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Q1 Which of the following best describes how you feel about your body?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
I love it. I am very happy with the way my body looks	25 4%	-	25 4%	9 8%	5 3%	4 3%	4 3%	3 3%	13 3%	13 6%	2 1%	23 6%
I like it. I think my body looks all right	143 21%	-	143 21%	32 29%	37 24%	27 17%	20 14%	26 23%	97 21%	46 22%	58 21%	84 21%
I dislike parts of my body. There are some things about the way my body looks that I don't like	397 59%	-	397 59%	57 52%	90 59%	96 60%	83 59%	70 62%	285 61%	112 53%	161 58%	235 59%
I hate it. I am very unhappy with the way my body looks	113 17%	-	113 17%	12 11%	22 14%	33 20%	33 24%	13 12%	74 16%	39 19%	57 21%	56 14%

Q1 Which of the following best describes how you feel about your body?

Base: All women

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West
Unweighted total	762	263	208	291	72	117	74	113	175	113	98
Weighted Base	678	239	174	264	66	102	70	97	156	97	89
I love it. I am very happy with the way my body looks	25 4%	9 4%	7 4%	10 4%	5 8%	- -	3 5%	3 3%	7 4%	7 7%	- -
I like it. I think my body looks all right	143 21%	46 19%	30 17%	67 25%	15 22%	19 18%	12 17%	17 18%	33 21%	26 27%	20 23%
I dislike parts of my body. There are some things about the way my body looks that I don't like	397 59%	147 61%	99 57%	151 57%	37 56%	62 61%	48 68%	53 54%	92 59%	51 53%	54 60%
I hate it. I am very unhappy with the way my body looks	113 17%	38 16%	39 23%	36 14%	9 14%	21 21%	7 10%	24 25%	24 16%	12 13%	15 17%

Q2 How far would you go to lose weight?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Id go on a diet	488 72%	-	488 72%	83 74%	117 76%	109 68%	106 75%	74 66%	352 75%	136 65%	204 73%	284 71%
Id join a slimming club	205 30%	-	205 30%	46 41%	51 33%	43 27%	39 27%	27 24%	151 32%	54 26%	92 33%	113 28%
Id take slimming pills	190 28%	-	190 28%	39 35%	43 28%	41 26%	42 30%	24 22%	129 27%	61 29%	83 30%	106 27%
Id have surgery	89 13%	-	89 13%	15 14%	25 16%	20 13%	20 14%	7 7%	64 14%	25 12%	46 17%	42 11%
None of the above	112 17%	-	112 17%	14 13%	22 14%	31 19%	21 15%	24 21%	68 14%	44 21%	43 15%	69 17%

Q2 How far would you go to lose weight?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Id go on a diet	488 72%	163 68%	132 76%	193 73%	46 69%	70 68%	48 68%	70 73%	116 75%	75 77%	64 71%	15 58%	88 62%	300 76%	85 75%
Id join a slimming club	205 30%	70 29%	58 33%	77 29%	22 33%	25 25%	23 32%	30 31%	47 30%	26 27%	32 36%	4 14%	18 12%	129 32%	55 48%
Id take slimming pills	190 28%	65 27%	53 31%	71 27%	16 25%	34 33%	15 21%	31 32%	34 22%	31 32%	28 32%	5 18%	8 6%	110 28%	66 59%
Id have surgery	89 13%	29 12%	29 17%	30 11%	4 7%	18 18%	7 9%	13 14%	18 12%	11 11%	17 19%	1 5%	2 1%	40 10%	46 41%
None of the above	112 17%	49 21%	24 14%	39 15%	14 21%	21 21%	14 20%	14 15%	22 14%	12 13%	14 16%	7 26%	43 30%	56 14%	6 5%

Q3 Which of the following do you regard as your worst feature?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Your stomach	341 50%	-	341 50%	47 42%	73 48%	80 50%	72 51%	69 61%	242 52%	99 47%	139 50%	202 51%
Your whole body	75 11%	-	75 11%	8 7%	13 9%	15 10%	25 18%	14 12%	43 9%	32 15%	33 12%	42 11%
Your legs	61 9%	-	61 9%	14 13%	21 14%	17 11%	8 5%	2 1%	44 9%	18 8%	31 11%	30 8%
Your bottom	47 7%	-	47 7%	10 9%	10 6%	15 9%	6 4%	5 5%	33 7%	14 7%	21 7%	26 6%
Your breasts	39 6%	-	39 6%	10 9%	9 6%	9 6%	5 3%	5 4%	27 6%	11 5%	21 7%	18 5%
Your face	27 4%	-	27 4%	4 3%	6 4%	6 4%	7 5%	4 4%	18 4%	9 5%	10 4%	17 4%
Your feet	18 3%	-	18 3%	5 5%	5 3%	3 2%	4 3%	2 1%	12 3%	6 3%	8 3%	11 3%
Your hair	16 2%	-	16 2%	4 4%	3 2%	3 2%	3 2%	3 3%	12 2%	5 2%	6 2%	11 3%
Your hands	7 1%	-	7 1%	-	1 1%	2 1%	-	4 4%	6 1%	1 *	1 *	6 1%
Your arms	7 1%	-	7 1%	-	1 *	1 1%	4 3%	1 1%	7 1%	-	4 1%	2 1%
None of the above	40 6%	-	40 6%	9 8%	11 7%	8 5%	9 6%	4 3%	26 5%	14 7%	7 2%	33 8%

Q3 Which of the following do you regard as your worst feature?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Your stomach	341 50%	122 51%	96 55%	123 47%	33 49%	54 53%	35 50%	58 59%	76 49%	37 38%	49 54%	6 24%	53 37%	230 58%	51 45%
Your whole body	75 11%	26 11%	25 14%	24 9%	9 14%	9 8%	8 12%	15 15%	16 11%	10 10%	8 9%	- -	* *	27 7%	48 42%
Your legs	61 9%	23 10%	14 8%	24 9%	7 11%	11 10%	6 8%	10 11%	11 7%	6 7%	11 12%	- -	12 8%	47 12%	3 2%
Your bottom	47 7%	8 3%	15 9%	23 9%	- -	6 6%	2 3%	4 4%	19 12%	8 8%	8 9%	- -	11 8%	34 9%	1 1%
Your breasts	39 6%	18 7%	6 4%	14 5%	5 7%	9 9%	4 5%	4 4%	4 3%	9 9%	4 4%	- -	13 9%	20 5%	5 5%
Your face	27 4%	9 4%	5 3%	13 5%	1 1%	6 6%	2 3%	4 4%	5 3%	6 6%	4 5%	- -	8 5%	15 4%	5 4%
Your feet	18 3%	7 3%	3 2%	9 3%	2 3%	2 2%	2 3%	* *	6 4%	4 4%	1 2%	4 15%	13 9%	2 *	- -
Your hair	16 2%	3 1%	2 1%	11 4%	3 5%	- -	- -	1 1%	8 5%	3 3%	1 1%	* 2%	11 8%	5 1%	- -
Your hands	7 1%	6 2%	- -	1 *	1 2%	1 1%	4 6%	- -	- -	1 1%	- -	- -	1 1%	5 1%	* *
Your arms	7 1%	5 2%	2 1%	- -	3 5%	- -	1 2%	- -	2 1%	- -	- -	1 5%	1 *	5 1%	- -
None of the above	40 6%	13 5%	6 3%	22 8%	3 5%	5 5%	5 7%	2 2%	8 5%	13 14%	4 5%	14 54%	20 14%	7 2%	- -

Q4 How do you feel when you look at yourself naked in the mirror?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Happy	24 4%	-	24 4%	9 8%	6 4%	5 3%	3 2%	1 1%	13 3%	12 6%	4 1%	21 5%
Comfortable	249 37%	-	249 37%	44 40%	65 42%	49 31%	47 33%	44 40%	179 38%	71 34%	96 34%	154 39%
Uncomfortable	310 46%	-	310 46%	54 49%	61 40%	77 48%	63 45%	55 49%	217 46%	93 45%	130 47%	180 45%
Like crying	94 14%	-	94 14%	5 4%	22 14%	28 17%	28 20%	12 11%	61 13%	34 16%	50 18%	44 11%

Q4 How do you feel when you look at yourself naked in the mirror?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Happy	24 4%	13 5%	3 2%	8 3%	6 9%	4 4%	3 5%	2 2%	4 3%	4 4%	1 1%	14 56%	10 7%	-	-
Comfortable	249 37%	81 34%	54 31%	114 43%	24 35%	26 26%	31 44%	24 24%	73 47%	42 43%	30 34%	10 40%	126 88%	113 29%	-
Uncomfortable	310 46%	111 46%	88 51%	111 42%	29 43%	55 54%	26 37%	53 54%	61 39%	44 46%	42 47%	1 4%	6 4%	260 66%	42 37%
Like crying	94 14%	35 14%	29 17%	31 12%	8 12%	17 16%	10 14%	19 20%	18 12%	6 6%	16 18%	-	-	23 6%	71 63%

Q5 Which of the following do you regard as your best feature?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Your face	159 23%	-	159 23%	25 23%	33 22%	33 21%	46 32%	21 19%	116 25%	43 21%	71 25%	88 22%
Your hair	136 20%	-	136 20%	22 20%	31 20%	30 19%	28 20%	25 22%	89 19%	47 23%	51 18%	85 21%
Your breasts	97 14%	-	97 14%	19 17%	26 17%	22 14%	11 8%	19 17%	70 15%	27 13%	38 14%	58 15%
Your legs	63 9%	-	63 9%	6 5%	9 6%	18 11%	13 9%	18 16%	46 10%	17 8%	20 7%	43 11%
Your bottom	45 7%	-	45 7%	18 16%	12 8%	9 6%	6 4%	-	31 7%	14 7%	24 9%	21 5%
Your hands	35 5%	-	35 5%	7 6%	10 6%	7 4%	8 6%	4 4%	22 5%	13 6%	14 5%	21 5%
Your whole body	27 4%	-	27 4%	6 6%	6 4%	7 5%	5 4%	2 2%	20 4%	7 3%	9 3%	17 4%
Your feet	15 2%	-	15 2%	-	5 3%	3 2%	3 2%	5 4%	10 2%	5 2%	5 2%	10 3%
Your arms	6 1%	-	6 1%	-	3 2%	2 1%	-	1 1%	6 1%	1 *	2 1%	4 1%
Your stomach	5 1%	-	5 1%	3 3%	1 1%	1 1%	-	-	2 1%	3 1%	1 *	4 1%
None of the above	89 13%	-	89 13%	4 4%	19 12%	26 16%	22 16%	17 16%	56 12%	33 16%	42 15%	47 12%

