%	29%	11%	18%	19%	23%	22%	18%	20%	21%	22%	15%
Don't know	11%	9%	13%	9%	14%	10%	15%	10%	9%	10%	10%	10%
N/A - I don't have a partner	22%	21%	22%	30%	14%	19%	20%	22%	22%	23%	21%	23%

Q19. Do you think people who are overweight are treated more or less favorably in society, or are they not treated differently?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
More favorably	5%	7%	3%	12%	4%	1%	6%	2%	6%	5%	3%	11%
Less favorably	81%	79%	83%	67%	82%	88%	76%	86%	80%	80%	86%	66%
They aren't treated differently	7%	8%	7%	10%	8%	5%	8%	4%	9%	6%	6%	7%
Don't know	7%	7%	7%	10%	6%	6%	10%	8%	5%	8%	6%	16%

Q20. How familiar, if at all, are you with the "body positivity movement"?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
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**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Race		Education				Relationship					
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	

**Q15. Does your body confidence impact your sexual relationships?**

Unweighted base	1212	86	111	285	377	318	232	597	25	78	36	736
<b>Base</b>	1209	162	98	298	374	307	231	588	25	81	35	729
Constantly	15%	13%	16%	17%	15%	13%	13%	11%	21%	21%	19%	13%
Occasionally	20%	25%	19%	13%	21%	23%	23%	20%	38%	22%	12%	20%
Sometimes	29%	33%	20%	26%	26%	29%	35%	31%	14%	34%	33%	31%
Never	24%	20%	23%	23%	25%	26%	22%	32%	23%	18%	20%	30%
N/A I've never had a sexual relationship	5%	3%	12%	9%	6%	5%	1%	0%	-	1%	11%	1%
Don't know	7%	5%	11%	12%	7%	5%	5%	6%	4%	4%	5%	5%

**Q16. In a romantic partner, do you prefer if they are...?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Taller than me	35%	36%	27%	36%	33%	34%	38%	35%	41%	38%	28%	35%
Shorter than me	18%	20%	19%	12%	17%	22%	25%	22%	28%	12%	28%	22%
The same height as me	11%	14%	14%	10%	13%	11%	11%	10%	17%	7%	8%	10%
No preference	32%	29%	32%	38%	33%	30%	24%	31%	10%	41%	36%	32%
Don't know	3%	1%	8%	4%	4%	3%	2%	2%	3%	2%	-	2%

**Q17. In a romantic partner, do you prefer if they are...?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
More slim than me	18%	16%	13%	13%	15%	22%	24%	18%	13%	21%	23%	19%
Less slim than me	14%	20%	12%	16%	14%	13%	15%	15%	21%	11%	13%	14%
My size	22%	21%	27%	20%	22%	25%	21%	22%	14%	11%	22%	20%
No preference	40%	40%	38%	45%	44%	34%	37%	42%	42%	52%	40%	43%
Don't know	6%	2%	11%	8%	6%	6%	4%	4%	9%	4%	2%	4%

**Q18. Do you think you are more, equally, or less physically attractive than your partner?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
I'm more physically attractive	11%	14%	8%	9%	10%	12%	15%	14%	15%	16%	13%	14%
We are equally physically attractive	37%	39%	32%	32%	37%	41%	36%	49%	50%	42%	40%	48%
My partner is more physically attractive	20%	15%	20%	16%	21%	19%	25%	25%	27%	31%	36%	26%
Don't know	11%	16%	9%	14%	10%	11%	8%	10%	9%	10%	11%	10%
N/A - I don't have a partner	22%	17%	31%	30%	22%	17%	16%	1%	-	1%	-	1%

**Q19. Do you think people who are overweight are treated more or less favorably in society, or are they not treated differently?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
More favorably	5%	11%	7%	7%	3%	5%	4%	4%	12%	10%	8%	5%
Less favorably	81%	69%	76%	70%	81%	85%	89%	83%	74%	80%	82%	82%
They aren't treated differently	7%	14%	6%	11%	6%	6%	4%	9%	10%	6%	4%	8%
Don't know	7%	6%	11%	11%	10%	3%	2%	5%	5%	4%	6%	5%

**Q20. How familiar, if at all, are you with the "body positivity movement"?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
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**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

**Q15. Does your body confidence impact your sexual relationships?**

Unweighted base	1212	287	118	36	21	1	13	297	425	668	518	26
<b>Base</b>	1209	283	119	38	26	1	13	309	429	683	502	24
Constantly	15%	20%	13%	12%	18%	-	8%	20%	12%	15%	15%	7%
Occasionally	20%	20%	18%	17%	42%	-	-	20%	18%	20%	20%	15%
Sometimes	29%	22%	36%	18%	17%	100%	16%	32%	30%	30%	27%	15%
Never	24%	11%	21%	37%	18%	-	8%	24%	30%	28%	19%	15%
N/A I've never had a sexual relationship	5%	20%	2%	-	-	-	-	1%	0%	0%	12%	10%
Don't know	7%	7%	11%	17%	6%	-	68%	4%	9%	7%	6%	37%

**Q16. In a romantic partner, do you prefer if they are...?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Taller than me	35%	28%	49%	52%	46%	27%	20%	42%	39%	40%	30%	14%
Shorter than me	18%	15%	13%	6%	16%	-	18%	22%	19%	19%	17%	19%
The same height as me	11%	18%	10%	6%	6%	-	-	12%	7%	10%	13%	20%
No preference	32%	34%	26%	36%	21%	52%	30%	21%	33%	28%	36%	27%
Don't know	3%	6%	2%	-	10%	21%	31%	3%	2%	3%	3%	19%

**Q17. In a romantic partner, do you prefer if they are...?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
More slim than me	18%	18%	13%	19%	6%	-	14%	20%	18%	19%	17%	9%
Less slim than me	14%	16%	12%	7%	5%	-	11%	17%	12%	14%	14%	14%
My size	22%	24%	30%	19%	4%	21%	12%	21%	20%	21%	23%	23%
No preference	40%	31%	41%	55%	69%	79%	32%	36%	45%	42%	39%	27%
Don't know	6%	11%	4%	-	16%	-	31%	5%	5%	5%	6%	26%

**Q18. Do you think you are more, equally, or less physically attractive than your partner?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
I'm more physically attractive	11%	6%	8%	11%	14%	-	5%	18%	10%	14%	8%	6%
We are equally physically attractive	37%	18%	20%	44%	30%	-	26%	49%	42%	44%	28%	26%
My partner is more physically attractive	20%	11%	12%	7%	17%	27%	-	17%	24%	21%	19%	5%
Don't know	11%	8%	14%	18%	26%	22%	14%	12%	11%	11%	9%	21%
N/A - I don't have a partner	22%	57%	47%	20%	13%	51%	55%	4%	13%	10%	35%	41%

**Q19. Do you think people who are overweight are treated more or less favorably in society, or are they not treated differently?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
More favorably	5%	7%	4%	-	-	-	-	11%	1%	6%	4%	-
Less favorably	81%	76%	84%	86%	90%	73%	58%	73%	87%	81%	83%	46%
They aren't treated differently	7%	6%	5%	9%	-	-	5%	11%	6%	8%	6%	8%
Don't know	7%	11%	8%	5%	10%	27%	36%	6%	6%	6%	7%	46%

**Q20. How familiar, if at all, are you with the "body positivity movement"?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
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# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

Q15. Does your body confidence impact your sexual relationships?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1212	295	343	412	162
<b>Base</b>	1209	307	355	393	154
Constantly	15%	18%	14%	12%	13%
Occasionally	20%	18%	22%	23%	14%
Sometimes	29%	27%	30%	30%	24%
Never	24%	21%	24%	27%	22%
N/A I've never had a sexual relationship	5%	6%	4%	4%	11%
Don't know	7%	10%	6%	4%	16%

