

2013 Navy Women's Uniform Survey

Executive Briefing
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Methodology

Survey Administration (April – August 2013)

- Two separate surveys were developed, one for E2-E6 (“Enlisted”) and another for chiefs and officers (since their uniforms are very similar)
- A stratified random sample of 15,833 Navy women E2-O6 was invited to complete the survey; 2,880 responded; survey also sent to all female admirals (O7+)
 - Response rate is 19% using the American Association of Public Opinion Research (AAPOR) formula
 - Stratified by paygroup: junior enlisted (E2-E3), midgrade enlisted (E4-E6), chiefs (E7-E9), junior officer (warrant officers and O1-O3), senior officers (O4-O6)

Survey Analysis

- Results statistically weighted by paygroup to match Navy population, weighted results are presented; due to rounding, not all percentages may add up to 100%
- Most results are presented enlisted (E2-E6) vs chiefs/officers, but some are presented as enlisted vs chiefs vs officers and some by paygroups where differences found
 - The max margin of error (ME) for the majority of questions is $\pm 4.5\%$ for enlisted, and $\pm 5.7\%$ for chiefs/officers (when chiefs compared to all officers: $\pm 7.8\%$ chiefs and 7.1% all officers); since all female admirals were included, their results have no MEs
- When applicable, comparisons are made to the focus groups results

Missing Data

- Due to updates in software, some of the questions for desired design changes did not record properly for some subgroups/components
 - Enlisted: SDB coat questions, White Jumper questions; question re: adding back pockets to NWU pants, question re: moving SDB slack zipper to the front
 - Chiefs and officers: SW, SK, and NWU pants questions



Summary (1 of 2)

Professional Appearance

- Chiefs and officers are most satisfied with the professional appearance of the SDB uniform and are more satisfied than enlisted; enlisted are more satisfied with the appearance of the NWU compared to chiefs and officers

Comfort

- Enlisted are less satisfied with the comfort of most of their SDB and SDW components compared to chiefs and officers; chiefs and officers are least satisfied with the comfort of the SK and SW slacks with officers less satisfied than chiefs

Fit

- Enlisted are less satisfied with the fit of the Dress Shirt, the SDB Coat and Skirt, and the SDW Skirt compared to chiefs and officers; chiefs are more satisfied with the SDB Slacks and the Overblouse compared to enlisted and officers; chiefs and officers are most dissatisfied with the fit of the SK and SW slacks with officers less satisfied than chiefs

Alterations and Desired Design Changes

- Slacks: The option for making the waist lower was either the most or second-most requested design change for all groups (47% or higher for all groups for all slacks); other top requests included adding, keeping, or increasing the size of the pockets
- Coats (chiefs/officers): Top requests were to increase the shoulder area and the arm hole; 57% wanted to add a chain on the DDBJ/DDWJ coats
- Coats (All): 54% of enlisted and 50% of chiefs/officers want to add pockets to the dress coat(s); Top two options for both groups were a slit chest pocket and to add another slit internal lower pocket on the inside of the coats
- Overblouse: The top two requests were to add more length to the bottom of the shirt and to add room in the shoulder area
- Tuck-in Shirts (chiefs/officers): The top requests for both the SK and SW shirts were to add a satin lining on the inside of the collar and to add more room in the shoulder



Summary (2 of 2)

Alterations and Desired Design Changes (Con't)

- Skirts: Top requests for all skirts were to make the bottom narrower and lower the waist

Overblouse and SK Tuck-in Shirt Issues

- 43% of chiefs and 54% of officers prefer the Overblouse while 35% of chiefs and 28% of officers prefer the tuck-in version of the SK Shirt
- 33% of enlisted and 52% of chiefs/officers would buy an overblouse version of the Dress Shirt
- 2/3 of all personnel report problems centering their ribbons/nametags on the Overblouse
- 60% of chiefs and 46% of senior officers report that the collar points on the SK and SW shirts were too long, covering their ribbons and warfare devices

Info on Uniforms and Uniform Regulations

- 40% of enlisted, 78% of chiefs, and 58% of officers said they were satisfied with the amount of info they get on uniforms/policies; 59% of enlisted, 88% of chiefs, and 76% of officers said they were confident with their knowledge of uniforms and policies
- Junior personnel report using the chain of command and peers to get uniform info more often than senior personnel; senior personnel rely more on the UMO website and NAVADMINs compared to junior personnel
 - 2/3 of enlisted, 7/10 of chiefs, and 1/2 of officers report that uniform regulations and policy updates are addressed at their current assignment

