

YouGov - Smart casual - men's attire

Sample Size: 4191 adults in GB

Fieldwork: 29th August - 6th September 2023

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4191	2028	2163	440	1731	1035	985	2389	1802	3617	210	365	1010	696	507	1404
Unweighted Sample	4191	1930	2261	269	1726	1058	1138	2623	1568	3615	201	375	973	726	443	1473
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As far as you understand the term "smart casual" in relation to MEN's clothing styles, do you think the following items of clothing can or cannot be included in a "smart casual" outfit? **** (Images are included for some clothing items where users may not be familiar some items of clothing or their official names)****

REBASED
Unweighted Sample

2227	1080	1147	233	932	553	509	1239	988	1924	104	199	538	390	277	719
2222	1016	1206	140	928	568	586	1366	856	1920	97	205	525	398	235	762
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A plain t-shirt (as the only item worn on the torso)

Can be included in a "smart casual" outfit	53	52	55	70	59	48	41	52	55	53	56	49	55	51	58	52
Cannot be included in a "smart casual" outfit	41	42	40	23	36	47	52	44	38	41	41	43	39	44	35	43
Don't know	6	6	5	6	5	5	7	4	7	6	3	8	6	5	8	5

REBASED
Unweighted Sample

2196	1065	1131	233	913	538	512	1222	974	1898	117	182	539	359	271	729
2183	1010	1173	140	898	557	588	1347	836	1892	105	186	514	367	241	770
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A printed t-shirt (as the only item worn on the torso)

Can be included in a "smart casual" outfit	18	21	15	22	21	15	12	19	16	18	18	17	20	17	20	15
Cannot be included in a "smart casual" outfit	75	72	78	68	71	79	82	75	75	75	76	75	73	73	71	79
Don't know	7	7	8	9	8	6	6	6	9	7	6	9	7	10	9	6

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REBASED

Unweighted Sample

2215	1084	1131	232	916	541	526	1273	942	1895	120	199	505	348	286	755
2188	1018	1170	127	909	551	601	1385	803	1878	109	201	483	365	248	782
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A polo shirt (as the only item worn on the torso)

Can be included in a "smart casual" outfit	82	81	83	88	85	80	76	83	81	82	77	79	83	84	80	83
Cannot be included in a "smart casual" outfit	15	15	15	10	12	17	20	14	16	14	20	17	14	13	15	15
Don't know	3	4	2	2	4	3	4	3	4	3	4	4	3	4	5	3

REBASED

Unweighted Sample

2122	1012	1110	219	865	530	509	1217	905	1835	113	174	511	363	257	704
2123	970	1153	139	860	537	587	1342	781	1843	105	175	504	376	225	738
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A henley shirt (as the only item worn on the torso)

Can be included in a "smart casual" outfit	66	68	65	67	66	69	63	65	67	66	67	65	68	69	60	65
Cannot be included in a "smart casual" outfit	29	26	32	28	29	28	32	31	27	29	28	29	28	24	35	31
Don't know	5	6	4	5	5	4	6	4	5	5	6	6	3	7	5	4

REBASED

Unweighted Sample

2242	1087	1155	248	929	549	516	1243	999	1953	116	173	549	378	289	737
2235	1023	1212	145	934	561	595	1379	856	1944	107	184	524	397	242	781
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A button-up shirt with collar (as the only item worn on the torso)

Can be included in a "smart casual" outfit	92	92	92	88	94	93	89	94	90	93	89	84	94	94	89	94
Cannot be included in a "smart casual" outfit	5	4	5	7	3	5	7	3	6	4	5	8	4	3	7	4
Don't know	3	4	3	6	3	2	4	3	4	3	6	9	2	3	3	3

REBASED

Unweighted Sample

2180	1051	1129	244	884	556	497	1232	948	1886	104	190	526	358	260	741
2180	995	1185	148	889	566	577	1354	826	1893	97	190	515	375	224	779
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Tie

Can be included in a "smart casual" outfit	60	61	58	60	57	59	65	57	64	59	61	60	59	61	54	61
Cannot be included in a "smart casual" outfit	36	35	37	33	38	39	32	40	32	36	33	36	37	35	39	35
Don't know	4	4	4	8	5	2	4	4	5	4	6	3	5	4	7	3

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REBASED

Unweighted Sample

2212	1079	1132	233	913	539	527	1292	920	1924	113	175	557	367	267	733
2208	1030	1178	139	911	549	609	1396	812	1916	105	187	515	380	240	781
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jumper over a t-shirt

Can be included in a "smart casual" outfit	70	66	73	62	77	71	58	70	69	70	70	67	70	73	69	69
Cannot be included in a "smart casual" outfit	24	26	22	24	17	23	35	23	24	24	23	25	23	21	22	26
Don't know	7	8	6	14	5	6	7	6	7	7	7	7	6	9	6	

