

## Health & Wellbeing Survey

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

Absolutes/col percents

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	699 70%	233 23%	212 21%	426 42%	899 90%	381 38%
Agree strongly (4)	216 22%	59 6%	77 8%	83 8%	480 48%	168 17%
Agree (3)	483 48%	174 17%	135 13%	343 34%	419 42%	213 21%
Disagree (2)	225 22%	409 41%	438 44%	328 33%	66 7%	361 36%
Disagree strongly (1)	67 7%	352 35%	349 35%	215 21%	24 2%	235 23%
NET: Disagree	292 29%	761 76%	787 79%	543 54%	90 9%	596 60%
Don't know	11 1%	7 1%	4 *	34 3%	13 1%	25 2%
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

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Table 2

**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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	699 70%	341 71%	358 69%	103 87%	116 73%	143 72%	97 58%	93 62%	147 71%	199 76%	204 70%	152 72%	144 60%	192 73%	172 65%	175 71%	102 72%	59 67%
Agree strongly	(4) 22%	108 23%	108 21%	34 28%	35 22%	36 18%	40 24%	31 21%	40 19%	66 25%	65 22%	41 20%	45 19%	55 21%	56 21%	60 24%	27 19%	19 21%
Agree	(3) 48%	232 48%	250 48%	69 58%	81 51%	107 54%	58 34%	62 41%	107 51%	133 51%	139 48%	111 53%	100 41%	136 52%	116 44%	115 46%	75 53%	40 46%
Disagree	(2) 22%	103 21%	122 23%	14 12%	35 22%	41 20%	49 29%	41 28%	46 22%	52 20%	65 22%	43 20%	64 27%	50 19%	68 26%	56 23%	26 18%	24 28%
Disagree strongly	(1) 7%	32 7%	36 7%	- -	8 5%	15 8%	21 12%	11 7%	12 6%	6 2%	19 6%	14 7%	29 12%	20 7%	18 7%	15 6%	11 8%	4 5%
NET: Disagree	292 29%	135 28%	157 30%	14 12%	43 27%	56 28%	69 41%	52 35%	58 28%	58 22%	84 29%	57 27%	93 39%	70 27%	86 33%	71 29%	37 26%	28 32%
Don't know	11 1%	6 1%	5 1%	2 2%	- -	- -	2 1%	4 3%	3 1%	4 1%	3 1%	2 1%	3 1%	1 *	4 2%	2 1%	2 2%	1 1%
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

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Absolutes/col percents

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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	233 23%	88 18%	145 28%	31 26%	42 27%	44 22%	48 28%	30 20%	38 18%	60 23%	56 19%	52 25%	66 27%	66 25%	63 24%	46 19%	37 26%	22 25%
Agree strongly	(4) 6%	21 4%	38 7%	5 4%	9 6%	13 7%	16 10%	5 3%	11 5%	9 3%	13 5%	14 7%	22 9%	20 8%	15 6%	8 3%	12 8%	4 5%
Agree	(3) 17%	67 14%	107 20%	27 22%	33 21%	31 16%	32 19%	25 17%	26 13%	51 19%	42 15%	38 18%	43 18%	46 17%	47 18%	38 15%	25 18%	18 20%
Disagree	(2) 41%	182 38%	227 44%	33 28%	59 37%	79 40%	68 40%	72 48%	98 47%	107 41%	125 43%	77 37%	99 41%	100 38%	108 41%	107 43%	56 40%	37 42%
Disagree strongly	(1) 35%	207 43%	146 28%	55 46%	55 35%	74 37%	52 31%	47 31%	70 33%	94 36%	105 36%	80 38%	74 31%	94 36%	89 34%	93 38%	48 34%	28 32%
NET: Disagree	761 76%	389 81%	372 71%	88 74%	114 72%	153 77%	120 71%	119 80%	168 80%	201 77%	230 79%	158 75%	173 72%	194 74%	197 75%	201 81%	105 74%	65 74%
Don't know	7 1%	4 1%	4 1%	- -	2 2%	1 *	1 *	1 *	3 1%	- -	5 2%	1 *	2 1%	3 1%	3 1%	1 *	- -	1 1%
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	212 21%	94 20%	117 23%	33 27%	42 27%	41 21%	41 24%	27 18%	28 14%	60 23%	59 20%	36 17%	57 24%	49 19%	66 25%	48 19%	34 24%	15 17%
Agree strongly	(4) 77 8%	31 6%	46 9%	8 7%	20 13%	11 5%	18 11%	13 9%	6 3%	18 7%	18 6%	13 6%	28 12%	20 7%	22 8%	17 7%	14 10%	4 4%
Agree	(3) 135 13%	64 13%	71 14%	24 20%	22 14%	30 15%	23 14%	13 9%	22 11%	43 16%	40 14%	23 11%	29 12%	29 11%	44 17%	31 12%	19 14%	11 12%
Disagree	(2) 438 44%	201 42%	237 45%	41 34%	61 38%	91 46%	75 45%	75 51%	94 45%	107 41%	120 41%	101 48%	110 46%	120 46%	102 39%	106 43%	65 46%	44 49%
Disagree strongly	(1) 349 35%	184 38%	165 32%	46 39%	55 34%	66 33%	52 31%	47 31%	84 40%	93 36%	111 38%	73 35%	71 30%	91 35%	93 35%	93 38%	42 30%	30 34%
NET: Disagree	787 79%	385 80%	402 77%	87 73%	115 73%	157 79%	127 76%	122 82%	178 86%	200 77%	231 79%	175 83%	181 75%	212 81%	195 74%	199 81%	108 76%	73 83%
Don't know	4 *	2 *	2 *	- -	1 1%	1 *	- -	- -	2 1%	1 *	1 *	- -	2 1%	2 1%	2 1%	- -	- -	- -
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

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	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	426 42%	260 54%	166 32%	56 47%	74 46%	88 44%	78 46%	56 38%	74 36%	127 49%	116 40%	97 46%	86 36%	108 41%	103 39%	109 44%	61 43%	44 50%
Agree strongly	(4) 8%	54 11%	28 5%	12 10%	10 6%	16 8%	21 12%	12 8%	13 6%	25 9%	15 5%	20 10%	23 9%	23 9%	21 8%	19 8%	15 10%	5 5%
Agree	(3) 34%	206 43%	137 26%	44 37%	64 40%	73 37%	57 34%	45 30%	61 29%	102 39%	101 35%	77 37%	64 26%	85 32%	81 31%	90 37%	47 33%	40 45%
Disagree	(2) 33%	136 28%	192 37%	37 31%	49 31%	72 36%	46 28%	52 35%	71 34%	84 32%	102 35%	67 32%	75 31%	91 35%	85 32%	77 31%	46 33%	29 33%
Disagree strongly	(1) 21%	70 14%	145 28%	20 17%	33 21%	34 17%	35 21%	38 26%	54 26%	41 16%	61 21%	40 19%	73 31%	51 19%	67 26%	55 22%	28 20%	14 16%
NET: Disagree	543 54%	206 43%	337 65%	58 48%	82 52%	106 53%	82 49%	90 60%	125 60%	125 48%	162 56%	107 51%	149 62%	141 54%	152 58%	132 53%	74 53%	43 49%
Don't know	34 3%	15 3%	19 4%	6 5%	3 2%	4 2%	9 5%	3 2%	9 4%	9 3%	13 4%	7 3%	6 2%	13 5%	8 3%	6 2%	6 4%	1 1%
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

Absolutes/col percents

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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	899 90%	425 88%	474 91%	110 92%	145 91%	186 94%	152 90%	129 87%	177 85%	236 90%	259 89%	194 92%	210 87%	237 90%	238 91%	218 88%	124 88%	82 93%
Agree strongly	(4) 48%	203 42%	277 53%	63 53%	73 46%	99 50%	86 51%	76 51%	83 40%	116 44%	151 52%	101 48%	112 47%	126 48%	134 51%	113 46%	61 43%	45 51%
Agree	(3) 42%	222 46%	196 38%	47 39%	72 45%	87 44%	66 39%	54 36%	94 45%	120 46%	108 37%	93 44%	98 41%	110 42%	103 39%	105 42%	63 45%	37 42%
Disagree	(2) 7%	32 7%	34 6%	7 6%	9 6%	9 4%	10 6%	12 8%	18 9%	17 7%	26 9%	6 3%	16 7%	20 7%	13 5%	20 8%	7 5%	6 6%
Disagree strongly	(1) 2%	18 4%	7 1%	1 1%	4 2%	1 1%	6 4%	4 3%	8 4%	3 1%	6 2%	9 4%	6 2%	4 2%	8 3%	5 2%	6 5%	- -
NET: Disagree	90 9%	50 10%	40 8%	8 7%	13 8%	10 5%	16 9%	16 11%	26 12%	20 8%	32 11%	15 7%	22 9%	24 9%	21 8%	25 10%	14 10%	6 6%
Don't know	13 1%	6 1%	7 1%	1 1%	1 *	2 1%	1 *	3 2%	5 3%	5 2%	- -	1 *	8 3%	2 1%	4 1%	4 2%	4 3%	* *
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	381 38%	156 32%	225 43%	51 43%	54 34%	78 39%	64 38%	55 37%	79 38%	94 36%	114 39%	76 36%	96 40%	87 33%	114 43%	92 37%	54 38%	34 39%
Agree strongly	(4) 17%	60 12%	108 21%	23 19%	16 10%	33 17%	38 22%	27 18%	32 15%	38 14%	58 20%	31 15%	41 17%	38 14%	45 17%	46 19%	20 14%	18 21%
Agree	(3) 21%	96 20%	117 22%	29 24%	38 24%	44 22%	27 16%	27 18%	48 23%	57 22%	57 19%	45 21%	55 23%	49 19%	68 26%	46 19%	34 24%	16 18%
Disagree	(2) 36%	177 37%	184 35%	34 29%	63 40%	64 32%	63 37%	64 43%	73 35%	92 35%	109 38%	72 34%	88 37%	112 43%	80 31%	88 36%	50 36%	31 35%
Disagree strongly	(1) 23%	129 27%	106 20%	31 26%	40 25%	54 27%	39 23%	27 18%	44 21%	68 26%	64 22%	55 26%	49 20%	60 23%	64 24%	59 24%	31 22%	20 23%
NET: Disagree	596 60%	307 64%	290 56%	65 55%	103 65%	118 59%	102 60%	91 61%	118 57%	160 61%	173 59%	127 60%	137 57%	172 65%	144 55%	147 60%	82 58%	51 58%
Don't know	25 2%	18 4%	6 1%	3 2%	1 1%	3 2%	3 2%	3 2%	11 5%	6 2%	4 1%	7 3%	8 3%	4 1%	5 2%	8 3%	6 4%	3 3%
Mean	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
Standard deviation	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
Standard error	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

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

Absolutes/col percents

Table 8

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

#### Summary Table

Base: All respondents

		Celebrities							
		Wayne Rooney	Gordon Brown	Brad Pitt	Ricky Gervais	John Prescott	Jamie Oliver	Daniel Craig	Pete Doherty
Unweighted base		1002	1002	1002	1002	1002	1002	1002	1002
Weighted base		1002	1002	1002	1002	1002	1002	1002	1002
Extremely healthy	(10)	186 19%	15 1%	171 17%	7 1%	16 2%	84 8%	164 16%	14 1%
	(9)	201 20%	8 1%	172 17%	9 1%	14 1%	98 10%	167 17%	7 1%
	(8)	247 25%	47 5%	255 25%	45 5%	36 4%	236 24%	214 21%	27 3%
	(7)	100 10%	95 9%	151 15%	97 10%	38 4%	222 22%	95 10%	37 4%
	(6)	58 6%	127 13%	56 6%	127 13%	44 4%	131 13%	41 4%	57 6%
	(5)	76 8%	235 23%	56 6%	241 24%	144 14%	115 12%	42 4%	109 11%
	(4)	28 3%	170 17%	14 1%	151 15%	121 12%	39 4%	21 2%	83 8%
	(3)	11 1%	118 12%	9 1%	77 8%	154 15%	14 1%	12 1%	87 9%
	(2)	7 1%	79 8%	6 1%	54 5%	156 16%	6 1%	9 1%	110 11%
	Extremely unhealthy	(1)	20 2%	82 8%	8 1%	32 3%	196 20%	6 1%	8 1%
NET: 8-10		634 63%	71 7%	597 60%	61 6%	66 7%	418 42%	545 54%	49 5%
NET: 4-7		261 26%	627 63%	276 28%	616 62%	346 35%	507 51%	199 20%	286 29%
NET: 1-3		38 4%	279 28%	24 2%	162 16%	506 50%	26 3%	29 3%	368 37%
Don't know		69 7%	25 3%	105 10%	162 16%	84 8%	51 5%	229 23%	299 30%
Mean		7.77	4.58	7.87	4.93	3.57	7.09	7.92	3.64



## Health & Wellbeing Survey

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Absolutes/col percents

Table 8

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Summary Table****Base: All respondents**

	Celebrities							
	Wayne Rooney	Gordon Brown	Brad Pitt	Ricky Gervais	John Prescott	Jamie Oliver	Daniel Craig	Pete Doherty
Weighted base	1002	1002	1002	1002	1002	1002	1002	1002
Standard deviation	2.03	2.01	1.77	1.79	2.22	1.75	1.91	2.32
Standard error	0.07	0.06	0.06	0.06	0.07	0.06	0.07	0.09

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 9

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Wayne Rooney**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	186 19%	91 19%	95 18%	27 23%	34 21%	35 18%	31 18%	21 14%	38 18%	43 16%	55 19%	41 20%	47 20%	34 13%	52 20%	56 23%	31 22%	12 14%
	(9)	201 20%	103 21%	99 19%	17 14%	24 15%	41 21%	35 21%	37 25%	48 23%	63 24%	52 18%	35 17%	51 21%	50 19%	48 18%	64 26%	26 19%	14 15%
	(8)	247 25%	118 24%	129 25%	25 21%	45 28%	59 30%	43 26%	36 24%	38 18%	74 28%	82 28%	53 25%	38 16%	68 26%	72 27%	51 21%	31 22%	25 28%
	(7)	100 10%	50 10%	49 9%	16 14%	17 11%	18 9%	19 11%	10 7%	19 9%	27 10%	24 8%	24 11%	25 10%	22 8%	25 9%	25 10%	15 11%	13 15%
	(6)	58 6%	25 5%	32 6%	8 7%	7 5%	11 5%	12 7%	11 7%	8 4%	11 4%	20 7%	11 5%	16 7%	29 11%	9 3%	6 2%	6 4%	8 9%
	(5)	76 8%	29 6%	47 9%	11 9%	15 9%	16 8%	13 8%	9 6%	12 6%	11 4%	29 10%	14 7%	22 9%	24 9%	17 7%	19 8%	12 8%	5 5%
	(4)	28 3%	13 3%	15 3%	1 1%	4 2%	8 4%	6 3%	5 3%	4 2%	7 3%	11 4%	4 2%	6 2%	5 2%	12 5%	6 2%	1 1%	4 4%
	(3)	11 1%	4 1%	6 1%	1 1%	1 1%	2 1%	3 2%	3 2%	1 *	2 1%	1 *	6 3%	2 1%	3 1%	3 1%	3 1%	2 1%	- -
	(2)	7 1%	3 1%	4 1%	- -	- -	2 1%	2 1%	2 1%	1 1%	2 1%	- -	2 1%	3 1%	2 1%	4 1%	- -	1 1%	- -
Extremely unhealthy	(1)	20 2%	11 2%	8 2%	8 7%	3 2%	3 1%	- -	5 3%	2 1%	3 1%	7 2%	8 4%	3 1%	3 1%	4 2%	7 3%	- -	5 6%
NET: 8-10		634 63%	311 65%	323 62%	69 58%	102 64%	134 68%	109 65%	95 64%	124 60%	180 69%	188 65%	130 62%	136 57%	152 58%	172 65%	171 69%	89 63%	51 58%
NET: 4-7		261 26%	118 24%	144 28%	37 31%	43 27%	53 27%	49 29%	35 23%	44 21%	56 21%	84 29%	53 25%	69 29%	80 30%	63 24%	56 23%	33 23%	29 33%
NET: 1-3		38 4%	19 4%	19 4%	9 8%	4 2%	7 3%	5 3%	9 6%	4 2%	7 3%	8 3%	16 7%	7 3%	8 3%	12 4%	10 4%	3 2%	5 6%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 9

