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## Market Insights: Panties and Underwear Bottoms 2004

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<td>- Packaging Preference - ‘Single Pairs Vs. Packages’</td>
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<td></td>
</tr>
<tr>
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Background

Even though the economy is supposedly rebounding, consumers remain faced with uncertain employment options, increasing advertising and marketing pressures, and the growing dominance of “big box” retailers selling everything from tires to toothpaste and underwear to umbrellas.

To help manufacturers and retailers keep pace with ever-changing consumer behaviors and attitudes, NPD Fashionworld has updated its annual NPD Market Insights: Panties and Underwear Bottoms report.

While the scope of this report offers consumer feedback for the entire panties and underwear bottoms category, special emphasis has been placed on mass merchants, and Wal-Mart specifically, to give readers a sense of what’s driving this critical sector of the marketplace.

About NPD Market Insights: Panties and Underwear Bottoms

This study was conducted via the World Wide Web November 16 to December 1, 2004. The survey was administered to a random sample of self-reported underwear and panty purchasers who were pre-identified from the NPD Fashionworld apparel industry tracking service.

Panel members were asked to visit the NPD Online Research survey site in order to complete and submit the survey about underwear/panties. Respondents were initially asked to indicate who in their household, including themselves, they had purchased underwear or panties for in the past four months (from July 2004 through October 2004). For the remainder of the survey, respondents answered questions thinking about their underwear bottom or panty purchases (depending the wearer’s gender) for either themselves, their spouse, a child under age 13 in their household or a child/other family member age 13+.

A total of 10,000 e-mails were sent to target panelists. A total return of 3,428 completed surveys was received. As an incentive to complete this survey, ten drawings for $100 were included. Ending sample sizes by age and gender of the wearer are as follows:

<table>
<thead>
<tr>
<th>Gender of Wearer</th>
<th>Male Underwear Bottoms</th>
<th>Female Panties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>995</td>
<td>2,433</td>
</tr>
<tr>
<td>Age of Wearer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 18</td>
<td>207</td>
<td>261</td>
</tr>
<tr>
<td>18-24</td>
<td>52</td>
<td>331</td>
</tr>
<tr>
<td>25-34</td>
<td>124</td>
<td>507</td>
</tr>
<tr>
<td>35-44</td>
<td>207</td>
<td>489</td>
</tr>
<tr>
<td>45-54</td>
<td>246</td>
<td>555</td>
</tr>
<tr>
<td>55+</td>
<td>159</td>
<td>290</td>
</tr>
</tbody>
</table>
Executive Summary

Market Insights: Panties and Underwear Bottoms 2004

Men’s and Boys’ Underwear Bottoms - Key Findings

Sales of male underwear bottoms have grown slightly in the 12 month period ending September 2004 with an increase of 2% overall to $2.4 billion. This growth is driven by the men’s segment showing a 3% growth, while boys are declining by 3% versus year ago.

Within mass merchants, underwear bottoms sales were down, primarily driven by the men’s market which experienced a decline in sales of 9% to $791 million.

Retailers Shopped
Wal-Mart continues to dominate the men’s/boys’ underwear bottoms market. Six in ten consumers reported they buy “some” or “most” of their underwear at Wal-Mart. Wal-Mart also remains most appealing to younger underwear wearers.

Kmart continues to decline in reported underwear purchasing over the past year. Twenty-three percent of consumers reported buying “some” or “most” underwear bottoms at Kmart versus 28% in 2003 and 35% in 2002.

Underwear Bottom Styles
Briefs remained the dominant style worn by men in 2004 with consumers reporting that almost half (49%) of the underwear bottoms owned consist of this basic style.

However, it’s all about boxer briefs this year. This style has now caught-up with traditional boxers in 2004, with each style having a 23% share of underwear bottoms owned. In addition, 46% of purchasers of boxer briefs report this style as being worn “more often” compared to one year ago, which suggests that this style is still on the rise.

• Boxer briefs gain across all age segments under 55, and this is mainly at the expense of boxers.

While consumers are still interested in trying something new, they were less likely to cite preference for low-rise/bikinis in 2004. Four in ten buyers reported the style as being worn “less often” than last year.

Underwear Bottom Colors
Similar to last year, underwear bottom colors worn depend largely on the selected style worn. Solid white continues to be a leading color worn, driven primarily by the high ownership of briefs among males. Among those who indicated purchasing brief style underwear bottoms, three in four cite “white” as the color worn in this style.
Men’s and Boys’ Underwear Bottoms - Key Findings (Continued)

**Comfort Still Counts**
Comfort remains top priority within men’s and boys’ underwear bottoms. Almost nine in ten (86%) consumers agreed strongly or somewhat with the statement “comfort is more important than fashion when buying underwear bottoms.”

**Underwear Bottom Brands**
National brands continue to dominate men’s and boys’ underwear bottoms with designer and private label brands generally garnering “second tier” levels of aided recognition relative to the national branded players. However, many of the national brands have seen slight declines in overall recognition levels versus last year, while brands like Old Navy, Eddie Bauer and Faded Glory experienced increases in their awareness levels. Despite the slight increases in awareness, these brands failed to move up in the overall awareness rankings.

- Hanes and Fruit of the Loom remain the most recognized brands in men’s and boys’ underwear with over seven in ten consumers aware of each of these brands.

- Private label brands and designer labels have higher recognition among consumers buying for younger men (age 18-24).

- Some new character licenses were added to this year’s study, and several of these are in the Top 10 for aided brand awareness of boys’ underwear bottoms – Bob the Builder (40%), Spiderman (40%), SpongeBob (39%), and Batman (36%) are more known than some of the Top 10 brands from 2003, such as Underoos, Disney, and JC Penney.

**Future Purchase Plans**
Underwear bottom purchasing over the near future is likely to remain steady. Over half of buyers surveyed say they plan to purchase underwear in the next three months, which is similar to levels reported in 2002 and 2003.

Briefs are expected to remain the dominating style with a 45% reported share of consumers’ next ten underwear bottom purchases. Boxer briefs follow with a 26% share of next ten purchases, edging out boxers for the second position.

Solid white, followed by solid color, remains the color most likely to be purchased next time based on reported share of next ten purchases of underwear bottoms.
Executive Summary

Market Insights: Panties and Underwear Bottoms 2004

Women's and Girls' Panties - Key Findings

The female panties market reached $3.1 billion in 2004 - a 10% increase from the same time period in 2003. The $2.9 billion women's panty business was up 10%, while the girls' business was up 5% to $225 million. While total female panty sales were up, the category is declining by 3% within mass merchants to $840 million.

Similar to 2002 and 2003, over half of panty buyers surveyed say they purchased the “usual amount” of panties for the wearer in the past three months. Almost one in three indicate that they purchased “more than usual.” Momentum appears to be shifting versus the same time period last year within some age segments as fewer panties buyers in the under 18 year-old age segment reported that they bought “more than usual” in the target time period in 2004 versus 2003 (31% in 2004 versus 36% in 2002). Conversely, buyers for wearers 18-24 filled in this gap, with 34% buying “more than usual” in the 2004 time period versus 27% in 2003.

The overall number of pairs reported has remained constant, with an average of 21 pairs of panties in women’s drawers in both 2003 and 2004. Panty ownership is highest within the 18-24 age segment; however, there was a dip from 2003 to 2004. This dip in ownership for this segment, while at the same time stating that they are purchasing more pairs of panties than last year, could represent replacement rather than the stocking-up that was seen in 2003.

Retailers Shopped

As seen in 2002 and 2003, consumers are more likely to say they buy “some” or “most” of their panties at Wal-Mart than at any other retailer - about six in ten women overall. By age, however, 18-24 and 55+ are a harder audience for Wal-Mart to attract.

Similar to the trend seen among men's/boys' underwear bottoms, Kmart has experienced a decline in reported panty purchasing over the past year. Twenty-two percent of consumers reported that they buy “some” or “most” panties at Kmart versus 27% in 2003 and 34% in 2002.

Panty Styles

Briefs remain the top panty style worn with 56% of panty buyers citing the style as “ever worn.” However, boy briefs and low rise/hipsters gained momentum this year. Boy briefs experienced the strongest gain with 25% of panty buyers citing the style as “ever worn” versus 19% in 2003. Low rise/hipster style was cited by 36% of panty buyers compared to 31% last year.

In addition, purchasing of both styles has increased, with a 6% upswing in purchasing of low rise/hipsters from 2003 to 2004, and a similar increase of 5% for boy briefs in the same time period.

Panty Colors

Regardless of the panty style, most women wear solid colors. As seen last year, however, panty colors owned do vary depending on the age of the wearer. Girls (under age 18) own a greater volume of patterns/designs, while solid colors fill the drawers of 18-44 year-olds. As women age, they tend to own more solid white panties.
Executive Summary

Market Insights: Panties and Underwear Bottoms 2004

Women’s and Girls’ Panties - Key Findings (Continued)

Comfort and Fashion
Overall, women’s/girls’ panty buyers place a higher priority on comfort than fashion - over three in four (78%) consumers agree strongly or somewhat with the statement “comfort is more important than fashion when buying panties.” Women won’t give up comfort for fashion, instead looking for brands and styles that offer both, as 79% agree strongly or somewhat that “some styles of panties offer both fashion and comfort.”

The importance of fashion is further demonstrated by the finding that just over six in ten women (61%) age 13+ coordinate their bras and panties, and just as many (62%) coordinate the color of their bra and panty with the color of their outfit/outerwear. This is not just a teen phenomenon as one might think. The trend leans more towards women 18-34 (70%); however, over half of women age 45+ (55%) are coordinating their bras and panties. Older women (age 55+), who coordinate their bras and panties, report doing so more frequently than their younger counterparts. However, this could be, in part, due to older women being more likely to wear solid white intimate apparel.

•Among those coordinating their bras and panties, 35% of panty buyers for women age 55+ claim the wearer coordinates her bra and panties five or more days per week compared to 21% of those buying for a female age 18-54.

Panty Brands
Recognition levels for women’s panties brands have remained fairly consistent with levels reported last year. Most brands are within two or three percent of last year’s reported awareness levels. National players, Hanes and Fruit of the Loom, are #1 and #3, respectively, while the specialty brand, Victoria’s Secret, comes in at #2 in aided brand awareness.

While 2003 saw some increases for girls’ panties among smaller players, 2004 saw a dip for several brands within the Top 20. These brands include Carters (-6 pts.), Jockey (-8 pts.) Simply Basic (-8 pts.), Underoos (-7 pts.), and Looney Tunes (-11 pts.).

Hanes, the #1 brand in terms of awareness within girls’ panties, saw aided awareness drop nine percentage points versus 2003. This represents a total drop of 16 percentage points since 2002. Even with the decline in recognition, however, Hanes remains atop the rankings within girls’ panties, followed by Fruit of the Loom.

Future Purchase Plans
Just under two in three buyers surveyed indicate that they have plans to purchase panties in the next three months, which is a slight decrease versus one year ago.

Briefs are expected to remain the dominating style, driven by wearers under age 18 and those age 55+. Thongs are also expected to continue strong momentum among wearers age 18-24, representing 29% of reported next ten purchases among this age group.

Solid color panties and those with patterns/designs increased in future purchase interest among younger age segments, while white continues to dominate older age segments.
Men’s/Boys’ Underwear Bottoms Market Overview

Market Insights: Panties and Underwear Bottoms 2004
Market Insights: Panties and Underwear Bottoms 2004

For the purposes of this report, Boys are defined as males age 4-12 and Men as males age 13+.

In 2004, the male underwear category grew by 2% versus year ago. This growth was driven by men’s underwear (+3%), offsetting the declines in boys’ (-3%).

The growth in the men’s underwear category was driven by Specialty Stores. Direct Mail and Factory Outlets also contributed to the increases versus year ago.

In mass merchants, male underwear bottoms were down by 9% from 2003 to 2004. This decline was due to losses in both the men’s (-9%) and boys’ (-8%) underwear categories.
Market Insights: Panties and Underwear Bottoms 2004

As part of the Market Insights: Panties and Underwear Bottoms report, the following index analysis of Wal-Mart versus the total mass market and the total underwear market was conducted. This index uncovers areas of opportunity in gender mix, product mix, style mix and demographic profile mix for both underwear manufacturers’ and retailers’ consideration.

For the purposes of this report, Boys are defined as males age 4-12 and Men as males age 13+.

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<tr>
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<tr>
<td><strong>Overall Bottoms Mix</strong></td>
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<tr>
<td>(As a % of total Underwear Mix)</td>
<td>Total Men's and Boys'</td>
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<tr>
<td>Unit Share</td>
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<td>106</td>
<td></td>
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<tr>
<td>Dollar Share</td>
<td>102</td>
<td>103</td>
<td></td>
</tr>
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<td><strong>Gender Mix</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unit Share</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Men’s</td>
<td>100</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>Boys’</td>
<td>100</td>
<td>115</td>
<td></td>
</tr>
<tr>
<td>Dollar Share</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men’s</td>
<td>99</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Boys’</td>
<td>103</td>
<td>143</td>
<td></td>
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<tr>
<td><strong>Style Mix</strong></td>
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<tr>
<td>Dollar Share</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Briefs</td>
<td>108</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Boxers</td>
<td>85</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>Boxer Briefs</td>
<td>105</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>Bikini/Lo Rise/Other</td>
<td>116</td>
<td>88</td>
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</tr>
</tbody>
</table>

For unit share, Wal-Mart is slightly overdeveloped in male underwear bottoms relative to the total underwear mix.

When comparing the gender mix in Wal-Mart with the total market, men’s underwear bottoms mix is slightly underdeveloped while the boys’ mix is overdeveloped, especially in terms of dollar share.

Wal-Mart is overdeveloped in the Briefs category when compared to the total market. There may be an opportunity for growth with Boxers.

