YouGov Survey: Fashion Trends

YouGov

Sample   2000 U.S. Adult Citizens
Conducted   September 26 - October 2, 2023
Margin of Error   ±2.8%

1. How closely, if at all, do you pay attention to recent fashion trends?

Very closely	8%
Somewhat closely	23%
Not very closely	35%
Not at all	34%

2. Which of the following periods do you think had the best fashion?

1940s or earlier	8%
1950s	8%
1960s	7%
1970s	9%
1980s	10%
1990s	11%
2000s	8%
2010s	6%
2020s	6%
Not sure	26%

3. How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Love it	Like it	Neutral	Dislike it	Hate it	Don't know what this is
Athleisure	16%	21%	31%	8%	4%	20%
Bell-bottom pants	12%	26%	30%	17%	11%	4%
Bodysuits	8%	21%	30%	23%	13%	5%
Bomber jackets	17%	37%	30%	8%	3%	5%
Bootcut pants	13%	32%	31%	10%	5%	8%
Bucket hats	7%	15%	31%	19%	11%	17%
Cargo pants	17%	33%	31%	10%	4%	4%
Chokers	8%	20%	30%	21%	12%	9%
Corsets	10%	15%	31%	21%	18%	4%
Crocs	10%	19%	28%	19%	21%	3%
Crop tops	14%	22%	27%	17%	13%	6%
Fanny packs	6%	18%	35%	19%	19%	3%
Flannel shirts	27%	36%	28%	5%	3%	1%
Graphic tees	23%	36%	25%	6%	5%	4%
High-waisted pants	13%	20%	29%	21%	14%	3%
Hoodies under blazers	5%	15%	27%	26%	20%	7%

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Knee-high boots	17%	35%	27%	13%	5%	3%
Leggings	23%	30%	28%	10%	7%	2%
Leg warmers	8%	20%	35%	19%	14%	4%
Maxi skirts	12%	25%	34%	12%	5%	12%
Metallic footwear	5%	11%	26%	26%	18%	14%
Miniskirts	22%	26%	26%	16%	9%	1%
Overalls	11%	28%	35%	17%	8%	1%
Oversized clothing	12%	20%	28%	25%	13%	2%
Parachute pants	4%	10%	23%	31%	23%	9%
Platform shoes	7%	16%	28%	28%	18%	3%
Popped collars	4%	12%	31%	20%	14%	19%
Puffy sleeves	5%	12%	24%	33%	21%	5%
Recycled fabric	13%	28%	40%	7%	4%	8%
Ripped jeans	13%	20%	23%	23%	20%	2%
Sagging pants	4%	7%	11%	23%	54%	2%
Sheer clothing	9%	17%	27%	22%	16%	9%
Shoulder pads	3%	11%	22%	28%	31%	5%
Skinny jeans	13%	25%	26%	19%	16%	1%
Socks with sandals	6%	10%	21%	23%	39%	2%
Trucker hats	7%	17%	33%	16%	14%	12%
Tube tops	11%	19%	27%	21%	16%	6%
Turtleneck sweaters	14%	29%	25%	18%	12%	2%
Ugg boots	11%	22%	30%	18%	10%	9%
Wide-leg pants	10%	22%	33%	21%	11%	4%

4. How do you feel about the following patterns?
Respondents were asked about a random sample of 10 of the 20 patterns

	Love it	Like it	Neutral	Dislike it	Hate it	Don't know what this is
Bandana	7%	25%	36%	18%	6%	8%
Camo	10%	27%	31%	19%	9%	5%
Checkered	8%	29%	38%	15%	8%	2%
Cheetah	8%	20%	29%	25%	13%	5%
Cow	5%	12%	26%	29%	15%	12%
Floral	12%	31%	34%	14%	6%	2%
Geometric	6%	23%	38%	18%	4%	11%
Hawaiian	13%	28%	36%	14%	6%	2%
Houndstooth	9%	21%	29%	10%	4%	28%
Paisley	9%	24%	32%	17%	7%	11%

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Pinstripe	10%	35%	34%	11%	4%	5%
Plaid	14%	40%	32%	8%	4%	2%
Polka dot	9%	23%	36%	19%	10%	3%
Seersucker	6%	16%	31%	13%	6%	28%
Stripes	11%	32%	38%	13%	4%	2%
Tie-dye	14%	30%	32%	13%	7%	3%
Tiger	9%	16%	33%	26%	12%	5%
Tribal	5%	19%	37%	17%	8%	14%
Tropical	10%	30%	39%	14%	4%	4%
Zebra	7%	15%	32%	32%	11%	4%

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1. Follow Fashion Trends
How closely, if at all, do you pay attention to recent fashion trends?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very closely	8%	7%	8%	18%	8%	5%	1%	4%	20%	12%	11%
Somewhat closely	23%	17%	29%	30%	29%	20%	15%	22%	27%	24%	25%
Not very closely	35%	31%	39%	28%	31%	38%	42%	38%	30%	31%	28%
Not at all	34%	45%	24%	24%	32%	37%	42%	36%	24%	33%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,999)	(869)	(1,130)	(262)	(465)	(835)	(437)	(1,315)	(225)	(317)	(142)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very closely	8%	14%	4%	5%	12%	4%	8%	7%	9%	8%	5%	8%	9%
Somewhat closely	23%	30%	20%	20%	24%	18%	22%	21%	27%	29%	20%	23%	22%
Not very closely	35%	32%	34%	40%	38%	38%	33%	41%	36%	33%	40%	35%	33%
Not at all	34%	25%	42%	35%	27%	40%	37%	30%	28%	31%	35%	33%	37%
Totals	100%	101%	100%	100%	101%	100%	100%	99%	100%	101%	100%	99%	101%
Unweighted N	(1,999)	(702)	(752)	(545)	(744)	(663)	(832)	(575)	(405)	(340)	(431)	(789)	(439)

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2. Best Decade for Fashion
Which of the following periods do you think had the best fashion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1940s or earlier	8%	7%	8%	4%	6%	10%	10%	8%	5%	8%	6%
1950s	8%	6%	10%	4%	8%	8%	11%	9%	4%	6%	6%
1960s	7%	7%	7%	3%	5%	6%	14%	8%	5%	4%	9%
1970s	9%	8%	10%	5%	5%	11%	14%	11%	5%	5%	10%
1980s	10%	10%	11%	5%	7%	19%	7%	11%	12%	9%	5%
1990s	11%	12%	11%	12%	17%	10%	6%	10%	20%	13%	11%
2000s	8%	8%	8%	13%	12%	4%	4%	6%	14%	13%	5%
2010s	6%	5%	6%	14%	7%	2%	2%	6%	5%	6%	7%
2020s	6%	8%	5%	19%	6%	2%	1%	5%	4%	15%	8%
Not sure	26%	28%	25%	21%	27%	27%	30%	26%	26%	21%	33%
Totals	99%	99%	101%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,998)	(870)	(1,128)	(261)	(465)	(835)	(437)	(1,314)	(225)	(317)	(142)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
1940s or earlier	8%	7%	6%	11%	8%	12%	7%	8%	9%	7%	8%	5%	12%
1950s	8%	5%	7%	11%	7%	11%	6%	10%	8%	5%	9%	9%	7%
1960s	7%	6%	8%	8%	8%	10%	7%	9%	9%	8%	7%	8%	6%
1970s	9%	8%	10%	10%	10%	10%	10%	10%	5%	8%	14%	8%	7%
1980s	10%	10%	10%	12%	10%	12%	11%	13%	8%	9%	10%	12%	9%
1990s	11%	13%	11%	10%	13%	11%	12%	10%	15%	13%	12%	11%	11%
2000s	8%	11%	7%	5%	7%	6%	9%	7%	6%	8%	6%	9%	7%
2010s	6%	9%	4%	4%	5%	3%	5%	5%	5%	7%	5%	7%	4%
2020s	6%	9%	5%	6%	5%	3%	6%	6%	6%	8%	6%	5%	8%

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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	26%	23%	31%	24%	26%	23%	26%	23%	28%	28%	24%	25%	30%
Totals	99%	101%	99%	101%	99%	101%	99%	101%	99%	101%	101%	99%	101%
Unweighted N	(1,998)	(701)	(753)	(544)	(743)	(663)	(832)	(574)	(405)	(341)	(429)	(789)	(439)

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3A. Feelings on Fashion Trends — Athleisure
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	12%	19%	19%	21%	16%	6%	14%	16%	26%	*
Like it	21%	19%	24%	21%	20%	25%	18%	22%	13%	18%	*
Neutral	31%	33%	30%	28%	36%	29%	32%	31%	34%	29%	*
Dislike it	8%	9%	7%	8%	8%	8%	8%	8%	10%	7%	*
Hate it	4%	4%	4%	4%	2%	5%	4%	5%	1%	3%	*
Don't know what this is	20%	24%	16%	19%	13%	17%	32%	19%	26%	16%	*
Totals	100%	101%	100%	99%	100%	100%	100%	99%	100%	99%	*
Unweighted N	(1,003)	(453)	(550)	(135)	(234)	(422)	(212)	(666)	(108)	(158)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	16%	22%	9%	16%	16%	12%	10%	21%	23%	21%	15%	12%	18%
Like it	21%	19%	24%	21%	24%	22%	21%	24%	23%	22%	22%	21%	21%
Neutral	31%	34%	32%	28%	34%	32%	33%	29%	25%	33%	28%	33%	31%
Dislike it	8%	8%	8%	8%	8%	9%	8%	9%	11%	4%	9%	10%	9%
Hate it	4%	5%	3%	4%	3%	4%	4%	2%	5%	4%	3%	5%	3%
Don't know what this is	20%	13%	24%	22%	15%	20%	24%	15%	13%	16%	24%	19%	19%
Totals	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,003)	(357)	(385)	(261)	(372)	(329)	(419)	(291)	(201)	(168)	(228)	(384)	(223)

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3B. Feelings on Fashion Trends — Bell-bottom pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	9%	17%	11%	13%	13%	12%	12%	13%	12%	*
Like it	26%	25%	27%	38%	25%	20%	26%	27%	20%	35%	*
Neutral	30%	31%	28%	24%	35%	30%	29%	28%	34%	29%	*
Dislike it	17%	17%	17%	12%	16%	18%	22%	18%	18%	14%	*
Hate it	11%	11%	10%	4%	8%	17%	10%	12%	10%	7%	*
Don't know what this is	4%	7%	1%	12%	2%	2%	0%	3%	5%	3%	*
Totals	100%	100%	100%	101%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(983)	(433)	(550)	(129)	(244)	(413)	(197)	(646)	(117)	(152)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	12%	16%	13%	8%	15%	7%	13%	15%	9%	8%	12%	14%	14%
Like it	26%	27%	28%	23%	31%	21%	27%	24%	24%	35%	29%	22%	24%
Neutral	30%	29%	30%	29%	27%	28%	33%	30%	26%	28%	29%	33%	25%
Dislike it	17%	18%	15%	20%	18%	23%	14%	19%	23%	16%	17%	15%	23%
Hate it	11%	9%	8%	15%	8%	18%	7%	11%	16%	12%	10%	11%	9%
Don't know what this is	4%	1%	6%	4%	0%	2%	5%	1%	2%	1%	4%	5%	4%
Totals	100%	100%	100%	99%	99%	99%	99%	100%	100%	100%	101%	100%	99%
Unweighted N	(983)	(334)	(381)	(268)	(360)	(317)	(418)	(272)	(201)	(174)	(226)	(388)	(195)

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3C. Feelings on Fashion Trends — Bodysuits
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	8%	9%	17%	7%	8%	2%	7%	14%	10%	*
Like it	21%	20%	22%	31%	19%	16%	21%	17%	27%	30%	*
Neutral	30%	33%	28%	23%	27%	34%	36%	31%	34%	27%	*
Dislike it	23%	21%	24%	13%	27%	22%	27%	25%	14%	17%	*
Hate it	13%	10%	16%	5%	14%	20%	12%	15%	9%	12%	*
Don't know what this is	5%	8%	1%	10%	6%	1%	3%	5%	3%	3%	*
Totals	100%	100%	100%	99%	100%	101%	101%	100%	101%	99%	*
Unweighted N	(994)	(428)	(566)	(120)	(240)	(412)	(222)	(649)	(114)	(166)	(65)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	8%	11%	9%	4%	8%	5%	11%	4%	9%	5%	7%	11%	8%
Like it	21%	26%	20%	18%	22%	17%	18%	21%	29%	20%	17%	22%	23%
Neutral	30%	28%	31%	32%	30%	32%	29%	34%	29%	33%	35%	28%	29%
Dislike it	23%	22%	24%	22%	24%	26%	22%	24%	18%	23%	25%	21%	22%
Hate it	13%	11%	12%	17%	13%	18%	14%	15%	12%	15%	14%	13%	12%
Don't know what this is	5%	3%	4%	7%	2%	3%	5%	2%	3%	4%	2%	5%	6%
Totals	100%	101%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(349)	(368)	(277)	(366)	(343)	(411)	(291)	(198)	(176)	(204)	(392)	(222)