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Wayne Rooney**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	69 7%	34 7%	35 7%	4 3%	9 6%	4 2%	5 3%	10 7%	37 18%	18 7%	11 4%	12 6%	28 11%	23 9%	16 6%	10 4%	16 12%	3 4%
Mean	7.77	7.83	7.71	7.44	7.83	7.74	7.80	7.59	8.07	8.00	7.69	7.58	7.77	7.57	7.75	7.97	8.06	7.37
Standard deviation	2.03	2.03	2.04	2.46	1.93	1.98	1.87	2.22	1.83	1.78	2.02	2.29	2.06	1.92	2.11	2.09	1.79	2.22
Standard error	0.07	0.10	0.09	0.30	0.19	0.15	0.14	0.16	0.13	0.10	0.15	0.18	0.13	0.13	0.14	0.13	0.16	0.24

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 10

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Gordon Brown**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	15 1%	4 1%	10 2%	- -	2 1%	7 3%	- -	2 2%	4 2%	1 *	5 2%	2 1%	6 3%	2 1%	6 2%	2 1%	3 2%	2 2%
	(9)	8 1%	5 1%	4 1%	- -	1 1%	2 1%	1 *	2 1%	2 1%	2 1%	- -	5 3%	1 *	3 1%	1 *	5 2%	- -	- -
	(8)	47 5%	18 4%	30 6%	4 3%	2 1%	8 4%	10 6%	5 4%	18 9%	8 3%	12 4%	14 7%	13 5%	19 7%	4 2%	16 6%	4 3%	4 5%
	(7)	95 9%	36 7%	59 11%	14 12%	11 7%	13 7%	13 8%	13 9%	31 15%	24 9%	34 12%	11 5%	26 11%	25 9%	27 10%	26 11%	10 7%	7 8%
	(6)	127 13%	60 13%	67 13%	13 11%	15 9%	22 11%	26 15%	18 12%	33 16%	31 12%	49 17%	14 7%	33 14%	34 13%	37 14%	33 13%	12 9%	11 12%
	(5)	235 23%	105 22%	130 25%	14 12%	42 27%	38 19%	32 19%	48 32%	61 29%	63 24%	56 19%	53 25%	63 26%	59 23%	57 22%	55 22%	38 27%	26 29%
	(4)	170 17%	94 20%	75 14%	19 16%	40 25%	37 18%	31 18%	18 12%	26 12%	57 22%	50 17%	38 18%	24 10%	45 17%	46 18%	41 17%	21 15%	17 19%
	(3)	118 12%	66 14%	52 10%	18 15%	20 13%	35 18%	21 12%	14 9%	9 5%	33 13%	43 15%	22 10%	20 8%	30 12%	31 12%	25 10%	23 16%	8 9%
	(2)	79 8%	41 9%	38 7%	9 8%	12 7%	23 12%	19 11%	12 8%	4 2%	21 8%	18 6%	20 10%	20 8%	18 7%	23 9%	19 8%	14 10%	6 7%
Extremely unhealthy	(1)	82 8%	40 8%	43 8%	21 17%	12 8%	13 7%	14 8%	10 7%	12 6%	16 6%	19 6%	23 11%	25 11%	20 8%	24 9%	17 7%	16 11%	6 6%
NET: 8-10		71 7%	27 6%	44 8%	4 3%	5 3%	17 9%	11 7%	9 6%	24 12%	11 4%	17 6%	22 10%	20 9%	24 9%	11 4%	22 9%	7 5%	6 7%
NET: 4-7		627 63%	295 61%	331 64%	60 51%	107 68%	110 55%	101 60%	98 66%	150 72%	176 68%	188 65%	116 55%	146 61%	163 62%	167 64%	155 63%	81 57%	60 68%
NET: 1-3		279 28%	147 31%	132 25%	48 40%	44 28%	71 36%	54 32%	36 24%	26 12%	70 27%	80 28%	64 31%	65 27%	68 26%	77 29%	62 25%	52 37%	20 23%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 10

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Gordon Brown**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	25 3%	12 3%	13 3%	7 6%	2 1%	1 *	3 1%	5 4%	8 4%	3 1%	5 2%	8 4%	9 4%	7 3%	7 3%	8 3%	1 1%	2 2%
Mean	4.58	4.39	4.76	3.98	4.30	4.44	4.41	4.70	5.35	4.48	4.70	4.40	4.72	4.70	4.48	4.76	4.21	4.68
Standard deviation	2.01	1.93	2.07	2.10	1.76	2.12	1.95	1.95	1.91	1.79	1.95	2.14	2.18	2.02	2.01	2.03	2.01	1.89
Standard error	0.06	0.09	0.09	0.25	0.17	0.16	0.14	0.14	0.13	0.10	0.14	0.16	0.13	0.13	0.12	0.17	0.20	

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 11

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Brad Pitt**

**Base: All respondents**

		Gender		Age						Social Grade				Region					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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
Extremely healthy	(10)	171 17%	47 10%	124 24%	20 17%	27 17%	36 18%	23 14%	26 17%	38 18%	31 12%	46 16%	46 22%	48 20%	46 18%	38 15%	39 16%	31 22%	16 18%
	(9)	172 17%	88 18%	84 16%	19 16%	21 13%	49 25%	36 21%	22 15%	25 12%	52 20%	49 17%	32 15%	39 16%	46 17%	47 18%	41 16%	25 18%	14 15%
	(8)	255 25%	132 27%	123 24%	27 23%	51 32%	54 27%	45 27%	37 25%	39 19%	83 32%	68 23%	52 25%	52 21%	63 24%	76 29%	69 28%	31 22%	17 19%
	(7)	151 15%	80 17%	70 13%	19 16%	26 17%	28 14%	33 20%	23 16%	20 10%	43 16%	55 19%	25 12%	28 12%	36 14%	40 15%	30 12%	25 18%	20 23%
	(6)	56 6%	28 6%	28 5%	7 6%	12 8%	8 4%	10 6%	11 8%	7 4%	15 6%	14 5%	13 6%	13 5%	15 6%	11 4%	17 7%	3 2%	11 12%
	(5)	56 6%	31 6%	25 5%	13 11%	7 5%	7 3%	7 4%	6 4%	16 8%	10 4%	16 5%	14 6%	17 7%	14 5%	12 5%	18 7%	8 6%	3 4%
	(4)	14 1%	5 1%	9 2%	1 1%	5 3%	- -	2 1%	2 1%	4 2%	3 1%	3 1%	4 2%	3 1%	6 2%	5 2%	2 1%	1 1%	1 1%
	(3)	9 1%	3 1%	6 1%	- -	- -	3 2%	2 1%	1 1%	3 1%	- -	5 2%	3 1%	1 *	2 1%	3 1%	1 1%	1 1%	2 2%
	(2)	6 1%	4 1%	3 1%	- -	- -	- -	2 1%	2 1%	3 1%	1 *	- -	3 1%	2 1%	2 1%	2 1%	3 1%	- -	- -
Extremely unhealthy	(1)	8 1%	5 1%	3 1%	- -	2 1%	5 3%	- -	* *	- -	1 *	3 1%	2 1%	3 1%	1 *	3 1%	3 1%	2 1%	- -
NET: 8-10		597 60%	267 55%	330 63%	67 56%	99 62%	140 70%	104 62%	85 57%	103 49%	166 64%	162 56%	131 62%	139 58%	155 59%	160 61%	148 60%	87 61%	47 53%
NET: 4-7		276 28%	145 30%	131 25%	40 34%	50 32%	43 22%	52 31%	43 29%	47 23%	71 27%	89 31%	56 26%	60 25%	70 27%	68 26%	67 27%	36 26%	34 39%
NET: 1-3		24 2%	11 2%	13 2%	- -	2 1%	9 4%	4 3%	3 2%	5 2%	2 1%	8 3%	8 4%	6 3%	4 2%	8 3%	7 3%	3 2%	2 2%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 11

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Brad Pitt**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	105	59	46	13	7	7	7	18	53	22	32	16	35	33	26	25	15	6
	10%	12%	9%	11%	4%	3%	4%	12%	25%	8%	11%	8%	15%	13%	10%	10%	11%	6%
Mean	7.87	7.68	8.05	7.85	7.79	8.02	7.84	7.87	7.83	7.95	7.81	7.83	7.91	7.93	7.83	7.78	8.08	7.81
Standard deviation	1.77	1.69	1.81	1.62	1.71	1.87	1.64	1.73	1.95	1.44	1.75	1.99	1.91	1.74	1.77	1.83	1.77	1.64
Standard error	0.06	0.09	0.08	0.20	0.17	0.14	0.12	0.13	0.14	0.08	0.13	0.15	0.12	0.12	0.12	0.12	0.15	0.18

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 12

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Ricky Gervais**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	7 1%	3 1%	4 1%	- -	- -	- -	2 1%	2 1%	4 2%	- -	2 1%	1 1%	4 2%	2 1%	3 1%	1 *	2 1%	- -
	(9)	9 1%	5 1%	4 1%	- -	1 *	2 1%	- -	3 2%	2 1%	* *	- -	5 3%	3 1%	2 1%	3 1%	2 1%	1 *	1 1%
	(8)	45 5%	18 4%	27 5%	3 2%	7 5%	12 6%	8 5%	5 4%	10 5%	7 3%	9 3%	14 7%	15 6%	11 4%	14 5%	9 4%	8 6%	3 4%
	(7)	97 10%	34 7%	63 12%	8 7%	10 6%	24 12%	20 12%	15 10%	20 10%	20 8%	35 12%	20 9%	23 10%	31 12%	31 12%	24 10%	5 3%	6 7%
	(6)	127 13%	66 14%	61 12%	17 14%	17 11%	23 12%	29 17%	26 17%	16 8%	39 15%	41 14%	27 13%	21 9%	28 11%	32 12%	38 15%	17 12%	12 14%
	(5)	241 24%	120 25%	121 23%	29 24%	44 28%	42 21%	51 30%	30 20%	45 21%	68 26%	71 24%	54 26%	48 20%	62 24%	55 21%	67 27%	38 27%	17 19%
	(4)	151 15%	67 14%	84 16%	21 17%	39 25%	35 18%	16 10%	22 15%	17 8%	52 20%	39 13%	28 13%	31 13%	46 18%	38 14%	26 11%	19 13%	22 25%
	(3)	77 8%	37 8%	40 8%	13 11%	12 7%	22 11%	12 7%	13 9%	6 3%	24 9%	25 9%	18 9%	10 4%	21 8%	13 5%	19 8%	14 10%	9 10%
	(2)	54 5%	30 6%	24 5%	7 6%	6 4%	14 7%	11 6%	10 7%	5 3%	14 5%	19 7%	11 5%	9 4%	13 5%	17 7%	6 2%	10 7%	7 8%
Extremely unhealthy	(1)	32 3%	17 4%	15 3%	9 7%	5 3%	4 2%	6 4%	2 1%	6 3%	4 2%	11 4%	8 4%	9 4%	11 4%	9 3%	8 3%	3 2%	2 2%
NET: 8-10		61 6%	26 5%	35 7%	3 2%	8 5%	14 7%	10 6%	10 7%	17 8%	8 3%	11 4%	21 10%	22 9%	15 6%	21 8%	12 5%	10 7%	4 4%
NET: 4-7		616 62%	288 60%	328 63%	75 63%	110 69%	125 63%	116 69%	93 62%	98 47%	180 69%	186 64%	128 61%	123 51%	168 64%	157 60%	156 63%	79 56%	57 65%
NET: 1-3		162 16%	84 17%	78 15%	28 24%	23 14%	41 20%	28 17%	25 17%	17 8%	42 16%	55 19%	37 18%	29 12%	45 17%	39 15%	33 14%	27 19%	18 20%



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 12

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Ricky Gervais**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	162 16%	83 17%	79 15%	13 11%	18 11%	19 9%	15 9%	21 14%	76 37%	32 12%	39 13%	24 11%	67 28%	35 13%	46 17%	46 19%	26 18%	9 10%
Mean	4.93	4.81	5.03	4.44	4.72	4.87	5.02	5.05	5.37	4.75	4.83	5.04	5.17	4.87	5.07	5.06	4.77	4.59
Standard deviation	1.79	1.79	1.79	1.73	1.56	1.79	1.77	1.83	1.96	1.50	1.77	1.91	2.01	1.81	1.92	1.67	1.78	1.66
Standard error	0.06	0.09	0.08	0.22	0.16	0.14	0.14	0.14	0.16	0.09	0.14	0.15	0.13	0.12	0.14	0.11	0.16	0.19

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 13

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**John Prescott**

**Base: All respondents**

	Gender		Age						Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	16 2%	10 2%	6 1%	- -	- -	4 2%	2 1%	6 4%	4 2%	- -	5 2%	5 3%	6 3%	6 2%	5 2%	2 1%	3 2%	- -
	(9)	14 1%	11 2%	3 1%	- -	2 1%	4 2%	2 1%	2 1%	3 1%	1 *	- -	8 4%	5 2%	7 3%	1 *	4 2%	2 1%	- -
	(8)	36 4%	12 2%	24 5%	5 5%	4 3%	6 3%	5 3%	3 2%	12 6%	7 3%	10 3%	7 3%	13 6%	13 5%	8 3%	6 2%	4 3%	4 5%
	(7)	38 4%	15 3%	23 4%	8 7%	2 1%	11 6%	1 1%	6 4%	9 5%	10 4%	7 3%	8 4%	13 5%	9 3%	11 4%	7 3%	7 5%	4 4%
	(6)	44 4%	18 4%	26 5%	8 7%	5 3%	7 4%	9 5%	5 4%	10 5%	11 4%	14 5%	4 2%	16 6%	9 3%	15 6%	11 5%	4 3%	5 6%
	(5)	144 14%	60 12%	84 16%	21 18%	20 13%	21 10%	23 13%	19 13%	40 19%	36 14%	40 14%	26 12%	41 17%	35 13%	42 16%	33 13%	24 17%	9 10%
	(4)	121 12%	57 12%	64 12%	9 8%	27 17%	24 12%	20 12%	17 11%	24 11%	29 11%	38 13%	26 12%	28 11%	23 9%	40 15%	33 13%	12 9%	13 15%
	(3)	154 15%	77 16%	77 15%	17 14%	29 18%	28 14%	36 22%	19 13%	25 12%	49 19%	53 18%	30 14%	23 10%	33 13%	43 16%	44 18%	20 14%	14 16%
	(2)	156 16%	86 18%	69 13%	6 5%	25 16%	38 19%	29 17%	30 20%	28 14%	54 21%	49 17%	24 12%	28 12%	38 14%	43 17%	40 16%	24 17%	10 12%
Extremely unhealthy	(1)	196 20%	106 22%	90 17%	15 13%	24 15%	44 22%	36 21%	36 24%	41 20%	51 19%	56 19%	50 24%	40 17%	60 23%	41 15%	44 18%	36 25%	15 18%
NET: 8-10		66 7%	32 7%	34 6%	5 5%	6 4%	15 8%	10 6%	11 7%	18 9%	8 3%	14 5%	20 9%	24 10%	26 10%	14 5%	12 5%	9 6%	4 5%
NET: 4-7		346 35%	150 31%	196 38%	47 39%	55 34%	63 32%	53 31%	46 31%	83 40%	86 33%	100 34%	63 30%	97 40%	76 29%	108 41%	85 34%	46 33%	31 35%
NET: 1-3		506 50%	269 56%	237 45%	38 32%	79 49%	110 56%	101 60%	84 57%	94 45%	153 59%	157 54%	104 49%	91 38%	130 50%	127 48%	128 52%	80 57%	40 46%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 13