Q5 Which of the following do you regard as your best feature?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Your face	159 23%	56 23%	44 25%	59 22%	14 22%	23 22%	19 27%	27 27%	39 25%	19 20%	19 21%	4 18%	28 20%	103 26%	23 20%
Your hair	136 20%	51 21%	34 20%	52 20%	16 25%	22 22%	12 17%	18 18%	33 21%	19 20%	16 17%	2 9%	17 12%	86 22%	32 28%
Your breasts	97 14%	28 12%	29 17%	39 15%	11 16%	11 11%	6 9%	20 21%	24 15%	15 15%	9 11%	4 14%	18 12%	68 17%	8 7%
Your legs	63 9%	27 11%	11 6%	26 10%	8 13%	7 7%	12 16%	7 7%	17 11%	7 7%	6 7%	1 4%	26 18%	34 9%	2 2%
Your bottom	45 7%	9 4%	17 10%	19 7%	2 3%	6 6%	2 3%	7 8%	10 6%	8 8%	11 12%	2 9%	23 16%	16 4%	3 3%
Your hands	35 5%	13 6%	9 5%	13 5%	2 3%	5 5%	6 8%	3 3%	8 5%	3 3%	7 8%	- -	5 4%	22 6%	8 7%
Your whole body	27 4%	7 3%	6 4%	14 5%	2 3%	4 3%	1 1%	4 4%	2 1%	10 11%	4 4%	6 25%	15 10%	6 1%	- -
Your feet	15 2%	7 3%	2 1%	7 3%	2 3%	3 3%	2 3%	- -	5 3%	3 3%	1 1%	- -	3 2%	10 2%	3 2%
Your arms	6 1%	2 1%	1 *	3 1%	- -	* *	2 3%	1 1%	- -	1 1%	2 2%	- -	- -	5 1%	1 1%
Your stomach	5 1%	3 1%	1 *	2 1%	- -	1 1%	2 3%	1 1%	1 1%	* 1%	- -	2 8%	- -	3 1%	- -
None of the above	89 13%	37 15%	22 12%	31 12%	9 13%	21 20%	7 10%	10 10%	16 11%	11 11%	15 17%	3 14%	8 6%	43 11%	34 30%

Q6 Do you think you weigh...

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Too little	24 4%	-	24 4%	6 5%	6 4%	5 3%	4 3%	4 4%	17 4%	8 4%	6 2%	18 5%
Too much	468 69%	-	468 69%	62 56%	93 61%	112 70%	109 77%	92 82%	318 68%	150 72%	187 67%	281 70%
About right	186 27%	-	186 27%	43 39%	55 36%	43 27%	29 20%	16 14%	134 29%	52 25%	86 31%	100 25%

Q6 Do you think you weigh...

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Too little	24 4%	14 6%	5 3%	6 2%	5 7%	4 4%	5 7%	3 3%	5 3%	1 1%	2 2%	-	10 7%	13 3%	1 1%
Too much	468 69%	165 69%	132 76%	171 65%	45 68%	72 71%	48 68%	75 78%	105 68%	58 60%	64 72%	9 34%	41 28%	309 78%	109 96%
About right	186 27%	60 25%	38 22%	88 33%	16 25%	26 25%	17 25%	19 19%	46 29%	38 39%	24 27%	17 66%	92 65%	74 19%	3 3%

Q7 How much weight would you ideally like to lose?

Base: All women who think they weigh too much

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	522	-	522	41	161	147	109	64	345	177	203	319
Weighted Base	468	-	468	62	93	112	109	92	318	150	187	281
Half a stone or less	13 3%	-	13 3%	4 7%	4 5%	1 1%	-	4 4%	9 3%	5 3%	2 1%	12 4%
Between half a stone and 1 stone	89 19%	-	89 19%	20 32%	14 15%	17 15%	18 17%	20 22%	69 22%	20 14%	30 16%	60 21%
Between 1 and 2 stone	130 28%	-	130 28%	15 25%	27 29%	37 33%	27 25%	24 26%	84 26%	46 31%	55 30%	75 27%
Between 2 stone and 3 stone	109 23%	-	109 23%	10 17%	23 24%	23 21%	26 24%	26 29%	72 23%	37 25%	48 26%	61 22%
More than 3 stone	126 27%	-	126 27%	12 20%	25 26%	33 30%	38 34%	18 20%	85 27%	41 27%	52 28%	74 26%

Q7 How much weight would you ideally like to lose?

Base: All women who think they weigh too much

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	522	183	152	187	48	84	51	86	118	65	70	8	38	352	124
Weighted Base	468	165	132	171	45	72	48	75	105	58	64	9	41	309	109
Half a stone or less	13 3%	4 2%	2 1%	8 5%	- -	2 2%	2 5%	1 1%	2 2%	6 10%	1 1%	- -	7 16%	7 2%	- -
Between half a stone and 1 stone	89 19%	32 19%	18 13%	40 24%	5 12%	15 21%	11 23%	12 16%	26 25%	11 19%	9 15%	1 10%	19 46%	67 22%	3 3%
Between 1 and 2 stone	130 28%	51 31%	38 29%	42 24%	16 34%	21 29%	14 29%	18 24%	27 26%	19 32%	15 24%	2 20%	13 33%	101 33%	14 13%
Between 2 stone and 3 stone	109 23%	37 22%	35 27%	37 22%	9 19%	12 17%	16 33%	23 31%	24 23%	8 13%	17 27%	5 57%	2 5%	78 25%	24 22%
More than 3 stone	126 27%	42 26%	40 30%	44 26%	16 35%	22 30%	5 10%	22 29%	25 24%	15 26%	21 33%	1 13%	- -	57 18%	68 62%

Q8 What dress size are you?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
8 or smaller	40 6%	-	40 6%	15 13%	14 9%	4 2%	4 3%	4 3%	30 6%	11 5%	15 5%	25 6%
10	97 14%	-	97 14%	29 26%	27 18%	20 13%	12 8%	9 8%	66 14%	31 15%	33 12%	64 16%
12	118 17%	-	118 17%	33 30%	34 22%	28 18%	16 11%	6 6%	83 18%	35 17%	60 22%	58 14%
14	115 17%	-	115 17%	12 11%	28 18%	34 21%	21 15%	21 18%	84 18%	31 15%	48 17%	67 17%
16	117 17%	-	117 17%	17 16%	16 10%	29 18%	27 19%	29 26%	85 18%	32 15%	49 18%	68 17%
18	78 12%	-	78 12%	4 3%	18 12%	18 11%	26 18%	14 12%	55 12%	23 11%	38 14%	40 10%
20 or larger	112 17%	-	112 17%	1 1%	17 11%	27 17%	37 26%	30 27%	67 14%	46 22%	35 13%	77 19%
SMALL	137 20%	-	137 20%	44 39%	41 27%	24 15%	15 11%	13 12%	96 20%	41 20%	48 17%	89 22%
MEDIUM	350 52%	-	350 52%	62 56%	78 51%	91 57%	63 45%	56 50%	251 54%	99 47%	158 56%	193 48%
LARGE	191 28%	-	191 28%	5 5%	34 22%	45 28%	63 44%	44 39%	122 26%	69 33%	73 26%	117 29%

Q8 What dress size are you?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body				Q6 Think about Weight		
	Total	North	Mid lands	South	Scot Land	Yorks/ Humber	North West	East & South West Midlands	East Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.	Too little	Too much	About right
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128	26	522	214
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113	24	468	186
8 or smaller	40 6%	17 7%	9 5%	14 5%	7 11%	5 5%	5 7%	5 5%	4 3%	7 7%	7 8%	2 8%	17 12%	20 5%	2 2%	17 72%	1 *	22 12%
10	97 14%	34 14%	14 8%	49 18%	5 7%	13 12%	17 24%	4 4%	27 17%	24 25%	8 9%	10 41%	44 31%	38 10%	4 4%	5 19%	16 3%	76 41%
12	118 17%	44 19%	30 17%	43 16%	11 16%	27 27%	6 9%	17 18%	29 18%	15 16%	12 14%	2 7%	36 25%	74 19%	7 6%	1 4%	63 13%	54 29%
14	115 17%	39 16%	26 15%	49 19%	12 19%	13 12%	14 21%	14 14%	27 17%	20 20%	15 17%	2 9%	24 17%	76 19%	12 11%	- -	88 19%	26 14%
16	117 17%	42 18%	34 19%	42 16%	12 18%	14 14%	16 22%	16 17%	34 22%	12 13%	13 14%	1 5%	18 12%	81 20%	17 15%	- -	112 24%	5 3%
18	78 12%	22 9%	30 17%	26 10%	8 13%	11 11%	3 4%	21 22%	11 7%	7 7%	17 19%	3 10%	- -	49 12%	27 24%	- -	77 17%	1 1%
20 or larger	112 17%	40 17%	31 18%	41 16%	11 16%	20 19%	9 14%	19 20%	24 16%	12 13%	16 18%	5 20%	4 3%	59 15%	44 39%	1 5%	110 23%	1 1%
SMALL	137 20%	51 21%	22 13%	63 24%	12 19%	18 17%	22 31%	9 9%	31 20%	31 32%	16 18%	12 49%	61 42%	58 15%	6 5%	22 91%	17 4%	98 53%
MEDIUM	350 52%	126 53%	90 52%	134 51%	35 53%	54 53%	36 52%	48 49%	89 57%	47 49%	40 45%	5 21%	78 55%	231 58%	36 32%	1 4%	264 56%	85 46%
LARGE	191 28%	62 26%	62 35%	67 25%	19 29%	30 30%	12 18%	41 42%	36 23%	19 20%	33 37%	8 30%	4 3%	108 27%	71 63%	1 5%	187 40%	2 1%

Q8 What dress size are you?

