



The Body Shop Global Self-Love Index

Market: Canada

SELF-LOVE: An Overview

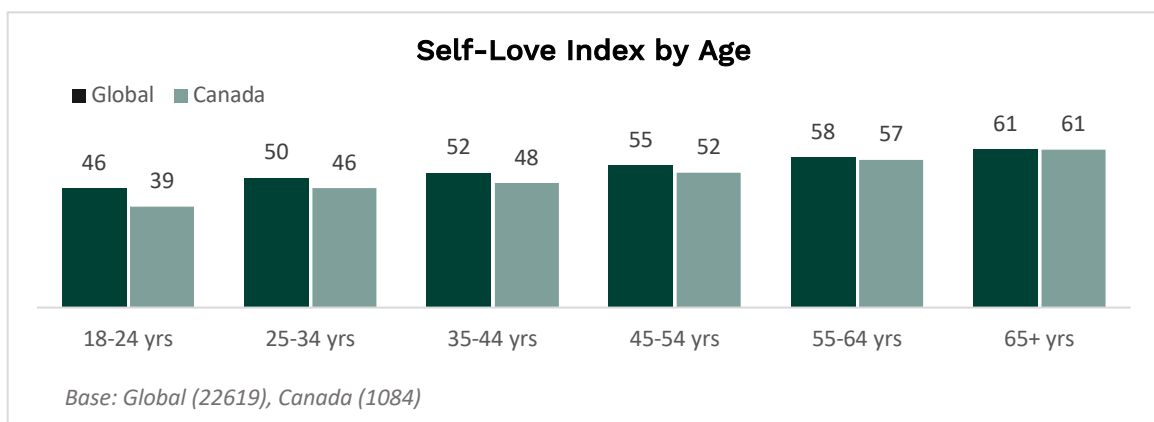
GLOBAL

The Self-Love Index was built on the reported opinions that people have of themselves, including their self-esteem, self-respect, confidence, satisfaction, self-worth, relationships with others, control over life, overall wellbeing, frequency of feeling negative emotions and, importantly, the stability of these opinions. All these different factors work together to determine whether someone enjoys a strong sense of self-love, struggles to see the beauty in themselves, or most likely, falls somewhere in between.

The Body Shop Global Self-Love Index combines numerous previously used and validated measures - including self-esteem and confidence, resilience, external validation, and control - with the goal of understanding how they combine to form self-love. A lower index score indicates less self-love, and a higher score indicates more self-love. On the whole, the findings show that there is a crisis of self-love for people around the world – the average score was just 53 on a scale of 0-100.

Further, the “average” on the index masks some of the highs and lows unique to personal experiences and profiles which, including where they live, who they love, or how they spend their time. Key points of note globally are:

- Women have a slightly lower Self-Love Index (53) than men (54).
- Self-Love increases with age. Those under 35 are significantly more likely to be in the lowest 25% of the Self-Love scores (38% compared to only 14% of those 55 and over).
- People who are single have lower Self-Love, with an average Index score of 49.
- Globally people from minority groups have a lower Self-Love Index (49) than those who do not have minority status (55). 42% of people with disabilities are in the lowest 25% of Self-Love Index scores globally. Those who identify as LGBTQ+ also have lower levels of Self-Love.
- Economic status impacts Self-Love with 44% of unemployed people and 38% of those who are not financially comfortable have Self-Love scores in the bottom 25%.
- There is tendency globally for more active social media users to have lower Self-Love scores. Those who use Social Media more than two hours a day have a Self-Love Index of 51, compared to 58 among non-users.





CANADA

People in Canada have a Self-Love Index score of 51, 2 points below the Global average score (53)

- Self-Love increases greatly with age in Canada. Those under 35 are significantly more likely to be in the lowest 25% of the Self-Love scores (38% compared to only 10% of those 55 and over). There is a 22-point difference in the Self-Love Index between the youngest (18-24 years) and oldest (65 years & older) people taking part in the survey.
- People in Canada who are single have lower Self-Love, with an Index score of 46, compared to 53 among those who are married.
- People from minority groups in Canada have a Self-Love Index of 46 compared to 53 among those not from minority groups. 34% of those who identify as lesbian, gay or bisexual and 38% of people with disabilities taking part in the survey are in the lowest 25% of self-love scores.
- Economic status impacts Self-Love with 52% of those who are unemployed and 44% of those who are not financially comfortable are in the lowest 25% of self-love scores, both with Self-Love Index scores of only 39.
- There is a connection between social media usage and self-love scores. The greater the use of social media, the lower the self-love score is likely to be. Those who use social media for more than two hours a day have a Self-Love Index score of 45, compared to a score of 56 among those who do not use social media at all.

