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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: It's Not You, It's the Bra

SAMPLE: 5,000 American women, 100 per state and 1,000 U.K. women

SPLITS: Age, gender, state, Q4, Q8

Survey Questions:

Screener Questions:

M1. What country do you live in?

United States

United Kingdom

None of the above [Term]

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male TERMINATE
2. Female
3. Non-Binary TERMINATE
4. Other TERMINATE

5. Prefer not to say TERMINATE

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

[IF M1 = US] D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S. OR WASHINGTON D.C.]

[IF M1 = US] QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

[IF M1 = UK] D4. Which region do you live in?

Northern Ireland
Scotland
Wales
North East
Yorkshire and the Humber
West Midlands
East Midlands

North West
South West
East of England
South East
London

Survey Questions:

1. What types of clothing do you have difficulty with in regards to finding the right/comfortable size? [Select all] RANDOMIZE, ANCHOR LAST 2

- Jeans
- Sneakers
- Swimsuits
- Heels
- Dresses
- Aesthetic lingerie
- Underwear
- Bras
- Skirts
- Tops
- Other (please specify)
- I don't have any difficulty [EXCLUSIVE]

2. After shoes, which article of clothing or accessory would you most want to take off first upon returning home from somewhere? [Select up to three] RANDOMIZE, ANCHOR LAST 2

Jeans
Tights/stockings
Bra
Underwear
Hat
Jewelry
Glasses
Other (please specify)
Not sure [EXCLUSIVE]

3. Do you know your current bra size? [Select One]

Yes
No
Not sure

4. [SPLIT] [SHOW IF Q3 = "YES"] Which of the following best describes your typical bra size? [SELECT ONE]

Smaller sizes (e.g., A–B cups)
Average sizes (e.g., C–D cups)
Fuller sizes (e.g., DD–F cups)

Larger / specialty sizes (e.g., G+ cups)
Prefer not to say

5. Based on your breast size, which of the following are true in relation to what you choose to wear? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

I avoid wearing certain kinds of bras
I avoid wearing certain kinds of clothes
I have difficulty finding bras in my size
I wear a bra primarily for support, not aesthetics [cannot select with following answer]
I wear bras mainly for aesthetic/shape reasons [cannot select with previous answer]
I wear padded or push-up bras to add volume [cannot select with following answer]
I wear minimizer bras to appear smaller [cannot select with previous answer]
I prefer/prioritize sports bras
I've had clothes altered or tailored to fit my chest
I size up in tops/dresses to accommodate my chest
My breast size affects my posture or causes back/shoulder pain
None of the above [EXCLUSIVE]

6. What are your issues with bras? [Select all that apply] RANDOMIZE, ANCHOR LAST 3

Band tightness
Gaping cups
Color options
Improper fit
Uncomfortable wiring
Sliding straps
Straps digging into my shoulders
Difficult to put on
Spillage
Fabric options
Price
Unattractive design/print
No ventilation/Chafing under the band
Padding concerns (e.g., too thick/thin, shifting, etc.)
Seams visible under clothing
Clasp concerns (e.g., digging into back, coming undone, etc.)
Quality diminishes after washing (e.g., stretching, fading, etc.)
Falls apart quickly/poor durability
Too many hooks/clasps
Skin irritation
Not enough lift [cannot select with below]

Too much lift (unnatural shape) [cannot select with above]
Other (please specify)
Not sure [EXCLUSIVE]
I don’t have any issues with bras [EXCLUSIVE]

7. [HIDE IF Q6 = Last option] What contributes to your issues with bras? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

Weight fluctuation
Current or previous pregnancy
Hormonal fluctuation
I don’t feel confident
I don’t understand how to choose a bra
Asymmetrical breasts (one larger than the other)
Size limits
Having been fitted incorrectly in the past [cannot select with below]
Never having been professionally fitted [cannot select with above]
Bra sizing varies too much between brands
My body shape doesn't match standard sizing
Skin/sensory sensitivity (textures, tightness, tags)
Chronic pain (back, neck, shoulders)
Feeling overwhelmed/stressed by bra shopping
I've never been taught how bras should fit

