

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

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

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
A great deal	46%	39%	52%	51%	47%	47%	42%	42%	61%	41%	53%	42%	52%	35%	48%
Somewhat	43%	47%	40%	39%	42%	42%	47%	47%	31%	45%	39%	44%	39%	50%	44%
Not very much	8%	10%	7%	4%	8%	9%	9%	4%	4%	10%	7%	10%	7%	12%	8%
Not at all	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	0%	2%	1%	3%	0%
Don't know	2%	2%	1%	4%	2%	1%	1%	6%	3%	2%	1%	2%	1%	1%	1%

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

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Mostly subjective (dependent on personal feelings/opinions)	69%	70%	68%	66%	67%	71%	71%	65%	67%	69%	66%	69%	72%	75%	68%
Mostly objective (not dependent on personal feelings/opinions)	18%	19%	18%	21%	22%	17%	15%	22%	20%	23%	21%	19%	15%	15%	16%
Don't know	12%	11%	14%	13%	11%	13%	13%	13%	13%	8%	13%	12%	13%	10%	16%

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

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Different	69%	64%	74%	65%	64%	71%	72%	56%	74%	58%	71%	70%	72%	66%	77%
Similar	22%	26%	19%	18%	27%	22%	21%	23%	14%	31%	22%	23%	21%	26%	17%
Don't know	9%	10%	7%	17%	9%	7%	7%	21%	13%	11%	7%	7%	7%	7%	6%

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

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Men	2%	3%	1%	5%	1%	2%	1%	8%	1%	2%	1%	3%	1%	2%	1%
Women	71%	66%	76%	60%	64%	74%	79%	49%	72%	54%	74%	70%	78%	80%	78%
Both equally	24%	27%	21%	28%	31%	22%	19%	34%	22%	38%	24%	24%	20%	17%	20%
Neither	1%	1%	0%	2%	1%	1%	1%	2%	2%	1%	1%	2%	-	1%	0%
Don't know	2%	3%	1%	6%	2%	1%	1%	8%	4%	4%	1%	2%	1%	1%	1%

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Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

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

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
A great deal	46%	45%	56%	45%	48%	46%	41%	45%	47%	46%	56%	45%	48%
Somewhat	43%	44%	34%	42%	46%	44%	44%	43%	43%	43%	34%	42%	46%
Not very much	8%	8%	7%	11%	3%	7%	12%	10%	7%	7%	7%	11%	3%
Not at all	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%
Don't know	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%

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

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Mostly subjective (dependent on personal feelings/opinions)	69%	70%	63%	74%	60%	67%	74%	72%	65%	71%	63%	74%	60%
Mostly objective (not dependent on personal feelings/opinions)	18%	18%	20%	15%	27%	20%	13%	12%	24%	19%	20%	15%	27%
Don't know	12%	12%	17%	11%	14%	12%	13%	16%	12%	11%	17%	11%	14%

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

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Different	69%	69%	70%	71%	58%	70%	69%	75%	62%	70%	70%	71%	58%
Similar	22%	22%	23%	18%	28%	22%	22%	18%	26%	24%	23%	18%	28%
Don't know	9%	8%	7%	11%	14%	8%	10%	7%	12%	6%	7%	11%	14%

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

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Men	2%	2%	3%	2%	-	2%	3%	2%	2%	2%	3%	2%	-
Women	71%	70%	73%	76%	86%	68%	69%	71%	73%	71%	73%	76%	86%
Both equally	24%	25%	23%	17%	13%	28%	25%	24%	22%	24%	23%	17%	13%
Neither	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	-
Don't know	2%	2%	-	3%	1%	2%	2%	2%	2%	2%	-	3%	1%

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Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

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

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
A great deal	46%	46%	45%	62%	48%	45%	43%	49%	64%	38%
Somewhat	43%	44%	42%	31%	40%	44%	45%	41%	31%	51%
Not very much	8%	7%	10%	4%	11%	10%	10%	5%	5%	10%
Not at all	1%	1%	1%	4%	1%	1%	2%	1%	-	-
Don't know	2%	1%	2%	-	-	0%	1%	3%	-	2%

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

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Mostly subjective (dependent on personal feelings/opinions)	69%	74%	64%	77%	63%	68%	72%	69%	68%	64%
Mostly objective (not dependent on personal feelings/opinions)	18%	18%	19%	12%	23%	20%	16%	20%	19%	17%
Don't know	12%	8%	17%	11%	14%	12%	12%	12%	13%	19%

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

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Different	69%	72%	66%	57%	69%	69%	72%	65%	61%	72%
Similar	22%	21%	24%	36%	23%	24%	22%	22%	29%	22%
Don't know	9%	7%	10%	7%	7%	7%	6%	13%	10%	7%

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

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Men	2%	1%	3%	-	2%	1%	1%	3%	2%	1%
Women	71%	75%	67%	65%	69%	70%	75%	66%	79%	78%
Both equally	24%	22%	27%	31%	28%	26%	22%	26%	16%	20%
Neither	1%	1%	1%	4%	-	1%	1%	1%	2%	-
Don't know	2%	1%	3%	-	1%	2%	1%	3%	-	2%

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	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q5. To what extent, if at all, do you feel under pressure to have a certain body type?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
A great deal	13%	7%	18%	27%	21%	9%	4%	14%	40%	12%	30%	6%	13%	2%	5%
Somewhat	38%	33%	43%	44%	47%	42%	25%	41%	46%	46%	48%	34%	49%	18%	32%
Not very much	30%	35%	25%	18%	22%	32%	39%	28%	8%	27%	18%	38%	27%	42%	36%
Not at all	18%	23%	13%	6%	8%	16%	32%	9%	2%	13%	4%	21%	12%	39%	26%
Don't know	1%	2%	1%	6%	1%	1%	0%	8%	4%	2%	-	2%	0%	-	1%

Q6. Do you think people who are considered good-looking are treated more or less favourably, or are they not treated differently?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
More favourably	87%	85%	89%	86%	85%	89%	87%	80%	91%	81%	89%	88%	90%	87%	86%
Less favourably	3%	3%	3%	4%	5%	3%	1%	4%	4%	4%	5%	2%	3%	2%	1%
They aren't treated differently	5%	6%	4%	2%	5%	4%	7%	3%	2%	7%	3%	4%	3%	7%	7%
Don't know	5%	7%	4%	8%	5%	4%	5%	13%	4%	8%	3%	5%	3%	5%	5%

Q7. To what extent does the way someone look generally have an impact on his or her character?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
A great deal	16%	15%	16%	14%	17%	17%	15%	15%	12%	14%	21%	18%	16%	15%	15%
Somewhat	52%	51%	53%	48%	46%	52%	58%	41%	55%	47%	45%	53%	51%	57%	60%
Not very much	18%	18%	17%	22%	22%	16%	15%	22%	22%	25%	19%	13%	19%	17%	13%
Not at all	7%	7%	7%	7%	7%	7%	7%	7%	6%	6%	8%	8%	7%	7%	7%
Don't know	7%	8%	6%	10%	8%	8%	5%	15%	5%	9%	7%	7%	8%	6%	5%

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Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
A great deal	13%	13%	13%	11%	16%	13%	11%	12%	15%	14%	13%	11%	16%
Somewhat	38%	39%	37%	32%	42%	39%	41%	35%	41%	37%	37%	32%	42%
Not very much	30%	30%	27%	33%	23%	27%	30%	32%	29%	32%	27%	33%	23%
Not at all	18%	17%	23%	22%	18%	20%	17%	19%	13%	16%	23%	22%	18%
Don't know	1%	1%	-	2%	1%	1%	1%	2%	3%	1%	-	2%	1%

Q6. Do you think people who are considered good-looking are treated more or less favourably, or are they not treated differently?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
More favourably	87%	86%	91%	87%	91%	87%	83%	89%	84%	88%	91%	87%	91%
Less favourably	3%	3%	2%	3%	3%	2%	4%	1%	5%	3%	2%	3%	3%
They aren't treated differently	5%	5%	5%	3%	1%	6%	6%	5%	4%	4%	5%	3%	1%
Don't know	5%	5%	2%	6%	4%	5%	6%	6%	6%	5%	2%	6%	4%

Q7. To what extent does the way someone look generally have an impact on his or her character?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
A great deal	16%	16%	18%	16%	20%	15%	17%	17%	16%	15%	18%	16%	20%
Somewhat	52%	53%	46%	47%	47%	52%	51%	55%	50%	55%	46%	47%	47%
Not very much	18%	17%	20%	20%	19%	18%	18%	17%	16%	18%	20%	20%	19%
Not at all	7%	7%	10%	6%	2%	8%	6%	5%	8%	8%	10%	6%	2%
Don't know	7%	7%	6%	10%	12%	7%	8%	6%	10%	5%	6%	10%	12%

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Q5. To what extent, if at all, do you feel under pressure to have a certain body type?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
A great deal	13%	11%	15%	15%	6%	15%	8%	21%	13%	2%
Somewhat	38%	37%	39%	46%	29%	41%	35%	44%	36%	27%
Not very much	30%	33%	26%	28%	34%	33%	34%	22%	35%	39%
Not at all	18%	18%	18%	11%	30%	11%	23%	11%	16%	31%
Don't know	1%	1%	2%	-	1%	1%	0%	3%	-	2%

Q6. Do you think people who are considered good-looking are treated more or less favourably, or are they not treated differently?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
More favourably	87%	88%	86%	93%	85%	88%	86%	88%	90%	85%
Less favourably	3%	3%	3%	-	2%	4%	3%	3%	2%	1%
They aren't treated differently	5%	5%	5%	4%	7%	4%	6%	3%	4%	10%
Don't know	5%	4%	7%	3%	6%	4%	5%	6%	4%	4%

Q7. To what extent does the way someone look generally have an impact on his or her character?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
A great deal	16%	15%	17%	23%	23%	17%	15%	15%	16%	13%
Somewhat	52%	55%	48%	39%	52%	46%	55%	49%	55%	63%
Not very much	18%	18%	18%	27%	14%	22%	17%	19%	10%	12%
Not at all	7%	7%	7%	4%	6%	8%	7%	7%	9%	5%
Don't know	7%	5%	10%	7%	6%	7%	6%	10%	10%	8%

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	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

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

Q8_1. For men

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
It does	64%	65%	63%	68%	64%	65%	61%	68%	67%	66%	63%	66%	65%	63%	60%
It does not	24%	24%	25%	19%	24%	24%	27%	16%	22%	23%	26%	24%	23%	27%	27%
Don't know	12%	11%	12%	13%	11%	11%	12%	15%	11%	11%	11%	10%	12%	11%	13%

Q8_2. For women

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
It does	83%	81%	85%	77%	78%	84%	88%	70%	84%	77%	79%	82%	86%	88%	89%
It does not	11%	12%	10%	15%	14%	11%	7%	17%	13%	15%	14%	13%	9%	8%	6%
Don't know	6%	7%	5%	8%	8%	5%	5%	13%	3%	8%	7%	5%	5%	5%	5%