Purses

- Over half of enlisted, 1/3 of chiefs, and 1/2 of officers say still have questions regarding NAVADMIN 260/11 (re: purses worn while in uniform) or they do not understand it at all
 - 17% of enlisted and 28% of chiefs and officers wear or carry a purse at least some of the time; another 28% of enlisted and 27% of chiefs and officers say they would like to do so
 - Approximately 1/2 can find a black purse that is affordable and meets regulations, 1/5 can find a brown purse, and 1/7 can find a white purse



Satisfaction with Professional Appearance of Uniforms

Enlisted		Chiefs		Officers	
SDB with Slacks	70%	SDB with Slacks	90%	SDB with Skirt	84%
SU with Slacks	69%	SDW with Slacks	82%	SDB with Slacks	80%
SDW with Slacks	69%	SDB with Skirt	79%	SDW with Skirt	74%
NWU	67%	SK with Slacks	78%	SK with Skirt	68%
SDB with Skirt	65%	SW with Slacks	73%	SDW with Slacks	67%
SU with Skirt	63%	SK with Skirt	71%	SW with Skirt	66%
SDW with Skirt	57%	SDW with Skirt	70%	SK with Slacks	55%
		Coveralls	64%	SW with Slacks	54%
		SW with Skirt	63%	Coveralls	52%
		NWU	54%	NWU	42%

Enlisted are more satisfied with the professional appearance of the NWU than chiefs and officers are, and chiefs are more satisfied than officers are. Chiefs and officers are more satisfied with the professional appearance of the SDB and the SDW than enlisted are. Chiefs are more satisfied with the professional appearance of the uniforms with slacks than the officers are.

Notes: Q. "Please rate your satisfaction with HOW PROFESSIONAL the garments appear on you." % "Very satisfied"/"Satisfied" shown. "Not applicable" responses not included in analysis.



Satisfaction with Comfort of Uniform Components

Enlisted		Chiefs		Officers	
Coveralls	81%	NWU Blue T-shirt	82%	NWU Blue T-shirt	85%
NWU Blue T-shirt	80%	Coveralls	81%	Coveralls	82%
NWU Shirt	74%	Overblouse	75%	Dress Shirt	71%
NWU Trouser	71%	Dress Shirt	74%	SDB Coat	70%
NWU Mock Turtleneck	60%	SW Shirt	72%	NWU Shirt	70%
SDW Jumper	59%	SDB Slacks	71%	SDB Skirt	70%
SU Slacks	56%	NWU Shirt	70%	NWU Mock Turtleneck	67%
SDW Slacks	55%	SDB Coat	70%	Overblouse	66%
Overblouse	54%	SK Tuck-in Shirt	65%	NWU Trouser	65%
SU Skirt	46%	SDW Coat	65%	SDW Skirt	62%

Enlisted are less satisfied with the comfort of most of their SDB and SDW components compared to chiefs and officers. Chiefs tend to be more satisfied with the comfort of the slacks and the SK and SW components compared to officers.

Focus group participants complained about the comfort of their slacks the most, followed by complaints about coats.

Notes: Q. "Please rate your satisfaction with the COMFORT of the garments." % "Very satisfied"/"Satisfied" shown. "Not applicable" responses not included in analysis.



Satisfaction with Comfort of Uniform Components (Con't)

Enlisted		Chiefs		Officers	
SDB Slacks	45%	NWU Trouser	64%	SK Skirt	61%
Dress Shirt	42%	SW Slacks	63%	SDB Slacks	61%
SDB Coat	39%	NWU Mock Turtleneck	63%	SDW Coat	60%
SDW Skirt	37%	SDW Slacks	62%	SW Shirt	54%
SDB Skirt	35%	SDB Skirt	62%	SW Skirt	54%
		SK Skirt	61%	SDW Slacks	51%
		SK Slacks	60%	SK Tuck-in Shirt	42%
		SDW Skirt	59%	SW Slacks	37%
		SW Skirt	56%	SK Slacks	36%

Dissatisfaction with Comfort: Enlisted are most dissatisfied with the comfort of the SDB uniform items (42% dissatisfied with the coat, 36% dissatisfied with the slacks) compared to their other uniform components. Chiefs and officers are most dissatisfied with the comfort of the SK and SW slacks (SK slack: 32% of chiefs and 53% of officers are dissatisfied; SW slack: 32% of chiefs and 50% of officers are dissatisfied). Officers are more dissatisfied with the comfort of the SK and SW components compared to chiefs.

