

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q1_1neels. In which, if any, of the following ways do you personally purchase clothing?

All Adults aged 16-75 in each country

	Country									Unweighted total
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)		
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089		7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089		7701
In store / from a high-street retailer	6210 81% CH	933 84% ACDH	794 71% C	867 79% C	913 84% ACDH	913 85% ACDH	965 87% ABCEDEH	824 76% C		6221 81% CH
Online direct (e.g. directly from a brand or from online fashion retailers such as ASOS, Zalando or Boohoo)	3541 46% CDF	582 52% ACDFH	393 35% C	433 39% C	563 51% ACDFH	447 42% C	655 59% ABCEDEH	469 42% C		3584 47% CDFH
Online marketplace (e.g. Ebay or Amazon)	2754 36% DG	457 41% ADFGH	536 48% ABDEFGH	204 19% B	458 42% ADFGH	382 36% DG	342 31% D	374 34% D		2793 36% DG
From a market / stall	1589 21% BCDE	99 9% BCDE	106 10% BCE	178 16% BCE	139 13% BC	343 32% ABCEDEH	422 38% ABCEDEH	302 28% ABCEDEH		1570 20% BCDE
From a vintage clothing shop	1242 16% BCDH	64 6% B	118 11% B	106 10% B	167 15% BCDH	185 17% BCDH	498 45% ABCEDEH	105 10% B		1267 16% BCDH
From magazines / catalogues	745 10% BFH	72 6% BFH	114 10% BFH	132 12% ABFH	166 15% ABCEDEH	59 5% BFH	134 12% ABFH	67 6% BFH		737 10% BFH
Somewhere else	660 9% BEF	35 3% BEF	147 13% ABDEFGI	96 9% BEF	43 4% BEF	61 6% B	85 8% BE	193 18% ABCEDEFGI		664 9% BEF
From a charity shop / thrift store	645 8% DEFGH	293 26% ADEFGH	352 32% ABDEFGH	- - -	- - -	- - -	- - -	- - -		637 8% DEFGH
I do not personally purchase clothing	147 2% G	27 2% EFG	28 3% EFG	39 4% AEFGH	12 1% EFGH	12 1% EFGH	11 1% EFGH	18 2% EFGH		141 2% EFGH
None of these	133 2% G	12 1% EFG	22 2% EFG	22 2% EFGH	18 2% EFGH	20 2% EFGH	18 2% EFGH	22 2% EFGH		133 2% EFGH

NET Purchase online	4620 60% DFH	766 69% ACDFH	684 61% DFH	525 48% ACDFH	738 67% ACDFH	580 54% D	727 66% ACDFH	600 55% D		4659 60% DFH
NET Purchase in person	6655 86% CDH	982 88% CDH	913 82% CDH	915 83% CDH	948 87% CDH	970 90% ACDEH	1030 93% ABCEDEH	897 82% ABCEDEH		6659 86% CDH
NET Purchase somewhere else	1450 19% BF	114 10% ABEFGI	363 24% ABEFGI	238 22% ABFI	215 20% BF	131 12% BF	221 20% ABEFGI	269 25% ABEFGI		1446 19% BF
NET Non-purchaser	147 2% G	27 2% EFG	28 3% EFG	39 4% AEFGH	12 1% EFGH	12 1% EFGH	11 1% EFGH	18 2% EFGH		141 2% EFGH

At least one answer	7421 96% D	1078 97% D	1067 96% DH	1040 95% D	1063 97% CD	1043 97% D	1080 97% CD	1049 96% D		7427 96% D
Mean answer	2.34 DH	2.35 DH	2.40 DH	1.94	2.30 D	2.29 D	2.87 ABCEDEH	2.22 D		2.35 DH

cordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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 All Adults aged 16+

Q1_heels. In which, if any, of the following ways do you personally purchase clothing?
 All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
In store / from a high-street retailer	6210 81% BDMPSQ	2971 78% AB	3239 83% AB	842 76% D	1143 82% D	1187 80% D	1274 82% D	1764 82% D	2740 81% M	699 82% M	406 84% M	3846 82% AM	2364 79% AM	3763 81% APQ	6210 93% ANPQ	947 65% Q	-	1940 84% AS	4270 79% AS	6221 81% AS
Online direct (e.g. directly from a brand or from online fashion retailers such as ASOS, Zalando or Boohoo)	3541 46% BDMPSQ	1579 41% AB	1962 50% AB	626 56% AFGH	802 57% AFGH	741 50% AGH	663 43% H	710 50% H	1685 50% AM	412 48% M	238 49% M	2335 50% AM	1206 40% AM	3541 77% ADPQ	3125 47% AQ	651 45% Q	-	1337 58% AS	2204 41% AS	3584 47% A
Online marketplace (e.g. Ebay or Amazon)	2754 36% HMQS	1404 37% H	1350 35% AB	418 38% H	617 44% H	597 40% AGH	564 36% H	644 26% H	1320 37% AM	316 39% M	191 39% M	1827 39% AM	927 31% AM	2754 60% ADPQ	2397 36% Q	548 38% Q	-	1064 46% AS	1690 31% AS	2793 36% A
From a market / stall	1589 21% BLGST	717 19% AB	872 22% AB	210 19% AB	277 20% AB	293 20% AB	322 21% AB	488 23% ADPQ	662 20% M	166 19% M	89 18% M	917 19% AM	673 22% AKL	986 21% Q	1589 24% ANQ	435 30% ANQ	-	635 27% AS	955 18% AS	1570 20% AS
From a vintage clothing shop	1242 16% BDMPSQ	568 15% AB	674 17% AB	204 18% GH	283 20% GH	231 16% GH	212 14% GH	313 15% AM	640 17% AM	141 17% M	82 18% M	863 18% AM	379 13% AM	852 18% AQ	1242 19% AQ	350 24% ANQ	-	621 27% AS	621 12% AS	1267 16% A
From magazines / catalogues	745 10% BDMPSQ	301 8% AB	444 11% AB	80 7% DF	152 11% DF	119 8% DF	163 11% DF	232 11% AM	362 11% M	94 10% M	49 12% AM	506 18% AM	240 10% ADQ	566 10% AQ	670 51% ANQ	745 16% ANQ	-	360 16% AS	386 7% AS	737 10% AS
Somewhere else	660 9% DENQDS	305 8% AB	355 9% AB	71 6% AB	99 7% AB	127 9% AB	151 10% AB	212 10% ADE	276 8% M	77 9% M	46 10% M	399 8% AM	261 9% AM	335 7% Q	466 7% Q	660 46% ANQ	-	222 10% AS	438 8% AS	664 9% AS
From a charity shop / thrift store	645 8% BGQS	248 7% AB	397 10% AB	129 12% AFGH	121 8% AFGH	118 7% AFGH	111 8% AFGH	167 7% AFGH	252 7% AIM	99 12% AIM	51 10% I	402 9% I	243 8% I	459 10% AQ	645 10% AQ	131 9% Q	-	233 10% AS	412 8% AS	637 8% AS
I do not personally purchase clothing	147 2% CLNDPR	111 3% AC	36 1% AC	35 3% AFGH	28 2% AFGH	27 2% AFGH	25 2% AFGH	32 2% AFGH	49 1% AFGH	17 2% AFGH	9 2% AFGH	74 2% AFGH	73 2% AIL	-	-	-	147 100% ANQP	-	147 3% AR	141 2% AR
None of these	133 2% KLMOR	76 2% AB	57 1% AB	21 2% AFGH	21 2% AFGH	25 2% AFGH	25 2% AFGH	41 2% AFGH	53 2% AFGH	13 2% AFGH	3 1% AFGH	69 1% AFGH	65 2% AKL	-	-	133 9% ANQ	-	17 1% AS	116 2% AS	133 2% AR
NET Purchase online	4620 60% BDMPSQ	2182 57% AB	2438 63% AB	760 68% ADH	1003 72% AFGH	969 65% AGH	903 58% H	984 46% AM	2160 63% AM	538 62% M	301 64% M	2999 54% AM	1621 100% AM	4620 60% ADPQ	4016 60% PQ	828 57% Q	-	1669 72% AS	2951 55% AS	4659 60% A
NET Purchase in person	6655 86% BDMPSQ	3197 84% AB	3459 89% AB	934 84% D	1219 87% D	1270 85% D	1350 87% D	1882 87% M	2932 88% M	428 88% M	750 87% M	4110 85% AM	2545 87% AM	4016 87% PQ	6655 100% ANPQ	1053 73% ANPQ	-	2100 91% AS	4556 85% AS	6659 86% AS
NET Purchase somewhere else	1450 19% BDNQDS	640 17% AB	811 21% AB	158 14% D	249 18% D	259 17% D	322 21% ADEP	461 20% ADEP	640 20% ADEP	173 19% M	95 20% M	908 19% AM	542 18% AQ	828 16% Q	1053 100% ANQ	1450 73% ANQ	-	542 23% AS	908 17% AS	1446 19% AS
NET Non-purchaser	147 2% CLNDPR	111 3% AC	36 1% AC	35 3% AFGH	28 2% AFGH	27 2% AFGH	25 2% AFGH	32 1% AFGH	49 1% AFGH	17 2% AFGH	9 2% AFGH	74 2% AFGH	73 2% AIL	-	-	-	147 100% ANQP	-	147 3% AR	141 2% AR
At least one answer	7421 96% BDMPSQ	3625 95% AB	3796 98% AB	1055 95% D	1350 96% D	1435 97% D	1499 97% D	2081 97% AM	3262 97% AM	827 97% M	475 98% M	4564 97% AM	2857 95% AM	4620 100% APQ	6655 100% APQ	1317 91% Q	-	2300 99% AS	5121 95% AS	7427 96% AS
Mean answer	2.34 BMS	2.23 AB	2.45 AB	2.44 ADH	2.59 AFGH	2.38 H	2.31 H	2.13 AM	2.43 AM	2.42 M	2.43 M	2.43 AM	2.20 AM	2.87 AD	2.46 A	3.39 ANQ	-	2.79 AS	2.14 AS	2.35 A

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formula used
 Column proportions (S): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**) Small Base: 100 (**)
 Column means (S): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**) Small Base: 100 (**)

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Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - How much the clothing costs
All adults who purchase clothing

	Country									Unweighted total
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)		
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073		7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071		7560
0	52 1% F	5 *	11 1% F	9 1% F	15 1% F	2 *	4 *	6 1%		48 1%
1	23 *	3 *	3 *	2 *	6 1%	3 *	3 *	3 *		24 *
2	46 1%	8 1%	4 *	8 1%	10 1%	5 *	6 1%	6 1%		46 1%
3	91 1% F	13 1% F	12 1% F	10 1% F	25 2% ABCFGH	3 *	18 2% F	9 1%		87 1% F
4	120 2% F	16 1% F	21 2% F	16 2% F	38 3% ABCFGH	7 1%	13 1%	10 1%		117 2% F
5	556 7% F	91 8% F	76 7% F	73 7% F	116 11% ACDFGH	36 3%	77 7% F	87 8% F		560 7% F
6	421 6%	57 5%	47 4%	66 6% G	74 7% G	58 5%	47 4%	72 7% G		427 6%
7	992 13%	142 13%	122 11%	152 14% C	150 14%	153 14% C	132 12%	140 13%		988 13%
8	1705 23% C	253 23% C	203 19% C	241 23% C	239 22% C	281 26% ACDEGI	228 21%	260 24% C		1715 23% C
9	1210 16%	173 16%	195 18% EG	180 17%	150 14%	179 17%	159 14%	173 16%		1194 16%
10	2284 30% E	324 30% E	388 36% ABDEFHI	295 28% E	250 23% E	331 31% E	403 37% ABDEFHI	293 27% E		2297 30% E
Don't know	57 1%	5 *	5 *	10 1%	8 1%	6 1%	10 1%	12 1%		57 1%

Low	331 4% F	45 4% F	52 5% F	44 4% F	94 9% ABCFGH	19 2% F	43 4% F	34 3% F		322 4% F
Medium	3673 49% CG	543 50% CG	448 41% CG	532 50% CG	579 54% ACGI	528 50% CG	483 44% ACGI	559 52% ACGI		3690 49% CG
High	3494 46% E	497 46% E	584 54% ABDEFHI	475 45% E	400 37% EH	510 48% EH	561 51% ABDEHI	466 44% E		3491 46% E

Mean	8.07 E	8.05 E	8.23 ABDEHI	8.02 E	7.54	8.34 ABDEHI	8.26 ABDEHI	8.03 E		8.07 E
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Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - How much the clothing costs
 All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
0	52 1% GMT	28 1% GM	24 1% AGH	15 1% AGH	9 1% AGH	10 1% AGH	3 1% AGH	14 1% AGH	27 1% AGH	5 1% AGH	9 1% AGH	41 1% AGH	11 1% AGH	33 1% AGH	42 1% AGH	13 1% AGH	-	14 1% AGH	38 1% AGH	48 1% AGH
1	23 *	11 *	11 *	5 *	4 *	8 *	2 *	4 *	10 *	3 *	1 *	14 *	9 *	16 *	18 *	3 *	-	9 *	13 *	24 *
2	46 1% MN	27 1% MN	19 1% MN	12 1% MN	6 1% MN	7 1% MN	5 1% MN	16 1% MN	27 1% MN	6 1% MN	4 1% MN	38 1% MN	9 1% MN	22 1% MN	41 1% MN	11 1% MN	-	15 1% MN	31 1% MN	46 1% MN
3	91 1% CS	64 2% AC	27 1% AC	19 2% AC	15 1% AC	14 1% AC	18 1% AC	25 1% AC	49 1% AC	4 1% AC	12 1% AC	65 1% AC	26 1% AC	59 1% AC	78 1% AC	20 1% AC	-	39 1% AC	51 1% AC	87 1% AC
4	120 2% COS	77 2% AC	42 1% AC	30 3% AFGH	26 1% AC	15 1% AC	23 1% AC	26 1% AC	55 2% AC	12 1% AC	12 1% AC	80 2% AC	40 1% AC	73 1% AC	96 1% AC	25 1% AC	-	47 1% AC	73 1% AC	117 2% AC
5	556 7% CDNO	309 8% AC	247 6% AC	107 5% AC	90 7% AC	107 7% AC	114 7% AC	187 9% AC	262 8% AC	51 6% AC	28 6% AC	341 7% AC	215 7% AC	308 7% AC	472 9% AC	125 9% AC	-	178 8% AC	377 7% AC	560 7% AC
6	421 6% M	212 6% M	208 5% GH	75 7% GH	74 5% GH	92 5% GH	73 5% GH	107 6% AC	215 6% AC	48 6% AC	33 7% AC	296 6% AC	125 4% AC	238 6% AC	374 5% AC	76 5% AC	-	144 6% AC	277 5% AC	427 6% AC
7	992 13% CS	521 14% AC	471 12% AC	156 15% AC	193 14% AC	197 14% AC	187 12% AC	258 12% AC	437 13% AC	105 13% AC	63 13% AC	606 13% AC	386 13% AC	651 14% AC	871 13% AC	210 14% AC	-	339 15% AC	652 12% AC	988 13% AC
8	1705 23% CMP	890 24% AC	815 21% AC	216 20% AC	340 25% ADG	355 24% D	329 22% D	465 24% M	782 25% M	212 25% M	118 24% M	1111 20% AM	594 22% AM	1036 23% P	1537 20% AP	290 20% AP	-	549 24% AS	1156 22% AS	1715 23% AS
9	1210 16% BFT	552 15% AC	657 17% AB	183 17% AB	227 17% AB	207 14% AB	255 17% AB	338 16% AC	522 16% AC	144 17% AC	67 14% AC	733 16% AC	477 16% AC	765 17% AC	1076 16% AC	216 15% AC	-	385 17% AC	825 16% AC	1194 16% AC
10	2284 30% BEHLR	982 27% AC	1302 34% AB	302 28% AB	378 28% AB	433 30% ADEF	506 33% E	665 31% E	907 27% E	247 29% E	127 27% E	1281 28% AUKL	1003 30% AUKL	1400 30% AUKL	2022 30% AUKL	437 30% AUKL	-	588 25% AR	1696 32% AR	2297 30% AR
Don't know	57 1% LNOR	27 1% AC	30 1% AC	6 1% AC	10 1% AC	14 1% AC	14 1% AC	17 1% AC	22 1% AC	3 *	4 1% AC	28 1% AC	29 1% AC	19 *	27 *	25 2% ANG	-	9 *	48 1% AR	57 1% AR
Low	331 4% CGMNST	208 6% AC	123 3% AC	80 7% AEFGH	59 4% AC	55 4% AC	51 3% AC	85 4% AC	167 5% AM	31 4% AC	39 8% AULM	237 5% AIM	94 3% AC	203 4% AC	276 4% AC	72 5% AC	-	125 5% AS	207 4% AC	322 4% AC
Medium	3673 49% GGMS	1932 52% AC	1741 45% AC	504 47% G	698 51% ADGH	750 51% ADGH	703 46% AC	1017 48% AM	1697 51% M	416 50% M	241 51% M	2354 45% AM	1319 48% AM	2233 49% AM	3254 48% AM	700 48% AM	-	1211 52% AS	2462 47% AS	3690 49% AS
High	3494 46% BFHLR	1534 41% AC	1959 51% AB	485 45% AB	604 44% AB	641 44% ADEF	760 50% ADEF	1003 47% ADEF	1430 43% K	391 47% K	194 41% K	2014 43% AUKL	1479 51% AUKL	2165 47% AUKL	3098 47% AUKL	653 45% AUKL	-	973 42% AR	2521 48% AR	3493 46% AR
Mean	8.07 BOMLR	7.88 AC	8.25 AB	7.88 AEFGH	8.04 AC	8.04 AC	8.22 ADEFH	8.08 D	7.93 HL	8.14 HL	7.77 K	7.95 K	8.25 AHL	8.09 P	8.09 AP	7.97 AC	-	7.89 AR	8.14 AR	8.07 AR

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Overlay formulae used

ColumnProportions (S%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (S%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)

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Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - The quality of the clothing
All adults who purchase clothing

	Country								Unweighted total
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
0	12*	2*	1*	2*	-	1*	1*	4*	11*
1	18*	3*	2*	3*	4*	1*	2*	3*	17*
2	21*	5*	2*	6*	4*	1*	-	4*	22*
3	35*	4*	10*	2*	6*	2*	5*	6*	34*
4	82*	9*	12*	5*	17*	10*	16*	13*	77*
5	291*	40*	50*	47*	39*	19*	33*	63*	290*
6	411*	74*	59*	57*	69*	41*	39*	73*	418*
7	997*	180*	117*	156*	129*	133*	111*	171*	975*
8	1767*	296*	232*	283*	241*	257*	189*	269*	1782*
9	1506*	199*	217*	207*	222*	225*	238*	198*	1521*
10	2357*	273*	383*	285*	340*	364*	454*	259*	2353*
Don't know	57*	7*	5*	8*	11*	10*	10*	8*	60*

Low	168*	23*	26*	19*	31*	15*	24*	31*	161*
Medium	3466*	589*	468*	543*	477*	451*	372*	576*	3465*
High	3863*	472*	600*	491*	562*	589*	693*	457*	3874*

Mean	8.36	8.16	8.43	8.24	8.34	8.58	8.69	8.04	8.36
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ColumnProportions (5%): A/B/C/D/E/F/G/H/ Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/ Minimum Base: 30 (**); Small Base: 100 (*)

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	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
0	12	8	4	6	2	2	1	1	3	-	2	5	6	3	7	4	-	1	11	11
	*	*	*	1%	*	*	*	*	*	-	*	*	*	*	*	*	-	*	*	*
	NO			AGH																
1	18	12	6	6	4	4	4	3	12	2	1	15	3	13	14	7	-	9	9	17
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
	GM			GH		G			M							O				
2	21	15	6	3	3	6	7	3	12	1	4	16	5	12	16	7	-	4	18	22
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	-	*	*	*
	C										M									
3	35	13	22	10	3	6	7	9	15	7	-	22	13	17	26	10	-	8	27	34
	*	*	1%	1%	*	*	*	*	*	1%	-	*	*	*	*	1%	-	*	1%	*
	O			AE																
4	82	47	35	25	17	10	13	17	39	9	4	52	30	44	61	24	-	33	49	77
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%
	OT			AFGH											AND					
5	291	169	122	45	58	71	49	67	120	35	12	167	124	153	235	61	-	56	235	290
	4%	5%	3%	4%	4%	5%	3%	3%	4%	4%	3%	4%	4%	3%	4%	4%	-	2%	4%	4%
	CNDOR	AC				AGH													AR	
6	411	197	214	71	95	96	73	77	205	43	20	268	144	223	358	69	-	91	321	418
	5%	5%	6%	7%	7%	7%	5%	6%	6%	4%	6%	5%	5%	5%	5%	5%	-	4%	6%	6%
	HNR		H	AGH	AGH	AGH			AM						N				AR	
7	997	489	507	169	218	199	176	234	424	109	52	585	411	582	866	152	-	242	754	975
	13%	13%	13%	16%	16%	14%	12%	11%	13%	13%	11%	13%	14%	13%	13%	11%	-	10%	14%	13%
	GHPRK			AGH	AGH	H								P	P				AR	
8	1767	893	873	262	318	357	382	449	737	223	125	1086	681	1059	1567	310	-	530	1237	1782
	23%	24%	23%	24%	23%	24%	25%	21%	22%	27%	26%	23%	23%	24%	24%	21%	-	23%	24%	24%
	HS				H	H	H			AE		I			P					
9	1506	769	737	213	268	277	306	442	701	160	92	953	553	949	1359	317	-	515	991	1521
	20%	21%	19%	20%	20%	19%	20%	21%	21%	19%	19%	21%	19%	21%	20%	22%	-	22%	19%	20%
	S							AM						A	A			AS		
10	2357	1057	1300	260	375	420	498	804	1016	251	160	1427	930	1542	2112	468	-	818	1539	2353
	31%	29%	34%	24%	27%	29%	33%	38%	31%	30%	34%	31%	32%	33%	32%	32%	-	35%	29%	31%
	BDEFS		AB			D	DEF	ADEFG						AO	A			AS		
Don't know	57	31	26	7	9	13	13	16	29	-	5	35	22	22	34	20	-	11	46	60
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	-	*	1%	1%
	JNO							J			J	J	J		AND					
Low	168	94	74	49	30	27	28	33	81	19	11	111	57	90	124	53	-	54	114	161
	2%	3%	2%	5%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	-	2%	2%	2%
	HMOT			AEFGH											AND					
Medium	3466	1749	1718	547	690	723	680	827	1487	410	210	2106	1360	2017	3026	593	-	919	2547	3465
	46%	47%	45%	51%	50%	49%	45%	39%	45%	49%	44%	45%	47%	44%	45%	41%	-	40%	49%	46%
	CHNPR	AC		AGH	AGH	AGH	H		IL					P	NP				AR	
High	3863	1827	2037	473	643	698	804	1246	1717	411	252	2380	1483	2491	3471	785	-	1333	2530	3874
	51%	49%	53%	44%	47%	48%	53%	59%	52%	49%	53%	51%	51%	54%	52%	54%	-	58%	48%	51%
	BDEFS		AB			DEF		ADEFG						AO	A			AS		
Mean	8.36	8.28	8.44	8.03	8.20	8.25	8.46	8.62	8.34	8.32	8.47	8.35	8.37	8.46	8.40	8.35	-	8.56	8.27	8.36
	BDEFS		AB		D	D	ADEF	ADEFG						ADP	A			AS		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (2%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey

All Adults aged 16+

Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - That the clothes are produced ethically (i.e. with minimal impact on natural resources, workers or local communities)

All adults who purchase clothing

	Country									Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)		
Unweighted base	7560	1052	1088	1061	1083	1064	1099	1073		7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071		7560
0	375 5% FH	74 7% ADFH	78 7% ADFH	41 4% F	59 5% FH	30 3% F	58 5% FH	36 3% F		381 5% FH
1	186 2% F	28 3% F	48 4% ABDEFHI	24 2% F	17 2% F	11 1% F	30 4% AEFH	18 2% F		185 2% F
2	304 4% F	52 5% F	64 6% ADFGHI	40 4% F	48 4% F	21 2% F	40 4% F	39 4% F		300 4% F
3	381 5% H	60 6% H	69 6% FH	51 5% F	64 6% H	44 4% F	54 5% F	39 4% F		379 5% F
4	488 6% F	99 9% ADFGHI	77 7% F	58 5% F	76 7% F	51 5% F	72 7% F	55 5% F		484 6% F
5	1273 17% F	230 21% ACDEFGI	177 16% F	185 17% F	183 17% F	128 12% F	177 16% F	193 18% F		1276 17% F
6	945 13% C	149 14% C	104 10% C	131 12% C	119 11% C	159 15% ACEI	133 12% CEI	150 14% CE		962 13% C
7	1040 14% B	116 11% B	130 12% B	168 16% BCEG	135 12% B	190 18% ABCEGI	131 12% B	170 16% BCEG		1035 14% B
8	1010 13% B	124 11% B	132 12% B	144 14% B	148 14% B	179 17% ABCEGI	128 12% B	155 14% B		1018 13% B
9	605 8% B	71 7% B	77 7% B	95 9% B	91 8% B	99 9% B	84 8% B	87 8% B		605 8% B
10	734 10% B	73 7% B	100 9% B	98 9% B	104 10% B	125 12% ABI	134 12% ABCDHI	99 9% B		720 10% B
Don't know	213 3% B	13 1% B	32 3% B	26 2% B	38 4% B	25 2% B	48 4% ABDI	31 3% B		215 3% B
Low	1735 23% FH	314 29% ADEFGHI	335 31% ADEFGHI	214 20% F	263 24% DFH	158 15% F	263 24% DFH	187 17% FH		1739 23% FH
Medium	4268 56% CG	619 57% CG	544 50% CG	638 59% CEG	585 54% CEG	656 62% ABCEGI	569 52% ABCEGI	667 62% ABCEGI		4291 57% CG
High	1338 18% B	145 13% B	177 16% B	193 18% B	195 18% B	224 21% ABCH	218 20% BC	186 17% B		1325 18% B
Mean	6.00 BC	5.51 BC	5.55 BC	6.15 BC	5.97 BC	6.64 ABCEGHI	5.99 BC	6.24 ABCEGI		6.00 BC

accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018
 FOR PUBLIC USE
 Sustainable Fashion Survey
 All Adults aged 16+

Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - That the clothes are produced ethically (i.e. with minimal impact on natural resources, workers or local communities)
 All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing decisions				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
0	375 5% CLR	238 6% AC	137 4% AC	47 4% AC	58 4% AC	80 5% AC	85 6% AC	106 5% AC	153 4% AC	32 4% AC	20 4% AC	205 4% AIL	170 5% AIL	230 5% AIL	320 5% AIL	65 4% AIL	-	22 1%	353 5%	381 5%
1	186 2% CHMR	110 3% AC	76 2% AC	45 4% AEFGH	35 3% AC	38 3% AC	30 2% AC	37 2% AC	97 3% AM	20 2% AC	12 3% AC	129 3% AM	57 2% AC	120 3% AC	156 2% AC	34 2% AC	-	23 1%	163 3%	185 2%
2	304 4% CHR	175 5% AC	129 3% AC	55 5% H	57 4% H	68 5% H	58 4% H	66 5% AELM	160 3% AC	27 4% AC	17 4% AC	204 3% AM	101 4% AC	179 4% AC	283 4% A	51 4% AC	-	32 1%	272 5%	300 4%
3	381 5% GHR	190 5% AC	191 5% AC	94 6% AEFGH	79 5% GH	79 5% GH	53 3% GH	76 4% AC	176 5% AC	52 6% AC	17 4% AC	246 5% AC	135 5% AC	234 5% AC	341 5% AC	68 5% AC	-	55 2%	326 6%	379 5%
4	488 6% HR	252 7% AC	236 6% AC	85 8% H	98 7% H	93 6% H	108 7% H	104 6% H	226 7% AC	54 6% AC	32 7% AC	311 6% AC	177 7% AC	298 6% AC	443 7% AC	80 5% AC	-	77 3%	412 8%	484 6%
5	1273 17% CPR	671 18% AC	602 16% AC	157 15% AC	229 17% AC	269 18% D	254 17% AC	365 17% AC	544 16% AC	135 16% AC	80 17% AC	759 16% AC	514 18% AC	776 17% P	1108 17% P	205 14% AC	-	235 10%	1038 20%	1276 17%
6	945 13% HP	462 12% AC	484 13% AC	135 13% H	191 14% H	202 14% H	189 12% H	229 13% AC	432 11% AC	107 13% AC	53 13% AC	592 12% AC	353 12% AC	575 12% P	835 13% P	144 10% AC	-	274 12%	671 13%	962 13%
7	1040 14% S	493 13% AC	546 14% AC	153 14% AC	191 14% AC	205 14% AC	207 14% AC	284 13% AC	469 14% AC	123 15% AC	55 12% AC	647 14% AC	393 13% AC	648 14% AC	919 14% AC	208 14% AC	-	403 17%	636 12%	1035 14%
8	1010 13% BFIS	457 12% AC	553 14% AB	121 11% AC	195 14% DF	163 11% DF	226 15% DF	305 14% DF	414 12% AC	134 16% AIL	73 15% AC	622 13% I	388 13% AC	613 13% AC	886 13% AC	224 15% AND	-	458 AS	552 11%	1018 13%
9	605 8% BFMS	257 7% AC	348 9% AB	83 8% AC	98 7% AC	99 7% AC	121 8% AC	203 10% AEF	284 9% AC	69 8% AC	42 9% AC	395 9% AM	210 7% AC	399 9% A	546 8% AC	153 11% AC	-	338 AS	267 5%	605 8%
10	734 10% BDEFILST	302 8% AC	432 11% AB	77 7% AC	104 8% AC	120 8% AC	152 10% DE	281 13% ADEFG	273 8% AC	72 9% UL	57 12% UL	402 9% AIL	331 10% AIL	449 10% AC	650 10% AC	158 11% AC	-	370 AS	364 7%	720 10%
Don't know	213 3% NOK	95 3% AC	119 3% AC	24 2% AC	35 3% AC	46 3% AC	41 3% AC	66 3% AC	86 3% AC	16 2% AC	17 4% AC	119 3% AC	94 3% AC	99 2% AC	168 3% N	61 4% AND	-	30 1%	184 4%	215 3%
Low	1735 23% CHPR	965 26% AC	770 20% AC	326 30% AEFGH	327 24% H	357 24% H	334 22% H	390 18% ALM	813 25% ALM	184 22% AC	98 21% AC	1095 24% AC	640 22% AC	1061 23% P	1543 23% P	298 21% AC	-	209 9%	1526 29%	1729 23%
Medium	4268 56% DPS	2083 56% AC	2185 57% AC	566 53% D	806 59% D	838 57% D	876 57% D	1182 56% AC	1859 59% AC	499 55% AC	262 57% AC	2620 59% AC	1648 57% P	2612 57% P	3748 56% AC	780 54% AC	-	1371 AS	2897 55%	4291 57%
High	1338 18% BDFPS	558 15% AC	780 20% AB	160 15% AC	203 15% AC	219 15% AC	273 18% EF	483 23% ADEFG	557 17% AC	141 17% AC	100 21% L	797 17% AC	541 19% AC	848 18% AC	1196 18% AC	311 21% AND	-	708 AS	631 12%	1325 18%
Mean	6.00 BDFIS	5.71	6.28 AB	5.64	5.91 D	5.77	6.07 DF	6.36 ADEFG	5.90	6.11 I	6.25 AIL	5.97 I	6.05	6.02	6.01	6.30 AND	-	7.26 AS	5.43	6.00

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
 ColumnProportions (2%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)
 ColumnMeans (2%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey

All Adults aged 16+

Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - The design and fit of the clothes
All adults who purchase clothing

	Country									Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)		
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073		7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071		7560
0	20 *	3 *	2 *	1 *	2 *	5 *	2 *	5 1%		19 *
1	18 *	1 *	5 F	4 *	4 *	- .	1 *	4 F		18 *
2	32 *	4 *	1 *	8 1% C	6 1%	3 *	8 1% C	4 *		32 *
3	49 1% C	10 1% C	1 *	9 1% C	11 1% C	6 1% C	6 1%	7 1% C		47 1% C
4	90 1%	11 1%	7 1%	12 1%	14 1%	13 1%	16 1%	17 2%		91 1%
5	305 4% G	47 4% G	37 3%	59 6% ACEFGI	31 3%	33 3%	29 3%	69 6% ABCEFGI		301 4% G
6	328 4% CG	44 4%	31 3%	58 5% CG	41 4%	58 5% CG	29 3%	67 6% ABCEGI		334 4% CG
7	801 11% CE	110 10% C	72 7%	147 14% ABCEGI	87 8%	130 12% CEG	101 9% C	153 14% ABCEGI		805 11% CE
8	1502 20% CEG	232 21% CEG	164 15%	254 24% ACEGI	164 15%	250 24% ACEGI	172 16%	266 25% ACEGI		1516 20% CEG
9	1591 21%	235 22%	246 23%	238 22%	228 21%	221 21%	213 19%	210 20%		1595 21%
10	2740 36% DFH	385 35% DH	517 47% ABDFHI	261 25%	476 44% ABDFHI	334 31% DH	508 46% ABDFHI	259 24%		2723 36% DFH
Don't know	77 1%	9 1%	6 1%	11 1%	18 2% C	10 1%	14 1%	11 1%		79 1%

Low	210 3% C	29 3%	16 1%	33 3% C	37 3%	27 3%	32 3% C	37 3% C		207 3% C
Medium	2936 39% CEG	433 40% CEG	305 28%	519 49% ABCEFGI	323 30%	472 44% ABCEGI	331 30%	555 52% ABCEFGI		2956 39% CEG
High	4331 57% DFH	620 57% DFH	762 70% ABDEFGHI	499 47%	704 65% ABDFHI	556 52% DH	721 66% ABDFHI	469 44%		4318 57% DFH

Mean	8.48 DH	8.48 DH	8.87 ABDEFHI	8.14	8.69 ABDFHI	8.39 DH	8.76 ABDFHI	8.03		8.48 DH
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30 (**) Small Base: 100 (*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30 (**) Small Base: 100 (*)

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Q2_heels. How important, if at all, are each of the following factors to you personally when purchasing clothing? - The design and fit of the clothes
 All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing decisions				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
0	20	10	10	8	3	5	2	2	3	-	1	4	16	7	15	4	-	3	17	19
	*	*	*	1%	*	*	*	*	*	-	*	*	1%	*	*	*	-	*	*	*
	ILN			AGH									AIL							
1	18	13	5	4	6	4	2	3	10	1	1	12	6	10	17	3	-	8	10	18
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
	C																			
2	32	23	9	7	8	8	2	7	17	2	2	21	11	16	25	11	-	9	23	32
	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	*	*	*	1%	1%	-	*	*	*
	CGO	AC		G	G	G									NO					
3	49	35	15	17	6	13	5	8	26	6	3	34	15	25	35	14	-	17	32	47
	1%	1%	*	2%	*	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
	CO	AC		AEFGH											O					
4	90	67	23	11	21	18	20	19	44	8	3	55	35	49	73	22	-	26	64	91
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%
	CO	AC																		
5	305	206	99	56	57	72	61	59	133	28	17	178	127	155	235	61	-	66	239	301
	4%	6%	3%	5%	4%	5%	4%	3%	4%	3%	4%	4%	4%	3%	4%	4%	-	3%	5%	4%
	CHNOR	AC		H	H	H	H	H	H										AR	
6	328	196	132	55	73	76	56	67	164	36	23	222	106	156	283	58	-	98	230	334
	4%	5%	3%	5%	5%	4%	3%	5%	4%	5%	4%	5%	4%	3%	4%	4%	-	4%	4%	4%
	CHMN	AC		H	AGH	GH			AM			AM			N					
7	801	470	331	106	174	168	144	209	353	72	45	471	331	452	690	149	-	232	570	805
	11%	13%	9%	10%	13%	12%	9%	10%	11%	9%	9%	10%	11%	10%	10%	10%	-	10%	11%	11%
	CH	AC			ADGH							J								
8	1502	803	699	221	298	314	299	370	690	161	85	936	566	898	1333	271	-	454	1048	1516
	20%	22%	18%	21%	22%	21%	20%	17%	21%	19%	18%	20%	19%	20%	19%	20%	-	20%	20%	20%
	CH	AC		H	H	H														
9	1591	733	858	235	318	291	307	441	699	207	97	1003	588	1018	1434	276	-	513	1078	1595
	21%	20%	22%	22%	23%	20%	20%	21%	21%	25%	20%	22%	20%	22%	22%	19%	-	22%	21%	21%
	BP	AC	AB		AFG							ALIM		AP	AP					
10	2740	1104	1636	345	396	476	610	913	1143	315	194	1652	1087	1800	2465	554	-	876	1864	2723
	36%	30%	42%	32%	29%	33%	40%	43%	34%	38%	41%	36%	37%	39%	37%	38%	-	38%	36%	36%
	BDER	AC	AB		E	ADEF	ADEF	ADEF			AIL	I	I	AO	A					
Don't know	77	40	37	11	12	15	16	24	33	3	7	44	33	33	52	27	-	14	63	79
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	2%	-	-	1%	1%	1%
	NOR									J					ANO				AR	
Low	210	148	62	47	44	48	32	40	100	17	10	126	84	108	164	54	-	63	147	207
	3%	4%	2%	4%	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%	4%	-	3%	3%	3%
	CHNO	AC		AGH	H	GH									ANO					
Medium	2936	1676	1260	438	603	631	560	704	1340	298	169	1807	1129	1660	2541	540	-	850	2086	2956
	39%	45%	33%	41%	44%	43%	37%	33%	40%	35%	35%	39%	39%	36%	38%	37%	-	37%	40%	39%
	CHNOR	AC	H	AGH	AGH	H			AKL			J			N				AR	
High	4331	1836	2494	580	713	767	917	1354	1842	522	291	2655	1676	2818	3898	830	-	1389	2942	4318
	57%	50%	65%	54%	52%	53%	60%	64%	56%	62%	61%	57%	57%	61%	59%	57%	-	60%	56%	57%
	BDERS	AC	AB		ADEF	ADEF	ADEF	ADEF			AILM	I	I	ADP	A			AS		
Mean	8.48	8.19	8.76	8.26	8.29	8.31	8.62	8.74	8.43	8.63	8.62	8.49	8.48	8.62	8.54	8.46	-	8.57	8.44	8.48
	BDERS	AB	AB				ADEF	ADEF		AILM	I	I		ADP	A			AS		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (2%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/A/T Minimum Base: 30 (**) Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - Summary for row 2-5

