Health \& Wellbeing Survey

## CATI Fieldwork : 16th-18th October 2009

Table 1
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements?

## Summary Table

Base: All respondents

|  |  | Statements |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | I feel I have a healthy body shape | My body shape sometimes makes me feel depressed | I feel under pressure to change my body shape | I don't mind showing off my body in public | People care too much about what they look like and not enough about how healthy they are | I am jealous of people who can eat what they like and not exercise but still not get fat |
| Unweighted base |  | 1002 | 1002 | 1002 | 1002 | 1002 | 1002 |
| Weighted base |  | 1002 | 1002 | 1002 | 1002 | 1002 | 1002 |
| NET: Agree |  | $\begin{aligned} & 699 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 426 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 899 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 381 \\ & 38 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{aligned} & 216 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 59 \\ 6 \% \end{gathered}$ | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 480 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 17 \% \end{aligned}$ |
| Agree | (3) | $\begin{aligned} & 483 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 135 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 343 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 21 \% \end{aligned}$ |
| Disagree | (2) | $\begin{gathered} 225 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 409 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 438 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 328 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 66 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 361 \\ & 36 \% \end{aligned}$ |
| Disagree strongly | (1) | $\begin{gathered} 67 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 352 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 349 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{gathered} 235 \\ 23 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{aligned} & 292 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 761 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 787 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 543 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 596 \\ & 60 \% \end{aligned}$ |
| Don't know |  | $\begin{gathered} 11 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{*}$ | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 25 \\ 2 \% \end{gathered}$ |
| Mean |  | 2.86 | 1.94 | 1.94 | 2.30 | 3.37 | 2.32 |
| Standard deviation |  | 0.83 | 0.87 | 0.89 | 0.91 | 0.72 | 1.02 |
| Standard error |  | 0.03 | 0.03 | 0.03 | 0.03 | 0.02 | 0.03 |

## Health \& Wellbeing Survey

## CATI Fieldwork : 16th-18th October 2009

Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements?

I feel I have a healthy body shape
Base: All respondents

|  |  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \end{aligned}$ | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland |
| Unweighted base |  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
| Weighted base |  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
| NET: Agree |  | $\begin{aligned} & 699 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 341 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 358 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 87 \% \end{aligned}$ | $\begin{gathered} 116 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 144 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 67 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{aligned} & 216 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ |
| Agree | (3) | $\begin{aligned} & 483 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 250 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 136 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ |
| Disagree | (2) | $\begin{aligned} & 225 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ |
| Disagree strongly | (1) | $\begin{gathered} 67 \\ 7 \% \end{gathered}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ |  | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 292 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ |
| Don't know |  | $\begin{gathered} 11 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| Mean |  | 2.86 | 2.88 | 2.83 | 3.17 | 2.90 | 2.82 | 2.70 | 2.78 | 2.85 | 3.01 | 2.87 | 2.86 | 2.68 | 2.87 | 2.81 | 2.90 | 2.84 | 2.84 |
| Standard deviation |  | 0.83 | 0.83 | 0.84 | 0.62 | 0.80 | 0.81 | 0.97 | 0.87 | 0.80 | 0.74 | 0.83 | 0.81 | 0.92 | 0.83 | 0.85 | 0.84 | 0.83 | 0.81 |
| Standard error |  | 0.03 | 0.04 | 0.04 | 0.07 | 0.08 | 0.06 | 0.07 | 0.06 | 0.05 | 0.04 | 0.06 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.07 | 0.09 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 3
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements?

