

## YouGov Survey Results

Sample Size: 1668 GB Adults  
Fieldwork: 24th - 25th August 2016

	EU Ref Vote 2016				Vote in 2015				Gender		Age				Social Grade		Region					Bath Frequency		
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	A few times a week or more	Once a week/once every few weeks	Less than once a month
<b>Weighted Sample</b>	<b>1668</b>	656	712	267	470	390	100	160	807	861	193	712	412	350	951	717	200	554	359	402	153	535	266	447
Unweighted Sample	1668	789	701	156	478	425	117	166	723	945	175	675	428	390	1046	622	171	584	355	417	141	529	271	463
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### On average, how often do you have a bath?

Once a day	14	10	15	18	14	15	5	13	12	15	18	13	14	13	13	14	19	14	13	13	7	42	0	0
A few times a week	19	17	19	20	17	21	24	16	17	20	13	18	19	22	15	23	19	15	20	22	20	58	0	0
Once a week	9	9	10	7	9	9	8	7	9	9	8	10	8	9	9	9	12	8	11	6	11	0	57	0
Once every few weeks	7	9	5	8	6	8	7	7	6	8	6	9	4	6	7	6	6	7	7	7	7	0	43	0
Less than once a month	16	21	11	14	18	16	19	10	17	15	20	18	16	10	20	11	20	17	14	14	18	0	0	59
Less than once a year	11	10	13	10	11	11	8	15	11	11	9	12	11	9	12	9	10	11	10	12	13	0	0	41
Never	22	21	25	18	23	20	29	31	25	19	16	16	28	32	21	25	11	25	23	24	19	0	0	0
Don't know	3	2	1	5	3	1	1	1	3	3	10	4	0	0	3	3	4	3	2	2	5	0	0	0

### On average, how long do you spend in the bath?

[Only asked to those respondents who take baths; n=1263]

Less than 10 minutes	14	12	15	15	16	15	15	15	16	12	11	9	18	22	15	12	20	15	11	13	9	20	7	9
10-20 minutes	40	36	43	40	39	38	43	43	38	41	31	36	48	43	40	40	43	40	41	41	26	45	34	37
20-30 minutes	25	29	22	24	28	23	24	20	24	25	30	28	19	20	23	27	19	23	27	26	33	17	33	29
Between 30 minutes and an hour	16	19	14	14	10	20	12	16	16	16	22	21	11	9	17	15	13	16	16	13	28	14	21	17
Longer than an hour	3	3	3	5	2	2	4	4	3	4	6	4	2	2	3	4	3	3	4	4	3	3	5	3
Don't know	2	2	2	3	4	2	2	2	3	2	1	2	2	4	3	2	2	3	1	2	2	1	0	6

### For each of the following please say how often you do this when having a bath?

Read																								
Always	9	9	9	8	11	9	10	9	9	9	4	11	9	8	10	8	7	8	8	10	13	7	15	8
Often	12	16	9	8	11	16	11	10	11	13	14	13	11	8	13	9	11	14	10	11	11	10	11	14
Occasionally	19	24	17	10	18	20	24	13	17	20	21	22	15	13	20	17	14	18	19	21	21	16	19	21
Never	60	50	64	72	60	54	55	68	62	58	56	54	65	71	56	65	65	59	62	58	55	66	54	56
Don't know	1	1	1	2	1	1	0	0	1	1	5	0	1	0	1	1	3	0	2	0	0	1	1	1

