

Makeup - Internal

30th January - 1st February 2019

4,273 Adults

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

Which of these applies to you?

	Unweighted base	2009	2264	378	660	739	693	1803	2549	1724
Base	4273	2072	2201	474	677	736	678	1707	2436	1837
Working full time (30 or more hours per week)	42%	50%	34%	28%	66%	61%	66%	19%	49%	33%
Working part time (8-29 hours a week)	14%	8%	19%	8%	15%	17%	16%	12%	13%	15%
Working part time (Less than 8 hours a week)	2%	1%	2%	3%	0%	1%	1%	2%	2%	1%
Full time student	6%	6%	5%	45%	3%	1%	0%	-	7%	3%
Retired	24%	23%	25%	0%	0%	0%	2%	59%	23%	25%
Unemployed	4%	4%	3%	8%	7%	4%	2%	1%	1%	6%
Not working	7%	5%	9%	4%	6%	12%	9%	5%	3%	11%
Other	2%	2%	3%	3%	2%	3%	3%	2%	1%	4%

In which, if any, of the following situations have you EVER worn makeup? (Please select all that apply. If you have never worn makeup, please select the "Not applicable" option)

	Unweighted base	2009	2264	378	660	739	693	1803	2549	1724
Base: All GB adults	4273	2072	2201	474	677	736	678	1707	2436	1837
In private (e.g. at home)	23%	4%	41%	29%	30%	23%	20%	20%	24%	21%
For an amateur or semi-professional performance I was giving (e.g. acting, stand-up, drag etc.)	13%	9%	16%	17%	16%	11%	12%	11%	15%	10%
For a specific themed performance I was seeing (e.g. themed performances, Rocky Horror Picture Show, drag shows etc.)	9%	4%	15%	11%	13%	11%	10%	6%	10%	8%
When I have gone out with friends in the evening	45%	4%	85%	42%	48%	45%	45%	46%	46%	45%
To look more professional, excluding if it is required specifically for my role (e.g. excluding actors, product testers, models etc.)	16%	1%	31%	17%	29%	21%	19%	8%	20%	11%
For my area of work, only if it is required specifically for my role (e.g. actor/performer, product tester, model etc.)	3%	1%	5%	3%	5%	4%	4%	1%	3%	3%
When I have gone out with friends during the day	39%	2%	73%	38%	43%	37%	36%	39%	39%	38%
On a date	39%	2%	74%	34%	42%	40%	40%	38%	40%	37%
When I'm doing exercise	9%	0%	16%	12%	12%	9%	6%	7%	10%	7%
On a special occasion (e.g. birthday, religious services, a party, etc.)	44%	2%	84%	43%	47%	44%	43%	44%	44%	44%
For fancy dress events, excluding themed performances (e.g. Halloween, dress-up themed parties, festivals etc.)	30%	15%	45%	33%	43%	39%	31%	21%	34%	26%
Other	6%	3%	9%	6%	6%	6%	4%	6%	6%	6%
Don't know	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%
Not applicable - I have never worn makeup	38%	72%	5%	36%	30%	35%	41%	41%	36%	40%
Prefer not to say	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%

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AgeGender									
Male/18-24	Male/25-34	Male/35-44	Male/45-54	Male/55+	Female/18-24	Female/25-34	Female/35-44	Female/45-54	Female/55+

Which of these applies to you?

	Unweighted base	132	316	373	353	835	246	344	366	340	968
Base	239	322	376	345	789	235	354	360	333	919	
Working full time (30 or more hours per week)	26%	73%	77%	77%	25%	31%	59%	45%	54%	14%	
Working part time (8-29 hours a week)	6%	8%	7%	7%	10%	10%	22%	28%	26%	15%	
Working part time (Less than 8 hours a week)	3%	0%	1%	1%	2%	3%	0%	2%	2%	3%	
Full time student	45%	5%	1%	-	-	44%	2%	0%	1%	-	
Retired	0%	1%	-	2%	58%	-	-	1%	1%	60%	
Unemployed	10%	8%	5%	3%	1%	6%	6%	4%	2%	1%	
Not working	5%	3%	8%	7%	3%	2%	9%	16%	12%	7%	
Other	4%	2%	2%	3%	1%	3%	2%	5%	3%	2%	

In which, if any, of the following situations have you EVER worn makeup? (Please select all that apply. If you have never worn makeup, please select the "Not applicable" option)

