

1. Knowledge - normcore

Have you ever heard of the term "normcore"?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 6% | 7% | 6% | 9% | 9% | 5% | 1% | 7% | 5% | 8% |
| No | 82% | 85% | 80% | 77% | 78% | 87% | 87% | 81% | 82% | 85% |
| Not sure | 11% | 9% | 14% | 15% | 12% | 8% | 12% | 12% | 13% | 8% |
| Totals (Unweighted N) | 100% (988) | 100% (479) | 100% (509) | 100% (198) | 100% (261) | 100% (354) | 100% (175) | 100% (335) | 100% (414) | 100% (239) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 6% | 6% | 2% | 11% | 7% | 7% | 6% | 10% | 5% | 6% | 6% | 7% |
| No | 82% | 84% | 88% | 70% | 78% | 83% | 88% | 89% | 83% | 84% | 82% | 80% |
| Not sure | 11% | 10% | 10% | 20% | 14% | 10% | 7% | 2% | 12% | 10% | 11% | 13% |
| Totals (Unweighted N) | 100% (988) | 100% (749) | 100% (112) | 100% (127) | 100% (390) | 100% (293) | 100% (58) | 100% (89) | 100% (161) | 100% (221) | 100% (338) | 100% (268) |

| | Importance of wearing stylish clothes | | | | |
|--------------------------|---------------------------------------|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Yes | 6% | 15% | 5% | 7% | 4% |
| No | 82% | 75% | 77% | 84% | 87% |
| Not sure | 11% | 9% | 17% | 9% | 9% |
| Totals (Unweighted N) | 100% (988) | 100% (52) | 100% (272) | 100% (340) | 100% (322) |

2. Sense of style

In general, do you dress more to be stylish or do you dress more to blend in?

| | Gender | | | Age | | | | Party ID | | |
|----------------|--------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Stylish | 28% | 19% | 36% | 41% | 33% | 18% | 22% | 32% | 27% | 24% |
| Blend in | 49% | 55% | 43% | 33% | 43% | 57% | 60% | 50% | 46% | 53% |
| Not sure | 24% | 26% | 21% | 26% | 23% | 25% | 18% | 18% | 28% | 23% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (987) | (479) | (508) | (198) | (261) | (354) | (174) | (333) | (414) | (240) |

| | Race | | | | Family Income | | | | Region | | | |
|----------------|-------|-------|-------|----------|---------------|-------|--------|------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Stylish | 28% | 25% | 41% | 33% | 27% | 27% | 36% | 18% | 32% | 25% | 29% | 25% |
| Blend in | 49% | 52% | 40% | 39% | 45% | 54% | 51% | 60% | 46% | 47% | 48% | 53% |
| Not sure | 24% | 23% | 19% | 28% | 28% | 19% | 13% | 23% | 22% | 28% | 23% | 22% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (987) | (747) | (113) | (127) | (391) | (293) | (58) | (90) | (161) | (220) | (340) | (266) |

| | Importance of wearing stylish clothes | | | | |
|----------------|---------------------------------------|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Stylish | 28% | 77% | 55% | 17% | 5% |
| Blend in | 49% | 14% | 27% | 61% | 62% |
| Not sure | 24% | 8% | 18% | 22% | 32% |
| Totals | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (987) | (53) | (271) | (340) | (322) |

3. Closely following - fashion

How closely do you follow fashion?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Very closely | 5% | 5% | 5% | 10% | 8% | 2% | — | 8% | 4% | 5% |
| Somewhat closely | 21% | 10% | 32% | 26% | 23% | 16% | 24% | 25% | 20% | 18% |
| Not very closely | 32% | 32% | 32% | 30% | 38% | 29% | 35% | 30% | 32% | 36% |
| Not closely at all | 41% | 53% | 30% | 34% | 31% | 53% | 41% | 38% | 43% | 41% |
| Totals (Unweighted N) | 100% (987) | 100% (478) | 100% (509) | 100% (199) | 100% (261) | 100% (352) | 100% (175) | 100% (333) | 100% (416) | 100% (238) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Very closely | 5% | 4% | 12% | 7% | 6% | 5% | 3% | 3% | 11% | 2% | 7% | 2% |
| Somewhat closely | 21% | 18% | 31% | 30% | 21% | 20% | 20% | 25% | 18% | 20% | 24% | 21% |
| Not very closely | 32% | 33% | 25% | 38% | 32% | 32% | 38% | 31% | 29% | 32% | 31% | 37% |
| Not closely at all | 41% | 45% | 32% | 26% | 41% | 42% | 39% | 41% | 43% | 46% | 38% | 40% |
| Totals (Unweighted N) | 100% (987) | 100% (749) | 100% (113) | 100% (125) | 100% (390) | 100% (294) | 100% (57) | 100% (90) | 100% (161) | 100% (221) | 100% (339) | 100% (266) |

| | Importance of wearing stylish clothes | | | | |
|--------------------------|---------------------------------------|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Very closely | 5% | 62% | 5% | 1% | 1% |
| Somewhat closely | 21% | 21% | 53% | 13% | 1% |
| Not very closely | 32% | 16% | 35% | 54% | 9% |
| Not closely at all | 41% | 2% | 7% | 32% | 89% |
| Totals (Unweighted N) | 100% (987) | 100% (52) | 100% (271) | 100% (340) | 100% (323) |

