

YouGov Survey Results

Sample Size: 2019
Fieldwork: 8th - 9th July 2010

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Region				
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2019	984	1035	243	516	693	567	1038	979	257	661	430	493	177
	969	1050	135	518	805	561	1186	831	301	631	394	489	204
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the fashion industry's use of thin models, do you agree or disagree with the following statements.

The fashion industry merely reflects what society thinks looks attractive

Strongly agree	10	10	11	12	8	12	10	9	11	13	8	11	11	9
Tend to agree	32	27	36	27	36	31	30	31	32	32	32	32	32	29
TOTAL AGREE	42	37	47	39	44	43	40	40	43	45	40	43	43	38
Tend to disagree	27	26	28	35	26	26	26	29	25	25	29	29	25	26
Strongly disagree	21	24	18	14	19	23	23	23	19	22	22	16	21	25
TOTAL DISAGREE	48	50	46	49	45	49	49	52	44	47	51	45	46	51
Don't know	10	13	7	12	11	9	10	7	13	8	9	12	11	10

Using thin models encourages people to try and achieve an unrealistic and unhealthy body shape

Strongly agree	38	32	44	22	34	41	46	39	37	37	38	39	38	43
Tend to agree	41	42	40	48	45	38	39	45	38	45	41	39	41	43
TOTAL AGREE	79	74	84	70	79	79	85	84	75	82	79	78	79	86
Tend to disagree	10	12	8	15	11	9	7	8	12	9	11	11	9	7
Strongly disagree	3	3	3	2	2	4	3	3	3	3	3	2	5	2
TOTAL DISAGREE	13	15	11	17	13	13	10	11	15	12	14	13	14	9
Don't know	8	10	5	12	8	7	6	5	10	6	7	10	7	6

Fashion should be aspirational and not necessarily accessible to the average consumer

Strongly agree	5	5	6	8	6	4	5	5	6	4	5	6	5	5
Tend to agree	23	24	22	31	24	20	23	22	24	27	22	27	21	18
TOTAL AGREE	28	29	28	39	30	24	28	27	30	31	27	33	26	23
Tend to disagree	33	30	36	29	33	34	35	37	29	29	33	33	34	40
Strongly disagree	23	21	25	16	23	29	20	25	22	23	26	20	23	24
TOTAL DISAGREE	56	51	61	45	56	63	55	62	51	52	59	53	57	64
Don't know	15	19	11	16	15	13	16	11	19	16	15	14	17	13

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Region				
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2019	984	1035	243	516	693	567	1038	979	257	661	430	493	177
2019	969	1050	135	518	805	561	1186	831	301	631	394	489	204
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Models should represent the people who will be buying the clothes and should therefore represent more usual body shapes

Strongly agree	44	35	53	27	38	50	50	44	44	43	42	40	49	50
Tend to agree	38	41	34	38	39	36	37	40	35	38	41	36	36	34
TOTAL AGREE	82	76	87	65	77	86	87	84	79	81	83	76	85	84
Tend to disagree	8	10	6	16	11	6	5	8	8	9	8	9	5	10
Strongly disagree	2	3	1	3	2	1	2	2	2	2	1	3	2	1
TOTAL DISAGREE	10	13	7	19	13	7	7	10	10	11	9	12	7	11
Don't know	8	12	6	17	9	7	6	6	11	7	8	12	8	5

Having bigger models would send out a positive message to the public

Strongly agree	34	26	42	23	34	37	34	33	34	35	34	30	35	37
Tend to agree	43	44	43	36	42	44	46	46	40	41	45	39	46	41
TOTAL AGREE	77	70	85	59	76	81	80	79	74	76	79	69	81	78
Tend to disagree	10	13	7	20	11	7	8	10	10	10	9	15	7	10
Strongly disagree	3	4	1	6	3	1	2	3	3	3	2	3	2	3
TOTAL DISAGREE	13	17	8	26	14	8	10	13	13	13	11	18	9	13
Don't know	11	14	7	15	10	10	10	8	13	10	10	12	11	10

Thin models are only used because they showcase the clothes in the best light, and the focus should be on the clothes, not the model

Strongly agree	21	18	24	10	12	23	31	20	22	22	22	19	23	18
Tend to agree	34	35	32	35	33	33	34	34	33	34	32	34	35	36
TOTAL AGREE	55	53	56	45	45	56	65	54	55	56	54	53	58	54
Tend to disagree	21	20	23	25	27	21	15	23	19	24	23	24	16	19
Strongly disagree	11	11	11	12	13	11	8	10	11	8	9	11	11	17
TOTAL DISAGREE	32	31	34	37	40	32	23	33	30	32	32	35	27	36
Don't know	13	16	10	19	15	11	12	12	15	12	13	12	15	9