

## YouGov Survey Results

Sample Size: 1650 GB Adults  
Fieldwork: 6th - 7th July 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1650</b>	X	X	X	X	499	406	340	800	850	196	417	564	472	941	709	211	536	353	406	144
Unweighted Sample	1650	442	488	91	185	506	433	323	783	867	96	382	669	503	1079	571	274	461	317	371	227
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Binge drinking	<b>57</b>	55	57	55	66	61	55	50	54	60	57	48	58	63	55	59	50	58	54	60	61
Obesity/being overweight	<b>43</b>	51	39	47	42	48	38	46	49	37	33	38	43	52	43	43	44	45	43	39	46
Sexualised culture	<b>39</b>	39	41	37	41	41	42	40	32	45	33	40	37	43	41	36	37	37	41	38	47
Spending too much time online	<b>39</b>	42	39	36	44	43	40	40	33	45	27	35	44	42	37	41	37	41	38	39	37
Celebrity culture	<b>37</b>	37	35	40	26	38	35	42	41	33	28	36	39	38	40	31	35	33	40	39	38
Smoking	<b>20</b>	22	16	20	23	21	18	17	22	18	29	14	18	24	18	23	23	24	18	15	17
Stress of exams and school	<b>13</b>	9	21	12	11	7	17	16	10	16	20	15	14	9	13	14	12	14	11	16	11
Suffering from eating disorders (e.g. Anorexia)	<b>8</b>	5	9	6	10	6	7	7	7	8	13	6	8	6	6	9	9	6	9	8	6
None of the above	<b>2</b>	2	4	2	1	0	5	2	4	1	4	5	1	1	3	2	3	2	4	1	3
Don't know	<b>3</b>	2	3	3	1	2	3	2	3	4	4	5	3	2	3	4	2	3	3	5	3

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

<b>Men</b>																					
Very positive	<b>2</b>	1	2	3	0	1	2	2	2	1	0	4	1	1	2	1	2	2	3	0	0
Fairly positive	<b>8</b>	9	8	5	9	8	7	8	9	7	15	7	6	9	7	10	11	9	7	6	7
<b>TOTAL POSTIVE</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>15</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>6</b>	<b>7</b>
Neither positive nor negative	<b>37</b>	39	37	34	38	41	36	34	34	39	31	34	39	38	35	38	36	38	35	38	34
Fairly negative	<b>34</b>	34	33	45	31	33	31	41	34	33	38	35	33	31	37	29	32	35	34	31	39
Very negative	<b>12</b>	9	13	10	13	11	13	11	13	11	6	9	13	16	12	12	13	10	12	15	10
<b>TOTAL NEGATIVE</b>	<b>46</b>	<b>43</b>	<b>46</b>	<b>55</b>	<b>44</b>	<b>44</b>	<b>44</b>	<b>52</b>	<b>47</b>	<b>44</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>47</b>	<b>49</b>	<b>41</b>	<b>45</b>	<b>45</b>	<b>46</b>	<b>46</b>	<b>49</b>
Don't know	<b>8</b>	7	8	3	9	5	10	5	7	9	11	10	8	5	7	10	8	6	9	9	10
<b>Women</b>																					
Very positive	<b>3</b>	3	3	3	7	4	4	3	4	2	3	3	2	5	3	4	6	3	4	2	0
Fairly positive	<b>6</b>	7	8	1	5	7	5	4	8	4	7	6	3	9	6	7	7	5	7	6	5
<b>TOTAL POSTIVE</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>4</b>	<b>12</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>6</b>	<b>10</b>	<b>9</b>	<b>5</b>	<b>14</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>5</b>
Neither positive nor negative	<b>12</b>	13	11	11	14	14	14	11	10	15	13	11	13	13	10	16	14	12	11	13	11
Fairly negative	<b>36</b>	40	37	40	34	39	37	40	33	39	31	39	40	32	37	35	30	38	36	35	39
Very negative	<b>36</b>	31	36	45	33	33	34	39	38	34	39	32	37	37	38	32	37	36	35	36	37
<b>TOTAL NEGATIVE</b>	<b>72</b>	<b>71</b>	<b>73</b>	<b>85</b>	<b>67</b>	<b>72</b>	<b>71</b>	<b>79</b>	<b>71</b>	<b>73</b>	<b>70</b>	<b>71</b>	<b>77</b>	<b>69</b>	<b>75</b>	<b>67</b>	<b>67</b>	<b>74</b>	<b>71</b>	<b>71</b>	<b>76</b>
Don't know	<b>6</b>	5	5	1	7	3	6	3	7	5	7	8	6	4	5	7	6	4	6	8	7

Sample Size: 1650 GB Adults  
Fieldwork: 6th - 7th July 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1650</b>	X	X	X	X	499	406	340	800	850	196	417	564	472	941	709	211	536	353	406	144	
Unweighted Sample	1650	442	488	91	185	506	433	323	783	867	96	382	669	503	1079	571	274	461	317	371	227	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Young people**