Q9. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Positive impact	5%	6%	4%	3%	5%	3%	8%	2%	4%	7%	3%	3%	2%	9%	7%
Negative impact	80%	77%	83%	73%	79%	86%	79%	67%	79%	74%	84%	84%	88%	79%	79%
Neither positive nor negative	11%	13%	10%	17%	11%	9%	11%	23%	11%	14%	8%	9%	8%	10%	12%
Don't know	4%	5%	3%	7%	5%	3%	2%	9%	5%	6%	4%	4%	2%	2%	3%

Q10. How would you describe your body?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Skinny	3%	3%	2%	9%	4%	1%	1%	9%	9%	4%	4%	3%	0%	1%	1%
Slim	14%	14%	14%	22%	19%	10%	10%	25%	19%	22%	16%	8%	11%	9%	11%
Athletic	5%	7%	3%	10%	6%	5%	2%	15%	5%	9%	4%	6%	3%	3%	0%
Average	31%	31%	31%	23%	28%	30%	37%	16%	30%	27%	29%	35%	26%	36%	37%
Chubby	13%	14%	13%	14%	15%	13%	12%	14%	13%	13%	16%	15%	12%	13%	11%
Overweight	20%	19%	21%	7%	14%	23%	27%	8%	7%	12%	16%	19%	26%	29%	26%
Fat	6%	5%	7%	4%	5%	9%	5%	3%	5%	5%	6%	7%	11%	4%	6%
Obese	5%	3%	6%	2%	6%	6%	4%	-	4%	5%	7%	4%	9%	3%	5%
Other	1%	0%	1%	1%	0%	1%	1%	-	2%	-	1%	1%	1%	0%	1%
Don't know	1%	1%	1%	3%	1%	1%	0%	4%	2%	1%	1%	1%	1%	0%	-
Prefer not to say	2%	2%	1%	5%	2%	1%	1%	6%	3%	2%	1%	1%	1%	0%	1%

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

Q8_1. For men

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
It does	64%	65%	66%	57%	56%	65%	67%	68%	61%	65%	66%	57%	56%
It does not	24%	24%	23%	27%	32%	23%	22%	22%	25%	25%	23%	27%	32%
Don't know	12%	11%	10%	16%	13%	12%	10%	10%	14%	10%	10%	16%	13%

Q8_2. For women

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
It does	83%	83%	84%	78%	91%	82%	83%	86%	80%	85%	84%	78%	91%
It does not	11%	11%	13%	13%	6%	12%	11%	9%	10%	11%	13%	13%	6%
Don't know	6%	6%	3%	8%	3%	7%	6%	5%	9%	3%	3%	8%	3%

Q9. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Positive impact	5%	5%	7%	8%	4%	3%	5%	3%	5%	6%	7%	8%	4%
Negative impact	80%	81%	83%	73%	83%	82%	81%	82%	75%	81%	83%	73%	83%
Neither positive nor negative	11%	11%	9%	14%	11%	11%	11%	11%	12%	10%	9%	14%	11%
Don't know	4%	4%	2%	5%	1%	3%	4%	4%	8%	2%	2%	5%	1%

Q10. How would you describe your body?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Skinny	3%	3%	2%	3%	-	2%	4%	3%	4%	3%	2%	3%	-
Slim	14%	14%	14%	13%	14%	12%	12%	14%	17%	16%	14%	13%	14%
Athletic	5%	5%	2%	6%	5%	5%	5%	5%	9%	4%	2%	6%	5%
Average	31%	30%	36%	35%	38%	30%	28%	25%	29%	33%	36%	35%	38%
Chubby	13%	14%	10%	11%	6%	16%	13%	18%	13%	11%	10%	11%	6%
Overweight	20%	20%	22%	15%	21%	23%	22%	21%	15%	19%	22%	15%	21%
Fat	6%	6%	8%	8%	4%	5%	6%	6%	5%	7%	8%	8%	4%
Obese	5%	5%	5%	5%	9%	4%	8%	4%	4%	4%	5%	5%	9%
Other	1%	1%	-	1%	1%	1%	1%	0%	1%	0%	-	1%	1%
Don't know	1%	1%	-	3%	-	0%	1%	0%	1%	0%	-	3%	-
Prefer not to say	2%	2%	2%	1%	1%	2%	1%	3%	2%	1%	2%	1%	1%

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

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

Q8_1. For men

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
It does	64%	67%	61%	59%	60%	65%	61%	68%	62%	68%
It does not	24%	24%	25%	18%	28%	24%	27%	21%	29%	21%
Don't know	12%	10%	14%	23%	12%	11%	12%	11%	9%	11%

Q8_2. For women

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
It does	83%	87%	79%	78%	88%	81%	83%	82%	87%	90%
It does not	11%	10%	13%	15%	10%	11%	11%	12%	8%	6%
Don't know	6%	4%	8%	7%	2%	7%	6%	6%	4%	4%

Q9. In general, do you think that fashion companies have had a positive or negative impact on the perception of body image?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Positive impact	5%	4%	6%	11%	3%	3%	6%	3%	2%	14%
Negative impact	80%	85%	75%	81%	77%	82%	83%	79%	81%	70%
Neither positive nor negative	11%	9%	14%	7%	19%	8%	9%	13%	15%	14%
Don't know	4%	3%	5%	-	1%	6%	3%	5%	2%	2%

Q10. How would you describe your body?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Skinny	3%	2%	4%	8%	1%	3%	0%	6%	-	1%
Slim	14%	14%	14%	23%	13%	13%	10%	20%	8%	12%
Athletic	5%	4%	6%	4%	2%	6%	4%	7%	2%	1%
Average	31%	33%	28%	26%	36%	31%	34%	26%	29%	42%
Chubby	13%	13%	14%	12%	8%	16%	14%	13%	14%	10%
Overweight	20%	21%	18%	21%	20%	18%	25%	13%	29%	26%
Fat	6%	6%	6%	-	8%	7%	7%	5%	8%	6%
Obese	5%	5%	5%	-	8%	4%	5%	5%	10%	1%
Other	1%	1%	1%	4%	1%	1%	0%	1%	-	-
Don't know	1%	0%	1%	-	-	2%	0%	2%	-	-
Prefer not to say	2%	1%	2%	3%	2%	1%	1%	2%	-	2%

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q11. Generally, which do you find more attractive?

Unweighted base	2223	1038	1185	269	536	667	751	106	163	239	297	320	347	373	378
Base	2218	1070	1148	288	548	669	713	139	149	268	280	321	347	342	371
Taller men	32%	8%	54%	37%	36%	31%	27%	12%	59%	9%	61%	8%	53%	4%	48%
Taller women	13%	20%	6%	12%	12%	14%	12%	18%	7%	15%	8%	24%	4%	20%	5%
Shorter men	3%	3%	3%	5%	4%	4%	1%	5%	6%	4%	4%	4%	3%	1%	1%
Shorter women	15%	27%	4%	23%	19%	15%	10%	37%	10%	33%	5%	28%	2%	18%	2%
Chubby men	4%	1%	6%	5%	6%	3%	2%	1%	9%	1%	10%	2%	4%	1%	2%
Chubby women	6%	10%	2%	6%	9%	7%	3%	8%	4%	13%	4%	12%	1%	6%	0%
Slimmer men	16%	8%	23%	22%	17%	14%	14%	15%	28%	10%	24%	9%	20%	4%	23%
Slimmer women	24%	40%	10%	29%	25%	24%	23%	47%	12%	39%	12%	40%	9%	39%	8%
Don't mind any	26%	22%	29%	18%	20%	24%	34%	14%	22%	17%	24%	19%	28%	33%	35%
Don't know	5%	5%	5%	8%	3%	6%	4%	11%	5%	4%	3%	5%	6%	3%	4%

Q12. Do you think about the way your body looks during sex?

Unweighted base	2210	1033	1177	263	534	664	749	105	158	238	296	317	347	373	376
Base	2205	1064	1140	281	546	666	711	137	144	267	280	319	348	342	369
A great deal	12%	5%	18%	18%	18%	13%	4%	6%	29%	8%	27%	7%	18%	2%	6%
Somewhat	30%	27%	33%	33%	36%	33%	21%	34%	31%	32%	39%	29%	37%	18%	25%
Not very much	27%	30%	23%	11%	27%	29%	30%	12%	11%	32%	21%	35%	23%	31%	30%
Not at all	22%	27%	17%	4%	13%	19%	37%	7%	2%	20%	7%	23%	16%	44%	31%
N/A I've never had a sexual partner	5%	7%	4%	30%	4%	2%	0%	35%	25%	5%	2%	2%	1%	1%	0%
Don't know	5%	4%	5%	5%	3%	4%	6%	7%	2%	3%	3%	3%	5%	4%	9%

Q13. 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	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
A great deal	16%	11%	21%	21%	23%	17%	9%	12%	30%	17%	28%	11%	22%	5%	12%
Somewhat	41%	39%	43%	29%	44%	42%	44%	29%	29%	41%	46%	38%	45%	43%	45%
Not very much	24%	28%	21%	12%	20%	27%	30%	13%	10%	22%	19%	34%	21%	35%	26%
Not at all	9%	11%	8%	5%	6%	10%	13%	7%	3%	9%	4%	11%	10%	13%	12%
N/A I've never had a partner	5%	6%	4%	26%	3%	2%	1%	30%	23%	5%	2%	2%	1%	1%	1%
Don't know	4%	5%	3%	7%	3%	3%	3%	9%	5%	5%	2%	4%	2%	3%	4%

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q11. Generally, which do you find more attractive?

Unweighted base	2223	1869	106	186	62	516	367	194	257	535	106	186	62
Base	2218	1865	106	188	59	516	360	188	282	518	106	188	59
Taller men	32%	32%	33%	30%	34%	35%	29%	25%	33%	32%	33%	30%	34%
Taller women	13%	12%	14%	14%	8%	11%	11%	10%	16%	13%	14%	14%	8%
Shorter men	3%	3%	3%	3%	2%	3%	2%	2%	4%	3%	3%	3%	2%
Shorter women	15%	15%	17%	17%	10%	13%	17%	20%	18%	12%	17%	17%	10%
Chubby men	4%	4%	3%	4%	3%	4%	5%	1%	5%	3%	3%	4%	3%
Chubby women	6%	6%	7%	8%	5%	4%	5%	8%	8%	5%	7%	8%	5%
Slimmer men	16%	16%	23%	13%	16%	15%	16%	10%	19%	17%	23%	13%	16%
Slimmer women	24%	25%	21%	26%	14%	25%	25%	25%	25%	24%	21%	26%	14%
Don't mind any	26%	25%	31%	22%	32%	25%	27%	25%	23%	26%	31%	22%	32%
Don't know	5%	5%	3%	4%	3%	4%	7%	7%	4%	4%	3%	4%	3%

Q12. Do you think about the way your body looks during sex?