Q16. In a romantic partner, do you prefer if they are...?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Taller than me	35%	39%	35%	32%	36%
Shorter than me	18%	11%	17%	27%	16%
The same height as me	11%	14%	13%	10%	6%
No preference	32%	31%	32%	30%	36%
Don't know	3%	5%	3%	1%	6%

Q17. In a romantic partner, do you prefer if they are...?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
More slim than me	18%	14%	16%	24%	16%
Less slim than me	14%	14%	15%	14%	11%
My size	22%	22%	23%	24%	16%
No preference	40%	41%	43%	36%	45%
Don't know	6%	9%	4%	3%	12%

Q18. Do you think you are more, equally, or less physically attractive than your partner?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
I'm more physically attractive	11%	7%	11%	17%	8%
We are equally physically attractive	37%	27%	39%	44%	32%
My partner is more physically attractive	20%	19%	22%	20%	15%
Don't know	11%	15%	10%	7%	14%
N/A - I don't have a partner	22%	32%	18%	12%	32%

Q19. Do you think people who are overweight are treated more or less favorably in society, or are they not treated differently?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
More favorably	5%	7%	5%	5%	2%
Less favorably	81%	72%	82%	86%	82%
They aren't treated differently	7%	10%	8%	7%	2%
Don't know	7%	11%	6%	2%	13%

Q20. How familiar, if at all, are you with the "body positivity movement"?

	Total	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1302	315	370	426	191

**YGEditorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Very familiar	14%	12%	16%	28%	16%	4%	16%	17%	13%	13%	13%	17%
Somewhat familiar	30%	29%	30%	40%	34%	18%	31%	26%	30%	34%	30%	28%
Not very familiar	17%	20%	15%	17%	19%	17%	15%	17%	17%	20%	17%	13%
Not at all familiar	33%	34%	33%	8%	25%	58%	33%	34%	35%	29%	35%	29%
Don't know	6%	5%	6%	7%	7%	3%	6%	6%	5%	5%	4%	13%

**Q21. Do you think the body positivity movement is a good thing or bad thing for society?**

Unweighted base	808	405	403	294	271	212	139	172	276	221	594	62
<b>Base</b>	797	389	409	283	288	195	143	171	285	199	526	79
Very good	27%	22%	33%	26%	30%	24%	25%	30%	24%	29%	28%	30%
Somewhat good	31%	30%	31%	36%	27%	29%	35%	31%	27%	33%	31%	29%
Neither good nor bad	19%	20%	17%	19%	18%	19%	20%	15%	20%	18%	14%	25%
Somewhat bad	9%	12%	7%	14%	7%	7%	9%	8%	8%	11%	10%	8%
Very bad	3%	5%	2%	2%	5%	3%	1%	4%	4%	3%	4%	5%
Don't know	10%	11%	10%	4%	13%	18%	10%	12%	11%	9%	13%	3%

**Q24. What do you think a woman should do if she has some hairs on her upper lip?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Remove them	55%	54%	56%	33%	55%	73%	53%	54%	55%	55%	57%	59%
Dye them if they are dark	6%	5%	6%	10%	6%	2%	8%	2%	7%	4%	4%	6%
Leave them	6%	7%	5%	12%	5%	4%	6%	7%	5%	8%	5%	8%
No preference	24%	22%	27%	36%	26%	14%	23%	27%	22%	26%	25%	15%
Don't know	8%	12%	5%	9%	7%	8%	10%	9%	8%	7%	8%	12%

**Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	5%	7%	3%	11%	5%	2%	6%	3%	7%	4%	4%	6%
Unattractive	57%	54%	60%	42%	58%	68%	59%	57%	59%	52%	58%	55%
Neither	32%	32%	31%	39%	31%	26%	30%	33%	29%	37%	32%	25%
Don't know	6%	7%	5%	9%	6%	4%	5%	8%	6%	6%	5%	13%

**Q26. Do you think women should or should not get rid of armpit hair?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Should get rid of armpit hair	53%	50%	56%	35%	54%	66%	52%	55%	55%	50%	55%	53%
Should not get rid of armpit hair	7%	8%	6%	15%	5%	4%	11%	4%	8%	6%	5%	12%
No preference get rid of armpit hair	35%	35%	34%	43%	36%	25%	33%	36%	31%	39%	36%	27%
Don't know get rid of armpit hair	5%	6%	4%	7%	5%	4%	4%	5%	6%	5%	4%	9%

**Q27. Do you think men should or should not get rid of armpit hair?**

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Should get rid of armpit hair	13%	14%	13%	18%	13%	11%	16%	11%	14%	12%	10%	26%
Should not get rid of armpit hair	35%	36%	33%	24%	33%	45%	30%	36%	37%	32%	38%	30%

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US\_nat Sample: 26th - 27th April 2021



	Total	Race		Education			Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year						Post Grad
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Very familiar	14%	16%	16%	17%	10%	16%	14%	11%	10%	30%	19%	13%
Somewhat familiar	30%	33%	30%	20%	28%	38%	37%	29%	28%	36%	46%	31%
Not very familiar	17%	18%	19%	15%	19%	17%	18%	17%	29%	18%	12%	17%
Not at all familiar	33%	31%	25%	39%	36%	26%	29%	39%	25%	15%	21%	35%
Don't know	6%	2%	11%	8%	7%	4%	1%	4%	8%	2%	2%	4%

**Q21. Do you think the body positivity movement is a good thing or bad thing for society?**

Unweighted base	808	68	84	175	230	232	171	356	17	65	32	470
<b>Base</b>	797	121	72	180	227	224	167	347	18	68	32	465
Very good	27%	24%	24%	30%	26%	27%	29%	25%	32%	25%	30%	26%
Somewhat good	31%	32%	33%	25%	30%	38%	28%	31%	16%	41%	36%	33%
Neither good nor bad	19%	34%	23%	24%	20%	14%	18%	17%	23%	21%	15%	18%
Somewhat bad	9%	5%	9%	9%	12%	7%	9%	9%	6%	6%	10%	8%
Very bad	3%	-	3%	4%	3%	2%	5%	4%	12%	3%	6%	4%
Don't know	10%	4%	9%	8%	9%	12%	13%	13%	11%	5%	3%	11%

**Q24. What do you think a woman should do if she has some hairs on her upper lip?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Remove them	55%	50%	42%	49%	57%	54%	54%	63%	53%	41%	27%	59%
Dye them if they are dark	6%	14%	4%	6%	5%	5%	6%	5%	17%	9%	10%	6%
Leave them	6%	8%	10%	9%	5%	5%	7%	6%	6%	2%	21%	6%
No preference	24%	23%	33%	25%	25%	23%	25%	19%	20%	39%	34%	22%
Don't know	8%	4%	11%	11%	9%	6%	8%	7%	4%	8%	8%	7%

**Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	5%	7%	6%	6%	3%	8%	4%	5%	6%	8%	11%	5%
Unattractive	57%	54%	53%	58%	61%	54%	52%	62%	77%	47%	45%	60%
Neither	32%	34%	33%	28%	29%	34%	38%	29%	16%	44%	38%	30%
Don't know	6%	5%	8%	8%	7%	3%	6%	4%	-	1%	6%	4%

**Q026. Do you think women should or should not get rid of armpit hair?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Should get rid of armpit hair	53%	50%	42%	54%	55%	53%	49%	60%	61%	44%	36%	57%
Should not get rid of armpit hair	7%	14%	12%	8%	6%	8%	8%	6%	13%	9%	10%	7%
No preference get rid of armpit hair	35%	29%	39%	31%	33%	35%	40%	30%	22%	43%	54%	32%
Don't know get rid of armpit hair	5%	7%	7%	6%	6%	4%	4%	4%	4%	3%	-	4%

