

DECLINE OF FORMALITY

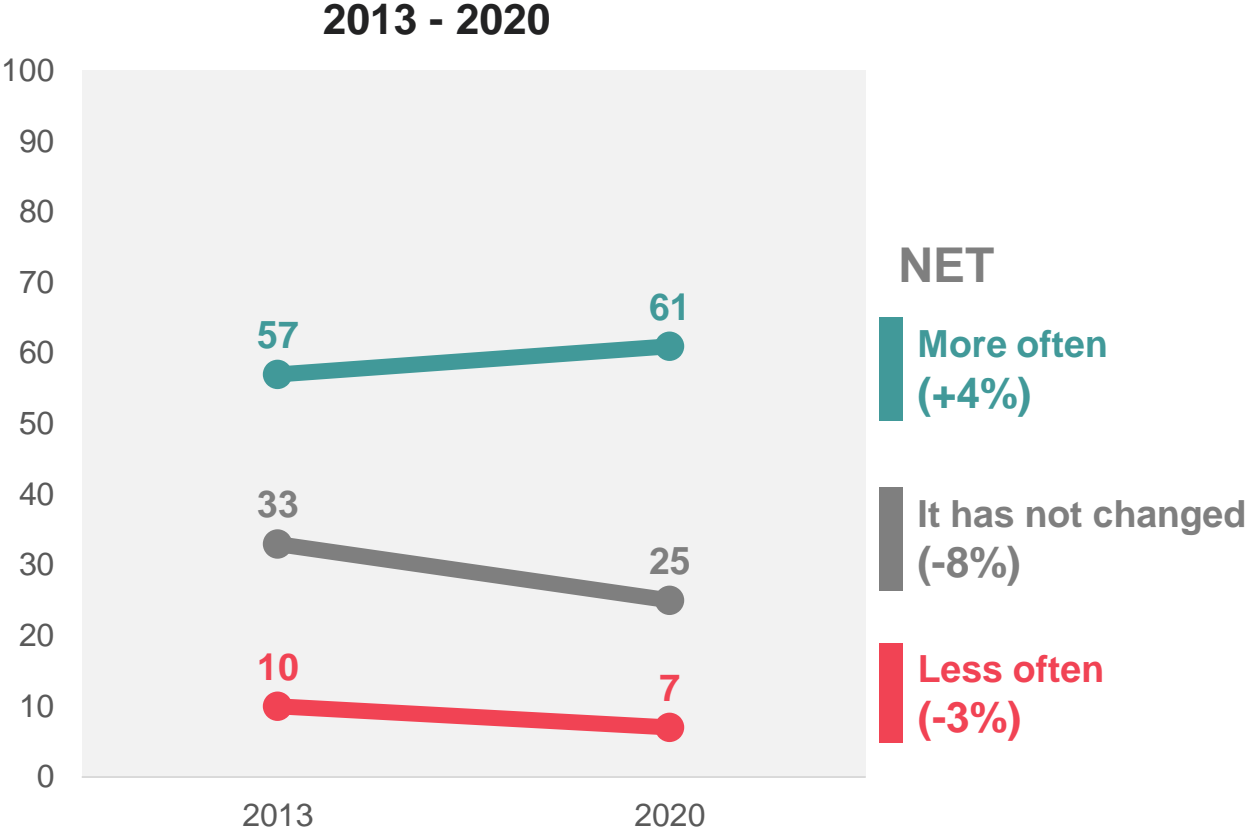
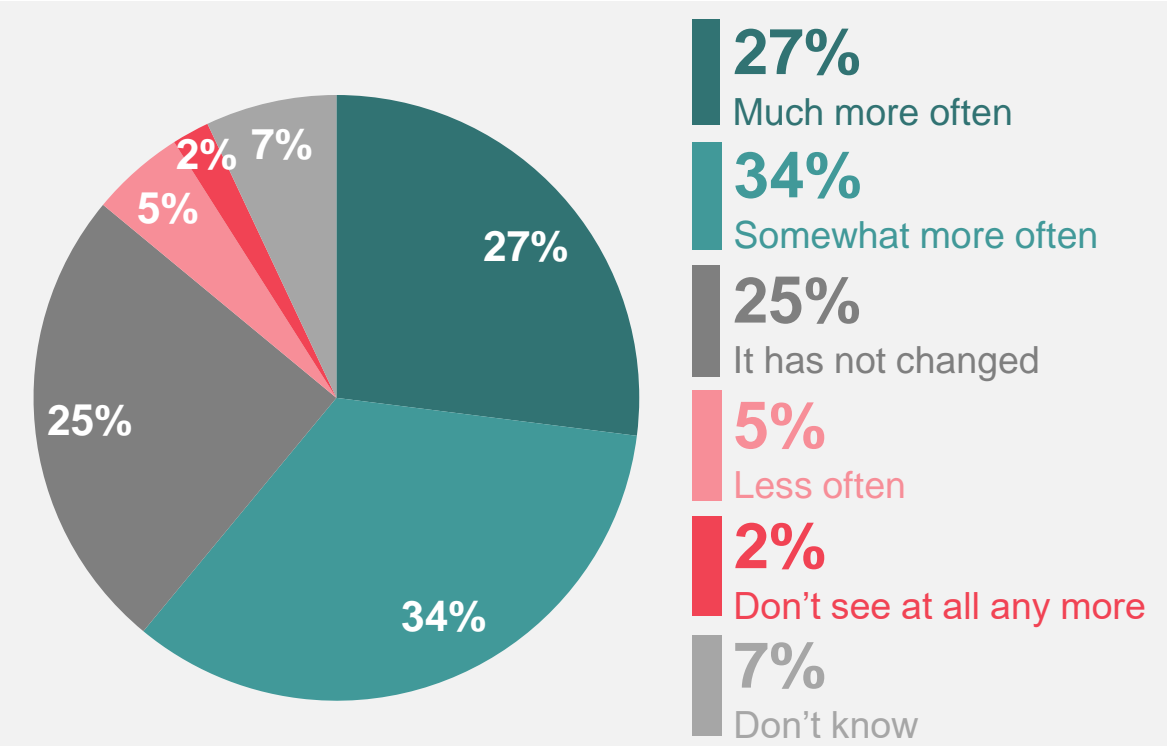
Ipsos MORI - Omnibus Poll

November 2020

3 in 5 Britons see that people spend money to look younger now more often than 5 years ago, an increase of 4% compared to 2013.

