



Fashion Forward?
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This Fashion Program at Marist College/Marist Poll Reports:

Coco Chanel, Burberry, Calvin Klein, Dior, Anna Wintour, Christian Louboutin, Dolce & Gabbana, Prada: the list goes on. These influential names and brands in fashion are familiar to many Americans. Because we are familiar with these names, does it mean we are too focused on fashion? Many Americans, 68%, think we focus too much on fashion, while one quarter, 26%, say that the attention is about right. Only 7% believe fashion deserves more consideration. However, a majority, 55%, also say how they dress is an important part of who they are. Fewer Americans, 45%, report that choosing their outfit isn't something they think about.

Does style need to come with a couture price tag? Most Americans say it does not. More than eight in ten Americans, 86%, say it's possible to be stylish on a limited budget, while only 14% believe good fashion is just for those with a lot of money. But, while great style may not need to break the bank, many Americans, 65%, believe that fashion communicates status and divides people into social classes. Far fewer, 35%, disagree.

Aside from money, does fashion also require as much creativity as playing a musical instrument or painting a picture? Here, Americans divide. Just over half, 53%, of Americans say it doesn't but 47% believe good style calls for creative thinking. Although putting an outfit together may call for creativity there are pressures to fit in. While a majority of Americans, 57%, believe someone who dresses very differently than most people is *stylish*, a notable proportion, 35%, say they're *strange*.

How the Survey was Conducted

Nature of the Sample: Fashion Program at Marist College/Marist Poll National Poll of 1,212 Adults

This survey of 1,212 adults was conducted April 7th through April 10th, 2014 by The Marist Poll. These fashion-related questions were sponsored in partnership with the Fashion Program at Marist College as part of a senior capping project. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.8 percentage points. There are 1,036 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
Baseball Fans		45%
Gender	Men	49%
	Women	51%
Age	Under 45	45%
	45 or older	55%
Age	18 to 29	23%
	30 to 44	22%
	45 to 59	29%
	60 or older	27%
Race	White	67%
	African American	11%
	Latino	14%
	Other	7%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Education	Not college graduate	63%
	College graduate	37%
Interview Type	Landline	59%
	Cell phone	41%

Fashion Program at Marist College/Marist Poll National Adults. Interviews conducted April 7th through April 10th, 2014, n=1212 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults		
		Overall, do you think Americans pay too much, too little, or about the right amount of attention to fashion?		
		Too much	Too little	About the right amount
		Row %	Row %	Row %
National Adults		68%	7%	26%
Region	Northeast	68%	4%	28%
	Midwest	67%	5%	28%
	South	69%	9%	23%
	West	67%	7%	26%
Household Income	Less than \$50,000	69%	8%	23%
	\$50,000 or more	68%	5%	27%
Education	Not college graduate	71%	8%	21%
	College graduate	63%	5%	32%
Age	Under 45	73%	5%	22%
	45 or older	64%	7%	29%
Age	18 to 29	74%	6%	21%
	30 to 44	72%	5%	23%
	45 to 59	63%	6%	31%
	60 or older	65%	9%	26%
Race	White	67%	6%	27%
	Non-white	70%	8%	22%
Gender	Men	67%	6%	26%
	Women	69%	7%	25%
Interview Type	Landline	67%	7%	26%
	Cell phone	69%	6%	25%

Fashion Program at Marist College/Marist Poll National Adults: Interviews conducted April 7th through April 10th, 2014, n=1212 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults	
		Which of the following comes closer to your view:	
		How you dress is an important part of who you are	How you dress is not something you really think about
		Row %	Row %
National Adults		55%	45%
Region	Northeast	61%	39%
	Midwest	53%	47%
	South	57%	43%
	West	48%	52%
Household Income	Less than \$50,000	53%	47%
	\$50,000 or more	56%	44%
Education	Not college graduate	53%	47%
	College graduate	58%	42%
Age	Under 45	56%	44%
	45 or older	54%	46%
Age	18 to 29	57%	43%
	30 to 44	56%	44%
	45 to 59	50%	50%
	60 or older	58%	42%
Race	White	53%	47%
	Non-white	60%	40%
Gender	Men	52%	48%
	Women	58%	42%
Interview Type	Landline	51%	49%
	Cell phone	61%	39%

Fashion Program at Marist College/Marist Poll National Adults: Interviews conducted April 7th through April 10th, 2014, n=1212 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		Do you strongly agree, agree, disagree, or strongly disagree that it is only possible to have good style if you have a lot of money?			
		Strongly agree	Agree	Disagree	Strongly disagree
		Row %	Row %	Row %	Row %
National Adults		2%	12%	65%	21%
Region	Northeast	5%	10%	59%	26%
	Midwest	0%	14%	70%	16%
	South	2%	12%	61%	25%
	West	4%	11%	68%	17%
Household Income	Less than \$50,000	4%	13%	62%	20%
	\$50,000 or more	2%	11%	67%	20%
Education	Not college graduate	4%	12%	65%	20%
	College graduate	1%	13%	63%	23%
Age	Under 45	2%	11%	62%	26%
	45 or older	3%	13%	67%	17%
Age	18 to 29	3%	8%	60%	29%
	30 to 44	0%	14%	63%	23%
	45 to 59	4%	13%	67%	16%
	60 or older	2%	13%	68%	18%
Race	White	2%	10%	69%	18%
	Non-white	4%	15%	55%	26%
Gender	Men	3%	15%	67%	15%
	Women	2%	9%	62%	27%
Interview Type	Landline	3%	12%	65%	20%
	Cell phone	1%	12%	64%	22%