4. Importance of wearing stylish clothes

How important is it to you to wear stylish clothes?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Very important | 5% | 5% | 6% | 13% | 6% | 2% | 1% | 7% | 4% | 7% |
| Somewhat important | 29% | 19% | 39% | 31% | 38% | 23% | 26% | 31% | 30% | 25% |
| Not very important | 34% | 35% | 34% | 30% | 31% | 37% | 39% | 35% | 33% | 36% |
| Not important at all | 31% | 42% | 21% | 25% | 25% | 38% | 34% | 27% | 34% | 32% |
| Totals (Unweighted N) | 100% (990) | 100% (479) | 100% (511) | 100% (198) | 100% (262) | 100% (355) | 100% (175) | 100% (334) | 100% (416) | 100% (240) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Very important | 5% | 4% | 11% | 11% | 5% | 5% | 9% | 3% | 10% | 5% | 5% | 3% |
| Somewhat important | 29% | 27% | 38% | 33% | 29% | 31% | 21% | 26% | 30% | 23% | 31% | 30% |
| Not very important | 34% | 34% | 39% | 33% | 38% | 32% | 32% | 36% | 34% | 36% | 35% | 31% |
| Not important at all | 31% | 36% | 13% | 23% | 28% | 33% | 38% | 35% | 25% | 35% | 29% | 36% |
| Totals (Unweighted N) | 100% (990) | 100% (750) | 100% (114) | 100% (126) | 100% (392) | 100% (293) | 100% (58) | 100% (90) | 100% (160) | 100% (222) | 100% (340) | 100% (268) |

| | Importance of wearing stylish clothes | | | | |
|--------------------------|---------------------------------------|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Very important | 5% | 100% | — | — | — |
| Somewhat important | 29% | — | 100% | — | — |
| Not very important | 34% | — | — | 100% | — |
| Not important at all | 31% | — | — | — | 100% |
| Totals (Unweighted N) | 100% (990) | 100% (53) | 100% (272) | 100% (342) | 100% (323) |

5. Fashion words

Which of the words below accurately describe the clothes you normally wear?

| | Total | Gender | | Age | | | | Party ID | | |
|-------------|---------|--------|--------|-------|-------|-------|-------|----------|-------------|------------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Classic | 33% | 28% | 37% | 29% | 34% | 36% | 29% | 35% | 26% | 42% |
| Preppy | 6% | 5% | 6% | 12% | 7% | 3% | 1% | 7% | 5% | 5% |
| Expensive | 4% | 4% | 4% | 8% | 4% | 3% | 3% | 5% | 5% | 3% |
| Inexpensive | 43% | 41% | 45% | 50% | 37% | 42% | 45% | 46% | 43% | 38% |
| Active | 23% | 22% | 24% | 19% | 24% | 23% | 27% | 24% | 25% | 19% |
| Comfortable | 75% | 76% | 74% | 64% | 71% | 81% | 85% | 73% | 76% | 78% |
| Stylish | 23% | 14% | 32% | 34% | 24% | 18% | 19% | 28% | 22% | 21% |
| Urban | 14% | 13% | 14% | 20% | 18% | 8% | 11% | 19% | 12% | 10% |
| Normal | 54% | 56% | 52% | 46% | 56% | 59% | 51% | 56% | 49% | 61% |
| Designer | 7% | 6% | 8% | 9% | 11% | 4% | 5% | 7% | 6% | 9% |
| Colorful | 22% | 12% | 31% | 24% | 26% | 19% | 18% | 25% | 22% | 17% |
| Subdued | 12% | 15% | 9% | 7% | 12% | 12% | 17% | 11% | 10% | 16% |
| Modern | 21% | 17% | 25% | 30% | 30% | 13% | 12% | 26% | 18% | 20% |
| Vintage | 9% | 9% | 10% | 12% | 11% | 8% | 4% | 7% | 10% | 10% |
| Practical | 56% | 54% | 57% | 42% | 48% | 61% | 76% | 55% | 54% | 60% |
| Chic | 7% | 2% | 12% | 12% | 11% | 4% | 2% | 11% | 5% | 7% |
| Totals | (1,000) | (484) | (516) | (202) | (266) | (356) | (176) | (340) | (419) | (241) |

