VIEWS ON BODY IMAGE, MASCULINITY & MISOGYNY

2026 SURVEY OF RESIDENTS IN JERSEY, GUERNSEY AND THE ISLE OF MAN

2532
respondents

We undertook a survey in Jersey, Guernsey and the Isle of Man to explore attitudes towards body image, weight loss medicines and cosmetic treatments, as well as masculinity, misogyny and misandry.
Globally, these are all topical issues where views can often be shaped by the media and digital content we consume.

Views presented are for across the three islands as a whole. The results were similar by location, although differences can be seen for gender and age as highlighted in this report.

Online data collection took place 17 April - 21 May 2026. Members of the Island Global Research Panel were invited to share their views. The survey was also promoted on social media and via a press release. Residents aged 16+ were eligible to participate.

There were 2532 eligible respondents, including more than 700 in each island. Survey weights (capped at 3) were used to adjust for population size, as well as age and gender differences between the sample and the resident populations to help compensate for patterns of non-response from different sub-groups of the population. Percentages in this report refer to weighted results, unless indicated otherwise.

Summary of Findings

Females under 60 are most likely to be unhappy with their body image and be open to the use of medicine and/or treatment. Among males, weight loss medicines have greater appeal than cosmetic treatments.

While few males hold views that are consistently aligned with indicators of 'toxic masculinity' across multiple measures, more than 1 in 5 males were found to hold at least one view related to feminism and/or female attraction that is associated with this mindset.

Misogyny is believed to be more widespread than misandry. Younger people, regardless of gender are more likely to believe there is hatred or discrimination exists against their own gender.

Across the two topics, the greatest concern relates to how the female body image is portrayed, followed by attitudes towards masculinity and towards women. Concern about these issues is highest amongst young people, particularly females.

Please see next page for full key findings.

Topics on which it would be interesting to conduct future research include:

- The variety of concerns held by young females, and a better understanding of how this impacts their lives and their perceptions of themselves and their peers.
- How attitudes to weight loss medicines change over time, especially amongst men, as awareness and accessibility potentially improves.
- How attitudes consistent with the concept of 'toxic masculinity' change as exposure to online content continues.
- A better understanding of what impact views on feminism and female attraction has, both on the men that hold them and the women they interact with.

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KEY FINDINGS - 2026 SURVEY ON BODY IMAGE, MASCULINITY & MISOGYNY

Body Image

Females under 60 are most likely to be unhappy with their body image and be open to the use of medicine and/or treatment. Among males, weight loss medicines have greater appeal than cosmetic treatments.

- Around 1 in 3 are not happy with their body, rising to around half of females under 60.
- 29% of people would consider using weight loss medicines in the future.
- 23% would consider minimally invasive cosmetic treatments.
- Females aged 30-59 are most likely to consider using weight loss medicines (47%) and females aged 16-44 are most likely to say they would consider cosmetic treatments in the future (44%).
- Males are almost twice as likely to consider using weight loss medicines than cosmetic treatments (23% vs 12%), rising to 29% among males aged 30-59.

Masculinity & Misogyny

Views consistent with multiple indicators of 'toxic masculinity' are uncommon in our islands (<3%). However, more than 1 in 5 males hold at least one view on feminism and/or female attraction that is considered consistent with this mindset*:

- 23% of males have views consistent with the idea that feminism intentionally disadvantages men (as opposed to bringing 'women up'). This rises to 28% among makes aged 30-44.
- 31% of males believe the large majority of heterosexual women only want to date the most physically attractive 20% of men. Agreement is highest among males aged 16-29 (44%).
- By comparison, only 3-4% of males perceive promiscuity to be more problematic when engaged in by women rather than men.
- Holding multiple views consistent with indicators of toxic masculinity is more concerning , and less than 3% of males meet the critera of meeting three or more of the toxic masculinity indicators asked in this survey*.

Misogyny is believed to be more widespread than misandry. Younger people, regardless of gender are more likely to believe there is hatred or discrimination against their own gender:

- 45% of females think misogyny is very widespread, up to 71% aged 16-29.
- 16% of males think misandry is very widespread, up to 20% aged 16-29.

Looking across the two topics

There is greatest concern about how the female body image is represented, followed by attitudes towards masculinity and attitudes towards women. *% who are very concerned about how each issue is represented in the media and online:*

1. Female Body Image: 45%
2. Attitudes towards masculinity and what it means to be a man: 40%
3. Attitudes towards women: 39%
4. Weight loss medicines: 35%
5. Cosmetic Surgery / Treatments: 30 / 31%
6. Attitudes towards relationships and Male Body Image: 27%

Around a further 40% are somewhat concerned about each of these issues.