Source: NPDFashionworld Consumer Estimates

Note: Male Underwear Mix Defined as Underwear Tops, Underwear Bottoms, and Thermals
For the purposes of this report, Boys are defined as males age 4-12 and Men as males age 13+

<table>
<thead>
<tr>
<th>Pack Count</th>
<th>Wal-Mart Vs. Total Mass Market</th>
<th>Wal-Mart Vs. Total Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's Underwear Bottoms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Pack</td>
<td>58</td>
<td>27</td>
</tr>
<tr>
<td>2 Pack</td>
<td>76</td>
<td>75</td>
</tr>
<tr>
<td>3 Pack</td>
<td>106</td>
<td>120</td>
</tr>
<tr>
<td>4 Pack</td>
<td>107</td>
<td>167</td>
</tr>
<tr>
<td>5 Pack</td>
<td>114</td>
<td>183</td>
</tr>
<tr>
<td>6 Pack</td>
<td>122</td>
<td>162</td>
</tr>
<tr>
<td>7+ Pack</td>
<td>126</td>
<td>159</td>
</tr>
<tr>
<td>Boys' Underwear Bottoms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Pack</td>
<td>69</td>
<td>29</td>
</tr>
<tr>
<td>2 Pack</td>
<td>64</td>
<td>44</td>
</tr>
<tr>
<td>3 Pack</td>
<td>97</td>
<td>102</td>
</tr>
<tr>
<td>4 Pack</td>
<td>103</td>
<td>100</td>
</tr>
<tr>
<td>5 Pack</td>
<td>117</td>
<td>123</td>
</tr>
<tr>
<td>6 Pack</td>
<td>131</td>
<td>176</td>
</tr>
<tr>
<td>7+ Pack</td>
<td>108</td>
<td>146</td>
</tr>
</tbody>
</table>

When comparing Wal-Mart’s men’s underwear bottoms mix against the total market and total mass market, Wal-Mart is overdeveloped in the larger pack counts, while underdeveloped in the 1 and 2 pack counts.

The boys’ underwear bottoms category is a similar situation, underdeveloped in 1 and 2 packs while overdeveloped in larger pack counts.

<table>
<thead>
<tr>
<th>Brand Type Mix</th>
<th>Wal-Mart Vs. Total Mass Market</th>
<th>Wal-Mart Vs. Total Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's Underwear Bottoms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Brands</td>
<td>110</td>
<td>152</td>
</tr>
<tr>
<td>Private Label</td>
<td>65</td>
<td>47</td>
</tr>
<tr>
<td>Boys' Underwear Bottoms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Brands</td>
<td>100</td>
<td>127</td>
</tr>
<tr>
<td>Private Label</td>
<td>103</td>
<td>44</td>
</tr>
</tbody>
</table>

Source: NPDFashionworld Consumer Estimates
For the purposes of this report, Boys are defined as males age 4-12 and Men as males age 13+.

<table>
<thead>
<tr>
<th>Age of Buyer</th>
<th>Wal-Mart Underwear Bottoms Index 12 Months Ending September 2004 Dollar Share (100=baseline)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wal-Mart Underwear Vs. Wal-Mart Apparel Underwear Tops</td>
</tr>
<tr>
<td>13-24</td>
<td>100                                           86                                           88</td>
</tr>
<tr>
<td>25-34</td>
<td>102                                           141</td>
</tr>
<tr>
<td>35-44</td>
<td>104                                           112</td>
</tr>
<tr>
<td>45-54</td>
<td>103                                           88</td>
</tr>
<tr>
<td>55-64</td>
<td>91                                            80</td>
</tr>
<tr>
<td>65+</td>
<td>103                                           77</td>
</tr>
</tbody>
</table>

Within the 25-34 age group, male underwear bottoms are overdeveloped when compared to male underwear tops.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Wal-Mart Underwear Bottoms Index 12 Months Ending September 2004 Dollar Share (100=baseline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>100                                           89                                           105</td>
</tr>
<tr>
<td>$25,000-$49,999</td>
<td>103                                           107</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>105                                           96</td>
</tr>
<tr>
<td>$75,000+</td>
<td>110                                           90</td>
</tr>
</tbody>
</table>

Among Wal-Mart consumers with incomes less than $25,000, male underwear bottoms are slightly underdeveloped when compared to total apparel.
Analyzing Market Insights: Men’s/Boys’ Underwear Bottoms

For this section of the Market Insights: Men’s/Boys’ Underwear Bottoms report, keep in mind that the sample is based on 995 NPD Fashionworld survey respondents. Any reference to percentage of respondents should be analyzed based on this sample and not the entire underwear bottoms marketplace.
Wal-Mart continues to dominate men/boys underwear purchases

Wal-Mart continues to dominate the underwear category among the big three mass retailers. Nearly six in ten of men’s/boy’s underwear buyers reported making ‘some’ or ‘most’ of their underwear purchases at Wal-Mart compared to 23% at Kmart and 35% at Target.

Over 2004, Kmart once again experienced a significant decline in underwear purchasing, slipping 4 percentage points from 2003.

The 18-24 age group is the largest segment of underwear purchasers among all mass retail chains. While Wal-Mart continues to maintain leading market share positions among all age groups, Target is significantly improving its appeal within the 18-24 age group; its purchase incidence among this group of underwear shoppers jumped ten percentage points from 2003.
**Market Insights: Panties and Underwear Bottoms 2004**

**Wal-Mart continues to have the most purchasers of other merchandise**
64% of those buying underwear at Wal-Mart report also purchasing other items at Wal-Mart in the past 12 months. Overall, additional purchases are becoming less frequent for mass retailers compared to 2003 and 2002.

![Purchased Items Other Than Underwear Bottoms at Retailer in Past 12 Months - 2004 Vs. 2003 and. 2002](chart)

![Note: JC Penney and Kohl’s not available for 2002

**What additional items are underwear shoppers purchasing at these retailers?**
Those who buy underwear at the big 3 mass retailers most often shop for other apparel items, groceries, toys and automotive supplies.

At national chains, underwear purchasers are likely to buy other apparel items; 76% of JC Penney and 84% of Kohl’s underwear shoppers report purchasing apparel other than underwear.

![Items Purchased at Retailer - 2004](table)

Source: Market Insights: Underwear Bottoms 2004
Reasons for not purchasing men's/boys' underwear bottoms at mass

Respondents who report purchasing “none” of their underwear bottoms at Wal-Mart, Kmart or Target cited “inconvenient to home or work,” “don’t purchase any apparel there” and “just don’t like the store/shopping experience” as their most common reasons for shopping elsewhere.

Those who report buying no underwear at Wal-Mart say the retailer “doesn’t have the brands I prefer” while “inconvenience to home or work” is more likely to be cited as a reason for not shopping at Kmart and Target.

In addition, non-buyers at Wal-Mart and Kmart are more likely to say they “just don’t like the store/shopping experience” as compared to non-buyers at Target.

<table>
<thead>
<tr>
<th>Reasons for Not Purchasing Underwear Bottoms at Retailer - 2004 (% of Buyers)</th>
<th>Wal-Mart (412)</th>
<th>Kmart (764)</th>
<th>Target (647)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t have the styles I prefer</td>
<td>15</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Don’t have the brands I prefer</td>
<td>26</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Price is too low-I question the quality</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Is not convenient to my home or work</td>
<td>21</td>
<td>40</td>
<td>37</td>
</tr>
<tr>
<td>Don’t purchase any apparel there</td>
<td>24</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>Don’t have the variety I look for</td>
<td>10</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Underwear is not appropriate</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Underwear department is too cluttered</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Underwear department layout is too confusing</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Wouldn’t want my friends/family to know I buy underwear there</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Underwear is not fashionable enough</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Lack of privacy while shopping there</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Just don’t like the store/shopping experience</td>
<td>26</td>
<td>26</td>
<td>10</td>
</tr>
<tr>
<td>Underwear is not sexy enough</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
Category Dynamics

Market Insights: Panties and Underwear Bottoms 2004
Comfort still on top for male underwear bottoms purchasers

Overall, most men’s/boys’ underwear buyers agree that comfort is more important than fashion when buying underwear bottoms, with 86% strongly or somewhat agreeing with this statement.

The Kohl’s underwear shopper shows the most variability when compared to the other shopper groups.

- Most likely to agree that fashion and comfort in underwear can go hand-in-hand (77%)
- Least likely to agree that males just grab whatever is on top of his underwear drawer (48%)
- Most likely to have more colored underwear bottoms than he used to (53%)
Comfort Is More Important Than Fashion When Buying Underwear

For (Male)

Some Styles of Underwear Offer Both Fashion and Comfort

Price Is a Very Important Factor When Buying Underwear Bottoms

(Male) Just Grabs Whatever Is On the Top Of His Drawer When Choosing What Underwear to Wear

(Male) Owns More Underwear Than He Used To

I Buy More Multi-Packs of Underwear Bottoms/Panties For (Male) Than I Used to So I Don’t Need to Shop For Underwear As Often

(Male) Has More Colored Underwear Bottoms in His Wardrobe Than He Used To

(Male) Has More Variety of Underwear Styles in His Wardrobe Than He Used To

The Type of Underwear (Male) Wears Depends on the Style Clothing He Will Be Wearing

The Type of Underwear (Male) Wears Depends on the Activity or Occasion

I Buy More Individual Pairs of Underwear For (Male) Than I Used To

Source: Market Insights: Underwear Bottoms 2004
Market Insights: Panties and Underwear Bottoms 2004

Do consumers’ attitudes differ depending on the age of the underwear bottoms wearer?

Though comfort is most important to underwear shoppers for all age groups, it is most important for male wearers age 45+. Conversely, consumers who shop for a wearer under age 45 are more likely to agree that “some styles of underwear bottoms offer both fashion and comfort.”

Purchasers for boys under age 18 remain more price sensitive, with more than three in four purchasers agreeing that “price is a very important factor when buying underwear bottoms.”

71% of buyers for 18-24 year-olds claim the wearer “owns more underwear than he used to,” which is significantly higher than that reported among other wearer age segments.

Source: Market Insights: Underwear Bottoms 2004

*Small base: 52 respondents
**Males prefer 100% cotton underwear**

100% cotton continues to be the fabric of choice among men’s/boys’ underwear bottoms buyers, as 74% of respondents reported 100% cotton as the wearer’s preferred underwear fabric.

- The youngest (under 18) and oldest (55+) segment wearers are slightly more likely than other wearers to also like cotton/polyester blend.

![Underwear Bottoms Fabric Preference - 2004 Vs. 2003 and 2002 (% of Buyers)](chart)

**Underwear Bottoms Fabric Preference - 2004 (% of Buyers)**

- **Total**: 74, 73, 58, 76, 72, 76, 75
- **<18**: 6, 5, 17, 6, 7, 5, 3
- **18-24**: 1, 1, -
- **25-34**: 1, 1, -
- **35-44**: 1, 1, -
- **45-54**: 1, 1, -
- **55+**: 1, 1, -


*Small base: 52 respondents*
Most underwear purchased is contained in packaging

90% of underwear bottoms purchased are contained in packaging.

- This percentage increases with age, with wearers 45+ having the highest percentage contained in packaging.
- Though minimal, wearers age 18-44 have the highest share of underwear purchased hanging on hangars.

<table>
<thead>
<tr>
<th>Underwear Bottoms Purchased in Each Package Type</th>
<th>Total</th>
<th>Under 18</th>
<th>18-24*</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanging on hangars</td>
<td>8</td>
<td>6</td>
<td>12</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Contained in packaging</td>
<td>90</td>
<td>92</td>
<td>81</td>
<td>83</td>
<td>88</td>
<td>93</td>
<td>95</td>
</tr>
<tr>
<td>Folded on tables</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
*Small base: 52 respondents
Most purchasers also prefer underwear contained in packaging

Again, almost all purchasers prefer underwear contained in packaging, regardless of age of wearer or retailer shopped.

- Though being contained in packages is preferred, purchasers for wearers age 18-44 are more likely to choose alternatives than some of their other counterparts.
- JC Penney shoppers are not as fond of underwear contained in packaging as other retailer shoppers are.

For those preferring underwear contained in packaging, 3 pairs is the magic number – almost half of all purchasers preferring this packaging would like it to contain 3 pairs.

<table>
<thead>
<tr>
<th>Underwear Bottoms Packaging Preference (% of Buyers)</th>
<th>Age of Wearer</th>
<th>Purchase Underwear At</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total &lt;18 18-24* 25-34 35-44 45-54 55+</td>
<td>Wal-Mart Kmart Target JCP Kohl's</td>
</tr>
<tr>
<td>Hanging on Hangars</td>
<td>7 14 11 11 7 2 18</td>
<td>7 8 8 12 8</td>
</tr>
<tr>
<td>Contained in Packaging</td>
<td>91 92 77 85 89 93 97</td>
<td>92 91 92 86 91</td>
</tr>
<tr>
<td>1 pair</td>
<td>4 0 10 10 8 3 3</td>
<td>0 1 2 2 3</td>
</tr>
<tr>
<td>2 pairs</td>
<td>7 3 8 11 7 8 9</td>
<td>5 5 4 6 7</td>
</tr>
<tr>
<td>3 pairs</td>
<td>47 46 45 46 40 50 55</td>
<td>41 38 47 59 61</td>
</tr>
<tr>
<td>4 pairs</td>
<td>12 11 18 16 14 11 9</td>
<td>16 16 17 10 8</td>
</tr>
<tr>
<td>5 pairs</td>
<td>4 4 5 4 4 4 1</td>
<td>5 4 4 1 3</td>
</tr>
<tr>
<td>6 pairs</td>
<td>18 26 10 11 20 16 16</td>
<td>23 26 17 17 12</td>
</tr>
<tr>
<td>7 pairs</td>
<td>2 0 0 3 3 3 5</td>
<td>3 4 4 2 5</td>
</tr>
<tr>
<td>8+ pairs</td>
<td>5 5 4 5 5 3 18</td>
<td>7 5 4 3 2</td>
</tr>
<tr>
<td>Folded on Tables</td>
<td>2 2 10 4 0 1 1</td>
<td>1 2 1 2 1</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
*Small base: 52 respondents
Consumers continue to replenish their underwear drawers

As was the case last year, 44% of buyers report purchasing four to six pairs of underwear bottoms during the 2004 survey recall period.