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**John Prescott**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	84 8%	29 6%	54 10%	29 25%	19 12%	10 5%	5 3%	7 5%	13 6%	13 5%	19 7%	23 11%	28 12%	30 11%	13 5%	22 9%	6 5%	12 14%
Mean	3.57	3.41	3.72	4.10	3.38	3.50	3.33	3.42	3.83	3.24	3.41	3.60	4.12	3.64	3.69	3.47	3.38	3.56
Standard deviation	2.22	2.26	2.18	2.09	1.86	2.36	2.07	2.40	2.33	1.90	2.05	2.48	2.44	2.50	2.11	2.07	2.29	2.05
Standard error	0.07	0.11	0.10	0.28	0.19	0.18	0.15	0.17	0.15	0.11	0.15	0.19	0.15	0.17	0.14	0.13	0.19	0.23

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 14

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Jamie Oliver**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	84 8%	24 5%	59 11%	18 15%	11 7%	12 6%	12 7%	10 7%	21 10%	10 4%	26 9%	20 9%	28 12%	24 9%	24 9%	19 8%	13 9%	4 5%
	(9)	98 10%	29 6%	69 13%	11 9%	11 7%	28 14%	14 8%	15 10%	18 9%	19 7%	41 14%	19 9%	20 8%	30 11%	21 8%	23 9%	15 10%	9 11%
	(8)	236 24%	95 20%	141 27%	29 24%	37 23%	42 21%	38 22%	37 25%	54 26%	75 29%	68 24%	46 22%	47 20%	49 19%	66 25%	66 27%	31 22%	25 28%
	(7)	222 22%	126 26%	97 19%	27 23%	39 24%	48 24%	44 26%	32 21%	33 16%	63 24%	71 24%	43 20%	45 19%	54 21%	63 24%	49 20%	38 27%	19 22%
	(6)	131 13%	72 15%	58 11%	13 11%	23 15%	35 18%	24 14%	15 10%	21 10%	47 18%	22 8%	33 16%	28 12%	43 16%	26 10%	33 13%	15 10%	14 16%
	(5)	115 12%	61 13%	54 10%	7 6%	19 12%	21 10%	25 15%	18 12%	24 12%	24 9%	38 13%	25 12%	28 12%	35 13%	32 12%	31 12%	14 10%	4 4%
	(4)	39 4%	22 5%	17 3%	7 6%	5 3%	6 3%	7 4%	8 5%	6 3%	6 2%	10 3%	11 5%	11 5%	11 4%	12 5%	6 2%	4 3%	5 6%
	(3)	14 1%	6 1%	8 1%	- -	3 2%	3 2%	* *	3 2%	5 2%	5 2%	4 1%	2 1%	3 1%	3 1%	4 1%	5 2%	1 1%	1 1%
	(2)	6 1%	3 1%	3 1%	- -	1 1%	1 *	- -	2 2%	2 1%	2 1%	- -	1 *	3 1%	1 *	2 1%	2 1%	1 1%	1 1%
Extremely unhealthy	(1)	6 1%	4 1%	2 *	- -	3 2%	- -	2 1%	- -	1 *	1 *	2 1%	- -	3 1%	2 1%	- -	- -	3 2%	1 1%
NET: 8-10		418 42%	149 31%	269 52%	57 48%	60 38%	82 42%	63 37%	63 42%	93 45%	103 40%	135 47%	84 40%	95 40%	102 39%	111 42%	108 44%	59 41%	38 43%
NET: 4-7		507 51%	281 58%	226 43%	54 46%	86 54%	109 55%	100 59%	73 49%	84 41%	141 54%	141 49%	112 53%	113 47%	142 54%	132 50%	119 48%	71 50%	43 48%
NET: 1-3		26 3%	14 3%	12 2%	- -	7 4%	4 2%	2 1%	5 3%	7 3%	8 3%	6 2%	3 1%	9 4%	7 2%	6 2%	6 3%	5 4%	2 2%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 14

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Jamie Oliver**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	51 5%	37 8%	14 3%	7 6%	6 4%	3 1%	4 2%	8 6%	23 11%	8 3%	8 3%	11 5%	24 10%	11 4%	13 5%	14 6%	7 5%	5 6%
Mean	7.09	6.77	7.37	7.50	6.88	7.11	6.94	7.00	7.18	6.96	7.25	7.06	7.05	7.01	7.12	7.12	7.13	7.08
Standard deviation	1.75	1.69	1.75	1.66	1.82	1.62	1.68	1.80	1.85	1.55	1.74	1.72	1.98	1.81	1.72	1.68	1.84	1.70
Standard error	0.06	0.08	0.08	0.20	0.18	0.12	0.12	0.13	0.13	0.09	0.13	0.13	0.12	0.12	0.11	0.10	0.15	0.19

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 15

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Daniel Craig**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	164 16%	65 13%	99 19%	16 14%	21 13%	36 18%	32 19%	29 20%	29 14%	37 14%	57 20%	41 19%	29 12%	43 16%	29 11%	42 17%	32 23%	18 20%
	(9)	167 17%	77 16%	90 17%	17 14%	25 16%	36 18%	34 20%	27 18%	27 13%	57 22%	55 19%	24 11%	31 13%	42 16%	47 18%	41 17%	21 15%	16 18%
	(8)	214 21%	110 23%	105 20%	21 18%	49 31%	52 26%	34 20%	30 20%	29 14%	76 29%	49 17%	49 23%	40 17%	49 19%	65 25%	57 23%	30 21%	13 15%
	(7)	95 10%	55 12%	40 8%	20 17%	6 4%	21 10%	22 13%	15 10%	11 5%	23 9%	30 10%	24 11%	19 8%	27 10%	22 9%	22 9%	13 10%	10 12%
	(6)	41 4%	17 4%	24 5%	8 7%	9 5%	5 2%	6 4%	5 4%	8 4%	9 3%	11 4%	9 4%	11 5%	10 4%	18 7%	5 2%	4 3%	3 4%
	(5)	42 4%	18 4%	24 5%	5 4%	6 4%	4 2%	9 5%	6 4%	12 6%	8 3%	15 5%	8 4%	11 5%	10 4%	9 4%	15 6%	7 5%	1 2%
	(4)	21 2%	12 3%	9 2%	4 3%	6 3%	3 1%	4 2%	2 2%	2 1%	2 1%	11 4%	4 2%	4 2%	7 3%	5 2%	4 2%	- -	5 5%
	(3)	12 1%	9 2%	3 1%	2 1%	2 1%	7 3%	- -	1 1%	1 *	1 *	2 1%	8 4%	2 1%	6 2%	3 1%	3 1%	* *	- -
	(2)	9 1%	2 *	7 1%	- -	1 1%	3 2%	2 1%	2 1%	2 1%	2 1%	3 1%	2 1%	2 1%	1 *	6 2%	2 1%	1 *	- -
Extremely unhealthy	(1)	8 1%	4 1%	4 1%	2 2%	1 1%	2 1%	- -	1 1%	2 1%	3 1%	- -	3 2%	2 1%	1 *	1 *	2 1%	1 1%	3 4%
NET: 8-10		545 54%	252 52%	293 56%	54 46%	95 60%	124 63%	100 59%	86 58%	85 41%	170 65%	161 55%	114 54%	99 41%	134 51%	141 54%	140 57%	83 59%	47 53%
NET: 4-7		199 20%	103 21%	96 18%	37 31%	27 17%	32 16%	41 24%	29 19%	33 16%	42 16%	66 23%	45 21%	46 19%	54 21%	54 21%	46 19%	24 17%	20 23%
NET: 1-3		29 3%	15 3%	14 3%	4 3%	4 2%	12 6%	2 1%	4 3%	4 2%	6 2%	4 2%	13 6%	6 3%	8 3%	10 4%	6 2%	2 1%	3 4%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 15

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Daniel Craig**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	229	111	117	24	33	30	26	30	86	42	59	39	89	66	57	55	32	18
	23%	23%	23%	20%	21%	15%	16%	20%	41%	16%	20%	18%	37%	25%	22%	22%	23%	20%
Mean	7.92	7.80	8.02	7.57	7.85	7.93	8.08	8.05	7.91	8.09	8.02	7.72	7.72	7.89	7.72	7.98	8.29	7.81
Standard deviation	1.91	1.88	1.93	2.00	1.85	2.01	1.69	1.90	2.00	1.68	1.86	2.14	2.00	1.93	1.90	1.86	1.68	2.30
Standard error	0.07	0.10	0.09	0.26	0.19	0.17	0.13	0.15	0.17	0.10	0.15	0.18	0.14	0.14	0.13	0.16	0.27	

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 16

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Pete Doherty**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	14 1%	8 2%	6 1%	2 2%	1 1%	2 1%	5 3%	2 1%	3 1%	4 2%	2 1%	4 2%	4 2%	1 1%	6 2%	1 *	2 2%	4 5%
	(9)	7 1%	2 1%	5 1%	- -	1 1%	1 1%	1 *	2 2%	2 1%	2 1%	- -	1 1%	4 1%	1 *	3 1%	2 1%	1 1%	1 1%
	(8)	27 3%	15 3%	13 2%	3 2%	3 2%	3 2%	2 1%	7 5%	10 5%	6 2%	4 1%	7 4%	10 4%	7 3%	9 3%	5 2%	4 3%	2 3%
	(7)	37 4%	15 3%	23 4%	8 6%	5 3%	9 4%	1 1%	7 4%	8 4%	10 4%	5 2%	10 5%	12 5%	16 6%	9 3%	9 3%	3 2%	- -
	(6)	57 6%	31 6%	26 5%	11 10%	12 7%	9 4%	8 5%	11 8%	6 3%	16 6%	15 5%	14 7%	12 5%	16 6%	17 6%	14 6%	5 4%	5 5%
	(5)	109 11%	39 8%	70 13%	11 9%	17 11%	27 14%	21 13%	16 11%	16 8%	29 11%	41 14%	17 8%	23 10%	13 5%	36 14%	37 15%	15 11%	8 9%
	(4)	83 8%	47 10%	36 7%	19 16%	17 11%	14 7%	16 10%	8 6%	8 4%	28 11%	27 9%	9 4%	19 8%	26 10%	17 7%	20 8%	11 8%	9 10%
	(3)	87 9%	45 9%	42 8%	10 8%	14 9%	32 16%	12 7%	12 8%	8 4%	31 12%	31 11%	15 7%	10 4%	24 9%	25 10%	14 6%	10 7%	14 16%
	(2)	110 11%	48 10%	62 12%	5 4%	35 22%	21 11%	24 14%	13 9%	11 5%	32 12%	31 11%	26 12%	20 8%	25 10%	29 11%	36 15%	14 10%	5 5%
Extremely unhealthy	(1)	171 17%	76 16%	95 18%	20 17%	28 17%	46 23%	37 22%	20 13%	20 9%	46 18%	47 16%	46 22%	32 13%	49 19%	40 15%	38 15%	27 19%	18 20%
NET: 8-10		49 5%	25 5%	24 5%	5 4%	5 3%	6 3%	7 4%	11 7%	14 7%	12 4%	6 2%	13 6%	18 7%	9 3%	17 7%	8 3%	8 5%	7 8%
NET: 4-7		286 29%	131 27%	156 30%	49 41%	52 32%	59 30%	47 28%	42 28%	38 18%	83 32%	88 30%	50 24%	66 27%	71 27%	79 30%	79 32%	35 25%	21 24%
NET: 1-3		368 37%	169 35%	199 38%	35 30%	77 48%	100 50%	73 43%	45 30%	39 19%	109 42%	110 38%	86 41%	63 26%	98 37%	94 36%	88 36%	51 36%	36 41%



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 16

**Q.2 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Pete Doherty**

**Base: All respondents**

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	299	156	143	29	26	34	42	50	118	57	87	61	94	84	72	72	47	23
	30%	32%	27%	25%	16%	17%	25%	34%	56%	22%	30%	29%	39%	32%	27%	29%	34%	26%
Mean	3.64	3.67	3.61	4.01	3.35	3.30	3.29	4.11	4.31	3.57	3.41	3.57	4.14	3.52	3.88	3.57	3.49	3.66
Standard deviation	2.32	2.34	2.31	2.31	2.07	2.12	2.29	2.46	2.66	2.22	1.98	2.57	2.57	2.29	2.40	2.14	2.39	2.55
Standard error	0.09	0.14	0.12	0.31	0.21	0.18	0.19	0.21	0.26	0.14	0.17	0.23	0.19	0.18	0.18	0.16	0.24	0.31

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 17

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

#### Summary Table

**Base: All respondents**

		Celebrities							
		Jordan	Madonna	Cheryl Cole	Fearne Brittan	Kelly Brook	Paula Radcliffe	Vanessa Feltz	Lilly Allen
Unweighted base		1002	1002	1002	1002	1002	1002	1002	1002
Weighted base		1002	1002	1002	1002	1002	1002	1002	1002
Extremely healthy	(10)	25 2%	110 11%	112 11%	28 3%	94 9%	249 25%	13 1%	29 3%
	(9)	37 4%	144 14%	117 12%	46 5%	121 12%	242 24%	18 2%	47 5%
	(8)	104 10%	254 25%	222 22%	100 10%	228 23%	150 15%	37 4%	154 15%
	(7)	120 12%	143 14%	142 14%	165 16%	153 15%	86 9%	60 6%	174 17%
	(6)	113 11%	97 10%	73 7%	167 17%	58 6%	60 6%	103 10%	134 13%
	(5)	205 20%	96 10%	82 8%	173 17%	57 6%	39 4%	167 17%	156 16%
	(4)	99 10%	49 5%	39 4%	88 9%	12 1%	18 2%	170 17%	44 4%
	(3)	77 8%	31 3%	18 2%	39 4%	11 1%	8 1%	117 12%	21 2%
	(2)	64 6%	25 2%	25 3%	20 2%	9 1%	9 1%	83 8%	21 2%
	Extremely unhealthy	(1)	78 8%	22 2%	11 1%	11 1%	6 1%	10 1%	75 8%
NET: 8-10		165 16%	508 51%	451 45%	174 17%	443 44%	641 64%	68 7%	230 23%
NET: 4-7		536 54%	384 38%	336 34%	592 59%	280 28%	203 20%	500 50%	507 51%
NET: 1-3		220 22%	77 8%	55 5%	71 7%	25 3%	27 3%	275 27%	54 5%
Don't know		81 8%	33 3%	160 16%	166 17%	254 25%	131 13%	159 16%	211 21%
Mean		5.19	7.06	7.20	6.01	7.57	8.21	4.42	6.37

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 17

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Summary Table****Base: All respondents**

	Celebrities							
	Jordan	Madonna	Cheryl Cole	Fearne Brittan	Kelly Brook	Paula Radcliffe	Vanessa Feltz	Lilly Allen
Weighted base	1002	1002	1002	1002	1002	1002	1002	1002
Standard deviation	2.32	2.19	2.11	1.87	1.76	1.91	2.07	1.85
Standard error	0.08	0.07	0.07	0.06	0.07	0.06	0.07	0.07

