

YouGov / Cosmopolitan Survey Results

Sample Size: 1689 GB Adults
Fieldwork: 17th - 18th March 2016

	Vote in 2015				Gender		Age				Social Grade		Region					Marital Status			Age By Gender				
	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Married or living as	No longer married	Never married	Male Under 30	Male Over 30	Female Under 30	Female Over 30	
Weighted Sample	1689	477	394	102	165	817	196	723	415	355	963	726	202	560	363	408	156	1041	183	466	130	687	176	695	
Unweighted Sample	1689	476	433	121	174	984	191	641	428	429	1022	667	159	571	377	419	163	1056	198	435	99	606	203	781	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following parts of your body, please say if you regularly...

Body Part	Remove all hair	Trim hair	Do nothing	Prefer not to say
Armpits	45	8	43	4
Face	36	22	38	4
Arms	4	2	89	4
Legs	39	3	54	4
Chest	2	5	90	4
Back	2	2	91	4
Pubic hair	13	39	42	6

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

From each of the following parts of the body, do you think women should ideally...

Part of Body	Action	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Married or living as	No longer married	Never married	Male Under 30	Male Over 30	Female Under 30	Female Over 30
Armpits	Remove all hair	71	77	66	80	86	65	78	62	75	71	69	71	73	64	70	75	74	72	75	74	62	61	65	68	80
	Trim hair	7	7	7	5	5	11	4	6	6	9	9	6	8	6	8	6	7	7	7	7	8	10	11	2	4
	Do nothing	12	8	17	7	5	13	10	18	10	11	12	13	10	17	11	11	10	11	11	8	14	13	13	19	8
	Prefer not to say	10	8	10	8	3	12	8	14	10	9	9	10	10	13	11	8	8	11	7	10	16	16	11	11	7
Face	Remove all hair	49	55	49	51	58	65	35	38	48	52	56	52	46	48	45	55	50	52	51	53	44	57	67	20	39
	Trim hair	11	11	9	15	10	8	13	11	8	11	15	9	12	7	13	8	11	12	11	11	9	10	7	11	14
	Do nothing	28	24	31	26	27	15	41	36	33	26	19	27	30	31	30	26	29	25	29	25	30	17	15	55	37
	Prefer not to say	12	10	11	8	5	12	11	15	11	11	11	12	11	14	13	10	10	12	9	11	18	17	11	14	10
Arms	Remove all hair	20	21	18	16	25	29	11	20	19	20	21	19	21	16	18	20	21	28	20	19	20	29	29	10	11
	Trim hair	8	9	6	4	9	12	4	7	8	7	9	7	9	10	9	8	5	5	8	7	8	12	12	4	4
	Do nothing	62	61	65	71	62	46	76	58	62	64	60	64	59	59	62	63	64	56	64	63	55	41	47	74	76
	Prefer not to say	11	9	11	8	4	12	9	14	11	9	10	11	11	14	12	9	10	11	8	11	17	18	11	12	9
Legs	Remove all hair	68	73	64	72	81	65	71	58	75	69	61	68	69	61	65	74	72	68	72	67	62	56	67	67	73
	Trim hair	7	8	6	11	6	10	4	6	5	9	10	7	7	7	10	5	6	4	8	8	6	11	10	1	5
	Do nothing	14	10	19	7	10	13	15	21	11	12	19	14	14	18	13	13	13	16	13	14	16	17	12	20	14
	Prefer not to say	10	9	11	10	4	12	9	15	10	10	11	11	10	14	12	8	9	11	8	10	17	17	11	12	9
Pubic hair	Remove all hair	17	12	12	13	23	21	13	34	20	10	8	13	21	15	16	18	18	18	16	13	21	33	19	30	9
	Trim hair	43	46	45	49	42	43	44	27	54	43	31	44	42	47	43	41	44	45	45	41	39	30	45	34	46
	Do nothing	27	30	31	21	28	23	31	20	14	34	47	29	24	24	27	28	27	25	29	34	19	16	24	20	33
	Prefer not to say	13	12	12	17	6	13	13	19	12	13	13	14	13	14	15	12	12	12	10	13	21	21	12	16	12

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Unweighted Sample	1689	476	433	121	174	705	984	191	641	428	429	1022	667	159	571	377	419	163	1056	198	435	99	606	203	781

From each of the following parts of the body, do you think men should ideally...

