

## YouGov Survey Results

Sample Size: 2084

Fieldwork: 30th July - 2nd August 2010

Total	Gender		Age					Social grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Have you ever had the skin condition Eczema on any part of your body? (Please tick the option that BEST applies)

Unweighted Base	2084	966	1118	205	326	308	311	934	1157	927	499	297	193	242	476	110	267
<b>Base: All GB adults</b>	2084	1000	1084	250	373	353	379	729	1146	938	513	342	200	267	477	104	181
Yes, I currently have it	12%	11%	12%	13%	14%	11%	10%	11%	12%	12%	13%	11%	10%	11%	14%	11%	9%
Yes, I used to have it but I do not have it any longer/ at the moment	19%	18%	20%	22%	21%	22%	19%	16%	19%	19%	16%	17%	26%	21%	20%	16%	20%
No, I have never had it	69%	71%	68%	65%	65%	67%	70%	73%	69%	69%	71%	72%	64%	68%	66%	73%	72%

In general, how severe would you describe your Eczema? (Please think about when your Eczema was/ is at its worst)

Unweighted Base	642	280	362	75	119	105	93	250	358	284	147	84	67	76	156	33	79
<b>All GB Adults who have/ had Eczema</b>	642	292	349	87	130	115	113	198	354	288	149	96	72	85	160	28	51
Very severe	2%	2%	2%	3%	1%	0%	4%	2%	1%	3%	1%	2%	-	5%	2%	2%	4%
Fairly severe	21%	22%	19%	25%	18%	17%	29%	17%	19%	23%	24%	11%	23%	17%	22%	26%	23%
Not very severe	42%	45%	39%	40%	47%	41%	39%	41%	42%	41%	40%	45%	33%	57%	39%	41%	37%
Not at all severe	33%	28%	37%	26%	29%	39%	26%	39%	36%	29%	35%	37%	34%	20%	36%	31%	32%
Don't know/ can't recall	3%	2%	3%	6%	4%	2%	2%	1%	1%	4%	-	5%	11%	1%	1%	-	4%

Which, if any, of the following people do you know who currently have Eczema? (Please tick all that apply)

Unweighted Base	2084	966	1118	205	326	308	311	934	1157	927	499	297	193	242	476	110	267
<b>Base: All GB adults</b>	2084	1000	1084	250	373	353	379	729	1146	938	513	342	200	267	477	104	181
Friend	16%	14%	18%	31%	19%	20%	13%	10%	15%	18%	15%	18%	13%	21%	14%	9%	21%
Mum	4%	4%	4%	7%	6%	4%	3%	1%	4%	3%	5%	6%	1%	2%	3%	2%	1%
Dad	3%	2%	3%	3%	7%	2%	2%	0%	3%	2%	4%	1%	1%	2%	3%	5%	1%
Grandparent	1%	1%	1%	2%	2%	0%	1%	0%	1%	1%	1%	1%	3%	1%	1%	-	0%
Daughter	8%	7%	8%	1%	3%	10%	12%	9%	8%	7%	6%	7%	10%	8%	9%	6%	6%
Son	7%	6%	7%	1%	9%	8%	7%	7%	7%	7%	8%	6%	10%	6%	7%	3%	3%
Brother	3%	2%	4%	9%	5%	3%	3%	1%	4%	3%	3%	3%	4%	4%	2%	4%	5%
Sister	5%	4%	6%	10%	8%	5%	5%	2%	5%	6%	5%	6%	4%	6%	6%	5%	6%
Other	17%	14%	20%	12%	14%	18%	19%	19%	18%	17%	15%	18%	20%	16%	17%	21%	16%
Not applicable - I don't know anyone who currently has Eczema	50%	56%	45%	42%	42%	49%	48%	60%	50%	50%	52%	47%	48%	50%	52%	54%	50%

Total	Gender		Age					Social grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

An Eczema flare-up is when the Eczema gets worse than it usually is and goes red, sore and itchy...

Approximately, how many times a year do you have an Eczema flare-up?

