



School Uniforms
Fieldwork Dates: 15th - 16th August 2018

Conducted by YouGov
On behalf of YouGov Omnibus

© Yougov plc 2018



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 1174 adults. Fieldwork was undertaken between 15th - 16th August 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 48 hours 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.

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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	

childages. What are the ages of your child(ren) under 18? Please select all that apply.

Unweighted base	270	88	182	96	138	36	46	44	109	71	166	27	53	24	97
Base	257	99	157	97	127	33	41	41	111	65	152	23	61	21	101
Younger than 1 year old	7%	4%	8%	14%	3%	-	8%	14%	5%	4%	6%	-	10%	8%	8%
1 year old	8%	3%	11%	17%	2%	2%	11%	9%	6%	9%	7%	15%	4%	16%	9%
2 years old	10%	12%	9%	15%	7%	10%	9%	20%	6%	12%	13%	-	8%	13%	10%
3 years old	9%	11%	8%	18%	5%	2%	2%	13%	9%	12%	7%	9%	17%	8%	8%
4 years old	9%	6%	11%	16%	6%	2%	10%	7%	10%	9%	9%	13%	7%	13%	12%
5 years old	6%	5%	7%	4%	9%	2%	9%	10%	4%	5%	8%	8%	-	9%	3%
6 years old	9%	12%	8%	16%	5%	4%	7%	16%	9%	7%	7%	4%	15%	12%	6%
7 years old	5%	3%	7%	7%	5%	2%	6%	2%	6%	6%	6%	15%	3%	-	7%
8 years old	11%	8%	12%	12%	11%	5%	14%	8%	12%	8%	12%	2%	8%	17%	11%
9 years old	11%	10%	11%	12%	11%	2%	7%	4%	14%	10%	11%	19%	8%	9%	17%
10 years old	9%	8%	10%	10%	10%	5%	13%	14%	8%	5%	12%	7%	6%	-	10%
11 years old	11%	12%	11%	9%	14%	7%	7%	7%	15%	10%	14%	9%	9%	4%	12%
12 years old	10%	9%	11%	9%	11%	12%	8%	5%	16%	5%	10%	23%	8%	5%	9%
13 years old	9%	12%	7%	2%	14%	12%	4%	8%	12%	8%	11%	4%	9%	3%	12%
14 years old	13%	14%	13%	12%	17%	5%	4%	15%	19%	8%	13%	16%	15%	11%	8%
15 years old	9%	12%	7%	2%	13%	16%	9%	5%	5%	18%	11%	4%	6%	13%	9%
16 years old	11%	10%	11%	2%	16%	17%	11%	5%	17%	4%	10%	12%	14%	4%	12%
17 years old	17%	21%	14%	7%	19%	36%	12%	7%	23%	15%	15%	11%	26%	9%	17%

GOS_Q1_rb_1. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Clothing	Unweighted base	220	77	143	57	128	35	36	30	98	56	135	24	42	19	81
Base: US Adults With Kids	205	82	123	54	119	32	32	27	97	49	123	20	45	17	81	
They make the choice	26%	17%	32%	24%	21%	48%	14%	33%	31%	20%	25%	26%	27%	26%	28%	
They give me options and I and/or my spouse / partner make the final choice	18%	24%	14%	18%	18%	19%	21%	6%	20%	19%	19%	15%	18%	11%	8%	
We choose together as a family	21%	23%	19%	15%	25%	14%	22%	17%	19%	25%	19%	28%	22%	17%	26%	

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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

childages. What are the ages of your child(ren) under 18? Please select all that apply.

Unweighted base	270	78	60	35	184	8	22	3	40	13	270	-	112	80	62
Base	257	80	46	30	176	7	20	3	36	15	257	-	112	79	52
Younger than 1 year old	7%	4%	7%	9%	7%	-	-	-	9%	5%	7%	-	6%	8%	7%
1 year old	8%	7%	5%	9%	8%	-	4%	-	11%	6%	8%	-	9%	5%	2%
2 years old	10%	8%	18%	6%	10%	12%	13%	-	14%	-	10%	-	10%	14%	8%
3 years old	9%	15%	5%	5%	9%	12%	-	-	12%	25%	9%	-	12%	8%	6%
4 years old	9%	9%	8%	4%	8%	13%	-	-	18%	7%	9%	-	7%	12%	8%
5 years old	6%	7%	12%	5%	5%	14%	6%	-	9%	6%	6%	-	7%	4%	9%
6 years old	9%	17%	10%	-	10%	-	9%	-	7%	5%	9%	-	8%	12%	8%
7 years old	5%	3%	7%	3%	5%	-	2%	38%	10%	-	5%	-	8%	3%	2%
8 years old	11%	5%	17%	14%	13%	13%	-	-	9%	-	11%	-	7%	9%	17%
9 years old	11%	6%	13%	-	12%	-	8%	-	11%	7%	11%	-	12%	9%	5%
10 years old	9%	3%	11%	20%	10%	-	9%	-	10%	-	9%	-	10%	7%	12%
11 years old	11%	11%	8%	15%	13%	-	12%	-	8%	12%	11%	-	10%	12%	11%
12 years old	10%	15%	9%	5%	9%	-	21%	-	13%	12%	10%	-	11%	10%	7%
13 years old	9%	6%	5%	13%	9%	28%	18%	-	3%	-	9%	-	7%	11%	10%
14 years old	13%	17%	17%	17%	14%	10%	21%	-	10%	-	13%	-	11%	16%	18%
15 years old	9%	9%	8%	11%	9%	13%	21%	-	3%	14%	9%	-	7%	8%	17%
16 years old	11%	14%	5%	6%	13%	14%	9%	25%	3%	6%	11%	-	13%	11%	8%
17 years old	17%	19%	16%	9%	20%	22%	11%	37%	4%	13%	17%	-	18%	16%	15%

GOS_Q1_rb_1. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Clothing	Unweighted base	220	61	51	27	150	6	22	3	28	11	220	-	88	66	53
Base: US Adults With Kids	205	62	38	24	141	5	20	3	25	10	205	-	85	65	44	
They make the choice	26%	22%	29%	22%	27%	68%	12%	25%	27%	17%	26%	-	30%	19%	22%	
They give me options and I and/or my spouse / partner make the final choice	18%	32%	16%	18%	18%	16%	23%	-	18%	9%	18%	-	14%	28%	16%	
We choose together as a family	21%	14%	23%	14%	22%	-	20%	-	19%	30%	21%	-	28%	13%	19%	

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



Total	Age of Children														
	Prefer not to say	Younger than 1 year old	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old	
	AC	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	

childages. What are the ages of your child(ren) under 18? Please select all that apply.

