

YouGov Survey Results

Sample Size: 3277 GB Adults
Fieldwork: 13th - 17th May 2018

	Gender		Age						Social Grade		Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3277	1586	1691	367	477	553	603	527	750	1868	1409	439	1062	701	790	285
Unweighted Sample	3277	1449	1828	289	483	553	605	566	781	1945	1332	357	1112	709	801	298
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following clothing styles look good, bad or neither?

Wearing double denim (i.e. a denim jacket and denim trousers at the same time)

Looks good	17	16	18	28	19	11	12	15	19	15	19	19	16	15	18	16
Looks bad	35	36	34	32	43	47	39	27	24	36	33	35	36	34	32	38
Looks neither good nor bad	42	39	44	35	32	33	42	52	50	43	40	38	42	43	42	40
Don't know	7	9	5	5	6	9	7	5	6	6	8	9	6	7	7	6

Wearing white socks with black trousers/shoes

Looks good	6	8	5	19	9	4	5	4	3	6	7	11	5	6	6	5
Looks bad	62	58	66	39	55	71	67	65	65	64	59	56	62	61	64	67
Looks neither good nor bad	27	28	26	36	30	20	24	28	28	26	28	28	29	29	25	22
Don't know	4	6	3	6	6	5	4	4	3	3	6	5	4	4	5	6

Wearing socks with sandals

Looks good	3	4	1	4	2	1	2	2	4	3	3	3	2	2	2	6
Looks bad	79	71	86	74	82	87	82	80	69	81	75	77	79	81	79	75
Looks neither good nor bad	15	20	11	18	10	8	12	15	25	13	18	15	16	14	15	16
Don't know	3	5	2	4	5	4	4	2	2	3	4	5	3	3	4	3

Wearing smart shoes while in casual clothes

Looks good	19	22	16	25	17	17	22	19	16	20	18	20	19	18	18	21
Looks bad	30	28	32	36	39	37	26	23	25	30	30	35	28	30	28	34
Looks neither good nor bad	45	43	48	35	36	38	46	53	56	45	45	40	48	47	46	40
Don't know	6	7	5	5	8	8	7	6	4	5	8	6	5	6	8	6

Wearing football tops outside of a sporting context

Looks good	10	11	9	17	16	13	11	6	3	10	11	12	8	11	12	9
Looks bad	41	41	40	34	34	36	42	45	48	45	35	39	46	38	35	45
Looks neither good nor bad	45	41	48	43	44	46	43	45	46	43	47	44	42	46	48	42
Don't know	5	7	3	7	6	5	5	3	3	3	7	6	4	4	5	4

Wearing pyjamas outdoors

Looks good	2	2	2	6	3	1	2	1	1	2	2	2	2	1	2	2
Looks bad	82	81	84	65	80	81	83	87	89	85	79	82	82	83	82	83
Looks neither good nor bad	13	12	13	22	13	13	12	10	9	11	14	12	13	13	13	11
Don't know	3	5	2	6	5	4	3	2	2	3	4	4	3	4	4	3

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

Wearing low slung trousers so that underwear is clearly showing

Looks good	2	4	1	6	3	3	3	1	0	2	2	5	2	2	2	4
Looks bad	88	83	93	78	84	84	85	94	97	88	87	87	89	90	86	87
Looks neither good nor bad	7	9	5	13	8	8	9	4	2	7	6	5	7	5	8	7
Don't know	3	5	2	3	5	5	3	1	1	2	4	4	2	3	4	2

Black bra and white top

Looks good	9	14	4	13	14	11	8	5	5	9	8	9	9	8	9	9
Looks bad	60	45	74	53	47	53	58	65	75	59	60	53	59	65	59	62
Looks neither good nor bad	24	29	20	25	31	28	26	23	17	25	24	28	26	20	25	23
Don't know	7	12	3	9	9	9	8	7	4	7	8	10	6	7	8	6

Visible panty line beneath skirt/trousers

Looks good	5	10	1	10	6	7	6	3	3	5	6	5	5	5	5	7
Looks bad	65	52	78	61	62	60	60	70	75	67	64	63	66	66	64	69
Looks neither good nor bad	24	29	19	24	25	24	29	22	19	23	24	22	24	24	25	19
Don't know	6	9	2	6	7	9	5	6	3	5	7	9	5	6	5	5

Do you have a favourable or unfavourable view of the following items of clothing?