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3D. Feelings on Fashion Trends — Bomber jackets
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	21%	14%	14%	21%	18%	15%	17%	19%	18%	*
Like it	37%	39%	36%	34%	27%	42%	42%	39%	33%	32%	*
Neutral	30%	27%	33%	28%	35%	26%	34%	30%	29%	31%	*
Dislike it	8%	6%	9%	7%	8%	9%	5%	7%	7%	10%	*
Hate it	3%	4%	3%	5%	4%	4%	2%	3%	3%	5%	*
Don't know what this is	5%	4%	5%	12%	6%	2%	2%	3%	9%	4%	*
Totals	100%	101%	100%	100%	101%	101%	100%	99%	100%	100%	*
Unweighted N	(987)	(421)	(566)	(118)	(204)	(435)	(230)	(659)	(110)	(151)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	21%	13%	17%	17%	17%	14%	20%	19%	17%	20%	14%	19%
Like it	37%	34%	37%	41%	37%	42%	37%	38%	40%	36%	43%	37%	33%
Neutral	30%	30%	35%	25%	31%	29%	35%	25%	25%	29%	29%	29%	33%
Dislike it	8%	7%	10%	6%	9%	5%	5%	10%	9%	8%	5%	10%	5%
Hate it	3%	4%	1%	6%	3%	4%	3%	4%	4%	4%	1%	3%	5%
Don't know what this is	5%	4%	5%	5%	3%	3%	6%	4%	4%	6%	2%	6%	4%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%	99%	99%
Unweighted N	(987)	(342)	(372)	(273)	(379)	(340)	(399)	(306)	(195)	(166)	(212)	(387)	(222)

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3E. Feelings on Fashion Trends — Bootcut pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	6%	19%	10%	15%	16%	10%	12%	13%	20%	*
Like it	32%	30%	34%	27%	25%	35%	42%	35%	25%	25%	*
Neutral	31%	34%	29%	26%	42%	30%	25%	29%	34%	33%	*
Dislike it	10%	9%	12%	12%	8%	12%	9%	9%	11%	14%	*
Hate it	5%	6%	4%	10%	4%	5%	3%	6%	4%	3%	*
Don't know what this is	8%	14%	2%	15%	6%	2%	11%	8%	12%	4%	*
Totals	99%	99%	100%	100%	100%	100%	100%	99%	99%	99%	*
Unweighted N	(1,002)	(426)	(576)	(129)	(238)	(426)	(209)	(643)	(134)	(160)	(65)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	14%	12%	14%	14%	15%	17%	10%	12%	15%	11%	14%	12%
Like it	32%	37%	27%	35%	38%	38%	29%	38%	36%	29%	31%	33%	34%
Neutral	31%	27%	38%	28%	30%	29%	30%	25%	36%	32%	36%	29%	29%
Dislike it	10%	11%	9%	11%	9%	9%	10%	14%	4%	9%	14%	10%	9%
Hate it	5%	7%	3%	6%	6%	4%	6%	5%	6%	7%	3%	4%	9%
Don't know what this is	8%	3%	12%	7%	4%	6%	8%	8%	6%	7%	6%	10%	7%
Totals	99%	99%	101%	101%	101%	101%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,002)	(354)	(372)	(276)	(369)	(336)	(436)	(272)	(208)	(154)	(225)	(393)	(230)

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3F. Feelings on Fashion Trends — Bucket hats
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	9%	6%	13%	8%	7%	1%	5%	13%	15%	*
Like it	15%	15%	16%	23%	16%	13%	9%	14%	27%	12%	*
Neutral	31%	31%	30%	28%	32%	33%	29%	30%	26%	34%	*
Dislike it	19%	15%	22%	13%	24%	19%	20%	19%	14%	20%	*
Hate it	11%	7%	15%	13%	11%	9%	11%	11%	7%	11%	*
Don't know what this is	17%	23%	11%	10%	9%	19%	29%	20%	13%	9%	*
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	101%	*
Unweighted N	(997)	(433)	(564)	(134)	(233)	(402)	(228)	(662)	(107)	(147)	(81)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	13%	4%	4%	8%	6%	7%	5%	13%	7%	6%	6%	11%
Like it	15%	20%	15%	10%	16%	11%	18%	12%	15%	23%	11%	15%	13%
Neutral	31%	26%	35%	31%	29%	32%	29%	32%	26%	27%	33%	30%	33%
Dislike it	19%	20%	16%	21%	22%	19%	19%	22%	19%	21%	21%	17%	18%
Hate it	11%	9%	12%	12%	12%	12%	12%	13%	10%	13%	10%	13%	6%
Don't know what this is	17%	12%	18%	21%	14%	20%	15%	15%	17%	9%	18%	18%	19%
Totals	100%	100%	100%	99%	101%	100%	100%	99%	100%	100%	99%	99%	100%
Unweighted N	(997)	(377)	(357)	(263)	(387)	(327)	(423)	(275)	(210)	(174)	(213)	(396)	(214)

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3G. Feelings on Fashion Trends — Cargo pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	20%	14%	18%	21%	16%	13%	15%	24%	16%	*
Like it	33%	33%	34%	22%	28%	44%	36%	35%	33%	35%	*
Neutral	31%	28%	34%	33%	34%	25%	33%	32%	25%	27%	*
Dislike it	10%	6%	14%	12%	10%	8%	12%	10%	10%	13%	*
Hate it	4%	5%	3%	7%	3%	4%	4%	5%	1%	4%	*
Don't know what this is	4%	7%	1%	7%	4%	3%	3%	3%	7%	6%	*
Totals	99%	99%	100%	99%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(1,001)	(451)	(550)	(128)	(249)	(405)	(219)	(633)	(128)	(159)	(81)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	18%	15%	17%	16%	17%	17%	16%	20%	21%	18%	16%	14%
Like it	33%	34%	33%	34%	35%	39%	37%	34%	32%	34%	37%	31%	33%
Neutral	31%	28%	34%	31%	29%	30%	28%	34%	25%	32%	33%	30%	31%
Dislike it	10%	11%	9%	11%	14%	8%	9%	12%	13%	8%	8%	13%	9%
Hate it	4%	5%	4%	4%	4%	5%	4%	3%	6%	4%	4%	6%	3%
Don't know what this is	4%	4%	5%	3%	2%	1%	6%	0%	4%	1%	0%	4%	10%
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,001)	(363)	(386)	(252)	(373)	(334)	(415)	(289)	(205)	(155)	(208)	(402)	(236)

3H. Feelings on Fashion Trends — Chokers
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	8%	9%	16%	11%	7%	1%	7%	11%	14%	*
Like it	20%	16%	24%	16%	23%	24%	16%	19%	19%	24%	*
Neutral	30%	34%	26%	28%	28%	27%	37%	31%	30%	26%	*
Dislike it	21%	17%	24%	24%	22%	19%	19%	22%	19%	17%	*
Hate it	12%	12%	13%	10%	12%	12%	15%	13%	9%	12%	*
Don't know what this is	9%	14%	4%	6%	5%	11%	12%	8%	12%	7%	*
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(970)	(418)	(552)	(124)	(219)	(410)	(217)	(637)	(109)	(153)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	8%	9%	11%	5%	11%	5%	9%	9%	6%	8%	10%	8%	7%
Like it	20%	23%	19%	20%	24%	18%	20%	20%	22%	16%	17%	21%	26%
Neutral	30%	30%	31%	28%	29%	30%	30%	27%	28%	36%	28%	29%	26%
Dislike it	21%	21%	18%	23%	19%	20%	17%	24%	22%	21%	22%	20%	20%
Hate it	12%	10%	10%	16%	10%	16%	15%	12%	12%	12%	12%	15%	9%
Don't know what this is	9%	7%	11%	8%	8%	11%	9%	7%	9%	7%	11%	7%	12%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(970)	(330)	(371)	(269)	(355)	(326)	(387)	(283)	(214)	(179)	(198)	(378)	(215)

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3I. Feelings on Fashion Trends — Corsets
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	12%	9%	22%	8%	11%	1%	8%	7%	20%	*
Like it	15%	18%	12%	17%	18%	19%	6%	13%	19%	25%	*
Neutral	31%	39%	23%	37%	36%	22%	30%	30%	38%	32%	*
Dislike it	21%	15%	27%	14%	20%	22%	29%	22%	21%	12%	*
Hate it	18%	8%	27%	7%	12%	21%	32%	23%	8%	8%	*
Don't know what this is	4%	8%	2%	4%	6%	5%	2%	3%	7%	4%	*
Totals	99%	100%	100%	101%	100%	100%	100%	99%	100%	101%	*
Unweighted N	(992)	(417)	(575)	(124)	(243)	(398)	(227)	(662)	(113)	(146)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	11%	10%	9%	9%	7%	10%	11%	13%	6%	12%	8%	14%
Like it	15%	18%	16%	11%	17%	14%	14%	18%	17%	18%	12%	14%	18%
Neutral	31%	35%	32%	26%	30%	29%	29%	32%	25%	29%	32%	34%	27%
Dislike it	21%	22%	19%	23%	25%	22%	22%	20%	25%	29%	20%	19%	20%
Hate it	18%	11%	20%	23%	17%	25%	21%	17%	16%	14%	21%	20%	16%
Don't know what this is	4%	3%	3%	7%	2%	3%	4%	3%	4%	4%	3%	5%	6%
Totals	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(992)	(344)	(378)	(270)	(369)	(338)	(408)	(279)	(212)	(167)	(223)	(382)	(220)

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3J. Feelings on Fashion Trends — Crocs
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	6%	15%	19%	8%	10%	5%	8%	15%	15%	*
Like it	19%	20%	17%	23%	19%	16%	18%	15%	24%	33%	*
Neutral	28%	30%	27%	29%	30%	24%	33%	28%	24%	28%	*
Dislike it	19%	18%	20%	14%	19%	23%	17%	22%	14%	7%	*
Hate it	21%	20%	22%	11%	24%	24%	20%	23%	17%	15%	*
Don't know what this is	3%	6%	1%	4%	1%	2%	7%	3%	6%	3%	*
Totals	100%	100%	102%	100%	101%	99%	100%	99%	100%	101%	*
Unweighted N	(1,016)	(457)	(559)	(125)	(229)	(427)	(235)	(664)	(115)	(160)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	13%	11%	7%	9%	10%	12%	10%	9%	9%	8%	13%	8%
Like it	19%	19%	17%	20%	17%	16%	19%	22%	16%	16%	19%	18%	20%
Neutral	28%	30%	25%	31%	28%	32%	27%	27%	25%	27%	27%	29%	30%
Dislike it	19%	17%	22%	17%	23%	19%	18%	22%	20%	25%	19%	17%	17%
Hate it	21%	20%	22%	21%	23%	22%	20%	18%	27%	21%	26%	17%	21%
Don't know what this is	3%	1%	5%	4%	0%	2%	3%	0%	4%	1%	0%	6%	5%
Totals	100%	100%	102%	100%	100%	101%	99%	99%	101%	99%	99%	100%	101%
Unweighted N	(1,016)	(366)	(380)	(270)	(379)	(356)	(423)	(300)	(194)	(169)	(217)	(400)	(230)

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3K. Feelings on Fashion Trends — Crop tops
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	18%	9%	29%	14%	12%	3%	12%	13%	23%	*
Like it	22%	22%	22%	27%	19%	22%	20%	21%	25%	20%	*
Neutral	27%	28%	26%	23%	31%	26%	29%	27%	31%	29%	*
Dislike it	17%	10%	23%	7%	16%	18%	27%	19%	13%	15%	*
Hate it	13%	9%	18%	9%	15%	17%	11%	15%	7%	12%	*
Don't know what this is	6%	12%	1%	5%	6%	5%	11%	6%	11%	1%	*
Totals	99%	99%	99%	100%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,016)	(436)	(580)	(134)	(233)	(427)	(222)	(657)	(116)	(164)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	14%	11%	19%	10%	11%	9%	15%	13%	14%	15%	13%	13%	14%
Like it	22%	25%	23%	19%	24%	19%	22%	24%	27%	24%	24%	20%	22%
Neutral	27%	31%	27%	24%	28%	27%	27%	22%	25%	21%	28%	30%	26%
Dislike it	17%	16%	18%	17%	19%	19%	15%	20%	21%	21%	22%	16%	12%
Hate it	13%	12%	7%	23%	12%	19%	13%	16%	11%	16%	8%	13%	18%
Don't know what this is	6%	5%	6%	8%	6%	7%	7%	5%	3%	4%	5%	7%	8%
Totals	99%	100%	100%	101%	100%	100%	99%	100%	101%	101%	100%	99%	100%
Unweighted N	(1,016)	(354)	(384)	(278)	(377)	(335)	(422)	(296)	(211)	(179)	(209)	(421)	(207)

