

YouGov Survey: Bras



Sample 2000 U.S. Adult Citizens
 Conducted September 8 - 20, 2023
 Margin of Error ±2.8%

1. Have you ever worn a bra?

Among women

Yes	98%
No	1%
Prefer not to say	1%

2. During a typical week, how often do you wear a bra?

Among women

Every day	61%
Most days	19%
Some days	13%
No days	5%
Prefer not to say	2%

3. Compared to 5 years ago, do you currently wear a bra...?

Among women

More often	9%
About the same amount	68%
Less often	21%
Not sure	1%
Prefer not to say	1%

4. How often do you wear a bra when you are...?

Among women

	Always	Usually	Some-times	Never	Prefer not to say	Not applicable
At a restaurant	79%	10%	5%	3%	1%	2%
At work	67%	3%	3%	3%	2%	22%
At a store	72%	16%	6%	4%	1%	1%
Sleeping	8%	4%	12%	74%	1%	1%
At a formal event	78%	8%	4%	3%	2%	6%
Relaxing at home alone	20%	17%	32%	28%	1%	1%

5. Which of the following types of bra have you ever worn? Select all that apply.

Among women

Sports bra	71%
Wireless bra	73%
Underwire bra	70%
Bralette	30%
Strapless bra	50%
Push-up bra	47%
Maternity bra	28%
Other	5%
None of the above	2%
Prefer not to say	2%

6. Which of the following types of bra do you currently wear on a regular basis? Select all that apply.

Among women

Sports bra	36%
Wireless bra	44%
Underwire bra	29%
Bralette	13%
Strapless bra	4%
Push-up bra	13%
Maternity bra	3%
Other	6%
None of the above	4%
Prefer not to say	2%

7. At what age did you first wear a bra, including a training bra?

Among women who have ever worn a bra

8 or younger	3%
9	7%
10	12%
11	12%
12	27%
13	15%
14	6%
15	3%
16	1%
17	1%
18 or older	1%
Not sure	12%
Prefer not to say	1%

8. Do you think wearing a bra is generally...?

Among women who have ever worn a bra

Very comfortable	14%
Somewhat comfortable	31%
Somewhat uncomfortable	39%
Very uncomfortable	14%
Not sure	1%

9. Do you think not wearing a bra is generally...?

Among women who have ever worn a bra

Very comfortable	37%
Somewhat comfortable	25%
Somewhat uncomfortable	22%
Very uncomfortable	11%
Not sure	4%

10. Do you ever feel social pressure to wear a bra?

Among women

Yes	37%
No	58%
Not sure	6%

11. Would you say your current bra cup size is...?

Among women who have ever worn a bra

AA	2%
A	4%
B	20%
C	29%
D	16%
DD	13%
DDD	5%
Larger than DDD	3%
Not sure	3%
Prefer not to say	6%

12. How satisfied are you with the fit of your bras?

Among women who have ever worn a bra

Very satisfied	22%
Somewhat satisfied	50%
Somewhat dissatisfied	17%
Very dissatisfied	8%
Not sure	3%

13. Currently, do you think it is more fashionable for women to... ?

Wear a bra	60%
Not wear a bra	13%
Not sure	27%

14. Do think most other Americans consider it acceptable or unacceptable for women to not wear a bra in public?

Always acceptable	10%
Usually acceptable	24%
Usually unacceptable	39%
Always unacceptable	8%
Not sure	19%

15. Do you personally consider it to be acceptable or unacceptable for women to not wear a bra in public?

Always acceptable	21%
Usually acceptable	29%
Usually unacceptable	26%
Always unacceptable	12%
Not sure	12%

16. Do you think that regularly wearing a bra generally has a positive or negative effect on a woman's health?

Very positive	12%
Somewhat positive	18%
Neither positive nor negative	35%
Somewhat negative	11%
Very negative	1%
Not sure	23%

17. Have you ever heard of the Free the Nipple movement, which advocates for women to have the right to go topless in public, as men do?

Yes	38%
No	55%
Not sure	7%

18. Do you support or oppose women having the right to go topless in public, as men do?

Strongly support	18%
Somewhat support	17%
Somewhat oppose	16%
Strongly oppose	35%
Not sure	14%

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Interviewing Dates	September 8 - 12, 2023 September 13 - 20, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.051 to 6.502, with a mean of 1 and a standard deviation of 0.762.
Number of respondents	2000
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	42 questions not reported.

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1. Ever Worn a Bra

Have you ever worn a bra?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	98%	*	98%	96%	97%	99%	98%	98%	96%	99%	99%
No	1%	*	1%	3%	1%	0%	2%	2%	3%	1%	0%
Prefer not to say	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Totals	100%	*	100%	100%	99%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,151)	(0)	(1,151)	(145)	(270)	(509)	(227)	(690)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	98%	98%	98%	97%	99%	97%	97%	98%	100%	97%	96%	100%	97%
No	1%	1%	1%	2%	1%	2%	2%	1%	0%	1%	3%	0%	2%
Prefer not to say	1%	1%	1%	0%	1%	1%	1%	0%	0%	2%	1%	0%	1%
Totals	100%	100%	100%	99%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(436)	(407)	(308)	(460)	(352)	(502)	(320)	(215)	(220)	(262)	(418)	(251)

2. Frequency of Wearing a Bra

During a typical week, how often do you wear a bra?