Unweighted base	270	16	19	21	28	20	27	19	23	16	32	28	27	31	30
Base	257	14	17	20	27	24	23	16	24	14	27	27	23	29	26
Younger than 1 year old	7%	-	100%	-	22%	17%	7%	-	10%	6%	3%	-	-	-	-
1 year old	8%	33%	-	100%	-	8%	11%	-	6%	-	12%	10%	4%	7%	10%
2 years old	10%	5%	34%	-	100%	14%	7%	12%	14%	14%	9%	14%	4%	2%	3%
3 years old	9%	11%	24%	10%	12%	100%	3%	21%	7%	13%	9%	3%	7%	5%	6%
4 years old	9%	17%	10%	13%	6%	3%	100%	15%	4%	11%	12%	7%	3%	11%	6%
5 years old	6%	5%	-	-	7%	13%	10%	100%	-	10%	18%	7%	7%	5%	6%
6 years old	9%	6%	14%	8%	12%	7%	4%	-	100%	-	12%	10%	8%	-	10%
7 years old	5%	6%	5%	-	7%	7%	6%	9%	-	100%	4%	4%	8%	-	9%
8 years old	11%	23%	5%	17%	9%	10%	14%	31%	14%	7%	100%	9%	13%	15%	12%
9 years old	11%	30%	-	14%	14%	3%	8%	12%	11%	8%	9%	100%	-	29%	32%
10 years old	9%	-	-	4%	3%	7%	3%	10%	8%	13%	11%	-	100%	9%	13%
11 years old	11%	18%	-	10%	3%	6%	14%	9%	-	-	16%	32%	11%	100%	14%
12 years old	10%	20%	-	13%	3%	7%	6%	9%	11%	18%	11%	31%	15%	12%	100%
13 years old	9%	14%	-	-	14%	-	8%	6%	4%	-	-	12%	8%	7%	14%
14 years old	13%	5%	-	4%	3%	7%	10%	9%	19%	6%	15%	23%	19%	26%	25%
15 years old	9%	5%	-	4%	-	4%	8%	5%	-	-	6%	4%	11%	9%	9%
16 years old	11%	-	5%	4%	4%	3%	-	6%	-	6%	7%	10%	5%	10%	10%
17 years old	17%	18%	-	-	-	-	5%	-	19%	6%	4%	10%	3%	21%	-

GOS_Q1_rb_1. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Clothing

Unweighted base	220	13	5	7	13	11	14	19	23	16	32	28	27	31	30
Base: US Adults With Kids	205	11	4	6	13	9	13	16	24	14	27	27	23	29	26
They make the choice	26%	49%	-	32%	-	-	-	6%	11%	7%	11%	30%	33%	15%	28%
They give me options and I and/or my spouse / partner make the final choice	18%	-	19%	40%	13%	18%	6%	18%	36%	22%	18%	19%	18%	26%	30%
We choose together as a family	21%	15%	20%	-	8%	8%	31%	20%	11%	27%	10%	26%	20%	19%	19%

YouGov Omnibus
School Uniforms

US_nat Sample: 15th - 16th August 2018



Total	13 years old	14 years old	15 years old	16 years old	17 years old	School Aged children	No school aged children
	BD	BE	BF	BG	BH	BI	BJ

childages. What are the ages of your child(ren) under 18? Please select all that apply.

	Unweighted base	BD	BE	BF	BG	BH	BI	BJ
	270	23	35	26	27	39	220	50
Base	257	23	34	23	27	43	205	52
Younger than 1 year old	7%	-	-	-	3%	-	2%	25%
		**	**	**	**	**		AY, BI*
1 year old	8%	-	3%	4%	3%	-	3%	27%
		**	**	**	**	**		BI*
2 years old	10%	16%	2%	-	4%	-	7%	26%
		**	**	**	**	**		BI*
3 years old	9%	-	5%	4%	3%	-	4%	29%
		**	**	**	**	**		BI*
4 years old	9%	8%	7%	8%	-	3%	6%	21%
		**	**	**	**	**		BI*
5 years old	6%	4%	4%	3%	4%	-	8%	-
		**	**	**	**	**		*
6 years old	9%	4%	13%	-	-	10%	12%	-
		**	**	**	**	**	BJ	*
7 years old	5%	-	2%	-	3%	2%	7%	-
		**	**	**	**	**		*
8 years old	11%	-	12%	7%	7%	2%	13%	-
		**	**	**	**	**	BJ	*
9 years old	11%	14%	18%	5%	10%	6%	13%	-
		**	**	**	**	**	BJ	*
10 years old	9%	9%	13%	11%	4%	2%	11%	-
		**	**	**	**	**	BJ	*
11 years old	11%	8%	22%	11%	10%	14%	14%	-
		**	**	**	**	**	BJ	*
12 years old	10%	16%	20%	10%	9%	-	13%	-
		**	**	**	**	**	BJ	*
13 years old	9%	100%	10%	12%	10%	4%	11%	-
		**	**	**	**	**	AY, BJ	*
14 years old	13%	15%	100%	16%	16%	19%	17%	-
		**	**	**	**	**	BJ	*
15 years old	9%	12%	11%	100%	6%	2%	11%	-
		**	**	**	**	**	BJ	*
16 years old	11%	12%	13%	7%	100%	15%	13%	-
		**	**	**	**	**	BJ	*
17 years old	17%	8%	24%	4%	23%	100%	21%	-
		**	**	**	**	**	AY, BJ	*

GOS_Q1_rb_1. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Clothing

	Unweighted base	BD	BE	BF	BG	BH	BI	BJ
	220	23	35	26	27	39	220	-
Base: US Adults With Kids	205	23	34	23	27	43	205	-
They make the choice	26%	20%	21%	32%	34%	30%	26%	-
		**	**	**	**	**	AY	**
They give me options and I and/or my spouse / partner make the final choice	18%	22%	37%	15%	21%	18%	18%	-
		**	**	**	**	**		**
We choose together as a family	21%	21%	17%	27%	30%	20%	21%	-
		**	**	**	**	**		**

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



	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															
I / we give them options and they make the final choice	18%	19%	18%	19%	19%	12%	15%	17%	17%	24%	20%	17%	11%	22%	18%
I and/ or my partner make the choice	12%	15%	10%	18%	11%	2%	22%	22%	8%	7%	11%	4%	13%	24%	12%
Not applicable	6%	2%	8%	7%	5%	5%	6%	4%	6%	5%	5%	10%	8%	-	7%

GOS_Q1_rb_2. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Book Bags

	Unweighted base	77	143	57	128	35	36	30	98	56	135	24	42	19	81
Base: US Adults With Kids	205	82	123	54	119	32	32	27	97	49	123	20	45	17	81
They make the choice	32%	20%	41%	27%	33%	40%	31%	27%	35%	32%	29%	50%	26%	50%	36%
They give me options and I and/ or my spouse / partner make the final choice	17%	22%	13%	23%	13%	21%	19%	9%	17%	18%	15%	11%	24%	15%	13%
We choose together as a family	16%	21%	13%	13%	17%	16%	17%	26%	14%	15%	18%	5%	17%	15%	12%
I / we give them options and they make the final choice	18%	22%	16%	22%	18%	11%	19%	21%	14%	24%	19%	14%	19%	14%	18%
I and/ or my partner make the choice	8%	9%	8%	5%	12%	-	11%	13%	9%	4%	10%	10%	6%	-	11%
Not applicable	8%	6%	10%	10%	7%	11%	3%	3%	12%	9%	9%	10%	8%	6%	10%

GOS_Q1_rb_4. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- School Supplies