People spend money to look younger than their age (beauty products, fashionable clothes, plastic surgery, etc.)

October 2020



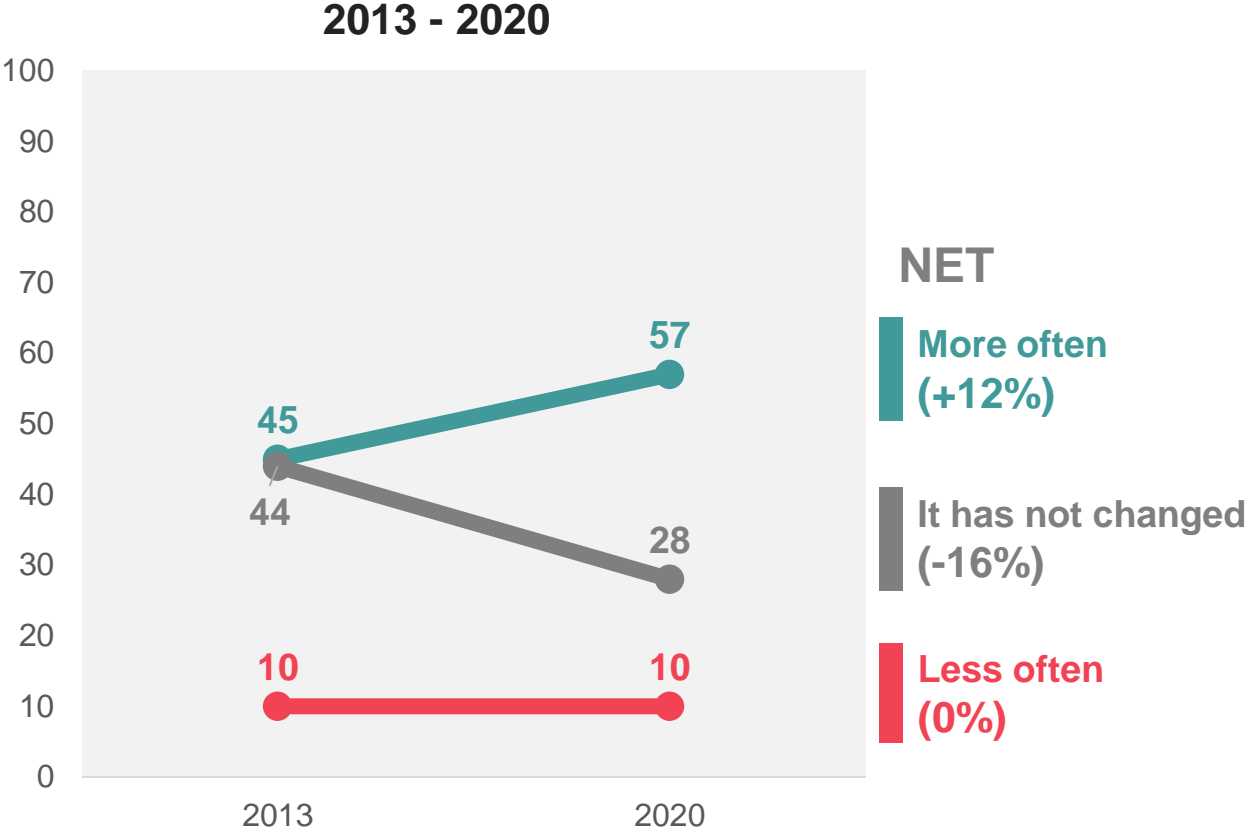
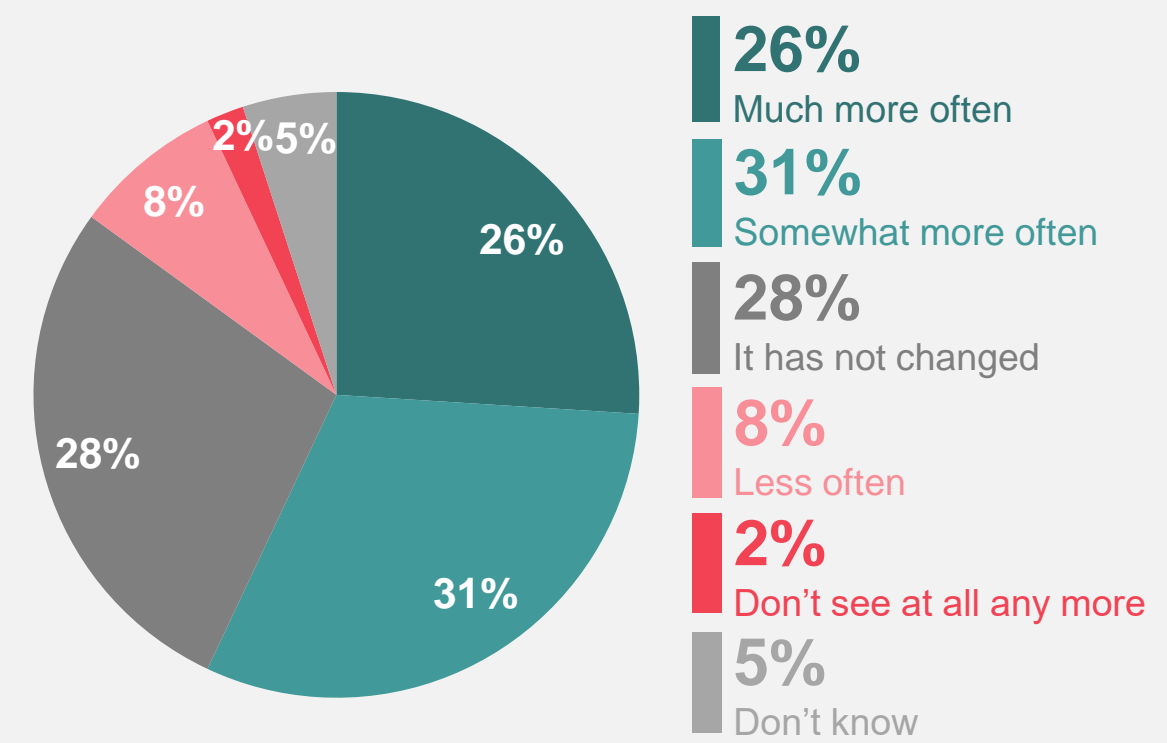
Q3. Here is a list of types of behaviour we have observed among British people. Please tell us whether you see each type of behaviour now more or less often compared to 5 years ago.