Among women

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Every day	61%	*	61%	52%	62%	69%	58%	62%	56%	65%	54%
Most days	19%	*	19%	24%	20%	18%	16%	18%	17%	21%	26%
Some days	13%	*	13%	16%	13%	8%	18%	14%	17%	10%	10%
No days	5%	*	5%	5%	4%	4%	7%	5%	7%	1%	9%
Prefer not to say	2%	*	2%	4%	2%	1%	1%	1%	3%	3%	1%
Totals	100%	*	100%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(0)	(1,151)	(145)	(270)	(509)	(227)	(690)	(180)	(180)	(101)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Every day	61%	62%	57%	65%	61%	66%	54%	64%	69%	61%	62%	62%	60%
Most days	19%	15%	21%	21%	17%	20%	20%	22%	17%	20%	17%	18%	22%
Some days	13%	16%	13%	10%	15%	9%	16%	10%	13%	14%	11%	16%	11%
No days	5%	5%	5%	4%	5%	4%	8%	3%	1%	3%	7%	4%	7%
Prefer not to say	2%	2%	3%	0%	1%	1%	2%	1%	0%	2%	3%	1%	1%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,151)	(436)	(407)	(308)	(460)	(352)	(502)	(320)	(215)	(220)	(262)	(418)	(251)

3. Change in Frequency of Wearing a Bra

Compared to 5 years ago, do you currently wear a bra...?

Among women

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More often	9%	*	9%	21%	8%	6%	3%	5%	21%	14%	9%
About the same amount	68%	*	68%	51%	68%	78%	69%	72%	54%	62%	67%
Less often	21%	*	21%	24%	20%	16%	27%	21%	21%	22%	22%
Not sure	1%	*	1%	3%	1%	0%	0%	1%	0%	1%	0%
Prefer not to say	1%	*	1%	2%	2%	1%	1%	1%	4%	1%	1%
Totals	100%	*	100%	101%	99%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,151)	(0)	(1,151)	(145)	(270)	(508)	(228)	(692)	(179)	(179)	(101)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More often	9%	10%	11%	5%	9%	6%	12%	6%	6%	8%	7%	11%	8%
About the same amount	68%	65%	67%	72%	68%	72%	61%	73%	75%	69%	71%	64%	71%
Less often	21%	23%	19%	21%	21%	20%	23%	21%	18%	20%	18%	24%	19%
Not sure	1%	1%	0%	2%	1%	1%	2%	0%	0%	1%	2%	0%	1%
Prefer not to say	1%	2%	2%	0%	1%	1%	2%	0%	0%	2%	2%	1%	1%
Totals	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,151)	(434)	(408)	(309)	(459)	(352)	(501)	(320)	(215)	(219)	(263)	(418)	(251)

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4A. Frequency of Wearing Bra in Situations — At a restaurant

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	79%	*	79%	65%	75%	88%	83%	81%	74%	76%	74%
Usually	10%	*	10%	20%	13%	5%	5%	10%	8%	11%	14%
Sometimes	5%	*	5%	9%	6%	3%	3%	3%	7%	10%	7%
Never	3%	*	3%	4%	2%	2%	5%	4%	5%	1%	2%
Prefer not to say	1%	*	1%	2%	2%	1%	1%	1%	1%	2%	2%
Not applicable	2%	*	2%	0%	3%	1%	2%	1%	3%	0%	1%
Totals	100%	*	100%	100%	101%	100%	99%	100%	98%	100%	100%
Unweighted N	(1,147)	(0)	(1,147)	(145)	(267)	(509)	(226)	(688)	(180)	(179)	(100)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	79%	77%	78%	83%	77%	84%	74%	85%	80%	74%	80%	82%	76%
Usually	10%	11%	9%	9%	12%	7%	9%	7%	16%	14%	9%	9%	10%
Sometimes	5%	5%	7%	3%	5%	4%	6%	4%	3%	4%	3%	6%	6%
Never	3%	3%	3%	4%	3%	4%	5%	3%	1%	4%	5%	2%	4%
Prefer not to say	1%	2%	2%	0%	1%	1%	2%	1%	0%	3%	1%	1%	1%
Not applicable	2%	3%	1%	1%	2%	0%	3%	1%	0%	1%	2%	1%	3%
Totals	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,147)	(434)	(406)	(307)	(458)	(351)	(500)	(319)	(214)	(219)	(261)	(418)	(249)