[Respondents randomly saw 14 items of clothing]

Red trousers

[n=1827]

Favourable	26	19	34	22	25	21	26	26	34	28	25	29	26	27	24	27
Unfavourable	51	56	45	53	51	58	49	48	46	49	53	46	49	53	54	48
Don't know	23	25	21	25	25	21	25	26	19	23	23	24	25	20	21	25

Chinos

[n=1835]

Favourable	64	61	67	48	58	55	62	77	75	67	60	65	67	67	61	56
Unfavourable	18	20	17	33	19	26	17	11	13	17	20	15	18	17	21	22
Don't know	17	19	15	18	22	19	21	12	12	15	19	20	16	15	18	22

Clothes with elbow patches

[n=1831]

Favourable	23	21	26	25	26	19	17	22	31	25	21	23	25	22	22	26
Unfavourable	54	54	54	49	52	57	61	57	47	53	55	50	53	56	56	52
Don't know	23	25	20	26	21	24	23	21	22	22	23	27	21	22	22	22

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

Sweater vest
[n=1869]

Favourable	22	22	21	30	27	24	18	16	20	21	23	27	22	20	20	20
Unfavourable	49	47	51	41	45	49	53	51	51	49	49	43	49	49	50	53
Don't know	29	31	28	29	28	28	29	33	29	30	28	30	29	31	29	27

Crocs
[n=1834]

Favourable	20	19	22	14	11	21	24	21	26	21	20	16	23	22	19	18
Unfavourable	59	54	64	71	71	63	56	55	48	62	56	61	57	60	62	55
Don't know	20	27	14	14	18	16	20	24	26	18	24	23	20	18	19	27

Ponchos
[n=1832]

Favourable	31	25	38	31	31	28	33	30	33	31	31	32	33	35	29	20
Unfavourable	47	49	44	44	45	51	43	48	47	48	45	41	46	44	48	56
Don't know	22	26	18	25	24	21	24	22	20	21	24	26	21	21	23	23

Speedos
[n=1860]

Favourable	13	16	10	14	13	13	14	12	12	15	11	16	12	15	11	12
Unfavourable	69	62	74	69	69	72	67	68	67	69	68	60	70	71	71	67
Don't know	19	22	16	17	17	15	19	21	21	17	21	24	18	15	19	21

Turtlenecks
[n=1827]

Favourable	38	33	44	55	31	29	33	33	50	40	36	45	38	36	37	41
Unfavourable	40	41	39	29	45	46	43	45	33	40	41	31	43	41	42	40
Don't know	21	26	17	16	25	24	24	22	17	20	23	23	19	23	21	20

Waistcoat
[n=1845]

Favourable	58	57	59	53	53	51	56	61	67	59	57	63	56	57	58	57
Unfavourable	24	24	25	27	29	32	24	21	18	24	24	17	25	26	25	25
Don't know	18	20	16	21	19	17	20	18	15	17	19	20	18	17	17	18

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

Tracksuit
[n=1809]

Favourable	32	30	34	39	33	34	27	23	36	30	34	39	30	34	31	23
Unfavourable	52	52	52	48	51	48	56	60	50	55	48	38	57	51	54	56
Don't know	16	19	14	14	16	18	17	17	14	15	17	23	13	15	15	21

Uggs
[n=1816]

Favourable	27	19	34	31	35	30	24	24	22	28	26	26	28	26	28	25
Unfavourable	51	51	50	56	49	47	54	48	51	51	50	49	50	51	50	56
Don't know	22	30	16	13	16	23	22	28	27	21	25	25	22	23	22	18

Flat cap
[n=1846]

Favourable	42	44	40	31	35	41	44	48	48	42	42	41	41	44	44	39
Unfavourable	36	32	39	39	44	36	33	30	35	36	36	31	38	34	36	39
Don't know	22	24	20	29	21	23	23	22	18	22	22	29	21	22	19	22

Deep v-neck t-shirts
[n=1823]