Unweighted base	2210	1856	106	185	63	511	368	193	254	530	106	185	63
Base	2205	1852	106	186	60	511	362	187	278	514	106	186	60
A great deal	12%	11%	15%	15%	14%	13%	10%	10%	14%	9%	15%	15%	14%
Somewhat	30%	31%	25%	27%	25%	29%	30%	26%	32%	34%	25%	27%	25%
Not very much	27%	26%	33%	25%	24%	25%	30%	26%	27%	26%	33%	25%	24%
Not at all	22%	22%	22%	21%	22%	23%	22%	28%	13%	22%	22%	21%	22%
N/A I've never had a sexual partner	5%	5%	4%	6%	6%	4%	4%	6%	8%	6%	4%	6%	6%
Don't know	5%	5%	-	6%	8%	6%	4%	4%	5%	4%	-	6%	8%

Q13. 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	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
A great deal	16%	16%	15%	17%	19%	15%	16%	15%	19%	16%	15%	17%	19%
Somewhat	41%	42%	46%	33%	47%	42%	41%	40%	42%	42%	46%	33%	47%
Not very much	24%	24%	21%	32%	17%	22%	24%	29%	20%	27%	21%	32%	17%
Not at all	9%	9%	11%	10%	9%	11%	10%	7%	7%	9%	11%	10%	9%
N/A I've never had a partner	5%	5%	4%	6%	4%	5%	5%	5%	7%	5%	4%	6%	4%
Don't know	4%	4%	3%	3%	4%	5%	4%	4%	5%	2%	3%	3%	4%

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q11. Generally, which do you find more attractive?

Unweighted base	2223	1248	975	24	122	298	948	656	48	91
Base	2218	1212	1006	26	119	298	924	675	48	86
Taller men	32%	35%	28%	24%	39%	35%	28%	35%	35%	34%
Taller women	13%	14%	11%	13%	10%	12%	12%	13%	18%	9%
Shorter men	3%	3%	3%	8%	2%	5%	1%	4%	-	1%
Shorter women	15%	13%	18%	-	11%	16%	12%	22%	10%	6%
Chubby men	4%	3%	4%	12%	6%	5%	2%	5%	2%	-
Chubby women	6%	6%	6%	6%	7%	7%	5%	7%	8%	1%
Slimmer men	16%	18%	14%	15%	20%	16%	14%	17%	23%	16%
Slimmer women	24%	24%	25%	9%	23%	22%	24%	27%	32%	15%
Don't mind any	26%	25%	26%	30%	25%	24%	30%	18%	27%	37%
Don't know	5%	3%	7%	7%	3%	4%	4%	6%	8%	7%

Q12. Do you think about the way your body looks during sex?

Unweighted base	2210	1236	974	25	121	296	946	649	47	89
Base	2205	1199	1005	27	118	297	922	668	47	84
A great deal	12%	10%	15%	16%	11%	17%	8%	15%	17%	4%
Somewhat	30%	31%	29%	35%	28%	30%	28%	35%	21%	20%
Not very much	27%	30%	23%	31%	29%	32%	32%	17%	27%	20%
Not at all	22%	24%	19%	12%	24%	18%	29%	11%	27%	40%
N/A I've never had a sexual partner	5%	2%	9%	6%	-	1%	-	17%	-	-
Don't know	5%	4%	5%	-	8%	2%	3%	5%	9%	16%

Q13. 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	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
A great deal	16%	14%	18%	25%	19%	19%	9%	22%	27%	15%
Somewhat	41%	44%	37%	42%	42%	41%	45%	36%	28%	47%
Not very much	24%	27%	22%	23%	24%	30%	32%	13%	26%	23%
Not at all	9%	10%	9%	4%	10%	7%	12%	7%	9%	10%
N/A I've never had a partner	5%	2%	9%	-	-	-	-	15%	4%	2%
Don't know	4%	3%	5%	6%	5%	2%	1%	7%	6%	4%

YouGov - Body Image big survey 2021

Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q14. Does your body confidence impact your sexual relationships?

Unweighted base	2182	1027	1155	253	533	657	739	102	151	239	294	317	340	369	370
Base	2177	1057	1120	271	545	659	702	133	138	268	278	318	341	338	364
Constantly	14%	10%	18%	15%	20%	15%	8%	12%	19%	15%	24%	11%	19%	6%	10%
Occasionally	25%	21%	29%	26%	30%	30%	17%	21%	31%	23%	36%	25%	35%	16%	18%
Sometimes	22%	22%	22%	23%	23%	22%	21%	20%	26%	25%	20%	23%	21%	18%	24%
Never	29%	37%	21%	17%	22%	26%	42%	28%	7%	28%	16%	35%	18%	50%	34%
Don't know	10%	10%	10%	19%	6%	7%	12%	20%	18%	8%	4%	7%	7%	10%	13%

Q15. In a romantic partner, do you prefer it if they are...?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Taller than me	36%	4%	67%	38%	40%	36%	33%	6%	69%	5%	73%	3%	67%	2%	61%
Shorter than me	18%	35%	1%	19%	23%	16%	14%	38%	-	45%	1%	33%	0%	29%	1%
The same height as me	11%	16%	6%	9%	9%	12%	13%	10%	7%	14%	4%	18%	7%	20%	6%
No preference	32%	41%	24%	25%	26%	35%	38%	32%	18%	31%	21%	44%	26%	48%	29%
Don't know	3%	4%	3%	10%	3%	1%	3%	14%	6%	4%	1%	1%	1%	1%	4%

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

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
More slim than me	13%	22%	6%	11%	12%	15%	14%	19%	2%	20%	5%	21%	9%	25%	5%
Less slim than me	12%	8%	15%	13%	16%	11%	8%	8%	19%	8%	24%	9%	13%	6%	10%
My size	20%	20%	21%	19%	18%	22%	21%	19%	19%	20%	16%	19%	24%	21%	22%
No preference	49%	46%	53%	45%	50%	48%	52%	39%	52%	48%	52%	46%	50%	47%	57%
Don't know	5%	5%	5%	12%	4%	4%	4%	16%	8%	4%	4%	4%	4%	2%	6%

Q17. How good would you say you are at reading other people's body language?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very good	14%	11%	17%	13%	17%	16%	11%	10%	17%	15%	18%	11%	21%	9%	12%
Fairly good	55%	48%	61%	54%	54%	52%	57%	50%	59%	46%	62%	47%	57%	51%	63%
Not really good	22%	26%	17%	20%	21%	23%	22%	22%	19%	27%	15%	29%	16%	26%	18%
Not good at all	5%	7%	3%	4%	4%	4%	6%	6%	1%	6%	3%	7%	2%	9%	4%
Don't know	5%	7%	3%	8%	4%	5%	4%	12%	4%	5%	4%	6%	3%	6%	3%

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Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q14. Does your body confidence impact your sexual relationships?

Unweighted base	2182	1829	106	183	64	507	360	188	255	519	106	183	64
Base	2177	1825	106	185	61	507	353	182	280	503	106	185	61
Constantly	14%	13%	15%	17%	20%	14%	16%	10%	14%	12%	15%	17%	20%
Occasionally	25%	26%	28%	21%	21%	25%	22%	24%	27%	28%	28%	21%	21%
Sometimes	22%	22%	22%	22%	19%	24%	20%	23%	22%	21%	22%	22%	19%
Never	29%	29%	24%	31%	25%	29%	34%	29%	26%	28%	24%	31%	25%
Don't know	10%	10%	11%	9%	15%	9%	8%	14%	11%	10%	11%	9%	15%

Q15. In a romantic partner, do you prefer it if they are...?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Taller than me	36%	36%	42%	34%	49%	36%	32%	29%	36%	40%	42%	34%	49%
Shorter than me	18%	18%	12%	20%	14%	15%	19%	23%	20%	17%	12%	20%	14%
The same height as me	11%	11%	13%	9%	7%	12%	12%	11%	10%	10%	13%	9%	7%
No preference	32%	32%	31%	32%	28%	33%	33%	35%	30%	31%	31%	32%	28%
Don't know	3%	3%	1%	6%	1%	3%	3%	3%	4%	2%	1%	6%	1%

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

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
More slim than me	13%	14%	14%	12%	9%	15%	14%	14%	12%	14%	14%	12%	9%
Less slim than me	12%	12%	13%	11%	9%	13%	9%	9%	15%	12%	13%	11%	9%
My size	20%	20%	18%	22%	27%	18%	18%	19%	21%	23%	18%	22%	27%
No preference	49%	49%	53%	50%	52%	50%	54%	53%	46%	46%	53%	50%	52%
Don't know	5%	5%	3%	6%	3%	5%	4%	4%	7%	5%	3%	6%	3%

Q17. How good would you say you are at reading other people's body language?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very good	14%	14%	15%	15%	11%	14%	13%	14%	15%	14%	15%	15%	11%
Fairly good	55%	54%	57%	53%	61%	57%	51%	51%	56%	54%	57%	53%	61%
Not really good	22%	21%	22%	25%	16%	18%	24%	26%	19%	23%	22%	25%	16%
Not good at all	5%	5%	3%	3%	1%	5%	8%	3%	4%	5%	3%	3%	1%
Don't know	5%	5%	4%	4%	11%	5%	4%	6%	7%	3%	4%	4%	11%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q14. Does your body confidence impact your sexual relationships?

Unweighted base	2182	1227	955	24	119	293	942	632	48	88
Base	2177	1191	985	26	116	294	919	649	48	84
Constantly	14%	12%	17%	19%	20%	17%	8%	19%	25%	7%
Occasionally	25%	27%	23%	23%	22%	29%	23%	28%	37%	18%
Sometimes	22%	23%	21%	31%	24%	26%	21%	21%	15%	22%
Never	29%	31%	27%	16%	25%	24%	39%	18%	10%	37%
Don't know	10%	8%	13%	11%	9%	4%	8%	15%	12%	16%

Q15. In a romantic partner, do you prefer it if they are...?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Taller than me	36%	40%	32%	34%	49%	38%	34%	37%	35%	46%
Shorter than me	18%	16%	19%	8%	11%	19%	16%	21%	14%	10%
The same height as me	11%	10%	11%	22%	13%	11%	11%	11%	10%	4%
No preference	32%	32%	33%	36%	27%	31%	37%	26%	39%	37%
Don't know	3%	2%	5%	-	-	1%	3%	5%	2%	3%

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

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
More slim than me	13%	13%	14%	4%	10%	14%	14%	14%	17%	8%
Less slim than me	12%	13%	10%	18%	14%	16%	10%	12%	16%	9%
My size	20%	21%	19%	31%	24%	17%	22%	19%	15%	16%
No preference	49%	49%	50%	47%	49%	49%	50%	48%	50%	59%
Don't know	5%	3%	7%	-	3%	3%	4%	7%	2%	8%

Q17. How good would you say you are at reading other people's body language?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very good	14%	16%	12%	19%	19%	16%	14%	14%	11%	4%
Fairly good	55%	55%	54%	43%	55%	60%	56%	50%	52%	57%
Not really good	22%	22%	21%	29%	14%	19%	20%	25%	20%	31%
Not good at all	5%	4%	6%	3%	7%	3%	5%	5%	10%	4%
Don't know	5%	3%	7%	5%	5%	3%	4%	6%	7%	4%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

How important or unimportant do you consider each of the following when in conversation?

