



Your bum may look big but we'll never tell you so

DOES my bum look big in this? Do you like this new outfit? Do you think I'm putting on weight? These are some of the biggest questions of our time. And the answers, in order, as far as most men are concerned are: "No" (even if it's a lie), "Umm, yes of course" and "Maybe, but I'm not overly fussed because I'm much more turned on by who you are."

These were the findings of an exhaustive and scientific survey. Well, not that exhaustive or scientific, we just emailed a list of questions to 100 blokes when our website *The Punch* set out to gauge male attitudes to female body image. It struck us that this important national debate has largely been taking place on the female side of the register.

We decided to bring blokes into the conversation by determining how focussed men really were on women's physical characteristics. While not quite a clarion call for the women of Australia to let themselves go, the answers suggested women are far more anxious about their appearance than they need to be, and that the magazines, fashion and media who perpetuate unrealistic expectations are selling an illusion which most men aren't interested in.

These were the key findings.

Appearance

MEN are much more attracted to a woman's face than any other part of her body — 68 per cent of men surveyed said they looked for a pretty face, eight per cent said breasts, eight per cent legs, and 16 per cent a fat-free figure. In terms of ranking the importance of overall qualities, not one man said appearance was the most important — 24 per cent cited personality as the most important, with 76 per cent citing personality and appearance in equal measure.

Hair, outfits and honesty

JUST over half the men surveyed (56 per cent) said they immediately noticed if their wife or girlfriend had a new haircut or outfit, 38 per cent said they "eventually" realised and 6 per cent said they sometimes never realised.

As to the question every man fears — "does my bum look big in this?" — it seems there is little point even asking, with 52 per cent of men never telling the truth when asked.

Retouched photos

THE current issue of the *Women's Weekly* featuring an untouched photo of Sarah Murdoch was a mystery to most men, with 54 per cent saying they would not have realised the picture had not been retouched if not for the coverage.

Women's views on men

INTERESTINGLY, men think women are more turned on by a good physique than they are. Asked which physical qualities they thought women looked for in men, 41 per cent said a handsome face, closely followed by 36 per cent saying a good physique.

Perhaps explaining why Advanced Hair Studios is such a good business, 18 men said they thought women liked a good head of hair, just one bloke ticked "well-endowed" (probably bragging), and four said they couldn't think of anything about male appearance which women would find attractive, one of them writing: "I can't understand why lesbianism isn't more popular."

You can read all the articles at www.thepunch.com.au



Let it go:
 Nearly one in five men think women like a good head of hair, but do they?



Men declare women in great shape

DAVID PENBERTHY



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These are some of the biggest questions of our time. And the answers, in order, as far as most men are concerned are: "No" (even if it's a lie), "Umm, yes of course" and "Maybe, but I'm not overly fussed about it because I'm much more turned on by your face and by who you are."

These were the heartening findings of an exhaustive and scientific survey — well, not *that* exhaustive or scientific — we just emailed a list of questions to 100 blokes when our website The Punch set out to gauge male attitudes on the question of female body image.

It struck us that this important national debate has largely been taking place on the female side of the register. We decided to bring men into it by determining how focused they were on women's physical characteristics.

The answers suggested that women are far more anxious about appearance than they need to be, and that the people in magazines, fashion and media who perpetuate unrealistic expectations are selling an illusion that most men aren't that interested in anyway.

These were the key findings from the survey.

APPEARANCE: Men are much more attracted to a woman's face than any other part of her body — 68 per cent of men surveyed said they looked for a pretty face, just 8 per cent said great breasts, 8 per cent nice legs, and 16 per cent a perfect fat-free figure. In terms of ranking the importance of overall qualities, not one man said appearance was the

'Men are much more attracted to a woman's face than any other part of her body'

most important — 24 per cent cited personality as the most important, with 76 per cent citing personality and appearance in equal measure.

HAIR, outfits and honesty: Just over half the men surveyed (56 per cent) said they immediately noticed if their wife or girlfriend had a new haircut or outfit, 38 per cent said they eventually realised and 6 per cent said they sometimes never realised. As to the question every man fears — "Does my bum look big in this?" — 52 per cent of men said they never tell the truth when asked.

RETOUCHED photos: The current issue of the *Australian Women's Weekly* featuring an untouched photo of Sarah Murdoch was a mystery to most men, with 54 per cent saying they would not have realised the picture had not been retouched if not for the extent of the coverage it received.

WOMEN'S views on men: Interestingly, men think women are more turned on by a good physique than they are. Asked which physical qualities they thought women looked for in men, 41 per cent said a handsome face, followed by 36 per cent saying a good physique. Perhaps explaining why Advanced Hair Studios is such a good business, 18 per cent of men said they thought women liked them for a good head of hair. Just one man ticked well-endowed (and he was probably bragging).

As we said, it was neither scientific not exhaustive. But it was an interesting and valuable focus group exercise — and one that will hopefully challenge the absurd expectations our culture places on women who are already doing just fine the way they are. You can read all the articles at www.thepunch.com.au

David Penberthy is editor of The Punch website and a former editor of Sydney's Daily Telegraph



The Body: men say women don't have to look like Elle Macpherson clones to be admired.