

YouGov
Fashion

US_nat Sample <1134> : 19th - 20th September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIF_q1. Which, if any, of the following fashion "rules" do you consciously follow? Please select all that apply.

Unweighted base	1134	506	628	260	372	502	249	240	402	243	848	103	92	91
Base: All US adults	1115	562	553	358	339	417	236	218	417	243	734	132	167	83
Not wearing white after Labor Day	10%	5%	15%	9%	8%	12%	13%	12%	10%	5%	11%	14%	5%	3%
Not wearing white while at a wedding (i.e., as a guest)	27%	13%	41%	27%	26%	28%	25%	28%	25%	31%	30%	17%	27%	20%
Not wearing brown and black together	15%	13%	18%	18%	15%	13%	15%	14%	16%	17%	15%	12%	20%	13%
Not wearing navy blue and black together	15%	12%	18%	13%	16%	15%	14%	14%	15%	16%	17%	10%	14%	9%
Not wearing socks with sandals	47%	35%	60%	45%	50%	47%	44%	45%	48%	50%	52%	42%	37%	31%
Matching your shoes to your belt	13%	18%	8%	10%	18%	11%	9%	11%	14%	16%	13%	10%	17%	6%
Not mixing patterns (e.g., horizontal and vertical stripes)	37%	28%	46%	30%	38%	42%	34%	38%	37%	40%	40%	28%	36%	26%
Not wearing denim with denim (e.g., jeans with a jean jacket)	17%	17%	17%	26%	19%	8%	17%	16%	19%	16%	19%	13%	17%	12%
Not wearing black socks with white shoes	31%	23%	39%	23%	34%	36%	28%	30%	35%	29%	35%	25%	29%	13%
Not wearing stockings or socks with open toed shoes	33%	18%	47%	35%	33%	31%	32%	34%	34%	30%	36%	25%	29%	24%
Not wearing gold and silver together	17%	11%	22%	20%	17%	14%	17%	12%	18%	18%	15%	22%	22%	20%
Matching your bag to your shoes	8%	4%	13%	10%	8%	7%	7%	8%	10%	6%	6%	22%	9%	5%
Other	0%	1%	0%	-	1%	0%	0%	-	0%	1%	0%	-	-	1%
Not applicable – I do not consciously follow any fashion "rules"	34%	46%	22%	34%	32%	37%	34%	37%	33%	33%	31%	38%	41%	47%

ZIF_q2. And which, if any, of the following fashion "rules" do you believe no longer matter? Please select all that apply.

Unweighted base	1134	506	628	260	372	502	249	240	402	243	848	103	92	91
Base: All US adults	1115	562	553	358	339	417	236	218	417	243	734	132	167	83
Not wearing white after Labor Day	36%	28%	45%	39%	35%	35%	35%	37%	38%	35%	40%	29%	34%	25%
Not wearing white while at a wedding (i.e., as a guest)	13%	10%	16%	12%	14%	14%	13%	15%	13%	13%	14%	15%	7%	17%
Not wearing brown and black together	23%	17%	29%	24%	20%	25%	21%	24%	25%	21%	25%	15%	26%	15%
Not wearing navy blue and black together	23%	16%	30%	26%	18%	24%	21%	24%	24%	22%	25%	26%	16%	19%
Not wearing socks with sandals	10%	9%	11%	10%	10%	10%	7%	13%	11%	11%	9%	14%	12%	9%
Matching your shoes to your belt	24%	17%	31%	24%	21%	26%	22%	26%	24%	25%	26%	14%	30%	14%
Not mixing patterns (e.g., horizontal and vertical stripes)	16%	9%	23%	15%	16%	17%	17%	18%	16%	12%	18%	15%	12%	7%
Not wearing denim with denim (e.g., jeans with a jean jacket)	21%	15%	27%	21%	15%	25%	19%	21%	21%	21%	23%	22%	14%	12%
Not wearing black socks with white shoes	12%	12%	11%	17%	9%	9%	8%	13%	15%	9%	11%	9%	16%	8%
Not wearing stockings or socks with open toed shoes	9%	6%	11%	6%	7%	12%	6%	12%	9%	9%	10%	9%	6%	6%
Not wearing gold and silver together	23%	15%	31%	25%	18%	26%	23%	23%	24%	23%	25%	13%	26%	17%
Matching your bag to your shoes	23%	14%	32%	26%	19%	24%	19%	23%	25%	24%	27%	12%	20%	14%
No fashion rules matter	23%	25%	22%	13%	25%	31%	26%	27%	21%	22%	25%	23%	16%	28%
Don't know	12%	17%	7%	12%	15%	10%	8%	14%	13%	11%	11%	13%	11%	19%
Not applicable - All of these fashion "rules" still matter	14%	17%	11%	15%	12%	14%	17%	12%	11%	17%	13%	15%	17%	15%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIF_q1. Which, if any, of the following fashion "rules" do you consciously follow? Please select all that apply.