On average, underwear buyers purchased 5.38 pairs of underwear bottoms during the survey period in 2004. Shoppers for wearers age 35+ purchased more pairs of underwear per wearer during this timeframe than the younger age segments.
Although there has been a slight increase since 2002 in the percentage of underwear shoppers who report buying underwear “more often,” the majority (72%) of respondents still say they are buying underwear at about the same rate in 2004 as they did in previous years.

Compared to other age groups, respondents who shop for younger wearers were more likely to report buying underwear more often than previous years, with one in four shoppers for wearers aged 18-24 and 29% of shoppers in the <18 segment saying they bought underwear more frequently in 2004.

<table>
<thead>
<tr>
<th>Age of Wearer</th>
<th>&lt;18</th>
<th>18-24*</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>More often</td>
<td>29</td>
<td>25</td>
<td>22</td>
<td>23</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Less often</td>
<td>5</td>
<td>12</td>
<td>12</td>
<td>5</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>About the same rate</td>
<td>66</td>
<td>64</td>
<td>66</td>
<td>72</td>
<td>79</td>
<td>80</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
*Small base: 52 respondents
Similar to 2003, most respondents say they purchased the “usual amount” of underwear bottoms for the wearer during the 2004 survey period. Three in ten say that they purchased more than usual for the reported wearer.

- Consistent with last year’s findings, those who bought more underwear than their usual amount say they did so because “it was a good deal.”

| Statement Best Describing Amount of Underwear Bottoms Purchased for Wearer (% of Buyers) | Age of Wearer |
|---|---|---|---|---|---|---|
| | Total | <18 | 18-24* | 25-34 | 35-44 | 45-54 | 55+ |
| Bought The Usual Amount (NET) | 55 | 61 | 53 | 54 | 67 | 61 | 64 |
| Bought Fewer Than Usual (NET) | 15 | 10 | 18 | 16 | 17 | 11 | 9 |
| He Already Owned Enough | 8 | 6 | 8 | 10 | 10 | 7 | 4 |
| Spent Money On Other Items | 3 | 2 | 4 | 4 | 2 | 2 | 1 |
| Didn't Like The Selection Offered | 4 | 1 | 5 | 1 | 4 | 2 | 1 |
| Not A Special Deal | 3 | 2 | 3 | 2 | 6 | 2 | 3 |
| Bought More Than Usual (NET) | 31 | 29 | 31 | 32 | 17 | 29 | 27 |
| It Was A Good Deal | 18 | 16 | 18 | 11 | 12 | 12 | 16 |
| Found A New Product He Liked | 8 | 6 | 9 | 6 | 6 | 5 | 7 |
| He/She Didn't Own Enough | 10 | 11 | 10 | 17 | 6 | 13 | 8 |

Source: Market Insights: Underwear Bottoms 2004
*Small base: 52 respondents
Overall, most consumers reported buying the same amount of underwear per shopping occasion as compared to 2003 and 2002.

Compared to the younger age groups, consumers buying for underwear wearers age 55+ are more likely to report buying the same amount of underwear per shopping trip. Conversely, buyers shopping for ages <18 are more likely to be buying more underwear on each shopping occasion.

Shoppers for wearers 18-24 years old were the most likely to report buying fewer pairs during each purchase compared to previous years.
Reasons for buying more
When consumers were asked why they are currently buying more underwear than in the past, 3 in 10 cited that their wearer changed size. This was the highest indicator for 2004, and it will be an interesting element to watch over time.

Similar to 2003 and 2002, other important stimuli for increased purchases are that the wearer enjoys trying new/different products and lower prices.

![Bar chart showing reasons for buying more underwear than in past:](chart.png)
Underwear Drawers Remain Steady at 16 Pairs.
Across all age segments, average underwear ownership among men has remained constant since 2002. By age, there has been a steady increase in ownership for wearers 55+, while wearers under 18 maintain the smallest quantities.

On average, shoppers at Kohl’s, JC Penney, and Kmart report owning more pairs of underwear than consumers who purchase some or most of their underwear at Wal-Mart.
Aided Awareness - Top 20 Men’s Underwear Brands

Market Insights: Panties and Underwear Bottoms 2004

Hanes and Fruit of the Loom remain the top recognized brands for men’s underwear. Fruit of the Loom moves up into the #1 spot as the most recognized brand of men’s underwear with a 72% aided awareness level, while Hanes ranks #2 with slightly lower awareness (71%). Since 2003, awareness of FOTL has risen by one percentage point while Hanes recognition has slipped 2 percentage points.

Tied for #3 in the rankings, Jockey and Calvin Klein shared an aided awareness of 58% in 2004.

Although aided awareness remains at 55% for the brand, Fruit of the Loom’s BVD brand dropped one spot in the rankings for the second year in a row.

Since its launch at Kmart in 2002, Joe Boxer has remained steady at #6 with nearly half of men’s underwear buyers aware of the brand.

Comparing awareness among age groups, the awareness of designer brands Polo/ Ralph Lauren and Tommy Hilfiger is largely driven by those shopping for males age 18-34. Similarly, aided awareness of vertical specialty brands Old Navy and Gap is also higher among these shoppers.

<table>
<thead>
<tr>
<th>Brand Rank</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fruit Of The Loom</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Hanes</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Jockey</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Calvin Klein</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>BVD</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Joe Boxer</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Tommy Hilfiger</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Polo/Ralph Lauren</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>10</td>
<td>JCPenney Brand</td>
<td>na</td>
<td>9</td>
</tr>
<tr>
<td>11</td>
<td>Sears Brand</td>
<td>na</td>
<td>10</td>
</tr>
<tr>
<td>12</td>
<td>Dockers</td>
<td>na</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>Old Navy</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>14</td>
<td>Eddie Bauer</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>15</td>
<td>Gap</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>Champion</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>17</td>
<td>Lands' End</td>
<td>na</td>
<td>16</td>
</tr>
<tr>
<td>18</td>
<td>Basic Editions</td>
<td>na</td>
<td>17</td>
</tr>
<tr>
<td>19</td>
<td>Perry Ellis</td>
<td>na</td>
<td>17</td>
</tr>
<tr>
<td>20</td>
<td>Cherokee</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>21</td>
<td>Munsingwear</td>
<td>16</td>
<td>20</td>
</tr>
</tbody>
</table>

na = Not asked in 2002

Aided Brand Awareness - Men’s Underwear Bottoms (% of Buyers)

Behind Every Business Decision

32

NPD Fashionworld, a division of The NPD Group, Inc.
As awareness of Fruit of the Loom for boys' underwear slipped 3 percentage points to 70% for 2004, Hanes remained steady at 73%, moving into the top spot in brand awareness among shoppers of boys' underwear.

At 48%, aided awareness of BVD climbed 5 percentage points in 2004, though the brand still remains a distant third behind Hanes and FOTL. Joe Boxer and Jockey round out the top 5 with more than four in ten underwear shoppers aware of the brands.

Looking at licensed underwear featuring Bob the Builder, Spiderman, Spongebob and Batman, the aided awareness of these popular characters rank in the top 10 among boys' underwear shoppers. Three to four out of ten consumers surveyed are aware of these licensed brands.
Underwear Bottoms Styles - Key Insights

Market Insights: Panties and Underwear Bottoms 2004
**Underwear Bottoms Styles - Key Insights**

**Market Insights: Panties and Underwear Bottoms 2004**

**Boxers, Briefs and Boxer Briefs**

Boxer briefs continue to gain popularity, with ownership of the style growing in every age segment except 55+. Comprising 38% of their underwear drawers, wearers age 25-34 report owning more boxer briefs than any other style.

Briefs are still the most widely owned underwear style overall, with the greatest popularity among wearers younger than 18 and older than 45.

In the 18-24 segment, boxers remain the most prevalent style, although the share has shifted towards boxer briefs since 2003.


*Small base: 52 respondents*
Underwear Bottoms Styles - Key Insights

Underwear bottom colors owned remain tied to style

Compared to 2003, men have not added or lost any color in their underwear wardrobe. Notably, when underwear is compared across age groups, the share of colors owned strongly coincides with style preference. Age segments owning more briefs are more likely to own white underwear while boxer-wearing 18-24 year-old wearers own more underwear featuring patterns and designs. The 25-34 age group who own the most boxer briefs also have more solid colors in their underwear drawer.

Character underwear bottoms remain most popular among wearers younger than 18.

*Small base: 52 respondents
Underwear Bottoms Styles - Key Insights

Since 2002, briefs have remained the most popular style, as the number of men wearing the style has hovered steadily around two in three wearers. In 2004, boxers are still the second favorite underwear style, worn by just under half of all men.

Not surprisingly, as ownership of boxer briefs has grown over the past few years, more men are citing boxer briefs as a style worn than in 2003 and 2002. As they have continued to grow in popularity over recent years, the incidence of men wearing boxer briefs has moved within two percentage points of those wearing boxers.

•Wearers age 45-54 have the greatest increase in having ever worn boxer briefs, up 14 percentage points from 27% in 2003 to 41% in 2004

---

Underwear Bottom Styles Ever Worn

(% of Buyers)

<table>
<thead>
<tr>
<th>Style</th>
<th>2004</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
<td>68</td>
<td>66</td>
<td>68</td>
</tr>
<tr>
<td>Bikini/Lowrise</td>
<td>17</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Boxer</td>
<td>47</td>
<td>48</td>
<td>47</td>
</tr>
<tr>
<td>Boxer Brief</td>
<td>43</td>
<td>39</td>
<td>38</td>
</tr>
</tbody>
</table>


---

Underwear Bottom Styles Ever Worn

(% of Buyers)

<table>
<thead>
<tr>
<th>Style</th>
<th>&lt;18</th>
<th>18-24*</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
<td>69</td>
<td>40</td>
<td>55</td>
<td>72</td>
<td>73</td>
<td>69</td>
</tr>
<tr>
<td>Bikini/Lowrise</td>
<td>6</td>
<td>19</td>
<td>24</td>
<td>26</td>
<td>19</td>
<td>13</td>
</tr>
<tr>
<td>Boxer</td>
<td>47</td>
<td>85</td>
<td>59</td>
<td>▼44</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Boxer Brief</td>
<td>▲38</td>
<td>▲52</td>
<td>▲68</td>
<td>▲51</td>
<td>▲41</td>
<td>▼20</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
*Small base: 52 respondents
Boxer brief trend continues to pick up momentum.  
Further evidence that boxer briefs are still gaining popularity, 46% of respondents who reported ever wearing boxer briefs also say they are currently wearing the style more often than a year ago.

With 62% of wearers reporting that they wear briefs with “about the same” frequency as the previous year, briefs remain the most steadily worn style. By contrast, only 34% of bikini/low rise wearers say they are wearing the style as often as they did last year, and four in ten wearers reporting that they are now wearing bikini/low rise styles less often.

Compared to data collected in 2003, the percentage of wearers saying they currently wear boxers just as often as the previous year has slid by seven points to 45%. The remaining 55% of respondents who did report a change in how often they wear boxers are split nearly down the middle, with 27% of wearers saying they wear boxers less often and 28% wearing boxers more often than in 2003.
**Underwear Bottoms Styles - Key Insights**

**Boxer briefs edge out boxers**
Since 2003, the percentage of underwear purchasers who bought boxers slid by two points compared to the purchase incidence of boxer briefs which increased by four percentage points. Boxer briefs are now being purchased by a higher percentage of underwear shoppers (31%) than are boxers (27%).

Briefs are still the most commonly purchased style, with just over half of underwear purchasers buying the style.

Only 8% of respondents reported buying bikini/low rise, placing the style in a distant fourth in terms of purchase incidence among underwear shoppers.

---

**Underwear Bottom Styles Purchased - 2004 Vs. 2003 and 2002**

<table>
<thead>
<tr>
<th>Underwear Bottom</th>
<th>2004</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
<td>51</td>
<td>52</td>
<td>51</td>
</tr>
<tr>
<td>Bikini/Low rise</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Boxer</td>
<td>27</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Boxer Brief</td>
<td>27</td>
<td>25</td>
<td>27</td>
</tr>
</tbody>
</table>

---

**Underwear Bottom Styles Purchased 2004**

<table>
<thead>
<tr>
<th>Age of Wearer</th>
<th>&lt;18</th>
<th>18-24*</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
<td>54</td>
<td>25</td>
<td>35</td>
<td>50</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>Bikini/Lowrise</td>
<td>2</td>
<td>8</td>
<td>13</td>
<td>11</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Boxer</td>
<td>30</td>
<td>58</td>
<td>34</td>
<td>25</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>Boxer Brief</td>
<td>23</td>
<td>37</td>
<td>52</td>
<td>38</td>
<td>29</td>
<td>13</td>
</tr>
</tbody>
</table>

---

*Small base: 52 respondents*
Underwear Bottoms Styles - Key Insights

Market Insights: Panties and Underwear Bottoms 2004

**Underwear colors/patterns vary by style worn.**
With three in four buyers of briefs wearing “white,” this color remains the color of choice among wearers of this style.

Overall, purchasers of bikini/low rise and boxer briefs prefer solid colors, with seven in ten bikini/low rise purchasers and 78% of boxer brief purchasers wearing solid colors within these styles.

Among those who indicated purchasing boxer style underwear bottoms, just over two-thirds cited a preference for patterns or designs.

