

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

Wearing a bra

Unweighted base	1131	-	1131	118	181	192	175	465	701	430
Base: All GB adults	1041	-	1041	111	169	181	158	422	569	471
Much more often	1%	-	1%	1%	1%	2%	3%	1%	1%	2%
A little more often	1%	-	1%	3%	4%	0%	1%	0%	1%	1%
About the same amount	62%	-	62%	25%	47%	69%	66%	74%	60%	65%
A little less often	14%	-	14%	23%	20%	13%	13%	11%	13%	15%
Much less often	19%	-	19%	43%	27%	15%	16%	12%	22%	15%
Don't know	1%	-	1%	2%	1%	0%	-	0%	1%	0%
Not applicable - I have never done this	1%	-	1%	3%	-	0%	1%	2%	2%	1%

Wearing make up

Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	1%	0%	1%	1%	0%	1%	2%	-	0%	1%
A little more often	1%	1%	1%	2%	3%	1%	0%	0%	1%	1%
About the same amount	16%	8%	24%	12%	14%	17%	18%	18%	13%	20%
A little less often	8%	1%	15%	7%	14%	8%	8%	6%	8%	8%
Much less often	22%	3%	40%	28%	30%	22%	17%	19%	24%	20%
Don't know	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%
Not applicable - I have never done this	52%	87%	18%	49%	38%	51%	55%	56%	53%	50%

Styling my hair

Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%
A little more often	2%	2%	1%	4%	3%	2%	1%	1%	2%	2%
About the same amount	38%	36%	39%	33%	28%	39%	43%	39%	35%	41%
A little less often	17%	12%	22%	17%	16%	22%	16%	17%	19%	16%
Much less often	24%	17%	30%	39%	38%	25%	19%	16%	26%	20%
Don't know	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
Not applicable - I have never done this	17%	30%	6%	4%	12%	11%	19%	26%	16%	19%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Wearing a bra									
Unweighted base	1131	271	184	120	127	270	972	53	106
Base: All GB adults	1041	237	166	111	146	244	904	40	96
Much more often	1%	3%	1%	-	1%	1%	2%	2%	-
A little more often	1%	2%	1%	2%	2%	2%	2%	-	-
About the same amount	62%	67%	63%	61%	49%	68%	63%	62%	57%
A little less often	14%	14%	17%	15%	17%	11%	14%	12%	17%
Much less often	19%	13%	17%	20%	28%	18%	18%	22%	22%
Don't know	1%	1%	-	-	1%	0%	1%	-	1%
Not applicable - I have never done this	1%	1%	1%	2%	2%	0%	1%	3%	3%
Wearing make up									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	1%	1%	-	-	1%	1%	1%	-	1%
A little more often	1%	1%	0%	1%	2%	1%	1%	-	1%
About the same amount	16%	16%	14%	20%	15%	17%	16%	18%	17%
A little less often	8%	8%	9%	8%	11%	8%	9%	7%	3%
Much less often	22%	22%	23%	24%	23%	21%	22%	17%	23%
Don't know	1%	0%	0%	0%	1%	1%	1%	-	0%
Not applicable - I have never done this	52%	52%	53%	46%	47%	53%	51%	58%	54%
Styling my hair									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	1%	1%	0%	0%	1%	0%	1%	-	1%
A little more often	2%	2%	1%	1%	2%	3%	2%	1%	2%
About the same amount	38%	38%	33%	43%	34%	41%	38%	32%	41%
A little less often	17%	16%	23%	18%	20%	15%	18%	24%	10%
Much less often	24%	25%	26%	22%	25%	20%	24%	22%	26%
Don't know	1%	2%	0%	-	3%	1%	1%	-	1%
Not applicable - I have never done this	17%	16%	16%	15%	15%	21%	17%	21%	18%

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Total	Government Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland
Wearing a bra													
Unweighted base	1131	46	134	91	92	92	120	127	163	107	972	53	106
Base: All GB adults	1041	42	117	79	85	81	111	146	146	98	904	40	96
Much more often	1%	3%	4%	2%	1%	1%	-	1%	1%	1%	2%	2%	-
A little more often	1%	-	2%	1%	1%	-	2%	2%	1%	2%	2%	-	-
About the same amount	62%	62%	71%	64%	66%	59%	61%	49%	70%	64%	63%	62%	57%
A little less often	14%	11%	12%	17%	16%	17%	15%	17%	8%	16%	14%	12%	17%
Much less often	19%	18%	9%	15%	14%	21%	20%	28%	18%	17%	18%	22%	22%
Don't know	1%	4%	1%	-	-	-	-	1%	1%	-	1%	-	1%
Not applicable - I have never done this	1%	2%	1%	-	1%	1%	2%	2%	0%	-	1%	3%	3%
Wearing make up													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	1%	1%	0%	0%	-	-	-	1%	1%	1%	1%	-	1%
A little more often	1%	-	1%	2%	1%	-	1%	2%	0%	2%	1%	-	1%
About the same amount	16%	14%	15%	19%	14%	14%	20%	15%	15%	18%	16%	18%	17%
A little less often	8%	4%	9%	9%	10%	8%	8%	11%	7%	8%	9%	7%	3%
Much less often	22%	26%	22%	20%	22%	25%	24%	23%	22%	18%	22%	17%	23%
Don't know	1%	2%	-	-	1%	-	0%	1%	1%	0%	1%	-	0%
Not applicable - I have never done this	52%	53%	54%	49%	53%	53%	46%	47%	53%	52%	51%	58%	54%
Styling my hair													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	1%	2%	1%	2%	1%	-	0%	1%	0%	0%	1%	-	1%
A little more often	2%	-	2%	1%	1%	1%	1%	2%	5%	1%	2%	1%	2%
About the same amount	38%	40%	33%	45%	36%	28%	43%	34%	40%	42%	38%	32%	41%
A little less often	17%	15%	17%	14%	22%	25%	18%	20%	15%	13%	18%	24%	10%
Much less often	24%	23%	28%	22%	23%	30%	22%	25%	20%	20%	24%	22%	26%
Don't know	1%	2%	3%	-	0%	-	-	3%	1%	-	1%	-	1%
Not applicable - I have never done this	17%	18%	15%	16%	17%	16%	15%	15%	19%	23%	17%	21%	18%

