



Jean Shopping

Fieldwork Dates: 13th - 16th July 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1263 adults. Fieldwork was undertaken between 13th - 16th July 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 13th - 16th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

Q1. Which, if any, of the following characteristics matters to you the most when you want to buy jeans?

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
How stylish they are	7%	8%	6%	12%	6%	4%	8%	6%	6%	9%	6%	7%	8%	18%	6%
				D.E								*	*	J.K.L*	
How comfortable they are	46%	38%	54%	39%	48%	49%	44%	52%	46%	41%	49%	42%	35%	51%	43%
			A		C	C		I			L	*	*	L*	
The cost	22%	25%	20%	18%	24%	24%	20%	24%	19%	26%	23%	18%	24%	18%	23%
												*	*	*	
The brand name	6%	9%	4%	8%	6%	5%	6%	4%	9%	6%	5%	11%	10%	2%	6%
		B							G			J.M*	M*	*	
The color	5%	7%	3%	10%	2%	3%	8%	2%	6%	3%	4%	3%	11%	5%	7%
		B		D.E			G.I		G			*	J*	*	O
Other	4%	3%	5%	3%	4%	5%	5%	3%	3%	7%	5%	3%	2%	1%	2%
										H		*	*	*	
Don't know/ not sure	3%	3%	3%	3%	4%	2%	2%	1%	4%	3%	2%	7%	4%	1%	4%
					E				G			J*	*	*	
Not applicable - I don't wear jeans	7%	7%	6%	6%	5%	9%	7%	8%	7%	5%	7%	10%	6%	4%	8%
					D							*	*	*	

Q2. Over a typical one-year period, about how many different brands do you buy jeans from?

Unweighted base	1176	520	656	297	374	505	223	279	418	256	849	120	121	86	426
Base: All US adults who wear jeans	1170	579	591	376	362	433	228	267	418	259	762	138	182	89	486
1 to 3	69%	69%	70%	58%	69%	80%	67%	75%	65%	72%	74%	56%	57%	73%	63%
				C		C.D		H			K.L	*	*	K.L*	
4 to 6	13%	11%	14%	19%	15%	5%	12%	10%	15%	14%	10%	19%	18%	14%	15%
				E	E							J*	J*	*	
7 to 9	3%	4%	3%	7%	3%	1%	3%	3%	5%	2%	3%	2%	10%	1%	4%
				D.E	E							*	J.K.M*	*	
10 to 13	2%	1%	2%	4%	1%	-	2%	1%	3%	0%	1%	7%	2%	-	1%
				D.E	E				I			J.M*	*	*	
14 to 16	1%	2%	0%	3%	1%	-	4%	-	0%	-	0%	1%	4%	3%	2%
		B		E			G.H.I					*	J*	J*	O.P
17 or more brands	0%	0%	0%	1%	0%	-	-	1%	0%	-	0%	-	1%	-	0%
												*	*	*	
None	12%	13%	10%	8%	12%	15%	12%	11%	12%	12%	12%	15%	8%	10%	14%
					C							*	*	*	

Q3. How loyal, if at all, do you feel towards clothing brands that you buy jeans from?

Unweighted base	1176	520	656	297	374	505	223	279	418	256	849	120	121	86	426
Base: All US adults	1170	579	591	376	362	433	228	267	418	259	762	138	182	89	486
Very loyal	18%	20%	16%	20%	18%	17%	20%	19%	16%	21%	17%	16%	26%	22%	20%
												*	J*	*	
Somewhat loyal	35%	36%	34%	34%	40%	31%	36%	33%	35%	35%	35%	30%	39%	31%	34%
					E							*	*	*	
Not very loyal	19%	18%	20%	21%	17%	19%	17%	21%	20%	18%	21%	22%	10%	19%	17%
											L	L*	*	*	
Not at all loyal	19%	18%	19%	13%	14%	27%	16%	21%	21%	15%	22%	12%	9%	21%	16%
						C.D					K.L	*	*	L*	
Don't know/not sure	9%	8%	10%	12%	11%	6%	11%	6%	8%	12%	6%	20%	15%	8%	13%
				E	E						J.M*	J*	J*	*	P.Q

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US_nat Sample: 13th - 16th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

Q1. Which, if any, of the following characteristics matters to you the most when you want to buy jeans?