3L. Feelings on Fashion Trends — Fanny packs
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	6%	4%	8%	13%	7%	5%	0%	5%	8%	6%	*
Like it	18%	17%	19%	23%	21%	12%	18%	14%	24%	24%	*
Neutral	35%	36%	35%	27%	41%	32%	42%	36%	38%	34%	*
Dislike it	19%	17%	21%	17%	12%	23%	23%	20%	18%	16%	*
Hate it	19%	21%	16%	14%	16%	26%	16%	22%	9%	18%	*
Don't know what this is	3%	5%	0%	5%	3%	2%	1%	2%	3%	2%	*
Totals	100%	100%	99%	99%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(947)	(414)	(533)	(129)	(213)	(399)	(206)	(620)	(110)	(138)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	6%	9%	7%	2%	5%	3%	7%	7%	6%	7%	3%	6%	7%
Like it	18%	26%	15%	13%	22%	13%	18%	18%	19%	20%	19%	16%	20%
Neutral	35%	33%	35%	38%	35%	35%	35%	33%	37%	35%	43%	33%	33%
Dislike it	19%	17%	19%	21%	20%	21%	19%	21%	17%	20%	15%	19%	22%
Hate it	19%	14%	21%	21%	17%	26%	18%	21%	20%	17%	18%	22%	15%
Don't know what this is	3%	0%	3%	4%	1%	2%	3%	0%	2%	1%	1%	4%	3%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(947)	(333)	(364)	(250)	(352)	(302)	(393)	(278)	(195)	(170)	(203)	(367)	(207)

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3M. Feelings on Fashion Trends — Flannel shirts
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	21%	32%	25%	23%	29%	28%	28%	18%	27%	*
Like it	36%	39%	33%	27%	33%	41%	41%	39%	31%	32%	*
Neutral	28%	30%	27%	36%	35%	22%	23%	26%	33%	33%	*
Dislike it	5%	5%	5%	4%	5%	4%	6%	5%	8%	1%	*
Hate it	3%	3%	3%	2%	3%	4%	1%	2%	5%	6%	*
Don't know what this is	1%	3%	0%	5%	1%	0%	0%	1%	4%	1%	*
Totals	100%	101%	100%	99%	100%	100%	99%	101%	99%	100%	*
Unweighted N	(1,009)	(449)	(560)	(129)	(226)	(438)	(216)	(663)	(115)	(162)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	27%	26%	21%	33%	24%	29%	27%	27%	25%	28%	25%	25%	30%
Like it	36%	36%	37%	35%	36%	41%	33%	37%	37%	40%	43%	31%	36%
Neutral	28%	28%	32%	25%	28%	25%	30%	27%	28%	25%	25%	31%	28%
Dislike it	5%	6%	5%	4%	8%	3%	4%	7%	5%	5%	5%	6%	2%
Hate it	3%	5%	2%	3%	3%	3%	3%	2%	5%	2%	2%	3%	4%
Don't know what this is	1%	0%	3%	1%	0%	0%	2%	0%	0%	0%	0%	3%	0%
Totals	100%	101%	100%	101%	99%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,009)	(361)	(370)	(278)	(383)	(338)	(409)	(287)	(207)	(177)	(209)	(414)	(209)

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3N. Feelings on Fashion Trends — Graphic tees
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	19%	27%	30%	27%	24%	11%	23%	17%	31%	*
Like it	36%	35%	36%	32%	41%	39%	28%	37%	28%	34%	*
Neutral	25%	25%	25%	23%	23%	28%	25%	25%	27%	23%	*
Dislike it	6%	6%	7%	2%	4%	5%	17%	7%	7%	3%	*
Hate it	5%	8%	3%	7%	2%	3%	12%	5%	9%	6%	*
Don't know what this is	4%	8%	1%	7%	3%	2%	7%	3%	12%	4%	*
Totals	99%	101%	99%	101%	100%	101%	100%	100%	100%	101%	*
Unweighted N	(1,004)	(438)	(566)	(130)	(249)	(411)	(214)	(654)	(113)	(170)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	23%	26%	21%	22%	25%	17%	26%	22%	17%	19%	24%	25%	22%
Like it	36%	34%	38%	35%	37%	37%	36%	39%	35%	46%	36%	31%	36%
Neutral	25%	26%	27%	22%	24%	28%	23%	25%	25%	21%	27%	26%	25%
Dislike it	6%	6%	4%	9%	6%	9%	4%	6%	14%	9%	8%	5%	5%
Hate it	5%	4%	5%	7%	5%	4%	6%	5%	6%	3%	3%	7%	7%
Don't know what this is	4%	3%	5%	5%	3%	4%	5%	3%	2%	2%	2%	6%	4%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,004)	(338)	(381)	(285)	(370)	(339)	(405)	(297)	(202)	(161)	(221)	(409)	(213)

3O. Feelings on Fashion Trends — High-waisted pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	7%	18%	28%	17%	8%	1%	11%	15%	26%	*
Like it	20%	14%	26%	29%	20%	16%	16%	19%	21%	22%	*
Neutral	29%	31%	27%	26%	30%	28%	33%	31%	32%	21%	*
Dislike it	21%	27%	16%	6%	17%	29%	31%	22%	22%	14%	*
Hate it	14%	17%	11%	4%	14%	17%	18%	16%	7%	9%	*
Don't know what this is	3%	4%	1%	7%	2%	1%	1%	1%	3%	8%	*
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(959)	(422)	(537)	(128)	(228)	(391)	(212)	(632)	(102)	(157)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	17%	10%	12%	15%	9%	9%	17%	13%	8%	12%	14%	16%
Like it	20%	24%	18%	18%	23%	16%	21%	18%	23%	26%	20%	14%	26%
Neutral	29%	29%	34%	25%	26%	28%	31%	26%	24%	31%	33%	28%	25%
Dislike it	21%	20%	23%	21%	25%	22%	22%	21%	24%	20%	23%	22%	19%
Hate it	14%	7%	13%	23%	9%	25%	14%	19%	11%	13%	10%	18%	10%
Don't know what this is	3%	3%	2%	2%	3%	1%	2%	0%	5%	1%	2%	3%	3%
Totals	100%	100%	100%	101%	101%	101%	99%	101%	100%	99%	100%	99%	99%
Unweighted N	(959)	(355)	(335)	(269)	(355)	(327)	(415)	(274)	(189)	(164)	(215)	(376)	(204)

3P. Feelings on Fashion Trends — Hoodies under blazers
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	6%	5%	11%	6%	4%	1%	4%	5%	12%	*
Like it	15%	17%	14%	20%	18%	15%	8%	13%	23%	18%	*
Neutral	27%	28%	26%	28%	31%	23%	28%	24%	35%	38%	*
Dislike it	26%	22%	29%	19%	22%	26%	37%	30%	17%	15%	*
Hate it	20%	20%	20%	11%	14%	27%	24%	23%	9%	9%	*
Don't know what this is	7%	8%	7%	11%	9%	7%	2%	6%	11%	8%	*
Totals	100%	101%	101%	100%	100%	102%	100%	100%	100%	100%	*
Unweighted N	(995)	(408)	(587)	(123)	(244)	(398)	(230)	(650)	(111)	(166)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	5%	7%	6%	2%	5%	4%	8%	3%	4%	5%	6%	5%	6%
Like it	15%	18%	15%	13%	18%	10%	16%	15%	16%	18%	11%	12%	22%
Neutral	27%	28%	31%	21%	28%	25%	28%	25%	24%	27%	31%	25%	26%
Dislike it	26%	26%	22%	29%	29%	29%	24%	23%	37%	27%	25%	26%	24%
Hate it	20%	14%	16%	31%	16%	29%	17%	26%	15%	18%	21%	21%	17%
Don't know what this is	7%	7%	10%	4%	4%	4%	7%	9%	4%	4%	6%	11%	4%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(995)	(345)	(373)	(277)	(384)	(332)	(408)	(292)	(200)	(164)	(221)	(395)	(215)

3Q. Feelings on Fashion Trends — Knee-high boots
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	10%	24%	17%	18%	18%	13%	15%	20%	22%	*
Like it	35%	37%	33%	36%	32%	37%	33%	35%	32%	42%	*
Neutral	27%	30%	25%	25%	30%	23%	33%	28%	29%	18%	*
Dislike it	13%	13%	13%	10%	8%	16%	16%	14%	8%	9%	*
Hate it	5%	6%	5%	7%	7%	4%	4%	6%	4%	6%	*
Don't know what this is	3%	5%	1%	5%	4%	2%	1%	2%	7%	3%	*
Totals	100%	101%	101%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(451)	(547)	(134)	(226)	(422)	(216)	(644)	(123)	(157)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	22%	15%	13%	20%	14%	18%	11%	21%	16%	19%	16%	17%
Like it	35%	34%	35%	36%	36%	36%	32%	42%	38%	36%	35%	35%	34%
Neutral	27%	27%	29%	26%	25%	29%	29%	24%	24%	27%	29%	27%	27%
Dislike it	13%	11%	13%	14%	15%	16%	12%	17%	12%	13%	10%	13%	14%
Hate it	5%	6%	6%	4%	4%	4%	5%	6%	4%	5%	6%	6%	4%
Don't know what this is	3%	1%	1%	6%	0%	3%	4%	1%	1%	3%	0%	4%	3%
Totals	100%	101%	99%	99%	100%	102%	100%	101%	100%	100%	99%	101%	99%
Unweighted N	(998)	(357)	(367)	(274)	(375)	(330)	(399)	(291)	(209)	(173)	(215)	(380)	(230)

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3R. Feelings on Fashion Trends — Leggings

How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	13%	31%	32%	28%	21%	13%	21%	25%	34%	*
Like it	30%	25%	35%	24%	30%	36%	29%	31%	31%	30%	*
Neutral	28%	35%	21%	22%	27%	26%	37%	28%	27%	20%	*
Dislike it	10%	13%	8%	9%	8%	10%	14%	10%	14%	11%	*
Hate it	7%	9%	5%	8%	5%	7%	8%	9%	2%	3%	*
Don't know what this is	2%	4%	0%	4%	2%	1%	0%	2%	1%	2%	*
Totals	100%	99%	100%	99%	100%	101%	101%	101%	100%	100%	*
Unweighted N	(1,013)	(432)	(581)	(136)	(233)	(415)	(229)	(674)	(116)	(152)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	23%	24%	26%	19%	23%	20%	20%	25%	23%	27%	27%	20%	19%
Like it	30%	31%	29%	31%	32%	32%	33%	27%	32%	29%	28%	32%	31%
Neutral	28%	28%	29%	26%	29%	26%	28%	25%	30%	24%	28%	28%	30%
Dislike it	10%	9%	10%	12%	10%	13%	11%	14%	7%	10%	10%	10%	11%
Hate it	7%	8%	4%	10%	6%	9%	6%	8%	8%	9%	5%	8%	6%
Don't know what this is	2%	0%	3%	2%	0%	1%	2%	0%	0%	0%	1%	2%	2%
Totals	100%	100%	101%	100%	100%	101%	100%	99%	100%	99%	99%	100%	99%
Unweighted N	(1,013)	(368)	(364)	(281)	(393)	(327)	(418)	(286)	(214)	(167)	(210)	(418)	(218)

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3S. Feelings on Fashion Trends — Leg warmers
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	5%	10%	12%	8%	7%	3%	6%	14%	10%	*
Like it	20%	19%	21%	19%	20%	21%	21%	20%	20%	21%	*
Neutral	35%	36%	34%	32%	29%	34%	46%	36%	30%	33%	*
Dislike it	19%	16%	21%	23%	21%	16%	16%	19%	15%	19%	*
Hate it	14%	15%	13%	10%	16%	19%	9%	14%	13%	16%	*
Don't know what this is	4%	8%	1%	4%	6%	3%	4%	3%	7%	2%	*
Totals	100%	99%	100%	100%	100%	100%	99%	98%	99%	101%	*
Unweighted N	(1,050)	(450)	(600)	(131)	(235)	(440)	(244)	(695)	(113)	(169)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	8%	10%	5%	8%	10%	5%	11%	3%	10%	4%	8%	7%	11%
Like it	20%	26%	17%	18%	20%	22%	20%	22%	18%	31%	19%	16%	20%
Neutral	35%	31%	37%	37%	35%	40%	37%	41%	26%	30%	36%	39%	32%
Dislike it	19%	19%	21%	16%	22%	17%	16%	15%	28%	19%	20%	19%	18%
Hate it	14%	13%	12%	17%	11%	14%	12%	17%	17%	13%	14%	15%	13%
Don't know what this is	4%	1%	7%	4%	2%	1%	5%	3%	1%	1%	3%	5%	6%
Totals	100%	100%	99%	100%	100%	99%	101%	101%	100%	98%	100%	101%	100%
Unweighted N	(1,050)	(368)	(390)	(292)	(395)	(353)	(415)	(300)	(235)	(188)	(211)	(403)	(248)