Base: All Adults aged 16-75 in Great Britain: 2013 (1001); 2020 (1093)

Less than 3 in 5 Britons see that people pay close attention to their appearance now more often than to 5 years ago, an increase of 12% compared to 2013.

People pay close attention to their appearance (beauty products, clothing, etc.)

October 2020

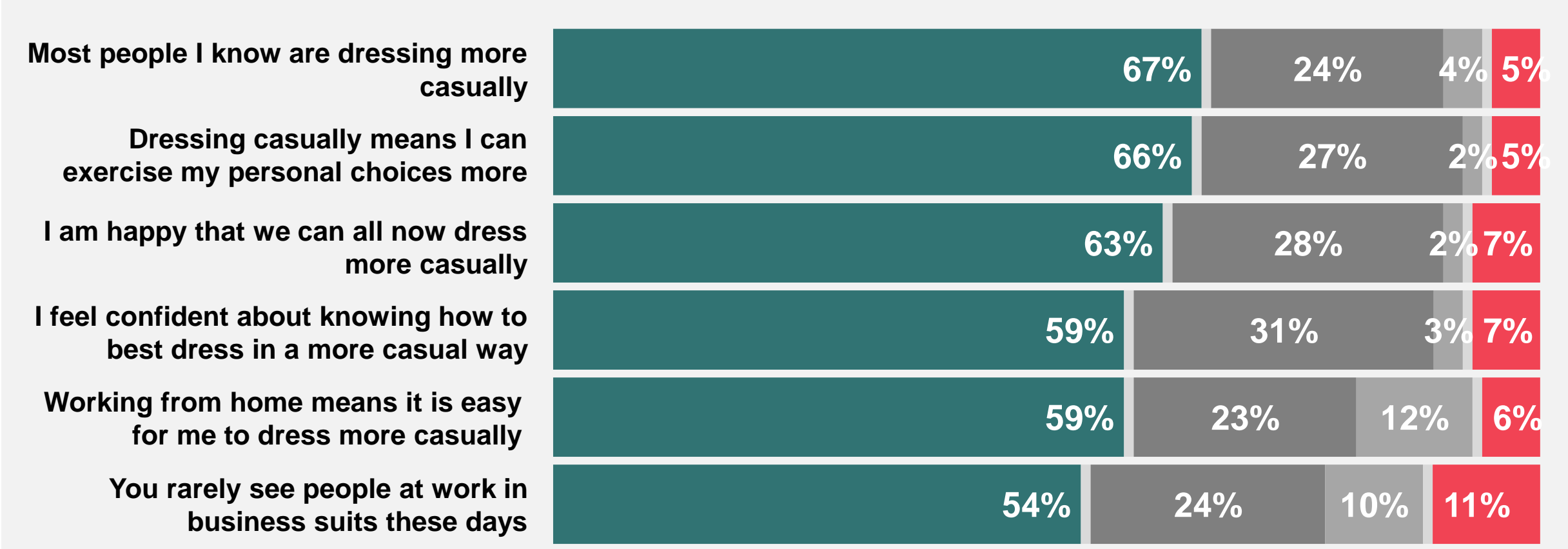


Q3. Here is a list of types of behaviour we have observed among British people. Please tell us whether you see each type of behaviour now more or less often compared to 5 years ago.

Base: All Adults aged 16-75 in Great Britain: 2013 (1001); 2020 (1093)

Two-thirds of Britons agree that most people are dressing more casually since the pandemic started and over 3 in 5 are happy we can all now dress more casually.