All Adults aged 16-75 in each country

	Q3_heels. To what extent do you agree or disagree with the following statements?			
	The fashion industry generally finds it difficult to know which clothing brands or companies meet higher ethical standards	The fashion industry has made improvements on environmental and social impacts of the manufacturing process over the past decade	The fashion industry informs consumers about the environmental and social impacts of the manufacturing process over the past decade	I generally find it difficult to know which clothing brands or companies meet higher ethical standards
	(A)	(B)	(C)	(D)
Unweighted base	7701	7701	7701	7701
Weighted base	7701	7701	7701	7701
Strongly agree (5)	2067 27% BC	458 6% C	348 5% ABC	2342 30% ABC
Tend to agree (4)	2841 37% BC	2127 28% C	959 12% BC	2827 37% BC
Neither agree nor disagree (3)	1536 20%	2628 34% ACD	1969 26% AD	1498 19%
Tend to disagree (2)	314 4% AD	1009 13% AD	2150 28% ABD	406 5% A
Strongly disagree (1)	152 2%	457 6% AD	1668 22% ABD	220 3% A
Don't know	791 10% CD	1023 13% ACD	608 8% D	408 5%

Agree	4908 64% BC	2584 34% C	1307 17% ABC	5169 67% ABC
Disagree	466 6%	1466 19% AD	3817 50% ABD	626 8% A
Net diff	4443 58%	1119 15%	-2511 -33%	4543 59%

Mean	3.92 BC	3.17 C	2.46	3.91 BC
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Requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30 (**) Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - I am concerned that the manufacturing of clothes that I buy has a negative impact on the environment

All adults who purchase clothing

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Strongly agree (5)	1067 14% BCE	130 12% BCE	103 9% BCE	166 16% BCEG	112 10% C	139 13% C	132 12% C	286 27% ABCDEFGI	1080 14% BCE
Tend to agree (4)	2406 32% C	332 30% C	273 25% C	371 35% BC	347 32% C	364 34% C	339 31% C	381 36% ABCGI	2415 32% C
Neither agree nor disagree (3)	2479 33% H	392 36% ADHI	370 34% H	320 30% H	356 33% H	385 36% ADHI	382 35% DH	275 26% DH	2472 33% H
Tend to disagree (2)	829 11% H	121 11% H	185 17% ABDEFGHI	109 10% H	144 13% ADFGHI	109 10% H	98 9% H	62 6% H	821 11% H
Strongly disagree (1)	415 5% F	48 4% F	105 10% ABDEFGHI	53 5% F	65 6% F	31 3% F	67 7% F	45 4% F	418 6% F
Don't know	359 5% H	67 6% DFHI	53 5% H	41 4% H	57 5% FH	36 3% FH	81 8% ACDFHI	23 2% FH	354 5% H

Agree	3473 46% BCE	461 42% C	376 34% C	537 51% ABCEGI	459 42% C	503 47% BCEG	470 43% C	667 62% ABCDEFGI	3495 46% BCEG
Disagree	1243 16% FH	169 16% H	290 27% ABDEFGHI	163 15% H	209 19% ABDFGHI	140 13% H	165 15% H	107 10% FH	1239 16% FH
Net diff	2230 30%	292 27%	85 8%	374 35%	250 23%	363 34%	306 28%	560 52%	2256 30%

Mean	3.40 CE	3.37 C	3.08	3.48 ABCEGI	3.29 C	3.46 BCEG	3.36 C	3.76 ABCDEFGI	3.40 CE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - I am concerned that the manufacturing of clothes that I buy has a negative impact on the environment

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Strongly agree (5)	1067 14% BS	489 13% AB	578 15% AB	161 15% AB	194 14% AB	200 14% AB	224 15% AB	288 14% AB	444 13% AB	117 14% AB	88 18% AJULM	649 14% I	419 14% I	696 15% A	956 14% A	223 15% A	-	587 25% AS	480 9% AS	1080 14% AS
Tend to agree (4)	2406 32% BS	1100 30% AB	1306 34% AB	345 32% AB	462 34% F	441 30% F	482 32% F	676 32% F	1045 32% F	288 34% F	150 31% F	1483 32% F	923 32% F	1576 34% AO	2144 32% AO	505 35% AO	-	966 42% AS	1441 28% AS	2415 32% AS
Neither agree nor disagree (3)	2479 33% CENPR	1267 34% AC	1211 31% AC	323 30% AC	411 30% ADE	518 35% ADE	502 33% ADE	725 34% DE	1104 33% DE	265 32% DE	144 30% DE	1512 33% DE	967 33% DE	1431 31% NP	2178 33% NP	439 30% NP	-	486 21% AR	1993 38% AR	2472 33% AR
Tend to disagree (2)	829 11% CPR	441 12% AC	387 10% AC	125 12% AC	167 12% H	166 11% H	163 11% H	207 10% H	372 11% H	86 10% H	54 11% H	512 11% H	317 11% H	488 11% P	738 11% P	128 9% P	-	170 7% AR	658 13% AR	821 11% AR
Strongly disagree (1)	415 5% CNDR	253 7% AC	162 4% AC	56 5% AC	71 5% AC	68 5% AC	98 6% F	122 6% F	199 6% F	43 5% F	23 5% F	265 6% F	149 5% F	234 5% F	350 5% F	80 6% F	-	68 3% AR	347 7% AR	418 6% AR
Don't know	359 5% BGNDR	151 4% AB	208 5% AB	66 6% AG	67 5% AG	68 5% AG	55 4% AG	103 5% AG	152 5% AG	40 5% AG	19 4% AG	212 5% AG	147 5% AG	195 4% AG	289 4% AG	75 5% AG	-	40 2% AR	319 6% AR	354 5% AR

Agree	3473 46% BS	1589 43% AB	1885 49% AB	506 47% AB	656 48% F	640 44% F	707 46% F	964 45% F	1489 45% F	405 48% F	237 50% F	2131 46% I	1342 46% I	2271 49% AO	3100 47% A	728 50% AO	-	1553 67% AS	1921 37% AS	3495 46% AS
Disagree	1243 16% CNPR	694 19% AC	549 14% AC	181 17% AC	238 17% AC	234 17% AC	262 17% AC	329 16% AC	571 17% AC	129 15% AC	77 16% AC	777 17% AC	466 16% AC	722 16% P	1088 16% P	209 14% P	-	238 10% AR	1005 19% AR	1239 16% AR
Net diff	2230 30% BS	895 24% AB	1335 35% AB	325 30% AB	418 30% F	407 28% F	445 29% F	635 30% F	918 28% F	276 33% F	160 34% F	1354 29% I	876 30% I	1549 34% AO	2012 30% A	519 36% AO	-	1314 57% AS	916 17% AS	2256 30% AS

Mean	3.40 BS	3.32 AB	3.48 AB	3.43 AB	3.41 F	3.39 F	3.39 F	3.40 F	3.37 F	3.44 F	3.49 IL	3.39 I	3.41 I	3.45 AO	3.41 A	3.48 AO	-	3.81 AS	3.21 AS	3.40 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - Generally, the fashion industry pays factory workers who make their clothing low wages

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	2067 27% CFG	278 25% FG	241 22% F	367 33% ABCFG	385 35% ABCFG	167 16% GH	204 18% H	425 39% ABCFG	2102 27% CFG
Tend to agree (4)	2841 37% GH	491 44% ADFGH	459 41% ADGH	395 36% H	405 37% H	414 38% GH	368 33% H	309 28% H	2861 37% GH
Neither agree nor disagree (3)	1536 20% BDE	187 17% BDE	227 20% BDE	164 15% BDE	170 16% BDE	318 30% ABDEGH	275 25% ABDEH	196 18% BDE	1515 20% BDE
Tend to disagree (2)	314 4% B	33 3% B	45 4% B	51 5% B	37 3% B	46 4% B	61 6% ABE	41 4% B	310 4% B
Strongly disagree (1)	152 2% E	16 1% E	22 2% E	23 2% E	12 1% E	20 2% E	30 3% BE	29 3% BE	149 2% E
Don't know	791 10% EH	112 10% EH	125 11% EH	99 9% EH	85 8% EH	111 10% E	171 15% ABCFH	89 8% EH	764 10% E

Agree	4908 64% FG	769 69% ACFG	699 63% FG	762 69% ACFG	790 72% ACFGH	581 54% GH	573 52% H	735 67% ACFG	4963 64% FG
Disagree	466 6% BE	49 4% B	67 6% B	75 7% BE	48 4% B	66 6% B	91 8% ABCE	70 6% BE	459 6% B
Net diff	4443 58%	720 64%	633 57%	687 62%	742 68%	515 48%	482 43%	665 61%	4504 58%

Mean	3.92 FG	3.98 CFG	3.86 FG	4.03 ACFG	4.11 ABCFG	3.69	3.70	4.06 ACFG	3.93 CFG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - Generally, the fashion industry pays factory workers who make their clothing low wages

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	2067 27% OS	1036 27%	1031 27%	304 27%	374 27%	376 25%	433 28%	580 27%	880 26%	246 29%	133 27%	1259 27%	809 27%	1333 29%	1814 27%	448 31%	23 15%	786 34%	1281 24%	2102 27%
Tend to agree (4)	2841 37% BPQS	1338 35%	1502 39%	389 35%	507 36%	567 38%	570 37%	807 37%	1266 38%	311 36%	192 39%	1768 38%	1072 36%	1780 39%	2521 38%	494 34%	32 22%	914 39%	1926 36%	2861 37%
Neither agree nor disagree (3)	1536 20% CNDRT	800 21%	736 19%	210 19%	294 21%	318 21%	302 19%	412 19%	676 20%	168 20%	95 20%	939 20%	597 20%	823 18%	1279 19%	279 19%	37 25%	347 15%	1189 22%	1515 20%
Tend to disagree (2)	314 4% MO	172 5%	142 4%	59 5%	66 5%	59 4%	56 4%	74 3%	163 5%	32 4%	17 3%	212 5%	102 3%	190 4%	259 4%	56 4%	9 6%	103 4%	211 4%	310 4%
Strongly disagree (1)	152 2% OS	85 2%	67 2%	23 2%	25 2%	26 2%	28 2%	49 2%	61 2%	12 1%	10 2%	83 2%	69 2%	85 2%	122 2%	39 3%	5 3%	59 3%	93 2%	149 2%
Don't know	791 10% LNDRT	380 10%	411 11%	126 11%	132 9%	142 10%	161 10%	231 11%	317 9%	88 10%	40 8%	445 9%	346 12%	409 9%	661 10%	134 9%	42 28%	108 5%	683 13%	764 10%

Agree	4908 64% BQS	2375 62%	2534 65%	693 62%	882 63%	943 63%	1003 65%	1387 64%	2146 64%	557 65%	324 67%	3027 64%	1881 63%	3113 67%	4334 65%	942 65%	55 37%	1701 73%	3207 60%	4963 64%
Disagree	466 6% COS	257 7%	209 5%	82 7%	91 7%	85 6%	84 5%	123 6%	225 7%	44 5%	27 5%	295 6%	170 6%	275 6%	381 6%	94 6%	14 10%	161 7%	304 6%	459 6%
Net diff	4443 58%	2118 56%	2325 60%	611 55%	790 56%	858 58%	918 59%	1265 59%	1921 57%	513 60%	298 61%	2732 58%	1711 57%	2838 61%	3953 59%	848 58%	41 28%	1539 66%	2903 54%	4504 58%

Mean	3.92 BQS	3.89	3.95 AB	3.91	3.90	3.90	3.95	3.93	3.90	3.97	3.94	3.92	3.93	3.97 AOQ	3.94 AQ	3.96 Q	3.55 *	4.03 AS	3.87	3.93 A
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - The fashion industry has made improvements on environmental and social commitments over the past decade

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	458 6% BD	29 3% BD	77 7% BD	38 3% BD	66 6% BD	84 8% BD	79 7% BD	84 8% BD	457 6% BD
Tend to agree (4)	2127 28% D	284 25% D	310 28% D	251 23% D	351 32% ABCDHI	327 30% BDHI	326 29% BD	278 26% BD	2103 27% D
Neither agree nor disagree (3)	2628 34% E	394 35% E	398 36% E	362 33% E	334 31% E	401 37% ADEI	370 33% E	371 34% E	2630 34% E
Tend to disagree (2)	1009 13% C	149 13% C	100 9% C	202 18% ABCEFGI	147 13% C	123 11% C	122 11% C	166 15% CFG	1033 13% CG
Strongly disagree (1)	457 6% CFG	50 5% CFG	38 3% CFG	127 12% ABCEFGHI	81 7% BCFG	37 3% CFG	43 4% CFG	81 7% BCFG	468 6% BCFG
Don't know	1023 13% EFH	210 19% ADEFGHI	194 17% ADEFHI	122 11% EFH	113 10% EFH	105 10% EFH	169 15% DEFH	109 10% EFH	1010 13% EFH

Agree	2584 34% BD	314 28% BD	387 35% BD	288 26% BD	418 38% ABDHI	411 38% ABDHI	405 37% BDI	362 33% BD	2560 33% BD
Disagree	1466 19% CFG	199 18% C	139 12% C	328 30% ABCEFGHI	228 21% CFG	160 15% CFG	165 15% CFG	247 23% ABCFG	1501 19% CFG
Net diff	1119 15%	115 10%	248 22%	-40 -4%	189 17%	251 23%	240 22%	115 11%	1059 14%

Mean	3.17 D	3.10 D	3.31 ABDEHI	2.87 D	3.18 D	3.31 ABDEHI	3.29 ABDEHI	3.12 D	3.16 D
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

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Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - The fashion industry has made improvements on environmental and social commitments over the past decade

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	458 6% GHS	219 6% 6%	239 6% 6%	92 8% AGH	103 7% AGH	95 6% GH	74 5% 5%	94 4% 4%	214 6% 6%	44 5% 5%	26 5% 5%	284 6% 6%	174 6% 6%	316 7% AO	390 6% 6%	106 7% AO	13 9% 9%	228 10% AS	230 4% 4%	457 6% 6%
Tend to agree (4)	2127 28% BFMQST	982 26% 29%	1144 29% 33%	364 33% AB	427 30% AFGH	367 25% 26%	398 26% 26%	570 28% 28%	946 31% AM	267 28% 28%	134 29% 29%	1347 26% 26%	779 31% AOPQ	1427 31% AQ	1926 29% 28%	413 28% Q	11 7% 7%	854 37% AS	1273 24% 24%	2103 27% 27%
Neither agree nor disagree (3)	2628 34% DENOR	1286 34% 35%	1343 35% 29%	322 33% 29%	432 31% AFGH	543 36% ADE	547 35% DE	784 36% ADE	1109 33% 34%	292 34% 34%	175 36% 36%	1576 33% 35%	1052 35% 35%	1475 32% 32%	2238 34% N	481 33% 33%	39 27% 27%	645 28% 28%	1984 37% AR	2630 34% 34%
Tend to disagree (2)	1009 13% CS	543 14% AC	466 12% 13%	142 13% 13%	187 13% 13%	191 13% 14%	222 12% 12%	267 12% 12%	477 14% AIL	96 11% 11%	63 13% 13%	636 14% J	373 12% 12%	612 13% 13%	868 13% 13%	182 13% 13%	21 14% 14%	343 15% AS	665 12% 12%	1033 13% A
Strongly disagree (1)	457 6% CN	270 7% AC	187 5% 5%	50 5% 5%	83 6% 6%	83 6% 7%	105 7% D	137 6% 6%	213 6% 6%	45 5% 5%	33 7% 7%	290 6% 6%	167 6% 6%	244 5% 5%	395 6% N	98 7% N	10 7% 7%	139 6% 6%	318 6% 6%	468 6% A
Don't know	1023 13% ILNOR	511 13% 13%	511 13% 13%	140 13% 13%	169 12% 12%	208 14% 13%	205 13% 14%	301 14% 14%	405 12% 12%	112 13% 13%	56 11% 11%	573 12% 12%	449 15% AIKL	544 12% 12%	837 13% N	170 12% 12%	53 36% ANOP	108 5% 5%	914 17% AR	1010 13% 13%

Agree	2584 34% BFGHMQST	1201 32% 36%	1383 36% AB	456 41% AFGH	529 38% AFGH	463 31% 30%	472 30% 30%	664 31% 31%	1160 34% M	312 36% M	160 33% 33%	1631 35% AM	953 32% 32%	1743 38% AOQ	2317 35% AQ	519 36% Q	24 16% 16%	1082 47% AS	1503 28% 28%	2560 33% 33%
Disagree	1466 19% CS	813 21% AC	653 17% 17%	192 17% 17%	270 19% 19%	274 18% 21%	327 21% AD	404 19% 19%	690 21% AILM	140 16% 16%	96 20% 20%	926 20% J	540 18% 18%	857 19% 19%	1264 19% 19%	281 19% 19%	31 21% 21%	482 18% AS	983 18% 18%	1501 19% A
Net diff	1119 15% 15%	388 10% 10%	730 19% 19%	264 24% 24%	260 19% 19%	189 13% 13%	145 9% 9%	260 12% 12%	470 14% 14%	171 20% 20%	64 13% 13%	705 15% 15%	414 14% 14%	887 19% 19%	1053 16% 16%	238 16% 16%	-7 -5% -5%	599 26% 26%	519 10% 10%	1059 14% 14%

Mean	3.17 BGHST	3.10	3.23 AB	3.31 AFGH	3.23 AGH	3.16	3.09	3.12	3.16	3.23	3.13	3.17	3.17	3.24 AOQ	3.18 A	3.19	2.96 *	3.31 AS	3.10	3.16
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - The fashion industry informs consumers about the environmental and social impacts of the manufacturing of their clothes

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	348 5% BE	30 3% BE	58 5% BE	43 4% E	26 2% E	66 6% ABDEGI	46 4% E	80 7% ABCDEGI	350 5% BE
Tend to agree (4)	959 12% B	97 9% B	119 11% B	120 11% B	135 12% B	166 15% B	184 17% ABCDEHI	139 13% B	965 13% B
Neither agree nor disagree (3)	1969 26% D	284 25% D	295 26% D	226 21% D	250 23% D	334 31% ABCDEHI	322 29% ADEHI	258 24% D	1968 26% D
Tend to disagree (2)	2150 28% FH	381 34% ACDFGHI	304 27% D	301 27% D	352 32% ACDFGHI	269 25% D	283 26% D	259 24% D	2145 28% H
Strongly disagree (1)	1668 22% BFG	209 19% G	228 20% FG	329 30% ABCEFGI	252 23% BFG	181 17% D	161 15% D	307 28% ABCEFGI	1678 22% BFG
Don't know	608 8% FH	116 10% ADEFHI	113 10% ADEFHI	80 7% H	78 7% H	60 6% D	113 10% ADEFHI	47 4% D	595 8% FH

Agree	1307 17% B	126 11% B	177 16% B	163 15% B	160 15% B	232 22% ABCDEI	229 21% ABCDEI	219 20% ABCDEI	1315 17% B
Disagree	3817 50% FG	590 53% ACFG	533 48% FG	631 57% ABCFGHI	604 55% ACFGI	450 42% D	444 40% D	566 52% FG	3823 50% FG
Net diff	-2511 -33%	-464 -42%	-356 -32%	-468 -43%	-444 -41%	-218 -20%	-215 -19%	-347 -32%	-2508 -33%

Mean	2.46 BDE	2.36 BDE	2.48 BDE	2.26 BDE	2.34 BDE	2.67 ABCDEHI	2.67 ABCDEHI	2.45 DE	2.46 BDE
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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - The fashion industry informs consumers about the environmental and social impacts of the manufacturing of their clothes

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	348 5% GHS	181 5% 5%	167 4% 4%	70 6% AGH	80 6% AGH	74 5% GH	51 3% 3%	73 3% 3%	174 5% AM	39 5% 5%	17 4% 4%	230 5% A	117 4% 4%	242 5% AO	291 4% 4%	87 6% AO	10 7% 7%	186 8% AS	162 3% 3%	350 5% 5%
Tend to agree (4)	959 12% HMS	454 12% 12%	505 13% 13%	150 14% H	224 16% AFGH	190 13% H	179 12% 12%	217 10% 10%	467 14% AM	106 12% 12%	57 12% 12%	629 13% AM	330 11% 11%	650 14% AOQ	844 13% 13%	220 15% AOQ	12 8% 8%	424 18% AS	535 10% 10%	965 13% 13%
Neither agree nor disagree (3)	1969 26% DNOR	1005 26% 26%	964 25% 25%	245 22% 22%	370 26% D	398 27% D	412 27% D	545 25% 25%	889 26% 26%	212 25% 25%	123 25% 25%	1225 26% 26%	744 25% 25%	1113 24% 24%	1656 25% 25%	386 27% N	36 24% 24%	495 21% 21%	1474 27% AR	1968 26% 26%
Tend to disagree (2)	2150 28% BEIPQ	1023 27% 27%	1127 29% AB	333 30% E	353 25% 25%	398 27% 27%	420 24% AEF	646 30% AEF	884 26% 26%	272 32% AIL	141 29% 29%	1296 28% I	853 28% 28%	1289 28% PQ	1919 29% ANPQ	353 24% Q	23 15% 15%	663 29% 29%	1487 28% 28%	2145 28% 28%
Strongly disagree (1)	1668 22% Q	841 22% 22%	827 21% 21%	225 20% 20%	284 20% 20%	311 21% 21%	365 24% AE	483 22% 22%	722 21% 21%	162 19% 19%	116 24% J	1000 21% 21%	667 22% J	1016 22% Q	1474 22% AQ	314 22% Q	20 13% 13%	485 21% 21%	1183 22% 22%	1678 22% 22%
Don't know	608 8% ELNDPRT	308 8% 8%	300 8% 8%	87 8% 8%	90 6% 6%	116 8% 8%	124 8% 8%	190 9% E	228 7% 7%	64 8% 8%	32 7% 7%	325 7% 7%	283 9% AIL	310 7% 7%	471 7% 7%	90 6% 6%	47 32% ANOP	65 3% 3%	543 10% AR	595 8% 8%

Agree	1307 17% GHMS	635 17% 17%	672 17% 17%	220 20% AGH	303 22% AFGH	264 18% GH	230 15% 15%	289 13% 13%	641 19% AKLM	145 17% 17%	74 15% 15%	860 18% AM	447 15% 15%	892 19% AO	1135 17% 17%	307 21% AO	22 15% 15%	610 26% AS	697 13% 13%	1315 17% 17%
Disagree	3817 50% EIPQ	1864 49% 49%	1954 50% 50%	558 50% E	636 45% 45%	709 48% 48%	785 51% E	1129 52% AEF	1605 48% 48%	434 51% 51%	257 53% I	2297 49% I	1521 51% I	2305 50% PQ	3393 51% ANPQ	667 46% Q	42 29% 29%	1148 50% 50%	2670 50% 50%	3823 50% 50%
Net diff	-2511 -33%	-1229 -32%	-1282 -33%	-338 -30%	-333 -24%	-445 -30%	-555 -36%	-840 -39%	-965 -29%	-289 -34%	-183 -38%	-1437 -31%	-1074 -36%	-1414 -31%	-2258 -34%	-360 -25%	-20 -14%	-538 -23%	-1973 -37%	-2508 -33%

Mean	2.46 GHMOS	2.46	2.46	2.52 GH	2.59 AGH	2.50 GH	2.39	2.36	2.52 AKM	2.48	2.38	2.50 AKM	2.40	2.49 AO	2.44	2.57 AND	2.70 *	2.63 AS	2.38	2.46
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - I generally find it difficult to know which clothing brands or companies meet higher ethical standards

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	2342 30% CFG	328 29% CG	271 24% H	396 36% ABCFG	365 33% CFG	278 26% H	261 23% H	444 41% ABCDEFGHI	2334 30% CFG
Tend to agree (4)	2827 37% H	447 40% AHI	412 37% H	405 37% H	402 37% H	445 41% ACDEGHI	401 36% H	316 29% H	2836 37% H
Neither agree nor disagree (3)	1498 19% DE	215 19% D	240 21% DE	164 15% H	181 17% H	225 21% DE	258 23% ABDEI	215 20% D	1502 20% DE
Tend to disagree (2)	406 5% H	50 5% H	78 7% ABDHI	47 4% H	59 5% H	58 5% H	63 6% H	50 5% H	412 5% H
Strongly disagree (1)	220 3% B	12 1% B	42 4% BD	23 2% H	26 2% B	26 2% B	50 5% ABDEFI	40 4% BD	221 3% B
Don't know	408 5% H	65 6% H	74 7% FHI	64 6% H	60 6% H	44 4% H	77 7% AFHI	23 2% H	396 5% H

Agree	5169 67% CG	775 69% CG	683 61% H	801 73% ACFGI	767 70% CG	722 67% CG	661 60% H	760 70% CG	5170 67% CG
Disagree	626 8% B	62 6% B	120 11% ABDEFI	70 6% H	85 8% B	85 8% B	113 10% ABDI	90 8% B	633 8% BD
Net diff	4543 59%	712 64%	563 50%	731 66%	682 62%	638 59%	549 49%	670 62%	4537 59%

Mean	3.91 CG	3.98 CFG	3.76 H	4.07 ABCFG	3.99 ACFGI	3.86 CG	3.74 H	4.01 ACFGI	3.91 CG
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Sustainable Fashion Survey

All Adults aged 16+

Q3_heels. To what extent do you agree or disagree with the following statements? - I generally find it difficult to know which clothing brands or companies meet higher ethical standards

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	2342 30% EQ	1131 30%	1210 31%	309 28%	377 27%	442 30%	491 32%	723 34%	1010 30%	262 31%	159 33%	1431 30%	911 30%	1457 32%	2081 31%	466 32%	31 21%	707 31%	1635 30%	2334 30%
Tend to agree (4)	2827 37% BQS	1343 35%	1484 38%	418 38%	519 37%	555 37%	536 35%	800 37%	1212 36%	338 39%	179 37%	1728 37%	1099 37%	1771 38%	2517 38%	504 35%	31 21%	990 43%	1837 34%	2836 37%
Neither agree nor disagree (3)	1498 19% CDHKNOR	813 21%	685 18%	188 17%	310 22%	309 21%	328 21%	362 17%	699 21%	161 19%	78 16%	937 20%	560 19%	838 18%	1221 18%	277 19%	32 22%	350 15%	1148 21%	1502 20%
Tend to disagree (2)	406 5% HS	209 5%	197 5%	89 8%	85 6%	68 5%	75 5%	89 4%	185 5%	35 4%	30 6%	250 5%	156 5%	250 5%	345 5%	80 6%	9 6%	165 7%	242 4%	412 5%
Strongly disagree (1)	220 3% J	109 3%	111 3%	35 3%	37 3%	39 3%	43 3%	65 3%	100 3%	13 1%	18 4%	131 3%	89 3%	120 3%	191 3%	44 3%	2 2%	65 3%	154 3%	221 3%
Don't know	408 5% ILNORT	206 5%	202 5%	72 6%	71 5%	74 5%	77 5%	115 5%	158 5%	48 6%	23 5%	229 5%	180 6%	184 4%	299 4%	78 5%	42 28%	40 2%	368 7%	396 5%

Agree	5169 67% BEQS	2475 65%	2695 69%	726 65%	896 64%	997 67%	1027 66%	1522 71%	2222 66%	600 70%	337 69%	3159 67%	2010 67%	3228 70%	4598 69%	971 67%	62 42%	1697 73%	3472 64%	5170 67%
Disagree	626 8% JS	318 8%	308 8%	124 11%	122 9%	107 7%	118 8%	154 7%	285 8%	48 6%	48 10%	381 8%	245 8%	370 8%	537 8%	125 9%	11 8%	230 10%	396 7%	633 8%
Net diff	4543 59%	2157 57%	2386 61%	602 54%	774 55%	891 60%	909 59%	1368 63%	1937 58%	551 64%	289 59%	2778 59%	1765 59%	2858 62%	4062 61%	846 58%	51 35%	1467 63%	3077 57%	4537 59%

Mean	3.91 BDE	3.88	3.95 AB	3.84	3.84	3.92 E	3.92 E	3.99 ADEF	3.89	3.99 AIL	3.93	3.91 I	3.92	3.95 A	3.94 A	3.92	3.76 *	3.93	3.91	3.91
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q4_heels. Which of the following, if any, have you personally done in the past year?

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Bought clothes that are made from sustainable materials	1641 21% B	161 14% B	227 20% B	207 19% B	232 21% B	272 25% ABCDEI	302 27% ABCDEHI	240 22% B	1648 21% B
Made environmentally-friendly decisions when purchasing clothing	1403 18% BFG	137 12% B	179 16% B	238 22% ABCFG	286 26% ABCDGFI	162 15% B	156 14% B	245 23% ABCFG	1405 18% BFG
Looked for information about how sustainable the clothing brands I buy from are	1171 15% BD	117 11% B	165 15% B	135 12% B	160 15% B	192 18% ABDI	208 19% ABCDEI	193 18% ABDI	1178 15% BD
Signed a petition or taken another type of action asking clothes companies to improve their performance on environmental or social issues	654 8% CG	86 8% B	68 6% B	112 10% BCG	95 9% CG	91 8% C	70 6% B	132 12% ABCEFGI	658 9% CG
Wrote to or emailed a clothing company about their performance on environmental or social issues	263 3% B	24 2% B	50 5% BE	35 3% B	25 2% B	42 4% BE	37 3% B	49 4% BE	265 3% B
None of these	4294 56% FGH	752 67% ADEFHGI	728 65% ADEFHGI	581 53% B	574 53% B	552 51% B	558 50% B	548 50% B	4294 56% FGH
Don't know	460 6% B	50 4% B	52 5% B	98 9% ABCEFH	56 5% B	58 5% B	79 7% BC	68 6% B	452 6% B

At least one answer	2947 38% BC	315 28% B	337 30% B	421 38% BC	463 42% ABCI	466 43% ABCDI	472 43% ABCI	472 43% ABCDI	2955 38% BC
Mean answer	1.74 FG	1.67 FG	2.05 ABDEFGHI	1.73 FG	1.73 FG	1.63 FG	1.64 FG	1.82 BFG	1.74 FG

accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q4_heels. Which of the following, if any, have you personally done in the past year?

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Bought clothes that are made from sustainable materials	1641 21% BFGMQS	752 20% AB	889 23% AB	278 25% AFGH	348 25% AFGH	273 18% H	285 18% FG	457 21% FG	735 22% M	201 23% M	128 26% AILM	1064 23% AIM	578 19% M	1217 26% AOQ	1504 23% AQ	408 28% AOQ	- 71% AS	1641 61% AS	- - AS	1648 21% AS
Made environmentally-friendly decisions when purchasing clothing	1403 18% MQS	665 17% AC	738 19% AC	247 22% AFGH	268 19% AFGH	246 17% H	260 17% H	381 18% H	604 18% AM	178 21% M	121 25% AILM	902 19% AIM	501 17% M	1012 22% AOQ	1277 19% AQ	347 24% AOQ	- - AS	1403 61% AS	- - AS	1405 18% AS
Looked for information about how sustainable the clothing brands I buy from are	1171 15% CGHMQS	614 16% AC	557 14% AC	254 23% AEFGH	267 19% AFGH	211 14% H	189 12% H	250 12% H	551 16% AM	121 14% M	100 21% AILM	772 16% AIM	399 13% M	896 19% AOQ	1075 16% AQ	318 22% ANQ	- - AS	793 34% AS	378 7% AS	1178 15% AS
Signed a petition or taken another type of action asking clothes companies to improve their performance on environmental or social issues	654 8% FHS	348 9% AC	306 8% AC	138 12% AFGH	143 10% AFGH	107 7% H	122 8% H	145 7% H	305 9% AM	60 7% M	57 12% AILM	422 9% J	232 8% M	466 10% AO	579 9% AQ	175 12% ANQ	8 5% AS	401 17% AS	253 5% AS	658 9% AS
Wrote to or emailed a clothing company about their performance on environmental or social issues	263 3% CGHMS	173 5% AC	90 2% AC	80 7% AFGH	79 6% AFGH	50 3% H	36 2% H	17 1% H	166 5% AILM	22 3% M	15 3% AILM	203 4% AIM	60 2% M	207 4% AO	224 3% AQ	98 7% ANQ	2 2% AS	158 7% AS	105 2% AS	265 3% AS
None of these	4294 56% DELNDPR	2168 57% AC	2126 55% AC	495 45% AFGH	678 48% AFGH	888 60% ADE	926 60% ADE	1307 61% ADE	1837 55% AM	478 56% M	255 52% AILM	2571 55% AIM	1723 58% AKL	2307 50% P	3676 55% NP	682 47% AQ	106 72% ANQP	- - AS	4294 80% AR	4294 56% AS
Don't know	460 6% HKLNR	213 6% AC	247 6% AC	81 7% H	107 8% AFGH	84 6% H	86 6% H	101 5% H	191 6% K	45 5% K	13 3% K	249 5% K	211 7% AKL	223 5% AQ	342 5% AQ	97 7% NO	32 22% ANQP	- - AS	460 9% AR	452 6% AS
At least one answer	2947 38% FGHMQS	1431 38% AC	1516 39% AC	534 48% AFGH	615 44% AFGH	515 35% H	538 35% H	746 35% H	1335 40% AM	333 39% M	219 45% AILM	1886 40% AIM	1061 35% M	2090 45% AOQ	2636 40% AQ	671 46% AOQ	9 6% AS	2317 100% AS	631 12% AS	2955 38% AS
Mean answer	1.74 CGHMS	1.78 AC	1.70 AC	1.87 AFGH	1.80 GH	1.72 H	1.66 H	1.68 H	1.77 M	1.75 M	1.92 AILM	1.78 AM	1.67 M	1.82 AO	1.77 A	2.01 ANO	1.10 **	1.90 AS	1.17 AS	1.74 AS

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Summary table for row 4-5

All Adults aged 16-75 in each country

	Q5_heels. How likely or unlikely are you to do any of the following in the next six months?	
	Sign a petition or write to or email a company asking them about their performance on environmental and social issues (A)	take any other type of action of asking clothing brands to improve their performance on environmental and social issues (B)
Unweighted base	7701	7701
Weighted base	7701	7701
Very likely (5)	296 4%	713 9% A
Fairly likely (4)	633 8%	1404 18% A
Neither likely nor unlikely (3)	1958 25%	2195 29% A
Fairly unlikely (2)	1656 22% B	1165 15%
Very unlikely (1)	2621 34% B	1625 21%
Don't know	537 7%	601 8% A

Likely	929 12%	2116 27% A
Unlikely	4277 56% B	2789 36%
Net diff	-3348 -43%	-673 -9%
Mean	2.21	2.78 A

of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (5%): A/B Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Summary table for row 1-3
All adults who purchase clothing

	Q5_heels. How likely or unlikely are you to do any of the following in the next six months?		
	Make environmentally friendly purchasing decisions when you buy clothing (A)	Buy clothes that are made from sustainable materials (B)	more information about how sustainable the clothing brands you buy from are (C)
Unweighted base	7560	7560	7560
Weighted base	7554	7554	7554
Very likely (5)	907 12% c	902 12% c	794 11% c
Fairly likely (4)	2136 28% c	2210 29% c	1936 26% c
Neither likely nor unlikely (3)	2452 32% c	2535 34% AC	2225 29% c
Fairly unlikely (2)	807 11% b	679 9% b	1082 14% AB
Very unlikely (1)	803 11% b	691 9% b	1111 15% AB
Don't know	449 6% c	537 7% AC	406 5% c
Likely	3042 40% c	3112 41% c	2730 36% c
Unlikely	1611 21% b	1371 18% b	2193 29% AB
Net diff	1432 19% c	1741 23% AC	537 7% c
Mean	3.22 c	3.28 AC	3.03 c

ents of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C. Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A/B/C. Minimum Base: 30 (**) Small Base: 100 (**)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey
All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Make environmentally friendly purchasing decisions when you buy clothing
All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	907 12% BG	95 9% BG	139 13% BG	154 14% ABEGI	124 11% BG	152 14% ABGI	92 8% BG	150 14% BGI	894 12% BG
Fairly likely (4)	2136 28% BCG	262 24% BCG	256 24% BCG	352 33% ABCEGI	294 27% ABCEGI	346 33% ABCEGI	261 24% ABCEGI	363 34% ABCEGI	2155 29% BCG
Neither likely nor unlikely (3)	2452 32% D	394 36% ADGHI	358 33% D	294 28% D	351 32% D	366 34% D	346 32% D	342 32% D	2448 32% D
Fairly unlikely (2)	807 11% F	134 12% FH	114 10% F	104 10% F	141 13% ADFH	78 7% ADFH	143 13% ADFH	93 9% ADFH	807 11% F
Very unlikely (1)	803 11% DFH	145 13% ADFH	167 15% ADEFHI	86 8% DFH	122 11% DFH	67 6% DFH	148 13% ADFH	68 6% ADFH	816 11% DFH
Don't know	449 6%	60 6%	53 5%	71 7% E	49 5%	54 5%	107 10% ABCDEFHI	54 5%	440 6%

