

1. Design

Thinking about the colors and design of your clothing, what do you tend to prefer?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Solid colors	64%	62%	65%	48%	59%	72%	74%	67%	48%	56%	69%
Simple patterns (plaid, stripes, etc.)	24%	26%	22%	36%	26%	19%	16%	23%	31%	26%	22%
Complicated designs	6%	3%	8%	8%	9%	3%	3%	5%	9%	7%	3%
Not sure	7%	8%	6%	8%	6%	6%	6%	5%	13%	11%	6%
Totals (Unweighted N)	100% (997)	100% (488)	100% (509)	100% (172)	100% (256)	100% (388)	100% (181)	100% (697)	100% (119)	100% (112)	100% (69)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Solid colors	64%	61%	66%	63%	64%	64%	72%	55%	62%	64%	63%	65%
Simple patterns (plaid, stripes, etc.)	24%	27%	21%	26%	20%	29%	25%	29%	24%	25%	25%	23%
Complicated designs	6%	4%	7%	5%	9%	3%	1%	3%	7%	6%	5%	5%
Not sure	7%	8%	6%	6%	7%	4%	2%	13%	7%	4%	8%	8%
Totals (Unweighted N)	100% (997)	100% (352)	100% (373)	100% (272)	100% (441)	100% (287)	100% (138)	100% (131)	100% (177)	100% (222)	100% (365)	100% (233)

2. Logos

Thinking about logos on clothing, what do you prefer?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Large logos	8%	7%	9%	19%	8%	4%	0%	6%	10%	13%	10%
Small logos	30%	32%	28%	30%	43%	26%	18%	24%	44%	39%	42%
No logos	56%	54%	58%	44%	41%	65%	76%	64%	31%	46%	44%
Not sure	6%	7%	6%	7%	7%	5%	6%	6%	15%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(174)	(256)	(386)	(182)	(695)	(120)	(113)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Large logos	8%	7%	10%	6%	9%	4%	6%	10%	12%	5%	8%	6%
Small logos	30%	37%	23%	33%	26%	35%	23%	39%	36%	29%	34%	20%
No logos	56%	52%	60%	56%	57%	56%	68%	43%	44%	61%	52%	69%
Not sure	6%	5%	7%	6%	8%	5%	3%	7%	8%	5%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(354)	(373)	(271)	(443)	(286)	(138)	(131)	(177)	(224)	(363)	(234)

3. Fit

Thinking about how clothing fits, what do you prefer?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Baggy	11%	10%	12%	16%	13%	8%	10%	11%	7%	10%	19%
Neither baggy nor tight	79%	81%	76%	66%	70%	87%	90%	81%	74%	73%	73%
Tight	8%	5%	10%	17%	11%	3%	0%	5%	14%	13%	8%
Not sure	3%	3%	2%	2%	6%	2%	—	2%	5%	5%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(173)	(255)	(388)	(182)	(697)	(118)	(113)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Baggy	11%	15%	12%	6%	13%	10%	9%	12%	14%	8%	8%	17%
Neither baggy nor tight	79%	76%	78%	82%	76%	81%	88%	76%	75%	84%	82%	72%
Tight	8%	6%	6%	12%	8%	8%	3%	10%	5%	7%	8%	9%
Not sure	3%	4%	3%	0%	4%	2%	0%	2%	5%	2%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(353)	(373)	(272)	(443)	(287)	(138)	(130)	(176)	(224)	(364)	(234)