■ Agree
 ■ Neither agree nor disagree
 ■ Don't know
 ■ Disagree



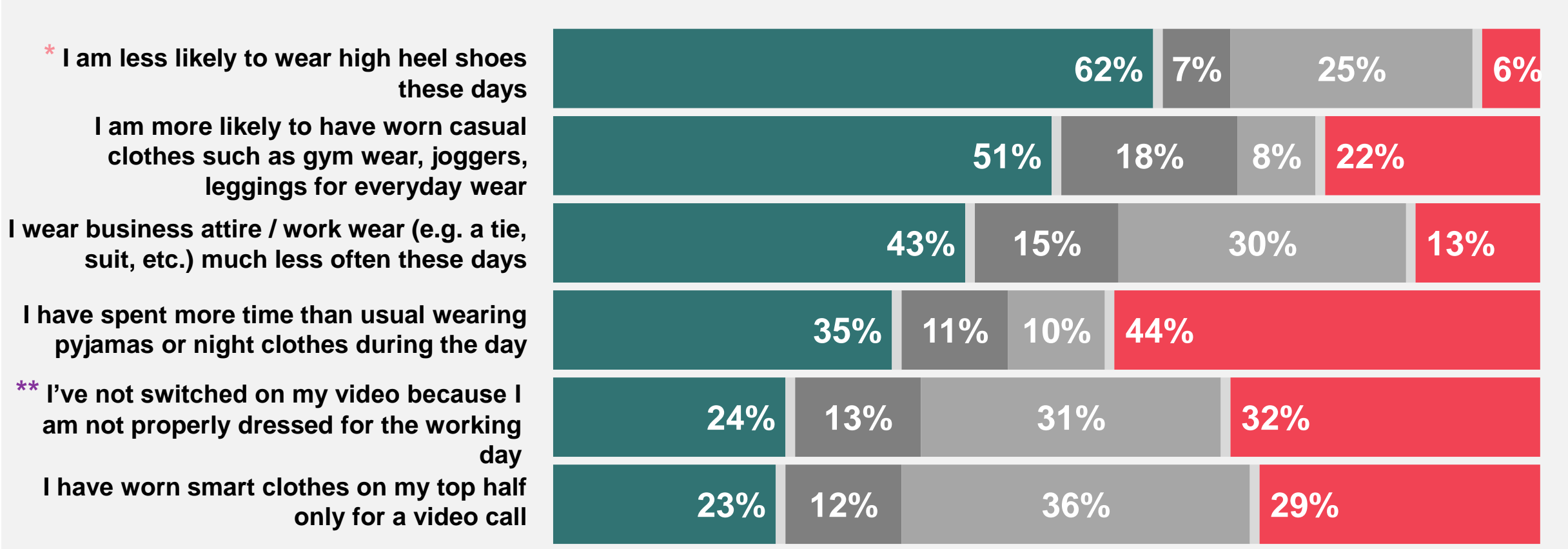
Q4A. Here is a list of statements about changes to dressing habits since the Covid-19 pandemic started. To what extent do you agree, or disagree, with each of the following?

Base: All Adults aged 16-75 in Great Britain: (1093)



Half of Britons agree they are more likely to have worn casual clothes for every day wear.

■ Agree
 ■ Neither agree nor disagree
 ■ Don't know / Not applicable
 ■ Disagree



Q4B. Here is a list of statements about changes to dressing habits since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?

Base: All Adults aged 16-75 in Great Britain: (1093); * Base: Adults who identify themselves as females or in another way or prefer not to say (565); ** Adults who are working (722);