The Self-Love Crisis

GLOBAL

A quarter of people globally show signs of anxiety or depression, with younger people and those who are active on social media the most affected.

54% of people globally say they ‘often act happy in order to please others, even if they don’t feel happy inside’. This behaviour is even more prevalent in young people (63%).

More than half the days/ Nearly every day	Global	Canada
Feeling nervous, anxious or on edge	24%	26%
Not being able to stop or control worrying	24%	25%
Little interest or pleasure in doing things	26%	25%
Feeling down, depressed, or hopeless	21%	22%

CANADA

Frequent feelings of anxiety and signs of depression are felt by 1 in 4 people in Canada a similar level to the global average. Women (28%) are more likely than men (23%) to worry too much. Those under 35 and those that are very active on social media are most likely to feel like this. 43% of under 35’s often feel anxious and 38% of those who use social media for 2 hours or more feel anxious and/or worry too much.

60% of people in Canada will act happy to please others, rising to 64% among women and 65% among those under 35 years. 75% of those who are unemployed or financially not comfortable act happy in Canada.



Self-Love and Empowerment

GLOBAL

People around the world are resilient, more than seven in ten (73%) say that they bounce back quickly after hard times. This resilience is linked to self-love: the higher a person scored on The Body Shop’s Global Self-Love Index the more likely they were to say they are quick to bounce back. Among people in the top 25% of scores on The Body Shop’s Global Self-Love Index, 91% agree that they are quick to bounce back.

I tend to bounce back quickly after hard times	Global	Canada
Strongly Agree/Agree	73%	69%
Strongly Disagree/Disagree	27%	31%

People who say they usually or always get the emotional support they need tend to have higher scores on The Body Shop’s Global Self-Love Index than those who feel like they are missing out on these important connections: 63% of those in the top 25% of Index scores say they are supported compared to 48% overall.

Family is the most influential factor in having high levels of confidence, mentioned by 35% of those taking part in the survey. Mental and physical wellbeing are also important, being mentioned by 28% and 25% respectively. In contrast the influencers of low levels of confidence are most often related to financial status (31%) and achievement (23%).

Top three of the most influential factors for high levels of confidence	Top three of the most influential factors for low levels of confidence
My relationship with my family (35%) My mental wellbeing (28%) My physical wellbeing (25%)	My financial status (31%) Feeling I am not making progress towards the things I want in life (23%) The state of the world (e.g. politics, the economy) (22%)

CANADA

69% of people in the Canada say they are quick to bounce back after hard times, including 89% of those who have a Self-Love Index score in the top 25%. Men in Canada are slightly more likely to bounce back (74%) than women (65%). Older people (74%) and those in a relationship (72%) are more likely to bounce back.

48% of people in the Canada say they always or usually get the social and emotional support they need. This rises to 64% of those with Self-Love Index score in the top 25%. People under 35 years are more likely to feel supported (56%) than older people.

Positive influences on levels of confidence in Canada are very similar to those seen globally and are driven by family and personal elements. Feelings of low confidence in Canada are currently driven by economic worries, both globally and personally. Physical wellbeing worries can also drive low confidence for 1 in 4 Canadians.

Top three of the most influential factors for high levels of confidence	Top three of the most influential factors for low levels of confidence
My relationship with my family (36%) My mental wellbeing (32%) My physical wellbeing (27%)	The state of the world (e.g. politics, the economy) (29%) My financial status (27%) My physical wellbeing (24%)



Self-Love and the COVID-19 pandemic

GLOBAL

Globally the majority of women (59%) feel the COVID-19 pandemic has not changed how they feel about themselves. 22% feel more positive about themselves and 19% are now more negative.