4. Gift

If someone was to give you a gift of clothing, what would you want most?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A coat or jacket	27%	26%	28%	31%	26%	24%	31%	24%	29%	33%	37%
Pants	16%	16%	16%	14%	16%	17%	16%	17%	22%	15%	5%
Underwear	3%	3%	4%	7%	1%	3%	3%	3%	3%	5%	6%
A shirt	25%	31%	20%	20%	32%	25%	23%	26%	19%	28%	21%
A dress	6%	1%	10%	7%	7%	5%	4%	5%	9%	7%	7%
Socks	7%	9%	6%	7%	7%	10%	4%	9%	4%	3%	8%
Not sure	15%	14%	16%	14%	11%	16%	20%	16%	15%	9%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(489)	(509)	(172)	(256)	(388)	(182)	(697)	(119)	(113)	(69)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A coat or jacket	27%	29%	29%	20%	29%	27%	25%	24%	30%	31%	22%	29%
Pants	16%	16%	14%	21%	17%	15%	13%	17%	15%	12%	20%	16%
Underwear	3%	4%	2%	5%	3%	2%	2%	7%	6%	2%	3%	3%
A shirt	25%	22%	26%	28%	22%	30%	30%	24%	24%	24%	24%	29%
A dress	6%	6%	4%	9%	7%	7%	1%	5%	5%	7%	5%	5%
Socks	7%	8%	10%	4%	9%	7%	6%	4%	6%	9%	6%	9%
Not sure	15%	16%	15%	14%	13%	12%	23%	19%	14%	15%	20%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(353)	(373)	(272)	(443)	(287)	(138)	(130)	(176)	(224)	(364)	(234)

5. Socks as Gifts

Do you generally like or dislike it if people get you socks as a gift?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	56%	46%	64%	53%	57%	60%	48%	56%	57%	60%	45%
Dislike	20%	24%	17%	18%	19%	19%	27%	20%	14%	18%	32%
Not sure	24%	30%	19%	29%	24%	21%	25%	24%	29%	22%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(489)	(510)	(173)	(256)	(388)	(182)	(697)	(119)	(113)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	56%	59%	49%	63%	57%	57%	46%	56%	56%	52%	56%	57%
Dislike	20%	16%	24%	20%	17%	25%	23%	19%	19%	20%	22%	19%
Not sure	24%	26%	27%	17%	26%	17%	31%	25%	26%	28%	21%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(353)	(374)	(272)	(443)	(288)	(138)	(130)	(176)	(224)	(365)	(234)

6. Clothes as Gifts

Do you generally like or dislike it if people get you clothes as a gift?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	67%	63%	71%	66%	68%	69%	64%	66%	69%	76%	57%
Dislike	16%	17%	14%	14%	11%	17%	20%	17%	15%	8%	21%
Not sure	17%	20%	14%	20%	21%	14%	16%	17%	16%	16%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(484)	(507)	(174)	(254)	(383)	(180)	(691)	(118)	(112)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	67%	72%	64%	66%	70%	68%	58%	67%	72%	70%	68%	59%
Dislike	16%	16%	16%	14%	12%	18%	21%	16%	15%	14%	15%	19%
Not sure	17%	12%	19%	21%	18%	14%	21%	17%	13%	16%	17%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(350)	(371)	(270)	(436)	(286)	(138)	(131)	(175)	(223)	(363)	(230)

7. Source of Socks

Were most of your socks given to you as a gift or did you purchase them on your own?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Given as a gift	13%	14%	13%	23%	15%	9%	6%	13%	13%	17%	11%
Purchased myself	80%	79%	82%	71%	74%	85%	93%	81%	81%	76%	81%
Not sure	6%	7%	6%	6%	11%	6%	1%	6%	6%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(486)	(509)	(174)	(254)	(387)	(180)	(693)	(119)	(113)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Given as a gift	13%	15%	11%	13%	14%	10%	10%	18%	12%	10%	13%	16%
Purchased myself	80%	80%	80%	82%	78%	87%	86%	75%	77%	84%	79%	83%
Not sure	6%	5%	8%	5%	8%	3%	4%	8%	11%	6%	8%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(353)	(372)	(270)	(439)	(287)	(138)	(131)	(177)	(221)	(364)	(233)

Interviewing Dates	December 7 - 10, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.146 to 4.169, with a mean of one and a standard deviation of 0.891.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.