

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As far as you understand the term "smart casual" in relation to WOMEN'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

<b>2055</b>	697	475	157	686	786	1000	1054	216	846	487	505	1143	911	1762	109	184	509	345	239	669	
<b>2046</b>	740	466	156	786	813	947	1099	146	816	500	584	1225	821	1754	110	182	501	360	203	690	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Can be included in a "smart casual" outfit	<b>53</b>	48	57	53	55	47	48	58	60	57	53	43	55	51	52	51	62	54	51	51	52
Cannot be included in a "smart casual" outfit	<b>39</b>	46	36	41	38	45	42	36	28	34	41	49	39	39	40	35	29	39	41	42	40
Don't know	<b>8</b>	6	7	6	7	7	11	6	12	8	6	8	7	10	8	14	9	7	7	7	9

**\*REBASED\***

Unweighted Sample

<b>1971</b>	642	482	175	697	756	987	984	196	819	480	476	1180	791	1710	89	171	437	323	242	709	
<b>1972</b>	683	481	170	784	782	930	1042	135	795	484	558	1242	730	1722	93	157	445	347	199	731	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Can be included in a "smart casual" outfit	<b>22</b>	17	28	16	24	19	24	19	29	24	20	16	23	20	21	28	21	21	23	24	20
Cannot be included in a "smart casual" outfit	<b>69</b>	76	62	74	67	73	63	75	61	66	70	76	70	68	69	61	71	70	64	63	73
Don't know	<b>10</b>	7	10	10	10	8	12	7	10	10	9	9	8	13	10	11	8	9	13	13	8

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

**\*REBASED\***

Unweighted Sample

<b>2032</b>	662	474	170	744	750	994	1038	203	825	524	480	1182	850	1738	104	189	483	350	239	666	
<b>2057</b>	703	485	175	850	784	945	1112	143	809	536	569	1271	786	1766	109	182	480	378	206	702	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Can be included in a "smart casual" outfit	<b>66</b>	66	64	68	67	65	73	58	67	67	69	58	69	61	65	65	69	67	68	59	65
Cannot be included in a "smart casual" outfit	<b>27</b>	28	27	27	25	30	18	35	22	24	24	35	26	28	27	29	24	26	23	31	27
Don't know	<b>8</b>	5	8	6	8	6	9	7	11	9	7	7	6	11	8	6	6	7	9	10	8

**\*REBASED\***

Unweighted Sample

<b>2067</b>	628	522	193	777	734	955	1112	216	855	529	467	1185	883	1783	89	195	497	351	277	657	
<b>2059</b>	672	524	188	879	756	908	1151	141	839	542	537	1252	807	1779	98	182	501	363	224	691	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## A henley shirt (as the only item worn on the torso) <br/>

Can be included in a "smart casual" outfit	<b>59</b>	57	63	58	62	58	62	56	55	61	59	56	59	58	59	52	60	59	64	58	57
Cannot be included in a "smart casual" outfit	<b>33</b>	37	31	30	31	35	25	39	31	31	34	35	33	32	33	40	30	33	29	35	34
Don't know	<b>8</b>	6	6	12	7	7	12	5	14	8	7	8	7	10	8	8	10	9	7	7	9

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Unweighted Sample

<b>2068</b>	717	485	169	722	778	1019	1050	213	821	522	513	1194	875	1783	104	182	506	307	244	725	
<b>2076</b>	755	486	177	832	808	957	1119	150	787	539	600	1261	815	1798	108	170	516	333	203	746	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Can be included in a "smart casual" outfit	<b>86</b>	86	88	91	88	85	83	89	87	89	88	79	88	83	85	94	85	85	87	85	85
Cannot be included in a "smart casual" outfit	<b>8</b>	9	7	3	6	9	9	8	7	6	7	14	7	9	9	1	6	8	7	13	8
Don't know	<b>6</b>	4	5	5	6	5	9	4	6	6	6	7	5	8	6	5	8	7	6	2	6

