YouGov

March 25 - 28, 2016

1. Style or Comfort
Thinking about your underwear choices, do you tend to go for style or comfort?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Style	6%	4%	7%	13%	5%	5%	2%	5%	10%	7%	10%
Comfort	90%	90%	90%	79%	90%	90%	97%	91%	88%	87%	85%
Not sure	4%	6%	3%	7%	5%	5%	1%	5%	3%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(177)	(252)	(392)	(177)	(702)	(120)	(115)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Style	6%	9%	3%	7%	5%	8%	7%	4%	9%	5%	6%	5%
Comfort	90%	87%	91%	91%	92%	88%	90%	86%	86%	91%	92%	86%
Not sure	4%	4%	6%	2%	3%	4%	3%	10%	5%	5%	2%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(371)	(395)	(232)	(482)	(265)	(110)	(141)	(224)	(226)	(346)	(202)

2. Favorite Men's Underwear Style
What is your favorite style of men's underwear?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Briefs	25%	26%	25%	11%	14%	33%	38%	27%	22%	20%	20%
Boxer briefs	37%	36%	38%	26%	51%	39%	30%	38%	37%	30%	38%
Trunks	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	6%
Boxers	35%	36%	35%	59%	34%	26%	30%	33%	38%	47%	36%
Jockstraps	1%	1%	0%	2%	1%	—	—	0%	2%	1%	—
Thong	1%	1%	0%	1%	0%	1%	—	1%	0%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(976)	(487)	(489)	(173)	(249)	(383)	(171)	(682)	(121)	(114)	(59)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Briefs	25%	25%	24%	28%	26%	25%	25%	24%	18%	26%	30%	21%
Boxer briefs	37%	37%	36%	39%	36%	43%	36%	29%	34%	33%	36%	47%
Trunks	1%	2%	1%	0%	2%	0%	2%	2%	2%	1%	2%	1%
Boxers	35%	35%	38%	32%	35%	32%	36%	42%	44%	40%	31%	31%
Jockstraps	1%	1%	0%	—	0%	0%	—	2%	1%	—	0%	0%
Thong	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(976)	(363)	(384)	(229)	(473)	(263)	(107)	(133)	(220)	(218)	(344)	(194)

3. Men's Underwear Color
What is your favorite color for men's underwear?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
White	20%	22%	19%	5%	10%	21%	42%	23%	13%	18%	12%
Black	30%	28%	31%	37%	36%	27%	22%	25%	31%	41%	62%
Red	3%	3%	2%	4%	3%	3%	0%	2%	5%	4%	1%
Green	3%	1%	4%	5%	2%	1%	3%	3%	1%	2%	0%
Yellow	0%	0%	0%	—	0%	0%	—	0%	0%	0%	—
Orange	1%	1%	2%	1%	3%	1%	1%	1%	2%	—	1%
Blue	18%	19%	17%	19%	20%	21%	13%	17%	25%	19%	11%
Other	4%	6%	3%	6%	5%	3%	4%	5%	3%	2%	1%
Not sure	20%	19%	22%	21%	21%	23%	15%	22%	19%	15%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(983)	(487)	(496)	(174)	(250)	(385)	(174)	(689)	(121)	(114)	(59)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
White	20%	16%	23%	22%	19%	24%	22%	17%	19%	21%	21%	19%
Black	30%	29%	31%	29%	28%	33%	33%	29%	25%	31%	27%	38%
Red	3%	4%	3%	1%	3%	3%	2%	2%	4%	2%	1%	6%
Green	3%	2%	2%	4%	3%	1%	1%	5%	1%	2%	5%	1%
Yellow	0%	0%	—	—	0%	0%	—	0%	0%	0%	0%	—
Orange	1%	1%	1%	2%	2%	0%	1%	2%	0%	1%	2%	1%
Blue	18%	21%	14%	21%	20%	16%	15%	16%	18%	16%	22%	13%
Other	4%	6%	5%	2%	4%	5%	1%	7%	7%	5%	3%	4%
Not sure	20%	21%	21%	19%	21%	17%	26%	22%	24%	21%	19%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(983)	(365)	(389)	(229)	(479)	(264)	(106)	(134)	(221)	(221)	(346)	(195)

