

# YouGov Survey Results

Sample Size: 1578 GB Adults  
Fieldwork: 23rd - 24th 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
<b>Weighted Sample</b>	<b>1578</b>	537	442	110	189	765	813	188	399	540	451	899	679	202	513	338	388	137
Unweighted Sample	1578	479	444	118	173	803	775	136	218	694	530	1000	578	202	521	329	372	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From the following list of men's jeans, please choose your top three...

1	4	4	5	3	2	4	5	19	6	1	1	5	3	6	5	2	5	3
2	3	3	3	3	1	3	3	10	2	2	1	3	3	2	3	2	3	4
3	7	8	7	7	5	6	7	11	5	6	8	7	7	5	7	6	8	6
4	3	3	3	3	4	3	2	9	4	1	1	4	2	5	2	3	2	2
5	4	5	5	3	1	4	4	13	3	4	2	5	3	5	5	3	4	4
6	9	9	9	9	7	7	11	20	14	6	3	11	7	9	9	11	5	11
7	32	35	31	36	31	26	37	24	28	36	35	32	31	33	32	37	28	28
8	10	8	11	6	5	8	11	21	15	8	2	10	10	14	8	10	11	9
9	22	26	22	18	20	20	25	36	22	18	21	24	19	29	20	23	22	18
10	15	13	17	17	12	12	19	16	24	17	5	15	16	20	14	13	16	18
11	14	11	16	22	10	15	13	21	23	11	6	15	12	15	12	9	17	22
12	24	26	23	17	31	24	24	9	10	27	39	24	23	16	24	29	22	25
13	43	46	41	49	46	41	45	26	38	47	51	44	43	37	47	37	45	48
14	19	21	15	19	30	22	17	5	9	20	34	20	19	14	20	20	21	18
15	20	21	19	31	14	19	21	10	34	23	9	19	22	18	19	20	23	23
16	1	0	1	0	1	1	1	0	2	1	0	1	1	0	1	2	1	2
17	7	7	8	5	7	9	5	2	6	10	8	6	9	7	7	10	6	5
18	3	3	2	1	4	4	1	0	2	2	4	3	3	2	2	3	3	2
19	8	7	9	9	6	8	8	9	11	8	3	7	8	7	7	6	10	9
20	8	7	9	7	9	10	7	2	11	10	6	7	10	5	6	13	7	12
Don't know	13	12	13	11	15	16	10	11	9	12	19	12	15	15	14	13	13	9

Which of the following styles of jeans do you personally prefer most?

[This question was only asked to men; n=803]

Skinny (tight at at least some point in the leg)	6	6	8	4	4	6	0	27	8	1	1	8	3	10	4	6	8	4
Straight/slim (slim all the way down the leg but not tight)	33	35	31	44	30	33	0	37	33	37	28	37	28	38	32	35	30	37
Easy/loose (plenty of room but not baggy)	51	52	53	44	49	51	0	22	54	54	57	45	59	40	54	51	52	52
Baggy	2	1	2	1	2	2	0	4	0	3	0	1	3	5	1	1	0	1
Don't know	8	6	7	7	14	8	0	10	5	6	14	9	7	7	9	6	10	6

# YouGov Survey Results

Sample Size: 1578 GB Adults  
Fieldwork: 23rd - 24th June 2015

	England /		Age and Gender							
	Total	Wales	Male 18-24	Male 25-39	Male 40-59	Male 60+	Female 18-24	Female 25-39	Female 40-59	Female 60+
<b>Weighted Sample</b>	<b>1578</b>	1441	95	199	267	205	93	200	273	246
Unweighted Sample	1578	1424	59	93	345	306	77	125	349	224
	%	%	%	%	%	%	%	%	%	%

From the following list of men's jeans, please choose your top three...

1	4	5	16	5	1	1	22	6	1	0
2	3	3	11	2	2	1	10	2	2	1
3	7	7	16	4	5	5	6	5	6	10
4	3	3	9	5	1	2	9	3	1	0
5	4	4	15	3	4	1	10	4	5	2
6	9	9	11	12	4	4	29	17	7	3
7	32	32	20	27	30	23	27	28	41	44
8	10	10	16	11	7	3	26	18	10	2
9	22	23	35	25	14	15	38	19	23	27
10	15	15	9	17	13	5	24	30	22	4
11	14	13	21	27	11	4	21	18	12	7
12	24	24	13	14	26	36	5	6	27	41
13	43	43	27	40	43	47	25	36	50	55
14	19	20	7	9	25	37	4	8	14	32
15	20	20	10	32	19	11	10	36	27	8
16	1	1	0	2	1	0	0	2	1	1
17	7	7	2	8	13	8	1	3	6	8
18	3	3	1	4	3	6	0	0	2	3
19	8	7	11	9	9	3	7	14	8	2
20	8	8	3	11	12	10	1	10	9	3
Don't know	13	14	15	9	16	24	7	8	9	15

Which of the following styles of jeans do you personally prefer most?