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
How stylish they are	7%	7%	7%	9%	5%	13%	5%	2%	10%	13%	10%	6%	7%	7%	8%
						**		*	R	U*	Y				
How comfortable they are	46%	46%	48%	54%	49%	30%	46%	54%	42%	41%	42%	47%	43%	47%	52%
				N	**	**	*	*	*	*	*	*	*	Z	
The cost	22%	25%	17%	16%	22%	34%	23%	24%	21%	25%	23%	22%	25%	23%	17%
		P,Q			**	**	*	*	*	*	*	*	AB		
The brand name	6%	7%	8%	3%	6%	15%	5%	5%	8%	2%	11%	5%	6%	6%	7%
					**	**	*	*	*	*	Y				
The color	5%	2%	6%	4%	6%	-	3%	2%	5%	1%	8%	4%	4%	7%	3%
			O		**	**	*	*	*	*	Y				
Other	4%	5%	5%	8%	5%	-	3%	5%	3%	4%	2%	5%	3%	4%	7%
			N	N	**	**	*	*	*	*	*	*	*	Z	
Don't know/ not sure	3%	2%	2%	1%	1%	-	5%	-	5%	2%	1%	3%	4%	1%	1%
					**	R	*	R	*	*	*	*	*	*	*
Not applicable - I don't wear jeans	7%	6%	6%	5%	6%	7%	11%	9%	6%	12%	3%	8%	9%	5%	5%
					**	**	R	*	*	*	X				

Q2. Over a typical one-year period, about how many different brands do you buy jeans from?

Unweighted base	1176	392	224	134	613	19	127	50	328	39	297	879	433	324	260
Base: All US adults who wear jeans	1170	371	200	113	576	21	114	44	377	38	325	845	455	324	234
1 to 3	69%	71%	76%	80%	72%	66%	71%	69%	66%	64%	60%	73%	64%	71%	75%
		N	N	N	**	**	*	*	*	*	X			Z	
4 to 6	13%	12%	11%	8%	12%	8%	11%	5%	14%	24%	20%	10%	14%	14%	11%
					**	**	*	*	*	U*	Y				
7 to 9	3%	3%	3%	1%	3%	12%	1%	2%	4%	4%	6%	2%	4%	4%	3%
					**	**	*	*	*	*	Y				
10 to 13	2%	2%	1%	1%	1%	-	-	8%	3%	-	4%	1%	2%	1%	1%
					**	**	R,T*	*	*	*	Y				
14 to 16	1%	0%	-	-	1%	-	-	-	1%	-	2%	1%	0%	3%	1%
					**	**	*	*	*	*	Y			Z	
17 or more brands	0%	-	1%	-	0%	-	-	-	1%	-	0%	0%	0%	-	0%
					**	**	*	*	*	*	*	*	*	*	*
None	12%	11%	8%	10%	11%	14%	16%	16%	11%	8%	7%	13%	16%	7%	9%
					**	**	*	*	*	*	X		AA,AB		

Q3. How loyal, if at all, do you feel towards clothing brands that you buy jeans from?