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3T. Feelings on Fashion Trends — Maxi skirts
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	6%	18%	18%	10%	10%	13%	11%	18%	13%	*
Like it	25%	15%	35%	20%	20%	28%	30%	24%	35%	23%	*
Neutral	34%	40%	28%	30%	33%	37%	34%	36%	29%	27%	*
Dislike it	12%	11%	12%	11%	12%	8%	17%	13%	6%	14%	*
Hate it	5%	4%	5%	3%	7%	6%	3%	5%	1%	9%	*
Don't know what this is	12%	23%	2%	17%	17%	12%	2%	12%	10%	15%	*
Totals	100%	99%	100%	99%	99%	101%	99%	101%	99%	101%	*
Unweighted N	(974)	(426)	(548)	(125)	(223)	(416)	(210)	(640)	(114)	(156)	(64)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	12%	11%	15%	11%	14%	13%	14%	12%	10%	12%	9%	16%	10%
Like it	25%	28%	19%	29%	30%	27%	25%	29%	24%	31%	27%	24%	21%
Neutral	34%	34%	38%	28%	32%	33%	33%	34%	41%	33%	36%	36%	30%
Dislike it	12%	13%	7%	16%	11%	10%	11%	12%	14%	13%	9%	10%	16%
Hate it	5%	3%	5%	6%	4%	7%	5%	6%	3%	6%	5%	4%	5%
Don't know what this is	12%	10%	15%	10%	9%	10%	12%	8%	8%	5%	14%	9%	19%
Totals	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%
Unweighted N	(974)	(326)	(392)	(256)	(362)	(318)	(414)	(281)	(180)	(159)	(202)	(392)	(221)

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3U. Feelings on Fashion Trends — Metallic footwear
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	3%	6%	9%	5%	3%	3%	5%	*	6%	*
Like it	11%	9%	12%	21%	9%	9%	4%	10%	*	18%	*
Neutral	26%	25%	27%	24%	34%	25%	22%	25%	*	23%	*
Dislike it	26%	26%	26%	19%	24%	31%	28%	27%	*	22%	*
Hate it	18%	19%	18%	13%	15%	22%	21%	20%	*	20%	*
Don't know what this is	14%	18%	11%	15%	14%	9%	21%	14%	*	12%	*
Totals	100%	100%	100%	101%	101%	99%	99%	101%	*	101%	*
Unweighted N	(968)	(410)	(558)	(129)	(219)	(412)	(208)	(660)	(96)	(148)	(64)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	5%	8%	4%	2%	5%	3%	6%	3%	8%	9%	3%	3%	5%
Like it	11%	16%	7%	10%	14%	5%	9%	9%	14%	13%	7%	8%	16%
Neutral	26%	29%	25%	24%	29%	26%	27%	28%	20%	21%	28%	30%	22%
Dislike it	26%	23%	26%	30%	25%	31%	23%	30%	32%	23%	27%	24%	31%
Hate it	18%	14%	18%	23%	18%	22%	19%	21%	15%	20%	20%	18%	16%
Don't know what this is	14%	11%	20%	12%	9%	13%	17%	9%	12%	13%	15%	17%	10%
Totals	100%	101%	100%	101%	100%	100%	101%	100%	101%	99%	100%	100%	100%
Unweighted N	(968)	(329)	(369)	(270)	(350)	(329)	(402)	(286)	(184)	(179)	(212)	(375)	(202)

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3V. Feelings on Fashion Trends — Miniskirts
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	32%	15%	29%	19%	22%	20%	19%	27%	35%	*
Like it	26%	31%	21%	21%	23%	29%	29%	27%	28%	18%	*
Neutral	26%	20%	31%	19%	32%	26%	25%	26%	21%	23%	*
Dislike it	16%	10%	21%	19%	15%	14%	18%	18%	10%	14%	*
Hate it	9%	5%	12%	8%	10%	9%	9%	9%	12%	6%	*
Don't know what this is	1%	2%	0%	4%	1%	0%	0%	1%	1%	2%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	98%	*
Unweighted N	(1,028)	(443)	(585)	(137)	(236)	(414)	(241)	(673)	(115)	(161)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	22%	21%	24%	22%	26%	20%	24%	21%	23%	21%	19%	25%	22%
Like it	26%	29%	23%	25%	28%	28%	25%	28%	29%	20%	28%	24%	31%
Neutral	26%	27%	28%	22%	26%	23%	25%	26%	23%	26%	24%	26%	27%
Dislike it	16%	15%	15%	18%	14%	17%	17%	15%	19%	23%	21%	14%	9%
Hate it	9%	7%	9%	11%	7%	12%	10%	9%	6%	10%	7%	10%	8%
Don't know what this is	1%	0%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%	2%
Totals	100%	99%	101%	99%	101%	100%	102%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,028)	(347)	(398)	(283)	(377)	(347)	(429)	(291)	(206)	(176)	(220)	(409)	(223)

3W. Feelings on Fashion Trends — Overalls
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	10%	13%	16%	15%	8%	8%	11%	8%	9%	*
Like it	28%	25%	30%	35%	21%	27%	28%	27%	32%	26%	*
Neutral	35%	39%	31%	29%	39%	38%	31%	36%	35%	32%	*
Dislike it	17%	16%	18%	12%	17%	14%	26%	17%	15%	21%	*
Hate it	8%	8%	8%	8%	5%	12%	7%	9%	5%	10%	*
Don't know what this is	1%	2%	0%	0%	3%	0%	0%	0%	5%	2%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(997)	(449)	(548)	(139)	(227)	(396)	(235)	(654)	(116)	(160)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	11%	14%	11%	9%	12%	7%	16%	5%	11%	10%	8%	12%	15%
Like it	28%	30%	28%	25%	27%	30%	26%	32%	25%	25%	33%	28%	23%
Neutral	35%	30%	39%	34%	32%	34%	34%	36%	35%	42%	29%	35%	33%
Dislike it	17%	17%	13%	22%	20%	20%	16%	17%	21%	15%	25%	15%	17%
Hate it	8%	8%	8%	9%	9%	9%	7%	9%	8%	7%	5%	9%	12%
Don't know what this is	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%	0%	2%	1%
Totals	100%	100%	99%	100%	100%	100%	101%	99%	101%	99%	100%	101%	101%
Unweighted N	(997)	(350)	(374)	(273)	(368)	(315)	(405)	(297)	(198)	(183)	(219)	(383)	(212)

3X. Feelings on Fashion Trends — Oversized clothing
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	10%	14%	29%	12%	9%	3%	10%	25%	16%	*
Like it	20%	12%	27%	22%	20%	22%	16%	21%	15%	22%	*
Neutral	28%	25%	30%	25%	29%	26%	31%	28%	22%	24%	*
Dislike it	25%	32%	19%	10%	23%	29%	34%	24%	26%	25%	*
Hate it	13%	16%	11%	10%	13%	12%	17%	15%	8%	11%	*
Don't know what this is	2%	5%	0%	4%	4%	2%	0%	2%	3%	2%	*
Totals	100%	100%	101%	100%	101%	100%	101%	100%	99%	100%	*
Unweighted N	(1,001)	(433)	(568)	(132)	(235)	(407)	(227)	(647)	(111)	(168)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	12%	17%	12%	8%	16%	6%	16%	7%	12%	12%	10%	12%	14%
Like it	20%	26%	17%	18%	21%	18%	18%	20%	19%	27%	16%	20%	18%
Neutral	28%	21%	30%	31%	25%	31%	26%	30%	27%	26%	35%	26%	24%
Dislike it	25%	23%	28%	23%	27%	25%	22%	28%	28%	19%	25%	25%	29%
Hate it	13%	11%	13%	16%	11%	19%	14%	14%	14%	16%	14%	13%	11%
Don't know what this is	2%	2%	1%	3%	0%	0%	3%	0%	0%	0%	0%	3%	4%
Totals	100%	100%	101%	99%	100%	99%	99%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,001)	(337)	(402)	(262)	(370)	(323)	(428)	(266)	(213)	(169)	(203)	(406)	(223)

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3Y. Feelings on Fashion Trends — Parachute pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	4%	3%	4%	4%	5%	4%	1%	3%	5%	5%	*
Like it	10%	11%	10%	18%	9%	10%	5%	10%	14%	13%	*
Neutral	23%	24%	22%	24%	24%	24%	21%	22%	29%	23%	*
Dislike it	31%	29%	33%	17%	31%	37%	36%	32%	21%	34%	*
Hate it	23%	20%	26%	24%	23%	21%	25%	24%	19%	19%	*
Don't know what this is	9%	13%	5%	12%	9%	5%	12%	9%	11%	7%	*
Totals	100%	100%	100%	99%	101%	101%	100%	100%	99%	101%	*
Unweighted N	(979)	(425)	(554)	(139)	(238)	(403)	(199)	(655)	(100)	(157)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	4%	4%	4%	3%	4%	2%	3%	4%	5%	3%	3%	4%	3%
Like it	10%	18%	7%	5%	11%	7%	9%	11%	13%	18%	6%	8%	13%
Neutral	23%	21%	29%	20%	24%	24%	27%	18%	21%	23%	23%	26%	19%
Dislike it	31%	29%	29%	36%	35%	35%	31%	36%	31%	27%	39%	26%	35%
Hate it	23%	21%	22%	25%	21%	26%	21%	25%	22%	25%	21%	25%	19%
Don't know what this is	9%	8%	9%	11%	5%	5%	8%	6%	8%	3%	8%	11%	11%
Totals	100%	101%	100%	100%	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(979)	(340)	(364)	(275)	(359)	(313)	(410)	(280)	(201)	(167)	(212)	(398)	(202)

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3Z. Feelings on Fashion Trends — Platform shoes
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	4%	10%	10%	10%	8%	1%	8%	9%	6%	*
Like it	16%	13%	19%	25%	16%	12%	14%	13%	20%	28%	*
Neutral	28%	30%	25%	29%	31%	29%	21%	27%	29%	28%	*
Dislike it	28%	28%	27%	16%	26%	32%	35%	30%	19%	25%	*
Hate it	18%	19%	17%	12%	13%	18%	29%	20%	19%	11%	*
Don't know what this is	3%	5%	1%	9%	4%	1%	0%	2%	4%	3%	*
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,006)	(424)	(582)	(143)	(211)	(431)	(221)	(664)	(121)	(158)	(63)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	12%	4%	6%	9%	5%	7%	7%	10%	11%	4%	6%	9%
Like it	16%	19%	18%	11%	20%	10%	17%	14%	16%	21%	12%	19%	11%
Neutral	28%	31%	27%	24%	27%	23%	27%	30%	24%	19%	33%	28%	28%
Dislike it	28%	25%	24%	35%	29%	35%	29%	25%	33%	25%	30%	25%	33%
Hate it	18%	12%	22%	21%	14%	25%	17%	25%	16%	22%	21%	17%	15%
Don't know what this is	3%	2%	3%	3%	1%	2%	3%	1%	2%	1%	0%	5%	4%
Totals	100%	101%	98%	100%	100%	100%	100%	102%	101%	99%	100%	100%	100%
Unweighted N	(1,006)	(360)	(374)	(272)	(380)	(319)	(419)	(293)	(197)	(174)	(210)	(401)	(221)

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3AA. Feelings on Fashion Trends — Popped collars
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	4%	5%	3%	6%	3%	6%	1%	2%	11%	11%	*
Like it	12%	16%	9%	19%	12%	12%	9%	11%	20%	13%	*
Neutral	31%	30%	31%	21%	36%	32%	31%	32%	29%	29%	*
Dislike it	20%	17%	24%	29%	22%	19%	14%	21%	15%	22%	*
Hate it	14%	13%	15%	16%	21%	13%	6%	14%	15%	16%	*
Don't know what this is	19%	20%	17%	9%	7%	18%	40%	20%	10%	9%	*
Totals	100%	101%	99%	100%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,006)	(443)	(563)	(131)	(245)	(400)	(230)	(678)	(107)	(153)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	4%	7%	3%	2%	6%	2%	4%	5%	3%	5%	2%	3%	6%
Like it	12%	18%	11%	9%	13%	8%	12%	12%	12%	15%	13%	13%	10%
Neutral	31%	28%	32%	32%	29%	31%	30%	31%	29%	30%	40%	26%	30%
Dislike it	20%	22%	21%	18%	23%	19%	19%	20%	26%	17%	20%	22%	21%
Hate it	14%	12%	15%	15%	16%	13%	16%	13%	15%	17%	10%	14%	14%
Don't know what this is	19%	14%	18%	24%	14%	26%	19%	20%	15%	15%	15%	22%	18%
Totals	100%	101%	100%	100%	101%	99%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(1,006)	(335)	(393)	(278)	(365)	(356)	(417)	(288)	(213)	(170)	(203)	(411)	(222)

3AB. Feelings on Fashion Trends — Puffy sleeves

How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	4%	7%	10%	5%	5%	2%	4%	13%	8%	*
Like it	12%	8%	16%	16%	10%	10%	14%	10%	14%	18%	*
Neutral	24%	27%	21%	26%	24%	23%	24%	24%	22%	22%	*
Dislike it	33%	33%	34%	29%	33%	33%	38%	34%	31%	30%	*
Hate it	21%	21%	21%	13%	24%	25%	18%	24%	12%	19%	*
Don't know what this is	5%	8%	1%	6%	5%	4%	4%	4%	8%	3%	*
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(989)	(436)	(553)	(136)	(240)	(410)	(203)	(641)	(119)	(154)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	5%	11%	2%	4%	7%	2%	5%	4%	7%	8%	4%	5%	5%
Like it	12%	17%	10%	10%	14%	9%	13%	14%	9%	18%	11%	11%	11%
Neutral	24%	23%	25%	24%	25%	24%	20%	26%	25%	20%	29%	23%	22%
Dislike it	33%	31%	37%	32%	36%	40%	32%	33%	41%	35%	30%	31%	40%
Hate it	21%	14%	22%	26%	15%	23%	25%	20%	15%	17%	25%	22%	17%
Don't know what this is	5%	5%	4%	5%	3%	2%	5%	3%	3%	2%	1%	7%	6%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(989)	(350)	(379)	(260)	(358)	(315)	(421)	(280)	(192)	(169)	(219)	(381)	(220)