[This question was only asked to men; n=803]

Skinny (tight at at least some point in the leg)	6	6	27	8	1	1	0	0	0	0
Straight/slim (slim all the way down the leg but not tight)	33	33	37	33	37	28	0	0	0	0
Easy/loose (plenty of room but not baggy)	51	51	22	54	54	57	0	0	0	0
Baggy	2	2	4	0	3	0	0	0	0	0
Don't know	8	8	10	5	6	14	0	0	0	0

Fieldwork: 23rd - 24th 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
<b>Weighted Sample</b>	<b>1578</b>	537	442	110	189	765	813	188	399	540	451	899	679	202	513	338	388	137
Unweighted Sample	1578	479	444	118	173	803	775	136	218	694	530	1000	578	202	521	329	372	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**On a healthy and attractive man, which of the following styles of jeans do you prefer to see?**

[This question was only asked to women; n=775]

Skinny (tight at at least some point in the leg)	5	3	5	3	4	0	5	18	5	2	2	5	5	2	6	5	5	1
Straight/slim (slim all the way down the leg but not tight)	57	63	56	69	58	0	57	57	43	62	64	62	52	66	58	51	60	51
Easy/loose (plenty of room but not baggy)	33	30	35	26	27	0	33	20	49	31	27	30	36	29	31	37	30	44
Baggy	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Don't know	5	4	3	2	10	0	5	4	3	5	6	3	7	3	5	6	5	4

**Thinking about the waist of your trousers, is it normally:**

[This question was only asked to men; n=803]

Above the belly button	3	1	2	4	10	3	0	2	1	4	5	2	5	4	5	1	3	3
About on the belly button	22	24	26	18	24	22	0	9	9	22	42	20	25	16	27	19	25	18
Between the belly button and the hips	43	43	42	38	44	43	0	18	39	55	45	43	44	43	42	42	46	46
About on the hips	22	24	20	35	12	22	0	44	38	16	4	24	19	24	18	27	20	26
Just below the hips	5	4	6	3	5	5	0	17	8	1	1	6	2	7	4	6	2	6
Significantly below the hips	0	0	0	0	0	0	0	3	0	0	0	1	0	1	0	1	0	0
Don't know	4	4	2	3	4	4	0	7	6	3	4	4	4	6	4	5	4	1

**On a healthy and attractive man, where do you prefer to see the waist of jeans being worn?**

[This question was only asked to women; n=775]

Above the belly button	11	14	9	3	19	0	11	0	3	7	25	10	11	12	11	9	13	6
About on the belly button	34	35	30	44	48	0	34	15	19	41	47	33	36	27	34	43	30	34
Between the belly button and the hips	34	35	36	31	18	0	34	41	48	39	15	36	33	38	33	32	36	32
About on the hips	12	9	16	19	4	0	12	33	21	7	3	15	10	12	13	7	14	21
Just below the hips	1	1	1	0	1	0	1	0	3	0	0	1	1	1	1	1	1	0
Significantly below the hips	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	8	6	8	3	10	0	8	11	6	6	9	6	10	10	8	8	6	6

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	England / Wales	Age and Gender							
		Male 18-24	Male 25-39	Male 40-59	Male 60+	Female 18-24	Female 25-39	Female 40-59	Female 60+
<b>Weighted Sample</b>	<b>1578</b>	95	199	267	205	93	200	273	246
<b>Unweighted Sample</b>	<b>1578</b>	59	93	345	306	77	125	349	224
	%	%	%	%	%	%	%	%	%

**On a healthy and attractive man, which of the following styles of jeans do you prefer to see?**

[This question was only asked to women; n=775]

Skinny (tight at at least some point in the leg)	5	5	0	0	0	0	18	5	2	2
Straight/slim (slim all the way down the leg but not tight)	57	58	0	0	0	0	57	43	62	64
Easy/loose (plenty of room but not baggy)	33	32	0	0	0	0	20	49	31	27
Baggy	0	0	0	0	0	0	0	0	0	0
Don't know	5	5	0	0	0	0	4	3	5	6

**Thinking about the waist of your trousers, is it normally:**

[This question was only asked to men; n=803]

Above the belly button	3	3	2	1	4	5	0	0	0	0
About on the belly button	22	23	9	9	22	42	0	0	0	0
Between the belly button and the hips	43	43	18	39	55	45	0	0	0	0
About on the hips	22	22	44	38	16	4	0	0	0	0
Just below the hips	5	4	17	8	1	1	0	0	0	0
Significantly below the hips	0	0	3	0	0	0	0	0	0	0
Don't know	4	4	7	6	3	4	0	0	0	0

**On a healthy and attractive man, where do you prefer to see the waist of jeans being worn?**

[This question was only asked to women; n=775]

Above the belly button	11	11	0	0	0	0	0	3	7	25
About on the belly button	34	34	0	0	0	0	15	19	41	47
Between the belly button and the hips	34	34	0	0	0	0	41	48	39	15
About on the hips	12	12	0	0	0	0	33	21	7	3
Just below the hips	1	1	0	0	0	0	0	3	0	0
Significantly below the hips	0	0	0	0	0	0	0	0	0	0
Don't know	8	8	0	0	0	0	11	6	6	9