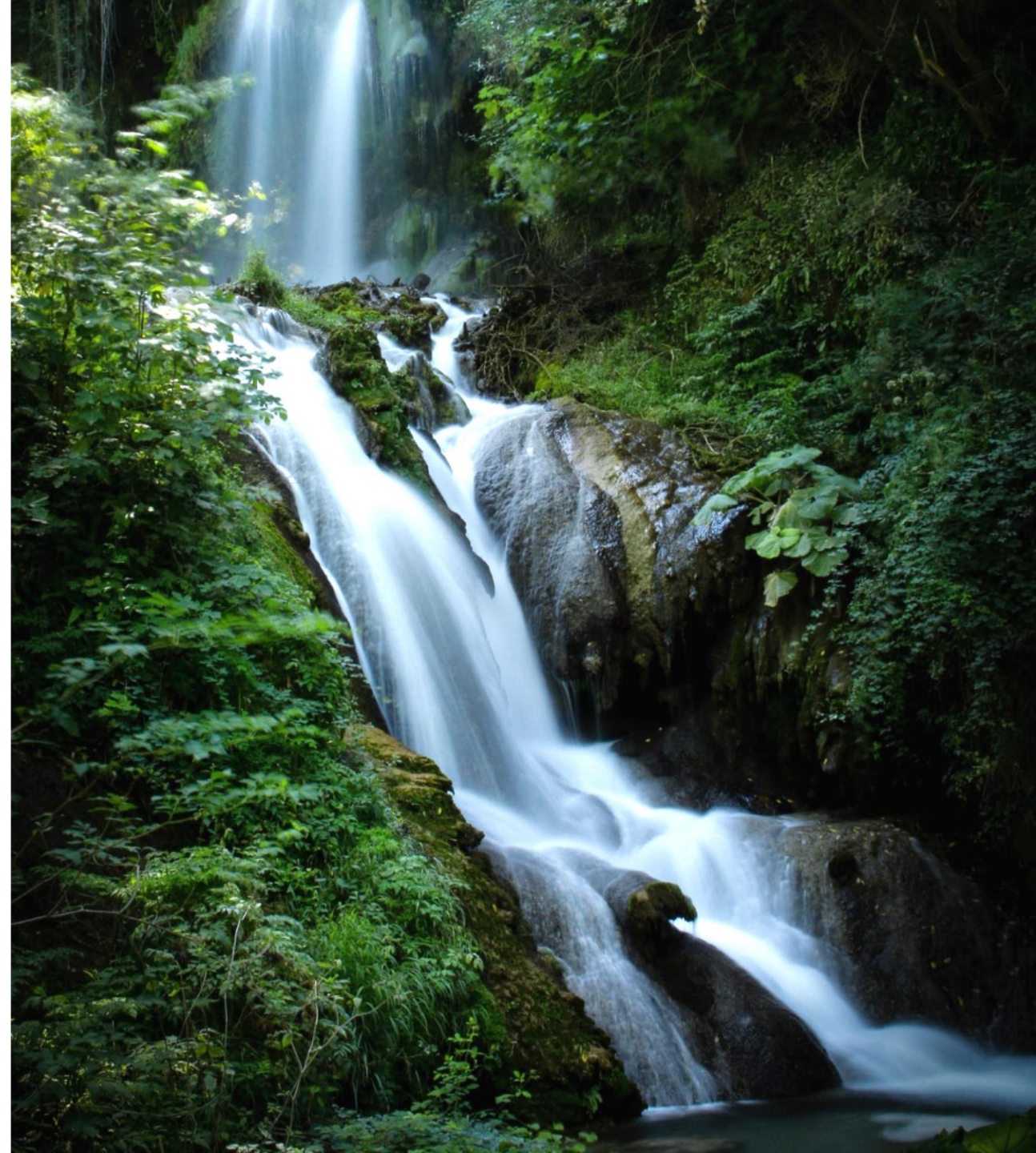


24%

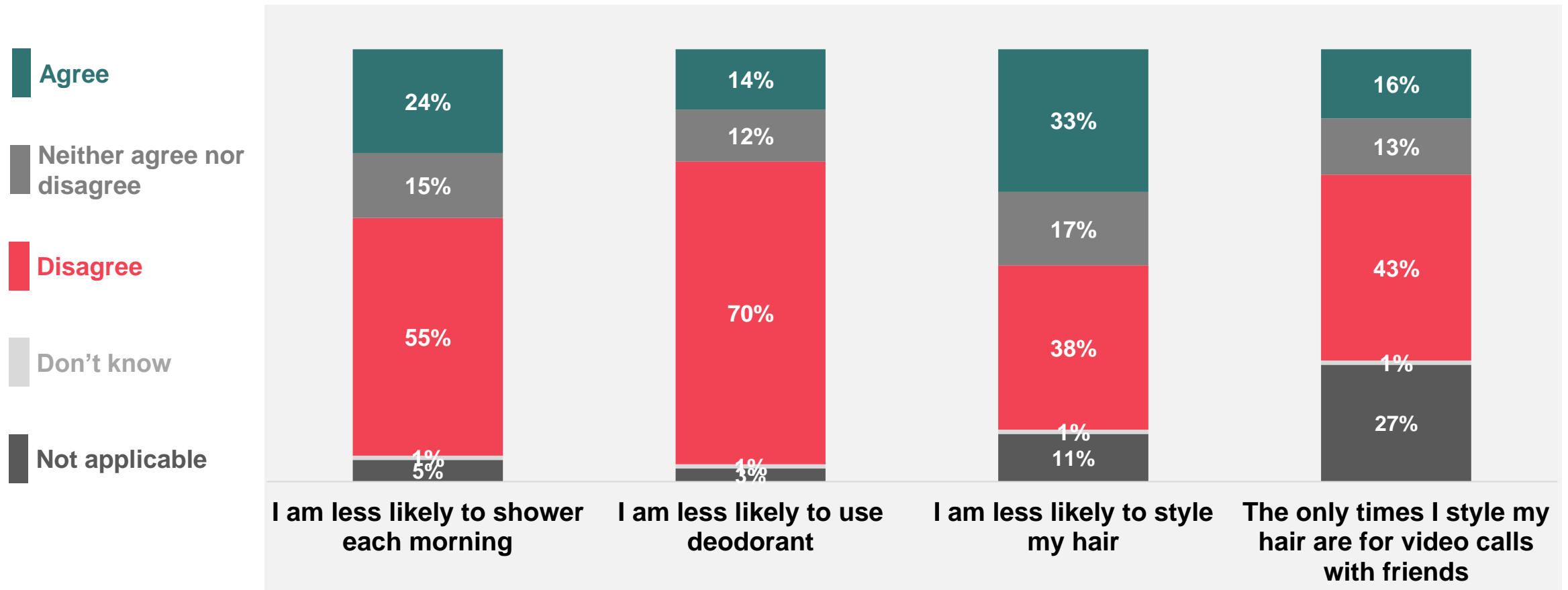
A quarter of Brits agree that they are less likely to shower each morning since the Covid-19 pandemic started.

Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you? - I am less likely to shower each morning

Base: All Adults aged 16-75 in Great Britain: (1,093)



A majority of Britons disagree about not showering or using a deodorant regularly. A third of Brits agree they are less likely to style their hair and 1 in 6 do that only for video calls with friends.



Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?

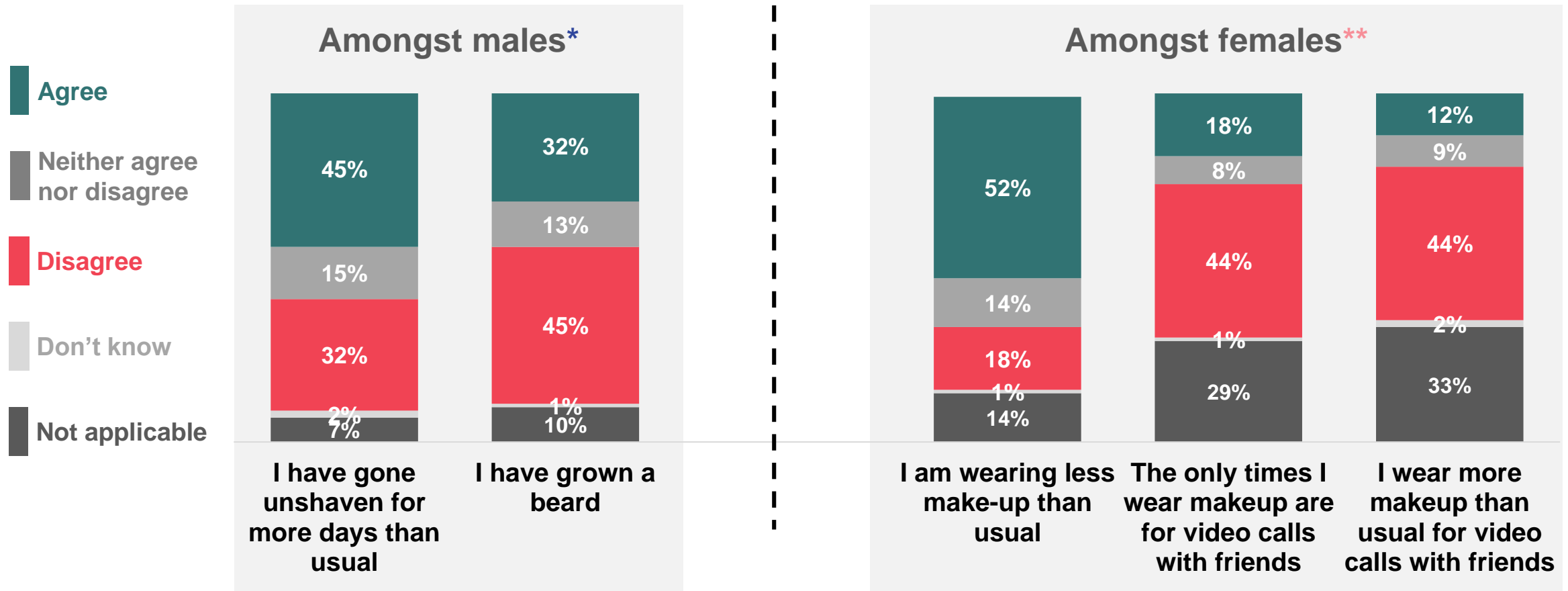
Base: All Adults aged 16-75 in Great Britain: (1,093)

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Just under half amongst those who identify as male agree that they have gone unshaven for longer than usual. Over half of those who identify as female agree that they now wear less make-up than usual.