4B. Frequency of Wearing Bra in Situations — At work

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	67%	*	67%	75%	71%	74%	47%	65%	69%	75%	70%
Usually	3%	*	3%	7%	3%	2%	1%	3%	3%	3%	1%
Sometimes	3%	*	3%	2%	5%	2%	4%	3%	3%	2%	3%
Never	3%	*	3%	5%	3%	1%	5%	3%	6%	2%	1%
Prefer not to say	2%	*	2%	3%	2%	1%	1%	1%	1%	4%	2%
Not applicable	22%	*	22%	9%	17%	20%	42%	25%	19%	14%	22%
Totals	100%	*	100%	101%	101%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,143)	(0)	(1,143)	(144)	(267)	(507)	(225)	(685)	(178)	(179)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	67%	68%	67%	66%	68%	64%	60%	72%	78%	64%	63%	67%	73%
Usually	3%	2%	2%	5%	2%	5%	2%	2%	5%	5%	3%	2%	2%
Sometimes	3%	5%	2%	2%	4%	2%	3%	3%	2%	3%	3%	5%	1%
Never	3%	3%	4%	3%	3%	3%	5%	2%	1%	4%	6%	1%	3%
Prefer not to say	2%	2%	2%	0%	1%	1%	3%	0%	0%	3%	2%	1%	1%
Not applicable	22%	20%	23%	24%	22%	25%	26%	21%	14%	21%	23%	24%	19%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,143)	(435)	(402)	(306)	(459)	(350)	(499)	(319)	(214)	(220)	(261)	(414)	(248)

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4C. Frequency of Wearing Bra in Situations — At a store

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	72%	*	72%	55%	70%	83%	75%	73%	66%	77%	69%
Usually	16%	*	16%	31%	16%	10%	11%	16%	15%	12%	18%
Sometimes	6%	*	6%	8%	9%	4%	5%	5%	10%	9%	8%
Never	4%	*	4%	5%	3%	2%	6%	4%	5%	1%	3%
Prefer not to say	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	2%
Not applicable	1%	*	1%	0%	0%	0%	2%	0%	3%	0%	0%
Totals	100%	*	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,149)	(0)	(1,149)	(145)	(270)	(509)	(225)	(688)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	72%	70%	70%	78%	67%	78%	69%	75%	75%	60%	75%	74%	78%
Usually	16%	17%	17%	13%	20%	13%	14%	17%	20%	24%	15%	15%	11%
Sometimes	6%	8%	7%	4%	8%	3%	9%	5%	3%	7%	4%	8%	5%
Never	4%	3%	3%	5%	3%	5%	5%	2%	2%	5%	4%	2%	4%
Prefer not to say	1%	1%	2%	0%	1%	1%	2%	0%	0%	3%	1%	0%	1%
Not applicable	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%
Unweighted N	(1,149)	(435)	(407)	(307)	(459)	(351)	(500)	(320)	(215)	(220)	(261)	(418)	(250)

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4D. Frequency of Wearing Bra in Situations — Sleeping

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	8%	*	8%	12%	9%	6%	4%	6%	10%	14%	9%
Usually	4%	*	4%	3%	7%	3%	3%	4%	4%	4%	4%
Sometimes	12%	*	12%	11%	18%	12%	7%	10%	19%	16%	14%
Never	74%	*	74%	71%	62%	77%	83%	78%	62%	65%	69%
Prefer not to say	1%	*	1%	1%	3%	1%	1%	1%	1%	1%	2%
Not applicable	1%	*	1%	1%	1%	1%	2%	1%	3%	1%	2%
Totals	100%	*	100%	99%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,150)	(0)	(1,150)	(145)	(270)	(509)	(226)	(689)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	8%	6%	13%	5%	4%	7%	9%	7%	4%	4%	7%	10%	7%
Usually	4%	4%	5%	3%	5%	3%	4%	5%	4%	3%	4%	5%	4%
Sometimes	12%	12%	16%	8%	12%	8%	12%	11%	13%	11%	11%	11%	17%
Never	74%	76%	62%	83%	78%	79%	71%	76%	78%	79%	75%	72%	71%
Prefer not to say	1%	1%	2%	1%	1%	1%	2%	0%	0%	3%	1%	1%	1%
Not applicable	1%	1%	2%	1%	1%	1%	2%	0%	0%	1%	2%	1%	0%
Totals	100%	100%	100%	101%	101%	99%	100%	99%	99%	101%	100%	100%	100%
Unweighted N	(1,150)	(435)	(407)	(308)	(459)	(352)	(501)	(320)	(215)	(220)	(262)	(418)	(250)

4E. Frequency of Wearing Bra in Situations — At a formal event

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	78%	*	78%	63%	75%	86%	82%	80%	75%	68%	81%
Usually	8%	*	8%	18%	10%	4%	3%	7%	4%	20%	2%
Sometimes	4%	*	4%	7%	7%	2%	2%	4%	5%	5%	7%
Never	3%	*	3%	5%	2%	1%	4%	2%	5%	1%	2%
Prefer not to say	2%	*	2%	3%	2%	1%	1%	1%	3%	3%	2%
Not applicable	6%	*	6%	5%	4%	7%	8%	6%	9%	3%	6%
Totals	101%	*	101%	101%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,146)	(0)	(1,146)	(144)	(270)	(505)	(227)	(686)	(179)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	78%	77%	75%	82%	76%	81%	74%	85%	76%	75%	81%	78%	77%
Usually	8%	10%	8%	7%	9%	7%	6%	8%	13%	11%	2%	9%	11%
Sometimes	4%	4%	4%	4%	6%	4%	4%	2%	7%	4%	4%	4%	4%
Never	3%	3%	3%	2%	3%	2%	4%	2%	1%	3%	4%	1%	3%
Prefer not to say	2%	2%	3%	0%	1%	1%	2%	0%	0%	2%	1%	2%	1%
Not applicable	6%	6%	8%	5%	5%	5%	10%	2%	3%	4%	7%	7%	5%
Totals	101%	102%	101%	100%	100%	100%	100%	99%	100%	99%	99%	101%	101%
Unweighted N	(1,146)	(435)	(405)	(306)	(459)	(350)	(499)	(318)	(215)	(220)	(262)	(414)	(250)