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Total	Working Status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

	Unweighted base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Wearing a bra	1131	377	192	569	70	289	66	137	480	138	122	58	331
Base: All GB adults	1041	343	178	521	65	259	65	131	442	127	110	51	309
Much more often	1%	1%	1%	1%	2%	1%	4%	2%	2%	1%	1%	1%	2%
A little more often	1%	2%	0%	2%	1%	1%	2%	1%	1%	2%	1%	-	2%
About the same amount	62%	60%	66%	62%	22%	74%	66%	58%	71%	52%	64%	79%	51%
A little less often	14%	15%	17%	16%	23%	10%	12%	14%	10%	25%	18%	10%	15%
Much less often	19%	20%	15%	18%	49%	12%	13%	22%	15%	18%	15%	6%	27%
Don't know	1%	1%	-	1%	1%	0%	-	1%	0%	-	-	-	1%
Not applicable - I have never done this	1%	0%	2%	1%	3%	1%	3%	2%	1%	2%	2%	4%	1%
Wearing make up	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	-	0%
A little more often	1%	1%	1%	1%	3%	0%	3%	1%	1%	1%	-	-	2%
About the same amount	16%	17%	18%	17%	11%	18%	15%	11%	16%	15%	20%	18%	15%
A little less often	8%	6%	15%	8%	10%	7%	11%	6%	8%	7%	9%	11%	8%
Much less often	22%	21%	28%	23%	22%	19%	14%	30%	21%	25%	26%	25%	21%
Don't know	1%	1%	-	0%	1%	0%	-	1%	1%	0%	-	-	1%
Not applicable - I have never done this	52%	53%	39%	50%	52%	55%	56%	50%	53%	51%	46%	46%	53%
Styling my hair	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	1%	1%	-	1%	-	0%	3%	0%	1%	0%	0%	-	1%
A little more often	2%	2%	1%	1%	6%	1%	-	4%	2%	2%	-	2%	3%
About the same amount	38%	38%	40%	39%	34%	39%	34%	33%	39%	34%	36%	42%	38%
A little less often	17%	17%	24%	18%	24%	16%	15%	14%	19%	19%	17%	17%	15%
Much less often	24%	26%	20%	24%	30%	17%	30%	29%	18%	33%	25%	21%	27%
Don't know	1%	1%	1%	1%	6%	1%	-	1%	1%	1%	1%	-	2%
Not applicable - I have never done this	17%	16%	15%	15%	1%	26%	17%	19%	21%	12%	20%	19%	14%

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Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

Wearing a bra							
Unweighted base	1131	814	140	122	34	296	21
Base: All GB adults	1041	744	132	113	32	277	20
Much more often	1%	1%	4%	-	-	2%	5%
A little more often	1%	1%	1%	1%	2%	1%	-
About the same amount	62%	63%	60%	62%	56%	60%	48%
A little less often	14%	13%	18%	16%	19%	17%	19%
Much less often	19%	19%	16%	21%	23%	19%	23%
Don't know	1%	0%	1%	1%	-	1%	5%
Not applicable - I have never done this	1%	2%	1%	-	-	0%	-
Wearing make up							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	1%	0%	1%	-	1%	1%	3%
A little more often	1%	1%	1%	1%	-	1%	3%
About the same amount	16%	17%	13%	14%	13%	13%	19%
A little less often	8%	6%	9%	14%	18%	12%	13%
Much less often	22%	20%	27%	27%	22%	27%	19%
Don't know	1%	1%	-	0%	-	0%	4%
Not applicable - I have never done this	52%	54%	48%	43%	46%	46%	39%
Styling my hair							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	1%	1%	1%	1%	-	1%	-
A little more often	2%	1%	5%	2%	6%	4%	-
About the same amount	38%	38%	36%	37%	26%	35%	45%
A little less often	17%	17%	18%	22%	22%	20%	10%
Much less often	24%	23%	28%	23%	31%	27%	29%
Don't know	1%	1%	0%	1%	-	1%	-
Not applicable - I have never done this	17%	19%	12%	13%	15%	13%	16%