My body shape sometimes makes me feel depressed
Base: All respondents

Unweighted base
Weighted base
NET: Agree

Agree strongly

Agree
Disagree

Disagree strongly
NET: Disagree

Don't know
Mean
Standard deviation
Standard error

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 233 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 59 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 174 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 107 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 20 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 409 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 182 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 125 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 100 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 107 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ |
| (1) | $\begin{gathered} 352 \\ 35 \% \end{gathered}$ | $\begin{gathered} 207 \\ 43 \% \end{gathered}$ | $\begin{gathered} 146 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ |
|  | $\begin{aligned} & 761 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 389 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 372 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 114 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 119 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 230 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 74 \% \end{aligned}$ |
|  | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | * | - | 1\% |
|  | 1.94 | 1.80 | 2.07 | 1.84 | 1.98 | 1.92 | 2.07 | 1.91 | 1.90 | 1.90 | 1.87 | 1.94 | 2.06 | 1.97 | 1.96 | 1.84 | 2.00 | 1.98 |
|  | 0.87 | 0.84 | 0.88 | 0.90 | 0.89 | 0.89 | 0.94 | 0.78 | 0.83 | 0.83 | 0.83 | 0.92 | 0.93 | 0.92 | 0.87 | 0.80 | 0.92 | 0.85 |
|  | 0.03 | 0.04 | 0.04 | 0.11 | 0.08 | 0.07 | 0.07 | 0.05 | 0.05 | 0.05 | 0.06 | 0.07 | 0.05 | 0.06 | 0.06 | 0.05 | 0.08 | 0.09 |

## Health \& Wellbeing Survey

## CATI Fieldwork : 16th-18th October 2009

Table 4
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements?

I feel under pressure to change my body shape
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree
Disagree

Disagree strongly
NET: Disagree

Don't know
Mean
Standard deviation
Standard error

|  |  |  | der | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | South East | $\begin{gathered} \text { Mid- } \\ \text { lands } \\ \hline \end{gathered}$ | North England |  <br> South <br> West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 212 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ |
| (4) | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 46 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{gathered} 17 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $4{ }_{4}^{4}$ |
| (3) | $\begin{gathered} 135 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 438 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 120 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 102 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 49 \% \end{aligned}$ |
| (1) | $\begin{aligned} & 349 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 184 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 111 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 34 \% \end{aligned}$ |
|  | $\begin{gathered} 787 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 385 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 402 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 200 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 231 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 175 \\ 83 \% \end{gathered}$ | $\begin{gathered} 181 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 83 \% \end{aligned}$ |
|  | 4 | ${ }_{*}$ | ${ }_{*}$ | - | $\begin{aligned} & \text { 1 } \\ & \text { 1\% } \end{aligned}$ | ${ }_{*}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\stackrel{1}{*}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | - |
|  | 1.94 | 1.88 | 2.00 | 1.96 | 2.05 | 1.93 | 2.04 | 1.95 | 1.76 | 1.94 | 1.88 | 1.88 | 2.06 | 1.91 | 1.98 | 1.89 | 2.04 | 1.87 |
|  | 0.89 | 0.87 | 0.90 | 0.94 | 1.00 | 0.84 | 0.94 | 0.87 | 0.76 | 0.89 | 0.87 | 0.83 | 0.95 | 0.87 | 0.93 | 0.88 | 0.92 | 0.79 |
|  | 0.03 | 0.04 | 0.04 | 0.11 | 0.10 | 0.06 | 0.07 | 0.06 | 0.05 | 0.05 | 0.06 | 0.06 | 0.05 | 0.06 | 0.06 | 0.05 | 0.08 | 0.08 |

## Health \& Wellbeing Survey

## CATI Fieldwork : 16th-18th October 2009

Table 5
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements?

I don't mind showing off my body in public
Base: All respondents

|  |  |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C 2 | DE | South East | Midlands | North England |  <br> South <br> West | Scotland |
| Unweighted base |  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
| Weighted base |  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
| NET: Agree |  | $\begin{aligned} & 426 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 116 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 50 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{aligned} & 83 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ |
| Agree | (3) | $\begin{aligned} & 343 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 102 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ |
| Disagree | (2) | $\begin{aligned} & 328 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 136 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 33 \% \end{aligned}$ |
| Disagree strongly | (1) | $\begin{aligned} & 215 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 145 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{aligned} & 543 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 337 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 125 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 141 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 132 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 49 \% \end{aligned}$ |
| Don't know |  | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 50 \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| Mean |  | 2.30 | 2.53 | 2.10 | 2.42 | 2.32 | 2.36 | 2.40 | 2.20 | 2.17 | 2.44 | 2.25 | 2.38 | 2.15 | 2.32 | 2.22 | 2.30 | 2.35 | 2.40 |
| Standard deviation |  | 0.91 | 0.88 | 0.88 | 0.91 | 0.88 | 0.86 | 0.97 | 0.92 | 0.91 | 0.88 | 0.86 | 0.91 | 0.97 | 0.90 | 0.93 | 0.91 | 0.93 | 0.82 |
| Standard error |  | 0.03 | 0.04 | 0.04 | 0.11 | 0.08 | 0.07 | 0.07 | 0.06 | 0.06 | 0.05 | 0.06 | 0.07 | 0.06 | 0.06 | 0.06 | 0.06 | 0.08 | 0.09 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 6
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements? People care too much about what they look like and not enough about how healthy they are
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