Cost

Other (please specify)

Not sure [EXCLUSIVE]

8. [SPLIT] What types of bras do you wear regularly? [Select all that apply] RANDOMIZE, ANCHOR LAST 3

Padded

Non-padded

Wired

Non-wired

Full cup

Half cup

Sports bras

Bralettes

Strapless

Other (please specify)

N/A: I don't wear bras [EXCLUSIVE]

Unsure [EXCLUSIVE]

9. [Hide if Q8 = N/A] [GRID] How likely or unlikely are you to feel uncomfortable enough to want to take off your bra while you're...[Select one for each] GRID BY [RANDOMIZE]

At work

In the car

On public transportation
At a restaurant/bar
At a grocery store
At a clothing store
At a friend's house
Very likely
Somewhat likely
Neither likely nor unlikely
Somewhat unlikely
Very unlikely

10. [GRID] [Hide if Q8 = N/A] How likely or unlikely are you to actually take off your bra while you're… [Select one for each]

GRID BY
[SHOW OPTIONS "LIKELY" IN PREVIOUS QUESTION]
Very likely
Somewhat likely
Neither likely nor unlikely
Somewhat unlikely
Very unlikely

11. [Hide if Q8 = N/A] How many times during an average day do you think about taking your bra off due to discomfort? [Select one]

0-1

2-3
4-5
6-7
8-9
10+
Not sure

12. [Hide if Q8 = N/A] Upon returning home from a day out, how long does it take you to want to take your bra off? [Select one]

Less than 1 minute
1-5 minutes
6-10 minutes
11-15 minutes
16-20 minutes
21-30 minutes
31-40 minutes
41-50 minutes
51-60 minutes
More than 60 minutes

13. [Hide if Q8 = N/A] To what extent do you agree or disagree with the following statement? "My bra is so uncomfortable/ill-fitting that I want to rip it off moments after putting it on." [Select one]

Strongly agree

Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

14. [SHOW if Q3 = No and Q8 = anything other than N/A] How did you choose your current bra size? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

I guessed my size
I tried to size myself at home
I read a sizing chart
I compared myself with someone who looks my size
It looked the best on me
I got hand-me-downs from family members/friends
I tried on options until I felt comfortable
I followed tips from online/social media
Other (please specify)
I don't remember/No way in particular [EXCLUSIVE]

15. Have you ever been professionally fitted for a bra before? [Select one]

Yes
No
I don't remember

16. [SHOW if Q15 = A] When was the last time you got a professional bra fitting? [Select one]

Within the past month
2-3 months ago
4-6 months ago
7-8 months ago
9-10 months ago
11 months-1 year ago
2-3 years ago
4-5 years ago
6-10 years ago
10+ years ago

17. To the best of your knowledge, how often should you get a professional bra fitting? [Select one]

Every month
Every 2-3 months
Every 4-6 months
Every 7-8 months
Every 9-10 months
Every 11 months-1 year
Every 2-3 years
Every 4-5 years
Every 6-10 years

Every 10+ years

18. [SHOW IF Q15 = A] How accurate do you think your last bra sizing was?

[SLIDER SCALE 0-100%]

19. Thinking about if you were to get sized for a bra, what barriers do you anticipate facing? [Select all that apply] RANDOMIZE, ANCHOR LAST 3

I don’t know how to get sized properly
I don’t know where to go
I live far away from a store that does fittings
It makes me uncomfortable
I don’t know what I’m looking for in a bra
I had been incorrectly sized before
I don’t have the time
Feeling self-conscious about my breast size/body
I don't trust that the fitter will be knowledgeable
I worry the store won't carry my size at all
I prefer to shop alone without assistance
I find the fitting room environment stressful
Feeling judged
I don't feel represented by the brands available
The cost of bras puts me off
I'm worried I'll feel pressured to buy something
I don't think getting sized will actually help