| | Race | | | | Family Income | | | | Region | | | |
|-------------|---------|-------|-------|----------|---------------|-------|--------|------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Classic | 33% | 34% | 36% | 25% | 30% | 31% | 52% | 43% | 30% | 32% | 36% | 30% |
| Preppy | 6% | 5% | 9% | 4% | 7% | 3% | 1% | 11% | 11% | 5% | 5% | 3% |
| Expensive | 4% | 3% | 10% | 6% | 5% | 4% | 5% | 3% | 7% | 3% | 5% | 3% |
| Inexpensive | 43% | 43% | 40% | 45% | 45% | 45% | 50% | 30% | 38% | 41% | 43% | 48% |
| Active | 23% | 22% | 29% | 25% | 20% | 24% | 29% | 27% | 17% | 22% | 25% | 24% |
| Comfortable | 75% | 79% | 68% | 62% | 70% | 81% | 84% | 82% | 72% | 76% | 76% | 76% |
| Stylish | 23% | 20% | 41% | 26% | 22% | 27% | 30% | 19% | 27% | 25% | 25% | 17% |
| Urban | 14% | 11% | 26% | 15% | 15% | 10% | 12% | 15% | 20% | 15% | 12% | 12% |
| Normal | 54% | 53% | 55% | 59% | 52% | 51% | 54% | 66% | 52% | 54% | 54% | 55% |
| Designer | 7% | 5% | 18% | 6% | 6% | 6% | 9% | 7% | 10% | 7% | 8% | 3% |
| Colorful | 22% | 21% | 24% | 22% | 25% | 22% | 23% | 16% | 20% | 17% | 23% | 25% |
| Subdued | 12% | 14% | 3% | 6% | 10% | 15% | 8% | 15% | 12% | 11% | 11% | 14% |
| Modern | 21% | 19% | 28% | 26% | 24% | 19% | 20% | 22% | 17% | 25% | 22% | 20% |
| Vintage | 9% | 10% | 9% | 3% | 10% | 7% | 15% | 10% | 6% | 9% | 11% | 9% |
| Practical | 56% | 61% | 42% | 40% | 49% | 60% | 56% | 75% | 48% | 60% | 53% | 61% |
| Chic | 7% | 6% | 13% | 11% | 6% | 10% | 14% | 3% | 10% | 6% | 9% | 4% |
| Totals | (1,000) | (754) | (116) | (130) | (396) | (296) | (58) | (90) | (164) | (223) | (342) | (271) |

| | Importance of wearing stylish clothes | | | | |
|-------------|--|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Classic | 33% | 41% | 41% | 35% | 21% |
| Preppy | 6% | 21% | 9% | 4% | 1% |
| Expensive | 4% | 20% | 9% | 1% | 1% |
| Inexpensive | 43% | 35% | 34% | 46% | 52% |
| Active | 23% | 24% | 32% | 21% | 17% |
| Comfortable | 75% | 45% | 75% | 78% | 81% |
| Stylish | 23% | 73% | 51% | 14% | 1% |
| Urban | 14% | 30% | 25% | 9% | 6% |
| Normal | 54% | 24% | 49% | 64% | 55% |
| Designer | 7% | 34% | 13% | 3% | 1% |
| Colorful | 22% | 46% | 36% | 17% | 10% |
| Subdued | 12% | 4% | 7% | 16% | 13% |
| Modern | 21% | 37% | 34% | 21% | 7% |
| Vintage | 9% | 10% | 10% | 11% | 7% |
| Practical | 56% | 14% | 47% | 67% | 61% |
| Chic | 7% | 18% | 16% | 4% | 1% |
| Totals | (1,000) | (53) | (272) | (342) | (323) |

6. Hipster

Would you call yourself a hipster?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 6% | 7% | 6% | 17% | 7% | 2% | 1% | 7% | 5% | 9% |
| No | 88% | 88% | 89% | 73% | 88% | 94% | 98% | 89% | 88% | 87% |
| Not sure | 5% | 5% | 5% | 10% | 5% | 4% | 1% | 4% | 7% | 4% |
| Totals (Unweighted N) | 100% (988) | 100% (480) | 100% (508) | 100% (198) | 100% (261) | 100% (354) | 100% (175) | 100% (336) | 100% (413) | 100% (239) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 6% | 5% | 7% | 12% | 7% | 7% | 4% | 1% | 7% | 10% | 5% | 5% |
| No | 88% | 91% | 85% | 80% | 86% | 89% | 93% | 99% | 85% | 85% | 90% | 91% |
| Not sure | 5% | 4% | 9% | 9% | 7% | 4% | 3% | — | 9% | 5% | 4% | 4% |
| Totals (Unweighted N) | 100% (988) | 100% (749) | 100% (113) | 100% (126) | 100% (389) | 100% (294) | 100% (58) | 100% (90) | 100% (160) | 100% (223) | 100% (338) | 100% (267) |

| | Importance of wearing stylish clothes | | | | |
|--------------------------|---------------------------------------|----------------|--------------------|--------------------|----------------------|
| | Total | Very important | Somewhat important | Not very important | Not important at all |
| Yes | 6% | 35% | 6% | 7% | 1% |
| No | 88% | 57% | 85% | 89% | 97% |
| Not sure | 5% | 8% | 9% | 4% | 2% |
| Totals (Unweighted N) | 100% (988) | 100% (52) | 100% (271) | 100% (341) | 100% (321) |