

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%	216 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%	483 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%	225 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%	67 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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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

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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

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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

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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

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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) 168 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) 213 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) 361 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) 235 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

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Absolutes/col percents

Table 8

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

Summary Table

Base: All respondents

		Statements			
		Photographs which have been airbrushed should carry a warning saying that they have been	Models who have used steroids or other drugs should be banned from appearing in adverts promoting health based products and supplements	The media and advertising industry should use models with a broader range of body sizes	People's lives aren't really affected by images of models in the media
Unweighted base		1002	1002	1002	1002
Weighted base		1002	1002	1002	1002
NET: Agree		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

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Absolutes/col percents

Table 9

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

Photographs which have been airbrushed should carry a warning saying that they have been

Base: All respondents

	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) 476 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) 291 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) 160 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) 50 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

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Absolutes/col percents

Table 10

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

	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) 620 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) 245 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) 71 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) 57 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 11

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

The media and advertising industry should use models with a broader range of body sizes

Base: All respondents

	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) 630 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) 268 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) 57 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) 31 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 12

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

People's lives aren't really affected by images of models in the media

Base: All respondents

	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	0.06	0.08	0.11

Health & Wellbeing Survey

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Absolutes/col percents

Table 13

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

Summary Table

Base: All respondents

		Statements			
		Children are under more pressure about their physical appearance than they were 20 years ago	As a child I experienced or witnessed bullying because of someone's body shape	Primary school children should be given an opportunity to discuss body image issues in class	Pupils in secondary schools should be given an opportunity to discuss body image issues
Unweighted base		1002	1002	1002	1002
Weighted base		1002	1002	1002	1002
NET: Agree		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

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Absolutes/col percents

Table 14

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

Children are under more pressure about their physical appearance than they were 20 years ago

Base: All respondents

	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

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Absolutes/col percents

Table 15

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

As a child I experienced or witnessed bullying because of someone's body shape

Base: All respondents

	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) 328 33%	159 33%	168 32%	63 53%	61 38%	59 30%	57 34%	49 33%	38 18%	87 33%	91 31%	75 35%	75 31%	69 26%	98 37%	76 31%	52 37%	32 36%
Agree	(3) 323 32%	178 37%	145 28%	35 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) 227 23%	91 19%	136 26%	14 11%	21 13%	41 21%	40 24%	39 27%	72 35%	59 23%	68 23%	44 21%	56 23%	59 22%	59 22%	61 25%	32 23%	17 19%
Disagree strongly	(1) 102 10%	43 9%	59 11%	6 5%	15 9%	14 7%	15 9%	16 11%	36 17%	21 8%	29 10%	19 9%	33 14%	33 13%	23 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

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Absolutes/col percents

Table 16

Q.3 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) 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) 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) 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) 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 17

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

Pupils in secondary schools should be given an opportunity to discuss body image issues

Base: All respondents

	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