Base: All women

Absolute figures
Column percentages

	Q7 Ideal weight lose					
	Total	Half a stone or less	Between a half a stone and 1 stone	Between 1 stone and 2 stone	Between 2 stone and 3 stone	More than 3 stone
Unweighted total	762	14	91	155	122	140
Weighted Base	678	13	89	130	109	126
8 or smaller	40 6%	-	1 1%	-	-	-
10	97 14%	4 27%	11 12%	1 1%	1 1%	-
12	118 17%	4 30%	35 39%	20 15%	4 4%	-
14	115 17%	3 23%	25 28%	50 38%	9 8%	1 1%
16	117 17%	3 20%	13 14%	41 32%	38 35%	17 13%
18	78 12%	-	4 5%	14 11%	26 24%	33 26%
20 or larger	112 17%	-	1 1%	5 4%	30 28%	74 59%
SMALL	137 20%	4 27%	11 13%	1 1%	1 1%	-
MEDIUM	350 52%	10 73%	73 82%	111 85%	52 48%	18 15%
LARGE	191 28%	-	5 6%	19 14%	56 51%	107 85%

Q9 How do you feel about your dress size?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Happy	86 13%	-	86 13%	28 25%	23 15%	19 12%	6 4%	10 9%	61 13%	25 12%	32 12%	53 13%
Comfortable	242 36%	-	242 36%	40 36%	65 42%	51 32%	43 31%	44 39%	177 38%	65 31%	90 32%	153 38%
Unhappy	257 38%	-	257 38%	35 32%	45 30%	67 42%	66 46%	43 38%	172 37%	85 41%	111 40%	146 37%
Depressed	93 14%	-	93 14%	8 7%	21 14%	22 14%	26 19%	15 14%	59 13%	34 16%	47 17%	47 12%

Q9 How do you feel about your dress size?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & Mid Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I di slike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Happy	86 13%	32 13%	15 8%	39 15%	11 17%	12 12%	8 12%	8 8%	21 13%	18 19%	8 9%	13 50%	49 35%	22 6%	2 2%
Comfortable	242 36%	80 33%	57 33%	105 40%	21 32%	33 32%	26 37%	32 33%	59 38%	40 41%	31 35%	13 50%	82 57%	145 37%	3 2%
Unhappy	257 38%	98 41%	72 41%	87 33%	26 39%	42 41%	29 42%	36 38%	62 40%	30 31%	30 34%	- -	11 8%	203 51%	42 37%
Depressed	93 14%	30 13%	30 17%	33 13%	8 12%	15 15%	7 10%	21 21%	14 9%	9 9%	20 23%	- -	* *	26 7%	67 59%

Q9 How do you feel about your dress size?

Base: All women

Absolute figures
Column percentages

	Q8 Dress size										
	Total	8 or smaller	10	12	14	16	18	20 or larger	SMALL	MEDIUM	LARGE
Unweighted total	762	43	111	136	135	120	90	127	154	391	217
Weighted Base	678	40	97	118	115	117	78	112	137	350	191
Happy	86 13%	20 50%	44 45%	12 10%	7 6%	* *	- -	3 2%	64 46%	19 6%	3 1%
Comfortable	242 36%	14 34%	47 48%	73 62%	53 47%	29 25%	15 19%	11 10%	60 44%	156 44%	26 14%
Unhappy	257 38%	7 16%	6 7%	28 24%	50 43%	70 60%	34 43%	61 55%	13 10%	148 42%	95 50%
Depressed	93 14%	- -	- -	5 4%	5 4%	17 15%	29 37%	37 33%	- -	27 8%	67 35%

Q10 Do you agree or disagree with the following statement? "Seeing pictures of models or celebrities with great bodies makes me feel worse about myself."

Base: All women

Absolute figures
Column percentages

		Sex		Age					Work		Kids 17 or under living at home		
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total		762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base		678	-	678	111	154	159	141	113	469	209	279	399
Agree strongly	(2)	133 20%	-	133 20%	31 28%	26 17%	35 22%	30 21%	12 10%	92 20%	41 19%	66 24%	67 17%
Agree slightly	(1)	184 27%	-	184 27%	37 34%	50 33%	40 25%	27 19%	30 27%	130 28%	55 26%	72 26%	113 28%
Neither agree nor disagree	(0)	165 24%	-	165 24%	19 17%	34 22%	33 21%	46 32%	33 29%	109 23%	55 27%	65 23%	100 25%
Disagree slightly	(-1)	78 12%	-	78 12%	12 10%	19 12%	27 17%	13 9%	8 7%	55 12%	23 11%	37 13%	41 10%
Disagree strongly	(-2)	118 17%	-	118 17%	13 11%	25 17%	24 15%	26 18%	30 27%	82 17%	35 17%	39 14%	78 20%
Mean		0.203	-	0.203	0.559	0.211	0.219	0.162	-0.129	0.203	0.204	0.311	0.128
Standard deviation		1.352	-	1.352	1.302	1.323	1.366	1.358	1.348	1.359	1.340	1.343	1.355
Error variance		0.002	-	0.002	0.023	0.007	0.009	0.013	0.024	0.004	0.007	0.006	0.004

Q10 Do you agree or disagree with the following statement? "Seeing pictures of models or celebrities with great bodies makes me feel worse about myself."

Base: All women

Absolute figures
Column percentages

		Region				Region							Q1 Feel about your body			
		Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total		762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base		678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Agree strongly	(2)	133 20%	41 17%	38 22%	53 20%	10 14%	21 21%	11 15%	24 24%	29 19%	18 18%	21 23%	2 9%	7 5%	72 18%	52 46%
Agree slightly	(1)	184 27%	57 24%	49 28%	78 30%	17 26%	23 23%	16 23%	25 25%	53 34%	29 30%	21 23%	2 8%	28 20%	127 32%	28 25%
Neither agree nor disagree	(0)	165 24%	60 25%	36 21%	69 26%	16 24%	26 25%	18 26%	19 20%	34 22%	26 27%	25 28%	3 12%	50 35%	94 24%	18 16%
Disagree slightly	(-1)	78 12%	33 14%	24 13%	22 8%	3 5%	18 18%	11 16%	13 13%	18 11%	8 8%	7 8%	4 16%	20 14%	45 11%	9 8%
Disagree strongly	(-2)	118 17%	48 20%	27 16%	42 16%	20 31%	14 14%	14 20%	17 18%	21 13%	15 16%	16 18%	14 55%	38 27%	59 15%	6 6%
Mean		0.203	0.045	0.276	0.298	-0.11	0.188	-0.02	0.257	0.338	0.265	0.266	-0.993	-0.383	0.273	0.964
Standard deviation		1.352	1.371	1.363	1.319	1.460	1.326	1.349	1.422	1.283	1.303	1.381	1.381	1.206	1.299	1.210
Error variance		0.002	0.007	0.009	0.006	0.030	0.015	0.025	0.018	0.009	0.015	0.019	0.068	0.010	0.004	0.011

Q11 Do you lie about your weight?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Always	32 5%	-	32 5%	7 6%	10 6%	9 6%	6 4%	1 1%	25 5%	7 3%	15 5%	17 4%
Sometimes	231 34%	-	231 34%	37 34%	52 34%	49 31%	51 36%	42 37%	162 35%	69 33%	93 33%	138 35%
Never	414 61%	-	414 61%	67 60%	92 60%	101 64%	85 60%	70 62%	282 60%	133 63%	171 61%	243 61%

Q11 Do you lie about your weight?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Always	32 5%	15 6%	7 4%	10 4%	3 5%	8 8%	4 5%	2 2%	3 2%	4 5%	7 8%	1 4%	5 3%	9 2%	17 15%
Sometimes	231 34%	69 29%	66 38%	96 36%	24 35%	30 29%	16 23%	43 44%	56 36%	34 35%	30 34%	3 13%	25 17%	150 38%	53 47%
Never	414 61%	155 65%	101 58%	158 60%	40 60%	64 63%	50 72%	52 54%	97 62%	59 61%	52 58%	21 82%	113 79%	237 60%	43 38%

Q11 Do you lie about your weight?

Base: All women

Absolute figures
Column percentages

	Q8 Dress size										
	Total	8 or smaller	10	12	14	16	18	20 or larger	SMALL	MEDIUM	LARGE
Unweighted total	762	43	111	136	135	120	90	127	154	391	217
Weighted Base	678	40	97	118	115	117	78	112	137	350	191
Always	32 5%	- -	4 4%	3 2%	3 2%	8 7%	6 7%	8 7%	4 3%	14 4%	14 7%
Sometimes	231 34%	6 14%	16 16%	32 27%	51 45%	47 40%	33 43%	47 42%	22 16%	130 37%	80 42%
Never	414 61%	34 86%	77 80%	83 71%	61 53%	63 53%	39 50%	57 51%	111 81%	207 59%	96 51%

Q12 What dress size do you think men find most attractive?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
8 or smaller	29 4%	-	29 4%	13 11%	10 7%	5 3%	1 1%	1 1%	17 4%	13 6%	15 5%	15 4%
10	209 31%	-	209 31%	60 54%	55 36%	48 30%	38 27%	7 6%	150 32%	59 28%	98 35%	110 28%
12	277 41%	-	277 41%	28 25%	67 43%	73 46%	58 41%	51 46%	197 42%	80 38%	114 41%	163 41%
14	129 19%	-	129 19%	10 9%	18 12%	23 15%	38 27%	39 35%	84 18%	45 21%	42 15%	87 22%
16	28 4%	-	28 4%	-	2 2%	8 5%	7 5%	10 9%	17 4%	10 5%	10 4%	17 4%
18	4 1%	-	4 1%	-	-	1 *	-	4 4%	3 1%	2 1%	1 *	4 1%
20 or larger	2 *	-	2 *	-	1 *	1 1%	-	-	1 *	1 1%	-	2 *
SMALL	238 35%	-	238 35%	73 66%	66 43%	53 33%	38 27%	8 7%	166 35%	71 34%	113 40%	125 31%
MEDIUM	434 64%	-	434 64%	38 34%	87 57%	105 66%	103 73%	100 89%	299 64%	135 64%	166 59%	268 67%
LARGE	6 1%	-	6 1%	-	1 *	2 1%	-	4 4%	4 1%	3 1%	1 *	6 1%

Q12 What dress size do you think men find most attractive?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
8 or smaller	29 4%	12 5%	3 2%	14 5%	2 3%	5 5%	6 8%	2 2%	3 2%	10 10%	3 3%	1 5%	8 5%	14 3%	7 6%
10	209 31%	73 30%	53 30%	83 31%	17 25%	38 37%	17 25%	27 28%	47 30%	33 34%	30 33%	8 31%	44 31%	129 32%	28 25%
12	277 41%	94 40%	74 42%	108 41%	27 41%	36 35%	32 45%	46 47%	67 43%	35 36%	36 40%	5 21%	61 43%	163 41%	47 42%
14	129 19%	46 19%	37 21%	46 17%	16 25%	17 17%	13 18%	17 17%	33 21%	18 19%	15 17%	9 36%	26 18%	71 18%	23 20%
16	28 4%	10 4%	6 3%	12 4%	1 2%	7 6%	2 3%	5 5%	5 3%	1 1%	7 7%	* 2%	3 2%	18 4%	7 6%
18	4 1%	3 1%	- -	2 1%	2 4%	- -	1 1%	- -	2 1%	- -	- -	1 5%	- -	3 1%	- -
20 or larger	2 *	1 *	1 1%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 1%
SMALL	238 35%	85 35%	56 32%	97 37%	19 28%	43 42%	23 33%	29 30%	49 32%	43 44%	32 36%	9 35%	52 36%	142 36%	35 31%
MEDIUM	434 64%	151 63%	117 67%	166 63%	45 67%	59 58%	47 66%	67 69%	105 67%	54 56%	57 64%	15 59%	90 63%	251 63%	77 68%
LARGE	6 1%	4 1%	1 1%	2 1%	3 5%	- -	1 1%	1 1%	2 1%	- -	- -	1 5%	1 *	3 1%	1 1%

Q12 What dress size do you think men find most attractive?