Unweighted base	1176	392	224	134	613	19	127	50	328	39	297	879	433	324	260
Base: All US adults	1170	371	200	113	576	21	114	44	377	38	325	845	455	324	234
Very loyal	18%	15%	23%	14%	19%	14%	22%	16%	17%	10%	19%	18%	17%	18%	24%
		O			**	**	*	*	*	*	*	*	*	Z,AC	
Somewhat loyal	35%	36%	34%	34%	36%	47%	30%	37%	33%	36%	43%	32%	33%	41%	32%
					**	**	*	*	*	*	Y			Z,AB	
Not very loyal	19%	20%	21%	19%	19%	18%	11%	14%	23%	18%	14%	21%	19%	20%	19%
					**	**	T	*	*	*	X				
Not at all loyal	19%	20%	18%	29%	20%	17%	29%	25%	12%	28%	12%	21%	18%	16%	23%
			N,O,P	V	**	**	R,V	V*	V*	V*	X				
Don't know/not sure	9%	9%	4%	3%	6%	4%	8%	8%	15%	8%	12%	8%	13%	6%	2%
		P,Q			**	**	*	*	R,T	*	*		AA,AB	AB	

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US_nat Sample: 13th - 16th July 2018



Total	
	Prefer not to say
	AC

Q1. Which, if any, of the following characteristics matters to you the most when you want to buy jeans?

Unweighted base	1263	170
Base: All US adults	1254	168
How stylish they are	7%	7%
How comfortable they are	46%	44%
The cost	22%	22%
The brand name	6%	5%
The color	5%	6%
Other	4%	4%
Don't know/ not sure	3%	6%
Not applicable - I don't wear jeans	7%	7%
		AA,AB

Q2. Over a typical one-year period, about how many different brands do you buy jeans from?

Unweighted base	1176	159
Base: All US adults who wear jeans	1170	157
1 to 3	69%	74%
		Z
4 to 6	13%	9%
7 to 9	3%	1%
10 to 13	2%	2%
14 to 16	1%	1%
17 or more brands	0%	1%
None	12%	13%

Q3. How loyal, if at all, do you feel towards clothing brands that you buy jeans from?

Unweighted base	1176	159
Base: All US adults	1170	157
Very loyal	18%	15%
Somewhat loyal	35%	32%
Not very loyal	19%	17%
Not at all loyal	19%	18%
Don't know/not sure	9%	18%
		AA,AB

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US_nat Sample: 13th - 16th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

Q4. Do you wear jeans more or less now than you did a year ago?

Unweighted base	1176	520	656	297	374	505	223	279	418	256	849	120	121	86	426
Base: All US adults who wear jeans	1170	579	591	376	362	433	228	267	418	259	762	138	182	89	486
I wear jeans more often now	16%	17%	15%	24%	12%	11%	20%	13%	17%	14%	13%	15%	24%	21%	16%
I wear jeans about the same amount now as I used to	60%	62%	57%	49%	66%	64%	56%	67%	57%	60%	64%	53%	48%	55%	57%
I wear jeans less often now than I used to	21%	17%	24%	21%	17%	24%	17%	18%	23%	23%	20%	27%	20%	18%	22%
Don't know/not sure	4%	4%	4%	6%	5%	1%	7%	1%	4%	3%	3%	4%	7%	6%	6%

Q5. Thinking about the range of jean sizes most stores offer...

Do you think most stores offer too many, too few, or about the right number of jean sizes?

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
I think that most stores offer too many jean sizes	10%	11%	9%	17%	9%	5%	13%	4%	13%	9%	7%	8%	23%	14%	12%
I think that most stores offer about the right number of jean sizes	41%	43%	38%	38%	40%	43%	38%	39%	43%	40%	41%	42%	37%	38%	41%
I think that most stores offer too few jean sizes	28%	24%	33%	25%	30%	30%	25%	35%	25%	29%	32%	21%	16%	32%	23%
Don't know/not sure	21%	22%	20%	20%	21%	22%	23%	22%	19%	22%	19%	29%	24%	16%	24%

Q6. Of the jeans you currently own, how many of them no longer fit? Please select the option that best applies.