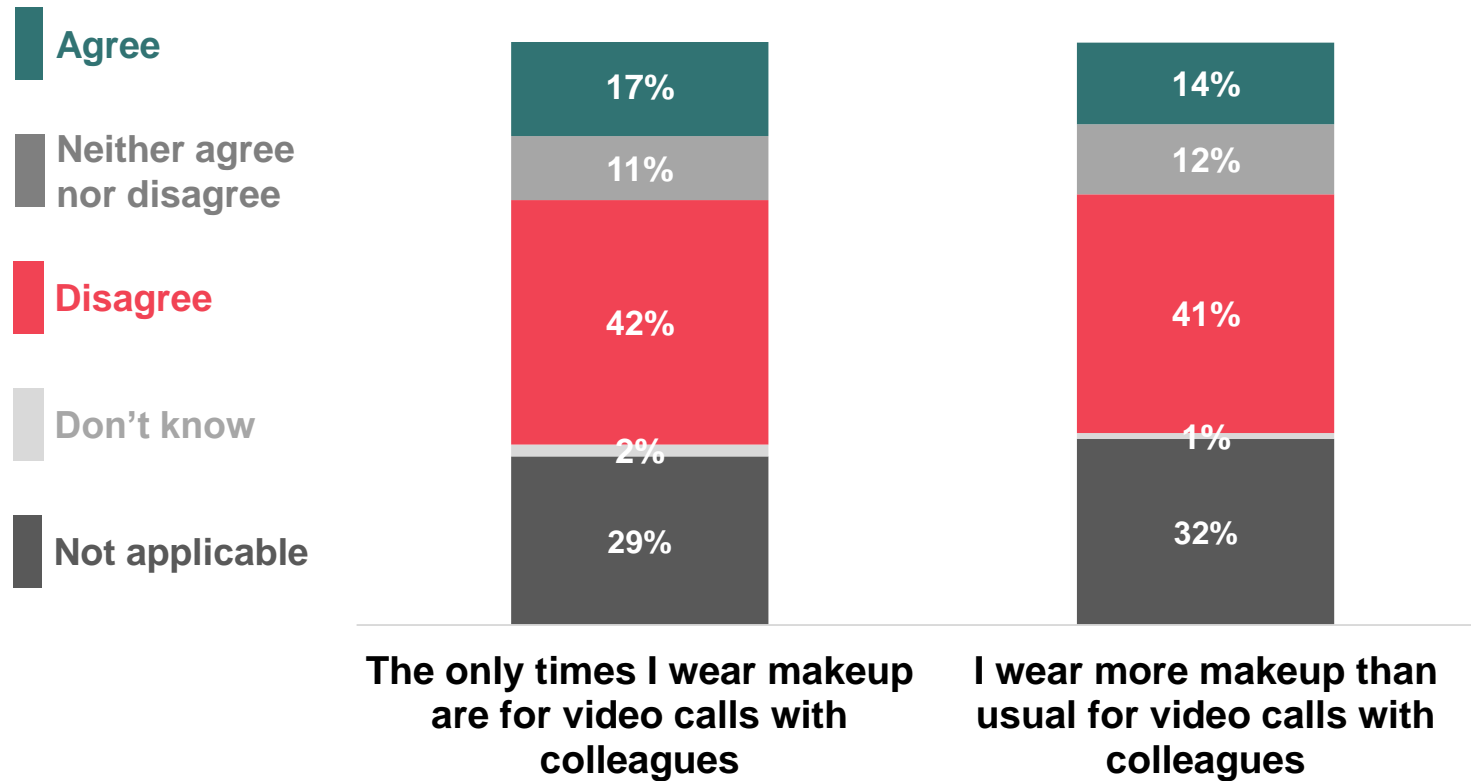


Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?

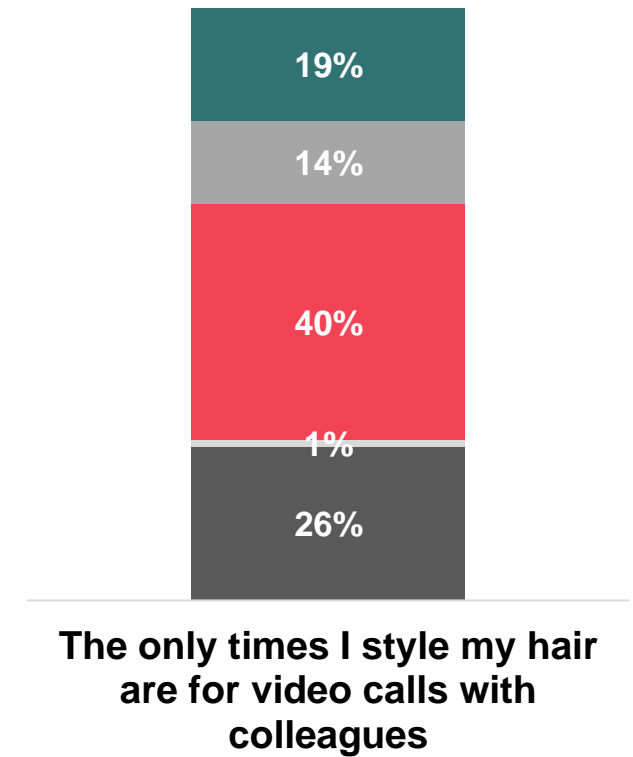
Base: *All Adults aged 16-75 in Great Britain who identify themselves as males or in another way or prefer not to say (538); **Who identify themselves as females or in another way or prefer not to say (565)

Amongst those who identify as female and are currently working, 2 in 5 disagree they wear more make-up for video calls with colleagues. Amongst workers, a similar proportion disagree about styling their hair only for video calls with colleagues.

