



TOPLINE & METHODOLOGY

Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: February 4 - 6, 2022
Number of interviews: 1,023

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. On a scale from 0 to 10, where 10 is extremely positive and 0 is extremely negative, how do you feel about your body image today?

	Total (N=1,023)	Male (N=531)	Female (N=492)
10 – extremely positive	5	6	4
9	8	11	5
8	17	18	16
7	17	21	14
6	11	11	12
5	15	12	17
4	7	7	8
3	7	4	9
2	4	4	4
1	1	1	2
0 – extremely negative	3	1	5
Don't Know	4	4	4
Refused	1	0	1
MEAN:	5	5	6



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2. On a scale from 0 to 10, where 10 is extremely positive and 0 is extremely negative, how do you feel about your body image in general, over the past year?

	Total	Male	Female
10 – extremely positive	5	7	4
9	7	9	5
8	17	20	14
7	17	19	15
6	11	12	11
5	14	12	16
4	8	7	9
3	7	6	9
2	5	4	6
1	2	1	3
0 – extremely negative	2	1	4
Don't Know	4	5	4
Refused	1	0	1
MEAN:	5	5	6

3. Since the COVID-19 pandemic began, have you done or experienced any of the following?

	Total	Male	Female
Increased the amount you're exercising, compared to pre-pandemic	20	20	20
Started a new diet, with the goal of losing weight	18	16	20
Started a new diet, with the goal of developing healthier eating habits	18	16	20
Decreased the amount you're exercising, compared to pre-pandemic	18	16	20
Felt ashamed about what you ate on a regular basis	15	10	19
Felt judged by a someone about your body or your eating habits	11	7	15
Purchased exercise equipment or nutritional supplements that you saw on social media	7	7	7
Stopped a diet you started during the pandemic	5	4	7
Stopped a diet you were on pre-pandemic	4	4	4
None of the above	45	48	41
Refused	1	1	1



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4. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total	Male	Female
After two years of the pandemic and stay-at-home orders, I feel more self-conscious about my appearance when going out in public now.	30%	24%	35%
My weight has influenced how I value myself as a person.	47%	39%	56%
My overall appearance has influenced how I value myself as a person.	55%	50%	59%
Social media is a strong factor in people developing eating disorders or unhealthy relationships with food.	71%	66%	77%
People of all ages and genders can struggle with body image issues.	90%	88%	92%
I feel like I have a healthy relationship with food.	67%	71%	63%
Personal trauma has impacted my relationship with food.	25%	18%	31%
Daily stress impacts how much I eat	54%	45%	63%

- a. After two years of the pandemic and stay-at-home orders, I feel more self-conscious about my appearance when going out in public now.

	Total	Male	Female
Strongly agree	9	6	11
Somewhat agree	21	18	24
Somewhat disagree	30	29	31
Strongly disagree	39	46	33
Refused	1	1	1
Agree	30	24	35
Disagree	69	75	64

- b. My weight has influenced how I value myself as a person.

	Total	Male	Female
Strongly agree	13	10	17
Somewhat agree	34	29	39
Somewhat disagree	25	27	24
Strongly disagree	26	33	20
Refused	1	1	1
Agree	47	39	56
Disagree	51	60	44



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c. My overall appearance has influenced how I value myself as a person.

	Total	Male	Female
Strongly agree	15	13	16
Somewhat agree	40	37	43
Somewhat disagree	25	23	26
Strongly disagree	20	26	14
Refused	1	1	1
Agree	55	50	59
Disagree	45	49	40

d. Social media is a strong factor in people developing eating disorders or unhealthy relationships with food.

	Total	Male	Female
Strongly agree	29	25	33
Somewhat agree	42	41	44
Somewhat disagree	16	19	14
Strongly disagree	11	14	9
Refused	1	1	1
Agree	71	66	77
Disagree	27	33	23

e. People of all ages and genders can struggle with body image issues.

	Total	Male	Female
Strongly agree	63	57	69
Somewhat agree	27	31	23
Somewhat disagree	5	5	4
Strongly disagree	4	5	4
Refused	1	1	1
Agree	90	88	92
Disagree	9	10	8

f. I feel like I have a healthy relationship with food.

	Total	Male	Female
Strongly agree	26	31	21
Somewhat agree	41	40	42
Somewhat disagree	23	21	25
Strongly disagree	9	8	10
Refused	1	1	1
Agree	67	71	63
Disagree	32	29	35

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g. Personal trauma has impacted my relationship with food.

	Total	Male	Female
Strongly agree	9	5	13
Somewhat agree	16	13	18
Somewhat disagree	24	20	27
Strongly disagree	50	61	41
Refused	1	1	2
<i>Agree</i>	<i>25</i>	<i>18</i>	<i>31</i>
<i>Disagree</i>	<i>74</i>	<i>81</i>	<i>68</i>

h. Daily stress impacts how much I eat.

