

Yahoo / YouGov: 'Britain Is A Nation Of...'

22nd - 23rd November 2018

2034 Adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

On average, how often, if ever, do you tend to have a shower and/ or bath? (Please select the option that best applies. If you do not shower or bath, please select the 'Not applicable' option)

Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
More than once a day	6%	6%	6%	7%	5%	9%	9%	3%	5%	6%
Once a day	49%	49%	48%	50%	48%	49%	50%	48%	55%	41%
4 to 6 times a week	20%	18%	23%	15%	24%	18%	19%	23%	19%	22%
2 to 3 times a week	18%	19%	18%	16%	17%	17%	14%	21%	16%	21%
Once a week	3%	4%	3%	6%	2%	3%	4%	4%	3%	5%
Once a fortnight	0%	0%	0%	1%	1%	0%	-	0%	0%	0%
Once a month	1%	1%	0%	2%	-	0%	1%	0%	1%	0%
Less often than once a month	0%	1%	0%	1%	-	1%	1%	0%	0%	1%
Don't know	1%	2%	1%	3%	2%	2%	2%	0%	1%	3%
Not applicable - I do not shower or bath	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%

For the following question, even if you do not celebrate Christmas, we are still interested in your opinion...To what extent do you personally like or dislike doing each of the following things during the Christmas period (i.e. December)? (Please select one option on each row. If you do not do any of the following during the Christmas Period please select the 'Not applicable' option)

Buying gifts

Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	29%	20%	38%	30%	29%	30%	29%	30%	31%	27%
Like a little	39%	40%	38%	42%	44%	39%	35%	38%	38%	41%
Dislike a little	14%	18%	11%	16%	11%	14%	16%	14%	15%	13%
Dislike a lot	10%	12%	8%	3%	12%	9%	11%	11%	10%	10%
Don't know	2%	3%	2%	6%	1%	3%	2%	1%	2%	2%
Prefer not to say	1%	1%	1%	2%	1%	1%	-	0%	0%	2%
Not applicable - I do not do this during the Christmas Period	4%	6%	3%	1%	2%	4%	6%	5%	4%	5%

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On average, how often, if ever, do you tend to have a shower and/ or bath? (Please select the option that best applies. If you do not shower or bath, please select the 'Not applicable' option)

	2034	940	1094	155	279	393	322	885	1230	804
Eating a lot of food										
Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	36%	33%	38%	62%	50%	44%	35%	20%	37%	34%
Like a little	39%	40%	39%	19%	35%	39%	37%	48%	39%	40%
Dislike a little	10%	11%	9%	5%	5%	7%	10%	16%	11%	10%
Dislike a lot	6%	5%	7%	3%	3%	3%	7%	9%	7%	5%
Don't know	2%	3%	1%	5%	2%	2%	2%	1%	1%	3%
Prefer not to say	1%	1%	1%	3%	0%	0%	0%	1%	0%	2%
Not applicable - I do not do this during the Christmas Period	5%	7%	4%	3%	4%	4%	8%	6%	5%	7%
Socialising with friends or colleagues										
Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	43%	40%	47%	44%	47%	41%	40%	44%	46%	39%
Like a little	38%	39%	37%	37%	38%	41%	37%	37%	38%	38%
Dislike a little	6%	7%	5%	3%	5%	7%	8%	6%	7%	5%
Dislike a lot	3%	3%	3%	3%	4%	2%	2%	3%	2%	4%
Don't know	2%	3%	2%	7%	1%	2%	2%	2%	2%	3%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%
Not applicable - I do not do this during the Christmas Period	7%	7%	6%	4%	4%	6%	10%	8%	5%	10%
Seeing family										
Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	58%	50%	66%	52%	53%	52%	50%	68%	62%	54%
Like a little	26%	30%	23%	28%	32%	33%	33%	19%	24%	30%
Dislike a little	5%	6%	4%	7%	6%	5%	5%	3%	6%	4%
Dislike a lot	3%	4%	2%	3%	5%	2%	4%	2%	3%	3%
Don't know	2%	2%	1%	6%	1%	3%	1%	1%	2%	2%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%
Not applicable - I do not do this during the Christmas Period	5%	6%	4%	2%	3%	4%	6%	7%	4%	6%
Watching Christmas adverts										
Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	9%	5%	13%	10%	14%	12%	8%	6%	9%	9%
Like a little	32%	25%	39%	40%	37%	34%	33%	28%	32%	33%
Dislike a little	18%	19%	17%	18%	15%	19%	19%	19%	18%	18%
Dislike a lot	28%	36%	21%	14%	24%	23%	27%	36%	31%	24%
Don't know	3%	4%	3%	10%	2%	3%	2%	2%	3%	5%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	1%	0%	2%
Not applicable - I do not do this during the Christmas Period	8%	9%	7%	4%	7%	8%	10%	8%	7%	9%
Going to Church										
Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	9%	7%	12%	7%	9%	7%	6%	13%	11%	7%
Like a little	17%	14%	20%	12%	13%	16%	17%	20%	18%	16%
Dislike a little	6%	7%	5%	8%	5%	6%	6%	6%	6%	6%
Dislike a lot	11%	15%	8%	13%	13%	13%	8%	11%	11%	12%
Don't know	4%	4%	3%	8%	2%	3%	3%	4%	3%	4%
Prefer not to say	3%	3%	3%	5%	3%	1%	3%	2%	2%	4%
Not applicable - I do not do this during the Christmas Period	49%	50%	49%	49%	55%	52%	56%	44%	47%	52%