Disagree

Disagree strongly
NET: Disagree

Don't know
Mean
Standard deviation
Standard error

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{aligned} & \hline \text { Wales } \\ & \& \\ & \text { South } \\ & \text { West } \\ & \hline \end{aligned}$ | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 899 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 425 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 474 \\ & 91 \% \end{aligned}$ | $\begin{gathered} 110 \\ 92 \% \end{gathered}$ | $\begin{gathered} 145 \\ 91 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 94 \% \end{aligned}$ | $\begin{gathered} 152 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 259 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 124 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 93 \% \end{aligned}$ |
| (4) | $\begin{gathered} 480 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 277 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 151 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 112 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 134 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 419 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ |
| (2) | $\begin{gathered} 66 \\ 7 \% \end{gathered}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{gathered} 17 \\ 7 \% \end{gathered}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 7 \% \end{gathered}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 13 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{6}^{6}$ |
| (1) | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - |
|  | $\begin{aligned} & 90 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\stackrel{15}{7 \%}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | ${ }_{6}^{6}$ |
|  | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | ${ }_{*}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | 4\% | * |
|  | 3.37 | 3.29 | 3.45 | 3.45 | 3.36 | 3.45 | 3.38 | 3.38 | 3.24 | 3.36 | 3.39 | 3.37 | 3.36 | 3.38 | 3.41 | 3.34 | 3.30 | 3.45 |
|  | 0.72 | 0.75 | 0.68 | 0.65 | 0.70 | 0.62 | 0.76 | 0.76 | 0.77 | 0.66 | 0.73 | 0.75 | 0.73 | 0.70 | 0.73 | 0.72 | 0.77 | 0.62 |
|  | 0.02 | 0.04 | 0.03 | 0.08 | 0.07 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.05 | 0.06 | 0.04 | 0.04 | 0.05 | 0.04 | 0.06 | 0.07 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 7
Q. 1 Thinking about your health, and the shape of your body, to what extent do you agree or disagree with each of the following statements? I am jealous of people who can eat what they like and not exercise but still not get fat
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree
Disagree

Disagree strongly
NET: Disagree

Don't know
Mean
Standard deviation
Standard error

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{gathered} 381 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 114 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 114 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 168 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 213 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 117 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 57 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 361 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 184 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ |
| (1) | $\begin{gathered} 235 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 23 \% \end{aligned}$ |
|  | $\begin{gathered} 596 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 307 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 290 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 102 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 127 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 172 \\ 65 \% \end{gathered}$ | $\begin{gathered} 144 \\ 55 \% \end{gathered}$ | $\begin{gathered} 147 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 58 \% \end{aligned}$ |
|  | $\begin{aligned} & 25 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | 3 $3 \%$ |
|  | 2.32 | 2.19 | 2.44 | 2.37 | 2.19 | 2.29 | 2.38 | 2.38 | 2.34 | 2.25 | 2.38 | 2.26 | 2.38 | 2.25 | 2.37 | 2.33 | 2.31 | 2.38 |
|  | 1.02 | 0.99 | 1.04 | 1.08 | 0.93 | 1.05 | 1.08 | 0.99 | 1.00 | 1.01 | 1.04 | 1.02 | 1.01 | 0.97 | 1.04 | 1.05 | 0.99 | 1.07 |
|  | 0.03 | 0.05 | 0.04 | 0.13 | 0.09 | 0.08 | 0.08 | 0.07 | 0.07 | 0.06 | 0.08 | 0.08 | 0.06 | 0.06 | 0.07 | 0.06 | 0.08 | 0.12 |

Health \& Wellbeing Survey
Q. 2 Thinking about the way the media portrays body image, to what extent do you agree or disagree with each of the following statements?

