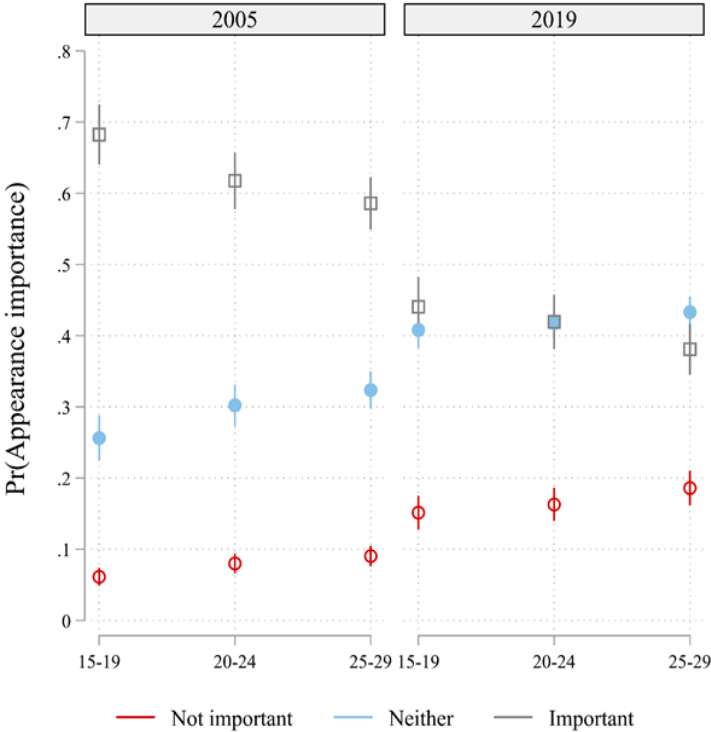


Online appendix

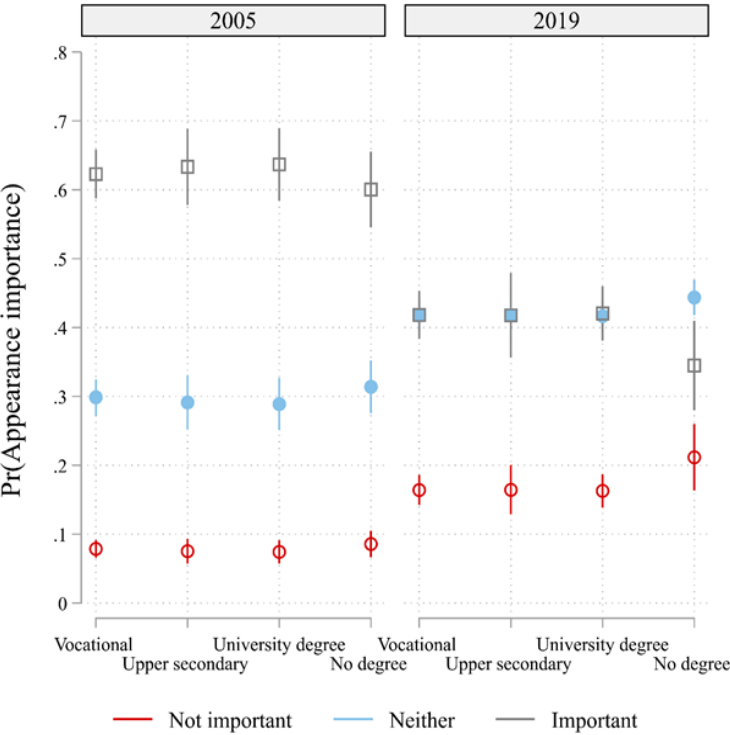
Sippel, K, Åberg, E., & Grahn, A. (2025). Shitfting (un)concerns in considering appearance important among Finnish adolescents and young adults. *Finnish Journal of Social Research*, Vol. 18 No. 2. [https://doi.org/ 10.51815/fjsr.141510](https://doi.org/10.51815/fjsr.141510)

Appendix 1 The distribution (% or mean (SD)) of variables (N=3,343)

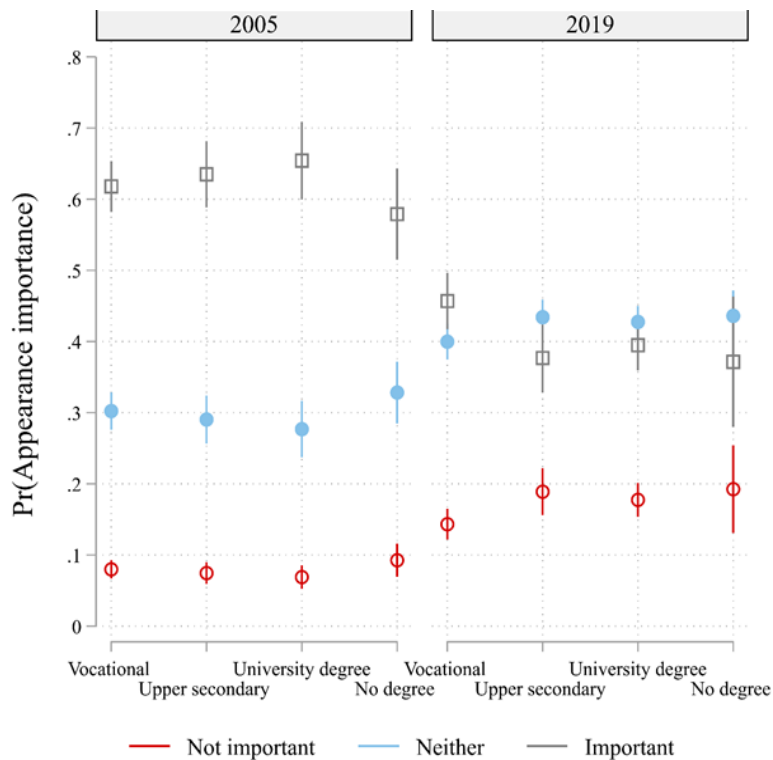
Variable	n	Valid %
Dependent variable		
How important are own appearance and looks		
Not at all important	59	1.8
Not very important	355	10.6
Neither important nor unimportant	1,201	35.9
Important	1,421	42.5
Very important	307	9.2
Independent variables		
Year		
2005	1,670	50
2019	1,673	50
Gender		
Male	1,684	50.4
Female	1,659	49.6
Age group		
15–19	947	28.3
20–24	1,120	33.5
25–29	1,276	38.2
Parental education: mother		
Vocational	1,285	38.4
Upper secondary	738	22.1
University degree	992	29.7
No degree	328	9.8
Parental education: father		
Vocational	1,453	43.5
Upper secondary	499	14.9
University degree	900	26.9
No degree	491	14.7
Life satisfaction		
Overall, how satisfied are you with your life today on a school grading scale from 4 to 10?	8.4 (0.97)	



Appendix 2 Predicted margins for the assessment of own appearance importance by age groups and survey year (2005 and 2019).



Appendix 3 Predicted margins for the assessment of own appearance importance by parental education: mother and survey year (2005 and 2019).



Appendix 4 Predicted margins for the assessment of own appearance importance by parental education: father and survey year (2005 and 2019).