---

**Underwear Bottom Colors Worn by Style**

<table>
<thead>
<tr>
<th>Style</th>
<th>Solid White</th>
<th>Solid Color</th>
<th>Patterns or Designs</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
<td>75</td>
<td>12</td>
<td>36</td>
<td>11</td>
</tr>
<tr>
<td>Bikini/Low rise</td>
<td>75</td>
<td>25</td>
<td>35</td>
<td>2</td>
</tr>
<tr>
<td>Boxer</td>
<td>69</td>
<td>16</td>
<td>44</td>
<td>22</td>
</tr>
<tr>
<td>Boxer Brief</td>
<td>78</td>
<td>35</td>
<td>24</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Market Insights: Underwear Bottoms 2004
**Briefs are still considered the most versatile underwear style.**

Briefs continue to be perceived as the most versatile style of underwear. They are more likely than other styles to be considered appropriate to wear everyday, while exercising, with jeans, with dress clothes, with casual clothes and to work.

Boxer briefs continue to gain acceptance, with 71% of underwear shoppers citing the style as appropriate for everyday wear. Comparatively, boxers have lost some appeal since the previous year, with only 62% of purchasers perceiving the boxers as an everyday style compared to 70% in 2003.

For dates and intimate occasions, two-thirds of underwear shoppers prefer bikini/low rise styles.

---

**Underwear Bottom Styles Worn For Each Activity/Occasion**

(% of Buyers for Wearsers Age 13+)

- **Briefs**
  - To sleep in: 46%
  - Exercise/Work out: 64%
  - Wear everyday: 79%
  - With jeans: 70%
  - With dress clothes: 68%
  - With casual clothes: 71%
  - Date/Intimate occasion: 72%

- **Bikini/Low rise**
  - To sleep in: 26%
  - Exercise/Work out: 45%
  - Wear everyday: 52%
  - With jeans: 44%
  - With dress clothes: 50%
  - With casual clothes: 49%
  - Date/Intimate occasion: 67%

- **Boxer**
  - To sleep in: 33%
  - Exercise/Work out: 50%
  - Wear everyday: 62%
  - With jeans: 51%
  - With dress clothes: 60%
  - With casual clothes: 49%
  - Date/Intimate occasion: 69%
  - To work: 52%

- **Boxer Brief**
  - To sleep in: 54%
  - Exercise/Work out: 64%
  - Wear everyday: 71%
  - With jeans: 68%
  - With dress clothes: 66%
  - With casual clothes: 68%
  - Date/Intimate occasion: 69%
  - To work: 62%

*Source: Market Insights: Underwear Bottoms 2004*
Future Underwear Bottoms Purchase Plans

Market Insights: Panties and Underwear Bottoms 2004
Over half of underwear shoppers indicate plans to purchase underwear bottoms for their wearer sometime in the next three months; no change from 2003.

- Purchasers for wearers 18-24 are most likely to purchase underwear during the next 3 months, followed by shoppers for 25-44 year-old wearers. Those who buy underwear for someone 45+ are least likely to make a purchase within the next three months.

**Briefs are most likely to be the next underwear style purchased.**
Consumers expect briefs to comprise the dominant share of their next ten purchases of underwear. Collectively, respondents report that 45% of their next ten underwear purchases will be brief styles.

Over the past year, the overall planned purchases of underwear has shifted slightly away from boxers in favor of boxer brief styles. With boxer briefs expected to account for 26% of shoppers’ next ten purchases, consumers’ future purchase intent of boxer briefs has strengthened by five percentage points since 2003.

- Shoppers for wearers younger than 18 and 45+ are most likely to purchase briefs.
- More than half of purchasers for 18-24 year-old wearers say they will buy boxers in the future while the 25-34 age bracket remains the most likely to purchase boxer briefs.

---

**% Share of Next 10 Purchases of Underwear Bottom Styles By Wearer Age - 2004**

- **Total**: Briefs (26%); Bikini/Lowrise (22%); Boxer (24%); Boxer Brief (24%)
- **<18**: Briefs (45%); Bikini/Lowrise (49%); Boxer (15%); Boxer Brief (15%)
- **18-24**: Briefs (54%); Bikini/Lowrise (25%); Boxer (26%); Boxer Brief (17%)
- **25-34**: Briefs (43%); Bikini/Lowrise (50%); Boxer (16%); Boxer Brief (25%)
- **35-44**: Briefs (25%); Bikini/Lowrise (62%); Boxer (23%); Boxer Brief (59%)
- **45-54**: Briefs (12%); Bikini/Lowrise (54%); Boxer (23%); Boxer Brief (49%)
- **55+**: Briefs (17%); Bikini/Lowrise (27%); Boxer (32%); Boxer Brief (18%)

**% Share of Next 10 Purchases of Underwear Bottom Styles By Wearer Age - 2003**

- **Total**: Briefs (21%); Bikini/Lowrise (19%); Boxer (20%); Boxer Brief (20%)
- **<18**: Briefs (46%); Bikini/Lowrise (49%); Boxer (13%); Boxer Brief (0%)
- **18-24**: Briefs (59%); Bikini/Lowrise (30%); Boxer (30%); Boxer Brief (27%)
- **25-34**: Briefs (33%); Bikini/Lowrise (38%); Boxer (28%); Boxer Brief (18%)
- **35-44**: Briefs (30%); Bikini/Lowrise (59%); Boxer (18%); Boxer Brief (22%)
- **45-54**: Briefs (15%); Bikini/Lowrise (59%); Boxer (55%); Boxer Brief (17%)

*Small base: 52 respondents*
Consumers who shop for underwear at Wal-Mart are most likely to report planning to purchase briefs in the future.

Comparatively, shoppers at Target and Kmart are more likely to buy boxer briefs than shoppers at other stores.

Target, Kohl’s and JC Penney shoppers are more likely to purchase boxers among their next ten purchases of underwear.

**Future Underwear Bottoms Purchase Plans**

**Market Insights: Panties and Underwear Bottoms 2004**

**Most likely colors to be purchased in the future**

Overall, the solid white remains the most popular color choice for underwear, expected by consumers to comprise four of their next ten purchases. Solid color continues to trail, capturing slightly more than one-third of shoppers’ future underwear purchases.

- Purchasers for wearers younger than 18 are more likely to buy underwear featuring characters. The 18-24 age group, dominated by boxer wearers, are more likely to purchase patterns or designs in the future.

- Shoppers for wearers older than 45 remain more likely to purchase white underwear bottoms, while the 25-44 year-old wearers prefer solid colors for their next purchases more than any other age group.

![Graph showing % Share of Next 10 Purchases of Underwear Bottom Colors By Wearer Age - 2004](image)

![Graph showing % Share of Next 10 Purchases of Underwear Bottom Colors By Wearer Age - 2003](image)


*Small base: 52 respondents*
Underwear buyers who shop at JC Penney remain more likely to purchase white underwear bottoms among their next ten purchases of underwear compared to shoppers at other retailers.

Target and Kohl’s shoppers anticipate patterns and designs will account for just over two of their next ten underwear purchases.

Customers who buy underwear at Target also plan to purchase more underwear bottoms featuring characters than members of other retailers’ shopping groups.

% Share of Next 10 Purchases of Underwear Bottom Colors By Retailer - 2004

% Share of Next 10 Purchases of Underwear Bottom Colors By Retailer - 2003

Women’s/Girls’ Panties Market Overview

Market Insights: Panties and Underwear Bottoms 2004
Market Insights: Panties and Underwear Bottoms 2004

For the purposes of this report Girls are defined as females age 4-11 and Women as females age 12+.

When looking at the total market, sales for women’s panties are up 10% from 2003. Girls’ panties were up 5% compared to the prior year.

This large growth in Women’s panties is driven mostly by National Chains and Specialty Stores, with Off Price and Factory Outlets also showing some growth.

While the total panties market is increasing, women’s/girls’ panties performance in mass merchants declined by 3% from year ending September 2003 to 2004.

- Women’s panties were down 3% in 2004 from 2003.
- Girls’ panties were down 3% versus last year.
Market Insights: Panties and Underwear Bottoms 2004

As part of the Market Insights: Panties and Underwear Bottoms report, the following analysis of Wal-Mart versus the total mass market and the total panties market has been conducted. This index uncovers areas of opportunity in gender mix, product mix, style mix and demographic profile mix for both panty manufacturers’ and retailers’ consideration.

For the purposes of this report Girls are defined as females age 4-11 and Women as females age 12+.

<table>
<thead>
<tr>
<th>Wal-Mart Panties Index</th>
<th>12 Months Ending September 2004</th>
<th>(100=baseline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wal-Mart Vs. Total Mass Market</td>
<td>Wal-Mart Vs. Total Market</td>
<td></td>
</tr>
</tbody>
</table>

### Overall Panties Mix
(As a % of Total Intimates Mix)

<table>
<thead>
<tr>
<th></th>
<th>Total Women's and Girls'</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Share</td>
<td>99</td>
</tr>
<tr>
<td>Dollar Share</td>
<td>102</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>109</strong></td>
</tr>
<tr>
<td><strong>Dollar Share</strong></td>
<td><strong>112</strong></td>
</tr>
</tbody>
</table>

### Gender Mix

<table>
<thead>
<tr>
<th></th>
<th>Wal-Mart Vs. Total Mass Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Share</td>
<td>Women's 102</td>
</tr>
<tr>
<td>Dollar Share</td>
<td>Women's 101</td>
</tr>
</tbody>
</table>

### Style Mix

<table>
<thead>
<tr>
<th></th>
<th>Wal-Mart Vs. Total Mass Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollar Share</td>
<td>Full Cut Brief 106</td>
</tr>
<tr>
<td></td>
<td>157</td>
</tr>
</tbody>
</table>

In comparison to the total mass market, Wal-Mart is on par with its panties product mix relative to total intimates, while slightly overdeveloped in panties when compared to the market as a whole.

Compared to the total market, Wal-Mart is overdeveloped in the girls’ panties business.

The largest opportunity for Wal-Mart seems to be in the Thong panty, were sales are underdeveloped when compared to the total market.

Sales of Full Cut Briefs are much stronger in Wal-Mart compared to the market as a whole.

Source: NPD Fashionworld Consumer Estimates
Market Insights: Panties and Underwear Bottoms 2004

For the purposes of this report Girls are defined as females age 4-11 and Women as females age 12+

<table>
<thead>
<tr>
<th>Wal-Mart Panties Index</th>
<th>12 Months Ending September 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dollar Share</td>
</tr>
<tr>
<td></td>
<td>(100=baseline)</td>
</tr>
<tr>
<td>Wal-Mart Vs.</td>
<td>Wal-Mart Vs.</td>
</tr>
<tr>
<td>Total Mass Market</td>
<td>Total Market</td>
</tr>
<tr>
<td>Pack Count</td>
<td></td>
</tr>
<tr>
<td>Women's Panties</td>
<td></td>
</tr>
<tr>
<td>1 Pack</td>
<td>88</td>
</tr>
<tr>
<td>2 Pack</td>
<td>89</td>
</tr>
<tr>
<td>3 Pack</td>
<td>92</td>
</tr>
<tr>
<td>6 Pack</td>
<td>113</td>
</tr>
<tr>
<td>7 Pack</td>
<td>126</td>
</tr>
<tr>
<td>Girls' Panties</td>
<td></td>
</tr>
<tr>
<td>1 Pack</td>
<td>112</td>
</tr>
<tr>
<td>3 Pack</td>
<td>74</td>
</tr>
<tr>
<td>4 Pack</td>
<td>84</td>
</tr>
<tr>
<td>6 Pack</td>
<td>105</td>
</tr>
<tr>
<td>7 Pack</td>
<td>116</td>
</tr>
<tr>
<td>10 Pack</td>
<td>137</td>
</tr>
</tbody>
</table>

Wal-Mart is overdeveloped in the larger pack counts of women’s panties. There may be an opportunity for growth in 1-packs when compared to the total market.

A similar scenario exists for girls’ panties as well. Wal-Mart is overdeveloped in 6-packs but underdeveloped in 1-packs and 3-packs.

<table>
<thead>
<tr>
<th>Wal-Mart Vs.</th>
<th>Total Mass Market</th>
<th>Wal-Mart Vs.</th>
<th>Total Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Type Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women's Panties</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Brands</td>
<td>115</td>
<td>193</td>
<td></td>
</tr>
<tr>
<td>Private Label</td>
<td>69</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>Girls' Panties</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Brands</td>
<td>107</td>
<td>145</td>
<td></td>
</tr>
<tr>
<td>Private Label</td>
<td>66</td>
<td>33</td>
<td></td>
</tr>
</tbody>
</table>

In both women’s and girls’ panties, Wal-Mart is overdeveloped in National Brands. Private Label may offer opportunities for growth in Wal-Mart.

Source: NPDFashionworld Consumer Estimates
Market Insights: Panties and Underwear Bottoms 2004

For the purposes of this report Girls are defined as females age 4-11 and Women as females age 12+.