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Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

Wearing a bra

Unweighted base	1131	641	490	87	124	88	45	255	429
Base: All GB adults	1041	602	439	86	114	83	41	240	403
Much more often	1%	2%	1%	1%	1%	4%	-	2%	2%
A little more often	1%	1%	2%	2%	1%	-	-	1%	0%
About the same amount	62%	71%	50%	62%	62%	63%	86%	64%	74%
A little less often	14%	14%	14%	18%	14%	19%	12%	17%	13%
Much less often	19%	11%	29%	14%	21%	15%	2%	15%	9%
Don't know	1%	0%	1%	2%	1%	-	-	1%	-
Not applicable - I have never done this	1%	1%	2%	-	-	-	-	-	2%

Wearing make up

Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	1%	1%	0%	0%	1%	0%	1%	1%	1%
A little more often	1%	1%	2%	1%	1%	1%	-	1%	1%
About the same amount	16%	17%	15%	13%	9%	12%	25%	13%	20%
A little less often	8%	9%	6%	16%	14%	12%	10%	12%	7%
Much less often	22%	21%	23%	25%	27%	26%	17%	25%	20%
Don't know	1%	0%	1%	1%	0%	-	-	0%	0%
Not applicable - I have never done this	52%	51%	53%	44%	47%	48%	47%	48%	52%

Styling my hair

Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	1%	1%	1%	1%	0%	2%	-	1%	0%
A little more often	2%	2%	2%	3%	3%	4%	-	3%	1%
About the same amount	38%	39%	36%	29%	32%	43%	48%	36%	40%
A little less often	17%	19%	15%	22%	24%	16%	23%	21%	18%
Much less often	24%	19%	30%	31%	24%	20%	16%	24%	17%
Don't know	1%	1%	2%	1%	1%	0%	-	1%	1%
Not applicable - I have never done this	17%	20%	14%	12%	15%	14%	12%	14%	23%

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Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

How often, if at all, are you doing each of the following during the current Coronavirus lockdown (i.e. since January 2021) compared to before the first Coronavirus lockdown (i.e. before March 2020), or is it about the same amount? (Please select one option on each row)

Wearing a bra

Unweighted base	1131	878	391	187	241	493	206	774	817	108
Base: All GB adults	1041	804	349	163	222	456	199	710	749	93
Much more often	1%	1%	1%	1%	2%	2%	0%	2%	2%	-
A little more often	1%	1%	2%	1%	3%	1%	0%	1%	1%	1%
About the same amount	62%	61%	50%	51%	50%	51%	43%	59%	59%	66%
A little less often	14%	15%	17%	19%	17%	18%	20%	14%	16%	13%
Much less often	19%	20%	28%	26%	28%	27%	34%	22%	21%	18%
Don't know	1%	0%	1%	1%	1%	1%	0%	1%	1%	-
Not applicable - I have never done this	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

Wearing make up

Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
A little more often	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
About the same amount	16%	16%	12%	10%	14%	13%	13%	16%	16%	17%
A little less often	8%	9%	7%	7%	14%	10%	9%	9%	9%	6%
Much less often	22%	25%	24%	24%	40%	30%	35%	25%	25%	26%
Don't know	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%
Not applicable - I have never done this	52%	49%	55%	57%	28%	44%	40%	47%	48%	50%