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3AC. Feelings on Fashion Trends — Recycled fabric
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	10%	16%	18%	16%	12%	8%	12%	16%	15%	*
Like it	28%	25%	31%	29%	26%	28%	28%	28%	29%	23%	*
Neutral	40%	44%	37%	39%	43%	39%	42%	39%	41%	50%	*
Dislike it	7%	7%	6%	8%	3%	7%	9%	8%	4%	4%	*
Hate it	4%	4%	4%	1%	2%	5%	8%	5%	1%	2%	*
Don't know what this is	8%	9%	6%	5%	10%	9%	5%	8%	8%	6%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(984)	(432)	(552)	(133)	(221)	(408)	(222)	(646)	(110)	(159)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	19%	13%	7%	20%	7%	12%	12%	19%	14%	12%	10%	20%
Like it	28%	32%	30%	20%	40%	21%	28%	33%	28%	32%	32%	24%	28%
Neutral	40%	37%	38%	48%	33%	51%	40%	43%	26%	39%	40%	44%	35%
Dislike it	7%	4%	6%	10%	4%	8%	7%	3%	12%	7%	7%	7%	6%
Hate it	4%	2%	3%	7%	1%	7%	5%	3%	5%	2%	3%	6%	3%
Don't know what this is	8%	6%	9%	8%	2%	8%	8%	6%	8%	6%	5%	9%	9%
Totals	100%	100%	99%	100%	100%	102%	100%	100%	98%	100%	99%	100%	101%
Unweighted N	(984)	(333)	(394)	(257)	(364)	(329)	(427)	(275)	(193)	(180)	(217)	(378)	(209)

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3AD. Feelings on Fashion Trends — Ripped jeans
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	10%	16%	30%	14%	7%	2%	10%	24%	15%	*
Like it	20%	20%	19%	22%	30%	18%	6%	19%	22%	19%	*
Neutral	23%	24%	22%	13%	29%	28%	16%	22%	20%	27%	*
Dislike it	23%	22%	25%	20%	17%	23%	33%	25%	18%	17%	*
Hate it	20%	22%	19%	12%	9%	22%	42%	22%	15%	19%	*
Don't know what this is	2%	3%	0%	2%	1%	2%	1%	1%	1%	3%	*
Totals	101%	101%	101%	99%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,001)	(430)	(571)	(131)	(234)	(431)	(205)	(671)	(105)	(154)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	16%	11%	11%	11%	8%	17%	10%	11%	23%	8%	14%	8%
Like it	20%	25%	18%	15%	21%	18%	19%	21%	19%	15%	20%	21%	19%
Neutral	23%	23%	27%	18%	27%	18%	23%	20%	23%	23%	24%	21%	24%
Dislike it	23%	20%	25%	25%	22%	26%	21%	25%	29%	23%	29%	20%	23%
Hate it	20%	15%	18%	28%	17%	29%	19%	24%	18%	16%	19%	22%	22%
Don't know what this is	2%	0%	1%	3%	1%	1%	1%	0%	0%	0%	1%	1%	4%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,001)	(358)	(350)	(293)	(363)	(340)	(422)	(284)	(212)	(154)	(217)	(400)	(230)

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3AE. Feelings on Fashion Trends — Sagging pants

How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	4%	3%	4%	7%	4%	3%	1%	1%	12%	5%	*
Like it	7%	11%	4%	14%	13%	2%	1%	4%	21%	10%	*
Neutral	11%	13%	9%	21%	13%	6%	4%	9%	6%	15%	*
Dislike it	23%	21%	24%	25%	23%	19%	26%	24%	16%	28%	*
Hate it	54%	50%	57%	31%	45%	68%	67%	59%	44%	38%	*
Don't know what this is	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	*
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	99%	*
Unweighted N	(969)	(413)	(556)	(139)	(235)	(396)	(199)	(634)	(108)	(158)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	4%	8%	1%	0%	6%	1%	4%	1%	4%	4%	3%	2%	6%
Like it	7%	13%	3%	5%	8%	5%	8%	7%	8%	8%	2%	9%	8%
Neutral	11%	13%	13%	7%	9%	3%	12%	8%	6%	9%	10%	11%	15%
Dislike it	23%	26%	24%	17%	28%	18%	22%	27%	21%	30%	20%	21%	22%
Hate it	54%	39%	56%	69%	48%	71%	51%	55%	60%	47%	63%	56%	49%
Don't know what this is	2%	1%	3%	2%	1%	3%	3%	2%	0%	2%	2%	2%	1%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	101%	101%
Unweighted N	(969)	(357)	(366)	(246)	(364)	(328)	(393)	(287)	(201)	(163)	(198)	(395)	(213)

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3AF. Feelings on Fashion Trends — Sheer clothing
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	12%	5%	12%	7%	11%	3%	7%	6%	18%	*
Like it	17%	22%	12%	21%	18%	19%	8%	16%	30%	16%	*
Neutral	27%	28%	27%	27%	30%	26%	27%	24%	32%	31%	*
Dislike it	22%	13%	30%	18%	16%	23%	30%	25%	17%	14%	*
Hate it	16%	8%	24%	7%	15%	18%	27%	19%	6%	11%	*
Don't know what this is	9%	17%	2%	15%	13%	4%	4%	8%	9%	9%	*
Totals	100%	100%	100%	100%	99%	101%	99%	99%	100%	99%	*
Unweighted N	(1,001)	(447)	(554)	(147)	(225)	(435)	(194)	(646)	(104)	(166)	(85)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	9%	11%	8%	7%	10%	7%	9%	7%	10%	12%	5%	8%	11%
Like it	17%	22%	14%	16%	19%	14%	15%	16%	22%	16%	13%	21%	16%
Neutral	27%	28%	34%	20%	29%	25%	29%	26%	26%	29%	28%	26%	27%
Dislike it	22%	21%	19%	25%	22%	25%	21%	25%	18%	22%	29%	20%	17%
Hate it	16%	13%	15%	21%	15%	23%	14%	19%	19%	18%	15%	15%	18%
Don't know what this is	9%	6%	10%	11%	5%	7%	11%	7%	4%	3%	10%	10%	11%
Totals	100%	101%	100%	100%	100%	101%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,001)	(346)	(381)	(274)	(361)	(334)	(416)	(291)	(206)	(152)	(226)	(400)	(223)

3AG. Feelings on Fashion Trends — Shoulder pads
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	3%	3%	4%	4%	2%	5%	2%	3%	3%	5%	*
Like it	11%	13%	9%	13%	7%	11%	12%	11%	14%	9%	*
Neutral	22%	26%	18%	24%	18%	21%	26%	20%	19%	25%	*
Dislike it	28%	27%	30%	24%	28%	29%	32%	29%	32%	23%	*
Hate it	31%	23%	38%	27%	38%	32%	24%	33%	18%	36%	*
Don't know what this is	5%	8%	2%	9%	7%	2%	3%	4%	14%	3%	*
Totals	100%	100%	101%	101%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(976)	(424)	(552)	(126)	(234)	(412)	(204)	(644)	(109)	(162)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	3%	5%	1%	4%	5%	3%	4%	3%	3%	4%	2%	4%	3%
Like it	11%	16%	9%	7%	14%	6%	12%	7%	13%	13%	9%	7%	18%
Neutral	22%	23%	22%	20%	20%	25%	22%	22%	18%	21%	26%	20%	23%
Dislike it	28%	24%	34%	25%	29%	31%	25%	33%	36%	28%	28%	29%	27%
Hate it	31%	28%	27%	39%	29%	32%	31%	33%	28%	32%	34%	32%	24%
Don't know what this is	5%	3%	6%	5%	3%	2%	6%	2%	2%	2%	2%	7%	6%
Totals	100%	99%	99%	100%	100%	99%	100%	100%	100%	100%	101%	99%	101%
Unweighted N	(976)	(330)	(375)	(271)	(352)	(315)	(424)	(274)	(187)	(159)	(202)	(404)	(211)

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3AH. Feelings on Fashion Trends — Skinny jeans
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	8%	17%	20%	17%	11%	6%	11%	17%	20%	*
Like it	25%	19%	29%	33%	24%	20%	23%	24%	19%	37%	*
Neutral	26%	31%	22%	23%	27%	22%	36%	26%	34%	22%	*
Dislike it	19%	18%	20%	13%	17%	23%	20%	20%	19%	8%	*
Hate it	16%	21%	12%	7%	13%	24%	15%	18%	11%	11%	*
Don't know what this is	1%	3%	0%	3%	1%	0%	1%	1%	1%	2%	*
Totals	100%	100%	100%	99%	99%	100%	101%	100%	101%	100%	*
Unweighted N	(996)	(409)	(587)	(133)	(238)	(416)	(209)	(652)	(114)	(165)	(65)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	14%	14%	12%	15%	7%	14%	12%	15%	16%	14%	13%	10%
Like it	25%	29%	23%	22%	27%	21%	19%	30%	30%	27%	26%	22%	26%
Neutral	26%	28%	25%	27%	27%	27%	29%	22%	24%	25%	20%	31%	26%
Dislike it	19%	19%	19%	19%	20%	20%	21%	17%	15%	21%	23%	14%	21%
Hate it	16%	10%	17%	20%	11%	24%	16%	18%	16%	11%	17%	17%	15%
Don't know what this is	1%	0%	3%	1%	0%	1%	1%	0%	0%	0%	1%	1%	2%
Totals	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%	101%	98%	100%
Unweighted N	(996)	(359)	(374)	(263)	(380)	(310)	(418)	(291)	(190)	(173)	(209)	(392)	(222)

3AI. Feelings on Fashion Trends — Socks with sandals
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	6%	6%	5%	12%	7%	4%	1%	4%	12%	8%	*
Like it	10%	10%	10%	12%	10%	9%	9%	7%	12%	13%	*
Neutral	21%	25%	16%	17%	25%	19%	23%	20%	25%	22%	*
Dislike it	23%	24%	22%	21%	20%	21%	29%	24%	20%	18%	*
Hate it	39%	32%	47%	38%	34%	45%	38%	44%	27%	33%	*
Don't know what this is	2%	3%	1%	1%	4%	2%	0%	1%	4%	5%	*
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(991)	(443)	(548)	(128)	(213)	(419)	(231)	(658)	(100)	(161)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	6%	10%	4%	3%	8%	2%	7%	4%	8%	4%	6%	5%	8%
Like it	10%	10%	11%	8%	8%	10%	9%	11%	8%	15%	6%	10%	8%
Neutral	21%	16%	25%	21%	19%	19%	22%	20%	16%	21%	26%	16%	23%
Dislike it	23%	24%	24%	20%	26%	24%	24%	27%	23%	17%	24%	23%	24%
Hate it	39%	37%	35%	46%	38%	44%	36%	39%	43%	42%	38%	43%	33%
Don't know what this is	2%	3%	1%	2%	0%	1%	2%	0%	2%	1%	0%	2%	4%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(991)	(323)	(390)	(278)	(363)	(337)	(405)	(279)	(208)	(169)	(228)	(383)	(211)

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3AJ. Feelings on Fashion Trends — Trucker hats
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	10%	5%	11%	6%	7%	5%	7%	6%	11%	*
Like it	17%	23%	11%	22%	18%	14%	16%	18%	15%	16%	*
Neutral	33%	31%	35%	33%	35%	32%	32%	32%	35%	37%	*
Dislike it	16%	16%	17%	15%	20%	17%	13%	17%	15%	13%	*
Hate it	14%	9%	20%	14%	14%	14%	15%	14%	12%	14%	*
Don't know what this is	12%	12%	13%	6%	8%	16%	19%	12%	17%	8%	*
Totals	99%	101%	101%	101%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(997)	(452)	(545)	(141)	(228)	(415)	(213)	(637)	(122)	(163)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	9%	6%	7%	5%	7%	7%	5%	10%	4%	5%	8%	10%
Like it	17%	15%	16%	19%	15%	21%	18%	16%	19%	20%	18%	14%	19%
Neutral	33%	30%	37%	31%	29%	32%	32%	36%	26%	21%	36%	37%	33%
Dislike it	16%	19%	14%	16%	21%	15%	13%	20%	21%	26%	16%	12%	15%
Hate it	14%	17%	13%	13%	18%	11%	16%	15%	12%	17%	14%	16%	10%
Don't know what this is	12%	10%	14%	13%	12%	14%	14%	9%	12%	11%	10%	13%	14%
Totals	99%	100%	100%	99%	100%	100%	100%	101%	100%	99%	99%	100%	101%
Unweighted N	(997)	(349)	(381)	(267)	(363)	(320)	(395)	(307)	(197)	(169)	(223)	(375)	(230)

