

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1114 adults. Fieldwork was undertaken between 14th - 15th September 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYH_q1. For the following set of questions by 'Medieval era', we are referring to the period of time also known as the Middle Ages from the 5th century up until the 15th century.

Please imagine you could travel back in time to the Medieval era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Cape or cloak	19%	19%	18%	18%	17%	21%	21%	19%	16%	20%	20%	17%	13%	19%
Pantaloon	3%	4%	2%	5%	2%	2%	6%	1%	3%	2%	2%	6%	3%	4%
Feathered hat	4%	4%	4%	5%	4%	4%	6%	3%	3%	5%	4%	6%	3%	4%
Long-toed shoes	2%	2%	2%	4%	2%	0%	1%	1%	3%	3%	1%	1%	2%	7%
Chainmail armor	12%	19%	5%	11%	15%	10%	10%	14%	11%	13%	13%	7%	8%	16%
Tunic	5%	4%	5%	4%	6%	4%	3%	3%	7%	4%	5%	5%	4%	4%
Metal warrior helmet	7%	12%	2%	11%	6%	5%	6%	4%	8%	10%	5%	6%	17%	4%
Dress with long trains	19%	4%	34%	17%	20%	19%	18%	19%	22%	15%	21%	15%	15%	17%
None of these	19%	19%	19%	12%	19%	26%	18%	19%	21%	18%	20%	23%	17%	17%
Don't know	11%	13%	9%	13%	9%	10%	12%	15%	8%	9%	8%	14%	19%	7%

HYH_q4. Which, if any, of the following Medieval era fashions would you ever wear as a costume? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Capes or cloaks	39%	37%	41%	35%	40%	42%	43%	38%	37%	40%	43%	29%	28%	43%
Pantaloon	13%	12%	14%	14%	12%	13%	14%	12%	13%	14%	7%	13%	15%	15%
Feathered hats	24%	18%	30%	19%	25%	28%	27%	25%	22%	24%	27%	18%	14%	29%
Long-toed shoes	14%	13%	14%	15%	15%	12%	15%	15%	14%	13%	12%	15%	15%	24%
Chainmail armor	26%	37%	16%	27%	26%	25%	28%	24%	27%	25%	27%	13%	32%	26%
Tunics	19%	20%	18%	18%	19%	21%	18%	18%	18%	23%	20%	15%	21%	20%
Metal warrior helmets	23%	34%	12%	23%	25%	21%	29%	23%	20%	23%	23%	15%	27%	21%
Dress with long trains	29%	6%	51%	22%	31%	31%	30%	33%	30%	20%	32%	22%	22%	26%
None of these	12%	13%	11%	10%	14%	14%	12%	12%	14%	11%	11%	19%	15%	7%
Don't know	10%	12%	8%	14%	9%	8%	11%	11%	9%	12%	9%	12%	15%	12%

HYH_q2. Which, if any, of the following Medieval era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Capes or cloaks	25%	25%	26%	27%	24%	25%	29%	19%	26%	28%	25%	24%	23%	32%
Pantaloon	8%	9%	7%	11%	8%	5%	12%	5%	8%	7%	7%	8%	7%	12%
Feathered hats	12%	13%	11%	13%	13%	10%	14%	12%	13%	10%	12%	16%	11%	12%
Long-toed shoes	6%	7%	4%	8%	6%	3%	7%	5%	5%	7%	5%	8%	8%	7%
Chainmail armor	7%	9%	4%	12%	6%	3%	8%	4%	6%	9%	5%	9%	9%	14%
Tunics	14%	10%	17%	15%	13%	12%	10%	13%	16%	14%	14%	10%	17%	9%
Metal warrior helmets	5%	6%	4%	7%	5%	3%	7%	3%	5%	6%	4%	5%	7%	7%
Dress with long trains	13%	6%	20%	13%	15%	10%	14%	11%	13%	12%	13%	16%	8%	14%
None of these	39%	40%	38%	24%	44%	47%	39%	44%	38%	34%	43%	33%	33%	26%
Don't know	13%	13%	13%	17%	10%	12%	13%	15%	11%	13%	11%	15%	17%	17%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Education				Marital Status						Children under the age of 18		Inc	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k

HYH_q1. For the following set of questions by 'Medieval era', we are referring to the period of time also known as the Middle Ages from the 5th century up until the 15th century.

Please imagine you could travel back in time to the Medieval era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Cape or cloak	19%	16%	19%	21%	23%	16%	11%	22%	19%	22%	6%	16%	20%	18%	18%
Pantaloon	3%	4%	2%	4%	2%	3%	10%	1%	-	4%	-	4%	2%	4%	2%
Feathered hat	4%	5%	4%	2%	4%	4%	10%	2%	3%	3%	15%	5%	4%	4%	5%
Long-toed shoes	2%	2%	3%	2%	3%	3%	4%	-	2%	2%	-	4%	1%	2%	3%
Chainmail armor	12%	10%	11%	17%	15%	13%	8%	10%	8%	11%	21%	12%	12%	10%	12%
Tunic	5%	4%	5%	4%	7%	5%	-	3%	4%	4%	8%	5%	4%	4%	5%
Metal warrior helmet	7%	10%	6%	5%	4%	4%	8%	6%	3%	11%	11%	6%	7%	7%	6%
Dress with long trains	19%	18%	23%	17%	15%	19%	25%	21%	39%	15%	24%	23%	18%	20%	22%
None of these	19%	19%	19%	19%	23%	21%	16%	28%	14%	16%	7%	15%	21%	19%	21%
Don't know	11%	13%	10%	10%	3%	11%	9%	6%	7%	12%	8%	10%	11%	12%	6%

HYH_q4. Which, if any, of the following Medieval era fashions would you ever wear as a costume? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Capes or cloaks	39%	31%	45%	44%	48%	41%	30%	33%	44%	38%	39%	43%	38%	34%	43%
Pantaloon	13%	11%	12%	16%	19%	15%	-	6%	11%	13%	9%	13%	11%	13%	
Feathered hats	24%	18%	28%	25%	33%	28%	12%	15%	25%	22%	17%	25%	24%	20%	27%
Long-toed shoes	14%	12%	17%	13%	17%	16%	18%	9%	13%	12%	18%	19%	12%	11%	16%
Chainmail armor	26%	23%	25%	31%	33%	27%	17%	18%	21%	28%	30%	28%	26%	20%	26%
Tunics	19%	13%	22%	26%	26%	19%	7%	18%	19%	21%	19%	20%	19%	16%	20%
Metal warrior helmets	23%	20%	24%	27%	23%	24%	23%	14%	14%	24%	31%	23%	22%	16%	30%
Dress with long trains	29%	28%	30%	28%	25%	29%	36%	24%	50%	25%	30%	32%	27%	29%	33%
None of these	12%	13%	10%	14%	14%	11%	8%	23%	8%	13%	5%	12%	12%	14%	12%
Don't know	10%	13%	10%	8%	5%	10%	9%	10%	5%	12%	5%	7%	11%	12%	5%

