## DECLINE OF FORMALITY

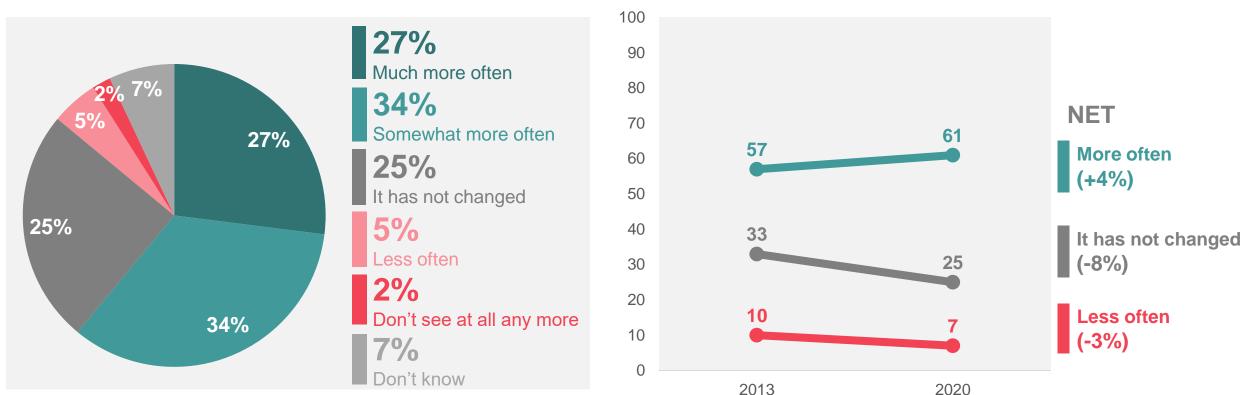
**Ipsos MORI - Omnibus Poll** 

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



2013 - 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.

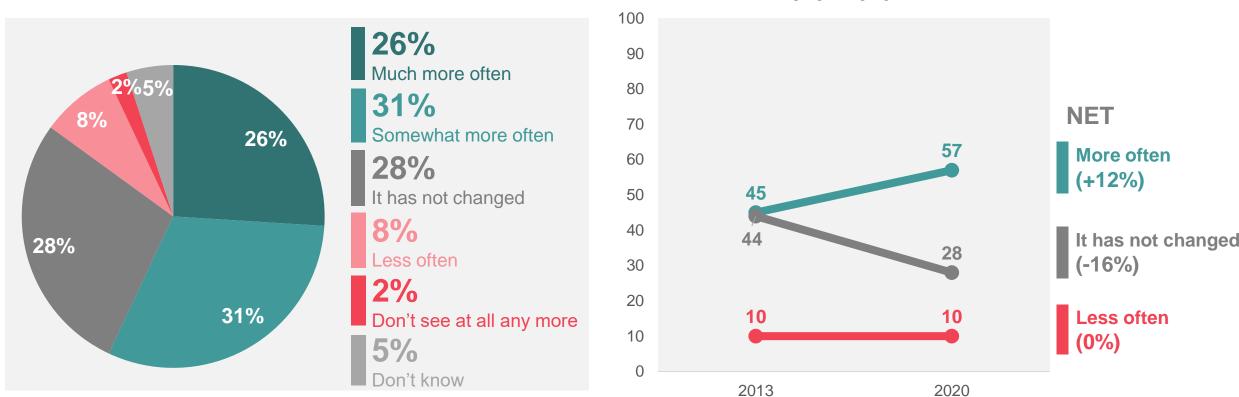


Base: All Adults aged 16-75 in Great Britain: 2013 (1001); 2020 (1093)

# 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



2013 - 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.

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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
Most people I know are dressing more casually		67	24%	% 4% <mark>5%</mark>
Dressing casually means I can exercise my personal choices more		66	% 27%	% 2% <mark>5%</mark>
I am happy that we can all now dress more casually		63%	28%	2% <mark>7%</mark>
I feel confident about knowing how to best dress in a more casual way		59%	31%	<mark>3%</mark> 7%
Working from home means it is easy for me to dress more casually		59%	23%	12% 6%
You rarely see people at work in business suits these days		54%	24%	10% 11%

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

				62	% 7%		25%	6%
<b>51% 18% 8% 22%</b>								
	4	3%	15	%		30%		13%
	35%	11%	6 10	%	44%			
24%	13%		31%		32%			
23%	12%		3	6%		29%	6	

\* I am less likely to wear high heel shoes these days

> I am more likely to have worn casual clothes such as gym wear, joggers, leggings for everyday wear

I wear business attire / work wear (e.g. a tie, suit, etc.) much less often these days

I have spent more time than usual wearing pyjamas or night clothes during the day

 \*\* I've not switched on my video because I am not properly dressed for the working day
 I have worn smart clothes on my top half only for a video call

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);