**Q027. Do you think men should or should not get rid of armpit hair?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Should get rid of armpit hair	13%	22%	14%	13%	15%	16%	9%	13%	25%	9%	9%	13%
Should not get rid of armpit hair	35%	27%	30%	37%	31%	35%	38%	39%	16%	31%	23%	37%

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US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Very familiar	14%	20%	9%	5%	-	21%	19%	18%	6%	11%	19%	5%
Somewhat familiar	30%	35%	14%	13%	44%	52%	7%	37%	20%	27%	34%	24%
Not very familiar	17%	16%	22%	16%	19%	-	6%	18%	18%	18%	16%	13%
Not at all familiar	33%	20%	54%	63%	27%	-	26%	23%	51%	40%	26%	22%
Don't know	6%	9%	2%	3%	10%	27%	42%	5%	4%	4%	6%	36%

**Q21. Do you think the body positivity movement is a good thing or bad thing for society?**

Unweighted base	808	245	57	14	14	3	5	222	195	387	408	13
<b>Base</b>	797	241	54	14	16	3	5	229	195	395	390	13
Very good	27%	31%	30%	27%	35%	-	19%	30%	21%	26%	29%	23%
Somewhat good	31%	30%	20%	39%	33%	-	21%	29%	30%	29%	32%	41%
Neither good nor bad	19%	20%	22%	11%	17%	71%	20%	19%	21%	21%	17%	7%
Somewhat bad	9%	12%	6%	8%	-	29%	19%	8%	6%	7%	11%	5%
Very bad	3%	2%	2%	-	-	-	-	5%	5%	4%	2%	11%
Don't know	10%	5%	21%	15%	15%	-	22%	10%	17%	13%	7%	13%

**Q24. What do you think a woman should do if she has some hairs on her upper lip?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Remove them	55%	44%	67%	61%	61%	-	33%	55%	68%	62%	48%	34%
Dye them if they are dark	6%	6%	3%	-	-	21%	-	9%	5%	7%	3%	15%
Leave them	6%	6%	8%	9%	4%	-	-	7%	5%	6%	8%	3%
No preference	24%	33%	14%	25%	27%	22%	31%	25%	16%	19%	32%	18%
Don't know	8%	11%	8%	5%	8%	57%	36%	5%	7%	7%	10%	30%

**Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Attractive	5%	6%	3%	2%	3%	-	6%	10%	2%	6%	5%	-
Unattractive	57%	48%	65%	53%	60%	27%	26%	60%	68%	64%	49%	40%
Neither	32%	37%	25%	42%	27%	73%	17%	24%	26%	26%	40%	21%
Don't know	6%	9%	6%	3%	10%	-	50%	6%	4%	5%	6%	38%

**Q26. Do you think women should or should not get rid of armpit hair?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Should get rid of armpit hair	53%	43%	61%	59%	35%	27%	27%	58%	63%	61%	45%	24%
Should not get rid of armpit hair	7%	9%	7%	2%	3%	-	6%	10%	7%	8%	6%	9%
No preference get rid of armpit hair	35%	41%	28%	37%	47%	73%	24%	28%	26%	27%	43%	34%
Don't know get rid of armpit hair	5%	7%	4%	2%	14%	-	44%	3%	4%	4%	5%	33%

**Q27. Do you think men should or should not get rid of armpit hair?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Should get rid of armpit hair	13%	19%	9%	11%	-	-	13%	17%	10%	13%	13%	27%
Should not get rid of armpit hair	35%	24%	48%	40%	61%	-	12%	39%	47%	43%	26%	17%

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
<b>Base</b>	1302	328	381	408	184
Very familiar	14%	14%	14%	16%	12%
Somewhat familiar	30%	25%	31%	36%	23%
Not very familiar	17%	17%	16%	19%	16%
Not at all familiar	33%	36%	34%	27%	40%
Don't know	6%	8%	6%	2%	9%

**Q21. Do you think the body positivity movement is a good thing or bad thing for society?**

Unweighted base	808	179	223	304	102
<b>Base</b>	797	184	229	291	93
Very good	27%	26%	28%	27%	30%
Somewhat good	31%	34%	31%	31%	27%
Neither good nor bad	19%	23%	22%	15%	14%
Somewhat bad	9%	8%	8%	10%	10%
Very bad	3%	1%	4%	5%	2%
Don't know	10%	8%	7%	12%	17%

**Q24. What do you think a woman should do if she has some hairs on her upper lip?**

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Remove them	55%	53%	53%	58%	57%
Dye them if they are dark	6%	6%	7%	6%	0%
Leave them	6%	9%	7%	6%	2%
No preference	24%	23%	25%	23%	27%
Don't know	8%	9%	8%	6%	12%

**Q25. Do you think it is attractive or unattractive if a woman has hair under her armpit?**

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Attractive	5%	7%	5%	5%	3%
Unattractive	57%	56%	60%	58%	51%
Neither	32%	30%	29%	33%	39%
Don't know	6%	8%	6%	4%	7%

**Q26. Do you think women should or should not get rid of armpit hair?**

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Should get rid of armpit hair	53%	54%	52%	55%	50%
Should not get rid of armpit hair	7%	10%	8%	6%	4%
No preference get rid of armpit hair	35%	28%	35%	37%	39%
Don't know get rid of armpit hair	5%	8%	5%	2%	6%

**Q27. Do you think men should or should not get rid of armpit hair?**

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Should get rid of armpit hair	13%	13%	14%	14%	12%
Should not get rid of armpit hair	35%	36%	33%	36%	33%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
No preference get rid of armpit hair	47%	45%	49%	51%	49%	41%	48%	47%	44%	51%	49%	34%
Don't know get rid of armpit hair	5%	5%	5%	7%	5%	3%	5%	6%	4%	5%	4%	10%

How much, if at all, do you like or dislike each of the following

styles of women's pubic hair?

**Q028\_1. Natural**

Unweighted base	1185	598	587	320	365	500	199	255	427	304	896	97
<b>Base</b>	1185	581	604	307	393	485	210	257	441	278	803	126
Strongly like	19%	23%	15%	15%	15%	24%	19%	17%	21%	16%	16%	31%
Tend to like	17%	19%	15%	20%	13%	19%	18%	19%	16%	17%	17%	10%
Neither like nor dislike	31%	27%	34%	33%	31%	29%	34%	31%	27%	33%	31%	27%
Tend to dislike	13%	15%	12%	13%	16%	11%	9%	16%	14%	13%	14%	12%
Strongly dislike	9%	7%	10%	8%	13%	6%	7%	7%	9%	11%	8%	6%
Don't know	8%	7%	10%	7%	8%	8%	7%	8%	9%	8%	9%	8%
Prefer not to say	4%	3%	4%	4%	4%	3%	6%	2%	4%	2%	4%	5%

**Q028\_2. Trimmed**

Unweighted base	1181	595	586	319	363	499	197	254	424	306	894	96
<b>Base</b>	1181	578	602	306	391	484	208	255	437	279	801	124
Strongly like	17%	19%	14%	14%	19%	16%	17%	13%	18%	17%	14%	29%
Tend to like	35%	40%	31%	29%	36%	39%	35%	37%	34%	37%	37%	31%
Neither like nor dislike	27%	21%	33%	33%	24%	26%	29%	30%	25%	26%	27%	20%
Tend to dislike	5%	5%	5%	6%	6%	3%	2%	6%	5%	7%	4%	4%
Strongly dislike	4%	2%	5%	6%	3%	3%	3%	4%	3%	3%	3%	3%
Don't know	9%	9%	9%	10%	8%	10%	8%	8%	11%	8%	10%	8%
Prefer not to say	3%	3%	4%	3%	3%	4%	6%	2%	4%	2%	4%	5%