Likely	3042 40% BCG	358 33% BCG	395 36% BCG	506 48% ABCEGI	418 39% BG	498 47% ABCEGI	354 32% BCG	513 48% ABCEGI	3049 40% BCG
Unlikely	1611 21% DFH	279 26% ADFH	281 26% ADFH	191 18% F	263 24% ADFH	145 14% ADFH	290 26% ADFH	162 15% ADFH	1623 21% DFH
Net diff	1432 19%	79 7%	114 10%	315 30%	155 14%	353 33%	63 6%	352 33%	1426 19%

Mean	3.22 BCG	3.03	3.08	3.39 ABCEGI	3.15 BG	3.43 ABCEGI	3.01	3.43 ABCEGI	3.21 BCG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Make environmentally friendly purchasing decisions when you buy clothing

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	907 12% FS	421 11%	486 13%	144 13% F	177 13% F	145 10%	172 11%	270 13% F	384 12%	100 12%	70 15%	554 12%	353 12%	641 14% AO	822 12% A	209 14% AO	-	700 30% AS	207 4%	894 12%
Fairly likely (4)	2136 28% BS	963 26%	1172 30% AB	329 31% F	386 28% F	383 26%	440 29%	596 28%	920 28%	269 32% AIIIM	154 32% IM	1343 29% I	792 27%	1389 30% AO	1927 29% A	459 32% AO	-	1031 44% AS	1105 21%	2155 29%
Neither likely nor unlikely (3)	2452 32% DNOR	1212 33%	1240 32%	308 29%	434 32% D	491 34% D	504 33% D	715 34% D	1078 33%	257 31%	140 29%	1476 32%	976 33%	1423 31%	2115 32% N	445 31%	-	409 18%	2043 39% AR	2448 32%
Fairly unlikely (2)	807 11% CPR	447 12% AC	360 9%	126 12%	150 11%	171 12%	152 10%	207 10%	383 12% AM	93 11%	44 9%	520 11%	287 10%	495 11% P	728 11% P	114 8%	-	107 5%	700 13% AR	807 11%
Very unlikely (1)	803 11% CNDPR	470 13% AC	334 9%	108 10%	150 11%	156 11%	174 11%	217 10%	360 11% JL	70 8%	42 9%	472 10%	331 11% J	435 9%	686 10% N	129 9%	-	36 2%	767 15% AR	816 11%
Don't know	449 6% BNOR	188 5%	261 7% AB	60 6%	75 5%	115 8% ADEGH	83 5%	117 5%	189 6%	49 6%	28 6%	267 6%	183 6%	236 5%	376 6% N	95 7% N	-	34 1%	415 8% AR	440 6%

Likely	3042 40% BFS	1384 37% AB	1658 43% AB	473 44% AF	563 41% F	528 36% F	612 40% F	866 41% F	1304 39% F	370 44% AIM	224 47% AIIIM	1897 41% I	1145 39%	2030 44% AO	2749 41% A	668 46% AO	-	1731 75% AS	1312 25%	3049 40%
Unlikely	1611 21% CNPR	917 25% AC	694 18%	235 22%	300 22% F	327 22%	325 21%	424 20% AKL	744 22% AKL	163 19%	85 18%	992 21% K	618 21%	931 20% P	1415 21% NP	243 17%	-	143 6%	1467 28% AR	1623 21%
Net diff	1432 19%	468 13%	964 25%	238 22%	263 19%	201 14%	287 19%	442 21% F	560 17% F	207 25% AIM	138 29% AIIIM	905 20% I	526 18% K	1099 24% AO	1335 20% A	425 29% AND	-	1587 39% AS	-156 -3%	1426 19%

Mean	3.22 BFS	3.12 AB	3.31 AB	3.27 F	3.22 F	3.14 F	3.20 F	3.25 F	3.19 F	3.30 AIM	3.37 AIIIM	3.23 I	3.20 K	3.30 AO	3.23 A	3.37 AND	-	3.99 AS	2.85 AR	3.21 T
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey
All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Buy clothes that are made from sustainable materials

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	902 12% BG	89 8% BG	164 15% ABEGI	134 13% BG	116 11% B	160 15% ABEGI	100 9% BG	138 13% BG	911 12% BG
Fairly likely (4)	2210 29% BCG	287 26% BCG	275 25% BCG	363 34% ABCEGI	288 27% ABCEGI	381 36% ABCEGHI	280 26% BCG	336 31% BCEG	2216 29% BCG
Neither likely nor unlikely (3)	2535 34% D	401 37% ACDFGI	354 32% D	309 29% D	401 37% ACDFGI	342 32% D	344 31% DG	384 36% DG	2528 33% D
Fairly unlikely (2)	679 9% F	118 11% FH	96 9% F	94 9% F	109 10% F	66 6% F	116 11% FH	81 8% F	676 9% F
Very unlikely (1)	691 9% FH	111 10% FH	139 13% ADEFHI	83 8% F	100 9% FH	58 5% F	136 12% ADEFHI	65 6% F	702 9% FH
Don't know	537 7% F	86 8% CF	61 6% F	79 7% F	67 6% F	56 5% F	121 11% ABCDEFHI	66 6% F	527 7% F

Likely	3112 41% BEG	375 34% BG	440 40% BG	497 47% ABCEGI	404 37% ABCEGI	541 51% ABCEGHI	381 35% BEG	474 44% BEG	3127 41% BEG
Unlikely	1371 18% FH	228 21% ADPHI	235 22% ADPHI	177 17% F	209 19% FH	124 12% ADPHI	251 23% ADPHI	147 14% FH	1378 18% FH
Net diff	1741 23% F	147 14% CF	205 19% F	320 30% F	194 18% F	418 39% F	129 12% F	327 31% F	1749 23% F

Mean	3.28 BG	3.13 BG	3.22 G	3.38 ABCEGI	3.21 ABCEGI	3.52 ABCEGHI	3.10 ABCEGI	3.40 ABCEGI	3.28 BG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Buy clothes that are made from sustainable materials

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	902 12% MS	418 11%	484 13%	134 12%	185 13%	155 11%	167 11%	261 12%	418 13%	93 11%	78 16%	589 13%	313 11%	656 14%	817 12%	232 16%	-	709 31%	193 4%	911 12%
Fairly likely (4)	2210 29% BFS	1007 27%	1203 31%	336 31%	409 30%	386 26%	449 29%	629 30%	959 29%	259 31%	142 30%	1360 29%	850 29%	1426 31%	2003 30%	446 31%	-	1077 47%	1132 22%	2216 29%
Neither likely nor unlikely (3)	2535 34% EILNOPR	1262 34%	1274 33%	330 31%	423 31%	528 36%	522 34%	732 35%	1060 32%	294 35%	159 33%	1513 33%	1022 35%	1481 32%	2198 33%	446 31%	-	384 17%	2151 41%	2528 33%
Fairly unlikely (2)	679 9% CHMNPR	374 10%	306 8%	125 12%	141 10%	128 9%	129 8%	156 7%	333 10%	75 9%	35 7%	444 10%	236 8%	388 8%	597 9%	88 6%	-	76 3%	603 12%	676 9%
Very unlikely (1)	691 9% CINOPR	410 11%	281 7%	88 8%	128 9%	134 9%	150 10%	190 9%	318 10%	51 6%	36 8%	406 9%	286 10%	374 8%	588 9%	111 8%	-	29 1%	662 13%	702 9%
Don't know	537 7% BNOR	231 6%	306 8%	63 6%	85 6%	129 9%	107 7%	153 7%	226 7%	67 8%	27 6%	321 7%	216 7%	296 6%	453 7%	127 9%	-	41 2%	496 9%	527 7%

Likely	3112 41% BFS	1424 38%	1687 44%	470 44%	594 43%	541 37%	617 40%	890 42%	1377 42%	352 42%	220 46%	1949 42%	1163 40%	2082 45%	2820 42%	678 47%	-	1787 77%	1325 25%	3127 41%
Unlikely	1371 18% CHINOPR	784 21%	587 15%	213 20%	269 20%	262 18%	280 18%	346 16%	652 20%	126 15%	71 15%	849 18%	521 18%	761 16%	1184 18%	200 14%	-	105 5%	1265 24%	1378 18%
Net diff	1741 23%	641 17%	1101 29%	257 24%	325 24%	278 19%	337 22%	544 26%	725 22%	226 27%	149 31%	1100 24%	642 22%	1321 29%	1635 25%	478 33%	-	1681 73%	60 1%	1749 23%

Mean	3.28 BS	3.19 AB	3.37 AB	3.30	3.30	3.22	3.25	3.31 F	3.27	3.35 M	3.42 AILM	3.30 I	3.25	3.37 AO	3.30 A	3.45 ANO	-	4.04 AS	2.91	3.28
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey
All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Look for more information about how sustainable the clothing brands you buy from are
All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	794 11% BE	93 8% BEG	127 12% BEG	126 12% BEG	86 8% BEG	142 13% ABEGI	95 9% BEG	126 12% BEG	787 10% E
Fairly likely (4)	1936 26% BCEG	242 22% BCEG	246 23% BCEG	298 28% BCEG	244 23% BCEG	346 33% ABCDEGI	247 22% BCEG	314 29% ABCDEGI	1940 26% BCEG
Neither likely nor unlikely (3)	2225 29% C	324 30% C	272 25% C	296 28% C	348 32% CDG	334 31% C	302 28% ACDGI	350 33% ACDGI	2220 29% C
Fairly unlikely (2)	1082 14% F	196 18% ADFGHI	176 16% DFH	134 13% F	179 17% DFH	102 10% F	158 14% F	137 13% F	1083 14% F
Very unlikely (1)	1111 15% FH	187 17% ADFH	239 22% ABDEFGHI	141 13% FH	176 16% FH	92 9% FH	184 17% DFH	91 9% FH	1123 15% FH
Don't know	406 5% C	49 4% C	28 3% C	66 6% C	49 4% C	48 5% C	112 10% ABCDEFHI	54 5% C	407 5% C

Likely	2730 36% BEG	334 31% BEG	373 34% BEG	424 40% ABCEGI	330 30% ABCEGI	488 46% ABCDEGHI	342 31% ABCDEGHI	439 41% ABCDEGHI	2727 36% BEG
Unlikely	2193 29% DFH	383 35% ADFGHI	416 38% ADEFGHI	275 26% FH	355 33% ADFGHI	194 18% DFH	342 31% DFH	228 21% DFH	2206 29% DFH
Net diff	537 7%	-49 -4%	-43 -4%	149 14%	-26 -2%	294 28%	* *	211 20%	521 7%

Mean	3.03 BCEG	2.86	2.85	3.13 ABCEGI	2.89	3.34 ABCDEGHI	2.91	3.24 ABCDEGI	3.03 BCEG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Look for more information about how sustainable the clothing brands you buy from are

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	794 11% GS	383 10%	411 11%	148 14% AFGH	153 11% G	139 9%	137 9%	217 10%	352 11%	79 9%	65 14% AULM	496 11%	298 10%	576 12% AO	717 11% A	203 14% AO	-	549 24% AS	245 5%	787 10%
Fairly likely (4)	1936 26% BS	884 24%	1052 27% AB	297 28% F	399 29% AFGH	348 24%	371 24%	521 25%	853 26%	232 28%	115 24%	1201 26%	735 25%	1268 27% AO	1740 26% A	408 28% A	-	972 42% AS	964 18%	1940 26%
Neither likely nor unlikely (3)	2225 29% EINOR	1095 30%	1131 29%	292 27%	362 26%	429 29%	475 31% DE	668 31% ADE	929 28%	259 31%	142 30%	1330 29%	896 31% I	1284 28% I	1915 29% N	420 29% N	-	495 21% N	1731 33% AR	2220 29%
Fairly unlikely (2)	1082 14% CPR	569 15% AC	512 13%	158 15%	208 15%	221 15%	204 13%	291 14%	513 15% AM	122 15%	59 12%	694 15% AM	388 13%	664 14% P	973 15% P	158 11% P	-	170 7% P	911 17% AR	1083 14%
Very unlikely (1)	1111 15% CDENPR	606 16% AC	505 13%	134 12%	175 13% DE	228 16% DE	258 17% ADE	317 15%	492 15%	111 13%	68 14%	671 14% AM	440 15%	613 13% NP	961 14% NP	175 12% NP	-	81 3% NP	1030 20% AR	1123 15%
Don't know	406 5% BNR	163 4%	242 6% AB	46 4%	74 5%	96 7% AD	81 5%	108 5%	175 5%	36 4%	29 6%	240 5%	165 6%	215 5% N	348 5% N	87 6% N	-	50 2% N	356 7% AR	407 5%

Likely	2730 36% BFGS	1267 34%	1463 38% AB	445 41% AFGH	552 40% AFGH	487 33%	507 33%	738 35%	1205 36%	311 37%	180 38%	1697 37%	1033 35%	1844 40% AO	2458 37% A	611 42% AO	-	1521 66% AS	1209 23%	2727 36%
Unlikely	2193 29% CNPR	1176 32% AC	1017 26%	293 27%	383 28%	449 31%	462 30%	607 29%	1005 30% AL	233 28%	127 27%	1365 29%	828 28%	1277 29% P	1934 29% NP	333 23% NP	-	251 11% NP	1942 37% AR	2206 29%
Net diff	537 7%	91 2%	446 12%	153 14%	170 12%	38 3%	45 3%	131 6%	200 6%	78 9%	53 11%	331 7%	206 7%	567 12% AO	524 8% A	278 19% AND	-	1270 55% AS	-733 -14% AS	521 7%

Mean	3.03 BFGS	2.96	3.10 AB	3.16 AFGH	3.11 AFGH	2.96	2.95	3.02	3.02	3.06	3.11	3.04	3.02	3.12 AO	3.04 A	3.22 AND	-	3.77 AS	2.69	3.03
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Write to or email a clothing company asking them about their performance on environmental and social issues

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very likely (5)	296 4% BEG	24 2% BEG	57 5% BEG	51 5% BEG	20 2% BEG	58 5% ABEGI	26 2% BEG	59 5% ABEGI	293 4% BEG
Fairly likely (4)	633 8% BE	68 6% E	85 8% E	102 9% BE	55 5% BE	121 11% ABCEGI	87 8% E	115 11% ABCEGI	642 8% BE
Neither likely nor unlikely (3)	1958 25% E	254 23% E	256 23% E	284 26% E	231 21% E	302 28% BCEG	255 23% E	375 34% ABCDEFGI	1963 25% E
Fairly unlikely (2)	1656 22% G	299 27% ACDEGHI	218 20% G	219 20% G	226 21% G	249 23% CG	203 18% G	242 22% G	1650 21% G
Very unlikely (1)	2621 34% FH	415 37% ADFH	463 41% ABDFGHI	343 31% FH	504 46% ABDFGHI	278 26% H	383 35% FH	234 22% FH	2635 34% FH
Don't know	537 7% BCE	56 5% BCE	38 3% BCE	100 9% ABCEPHI	57 5% BCEPHI	68 6% C	154 14% ABCDEFHI	64 6% C	518 7% BC

Likely	929 12% BE	92 8% BE	141 13% BE	154 14% BEG	75 7% BEG	179 17% ABCEGI	113 10% E	175 16% ABCEGI	935 12% BE
Unlikely	4277 56% DFH	714 64% ADFGHI	681 61% ADFGHI	562 51% H	730 67% ACDFGHI	527 49% H	586 53% H	476 44% DFH	4285 56% DFH
Net diff	-3348 -43%	-622 -56%	-540 -48%	-408 -37%	-656 -60%	-347 -32%	-474 -43%	-301 -28%	-3350 -44%

Mean	2.21 BCE	2.05 E	2.12 E	2.30 ABCEGI	1.90	2.44 ABCDEGI	2.13 E	2.54 ABCDEGI	2.21 BCE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Write to or email a clothing company asking them about their performance on environmental and social issues

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very likely (5)	296 4% CGHS	179 5% AC	116 3% AGH	65 6% AGH	71 5% AGH	61 4% GH	42 3% GH	56 3% GH	153 5% ALM	21 2% ALM	19 4% M	194 4% J	102 3% M	213 5% AO	244 4% AO	79 5% AO	6 4% AO	193 8% AS	103 2% AS	293 4% AS
Fairly likely (4)	633 8% HMOS	333 9% HMOS	300 8% HMOS	98 9% H	155 11% AGH	134 9% H	114 7% H	132 6% H	335 10% AJM	65 8% AJM	46 9% M	446 9% AJM	187 6% AJM	450 10% AO	526 8% AO	157 11% AO	9 6% AO	348 15% AS	286 5% AS	642 8% AS
Neither likely nor unlikely (3)	1958 25% NOS	959 25% NOS	999 26% NOS	272 24% NOS	349 25% NOS	376 25% NOS	417 27% NOS	545 25% NOS	854 25% NOS	231 27% NOS	118 24% NOS	1203 26% NOS	756 25% NOS	1129 24% NOS	1644 25% NOS	409 28% ANO	40 27% ANO	650 28% AS	1308 24% AS	1963 25% AS
Fairly unlikely (2)	1656 22% BEIQ	769 20% AB	886 23% AB	233 21% AB	272 19% AB	320 21% AB	337 22% AB	495 23% E	685 20% E	201 24% E	104 21% E	990 21% E	666 22% E	1015 22% AQ	1491 22% AQ	301 21% Q	12 8% Q	527 23% AS	1129 21% AS	1650 21% AS
Very unlikely (1)	2621 34% CPR	1357 36% AC	1264 32% AC	377 34% AC	464 33% AC	485 33% AC	545 35% AC	751 35% AC	1115 33% AC	288 34% AC	169 35% AC	1572 33% AC	1049 35% AC	1537 33% P	2310 35% ANP	397 27% ANP	51 35% ANP	492 21% AR	2129 40% AR	2635 34% AR
Don't know	537 7% BLNORT	213 6% AB	324 8% AB	65 6% AB	89 6% AB	112 8% AB	96 6% AB	175 8% ADG	221 7% ADG	51 6% ADG	31 6% ADG	302 6% ADG	234 8% AL	276 6% AL	439 7% N	108 7% N	29 19% ANOP	107 5% ANOP	429 8% AR	518 7% AR

Likely	929 12% CGHMOS	512 13% AC	417 11% AGH	163 15% AGH	226 16% AFGH	195 13% GH	156 10% GH	188 9% GH	489 15% ALM	85 10% ALM	65 13% M	639 14% AJM	290 10% AJM	663 14% AO	771 12% AO	235 16% ANO	15 10% ANO	540 23% AS	388 7% AS	935 12% AS
Unlikely	4277 56% EILPQR	2127 56% EILPQR	2150 55% EILPQR	611 55% EILPQR	735 53% EILPQR	804 54% EILPQR	881 57% EILPQR	1245 58% EILPQR	1800 54% EILPQR	489 57% EILPQR	272 56% EILPQR	2562 54% I	1715 57% AIL	2552 55% PQ	3802 57% ANPQ	698 48% ANPQ	63 43% ANPQ	1019 44% ANPQ	3258 61% AR	4285 56% AR
Net diff	-3348 -43%	-1614 -42%	-1734 -45%	-447 -40%	-509 -36%	-609 -41%	-725 -47%	-1057 -49%	-1312 -39%	-404 -47%	-207 -43%	-1922 -41%	-1426 -48%	-1889 -41%	-3031 -46%	-462 -32%	-48 -32%	-478 -21%	-2870 -53%	-3350 -44%

Mean	2.21 HMOS	2.22	2.19	2.27 GH	2.31 AGH	2.25 GH	2.16	2.11	2.28 ALM	2.17	2.22	2.25 AJM	2.14	2.26 AO	2.18	2.42 ANO	2.21 *	2.65 AS	2.01	2.21
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Sign a petition or take any other type of action asking clothing brands to improve their performance on environmental and social issues

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very likely (5)	713 9% EG	85 8% G	108 10% EG	126 11% ABEGI	64 6% BEG	114 11% BEG	57 5% ABCDEFGI	158 15% ABCDEFGI	708 9% EG
Fairly likely (4)	1404 18% CEG	186 17% E	165 15% E	235 21% ABCEGI	141 13% ABCCEGI	245 23% ABCCEGI	165 15% ABCCEGI	267 24% ABCCEGI	1419 18% CEG
Neither likely nor unlikely (3)	2195 29% C	325 29% C	257 23% C	304 28% C	303 28% C	333 31% C	310 28% C	363 33% ABCDEGI	2205 29% C
Fairly unlikely (2)	1165 15% H	181 16% H	188 17% DH	151 14% ADFGHI	204 19% ADFGHI	151 14% H	165 15% H	126 12% H	1160 15% H
Very unlikely (1)	1625 21% DFH	265 24% ADFH	352 31% ABDFGHI	178 16% H	312 29% ABDFGHI	161 15% H	244 22% DFH	112 10% DFH	1634 21% DFH
Don't know	601 8% CH	75 7% C	47 4% C	106 10% ABCEPHI	69 6% C	72 7% C	167 15% ABCDEFHI	64 6% C	575 7% C

Likely	2116 27% BCEG	272 24% EG	273 24% EG	361 33% ABCEGI	205 19% ABCCEGI	358 33% ABCCEGI	222 20% ABCDEFGI	424 39% ABCDEFGI	2127 28% BCEG
Unlikely	2789 36% DFH	446 40% ADFH	540 48% ABDFGHI	329 30% H	516 47% ABDFGHI	313 29% H	410 37% DFH	237 22% DFH	2794 36% DFH
Net diff	-673 -9%	-174 -16%	-266 -24%	33 3%	-311 -28%	46 4%	-188 -17%	187 17%	-667 -9%

Mean	2.78 BCEG	2.66 CE	2.52	2.98 ABCEGI	2.45	3.00 ABCCEGI	2.60 E	3.23 ABCDEFGI	2.78 BCEG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q5_heels. How likely or unlikely are you to do any of the following in the next six months? - Sign a petition or take any other type of action asking clothing brands to improve their performance on environmental and social issues

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very likely (5)	713 9% S	355 9%	357 9%	136 12% AEFGH	130 9%	120 8%	130 8%	197 9%	312 9%	67 8%	48 10%	427 9%	285 10%	494 11% AO	621 9%	183 13% ANO	15 10%	437 19% AS	275 5%	708 9%
Fairly likely (4)	1404 18% BQS	627 16%	776 20% AB	224 20% G	294 21% AFGH	258 17%	258 17%	369 17%	615 18%	160 19%	93 19%	868 18%	536 18%	931 20% AOQ	1254 19% AQ	291 20% Q	10 7%	660 28% AS	744 14%	1419 18%
Neither likely nor unlikely (3)	2195 29% DO	1096 29%	1099 28%	281 25%	405 29%	469 32% ADH	463 30% DH	577 27%	974 29%	256 30%	148 30%	1378 29%	817 27%	1296 28%	1851 28%	429 30%	41 28%	635 27%	1560 29%	2205 29%
Fairly unlikely (2)	1165 15% PQR	592 16%	573 15%	183 16%	217 15%	214 14%	241 16%	309 14%	520 15%	157 18% AIKLM	62 13%	740 16%	425 14%	709 15% PQ	1031 15% APQ	183 13% Q	10 7%	268 12%	897 17% AR	1160 15%
Very unlikely (1)	1625 21% CELNPR	891 23% AC	733 19%	213 19%	260 19%	299 20%	349 23% E	503 23% ADEF	695 21%	164 19%	101 21%	959 20%	665 22%	896 19% P	1399 21% NP	243 17%	41 28% NP	213 9%	1412 26% AR	1634 21%
Don't know	601 8% BILNORT	249 7%	351 9% AB	73 7%	94 7%	127 9%	109 7%	197 9% ADEG	248 7%	52 6%	35 7%	335 7%	266 9% AUL	294 6%	498 7% N	122 8% N	30 20% ANOP	105 5%	496 9% AR	575 7%

Likely	2116 27% BFGQS	982 26%	1134 29% AB	360 32% AFGH	424 30% AFGH	378 25%	387 25%	567 26%	927 28%	227 27%	141 29%	1295 28%	821 27%	1425 31% AOQ	1875 28% AQ	473 33% AOQ	25 17%	1097 47% AS	1019 19%	2127 28%
Unlikely	2789 36% CNPR	1483 39%	1306 34%	396 36%	477 34%	513 35%	590 38% EF	813 38% E	1215 36%	321 38%	163 33%	1699 36%	1090 36%	1605 35% P	2431 37% NP	426 29%	51 35%	480 21%	2309 43% AR	2794 36%
Net diff	-673 -9%	-501 -13%	-172 -4%	-36 -3%	-53 -4%	-135 -9%	-203 -13%	-246 -11%	-288 -9%	-94 -11%	-22 -4%	-404 -9%	-269 -9%	-180 -4%	-555 -8%	47 3%	-26 -18%	616 27%	-1290 -24%	-667 -9%

Mean	2.78 BGHS	2.71	2.85 AB	2.89 AFGH	2.86 AGH	2.77	2.71	2.72	2.78	2.76	2.84	2.79	2.76	2.87 AOQ	2.78	2.99 ANOQ	2.56 *	3.38 AS	2.50	2.78
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Summary
All Adults aged 16-75 in each country

	Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be?				
	Luxury or designer fashion brands (A)	High street fashion brands (including sportswear brands) (B)	Low-cost or discount fashion retailers (C)	Online-only fashion brands (D)	Independent clothing retailers (E)
Unweighted base	7701	7701	7701	7701	7701
Weighted base	7701	7701	7701	7701	7701
Very sustainable (4)	598 8% BCDE	462 6% CD	338 4% C	382 5% C	451 6% CD
Fairly sustainable (3)	1885 24% CD	1902 25% CD	1244 16% C	1673 22% C	2504 33% ABCD
Not very sustainable (2)	2200 29% ACE	2533 33% ACE	2404 31% AE	2510 33% ACE	2133 28% ABC
Not at all sustainable (1)	1048 14% BDE	892 12% DE	1905 25% ABDE	794 10% E	445 6% ABC
Don't know	1971 26% BC	1911 25% C	1810 24% ABC	2342 30% ABCE	2169 28% ABC

Sustainable	2482 32% BCD	2365 31% CD	1581 21% C	2055 27% C	2955 38% ABCD
Not sustainable	3248 42% E	3425 44% ADE	4310 56% ABDE	3304 43% E	2577 33% ABC
Net diff	-765 -10%	-1061 -14%	-2728 -35%	-1249 -16%	378 5%

Mean	2.35 CD	2.33 CD	2.00 C	2.31 C	2.54 ABCD
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Requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(*) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Luxury or designer fashion brands

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very sustainable (4)	598 8% BE	62 6% BE	108 10% ABEFGI	129 12% ABEFGHI	60 5% BE	75 7% BE	75 7% BE	89 8% BE	591 8% BE
Fairly sustainable (3)	1885 24% E	249 22% E	258 23% E	320 29% ABCEHI	189 17% BE	291 27% BCEH	328 30% ABCEHI	250 23% E	1881 24% E
Not very sustainable (2)	2200 29% CD	321 29% CD	245 22% CD	247 22% CD	404 37% ABCDGHI	352 33% ABCDGI	300 27% CD	331 30% CD	2220 29% CD
Not at all sustainable (1)	1048 14% G	162 14% G	156 14% G	130 12% G	172 16% DG	143 13% G	93 8% G	192 18% ACDFGI	1057 14% G
Don't know	1971 26% FH	323 29% ADEFHI	351 31% ADEFHI	274 25% FH	268 25% F	215 20% FH	313 28% FH	227 21% FH	1952 25% FH

Sustainable	2482 32% BE	311 28% E	365 33% BE	449 41% ABCEFGHI	249 23% BE	366 34% ABEHI	403 36% ABEHI	339 31% E	2472 32% BE
Not sustainable	3248 42% CDG	483 43% CDG	401 36% CDG	377 34% CDG	576 53% ABCDGHI	495 46% ACDGI	393 35% ABCDGI	523 48% ABCDGI	3277 43% CDG
Net diff	-765 -10%	-171 -15%	-36 -3%	73 7%	-327 -30%	-129 -12%	9 1%	-184 -17%	-805 -10%

Mean	2.35 BEH	2.27 E	2.41 BEH	2.54 ABCEFGHI	2.17	2.35 E	2.48 ABEFGHI	2.27 E	2.35 BEH
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Luxury or designer fashion brands

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very sustainable (4)	598 8% CGHS	329 9% AC	269 7% AC	131 12% AEFGH	126 9% GH	108 7% 7%	92 6% 6%	142 7% 7%	296 9% AILM	53 6% 6%	30 6% 6%	379 8% J	219 7% 7%	405 9% AO	516 8% AO	148 10% AO	11 7% 7%	268 12% AS	329 6% 6%	591 8% 8%
Fairly sustainable (3)	1885 24% QS	943 25% AC	941 24% AC	307 28% AEFGH	357 26% AEFGH	355 24% 24%	351 23% 23%	515 24% 24%	857 25% 25%	193 23% 23%	116 24% 24%	1166 25% 25%	719 24% 24%	1220 26% AOQ	1661 25% AQ	361 25% Q	16 11% 11%	720 31% AS	1165 22% 22%	1881 24% 24%
Not very sustainable (2)	2200 29% POS	1077 28% AC	1123 29% AC	314 28% AEFGH	432 31% AF	408 27% 27%	446 29% 29%	600 28% 28%	972 29% 29%	254 30% 30%	140 29% 29%	1367 29% 29%	833 28% 28%	1363 30% APQ	1940 29% APQ	378 26% Q	24 16% 16%	747 32% AS	1453 27% 27%	2220 29% 29%
Not at all sustainable (1)	1048 14% S	515 14% AC	533 14% AC	163 15% AEFGH	176 13% GH	196 13% 13%	234 15% E	279 13% 13%	430 13% 13%	127 15% 15%	84 17% AILM	641 14% I	407 14% 14%	642 14% 14%	910 14% 14%	203 14% 14%	22 15% 15%	345 15% AS	703 13% 13%	1057 14% 14%
Don't know	1971 26% DELNOR	947 25% AC	1024 26% AC	197 18% AEFGH	308 22% D	421 28% ADE	428 28% ADE	618 29% ADE	808 24% 24%	229 27% 27%	116 24% 24%	1153 24% 24%	818 27% AIL	990 21% AIL	1629 24% N	360 25% N	74 50% ANDP	236 10% 10%	1735 32% AR	1952 25% 25%
Sustainable	2482 32% CGIQS	1272 33% AC	1210 31% AC	438 39% AEFGH	483 34% AGH	463 31% 31%	442 29% 29%	657 31% 31%	1153 34% AILM	246 29% 29%	147 30% 30%	1545 33% J	937 31% 31%	1625 35% AOQ	2177 33% AQ	510 35% AOQ	27 19% 19%	989 43% AS	1494 28% 28%	2472 32% 32%
Not sustainable	3248 42% QS	1592 42% AC	1656 43% AC	476 43% AEFGH	609 43% AGH	604 41% 41%	680 44% 44%	879 41% 41%	1403 42% 42%	381 45% 45%	224 46% 46%	2008 43% I	1240 41% 41%	2005 43% APQ	2849 43% APQ	581 40% Q	46 31% 31%	1092 47% AS	2156 40% 40%	3277 43% A
Net diff	-765 -10%	-320 -8%	-446 -11%	-38 -3%	-126 -9%	-141 -9%	-238 -15%	-222 -10%	-250 -7%	-135 -16%	-77 -16%	-463 -10%	-303 -10%	-380 -8%	-672 -10%	-71 -5%	-18 -12%	-103 -4%	-662 -12%	-805 -10%
Mean	2.35 GKS	2.38	2.33	2.44 AGH	2.40 G	2.35	2.27	2.34	2.40 AKL	2.27	2.25	2.36 JK	2.34	2.38 AO	2.35	2.42 AO	2.23 *	2.44 AS	2.31	2.35

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - High street fashion brands (including sportswear brands)

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very sustainable (4)	462 6% B	47 4% ABDEFGI	102 9% ABDEFGI	59 5% B	53 5% B	60 6% B	50 4% B	91 8% ABDEFGI	459 6% B
Fairly sustainable (3)	1902 25% BE	227 20% BE	276 25% BE	266 24% B	230 21% B	341 32% ABCDEFGHI	272 24% B	290 27% BE	1902 25% BE
Not very sustainable (2)	2533 33% CD	408 37% ACDI	284 25% B	316 29% B	433 40% ACDFGHI	353 33% CD	370 33% CD	368 34% CD	2538 33% CD
Not at all sustainable (1)	892 12% CG	137 12% CG	96 9% ABCEFGHI	217 20% ABCEFGHI	121 11% B	105 10% B	101 9% B	114 11% B	904 12% CG
Don't know	1911 25% DFH	297 27% DFH	358 32% ABDEFHI	242 22% B	255 23% B	217 20% B	317 29% ADEFHI	226 21% B	1898 25% FH

Sustainable	2365 31% BE	275 25% ABDEGI	379 34% ABDEGI	325 30% B	283 26% B	401 37% ABDEGI	321 29% B	381 35% ABDEGI	2361 31% BE
Not sustainable	3425 44% C	546 49% ACFGHI	380 34% ACFGHI	534 49% ACFGHI	555 51% ACFGHI	458 43% C	471 42% C	482 44% C	3442 45% C
Net diff	-1061 -14%	-271 -24%	-1 *	-209 -19%	-272 -25%	-57 -5%	-150 -14%	-102 -9%	-1081 -14%

Mean	2.33 BDE	2.23 BDE	2.51 ABDEGI	2.19 BDE	2.26 BDE	2.42 ABDEI	2.34 BD	2.41 ABDEI	2.33 BDE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - High street fashion brands (including sportswear brands)

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very sustainable (4)	462 6% HMS	248 7% 7%	214 6% 6%	91 8% AFGH	117 8% AFGH	86 6% H	78 5% 5%	91 4% 4%	247 7% ALM	49 6% 6%	26 5% 5%	322 7% AM	140 5% 5%	332 7% AO	386 6% 6%	121 8% AO	6 4% 4%	223 10% AS	240 4% 4%	459 6% 6%
Fairly sustainable (3)	1902 25% CHQS	993 26% AC	909 23% 23%	311 28% AGH	379 27% AGH	370 25% H	370 24% 24%	472 22% 22%	866 26% JKL	190 22% 22%	102 21% 21%	1158 25% 25%	745 25% 25%	1234 27% AOQ	1669 25% Q	374 26% Q	16 11% 11%	747 32% AS	1155 21% 21%	1902 25% 25%
Not very sustainable (2)	2533 33% BQS	1197 31% 31%	1336 34% AB	375 34% 34%	448 32% 32%	462 31% 31%	519 33% 33%	729 34% 34%	1100 33% 33%	287 34% 34%	180 37% M	1567 33% 33%	966 32% 32%	1577 34% APQ	2261 34% APQ	448 31% Q	29 20% 20%	852 37% AS	1682 31% 31%	2538 33% 33%
Not at all sustainable (1)	892 12% 12%	453 12% 12%	438 11% 11%	137 12% 12%	167 12% 12%	154 10% 10%	182 12% 12%	252 12% 12%	375 11% 11%	111 13% 13%	65 13% 13%	551 12% 12%	341 11% 11%	528 11% 11%	765 11% 11%	161 11% 11%	19 13% 13%	291 13% 13%	601 11% 11%	904 12% 12%
Don't know	1911 25% DEUNOR	919 24% 24%	992 25% 25%	195 18% 18%	288 21% 21%	416 28% ADE	402 26% DE	610 28% ADE	776 23% 23%	218 25% 25%	114 23% 23%	1108 24% 24%	804 27% AIL	948 21% 21%	1573 24% N	346 24% N	77 ANDP	205 9% 9%	1707 32% AR	1898 25% 25%