Q18_1. Body language

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very important	30%	26%	34%	31%	33%	34%	24%	28%	34%	26%	39%	30%	37%	20%	26%
Fairly important	52%	52%	52%	54%	53%	51%	52%	52%	56%	55%	50%	49%	52%	52%	52%
Neither important nor unimportant	13%	15%	11%	6%	10%	12%	19%	7%	5%	13%	7%	15%	9%	21%	17%
Fairly unimportant	2%	3%	1%	3%	1%	2%	2%	4%	2%	1%	1%	3%	1%	4%	1%
Very unimportant	0%	1%	0%	1%	0%	0%	1%	1%	-	-	0%	1%	-	1%	1%
Don't know	3%	3%	2%	5%	3%	1%	3%	8%	3%	3%	3%	2%	1%	3%	2%

Q18_2. Tone of voice

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very important	51%	42%	59%	48%	51%	53%	49%	39%	57%	41%	61%	46%	60%	40%	58%
Fairly important	40%	46%	35%	39%	39%	40%	42%	43%	35%	47%	32%	43%	37%	50%	35%
Neither important nor unimportant	6%	8%	4%	6%	6%	5%	7%	8%	4%	8%	4%	7%	3%	9%	5%
Fairly unimportant	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	-	1%	0%
Very unimportant	1%	1%	1%	1%	0%	0%	1%	2%	-	-	0%	0%	1%	0%	1%
Don't know	2%	2%	1%	4%	3%	1%	1%	7%	2%	3%	2%	2%	-	-	1%

Q18_3. Hand gestures

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very important	10%	9%	11%	8%	10%	12%	9%	9%	8%	8%	12%	12%	12%	7%	10%
Fairly important	41%	39%	43%	37%	35%	46%	43%	31%	42%	36%	33%	43%	49%	41%	45%
Neither important nor unimportant	35%	36%	34%	35%	38%	30%	37%	36%	35%	38%	38%	33%	28%	38%	36%
Fairly unimportant	10%	11%	8%	11%	13%	8%	8%	13%	9%	13%	12%	9%	8%	11%	5%
Very unimportant	2%	2%	2%	4%	1%	2%	2%	4%	4%	1%	2%	2%	2%	2%	1%
Don't know	2%	3%	2%	5%	3%	1%	2%	7%	3%	3%	3%	1%	1%	1%	2%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

How important or unimportant do you consider each of the following when in conversation?

Q18_1. Body language

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very important	30%	30%	32%	29%	32%	33%	30%	28%	28%	29%	32%	29%	32%
Fairly important	52%	52%	53%	51%	52%	48%	49%	55%	56%	56%	53%	51%	52%
Neither important nor unimportant	13%	13%	13%	13%	14%	13%	15%	13%	11%	11%	13%	13%	14%
Fairly unimportant	2%	2%	1%	2%	-	2%	3%	2%	1%	2%	1%	2%	-
Very unimportant	0%	0%	-	1%	-	1%	0%	-	0%	1%	-	1%	-
Don't know	3%	3%	2%	5%	1%	4%	3%	3%	3%	2%	5%	2%	1%

Q18_2. Tone of voice

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very important	51%	50%	53%	51%	59%	52%	48%	52%	48%	51%	53%	51%	59%
Fairly important	40%	41%	38%	37%	35%	37%	45%	41%	43%	41%	38%	37%	35%
Neither important nor unimportant	6%	6%	8%	7%	5%	7%	5%	5%	6%	5%	8%	7%	5%
Fairly unimportant	1%	1%	-	2%	-	1%	1%	1%	1%	1%	-	2%	-
Very unimportant	1%	1%	-	-	-	1%	0%	-	0%	1%	-	-	-
Don't know	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	3%	1%

Q18_3. Hand gestures

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very important	10%	10%	9%	11%	10%	12%	8%	13%	9%	9%	9%	11%	10%
Fairly important	41%	42%	39%	39%	33%	40%	40%	41%	43%	44%	39%	39%	33%
Neither important nor unimportant	35%	34%	41%	36%	41%	34%	35%	33%	34%	35%	41%	36%	41%
Fairly unimportant	10%	10%	6%	7%	11%	10%	13%	9%	10%	8%	6%	7%	11%
Very unimportant	2%	2%	3%	2%	3%	2%	2%	1%	1%	2%	3%	2%	3%
Don't know	2%	2%	2%	4%	1%	2%	3%	3%	3%	1%	2%	4%	1%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How important or unimportant do you consider each of the following when in conversation?

Q18_1. Body language

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very important	30%	33%	26%	30%	32%	30%	29%	31%	29%	22%
Fairly important	52%	52%	52%	59%	50%	55%	51%	52%	52%	50%
Neither important nor unimportant	13%	11%	14%	8%	18%	10%	15%	10%	9%	23%
Fairly unimportant	2%	1%	3%	4%	-	3%	2%	2%	2%	3%
Very unimportant	0%	0%	1%	-	-	0%	1%	0%	2%	-
Don't know	3%	1%	4%	-	-	2%	2%	4%	6%	2%

Q18_2. Tone of voice

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very important	51%	57%	43%	40%	55%	47%	50%	51%	60%	51%
Fairly important	40%	38%	43%	56%	38%	43%	42%	38%	26%	42%
Neither important nor unimportant	6%	4%	8%	4%	4%	6%	6%	6%	6%	6%
Fairly unimportant	1%	1%	2%	-	4%	2%	1%	1%	4%	-
Very unimportant	1%	0%	1%	-	-	0%	0%	1%	2%	1%
Don't know	2%	0%	3%	-	-	1%	1%	3%	2%	-

Q18_3. Hand gestures

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very important	10%	11%	9%	7%	13%	9%	10%	11%	15%	9%
Fairly important	41%	45%	37%	40%	43%	40%	43%	39%	36%	46%
Neither important nor unimportant	35%	32%	38%	42%	34%	32%	35%	35%	28%	42%
Fairly unimportant	10%	10%	9%	4%	8%	15%	9%	10%	11%	3%
Very unimportant	2%	2%	2%	7%	2%	3%	1%	2%	4%	-
Don't know	2%	1%	4%	-	-	2%	1%	4%	7%	-

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q18_4. Facial expressions

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very important	43%	38%	48%	36%	42%	47%	42%	32%	40%	38%	45%	41%	53%	36%	48%
Fairly important	47%	49%	44%	48%	45%	46%	49%	47%	48%	44%	46%	50%	43%	54%	44%
Neither important nor unimportant	7%	9%	6%	10%	9%	5%	7%	11%	8%	12%	6%	7%	4%	8%	6%
Fairly unimportant	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%
Very unimportant	0%	1%	0%	1%	1%	0%	0%	1%	-	1%	0%	1%	0%	0%	0%
Don't know	2%	2%	1%	4%	3%	0%	1%	7%	2%	3%	2%	1%	-	0%	2%

Q18_5. Eye contact

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very important	50%	45%	56%	35%	40%	54%	62%	28%	43%	35%	44%	50%	58%	56%	67%
Fairly important	37%	38%	35%	38%	41%	39%	31%	40%	35%	40%	41%	39%	38%	36%	26%
Neither important nor unimportant	8%	11%	6%	14%	13%	5%	6%	16%	13%	18%	8%	8%	3%	7%	5%
Fairly unimportant	2%	2%	2%	5%	4%	1%	1%	6%	5%	4%	3%	1%	1%	1%	0%
Very unimportant	1%	1%	1%	2%	1%	0%	0%	3%	1%	1%	2%	1%	-	0%	1%
Don't know	2%	2%	1%	5%	2%	1%	1%	7%	3%	3%	2%	1%	1%	-	1%

Q19. What do you think a woman should do if she has some hairs on her upper lip?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Remove them	53%	55%	51%	34%	45%	53%	68%	42%	25%	51%	38%	55%	51%	63%	72%
Dye them if they are dark	4%	3%	5%	1%	6%	5%	3%	1%	1%	4%	8%	3%	7%	3%	2%
Leave them	6%	5%	7%	8%	7%	5%	6%	2%	15%	5%	9%	4%	6%	8%	4%
No preference	30%	26%	34%	45%	35%	30%	19%	35%	55%	26%	44%	28%	32%	20%	18%
Don't know	7%	11%	3%	12%	8%	7%	4%	20%	4%	15%	1%	10%	3%	5%	3%

Q20. Do you think it is attractive or unattractive if a woman has hairy armpits?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Attractive	2%	3%	2%	3%	2%	2%	2%	3%	4%	1%	3%	4%	1%	3%	1%
Unattractive	59%	57%	61%	41%	63%	62%	61%	48%	33%	65%	61%	60%	64%	53%	69%
Neither	34%	34%	34%	47%	28%	33%	34%	37%	57%	24%	32%	32%	33%	41%	28%
Don't know	5%	6%	3%	9%	7%	3%	2%	13%	5%	9%	5%	5%	2%	3%	1%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

	Total	Part of the UK				Region UK							
		England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Q18_4. Facial expressions													
Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very important	43%	43%	44%	43%	32%	46%	39%	43%	41%	43%	44%	43%	32%
Fairly important	47%	46%	47%	47%	60%	41%	48%	50%	46%	50%	47%	47%	60%
Neither important nor unimportant	7%	7%	8%	7%	5%	9%	9%	5%	9%	5%	8%	7%	5%
Fairly unimportant	1%	1%	-	1%	2%	1%	1%	0%	1%	1%	-	1%	2%
Very unimportant	0%	1%	-	-	-	0%	1%	-	0%	1%	-	-	-
Don't know	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%
Q18_5. Eye contact													
Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very important	50%	50%	53%	49%	58%	48%	52%	58%	47%	50%	53%	49%	58%
Fairly important	37%	37%	37%	34%	35%	38%	35%	33%	38%	38%	37%	34%	35%
Neither important nor unimportant	8%	9%	7%	9%	4%	9%	7%	6%	11%	8%	7%	9%	4%
Fairly unimportant	2%	2%	1%	5%	1%	1%	3%	1%	3%	2%	1%	5%	1%
Very unimportant	1%	1%	-	1%	-	1%	1%	-	0%	1%	-	1%	-
Don't know	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%
Q19. What do you think a woman should do if she has some hairs on her upper lip?													
Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Remove them	53%	53%	60%	53%	56%	54%	49%	56%	50%	54%	60%	53%	56%
Dye them if they are dark	4%	4%	5%	4%	3%	3%	7%	3%	5%	3%	5%	4%	3%
Leave them	6%	6%	6%	7%	6%	7%	7%	4%	6%	6%	6%	7%	6%
No preference	30%	30%	26%	28%	29%	31%	30%	30%	29%	30%	26%	28%	29%
Don't know	7%	7%	3%	8%	6%	6%	7%	6%	11%	7%	3%	8%	6%
Q20. Do you think it is attractive or unattractive if a woman has hairy armpits?													
Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Attractive	2%	2%	1%	3%	3%	2%	1%	2%	3%	3%	1%	3%	3%
Unattractive	59%	60%	58%	56%	62%	59%	62%	63%	56%	60%	58%	56%	62%
Neither	34%	34%	36%	34%	31%	35%	35%	31%	33%	34%	36%	34%	31%
Don't know	5%	4%	5%	7%	4%	5%	2%	4%	7%	3%	5%	7%	4%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q18_4. Facial expressions