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On average, how often, if ever, do you tend to have a shower and/ or bath? (Please select the option that best applies. If you do not shower or bath, please select the 'Not applicable' option)

Listening and/ or singing to Christmas carols

Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Like a lot	27%	13%	39%	20%	27%	24%	22%	32%	30%	22%
Like a little	34%	34%	33%	29%	28%	31%	33%	38%	35%	31%
Dislike a little	11%	15%	8%	14%	14%	11%	13%	9%	10%	13%
Dislike a lot	10%	15%	6%	12%	12%	12%	12%	8%	9%	12%
Don't know	4%	5%	3%	10%	3%	4%	4%	2%	3%	4%
Prefer not to say	1%	1%	1%	3%	2%	0%	-	1%	1%	1%
Not applicable - I do not do this during the Christmas Period	13%	17%	10%	13%	14%	18%	17%	10%	11%	17%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. Even if you do not currently drink alcohol, we are still interested in your opinion. Have you EVER told someone that you drink less alcohol than you actually do/ did? (If you have never drunk alcohol please select the 'Not applicable' option)

Unweighted base	2034	940	1094	155	279	393	322	885	1230	804
Base: All GB Adults	2034	986	1048	226	294	382	309	824	1159	875
Yes, I have	27%	29%	24%	25%	28%	31%	29%	24%	28%	25%
No, I haven't	58%	58%	59%	51%	57%	56%	58%	62%	59%	58%
Don't know/ can't recall	7%	6%	7%	11%	6%	7%	5%	6%	6%	7%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Not Applicable - I have never drunk alcohol	7%	5%	9%	11%	8%	6%	7%	7%	6%	10%

You previously said that you have told someone that you drink less alcohol than you actually do/ did...How many times, if at all, have you said this to each of the following people? (Please select one option in each row)

My partner

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	12%	9%	14%	11%	9%	10%	13%	13%	10%	14%
Twice	6%	5%	6%	10%	5%	7%	2%	5%	6%	5%
Three times	4%	5%	4%	13%	2%	5%	1%	3%	4%	4%
Four times	2%	3%	1%	4%	5%	1%	2%	1%	2%	2%
Five times or more	13%	18%	8%	4%	13%	20%	14%	11%	14%	11%
Don't know	53%	50%	57%	50%	59%	48%	58%	53%	54%	53%
Prefer not to say	10%	10%	10%	8%	7%	9%	10%	12%	9%	11%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

On average, how often, if ever, do you tend to have a shower and/ or bath? (Please select the option that best applies. If you do not shower or bath, please select the 'Not applicable' option)

My parent(s)