Notes: Q. "Please rate your satisfaction with the COMFORT of the garments." % "Very satisfied"/"Satisfied" shown. "Not applicable" responses not included in analysis.



Satisfaction with Fit of Uniform Components

Enlisted		Chiefs		Officers	
NWU Blue T-Shirt	77%	NWU Blue T-Shirt	80%	NWU Blue T-Shirt	81%
Coveralls	73%	Coveralls	75%	SDB Coat	71%
NWU Shirt	63%	Dress Shirt	72%	Coveralls	69%
NWU Mock Turtleneck	62%	SDB Coat	71%	Dress Shirt	69%
NWU Trouser	60%	SK Overblouse	68%	SDB Skirt	66%
SDW Jumper	57%	SW Shirt	67%	SDW Coat	63%
SU Slacks	55%	SDW Coat	66%	NWU Mock Turtleneck	62%
SDW Slacks	54%	SDB Slacks	65%	SDW Skirt	57%
Dress Shirt	54%	NWU Mock Turtleneck	63%	SK Overblouse	56%
SU Overblouse	53%	NWU Shirt	61%	SK Skirt	54%

Chiefs and officers are more satisfied with the fit of the Dress Shirt, the SDB Coat and Skirt, and the SDW Skirt compared to enlisted. Enlisted are more satisfied with the fit of the NWU Shirt than officers are. Chiefs are more satisfied with fit of the SDB Slacks and the Overblouse compared to enlisted and officers.

Focus group found problems with fit for all components (waist-hip ratio, bust-waist ratio) and with shoulder room.

Notes: Q. "Please rate your satisfaction with the FIT of the garments." % "Very satisfied"/"Satisfied" shown. "Not applicable" responses not included in analysis.



Satisfaction with Fit of Uniform Components (Con't)

Enlisted		Chiefs		Officers	
SDB Coat	51%	SDB Skirt	61%	SDB Slacks	53%
SDB Slacks	50%	SK Tuck-in Shirt	58%	NWU Shirt	53%
SU Skirt	46%	SDW Skirt	58%	SW Skirt	51%
SDB Skirt	41%	SDW Slacks	56%	SW Shirt	51%
SDW Skirt	41%	NWU Trouser	55%	NWU Trouser	51%
		SW Slacks	53%	SDW Slacks	45%
		SW Skirt	51%	SK Tuck-in Shirt	37%
		SK Skirt	50%	SW Slacks	28%
		SK Slacks	43%	SK Slacks	22%

Dissatisfaction with fit: Enlisted are most dissatisfied with the fit of the SDB uniform items (31% dissatisfied with the coat, 32% dissatisfied with the slacks) and the overblouse (31%). Chiefs and officers are most dissatisfied with the fit of the SK and SW slacks (SK slack: 49% of chiefs and 69% of officers; SW slack: 40% of chiefs and 60% of officers). Officers are more dissatisfied with the fit of the SK and SW components in general compared to chiefs.

Notes: Q. "Please rate your satisfaction with the FIT of the garments." % "Very satisfied"/"Satisfied" shown. "Not applicable" responses not included in analysis.



Top Desired Design Changes: Service Dress Slacks

SD Blue Slacks	Enlisted
Add side pockets (tie) Make the waist lower	57%
Increase watch pocket	46%
Add elastic to waist	38%
Add length	32%

SD White Slacks	Enlisted
Keep side pockets	51%
Make the waist lower	47%
Add elastic to waist	37%
Increase watch pocket	36%
Keep/add lining	35%

SD Blue Slacks	Chiefs/Officers
Increase watch pocket	69%
Make the waist lower	53%
Add side pockets	38%
Add lining (tie) Add length to bottom	25%

SD White Slacks	Chiefs/Officers
Increase watch pocket	66%
Make the waist lower	52%
Keep/add lining to slacks	47%
Add side pockets	34%
Add length to bottom	24%

Focus group results: Problems with fit (waist too high and inadequate waist-hip ratio) for all pants, problems with lining/transparency with SDW; also slacks were the most-discussed component (which is confirmed above via the % wanting design changes)

Notes: Q. "Please indicate your preferences for each of the proposed potential uniform design changes for uniforms slacks. Mark all that apply." For each slack, 15 possible design changes were provided. Wording of "Keep/Add" modified for this brief to reflect current status of component when applicable. Top 5 choices shown.