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very important	43%	48%	37%	51%	49%	37%	44%	42%	51%	38%
Fairly important	47%	45%	48%	35%	42%	55%	47%	44%	31%	56%
Neither important nor unimportant	7%	5%	10%	14%	7%	6%	6%	9%	11%	6%
Fairly unimportant	1%	1%	1%	-	2%	1%	1%	1%	-	-
Very unimportant	0%	0%	1%	-	-	1%	0%	1%	2%	-
Don't know	2%	1%	3%	-	-	1%	1%	3%	4%	-

Q18_5. Eye contact

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very important	50%	55%	44%	41%	61%	41%	56%	41%	67%	66%
Fairly important	37%	36%	37%	49%	32%	44%	35%	39%	17%	28%
Neither important nor unimportant	8%	7%	11%	11%	5%	11%	6%	11%	7%	5%
Fairly unimportant	2%	1%	3%	-	2%	3%	1%	3%	2%	-
Very unimportant	1%	0%	1%	-	-	0%	0%	2%	6%	-
Don't know	2%	0%	3%	-	-	1%	1%	4%	-	1%

Q19. What do you think a woman should do if she has some hairs on her upper lip?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Remove them	53%	54%	52%	58%	61%	49%	58%	43%	59%	77%
Dye them if they are dark	4%	5%	3%	3%	5%	5%	4%	3%	4%	1%
Leave them	6%	6%	6%	7%	5%	5%	6%	7%	4%	7%
No preference	30%	30%	30%	27%	24%	36%	27%	36%	29%	10%
Don't know	7%	5%	9%	4%	6%	6%	4%	11%	4%	6%

Q20. Do you think it is attractive or unattractive if a woman has hairy armpits?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Attractive	2%	2%	3%	-	3%	3%	1%	3%	4%	1%
Unattractive	59%	60%	58%	60%	63%	62%	62%	53%	55%	66%
Neither	34%	35%	33%	32%	31%	31%	33%	37%	35%	28%
Don't know	5%	3%	6%	7%	3%	4%	3%	7%	6%	5%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

To what extent do you like, or dislike, the following styles of women's pubic hair?

Q21_1. Natural

Unweighted base	2132	992	1140	244	521	644	723	96	148	228	293	306	338	362	361
Base	2127	1021	1105	260	533	646	686	125	135	257	277	308	339	332	354
Strongly like	11%	12%	10%	7%	8%	11%	15%	8%	6%	7%	9%	12%	10%	16%	14%
Tend to like	20%	20%	19%	16%	15%	19%	25%	15%	18%	14%	17%	21%	17%	27%	23%
Neither like nor dislike	35%	33%	37%	34%	33%	37%	36%	32%	36%	35%	30%	32%	41%	33%	40%
Tend to dislike	16%	18%	15%	18%	21%	18%	11%	17%	18%	24%	19%	20%	16%	13%	9%
Strongly dislike	9%	9%	10%	11%	14%	10%	4%	13%	9%	10%	17%	10%	10%	5%	4%
Don't know	9%	8%	9%	14%	9%	5%	9%	15%	13%	10%	8%	5%	6%	7%	11%

Q21_2. Trimmed

Unweighted base	2120	982	1138	244	519	643	714	95	149	226	293	306	337	355	359
Base	2115	1012	1103	260	532	645	678	124	136	255	277	308	338	326	352
Strongly like	10%	12%	9%	11%	9%	12%	9%	11%	11%	9%	10%	16%	8%	11%	7%
Tend to like	42%	47%	37%	36%	45%	48%	36%	42%	31%	47%	43%	53%	43%	42%	29%
Neither like nor dislike	30%	25%	34%	28%	25%	29%	35%	25%	32%	25%	25%	21%	37%	29%	40%
Tend to dislike	6%	5%	7%	9%	7%	4%	6%	6%	11%	5%	9%	5%	3%	6%	6%
Strongly dislike	3%	2%	4%	3%	4%	2%	3%	3%	3%	2%	6%	2%	3%	2%	4%
Don't know	9%	9%	9%	13%	9%	5%	11%	14%	13%	12%	7%	4%	6%	9%	13%

Q21_3. Standard bikini line – hair removed up to the knicker/bikini line

Unweighted base	2127	984	1143	245	518	644	720	96	149	226	292	306	338	356	364
Base	2122	1014	1108	261	531	646	684	125	136	255	276	307	339	327	357
Strongly like	10%	9%	11%	9%	9%	12%	9%	11%	8%	7%	12%	12%	12%	8%	11%
Tend to like	37%	38%	37%	33%	38%	40%	35%	36%	31%	38%	39%	40%	41%	38%	33%
Neither like nor dislike	33%	34%	33%	32%	29%	35%	36%	29%	35%	31%	27%	35%	35%	37%	34%
Tend to dislike	6%	6%	6%	7%	8%	5%	5%	5%	9%	8%	9%	6%	4%	6%	5%
Strongly dislike	3%	2%	4%	3%	5%	2%	2%	1%	5%	4%	6%	2%	2%	1%	3%
Don't know	10%	10%	10%	15%	11%	6%	12%	17%	13%	13%	8%	5%	7%	10%	14%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

To what extent do you like, or dislike, the following styles of women's pubic hair?

Q21_1. Natural

Unweighted base	2132	1786	104	180	62	496	352	184	249	505	104	180	62
Base	2127	1782	104	181	60	496	346	178	273	489	104	181	60
Strongly like	11%	11%	15%	11%	15%	9%	10%	17%	14%	9%	15%	11%	15%
Tend to like	20%	20%	16%	21%	15%	18%	19%	17%	21%	23%	16%	21%	15%
Neither like nor dislike	35%	35%	36%	40%	36%	35%	38%	30%	31%	36%	36%	40%	36%
Tend to dislike	16%	17%	12%	17%	18%	15%	14%	19%	16%	19%	12%	17%	18%
Strongly dislike	9%	9%	11%	5%	12%	12%	10%	8%	9%	7%	11%	5%	12%
Don't know	9%	9%	10%	6%	4%	10%	9%	9%	9%	7%	10%	6%	4%

Q21_2. Trimmed

Unweighted base	2120	1780	104	175	61	495	348	185	248	504	104	175	61
Base	2115	1776	104	176	59	495	342	179	272	488	104	176	59
Strongly like	10%	10%	14%	9%	9%	8%	9%	14%	14%	10%	14%	9%	9%
Tend to like	42%	41%	37%	45%	57%	41%	41%	41%	36%	44%	37%	45%	57%
Neither like nor dislike	30%	30%	31%	32%	25%	30%	29%	29%	29%	31%	31%	32%	25%
Tend to dislike	6%	6%	6%	5%	-	7%	8%	5%	6%	5%	6%	5%	-
Strongly dislike	3%	3%	3%	2%	3%	3%	3%	3%	5%	3%	3%	2%	3%
Don't know	9%	9%	10%	6%	6%	11%	10%	8%	11%	7%	10%	6%	6%

Q21_3. Standard bikini line – hair removed up to the knicker/bikini line

Unweighted base	2127	1787	103	175	62	496	352	183	248	508	103	175	62
Base	2122	1783	104	176	60	496	346	177	272	492	104	176	60
Strongly like	10%	10%	12%	9%	16%	8%	8%	13%	15%	10%	12%	9%	16%
Tend to like	37%	37%	36%	46%	35%	34%	38%	40%	32%	39%	36%	46%	35%
Neither like nor dislike	33%	33%	35%	32%	36%	35%	34%	27%	30%	35%	35%	32%	36%
Tend to dislike	6%	7%	4%	4%	2%	9%	6%	6%	7%	6%	4%	4%	2%
Strongly dislike	3%	3%	1%	2%	3%	3%	2%	2%	6%	3%	1%	2%	3%
Don't know	10%	10%	13%	8%	8%	12%	12%	11%	11%	7%	13%	8%	8%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

To what extent do you like, or dislike, the following styles of women's pubic hair?

Q21_1. Natural

Unweighted base	2132	1196	936	23	119	290	915	618	48	85
Base	2127	1160	966	24	116	291	892	634	48	81
Strongly like	11%	11%	11%	28%	11%	7%	14%	8%	13%	13%
Tend to like	20%	22%	17%	5%	17%	19%	21%	17%	28%	29%
Neither like nor dislike	35%	36%	35%	25%	41%	29%	37%	36%	34%	32%
Tend to dislike	16%	16%	17%	16%	15%	21%	16%	17%	11%	10%
Strongly dislike	9%	8%	11%	13%	11%	15%	6%	11%	6%	7%
Don't know	9%	8%	9%	12%	5%	9%	7%	11%	8%	10%

Q21_2. Trimmed

Unweighted base	2120	1186	934	23	119	291	907	616	47	83
Base	2115	1151	964	24	117	292	885	632	47	78
Strongly like	10%	10%	10%	9%	7%	9%	12%	9%	9%	10%
Tend to like	42%	42%	41%	34%	48%	43%	42%	41%	45%	34%
Neither like nor dislike	30%	30%	30%	29%	32%	28%	31%	28%	37%	33%
Tend to dislike	6%	7%	6%	12%	6%	9%	5%	7%	2%	4%
Strongly dislike	3%	3%	4%	-	3%	3%	2%	4%	4%	7%
Don't know	9%	9%	10%	16%	4%	9%	8%	11%	4%	12%

Q21_3. Standard bikini line – hair removed up to the knicker/bikini line

Unweighted base	2127	1191	936	23	119	290	912	614	48	87
Base	2122	1155	966	24	116	291	889	631	48	82
Strongly like	10%	10%	10%	9%	13%	8%	10%	9%	11%	15%
Tend to like	37%	40%	34%	36%	43%	37%	40%	36%	35%	30%
Neither like nor dislike	33%	32%	34%	31%	32%	31%	34%	33%	48%	32%
Tend to dislike	6%	6%	6%	4%	4%	11%	6%	6%	2%	3%
Strongly dislike	3%	2%	4%	-	2%	3%	2%	4%	-	7%
Don't know	10%	10%	11%	21%	6%	11%	9%	12%	4%	13%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q21_4. Full bikini line – all hair removed apart from a medium-sized triangle of hair

Unweighted base	2130	987	1143	245	518	645	722	96	149	226	292	306	339	359	363
Base	2125	1017	1108	261	531	647	686	125	136	255	276	308	340	330	356
Strongly like	8%	10%	6%	7%	9%	9%	6%	10%	4%	8%	9%	13%	6%	8%	3%
Tend to like	26%	35%	19%	25%	33%	30%	19%	31%	20%	39%	26%	39%	21%	28%	11%
Neither like nor dislike	35%	34%	36%	37%	30%	34%	40%	35%	38%	31%	28%	31%	37%	40%	40%
Tend to dislike	14%	8%	19%	11%	12%	13%	16%	6%	15%	5%	19%	8%	18%	11%	20%
Strongly dislike	6%	3%	9%	6%	6%	7%	6%	4%	8%	4%	8%	3%	9%	3%	10%
Don't know	11%	10%	11%	15%	11%	7%	13%	15%	15%	13%	9%	6%	7%	10%	16%

