

YouGov Survey Results

Sample Size: 1044 Scottish Adults
Fieldwork: 12th - 15th September 2016

Total	2014 Referendum Vote		2015 Vote				Holyrood Voting intention				Gender		Age				Social Grade		Birthplace			
	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
1044	420	513	122	199	62	409	178	124	38	398	501	543	120	431	274	219	543	501	846	104	94	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever worn a kilt?

[Only asked to male respondents, n=464]

Yes, I have	67	71	71	83	57	76	73	75	67	60	69	67	0	48	68	68	73	72	62	74	36	36
No, I haven't	31	29	28	17	43	24	27	25	33	40	31	31	0	42	30	32	27	28	35	24	64	53
Don't know/ can't recall	2	0	2	0	0	0	0	0	0	0	0	2	0	10	2	0	0	1	4	1	0	11

On which, if any, of the following occasions have you ever worn a kilt? (Please select all that apply. If any of your answers don't show in the list below, please type them in the "Other" box)

[Only asked to male respondents who have worn a kilt, n=315]

A wedding	89	91	89	92	91	81	90	93	91	73	88	89	0	81	92	91	86	87	93	89	90	90
A ball	26	26	26	26	27	42	27	34	19	72	29	26	0	24	26	22	31	31	19	27	21	13
A graduation	13	16	9	18	8	10	16	15	6	19	17	13	0	11	17	8	10	16	8	12	9	32
A birthday party	12	10	15	19	9	21	9	18	6	17	10	12	0	6	14	9	14	16	8	11	17	16
A christening	7	8	7	13	6	13	6	12	4	8	8	7	0	0	6	9	10	9	5	8	3	6
Other	28	27	30	34	23	27	27	40	20	41	28	28	0	13	27	26	40	32	24	28	35	23
Don't know/ can't recall	3	3	4	4	0	0	3	3	0	0	3	3	0	0	4	2	5	3	3	4	0	0

Generally speaking, if anything, what do you usually wear underneath your kilt?

[Only asked to male respondents who have worn a kilt, n=315]

Underwear	55	51	60	68	54	69	53	61	45	72	50	55	0	68	49	48	75	61	49	55	50	78
Shorts	5	3	6	4	12	0	2	4	13	0	3	5	0	11	4	7	3	4	6	5	7	0
Tights	1	1	1	3	0	5	0	2	0	0	1	1	0	0	1	0	2	1	0	1	0	0
Leggings	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Other	1	0	1	0	1	0	1	0	1	0	1	1	0	0	1	1	0	1	0	1	1	0
Don't know	0	0	1	1	1	0	0	1	2	0	0	0	0	0	1	0	1	1	0	0	2	0
Not applicable -I usually wear nothing under my kilt	38	45	32	23	32	26	44	31	39	28	45	38	0	21	46	44	20	32	45	39	37	22

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1044	420	513	122	199	62	409	178	124	38	398	501	543	120	431	274	219	543	501	846	104	94	
1044	423	510	130	228	68	362	180	130	41	392	464	580	111	435	308	190	646	398	788	198	58	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What, if anything, do you think men should wear underneath their kilt?

[Only asked to female respondents, n=580]

Underwear	40	28	49	46	54	51	30	50	43	44	37	0	40	39	30	47	51	45	34	40	45	38
Shorts	5	5	5	5	4	1	5	10	3	8	3	0	5	3	3	5	9	4	5	4	3	9
Tights	0	0	0	0	0	0	0	0	0	5	0	0	0	0	1	0	0	0	0	0	0	0
Leggings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	2	3	2	0	3	5	2	0	1	0	2	0	2	2	3	4	0	3	2	2	3	8
Don't know	13	18	8	15	4	17	16	8	5	26	13	0	13	18	14	7	13	12	14	13	20	6
Not applicable - I don't think men should wear anything under their kilts	40	46	35	35	35	26	47	32	47	17	44	0	40	38	49	38	27	36	44	41	29	39

To what extent, if at all, do you agree or disagree with the following statements? (Please select one option on each row)

