

Women
spend

287

days picking out
their clothes.

Closet Time

Hours per year women
spend choosing clothes

- 64: Weekday mornings
- 24: Weekend mornings
- 34: Weekday evenings
- 17: Weekend evenings
- 6: Gym and activities
- 3.5: Dinner parties
- 1.7: Vacation packing
- 6.6: On vacation

Source: Matalan

That's between ages 16 and 60, not just a single year, as some men might guess. British-based clothing company Matalan commissioned onepoll.com to do the math. The survey found that the average woman devotes 16 minutes every weekday morning to choosing an outfit, 14 minutes to a weekend clothing selection, and 52 minutes to vacation packing. All that pondering adds up to 156.8 hours annually, nearly a year over an average woman's lifetime.

Hangups
Options slow
decisions.