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

**\*REBASED\***

Unweighted Sample

<b>2095</b>	685	533	180	752	742	1005	1091	232	875	518	470	1238	857	1802	110	183	515	353	260	674	
<b>2102</b>	731	526	180	853	781	946	1156	159	852	537	554	1310	792	1809	120	173	525	377	215	692	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Jumper over a t-shirt

Can be included in a "smart casual" outfit	<b>65</b>	62	69	64	68	63	64	66	62	69	68	56	65	64	64	64	69	67	68	60	63
Cannot be included in a "smart casual" outfit	<b>26</b>	30	21	23	24	28	23	28	28	22	24	34	26	25	26	25	25	28	22	29	26
Don't know	<b>9</b>	8	10	14	9	8	13	6	10	9	9	11	8	11	9	11	7	6	10	11	11

**\*REBASED\***

Unweighted Sample

<b>2064</b>	661	495	168	720	755	989	1075	213	853	510	488	1164	899	1783	104	177	469	350	258	707	
<b>2081</b>	702	506	174	830	798	938	1143	147	836	524	574	1253	828	1800	114	167	473	368	214	745	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Jumper over a button-up shirt

Can be included in a "smart casual" outfit	<b>83</b>	84	85	86	86	82	78	87	78	86	83	79	85	80	83	80	82	84	81	80	85
Cannot be included in a "smart casual" outfit	<b>10</b>	11	8	7	7	12	10	9	12	7	9	15	9	11	10	10	10	10	11	13	8
Don't know	<b>8</b>	5	7	7	6	6	11	4	10	7	7	7	7	9	7	10	8	7	9	7	7

**\*REBASED\***

Unweighted Sample

<b>2053</b>	672	502	166	732	741	1009	1044	240	847	481	484	1147	906	1777	97	179	492	328	251	707	
<b>2052</b>	711	492	171	832	775	947	1105	160	829	498	565	1226	826	1768	108	176	499	343	205	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Plain t-shirt and blazer

Can be included in a "smart casual" outfit	<b>86</b>	86	88	87	88	84	80	91	87	85	87	85	88	83	86	84	82	87	84	85	86
Cannot be included in a "smart casual" outfit	<b>8</b>	10	6	7	7	11	10	7	4	8	8	11	8	9	8	8	9	8	9	8	8
Don't know	<b>6</b>	4	5	6	5	5	9	3	9	7	5	4	4	9	6	7	9	5	6	7	6

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<b>Weighted Sample</b>	<b>6173</b>	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b>	<b>6173</b>	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

**\*REBASED\***

Unweighted Sample

<b>2101</b>	708	501	172	736	808	1016	1085	219	860	515	507	1170	931	1802	103	196	512	334	252	704	
<b>2121</b>	754	504	183	863	845	964	1157	148	831	544	598	1276	845	1825	107	189	521	366	208	730	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Printed t-shirt and blazer

Can be included in a "smart casual" outfit	<b>55</b>	52	64	47	61	49	50	60	62	61	52	47	59	50	55	52	57	58	56	55	53
Cannot be included in a "smart casual" outfit	<b>35</b>	40	30	41	32	41	36	33	24	29	39	43	32	38	35	35	30	33	36	33	37
Don't know	<b>10</b>	7	7	12	8	10	14	6	14	10	9	10	9	11	10	13	13	9	8	12	10

**\*REBASED\***

Unweighted Sample

<b>2010</b>	633	512	165	727	744	975	1035	228	836	460	486	1142	868	1735	105	170	483	355	229	669	
<b>2019</b>	675	515	169	833	777	931	1088	152	820	484	563	1221	798	1746	108	165	484	374	186	702	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Button-up shirt and blazer

Can be included in a "smart casual" outfit	<b>87</b>	91	86	92	87	89	84	90	81	86	86	91	89	84	87	91	80	86	90	83	88
Cannot be included in a "smart casual" outfit	<b>8</b>	6	9	7	8	6	8	7	11	8	7	6	7	8	7	4	13	7	7	10	7
Don't know	<b>5</b>	4	5	1	5	5	8	3	9	5	7	2	4	7	5	4	7	6	3	7	5

