

## Makeup Usage - Internal

GB Sample: 19th - 21st December 2018

4,191 Adults

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

For the following questions, by 'makeup', we mean any cosmetic products for your face such as foundation, mascara, eyebrow pencils etc...On average, how often, if at all, do you wear makeup for any occasion or purpose? (Please select the option that comes closest)

Unweighted base	4191	1902	2289	331	636	671	699	1854
<b>Base: All GB adults</b>	4191	2033	2158	465	662	673	691	1700
Every day	15%	1%	28%	10%	19%	17%	14%	13%
2 to 6 days a week	14%	1%	26%	17%	15%	14%	13%	13%
Once a week	3%	0%	6%	4%	4%	3%	2%	3%
Once every two weeks	2%	0%	4%	5%	2%	3%	1%	2%
Once a month	3%	1%	5%	4%	4%	3%	3%	2%
Less than once a month	10%	2%	16%	9%	7%	9%	11%	11%
Never	52%	93%	13%	48%	47%	50%	55%	54%
Don't know	1%	1%	1%	3%	2%	1%	1%	1%