

YouGov Survey Results

Sample Size: 5413 GB Adults
Fieldwork: 19th - 22nd May 2017

	Gender		Age				Social Grade		Region					Age / Gender									
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Male 18-29	Male 30-49	Male 50-64	Male 65+	Female 18-29	Female 30-49	Female 50-64	Female 65+	
Weighted Sample	5413	2620	2793	629	2312	1256	1217	3085	2328	650	1797	1164	1305	498	472	986	611	552	485	999	645	664	
Unweighted Sample	5413	2677	2736	241	1711	1736	1725	3645	1768	637	1852	1082	1215	627	210	654	855	958	296	792	881	767	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Online clothing retailer ASOS has been criticised for labelling a UK size 10 item of women's clothing as equivalent to a "large" size. ASOS claimed the description had been a computer error and apologised for the mistake. Which of the following women's clothing sizes do you think is the rough equivalent of a large size?

Size 4 or lower	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Size 6	0	1	0	3	0	0	0	1	0	0	1	1	0	0	3	0	0	0	1	0	0	0	0
Size 8	0	1	0	1	0	1	0	0	1	0	1	0	1	0	0	0	1	1	2	0	1	0	0
Size 10	1	2	1	4	1	0	1	1	1	3	1	1	1	0	5	2	0	1	1	1	0	1	1
Size 12	3	3	3	6	4	1	1	3	3	4	2	3	5	1	5	4	2	2	7	3	1	0	0
Size 14	12	14	11	21	17	8	4	13	12	15	12	13	12	13	17	18	11	8	25	14	6	1	1
Size 16	32	26	39	34	34	33	28	35	29	32	32	33	32	33	22	24	32	26	41	46	35	30	30
Size 18	22	16	28	6	19	25	34	22	23	17	25	22	21	22	4	17	17	25	13	22	33	42	42
Size 20 or higher	10	6	14	3	8	13	14	9	11	5	10	9	11	14	2	7	7	6	6	9	19	21	21
Don't know	18	32	5	23	17	17	17	17	20	23	16	19	18	16	41	28	30	31	4	5	5	6	6

REBASED TO EXCLUDE DON'T KNOWS

Size 4 or lower	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Size 6	0	1	0	4	0	0	0	1	0	0	1	1	0	0	5	0	0	0	1	0	0	0	0
Size 8	0	1	0	1	0	1	0	0	1	0	1	0	1	0	0	0	1	1	2	0	1	0	0
Size 10	1	3	1	5	1	0	1	1	1	4	1	1	1	0	9	3	0	1	1	1	0	1	1
Size 12	4	4	3	8	5	1	1	4	4	5	2	4	6	1	9	6	3	3	7	3	1	0	0
Size 14	15	20	11	27	20	10	5	15	15	20	14	16	14	16	29	25	16	12	26	15	6	1	1
Size 16	40	38	41	44	41	41	34	42	36	42	38	40	39	40	38	33	46	38	43	48	37	32	32
Size 18	28	23	29	8	23	31	41	26	29	22	30	27	25	27	7	24	24	36	14	23	35	44	44
Size 20 or higher	13	9	15	4	10	16	17	11	14	7	12	11	13	17	3	10	10	9	6	9	20	22	22