<table>
<thead>
<tr>
<th>Age of Buyer</th>
<th>Wal-Mart Panties Vs. Wal-Mart Apparel</th>
<th>Wal-Mart Panties Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-24</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>25-34</td>
<td>104</td>
<td>108</td>
</tr>
<tr>
<td>35-44</td>
<td>89</td>
<td>95</td>
</tr>
<tr>
<td>45-54</td>
<td>92</td>
<td>97</td>
</tr>
<tr>
<td>55-64</td>
<td>98</td>
<td>95</td>
</tr>
<tr>
<td>65+</td>
<td>134</td>
<td>107</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Wal-Mart Panties Vs. Wal-Mart Apparel</th>
<th>Wal-Mart Panties Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>118</td>
<td>100</td>
</tr>
<tr>
<td>$25,000-$49,999</td>
<td>96</td>
<td>99</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>97</td>
<td>104</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>80</td>
<td>88</td>
</tr>
<tr>
<td>$100,000+</td>
<td>90</td>
<td>107</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Census Region</th>
<th>Wal-Mart Panties Vs. Wal-Mart Apparel</th>
<th>Wal-Mart Panties Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>93</td>
<td>95</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>99</td>
<td>103</td>
</tr>
<tr>
<td>E.N. Central</td>
<td>99</td>
<td>97</td>
</tr>
<tr>
<td>W.N. Central</td>
<td>102</td>
<td>98</td>
</tr>
<tr>
<td>S. Atlantic</td>
<td>107</td>
<td>109</td>
</tr>
<tr>
<td>E.S. Central</td>
<td>108</td>
<td>99</td>
</tr>
<tr>
<td>W.S. Central</td>
<td>91</td>
<td>95</td>
</tr>
<tr>
<td>Mountain</td>
<td>103</td>
<td>100</td>
</tr>
<tr>
<td>Pacific</td>
<td>95</td>
<td>94</td>
</tr>
</tbody>
</table>

Source: NPDFashionworld Consumer Estimates

When looking at key demographics of the Wal-Mart consumer, relatively few differences exist between the Wal-Mart panty consumer and the Wal-Mart apparel or intimate apparel consumer.
Analyzing Market Insights: Women’s/Girls’ Panties (Market Insights)

For this section of Market Insights: Women’s/Girls’ Panties, keep in mind that the sample is based on 2,433 NPD Fashionworld survey respondents. Any reference to percentage of respondents should be analyzed based on this sample and not the entire panties marketplace.
Market Insights: Panties and Underwear Bottoms 2004

**Purchasing at mass for women’s/girls’ panties**

Wal-Mart continues to lead the mass retailers in women’s/girls panty purchases. Overall, 59% of panty shoppers report purchasing “some” or “most” of their panties at Wal-Mart compared to 38% at Target and 22% at Kmart. Target, however, is the only mass retailer that has shown positive trend in the panty category since 2002--increasing purchase incidence by 4 percentage points over the time period.

With JC Penney climbing three percentage points to 25% and Kohls moving up to 19%, the reported increase in purchase incidence among consumers indicates these national chains are gaining appeal among panty shoppers.

Although the percentage of panties buyers who reported buying some or most of their underwear at Wal-Mart only declined by 2% since 2003, the mass retailer has significantly lost its appeal among shoppers for the 55+ age group--the purchase incidence among these shoppers dropped 11 percentage points over the past year.

Target continues to attract younger wearers with slight increases purchase incidence among all age segments 34 and under.
Market Overview

Wal-Mart continues to drive more cross-purchasing among panty buyers

68% of women’s/girls’ panty buyers still report purchasing other items at Wal-Mart in the past 12 months. However, this is down twelve percentage points compared to 2002.

At Wal-Mart and Kmart, purchases of additional items by women’s panties shoppers continue to be less frequent when compared to 2003 and 2002.

Among the mass retailers, panty buyers are most likely to be purchasers of other apparel items, cosmetics, and toys. Groceries/food items are also popular purchases, especially among Wal-Mart shoppers.

At national chains JC Penney and Kohl’s, panty buyers were likely to purchase other apparel items and jewelry in addition to panties.

For Wal-Mart, groceries has become a very important category, with these shoppers more likely to purchase groceries there than other apparel.

### Items Purchased at Retailer - 2004 (% of Buyers)

<table>
<thead>
<tr>
<th>Base:</th>
<th>Wal-Mart (1,663)</th>
<th>Kmart (730)</th>
<th>Target (1,206)</th>
<th>JCPenney (775)</th>
<th>Kohl’s (696)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive supplies</td>
<td>45</td>
<td>15</td>
<td>9</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>59</td>
<td>28</td>
<td>43</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Hardware</td>
<td>35</td>
<td>14</td>
<td>10</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Jewelry</td>
<td>21</td>
<td>13</td>
<td>15</td>
<td>21</td>
<td>31</td>
</tr>
<tr>
<td>Toys</td>
<td>52</td>
<td>33</td>
<td>41</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Other apparel items</td>
<td>67</td>
<td>50</td>
<td>63</td>
<td>80</td>
<td>84</td>
</tr>
<tr>
<td>Groceries/Food items</td>
<td>77</td>
<td>29</td>
<td>39</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Pet Food</td>
<td>51</td>
<td>20</td>
<td>21</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lawn Supplies</td>
<td>34</td>
<td>20</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
Reasons for not purchasing women’s/girls’ panties at mass

When asked why they choose not to buy panties from the retailer, most common responses from Wal-Mart non-buyers included “don’t have the brands I prefer”, “don’t purchase any apparel there”, “inconvenient to home or work” and “just don’t like the store/shopping experience.”

Among those who reported purchasing no panties at Kmart or Target, “Inconvenient to home or work” remains the most cited reason since 2003.

Interestingly, Wal-Mart and Kmart non-buyers were much more likely to indicate that they “just don’t like the store/shopping experience” than Target non-buyers. Additionally, Wal-Mart non-buyers have a greater concern for “don’t have the brands I prefer.” This could indicate an opportunity for Wal-Mart to broaden its brand offerings and further expand its penetration in this category.

### Reasons for Not Purchasing Panties at Retailer - 2004 (% of Buyers)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Wal-Mart (998)</th>
<th>Kmart (1,892)</th>
<th>Target (1,512)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't have the styles I prefer</td>
<td>16</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Don't have the brands I prefer</td>
<td>25</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Price is too low-I question the quality</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Is not convenient to my home or work</td>
<td>19</td>
<td>37</td>
<td>34</td>
</tr>
<tr>
<td>Don't purchase any apparel there</td>
<td>22</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Don't have the variety I look for</td>
<td>13</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Panties are not appropriate</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Panty department is too cluttered</td>
<td>11</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Panty department layout is too confusing</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Wouldn't want my friends/family to know I buy panties there</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Panties are not fashionable enough</td>
<td>9</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Lack of privacy while shopping there</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Just don't like the store/shopping experience</td>
<td>23</td>
<td>26</td>
<td>8</td>
</tr>
<tr>
<td>Panties are not sexy enough</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
Market Insights: Panties and Underwear Bottoms 2004

**Attitudes toward women's panties remain unchanged from 2003.**

Women continue to look for fashion, comfort and price when shopping for women's panties. Overall, 78% of respondents agree that “comfort is more important than fashion when buying panties” and 79% believe “some styles of panties offer both fashion and comfort.” In addition, nearly seven in ten panty shoppers agree “price is a very important factor when buying panties.”

There are some interesting differences based on retailer shopped:

- Kohl’s shoppers are more likely to agree that the type of panties that the female wears is dependent on the style of clothing she will be wearing.
- Target, JC Penney, and Kohl’s shoppers are more likely to agree that the female wearer has more variety of panty styles in her wardrobe than she used to.
- Kmart shoppers are most likely to indicate that they buy more multi-packs for the female wearer so that they don’t have to shop for panties as often.

One compelling similarity is that Target and Kohl’s shoppers are just as likely to agree that “price is a very important factor when buying panties” as Wal-Mart shoppers.
Some styles of panties offer both fashion and comfort

Comfort is more important than fashion when buying panties for {female}

Price is a very important factor when buying panties

(Female) owns more panties than she used to

The type of panties {female} wears depends on the type clothing she will be wearing

(Female) has more colored panties in her wardrobe than she used to

(Female) has more variety of panty styles in her wardrobe than she used to

(Female) just grabs whatever is on the top of her drawer when choosing what panties to wear

I buy more multi-packs of panties for {female} than I used to so I don't need to shop for panties as often

*(Female) has more variety of fabrics in her panty wardrobe than she used to

*(Female) has more thong panties in her wardrobe than she used to

The type of panties {female} wears depends on the activity or occasion

I buy more individual pairs of panties for {female} than I used to

Source: Market Insights: Panties 2004

*Asked only among female panty wearers age 13+
Older age segments look for comfort; younger wearers driven by fashion

Consumers shopping for wearers 35+ are more likely to agree that “Comfort is more important than fashion when buying panties.” Those who shop for women age 18-34 are more likely to say “some styles of panties offer both fashion and comfort” and “the type of panties she wears depends on the style clothing she will be wearing.”

Those shopping for wearers age 18 to 24 are more likely to agree the wearer “owns more panties than she used to” and has “more variety of panty styles,” more colored panties,” “more variety of fabrics,” and “more thongs” in her wardrobe than she used to.
How many women coordinate their panties with their bras or outerwear?
When asked how frequently coordinating innerwear sets are worn, panty purchasers indicated that 61% of panty wearers ever wear coordinating bras and panties. Just as many (62%) report the wearer coordinates the color of her innerwear with the color of her outfit.

- Wearing age 18-34 wear coordinating innerwear sets and coordinate innerwear with outerwear more frequently than other age segments.

Note: Innerwear defined as bras and panties
Asked only among female panty wearers age 13+
How often do women coordinate their panties with their bras or outerwear?

The majority of women age 13+ who coordinate their bra with their panty do so no more than two days per week.

Four in ten women coordinate innerwear with outerwear more than twice per week.

Wearers 25-34 are more likely than other age groups to coordinate innerwear with their outerwear.
Market Insights: Panties and Underwear Bottoms 2004

How many panties are purchased as bra and panty sets?

Among purchasers of bra and panty sets, most report that no more than one-quarter of their panty purchases consist of bra and panty sets. Panty shoppers for wearers 25-34 purchase innerwear sets more often than other age groups.

Percentage of Panties Purchased as Bra and Panty Sets - 2004

By age of panties wearer (% of Buyers)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total Age 13+</th>
<th>13-18</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1% - 25%</td>
<td>63</td>
<td>69</td>
<td>70</td>
<td>58</td>
<td>63</td>
<td>62</td>
<td>71</td>
</tr>
<tr>
<td>26% - 50%</td>
<td>71</td>
<td>62</td>
<td>21</td>
<td>20</td>
<td>18</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>51% - 75%</td>
<td>8</td>
<td>5</td>
<td>12</td>
<td>21</td>
<td>8</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>76% - 100%</td>
<td>2</td>
<td>7</td>
<td>7</td>
<td>11</td>
<td>7</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Percentage of Panties Purchased as Bra and Panty Sets - 2004

By retailer shopped (% of Buyers)

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Total</th>
<th>Wal-Mart</th>
<th>Kmart</th>
<th>Target</th>
<th>JCPenney</th>
<th>Kohl's</th>
</tr>
</thead>
<tbody>
<tr>
<td>1% - 25%</td>
<td>11</td>
<td>9</td>
<td>5</td>
<td>8</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>26% - 50%</td>
<td>7</td>
<td>7</td>
<td>18</td>
<td>19</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>51% - 75%</td>
<td>19</td>
<td>18</td>
<td>70</td>
<td>66</td>
<td>58</td>
<td>65</td>
</tr>
<tr>
<td>76% - 100%</td>
<td>16</td>
<td>18</td>
<td>50</td>
<td>51</td>
<td>52</td>
<td>54</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004

Asked only among female panty wearers age 13+
Women still prefer 100% cotton panties
Consistent with data from 2003 and 2002, more than half of women prefer 100% cotton when buying panties. Shoppers for wearers younger than 18 are the most likely to prefer 100% cotton, with nearly seven in ten purchasers preferring the fabric.

Cotton with a spandex or lycra blend is the second favorite fabric among women when shopping for panties. Overall, one in five purchasers prefer the fabric blend, driven largely by wearers 18-44.
Market Insights: Panties and Underwear Bottoms 2004

**Most underwear purchased is contained in packaging**

Just over 5 in 10 purchasers prefer panties that are contained in packaging.

- This share is highest among those under 18 and those over 45.
- Within the 18-24 wearer age group, panties folded on tables makes-up the largest share of panties purchased.
- The 18-44 wearer age group is more likely to have a greater share of panties purchased on hangars than some of their younger and older counterparts.

![Share of Panties Purchased in Each Package Type](chart)

Source: Market Insights: Panties 2004
Most purchasers prefer panties contained in packaging, though this varies greatly based on age and retailer

Though the greatest share of panties purchased were contained in packaging, this style of purchasing is not necessarily strongly preferred. Just under half prefer panties contained in packaging, with another 29% preferring hanging on hangars, and 22% folded on tables.

- Purchasers for wearers under 18 and 45+ dominantly prefer panties contained in packaging.
- Conversely, for wearers 18-24, 43% prefer panties folded on tables, with panties contained in packaging coming in a distant second.
- Purchasers for wearers 25-34 are equally split between the three packaging options.

Wal-Mart and Kmart shoppers are more likely to prefer panties contained in packaging than other retailer shoppers. Kohl’s shoppers, on the other hand, prefer panties hanging on hangars, while JC Penney shoppers are almost equally divided on these two packaging options.

For those preferring panties contained in packaging, 6 pairs per package is mostly preferred, followed closely by 3 pairs per package.

---

<table>
<thead>
<tr>
<th>Panties Packaging Preference</th>
<th>(% of Buyers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of Wearer</td>
<td>Wal-Mart</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
</tr>
<tr>
<td>&lt;18</td>
<td>20</td>
</tr>
<tr>
<td>18-24</td>
<td>62</td>
</tr>
<tr>
<td>25-34</td>
<td>31</td>
</tr>
<tr>
<td>35-44</td>
<td>36</td>
</tr>
<tr>
<td>45-54</td>
<td>31</td>
</tr>
<tr>
<td>55+</td>
<td>26</td>
</tr>
<tr>
<td>Hanging on Hangars</td>
<td>29</td>
</tr>
<tr>
<td>Contained in Packaging</td>
<td>49</td>
</tr>
<tr>
<td>1 pair</td>
<td>1</td>
</tr>
<tr>
<td>2 pairs</td>
<td>1</td>
</tr>
<tr>
<td>3 pairs</td>
<td>30</td>
</tr>
<tr>
<td>4 pairs</td>
<td>13</td>
</tr>
<tr>
<td>5 pairs</td>
<td>6</td>
</tr>
<tr>
<td>6 pairs</td>
<td>34</td>
</tr>
<tr>
<td>7+ pairs</td>
<td>5</td>
</tr>
<tr>
<td>Folded on Tables</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
Women continue to replenish their panty wardrobes
Compared to 2003, the percentage of women who bought 10 or more pairs of panties during the 2004 recall period increased by four percentage points. The greatest percentage of women (44%) reported buying 4-6 pairs during the time frame.

