

YouGov Survey Results

Sample Size: 2757 GB Adults
Fieldwork: 16th - 17th August 2011

	Age & Gender				Gender		Age				Social Grade		Region					
	Total	Male, 18-39	Female, 18-39	Male, 40+	Female, 40+	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2757	524	513	816	904	1340	1417	334	703	943	777	1571	1186	353	896	590	678	240
Unweighted Sample	2757	373	527	938	919	1311	1446	167	733	1052	805	1864	893	415	937	505	628	272
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Only asked to women, n=1446]

I prefer the appearance of a man with a beard	6	0	7	0	5	0	6	6	8	5	5	7	5	8	4	6	6	6
I prefer the appearance of a man without a beard	66	0	71	0	64	0	66	80	66	69	59	68	65	65	67	61	69	73
No preference either way	27	0	22	0	31	0	27	13	25	26	35	25	30	26	28	34	24	20
Don't know	0	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	1	1

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

[Only asked to women, n=1446]

Prefer the appearance of a man with chest hair	22	0	22	0	21	0	22	17	25	22	21	22	21	20	24	20	21	23
Prefer the appearance of a man without chest hair	36	0	44	0	31	0	36	54	40	30	32	35	36	37	36	36	35	35
No preference either way	42	0	32	0	47	0	42	28	34	48	47	42	42	41	39	44	44	41
Don't know	1	0	1	0	0	0	1	1	1	0	0	1	1	1	1	0	0	2

Do you currently have facial hair?

[Only asked to men, n=1311]

Yes, I currently have facial hair	37	43	0	33	0	37	0	51	39	35	31	38	35	37	37	43	35	29
No, I do not currently have facial hair	63	57	0	67	0	63	0	49	61	65	69	62	65	63	63	57	65	71

Which of the following best describes your facial hair?

[Only asked to men with facial hair, n=487]

Stubble	52	72	0	36	0	52	0	80	66	39	32	52	52	42	51	56	58	44
Beard and moustache	29	18	0	39	0	29	0	13	21	36	42	31	27	36	32	26	26	24
Moustache only	11	2	0	17	0	11	0	1	3	18	16	9	13	5	11	13	9	17
Beard only	3	5	0	2	0	3	0	4	5	3	1	4	1	11	1	1	5	3
Other	4	3	0	6	0	4	0	2	4	4	8	4	6	4	4	5	2	12
Don't know	0	1	0	0	0	0	0	0	1	0	0	0	1	1	1	0	0	0

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

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

[Only asked to men with facial hair, n=487]

Habit- I have always had facial hair	32	21	0	42	0	32	0	29	15	39	47	32	33	34	26	35	34	42
Laziness	29	41	0	19	0	29	0	47	37	19	20	26	33	36	34	20	30	23
To make myself more attractive	12	19	0	7	0	12	0	14	21	10	3	14	9	6	13	15	14	11
To make myself look older	2	3	0	1	0	2	0	2	4	2	1	2	2	4	2	0	1	7
Religious reasons	1	2	0	1	0	1	0	0	3	1	0	2	0	4	0	1	2	0
To make a statement	1	2	0	1	0	1	0	0	3	1	2	1	2	0	3	1	2	0
To raise money for charity	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Other	15	10	0	20	0	15	0	5	13	22	16	16	15	12	15	21	13	9
Don't know	6	4	0	8	0	6	0	2	5	6	11	6	6	4	7	6	5	8

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

[Only asked to men, n=1311]

Very hairy	8	7	0	9	0	8	0	4	9	10	7	8	8	6	9	9	8	7
Fairly hairy	37	36	0	37	0	37	0	33	38	41	32	35	39	38	32	40	37	41
TOTAL HAIRY	45	43	0	46	0	45	0	37	47	51	39	43	47	44	41	49	45	48
Not very hairy	33	33	0	33	0	33	0	34	32	30	36	36	28	32	34	30	33	30
Not hairy at all	21	22	0	21	0	21	0	30	18	18	25	20	23	22	23	20	20	21
TOTAL NOT HAIRY	54	55	0	54	0	54	0	64	50	48	61	56	51	54	57	50	53	51
Don't know	1	2	0	0	0	1	0	0	3	1	0	1	2	1	1	0	2	0

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

Shaving	65	60	93	31	82	42	86	78	75	65	49	65	64	64	67	63	66	58
Hair removal cream	43	16	80	3	73	8	76	43	50	43	37	44	42	40	45	43	43	41
Tweezing	40	19	83	5	59	11	68	53	50	37	29	42	38	40	44	37	40	31
Waxing	32	12	73	3	48	6	57	40	43	30	23	34	30	32	34	30	32	33
Electrology, or electrical epilation	10	1	21	0	17	1	18	10	11	9	8	11	8	8	11	9	10	7
Threading	7	1	19	0	9	1	13	9	10	6	4	8	5	14	6	8	5	4
Laser hair removal	2	0	5	0	4	0	4	2	2	2	2	2	2	2	3	1	2	1
Intensed pulse light (IPL)	1	0	3	0	2	0	3	1	2	2	1	2	1	3	2	1	1	1
None of the above	28	34	1	68	5	54	4	17	18	30	41	28	29	25	27	31	28	33
Don't know	1	2	1	0	0	1	1	1	2	0	0	0	1	0	1	0	1	3