

George at ASDA

Compliment & Size | (UK Only)

iProspect

## Compliment & Size – YouGov Findings

### Background statistics

- Total sample size: 1,101
- Age breakdown: 18 to 24, 25 to 34, 35 to 44, 45 to 54 and 55+

### Average and popular survey stats

#### Country comparison

##### Question 1

#### How often, if at all, do you take part in strenuous exercise in an average week?

- 54% of UK women do not take part in any strenuous exercise in an average week
- Overall:
  1. As above
  2. Once a week – 13%
  3. Twice a week – 12%
  4. Three times a week & four times or more – 11% each
- **Do not take part in strenuous exercise – age breakdown:**
  1. 55+ - 64%
  2. 35-44 – 52%
  3. 45-54 – 49%
  4. 25-34 – 44%
  5. 18-25 – 43%
- **Regions who do not take part in strenuous exercise:**
  1. Scotland – 60%
  2. Wales / London – 58% each
  3. East of England – 57%
  4. West Midlands / South East – 55%
  5. East Midlands – 54%
  6. South West – 53%
  7. Yorkshire & The Humber – 50%
  8. North West – 47%
- Those working full time most likely to exercise once (15%) or twice (15%) a week
- Those working part-time most likely to exercise four or more times a week (14%)

##### Question 2

#### Which ONE, if any, of the following BEST describes how you feel about your current body shape?

- 41% of UK women feel unsatisfied with their current body shape
  1. Unsatisfied – 41%
  2. Insecure – 16%
  3. Happy – 15% - Majority of this stat being 18-24 year olds at 19%
  4. Not bothered – 13%
  5. Confident – 6%
- Unsatisfied - age breakdown:
  1. 35-44 – 48%
  2. 55+ - 44%
  3. 45-54 – 43%

4. 25-34 – 39%
5. 18-24 – 25%

- *Most insecure region: Yorkshire and The Humber – 35%*
- *Most unsatisfied region: East Midlands – 50%*
- *The region most not bothered: London – 17%*
- *Most happy region: North West / London – both 19%*
- *Most confident region: North West / Yorkshire & The Humber – 8% each*

#### Question 3

**Which ONE, of the following BEST describes how you would react to receiving such a compliment?**

- Over half (55%) of UK women say they would react to a compliment from a friend by saying thank you
  - 21% of UK women would downplay the compliment they received from their friend
  - 7% of UK women would disagree with the compliment their friend paid them
  - 6% of UK women would pay a compliment in return
  - 4% of UK women would blush and walk away
  - 1% of UK women would mention the cost of the item / ignore the compliment

#### Question 4

**Please imagine a woman approaches you and compliments the way you look (i.e. what you're wearing)... Which ONE, if any, of the following BEST describes how you think you would react?**

- Majority (62%) of UK women would thank a female stranger for paying a compliment
  - 15% of UK women would downplay a compliment if paid by a female stranger
  - 12% of UK women would pay a compliment in return to a female stranger
  - 4% of UK women would disagree with the compliment given by a female stranger
  - 2% of UK women would mention the cost of the item / or blush and walk away
  - 1% of UK women would ignore the compliment

#### Question 5

**Please imagine a man approaches you and compliments the way you look (i.e. what you're wearing)... Which ONE, if any, of the following do you think BEST applies to how you would react?**

- Over half (58%) of UK women would say thank you if a male stranger paid them a compliment
  - 17% of UK women would downplay the compliment received by a male stranger
  - 8% of UK women would blush & walk away if they received a compliment from a male stranger
  - 6% of UK women would ignore the male stranger who paid the compliment
  - 3% of UK women would either disagree with the compliment or pay the male stranger a compliment in return