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
None - I don't own any jeans	8%	9%	7%	7%	6%	10%	9%	8%	8%	8%	8%	15%	5%	8%	10%
None - all of my jeans fit	36%	39%	34%	33%	35%	40%	38%	32%	36%	40%	37%	39%	35%	32%	36%
1 pair	10%	10%	11%	11%	8%	12%	9%	10%	12%	9%	11%	9%	8%	10%	8%
2 pairs	17%	19%	15%	18%	17%	17%	16%	17%	19%	16%	17%	13%	22%	23%	17%
3 pairs	11%	9%	12%	11%	12%	9%	12%	8%	10%	13%	11%	7%	11%	12%	11%
4 pairs	6%	5%	8%	5%	9%	5%	5%	11%	6%	4%	7%	6%	4%	9%	6%
5 pairs	3%	2%	4%	5%	3%	2%	4%	4%	2%	4%	3%	1%	3%	5%	3%
6 or more pairs	8%	7%	9%	10%	8%	5%	7%	10%	7%	7%	7%	7%	11%	1%	8%

Q7g_1. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store for the first time

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
Very confident	17%	22%	12%	19%	16%	16%	18%	13%	21%	14%	15%	26%	19%	18%	19%

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US_nat Sample: 13th - 16th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

Q4. Do you wear jeans more or less now than you did a year ago?

Unweighted base	1176	392	224	134	613	19	127	50	328	39	297	879	433	324	260
Base: All US adults who wear jeans	1170	371	200	113	576	21	114	44	377	38	325	845	455	324	234
I wear jeans more often now	16%	15%	17%	15%	16%	8%	12%	8%	18%	27%	22%	14%	16%	17%	18%
						**		*		T,U*	Y				AC
I wear jeans about the same amount now as I used to	60%	62%	64%	60%	66%	59%	54%	70%	52%	43%	58%	60%	55%	63%	62%
					T,V,W	**		V,W*		*					Z
I wear jeans less often now than I used to	21%	20%	17%	23%	16%	33%	31%	20%	24%	26%	15%	23%	24%	18%	19%
						**	R	*	R	*		X			
Don't know/not sure	4%	3%	2%	2%	2%	-	4%	2%	7%	4%	5%	3%	5%	2%	1%
						**		*	R	*			AA,AB		

Q5. Thinking about the range of jean sizes most stores offer...

Do you think most stores offer too many, too few, or about the right number of jean sizes?

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
I think that most stores offer too many jean sizes	10%	10%	7%	4%	12%	19%	5%	5%	9%	7%	19%	7%	13%	12%	7%
					T	**		*		*	Y		AB,AC	AC	
I think that most stores offer about the right number of jean sizes	41%	38%	44%	43%	42%	42%	36%	55%	38%	44%	42%	40%	38%	44%	47%
					**	**		T,V*		*					Z,AC
I think that most stores offer too few jean sizes	28%	33%	30%	33%	28%	4%	32%	24%	29%	36%	26%	29%	27%	28%	31%
		N	N	N		**		*		*					
Don't know/not sure	21%	20%	19%	20%	18%	36%	27%	15%	24%	13%	14%	24%	23%	17%	15%
						**	R	*		*		X	AB		

Q6. Of the jeans you currently own, how many of them no longer fit? Please select the option that best applies.

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
None - I don't own any jeans	8%	8%	5%	5%	6%	7%	12%	11%	9%	8%	3%	10%	11%	7%	5%
						**	R	*		*		X	AB		
None - all of my jeans fit	36%	33%	41%	44%	37%	38%	38%	40%	34%	47%	36%	37%	35%	39%	37%
			O	O	**	**		*		*					
1 pair	10%	11%	14%	14%	12%	12%	8%	10%	10%	5%	11%	10%	10%	12%	10%
			N	N	**	**		*		*					
2 pairs	17%	19%	14%	18%	18%	25%	15%	13%	18%	15%	16%	18%	17%	15%	21%
						**		*		*					
3 pairs	11%	11%	12%	6%	12%	4%	9%	13%	10%	7%	12%	10%	12%	9%	10%
						**		*		*					
4 pairs	6%	6%	7%	9%	6%	3%	8%	9%	7%	10%	8%	6%	7%	5%	8%
						**		*		*					
5 pairs	3%	4%	2%	1%	3%	-	2%	2%	4%	-	4%	2%	2%	5%	3%
						**		*		*					
6 or more pairs	8%	9%	6%	3%	7%	10%	8%	3%	9%	8%	11%	6%	7%	8%	7%
		Q				**		*		*	Y				

Q7g_1. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store for the first time

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
Very confident	17%	14%	20%	13%	18%	12%	13%	13%	18%	15%	21%	16%	16%	16%	21%
						**		*		*					

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Jean Shopping

US_nat Sample: 13th - 16th July 2018



Total	
	Prefer not to say

Q4. Do you wear jeans more or less now than do you did a year ago?

