

24-089497-47 - 21st - 25th of November

PUBLIC USE

Nasal Spray

Adults 18-75 GB

Q1NS. Please think now about nasal sprays that can be used to unblock your nose, usually sold under the brand names Sudafed and Otrivine and containing xylometazoline or oxymetazoline. Have you ever used a nasal spray?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016		
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVA TIVE	LABOUR	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	2155	1046	1095	673	795	687	1241	914	522	556	486	305	103	183	1089	1066	1415	740	368	530	520	585	1815	307	291	614	181	217	194	794	594			
Weighted base	2155	1057	1084	650	781	724	1220	935	509	561	491	309	102	183	772	1383	1462	693	365	564	537	535	1835	286	288	589	177	239	195	764	630			
Yes	1100 51%	482 46%	608 56% B	346 53% F	421 54% F	333 46%	644 53%	456 49%	241 47%	287 51%	250 51%	177 57% I	52 51% *	93 51%	418 54% P	682 49%	785 54% R	316 46%	175 48%	276 49%	283 53%	303 57% ST	935 51%	152 53%	131 46%	315 54% Y	103 58% Y	122 51%	116 59% Y	418 55%	320 51%			
No	940 44%	515 49% C	421 39%	251 39%	315 40%	374 52% DE	531 43%	409 44%	238 47% L	249 44%	210 43%	116 38%	44 43% *	83 45%	323 42%	616 45%	609 42%	330 48% Q	158 43%	261 46%	230 43%	214 40%	817 45%	115 40%	152 53% Zac	251 43%	71 40%	112 47%	75 39%	332 44%	294 47%			
Don't know	91 4%	47 4%	44 4%	38 6% F	37 5% F	16 2%	33 3%	58 6% G	21 4%	22 4%	26 5%	12 4%	4 4% *	7 4%	24 3%	67 5%	52 4%	39 6% Q	26 7% UV	25 4%	17 3%	15 3%	70 4%	16 6%	5 2%	19 3%	4 2%	4 2%	4 2%	12 2%	16 3%			
Prefer not to say	23 1%	13 1%	11 1%	15 2% F	9 1% F	* 0%	12 1%	12 1%	8 2%	3 1%	5 1%	5 2%	2 2% *	* 0%	7 1%	17 1%	15 1%	8 1%	6 2%	3 1%	7 1%	3 1%	14 1%	3 1%	- -	3 1%	- -	- -	- -	1 0%	- -			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K/L/M/N,O/P,Q/R,S,T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC USE
Nasal Spray
Adults 18-75 GB

Q2NS. Last time you used a nasal spray, how often did you use it?
All adults who have used a nasal spray

		Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016		
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUAT	NON GRADUAT	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1103	482	611	359	432	312	646	457	254	281	255	168	53	92	574	529	756	347	183	254	269	331	926	164	138	327	103	113	110	421	307			
Weighted base	1100	482	608	346	421	333	644	456	241	287	250	177	52	93	418	682	785	316	175	276	283	303	935	152	131	315	103	122	116	418	320			
Every day	340	134	199	61	149	129	188	152	73	89	91	40	15	30	122	217	223	117	69	85	79	89	308	28	42	92	30	45	29	133	117			
	31%	28%	33%	18%	35% D	39% D	29%	33%	30%	31%	36% L	23%	29% *	32% *	29%	32%	28%	37% Q	39% UV	31%	28%	29%	33% X	19%	32%	29%	30% *	37% *	25% *	32%	36%			
Every couple of days	145	72	71	60	45	40	90	55	39	33	29	26	6	12	59	85	115	30	18	36	31	52	118	23	15	34	20	18	14	59	36			
	13%	15%	12%	17% E	11%	12%	14%	12%	16%	12%	12%	15%	11% *	13% *	14%	13%	15% R	10%	10%	13%	11%	17%	13%	15%	12%	11%	20% Z*	15% *	12% *	14%	11%			
A couple of times a week	170	79	91	63	62	44	110	61	37	48	32	41	3	10	59	111	124	46	24	43	53	40	138	31	23	54	20	17	22	57	58			
	15%	16%	15%	18%	15%	13%	17%	13%	15%	17%	13%	23% KMN	6% *	11% *	14%	16%	16%	15%	14%	16%	19%	13%	15%	20%	18%	17%	19% *	14% *	19% *	14%	18%			
Once a week	48	25	23	25	13	9	36	12	9	12	7	11	6	2	26	22	39	9	4	7	17	19	28	20	4	17	5	5	3	15	17			
	4%	5%	4%	7% EF	3%	3%	6% H	3%	4%	4%	3%	6%	12% IJKN*	2% *	6% P	3%	5%	3%	2%	3%	6%	6%	3%	13% W	3%	5%	5%	4% *	4% *	3% *	4%	5%		
Less often than once a week	315	145	170	111	122	82	187	128	68	84	72	42	18	31	123	192	233	82	39	79	90	84	273	39	40	98	22	31	35	122	78			
	29%	30%	28%	32%	29%	25%	29%	28%	28%	29%	29%	24%	35% *	33% *	29%	28%	30%	26%	23%	29%	32%	28%	29%	26%	31%	31%	22% *	25% *	31% *	29%	24%			
Don't know	78	25	52	22	28	27	30	48	14	19	17	16	4	8	27	51	46	32	21	24	12	17	68	8	6	19	5	6	12	29	15			
	7%	5%	9% B	6%	7%	8%	5%	11% G	6%	7%	7%	9%	7% *	8% *	6%	8%	6%	10% Q	12% UV	9%	4%	6%	7%	5%	5%	6%	4% *	5% *	10% *	7%	5%			
Prefer not to say	5	3	2	3	1	1	4	1	1	2	2	-	-	-	2	3	5	-	-	1	2	1	2	3	-	-	1	-	-	2	-			
	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	-	-	-	0%	0%	1%	-	-	0%	1%	0%	0%	2% W	-	-	1% *	-	-	0%	-			
NET: At least once a week		702 64%	310 64%	384 63%	210 61%	270 64%	223 67%	423 66%	279 61%	158 65%	182 64%	159 64%	118 67%	30 58% *	55 59% *	267 64%	436 64%	500 64%	202 64%	114 65%	172 62%	179 63%	200 66%	593 63%	102 67%	85 65%	198 63%	75 73% c*	85 70% *	69 59% *	265 63%	228 71% d		

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Adults 18-75 GB

Q3NS. And last time you used a nasal spray, how long did you use it for?
All adults who have used a nasal spray

		Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVA TIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1103	482	611	359	432	312	646	457	254	281	255	168	53	92	574	529	756	347	183	254	269	331	926	164	138	327	103	113	110	421	307			
Weighted base	1100	482	608	346	421	333	644	456	241	287	250	177	52	93	418	682	785	316	175	276	283	303	935	152	131	315	103	122	116	418	320			
1 day	87 8%	30 6%	55 9%	37 11% E	27 6%	23 7%	41 6%	46 10% G	24 10%	23 8%	21 8%	9 5%	4 8% *	5 5% *	26 6%	61 9%	51 7%	36 11% Q	24 14% TUV	20 7%	17 6%	17 6%	70 8%	13 9%	11 8%	16 5%	9 9% *	8 7% *	8 7% *	23 5%	20 6%			
2-3 days	464 42%	202 42%	260 43%	157 45%	174 41%	133 40%	271 42%	193 42%	99 41%	125 44%	108 43%	69 39%	20 37% *	43 46% *	178 43%	286 42%	332 42%	132 42%	66 38%	107 39%	136 48%	134 44%	393 42%	65 42%	55 42%	136 43%	45 44% *	52 43% *	44 38% *	172 41%	152 47%			
4-6 days	240 22%	109 23%	126 21%	77 22%	96 23%	67 20%	162 25% H	78 17%	57 23%	61 21%	58 23%	34 19%	12 23% *	18 19% *	104 25%	136 20%	183 23%	57 18%	26 15%	59 21%	64 23%	72 24% S	203 22%	36 24%	38 29% C	74 23%	25 24% *	29 24% *	20 17% *	93 22%	74 23%			
7 days or more	222 20%	105 22%	115 19%	56 16%	91 22%	75 23%	129 20%	93 20%	43 18%	57 20%	47 19%	44 25%	12 24% *	18 20% *	80 19%	142 21%	163 21%	59 19%	33 19%	70 25% U	49 17%	60 20%	186 20%	33 22%	26 20%	66 21%	12 12% *	27 22% *	30 26% a*	92 22%	58 18%			
Don't know	82 7%	32 7%	50 8%	15 4%	32 8%	34 10% D	37 6%	45 10% G	19 8%	20 7%	13 5%	18 10%	4 8% *	8 8% *	29 7%	53 8%	50 6%	32 10% Q	25 14% TUV	18 6%	18 6%	18 6%	79 8% X	3 2%	1 1%	22 7% Y	10 9% Y*	6 5% *	14 12% Y*	38 9%	17 5%			
Prefer not to say	6 1%	4 1%	2 0%	4 1%	1 0%	1 0%	3 0%	3 1%	- -	- -	3 1%	1 1%	- -	1 1% *	2 0%	4 1%	5 1%	1 0%	2 1%	1 0%	- -	2 1%	4 0%	2 1%	- -	2 1%	2 2% *	- -	- -	2 0%	- -			

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Adults 18-75 GB

Q4NS. Have you ever used a nasal spray for more than 7 days in a row?
All adults who have used a nasal spray

		Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote				Referendum 2016	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVA TIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1103	482	611	359	432	312	646	457	254	281	255	168	53	92	574	529	756	347	183	254	269	331	926	164	138	327	103	113	110	421	307	
Weighted base	1100	482	608	346	421	333	644	456	241	287	250	177	52	93	418	682	785	316	175	276	283	303	935	152	131	315	103	122	116	418	320	
Yes	234	108	123	90	86	58	151	83	55	57	51	50	6	15	87	147	175	59	36	70	60	60	179	55	28	73	25	34	28	94	70	
	21%	22%	20%	26% F	20%	17%	23%	18%	23%	20%	20%	28% M	12% *	17% *	21%	22%	22%	19%	21%	25%	21%	20%	19%	36% W	21%	23%	24% *	28% *	24% *	22%	22%	
No	773	327	439	231	301	241	443	330	166	202	187	108	41	69	300	473	549	224	111	187	199	225	679	86	93	222	69	75	74	291	220	
	70%	68%	72%	67%	72%	72%	69%	72%	69%	70%	75% L	61%	78% L*	74% *	72%	69%	70%	71%	64%	68%	70%	74% S	73% X	56%	70%	71%	68% *	62% *	64% *	70%	69%	
Don't know	87	43	44	21	34	33	47	41	20	26	11	16	5	8	30	57	58	29	25	17	24	17	76	7	11	20	6	11	14	33	28	
	8%	9%	7%	6%	8%	10%	7%	9%	8%	9% K	4%	9%	10% *	9% *	7%	8%	7%	9%	14% TV	6%	8%	5%	8%	5%	8%	6%	6% *	9% *	12% *	8%	9%	
Prefer not to say	6	4	2	5	-	1	4	2	1	2	1	2	-	-	1	4	2	3	2	1	-	2	1	3	-	-	2	2	-	1	2	
	1%	1%	0%	1% E	-	0%	1%	0%	0%	1%	0%	1%	- *	- *	0%	1%	0%	1%	1%	0%	-	1%	0%	2% W	-	-	2% Z*	2% Z*	- *	0%	1%	

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