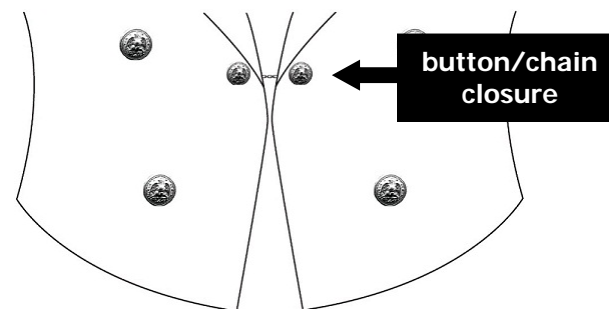


Top Desired Design Changes: Coats (Chiefs and Officers)

SD Blue Coat	Chiefs/Officers
Increase shoulder area	42%
Increase arm hole	26%
Increase sleeve length	24%
Add more length to bottom	19%
Increase angle of welt	12%

SD White Coat	Chiefs/Officers
Increase shoulder area	38%
Increase arm hole	24%
Increase sleeve length	21%
Add more length to bottom	17%
Increase angle of welt (angle of pocket)	11%

Add Chain at Mid-button Level to Slightly Close DDBJ/DDWJ Coats*	Chiefs/Officers
Yes	57%
No	43%



Button/chain closure on DDBJ/DDWJ

Focus group: Arm holes too tight, inadequate bust-waist-hip ratios, sleeves too short, front of coat standing open on DDBJ/DDWJ

Notes:

Q. "Please indicate your preferences for each of the proposed potential uniform design changes for uniform coats. Mark all that apply." For each coat, 7 possible design changes were provided. Wording of "Keep/Add" modified for this brief to reflect current status of component when applicable. Top 5 changes shown. Q "Would you like to have a chain at middle button level to slightly close the front of the Dinner Dress Blue and Dinner Dress White Jacket like men's versions have? * = not applicable responses not included in analysis.



Top Desired Design Changes: Adding Pockets to Dress Coats

Do They Want Pockets?*	Enlisted
Yes	54%
No	46%

Top 5 Pockets to Add**	Enlisted
Chest pocket - Slit	55%
Internal lower pocket - Slit	42%
Seam pockets - Slit	31%
Inseam pocket - Slit	30%
Inseam pocket - Zippered	23%

Do They Want Pockets?*	Chiefs/Officers
Yes	50%
No	50%

Top 5 Pockets to Add**	Chiefs/Officers
Internal lower pocket - Slit	61%
Chest pocket - Slit	56%
Inseam pocket - Zippered	32%
Inseam pocket - Slit	30%
Internal lower pocket - Zippered	23%



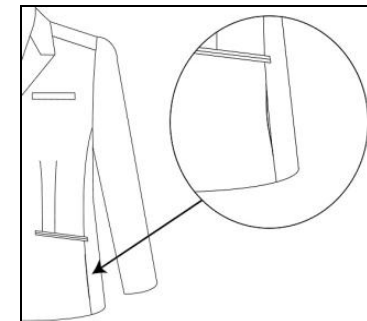
"Chest"



"In-seam"



"Internal"



"Side"

Notes: Q. "Would you like to have more pockets on your dress coats?" * Not applicable responses not included in analysis. Q. "Would you like to have any of the following pockets added to the Service Dress coat? Mark all that apply." List of pockets included 4 locations for an additional pocket and 3 different types of pocket (slit, velcro, and zippered) for a total of 12 possible pockets. Top 5 choices shown. ** For those responded "Yes."