Unweighted base	1176	159
Base: All US adults who wear jeans	1170	157
I wear jeans more often now	16%	10%
I wear jeans about the same amount now as I used to	60%	64%
I wear jeans less often now than I used to	21%	19%
Don't know/not sure	4%	8%
		AA.AB

Q5. Thinking about the range of jean sizes most stores offer...

Do you think most stores offer too many, too few, or about the right number of jean sizes?

Unweighted base	1263	170
Base: All US adults	1254	168
I think that most stores offer too many jean sizes	10%	3%
I think that most stores offer about the right number of jean sizes	41%	34%
I think that most stores offer too few jean sizes	28%	30%
Don't know/not sure	21%	33%
		Z.AA.AB

Q6. Of the jeans you currently own, how many of them no longer fit? Please select the option that best applies.

Unweighted base	1263	170
Base: All US adults	1254	168
None - I don't own any jeans	8%	7%
None - all of my jeans fit	36%	36%
1 pair	10%	8%
2 pairs	17%	20%
3 pairs	11%	11%
4 pairs	6%	7%
5 pairs	3%	2%
6 or more pairs	8%	9%

Q7g_1. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store for the first time

Unweighted base	1263	170
Base: All US adults	1254	168
Very confident	17%	17%

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat confident	40%	45% B	35%	37%	37%	45% C.D	39%	39%	40%	41%	39%	39% *	42% *	47% *	40%
Not very confident	23%	18%	29% A	21%	27%	22%	24%	28% H	20%	23%	27% K.L	11% *	15% *	22% *	19%
Not at all confident	12%	6%	17% A	12%	10%	12%	9%	14%	11%	13%	12% *	9% *	12% *	8% *	12%
Don't know/not sure	8%	10%	7% E	10% E	10% E	5%	10%	6%	9%	8%	7%	16% J.M*	11% *	5% *	11% P

Q7g_2. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online for the first time

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
Very confident	8%	11% B	6%	10%	8%	7%	10%	8%	9%	6%	6%	14% J*	12% *	8% *	8%
Somewhat confident	25%	31% B	20%	21%	26%	29% C	27%	23%	27%	24%	23%	36% J*	27% *	24% *	24%
Not very confident	28%	23%	32% A	33% E	27%	23%	26%	32% H	24%	30%	29% K	17% *	24% *	38% K*	23%
Not at all confident	25%	20%	31% A	22% C	24%	29% C	24%	26%	25%	26%	29% K.M	15% *	23% *	18% *	27%
Don't know/not sure	13%	15%	11% E	13% E	15% E	12%	14%	11%	14%	13%	12%	19% *	14% *	12% *	18% O.P.Q

Q7g_3. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store you've shopped at before

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
Very confident	37%	40% B	33%	34%	37%	39%	32%	34%	40%	39%	36%	46% *	33% *	39% *	36%
Somewhat confident	44%	40% A	47%	41%	42%	47%	46%	48% H	39%	45%	47% K	29% *	41% *	42% *	41%
Not very confident	9%	9%	9% E	12% E	9% E	6% E	12%	8% E	9%	8%	8% *	9% *	11% *	14% *	9%
Not at all confident	4%	3%	5% E	5% E	4% E	4% E	5%	4%	5%	4%	4% *	3% *	8% *	3% *	6%
Don't know/not sure	6%	7%	6% E	7% E	8% E	4% E	7%	6%	7%	5%	5%	13% J.M*	7% *	2% *	8% P