	Unweighted base	77	143	57	128	35	36	30	98	56	135	24	42	19	81
Base: US Adults With Kids	205	82	123	54	119	32	32	27	97	49	123	20	45	17	81
They make the choice	22%	17%	24%	13%	21%	37%	26%	20%	22%	19%	20%	25%	18%	37%	24%
They give me options and I and/ or my spouse / partner make the final choice	17%	19%	16%	19%	15%	25%	8%	17%	19%	20%	15%	18%	24%	15%	13%
We choose together as a family	25%	29%	22%	23%	25%	24%	25%	24%	22%	29%	23%	22%	30%	26%	20%
I / we give them options and they make the final choice	11%	14%	10%	12%	13%	3%	11%	14%	12%	9%	14%	7%	12%	-	14%
I and/ or my partner make the choice	18%	17%	19%	21%	21%	-	22%	20%	16%	17%	21%	18%	9%	18%	20%
Not applicable	7%	4%	9%	11%	4%	11%	9%	6%	8%	6%	7%	10%	8%	5%	9%

GOS_Q2_1. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To wear

	Unweighted base	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Earlier than 8	22%	15%	29%	26%	22%	18%	18%	26%	19%	26%	24%	12%	19%	24%	17%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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+	
I / we give them options and they make the final choice	18%	13%	13%	38%	18%	-	26%	-	15%	26%	18%	-	14%	18%	28%
	*	*	**	*	**	**	**	**	**	**	*	**	*	*	*
I and/ or my partner make the choice	12%	12%	17%	3%	10%	17%	10%	38%	17%	19%	12%	-	8%	15%	13%
	*	*	**	**	**	**	**	**	**	**	*	**	*	*	*
Not applicable	6%	7%	2%	4%	6%	-	9%	37%	4%	-	6%	-	6%	7%	2%
	*	*	**	**	**	**	**	**	**	**	*	**	*	*	*

GOS_Q1_rb_2. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Book Bags

	Unweighted base	61	51	27	150	6	22	3	28	11	220	-	88	66	53
Base: US Adults With Kids	205	62	38	24	141	5	20	3	25	10	205	-	85	65	44
They make the choice	32%	35%	29%	19%	31%	13%	25%	-	48%	43%	32%	-	38%	24%	32%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
They give me options and I and/ or my spouse / partner make the final choice	17%	21%	13%	22%	18%	18%	15%	25%	14%	9%	17%	-	13%	28%	10%
	*	*	**	**	*	**	**	**	**	**	*	**	*	Z.AB*	*
We choose together as a family	16%	15%	24%	21%	18%	-	16%	-	8%	19%	16%	-	19%	9%	21%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
I / we give them options and they make the final choice	18%	15%	21%	24%	18%	51%	33%	-	11%	-	18%	-	13%	24%	22%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
I and/ or my partner make the choice	8%	7%	6%	7%	6%	18%	5%	-	14%	29%	8%	-	7%	9%	11%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
Not applicable	8%	8%	7%	8%	9%	-	5%	75%	4%	-	8%	-	11%	6%	4%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*

GOS_Q1_rb_4. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- School Supplies

	Unweighted base	61	51	27	150	6	22	3	28	11	220	-	88	66	53
Base: US Adults With Kids	205	62	38	24	141	5	20	3	25	10	205	-	85	65	44
They make the choice	22%	17%	26%	18%	22%	29%	17%	-	23%	17%	22%	-	24%	14%	23%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
They give me options and I and/ or my spouse / partner make the final choice	17%	24%	10%	27%	18%	55%	11%	25%	14%	11%	17%	-	13%	26%	16%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
We choose together as a family	25%	29%	30%	18%	25%	-	16%	38%	31%	27%	25%	-	28%	22%	21%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
I / we give them options and they make the final choice	11%	7%	11%	15%	11%	-	26%	-	8%	7%	11%	-	9%	13%	16%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
I and/ or my partner make the choice	18%	14%	19%	18%	16%	-	24%	-	21%	38%	18%	-	18%	16%	23%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*
Not applicable	7%	9%	4%	3%	8%	17%	5%	37%	4%	-	7%	-	9%	8%	2%
	*	*	**	**	*	**	**	**	**	**	*	**	*	*	*

GOS_Q2_1. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To wear

	Unweighted base	381	234	125	528	20	126	61	392	46	270	903	488	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Earlier than 8	22%	23%	29%	25%	23%	10%	15%	23%	21%	29%	31%	19%	20%	24%	28%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



Total	Age of Children														
	Prefer not to say	Younger than 1 year old	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old	
I / we give them options and they make the final choice	18%	8%	20%	15%	40%	19%	35%	16%	12%	31%	27%	12%	11%	34%	8%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
I and/ or my partner make the choice	12%	14%	20%	14%	34%	46%	15%	34%	26%	14%	21%	7%	14%	4%	6%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
Not applicable	6%	14%	20%	-	5%	8%	13%	4%	4%	-	12%	6%	5%	2%	10%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q1_rb_2. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Book Bags

	Unweighted base	13	5	7	13	11	14	19	23	16	32	28	27	31	30
Base: US Adults With Kids	205	11	4	6	13	9	13	16	24	14	27	27	23	29	26
They make the choice	32%	40%	20%	47%	15%	18%	13%	20%	11%	18%	28%	32%	43%	29%	45%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
They give me options and I and/ or my spouse / partner make the final choice	17%	8%	19%	12%	13%	9%	-	11%	31%	26%	14%	14%	4%	21%	13%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
We choose together as a family	16%	15%	20%	-	6%	-	23%	10%	22%	7%	7%	17%	22%	19%	10%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
I / we give them options and they make the final choice	18%	9%	20%	-	39%	9%	43%	14%	20%	21%	12%	20%	20%	18%	10%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
I and/ or my partner make the choice	8%	7%	20%	28%	15%	27%	9%	34%	8%	12%	18%	11%	10%	4%	10%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
Not applicable	8%	21%	-	14%	12%	37%	13%	11%	8%	15%	22%	6%	-	9%	13%
	**	**	**	**	**	**	**	**	**	**	BI*	**	**	**	**

GOS_Q1_rb_4. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- School Supplies

	Unweighted base	13	5	7	13	11	14	19	23	16	32	28	27	31	30
Base: US Adults With Kids	205	11	4	6	13	9	13	16	24	14	27	27	23	29	26
They make the choice	22%	40%	-	33%	-	-	-	5%	4%	16%	10%	14%	25%	15%	29%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
They give me options and I and/ or my spouse / partner make the final choice	17%	9%	-	12%	20%	17%	8%	17%	39%	6%	9%	20%	12%	18%	13%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
We choose together as a family	25%	30%	40%	-	20%	39%	24%	22%	18%	47%	22%	19%	33%	23%	13%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
I / we give them options and they make the final choice	11%	-	-	-	27%	9%	20%	6%	4%	18%	3%	13%	12%	17%	10%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
I and/ or my partner make the choice	18%	7%	40%	41%	29%	18%	28%	46%	31%	13%	40%	28%	10%	25%	19%
	**	**	**	**	**	**	**	**	**	**	BI*	**	**	**	**
Not applicable	7%	14%	20%	14%	5%	17%	20%	4%	4%	-	16%	6%	7%	2%	16%
	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q2_1. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To wear