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3AK. Feelings on Fashion Trends — Tube tops
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	15%	7%	17%	8%	12%	5%	9%	18%	19%	*
Like it	19%	22%	15%	21%	21%	17%	16%	19%	20%	16%	*
Neutral	27%	29%	26%	27%	32%	26%	25%	27%	22%	30%	*
Dislike it	21%	14%	27%	16%	17%	21%	29%	22%	18%	20%	*
Hate it	16%	8%	24%	7%	16%	20%	20%	19%	10%	13%	*
Don't know what this is	6%	12%	1%	13%	6%	3%	4%	5%	13%	3%	*
Totals	100%	100%	100%	101%	100%	99%	99%	101%	101%	101%	*
Unweighted N	(995)	(419)	(576)	(120)	(240)	(427)	(208)	(677)	(103)	(146)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	11%	14%	10%	7%	10%	9%	10%	9%	15%	8%	15%	10%	10%
Like it	19%	17%	21%	17%	18%	16%	19%	16%	16%	19%	23%	14%	20%
Neutral	27%	28%	31%	22%	28%	27%	30%	23%	28%	25%	28%	27%	29%
Dislike it	21%	20%	21%	23%	24%	21%	21%	24%	22%	26%	19%	22%	19%
Hate it	16%	17%	12%	21%	18%	23%	14%	25%	13%	17%	15%	18%	16%
Don't know what this is	6%	4%	4%	10%	2%	4%	5%	4%	6%	5%	1%	9%	7%
Totals	100%	100%	99%	100%	100%	100%	99%	101%	100%	100%	101%	100%	101%
Unweighted N	(995)	(365)	(363)	(267)	(391)	(314)	(415)	(290)	(195)	(169)	(225)	(376)	(225)

3AL. Feelings on Fashion Trends — Turtleneck sweaters
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	9%	18%	23%	12%	9%	15%	10%	22%	14%	*
Like it	29%	31%	28%	28%	23%	29%	37%	28%	43%	28%	*
Neutral	25%	25%	25%	18%	29%	26%	25%	27%	16%	23%	*
Dislike it	18%	22%	13%	12%	20%	21%	15%	19%	8%	19%	*
Hate it	12%	10%	14%	13%	12%	15%	7%	14%	4%	11%	*
Don't know what this is	2%	3%	1%	5%	4%	0%	0%	1%	6%	5%	*
Totals	100%	100%	99%	99%	100%	100%	99%	99%	99%	100%	*
Unweighted N	(975)	(435)	(540)	(126)	(224)	(412)	(213)	(661)	(103)	(150)	(61)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	14%	17%	12%	12%	19%	11%	13%	11%	18%	21%	16%	8%	15%
Like it	29%	33%	29%	26%	33%	26%	29%	32%	29%	25%	33%	31%	26%
Neutral	25%	25%	25%	25%	22%	28%	22%	23%	28%	25%	24%	27%	23%
Dislike it	18%	13%	20%	20%	18%	19%	18%	21%	15%	15%	16%	17%	21%
Hate it	12%	8%	13%	16%	7%	15%	15%	13%	8%	14%	10%	13%	11%
Don't know what this is	2%	4%	1%	1%	1%	0%	2%	0%	2%	0%	1%	3%	3%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	99%	99%
Unweighted N	(975)	(354)	(353)	(268)	(372)	(322)	(414)	(269)	(201)	(160)	(218)	(396)	(201)

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3AM. Feelings on Fashion Trends — Ugg boots
How do you feel about the following fashion trends, whether for yourself or worn by others?
Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	7%	16%	17%	12%	10%	8%	8%	27%	13%	*
Like it	22%	18%	25%	25%	21%	26%	13%	19%	25%	30%	*
Neutral	30%	29%	30%	30%	29%	27%	34%	31%	27%	25%	*
Dislike it	18%	19%	17%	15%	24%	18%	14%	19%	10%	13%	*
Hate it	10%	12%	9%	6%	9%	13%	11%	12%	4%	11%	*
Don't know what this is	9%	15%	3%	8%	5%	6%	20%	11%	7%	8%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(996)	(439)	(557)	(127)	(241)	(417)	(211)	(650)	(109)	(162)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	11%	15%	12%	7%	16%	8%	15%	8%	10%	17%	7%	13%	8%
Like it	22%	22%	22%	21%	19%	19%	21%	23%	24%	25%	23%	19%	21%
Neutral	30%	28%	29%	32%	28%	31%	32%	30%	23%	31%	31%	31%	25%
Dislike it	18%	19%	18%	16%	20%	18%	16%	18%	21%	15%	19%	15%	24%
Hate it	10%	10%	12%	9%	11%	13%	8%	14%	13%	10%	10%	10%	11%
Don't know what this is	9%	6%	7%	15%	5%	11%	9%	6%	8%	2%	9%	12%	10%
Totals	100%	100%	100%	100%	99%	100%	101%	99%	99%	100%	99%	100%	99%
Unweighted N	(996)	(346)	(373)	(277)	(357)	(340)	(422)	(288)	(192)	(175)	(221)	(371)	(229)

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3AN. Feelings on Fashion Trends — Wide-leg pants
How do you feel about the following fashion trends, whether for yourself or worn by others?

Respondents were asked about a random sample of 20 of the 40 trends

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	7%	13%	20%	11%	7%	4%	10%	8%	9%	*
Like it	22%	19%	24%	23%	19%	20%	25%	19%	30%	28%	*
Neutral	33%	36%	30%	32%	38%	31%	32%	34%	30%	33%	*
Dislike it	21%	20%	22%	10%	18%	25%	25%	21%	19%	18%	*
Hate it	11%	11%	11%	6%	9%	14%	11%	12%	6%	5%	*
Don't know what this is	4%	7%	1%	10%	4%	2%	3%	3%	7%	6%	*
Totals	101%	100%	101%	101%	99%	99%	100%	99%	100%	99%	*
Unweighted N	(1,015)	(441)	(574)	(119)	(215)	(470)	(211)	(682)	(105)	(157)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	15%	8%	8%	12%	5%	12%	8%	10%	14%	8%	10%	9%
Like it	22%	29%	18%	18%	28%	19%	21%	19%	27%	28%	26%	19%	17%
Neutral	33%	26%	41%	31%	30%	32%	30%	40%	24%	25%	36%	35%	34%
Dislike it	21%	20%	17%	25%	19%	27%	23%	17%	24%	16%	20%	22%	24%
Hate it	11%	7%	11%	14%	9%	15%	9%	14%	12%	14%	9%	10%	10%
Don't know what this is	4%	3%	5%	4%	2%	3%	5%	2%	3%	3%	1%	6%	5%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	102%	99%
Unweighted N	(1,015)	(354)	(374)	(287)	(386)	(349)	(416)	(292)	(209)	(187)	(221)	(390)	(217)

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4A. Feelings on Patterns — Bandana

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	7%	7%	8%	10%	7%	3%	6%	18%	6%	*
Like it	25%	28%	22%	23%	23%	28%	24%	25%	23%	30%	*
Neutral	36%	35%	38%	32%	36%	39%	37%	37%	31%	33%	*
Dislike it	18%	15%	21%	19%	18%	15%	21%	19%	17%	14%	*
Hate it	6%	5%	6%	7%	6%	5%	4%	5%	2%	11%	*
Don't know what this is	8%	9%	6%	11%	6%	5%	10%	8%	9%	6%	*
Totals	100%	99%	100%	100%	99%	99%	99%	100%	100%	100%	*
Unweighted N	(1,028)	(442)	(586)	(128)	(235)	(456)	(209)	(697)	(103)	(168)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	10%	7%	4%	8%	2%	9%	4%	9%	2%	8%	8%	8%
Like it	25%	23%	27%	25%	24%	26%	28%	24%	20%	30%	29%	22%	21%
Neutral	36%	37%	37%	35%	37%	40%	35%	40%	28%	37%	36%	40%	31%
Dislike it	18%	18%	16%	20%	19%	19%	15%	19%	24%	21%	15%	16%	23%
Hate it	6%	4%	6%	8%	4%	8%	7%	4%	7%	5%	5%	6%	6%
Don't know what this is	8%	7%	8%	9%	8%	5%	6%	9%	11%	6%	6%	8%	10%
Totals	100%	99%	101%	101%	100%	100%	100%	100%	99%	101%	99%	100%	99%
Unweighted N	(1,028)	(367)	(387)	(274)	(393)	(325)	(440)	(290)	(198)	(164)	(240)	(396)	(228)

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4B. Feelings on Patterns — Camo

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	12%	9%	12%	11%	13%	4%	10%	8%	10%	*
Like it	27%	30%	24%	23%	30%	29%	25%	28%	31%	19%	*
Neutral	31%	28%	33%	32%	28%	31%	32%	31%	28%	33%	*
Dislike it	19%	18%	20%	20%	19%	14%	26%	18%	16%	25%	*
Hate it	9%	6%	11%	7%	12%	9%	8%	9%	6%	11%	*
Don't know what this is	5%	6%	4%	6%	1%	4%	6%	3%	12%	1%	*
Totals	101%	100%	101%	100%	101%	100%	101%	99%	101%	99%	*
Unweighted N	(1,002)	(417)	(585)	(139)	(213)	(415)	(235)	(654)	(108)	(166)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	8%	10%	13%	6%	12%	12%	10%	8%	11%	11%	11%	8%
Like it	27%	20%	31%	29%	20%	31%	28%	23%	27%	29%	30%	28%	21%
Neutral	31%	30%	31%	31%	32%	31%	27%	38%	22%	32%	26%	31%	34%
Dislike it	19%	22%	18%	17%	26%	15%	20%	17%	25%	14%	23%	17%	22%
Hate it	9%	14%	4%	8%	13%	9%	8%	9%	14%	10%	6%	9%	11%
Don't know what this is	5%	5%	6%	2%	4%	3%	5%	3%	4%	4%	4%	5%	5%
Totals	101%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,002)	(339)	(393)	(270)	(360)	(345)	(415)	(293)	(186)	(169)	(194)	(404)	(235)

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4C. Feelings on Patterns — Checkered
How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

		Gender		**Age (4 category)**				**Race (4 category)**			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	7%	10%	16%	9%	6%	3%	7%	13%	7%	*
Like it	29%	25%	32%	25%	33%	27%	31%	29%	29%	28%	*
Neutral	38%	44%	32%	39%	35%	40%	34%	39%	33%	39%	*
Dislike it	15%	14%	16%	11%	13%	16%	23%	16%	18%	8%	*
Hate it	8%	6%	10%	6%	7%	10%	8%	8%	6%	13%	*
Don't know what this is	2%	3%	1%	2%	3%	1%	1%	1%	1%	5%	*
Totals	100%	99%	101%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,021)	(439)	(582)	(129)	(252)	(434)	(206)	(672)	(106)	(169)	(74)

		Party ID			**2020 Vote**		**Family Income (3 category)**			**Region**			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	8%	13%	8%	4%	11%	4%	10%	7%	7%	4%	9%	8%	11%
Like it	29%	34%	26%	26%	31%	26%	27%	34%	31%	34%	31%	23%	34%
Neutral	38%	32%	38%	43%	34%	41%	37%	34%	36%	30%	33%	45%	34%
Dislike it	15%	13%	17%	16%	16%	17%	13%	18%	21%	20%	16%	14%	13%
Hate it	8%	8%	8%	8%	7%	9%	11%	8%	4%	12%	9%	7%	5%
Don't know what this is	2%	1%	2%	3%	1%	2%	2%	0%	1%	0%	2%	2%	3%
Totals	100%	101%	99%	100%	100%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,021)	(344)	(411)	(266)	(361)	(335)	(430)	(278)	(215)	(171)	(231)	(405)	(214)

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4D. Feelings on Patterns — Cheetah
How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	7%	9%	13%	11%	7%	2%	7%	12%	6%	*
Like it	20%	16%	24%	26%	19%	21%	16%	18%	35%	19%	*
Neutral	29%	29%	29%	21%	33%	30%	30%	28%	30%	33%	*
Dislike it	25%	26%	24%	16%	25%	25%	32%	28%	13%	21%	*
Hate it	13%	13%	13%	20%	12%	12%	8%	14%	4%	16%	*
Don't know what this is	5%	10%	1%	4%	0%	5%	13%	6%	6%	4%	*
Totals	100%	101%	100%	100%	100%	100%	101%	101%	100%	99%	*
Unweighted N	(1,005)	(437)	(568)	(121)	(245)	(418)	(221)	(675)	(109)	(150)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	8%	10%	10%	4%	6%	3%	9%	3%	9%	8%	9%	7%	8%
Like it	20%	25%	17%	18%	24%	16%	20%	23%	22%	28%	18%	20%	18%
Neutral	29%	26%	31%	30%	25%	31%	30%	30%	25%	24%	34%	31%	24%
Dislike it	25%	24%	23%	28%	28%	31%	22%	26%	29%	25%	25%	21%	30%
Hate it	13%	13%	11%	14%	14%	13%	12%	14%	11%	12%	10%	14%	14%
Don't know what this is	5%	2%	8%	6%	3%	6%	6%	4%	5%	2%	5%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%	101%	100%	99%
Unweighted N	(1,005)	(366)	(357)	(282)	(365)	(334)	(421)	(294)	(210)	(164)	(223)	(403)	(215)