4. Favorite Women's Underwear Style

What is your favorite style of women's underwear?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Thong	9%	14%	5%	15%	11%	8%	4%	9%	8%	12%	6%
Bikini	27%	36%	19%	29%	26%	33%	19%	26%	26%	29%	36%
Hipster	14%	6%	22%	12%	13%	18%	13%	15%	16%	10%	15%
Brief	29%	20%	38%	13%	19%	26%	57%	32%	26%	24%	19%
Boyshort	13%	12%	14%	18%	24%	9%	3%	11%	17%	21%	11%
G-string	7%	13%	2%	13%	8%	5%	3%	7%	7%	5%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(963)	(459)	(504)	(171)	(248)	(373)	(171)	(673)	(120)	(112)	(58)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Thong	9%	8%	11%	8%	7%	12%	12%	10%	13%	10%	7%	10%
Bikini	27%	20%	30%	33%	27%	26%	36%	24%	22%	33%	24%	31%
Hipster	14%	20%	11%	12%	15%	17%	12%	11%	15%	13%	15%	15%
Brief	29%	32%	27%	28%	31%	28%	25%	28%	31%	25%	34%	22%
Boyshort	13%	15%	14%	10%	14%	11%	8%	15%	12%	10%	13%	17%
G-string	7%	6%	6%	9%	6%	6%	7%	12%	6%	10%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(963)	(367)	(372)	(224)	(471)	(256)	(106)	(130)	(219)	(215)	(341)	(188)

5. Women's Underwear Color
What is your favorite color for women's underwear?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
White	19%	15%	23%	8%	8%	19%	41%	21%	13%	13%	24%
Black	27%	22%	30%	22%	38%	27%	18%	25%	31%	30%	24%
Red	12%	19%	5%	10%	14%	13%	10%	9%	17%	18%	21%
Green	1%	1%	1%	3%	1%	2%	0%	1%	3%	2%	0%
Yellow	2%	2%	1%	1%	3%	1%	1%	1%	2%	3%	1%
Orange	1%	2%	1%	2%	2%	1%	—	1%	1%	4%	1%
Blue	9%	9%	10%	10%	8%	11%	7%	10%	15%	6%	4%
Other	9%	7%	11%	15%	8%	7%	7%	9%	10%	5%	6%
Not sure	19%	23%	16%	28%	18%	18%	15%	22%	8%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(470)	(508)	(172)	(249)	(383)	(174)	(690)	(115)	(114)	(59)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
White	19%	18%	21%	19%	19%	26%	11%	14%	19%	17%	21%	20%
Black	27%	23%	27%	30%	24%	27%	31%	31%	30%	22%	26%	30%
Red	12%	13%	13%	9%	12%	15%	12%	6%	11%	12%	13%	10%
Green	1%	3%	1%	1%	2%	1%	1%	0%	0%	2%	2%	1%
Yellow	2%	2%	1%	2%	2%	0%	3%	1%	1%	0%	2%	1%
Orange	1%	2%	1%	1%	2%	0%	—	2%	2%	3%	—	1%
Blue	9%	14%	5%	11%	11%	6%	5%	12%	5%	11%	11%	8%
Other	9%	8%	9%	10%	9%	8%	10%	7%	9%	15%	5%	9%
Not sure	19%	18%	22%	17%	18%	17%	26%	26%	23%	19%	19%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(364)	(386)	(228)	(477)	(258)	(108)	(135)	(219)	(219)	(344)	(196)

6. Buy Same Kind
Do you generally always buy the same kind of underwear?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	73%	70%	70%	68%	71%	76%	74%	60%	74%	65%
No	26%	23%	29%	27%	26%	27%	23%	24%	36%	22%	28%
Not sure	3%	4%	1%	3%	6%	2%	1%	2%	3%	4%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(488)	(509)	(176)	(254)	(390)	(177)	(700)	(121)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	72%	69%	72%	74%	69%	75%	74%	71%	69%	73%	72%	72%
No	26%	26%	26%	25%	28%	23%	24%	25%	29%	23%	27%	25%
Not sure	3%	5%	2%	1%	3%	2%	2%	4%	1%	4%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(372)	(394)	(231)	(481)	(265)	(110)	(141)	(224)	(225)	(346)	(202)