Styling my hair

Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
A little more often	2%	2%	2%	1%	3%	3%	4%	2%	2%	1%
About the same amount	38%	37%	34%	33%	27%	31%	27%	36%	35%	37%
A little less often	17%	19%	19%	17%	25%	21%	19%	18%	20%	18%
Much less often	24%	25%	28%	33%	36%	34%	41%	27%	27%	28%
Don't know	1%	1%	1%	2%	0%	2%	2%	1%	1%	1%
Not applicable - I have never done this	17%	15%	14%	13%	8%	9%	5%	15%	14%	14%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Washing my hair										
Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
A little more often	5%	7%	4%	14%	5%	6%	3%	3%	4%	6%
About the same amount	67%	73%	62%	46%	53%	66%	73%	77%	66%	70%
A little less often	18%	12%	24%	25%	28%	20%	15%	14%	20%	16%
Much less often	6%	5%	8%	12%	10%	4%	6%	4%	7%	5%
Don't know	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%
Not applicable - I have never done this	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%
Showering										
Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	3%	2%	3%	2%	6%	3%	1%	2%	2%	3%
A little more often	7%	8%	6%	15%	9%	7%	5%	5%	6%	8%
About the same amount	72%	74%	71%	55%	60%	71%	80%	79%	71%	73%
A little less often	14%	12%	15%	23%	20%	15%	10%	10%	15%	11%
Much less often	3%	3%	4%	4%	5%	4%	2%	3%	4%	2%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
Not applicable - I have never done this	1%	1%	1%	0%	-	-	1%	2%	1%	2%
Using deodorant										
Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%
A little more often	3%	3%	2%	6%	4%	1%	2%	2%	2%	3%
About the same amount	76%	72%	80%	62%	66%	83%	78%	79%	75%	78%
A little less often	9%	11%	8%	17%	14%	10%	7%	6%	11%	7%
Much less often	6%	6%	5%	8%	11%	4%	5%	4%	7%	5%
Don't know	1%	1%	0%	4%	1%	1%	0%	0%	1%	1%
Not applicable - I have never done this	4%	6%	2%	1%	3%	0%	5%	7%	4%	5%
Putting on fresh clothes										
Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	2%	1%	2%	1%	4%	2%	1%	2%	1%	2%
A little more often	5%	6%	5%	5%	7%	6%	7%	4%	5%	5%
About the same amount	63%	66%	60%	51%	48%	58%	69%	72%	62%	65%
A little less often	20%	17%	23%	27%	25%	25%	15%	16%	20%	20%
Much less often	9%	9%	9%	16%	15%	9%	7%	5%	11%	7%
Don't know	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%
Not applicable - I have never done this	0%	0%	-	-	0%	-	-	0%	0%	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
Washing my hair									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	1%	1%	1%	0%	2%	2%	1%	1%	1%
A little more often	5%	5%	4%	6%	5%	5%	5%	10%	4%
About the same amount	67%	67%	72%	68%	60%	69%	67%	62%	70%
A little less often	18%	16%	16%	22%	24%	17%	18%	22%	17%
Much less often	6%	8%	6%	3%	6%	5%	6%	5%	7%
Don't know	1%	1%	1%	0%	2%	1%	1%	-	1%
Not applicable - I have never done this	1%	2%	0%	-	1%	1%	1%	1%	0%
Showering									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	3%	3%	2%	2%	3%	3%	3%	1%	1%
A little more often	7%	8%	7%	6%	6%	8%	7%	10%	5%
About the same amount	72%	75%	75%	76%	65%	71%	73%	66%	71%
A little less often	14%	9%	11%	14%	19%	14%	13%	19%	17%
Much less often	3%	3%	4%	2%	6%	3%	3%	2%	4%
Don't know	0%	0%	-	-	0%	1%	0%	-	1%
Not applicable - I have never done this	1%	2%	1%	-	1%	1%	1%	1%	1%
Using deodorant									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	1%	2%	1%	1%	1%	1%	1%	1%	3%
A little more often	3%	2%	3%	0%	5%	2%	2%	5%	3%
About the same amount	76%	78%	79%	81%	68%	77%	77%	76%	71%
A little less often	9%	8%	11%	11%	12%	7%	9%	10%	10%
Much less often	6%	5%	4%	4%	9%	7%	6%	5%	7%
Don't know	1%	2%	-	-	1%	0%	1%	-	1%
Not applicable - I have never done this	4%	4%	3%	3%	5%	6%	4%	3%	5%
Putting on fresh clothes									
Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	2%	2%	2%	2%	3%	1%	2%	2%	2%
A little more often	5%	4%	7%	5%	6%	5%	5%	3%	8%
About the same amount	63%	63%	64%	71%	52%	65%	63%	61%	65%
A little less often	20%	23%	21%	17%	22%	19%	21%	21%	15%
Much less often	9%	7%	6%	5%	16%	9%	9%	13%	9%
Don't know	0%	1%	-	-	1%	1%	0%	-	0%
Not applicable - I have never done this	0%	-	-	-	-	0%	0%	-	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Government Region											
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland
Washing my hair													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	1%	1%	1%
A little more often	5%	14%	3%	2%	3%	5%	6%	5%	7%	3%	5%	10%	4%
About the same amount	67%	63%	67%	69%	75%	68%	68%	60%	69%	69%	67%	62%	70%
A little less often	18%	14%	15%	18%	14%	20%	22%	24%	16%	20%	18%	22%	17%
Much less often	6%	3%	12%	6%	4%	7%	3%	6%	5%	6%	6%	5%	7%
