

Results

I looked at a total of 6,398 items of clothing and found 903 (14.1%) to be either ambiguously sexualizing (AS) or definitely sexualizing (DS). The following are my results:

Store name	DS	AS	Total Counted	% DS/AS
Abercrombie Kids	28	41	176	39.2
Aeropostale P.S.	5	18	257	8.9
Children's Place	0	12	377	3.2
Gap Kids	0	33	310	10.6
Gymboree	0	37	385	9.6
Justice for Girls	129	81	756	27.8
KMart/Sears	33	110	1007	14.2
Kohl's	14	74	663	13.3
J.C. Penney	22	57	630	12.5
Walmart	10	25	373	9.4
Old Navy	14	26	611	6.5
Target	51	83	853	15.7
Total	306	597	6398	14.1

As you can see, Abercrombie Kids and Justice for Girls had the highest percentage of sexualized clothing overall. I was prepared for the amount of inappropriate clothes at Abercrombie (39.2%). What I wasn't prepared for was the actual content. Every skirt

was a mini, all the shorts were a “short, short fit” and every pair of pants (except 2) were made to be skin tight. Most of their t-shirts and other tops were actually quite cute and okay, in my opinion; however, many of their tank tops and “fashion” tops closely resembled lingerie. Justice came in second with 27.8% of their clothing being sexualized. I was quite surprised that they were so high. Their content wasn’t quite as obvious as Abercrombie. Their “offenses” were mostly short shorts and skirts, and tight pants. They also had a lot of shirts that I thought were inappropriate in the print or message and also had quite a few I thought were inappropriate in the way they fit. They had a longer t-shirt with a cropped shirt over it which can accentuate the chest and the waist. For the most part, my counts were lower for each store compared to the Goodin et al study (2007).

Clothing Type	DS	AS	Total Counted	% AS/DS
Underwear/Bras	56	17	525	13.9
Dresses/Skirts	95	226	930	39.5
Pants	2	106	1288	8.4
Shorts	101	47	267	55.4
Tops	22	198	3315	6.7
Swimwear	27	3	73	41.1
Total	306	597	6398	14.1

This table shows the prevalence of AS/DS clothing for each clothing type. Shorts had the highest percent at 55.4. This was due to them being entirely too short, in my

opinion. Swimwear came in second place with 41.1%. This was due to bikinis that had skimpy tops or boy shorts for bottoms. Dresses and skirts came in third with a percentage of 39.5. Again, this was largely because of length but as I said previously, it was nearly impossible to judge the length of a skirt if it was not shown on a model or the length in inches given. I tried to use my best judgment here. I was pleasantly surprised that I did not find any thong underwear. Most of the bras I looked at were also appropriate but the descriptions for some said they were padded, which I was hoping was not meant to enhance the chest and was just for coverage/shape.

I felt that my findings were fairly consistent with the Gooden et al study (2007). Some of my counts were less than theirs and I assumed this was because of the number of sweaters, sweatpants and jeans along with other winter clothing which does not have the potential for sexualization as would shorts or swimwear.