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 18

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Jordan**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	25 2%	9 2%	15 3%	5 4%	3 2%	4 2%	5 3%	5 4%	3 1%	3 1%	5 2%	5 3%	11 4%	6 2%	7 3%	7 3%	2 2%	3 3%
	(9)	37 4%	16 3%	21 4%	7 6%	5 3%	11 6%	2 1%	6 4%	6 3%	6 2%	18 6%	7 3%	6 3%	12 5%	* *	14 6%	8 6%	2 2%
	(8)	104 10%	43 9%	61 12%	11 9%	15 10%	23 12%	18 10%	14 9%	23 11%	25 9%	15 5%	31 15%	33 14%	36 14%	30 11%	22 9%	12 8%	5 5%
	(7)	120 12%	64 13%	56 11%	19 16%	25 15%	23 12%	14 8%	19 13%	21 10%	39 15%	30 10%	28 13%	23 10%	28 10%	38 14%	33 13%	14 10%	7 8%
	(6)	113 11%	55 11%	58 11%	9 8%	22 14%	26 13%	17 10%	16 11%	22 11%	36 14%	30 10%	25 12%	22 9%	23 9%	31 12%	25 10%	22 16%	12 14%
	(5)	205 20%	96 20%	109 21%	33 28%	36 23%	43 22%	32 19%	28 19%	32 15%	56 21%	75 26%	34 16%	41 17%	55 21%	57 22%	50 20%	26 18%	17 19%
	(4)	99 10%	42 9%	56 11%	12 10%	18 11%	19 10%	19 11%	18 12%	13 6%	33 13%	25 9%	22 10%	19 8%	29 11%	18 7%	26 10%	15 11%	11 13%
	(3)	77 8%	31 6%	47 9%	9 7%	9 6%	9 5%	25 15%	10 7%	15 7%	14 5%	31 11%	15 7%	17 7%	17 6%	18 7%	25 10%	4 3%	14 15%
	(2)	64 6%	24 5%	41 8%	7 6%	11 7%	20 10%	10 6%	6 4%	11 5%	17 7%	25 9%	6 3%	16 7%	16 6%	22 9%	10 4%	11 8%	6 7%
Extremely unhealthy	(1)	78 8%	48 10%	30 6%	1 1%	12 7%	14 7%	21 13%	12 8%	17 8%	13 5%	18 6%	23 11%	24 10%	20 8%	24 9%	18 7%	11 8%	6 6%
NET: 8-10		165 16%	68 14%	97 19%	23 19%	23 15%	38 19%	24 14%	26 17%	31 15%	33 13%	38 13%	44 21%	50 21%	53 20%	37 14%	43 17%	22 16%	10 11%
NET: 4-7		536 54%	257 54%	279 54%	73 61%	101 63%	112 57%	82 49%	80 54%	88 42%	164 63%	160 55%	108 51%	104 43%	134 51%	144 55%	134 54%	77 54%	47 54%
NET: 1-3		220 22%	102 21%	117 23%	17 14%	32 20%	43 22%	56 33%	29 19%	43 21%	44 17%	74 25%	45 21%	57 24%	52 20%	64 24%	52 21%	26 19%	25 28%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 18

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Jordan**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	81 8%	53 11%	27 5%	7 6%	3 2%	4 2%	6 4%	14 10%	46 22%	19 7%	19 7%	13 6%	30 12%	23 9%	17 7%	19 8%	15 11%	6 7%
Mean	5.19	5.13	5.25	5.68	5.24	5.26	4.67	5.31	5.15	5.26	5.00	5.33	5.23	5.30	5.08	5.31	5.23	4.82
Standard deviation	2.32	2.33	2.30	2.09	2.19	2.34	2.38	2.37	2.38	2.05	2.25	2.44	2.56	2.35	2.31	2.31	2.33	2.21
Standard error	0.08	0.12	0.10	0.25	0.21	0.18	0.17	0.17	0.17	0.12	0.17	0.19	0.16	0.16	0.15	0.15	0.20	0.24

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 19

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Madonna**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	110 11%	39 8%	71 14%	14 12%	18 11%	19 10%	25 15%	18 12%	15 7%	25 9%	34 12%	19 9%	32 13%	30 11%	30 12%	25 10%	16 11%	9 11%
	(9)	144 14%	70 15%	74 14%	14 12%	18 12%	35 18%	22 13%	26 18%	28 13%	39 15%	44 15%	27 13%	34 14%	24 9%	41 16%	40 16%	28 20%	10 11%
	(8)	254 25%	122 25%	132 25%	42 35%	32 20%	50 25%	38 22%	40 27%	54 26%	65 25%	78 27%	47 23%	64 27%	75 29%	67 25%	68 27%	31 22%	14 16%
	(7)	143 14%	76 16%	67 13%	10 9%	30 19%	30 15%	30 18%	14 9%	28 14%	42 16%	45 16%	35 17%	20 8%	41 15%	31 12%	35 14%	18 13%	17 20%
	(6)	97 10%	56 12%	41 8%	9 8%	19 12%	27 14%	15 9%	12 8%	15 7%	24 9%	32 11%	23 11%	18 7%	25 10%	32 12%	18 7%	8 6%	14 16%
	(5)	96 10%	44 9%	51 10%	12 10%	14 9%	19 10%	13 8%	13 9%	24 12%	28 11%	21 7%	24 11%	22 9%	27 10%	25 9%	22 9%	13 9%	8 9%
	(4)	49 5%	24 5%	24 5%	9 8%	9 6%	7 3%	7 4%	9 6%	7 4%	16 6%	10 4%	9 4%	13 5%	8 3%	14 5%	11 4%	10 7%	6 7%
	(3)	31 3%	10 2%	21 4%	1 1%	4 3%	3 2%	9 5%	7 5%	6 3%	8 3%	6 2%	5 2%	11 5%	10 4%	7 3%	6 2%	6 4%	3 3%
	(2)	25 2%	8 2%	16 3%	- -	8 5%	2 1%	5 3%	3 2%	7 3%	2 1%	8 3%	6 3%	9 4%	6 2%	4 1%	7 3%	6 4%	2 3%
Extremely unhealthy	(1)	22 2%	11 2%	10 2%	1 1%	1 1%	4 2%	4 3%	1 *	10 5%	5 2%	5 2%	7 3%	5 2%	7 3%	3 1%	6 2%	3 2%	2 2%
NET: 8-10		508 51%	231 48%	277 53%	70 59%	68 43%	104 53%	85 51%	84 56%	97 47%	129 49%	156 54%	94 45%	130 54%	129 49%	138 53%	133 54%	74 53%	33 38%
NET: 4-7		384 38%	201 42%	183 35%	41 35%	71 45%	84 42%	65 39%	47 32%	75 36%	110 42%	109 38%	91 43%	73 30%	101 39%	101 39%	86 35%	49 35%	46 52%
NET: 1-3		77 8%	30 6%	48 9%	2 2%	14 9%	9 5%	18 11%	11 7%	23 11%	15 6%	19 6%	18 9%	25 10%	23 9%	14 5%	19 8%	15 11%	7 8%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 19

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Madonna**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	33 3%	19 4%	14 3%	6 5%	5 3%	1 *	1 *	7 5%	13 6%	7 3%	7 2%	8 4%	12 5%	10 4%	9 3%	9 4%	3 2%	3 3%
Mean	7.06	7.03	7.10	7.37	6.89	7.22	7.06	7.24	6.74	7.06	7.25	6.84	7.04	6.99	7.20	7.14	6.98	6.77
Standard deviation	2.19	2.08	2.28	1.89	2.20	1.99	2.32	2.15	2.39	2.08	2.08	2.24	2.38	2.18	2.06	2.20	2.40	2.17
Standard error	0.07	0.10	0.10	0.23	0.21	0.15	0.17	0.15	0.16	0.12	0.15	0.17	0.14	0.14	0.13	0.14	0.20	0.23

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 20

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Cheryl Cole**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	112 11%	59 12%	53 10%	22 18%	7 4%	20 10%	21 12%	20 14%	23 11%	20 8%	25 9%	30 14%	38 16%	23 9%	25 10%	35 14%	18 13%	11 13%
	(9)	117 12%	57 12%	60 11%	11 9%	16 10%	28 14%	23 14%	15 10%	25 12%	27 10%	29 10%	24 12%	36 15%	31 12%	35 13%	25 10%	18 13%	8 9%
	(8)	222 22%	91 19%	130 25%	30 25%	41 26%	44 22%	36 21%	33 22%	37 18%	58 22%	73 25%	48 23%	43 18%	51 19%	60 23%	65 26%	29 21%	16 18%
	(7)	142 14%	66 14%	75 14%	9 7%	36 23%	40 20%	28 17%	15 10%	13 6%	51 19%	39 13%	30 14%	22 9%	35 13%	37 14%	31 12%	22 16%	17 20%
	(6)	73 7%	36 8%	36 7%	12 10%	15 10%	13 6%	13 8%	13 9%	7 3%	25 10%	27 9%	12 6%	8 3%	23 9%	17 7%	16 6%	11 8%	6 7%
	(5)	82 8%	31 6%	51 10%	13 11%	14 9%	25 12%	11 7%	10 7%	10 5%	24 9%	23 8%	19 9%	16 7%	33 13%	18 7%	16 7%	6 4%	8 9%
	(4)	39 4%	14 3%	26 5%	4 3%	5 3%	10 5%	11 7%	5 4%	4 2%	10 4%	17 6%	5 2%	8 3%	9 3%	13 5%	10 4%	6 4%	1 1%
	(3)	18 2%	5 1%	14 3%	4 3%	1 1%	4 2%	3 2%	2 1%	5 2%	4 2%	5 2%	3 2%	6 3%	4 2%	6 2%	1 1%	4 3%	3 3%
	(2)	25 3%	12 3%	13 3%	3 3%	7 4%	6 3%	3 2%	5 4%	2 1%	2 1%	6 2%	9 4%	8 3%	6 2%	8 3%	4 2%	4 3%	3 4%
Extremely unhealthy	(1)	11 1%	6 1%	5 1%	2 2%	2 1%	2 1%	3 2%	- -	2 1%	3 1%	1 *	4 2%	2 1%	1 1%	3 1%	1 1%	- -	5 6%
NET: 8-10		451 45%	208 43%	243 47%	62 52%	63 40%	91 46%	80 47%	68 46%	85 41%	105 40%	127 44%	102 49%	117 48%	104 40%	120 46%	125 51%	65 46%	36 40%
NET: 4-7		336 34%	147 31%	189 36%	37 31%	71 45%	88 44%	64 38%	43 29%	34 16%	110 42%	106 36%	66 31%	54 22%	100 38%	85 33%	73 30%	45 32%	32 37%
NET: 1-3		55 5%	23 5%	32 6%	9 8%	10 6%	11 6%	9 5%	7 5%	9 4%	9 4%	13 4%	17 8%	16 7%	11 4%	17 7%	7 3%	8 5%	12 13%



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 20

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Cheryl Cole**

**Base: All respondents**

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	160 16%	103 21%	58 11%	11 9%	15 9%	8 4%	16 9%	31 21%	80 38%	36 14%	45 15%	25 12%	54 22%	48 18%	39 15%	42 17%	23 17%	8 10%
Mean	7.20	7.34	7.09	7.22	6.89	7.07	7.20	7.36	7.59	7.10	7.10	7.20	7.47	7.05	7.13	7.51	7.38	6.74
Standard deviation	2.11	2.12	2.10	2.32	1.93	2.05	2.16	2.11	2.14	1.88	1.99	2.30	2.32	2.02	2.17	1.95	2.05	2.56
Standard error	0.07	0.11	0.10	0.29	0.19	0.16	0.16	0.16	0.17	0.11	0.16	0.18	0.15	0.14	0.15	0.13	0.19	0.29

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 21

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Fearne Brittan**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	28 3%	13 3%	16 3%	10 9%	1 1%	4 2%	5 3%	4 2%	5 2%	2 1%	8 3%	8 4%	10 4%	9 4%	3 1%	4 2%	11 8%	- -
	(9)	46 5%	14 3%	32 6%	8 7%	5 3%	9 5%	2 1%	6 4%	14 7%	5 2%	15 5%	14 7%	11 5%	14 5%	9 4%	12 5%	5 3%	5 6%
	(8)	100 10%	23 5%	76 15%	20 17%	14 9%	23 12%	11 6%	14 9%	18 9%	22 8%	31 11%	29 14%	18 8%	23 9%	23 9%	26 10%	19 13%	9 10%
	(7)	165 16%	71 15%	94 18%	15 13%	30 19%	27 14%	40 24%	26 17%	26 13%	53 20%	38 13%	33 15%	42 17%	46 18%	45 17%	39 16%	19 14%	15 18%
	(6)	167 17%	78 16%	89 17%	24 20%	22 14%	36 18%	28 17%	27 18%	29 14%	52 20%	44 15%	35 16%	36 15%	42 16%	41 16%	42 17%	25 18%	16 19%
	(5)	173 17%	77 16%	95 18%	13 11%	45 28%	32 16%	31 18%	29 19%	24 11%	43 17%	55 19%	42 20%	33 14%	42 16%	52 20%	45 18%	20 14%	14 16%
	(4)	88 9%	60 12%	28 5%	4 4%	11 7%	28 14%	19 11%	9 6%	16 8%	24 9%	25 9%	13 6%	25 10%	22 8%	23 9%	20 8%	13 9%	8 9%
	(3)	39 4%	24 5%	15 3%	4 3%	7 4%	9 5%	6 4%	6 4%	7 3%	9 3%	12 4%	7 3%	11 5%	12 4%	9 3%	6 3%	7 5%	5 6%
	(2)	20 2%	10 2%	10 2%	- -	1 1%	9 4%	2 1%	3 2%	6 3%	5 2%	8 3%	4 2%	3 1%	4 2%	6 2%	5 2%	3 2%	2 3%
Extremely unhealthy	(1)	11 1%	4 1%	7 1%	4 4%	- -	2 1%	3 2%	1 1%	1 *	2 1%	5 2%	5 2%	- -	3 1%	2 1%	5 2%	1 1%	- -
NET: 8-10		174 17%	50 10%	124 24%	38 32%	21 13%	36 18%	18 11%	24 16%	37 18%	29 11%	55 19%	51 24%	39 16%	46 17%	36 14%	43 17%	35 25%	14 16%
NET: 4-7		592 59%	286 59%	306 59%	57 48%	109 68%	122 62%	118 70%	91 61%	96 46%	172 66%	162 56%	123 58%	135 56%	153 58%	162 62%	146 59%	78 55%	54 61%
NET: 1-3		71 7%	39 8%	32 6%	8 7%	8 5%	20 10%	11 7%	10 7%	13 6%	16 6%	25 9%	16 8%	14 6%	19 7%	17 6%	17 7%	10 7%	8 9%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 21

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Fearne Brittan**

**Base: All respondents**

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	166 17%	107 22%	59 11%	16 14%	21 14%	20 10%	22 13%	24 16%	63 30%	44 17%	49 17%	21 10%	52 22%	45 17%	48 18%	42 17%	18 13%	13 14%
Mean	6.01	5.67	6.29	6.64	5.91	5.75	5.85	6.03	6.14	5.87	5.92	6.19	6.12	6.08	5.88	5.97	6.27	5.92
Standard deviation	1.87	1.83	1.85	2.13	1.54	1.95	1.74	1.78	1.96	1.61	1.98	1.98	1.87	1.91	1.74	1.88	2.03	1.75
Standard error	0.06	0.10	0.08	0.27	0.16	0.15	0.14	0.13	0.15	0.10	0.16	0.16	0.12	0.13	0.12	0.13	0.18	0.20

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 22

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Kelly Brook**

**Base: All respondents**

	Gender		Age						Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	94 9%	48 10%	47 9%	23 19%	10 6%	20 10%	18 11%	10 7%	14 7%	15 6%	23 8%	31 15%	26 11%	27 10%	19 7%	24 10%	15 10%	10 11%
	(9)	121 12%	57 12%	64 12%	12 10%	16 10%	33 17%	20 12%	24 16%	15 7%	29 11%	41 14%	30 14%	20 9%	27 10%	34 13%	31 12%	18 13%	11 12%
	(8)	228 23%	106 22%	123 24%	21 18%	52 33%	49 25%	49 29%	28 19%	29 14%	68 26%	61 21%	54 26%	45 19%	53 20%	68 26%	55 22%	34 24%	19 21%
	(7)	153 15%	67 14%	86 16%	21 18%	29 18%	40 20%	32 19%	13 9%	18 8%	50 19%	51 18%	29 14%	23 9%	44 17%	32 12%	45 18%	19 13%	13 14%
	(6)	58 6%	20 4%	38 7%	13 11%	13 8%	14 7%	5 3%	8 5%	6 3%	13 5%	24 8%	5 2%	16 7%	17 7%	20 8%	8 3%	7 5%	5 5%
	(5)	57 6%	29 6%	29 6%	9 7%	12 8%	12 6%	7 4%	7 5%	11 5%	12 4%	16 5%	14 7%	16 7%	11 4%	16 6%	15 6%	7 5%	7 8%
	(4)	12 1%	7 2%	4 1%	3 2%	- -	1 1%	3 2%	2 2%	2 1%	2 1%	1 *	3 2%	5 2%	1 *	5 2%	5 2%	- -	1 2%
	(3)	11 1%	6 1%	5 1%	2 2%	3 2%	2 1%	2 1%	1 1%	1 *	- -	5 2%	4 2%	2 1%	2 1%	4 2%	3 1%	2 1%	- -
	(2)	9 1%	3 1%	5 1%	- -	- -	2 1%	3 2%	2 1%	2 1%	2 1%	2 1%	1 1%	3 1%	2 1%	2 1%	1 *	1 1%	2 2%
Extremely unhealthy	(1)	6 1%	3 1%	2 *	- -	3 2%	1 *	- -	2 1%	- -	1 *	- -	1 1%	3 1%	1 *	1 1%	1 *	2 1%	1 1%
NET: 8-10		443 44%	210 44%	233 45%	56 47%	78 49%	102 51%	87 52%	62 42%	58 28%	112 43%	125 43%	115 55%	92 38%	106 40%	121 46%	109 44%	68 48%	40 45%
NET: 4-7		280 28%	123 26%	157 30%	45 38%	54 34%	66 33%	47 28%	30 20%	37 18%	77 29%	92 32%	52 24%	59 25%	74 28%	73 28%	73 30%	33 24%	26 30%
NET: 1-3		25 3%	13 3%	12 2%	2 2%	6 4%	4 2%	5 3%	6 4%	3 1%	3 1%	7 2%	6 3%	9 4%	5 2%	8 3%	5 2%	5 3%	3 3%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 22