## Summary Table

Base: All respondents

|  |  | Statements |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Photographs which have been airbrushed should carry a warning saying that they have been | Models who have used steroids or other drugs should be banned from appearing in adverts promoting health based products and supplements | The media and advertising industry should use models with a broader range of body sizes | People's lives aren't really affected by images of models in the media |
| Unweighted base |  | 1002 | 1002 | 1002 | 1002 |
| Weighted base |  | 1002 | 1002 | 1002 | 1002 |
| NET: Agree |  | $\begin{aligned} & 767 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 865 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 899 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 343 \\ & 34 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{gathered} 476 \\ 48 \% \end{gathered}$ | $\begin{gathered} 620 \\ 62 \% \end{gathered}$ | $\begin{gathered} 630 \\ 63 \% \end{gathered}$ | $\begin{gathered} 130 \\ 13 \% \end{gathered}$ |
| Agree | (3) | $\begin{aligned} & 291 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 245 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 268 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 21 \% \end{aligned}$ |
| Disagree | (2) | $\begin{aligned} & 160 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 372 \\ & 37 \% \end{aligned}$ |
| Disagree strongly | (1) | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 271 \\ & 27 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{aligned} & 210 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 128 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 64 \% \end{aligned}$ |
| Don't know |  | $\begin{gathered} 25 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ |
| Mean |  | 3.22 | 3.44 | 3.52 | 2.20 |
| Standard deviation |  | 0.90 | 0.86 | 0.74 | 0.99 |
| Standard error |  | 0.03 | 0.03 | 0.02 | 0.03 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 9
Q. 2 Thinking about the way the media portrays body image, to what extent do you agree or disagree with each of the following statements? Photographs which have been airbrushed should carry a warning saying that they have been
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 767 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 347 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 421 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 116 \\ 73 \% \end{gathered}$ | $\begin{gathered} 164 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 115 \\ 78 \% \end{gathered}$ | $\begin{gathered} 150 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 183 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 72 \% \end{aligned}$ |
| (4) | $\begin{gathered} 476 \\ 48 \% \end{gathered}$ | $\begin{gathered} 210 \\ 44 \% \end{gathered}$ | $\begin{gathered} 266 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 134 \\ 46 \% \end{gathered}$ | $\begin{gathered} 116 \\ 55 \% \end{gathered}$ | $\begin{gathered} 105 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 140 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 291 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 136 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 20 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 160 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \text { 20\% } \end{aligned}$ |
| (1) | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ |
|  | $\begin{aligned} & 210 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ |
|  | $\begin{gathered} 25 \\ 2 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 13 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |
|  | 3.22 | 3.12 | 3.31 | 3.17 | 3.09 | 3.29 | 3.28 | 3.30 | 3.18 | 3.22 | 3.14 | 3.34 | 3.22 | 3.14 | 3.31 | 3.23 | 3.20 | 3.21 |
|  | 0.90 | 0.96 | 0.83 | 0.94 | 0.88 | 0.87 | 0.96 | 0.86 | 0.89 | 0.91 | 0.94 | 0.88 | 0.85 | 0.88 | 0.90 | 0.88 | 0.93 | 0.96 |
|  | 0.03 | 0.05 | 0.04 | 0.11 | 0.08 | 0.07 | 0.07 | 0.06 | 0.06 | 0.05 | 0.07 | 0.07 | 0.05 | 0.06 | 0.06 | 0.05 | 0.08 | 0.10 |

## Health \& Wellbeing Survey <br> CATI Fieldwork : 16th-18th October 2009

Table 10
Q. 2 Thinking about the way the media portrays body image, to what extent do you agree or disagree with each of the following statements? Models who have used steroids or other drugs should be banned from appearing in adverts promoting health based products and supplements Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree
Disagree
Disagree strongly
NET: Disagree

Don't know

Mean
Standard deviation
Standard error

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{gathered} 865 \\ 86 \% \end{gathered}$ | $\begin{gathered} 397 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 468 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 132 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 136 \\ 92 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 250 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 85 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 620 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 344 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 125 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 134 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 53 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 245 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 73 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ |
| (2) | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 16 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | 6 $7 \%$ |
| (1) | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 17 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | ${ }_{7 \%}^{6}$ |
|  | $\begin{gathered} 128 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ |
|  | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | * | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | 2\% |
|  | 3.44 | 3.35 | 3.51 | 3.36 | 3.29 | 3.51 | 3.51 | 3.59 | 3.36 | 3.39 | 3.44 | 3.49 | 3.44 | 3.47 | 3.43 | 3.49 | 3.35 | 3.33 |
|  | 0.86 | 0.90 | 0.81 | 0.82 | 0.85 | 0.80 | 0.93 | 0.72 | 0.95 | 0.81 | 0.89 | 0.82 | 0.90 | 0.77 | 0.94 | 0.80 | 0.92 | 0.88 |
|  | 0.03 | 0.04 | 0.03 | 0.10 | 0.08 | 0.06 | 0.07 | 0.05 | 0.06 | 0.05 | 0.06 | 0.06 | 0.05 | 0.05 | 0.06 | 0.05 | 0.08 | 0.09 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 11
Q. 2 Thinking about the way the media portrays body image, to what extent do you agree or disagree with each of the following statements?

