



# MIRROR ON Body Diversity

## BACKGROUND

Following our award winning research 'Mirror On The Industry', which explores the levels of representation in TV advertising, we are bringing to you a series of insight projects that deep dive into the perceptions and experiences of different groups in society, and how we can better represent them. The first of this series is 'Mirror On Body Diversity'.

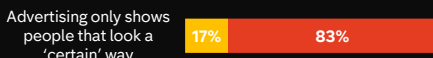
We spoke to **1139** people via our **4Youth & Core4** communities as well as drawing on One Pulse surveys and Kantar's TGI Consumer Analysis to understand **how people feel** about representation of body diversity across the industry, how people feel in their own skin, and understand the impact of **diet culture** and the role that **media** and **brands** play. Read the full report on the 4Sales website.

## HEADLINES

01.

Advertisers need to improve representation of **body diversity**

Audiences notice the lack of representation, and the need for improvement...



■ Disagree (1-2) ■ Agree (3-4)

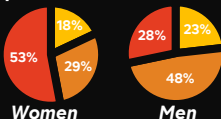
**78%** of people agreed that advertising should reflect **all** body types

02.

Diet culture distorts our **body-image ideals**

A small proportion of men and women feel **positive** about their bodies

- Positive
- Neutral
- Negative



**Almost 4 in 10** report feeling **anxious** and **shameful** about their appearance  
**¾ women** and **½ men** have **dieted** either now or in the past – and the primary motivation was **weight loss**

03.

The **idealisation of thinness** through diet culture is **dangerous**

**“Diet culture celebrates thinness – it normalises the restriction of food and following of unhealthy diets. For some this can **escalate massively into an eating disorder.****  
– female, 35-44

**55%** knew someone who has or had an **eating disorder**  
**75%** believe that people of **any age** can develop an eating disorder

04.

The **media industry** upholds diet culture

We asked which **sectors** are responsible for **upholding** diet culture

**82%** said **TV and media**  
**81%** said **social media**  
**78%** said **brands**

We asked what people thought has a **big influence** on the development and maintenance of **eating disorders**  
**89%** said **social media**  
**78%** said **advertisements**  
**77%** said **TV**



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