4F. Frequency of Wearing Bra in Situations — Relaxing at home alone

How often do you wear a bra when you are... ?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	20%	*	20%	16%	20%	23%	20%	19%	24%	23%	18%
Usually	17%	*	17%	13%	14%	20%	21%	21%	10%	13%	10%
Sometimes	32%	*	32%	34%	34%	32%	28%	32%	31%	31%	35%
Never	28%	*	28%	36%	28%	23%	28%	26%	30%	33%	35%
Prefer not to say	1%	*	1%	1%	2%	1%	2%	2%	1%	1%	2%
Not applicable	1%	*	1%	0%	1%	0%	1%	0%	3%	0%	0%
Totals	99%	*	99%	100%	99%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,148)	(0)	(1,148)	(145)	(270)	(507)	(226)	(687)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	20%	16%	20%	26%	16%	21%	18%	23%	20%	17%	23%	22%	18%
Usually	17%	14%	20%	17%	17%	22%	14%	16%	26%	14%	19%	17%	19%
Sometimes	32%	37%	27%	32%	36%	32%	29%	36%	30%	37%	35%	30%	29%
Never	28%	31%	29%	24%	29%	24%	35%	24%	24%	29%	21%	29%	33%
Prefer not to say	1%	2%	2%	0%	1%	1%	2%	0%	0%	3%	1%	1%	1%
Not applicable	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	1%	1%	0%
Totals	99%	101%	99%	99%	99%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,148)	(435)	(406)	(307)	(459)	(351)	(499)	(320)	(215)	(220)	(262)	(417)	(249)

5. Types of Bras Ever Worn

Which of the following types of bra have you ever worn? Select all that apply.

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Sports bra	71%	*	71%	79%	80%	72%	55%	73%	63%	68%	75%
Wireless bra	73%	*	73%	71%	73%	77%	71%	73%	72%	72%	79%
Underwire bra	70%	*	70%	64%	77%	76%	58%	71%	65%	70%	69%
Bralette	30%	*	30%	57%	38%	21%	10%	28%	17%	51%	34%
Strapless bra	50%	*	50%	58%	56%	51%	38%	53%	33%	53%	53%
Push-up bra	47%	*	47%	67%	63%	36%	27%	45%	39%	62%	43%
Maternity bra	28%	*	28%	25%	37%	29%	19%	31%	15%	25%	30%
Other	5%	*	5%	4%	5%	4%	10%	6%	5%	2%	9%
None of the above	2%	*	2%	3%	1%	0%	3%	2%	3%	1%	0%
Prefer not to say	2%	*	2%	3%	2%	1%	2%	2%	3%	1%	1%
Unweighted N	(1,151)	(0)	(1,151)	(145)	(270)	(509)	(227)	(690)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Sports bra	71%	71%	73%	70%	74%	71%	65%	75%	85%	69%	76%	69%	73%
Wireless bra	73%	74%	75%	72%	75%	73%	71%	76%	76%	73%	73%	74%	73%
Underwire bra	70%	71%	67%	71%	74%	69%	60%	79%	84%	73%	69%	68%	71%
Bralette	30%	32%	33%	24%	34%	23%	25%	29%	42%	32%	28%	28%	32%
Strapless bra	50%	53%	45%	53%	57%	55%	39%	59%	68%	52%	53%	49%	48%
Push-up bra	47%	45%	49%	46%	44%	45%	39%	50%	64%	50%	43%	43%	53%
Maternity bra	28%	24%	25%	36%	25%	36%	20%	30%	44%	25%	33%	25%	30%
Other	5%	7%	4%	5%	7%	6%	6%	4%	5%	6%	6%	6%	4%
None of the above	2%	1%	1%	3%	1%	2%	2%	2%	0%	1%	3%	0%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Prefer not to say	2%	3%	2%	1%	2%	2%	2%	1%	0%	4%	2%	1%	1%
Unweighted N	(1,151)	(436)	(407)	(308)	(460)	(352)	(502)	(320)	(215)	(220)	(262)	(418)	(251)

6. Types of Bras Currently Worn

Which of the following types of bra do you currently wear on a regular basis? Select all that apply.