**\*REBASED\***

Unweighted Sample

<b>2005</b>	654	461	177	693	763	980	1026	229	807	502	466	1147	858	1735	98	173	491	314	251	678	
<b>1986</b>	694	455	176	780	784	917	1069	157	786	505	538	1191	795	1723	97	166	486	333	203	701	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Floor length dresses

Can be included in a "smart casual" outfit	<b>68</b>	68	74	72	76	67	65	71	58	73	69	64	71	64	68	71	65	68	69	68	69
Cannot be included in a "smart casual" outfit	<b>22</b>	25	20	19	17	25	20	24	26	17	22	28	20	25	22	19	24	22	24	23	20
Don't know	<b>10</b>	7	6	9	8	8	15	5	16	10	9	8	9	11	10	10	11	10	7	9	11

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

**\*REBASED\***

Unweighted Sample

2070	681	498	186	720	792	1024	1046	212	861	503	495	1204	866	1776	118	176	502	313	257	703	
2058	715	496	179	816	820	958	1100	145	839	505	569	1261	797	1775	116	167	508	335	203	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Sheath dresses <br/>

Can be included in a "smart casual" outfit	89	91	90	95	90	90	87	91	81	90	89	91	90	87	89	85	86	88	87	90	92
Cannot be included in a "smart casual" outfit	7	6	8	3	6	7	6	8	11	7	8	6	7	8	7	10	10	8	9	5	5
Don't know	4	3	2	2	3	3	7	1	7	3	4	3	3	5	4	5	4	4	4	5	3

**\*REBASED\***

Unweighted Sample

2056	658	488	184	742	753	969	1087	194	858	493	511	1178	878	1780	87	189	505	300	273	702	
2052	700	486	182	849	779	913	1139	133	820	505	594	1240	812	1780	93	179	497	326	218	739	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Collared shirt dresses

Can be included in a "smart casual" outfit	86	87	89	92	90	85	78	93	83	86	87	85	88	82	85	87	86	85	86	82	87
Cannot be included in a "smart casual" outfit	5	4	4	3	3	5	7	4	8	6	4	5	5	5	5	7	5	5	5	8	5
Don't know	9	9	8	5	7	10	16	3	10	9	8	10	7	12	9	6	8	10	9	11	8

**\*REBASED\***

Unweighted Sample

2124	695	498	195	755	791	1027	1097	257	844	556	467	1207	917	1839	98	186	534	368	261	677	
2096	727	486	198	853	797	957	1139	172	819	555	550	1280	816	1810	104	182	510	393	208	699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Cardigan / buttoned knitwear

Can be included in a "smart casual" outfit	80	80	85	85	84	77	75	86	79	82	82	75	84	76	81	74	78	78	80	84	82
Cannot be included in a "smart casual" outfit	13	15	9	9	10	17	14	12	10	11	13	19	11	15	13	18	13	15	12	12	11
Don't know	7	6	6	5	6	6	11	3	11	7	5	6	5	9	6	8	9	7	8	4	6

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

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Unweighted Sample

<b>2059</b>	651	506	168	723	755	980	1079	202	871	508	478	1170	889	1789	101	169	494	370	239	685	
<b>2076</b>	696	503	169	833	785	927	1149	144	845	523	564	1248	828	1792	110	174	502	390	194	706	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Jumpsuits <br/>

Can be included in a "smart casual" outfit	<b>85</b>	85	88	89	87	86	80	89	79	87	85	83	87	82	85	88	77	86	84	83	86
Cannot be included in a "smart casual" outfit	<b>9</b>	11	7	5	7	10	12	7	13	7	8	12	8	10	9	8	14	8	10	8	9
Don't know	<b>6</b>	3	4	6	6	4	8	4	8	6	7	5	5	7	6	4	9	6	6	9	5

**\*REBASED\***

Unweighted Sample

<b>1987</b>	685	488	171	706	741	954	1033	207	836	475	468	1146	841	1720	100	167	481	337	236	667	
<b>2005</b>	721	487	176	812	772	911	1094	143	820	489	553	1223	782	1741	109	155	496	356	190	699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Chinos <br/>