Concern about both of these issues is highest among younger people, particularly young females.

Among females aged 16-29:

- 74% are very concerned about how female body image is represented in the media and online.
- 79% are very concerned about how attitudes towards women are represented.
- 68% are very concerned about how attitudes towards masculinity are represented (compared to 58% of males aged 16-29).
- 50% are very concerned how weight loss medicines are represented in the media, and a further 40% are somewhat concerned.
- 43% are very concerned about how relationships are represented (compared with 54% of males aged 16-29).

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** Similar questions were asked in the UK as indicators of toxic masculinity, where having a wide combination of these views was considered more problematic than a small number.*

VIEWS ON BODY IMAGE

2026 SURVEY

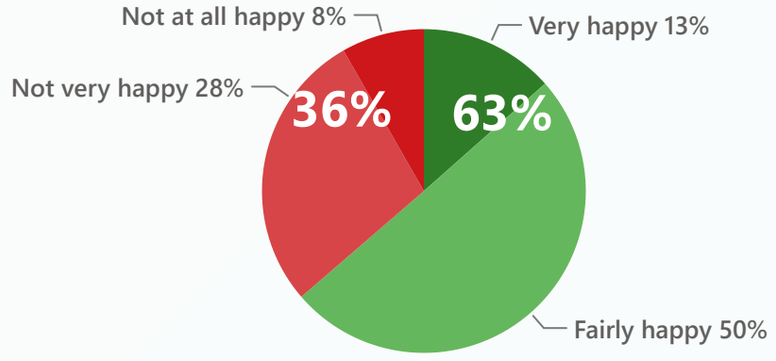
2532
respondents

Key Findings

- Females tend to be less happy than males about their own weight and body image. Over half (52%) of females aged 16-29 are not very or not at all happy with their own weight and body image.
- Over 70% of females aged 16-44 are very concerned about how female body image is represented in the media and online.
- Females are more concerned than males but there are over a third of males aged 16-44 who are very concerned both about how male and female bodies are represented in the media and online.

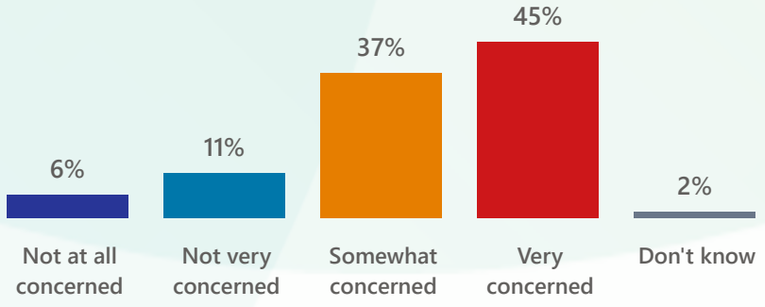
You can explore these and other results for yourself using the filters on the right.

In general, how happy, if at all, would you say you are regarding your own weight and body image?



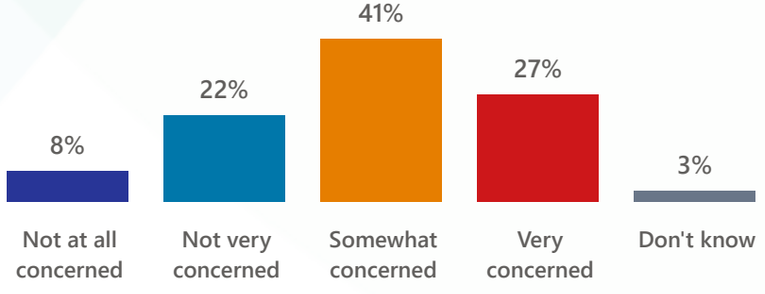
How concerned are you about how female body image is represented in the media and online?

45% are very concerned



How concerned are you about how male body image is represented in the media and online?

27% are very concerned



Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Gender

- [x] Select all
- [x] Female
- [x] Male

Age Category

- [x] Select all
- [x] 16-29
- [x] 30-44
- [x] 45-59
- [x] 60 & over

Note: when selecting categories, first unselect all options, then tick the options you want to view.

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WEIGHT LOSS MEDICINES, COSMETIC TREATMENTS & SURGERY

2026 SURVEY

2532
respondents

Respondents were asked if they have ever used or would consider using:
1. **medications or injections for weight loss** (e.g. Wegovy, Ozempic,Mounjaro) which help people feel fuller by mimicking a hormone that is released after eating);
2. **Botox, fillers or other minimally invasive cosmetic treatments**; and
3. **cosmetic surgery.**

Key Findings:

- 14% said they had tried using medicines for weight loss, and 29% would consider using them in the future. Their reported use was higher among females (18% vs 9% of males), especially females aged 30-59 (26%).
- Those aged 30-59 were the most likely to consider using using medicines for weight loss in the future, with 48% of females and 29% of males in this age group saying they would consider it.
- Less than 10% have had minimally invasive cosmetic treatments and cosmetic surgery, with notably higher use and interest in these treatments among females than males.

Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

% have used medication or injections for weight loss

14%

% would consider using weight loss medicines in the future

29%

% who have had minimally invasive cosmetic treatments

7%

% would consider cosmetic treatments in the future

23%

% who have had cosmetic surgery

2%

% would consider cosmetic surgery in the future

17%

Gender
- [x] Select all
- [x] Female
- [x] Male

Age Category
- [x] Select all
- [x] 16-29
- [x] 30-44
- [x] 45-59
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ATTITUDES TO WEIGHT LOSS MEDICINES

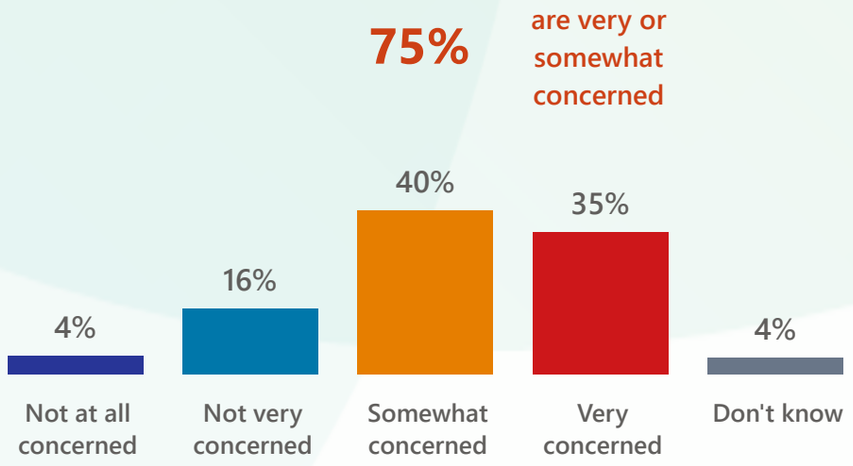
2026 SURVEY

2532
respondents

Key Findings:
Although many would consider using weight loss medicines, respondents noted concerns about how they are being represented and some points of caution.

- Three-quarters of respondents were very or somewhat concerned about how weight loss medicines are represented in the media and online. Females aged 16-29 were the most concerned (over 90% were very or somewhat concerned).
- The majority of respondents agreed that while using weight loss medicines you still need to exercise and diet.
- The majority agreed that they don't like the idea of relying on medication to lose weight
- There were mixed views in how effective they are compared to traditional dieting.

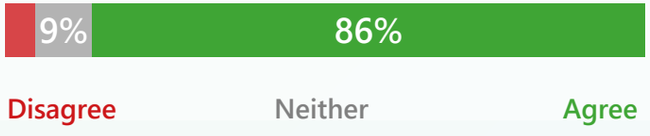
How concerned are you about how weight loss medicines are represented in the media and online?



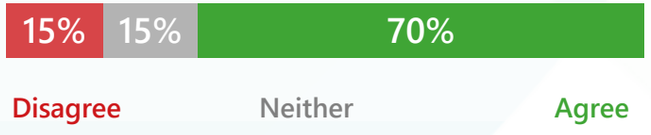
Use the filters to explore the results by gender and age group.
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Gender
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- [x] Male

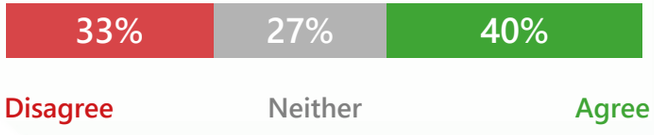
"If using weight loss medicines, you still need to exercise and diet to lose weight"



"I don't like the idea of relying on medication to lose weight"



"Weight loss medicines are more effective than traditional dieting"



Age Category
- [x] Select all
- [x] 16-29
- [x] 30-44
- [x] 45-59
- [x] 60 & over