	Unweighted base	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Earlier than 8	22%	17%	36%	26%	42%	72%	36%	50%	47%	37%	28%	30%	31%	14%	23%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



	Total						School Aged children	No school aged children
		13 years old	14 years old	15 years old	16 years old	17 years old		
I / we give them options and they make the final choice	18%	19%	21%	15%	3%	18%	18%	-
		**	**	**	**	**	**	**
I and/ or my partner make the choice	12%	7%	2%	7%	6%	5%	12%	-
		**	**	**	**	**	**	**
Not applicable	6%	12%	2%	4%	7%	9%	6%	-
		**	**	**	**	**	**	**

GOS_Q1_rb_2. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- Book Bags

Unweighted base	220	23	35	26	27	39	220	-
Base: US Adults With Kids	205	23	34	23	27	43	205	-
They make the choice	32%	16%	30%	32%	29%	30%	32%	-
		**	**	**	**	**	**	**
They give me options and I and/ or my spouse / partner make the final choice	17%	17%	26%	19%	22%	18%	17%	-
		**	**	**	**	**	**	**
We choose together as a family	16%	16%	15%	18%	23%	20%	16%	-
		**	**	**	**	**	**	**
I / we give them options and they make the final choice	18%	35%	20%	19%	9%	16%	18%	-
		**	**	**	**	**	**	**
I and/ or my partner make the choice	8%	4%	5%	8%	10%	5%	8%	-
		**	**	**	**	**	**	**
Not applicable	8%	12%	4%	4%	7%	11%	8%	-
		**	**	**	**	**	**	**

GOS_Q1_rb_4. When it comes to shopping for your children, how much influence do they have in choosing each of the following items?

Please select one option on each row.

- School Supplies

Unweighted base	220	23	35	26	27	39	220	-
Base: US Adults With Kids	205	23	34	23	27	43	205	-
They make the choice	22%	7%	19%	28%	23%	28%	22%	-
		**	**	**	**	**	**	**
They give me options and I and/ or my spouse / partner make the final choice	17%	26%	34%	16%	26%	14%	17%	-
		**	**	**	**	**	**	**
We choose together as a family	25%	16%	18%	26%	36%	31%	25%	-
		**	**	**	**	**	**	**
I / we give them options and they make the final choice	11%	24%	13%	15%	3%	9%	11%	-
		**	**	**	**	**	**	**
I and/ or my partner make the choice	18%	12%	10%	7%	9%	6%	18%	-
		**	**	**	**	**	**	**
Not applicable	7%	16%	7%	7%	4%	11%	7%	-
		**	**	**	**	**	**	**

GOS_Q2_1. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To wear

Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Earlier than 8	22%	21%	20%	4%	9%	20%	26%	21%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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	E				F,H		F,H	K	*	K*		
8 to 9 years old	15%	12%	17%	14%	16%	14%	15%	16%	14%	15%	16%	15%	10%	13%	12%
			A									*	*		
10 to 12 years old	19%	23%	16%	18%	16%	23%	15%	20%	21%	17%	18%	19%	29%	12%	22%
			B			D							J,M*	*	P
13 to 15 years old	10%	11%	9%	9%	12%	10%	9%	9%	11%	11%	9%	13%	12%	10%	12%
											*	*	*	*	
16 to 18 years old	6%	7%	5%	5%	6%	6%	7%	5%	7%	3%	6%	6%	7%	3%	8%
									I				*	*	P
Don't know/not sure	29%	32%	25%	28%	27%	30%	37%	24%	28%	28%	28%	34%	22%	38%	29%
			B				G,H,I						*	J,L*	

GOS_Q2_2. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To buy

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Earlier than 8	6%	5%	7%	10%	5%	3%	6%	6%	4%	7%	5%	4%	7%	8%	6%
				D,E									*	*	
8 to 9 years old	9%	7%	10%	9%	12%	6%	8%	10%	8%	8%	9%	6%	9%	8%	8%
			A		E								*	*	
10 to 12 years old	14%	11%	16%	12%	14%	16%	17%	14%	13%	13%	15%	10%	13%	15%	12%
			A										*	*	
13 to 15 years old	19%	18%	19%	18%	17%	20%	12%	23%	19%	21%	21%	18%	13%	14%	15%
								F	F	F			*	*	
16 to 18 years old	23%	26%	21%	20%	23%	26%	19%	21%	28%	21%	21%	26%	35%	14%	29%
									F		M		J,M*	*	O,P,Q
Don't know/not sure	30%	33%	27%	31%	29%	30%	39%	27%	28%	30%	29%	36%	24%	40%	30%
			B				G,H,I						*	J,L*	

GOS_Q3_1. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Combating bullying or discrimination

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	29%	27%	31%	24%	30%	34%	25%	24%	36%	27%	26%	34%	44%	24%	33%
				C				F,G,I					J,M*	*	P
Somewhat positive	30%	31%	29%	31%	27%	31%	30%	33%	26%	34%	33%	20%	27%	23%	25%
									H		K,M		*	*	
Neither positive or negative	34%	35%	33%	36%	38%	29%	38%	34%	33%	33%	35%	40%	22%	42%	35%
				E							L		*	L*	
Somewhat negative	3%	3%	2%	4%	3%	2%	2%	5%	2%	2%	3%	2%	1%	4%	3%
				E									*	*	
Very negative	4%	4%	4%	5%	3%	4%	5%	4%	3%	4%	3%	3%	7%	7%	5%
													*	J*	P
Net: Positive	59%	58%	61%	55%	57%	65%	55%	57%	61%	61%	59%	54%	70%	47%	58%
						C,D					M		J,K,M*	*	
Net: Negative	7%	7%	6%	9%	5%	6%	8%	9%	6%	6%	6%	5%	8%	11%	7%
													*	J*	

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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+	
	N	N			**		*		*	Y				Z.AC	
8 to 9 years old	15%	17%	14%	17%	14%	15%	19%	15%	14%	14%	17%	14%	15%	15%	14%
	N				**		*		*						
10 to 12 years old	19%	18%	14%	20%	19%	14%	20%	23%	18%	25%	20%	19%	23%	18%	15%
					**		*		*				AB.AC		
13 to 15 years old	10%	9%	10%	7%	13%	14%	10%	8%	8%	7%	14%	9%	9%	12%	13%
				V	**		*		*						AC
16 to 18 years old	6%	5%	3%	6%	7%	24%	3%	2%	4%	4%	8%	5%	6%	6%	6%
					**		*		*						
Don't know/not sure	29%	28%	30%	26%	24%	23%	33%	29%	35%	20%	11%	34%	27%	26%	25%
					**		R	*	R	*		X			

GOS_Q2_2. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To buy

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Earlier than 8	6%	6%	7%	5%	6%	5%	3%	4%	6%	7%	10%	5%	6%	5%	8%
					**		*		*	Y					
8 to 9 years old	9%	7%	10%	14%	9%	19%	9%	6%	8%	9%	14%	7%	7%	9%	10%
				N.O	**		*		*	Y					
10 to 12 years old	14%	14%	15%	18%	16%	28%	11%	20%	10%	18%	19%	13%	14%	15%	14%
				V	**		V*		*	Y					
13 to 15 years old	19%	23%	17%	21%	17%	9%	25%	24%	17%	28%	16%	19%	20%	20%	18%
				**	**		R	*	*	*			AC	AC	
16 to 18 years old	23%	20%	18%	17%	28%	21%	20%	15%	21%	18%	26%	22%	24%	24%	25%
				U.V	**		*		*	*					
Don't know/not sure	30%	30%	33%	25%	25%	19%	32%	30%	38%	20%	15%	34%	29%	27%	25%
					**		*		R.W	*		X			

