

1. gender1

How happy are you with the way you look?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very happy	10%	11%	9%	18%	9%	7%	9%	12%	10%	7%	10%	14%
Happy	40%	44%	37%	41%	43%	41%	30%	46%	33%	46%	42%	28%
Neither happy nor unhappy	32%	31%	33%	25%	27%	35%	44%	23%	40%	29%	32%	31%
Unhappy	13%	9%	16%	12%	15%	10%	13%	11%	12%	15%	12%	18%
Very unhappy	5%	5%	5%	4%	5%	6%	4%	7%	5%	2%	5%	8%
Totals (Unweighted N)	100% (996)	100% (463)	100% (533)	100% (147)	100% (289)	100% (388)	100% (172)	100% (337)	100% (425)	100% (234)	100% (886)	100% (110)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very happy	10%	9%	24%	6%	4%	11%	14%	7%	5%	12%	9%	10%	10%
Happy	40%	38%	44%	49%	32%	40%	38%	44%	43%	38%	43%	38%	43%
Neither happy nor unhappy	32%	35%	16%	31%	43%	31%	33%	31%	31%	30%	28%	34%	34%
Unhappy	13%	14%	12%	4%	17%	12%	11%	15%	14%	12%	16%	13%	9%
Very unhappy	5%	4%	5%	9%	4%	7%	3%	3%	6%	8%	4%	5%	4%
Totals (Unweighted N)	100% (996)	100% (797)	100% (118)	100% (81)	100% (28)	100% (313)	100% (367)	100% (193)	100% (95)	100% (200)	100% (85)	100% (399)	100% (312)

2. gender2

How much of an impact do parents and home influences have on a young man's body image?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A large impact	44%	41%	48%	31%	46%	47%	53%	46%	43%	44%	45%	40%
A medium impact	32%	32%	32%	43%	26%	30%	29%	30%	34%	30%	32%	30%
A small impact	10%	11%	8%	4%	13%	11%	11%	11%	9%	9%	9%	13%
No impact	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	1%	8%
Not sure	12%	14%	10%	19%	13%	9%	6%	11%	11%	15%	12%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(461)	(534)	(147)	(288)	(388)	(172)	(337)	(425)	(233)	(886)	(109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A large impact	44%	44%	45%	49%	47%	44%	43%	45%	47%	45%	40%	48%	42%
A medium impact	32%	33%	24%	35%	30%	29%	31%	38%	36%	29%	41%	26%	36%
A small impact	10%	11%	13%	4%	4%	10%	10%	10%	11%	7%	12%	11%	8%
No impact	2%	1%	5%	3%	2%	3%	1%	1%	1%	2%	—	2%	3%
Not sure	12%	12%	13%	10%	17%	13%	14%	7%	6%	16%	7%	13%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(795)	(118)	(82)	(29)	(312)	(367)	(193)	(94)	(200)	(85)	(396)	(314)

3. gender3

How much of an impact do parents and home influences have on a young woman's body image?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A large impact	54%	51%	58%	49%	54%	55%	61%	60%	51%	53%	55%	48%
A medium impact	26%	26%	25%	25%	24%	28%	25%	21%	27%	29%	26%	23%
A small impact	9%	9%	9%	7%	11%	8%	8%	10%	8%	8%	8%	12%
No impact	1%	1%	1%	1%	1%	2%	1%	2%	1%	—	1%	3%
Not sure	10%	13%	7%	18%	10%	7%	5%	7%	12%	10%	9%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(462)	(532)	(147)	(290)	(386)	(171)	(338)	(424)	(232)	(885)	(109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A large impact	54%	51%	54%	73%	53%	57%	52%	52%	56%	58%	52%	56%	52%
A medium impact	26%	29%	22%	14%	16%	22%	26%	32%	33%	20%	32%	21%	31%
A small impact	9%	9%	11%	3%	7%	9%	10%	8%	5%	6%	14%	9%	6%
No impact	1%	1%	3%	1%	2%	2%	0%	1%	2%	1%	—	2%	1%
Not sure	10%	10%	11%	9%	22%	11%	11%	7%	4%	15%	2%	11%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(794)	(118)	(82)	(29)	(312)	(367)	(192)	(94)	(199)	(85)	(397)	(313)