Sustainable	2365 31% CHKQS	1241 33% AC	1123 29% 29%	403 36% AFGH	496 35% AFGH	456 31% H	447 29% 29%	563 26% 26%	1113 33% AIJKLM	239 28% 28%	128 26% 26%	1480 31% JK	885 30% 30%	1566 34% AOQ	2056 31% Q	496 34% AOQ	21 15% 15%	970 42% AS	1395 26% 26%	2361 31% 31%
Not sustainable	3425 44% BFPQS	1650 43% 43%	1775 46% AB	513 46% F	616 44% 44%	615 41% 41%	701 45% F	981 46% F	1475 44% 44%	399 47% 47%	245 50% AILM	2119 45% I	1306 44% 44%	2106 46% APQ	3026 45% APQ	609 42% Q	48 33% 33%	1142 49% AS	2283 42% 42%	3442 45% 45%
Net diff	-1061 -14% -14%	-409 -11% -11%	-652 -17% -17%	-110 -10% -10%	-120 -9% -9%	-159 -11% -11%	-253 -16% -16%	-418 -19% -19%	-362 -11% -11%	-160 -19% -19%	-116 -24% -24%	-639 -14% -14%	-422 -14% -14%	-539 -12% -12%	-971 -15% -15%	-113 -8% -8%	-27 -18% -18%	-172 -7% -7%	-888 -16% -16%	-1081 -14% -14%

Mean	2.33 HS	2.36	2.31	2.39 GH	2.40 AGH	2.36 H	2.30	2.26	2.38 AIJKLM	2.28	2.24	2.35 K	2.31	2.37 AO	2.33	2.41 AO	2.11 **	2.43 AS	2.28	2.33
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Overlap formulae used

ColumnProportions (S%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Low-cost or discount fashion retailers

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very sustainable (4)	338 4% BDEG	31 3% BDEG	92 8% ABDEFGHI	33 3% E	32 3% E	52 5% BDEG	33 3% BDEG	65 6% ABDEGI	334 4% BDEG
Fairly sustainable (3)	1244 16% BDEG	142 13% BDEG	223 20% ABDEGI	148 13% E	111 10% E	243 23% ABDEGI	134 12% ABDEGI	243 22% ABDEGI	1249 16% BDEG
Not very sustainable (2)	2404 31% CD	330 30% D	308 28% D	274 25% D	343 31% D	375 35% ABCDI	387 35% ABCDI	388 36% ABCDEI	2405 31% CD
Not at all sustainable (1)	1905 25% CFGH	332 30% ACFGHI	185 17% ACFGHI	418 38% ABCFGHI	399 37% ABCFGHI	176 16% CFH	232 21% CFH	163 15% CFH	1921 25% CFGH
Don't know	1810 24% DE	282 25% DEFH	309 28% ADEFHI	227 21% E	207 19% E	231 21% E	323 29% ABDEFHI	231 21% E	1792 23% E

Sustainable	1581 21% BDEG	173 15% BDEG	315 28% ABDEGI	181 16% E	143 13% E	295 27% ABDEGI	166 15% ABDEGI	308 28% ABDEGI	1583 21% BDEG
Not sustainable	4310 56% CFH	662 59% ACFH	493 44% ACFGHI	692 63% ABCFGHI	743 68% ABCFGHI	550 51% C	619 56% CFH	550 51% C	4326 56% CFH
Net diff	-2728 -35%	-489 -44%	-178 -16%	-511 -46%	-600 -55%	-255 -24%	-453 -41%	-242 -22%	-2743 -36%

Mean	2.00 BDE	1.85 E	2.28 ABDEGI	1.77	1.75	2.20 ABDEGI	1.96 BDE	2.24 ABDEGI	2.00 BDE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Low-cost or discount fashion retailers

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very sustainable (4)	338 4% GHOS	184 5% AC	154 4% AC	51 5% H	101 7% ADFGH	69 5% H	52 3% H	64 3% H	171 5% AHL	28 3% H	15 3% H	215 5% H	123 4% H	225 5% AO	272 4% AO	92 6% ANO	10 7% AS	152 7% AS	186 3% AS	334 4% AS
Fairly sustainable (3)	1244 16% CHMOQS	684 18% AC	560 14% AC	207 19% AGH	288 21% ADFGH	258 17% H	237 15% H	252 12% H	614 18% AIJKLM	124 15% H	67 14% H	805 17% AIKLM	439 15% H	800 17% AOQ	1045 16% Q	263 18% AOQ	13 9% AS	485 21% AS	759 14% AS	1249 16% AS
Not very sustainable (2)	2404 31% QS	1158 30% QS	1247 32% QS	353 32% QS	435 31% QS	445 30% QS	495 32% QS	677 31% QS	1040 31% QS	280 33% QS	154 32% QS	1474 31% QS	930 31% QS	1484 32% AQ	2142 32% AQ	446 31% Q	27 19% AS	818 35% AS	1586 29% AS	2405 31% AS
Not at all sustainable (1)	1905 25% BEFIQS	890 23% AB	1015 26% AB	313 28% AEFG	299 21% AEFG	326 22% E	380 25% E	587 27% AEF	795 24% AEF	225 26% AIL	141 29% AIL	1161 25% I	744 25% I	1224 26% APQ	1716 26% APQ	331 23% Q	21 15% AS	667 29% AS	1238 23% AS	1921 25% AS
Don't know	1810 24% DELNOR	896 24% AC	914 24% AC	186 17% H	276 20% ADFGH	390 26% ADE	385 25% DE	573 27% ADE	743 22% ADE	199 23% H	110 23% H	1052 22% H	758 19% AIL	886 19% N	1480 22% N	319 22% N	75 15% ANDP	195 8% AS	1616 30% AR	1792 23% AS
Sustainable	1581 21% CGHJKMOS	868 23% AC	713 18% AC	259 23% AGH	389 28% ADFGH	327 22% GH	290 19% H	317 15% H	785 23% AIJKLM	152 18% H	82 17% H	1019 22% AIKLM	562 19% H	1026 22% AO	1317 20% AO	355 24% ANQ	23 15% AS	637 27% AS	944 18% AS	1583 21% AS
Not sustainable	4310 56% BEFIPQS	2048 54% AB	2262 58% AB	666 60% AEF	734 52% AEF	770 52% EF	875 56% EF	1264 59% AEF	1835 55% I	505 59% AIL	295 61% AIL	2635 56% I	1675 59% APQ	2708 58% APQ	3858 54% APQ	776 54% Q	49 33% AS	1485 64% AS	2824 52% AS	4326 56% AS
Net diff	-2728 -35%	-1180 -31%	-1548 -40%	-408 -37%	-345 -25%	-443 -30%	-586 -38%	-947 -44%	-1050 -31%	-353 -41%	-213 -44%	-1615 -34%	-1113 -37%	-1682 -36%	-2541 -38%	-422 -29%	-26 -18%	-848 -37%	-1880 -35%	-2743 -36%
Mean	2.00 CHKOS	2.06 AC	1.95	2.00 H	2.17 ADFGH	2.06 AGH	1.97 H	1.87	2.06 AIJKLM	1.93	1.89	2.02 JK	1.97	2.01 O	1.98	2.10 ANO	2.16 *	2.06 AS	1.97	2.00

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions [5%]: A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans [5%]: A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Online-only fashion brands

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very sustainable (4)	382 5% DE	51 5% E	89 8% ABDEFGI	39 4% C	30 3% E	60 6% DE	42 4% E	71 7% ADEGI	384 5% DE
Fairly sustainable (3)	1673 22% BEG	204 18% E	283 25% ABEGI	240 22% BE	156 14% E	293 27% ABDEGI	209 19% E	287 26% ABDEGI	1668 22% BEG
Not very sustainable (2)	2510 33% C	377 34% C	260 23% C	338 31% C	434 40% ABCDFGHI	348 32% C	388 35% CD	365 33% C	2522 33% C
Not at all sustainable (1)	794 10% CFH	133 12% CFGH	87 8% ACFGHI	155 14% ACFGHI	144 13% ACFGHI	89 8% E	99 9% E	88 8% E	805 10% CFH
Don't know	2342 30% FH	353 32% FH	399 36% ABDEFHI	328 30% H	328 30% H	286 27% E	371 33% FHI	278 26% E	2322 30% FH

Sustainable	2055 27% BEG	255 23% E	372 33% ABDEGI	279 25% E	186 17% E	353 33% ABDEGI	252 23% E	358 33% ABDEGI	2052 27% BEG
Not sustainable	3304 43% C	509 46% CF	347 31% C	493 45% C	579 53% ABCDFGHI	437 41% C	487 44% C	453 42% C	3327 43% C
Net diff	-1249 -16%	-254 -23%	25 2%	-213 -19%	-392 -36%	-84 -8%	-235 -21%	-95 -9%	-1275 -17%

Mean	2.31 BDE	2.23 E	2.52 ABDEFGI	2.21 E	2.09	2.41 ABDEGI	2.26 E	2.42 ABDEGI	2.30 BDE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Online-only fashion brands

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very sustainable (4)	382 5% CGHMOS	221 6% AC	162 4% AC	82 7% AFGH	123 9% AFGH	73 5% H	55 4% H	49 2% H	214 6% AILM	37 4% AILM	25 5% AILM	276 6% AIM	107 4% AIM	282 6% AO	312 5% AO	98 7% AO	11 7% AO	198 9% AS	184 3% AS	384 5% AS
Fairly sustainable (3)	1673 22% CHQS	874 23% AC	799 21% AC	317 29% AFGH	352 25% AGH	344 23% H	315 20% H	344 16% H	791 24% AIKLM	165 19% AIKLM	92 19% AIKLM	1048 22% J	625 21% J	1132 25% AOQ	1445 22% Q	346 24% AOQ	18 12% AOQ	661 29% AS	1012 19% AS	1668 22% AS
Not very sustainable (2)	2510 33% EQS	1219 32% EQS	1290 33% EQS	345 31% EQS	420 30% EQS	457 31% E	523 34% E	765 36% ADEF	1072 32% ADEF	293 34% ADEF	174 36% ADEF	1539 33% I	971 32% I	1560 34% AQ	2240 34% AQ	456 31% Q	23 15% Q	840 36% AS	1670 31% AS	2522 33% AS
Not at all sustainable (1)	794 10% FNP	387 10% FNP	408 10% FNP	115 10% F	149 11% F	124 8% F	165 11% F	241 11% F	337 10% F	88 10% F	48 10% F	473 10% F	321 11% F	450 10% NP	701 11% NP	120 8% NP	21 14% P	250 11% P	544 10% P	805 10% P
Don't know	2342 30% BDELNOR	1111 29% AB	1231 32% AB	251 23% AB	356 25% AB	489 33% ADE	491 32% DE	754 35% ADEG	950 28% ADEG	274 32% I	147 30% I	1370 29% I	971 32% AIL	1196 26% N	1957 29% N	429 30% N	74 51% ANDP	368 16% AR	1974 37% AR	2322 30% AR
Sustainable	2055 27% CGHMOS	1094 29% AC	961 25% AC	400 36% AFGH	475 34% AFGH	417 28% GH	371 24% H	393 18% H	1005 30% AIKLM	202 24% AIKLM	117 24% AIKLM	1324 28% AIKM	731 24% AIKM	1414 31% AOQ	1757 26% AOQ	445 31% AOQ	29 20% AOQ	859 37% AS	1196 22% AS	2052 27% AS
Not sustainable	3304 43% FPQS	1606 42% FPQS	1698 44% FPQS	459 41% FPQS	569 41% FPQS	581 39% EF	688 44% EF	1007 47% ADEF	1409 42% ADEF	380 44% ADEF	223 46% ADEF	2012 43% ADEF	1292 43% ADEF	2009 43% PQ	2941 44% APQ	576 40% Q	44 30% Q	1090 47% AS	2214 41% AS	3327 43% A
Net diff	-1249 -16%	-512 -13%	-737 -19%	-60 -5%	-94 -7%	-165 -11%	-318 -20%	-613 -28%	-404 -12%	-179 -21%	-106 -22%	-688 -15%	-560 -19%	-595 -13%	-1184 -18%	-132 -9%	-15 -10%	-231 -10%	-1018 -19%	-1275 -17%
Mean	2.31 CGHMOS	2.34 AC	2.27	2.43 AGH	2.43 AGH	2.37 AGH	2.25 H	2.14	2.37 AILM	2.26	2.28	2.34 AIM	2.26	2.36 AO	2.29	2.41 AO	2.25 *	2.41 AS	2.25	2.30

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Independent clothing retailers

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very sustainable (4)	451 6% BG	37 3% ABDEFGI	110 10% ABDEFGI	51 5% ABDEFGI	52 5% ABDEFGI	62 6% B	45 4% ABDEFGI	94 9% ABDEFGI	451 6% BG
Fairly sustainable (3)	2504 33% EG	398 36% AEGI	412 37% AEGHI	371 34% EG	316 29% G	393 37% AEGI	258 23% G	355 33% G	2508 33% EG
Not very sustainable (2)	2133 28% C	287 26% C	200 18% C	279 25% C	353 32% ABCDFI	293 27% C	371 33% ABCDFI	350 32% ABCDFI	2141 28% C
Not at all sustainable (1)	445 6% BC	45 4% BC	40 4% BC	90 8% ABCHI	68 6% BC	76 7% BCH	78 7% BCH	49 4% BC	449 6% BC
Don't know	2169 28% FH	350 31% AFHI	356 32% AEFHI	308 28% FH	304 28% FH	252 23% FH	357 32% ADEFHI	241 22% FH	2152 28% FH

Sustainable	2955 38% EG	435 39% EG	522 47% ABDEFGHI	423 38% EG	368 34% G	455 42% AEGI	303 27% G	449 41% EG	2959 38% EG
Not sustainable	2577 33% BC	332 30% C	239 21% C	369 34% C	420 38% ABCDFI	369 34% BC	449 40% ABCDFI	399 37% ABC	2590 34% BC
Net diff	378 5%	103 9%	283 25%	53 5%	-52 -5%	86 8%	-145 -13%	50 5%	369 5%

Mean	2.54 EG	2.56 EG	2.78 ABDEFGHI	2.48 G	2.45	2.54 G	2.36	2.58 DEG	2.53 EG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q6_heels. Generally, how sustainable, if at all, do you consider the following types of retailer to be? - Independent clothing retailers

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very sustainable (4)	451 6% HS	238 6%	214 5%	96 9% AFGH	123 9% AFGH	78 5% H	78 5% H	77 4% A	220 7% A	50 6%	21 4%	291 6%	161 5%	322 7% AO	383 6%	127 9% ANO	8 6%	217 9% AS	234 4%	451 6%
Fairly sustainable (3)	2504 33% GHMQS	1261 33%	1243 32%	448 40% AEFGH	507 36% AFGH	475 32% H	465 30% A	609 28% AM	1145 34% AM	264 31%	167 34%	1576 33% AM	928 31%	1607 35% AOQ	2213 33% AQ	482 33% Q	24 16%	996 43% AS	1507 28%	2508 33%
Not very sustainable (2)	2133 28% EPQS	1046 27%	1086 28%	285 26%	346 25%	414 28%	446 29% E	642 30% ADE	935 28%	241 28%	151 31%	1327 28%	806 27%	1317 28% PQ	1880 28% APQ	369 25% Q	24 16%	692 30% AS	1441 27%	2141 28%
Not at all sustainable (1)	445 6% FKNR	216 6%	228 6%	52 5%	83 6%	68 5%	97 6% F	145 7% ADF	191 6%	50 6%	18 4%	259 6%	185 5% K	243 5%	380 6%	88 6%	14 9% N	112 5%	333 6% AR	449 6%
Don't know	2169 28% DELNOR	1050 28%	1119 29%	229 21% D	340 24% D	453 30% ADE	465 30% DE	681 32% ADE	873 26%	251 29%	130 27%	1254 31% AIL	915 24%	1132 27% N	1799 27%	385 10% ANDP	77 52% ANDP	300 13%	1869 35% AR	2152 28%

Sustainable	2955 38% GHMQS	1499 39%	1456 37%	545 49% AFGH	630 45% AFGH	553 37% H	542 35% A	686 32% AILM	1365 41% AILM	313 37%	188 39%	1866 40% AM	1089 36%	1929 42% AOQ	2596 39% AQ	609 42% AOQ	32 22%	1213 52% AS	1742 32%	2959 38%
Not sustainable	2577 33% DE	1263 33%	1315 34%	337 30%	429 31%	481 32%	543 35% DE	787 37% ADEF	1126 33%	291 34%	169 35%	1586 34%	991 33%	1559 34%	2260 34% APQ	457 31% APQ	38 26%	803 35%	1774 33%	2590 34%
Net diff	378 5%	236 6%	142 4%	208 19%	200 14%	71 5%	-1 * -5%	-101 -5%	239 7%	22 3%	19 4%	280 6%	98 3%	370 8%	336 5%	152 10%	-6 -4%	410 18%	-32 -1%	369 5%

Mean	2.54 GHS	2.55	2.52	2.67 AFGH	2.63 AFGH	2.54 H	2.48	2.42	2.56	2.52	2.54	2.55	2.51	2.58 AO	2.54	2.61 AO	2.38 **	2.65 AS	2.47	2.53
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q7_heels. Which, if any, of the following fashion brands or shops do you associate with having a sustainable supply chain?

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
H&M	1152 15% BD	117 11% BD	158 14% BD	118 11% BD	141 13% ABCD	186 17% ABCD	232 21% ABCD	199 18% ABCD	1153 15% BD
Nike	1006 13% BD	88 8% BD	215 19% ABDEFH	101 9% BD	153 14% BDF	118 11% B	201 18% ABDEFH	130 12% BD	975 13% BD
Zara	817 11% BCDE	93 8% BCDE	96 9% BCDE	77 7% BCDE	83 8% BCDE	140 13% ABCD	163 15% ABCD	164 15% ABCD	822 11% BCDE
Hugo Boss	728 9% B	57 5% B	114 10% B	86 8% B	146 13% ABCDH	88 8% B	130 12% B	108 10% B	721 9% B
Gucci	698 9% BDH	64 6% BDH	138 12% ABDFH	69 6% BDH	111 10% BDH	103 10% BDH	145 13% ABDEFH	68 6% BDH	692 9% BDH
Lidl	684 9% BC	61 5% C	35 3% C	79 7% C	115 11% BCD	98 9% BC	180 16% ABCD	116 11% BCD	689 9% BC
Zalando (clothing by Zalando only and not other brands featured on the Zalando website)	517 7% BC	29 3% BC	27 2% BC	63 6% BC	80 7% BC	99 9% ABCDH	151 14% ABCD	67 6% BC	524 7% BC
GAP	471 6% DEFH	96 9% ADEFH	163 15% ABDEFGH	39 4% BC	37 3% BC	34 3% BC	65 6% DEFH	37 3% DEFH	467 6% DEFH
Primark	431 6% CDF	72 6% CDF	27 2% CDF	41 4% CDF	65 6% CDF	43 4% C	54 5% C	130 12% ABCD	436 6% CDF
ASOS (clothing by ASOS only and not other brands featured on the ASOS website)	372 5% CDF	51 5% CDF	56 5% CDF	58 5% CDF	53 5% CDF	48 4% CDF	48 4% CDF	58 5% CDF	384 5% CDF
None of these	1997 26% CFG	363 33% ACDFGH	236 21% G	276 25% CG	439 40% ABCD	247 23% G	166 15% G	270 25% CG	2020 26% CFG
Don't know	3276 43% EH	491 44% EH	542 49% ABEFH	558 51% ABEFH	303 28% E	448 42% E	507 46% EH	427 39% E	3255 42% E
Mean answer	2.83 F	2.76 F	3.03 F	2.75 F	2.81 F	2.51 F	3.15 ABDEFH	2.75 F	2.83 F

accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnsProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnsMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q7_heels. Which, if any, of the following fashion brands or shops do you associate with having a sustainable supply chain?

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
H&M	1152	493	660	263	288	220	173	209	529	127	64	720	432	822	1024	268	12	576	576	1153
BGHQS	15%	13%	17%	24%	21%	15%	11%	10%	16%	15%	13%	15%	14%	18%	15%	18%	8%	25%	11%	15%
AB				AFGH	AFGH	GH								AOQ	AQ	AOQ		AS		
Nike	1006	563	443	248	219	164	169	206	467	123	54	644	362	703	881	238	9	496	510	975
CFHGST	13%	15%	11%	22%	16%	11%	11%	10%	14%	14%	11%	14%	12%	15%	13%	16%	6%	21%	9%	13%
AC				AFGH	AFGH				M			A		AOQ	Q	AOQ		AS		
Zara	817	402	415	180	195	146	139	157	412	99	34	544	272	580	725	202	8	430	387	822
GHKMS	11%	11%	11%	16%	14%	10%	9%	7%	12%	12%	7%	12%	9%	13%	11%	14%	6%	19%	7%	11%
				AFGH	AFGH	H			AKLM	KM		AKM		AOQ	A	AOQ		AS		
Hugo Boss	728	446	282	145	145	131	135	173	368	86	41	495	233	534	668	187	4	378	350	721
CHMCS	9%	12%	7%	13%	10%	9%	9%	8%	11%	10%	8%	11%	8%	12%	10%	13%	3%	16%	7%	9%
				AFGH	H				AM	M		AM		AOQ	AQ	AOQ		AS		
Gucci	698	381	317	169	132	104	128	165	332	81	36	449	248	491	630	172	4	347	351	692
CFHQCS	9%	10%	8%	15%	9%	7%	8%	8%	10%	9%	7%	10%	8%	11%	9%	12%	3%	15%	7%	9%
				AFGH	F				AM					AOQ	AQ	AOQ		AS		
Lidl	684	345	340	140	150	125	119	151	325	68	39	432	252	474	600	187	5	322	363	689
HCS	9%	9%	9%	13%	11%	8%	8%	7%	10%	8%	8%	9%	8%	10%	9%	13%	3%	14%	7%	9%
				AFGH	AFGH				A					AOQ	Q	ANKQ		AS		
Zalando (clothing by Zalando only and not other brands featured on the Zalando website)	517	277	239	116	112	87	93	108	256	52	25	333	183	397	454	146	3	271	245	524
HCS	7%	7%	6%	10%	8%	6%	6%	5%	8%	6%	5%	7%	6%	9%	7%	10%	2%	12%	5%	7%
				AEFGH	AFGH				ALM					AOQ	Q	AOQ		AS		
GAP	471	244	227	110	101	86	81	92	239	52	31	322	149	363	427	126	4	240	231	467
HMS	6%	6%	6%	10%	7%	6%	5%	4%	7%	6%	5%	7%	5%	8%	6%	9%	2%	10%	4%	6%
				AEFGH	AGH	H			AM			AM		AOQ	A	AOQ		AS		
Primark	431	223	208	101	102	71	75	82	213	57	20	290	141	291	371	138	4	212	220	436
HMS	6%	6%	5%	9%	7%	5%	5%	4%	6%	7%	4%	6%	5%	6%	6%	9%	3%	9%	4%	6%
				AFGH	AFGH				AM	M		AKM		AD		ANKQ		AS		
ASOS (clothing by ASOS only and not other brands featured on the ASOS website)	372	160	212	106	95	54	52	64	183	39	21	243	129	289	336	103	3	210	162	384
BFGHS	5%	4%	5%	10%	7%	4%	3%	3%	5%	5%	4%	5%	4%	6%	5%	7%	2%	9%	3%	5%
				AB	AEFGH	AFGH			AM					AOQ	A	AOQ		AS		
None of these	1997	1027	970	241	364	380	448	564	866	238	147	1251	746	1198	1726	320	42	577	1419	2020
CDP	26%	27%	25%	22%	26%	29%	26%	26%	28%	30%	27%	25%	26%	26%	22%	28%	25%	26%	26%	26%
				D	D	ADF	D		AIM	I		P		P						A
Don't know	3276	1585	1691	325	480	663	702	1106	1357	341	208	1906	1370	1756	2822	594	83	593	2683	3255
DEILNR	43%	42%	43%	29%	34%	45%	45%	51%	40%	40%	43%	40%	46%	38%	42%	41%	56%	26%	50%	42%
				D	DE	ADE	ADEFG						AUL		N	N	ANDP		AR	
Mean answer	2.83	2.95	2.72	2.90	2.77	2.67	2.91	2.91	2.91	2.83	2.78	2.89	2.73	2.97	2.90	3.27	2.53	3.04	2.65	2.83
	CPS	AC						AM			A		AD	A	AND	**	AS			

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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A/R/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(*) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Summary
All Adults aged 16-75 in each country

	Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment?					
	Government regulation (A)	The fashion industry regulating itself (B)	Print media influence (such as newspapers, online news channels, magazines) (C)	Social media influence (such as Facebook, Twitter, Instagram) (D)	Pressure from non-government organisations (NGOs) / charities (E)	Pressure from consumers (F)
Unweighted base	7701	7701	7701	7701	7701	7701
Weighted base	7701	7701	7701	7701	7701	7701
Very effective (4)	1589 21% BCDE	789 10% BE	1396 18% BE	1373 18% BE	875 11% B	2136 28% ABCDE
Fairly effective (3)	2559 33% B	1837 24% B	2923 38% ABCDE	2739 36% ABE	2517 33% B	2767 36% ABE
Not very effective (2)	1587 21% F	2092 27% ACDF	1550 20% F	1550 20% F	2158 28% F	1165 15% ACDF
Not at all effective (1)	540 7% CF	1350 18% ACDEF	445 6% F	527 7% CF	565 7% CF	321 4% CF
Don't know	846 11% F	997 13% ACDF	826 11% F	891 12% CF	958 12% ACDF	765 10% ACDF
No opinion	580 8% F	635 8% ACF	561 7% ACF	621 8% ACF	627 8% ACF	547 7% ACF

Effective	4148 54% BE	2626 34% ABDE	4319 56% ABCDE	4112 53% BE	3392 44% B	4903 64% ABCDE
Not effective	2127 28% CF	3443 45% ACDEF	1995 26% F	2077 27% CF	2723 35% ACDF	1487 19% ACDF
Net diff	2022 26% CF	-817 -11% ACF	2324 30% ACF	2034 26% CF	669 9% ACDF	3416 44% ACDF

Mean	2.83 BE	2.34 BDE	2.83 BDE	2.80 BE	2.61 B	3.05 ABCDE
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in the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A/B/C/D/E/F Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (SN): A/B/C/D/E/F Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Government regulation

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	1589 21% BCD	194 17% 17%	189 17% 18%	193 18% 20%	214 20% 27%	287 27% ABCD EGI	209 19% 19%	302 28% ABCD EGI	1604 21% BCD
Fairly effective (3)	2559 33% CDE	383 34% CDE	328 29% 29%	322 29% 30%	329 30% 39%	419 39% ABCD E I	397 36% CDE	381 35% CDE	2562 33% CDE
Not very effective (2)	1587 21% F	224 20% F	239 21% F	272 25% ABFGHI	268 24% ABFGHI	170 16% 19%	212 19% 19%	202 19% 19%	1584 21% F
Not at all effective (1)	540 7% FH	74 7% F	99 9% AFGHI	110 10% ABFGHI	93 9% FGH	48 4% 6%	64 6% 5%	52 5% 7%	542 7% FH
Don't know	846 11% F	152 14% ADEFHI	163 15% ADEF GHI	101 9% AEFHI	116 11% F	80 7% 11%	120 11% F	113 10% F	834 11% F
No opinion	580 8% H	89 8% H	98 9% H	103 9% AEFHI	73 7% H	72 7% H	106 10% AEFHI	39 4% 7%	575 7% H

Effective	4148 54% CDE	578 52% CD	518 46% 47%	515 47% 50%	543 50% 66%	706 66% 55%	606 55% 63%	683 63% 54%	4166 54% CDE
Not effective	2127 28% FH	298 27% F	338 30% FGH	382 35% ABCFGHI	361 33% ABFGHI	218 20% 25%	276 25% F	254 23% 28%	2126 28% FH
Net diff	2022 26% 26%	280 25% 16%	179 16% 12%	133 12% 17%	182 17% 45%	488 45% 30%	330 30% 39%	429 39% 26%	2040 26% 26%

Mean	2.83 CDE	2.80 D	2.71	2.67	2.73	3.02 ABCD EGI	2.85 CDE	3.00 ABCD EGI	2.83 CDE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

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Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Government regulation

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	1589 21% CHQS	852 22% AC	738 19% AFH	271 24% AFH	314 22% H	308 21% H	332 21% H	364 17% H	723 22% H	168 20% H	112 23% H	1004 21% H	586 20% H	1079 23% ADQ	1410 21% AQ	322 22% Q	20 14% Q	662 29% AS	927 17% AS	1604 21% AS
Fairly effective (3)	2559 33% POS	1237 32% AC	1322 34% AC	360 32% AH	501 36% AH	488 33% AH	519 34% AH	691 32% AH	1136 34% AH	285 33% AH	152 31% AH	1572 33% AH	987 33% AH	1609 35% APQ	2280 34% APQ	443 31% Q	20 14% Q	847 37% AS	1712 32% AS	2562 33% AS
Not very effective (2)	1587 21% EQ	774 20% EQ	813 21% EQ	214 19% EQ	242 17% EQ	291 20% EQ	331 21% E	509 24% ADEF	692 21% E	186 22% E	113 23% E	991 21% E	596 20% E	937 20% Q	1382 21% Q	316 22% Q	16 11% Q	493 21% Q	1094 20% Q	1584 21% Q
Not at all effective (1)	540 7% C	316 8% AC	224 6% AC	74 7% AC	90 6% AC	91 6% AC	105 7% AC	180 8% AEF	236 7% AEF	51 6% AEF	34 7% AEF	320 7% AEF	219 7% AEF	311 7% AEF	461 7% AEF	96 7% ANOP	18 12% ANOP	143 6% ANOP	397 7% ANOP	542 7% ANOP
Don't know	846 11% BILNOR	360 9% AB	486 12% AB	105 9% AB	141 10% ADEGH	199 13% ADEGH	160 10% ADEGH	241 11% ADEGH	328 10% AIKL	118 14% AIKL	43 9% I	489 10% I	357 12% IL	434 9% IL	687 10% N	170 12% N	21 14% N	117 5% AR	728 14% AR	834 11% AR
No opinion	580 8% JLNOR	273 7% JLNOR	307 8% JLNOR	87 8% JLNOR	111 8% JLNOR	111 7% JLNOR	103 7% JLNOR	168 8% JLNOR	249 7% JLNOR	48 6% JLNOR	33 7% JLNOR	330 7% JLNOR	250 8% IL	249 5% N	437 7% N	103 7% N	52 35% ANOP	53 2% ANOP	527 10% AR	575 7% AR

Effective	4148 54% HQS	2089 55% HQS	2060 53% HQS	631 57% H	815 58% AFH	796 54% H	851 55% H	1055 49% H	1859 55% AH	453 53% AH	263 54% AH	2576 55% AH	1573 53% AH	2688 58% ADPQ	3690 55% APQ	765 53% Q	40 27% Q	1510 65% AS	2639 49% AS	4166 54% AS
Not effective	2127 28% E	1090 29% E	1037 27% E	288 26% E	332 24% E	382 26% E	436 28% E	689 32% ADEF	928 28% ADEF	236 28% ADEF	147 30% ADEF	1311 28% ADEF	816 27% ADEF	1248 27% ADEF	1842 28% ADEF	412 28% ADEF	34 23% ADEF	637 27% ADEF	1490 28% ADEF	2126 28% ADEF
Net diff	2022 26% HS	999 26% HS	1023 26% HS	343 31% AH	483 35% AH	414 28% H	415 27% H	366 17% H	931 28% H	217 25% H	117 24% H	1265 27% H	757 25% H	1440 31% AO	1848 28% A	352 24% A	7 4% A	873 38% AS	1149 21% AS	2040 26% AS

Mean	2.83 HS	2.83 HS	2.83 HS	2.90 AH	2.91 AH	2.86 H	2.84 H	2.71 H	2.84 H	2.83 H	2.83 H	2.84 H	2.81 H	2.88 AO	2.84 A	2.84 A	2.57 *	2.95 AS	2.77 AS	2.83 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - The fashion industry regulating itself

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	789 10% BDE	67 6% BDE	115 10% BDE	72 7% BEH	84 8% ADFGI	194 18% ABCDEGHI	148 13% ABCDEHI	110 10% BD	797 10% BDE
Fairly effective (3)	1837 24% BCEH	187 17% BCEH	223 20% BCEH	257 23% BEH	186 17% ADFGI	354 33% ABCDEGHI	415 37% ABCDEGHI	214 20% BD	1832 24% BCEH
Not very effective (2)	2092 27% FG	334 30% DFG	325 29% FG	281 26% G	346 32% ADFGI	253 23% G	228 21% G	325 30% DFG	2094 27% FG
Not at all effective (1)	1350 18% FG	287 26% ACDFGI	192 17% FG	214 19% FG	248 23% ACFGI	92 9% G	58 5% G	260 24% ACDFGI	1361 18% FG
Don't know	997 13% F	156 14% F	163 15% F	142 13% F	152 14% F	105 10% F	145 13% F	134 12% F	982 13% F
No opinion	635 8% H	86 8% H	100 9% H	135 12% ABCEPHI	76 7% H	78 7% H	115 10% ABEFHI	46 4% H	635 8% H

Effective	2626 34% BCDEH	254 23% BE	338 30% BE	328 30% BE	270 25% ADFGI	548 51% ABCDEGHI	564 51% ABCDEGHI	324 30% BE	2629 34% BCDEH
Not effective	3443 45% FG	621 56% ACDFGI	517 46% FG	495 45% FG	595 54% ACDFGI	345 32% G	286 26% G	585 54% ACDFGI	3455 45% FG
Net diff	-817 -11%	-366 -33%	-179 -16%	-167 -15%	-325 -30%	203 19%	278 25%	-262 -24%	-826 -11%

Mean	2.34 BDEH	2.04 BEH	2.30 BEH	2.23 B	2.12 B	2.73 ABCDEHI	2.77 ABCDEHI	2.19 B	2.34 BDEH
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ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - The fashion industry regulating itself

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	789 10% HMS	392 10% HMS	397 10% HMS	131 12% H	165 12% AH	159 11% H	157 10% H	177 8% H	374 11% AM	86 10% AM	52 11% AM	512 9% AM	277 9% AM	535 12% AO	704 11% A	165 11% A	9 6% A	367 16% AS	421 8% AS	797 10% AS
Fairly effective (3)	1837 24% BHQS	853 22% AB	984 25% AB	322 29% AFGH	367 26% AFGH	331 22% AFGH	357 23% AFGH	460 21% AFGH	843 25% AM	194 23% AM	115 24% AM	1152 24% AM	685 23% AM	1171 25% AOQ	1614 24% AQ	356 25% Q	21 14% Q	674 29% AS	1163 22% AS	1832 24% AS
Not very effective (2)	2092 27% EQ	1042 27% EQ	1051 27% EQ	291 26% EQ	348 25% EQ	385 26% EQ	420 27% EQ	648 30% ADEF	941 28% ADEF	233 27% ADEF	132 27% ADEF	1306 28% ADEF	787 26% ADEF	1295 28% APQ	1844 28% APQ	367 25% Q	24 17% Q	641 28% AS	1451 27% AS	2094 27% AS
Not at all effective (1)	1350 18% CD	799 21% AC	551 14% AC	165 15% AC	226 16% AC	264 18% AC	299 19% AC	397 18% D	561 17% D	137 16% D	108 22% AULM	805 17% AULM	545 18% AULM	825 18% AULM	1185 18% AULM	235 16% AULM	18 12% AULM	416 18% AULM	934 17% AULM	1361 18% AULM
Don't know	997 13% BDKLNORT	425 11% AB	572 15% AB	119 11% AB	172 12% AD	218 15% AD	198 13% AD	290 13% D	371 11% D	148 17% AIKL	46 9% I	564 12% I	433 14% AIKL	525 11% I	816 12% N	210 14% NO	24 16% NO	157 7% AR	840 16% AR	982 13% AR
No opinion	635 8% NOR	300 8% NOR	335 9% NOR	83 7% NOR	121 9% NOR	130 9% NOR	119 8% NOR	182 8% NOR	275 8% NOR	59 7% NOR	34 7% NOR	367 8% NOR	268 9% NOR	269 6% NOR	492 7% N	117 8% N	50 34% ANOP	61 3% ANOP	574 11% AR	635 8% AR

Effective	2626 34% BHMGS	1245 33% AB	1380 35% AB	453 41% AFGH	532 38% AFGH	490 33% H	514 33% H	637 30% H	1217 36% AM	280 33% AM	167 34% AM	1664 35% AM	962 32% AM	1706 37% AOQ	2318 35% AQ	522 36% Q	31 21% Q	1041 45% AS	1585 29% AS	2629 34% AS
Not effective	3443 45% CDEPQ	1841 48% AC	1602 41% AC	456 41% AC	575 41% AC	649 44% AC	719 46% DE	1045 48% DE	1502 45% ADEF	369 43% ADEF	240 49% AIL	2111 45% AIL	1332 44% AIL	2120 46% APQ	3029 46% APQ	602 42% Q	42 29% Q	1057 46% AS	2385 44% AS	3455 45% AS
Net diff	-817 -11%	-596 -16%	-221 -6%	-2 *	-43 -3%	-159 -11%	-205 -13%	-408 -19%	-285 -8%	-89 -10%	-73 -15%	-447 -9%	-370 -12%	-414 -9%	-711 -11%	-80 -6%	-12 -8%	-16 -1%	-801 -15%	-826 -11%

Mean	2.34 BHS	2.27 AB	2.41 AB	2.46 AFGH	2.42 AGH	2.34 H	2.30	2.25	2.38 AM	2.35	2.27	2.36 AM	2.30	2.37 AO	2.34	2.40 A	2.30 *	2.47 AS	2.27	2.34
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