CANADA

In Canada, almost two thirds of women (64%) state that the COVID-19 pandemic has not changed how they feel about themselves. A fifth of women in Canada (22%) say they feel more negative about themselves now and only 13% say they feel better about themselves than they did before the COVID-19 pandemic. Those women feeling more negative about themselves now are more likely to be aged under 35 (34%) and with a lower standard of living (32%).

Self-Love and the Media

GLOBAL

People who don't use social media have **higher self-love** than people who use social media a lot. And while people who use social media frequently say they're more likely to get the social support that they need, they're also more likely to compare themselves to others and are often more unhappy with their body.

Public media figures (celebrities, social media influencers and models) are most likely to influence low levels of confidence, whilst it is friends and family that drive high levels of confidence globally.

Top three people or groups influencing high levels of confidence	Top three people or groups influencing low levels of confidence
My friends (43%) My romantic partner (38%) My parents (37%)	Celebrities (e.g. pop stars, movie stars, sports stars) (25%) Social Media influencers (24%) Models in advertisements (24%)

CANADA

Young people in Canada (men and women) spend more time on social media and as noted earlier heavy social media users tend to love themselves less. Those using social media more than 2 hours a day are more likely to think beauty is linked to size and shape and 70% agree that they 'often wish their body was different'. 64% of these people say they often compare themselves to others.

Similar to the global picture, it is people in the public eye (social media influencers, celebrities and models) that are most likely to influence low levels of confidence, whilst friends, family and parents have the greatest positive impact on confidence in Canada.

Top three people or groups influencing high levels of confidence	Top three people or groups influencing low levels of confidence
My friends (50%) My romantic partner (39%) My parents (33%)	Social Media influencers (31%) Celebrities (e.g. pop stars, movie stars, sports stars) (28%) Models in advertisements (25%)



Self-Love and the Beauty Industry

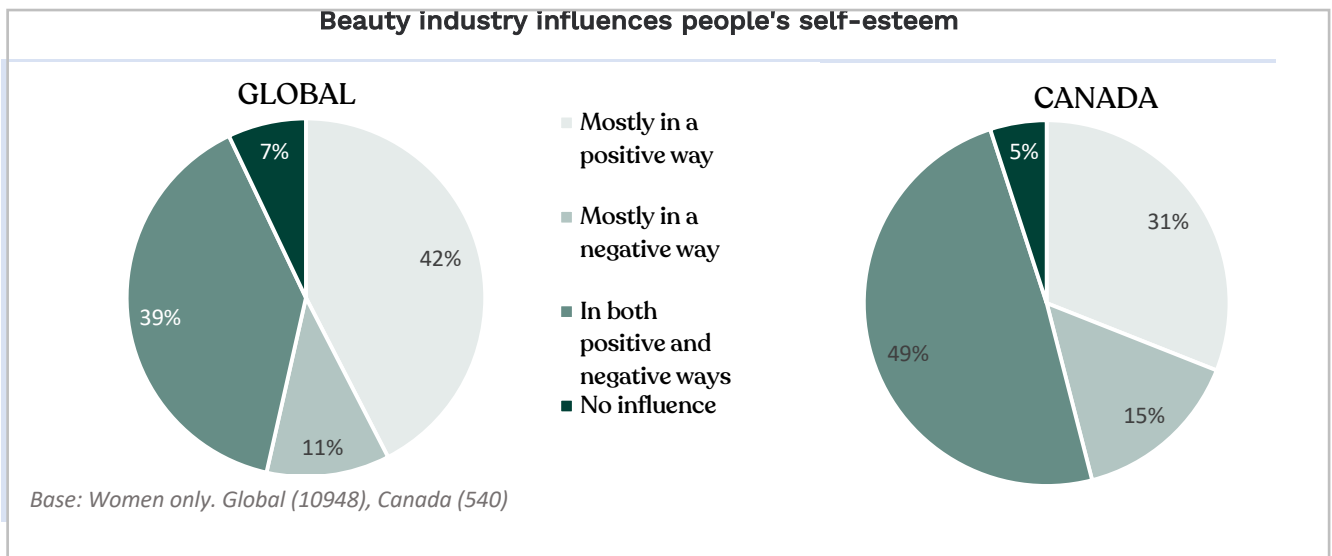
GLOBAL

42% of women globally believe the beauty industry has a mostly positive impact on women's self-esteem. 39% say the beauty industry impact is both positive and negative and only 11% say it has a mostly negative.