REBASED

Unweighted Sample

2195	1085	1110	247	902	513	533	1259	936	1884	111	200	515	356	254	759
2183	1013	1170	142	897	528	616	1374	809	1880	103	200	499	365	221	795
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jumper over a button-up shirt

Can be included in a "smart casual" outfit	88	85	90	73	91	93	83	88	87	88	83	86	86	90	85	89
Cannot be included in a "smart casual" outfit	8	10	6	19	5	4	12	8	9	8	13	8	8	5	11	8
Don't know	4	5	4	7	4	4	5	4	5	4	3	6	6	5	4	3

REBASED

Unweighted Sample

2202	1048	1154	212	915	558	517	1269	933	1891	117	194	514	390	241	746
2217	1014	1203	136	922	563	596	1413	804	1906	107	204	507	407	218	774
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Plain t-shirt and blazer

Can be included in a "smart casual" outfit	85	80	90	92	88	82	80	87	83	86	87	77	88	85	85	86
Cannot be included in a "smart casual" outfit	11	15	8	6	9	13	16	11	12	11	8	20	8	12	12	11
Don't know	4	5	2	2	2	5	4	3	5	3	5	3	4	3	3	3

REBASED

Unweighted Sample

2123	999	1124	202	895	533	494	1252	871	1832	98	194	503	338	236	756
2134	964	1170	134	902	538	560	1354	780	1833	103	198	484	363	204	782
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Printed t-shirt and blazer

Can be included in a "smart casual" outfit	51	49	54	58	59	46	40	52	50	51	63	50	56	49	54	48
Cannot be included in a "smart casual" outfit	40	41	39	28	31	47	53	40	40	40	33	40	35	42	39	44
Don't know	8	10	7	14	9	7	7	8	9	9	4	10	9	9	7	8

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REBASED

Unweighted Sample

2147	1021	1126	227	885	534	501	1221	926	1858	104	184	524	341	285	708
2152	969	1183	137	875	552	588	1335	817	1849	105	198	508	351	246	744
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Button-up shirt and blazer

Can be included in a "smart casual" outfit	87	85	89	77	87	88	92	87	88	88	85	82	86	89	87	90
Cannot be included in a "smart casual" outfit	10	11	8	15	10	9	7	10	9	9	11	15	10	8	9	9
Don't know	3	3	2	8	3	3	1	3	3	3	4	3	4	3	4	1

REBASED

Unweighted Sample

2177	1063	1114	201	902	557	517	1234	943	1888	98	190	542	363	256	728
2189	1007	1182	134	908	559	588	1369	820	1903	96	190	522	382	228	771
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Full suit and tie

Can be included in a "smart casual" outfit	38	39	36	34	33	37	46	33	44	38	47	29	34	38	38	41
Cannot be included in a "smart casual" outfit	59	56	62	63	62	59	51	64	53	59	50	66	60	59	59	57
Don't know	4	5	3	3	5	3	2	4	3	3	2	5	5	3	4	2

REBASED

Unweighted Sample

2161	1020	1141	210	898	548	505	1244	918	1874	107	180	521	355	263	735
2168	981	1187	136	902	552	578	1373	795	1879	105	184	517	365	234	763
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chinos

Can be included in a "smart casual" outfit	95	94	96	95	97	96	91	96	94	96	94	91	95	97	96	95
Cannot be included in a "smart casual" outfit	3	4	3	1	2	3	7	3	4	3	5	6	4	1	2	4
Don't know	2	2	1	4	1	1	2	1	2	2	2	3	1	2	2	1

REBASED

Unweighted Sample

2189	1044	1145	230	885	560	514	1221	968	1892	108	189	538	371	260	724
2189	1002	1187	138	886	574	591	1349	840	1877	111	201	508	385	225	759
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ripped jeans

Can be included in a "smart casual" outfit	7	8	6	11	12	3	3	6	9	7	7	7	9	9	4	7
Cannot be included in a "smart casual" outfit	90	89	92	84	86	95	97	91	89	91	90	89	89	89	94	92
Don't know	2	3	2	6	2	2	1	2	2	2	3	4	3	2	2	2

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REBASED

Unweighted Sample

2189	1083	1106	228	931	535	495	1258	931	1865	118	206	524	350	248	742
2169	1031	1138	141	905	545	578	1365	804	1854	113	202	499	375	215	765
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jeans (not ripped)

Can be included in a "smart casual" outfit	74	72	75	77	83	66	63	75	71	73	80	75	75	76	76	69
Cannot be included in a "smart casual" outfit	22	23	22	18	13	31	33	21	24	23	18	17	21	21	21	27
Don't know	4	5	3	6	4	3	4	4	5	4	3	7	4	3	3	4

