



The Body Shop Global Self-Love Index

Market: US

SELF-LOVE: An Overview

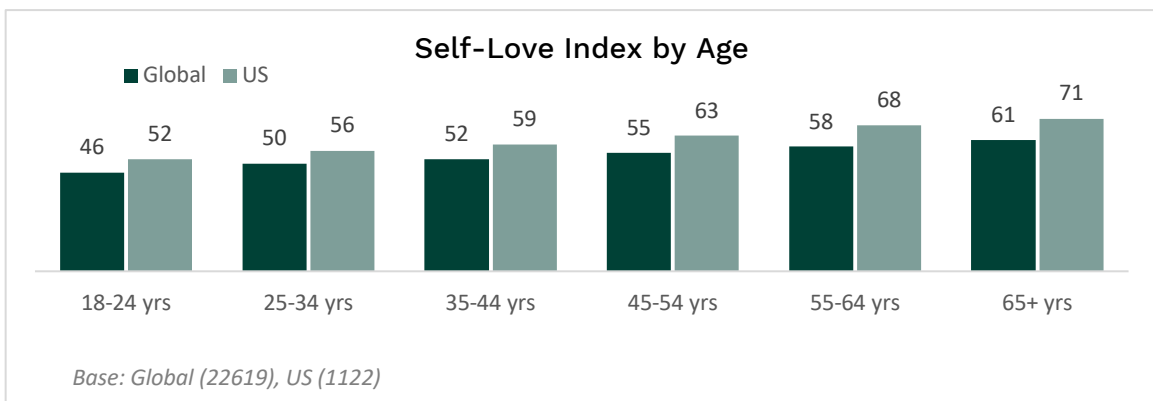
GLOBAL

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.





US

People in US have a Self-Love Index score of 61, 8 points above the Global average score (53), with only Denmark and Australia scoring higher.

- Self-Love scores do not differ between men and women in US.
- Self-Love increases with age in US. People under 35 are significantly more likely to be in the lowest 25% of the Self-Love scores (41% compared to only 9% of those 55 and over).
- People who are single have lower Self-Love, with an average score of 58, compared to 63 among those in a relationship.
- People from minority groups in US have a Self-Love Index of 59 compared to 63 among those not from minority groups. LGBTQ+ people and people with disabilities taking part in the survey are more likely to be in the lowest 25% of self-love scores.
- Economic status impacts Self-Love with 34% of those who are unemployed and 37% of those who are not financially comfortable are in the lowest 25% of self-love scores, both with Self-Love Index scores of 56 and 55 respectively.
- 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 57, compared to a score of 67 among those who use social media less than an hour a day or not 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	US
Feeling nervous, anxious or on edge	24%	29%
Not being able to stop or control worrying	24%	30%
Little interest or pleasure in doing things	26%	29%
Feeling down, depressed, or hopeless	21%	28%

US

Frequent feelings of anxiety and signs of depression are felt by a slightly higher proportion of people in US than the global average. There is no significant difference by gender. 43% of under 35’s often feel down/depressed, feel anxious and/or worry too much. 41% of those who use social media for 2 hours or more, frequently feel down or depressed and 42% of heavy social media users worry too much and/or often feel anxious.

59% of people in US will act happy to please others. 69% among those under 35 years feel this way, as do 69% of those who use social media for more than 2 hours a day. Of those people in US with a Self-Love Index score in the bottom 25%, 77% of them say they will act happy to please other people.



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	US
Strongly Agree/Agree	73%	73%
Strongly Disagree/Disagree	27%	27%

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
<p>My relationship with my family (35%)</p> <p>My mental wellbeing (28%)</p> <p>My physical wellbeing (25%)</p>	<p>My financial status (31%)</p> <p>Feeling I am not making progress towards the things I want in life (23%)</p> <p>The state of the world (e.g. politics, the economy) (22%)</p>

US

In line with the global average, 73% of people in the US say they are quick to bounce back after hard times, including 91% of those who have a Self-Love Index score in the top 25%. Men in US are slightly more likely to bounce back (77%) than women (70%). Older people (79% of those 55 years and over) and married people (78%) are more likely to bounce back. 82% of those who are financially comfortable say they are quick to bounce back after hard times.

56% of people in the US say they always or usually get the social and emotional support they need. This rises to 76% of those with Self-Love Index score in the top 25%.

Positive influences on levels of confidence in US are very similar to those seen globally and are driven by family and personal elements. 1 in 5 people in US mention their faith or religion as being important to high confidence. Feelings of low confidence in US are currently driven by economic worries, both globally and personally. Personal appearance worries can drive low confidence for almost 1 in 4 Americans.

Top three of the most influential factors for high levels of confidence	Top three of the most influential factors for low levels of confidence
<p>My relationship with my family (36%)</p> <p>My mental wellbeing (26%)</p> <p>My physical wellbeing (21%)</p> <p>My religion/faith (21%)</p>	<p>The state of the world (e.g. politics, the economy) (28%)</p> <p>My financial status (24%)</p> <p>The way I look (23%)</p>



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.

