

1. Frequency of buying clothes online

How often do you buy clothing online?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Once a week or more	1%	1%	1%	3%	2%	1%	—	2%	1%	2%	1%	4%
Once or twice a month	7%	4%	11%	13%	8%	5%	4%	7%	8%	8%	7%	10%
Several times a year	34%	33%	34%	35%	35%	32%	33%	40%	29%	34%	36%	18%
Once a year	22%	25%	20%	20%	24%	23%	21%	18%	24%	26%	23%	15%
Never	32%	35%	29%	25%	30%	35%	36%	30%	35%	28%	30%	44%
Not sure	3%	3%	4%	3%	1%	4%	5%	3%	5%	2%	3%	8%
Totals (Unweighted N)	100% (1,000)	100% (474)	100% (526)	100% (173)	100% (297)	100% (372)	100% (158)	100% (333)	100% (432)	100% (235)	100% (900)	100% (100)

	Race			Education					Region				
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Once a week or more	1%	1%	3%	3%	1%	2%	1%	3%	—	1%	1%	1%	2%
Once or twice a month	7%	8%	5%	7%	—	5%	9%	11%	11%	8%	7%	8%	6%
Several times a year	34%	34%	32%	32%	32%	26%	39%	38%	41%	40%	30%	34%	32%
Once a year	22%	24%	13%	19%	15%	22%	23%	24%	24%	23%	27%	17%	26%
Never	32%	30%	42%	35%	40%	42%	26%	23%	22%	25%	33%	35%	30%
Not sure	3%	3%	5%	4%	12%	4%	3%	2%	3%	4%	2%	5%	2%
Totals (Unweighted N)	100% (1,000)	100% (774)	100% (117)	100% (109)	100% (36)	100% (338)	100% (362)	100% (180)	100% (84)	100% (154)	100% (176)	100% (412)	100% (258)

2. Frequency of buying clothing online or in a store

When you buy clothing, do you usually buy online or in a store?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
I only buy clothing online	2%	2%	2%	1%	1%	2%	2%	3%	1%	3%	2%	1%
Usually online, but occasionally in a store	12%	10%	13%	15%	10%	9%	17%	12%	12%	11%	12%	12%
About the same amount in stores and online	14%	14%	14%	14%	13%	16%	10%	16%	11%	17%	15%	7%
Usually in a store, but occasionally online	36%	34%	38%	37%	40%	35%	31%	36%	36%	37%	37%	28%
I only buy clothing in stores	34%	38%	30%	29%	34%	35%	39%	32%	37%	30%	33%	41%
Not sure	2%	2%	2%	4%	2%	2%	—	1%	3%	2%	1%	10%
Totals	100%	100%										
(Unweighted N)	(998)	(473)	(525)	(172)	(297)	(371)	(158)	(332)	(431)	(235)	(898)	(100)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
I only buy clothing online	2%	2%	5%	0%	5%	2%	2%	1%	1%	1%	2%	2%	2%
Usually online, but occasionally in a store	12%	13%	10%	9%	7%	8%	12%	18%	18%	8%	14%	13%	11%
About the same amount in stores and online	14%	14%	10%	15%	12%	11%	16%	15%	17%	23%	9%	10%	17%
Usually in a store, but occasionally online	36%	39%	25%	31%	12%	30%	41%	45%	40%	35%	39%	35%	36%
I only buy clothing in stores	34%	31%	47%	42%	52%	47%	27%	20%	22%	28%	35%	37%	33%
Not sure	2%	2%	3%	3%	11%	3%	1%	0%	2%	5%	1%	3%	1%
Totals (Unweighted N)	100% (998)	100% (773)	100% (116)	100% (109)	100% (36)	100% (337)	100% (361)	100% (180)	100% (84)	100% (154)	100% (175)	100% (411)	100% (258)