

# YouGov / Lorraine Survey Results

Sample Size: 1752 GB Adults  
Fieldwork: 18th - 19th January 2012

|                        | Gender      |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |     |
|------------------------|-------------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|
| Total                  | Male        | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |     |
| <b>Weighted Sample</b> | <b>1752</b> | 853    | 899   | 211   | 449   | 599 | 493          | 994  | 749    | 223           | 569              | 375   | 433      | 152 |
| Unweighted Sample      | 1752        | 797    | 955   | 143   | 431   | 697 | 481          | 1157 | 586    | 226           | 560              | 370   | 408      | 188 |
|                        | %           | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

Which, if any, of the following British celebrities do you think are the most naturally beautiful? Please tick up to three.

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Kate Middleton   | 33 | 27 | 39 | 29 | 31 | 30 | 40 | 32 | 34 | 34 | 36 | 34 | 31 | 24 |
| Holly Willoughby | 17 | 18 | 17 | 20 | 20 | 17 | 15 | 18 | 17 | 14 | 17 | 17 | 20 | 18 |
| Emma Watson      | 16 | 16 | 16 | 30 | 17 | 14 | 11 | 18 | 14 | 12 | 19 | 17 | 13 | 20 |
| Pippa Middleton  | 15 | 17 | 14 | 15 | 11 | 15 | 19 | 14 | 16 | 10 | 16 | 17 | 15 | 13 |
| Kate Winslet     | 15 | 14 | 16 | 7  | 19 | 18 | 12 | 15 | 15 | 18 | 16 | 15 | 12 | 18 |
| Cheryl Cole      | 15 | 16 | 13 | 13 | 16 | 16 | 13 | 13 | 17 | 15 | 12 | 11 | 19 | 18 |
| Myleene Klass    | 15 | 16 | 13 | 9  | 12 | 18 | 15 | 15 | 14 | 13 | 15 | 15 | 15 | 14 |
| Kelly Brook      | 14 | 18 | 10 | 12 | 22 | 12 | 11 | 14 | 15 | 22 | 14 | 14 | 12 | 11 |
| Helen Mirren     | 14 | 9  | 17 | 4  | 9  | 15 | 21 | 13 | 14 | 12 | 13 | 14 | 12 | 23 |
| Nigella Lawson   | 13 | 16 | 11 | 10 | 14 | 15 | 12 | 14 | 12 | 12 | 15 | 13 | 12 | 13 |
| Michelle Keegan  | 8  | 5  | 10 | 12 | 11 | 6  | 5  | 7  | 8  | 3  | 8  | 6  | 12 | 7  |
| Adele            | 7  | 5  | 9  | 6  | 8  | 8  | 6  | 7  | 7  | 7  | 8  | 8  | 6  | 9  |
| Alesha Dixon     | 7  | 7  | 8  | 3  | 7  | 7  | 9  | 7  | 7  | 7  | 7  | 8  | 7  | 7  |
| Kara Tointon     | 7  | 6  | 7  | 7  | 9  | 5  | 7  | 6  | 8  | 11 | 5  | 7  | 4  | 13 |
| Sophie Dahl      | 6  | 5  | 7  | 11 | 7  | 6  | 3  | 7  | 5  | 5  | 8  | 5  | 4  | 5  |
| Charlotte Church | 4  | 6  | 3  | 1  | 4  | 6  | 5  | 5  | 4  | 3  | 5  | 4  | 6  | 3  |
| Tulisa           | 4  | 5  | 3  | 8  | 4  | 4  | 1  | 3  | 4  | 4  | 5  | 4  | 3  | 2  |
| Kate Moss        | 4  | 3  | 4  | 6  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 2  |
| Frankie Sandford | 2  | 3  | 1  | 4  | 4  | 1  | 0  | 3  | 1  | 2  | 2  | 1  | 3  | 2  |
| Nicola Roberts   | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  |
| None of these    | 5  | 4  | 5  | 6  | 4  | 4  | 6  | 5  | 5  | 5  | 3  | 6  | 5  | 4  |
| Don't know       | 12 | 12 | 11 | 11 | 9  | 11 | 15 | 11 | 12 | 12 | 12 | 9  | 13 | 11 |