Can be included in a "smart casual" outfit	<b>91</b>	91	92	92	93	91	88	93	89	92	93	87	92	89	91	89	85	92	90	87	93
Cannot be included in a "smart casual" outfit	<b>6</b>	7	6	6	4	7	6	5	6	4	4	9	5	6	6	3	8	5	6	10	4
Don't know	<b>3</b>	2	2	2	3	3	6	1	5	3	3	3	3	5	3	7	7	3	4	3	3

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Unweighted Sample

<b>1984</b>	655	472	169	721	730	991	992	192	813	506	473	1166	818	1708	97	179	490	321	225	672	
<b>2006</b>	700	481	170	834	755	941	1065	137	792	522	555	1242	764	1716	110	180	490	349	185	692	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Ripped jeans <br/>

Can be included in a "smart casual" outfit	<b>8</b>	6	10	4	7	7	10	6	12	12	6	2	8	9	8	6	10	10	7	12	6
Cannot be included in a "smart casual" outfit	<b>89</b>	93	85	93	89	92	85	92	84	84	93	95	90	87	89	88	87	88	88	85	91
Don't know	<b>3</b>	2	4	4	4	2	5	1	4	4	2	3	3	4	3	6	2	2	4	3	3

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<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2053</b>	695	466	160	690	778	991	1062	231	857	483	483	1171	882	1785	88	180	484	367	253	681	
<b>2044</b>	727	472	166	787	805	931	1113	163	819	498	564	1235	809	1771	100	173	474	380	212	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Jeans (not ripped)

Can be included in a "smart casual" outfit	<b>65</b>	61	72	62	68	61	64	66	71	73	62	51	67	62	65	63	64	68	65	68	62
Cannot be included in a "smart casual" outfit	<b>29</b>	35	23	31	26	34	27	30	19	22	31	43	28	30	29	29	31	26	29	25	32
Don't know	<b>6</b>	5	5	7	6	5	9	3	10	5	7	6	5	8	6	8	5	6	6	7	6

**\*REBASED\***

Unweighted Sample

<b>2087</b>	698	514	163	747	778	998	1089	204	870	526	487	1186	901	1776	127	183	536	325	241	675	
<b>2109</b>	742	514	164	860	808	949	1160	147	850	539	573	1277	832	1794	138	177	538	344	200	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Skinny jeans <br/>

Can be included in a "smart casual" outfit	<b>55</b>	49	62	47	58	50	58	52	61	64	53	39	56	54	55	56	57	58	56	52	52
Cannot be included in a "smart casual" outfit	<b>38</b>	46	32	43	35	44	33	43	31	30	40	53	39	37	39	38	34	36	37	41	40
Don't know	<b>7</b>	6	6	9	7	6	9	5	8	6	7	8	5	9	7	6	9	6	7	6	7

**\*REBASED\***

Unweighted Sample

<b>1991</b>	653	477	194	747	725	962	1029	197	803	517	474	1130	861	1723	94	173	480	334	244	664	
<b>2011</b>	690	483	193	852	756	918	1093	132	795	534	550	1213	798	1734	107	170	470	372	197	695	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Sweat pants <br/>

Can be included in a "smart casual" outfit	<b>6</b>	6	6	3	5	5	8	4	11	4	6	7	5	7	6	1	5	7	5	10	5
Cannot be included in a "smart casual" outfit	<b>90</b>	92	90	93	91	91	86	94	82	92	91	88	92	87	90	92	89	88	91	87	92
Don't know	<b>4</b>	1	4	4	4	3	6	2	7	4	4	5	3	6	4	7	6	5	4	4	3

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2054</b>	658	510	185	717	777	984	1070	196	875	507	476	1141	913	1764	110	181	496	347	242	678	
<b>2078</b>	707	522	185	821	821	939	1139	144	834	530	570	1221	857	1788	118	172	497	373	196	722	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Tracksuit bottoms <br/>

Can be included in a "smart casual" outfit	<b>8</b>	8	6	3	7	9	11	5	10	8	7	9	7	10	8	8	7	8	8	11	7
Cannot be included in a "smart casual" outfit	<b>88</b>	89	92	94	90	89	84	93	85	89	90	87	91	85	88	89	88	89	87	86	89
Don't know	<b>4</b>	3	3	4	3	3	5	2	5	3	3	4	3	5	3	3	4	3	4	3	4

