



## The Naked Truth: Exclusive Survey from FITNESS Magazine & Yahoo! Shine Reveals How Men & Women Really Feel about Their Bodies

*57% of Women Polled Think They Look Fat Naked;*

*Thighs ranked as #1 Most Hated Body Part; Cleavage ranked as #1 Body Part To Flaunt Among Women*

*However, 63% of adults admit to walking around their home naked*

SUNNYVALE, Calif. & NEW YORK--(BUSINESS WIRE)-- It's no wonder losing weight continues to dominate New Year's resolutions—a new survey from [FITNESS Magazine](#) and [Yahoo! Shine](#) reveals that 57% of women polled think they look fat naked and 81% of adults have a body part they hate. The exclusive survey asked 1,500 women and men to bare it all about how they feel about being naked.

The survey revealed a lack of body confidence with women more likely than men to have issues with many parts of their body, primarily their thighs (21%), while men dislike their butts the most (11%).

The results appear in the February 2012 issue of FITNESS, on stands January 17<sup>th</sup> 2012, and online at [Yahoo! Shine](#) and [Fitness Online](#). Highlights from the findings are included below.

### **Body Language**

- When looking in the mirror, 57% of women say they think they look fat, and wish they were more toned and less jiggy
- 48% of men think they look good when they glance in the mirror

### **Most Flaunted Body Part:**

- 31% of women ranked cleavage as the body part they most like to flaunt
- 19% prefer to show off their butts
- 14% have legs they like to reveal in a miniskirt

### **Most Hated Body Part:**

- Overall, thighs are the most hated body part among women and men (14%) followed by arms and butt with 11% of the votes each
- Women are more likely to dislike their thighs (21%)
- Men like their butt the least (11%)

### **Nude Attitude**

- Only 19% of adults say they would go to a nude beach at any time; 29% said they would only go at night and about 20% saying they would go if they lost weight
- 47% of women feel sexier wearing lingerie than being naked; 53% of men agree
- Adults are more uninhibited at home. Nearly 3 in 4 frequently have sex with the lights on (71%) and nearly 2 in 3 often walk around the house naked (63%). Men are also more likely to walk around the house without clothes on (67%) than women (59%)
- 27% of men walk around nude in the locker room, compared to only 9% of women.
- 20% of men have posed naked for a photo; 15% of women have
- 18% of men have "sexted" someone a naked photo, while 12% of women have hit send

**\*Full survey results available by request.**

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**About the Survey:**

Yahoo! partnered with Ipsos OTX MediaCT to conduct the Yahoo! Shine Body Confidence Survey in November 2011. We interviewed n=1,500 Americans ages 18 to 64 representative of the U.S. online population via an online quantitative survey.

**About FITNESS magazine**

Launched in 1992, FITNESS magazine is a leading source for all the latest news on health, nutrition and exercise. The magazine and its partner website, [fitnessmagazine.com](http://fitnessmagazine.com), are devoted to delivering strategies and tools that help women make little changes to achieve big success. With a you-can-do-it attitude, our workouts, health and beauty advice, diet plans and success stories motivate readers to get strong in mind, body and spirit. The magazine empowers women to embrace fitness as a lifestyle—not an age or dress size—and to change the conversation from "skinny" to "healthy." FITNESS is published 10 times a year by Meredith Corporation [NYSE: MDP], with a rate base of 1.5 million and an audience of 7.4 million readers. For more information, please visit [www.fitnessmagazine.com](http://www.fitnessmagazine.com).

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FITNESS Magazine

Carrie Carlson, 212-551-7053

[carrie.carlson@meredith.com](mailto:carrie.carlson@meredith.com)

or

Yahoo! Global Communications

Becky Auslander, 212-381-6909

[beckya@yahoo-inc.com](mailto:beckya@yahoo-inc.com)

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