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318	HI2. [Summary - Low2Box (Not very much/Not at all)] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	888	534	353	407	247	234	390	346	141	332	556	339	357	192	514	374	98	789	126	761	532	355	321	238	328
	11%	13%	9%	13%	10%	10%	13%	11%	8%	10%	12%	13%	10%	10%	12%	10%	14%	11%	12%	11%	11%	12%	11%	10%	12%
		B		DE			GH	H			I	LM			O		Q						W		W
Somewhat agree	2426	1281	1145	984	781	662	935	946	527	1109	1317	784	1003	639	1329	1097	209	2217	319	2107	1544	883	777	787	862
	30%	32%	29%	32%	30%	29%	31%	29%	31%	33%	28%	30%	29%	32%	31%	30%	29%	30%	31%	30%	31%	29%	27%	32%	32%
		B		E						J				KL									V	V
Somewhat disagree	2717	1279	1438	1082	917	717	970	1100	622	1121	1596	851	1207	659	1430	1286	229	2487	311	2406	1734	983	915	907	895
	34%	32%	36%	35%	35%	31%	32%	34%	36%	33%	34%	32%	35%	33%	33%	35%	32%	34%	31%	34%	35%	33%	32%	37%	34%
			A	E	E				F				K			N				R	U			VX	
Very much disagree	1970	893	1076	636	645	688	698	841	420	804	1165	657	836	477	1057	913	187	1783	259	1711	1181	789	844	546	579
	25%	22%	27%	20%	25%	30%	23%	26%	25%	24%	25%	25%	25%	24%	24%	25%	26%	25%	25%	24%	24%	26%	30%	22%	22%
			A		C	CD		F														T	WX		
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	3314	1816	1498	1391	1028	895	1325	1291	668	1440	1873	1122	1360	831	1843	1471	308	3006	446	2868	2076	1238	1098	1025	1191
	41%	46%	37%	45%	40%	39%	44%	40%	39%	43%	40%	43%	40%	42%	43%	40%	43%	41%	44%	41%	42%	41%	38%	41%	45%
		B		DE			GH			J		L			O								V	VW	
Low2Box - (Somewhat disagree/Very much disagree)	4686	2172	2514	1719	1562	1405	1669	1941	1042	1925	2761	1507	2043	1136	2487	2199	416	4270	570	4116	2914	1772	1759	1453	1474
	59%	54%	63%	55%	60%	61%	56%	60%	61%	57%	60%	57%	60%	58%	57%	60%	57%	59%	56%	59%	58%	59%	62%	59%	55%
			A		C	C		F	F		I		K			N							WX	X	

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of c
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	888	100	45	58	44	40	59	43	97	35	56	26	79	71	46	38	51
	11%	20%	9%	12%	9%	8%	12%	9%	19%	7%	11%	5%	16%	14%	9%	8%	10%
		BCDEFGIJKMNOP	K	EIK	K		DEGIK	K	BCDEFGIJKMNOP		EIK		BDEFGIJKNOP	BDEGIKNOP	K		IK
Somewhat agree	2426	125	160	141	137	103	161	137	165	113	220	118	206	311	84	95	147
	30%	25%	32%	28%	27%	21%	32%	27%	33%	23%	44%	24%	41%	62%	17%	19%	29%
		N	ADEGIKNO	EINO	EINO	N	ADEGIKNO	EINO	ADEGIKNO	N	ABCDEFGHIKNOP	N	ABCDEFGHIKNOP	ABCDEFGHIJKLNOP			EIKNO
Somewhat disagree	2717	120	190	160	197	152	180	207	145	163	179	201	149	93	175	215	190
	34%	24%	38%	32%	39%	30%	36%	41%	29%	33%	36%	40%	30%	19%	35%	43%	38%
		M	ACEHILM	AM	ACEHILM	AM	AEHLM	ACEFHIJLMN	M	AM	AEHLM	ACEHILM	M		AEHM	ACEHILMN	ACEHILM
Very much disagree	1970	155	104	140	123	204	100	113	93	189	45	155	65	25	195	152	111
	25%	31%	21%	28%	25%	41%	20%	23%	19%	38%	9%	31%	13%	5%	39%	30%	22%
		BDFGHJLMP	JLM	BFGHJLMP	FHJLM	ABCDFGHJKLMOP	JLM	JLM	JLM	ABCDFGHJKLMOP	M	BDFGHJLMP	JM		ABCDFGHJKLMOP	BFGHJLMP	JLM
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	3314	224	206	199	181	144	220	180	263	148	276	144	286	382	130	133	199
	41%	45%	41%	40%	36%	29%	44%	36%	53%	30%	55%	29%	57%	76%	26%	27%	40%
		DEGIKNO	DEGIKNO	EIKNO	EIKNO		DEGIKNO	EIKNO	ABCDEFGIKNOP		ABCDEFGIKNOP		ABCDEFGIKNOP	ABCDEFGHIJKLNOP			EIKNO
Low2Box - (Somewhat disagree/Very much disagree)	4686	276	294	301	319	356	280	320	237	352	224	356	214	118	370	367	301
	59%	55%	59%	60%	64%	71%	56%	64%	47%	70%	45%	71%	43%	24%	74%	73%	60%
		HJLM	HJLM	HJLM	ABFHJLM	ABCDFGHJLMP	HJLM	ABFHJLM	M	ABCDFGHJLMP	M	ABCDFGHJLMP	M		ABCDFGHJLMP	ABCDFGHJLMP	HJLM

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Ethical Consumer

HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	888	95	100	521	173	327	-	-
	11%	9%	20%	10%	12%	9%	-	-
			ACDE		AE			
Somewhat agree	2426	285	125	1325	691	1020	-	-
	30%	28%	25%	27%	46%	29%	-	-
					ABCE	C		
Somewhat disagree	2717	387	120	1748	461	1268	-	-
	34%	39%	24%	35%	31%	36%	-	-
		BCD		BD	B	BD		
Very much disagree	1970	234	155	1406	174	885	-	-
	25%	23%	31%	28%	12%	25%	-	-
		D	ADE	ADE		D		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	3314	379	224	1846	864	1347	-	-
	41%	38%	45%	37%	58%	38%	-	-
			ACE		ABCE			
Low2Box - (Somewhat disagree/Very much disagree)	4686	621	276	3154	636	2153	-	-
	59%	62%	55%	63%	42%	62%	-	-
		BD	D	BD		BD		

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HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	100	58	41	66	16	18	69	25	6	14	86	73	19	7	43	56	12	88	9	91	48	52	44	19	37
	20%	24%	16%	27%	11%	17%	25%	14%	12%	10%	24%	22%	16%	12%	19%	21%	23%	20%	17%	20%	17%	24%	16%	14%	39%
				D			GH		*		I	M					*		*						VW*
Somewhat agree	125	60	64	66	34	24	75	34	16	42	83	75	34	16	66	59	13	112	13	112	75	50	69	37	20
	25%	25%	25%	27%	24%	22%	28%	19%	32%	28%	24%	23%	29%	28%	28%	22%	24%	25%	25%	25%	26%	23%	26%	27%	21%
									G*								*		*						*
Somewhat disagree	120	61	60	61	36	23	66	45	9	33	87	84	25	11	49	71	7	113	12	108	65	55	59	38	23
	24%	25%	23%	25%	25%	22%	24%	25%	19%	23%	25%	26%	21%	20%	21%	27%	13%	25%	23%	24%	23%	26%	22%	28%	24%
									*								*		*						*
Very much disagree	155	65	90	54	58	43	62	75	18	58	97	93	40	22	74	81	21	134	19	136	97	58	98	43	15
	31%	27%	35%	22%	40%	40%	23%	42%	37%	39%	27%	29%	34%	40%	32%	30%	40%	30%	35%	30%	34%	27%	36%	31%	16%
					C	C		F	F*	J				K			*		*				X	X	*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	224	119	106	132	50	42	144	59	21	56	169	149	53	22	110	115	25	200	22	203	123	102	113	55	56
	45%	48%	41%	53%	35%	39%	53%	33%	44%	38%	48%	46%	45%	41%	47%	43%	47%	45%	41%	45%	43%	47%	42%	41%	60%
				DE			G		*								*		*						VW*
Low2Box - (Somewhat disagree/Very much disagree)	276	126	149	116	93	66	128	120	27	91	184	178	65	33	123	152	28	247	31	245	162	114	157	81	38
	55%	52%	59%	47%	65%	61%	47%	67%	56%	62%	52%	54%	55%	59%	53%	57%	53%	55%	59%	55%	57%	53%	58%	59%	40%
					C	C		F	*								*		*				X	X	*

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	45	28	17	18	16	11	10	28	8	22	23	13	26	7	30	15	6	40	5	40	30	15	32	14	18	10	11	3	3	20	10	1
	9%	11%	7%	9%	10%	8%	10%	10%	6%	10%	8%	10%	9%	9%	11%	7%	11%	9%	8%	9%	9%	8%	9%	8%	11%	7%	13%	6%	7%	10%	8%	8
		B													O		*		*									*	*			
Somewhat agree	160	85	75	69	50	42	32	82	47	79	81	44	95	22	85	76	15	145	21	139	103	57	108	53	43	56	29	18	15	54	49	5
	32%	34%	30%	35%	29%	32%	31%	30%	38%	36%	29%	33%	32%	29%	32%	32%	29%	32%	32%	32%	32%	31%	32%	32%	26%	37%	34%	32%	36%	27%	39%	32
																	*		*							X		*	*		c	
Somewhat disagree	190	89	100	75	72	42	33	111	46	78	111	46	111	33	99	91	22	168	24	165	125	64	131	59	61	56	31	27	15	76	42	7
	38%	36%	40%	38%	42%	32%	33%	40%	37%	35%	40%	35%	38%	44%	37%	39%	41%	38%	37%	38%	39%	35%	39%	36%	37%	37%	37%	49%	36%	38%	34%	40
					E									K			*		*									*	*			
Very much disagree	104	46	59	34	33	37	26	56	22	43	62	29	62	13	52	53	10	94	15	90	59	45	66	38	44	30	14	8	8	48	23	3
	21%	18%	23%	17%	19%	28%	26%	20%	18%	19%	22%	22%	21%	18%	20%	22%	19%	21%	22%	21%	19%	25%	20%	23%	27%	20%	16%	14%	21%	24%	19%	19
						CD											*		*						Za			*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Agree very much/Somewhat agree)	206	113	93	87	66	53	42	110	55	102	104	56	122	28	115	91	21	185	27	179	133	73	139	66	61	66	40	21	17	75	59	7
	41%	46%	37%	44%	38%	40%	41%	40%	44%	46%	38%	43%	41%	38%	43%	39%	40%	41%	41%	41%	42%	40%	41%	40%	37%	43%	47%	38%	43%	37%	47%	41
		B								J							*		*									*	*		c	
Low2Box - (Somewhat disagree/Very much disagree)	294	135	159	109	106	79	59	166	69	121	173	75	173	46	151	144	32	262	39	255	184	110	197	98	105	86	45	35	23	125	66	10
	59%	54%	63%	56%	62%	60%	59%	60%	56%	54%	62%	57%	59%	62%	57%	61%	60%	59%	59%	59%	58%	60%	59%	60%	63%	57%	53%	62%	57%	63%	53%	59
			A								I						*		*									*	*	d		

