

For immediate release

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Tummy and weight are the two top body dislikes for both men and women

Unightly tummies and excess weight are the two things both men and women in the UK dislike most about their bodies, according to a recent report by YouGov SixthSense.

The report, around body image and attitudes towards surgical and non-surgical cosmetic procedures, found that women tend to be more self-critical, with around two-thirds (67%) disliking their stomach, and nearly six in ten (57%) unhappy with their weight, compared with 45% and 38%, respectively, for men. Women were also found to dislike their hips (42%) thighs (47%), and 46% are dissatisfied with their body shape in general.

Men in the UK were also found to be unhappy with their teeth, with more than three in ten (31%) saying they dislike them, 24% saying they would seriously consider having their teeth whitened, and 12% that they would consider having them straightened.

Although men and women are equally likely to object to cosmetic procedures on principle, six in ten (60%) men, and four in ten (43%) women have not had, and would not consider any type of cosmetic procedure.

When it comes to reasons why people would not consider having a cosmetic procedure more women than men have specific concerns: around half of women (48%) are concerned that they might look too fake/plastic, three in ten (30%) are worried that something might go wrong, and the cost of the procedure is an inhibiting factor for nearly three in ten (28%) women.

Among those consumers who have had a facial cosmetic procedure nearly one in four (38%) said they did so because they were dissatisfied with the way they currently looked. Around a third (32%) had it done in order to make them feel more comfortable, and just under a quarter (23%) wanted to look more attractive. Overall, four in ten (40%) would consider any form of facial cosmetic procedure.

Commenting on the findings YouGov SixthSense Research Director James McCoy said:

“While it is unlikely that many of those who refuse cosmetic procedures could be converted, it is worth noting that many women who say they would not have it done have specific concerns relating to the perceived outcome, costs and the possibility of something going wrong.

Marketing and other information that addresses these concerns and reservations of consumers may possibly have an effect in convincing some to give cosmetic procedures a try.”

The findings also suggest that there is a large potential market for cosmetic dentistry, particularly among men.

-ENDS-

Notes to editors:

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Surgical and Non-Surgical Cosmetic Procedures report. Total sample size was 2,151 UK adults aged 18+. Fieldwork was undertaken between the 26th and 28th June 2012.

[Click here to find out more about the Surgical and Non-Surgical Cosmetic Procedures report](#)

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About SixthSense

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit yougovsixthsense.com

About YouGov

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YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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