Don't know	1%	2%	1%	-	2%	-	0%	2%	1%	-	1%	-	1%
Not applicable - I have never done this	1%	2%	1%	4%	1%	-	-	1%	1%	1%	1%	1%	0%
Showering													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	3%	1%	3%	4%	2%	3%	2%	3%	4%	1%	3%	1%	1%
A little more often	7%	18%	6%	6%	8%	6%	6%	6%	7%	8%	7%	10%	5%
About the same amount	72%	71%	75%	77%	75%	75%	76%	65%	75%	67%	73%	66%	71%
A little less often	14%	6%	11%	8%	11%	12%	14%	19%	11%	19%	13%	19%	17%
Much less often	3%	-	4%	3%	4%	4%	2%	6%	2%	3%	3%	2%	4%
Don't know	0%	2%	-	-	-	-	-	0%	1%	0%	0%	-	1%
Not applicable - I have never done this	1%	1%	1%	2%	1%	1%	-	1%	1%	0%	1%	1%	1%
Using deodorant													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	3%
A little more often	3%	-	1%	3%	2%	4%	0%	5%	3%	2%	2%	5%	3%
About the same amount	76%	90%	73%	80%	79%	78%	81%	68%	78%	76%	77%	76%	71%
A little less often	9%	3%	12%	4%	9%	12%	11%	12%	7%	6%	9%	10%	10%
Much less often	6%	2%	6%	6%	5%	3%	4%	9%	5%	8%	6%	5%	7%
Don't know	1%	2%	3%	0%	-	-	-	1%	1%	-	1%	-	1%
Not applicable - I have never done this	4%	1%	5%	3%	3%	3%	3%	5%	5%	7%	4%	3%	5%
Putting on fresh clothes													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	2%	2%	1%	3%	0%	3%	2%	3%	1%	1%	2%	2%	2%
A little more often	5%	4%	4%	5%	5%	9%	5%	6%	6%	4%	5%	3%	8%
About the same amount	63%	68%	62%	62%	69%	59%	71%	52%	68%	62%	63%	61%	65%
A little less often	20%	18%	24%	23%	22%	20%	17%	22%	17%	22%	21%	21%	15%
Much less often	9%	5%	9%	6%	4%	9%	5%	16%	8%	10%	9%	13%	9%
Don't know	0%	2%	0%	-	-	-	-	1%	1%	0%	0%	-	0%
Not applicable - I have never done this	0%	-	-	-	-	-	-	-	1%	-	0%	-	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Working Status							Marital Status				
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Washing my hair													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%
A little more often	5%	6%	5%	6%	14%	2%	2%	5%	4%	5%	5%	-	7%
About the same amount	67%	66%	67%	66%	53%	78%	64%	61%	75%	63%	64%	78%	59%
A little less often	18%	19%	21%	19%	23%	15%	21%	17%	15%	22%	23%	18%	21%
Much less often	6%	6%	4%	5%	6%	3%	11%	13%	4%	6%	4%	3%	9%
Don't know	1%	1%	1%	1%	1%	0%	-	1%	1%	1%	2%	-	1%
Not applicable - I have never done this	1%	2%	2%	2%	1%	0%	-	1%	1%	2%	1%	-	1%
Showering													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	3%	2%	3%	2%	4%	1%	3%	6%	3%	0%	0%	2%	3%
A little more often	7%	8%	7%	8%	14%	4%	4%	7%	5%	7%	10%	2%	10%
About the same amount	72%	71%	74%	72%	55%	80%	66%	70%	79%	70%	73%	76%	62%
A little less often	14%	14%	11%	13%	24%	11%	19%	12%	10%	15%	11%	16%	18%
Much less often	3%	3%	4%	3%	3%	2%	5%	4%	2%	3%	4%	3%	5%
Don't know	0%	1%	-	1%	1%	0%	-	-	0%	-	1%	-	1%
Not applicable - I have never done this	1%	0%	1%	0%	-	2%	3%	1%	1%	1%	-	1%	1%
Using deodorant													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%
A little more often	3%	3%	2%	2%	11%	1%	3%	1%	2%	3%	2%	2%	3%
About the same amount	76%	78%	79%	78%	62%	80%	65%	71%	81%	76%	80%	77%	69%
A little less often	9%	10%	8%	9%	18%	5%	7%	13%	6%	12%	9%	9%	11%
Much less often	6%	5%	5%	5%	4%	4%	14%	9%	4%	5%	3%	2%	9%
Don't know	1%	1%	0%	1%	1%	0%	5%	0%	0%	-	-	-	2%
Not applicable - I have never done this	4%	2%	4%	3%	2%	8%	5%	4%	5%	3%	4%	8%	4%
Putting on fresh clothes													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	2%	2%	2%	2%	-	2%	1%	2%	1%	2%	2%	4%	2%
A little more often	5%	7%	5%	7%	5%	4%	3%	4%	6%	6%	6%	2%	5%
About the same amount	63%	61%	63%	62%	55%	71%	58%	61%	68%	61%	67%	68%	56%
A little less often	20%	20%	23%	20%	28%	18%	20%	20%	18%	22%	17%	18%	23%
Much less often	9%	9%	6%	8%	11%	5%	18%	13%	6%	8%	8%	7%	13%
Don't know	0%	1%	1%	1%	1%	0%	-	0%	0%	-	-	-	1%
Not applicable - I have never done this	0%	0%	-	0%	-	0%	-	-	-	0%	-	-	0%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Washing my hair							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	1%	1%	2%	2%	2%	2%	-
A little more often	5%	5%	6%	5%	3%	5%	11%
About the same amount	67%	69%	58%	66%	78%	64%	61%
A little less often	18%	18%	24%	19%	13%	20%	19%
Much less often	6%	6%	9%	5%	4%	7%	6%
Don't know	1%	1%	0%	1%	-	1%	-
Not applicable - I have never done this	1%	1%	1%	2%	-	1%	3%
Showering							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	3%	2%	2%	4%	4%	3%	6%
A little more often	7%	7%	7%	9%	5%	8%	13%
About the same amount	72%	73%	70%	71%	81%	72%	57%
A little less often	14%	14%	16%	13%	7%	14%	13%
Much less often	3%	3%	4%	2%	4%	3%	11%
Don't know	0%	0%	0%	1%	-	1%	-
Not applicable - I have never done this	1%	1%	0%	1%	-	0%	-