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All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Mainstream media influence (such as newspapers, online news channels, magazines)

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	1396 18% BD	132 12% B	181 16% B	166 15% B	199 18% B	274 26% ABCDEGI	176 16% B	267 25% ABCDEGI	1396 18% BD
Fairly effective (3)	2923 38% C	442 40% C	386 35% C	424 39% C	419 38% C	432 40% C	417 38% C	402 37% C	2919 38% C
Not very effective (2)	1550 20% F	238 21% F	219 20% F	216 20% F	238 22% F	181 17% F	228 21% F	230 21% F	1561 20% F
Not at all effective (1)	445 6% FH	72 6% FH	79 7% FGH	97 9% ABEFGHI	62 6% F	36 3% F	52 5% F	46 4% F	453 6% FH
Don't know	826 11% DF	145 13% ADEFHI	164 15% ADEFHI	95 9% F	102 9% F	88 8% F	126 11% DF	106 10% F	814 11% F
No opinion	561 7% H	88 8% H	88 8% H	101 9% AEFHI	73 7% H	64 6% H	110 10% AEFHI	38 3% H	558 7% H

Effective	4319 56% BC	574 51% BC	567 51% BC	590 54% BC	618 57% BC	707 66% ABCDEGHI	593 53% BC	670 61% ABCDEGI	4315 56% BC
Not effective	1995 26% F	310 28% F	298 27% F	314 29% F	300 27% F	218 20% F	280 25% F	276 25% F	2014 26% F
Net diff	2324 30%	264 24%	269 24%	277 25%	318 29%	489 45%	312 28%	394 36%	2301 30%

Mean	2.83 BD	2.72 BD	2.77 BD	2.73 BD	2.82 BD	3.02 ABCDEGI	2.82 B	2.94 ABCDEGI	2.83 BD
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Mainstream media influence (such as newspapers, online news channels, magazines)

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	1396 18% HQS	686 18% 18%	710 18% 18%	225 20% FH	283 20% AFH	247 17% 19%	293 19% H	348 16% 18%	618 18% 18%	154 18% 19%	90 19% 18%	862 18% 18%	534 18% 18%	921 20% ADQ	1239 19% AQ	297 20% AQ	16 11% 11%	623 27% AS	774 14% 14%	1396 18% 18%
Fairly effective (3)	2923 38% BQS	1399 37% 39%	1524 39% 39%	438 39% 39%	527 38% 37%	549 37% 37%	571 37% 37%	837 39% 38%	1277 38% 40%	343 40% 38%	185 38% 38%	1805 38% 37%	1118 37% 37%	1845 40% APQ	2600 39% APQ	522 36% Q	33 22% 22%	1007 43% AS	1915 36% 36%	2919 38% 38%
Not very effective (2)	1550 20% CJ	824 22% AC	726 19% 19%	219 20% 20%	266 19% 19%	298 20% 21%	323 21% 21%	445 21% 21%	705 21% 21%	144 17% 17%	108 22% J	957 20% J	593 20% 20%	938 20% 20%	1344 20% 19%	276 19% 14%	21 14% 19%	430 19% 21%	1120 21% AR	1561 20% 20%
Not at all effective (1)	445 6% C	269 7% AC	176 5% 5%	57 5% 5%	77 5% 5%	93 6% 6%	95 6% 6%	123 6% 6%	196 6% 6%	46 5% 5%	33 7% 7%	275 6% 6%	170 6% 6%	258 6% 6%	378 6% 6%	77 5% 5%	7 5% 5%	117 5% 5%	328 6% 6%	453 6% 6%
Don't know	826 11% BDINOR	360 9% 12%	466 12% AB	97 9% 9%	139 10% 13%	189 13% ADE	167 11% 11%	234 11% 11%	321 10% 10%	116 14% AIKL	44 9% 9%	481 10% I	345 12% I	415 9% 9%	673 10% N	176 12% NO	20 14% 14%	95 4% 4%	731 14% AR	814 11% 11%
No opinion	561 7% NOR	273 7% 7%	288 7% 7%	74 7% 7%	109 8% 8%	110 7% 6%	101 6% 6%	167 8% 8%	246 7% 7%	53 6% 6%	27 5% 5%	326 7% 7%	235 8% 8%	243 5% 5%	422 6% N	102 7% N	50 34% ANOP	45 2% 2%	516 10% AR	558 7% 7%

Effective	4319 56% BFQS	2085 55% 57%	2234 57% AB	664 60% AFH	809 58% F	797 54% 56%	864 56% 55%	1185 55% 56%	1895 56% 58%	496 57% 57%	275 57% 57%	2667 57% 55%	1652 55% 55%	2766 60% ADPQ	3839 58% AQ	819 56% Q	49 33% 33%	1630 70% AS	2689 50% 50%	4315 56% 56%
Not effective	1995 26% CJ	1093 29% AC	902 23% 25%	276 25% 24%	342 24% 26%	391 26% 27%	418 27% 26%	567 26% 29%	901 27% 22%	191 22% 29%	140 29% J	1232 26% J	763 25% 25%	1196 26% 26%	1721 26% 24%	353 24% 19%	28 19% 24%	547 24% 24%	1448 27% AR	2014 26% 26%
Net diff	2324 30% 30%	992 26% 26%	1332 34% 34%	388 35% 35%	467 33% 33%	406 27% 29%	446 29% 29%	617 29% 29%	994 30% 30%	305 36% 36%	135 28% 28%	1435 30% 30%	889 30% 30%	1570 34% 34%	2117 32% 32%	466 32% 32%	21 14% 14%	1083 47% 47%	1240 23% 23%	2301 30% 30%

Mean	2.83 BS	2.79 AB	2.88 H	2.89 H	2.88 FH	2.80	2.83	2.80	2.83	2.88	2.80	2.83	2.84	2.87 AO	2.85 A	2.89 A	2.75 *	2.98 AS	2.76	2.83
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Social media influence (such as Facebook, Twitter, Instagram)

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	1373 18% BG	171 15% BG	208 19% BG	178 16% BG	191 18% ABCDEGI	245 23% ABCDEGI	165 15% BDG	215 20% BDG	1380 18% BG
Fairly effective (3)	2739 36% C	394 35% C	362 32% C	387 35% C	363 33% C	401 37% C	405 37% ACEI	426 39% ACEI	2738 36% C
Not very effective (2)	1550 20% C	211 19% C	195 17% C	226 21% C	257 24% ABCFI	204 19% ABCFI	237 21% c	220 20% c	1552 20% c
Not at all effective (1)	527 7% F	77 7% F	98 9% AFGHI	83 8% FH	93 9% FGH	54 5% FGH	63 6% FGH	59 5% FGH	541 7% F
Don't know	891 12% H	160 14% ADEFI	153 14% ADEFI	109 10% AEFHI	114 10% H	102 10% H	127 11% AEFHI	126 12% H	873 11% H
No opinion	621 8% H	105 9% EFH	101 9% FH	117 11% AEFHI	75 7% H	70 7% H	111 10% AEFHI	43 4% H	617 8% H

Effective	4112 53%	565 51%	570 51%	565 51%	554 51%	646 60% ABCDEGI	570 51%	641 59% ABCDEGI	4118 53%
Not effective	2077 27% F	288 26% F	293 26% F	309 28% F	350 32% ABCFGHI	257 24% F	300 27% F	279 26% F	2093 27% F
Net diff	2034 26%	277 25%	277 25%	256 23%	204 19%	388 36%	270 24%	363 33%	2025 26%

Mean	2.80 E	2.77 E	2.79 E	2.75 E	2.72 E	2.93 ABCDEGI	2.77 E	2.87 BDEGI	2.80 E
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All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Social media influence (such as Facebook, Twitter, Instagram)

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	1373 18% BHMGS	627 16% AB	745 19% AB	277 25% AEFGH	297 21% AFGH	242 16% H	274 18% H	283 13% H	620 18% H	167 19% H	90 18% H	877 19% AM	496 17% AM	939 20% AOQ	1202 18% Q	287 20% AQ	13 9% AS	606 26% AS	767 14% AS	1380 18% AS
Fairly effective (3)	2739 36% HGS	1326 35% HGS	1413 36% HGS	427 38% H	521 37% H	525 35% H	546 35% H	721 33% H	1205 36% H	306 36% H	186 38% H	1697 36% H	1042 35% H	1746 38% AOQ	2448 37% AQ	521 36% Q	26 18% AS	967 42% AS	1772 33% AS	2738 36% AS
Not very effective (2)	1550 20% CDER	835 22% AC	715 18% AC	191 17% AC	245 17% AC	297 20% AC	328 21% DE	490 23% ADEF	707 21% ADEF	159 19% ADEF	99 20% ADEF	965 21% ADEF	585 20% ADEF	931 20% ADEF	1360 20% ADEF	276 19% ADEF	23 16% ADEF	433 19% ADEF	1117 21% AR	1552 20% AR
Not at all effective (1)	527 7% CDJNR	329 9% AC	199 5% AC	45 4% AC	83 6% D	98 7% D	102 7% D	200 9% ADEFG	247 7% JL	41 5% JL	31 6% JL	319 7% J	209 7% J	291 6% J	451 7% J	87 6% J	7 5% J	123 5% J	404 8% AR	541 7% A
Don't know	891 12% BDJLNORT	392 10% AB	498 13% AB	86 8% AB	144 10% D	197 13% ADE	188 12% DE	274 13% DE	332 10% AIL	123 14% AIL	48 10% AIL	503 11% I	388 13% AIL	443 10% AIL	720 11% N	168 12% N	27 18% ANOP	125 5% ANOP	765 14% AR	873 11% AR
No opinion	621 8% LNDR	303 8% LNDR	319 8% LNDR	84 8% LNDR	110 8% LNDR	128 9% LNDR	112 7% LNDR	187 9% LNDR	253 8% LNDR	60 7% LNDR	33 7% LNDR	346 7% LNDR	276 9% AIL	269 6% AIL	475 7% N	112 8% N	51 34% ANOP	62 3% ANOP	559 10% AR	617 8% AR

Effective	4112 53% BHMGS	1953 51% AB	2159 55% AB	705 63% AEFGH	818 58% AFGH	767 52% H	820 53% H	1003 47% H	1825 54% M	472 55% M	276 57% M	2574 55% AM	1538 51% AM	2685 58% AOQ	3649 55% AQ	808 56% Q	39 27% AS	1572 68% AS	2539 47% AS	4118 53% AS
Not effective	2077 27% CDEIR	1163 31% AC	914 23% AC	236 21% AC	327 23% AC	395 27% DE	430 28% DE	690 32% ADEFG	954 28% AIL	201 23% AIL	129 27% AIL	1284 27% J	794 26% J	1223 26% J	1811 27% J	363 25% J	30 21% J	557 24% AR	1521 28% AR	2093 27% AR
Net diff	2034 26%	790 21%	1245 32%	469 42%	490 35%	372 25%	390 25%	314 15%	872 26%	272 32%	147 30%	1290 27%	745 25%	1462 32%	1838 28%	444 31%	9 6%	1016 44%	1019 19%	2025 26%

Mean	2.80 BHS	2.72 AB	2.88 AB	3.00 AEFGH	2.90 AFGH	2.78 H	2.79 H	2.64	2.79	2.89 AILM	2.83	2.81 I	2.78	2.85 AO	2.81	2.86 AO	2.64 **	2.97 AS	2.71	2.80
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Overlap formulae used

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Pressure from non-government organisations (NGO's) / charities

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	875 11% BE	79 7% BE	117 10% BE	117 11% BE	83 8% BE	176 16% ABCDEGI	117 11% BE	186 17% ABCDEGI	884 11% BE
Fairly effective (3)	2517 33% E	367 33% E	358 32% E	383 35% E	275 25% E	374 35% E	390 35% E	370 34% E	2504 33% E
Not very effective (2)	2158 28% CF	336 30% CFG	280 25% E	291 26% E	399 37% ABCDGHI	264 25% E	288 26% E	300 28% E	2174 28% CF
Not at all effective (1)	565 7% E	79 7% E	80 7% E	89 8% E	92 8% E	80 7% E	73 7% E	72 7% E	578 8% E
Don't know	958 12% DF	164 15% ADFGHI	181 16% ADFGHI	113 10% DFH	154 14% DFH	104 10% DFH	126 11% DFH	118 11% DFH	945 12% F
No opinion	627 8% H	92 8% H	102 9% H	108 10% FHI	89 8% H	78 7% H	115 10% AFHI	43 4% H	616 8% H

Effective	3392 44% BE	446 40% E	475 43% E	499 45% BE	358 33% BE	550 51% ABCDEGI	508 46% BE	556 51% ABCDEGI	3388 44% BE
Not effective	2723 35% CF	415 37% CFG	359 32% E	380 35% E	491 45% ABCDGHI	344 32% E	361 33% E	372 34% E	2752 36% CF
Net diff	669 9%	30 3%	116 10%	119 11%	-133 -12%	206 19%	147 13%	184 17%	636 8%

Mean	2.61 BE	2.52 E	2.61 BE	2.60 E	2.41 BE	2.72 ABCDEI	2.64 BE	2.72 ABCDEI	2.60 BE
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All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	875 11% s	444 12%	431 11%	117 11%	194 14% ADFH	152 10%	186 12%	226 10%	414 12% AM	87 10%	57 12%	559 12%	316 11%	559 12% AO	757 11%	187 13%	11 7%	424 18% AS	451 8%	884 11%
Fairly effective (3)	2517 33% OS	1244 33%	1273 33%	382 34%	438 31%	501 34%	492 32%	703 33%	1095 33%	278 32%	165 34%	1538 33%	979 33%	1598 35% AOQ	2222 33% AQ	482 33% Q	28 19%	934 40% AS	1583 29%	2504 33%
Not very effective (2)	2158 28% MPQ	1094 29%	1064 27%	318 29%	384 27%	400 27%	444 29%	612 28%	970 29%	250 29%	140 29%	1360 29% AM	798 27%	1339 29% APQ	1919 29% APQ	366 25% Q	24 16%	622 27% AR	1537 29%	2174 28%
Not at all effective (1)	565 7% CJR	317 8% AC	248 6%	82 7%	103 7% 7%	95 6%	123 8%	161 7%	254 8% J	41 5%	41 8% J	336 7% J	229 8% J	340 7% 7%	486 7% 7%	106 7% 7%	11 8% 8%	133 6% 6%	432 8% AR	578 8% A
Don't know	958 12% BDLNOR	415 11%	544 14% AB	115 10%	166 12% 15% ADEG	222 15% 12%	182 12% 13%	273 13%	365 11% 11%	136 16% AIKL	52 11% 11%	554 12% 14% AIL	405 11% 11%	506 12% 11% N	790 12% 14% NO	199 17% N	25 17% N	145 6% 6%	813 15% AR	945 12%
No opinion	627 8% LNOR	298 8%	329 8%	96 9%	113 8%	118 8%	122 8%	179 8%	265 8%	63 7%	32 7%	360 8%	267 9%	278 6% 6%	481 7% 7% N	111 8% N	48 33% ANOP	59 3% 3%	568 11% AR	616 8%

Effective	3392 44% OS	1688 44%	1704 44%	499 45%	632 45%	652 44%	679 44%	929 43%	1509 45%	365 43%	222 46%	2096 45%	1296 43%	2157 47% AOQ	2979 45% AQ	669 46% Q	39 26%	1358 59% AS	2034 38%	3388 44%
Not effective	2723 35% CPQR	1411 37% AC	1312 34%	400 36%	488 35%	496 33%	567 37%	773 36%	1224 36%	291 34%	181 37%	1696 36%	1027 34%	1679 36% APQ	2405 36% APQ	471 32% Q	35 24%	754 33% AR	1969 37% AR	2752 36% A
Net diff	669 9%	277 7%	392 10%	99 9%	145 10%	157 11%	112 7%	156 7%	285 8%	74 9%	41 8%	400 9%	268 9%	478 10% 9%	573 9% 9%	198 14% 14%	3 2% 2%	603 26% 26%	65 1% 1%	636 8%

Mean	2.61 s	2.59	2.63	2.59	2.65	2.62	2.60	2.58	2.61	2.63	2.59	2.61	2.60	2.62	2.60	2.66 AO	2.52 *	2.78 AS	2.51	2.60
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Sustainable Fashion Survey
All Adults aged 16+

Q8_heels. How effective, or not, do you think each of the following are at improving the impact that the fashion industry has on the environment? - Pressure from consumers

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very effective (4)	2136 28% BG	264 24% G	310 28% BG	291 26% G	353 32% ABCDGI	337 31% ABDGI	208 19% 34%	374 34% ABCDGI	2151 28% BG
Fairly effective (3)	2767 36% 36%	433 39% EH	401 36% 36%	409 37% 37%	368 34% 34%	398 37% 37%	386 35% 35%	371 34% 34%	2764 36% 36%
Not very effective (2)	1165 15% C	153 14% 14%	135 12% 12%	163 15% 15%	163 15% 15%	152 14% 14%	231 21% ABCDGFHI	169 16% C	1162 15% C
Not at all effective (1)	321 4% 4%	44 4% 4%	43 4% 4%	57 5% H	46 4% 4%	39 4% 4%	57 5% H	36 3% 3%	324 4% 4%
Don't know	765 10% DF	137 12% ADEFHI	142 13% ADEFHI	84 8% 8%	99 9% 9%	86 8% 8%	118 11% DF	99 9% 9%	758 10% D
No opinion	547 7% H	87 8% H	85 8% H	97 9% AEFHI	64 6% H	64 6% H	110 10% AEFHI	40 4% 4%	542 7% H

Effective	4903 64% G	697 62% G	712 64% G	700 64% G	720 66% G	735 68% ABCDGI	594 54% 54%	745 68% ABCDGI	4915 64% G
Not effective	1487 19% C	197 18% 18%	178 16% 16%	219 20% C	209 19% 19%	191 18% 18%	288 26% ABCDGFHI	205 19% 19%	1486 19% C
Net diff	3416 44% 44%	500 45% 45%	533 48% 48%	480 44% 44%	511 47% 47%	545 51% 51%	306 28% 28%	539 50% 50%	3429 45% 45%

Mean	3.05 G	3.03 G	3.10 G	3.02 G	3.11 G	3.12 ABDG	2.84	3.14 ABDGI	3.05 G
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Sustainable Fashion Survey

All Adults aged 16+

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All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very effective (4)	2136 28% FOS	1073 28%	1063 27%	305 27%	408 29%	377 25%	453 29%	593 28%	920 27%	247 29%	162 33%	1329 28%	807 27%	1400 30%	1914 29%	432 30%	14 10%	922 40%	1214 23%	2151 28%
Fairly effective (3)	2767 36% Q	1339 35%	1428 37%	426 38%	501 36%	538 36%	543 35%	759 35%	1199 36%	321 38%	173 36%	1693 36%	1074 36%	1714 37%	2433 37%	506 35%	32 22%	867 37%	1900 35%	2764 36%
Not very effective (2)	1165 15% R	601 16%	565 15%	173 16%	192 14%	224 15%	234 15%	342 16%	556 17%	121 14%	61 12%	737 16%	428 14%	697 15%	1011 15%	204 14%	18 12%	321 14%	844 16%	1162 15%
Not at all effective (1)	321 4% CJR	188 5% AC	133 3%	45 4%	55 4%	61 4%	66 4%	94 4%	159 5%	15 2%	18 4%	192 4%	129 4%	193 4%	271 4%	53 4%	10 7%	63 3%	259 5%	324 4%
Don't know	765 10% BDILNOR	346 9%	419 11%	85 8%	133 10%	177 12%	154 10%	216 10%	297 9%	99 12%	41 8%	437 9%	328 11%	392 8%	619 9%	156 11%	23 16%	106 5%	659 12%	758 10%
No opinion	547 7% NOR	265 7%	282 7%	77 7%	109 8%	111 7%	100 6%	149 7%	234 7%	53 6%	31 6%	319 7%	228 8%	224 5%	408 6%	101 7%	50 34%	38 2%	509 9%	542 7%

Effective	4903 64% FOS	2412 63%	2490 64%	731 66%	910 65%	915 61%	996 64%	1352 63%	2118 63%	569 66%	335 69%	3022 64%	1881 63%	3114 67%	4347 65%	937 65%	47 32%	1789 77%	3114 58%	4915 64%
Not effective	1487 19% CJR	789 21% AC	698 18%	218 20%	248 18%	285 19%	300 19%	437 20%	714 21%	135 16%	79 16%	929 20%	558 19%	890 19%	1282 19%	257 18%	28 19%	384 17%	1103 20%	1486 19%
Net diff	3416 44%	1624 43%	1792 46%	513 46%	662 47%	630 42%	696 45%	915 42%	1404 42%	433 51%	256 53%	2093 44%	1323 44%	2223 48%	3065 46%	681 47%	19 13%	1405 61%	2011 37%	3429 45%

Mean	3.05 IGS	3.03	3.07	3.05	3.09	3.03	3.07	3.03	3.02	3.14 AILM	3.16 AILM	3.05 I	3.05	3.08 AQ	3.06 AQ	3.10 AQ	2.69 *	3.22 AS	2.96	3.05
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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - Summary
All adults who purchase clothing

	Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from?				
	clothing brand was associated with environmental pollution in its manufacturing processes	If the clothing brand was not paying fair living wages to factory workers that make their clothing	If chemicals were found in the brand's clothing products	If the clothing brand was associated with destroying unsold collections at the end of the season	If the clothing brand was associated with mistreating animals in the making of its clothes
	(A)	(B)	(C)	(D)	(E)
Unweighted base	7560	7560	7560	7560	7560
Weighted base	7554	7554	7554	7554	7554
Very likely (5)	1916 25% BD	1579 21% D	2402 32% ABD	1453 19% ABC	2805 37% ABCD
Fairly likely (4)	2338 31% CDE	2359 31% CDE	2178 29% DE	1881 25% ABC	1961 26% ABCD
Neither likely nor unlikely (3)	1694 22% CE	1902 25% ACE	1413 19% E	2078 28% ABCE	1274 17% ABC
Fairly unlikely (2)	467 6% E	558 7% ACE	448 6% E	706 9% ABCE	386 5% ABC
Very unlikely (1)	337 4% CE	343 5% CE	353 5% ABCE	494 7% ABCE	387 5% ABC
Don't know	801 11% CE	813 11% CE	761 10% ABCE	941 12% ABCE	744 10% ABC
Likely	4254 56% BD	3938 52% D	4580 61% ABD	3334 44% ABC	4766 63% ABCD
Unlikely	805 11% ACE	901 12% ACE	801 11% ABCE	1200 16% ABCE	773 10% ABC
Net diff	3450 46%	3037 40%	3779 50%	2134 28%	3994 53%
Mean	3.74 BD	3.63 D	3.86 ABD	3.47 ABC	3.94 ABCD

Requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A/B/C/D/E Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (SN): A/B/C/D/E Minimum Base: 30 (**) Small Base: 100 (**)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with environmental pollution in its manufacturing processes

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	1916 25% EG	256 24% G	260 24% G	375 35% ABCEFGHI	236 22% G	304 29% ABCEGI	217 20% G	268 25% G	1926 25% EG
Fairly likely (4)	2338 31% CG	348 32% CG	297 27% CG	301 28% CG	336 31% ACDEGI	376 35% ACDEGI	301 27% ACDEGI	379 35% ACDEGI	2352 31% CG
Neither likely nor unlikely (3)	1694 22% D	228 21% D	258 24% D	175 16% D	275 25% ABDFI	221 21% D	294 27% ABDFHI	243 23% D	1687 22% D
Fairly unlikely (2)	467 6% FH	79 7% DFH	100 9% ADFGHI	54 5% ADFGHI	88 8% ADFGHI	39 4% ADFGHI	59 5% ADFGHI	49 5% ADFGHI	464 6% FH
Very unlikely (1)	337 4% FH	60 5% FH	86 8% ABDEFGHI	55 5% FH	41 4% F	21 2% F	46 4% F	30 3% F	341 5% FH
Don't know	801 11% C	119 11% C	89 8% C	102 10% C	106 10% C	102 10% C	180 16% ABCDEFHI	103 10% C	790 10% C

Likely	4254 56% CEG	604 55% CG	557 51% CG	676 64% ABCEGI	572 53% G	681 64% ABCEGI	518 47% G	646 60% ABCEGI	4278 57% CEG
Unlikely	805 11% FH	139 13% AFGHI	185 17% ABDEFGHI	109 10% FH	128 12% FH	60 6% F	105 10% F	78 7% F	805 11% FH
Net diff	3450 46%	465 43%	371 34%	568 54%	443 41%	621 58%	413 38%	568 53%	3473 46%

Mean	3.74 CEG	3.68 C	3.55 C	3.93 ABCEGI	3.66 G	3.94 ABCEGI	3.64 G	3.83 ABCEGI	3.75 CEG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with environmental pollution in its manufacturing processes

All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	1916 25% BDEFIS	889 24% AB	1028 27% AB	234 22% AB	286 21% AB	317 22% AB	447 29% ADEF	632 30% ADEF	795 24% ADEF	219 26% ADEF	142 30% AIL	1156 25% I	760 26% A	1231 27% A	1740 26% A	413 28% AO	-	888 38% AS	1029 20% AS	1926 25% AS
Fairly likely (4)	2338 31% S	1108 30% S	1231 32% S	334 31% S	431 31% S	455 31% S	454 30% S	664 31% S	1008 30% S	272 32% S	157 33% S	1437 31% S	902 31% S	1457 32% S	2107 32% S	434 30% S	-	795 34% AS	1543 29% AS	2352 31% AS
Neither likely nor unlikely (3)	1694 22% CHMOR	900 24% AC	793 21% AC	261 24% H	352 26% AGH	376 26% AGH	323 21% H	382 18% H	799 24% ALM	185 22% H	96 20% H	1079 23% AM	615 21% AM	1063 23% OP	1449 22% OP	297 20% OP	-	370 16% AR	1324 25% AR	1687 22% AR
Fairly unlikely (2)	467 6% CR	264 7% AC	203 5% AC	93 9% AEFGH	81 6% AEFGH	75 5% AEFGH	94 6% AEFGH	125 6% AEFGH	221 7% K	61 7% K	20 4% K	302 7% K	165 6% K	284 6% K	410 6% K	82 6% K	-	113 5% AR	354 7% AR	464 6% AR
Very unlikely (1)	337 4% CFOR	186 5% AC	152 4% AC	45 4% AC	65 5% AC	51 3% AC	71 5% AC	106 5% F	157 5% F	31 4% F	19 4% F	206 4% F	131 4% F	193 4% F	284 4% F	63 4% F	-	82 4% AR	256 5% AR	341 5% AR
Don't know	801 11% BGLNOR	354 10% AB	448 12% AB	110 10% AB	156 11% G	186 13% AGH	137 9% AGH	213 10% AGH	335 10% AGH	73 9% AGH	44 9% AGH	452 10% AUL	349 12% AUL	391 8% AUL	665 10% N	162 11% N	-	70 3% AR	732 14% AR	790 10% AR

Likely	4254 56% BDEFIS	1996 54% AB	2258 59% AB	567 53% AB	718 52% AB	772 53% AB	901 59% ADEF	1296 61% ADEF	1803 54% ADEF	490 58% I	299 63% AILM	2593 56% I	1662 57% A	2688 58% A	3848 58% A	847 58% A	-	1683 73% AS	2571 49% AS	4278 57% AS
Unlikely	805 11% CFR	450 12% AC	354 9% AC	138 13% AF	146 11% AF	126 9% AF	164 11% F	230 11% F	377 11% K	91 11% K	39 8% K	508 11% K	296 10% K	477 10% K	694 10% K	145 10% K	-	195 8% AR	610 12% AR	805 11% AR
Net diff	3450 46% S	1546 42% S	1904 49% S	430 40% S	572 42% S	646 44% S	737 48% S	1065 50% S	1426 43% S	399 48% S	259 54% S	2084 45% S	1365 47% S	2211 48% S	3153 47% S	702 48% S	-	1488 64% AS	1961 37% AS	3473 46% AS

Mean	3.74 BDEIS	3.67 AB	3.82 AB	3.64 AB	3.65 AB	3.72 AB	3.80 ADE	3.83 ADEF	3.69 AB	3.77 AB	3.88 AIL	3.73 I	3.78 I	3.77 A	3.77 A	3.82 A	-	4.02 AS	3.61 AS	3.75 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was not paying fair living wages to factory workers that make their clothing

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	1579 21% EG	230 21% G	230 21% G	277 26% ABCEFGHI	196 18% EG	233 22% EG	186 17% G	226 21% G	1591 21% EG
Fairly likely (4)	2359 31% G	362 33% G	328 30% G	322 30% G	321 30% ACDEGI	385 36% ACDEGI	285 26% BD	355 33% G	2385 32% G
Neither likely nor unlikely (3)	1902 25% D	251 23% D	261 24% D	231 22% D	316 29% ABCDHI	264 25% BD	303 28% BD	276 26% D	1889 25% D
Fairly unlikely (2)	558 7% F	79 7% F	104 10% ADFGHI	64 6% DF	92 8% DF	53 5% F	96 9% DF	70 7% F	551 7% F
Very unlikely (1)	343 5% F	57 5% FH	79 7% ADEFHGI	51 5% F	46 4% F	28 3% F	47 4% F	35 3% F	346 5% F
Don't know	813 11% C	111 10% C	87 8% C	116 11% C	112 10% C	100 9% C	180 16% ABCDEFHI	108 10% C	798 11% C

Likely	3938 52% EG	592 54% EG	558 51% G	599 56% ACEGI	517 48% G	619 58% ACEGI	471 43% G	582 54% EG	3976 53% EG
Unlikely	901 12% F	136 12% F	183 17% ABDEFGHI	115 11% F	137 13% FH	81 8% F	143 13% FH	105 10% F	897 12% F
Net diff	3037 40% EG	456 42% CG	375 34% CG	484 46% CEGI	379 35% CEGI	538 51% CEGI	328 30% CEGI	476 44% CEG	3079 41% CEG

Mean	3.63 CEG	3.64 CG	3.52 CG	3.75 ABCEGI	3.55 CEGI	3.77 ABCEGI	3.51 CEGI	3.69 CEG	3.64 CEG
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All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was not paying fair living wages to factory workers that make their clothing

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	1579 21% BDEFLS	696 19% AB	883 23% AB	198 18% AB	233 17% AB	239 16% AB	352 23% ADEF	556 26% ADEF	633 19% ADEF	180 21% AIL	119 25% AIL	932 22% IL	647 22% IL	1008 13% A	1422 21% A	353 24% ANO	-	744 32% AS	835 16% AS	1591 21% AS
Fairly likely (4)	2359 31% BMS	1071 29% AB	1288 33% AB	338 31% AB	439 32% AB	485 33% H	466 31% H	631 30% H	1054 32% M	282 34% M	153 32% AM	1489 30% AM	869 32% AM	1501 19% A	2127 32% A	444 31% A	-	849 37% AS	1509 29% AS	2385 32% A
Neither likely nor unlikely (3)	1902 25% CHR	1028 28% AC	875 23% AC	275 26% H	373 27% H	406 28% AH	387 25% H	462 22% H	854 26% L	227 27% L	122 26% L	1203 24% L	700 25% L	1170 25% L	1658 23% L	-	443 19% AR	1460 28% AR	1889 25% AR	
Fairly unlikely (2)	558 7% CFKR	335 9% AC	223 6% AC	117 11% AFGH	108 8% AFGH	90 6% AFGH	103 7% AFGH	139 7% AFGH	268 8% AKL	52 6% AKL	21 4% AKL	341 7% K	217 7% K	352 8% P	487 7% P	91 6% P	-	122 5% AR	435 8% AR	551 7% AR
Very unlikely (1)	343 5% CR	204 6% AC	139 4% AC	43 4% AC	62 4% AC	61 4% AC	71 5% AC	107 5% AC	158 5% AC	30 4% AC	20 4% AC	208 5% AC	135 5% AC	197 4% AC	291 4% AC	58 4% AC	-	81 4% AR	262 5% AR	346 5% AR
Don't know	813 11% BILNORT	367 10% AB	446 12% AB	105 10% AB	157 11% AB	179 12% AG	146 10% AG	226 11% AG	348 10% L	69 8% L	42 9% L	459 10% L	355 12% AIUKL	393 8% L	670 10% N	168 12% N	-	77 3% AR	737 14% AR	798 11% AR

Likely	3938 52% BEFS	1767 48% AB	2171 56% AB	535 50% AB	672 49% AB	724 50% AB	818 54% EF	1188 56% ADEF	1687 51% ADEF	462 55% I	272 57% AILM	2421 52% I	1516 52% I	2509 54% A	3549 53% A	797 55% A	-	1593 69% AS	2344 45% AS	3976 53% A
Unlikely	901 12% CFKPR	539 15% AC	361 9% AC	160 15% AFGH	170 12% AFGH	151 10% AFGH	174 11% AFGH	246 12% AIKL	426 13% AIKL	82 10% AIKL	41 9% AIKL	549 12% JK	351 12% K	549 12% K	778 12% K	149 10% K	-	204 9% AR	697 13% AR	897 12% AR
Net diff	3037 40% BDEFLS	1227 33% AB	1809 47% AB	375 35% AB	502 37% AB	573 39% AB	644 42% AB	942 44% AB	1261 38% L	380 45% L	232 48% L	1872 40% L	1165 40% L	1960 42% L	2771 42% L	648 45% L	-	1389 60% AS	1647 31% AS	3079 41% AS

Mean	3.63 BDEIS	3.52 AB	3.75 AB	3.55 AB	3.55 AB	3.59 AB	3.67 DE	3.73 ADEF	3.58 L	3.69 I	3.76 AIL	3.62 I	3.65 I	3.66 A	3.65 A	3.74 ANO	-	3.92 AS	3.49 AS	3.64 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

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FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If chemicals were found in the brand's clothing products

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	2402 32% BG	273 25% BG	319 29% BG	484 46% ABCEFGHI	349 32% BG	407 38% ABCEGHI	249 23% BG	321 30% BG	2400 32% BG
Fairly likely (4)	2178 29% D	329 30% D	305 28% D	266 25% D	323 30% D	337 32% DG	298 27% D	319 30% D	2196 29% D
Neither likely nor unlikely (3)	1413 19% DF	216 20% DF	200 18% D	123 12% D	203 19% D	168 16% D	267 24% ABCDEFI	236 22% ACDFI	1413 19% DF
Fairly unlikely (2)	448 6% DF	90 8% ADFGHI	93 9% ADEFHI	39 4% DF	66 6% DF	34 3% DF	73 7% DF	53 5% DF	447 6% DF
Very unlikely (1)	353 5% FH	65 6% FGH	84 8% AEFGHI	59 6% FGH	44 4% DF	28 3% DF	40 4% DF	34 3% DF	354 5% FH
Don't know	761 10% C	118 11% C	88 8% C	90 8% C	97 9% C	89 8% C	170 16% ABCDEFHI	108 10% C	750 10% C

Likely	4580 61% BCG	602 55% G	624 57% G	750 71% ABCEGHI	672 62% BCG	744 70% ABCEGHI	548 50% BCG	641 60% BG	4596 61% BCG
Unlikely	801 11% FH	155 14% ADEFGHI	177 16% ADEFGHI	98 9% F	110 10% F	62 6% F	112 10% F	87 8% F	801 11% FH
Net diff	3779 50%	447 41%	447 41%	652 61%	562 52%	682 64%	435 40%	554 52%	3795 50%

Mean	3.86 BCG	3.67	3.68	4.11 ABCEGHI	3.88 BCG	4.09 ABCEGHI	3.70	3.87 BCG	3.86 BCG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If chemicals were found in the brand's clothing products

All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	2402 32% BDEFILS	1046 28% AB	1356 35% AB	264 25% AB	329 24% DE	417 29% DE	556 36% ADEF	835 39% ADEF	965 29% ADEF	266 32% IL	171 36% IL	1402 30% I	1000 34% AIL	1506 33% AIL	2171 33% A	500 34% A	-	937 40% AS	1465 28% AS	2400 32% AS
Fairly likely (4)	2178 29% HS	1066 29% HS	1112 29% AGH	341 32% AGH	413 30% H	447 31% H	419 28% H	557 26% H	962 29% AKLM	274 33% AKLM	127 27% AKLM	1364 29% AKLM	813 28% AKLM	1398 30% AO	1948 29% A	415 29% A	-	708 31% AS	1470 28% AS	2196 29% AS
Neither likely nor unlikely (3)	1413 19% CHMOPR	788 21% AC	625 16% AGH	231 21% AGH	311 23% AGH	299 20% AGH	268 18% H	304 14% AIM	677 20% AIM	142 17% AIM	95 20% AIM	914 17% AIM	499 17% AIM	850 18% AIM	1211 18% AIM	242 17% AIM	-	356 15% AR	1056 20% AR	1413 19% AR
Fairly unlikely (2)	448 6% CGP	253 7% AC	194 5% AC	98 9% AEFGH	87 6% G	74 5% G	71 5% G	118 6% G	223 7% ALM	45 5% ALM	23 5% ALM	292 6% ALM	156 5% ALM	290 6% P	400 6% P	69 5% P	-	147 6% AS	301 6% AS	447 6% AS
Very unlikely (1)	353 5% FO	188 5% FO	166 4% FO	43 4% FO	71 5% F	50 3% F	73 5% F	115 5% F	162 5% F	42 5% F	18 4% F	222 5% F	131 4% F	205 4% F	297 4% F	69 5% F	-	94 4% AS	259 5% AS	354 5% AS
Don't know	761 10% LNDR	360 10% LNDR	401 10% LNDR	99 9% LNDR	159 12% AGH	174 12% ADGH	137 9% ADGH	192 9% ADGH	325 10% ADGH	71 8% ADGH	42 9% ADGH	438 9% ADGH	323 11% AIL	371 8% AIL	628 9% N	157 11% N	-	75 3% AS	686 13% AR	750 10% AR