Favourable	30	27	32	27	28	32	33	23	31	28	31	35	28	28	31	26
Unfavourable	49	51	48	59	49	50	46	51	46	51	47	45	51	50	49	49
Don't know	21	22	20	14	23	17	21	26	23	21	22	20	21	22	20	25

Bow ties
[n=1782]

Favourable	41	35	47	55	37	33	35	43	48	45	37	41	44	44	38	34
Unfavourable	38	42	34	30	40	48	41	35	31	37	40	36	38	35	40	44
Don't know	21	22	19	15	22	18	24	21	21	18	23	23	18	21	22	22

Braces
[n=1803]

Favourable	33	32	33	39	30	32	32	34	31	33	32	36	33	31	32	32
Unfavourable	45	44	47	43	46	44	47	44	47	46	45	41	46	46	47	44
Don't know	22	24	20	18	24	24	21	23	22	21	23	23	21	24	21	24

Slip on shoes
[n=1893]

Favourable	69	59	78	63	68	61	61	69	84	69	68	73	69	67	70	63
Unfavourable	14	18	9	12	13	17	20	13	7	13	14	11	13	15	14	16
Don't know	18	23	13	25	19	22	19	17	9	18	18	16	19	18	16	21

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

Flares
[n=1863]

Favourable	22	15	28	24	19	21	16	29	23	22	21	22	22	21	23	19
Unfavourable	57	59	54	50	56	59	62	51	58	58	55	51	58	58	56	60
Don't know	22	26	18	26	25	20	22	21	19	20	24	26	20	22	21	21

Baseball caps
[n=1804]

Favourable	40	41	39	51	39	47	43	32	33	37	44	42	38	41	39	42
Unfavourable	43	43	43	31	41	35	38	49	55	44	41	43	44	42	45	35
Don't know	17	16	19	18	20	18	19	19	12	19	15	15	18	17	15	23

Leather trousers
[n=1847]

Favourable	21	19	23	25	19	19	21	23	21	23	19	26	23	17	21	19
Unfavourable	63	61	65	60	67	69	60	61	62	62	65	58	61	67	64	69
Don't know	16	20	12	15	14	12	18	16	17	15	16	16	17	16	15	13

Blue shirt with white collar
[n=1847]

Favourable	30	30	30	29	32	25	28	27	38	29	32	30	31	29	32	26
Unfavourable	47	47	47	42	48	47	48	50	46	49	44	46	46	48	46	53
Don't know	23	23	22	29	20	28	24	22	16	22	24	24	23	23	22	21

Dungarees
[n=1791]

Favourable	36	28	44	56	46	34	28	29	32	36	36	40	39	38	29	33
Unfavourable	44	49	39	25	33	50	51	46	48	43	45	34	44	43	50	42
Don't know	20	24	17	19	21	17	21	25	20	21	19	25	18	19	21	25

Leggings (when not exercising)
[n=1918]

Favourable	45	34	55	58	57	50	45	35	33	45	44	46	45	47	43	39
Unfavourable	39	46	34	24	28	31	39	46	54	39	39	36	38	39	41	44
Don't know	16	21	12	18	15	19	15	19	13	16	16	18	17	14	16	17

Berets
[n=1802]

Favourable	29	22	36	28	24	23	26	33	39	31	28	32	33	27	28	25
Unfavourable	48	54	42	53	49	53	52	43	39	48	47	41	46	49	51	49
Don't know	23	24	22	19	27	24	22	24	22	21	25	27	21	24	21	26

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

Jumpsuits
[n=1826]

Favourable	32	20	45	54	43	34	24	25	25	32	32	38	31	33	33	22
Unfavourable	51	60	43	26	42	52	59	58	58	52	50	44	54	51	49	60
Don't know	17	21	13	20	16	14	17	17	17	16	18	18	16	16	18	18

Hoodies
[n=1848]

Favourable	52	47	57	81	74	67	56	37	21	53	51	50	51	53	51	61
Unfavourable	33	37	29	7	12	19	26	45	67	32	34	30	33	32	38	25
Don't know	15	16	14	12	15	14	18	19	12	15	15	20	16	15	11	14