Using deodorant							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	1%	1%	2%	3%	-	2%	3%
A little more often	3%	3%	3%	2%	4%	3%	8%
About the same amount	76%	76%	75%	75%	85%	76%	65%
A little less often	9%	9%	9%	12%	4%	10%	2%
Much less often	6%	6%	4%	4%	7%	4%	19%
Don't know	1%	0%	3%	0%	-	2%	3%
Not applicable - I have never done this	4%	5%	4%	3%	-	3%	-
Putting on fresh clothes							
Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	2%	2%	2%	4%	-	3%	5%
A little more often	5%	5%	9%	8%	4%	8%	11%
About the same amount	63%	65%	61%	54%	65%	59%	57%
A little less often	20%	20%	19%	26%	24%	22%	10%
Much less often	9%	9%	9%	9%	7%	9%	18%
Don't know	0%	0%	1%	-	-	0%	-
Not applicable - I have never done this	0%	0%	0%	-	-	0%	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Parent/ Guardian							
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Washing my hair									
Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	1%	1%	1%	2%	2%	1%	-	1%	1%
A little more often	5%	4%	7%	6%	4%	4%	2%	4%	3%
About the same amount	67%	73%	60%	58%	73%	68%	75%	67%	76%
A little less often	18%	17%	21%	25%	15%	21%	20%	20%	15%
Much less often	6%	3%	9%	7%	3%	3%	2%	5%	3%
Don't know	1%	1%	1%	1%	1%	1%	-	1%	1%
Not applicable - I have never done this	1%	1%	1%	2%	1%	2%	1%	2%	1%
Showering									
Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	3%	3%	2%	3%	5%	1%	-	3%	2%
A little more often	7%	6%	9%	4%	6%	8%	7%	6%	5%
About the same amount	72%	79%	64%	75%	75%	75%	81%	75%	81%
A little less often	14%	10%	18%	12%	11%	13%	9%	12%	8%
Much less often	3%	2%	5%	4%	2%	2%	2%	2%	2%
Don't know	0%	0%	1%	1%	1%	0%	-	1%	0%
Not applicable - I have never done this	1%	1%	1%	-	0%	1%	1%	0%	1%
Using deodorant									
Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	1%	2%	1%	1%	1%	2%	-	1%	1%
A little more often	3%	2%	3%	2%	4%	2%	1%	3%	2%
About the same amount	76%	81%	71%	79%	83%	80%	92%	81%	81%
A little less often	9%	7%	12%	10%	6%	10%	3%	8%	5%
Much less often	6%	4%	8%	6%	4%	3%	2%	5%	4%
Don't know	1%	0%	1%	1%	0%	0%	-	0%	0%
Not applicable - I have never done this	4%	5%	4%	2%	1%	3%	2%	2%	6%
Putting on fresh clothes									
Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	2%	2%	2%	1%	1%	2%	2%	1%	2%
A little more often	5%	6%	4%	9%	9%	7%	5%	8%	5%
About the same amount	63%	68%	57%	54%	61%	62%	76%	61%	73%
A little less often	20%	18%	23%	27%	21%	20%	13%	21%	15%
Much less often	9%	6%	12%	7%	9%	9%	3%	8%	5%
Don't know	0%	0%	1%	0%	-	0%	-	0%	0%
Not applicable - I have never done this	0%	0%	0%	-	-	-	1%	0%	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Social Media/ Messaging service (within the last month)								
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Washing my hair										
Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%
A little more often	5%	5%	6%	6%	6%	7%	10%	6%	6%	5%
About the same amount	67%	65%	62%	62%	49%	56%	52%	64%	65%	64%
A little less often	18%	20%	21%	22%	31%	25%	25%	21%	20%	23%
Much less often	6%	7%	8%	8%	12%	10%	12%	6%	6%	6%
Don't know	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%
Not applicable - I have never done this	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%
Showering										
Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	3%	3%	2%	2%	3%	4%	4%	3%	3%	2%
A little more often	7%	7%	8%	7%	8%	10%	13%	8%	8%	5%
About the same amount	72%	71%	68%	68%	63%	63%	63%	70%	71%	71%
A little less often	14%	15%	17%	17%	21%	19%	17%	15%	14%	18%
Much less often	3%	3%	4%	5%	4%	4%	3%	3%	3%	3%
Don't know	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Not applicable - I have never done this	1%	1%	1%	-	1%	0%	-	1%	0%	0%
Using deodorant										
Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	1%	2%	1%	1%	0%	2%	2%	2%	1%	1%
A little more often	3%	3%	3%	3%	2%	3%	5%	3%	3%	2%
About the same amount	76%	76%	72%	71%	74%	72%	72%	77%	76%	77%
A little less often	9%	9%	13%	14%	12%	13%	13%	9%	10%	9%
Much less often	6%	6%	6%	8%	9%	8%	5%	6%	6%	8%
Don't know	1%	1%	1%	1%	0%	1%	2%	1%	1%	-
Not applicable - I have never done this	4%	4%	3%	3%	2%	2%	1%	4%	3%	4%
Putting on fresh clothes										
Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	2%	2%	1%	2%	2%	2%	3%	2%	2%	1%
A little more often	5%	6%	6%	3%	6%	5%	6%	6%	6%	6%
About the same amount	63%	61%	57%	58%	49%	53%	54%	61%	60%	60%
A little less often	20%	21%	25%	25%	29%	25%	26%	21%	22%	24%
Much less often	9%	9%	11%	12%	14%	13%	12%	9%	10%	9%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	1%	-
Not applicable - I have never done this	0%	0%	-	0%	-	-	-	0%	0%	-