Unweighted base	1134	379	403	230	122	619	22	144	55	235	59
Base: All US adults	1115	460	356	193	105	562	22	126	48	297	60
Not wearing white after Labor Day	10%	9%	11%	14%	5%	11%	10%	10%	10%	8%	8%
Not wearing white while at a wedding (i.e., as a guest)	27%	23%	25%	36%	33%	28%	22%	29%	43%	22%	29%
Not wearing brown and black together	15%	14%	16%	19%	14%	17%	17%	19%	17%	11%	15%
Not wearing navy blue and black together	15%	12%	14%	20%	18%	16%	20%	22%	21%	10%	7%
Not wearing socks with sandals	47%	38%	54%	49%	57%	48%	46%	50%	61%	42%	50%
Matching your shoes to your belt	13%	11%	13%	14%	20%	15%	9%	14%	7%	9%	17%
Not mixing patterns (e.g., horizontal and vertical stripes)	37%	34%	38%	43%	37%	41%	24%	43%	50%	27%	32%
Not wearing denim with denim (e.g., jeans with a jean jacket)	17%	12%	19%	24%	21%	17%	8%	17%	3%	21%	18%
Not wearing black socks with white shoes	31%	24%	33%	35%	45%	33%	15%	38%	45%	25%	25%
Not wearing stockings or socks with open toed shoes	33%	27%	37%	35%	42%	33%	37%	34%	45%	28%	38%
Not wearing gold and silver together	17%	16%	17%	16%	19%	16%	16%	24%	18%	17%	9%
Matching your bag to your shoes	8%	9%	10%	7%	5%	7%	11%	9%	20%	8%	12%
Other	0%	-	1%	0%	2%	1%	-	1%	1%	-	-
Not applicable – I do not consciously follow any fashion "rules"	34%	42%	31%	28%	21%	31%	46%	32%	28%	41%	36%

ZIF_q2. And which, if any, of the following fashion "rules" do you believe no longer matter? Please select all that apply.

Unweighted base	1134	379	403	230	122	619	22	144	55	235	59
Base: All US adults	1115	460	356	193	105	562	22	126	48	297	60
Not wearing white after Labor Day	36%	32%	36%	39%	52%	40%	28%	32%	31%	36%	24%
Not wearing white while at a wedding (i.e., as a guest)	13%	14%	14%	8%	18%	16%	-	15%	9%	11%	8%
Not wearing brown and black together	23%	22%	22%	23%	33%	24%	7%	21%	22%	25%	19%
Not wearing navy blue and black together	23%	21%	22%	24%	35%	24%	10%	20%	17%	23%	28%
Not wearing socks with sandals	10%	10%	10%	9%	17%	10%	16%	9%	10%	13%	6%
Matching your shoes to your belt	24%	23%	24%	26%	26%	24%	15%	22%	28%	28%	15%
Not mixing patterns (e.g., horizontal and vertical stripes)	16%	12%	16%	18%	25%	18%	5%	15%	15%	13%	11%
Not wearing denim with denim (e.g., jeans with a jean jacket)	21%	19%	23%	21%	25%	21%	8%	22%	31%	20%	23%
Not wearing black socks with white shoes	12%	13%	12%	7%	11%	9%	4%	9%	8%	17%	19%
Not wearing stockings or socks with open toed shoes	9%	10%	8%	8%	10%	10%	3%	9%	10%	6%	10%
Not wearing gold and silver together	23%	24%	19%	24%	35%	24%	13%	22%	29%	24%	17%
Matching your bag to your shoes	23%	22%	21%	24%	33%	23%	11%	23%	21%	26%	16%
No fashion rules matter	23%	23%	21%	27%	26%	25%	22%	17%	36%	17%	42%
Don't know	12%	13%	13%	9%	8%	12%	5%	12%	8%	13%	5%
Not applicable - All of these fashion "rules" still matter	14%	16%	14%	12%	5%	11%	24%	20%	10%	16%	13%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIF_q1. Which, if any, of the following fashion "rules" do you consciously follow? Please select all that apply.