HYH_q2. Which, if any, of the following Medieval era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Capes or cloaks	25%	21%	31%	25%	26%	20%	43%	29%	29%	30%	23%	27%	25%	26%	27%
Pantaloon	8%	6%	9%	10%	9%	6%	10%	4%	2%	12%	6%	9%	7%	8%	9%
Feathered hats	12%	9%	14%	14%	14%	13%	12%	13%	14%	12%	6%	19%	10%	12%	12%
Long-toed shoes	6%	6%	5%	6%	5%	7%	-	4%	2%	6%	4%	10%	4%	6%	5%
Chainmail armor	7%	7%	6%	9%	3%	5%	4%	10%	2%	8%	10%	8%	6%	8%	6%
Tunics	14%	14%	12%	14%	19%	14%	4%	14%	6%	14%	17%	16%	13%	12%	17%
Metal warrior helmets	5%	4%	5%	7%	5%	5%	29%	7%	2%	4%	2%	10%	3%	5%	5%
Dress with long trains	13%	13%	14%	10%	12%	11%	25%	13%	13%	14%	13%	19%	11%	16%	12%
None of these	39%	35%	36%	47%	49%	43%	16%	38%	40%	34%	34%	32%	41%	33%	42%
Don't know	13%	16%	13%	7%	7%	12%	13%	7%	17%	15%	12%	9%	14%	15%	8%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



	Time	
Total	\$80k+	Prefer not to say

HYH_q1. For the following set of questions by 'Medieval era', we are referring to the period of time also known as the Middle Ages from the 5th century up until the 15th century.

Please imagine you could travel back in time to the Medieval era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Cape or cloak	19%	23%	15%
Pantaloon	3%	3%	1%
Feathered hat	4%	2%	5%
Long-toed shoes	2%	1%	1%
Chainmail armor	12%	17%	12%
Tunic	5%	6%	3%
Metal warrior helmet	7%	8%	9%
Dress with long trains	19%	16%	15%
None of these	19%	17%	20%
Don't know	11%	8%	19%

HYH_q4. Which, if any, of the following Medieval era fashions would you ever wear as a costume? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Capes or cloaks	39%	44%	39%
Pantaloon	13%	18%	12%
Feathered hats	24%	30%	23%
Long-toed shoes	14%	18%	12%
Chainmail armor	26%	36%	29%
Tunics	19%	25%	18%
Metal warrior helmets	23%	28%	18%
Dress with long trains	29%	24%	24%
None of these	12%	12%	9%
Don't know	10%	6%	20%

HYH_q2. Which, if any, of the following Medieval era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Capes or cloaks	25%	27%	20%
Pantaloon	8%	9%	4%
Feathered hats	12%	16%	9%
Long-toed shoes	6%	6%	5%
Chainmail armor	7%	7%	5%
Tunics	14%	13%	11%
Metal warrior helmets	5%	6%	4%
Dress with long trains	13%	13%	5%
None of these	39%	47%	37%
Don't know	13%	7%	25%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYH_q1. For the following set of questions by 'Medieval era', we are referring to the period of time also known as the Middle Ages from the 5th century up until the 15th century.

Please imagine you could travel back in time to the Medieval era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Cape or cloak	19%	19%	20%	20%	21%	12%	22%	33%	19%	46%	18%	26%	20%	10%	14%
Pantaloon	3%	4%	3%	3%	6%	6%	1%	5%	5%	18%	4%	3%	3%	-	-
Feathered hat	4%	4%	3%	4%	2%	7%	3%	1%	4%	-	4%	4%	7%	-	3%
Long-toed shoes	2%	2%	1%	2%	4%	4%	2%	2%	2%	-	3%	-	4%	9%	-
Chainmail armor	12%	12%	14%	15%	14%	9%	11%	14%	11%	18%	14%	24%	11%	-	8%
Tunic	5%	5%	4%	5%	3%	6%	6%	7%	4%	-	4%	3%	8%	-	3%
Metal warrior helmet	7%	7%	10%	4%	10%	4%	3%	9%	10%	-	7%	17%	-	7%	8%
Dress with long trains	19%	21%	19%	21%	21%	29%	32%	14%	23%	18%	26%	16%	18%	-	11%
None of these	19%	19%	17%	20%	15%	19%	14%	12%	13%	-	12%	-	13%	59%	26%
Don't know	11%	8%	8%	6%	7%	4%	8%	5%	8%	-	8%	6%	16%	15%	27%

HYH_q4. Which, if any, of the following Medieval era fashions would you ever wear as a costume? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Capes or cloaks	39%	41%	46%	51%	43%	42%	49%	51%	45%	82%	48%	53%	63%	10%	30%
Pantaloon	13%	14%	17%	20%	20%	19%	15%	18%	15%	23%	13%	20%	33%	-	9%
Feathered hats	24%	25%	26%	35%	24%	32%	34%	31%	26%	23%	29%	22%	35%	-	20%
Long-toed shoes	14%	14%	16%	19%	17%	22%	15%	15%	15%	-	18%	14%	18%	9%	9%
Chainmail armor	26%	25%	30%	32%	28%	19%	22%	30%	27%	41%	27%	27%	42%	50%	25%
Tunics	19%	20%	24%	29%	26%	22%	24%	29%	21%	23%	23%	28%	50%	-	13%
Metal warrior helmets	23%	23%	26%	28%	26%	22%	20%	29%	25%	-	28%	28%	34%	-	22%
Dress with long trains	29%	31%	29%	31%	29%	43%	46%	28%	31%	41%	34%	26%	35%	-	20%
None of these	12%	12%	12%	9%	10%	9%	8%	10%	10%	-	9%	3%	9%	16%	21%
Don't know	10%	8%	7%	4%	7%	4%	7%	9%	7%	-	8%	29%	13%	15%	23%