**Q028\_3. Bikini**

Unweighted base	1179	594	585	319	362	498	195	254	425	305	891	97
<b>Base</b>	1179	577	601	306	389	483	207	256	439	277	798	126
Strongly like	14%	18%	10%	12%	18%	12%	14%	13%	14%	14%	12%	18%
Tend to like	27%	33%	22%	25%	29%	27%	28%	27%	26%	29%	29%	26%
Neither like nor dislike	30%	24%	36%	31%	28%	31%	29%	35%	29%	28%	30%	26%
Tend to dislike	8%	8%	8%	8%	7%	9%	7%	7%	9%	8%	8%	9%
Strongly dislike	6%	4%	7%	7%	4%	6%	4%	6%	6%	7%	4%	7%
Don't know	11%	10%	13%	13%	10%	12%	13%	10%	12%	11%	13%	8%
Prefer not to say	4%	3%	4%	4%	3%	4%	6%	2%	4%	2%	4%	6%

**Q028\_4. Completely shaved**

Unweighted base	1183	598	585	320	361	502	198	253	427	305	897	97
<b>Base</b>	1182	581	601	307	388	487	209	254	441	277	803	126
Strongly like	22%	28%	16%	30%	24%	16%	25%	17%	24%	23%	18%	34%
Tend to like	16%	22%	10%	17%	16%	15%	13%	16%	16%	18%	15%	21%
Neither like nor dislike	20%	18%	23%	22%	20%	19%	20%	21%	20%	21%	20%	14%
Tend to dislike	13%	10%	16%	12%	12%	14%	11%	15%	14%	11%	14%	9%
Strongly dislike	16%	10%	22%	6%	16%	23%	17%	21%	13%	17%	18%	12%
Don't know	9%	9%	9%	9%	7%	10%	8%	8%	10%	9%	11%	5%
Prefer not to say	3%	3%	4%	3%	4%	3%	5%	2%	4%	2%	4%	6%

How much, if at all, do you like or dislike each of the following

styles of men's pubic hair?

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Race		Education				Relationship					
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	
No preference get rid of armpit hair	47%	49%	47%	43%	49%	45%	50%	45%	55%	56%	65%	47%
Don't know get rid of armpit hair	5%	2%	8%	7%	5%	4%	2%	3%	4%	4%	2%	3%

How much, if at all, do you like or dislike each of the following styles of women's pubic hair?

**Q028\_1. Natural**

Unweighted base	1185	87	105	284	367	305	229	583	25	78	35	721
<b>Base</b>	1185	165	92	299	365	294	227	575	26	81	34	716
Strongly like	19%	23%	18%	20%	14%	23%	20%	20%	17%	10%	18%	19%
Tend to like	17%	21%	18%	12%	18%	17%	22%	19%	21%	23%	12%	19%
Neither like nor dislike	31%	31%	29%	28%	33%	31%	29%	31%	25%	32%	56%	32%
Tend to dislike	13%	7%	15%	13%	14%	12%	14%	13%	23%	12%	5%	13%
Strongly dislike	9%	15%	10%	11%	9%	8%	6%	8%	3%	11%	2%	8%
Don't know	8%	3%	8%	12%	9%	5%	6%	6%	7%	6%	7%	6%
Prefer not to say	4%	2%	2%	4%	3%	3%	4%	3%	4%	6%	-	4%

**Q028\_2. Trimmed**

Unweighted base	1181	87	104	283	368	303	227	582	25	78	35	720
<b>Base</b>	1181	165	91	298	366	292	225	574	26	81	34	715
Strongly like	17%	17%	17%	15%	16%	20%	15%	18%	30%	18%	15%	18%
Tend to like	35%	33%	32%	31%	34%	38%	40%	39%	32%	34%	13%	37%
Neither like nor dislike	27%	33%	28%	31%	27%	24%	26%	25%	19%	31%	52%	27%
Tend to dislike	5%	6%	8%	3%	6%	5%	6%	5%	4%	4%	3%	5%
Strongly dislike	4%	5%	6%	4%	4%	3%	2%	3%	3%	2%	5%	3%
Don't know	9%	5%	8%	13%	10%	7%	6%	7%	12%	4%	12%	7%
Prefer not to say	3%	2%	1%	3%	3%	3%	4%	4%	-	6%	-	4%

**Q028\_3. Bikini**

Unweighted base	1179	86	105	282	367	304	226	582	25	78	35	720
<b>Base</b>	1179	163	92	296	365	293	224	574	26	81	34	715
Strongly like	14%	19%	14%	15%	13%	15%	12%	15%	26%	16%	5%	15%
Tend to like	27%	19%	30%	24%	26%	32%	28%	30%	25%	29%	17%	29%
Neither like nor dislike	30%	33%	29%	30%	29%	31%	31%	28%	29%	33%	45%	30%
Tend to dislike	8%	8%	9%	5%	9%	7%	11%	8%	9%	3%	8%	8%
Strongly dislike	6%	9%	7%	6%	6%	4%	6%	5%	3%	3%	11%	5%
Don't know	11%	8%	8%	15%	14%	7%	9%	9%	7%	10%	12%	9%
Prefer not to say	4%	3%	2%	4%	3%	4%	4%	4%	-	6%	3%	4%

**Q028\_4. Completely shaved**

Unweighted base	1183	86	103	283	370	301	229	582	25	78	35	720
<b>Base</b>	1182	163	90	297	368	290	227	574	26	81	34	715
Strongly like	22%	31%	23%	24%	23%	23%	17%	21%	42%	26%	17%	22%
Tend to like	16%	14%	20%	15%	15%	20%	13%	16%	3%	27%	7%	17%
Neither like nor dislike	20%	27%	24%	20%	23%	18%	20%	19%	6%	14%	23%	18%
Tend to dislike	13%	11%	12%	12%	11%	12%	19%	14%	21%	18%	18%	15%
Strongly dislike	16%	10%	13%	13%	15%	16%	22%	18%	11%	5%	25%	17%
Don't know	9%	4%	7%	12%	10%	6%	6%	8%	11%	4%	7%	7%
Prefer not to say	3%	2%	2%	4%	3%	4%	3%	4%	5%	6%	3%	4%

How much, if at all, do you like or dislike each of the following styles of men's pubic hair?



**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
No preference get rid of armpit hair	47%	51%	37%	47%	25%	73%	44%	41%	40%	41%	55%	27%
Don't know get rid of armpit hair	5%	7%	6%	2%	14%	27%	31%	3%	3%	3%	6%	29%

How much, if at all, do you like or dislike each of the following styles of women's pubic hair?

**Q028\_1. Natural**

Unweighted base	1185	278	114	36	21	2	13	291	416	654	506	25
<b>Base</b>	1185	275	115	38	26	2	13	303	423	673	489	24
Strongly like	19%	19%	24%	11%	13%	-	8%	18%	22%	20%	18%	7%
Tend to like	17%	13%	20%	8%	17%	-	-	16%	22%	20%	14%	9%
Neither like nor dislike	31%	29%	24%	38%	38%	51%	7%	29%	26%	27%	35%	27%
Tend to dislike	13%	15%	12%	16%	11%	49%	25%	13%	12%	12%	14%	18%
Strongly dislike	9%	10%	9%	7%	7%	-	16%	13%	8%	10%	7%	3%
Don't know	8%	10%	9%	14%	13%	-	23%	6%	8%	7%	9%	22%
Prefer not to say	4%	3%	2%	6%	-	-	21%	4%	3%	4%	3%	14%