Base: All women

Absolute figures
Column percentages

	Q8 Dress size										
	Total	8 or smaller	10	12	14	16	18	20 or larger	SMALL	MEDIUM	LARGE
Unweighted total	762	43	111	136	135	120	90	127	154	391	217
Weighted Base	678	40	97	118	115	117	78	112	137	350	191
8 or smaller	29 4%	5 11%	17 18%	6 5%	1 1%	-	-	*	22 16%	7 2%	*
10	209 31%	23 58%	34 35%	74 63%	37 32%	20 17%	11 14%	10 9%	57 41%	130 37%	22 11%
12	277 41%	9 23%	33 34%	29 25%	60 52%	71 61%	41 53%	33 29%	42 31%	160 46%	74 39%
14	129 19%	3 8%	13 14%	9 8%	15 13%	24 21%	21 26%	44 39%	16 12%	48 14%	65 34%
16	28 4%	-	-	-	2 2%	2 2%	4 5%	20 18%	-	4 1%	24 12%
18	4 1%	-	-	-	-	-	1 2%	3 3%	-	-	4 2%
20 or larger	2 *	-	-	-	-	-	-	2 2%	-	-	2 1%
SMALL	238 35%	28 69%	51 52%	80 68%	38 33%	20 17%	11 14%	11 10%	78 57%	137 39%	22 12%
MEDIUM	434 64%	12 31%	46 48%	38 32%	77 67%	98 83%	66 84%	96 86%	59 43%	213 61%	162 85%
LARGE	6 1%	-	-	-	-	-	1 2%	5 4%	-	-	6 3%

Q13 Which celebrity's body shape would you most like to have?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Kelly Brook	162 24%	-	162 24%	46 41%	56 36%	38 24%	18 13%	4 4%	126 27%	36 17%	75 27%	88 22%
Kate Winslet	149 22%	-	149 22%	21 19%	37 24%	41 26%	33 23%	18 16%	107 23%	42 20%	63 23%	86 22%
Denise Lewis	32 5%	-	32 5%	7 6%	7 5%	10 6%	4 3%	4 4%	20 4%	12 6%	14 5%	18 5%
Kate Moss	31 5%	-	31 5%	6 6%	8 5%	6 4%	4 3%	7 7%	24 5%	7 4%	10 4%	21 5%
None of these	303 45%	-	303 45%	31 28%	46 30%	65 41%	82 58%	78 69%	192 41%	111 53%	117 42%	186 47%

Q13 Which celebrity's body shape would you most like to have?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Kelly Brook	162 24%	60 25%	42 24%	60 23%	17 25%	28 28%	15 21%	18 19%	36 23%	25 26%	23 26%	4 15%	32 22%	97 24%	30 26%
Kate Winslet	149 22%	53 22%	42 24%	54 20%	15 23%	19 18%	20 28%	27 28%	35 23%	16 16%	18 20%	2 8%	27 19%	88 22%	33 29%
Denise Lewis	32 5%	10 4%	8 4%	14 5%	1 2%	6 6%	3 4%	6 6%	5 3%	7 7%	4 4%	1 6%	6 4%	20 5%	5 4%
Kate Moss	31 5%	9 4%	9 5%	14 5%	3 4%	- -	6 8%	4 4%	6 4%	9 10%	3 3%	2 7%	9 6%	14 4%	6 6%
None of these	303 45%	107 45%	74 42%	122 46%	31 46%	49 48%	27 39%	42 44%	73 47%	40 41%	41 46%	16 64%	69 49%	178 45%	40 35%

Q14a Which part of your naked body do you think is most likely to turn men on?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Breasts	352 52%	-	352 52%	61 55%	85 55%	79 50%	67 47%	59 53%	252 54%	100 48%	141 51%	210 53%
Eyes	79 12%	-	79 12%	13 12%	18 12%	24 15%	17 12%	7 6%	55 12%	25 12%	39 14%	40 10%
Bottom	71 11%	-	71 11%	20 18%	19 12%	16 10%	11 8%	6 5%	49 10%	22 11%	24 9%	47 12%
Legs	39 6%	-	39 6%	6 6%	5 3%	8 5%	6 4%	15 13%	33 7%	7 3%	14 5%	25 6%
Stomach	13 2%	-	13 2%	6 5%	2 1%	2 1%	4 3%	-	7 1%	6 3%	8 3%	6 1%
Ears	4 1%	-	4 1%	-	1 1%	1 1%	2 1%	-	2 *	3 1%	1 1%	3 1%
Toes/feet	2 *	-	2 *	1 1%	1 *	-	-	-	-	2 1%	1 *	1 *
Arms	1 *	-	1 *	-	1 *	1 1%	-	-	1 *	-	1 *	1 *
Another part	16 2%	-	16 2%	-	8 5%	3 2%	3 2%	3 3%	9 2%	7 4%	7 2%	10 2%
None of it	99 15%	-	99 15%	3 3%	15 10%	25 16%	32 23%	22 20%	61 13%	37 18%	42 15%	56 14%

Q14a Which part of your naked body do you think is most likely to turn men on?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Breasts	352 52%	121 51%	86 49%	145 55%	30 45%	57 55%	35 50%	46 47%	89 57%	51 52%	45 50%	11 45%	80 56%	213 54%	47 41%
Eyes	79 12%	24 10%	20 11%	35 13%	7 11%	9 9%	8 11%	10 11%	22 14%	12 12%	11 12%	2 10%	14 10%	48 12%	15 14%
Bottom	71 11%	30 12%	21 12%	20 8%	12 18%	9 9%	8 12%	13 13%	14 9%	10 11%	4 5%	3 13%	25 18%	39 10%	4 4%
Legs	39 6%	15 6%	7 4%	18 7%	4 6%	3 3%	8 11%	3 3%	10 7%	7 7%	5 6%	2 8%	11 8%	23 6%	3 3%
Stomach	13 2%	5 2%	2 1%	6 2%	2 3%	1 1%	1 2%	2 2%	1 *	3 3%	3 3%	- -	2 2%	8 2%	3 3%
Ears	4 1%	2 1%	1 1%	1 *	1 2%	- -	1 1%	1 1%	- -	1 1%	1 1%	- -	1 1%	1 *	2 2%
Toes/feet	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	1 *	1 *	- -
Arms	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 *	- -
Another part	16 2%	7 3%	3 2%	7 3%	2 2%	5 5%	- -	1 1%	2 1%	4 4%	3 3%	1 6%	3 2%	9 2%	3 3%
None of it	99 15%	36 15%	34 19%	29 11%	9 13%	18 17%	9 13%	22 23%	16 10%	9 9%	17 18%	5 19%	6 4%	53 13%	35 31%

Q14b Which part of your naked body do you think is most likely to turn men off?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Stomach	373 55%	-	373 55%	47 42%	77 50%	84 53%	90 64%	75 67%	254 54%	119 57%	161 58%	212 53%
Toes/feet	82 12%	-	82 12%	21 19%	25 17%	20 12%	8 6%	7 6%	65 14%	17 8%	38 14%	44 11%
Legs	56 8%	-	56 8%	8 7%	14 9%	19 12%	7 5%	9 8%	39 8%	17 8%	26 9%	30 8%
Breasts	31 5%	-	31 5%	8 7%	7 5%	6 4%	6 4%	4 4%	24 5%	7 4%	12 4%	19 5%
Arms	8 1%	-	8 1%	4 3%	2 2%	2 1%	1 *	-	5 1%	3 2%	2 1%	7 2%
Ears	4 1%	-	4 1%	1 1%	2 1%	-	1 1%	-	4 1%	* *	2 1%	2 *
Eyes	-	-	-	-	-	-	-	-	-	-	-	-
Another part	48 7%	-	48 7%	8 8%	15 10%	11 7%	9 6%	5 4%	31 7%	17 8%	18 6%	31 8%
None of it	75 11%	-	75 11%	14 12%	11 7%	17 11%	20 14%	13 11%	46 10%	29 14%	21 7%	54 14%

Q14b Which part of your naked body do you think is most likely to turn men off?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Stomach	373 55%	128 54%	110 63%	135 51%	34 51%	58 56%	36 51%	69 71%	80 51%	44 46%	52 58%	3 11%	43 30%	242 61%	85 75%
Toes/feet	82 12%	31 13%	17 10%	34 13%	10 15%	11 10%	10 15%	7 7%	23 15%	12 12%	10 11%	3 13%	33 23%	41 10%	5 4%
Legs	56 8%	23 10%	13 7%	20 8%	3 4%	12 12%	8 11%	4 4%	15 9%	8 8%	7 8%	- -	13 9%	34 9%	9 8%
Breasts	31 5%	9 4%	10 5%	13 5%	6 9%	1 1%	1 2%	3 3%	9 6%	7 8%	4 4%	1 2%	7 5%	17 4%	7 6%
Arms	8 1%	- -	4 2%	4 2%	- -	- -	- -	2 2%	3 2%	3 3%	1 1%	* 2%	4 3%	2 1%	1 1%
Ears	4 1%	1 *	- -	3 1%	- -	1 1%	- -	- -	- -	2 2%	2 2%	- -	2 1%	2 1%	- -
Eyes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another part	48 7%	16 7%	13 7%	19 7%	4 6%	8 8%	4 6%	9 9%	11 7%	5 5%	6 7%	1 3%	12 9%	29 7%	6 5%
None of it	75 11%	31 13%	8 5%	35 13%	10 15%	11 11%	10 15%	4 5%	15 10%	16 16%	8 9%	17 69%	28 20%	29 7%	1 1%

Q15 What part of your body would you choose to alter surgically?