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ATTITUDES TO COSMETIC TREATMENTS & SURGERY

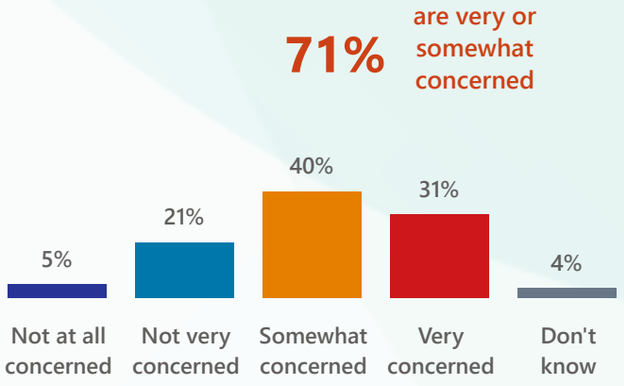
2026 SURVEY

2532
respondents

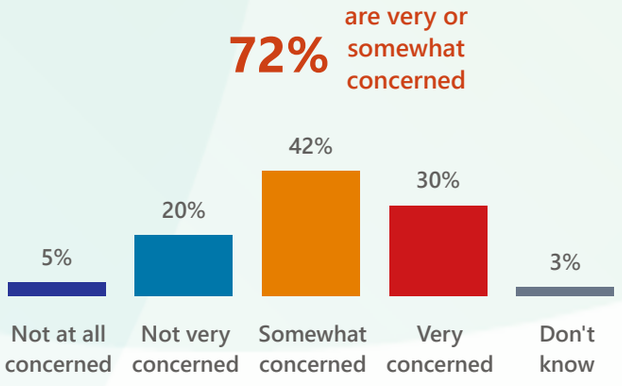
Key Findings:

- Over three-quarters of females and two-thirds of males were very or somewhat concerned about how cosmetic treatments and cosmetic surgery were represented in the media and online.
- Most respondents agreed that they don't like the idea of relying on cosmetic treatments or cosmetic surgery. This was higher among males (74%) than females (66%).
- Most respondents were supportive of people using cosmetic surgery if could make someone happier with the way they look. Those aged 16-59 were more likely to agree with the statement than those aged 60+ (56% vs 38%).

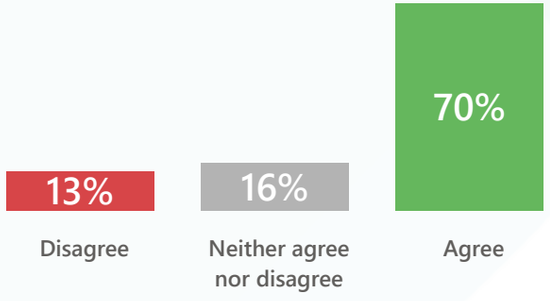
How concerned are you about how Botox, fillers and other minimally invasive cosmetic treatments are represented in the media and online?



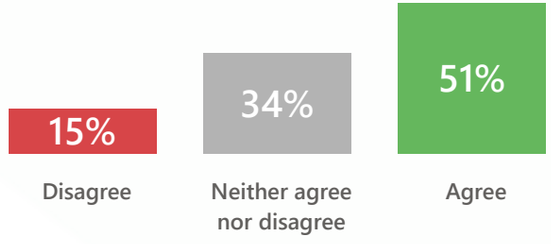
How concerned are you about how cosmetic surgery is represented in the media and online?



"I don't like the idea of relying on cosmetic treatments or cosmetic surgery"



"If cosmetic surgery could make someone happier with the way they look, then they should try it"



Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Gender

- [x] Select all
- [x] Female
- [x] Male

Age Category

- [x] Select all
- [x] 16-29
- [x] 30-44
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ILLUSTRATIVE COMMENTS RELATING TO BODY IMAGE

2026 SURVEY

2532
respondents

Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Views on the use of potential interventions

People who genuinely need these things for medical or psychological reasons should be able to access them but they shouldn't be so readily available for those without medical or psychological reasons.

As someone with a chronic condition (PCOS) Mounjaro has been a lifesaver for me for so many reasons, weight loss only being a small fraction of that. If a doctor has prescribed you something then you should feel no shame in taking it,

Resorting to any 'artificial' help, should be to benefit health. My use of Mounjaro is to help my heart, my joints, and any risk of diabetes. There are cosmetic benefits to losing weight, but they are minor in respect of motivation.

My concern is that weight loss medication is a miracle cure. The side effects have been played down too much.

Whilst I did weight loss medicines for visual aesthetic reasons it had multiple benefits for my overall health by the associated weight loss. In a world where you become invisible over 40, I totally understand the craving to look younger and why people use cosmetic surgery

It's something that matters more than it should to people, and all for the wrong reasons. Health should be the priority, not image

It's worrying how many people seem to be using it who aren't even overweight to begin with.

Justified where needed for medical or health reasons, not just for vanity.

Unrealisitc expectations and societal pressures, intensified by social media

Social media as a whole pushes very unrealistic body image standards on both men and women.

Not a lot of people are happy with their bodies due to pressure online, social media and magazines. This has always been the case unfortunately. After people have finished the weight loss jabs the weight goes back on.

It's good to strive to be healthy and part of that is maintaining a healthy weight but on the other side we simply don't all look like supermodels yet social media can highten societal expectations in that regard.

