

# YouGov Survey Results

Sample Size: 1692 GB Adults  
Fieldwork: 8th - 9th November 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					
	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1692</b>	665	722	477	396	102	162	819	873	196	722	418	355	964	728	203	562	364	408	156
<b>Unweighted Sample</b>	<b>1692</b>	803	691	487	408	113	163	746	946	194	672	423	403	1037	655	142	589	382	428	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16-17 Aug 2011	8-9 Nov 2016																			
<b>[The following two questions only asked to WOMEN; n=946]</b>																					
<b>Do you prefer the appearance of a man with or without a beard?</b>																					
I prefer the appearance of a man with a beard	6	13	15	8	11	12	1	11	0	13	24	15	9	6	14	11	14	14	10	12	12
I prefer the appearance of a man without a beard	66	46	40	53	54	38	41	56	0	46	33	44	51	51	47	46	44	47	44	48	44
No preference either way	27	39	43	37	34	47	56	33	0	39	37	37	40	43	37	42	38	37	43	36	44
Don't know	0	2	2	1	1	3	1	0	0	2	5	3	1	0	3	2	4	1	3	3	0
<b>Do you prefer the appearance of a man with or without chest hair?</b>																					
Prefer the appearance of a man with chest hair	22	18	17	20	20	20	7	21	0	18	16	20	20	16	19	18	16	19	20	19	18
Prefer the appearance of a man without chest hair	36	32	32	29	34	31	34	33	0	32	38	37	31	22	32	31	42	32	28	32	29
No preference either way	42	47	49	49	45	46	55	44	0	47	39	40	48	62	46	49	38	48	50	46	54
Don't know	1	3	2	2	1	3	4	1	0	3	7	3	1	0	3	2	5	2	2	4	0
<b>[Only asked to MEN; n=746]</b>																					
<b>Do you currently have facial hair?</b>																					
Yes, I currently have facial hair	37	42	40	36	36	47	38	38	42	0	53	52	25	34	41	43	50	44	39	42	31
No, I do not currently have facial hair	63	58	60	64	64	53	62	62	58	0	47	48	75	66	59	57	50	56	61	58	69
<b>[Only asked to MEN with facial hair; n=300]</b>																					
<b>Which of the following best describes your facial hair?</b>																					
Beard and moustache	29	44	46	45	38	45	47	48	44	0	44	40	44	56	50	35	47	43	43	42	52
Stubble	52	40	38	37	45	42	43	21	40	0	37	51	32	14	33	49	37	35	48	46	26
Moustache only	11	8	5	12	10	7	6	22	8	0	7	1	19	23	8	8	8	11	9	5	3
Beard only	3	5	5	3	2	5	0	2	5	0	12	4	2	1	5	4	0	7	0	5	16
Other	4	3	6	3	5	1	4	7	3	0	0	4	3	5	3	3	7	4	1	2	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

16-17  
Aug  
2011  
8-9  
Nov  
2016

[Only asked to MEN with facial hair; n=300]

Which one of the following best describes your MAIN reason for having facial hair?

Laziness	29	32	33	33	31	34	15	13	32	0	28	42	16	19	28	38	34	28	40	29	42
Habit – I have always had facial hair	32	27	26	30	30	28	39	42	27	0	22	19	40	45	32	20	30	30	24	20	39
To make myself more attractive	12	11	10	7	12	8	16	16	11	0	21	10	11	3	13	7	6	16	8	10	3
To make myself look older	2	2	3	2	0	2	0	0	2	0	6	1	4	0	1	4	0	2	0	3	12
To make a statement	1	2	3	3	4	2	0	0	2	0	7	2	0	0	3	1	11	0	2	2	0
Religious reasons	1	1	2	0	0	0	0	0	1	0	1	1	0	0	1	0	4	0	0	1	0
To raise money for charity	0	1	2	0	0	1	4	0	1	0	1	0	3	0	1	0	0	1	1	0	0
Other	15	16	16	19	15	13	22	26	16	0	8	16	20	22	15	18	11	14	17	24	3
Don't know	6	8	6	6	9	12	4	3	8	0	6	8	6	11	6	11	4	9	8	11	0

[Only asked to MEN; n=746]

How hairy, if at all, would you describe your own chest as?

Very hairy	8	10	10	9	11	11	15	8	10	0	5	11	9	11	9	11	12	8	7	14	7
Fairly hairy	37	33	31	34	39	29	30	41	33	0	31	32	38	29	34	31	29	36	31	31	31
<b>TOTAL HAIRY</b>	<b>45</b>	<b>43</b>	<b>41</b>	<b>43</b>	<b>50</b>	<b>40</b>	<b>45</b>	<b>49</b>	<b>43</b>	<b>0</b>	<b>36</b>	<b>43</b>	<b>47</b>	<b>40</b>	<b>43</b>	<b>42</b>	<b>41</b>	<b>44</b>	<b>38</b>	<b>45</b>	<b>38</b>
Not very hairy	33	36	37	38	31	38	36	35	36	0	29	39	37	33	39	33	32	34	43	35	37
Not hairy at all	21	19	20	18	18	21	19	15	19	0	29	15	16	26	17	21	25	21	13	17	24
<b>TOTAL NOT HAIRY</b>	<b>54</b>	<b>55</b>	<b>57</b>	<b>56</b>	<b>49</b>	<b>59</b>	<b>55</b>	<b>50</b>	<b>55</b>	<b>0</b>	<b>58</b>	<b>54</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>54</b>	<b>57</b>	<b>55</b>	<b>56</b>	<b>52</b>	<b>61</b>
Don't know	1	2	2	1	1	1	0	1	2	0	6	3	1	1	1	4	2	0	5	4	1

[To EVERYONE]

Have you ever used any of the following methods of body hair removal? Please tick all that apply.

Shaving	65	64	68	60	62	68	62	52	43	84	73	71	60	50	64	64	64	65	65	62	65
Tweezing	40	38	42	36	37	42	37	31	10	64	45	43	35	29	39	37	47	39	32	38	39
Hair removal cream	43	37	39	36	38	40	35	26	6	66	36	39	37	32	38	36	35	39	31	39	39
Waxing	32	30	34	27	32	30	27	23	7	52	37	36	28	20	31	30	36	31	23	35	26
Threading	7	11	12	10	11	13	6	12	1	21	12	15	8	7	11	12	27	8	8	11	9
Electrology, or electrical epilation	10	7	7	7	7	6	7	5	1	13	6	8	7	7	7	7	5	9	6	7	9
Laser hair removal	2	3	3	3	4	3	1	3	1	6	4	4	3	3	3	4	5	4	2	3	4
Intensed pulse light (IPL)	1	2	2	1	2	2	1	1	0	3	3	2	1	2	2	2	3	2	2	1	4
None of the above	28	27	26	30	30	24	35	38	51	5	16	20	33	40	28	26	24	27	30	26	29
Don't know	1	2	1	1	1	2	0	1	2	1	5	2	0	0	2	2	2	1	2	3	1