**Q028\_2. Trimmed**

Unweighted base	1181	274	115	36	21	2	13	292	414	653	503	25
<b>Base</b>	1181	271	116	38	26	2	13	304	420	670	487	24
Strongly like	17%	17%	13%	5%	12%	-	7%	20%	16%	17%	16%	7%
Tend to like	35%	31%	41%	25%	39%	-	23%	34%	42%	38%	33%	9%
Neither like nor dislike	27%	28%	23%	39%	30%	51%	25%	27%	23%	25%	30%	30%
Tend to dislike	5%	4%	7%	5%	6%	49%	-	7%	5%	6%	4%	4%
Strongly dislike	4%	5%	3%	7%	-	-	7%	4%	3%	3%	4%	8%
Don't know	9%	11%	11%	14%	13%	-	23%	5%	9%	7%	11%	32%
Prefer not to say	3%	3%	2%	6%	-	-	15%	4%	3%	4%	3%	11%

**Q028\_3. Bikini**

Unweighted base	1179	274	113	36	21	2	13	292	415	654	500	25
<b>Base</b>	1179	271	113	38	26	2	13	304	421	671	484	24
Strongly like	14%	14%	10%	3%	18%	49%	7%	16%	14%	14%	14%	7%
Tend to like	27%	26%	25%	15%	20%	-	17%	32%	27%	29%	25%	25%
Neither like nor dislike	30%	29%	30%	46%	30%	51%	8%	26%	30%	29%	32%	18%
Tend to dislike	8%	8%	10%	13%	10%	-	-	7%	10%	9%	7%	14%
Strongly dislike	6%	6%	8%	5%	3%	-	15%	7%	5%	6%	5%	-
Don't know	11%	13%	15%	16%	19%	-	39%	8%	10%	10%	13%	26%
Prefer not to say	4%	4%	2%	3%	-	-	15%	4%	3%	4%	3%	11%

**Q028\_4. Completely shaved**

Unweighted base	1183	277	114	36	21	2	13	290	414	652	506	25
<b>Base</b>	1182	274	114	38	26	2	13	302	419	669	489	24
Strongly like	22%	27%	16%	7%	12%	49%	33%	30%	14%	21%	24%	16%
Tend to like	16%	16%	12%	13%	23%	-	-	16%	16%	16%	16%	11%
Neither like nor dislike	20%	24%	23%	27%	29%	-	16%	18%	19%	19%	23%	13%
Tend to dislike	13%	8%	17%	7%	4%	51%	7%	14%	14%	14%	12%	7%
Strongly dislike	16%	11%	22%	25%	19%	-	7%	13%	24%	19%	12%	6%
Don't know	9%	11%	7%	18%	13%	-	23%	5%	9%	7%	10%	34%
Prefer not to say	3%	3%	2%	3%	-	-	15%	4%	3%	4%	3%	14%

How much, if at all, do you like or dislike each of the following styles of men's pubic hair?

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
No preference get rid of armpit hair	47%	43%	49%	48%
Don't know get rid of armpit hair	5%	8%	3%	2%

How much, if at all, do you like or dislike each of the following styles of women's pubic hair?

### Q028\_1. Natural

Unweighted base	1185	288	332	410	155
<b>Base</b>	1185	303	344	391	147
Strongly like	19%	21%	18%	19%	17%
Tend to like	17%	15%	20%	17%	14%
Neither like nor dislike	31%	29%	31%	32%	29%
Tend to dislike	13%	14%	12%	15%	12%
Strongly dislike	9%	10%	9%	7%	10%
Don't know	8%	10%	7%	7%	10%
Prefer not to say	4%	3%	2%	4%	8%

### Q028\_2. Trimmed

Unweighted base	1181	287	329	410	155
<b>Base</b>	1181	302	341	391	147
Strongly like	17%	19%	17%	17%	10%
Tend to like	35%	30%	36%	40%	35%
Neither like nor dislike	27%	29%	28%	24%	30%
Tend to dislike	5%	6%	5%	5%	3%
Strongly dislike	4%	4%	6%	2%	2%
Don't know	9%	10%	7%	9%	12%
Prefer not to say	3%	3%	2%	4%	7%

### Q028\_3. Bikini

Unweighted base	1179	285	330	410	154
<b>Base</b>	1179	299	342	391	146
Strongly like	14%	14%	17%	14%	7%
Tend to like	27%	26%	24%	31%	29%
Neither like nor dislike	30%	29%	33%	28%	31%
Tend to dislike	8%	8%	8%	9%	6%
Strongly dislike	6%	7%	6%	5%	3%
Don't know	11%	12%	11%	9%	17%
Prefer not to say	4%	4%	2%	4%	6%

### Q028\_4. Completely shaved

Unweighted base	1183	287	332	409	155
<b>Base</b>	1182	301	344	390	147
Strongly like	22%	23%	25%	22%	17%
Tend to like	16%	17%	14%	17%	16%
Neither like nor dislike	20%	25%	20%	17%	21%
Tend to dislike	13%	6%	17%	14%	16%
Strongly dislike	16%	18%	15%	17%	13%
Don't know	9%	9%	8%	8%	12%
Prefer not to say	3%	2%	2%	5%	6%

How much, if at all, do you like or dislike each of the following styles of men's pubic hair?

# YGEDitorial Body\_Image

US\_nat Sample: 26th - 27th April 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

## Q029\_1. Natural

Unweighted base	1102	545	557	299	341	462	184	243	390	285	840	88
<b>Base</b>	1098	527	571	286	366	446	194	245	401	258	753	114
Strongly like	19%	19%	19%	14%	18%	23%	23%	16%	19%	19%	17%	25%
Tend to like	17%	13%	20%	14%	18%	17%	13%	16%	20%	14%	16%	18%
Neither like nor dislike	32%	31%	32%	34%	28%	33%	37%	31%	28%	35%	31%	25%
Tend to dislike	9%	8%	9%	11%	11%	5%	8%	11%	8%	8%	10%	8%
Strongly dislike	8%	7%	9%	12%	10%	4%	6%	9%	9%	9%	7%	8%
Don't know	13%	17%	9%	11%	13%	14%	9%	14%	13%	14%	15%	13%
Prefer not to say	3%	4%	2%	3%	3%	4%	4%	3%	4%	2%	3%	3%

## Q029\_2. Trimmed

Unweighted base	1096	540	556	295	339	462	183	243	387	283	834	88
<b>Base</b>	1093	523	570	283	365	446	193	245	399	257	749	114
Strongly like	14%	11%	17%	16%	18%	10%	16%	10%	15%	16%	12%	20%
Tend to like	28%	23%	33%	26%	32%	26%	26%	31%	28%	26%	28%	30%
Neither like nor dislike	29%	30%	29%	27%	24%	35%	31%	29%	28%	30%	29%	25%
Tend to dislike	6%	8%	5%	8%	6%	6%	6%	5%	7%	6%	6%	3%
Strongly dislike	6%	5%	6%	7%	5%	5%	5%	5%	6%	6%	5%	6%
Don't know	14%	18%	9%	12%	13%	15%	11%	16%	14%	14%	16%	13%
Prefer not to say	3%	5%	2%	3%	3%	4%	4%	3%	3%	2%	3%	3%

## Q029\_3. Bikini

Unweighted base	1096	540	556	295	341	460	183	242	385	286	834	88
<b>Base</b>	1094	523	571	283	367	444	193	244	397	260	748	114
Strongly like	6%	7%	5%	8%	7%	4%	8%	3%	5%	8%	4%	8%
Tend to like	8%	7%	8%	9%	11%	5%	7%	8%	10%	5%	7%	9%
Neither like nor dislike	32%	30%	33%	33%	30%	32%	32%	31%	32%	31%	31%	30%
Tend to dislike	14%	13%	15%	14%	14%	15%	15%	14%	12%	18%	15%	10%
Strongly dislike	16%	13%	19%	10%	14%	21%	15%	16%	16%	17%	16%	14%
Don't know	21%	24%	18%	21%	22%	19%	18%	24%	22%	19%	24%	27%
Prefer not to say	3%	5%	2%	4%	2%	4%	5%	4%	3%	2%	4%	2%