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Sports bra	36%	*	36%	46%	40%	35%	23%	36%	29%	42%	34%
Wireless bra	44%	*	44%	37%	41%	49%	47%	46%	39%	35%	55%
Underwire bra	29%	*	29%	23%	37%	33%	21%	29%	31%	31%	23%
Bralette	13%	*	13%	29%	16%	7%	2%	11%	6%	28%	13%
Strapless bra	4%	*	4%	7%	5%	3%	1%	2%	2%	11%	8%
Push-up bra	13%	*	13%	23%	19%	7%	5%	10%	13%	25%	11%
Maternity bra	3%	*	3%	9%	6%	0%	0%	3%	1%	7%	4%
Other	6%	*	6%	2%	4%	7%	12%	7%	7%	3%	5%
None of the above	4%	*	4%	4%	4%	2%	8%	4%	8%	1%	4%
Prefer not to say	2%	*	2%	3%	2%	1%	3%	2%	4%	1%	1%
Unweighted N	(1,151)	(0)	(1,151)	(145)	(270)	(509)	(227)	(690)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Sports bra	36%	33%	38%	35%	35%	33%	34%	36%	44%	34%	34%	36%	38%
Wireless bra	44%	45%	43%	44%	42%	45%	44%	46%	42%	43%	45%	47%	40%
Underwire bra	29%	31%	27%	29%	33%	28%	23%	38%	37%	32%	27%	26%	34%
Bralette	13%	14%	15%	8%	15%	8%	11%	13%	20%	17%	11%	10%	15%
Strapless bra	4%	4%	4%	3%	5%	4%	3%	5%	5%	2%	2%	4%	6%
Push-up bra	13%	14%	12%	13%	10%	12%	11%	14%	16%	14%	10%	11%	17%
Maternity bra	3%	3%	2%	5%	3%	5%	1%	5%	6%	3%	2%	4%	3%
Other	6%	7%	6%	5%	7%	7%	7%	6%	4%	4%	7%	8%	5%
None of the above	4%	4%	4%	4%	4%	4%	7%	2%	1%	6%	5%	3%	5%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Prefer not to say	2%	3%	3%	1%	2%	2%	3%	1%	0%	4%	2%	1%	2%
Unweighted N	(1,151)	(436)	(407)	(308)	(460)	(352)	(502)	(320)	(215)	(220)	(262)	(418)	(251)

7. Age First Worn Bra

At what age did you first wear a bra, including a training bra?

Among women who have ever worn a bra

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
8 or younger	3%	*	3%	6%	3%	3%	1%	3%	6%	2%	*
9	7%	*	7%	11%	7%	5%	8%	6%	11%	11%	*
10	12%	*	12%	13%	16%	12%	6%	10%	10%	14%	*
11	12%	*	12%	14%	10%	12%	11%	13%	7%	13%	*
12	27%	*	27%	26%	28%	26%	27%	27%	28%	24%	*
13	15%	*	15%	8%	11%	18%	20%	16%	13%	12%	*
14	6%	*	6%	7%	5%	6%	6%	6%	1%	6%	*
15	3%	*	3%	1%	3%	2%	5%	3%	3%	2%	*
16	1%	*	1%	0%	3%	1%	0%	1%	2%	1%	*
17	1%	*	1%	1%	1%	1%	0%	0%	2%	0%	*
18 or older	1%	*	1%	1%	1%	0%	0%	0%	1%	0%	*
Not sure	12%	*	12%	11%	12%	13%	13%	12%	14%	14%	*
Prefer not to say	1%	*	1%	1%	2%	0%	2%	1%	2%	0%	*
Totals	101%	*	101%	100%	102%	99%	99%	98%	100%	99%	*
Unweighted N	(1,120)	(0)	(1,120)	(137)	(261)	(503)	(219)	(673)	(172)	(177)	(98)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
8 or younger	3%	3%	2%	4%	3%	3%	4%	2%	4%	2%	5%	4%	2%
9	7%	10%	8%	4%	8%	5%	10%	8%	3%	10%	7%	7%	7%
10	12%	12%	10%	14%	10%	14%	11%	12%	15%	10%	13%	10%	15%
11	12%	13%	12%	10%	14%	10%	12%	11%	11%	9%	16%	10%	13%
12	27%	25%	31%	25%	29%	25%	25%	30%	27%	27%	24%	31%	22%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
13	15%	13%	11%	20%	14%	20%	13%	14%	21%	13%	14%	16%	16%
14	6%	7%	7%	3%	5%	6%	5%	4%	9%	4%	6%	4%	10%
15	3%	2%	2%	5%	3%	4%	3%	4%	1%	5%	2%	3%	2%
16	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%
17	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%
18 or older	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%
Not sure	12%	11%	13%	13%	9%	11%	12%	12%	8%	16%	10%	13%	11%
Prefer not to say	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	0%
Totals	101%	101%	99%	101%	98%	101%	98%	100%	101%	101%	101%	101%	99%
Unweighted N	(1,120)	(428)	(395)	(297)	(454)	(339)	(487)	(312)	(213)	(210)	(252)	(416)	(242)

8. Comfort Wearing a Bra

Do you think wearing a bra is generally...?