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Kelly Brook**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	254	135	118	16	21	26	29	51	111	69	67	38	81	78	60	60	35	20
	25%	28%	23%	13%	13%	13%	17%	34%	53%	26%	23%	18%	34%	30%	23%	24%	25%	22%
Mean	7.57	7.58	7.55	7.66	7.33	7.65	7.67	7.51	7.56	7.57	7.55	7.78	7.36	7.66	7.44	7.60	7.65	7.48
Standard deviation	1.76	1.83	1.70	1.81	1.73	1.63	1.67	2.02	1.81	1.50	1.63	1.83	2.10	1.64	1.79	1.70	1.86	1.97
Standard error	0.07	0.10	0.08	0.23	0.17	0.13	0.13	0.17	0.17	0.10	0.14	0.15	0.15	0.13	0.13	0.12	0.18	0.24

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 23

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Paula Radcliffe**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	249 25%	116 24%	133 25%	29 25%	42 26%	55 28%	36 21%	39 26%	49 23%	70 27%	75 26%	49 23%	55 23%	65 25%	59 23%	71 29%	34 24%	20 23%
	(9)	242 24%	116 24%	127 24%	18 15%	34 21%	58 29%	44 26%	42 28%	47 23%	73 28%	71 25%	49 23%	49 20%	37 14%	81 31%	63 26%	41 29%	19 22%
	(8)	150 15%	80 17%	70 13%	18 15%	22 14%	30 15%	32 19%	23 16%	26 12%	40 15%	41 14%	30 14%	39 16%	42 16%	37 14%	38 15%	19 13%	15 17%
	(7)	86 9%	33 7%	53 10%	17 15%	14 9%	17 8%	14 8%	10 7%	15 7%	22 8%	16 6%	25 12%	24 10%	31 12%	20 8%	12 5%	13 9%	10 11%
	(6)	60 6%	32 7%	28 5%	4 3%	12 7%	11 5%	13 8%	7 5%	14 7%	13 5%	20 7%	15 7%	11 5%	21 8%	13 5%	17 7%	6 4%	2 3%
	(5)	39 4%	18 4%	21 4%	1 1%	10 6%	6 3%	6 4%	6 4%	10 5%	6 2%	11 4%	10 5%	12 5%	9 4%	15 6%	8 3%	4 3%	3 3%
	(4)	18 2%	9 2%	8 2%	1 1%	3 2%	3 2%	6 4%	3 2%	1 1%	8 3%	5 2%	1 1%	3 1%	6 2%	4 1%	4 2%	1 *	2 3%
	(3)	8 1%	6 1%	2 *	- -	- -	1 *	2 1%	4 2%	2 1%	1 1%	- -	5 2%	2 1%	2 1%	5 2%	1 *	- -	- -
	(2)	9 1%	6 1%	3 1%	- -	1 1%	- -	2 1%	2 1%	3 2%	3 1%	2 1%	3 1%	2 1%	2 1%	2 1%	3 1%	1 1%	- -
Extremely unhealthy	(1)	10 1%	7 1%	4 1%	2 2%	3 2%	4 2%	- -	1 1%	* *	1 *	4 1%	2 1%	4 2%	1 *	1 *	2 1%	4 3%	3 3%
NET: 8-10		641 64%	312 65%	329 63%	65 54%	98 62%	142 72%	112 66%	104 70%	122 59%	184 70%	187 64%	128 61%	143 59%	144 55%	178 68%	172 70%	94 66%	54 61%
NET: 4-7		203 20%	92 19%	111 21%	23 20%	38 24%	37 19%	39 23%	25 17%	40 19%	48 19%	53 18%	51 24%	50 21%	68 26%	52 20%	41 17%	24 17%	18 20%
NET: 1-3		27 3%	19 4%	9 2%	2 2%	4 3%	5 2%	4 3%	6 4%	6 3%	5 2%	5 2%	10 5%	7 3%	5 2%	8 3%	6 2%	5 4%	3 3%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 23

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Paula Radcliffe**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	131	58	73	29	19	15	13	13	40	23	45	22	40	45	25	28	18	14
	13%	12%	14%	25%	12%	8%	8%	9%	19%	9%	15%	10%	17%	17%	10%	11%	13%	16%
Mean	8.21	8.12	8.29	8.34	8.08	8.37	8.05	8.23	8.20	8.37	8.30	8.01	8.09	8.05	8.21	8.38	8.26	8.09
Standard deviation	1.91	2.02	1.80	1.77	2.05	1.84	1.88	1.99	1.91	1.78	1.88	2.02	1.98	1.89	1.87	1.87	2.02	2.08
Standard error	0.06	0.10	0.08	0.24	0.21	0.14	0.14	0.14	0.14	0.10	0.15	0.16	0.12	0.13	0.13	0.12	0.18	0.24

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 24

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Vanessa Feltz**

**Base: All respondents**

		Gender		Age						Social Grade				Region					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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
Extremely healthy	(10)	13 1%	8 2%	5 1%	1 1%	- -	2 1%	5 3%	3 2%	2 1%	3 1%	- -	4 2%	6 2%	1 *	5 2%	5 2%	1 1%	- -
	(9)	18 2%	11 2%	7 1%	3 3%	1 1%	3 2%	2 1%	4 3%	4 2%	4 2%	1 *	8 4%	4 2%	6 2%	3 1%	4 1%	1 1%	3 4%
	(8)	37 4%	15 3%	23 4%	5 4%	4 2%	9 5%	4 2%	6 4%	10 5%	4 2%	13 5%	7 3%	13 5%	8 3%	10 4%	9 4%	7 5%	3 4%
	(7)	60 6%	26 5%	34 6%	7 6%	11 7%	7 4%	12 7%	7 5%	16 8%	17 7%	7 2%	15 7%	20 8%	22 9%	20 8%	10 4%	3 2%	5 5%
	(6)	103 10%	34 7%	69 13%	7 6%	15 9%	13 6%	26 15%	17 11%	26 12%	26 10%	35 12%	12 6%	30 12%	31 12%	26 10%	24 10%	12 9%	9 10%
	(5)	167 17%	72 15%	95 18%	18 15%	40 25%	29 15%	24 14%	28 19%	28 13%	48 18%	49 17%	37 18%	33 14%	39 15%	48 18%	38 15%	30 21%	13 14%
	(4)	170 17%	85 18%	86 16%	29 24%	30 19%	44 22%	28 17%	21 14%	19 9%	45 17%	47 16%	38 18%	39 16%	39 15%	50 19%	45 18%	15 11%	22 25%
	(3)	117 12%	56 12%	61 12%	14 12%	23 14%	26 13%	20 12%	17 12%	17 8%	38 14%	28 10%	28 14%	22 9%	31 12%	26 10%	35 14%	17 12%	8 9%
	(2)	83 8%	38 8%	46 9%	1 1%	15 9%	28 14%	15 9%	12 8%	13 6%	27 11%	28 9%	12 6%	16 7%	25 10%	19 7%	18 7%	16 11%	5 6%
Extremely unhealthy	(1)	75 8%	43 9%	33 6%	11 9%	12 8%	21 11%	15 9%	7 5%	9 4%	14 5%	30 10%	18 8%	14 6%	18 7%	22 8%	15 6%	13 9%	6 7%
NET: 8-10		68 7%	34 7%	34 7%	9 7%	5 3%	14 7%	10 6%	14 9%	17 8%	11 4%	14 5%	20 9%	23 9%	15 6%	19 7%	18 7%	10 7%	7 8%
NET: 4-7		500 50%	216 45%	284 54%	62 52%	95 60%	92 46%	90 53%	73 49%	88 42%	137 52%	138 48%	104 49%	122 51%	132 50%	144 55%	116 47%	60 42%	48 55%
NET: 1-3		275 27%	136 28%	139 27%	26 22%	50 31%	75 38%	50 29%	37 25%	39 18%	79 30%	86 30%	59 28%	52 21%	75 28%	68 26%	68 27%	46 33%	19 22%



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 24

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Vanessa Feltz**

**Base: All respondents**

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	159 16%	94 20%	64 12%	23 19%	9 6%	17 9%	19 11%	26 17%	65 31%	34 13%	52 18%	28 13%	44 18%	41 16%	32 12%	46 18%	25 18%	14 16%
Mean	4.42	4.31	4.52	4.48	4.23	3.96	4.46	4.67	4.93	4.31	4.10	4.54	4.84	4.45	4.51	4.42	4.14	4.54
Standard deviation	2.07	2.16	1.98	2.03	1.78	2.05	2.16	2.12	2.13	1.92	1.94	2.21	2.17	2.05	2.10	2.06	2.07	2.01
Standard error	0.07	0.11	0.09	0.27	0.17	0.16	0.16	0.16	0.16	0.11	0.16	0.18	0.14	0.14	0.14	0.14	0.19	0.23

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 25

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Lilly Allen**

**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	
Extremely healthy	(10)	29 3%	14 3%	15 3%	8 6%	3 2%	4 2%	4 3%	6 4%	4 2%	2 1%	10 3%	9 4%	9 4%	5 2%	4 2%	5 2%	10 7%	5 5%
	(9)	47 5%	26 5%	21 4%	3 3%	5 3%	14 7%	9 5%	11 7%	6 3%	13 5%	11 4%	16 8%	7 3%	9 4%	13 5%	11 4%	12 8%	2 3%
	(8)	154 15%	65 13%	89 17%	24 20%	32 20%	30 15%	34 20%	22 15%	13 6%	37 14%	51 17%	38 18%	29 12%	51 19%	37 14%	37 15%	19 13%	10 12%
	(7)	174 17%	88 18%	86 17%	25 21%	33 21%	44 22%	32 19%	21 14%	19 9%	51 20%	51 18%	41 19%	31 13%	38 15%	47 18%	39 16%	29 20%	21 24%
	(6)	134 13%	59 12%	75 14%	17 14%	37 24%	32 16%	21 12%	14 9%	13 6%	36 14%	50 17%	23 11%	26 11%	43 17%	41 16%	24 10%	16 11%	10 11%
	(5)	156 16%	71 15%	85 16%	21 18%	26 16%	40 20%	22 13%	21 14%	26 12%	46 18%	31 11%	41 19%	38 16%	36 14%	38 14%	49 20%	18 13%	15 17%
	(4)	44 4%	20 4%	24 5%	3 3%	2 2%	8 4%	16 10%	8 5%	6 3%	13 5%	17 6%	4 2%	9 4%	7 3%	20 8%	7 3%	6 4%	4 4%
	(3)	21 2%	6 1%	15 3%	3 2%	1 1%	4 2%	4 3%	6 4%	3 1%	7 3%	2 1%	4 2%	8 3%	5 2%	6 2%	7 3%	1 1%	1 2%
	(2)	21 2%	4 1%	17 3%	- -	4 3%	8 4%	2 1%	2 1%	5 2%	3 1%	7 2%	7 3%	4 2%	8 3%	5 2%	4 2%	2 2%	3 3%
Extremely unhealthy	(1)	12 1%	4 1%	8 1%	- -	- -	2 1%	- -	4 3%	5 3%	3 1%	2 1%	2 1%	4 1%	2 1%	5 2%	3 1%	1 1%	1 1%
NET: 8-10		230 23%	105 22%	125 24%	35 29%	40 25%	47 24%	47 28%	38 26%	23 11%	52 20%	72 25%	63 30%	44 19%	65 25%	53 20%	53 21%	41 29%	17 20%
NET: 4-7		507 51%	237 49%	270 52%	67 56%	99 62%	124 63%	90 53%	63 43%	64 31%	147 56%	149 51%	108 51%	104 43%	125 47%	146 55%	120 48%	68 48%	49 56%
NET: 1-3		54 5%	13 3%	40 8%	3 2%	6 3%	14 7%	7 4%	11 8%	13 6%	14 5%	11 4%	13 6%	15 6%	15 6%	15 6%	14 6%	5 3%	5 5%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 25

**Q.3 On a scale of 1 - 10, where 1 is extremely unhealthy and 10 is extremely healthy - please rate each of the following celebrities on how healthy you believe their body shape to be?**

**Lilly Allen**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	119	159	198	169	149	208	261	291	210	240	263	263	247	141	88
Don't know	211	126	85	15	14	13	25	36	109	49	59	27	77	58	48	61	27	17
	21%	26%	16%	12%	9%	6%	15%	24%	52%	19%	20%	13%	32%	22%	18%	25%	19%	19%
Mean	6.37	6.53	6.23	6.75	6.50	6.27	6.46	6.34	5.86	6.22	6.49	6.54	6.19	6.40	6.18	6.27	6.82	6.38
Standard deviation	1.85	1.73	1.94	1.63	1.53	1.84	1.78	2.15	2.18	1.73	1.79	1.93	1.99	1.81	1.85	1.84	1.92	1.89
Standard error	0.07	0.10	0.09	0.21	0.15	0.14	0.14	0.17	0.20	0.11	0.15	0.16	0.14	0.13	0.13	0.13	0.18	0.23

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 26

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Summary Table**

**Base: All respondents**

	Promoting Ideal Body Image							
	The broadcast media	Newspapers	Celebrity magazines	Hollywood films	Celebrities	The fitness industry	Government	Fashion industry
Unweighted base	1002	1002	1002	1002	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002	1002	1002	1002	1002
NET: Influential	846 84%	803 80%	756 75%	801 80%	851 85%	851 85%	459 46%	792 79%
Very influential	361 36%	297 30%	493 49%	344 34%	464 46%	289 29%	65 6%	470 47%
Fairly influential	485 48%	506 51%	263 26%	456 46%	387 39%	563 56%	394 39%	321 32%
Not at all influential	140 14%	172 17%	152 15%	167 17%	137 14%	124 12%	521 52%	188 19%
Don't know	16 2%	27 3%	94 9%	34 3%	14 1%	27 3%	21 2%	22 2%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 27

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**The broadcast media**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	846	389	457	92	140	171	149	125	169	234	249	176	188	233	223	199	113	78
	84%	81%	88%	78%	88%	86%	88%	84%	81%	90%	86%	83%	78%	89%	85%	81%	80%	88%
Very influential	361	170	191	51	65	78	64	50	53	106	118	74	62	111	85	82	49	35
	36%	35%	37%	43%	41%	39%	38%	34%	25%	41%	41%	35%	26%	42%	32%	33%	35%	39%
Fairly influential	485	219	266	42	75	93	85	74	116	127	130	102	126	122	138	118	64	43
	48%	46%	51%	35%	47%	47%	50%	50%	56%	49%	45%	48%	53%	47%	53%	48%	45%	49%
Not at all influential	140	84	56	22	18	28	18	20	34	26	37	31	45	26	36	42	28	8
	14%	18%	11%	19%	11%	14%	11%	14%	16%	10%	13%	15%	19%	10%	14%	17%	20%	9%
Don't know	16	8	8	5	1	-	1	4	5	1	5	4	7	4	4	6	-	2
	2%	2%	2%	4%	1%	-	1%	3%	3%	*	2%	2%	3%	1%	2%	2%	-	2%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 28