US

In the US, almost two thirds of women (64%) feel the COVID-19 pandemic has not changed how they feel about themselves. A quarter of women in the US (25%) say they feel more negative about themselves now and only 11% 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%), working (34%), caregivers (34%) and with higher levels of social media usage (2+ hours a day 35%).

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%)

US

Young people in the US (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 72% agree that they 'often wish their body was different'. 63% 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, models, celebrities and politicians/community leaders) that are most likely to influence low levels of confidence, whilst friends and family have the greatest positive impact on confidence in the US.

Top three people or groups influencing high levels of confidence	Top three people or groups influencing low levels of confidence
My friends (41%) My romantic partner (38%) My parents (32%)	Celebrities (e.g. pop stars, movie stars, sports stars) (29%) Social Media influencers (26%) Models in advertisements (23%) Politicians/leaders in my local community (23%)



Self-Love and the Beauty Industry

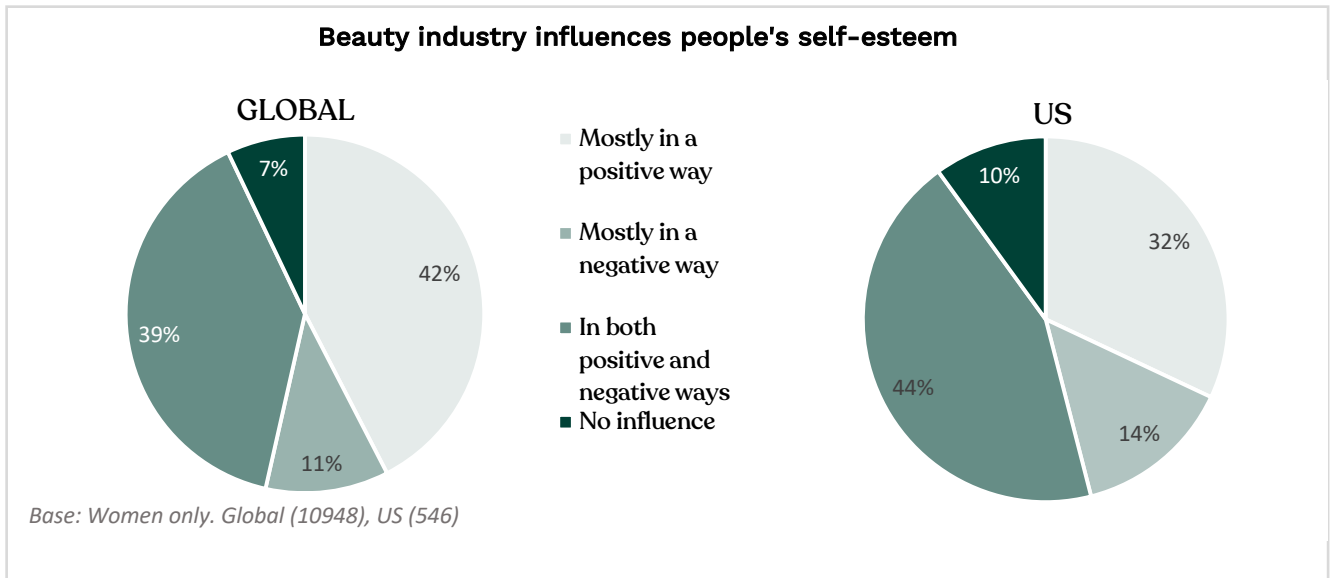
GLOBAL

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.

US

Women in the US are less positive about the role of the beauty industry, with 14% saying it influences people's self-esteem mostly in a negative way (compared to 11% globally) and a further 44% say it the influence is both negative and positive. Among these women, the majority believe beauty advertising edits images (60%) or makes unrealistic claims (54%).



Contributors to the beauty industry's negative impact on people's self-esteem	
GLOBAL	UK
Airbrushing and/or photoshopping images (57%)	Airbrushing and/or photoshopping images (60%)
Making unrealistic claims (54%)	Making unrealistic claims (54%)
Marketing via classically beautiful people (47%)	Marketing via classically beautiful people (49%)



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

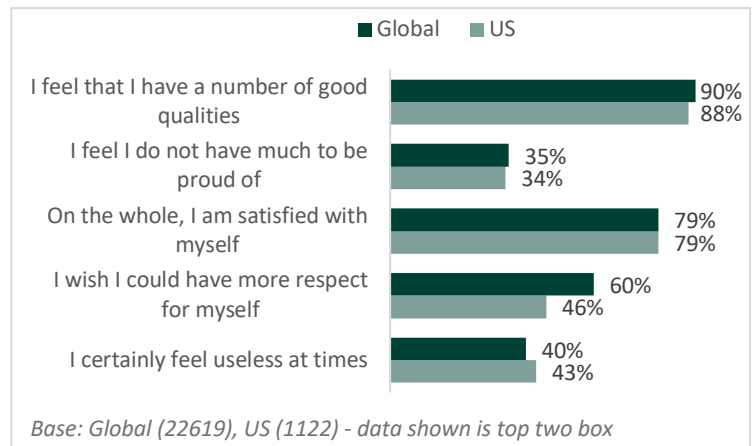
The Body Shop's Self-Love Index combines numerous previously used and validated measures - including self-esteem and confidence, resilience, external validation, and control - with the goal of understanding how they combine to form self-love. The metrics used in the Self-Love Index provide further insight 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