## Q029\_4. Completely shaved

Unweighted base	1097	540	557	296	340	461	185	242	383	287	835	87
<b>Base</b>	1094	523	571	284	366	444	195	244	395	261	749	113
Strongly like	12%	12%	11%	20%	13%	5%	14%	9%	13%	9%	8%	22%
Tend to like	10%	11%	9%	14%	11%	6%	12%	10%	9%	10%	10%	13%
Neither like nor dislike	24%	24%	24%	26%	25%	22%	26%	23%	24%	22%	22%	23%
Tend to dislike	13%	12%	13%	13%	14%	14%	9%	11%	13%	18%	13%	7%
Strongly dislike	24%	18%	30%	11%	24%	34%	24%	27%	24%	24%	27%	19%
Don't know	15%	19%	11%	14%	15%	16%	11%	18%	14%	15%	18%	13%
Prefer not to say	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	2%

## Q30. Do you think it is attractive or unattractive for a woman to have hair on her legs?

Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	5%	6%	4%	10%	5%	3%	6%	2%	6%	5%	3%	10%
Unattractive	59%	61%	57%	44%	60%	70%	62%	57%	60%	56%	62%	46%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Race		Education				Marital Status				
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship

**Q029\_1. Natural**

Unweighted base	1102	77	97	260	348	288	206	555	25	67	34	681
<b>Base</b>	1098	146	85	273	345	277	203	545	26	70	33	673
Strongly like	19%	25%	16%	21%	15%	19%	22%	18%	36%	26%	18%	19%
Tend to like	17%	17%	15%	13%	19%	17%	16%	19%	13%	17%	2%	17%
Neither like nor dislike	32%	36%	34%	33%	30%	31%	34%	32%	16%	32%	55%	33%
Tend to dislike	9%	4%	7%	8%	8%	10%	10%	9%	17%	5%	10%	9%
Strongly dislike	8%	11%	13%	8%	11%	8%	4%	7%	4%	11%	3%	7%
Don't know	13%	4%	10%	15%	14%	11%	11%	12%	15%	8%	8%	12%
Prefer not to say	3%	3%	4%	3%	4%	3%	3%	4%	-	1%	3%	3%

**Q029\_2. Trimmed**

Unweighted base	1096	77	97	259	348	284	205	550	25	67	34	676
<b>Base</b>	1093	146	85	272	345	274	203	541	26	70	33	670
Strongly like	14%	21%	13%	19%	12%	14%	11%	13%	22%	30%	8%	15%
Tend to like	28%	27%	24%	24%	28%	32%	27%	27%	41%	23%	17%	27%
Neither like nor dislike	29%	33%	33%	29%	28%	28%	32%	30%	19%	29%	56%	31%
Tend to dislike	6%	7%	10%	5%	5%	6%	9%	7%	-	4%	3%	6%
Strongly dislike	6%	7%	7%	6%	7%	5%	4%	6%	4%	5%	5%	6%
Don't know	14%	3%	10%	15%	14%	13%	12%	13%	15%	8%	11%	12%
Prefer not to say	3%	3%	2%	3%	3%	3%	4%	4%	-	1%	-	3%

**Q029\_3. Bikini**

Unweighted base	1096	78	96	260	346	284	206	549	25	67	34	675
<b>Base</b>	1094	148	84	274	343	274	203	539	26	70	33	668
Strongly like	6%	13%	6%	10%	5%	4%	4%	5%	18%	12%	5%	6%
Tend to like	8%	11%	9%	8%	6%	10%	7%	10%	9%	11%	3%	9%
Neither like nor dislike	32%	35%	39%	32%	32%	31%	31%	31%	34%	35%	47%	32%
Tend to dislike	14%	13%	21%	11%	14%	15%	19%	16%	3%	14%	10%	15%
Strongly dislike	16%	18%	11%	16%	16%	15%	16%	17%	7%	11%	5%	15%
Don't know	21%	7%	10%	20%	24%	21%	17%	18%	28%	16%	27%	19%
Prefer not to say	3%	3%	4%	3%	3%	3%	4%	4%	-	1%	3%	3%

**Q029\_4. Completely shaved**

Unweighted base	1097	78	97	261	347	282	207	549	25	67	34	675
<b>Base</b>	1094	148	85	275	344	272	204	540	26	70	33	668
Strongly like	12%	21%	12%	17%	10%	12%	7%	11%	18%	11%	7%	11%
Tend to like	10%	11%	8%	10%	11%	10%	8%	9%	5%	15%	8%	9%
Neither like nor dislike	24%	32%	30%	25%	23%	24%	25%	23%	32%	27%	39%	25%
Tend to dislike	13%	14%	17%	8%	15%	15%	13%	13%	-	21%	18%	14%
Strongly dislike	24%	16%	21%	21%	22%	26%	32%	27%	30%	17%	16%	26%
Don't know	15%	4%	11%	16%	17%	11%	13%	14%	15%	8%	11%	13%
Prefer not to say	3%	3%	2%	2%	3%	2%	3%	3%	-	1%	-	2%

**Q30. Do you think it is attractive or unattractive for a woman to have hair on her legs?**

Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	5%	11%	4%	6%	4%	6%	6%	4%	16%	7%	11%	5%
Unattractive	59%	58%	51%	57%	62%	60%	55%	68%	68%	51%	38%	65%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children				
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say

**Q029\_1. Natural**

Unweighted base	1102	252	104	34	19	2	10	279	378	607	475	20
<b>Base</b>	1098	248	106	36	24	2	10	289	381	619	460	19
Strongly like	19%	15%	26%	24%	13%	-	19%	18%	23%	21%	17%	13%
Tend to like	17%	14%	14%	20%	28%	-	11%	18%	19%	19%	13%	18%
Neither like nor dislike	32%	29%	31%	34%	40%	51%	-	30%	29%	29%	35%	18%
Tend to dislike	9%	11%	5%	2%	7%	-	-	9%	7%	8%	9%	12%
Strongly dislike	8%	12%	7%	8%	7%	-	10%	11%	6%	8%	9%	-
Don't know	13%	17%	12%	9%	6%	-	32%	11%	12%	12%	14%	24%
Prefer not to say	3%	2%	4%	3%	-	49%	28%	4%	3%	3%	3%	14%

**Q029\_2. Trimmed**

Unweighted base	1096	251	104	34	19	2	10	274	378	602	475	19
<b>Base</b>	1093	247	106	36	24	2	10	284	381	615	460	18
Strongly like	14%	15%	13%	2%	3%	-	19%	16%	12%	14%	15%	8%
Tend to like	28%	28%	36%	21%	36%	-	11%	29%	29%	29%	28%	12%
Neither like nor dislike	29%	24%	23%	50%	48%	51%	-	28%	31%	30%	28%	30%
Tend to dislike	6%	7%	5%	7%	-	49%	-	6%	5%	6%	7%	10%
Strongly dislike	6%	5%	6%	3%	6%	-	9%	6%	6%	6%	5%	-
Don't know	14%	18%	13%	15%	6%	-	32%	11%	14%	13%	14%	25%
Prefer not to say	3%	2%	4%	3%	-	-	28%	3%	3%	3%	3%	15%

**Q029\_3. Bikini**

Unweighted base	1096	251	105	34	19	2	10	274	378	602	474	20
<b>Base</b>	1094	247	107	36	24	2	10	284	382	616	459	19
Strongly like	6%	7%	3%	-	7%	-	9%	6%	4%	5%	7%	4%
Tend to like	8%	6%	4%	8%	5%	-	-	10%	7%	9%	7%	12%
Neither like nor dislike	32%	32%	22%	44%	48%	100%	-	33%	31%	31%	33%	14%
Tend to dislike	14%	14%	19%	13%	9%	-	-	13%	15%	15%	14%	24%
Strongly dislike	16%	14%	25%	18%	10%	-	19%	14%	21%	17%	14%	4%
Don't know	21%	25%	24%	14%	22%	-	44%	20%	18%	19%	23%	24%
Prefer not to say	3%	3%	4%	3%	-	-	28%	4%	3%	3%	3%	19%