Q7g_4. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online you've shopped at before

Unweighted base	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Base: All US adults	1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
Very confident	23%	25%	21%	24%	23%	22%	26%	21%	25%	19%	22%	30% *	21% *	23% *	23%
Somewhat confident	42%	41%	44%	44%	41%	42%	44%	39%	40%	49% G.H	43% K	31% *	48% K*	47% K*	37%
Not very confident	14%	13%	14%	16%	14%	11%	15%	16%	12%	13%	15%	14%	8%	15%	14%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat confident	40%	45% P,Q	34%	33%	42%	57% **	36%	40% *	36%	46% *	41%	40%	40%	45% AC	38%
Not very confident	23%	21%	32% N,O	36% N,O	22%	23% **	26%	31% *	23%	28% *	19%	25%	21%	26%	27%
Not at all confident	12%	12%	9%	13%	12%	- **	16%	8% *	11%	9% *	12%	12%	13%	9%	11%
Don't know/not sure	8%	7%	5%	6%	6%	8% **	10%	8% *	12% R	2% *	7%	9%	11% AA,AB	4%	4%

Q7g_2. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online for the first time

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
Very confident	8%	8%	12%	5%	9%	9% **	8%	5% *	7%	8% *	13% Y	7%	7%	12% AC	9%
Somewhat confident	25%	27%	26%	22%	27%	34% **	24%	24% *	22%	37% V*	26%	25%	22%	30% Z	28%
Not very confident	28%	29%	29%	43% N,O,P	27%	27% **	24%	19% *	31%	25% *	28%	28%	25%	31% AC	33% Z,AC
Not at all confident	25%	24%	25%	21%	27%	19% V	36% V,W	34% V*	20%	18% *	25%	26%	28%	20% AA	24%
Don't know/not sure	13%	11%	8%	8%	10%	11% **	9%	18% *	19% R,T	12% *	8%	15% X	18% AA,AB	8%	6%

Q7g_3. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store you've shopped at before

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
Very confident	37%	39%	36%	37%	36%	31% **	33%	40% *	37%	53% R,T*	39%	36%	36%	36%	40%
Somewhat confident	44%	43%	49%	47%	47%	43% V	45%	41% *	39%	34% *	40%	45%	39%	49% Z	48% Z
Not very confident	9%	9%	9%	10%	8%	- **	6%	7% *	12%	8% *	12% Y	8%	12% AB,AC	8%	7%
Not at all confident	4%	3%	3%	2%	4%	18% **	7%	7% *	3%	5% *	4%	4%	5%	5%	3%
Don't know/not sure	6%	6%	3%	4%	5%	8% **	9%	5% *	9% R	- *	4%	7%	9% AA,AB	2%	3%

Q7g_4. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online you've shopped at before

Unweighted base	1263	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
Very confident	23%	21%	26%	23%	24%	9% **	24%	22% *	21%	26% *	28% Y	21%	19%	27% Z	28% Z,AC
Somewhat confident	42%	44%	48% N	51% N	42%	52% **	45%	29% *	43%	45% *	43%	42%	38%	44% Z	50% Z
Not very confident	14%	14%	13%	14%	14%	19%	9%	14%	14%	12%	15%	13%	14%	15%	11%

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	Total	Prefer not to say
Somewhat confident	40%	34%
Not very confident	23%	20%
Not at all confident	12%	15%
Don't know/not sure	8%	14%
		AA,AB

Q7g_2. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online for the first time

	Unweighted base	1263	170
Base: All US adults	1254	168	
Very confident	8%	4%	
Somewhat confident	25%	24%	
Not very confident	28%	20%	
Not at all confident	25%	30%	AA
Don't know/not sure	13%	22%	AA,AB

Q7g_3. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you go into a clothing store you've shopped at before

	Unweighted base	1263	170
Base: All US adults	1254	168	
Very confident	37%	36%	
Somewhat confident	44%	42%	
Not very confident	9%	4%	
Not at all confident	4%	4%	
Don't know/not sure	6%	13%	AA,AB

Q7g_4. How confident, if at all, are you that you know the clothing size that will fit you best in each of the following situations? Please select one option on each row.

