

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

Gender			Social Grade		Age				
Base	Male	Female	ABC1	C2DE	18-24	25-34	35-44	45-54	55+
%	%	%	%	%	%	%	%	%	%

Which, if any, of the following female celebrities do you think is/was the perfect shape?

	Unweighted Base	2340	1058	1282	1338	1002	210	333	365	475	957
All	2340	1126	1214	1287	1053	281	399	383	445	833	
Marilyn Monroe	17%	17%	17%	18%	16%	10%	14%	19%	22%	18%	
Pamela Anderson	4%	7%	2%	3%	6%	4%	3%	6%	6%	4%	
Angelina Jolie	14%	18%	10%	13%	15%	16%	20%	18%	12%	9%	
Kylie Minogue	14%	17%	11%	13%	15%	14%	14%	18%	16%	10%	
Scarlett Johansson	12%	13%	11%	11%	13%	23%	21%	15%	9%	3%	
Liz Taylor	5%	5%	6%	5%	6%	2%	4%	4%	8%	6%	
Sophia Loren	14%	15%	14%	15%	14%	4%	7%	13%	18%	20%	
Ursula Andress	11%	15%	8%	11%	11%	5%	5%	10%	13%	16%	
Beyonce	14%	15%	14%	13%	16%	29%	20%	17%	15%	4%	
Cindy Crawford	9%	9%	9%	9%	8%	5%	10%	18%	8%	6%	
Brigitte Bardot	10%	13%	8%	10%	10%	3%	5%	12%	12%	14%	
Kelly Brook	24%	28%	20%	23%	26%	34%	32%	34%	23%	13%	
Kate Moss	2%	3%	1%	2%	3%	4%	2%	3%	2%	2%	
Debbie Harry	6%	9%	3%	5%	6%	2%	1%	8%	10%	5%	
Cameron Diaz	10%	12%	7%	9%	10%	16%	8%	14%	10%	6%	
Raquel Welch	14%	18%	10%	13%	15%	3%	6%	17%	19%	17%	
Anna Kournikova	9%	15%	4%	8%	11%	12%	10%	15%	8%	6%	
Twiggy	4%	3%	5%	4%	4%	3%	1%	3%	4%	6%	
Naomi Campbell	3%	3%	2%	2%	3%	1%	3%	4%	4%	1%	
Madonna	3%	5%	2%	3%	3%	2%	1%	7%	4%	2%	
Victoria Beckham	2%	2%	1%	1%	2%	5%	1%	1%	2%	1%	
Audrey Hepburn	10%	9%	11%	11%	9%	7%	7%	10%	11%	12%	
None of these	10%	8%	12%	11%	9%	11%	9%	10%	10%	10%	
Don't know	21%	19%	22%	21%	20%	19%	16%	14%	19%	27%	

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

Gender			How would you describe your weight?									
Base	Male	Female	Underweight	Healthy weight	Slightly overweight	Significantly overweight	Obese	Very obese	Don't know	Net Overweight	Net Obese	Net All overweight OR obese
%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following female celebrities do you think is/was the perfect shape?

	2340	1058	1282	62	747	991	372	127	32	9	1363	159	1522
Unweighted Base	2340	1058	1282	62	747	991	372	127	32	9	1363	159	1522
All	2340	1126	1214	68	762	968	372	124	33	13	1340	157	1497
Marilyn Monroe	17%	17%	17%	18%	14%	18%	20%	23%	17%	-	19%	22%	19%
Pamela Anderson	4%	7%	2%	8%	5%	4%	5%	5%	-	-	4%	4%	4%
Angelina Jolie	14%	18%	10%	11%	16%	14%	12%	10%	5%	-	14%	9%	13%
Kylie Minogue	14%	17%	11%	16%	15%	14%	13%	10%	5%	-	14%	9%	13%
Scarlett Johansson	12%	13%	11%	10%	16%	11%	10%	7%	2%	-	10%	6%	10%
Liz Taylor	5%	5%	6%	2%	4%	5%	7%	8%	9%	-	6%	8%	6%
Sophia Loren	14%	15%	14%	13%	12%	16%	15%	14%	8%	-	16%	12%	16%
Ursula Andress	11%	15%	8%	11%	11%	11%	12%	10%	22%	-	11%	12%	11%
Beyonce	14%	15%	14%	10%	16%	14%	13%	16%	5%	-	14%	14%	14%
Cindy Crawford	9%	9%	9%	6%	9%	9%	9%	8%	15%	-	9%	9%	9%
Brigitte Bardot	10%	13%	8%	11%	11%	10%	9%	6%	13%	-	10%	7%	10%
Kelly Brook	24%	28%	20%	18%	25%	24%	26%	19%	20%	-	24%	19%	24%
Kate Moss	2%	3%	1%	2%	4%	2%	1%	-	-	-	2%	-	1%
Debbie Harry	6%	9%	3%	4%	5%	6%	7%	3%	7%	-	6%	4%	6%
Cameron Diaz	10%	12%	7%	14%	12%	9%	8%	6%	10%	-	8%	7%	8%
Raquel Welch	14%	18%	10%	17%	12%	15%	13%	13%	17%	-	15%	14%	15%
Anna Kournikova	9%	15%	4%	15%	11%	10%	7%	7%	5%	-	9%	6%	9%
Twiggy	4%	3%	5%	5%	5%	4%	3%	1%	-	-	4%	1%	3%
Naomi Campbell	3%	3%	2%	1%	4%	2%	1%	1%	-	-	2%	1%	2%
Madonna	3%	5%	2%	2%	4%	4%	2%	2%	2%	-	3%	2%	3%
Victoria Beckham	2%	2%	1%	3%	2%	1%	2%	2%	-	-	1%	1%	1%
Audrey Hepburn	10%	9%	11%	15%	11%	11%	8%	6%	16%	-	10%	8%	10%
None of these	10%	8%	12%	6%	10%	9%	11%	9%	19%	12%	10%	11%	10%
Don't know	21%	19%	22%	12%	19%	21%	21%	22%	21%	88%	21%	22%	21%