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Newspapers**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	803	365	438	94	141	157	139	116	157	222	238	167	176	227	216	178	109	73
	80%	76%	84%	79%	89%	79%	82%	78%	76%	85%	82%	79%	73%	86%	82%	72%	77%	83%
Very influential	297	127	170	36	56	60	48	50	47	89	85	57	66	77	85	78	34	23
	30%	26%	33%	30%	35%	30%	28%	34%	23%	34%	29%	27%	28%	30%	32%	31%	24%	26%
Fairly influential	506	239	267	57	85	96	91	66	110	133	153	111	110	149	131	100	75	50
	51%	50%	51%	48%	54%	49%	54%	44%	53%	51%	53%	53%	46%	57%	50%	40%	53%	57%
Not at all influential	172	100	72	23	11	42	25	29	42	29	49	40	55	33	39	61	25	14
	17%	21%	14%	20%	7%	21%	15%	20%	20%	11%	17%	19%	23%	12%	15%	25%	18%	16%
Don't know	27	16	11	2	6	-	5	4	9	10	4	3	9	3	7	8	7	1
	3%	3%	2%	2%	4%	-	3%	3%	4%	4%	1%	2%	4%	1%	3%	3%	5%	1%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 29

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Celebrity magazines**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	756	332	424	95	132	164	132	109	123	216	225	161	155	204	193	187	99	73
	75%	69%	81%	80%	83%	83%	78%	73%	59%	83%	77%	76%	64%	78%	74%	75%	70%	83%
Very influential	493	212	282	70	98	111	87	69	58	151	149	109	84	136	124	121	60	52
	49%	44%	54%	59%	62%	56%	52%	46%	28%	58%	51%	52%	35%	52%	47%	49%	42%	59%
Fairly influential	263	121	142	25	34	53	45	40	66	64	76	52	71	68	70	66	39	21
	26%	25%	27%	21%	22%	27%	27%	27%	31%	25%	26%	25%	29%	26%	27%	27%	27%	24%
Not at all influential	152	83	70	19	23	32	23	19	37	30	42	35	47	35	37	42	29	10
	15%	17%	13%	16%	14%	16%	14%	13%	18%	11%	14%	16%	19%	14%	14%	17%	20%	11%
Don't know	94	66	27	5	4	2	14	21	48	15	24	15	39	23	32	19	14	5
	9%	14%	5%	4%	2%	1%	8%	14%	23%	6%	8%	7%	16%	9%	12%	8%	10%	6%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 30

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Hollywood films**

**Base: All respondents**

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	801	373	428	96	140	168	142	121	133	224	243	164	170	218	212	189	109	73
	80%	78%	82%	81%	88%	85%	84%	81%	64%	86%	84%	78%	71%	83%	81%	76%	77%	83%
Very influential	344	165	179	42	65	79	63	44	52	97	109	61	76	105	94	75	33	37
	34%	34%	34%	35%	41%	40%	37%	29%	25%	37%	38%	29%	32%	40%	36%	30%	23%	42%
Fairly influential	456	208	248	55	76	89	80	77	81	127	133	103	94	112	117	114	76	37
	46%	43%	48%	46%	48%	45%	47%	52%	39%	49%	46%	49%	39%	43%	45%	46%	54%	42%
Not at all influential	167	92	75	18	17	31	24	22	55	34	42	37	53	35	39	53	27	14
	17%	19%	14%	15%	11%	15%	14%	15%	26%	13%	15%	18%	22%	13%	15%	21%	19%	15%
Don't know	34	16	18	4	1	-	3	6	20	2	5	9	18	10	12	6	6	1
	3%	3%	3%	4%	1%	-	2%	4%	10%	1%	2%	4%	7%	4%	4%	2%	4%	1%



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 31

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Celebrities**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	851	391	459	92	136	178	149	129	165	224	257	178	192	228	222	206	118	77
	85%	81%	88%	78%	86%	90%	88%	87%	79%	86%	88%	85%	80%	87%	85%	83%	84%	88%
Very influential	464	203	260	69	80	102	80	65	68	127	148	88	101	130	115	113	66	40
	46%	42%	50%	58%	50%	51%	47%	44%	33%	49%	51%	42%	42%	49%	44%	46%	47%	45%
Fairly influential	387	188	199	24	56	76	69	65	97	97	109	90	91	98	107	93	52	38
	39%	39%	38%	20%	35%	38%	41%	43%	47%	37%	37%	43%	38%	37%	41%	38%	37%	43%
Not at all influential	137	82	55	27	20	20	17	16	38	33	32	30	42	31	34	39	22	11
	14%	17%	11%	22%	13%	10%	10%	11%	18%	13%	11%	14%	18%	12%	13%	16%	16%	12%
Don't know	14	8	6	-	2	-	3	4	5	3	2	2	6	4	6	2	1	-
	1%	2%	1%	-	1%	-	2%	2%	3%	1%	1%	1%	3%	2%	2%	1%	1%	-

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 32

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**The fitness industry**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	851 85%	397 82%	455 87%	111 93%	136 85%	176 89%	143 85%	127 85%	159 77%	228 88%	251 86%	181 86%	191 80%	230 88%	227 87%	199 80%	119 85%	76 87%
Very influential	289 29%	142 29%	147 28%	36 31%	40 25%	67 34%	43 26%	49 33%	54 26%	72 28%	82 28%	72 34%	63 26%	65 25%	76 29%	78 31%	36 25%	35 39%
Fairly influential	563 56%	255 53%	308 59%	75 63%	95 60%	110 55%	100 59%	78 52%	105 50%	157 60%	169 58%	109 52%	128 53%	165 63%	152 58%	121 49%	84 59%	42 47%
Not at all influential	124 12%	67 14%	56 11%	8 7%	21 13%	22 11%	22 13%	16 11%	34 16%	28 11%	34 12%	26 12%	36 15%	28 11%	28 11%	42 17%	16 12%	10 11%
Don't know	27 3%	17 4%	10 2%	- -	2 1%	- -	4 2%	6 4%	15 7%	4 2%	5 2%	4 2%	13 5%	5 2%	8 3%	7 3%	5 4%	2 3%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 33

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Government**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	459 46%	213 44%	246 47%	51 43%	88 55%	84 43%	76 45%	67 45%	93 45%	105 40%	148 51%	96 45%	110 46%	122 47%	112 43%	122 49%	59 42%	45 51%
Very influential	65 6%	35 7%	30 6%	16 13%	12 8%	7 4%	14 8%	9 6%	7 3%	12 5%	20 7%	17 8%	16 7%	16 6%	18 7%	22 9%	3 2%	6 7%
Fairly influential	394 39%	179 37%	216 41%	35 29%	76 48%	77 39%	62 37%	58 39%	86 41%	93 36%	128 44%	79 37%	94 39%	107 41%	93 36%	100 40%	56 39%	39 44%
Not at all influential	521 52%	262 54%	260 50%	67 56%	68 43%	111 56%	89 53%	77 52%	109 52%	152 58%	137 47%	110 52%	123 51%	137 52%	144 55%	120 49%	79 56%	42 48%
Don't know	21 2%	6 1%	15 3%	1 1%	3 2%	3 2%	3 2%	5 3%	7 3%	3 1%	5 2%	5 2%	8 3%	4 1%	7 3%	6 2%	3 2%	1 2%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 34

**Q.4 How influential do you think each of the following are at promoting an “ideal” body image?**

**Fashion industry**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Influential	792	358	433	100	127	160	138	118	149	219	242	164	166	212	209	195	103	73
	79%	74%	83%	84%	80%	81%	82%	79%	71%	84%	83%	78%	69%	81%	80%	79%	73%	83%
Very influential	470	216	254	62	82	101	80	68	77	133	153	99	85	127	122	116	60	45
	47%	45%	49%	52%	52%	51%	47%	45%	37%	51%	53%	47%	35%	48%	46%	47%	43%	51%
Fairly influential	321	142	179	38	44	59	58	51	71	86	90	65	81	85	87	79	42	28
	32%	30%	34%	32%	28%	30%	35%	34%	34%	33%	31%	31%	34%	33%	33%	32%	30%	32%
Not at all influential	188	106	82	19	31	37	29	27	46	40	45	44	59	46	45	49	34	14
	19%	22%	16%	16%	19%	18%	17%	18%	22%	15%	15%	21%	25%	18%	17%	20%	24%	16%
Don't know	22	16	6	-	1	2	2	3	14	2	4	2	15	4	9	3	5	1
	2%	3%	1%	-	1%	1%	1%	2%	7%	1%	1%	1%	6%	2%	3%	1%	3%	1%

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 35

**Q.5 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		767 77%	865 86%	899 90%	343 34%
Agree strongly	(4)	476 48%	620 62%	630 63%	130 13%
Agree	(3)	291 29%	245 24%	268 27%	213 21%
Disagree	(2)	160 16%	71 7%	57 6%	372 37%
Disagree strongly	(1)	50 5%	57 6%	31 3%	271 27%
NET: Disagree		210 21%	128 13%	88 9%	643 64%
Don't know		25 2%	9 1%	15 2%	16 2%
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

Absolutes/col percents

Table 36

**Q.5 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	767 77%	347 72%	421 81%	90 76%	116 73%	164 83%	130 77%	115 78%	150 72%	202 78%	209 72%	173 82%	183 76%	198 75%	209 80%	188 76%	108 76%	64 72%
Agree strongly	(4) 48%	210 44%	266 51%	55 46%	62 39%	100 50%	97 58%	74 50%	88 42%	122 47%	134 46%	116 55%	105 44%	106 40%	140 53%	116 47%	69 49%	46 52%
Agree	(3) 29%	136 28%	154 30%	35 30%	54 34%	65 33%	33 19%	41 28%	62 30%	80 31%	75 26%	58 27%	78 32%	92 35%	69 26%	72 29%	39 28%	18 20%
Disagree	(2) 16%	82 17%	78 15%	20 16%	35 22%	21 11%	28 17%	21 14%	35 17%	36 14%	64 22%	21 10%	38 16%	42 16%	33 13%	43 18%	24 17%	18 20%
Disagree strongly	(1) 5%	36 8%	14 3%	8 7%	6 4%	11 6%	11 6%	5 4%	9 4%	15 6%	15 5%	12 6%	9 4%	14 5%	14 5%	9 4%	8 6%	5 6%
NET: Disagree	210 21%	118 24%	92 18%	27 23%	41 26%	32 16%	39 23%	27 18%	44 21%	51 20%	79 27%	33 16%	47 19%	55 21%	47 18%	53 21%	32 23%	23 26%
Don't know	25 2%	17 3%	8 2%	1 1%	1 1%	2 1%	-	7 5%	13 6%	7 3%	3 1%	4 2%	11 5%	9 3%	6 2%	7 3%	1 1%	1 2%
Mean	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
Standard deviation	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
Standard error	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

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

Absolutes/col percents

Table 37

**Q.5 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**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	865 86%	397 83%	468 90%	105 88%	132 83%	178 90%	146 86%	136 92%	168 81%	220 85%	250 86%	188 89%	206 86%	231 88%	224 85%	217 88%	118 84%	75 85%
Agree strongly	(4) 62%	276 57%	344 66%	63 53%	78 49%	128 65%	123 73%	103 69%	125 60%	143 55%	188 65%	134 64%	155 64%	158 60%	173 66%	160 65%	83 59%	47 53%
Agree	(3) 24%	121 25%	124 24%	42 35%	54 34%	49 25%	23 14%	33 22%	43 21%	77 30%	62 21%	54 26%	52 22%	73 28%	51 19%	57 23%	36 25%	28 32%
Disagree	(2) 7%	46 10%	25 5%	8 6%	18 11%	8 4%	9 5%	8 6%	19 9%	24 9%	21 7%	9 4%	16 7%	21 8%	13 5%	19 8%	12 8%	6 7%
Disagree strongly	(1) 6%	31 6%	26 5%	6 5%	7 5%	10 5%	14 8%	4 3%	16 8%	10 4%	19 7%	11 5%	17 7%	8 3%	23 9%	10 4%	11 7%	6 7%
NET: Disagree	128 13%	77 16%	51 10%	14 12%	25 16%	18 9%	23 14%	12 8%	36 17%	34 13%	41 14%	21 10%	33 14%	28 11%	36 14%	29 12%	22 16%	12 14%
Don't know	9 1%	7 1%	2 *	- -	1 1%	2 1%	- -	* *	5 2%	6 2%	- -	2 1%	1 *	3 1%	2 1%	2 1%	* *	1 2%
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

Table 38

**Q.5 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	899 90%	415 86%	484 93%	105 88%	143 90%	183 92%	158 94%	140 94%	169 81%	237 91%	268 92%	191 91%	203 85%	221 84%	238 91%	228 92%	131 92%	81 92%
Agree strongly	(4) 63%	272 57%	358 69%	66 55%	97 61%	133 67%	131 77%	101 68%	102 49%	158 61%	203 70%	129 61%	141 59%	147 56%	174 66%	151 61%	99 70%	59 67%
Agree	(3) 27%	143 30%	126 24%	39 32%	46 29%	49 25%	28 16%	39 26%	67 32%	78 30%	65 23%	62 29%	63 26%	74 28%	64 24%	76 31%	32 22%	22 25%
Disagree	(2) 6%	37 8%	20 4%	12 10%	10 6%	10 5%	5 3%	4 3%	17 8%	17 6%	12 4%	9 4%	19 8%	24 9%	10 4%	14 6%	5 4%	3 4%
Disagree strongly	(1) 3%	17 4%	13 3%	3 2%	5 3%	4 2%	4 2%	3 2%	12 6%	4 2%	10 3%	5 3%	11 5%	13 5%	13 5%	1 *	3 2%	1 1%
NET: Disagree	88 9%	55 11%	33 6%	14 12%	14 9%	14 7%	9 5%	8 5%	29 14%	21 8%	23 8%	15 7%	29 12%	37 14%	23 9%	15 6%	8 6%	4 5%
Don't know	15 2%	11 2%	4 1%	- -	1 1%	2 1%	1 1%	1 1%	10 5%	3 1%	- -	5 2%	8 3%	4 1%	1 *	4 2%	3 2%	3 3%
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

Table 39

**Q.5 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	343 34%	179 37%	164 31%	39 33%	43 27%	74 37%	51 30%	57 38%	78 37%	77 30%	95 33%	84 40%	87 36%	96 37%	83 32%	99 40%	34 24%	31 35%
Agree strongly	(4) 130 13%	68 14%	62 12%	17 14%	11 7%	31 16%	16 9%	25 17%	31 15%	24 9%	42 14%	31 15%	34 14%	36 14%	30 11%	39 16%	14 10%	11 12%
Agree	(3) 213 21%	112 23%	101 19%	23 19%	33 21%	43 22%	36 21%	32 22%	47 23%	53 20%	53 18%	53 25%	54 22%	60 23%	54 20%	60 24%	19 14%	20 23%
Disagree	(2) 372 37%	169 35%	203 39%	45 38%	52 33%	72 36%	58 34%	61 41%	84 41%	109 42%	109 38%	68 32%	86 36%	103 39%	107 41%	74 30%	66 46%	23 26%
Disagree strongly	(1) 271 27%	123 25%	149 29%	32 27%	62 39%	52 26%	58 35%	28 19%	39 19%	73 28%	82 28%	55 26%	62 26%	55 21%	69 26%	73 29%	41 29%	33 38%
NET: Disagree	643 64%	292 61%	351 67%	77 65%	114 72%	124 62%	116 69%	89 60%	123 59%	181 70%	191 66%	122 58%	148 62%	158 60%	176 67%	146 59%	107 75%	56 63%
Don't know	16 2%	10 2%	6 1%	2 2%	1 1%	1 *	1 1%	3 2%	7 4%	2 1%	5 2%	5 2%	5 2%	8 3%	3 1%	2 1%	1 1%	2 2%
Mean	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
Standard deviation	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
Standard error	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	0.08	0.08	0.11