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4E. Feelings on Patterns — Cow

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	5%	5%	14%	1%	4%	1%	4%	9%	5%	*
Like it	12%	15%	10%	13%	14%	13%	7%	11%	15%	16%	*
Neutral	26%	28%	25%	29%	29%	28%	19%	26%	26%	29%	*
Dislike it	29%	25%	34%	28%	24%	29%	37%	31%	17%	32%	*
Hate it	15%	11%	19%	11%	21%	16%	14%	15%	18%	14%	*
Don't know what this is	12%	16%	8%	5%	11%	11%	22%	13%	15%	3%	*
Totals	99%	100%	101%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,015)	(438)	(577)	(133)	(236)	(426)	(220)	(681)	(119)	(147)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	5%	7%	5%	2%	5%	2%	7%	3%	3%	3%	5%	4%	6%
Like it	12%	14%	10%	13%	9%	13%	14%	12%	12%	17%	9%	8%	18%
Neutral	26%	28%	29%	21%	25%	21%	26%	22%	24%	24%	31%	29%	20%
Dislike it	29%	28%	26%	34%	31%	33%	24%	37%	33%	31%	29%	29%	30%
Hate it	15%	12%	18%	17%	21%	17%	17%	17%	13%	18%	16%	15%	13%
Don't know what this is	12%	11%	13%	13%	10%	14%	13%	10%	15%	8%	10%	14%	13%
Totals	99%	100%	101%	100%	101%	100%	101%	101%	100%	101%	100%	99%	100%
Unweighted N	(1,015)	(353)	(386)	(276)	(378)	(345)	(437)	(288)	(192)	(178)	(217)	(401)	(219)

4F. Feelings on Patterns — Floral

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	7%	18%	18%	16%	8%	8%	10%	16%	14%	*
Like it	31%	23%	40%	31%	27%	31%	38%	31%	31%	32%	*
Neutral	34%	40%	29%	31%	34%	39%	31%	38%	28%	32%	*
Dislike it	14%	19%	10%	12%	11%	15%	19%	15%	13%	16%	*
Hate it	6%	8%	4%	3%	10%	7%	3%	6%	7%	5%	*
Don't know what this is	2%	3%	0%	4%	2%	1%	1%	1%	5%	2%	*
Totals	99%	100%	101%	99%	100%	101%	100%	101%	100%	101%	*
Unweighted N	(981)	(418)	(563)	(131)	(242)	(402)	(206)	(625)	(115)	(167)	(74)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	12%	15%	12%	10%	14%	9%	12%	16%	9%	13%	13%	13%	11%
Like it	31%	34%	28%	32%	35%	30%	31%	37%	33%	29%	29%	35%	28%
Neutral	34%	32%	38%	33%	31%	37%	35%	29%	30%	40%	35%	32%	35%
Dislike it	14%	12%	14%	17%	14%	16%	12%	12%	22%	7%	18%	13%	17%
Hate it	6%	6%	5%	7%	6%	7%	8%	6%	5%	9%	4%	5%	7%
Don't know what this is	2%	0%	3%	1%	1%	1%	2%	0%	2%	2%	1%	2%	2%
Totals	99%	99%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(981)	(339)	(376)	(266)	(359)	(315)	(411)	(265)	(205)	(158)	(228)	(393)	(202)

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4G. Feelings on Patterns — Geometric

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	6%	6%	7%	12%	9%	4%	3%	5%	12%	6%	*
Like it	23%	22%	25%	23%	22%	26%	21%	23%	27%	21%	*
Neutral	38%	40%	35%	31%	38%	39%	40%	38%	33%	44%	*
Dislike it	18%	12%	24%	13%	19%	17%	22%	20%	7%	16%	*
Hate it	4%	3%	4%	4%	3%	5%	3%	4%	3%	4%	*
Don't know what this is	11%	17%	5%	18%	9%	8%	11%	10%	17%	10%	*
Totals	100%	100%	100%	101%	100%	99%	100%	100%	99%	101%	*
Unweighted N	(978)	(439)	(539)	(121)	(216)	(426)	(215)	(649)	(112)	(148)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	6%	11%	5%	4%	7%	5%	9%	4%	8%	7%	4%	5%	12%
Like it	23%	26%	22%	22%	27%	19%	21%	28%	25%	24%	26%	21%	24%
Neutral	38%	35%	40%	38%	38%	41%	37%	40%	31%	31%	38%	40%	38%
Dislike it	18%	19%	15%	20%	17%	23%	16%	17%	23%	26%	18%	16%	14%
Hate it	4%	3%	5%	4%	4%	3%	4%	4%	5%	6%	2%	3%	4%
Don't know what this is	11%	7%	13%	13%	7%	8%	13%	8%	7%	7%	11%	15%	8%
Totals	100%	101%	100%	101%	100%	99%	100%	101%	99%	101%	99%	100%	100%
Unweighted N	(978)	(341)	(362)	(275)	(361)	(334)	(405)	(296)	(190)	(171)	(224)	(383)	(200)

4H. Feelings on Patterns — Hawaiian
How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	15%	12%	10%	12%	14%	18%	12%	24%	10%	*
Like it	28%	32%	25%	28%	25%	27%	34%	29%	22%	28%	*
Neutral	36%	35%	38%	37%	39%	35%	34%	37%	33%	37%	*
Dislike it	14%	12%	16%	14%	15%	16%	12%	16%	10%	12%	*
Hate it	6%	3%	9%	6%	9%	6%	1%	6%	6%	11%	*
Don't know what this is	2%	3%	1%	5%	0%	1%	1%	2%	4%	1%	*
Totals	99%	100%	101%	100%	100%	99%	100%	102%	99%	99%	*
Unweighted N	(1,002)	(438)	(564)	(134)	(227)	(422)	(219)	(656)	(109)	(163)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	16%	13%	12%	17%	12%	17%	10%	14%	12%	13%	14%	13%
Like it	28%	33%	23%	29%	27%	31%	25%	32%	32%	22%	34%	25%	33%
Neutral	36%	34%	39%	36%	37%	37%	37%	39%	27%	32%	34%	40%	35%
Dislike it	14%	13%	18%	13%	15%	12%	11%	14%	21%	22%	14%	13%	11%
Hate it	6%	4%	5%	9%	4%	7%	8%	4%	5%	12%	3%	5%	5%
Don't know what this is	2%	1%	3%	1%	0%	2%	2%	1%	1%	1%	1%	2%	4%
Totals	99%	101%	101%	100%	100%	101%	100%	100%	100%	101%	99%	99%	101%
Unweighted N	(1,002)	(353)	(373)	(276)	(378)	(341)	(425)	(292)	(200)	(160)	(218)	(420)	(204)

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4I. Feelings on Patterns — Houndstooth

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	6%	11%	10%	10%	10%	4%	9%	9%	8%	*
Like it	21%	21%	22%	13%	20%	24%	27%	21%	26%	19%	*
Neutral	29%	32%	25%	22%	28%	29%	35%	31%	20%	31%	*
Dislike it	10%	7%	12%	12%	4%	10%	12%	11%	4%	9%	*
Hate it	4%	3%	5%	5%	3%	5%	4%	5%	4%	2%	*
Don't know what this is	28%	31%	25%	38%	35%	23%	18%	24%	38%	31%	*
Totals	101%	100%	100%	100%	100%	101%	100%	101%	101%	100%	*
Unweighted N	(996)	(425)	(571)	(136)	(222)	(419)	(219)	(647)	(113)	(165)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	9%	13%	7%	6%	13%	8%	5%	8%	17%	8%	7%	8%	12%
Like it	21%	25%	18%	22%	27%	22%	18%	23%	31%	27%	20%	19%	22%
Neutral	29%	23%	33%	30%	27%	29%	28%	27%	27%	31%	29%	26%	30%
Dislike it	10%	11%	7%	11%	10%	11%	9%	11%	6%	5%	12%	12%	8%
Hate it	4%	4%	3%	6%	3%	5%	4%	8%	1%	8%	2%	5%	2%
Don't know what this is	28%	25%	32%	25%	20%	25%	36%	23%	18%	21%	31%	29%	27%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	101%
Unweighted N	(996)	(347)	(387)	(262)	(380)	(326)	(409)	(286)	(209)	(170)	(228)	(384)	(214)

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4J. Feelings on Patterns — Paisley

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	8%	10%	11%	10%	8%	8%	9%	13%	6%	*
Like it	24%	20%	29%	13%	23%	29%	29%	26%	20%	19%	*
Neutral	32%	32%	32%	33%	30%	32%	32%	30%	30%	39%	*
Dislike it	17%	18%	16%	23%	9%	20%	18%	19%	16%	11%	*
Hate it	7%	6%	7%	4%	9%	6%	7%	6%	8%	5%	*
Don't know what this is	11%	16%	6%	16%	18%	6%	7%	10%	13%	19%	*
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	99%	*
Unweighted N	(958)	(425)	(533)	(121)	(230)	(400)	(207)	(640)	(116)	(139)	(63)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	9%	10%	7%	9%	11%	6%	12%	4%	10%	11%	8%	7%	11%
Like it	24%	27%	23%	22%	30%	24%	22%	31%	23%	30%	23%	24%	21%
Neutral	32%	30%	34%	32%	34%	31%	26%	36%	34%	25%	30%	36%	33%
Dislike it	17%	14%	19%	18%	12%	20%	20%	14%	18%	18%	13%	19%	17%
Hate it	7%	9%	3%	8%	7%	7%	8%	6%	7%	9%	8%	5%	7%
Don't know what this is	11%	10%	14%	10%	6%	12%	12%	11%	7%	7%	18%	10%	11%
Totals	100%	100%	100%	99%	100%	100%	100%	102%	99%	100%	100%	101%	100%
Unweighted N	(958)	(335)	(367)	(256)	(361)	(315)	(409)	(263)	(200)	(172)	(196)	(380)	(210)

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4K. Feelings on Patterns — Pinstripe
How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	10%	11%	11%	11%	11%	10%	10%	12%	8%	*
Like it	35%	36%	34%	25%	28%	44%	40%	37%	33%	29%	*
Neutral	34%	34%	34%	34%	37%	28%	39%	34%	37%	34%	*
Dislike it	11%	10%	12%	13%	14%	11%	7%	12%	6%	14%	*
Hate it	4%	3%	5%	6%	4%	4%	3%	4%	2%	5%	*
Don't know what this is	5%	7%	3%	12%	6%	3%	1%	3%	9%	10%	*
Totals	99%	100%	99%	101%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(997)	(445)	(552)	(131)	(222)	(408)	(236)	(655)	(116)	(154)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	15%	9%	6%	15%	8%	8%	8%	19%	11%	12%	7%	14%
Like it	35%	33%	34%	39%	38%	40%	29%	38%	49%	39%	31%	36%	34%
Neutral	34%	31%	37%	35%	31%	33%	38%	37%	21%	28%	39%	35%	33%
Dislike it	11%	11%	11%	10%	13%	11%	12%	11%	8%	11%	9%	12%	11%
Hate it	4%	3%	4%	5%	3%	6%	7%	3%	2%	7%	3%	5%	3%
Don't know what this is	5%	6%	5%	4%	1%	2%	6%	2%	2%	4%	7%	4%	5%
Totals	99%	99%	100%	99%	101%	100%	100%	99%	101%	100%	101%	99%	100%
Unweighted N	(997)	(367)	(370)	(260)	(377)	(325)	(399)	(283)	(216)	(177)	(228)	(379)	(213)

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4L. Feelings on Patterns — Plaid
How do you feel about the following patterns?
Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	11%	18%	19%	20%	10%	10%	12%	15%	17%	*
Like it	40%	40%	40%	40%	36%	43%	42%	43%	32%	41%	*
Neutral	32%	36%	29%	32%	34%	32%	32%	32%	42%	30%	*
Dislike it	8%	7%	9%	5%	5%	7%	14%	9%	5%	6%	*
Hate it	4%	4%	4%	1%	3%	7%	3%	4%	2%	5%	*
Don't know what this is	2%	3%	1%	3%	3%	1%	0%	0%	4%	2%	*
Totals	100%	101%	101%	100%	101%	100%	101%	100%	100%	101%	*
Unweighted N	(979)	(435)	(544)	(134)	(225)	(427)	(193)	(641)	(121)	(145)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	14%	19%	12%	12%	13%	12%	14%	14%	17%	12%	13%	13%	19%
Like it	40%	38%	40%	42%	48%	39%	35%	48%	46%	48%	39%	35%	44%
Neutral	32%	32%	34%	32%	28%	34%	35%	24%	27%	27%	33%	38%	26%
Dislike it	8%	7%	9%	7%	8%	8%	9%	7%	7%	6%	9%	8%	6%
Hate it	4%	4%	3%	5%	3%	6%	4%	6%	2%	5%	5%	3%	3%
Don't know what this is	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	0%	3%	1%
Totals	100%	102%	100%	99%	101%	100%	99%	100%	100%	99%	99%	100%	99%
Unweighted N	(979)	(347)	(387)	(245)	(354)	(320)	(387)	(289)	(204)	(165)	(203)	(397)	(214)

