Numerous studies by Singh (1993, 1994, 1995a, 1995b) have come to establish waist-to-hip ratio as an indicator of attractiveness. This study examines the influence of male peer groups upon perceptions of female attractiveness using waist-to-hip ratio as a measure.

In order to study the effects of peer influence on perceptions of female attractiveness, male university students were asked to participate in either a survey or one of three focus group sessions. A total of 71 students participated, 46 participants for the survey component and 26 focus group respondents. All participants were administered a six page survey composed of questions aimed at analyzing the rated attractiveness of women, and the effects of peer influence upon this decision.

Significant results have been gained through this study, which suggest that when exposed to a peer environment perceptions of the attractiveness of women are subject to peer influence.