**\*REBASED\***

Unweighted Sample

<b>2038</b>	656	497	202	739	758	1008	1030	211	829	538	459	1167	871	1761	104	172	488	321	251	702	
<b>2055</b>	701	499	202	846	792	953	1102	139	807	557	552	1246	809	1771	114	170	497	345	204	725	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Slacks / dress trousers <br/>

Can be included in a "smart casual" outfit	<b>92</b>	95	92	96	94	94	88	95	86	90	94	95	93	90	92	94	86	91	92	90	94
Cannot be included in a "smart casual" outfit	<b>4</b>	3	5	1	3	3	4	4	6	5	3	3	4	4	4	1	7	6	4	5	2
Don't know	<b>4</b>	2	4	2	3	3	7	1	8	5	4	3	3	6	4	5	7	3	4	4	4

**\*REBASED\***

Unweighted Sample

<b>2085</b>	692	498	171	725	802	1014	1070	208	869	537	471	1182	902	1790	109	185	504	343	232	711	
<b>2084</b>	723	499	170	828	822	952	1132	143	856	534	551	1241	843	1787	115	182	498	369	193	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Silk trousers

Can be included in a "smart casual" outfit	<b>71</b>	71	77	76	76	69	67	74	64	72	72	70	75	65	70	80	72	67	70	69	73
Cannot be included in a "smart casual" outfit	<b>15</b>	17	14	8	11	19	13	17	14	13	16	18	12	19	16	5	12	20	16	17	13
Don't know	<b>14</b>	12	9	16	13	12	20	9	22	15	12	12	13	16	14	14	16	14	14	15	14



# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2027</b>	662	480	191	751	734	947	1080	203	806	531	487	1108	919	1760	100	167	484	351	234	692	
<b>2043</b>	712	480	191	859	771	904	1139	136	793	543	571	1194	849	1773	104	166	489	367	193	724	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Pencil skirts <br/>

Can be included in a "smart casual" outfit	<b>87</b>	90	87	90	88	87	87	88	88	88	87	88	86	88	86	88	82	82	89	85	88	89
Cannot be included in a "smart casual" outfit	<b>9</b>	7	10	7	8	9	7	10	9	9	8	8	9	8	8	15	13	8	8	9	7	
Don't know	<b>4</b>	3	3	4	4	4	6	2	2	4	4	6	3	5	4	4	5	3	6	3	4	

**\*REBASED\***

Unweighted Sample

<b>2051</b>	674	493	176	746	740	1003	1049	203	854	490	505	1157	894	1760	111	180	454	340	252	714	
<b>2055</b>	716	488	176	848	772	936	1119	141	820	508	586	1238	817	1759	122	174	458	363	210	728	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Flowy skirt <br/>

Can be included in a "smart casual" outfit	<b>86</b>	92	86	90	89	90	83	90	69	86	89	91	89	84	86	90	88	85	86	81	88
Cannot be included in a "smart casual" outfit	<b>8</b>	5	8	5	6	6	9	7	20	8	5	5	7	9	8	2	9	9	11	12	5
Don't know	<b>6</b>	3	5	5	5	5	9	3	11	5	6	4	4	8	6	8	3	6	4	6	6

**\*REBASED\***

Unweighted Sample

<b>2028</b>	675	502	162	691	787	1004	1025	203	852	530	444	1174	855	1763	101	164	486	343	253	681	
<b>2037</b>	719	496	164	795	813	943	1094	137	824	554	522	1237	800	1769	106	162	479	374	204	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Trainers

Can be included in a "smart casual" outfit	<b>48</b>	43	56	48	51	42	48	47	58	54	43	37	50	45	47	51	52	49	48	49	45
Cannot be included in a "smart casual" outfit	<b>45</b>	53	38	46	42	53	42	48	34	38	51	57	45	46	46	43	40	43	48	44	48
Don't know	<b>7</b>	4	6	6	7	5	9	4	9	8	6	5	6	8	7	6	9	8	4	7	7