Among women who say the beauty industry impact is partially or mostly negative, the main contributors are the way in which advertising and marketing is presented.

CANADA

Women in Canada are less positive about the role of the beauty industry, with 15% saying it influences people's self-esteem mostly in a negative way (compared to 11% globally) and a further 49% say the influence is both negative and positive. Among these women, the majority believe beauty advertising edits images (68%) or makes unrealistic claims (61%).



Contributors to the beauty industry's negative impact on people's self-esteem	
GLOBAL	CANADA
Airbrushing and/or photoshopping images (57%)	Airbrushing and/or photoshopping images (68%)
Making unrealistic claims (54%)	Making unrealistic claims (61%)
Marketing via classically beautiful people (47%)	Marketing via classically beautiful people (53%)



Appendix: The Making of The Body Shop Global Self-Love Index

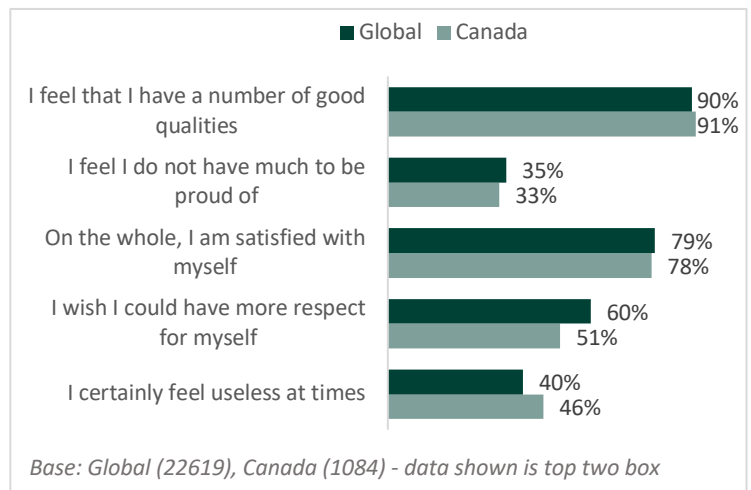
The Body Shop’s Self-Love Index combines numerous previously used and validated measures - including self-esteem and confidence, resilience, external validation, and control - with the goal of understanding how they combine to form self-love. The metrics used in the Self-Love Index provide further insight into these notable differences between countries and demographics. In order to determine the metrics to include, Ipsos and The Body Shop drew on a number of publicly available validated measures, utilizing the [University of San Diego EMERGE Project’s database of Gender Equality and Empowerment Measures](#). All statements were asked using a four-point agree/disagree (bipolar) scale, with the exception of the overall well-being question, which is a four-point frequency (unipolar) scale.

Measures of self-esteem and confidence

CANADA

People in the Canada rate similarly to the global average for three of the Self-Esteem and Confidence elements of the Self-Love Index.

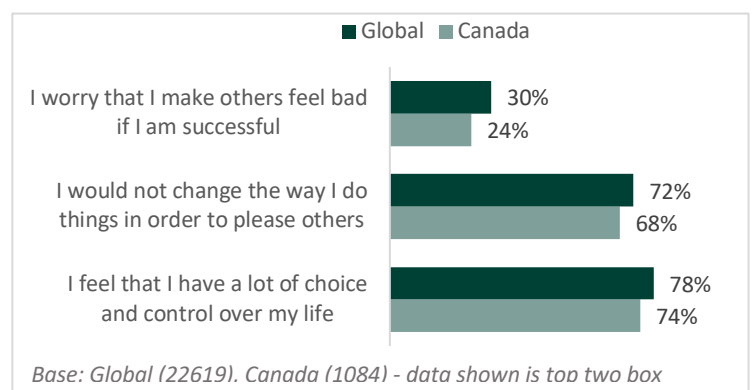
The largest difference is around wishing for more self-respect, with 51% of people in Canada ‘agreeing’ or ‘strongly agreeing’ with this statement (9 percentage points better than the global average). 67% of people over 55 disagree with this statement.