Top Desired Design Changes: Overblouse and Tuck-in Shirts

Overblouse	Enlisted
Add more length to bottom	22%
Add room in shoulder	19%
Increase arm hole size	12%
Increase sleeve length	10%
Increase sleeve width	8%

Overblouse	Chiefs/Officers
Add room in shoulder	20%
Add more length to bottom	13%
Increase arm hole size	12%
Increase sleeve width	10%
Increase sleeve length	7%

SW Tuck-in Shirt	Chiefs/Officers
Add inside satin collar lining	36%
Add room in shoulder	22%
Increase arm hole	15%
Increase sleeve width	12%
Decrease length of shirt (tie)	10%
Add more length to bottom	

SK Tuck-in Shirt	Chiefs/Officers
Add inside satin collar lining	34%
Add room in shoulder	25%
Increase arm hole	16%
Increase sleeve width	13%
Decrease length of shirt (tie)	11%
Add more length to bottom	

Problems found in focus group for all shirts: Inadequate bust-waist-hip ratio, issues with shoulder area and armholes being too small, shirts and sleeves not long enough

Notes: Q. "Please indicate your preferences for each of the follow design changes for uniform shirts. Mark all that apply." For each shirt, up to 9 possible design changes were provided. Wording of "Keep/Add" modified for this brief to reflect current status of component when applicable. Top 5 choices shown.



Top Desired Design Changes: Dress Shirt and NWU Shirts

Dress Shirt	Enlisted
Add room in shoulder	19%
Add more length	18%
Increase neck opening	17%
Increase arm hole size	12%
Increase sleeve length	10%

NWU Shirt	Enlisted
Add more length	13%
Increase sleeve length	8%
Add room in shoulder	7%
Decrease sleeve length (tie)	6%
Increase arm hole size	

NWU Mock Turtleneck	Enlisted
Increase neck opening	7%
Add more length	6%

Dress Shirt	Chiefs/Officers
Add room in shoulder	22%
Increase neck opening	15%
Increase arm hole	14%
Increase sleeve length	12%
Add more length (tie)	10%
Increase sleeve width	

NWU Shirt	Chiefs/Officers
Add room in shoulder	10%
Increase arm hole size (tie)	6%
Add more length	
Decrease length	
Increase sleeve length (tie)	5%
Increase sleeve width	

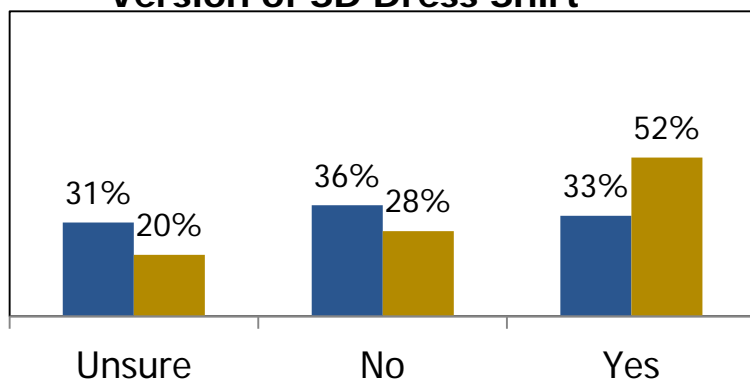
NWU Mock Turtleneck	Chiefs/Officers
Add room in shoulder	6%
Increase neck opening	5%

Notes: Q. "Please indicate your preferences for each of the follow design changes for uniform shirts. Mark all that apply." For each shirt, up to 8 possible design changes were provided. Wording of "Keep/Add" modified for this brief to reflect current status of component when applicable. Top choices shown for options that received endorsement from 5% or more of the population.