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	58	37	21	22	19	16	23	20	16	17	41	18	25	15	35	23	3	55	6	52	34	24	22	15	21	36	23	16	13	3(
	12%	15%	9%	12%	12%	10%	12%	10%	14%	10%	13%	11%	14%	10%	12%	11%	12%	12%	15%	11%	12%	11%	9%	13%	15%	14%	9%	16%	9%	12
		B															**		*									*		
Somewhat agree	141	70	71	54	43	44	57	52	32	51	90	48	57	36	90	51	8	133	14	127	78	63	74	29	38	67	74	31	37	7
	28%	28%	29%	29%	27%	28%	30%	26%	29%	30%	28%	28%	31%	25%	31%	25%	31%	28%	34%	28%	28%	29%	31%	25%	26%	27%	29%	30%	26%	29
																	**		*									*		
Somewhat disagree	160	80	80	65	56	40	54	72	35	50	111	52	56	53	97	64	11	150	11	149	101	59	81	34	45	71	89	25	53	8
	32%	32%	32%	35%	35%	25%	28%	36%	32%	28%	34%	30%	30%	37%	33%	31%	40%	32%	27%	33%	37%	27%	34%	29%	31%	29%	35%	25%	37%	32
					E												**		*		U							*		
Very much disagree	140	65	75	43	40	58	57	56	27	56	84	54	48	39	71	69	5	136	9	131	64	76	60	40	40	74	67	29	40	7
	28%	26%	30%	23%	25%	37%	30%	28%	25%	32%	26%	31%	26%	27%	24%	33%	17%	29%	23%	28%	23%	34%	25%	34%	28%	30%	26%	29%	28%	28
						CD										N	**		*			T						*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100
Summary																														
Top2Box - (Agree very much/Somewhat agree)	199	107	93	76	63	60	80	72	47	69	130	67	82	51	125	74	12	188	20	179	112	87	97	45	58	103	96	46	50	10
	40%	42%	37%	41%	40%	38%	42%	36%	43%	40%	40%	39%	44%	36%	43%	36%	43%	40%	50%	39%	40%	39%	41%	37%	41%	42%	38%	46%	35%	40
																	**		*									*		
Low2Box - (Somewhat disagree/Very much disagree)	301	145	156	108	96	97	111	128	62	105	195	105	104	92	168	133	15	285	20	280	166	135	141	75	85	144	156	54	93	15
	60%	58%	63%	59%	60%	62%	58%	64%	57%	60%	60%	61%	56%	64%	57%	64%	57%	60%	50%	61%	60%	61%	59%	63%	59%	58%	62%	54%	65%	60
																	**		*									*		

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Agree very much	44	28	16	21	13	9	14	16	14	15	29	19	18	6	26	18	3	41	6	38	24	20	4	6	5	3	-	12	13	14	14	1			
	9%	11%	6%	12%	8%	6%	13%	8%	7%	6%	11%	10%	8%	7%	10%	7%	6%	9%	10%	9%	8%	10%	11%	18%	10%	5%	-	7%	10%	9%	10%	8			
		B		E			H				I						*						*	Ya*	*									
Somewhat agree	137	68	70	53	50	35	31	58	48	62	75	52	60	25	73	64	13	124	15	122	85	52	9	9	16	20	-	44	40	45	31	6			
	27%	27%	28%	30%	30%	22%	29%	31%	24%	27%	28%	28%	27%	28%	29%	26%	28%	27%	26%	28%	27%	28%	26%	27%	30%	30%	-	25%	29%	28%	22%	31			
				E	E			H									*						*	*	*							c			
Somewhat disagree	197	90	106	63	70	63	36	73	88	100	96	72	88	37	95	102	18	178	24	173	128	68	14	10	24	25	-	72	51	62	62	7			
	39%	37%	42%	36%	42%	41%	33%	38%	44%	43%	36%	39%	39%	41%	38%	41%	40%	39%	41%	39%	41%	36%	40%	32%	45%	36%	-	41%	38%	38%	43%	37			
									F	J							*						*	*	*									
Very much disagree	123	62	61	41	35	48	28	44	50	56	67	43	58	23	56	67	12	111	14	109	75	48	8	7	8	19	-	49	31	42	35	4			
	25%	25%	24%	23%	21%	31%	26%	23%	25%	24%	25%	23%	26%	25%	22%	27%	26%	24%	23%	25%	24%	26%	23%	22%	16%	29%	-	28%	23%	26%	24%	24			
						CD											*						*	*	*	X		X						
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																			
Top2Box - (Agree very much/Somewhat agree)	181	95	85	73	63	44	45	74	61	77	104	71	78	31	99	82	16	165	21	160	109	72	13	14	21	24	-	56	53	59	46	7			
	36%	39%	34%	41%	38%	29%	41%	39%	31%	33%	39%	38%	35%	35%	40%	33%	34%	36%	36%	36%	35%	38%	36%	45%	39%	35%	-	32%	39%	36%	32%	39			
				E	E		H	H							O		*						*	a*	*									
Low2Box - (Somewhat disagree/Very much disagree)	319	152	168	104	105	111	64	117	138	156	163	115	145	59	151	168	30	289	37	282	203	116	22	17	33	44	-	122	82	103	96	12			
	64%	61%	66%	59%	62%	71%	59%	61%	69%	67%	61%	62%	65%	65%	60%	67%	66%	64%	64%	64%	65%	62%	64%	55%	61%	65%	-	68%	61%	64%	68%	61			
						CD			FG							N	*						*	*	*			W						

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	40	20	20	19	11	11	13	20	7	13	27	17	14	9	25	15	2	38	3	37	23	17	10	7	23
	8%	8%	8%	10%	8%	6%	10%	8%	6%	7%	8%	10%	7%	7%	8%	8%	11%	8%	10%	8%	8%	9%	9%	4%	10%
																	*		*						W
Somewhat agree	103	59	44	38	31	35	28	50	25	37	66	39	40	24	60	43	3	101	6	98	63	41	26	31	46
	21%	24%	18%	20%	22%	20%	21%	20%	22%	22%	20%	23%	19%	20%	20%	22%	16%	21%	16%	21%	21%	21%	23%	20%	20%
		B															*		*						
Somewhat disagree	152	64	88	69	45	38	41	77	34	46	106	49	63	40	89	63	6	146	10	142	93	59	30	59	63
	30%	26%	35%	36%	32%	23%	31%	31%	30%	27%	32%	29%	30%	32%	29%	32%	34%	30%	30%	30%	31%	30%	26%	37%	28%
			A	E	E												*		*					VX	
Very much disagree	204	103	101	65	54	86	50	105	49	72	132	63	91	50	131	73	7	197	15	190	123	81	50	60	94
	41%	42%	40%	34%	38%	50%	38%	42%	42%	43%	40%	38%	44%	41%	43%	38%	39%	41%	44%	41%	41%	41%	43%	38%	42%
						CD											*		*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	144	80	64	57	41	46	42	70	32	50	94	56	55	33	85	59	5	139	9	135	86	58	37	38	68
	29%	32%	25%	30%	29%	27%	31%	28%	28%	30%	28%	33%	26%	27%	28%	30%	27%	29%	26%	29%	28%	29%	31%	24%	30%
		B										L					*		*						
Low2Box - (Somewhat disagree/Very much disagree)	356	168	189	134	99	124	91	183	83	118	238	112	154	91	221	136	14	343	25	331	217	140	80	119	157
	71%	68%	75%	70%	71%	73%	69%	72%	72%	70%	72%	67%	74%	73%	72%	70%	73%	71%	74%	71%	72%	71%	69%	76%	70%
			A										K				*		*						

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	59	36	23	23	23	14	25	20	13	20	39	19	31	9	43	15	5	54	9	50	38	20	17	15	27
	12%	14%	9%	13%	12%	10%	13%	13%	9%	11%	12%	17%	11%	9%	13%	9%	11%	12%	10%	12%	12%	12%	13%	9%	13%
		B										LM					*								
Somewhat agree	161	93	68	60	58	43	58	57	46	57	104	37	93	31	109	53	12	150	29	132	108	53	32	52	78
	32%	37%	28%	35%	30%	32%	31%	35%	30%	31%	33%	32%	33%	31%	33%	31%	27%	33%	33%	32%	33%	31%	25%	32%	37%
		B															*								V
Somewhat disagree	180	83	97	61	73	47	69	54	57	72	108	37	103	40	113	68	14	166	25	155	110	70	45	68	68
	36%	33%	39%	35%	38%	34%	37%	33%	37%	40%	34%	32%	36%	40%	34%	40%	33%	36%	28%	38%	34%	40%	35%	42%	32%
			A														*			R				X	
Very much disagree	100	40	60	29	38	34	34	30	36	34	66	21	58	21	67	33	12	87	26	74	69	31	36	28	36
	20%	16%	24%	17%	20%	24%	18%	19%	24%	18%	21%	19%	20%	21%	20%	20%	28%	19%	29%	18%	21%	18%	28%	17%	17%
			A			C											Q*		S				WX		
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	220	129	91	83	80	57	83	78	60	77	143	55	124	40	152	68	17	204	38	182	146	74	49	66	105
	44%	51%	37%	48%	42%	41%	45%	48%	39%	42%	45%	49%	44%	40%	46%	40%	38%	45%	43%	44%	45%	42%	38%	41%	50%
		B						H									*								VW
Low2Box - (Somewhat disagree/Very much disagree)	280	123	157	89	110	80	103	84	93	106	174	58	161	61	179	101	27	253	51	229	179	101	80	96	104
	56%	49%	63%	52%	58%	59%	55%	52%	61%	58%	55%	51%	56%	60%	54%	60%	62%	55%	57%	56%	55%	58%	62%	59%	50%
			A						G								*						X	X	