	Unweighted Base	241	105	136	24	47	34	34	102	134	107	60	34	19	25	63	14	26
<b>All GB Adults who currently have Eczema</b>		241	113	129	32	51	37	40	81	132	109	64	37	20	28	65	12	16
Less often than once a year		8%	6%	10%	12%	2%	7%	3%	13%	9%	7%	6%	9%	10%	-	8%	28%	8%
Once a year		5%	5%	5%	5%	4%	12%	2%	4%	7%	3%	-	5%	4%	18%	5%	-	5%
Twice a year		11%	12%	10%	13%	12%	10%	6%	12%	11%	10%	12%	2%	15%	12%	17%	-	3%
Three times a year		16%	18%	14%	31%	23%	10%	9%	11%	15%	16%	22%	17%	3%	19%	11%	-	24%
Four times a year		11%	10%	13%	3%	15%	22%	10%	9%	10%	13%	7%	25%	9%	11%	10%	18%	6%
Five times a year		4%	3%	5%	-	-	5%	2%	10%	2%	7%	4%	6%	4%	-	5%	12%	3%
Six times a year		6%	5%	6%	-	10%	10%	7%	3%	8%	3%	4%	2%	-	19%	8%	-	-
Seven times a year		2%	2%	3%	-	3%	3%	-	4%	4%	1%	8%	-	-	3%	-	-	-
Eight times a year		3%	5%	2%	-	4%	3%	-	5%	4%	2%	3%	5%	-	-	4%	5%	6%
Nine times a year		1%	1%	2%	-	2%	3%	-	1%	1%	2%	-	3%	3%	-	-	10%	-
Ten times a year		3%	6%	1%	3%	3%	-	5%	5%	4%	3%	-	4%	10%	-	4%	7%	5%
More than ten times a year		23%	25%	22%	22%	23%	11%	52%	16%	19%	29%	29%	20%	41%	15%	16%	15%	36%
Don't know		6%	4%	7%	12%	-	3%	4%	9%	6%	5%	6%	-	-	5%	10%	5%	4%

An Eczema flare-up is when the Eczema gets worse than it usually is and goes red, sore and itchy...

Approximately, how many times a year does the person you know have Eczema flare-ups? (If you know more than one person who has Eczema, please think about the eldest)

	Unweighted Base	1007	401	606	122	190	159	162	374	556	451	240	155	94	115	221	52	130
<b>All GB Adults who know someone with Eczema</b>		1033	439	593	146	216	179	199	292	568	464	245	181	105	134	229	48	91
Less often than once a year		8%	9%	7%	8%	10%	6%	9%	7%	9%	6%	10%	6%	12%	9%	7%	6%	4%
Once a year		5%	6%	5%	8%	7%	2%	6%	3%	6%	4%	4%	3%	9%	9%	5%	6%	2%
Twice a year		9%	9%	9%	3%	10%	10%	11%	10%	11%	8%	10%	11%	11%	5%	10%	9%	8%
Three times a year		8%	6%	9%	10%	7%	7%	5%	9%	7%	9%	8%	6%	9%	5%	10%	3%	8%
Four times a year		7%	7%	8%	9%	6%	9%	9%	5%	7%	7%	8%	10%	4%	8%	7%	7%	6%
Five times a year		4%	3%	5%	6%	4%	4%	4%	4%	4%	5%	7%	2%	6%	4%	2%	2%	6%
Six times a year		5%	4%	6%	4%	5%	7%	4%	5%	6%	4%	4%	5%	3%	4%	5%	10%	11%
Seven times a year		2%	1%	2%	4%	2%	-	2%	1%	2%	2%	3%	2%	1%	-	2%	-	3%
Eight times a year		2%	2%	2%	-	2%	2%	2%	3%	2%	1%	1%	4%	2%	2%	2%	-	1%
Nine times a year		1%	1%	1%	1%	1%	2%	-	-	0%	1%	1%	1%	-	1%	0%	-	0%
Ten times a year		2%	2%	2%	1%	4%	5%	2%	1%	2%	2%	2%	3%	3%	1%	3%	-	3%
More than ten times a year		20%	19%	20%	13%	17%	26%	20%	20%	19%	20%	20%	21%	14%	19%	21%	26%	19%
Don't know		27%	31%	24%	33%	26%	20%	25%	31%	25%	30%	24%	27%	26%	33%	26%	30%	30%

Total	Gender		Age					Social grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Thinking about the last time you had an Eczema flare-up...

Approximately, how long did it last?

	Unweighted Base	241	105	136	24	47	34	34	102	134	107	60	34	19	25	63	14	26
<b>All GB Adults who currently have Eczema</b>		241	113	129	32	51	37	40	81	132	109	64	37	20	28	65	12	16
Less than a day		2%	4%	1%	4%	2%	-	5%	2%	2%	3%	7%	-	-	-	-	7%	-
1 to 2 days		11%	11%	11%	19%	13%	6%	7%	10%	11%	11%	7%	9%	15%	10%	15%	8%	12%
3 to 4 days		21%	26%	17%	30%	21%	27%	22%	15%	22%	21%	22%	23%	20%	28%	21%	21%	10%
5 to 6 days		13%	10%	15%	2%	21%	14%	12%	11%	16%	8%	12%	16%	16%	6%	11%	11%	20%
7 to 8 days		9%	8%	10%	-	7%	13%	17%	8%	8%	11%	7%	18%	-	12%	8%	13%	-
9 to 10 days		7%	7%	7%	8%	10%	2%	2%	9%	6%	8%	13%	-	7%	-	8%	15%	4%
More than 10 days		16%	18%	14%	6%	16%	14%	18%	19%	17%	14%	14%	15%	19%	20%	13%	15%	22%
It's ongoing		19%	14%	23%	26%	11%	23%	14%	22%	15%	23%	16%	20%	23%	19%	18%	10%	33%
Don't know		3%	3%	2%	6%	-	-	2%	4%	3%	2%	2%	-	-	5%	5%	-	-

Which, if any, of the following Eczema treatments have you ever used when you had a flare-up?