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

Gender			BMI Banded						
Base	Male	Female	Total						
			Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight -25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	No BMI available
%	%	%	%	%	%	%	%	%	%

Which, if any, of the following female celebrities do you think is/was the perfect shape?

	2340	1058	1282	44	774	842	530	95	625	55
Unweighted Base	2340	1058	1282	44	774	842	530	95	625	55
All	2340	1126	1214	50	790	823	521	100	622	55
Marilyn Monroe	17%	17%	17%	9%	13%	19%	22%	14%	21%	13%
Pamela Anderson	4%	7%	2%	2%	4%	4%	5%	5%	5%	6%
Angelina Jolie	14%	18%	10%	8%	16%	15%	12%	6%	11%	11%
Kylie Minogue	14%	17%	11%	8%	14%	16%	13%	7%	12%	19%
Scarlett Johansson	12%	13%	11%	23%	15%	11%	9%	7%	8%	6%
Liz Taylor	5%	5%	6%	2%	5%	5%	6%	8%	6%	4%
Sophia Loren	14%	15%	14%	10%	11%	18%	14%	10%	14%	12%
Ursula Andress	11%	15%	8%	3%	10%	12%	13%	10%	13%	2%
Beyonce	14%	15%	14%	14%	15%	14%	12%	16%	12%	21%
Cindy Crawford	9%	9%	9%	3%	9%	10%	7%	6%	7%	2%
Brigitte Bardot	10%	13%	8%	6%	9%	12%	10%	5%	9%	9%
Kelly Brook	24%	28%	20%	5%	27%	24%	22%	23%	22%	19%
Kate Moss	2%	3%	1%	2%	3%	2%	1%	-	1%	5%
Debbie Harry	6%	9%	3%	2%	4%	7%	6%	5%	5%	4%
Cameron Diaz	10%	12%	7%	14%	12%	9%	7%	8%	7%	13%
Raquel Welch	14%	18%	10%	2%	12%	16%	14%	14%	14%	12%
Anna Kournikova	9%	15%	4%	11%	10%	10%	8%	4%	7%	12%
Twiggy	4%	3%	5%	3%	5%	3%	3%	3%	3%	2%
Naomi Campbell	3%	3%	2%	3%	3%	2%	1%	-	1%	4%
Madonna	3%	5%	2%	-	4%	5%	2%	1%	2%	-
Victoria Beckham	2%	2%	1%	5%	2%	1%	1%	2%	1%	-
Audrey Hepburn	10%	9%	11%	20%	12%	11%	6%	9%	7%	9%
None of these	10%	8%	12%	4%	11%	9%	11%	11%	11%	10%
Don't know	21%	19%	22%	12%	20%	20%	23%	22%	23%	29%

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

Gender			BMI Banded							Underweight - up to 18.5
			Male							
Base	Male	Female	Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight - 25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	No BMI available	Underweight - up to 18.5
%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following female celebrities do you think is/was the perfect shape?