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 40

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**Summary Table**

**Base: All respondents**

	Aspects					
	Their diet	Their waist size	The amount of regular exercise they do	How strong they are	Whether they have a six pack	How happy they are
Unweighted base	1002	1002	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002	1002	1002
NET: Important	944 94%	746 74%	940 94%	569 57%	221 22%	913 91%
Very important (4)	621 62%	247 25%	562 56%	134 13%	43 4%	611 61%
Fairly important (3)	323 32%	499 50%	378 38%	436 43%	178 18%	302 30%
Fairly unimportant (2)	41 4%	193 19%	43 4%	355 35%	472 47%	51 5%
Very unimportant (1)	10 1%	52 5%	15 2%	65 7%	266 27%	26 3%
NET: Unimportant	51 5%	245 24%	58 6%	421 42%	738 74%	77 8%
Don't know	7 1%	11 1%	4 *	12 1%	43 4%	12 1%
Mean	3.56	2.95	3.49	2.64	2.00	3.51
Standard deviation	0.62	0.81	0.65	0.80	0.80	0.71
Standard error	0.02	0.03	0.02	0.03	0.03	0.02

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 41

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**Their diet**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	944 94%	450 93%	494 95%	112 94%	152 96%	186 94%	162 96%	139 93%	193 93%	255 98%	282 97%	197 94%	210 87%	245 93%	250 95%	229 92%	136 96%	85 96%
Very important	(4) 62%	291 60%	330 63%	79 66%	112 70%	120 61%	96 57%	91 61%	124 60%	181 69%	198 68%	108 51%	135 56%	173 66%	160 61%	144 58%	87 62%	57 64%
Fairly important	(3) 32%	159 33%	164 31%	34 28%	40 25%	66 33%	67 39%	48 32%	68 33%	74 29%	84 29%	89 42%	75 31%	72 27%	90 34%	84 34%	48 34%	28 32%
Fairly unimportant	(2) 4%	25 5%	16 3%	5 4%	5 3%	9 4%	5 3%	4 3%	12 6%	4 2%	6 2%	9 4%	22 9%	14 6%	7 3%	13 5%	5 4%	2 2%
Very unimportant	(1) 1%	2 *	8 1%	- -	1 1%	3 2%	2 1%	3 2%	1 *	- -	3 1%	4 2%	3 1%	3 1%	3 1%	2 1%	1 *	1 1%
NET: Unimportant	51 5%	28 6%	23 4%	5 4%	7 4%	12 6%	6 4%	7 5%	13 6%	4 2%	9 3%	12 6%	25 11%	18 7%	10 4%	15 6%	6 4%	3 3%
Don't know	7 1%	4 1%	3 1%	2 1%	- -	- -	- -	3 2%	3 1%	1 *	- -	1 *	5 2%	- -	3 1%	4 2%	- -	* *
Mean	3.56	3.55	3.58	3.62	3.65	3.53	3.52	3.55	3.54	3.68	3.64	3.44	3.45	3.58	3.57	3.53	3.57	3.60
Standard deviation	0.62	0.62	0.63	0.57	0.60	0.67	0.60	0.65	0.62	0.50	0.57	0.66	0.72	0.66	0.61	0.64	0.59	0.59
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.06

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 42

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**Their waist size**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	746 74%	378 79%	368 71%	78 65%	111 70%	148 74%	124 73%	124 83%	163 78%	203 78%	222 76%	144 69%	176 73%	201 76%	195 74%	185 75%	106 75%	60 68%
Very important	(4) 25%	124 26%	123 24%	18 15%	41 26%	46 23%	44 26%	38 26%	60 29%	68 26%	69 24%	52 25%	59 24%	55 21%	78 30%	59 24%	35 25%	20 23%
Fairly important	(3) 50%	254 53%	244 47%	60 51%	70 44%	102 51%	80 47%	85 57%	102 49%	135 52%	153 53%	92 44%	118 49%	146 55%	117 44%	126 51%	71 50%	40 45%
Fairly unimportant	(2) 19%	76 16%	117 22%	35 30%	34 22%	44 22%	36 21%	15 10%	28 13%	50 19%	54 19%	53 25%	35 15%	43 16%	43 17%	51 21%	30 22%	24 28%
Very unimportant	(1) 5%	21 4%	30 6%	6 5%	13 8%	6 3%	9 5%	7 5%	12 6%	5 2%	12 4%	10 5%	25 10%	14 5%	21 8%	9 4%	5 4%	3 3%
NET: Unimportant	245 24%	98 20%	147 28%	41 35%	47 30%	50 25%	45 27%	22 15%	39 19%	55 21%	66 23%	63 30%	60 25%	57 22%	64 24%	61 25%	36 25%	27 31%
Don't know	11 1%	5 1%	6 1%	- -	1 1%	1 *	- -	3 2%	6 3%	2 1%	2 1%	3 2%	4 2%	5 2%	4 1%	2 1%	- -	1 2%
Mean	2.95	3.01	2.89	2.75	2.88	2.95	2.94	3.06	3.05	3.03	2.97	2.90	2.89	2.94	2.98	2.96	2.96	2.89
Standard deviation	0.81	0.78	0.83	0.77	0.89	0.75	0.83	0.75	0.82	0.73	0.77	0.83	0.90	0.77	0.89	0.77	0.78	0.80
Standard error	0.03	0.04	0.04	0.09	0.08	0.06	0.06	0.05	0.05	0.04	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.08

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 43

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**The amount of regular exercise they do**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	940 94%	447 93%	493 95%	113 95%	154 97%	190 96%	153 90%	139 94%	192 92%	247 95%	277 95%	198 94%	219 91%	253 96%	245 93%	233 94%	128 91%	81 92%
Very important	(4) 56%	280 58%	282 54%	77 64%	91 57%	114 58%	86 51%	76 51%	118 57%	158 61%	166 57%	107 51%	130 54%	163 62%	138 53%	139 56%	76 54%	46 53%
Fairly important	(3) 38%	167 35%	210 40%	36 30%	63 40%	76 38%	67 40%	63 42%	73 35%	89 34%	110 38%	90 43%	88 37%	90 34%	107 41%	94 38%	52 37%	35 40%
Fairly unimportant	(2) 4%	24 5%	19 4%	4 3%	2 1%	8 4%	10 6%	5 3%	13 6%	8 3%	10 3%	10 5%	15 6%	7 2%	12 5%	12 5%	8 6%	4 4%
Very unimportant	(1) 2%	10 2%	6 1%	2 2%	2 1%	- -	6 4%	3 2%	1 1%	4 2%	3 1%	2 1%	6 2%	3 1%	2 1%	2 1%	5 3%	3 4%
NET: Unimportant	58 6%	33 7%	25 5%	6 5%	4 2%	8 4%	16 10%	8 6%	15 7%	12 5%	13 4%	12 6%	21 9%	10 4%	14 5%	14 6%	13 9%	7 8%
Don't know	4 *	1 *	3 1%	- -	1 1%	- -	- -	1 1%	2 1%	1 *	1 *	1 *	1 *	- -	3 1%	1 *	- -	- -
Mean	3.49	3.49	3.49	3.57	3.54	3.53	3.38	3.44	3.50	3.55	3.52	3.45	3.44	3.57	3.48	3.50	3.41	3.41
Standard deviation	0.65	0.68	0.62	0.66	0.59	0.58	0.76	0.67	0.65	0.64	0.62	0.63	0.72	0.61	0.62	0.63	0.76	0.74
Standard error	0.02	0.03	0.03	0.08	0.06	0.04	0.05	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.06	0.08

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 44

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**How strong they are**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	569 57%	263 55%	306 59%	69 58%	93 58%	109 55%	73 43%	91 61%	134 65%	139 53%	160 55%	121 58%	149 62%	166 63%	130 49%	140 57%	89 63%	44 50%
Very important	(4) 134 13%	70 14%	64 12%	9 8%	15 9%	27 13%	18 10%	25 17%	41 20%	24 9%	28 10%	33 16%	48 20%	34 13%	38 15%	35 14%	17 12%	10 12%
Fairly important	(3) 436 43%	193 40%	242 46%	60 50%	78 49%	83 42%	55 33%	66 45%	93 45%	114 44%	132 46%	88 42%	101 42%	132 50%	92 35%	106 43%	73 51%	34 38%
Fairly unimportant	(2) 355 35%	173 36%	183 35%	42 35%	63 40%	74 38%	82 49%	44 30%	50 24%	103 40%	114 39%	72 34%	67 28%	77 29%	107 41%	89 36%	43 31%	39 44%
Very unimportant	(1) 65 7%	40 8%	25 5%	8 7%	1 1%	15 7%	12 7%	12 8%	17 8%	16 6%	14 5%	15 7%	20 8%	15 6%	22 8%	16 6%	8 6%	4 5%
NET: Unimportant	421 42%	213 44%	208 40%	50 42%	64 40%	89 45%	94 56%	56 38%	67 32%	119 46%	128 44%	87 41%	87 36%	92 35%	129 49%	105 42%	52 37%	43 49%
Don't know	12 1%	5 1%	6 1%	- -	2 1%	- -	1 1%	2 1%	6 3%	3 1%	2 1%	2 1%	4 2%	5 2%	3 1%	3 1%	* *	1 1%
Mean	2.64	2.62	2.67	2.59	2.68	2.61	2.47	2.70	2.79	2.57	2.60	2.67	2.75	2.72	2.56	2.65	2.69	2.57
Standard deviation	0.80	0.84	0.76	0.73	0.65	0.81	0.78	0.84	0.86	0.75	0.73	0.83	0.88	0.77	0.85	0.80	0.75	0.77
Standard error	0.03	0.04	0.03	0.09	0.06	0.06	0.06	0.06	0.06	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.08

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 45

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**Whether they have a six pack**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	221 22%	109 23%	113 22%	28 24%	30 19%	48 24%	26 15%	38 26%	51 25%	54 21%	56 19%	48 23%	63 26%	65 25%	66 25%	45 18%	29 21%	16 18%
Very important	(4) 43 4%	27 6%	16 3%	6 5%	1 1%	11 6%	3 2%	7 4%	15 7%	8 3%	6 2%	10 5%	19 8%	8 3%	18 7%	9 4%	5 4%	4 4%
Fairly important	(3) 178 18%	81 17%	97 19%	22 19%	29 18%	37 18%	23 13%	32 21%	36 17%	47 18%	49 17%	38 18%	44 18%	57 22%	48 18%	36 15%	24 17%	13 14%
Fairly unimportant	(2) 472 47%	222 46%	249 48%	48 41%	83 52%	92 46%	90 53%	72 49%	85 41%	121 46%	141 49%	109 52%	101 42%	111 42%	116 44%	122 49%	75 53%	48 54%
Very unimportant	(1) 266 27%	123 26%	143 27%	39 33%	42 26%	55 28%	53 31%	34 23%	43 21%	74 28%	84 29%	47 22%	61 25%	72 27%	70 27%	72 29%	30 22%	21 24%
NET: Unimportant	738 74%	345 72%	392 75%	88 74%	125 79%	147 74%	143 85%	107 72%	128 62%	195 75%	226 78%	155 74%	162 67%	183 70%	186 71%	194 78%	105 74%	69 79%
Don't know	43 4%	27 6%	16 3%	3 2%	4 2%	4 2%	- -	4 3%	29 14%	11 4%	9 3%	7 3%	16 7%	15 6%	10 4%	8 3%	7 5%	2 3%
Mean	2.00	2.03	1.97	1.96	1.93	2.02	1.86	2.07	2.13	1.95	1.92	2.06	2.09	2.00	2.05	1.93	2.03	1.98
Standard deviation	0.80	0.83	0.77	0.86	0.69	0.84	0.71	0.80	0.87	0.78	0.75	0.79	0.89	0.80	0.87	0.78	0.75	0.76
Standard error	0.03	0.04	0.03	0.10	0.07	0.06	0.05	0.06	0.06	0.04	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.08

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 46

**Q.6 How important or otherwise do you think each of the following are in deciding how healthy someone is?**

**How happy they are**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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: Important	913 91%	435 90%	478 92%	107 90%	149 94%	184 93%	153 91%	137 92%	183 88%	240 92%	277 95%	189 90%	206 86%	245 93%	236 90%	224 90%	128 91%	80 91%
Very important	(4) 61%	288 60%	323 62%	63 53%	98 62%	117 59%	108 64%	104 70%	121 58%	153 59%	206 71%	114 54%	138 57%	172 66%	158 60%	149 60%	80 57%	51 58%
Fairly important	(3) 30%	147 30%	155 30%	44 37%	51 32%	67 34%	45 27%	33 22%	62 30%	87 33%	71 24%	76 36%	69 29%	73 28%	77 29%	74 30%	48 34%	29 33%
Fairly unimportant	(2) 5%	25 5%	26 5%	6 5%	5 3%	7 3%	11 7%	9 6%	14 7%	12 5%	3 1%	14 6%	22 9%	8 3%	19 7%	12 5%	8 5%	3 4%
Very unimportant	(1) 3%	15 3%	11 2%	4 4%	3 2%	8 4%	3 2%	2 1%	6 3%	6 2%	9 3%	5 2%	5 2%	7 3%	3 1%	7 3%	4 3%	4 5%
NET: Unimportant	77 8%	40 8%	37 7%	11 9%	7 5%	15 7%	14 8%	11 7%	20 9%	19 7%	12 4%	18 9%	27 11%	15 6%	23 9%	20 8%	11 8%	8 9%
Don't know	12 1%	7 1%	6 1%	2 1%	2 1%	- -	1 1%	1 1%	5 3%	1 1%	2 1%	3 1%	7 3%	2 1%	4 2%	4 2%	2 1%	- -
Mean	3.51	3.49	3.53	3.41	3.56	3.48	3.55	3.62	3.47	3.49	3.64	3.43	3.45	3.58	3.51	3.50	3.47	3.44
Standard deviation	0.71	0.74	0.69	0.76	0.64	0.75	0.69	0.66	0.75	0.70	0.66	0.72	0.76	0.69	0.69	0.73	0.72	0.80
Standard error	0.02	0.04	0.03	0.09	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.06	0.08



## Health & Wellbeing Survey

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

Absolutes/col percents

Table 47

**Q.7 Thinking about exercise, to what extent do you agree or disagree with each of the following statements?**

**Summary Table**

**Base: All respondents**

	Statements			
	The image of gyms and the people who use them is intimidating for most people	If instructors in gyms looked more like me, I'd be more likely to go	Using a gym regularly is the most effective way to get healthy	Gyms should make more of an effort to attract people with a wider range of body shapes and types
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
NET: Agree	689 69%	424 42%	333 33%	767 77%
Agree strongly (4)	280 28%	142 14%	104 10%	342 34%
Agree (3)	410 41%	282 28%	229 23%	425 42%
Disagree (2)	244 24%	402 40%	502 50%	172 17%
Disagree strongly (1)	49 5%	149 15%	159 16%	43 4%
NET: Disagree	293 29%	551 55%	661 66%	215 22%
Don't know	20 2%	27 3%	8 1%	20 2%
Mean	2.94	2.43	2.28	3.08
Standard deviation	0.85	0.92	0.85	0.83
Standard error	0.03	0.03	0.03	0.03