4M. Feelings on Patterns — Polka dot

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	6%	12%	13%	8%	7%	10%	9%	10%	10%	*
Like it	23%	19%	27%	22%	22%	23%	25%	23%	22%	22%	*
Neutral	36%	36%	36%	34%	43%	33%	34%	35%	38%	33%	*
Dislike it	19%	24%	14%	17%	15%	22%	22%	20%	17%	18%	*
Hate it	10%	10%	10%	9%	10%	12%	9%	10%	8%	13%	*
Don't know what this is	3%	5%	1%	6%	3%	3%	0%	3%	4%	4%	*
Totals	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(970)	(421)	(549)	(132)	(239)	(388)	(211)	(647)	(105)	(147)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	9%	11%	9%	8%	12%	9%	10%	9%	8%	9%	10%	12%	5%
Like it	23%	30%	17%	21%	27%	20%	21%	27%	22%	24%	27%	17%	27%
Neutral	36%	38%	40%	29%	34%	31%	37%	32%	39%	34%	33%	41%	33%
Dislike it	19%	13%	19%	24%	17%	25%	20%	18%	17%	17%	21%	19%	18%
Hate it	10%	6%	13%	12%	8%	14%	9%	13%	11%	15%	8%	9%	10%
Don't know what this is	3%	1%	2%	6%	2%	2%	3%	1%	3%	2%	1%	2%	7%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(970)	(342)	(362)	(266)	(362)	(329)	(404)	(282)	(199)	(182)	(204)	(352)	(232)

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4N. Feelings on Patterns — Seersucker

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	6%	6%	7%	11%	7%	4%	4%	7%	5%	4%	*
Like it	16%	14%	19%	11%	13%	16%	27%	16%	18%	9%	*
Neutral	31%	31%	30%	23%	24%	35%	38%	31%	32%	36%	*
Dislike it	13%	12%	14%	6%	12%	15%	17%	14%	9%	10%	*
Hate it	6%	5%	6%	5%	5%	8%	4%	7%	4%	5%	*
Don't know what this is	28%	32%	24%	44%	38%	22%	10%	25%	32%	36%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(994)	(451)	(543)	(129)	(228)	(419)	(218)	(643)	(115)	(162)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	6%	10%	3%	5%	8%	5%	5%	6%	10%	11%	3%	6%	6%
Like it	16%	20%	14%	15%	18%	17%	14%	20%	18%	20%	15%	17%	14%
Neutral	31%	32%	30%	30%	33%	31%	30%	30%	30%	27%	30%	31%	33%
Dislike it	13%	12%	10%	18%	16%	16%	12%	11%	18%	15%	17%	9%	13%
Hate it	6%	5%	5%	9%	5%	7%	6%	6%	5%	10%	5%	4%	6%
Don't know what this is	28%	21%	39%	23%	19%	24%	33%	25%	19%	16%	31%	31%	29%
Totals	100%	100%	101%	100%	99%	100%	100%	98%	100%	99%	101%	98%	101%
Unweighted N	(994)	(364)	(361)	(269)	(376)	(316)	(415)	(287)	(196)	(167)	(207)	(388)	(232)

4O. Feelings on Patterns — Stripes
How do you feel about the following patterns?
Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	10%	13%	20%	12%	9%	8%	9%	14%	11%	*
Like it	32%	29%	35%	25%	36%	32%	34%	33%	33%	34%	*
Neutral	38%	42%	34%	35%	34%	42%	36%	38%	38%	38%	*
Dislike it	13%	13%	13%	10%	15%	10%	16%	13%	13%	10%	*
Hate it	4%	5%	4%	5%	2%	5%	5%	5%	2%	5%	*
Don't know what this is	2%	2%	2%	4%	1%	1%	1%	1%	0%	3%	*
Totals	100%	101%	101%	99%	100%	99%	100%	99%	100%	101%	*
Unweighted N	(999)	(443)	(556)	(116)	(240)	(428)	(215)	(653)	(121)	(148)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	11%	17%	10%	7%	14%	8%	12%	13%	9%	13%	10%	12%	11%
Like it	32%	35%	28%	34%	35%	34%	29%	32%	43%	34%	32%	30%	35%
Neutral	38%	32%	43%	37%	37%	39%	37%	41%	29%	33%	40%	37%	40%
Dislike it	13%	11%	11%	16%	13%	12%	14%	9%	16%	12%	14%	14%	10%
Hate it	4%	3%	6%	4%	2%	6%	7%	2%	3%	4%	3%	5%	4%
Don't know what this is	2%	1%	1%	2%	0%	1%	1%	3%	0%	3%	1%	2%	0%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(999)	(336)	(379)	(284)	(368)	(341)	(419)	(299)	(198)	(184)	(210)	(375)	(230)

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4P. Feelings on Patterns — Tie-dye
How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	9%	19%	17%	16%	16%	8%	14%	19%	12%	*
Like it	30%	30%	30%	29%	22%	36%	32%	32%	27%	29%	*
Neutral	32%	36%	29%	40%	37%	24%	31%	33%	30%	27%	*
Dislike it	13%	14%	13%	10%	15%	11%	18%	13%	8%	18%	*
Hate it	7%	5%	8%	5%	6%	8%	7%	7%	4%	12%	*
Don't know what this is	3%	5%	1%	0%	3%	4%	5%	1%	11%	2%	*
Totals	99%	99%	100%	101%	99%	99%	101%	100%	99%	100%	*
Unweighted N	(1,025)	(435)	(590)	(137)	(244)	(418)	(226)	(679)	(119)	(155)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	14%	17%	17%	10%	16%	13%	20%	12%	8%	14%	19%	16%	8%
Like it	30%	33%	28%	30%	34%	26%	29%	32%	32%	24%	34%	30%	32%
Neutral	32%	31%	34%	32%	31%	31%	30%	33%	31%	35%	26%	33%	35%
Dislike it	13%	13%	12%	15%	13%	16%	9%	13%	21%	20%	17%	7%	16%
Hate it	7%	3%	5%	12%	5%	12%	7%	7%	7%	7%	2%	9%	7%
Don't know what this is	3%	2%	5%	2%	2%	3%	5%	2%	1%	0%	2%	5%	3%
Totals	99%	99%	101%	101%	101%	101%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,025)	(358)	(376)	(291)	(378)	(353)	(435)	(298)	(208)	(174)	(214)	(394)	(243)

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4Q. Feelings on Patterns — Tiger

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	10%	8%	15%	7%	7%	4%	7%	12%	8%	*
Like it	16%	16%	16%	13%	15%	19%	15%	16%	22%	13%	*
Neutral	33%	38%	29%	27%	37%	35%	35%	35%	26%	36%	*
Dislike it	26%	19%	32%	30%	25%	24%	25%	26%	25%	20%	*
Hate it	12%	10%	14%	13%	12%	12%	10%	12%	8%	18%	*
Don't know what this is	5%	8%	2%	1%	4%	4%	12%	4%	8%	5%	*
Totals	101%	101%	101%	99%	100%	101%	101%	100%	101%	100%	*
Unweighted N	(972)	(424)	(548)	(145)	(221)	(393)	(213)	(623)	(110)	(176)	(63)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	9%	11%	7%	8%	9%	5%	11%	7%	7%	10%	7%	6%	13%
Like it	16%	18%	14%	17%	16%	18%	16%	13%	20%	17%	19%	17%	11%
Neutral	33%	30%	40%	29%	32%	33%	34%	35%	28%	30%	28%	36%	36%
Dislike it	26%	27%	24%	26%	28%	24%	22%	31%	27%	28%	28%	21%	29%
Hate it	12%	11%	9%	15%	11%	14%	11%	11%	12%	11%	13%	13%	9%
Don't know what this is	5%	3%	6%	5%	4%	5%	6%	3%	5%	4%	6%	6%	2%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%	99%	100%
Unweighted N	(972)	(347)	(360)	(265)	(369)	(312)	(383)	(285)	(209)	(179)	(193)	(386)	(214)

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4R. Feelings on Patterns — Tribal
How do you feel about the following patterns?
Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	3%	6%	5%	6%	6%	3%	4%	13%	5%	*
Like it	19%	18%	21%	18%	15%	24%	19%	18%	33%	13%	*
Neutral	37%	37%	37%	43%	40%	37%	28%	38%	35%	41%	*
Dislike it	17%	17%	17%	9%	23%	17%	18%	18%	3%	22%	*
Hate it	8%	7%	10%	10%	9%	7%	8%	9%	1%	11%	*
Don't know what this is	14%	18%	10%	15%	8%	10%	24%	14%	16%	9%	*
Totals	100%	100%	101%	100%	101%	101%	100%	101%	101%	101%	*
Unweighted N	(1,005)	(419)	(586)	(132)	(235)	(415)	(223)	(654)	(114)	(163)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	5%	7%	4%	3%	6%	3%	6%	4%	3%	5%	3%	6%	5%
Like it	19%	26%	15%	17%	24%	14%	24%	20%	15%	16%	18%	19%	24%
Neutral	37%	33%	42%	35%	35%	34%	32%	39%	39%	40%	36%	39%	33%
Dislike it	17%	16%	14%	21%	17%	22%	15%	18%	19%	17%	16%	16%	18%
Hate it	8%	7%	8%	11%	7%	11%	7%	9%	10%	10%	9%	8%	8%
Don't know what this is	14%	12%	16%	13%	11%	15%	15%	9%	13%	12%	18%	12%	12%
Totals	100%	101%	99%	100%	100%	99%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,005)	(360)	(369)	(276)	(384)	(317)	(411)	(291)	(207)	(155)	(233)	(418)	(199)

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4S. Feelings on Patterns — Tropical

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	11%	9%	13%	10%	10%	8%	9%	*	13%	*
Like it	30%	32%	28%	24%	24%	37%	32%	31%	*	24%	*
Neutral	39%	37%	40%	43%	39%	34%	41%	38%	*	42%	*
Dislike it	14%	10%	17%	16%	15%	13%	11%	14%	*	9%	*
Hate it	4%	3%	5%	5%	6%	3%	2%	4%	*	9%	*
Don't know what this is	4%	6%	2%	0%	6%	2%	6%	4%	*	4%	*
Totals	101%	99%	101%	101%	100%	99%	100%	100%	*	101%	*
Unweighted N	(952)	(422)	(530)	(125)	(227)	(391)	(209)	(633)	(95)	(153)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	12%	9%	9%	12%	10%	12%	10%	8%	10%	12%	11%	7%
Like it	30%	27%	30%	33%	31%	34%	29%	35%	32%	27%	27%	30%	35%
Neutral	39%	39%	41%	35%	36%	37%	39%	41%	31%	41%	46%	37%	34%
Dislike it	14%	16%	13%	12%	15%	12%	12%	10%	20%	15%	10%	14%	15%
Hate it	4%	4%	3%	4%	4%	4%	5%	3%	3%	6%	3%	3%	5%
Don't know what this is	4%	2%	3%	6%	2%	4%	3%	1%	7%	1%	3%	5%	4%
Totals	101%	100%	99%	99%	100%	101%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(952)	(318)	(363)	(271)	(343)	(338)	(386)	(278)	(197)	(158)	(189)	(378)	(227)

4T. Feelings on Patterns — Zebra

How do you feel about the following patterns?

Respondents were asked about a random sample of 10 of the 20 patterns

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	6%	7%	11%	9%	3%	4%	4%	16%	8%	*
Like it	15%	13%	16%	10%	15%	18%	13%	14%	17%	11%	*
Neutral	32%	40%	24%	30%	32%	34%	29%	30%	41%	28%	*
Dislike it	32%	25%	39%	33%	27%	32%	38%	34%	22%	35%	*
Hate it	11%	9%	13%	13%	13%	10%	9%	12%	1%	15%	*
Don't know what this is	4%	7%	1%	4%	3%	3%	6%	5%	3%	2%	*
Totals	101%	100%	100%	101%	99%	100%	99%	99%	100%	99%	*
Unweighted N	(1,014)	(445)	(569)	(133)	(239)	(410)	(232)	(673)	(103)	(168)	(70)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	12%	5%	2%	9%	2%	8%	3%	7%	8%	3%	6%	9%
Like it	15%	15%	14%	15%	16%	15%	16%	15%	14%	12%	17%	14%	15%
Neutral	32%	27%	40%	28%	24%	31%	31%	33%	29%	28%	30%	37%	27%
Dislike it	32%	33%	28%	36%	37%	33%	31%	35%	32%	34%	37%	28%	36%
Hate it	11%	11%	9%	14%	11%	14%	12%	10%	14%	15%	9%	12%	9%
Don't know what this is	4%	2%	5%	5%	2%	5%	3%	3%	5%	3%	4%	3%	5%
Totals	101%	100%	101%	100%	99%	100%	101%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,014)	(360)	(363)	(291)	(389)	(337)	(422)	(295)	(200)	(177)	(208)	(404)	(225)

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Interviewing Dates	September 26 - 30, 2023 | September 27 - October 2, 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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.053 to 6.508, with a mean of one and a standard deviation of 0.818.
Number of respondents	2000
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	42 questions not reported.