

Study: 52 % of all Women Wear the Wrong Bra Size // Risk of Pain + Irreversible Deformities

Wearing a bra is a part of most women's daily routine; but even though it is such an integral part of their everyday lives, the majority of them don't wear the correct bra size. According to a study conducted by BlitzResults.com, 52% of women wear bras that are either too small or too large for them, which means only 48% are wearing the right bra size. Moreover, 74% of these women find the existing sizing system for bras confusing.

Wearing the wrong size for a long time can damage a woman's health. This can result in back and neck pains as well as headaches. In addition to the discomfort, an incorrectly fitting bra also puts unnecessary pressure on the skin and flesh, which, in worst cases, can even lead to the deformity of the breasts.

The most effective way to find the right bra size is to have a professional take accurate measurement of the underbust as well as the chest circumferences. The underbust circumference is needed to determine a woman's band size, which is also required along with the woman's chest circumference to calculate for the cup size.

"It is also possible to take your own measurements and still get your accurate bra size. You just need to make sure that you're breathing normally and that the measuring tape is parallel to the ground while it's wrapped around your upper torso," says Tim Lilling from BlitzResults.com.

"Then, once you have the numerical values of your underbust and chest measurements, you just need to input those details to our online bra size calculator at <https://www.blitzresults.com/en/bra-size/>. This easy-to-use tool will generate your appropriate bra size in various sizing systems per country, including the US, Mexico, UK, EU and Australia. Aside from the calculator, in-depth information about brassieres is also featured in our article.", Lilling continues.

Main findings of the survey

- 16 % of all women wear a bra that is too small; 4 % wear a bra that is significantly too small.
- 26% wear a bra that is too big; 6% wear a bra that is significantly too large.
- Only 48% of women wear the right bra size.

Young women often incorrectly assume their bra size. However, as it turns out, women over 40 years of age are actually more likely to pick the wrong size for themselves.

74% of the surveyed women find the existing sizing system for bras confusing, particularly the different methods for determining the band size and cup size.

82% of the women said that when buying a new bra, they mainly use their previous bra size as their standard. Only 18 % allow a professional to take their measurements or take the time to measure themselves before making a purchase.

About the study

A total of 1,285 women were asked in an online panel about bra sizes, including their body measurements, breast fit, length of straps, and various brassiere brands. The participants were also given instructions on how to correctly measure their bra sizes, and the numerical values were entered into the online calculator to determine their respective optimal bra sizes. After results were generated, the subjects were informed of the notable difference between their current and previous sizes.

About BlitzResults

BlitzResults is an open source educational platform with a focus on science, consumer affairs and technology. A variety of tools, converters and checklists help users to calculate optimal results. All tools were created in collaboration with educational institutions and every info-graphic is licensed under creative commons and may be used free of charge in educational and private sectors.

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