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Trends

Survey: 'Queer Eye' guys affect shopping habits

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A new survey of shoppers suggests that there may be a Fab Five Effect in the nation's spending habits.

The survey of more than 2,600 shoppers at malls in seven major cities found that men were five times more likely than women to go shopping on Wednesdays following a new episode of Bravo's "Queer Eye for the Straight Guy." (The show airs Tuesday nights.) Nearly half of the men surveyed said they shop with another guy on post-"Queer Eye" Wednesdays, as opposed to just 12 percent who do so on other days.

What's more, shoppers said "Queer Eye" fashion maven Carson Kressley was more likely than any other celebrity endorser to have a positive influence on their shopping decisions.

Jericho Communications, a New York-based public relations firm, conducted the survey of 2,654 shoppers at malls in Boston, New York, Chicago, Los Angeles, San Francisco, Washington and suburban Philadelphia. Shoppers were asked which of 32 potential celebrity endorsers — ranging from Kressley to Michael Jordan to Bill Clinton — whose products they would be most and least likely to buy. Respondents could also write in their own favorites.

Kressley led the "most likely" category with 15 percent of the votes. Movie star-turned-California Gov. Arnold Schwarzenegger was next with 13 percent. L.A. Laker Kobe Bryant, who's facing a sexual-assault charge in Colorado, was a surprising third, followed by Ashton Kutcher and, in a tie for fifth, Ben Affleck and Paris Hilton.

"Bachelorette" bride-to-be Trista Rehn was the least likely to have a positive effect on a product, getting 13 percent of the votes in that part of the survey. That can't come as good news for the long list of sponsors featured on ABC's "Trista and Ryan's Wedding."

Other least-likelies were billionaire Donald Trump (12 percent), "American Idol" host Ryan Seacrest (11 percent), New York Yankees owner George Steinbrenner (11 percent) and Rosie O'Donnell (10 percent).