HYH_q2. Which, if any, of the following Medieval era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Capes or cloaks	25%	26%	29%	32%	33%	34%	32%	43%	29%	82%	26%	48%	39%	10%	16%
Pantaloon	8%	8%	9%	13%	12%	13%	7%	15%	12%	41%	11%	14%	14%	-	3%
Feathered hats	12%	12%	13%	17%	16%	15%	11%	18%	14%	23%	16%	19%	19%	-	13%
Long-toed shoes	6%	6%	8%	9%	8%	8%	6%	8%	8%	-	9%	11%	10%	-	2%
Chainmail armor	7%	7%	8%	10%	11%	15%	4%	10%	9%	36%	10%	14%	8%	-	3%
Tunics	14%	14%	17%	19%	20%	25%	18%	23%	15%	41%	12%	11%	31%	50%	5%
Metal warrior helmets	5%	5%	6%	8%	9%	9%	7%	9%	7%	-	6%	14%	4%	-	2%
Dress with long trains	13%	14%	15%	13%	17%	20%	17%	13%	16%	18%	18%	13%	14%	-	4%
None of these	39%	38%	39%	40%	29%	27%	37%	32%	34%	-	35%	43%	31%	9%	49%
Don't know	13%	11%	10%	6%	10%	10%	10%	8%	9%	-	8%	3%	9%	31%	27%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Fashion Preference						
	Much rather Medieval era fashion	Somewhat rather Medieval era fashion	No preference	Somewhat rather Victorian era fashion	Much rather Victorian era fashion	Don't know	Prefer Medieval

HYH_q1. For the following set of questions by 'Medieval era', we are referring to the period of time also known as the Middle Ages from the 5th century up until the 15th century.

Please imagine you could travel back in time to the Medieval era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Cape or cloak	19%	31%	24%	18%	15%	19%	13%	28%	17%
Pantaloon	3%	4%	6%	2%	3%	3%	1%	5%	3%
Feathered hat	4%	5%	9%	3%	5%	4%	3%	7%	4%
Long-toed shoes	2%	6%	10%	1%	2%	0%	-	8%	1%
Chainmail armor	12%	16%	13%	12%	14%	13%	5%	15%	14%
Tunic	5%	5%	11%	5%	4%	3%	3%	7%	4%
Metal warrior helmet	7%	12%	2%	8%	8%	6%	2%	8%	7%
Dress with long trains	19%	15%	24%	16%	28%	26%	6%	19%	27%
None of these	19%	4%	1%	27%	16%	18%	24%	3%	17%
Don't know	11%	-	1%	7%	5%	7%	44%	1%	6%

HYH_q4. Which, if any, of the following Medieval era fashions would you ever wear as a costume? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Capes or cloaks	39%	48%	57%	35%	50%	43%	14%	52%	47%
Pantaloon	13%	27%	11%	12%	13%	14%	5%	20%	14%
Feathered hats	24%	30%	33%	21%	33%	27%	9%	32%	30%
Long-toed shoes	14%	25%	20%	12%	16%	16%	4%	23%	16%
Chainmail armor	26%	43%	26%	25%	30%	28%	11%	35%	29%
Tunics	19%	31%	30%	19%	19%	22%	4%	30%	20%
Metal warrior helmets	23%	37%	26%	21%	28%	28%	4%	32%	28%
Dress with long trains	29%	23%	41%	25%	44%	34%	9%	31%	39%
None of these	12%	2%	1%	17%	7%	9%	24%	1%	8%
Don't know	10%	1%	2%	6%	3%	7%	46%	2%	5%

HYH_q2. Which, if any, of the following Medieval era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Capes or cloaks	25%	46%	50%	19%	24%	31%	9%	48%	28%
Pantaloon	8%	24%	11%	6%	6%	10%	2%	18%	8%
Feathered hats	12%	20%	20%	9%	17%	13%	4%	20%	15%
Long-toed shoes	6%	10%	14%	5%	7%	4%	3%	12%	5%
Chainmail armor	7%	17%	14%	6%	6%	5%	0%	15%	5%
Tunics	14%	23%	27%	13%	16%	9%	3%	25%	13%
Metal warrior helmets	5%	13%	4%	5%	5%	3%	1%	9%	4%
Dress with long trains	13%	23%	14%	10%	11%	20%	3%	19%	16%
None of these	39%	12%	14%	47%	46%	44%	32%	13%	45%
Don't know	13%	5%	2%	9%	6%	5%	52%	3%	5%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYH_q3. Which, if any, of the following Medieval era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Capes or cloaks	23%	22%	24%	20%	24%	24%	23%	21%	23%	24%	26%	20%	16%	19%
Pantaloon	5%	6%	5%	6%	6%	4%	8%	5%	5%	4%	5%	4%	6%	8%
Feathered hats	10%	11%	9%	11%	10%	10%	14%	12%	8%	10%	10%	8%	11%	16%
Long-toed shoes	6%	7%	5%	12%	5%	2%	10%	4%	5%	8%	5%	8%	5%	17%
Chainmail armor	6%	8%	3%	8%	6%	3%	5%	7%	5%	6%	5%	6%	6%	6%
Tunics	12%	10%	14%	13%	12%	12%	11%	10%	14%	13%	12%	12%	15%	9%
Metal warrior helmets	5%	7%	3%	7%	5%	3%	3%	4%	6%	6%	4%	6%	5%	7%
Dress with long trains	11%	3%	18%	13%	11%	8%	12%	7%	13%	9%	9%	11%	14%	16%
None of these	43%	45%	40%	28%	46%	54%	43%	45%	44%	38%	46%	40%	41%	27%
Don't know	10%	10%	10%	16%	8%	5%	12%	11%	8%	9%	8%	10%	16%	14%

HYH_q5. For the following set of questions by 'Victorian era', we are referring to the period of time during Queen Victoria's reign from June 1837 to January 1901.