Likely	4580 61% BDEILS	2112 57% AB	2468 64% AB	605 56% AB	742 54% DE	864 59% E	976 64% ADEF	1393 66% ADEF	1928 58% ADEF	540 64% AIL	299 63% AIL	2766 60% I	1813 62% I	2904 63% A	4119 62% A	914 63% A	-	1645 71% AS	2934 56% AS	4596 61% AS
Unlikely	801 11% CF	441 12% AC	360 9% AC	141 13% AFG	159 12% F	124 8% F	144 9% F	233 11% F	385 12% AM	87 10% AM	42 9% AM	514 11% AM	287 10% AM	495 11% AM	698 10% AM	137 9% AM	-	241 10% AS	560 11% AS	801 11% AS
Net diff	3779 50% AS	1671 45% AS	2108 55% AS	464 43% AS	584 43% AS	740 51% AS	831 55% AS	1160 55% AS	1542 47% AS	453 54% AS	257 54% AS	2253 49% AS	1526 52% AS	2410 52% AS	3421 51% AS	777 54% AS	-	1405 61% AS	2374 45% AS	3795 50% AS

Mean	3.86 BDEILS	3.76 AB	3.96 AB	3.70 AB	3.69 DE	3.86 DE	3.95 ADEF	3.97 ADEF	3.78 ADGH	3.88 ADGH	3.94 IL	3.82 I	3.92 AIL	3.87 AIL	3.88 A	3.93 A	-	4.00 AS	3.79 AS	3.86 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with destroying unsold collections at the end of the season

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	1453 19% G	239 22% AEFGHI	218 20% G	257 24% ACEFGHI	186 17% G	191 18% G	180 16% G	182 17% G	1458 19% G
Fairly likely (4)	1881 25% C	271 25% C	239 22% C	264 25% C	258 24% C	282 26% C	290 26% C	277 26% C	1907 25% C
Neither likely nor unlikely (3)	2078 28% D	279 26% D	283 26% D	249 23% D	319 30% BD	310 29% D	290 26% D	348 33% ABCDGI	2070 27% D
Fairly unlikely (2)	706 9% H	93 9% H	117 11% H	98 9% H	120 11% H	97 9% H	95 9% H	85 8% H	703 9% H
Very unlikely (1)	494 7% G	81 7% FGH	110 10% ABDEFGHI	66 6% G	75 7% G	55 5% G	54 5% G	53 5% G	499 7% GH
Don't know	941 12% ABCDEFGHI	128 12% ABCDEFGHI	122 11% ABCDEFGHI	126 12% ABCDEFGHI	123 11% ABCDEFGHI	129 12% ABCDEFGHI	189 17% ABCDEFGHI	125 12% ABCDEFGHI	923 12% ABCDEFGHI

Likely	3334 44% CE	510 47% CE	457 42% CE	522 49% ACEFGHI	445 41% CE	472 44% CE	469 43% CE	459 43% CE	3365 45% E
Unlikely	1200 16% H	174 16% H	226 21% ABDFGHI	164 15% H	195 18% FGH	153 14% H	149 14% H	139 13% H	1202 16% H
Net diff	2134 28% CE	336 31% CE	231 21% CE	357 34% CE	250 23% CE	320 30% CE	320 29% CE	320 30% CE	2163 29% CE

Mean	3.47 CE	3.51 CE	3.35 CE	3.59 ACEI	3.38 CE	3.49 C	3.49 C	3.47 C	3.47 CE
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Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with destroying unsold collections at the end of the season

All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	1453 19% BEFIS	617 17% AB	836 22% AB	193 18% AB	207 15% E	252 17% E	303 20% E	498 23% ADEF	588 18% I	181 22% I	115 24% AILM	884 19% I	569 19% I	927 20% A	1306 20% A	353 24% ANO	-	661 29% AS	793 15% AS	1458 19% AS
Fairly likely (4)	1881 25% S	896 24% S	985 26% S	281 26% S	389 28% AFGH	357 24% AFGH	359 24% AFGH	494 23% AFGH	833 25% K	216 26% K	122 26% K	1171 25% K	709 24% K	1232 27% AOP	1690 25% A	353 24% A	-	760 33% AS	1120 21% AS	1907 25% A
Neither likely nor unlikely (3)	2078 28% CHPR	1113 30% AC	965 25% AC	294 27% AC	380 28% H	429 29% H	432 28% H	543 26% H	951 29% AM	219 26% AM	139 29% AM	1309 28% AM	769 26% AM	1257 27% P	1817 27% P	357 25% P	-	509 22% AR	1570 30% AR	2070 27% AR
Fairly unlikely (2)	706 9% CHKPR	379 10% AC	327 8% AC	129 12% AGH	137 10% H	145 10% H	126 8% H	170 8% H	321 10% K	88 10% K	25 5% K	434 9% K	273 9% K	442 10% P	627 9% P	108 7% P	-	169 7% AR	537 10% AR	703 9% AR
Very unlikely (1)	494 7% CFR	278 8% AC	216 6% AC	61 6% AC	83 6% D	75 5% D	130 8% ADE	145 7% F	229 7% F	53 6% F	29 6% F	311 7% F	183 6% F	294 6% F	426 6% F	95 7% F	-	114 5% AR	380 7% AR	499 7% AR
Don't know	941 12% BILNORT	417 11% AB	525 14% AB	117 11% AB	174 13% D	202 14% D	175 12% D	272 13% D	393 12% L	82 10% L	48 10% L	523 11% L	418 14% AIUKL	468 10% L	789 12% N	185 13% N	-	104 4% AR	837 16% AR	923 12% AR

Likely	3334 44% BFIS	1513 41% AB	1821 47% AB	474 44% AB	597 44% E	610 42% E	662 43% E	991 47% AF	1421 43% AF	397 47% I	238 50% AILM	2055 44% I	1279 44% I	2159 47% AO	2996 45% A	705 49% AO	-	1421 61% AS	1913 37% AS	3365 45% A
Unlikely	1200 16% CKPR	657 18% AC	543 14% AC	190 18% AC	221 16% AC	220 15% AC	256 17% AC	315 15% AC	550 17% K	141 17% K	53 11% K	744 16% K	456 16% K	736 16% P	1053 16% P	203 14% P	-	283 12% AR	917 18% AR	1202 16% AR
Net diff	2134 28% S	856 23% S	1277 33% S	284 26% S	376 27% S	390 27% S	406 27% S	677 32% S	871 26% S	256 31% S	184 39% S	1311 28% S	823 28% S	1423 31% S	1943 29% S	502 35% S	-	1138 49% AS	996 19% AS	2163 29% AS

Mean	3.47 BS	3.36 AB	3.57 AB	3.43 AB	3.42 E	3.45 E	3.43 E	3.56 ADEF	3.42 I	3.51 I	3.63 AILM	3.46 I	3.48 I	3.50 A	3.48 A	3.60 ANO	-	3.76 AS	3.32 AS	3.47 AS
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Sustainable Fashion Survey

All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with mistreating animals in the making of its clothes

All adults who purchase clothing

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Very likely (5)	2805 37% G	448 41% ACFGHI G	394 36% G	490 46% ABCEFGHI	428 40% FG	369 35% G	295 27% G	380 35% G	2792 37% G
Fairly likely (4)	1961 26% D	260 24% D	261 24% D	230 22% D	269 25% D	338 32% ABCDEGI	286 26% D	318 30% ABCDEI	1987 26% D
Neither likely nor unlikely (3)	1271 17% D	159 15% D	188 17% D	146 14% D	175 16% D	186 18% D	226 21% ABDEI	190 18% BD	1276 17% D
Fairly unlikely (2)	386 5% D	61 6% D	64 6% DF	40 4% D	64 6% DF	41 4% D	66 6% DF	49 5% D	394 5% D
Very unlikely (1)	387 5% FH	64 6% EFH	100 9% ABDEFGHI	57 5% FH	41 4% FH	33 3% FH	53 5% FH	38 4% FH	386 5% FH
Don't know	744 10% C	98 9% C	82 7% C	98 9% C	104 10% C	95 9% C	172 16% ABCDEFHI	96 9% C	725 10% C

Likely	4766 63% G	708 65% CG	655 60% G	720 68% ACGI	697 64% CG	707 67% ACGI	580 53% CG	698 65% CG	4779 63% G
Unlikely	773 10% FH	125 11% FH	164 15% ABDEFGHI	97 9% FH	106 10% F	75 7% FH	119 11% FH	87 8% FH	780 10% FH
Net diff	3994 53% G	583 53% CG	491 45% G	623 59% ACGI	592 55% CG	633 59% ACGI	461 42% CG	611 57% CG	3999 53% G

Mean	3.94 CG	3.97 CG	3.78 G	4.10 ABCGHI	4.00 CG	4.00 CG	3.76 CG	3.98 CG	3.94 CG
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All Adults aged 16+

Q9_heels.How likely or unlikely would the following things be to put you off buying clothing from a brand that you currently buy from? - If the clothing brand was associated with mistreating animals in the making of its clothes

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Very likely (5)	2805 37% BEFIS	1187 32% AB	1619 42% AB	388 36% E	423 31% E	491 34% AEF	606 40% AEF	898 42% AEF	1118 34% AEF	360 43% AILM	205 43% AIL	1683 36% I	1122 38% I	1809 39% A	2553 38% A	576 40% A	-	1101 48% AS	1704 33% AS	2792 37% AS
Fairly likely (4)	1961 26% HS	998 27% HS	963 25% HS	292 27% H	390 28% AH	396 27% H	398 26% H	485 23% H	891 27% H	215 26% H	122 25% H	1228 27% H	733 25% H	1230 27% H	1740 26% H	369 25% H	-	639 28% AS	1322 25% AS	1987 26% A
Neither likely nor unlikely (3)	1271 17% CHOPR	750 20% AC	521 14% AC	186 17% H	264 19% AGH	282 19% AGH	240 16% AGH	299 14% AGH	612 18% AILM	122 14% AILM	77 16% AILM	810 17% J	461 16% J	754 16% J	1087 16% J	217 15% J	-	309 13% AR	962 18% AR	1276 17% AR
Fairly unlikely (2)	386 5% CMR	234 6% AC	152 4% AC	67 6% AC	74 5% AC	66 5% AC	68 4% AC	112 5% AC	197 6% AM	50 6% M	18 4% AKM	265 6% AKM	121 4% AKM	239 5% AKM	336 5% AKM	71 5% AKM	-	95 4% AR	291 6% AR	394 5% AR
Very unlikely (1)	387 5% FR	187 5% FR	199 5% FR	51 5% FR	75 6% F	55 4% F	81 5% F	124 6% F	174 5% F	32 4% F	20 4% F	226 5% F	161 5% F	235 5% F	335 5% F	65 4% F	-	98 4% AR	289 6% AR	386 5% AR
Don't know	744 10% JLNORT	345 9% JLNORT	399 10% JLNORT	92 9% JLNORT	145 11% ADG	170 12% ADG	133 9% ADG	205 10% ADG	323 10% JL	61 7% JL	36 7% JL	420 9% AKL	324 11% AKL	353 8% AKL	604 9% N	153 11% N	-	74 3% AR	670 13% AR	725 10% AR

Likely	4766 63% BEFIS	2184 59% AB	2582 67% AB	680 63% E	813 59% E	887 61% AEF	1004 66% AEF	1382 65% AEF	2009 61% AEF	575 69% AILM	327 68% AILM	2912 63% I	1855 63% I	3039 66% AO	4293 65% A	945 65% A	-	1740 75% AS	3026 58% AS	4779 63% AS
Unlikely	773 10% CFR	421 11% AC	351 9% AC	118 11% F	149 11% F	121 8% F	148 10% F	235 11% F	371 11% AKL	82 10% AKL	38 8% AKL	491 11% AKL	282 10% AKL	474 10% AKL	671 10% AKL	136 9% AKL	-	193 8% AR	579 11% AR	780 10% AR
Net diff	3994 53% BEFIS	1763 48% AB	2230 58% AB	562 52% E	664 48% E	765 52% AEF	856 56% AEF	1147 54% AEF	1639 49% AEF	493 61% AILM	289 61% AILM	2421 52% I	1573 54% I	2564 56% AO	3622 54% A	809 56% A	-	1547 67% AS	2447 47% AS	3999 53% AS

Mean	3.94 8EIS	3.82 AB	4.06 AB	3.91 E	3.82 E	3.93 E	3.99 E	4.00 AE	3.86 AIL	4.06 AIL	4.07 AIL	3.92 I	3.98 I	3.97 A	3.97 A	4.02 A	-	4.14 AS	3.85 AS	3.94 AS
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Overlap formulae used

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q10_heels. Which sources of information, if any, would you trust if you wanted to find out how sustainable a clothing brand is?

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Third party certifications (e.g. Fair Trade, Fair Wear)	3374 44% DH	544 49% ACDHI	472 42% DH	331 30% ABCD	583 53% ABCD	490 46% DH	551 50% ACDHI	404 37% D	3362 44% DH
Non-Governmental Organisations (NGO's), campaigns, pressure groups or other independent reports	2925 38% CF	419 38% CF	361 32% CF	493 45% ABCEFGI	398 36% CF	359 33% CF	402 36% CF	494 45% ABCEFGI	2931 38% CF
Media sources (e.g. Newspapers, online news websites / channels and news apps)	2513 33% BF	312 28% BF	380 34% BF	364 33% BF	406 37% ABFI	299 28% BF	374 34% BF	378 35% BF	2522 33% BF
Friends and family	1675 22% BF	162 15% BF	277 25% ABFI	241 22% BF	251 23% BF	143 13% BF	326 29% ABCEFGHI	273 25% ABFI	1667 22% BF
Information provided by the company itself (e.g. its website, annual reports, advertising, etc.)	1464 19% DE	202 18% DE	284 25% ABDEGHI	154 14% DE	150 14% DE	252 23% ABDEHI	221 20% DE	201 18% DE	1453 19% DE
Social media sources (such as Facebook, Twitter, Instagram)	1320 17% BDE	137 12% BDE	222 20% ABDEFI	131 12% BDE	145 13% BDE	159 15% BDE	333 30% ABCEFGHI	193 18% BDE	1317 17% BDE
Fashion magazines	796 10% BE	75 7% BE	119 11% BE	102 9% B	86 8% B	128 12% BE	159 14% ABCDEI	128 12% BE	807 10% BE
None of these	709 9% GH	122 11% GH	111 10% GH	94 9% GH	108 10% GH	96 9% GH	88 8% GH	91 8% GH	711 9% GH
Don't know	1072 14% E	198 18% AEFGHI	165 15% EG	195 18% AEFGHI	117 11% E	130 12% E	130 12% E	137 13% E	1067 14% E

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Sustainable Fashion Survey
All Adults aged 16+

Q10_heels. Which sources of information, if any, would you trust if you wanted to find out how sustainable a clothing brand is?

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Third party certifications (e.g. Fair Trade, Fair Wear)	3374 44% BFIQS	1573 41% AB	1800 46% AB	525 47% AFG	633 45% F	607 41% AFG	660 43% AFG	949 44% AFG	1401 42% AFG	413 48% AILM	252 52% AILM	2066 44% I	1308 44% I	2245 49% ADPQ	3101 47% AQ	652 45% Q	26 18% AS	1323 57% AS	2051 38% AS	3362 44% AS
Non-Governmental Organisations (NGO's), campaigns, pressure groups or other independent reports	2925 38% FIQS	1445 38% FIQS	1480 38% FIQS	425 38% FIQS	509 36% FIQS	514 35% FIQS	577 37% FIQS	900 42% AEFG	1229 37% AEFG	333 39% AEFG	207 42% AIL	1769 38% I	1156 39% I	1885 41% AQ	2669 40% AQ	609 42% AQ	21 14% AS	1214 52% AS	1711 32% AS	2931 38% AS
Media sources (e.g. Newspapers, online news websites / channels and news apps)	2513 33% EFQS	1258 33% EFQS	1254 32% EFQS	389 35% EF	423 30% EF	452 30% EF	508 33% EF	740 34% EF	1097 33% EF	282 33% EF	170 35% EF	1549 33% EF	963 32% EF	1651 36% AOQ	2296 34% AQ	529 37% AQ	15 10% AS	982 42% AS	1530 28% AS	2522 33% AS
Friends and family	1675 22% CHQS	887 23% AC	788 20% AC	297 27% AFGH	358 26% AFGH	298 20% AFGH	311 20% AFGH	411 19% AFGH	781 23% AIKLM	170 20% AIKLM	91 19% AIKLM	1042 22% AIKLM	632 21% AIKLM	1068 23% AQ	1493 22% AQ	376 26% ANOQ	17 11% AS	685 30% AS	990 18% AS	1667 22% AS
Information provided by the company itself (e.g. its website, annual reports, advertising, etc.)	1464 19% BFGHQS	611 16% AB	853 22% AB	320 29% AEFGH	312 22% AFGH	247 17% AFGH	248 16% AFGH	336 16% AFGH	653 19% AFGH	168 20% AFGH	80 16% AFGH	901 19% AFGH	563 19% AFGH	1019 22% ADQ	1332 20% AQ	322 22% AOQ	10 7% AS	638 28% AS	826 15% AS	1453 19% AS
Social media sources (such as Facebook, Twitter, Instagram)	1320 17% FGHMQS	681 18% FGHMQS	639 16% FGHMQS	295 27% AFGH	329 23% AFGH	212 14% AFGH	212 14% AFGH	272 13% AFGH	657 20% AM	142 17% AM	93 19% M	891 19% AM	428 14% AM	931 20% ADQ	1172 18% AQ	304 21% AOQ	13 9% AS	601 26% AS	718 13% AS	1317 17% AS
Fashion magazines	796 10% BHKQS	355 9% AB	441 11% AB	158 14% AFGH	196 14% AFGH	141 9% H	142 9% H	160 7% H	385 11% AKLM	85 10% AKLM	36 7% K	506 11% K	290 10% K	544 12% AOQ	717 11% AQ	224 15% ANOQ	3 2% AS	374 16% AS	423 8% AS	807 10% AS
None of these	709 9% CDNOR	425 11% AC	284 7% AC	63 6% D	115 8% D	157 11% ADE	159 10% D	215 10% D	321 10% D	85 8% D	44 9% D	430 9% D	279 9% D	348 8% N	547 8% N	120 8% ANOP	39 26% ANOP	67 3% AR	642 12% AR	711 9% AR
Don't know	1072 14% DEILNOR	509 13% DEILNOR	563 14% DEILNOR	115 10% DEILNOR	170 12% DEILNOR	248 17% ADEH	235 15% DE	304 14% D	425 13% D	126 15% D	57 12% D	608 13% AIKL	464 15% AIKL	496 11% N	843 13% N	199 14% N	54 37% ANOP	90 4% AR	982 18% AR	1067 14% AR

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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q11_heels. Of the following textiles, which, if any, do you think has the greatest negative environmental impact in manufacturing clothing?

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Synthetic fibres	2988 39% CD	412 37% CD	341 30%	332 30%	482 44% ABCDI	487 45% ABCDHI	488 44% ABCDI	446 41% CD	2982 39% CD
Cotton	913 12% CGH	143 13% CGH	105 9%	197 18% ABCEFGHI	156 14% ACGHI	133 12% CGH	96 9%	84 8%	921 12% CGH
Viscose (also known as rayon)	777 10% BE	84 7%	124 11% BE	120 11% BE	73 7%	98 9% E	165 15% ABCDEFGHI	112 10% BE	780 10% BE
Wool	292 4% E	34 3%	46 4% E	34 3%	22 2%	52 5% BDE	40 4% E	64 6% ABDEGI	295 4% E
None of these	259 3% G	31 3%	51 5% ABEFGI	47 4% EFG	29 3%	25 2%	19 2%	57 5% ABEFGI	254 3% G
Don't know	2473 32% FG	414 37% AEFGHI	450 40% ADEFNGHI	369 34% FG	331 30% F	281 26%	301 27%	327 30% F	2469 32% FG

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q11_heels. Of the following textiles, which, if any, do you think has the greatest negative environmental impact in manufacturing clothing?

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Purchase online	Purchase in person	Purchase somewhere else	Non-purchaser	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Synthetic fibres	2988 39% BEFIQS	1418 37% AB	1569 40% AB	411 37% AFGH	463 33% AFGH	523 35% H	599 39% EF	991 46% ADEF	1257 37% AM	342 40% AKLM	201 41% K	1800 38% I	1188 40% AIL	1847 40% AQ	2696 41% APQ	548 38% Q	19 13% ANOP	1042 45% AS	1945 36% AR	2982 39%
Cotton	913 12% CHMS	522 14% AC	391 10% AC	177 16% AFGH	207 15% AFGH	177 12% H	178 11% H	173 8% H	430 13% AM	102 12% AKLM	66 13% K	597 13% AM	316 11% AIL	603 13% AO	779 12% AO	204 14% AO	15 10% ANOP	392 17% AS	521 10% AR	921 12%
Viscose (also known as rayon)	777 10% FS	380 10% AC	397 10% AC	126 11% F	136 10% F	126 8% F	166 11% F	223 10% JL	343 10% JL	79 9% AKLM	52 11% K	473 10% J	303 10% AIL	491 11% AQ	682 10% APQ	144 10% Q	9 6% ANOP	291 13% AS	485 9% AR	780 10%
Wool	292 4% CHS	161 4% AC	131 3% AC	68 6% AFGH	70 5% AGH	54 4% H	52 3% H	47 2% H	153 5% AKLM	28 3% AKLM	12 2% K	192 4% K	100 3% AIL	182 4% AQ	245 4% APQ	57 4% Q	5 4% ANOP	137 6% AS	155 3% AR	295 4%
None of these	259 3% CILNOR	148 4% AC	111 3% AC	27 2% D	45 3% D	58 4% D	56 4% D	73 3% JL	112 3% JL	16 2% AKLM	12 3% K	141 3% J	118 4% AIL	121 3% AQ	169 3% APQ	70 5% Q	22 15% ANOP	49 2% AS	210 4% AR	254 3%
Don't know	2473 32% BDHNOPR	1182 31% AC	1291 33% AB	302 27% AFGH	478 34% AGH	549 37% ADGH	499 32% D	646 30% JL	1069 32% JL	289 34% AKLM	144 30% K	1503 32% J	970 32% AIL	1376 30% AQ	2085 31% APQ	427 29% Q	76 52% ANOP	405 17% AS	2068 38% AR	2469 32%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M,A/N/O/P/Q,A/R/S,A/T Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M,A/N/O/P/Q,A/R/S,A/T Minimum Base: 30(**) Small Base: 100(**)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - Clothing brands should have to provide information on their viscose manufacturers and how their production effects the environment

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	2663 35% BCG	334 30%	299 27%	455 41% ABCFG	407 37% BCFG	339 32% C	328 30%	500 46% ABCDEF	2662 35% BCG
Tend to agree (4)	2589 34% H	400 36% DH	437 39% ADEGHI	342 31% H	348 32% H	430 40% ABDEGHI	368 33% H	265 24%	2586 34% H
Neither agree nor disagree (3)	1463 19% D	213 19% D	232 21% D	165 15%	204 19% D	203 19% D	236 21% D	210 19% D	1469 19% D
Tend to disagree (2)	228 3% D	34 3% D	50 5% ADEFGHI	15 1%	30 3% D	27 3%	45 4% DH	26 2%	231 3% D
Strongly disagree (1)	92 1% F	10 1% F	14 1% F	18 2% F	20 2% F	2 * F	17 2% F	10 1% F	91 1% F
Don't know	666 9%	125 11% ACEFHI	86 8%	105 10% FH	84 8%	75 7%	115 10% CEFH	77 7%	662 9%

Agree	5252 68% G	734 66%	735 66%	797 72% ABCGI	755 69% G	769 71% ABCGI	696 63%	765 70% BCG	5248 68% G
Disagree	320 4% F	45 4%	64 6% ADFGHI	33 3%	50 5% F	29 3%	62 6% ADFGHI	36 3%	322 4% F
Net diff	4933 64%	689 62%	671 60%	764 69%	705 64%	740 69%	634 57%	729 67%	4926 64%

Mean	4.07 CG	4.02 C	3.93	4.21 ABCEFGI	4.08 CG	4.08 CG	3.95	4.20 ABCEFGI	4.07 CG
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ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - Clothing brands should have to provide information on their viscose manufacturers and how their production effects the environment

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	2663 35% EFLQGS	1278 34% 36%	1386 36% 32%	358 32% 31%	431 31% 31%	461 31% 36% EF	558 40% 33%	856 33% 34%	1096 34% 34%	295 34% 38% IL	184 33% 36% I	1575 36% 33% AIL	1088 36% 36% AQ	1679 36% 36% AQ	2397 40% 40% ANOQ	577 40% 31% Q	28 19% 18%	1142 49% 33%	1521 28% 34%	2662 35%
Tend to agree (4)	2589 34% BMPQ	1191 31% 36%	1398 36% 34%	383 34% 33%	465 33% 33%	491 33% 33%	517 34% 34%	733 34% 34%	1156 34% 36% M	308 34% 34%	164 35% 32% AM	1628 35% 32% APQ	961 32% 35% APQ	1624 34% 34% APQ	2291 44% 31% Q	442 31% 18%	26 18% 33%	775 18% 34%	1814 22% 34%	2586 34%
Neither agree nor disagree (3)	1463 19% CHNOPR	812 21% AC	651 17% H	212 19% AGH	306 22% AGH	322 22% AGH	287 19% H	336 16% 20% A	675 20% 18% 18%	150 18% 19%	88 18% 19%	913 18% 18%	550 18% 18%	826 18% 18%	1211 17% 17%	242 17% 20%	29 20% 12%	278 12% 22% AR	1185 22% 19%	1469
Tend to disagree (2)	228 3% CHIOR	133 3% AC	95 2% 4%	49 4% AFGH	47 3% 3%	41 3% 3%	42 2% 4%	49 2% 4% AJKLM	125 4% 2%	15 2% 2%	8 2% 3% JK	148 3% 3%	81 3% 3%	134 3% 3%	184 3% 3%	38 3% 3%	8 5% 2%	54 2% 3%	174 3% 3%	231
Strongly disagree (1)	92 1% CFIOR	62 2% AC	29 1% 2%	19 2% F	16 1% F	7 * 2%	26 2% AF	24 1% F	38 1% 1%	7 1% 2%	10 2% 1%	55 1% 1%	36 1% 1%	52 1% 1%	68 1% 2%	22 2% ANOP	7 5% ANOP	10 * 2%	82 2% AR	91
Don't know	666 9% HNOR	335 9% 9%	331 9% 8%	89 8% 10%	135 10% 11%	166 11% 8%	120 8% 7%	156 7% 8%	273 8% 10%	82 10% 7%	32 7% 8%	387 8% 9%	279 9% 7%	305 7% 8%	504 8% 9%	128 9% 34% ANOP	50 34% 2%	58 2% 11% AR	608 11% 9%	662

Agree	5252 68% BEFQGS	2469 65% 72%	2783 72% AB	740 67% 64%	896 64% 64%	952 64% 69%	1075 74% 69% EF	1589 74% 67%	2252 67% 70%	603 72% 70%	348 68% 72% I	3203 68% 68%	2049 68% 71% ADQ	3303 71% 70% AQ	4688 70% 70% Q	1020 37% 83% AS	54 37% 83%	1917 83% 62%	3335 62% 68%	5248
Disagree	320 4% CFHIOR	195 5% AC	124 3% 6%	69 4% AFH	62 4% 3%	48 3% 4%	68 4% 3%	73 3% 3%	163 5% 3%	22 3% 4%	18 4% 4%	203 4% 4% J	117 4% 4%	187 4% 4%	252 4% 4%	60 4% 10% ANOP	14 10% 3%	64 3% 5% AR	256 5% 4%	322
Net diff	4933 64%	2274 60%	2659 68%	672 61%	834 60%	904 61%	1006 65%	1516 70%	2089 62%	581 68%	331 68%	3001 64%	1932 65%	3116 67%	4437 67%	960 66%	40 27%	1853 80%	3079 57%	4926 64%

Mean	4.07 BDEILQS	4.00	4.13 AB	3.99	3.99	4.03	4.08 DE	4.18 ADEFQ	4.02	4.12 IL	4.11	4.05 I	4.10 AIL	4.10 AQ	4.10 AQ	4.15 AQ	3.62 *	4.32 AS	3.95	4.07
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Overlap formulae used

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FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - I would believe a clothing brand if they said it was difficult to identify which methods their viscose manufacturers are using

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	486 6% B	43 4% B	68 6% B	88 8% ABEGI	52 5% B	70 6% B	57 5% B	109 10% ABCEFGI	486 6% B
Tend to agree (4)	1283 17% BE	129 12% BE	197 18% BE	188 17% BE	136 12% BE	265 25% ABCDEGHI	172 16% BE	196 18% BE	1291 17% BE
Neither agree nor disagree (3)	2047 27% D	280 25% D	293 26% D	257 23% D	285 26% D	314 29% BD	300 27% BD	318 29% BD	2045 27% D
Tend to disagree (2)	1628 21% FH	303 27% ACDFGHI	257 23% DFH	205 19% H	270 25% ADFH	186 17% DFH	249 22% DFH	158 14% DFH	1621 21% FH
Strongly disagree (1)	1371 18% FG	215 19% FG	200 18% F	224 20% AFG	227 21% AFGI	134 12% FG	164 15% FG	208 19% FG	1388 18% FG
Don't know	886 12% CH	147 13% CFH	102 9% CH	138 13% CH	123 11% CH	108 10% CH	167 15% ACEFHI	101 9% CH	870 11% CH

Agree	1770 23% BE	173 15% BE	265 24% BE	276 25% BEG	188 17% BEG	335 31% ABCDEGI	229 21% B	305 28% ABCEGI	1777 23% BE
Disagree	2999 39% FH	518 46% ACDFGHI	457 41% FH	429 39% FH	497 45% ACDFGHI	319 30% F	413 37% F	365 34% F	3009 39% FH
Net diff	-1229 -16%	-345 -31%	-193 -17%	-153 -14%	-309 -28%	15 1%	-184 -17%	-60 -6%	-1232 -16%

Mean	2.69 BE	2.47 BE	2.68 BE	2.70 BE	2.50 BE	2.95 ABCDEGI	2.69 BE	2.84 ABCEGI	2.69 BE
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Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - I would believe a clothing brand if they said it was difficult to identify which methods their viscose manufacturers are using

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	486 6% HMS	262 7% AGH	225 6% AGH	90 8% AGH	100 7% H	95 6% AGH	87 6% AGH	115 5% AGH	254 8% ALM	52 6% ALM	25 5% ALM	331 7% AM	155 5% AM	321 7% AO	418 6% AO	132 9% ANO	9 6% ANO	245 11% AS	242 4% AS	486 6% AS
Tend to agree (4)	1283 17% JQS	667 18% JQS	616 16% JQS	187 17% JQS	256 18% JQS	240 16% JQS	255 16% JQS	345 16% JQS	602 18% AIL	118 14% AIL	79 16% AIL	799 17% J	484 16% J	814 18% AOPQ	1121 17% Q	217 15% Q	12 8% Q	448 19% AS	835 16% AS	1291 17% AS
Neither agree nor disagree (3)	2047 27% NOR	1027 27% NOR	1020 26% NOR	297 27% NOR	371 27% AH	433 29% AH	410 26% AH	537 25% AH	892 27% AH	245 29% AH	123 25% AH	1260 27% K	787 26% K	1166 25% K	1726 26% K	380 26% K	38 26% K	499 22% AR	1548 29% AR	2045 27% AR
Tend to disagree (2)	1628 21% BFQS	752 20% AB	876 23% AB	238 21% AB	284 20% AB	282 19% AB	336 22% AB	488 23% F	684 20% F	198 23% F	102 21% F	984 21% F	645 22% F	1049 23% APQ	1460 22% AQ	292 20% AQ	20 14% AQ	537 23% AS	1091 20% AS	1621 21% AS
Strongly disagree (1)	1371 18% EQS	684 18% EQS	687 18% EQS	173 16% EQS	223 16% EQS	241 16% EQS	285 18% EQS	448 21% ADEF	564 17% ADEF	133 16% ADEF	119 24% AULM	816 17% AULM	554 19% AULM	840 18% Q	1237 19% AQ	264 18% Q	13 9% Q	489 21% AS	882 16% AS	1388 18% A
Don't know	886 12% HKMORT	420 11% HKMORT	466 12% HKMORT	125 11% HKMORT	165 12% HKMORT	197 13% AH	177 11% AH	221 10% AH	368 11% K	110 13% K	39 8% K	516 11% K	369 12% K	430 9% K	693 10% N	164 11% N	55 37% ANOP	100 4% ANOP	786 15% AR	870 11% AR

Agree	1770 23% CHMOS	929 24% AC	841 22% AC	277 25% H	356 25% AGH	334 22% AGH	343 22% AGH	460 21% AGH	856 25% AULM	171 20% AULM	104 21% AULM	1130 24% AULM	640 21% AULM	1135 25% AOQ	1539 23% Q	349 24% Q	21 14% Q	693 30% AS	1077 20% AS	1777 23% AS
Disagree	2999 39% BEFIQS	1436 38% BEFIQS	1563 40% AB	412 37% AB	507 36% AB	523 35% AB	621 40% EF	936 43% ADEF	1248 37% ADEF	331 39% AULM	221 45% AULM	1800 38% I	1199 40% I	1889 41% AQ	2697 41% AQ	556 38% Q	33 23% Q	1025 44% AS	1974 37% AS	3009 39% AS
Net diff	-1229 -16%	-506 -13%	-723 -19%	-135 -12%	-151 -11%	-189 -13%	-279 -18%	-476 -22%	-393 -12%	-160 -19%	-117 -24%	-670 -14%	-559 -19%	-755 -16%	-1158 -17%	-207 -14%	-12 -8%	-332 -14%	-897 -17%	-1232 -16%

Mean	2.69 CHMOS	2.73 AC	2.65	2.78 AGH	2.78 AGH	2.74 H	2.65	2.58	2.77 AKLM	2.68 K	2.53	2.72 AKM	2.64	2.70 O	2.67	2.74	2.82 *	2.74 AS	2.67	2.69
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

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All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - I would believe a clothing brand if they said it was difficult to know who their viscose suppliers are

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	454 6% BE	37 3% BE	72 6% BE	65 6% B	46 4% B	75 7% BEG	52 5% BEG	106 10% ABCDEFGHI	458 6% BE
Tend to agree (4)	1168 15% BE	121 11% BE	174 16% BE	171 16% BE	123 11% BE	221 21% ABCDEGI	166 15% BE	192 18% ABE	1179 15% BE
Neither agree nor disagree (3)	1882 24% D	258 23% D	267 24% D	237 22% D	254 23% D	296 27% ABDEI	295 27% D	276 25% D	1865 24% D
Tend to disagree (2)	1640 21% H	282 25% ADFH	253 23% FH	217 20% H	280 26% ADFH	205 19% H	248 22% H	155 14% H	1648 21% H
Strongly disagree (1)	1703 22% FG	275 25% FG	247 22% FG	269 24% FG	283 26% ACFGI	178 17% ACFGI	193 17% ACFGI	258 24% FG	1707 22% FG
Don't know	853 11% CEFH	144 13% CEFH	103 9% CEFH	141 13% CEFH	108 10% CEFH	102 9% CEFH	154 14% ACEFHI	102 9% ACEFHI	844 11% CEFH

Agree	1622 21% BE	158 14% BE	246 22% BE	236 21% BE	169 15% BE	296 27% ABCDEGI	218 20% BE	298 27% ABCDEGI	1637 21% BE
Disagree	3343 43% FGH	557 50% ACDFGHI	500 45% FGH	486 44% FGH	563 51% ACDFGHI	383 36% FGH	441 40% FGH	413 38% FGH	3355 44% FGH
Net diff	-1721 -22%	-398 -36%	-254 -23%	-250 -23%	-393 -36%	-87 -8%	-223 -20%	-115 -11%	-1718 -22%

Mean	2.57 BE	2.35 BE	2.58 BE	2.53 BE	2.36 BE	2.80 ABCDEGI	2.62 BE	2.73 ABCDEI	2.57 BE
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - I would believe a clothing brand if they said it was difficult to know who their viscose suppliers are