The media and advertising industry should use models with a broader range of body sizes
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 899 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 415 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 484 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 183 \\ 92 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 221 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 92 \% \end{aligned}$ |
| (4) | $\begin{gathered} 630 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 272 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 358 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 131 \\ 77 \% \end{gathered}$ | $\begin{gathered} 101 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 141 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 174 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 67 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 268 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \end{aligned}$ |
| (2) | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ |
| (1) | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | * | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
|  | $\begin{gathered} 88 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 33 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\stackrel{15}{7 \%}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ |
|  | $\begin{aligned} & 15 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ |
|  | 3.52 | 3.43 | 3.60 | 3.41 | 3.50 | 3.59 | 3.70 | 3.61 | 3.31 | 3.52 | 3.58 | 3.53 | 3.43 | 3.37 | 3.53 | 3.56 | 3.64 | 3.63 |
|  | 0.74 | 0.79 | 0.69 | 0.76 | 0.74 | 0.68 | 0.65 | 0.66 | 0.87 | 0.69 | 0.73 | 0.71 | 0.83 | 0.85 | 0.80 | 0.63 | 0.65 | 0.60 |
|  | 0.02 | 0.04 | 0.03 | 0.09 | 0.07 | 0.05 | 0.05 | 0.05 | 0.06 | 0.04 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.05 | 0.06 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 12
Q. 2 Thinking about the way the media portrays body image, to what extent do you agree or disagree with each of the following statements? People's lives aren't really affected by images of models in the media
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

Disagree

Disagree strongly
NET: Disagree

Don't know

Mean
Standard deviation
Standard error

|  |  | Gen | der | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C 2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 343 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ |
| (4) | $\begin{gathered} 130 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 213 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 23 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 372 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 109 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 103 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ |
| (1) | $\begin{aligned} & 271 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ |
|  | $\begin{aligned} & 643 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 292 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 351 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 114 \\ 72 \% \end{gathered}$ | $\begin{gathered} 124 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 122 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 146 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 63 \% \end{aligned}$ |
|  | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $1$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
|  | 2.20 | 2.26 | 2.15 | 2.21 | 1.95 | 2.26 | 2.05 | 2.37 | 2.35 | 2.11 | 2.19 | 2.29 | 2.25 | 2.30 | 2.17 | 2.27 | 2.05 | 2.09 |
|  | 0.99 | 1.00 | 0.97 | 1.00 | 0.94 | 1.02 | 0.97 | 0.99 | 0.96 | 0.92 | 1.01 | 1.02 | 1.00 | 0.97 | 0.95 | 1.05 | 0.92 | 1.05 |
|  | 0.03 | 0.05 | 0.04 | 0.12 | 0.09 | 0.08 | 0.07 | 0.07 | 0.06 | 0.05 | 0.07 | 0.08 | 0.06 | 0.06 | 0.06 | 0.06 | 0.08 | 0.11 |

Health \& Wellbeing Survey

Table 13
Q. 3 Thinking about children and their health, to what extent do you agree or disagree with each of the following statements?

## Summary Table

Base: All respondents

|  |  | Statements |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Children are under more pressure about their physical appearance than they were 20 years ago | As a child I experienced or witnessed bullying because of someone's body shape | Primary school children should be given an opportunity to discuss body image issues in class | Pupils in secondary schools should be given an opportunity to discuss body image issues |
| Unweighted base |  | 1002 | 1002 | 1002 | 1002 |
| Weighted base |  | 1002 | 1002 | 1002 | 1002 |
| NET: Agree |  | $\begin{aligned} & 878 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 651 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 585 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 814 \\ & 81 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{aligned} & 584 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 328 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 360 \\ & 36 \% \end{aligned}$ |
| Agree | (3) | $\begin{gathered} 294 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 323 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 378 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 453 \\ & 45 \% \end{aligned}$ |
| Disagree | (2) | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 12 \% \end{aligned}$ |
| Disagree strongly | (1) | $\begin{gathered} 28 \\ 3 \% \end{gathered}$ | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | $\begin{gathered} 136 \\ 14 \% \end{gathered}$ | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{aligned} & 106 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 329 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 405 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 177 \\ 18 \% \end{gathered}$ |
| Don't know |  | $\begin{gathered} 19 \\ 2 \% \end{gathered}$ | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 1 \% \end{aligned}$ |
| Mean |  | 3.46 | 2.89 | 2.66 | 3.13 |
| Standard deviation |  | 0.76 | 0.99 | 0.96 | 0.83 |
| Standard error |  | 0.02 | 0.03 | 0.03 | 0.03 |