Among all age segments, the percentage of women who reported purchasing 10 or more pairs of underwear increased since 2003.

# of Pairs of Panties Purchased - 2004 Vs. 2003 and 2002


# of Pairs of Panties Purchased From July-September 2004

Source: Market Insights: Panties 2004
Category Dynamics

Market Insights: Panties and Underwear Bottoms 2004

With little change from 2003 and 2002, just over six in ten respondents reported purchasing panties at "about the same rate" as compared to the past.

- Compared to other age segments, shoppers for wearers under age 24 are more likely to say they purchased panties "more often" in 2004 than previous years.

- Ironically, those shopping for wearers 18-24 were also more likely than other age groups to report buying panties less frequently than in the past year.

Frequency of Purchasing Panties for Wearer - 2003 Vs. 2003 and 2002 (% of Buyers)

<table>
<thead>
<tr>
<th>Year</th>
<th>More often</th>
<th>Less often</th>
<th>About the same rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>23</td>
<td>15</td>
<td>62</td>
</tr>
<tr>
<td>2003</td>
<td>22</td>
<td>14</td>
<td>64</td>
</tr>
<tr>
<td>2002</td>
<td>22</td>
<td>14</td>
<td>64</td>
</tr>
</tbody>
</table>


Frequency of Purchasing Panties for Wearer (% of Buyers)

<table>
<thead>
<tr>
<th>Age of Wearer</th>
<th>More often</th>
<th>Less often</th>
<th>About the same rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;18</td>
<td>30</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>18-24</td>
<td>31</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>25-34</td>
<td>28</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>35-44</td>
<td>22</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>45-54</td>
<td>16</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>55+</td>
<td>15</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
With no real change from 2003, 53% of panty buyers say they bought the usual amount of panties in the past three months.

- A positive shift in the amount of panties purchased for the 18-24 age segment is evidenced by the seven point increase in the percentage of shoppers who reported buying more panties than the past for this group of wearers.

- Conversely, the percentage of purchasers for under 18 wearers indicating that they bought more than usual dropped five percentage points from last year.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought usual amount</td>
<td>51</td>
<td>53</td>
<td>53</td>
<td>53</td>
<td>48</td>
<td>48</td>
<td>56</td>
<td>56</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Bought fewer than usual (Net)</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>22</td>
<td>17</td>
<td>15</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>I already have enough</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td>10</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>I spent money on other items</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>I didn’t like the selection offered</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>There was not a special deal</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Bought more than usual (Net)</td>
<td>34</td>
<td>31</td>
<td>31</td>
<td>31</td>
<td>34</td>
<td>32</td>
<td>29</td>
<td>30</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>It was a good deal</td>
<td>19</td>
<td>18</td>
<td>18</td>
<td>15</td>
<td>20</td>
<td>18</td>
<td>17</td>
<td>18</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>I found a new product I/she liked</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I/she didn’t have enough</td>
<td>11</td>
<td>9</td>
<td>10</td>
<td>14</td>
<td>13</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
Similar to 2003, two-thirds of panty buyers report no change in the amount of panties they purchased per shopping occasion compared to past years.

Compared to 2003, buyers for 18-24 year-olds are less likely to report buying more panties.

The percentage of buyers for the 35-44 age segment who reported buying fewer panties increased by 5 percentage points over 2003.

The 55+ age group has become even more consistent in their purchasing with 80% of shoppers for this segment saying they purchased the same amount of panties as in the past.
Reasons for buying more
Among the 17% of shoppers who are buying more panties than the past, most cite “buying for different occasions or moods” and “like to try new/different products” as the main reasons for their increased purchases.

The percentage of respondents quoting “like to try new/different products” as a reason they bought more panties increased by 10 percentage points from 2003, indicating that new styles such as boy brief and low rise continue to incite new purchases by consumers.

Other important reasons for buying more panties in 2004 were “changed size” and “prices are lower than before.” Similar to what we saw for men’s underwear bottoms, it will be interesting to see the trend of “changed size” over time.

Reasons for Buying More Panties Than in Past - 2004 Vs. 2002 and 2003 (% of Buyers buying more panties)

- Buying for different occasions or moods
- Like to try new/different products
- Changed size
- Prices are lower than before
- To save time
- Buying in a larger pack size
- None Of These

Note: “Changed in size” not asked in 2002-2003
Overall, women’s underwear drawers have remained the same size since 2003, with wearers currently owning an average of 21 pairs of panties. Those panty wearers age 18-34 continue to own the most pairs of panties per wearer compared to other segments.

Although ownership remained constant among all consumers, the size of panty wardrobes among shoppers at Kmart, Target, JC Penney and Kohl's has increased by at least one pair of panties compared to 2003.

Note: JC Penney and Kohl's not available for 2002
Brand Awareness

Market Insights: Panties and Underwear Bottoms 2004
Overall, brand recognition remained virtually unchanged for most brands compared to awareness levels for 2003.

For the third consecutive year, Hanes/Hanes Her Way tops the list for aided awareness of women’s panties; more than three in four shoppers are aware of the brand. Victoria’s Secret and Fruit of the Loom brands rank #2 and #3, with aided awareness of 69% and 68%, respectively.

Gap/Gap Body was the biggest gainer from 2003, with brand awareness increasing by 5 percentage points to 31% in 2004.
Aided Awareness - Top 20 Girls’ Panties Brands

Market Insights: Panties and Underwear Bottoms 2004

Similar to women’s panties brand awareness rankings, Hanes/Hanes Her Way and Fruit of the Loom are the top brands by aided awareness among purchasers of girls’ panties. With two-thirds of shoppers aware of the brand, Hanes/Hanes Her Way holds on to the #1 spot despite the brand’s aided awareness slipping by nine percentage points since 2003.

Barbie holds its ground as the top girls’ panties license in 2004 with 56% of those who shop for girls’ panties aware of Barbie. Other licensed brands with high awareness are Disney, Dora The Explorer, Care Bears and Blues Clues.

Brands that made the Top 20 that were newly introduced to the aided recall pre-list were Dora The Explorer, Care Bears, Basic Editions, Strawberry Shortcake and Princess Collection.

<table>
<thead>
<tr>
<th>Brand Rank:</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
<td>4</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
<td>6</td>
<td>na</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>8</td>
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</tr>
<tr>
<td>na</td>
<td>na</td>
<td>9</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
<td>10</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
<td>11</td>
<td>na</td>
</tr>
<tr>
<td>7</td>
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<td>11</td>
</tr>
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<td>13</td>
<td>9</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
<td>13</td>
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</tr>
<tr>
<td>7</td>
<td>11</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
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</tr>
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<td>29</td>
<td>14</td>
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<td>9</td>
<td>8</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>20</td>
<td>14</td>
</tr>
</tbody>
</table>

Aided Brand Awareness – Girls’ Panties (% of Buyers)

Hanes/Hanes Her Way 67%
Fruit Of The Loom 62%
Barbie 56%
Disney 48%
Dora The Explorer 45%
Care Bears 37%
Blues Clues 35%
Carters 34%
Basic Editions 33%
Strawberry Shortcake 31%
Princess Collection 30%
Winnie The Pooh 30%
McKids 27%
Jockey 27%
Simply Basic 27%
Underoos 27%
Old Navy 26%
Health-Tex 25%
Looney Tunes 25%
Gerber 25%

na = Not asked in that year
Panties Styles - Key Insights

Market Insights: Panties and Underwear Bottoms 2004
Panties Styles - Key Insights

Market Insights: Panties and Underwear Bottoms 2004

**Briefs continue to be the most popular style**
In total, briefs remain the most popular style, comprising just over one-third of panty wearers’ wardrobes. The style with largest overall shift in ownership over the past year is hi-cut, losing four percentage points since 2003.

- Low rise/hipster styles continue to gain popularity among younger women, as those wearers in the 18-34 category have increased ownership of the style.

- Briefs are claiming a larger share in the wardrobes of girls under 18; ownership of the style increased by seven percentage points among this age group since 2003. The share of bikini styles by wearers under 18 slipped by four points over the same time period.
Panty colors owned vary depending on the age of the wearer.
With the color comprising more than half of their wardrobe, solid white continues to be favored by women 55+. Conversely, patterns/designs are more popular among 18-44.

- Notable shifts occurred in the color ownership of 18-24 year-old panty wearers as solid colored panties lost five percentage points and patterns/designs became increasingly popular among this age group.
- Character licenses picked up momentum in 2004 due to girls under 18 owning more panties featuring characters than they did in the previous year.

![Graph showing the percentage share of panty colors owned by wearer age in 2003 and 2004.](image-url)
Low Rise/Hipster, Boy Brief trend is still growing.

Overall, briefs continue to be the most popular style worn by women—over half of respondents cited briefs as a style “ever worn.”

Bikini and hi-cut are the #2 and #3 styles “ever worn”, although the popularity of the hi-cut style continues a downward trend since 2002.

Still favorites among 18-34 year olds, the popularity of boy brief and low rise/hipster styles also spills over into older age segments. The percentage of women over 55 reported ever wearing low rise/hipster styles increased by 5 points in 2004, and the percentage ever wearing boy briefs climbed 6 percentage points this year.

![Panty Styles Ever Worn](chart)


<table>
<thead>
<tr>
<th>Panty Styles Ever Worn (% of Buyers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briefs</td>
</tr>
<tr>
<td>Bikini</td>
</tr>
<tr>
<td>Hi-Cut</td>
</tr>
<tr>
<td>Thong</td>
</tr>
<tr>
<td>Low Rise/Hipster</td>
</tr>
<tr>
<td>Boy Brief</td>
</tr>
<tr>
<td>String Bikini</td>
</tr>
<tr>
<td>Tanga</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Age of Wearer</th>
<th>&lt;18</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
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<tbody>
<tr>
<td>Briefs</td>
<td>▲65</td>
<td>33</td>
<td>46</td>
<td>51</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>Bikini</td>
<td>▼48</td>
<td>▼69</td>
<td>63</td>
<td>42</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Hi-Cut</td>
<td>▼10</td>
<td>26</td>
<td>43</td>
<td>▼52</td>
<td>52</td>
<td>33</td>
</tr>
<tr>
<td>Thong</td>
<td>▼27</td>
<td>75</td>
<td>59</td>
<td>33</td>
<td>15</td>
<td>5</td>
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<tr>
<td>Low Rise/Hipster</td>
<td>37</td>
<td>▲66</td>
<td>▲49</td>
<td>29</td>
<td>▲23</td>
<td>▲15</td>
</tr>
<tr>
<td>String Bikini</td>
<td>▼22</td>
<td>55</td>
<td>33</td>
<td>▲18</td>
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<td>5</td>
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<tr>
<td>Boy Brief</td>
<td>▲26</td>
<td>▲55</td>
<td>▲35</td>
<td>▲19</td>
<td>11</td>
<td>▲8</td>
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<td>Tanga</td>
<td>5</td>
<td>18</td>
<td>12</td>
<td>9</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004
Panties Styles - Key Insights

Market Insights: Panties and Underwear Bottoms 2004

**Briefs and both bikini styles remain stable**

While briefs and both bikini styles saw little movement from 2003 to 2004, most other styles experienced some shifts.

- Low rise/hipster style panties maintain their momentum from 2003, with fewer women reporting they wear the style less often than they did one year ago.

- The growing popularity of boy brief panties may be leveling out, as fewer women reported wearing the style more often than in 2003.

- The tanga style of women's panties is losing appeal among panty wearers. Fewer consumers reported the style being worn as often as a year ago, and more respondents saying the style is being worn less often than in 2003.

### Graphs

**2004 Frequency of Wearing Panty Style Compared to One Year Ago (% of Buyers)**

- Briefs
- Bikini
- String Bikini
- Hi-cut
- Low Rise/hipster
- Tanga
- Boy Brief
- Thong

**2003 Frequency of Wearing Panty Style Compared to One Year Ago (% of Buyers)**

- Briefs
- Bikini
- String Bikini
- Hi-cut
- Low Rise/hipster
- Tanga
- Boy Brief
- Thong

*Source: Market Insights: Panties 2004*
Market Insights: Panties and Underwear Bottoms 2004

**Briefs are still the most commonly purchased panty style; Low Rise/Hipster and Boy Brief styles continue positive momentum**

Women continue to purchase low rise/hipster and boy brief styles with increasing frequency. Purchases of these styles increased significantly from 2003 to 2004. These data reinforce the trends of the low rise/hipster and boy brief styles in women’s wardrobes and wearing frequencies.

Compared to 2003, purchases of panties for girls younger than 18 have been relatively inconsistent. Shoppers for this age segment favored briefs while shying away from bikini, thong, and low rise/hipster styles more strongly than in 2003.
Solid colors are preferred across all panty styles

With little change from 2003, solid colors are the most popular scheme within all panty styles. White is most likely to be found in brief and hi-cut styles, while patterns/designs comprise a significant share of bikini, string bikini, low rise/hipster, and thong styles.

Although character designs have traditionally been most often associated with girls' briefs, character designs gained popularity among wearers of low rise/hipster and boy brief styles during 2004.
Trends in panty wear by activity/occasion follow purchasing and ownership trends.

As women report purchasing and wearing more low rise/hipster and boy brief panties, these styles are also being increasingly accepted as everyday wear. Compared to 2003, boy briefs are being worn more for activity/occasions such as “date/intimate occasions”, “under white pants/skirt”, “under low rise pants/skirts”, “to work”, and “during menstrual period”.

String bikini, hi-cut, and tanga styles were the biggest “losers”; each style of panty lost appeal in at least four activity/occasion categories.