Please imagine you could travel back in time to the Victorian era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Petticoats	10%	5%	15%	8%	11%	11%	9%	11%	12%	7%	10%	14%	8%	6%
Corsets	12%	5%	18%	20%	13%	4%	10%	14%	14%	8%	12%	12%	15%	10%
Bonnets	6%	2%	11%	3%	6%	9%	8%	5%	7%	5%	7%	6%	4%	4%
Top hats	9%	15%	3%	11%	7%	8%	10%	7%	10%	8%	8%	9%	9%	11%
Decorative canes and walking sticks	12%	17%	6%	8%	11%	15%	10%	11%	10%	14%	13%	8%	7%	11%
Gloves during all seasons	7%	5%	8%	9%	5%	6%	6%	4%	6%	11%	5%	6%	12%	12%
Monocles	3%	6%	1%	7%	2%	1%	3%	4%	2%	4%	3%	3%	1%	7%
Pocket watches	14%	23%	5%	14%	13%	16%	16%	10%	13%	18%	13%	12%	18%	18%
None of these	20%	14%	25%	10%	22%	27%	18%	25%	20%	16%	22%	17%	17%	14%
Don't know	8%	8%	8%	10%	8%	5%	10%	8%	6%	8%	7%	13%	9%	7%

HYH_q8. Which, if any, of the following Victorian era fashions would you wear as a costume? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Petticoats	25%	10%	40%	22%	29%	25%	27%	24%	26%	24%	25%	32%	19%	31%
Corsets	22%	9%	36%	29%	25%	14%	20%	21%	26%	20%	21%	24%	29%	23%
Bonnets	20%	6%	33%	14%	20%	24%	24%	19%	18%	18%	21%	13%	19%	21%
Top hats	32%	46%	17%	36%	30%	30%	30%	31%	30%	36%	31%	32%	34%	29%
Decorative canes and walking sticks	29%	38%	21%	28%	27%	33%	29%	27%	31%	30%	33%	24%	20%	30%
Gloves during all seasons	26%	18%	33%	26%	27%	24%	27%	23%	26%	28%	26%	23%	20%	33%
Monocles	18%	26%	10%	20%	18%	17%	17%	23%	15%	21%	19%	13%	15%	25%
Pocket watches	26%	35%	16%	30%	22%	25%	27%	24%	27%	24%	27%	16%	20%	37%
None of these	14%	13%	15%	7%	16%	19%	14%	18%	14%	11%	14%	11%	17%	11%
Don't know	9%	9%	9%	10%	10%	7%	11%	9%	7%	9%	9%	11%	8%	5%

YouGovNY

Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Education				Marital Status						Children under the age of 18		Inc	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k

HYH_q3. Which, if any, of the following Medieval era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Capes or cloaks	23%	18%	27%	26%	24%	22%	27%	26%	21%	24%	15%	22%	23%	22%	25%
Pantaloon	5%	5%	4%	7%	7%	6%	4%	2%	2%	6%	7%	7%	5%	4%	7%
Feathered hats	10%	9%	10%	12%	11%	10%	21%	8%	6%	11%	14%	13%	9%	10%	10%
Long-toed shoes	6%	6%	7%	6%	6%	6%	17%	2%	5%	8%	10%	11%	5%	8%	4%
Chainmail armor	6%	4%	8%	6%	5%	5%	4%	7%	2%	6%	8%	8%	5%	5%	6%
Tunics	12%	11%	13%	14%	12%	12%	4%	15%	6%	12%	18%	14%	12%	13%	13%
Metal warrior helmets	5%	4%	7%	4%	4%	5%	4%	7%	2%	5%	2%	10%	3%	4%	6%
Dress with long trains	11%	11%	12%	9%	6%	10%	18%	8%	11%	11%	11%	15%	9%	14%	10%
None of these	43%	41%	38%	49%	55%	46%	28%	45%	50%	37%	41%	36%	45%	37%	43%
Don't know	10%	13%	11%	4%	3%	8%	9%	6%	10%	13%	9%	9%	10%	12%	6%

HYH_q5. For the following set of questions by 'Victorian era', we are referring to the period of time during Queen Victoria's reign from June 1837 to January 1901.

Please imagine you could travel back in time to the Victorian era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Petticoats	10%	11%	9%	8%	9%	12%	7%	8%	8%	8%	11%	12%	9%	10%	10%
Corsets	12%	11%	16%	9%	10%	11%	13%	7%	10%	13%	24%	20%	9%	15%	12%
Bonnets	6%	7%	6%	6%	4%	7%	-	6%	14%	5%	8%	4%	7%	6%	8%
Top hats	9%	9%	6%	10%	14%	8%	17%	8%	8%	10%	6%	10%	9%	6%	10%
Decorative canes and walking sticks	12%	10%	13%	13%	14%	11%	4%	17%	16%	10%	9%	8%	13%	11%	13%
Gloves during all seasons	7%	7%	7%	7%	7%	5%	4%	5%	12%	8%	2%	8%	6%	6%	4%
Monocles	3%	4%	3%	1%	4%	2%	-	3%	-	5%	7%	5%	3%	3%	3%
Pocket watches	14%	13%	14%	17%	14%	15%	25%	14%	6%	14%	10%	11%	15%	12%	15%
None of these	20%	20%	18%	23%	19%	22%	24%	25%	19%	16%	13%	15%	22%	21%	21%
Don't know	8%	9%	8%	6%	4%	6%	5%	7%	5%	11%	10%	8%	8%	10%	4%

HYH_q8. Which, if any, of the following Victorian era fashions would you wear as a costume? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Petticoats	25%	22%	30%	26%	25%	24%	35%	20%	32%	26%	23%	27%	25%	25%	28%
Corsets	22%	20%	25%	23%	23%	23%	28%	15%	25%	23%	34%	34%	23%	23%	24%
Bonnets	20%	17%	20%	23%	21%	20%	11%	15%	37%	18%	21%	22%	19%	18%	22%
Top hats	32%	31%	30%	34%	38%	32%	17%	20%	19%	38%	32%	32%	26%	26%	35%
Decorative canes and walking sticks	29%	24%	29%	39%	38%	30%	15%	20%	28%	32%	38%	28%	30%	24%	32%
Gloves during all seasons	26%	22%	26%	30%	35%	25%	11%	19%	37%	27%	31%	26%	25%	25%	27%
Monocles	18%	13%	19%	25%	25%	20%	16%	11%	12%	19%	17%	22%	11%	11%	21%
Pocket watches	26%	20%	27%	33%	35%	26%	17%	15%	15%	30%	25%	27%	25%	20%	25%
None of these	14%	16%	12%	15%	10%	14%	8%	25%	12%	11%	11%	12%	15%	15%	15%
Don't know	9%	12%	9%	4%	5%	7%	9%	7%	7%	12%	12%	8%	9%	11%	5%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



	Time	
Total		
	\$80k+	Prefer not to say

HYH_q3. Which, if any, of the following Medieval era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Capes or cloaks	23%	25%	19%
Pantaloon	5%	6%	4%
Feathered hats	10%	13%	8%
Long-toed shoes	6%	7%	5%
Chainmail armor	6%	6%	4%
Tunics	12%	12%	7%
Metal warrior helmets	5%	6%	4%
Dress with long trains	11%	7%	9%
None of these	43%	53%	46%
Don't know	10%	6%	18%

HYH_q5. For the following set of questions by 'Victorian era', we are referring to the period of time during Queen Victoria's reign from June 1837 to January 1901.