#### Question 6

**For the following question, please imagine anyone paid you a compliment about your general appearance...**

**Which, if any, of the following would make you believe that a compliment given to you was genuine?**

- 38% of UK women said they would be more inclined to believe a compliment given to them if it was from a friend
  - 26% - if a stranger paid the compliment
  - 22% - if the compliment was mentioned over a long period of time (e.g. course of a week)
  - 20% - if the compliment was mentioned over a short period of time (e.g. course of the day)
  - 20% - if they agreed with the compliment before it was received
  - 19% - if they heard the compliment-giver mention it to someone else beforehand
  - 14% - if the person who gave the compliment followed up with more questions

## Question 7

**Thinking generally about receiving compliments from other people and how believable you find such compliments...**

**Which, if any, of the following types of compliment do/ would you find particularly believable/ sincere?**

- 41% of UK women say a compliment about your personality they would believe to be the most sincere
  - 36% - Skills / talent
  - 32% - Hair
  - 30% - Intellect
  - 26% - Clothes
  - 16% - Shoes
  - 14% - Features (e.g. Facial features)
  - 13% - Accessories & body shape each

**Age Breakdown:**

**18-24**

1. Personality / Intellect – 46% each
2. Clothes – 41%
3. Hair – 36%
4. Skills / talent – 34%
5. Shoes – 30%
6. Facial features – 25%
7. Accessories – 24%
8. Body shape – 19%

**25-34**

1. Skills / talent & personality – 34% each
2. Hair – 33%
3. Intellect – 31%
4. Clothes / facial features – 23%
5. Body shape – 18%
6. Accessories – 17%
7. Shoes – 15%

**35-44**

1. Personality – 38%
2. Skills / talent – 34%
3. Hair – 31%
4. Intellect – 22%
5. Clothes – 21%
6. Shoes / body shape – 15%
7. Facial features – 13%

**45-54**

1. Personality – 41%
2. Skills / talent – 37%
3. Intellect – 35%
4. Clothes – 25%
5. Hair – 23%
6. Shoes – 21%
7. Accessories – 13%
8. Facial features / body shape – 12%

**55+**

1. Personality – 43%
2. Skills / talent – 39%
3. Hair – 36%
4. Intellect – 27%
5. Clothes – 24%
6. Shoes – 11%

7. Accessories – 10%
8. Facial features – 9%
9. Body shape – 8%

*Question 8*

**Which ONE of the following would you say is your current dress size?**

- Overview:
  - 12 & 14 – 18% each
  - 10 – 16%
  - 16 – 15%
  - 18 – 8%
  - 8 – 7%
  - 20 – 6%
  - Smaller than a size 8, size 22 and 24 or larger – 3% each

**Age Breakdown:**

**18-24**

1. 10 – 25%
2. 12 – 23%
3. 8 – 16%
4. Smaller than an 8 – 14%
5. 14 – 12%
6. 16 – 3%
7. 22 – 2%

**25-34**

1. 10 – 28%
2. 12 – 21%
3. 8 – 11%
4. 14 & 16 – 10%
5. Smaller than an 8 – 6%
6. 20 – 5%
7. 18 – 4%
8. 22 – 1%

**35-44**

1. 14 – 18%
2. 16 – 17%
3. 10 – 16%
4. 8 – 15%
5. 12 - 13%
6. 18 – 8%
7. 20 – 4%
8. Smaller than an 8 / 22 – 3% each
9. 24 or larger – 2%

**45-54**

1. 14 – 19%
2. 16 – 18%
3. 12 – 17%
4. 10 – 15%
5. 18 – 12%
6. 24 or larger – 6%
7. 8 – 5%
8. 20 & 22 – 4% each

**55+**

1. 14 – 24%
2. 12 – 19%
3. 16 – 18%
4. 18 & 20 – 10% each
5. 10 – 7%
6. 22 – 4%
7. 24 or larger – 3%
8. 8 – 1%

#### Question 8

**Please imagine you were trying on a dress in-store. The shop assistant that has been helping you advises you to try on a higher dress size than you normally wear, and you realise that particular dress size looks better on you. Which ONE, if any, of the following BEST describes how you think you would feel?**