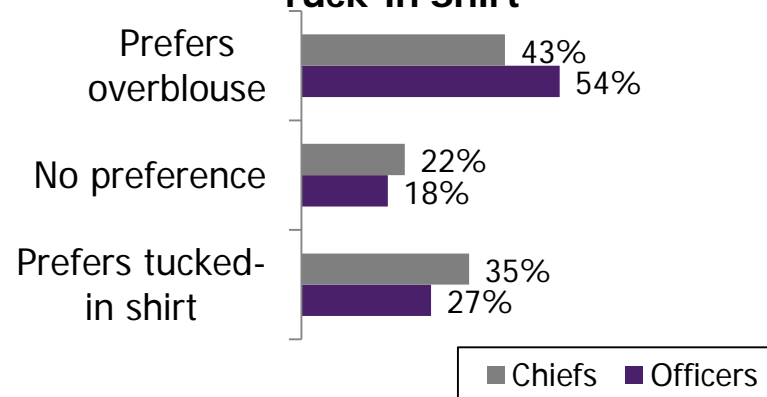


Overblouse

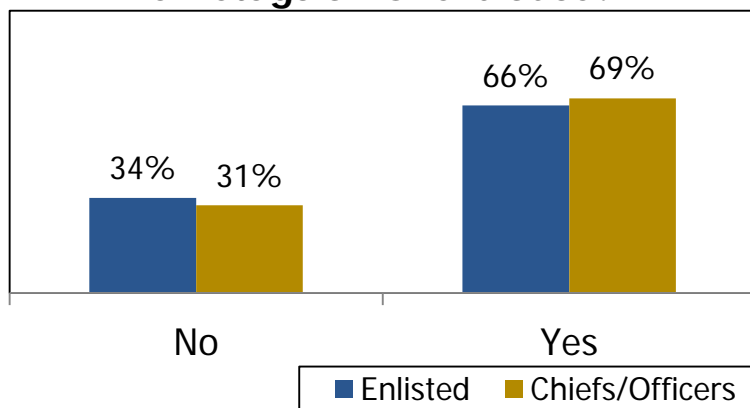
Would Buy an Overblouse Version of SD Dress Shirt



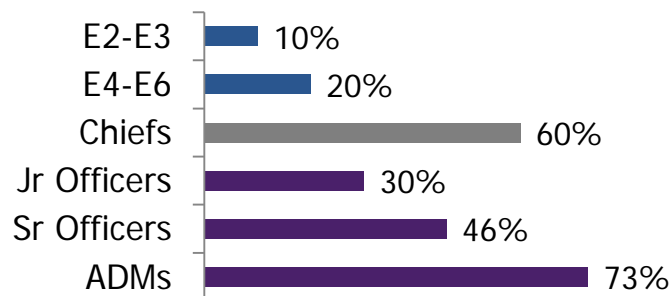
Preference between Overblouse and Tuck-in Shirt



Difficulty Centering Ribbons and Nametags on Overblouse?*



Collar Points on Shirts Too Long, Covers Ribbons/Warfare Device?



Notes: Q. "Would you buy a white overblouse version of the Service Dress shirt?" Q. "Do you have a preference between the overblouse and the tuck-in style for the Service Khaki shirt?" Q. "Do you have difficulty centering your ribbons and nametags on the Service Khaki overblouse?" "Not applicable" responses not included in analysis. Q. "Are the collar points on your shirts too long, covering your ribbons and/or warfare device?" % "Yes" shown.



Top Desired Design Changes: Skirts

SD Blue Skirt	Enlisted
Make bottom narrower	21%
Lower waist	16%
Add elastic to waist	14%

SD White Skirt	Enlisted
Make bottom narrower	21%
Lower waist	15%
Add elastic to waist	14%

SU Skirt	Enlisted
Make bottom narrower	22%
Lower waist	16%
Add elastic to waist	14%

SD Blue Skirt	Chiefs/Officers
Make bottom narrower	49%
Lower waist	39%
Keep/add side zipper	36%

SD White Skirt	Chiefs/Officers
Make bottom narrower	49%
Lower waist	39%
Keep/add side zipper	34%

SK Skirt	Chiefs/Officers
Make bottom narrower	49%
Lower waist	43%
Keep/add side zipper	28%

SD White Skirt	Chiefs/Officers
Make bottom narrower	48%
Lower waist	42%
Keep/add side zipper	27%

Focus group participants said skirts were too "bell-shaped" (too wide at bottom) and also had problems with waist-hip ratio fit, although not as extensive as with slacks

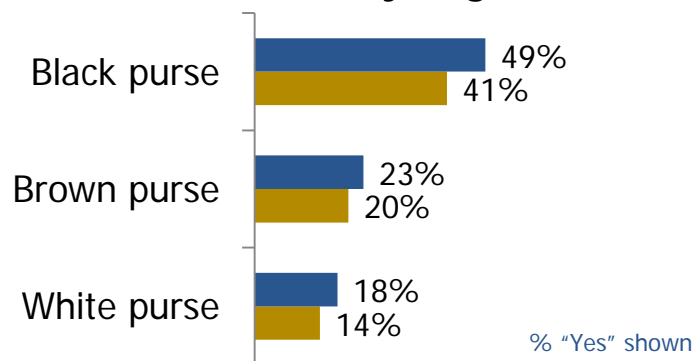
Notes: Q. "Please indicate your preferences for each of the potential design changes for uniforms skirts. Mark all that apply." For each skirt, 8 possible design changes were provided. Wording of "Keep/Add" modified for this brief to reflect current status of component when applicable. * Top 3 choices shown.