Advertising on media platforms or any other form of advertising for cosmetic surgery / weight loss medicines makes it the expected normal and that everyone should try it.

Both male and female body images are negatively portrayed in media putting pressures on people

We all feel the pressure to look a certain way on social media, adding pressure to change, not just for health benefits.

Very few women on TV film media who have had no botox/fillers/surgery. Famous women do not age it seems to us mere mortals who then feel less attractive/adequate

Too much media coverage of weight loss and cosmetic surgery pressurizes people who needn't be worried to spend money to reach an often impossible level of 'perfection'

Regarding social media and the use of filters and AI, I think it is difficult for young people and children to know if a person really looks the way they portray themselves online, leading to unrealistic expectations.

Greater concerns for young people, especially women and girls

I'm concerned particularly around the impact on women and young girls and the normalisation of the appearance of cosmetically altered/treated women's faces and bodies and the idea that this is normal and what they should aspire to.

In the digital age, there has always been a expectation on young people to present themselves in an unrealistic way. Mostly through their appearance

Young people who are beautiful already resorting to unnecessary treatments

I am most concerned about the effect on teenage girls. I feel they are given a false picture of themselves and their appearance

It worries me for my daughter growing up to see how much advertising there is out there to change body images

Concerned of any pressure placed on Under 25 age group to conform to certain media body images which may be unrealistic or unattainable, especially with the emergence of fake AI imagery.

Definitely the younger generation- we spend hours on our phone so we are higher at risk

Gender

- [x] Select all
- [x] Female
- [x] Male

Age Category

- [x] Select all
- [x] 16-29
- [x] 30-44
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- [x] 60 & over

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PERCEIVED PREVALENCE OF MISOGYNY & MISANDRY

2026 SURVEY

2532
respondents

Key Findings:

Respondents were asked how widespread the following are in society:
- Misogyny (hatred of and discrimination against women)
- Misandry (hatred of and discrimination against men)

Misogyny was thought to be more widespread than misandry. There were some notable differences by gender and age:

Females think misogyny is more widespread than males (45% said very widespread, vs 20% of males)

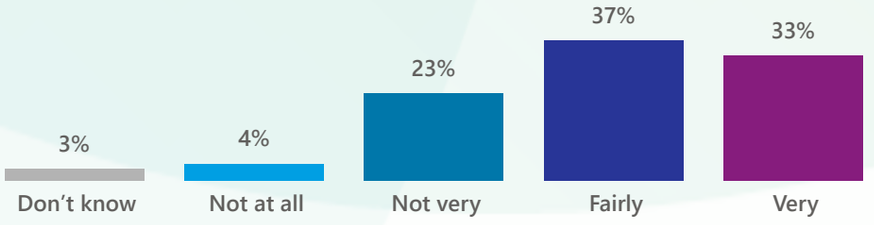
Females aged 16-29 were around twice as likely to say these views are very widespread than females aged 45+ and males of any age group:
- 69% of females aged 16-29; 53% of females aged 30-44; and 35% of females aged 45+
- 27% of males aged 16-29; 22% of males aged 30-44; and 17% of males aged 45+

- Although misandry is thought to be less widespread, males aged 16-29 were more likely to consider these views very or fairly widespread than males aged 60+ and females of any age group.

You can explore these and other results using the filters on the right.

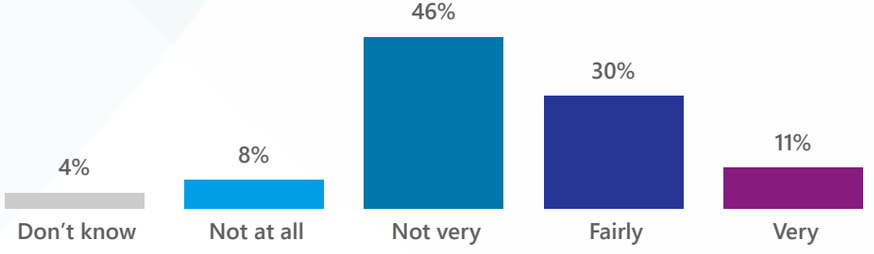
How widespread do you think misogyny is in society?

33% think misogyny is very widespread



How widespread do you think misandry is in society?

11% think misandry is very widespread



Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Gender
- ☑ Select all
- ☑ Female
- ☑ Male

Age Category
- ☑ Select all
- ☑ 16-29
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REPRESENTATION OF WOMEN, MASCULINITY & RELATIONSHIPS

2026 SURVEY

Key Findings:

Respondents were asked how concerned they were about how the following are represented online (including on social media):
i) attitudes to women, ii) attitudes to relationships, and iii) attitudes to masculinity and what it means to be a man.