GOS_Q3_1. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Combating bullying or discrimination

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	29%	28%	25%	24%	34%	26%	30%	32%	24%	19%	35%	28%	30%	32%	25%
				V	**		*		*	*					
Somewhat positive	30%	32%	37%	33%	31%	22%	31%	26%	28%	36%	27%	31%	27%	31%	37%
				N	**		*		*	*					Z.AC
Neither positive or negative	34%	33%	34%	33%	30%	47%	32%	31%	38%	43%	33%	34%	36%	31%	32%
				**	**		R	*	*	*					
Somewhat negative	3%	3%	3%	3%	2%	5%	4%	1%	4%	-	3%	3%	3%	2%	2%
				**	**		*		*	*					
Very negative	4%	4%	1%	6%	3%	-	3%	10%	5%	2%	2%	5%	4%	3%	3%
				P	**		R*	*	*	*					
Net: Positive	59%	60%	62%	58%	65%	48%	61%	58%	53%	55%	62%	59%	57%	64%	63%
				V	**		*		*	*			AC	AC	
Net: Negative	7%	6%	4%	9%	5%	5%	7%	11%	9%	2%	5%	7%	8%	5%	5%
				**	**		*		R	*					

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



	Total	Age of Children													
		Prefer not to say	Younger than 1 year old	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old
			**	**	**	**	**	**	**	**	*	**	**	**	**
8 to 9 years old	15%	15%	19%	19%	12%	7%	8%	21%	23%	20%	22%	9%	23%	26%	11%
10 to 12 years old	19%	13%	25%	5%	16%	6%	22%	9%	3%	7%	15%	30%	28%	37%	30%
13 to 15 years old	10%	6%	10%	19%	6%	-	12%	6%	8%	19%	10%	20%	7%	22%	20%
16 to 18 years old	6%	3%	9%	9%	8%	3%	7%	7%	-	9%	6%	4%	3%	-	3%
Don't know/not sure	29%	45%	-	22%	16%	12%	15%	6%	19%	7%	19%	7%	7%	-	13%
		Z.AA.AB	**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q2_2. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To buy

Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Earlier than 8	6%	4%	11%	14%	7%	29%	7%	23%	8%	15%	3%	4%	-	5%	6%
8 to 9 years old	9%	8%	26%	18%	23%	7%	24%	10%	14%	22%	12%	30%	21%	8%	15%
10 to 12 years old	14%	12%	20%	13%	9%	29%	4%	23%	17%	7%	19%	6%	22%	22%	23%
13 to 15 years old	19%	12%	20%	18%	9%	7%	14%	11%	24%	20%	26%	26%	12%	24%	23%
16 to 18 years old	23%	17%	19%	19%	31%	18%	33%	17%	8%	29%	15%	19%	33%	35%	20%
Don't know/not sure	30%	47%	5%	18%	22%	10%	18%	16%	30%	7%	25%	13%	11%	6%	13%
		Z.AA.AB	**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q3_1. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Combating bullying or discrimination

Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Very positive	29%	26%	40%	27%	34%	35%	18%	27%	27%	25%	17%	33%	33%	23%	36%
Somewhat positive	30%	27%	25%	45%	19%	22%	35%	35%	49%	31%	30%	13%	25%	24%	30%
Neither positive or negative	34%	38%	25%	20%	38%	37%	43%	38%	20%	45%	45%	41%	34%	32%	34%
Somewhat negative	3%	2%	10%	-	9%	7%	-	-	-	-	4%	6%	4%	16%	-
Very negative	4%	6%	-	8%	-	-	4%	-	4%	-	3%	7%	4%	3%	-
Net: Positive	59%	53%	65%	72%	53%	56%	53%	62%	76%	55%	48%	46%	58%	48%	68%
Net: Negative	7%	9%	10%	8%	9%	7%	4%	-	4%	-	7%	13%	8%	20%	-
			**	**	**	**	**	**	**	**	*	**	**	**	**

YouGov Omnibus
School Uniforms

US_nat Sample: 15th - 16th August 2018



	Total						School Aged children	No school aged children
		13 years old	14 years old	15 years old	16 years old	17 years old		
		**	**	**	**	**		
8 to 9 years old	15%	13%	13%	16%	19%	15%	18%	14%
		**	**	**	**	**		
10 to 12 years old	19%	23%	29%	27%	26%	22%	22%	19%
		**	**	**	**	**		
13 to 15 years old	10%	20%	18%	29%	17%	17%	15%	9%
		**	**	**	**	**	BJ	
16 to 18 years old	6%	4%	5%	4%	23%	13%	9%	5%
		**	**	**	**	**		
Don't know/not sure	29%	19%	15%	21%	6%	14%	10%	32%
		**	**	**	**	**		BI

GOS_Q2_2. What do you think is the best age for a child to start choosing his or her own clothes to wear and buy?

Please select one option on each row.

- To buy

Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Earlier than 8	6%	8%	4%	-	4%	8%	7%	5%
		**	**	**	**	**		
8 to 9 years old	9%	21%	10%	4%	-	4%	13%	8%
		**	**	**	**	**	BJ	
10 to 12 years old	14%	17%	18%	8%	20%	12%	18%	13%
		**	**	**	**	**	BJ	
13 to 15 years old	19%	11%	21%	24%	12%	10%	17%	19%
		**	**	**	**	**		
16 to 18 years old	23%	24%	26%	43%	56%	47%	30%	22%
		**	**	**	**	**	AY,BJ	
Don't know/not sure	30%	20%	20%	21%	10%	19%	15%	33%
		**	**	**	**	**		BI

GOS_Q3_1. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Combating bullying or discrimination

Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	29%	41%	36%	22%	62%	33%	34%	28%
		**	**	**	**	**	AY	
Somewhat positive	30%	27%	32%	53%	13%	30%	27%	30%
		**	**	**	**	**		
Neither positive or negative	34%	33%	22%	21%	22%	31%	34%	34%
		**	**	**	**	**		
Somewhat negative	3%	-	11%	4%	-	4%	3%	3%
		**	**	**	**	**		
Very negative	4%	-	-	-	4%	2%	2%	4%
		**	**	**	**	**		
Net: Positive	59%	67%	68%	75%	75%	63%	62%	59%
		**	**	**	**	**		
Net: Negative	7%	-	11%	4%	4%	6%	5%	7%
		**	**	**	**	**		

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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)	

GOS_Q3_2. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting a student's individuality