Women reported no changes in the frequency of wearing brief and bikini styles for the listed activities and occasions.

<table>
<thead>
<tr>
<th>Base (Wear style):</th>
<th>Briefs (1216)</th>
<th>Bikini (1035)</th>
<th>String Bikini (559)</th>
<th>Hi-cut Hipster (855)</th>
<th>Tanga Brief (212)</th>
<th>Boy Brief (593)</th>
<th>Thong (873)</th>
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</thead>
<tbody>
<tr>
<td>With dressy clothes</td>
<td>48</td>
<td>49</td>
<td>▼ 39</td>
<td>▼ 54</td>
<td>40</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>With casual clothes</td>
<td>70</td>
<td>66</td>
<td>▼ 55</td>
<td>63</td>
<td>▲ 64</td>
<td>31</td>
<td>▲ 58</td>
</tr>
<tr>
<td>With jeans</td>
<td>64</td>
<td>63</td>
<td>52</td>
<td>▼ 56</td>
<td>67</td>
<td>29</td>
<td>48</td>
</tr>
<tr>
<td>Changing in front of others</td>
<td>56</td>
<td>57</td>
<td>▼ 42</td>
<td>▼ 51</td>
<td>55</td>
<td>▼ 24</td>
<td>59</td>
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<tr>
<td>To sleep in</td>
<td>63</td>
<td>54</td>
<td>40</td>
<td>45</td>
<td>▼ 18</td>
<td>60</td>
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<td>Date/intimate occasions</td>
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<td>50</td>
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<td>47</td>
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<td>Exercising/working out</td>
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<td>37</td>
<td>6</td>
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<tr>
<td>Under white pants/skirt</td>
<td>56</td>
<td>39</td>
<td>31</td>
<td>47</td>
<td>34</td>
<td>15</td>
<td>▲ 26</td>
</tr>
<tr>
<td>Under tight/clingy clothing</td>
<td>33</td>
<td>28</td>
<td>▼ 22</td>
<td>38</td>
<td>26</td>
<td>16</td>
<td>14</td>
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<tr>
<td>Under low rise pants/skirts</td>
<td>22</td>
<td>42</td>
<td>34</td>
<td>25</td>
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<td>18</td>
<td>▲ 27</td>
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<tr>
<td>Wear everyday</td>
<td>77</td>
<td>66</td>
<td>52</td>
<td>▼ 65</td>
<td>▲ 63</td>
<td>27</td>
<td>▲ 52</td>
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<tr>
<td>To work</td>
<td>70</td>
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<td>57</td>
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<td>During menstrual period</td>
<td>70</td>
<td>49</td>
<td>29</td>
<td>42</td>
<td>37</td>
<td>▼ 8</td>
<td>▲ 38</td>
</tr>
</tbody>
</table>

Source: Market Insights: Panties 2004

▼ ▲ = more than 3 percentage points different from 2003
Future Panties Purchase Plans

Market Insights: Panties and Underwear Bottoms 2004
Overall future purchase intent has slipped slightly among women's panties shoppers since 2003.

- Purchasers for 18-24 year-old remain more likely than those purchasing for other age segments to purchase panties in the next three months.

- Purchasers for wearers age 55+ continue to be the least likely to purchase panties in the next three months.
Brief style panties maintain largest share of future panty purchases, driven by those younger than 18 and older than 45.

Thongs continue to be popular among shoppers for 18-34 year old age segment; Hi-cut styles are second to briefs in planned purchases of 35+ age groups.
Future Panties Purchase Plans

Women who shop for panties at Wal-Mart and Kmart are most likely to buy brief style panties in the future; approximately four in ten of their next 10 purchases will be briefs.

Similar to JC Penney and Kohl’s, those who shop for panties at Target intend to purchase more bikini, string bikini, low rise/hipster, and thong styles than panty shoppers at Wal-mart and Kmart.

Source: Market Insights: Panties 2004 and 2003
**Colors that are most likely to be purchased next time**

Despite a slight decline in share among wearers younger than 45, solid color schemes continue to dominate the overall share of future panty purchases.

Compared to 2003, the future purchase share of patterns/designs increased in every age group 18 and older.

With future purchase share growing by seven percentage points among shoppers for wearers younger than 18, the popularity of character panties has grown significantly within the age group since 2003.

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**Source:** Market Insights: Panties 2004 and 2003

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**Behind Every Business Decision**

NPD Fashionworld™ a division of The NPD Group, Inc.
Future Panties Purchase Plans

Market Insights: Panties and Underwear Bottoms 2003

By retailer type, there are no major differences in planned purchasing by color, and fairly even distributions between white, solid color and designs/patterns.

% Share of Next 10 Purchases of Panty Colors By Retailer - 2004

% Share of Next 10 Purchases of Panty Colors By Retailer - 2003

Source: Market Insights: Panties 2004 and 2003
Appendix A: Questionnaire

Market Insights: Panties and Underwear Bottoms 2004
Market Insights: Panties and Underwear Bottoms 2004

1a. Have you purchased any panties or underwear bottoms for any of the following members of your family, including yourself in the past 4 months (from July 2004 through October 2004)? (Select all that apply)

Self
Spouse
Child under age 13
Child or other family member age 13+
None of these [VALIDATE]

IF Q1A="NONE OF THESE", GO TO Q28 (NON-QUALIFIER QUESTIONS)

1b. Please indicate the age and gender for each family member you have purchased any panties or underwear bottoms for during the past 4 months (July 2004 through October 2004). (Select age and gender for each family member you purchased for)

PIPE IN EACH HOUSEHOLD MEMBER PURCHASED FOR IN Q1A
2 PULL DOWN MENUS FOR EACH MEMBER

Yourself
Age [PULL DOWN MENU: 0-99]
Gender [PULL DOWN MENU: Male, Female]

Spouse
Age [PULL DOWN MENU: 0-99]
Gender [PULL DOWN MENU: Male, Female]

ADD: If you’ve purchased panties or underwear for more than one child, please answer for only one.
Child Under Age 13
Age [PULL DOWN MENU: 0-99]
Gender [PULL DOWN MENU: Male, Female]

ADD: If you’ve purchased panties or underwear for more than one child/family member, please answer for only one.
Child or Other Family Member Age 13+
Age [PULL DOWN MENU: 0-99]
Gender [PULL DOWN MENU: Male, Female]

ROUTE IN 1 HOUSEHOLD MEMBER ONLY FOR THE REMAINDER OF THE SURVEY
2. Which of the following brands of [INSERT], if any, have you ever heard of? (Select all that apply)

IF HH MEMBER=FEMALE AGE 13+
Adonna
Ashley Taylor
Avenue
Bali
Barely There
Cacique/Lane Bryant
Calvin Klein
Catherine’s
Cherokee
Curvation
Donna Karan/DKNY
Fashion Bug/Fashion Bug Plus
Felina
Fruit Of The Loom
Gap/Gap Body
Gilligan O’Malley
Hanes/Hanes Her Way
Jockey
Joe Boxer
Just My Size
Lane Bryant
L.E.I.
Lovable
Love Pats/Wundies
Maidenform
Mossimo
Mudd
No Boundaries
Old Navy
Olga
OnGossamer
Pink
Secret Treasures
Simply Basic
St. Eve
Tommy Hilfiger
T.R. Bentley
Vanity Fair
Vassarette
Victoria’s Secret
Wacoal
Warners
Xhilaration
None of these [VALIDATE]
IF HH MEMBER= FEMALE UNDER AGE 13
Bali
Barbie
Barely There
Basic Editions
Basic Image
Blues Clues
Care Bears
Carters
Children's Place
Circo
Danskin
Disney
Dora The Explorer
Fruit Of The Loom
Gap/Gap Body
Gerber
Hanes/Hanes Her Way
Health-Tex
Jockey
Joe Boxer
L.E.I.
Limited Too
Looney Tunes
Lovable
Love Pats/Wundies
Mary Kate and Ashley
McKids
Mudd
Old Navy
Oshkosh B' Gosh
Playtex
Powerpuff Girls
Princess Collection
Route 66
Scooby Doo
Simply Basic
Starter
Strawberry Shortcake
Underoos
Vassarette
Victoria's Secret
Winnie the Pooh
Xhilaration
None of these [VALIDATE]
IF HH MEMBER=MALE AGE 13+
2XIST
Barrington
Basic Editions
Basic Equipment
BVD
C9
Calvin Klein
Champion
Cherokee
Covington
Croft & Barrow
Dockers
Eddie Bauer
Faded Glory
Fruit Of The Loom
Gap
Hanes
Jake Taylor
JCPenney Brand
J.E. Morgan
Jockey
Joe Boxer
Kirkland
Lands' End
Life
Merona
Mossimo
Munsingwear
Old Navy
Perry Ellis
Polo/Ralph Lauren
Pro Spirit
Puritan
Route 66
Sears Brand
Sonoma
Stafford
Tommy Hilfiger
Towncraft
Under Armour
None of these [VALIDATE]
IF HH MEMBER=MALE UNDER AGE 13
Basic Editions
Basic Equipment
Batman
Bob The Builder
Briefly Stated
BVD
C9
Calvin Klein
Carters
Champion
Cherokee
Children's Place
Disney
Fisher Price
Fruit Of The Loom
Gap
Gerber
Gymboree
Hanes
Health-Tex
Hot Wheels
Hulk
Jake Taylor
JC Penney Brand
Jockey
Joe Boxer
Life
Looney Tunes
McKids
Mossimo
Old Navy
Oshkosh B' Gosh
Pro Spirit
Rescue Heros
Route 66
Sears Brand
Sonoma
Spiderman
Spongebob
Stafford
Starter
Towncraft
Underoos
Yu Gi Oh
None of these [VALIDATE]
For the remaining questions, please think only about the panty/underwear bottoms purchases you made for [INSERT] in the past 4 months.

3. How many pairs (not packages) of panties/underwear bottoms did you purchase for [INSERT] in the past 4 months (from July-October 2004)? (Select one)

PULL DOWN MENU: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20+

3b. In general, what size were the panties/underwear bottoms that you purchased for [INSERT]? (Select one)

PULL-DOWN MENU

IF HH MEMBER = FEMALE 13+
XSmall/XS
Small
Medium
Large
XLarge/XL
2X/3X
4X+
Size 2
Size 3
Size 4
Size 5
Size 6
Size 7
Size 8
Size 9
Size 10
Size 11
Size 12
Size 13+
Other

IF HH MEMBER = FEMALE UNDER 13
Infant
Toddler
XSmall/XS (Girls)
Small
Medium
Large
XLarge/XL or larger
Other
Appendix A

Market Insights: Panties and Underwear Bottoms 2004

IF HH MEMBER = MALE 13+
XSmall/XS
Small
Medium
Large
XLarge/XL
XXL or larger
Waist 28
Waist 30
Waist 32
Waist 33
Waist 34
Waist 35
Waist 36
Waist 38
Waist 40
Waist 42
Waist 44
Waist 46+
Other

IF HH MEMBER = MALE UNDER 13
Infant
Toddler
XSmall/XS (Boys)
Small
Medium
Large
XLarge/XL or larger
Other

4a. What percentage of the panties/underwear bottoms you purchase for [INSERT] are packaged/displayed in each of the following ways? (0% would mean none of your purchases are packaged this way, while 100% would mean all of them are packaged this way. You may use 0%, 100% or any number in between. Please remember your total must equal 100%.)

PULL DOWN MENU: 0%-100% [DEFAULT SCALE AT 0%]

Hanging on hangars
Folded on tables
Contained in packaging/plastic bags
4b. When buying for [INSERT], what type of packaging/display for panties/underwear bottoms do you most prefer?  (Select one)

Hanging on hangars
Folded on tables
Contained in packaging/plastic bags

ASK Q4c IF Q4b = HANGING ON HANGARS

4c. When buying panties/underwear bottoms hanging on hangars for [INSERT], how many pairs do you prefer on each hangar?  (Select one)

PULL-DOWN:  1, 2, 3

ASK Q4d IF Q4b = CONTAINED IN PACKAGING/PLASTIC BAGS

4d. When buying panties/underwear bottoms contained in packaging/plastic bag for [INSERT], how many pairs do you prefer in each package/bag?  (Select one)

PULL-DOWN:  1, 2, 3, 4, 5, 6, 7, 8+

5. Which of the following statements describe the amount of panties/underwear bottoms you purchased for [INSERT] in the past 4 months (July-October 2004)?  (Select all that apply)

I bought the usual amount
I bought fewer than usual because he/she already owned enough
I bought fewer than usual because I spent money on other items
I bought fewer than usual because I didn’t like the selection offered
I bought fewer than usual because there was not a special deal
I bought more than usual because it was a good deal
I bought more than usual because I found a new product he/she liked
I bought more than usual because he/she didn’t own enough
6. Thinking about **how frequently** you purchase panties/underwear bottoms for [INSERT], would you say you are currently buying more often, less often or at about the same rate compared to in the past? (Select one)

- More often than in the past
- Less often than in the past
- At about the same rate

7. Thinking about [INSERT], would you say you are currently buying more, less, or about the same amount of panties/underwear bottoms **per shopping occasion** compared to in the past? (Select one)

- Buying more each time than in past
- Buying fewer each time than in past
- Buying the same amount as in past

ASK Q8 IF Q7 = “MORE”, ELSE GO TO Q9

8. Which of the following reasons, if any, describe why you are currently buying more panties/underwear bottoms for [INSERT] than you did in the past? (Select all that apply)

[RANDOMIZE]
- To save time
- Buying in a larger pack size (more in the bag)
- Like to try new/different products
- Buying for different occasions or moods
- Prices are lower than before
- Changed size
- None of these [VALIDATE]

9. Which **styles** of panties/underwear bottoms have you purchased for [INSERT] in the past 4 months? Which styles does [INSERT] ever wear? (Select all that apply for each)