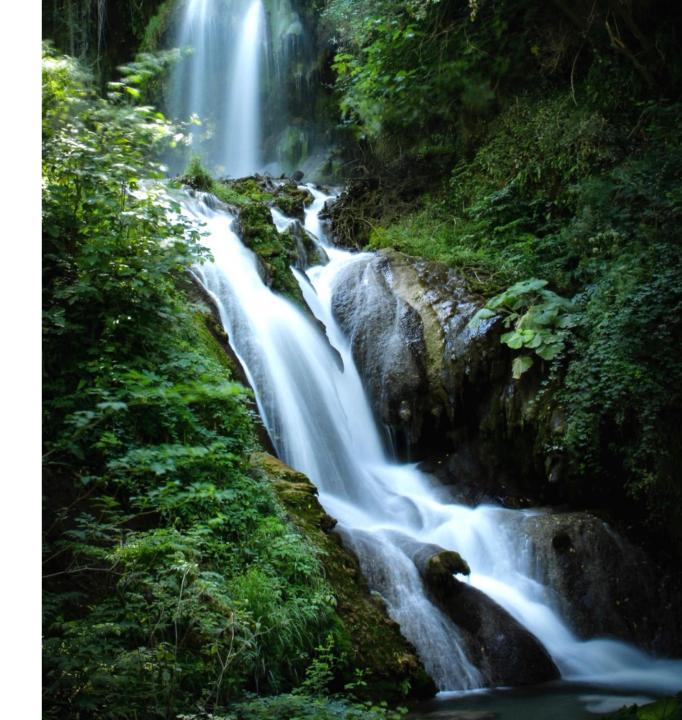


# 24%

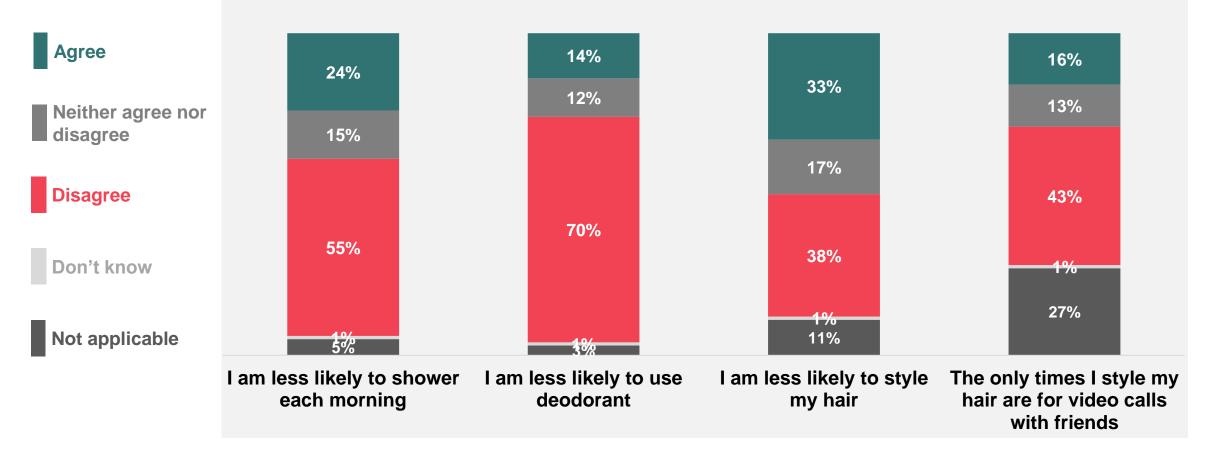
A quarter of Brits agree that they are less likely to shower each morning since the Covid-19 pandemic started.

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.

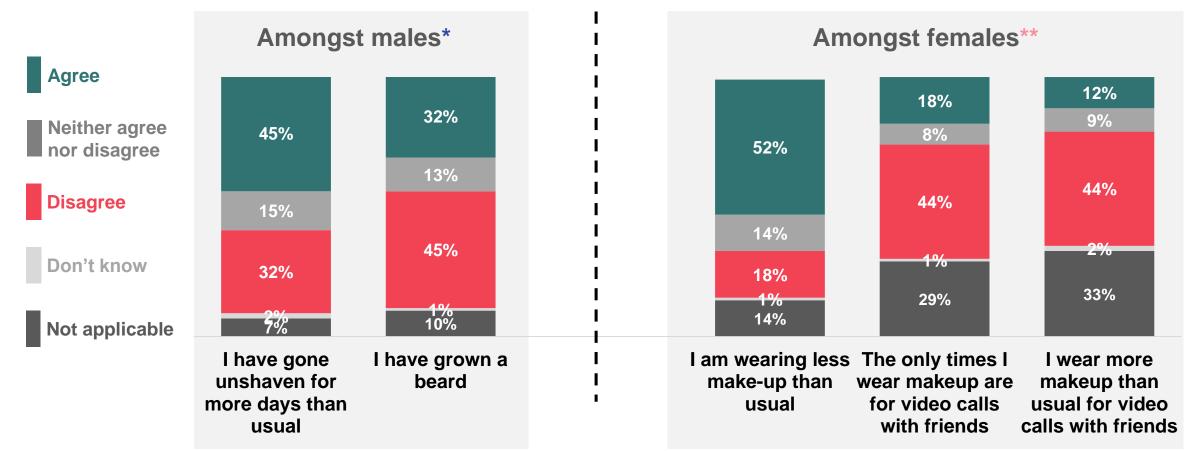


Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?



