

Here at Harris Interactive we were interested to find out how the daily habits of the British public were changing, and how this might impact how brands need to re-prioritize their efforts and messaging when trying to appeal to these changing needs..

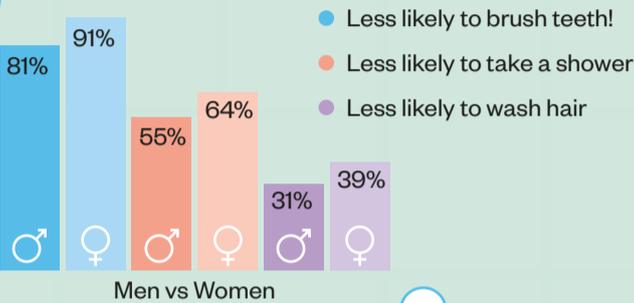
We found from a recent survey of 562 men and women from around the UK, that nearly two-thirds felt there was more pressure in recent years to look good, and not surprisingly this was most strongly felt by women and those in the younger age groups (18-34 yrs).

Around two-thirds described themselves as people who do take care of themselves citing that it made them feel good (66%), and 78% of them felt taking care has at least some impact on their confidence.

So what kinds of habits do people employ to make sure they are feeling confident and good about themselves everyday?

General habits and cleanliness

Men are less likely to do general cleanliness in the morning!



“Men are less likely to do general cleanliness in the morning!”

“Men we’re also found to be less active in the daily routine, including doing some form of exercise, stretches or meditation.”

20% vs 26%

“**4%** of our men say they apply make up in the morning”



Products tried

Men are sticking to the basics when it comes to products they have tried, with hair products being the main area



Regularly or occasionally

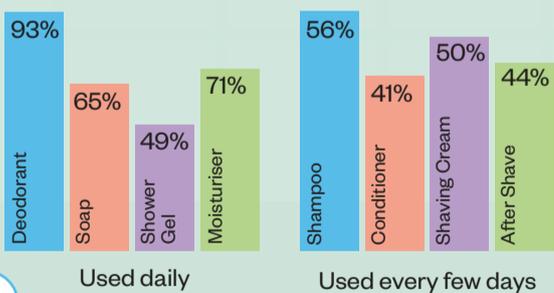
“Women are much more likely to have used moisturiser.”

18% vs 67%

“and generally **52%** of younger men aged 18-34yrs had tried it.”



Using on a daily basis



“Fake tan was sometimes used by **10%** of men and over **20%** of women.”

“**13%** of people have thought about going under the knife to enhance their looks.”



The people we interviewed are part of our Your Views Community, which brings to life the views of the general UK public. Harris Interactive run customer communities for lots of clients to help them bring the customer voice into the heart of their business. If you'd like to find out more about how we could help you, give us a call or check out our website here: www.harris-interactive.co.uk



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