YouGov Survey Results

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

		2014 Referendum Vote		2015 Vote				Holyrood Voting Intention				Gender		Age				Social Grade		Birthplace		
	Total	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	XX	XX	XX	XX	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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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		2014 Referendum Vote		2015 Vote				Holyrood Voting Intention				Gender		Age				Social Grade		Birthplace		
	Total	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	XX	XX	XX	XX	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

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