- A quarter (25%) of UK women would be happy to find a dress that fits well, even if they had to go up a dress size
  - 21% of UK women would not be bothered, as the dress looks better on them now anyway
  - 20% of UK women would be sad at first, but the feeling would start to subside when they realise the dress size looks better on me
  - 10% of UK women would be mortified that they had to go up a dress size
  - 9% of UK women would be angry for 'letting themselves go' (i.e. putting on weight)
  - 3% of UK women would be frustrated and think that the store does not have consistent dress sizes
  - 2% of UK women would be annoyed if the shop assistant even suggested to go up a dress size
  - 1% of UK women would ignore the advice to go up a dress size or would leave the store if it was suggested

#### Question 9

**Which ONE, if any, of the following do you think BEST describes your current body shape?**

- Nearly a quarter (24%) of UK women say that 'Apple' best describes their body shape
  - Hourglass – 19%
  - Full hourglass – 18%
  - Pear – 16%
  - Straight – 11%
  - Inverted triangle – 4%

**Regional breakdown of the most popular shape:**

- North East – Hourglass – 31%

- North West – Apple – 26%
- Yorkshire & The Humber – Apple – 29%
- East Midlands – Full hourglass – 26%
- West Midlands – Full hourglass & hourglass – 23% each
- East of England – Pear – 23%
- London – Hourglass – 29%
- South East – Apple – 30%
- South West – Straight – 24%
- Wales – Full hourglass – 35%
- Scotland – Full hourglass – 24%

#### Question 10

***For the following question, by 'compliments your body shape', we mean something that fits you well, and/or makes you look/ feel good. Would you say each of the following styles of dress compliments or doesn't compliment your body shape?***

#### **Shift Dress:**

- Overall, 48% of UK women say that this style does not compliment their body shape
- However, the 45-54 age bracket disagrees with 43% saying that it does

#### **A-Line Dress:**

- Overall, 61% of UK women believe this style of dress doesn't suit their body shape

#### **Bodycon Dress:**

- Overall, 55% of UK women say this style of dress doesn't suit their body shape
- However, the 18-24 age bracket disagrees with 54% saying that it does

#### **Tent Dress:**

- Overall, 69% of UK women say this style of dress doesn't suit their body shape

#### **Empire Dress:**

- Overall, 42% of UK women say this style of dress suits their body shape
- However, the 45-54 age bracket disagrees with 42% saying that it does

**Strapless Dress:**

- Overall, 53% of UK women say this style of dress doesn't suit their body shape
- However, the 18-24 age bracket disagrees with 47% saying it does

**Halterneck Dress:**

- Overall, 51% of UK women say this style of dress doesn't suit their body shape
- However, the 18-24 age bracket disagrees with 52% saying it does

**One Shoulder Dress:**

- Overall, 60% of UK women say this style of dress doesn't suit their body shape

**Jumper Dress:**

- Overall, 60% of UK women say this style of dress doesn't suit their body shape

**Wrap Dress:**

- Overall, 54% of UK women say this style of dress suits their body shape

**Shirt Dress:**

- Overall, 42% of UK women say this style of dress doesn't suit their body shape
- However, the 18-24 (54%) and 25-34 (53%) age brackets disagreed saying that it does

**Maxi Dress:**

- Overall, 52% of UK women say this style of dress suits their body shape

**Headlines and Angles:**

- More than half of women in the UK dissatisfied with their body do not take part in regular strenuous exercise - *Headline*
- UK women say they would most likely believe a compliment about their personality over their body shape - *Headline*
- New survey from ASDA George reveals perceptions UK women have about their bodies - *Headline*
- Majority of UK women believe they have an 'apple' body shape, even though women in the South East believe they have a straight figure – *Conversation Starter*

- How does our views on style, confidence and body shape change over time? – *Conversation Starter*
- Why are women so hung up on a number – how would you react if you had to go up a dress size? – *Conversation Starter*