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	13%	13%	13%	14%	13%	13%	12%	10%	16%	12%	9%	18%	26%	14%	16%
												J	J*	*	P,Q
Somewhat positive	12%	16%	9%	13%	11%	13%	13%	12%	11%	14%	11%	15%	21%	6%	16%
		B										M	J.M*	*	O,P
Neither positive or negative	39%	39%	40%	31%	44%	42%	42%	40%	39%	39%	41%	47%	29%	37%	39%
				C	C						L	L	*	*	
Somewhat negative	20%	19%	21%	22%	17%	21%	18%	19%	21%	23%	23%	13%	12%	23%	15%
											KL	*	*	L*	
Very negative	14%	12%	16%	19%	14%	11%	15%	19%	13%	13%	16%	7%	12%	20%	14%
				E						K	*	*	*	K*	
Net: Positive	26%	29%	23%	27%	24%	26%	25%	22%	28%	26%	20%	33%	47%	20%	32%
		B										J.M	J.K.M*	*	O,P,Q
Net: Negative	35%	32%	38%	42%	32%	32%	33%	38%	34%	36%	39%	20%	24%	43%	29%
			A	D,E							KL	*	*	K.L*	

GOS_Q3_3. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Reducing decision fatigue from questioning what to wear

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	32%	28%	36%	22%	29%	43%	29%	27%	36%	32%	30%	41%	37%	31%	30%
			A			C,D			G			J	*	*	
Somewhat positive	30%	34%	27%	30%	32%	30%	29%	34%	31%	27%	33%	21%	26%	32%	29%
		B									K	*	*	*	
Neither positive or negative	31%	31%	30%	38%	35%	21%	34%	33%	27%	32%	31%	36%	28%	28%	34%
			E	E								*	*	*	O
Somewhat negative	4%	3%	4%	5%	2%	3%	4%	3%	2%	6%	4%	2%	5%	2%	3%
									H			*	*	*	
Very negative	3%	4%	3%	4%	2%	4%	4%	3%	3%	3%	3%	1%	3%	7%	3%
												*	*	K*	
Net: Positive	63%	63%	63%	52%	61%	72%	59%	61%	67%	59%	62%	61%	64%	63%	59%
				C	C	C,D			F,I			*	*	*	
Net: Negative	7%	7%	7%	10%	5%	7%	8%	6%	6%	9%	7%	3%	8%	9%	7%
			D									*	*	K*	

GOS_Q3_4. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Encouraging discipline

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	28%	27%	28%	20%	27%	34%	28%	18%	33%	27%	23%	32%	42%	30%	28%
					C	C			G	G	G	J	J*	*	
Somewhat positive	27%	31%	23%	26%	23%	31%	24%	27%	26%	31%	30%	23%	21%	21%	27%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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+

GOS_Q3_2. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting a student's individuality

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	14%	14%	10%	8%	17%	8%	9%	11%	12%	8%	17%	12%	15%	12%	11%
					T.V	**		*		*					
Somewhat positive	12%	9%	10%	11%	13%	14%	14%	7%	11%	29%	17%	11%	14%	14%	9%
					**	**		*		R.T.U.V*	Y				
Neither positive or negative	39%	39%	42%	38%	41%	40%	43%	40%	37%	32%	36%	40%	36%	44%	40%
					**	**		*		*					
Somewhat negative	20%	23%	25%	26%	18%	29%	23%	24%	21%	24%	19%	21%	18%	20%	27%
		N	N	N		**		*		*					Z
Very negative	14%	14%	14%	18%	11%	9%	11%	19%	20%	6%	11%	16%	16%	11%	14%
					**	**		*	R.T.W	*					
Net: Positive	26%	23%	19%	18%	29%	22%	23%	17%	22%	37%	34%	23%	29%	26%	19%
					V	**		*		U.V*	Y		AB		
Net: Negative	35%	38%	39%	44%	29%	38%	34%	43%	41%	31%	30%	36%	35%	31%	41%
		N	N	N		**		R*	R	*					AA

GOS_Q3_3. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Reducing decision fatigue from questioning what to wear

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	32%	35%	32%	33%	38%	29%	32%	43%	24%	26%	29%	33%	28%	35%	32%
					V	**		V*		*					
Somewhat positive	30%	32%	34%	25%	29%	24%	32%	25%	31%	44%	33%	30%	30%	32%	36%
					**	**		*		*					AC
Neither positive or negative	31%	27%	29%	30%	27%	42%	27%	20%	38%	22%	31%	30%	34%	27%	25%
					**	**		*	R.T.U	*			AA,AB		
Somewhat negative	4%	4%	4%	3%	3%	4%	5%	7%	3%	8%	4%	4%	5%	4%	2%
					**	**		*		*					
Very negative	3%	3%	1%	8%	3%	-	4%	6%	3%	-	3%	4%	3%	3%	4%
			N.O.P		**	**		*		*					
Net: Positive	63%	67%	66%	58%	67%	54%	64%	68%	55%	70%	62%	63%	58%	67%	69%
		N			V	**		*		*			Z		Z
Net: Negative	7%	7%	5%	12%	6%	4%	9%	12%	6%	8%	6%	7%	8%	6%	7%
			P		**	**		*		*					

GOS_Q3_4. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Encouraging discipline

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	28%	30%	24%	24%	31%	24%	30%	33%	22%	30%	31%	27%	26%	30%	25%
					V	**		*		*					
Somewhat positive	27%	27%	30%	23%	26%	32%	34%	28%	25%	35%	30%	26%	26%	28%	35%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



Total	Age of Children													
	Prefer not to say	Younger than 1 year old	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old

GOS_Q3_2. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting a student's individuality

Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Very positive	13%	13%	20%	32%	16%	24%	19%	-	13%	9%	12%	14%	8%	17%	14%
			**	**	**	**	**	**	**	*	**	**	**	**	**
Somewhat positive	12%	10%	10%	13%	12%	36%	7%	5%	11%	14%	14%	20%	32%	19%	17%
			**	**	**	**	**	**	**	**	**	**	**	**	**
Neither positive or negative	39%	41%	34%	33%	46%	25%	56%	42%	46%	26%	38%	39%	36%	30%	48%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Somewhat negative	20%	20%	22%	23%	13%	15%	7%	37%	22%	41%	13%	15%	11%	18%	11%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Very negative	14%	16%	15%	-	13%	-	11%	16%	8%	9%	24%	11%	12%	16%	11%
			**	**	**	**	**	**	**	**	BI*	**	**	**	**
Net: Positive	26%	23%	29%	45%	28%	61%	26%	5%	24%	23%	26%	34%	40%	36%	31%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Net: Negative	35%	36%	37%	23%	26%	15%	18%	53%	30%	51%	37%	27%	24%	34%	21%
			**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q3_3. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Reducing decision fatigue from questioning what to wear

Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Very positive	32%	37%	39%	16%	18%	38%	17%	24%	30%	43%	15%	36%	15%	33%	37%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Somewhat positive	30%	23%	15%	22%	25%	10%	59%	57%	39%	22%	42%	24%	24%	39%	38%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Neither positive or negative	31%	33%	41%	54%	57%	30%	23%	13%	27%	35%	33%	30%	53%	19%	18%
			**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat negative	4%	2%	5%	4%	-	23%	-	6%	-	-	4%	4%	4%	3%	7%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Very negative	3%	5%	-	4%	-	-	-	4%	-	7%	7%	4%	7%	-	-
			**	**	**	**	**	**	**	**	**	**	**	**	**
Net: Positive	63%	60%	53%	38%	43%	48%	77%	80%	69%	65%	57%	59%	39%	72%	75%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Net: Negative	7%	7%	5%	8%	-	23%	-	6%	4%	-	10%	10%	8%	10%	7%
			**	**	**	**	**	**	**	**	*	**	**	**	**