Amongst females* currently working



Amongst those currently working



Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?

Base: *All adults aged 16-75 in Great Britain who identify themselves as females or in another way or prefer not to say and are currently working(367); : Who are working (722);

45%

**of Brits who identify as male*
have gone unshaven for more
days than usual since the
Covid-19 pandemic started.**

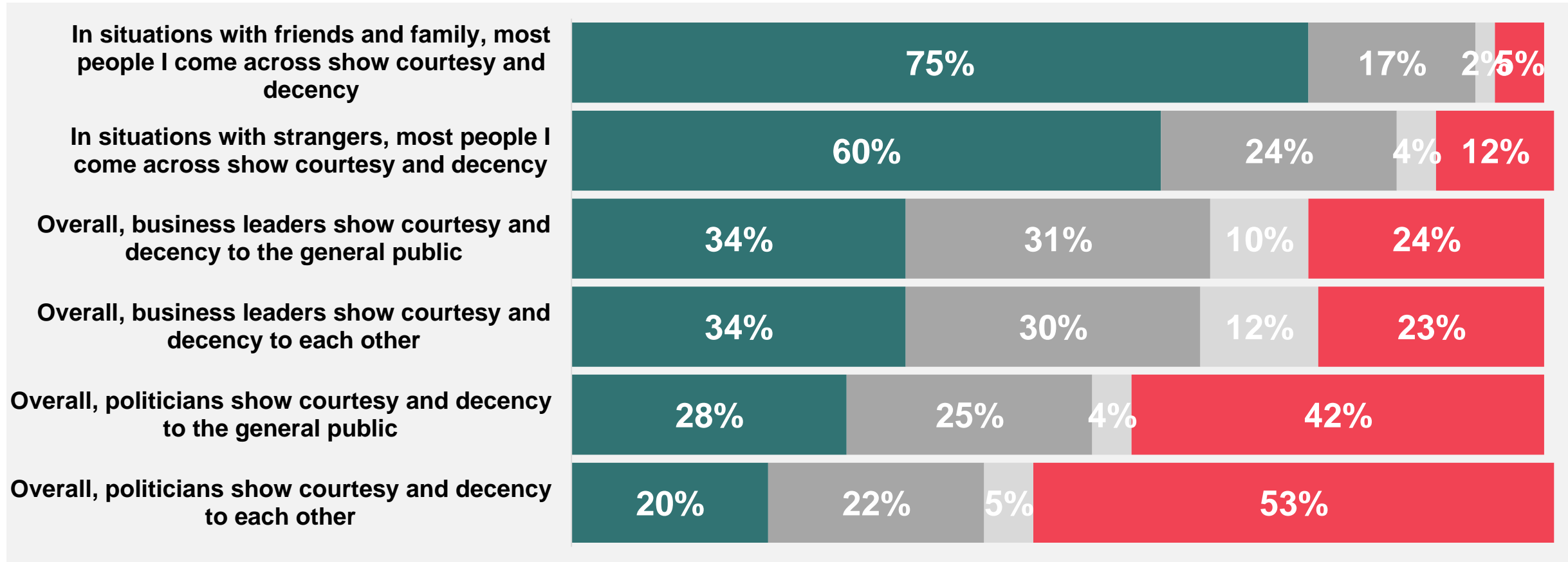
Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you? - I have gone unshaven for more days than usual

Base: *All adults aged 16-75 in Great Britain who identify themselves as males or in another way or prefer not to say: (n=538)



A large majority of Britons agree that in situations with friends and family as well as strangers, most people have shown courtesy and decency. Only a third think the same of business leaders and just over a quarter think so of politicians.

■ **Agree**
■ **Neither agree nor disagree**
■ **Don't know / Not applicable**
■ **Disagree**

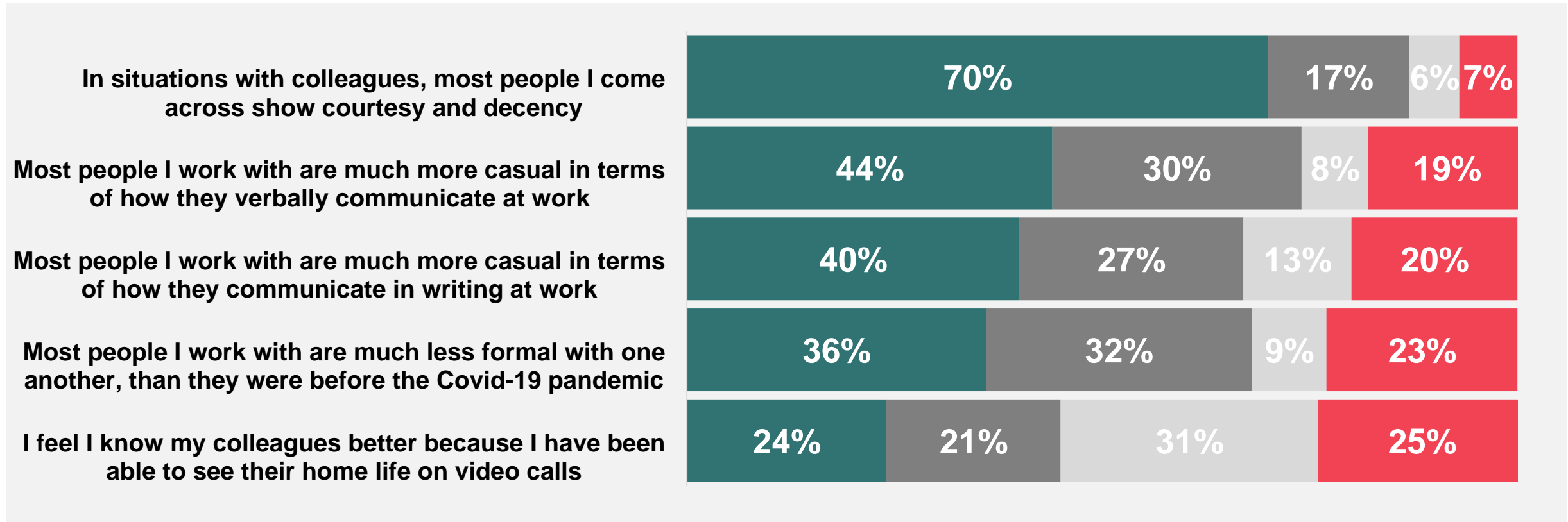


Q6. Here is a list of statements about how people are with each other since Covid-19 pandemic started. To what extent do you agree or disagree with each of the following?