Very positive	5	6	5	3	4	6	5	3	6	4	5	4	2	8	4	5	3	6	7	4	0
Fairly positive	5	5	8	2	5	5	6	4	6	5	4	5	3	10	4	7	9	5	7	3	5
<b>TOTAL POSTIVE</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>5</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>18</b>	<b>8</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>7</b>	<b>5</b>
Neither positive nor negative	10	12	8	10	12	11	9	10	11	10	15	11	9	9	9	12	13	11	6	11	12
Fairly negative	37	39	37	36	38	40	34	37	36	38	42	42	40	27	38	36	30	37	36	39	39
Very negative	37	33	37	49	33	34	40	42	35	39	27	30	41	43	40	33	37	36	40	36	37
<b>TOTAL NEGATIVE</b>	<b>74</b>	<b>72</b>	<b>74</b>	<b>85</b>	<b>71</b>	<b>74</b>	<b>74</b>	<b>79</b>	<b>71</b>	<b>77</b>	<b>69</b>	<b>72</b>	<b>81</b>	<b>70</b>	<b>78</b>	<b>69</b>	<b>67</b>	<b>73</b>	<b>76</b>	<b>75</b>	<b>76</b>
Don't know	6	5	5	0	7	4	6	3	7	5	8	9	5	4	5	7	7	5	6	7	7

**Yours**

Very positive	2	2	2	1	1	2	2	2	2	2	1	5	1	1	2	1	4	1	3	1	0
Fairly positive	4	4	5	1	4	4	3	3	4	3	8	3	3	3	3	4	6	4	3	2	3
<b>TOTAL POSTIVE</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>3</b>
Neither positive nor negative	62	68	57	73	66	67	61	68	66	59	49	57	67	67	62	62	60	59	65	65	64
Fairly negative	15	11	18	19	15	12	16	18	11	19	24	17	14	10	18	11	13	19	12	13	14
Very negative	11	11	14	6	7	13	12	8	10	12	8	8	10	16	10	13	10	10	12	12	11
<b>TOTAL NEGATIVE</b>	<b>26</b>	<b>22</b>	<b>32</b>	<b>25</b>	<b>22</b>	<b>25</b>	<b>28</b>	<b>26</b>	<b>21</b>	<b>31</b>	<b>32</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>28</b>	<b>24</b>	<b>23</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>25</b>
Don't know	6	5	4	1	6	3	7	3	7	6	11	9	6	3	5	8	6	6	6	7	7

**In general, how happy, if at all, would you say you are regarding your own weight and body image?**

Very happy	10	15	9	16	10	14	9	8	13	8	10	6	10	14	9	11	11	10	11	10	8
Fairly happy	51	52	47	53	53	51	51	50	52	49	39	49	48	59	50	52	53	51	49	50	51
<b>TOTAL HAPPY</b>	<b>61</b>	<b>67</b>	<b>56</b>	<b>69</b>	<b>63</b>	<b>65</b>	<b>60</b>	<b>58</b>	<b>65</b>	<b>57</b>	<b>49</b>	<b>55</b>	<b>58</b>	<b>73</b>	<b>59</b>	<b>63</b>	<b>64</b>	<b>61</b>	<b>60</b>	<b>60</b>	<b>59</b>
Not very happy	27	24	32	20	30	24	25	28	25	28	36	29	27	21	30	23	28	29	28	23	26
Not happy at all	10	7	10	11	8	9	11	11	7	13	12	11	13	5	9	12	7	8	9	14	12
<b>TOTAL NOT HAPPY</b>	<b>37</b>	<b>31</b>	<b>42</b>	<b>31</b>	<b>38</b>	<b>33</b>	<b>36</b>	<b>39</b>	<b>32</b>	<b>41</b>	<b>48</b>	<b>40</b>	<b>40</b>	<b>26</b>	<b>39</b>	<b>35</b>	<b>35</b>	<b>37</b>	<b>37</b>	<b>37</b>	<b>38</b>
Don't know	3	1	2	0	0	1	4	2	4	2	4	5	2	1	3	3	1	2	3	4	3

Recently the term 'thinspiration' has been used in media and social media to describe women and their bodies.

Some believe this word is pro-anorexia and encourages readers to aspire to unhealthy body images, whilst others believe it is a harmless use of language to describe something used as inspiration to become thinner.

**How appropriate or inappropriate do you think the term 'thinspiration' is?**

Very appropriate	3	3	3	6	3	3	5	1	4	2	6	6	1	2	3	3	4	4	4	1	3
Fairly appropriate	8	9	9	3	5	8	6	8	10	5	8	11	7	6	9	6	6	7	8	8	9
<b>TOTAL APPROPRIATE</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>14</b>	<b>7</b>	<b>14</b>	<b>17</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>12</b>
Neither appropriate or inappropriate	20	23	15	22	26	23	15	19	23	17	27	17	21	18	18	22	24	20	14	22	18
Fairly inappropriate	27	29	27	36	27	28	24	30	24	31	26	31	26	26	30	24	25	29	28	25	28
Very inappropriate	31	27	35	25	34	27	37	32	26	37	26	22	36	36	30	33	28	32	32	33	30
<b>TOTAL INAPPROPRIATE</b>	<b>58</b>	<b>56</b>	<b>62</b>	<b>61</b>	<b>61</b>	<b>55</b>	<b>61</b>	<b>62</b>	<b>50</b>	<b>68</b>	<b>52</b>	<b>53</b>	<b>62</b>	<b>62</b>	<b>60</b>	<b>57</b>	<b>53</b>	<b>61</b>	<b>60</b>	<b>58</b>	<b>58</b>
Don't know	11	9	11	8	6	10	13	9	13	8	7	12	9	13	9	12	13	8	14	10	12