GOS_Q3_4. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Encouraging discipline

Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26
Very positive	28%	31%	29%	26%	28%	50%	28%	11%	31%	19%	15%	25%	11%	26%	32%
			**	**	**	**	**	**	**	**	*	**	**	**	**
Somewhat positive	27%	18%	20%	15%	31%	28%	37%	52%	35%	35%	23%	24%	21%	24%	22%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 2018



Total							School Aged children	No school aged children
	13 years old	14 years old	15 years old	16 years old	17 years old			

GOS_Q3_2. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting a student's individuality

	Unweighted base	13 years old	14 years old	15 years old	16 years old	17 years old	School Aged children	No school aged children
Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	13%	19%	18%	9%	34%	2%	14%	13%
		**	**	**	**	**		
Somewhat positive	12%	9%	15%	31%	3%	20%	16%	12%
		**	**	**	**	**		
Neither positive or negative	39%	49%	21%	45%	44%	38%	39%	40%
		**	**	**	**	**		
Somewhat negative	20%	12%	30%	11%	15%	29%	19%	21%
		**	**	**	**	**		
Very negative	14%	12%	16%	4%	4%	12%	12%	15%
		**	**	**	**	**		
Net: Positive	26%	27%	32%	40%	37%	22%	30%	25%
		**	**	**	**	**		
Net: Negative	35%	24%	46%	16%	19%	40%	31%	36%
		**	**	**	**	**		

GOS_Q3_3. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Reducing decision fatigue from questioning what to wear

	Unweighted base	13 years old	14 years old	15 years old	16 years old	17 years old	School Aged children	No school aged children
Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	32%	32%	27%	27%	46%	21%	30%	33%
		**	**	**	**	**	AY	AY
Somewhat positive	30%	23%	53%	33%	29%	45%	36%	29%
		**	**	**	**	**		
Neither positive or negative	31%	41%	10%	31%	22%	27%	28%	31%
		**	**	**	**	**		
Somewhat negative	4%	-	7%	4%	-	2%	2%	4%
		**	**	**	**	**		
Very negative	3%	4%	3%	4%	4%	5%	3%	3%
		**	**	**	**	**		
Net: Positive	63%	55%	79%	61%	74%	66%	67%	62%
		**	**	**	**	**		
Net: Negative	7%	4%	10%	8%	4%	7%	5%	7%
		**	**	**	**	**		

GOS_Q3_4. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Encouraging discipline

	Unweighted base	13 years old	14 years old	15 years old	16 years old	17 years old	School Aged children	No school aged children
Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	28%	41%	32%	16%	59%	28%	29%	27%
		**	**	**	**	**		
Somewhat positive	27%	34%	38%	62%	15%	29%	31%	26%

YouGov Omnibus School Uniforms

US_nat Sample: 15th - 16th August 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)	
		B	A	E	D	H	I	G	F.H.I	*	*	*	*		
Neither positive or negative	34%	30%	38%	37%	40%	27%	40%	38%	31%	32%	35%	39%	29%	36%	35%
Somewhat negative	6%	7%	6%	11%	6%	3%	5%	10%	6%	5%	7%	4%	5%	5%	6%
Very negative	5%	5%	4%	6%	3%	5%	3%	7%	4%	5%	5%	2%	4%	9%	4%
Net: Positive	55%	58%	51%	46%	51%	65%	51%	45%	59%	58%	53%	55%	62%	51%	55%
Net: Negative	11%	12%	10%	16%	9%	8%	9%	17%	10%	10%	12%	6%	9%	14%	10%

GOS_Q3_5. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting school pride

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	26%	24%	27%	17%	24%	33%	24%	20%	30%	24%	23%	29%	36%	26%	28%
Somewhat positive	29%	33%	26%	26%	29%	32%	25%	29%	28%	35%	31%	29%	28%	20%	31%
Neither positive or negative	35%	32%	37%	42%	36%	27%	41%	36%	33%	31%	35%	38%	29%	39%	31%
Somewhat negative	5%	4%	5%	7%	4%	3%	5%	6%	4%	4%	6%	1%	3%	5%	4%
Very negative	6%	7%	5%	8%	5%	4%	4%	9%	5%	6%	6%	3%	5%	10%	5%
Net: Positive	55%	57%	53%	43%	54%	65%	49%	49%	58%	59%	53%	58%	64%	46%	59%
Net: Negative	11%	11%	11%	15%	10%	7%	10%	15%	9%	10%	12%	4%	8%	15%	9%

GOS_Q3_6. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Saving parents money on clothing

Unweighted base	1173	513	660	348	368	457	213	230	439	291	804	135	137	97	433
Base: All US Adults	1154	565	589	363	345	446	206	224	447	277	757	132	178	88	480
Very positive	29%	29%	35%	23%	31%	40%	30%	27%	35%	33%	28%	36%	45%	33%	36%
Somewhat positive	23%	23%	24%	23%	23%	23%	23%	28%	21%	23%	25%	21%	18%	19%	23%
Neither positive or negative	31%	32%	29%	35%	30%	28%	35%	30%	31%	29%	33%	35%	24%	24%	32%
Somewhat negative	8%	9%	7%	11%	9%	4%	6%	6%	7%	11%	8%	5%	7%	13%	5%
Very negative	6%	7%	6%	8%	6%	5%	5%	9%	6%	5%	6%	4%	6%	11%	5%
Net: Positive	55%	52%	58%	46%	55%	63%	53%	55%	56%	56%	53%	57%	63%	52%	58%
Net: Negative	14%	16%	12%	18%	15%	10%	11%	15%	14%	15%	14%	9%	13%	24%	10%

YouGov Omnibus

School Uniforms

US_nat Sample: 15th - 16th August 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+
Neither positive or negative	34%	31%	36%	40%	32%	39%	30%	30%	40%	29%	31%	35%	37%	30%	31%
Somewhat negative	6%	8%	7%	4%	7%	5%	4%	1%	8%	6%	6%	7%	6%	8%	5%
Very negative	5%	5%	2%	8%	5%	-	3%	7%	6%	-	3%	5%	5%	3%	4%
Net: Positive	55%	57%	55%	48%	57%	57%	64%	61%	47%	65%	61%	53%	51%	58%	60%
Net: Negative	11%	13%	9%	12%	11%	5%	7%	9%	14%	6%	9%	12%	11%	11%	9%

GOS_Q3_5. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting school pride

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	26%	27%	22%	17%	31%	10%	25%	30%	19%	20%	28%	25%	26%	26%	22%
Somewhat positive	29%	26%	32%	27%	29%	34%	38%	26%	26%	38%	32%	29%	28%	34%	34%
Neither positive or negative	35%	36%	38%	39%	30%	47%	31%	32%	41%	37%	29%	36%	36%	32%	33%
Somewhat negative	5%	5%	4%	7%	4%	9%	3%	4%	6%	4%	6%	5%	5%	4%	4%
Very negative	6%	6%	4%	10%	6%	-	3%	9%	7%	2%	5%	6%	5%	5%	7%
Net: Positive	55%	53%	54%	43%	60%	44%	64%	56%	46%	57%	60%	53%	54%	59%	56%
Net: Negative	11%	11%	8%	18%	10%	9%	6%	12%	13%	6%	11%	10%	11%	9%	11%

