

YouGov Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 15th - 16th November 2016

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1682	661	718	474	394	101	165	814	868	195	718	415	353	959	723	202	558	362	405	155	
Unweighted Sample	1682	765	715	485	401	111	172	754	928	194	708	428	352	1025	657	155	593	376	410	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On average, how often do you wear the following items before washing them?

T-shirts

Once	41	41	40	39	44	27	40	38	43	36	43	45	34	42	38	48	39	38	39	46
Twice	35	36	36	38	35	43	34	32	39	33	35	35	38	34	37	26	37	35	38	34
3-5 times	17	19	17	17	17	26	17	21	13	20	17	13	19	18	16	15	18	20	16	14
6-9 times	2	2	2	1	1	3	2	2	2	4	2	1	1	1	3	2	1	3	2	2
More than 10 times	1	0	1	0	1	0	1	1	0	2	1	1	0	1	1	0	1	0	1	2
Not applicable	3	1	4	5	2	1	5	4	2	1	1	4	7	2	4	5	2	3	4	1
Don't know	1	1	1	0	1	0	1	2	1	4	1	1	1	1	2	3	1	1	1	1

Jumpers

Once	10	8	9	7	11	5	11	7	12	5	14	7	7	8	12	17	8	9	8	12
Twice	25	24	28	26	26	21	26	13	37	15	25	28	26	26	25	21	27	21	29	25
3-5 times	38	39	39	40	41	41	32	39	37	37	37	34	44	36	40	37	38	44	35	31
6-9 times	12	16	10	13	12	17	10	17	8	17	12	12	11	16	8	12	11	14	12	14
More than 10 times	8	9	7	9	6	10	11	13	3	11	6	9	9	8	7	8	10	6	6	10
Not applicable	5	4	5	4	4	5	8	9	2	9	4	8	2	4	6	2	5	5	7	5
Don't know	2	1	2	1	1	0	1	3	1	6	1	2	1	1	3	3	2	2	2	2

Jeans

Once	4	3	5	4	3	1	6	4	5	0	7	3	3	2	7	8	4	3	3	8
Twice	14	13	13	13	16	10	13	8	21	13	17	12	13	12	17	13	14	12	17	14
3-5 times	42	40	47	46	43	38	43	38	46	36	40	49	42	42	43	44	42	43	43	39
6-9 times	15	19	14	15	14	29	16	18	13	16	15	15	15	19	11	11	16	17	15	16
More than 10 times	14	16	11	11	15	17	13	21	7	23	15	12	9	17	9	14	14	14	12	15
Not applicable	8	7	8	10	6	5	7	8	8	6	4	9	17	6	11	8	9	9	7	7
Don't know	2	1	2	1	1	0	2	3	1	6	2	1	1	1	3	3	2	2	2	1

Pants/Knickers

Once	84	89	81	85	87	87	79	74	93	74	87	86	80	87	79	78	85	85	84	83
Twice	7	5	9	9	6	9	7	11	4	10	5	7	11	6	9	11	8	7	5	9
3-5 times	3	3	3	3	2	2	4	5	1	3	3	2	4	2	4	2	3	3	4	3
6-9 times	1	0	1	0	1	0	1	1	0	2	0	1	0	0	1	0	1	1	1	0
More than 10 times	1	0	0	0	0	0	1	1	1	3	1	0	0	1	1	1	0	1	0	1
Not applicable	3	2	4	2	3	1	9	6	1	5	3	3	4	2	5	6	3	2	4	4
Don't know	1	1	1	1	0	1	0	2	1	4	1	1	0	1	2	2	1	1	2	1

YouGov Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 15th - 16th November 2016

	Age / Gender								
	Total	Male 18-24	Male 25-39	Male 40-54	Male 55+	Female 18-24	Female 25-39	Female 40-54	Female 55+
Weighted Sample	1682	98	169	253	294	98	204	229	337
Unweighted Sample	1682	84	145	235	289	110	220	246	352
	%	%	%	%	%	%	%	%	%

On average, how often do you wear the following items before washing them?

T-shirts

Once	41	34	45	36	37	37	45	47	40
Twice	35	29	30	34	31	37	34	39	42
3-5 times	17	24	17	24	19	16	15	10	14
6-9 times	2	3	4	2	2	5	3	0	0
More than 10 times	1	3	1	2	0	1	0	1	0
Not applicable	3	0	1	1	9	3	0	2	3
Don't know	1	7	3	1	1	1	1	0	0

Jumpers

Once	10	2	12	9	4	9	16	14	11
Twice	25	8	20	12	11	23	33	38	42
3-5 times	38	31	43	37	41	42	34	37	37
6-9 times	12	20	12	20	16	14	10	6	6
More than 10 times	8	15	7	10	18	6	4	2	2
Not applicable	5	13	3	11	8	4	2	2	2
Don't know	2	11	3	1	2	2	1	2	0