	Unweighted base	132	316	373	353	835	246	344	366	340	968
Base: All GB adults	239	322	376	345	789	235	354	360	333	919	
In private (e.g. at home)	10%	5%	5%	3%	1%	49%	52%	43%	37%	35%	
For an amateur or semi-professional performance I was giving (e.g. acting, stand-up, drag etc.)	8%	12%	9%	9%	8%	25%	19%	12%	15%	14%	
For a specific themed performance I was seeing (e.g. themed performances, Rocky Horror Picture Show, drag shows etc.)	3%	5%	6%	4%	2%	19%	20%	17%	17%	9%	
When I have gone out with friends in the evening	6%	7%	5%	3%	1%	78%	85%	87%	87%	85%	
To look more professional, excluding if it is required specifically for my role (e.g. excluding actors, product testers, models etc.)	2%	2%	1%	0%	0%	32%	55%	43%	39%	14%	
For my area of work, only if it is required specifically for my role (e.g. actor/performer, product tester, model etc.)	1%	1%	2%	1%	-	5%	9%	6%	8%	2%	
When I have gone out with friends during the day	4%	4%	2%	2%	1%	73%	78%	73%	71%	72%	
On a date	2%	3%	3%	1%	1%	66%	78%	78%	80%	71%	
When I'm doing exercise	-	1%	0%	0%	0%	25%	22%	18%	12%	13%	
On a special occasion (e.g. birthday, religious services, a party, etc.)	5%	3%	3%	2%	1%	81%	86%	87%	85%	81%	
For fancy dress events, excluding themed performances (e.g. Halloween, dress-up themed parties, festivals etc.)	10%	24%	21%	15%	9%	57%	60%	57%	47%	31%	
Other	2%	3%	4%	2%	2%	11%	8%	8%	7%	10%	
Don't know	2%	2%	1%	0%	-	1%	1%	-	0%	0%	
Not applicable - I have never worn makeup	66%	59%	65%	75%	82%	5%	4%	4%	5%	6%	
Prefer not to say	6%	2%	1%	1%	0%	2%	1%	1%	1%	1%	

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

In general, which, if any, of the following statements are reasons why you would EVER personally wear makeup?
(Please select all that apply)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Base: All GB adults who wear makeup ever	2703	554	2149	277	465	483	411	1067	1653	1050
To look professional in a professional context	2666	576	2090	304	475	475	401	1011	1564	1102
To boost my confidence	30%	4%	37%	33%	30%	31%	32%	28%	33%	25%
To make me feel good when dressing up for a special occasion (e.g. an event, a date, a night out, etc.)	51%	8%	63%	57%	51%	50%	48%	51%	49%	53%
To hide blemishes on my face	64%	11%	78%	60%	60%	61%	65%	67%	62%	66%
To accentuate or highlight a part of my face (e.g. nose, cheeks, lips etc.)	40%	13%	47%	54%	48%	44%	36%	32%	41%	38%
To hide a feature of my face I am self-conscious of	26%	4%	32%	32%	30%	23%	23%	25%	26%	25%
To express my personality and creativity	19%	9%	22%	32%	24%	23%	12%	14%	19%	20%
It is a habit	19%	12%	21%	27%	21%	17%	16%	17%	19%	18%
I find it fun	21%	2%	26%	26%	22%	19%	16%	21%	22%	20%
Other	18%	15%	19%	37%	24%	17%	16%	12%	19%	18%
Don't know	8%	25%	4%	4%	8%	9%	8%	9%	9%	7%
Prefer not to say	9%	30%	3%	10%	10%	9%	10%	7%	9%	8%
	2%	8%	1%	6%	3%	2%	1%	2%	2%	2%

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AgeGender									
Male/18-24	Male/25-34	Male/35-44	Male/45-54	Male/55+	Female/18-24	Female/25-34	Female/35-44	Female/45-54	Female/55+

In general, which, if any, of the following statements are reasons why you would EVER personally wear makeup?
(Please select all that apply)

	Unweighted base	Male/18-24	Male/25-34	Male/35-44	Male/45-54	Male/55+	Female/18-24	Female/25-34	Female/35-44	Female/45-54	Female/55+
Base: All GB adults who wear makeup ever	45	133	133	89	154	232	332	350	322	913	866
To look professional in a professional context	1%	1%	7%	5%	3%	44%	42%	40%	39%	32%	32%
To boost my confidence	11%	10%	9%	7%	4%	74%	67%	66%	60%	59%	59%
To make me feel good when dressing up for a special occasion (e.g. an event, a date, a night out, etc.)	17%	12%	15%	7%	6%	75%	79%	79%	80%	78%	78%
To hide blemishes on my face	15%	16%	14%	9%	11%	68%	60%	55%	44%	35%	35%
To accentuate or highlight a part of my face (e.g. nose, cheeks, lips etc.)	4%	2%	6%	3%	3%	42%	40%	30%	29%	28%	28%
To hide a feature of my face I am self-conscious of	16%	11%	9%	11%	3%	38%	29%	28%	13%	15%	15%
To express my personality and creativity	15%	15%	12%	8%	9%	31%	24%	19%	18%	18%	18%
It is a habit	4%	3%	1%	3%	1%	34%	30%	26%	20%	25%	25%
I find it fun	20%	16%	17%	12%	12%	44%	27%	17%	16%	12%	12%
Other	12%	21%	25%	22%	37%	1%	3%	3%	4%	5%	5%
Don't know	31%	28%	25%	36%	31%	2%	3%	2%	3%	3%	3%
Prefer not to say	17%	9%	5%	4%	5%	2%	1%	0%	1%	1%	1%