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	10%	10%	11%	8%	8%	9%	9%	13%	9%	11%
Twice	6%	4%	8%	8%	4%	11%	6%	3%	6%	5%
Three times	4%	2%	5%	11%	3%	5%	2%	2%	3%	4%
Four times	2%	2%	2%	3%	4%	-	1%	3%	1%	3%
Five times or more	21%	23%	18%	27%	29%	24%	25%	12%	19%	23%
Don't know	49%	50%	47%	37%	48%	46%	49%	54%	51%	45%
Prefer not to say	9%	9%	8%	6%	4%	6%	7%	13%	9%	8%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

My child(ren)

Unweighted base	369	178	191	5	29	66	71	198	224	145
Base: All GB Adults who have EVER lied about drinking	354	171	182	8	28	67	67	184	199	154
Once	15%	15%	16%	41%	3%	14%	10%	18%	14%	17%
Twice	5%	6%	5%	-	3%	3%	3%	8%	6%	5%
Three times	2%	0%	3%	-	-	1%	-	3%	2%	1%
Four times	1%	0%	2%	-	3%	-	-	2%	2%	-
Five times or more	8%	8%	8%	23%	11%	2%	7%	9%	7%	9%
Don't know	57%	57%	58%	16%	70%	74%	70%	46%	55%	60%
Prefer not to say	11%	15%	9%	20%	10%	6%	10%	14%	14%	8%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

My colleague(s) (excluding my line manager)

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	12%	10%	13%	10%	9%	16%	8%	12%	10%	14%
Twice	5%	4%	7%	10%	1%	8%	4%	4%	5%	5%
Three times	5%	5%	5%	10%	2%	5%	3%	5%	6%	4%
Four times	1%	2%	1%	3%	4%	-	1%	0%	1%	1%
Five times or more	9%	11%	7%	7%	14%	9%	7%	8%	9%	9%
Don't know	58%	58%	58%	54%	64%	54%	63%	58%	59%	57%
Prefer not to say	10%	11%	9%	7%	6%	8%	13%	13%	10%	10%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

On average, how often, if ever, do you tend to have a shower and/ or bath? (Please select the option that best applies. If you do not shower or bath, please select the 'Not applicable' option)

My line manager

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	13%	11%	15%	14%	10%	14%	11%	14%	12%	14%
Twice	3%	1%	4%	4%	2%	3%	3%	2%	2%	3%
Three times	2%	1%	2%	4%	3%	3%	-	1%	2%	1%
Four times	1%	1%	-	-	2%	-	-	1%	1%	1%
Five times or more	6%	8%	5%	6%	10%	8%	6%	4%	6%	6%
Don't know	64%	65%	63%	60%	67%	64%	68%	63%	66%	62%
Prefer not to say	12%	12%	12%	12%	7%	8%	12%	15%	11%	12%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

My personal friend(s)

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	13%	10%	17%	8%	10%	16%	15%	14%	10%	18%
Twice	7%	7%	7%	16%	3%	6%	9%	5%	9%	4%
Three times	5%	4%	6%	4%	9%	9%	1%	4%	5%	6%
Four times	2%	1%	2%	7%	2%	-	-	2%	1%	3%
Five times or more	12%	15%	9%	9%	14%	14%	15%	11%	12%	13%
Don't know	52%	52%	52%	48%	55%	48%	53%	53%	54%	49%
Prefer not to say	8%	10%	7%	7%	5%	7%	7%	11%	9%	8%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-

My GP or another health professional

Unweighted base	679	338	341	59	97	145	108	270	421	258
Base: All GB Adults who have EVER lied about drinking	680	349	331	82	100	144	104	250	397	283
Once	18%	18%	19%	10%	14%	17%	21%	22%	21%	15%
Twice	14%	12%	16%	8%	12%	16%	18%	14%	13%	16%
Three times	9%	8%	10%	19%	9%	5%	6%	9%	8%	11%
Four times	4%	4%	4%	5%	5%	4%	3%	5%	4%	4%
Five times or more	14%	15%	12%	4%	19%	13%	18%	14%	14%	14%
Don't know	34%	36%	33%	42%	37%	41%	30%	29%	35%	34%
Prefer not to say	6%	7%	5%	12%	4%	4%	4%	7%	6%	6%
Not Applicable - I haven't EVER told someone that I drink less alcohol than I actually do/ did	-	-	-	-	-	-	-	-	-	-