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	454 6% S	232 6%	222 6%	76 7%	94 7%	76 5%	88 6%	120 6%	226 7% AM	47 5%	24 5%	297 6%	157 5%	298 6% AO	383 6%	116 8% ANO	7 5%	224 10% AS	230 4%	458 6%
Tend to agree (4)	1168 15% HMS	602 16%	567 15%	164 15%	262 19% ADFGH	229 15%	229 15%	284 13%	571 17% ALM	124 15%	70 14%	765 16% AM	403 13%	745 16% AO	1013 15%	218 15%	17 11%	434 19% AS	734 14%	1179 15%
Neither agree nor disagree (3)	1882 24% CMNR	976 26% AC	906 23%	290 26%	333 24%	374 25%	386 25%	499 23%	811 24%	211 25%	117 24%	1139 24%	744 25%	1086 23%	1577 24%	348 24%	39 27%	435 19%	1448 27% AR	1865 24%
Tend to disagree (2)	1640 21% BEFQ	739 19%	902 23% AB	241 22%	267 19%	287 19%	336 22%	509 24% AEF	705 21%	186 22%	105 22%	995 21%	645 22%	1024 22% APQ	1481 22% APQ	285 20% Q	15 10%	524 23%	1117 21%	1648 21%
Strongly disagree (1)	1703 22% IQS	856 22%	847 22%	225 20%	286 20%	320 22%	342 22%	529 25% ADEF	705 21%	183 21%	132 27% AIJLM	1020 22%	684 23%	1055 23% Q	1529 23% AQ	322 22% Q	20 14%	611 26% AS	1092 20%	1707 22%
Don't know	853 11% HIKLNOR	407 11%	446 11%	114 10%	157 11%	201 14% ADGH	170 11%	211 10%	346 10%	105 12% K	40 8%	491 10%	362 12% AIKL	412 9%	672 10% N	161 11% N	49 34% ANOP	90 4%	763 14% AR	844 11%

Agree	1622 21% HMS	833 22%	789 20%	240 22%	356 25% ADFGH	305 21%	317 20%	405 19%	797 24% AIJKLM	171 20%	93 19%	1062 23% AM	560 19%	1043 23% AO	1397 21%	334 23%	23 16%	658 28% AS	964 18%	1637 21%
Disagree	3343 43% BEFIQS	1595 42%	1749 45% AB	467 42%	553 40%	607 41%	678 44% E	1039 48% ADEF	1409 42%	369 43%	236 49% AIL	2015 43% I	1329 44%	2079 45% APQ	3010 45% APQ	607 42% Q	35 24%	1135 49% AS	2209 41%	3355 44%
Net diff	-1721 -22%	-761 -20%	-960 -25%	-227 -20%	-197 -14%	-302 -20%	-361 -23%	-634 -29%	-612 -18%	-198 -23%	-143 -29%	-953 -20%	-768 -26%	-1037 -22%	-1613 -24%	-273 -19%	-12 -8%	-477 -21%	-1245 -23%	-1718 -22%

Mean	2.57 HKMO	2.59	2.54	2.62 H	2.69 AFGH	2.57 H	2.55 H	2.46	2.64 AKLM	2.56	2.44	2.60 AKM	2.51	2.57 O	2.54	2.63 O	2.74 *	2.61 AS	2.54	2.57
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - Clothing brands should be responsible for what happens in their manufacturing processes and should take measures to ensure that the clothes are manufactured in an environmentally friendly way

All Adults aged 16-75 in each country

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Strongly agree (5)	3164 41% CFG	450 40% CG	397 36% ABCEFGI	529 48% ABCEFGI	447 41% CG	402 37% G	365 33% ABCDEFGI	574 53% ABCDEFGI	3162 41% CFG
Tend to agree (4)	2393 31% DH	377 34% DH	423 38% ABDEHI	298 27% H	328 30% H	374 35% ADEHI	377 34% DH	217 20% DH	2388 31% DH
Neither agree nor disagree (3)	1224 16% D	152 14% D	184 16% D	143 13% D	177 16% D	183 17% BD	197 18% BD	188 17% BD	1237 16% BD
Tend to disagree (2)	197 3% D	21 2% D	28 3% D	16 1% D	36 3% D	36 3% BDH	39 3% BDH	22 2% D	199 3% D
Strongly disagree (1)	82 1% F	9 1% F	11 1% F	11 1% F	17 2% F	5 * F	12 1% F	17 2% F	85 1% F
Don't know	640 8% CFH	107 10% CFH	75 7% CFH	103 9% CH	89 8% CH	76 7% CH	119 11% ACEFHI	71 7% CFH	630 8% CFH

Agree	5557 72% G	827 74% G	820 73% G	827 75% AEGI	775 71% G	776 72% G	742 67% G	790 73% G	5550 72% G
Disagree	280 4% D	31 3% D	39 3% D	27 2% BD	52 5% BD	41 4% BD	51 5% BD	39 4% D	284 4% D
Net diff	5277 69% G	796 71% G	781 70% G	800 73% G	722 66% G	735 68% G	692 62% G	751 69% G	5266 68% G

Mean	4.18 CG	4.22 CFG	4.12 CG	4.32 ABCEFGI	4.15 G	4.13 G	4.06 G	4.29 ACEFGI	4.18 G
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q12_heels. To what extent do you agree or disagree with the following statements? - Clothing brands should be responsible for what happens in their manufacturing processes and should take measures to ensure that the clothes are manufactured in an environmentally friendly way

All Adults aged 16-75 in each country

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Strongly agree (5)	3164 41% BEFIQDS	1479 39% AB	1685 43% AB	443 40% AB	520 37% E	572 38% E	649 42% E	979 45% E	1309 39% E	346 40% E	214 44% IL	1869 40% IL	1294 43% AL	2030 44% ADQ	2853 43% AQ	642 44% AQ	35 24% Q	1279 55% AS	1884 35% AS	3162 41% AS
Tend to agree (4)	2393 31% MPQR	1148 30% MPQR	1245 32% MPQR	333 30% MPQR	430 31% MPQR	455 31% MPQR	469 30% MPQR	706 33% MPQR	1041 31% MPQR	306 36% AILM	158 33% AILM	1505 32% AIM	888 30% AIM	1468 32% PQ	2112 32% APQ	402 28% Q	24 16% Q	682 29% Q	1711 32% AR	2388 31% AR
Neither agree nor disagree (3)	1224 16% CHUNOR	687 18% AC	537 14% AC	191 17% H	259 18% AH	257 17% H	256 17% H	261 12% H	593 18% AILM	107 12% AILM	69 14% J	770 16% J	455 15% J	683 15% J	979 15% J	214 15% ANOP	33 22% ANOP	231 10% ANOP	993 18% AR	1237 16% AR
Tend to disagree (2)	197 3% OH	118 3% AC	79 2% AC	36 3% H	52 4% AFGH	36 2% AFGH	33 2% AFGH	40 2% AFGH	109 3% AILM	12 1% AILM	9 2% J	130 3% J	68 2% J	114 2% J	163 2% J	41 3% Q	4 2% Q	51 2% Q	146 3% AR	199 3% AR
Strongly disagree (1)	82 1% COR	52 1% AC	31 1% AC	15 1% H	13 1% H	13 1% H	21 1% H	21 1% H	40 1% H	7 1% H	3 1% H	50 1% H	32 1% H	47 1% H	63 1% H	14 1% ANOP	6 4% ANOP	14 1% ANOP	68 1% AR	85 1% AR
Don't know	640 8% HNOR	327 9% HNOR	313 8% HNOR	92 8% HNOR	125 9% H	155 10% AGH	123 8% AGH	146 7% AGH	272 8% AGH	78 9% AGH	33 7% AGH	383 8% AGH	258 9% AGH	279 6% AGH	485 7% N	138 9% NO	45 31% ANOP	60 3% ANOP	581 11% AR	630 8% AR

Agree	5557 72% BEFIQDS	2627 69% AB	2929 75% AB	776 70% AB	951 68% E	1027 69% E	1118 72% E	1685 78% E	2350 70% E	652 76% AIL	372 77% AIL	3374 72% I	2182 73% I	3497 76% ADPQ	4965 75% APQ	1044 72% Q	59 40% Q	1961 85% AS	3596 67% AS	5550 72% AS
Disagree	280 4% CHJDR	170 4% AC	110 3% AC	51 5% H	65 5% AH	49 3% AH	54 3% AH	61 3% AH	149 4% AJKLM	19 2% AJKLM	12 2% AJKLM	180 4% J	100 3% J	161 3% J	226 3% J	55 4% Q	10 6% Q	65 3% Q	215 4% AR	284 4% AR
Net diff	5277 69%	2457 64%	2820 72%	725 65%	886 63%	978 66%	1064 69%	1624 75%	2202 65%	632 74%	361 74%	3194 68%	2082 70%	3337 72%	4739 71%	990 68%	50 34%	1896 82%	3381 63%	5266 68%

Mean	4.18 BEFIQDS	4.11 AB	4.25 AB	4.13 H	4.09 E	4.15 E	4.19 E	4.29 ADEFQ	4.12 IL	4.25 IL	4.26 IL	4.16 I	4.22 AIL	4.23 AQ	4.22 AQ	4.23 AQ	3.78 *	4.40 AS	4.08 AS	4.18 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - Summary

All Adults aged 16-75 in each country

	Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following?				
	environmental commitments and measures they are taking to help minimise the pollution in their supply chain (A)	The names of the factories they use and their supply chain (B)	The working conditions of their employees and workers in their supply chain (C)	Whether their workers in their supply chain are paid a fair wage (D)	How they deal with complaints made by those in the local supply communities where the clothes are made (E)
Unweighted base	7701	7701	7701	7701	7701
Weighted base	7701	7701	7701	7701	7701
Very important (4)	3068 40% BE	2290 30% BDE	3141 41% BDE	3001 39% BE	2531 33% B
Somewhat important (3)	3005 39% CD	3118 40% ACD	2832 37% ACD	2852 37% ACD	3153 41% ACD
Not very important (2)	591 8% ACDE	1096 14% ACDE	658 9% A	740 10% AC	814 11% ACD
Not at all important (1)	162 2% ACDE	262 3% ACDE	207 3% A	219 3% A	222 3% A
Don't know	875 11% ACD	935 12% ACD	863 11% ACD	889 12% C	980 13% ABCD

Important	6073 79% BCDE	5408 70% BDE	5973 78% BDE	5853 76% BE	5684 74% B
Not important	753 10% ACDE	1358 18% ACDE	865 11% A	959 12% AC	1037 13% ACD
Net diff	5319 69%	4051 53%	5108 66%	4894 64%	4648 60%

Mean	3.32 BDE	3.10	3.30 BDE	3.27 BE	3.19 B
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requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
 ColumnProportions (5%): A/B/C/D/E Minimum Base: 30 (**) Small Base: 100 (*)
 ColumnMeans (5%): A/B/C/D/E Minimum Base: 30 (**) Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - Their environmental commitments and measures they are taking to help minimise the pollution in their supply chain

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very important (4)	3068 40% EG	460 41% EG	443 40% EG	473 43% EGI	383 35% G	420 39% G	349 31% ABCDEFGI	541 50% ABCDEFGI	3065 40% EG
Somewhat important (3)	3005 39% H	422 38% H	438 39% H	402 37% H	477 44% ABCDHI	463 43% ABDHI	451 41% H	352 32% H	3015 39% H
Not very important (2)	591 8% D	70 6% D	96 9% BD	60 5% D	90 8% D	73 7% ABDFHI	116 10% D	86 8% D	595 8% D
Not at all important (1)	162 2% FH	27 2% FH	39 4% AFHI	24 2% FH	27 2% FH	7 1% FH	26 2% FH	11 1% FH	164 2% FH
Don't know	875 11% CH	137 12% CH	101 9% CH	141 13% CH	116 11% CH	113 11% ACEFHI	167 15% ACEFHI	99 9% CH	862 11% CH

Important	6073 79% G	882 79% G	881 79% G	875 80% G	859 79% G	883 82% AEGI	800 72% AGI	893 82% AGI	6080 79% G
Not important	753 10% DF	98 9% DF	135 12% ABDFHI	84 8% DF	118 11% DF	80 7% ABDFHI	143 13% ABDFHI	97 9% DF	759 10% DF
Net diff	5319 69%	784 70%	746 67%	791 72%	742 68%	804 75%	657 59%	796 73%	5321 69%

Mean	3.32 EG	3.34 CEG	3.26 ACEGI	3.38 ACEGI	3.24 CEG	3.35 CEG	3.19 ABCEFGI	3.44 ABCEFGI	3.31 EG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - Their environmental commitments and measures they are taking to help minimise the pollution in their supply chain

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very important (4)	3068 40% BEFILQS	1384 36% AB	1684 43% AB	440 40% F	514 37% F	519 35% EF	643 41% EF	952 44% ADEF	1221 36% AIL	373 44% AIL	213 44% IL	1807 38% I	1261 42% AIL	1951 42% AOQ	2729 41% AQ	646 45% AOQ	38 26% AS	1279 55% AS	1789 33% AS	3065 40% AS
Somewhat important (3)	3005 39% MPQR	1499 39% AC	1506 39% AC	412 37% AGH	556 40% AGH	627 42% GH	602 39% GH	807 37% GH	1371 41% AIJKLM	330 39% AIL	185 38% IL	1886 40% AIM	1119 37% AIM	1848 40% APQ	2627 39% APQ	520 36% Q	36 24% AS	828 36% AS	2177 40% AR	3015 39% AR
Not very important (2)	591 8% CGHIMPR	385 10% AC	206 5% AC	111 10% AGH	126 9% AGH	122 8% GH	97 6% GH	136 6% GH	318 9% AIJKLM	47 5% AIL	32 7% IL	397 8% AIM	194 6% AIM	334 7% P	497 6% P	87 9% P	13 9% AS	121 5% AS	470 9% AR	595 8% AR
Not at all important (1)	162 2% CR	113 3% AC	49 1% AC	22 2% AGH	28 2% AGH	31 2% GH	33 2% GH	48 2% GH	81 2% AIJKLM	14 2% AIL	13 3% IL	108 2% AIM	55 2% AIM	92 2% P	135 2% P	29 3% P	4 1% AS	18 3% AS	144 3% AR	164 2% AR
Don't know	875 11% HNOR	430 11% AC	444 11% AC	126 11% AGH	175 12% AGH	187 13% GH	175 11% GH	211 10% GH	372 11% AIJKLM	93 11% AIL	44 9% IL	509 11% AIM	366 12% AIM	395 9% P	668 10% P	168 12% P	56 38% ANDP	70 3% AS	805 15% AR	862 11% AR

Important	6073 79% BEIQS	2883 76% AB	3190 82% AB	852 77% F	1071 77% F	1146 77% EF	1245 80% DEF	1759 82% ADEF	2592 77% AIL	703 82% AIL	398 82% I	3693 78% I	2380 79% I	3799 82% AOQ	5356 80% AQ	1167 80% Q	74 50% AS	2108 91% AS	3965 74% AS	6080 79% AS
Not important	753 10% CGHIMNOPR	498 13% AC	255 7% AC	132 12% AGH	154 11% AGH	154 10% GH	130 8% GH	184 9% GH	399 12% AILM	60 7% AIL	45 9% IL	504 11% AIM	249 8% AIM	426 9% P	632 9% P	116 8% P	17 12% AS	139 6% AS	614 11% AR	759 10% AR
Net diff	5319 69%	2385 63%	2934 75%	720 65%	917 65%	993 67%	1115 72%	1575 73%	2193 65%	642 75%	353 73%	3189 68%	2131 71%	3373 73%	4725 71%	1051 72%	56 38%	1968 85%	3351 62%	5321 69%

Mean	3.32 BEFILS	3.23 AB	3.40 AB	3.29	3.27	3.26	3.35 EF	3.37 ADEF	3.25	3.39 AIL	3.35 I	3.28 I	3.36 AIL	3.34 A	3.33 A	3.39 ANOQ	3.18 *	3.50 AS	3.23	3.31
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Overlap formulae used

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ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - The names and location of the factories they use throughout their supply chain

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very important (4)	2290 30% EG	322 29% G	321 29% G	378 34% ABCEGI	290 27% G	328 30% G	253 23% G	398 37% ABCEFGI	2308 30% EG
Somewhat important (3)	3118 40%	428 38%	465 42% H	448 41%	426 39%	479 45% ABEHI	465 42% H	407 37%	3111 40%
Not very important (2)	1096 14% D	174 16% D	173 16% D	102 9%	192 18% ADFGHI	138 13% D	164 15% D	154 14% D	1096 14% D
Not at all important (1)	262 3% F	40 4% F	48 4% DFH	30 3% F	56 5% ADFGHI	15 1% F	43 4% F	30 3% F	266 3% F
Don't know	935 12% CH	153 14% CFH	109 10%	143 13% CH	129 12%	117 11%	184 17% ACDEFHI	101 9%	920 12% CH

Important	5408 70% BEG	750 67% EG	787 70% EG	825 75% ABCEGI	716 66% G	807 75% ABCEGI	718 65% G	805 74% ABEGI	5419 70% BEG
Not important	1358 18% DF	213 19% DF	221 20% DF	132 12% ABDFGHI	248 23% G	152 14% DF	207 19% DF	183 17% D	1362 18% DF
Net diff	4051 53%	537 48%	565 51%	693 63%	468 43%	655 61%	511 46%	621 57%	4057 53%

Mean	3.10 EG	3.07 E	3.05	3.23 ABCEGI	2.99	3.17 ABCEGI	3.00	3.19 ABCEGI	3.10 EG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - The names and location of the factories they use throughout their supply chain

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very important (4)	2290 30% BDFIQS	1087 29% AB	1203 31% AB	281 25% AB	401 29% AB	386 26% DF	490 32% DF	732 34% ADEF	944 28% ADEF	261 31% I	159 33% I	1364 29% I	926 31% I	1452 31% AQ	2031 31% AQ	510 35% ANQ	24 16% ANQ	953 41% AS	1337 25% AS	2308 30% AS
Somewhat important (3)	3118 40% EPQ	1510 40% EPQ	1608 41% EPQ	477 43% E	526 38% E	614 41% E	643 41% E	858 40% E	1363 41% E	358 42% E	186 38% E	1907 41% E	1212 40% E	1909 41% PQ	2725 41% APQ	535 37% Q	41 28% Q	973 42% AS	2145 40% AS	3111 40% AS
Not very important (2)	1096 14% CGHMPR	612 16% AC	484 12% AC	173 16% GH	242 17% AGH	234 16% GH	187 12% GH	260 12% GH	549 16% AILM	107 12% I	73 15% AIM	729 12% AIM	367 14% P	666 14% P	959 12% P	180 11% P	17 11% P	260 11% AS	836 16% AR	1096 14% AR
Not at all important (1)	262 3% CR	167 4% AC	95 2% AC	45 4% AC	53 4% AC	45 3% AC	48 3% AC	71 3% AC	121 4% AC	25 3% AC	21 4% AC	167 4% AC	95 3% AC	161 3% AC	217 3% AC	42 3% AC	11 7% ANDP	36 2% ANDP	225 4% AR	266 3% AR
Don't know	935 12% HLNORT	436 11% HLNORT	499 13% HLNORT	134 12% HLNORT	178 13% HLNORT	207 14% AH	182 12% AH	234 11% AH	387 11% AH	104 12% AH	49 10% AH	540 11% AH	396 13% AIL	431 9% AIL	723 11% N	183 13% NO	55 4% ANDP	94 16% AR	841 16% AR	920 12% AR

Important	5408 70% BEFIQS	2597 68% AB	2812 72% AB	759 68% AB	926 66% AB	1001 67% AB	1133 73% ADEF	1590 74% ADEF	2307 69% ADEF	619 72% I	345 71% I	3271 69% I	2137 71% I	3362 73% AQ	4756 71% AQ	1045 72% Q	64 44% AS	1926 83% AS	3482 65% AS	5419 70% AS
Not important	1358 18% CGHMPR	779 20% AC	579 15% AC	218 20% GH	295 21% AGH	279 19% GH	235 15% GH	330 15% GH	670 20% AILM	132 15% M	93 19% AIM	896 15% AIM	462 18% P	827 18% P	1176 15% P	222 19% P	27 13% P	297 13% AS	1061 20% AR	1362 18% AR
Net diff	4051 53% HLNORT	1818 48% HLNORT	2233 57% HLNORT	541 49% HLNORT	631 45% HLNORT	721 48% HLNORT	898 58% HLNORT	1260 58% HLNORT	1636 49% HLNORT	487 57% HLNORT	252 52% HLNORT	2375 50% HLNORT	1676 56% HLNORT	2535 55% HLNORT	3579 54% HLNORT	822 57% HLNORT	37 25% HLNORT	1630 70% HLNORT	2421 45% HLNORT	4057 53% HLNORT

Mean	3.10 BDEFILQS	3.04 AB	3.16 AB	3.02 AB	3.04 AB	3.05 AB	3.15 ADEF	3.17 ADEF	3.05 IL	3.14 IL	3.10 I	3.07 I	3.14 AIL	3.11 Q	3.11 AQ	3.19 ANQ	2.84 *	3.28 AS	3.01 AS	3.10 AS
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (SR): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SR): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - The working conditions of their employees and workers in their supply chain

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very important (4)	3141 41% EFG	538 48% AEFGI	499 45% AEFGI	491 45% AEFGI	401 37% G	401 37% G	291 26% AEFGI	520 48% AEFGI	3142 41% EFG
Somewhat important (3)	2832 37% BH	360 32% BH	402 36% BH	383 35% BDH	431 39% BDH	461 43% ABCDHI	428 39% BH	366 34% BH	2847 37% BH
Not very important (2)	658 9% BD	63 6% BD	84 8% BD	69 6% BD	115 11% ABCDFI	84 8% B	155 14% ABCDDEFHI	87 8% B	661 9% BD
Not at all important (1)	207 3% FH	27 2% FH	39 3% DFH	20 2% DFH	35 3% DFH	18 2% DFH	52 5% ABDFHI	17 2% DFH	203 3% H
Don't know	863 11% CH	129 12% C	93 8% CH	137 12% CH	111 10% CH	112 10% CH	182 16% ABCDDEFHI	99 9% CH	848 11% C

Important	5973 78% G	898 80% AEGI	901 81% AEGI	874 79% G	832 76% G	862 80% EG	719 65% EG	886 81% AEGI	5989 78% G
Not important	865 11% BD	90 8% BD	122 11% BD	89 8% BD	150 14% ABDFHI	102 10% ABDFHI	207 19% ABCDDEFHI	104 10% ABDFHI	864 11% BD
Net diff	5108 66%	808 72%	779 70%	785 71%	683 62%	760 71%	512 46%	781 72%	5125 67%

Mean	3.30 EG	3.43 ACEFGI	3.33 EG	3.40 AEFGI	3.22 G	3.29 G	3.03	3.40 ACEFGI	3.30 EG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - The working conditions of their employees and workers in their supply chain

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very important (4)	3141 41% BEFILQS	1398 37% AB	1743 45% AB	446 40% EF	500 36% EF	533 36% EF	664 43% EF	998 46% ADEF	1252 37% AIL	379 44% AIL	216 44% IL	1847 39% I	1294 43% AIL	1968 43% AQ	2798 42% AQ	653 45% AOQ	42 29% AOQ	1253 54% AS	1887 35% AS	3142 41% AS
Somewhat important (3)	2832 37% HMQR	1437 38% AC	1394 36% AC	378 34% AGH	578 41% ADGH	588 40% ADH	568 37% ADH	721 33% ADH	1287 38% AM	321 38% AM	178 37% AM	1786 38% AM	1046 35% AM	1763 38% ADPQ	2461 37% Q	504 35% Q	34 23% Q	803 35% AS	2028 38% AR	2847 37% AR
Not very important (2)	658 9% CHMPR	424 11% AC	234 6% AC	121 11% AGH	122 9% AGH	143 10% GH	114 7% GH	158 7% GH	349 10% AIKLM	54 6% AIKLM	34 7% IL	437 9% AIM	221 7% AIM	376 8% P	566 9% P	91 6% P	13 9% P	143 6% AS	515 10% AR	661 9% AR
Not at all important (1)	207 3% CR	136 4% AC	72 2% AC	38 3% F	38 3% F	31 2% F	36 2% F	63 3% F	106 3% A	17 2% A	15 3% A	137 3% A	70 2% A	126 3% A	171 3% A	38 3% A	7 5% A	33 1% AS	174 3% AR	203 3% AR
Don't know	863 11% HLNORT	416 11% AB	447 11% AB	128 12% EF	162 12% EF	192 13% AH	168 11% AH	213 10% AH	370 11% AH	85 10% AH	44 9% AH	498 11% AH	365 12% AKL	387 8% N	660 10% N	163 11% N	51 35% ANDP	84 4% AS	779 14% AR	848 11% AR

Important	5973 78% BDFHQS	2835 74% AB	3137 81% AB	823 74% EF	1078 77% EF	1121 75% EF	1232 79% ADF	1719 80% ADF	2539 75% AILM	700 82% AILM	394 81% IL	3633 77% I	2340 78% I	3731 81% AQ	5259 79% AQ	1158 80% AQ	76 52% AQ	2057 89% AS	3916 73% AS	5989 78% AS
Not important	865 11% CGMPR	559 15% AC	306 8% AC	159 14% AEGH	160 12% AEGH	175 12% AEGH	150 10% AEGH	221 10% AEGH	455 14% AIKLM	71 8% AIKLM	49 10% IL	575 12% AIM	290 10% P	502 11% P	736 11% P	129 9% P	20 14% P	176 8% AS	689 13% AR	864 11% AR
Net diff	5108 66%	2276 60%	2832 73%	664 60%	918 66%	946 64%	1081 70%	1498 70%	2084 62%	628 73%	346 71%	3058 65%	2049 68%	3229 70%	4522 68%	1029 71%	56 38%	1880 81%	3227 60%	5125 67%

Mean	3.30 BEFILS	3.21 AB	3.40 AB	3.25 AB	3.24 AB	3.25 AB	3.35 ADEF	3.37 ADEF	3.23 AIL	3.38 AIL	3.35 IL	3.27 I	3.35 AIL	3.32 A	3.38 ANDQ	3.16 *	3.47 AS	3.22 AS	3.30 AS
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - Whether workers in their supply chain are paid a fair living wage

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very important (4)	3001 39% FG	515 46% ACDEFGI	459 41% FG	456 41% FG	415 38% G	381 35% G	262 24% ACDEFGI	513 47% ACDEFGI	2994 39% FG
Somewhat important (3)	2852 37% BH	368 33% BH	419 38% B	395 36% BH	430 39% BH	453 42% ABCDHI	422 38% BH	366 34% BH	2868 37% BH
Not very important (2)	740 10% BD	73 7% BD	101 9% B	78 7% BD	105 10% BD	108 10% BD	180 16% ABCEFGHI	96 9% BD	742 10% BD
Not at all important (1)	219 3% FH	29 3% H	41 4% DFH	24 2% H	34 3% FH	18 2% FH	61 6% ABCEFGHI	12 1% FH	218 3% FH
Don't know	889 12% C	132 12% C	97 9% CEH	148 13% CEH	109 10% CEH	116 11% CEH	183 17% ABCEFGHI	103 9% CEH	879 11% C

Important	5853 76% G	883 79% AGI	878 79% G	850 77% G	846 77% G	834 78% G	684 62% AGI	878 81% AGI	5862 76% G
Not important	959 12% BDH	103 9% BDH	142 13% BDH	102 9% BDH	138 13% BDH	126 12% BDH	242 22% ABCEFGHI	107 10% BDH	960 12% BDH
Net diff	4894 64%	780 70%	737 66%	749 68%	707 65%	708 66%	442 40%	771 71%	4902 64%

Mean	3.27 G	3.39 ACEFGI	3.27 G	3.35 ACEFGI	3.25 G	3.25 G	2.96	3.40 ACEFGI	3.27 G
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - Whether workers in their supply chain are paid a fair living wage

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very important (4)	3001 39% BEFILQS	1339 35% AB	1661 43% AB	423 38% F	480 34% F	481 32% F	644 42% AEF	973 45% ADEF	1182 35% ADEF	371 43% AIL	209 43% IL	1761 37% I	1240 41% AIL	1871 40% AQ	2667 40% AQ	619 43% AOQ	36 24% AOQ	1221 53% AS	1779 33% AS	2994 39% AS
Somewhat important (3)	2852 37% HMQ	1432 38% AC	1421 37% AC	399 36% H	545 39% H	624 42% ADGH	567 37% H	717 33% H	1297 39% AM	321 38% AILM	176 36% IL	1795 38% AIM	1057 35% AIM	1777 38% ADPQ	2489 37% Q	507 35% Q	42 29% Q	821 35% AS	2031 38% AS	2868 37% AS
Not very important (2)	740 10% CGJMPR	459 12% AC	281 7% AC	127 11% GH	162 12% GH	149 10% G	120 8% G	183 8% G	392 12% AILM	66 8% AILM	44 9% IL	502 11% AIM	239 8% AIM	436 9% P	622 9% P	115 8% P	13 9% P	167 7% AR	573 11% AR	742 10% AR
Not at all important (1)	219 3% CIR	151 4% AC	68 2% AC	36 3% AC	45 3% AC	40 3% AC	37 2% AC	61 3% AC	117 3% AILM	15 2% AILM	13 3% IL	145 3% J	75 2% J	134 3% J	188 3% J	36 2% J	6 4% J	20 1% AR	200 4% AR	218 3% AR
Don't know	889 12% HLNDR	430 11% HLNDR	459 12% HLNDR	126 11% HLNDR	168 12% HLNDR	194 13% AH	181 12% AH	220 10% AH	376 11% AH	84 10% AH	44 9% AH	504 13% AIKL	385 10% AIKL	402 9% N	689 10% N	174 12% NO	50 34% ANDP	87 4% AS	801 15% AR	879 11% AR

Important	5853 76% BEIQS	2771 73% AB	3082 79% AB	822 74% F	1025 73% F	1105 74% F	1212 78% AEF	1690 78% ADEF	2479 74% ADEF	692 81% AILM	385 79% I	3556 76% I	2297 77% I	3648 79% AQ	5156 77% AQ	1126 78% Q	78 53% Q	2043 88% AS	3810 71% AS	5862 76% AS
Not important	959 12% CGJMPR	611 16% AC	349 9% AC	163 15% AGH	207 15% AGH	188 13% G	157 10% G	244 11% G	508 15% AILM	80 9% AILM	58 12% IL	646 14% AIM	313 10% AIM	570 12% P	810 12% P	151 10% P	19 13% P	187 8% AR	773 14% AR	960 12% AR
Net diff	4894 64% BEFILS	2160 57% AB	2733 70% AB	659 59% F	818 58% F	917 62% F	1054 68% AEF	1446 67% ADEF	1971 59% ADEF	612 72% AILM	327 67% IL	2910 62% I	1984 66% AIL	3078 67% AQ	4346 65% AQ	975 67% Q	60 41% Q	1856 80% AS	3038 56% AS	4902 64% AS

Mean	3.27 BEFILS	3.17 AB	3.36 AB	3.23 F	3.18 F	3.20 F	3.33 AEF	3.35 ADEF	3.19 ADEF	3.36 AILM	3.31 IL	3.23 I	3.33 AIL	3.28 AQ	3.34 AQ	3.12 Q	3.46 AS	3.18 AS	3.27 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - How they deal with complaints made by those in the local communities where the clothes are made

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Very important (4)	2531 33% EFG	421 38% AEFGI	412 37% AEFGI	408 37% AEFGI	276 25% G	308 29% G	267 24% G	440 40% AEFGI	2524 33% EFG
Somewhat important (3)	3153 41% BH	415 37% BH	447 40% BH	430 39% BH	456 42% B	494 46% ABCDHI	501 45% ABCDHI	410 38% BH	3157 41% BH
Not very important (2)	814 11% BD	96 9% BD	108 10% BD	81 7% BD	176 16% ABCDFGHI	117 11% D	121 11% D	116 11% D	831 11% BD
Not at all important (1)	222 3% H	34 3% H	37 3% H	24 2% H	49 5% ADFGHI	23 2% H	39 4% H	16 1% H	222 3% H
Don't know	980 13% CH	151 14% CH	113 10% CH	157 14% CH	136 12% CH	134 12% H	181 16% ACEFHI	107 10% CH	967 13% CH

Important	5684 74% EG	836 75% EG	859 77% AEGI	838 76% EG	732 67% EG	802 75% EG	767 69% EG	850 78% AEGI	5681 74% EG
Not important	1037 13% D	130 12% D	145 13% D	105 10% D	225 21% ABCDFGHI	140 13% D	160 14% D	133 12% D	1053 14% D
Net diff	4648 60%	706 63%	714 64%	733 67%	508 46%	662 62%	607 55%	717 66%	4628 60%

Mean	3.19 EG	3.27 AEFGI	3.23 EFG	3.30 AEFGI	3.00	3.15 EG	3.07	3.30 AEFGI	3.19 EG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q13_heels. How important, or not, do you think it is that clothing brands should provide information on the following? - How they deal with complaints made by those in the local communities where the clothes are made

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
Very important (4)	2531 33% BDEFILQS	1205 32% AB	1327 34% AB	330 30% D	401 29% E	413 28% F	542 35% G	845 39% H	1021 30% I	281 33% J	178 37% IL	1479 31% I	1052 35% AIL	1576 34% AQ	2243 34% AQ	558 38% ANQ	30 20% Q	1059 46% AS	1472 27% S	2524 33% T
Somewhat important (3)	3153 41% HMPQ	1519 40% AC	1634 42% AB	482 43% H	568 41% E	651 44% F	620 40% G	832 39% H	1413 42% M	377 44% M	196 40% K	1986 42% AM	1168 39% M	1970 43% ADPQ	2765 42% APQ	551 38% Q	40 27% Q	931 40% AS	2222 41% S	3157 41% T
Not very important (2)	814 11% CHMPR	474 12% AC	340 9% AB	119 11% H	192 14% ADGH	174 12% H	149 10% G	180 8% H	408 12% AILM	79 9% J	51 10% K	539 11% AIM	276 9% M	487 11% P	698 10% P	123 9% Q	15 10% Q	195 8% AS	619 12% S	831 11% T
Not at all important (1)	222 3% CR	149 4% AC	73 2% AB	43 4% H	45 3% E	42 3% F	41 3% G	51 2% H	108 3% I	20 2% J	16 3% K	144 3% L	78 3% M	132 3% N	186 3% O	40 3% P	7 5% Q	31 1% R	192 4% S	222 3% T
Don't know	980 13% HKLNR	464 12% AC	516 13% AB	137 12% D	193 14% E	207 14% F	198 13% G	245 11% H	413 12% I	99 12% J	46 9% K	559 12% L	421 14% M	455 10% N	763 11% O	179 12% P	55 4% Q	101 38% R	879 16% S	967 13% T

Important	5684 74% BEFIQS	2724 71% AB	2961 76% AB	812 73% E	969 69% E	1064 72% F	1162 75% G	1677 78% H	2434 72% I	658 77% J	374 77% K	3465 74% L	2219 74% M	3546 77% N	5008 75% O	1108 76% P	70 48% Q	1990 86% R	3694 69% S	5681 74% T
Not important	1037 13% CHMPR	624 16% AC	413 11% AB	161 15% H	238 17% ADGH	216 15% H	190 12% G	232 11% H	517 15% AILM	99 12% J	67 14% K	682 15% AM	354 12% M	619 13% P	884 13% P	163 11% Q	22 15% Q	226 10% AS	811 15% S	1053 14% T
Net diff	4648 60% BDEFILQS	2100 55% AC	2547 65% AB	650 59% H	731 52% E	848 57% F	972 63% G	1446 67% H	1917 57% I	559 65% J	307 63% K	2782 59% L	1865 62% M	2926 63% N	4124 62% O	945 65% P	48 33% Q	1764 76% R	2883 54% S	4628 60% T

Mean	3.19 BDEFILS	3.13 AB	3.25 AB	3.13 D	3.10 E	3.12 F	3.23 ADEF	3.29 ADEF	3.13 I	3.21 IL	3.22 K	3.16 I	3.24 AIL	3.20 N	3.20 A	3.28 ANQ	3.01 *	3.36 AS	3.10 S	3.19 T
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - Summary

All adults who purchase clothing

Q14_heels. To what extent do you agree or disagree with the following statements?				
	I would pay more for expensive items of clothing provided the company proves that it does pay workers with a fair living wage (A)	I would pay 10% more for cheaper items of clothing provided the company proves that it does pay workers with a fair living wage (B)	I would be more likely to buy clothes from companies that pay a fair living wage for its employees even if it means they are more expensive (C)	I would support my government to demand clothes brands have to pay its factory employees a fair living wage in order to sell clothes in this country (D)
Unweighted base	7560	7560	7560	7560
Weighted base	7554	7554	7554	7554
Strongly agree (5)	1801 24% BC	1545 20% ABC	1557 21% ABC	2130 28% ABC
Tend to agree (4)	2562 34% B	2344 31% B	2563 34% B	2560 34% B
Neither agree nor disagree (3)	1508 20% BC	1789 24% AD	1884 25% ABD	1591 21% A
Tend to disagree (2)	589 8% D	721 10% ACD	562 7% D	369 5% D
Strongly disagree (1)	548 7% CD	608 8% ACD	395 5% D	299 4% D
Don't know	546 7% BC	546 7% ABC	593 8% AB	606 8% AB
Agree	4362 58% BC	3889 51% B	4119 55% B	4690 62% ABC
Disagree	1137 15% CD	1329 18% ACD	958 13% D	657 9% D
Net diff	3225 43%	2560 34%	3162 42%	4023 53%
Mean	3.64 B	3.50 B	3.62 B	3.84 ABC