(Please tick all that apply)

	Unweighted Base	642	280	362	75	119	105	93	250	358	284	147	84	67	76	156	33	79
<b>All GB Adults who have/ had Eczema</b>		642	292	349	87	130	115	113	198	354	288	149	96	72	85	160	28	51
Emollients		60%	54%	65%	42%	55%	63%	68%	66%	64%	56%	62%	61%	53%	59%	63%	61%	59%
Steroids		41%	38%	43%	27%	42%	50%	43%	38%	44%	36%	42%	38%	45%	49%	37%	37%	34%
Anti microbial		11%	15%	9%	15%	8%	12%	11%	11%	14%	8%	5%	13%	10%	17%	12%	19%	14%
Other		16%	15%	16%	26%	20%	6%	15%	14%	13%	19%	13%	10%	17%	24%	15%	21%	16%
Not applicable - I have never used an Eczema treatment		11%	15%	7%	17%	12%	14%	7%	8%	9%	13%	13%	9%	13%	6%	10%	7%	16%

How many times, if at all, has your GP prescribed topical steroids for the treatment of Eczema flare-ups in the past year (i.e. since August 2009)? (If you have a repeat prescription, please think about how many times you've ordered it.)

	Unweighted Base	241	105	136	24	47	34	34	102	134	107	60	34	19	25	63	14	26
<b>All GB Adults who currently have Eczema</b>		241	113	129	32	51	37	40	81	132	109	64	37	20	28	65	12	16
Never		42%	51%	34%	53%	33%	36%	44%	46%	44%	40%	43%	50%	40%	34%	42%	28%	42%
Once		18%	12%	24%	19%	24%	21%	14%	15%	18%	18%	21%	9%	25%	16%	20%	20%	12%
Twice		11%	12%	11%	7%	19%	4%	13%	10%	13%	10%	9%	9%	-	23%	13%	32%	-
Three times		9%	11%	8%	3%	17%	9%	4%	9%	8%	11%	12%	12%	3%	3%	5%	20%	16%
Four times		2%	1%	3%	5%	-	-	-	3%	1%	3%	2%	-	-	-	4%	-	3%
Five times		3%	3%	3%	-	-	15%	-	2%	3%	3%	-	5%	-	9%	4%	-	3%
Six times		3%	1%	4%	5%	3%	-	7%	1%	2%	4%	-	3%	20%	6%	-	-	-
Seven times		1%	-	3%	-	2%	-	-	3%	2%	1%	3%	-	3%	4%	-	-	-
Eight times		0%	-	1%	-	-	-	-	1%	-	1%	1%	-	-	-	-	-	3%
Nine times		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ten times		0%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	1%	-	-
More than ten times a year		2%	2%	2%	-	-	-	10%	1%	3%	0%	2%	3%	-	-	1%	-	12%
Can't recall		8%	6%	8%	8%	2%	15%	8%	7%	6%	9%	7%	8%	10%	5%	9%	-	9%

