

Did you know that August 5<sup>th</sup> is National Underwear Day? To help celebrate Freshpair.com's salute to undergarments, CAREFREE pantliners did a survey that revealed some interesting underwear facts:

- Which do you think men really love their women to wear – thongs or briefs? The answer may surprise you. **Men** who have a preference about their spouse or significant other's underwear most **prefer** that she wear **briefs, the style most women truly prefer.**
- **One in five** women ages 18 to 34 admit to going **commando at least once a month.**
- **Sixty-one percent** of women 18 to 34 admit they have at least one pair of “**granny panties**” in their underwear drawer so they do not ruin their favorite pair.
- **Fifty percent** of women surveyed admit that wearing their favorite pair of underwear makes them feel special or more confident.

See below for additional survey results and feel free to contact me at 212-679-6600 ext 244 or at [mtodisco@hunterpr.com](mailto:mtodisco@hunterpr.com) with any questions.

Melissa Todisco  
for CAREFREE Liners

The majority of women (64%) say they have at least one “favorite” pair of underwear and many of those who do (50%) admit wearing that special pair makes them feel more confident, according to a survey commissioned by CAREFREE® liners. Other key findings the survey reveals about the special relationship women (and their men) have with their underwear include:

*Comfort comes first.* An overwhelming number of women (84%) rate comfort as a very important or extremely important factor when it comes to buying underwear and nine in ten women who have a favorite pair of underwear (89%) say comfort is the reason for the pair's “favorite” status. Only fourteen percent of women think that sexiness is very or extremely important.

*His and hers misconceptions.* Women assume that their spouse or significant other who has an underwear preference would most prefer them to wear a thong or g-string (42%) over any other kind of underwear, yet only 8% of all women say this is their favorite style to wear. In actuality, men who have a preference about their spouse or significant other's underwear most prefer that she wear briefs (34%), the style most women (53%) truly prefer.

*The bare minimum.* Thirty-six percent of women ages 18 to 34 admit to occasionally going without underwear altogether. About one in five (19%) confess to “going commando” at least once a month and about than one in ten (11%) report they go panty-less at least once a week.

*Secret stashes.* The majority of women ages 18 to 34 (61%) admit they have at least one pair of “granny panties” in their underwear drawer so they do not ruin their favorite pair.

*Out with the old, in with the new.* In the past six months, women have bought an average of six pairs of underwear, but have thrown away half as many (3 pairs) during that same time frame.

## Revealing Survey

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*The basic truth.* Women who have a favorite pair of underwear note that the number one reason they do not wear them more often is because they are afraid of ruining them (21%). The primary way these women ensure they don't ruin their favorite pair of underwear is by not wearing them before, during or after their period (26%).

CAREFREE® ACTI-FRESH™ Liners from are one way women can protect their favorite pairs and have the confidence to wear them no matter the time of the month. For more information visit [www.carefreeliners.com](http://www.carefreeliners.com).

### **About the Survey**

The Favorite Pair of Underwear survey was conducted online within the United States by Harris Interactive on behalf of McNeil-PPC, Inc. between April 10 and April 14 among 2,511 U.S. adults ages 18+ of whom, 1,173 are men and 1,338 are women. This online survey is not based on a probability sample and therefore no estimates of theoretical sampling error can be calculated. For complete methodology, including weighting variables, please contact Melissa Todisco.

### **About Freshpair**

Freshpair is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. Freshpair is also the founder of National Underwear Day. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear. Freshpair also offers Free Shipping on US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

"National Underwear Day is the ultimate celebration of the intimate apparel industry, giving people a reason to mention their unmentionables. It boasts the biggest underwear runway show to date."

Michael Kleinmann, President, Freshpair, Inc.