	Unweighted base	314	820	364	380	226	164
Base: All US adults	1115	352	763	369	374	206	166
Not wearing white after Labor Day	10%	10%	10%	10%	11%	9%	9%
Not wearing white while at a wedding (i.e., as a guest)	27%	29%	26%	22%	29%	32%	27%
Not wearing brown and black together	15%	20%	13%	12%	16%	20%	14%
Not wearing navy blue and black together	15%	16%	14%	10%	17%	21%	13%
Not wearing socks with sandals	47%	49%	46%	41%	48%	59%	45%
Matching your shoes to your belt	13%	15%	12%	10%	9%	22%	18%
Not mixing patterns (e.g., horizontal and vertical stripes)	37%	40%	35%	32%	39%	43%	36%
Not wearing denim with denim (e.g., jeans with a jean jacket)	17%	24%	14%	12%	17%	28%	15%
Not wearing black socks with white shoes	31%	30%	32%	23%	32%	44%	32%
Not wearing stockings or socks with open toed shoes	33%	39%	30%	31%	32%	40%	31%
Not wearing gold and silver together	17%	21%	14%	18%	18%	16%	11%
Matching your bag to your shoes	8%	10%	7%	10%	7%	6%	10%
Other	0%	1%	0%	0%	0%	0%	1%
Not applicable – I do not consciously follow any fashion "rules"	34%	30%	36%	37%	36%	22%	40%

ZIF_q2. And which, if any, of the following fashion "rules" do you believe no longer matter? Please select all that apply.

	Unweighted base	314	820	364	380	226	164
Base: All US adults	1115	352	763	369	374	206	166
Not wearing white after Labor Day	36%	40%	35%	30%	40%	47%	30%
Not wearing white while at a wedding (i.e., as a guest)	13%	13%	14%	14%	12%	15%	12%
Not wearing brown and black together	23%	26%	22%	22%	25%	27%	18%
Not wearing navy blue and black together	23%	24%	23%	23%	21%	30%	20%
Not wearing socks with sandals	10%	12%	10%	10%	9%	14%	8%
Matching your shoes to your belt	24%	26%	23%	21%	28%	24%	22%
Not mixing patterns (e.g., horizontal and vertical stripes)	16%	17%	15%	15%	16%	20%	13%
Not wearing denim with denim (e.g., jeans with a jean jacket)	21%	20%	22%	22%	20%	23%	19%
Not wearing black socks with white shoes	12%	16%	10%	12%	14%	10%	8%
Not wearing stockings or socks with open toed shoes	9%	7%	10%	9%	9%	8%	8%
Not wearing gold and silver together	23%	23%	23%	22%	25%	24%	21%
Matching your bag to your shoes	23%	24%	23%	20%	24%	28%	20%
No fashion rules matter	23%	18%	26%	24%	23%	25%	21%
Don't know	12%	10%	13%	11%	11%	10%	18%
Not applicable - All of these fashion "rules" still matter	14%	11%	15%	16%	13%	7%	19%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIF_q1. Which, if any, of the following fashion "rules" do you consciously follow? Please select all that apply.