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2092</b>	674	546	164	717	795	1013	1080	219	902	506	465	1216	877	1822	100	170	511	340	259	712	
<b>2073</b>	716	523	166	814	815	935	1138	151	856	519	547	1269	804	1802	105	166	492	366	207	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Oxford shoes / brogues / Derby shoes <br/>

Can be included in a "smart casual" outfit	<b>86</b>	86	89	94	89	85	80	92	83	88	89	81	88	83	86	84	88	84	87	89	86
Cannot be included in a "smart casual" outfit	<b>9</b>	11	7	3	6	10	12	6	9	8	5	14	8	10	9	11	8	11	8	7	7
Don't know	<b>5</b>	4	4	3	5	4	9	2	8	5	5	5	4	7	5	5	4	5	5	4	7

**\*REBASED\***

Unweighted Sample

<b>2120</b>	668	526	173	731	772	992	1128	233	899	494	494	1187	934	1833	108	180	518	366	276	673	
<b>2115</b>	711	517	173	836	802	924	1191	155	880	502	578	1266	849	1835	108	172	515	387	224	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Loafers <br/>

Can be included in a "smart casual" outfit	<b>90</b>	95	90	93	91	92	85	94	87	89	93	90	91	88	91	83	85	90	89	89	92
Cannot be included in a "smart casual" outfit	<b>5</b>	3	6	3	4	4	6	4	7	5	3	6	5	5	5	11	9	5	5	6	3
Don't know	<b>5</b>	2	4	4	5	4	9	1	6	6	4	4	3	7	5	6	6	5	6	6	4

**\*REBASED\***

Unweighted Sample

<b>2048</b>	653	490	168	700	771	948	1100	219	853	502	474	1154	894	1764	105	180	492	354	245	672	
<b>2031</b>	678	497	167	803	790	888	1143	147	821	514	549	1220	811	1752	106	173	490	364	201	697	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Desert boots <br/>

Can be included in a "smart casual" outfit	<b>61</b>	51	71	65	65	55	62	60	71	72	57	40	65	55	61	61	59	64	61	62	59
Cannot be included in a "smart casual" outfit	<b>31</b>	42	22	28	28	38	26	34	21	20	35	50	29	34	30	31	36	29	28	29	33
Don't know	<b>8</b>	6	7	7	7	7	11	6	8	8	7	10	6	11	9	8	5	7	11	8	9

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2134</b>	713	513	187	733	811	1018	1116	218	876	533	507	1209	925	1863	102	170	510	364	255	733	
<b>2111</b>	735	504	189	836	827	959	1152	149	836	539	587	1273	838	1839	109	163	495	382	208	754	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Ballet flats <br/>

Can be included in a "smart casual" outfit	<b>35</b>	29	44	45	43	30	28	42	36	39	37	25	39	30	35	28	36	34	35	39	35
Cannot be included in a "smart casual" outfit	<b>55</b>	65	46	43	46	63	58	53	51	50	55	66	53	59	55	59	52	57	55	54	55
Don't know	<b>10</b>	6	10	12	11	7	14	6	13	10	8	9	8	11	9	13	12	9	9	8	10

**\*REBASED\***

Unweighted Sample

<b>2097</b>	690	511	184	744	789	1034	1063	228	861	488	520	1170	927	1820	95	182	514	344	251	712	
<b>2083</b>	718	509	179	843	805	969	1114	151	827	509	596	1254	829	1805	104	174	511	364	205	725	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Ankle boots <br/>

Can be included in a "smart casual" outfit	<b>90</b>	93	89	94	91	90	85	95	81	91	94	88	91	89	90	88	89	89	92	87	91
Cannot be included in a "smart casual" outfit	<b>5</b>	4	6	5	4	5	7	3	12	4	2	6	5	5	5	4	7	6	4	5	4
Don't know	<b>5</b>	3	5	2	5	5	8	2	6	5	4	6	4	6	5	8	5	4	4	8	5

**\*REBASED\***

Unweighted Sample

<b>2018</b>	648	489	166	714	723	975	1043	236	806	503	473	1128	890	1740	97	180	497	360	217	667	
<b>2009</b>	679	493	172	823	753	897	1112	157	780	518	554	1204	805	1739	98	172	495	377	176	691	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Low heels

