

YouGov - Facial hair

Sample size: 2,058 GB adults aged 18+

Fieldwork dates: 8th - 11th September 2023

Total	Gender		Young men/women		Age				
	Male	Female	18-39 men	18-39 women	18-24	25-34	35-44	45-54	55+

Do you prefer the appearance of a man with or without a beard?

Unweighted base	2058	984	1074	372	379	169	317	383	322	867
Base: All GB Adults	2058	998	1060	339	374	228	307	368	328	827
I prefer the appearance of a man with a beard	17%	15%	19%	26%	34%	30%	31%	26%	13%	6%
I prefer the appearance of a man without a beard	28%	19%	36%	16%	24%	23%	20%	19%	28%	36%
No preference either way	53%	62%	44%	54%	41%	44%	48%	52%	56%	56%
Don't know	3%	4%	1%	4%	2%	3%	2%	2%	3%	3%

Do you currently have facial hair?

Unweighted base	984	984	-	372	-	70	149	199	157	409
Base: All GB Adults who are male	998	998	-	339	-	115	144	190	159	390
Yes, I currently have facial hair	54%	54%	-	69%	-	66%	68%	71%	54%	36%
No, I do not currently have facial hair	46%	46%	-	31%	-	34%	32%	29%	46%	64%

Which of the following best describes your facial hair?

Unweighted base	524	524	-	257	-	46	102	142	85	149
Base: All GB Adults who are male and have facial hair	537	537	-	236	-	76	98	135	86	142
Beard only	7%	7%	-	10%	-	12%	9%	8%	7%	2%
Moustache only	4%	4%	-	3%	-	8%	-	1%	1%	11%
Beard and moustache	62%	62%	-	61%	-	59%	66%	59%	56%	68%
Stubble	24%	24%	-	23%	-	14%	25%	29%	33%	16%
Other	2%	2%	-	2%	-	3%	-	2%	3%	2%
Don't know	1%	1%	-	2%	-	5%	-	1%	-	1%

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Total	Attracted to men		Social Grade	
	Heterosexual women	Gay, bisexual and 'other sexuality' men	ABC1	C2DE

Do you prefer the appearance of a man with or without a beard?

Unweighted base	2058	872	111	1227	831
Base: All GB Adults	2058	889	105	1173	885
I prefer the appearance of a man with a beard	17%	17%	23%	18%	16%
I prefer the appearance of a man without a beard	28%	38%	33%	27%	28%
No preference either way	53%	44%	44%	53%	52%
Don't know	3%	1%	0%	2%	4%

Do you currently have facial hair?

Unweighted base	984	-	111	580	404
Base: All GB Adults who are male	998	-	105	555	443
Yes, I currently have facial hair	54%	-	52%	53%	55%
No, I do not currently have facial hair	46%	-	48%	47%	45%

Which of the following best describes your facial hair?

Unweighted base	524	-	58	307	217
Base: All GB Adults who are male and have facial hair	537	-	55	294	244
Beard only	7%	-	5%	6%	8%
Moustache only	4%	-	2%	5%	4%
Beard and moustache	62%	-	60%	61%	64%
Stubble	24%	-	26%	26%	21%
Other	2%	-	8%	2%	2%
Don't know	1%	-	0%	1%	1%

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

Do you prefer the appearance of a man with or without a beard?

Unweighted base	2058	505	354	184	239	488	1770	106	182
Base: All GB Adults	2058	492	340	182	278	487	1778	101	179
I prefer the appearance of a man with a beard	17%	17%	19%	15%	18%	16%	17%	18%	16%
I prefer the appearance of a man without a beard	28%	26%	27%	27%	34%	28%	28%	19%	26%
No preference either way	53%	54%	50%	56%	44%	54%	52%	61%	54%
Don't know	3%	3%	3%	2%	4%	1%	3%	3%	4%

Do you currently have facial hair?

Unweighted base	984	232	169	87	118	241	847	41	96
Base: All GB Adults who are male	998	226	162	88	141	246	863	39	96
Yes, I currently have facial hair	54%	54%	50%	58%	52%	58%	54%	53%	49%
No, I do not currently have facial hair	46%	46%	50%	42%	48%	42%	46%	47%	51%

Which of the following best describes your facial hair?

Unweighted base	524	125	82	49	62	137	455	23	46
Base: All GB Adults who are male and have facial hair	537	122	81	51	74	143	470	21	47
Beard only	7%	8%	7%	9%	4%	5%	7%	4%	12%
Moustache only	4%	5%	5%	9%	3%	2%	4%	-	10%
Beard and moustache	62%	60%	62%	62%	70%	60%	62%	79%	56%
Stubble	24%	23%	25%	20%	21%	30%	25%	17%	14%
Other	2%	3%	1%	-	1%	1%	1%	-	8%
Don't know	1%	1%	1%	-	-	2%	1%	-	-