**Q029\_4. Completely shaved**

Unweighted base	1097	252	105	34	19	2	10	273	379	602	475	20
<b>Base</b>	1094	248	107	36	24	2	10	283	383	616	460	19
Strongly like	12%	15%	11%	-	7%	-	30%	17%	6%	11%	12%	8%
Tend to like	10%	13%	4%	12%	17%	-	-	10%	7%	9%	12%	14%
Neither like nor dislike	24%	25%	15%	22%	40%	-	-	26%	21%	23%	26%	12%
Tend to dislike	13%	10%	17%	13%	9%	51%	-	10%	16%	14%	12%	15%
Strongly dislike	24%	16%	33%	40%	20%	-	9%	20%	33%	27%	21%	13%
Don't know	15%	19%	16%	9%	6%	49%	52%	14%	15%	14%	15%	29%
Prefer not to say	3%	2%	4%	3%	-	-	8%	2%	3%	2%	2%	10%

**Q30. Do you think it is attractive or unattractive for a woman to have hair on her legs?**

Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Attractive	5%	6%	6%	-	-	-	-	9%	4%	6%	4%	10%
Unattractive	59%	48%	62%	48%	54%	21%	40%	62%	70%	66%	52%	33%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

**Q029\_1. Natural**

Unweighted base	1102	267	315	381	139
<b>Base</b>	1098	280	324	364	129
Strongly like	19%	21%	18%	20%	16%
Tend to like	17%	18%	19%	15%	12%
Neither like nor dislike	32%	31%	33%	31%	32%
Tend to dislike	9%	5%	10%	11%	7%
Strongly dislike	8%	9%	8%	8%	9%
Don't know	13%	12%	11%	13%	18%
Prefer not to say	3%	4%	2%	3%	6%

**Q029\_2. Trimmed**

Unweighted base	1096	267	314	376	139
<b>Base</b>	1093	280	324	360	129
Strongly like	14%	17%	14%	14%	11%
Tend to like	28%	27%	28%	29%	27%
Neither like nor dislike	29%	30%	30%	29%	25%
Tend to dislike	6%	4%	8%	6%	7%
Strongly dislike	6%	5%	5%	6%	6%
Don't know	14%	12%	12%	14%	20%
Prefer not to say	3%	4%	2%	2%	6%

**Q029\_3. Bikini**

Unweighted base	1096	266	315	376	139
<b>Base</b>	1094	280	324	360	129
Strongly like	6%	7%	7%	6%	2%
Tend to like	8%	7%	8%	9%	7%
Neither like nor dislike	32%	33%	31%	32%	32%
Tend to dislike	14%	12%	14%	18%	9%
Strongly dislike	16%	15%	18%	14%	17%
Don't know	21%	22%	20%	19%	26%
Prefer not to say	3%	4%	2%	2%	7%

**Q029\_4. Completely shaved**

Unweighted base	1097	267	316	375	139
<b>Base</b>	1094	281	325	359	129
Strongly like	12%	13%	14%	9%	8%
Tend to like	10%	13%	6%	10%	11%
Neither like nor dislike	24%	23%	25%	24%	23%
Tend to dislike	13%	10%	14%	15%	11%
Strongly dislike	24%	22%	25%	27%	21%
Don't know	15%	14%	14%	13%	21%
Prefer not to say	3%	4%	2%	1%	5%

**Q30. Do you think it is attractive or unattractive for a woman to have hair on her legs?**

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Attractive	5%	6%	5%	5%	2%
Unattractive	59%	55%	58%	64%	56%

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Neither	31%	28%	35%	37%	32%	24%	29%	34%	29%	35%	32%	31%
Don't know	5%	5%	5%	9%	3%	3%	4%	7%	5%	3%	3%	13%
<b>Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?</b>												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	27%	21%	34%	29%	29%	27%	29%	26%	30%	22%	29%	28%
Unattractive	8%	8%	8%	11%	7%	6%	10%	4%	9%	8%	5%	16%
Neither	57%	62%	53%	50%	58%	61%	57%	60%	52%	63%	61%	40%
Don't know	7%	9%	6%	10%	6%	6%	4%	9%	8%	7%	6%	16%
<b>Q32. Do you think men look better when they have...?</b>												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Very hairy chests	4%	5%	4%	7%	5%	3%	3%	4%	5%	4%	4%	6%
Somewhat hairy chests	25%	23%	27%	20%	25%	30%	25%	23%	26%	25%	27%	22%
Not very hairy chests	25%	21%	28%	27%	22%	25%	28%	21%	23%	29%	24%	24%
No hair on their chests at all	13%	11%	14%	15%	16%	8%	14%	12%	14%	11%	10%	21%
Don't know	9%	14%	4%	7%	10%	10%	9%	10%	9%	8%	9%	10%
No preference	24%	25%	22%	24%	23%	24%	21%	30%	22%	23%	26%	17%
<b>Q33. Do you think it is attractive or unattractive for men to have hairy backs?</b>												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
Attractive	4%	5%	4%	8%	4%	3%	4%	2%	7%	3%	3%	9%
Unattractive	64%	59%	70%	54%	69%	69%	66%	65%	65%	62%	66%	61%
Neither	20%	21%	20%	25%	18%	19%	20%	24%	17%	23%	21%	15%
Don't know	11%	15%	7%	13%	9%	10%	11%	9%	11%	13%	10%	15%
<b>Q34. What is your view when it comes to wrinkles? (Whether you have them already or not.)</b>												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
I think they look nice	14%	15%	13%	17%	15%	12%	13%	11%	16%	14%	14%	16%
I don't think they look nice	34%	32%	35%	30%	33%	37%	39%	34%	31%	33%	30%	41%
Neither	44%	44%	44%	43%	42%	46%	38%	50%	43%	44%	49%	30%
Don't know	8%	9%	7%	10%	9%	5%	9%	5%	9%	9%	7%	13%
<b>Q35. How do you feel about getting wrinkles?</b>												
Unweighted base	1302	653	649	349	391	521	220	284	466	332	972	106
<b>Base</b>	1302	636	666	333	421	507	233	287	481	302	874	136
I already have wrinkles	45%	40%	49%	10%	44%	71%	40%	46%	43%	50%	53%	19%
I don't have wrinkles, but I want to get them	3%	5%	2%	10%	2%	0%	5%	2%	4%	4%	2%	4%
I don't have wrinkles, but I don't mind if I get them	25%	30%	21%	40%	25%	15%	26%	28%	26%	21%	24%	25%
I don't have wrinkles, and I don't want to get them	19%	17%	21%	30%	20%	10%	24%	17%	19%	19%	14%	41%
Don't know	7%	8%	6%	9%	8%	3%	5%	7%	8%	7%	7%	10%

Cell Contents (Column Percentages)