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 48

**Q.7 Thinking about exercise, to what extent do you agree or disagree with each of the following statements?**

**The image of gyms and the people who use them is intimidating for most people**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	689 69%	329 68%	360 69%	81 68%	108 68%	137 69%	125 74%	110 74%	127 61%	174 67%	208 72%	142 67%	165 69%	182 69%	183 70%	173 70%	93 66%	57 65%
Agree strongly	(4) 28%	118 24%	162 31%	27 22%	39 25%	60 30%	61 36%	46 31%	47 22%	60 23%	83 28%	60 29%	76 32%	62 24%	89 34%	58 23%	46 32%	25 29%
Agree	(3) 41%	211 44%	198 38%	55 46%	69 44%	76 38%	64 38%	64 43%	81 39%	113 43%	125 43%	82 39%	89 37%	120 46%	95 36%	116 47%	48 34%	32 36%
Disagree	(2) 24%	118 25%	126 24%	29 25%	45 28%	53 27%	34 20%	29 20%	54 26%	74 28%	67 23%	54 26%	49 21%	59 22%	63 24%	53 22%	40 28%	29 33%
Disagree strongly	(1) 5%	25 5%	24 5%	6 5%	3 2%	7 4%	7 4%	7 5%	18 9%	8 3%	10 3%	11 5%	20 8%	13 5%	14 5%	15 6%	5 4%	2 3%
NET: Disagree	293 29%	143 30%	150 29%	36 30%	48 30%	60 30%	41 24%	36 24%	72 35%	81 31%	77 27%	65 31%	69 29%	71 27%	77 29%	68 28%	45 32%	31 35%
Don't know	20 2%	9 2%	11 2%	2 2%	2 1%	2 1%	3 2%	3 2%	9 4%	6 2%	5 2%	3 2%	6 3%	9 4%	2 1%	6 2%	3 2%	- -
Mean	2.94	2.89	2.98	2.87	2.92	2.97	3.08	3.02	2.78	2.89	2.98	2.92	2.95	2.91	2.99	2.90	2.97	2.91
Standard deviation	0.85	0.84	0.87	0.82	0.79	0.85	0.86	0.84	0.91	0.80	0.82	0.88	0.93	0.82	0.89	0.83	0.88	0.85
Standard error	0.03	0.04	0.04	0.10	0.08	0.06	0.06	0.06	0.06	0.04	0.06	0.07	0.05	0.05	0.06	0.05	0.07	0.09

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 49

**Q.7 Thinking about exercise, to what extent do you agree or disagree with each of the following statements?**

**If instructors in gyms looked more like me, I'd be more likely to go**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	424 42%	192 40%	232 45%	44 37%	68 43%	88 44%	72 43%	73 49%	80 38%	90 35%	115 40%	103 49%	116 48%	93 36%	118 45%	116 47%	66 47%	31 35%
Agree strongly	(4) 14%	61 13%	81 15%	13 11%	16 10%	23 11%	30 18%	34 23%	26 13%	23 9%	41 14%	33 16%	45 19%	25 10%	52 20%	34 14%	25 18%	6 7%
Agree	(3) 28%	130 27%	151 29%	31 26%	52 33%	65 33%	42 25%	39 26%	54 26%	67 26%	74 25%	70 33%	71 30%	68 26%	66 25%	83 33%	41 29%	24 28%
Disagree	(2) 40%	187 39%	215 41%	49 41%	62 39%	90 45%	65 39%	57 38%	79 38%	124 48%	119 41%	84 40%	75 31%	121 46%	100 38%	93 38%	50 35%	38 43%
Disagree strongly	(1) 15%	88 18%	61 12%	26 22%	26 16%	18 9%	30 18%	16 11%	34 16%	37 14%	50 17%	21 10%	41 17%	39 15%	38 14%	33 13%	22 15%	18 20%
NET: Disagree	551 55%	275 57%	277 53%	75 63%	88 55%	108 54%	95 56%	73 49%	112 54%	161 62%	169 58%	104 50%	116 48%	160 61%	138 53%	126 51%	71 50%	56 64%
Don't know	27 3%	15 3%	12 2%	- -	3 2%	3 1%	2 1%	3 2%	16 8%	9 3%	6 2%	3 2%	8 3%	10 4%	7 3%	5 2%	4 3%	1 2%
Mean	2.43	2.35	2.49	2.26	2.37	2.47	2.43	2.62	2.38	2.30	2.37	2.55	2.52	2.32	2.51	2.48	2.51	2.22
Standard deviation	0.92	0.93	0.90	0.92	0.88	0.82	0.98	0.96	0.93	0.83	0.94	0.88	1.00	0.85	0.98	0.90	0.97	0.86
Standard error	0.03	0.04	0.04	0.11	0.08	0.06	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

Absolutes/col percents

Table 50

**Q.7 Thinking about exercise, to what extent do you agree or disagree with each of the following statements?**

**Using a gym regularly is the most effective way to get healthy**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	333 33%	172 36%	161 31%	46 38%	61 38%	57 29%	36 21%	49 33%	84 40%	86 33%	80 28%	62 29%	105 44%	88 33%	91 35%	83 34%	41 29%	29 33%
Agree strongly	(4) 10%	53 11%	51 10%	10 8%	22 14%	18 9%	13 8%	17 11%	24 11%	22 9%	27 9%	19 9%	36 15%	24 9%	33 13%	25 10%	17 12%	5 6%
Agree	(3) 23%	119 25%	109 21%	36 30%	39 24%	39 20%	23 14%	32 22%	60 29%	63 24%	54 18%	42 20%	69 29%	63 24%	59 22%	58 23%	24 17%	24 27%
Disagree	(2) 50%	218 45%	284 55%	57 48%	72 45%	121 61%	89 53%	70 47%	93 45%	134 52%	150 52%	117 56%	101 42%	130 49%	133 51%	127 51%	71 50%	41 47%
Disagree strongly	(1) 16%	86 18%	73 14%	16 14%	23 15%	19 10%	44 26%	27 18%	29 14%	37 14%	61 21%	31 15%	30 13%	43 16%	34 13%	36 15%	29 20%	18 20%
NET: Disagree	661 66%	304 63%	357 68%	73 62%	95 60%	141 71%	132 79%	98 66%	122 59%	171 66%	210 72%	148 70%	131 55%	172 66%	167 64%	163 66%	100 70%	59 67%
Don't know	8 1%	5 1%	3 1%	- -	3 2%	1 *	1 *	2 1%	2 1%	4 1%	- -	1 *	4 2%	2 1%	4 2%	1 *	1 *	- -
Mean	2.28	2.29	2.27	2.33	2.39	2.28	2.03	2.26	2.38	2.28	2.16	2.24	2.47	2.27	2.35	2.29	2.21	2.19
Standard deviation	0.85	0.89	0.82	0.82	0.91	0.76	0.84	0.89	0.87	0.81	0.86	0.82	0.90	0.85	0.86	0.84	0.90	0.83
Standard error	0.03	0.04	0.04	0.10	0.09	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.06	0.05	0.07	0.09

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 51

**Q.7 Thinking about exercise, to what extent do you agree or disagree with each of the following statements?**

**Gyms should make more of an effort to attract people with a wider range of body shapes and types**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South 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	767 77%	347 72%	420 81%	96 80%	117 74%	155 78%	132 78%	122 82%	145 69%	195 75%	223 77%	165 79%	183 76%	193 73%	206 79%	191 77%	108 76%	69 78%
Agree strongly	(4) 34%	157 33%	185 35%	47 39%	50 32%	69 35%	67 40%	51 34%	58 28%	70 27%	127 44%	73 35%	72 30%	79 30%	92 35%	83 34%	58 41%	31 35%
Agree	(3) 42%	189 39%	235 45%	49 41%	67 42%	86 43%	65 39%	71 48%	87 42%	125 48%	96 33%	92 44%	111 46%	114 44%	115 44%	108 44%	50 35%	38 43%
Disagree	(2) 17%	102 21%	70 13%	17 14%	31 19%	38 19%	26 16%	14 9%	46 22%	52 20%	56 19%	31 15%	34 14%	48 18%	42 16%	43 17%	25 18%	15 17%
Disagree strongly	(1) 4%	21 4%	23 4%	7 6%	9 6%	3 2%	7 4%	6 4%	11 5%	9 3%	5 2%	12 6%	17 7%	15 6%	9 3%	9 4%	7 5%	3 3%
NET: Disagree	215 22%	122 25%	93 18%	24 20%	40 25%	42 21%	33 20%	20 13%	57 27%	61 23%	61 21%	42 20%	51 21%	63 24%	51 19%	51 21%	32 23%	18 20%
Don't know	20 2%	12 2%	8 2%	- -	1 1%	2 1%	3 2%	7 5%	6 3%	5 2%	6 2%	3 1%	6 3%	6 2%	6 2%	5 2%	1 1%	1 2%
Mean	3.08	3.03	3.13	3.14	3.00	3.12	3.16	3.17	2.95	3.00	3.21	3.09	3.02	3.00	3.13	3.09	3.13	3.12
Standard deviation	0.83	0.85	0.81	0.86	0.87	0.77	0.84	0.78	0.86	0.79	0.82	0.85	0.87	0.86	0.80	0.81	0.89	0.81
Standard error	0.03	0.04	0.03	0.10	0.08	0.06	0.06	0.06	0.06	0.04	0.06	0.06	0.05	0.06	0.05	0.05	0.07	0.09

## Health & Wellbeing Survey

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

Absolutes/col percents

Table 52

**Q.8 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		878 88%	651 65%	585 58%	814 81%
Agree strongly	(4)	584 58%	328 33%	207 21%	360 36%
Agree	(3)	294 29%	323 32%	378 38%	453 45%
Disagree	(2)	77 8%	227 23%	269 27%	123 12%
Disagree strongly	(1)	28 3%	102 10%	136 14%	54 5%
NET: Disagree		106 11%	329 33%	405 40%	177 18%
Don't know		19 2%	21 2%	12 1%	11 1%
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

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

Absolutes/col percents

Table 53

**Q.8 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	878 88%	389 81%	489 94%	109 92%	141 89%	172 87%	144 86%	138 93%	173 83%	230 88%	254 88%	183 87%	211 88%	223 85%	232 88%	219 88%	126 89%	78 89%
Agree strongly	(4) 584 58%	234 49%	350 67%	71 59%	92 58%	105 53%	108 64%	101 68%	107 51%	145 56%	187 64%	120 57%	131 55%	142 54%	161 61%	143 58%	85 60%	53 60%
Agree	(3) 294 29%	155 32%	139 27%	39 33%	49 31%	67 34%	37 22%	37 25%	66 32%	84 32%	68 23%	63 30%	79 33%	81 31%	71 27%	76 31%	41 29%	25 29%
Disagree	(2) 77 8%	54 11%	23 4%	3 3%	13 8%	19 9%	15 9%	9 6%	18 8%	21 8%	23 8%	20 10%	13 5%	24 9%	20 8%	20 8%	5 3%	9 10%
Disagree strongly	(1) 28 3%	24 5%	4 1%	5 4%	3 2%	4 2%	5 3%	1 1%	9 4%	5 2%	6 2%	5 3%	13 5%	11 4%	6 2%	5 2%	6 4%	- -
NET: Disagree	106 11%	78 16%	28 5%	9 7%	16 10%	23 12%	20 12%	10 7%	27 13%	26 10%	29 10%	26 12%	26 11%	35 13%	27 10%	24 10%	11 8%	9 10%
Don't know	19 2%	14 3%	4 1%	1 1%	1 1%	3 2%	4 2%	* *	9 4%	5 2%	7 3%	2 1%	4 2%	5 2%	4 2%	4 2%	4 3%	1 1%
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

Absolutes/col percents

Table 54

**Q.8 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**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
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	651 65%	338 70%	313 60%	98 82%	121 76%	142 71%	113 67%	90 61%	88 42%	177 68%	188 65%	144 68%	143 59%	160 61%	177 68%	156 63%	94 67%	63 72%	
Agree strongly	(4) 33%	328 33%	159 32%	168 53%	63 38%	61 30%	59 34%	57 33%	49 18%	38 33%	87 31%	91 35%	75 31%	75 26%	69 37%	98 31%	76 37%	52 36%	32
Agree	(3) 32%	323 37%	178 28%	145 29%	60 38%	82 42%	55 33%	41 28%	50 24%	90 35%	97 33%	69 33%	67 28%	91 35%	79 30%	80 32%	42 30%	31 36%	
Disagree	(2) 23%	227 19%	91 26%	136 11%	14 13%	21 21%	41 24%	40 27%	39 35%	72 23%	59 23%	68 21%	44 23%	56 22%	59 22%	61 25%	32 23%	17 19%	
Disagree strongly	(1) 10%	102 9%	43 11%	59 5%	6 9%	15 7%	14 9%	15 11%	16 17%	36 8%	21 10%	29 9%	19 14%	33 13%	33 9%	26 11%	14 10%	6 7%	
NET: Disagree	329 33%	134 28%	195 37%	19 16%	36 23%	55 28%	55 33%	56 37%	108 52%	80 31%	97 33%	64 30%	89 37%	92 35%	81 31%	87 35%	46 33%	23 26%	
Don't know	21 2%	9 2%	12 2%	2 2%	2 1%	2 1%	1 *	3 2%	12 6%	4 1%	6 2%	3 1%	9 4%	10 4%	4 1%	4 2%	1 1%	2 3%	
Mean	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	
Standard deviation	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	
Standard error	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

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

Absolutes/col percents

Table 55

**Q.8 Thinking 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	585 58%	275 57%	310 59%	88 74%	109 69%	115 58%	98 58%	77 52%	98 47%	159 61%	158 54%	131 62%	137 57%	145 55%	149 57%	151 61%	75 53%	65 74%
Agree strongly	(4) 207 21%	98 20%	109 21%	37 31%	32 20%	35 18%	42 25%	33 22%	28 13%	47 18%	69 24%	42 20%	48 20%	53 20%	53 20%	48 19%	27 19%	25 29%
Agree	(3) 378 38%	177 37%	201 39%	51 43%	77 49%	80 41%	56 33%	44 29%	70 34%	111 43%	89 31%	89 42%	89 37%	92 35%	95 36%	103 42%	48 34%	40 45%
Disagree	(2) 269 27%	139 29%	130 25%	16 13%	32 20%	55 28%	44 26%	50 34%	73 35%	72 27%	85 29%	51 24%	62 26%	79 30%	78 30%	58 23%	38 27%	16 19%
Disagree strongly	(1) 136 14%	59 12%	77 15%	15 13%	17 11%	24 12%	26 15%	20 14%	34 16%	25 10%	44 15%	28 13%	39 16%	34 13%	32 12%	38 15%	24 17%	7 8%
NET: Disagree	405 40%	198 41%	206 40%	31 26%	48 30%	79 40%	70 41%	71 47%	106 51%	97 37%	129 44%	79 37%	100 42%	113 43%	111 42%	96 39%	62 44%	23 26%
Don't know	12 1%	7 2%	5 1%	- -	1 1%	4 2%	1 1%	1 1%	4 2%	5 2%	3 1%	1 *	3 1%	4 2%	3 1%	1 *	4 3%	- -
Mean	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
Standard deviation	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
Standard error	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

Absolutes/col percents

Table 56

**Q.8 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**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
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	814 81%	380 79%	434 83%	105 88%	134 85%	166 84%	139 82%	123 82%	147 70%	225 86%	227 78%	180 86%	181 75%	209 80%	212 81%	199 80%	115 81%	78 89%
Agree strongly	(4) 36%	156 32%	204 39%	53 44%	70 44%	67 34%	73 43%	54 36%	44 21%	96 37%	110 38%	75 36%	80 33%	85 32%	103 39%	89 36%	50 35%	33 37%
Agree	(3) 45%	224 47%	230 44%	53 44%	64 41%	99 50%	66 39%	69 46%	102 49%	129 49%	118 40%	105 50%	102 42%	124 47%	109 41%	110 44%	65 46%	45 52%
Disagree	(2) 12%	59 12%	64 12%	8 7%	17 11%	26 13%	19 11%	21 14%	32 16%	29 11%	43 15%	18 8%	34 14%	35 13%	38 15%	33 13%	9 7%	8 9%
Disagree strongly	(1) 5%	35 7%	19 4%	6 5%	6 4%	4 2%	9 5%	6 4%	23 11%	6 2%	17 6%	12 6%	19 8%	17 6%	10 4%	11 5%	13 10%	2 2%
NET: Disagree	177 18%	94 20%	83 16%	14 12%	23 15%	30 15%	28 17%	26 18%	55 27%	35 13%	60 21%	29 14%	53 22%	52 20%	48 18%	45 18%	23 16%	10 11%
Don't know	11 1%	7 2%	4 1%	- -	1 1%	2 1%	2 1%	- -	6 3%	1 *	3 1%	1 *	7 3%	2 1%	2 1%	4 2%	4 3%	- -
Mean	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
Standard deviation	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
Standard error	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