

# WHAT MAKES WOMEN FEEL CONFIDENT?



# WHY DO WOMEN STILL FIND CONFIDENCE FROM HAVING A PARTNER? SHOULD THIS WORRY US?



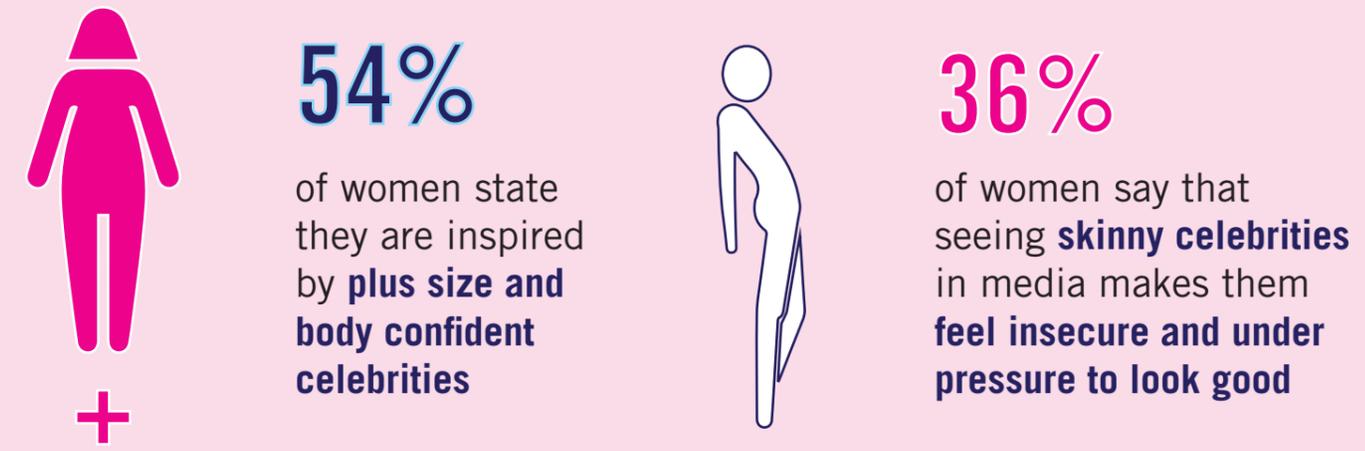
# WHY DO WOMEN LACK CONFIDENCE?



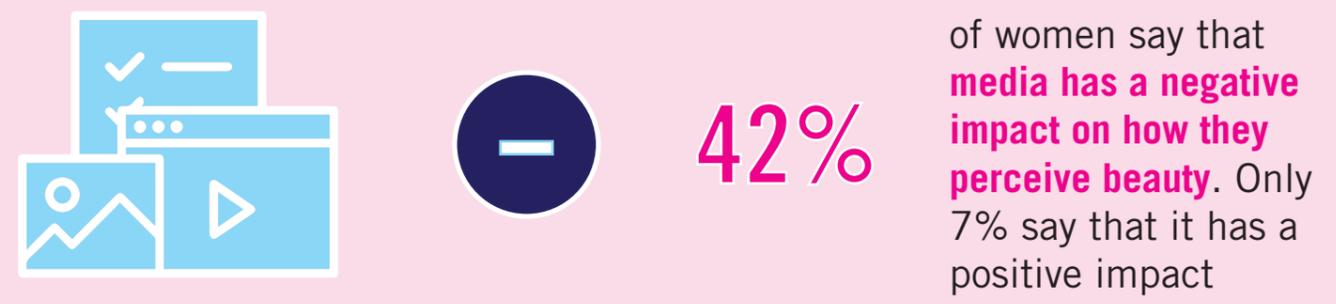
# WHERE DOES INSECURITY COME FROM?



# HOW IS THE MEDIA REALLY AFFECTING THE WAY WOMEN FEEL ABOUT THEMSELVES?



# HOW DOES THE MEDIA AFFECT THE WAY WOMEN PERCEIVE BEAUTY?



# DO CELEBRITIES REALLY AFFECT OUR CONFIDENCE?



# WHAT EFFECT DOES INSECURITY HAVE ON WOMEN?



of women say that lack of confidence has caused **anxiety and depression**

of women say that lack of confidence has caused **weight gain**

of women say that being insecure has led them to feel that they have **no purpose**

# WHAT DOES CONFIDENCE MEAN TO BRITISH WOMEN?



say it means **not doubting themselves** so much



almost half of women say that it means being happy to take on **new challenges**

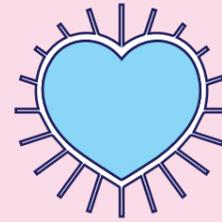


chose **family, friends and relationships** as the most important things to boosting their confidence

# WHEN DO WOMEN FEEL THE MOST CONFIDENT?

24

was revealed by the research as the age we feel **most confident**



Women aged between **25 and 34** are **more likely to rate themselves as attractive than those aged 16-24**

# HOW DO CONCERNS CHANGE AT DIFFERENT AGES?



The biggest skin concerns for those ages 16-34 was **acne**, the focus then changes to **fine lines** and **wrinkles** from 35-44, but then for everyone 45+ the biggest concern is **sagging skin**



Those who would consider getting **cosmetic surgery** confirmed it would **mainly be to boost their confidence, with 60% stating this** as the reason

# HOW DOES CONFIDENCE CHANGE WITH AGE?

The majority of women over

**55 (57%)** said that a lack of confidence has never affected them compared to just **39%** of women ages **16-24**

# HOW DOES HAVING CHILDREN AFFECT WOMEN'S CONFIDENCE?



For majority of women **having children inspires confidence**

60%

of women say that this is due to their **priorities** having **changed**

55%

of women say that they **care less** about what people think after having children

# HOW DOES HAVING CHILDREN AFFECT HOW WOMEN FEEL AT WORK?



**30%** of women who feel less confident after having children say that it is due to **feeling judged and no longer respected at work**

# HOW DO WOMEN FEEL ABOUT CELEBRITY MOTHERS?



Of those that feel less confident after having children, over a **quarter (29%)** said that this was due to celebrities bouncing back so quickly after pregnancy

12%

of women said they **liked their bodies after having children**