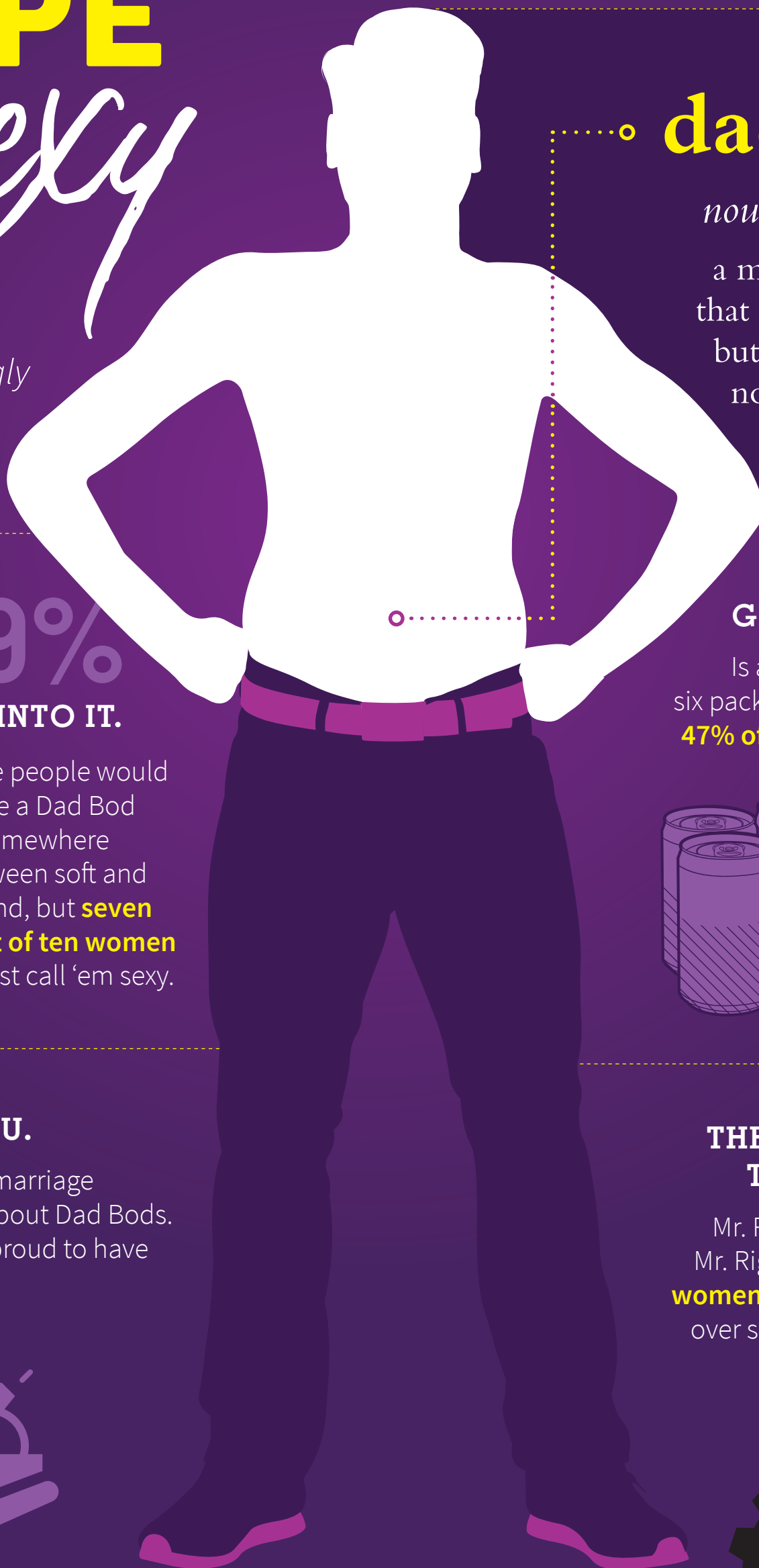


DAD BOD: THE NEW SHAPE OF *sexy*

According to a recent Planet Fitness survey, women overwhelmingly prefer a man with a Dad Bod.

BEAUTY ISN'T THIN DEEP.

For 78% of women, a Dad Bod is a sign of a man who's comfortable in his own skin. They see a man who leads a happy life — and works hard to take care of his family.



dad bod

noun [dad bād]

a male physique that is relatively fit but neither lean nor muscular.

69%

ARE INTO IT.

Some people would define a Dad Bod as somewhere between soft and round, but **seven out of ten women** just call 'em sexy.

YOU CAN'T GRAB THE ABS.

Is a Dad Bod the new six pack? The study shows **47% of women think so.**



THIS BOD'S FOR YOU.

When women think about marriage material, they're thinking about Dad Bods. **Nearly 80%** say they'd be proud to have a husband with a Dad Bod.



THE PROOF IS IN THE PADDING.

Mr. Ripped isn't always Mr. Right. In fact, **63% of women prefer a Dad Bod** over someone muscular.