REBASED

Unweighted Sample

2217	1099	1118	257	931	529	500	1270	947	1923	106	188	535	391	266	731
2198	1038	1160	149	932	546	571	1390	808	1908	100	190	507	409	230	762
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Skinny jeans

Can be included in a "smart casual" outfit	39	43	36	39	50	31	28	39	41	40	42	37	40	39	39	39
Cannot be included in a "smart casual" outfit	56	52	60	53	45	65	67	57	54	56	52	57	56	56	55	56
Don't know	5	5	4	8	4	4	5	4	6	5	6	6	4	5	6	5

REBASED

Unweighted Sample

2264	1123	1141	266	901	537	561	1284	980	1963	108	193	570	369	279	744
2252	1052	1200	161	887	554	650	1409	843	1946	105	201	540	385	241	780
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sweat pants

Can be included in a "smart casual" outfit	6	9	4	13	5	5	7	4	8	6	7	6	7	6	8	5
Cannot be included in a "smart casual" outfit	92	88	96	79	94	94	92	93	90	92	91	91	91	92	91	94
Don't know	2	3	1	7	1	1	1	2	2	2	2	3	2	2	1	2

REBASED

Unweighted Sample

2150	1063	1087	217	890	538	505	1229	921	1856	118	176	513	368	246	729
2160	1011	1149	140	878	544	598	1352	808	1857	114	189	488	388	221	760
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Tracksuit bottoms

Can be included in a "smart casual" outfit	3	5	2	8	3	3	3	2	4	3	2	4	4	3	5	2
Cannot be included in a "smart casual" outfit	95	93	97	89	96	96	96	96	94	95	95	95	94	96	95	97
Don't know	1	2	1	2	1	0	1	1	2	1	2	1	2	1	0	1

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REBASED

Unweighted Sample

2215	1041	1174	234	911	547	523	1240	975	1931	100	184	552	366	282	732
2221	1000	1221	146	905	568	602	1362	859	1925	103	193	536	382	242	765
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Slacks / dress trousers

Can be included in a "smart casual" outfit	89	88	90	90	85	90	94	89	89	89	86	89	87	88	88	92
Cannot be included in a "smart casual" outfit	9	9	8	8	12	8	4	9	9	9	13	9	10	9	9	7
Don't know	2	2	2	2	3	2	2	2	2	2	1	2	2	3	3	1

REBASED

Unweighted Sample

2179	1052	1128	216	903	535	525	1251	928	1873	116	191	522	362	263	725
2193	1008	1185	140	899	550	604	1359	834	1882	110	201	500	380	238	764
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trainers

Can be included in a "smart casual" outfit	51	51	52	64	59	42	43	56	44	51	59	53	51	45	62	49
Cannot be included in a "smart casual" outfit	43	43	43	27	35	54	53	39	49	44	37	43	43	50	33	45
Don't know	5	6	5	9	6	4	4	5	7	6	4	4	6	5	5	6

REBASED

Unweighted Sample

2159	1061	1098	239	896	526	498	1269	890	1842	112	206	494	351	294	703
2153	1006	1147	137	897	535	584	1378	775	1835	109	209	477	363	250	745
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oxford shoes / brogues / Derby shoes

Can be included in a "smart casual" outfit	89	87	90	83	89	92	89	90	88	89	88	88	88	92	86	90
Cannot be included in a "smart casual" outfit	8	10	7	8	9	6	9	7	9	8	9	7	9	6	12	7
Don't know	3	3	3	9	2	2	2	3	3	3	3	5	3	2	2	3

REBASED

Unweighted Sample

2164	1050	1114	208	888	530	538	1223	940	1836	112	216	500	346	252	739
2209	1021	1188	133	901	553	622	1369	840	1890	106	213	510	369	223	788
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Loafers

Can be included in a "smart casual" outfit	90	86	93	88	89	90	91	90	89	90	92	84	89	91	88	92
Cannot be included in a "smart casual" outfit	7	10	5	7	8	8	7	7	8	7	7	12	7	5	9	6
Don't know	3	4	2	5	3	2	3	3	3	3	1	4	4	4	2	3

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REBASED

Unweighted Sample

2165	1032	1133	242	887	537	500	1223	942	1879	96	191	527	368	255	728
2166	981	1185	146	887	546	587	1356	810	1870	97	199	494	385	225	766
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Desert boots

Can be included in a "smart casual" outfit	92	90	93	91	95	91	86	91	92	92	92	89	90	92	90	93
Cannot be included in a "smart casual" outfit	6	7	5	4	3	7	11	6	5	5	7	8	7	4	7	5
Don't know	3	4	2	5	2	2	3	3	3	1	3	3	4	4	4	2