

# YouGov Survey Results

Sample Size: 1689 GB Adults  
Fieldwork: 13th - 14th April 2021

	Vote In 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1689</b>	<b>573</b>	<b>419</b>	<b>152</b>	<b>627</b>	<b>669</b>	<b>821</b>	<b>868</b>	<b>184</b>	<b>704</b>	<b>407</b>	<b>394</b>	<b>963</b>	<b>726</b>	<b>203</b>	<b>568</b>	<b>367</b>	<b>407</b>	<b>145</b>
<b>Unweighted Sample</b>	<b>1689</b>	<b>569</b>	<b>428</b>	<b>155</b>	<b>680</b>	<b>686</b>	<b>744</b>	<b>945</b>	<b>133</b>	<b>683</b>	<b>428</b>	<b>445</b>	<b>1011</b>	<b>678</b>	<b>156</b>	<b>602</b>	<b>385</b>	<b>405</b>	<b>141</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about while in lockdown, how much did you care about how you looked and presented yourself (such as what you were wearing, makeup, hair etc)?

A lot	5	6	4	5	4	5	4	6	3	4	6	8	5	6	6	6	5	5	2
A fair amount	23	26	23	28	25	24	23	23	18	19	26	29	23	23	18	23	29	22	20
<b>TOTAL A LOT / A FAIR AMOUNT</b>	<b>28</b>	<b>32</b>	<b>27</b>	<b>33</b>	<b>29</b>	<b>29</b>	<b>27</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>32</b>	<b>37</b>	<b>28</b>	<b>29</b>	<b>24</b>	<b>29</b>	<b>34</b>	<b>27</b>	<b>22</b>
Not very much	44	45	44	42	46	45	42	46	45	45	45	42	47	41	49	43	40	47	44
Not at all	24	23	25	25	23	24	25	23	22	27	21	21	24	24	21	24	23	22	30
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>68</b>	<b>68</b>	<b>69</b>	<b>67</b>	<b>69</b>	<b>69</b>	<b>67</b>	<b>69</b>	<b>67</b>	<b>72</b>	<b>66</b>	<b>63</b>	<b>71</b>	<b>65</b>	<b>70</b>	<b>67</b>	<b>63</b>	<b>69</b>	<b>74</b>
Don't know	4	1	3	1	2	2	6	2	12	4	2	0	2	7	6	4	3	4	3

And thinking about now with lockdown restrictions easing, how much do you care about how you look and present yourself (such as what you're wearing, makeup, hair etc)?

A lot	10	12	10	8	10	10	8	13	9	10	9	13	10	10	8	11	12	11	8
A fair amount	42	44	45	47	44	43	36	48	39	41	43	45	44	40	48	42	38	43	42
<b>TOTAL A LOT / A FAIR AMOUNT</b>	<b>52</b>	<b>56</b>	<b>55</b>	<b>55</b>	<b>54</b>	<b>53</b>	<b>44</b>	<b>61</b>	<b>48</b>	<b>51</b>	<b>52</b>	<b>58</b>	<b>54</b>	<b>50</b>	<b>56</b>	<b>53</b>	<b>50</b>	<b>54</b>	<b>50</b>
Not very much	32	32	34	35	33	33	35	30	32	32	35	31	34	30	30	31	35	32	33
Not at all	11	10	8	8	9	11	15	8	8	12	10	11	9	13	6	12	12	11	14
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>43</b>	<b>42</b>	<b>42</b>	<b>43</b>	<b>42</b>	<b>44</b>	<b>50</b>	<b>38</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>42</b>	<b>43</b>	<b>43</b>	<b>36</b>	<b>43</b>	<b>47</b>	<b>43</b>	<b>47</b>
Don't know	4	2	4	1	3	2	6	2	12	5	3	1	2	7	8	4	3	3	3

Will you do/have you done any of the following specifically because coronavirus restrictions are lifting and people can start to socialise again?

Get in shape/start to diet

I have/will do this, specifically because restrictions are lifting and people can start to socialise again	13	11	14	9	13	11	12	14	21	15	10	9	15	11	17	12	13	10	19
I have/will do this, but not specifically because restrictions are lifting and people can start to socialise again	40	40	44	45	45	40	36	45	35	43	44	35	40	41	40	38	41	46	34
No, I have not/will not do this	40	44	37	40	38	44	45	35	30	35	40	52	41	38	35	43	39	37	42
Don't know	7	5	5	6	4	5	7	6	14	7	6	4	4	10	8	6	7	7	5

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

**Get a haircut**

I have/will do this, specifically because restrictions are lifting and people can start to socialise again	<b>29</b>	33	25	36	28	33	26	33	25	29	28	34	30	28	26	29	29	32	28
I have/will do this, but not specifically because restrictions are lifting and people can start to socialise again	<b>39</b>	37	43	46	44	36	35	43	33	41	41	36	41	36	34	38	38	40	46
No, I have not/will not do this	<b>26</b>	25	29	16	25	28	33	20	25	26	27	26	25	28	33	28	26	23	21
Don't know	<b>6</b>	4	3	3	3	3	7	4	18	5	4	4	4	8	7	5	7	5	5

**Buy new clothes**

I have/will do this, specifically because restrictions are lifting and people can start to socialise again	<b>13</b>	12	14	7	11	12	9	16	18	15	9	9	13	12	16	11	9	16	12
I have/will do this, but not specifically because restrictions are lifting and people can start to socialise again	<b>36</b>	38	37	39	38	35	31	41	28	39	39	32	37	36	39	31	40	39	34
No, I have not/will not do this	<b>43</b>	46	43	47	45	48	51	36	41	37	45	53	45	41	39	49	43	37	47
Don't know	<b>8</b>	4	6	6	6	5	8	8	14	8	7	5	5	11	7	8	8	9	6

**Get a beauty treatment (such as facial, manicure, waxing, eyebrow threading)**

I have/will do this, specifically because restrictions are lifting and people can start to socialise again	<b>8</b>	7	9	4	8	8	2	13	10	9	8	4	9	6	10	8	5	7	11
I have/will do this, but not specifically because restrictions are lifting and people can start to socialise again	<b>12</b>	10	13	10	11	11	5	19	12	16	9	8	13	11	12	11	14	12	13
No, I have not/will not do this	<b>75</b>	80	73	82	77	77	86	63	65	69	78	84	75	74	69	75	75	76	74
Don't know	<b>6</b>	3	5	4	4	4	7	5	13	5	5	3	3	9	9	6	5	5	3

**Buy new beauty products (such as makeup, hair styling products, face masks)**

I have/will do this, specifically because restrictions are lifting and people can start to socialise again	<b>5</b>	4	8	2	6	4	2	9	13	6	3	3	6	5	5	5	6	5	6
I have/will do this, but not specifically because restrictions are lifting and people can start to socialise again	<b>17</b>	15	20	17	17	15	7	27	18	21	15	12	18	17	25	16	16	18	13
No, I have not/will not do this	<b>71</b>	78	67	78	73	77	85	59	58	66	76	82	73	70	63	73	71	71	78
Don't know	<b>6</b>	3	5	3	4	4	6	6	11	6	6	3	4	8	7	6	6	6	2