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<b>Weighted Sample</b>	<b>1668</b>	<b>656</b>	<b>712</b>	<b>267</b>	<b>470</b>	<b>390</b>	<b>100</b>	<b>160</b>	<b>807</b>	<b>861</b>	<b>193</b>	<b>712</b>	<b>412</b>	<b>350</b>	<b>951</b>	<b>717</b>	<b>200</b>	<b>554</b>	<b>359</b>	<b>402</b>	<b>153</b>	<b>535</b>	<b>266</b>	<b>447</b>
Unweighted Sample	1668	789	701	156	478	425	117	166	723	945	175	675	428	390	1046	622	171	584	355	417	141	529	271	463
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Listen to music</b>																								
Always	8	8	8	11	8	7	4	11	10	7	16	9	8	2	10	6	10	9	8	8	8	7	13	7
Often	15	16	14	11	10	17	16	13	14	15	23	17	11	9	14	16	15	13	17	13	17	17	13	13
Occasionally	29	35	25	27	30	33	26	23	28	30	26	31	30	25	32	26	29	28	29	31	29	26	32	32
Never	47	40	53	49	52	43	54	53	46	47	31	42	50	63	44	50	44	50	44	48	46	50	42	47
Don't know	1	1	1	2	1	1	0	0	1	1	5	0	1	0	1	1	3	0	2	0	0	1	1	1
<b>Watch TV programmes</b>																								
Always	2	1	2	3	2	1	0	4	2	2	3	3	0	0	3	1	2	2	1	2	1	3	1	1
Often	5	5	4	5	4	3	7	3	6	4	8	8	2	0	5	5	5	4	6	3	10	4	7	5
Occasionally	8	9	6	10	7	8	10	7	8	8	17	10	5	1	10	5	8	9	7	8	7	7	10	8
Never	84	83	86	80	86	87	83	85	83	85	67	78	92	97	81	88	82	83	84	87	80	86	79	85
Don't know	1	1	1	3	1	2	0	1	1	1	5	1	1	1	1	2	4	1	2	0	1	2	1	1
<b>Use social media</b>																								
Always	2	1	2	6	1	1	0	4	3	2	7	3	0	0	2	3	2	3	2	2	1	3	2	1
Often	6	9	5	4	6	6	6	4	6	6	13	9	3	0	7	6	5	6	7	6	9	7	8	5
Occasionally	10	13	7	12	8	10	14	3	10	11	18	14	5	2	11	9	6	10	11	12	12	10	13	8
Never	80	76	85	75	84	80	80	89	80	80	57	73	90	97	79	81	84	80	78	79	78	78	76	84
Don't know	1	1	1	3	1	2	0	0	1	1	5	1	1	1	1	2	3	1	2	0	0	2	1	1
<b>Wash your hair</b>																								
Always	39	34	42	41	36	37	32	43	49	30	43	43	32	32	36	42	40	37	39	38	42	39	40	37
Often	23	25	22	21	24	22	26	15	22	24	23	20	23	30	24	21	25	23	24	21	22	28	23	17
Occasionally	17	20	15	16	17	22	21	14	14	20	15	18	19	14	20	14	18	16	16	19	19	15	14	22
Never	20	19	21	20	22	17	19	28	14	25	13	17	25	23	19	21	15	22	19	22	17	16	23	23
Don't know	1	1	1	2	1	2	2	0	2	1	6	1	1	1	1	2	3	1	3	0	0	1	1	2
<b>Sleep</b>																								
Always	2	2	2	3	1	2	4	2	3	1	3	3	1	1	2	3	2	2	1	2	4	2	4	1
Often	3	3	2	5	3	1	1	0	4	1	2	3	4	2	2	4	5	2	5	1	2	3	2	2
Occasionally	10	10	10	9	11	10	9	9	11	8	8	10	12	7	10	10	7	13	8	7	13	9	10	10
Never	84	84	85	80	84	85	86	88	80	88	82	84	83	89	86	82	83	83	84	89	81	83	84	86
Don't know	1	1	1	2	1	1	0	1	1	1	6	1	0	1	1	2	3	1	2	1	0	2	1	1
<b>Urinate</b>																								
Always	3	3	2	4	1	3	6	1	3	2	9	3	0	0	2	3	4	3	2	3	2	3	2	2
Often	3	3	2	3	3	1	3	2	4	2	3	4	3	0	2	3	4	2	4	2	3	3	3	2
Occasionally	11	11	8	15	11	10	6	8	14	8	10	14	7	6	11	9	13	9	11	12	8	10	16	8
Never	83	82	86	76	85	84	85	88	78	87	71	78	90	93	83	82	75	86	81	83	87	83	77	86
Don't know	1	1	1	3	1	1	0	0	1	1	7	1	1	0	1	2	4	1	2	0	0	2	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you use any of the following when having a bath? Please tick all that apply

Bubble bath	60	64	59	52	62	63	59	49	48	70	60	65	58	51	61	59	52	59	61	63	66	57	68	58
Bath salts	16	17	15	15	12	18	16	16	12	19	13	16	18	15	17	15	16	15	17	14	23	18	19	12
Bath bombs	16	20	12	16	11	19	15	14	6	24	30	20	11	3	18	13	14	17	15	15	19	13	16	18
Bath oil	14	15	13	13	12	16	10	16	9	18	11	13	14	17	14	13	14	14	16	13	11	15	19	10
Scented candles	12	14	10	11	8	14	10	11	5	17	17	15	9	5	12	11	12	10	11	11	18	10	14	12
Candles (non scented)	7	9	7	4	5	11	11	6	5	9	9	10	5	2	8	6	7	7	8	5	12	6	11	7
Rubber duck	4	5	4	0	3	5	2	4	4	3	9	5	1	1	4	4	5	4	5	3	2	4	5	3
None of these	30	25	29	41	28	28	31	36	41	19	32	25	34	35	27	33	33	29	32	28	23	34	19	31
Don't know	1	1	1	1	1	1	0	0	1	0	3	1	0	0	1	1	5	1	0	0	0	1	1	1

What is your primary motivation for not having a bath?

[Only asked to those respondents who said that they 'never' have a bath; n=367]

I prefer showers	56	58	56	48	65	53	59	53	56	55	49	61	53	56	58	54	62	60	56	51	46	0	0	0
I do not have a bath	24	22	28	19	18	28	14	29	27	20	8	30	26	20	25	24	28	19	25	24	43	0	0	0
It takes too long	4	4	2	9	2	7	4	5	4	3	19	2	2	2	4	3	0	3	5	4	3	0	0	0
It uses too much water	4	6	3	8	6	3	3	4	5	4	13	1	6	4	4	5	0	6	4	5	1	0	0	0
It's not very hygienic	3	4	1	5	3	2	3	2	3	2	8	3	3	1	3	2	6	2	3	3	2	0	0	0
My bath is smaller than I'd like	1	1	1	0	0	0	2	0	0	1	2	1	0	0	0	1	0	1	1	0	0	0	0	0
Something else	8	6	9	9	6	8	15	7	4	13	0	2	9	15	5	10	5	9	4	10	4	0	0	0
Don't know	1	0	1	2	1	0	0	0	1	1	0	0	1	2	1	1	0	0	2	2	0	0	0	0