Kilts are an important part of Scottish heritage

Strongly agree	56	61	53	50	47	60	63	50	50	54	64	47	64	52	58	58	52	50	62	56	45	71
Tend to agree	32	29	33	41	37	25	28	38	34	23	28	35	28	32	31	28	38	36	27	32	37	20
TOTAL AGREE	88	90	86	91	84	85	91	88	84	77	92	82	92	84	89	86	90	86	89	88	82	91
Tend to disagree	6	5	8	6	9	8	6	8	7	16	4	8	4	10	5	8	4	8	5	6	9	6
Strongly disagree	3	3	3	3	5	3	2	4	5	1	2	4	1	0	2	5	4	3	3	3	5	0
TOTAL DISAGREE	9	8	11	9	14	11	8	12	12	17	6	12	5	10	7	13	8	11	8	9	14	6
Don't know	3	2	3	1	2	4	2	0	4	6	2	5	2	6	4	2	2	3	4	3	4	3

Kilts should not just be worn on special occasions

Strongly agree	17	19	16	12	15	20	18	14	14	19	18	14	19	10	15	21	17	15	18	16	16	27
Tend to agree	40	42	40	49	37	34	44	46	27	42	44	40	39	20	40	44	46	42	37	42	36	27
TOTAL AGREE	57	61	56	61	52	54	62	60	41	61	62	54	58	30	55	65	63	57	55	58	52	54
Tend to disagree	25	20	27	27	31	26	22	27	38	24	21	25	25	42	23	22	23	27	23	25	22	30
Strongly disagree	8	8	8	9	9	5	7	10	10	2	7	10	7	8	9	9	6	7	9	8	14	6
TOTAL DISAGREE	33	28	35	36	40	31	29	37	48	26	28	35	32	50	32	31	29	34	32	33	36	36
Don't know	10	11	9	3	8	14	9	3	10	14	9	11	10	20	13	6	7	9	13	10	13	10

Wearing kilts are an outdated tradition

Strongly agree	4	3	5	4	5	4	2	5	4	2	3	6	2	11	3	4	2	4	5	4	4	6
Tend to agree	7	5	7	6	10	7	4	6	9	11	4	9	5	8	6	6	8	8	5	6	8	13
TOTAL AGREE	11	8	12	10	15	11	6	11	13	13	7	15	7	19	9	10	10	12	10	10	12	19
Tend to disagree	24	20	25	31	30	16	21	26	25	20	19	26	22	29	23	22	24	25	22	24	31	15
Strongly disagree	62	69	59	57	52	70	71	61	59	64	72	54	68	46	63	65	64	61	63	63	52	62
TOTAL DISAGREE	86	89	84	88	82	86	92	87	84	84	91	80	90	75	86	87	88	86	85	87	83	77
Don't know	4	3	3	2	3	2	3	2	3	3	2	4	3	6	5	2	3	3	5	4	4	3

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think men wearing kilts is an attractive or unattractive look?

Men wearing kilts is a very attractive look	48	55	45	44	36	53	58	50	38	49	57	34	61	31	48	52	52	44	52	50	36	48
Men wearing kilts is a fairly attractive look	32	28	35	41	42	33	28	32	46	44	28	33	30	31	31	30	36	39	24	31	34	33
TOTAL ATTRACTIVE	80	83	80	85	78	86	86	82	84	93	85	67	91	62	79	82	88	83	76	81	70	81
Men wearing kilts is a fairly unattractive look	4	4	4	4	6	2	4	4	4	3	3	7	3	6	5	5	2	5	4	4	9	2
Men wearing kilts is a very unattractive look	3	1	3	2	3	5	1	4	1	0	1	4	1	7	3	1	2	2	3	2	7	2
TOTAL UNATTRACTIVE	7	5	7	6	9	7	5	8	5	3	4	11	4	13	8	6	4	7	7	6	16	4
Don't know	13	11	12	10	14	7	9	10	11	4	11	22	5	25	13	12	8	10	17	13	14	15