7. Designer Underwear
Do you own any designer underwear?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	16%	18%	24%	25%	15%	5%	13%	31%	22%	22%
No	77%	78%	76%	67%	68%	80%	89%	81%	64%	70%	74%
Not sure	6%	6%	7%	10%	6%	5%	5%	6%	5%	7%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(486)	(509)	(176)	(253)	(389)	(177)	(700)	(120)	(114)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	17%	24%	13%	13%	16%	13%	26%	20%	23%	15%	15%	16%
No	77%	72%	80%	80%	78%	80%	73%	70%	69%	80%	78%	79%
Not sure	6%	4%	8%	7%	5%	7%	2%	10%	7%	4%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(371)	(392)	(232)	(480)	(264)	(110)	(141)	(223)	(226)	(344)	(202)

8. Best Underwear
Do you have a 'best' pair of underwear?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	34%	24%	44%	47%	37%	32%	25%	27%	51%	52%	47%
No	62%	71%	52%	49%	57%	65%	71%	68%	44%	47%	49%
Not sure	4%	5%	4%	4%	6%	3%	4%	4%	4%	1%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(487)	(506)	(174)	(253)	(389)	(177)	(698)	(120)	(114)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	34%	45%	27%	31%	39%	32%	25%	30%	38%	30%	38%	29%
No	62%	51%	67%	67%	57%	63%	73%	65%	57%	68%	57%	66%
Not sure	4%	4%	5%	2%	4%	5%	2%	4%	5%	2%	4%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(370)	(393)	(230)	(480)	(264)	(110)	(139)	(224)	(222)	(346)	(201)

9. Appropriate Gift – Mother
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	29%	11%	46%	20%	29%	33%	31%	27%	37%	36%	21%
Inappropriate	60%	79%	42%	63%	56%	58%	63%	62%	54%	49%	63%
Not sure	11%	11%	12%	17%	15%	9%	6%	11%	9%	15%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(177)	(254)	(392)	(175)	(702)	(121)	(114)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	29%	34%	26%	26%	32%	28%	19%	25%	27%	25%	35%	23%
Inappropriate	60%	54%	58%	71%	59%	60%	69%	56%	62%	62%	55%	64%
Not sure	11%	11%	17%	3%	9%	12%	13%	19%	11%	13%	10%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(372)	(395)	(231)	(484)	(264)	(109)	(141)	(225)	(226)	(345)	(202)

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10. Appropriate Gift – Father
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	29%	27%	30%	23%	32%	32%	25%	25%	43%	36%	26%
Inappropriate	58%	57%	58%	60%	51%	58%	63%	62%	47%	40%	64%
Not sure	13%	15%	12%	17%	18%	10%	11%	12%	10%	25%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(488)	(512)	(177)	(254)	(392)	(177)	(702)	(122)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	29%	34%	27%	24%	27%	33%	31%	24%	29%	30%	30%	26%
Inappropriate	58%	54%	54%	69%	60%	55%	58%	57%	61%	59%	58%	55%
Not sure	13%	11%	19%	7%	13%	12%	11%	19%	11%	12%	13%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(373)	(395)	(232)	(484)	(265)	(110)	(141)	(225)	(226)	(347)	(202)

11. Appropriate Gift – Sister
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	36%	14%	56%	36%	36%	37%	34%	33%	47%	41%	36%
Inappropriate	52%	75%	31%	53%	50%	52%	55%	56%	43%	46%	46%
Not sure	12%	11%	12%	11%	14%	11%	12%	12%	10%	12%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(486)	(512)	(176)	(254)	(391)	(177)	(702)	(122)	(113)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	36%	44%	30%	32%	38%	34%	37%	29%	37%	34%	41%	26%
Inappropriate	52%	44%	57%	58%	51%	53%	53%	54%	54%	52%	50%	57%
Not sure	12%	12%	13%	10%	11%	12%	10%	17%	9%	14%	9%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(372)	(394)	(232)	(483)	(265)	(110)	(140)	(224)	(226)	(346)	(202)