The majority (81%) of respondents were very or somewhat concerned about how attitudes to women are represented online.

- Levels of concern were higher among females than males: 50% of females vs 26% of males were very concerned.
- The highest levels of concern were among females aged 16-29: 79% were very concerned.

79% of respondents were very or somewhat concerned about how attitudes towards masculinity and what it means to be a man are represented online.

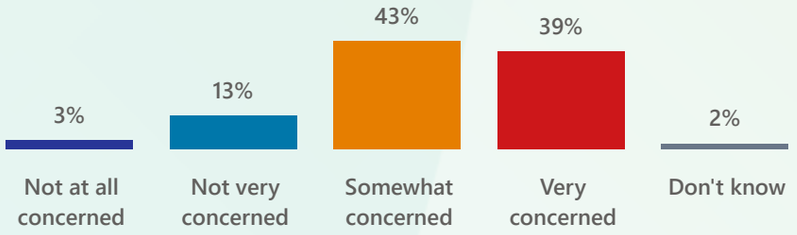
- Females were slightly more likely to be very concerned than males: 43% vs 37% of males.
- The highest levels of concern were among those aged 16-29: 68% of females and 58% of males were very concerned.

Over 70% were very or somewhat concerned about how attitudes to relationships are represented online.

- Again the highest levels of concern were among those aged 16-29: 44% of females and 54% of males were very concerned.

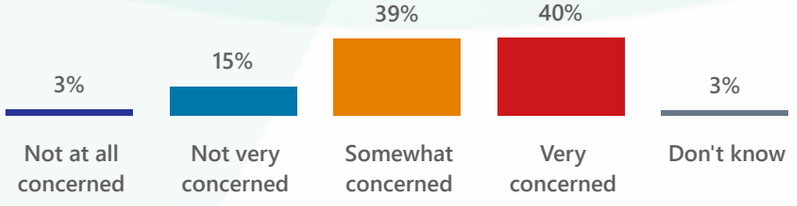
Attitudes towards women

39% are very concerned



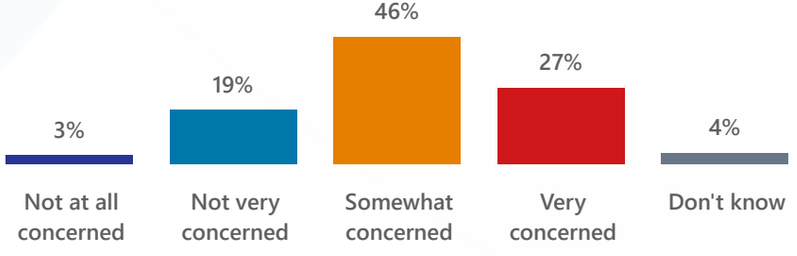
Attitudes towards masculinity and what it means to be a man

40% are very concerned



Attitudes towards relationships

27% are very concerned



2532 respondents

Use the filters to explore the results by gender and age group.

Results shown depend on the categories selected.

Gender

- [x] Select all
- [x] Female
- [x] Male

Age Category

- [x] Select all
- [x] 16-29
- [x] 30-44
- [x] 45-59
- [x] 60 & over

Note: when selecting categories, first unselect all options, then tick the options you want to view.

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EXPECTATIONS IN HETEROSEXUAL RELATIONSHIPS

2026 SURVEY

Key Findings:
The following statements were asked to better understand peoples' expectations of women regarding heterosexual relationships.

The majority of people disagreed with each one, although males were more likely than females to agree.

- 6% of females and 12% of males agreed that women should dress in a way that their partner finds attractive.
- Just under 1 in 5 females and around a quarter of males agreed that it is wrong to have lots of sexual partners, but this applies to both the question about women and the one about men indicating that expectations are not gender dependent.
- The data also suggests that males and females aged 16-29 may be approaching the topic with very different expectations to each other: <15% of females agreed it is wrong to have lots of sexual partners compared to around 40% of males in this age group.
- A tiny minority of men under 45 believe it is wrong for women to have lots of sexual partners but do not think it is wrong for men to do so (2% of men aged 16-29 and 4% of men aged 30-44).

9% think women should dress in a way in which their partner finds attractive

"Women should dress in a way that their partner finds attractive"



22% think it is wrong for women to have lots of sexual partners

"It is wrong for a woman to have lots of sexual partners"



22% think it is wrong for men to have lots of sexual partners

"It is wrong for men to have lots of sexual partners"



2532
respondents

Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Gender
- ☑ Select all
- ☑ Female
- ☑ Male

Age Category
- ☑ Select all
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SELECTED INDICATORS OF TOXIC MASCULINITY

2026 SURVEY

Key Findings:

Other selected indicators of 'toxic masculinity' were also asked, inspired by similar questions asked in the UK where having a combination of these views was considered more problematic than having a small number of these views in isolation.