Measures of external validation and control

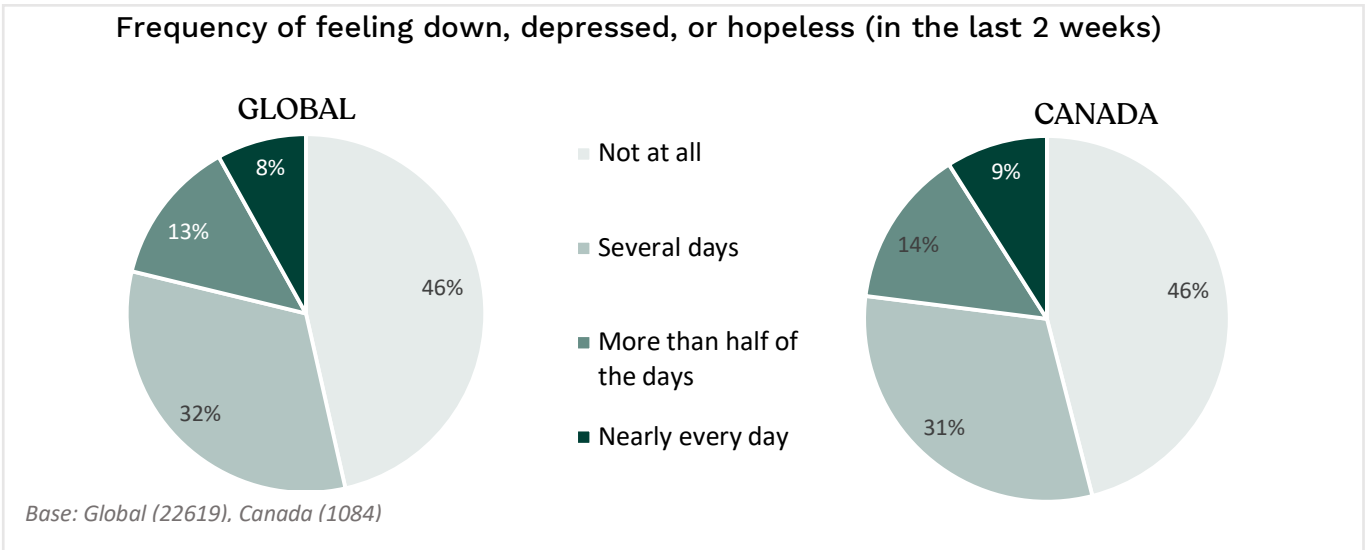
CANADA

People in Canada have similar scores to the global average for the external validation and control metrics that are included within the Self-Love Index. The biggest difference is around worrying about others if successful, with only 24% of people in Canada agreeing with this sentiment. Only 10% of people over 55 have this concern, though 37% of those who use social media more than two hours a day worry that others will feel bad if they are successful.





Measure of overall wellbeing



Amplifying Measure

CANADA

76% of people in Canada ‘agree’ or ‘strongly agree’ that they have a stable attitude towards themselves. Age has a significant impact on attitude with 31% of those under 35 disagreeing that their attitude is stable.

My attitude towards myself is very stable	Global	Canada
Strongly disagree	3%	4%
Disagree	19%	20%
Agree	60%	60%
Strongly agree	18%	16%



About the Project:

The Self-Love Index was built on the reported opinions that people have of themselves, including their self-esteem, self-respect, confidence, satisfaction, self-worth, relationships with others, control over life, overall wellbeing, frequency of feeling negative emotions and, importantly, the stability of these opinions. All these different factors work together to determine whether someone enjoys a strong sense of self-love, struggles to see the beauty in themselves, or most likely, falls somewhere in between.

Our online research was carried out in the following countries across the world:

UK	Brazil	Japan
USA	Denmark	Indonesia
Canada	France	India
Australia	Germany	Mexico
Sweden	Spain	Russia
Saudi Arabia	South Korea	China
Netherlands	South Africa	Nigeria

Sample was representative of the online population in each country c.500 women and c.500 men per country.

Fieldwork was carried out December 2020.

For further information regarding the project please see the Global Self-Love report.