Q21_5. Hollywood – all hair completely removed

Unweighted base	2133	994	1139	245	519	642	727	97	148	226	293	308	334	363	364
Base	2128	1024	1104	262	532	644	690	126	135	255	277	310	335	333	357
Strongly like	19%	26%	12%	29%	27%	16%	12%	35%	24%	30%	24%	24%	8%	20%	4%
Tend to like	16%	23%	11%	23%	23%	15%	10%	23%	23%	29%	17%	23%	7%	17%	4%
Neither like nor dislike	22%	22%	21%	22%	19%	22%	23%	20%	25%	19%	19%	23%	22%	25%	21%
Tend to dislike	13%	10%	16%	6%	9%	16%	16%	3%	9%	7%	12%	14%	19%	13%	19%
Strongly dislike	20%	10%	29%	7%	12%	24%	26%	5%	8%	4%	20%	11%	37%	15%	36%
Don't know	10%	9%	11%	12%	10%	6%	13%	13%	12%	11%	8%	5%	8%	9%	16%

Q21_6. Triangle – all hair removed apart from a very small triangle of hair

Unweighted base	2132	991	1141	245	519	647	721	97	148	226	293	309	338	359	362
Base	2128	1021	1106	262	532	650	685	126	135	255	277	311	339	330	355
Strongly like	6%	10%	2%	4%	7%	7%	4%	6%	3%	11%	3%	13%	3%	7%	1%
Tend to like	21%	31%	11%	22%	28%	23%	13%	30%	14%	36%	20%	33%	13%	25%	2%
Neither like nor dislike	31%	31%	32%	36%	26%	32%	33%	32%	40%	24%	28%	31%	33%	37%	31%
Tend to dislike	17%	12%	23%	13%	18%	17%	19%	9%	16%	11%	24%	11%	22%	14%	24%
Strongly dislike	14%	7%	21%	9%	11%	15%	18%	7%	11%	5%	17%	6%	23%	9%	26%
Don't know	11%	10%	11%	16%	11%	7%	12%	15%	16%	13%	8%	6%	7%	9%	16%

Q21_7. Brazilian – all hair removed apart from a strip of hair

Unweighted base	2134	990	1144	246	520	647	721	97	149	226	294	308	339	359	362
Base	2129	1020	1109	263	532	649	685	126	136	255	278	309	340	330	355
Strongly like	6%	9%	3%	6%	6%	7%	5%	8%	4%	8%	5%	12%	2%	8%	2%
Tend to like	18%	28%	10%	21%	27%	20%	9%	28%	14%	37%	18%	29%	12%	18%	1%
Neither like nor dislike	27%	29%	25%	33%	23%	28%	27%	34%	33%	23%	23%	29%	27%	31%	23%
Tend to dislike	17%	14%	21%	14%	18%	17%	19%	6%	21%	11%	24%	14%	19%	18%	20%
Strongly dislike	20%	10%	30%	12%	14%	22%	27%	8%	15%	6%	21%	10%	33%	15%	38%
Don't know	11%	10%	11%	14%	12%	6%	13%	16%	13%	14%	10%	5%	7%	10%	16%

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Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q21_4. Full bikini line – all hair removed apart from a medium-sized triangle of hair

Unweighted base	2130	1788	103	177	62	496	352	185	248	507	103	177	62
Base	2125	1783	104	178	60	496	346	179	271	491	104	178	60
Strongly like	8%	8%	11%	4%	10%	8%	7%	13%	10%	5%	11%	4%	10%
Tend to like	26%	26%	22%	33%	24%	25%	26%	26%	26%	27%	22%	33%	24%
Neither like nor dislike	35%	35%	35%	37%	31%	36%	35%	33%	31%	38%	35%	37%	31%
Tend to dislike	14%	14%	14%	12%	16%	13%	15%	12%	13%	14%	14%	12%	16%
Strongly dislike	6%	6%	4%	6%	8%	6%	5%	5%	7%	8%	4%	6%	8%
Don't know	11%	11%	14%	8%	11%	13%	11%	10%	13%	7%	14%	8%	11%

Q21_5. Hollywood – all hair completely removed

Unweighted base	2133	1790	104	178	61	497	350	186	247	510	104	178	61
Base	2128	1786	104	179	58	497	344	180	271	494	104	179	58
Strongly like	19%	19%	22%	18%	18%	18%	19%	18%	23%	18%	22%	18%	18%
Tend to like	16%	16%	10%	21%	10%	18%	17%	15%	16%	16%	10%	21%	10%
Neither like nor dislike	22%	22%	20%	19%	29%	24%	21%	21%	21%	21%	20%	19%	29%
Tend to dislike	13%	13%	14%	14%	12%	12%	14%	16%	12%	14%	14%	14%	12%
Strongly dislike	20%	19%	23%	21%	28%	17%	18%	18%	17%	23%	23%	21%	28%
Don't know	10%	10%	12%	7%	5%	11%	11%	12%	12%	7%	12%	7%	5%

Q21_6. Triangle – all hair removed apart from a very small triangle of hair

Unweighted base	2132	1789	104	177	62	497	352	185	249	506	104	177	62
Base	2128	1785	104	178	60	497	346	179	273	490	104	178	60
Strongly like	6%	5%	10%	7%	10%	5%	5%	10%	5%	4%	10%	7%	10%
Tend to like	21%	21%	16%	25%	18%	20%	21%	19%	26%	19%	16%	25%	18%
Neither like nor dislike	31%	31%	31%	32%	36%	33%	32%	28%	28%	33%	31%	32%	36%
Tend to dislike	17%	17%	20%	17%	10%	17%	15%	21%	16%	19%	20%	17%	10%
Strongly dislike	14%	14%	11%	12%	20%	13%	15%	12%	13%	17%	11%	12%	20%
Don't know	11%	11%	12%	7%	6%	13%	12%	10%	13%	8%	12%	7%	6%

Q21_7. Brazilian – all hair removed apart from a strip of hair

Unweighted base	2134	1793	104	175	62	497	353	185	249	509	104	175	62
Base	2129	1789	104	176	60	497	347	179	273	493	104	176	60
Strongly like	6%	6%	11%	5%	9%	5%	6%	10%	8%	3%	11%	5%	9%
Tend to like	18%	18%	15%	25%	13%	19%	18%	14%	20%	18%	15%	25%	13%
Neither like nor dislike	27%	27%	24%	27%	38%	27%	28%	26%	26%	27%	24%	27%	38%
Tend to dislike	17%	18%	17%	16%	13%	18%	15%	20%	17%	19%	17%	16%	13%
Strongly dislike	20%	21%	21%	17%	20%	18%	22%	18%	17%	25%	21%	17%	20%
Don't know	11%	11%	12%	9%	8%	12%	12%	12%	12%	8%	12%	9%	8%

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Total	Social Grade		Marital status						
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Q21_4. Full bikini line – all hair removed apart from a medium-sized triangle of hair

Unweighted base	2130	1196	934	23	119	288	916	618	47	85
Base	2125	1161	964	24	116	289	894	634	47	81
Strongly like	8%	7%	8%	14%	8%	7%	8%	7%	6%	6%
Tend to like	26%	26%	27%	24%	24%	30%	27%	27%	24%	19%
Neither like nor dislike	35%	34%	37%	33%	41%	33%	35%	36%	44%	33%
Tend to dislike	14%	16%	11%	9%	16%	15%	14%	12%	4%	15%
Strongly dislike	6%	6%	7%	4%	5%	5%	6%	6%	13%	12%
Don't know	11%	10%	11%	16%	6%	10%	10%	12%	9%	15%

Q21_5. Hollywood – all hair completely removed

Unweighted base	2133	1196	937	23	121	290	916	617	47	86
Base	2128	1161	967	24	118	291	894	634	47	81
Strongly like	19%	14%	25%	40%	15%	23%	15%	24%	14%	8%
Tend to like	16%	14%	19%	27%	12%	18%	14%	20%	14%	6%
Neither like nor dislike	22%	22%	21%	8%	20%	18%	22%	24%	19%	19%
Tend to dislike	13%	16%	10%	4%	20%	15%	15%	8%	23%	22%
Strongly dislike	20%	24%	14%	9%	27%	18%	23%	13%	22%	30%
Don't know	10%	9%	10%	12%	6%	8%	10%	11%	9%	15%

Q21_6. Triangle – all hair removed apart from a very small triangle of hair

Unweighted base	2132	1193	939	23	119	291	915	618	48	85
Base	2128	1158	970	24	116	292	893	635	48	81
Strongly like	6%	5%	6%	9%	6%	5%	6%	5%	6%	3%
Tend to like	21%	19%	23%	24%	19%	26%	20%	21%	14%	10%
Neither like nor dislike	31%	30%	33%	27%	30%	27%	32%	35%	35%	24%
Tend to dislike	17%	20%	14%	12%	20%	17%	17%	16%	22%	27%
Strongly dislike	14%	16%	12%	11%	19%	15%	15%	11%	15%	19%
Don't know	11%	10%	11%	17%	6%	10%	10%	13%	8%	17%

Q21_7. Brazilian – all hair removed apart from a strip of hair

Unweighted base	2134	1194	940	23	119	291	915	619	48	86
Base	2129	1159	971	24	116	292	893	636	48	81
Strongly like	6%	5%	7%	9%	4%	6%	6%	5%	2%	4%
Tend to like	18%	16%	21%	24%	12%	25%	16%	20%	20%	10%
Neither like nor dislike	27%	24%	31%	21%	28%	24%	27%	31%	25%	17%
Tend to dislike	17%	21%	14%	8%	20%	19%	18%	16%	23%	19%
Strongly dislike	20%	23%	17%	21%	29%	17%	22%	15%	23%	30%
Don't know	11%	10%	11%	17%	7%	10%	10%	12%	8%	19%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q21_8. Vajazzle – all hair removed and replaced with stick on jewels

Unweighted base	2132	989	1143	245	519	647	721	96	149	225	294	309	338	359	362
Base	2127	1019	1108	261	532	649	685	125	136	254	278	311	339	330	355
Strongly like	2%	3%	1%	1%	2%	2%	1%	2%	1%	5%	0%	2%	1%	2%	1%
Tend to like	2%	3%	1%	4%	3%	3%	1%	3%	5%	3%	3%	6%	0%	2%	-
Neither like nor dislike	13%	13%	13%	17%	10%	15%	12%	16%	18%	11%	9%	16%	15%	12%	12%
Tend to dislike	15%	17%	12%	15%	16%	15%	13%	16%	14%	18%	14%	17%	13%	17%	9%
Strongly dislike	57%	51%	63%	50%	58%	57%	60%	48%	52%	48%	67%	52%	63%	56%	64%
Don't know	11%	12%	10%	13%	11%	8%	14%	15%	11%	15%	8%	8%	8%	12%	15%

To what extent do you like, or dislike, the following styles of men's pubic area?