Please imagine you could travel back in time to the Victorian era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Petticoats	10%	12%	6%
Corsets	12%	9%	7%
Bonnets	6%	5%	7%
Top hats	9%	11%	11%
Decorative canes and walking sticks	12%	12%	9%
Gloves during all seasons	7%	8%	12%
Monocles	3%	3%	2%
Pocket watches	14%	18%	14%
None of these	20%	17%	18%
Don't know	8%	5%	13%

HYH_q8. Which, if any, of the following Victorian era fashions would you wear as a costume? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Petticoats	25%	26%	19%
Corsets	22%	23%	16%
Bonnets	20%	22%	16%
Top hats	32%	41%	29%
Decorative canes and walking sticks	29%	39%	27%
Gloves during all seasons	26%	25%	26%
Monocles	18%	28%	19%
Pocket watches	26%	38%	27%
None of these	14%	13%	10%
Don't know	9%	4%	16%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYH_q3. Which, if any, of the following Medieval era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Capes or cloaks	23%	24%	28%	31%	26%	18%	28%	29%	24%	64%	22%	35%	18%	10%	16%
Pantaloon	5%	6%	7%	8%	9%	11%	5%	10%	8%	41%	5%	14%	14%	-	3%
Feathered hats	10%	10%	10%	14%	13%	17%	11%	16%	13%	23%	15%	11%	14%	-	6%
Long-toed shoes	6%	7%	7%	9%	12%	8%	5%	9%	11%	-	11%	7%	7%	-	2%
Chainmail armor	6%	6%	8%	6%	9%	9%	5%	9%	7%	18%	8%	7%	10%	-	2%
Tunics	12%	13%	14%	18%	17%	19%	14%	17%	14%	23%	9%	13%	30%	-	6%
Metal warrior helmets	5%	5%	5%	5%	7%	11%	5%	9%	6%	-	6%	11%	7%	-	3%
Dress with long trains	11%	11%	12%	10%	15%	16%	14%	10%	13%	18%	15%	14%	14%	50%	4%
None of these	43%	42%	42%	43%	32%	30%	40%	39%	37%	-	38%	44%	33%	18%	58%
Don't know	10%	8%	7%	3%	7%	9%	8%	9%	7%	-	9%	3%	9%	22%	21%

HYH_q5. For the following set of questions by 'Victorian era', we are referring to the period of time during Queen Victoria's reign from June 1837 to January 1901.

Please imagine you could travel back in time to the Victorian era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Petticoats	10%	11%	11%	10%	11%	12%	17%	10%	9%	41%	10%	19%	14%	-	7%
Corsets	12%	13%	12%	12%	15%	22%	18%	14%	17%	18%	20%	11%	13%	7%	10%
Bonnets	6%	6%	6%	5%	4%	9%	7%	6%	7%	-	6%	3%	-	-	6%
Top hats	9%	9%	11%	7%	10%	2%	4%	10%	9%	23%	10%	17%	4%	-	4%
Decorative canes and walking sticks	12%	12%	12%	16%	12%	10%	11%	18%	10%	18%	9%	12%	12%	10%	7%
Gloves during all seasons	7%	7%	8%	5%	8%	7%	7%	7%	9%	-	7%	3%	7%	-	6%
Monocles	3%	3%	2%	2%	5%	4%	1%	1%	4%	-	7%	-	-	-	-
Pocket watches	14%	14%	17%	20%	16%	13%	9%	22%	13%	-	10%	18%	17%	9%	15%
None of these	20%	19%	16%	17%	13%	18%	20%	8%	15%	-	12%	14%	23%	59%	30%
Don't know	8%	6%	6%	5%	6%	3%	7%	4%	6%	-	9%	3%	9%	15%	15%

HYH_q8. Which, if any, of the following Victorian era fashions would you wear as a costume? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Petticoats	25%	27%	30%	29%	29%	35%	38%	23%	27%	59%	28%	29%	40%	-	20%
Corsets	22%	23%	24%	25%	25%	34%	35%	30%	28%	23%	31%	23%	28%	7%	20%
Bonnets	20%	20%	22%	25%	21%	25%	31%	18%	21%	41%	20%	32%	24%	-	16%
Top hats	32%	34%	40%	41%	41%	26%	30%	43%	39%	41%	38%	56%	46%	-	20%
Decorative canes and walking sticks	29%	30%	33%	39%	32%	31%	28%	40%	28%	41%	28%	49%	56%	10%	23%
Gloves during all seasons	26%	27%	35%	35%	30%	20%	37%	38%	31%	46%	34%	27%	48%	-	20%
Monocles	18%	19%	23%	26%	22%	25%	18%	31%	20%	23%	23%	34%	43%	-	10%
Pocket watches	26%	26%	32%	37%	30%	30%	26%	43%	29%	23%	26%	46%	50%	9%	19%
None of these	14%	13%	11%	9%	9%	9%	11%	10%	11%	-	8%	7%	13%	59%	22%
Don't know	9%	8%	6%	5%	7%	6%	8%	6%	7%	-	7%	8%	9%	15%	13%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Fashion Preference							
	Much rather Medieval era fashion	Somewhat rather Medieval era fashion	No preference	Somewhat rather Victorian era fashion	Much rather Victorian era fashion	Don't know	Prefer Medieval	Prefer Victorian

HYH_q3. Which, if any, of the following Medieval era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Capes or cloaks	23%	40%	41%	19%	24%	25%	6%	41%	25%
Pantaloon	5%	17%	5%	5%	4%	4%	1%	12%	4%
Feathered hats	10%	21%	16%	8%	12%	11%	3%	19%	11%
Long-toed shoes	6%	17%	21%	4%	5%	5%	1%	19%	5%
Chainmail armor	6%	11%	11%	5%	5%	5%	1%	11%	5%
Tunics	12%	25%	21%	11%	15%	8%	1%	24%	12%
Metal warrior helmets	5%	11%	11%	5%	4%	4%	1%	11%	4%
Dress with long trains	11%	17%	13%	10%	11%	13%	3%	15%	12%
None of these	43%	16%	18%	50%	50%	47%	43%	17%	48%
Don't know	10%	4%	-	5%	5%	4%	45%	2%	5%

HYH_q5. For the following set of questions by 'Victorian era', we are referring to the period of time during Queen Victoria's reign from June 1837 to January 1901.