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Putting on fresh underwear and socks

Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	2%	3%	2%	5%	4%	1%	2%	2%	2%	3%
A little more often	4%	5%	2%	5%	5%	2%	3%	3%	3%	4%
About the same amount	85%	81%	89%	78%	76%	85%	89%	89%	86%	85%
A little less often	6%	8%	4%	6%	9%	8%	5%	4%	7%	5%
Much less often	3%	2%	3%	6%	5%	3%	1%	1%	2%	3%
Don't know	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Not applicable - I have never done this	0%	0%	-	-	0%	-	-	0%	0%	-

Brushing my teeth

Unweighted base	2021	890	1131	153	289	342	365	872	1288	733
Base: All GB adults	2021	980	1041	224	303	357	342	794	1152	869
Much more often	3%	2%	3%	4%	5%	2%	2%	2%	2%	3%
A little more often	7%	9%	6%	15%	9%	5%	7%	5%	7%	7%
About the same amount	83%	81%	84%	66%	76%	83%	84%	90%	82%	84%
A little less often	5%	5%	5%	12%	7%	8%	4%	1%	6%	3%
Much less often	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%
Don't know	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%
Not applicable - I have never done this	1%	1%	0%	0%	0%	1%	-	0%	0%	1%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Putting on fresh underwear and socks

Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	2%	4%	1%	1%	3%	2%	2%	2%	2%
A little more often	4%	3%	4%	2%	4%	4%	4%	2%	4%
About the same amount	85%	84%	86%	90%	80%	86%	85%	80%	89%
A little less often	6%	5%	7%	5%	7%	6%	6%	7%	3%
Much less often	3%	2%	1%	1%	5%	2%	2%	8%	2%
Don't know	0%	1%	-	-	1%	0%	0%	-	0%
Not applicable - I have never done this	0%	-	-	-	-	0%	0%	-	-

Brushing my teeth

Unweighted base	2021	493	333	200	226	484	1736	99	186
Base: All GB adults	2021	483	333	186	273	471	1746	99	176
Much more often	3%	3%	2%	2%	5%	2%	3%	2%	1%
A little more often	7%	10%	4%	7%	7%	6%	7%	12%	6%
About the same amount	83%	81%	89%	86%	76%	84%	83%	76%	84%
A little less often	5%	4%	4%	5%	7%	6%	5%	7%	4%
Much less often	1%	1%	1%	0%	2%	2%	1%	-	2%
Don't know	0%	0%	-	-	1%	1%	0%	-	0%
Not applicable - I have never done this	1%	0%	-	-	0%	-	0%	5%	2%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



	Total	Government Region											
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland
Putting on fresh underwear and socks													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	2%	14%	1%	3%	2%	1%	1%	3%	2%	1%	2%	2%	2%
A little more often	4%	4%	2%	5%	4%	4%	2%	4%	6%	1%	4%	2%	4%
About the same amount	85%	72%	88%	85%	85%	88%	90%	80%	85%	86%	85%	80%	89%
A little less often	6%	7%	4%	7%	8%	6%	5%	7%	4%	8%	6%	7%	3%
Much less often	3%	3%	3%	1%	1%	1%	1%	5%	1%	4%	2%	8%	2%
Don't know	0%	2%	1%	-	-	-	-	1%	1%	-	0%	-	0%
Not applicable - I have never done this	0%	-	-	-	-	-	-	-	1%	-	0%	-	-
Brushing my teeth													
Unweighted base	2021	80	243	170	169	164	200	226	290	194	1736	99	186
Base: All GB adults	2021	81	245	157	176	157	186	273	277	194	1746	99	176
Much more often	3%	1%	4%	4%	2%	3%	2%	5%	2%	3%	3%	2%	1%
A little more often	7%	17%	9%	8%	2%	6%	7%	7%	7%	5%	7%	12%	6%
About the same amount	83%	76%	80%	84%	92%	86%	86%	76%	85%	83%	83%	76%	84%
A little less often	5%	2%	6%	1%	2%	5%	5%	7%	4%	8%	5%	7%	4%
Much less often	1%	1%	0%	2%	2%	-	0%	2%	2%	1%	1%	-	2%
Don't know	0%	2%	-	-	-	-	-	1%	1%	-	0%	-	0%
Not applicable - I have never done this	1%	-	1%	-	-	-	-	0%	-	-	0%	5%	2%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
Putting on fresh underwear and socks													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	2%	3%	1%	3%	-	2%	2%	3%	2%	3%	2%	1%	3%
A little more often	4%	3%	3%	3%	8%	4%	4%	3%	3%	3%	3%	6%	4%
About the same amount	85%	86%	88%	86%	79%	88%	77%	81%	90%	84%	87%	86%	78%
A little less often	6%	5%	6%	5%	5%	5%	12%	7%	4%	8%	7%	5%	7%
Much less often	3%	2%	1%	2%	8%	1%	5%	6%	1%	2%	2%	1%	6%
Don't know	0%	1%	1%	1%	1%	0%	-	-	0%	-	-	-	1%
Not applicable - I have never done this	0%	0%	-	0%	-	0%	-	-	-	0%	-	-	0%
Brushing my teeth													
Unweighted base	2021	805	280	1085	88	534	110	204	933	237	188	84	575
Base: All GB adults	2021	811	264	1075	125	479	124	218	881	247	175	73	636
Much more often	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	2%	-	3%
A little more often	7%	8%	7%	8%	11%	6%	5%	8%	6%	7%	2%	6%	11%
About the same amount	83%	82%	83%	82%	76%	90%	75%	79%	86%	84%	92%	91%	76%
A little less often	5%	5%	5%	5%	8%	1%	14%	6%	4%	5%	4%	2%	6%
Much less often	1%	1%	1%	1%	2%	1%	2%	4%	1%	1%	0%	1%	2%
Don't know	0%	1%	1%	1%	1%	-	-	-	0%	-	-	-	1%
Not applicable - I have never done this	1%	1%	-	0%	-	0%	1%	2%	1%	-	-	-	1%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Putting on fresh underwear and socks

Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	2%	2%	3%	3%	-	3%	8%
A little more often	4%	3%	6%	3%	3%	4%	8%
About the same amount	85%	85%	84%	85%	95%	86%	69%
A little less often	6%	6%	5%	6%	2%	5%	10%
Much less often	3%	3%	2%	3%	-	2%	6%
Don't know	0%	0%	1%	-	-	0%	-
Not applicable - I have never done this	0%	0%	0%	-	-	0%	-

Brushing my teeth

Unweighted base	2021	1481	237	209	60	506	34
Base: All GB adults	2021	1470	238	216	64	517	34
Much more often	3%	2%	5%	4%	-	4%	4%
A little more often	7%	7%	9%	8%	2%	8%	5%
About the same amount	83%	83%	81%	82%	95%	83%	84%
A little less often	5%	5%	4%	4%	4%	4%	5%
Much less often	1%	1%	1%	2%	-	1%	-
Don't know	0%	0%	0%	0%	-	0%	-
Not applicable - I have never done this	1%	1%	-	-	-	-	3%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Putting on fresh underwear and socks

Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	2%	2%	3%	1%	2%	2%	-	2%	2%
A little more often	4%	4%	3%	4%	4%	2%	1%	3%	4%
About the same amount	85%	89%	81%	83%	86%	91%	96%	88%	90%
A little less often	6%	4%	8%	8%	6%	4%	2%	5%	3%
Much less often	3%	1%	4%	4%	2%	-	-	2%	1%
Don't know	0%	0%	1%	-	-	0%	-	0%	0%
Not applicable - I have never done this	0%	0%	0%	-	-	-	1%	0%	-

Brushing my teeth

Unweighted base	2021	1149	872	153	223	165	83	458	761
Base: All GB adults	2021	1097	924	158	220	162	76	454	713
Much more often	3%	2%	3%	3%	2%	3%	2%	3%	2%
A little more often	7%	6%	9%	6%	5%	9%	6%	7%	6%
About the same amount	83%	88%	77%	87%	86%	84%	90%	85%	89%
A little less often	5%	2%	8%	2%	5%	2%	2%	3%	2%
Much less often	1%	1%	2%	2%	2%	1%	1%	2%	1%
Don't know	0%	0%	1%	1%	0%	0%	-	0%	0%
Not applicable - I have never done this	1%	0%	1%	-	-	-	-	-	1%

YouGov Survey Results

Sample size: 2,021 GB adults

Fieldwork: 28th - 29th January 2021



Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Putting on fresh underwear and socks

Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	2%	3%	1%	2%	2%	3%	5%	3%	3%	1%
A little more often	4%	4%	4%	2%	1%	3%	5%	3%	3%	3%
About the same amount	85%	84%	84%	83%	87%	81%	80%	84%	85%	86%
A little less often	6%	6%	7%	9%	7%	8%	6%	6%	6%	8%
Much less often	3%	3%	4%	3%	4%	5%	4%	3%	2%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	1%	-
Not applicable - I have never done this	0%	0%	-	0%	-	-	-	0%	0%	-

Brushing my teeth

Unweighted base	2021	1448	757	417	296	743	286	1258	1401	226
Base: All GB adults	2021	1429	774	397	286	804	354	1265	1404	210
Much more often	3%	3%	2%	3%	3%	4%	3%	3%	3%	2%
A little more often	7%	8%	8%	9%	7%	9%	12%	8%	7%	9%
About the same amount	83%	82%	81%	77%	78%	76%	74%	81%	82%	82%
A little less often	5%	5%	7%	9%	9%	9%	8%	5%	6%	6%
Much less often	1%	2%	1%	1%	3%	2%	2%	1%	1%	1%
Don't know	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
Not applicable - I have never done this	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%