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	97	54	43	39	22	36	44	41	-	35	62	36	49	12	47	50	7	91	6	91	51	46	35	37	26
	19%	22%	17%	19%	16%	22%	23%	18%	-	20%	19%	28%	17%	16%	18%	21%	17%	20%	17%	20%	18%	21%	19%	17%	27%
									**			LM		*			*		*						W*
Somewhat agree	165	80	85	67	45	53	63	80	4	57	109	48	86	32	89	76	12	154	11	154	95	70	51	81	32
	33%	33%	33%	33%	33%	33%	33%	35%	30%	32%	34%	37%	29%	41%	34%	32%	31%	33%	31%	33%	34%	32%	28%	37%	34%
									**					L*			*		*						*
Somewhat disagree	145	63	82	62	45	37	51	63	7	51	94	24	98	23	79	66	13	132	14	131	87	58	55	67	23
	29%	26%	32%	31%	33%	23%	26%	28%	46%	28%	29%	19%	33%	30%	30%	28%	35%	28%	37%	28%	31%	26%	30%	31%	24%
									**				K	K*			*		*						*
Very much disagree	93	46	46	33	26	34	35	44	4	37	56	22	61	10	46	46	7	86	6	87	46	46	43	34	15
	19%	19%	18%	16%	19%	21%	18%	19%	25%	20%	17%	17%	21%	13%	18%	19%	17%	19%	15%	19%	17%	21%	23%	16%	16%
									**					*			*		*						*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	263	134	128	106	67	89	107	121	4	92	171	84	135	44	136	127	18	244	17	245	146	116	86	118	58
	53%	55%	50%	53%	49%	55%	55%	53%	30%	51%	53%	65%	46%	57%	52%	53%	48%	53%	48%	53%	52%	53%	47%	54%	60%
									**			L		*			*		*						V*
Low2Box - (Somewhat disagree/Very much disagree)	237	110	128	95	70	72	86	107	10	88	150	46	159	33	125	112	20	218	19	218	133	104	98	102	38
	47%	45%	50%	47%	51%	45%	45%	47%	70%	49%	47%	35%	54%	43%	48%	47%	52%	47%	52%	47%	48%	47%	53%	46%	40%
									**				K	*			*		*				X		*

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Ethical Consumer

HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	35	19	16	15	11	9	16	13	6	14	21	15	15	5	19	17	3	32	5	30	20	15	20	7	7
	7%	7%	7%	8%	6%	7%	10%	6%	5%	7%	7%	6%	8%	8%	7%	7%	8% *	7%	7%	7%	7%	7%	7%	6%	7%
Somewhat agree	113	62	51	48	41	25	36	51	26	51	62	54	48	11	55	58	11	102	19	95	63	50	61	29	23
	23%	25%	21%	26% E	21%	19%	22%	23%	22%	24%	22%	22%	24%	19%	22%	23%	24% *	22%	28%	22%	23%	23%	22%	25%	22%
Somewhat disagree	163	82	81	56	61	46	50	74	38	72	91	85	59	19	83	80	13	150	20	143	89	74	92	34	38
	33%	33%	32%	31%	32%	36%	30%	34%	33%	33%	32%	35%	30%	33%	33%	32%	30% *	33%	31%	33%	32%	33%	33%	30%	35%
Very much disagree	189	87	102	62	77	50	64	80	45	78	110	89	77	23	95	94	17	172	22	167	107	82	106	44	40
	38%	35%	41%	34%	41%	38%	38%	36%	39%	36%	39%	36%	39%	40%	38%	38%	38% *	38%	34%	38%	38%	37%	38%	39%	37%
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	148	81	68	63	52	33	52	64	32	65	83	70	63	16	74	75	14	134	23	125	83	65	81	36	31
	30%	32%	27%	35% E	27%	26%	31%	29%	27%	30%	29%	29%	32%	27%	29%	30%	32% *	29%	35%	29%	30%	30%	29%	32%	29%
Low2Box - (Somewhat disagree/Very much disagree)	352	169	182	118	138	96	114	154	84	150	201	174	136	42	178	174	30	322	43	309	196	155	197	77	78
	70%	68%	73%	65%	73%	74% C	69%	71%	73%	70%	71%	71%	68%	73%	71%	70%	68% *	71%	65%	71%	70%	70%	71%	68%	71%

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	56	24	32	26	16	14	36	15	5	24	32	34	9	14	25	31	2	55	4	52	36	20	4	11	41
	11%	10%	13%	14%	10%	9%	11%	11%	25%	9%	14%	11%	10%	12%	11%	11%	8%	11%	9%	11%	11%	11%	9%	8%	13%
									FG*		I						*		*				*		
Somewhat agree	220	115	105	80	64	76	149	64	6	128	91	133	40	47	107	113	9	211	19	201	148	71	17	58	144
	44%	46%	42%	43%	40%	49%	44%	46%	27%	47%	40%	45%	44%	41%	49%	40%	42%	44%	43%	44%	46%	40%	41%	41%	46%
						D			*						O		*		*				*		
Somewhat disagree	179	86	93	60	64	55	120	52	7	103	76	101	31	46	72	107	8	170	17	162	114	65	14	59	105
	36%	34%	37%	32%	40%	35%	36%	37%	31%	38%	33%	34%	35%	40%	33%	38%	38%	36%	39%	35%	36%	36%	34%	42%	33%
									*								*		*				*	X	
Very much disagree	45	25	20	20	16	10	31	10	4	19	27	27	11	8	15	30	3	43	4	41	23	23	7	12	27
	9%	10%	8%	11%	10%	6%	9%	7%	17%	7%	12%	9%	12%	7%	7%	11%	12%	9%	9%	9%	7%	13%	16%	8%	8%
									*		I		M				*		*			T	*		
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	276	140	137	106	80	90	185	79	12	152	124	167	48	61	133	144	11	265	23	254	184	92	21	70	186
	55%	56%	55%	57%	50%	58%	55%	56%	52%	56%	55%	56%	53%	53%	60%	51%	50%	55%	52%	56%	57%	51%	49%	50%	59%
						D			*						O		*		*				*		W
Low2Box - (Somewhat disagree/Very much disagree)	224	111	113	79	80	65	151	62	11	122	102	128	42	54	87	137	11	213	21	203	137	87	21	71	132
	45%	44%	45%	43%	50%	42%	45%	44%	48%	44%	45%	44%	47%	47%	40%	49%	50%	45%	48%	44%	43%	49%	51%	50%	41%
					E				*							N	*		*				*	X	

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	79	44	36	33	20	26	59	18	2	34	46	19	51	9	41	38	11	68	15	64	43	37	43	21	15
	16%	18%	14%	16%	14%	18%	15%	19%	42%	15%	17%	18%	16%	13%	19%	13%	29%	15%	27%	14%	15%	17%	18%	13%	16%
								*	**			*		*			Q*		S*						*
Somewhat agree	206	108	99	87	61	58	166	40	1	99	108	48	132	26	79	127	13	194	21	185	121	86	89	71	45
	41%	43%	39%	41%	44%	40%	41%	42%	21%	44%	39%	46%	41%	37%	37%	44%	34%	42%	39%	42%	43%	39%	38%	42%	47%
								*	**			*		*			*		*						*
Somewhat disagree	149	68	81	67	40	42	123	25	1	63	86	25	99	25	60	89	10	140	13	137	84	66	70	52	27
	30%	28%	32%	31%	29%	29%	31%	26%	16%	28%	31%	24%	30%	36%	28%	31%	26%	30%	23%	31%	30%	30%	30%	31%	28%
								*	**			*		*			*		*						*
Very much disagree	65	28	37	27	19	19	52	12	1	28	37	11	44	10	32	33	4	61	6	59	35	30	31	24	10
	13%	11%	15%	12%	14%	13%	13%	13%	21%	13%	13%	11%	13%	14%	15%	12%	11%	13%	11%	13%	12%	14%	13%	14%	10%
								*	**			*		*			*		*						*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	286	151	134	121	81	84	225	58	2	132	153	67	183	35	120	165	24	262	36	249	163	122	132	93	61
	57%	61%	53%	56%	58%	58%	56%	61%	63%	59%	56%	65%	56%	50%	57%	57%	63%	57%	66%	56%	58%	56%	57%	55%	62%
								*	**			*		*			*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	214	97	118	94	59	61	175	38	1	91	123	37	143	35	92	123	14	201	19	195	119	95	101	76	37
	43%	39%	47%	44%	42%	42%	44%	39%	37%	41%	44%	35%	44%	50%	43%	43%	37%	43%	34%	44%	42%	44%	43%	45%	38%
								*	**			*		*			*		*						*

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	71	44	27	34	23	14	18	30	23	37	34	4	22	45	44	28	11	60	12	59	52	19	14	40	17
	14%	17%	11%	16%	12%	14%	20%	16%	11%	14%	15%	21%	16%	13%	17%	12%	15%	14%	13%	15%	15%	13%	9%	17%	16%
		B					H*					**					*		*					V	
Somewhat agree	311	152	159	126	125	60	53	126	132	187	124	7	89	216	163	148	45	266	58	253	227	84	102	145	65
	62%	60%	64%	60%	66%	60%	58%	65%	61%	69%	54%	40%	63%	63%	62%	62%	62%	62%	64%	62%	63%	59%	63%	61%	64%
							*			J		**					*		*						
Somewhat disagree	93	42	51	38	36	18	15	29	49	40	54	4	22	67	49	44	14	79	17	76	65	28	33	46	14
	19%	17%	21%	18%	19%	18%	17%	15%	23%	15%	23%	26%	15%	20%	19%	19%	19%	18%	19%	19%	18%	20%	21%	19%	14%
							*				I	**					*		*						
Very much disagree	25	14	10	12	5	8	5	8	12	8	17	2	8	14	7	17	3	22	4	20	13	12	11	7	6
	5%	6%	4%	6%	3%	8%	6%	4%	5%	3%	7%	14%	6%	4%	3%	7%	4%	5%	5%	5%	4%	8%	7%	3%	6%
						D	*				I	**				N	*		*			T			
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	382	196	186	160	147	75	70	156	156	225	158	10	111	261	207	176	56	327	70	312	279	103	116	185	82
	76%	78%	75%	76%	78%	74%	78%	81%	72%	83%	69%	60%	79%	76%	79%	74%	77%	76%	77%	76%	78%	72%	72%	78%	80%
							*	H		J		**					*		*						
Low2Box - (Somewhat disagree/Very much disagree)	118	56	62	50	41	26	20	36	61	47	70	7	30	81	56	61	17	101	21	96	78	39	45	53	20
	24%	22%	25%	24%	22%	26%	22%	19%	28%	17%	31%	40%	21%	24%	21%	26%	23%	24%	23%	24%	22%	28%	28%	22%	20%
							*		G		I	**					*		*						