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Stomach	216 32%	-	216 32%	29 26%	52 34%	53 34%	47 33%	36 32%	146 31%	71 34%	107 38%	109 27%
Boobs	75 11%	-	75 11%	20 18%	20 13%	18 11%	10 7%	8 7%	58 12%	18 8%	39 14%	36 9%
Thighs	54 8%	-	54 8%	20 18%	16 11%	11 7%	5 4%	2 2%	40 9%	14 7%	27 10%	27 7%
Nose	35 5%	-	35 5%	8 7%	11 7%	5 3%	5 3%	6 5%	23 5%	11 5%	13 5%	21 5%
Bottom	28 4%	-	28 4%	8 7%	5 3%	6 4%	3 2%	6 5%	22 5%	5 3%	11 4%	17 4%
Face	23 3%	-	23 3%	1 1%	3 2%	5 3%	5 3%	9 8%	17 4%	6 3%	7 2%	16 4%
None of the above	247 36%	-	247 36%	25 23%	47 30%	61 38%	67 48%	47 42%	163 35%	84 40%	75 27%	172 43%

Q15 What part of your body would you choose to alter surgically?

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Stomach	216 32%	76 32%	64 36%	77 29%	16 23%	41 40%	20 28%	36 37%	48 31%	28 28%	29 32%	1 5%	30 21%	129 33%	55 49%
Boobs	75 11%	33 14%	14 8%	28 11%	8 13%	14 14%	10 14%	9 9%	13 8%	15 15%	6 7%	- -	15 10%	43 11%	18 16%
Thighs	54 8%	15 6%	16 9%	22 8%	2 3%	9 9%	4 5%	9 9%	13 9%	9 10%	7 8%	2 8%	13 9%	32 8%	7 7%
Nose	35 5%	13 6%	5 3%	16 6%	5 7%	4 4%	5 7%	2 2%	8 5%	7 7%	4 5%	4 17%	11 8%	15 4%	4 4%
Bottom	28 4%	7 3%	12 7%	10 4%	1 2%	2 2%	3 4%	8 8%	9 6%	1 1%	4 4%	1 5%	3 2%	19 5%	5 5%
Face	23 3%	12 5%	4 2%	7 2%	4 6%	2 2%	6 9%	1 1%	7 4%	2 2%	1 1%	* 2%	5 3%	17 4%	- -
None of the above	247 36%	83 35%	59 34%	105 40%	31 47%	30 29%	22 32%	33 34%	58 37%	34 36%	39 43%	16 62%	67 47%	141 36%	23 21%

Q16 When it comes to diets are you..

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
Always on one	65 10%	-	65 10%	7 7%	19 12%	15 9%	11 8%	13 11%	45 10%	20 10%	24 9%	41 10%
Sometimes on one	370 55%	-	370 55%	61 55%	81 52%	84 53%	86 61%	59 53%	270 58%	100 48%	155 56%	215 54%
Never on one	242 36%	-	242 36%	43 38%	54 35%	61 38%	44 31%	40 36%	154 33%	88 42%	99 36%	143 36%

Q16 When it comes to diets are you..

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
Always on one	65 10%	20 8%	18 10%	27 10%	7 10%	6 6%	7 10%	7 7%	17 11%	10 10%	11 13%	1 5%	4 3%	34 9%	25 22%
Sometimes on one	370 55%	127 53%	101 58%	142 54%	36 54%	55 54%	36 51%	61 63%	90 58%	52 53%	40 45%	11 44%	53 37%	234 59%	73 64%
Never on one	242 36%	92 38%	55 32%	95 36%	24 36%	41 40%	27 38%	29 30%	48 31%	35 37%	38 43%	13 51%	85 60%	129 32%	15 14%

Q16 When it comes to diets are you..

Base: All women

Absolute figures
Column percentages

	Q8 Dress size										
	Total	8 or smaller	10	12	14	16	18	20 or larger	SMALL	MEDIUM	LARGE
Unweighted total	762	43	111	136	135	120	90	127	154	391	217
Weighted Base	678	40	97	118	115	117	78	112	137	350	191
Always on one	65 10%	- -	7 7%	9 7%	5 4%	11 9%	15 19%	19 17%	7 5%	25 7%	34 18%
Sometimes on one	370 55%	7 17%	31 33%	57 48%	74 64%	83 70%	49 62%	70 62%	38 28%	213 61%	119 62%
Never on one	242 36%	33 83%	58 60%	53 45%	36 31%	24 20%	15 19%	24 21%	92 67%	112 32%	38 20%

Q17 Do you prefer to make love...

Base: All women

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	762	-	762	75	258	210	143	76	509	253	308	454
Weighted Base	678	-	678	111	154	159	141	113	469	209	279	399
In the dark	337 50%	-	337 50%	59 53%	80 52%	79 50%	71 50%	48 43%	231 49%	106 51%	162 58%	175 44%
With the light on	179 26%	-	179 26%	26 24%	42 27%	43 27%	33 23%	35 31%	132 28%	47 22%	57 20%	122 31%
Neither	162 24%	-	162 24%	26 23%	32 21%	37 23%	38 27%	30 27%	106 23%	56 27%	60 22%	101 25%

Q17 Do you prefer to make love...

Base: All women

Absolute figures
Column percentages

	Region				Region							Q1 Feel about your body			
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	I love it	I like it	I dislike parts of my body	I hate it.
Unweighted total	762	263	208	291	72	117	74	113	175	113	98	28	151	455	128
Weighted Base	678	239	174	264	66	102	70	97	156	97	89	25	143	397	113
In the dark	337 50%	113 47%	94 54%	129 49%	29 43%	52 51%	33 47%	52 53%	81 52%	49 50%	43 48%	3 13%	44 31%	210 53%	80 71%
With the light on	179 26%	74 31%	36 21%	69 26%	21 32%	27 26%	26 36%	20 20%	42 27%	24 25%	19 22%	11 44%	53 37%	105 26%	9 8%
Neither	162 24%	52 22%	44 25%	66 25%	16 25%	24 23%	12 17%	25 26%	33 21%	24 25%	27 31%	11 42%	45 32%	82 21%	24 21%

Q17 Do you prefer to make love...

Base: All women

Absolute figures
Column percentages

	Q8 Dress size										
	Total	8 or smaller	10	12	14	16	18	20 or larger	SMALL	MEDIUM	LARGE
Unweighted total	762	43	111	136	135	120	90	127	154	391	217
Weighted Base	678	40	97	118	115	117	78	112	137	350	191
In the dark	337 50%	15 37%	39 40%	54 46%	53 47%	73 62%	48 61%	55 49%	53 39%	180 52%	103 54%
With the light on	179 26%	11 28%	36 37%	36 30%	29 25%	28 24%	15 20%	24 21%	47 34%	93 26%	39 21%
Neither	162 24%	14 36%	22 23%	28 24%	32 28%	16 14%	15 19%	33 29%	37 27%	77 22%	48 25%

Q18 Which female celebrity's body shape do you find most attractive?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Kelly Brook	297 43%	297 43%	-	67 55%	81 51%	76 47%	48 34%	25 23%	245 45%	52 34%	123 44%	174 42%
Kate Winslet	171 25%	171 25%	-	34 28%	38 24%	34 21%	43 30%	22 20%	117 22%	54 36%	80 28%	91 22%
Kate Moss	45 7%	45 7%	-	-	15 10%	13 8%	9 6%	9 8%	43 8%	2 1%	14 5%	31 8%
Denise Lewis	33 5%	33 5%	-	-	4 3%	7 4%	7 5%	15 14%	27 5%	6 4%	10 3%	24 6%
None of these	147 21%	147 21%	-	20 17%	22 13%	33 20%	35 25%	38 35%	111 20%	36 24%	54 19%	93 23%

Q18 Which female celebrity's body shape do you find most attractive?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Kelly Brook	297 43%	113 47%	71 37%	114 43%	22 34%	42 43%	48 64%	43 38%	48 31%	44 51%	49 48%
Kate Winslet	171 25%	53 22%	51 27%	67 25%	16 25%	27 28%	10 13%	37 33%	43 28%	14 17%	23 23%
Kate Moss	45 7%	9 4%	15 8%	21 8%	3 5%	3 3%	3 4%	7 6%	15 10%	8 9%	6 6%
Denise Lewis	33 5%	10 4%	10 5%	13 5%	4 6%	3 3%	3 4%	5 4%	9 6%	3 4%	7 7%
None of these	147 21%	52 22%	44 23%	51 19%	19 29%	22 23%	12 15%	22 19%	39 25%	17 20%	17 17%

Q19 If you could alter one aspect of your partner's body surgically what would it be?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Stomach	130 19%	130 19%	-	10 8%	32 20%	34 21%	36 25%	19 18%	105 19%	25 17%	66 23%	64 15%
Boobs (make bigger)	58 8%	58 8%	-	10 8%	21 13%	13 8%	8 6%	6 6%	44 8%	13 9%	21 7%	37 9%
Bottom	50 7%	50 7%	-	11 9%	18 11%	8 5%	11 8%	3 2%	41 8%	9 6%	18 7%	32 8%
Thighs	23 3%	23 3%	-	-	2 2%	7 4%	6 4%	7 6%	19 4%	3 2%	12 4%	10 2%
Face	17 2%	17 2%	-	5 4%	4 2%	5 3%	3 2%	1 1%	17 3%	1 1%	9 3%	8 2%
Nose	11 2%	11 2%	-	-	5 3%	6 4%	-	-	10 2%	1 1%	3 1%	8 2%
Boobs (make smaller)	10 1%	10 1%	-	-	2 1%	5 3%	1 1%	3 3%	9 2%	1 1%	5 2%	5 1%
None of it	244 35%	244 35%	-	29 24%	48 30%	59 36%	58 41%	49 45%	199 37%	45 30%	115 41%	129 31%
I don't have a partner	151 22%	151 22%	-	56 47%	29 18%	26 16%	19 14%	21 19%	99 18%	52 34%	32 11%	119 29%

Q19 If you could alter one aspect of your partner's body surgically what would it be?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Stomach	130 19%	33 14%	41 22%	55 21%	11 17%	12 13%	10 14%	23 20%	29 19%	18 21%	26 26%
Boobs (make bigger)	58 8%	23 10%	12 6%	23 9%	5 8%	10 11%	7 10%	7 6%	18 12%	2 3%	7 7%
Bottom	50 7%	23 10%	7 4%	20 7%	9 13%	11 11%	4 6%	4 3%	6 4%	9 10%	8 7%
Thighs	23 3%	8 3%	3 1%	12 4%	2 4%	2 2%	4 5%	2 1%	5 3%	3 3%	5 5%
Face	17 2%	3 1%	5 3%	9 3%	1 1%	1 1%	1 1%	3 2%	6 4%	- -	6 6%
Nose	11 2%	4 2%	3 1%	4 2%	- -	4 4%	- -	2 1%	2 1%	2 3%	2 2%
Boobs (make smaller)	10 1%	4 2%	2 1%	4 2%	1 1%	3 3%	1 1%	2 2%	- -	2 2%	3 3%
None of it	244 35%	89 38%	66 35%	88 33%	23 36%	29 30%	37 49%	33 29%	63 41%	29 34%	29 28%
I don't have a partner	151 22%	49 21%	51 27%	50 19%	13 20%	25 26%	11 15%	38 33%	25 16%	20 24%	18 18%

Q19 If you could alter one aspect of your partner's body surgically what would it be?