## Health \& Wellbeing Survey <br> CATI Fieldwork : 16th-18th October 2009

Table 14
Q. 3 Thinking about children and their health, to what extent do you agree or disagree with each of the following statements?

Children are under more pressure about their physical appearance than they were 20 years ago
Base: All respondents

|  |  |  | Gend |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | $\begin{aligned} & \text { Scot- } \\ & \text { land } \end{aligned}$ |
| Unweighted base |  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
| Weighted base |  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
| NET: Agree |  | $\begin{aligned} & 878 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 389 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 489 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 141 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 183 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 211 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 219 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 89 \% \end{aligned}$ |
| Agree strongly | (4) | $\begin{aligned} & 584 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 234 \\ 49 \% \end{gathered}$ | $\begin{gathered} 350 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 145 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 60 \% \end{aligned}$ |
| Agree | (3) | $\begin{aligned} & 294 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 29 \% \end{aligned}$ |
| Disagree | (2) | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ |
| Disagree strongly | (1) | $\begin{gathered} 28 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | - |
| NET: Disagree |  | $\begin{aligned} & 106 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ |
| Don't know |  | $\begin{aligned} & 19 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & \text { 1 } \\ & \text { 1\% } \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| Mean |  | 3.46 | 3.28 | 3.62 | 3.48 | 3.46 | 3.40 | 3.50 | 3.60 | 3.36 | 3.45 | 3.54 | 3.43 | 3.39 | 3.37 | 3.50 | 3.47 | 3.49 | 3.51 |
| Standard deviation |  | 0.76 | 0.86 | 0.61 | 0.76 | 0.73 | 0.75 | 0.79 | 0.64 | 0.83 | 0.72 | 0.73 | 0.77 | 0.82 | 0.82 | 0.74 | 0.73 | 0.77 | 0.68 |
| Standard error |  | 0.02 | 0.04 | 0.03 | 0.09 | 0.07 | 0.06 | 0.06 | 0.04 | 0.05 | 0.04 | 0.05 | 0.06 | 0.05 | 0.05 | 0.05 | 0.04 | 0.06 | 0.07 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 15
Q. 3 Thinking about children and their health, to what extent do you agree or disagree with each of the following statements?

As a child I experienced or witnessed bullying because of someone's body shape
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England |  <br> South <br> West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 651 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 338 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 313 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 113 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 144 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 72 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 328 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 36 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 323 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 178 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ |
| (2) | $\begin{gathered} 227 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ |
| (1) | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 23 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ |
|  | $\begin{gathered} 329 \\ 33 \% \end{gathered}$ | $\begin{gathered} 134 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ |
|  | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 2 ${ }^{2}$ |
|  | 2.89 | 2.96 | 2.83 | 3.32 | 3.06 | 2.95 | 2.92 | 2.84 | 2.46 | 2.95 | 2.88 | 2.96 | 2.80 | 2.78 | 2.98 | 2.85 | 2.95 | 3.03 |
|  | 0.99 | 0.95 | 1.02 | 0.87 | 0.95 | 0.89 | 0.97 | 1.02 | 1.01 | 0.94 | 0.98 | 0.98 | 1.05 | 0.99 | 0.98 | 0.99 | 1.00 | 0.93 |
|  | 0.03 | 0.05 | 0.04 | 0.10 | 0.09 | 0.07 | 0.07 | 0.07 | 0.07 | 0.05 | 0.07 | 0.07 | 0.06 | 0.06 | 0.06 | 0.06 | 0.08 | 0.10 |

## Health \& Wellbeing Survey <br> CATI Fieldwork : 16th-18th October 2009

Table 16
Q.3Thinking about children and their health, to what extent do you agree or disagree with each of the following statements?