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	46	28	17	23	12	10	32	12	2	16	30	20	13	12	22	24	4	41	5	40	24	22	30	10	5
	9%	11%	7%	11%	7%	8%	10%	8%	7%	8%	10%	8%	12%	9%	9%	9%	10%	9%	10%	9%	10%	9%	11%	7%	7%
		B							*				*				*		*						
Somewhat agree	84	49	35	34	33	18	60	21	3	37	47	47	13	25	44	40	9	76	10	75	41	43	45	23	17
	17%	20%	14%	17%	19%	14%	18%	15%	11%	18%	16%	19%	11%	18%	19%	15%	21%	17%	20%	17%	16%	17%	16%	16%	23%
		B							*				*				*		*						V
Somewhat disagree	175	83	93	84	56	36	122	43	10	65	111	88	47	40	77	98	13	162	16	160	84	91	89	60	26
	35%	33%	37%	41%	32%	29%	37%	31%	35%	31%	38%	35%	41%	29%	33%	37%	33%	35%	31%	36%	33%	37%	32%	41%	36%
				DE					*				M*				*		*					V	
Very much disagree	195	92	103	64	72	59	118	64	14	88	107	95	41	59	91	104	14	181	19	175	103	92	116	54	25
	39%	36%	42%	31%	42%	48%	35%	46%	48%	43%	36%	38%	36%	43%	39%	39%	35%	39%	39%	39%	41%	37%	41%	37%	34%
					C	C		F	*	J			*				*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	130	78	52	57	45	27	92	33	5	53	77	66	26	37	66	64	13	117	15	115	65	65	75	33	22
	26%	31%	21%	28%	26%	22%	28%	24%	17%	26%	26%	27%	23%	27%	28%	24%	31%	26%	30%	26%	26%	26%	27%	22%	31%
		B							*				*				*		*						
Low2Box - (Somewhat disagree/Very much disagree)	370	174	196	147	128	95	240	107	23	153	217	183	88	99	168	202	28	342	35	335	187	183	206	113	51
	74%	69%	79%	72%	74%	78%	72%	76%	83%	74%	74%	73%	77%	73%	72%	76%	69%	74%	70%	74%	74%	74%	73%	78%	69%
			A						*				*				*		*						

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	38	30	8	7	14	16	8	23	6	14	24	11	21	6	33	5	5	32	15	23	27	11	11	8	19
	8%	12%	3%	4%	9%	10%	5%	11%	5%	9%	7%	10%	8%	5%	9%	4%	10%	7%	18%	6%	8%	8%	6%	5%	11%
		B		*	*	*	*		*	*			*			*	**		S*			*	*	*	*
Somewhat agree	95	46	49	47	21	27	38	38	18	25	70	23	56	17	74	21	1	94	14	81	59	36	30	33	33
	19%	18%	20%	25%	14%	17%	23%	18%	15%	16%	20%	22%	21%	12%	20%	16%	2%	21%	17%	19%	16%	26%	17%	22%	18%
				*	*	*	*		*	*		M	*			*	**		*			*	*	*	*
Somewhat disagree	215	115	100	96	66	52	76	78	61	59	155	42	111	61	153	62	22	193	30	184	158	57	76	61	77
	43%	45%	41%	52%	43%	32%	46%	37%	50%	38%	45%	40%	42%	46%	41%	48%	39%	43%	36%	44%	43%	42%	44%	41%	43%
				E*	*	*	*		*	*			*			*	**		*			*	*	*	*
Very much disagree	152	63	89	35	51	66	44	72	36	58	95	29	75	49	110	42	28	125	24	128	120	33	56	47	49
	30%	25%	36%	19%	33%	41%	26%	34%	30%	37%	28%	28%	29%	37%	30%	33%	49%	28%	29%	31%	33%	24%	32%	31%	28%
				*	*	C*	*		*	*			*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	133	75	58	54	36	43	46	62	25	39	94	34	76	23	107	26	6	126	29	104	87	46	41	40	52
	27%	30%	23%	29%	23%	27%	28%	29%	20%	25%	27%	32%	29%	17%	29%	20%	11%	28%	34%	25%	24%	34%	24%	27%	29%
				*	*	*	*		*	*		M	*			*	**		*			*	*	*	*
Low2Box - (Somewhat disagree/Very much disagree)	367	178	189	132	117	118	119	150	98	117	250	71	186	110	263	105	50	317	54	313	277	90	133	108	127
	73%	70%	77%	71%	77%	73%	72%	71%	80%	75%	73%	68%	71%	83%	71%	80%	89%	72%	66%	75%	76%	66%	76%	73%	71%
				*	*	*	*		*	*			*	K		*	**		*			*	*	*	*

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Ethical Consumer
HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	43	27	15	21	11	11	9	23	11	18	24	15	13	15	29	14	6	36	8	34	29	13	15	5	22
	9%	11%	6%	11%	7%	7%	10%	8%	9%	9%	8%	11%	8%	8%	10%	7%	13%	8%	11%	8%	8%	9%	8%	4%	11%
		B		D																					W
Somewhat agree	137	76	62	57	40	40	25	79	33	54	84	44	45	49	79	58	10	127	15	122	90	47	47	29	61
	27%	31%	24%	31%	25%	26%	30%	26%	28%	26%	29%	33%	26%	25%	27%	28%	20%	28%	21%	29%	26%	31%	25%	24%	31%
		B										M													W
Somewhat disagree	207	97	110	75	73	59	31	128	48	85	122	49	80	79	124	83	20	187	27	181	151	56	71	58	78
	41%	40%	43%	40%	46%	38%	37%	43%	41%	41%	42%	37%	47%	40%	42%	41%	40%	42%	37%	42%	43%	37%	38%	48%	40%
					E								K											V	
Very much disagree	113	46	67	32	35	45	18	70	25	52	61	25	32	55	64	49	13	99	22	91	77	36	52	28	33
	23%	19%	26%	18%	22%	29%	22%	23%	21%	25%	21%	19%	19%	28%	22%	24%	27%	22%	31%	21%	22%	23%	28%	23%	17%
			A			CD								KL					S				X		
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	180	103	77	78	51	51	34	101	44	72	108	58	58	63	108	72	17	163	24	156	119	60	62	35	83
	36%	42%	30%	42%	32%	33%	41%	34%	38%	34%	37%	44%	34%	32%	36%	35%	33%	36%	33%	37%	34%	40%	34%	29%	43%
		B		DE								LM													VW
Low2Box - (Somewhat disagree/Very much disagree)	320	143	177	107	108	105	49	198	73	137	183	74	112	134	188	132	33	287	49	271	228	92	123	86	111
	64%	58%	70%	58%	68%	67%	59%	66%	62%	66%	63%	56%	66%	68%	64%	65%	67%	64%	67%	63%	66%	60%	66%	71%	57%
			A		C	C							K	K									X	X	

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HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	51	35	16	27	9	15	11	22	19	31	20	23	12	16	33	18	12	39	12	39	33	18	24	9	18
	10%	14%	6%	15%	6%	9%	13%	10%	9%	10%	10%	10%	9%	12%	14%	7%	20%	9%	19%	9%	10%	10%	13%	8%	9%
		B		DE											O		Q*		S						
Somewhat agree	147	82	66	49	50	49	25	60	62	96	52	77	35	36	71	76	18	130	21	127	98	49	42	43	63
	29%	33%	26%	27%	32%	30%	31%	29%	30%	31%	27%	33%	27%	25%	31%	29%	30%	29%	31%	29%	31%	27%	22%	35%	33%
		B										M					*							V	V
Somewhat disagree	190	81	109	68	65	58	23	82	86	121	69	85	50	56	80	110	19	171	19	171	124	67	70	41	80
	38%	33%	43%	37%	42%	35%	28%	39%	41%	39%	36%	36%	39%	40%	34%	41%	32%	39%	29%	39%	39%	36%	37%	34%	42%
			A					F	F							N	*			R					
Very much disagree	111	49	62	38	30	43	22	46	43	59	53	48	30	33	48	63	11	100	14	97	62	49	52	28	31
	22%	20%	25%	21%	19%	26%	28%	22%	21%	19%	27%	21%	24%	23%	21%	23%	18%	23%	21%	22%	20%	27%	28%	24%	16%
						D					I						*					T	X	X	
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	199	117	81	76	59	63	36	82	81	127	72	100	47	52	104	94	30	169	33	166	131	67	66	52	81
	40%	47%	32%	42%	38%	39%	45%	39%	38%	41%	37%	43%	37%	37%	45%	35%	50%	38%	50%	38%	41%	37%	35%	43%	42%
		B													O		Q*		S						
Low2Box - (Somewhat disagree/Very much disagree)	301	130	171	106	95	101	45	128	129	180	122	133	80	88	128	173	30	271	33	268	186	115	122	69	110
	60%	53%	68%	58%	62%	61%	55%	61%	62%	59%	63%	57%	63%	63%	55%	65%	50%	62%	50%	62%	59%	63%	65%	57%	58%
			A													N	*	P		R					

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Ethical Consumer

HI1.1. [I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the world because it's not up to me to do anything about it – I just want choice and low cost.] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following sta

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	26	21	5	12	10	3	4	20	2	7	19	4	17	5	20	6	6	20	7	19	19	7	4	10	12
	5%	8%	2%	7%	6%	2%	2%	8%	2%	4%	6%	16%	5%	4%	6%	3%	10%	5%	6%	5%	5%	5%	2%	5%	8%
		B		*				F	*			**		*			*		*			*			
Somewhat agree	118	77	41	48	35	34	37	52	29	46	72	8	82	28	84	34	18	100	33	85	90	28	37	38	43
	24%	31%	17%	26%	22%	23%	24%	22%	26%	24%	24%	32%	23%	25%	27%	18%	29%	23%	30%	22%	24%	22%	24%	20%	28%
		B		*					*			**		*			*		*			*			
Somewhat disagree	201	94	107	81	59	61	62	93	45	82	118	7	164	30	112	89	17	184	32	168	153	47	47	107	47
	40%	37%	43%	43%	36%	41%	40%	40%	41%	42%	39%	27%	45%	27%	36%	47%	27%	42%	29%	43%	42%	36%	30%	55%	31%
				*					*			**	M	*		N	*	P	*	R		*		VX	
Very much disagree	155	61	95	48	58	50	51	69	35	59	96	6	101	48	97	58	21	134	40	116	108	48	67	39	50
	31%	24%	38%	25%	36%	34%	33%	30%	31%	30%	31%	25%	28%	43%	31%	31%	34%	31%	35%	30%	29%	37%	44%	20%	33%
			A	*					*			**		L*			*		*			*	W		W
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	144	99	45	61	46	37	41	72	31	53	91	12	99	33	104	40	24	120	40	104	109	35	40	49	55
	29%	39%	18%	32%	28%	25%	27%	31%	28%	27%	30%	47%	27%	30%	33%	22%	39%	27%	36%	27%	29%	27%	26%	25%	36%
		B		*					*			**		*	O		*		*			*			
Low2Box - (Somewhat disagree/Very much disagree)	356	154	202	128	117	110	113	163	80	142	214	13	264	79	209	147	38	318	72	284	261	95	113	146	97
	71%	61%	82%	68%	72%	75%	73%	69%	72%	73%	70%	53%	73%	70%	67%	78%	61%	73%	64%	73%	71%	73%	74%	75%	64%
			A	*					*			**		*		N	*		*			*			