Agreements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (3%): A/B/C/D Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (3%): A/B/C/D Minimum Base: 30 (**) Small Base: 100 (*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would pay between 2-5% more for more expensive items of clothing, provided the company proves that it does pay workers with a fair living wage

All adults who purchase clothing

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Strongly agree (5)	1801 24% CFG	257 24% FG	228 21% G	288 27% ACFGI	363 34% ABCDFGHI	204 19% G	161 15% ABCFG	299 28% ABCFG	1792 24% CFG
Tend to agree (4)	2562 34% H	395 36% H	396 36% EH	359 34% H	348 32% H	387 36% EH	359 33% H	318 30% H	2590 34% H
Neither agree nor disagree (3)	1508 20% DE	217 20% DE	222 20% DE	157 15% H	176 16% H	259 24% ABCDEHI	265 24% ABCDEHI	212 20% DE	1504 20% DE
Tend to disagree (2)	589 8% E	75 7% E	90 8% E	80 8% E	59 5% E	87 8% E	115 10% ABDEHI	82 8% E	584 8% E
Strongly disagree (1)	548 7% BE	54 5% BE	94 9% BEF	98 9% ABEFI	56 5% E	63 6% E	96 9% BEF	86 8% BE	554 7% BE
Don't know	546 7% C	92 8% CF	58 5% E	79 7% C	79 7% E	63 6% E	101 9% ACFI	74 7% E	536 7% C

Agree	4362 58% G	652 60% FG	624 57% G	647 61% FG	711 66% ABCDFGHI	591 56% G	520 47% G	617 58% G	4382 58% G
Disagree	1137 15% BE	129 12% BE	184 17% BE	178 17% BE	115 11% E	151 14% E	211 19% ABEFHI	169 16% BE	1138 15% BE
Net diff	3225 43%	523 48%	440 40%	470 44%	596 55%	440 41%	309 28%	448 42%	3244 43%

Mean	3.64 CG	3.73 ACFGI	3.56 G	3.67 CG	3.90 ABCDFGHI	3.58 G	3.37	3.66 G	3.64 CG
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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would pay between 2-5% more for more expensive items of clothing, provided the company proves that it does pay workers with a fair living wage

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Strongly agree (5)	1801 24% BFS	847 23% BFS	953 25% BFS	244 23% BFS	304 22% BFS	305 21% BFS	386 25% BFS	562 26% BFS	743 22% BFS	220 26% BFS	132 28% BFS	1095 24% BFS	706 24% BFS	1200 26% BFS	1638 25% BFS	408 28% BFS	-	869 37% BFS	932 18% BFS	1792 24% BFS
Tend to agree (4)	2562 34% BS	1189 32% BS	1373 36% BS	347 32% BS	479 35% BS	493 34% BS	490 32% BS	752 35% BS	1147 35% BS	289 34% BS	172 36% BS	1609 35% BS	953 33% BS	1623 35% BS	2289 34% BS	460 32% BS	-	891 38% BS	1671 32% BS	2590 34% BS
Neither agree nor disagree (3)	1508 20% NOR	739 20% NOR	769 20% NOR	211 20% NOR	273 20% NOR	293 20% NOR	327 21% NOR	404 19% NOR	661 20% NOR	161 19% NOR	87 18% NOR	909 20% NOR	599 20% NOR	877 19% NOR	1291 19% NOR	266 18% NOR	-	321 14% NOR	1187 23% NOR	1504 20% NOR
Tend to disagree (2)	589 8% CHPR	343 9% AC	246 6% AC	115 11% AEFGH	110 8% AEFGH	107 7% AEFGH	124 8% H	134 6% H	282 9% A	59 7% A	37 8% A	378 8% A	211 7% A	347 8% A	511 8% A	92 6% A	-	101 4% A	488 9% AR	584 8% AR
Strongly disagree (1)	548 7% CKNR	320 9% AC	228 6% AC	66 6% AC	84 6% AC	137 9% AC	106 7% AC	155 7% AC	248 7% K	58 7% K	21 4% K	327 7% K	221 8% K	303 7% N	481 7% N	101 7% N	-	81 3% N	467 9% AR	554 7% AR
Don't know	546 7% GHUNDR	262 7% GH	285 7% GH	92 9% GH	122 9% AGH	125 9% AGH	92 6% AGH	115 5% AGH	234 7% AGH	52 6% AGH	28 6% AGH	314 7% AGH	232 8% AGH	271 6% AGH	446 7% AGH	123 9% AND	-	54 2% AND	492 9% AR	536 7% AR

Agree	4362 58% BFS	2036 55% AB	2326 60% AB	592 55% AB	783 57% AB	798 55% AB	876 57% AB	1314 62% ADEF	1890 57% ADEF	510 61% ADEF	304 64% ADEF	2704 58% ADEF	1659 57% ADEF	2823 61% ADEF	3927 59% ADEF	868 60% ADEF	-	1759 76% AS	2603 50% AS	4382 58% AS
Disagree	1137 15% CHNPR	663 18% AC	474 12% AC	181 17% H	194 14% H	244 17% AH	229 15% AH	289 14% AKL	530 16% AKL	117 14% AKL	58 12% AKL	705 15% AKL	433 15% AKL	650 14% AKL	991 15% N	193 13% N	-	182 8% N	955 18% AR	1138 15% AR
Net diff	3225 43% BFS	1373 37% AB	1852 48% AB	411 38% AB	589 43% AB	554 38% AB	647 42% AB	1025 48% AB	1361 41% AB	393 47% AB	246 51% AB	1999 43% AB	1226 42% AB	2173 47% AB	2936 44% AB	676 47% AB	-	1577 68% AS	1648 31% AS	3244 43% AS

Mean	3.64 BFS	3.55 AB	3.72 AB	3.60 F	3.65 F	3.54 F	3.65 F	3.71 ADF	3.60 I	3.70 I	3.79 ADEF	3.64 I	3.64 I	3.71 AO	3.66 A	3.74 AO	-	4.05 AS	3.45 AS	3.64 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would pay between 5-10% more for cheaper items of clothing, provided the company proves that it does pay workers with a fair living wage

All adults who purchase clothing

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Strongly agree (5)	1545 20% FG	224 21% FG	195 18% G	235 22% CFG	308 29% ABCDFGI	166 16% 35%	139 13% 35%	278 26% ABCDFGI	1525 20% FG
Tend to agree (4)	2344 31%	351 32%	348 32%	317 30%	324 30%	370 35% ADEGHI	327 30%	306 29%	2369 31%
Neither agree nor disagree (3)	1789 24% D	262 24% D	254 23%	211 20%	227 21%	288 27% ACDEHI	308 28% ACDEHI	240 22%	1796 24% D
Tend to disagree (2)	721 10%	98 9%	118 11% EH	114 11% H	89 8%	101 10%	114 10%	87 8%	717 9%
Strongly disagree (1)	608 8% BE	62 6% 6%	119 11% ABEFHI	105 10% ABEF	54 5%	72 7% 7%	109 10% ABEF	87 8% BE	612 8% BE
Don't know	546 7% C	94 9% CF	55 5%	80 8% C	79 7% C	65 6% 6%	100 9% ACFHI	72 7% 7%	541 7% C

Agree	3889 51% G	574 53% G	543 50% G	552 52% G	633 58% ABCDFGI	537 50% G	466 42%	585 55% CG	3894 52% G
Disagree	1329 18% BE	159 15% 15%	237 22% ABEFHI	219 21% ABEFHI	143 13% 13%	174 16% E	224 20% ABEFHI	174 16% 16%	1329 18% BE
Net diff	2560 34%	415 38% 38%	306 28% 28%	333 31% 31%	490 45% 45%	363 34% 34%	242 22% 22%	411 38% 38%	2565 34% 34%

Mean	3.50 CG	3.58 CFGJ	3.37 3.37	3.47 G	3.74 ABCDFGHI	3.46 G	3.27 3.27	3.60 ACDFGI	3.50 CG
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17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would pay between 5-10% more for cheaper items of clothing, provided the company proves that it does pay workers with a fair living wage

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Strongly agree (5)	1545 20% BEFILST	711 19% AB	834 22% AB	224 21% F	249 18% E	252 17% F	321 21% EF	499 24% AEF	609 18% IL	188 22% IL	103 21% K	900 19% I	646 22% AIL	1029 22% AO	1400 21% A	350 24% AO	-	768 33% AS	778 15% AS	1525 20% AS
Tend to agree (4)	2344 31% BMS	1097 30% AB	1247 32% AB	321 30% AB	446 32% AB	449 31% AB	475 31% AB	653 31% AB	1056 32% M	259 31% M	168 35% AM	1483 32% AM	861 29% AM	1487 32% A	2091 31% A	443 31% A	-	854 37% AS	1490 28% AS	2369 31% A
Neither agree nor disagree (3)	1789 24% OPR	881 24% AB	908 24% AB	236 22% AB	333 24% AB	361 25% AB	362 24% AB	498 23% AB	798 24% AB	185 22% AB	108 23% AB	1090 24% AB	699 23% AB	1068 23% AB	1546 22% AB	313 22% AB	-	410 18% AR	1380 26% AR	1796 24% AR
Tend to disagree (2)	721 10% CPR	409 11% AC	312 8% AC	136 13% AEFGH	130 9% E	135 9% E	141 9% E	180 8% E	336 10% E	84 10% E	45 9% E	466 10% E	256 9% E	433 10% P	640 10% P	111 8% P	-	147 6% AR	574 11% AR	717 9% AR
Strongly disagree (1)	608 8% CNR	351 9% AC	257 7% AC	77 7% E	93 7% E	133 9% E	130 8% E	175 8% E	283 9% K	68 8% K	27 6% K	378 8% K	230 8% K	337 7% K	537 8% N	112 8% N	-	85 4% AR	523 10% AR	612 8% AR
Don't know	546 7% HNOR	251 7% H	296 8% H	82 8% H	121 9% AGH	131 9% AGH	96 6% AGH	117 5% AGH	233 7% AGH	56 7% AGH	27 6% AGH	315 7% AGH	231 8% AGH	266 6% AGH	442 7% N	122 8% NO	-	53 2% AR	493 9% AR	541 7% AR

Agree	3889 51% BFIS	1808 49% AB	2081 54% AB	545 51% AB	695 51% AB	701 48% AB	796 52% F	1152 54% AEF	1665 50% AEF	447 53% AEF	271 57% AILM	2383 51% I	1506 52% AO	2516 54% AO	3490 52% A	793 55% A	-	1622 70% AS	2267 43% AS	3894 52% AS
Disagree	1329 18% CNR	761 21% AC	569 15% AC	213 20% EH	223 16% EH	268 18% EH	270 18% EH	355 17% EH	619 19% AM	152 18% AM	73 15% AM	844 18% AM	486 17% AM	770 17% NP	1177 18% NP	223 15% NP	-	232 10% AR	1097 21% AR	1329 18% AR
Net diff	2560 34% BFIS	1048 28% AB	1512 39% AB	332 31% AB	471 34% AB	433 30% AB	526 35% AB	797 38% AEF	1046 32% AEF	295 35% AEF	198 41% AILM	1539 33% I	1021 35% AO	1747 38% AO	2313 35% A	570 39% A	-	1389 60% AS	1170 22% AS	2565 34% AS

Mean	3.50 BFIS	3.41 AB	3.59 AB	3.48 AB	3.50 AB	3.42 AB	3.50 AB	3.56 AF	3.44 AEF	3.53 AEF	3.61 IL	3.48 I	3.53 I	3.56 AO	3.51 A	3.61 AO	-	3.92 AS	3.30 AS	3.50 AS
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

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FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would be more likely to buy clothes from companies that pay a fair living wage for its employees, even if it means they are more expensive

All adults who purchase clothing

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Strongly agree (5)	1557 21% FG	220 20% FG	220 20% FG	233 22% FG	283 26% ABCDGFI	174 16% FG	150 14% FG	277 26% ABCDGFI	1551 21% FG
Tend to agree (4)	2563 34% H	365 33% H	352 32% H	401 38% ABCGHI	374 35% H	394 37% ACGH	355 32% H	322 30% H	2581 34% H
Neither agree nor disagree (3)	1884 25% D	270 25% D	299 27% DE	208 20% DE	240 22% ADEI	297 28% DE	296 27% DE	273 26% D	1888 25% D
Tend to disagree (2)	562 7% E	91 8% EH	99 9% DEH	71 7% E	51 5% E	85 8% E	100 9% DEH	65 6% E	560 7% E
Strongly disagree (1)	395 5% B	41 4% B	59 5% B	64 6% B	48 4% B	46 4% B	80 7% ABEFI	57 5% B	395 5% B
Don't know	593 8% C	102 9% CF	59 5% C	84 8% C	87 8% C	68 6% C	116 11% ACDFHI	77 7% C	585 8% C

Agree	4119 55% G	585 54% G	572 53% G	634 60% ABCFGFI	657 61% ABCFGHI	568 53% G	505 46% G	599 56% G	4132 55% G
Disagree	958 13% E	133 12% E	158 15% EH	135 13% E	98 9% E	131 12% E	180 16% ABDEFHI	122 11% E	955 13% E
Net diff	3162 42%	452 41%	414 38%	499 47%	559 52%	437 41%	325 30%	476 44%	3177 42%

Mean	3.62 G	3.64 G	3.56 G	3.68 CFG	3.80 ABCFGFI	3.57 G	3.40	3.70 ACFGI	3.62 G
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would be more likely to buy clothes from companies that pay a fair living wage for its employees, even if it means they are more expensive

All adults who purchase clothing

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Strongly agree (5)	1557 21% BEFIS	717 19% AB	840 22% AB	201 19% AB	241 18% AB	251 17% EF	334 22% EF	530 25% ADEF	637 19% ADEF	183 22% AIL	120 25% AIL	939 20% I	617 21% AO	1035 22% AO	1398 21% A	365 25% ANO	-	817 35% AS	740 14% AS	1551 21% AS
Tend to agree (4)	2563 34% BS	1191 32% BS	1372 36% AB	366 34% AB	450 33% AB	491 34% AB	515 34% AB	740 35% AB	1157 35% AB	292 35% AB	165 35% AM	1614 35% AM	949 32% AM	1619 35% AP	2307 35% AP	466 32% AP	-	890 38% AS	1673 32% AS	2581 34% AS
Neither agree nor disagree (3)	1884 25% CHOR	966 26% AC	918 24% AC	263 24% AC	384 28% AH	381 26% H	384 25% H	472 22% H	805 24% H	204 24% H	122 25% H	1131 24% H	753 26% H	1124 24% H	1629 24% H	343 24% H	-	405 17% AR	1479 28% AR	1888 25% AR
Tend to disagree (2)	562 7% CHPR	318 9% AC	244 6% AC	101 9% AGH	108 8% AGH	115 8% AGH	103 7% AGH	135 6% AGH	280 8% ALM	57 7% ALM	29 6% ALM	366 8% ALM	197 7% ALM	332 7% P	493 7% P	78 5% P	-	93 4% AR	470 9% AR	560 7% AR
Strongly disagree (1)	395 5% CNR	233 6% AC	162 4% AC	53 5% AC	60 4% AC	86 6% AC	83 5% AC	113 5% AC	168 5% AC	43 5% AC	18 4% AC	229 5% AC	167 6% AC	220 5% AC	344 5% AC	71 5% AC	-	52 2% AR	343 7% AR	395 5% AR
Don't know	593 8% HKNOR	276 7% H	318 8% H	91 9% H	128 9% AGH	136 9% AGH	106 7% AGH	132 6% AGH	269 8% K	61 7% K	24 5% K	354 8% K	240 8% K	291 6% K	484 7% N	128 9% NO	-	61 3% AR	532 10% AR	585 8% AR

Agree	4119 55% BEFS	1908 52% AB	2212 57% AB	568 53% AB	691 50% AB	742 51% EF	849 56% EF	1270 60% ADEF	1794 54% ADEF	475 57% AILM	285 60% AILM	2553 55% I	1566 54% AO	2654 57% AO	3705 56% A	831 57% A	-	1706 74% AS	2413 46% AS	4132 55% AS
Disagree	958 13% CNPR	552 15% AC	406 11% AC	154 14% AC	169 12% AC	201 14% AC	186 12% AC	248 12% AC	448 14% KL	100 12% KL	47 10% KL	594 13% K	363 12% K	551 12% P	837 13% P	148 10% P	-	145 6% AR	813 16% AR	955 13% AR
Net diff	3162 42% BFS	1356 37% AB	1805 47% AB	414 38% AB	522 38% AB	542 37% EF	662 43% EF	1022 48% ADEF	1346 41% ADEF	376 45% AILM	238 50% AILM	1959 42% I	1203 41% AO	2103 46% AO	2868 43% A	682 47% A	-	1562 67% AS	1600 31% AS	3177 42% AS

Mean	3.62 BFS	3.54 AB	3.70 AB	3.57 AB	3.57 AB	3.53 F	3.64 F	3.72 ADEF	3.60 ADEF	3.66 AILM	3.75 AILM	3.62 I	3.62 AO	3.67 AO	3.64 A	3.74 ANO	-	4.03 AS	3.42 AS	3.62 AS
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would support my government if they demanded that clothing brands have to pay its factory employees a fair living wage in order to sell clothes in this country

All adults who purchase clothing

	Country								Unweighted total
	Total	UK	USA	France	Germany	Italy	Poland	Spain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	7560	1092	1088	1061	1083	1064	1099	1073	7560
Weighted base	7554	1090	1089	1061	1081	1064	1098	1071	7560
Strongly agree (5)	2130 28% FG	349 32% ACEFGI	279 26% G	327 31% CEFG	286 26% G	265 25% G	212 19% G	411 38% ABCDEFGHI	2131 28% FG
Tend to agree (4)	2560 34% H	366 34% H	379 35% H	370 35% H	346 32% H	418 39% ABCDEFGHI	375 34% H	307 29% H	2564 34% H
Neither agree nor disagree (3)	1591 21% D	209 19% D	242 22% D	180 17% D	250 23% BD	238 22% D	261 24% BDH	210 20% D	1594 21% D
Tend to disagree (2)	369 5% BH	37 3% BH	62 6% BH	45 4% BH	59 5% BH	50 5% BH	82 7% ABDFHI	34 3% BH	370 5% BH
Strongly disagree (1)	299 4% F	36 3% F	59 5% ABFHI	49 5% F	40 4% F	28 3% F	52 5% F	34 3% F	300 4% F
Don't know	606 8% CF	94 9% CF	67 6% CF	91 9% CF	100 9% CF	64 6% CF	116 11% ACFHI	74 7% CF	601 8% CF

Agree	4690 62% EG	715 66% ACEGI	659 60% G	697 66% ACEGI	632 58% G	683 64% EG	587 53% EG	719 67% ACEGI	4695 62% EG
Disagree	667 9% BH	72 7% BH	121 11% ABFHI	94 9% H	99 9% BH	79 7% BH	134 12% ABDEFHI	68 6% BH	670 9% BH
Net diff	4023 53%	642 59%	538 49%	602 57%	533 49%	604 57%	453 41%	650 61%	4025 53%

Mean	3.84 CG	3.96 ACEFGI	3.74 G	3.91 CEG	3.79 G	3.84 CG	3.62 G	4.03 ACDEFGI	3.84 CG
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q14_heels. To what extent do you agree or disagree with the following statements? - I would support my government if they demanded that clothing brands have to pay its factory employees a fair living wage in order to sell clothes in this country

All adults who purchase clothing

	Gender			Age				Employment status				Clothes purchasing				Made sustainable purchasing decisions		Unweighted total (T)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)		Yes (R)	No (S)
Unweighted base	7560	3708	3852	949	1460	1537	1603	2011	3496	827	495	4818	2742	4659	6659	1446	-	2322	5238	7560
Weighted base	7554	3701	3853	1076	1372	1460	1525	2122	3315	839	478	4632	2922	4620	6655	1450	-	2317	5237	7560
Strongly agree (5)	2130 28% BEFILS	982 27% AB	1148 30% AB	308 29% F	350 25% F	346 24% EF	445 29% EF	682 32% AEF	842 25% I	250 30% I	154 32% AIL	1246 27% I	884 30% AIL	1373 30% A	1934 29% A	441 30% A	-	933 40% AS	1197 23% AS	2131 28%
Tend to agree (4)	2560 34% S	1216 33% S	1344 35% S	349 32% S	460 34% S	520 36% G	489 32% G	741 35% G	1153 35% S	295 35% S	158 33% S	1605 35% S	955 33% S	1602 35% S	2296 34% A	483 33% A	-	842 36% AS	1718 33% AS	2564 34%
Neither agree nor disagree (3)	1591 21% CHOR	818 22% AC	773 20% AC	233 22% H	311 23% H	320 22% H	340 22% H	387 18% H	716 22% S	160 19% S	102 21% S	979 21% S	612 21% S	946 20% S	1356 20% S	284 20% S	-	355 15% AR	1236 24% AR	1594 21%
Tend to disagree (2)	369 5% CMR	216 6% AC	153 4% AC	63 6% H	76 6% H	72 5% H	71 5% H	87 4% H	197 6% ALM	34 4% S	22 5% S	252 5% AM	116 4% S	217 5% S	322 5% S	63 4% S	-	86 4% AR	282 5% AR	370 5%
Strongly disagree (1)	299 4% CR	191 5% AC	108 3% AC	35 3% S	50 4% S	57 4% S	64 4% S	93 4% S	136 4% S	35 4% S	17 4% S	189 4% S	110 4% S	171 4% S	254 4% S	53 4% S	-	37 2% AR	262 5% AR	300 4%
Don't know	606 8% HKNOR	278 8% S	328 9% S	87 8% S	125 9% H	147 10% AGH	116 8% S	132 6% S	271 8% K	66 8% S	25 5% S	361 8% K	245 8% K	312 7% S	493 7% N	126 9% N	-	64 3% AR	542 10% AR	601 8%

Agree	4690 62% BEFILS	2198 59% AB	2492 65% AB	657 61% S	810 59% S	866 59% S	934 61% S	1423 67% ADEF	1995 60% S	544 65% IL	312 65% I	2851 62% I	1839 63% I	2975 64% A	4230 64% A	924 64% S	-	1775 77% AS	2915 56% AS	4695 62%
Disagree	667 9% CMR	406 11% AC	261 7% AC	98 9% S	126 9% S	128 9% S	135 9% S	180 8% S	333 10% AM	70 8% S	38 8% S	441 10% AM	226 8% S	387 8% S	576 9% S	116 8% S	-	123 5% AR	544 10% AR	670 9%
Net diff	4023 53%	1792 48%	2231 58%	559 52%	684 50%	737 50%	799 52%	1243 59%	1662 50%	474 57%	274 57%	2410 52%	1613 55%	2587 56%	3654 55%	808 56%	-	1651 71%	2371 45%	4025 53%

Mean	3.84 BFILS	3.75 AB	3.93 AB	3.84 S	3.79 S	3.78 S	3.84 S	3.92 AEFG	3.78 S	3.89 IL	3.91 IL	3.81 I	3.89 AIL	3.88 A	3.87 A	3.90 A	-	4.13 AS	3.70 AR	3.84 S
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/I/J/K/L/M/A/N/O/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE

Sustainable Fashion Survey

All Adults aged 16+

Q15_heels. From the list provided, which one method would you prefer the most?

All Adults aged 16-75 in each country

	Country								Unweighted total (I)
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)	
Unweighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
Weighted base	7701	1117	1117	1100	1093	1076	1109	1089	7701
I would prefer not to have to check these things and for standards to be guaranteed	1953 25% F	307 27% CFG	258 23% F	385 35% ABCEFGHI	322 29% ACFGI	93 9% F	262 24% F	327 30% ACFGI	1953 25% F
One unified labelling scheme run by your government or another regulatory body	1749 23% CDG	312 28% ACDGH	171 15% G	200 18% G	319 29% ACDGH	323 30% ACDGH	163 15% CDG	262 24% CDG	1766 23% CDG
The current method, whereby there is a variety of green labels or certifications that appear on the label of the garment (such as Fair Wear, FairTrade, GOTS, OCS)	976 13% BDH	112 10% BDH	188 17% ABDEHI	88 8% BDH	141 13% BDH	180 17% ABDEHI	167 15% ABDHI	100 9% BDH	971 13% BDH
A code on the garment that you can scan which allows you to read information using a mobile device	906 12% B	91 8% B	132 12% B	128 12% B	110 10% ABCDEGI	176 16% B	121 11% BE	148 14% BE	907 12% B
One unified labelling scheme run by the fashion industry itself	690 9% DE	93 8% DE	99 9% DE	61 6% E	37 3% ABDEHI	123 11% ABDEHI	198 18% ABCDEFHI	80 7% E	692 9% DE
None of these	413 5% AFGHI	61 5% AFGHI	82 7% AFGHI	62 6% AFGHI	64 6% AFGHI	46 4% AFGHI	53 5% AFGHI	47 4% AFGHI	411 5% AFGHI
Don't know	1014 13% E	142 13% E	188 17% ABEFGHI	176 16% ABEFHI	100 9% E	135 13% E	146 13% E	126 12% E	1001 13% E
At least one answer	6274 81% CD	915 82% CD	847 76% CD	862 78% ACDI	929 85% ACDI	895 83% CD	910 82% CD	916 84% ACD	6289 82% CD
Mean answer	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

17-020888-42 - 19th - 26th October 2018

FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Q15_heels. From the list provided, which one method would you prefer the most?

All Adults aged 16-75 in each country

	Gender			Age					Employment status					Clothes purchasing				Made sustainable purchasing decisions		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	Full-time (I)	Part-time (J)	Self-Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Purchase online (N)	Purchase in person (O)	Purchase somewhere else (P)	Non-purchaser (Q)	Yes (R)	No (S)	Unweighted total (T)
Unweighted base	7701	3812	3889	977	1488	1563	1630	2043	3544	843	503	4890	2811	4659	6659	1446	141	2322	5379	7701
Weighted base	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6655	1450	147	2317	5384	7701
I would prefer not to have to check these things and for standards to be guaranteed	1953 25% BEIR	891 23% AB	1062 27% AB	252 23% AB	323 23% AB	365 25% DE	408 26% DE	605 28% ADEF	810 24% AIL	246 29% AIL	116 24% AIL	1173 25% I	781 26% I	1186 26% I	1703 26% I	359 25% I	30 20% I	516 22% AR	1437 27% AR	1953 25% AR
One unified labelling scheme run by your government or another regulatory body	1749 23% CDQS	928 24% AC	821 21% AC	222 20% AC	311 22% AC	351 24% D	368 24% D	497 23% D	796 24% D	181 21% D	103 21% D	1079 23% D	670 22% D	1121 24% APQ	1580 24% APQ	309 21% Q	15 10% Q	618 27% AS	1131 21% AS	1766 23% AS
The current method, whereby there is a variety of green labels or certifications that appear on the label of the garment (such as Fair Wear, FairTrade, GOTS, OCS)	976 13% S	466 12% S	509 13% S	160 14% S	195 14% S	174 12% S	183 12% S	263 12% S	422 13% S	110 13% S	75 15% S	607 13% S	369 12% S	634 14% AD	865 13% A	191 13% A	12 8% A	379 16% AS	596 11% AS	971 13% AS
A code on the garment that you can scan which allows you to read information using a mobile device	906 12% HQS	451 12% HQS	455 12% HQS	186 17% AEFGH	173 12% H	170 11% H	180 12% H	197 9% H	399 12% H	114 13% H	59 12% H	573 12% H	333 11% H	599 13% ADQ	804 12% AQ	196 14% AQ	6 4% AQ	386 17% AS	520 10% AS	907 12% AS
One unified labelling scheme run by the fashion industry itself	690 9% MGS	320 8% MGS	371 10% MGS	103 9% MGS	133 9% MGS	132 9% MGS	124 8% MGS	198 9% MGS	342 10% AM	68 8% AM	54 11% M	465 10% AIM	226 8% AM	435 9% AQ	619 9% AQ	119 8% Q	2 2% Q	269 12% AS	421 8% AS	692 9% AS
None of these	413 5% CDJNOR	245 6% AC	168 4% AC	44 4% D	82 6% D	84 6% D	91 6% D	112 5% D	190 6% J	31 4% J	26 5% J	247 5% J	166 6% J	190 4% N	308 5% N	80 6% N	25 17% ANDP	38 2% ANDP	375 7% AR	411 5% AR
Don't know	1014 13% ILNOR	509 13% ILNOR	504 13% ILNOR	143 13% ILNOR	183 13% ILNOR	212 14% ILNOR	195 13% ILNOR	281 13% ILNOR	404 12% ILNOR	105 12% ILNOR	54 11% ILNOR	563 12% ILNOR	450 15% AIJKL	455 10% ILNOR	777 12% N	195 13% NO	57 39% ANDP	110 5% ANDP	904 17% AR	1001 13% AR
At least one answer	6274 81% BMQS	3057 80% AB	3217 83% AB	923 83% AB	1135 81% AB	1192 80% AB	1264 82% AB	1760 82% AB	2770 82% M	720 84% AM	406 84% M	3896 83% AM	2378 79% AM	3974 86% ADPQ	5571 84% APQ	1175 81% Q	65 44% AS	2169 94% AS	4105 76% AS	6289 82% AS
Mean answer	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/H/A/J/K/L/M/A/N/D/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H/A/J/K/L/M/A/N/D/P/Q/A/R/S/A/T Minimum Base: 30(**) Small Base: 100(*)

17-020688-42 - 19th - 26th October 2018
 FOR PUBLIC USE
 Sustainable Fashion Survey
 All Adults aged 16+

Sample Profile

All Adults aged 16-75 in each country

	Country									Unweig ed total
	Total (A)	UK (B)	USA (C)	France (D)	Germany (E)	Italy (F)	Poland (G)	Spain (H)		
Country	7701	1117	1117	1100	1099	1076	1109	1089	7701	
UK	1117	1117	-	-	-	-	-	-	1117	
	15%	100%	-	-	-	-	-	-	15%	
USA	1117	-	1117	-	-	-	-	-	1117	
	15%	-	100%	-	-	-	-	-	15%	
France	1100	-	-	1100	-	-	-	-	1100	
	14%	-	-	100%	-	-	-	-	14%	
Germany	1099	-	-	-	1099	-	-	-	1099	
	14%	-	-	-	100%	-	-	-	14%	
Italy	1076	-	-	-	-	1076	-	-	1076	
	14%	-	-	-	-	100%	-	-	14%	
Poland	1109	-	-	-	-	-	1109	-	1109	
	14%	-	-	-	-	-	100%	-	14%	
Spain	1089	-	-	-	-	-	-	1089	1089	
	14%	-	-	-	-	-	-	100%	14%	
Gender	7701	1117	1117	1100	1099	1076	1109	1089	7701	
Male	3811	551	546	540	500	533	544	546	3812	
	49%	50%	49%	49%	50%	49%	49%	50%	50%	
Female	3890	564	571	560	543	543	565	543	3889	
	51%	50%	51%	51%	50%	50%	51%	50%	50%	
Age	7701	1117	1117	1100	1099	1076	1109	1089	7701	
16-24	1110	178	173	161	154	135	167	142	977	
	14%	16%	15%	15%	14%	13%	15%	13%	13%	
25-34	1399	200	208	187	195	173	214	203	1468	
	18%	18%	19%	17%	18%	16%	21%	19%	19%	
35-44	1487	205	193	199	185	218	200	277	1563	
	19%	18%	17%	18%	17%	21%	18%	21%	20%	
45-54	1550	208	202	207	248	243	188	254	1630	
	20%	19%	18%	19%	23%	23%	17%	23%	21%	
55-75	2154	326	341	346	310	298	320	212	2043	
	28%	29%	31%	31%	28%	28%	29%	19%	27%	
Employment status	7701	1117	1117	1100	1099	1076	1109	1089	7701	
Full-time	3364	416	538	459	449	415	637	451	3544	
	44%	37%	48%	42%	42%	39%	57%	42%	46%	
Part-time	856	154	110	109	222	87	60	111	843	
	11%	14%	10%	10%	20%	8%	5%	10%	11%	
Self-Employed	487	89	85	56	65	60	71	60	503	
	6%	8%	8%	5%	6%	6%	6%	6%	7%	
ANY WORKING	4760	664	733	623	718	561	768	622	4850	
	62%	59%	66%	57%	67%	52%	69%	57%	63%	
ANY NOT WORKING	2995	453	384	477	357	515	341	467	2851	
	39%	41%	34%	43%	33%	48%	33%	43%	37%	
Clothes purchasing	7701	1117	1117	1100	1099	1076	1109	1089	7701	
Purchase online	4830	760	684	520	718	580	727	650	4850	
	60%	69%	61%	48%	67%	54%	66%	55%	60%	
Purchase in person	6655	982	953	955	948	970	1030	897	6659	
	86%	88%	82%	83%	87%	90%	83%	87%	88%	
Purchase somewhere else	1450	114	263	238	215	131	221	269	1446	
	19%	10%	24%	22%	20%	12%	20%	25%	19%	
Non-purchaser	147	27	28	39	12	12	11	18	141	
	2%	2%	3%	4%	1%	1%	1%	2%	2%	
Made sustainable purchasing decisions	7701	1117	1117	1100	1099	1076	1109	1089	7701	
Yes	2117	233	291	336	385	340	363	368	2122	
	30%	21%	26%	31%	35%	32%	33%	34%	30%	
No	5384	884	826	764	708	736	746	721	5379	
	70%	79%	74%	69%	65%	68%	67%	66%	70%	
Unweighted total	7701	1117	1117	1100	1099	1076	1109	1089	7701	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	

concordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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17-02088B-42 - 19th - 20th October 2018
FOR PUBLIC USE
Sustainable Fashion Survey
All Adults aged 16+

Sample Profile
All Adults aged 16-75 in each country

	Gender			Age									Employment status						Clothes purchasing						Made sustainable purchasing decisions			Unweighted total
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	Full-time	Part-time	Self-employed	ANY WORKING	ANY NOT WORKING	Purchase in person	Purchase elsewhere	Rem-purchase	Yes	No	Unweighted									
Country	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
UK	1117	553	564	178	200	205	208	326	416	158	89	644	451	760	982	114	27	233	884	1117								
USA	1317	658	659	214	258	268	283	441	538	110	85	733	384	684	913	263	28	291	826	1317								
France	1300	540	760	161	187	199	207	346	459	109	56	623	477	525	915	238	39	336	764	1300								
Germany	1093	550	543	154	195	186	248	310	449	222	65	736	357	738	948	215	12	385	708	1093								
Italy	1076	513	563	155	173	228	243	298	415	87	60	541	515	580	970	131	12	340	736	1076								
Poland	1109	544	565	167	214	200	188	320	437	60	71	748	341	727	1030	221	11	363	746	1109								
Spain	1089	546	543	142	203	277	254	212	411	111	60	622	467	600	807	269	18	368	721	1089								
Gender	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
Male	3811	3811	-	568	675	762	787	1039	1613	252	267	2462	1859	2183	2197	640	111	1285	2717	3811								
Female	3890	-	3890	543	725	725	763	1115	1751	624	220	2244	1836	2438	2454	811	36	1332	2667	3890								
Age	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
16-24	1110	568	543	1110	-	-	-	371	343	50	544	546	760	634	158	35	400	711	977	1110								
25-34	1399	675	725	-	1399	-	-	808	342	79	1029	370	1003	1219	249	28	473	616	1488	1399								
35-44	1487	742	745	-	-	1487	-	814	363	83	1060	428	969	1270	259	27	400	1087	1550	1487								
45-54	1550	787	763	-	-	-	1550	-	731	192	332	1030	521	963	1350	322	35	419	1331	1550								
55-75	2154	1076	1078	-	-	-	-	227	227	216	225	174	204	206	216	176	186	216	216	2154								
Employment status	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
Full-time	3364	1682	1682	371	483	514	539	835	1034	-	-	3364	-	2160	2932	840	49	2032	2332	3364								
Part-time	856	232	624	142	142	143	132	216	-	856	-	856	-	538	750	173	17	281	575	856								
Self-employed	487	267	220	50	79	83	102	173	-	-	487	487	-	301	428	95	9	180	307	487								
ANY WORKING	4706	2412	2294	564	1029	1000	1030	1023	1364	856	487	4706	-	2999	4130	908	74	1493	3213	4706								
ANY NOT WORKING	2995	1399	1596	546	370	487	520	-	-	-	-	-	2995	1621	2543	542	73	824	2171	2995								
Clothes purchasing	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
Purchase in person	4620	2317	2303	760	1003	969	903	984	1160	538	301	2939	1611	4030	4036	828	-	1669	2911	4620								
Purchase elsewhere	605	304	306	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	605								
Rem-purchase	1450	725	725	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450	1450								
Made sustainable purchasing decisions	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								
Yes	2317	1065	1252	400	473	400	419	625	1032	281	180	1493	824	1669	2100	542	-	2317	-	2317								
No	5384	2746	2638	710	926	1087	1131	1529	2332	575	307	3213	2171	2951	4551	908	147	-	5384	5384								
Unweighted total	7701	3811	3890	1110	1399	1487	1550	2154	3364	856	487	4706	2995	4620	6651	1450	147	2317	5384	7701								

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