Purses

Do They Wear or Carry a Purse in Uniform?	Enlisted	Chiefs/ Officers
Most of the time	6%	14%
Some of the time	11%	14%
Rarely	12%	18%
No, but would like to	28%	27%
Do not want to carry a purse	43%	27%

Easily Finds an Affordable Purse that Meets Navy Regulations*



Understand NAVADMIN 260/11?*	Enlisted	Chiefs	Officers
Understand completely	45%	67%	44%
Understand but have some questions	42%	28%	41%
Do not understand at all	12%	5%	16%

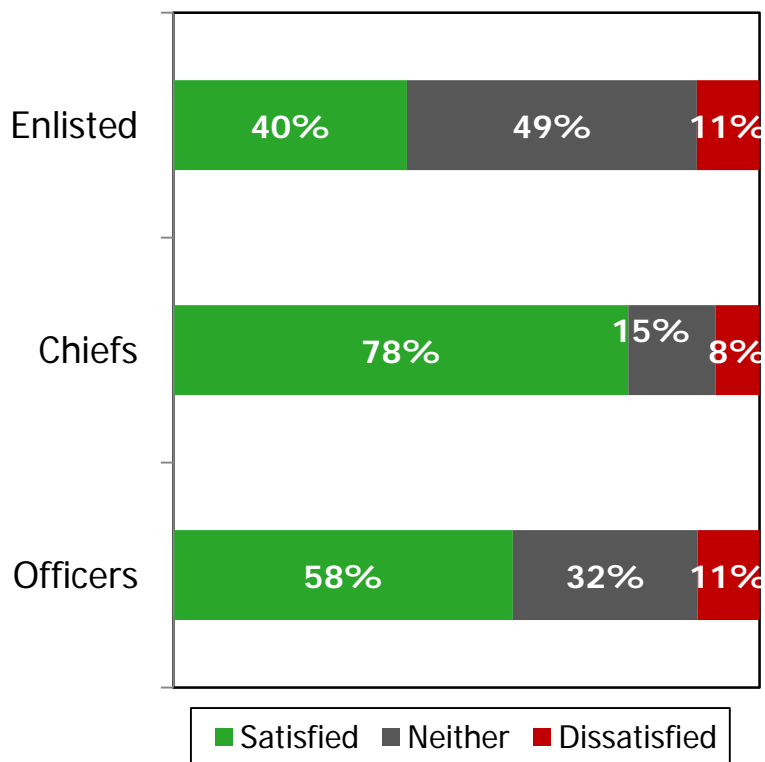
Understand 'carrying' vice 'wearing'?	Enlisted	Chiefs	Officers
Yes, completely	60%	80%	58%
Somewhat, but still have questions	30%	18%	30%
Not at all	10%	2%	12%

Note: Q. "Do you wear or carry a purse while in uniform?" Q. "Can you easily find an affordable purse that meets Navy regulations?" * = % of those who would like to carry a purse. Q. "How well do you understand NAVADMIN 260/11 that provides guidance regarding the authorized size and specifications of purses worn while in uniform?" * = % of those who want to carry a purse while in uniform. Q. "Do you understand the differences between "carrying" and "wearing" as stated in the uniform regulations in regards to purses, handbags, lunchboxes, duffel bags, etc.?"