		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Armpits	Remove all hair	8	8	7	4	6	6	9	11	7	7	8	7	9	10	6	7	9	10	7	10	8	16	4	6	10
	Trim hair	18	18	18	14	19	16	20	17	23	15	14	16	22	15	19	14	24	15	18	20	19	17	16	20	21
	Do nothing	67	69	67	78	72	70	64	61	63	74	71	70	63	65	67	71	64	67	70	66	61	53	73	65	64
	Prefer not to say	7	6	8	4	3	8	6	11	8	5	7	8	6	10	8	8	4	8	6	5	11	14	7	9	5
Face	Remove all hair	37	40	34	35	50	38	35	15	33	45	45	33	41	25	35	34	45	41	40	45	26	21	42	13	41
	Trim hair	39	35	38	46	31	36	42	52	44	32	29	41	36	48	38	40	34	38	37	32	46	50	33	58	37
	Do nothing	16	18	19	10	16	16	17	17	14	17	20	17	16	16	16	17	17	12	17	17	14	8	17	20	16
	Prefer not to say	8	7	9	9	2	10	7	15	8	6	7	10	7	11	10	8	5	9	7	6	13	21	8	9	6
Arms	Remove all hair	2	1	1	0	2	2	1	2	1	1	2	1	2	1	1	1	3	2	1	3	2	5	1	1	1
	Trim hair	4	4	3	4	5	6	3	8	5	2	3	3	6	6	4	3	5	4	3	5	7	13	4	2	3
	Do nothing	87	89	87	92	90	84	90	80	86	92	88	88	86	83	87	89	88	86	90	87	81	68	87	88	90
	Prefer not to say	7	5	9	4	3	9	6	10	8	5	7	8	6	10	8	8	5	7	6	5	11	14	8	9	5
Legs	Remove all hair	2	1	1	0	2	2	2	3	2	1	2	1	2	3	1	1	3	4	1	1	3	7	1	1	2
	Trim hair	4	3	2	3	3	4	3	6	4	2	4	2	6	4	3	3	5	4	3	8	4	9	3	2	4
	Do nothing	87	90	88	92	92	85	89	80	86	91	88	88	86	83	88	89	88	83	90	86	81	68	88	87	89
	Prefer not to say	7	6	9	4	3	9	6	11	8	5	7	8	7	10	8	8	5	9	6	5	11	15	8	9	6
Chest	Remove all hair	6	4	6	5	7	5	7	9	9	2	4	5	8	6	5	4	7	10	6	3	8	9	4	8	7
	Trim hair	14	13	10	10	20	14	14	24	17	9	8	12	16	18	13	15	14	13	12	16	18	25	12	20	13
	Do nothing	72	77	75	79	70	73	72	56	66	83	81	75	69	65	74	73	75	69	76	76	62	50	77	63	74
	Prefer not to say	7	6	9	6	3	9	6	11	8	5	7	8	7	11	8	8	5	8	6	5	12	15	8	10	5
Back	Remove all hair	20	18	21	18	15	16	25	24	29	13	9	19	21	19	21	19	21	19	18	18	27	24	14	24	25
	Trim hair	8	7	8	5	15	9	8	15	10	4	6	8	9	9	8	8	10	8	7	10	11	15	7	10	8
	Do nothing	64	69	63	71	67	67	60	51	52	78	78	64	63	61	63	65	64	66	69	67	51	48	71	55	62
	Prefer not to say	7	6	9	6	3	8	7	10	8	6	7	9	6	12	8	8	5	7	6	5	12	13	7	10	6
Pubic hair	Remove all hair	5	3	3	1	8	5	5	12	6	2	2	4	6	5	4	5	5	6	4	2	8	14	3	11	4
	Trim hair	37	31	41	40	36	38	37	48	50	28	16	35	40	42	38	36	36	36	34	35	46	47	36	51	33
	Do nothing	49	59	47	52	53	48	51	29	35	63	75	52	46	42	49	50	54	50	55	57	34	24	52	29	57
	Prefer not to say	8	6	9	7	4	10	7	12	9	7	7	9	8	11	9	9	5	8	7	6	12	15	9	10	7

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

Which of the following styles do you personally prefer for a woman's pubic area?

Standard bikini line – most hair left alone with a neatened up on the knicker/bikini line	28	30	34	24	29	20	36	13	28	37	28	30	26	26	27	31	27	35	31	34	19	8	22	20	41
Hollywood – all hair completely removed	18	11	13	14	21	20	16	38	21	11	8	16	21	14	18	21	17	20	17	14	22	30	18	39	10
Full bikini line – all hair removed apart from a medium sized triangle of hair	12	13	12	17	7	13	11	7	16	11	7	12	12	11	13	11	12	11	12	9	13	7	14	12	11
Triangle – all hair removed apart from a very small triangle of hair	5	5	5	6	5	6	4	3	5	5	5	6	3	5	5	4	5	6	5	3	5	4	6	3	4
Brazilian – all hair removed apart from a strip of hair	4	5	2	5	5	5	3	4	5	4	1	4	5	7	4	3	4	2	4	2	6	5	5	5	2
Vajazzle – all hair removed and replaced with stick on jewels	1	0	0	0	2	2	0	2	1	0	0	0	2	2	1	0	1	0	0	2	1	3	1	0	0
No trimming or shaving	12	13	12	9	16	10	14	4	6	13	28	12	12	8	12	10	16	11	13	19	6	4	11	4	16
Don't know	20	22	21	25	14	25	16	30	17	19	23	21	19	27	21	21	18	16	18	17	27	39	22	17	16