Among women who have ever worn a bra

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	14%	*	14%	18%	15%	15%	11%	12%	23%	19%	*
Somewhat comfortable	31%	*	31%	26%	34%	28%	34%	29%	32%	34%	*
Somewhat uncomfortable	39%	*	39%	44%	37%	40%	37%	43%	34%	31%	*
Very uncomfortable	14%	*	14%	12%	12%	16%	17%	15%	10%	15%	*
Not sure	1%	*	1%	1%	3%	1%	1%	1%	1%	1%	*
Totals	99%	*	99%	101%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,118)	(0)	(1,118)	(136)	(261)	(502)	(219)	(672)	(172)	(176)	(98)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	14%	12%	16%	16%	10%	16%	15%	16%	13%	14%	12%	16%	15%
Somewhat comfortable	31%	34%	29%	28%	32%	33%	30%	29%	36%	27%	34%	27%	36%
Somewhat uncomfortable	39%	38%	40%	40%	42%	37%	34%	43%	42%	46%	36%	40%	36%
Very uncomfortable	14%	15%	13%	15%	15%	14%	19%	12%	9%	12%	17%	16%	12%
Not sure	1%	2%	1%	1%	1%	1%	2%	0%	0%	1%	2%	1%	1%
Totals	99%	101%	99%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(428)	(394)	(296)	(454)	(338)	(486)	(311)	(213)	(210)	(250)	(416)	(242)

9. Comfort Not Wearing a Bra

Do you think not wearing a bra is generally...?

Among women who have ever worn a bra

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	37%	*	37%	33%	39%	37%	40%	36%	44%	35%	*
Somewhat comfortable	25%	*	25%	28%	20%	27%	25%	27%	24%	22%	*
Somewhat uncomfortable	22%	*	22%	24%	23%	19%	23%	23%	14%	27%	*
Very uncomfortable	11%	*	11%	7%	14%	14%	9%	11%	11%	14%	*
Not sure	4%	*	4%	7%	4%	4%	3%	4%	7%	2%	*
Totals	99%	*	99%	99%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(1,115)	(0)	(1,115)	(136)	(260)	(500)	(219)	(672)	(170)	(175)	(98)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	37%	40%	36%	37%	43%	34%	47%	32%	27%	37%	39%	40%	32%
Somewhat comfortable	25%	27%	24%	25%	26%	25%	21%	31%	28%	34%	22%	25%	23%
Somewhat uncomfortable	22%	22%	21%	23%	20%	27%	16%	21%	34%	19%	24%	18%	29%
Very uncomfortable	11%	9%	12%	13%	8%	12%	12%	11%	9%	7%	14%	11%	12%
Not sure	4%	3%	7%	2%	3%	2%	4%	6%	1%	3%	2%	6%	4%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%
Unweighted N	(1,115)	(426)	(392)	(297)	(452)	(338)	(485)	(312)	(212)	(208)	(250)	(416)	(241)

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10. Pressure To Wear Bras

Do you ever feel social pressure to wear a bra?

Among women

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	*	37%	45%	40%	35%	28%	38%	25%	38%	43%
No	58%	*	58%	45%	55%	61%	66%	56%	72%	56%	49%
Not sure	6%	*	6%	11%	5%	4%	6%	7%	3%	5%	8%
Totals	101%	*	101%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,154)	(0)	(1,154)	(145)	(270)	(510)	(229)	(693)	(180)	(180)	(101)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	37%	38%	39%	33%	43%	33%	33%	40%	42%	40%	37%	33%	38%
No	58%	57%	55%	61%	53%	62%	62%	54%	52%	54%	57%	60%	57%
Not sure	6%	6%	7%	6%	4%	5%	5%	6%	6%	6%	5%	7%	5%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,154)	(436)	(408)	(310)	(461)	(353)	(503)	(321)	(215)	(220)	(264)	(419)	(251)

11. Bra Size

Would you say your current bra cup size is...?

Among women who have ever worn a bra

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
AA	2%	*	2%	3%	2%	1%	1%	2%	0%	2%	*
A	4%	*	4%	6%	5%	4%	3%	4%	4%	3%	*
B	20%	*	20%	25%	19%	17%	20%	18%	15%	30%	*
C	29%	*	29%	25%	21%	33%	32%	29%	24%	32%	*
D	16%	*	16%	11%	18%	16%	17%	16%	15%	15%	*
DD	13%	*	13%	12%	16%	15%	10%	13%	21%	10%	*
DDD	5%	*	5%	3%	6%	5%	4%	5%	6%	1%	*
Larger than DDD	3%	*	3%	4%	5%	3%	2%	3%	5%	3%	*
Not sure	3%	*	3%	3%	2%	4%	3%	3%	4%	1%	*
Prefer not to say	6%	*	6%	6%	6%	2%	9%	6%	6%	3%	*
Totals	101%	*	101%	98%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,114)	(0)	(1,114)	(137)	(259)	(501)	(217)	(671)	(172)	(174)	(97)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
AA	2%	0%	3%	2%	1%	1%	2%	1%	1%	1%	3%	0%	3%
A	4%	5%	4%	4%	6%	4%	4%	5%	5%	3%	7%	3%	4%
B	20%	18%	20%	22%	16%	22%	20%	18%	22%	21%	21%	19%	19%
C	29%	30%	23%	32%	30%	28%	27%	32%	31%	28%	23%	29%	34%
D	16%	17%	15%	16%	15%	17%	15%	14%	19%	19%	11%	19%	12%
DD	13%	14%	14%	13%	13%	14%	15%	15%	10%	12%	17%	12%	15%
DDD	5%	5%	5%	3%	6%	4%	5%	4%	5%	3%	6%	5%	4%
Larger than DDD	3%	4%	4%	1%	4%	2%	3%	5%	3%	4%	5%	2%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	3%	2%	4%	2%	3%	3%	4%	2%	1%	2%	3%	4%	2%
Prefer not to say	6%	4%	8%	4%	5%	6%	5%	5%	3%	7%	5%	6%	5%
Totals	101%	99%	100%	99%	99%	101%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(1,114)	(426)	(392)	(296)	(453)	(336)	(486)	(310)	(212)	(209)	(251)	(414)	(240)

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12. Satisfaction with Bra Fit

How satisfied are you with the fit of your bras?

