

## Questionnaire on body cult

### I. GENERAL QUESTIONS

#### 1) I am

- 14
- 15
- 16
- 17
- 18
- older than 18
- No answer

#### 2) I live in

- a town (more than 5,000 inhabitants)
- a village (up to 5,000 inhabitants)
- No answer

#### 3) I am

- a sedentary person
- a relatively sedentary person
- not a sedentary person
- No answer

#### 4) I

- practise sports every day
- practise sports at least three times a week
- practise sports once or twice a week
- practise sports occasionally
- do not practise any sports
- No answer

#### 5) I usually

- have a balanced diet
- have a fairly balanced diet
- do not have a balanced diet at all
- No answer

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**6) I**

- do not smoke
- usually smoke from 1 to 5 cigarettes per day
- usually smoke from 6 to 10 cigarettes per day
- usually smoke more than 10 cigarettes per day
- No answer

**7) In my group of friends**

- no one smokes
- some of my friends smoke
- nearly all of them smoke
- No answer

**8) I**

- do not usually watch TV
- usually watch TV less than 1 hour per day
- usually watch TV 1-2 hours per day
- usually watch TV 3-4 hours per day
- usually watch TV more than 4 hours per day
- No answer

**9) I**

- like commercials on TV
- do not like commercials on TV
- ignore commercials on TV
- No answer

**10) I read newspapers or magazines**

- every day
- several times a week
- few times a month
- hardly ever
- never
- No answer

**11) I**

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- like publicity in the press
- do not like publicity in the press
- ignore publicity in the press
- No answer

**12) I usually surf the Internet**

- every day
- several times a week
- few times a month
- hardly ever
- never
- No answer

**13) When I surf the Net I am usually connected**

- up to one hour
- from one to two hours
- from two to three hours
- more than three hours a day
- No answer

**14) I**

- like commercials on the Internet
- do not like commercials on the Internet
- ignore commercials on the Internet
- No answer

*II. DEFINING BEING BEAUTIFUL AND NICE, KEEPING FIT AND BODY CULT*

**15) Personally, I think that a beautiful person is a person who**

- is thin
- is normal in terms of weight
- is muscular
- is fat
- No answer

**16) Personally, I think that a beautiful person is a person who**

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- resembles a pop star as much as possible
- does not need to resemble a pop star
- just looks his/her natural self
- No answer

**17) Personally, I think that a beautiful person is a person**

- who has blue eyes
- who has green eyes
- who has brown eyes
- who has black eyes
- the colour of a person's eyes is of no importance to me
- No answer

**18) Personally, I think that a beautiful person is a person**

- who wears fashionable clothes and shoes
- who wears the clothes and shoes he/she feels comfortable in
- clothes and shoes are of no importance to me
- No answer

**19) Personally, I think that a beautiful person is a person**

- who has a fashionable hair cut
- who has a hair cut he/she likes
- the hair cut is of no importance to me
- No answer

**20) Personally, I think that a nice person is**

- a beautiful person, but not necessarily clever
- a beautiful and a clever person
- a beautiful and a rich person
- just a clever person
- any person that is not dull
- No answer

**21) Personally, I think that the best way for young people to keep fit and healthy would be (TICK UP TO 2 ITEMS)**

- doing sports
- eating healthy food and have a balanced diet
- having special diets
- going out with friends

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- enjoying their lives, eating and doing what they wish/want most
- smoking

#### 22) What defines best the term 'body cult'?

- The fact that one keeps one's body clean and tidy
- The fact that one takes too much care of one's body
- The fact that one tries to modify one's body very often
- I do not know
- No answer

#### 23) Personally, I think that the following practices can be included in the term 'body cult' (TICK UP TO 3 ITEMS)

- piercing
- tattooing
- body building
- special hair cut
- wearing special clothes
- making-up / using cosmetics
- dying your hair
- anorexia
- bulimia
- dancing
- branding
- liposuction
- face lifting
- artificial limbs
- false teeth
- silicon implants

#### III. HOW YOUNGSTERS APPEAR - MY OPINION

#### 24) Personally, I think that the way young people dress today is mainly the result of

- their own decision
- their parents' suggestions
- the influence of fashion and media (television, radio, etc.)
- the influence of the companies which produce clothes
- all the factors above

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- I do not know
- No answer

**25) Personally, I think that young people today have their body pierced and tattooed because**

- in this way they express their own identity
- they want to show that they protest against certain social stereotypes/models
- they want to be more attractive
- they want to be like their role models
- No answer

**26) Personally, I think that young people spend**

- little money taking care of their body appearance
- not too much money taking care of their body appearance
- a relatively fair amount of money taking care of their body appearance
- a large sum of money taking care of their body appearance
- No answer

**27) Personally, I think that young people**

- like following fashion and trends related to body appearance
- ignore fashion and trends related to body appearance
- I do not know
- No answer

**28) Personally, I think that young people**

- feel satisfied and happy when having their body appearance changed
- are not completely satisfied when having their body appearance changed
- are not satisfied when having their body appearance changed
- No answer

**29) Personally, I think that**

- it is acceptable to change/model/shape your body, even if you create ever-lasting changes on it (for example when having a tattoo engraved on it)
- it is acceptable to change/model/shape your body, only if you do not create ever-lasting changes on it (for example when having a tattoo engraved on it)
- it is not acceptable to model your body
- No answer

**30) Personally, I**

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- would like to have a tattoo on my body
- would not like to have a tattoo on my body
- No answer

#### 31) Personally, I

- would like to have my body pierced
- would not like to have my body pierced
- No answer

#### IV. BODY CULT AND MEDIA

#### 32) Have you seen any adverts on body building?

- Yes
- No
- I do not remember
- No answer

#### 33) If you have seen any adverts on body building, where did you see them?

- In the press
- On TV
- On the Internet
- On the billboards in the street
- I do not remember
- No answer

#### 34) If you have seen any adverts on body building, did you like them?

- I found them attractive
- I did not find them too attractive
- I did not find them attractive
- I do not know
- No answer

#### 35) Have you visited a body building studio/gym?

- Yes
- No
- No answer

#### 36) Have you seen any adverts on piercing?

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- Yes
- No
- I do not remember
- No answer

**37) If you have seen any adverts on piercing, where did you see them?**

- In the press
- On TV
- On the Internet
- On billboards in the street
- I do not remember
- No answer

**38) If you have seen any adverts on piercing, what did you think of them?**

- I found them attractive
- I did not find them too attractive
- I did not find them attractive
- I do not know
- No answer

**39) Have you visited a piercing studio?**

- Yes
- No
- No answer

**40) Have you seen any adverts on tatoos?**

- Yes
- No
- I do not remember
- No answer

**41) If you have seen any adverts on tatoos, where did you see them?**

- In the press
- On TV
- On the Internet
- On billboards in the street
- I do not remember
- No answer



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**42) What did you think of the adverts on tattoos?**

- I found them attractive
- I did not find them too attractive
- I did not find them attractive
- I do not know
- No answer

**43) Have you visited a tattoo studio?**

- Yes
- No
- No answer

**44) Is there a tattooing studio near where you live?**

- Yes
- No
- I do not know
- No answer