**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



	Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
Neither	31%	28%	35%	31%	29%	31%	37%	24%	16%	42%	42%	27%
Don't know	5%	3%	11%	7%	5%	3%	2%	3%	-	-	8%	3%
<b>Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?</b>												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	27%	27%	18%	30%	27%	25%	29%	29%	23%	41%	14%	29%
Unattractive	8%	15%	9%	9%	9%	8%	4%	4%	14%	6%	11%	5%
Neither	57%	52%	61%	50%	56%	62%	62%	63%	46%	47%	68%	61%
Don't know	7%	5%	12%	11%	8%	5%	5%	4%	18%	6%	7%	5%
<b>Q32. Do you think men look better when they have...?</b>												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Very hairy chests	4%	6%	2%	6%	3%	5%	3%	5%	9%	7%	4%	5%
Somewhat hairy chests	25%	23%	17%	20%	29%	25%	27%	29%	17%	29%	19%	28%
Not very hairy chests	25%	29%	22%	24%	23%	28%	25%	24%	27%	20%	19%	24%
No hair on their chests at all	13%	17%	22%	18%	12%	11%	11%	10%	23%	7%	15%	10%
Don't know	9%	9%	11%	11%	9%	9%	6%	9%	13%	13%	12%	10%
No preference	24%	15%	27%	21%	24%	22%	28%	22%	11%	24%	30%	22%
<b>Q33. Do you think it is attractive or unattractive for men to have hairy backs?</b>												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
Attractive	4%	10%	-	6%	3%	5%	3%	5%	4%	7%	-	5%
Unattractive	64%	61%	61%	62%	62%	67%	70%	66%	69%	61%	51%	65%
Neither	20%	20%	24%	21%	22%	19%	18%	20%	6%	21%	33%	20%
Don't know	11%	9%	15%	12%	13%	9%	9%	9%	21%	11%	16%	10%
<b>Q34. What is your view when it comes to wrinkles? (Whether you have them already or not.)</b>												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
I think they look nice	14%	14%	12%	12%	13%	15%	17%	16%	20%	14%	6%	15%
I don't think they look nice	34%	46%	35%	36%	34%	32%	34%	32%	38%	34%	27%	32%
Neither	44%	34%	38%	41%	44%	47%	44%	46%	35%	46%	48%	46%
Don't know	8%	6%	16%	11%	9%	6%	5%	6%	8%	6%	18%	7%
<b>Q35. How do you feel about getting wrinkles?</b>												
Unweighted base	1302	98	126	328	404	329	241	614	26	78	42	760
<b>Base</b>	1302	181	112	344	400	317	241	607	27	81	41	755
I already have wrinkles	45%	37%	26%	38%	45%	46%	53%	58%	20%	29%	22%	52%
I don't have wrinkles, but I want to get them	3%	9%	5%	6%	2%	4%	2%	3%	9%	12%	4%	4%
I don't have wrinkles, but I don't mind if I get them	25%	27%	31%	23%	26%	27%	25%	23%	36%	32%	45%	25%
I don't have wrinkles, and I don't want to get them	19%	23%	26%	24%	18%	18%	16%	12%	36%	22%	27%	14%
Don't know	7%	4%	11%	10%	8%	5%	4%	5%	-	5%	2%	4%

Cell Contents (Col)



**YGEDitorial**  
**Body\_Image**

US\_nat Sample: 26th - 27th April 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
Neither	31%	40%	27%	52%	40%	79%	12%	26%	24%	25%	40%	22%
Don't know	5%	7%	5%	-	6%	-	48%	4%	3%	4%	4%	35%
<b>Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?</b>												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Attractive	27%	22%	28%	26%	48%	-	20%	33%	32%	32%	22%	20%
Unattractive	8%	14%	13%	9%	-	-	-	7%	6%	7%	9%	21%
Neither	57%	53%	49%	60%	46%	100%	37%	54%	58%	56%	60%	24%
Don't know	7%	11%	11%	5%	6%	-	43%	6%	5%	5%	9%	35%
<b>Q32. Do you think men look better when they have...?</b>												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Very hairy chests	4%	3%	2%	2%	3%	-	-	8%	3%	5%	2%	10%
Somewhat hairy chests	25%	17%	29%	28%	37%	21%	-	26%	32%	29%	21%	11%
Not very hairy chests	25%	26%	30%	21%	35%	-	13%	25%	24%	25%	25%	12%
No hair on their chests at all	13%	19%	11%	15%	6%	57%	18%	15%	10%	12%	14%	18%
Don't know	9%	9%	7%	6%	6%	-	8%	8%	8%	7%	11%	19%
No preference	24%	26%	22%	28%	13%	22%	61%	19%	23%	21%	27%	29%
<b>Q33. Do you think it is attractive or unattractive for men to have hairy backs?</b>												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
Attractive	4%	4%	5%	4%	3%	-	-	7%	3%	5%	4%	2%
Unattractive	64%	61%	70%	74%	69%	78%	40%	66%	71%	68%	60%	46%
Neither	20%	22%	19%	17%	21%	22%	12%	17%	18%	18%	25%	6%
Don't know	11%	13%	7%	6%	6%	-	49%	10%	8%	9%	11%	46%
<b>Q34. What is your view when it comes to wrinkles? (Whether you have them already or not.)</b>												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
I think they look nice	14%	13%	12%	9%	11%	-	-	18%	13%	15%	12%	23%
I don't think they look nice	34%	35%	43%	40%	23%	-	32%	34%	34%	35%	33%	24%
Neither	44%	40%	40%	49%	57%	43%	26%	42%	47%	44%	45%	17%
Don't know	8%	11%	4%	3%	10%	57%	42%	6%	6%	6%	9%	37%
<b>Q35. How do you feel about getting wrinkles?</b>												
Unweighted base	1302	345	119	37	21	4	16	305	432	683	587	32
<b>Base</b>	1302	342	120	40	26	4	16	316	438	700	572	30
I already have wrinkles	45%	24%	58%	61%	48%	22%	20%	42%	67%	56%	33%	15%
I don't have wrinkles, but I want to get them	3%	4%	2%	-	-	-	-	6%	2%	4%	2%	7%
I don't have wrinkles, but I don't mind if I get them	25%	28%	20%	23%	21%	21%	19%	27%	17%	21%	31%	29%
I don't have wrinkles, and I don't want to get them	19%	32%	14%	13%	31%	-	25%	19%	11%	15%	25%	24%
Don't know	7%	13%	6%	3%	-	57%	36%	6%	4%	5%	9%	25%

Cell Contents (Col)

# YGEDitorial

## Body\_Image

US\_nat Sample: 26th - 27th April 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Neither	31%	33%	32%	29%	33%
Don't know	5%	6%	4%	2%	9%

Q31. Do you think it is attractive or unattractive for a man to have hair on his legs?

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Attractive	27%	31%	27%	29%	20%
Unattractive	8%	11%	8%	5%	7%
Neither	57%	48%	59%	62%	60%
Don't know	7%	10%	6%	4%	14%

Q32. Do you think men look better when they have...?

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Very hairy chests	4%	5%	4%	4%	3%
Somewhat hairy chests	25%	23%	27%	28%	19%
Not very hairy chests	25%	29%	22%	24%	24%
No hair on their chests at all	13%	14%	13%	12%	12%
Don't know	9%	8%	9%	8%	14%
No preference	24%	21%	24%	24%	28%

Q33. Do you think it is attractive or unattractive for men to have hairy backs?

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
Attractive	4%	6%	5%	3%	2%
Unattractive	64%	62%	65%	67%	60%
Neither	20%	22%	20%	20%	19%
Don't know	11%	10%	10%	10%	18%

Q34. What is your view when it comes to wrinkles? (Whether you have them already or not.)

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
I think they look nice	14%	12%	16%	16%	9%
I don't think they look nice	34%	38%	32%	34%	28%
Neither	44%	40%	44%	44%	49%
Don't know	8%	10%	7%	5%	14%

Q35. How do you feel about getting wrinkles?

Unweighted base	1302	315	370	426	191
<b>Base</b>	1302	328	381	408	184
I already have wrinkles	45%	39%	46%	51%	38%
I don't have wrinkles, but I want to get them	3%	3%	4%	4%	1%
I don't have wrinkles, but I don't mind if I get them	25%	25%	27%	25%	25%
I don't have wrinkles, and I don't want to get them	19%	25%	16%	16%	22%
Don't know	7%	7%	7%	4%	14%

Cell Contents (Col)