Unweighted base	1134	943	394	327	395	68	286	84	296	37	162	8	46	12	147
Base: All US adults	1115	933	390	297	406	74	276	92	324	50	200	6	46	12	144
Not wearing white after Labor Day	10%	11%	12%	12%	9%	6%	10%	6%	10%	8%	14%	24%	3%	-	7%
Not wearing white while at a wedding (i.e., as a guest)	27%	27%	29%	33%	28%	14%	32%	25%	31%	21%	30%	50%	20%	19%	21%
Not wearing brown and black together	15%	15%	16%	17%	15%	16%	16%	16%	20%	22%	20%	11%	10%	6%	13%
Not wearing navy blue and black together	15%	15%	16%	17%	15%	13%	15%	7%	15%	9%	16%	37%	6%	-	11%
Not wearing socks with sandals	47%	48%	53%	59%	50%	46%	55%	49%	52%	47%	54%	76%	43%	11%	34%
Matching your shoes to your belt	13%	13%	12%	16%	14%	7%	10%	7%	12%	13%	12%	33%	15%	6%	14%
Not mixing patterns (e.g., horizontal and vertical stripes)	37%	37%	35%	42%	38%	26%	37%	33%	38%	37%	34%	53%	30%	11%	33%
Not wearing denim with denim (e.g., jeans with a jean jacket)	17%	18%	22%	22%	19%	15%	19%	25%	24%	24%	28%	50%	12%	-	12%
Not wearing black socks with white shoes	31%	32%	37%	43%	31%	27%	37%	29%	30%	25%	31%	54%	17%	12%	23%
Not wearing stockings or socks with open toed shoes	33%	34%	38%	37%	36%	27%	41%	34%	37%	35%	36%	40%	34%	6%	19%
Not wearing gold and silver together	17%	17%	20%	19%	20%	15%	17%	19%	23%	14%	21%	13%	18%	-	8%
Matching your bag to your shoes	8%	9%	11%	9%	13%	17%	9%	11%	11%	17%	12%	11%	6%	-	7%
Other	0%	0%	0%	1%	0%	-	0%	1%	0%	-	-	-	3%	-	-
Not applicable – I do not consciously follow any fashion "rules"	34%	34%	28%	25%	31%	39%	29%	37%	27%	31%	30%	24%	36%	70%	50%

ZIF_q2. And which, if any, of the following fashion "rules" do you believe no longer matter? Please select all that apply.

Unweighted base	1134	943	394	327	395	68	286	84	296	37	162	8	46	12	147
Base: All US adults	1115	933	390	297	406	74	276	92	324	50	200	6	46	12	144
Not wearing white after Labor Day	36%	37%	38%	43%	34%	27%	49%	34%	38%	27%	35%	61%	40%	11%	25%
Not wearing white while at a wedding (i.e., as a guest)	13%	13%	14%	16%	14%	10%	16%	15%	13%	14%	7%	17%	20%	24%	11%
Not wearing brown and black together	23%	24%	26%	25%	22%	14%	35%	23%	23%	17%	20%	33%	21%	11%	11%
Not wearing navy blue and black together	23%	24%	27%	27%	25%	21%	29%	31%	28%	36%	27%	37%	23%	11%	16%
Not wearing socks with sandals	10%	11%	13%	14%	12%	13%	13%	17%	12%	23%	12%	11%	10%	-	8%
Matching your shoes to your belt	24%	25%	24%	24%	20%	14%	36%	20%	22%	25%	17%	51%	26%	11%	13%
Not mixing patterns (e.g., horizontal and vertical stripes)	16%	16%	19%	19%	15%	11%	24%	17%	18%	22%	16%	21%	13%	-	9%
Not wearing denim with denim (e.g., jeans with a jean jacket)	21%	21%	25%	26%	24%	19%	26%	25%	25%	39%	22%	24%	28%	11%	16%
Not wearing black socks with white shoes	12%	13%	14%	12%	11%	13%	17%	13%	14%	13%	15%	11%	17%	5%	5%
Not wearing stockings or socks with open toed shoes	9%	9%	9%	10%	9%	6%	11%	8%	8%	12%	6%	-	10%	5%	10%
Not wearing gold and silver together	23%	25%	23%	23%	21%	16%	36%	24%	22%	23%	17%	24%	27%	11%	14%
Matching your bag to your shoes	23%	24%	24%	23%	19%	12%	38%	24%	23%	20%	22%	41%	24%	11%	12%
No fashion rules matter	23%	23%	24%	25%	25%	20%	20%	28%	18%	18%	14%	13%	25%	24%	21%
Don't know	12%	11%	11%	11%	8%	19%	8%	12%	11%	3%	14%	-	10%	12%	24%
Not applicable - All of these fashion "rules" still matter	14%	14%	10%	9%	14%	20%	9%	13%	15%	18%	17%	13%	15%	39%	20%