Base: All Adults aged 16-75 in Great Britain: (1,093)

7 in 10 workers agree that colleagues have shown courtesy and decency. About 2 in 5 feel that most people they work with are less formal now in their communication at work.

■ Agree
 ■ Neither agree nor disagree
 ■ Don't know / Not applicable
 ■ Disagree



Q6. Here is a list of statements about how people are with each other since Covid-19 pandemic started. To what extent do you agree or disagree with each of the following?

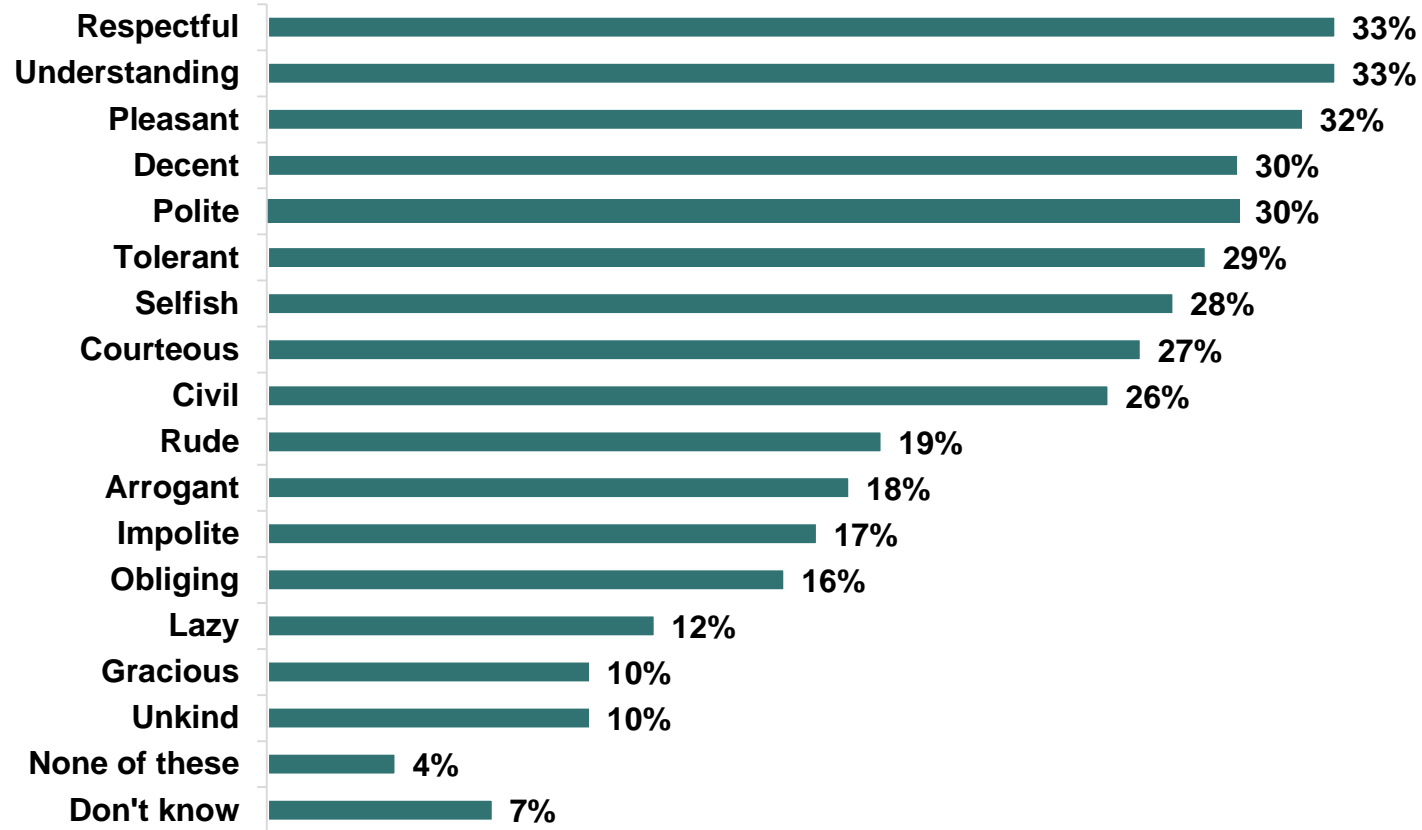
Base: All Adults aged 16-75 in Great Britain who are working (722)

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Britons have positive thoughts of others, with 'respectful, understanding and pleasant' as top 3 adjectives picked by a third of Brits to describe people in their local area.



Q7 Here is a list of words that some people have used to describe how people in society are with each other since the Covid-19 pandemic began. Which, if any, of the following do you think applies to people in your local area?

Base: All Adults aged 16-75 in Great Britain: (1,093)



Technical notes

- The research was carried out by Ipsos MORI.
- Ipsos MORI interviewed a representative quota sample of 1,093 adults aged 18-75 in Great Britain using its online i:omnibus between 21st and 23rd Oct 2020.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Great Britain.
- All surveys are subject to a range of potential sources of error.
- For more information please contact the team at <https://www.ipsosomnibussurveys.com/>

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