4. gender4

How much of an impact do television, movies, and music have on a young man's body image?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A large impact	44%	39%	48%	39%	42%	45%	49%	45%	44%	42%	44%	43%
A medium impact	31%	33%	30%	30%	30%	32%	33%	33%	28%	36%	32%	27%
A small impact	13%	15%	12%	17%	14%	12%	9%	10%	16%	14%	14%	9%
No impact	3%	4%	2%	2%	2%	4%	4%	4%	3%	2%	3%	5%
Not sure	9%	10%	8%	13%	12%	7%	5%	9%	10%	7%	8%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(462)	(535)	(146)	(290)	(389)	(172)	(338)	(426)	(233)	(887)	(110)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A large impact	44%	42%	38%	59%	31%	41%	48%	45%	45%	47%	40%	42%	47%
A medium impact	31%	34%	30%	16%	27%	30%	29%	36%	38%	29%	37%	30%	29%
A small impact	13%	13%	14%	16%	18%	14%	13%	14%	10%	12%	15%	12%	15%
No impact	3%	3%	3%	3%	2%	5%	2%	0%	1%	2%	3%	4%	3%
Not sure	9%	8%	16%	7%	22%	10%	9%	5%	6%	10%	5%	13%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(797)	(118)	(82)	(29)	(312)	(368)	(193)	(95)	(200)	(84)	(398)	(315)

5. gender5

How much of an impact do television, movies, and music have on a young woman's body image?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A large impact	67%	62%	71%	64%	67%	65%	73%	68%	66%	67%	68%	59%
A medium impact	19%	22%	17%	22%	16%	20%	18%	18%	19%	20%	19%	17%
A small impact	6%	7%	6%	3%	9%	7%	5%	7%	5%	8%	6%	5%
No impact	1%	2%	1%	1%	1%	3%	1%	2%	2%	0%	1%	4%
Not sure	7%	8%	6%	9%	8%	6%	3%	6%	8%	4%	6%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(461)	(536)	(147)	(291)	(388)	(171)	(337)	(427)	(233)	(887)	(110)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A large impact	67%	67%	62%	71%	53%	59%	70%	77%	76%	62%	72%	64%	70%
A medium impact	19%	21%	14%	15%	4%	24%	19%	14%	16%	20%	21%	19%	17%
A small impact	6%	6%	11%	5%	12%	8%	4%	6%	5%	8%	4%	6%	7%
No impact	1%	2%	2%	1%	2%	2%	1%	0%	1%	2%	—	2%	1%
Not sure	7%	6%	11%	9%	28%	7%	6%	3%	1%	9%	3%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(798)	(118)	(81)	(29)	(311)	(369)	(193)	(95)	(198)	(85)	(400)	(314)

6. gender6

Are you more likely to buy a product if it's advertised being used by "real people"? (People who are more average looking?)

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
More likely	36%	32%	39%	36%	38%	40%	22%	40%	34%	32%	36%	33%
No impact	47%	55%	41%	42%	40%	47%	67%	43%	45%	58%	48%	41%
Less likely	4%	4%	4%	5%	3%	3%	6%	5%	5%	2%	4%	4%
Not sure	13%	9%	17%	17%	18%	10%	6%	12%	16%	7%	12%	21%
Totals (Unweighted N)	100% (998)	100% (464)	100% (534)	100% (146)	100% (292)	100% (389)	100% (171)	100% (337)	100% (428)	100% (233)	100% (888)	100% (110)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
More likely	36%	31%	45%	52%	26%	35%	37%	36%	36%	32%	38%	34%	38%
No impact	47%	54%	26%	33%	36%	45%	49%	50%	53%	49%	47%	50%	43%
Less likely	4%	4%	6%	5%	—	5%	3%	3%	5%	6%	2%	3%	5%
Not sure	13%	12%	23%	10%	38%	14%	11%	11%	6%	12%	12%	13%	14%
Totals (Unweighted N)	100% (998)	100% (799)	100% (118)	100% (81)	100% (29)	100% (313)	100% (368)	100% (193)	100% (95)	100% (199)	100% (85)	100% (399)	100% (315)