Responses indicate that 23% of males think feminism negatively impacts men AND aims to do this by 'putting men down'.

- Under 60s were more likely to say this (27% vs 14% of males 60+).
- This compares to 6% of females.

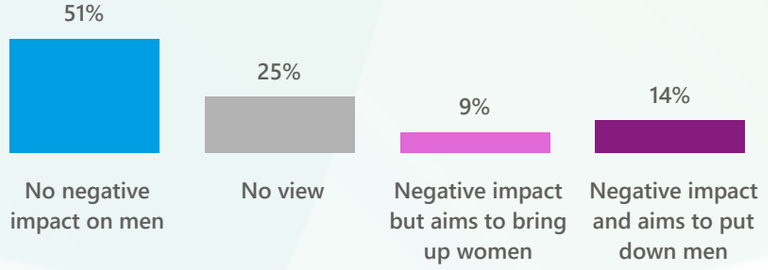
31% of males think that the large majority of heterosexual women only want to date the most physically attractive 20% of men.

- Males aged 16-29 were most likely to say this (46% vs 33% aged 30-59 and 18% aged 60+).
- This compares to 13% of females.

3% of males think it is more important for women to be monogamous than men, with little difference by age. This compares to 1% of females.

Applying a criteria for 'toxic masculinity' that is defined as having 3 or more atitudes that are are indicators of 'toxic masculinity', then the prevalence of 'toxic masculinity' is our islands is likely to be very low (less than 3% of males). However, it should be noted that more than 1 in 5 males hold at least one attitude on feminism and/or female attraction that is considered consistent with this mindset.

14% think feminism negatively impacts men AND aims to do this by 'putting men down' (rather than 'bringing women up')



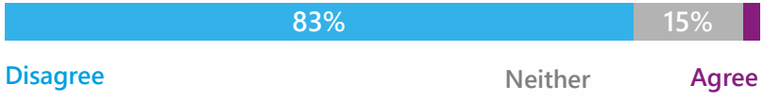
22% think the large majority of heterosexual women only want to date the most physically attractive 20% of men

"The large majority of heterosexual women only want to date the most physically attractive 20% of men"



2% think it is more important for the women to be monogamous than then man

"In a heterosexual relationship, it more important for the woman to be monogamous than the man"



2532 respondents

Use the filters to explore the results by gender and age group.

Results shown depend on the categories selected.

Gender

- ☑ Select all
- ☑ Female
- ☑ Male

Age Category

- ☑ Select all
- ☑ 16-29
- ☑ 30-44
- ☑ 45-59
- ☑ 60 & over

Note: when selecting categories, first unselect all options, then tick the options you want to view.

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COMMENTS RELATING TO MASCULINITY, MISOGYNY & MISANDRY

2026 SURVEY

Views in misogyny and misandry

Women have always been discriminated against by men, whereas misandry is nearly always a response to this discrimination.

I don't believe this is about women hating men or misandry. What I see instead is a lot of fear. Women aren't driven by hatred, they are scared. I for one am genuinely terrified.

We need to stop teaching children that as males they are part of an oppressive culture and as females they're all victims of that oppression - it sets people up to fail, to blame other for their own failures and to be unhappy from the outset.

Equality should be for men and women part of that mutual respect and understanding for each others needs. Some men are not good to women and equally some women are not good to men. Equal value on both.

The balance used to disadvantage women but I feel the pendulum has now swung the other way with men now disadvantaged

I don't think that feminism is purely about 'bringing women up' to the societal privileges of men (in the part of the world I live in). I think that it increasingly serves to break down harmful gendered divisions which also negatively impact men

I have experienced misogyny displayed by male colleagues in my workplace and as much as I disagree with it and don't engage with it or support it, I still find it difficult to call out directly. I want to do better.

Misogyny is rampant amongst young men and harmful ideologies and attitudes toward women are promoted by older men.

Misandry is hurt feelings. Misogyny is fatal. I am concerned for women more and more every day.

I think men get discriminated against in the interest of equality.

My issue with feminism is that it's biassed. I believe in equality rather than feminism. Yes woman's rights are important and need to be brought inline but everyone deserves equal treatment regardless of race, sex or preferences

Influence of social media, and concerns for young people

Concerned for impressionable young boys looking for male role models but also young girls who will feel the impacts of the manosphere

Very concerned of the impact of the manosphere on young men and what that means for women

The portrayal of what a man should be in some media is teaching young men and boys a way of being that is detrimental to themselves and their romantic relationships

Dangerous opinions can form in young people if they only have online to turn to.