Please imagine you could travel back in time to the Victorian era.

Which ONE, if any, of the following items of clothing/apparel would you be MOST excited to wear?

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Petticoats	10%	8%	8%	6%	16%	17%	7%	8%	16%
Corsets	12%	13%	7%	9%	17%	17%	12%	10%	17%
Bonnets	6%	6%	9%	6%	11%	6%	2%	7%	8%
Top hats	9%	18%	16%	7%	4%	13%	5%	17%	8%
Decorative canes and walking sticks	12%	9%	11%	13%	11%	14%	8%	10%	13%
Gloves during all seasons	7%	6%	11%	5%	11%	6%	4%	8%	8%
Monocles	3%	7%	9%	3%	2%	2%	1%	8%	2%
Pocket watches	14%	21%	11%	17%	13%	17%	2%	16%	14%
None of these	20%	10%	16%	30%	11%	8%	25%	13%	10%
Don't know	8%	2%	2%	5%	5%	1%	34%	2%	3%

HYH_q8. Which, if any, of the following Victorian era fashions would you wear as a costume? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Petticoats	25%	21%	34%	18%	40%	37%	10%	27%	38%
Corsets	22%	24%	26%	18%	36%	26%	11%	25%	31%
Bonnets	20%	19%	29%	17%	28%	25%	6%	23%	27%
Top hats	32%	43%	34%	32%	34%	42%	6%	39%	38%
Decorative canes and walking sticks	29%	36%	36%	27%	32%	46%	7%	36%	39%
Gloves during all seasons	26%	29%	33%	20%	42%	35%	4%	31%	38%
Monocles	18%	25%	21%	15%	23%	27%	4%	23%	25%
Pocket watches	26%	35%	26%	21%	30%	42%	6%	31%	36%
None of these	14%	9%	5%	22%	4%	6%	23%	7%	5%
Don't know	9%	2%	5%	5%	3%	2%	41%	3%	3%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYH_q6. Which, if any, of the following Victorian era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Petticoats	11%	8%	13%	13%	12%	7%	13%	11%	10%	10%	11%	11%	7%	13%
Corsets	14%	12%	15%	21%	15%	5%	13%	13%	13%	15%	12%	15%	21%	10%
Bonnets	10%	8%	12%	11%	10%	8%	11%	7%	10%	12%	9%	11%	15%	8%
Top hats	18%	23%	12%	24%	17%	12%	19%	16%	20%	16%	18%	20%	13%	21%
Decorative canes and walking sticks	18%	21%	16%	17%	20%	18%	19%	16%	20%	18%	21%	16%	6%	25%
Gloves during all seasons	13%	11%	16%	18%	14%	9%	17%	12%	12%	15%	13%	15%	13%	17%
Monocles	8%	12%	5%	14%	8%	3%	10%	7%	5%	12%	7%	8%	6%	18%
Pocket watches	22%	25%	18%	23%	22%	22%	18%	20%	24%	23%	21%	19%	23%	29%
None of these	32%	26%	38%	18%	30%	47%	31%	33%	33%	31%	36%	30%	26%	22%
Don't know	11%	10%	12%	13%	12%	8%	14%	13%	10%	8%	10%	12%	15%	9%

HYH_q7. Which, if any, of the following Victorian era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Petticoats	10%	7%	13%	13%	11%	7%	13%	9%	10%	10%	10%	21%	5%	9%
Corsets	11%	6%	17%	18%	13%	4%	9%	12%	13%	10%	9%	15%	15%	15%
Bonnets	8%	5%	12%	8%	9%	7%	13%	8%	8%	5%	7%	10%	6%	16%
Top hats	12%	17%	7%	15%	12%	10%	15%	10%	13%	11%	11%	15%	16%	9%
Decorative canes and walking sticks	16%	21%	10%	15%	15%	16%	15%	15%	17%	15%	17%	13%	9%	17%
Gloves during all seasons	13%	9%	17%	14%	14%	12%	14%	9%	14%	11%	12%	19%	18%	18%
Monocles	6%	9%	3%	9%	6%	4%	7%	6%	6%	6%	5%	5%	10%	12%
Pocket watches	22%	31%	13%	25%	19%	23%	22%	20%	19%	29%	21%	19%	27%	25%
None of these	35%	30%	41%	22%	38%	46%	34%	41%	35%	32%	40%	26%	28%	27%
Don't know	10%	9%	10%	14%	10%	6%	12%	8%	11%	8%	9%	14%	11%	6%

HYH_q9. To what extent would you rather Medieval era fashion or Victorian era fashion come back into style, or do you have no preference?

Unweighted base	1114	486	628	286	413	415	199	264	412	239	786	123	98	107
Base: All US adults	1103	549	554	355	370	378	193	251	403	256	694	135	166	108
Much rather Medieval era fashion	9%	12%	6%	13%	12%	3%	10%	8%	9%	10%	9%	5%	11%	10%
Somewhat rather Medieval era fashion	8%	6%	9%	12%	5%	6%	5%	5%	8%	12%	7%	10%	7%	8%
No preference	37%	39%	35%	29%	41%	41%	37%	41%	35%	36%	37%	40%	37%	35%
Somewhat rather Victorian era fashion	17%	12%	21%	16%	17%	17%	14%	14%	21%	15%	18%	12%	14%	19%
Much rather Victorian era fashion	16%	17%	15%	15%	15%	19%	22%	15%	14%	16%	18%	13%	12%	18%
Don't know	13%	14%	12%	16%	10%	14%	12%	17%	13%	11%	11%	20%	19%	11%
Net: Prefer Medieval	17%	18%	16%	25%	17%	9%	15%	13%	17%	22%	14%	19%	18%	18%
Net: Prefer Victorian	33%	29%	37%	31%	32%	35%	36%	29%	35%	31%	36%	25%	25%	37%

Cell Contents (Column Percentages)

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Education				Marital Status						Children under the age of 18		Inc	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k