I'd rather just order online and return if it doesn't fit

Other (please specify)

Not sure [EXCLUSIVE]

I don't have any barriers [EXCLUSIVE]

20. Have you ever found the perfect bra? [Select one]

Yes

No

Not sure

21. Which qualities do you most want in a perfect bra? [Select up to five] RANDOMIZE, ANCHOR LAST 2

Comfort

Proper fit

Easily adjustable

Makes me look good

Makes me feel good

Practicality

Good material

Cute color/design

Feels like I'm not wearing a bra at all

Long wear/durability

Easy to put on

Support

Coverage

Affordability
Seamless
Makes boobs look bigger [cannot select with following answer]
Makes boobs look smaller [cannot select with previous answer]
Other (please specify)
Not sure [EXCLUSIVE]

22. [Hide if Q8 = N/A] How much would a better-fitting bra increase your confidence? [Select one]

A lot
Somewhat
Not very much
Not at all

23. To the best of your knowledge, how long would it take you to commute to a place that does in-person/store bra fittings? [Select one]

1-10 minute(s)
11-20 minutes
21-30 minutes
31-40 minutes
41-50 minutes
51-60 minutes

1-2 hours
2+ hours
Not sure
I don't know where to get a bra fitting done

24. [Hide if Q8 = N/A] Where do you most prefer to shop for bras? [Select one]

Online
In-store
Other (please specify)
I don't have a specific like

25. [SHOW IF Q24 = A] For what reasons, if any, do you like to shop for bras online? [Select all that apply] RANDOMIZE, ANCHOR LAST 3

Easier to see all of my options at once
I can do it anywhere/anytime of day
I find more discounts/compare prices
I don't live near a store
There are more options
I don't have to speak to a person
I can order more options without embarrassment
I can take my time
I can read reviews/look at customer photos from people with similar body types
I can filter by size more easily

I already know my size/don't need to try things on
I've found a brand online that works for me
Stores near me don't carry my size
I can come back to items later
I don't have to deal with unhelpful/pushy staff
I've had bad in-store experiences in the past
Other (please specify)
Not sure [EXCLUSIVE]
No reason in particular [EXCLUSIVE]

26. [SHOW IF Q24 = B] For what reasons, if any, do you like to shop for bras in-store? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

I can try on the bra
I can see how it fits with other clothing
I have an employee/professional I can get opinions from
It's a fun experience
I like to touch the bras
The bras look different in person
I can take the bra home the same day
I find it easier to compare styles side by side in person
I can see the true color and fabric in person
Photos online can be misleading
I don't trust online size charts
Easier to discover different styles

Other (please specify)
Not sure [EXCLUSIVE]

27. [Hide if Q8 = N/A] Where do you go/who do you go to for bra advice? [Select all that apply]
RANDOMIZE, ANCHOR LAST 2

Professional fitter
Friend
Mom
Sister
Aunt
Grandmother
Daughter
Niece
Influencer
Google/online search
AI
Celebrity
Other (please specify)
I don't seek bra advice [EXCLUSIVE]

28. [GRID] How many bras do you own that...[Select one for each]

GRID BY [RANDOMIZE]

Still have tags on/have never been worn

Don't fit well, but you wear anyway [HIDE IF Q8 = N/A]

Has some type of damage or discoloration

Fit well

Don't fit you at all

You don't wear

0

1

2

3

4

5

6

7

8

9

10+

29. How many different bra sizes do you own? [Select one]

1

2

3

4

5

6

7

8

9

10+

I don’t own any bras

30. [Hide if Q8 = N/A] [SLIDER] How many times in an average day do you adjust your bra? [Slider scale]

Slider 0-10 (increments of 1) (left label: Less often than once a day ; Right label: 10+)