Can be included in a "smart casual" outfit	<b>90</b>	95	90	92	92	92	83	96	81	89	93	93	91	89	91	90	83	90	92	87	92
Cannot be included in a "smart casual" outfit	<b>3</b>	2	3	1	2	2	5	2	8	3	2	2	3	4	3	0	6	4	4	6	2
Don't know	<b>7</b>	3	6	6	5	6	12	2	11	8	5	4	6	7	6	10	11	7	5	7	6

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>2139</b>	664	524	169	711	796	1049	1090	235	871	530	503	1198	941	1823	125	191	535	330	234	723	
<b>2111</b>	704	515	169	813	818	973	1138	161	831	527	592	1264	847	1800	128	183	511	352	190	747	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## High heels

Can be included in a "smart casual" outfit	<b>76</b>	80	77	76	76	77	68	83	67	79	76	74	79	72	76	79	74	74	77	72	78
Cannot be included in a "smart casual" outfit	<b>16</b>	16	15	18	17	17	20	13	20	13	16	21	15	18	17	12	16	17	19	19	15
Don't know	<b>8</b>	4	7	6	7	5	11	4	13	7	8	6	6	10	7	9	10	9	4	9	7

**\*REBASED\***

Unweighted Sample

<b>2077</b>	715	470	176	694	824	982	1095	218	858	507	494	1211	865	1794	96	187	483	357	267	687	
<b>2059</b>	756	475	170	792	852	913	1146	143	823	517	576	1273	786	1780	103	176	484	373	216	707	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Sandals

Can be included in a "smart casual" outfit	<b>54</b>	55	56	64	60	55	38	68	33	50	62	62	58	49	54	57	51	53	51	54	56
Cannot be included in a "smart casual" outfit	<b>37</b>	37	35	25	33	37	49	26	47	41	32	29	34	40	36	38	40	37	43	37	32
Don't know	<b>9</b>	7	9	11	7	8	13	6	20	9	6	9	8	11	10	5	8	10	6	9	11

**\*REBASED\***

Unweighted Sample

<b>2141</b>	698	530	158	726	796	1047	1094	244	891	522	483	1198	943	1823	116	202	491	359	279	694	
<b>2116</b>	740	514	162	825	829	968	1148	157	857	534	568	1270	846	1814	121	181	486	388	227	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Low wedges

Can be included in a "smart casual" outfit	<b>88</b>	91	89	92	90	90	83	94	78	89	91	90	90	86	89	86	87	89	87	89	89
Cannot be included in a "smart casual" outfit	<b>6</b>	5	5	6	5	5	8	5	16	6	4	5	5	7	6	6	6	6	8	6	6
Don't know	<b>5</b>	4	5	2	5	5	10	1	6	5	6	5	5	6	5	8	7	5	5	5	5

# YouGov - Smart casual - women's attire

Sample Size: 6173 GB adults  
Fieldwork: 3rd - 5th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b> 6173	2017	1493	524	2175	2299	2987	3186	648	2550	1525	1450	3519	2654	5327	309	537	1488	1025	747	2068	
<b>Unweighted Sample</b> 6173	2136	1489	527	2485	2383	2810	3363	442	2471	1563	1697	3738	2435	5329	327	517	1483	1090	611	2145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*REBASED\***

Unweighted Sample

<b>1994</b>	638	490	180	724	708	1004	990	207	835	480	472	1178	816	1740	100	154	490	333	248	669	
<b>1988</b>	679	489	173	820	734	932	1056	139	808	488	553	1239	749	1732	104	152	483	349	205	695	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## High wedges <br/>

Can be included in a "smart casual" outfit	<b>80</b>	83	82	81	82	82	72	88	72	82	83	79	83	76	80	79	78	79	80	80	82
Cannot be included in a "smart casual" outfit	<b>13</b>	11	12	14	11	12	16	10	23	11	10	14	12	14	12	16	13	12	13	15	11
Don't know	<b>7</b>	5	6	5	6	6	12	2	6	7	8	6	5	10	7	5	9	9	7	5	7