

YouGov Survey Results

Sample Size: 1650 GB Adults
Fieldwork: 9th - 10th June 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1650	561	462	116	198	800	850	196	417	564	472	941	709	211	536	353	406	144
Unweighted Sample	1650	493	505	130	185	779	871	130	314	694	512	1064	586	196	562	347	392	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how difficult or easy is it for you to find clothes that fit you well and you feel confident in?

Very easy	14	16	15	13	12	19	10	11	9	16	19	14	14	15	15	15	14	14
Fairly easy	37	42	33	45	37	41	33	32	38	37	39	40	34	40	42	36	32	34
TOTAL EASY	51	58	48	58	49	60	43	43	47	53	58	54	48	55	57	51	46	48
Neither easy nor difficult	20	20	19	23	20	20	20	21	20	21	19	19	21	18	17	19	25	22
Fairly difficult	20	18	22	18	23	12	27	19	24	18	19	20	20	15	17	22	22	23
Very difficult	6	4	8	2	6	4	9	8	7	8	4	5	8	7	7	5	6	5
TOTAL DIFFICULT	26	22	30	20	29	16	36	27	31	26	23	25	28	22	24	27	28	28
Don't know	2	0	3	0	3	3	1	9	2	1	0	1	3	5	2	3	1	1

Generally speaking, how well, if at all, do you think that clothes sizes are or are not standardised in clothes shops?

Very well	4	4	4	3	2	4	4	1	4	4	4	4	4	5	3	4	2	6
Fairly well	28	33	28	24	24	37	20	27	28	26	32	29	28	30	31	25	26	31
TOTAL WELL	32	37	32	27	26	41	24	28	32	30	36	33	32	35	34	29	28	37
Not very well	37	36	35	37	42	30	43	32	37	37	39	37	37	34	35	39	36	40
Not well at all	21	19	23	25	19	13	28	19	20	23	20	21	20	18	22	23	21	17
TOTAL NOT WELL	58	55	58	62	61	43	71	51	57	60	59	58	57	52	57	62	57	57
Don't know	11	7	10	12	14	17	5	21	12	10	6	10	11	13	9	10	14	6

What do you think is the smallest size shops should stock of women's clothing? (The sizes below refer to UK sizes)

4	14	13	15	15	10	12	16	26	21	11	5	15	12	17	13	15	10	17
6	28	27	27	30	32	18	37	32	28	28	25	28	27	28	29	24	28	30
8	24	28	23	18	23	18	29	14	19	25	31	23	24	17	24	28	25	20
10	6	6	5	2	9	5	7	2	3	4	11	5	6	4	6	7	6	2
12	1	1	1	1	1	1	1	1	2	1	2	1	2	0	1	1	1	2
14	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Other [For all open responses, please see Tab1]	1	1	2	1	1	1	1	2	1	1	2	1	1	2	1	1	2	1
Don't know	26	23	28	34	24	45	9	24	26	29	25	26	27	31	25	23	27	27

Fieldwork: 9th - 10th June 2015

	Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1650	561	462	116	198	800	850	196	417	564	472	941	709	211	536	353	406	144
Unweighted Sample	1650	493	505	130	185	779	871	130	314	694	512	1064	586	196	562	347	392	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what do you think is the largest size shops should stock of women's clothing? (The sizes below refer to UK sizes)

14	2	2	1	0	1	2	1	2	4	1	0	2	1	1	2	1	3	0
16	1	2	0	0	1	1	1	5	2	0	0	1	1	2	1	1	1	1
18	5	6	3	5	8	4	5	10	5	4	3	5	5	4	5	6	5	3
20	8	8	9	9	7	5	11	11	8	9	7	8	8	9	9	5	10	4
22	9	10	8	10	12	6	12	7	9	9	10	10	8	7	9	11	7	12
24	34	39	33	32	30	25	42	29	33	31	40	35	32	29	35	35	32	38
Other [For all open responses, please see Tab2]	8	5	12	5	11	5	11	3	8	10	9	7	11	11	6	13	7	6
Don't know	33	28	36	40	31	50	17	31	32	36	31	32	35	36	33	28	35	35

Which of the following statements best reflects your view?

Stocking larger sizes of clothing helps to normalise people being a larger size	38	39	39	37	41	36	41	37	38	39	38	39	37	37	36	40	41	39
Stocking larger sizes of clothing does not help to normalise people being a larger size	21	22	20	26	14	17	24	24	21	17	23	22	18	17	23	21	19	20
Neither	25	24	24	24	27	24	25	19	24	26	26	22	28	28	24	24	22	31
Don't know	17	15	17	14	18	23	10	20	16	18	13	17	17	18	18	15	18	10

Which of the following statements best reflects your view?

Stocking larger sizes of clothing encourages people from losing weight and being healthier	4	3	5	2	3	4	3	2	4	3	4	3	4	3	3	4	4	4
Stocking larger sizes of clothing discourages people from losing weight and being healthier	15	20	12	15	15	15	16	22	16	13	15	17	13	17	16	12	18	14
Stocking larger sizes of clothing does not have any affect on people's likelihood to lose weight and being healthier	58	56	61	60	56	50	66	48	54	62	61	59	57	58	58	64	53	58
Don't know	23	21	22	23	26	31	15	28	26	22	20	22	25	21	23	21	26	24