I'm a teacher and the things that teenagers talk about seeing online with regards to misogyny makes me really worried for the future.

Looking at TV adverts, quite often the male is portrayed as the fool. If this were the other way round, the public response would be vocal.

Both misogyny and misandry are represented online but misogyny is challenged more and there is less resistance from society when misandry is spread

There are too many misogynistic influencers on social media and it is having an adverse affect on young men

I see both of these things online but the problem is algorithms and echo chambers so you don't always see the balance once you start looking in one direction.

Misogyny is being monetised by social media influencers. It's doing huge damage to young men and women are on the receiving end of the abuse

Younger people (who spend far more time online and are more influenced by it) can easily find lots of misogynistic content and follow/believe it

Teenagers have always been vulnerable to peer pressure but social media amplifies this.

until media like adolescence and into the manosphere, i didn't realise the extent to which this content is out there, all it takes is a full view of a video - not even a like - for a young persons algorithm to be full of that hateful messaging.

2532
respondents

Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

Gender

- [x] Select all
- [x] Female
- [x] Male

Age Category

- [x] Select all
- [x] 16-29
- [x] 30-44
- [x] 45-59
- [x] 60 & over

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PROFILE OF SURVEY RESPONDENTS

2026 SURVEY

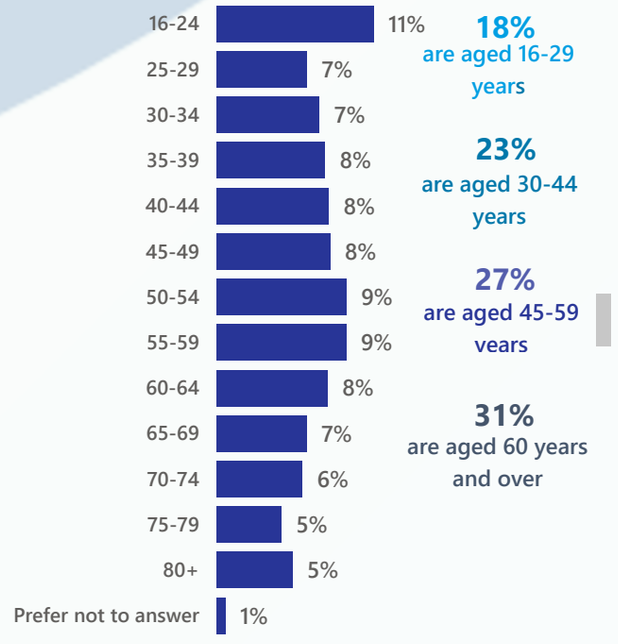
The graphs below show the profile of survey respondents, after survey weights have been used to correct for differences between the age and gender of the sample and the resident population in each island. This statistical technique has been used to make the results more representative of the resident population, though self-selection bias remains.

Around two thirds of the people who opted to take this survey said they spent 1-4 hours on social media each day, although responses were also received from those who used it less than this (22%) and more than this (10%).

2532
respondents

Use the filters to explore the results by gender and age group.
Results shown depend on the categories selected.

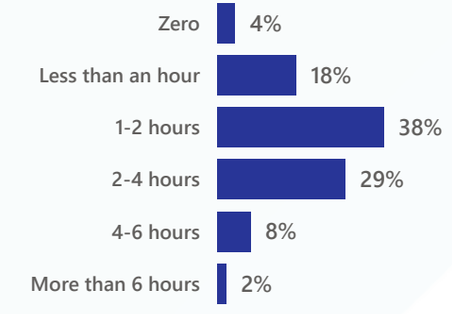
Age Group



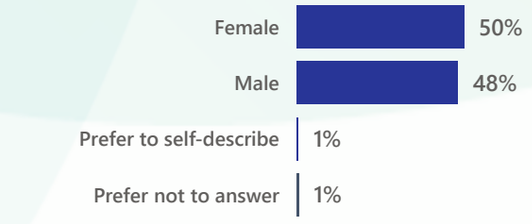
Island



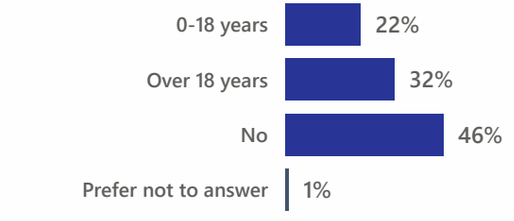
Time spend on social media (if use)



Gender



Any children



Gender
- ☑ Select all
- ☑ Female
- ☑ Male

Age Category
- ☑ Select all
- ☑ 16-29
- ☑ 30-44
- ☑ 45-59
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