YouGov Survey Results

Sample Size: 1668 GB Adults
Fieldwork: 24th - 25th August 2016

<table>
<thead>
<tr>
<th>EU Ref Vote 2016</th>
<th>Vote in 2015</th>
<th>Gender</th>
<th>Age</th>
<th>Social Grade</th>
<th>Region</th>
<th>Bath Frequency</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>Remain</td>
<td>Leave</td>
<td>Did not vote</td>
<td>Con</td>
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<td>Lib Dem</td>
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<tr>
<td>Weighted Sample</td>
<td>1668</td>
<td>656</td>
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<tr>
<td>Unweighted Sample</td>
<td>1668</td>
<td>789</td>
<td>701</td>
<td>156</td>
<td>475</td>
<td>325</td>
</tr>
</tbody>
</table>

On average, how often do you have a bath?
- Once a day: 14%
- A few times a week: 19%
- Once a week: 9%
- Once every few weeks: 7%
- Less than once a month: 16%
- Less than once a year: 11%
- Never: 22%
- Don't know: 3%

On average, how long do you spend in the bath?
- Less than 10 minutes: 14%
- 10-20 minutes: 40%
- 20-30 minutes: 25%
- Between 30 minutes and an hour: 16%
- Longer than an hour: 3%
- Don't know: 2%

For each of the following please say how often you do this when having a bath?

<table>
<thead>
<tr>
<th>Always</th>
<th>Often</th>
<th>Occasionally</th>
<th>Never</th>
<th>Don't know</th>
</tr>
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<tbody>
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<th>Gender</th>
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<th>Region</th>
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<th>Once a week or every few weeks</th>
<th>Less than once a month</th>
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</thead>
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<tr>
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<td>478</td>
<td>425</td>
<td>117</td>
<td>166</td>
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</tbody>
</table>

**Listen to music**
- **Always**: 8%
  - 8% of respondents listen to music always.
  - 8% of respondents listen to music occasionally.
  - 8% of respondents listen to music never.

**Watch TV programmes**
- **Always**: 2%
  - 2% of respondents watch TV programmes always.
  - 2% of respondents watch TV programmes occasionally.
  - 2% of respondents don't watch TV programmes.

**Use social media**
- **Always**: 2%
  - 2% of respondents use social media always.
  - 2% of respondents use social media occasionally.
  - 2% of respondents don't use social media.

**Wash your hair**
- **Always**: 39%
  - 39% of respondents wash their hair always.
  - 39% of respondents wash their hair occasionally.
  - 39% of respondents don't wash their hair.

**Sleep**
- **Always**: 2%
  - 2% of respondents sleep always.
  - 2% of respondents sleep occasionally.
  - 2% of respondents don't sleep.

**Urinate**
- **Always**: 3%
  - 3% of respondents urinate always.
  - 3% of respondents urinate occasionally.
  - 3% of respondents don't urinate.

**Fieldwork**: 24th - 25th August 2016

Sample Size: 1668 GB Adults
## YouGov Report: Bath Frequency and Motivations

### Sample Size: 1668 GB Adults

Fieldwork: 24th - 29th August 2016

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### Question: Do you use any of the following when having a bath? Please tick all that apply

- **Bubble bath**: 60%
- **Bath salts**: 16%
- **Bath bombs**: 16%
- **Bath oil**: 14%
- **Scented candles**: 12%
- **Rubber duck**: 4%
- **None of these**: 30%
- **Don’t know**: 1%

### Question: What is your primary motivation for not having a bath?

- **I prefer showers**: 56%
- **I do not have a bath**: 24%
- **It takes too long**: 4%
- **It uses too much water**: 4%
- **It's not very hygienic**: 3%
- **Don’t know**: 1%

[Only asked to those respondents who said that they ‘never’ have a bath; n=367]