US

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

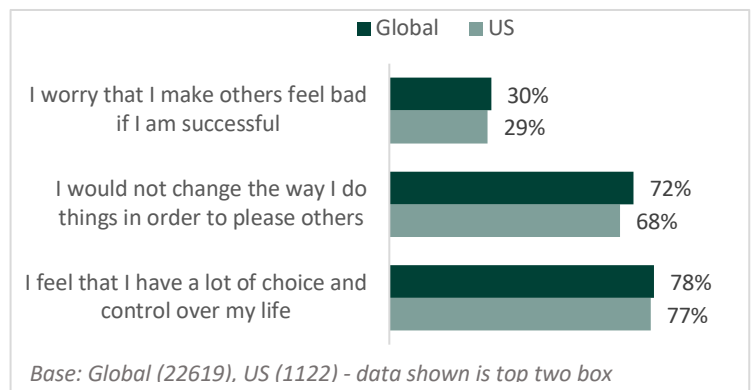
The largest difference is around wishing for more self-respect, with 46% of people in the US 'agreeing' or 'strongly agreeing' with this statement (14 percentage points better than the global average).



Measures of external validation and control

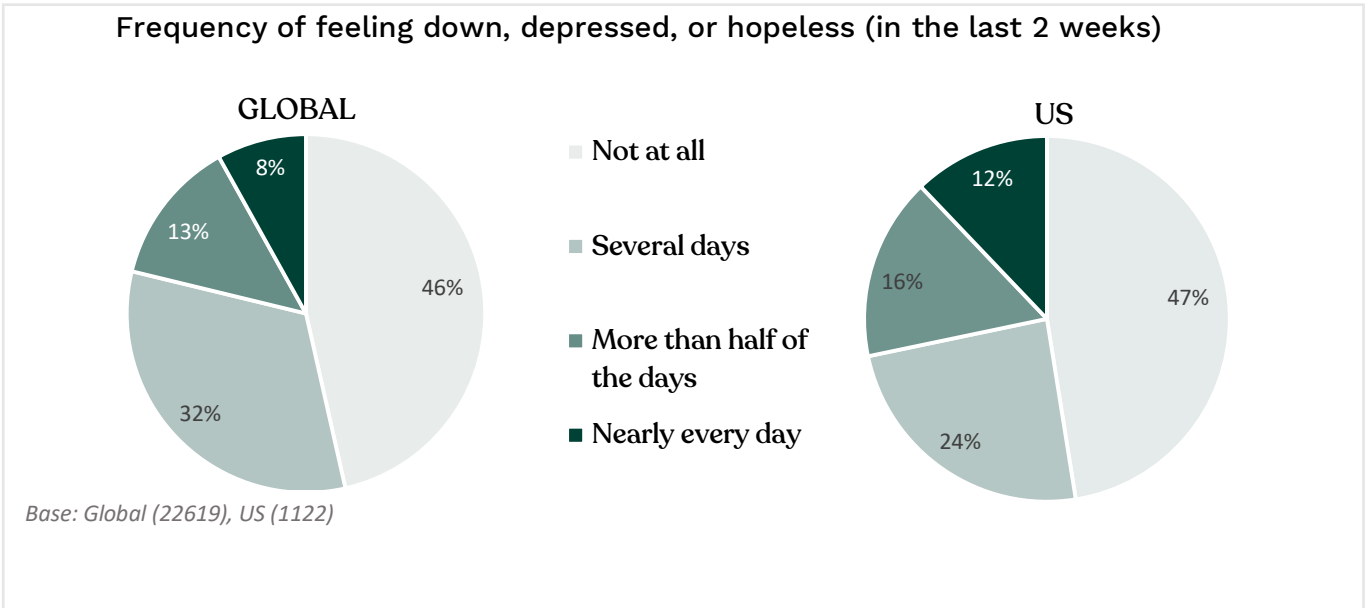
US

People in US have similar scores to the global average for the external validation and control metrics that are included within the Self-Love Index. 33% of men and 26% of women worry that their success may make others feel bad and 37% of single people. Only 9% of people 55 years and older feel this way.





Measure of overall wellbeing



Amplifying Measure

US

79% of people in the US ‘agree’ or ‘strongly agree’ that they have a stable attitude towards themselves. Men are more likely to have a stable attitude (84%) than women (76%). Age has a significant impact on attitude with 27% of those under 35 disagreeing that their attitude is stable compared to 13% of over 55s.

My attitude towards myself is very stable	Global	US
Strongly disagree	3%	4%
Disagree	19%	17%
Agree	60%	57%
Strongly agree	18%	22%



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.