Among women who have ever worn a bra

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	22%	*	22%	23%	22%	22%	23%	20%	28%	28%	*
Somewhat satisfied	50%	*	50%	59%	45%	50%	49%	48%	51%	55%	*
Somewhat dissatisfied	17%	*	17%	14%	19%	18%	15%	19%	12%	10%	*
Very dissatisfied	8%	*	8%	1%	11%	9%	10%	9%	6%	6%	*
Not sure	3%	*	3%	3%	3%	1%	4%	3%	4%	2%	*
Totals	100%	*	100%	100%	100%	100%	101%	99%	101%	101%	*
Unweighted N	(1,113)	(0)	(1,113)	(137)	(260)	(499)	(217)	(671)	(171)	(174)	(97)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	22%	23%	23%	21%	20%	24%	25%	17%	22%	19%	24%	26%	18%
Somewhat satisfied	50%	51%	47%	52%	53%	47%	46%	50%	58%	46%	47%	51%	54%
Somewhat dissatisfied	17%	16%	17%	18%	18%	18%	16%	23%	13%	24%	17%	14%	17%
Very dissatisfied	8%	8%	9%	8%	7%	9%	9%	9%	6%	7%	9%	7%	10%
Not sure	3%	2%	4%	2%	3%	2%	4%	1%	1%	3%	4%	3%	1%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,113)	(424)	(393)	(296)	(450)	(337)	(486)	(310)	(211)	(210)	(250)	(413)	(240)

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13. Fashionable To Wear a Bra

Currently, do you think it is more fashionable for women to... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wear a bra	60%	55%	65%	52%	56%	65%	64%	61%	65%	48%	58%
Not wear a bra	13%	16%	9%	21%	12%	10%	9%	12%	15%	18%	9%
Not sure	27%	29%	26%	27%	32%	24%	27%	27%	20%	34%	33%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,000)	(846)	(1,154)	(243)	(461)	(860)	(436)	(1,271)	(253)	(279)	(197)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wear a bra	60%	59%	52%	71%	55%	66%	57%	67%	60%	58%	63%	60%	58%
Not wear a bra	13%	12%	14%	11%	13%	12%	13%	12%	15%	15%	11%	13%	12%
Not sure	27%	28%	34%	18%	31%	22%	30%	22%	25%	27%	26%	27%	30%
Totals	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,000)	(659)	(793)	(548)	(728)	(672)	(826)	(575)	(393)	(356)	(442)	(758)	(444)

14. Others' Views on the Acceptability of Women Not Wearing Bras in Public

Do think most other Americans consider it acceptable or unacceptable for women to not wear a bra in public?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always acceptable	10%	11%	9%	10%	13%	9%	10%	9%	15%	13%	9%
Usually acceptable	24%	31%	16%	22%	20%	24%	28%	22%	29%	27%	22%
Usually unacceptable	39%	34%	45%	41%	38%	40%	38%	43%	32%	30%	35%
Always unacceptable	8%	7%	10%	7%	10%	6%	9%	8%	6%	10%	10%
Not sure	19%	17%	20%	20%	19%	20%	15%	18%	18%	19%	24%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,998)	(846)	(1,152)	(243)	(461)	(859)	(435)	(1,269)	(253)	(279)	(197)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	10%	12%	8%	11%	10%	11%	11%	9%	10%	12%	8%	11%	9%
Usually acceptable	24%	27%	21%	24%	25%	23%	24%	24%	25%	23%	26%	22%	26%
Usually unacceptable	39%	40%	40%	38%	43%	40%	36%	42%	46%	37%	46%	41%	32%
Always unacceptable	8%	6%	9%	10%	5%	11%	8%	8%	6%	8%	4%	9%	10%
Not sure	19%	15%	23%	17%	17%	15%	21%	17%	13%	19%	16%	18%	22%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,998)	(659)	(792)	(547)	(728)	(671)	(825)	(574)	(393)	(356)	(440)	(758)	(444)

15. Acceptability of Women Not Wearing Bras in Public

Do you personally consider it to be acceptable or unacceptable for women to not wear a bra in public?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always acceptable	21%	25%	17%	21%	24%	20%	18%	20%	20%	25%	24%
Usually acceptable	29%	33%	25%	31%	26%	29%	32%	27%	34%	34%	28%
Usually unacceptable	26%	19%	33%	23%	18%	31%	30%	28%	26%	20%	17%
Always unacceptable	12%	11%	12%	12%	12%	11%	12%	12%	10%	11%	14%
Not sure	12%	11%	13%	14%	20%	9%	8%	13%	10%	10%	17%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,997)	(846)	(1,151)	(241)	(460)	(860)	(436)	(1,271)	(253)	(277)	(196)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	21%	23%	24%	15%	29%	16%	21%	22%	21%	23%	23%	20%	20%
Usually acceptable	29%	34%	28%	26%	32%	27%	28%	30%	33%	29%	29%	27%	32%
Usually unacceptable	26%	23%	21%	36%	23%	33%	24%	30%	28%	25%	28%	27%	23%
Always unacceptable	12%	9%	10%	16%	5%	16%	12%	11%	8%	8%	9%	14%	11%
Not sure	12%	11%	17%	8%	11%	8%	15%	7%	10%	15%	12%	11%	13%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(1,997)	(658)	(792)	(547)	(728)	(671)	(826)	(574)	(393)	(356)	(440)	(758)	(443)