HYH_q6. Which, if any, of the following Victorian era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Petticoats	11%	11%	11%	9%	11%	10%	26%	10%	11%	10%	14%	13%	10%	12%	12%
Corsets	14%	14%	15%	13%	8%	13%	12%	10%	6%	16%	18%	19%	12%	17%	16%
Bonnets	10%	10%	10%	10%	8%	8%	4%	11%	11%	12%	11%	10%	10%	12%	9%
Top hats	18%	16%	20%	17%	16%	16%	39%	19%	8%	21%	9%	23%	16%	16%	21%
Decorative canes and walking sticks	18%	17%	18%	21%	21%	16%	7%	16%	21%	23%	14%	18%	19%	20%	16%
Gloves during all seasons	13%	12%	15%	17%	10%	11%	7%	12%	21%	16%	19%	15%	13%	15%	14%
Monocles	8%	6%	9%	11%	10%	9%	-	6%	5%	9%	7%	14%	6%	4%	10%
Pocket watches	22%	20%	24%	22%	20%	21%	15%	22%	14%	25%	16%	19%	23%	21%	24%
None of these	32%	29%	29%	37%	44%	36%	20%	34%	37%	25%	37%	26%	34%	26%	32%
Don't know	11%	14%	11%	7%	4%	9%	14%	7%	9%	15%	12%	10%	12%	13%	8%

HYH_q7. Which, if any, of the following Victorian era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Petticoats	10%	10%	15%	6%	3%	8%	30%	8%	12%	13%	4%	15%	9%	16%	9%
Corsets	11%	11%	15%	8%	6%	10%	11%	11%	11%	13%	10%	19%	9%	15%	12%
Bonnets	8%	7%	9%	8%	7%	7%	17%	7%	13%	9%	6%	10%	8%	12%	6%
Top hats	12%	13%	11%	12%	12%	13%	8%	12%	6%	13%	4%	15%	11%	11%	11%
Decorative canes and walking sticks	16%	15%	15%	18%	15%	14%	15%	20%	15%	16%	18%	12%	17%	17%	14%
Gloves during all seasons	13%	12%	14%	16%	8%	13%	8%	12%	19%	13%	13%	15%	12%	14%	13%
Monocles	6%	5%	7%	8%	6%	6%	4%	5%	3%	8%	5%	10%	5%	5%	6%
Pocket watches	22%	21%	25%	22%	20%	19%	23%	27%	21%	24%	28%	24%	22%	22%	22%
None of these	35%	32%	31%	44%	51%	40%	25%	36%	39%	29%	35%	28%	38%	29%	40%
Don't know	10%	13%	11%	4%	3%	7%	14%	8%	7%	14%	14%	9%	10%	11%	6%

HYH_q9. To what extent would you rather Medieval era fashion or Victorian era fashion come back into style, or do you have no preference?

Unweighted base	1114	400	375	221	118	537	20	119	63	331	44	290	824	412	327
Base: All US adults	1103	464	348	190	101	507	21	109	54	373	39	288	815	427	314
Much rather Medieval era fashion	9%	9%	9%	8%	13%	9%	8%	7%	3%	12%	5%	14%	8%	9%	11%
Somewhat rather Medieval era fashion	8%	6%	11%	8%	5%	7%	7%	5%	7%	8%	14%	10%	7%	8%	9%
No preference	37%	36%	33%	47%	39%	39%	38%	43%	31%	35%	30%	32%	39%	38%	38%
Somewhat rather Victorian era fashion	17%	16%	17%	18%	17%	18%	5%	15%	24%	14%	21%	16%	17%	12%	20%
Much rather Victorian era fashion	16%	17%	16%	14%	18%	15%	18%	15%	18%	17%	19%	17%	16%	14%	16%
Don't know	13%	17%	15%	5%	8%	12%	25%	16%	18%	14%	12%	11%	14%	18%	7%
Net: Prefer Medieval	17%	15%	20%	17%	18%	16%	15%	12%	10%	20%	19%	23%	15%	17%	20%
Net: Prefer Victorian	33%	32%	33%	32%	35%	33%	23%	30%	42%	31%	40%	33%	33%	26%	35%

Cell Contents (C)

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



	Time	
Total		
	\$80k+	Prefer not to say

HYH_q6. Which, if any, of the following Victorian era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Petticoats	11%	8%	8%
Corsets	14%	9%	8%
Bonnets	10%	8%	7%
Top hats	18%	18%	17%
Decorative canes and walking sticks	18%	21%	15%
Gloves during all seasons	13%	14%	9%
Monocles	8%	10%	11%
Pocket watches	22%	21%	22%
None of these	32%	42%	35%
Don't know	11%	6%	19%

HYH_q7. Which, if any, of the following Victorian era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Petticoats	10%	6%	4%
Corsets	11%	6%	7%
Bonnets	8%	6%	6%
Top hats	12%	14%	16%
Decorative canes and walking sticks	16%	17%	12%
Gloves during all seasons	13%	11%	12%
Monocles	6%	7%	9%
Pocket watches	22%	23%	24%
None of these	35%	44%	32%
Don't know	10%	7%	16%

HYH_q9. To what extent would you rather Medieval era fashion or Victorian era fashion come back into style, or do you have no preference?

Unweighted base	1114	222	153
Base: All US adults	1103	202	160
Much rather Medieval era fashion	9%	12%	3%
Somewhat rather Medieval era fashion	8%	5%	7%
No preference	37%	39%	28%
Somewhat rather Victorian era fashion	17%	17%	22%
Much rather Victorian era fashion	16%	20%	18%
Don't know	13%	7%	23%
Net: Prefer Medieval	17%	17%	10%
Net: Prefer Victorian	33%	37%	39%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYH_q6. Which, if any, of the following Victorian era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Petticoats	11%	11%	13%	12%	13%	19%	12%	19%	11%	18%	9%	34%	15%	-	2%
Corsets	14%	13%	13%	11%	16%	18%	14%	25%	16%	-	17%	34%	7%	-	13%
Bonnets	10%	10%	14%	11%	16%	15%	12%	18%	14%	36%	10%	31%	10%	-	3%
Top hats	18%	19%	22%	19%	22%	26%	18%	25%	18%	36%	19%	35%	15%	-	11%
Decorative canes and walking sticks	18%	18%	20%	24%	23%	16%	21%	26%	19%	41%	20%	33%	30%	10%	13%
Gloves during all seasons	13%	14%	16%	14%	18%	14%	15%	25%	14%	23%	16%	24%	18%	-	8%
Monocles	8%	8%	11%	9%	12%	12%	5%	19%	10%	-	11%	24%	15%	-	2%
Pocket watches	22%	22%	27%	27%	23%	29%	23%	35%	24%	23%	24%	42%	26%	-	19%
None of these	32%	31%	29%	36%	22%	24%	38%	24%	29%	-	25%	29%	28%	68%	42%
Don't know	11%	11%	9%	7%	11%	8%	10%	8%	11%	23%	11%	10%	17%	22%	12%