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12. Appropriate Gift – Brother
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	29%	32%	26%	28%	30%	31%	25%	24%	41%	42%	34%
Inappropriate	58%	54%	61%	51%	53%	59%	65%	63%	48%	41%	47%
Not sure	14%	14%	14%	20%	16%	10%	11%	13%	11%	17%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(485)	(510)	(175)	(254)	(390)	(176)	(698)	(122)	(114)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	29%	31%	28%	27%	30%	30%	32%	21%	31%	29%	30%	26%
Inappropriate	58%	55%	55%	65%	59%	59%	53%	54%	56%	57%	58%	58%
Not sure	14%	14%	17%	7%	11%	11%	15%	25%	12%	14%	13%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(371)	(393)	(231)	(482)	(263)	(109)	(141)	(225)	(225)	(346)	(199)

13. Appropriate Gift – Son
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	56%	50%	61%	62%	63%	59%	39%	51%	68%	66%	66%
Inappropriate	33%	36%	30%	25%	26%	32%	48%	38%	25%	18%	22%
Not sure	11%	14%	9%	13%	11%	8%	13%	11%	7%	16%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(488)	(511)	(176)	(254)	(392)	(177)	(701)	(122)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	56%	61%	51%	56%	59%	52%	68%	44%	61%	56%	54%	55%
Inappropriate	33%	28%	36%	35%	31%	38%	23%	37%	28%	36%	34%	32%
Not sure	11%	11%	13%	9%	10%	10%	10%	19%	11%	7%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(373)	(395)	(231)	(483)	(265)	(110)	(141)	(225)	(226)	(346)	(202)

14. Appropriate Gift – Daughter
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	52%	26%	77%	50%	58%	55%	44%	50%	58%	55%	59%
Inappropriate	36%	57%	17%	32%	29%	38%	44%	40%	30%	26%	29%
Not sure	12%	17%	7%	18%	13%	7%	11%	10%	13%	18%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(177)	(254)	(391)	(176)	(700)	(122)	(115)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	52%	56%	47%	55%	53%	50%	62%	45%	55%	48%	58%	43%
Inappropriate	36%	33%	38%	38%	35%	40%	30%	38%	36%	41%	32%	40%
Not sure	12%	11%	16%	7%	12%	9%	8%	17%	9%	11%	10%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(373)	(394)	(231)	(483)	(264)	(110)	(141)	(224)	(226)	(347)	(201)

15. Appropriate Gift – Boss
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	4%	6%	2%	8%	6%	2%	1%	2%	6%	9%	7%
Inappropriate	91%	87%	94%	88%	86%	94%	93%	94%	87%	80%	81%
Not sure	6%	7%	4%	4%	8%	4%	6%	4%	7%	10%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(486)	(510)	(177)	(254)	(389)	(176)	(700)	(121)	(114)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	4%	4%	5%	2%	6%	2%	2%	1%	2%	3%	4%	5%
Inappropriate	91%	89%	89%	95%	89%	92%	96%	88%	93%	92%	90%	89%
Not sure	6%	7%	7%	3%	5%	5%	2%	11%	6%	4%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(371)	(394)	(231)	(481)	(264)	(110)	(141)	(224)	(225)	(345)	(202)

16. Appropriate Gift – Colleague
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	5%	6%	5%	8%	6%	5%	2%	4%	8%	14%	2%
Inappropriate	84%	83%	85%	83%	80%	85%	89%	88%	76%	72%	84%
Not sure	10%	11%	9%	9%	14%	10%	8%	8%	16%	14%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(483)	(511)	(176)	(252)	(390)	(176)	(699)	(121)	(113)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	5%	8%	4%	4%	6%	5%	5%	3%	5%	4%	7%	5%
Inappropriate	84%	80%	85%	89%	85%	84%	88%	81%	88%	88%	82%	83%
Not sure	10%	12%	11%	7%	9%	11%	8%	15%	8%	8%	12%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(371)	(393)	(230)	(480)	(264)	(110)	(140)	(223)	(226)	(346)	(199)