	2340	1058	1282	9	304	452	234	32	266	26	35
All	2340	1126	1214	13	342	469	238	36	274	27	37
Marilyn Monroe	17%	17%	17%	24%	15%	19%	18%	10%	17%	16%	4%
Pamela Anderson	4%	7%	2%	9%	8%	6%	7%	4%	7%	13%	-
Angelina Jolie	14%	18%	10%	9%	20%	19%	18%	10%	17%	10%	7%
Kylie Minogue	14%	17%	11%	9%	15%	20%	17%	12%	16%	18%	8%
Scarlett Johansson	12%	13%	11%	40%	14%	13%	9%	12%	9%	7%	18%
Liz Taylor	5%	5%	6%	-	5%	5%	4%	9%	5%	6%	3%
Sophia Loren	14%	15%	14%	19%	10%	19%	16%	8%	15%	21%	7%
Ursula Andress	11%	15%	8%	-	14%	16%	18%	11%	17%	5%	4%
Beyonce	14%	15%	14%	-	16%	15%	13%	8%	12%	26%	18%
Cindy Crawford	9%	9%	9%	-	8%	10%	8%	7%	7%	5%	4%
Brigitte Bardot	10%	13%	8%	-	11%	15%	11%	6%	10%	11%	8%
Kelly Brook	24%	28%	20%	9%	31%	28%	27%	30%	27%	21%	4%
Kate Moss	2%	3%	1%	-	4%	4%	2%	-	1%	6%	2%
Debbie Harry	6%	9%	3%	-	6%	10%	9%	8%	9%	9%	3%
Cameron Diaz	10%	12%	7%	9%	14%	12%	9%	19%	10%	21%	16%
Raquel Welch	14%	18%	10%	9%	16%	20%	16%	19%	17%	16%	-
Anna Kournikova	9%	15%	4%	19%	16%	15%	13%	4%	12%	21%	9%
Twiggy	4%	3%	5%	-	3%	3%	4%	3%	4%	2%	4%
Naomi Campbell	3%	3%	2%	7%	4%	3%	2%	-	2%	-	2%
Madonna	3%	5%	2%	-	4%	7%	2%	2%	2%	-	-
Victoria Beckham	2%	2%	1%	9%	3%	1%	1%	2%	1%	-	4%
Audrey Hepburn	10%	9%	11%	9%	8%	10%	6%	10%	7%	19%	23%
None of these	10%	8%	12%	5%	11%	6%	6%	8%	7%	8%	3%
Don't know	21%	19%	22%	7%	18%	19%	21%	10%	19%	34%	14%

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

Gender		BMI Banded						
Base	Male	Female	Female					
			Healthy weight - 18.5 – 24.9	Overweight -25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	No BMI available
%	%	%	%	%	%	%	%	%

Which, if any, of the following female celebrities do you think is/was the perfect shape?

Unweighted Base	2340	1058	1282	470	390	296	63	359	29
All	2340	1126	1214	447	354	283	65	348	28
Marilyn Monroe	17%	17%	17%	12%	19%	25%	16%	24%	9%
Pamela Anderson	4%	7%	2%	2%	1%	4%	5%	4%	-
Angelina Jolie	14%	18%	10%	13%	10%	7%	3%	6%	13%
Kylie Minogue	14%	17%	11%	13%	10%	9%	4%	8%	20%
Scarlett Johansson	12%	13%	11%	16%	7%	8%	4%	8%	5%
Liz Taylor	5%	5%	6%	4%	6%	7%	8%	7%	3%
Sophia Loren	14%	15%	14%	12%	18%	13%	10%	13%	4%
Ursula Andress	11%	15%	8%	6%	8%	10%	9%	9%	-
Beyonce	14%	15%	14%	15%	12%	11%	20%	13%	16%
Cindy Crawford	9%	9%	9%	10%	10%	6%	5%	6%	-
Brigitte Bardot	10%	13%	8%	8%	8%	8%	5%	8%	8%
Kelly Brook	24%	28%	20%	24%	18%	19%	19%	19%	16%
Kate Moss	2%	3%	1%	3%	1%	1%	-	0%	3%
Debbie Harry	6%	9%	3%	3%	3%	2%	2%	2%	-
Cameron Diaz	10%	12%	7%	10%	5%	6%	3%	5%	5%
Raquel Welch	14%	18%	10%	9%	11%	12%	11%	12%	9%
Anna Kournikova	9%	15%	4%	6%	4%	3%	4%	3%	4%
Twiggy	4%	3%	5%	7%	3%	3%	4%	3%	2%
Naomi Campbell	3%	3%	2%	3%	1%	1%	-	1%	7%
Madonna	3%	5%	2%	3%	2%	2%	-	2%	-
Victoria Beckham	2%	2%	1%	2%	1%	1%	2%	1%	-
Audrey Hepburn	10%	9%	11%	14%	12%	6%	8%	7%	-
None of these	10%	8%	12%	11%	13%	15%	13%	15%	11%
Don't know	21%	19%	22%	21%	20%	24%	29%	25%	25%