Primary school children should be given an opportunity to discuss body image issues in class
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

|  |  | Gen |  |  |  | Ag |  |  |  |  | Social | rade |  |  |  | Region |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{gathered} 585 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 275 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 310 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 109 \\ 69 \% \end{gathered}$ | $\begin{gathered} 115 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 131 \\ 62 \% \end{gathered}$ | $\begin{gathered} 137 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 74 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 207 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 29 \% \end{aligned}$ |
| (3) | $\begin{gathered} 378 \\ 38 \% \end{gathered}$ | $\begin{gathered} 177 \\ 37 \% \end{gathered}$ | $\begin{gathered} 201 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 269 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ |
| (1) | $\begin{gathered} 136 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ |
|  | $\begin{gathered} 405 \\ 40 \% \end{gathered}$ | $\begin{gathered} 198 \\ 41 \% \end{gathered}$ | $\begin{gathered} 206 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 100 \\ 42 \% \end{gathered}$ | $\begin{gathered} 113 \\ 43 \% \end{gathered}$ | $\begin{gathered} 111 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ |
|  | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & \text { 1 } \\ & \text { 1\% } \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - |
|  | 2.66 | 2.66 | 2.66 | 2.92 | 2.79 | 2.65 | 2.68 | 2.61 | 2.45 | 2.71 | 2.64 | 2.69 | 2.62 | 2.64 | 2.65 | 2.65 | 2.57 | 2.94 |
|  | 0.96 | 0.94 | 0.97 | 0.98 | 0.89 | 0.92 | 1.01 | 0.98 | 0.93 | 0.88 | 1.01 | 0.94 | 0.99 | 0.95 | 0.94 | 0.96 | 1.00 | 0.89 |
|  | 0.03 | 0.04 | 0.04 | 0.12 | 0.08 | 0.07 | 0.07 | 0.07 | 0.06 | 0.05 | 0.07 | 0.07 | 0.06 | 0.06 | 0.06 | 0.06 | 0.08 | 0.09 |

## Health \& Wellbeing Survey

CATI Fieldwork : 16th-18th October 2009
Table 17
Q. 3 Thinking about children and their health, to what extent do you agree or disagree with each of the following statements?

Pupils in secondary schools should be given an opportunity to discuss body image issues
Base: All respondents

Unweighted base
Weighted base
NET: Agree
Agree strongly

Agree

|  |  | Gen |  | Age |  |  |  |  |  | Social Grade |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England |  <br> South <br> West | Scotland |
|  | 1002 | 449 | 553 | 72 | 112 | 176 | 191 | 208 | 243 | 329 | 190 | 180 | 303 | 246 | 245 | 272 | 149 | 90 |
|  | 1002 | 481 | 521 | 119 | 159 | 198 | 169 | 149 | 208 | 261 | 291 | 210 | 240 | 263 | 263 | 247 | 141 | 88 |
|  | $\begin{aligned} & 814 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 380 \\ 79 \% \end{gathered}$ | $\begin{gathered} 434 \\ 83 \% \end{gathered}$ | $\begin{gathered} 105 \\ 88 \% \end{gathered}$ | $\begin{gathered} 134 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 147 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 181 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 89 \% \end{aligned}$ |
| (4) | $\begin{aligned} & 360 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 204 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 110 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 37 \% \end{aligned}$ |
| (3) | $\begin{aligned} & 453 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 118 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 52 \% \end{aligned}$ |
| (2) | $\begin{aligned} & 123 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ |
| (1) | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{gathered} 35 \\ 7 \% \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 2\% |
|  | $\begin{gathered} 177 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |
|  | $\begin{gathered} 11 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & \text { 1\% } \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | * | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - |
|  | 3.13 | 3.06 | 3.20 | 3.27 | 3.26 | 3.17 | 3.22 | 3.14 | 2.83 | 3.21 | 3.11 | 3.16 | 3.04 | 3.06 | 3.17 | 3.14 | 3.10 | 3.24 |
|  | 0.83 | 0.86 | 0.79 | 0.80 | 0.80 | 0.73 | 0.85 | 0.80 | 0.90 | 0.73 | 0.87 | 0.80 | 0.90 | 0.85 | 0.82 | 0.82 | 0.90 | 0.70 |
|  | 0.03 | 0.04 | 0.03 | 0.09 | 0.08 | 0.06 | 0.06 | 0.06 | 0.06 | 0.04 | 0.06 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.08 | 0.07 |

