

YouGov Poll: Face Wash Habits



Sample 3,978 US Adults
Margin of Error ±2.4%

1. When washing your face, do you generally:

1) Use a soap made specifically for the face	45%
2) Use the same type of soap that you use to wash your hands or body	38%
3) Use water only	15%
4) Don't know	1%
5) N/A - I do not wash my face	1%
Totals	100%
Unweighted N	3,978

2. Do you use moisturizer on your face?

1) Yes, every day	33%
2) Yes, but not every day	28%
3) No	38%
4) Don't know	1%
Totals	100%
Unweighted N	3,978

This YouGov Direct Poll was conducted between February 6, 2021 to February 7, 2021. Data were weighted according to age, gender, race, and education.