17. Appropriate Gift – Friend
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	24%	16%	31%	33%	29%	21%	15%	21%	30%	37%	22%
Inappropriate	59%	64%	53%	44%	54%	63%	69%	64%	52%	43%	41%
Not sure	18%	19%	16%	22%	17%	16%	16%	15%	19%	20%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(486)	(509)	(176)	(254)	(389)	(176)	(699)	(121)	(114)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	24%	30%	20%	21%	27%	19%	22%	21%	17%	22%	25%	28%
Inappropriate	59%	53%	60%	65%	57%	63%	56%	58%	66%	59%	58%	54%
Not sure	18%	18%	20%	14%	15%	18%	22%	21%	17%	19%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(372)	(393)	(230)	(481)	(265)	(109)	(140)	(223)	(225)	(347)	(200)

18. Appropriate Gift – Romantic partner
For the following people, say whether you think it is appropriate or inappropriate to get them underwear as a gift

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	81%	80%	82%	88%	85%	85%	66%	80%	80%	86%	85%
Inappropriate	11%	11%	11%	5%	9%	8%	23%	13%	10%	4%	6%
Not sure	8%	9%	7%	7%	6%	7%	11%	7%	10%	9%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(486)	(510)	(177)	(253)	(389)	(177)	(701)	(122)	(115)	(58)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	81%	82%	78%	85%	81%	81%	88%	77%	82%	82%	79%	84%
Inappropriate	11%	10%	11%	11%	11%	10%	9%	14%	11%	10%	14%	5%
Not sure	8%	8%	11%	3%	8%	9%	3%	9%	6%	7%	7%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(371)	(393)	(232)	(482)	(264)	(110)	(140)	(223)	(226)	(346)	(201)

19. Gone Commando
Have you ever gone out in public without wearing underwear beneath your clothing?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	48%	34%	40%	48%	45%	29%	42%	37%	38%	40%
No	57%	50%	64%	57%	50%	54%	69%	56%	62%	61%	56%
Not sure	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(488)	(511)	(177)	(253)	(392)	(177)	(702)	(122)	(114)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	41%	42%	41%	39%	42%	40%	47%	33%	36%	51%	34%	48%
No	57%	56%	57%	59%	57%	57%	49%	65%	63%	48%	64%	50%
Not sure	2%	2%	2%	1%	1%	3%	4%	3%	1%	2%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(372)	(395)	(232)	(484)	(265)	(110)	(140)	(225)	(226)	(346)	(202)

20. Underwear Only
How good do you think you look wearing only your underwear?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	7%	8%	5%	14%	10%	4%	1%	4%	17%	12%	8%
Good	11%	10%	11%	16%	13%	9%	6%	8%	16%	16%	17%
Alright	38%	39%	37%	35%	36%	44%	35%	40%	37%	32%	35%
Bad	21%	22%	21%	13%	19%	21%	30%	24%	9%	13%	33%
Very bad	14%	9%	20%	11%	14%	12%	21%	16%	10%	16%	3%
Not sure	9%	12%	6%	10%	8%	10%	7%	8%	11%	11%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(177)	(254)	(391)	(176)	(700)	(122)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very good	7%	10%	4%	5%	10%	3%	7%	1%	5%	9%	5%	8%
Good	11%	16%	8%	8%	9%	10%	11%	19%	14%	8%	10%	12%
Alright	38%	35%	41%	37%	37%	41%	41%	33%	37%	39%	38%	39%
Bad	21%	18%	21%	26%	17%	30%	25%	17%	23%	20%	20%	24%
Very bad	14%	13%	15%	17%	16%	11%	7%	18%	10%	18%	18%	8%
Not sure	9%	9%	10%	7%	10%	4%	9%	12%	10%	6%	9%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(373)	(394)	(231)	(484)	(265)	(110)	(139)	(225)	(226)	(345)	(202)

YouGov

March 25 - 28, 2016

Interviewing Dates	March 25 - 28, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.05 to 6.806, with a mean of one and a standard deviation of 0.805.
Number of respondents	1000
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.