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	986	461	526	327	309	350	369	406	207	394	592	359	394	234	562	424	110	876	154	832	596	390	496	247	243
	12%	12%	13%	11%	12%	15%	12%	13%	12%	12%	13%	14%	12%	12%	13%	12%	15%	12%	15%	12%	12%	13%	17%	10%	9%
			A			CD						LM			O		Q		S				WX		
Somewhat agree	2076	966	1110	787	657	631	772	862	434	892	1184	655	867	554	1087	989	204	1872	273	1803	1286	790	840	638	598
	26%	24%	28%	25%	25%	27%	26%	27%	25%	27%	26%	25%	25%	28%	25%	27%	28%	26%	27%	26%	26%	26%	29%	26%	22%
			A											KL		N							WX	X	
Somewhat disagree	2715	1365	1350	1074	893	748	1048	1070	579	1158	1557	900	1194	621	1448	1267	223	2492	314	2401	1710	1005	864	875	976
	34%	34%	34%	35%	34%	33%	35%	33%	34%	34%	34%	34%	35%	32%	33%	35%	31%	34%	31%	34%	34%	33%	30%	35%	37%
												M	M							R				V	V
Very much disagree	2223	1196	1026	921	730	571	804	895	489	921	1302	716	948	559	1234	989	186	2037	274	1949	1398	824	657	718	848
	28%	30%	26%	30%	28%	25%	27%	28%	29%	27%	28%	27%	28%	28%	28%	27%	26%	28%	27%	28%	28%	27%	23%	29%	32%
		B		E	E																			V	VW
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	3062	1427	1636	1115	967	981	1141	1267	641	1287	1776	1014	1261	787	1649	1414	314	2748	428	2635	1882	1180	1336	885	841
	38%	36%	41%	36%	37%	43%	38%	39%	38%	38%	38%	39%	37%	40%	38%	39%	43%	38%	42%	38%	38%	39%	47%	36%	32%
			A			CD								L			Q		S				WX	X	
Low2Box - (Somewhat disagree/Very much disagree)	4938	2561	2376	1995	1623	1319	1853	1965	1068	2079	2859	1616	2142	1180	2681	2256	409	4528	588	4350	3108	1829	1521	1593	1824
	62%	64%	59%	64%	63%	57%	62%	61%	62%	62%	62%	61%	63%	60%	62%	61%	57%	62%	58%	62%	62%	61%	53%	64%	68%
		B		E	E								M					P		R				V	VW

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	986	106	46	74	69	111	85	44	43	107	7	42	52	41	67	50	42
	12%	21%	9%	15%	14%	22%	17%	9%	9%	21%	1%	8%	10%	8%	13%	10%	8%
		BCDGHJKLMNOP	J	BGHJKLMP	BGHJKMP	BCDFGHJKLMNOP	BDGHJKLMNOP	J	J	BCDFGHJKLMNOP		J	J	J	BGHJKMP	J	J
Somewhat agree	2076	134	126	116	142	141	130	113	120	171	71	86	162	178	164	121	102
	26%	27%	25%	23%	28%	28%	26%	23%	24%	34%	14%	17%	32%	36%	33%	24%	20%
		JKP	JKP	JK	CGJKP	CGJKP	JKP	JK	JK	ABCDEFGHJKOP			BCFGHJKOP	ABCDEFGHJKOP	ABCDEFGHJKOP	JK	J
Somewhat disagree	2715	123	205	173	179	137	173	215	136	132	229	150	206	121	153	172	212
	34%	25%	41%	35%	36%	27%	35%	43%	27%	26%	46%	30%	41%	24%	31%	34%	42%
			ACDEFHIKMN	AEHIM	AEHIKMN		AEHIM	ACDEFHIKMNO			ACDEFHIKMNO		ACEFHIKMN		AM	AEIM	ACDEFHIKMNO
Very much disagree	2223	136	123	137	110	111	113	128	200	90	193	222	80	160	117	157	144
	28%	27%	25%	27%	22%	22%	23%	26%	40%	18%	39%	44%	16%	32%	23%	31%	29%
		DIL	IL	DEFIL	IL	IL	IL	IL	ABCDEFGILMNOP		ABCDEFGILMNOP	ABCDEFGILMNOP		BDEFGILN	IL	DEFILN	DEFILN
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	3062	240	172	190	210	252	215	157	164	278	78	128	214	219	230	171	144
	38%	48%	34%	38%	42%	50%	43%	31%	33%	56%	16%	26%	43%	44%	46%	34%	29%
		BCDGHJKOP	JKP	GJKP	BGHJKOP	BCDFGHJKLMOP	BGHJKOP	JK	JK	ABCDEFGHJKLMNOP		J	BGHJKOP	BGHJKOP	BCGHJKOP	JK	J
Low2Box - (Somewhat disagree/Very much disagree)	4938	260	328	310	290	248	285	343	336	222	422	372	286	281	270	329	356
	62%	52%	66%	62%	58%	50%	57%	69%	67%	44%	84%	74%	57%	56%	54%	66%	71%
		I	ADEFILMN	AEIN	AEI	I	EI	ACDEFILMN	ADEFILMN		ABCDEFGHIKLMNOP	ABCDEFGHILMNO	EI	EI	I	ADEFILMN	ABCDEFILMN

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Ethical Consumer

HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	986	110	106	676	94	466	-	-
	12%	11%	21%	14%	6%	13%	-	-
		D	ACDE	AD		AD		
Somewhat agree	2076	244	134	1323	375	868	-	-
	26%	24%	27%	26%	25%	25%	-	-
				E				
Somewhat disagree	2715	392	123	1646	554	1277	-	-
	34%	39%	25%	33%	37%	36%	-	-
		BCE		B	BC	BC		
Very much disagree	2223	255	136	1355	477	889	-	-
	28%	25%	27%	27%	32%	25%	-	-
				E	ACE			
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	3062	354	240	1999	469	1334	-	-
	38%	35%	48%	40%	31%	38%	-	-
		D	ACDE	ADE		AD		
Low2Box - (Somewhat disagree/Very much disagree)	4938	646	260	3001	1031	2166	-	-
	62%	65%	52%	60%	69%	62%	-	-
		BCE		B	ABCE	BC		

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	106	37	69	45	35	27	58	39	9	31	75	70	21	14	51	55	13	93	14	93	57	49	63	25	18
	21%	15%	27%	18%	24%	25%	21%	22%	18%	21%	21%	22%	18%	26%	22%	21%	25%	21%	26%	21%	20%	23%	23%	18%	19%
			A						*								*		*						*
Somewhat agree	134	56	78	69	33	31	80	38	16	42	91	84	35	15	57	76	18	116	13	121	73	61	74	35	26
	27%	23%	30%	28%	23%	29%	29%	21%	32%	29%	26%	26%	29%	27%	25%	29%	34%	26%	24%	27%	26%	28%	27%	25%	27%
									*								*		*						*
Somewhat disagree	123	70	54	59	39	25	53	54	17	36	87	80	31	12	56	68	11	113	12	112	73	51	63	40	20
	25%	28%	21%	24%	27%	23%	19%	30%	34%	25%	25%	25%	26%	23%	24%	25%	20%	25%	22%	25%	26%	23%	23%	29%	21%
								F	F*								*		*						*
Very much disagree	136	82	54	75	36	25	81	48	8	37	100	91	32	13	68	68	11	125	14	122	82	54	69	37	30
	27%	34%	21%	30%	25%	23%	30%	27%	16%	25%	28%	28%	27%	24%	29%	26%	21%	28%	27%	27%	29%	25%	26%	27%	32%
		B					H		*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	240	93	147	114	68	58	138	77	25	74	166	155	56	29	109	131	31	209	27	214	130	110	137	60	44
	48%	38%	58%	46%	47%	54%	51%	43%	50%	50%	47%	47%	47%	54%	47%	49%	59%	47%	50%	48%	46%	51%	51%	44%	46%
			A						*								*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	260	152	108	134	76	50	133	102	24	73	187	172	62	26	124	136	22	238	26	234	155	105	133	77	51
	52%	62%	42%	54%	53%	46%	49%	57%	50%	50%	53%	53%	53%	46%	53%	51%	41%	53%	50%	52%	54%	49%	49%	56%	54%
		B							*								*		*						*

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	46	23	23	15	17	14	14	25	8	14	32	12	28	6	26	20	6	40	6	40	26	21	28	18	18	16	5	5	3	28	7	1
	9%	9%	9%	7%	10%	11%	14%	9%	6%	6%	11%	9%	10%	8%	10%	8%	12%	9%	9%	9%	8%	11%	8%	11%	11%	10%	6%	9%	6%	14%	6%	6
							H				I						*		*									*	*	de		
Somewhat agree	126	61	65	47	40	39	22	76	27	52	73	33	74	19	64	62	16	110	20	106	83	43	89	36	33	40	21	20	12	49	29	4
	25%	25%	26%	24%	23%	29%	22%	28%	22%	24%	26%	25%	25%	26%	24%	26%	30%	25%	31%	24%	26%	23%	27%	22%	20%	26%	25%	35%	29%	25%	23%	27
																	*		*									X*	*			
Somewhat disagree	205	102	103	84	71	49	40	113	53	95	110	53	119	33	113	92	20	185	26	179	135	69	136	69	73	59	40	20	13	79	57	6
	41%	41%	41%	43%	42%	37%	39%	41%	43%	43%	39%	40%	40%	44%	43%	39%	37%	41%	39%	41%	43%	38%	40%	42%	44%	38%	47%	35%	33%	39%	46%	40
																	*		*									*	*			
Very much disagree	123	61	62	50	43	30	25	62	36	60	63	34	73	16	62	62	11	112	14	110	74	50	82	41	42	38	19	11	13	44	31	4
	25%	25%	25%	26%	25%	23%	25%	23%	29%	27%	23%	26%	25%	22%	23%	26%	21%	25%	21%	25%	23%	27%	24%	25%	25%	25%	22%	21%	32%	22%	25%	27
																	*		*									*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Agree very much/Somewhat agree)	172	85	87	62	57	53	36	101	35	67	105	44	102	25	91	81	22	150	26	146	109	63	118	54	52	56	26	25	14	77	36	5
	34%	34%	35%	32%	33%	40%	36%	37%	28%	30%	38%	34%	35%	34%	34%	35%	42%	34%	40%	34%	34%	35%	35%	33%	31%	36%	30%	44%	35%	39%	29%	33
											I						*		*									X*	*	d		
Low2Box - (Somewhat disagree/Very much disagree)	328	163	165	134	114	79	65	175	89	156	172	87	192	49	175	154	31	297	39	289	209	119	218	110	115	97	59	31	26	123	88	11
	66%	66%	65%	68%	67%	60%	64%	63%	72%	70%	62%	66%	65%	66%	66%	65%	58%	66%	60%	66%	66%	65%	65%	67%	69%	64%	70%	56%	65%	61%	71%	67
										J							*		*						a			*	*		c	

