

Sample 1000 Adult Interviews
 Conducted December 7 - 10, 2015
 Margin of Error $\pm 4.2\%$

1. Thinking about the colors and design of your clothing, what to you tend to prefer?

Solid colors	64%
Simple patterns (plaid, stripes, etc.)	24%
Complicated designs	6%
Not sure	7%

2. Thinking about logos on clothing, what do you prefer?

Large logos	8%
Small logos	30%
No logos	56%
Not sure	6%

3. Thinking about how clothing fits, what do you prefer?

Baggy	11%
Neither baggy nor tight	79%
Tight	8%
Not sure	3%

4. If someone was to give you a gift of clothing, what would you want most?

A coat or jacket	27%
Pants	16%
Underwear	3%
A shirt	25%
A dress	6%
Socks	7%
Not sure	15%

5. Do you generally like or dislike it if people get you socks as a gift?

Like	56%
Dislike	20%
Not sure	24%

6. Do you generally like or dislike it if people get you clothes as a gift?

Like	67%
Dislike	16%
Not sure	17%

7. Were most of your socks given to you as a gift or did you purchase them on your own?

Given as a gift	13%
Purchased myself	80%
Not sure	6%

Interviewing Dates	December 7 - 10, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.146 to 4.169, with a mean of one and a standard deviation of 0.891.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.