- When you buy clothes from a retailer online you've shopped at before

	Unweighted base	1263	170
Base: All US adults	1254	168	
Very confident	23%	18%	
Somewhat confident	42%	41%	
Not very confident	14%	14%	

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	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Total														
Not at all confident	9%	7%	11%	5%	7%	13%	8%	11%	10%	7%	9%	*	*	*
Don't know/not sure	12%	14%	10%	11%	14%	11%	9%	12%	14%	12%	11%	18%	13%	8%
			A			C.D						*	*	*
			B									J*	*	*

Q11. Of the clothes you own that fit you well, would you say most of them are the same exact size, or different sizes (including all brands)? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Most of the clothes I own that fit me well are the same exact size	1263	561	702	318	393	552	239	301	450	273	911	133	129	90	464
Most of the clothes I own that fit me well are within one size of each other	Base: All US adults 1254	623	631	400	381	474	244	289	448	273	816	152	193	93	526
Most of the clothes I own that fit me well are a variety of different sizes	36%	44%	29%	32%	33%	42%	38%	35%	35%	38%	34%	36%	44%	37%	40%
Don't know/not sure			B			C.D						*	*	*	Q
	42%	37%	47%	43%	41%	41%	39%	42%	45%	40%	45%	37%	29%	46%	36%
			A								L	*	*	L*	
	12%	8%	17%	11%	13%	13%	12%	12%	12%	14%	12%	14%	11%	13%	11%
			A									*	*	*	
	10%	11%	8%	14%	12%	4%	12%	12%	8%	8%	8%	13%	15%	4%	13%
			E			E						M*	J.M*	*	O.P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Total														
Not at all confident	9%	6%	6%	9%	**	15%	*	5%	*	6%	10%	12%	8%	5%
				V	**	V	V*		*		X	AB		
Don't know/not sure	12%	7%	6%	10%	7%	7%	20%	16%	10%	8%	14%	17%	6%	6%
					**		R.T*	R.T	*		X	AA,AB		

Q11. Of the clothes you own that fit you well, would you say most of them are the same exact size, or different sizes (including all brands)? Please select the option that best applies.

	Unweighted base	420	237	142	651	21	141	56	350	44	307	956	475	343	275
Base: All US adults	1254	396	213	119	611	22	127	48	402	43	334	920	499	341	247
Most of the clothes I own that fit me well are the same exact size	36%	35%	36%	27%	40%	28%	38%	40%	29%	40%	35%	37%	37%	33%	39%
					V	**		*		*					
Most of the clothes I own that fit me well are within one size of each other	42%	42%	50%	53%	42%	52%	38%	37%	43%	40%	42%	42%	39%	49%	45%
			N	N		**		*		*				Z,AC	AC
Most of the clothes I own that fit me well are a variety of different sizes	12%	15%	10%	15%	11%	13%	17%	17%	12%	10%	11%	13%	11%	13%	13%
						**		*		*					
Don't know/not sure	10%	8%	4%	6%	6%	7%	6%	5%	16%	10%	12%	9%	13%	5%	3%
						**		*	R.T	*			AA,AB		

Cell Contents (Col

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	Total	Prefer not to say
Not at all confident	9%	9%
Don't know/not sure	12%	19% AA,AB

Q11. Of the clothes you own that fit you well, would you say most of them are the same exact size, or different sizes (including all brands)? Please select the option that best applies.

	Unweighted base	1263	170
	Base: All US adults	1254	168
Most of the clothes I own that fit me well are the same exact size		36%	37%
Most of the clothes I own that fit me well are within one size of each other		42%	31%
Most of the clothes I own that fit me well are a variety of different sizes		12%	13%
Don't know/not sure		10%	19% AA,AB

Cell Contents (Col