Base: All men with partner

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	498	498	-	13	83	128	150	124	384	114	189	309
Weighted Base	543	543	-	65	132	137	122	88	444	99	249	294
Stomach	130 24%	130 24%	-	10 15%	32 24%	34 24%	36 29%	19 22%	105 24%	25 25%	66 26%	64 22%
Boobs (make bigger)	58 11%	58 11%	-	10 15%	21 16%	13 10%	8 6%	6 7%	44 10%	13 14%	21 8%	37 13%
Bottom	50 9%	50 9%	-	11 17%	18 14%	8 6%	11 9%	3 3%	41 9%	9 9%	18 7%	32 11%
Thighs	23 4%	23 4%	-	-	2 2%	7 5%	6 5%	7 8%	19 4%	3 3%	12 5%	10 3%
Face	17 3%	17 3%	-	5 8%	4 3%	5 3%	3 2%	1 1%	17 4%	1 1%	9 4%	8 3%
Nose	11 2%	11 2%	-	-	5 4%	6 5%	-	-	10 2%	1 1%	3 1%	8 3%
Boobs (make smaller)	10 2%	10 2%	-	-	2 1%	5 4%	1 1%	3 3%	9 2%	1 1%	5 2%	5 2%
None of it	244 45%	244 45%	-	29 45%	48 37%	59 43%	58 47%	49 56%	199 45%	45 46%	115 46%	129 44%
I don't have a partner	-	-	-	-	-	-	-	-	-	-	-	-

Q19 If you could alter one aspect of your partner's body surgically what would it be?

Base: All men with partner

Absolute figures
Column percentages

	Total	Region			Region							
		North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	
Unweighted total	498	163	141	194	45	60	58	74	125	54	82	
Weighted Base	543	188	139	216	51	72	64	76	130	65	84	
Stomach	130 24%	33 18%	41 30%	55 26%	11 21%	12 17%	10 16%	23 31%	29 22%	18 28%	26 31%	
Boobs (make bigger)	58 11%	23 12%	12 8%	23 11%	5 10%	10 14%	7 11%	7 9%	18 14%	2 4%	7 9%	
Bottom	50 9%	23 12%	7 5%	20 9%	9 17%	11 15%	4 7%	4 5%	6 5%	9 14%	8 9%	
Thighs	23 4%	8 4%	3 2%	12 5%	2 4%	2 3%	4 6%	2 2%	5 4%	3 4%	5 6%	
Face	17 3%	3 2%	5 4%	9 4%	1 2%	1 2%	1 2%	3 3%	6 4%	- -	6 7%	
Nose	11 2%	4 2%	3 2%	4 2%	- -	4 6%	- -	2 2%	2 1%	2 3%	2 2%	
Boobs (make smaller)	10 2%	4 2%	2 2%	4 2%	1 1%	3 4%	1 1%	2 3%	- -	2 2%	3 3%	
None of it	244 45%	89 47%	66 48%	88 41%	23 46%	29 40%	37 57%	33 44%	63 49%	29 45%	29 34%	
I don't have a partner	-	-	-	-	-	-	-	-	-	-	-	

Q20 What dress size do you find most attractive on a woman?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
8-10 small	229 33%	229 33%	-	65 54%	62 39%	49 30%	31 22%	23 21%	179 33%	50 33%	91 33%	138 33%
12-16 medium	458 66%	458 66%	-	56 46%	98 61%	113 69%	109 77%	82 75%	359 66%	99 66%	188 67%	270 65%
18+ large	7 1%	7 1%	-	-	-	1 1%	2 1%	4 4%	5 1%	2 1%	2 1%	5 1%

Q20 What dress size do you find most attractive on a woman?

Base: All men

Absolute figures
Column percentages

	Region				Region							
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East & South West Lands	East/ East/ Anglia	Greater London	Wales & West	
Unweighted total	610	199	178	233	54	75	70	95	148	71	97	
Weighted Base	694	237	191	266	64	97	76	113	155	86	103	
8-10 small	229 33%	89 38%	43 23%	97 36%	20 31%	39 40%	30 40%	22 19%	58 37%	35 40%	26 25%	
12-16 medium	458 66%	143 60%	146 77%	168 63%	43 67%	56 58%	45 59%	90 80%	97 63%	51 60%	76 74%	
18+ large	7 1%	5 2%	1 1%	1 *	2 3%	2 2%	1 2%	1 1%	- -	- -	1 1%	

Q21 Would you find a size 18 (large) woman attractive if...?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
She has total confidence in herself	242 35%	242 35%	-	41 34%	61 38%	53 33%	51 36%	35 32%	200 37%	43 28%	90 32%	152 37%
She wears beautiful clothes and lingerie	135 19%	135 19%	-	16 13%	40 25%	32 20%	25 18%	22 20%	117 22%	18 12%	51 18%	84 20%
I would find her attractive regardless	197 28%	197 28%	-	44 37%	31 19%	44 27%	45 32%	33 30%	132 24%	65 43%	93 33%	104 25%
I would never find her attractive	193 28%	193 28%	-	30 25%	49 30%	50 30%	34 24%	30 28%	159 29%	34 23%	74 26%	119 29%

Q21 Would you find a size 18 (large) woman attractive if...?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
She has total confidence in herself	242 35%	70 30%	63 33%	109 41%	17 26%	27 28%	26 35%	40 35%	60 38%	32 37%	41 40%
She wears beautiful clothes and lingerie	135 19%	34 14%	42 22%	59 22%	9 14%	13 13%	12 15%	27 24%	34 22%	18 21%	21 21%
I would find her attractive regardless	197 28%	79 33%	58 30%	60 22%	27 42%	28 29%	24 32%	31 28%	44 28%	22 26%	20 20%
I would never find her attractive	193 28%	72 30%	47 25%	74 28%	18 27%	34 35%	20 27%	27 24%	38 25%	24 28%	31 30%

Q22 Do you prefer a woman who wears... ?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
A lot of make-up	5 1%	5 1%	-	-	-	2 1%	3 2%	1 1%	3 1%	2 1%	2 1%	3 1%
Some make-up	540 78%	540 78%	-	96 79%	123 76%	130 80%	103 73%	88 81%	435 80%	105 70%	203 72%	337 82%
No make-up at all	149 21%	149 21%	-	25 21%	38 24%	31 19%	35 25%	19 18%	105 19%	44 29%	76 27%	73 18%

Q22 Do you prefer a woman who wears... ?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East & South Mid Lands	West East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
A lot of make-up	5 1%	2 1%	1 *	2 1%	- -	2 2%	1 1%	1 1%	1 1%	1 1%	- -
Some make-up	540 78%	189 80%	147 77%	204 77%	50 77%	74 76%	65 86%	86 76%	114 74%	68 80%	82 80%
No make-up at all	149 21%	46 19%	43 23%	60 23%	15 23%	21 22%	10 13%	27 23%	40 26%	16 19%	20 20%

Q23 Which part of a woman's face do you find the most attractive?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Eyes	533 77%	533 77%	-	94 78%	117 73%	126 77%	115 82%	81 74%	415 76%	118 78%	213 76%	320 78%
Lips	89 13%	89 13%	-	21 18%	24 15%	16 10%	15 10%	13 12%	77 14%	11 7%	38 14%	50 12%
Teeth	20 3%	20 3%	-	-	10 6%	6 4%	2 1%	2 2%	16 3%	4 2%	9 3%	11 3%
Ears	13 2%	13 2%	-	-	4 3%	3 2%	3 2%	2 2%	9 2%	4 3%	6 2%	7 2%
Nose	6 1%	6 1%	-	-	1 1%	-	1 1%	3 3%	4 1%	2 1%	1 *	5 1%
None of these	35 5%	35 5%	-	5 4%	5 3%	12 8%	5 4%	7 6%	22 4%	13 8%	14 5%	20 5%

Q23 Which part of a woman's face do you find the most attractive?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Eyes	533 77%	188 79%	148 77%	197 74%	48 74%	83 86%	57 75%	89 78%	119 77%	64 75%	73 71%
Lips	89 13%	24 10%	28 15%	37 14%	12 18%	3 3%	9 12%	19 17%	17 11%	10 12%	19 18%
Teeth	20 3%	8 3%	3 2%	9 3%	2 3%	4 4%	2 3%	2 1%	3 2%	6 7%	1 1%
Ears	13 2%	6 3%	3 1%	4 2%	1 2%	2 2%	3 4%	- -	4 2%	- -	3 3%
Nose	6 1%	1 1%	2 1%	3 1%	1 1%	* *	1 1%	* *	2 1%	- -	2 2%
None of these	35 5%	10 4%	8 4%	17 6%	1 2%	5 5%	5 6%	3 3%	10 6%	6 7%	5 5%

Q24 Generally speaking would you say that British women are on average...?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Too fat	288 42%	288 42%	-	60 50%	65 40%	53 33%	54 38%	56 52%	210 39%	78 52%	114 40%	175 42%
Too thin	38 5%	38 5%	-	11 9%	9 6%	7 4%	7 5%	4 4%	33 6%	5 3%	19 7%	19 5%
Just about right	368 53%	368 53%	-	50 41%	87 54%	103 63%	81 57%	48 44%	301 55%	68 45%	149 53%	219 53%