GOS_Q3_6. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Saving parents money on clothing

Unweighted base	1173	381	234	125	528	20	126	61	392	46	270	903	468	335	213
Base: All US Adults	1154	368	194	111	514	19	119	61	395	46	257	897	477	332	189
Very positive	31%	31%	29%	25%	35%	33%	32%	43%	28%	21%	29%	33%	33%	31%	33%
Somewhat positive	23%	22%	27%	24%	22%	15%	27%	19%	24%	29%	22%	23%	22%	26%	25%
Neither positive or negative	31%	31%	28%	30%	29%	42%	30%	23%	34%	31%	30%	31%	33%	28%	26%
Somewhat negative	8%	9%	11%	8%	8%	10%	7%	4%	7%	19%	13%	6%	6%	11%	7%
Very negative	6%	7%	5%	13%	6%	-	4%	11%	7%	-	5%	7%	6%	4%	9%
Net: Positive	55%	53%	55%	49%	57%	48%	59%	62%	51%	50%	52%	56%	55%	57%	58%
Net: Negative	14%	16%	17%	21%	14%	10%	11%	15%	14%	19%	18%	13%	13%	15%	16%

YouGov Omnibus
School Uniforms

US_nat Sample: 15th - 16th August 2018



	Total	Age of Children													
		Prefer not to say	Younger than 1 year old	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old
Neither positive or negative	34%	38%	46%	55%	34%	19%	27%	33%	26%	38%	48%	30%	44%	35%	35%
Somewhat negative	6%	6%	5%	-	6%	-	8%	5%	4%	8%	9%	17%	12%	9%	7%
Very negative	5%	7%	-	4%	-	4%	-	4%	-	4%	4%	12%	7%	3%	3%
Net: Positive	55%	50%	49%	41%	60%	78%	65%	62%	66%	54%	38%	49%	32%	50%	54%
Net: Negative	11%	13%	5%	4%	6%	4%	8%	5%	8%	8%	13%	21%	24%	15%	11%

GOS_Q3_5. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting school pride

	Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26	
Very positive	26%	28%	34%	32%	28%	41%	21%	5%	25%	19%	9%	29%	19%	33%	33%	
Somewhat positive	29%	19%	16%	21%	26%	31%	37%	59%	41%	28%	33%	22%	28%	15%	24%	
Neither positive or negative	35%	39%	40%	39%	40%	21%	38%	31%	26%	45%	45%	25%	34%	30%	40%	
Somewhat negative	5%	6%	10%	8%	3%	7%	-	-	-	8%	6%	16%	3%	14%	4%	
Very negative	6%	8%	-	-	3%	-	4%	5%	8%	-	6%	8%	16%	7%	-	
Net: Positive	55%	47%	50%	52%	54%	73%	58%	64%	66%	47%	43%	51%	47%	49%	56%	
Net: Negative	11%	14%	10%	8%	7%	7%	4%	5%	8%	8%	12%	24%	19%	21%	4%	

GOS_Q3_6. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Saving parents money on clothing

	Unweighted base	1173	157	19	21	28	20	27	19	23	16	32	28	27	31	30
Base: All US Adults	1154	156	17	20	27	24	23	16	24	14	27	27	23	29	26	
Very positive	32%	29%	34%	26%	21%	23%	23%	21%	34%	28%	21%	32%	10%	22%	39%	
Somewhat positive	23%	20%	10%	22%	33%	29%	27%	26%	14%	19%	28%	28%	22%	20%	18%	
Neither positive or negative	31%	38%	30%	42%	27%	22%	40%	33%	38%	38%	38%	22%	38%	22%	32%	
Somewhat negative	8%	6%	10%	10%	16%	23%	11%	16%	7%	15%	7%	14%	16%	22%	11%	
Very negative	6%	7%	16%	-	3%	3%	-	5%	7%	-	6%	4%	12%	14%	-	
Net: Positive	55%	49%	44%	48%	53%	52%	49%	46%	48%	47%	49%	60%	32%	42%	57%	
Net: Negative	14%	13%	26%	10%	19%	26%	11%	20%	14%	15%	13%	17%	30%	35%	11%	

YouGov Omnibus
School Uniforms

US_nat Sample: 15th - 16th August 2018



	Total						School Aged children	No school aged children
		13 years old	14 years old	15 years old	16 years old	17 years old		
		**	**	**	**	**		
Neither positive or negative	34%	21%	14%	11%	22%	35%	30%	35%
		**	**	**	**	**		
Somewhat negative	6%	-	11%	3%	-	6%	6%	6%
		**	**	**	**	**		
Very negative	5%	4%	5%	8%	4%	2%	3%	5%
		**	**	**	**	**		
Net: Positive	55%	76%	70%	78%	75%	57%	60%	53%
		**	**	**	**	**	AY	
Net: Negative	11%	4%	16%	11%	4%	9%	10%	11%
		**	**	**	**	**		

GOS_Q3_5. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Promoting school pride

Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	26%	23%	35%	24%	56%	21%	27%	25%
		**	**	**	**	**	AY	
Somewhat positive	29%	44%	33%	44%	12%	36%	34%	28%
		**	**	**	**	**		
Neither positive or negative	35%	25%	22%	17%	25%	33%	28%	36%
		**	**	**	**	**	BI	
Somewhat negative	5%	-	7%	7%	-	8%	5%	5%
		**	**	**	**	**		
Very negative	6%	8%	3%	8%	7%	2%	6%	6%
		**	**	**	**	**		
Net: Positive	55%	67%	68%	68%	68%	57%	61%	54%
		**	**	**	**	**	AY	
Net: Negative	11%	8%	10%	15%	7%	10%	11%	10%
		**	**	**	**	**		

GOS_Q3_6. Thinking about strict school dress codes...To what extent do you think school uniforms have a positive or negative effect on each of the following matters?

Please select all that apply

- Saving parents money on clothing

Unweighted base	1173	23	35	26	27	39	220	953
Base: All US Adults	1154	23	34	23	27	43	205	949
Very positive	32%	22%	40%	16%	58%	21%	31%	32%
		**	**	**	**	**		
Somewhat positive	23%	26%	15%	42%	7%	16%	22%	24%
		**	**	**	**	**		
Neither positive or negative	31%	25%	27%	26%	25%	49%	31%	31%
		**	**	**	**	**		
Somewhat negative	8%	20%	9%	11%	-	9%	12%	7%
		**	**	**	**	**	BJ	
Very negative	6%	7%	8%	4%	10%	4%	5%	6%
		**	**	**	**	**		
Net: Positive	55%	48%	56%	58%	65%	37%	53%	56%
		**	**	**	**	**		
Net: Negative	14%	27%	17%	16%	10%	14%	17%	13%
		**	**	**	**	**		