16. Health Effects Wearing a Bra

Do you think that regularly wearing a bra generally has a positive or negative effect on a woman's health?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	12%	11%	12%	8%	11%	13%	14%	11%	21%	9%	8%
Somewhat positive	18%	21%	15%	14%	15%	20%	22%	18%	19%	16%	23%
Neither positive nor negative	35%	29%	41%	33%	35%	35%	38%	38%	27%	30%	37%
Somewhat negative	11%	11%	11%	17%	11%	9%	7%	11%	9%	12%	11%
Very negative	1%	2%	1%	3%	2%	1%	0%	1%	1%	4%	0%
Not sure	23%	27%	19%	24%	25%	22%	19%	22%	23%	28%	21%
Totals	100%	101%	99%	99%	99%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,999)	(846)	(1,153)	(243)	(461)	(860)	(435)	(1,271)	(252)	(279)	(197)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	12%	12%	8%	16%	11%	15%	13%	9%	13%	11%	11%	13%	10%
Somewhat positive	18%	20%	15%	19%	17%	21%	17%	23%	17%	17%	21%	16%	20%
Neither positive nor negative	35%	36%	34%	36%	36%	36%	35%	34%	38%	36%	33%	37%	34%
Somewhat negative	11%	11%	14%	8%	11%	8%	11%	11%	12%	13%	10%	10%	12%
Very negative	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%
Not sure	23%	19%	27%	21%	23%	20%	23%	23%	20%	20%	25%	23%	23%
Totals	100%	99%	100%	101%	99%	101%	101%	101%	101%	100%	101%	100%	100%
Unweighted N	(1,999)	(658)	(793)	(548)	(727)	(672)	(825)	(575)	(393)	(356)	(442)	(758)	(443)

17. Heard About Free the Nipple Movement

Have you ever heard of the Free the Nipple movement, which advocates for women to have the right to go topless in public, as men do?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	42%	34%	60%	42%	34%	20%	39%	31%	42%	43%
No	55%	48%	61%	31%	50%	61%	73%	55%	61%	51%	47%
Not sure	7%	9%	5%	9%	8%	5%	7%	6%	8%	8%	11%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,999)	(846)	(1,153)	(243)	(461)	(859)	(436)	(1,271)	(253)	(278)	(197)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	38%	42%	33%	42%	38%	31%	40%	52%	41%	38%	36%	41%
No	55%	55%	50%	60%	53%	56%	59%	54%	44%	50%	55%	59%	51%
Not sure	7%	7%	8%	7%	5%	5%	9%	5%	4%	9%	7%	5%	8%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,999)	(658)	(793)	(548)	(728)	(672)	(826)	(575)	(392)	(355)	(442)	(758)	(444)

18. Support Free the Nipple Movement

Do you support or oppose women having the right to go topless in public, as men do?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	18%	25%	12%	22%	21%	20%	9%	18%	16%	21%	18%
Somewhat support	17%	21%	13%	18%	20%	15%	15%	16%	16%	18%	19%
Somewhat oppose	16%	14%	18%	18%	13%	17%	16%	16%	16%	18%	12%
Strongly oppose	35%	26%	43%	25%	30%	38%	47%	36%	36%	27%	35%
Not sure	14%	13%	14%	17%	16%	11%	13%	13%	17%	15%	16%
Totals	100%	99%	100%	100%	100%	101%	100%	99%	101%	99%	100%
Unweighted N	(1,998)	(846)	(1,152)	(242)	(460)	(860)	(436)	(1,271)	(252)	(278)	(197)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	18%	19%	24%	11%	25%	13%	18%	16%	22%	19%	18%	17%	20%
Somewhat support	17%	24%	16%	10%	23%	10%	14%	18%	20%	17%	14%	17%	18%
Somewhat oppose	16%	18%	13%	19%	17%	18%	15%	17%	20%	17%	16%	16%	16%
Strongly oppose	35%	29%	29%	50%	22%	50%	35%	38%	28%	31%	38%	37%	33%
Not sure	14%	11%	19%	10%	13%	9%	17%	10%	9%	15%	13%	13%	14%
Totals	100%	101%	101%	100%	100%	100%	99%	99%	99%	99%	99%	100%	101%
Unweighted N	(1,998)	(658)	(792)	(548)	(728)	(672)	(825)	(575)	(393)	(356)	(441)	(757)	(444)

YouGov Survey: Bras

September 8 - 20, 2023 - 2000 U.S. adult citizens



Interviewing Dates	September 8 - 12, 2023 September 13 - 20, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.051 to 6.502, with a mean of 1 and a standard deviation of 0.762.
Number of respondents	2000
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	42 questions not reported.