Jeans

Once	4	0	6	7	2	0	5	7	4
Twice	14	11	9	8	6	15	22	27	17
3-5 times	42	31	41	39	38	42	39	48	51
6-9 times	15	15	19	17	19	16	16	9	12
More than 10 times	14	29	18	21	20	16	12	5	2
Not applicable	8	4	3	6	15	7	4	3	13
Don't know	2	10	3	1	2	3	2	0	0

Pants/Knickers

Once	84	68	78	78	71	79	93	97	93
Twice	7	11	6	10	15	9	3	1	4
3-5 times	3	4	6	4	6	2	2	0	1
6-9 times	1	2	1	1	1	1	0	0	0
More than 10 times	1	0	1	2	0	5	0	1	0
Not applicable	3	7	6	4	7	3	0	1	1
Don't know	1	7	2	2	0	1	2	0	1

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	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Unweighted Sample	1682	765	715	485	401	111	172	754	928	194	708	428	352	1025	657	155	593	376	410	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Bras																				
Once	10	8	11	10	9	7	11	2	17	4	9	10	14	8	12	16	9	8	9	10
Twice	13	10	16	13	13	13	14	1	25	7	11	15	20	10	17	10	14	14	14	10
3-5 times	22	25	21	24	24	22	17	1	41	23	20	25	20	22	21	17	27	17	22	19
6-9 times	4	5	4	3	6	5	2	0	8	7	6	3	1	5	4	4	4	5	6	0
More than 10 times	4	6	1	2	6	6	2	0	7	10	5	1	0	4	3	5	2	6	2	5
Not applicable	45	44	45	46	40	45	54	92	2	45	47	45	42	49	41	45	43	48	43	55
Don't know	2	2	2	1	1	1	1	4	1	4	2	2	2	2	2	2	2	2	3	1
Socks																				
Once	74	79	72	74	77	73	74	71	77	67	81	76	63	78	68	68	74	74	75	81
Twice	13	12	15	15	13	15	11	16	11	15	10	13	20	13	15	20	14	12	12	11
3-5 times	7	6	8	7	6	9	11	9	6	7	5	8	10	6	9	7	6	8	8	5
6-9 times	1	1	1	1	0	1	1	1	1	1	1	1	2	1	1	0	1	1	1	0
More than 10 times	1	0	0	0	1	0	0	1	1	4	1	0	0	0	1	1	1	1	0	1
Not applicable	2	1	3	2	2	1	2	1	3	1	2	2	4	1	3	2	2	2	3	2
Don't know	1	1	1	0	1	1	1	2	1	5	1	0	1	1	2	3	1	2	1	1
Tights																				
Once	35	36	36	38	39	34	30	4	64	26	36	38	36	35	36	37	39	30	34	38
Twice	6	8	5	5	8	6	5	0	11	10	6	4	6	6	6	7	6	5	7	3
3-5 times	2	2	2	2	2	4	3	0	4	6	3	0	1	3	2	4	1	3	3	1
6-9 times	1	1	0	0	1	1	0	0	1	2	1	0	0	0	1	2	0	1	0	0
More than 10 times	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
Not applicable	54	50	55	53	48	53	60	92	18	49	52	56	56	54	53	49	51	58	54	57
Don't know	2	2	1	2	1	2	0	3	1	5	2	1	2	2	2	2	2	3	2	1

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Weighted Sample	1682	98	169	253	294	98	204	229	337
Unweighted Sample	1682	84	145	235	289	110	220	246	352
	%	%	%	%	%	%	%	%	%

Bras										
	Once	10	2	0	3	2	7	10	20	21
	Twice	13	0	2	1	1	15	15	26	32
	3-5 times	22	4	1	1	1	42	43	40	40
	6-9 times	4	0	1	0	0	13	15	7	4
	More than 10 times	4	1	0	1	0	19	14	3	1
	Not applicable	45	87	92	92	93	3	2	2	1
	Don't know	2	6	5	3	3	2	2	0	0
Socks										
	Once	74	62	78	78	63	72	84	81	72
	Twice	13	22	12	12	20	8	8	9	15
	3-5 times	7	6	4	7	14	7	6	5	6
	6-9 times	1	1	1	1	2	1	0	1	0
	More than 10 times	1	2	1	1	0	5	0	1	0
	Not applicable	2	0	1	1	1	3	1	2	6
	Don't know	1	7	2	1	0	3	1	1	1
Tights										
	Once	35	5	4	4	4	48	66	71	64
	Twice	6	0	1	1	0	20	11	9	9
	3-5 times	2	0	2	0	0	12	8	1	1
	6-9 times	1	0	1	1	0	4	1	0	0
	More than 10 times	0	1	0	0	0	2	1	0	0
	Not applicable	54	90	91	91	93	9	12	17	25
	Don't know	2	4	3	3	2	5	1	1	1