Q24 Generally speaking would you say that British women are on average...?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Too fat	288 42%	95 40%	73 38%	120 45%	28 43%	51 52%	17 22%	43 38%	58 37%	42 48%	51 49%
Too thin	38 5%	14 6%	11 6%	12 5%	8 13%	2 2%	4 5%	8 7%	3 2%	6 7%	7 6%
Just about right	368 53%	128 54%	106 56%	134 50%	28 44%	44 45%	55 73%	63 55%	94 60%	38 44%	46 44%

Q25 When a woman asks you if she looks fat in something do you lie...?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Sometimes	382 55%	382 55%	-	61 50%	90 56%	94 58%	76 54%	61 56%	302 56%	80 53%	156 55%	227 55%
Always	105 15%	105 15%	-	25 20%	23 14%	21 13%	18 13%	18 17%	83 15%	22 15%	31 11%	74 18%
Never	207 30%	207 30%	-	35 29%	48 30%	48 30%	47 33%	29 27%	159 29%	48 32%	94 34%	113 27%

Q25 When a woman asks you if she looks fat in something do you lie...?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Sometimes	382 55%	135 57%	98 51%	149 56%	47 73%	50 51%	39 51%	60 53%	90 58%	48 56%	49 48%
Always	105 15%	31 13%	28 15%	46 17%	6 9%	13 14%	12 15%	12 11%	27 17%	12 14%	22 22%
Never	207 30%	71 30%	65 34%	71 27%	12 18%	34 35%	25 34%	41 36%	38 25%	25 30%	32 31%

Q26a What part of a naked woman's body is most likely to turn you on?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Breasts	307 44%	307 44%	-	71 59%	55 34%	60 37%	68 48%	53 49%	236 43%	71 47%	127 45%	180 44%
Bottom	132 19%	132 19%	-	5 4%	42 26%	34 21%	32 22%	20 19%	114 21%	19 12%	55 20%	77 19%
Legs	83 12%	83 12%	-	4 3%	25 16%	24 15%	11 8%	19 17%	67 12%	16 10%	32 11%	51 12%
Stomach	37 5%	37 5%	-	14 12%	10 6%	7 5%	3 2%	2 2%	25 5%	12 8%	12 4%	26 6%
Eyes	27 4%	27 4%	-	-	8 5%	7 4%	10 7%	3 3%	19 4%	8 6%	10 4%	18 4%
Toes/feet	8 1%	8 1%	-	5 4%	3 2%	-	-	-	3 1%	5 3%	6 2%	2 *
Arms	1 *	1 *	-	-	-	1 1%	-	-	1 *	-	1 1%	-
Ears	-	-	-	-	-	-	-	-	-	-	-	-
Another part	65 9%	65 9%	-	11 9%	11 7%	20 12%	15 11%	8 8%	53 10%	12 8%	35 12%	30 7%
None of it	33 5%	33 5%	-	9 8%	8 5%	10 6%	3 2%	3 3%	25 5%	8 5%	3 1%	30 7%

Q26a What part of a naked woman's body is most likely to turn you on?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East West Lands	East & South East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Breasts	307 44%	114 48%	89 46%	105 39%	31 49%	52 54%	30 39%	59 52%	74 47%	24 28%	37 36%
Bottom	132 19%	40 17%	36 19%	57 21%	13 21%	12 13%	14 18%	20 18%	30 19%	21 24%	22 21%
Legs	83 12%	28 12%	25 13%	30 11%	8 12%	9 9%	11 14%	10 9%	20 13%	13 15%	12 12%
Stomach	37 5%	9 4%	8 4%	19 7%	2 3%	1 1%	7 10%	7 7%	4 3%	12 14%	4 4%
Eyes	27 4%	7 3%	9 5%	12 5%	3 4%	2 2%	2 3%	5 4%	5 3%	5 5%	6 6%
Toes/feet	8 1%	2 1%	5 3%	1 *	2 3%	- -	- -	5 4%	- -	1 1%	- -
Arms	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%
Ears	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another part	65 9%	29 12%	13 7%	24 9%	4 6%	14 15%	11 14%	4 3%	19 12%	4 5%	9 9%
None of it	33 5%	10 4%	6 3%	17 6%	2 2%	7 8%	1 1%	3 3%	3 2%	6 7%	11 11%

Q26b What part of a naked woman's body is most likely to turn you off?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Toes/feet	268 39%	268 39%	-	56 46%	64 40%	64 39%	52 37%	32 29%	209 39%	59 39%	117 42%	151 37%
Stomach	95 14%	95 14%	-	5 4%	12 8%	28 17%	20 14%	29 27%	81 15%	14 9%	37 13%	57 14%
Legs	23 3%	23 3%	-	11 9%	1 1%	3 2%	3 2%	5 4%	9 2%	14 9%	9 3%	13 3%
Ears	15 2%	15 2%	-	5 4%	7 4%	2 2%	1 1%	-	11 2%	5 3%	11 4%	4 1%
Breasts	15 2%	15 2%	-	-	4 3%	4 2%	5 4%	2 2%	13 2%	2 1%	2 1%	13 3%
Arms	6 1%	6 1%	-	5 4%	-	2 1%	-	-	6 1%	-	-	6 2%
Eyes	2 *	2 *	-	-	-	1 1%	1 1%	-	2 *	-	2 1%	-
Another part	53 8%	53 8%	-	5 4%	16 10%	13 8%	11 8%	7 6%	48 9%	5 4%	23 8%	30 7%
None of it	218 31%	218 31%	-	34 28%	56 35%	46 28%	48 34%	34 31%	165 30%	52 35%	79 28%	139 34%

Q26b What part of a naked woman's body is most likely to turn you off?

Base: All men

Absolute figures
Column percentages

	Region				Region							
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	
Unweighted total	610	199	178	233	54	75	70	95	148	71	97	
Weighted Base	694	237	191	266	64	97	76	113	155	86	103	
Toes/feet	268 39%	114 48%	56 29%	99 37%	32 49%	48 49%	35 46%	35 31%	54 35%	28 33%	37 36%	
Stomach	95 14%	22 9%	33 17%	39 15%	10 16%	5 5%	7 10%	17 15%	23 15%	14 17%	18 18%	
Legs	23 3%	4 2%	14 7%	4 2%	- -	2 2%	2 3%	13 11%	3 2%	1 1%	2 2%	
Ears	15 2%	3 1%	2 1%	11 4%	2 3%	- -	1 1%	2 1%	9 6%	2 3%	- -	
Breasts	15 2%	6 3%	2 1%	7 3%	1 2%	2 2%	3 4%	2 1%	3 2%	1 1%	3 3%	
Arms	6 1%	5 2%	2 1%	- -	5 7%	- -	- -	1 1%	1 *	- -	- -	
Eyes	2 *	- -	2 1%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	
Another part	53 8%	10 4%	21 11%	22 8%	1 1%	5 5%	4 5%	13 12%	16 10%	8 10%	6 6%	
None of it	218 31%	73 31%	61 32%	84 31%	14 22%	36 37%	23 31%	31 27%	47 30%	31 36%	36 35%	

Q27 What sort of breasts do you prefer?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Small	58 8%	58 8%	-	5 4%	7 4%	19 11%	16 12%	11 10%	50 9%	9 6%	20 7%	39 9%
Medium-sized	491 71%	491 71%	-	101 83%	117 73%	97 59%	101 71%	76 70%	370 68%	121 80%	206 73%	285 69%
Naturally big	135 20%	135 20%	-	15 12%	32 20%	44 27%	24 17%	21 19%	114 21%	21 14%	50 18%	85 21%
Surgically enhanced	9 1%	9 1%	-	-	5 3%	4 3%	-	-	9 2%	*	5 2%	5 1%

Q27 What sort of breasts do you prefer?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Small	58 8%	19 8%	14 7%	25 10%	5 8%	8 9%	6 8%	8 7%	13 9%	8 10%	10 10%
Medium-sized	491 71%	172 72%	137 72%	182 69%	50 78%	70 72%	52 68%	79 70%	110 71%	58 68%	72 70%
Naturally big	135 20%	45 19%	39 20%	52 20%	8 12%	18 19%	18 24%	26 23%	32 21%	16 19%	16 16%
Surgically enhanced	9 1%	2 1%	2 1%	6 2%	1 2%	1 1%	- -	- -	- -	3 4%	4 4%

Q28 Which of the following parts of a woman's body do you like to touch the most?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Boobs	333 48%	333 48%	-	35 29%	73 45%	82 50%	78 56%	65 60%	270 50%	64 42%	153 54%	180 44%
Bottom	212 31%	212 31%	-	51 42%	51 32%	49 30%	42 29%	20 19%	163 30%	50 33%	79 28%	133 32%
Legs	76 11%	76 11%	-	19 16%	21 13%	11 7%	11 8%	13 12%	56 10%	20 14%	31 11%	45 11%
None of the above	73 10%	73 10%	-	16 13%	16 10%	21 13%	10 7%	10 9%	56 10%	17 11%	18 7%	54 13%

Q28 Which of the following parts of a woman's body do you like to touch the most?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South Mid Lands	West East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Boobs	333 48%	107 45%	104 54%	123 46%	30 47%	38 39%	38 50%	57 50%	82 53%	35 41%	53 52%
Bottom	212 31%	82 35%	51 26%	79 30%	21 32%	36 37%	26 35%	35 31%	44 28%	28 33%	23 22%
Legs	76 11%	20 9%	22 11%	34 13%	7 12%	6 6%	7 9%	15 13%	19 12%	12 14%	10 10%
None of the above	73 10%	28 12%	15 8%	30 11%	6 9%	18 18%	5 6%	7 6%	11 7%	10 12%	17 16%

Q29 Which of the following features would turn you off?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Facial hair	504 73%	504 73%	-	97 80%	124 77%	120 73%	101 71%	63 58%	404 74%	100 67%	201 71%	304 73%
Hairy legs	355 51%	355 51%	-	60 50%	102 63%	74 45%	77 54%	43 40%	297 55%	58 39%	125 44%	231 56%
Hairy armpits	347 50%	347 50%	-	68 57%	98 61%	74 45%	62 44%	45 41%	287 53%	59 39%	141 50%	206 50%
Cellulite	215 31%	215 31%	-	50 41%	47 29%	44 27%	38 27%	36 33%	175 32%	39 26%	77 27%	138 33%
None of the above	26 4%	26 4%	-	-	1 1%	11 6%	7 5%	7 6%	18 3%	8 5%	10 3%	16 4%