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	74	32	42	17	19	37	31	31	11	26	47	32	27	15	39	35	7	67	8	66	34	39	24	28	22	45	29	22	17	3
	15%	13%	17%	9%	12%	24%	16%	15%	11%	15%	15%	18%	15%	10%	13%	17%	26%	14%	20%	14%	12%	18%	10%	23%	15%	18%	11%	21%	12%	14
						CD											**		*					V		Z		b*		
Somewhat agree	116	56	60	45	32	39	48	43	25	42	74	38	39	38	63	53	9	107	9	107	61	55	60	22	34	54	62	29	32	5
	23%	22%	24%	24%	20%	25%	25%	22%	23%	24%	23%	22%	21%	27%	21%	26%	32%	23%	22%	23%	22%	25%	25%	18%	24%	22%	25%	28%	22%	22
																	**		*									*		
Somewhat disagree	173	87	86	75	49	49	70	71	31	59	114	60	73	40	97	76	10	163	12	161	98	75	94	35	44	76	97	29	58	8
	35%	34%	35%	40%	31%	31%	37%	36%	29%	34%	35%	35%	39%	28%	33%	37%	36%	35%	30%	35%	35%	34%	40%	29%	31%	31%	38%	28%	41%	34
													M				**		*									*		
Very much disagree	137	76	61	47	58	32	42	55	41	48	90	42	46	49	95	43	2	136	12	126	84	53	60	35	43	73	65	22	36	7
	27%	30%	25%	26%	36%	20%	22%	27%	38%	27%	28%	25%	25%	34%	32%	21%	6%	29%	29%	27%	30%	24%	25%	29%	30%	29%	26%	22%	25%	31
					CE				F						O		**		*									*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Agree very much/Somewhat agree)	190	88	101	62	51	76	79	74	37	68	122	70	66	53	102	88	16	174	17	173	95	94	84	50	56	99	91	50	49	9
	38%	35%	41%	34%	32%	48%	41%	37%	34%	39%	37%	41%	36%	37%	35%	43%	58%	37%	41%	38%	34%	42%	35%	42%	39%	40%	36%	50%	34%	35
						CD											**		*									bc*		
Low2Box - (Somewhat disagree/Very much disagree)	310	163	147	122	107	81	112	126	72	107	204	102	119	89	191	119	11	299	24	287	182	128	154	69	87	149	161	51	95	16
	62%	65%	59%	66%	68%	52%	59%	63%	66%	61%	63%	59%	64%	63%	65%	57%	42%	63%	59%	62%	66%	58%	65%	58%	61%	60%	64%	50%	66%	65
				E	E												**		*									*	a	a

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
Agree very much	69	37	32	23	20	25	16	30	23	29	39	25	33	11	33	35	7	62	9	59	38	31	4	2	6	9	-	24	23	30	17	2
	14%	15%	13%	13%	12%	16%	14%	16%	12%	12%	15%	13%	15%	12%	13%	14%	14% *	14%	16%	13%	12%	16%	11% *	8% *	11% *	14%	-	13%	17%	19% de	12%	11
Somewhat agree	142	68	74	52	46	43	31	50	60	66	76	56	61	24	71	70	15	127	21	121	95	47	8	8	13	19	-	51	43	50	41	5
	28%	28%	29%	30%	27%	28%	28%	26%	30%	28%	28%	30%	27%	27%	29%	28%	32% *	28%	36%	27%	30%	25%	22% *	24% *	25% *	28%	-	29%	32%	31%	29%	26
Somewhat disagree	179	82	98	57	66	56	34	75	71	85	94	66	79	34	90	89	16	163	19	161	117	63	12	13	21	22	-	64	48	47	58	7
	36%	33%	39%	32%	39%	36%	31%	39%	35%	37%	35%	35%	35%	38%	36%	36%	36% *	36%	33%	36%	37%	33%	34% *	43% *	39% *	32%	-	36%	36%	29%	41% c	38 c
Very much disagree	110	61	50	45	36	30	28	37	45	53	57	39	51	21	55	55	8	102	9	101	63	48	11	8	14	18	-	39	21	34	26	5
	22%	25%	20%	25%	21%	19%	26%	19%	23%	23%	22%	21%	23%	23%	22%	22%	18% *	22%	16%	23%	20%	25%	33% ab*	25% *	26% b*	26% b	-	22%	15%	21%	18%	25 c
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10
Summary																																	
Top2Box - (Agree very much/Somewhat agree)	210	105	106	76	66	68	47	80	84	95	115	81	94	36	105	106	21	189	30	180	133	77	11	10	19	28	-	75	66	80	58	7
	42%	42%	42%	43%	39%	44%	43%	42%	42%	41%	43%	43%	42%	39%	42%	42%	46% *	42%	51% S	41%	43%	41%	33% *	32% *	35% *	42%	-	42%	49% VWX	50% de	41%	37
Low2Box - (Somewhat disagree/Very much disagree)	290	142	147	102	102	86	62	111	116	138	151	105	130	55	145	145	25	265	28	262	179	111	23	21	35	39	-	103	69	82	84	12
	58%	58%	58%	57%	61%	56%	57%	58%	58%	59%	57%	57%	58%	61%	58%	58%	54% *	58%	49%	59% R	57%	59%	67% b*	68% b*	65% b*	58%	-	58%	51%	50%	59% c	63 c

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HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	111	53	58	30	24	58	32	52	27	38	73	46	39	26	73	38	4	108	9	102	65	46	27	36	49
	22%	22%	23%	16%	17%	34%	24%	21%	23%	23%	22%	28%	19%	21%	24%	20%	19%	22%	28%	22%	22%	23%	23%	23%	22%
						CD						L					*		*						
Somewhat agree	141	69	72	52	37	51	34	79	28	49	92	43	65	33	87	53	7	134	12	129	85	56	35	45	61
	28%	28%	29%	27%	26%	30%	25%	31%	24%	29%	28%	25%	31%	27%	29%	27%	39%	28%	34%	28%	28%	28%	30%	28%	27%
																	*		*						
Somewhat disagree	137	70	67	55	47	35	38	64	35	46	90	45	60	32	75	62	6	131	8	128	84	52	33	41	62
	27%	28%	26%	29%	33%	20%	28%	25%	30%	27%	27%	27%	29%	25%	24%	32%	30%	27%	24%	28%	28%	26%	28%	26%	28%
				E	E											N	*		*						
Very much disagree	111	55	56	53	32	26	29	57	26	35	76	33	45	33	71	41	2	109	5	107	68	43	23	36	53
	22%	22%	22%	28%	23%	15%	22%	22%	22%	21%	23%	20%	22%	26%	23%	21%	12%	23%	14%	23%	23%	22%	19%	23%	24%
				E	E									K			*		*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	252	122	130	82	61	109	66	132	54	87	165	89	104	60	160	92	11	241	21	231	150	102	62	81	110
	50%	49%	52%	43%	44%	64%	50%	52%	48%	52%	50%	53%	50%	48%	52%	47%	58%	50%	62%	50%	50%	52%	52%	51%	49%
						CD											*		S*						
Low2Box - (Somewhat disagree/Very much disagree)	248	125	123	108	79	61	67	121	60	81	167	79	105	64	145	103	8	240	13	235	152	95	56	77	115
	50%	51%	48%	57%	56%	36%	50%	48%	52%	48%	50%	47%	50%	52%	48%	53%	42%	50%	38%	50%	50%	48%	48%	49%	51%
				E	E												*		*	R					

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HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	85	38	47	26	33	26	33	26	27	33	52	23	46	15	58	27	10	75	21	64	59	26	37	21	27
	17%	15%	19%	15%	17%	19%	18%	16%	17%	18%	16%	21%	16%	15%	17%	16%	24%	16%	23%	16%	18%	15%	29%	13%	13%
																	*		S				WX		
Somewhat agree	130	60	70	35	52	43	43	48	39	55	75	31	66	32	82	48	12	117	24	106	83	47	34	48	47
	26%	24%	28%	21%	27%	31%	23%	29%	26%	30%	24%	27%	23%	32%	25%	28%	29%	26%	27%	26%	25%	27%	27%	30%	23%
						C				J				L			*							X	
Somewhat disagree	173	91	81	72	62	38	67	51	54	58	115	31	103	38	113	60	14	159	26	146	105	68	38	56	79
	35%	36%	33%	42%	33%	28%	36%	31%	36%	32%	36%	28%	36%	37%	34%	35%	31%	35%	30%	36%	32%	39%	29%	35%	38%
				DE									K				*					T			V
Very much disagree	113	63	50	39	44	29	43	38	32	37	75	27	69	16	79	34	7	105	18	94	79	33	20	37	56
	23%	25%	20%	23%	23%	21%	23%	23%	21%	20%	24%	24%	24%	16%	24%	20%	16%	23%	20%	23%	24%	19%	15%	23%	27%
												M	M				*							V	V
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	215	98	116	61	84	69	75	74	66	88	127	54	113	48	140	75	23	192	45	170	141	74	71	69	74
	43%	39%	47%	36%	44%	51%	41%	45%	43%	48%	40%	48%	40%	47%	42%	45%	52%	42%	50%	41%	43%	42%	55%	43%	36%
			A		C	C				J		L					*		S				WX		
Low2Box - (Somewhat disagree/Very much disagree)	285	154	131	111	107	68	110	89	87	95	190	59	173	54	192	93	21	264	45	241	184	101	58	93	134
	57%	61%	53%	64%	56%	49%	59%	55%	57%	52%	60%	52%	60%	53%	58%	55%	48%	58%	50%	59%	57%	58%	45%	57%	64%
		B		DE							I		K				*			R				V	V