[IF HH MEMBER = FEMALE, INSERT STYLE LINE DRAWINGS. CREATE LINK TO THE LINE DRAWINGS FOR RESPONDENTS TO REFER BACK TO FOR Q10, 11, 12, 14, 17 and 20]

[MULTI-PUNCH GRID]
- **TOP**
- Purchased July-October 2004
- Ever Wear
SIDE
IF HH MEMBER = MALE:
Briefs
Bikini/Lowrise
Boxer
Boxer brief

IF HH MEMBER = FEMALE:
Briefs
Bikini
String bikini
Hi-cut
Low Rise/Hipster
Tanga
Boy Brief
Thong

10. For each style [INSERT] ever wears, please indicate if this style is being worn more often, less often, or about the same amount compared to a year ago. (Select one for each style listed)

PULL DOWN MENU:
More often
Less often
About the same

PIPE IN STYLES SELECTED IN Q9 FOR “EVER WEAR”

11. For each style [INSERT] ever wears, please indicate what color he/she wears. (Select all that apply for each style listed)

[MULTI-PUNCH GRID]

TOP:
Solid White
Solid Color
Patterns or Designs (such as flowers, plaids, stripes or prints)
Character (such as Barbie, Scooby Doo, NASCAR or NFL)

SIDE:
PIPE IN STYLES SELECTED IN Q9 FOR “EVER WEAR”
ASK Q12-13 IF HH MEMBER = FEMALE AGE 13+, ELSE GO TO INSTRUCTION BEFORE Q14

12. Thinking of the styles/silhouettes of panties [INSERT] ever wears, please indicate which styles/silhouettes are most suitable for each type of occasion or activity listed. (Select all that apply for each style listed)

TOP:
PIPE IN STYLES SELECTED IN Q9 FOR “EVER WEAR”

SIDE:
[RANDOMIZE]
With dressy clothes
With casual clothes
With jeans
When changing in front of others
To sleep in
Date/intimate occasions
Exercising/working out
Under white pants, skirt or shorts
Under tight/clingy clothing
Under low rise pants, skirt or shorts
Wear everyday
To work
During menstrual period

13. How often does [INSERT] wear a coordinating bra with her panty? (Select one)

Everyday
5-6 days a week
3-4 days a week
1-2 days a week
Less than 1 day a week
Never
Don't Know

IF Q13 = “NEVER”, GO TO Q13C

13b. What percentage of the panties you purchase for [INSERT] are coordinating bra and panty sets? (0% would mean none of your bra and panty purchases are coordinating sets, while 100% would mean all of them are coordinating sets. You may use 0%, 100% or any number in between. Please remember your total must equal 100%.)

PULL DOWN MENU: 0%-100% [DEFAULT SCALE AT 0%]
13c. How often does [INSERT] ever coordinate the color of her bra and panty with the color of her outfit (outerwear)?  (Select one)

Everyday  
5-6 days a week  
3-4 days a week  
1-2 days a week  
Less than 1 day a week  
Never  
Don't Know  

ASK Q14 IF HH MEMBER = MALE AGE 13+, ELSE GO TO Q15  

14. Thinking of the styles/silhouettes of underwear bottoms [INSERT] ever wears, please indicate which styles/silhouettes are most suitable for each type of occasion or activity listed. (Select all that apply for each style listed)

TOP:  
PIPE IN STYLES SELECTED IN Q9 FOR “EVER WEAR”  

SIDE:  
[RANDOMIZE]  
To sleep in  
Exercising/working out  
Wear everyday  
With jeans  
With dressy clothes  
With casual clothes  
Date/intimate occasion  
To work  

15. What fabric preference, if any, does [INSERT] have when buying panties/underwear bottoms?  (Select one)  

100% cotton  
100% polyester  
Cotton/Polyester blend  
Cotton with Spandex or Lycra blend  
100% nylon  
Nylon with Spandex or Lycra blend  
Microfiber  

16. How many pairs of panties/underwear bottoms does [INSERT] currently have in his/her drawer/closet wardrobe?  (Select one)  

PULL DOWN MENU: 1-99
17. What percentage of the panties/underwear bottoms [INSERT] owns are each of the following styles? (0% would mean none of them are this style, while 100% would mean all of them are this style. You may use 0%, 100% or any number in between. Please remember, your total must equal 100%.)

PULL DOWN MENU: 0%-100% [DEFAULT SCALE AT 0%]

IF HH MEMBER = MALE:
Briefs
Bikini/Lowrise
Boxer
Boxer brief

IF HH MEMBER = FEMALE:
Briefs
Bikini
String bikini
Hi-cut
Low Rise/Hipster
Tanga
Boy Brief
Thong

18. What percentage of the panties/underwear bottoms [INSERT] owns are each of the following colors? (0% would mean none of them are this color, while 100% would mean all of them are this color. You may use 0%, 100% or any number in between. Please remember, your total must equal 100%.)

PULL DOWN MENU: 0%-100% [DEFAULT SCALE AT 0%]

Solid White
Solid Color
Patterns or Designs (such as flowers, plaids, stripes or prints)
Character (such as Barbie, Scooby Doo, NASCAR or NFL)

19. Do you plan to purchase panties/underwear bottoms for [INSERT] in the next 3 months? (Select one)

Yes
No
20. Thinking of your next 10 purchases of panties/underwear bottoms for [INSERT], please indicate below how many times you would purchase each of the following styles. (Select the number for each style you would purchase. Please remember, your total must equal 10.)

PULL DOWN MENU: 0-10 [DEFAULT SCALE TO “0”]

IF HH MEMBER = MALE:
Briefs
Bikini/Lowrise
Boxer
Boxer brief

IF HH MEMBER = FEMALE:
Briefs
Bikini
String bikini
Hi-cut
Low Rise/Hipster
Tanga
Boy Brief
Thong

21. Thinking of your next 10 purchases of panties/underwear bottoms for [INSERT], please indicate below how many times you would purchase each of the following colors. (Select the number for each color you would purchase. Please remember, your total must equal 10.)

PULL DOWN MENU: 0-10 [DEFAULT SCALE TO “0”]

Solid White
Solid Color
Patterns or Designs (such as flowers, plaids, stripes or prints)
Character (such as Barbie, Scooby Doo, Nascar or NFL)

22. At which stores do you purchase some of the panties/underwear bottoms for [INSERT]? At which one store do you purchase most of the panties/underwear bottoms for [INSERT]?

GRID HEADINGS:
Purchase Some (Select all that apply)
Purchase Most (Select one)
Appendix A

Market Insights: Panties and Underwear Bottoms 2004

SIDE:
JCPenney
Kohl’s
Mervyn’s
Sears
Kmart
Target
Wal-Mart
Other Discount Stores (such as Meijer or Shopko)
Victoria’s Secret (Catalog or Store)
Other Specialty Stores (such as Gap Body or Banana Republic)
Department Stores (such as Nordstrom, Dillard’s or Macy’s)
Plus Size Specialty Stores (such as The Avenue or Lane Bryant)
Warehouse Clubs (such as Sam’s, Costco, or BJ’s)
Dollar Stores (such as Dollar General or Family Dollar)
Food/Drug Stores
Catalog/Direct Mail
Factory Outlets
Other Stores

VALIDATE THAT STORE SELECTED FOR “PURCHASE MOST” WAS SELECTED FOR “PURCHASE SOME”

23. Have you purchased any items other than panties/underwear bottoms at the following retailers in the past 12 months? (Select one for each)

JCPenney
Kohl’s
Mervyn’s
Sears
Kmart
Target
Wal-Mart
Victoria’s Secret (Catalog or Store)
None of these [VALIDATE]

IF Q23 = “NONE OF THESE”, GO TO Q25

24. Please indicate which items you purchased at each of the following retailers in the past 12 months. (Select all that apply for each)

GRID HEADINGS:
PIPE IN STORES SELECTED IN Q23
SIDE:
Automotive supplies
Cosmetics
Hardware
Jewelry
Toys
Apparel items (other than underwear or panties)

ASK Q25a IF “Kmart” NOT SELECTED IN Q22 FOR “Purchase Some” OR “Purchase Most”, ELSE GO TO INSTRUCTION BEFORE Q25b

25a. Why do you not buy any panties/underwear bottoms for [INSERT] at Kmart? (Select all that apply)

[RANDOMIZE]
Don’t have the styles I prefer
Don’t have the brands I prefer
Price is too low – I question the quality
Is not convenient to my home or work
Don’t purchase any apparel there
Don’t have the variety I look for
Panties/underwear bottoms are not appropriate
Panty/underwear bottoms department is too cluttered
Panty/underwear bottoms department layout is too confusing
Wouldn’t want my friends or family to know I buy underwear bottoms/panties there
Panties/underwear bottoms are not fashionable enough
Lack of privacy while shopping there
Just don’t like the store/shopping experience
Panties/underwear bottoms are not sexy enough
Other (Please specify) [VALIDATE]
ASK Q25b IF “Target” NOT SELECTED IN Q22 FOR “Purchase Some” OR “Purchase Most”, ELSE GO TO INSTRUCTION BEFORE Q25c

25b. Why do you not buy any panties/underwear bottoms for [INSERT] at Target? (Select all that apply)

[RANDOMIZE]
Don't have the styles I prefer
Don't have the brands I prefer
Price is too low – I question the quality
Is not convenient to my home or work
Don't purchase any apparel there
Don't have the variety I look for
Panties/underwear bottoms are not appropriate
Panty/underwear bottoms department is too cluttered
Panty/underwear bottoms department layout is too confusing
Wouldn't want my friends or family to know I buy underwear bottoms/panties there
Panties/underwear bottoms are not fashionable enough
Lack of privacy while shopping there
Just don't like the store/shopping experience
Panties/underwear bottoms are not sexy enough
Other (Please specify) [VALIDATE]

ASK Q25c IF “Wal-Mart” NOT SELECTED IN Q22 FOR “Purchase Some” OR “Purchase Most”, ELSE GO TO Q26

25c. Why do you not buy any panties/underwear bottoms for [INSERT] at Wal-Mart? (Select all that apply)

[RANDOMIZE]
Don't have the styles I prefer
Don't have the brands I prefer
Price is too low – I question the quality
Is not convenient to my home or work
Don't purchase any apparel there
Don't have the variety I look for
Panties/underwear bottoms are not appropriate
Panty/underwear bottoms department is too cluttered
Panty/underwear bottoms department layout is too confusing
Wouldn't want my friends or family to know I buy underwear bottoms/panties there
Panties/underwear bottoms are not fashionable enough
Lack of privacy while shopping there
Just don't like the store/shopping experience
Panties/underwear bottoms are not sexy enough
Other (Please specify) [VALIDATE]
26. Thinking about buying underwear bottoms/panties for [INSERT], please indicate how much you agree or disagree with each of the following statements. (Select one for each statement)

PULL DOWN MENU:
Agree Strongly
Agree Somewhat
Neither Agree nor Disagree
Disagree Somewhat
Disagree Strongly

[RANDOMIZE STATEMENTS]
Comfort is more important than fashion when buying panties/underwear bottoms for [INSERT]
I buy more multi-packs of panties/underwear bottoms for [INSERT] than I used to so I don’t need to shop for panties/underwear bottoms as often
The type of panties/underwear bottoms [INSERT] wears depends on the style clothing he/she will be wearing
[INSERT] has more colored panties/underwear bottoms in his/her wardrobe than he/she used to
[INSERT] just grabs whatever is on the top of his/her drawer when choosing what panties/underwear bottoms to wear
[INSERT] has more variety of panties/underwear bottoms styles in his/her wardrobe than he/she used to
[INSERT] owns more panties/underwear bottoms than he/she used to
Some styles of panties/underwear bottoms offer both fashion and comfort
Price is a very important factor when buying panties/underwear bottoms
The type of panties/underwear bottoms [INSERT] wears depends on the activity or occasion
I buy more individual pairs of panties/underwear bottoms for [INSERT] than I used to

INCLUDE IF HH MEMBER = FEMALE AGE 13+:
[INSERT] has more thong panties in her wardrobe than she used to
[INSERT] has more variety of fabrics in her panty wardrobe than she used to

27. Which of these statements best describes what you usually do if the specific panty or underwear bottoms item you intend to purchase for [INSERT] is not available (out-of-stock) where you usually shop? (Select one)

I buy another style or fiber content of the same brand of panties/underwear bottoms I originally intended to buy
I buy another brand of panties/underwear bottoms, but the same style or fiber content as I originally intended to buy
I do not buy anything
Appendix B: About The NPD Group, Inc.

Market Insights: Panties and Underwear Bottoms 2004
Appendix B

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About The NPD Group, Inc

The NPD Group, Inc. (NPD) is a global market information company that measures product movement and consumer behavior across a broad range of industries -- apparel, automotive products, consumer electronics, cosmetics and fragrances, food, foodservice, footwear, housewares, information technology, interactive entertainment, toys and music. NPD's clients, many in the Fortune 500, use this insight to uncover market opportunities, strengthen channel relationships and benchmark industry performance. Since 1967, NPD has introduced numerous industry firsts, most recently combining and calibrating information from consumer panels and point-of-sale tracking via its flagship services, the NPD Worlds. The firm has offices and affiliations in 60 countries.

For more information on The NPD Group, visit www.npd.com.

About NPD Fashionworld®

NPD Fashionworld®, a division of The NPD Group, provides sales and marketing information for manufacturers, retailers and related services in the apparel and footwear industries. NPD Fashionworld provides the most accurate market intelligence available, including what is selling, where, to whom and why. Information is delivered online in a secure, Web-based environment via interactive delivery tools that make information accessible and actionable to a wide range of users -- from executives to sales and marketing to research. Today more than 100 market-leading companies in the industry rely on NPD Fashionworld for the knowledge they need to drive better, fact-based decision making.

For more information about NPD Fashionworld, visit www.npfashionworld.com.