Fashion Program at Marist College/Marist Poll National Adults Split Sample: Interviews conducted April 7th through April 10th, 2014, n=634 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		Do you strongly agree, agree, disagree, or strongly disagree that fashion communicates status, that is, it divides people into social classes?			
		Strongly agree	Agree	Disagree	Strongly disagree
		Row %	Row %	Row %	Row %
National Adults		14%	51%	30%	5%
Region	Northeast	12%	60%	20%	8%
	Midwest	12%	51%	36%	1%
	South	15%	52%	28%	5%
	West	16%	43%	36%	5%
Household Income	Less than \$50,000	17%	44%	33%	5%
	\$50,000 or more	11%	58%	26%	5%
Education	Not college graduate	16%	52%	29%	4%
	College graduate	12%	49%	32%	7%
Age	Under 45	18%	51%	25%	5%
	45 or older	11%	52%	33%	4%
Age	18 to 29	19%	44%	31%	5%
	30 to 44	16%	59%	19%	6%
	45 to 59	10%	55%	30%	5%
	60 or older	11%	48%	37%	4%
Race	White	13%	57%	28%	3%
	Non-white	16%	40%	35%	8%
Gender	Men	13%	49%	35%	3%
	Women	15%	53%	26%	6%
Interview Type	Landline	13%	50%	33%	4%
	Cell phone	16%	53%	25%	5%

Fashion Program at Marist College/Marist Poll National Adults Split Sample: Interviews conducted April 7th through April 10th, 2014, n=634 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		Do you strongly agree, agree, disagree, or strongly disagree that fashion requires just as much creativity as playing a musical instrument or painting a picture?			
		Strongly agree	Agree	Disagree	Strongly disagree
		Row %	Row %	Row %	Row %
National Adults		8%	39%	43%	10%
Region	Northeast	9%	41%	40%	9%
	Midwest	3%	34%	52%	11%
	South	10%	39%	42%	9%
	West	6%	44%	40%	11%
Household Income	Less than \$50,000	10%	42%	41%	7%
	\$50,000 or more	8%	34%	45%	13%
Education	Not college graduate	7%	41%	42%	10%
	College graduate	9%	37%	44%	11%
Age	Under 45	9%	42%	40%	9%
	45 or older	7%	38%	45%	10%
Age	18 to 29	12%	43%	37%	8%
	30 to 44	6%	41%	43%	10%
	45 to 59	7%	38%	44%	10%
	60 or older	7%	37%	45%	11%
Race	White	8%	35%	47%	11%
	Non-white	8%	49%	34%	9%
Gender	Men	5%	39%	45%	10%
	Women	10%	40%	41%	9%
Interview Type	Landline	8%	37%	44%	11%
	Cell phone	8%	43%	41%	8%

Fashion Program at Marist College/Marist Poll National Adults Split Sample: Interviews conducted April 7th through April 10th, 2014, n=578 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		Do you strongly agree, agree, disagree, or strongly disagree that someone who is trendy and fashionable is less likely to be focused on their education or professional accomplishments?			
		Strongly agree	Agree	Disagree	Strongly disagree
		Row %	Row %	Row %	Row %
National Adults		5%	25%	57%	13%
Region	Northeast	5%	16%	66%	13%
	Midwest	2%	22%	62%	15%
	South	5%	28%	53%	13%
	West	8%	28%	52%	12%
Household Income	Less than \$50,000	4%	27%	54%	15%
	\$50,000 or more	6%	21%	60%	13%
Education	Not college graduate	7%	27%	53%	13%
	College graduate	3%	21%	62%	14%
Age	Under 45	7%	20%	56%	17%
	45 or older	4%	30%	57%	10%
Age	18 to 29	12%	20%	46%	21%
	30 to 44	3%	19%	65%	13%
	45 to 59	4%	26%	57%	12%
	60 or older	4%	33%	56%	7%
Race	White	3%	26%	58%	14%
	Non-white	11%	23%	52%	14%
Gender	Men	5%	31%	52%	13%
	Women	6%	19%	62%	14%
Interview Type	Landline	4%	26%	59%	11%
	Cell phone	8%	22%	53%	17%

Fashion Program at Marist College National Adults Split Sample: Interviews conducted April 7th through April 10th, 2014, n=578
MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

National Adults

Do you think someone who dresses very differently than most people, that is a non-conformist when it comes to fashion, is:

		Stylish	Strange	Unsure
		Row %	Row %	Row %
National Adults		57%	35%	8%
Region	Northeast	67%	28%	5%
	Midwest	53%	42%	6%
	South	59%	34%	8%
	West	53%	35%	13%
Household Income	Less than \$50,000	59%	36%	5%
	\$50,000 or more	58%	33%	8%
Education	Not college graduate	61%	33%	6%
	College graduate	52%	37%	11%
Age	Under 45	65%	30%	5%
	45 or older	53%	38%	9%
Age	18 to 29	66%	29%	5%
	30 to 44	64%	30%	6%
	45 to 59	61%	32%	7%
	60 or older	44%	45%	11%
Race	White	54%	39%	7%
	Non-white	67%	26%	8%
Gender	Men	52%	39%	9%
	Women	63%	30%	7%
Interview Type	Landline	52%	38%	10%
	Cell phone	65%	29%	6%

Fashion Program at Marist College/Marist Poll National Adults: Interviews conducted April 7th through April 10th, 2014, n=1212 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.