HYH_q7. Which, if any, of the following Victorian era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Petticoats	10%	11%	10%	10%	14%	24%	12%	11%	12%	23%	14%	10%	16%	-	5%
Corsets	11%	12%	11%	10%	14%	21%	15%	17%	14%	23%	18%	7%	15%	-	14%
Bonnets	8%	9%	9%	9%	8%	13%	8%	7%	8%	23%	8%	3%	8%	-	2%
Top hats	12%	12%	15%	11%	14%	6%	9%	17%	13%	18%	12%	28%	8%	50%	3%
Decorative canes and walking sticks	16%	15%	14%	18%	19%	20%	12%	22%	17%	41%	14%	17%	26%	10%	7%
Gloves during all seasons	13%	13%	15%	12%	18%	12%	13%	21%	13%	41%	14%	15%	21%	50%	8%
Monocles	6%	6%	7%	7%	9%	8%	4%	16%	7%	-	7%	29%	4%	-	2%
Pocket watches	22%	22%	24%	24%	26%	25%	19%	32%	24%	23%	20%	37%	24%	-	20%
None of these	35%	35%	32%	41%	25%	21%	42%	22%	31%	18%	31%	30%	31%	18%	49%
Don't know	10%	9%	10%	4%	11%	10%	10%	9%	9%	23%	9%	10%	20%	22%	12%

HYH_q9. To what extent would you rather Medieval era fashion or Victorian era fashion come back into style, or do you have no preference?

Unweighted base	1114	900	408	312	310	86	315	87	330	5	196	24	25	7	112
Base: All US adults	1103	869	409	279	320	82	284	90	348	5	211	25	25	12	120
Much rather Medieval era fashion	9%	9%	10%	10%	15%	10%	9%	10%	12%	-	11%	3%	11%	-	6%
Somewhat rather Medieval era fashion	8%	8%	7%	10%	11%	11%	7%	14%	10%	23%	11%	6%	19%	9%	2%
No preference	37%	37%	37%	36%	33%	27%	33%	25%	36%	36%	30%	40%	22%	67%	43%
Somewhat rather Victorian era fashion	17%	17%	19%	19%	13%	26%	22%	19%	18%	23%	22%	6%	7%	-	12%
Much rather Victorian era fashion	16%	16%	17%	19%	16%	15%	17%	21%	13%	18%	15%	42%	26%	-	16%
Don't know	13%	13%	10%	6%	12%	11%	11%	11%	11%	-	10%	3%	15%	24%	21%
Net: Prefer Medieval	17%	17%	18%	20%	26%	21%	16%	24%	22%	23%	23%	9%	30%	9%	8%
Net: Prefer Victorian	33%	34%	35%	38%	29%	41%	39%	40%	31%	41%	37%	48%	34%	-	28%

YouGovNY
Historical Fashion

US_nat Sample: 14th - 15th September 2017



Total	Fashion Preference							
	Much rather Medieval era fashion	Somewhat rather Medieval era fashion	No preference	Somewhat rather Victorian era fashion	Much rather Victorian era fashion	Don't know	Prefer Medieval	Prefer Victorian

HYH_q6. Which, if any, of the following Victorian era fashions do you wish people still wore on a daily basis? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Petticoats	11%	17%	10%	7%	13%	20%	3%	14%	16%
Corsets	14%	18%	21%	7%	17%	22%	11%	19%	19%
Bonnets	10%	16%	8%	9%	10%	14%	3%	12%	12%
Top hats	18%	31%	22%	15%	15%	26%	8%	27%	20%
Decorative canes and walking sticks	18%	35%	19%	13%	18%	34%	4%	28%	26%
Gloves during all seasons	13%	23%	25%	10%	14%	18%	4%	24%	16%
Monocles	8%	16%	18%	5%	8%	12%	1%	17%	10%
Pocket watches	22%	25%	20%	17%	30%	33%	11%	23%	32%
None of these	32%	21%	24%	42%	31%	22%	29%	22%	26%
Don't know	11%	4%	6%	8%	7%	5%	39%	5%	6%

HYH_q7. Which, if any, of the following Victorian era fashions would you want wear as part of your everyday attire? Please select all that apply.

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Petticoats	10%	16%	18%	8%	13%	13%	2%	17%	13%
Corsets	11%	9%	11%	8%	18%	17%	8%	10%	17%
Bonnets	8%	14%	8%	8%	9%	9%	2%	11%	9%
Top hats	12%	32%	11%	10%	8%	17%	3%	23%	12%
Decorative canes and walking sticks	16%	30%	17%	11%	16%	22%	8%	24%	19%
Gloves during all seasons	13%	24%	12%	11%	16%	16%	4%	18%	16%
Monocles	6%	15%	15%	3%	4%	8%	3%	15%	6%
Pocket watches	22%	30%	15%	21%	28%	31%	7%	23%	30%
None of these	35%	23%	32%	46%	33%	26%	32%	27%	29%
Don't know	10%	3%	4%	5%	5%	4%	42%	3%	5%

HYH_q9. To what extent would you rather Medieval era fashion or Victorian era fashion come back into style, or do you have no preference?

Unweighted base	1114	92	88	417	196	185	136	180	381
Base: All US adults	1103	102	84	408	183	179	148	186	361
Much rather Medieval era fashion	9%	100%	-	-	-	-	-	55%	-
Somewhat rather Medieval era fashion	8%	-	100%	-	-	-	-	45%	-
No preference	37%	-	-	100%	-	-	-	-	-
Somewhat rather Victorian era fashion	17%	-	-	-	100%	-	-	-	51%
Much rather Victorian era fashion	16%	-	-	-	-	100%	-	-	49%
Don't know	13%	-	-	-	-	-	100%	-	-
Net: Prefer Medieval	17%	100%	100%	-	-	-	-	100%	-
Net: Prefer Victorian	33%	-	-	-	100%	100%	-	-	100%