Q22_1. Removing all hair

Unweighted base	2054	949	1105	234	509	626	685	91	143	220	289	292	334	346	339
Base	2050	978	1072	249	521	628	651	119	131	248	273	293	335	318	333
Strongly like	7%	9%	5%	11%	11%	5%	4%	13%	9%	12%	11%	8%	3%	6%	1%
Tend to like	11%	13%	9%	20%	16%	10%	5%	19%	22%	17%	15%	14%	6%	7%	3%
Neither like nor dislike	27%	29%	25%	30%	24%	28%	28%	27%	33%	26%	23%	31%	25%	32%	24%
Tend to dislike	18%	15%	21%	14%	20%	19%	16%	11%	18%	18%	21%	15%	22%	13%	19%
Strongly dislike	24%	18%	30%	7%	19%	27%	32%	5%	9%	12%	25%	18%	35%	27%	38%
Don't know	13%	16%	10%	17%	11%	10%	15%	25%	10%	16%	6%	13%	8%	15%	15%

Q22_2. Hair trimmed to be very short

Unweighted base	2052	945	1107	233	510	626	683	90	143	221	289	293	333	341	342
Base	2048	974	1074	248	522	628	649	117	131	249	273	294	334	313	336
Strongly like	10%	10%	9%	16%	14%	10%	3%	14%	17%	13%	14%	12%	9%	4%	2%
Tend to like	30%	28%	32%	37%	39%	32%	17%	37%	37%	33%	45%	30%	33%	17%	17%
Neither like nor dislike	32%	31%	33%	26%	26%	32%	38%	18%	33%	30%	23%	30%	34%	36%	39%
Tend to dislike	8%	8%	8%	5%	5%	7%	13%	5%	4%	3%	6%	7%	7%	14%	11%
Strongly dislike	8%	7%	9%	1%	4%	8%	14%	1%	1%	2%	6%	8%	7%	13%	16%
Don't know	13%	17%	10%	16%	12%	11%	16%	24%	9%	18%	6%	13%	9%	16%	15%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q21_8. Vajazzle – all hair removed and replaced with stick on jewels

Unweighted base	2132	1790	103	177	62	497	353	183	249	508	103	177	62
Base	2127	1786	103	178	60	497	347	177	273	492	103	178	60
Strongly like	2%	1%	2%	3%	3%	2%	1%	2%	2%	1%	2%	3%	3%
Tend to like	2%	2%	2%	3%	-	2%	3%	2%	4%	1%	2%	3%	-
Neither like nor dislike	13%	13%	15%	14%	14%	12%	14%	9%	13%	14%	15%	14%	14%
Tend to dislike	15%	14%	19%	13%	17%	15%	14%	15%	15%	13%	19%	13%	17%
Strongly dislike	57%	57%	54%	58%	58%	57%	56%	60%	53%	61%	54%	58%	58%
Don't know	11%	12%	9%	9%	8%	12%	12%	13%	13%	9%	9%	9%	8%

To what extent do you like, or dislike, the following styles of men's pubic area?

Q22_1. Removing all hair

Unweighted base	2054	1724	103	168	59	471	339	180	239	495	103	168	59
Base	2050	1720	103	169	57	473	334	174	261	479	103	169	57
Strongly like	7%	7%	8%	7%	11%	5%	9%	6%	10%	5%	8%	7%	11%
Tend to like	11%	11%	8%	12%	7%	13%	13%	9%	13%	9%	8%	12%	7%
Neither like nor dislike	27%	28%	25%	26%	29%	30%	28%	28%	24%	26%	25%	26%	29%
Tend to dislike	18%	18%	18%	18%	8%	19%	14%	18%	18%	20%	18%	18%	8%
Strongly dislike	24%	24%	27%	22%	37%	22%	22%	23%	24%	27%	27%	22%	37%
Don't know	13%	12%	15%	15%	8%	11%	14%	16%	11%	13%	15%	15%	8%

Q22_2. Hair trimmed to be very short

Unweighted base	2052	1724	103	166	59	468	337	180	241	498	103	166	59
Base	2048	1720	103	167	57	470	332	174	263	481	103	167	57
Strongly like	10%	10%	9%	8%	9%	9%	7%	10%	15%	9%	9%	8%	9%
Tend to like	30%	30%	26%	30%	25%	32%	31%	30%	28%	28%	26%	30%	25%
Neither like nor dislike	32%	32%	28%	31%	36%	34%	33%	31%	28%	32%	28%	31%	36%
Tend to dislike	8%	8%	10%	10%	7%	7%	8%	7%	9%	8%	10%	10%	7%
Strongly dislike	8%	8%	9%	9%	15%	7%	7%	5%	8%	9%	9%	9%	15%
Don't know	13%	13%	18%	13%	8%	11%	15%	16%	12%	14%	18%	13%	8%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q21_8. Vajazzle – all hair removed and replaced with stick on jewels

Unweighted base	2132	1194	938	23	119	291	915	617	48	86
Base	2127	1159	968	24	116	292	893	634	48	81
Strongly like	2%	1%	2%	9%	2%	1%	1%	2%	-	1%
Tend to like	2%	2%	3%	-	4%	4%	2%	3%	-	-
Neither like nor dislike	13%	11%	15%	17%	15%	13%	12%	15%	10%	10%
Tend to dislike	15%	14%	15%	18%	12%	14%	15%	15%	16%	11%
Strongly dislike	57%	61%	53%	29%	58%	57%	59%	55%	65%	63%
Don't know	11%	10%	12%	27%	8%	11%	11%	11%	8%	15%

To what extent do you like, or dislike, the following styles of men's pubic area?

Q22_1. Removing all hair

Unweighted base	2054	1155	899	23	116	284	874	603	45	80
Base	2050	1122	928	24	113	285	854	618	45	76
Strongly like	7%	4%	10%	4%	3%	7%	6%	10%	4%	3%
Tend to like	11%	9%	13%	17%	10%	10%	8%	16%	6%	3%
Neither like nor dislike	27%	25%	31%	38%	23%	28%	26%	29%	39%	25%
Tend to dislike	18%	20%	15%	11%	19%	21%	18%	17%	15%	20%
Strongly dislike	24%	30%	17%	22%	31%	24%	30%	15%	25%	34%
Don't know	13%	12%	13%	8%	14%	10%	13%	14%	10%	15%

Q22_2. Hair trimmed to be very short

Unweighted base	2052	1151	901	23	114	283	876	602	47	78
Base	2048	1119	929	24	111	284	857	617	47	74
Strongly like	10%	7%	12%	8%	9%	9%	7%	14%	7%	1%
Tend to like	30%	29%	31%	32%	28%	38%	26%	34%	15%	13%
Neither like nor dislike	32%	33%	30%	31%	35%	33%	31%	29%	58%	40%
Tend to dislike	8%	9%	7%	9%	6%	5%	10%	6%	6%	15%
Strongly dislike	8%	10%	6%	12%	7%	6%	12%	3%	2%	15%
Don't know	13%	13%	14%	8%	15%	10%	13%	14%	12%	15%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q22_3. Nothing done

Unweighted base	2060	944	1116	233	508	621	698	90	143	220	288	292	329	342	356
Base	2055	973	1082	248	520	623	664	117	131	248	272	293	330	314	350
Strongly like	11%	9%	12%	5%	4%	10%	19%	3%	6%	3%	5%	7%	12%	18%	20%
Tend to like	20%	16%	23%	13%	20%	19%	23%	13%	13%	13%	26%	15%	23%	19%	26%
Neither like nor dislike	37%	37%	36%	32%	35%	41%	36%	29%	35%	40%	31%	40%	41%	36%	37%
Tend to dislike	12%	12%	11%	18%	16%	11%	6%	17%	20%	15%	16%	12%	10%	7%	4%
Strongly dislike	9%	10%	8%	13%	13%	9%	4%	11%	15%	12%	15%	11%	6%	7%	1%
Don't know	12%	16%	9%	19%	12%	10%	12%	28%	11%	17%	6%	14%	7%	13%	12%

Q23. Do you think women should get rid of armpit hair?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Should	53%	52%	54%	32%	53%	56%	58%	39%	26%	55%	52%	56%	56%	53%	64%
Should not	5%	6%	5%	8%	5%	4%	6%	5%	11%	4%	7%	4%	4%	9%	3%
No preference	37%	35%	38%	50%	35%	37%	32%	42%	59%	31%	39%	36%	37%	34%	30%
Don't know	5%	7%	3%	9%	6%	4%	3%	14%	3%	10%	2%	4%	3%	4%	3%

Q23_NEW. Do you think men should get rid of armpit hair?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Should	9%	10%	8%	8%	8%	9%	10%	11%	4%	10%	7%	11%	7%	7%	12%
Should not	41%	42%	41%	30%	42%	46%	41%	27%	33%	36%	47%	47%	45%	47%	36%
No preference	45%	42%	47%	53%	44%	41%	46%	49%	58%	45%	44%	37%	44%	42%	49%
Don't know	5%	6%	4%	9%	5%	4%	3%	13%	5%	8%	3%	5%	4%	3%	4%

Q24. Do you think it is attractive or unattractive for a woman to have hairy legs?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Attractive	1%	2%	1%	4%	1%	1%	1%	3%	5%	1%	1%	2%	1%	2%	-
Unattractive	64%	66%	62%	39%	61%	70%	71%	44%	34%	63%	60%	73%	68%	71%	71%
Neither	30%	25%	34%	46%	33%	25%	26%	35%	57%	28%	37%	20%	29%	24%	27%
Don't know	5%	7%	2%	11%	5%	4%	3%	17%	4%	7%	2%	5%	2%	3%	2%

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Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q22_3. Nothing done

Unweighted base	2060	1725	104	171	60	469	338	180	239	499	104	171	60
Base	2055	1721	104	172	58	470	333	174	261	482	104	172	58
Strongly like	11%	10%	9%	12%	22%	11%	8%	10%	11%	12%	9%	12%	22%
Tend to like	20%	19%	28%	21%	10%	18%	23%	20%	17%	18%	28%	21%	10%
Neither like nor dislike	37%	37%	28%	35%	45%	40%	38%	35%	37%	36%	28%	35%	45%
Tend to dislike	12%	12%	11%	12%	10%	13%	8%	9%	15%	12%	11%	12%	10%
Strongly dislike	9%	9%	10%	6%	5%	9%	11%	10%	9%	9%	10%	6%	5%
Don't know	12%	12%	13%	14%	8%	10%	13%	15%	11%	13%	13%	14%	8%

Q23. Do you think women should get rid of armpit hair?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Should	53%	53%	57%	49%	54%	53%	54%	55%	47%	55%	57%	49%	54%
Should not	5%	5%	7%	6%	6%	5%	5%	5%	8%	5%	7%	6%	6%
No preference	37%	37%	33%	40%	37%	38%	35%	35%	38%	36%	33%	40%	37%
Don't know	5%	5%	3%	4%	3%	5%	6%	5%	7%	4%	3%	4%	3%

Q23_NEW. Do you think men should get rid of armpit hair?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Should	9%	9%	9%	10%	6%	9%	10%	7%	12%	7%	9%	10%	6%
Should not	41%	41%	47%	37%	52%	40%	37%	47%	37%	45%	47%	37%	52%
No preference	45%	45%	41%	48%	42%	45%	48%	42%	47%	43%	41%	48%	42%
Don't know	5%	5%	3%	5%	-	6%	5%	5%	5%	5%	3%	5%	-