	Total	Male	Female
Strongly agree	19	13	25
Somewhat agree	35	32	38
Somewhat disagree	20	22	18
Strongly disagree	24	31	18
Refused	1	1	1
<i>Agree</i>	<i>54</i>	<i>45</i>	<i>63</i>
<i>Disagree</i>	<i>44</i>	<i>53</i>	<i>36</i>

5. What are the biggest contributing factors in social media's impact on people developing eating disorders or unhealthy relationships with food?

Base: Agree with "Social media is a strong factor in people developing eating disorders or unhealthy relationships with food."	Total (N=733)	Male (N=351)	Female (N=382)
Trying to fit in with peers	56	53	58
Celebrity and influencer endorsements of diet products	50	50	50
Cyberbullying	47	43	50
The use of filters	40	35	44
Posts about dieting and weight loss	38	37	38
Posts that promote behaviors related to eating disorders (e.g. "pro-ana" or "thinspo")	32	32	32
Other	6	6	6
None of the above	8	10	7
Refused	0	1	0



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6. Approximately how old were you when you first recall worrying about your body image or losing weight?

	Total	Male	Female
Too young to remember	1	1	2
Younger than age 10	6	3	9
Age 10-13	16	8	23
Age 14-17	18	16	21
Age 18-21	8	7	9
Age 22-30	10	11	10
Older than age 30	19	21	17
I have never felt this way	21	33	10
Refused	1	1	1

7. Thinking about the past few months, how often, if at all, have you experienced the following?

- a. Restricted food as punishment for something you ate earlier, or for the amount you ate earlier

	Total	Male	Female
Often	3	2	4
Sometimes	17	12	21
Rarely	20	20	20
Never	60	65	54
Refused	1	1	1
<i>Often/Sometimes</i>	<i>20</i>	<i>14</i>	<i>25</i>
<i>Rarely/Never</i>	<i>80</i>	<i>85</i>	<i>74</i>

- b. Exercised excessively as punishment for something you ate, or for "permission" to eat something later

	Total	Male	Female
Often	2	2	2
Sometimes	7	6	9
Rarely	16	15	17
Never	74	77	72
Refused	1	1	1
<i>Often/Sometimes</i>	<i>9</i>	<i>8</i>	<i>11</i>
<i>Rarely/Never</i>	<i>90</i>	<i>92</i>	<i>89</i>

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- c. Been so afraid of gaining weight that you became anxious or depressed

	Total	Male	Female
Often	3	2	5
Sometimes	13	8	17
Rarely	17	15	19
Never	66	74	58
Refused	1	1	1
<i>Often/Sometimes</i>	<i>16</i>	<i>10</i>	<i>22</i>
<i>Rarely/Never</i>	<i>83</i>	<i>89</i>	<i>77</i>

- d. Followed definite rules regarding eating (e.g. counting calories, excluding foods) in order to not gain weight

	Total	Male	Female
Often	8	7	10
Sometimes	22	20	23
Rarely	24	22	25
Never	46	51	41
Refused	1	1	1
<i>Often/Sometimes</i>	<i>30</i>	<i>27</i>	<i>33</i>
<i>Rarely/Never</i>	<i>70</i>	<i>73</i>	<i>66</i>

- e. Felt guilty or ashamed after eating

	Total	Male	Female
Often	6	2	10
Sometimes	24	18	30
Rarely	26	26	26
Never	43	53	33
Refused	1	1	1
<i>Often/Sometimes</i>	<i>30</i>	<i>20</i>	<i>40</i>
<i>Rarely/Never</i>	<i>69</i>	<i>79</i>	<i>59</i>

- f. Thought of foods as "good" and "bad"

	Total	Male	Female
Often	16	13	20
Sometimes	37	32	42
Rarely	20	24	16
Never	25	30	21
Refused	1	1	1
<i>Often/Sometimes</i>	<i>53</i>	<i>45</i>	<i>62</i>
<i>Rarely/Never</i>	<i>45</i>	<i>54</i>	<i>37</i>

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8. Do you personally know anyone who has ever been formally diagnosed with an eating disorder (e.g. anorexia, bulimia, orthorexia, binge eating disorder)?

	Total	Male	Female
Yes, myself	3	1	4
Yes, an immediate family member	5	5	5
Yes, a close friend or coworker	6	5	7
Yes, someone else	13	11	15
No	75	80	70
Refused	1	1	0

9. Do you personally know anyone who you suspect has had an eating disorder but was never formally diagnosed?

	Total	Male	Female
Yes, myself	4	1	6
Yes, an immediate family member	6	5	7
Yes, a close friend or coworker	8	7	10
Yes, someone else	14	14	14
No	70	75	66
Refused	1	1	1



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About the Study

This poll was conducted February 4 - 6, 2022, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 general population adults age 18 or older, with approximately 492 female adults and 531 male adults.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2021 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30-44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)





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