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

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.

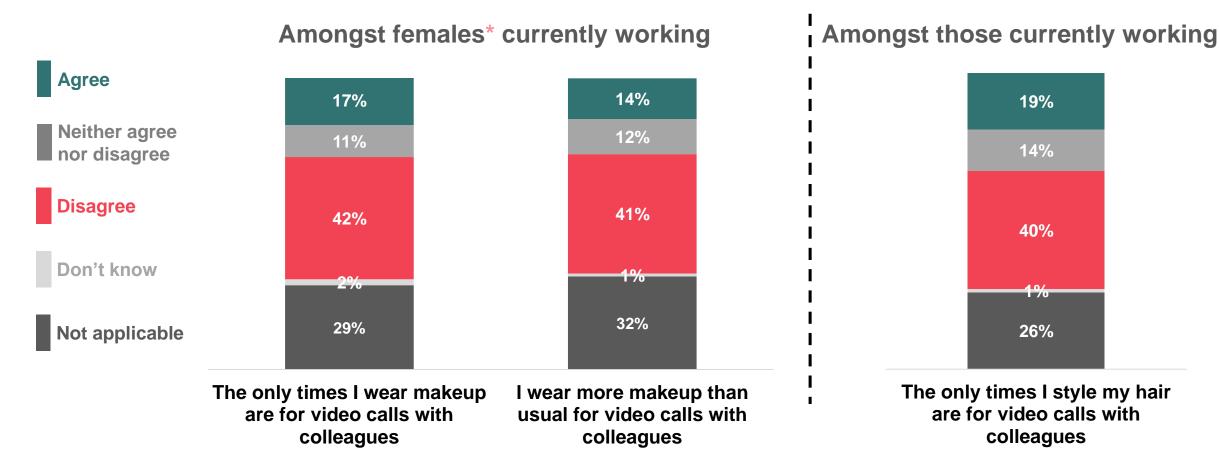


Q5. Here is a list of statements about changes to beauty, personal care and grooming routines since Covid-19 pandemic started. To what extent do you agree or disagree that each of the following applies to you?

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)

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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.



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);

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# 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

In situations with friends and family, most people I come across show courtesy and decency		17% 2% <mark>5%</mark>					
In situations with strangers, most people I come across show courtesy and decency	60%			24%	4% 12%		
Overall, business leaders show courtesy and decency to the general public	34%		31%		10%	24%	
Overall, business leaders show courtesy and decency to each other	34%		30%		12%	23%	
Overall, politicians show courtesy and decency to the general public	28%		25% 4%		4	42%	
Overall, politicians show courtesy and decency to each other	20%	22%	5%		53%		

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) lpsos MOR



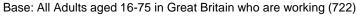
# 7 in 10 workers agree that colleagues have shown courtesy and decency. About 2 in 5 feel that most people they work with are less formal now in their communication at work.

Agree **Neither agree nor disagree Don't know / Not applicable** Disagree 70% 17% 7% In situations with colleagues, most people I come across show courtesy and decency 44% 30% 8% 19% Most people I work with are much more casual in terms of how they verbally communicate at work 40% 27% 20% Most people I work with are much more casual in terms of how they communicate in writing at work 23% 36% 32% Most people I work with are much less formal with one another, than they were before the Covid-19 pandemic 24% 21% 25% I feel I know my colleagues better because I have been able to see their home life on video calls

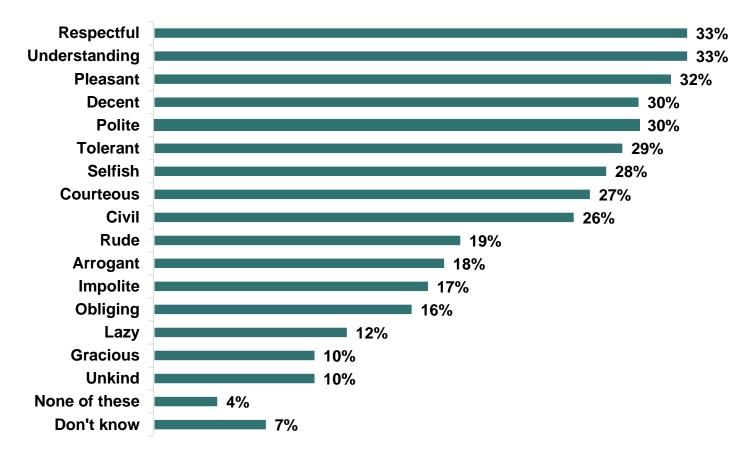
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Q6. Here is a list of statements about how people are with each other since Covid-19 pandemic started. To what extent do you agree or disagree with each of the following?



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 21<sup>st</sup> and 23rd Oct 2020.
- The sample obtained is representative of the population with quotas on:
  - Age
  - $\circ$  Gender
  - $\circ$  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/



## Ipsos MORI

### **Omnibus Poll**

### For more information

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