Q24. Do you think it is attractive or unattractive for a woman to have hairy legs?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Attractive	1%	1%	1%	2%	3%	0%	1%	1%	2%	2%	1%	2%	3%
Unattractive	64%	64%	68%	65%	68%	65%	64%	65%	59%	64%	68%	65%	68%
Neither	30%	30%	29%	28%	25%	31%	31%	28%	32%	29%	29%	28%	25%
Don't know	5%	5%	2%	6%	4%	4%	4%	5%	7%	4%	2%	6%	4%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q22_3. Nothing done

Unweighted base	2060	1159	901	22	115	282	881	599	47	85
Base	2055	1126	929	23	112	283	861	614	47	81
Strongly like	11%	13%	8%	9%	11%	6%	14%	6%	11%	24%
Tend to like	20%	23%	16%	21%	21%	21%	22%	15%	21%	21%
Neither like nor dislike	37%	36%	38%	35%	41%	37%	37%	36%	39%	38%
Tend to dislike	12%	11%	13%	9%	10%	12%	9%	17%	8%	2%
Strongly dislike	9%	7%	11%	16%	6%	13%	6%	11%	8%	1%
Don't know	12%	11%	14%	9%	11%	11%	11%	14%	12%	13%

Q23. Do you think women should get rid of armpit hair?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Should	53%	53%	53%	49%	55%	57%	58%	44%	44%	64%
Should not	5%	6%	5%	12%	6%	3%	5%	6%	2%	4%
No preference	37%	38%	35%	32%	36%	36%	34%	42%	50%	24%
Don't know	5%	3%	7%	7%	3%	4%	3%	8%	4%	7%

Q23_NEW. Do you think men should get rid of armpit hair?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Should	9%	8%	10%	21%	10%	7%	9%	9%	4%	5%
Should not	41%	44%	39%	45%	45%	43%	44%	37%	43%	42%
No preference	45%	44%	46%	25%	43%	47%	43%	47%	49%	47%
Don't know	5%	4%	6%	8%	2%	3%	4%	7%	4%	6%

Q24. Do you think it is attractive or unattractive for a woman to have hairy legs?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Attractive	1%	1%	2%	-	2%	0%	1%	2%	-	-
Unattractive	64%	66%	62%	64%	74%	62%	70%	56%	63%	67%
Neither	30%	30%	30%	33%	22%	33%	26%	34%	35%	28%
Don't know	5%	3%	6%	3%	3%	5%	2%	8%	2%	5%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q25. Do you think it attractive or unattractive for a man to have hairy legs?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Attractive	26%	21%	30%	22%	32%	29%	20%	17%	27%	22%	41%	25%	33%	19%	21%
Unattractive	5%	5%	5%	6%	5%	6%	5%	7%	5%	6%	4%	7%	5%	3%	6%
Neither	59%	57%	61%	56%	52%	56%	69%	51%	62%	51%	52%	53%	58%	68%	69%
Don't know	10%	16%	4%	16%	12%	9%	6%	26%	6%	21%	3%	15%	3%	9%	4%

Q26. Do you think men look better when they have...?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Very hairy chests	4%	4%	3%	2%	3%	5%	4%	3%	2%	5%	1%	5%	4%	4%	4%
Somewhat hairy chests	32%	27%	37%	25%	30%	33%	37%	21%	30%	24%	37%	27%	38%	34%	39%
Not very hairy chests	28%	24%	33%	24%	27%	27%	32%	20%	28%	24%	31%	21%	34%	29%	35%
No hair on their chests at all	9%	8%	9%	11%	12%	9%	6%	10%	12%	10%	13%	9%	8%	5%	6%
Don't know	27%	36%	18%	38%	27%	26%	22%	47%	28%	37%	18%	38%	16%	29%	16%

Q27. Do you think it is attractive or unattractive for men to have hairy backs?

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
Attractive	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%
Unattractive	62%	61%	64%	49%	66%	66%	62%	51%	47%	64%	67%	64%	68%	60%	64%
Neither	22%	17%	27%	28%	19%	21%	23%	20%	37%	14%	24%	16%	26%	20%	26%
Don't know	13%	19%	7%	21%	13%	11%	12%	28%	13%	19%	7%	18%	5%	17%	7%

**Q28. What is your view when it comes to wrinkles?
(Whether you have them already or not.)**

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
I think they can look nice, and I am happy to have them	42%	41%	43%	22%	33%	44%	55%	16%	29%	32%	34%	46%	42%	54%	55%
I think they can look nice, but I don't want them	31%	27%	34%	36%	36%	32%	22%	32%	40%	30%	42%	26%	38%	22%	22%
I don't think they look nice	14%	15%	13%	12%	14%	13%	15%	14%	9%	17%	11%	13%	14%	15%	16%
Don't know	14%	18%	10%	30%	17%	11%	8%	38%	23%	21%	13%	15%	7%	10%	6%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q25. Do you think it attractive or unattractive for a man to have hairy legs?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Attractive	26%	25%	36%	28%	25%	24%	24%	31%	26%	25%	36%	28%	25%
Unattractive	5%	5%	4%	6%	3%	4%	6%	4%	7%	5%	4%	6%	3%
Neither	59%	60%	51%	53%	65%	64%	58%	54%	56%	61%	51%	53%	65%
Don't know	10%	10%	10%	13%	7%	7%	12%	11%	11%	9%	10%	13%	7%

Q26. Do you think men look better when they have...?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Very hairy chests	4%	4%	4%	1%	2%	4%	6%	4%	4%	3%	4%	1%	2%
Somewhat hairy chests	32%	31%	44%	38%	38%	32%	30%	35%	30%	30%	44%	38%	38%
Not very hairy chests	28%	29%	25%	24%	29%	27%	28%	27%	28%	33%	25%	24%	29%
No hair on their chests at all	9%	9%	7%	9%	6%	9%	9%	10%	10%	8%	7%	9%	6%
Don't know	27%	27%	20%	29%	25%	29%	28%	24%	28%	25%	20%	29%	25%

Q27. Do you think it is attractive or unattractive for men to have hairy backs?

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
Attractive	2%	2%	4%	2%	3%	3%	3%	2%	2%	4%	2%	3%	3%
Unattractive	62%	63%	60%	60%	62%	63%	59%	64%	56%	69%	60%	60%	62%
Neither	22%	22%	25%	22%	21%	23%	25%	21%	25%	19%	25%	22%	21%
Don't know	13%	13%	10%	16%	14%	12%	14%	14%	17%	10%	10%	16%	14%

**Q28. What is your view when it comes to wrinkles?
(Whether you have them already or not.)**

Unweighted base	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
I think they can look nice, and I am happy to have them	42%	41%	45%	47%	47%	40%	44%	43%	39%	39%	45%	47%	47%
I think they can look nice, but I don't want them	31%	31%	32%	25%	26%	30%	27%	32%	33%	34%	32%	25%	26%
I don't think they look nice	14%	14%	14%	12%	14%	16%	15%	9%	14%	13%	14%	12%	14%
Don't know	14%	14%	9%	16%	13%	15%	13%	16%	14%	14%	9%	16%	13%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q25. Do you think it attractive or unattractive for a man to have hairy legs?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Attractive	26%	27%	25%	35%	27%	30%	24%	28%	21%	20%
Unattractive	5%	5%	5%	8%	8%	5%	5%	6%	8%	3%
Neither	59%	60%	57%	47%	58%	55%	63%	55%	58%	69%
Don't know	10%	7%	13%	10%	7%	10%	8%	12%	13%	7%

Q26. Do you think men look better when they have...?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Very hairy chests	4%	4%	3%	14%	2%	5%	3%	3%	2%	5%
Somewhat hairy chests	32%	35%	30%	22%	32%	35%	36%	27%	31%	36%
Not very hairy chests	28%	30%	26%	33%	34%	27%	29%	27%	29%	36%
No hair on their chests at all	9%	7%	11%	14%	14%	5%	7%	12%	10%	3%
Don't know	27%	24%	30%	16%	18%	27%	25%	32%	29%	20%

Q27. Do you think it is attractive or unattractive for men to have hairy backs?

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
Attractive	2%	2%	3%	10%	2%	3%	2%	2%	-	4%
Unattractive	62%	64%	60%	59%	65%	63%	66%	58%	61%	64%
Neither	22%	23%	21%	27%	24%	22%	22%	23%	18%	22%
Don't know	13%	10%	16%	4%	10%	11%	10%	17%	21%	10%

**Q28. What is your view when it comes to wrinkles?
(Whether you have them already or not.)**

Unweighted base	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
I think they can look nice, and I am happy to have them	42%	48%	34%	38%	39%	35%	50%	31%	53%	56%
I think they can look nice, but I don't want them	31%	31%	30%	37%	34%	37%	28%	33%	21%	17%
I don't think they look nice	14%	12%	16%	14%	17%	14%	13%	15%	15%	17%
Don't know	14%	9%	20%	11%	10%	14%	9%	21%	12%	10%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Q29. What is your view when it comes to freckles?
(Whether you have them already or not.)

Unweighted base	2271	1064	1207	283	550	676	762	117	166	247	303	325	351	375	387
Base	2271	1101	1170	307	563	678	723	154	152	277	286	326	352	344	380
I think they can look nice, and I am happy to have them	59%	49%	68%	55%	61%	61%	58%	40%	70%	52%	70%	51%	69%	50%	65%
I think they can look nice, but I don't want them	25%	30%	21%	22%	24%	24%	29%	28%	16%	29%	19%	28%	20%	33%	25%
I don't think they look nice	5%	7%	4%	7%	4%	6%	4%	10%	5%	5%	3%	7%	4%	6%	3%
Don't know	11%	14%	8%	17%	11%	10%	9%	23%	10%	14%	9%	13%	7%	11%	7%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Part of the UK				Region UK							
	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Q29. What is your view when it comes to freckles?
(Whether you have them already or not.)

	Unweighted base	England	Wales	Scotland	Northern Ireland	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
	2271	1909	109	189	64	528	372	198	269	542	109	189	64
Base	2271	1910	109	191	61	529	366	192	298	525	109	191	61
I think they can look nice, and I am happy to have them	59%	59%	64%	57%	58%	61%	61%	58%	52%	60%	64%	57%	58%
I think they can look nice, but I don't want them	25%	25%	26%	21%	30%	25%	23%	23%	27%	27%	26%	21%	30%
I don't think they look nice	5%	5%	5%	8%	5%	4%	5%	4%	7%	5%	5%	8%	5%
Don't know	11%	11%	6%	14%	7%	11%	10%	15%	14%	8%	6%	14%	7%

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Sample: 2271 adults (16+) in the UK

Fieldwork Dates: 5th - 10th February 2021

Total	Social Grade		Marital status						
	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Q29. What is your view when it comes to freckles?
(Whether you have them already or not.)

	Unweighted base	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed
	2271	1269	1002	25	124	300	967	674	48	92
Base	2271	1233	1038	27	121	301	943	696	48	87
I think they can look nice, and I am happy to have them	59%	63%	55%	56%	51%	61%	62%	57%	55%	57%
I think they can look nice, but I don't want them	25%	26%	25%	15%	33%	26%	24%	24%	19%	36%
I don't think they look nice	5%	4%	6%	4%	9%	4%	5%	6%	6%	1%
Don't know	11%	8%	14%	25%	7%	9%	9%	14%	20%	7%