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HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	43	13	30	15	14	15	20	18	1	21	23	9	28	6	21	23	6	38	3	41	24	20	18	18	7
	9%	6%	12%	7%	10%	9%	10%	8%	6%	11%	7%	7%	9%	8%	8%	10%	15%	8%	8%	9%	9%	9%	10%	8%	7%
			A						**					*			*		*						*
Somewhat agree	120	60	60	48	29	43	51	58	4	42	79	31	71	18	62	59	14	107	13	108	69	51	43	51	26
	24%	25%	24%	24%	21%	27%	26%	25%	25%	23%	25%	24%	24%	24%	24%	25%	37%	23%	35%	23%	25%	23%	23%	23%	27%
									**					*			*		*						*
Somewhat disagree	136	72	65	53	35	49	54	57	8	51	86	35	85	17	78	59	8	128	13	124	74	63	57	54	26
	27%	29%	25%	26%	25%	30%	28%	25%	51%	28%	27%	27%	29%	22%	30%	25%	22%	28%	35%	27%	26%	28%	31%	25%	27%
									**					*			*		*						*
Very much disagree	200	99	101	85	60	54	69	95	3	67	133	55	110	35	102	98	10	190	8	191	113	87	66	97	37
	40%	40%	40%	42%	44%	34%	36%	42%	18%	37%	42%	42%	37%	46%	39%	41%	27%	41%	23%	41%	40%	40%	36%	44%	39%
									**					*			*		*	R					*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	164	74	90	63	43	58	70	76	4	62	102	40	99	24	82	82	19	144	15	148	93	71	61	69	33
	33%	30%	35%	31%	31%	36%	36%	33%	30%	35%	32%	31%	34%	32%	31%	34%	51%	31%	42%	32%	33%	32%	33%	31%	35%
									**					*			Q*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	336	170	166	139	95	103	123	152	10	117	219	90	195	52	179	157	19	318	21	315	186	150	122	151	63
	67%	70%	65%	69%	69%	64%	64%	67%	70%	65%	68%	69%	66%	68%	69%	66%	49%	69%	58%	68%	67%	68%	67%	69%	65%
									**					*			*	P	*						*

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	107	54	53	31	39	37	36	48	24	46	61	53	45	9	58	50	11	96	14	94	62	45	67	22	18
	21%	22%	21%	17%	20%	29%	22%	22%	21%	21%	22%	22%	23%	16%	23%	20%	25%	21%	21%	22%	22%	20%	24%	20%	17%
						CD											*						X		
Somewhat agree	171	80	90	61	68	42	52	83	37	78	93	76	69	25	87	84	13	158	22	148	96	74	102	42	27
	34%	32%	36%	34%	36%	33%	31%	38%	32%	36%	33%	31%	35%	43%	34%	34%	30%	35%	34%	34%	34%	34%	37%	37%	25%
														K			*						X	X	
Somewhat disagree	132	68	65	47	52	33	43	55	34	59	73	66	55	11	62	70	13	120	18	114	76	56	64	35	33
	26%	27%	26%	26%	27%	26%	26%	25%	29%	28%	26%	27%	27%	19%	24%	28%	29%	26%	27%	26%	27%	25%	23%	31%	30%
													M				*							V	V
Very much disagree	90	48	42	41	32	16	36	33	21	32	58	47	30	13	45	44	7	83	12	78	45	45	45	14	31
	18%	19%	17%	23%	17%	13%	22%	15%	18%	15%	20%	19%	15%	22%	18%	18%	16%	18%	18%	18%	16%	20%	16%	12%	28%
				E			G				I						*								VW
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	278	135	143	92	106	79	88	130	60	124	154	130	114	34	145	134	24	254	36	242	159	119	169	64	45
	56%	54%	57%	51%	56%	61%	53%	60%	52%	58%	54%	53%	57%	59%	57%	54%	55%	56%	55%	56%	57%	54%	61%	57%	41%
						C											*						X	X	
Low2Box - (Somewhat disagree/Very much disagree)	222	115	107	89	84	50	79	88	55	92	130	114	84	24	107	115	20	202	30	192	121	101	109	49	64
	44%	46%	43%	49%	44%	39%	47%	40%	48%	42%	46%	47%	43%	41%	43%	46%	45%	44%	45%	44%	43%	46%	39%	43%	59%
				E													*								VW

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	7	4	3	2	3	2	4	1	2	4	3	5	*	2	3	4	*	7	1	6	3	4	*	1	5
	1%	2%	1%	1%	2%	2%	1%	1%	8% FG*	2%	1%	2%	*	1%	1%	1%	* 1%	1%	* 2%	1%	1%	2%	* 1%	1%	2%
Somewhat agree	71	38	33	26	25	21	48	20	3	39	32	40	12	20	38	33	2	70	6	65	48	23	9	20	42
	14%	15%	13%	14%	15%	13%	14%	14%	12% *	14%	14%	13%	13%	17%	17% O	12%	7% *	15%	13% *	14%	15%	13%	21% *	14%	13%
Somewhat disagree	229	120	109	76	72	80	160	64	5	125	103	132	44	52	103	126	11	218	19	209	148	80	18	65	146
	46%	48%	44%	41%	45%	52% C	48% H	45% H	23% *	46%	46%	45%	49%	45%	47%	45%	49% *	46%	45% *	46%	46%	45%	42% *	46%	46%
Very much disagree	193	89	104	82	60	52	124	57	13	105	88	118	34	42	76	117	9	184	17	176	121	72	15	54	124
	39%	36%	42%	44% E	38%	33%	37%	40%	56% F*	38%	39%	40%	38%	36%	35%	42% N	43% *	38%	40% *	39%	38%	40%	36% *	39%	39%
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	78	42	36	28	27	23	52	21	5	43	35	45	12	21	41	37	2	76	6	72	51	27	9	21	48
	16%	17%	14%	15%	17%	15%	16%	15%	20% *	16%	15%	15%	13%	18%	19%	13%	8% *	16%	15% *	16%	16%	15%	22% *	15%	15%
Low2Box - (Somewhat disagree/Very much disagree)	422	209	213	158	132	132	284	120	18	231	191	250	78	94	179	243	20	402	37	385	270	152	33	119	270
	84%	83%	86%	85%	83%	85%	84%	85%	80% *	84%	85%	85%	87%	82%	81%	87%	92% *	84%	85% *	84%	84%	85%	78% *	85%	85%

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	52	33	19	23	13	16	37	14	1	25	27	11	33	8	24	27	6	46	6	45	32	20	36	11	4
	10%	13%	7%	11%	9%	11%	9%	15%	16%	11%	10%	11%	10%	11%	11%	10%	15%	10%	11%	10%	11%	9%	15%	7%	4%
		B						*	**			*		*			*		*				WX		*
Somewhat agree	162	73	90	71	45	46	133	28	1	71	91	40	99	23	58	104	9	153	11	151	87	76	68	61	34
	32%	29%	36%	33%	32%	32%	33%	29%	37%	32%	33%	38%	30%	33%	27%	36%	24%	33%	19%	34%	31%	35%	29%	36%	34%
								*	**			*		*		N	*		*	R					*
Somewhat disagree	206	98	109	88	58	60	167	39	1	96	110	43	140	23	95	111	14	192	25	181	120	86	97	73	36
	41%	39%	43%	41%	41%	41%	42%	40%	21%	43%	40%	41%	43%	33%	45%	39%	38%	42%	45%	41%	42%	40%	41%	43%	37%
								*	**			*		*			*		*						*
Very much disagree	80	45	35	32	25	23	64	15	1	31	49	10	54	15	35	45	9	71	13	67	44	36	33	23	24
	16%	18%	14%	15%	18%	16%	16%	16%	26%	14%	18%	10%	17%	22%	17%	16%	24%	15%	24%	15%	16%	16%	14%	14%	25%
								*	**			*		*			*		*						VW*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	214	106	108	94	58	62	170	42	2	96	118	51	132	31	82	132	14	199	17	197	118	95	104	72	38
	43%	43%	43%	44%	41%	43%	42%	44%	53%	43%	43%	49%	40%	45%	39%	46%	39%	43%	31%	44%	42%	44%	45%	43%	39%
								*	**			*		*			*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	286	142	144	121	83	82	231	54	2	128	159	53	195	38	130	156	23	263	38	248	164	122	129	97	60
	57%	57%	57%	56%	59%	57%	58%	56%	47%	57%	57%	51%	60%	55%	61%	54%	61%	57%	69%	56%	58%	56%	55%	57%	61%
								*	**			*		*			*		*						*

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	41	24	17	22	14	5	2	13	26	23	18	-	9	31	23	17	6	35	9	31	26	15	24	13	4
	8%	10%	7%	10%	7%	5%	2%	7%	12%	8%	8%	-	7%	9%	9%	7%	8%	8%	10%	8%	7%	11%	15%	5%	4%
							*		F			**					*		*				WX		
Somewhat agree	178	78	100	72	72	34	31	70	77	99	79	6	48	124	91	87	24	154	31	148	127	52	64	83	31
	36%	31%	40%	34%	38%	34%	34%	36%	36%	36%	35%	36%	34%	36%	35%	37%	34%	36%	33%	36%	35%	36%	40%	35%	30%
			A				*					**					*		*						
Somewhat disagree	121	60	61	53	41	26	22	54	45	63	57	3	32	85	62	59	19	102	22	99	91	30	38	57	26
	24%	24%	24%	25%	22%	26%	24%	28%	21%	23%	25%	20%	23%	25%	23%	25%	26%	24%	24%	24%	25%	21%	24%	24%	25%
							*					**					*		*						
Very much disagree	160	90	70	63	62	36	36	56	69	87	73	8	51	101	87	73	23	137	30	131	114	46	34	85	41
	32%	36%	28%	30%	33%	35%	39%	29%	32%	32%	32%	44%	36%	30%	33%	31%	33%	32%	33%	32%	32%	32%	21%	36%	40%
							*					**					*		*					V	V
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	219	102	117	94	85	39	33	83	103	122	97	6	58	155	114	105	30	189	40	179	152	67	88	96	35
	44%	41%	47%	45%	45%	39%	36%	43%	48%	45%	43%	36%	41%	45%	43%	44%	42%	44%	44%	44%	43%	47%	55%	40%	35%
							*					**					*		*				WX		
Low2Box - (Somewhat disagree/Very much disagree)	281	150	131	116	103	62	58	110	114	150	131	11	84	186	149	132	42	239	51	230	205	76	72	142	66
	56%	59%	53%	55%	55%	61%	64%	57%	52%	55%	57%	64%	59%	55%	57%	56%	58%	56%	56%	56%	57%	53%	45%	60%	65%
							*					**					*		*					V	V

