

Table 1

Personal Importance in Clothing of Brand Name Logos, Labels and Trademarks Now Versus "A Few Years Ago"

By Gender

	Total	Men	Women
(Base)	(7,500)	(3,750)	(3,750)
Much Less/Less Important	57%	53%	61%
About the Same	33%	35%	31%
Much More/More Important	10%	12%	8%
Ratio of Less to More Important:	5.7	4.4	7.6

Table 2

Personal Importance in Clothing of Brand Name Logos, Labels & Trademarks Now Versus "A Few Years Ago"

By Age

	21-34	35-44	45-59
(Base)	(2,500)	(2,500)	(2,500)
Much Less/Less Important	41%	61%	69%
About the Same	41%	32%	25%
Much More/More Important	18%	7%	6%
Ratio of Less to More Important:	2.3	8.7	11.5

Table 3

Importance of Logos, Labels & Trademarks for Specific Clothing Brands Now Versus "A Few Years Ago"

Percent Saying "Much More" or "More" Important - TOP-RATED BRANDS

Total	Men	Women			
(Base) (7500)	(3750)	(3750)			
Fav. Sports Team	46%	Fav. Sports Team	55%	Fav. Sports Team	35%
Nike	25%	Brooks Brothers	26%	Nike	26%
Armani	22%	Nike	23%	Armani	22%
Fendi	18%	Armani	23%	Fendi	20%
Adidas	18%	NHL	21%	Calvin Klein	19%
Reebok	17%	Ralph Lauren	19%	Perry Ellis	17%
MLB	17%	Adidas	19%	Versace	16%
Perry Ellis	17%	NBA	17%	Donna Karen	16%
Ralph Lauren	16%	Major League Baseball	17%	Chanel	16%
Polo	15%	London Fog	16%	Louis Vuitton	15%
NFL	15%		16%	Christian Dior	15%

Table 4

Importance of Logos, Labels and Trademarks for Specific Clothing Brands Now Versus "A Few Years Ago"

Percent Saying "Much More" or "More" Important TOP-RATED BRANDS

21-34 (Base) (7500)		35-44 (3750)		45-59 (3750)	
Fav. Sports Team	58%	Fav. Sports Team	42%	Fav. Sports Team	32%
Nike	33%	Nike	34%	Adidas	22%
Fendi	32%	Reebok	31%	Armani	17%
Armani	27%	Calvin Klein	28%	MLB	16%
Polo	27%	London Fog	24%	NHL	16%
Perry Ellis	26%	NFL	24%	Versace	15%
Calvin Klein	23%	Armani	24%	Perry Ellis	14%
Christian Dior	23%	Nautica	21%	Ferragamo	14%
NBA	23%	DKNY	21%	Nike	12%
Versace	20%	Brooks Brothers	17%	Gucci	12%
DKNY	20%	Donna Karan	17%	Chanel	12%