

Sample 1000 Adult Interviews
Conducted March 25 - 28, 2016
Margin of Error ±4%

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

Style	6%
Comfort	90%
Not sure	4%

2. What is your favorite style of men's underwear?

Briefs	25%
Boxer briefs	37%
Trunks	1%
Boxers	35%
Jockstraps	1%
Thong	1%

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

White	20%
Black	30%
Red	3%
Green	3%
Yellow	0%
Orange	1%
Blue	18%
Other	4%
Not sure	20%

4. What is your favorite style of women's underwear?

Thong	9%
Bikini	27%
Hipster	14%
Brief	29%
Boysshort	13%
G-string	7%

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

White	19%
Black	27%
Red	12%
Green	1%
Yellow	2%
Orange	1%
Blue	9%
Other	9%
Not sure	19%

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

Yes	72%
No	26%
Not sure	3%

7. Do you own any designer underwear?

Yes	17%
No	77%
Not sure	6%

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

Yes	34%
No	62%
Not sure	4%

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

	Appropriate	Inappropriate	Not sure
Mother	29%	60%	11%
Father	29%	58%	13%
Sister	36%	52%	12%
Brother	29%	58%	14%
Son	56%	33%	11%
Daughter	52%	36%	12%
Boss	4%	91%	6%
Colleague	5%	84%	10%
Friend	24%	59%	18%
Romantic partner	81%	11%	8%

10. Have you ever gone out in public without wearing underwear beneath your clothing?

Yes	41%
No	57%
Not sure	2%

11. How good do you think you look wearing only your underwear?

Very good	7%
Good	11%
Alright	38%
Bad	21%
Very bad	14%
Not sure	9%

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	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.