Q29 Which of the following features would turn you off?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North East/ Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Facial hair	504 73%	179 75%	130 68%	196 73%	48 74%	70 72%	61 81%	80 71%	108 70%	63 73%	75 73%
Hairy legs	355 51%	109 46%	105 55%	141 53%	24 38%	43 44%	42 55%	69 60%	67 43%	48 57%	62 61%
Hairy armpits	347 50%	114 48%	96 51%	136 51%	30 47%	52 53%	32 43%	56 49%	81 52%	43 50%	53 52%
Cellulite	215 31%	73 31%	49 26%	93 35%	9 14%	37 38%	27 35%	26 23%	45 29%	36 42%	35 34%
None of the above	26 4%	11 5%	6 3%	8 3%	4 6%	6 6%	2 2%	2 1%	5 3%	1 1%	7 7%

Q30 What turns you off the most about a woman's face?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Facial hair	507 73%	507 73%	-	107 88%	130 81%	107 65%	99 70%	65 60%	399 73%	109 72%	206 73%	302 73%
Spots	98 14%	98 14%	-	5 4%	15 10%	30 18%	20 14%	27 25%	79 14%	19 13%	37 13%	61 15%
Moles	30 4%	30 4%	-	-	7 5%	9 5%	9 7%	4 4%	27 5%	3 2%	12 4%	18 4%
Wrinkles	11 2%	11 2%	-	-	1 1%	3 2%	3 2%	4 3%	7 1%	4 2%	4 2%	7 2%
None of the above	48 7%	48 7%	-	9 8%	6 4%	15 9%	10 7%	8 8%	32 6%	16 11%	22 8%	26 6%

Q30 What turns you off the most about a woman's face?

Base: All men

Absolute figures
Column percentages

	Region				Region							
	Total	North	Mid lands	South	Scot Land	Yorks/ Humber	North West	East Midlands	South East/ Anglia	Greater London	Wales & West	
Unweighted total	610	199	178	233	54	75	70	95	148	71	97	
Weighted Base	694	237	191	266	64	97	76	113	155	86	103	
Facial hair	507 73%	184 78%	135 71%	189 71%	57 89%	70 72%	57 75%	81 71%	108 70%	60 70%	74 72%	
Spots	98 14%	26 11%	30 16%	42 16%	3 5%	13 13%	9 12%	15 13%	25 16%	14 16%	18 17%	
Moles	30 4%	8 3%	11 6%	11 4%	- -	2 3%	5 7%	9 8%	5 3%	5 6%	2 2%	
Wrinkles	11 2%	3 1%	3 1%	5 2%	1 1%	2 2%	- -	* *	5 4%	1 1%	1 1%	
None of the above	48 7%	17 7%	13 7%	19 7%	3 5%	10 10%	4 6%	8 7%	11 7%	6 6%	7 7%	

Q31 Do you prefer women's hair to be...?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Brunette	319 46%	319 46%	-	79 65%	72 45%	72 44%	54 38%	42 39%	236 43%	82 55%	129 46%	190 46%
Blonde	210 30%	210 30%	-	27 22%	46 29%	49 30%	50 35%	39 36%	175 32%	35 23%	88 31%	123 30%
Black	99 14%	99 14%	-	10 9%	25 15%	26 16%	22 15%	16 14%	80 15%	19 13%	40 14%	58 14%
Red	59 8%	59 8%	-	4 4%	18 11%	14 9%	14 10%	8 7%	46 8%	13 9%	21 8%	37 9%
Grey	8 1%	8 1%	-	-	-	2 1%	2 1%	4 4%	6 1%	2 1%	3 1%	5 1%

Q31 Do you prefer women's hair to be...?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West Lands	East East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Brunette	319 46%	119 50%	89 47%	111 42%	39 61%	45 46%	35 47%	56 49%	64 42%	33 39%	46 45%
Blonde	210 30%	63 27%	59 31%	88 33%	6 9%	31 32%	26 35%	37 33%	55 35%	28 33%	26 26%
Black	99 14%	33 14%	25 13%	41 15%	9 13%	15 15%	9 12%	11 10%	19 12%	18 20%	18 18%
Red	59 8%	19 8%	14 7%	26 10%	11 16%	4 4%	5 6%	6 5%	16 10%	6 7%	12 12%
Grey	8 1%	3 1%	4 2%	1 *	- -	3 3%	- -	3 3%	1 1%	1 1%	* *

Q32 Do you prefer a woman's hair to be...?

Base: All men

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	610	610	-	24	102	160	176	148	462	148	202	408
Weighted Base	694	694	-	121	161	163	141	108	544	151	281	413
Long	227 33%	227 33%	-	21 17%	73 46%	61 37%	48 34%	24 22%	183 34%	44 29%	115 41%	112 27%
Shoulder-length	396 57%	396 57%	-	95 79%	77 48%	85 52%	77 54%	63 58%	309 57%	88 58%	142 50%	255 62%
Short	71 10%	71 10%	-	5 4%	10 6%	18 11%	16 12%	21 20%	52 10%	19 13%	25 9%	46 11%

Q32 Do you prefer a woman's hair to be...?

Base: All men

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	610	199	178	233	54	75	70	95	148	71	97
Weighted Base	694	237	191	266	64	97	76	113	155	86	103
Long	227 33%	70 30%	57 30%	100 38%	16 26%	29 30%	25 32%	29 26%	54 35%	38 45%	36 35%
Shoulder-length	396 57%	140 59%	116 61%	140 53%	41 64%	57 59%	42 55%	76 67%	81 52%	42 49%	57 56%
Short	71 10%	27 11%	18 9%	26 10%	7 11%	11 12%	9 12%	8 7%	20 13%	6 6%	10 9%

Classification

Base: All respondents

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	1372	610	762	99	360	370	319	224	971	401	510	862
Weighted Base	1372	694	678	232	314	322	283	221	1013	359	560	812
Sex												

Male	694 51%	694 100%	- -	121 52%	161 51%	163 51%	141 50%	108 49%	544 54%	151 42%	281 50%	413 51%
Female	678 49%	- -	678 100%	111 48%	154 49%	159 49%	141 50%	113 51%	469 46%	209 58%	279 50%	399 49%
Age												

16-24	232 17%	121 17%	111 16%	232 100%	- -	- -	- -	- -	122 12%	110 31%	88 16%	144 18%
25-34	314 23%	161 23%	154 23%	- -	314 100%	- -	- -	- -	266 26%	49 14%	116 21%	198 24%
35-44	322 23%	163 24%	159 23%	- -	- -	322 100%	- -	- -	272 27%	50 14%	214 38%	108 13%
45-54	283 21%	141 20%	141 21%	- -	- -	- -	283 100%	- -	219 22%	64 18%	120 21%	162 20%
55-64	221 16%	108 16%	113 17%	- -	- -	- -	- -	221 100%	134 13%	87 24%	21 4%	200 25%
Work												

Working	1013 74%	544 78%	469 69%	122 53%	266 85%	272 85%	219 77%	134 61%	1013 100%	- -	403 72%	609 75%
Not working	359 26%	151 22%	209 31%	110 47%	49 15%	50 15%	64 23%	87 39%	- -	359 100%	157 28%	203 25%

Classification

Base: All respondents

Absolute figures
Column percentages

	Total	Sex		Age					Work		Kids 17 or under living at home	
		Male	Female	16-24	25-34	35-44	45-54	55-64	Working	Not working	Yes	No
Unweighted total	1372	610	762	99	360	370	319	224	971	401	510	862
Weighted Base	1372	694	678	232	314	322	283	221	1013	359	560	812
Region												
North	476 35%	237 34%	239 35%	97 42%	93 29%	119 37%	83 29%	85 38%	341 34%	135 38%	195 35%	281 35%
Midlands	365 27%	191 27%	174 26%	51 22%	74 23%	96 30%	92 33%	52 24%	259 26%	106 30%	170 30%	195 24%
South	531 39%	266 38%	264 39%	84 36%	148 47%	107 33%	108 38%	84 38%	413 41%	118 33%	195 35%	336 41%

Classification

Base: All respondents

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	1372	462	386	524	126	192	144	208	323	184	195
Weighted Base	1372	476	365	531	131	200	146	211	311	182	192
Sex											

Male	694 51%	237 50%	191 52%	266 50%	64 49%	97 49%	76 52%	113 54%	155 50%	86 47%	103 53%
Female	678 49%	239 50%	174 48%	264 50%	66 51%	102 51%	70 48%	97 46%	156 50%	97 53%	89 47%
Age											

16-24	232 17%	97 20%	51 14%	84 16%	29 22%	53 27%	15 10%	42 20%	42 13%	25 14%	26 14%
25-34	314 23%	93 19%	74 20%	148 28%	26 20%	47 23%	20 14%	41 19%	61 20%	79 43%	41 21%
35-44	322 23%	119 25%	96 26%	107 20%	27 20%	47 24%	46 31%	50 24%	73 23%	31 17%	49 26%
45-54	283 21%	83 17%	92 25%	108 20%	26 20%	23 11%	34 23%	55 26%	72 23%	28 15%	44 23%
55-64	221 16%	85 18%	52 14%	84 16%	24 18%	30 15%	31 21%	22 11%	63 20%	19 11%	32 17%
Work											

Working	1013 74%	341 72%	259 71%	413 78%	92 70%	137 69%	112 77%	148 70%	242 78%	138 76%	143 75%
Not working	359 26%	135 28%	106 29%	118 22%	39 30%	63 31%	34 23%	63 30%	68 22%	44 24%	49 25%

Classification

Base: All respondents

Absolute figures
Column percentages

	Region				Region						
	Total	North	Mid lands	South	Scot Land	North Yorks/ Humber	North West	East & South West	Mid East/ Anglia	Greater London	Wales & West
Unweighted total	1372	462	386	524	126	192	144	208	323	184	195
Weighted Base	1372	476	365	531	131	200	146	211	311	182	192
Region											
North	476 35%	476 100%	-	-	131 100%	200 100%	146 100%	-	-	-	-
Midlands	365 27%	-	365 100%	-	-	-	-	211 100%	112 36%	-	43 22%
South	531 39%	-	-	531 100%	-	-	-	-	199 64%	182 100%	149 78%