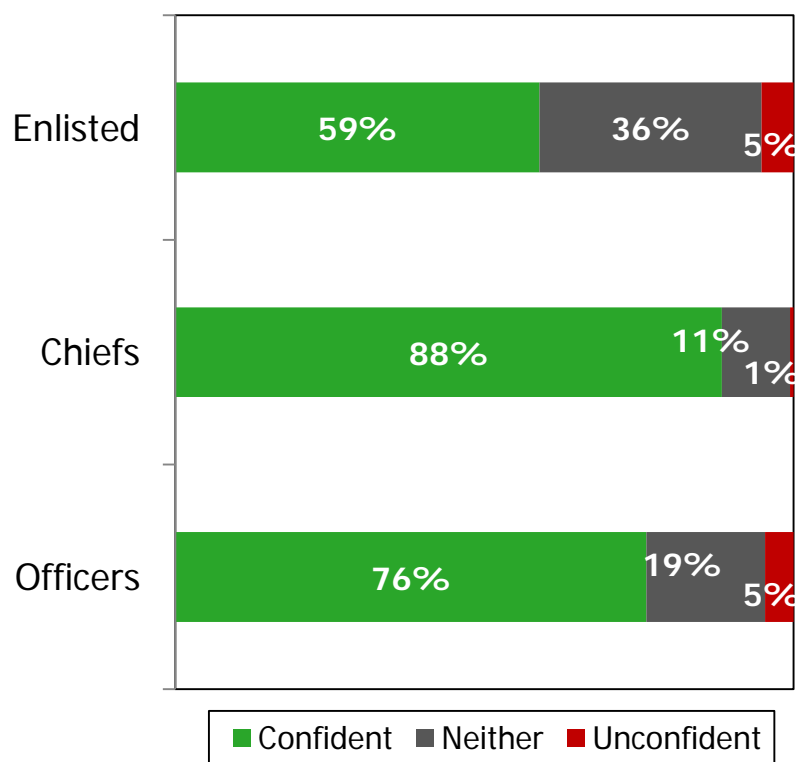


Satisfaction with Amount of Info on Uniforms and Regulations and Reported Confidence

Satisfaction with Info about Navy Uniforms and Policies



Confidence about Knowledge of Uniforms and Policies

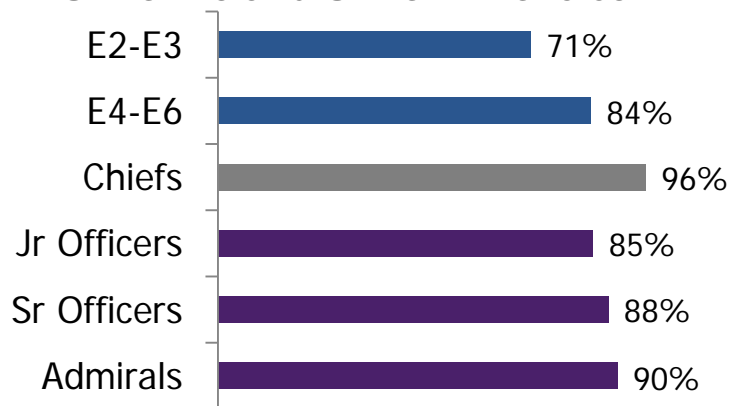


Notes: Q. "How satisfied are you with the amount of information you have about Navy uniforms and policies?"
 Q. "How confident are you about your knowledge of Navy uniforms and the wear policies?"



Sources of Info on Uniforms and Uniform Policies

Knows Where to Get Accurate Info on Uniforms and Uniform Policies



Uniform Regulations and Policy Addressed at Current Assignment?

	Enlisted	Chiefs	Officers
Yes	65%	72%	46%
Yes, but not as much as I need	17%	16%	11%
No	12%	11%	36%
Unsure	7%	1%	7%

Where Sailors Get Information about Uniforms

	Enlisted		Chiefs		Officers
Chain of Command	59%	NAVADMINs	84%	Uniform regulations on UMO website	73%
Uniform regulations on UMO website	55%	Uniform regulations on UMO website	82%	NAVADMINs	57%
Peers	50%	Uniform Newsgrams	45%	Peers	45%
NAVADMINs	46%	Peers	43%	NEX website	29%
NEX website	23%	NEX website	31%	Uniform Shop Employees	26%

Notes: Q. "If you have any questions about Navy uniforms and wear policies, do you know where to go to get accurate information?" Max MEs for paygroups range from ±1 to ±5%. Q. "Are uniform regulations and uniform policy updates addressed at your current assignment (i.e. Divisional Quarters, Work Center Training, All Hands Call)?" Q. "How do you get information about Navy uniforms and uniform policies? (Please mark all that apply.)"



Recommendations

Slack Development

- Resize Women's slacks to adopt one better fitting pattern for SDW and SDB slacks
- Lower waist, add elastic to waistband
- Lengthen pant leg
- Add side pockets, increase size of watch pocket

Update Skirt Design

- Narrow the bottom silhouette
- Lower waist, add elastic to waistband
- Keep/add zipper and hook and eye closure

Adjust Fit on Tuck-in and Dress Shirts and Overblouse

- Add width to shoulders
- Add length to the body
- Increase neck opening (dress shirt), size of arm hole and sleeve length

Adjust Fit on Coats

- Add width to shoulders
- Add length to the body
- Increase size of arm hole and sleeve length
- Increase angle of welt

Other

- Add chain at waist to Dinner Dress jackets