	Total	Gender		Age					Social grade		Region						
		Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales
<b>Before today, had you heard of the bacteria Staphylococcus aureus (also known as Staph aureus)?</b>																	
Unweighted Base	2084	966	1118	205	326	308	311	934	1157	927	499	297	193	242	476	110	267
<b>Base: All GB adults</b>	2084	1000	1084	250	373	353	379	729	1146	938	513	342	200	267	477	104	181
Yes, I had	29%	24%	34%	24%	27%	29%	29%	33%	32%	26%	27%	28%	29%	29%	31%	33%	30%
No, I hadn't	71%	76%	66%	76%	73%	71%	71%	67%	68%	74%	73%	72%	71%	71%	69%	67%	70%
<b>How aware, if at all, are you of the impact Staphylococcus aureus can have on skin with Eczema and how it can exacerbate your eczema?</b>																	
Unweighted Base	649	256	393	50	95	96	94	314	386	263	147	92	59	71	158	35	87
<b>All GB Adults who had heard of Staphylococcus aureus</b>	611	240	371	60	100	101	111	239	367	244	141	96	59	78	149	34	54
Very aware	11%	14%	9%	6%	10%	12%	16%	10%	13%	8%	11%	15%	1%	11%	8%	22%	15%
Fairly aware	20%	20%	20%	20%	21%	20%	20%	20%	21%	18%	21%	17%	15%	25%	21%	16%	23%
Not very aware	30%	31%	28%	37%	25%	22%	32%	31%	24%	37%	24%	32%	41%	21%	29%	42%	33%
Not at all aware	39%	35%	42%	37%	43%	45%	31%	39%	41%	37%	44%	36%	42%	44%	41%	20%	29%
<b>Has your GP or Healthcare professional (HCP) ever discussed Staphylococcus aureus with you in relation to your eczema?</b>																	
Unweighted Base	642	280	362	75	119	105	93	250	358	284	147	84	67	76	156	33	79
<b>All GB Adults who have/ had Eczema</b>	642	292	349	87	130	115	113	198	354	288	149	96	72	85	160	28	51
Yes, he/ she has	1%	1%	2%	-	1%	2%	1%	2%	2%	1%	1%	4%	1%	2%	0%	3%	1%
No, he/ she hasn't	65%	64%	65%	46%	63%	61%	72%	72%	67%	62%	66%	61%	60%	75%	62%	76%	61%
Don't know/ can't recall	13%	15%	12%	22%	13%	14%	9%	11%	11%	15%	7%	18%	18%	11%	15%	6%	13%
Not applicable - I have never seen a GP about my Eczema	21%	20%	21%	32%	23%	23%	18%	15%	20%	22%	26%	18%	20%	11%	23%	16%	24%
<b>Has an anti-microbial treatment ever been recommended to you by your GP for your Eczema?</b>																	
Unweighted Base	511	228	283	52	90	81	77	211	285	226	110	68	55	66	123	28	61
<b>All GB Adults who have/ had Eczema and have seen a doctor</b>	507	233	274	60	99	89	92	167	284	224	109	79	58	75	123	24	39
Yes, it has	9%	12%	6%	12%	9%	8%	8%	9%	11%	6%	9%	5%	10%	11%	6%	18%	15%
No, it hasn't	69%	61%	75%	54%	69%	74%	76%	68%	69%	69%	71%	75%	64%	64%	72%	56%	67%
Don't know/ can't recall	22%	27%	18%	34%	22%	18%	16%	23%	20%	24%	20%	21%	26%	25%	21%	26%	18%
<b>Have you ever used an anti-microbial treatment to treat your Eczema?</b>																	
Unweighted Base	642	280	362	75	119	105	93	250	358	284	147	84	67	76	156	33	79
<b>All GB Adults who have/ had Eczema</b>	642	292	349	87	130	115	113	198	354	288	149	96	72	85	160	28	51
Yes, I have	9%	11%	7%	10%	9%	6%	10%	9%	11%	6%	7%	9%	5%	16%	6%	14%	14%
No, I haven't	65%	60%	70%	54%	66%	75%	71%	61%	66%	65%	71%	67%	61%	60%	66%	53%	64%
Don't know/ can't recall	26%	29%	24%	36%	25%	19%	20%	30%	23%	30%	22%	24%	34%	24%	28%	33%	22%

Total	Gender		Age					Social grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

**How did you/ do you integrate anti-microbial use in your skincare routine to treat your Eczema?**

Unweighted Base	58	33	25	7	10	7	10	24	38	20	12	6	4	9	11	4	12
<b>All GB Adults who have/ had Eczema and used anti-microbial</b>	56	33	23	9	12	7	11	17	40	16	10	8	4	14	9	4	7
When the flare up occurs I use it instead of an emollient until better	34%	31%	38%	39%	6%	55%	32%	42%	29%	46%	15%	60%	57%	26%	14%	43%	53%
When the flare up occurs use as well as an emollient until better	36%	42%	28%	28%	47%	45%	33%	32%	33%	44%	40%	25%	-	50%	52%	-	38%
Other	9%	8%	11%	14%	-	-	27%	4%	13%	-	23%	15%	-	-	8%	-	9%
Don't know/ can't recall	21%	19%	23%	18%	47%	-	8%	21%	25%	10%	23%	-	43%	23%	26%	57%	-

**And when do you generally stop using your antimicrobial?**

Unweighted Base	48	29	19	6	8	7	7	20	32	16	10	3	6	7	9	4	9
<b>All GB Adults who have/ had Eczema and used anti-microbial</b>	45	28	18	7	9	7	7	16	32	14	10	4	6	9	8	4	6
Immediately once flare up is better	43%	47%	36%	41%	56%	55%	-	50%	40%	49%	53%	66%	23%	27%	60%	41%	31%
For a few days post flare-up healing	40%	35%	47%	35%	44%	15%	70%	37%	43%	32%	18%	34%	61%	53%	8%	59%	69%
Other	8%	6%	10%	24%	-	-	15%	5%	6%	12%	11%	-	-	20%	10%	-	-
Don't know/ can't recall	10%	12%	7%	-	-	29%	15%	8%	11%	6%	18%	-	16%	-	22%	-	-

All figures, unless otherwise stated, are from YouGov Plc.