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	67	34	33	23	24	19	41	21	5	27	40	38	14	15	33	34	5	62	5	62	34	33	42	19	6
	13%	14%	13%	11%	14%	16%	12%	15%	17%	13%	13%	15%	12%	11%	14%	13%	13%	13%	10%	14%	13%	13%	15%	13%	9%
									*				*				*		*						
Somewhat agree	164	78	86	59	58	46	99	55	9	76	88	72	43	49	79	85	13	150	21	142	88	76	98	45	21
	33%	31%	35%	29%	34%	38%	30%	40%	33%	37%	30%	29%	37%	36%	34%	32%	33%	33%	42%	32%	35%	31%	35%	31%	28%
						C		F	*	J			*	K			*		S*						
Somewhat disagree	153	81	72	65	51	36	110	31	12	57	96	81	31	40	72	81	11	142	11	142	73	79	77	49	28
	31%	32%	29%	32%	30%	30%	33%	22%	41%	28%	32%	33%	27%	29%	31%	30%	28%	31%	22%	31%	29%	32%	27%	33%	38%
							G		G*				*				*		*						V
Very much disagree	117	59	58	58	39	20	82	32	3	45	71	58	26	33	51	66	11	106	13	104	57	59	64	34	18
	23%	23%	23%	28%	22%	17%	25%	23%	9%	22%	24%	23%	23%	24%	22%	25%	27%	23%	25%	23%	23%	24%	23%	23%	25%
				E			H	H	*				*				*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	230	112	118	82	83	66	140	76	14	103	127	110	57	64	111	119	18	212	26	204	121	109	140	63	27
	46%	44%	48%	40%	48%	54%	42%	54%	50%	50%	43%	44%	50%	47%	48%	45%	46%	46%	53%	45%	48%	44%	50%	43%	37%
						C		F	*	J			*				*		*				X		
Low2Box - (Somewhat disagree/Very much disagree)	270	140	130	123	90	57	192	64	14	102	167	139	58	73	122	147	22	248	24	246	131	139	141	83	46
	54%	56%	52%	60%	52%	46%	58%	46%	50%	50%	57%	56%	50%	53%	52%	55%	54%	54%	47%	55%	52%	56%	50%	57%	63%
				E			G		*		I		*				*		*						V

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	50	21	29	9	17	24	20	26	5	16	34	10	24	17	43	8	6	44	17	34	46	4	29	12	10
	10%	8%	12%	5%	11%	15%	12%	12%	4%	11%	10%	9%	9%	12%	12%	6%	11%	10%	20%	8%	13%	3%	16%	8%	5%
				*	*	C*	*		*	*			*			*	**		S*		U	*	X*	*	*
Somewhat agree	121	59	62	46	31	45	38	61	23	41	80	30	58	32	78	44	19	102	19	102	86	35	47	41	33
	24%	23%	25%	25%	20%	28%	23%	29%	19%	26%	23%	29%	22%	24%	21%	33%	34%	23%	23%	24%	24%	26%	27%	27%	19%
				*	*	*	*		*	*			*			N*	**		*			*	*	*	*
Somewhat disagree	172	81	91	77	59	36	72	49	51	44	127	28	100	43	130	42	24	148	29	142	120	52	52	50	70
	34%	32%	37%	42%	38%	22%	44%	23%	42%	29%	37%	27%	38%	33%	35%	32%	42%	33%	36%	34%	33%	38%	30%	34%	39%
				E*	E*	*	G*		G*	*			*			*	**		*			*	*	*	*
Very much disagree	157	92	65	53	46	57	36	77	44	54	103	37	80	40	119	38	7	150	18	139	112	45	46	46	65
	31%	36%	26%	29%	30%	35%	22%	36%	36%	34%	30%	35%	30%	30%	32%	29%	13%	34%	21%	33%	31%	33%	26%	31%	37%
				*	*	*	*	F	*	*			*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	171	80	91	55	48	68	58	86	27	57	114	40	82	49	120	51	25	146	36	136	132	39	76	53	43
	34%	32%	37%	30%	31%	42%	35%	41%	22%	37%	33%	38%	31%	37%	33%	39%	45%	33%	43%	33%	36%	29%	44%	35%	24%
				*	*	*	*	H	*	*			*			*	**		*			*	X*	*	*
Low2Box - (Somewhat disagree/Very much disagree)	329	173	155	130	105	93	108	125	95	98	230	65	180	84	249	80	31	297	47	281	232	97	98	96	135
	66%	68%	63%	70%	69%	58%	65%	59%	78%	63%	67%	62%	69%	63%	67%	61%	55%	67%	57%	67%	64%	71%	56%	65%	76%
				*	*	*	*		G*	*			*			*	**		*			*	*	*	V*

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	44	20	24	13	12	19	5	27	12	23	21	8	12	25	28	17	9	35	14	30	36	9	27	9	8
	9%	8%	10%	7%	8%	12%	6%	9%	11%	11%	7%	6%	7%	12%	9%	8%	18%	8%	20%	7%	10%	6%	14%	8%	4%
						CD				J				KL			Q		S		U		WX		
Somewhat agree	113	49	64	41	35	37	19	72	21	46	67	24	39	49	70	43	14	99	17	95	77	36	50	23	40
	23%	20%	25%	22%	22%	24%	23%	24%	18%	22%	23%	18%	23%	25%	24%	21%	27%	22%	24%	22%	22%	23%	27%	19%	21%
			A																				WX		
Somewhat disagree	215	104	112	82	72	61	37	128	50	84	132	67	74	75	119	96	13	202	20	195	147	68	67	60	88
	43%	42%	44%	44%	45%	39%	44%	43%	43%	40%	45%	51%	43%	38%	40%	47%	26%	45%	27%	46%	42%	45%	36%	50%	46%
												M				N		P		R				V	V
Very much disagree	128	73	54	49	41	38	23	72	33	57	71	33	45	49	80	48	15	113	21	107	88	40	42	29	57
	26%	30%	21%	26%	26%	25%	27%	24%	28%	27%	24%	25%	27%	25%	27%	24%	29%	25%	29%	25%	25%	26%	22%	24%	30%
		B																							V
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	157	69	88	54	47	56	24	99	34	69	88	32	51	74	98	59	23	134	32	125	113	44	77	32	48
	31%	28%	35%	29%	29%	36%	29%	33%	29%	33%	30%	24%	30%	37%	33%	29%	45%	30%	44%	29%	32%	29%	41%	27%	25%
			A											KL			Q		S				WX		
Low2Box - (Somewhat disagree/Very much disagree)	343	177	166	131	113	99	59	200	83	140	203	100	119	124	199	144	27	315	41	302	235	108	108	89	146
	69%	72%	65%	71%	71%	64%	71%	67%	71%	67%	70%	76%	70%	63%	67%	71%	55%	70%	56%	71%	68%	71%	59%	73%	75%
		B										M	M					P		R				V	V

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	42	20	21	15	11	15	7	17	17	23	18	13	12	16	26	15	8	33	10	32	27	14	21	10	10
	8%	8%	8%	8%	7%	9%	9%	8%	8%	8%	9%	6%	10%	11%	11%	6%	14%	8%	15%	7%	9%	8%	11%	8%	5%
														K	O	Q*		S				X		
Somewhat agree	102	44	58	38	28	35	20	46	36	60	42	48	27	27	43	58	14	88	16	86	65	37	53	16	33
	20%	18%	23%	21%	18%	22%	25%	22%	17%	19%	22%	21%	21%	19%	19%	22%	24%	20%	24%	20%	20%	20%	28%	13%	17%
																	*						WX		
Somewhat disagree	212	106	106	81	66	65	28	95	89	133	79	107	49	57	97	116	22	190	26	186	140	73	65	59	88
	42%	43%	42%	44%	43%	40%	34%	45%	43%	43%	41%	46%	38%	41%	42%	43%	37%	43%	39%	43%	44%	40%	35%	49%	46%
																	*							V	V
Very much disagree	144	77	68	48	48	48	26	51	67	90	54	65	39	40	66	78	15	129	14	130	86	58	49	36	59
	29%	31%	27%	27%	31%	29%	32%	25%	32%	29%	28%	28%	31%	29%	28%	29%	25%	29%	22%	30%	27%	32%	26%	30%	31%
									G								*								
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	144	65	79	53	40	51	28	63	53	83	61	61	39	43	70	74	22	121	26	118	92	52	74	26	43
	29%	26%	31%	29%	26%	31%	34%	30%	25%	27%	31%	26%	31%	31%	30%	28%	37%	28%	39%	27%	29%	28%	39%	22%	23%
																	Q*		S				WX		
Low2Box - (Somewhat disagree/Very much disagree)	356	183	174	129	114	113	53	146	156	224	133	171	88	97	163	194	38	319	40	316	225	131	114	95	148
	71%	74%	69%	71%	74%	69%	66%	70%	75%	73%	69%	74%	69%	69%	70%	72%	63%	72%	61%	73%	71%	72%	61%	78%	77%
																	*	P		R				V	V

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Ethical Consumer
HI1.2. [I currently boycott certain brands of clothing because of how they treat their workers] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	42	15	27	17	15	10	12	19	10	14	28	3	21	18	23	19	6	35	8	34	27	14	26	8	8
	8%	6%	11%	9%	9%	7%	8%	8%	9%	7%	9%	13%	6%	16%	7%	10%	10%	8%	7%	9%	7%	11%	17%	4%	5%
				*					*			**		L*			*		*			*	WX		
Somewhat agree	86	37	50	23	28	35	25	33	28	35	51	3	61	23	58	29	6	81	20	66	64	22	35	27	25
	17%	15%	20%	12%	17%	24%	16%	14%	25%	18%	17%	11%	17%	20%	18%	15%	9%	18%	18%	17%	17%	17%	23%	14%	16%
				*		C			G*			**		*			*		*			*			
Somewhat disagree	150	75	75	48	53	49	55	70	24	64	86	2	120	28	89	60	13	137	28	122	110	40	42	63	45
	30%	30%	30%	25%	32%	33%	36%	30%	22%	33%	28%	6%	33%	25%	29%	32%	21%	31%	25%	31%	30%	30%	27%	32%	29%
				*			H		*			**		*			*		*			*			
Very much disagree	222	126	96	100	68	54	62	111	49	83	140	17	162	43	143	79	37	185	55	167	168	54	50	97	75
	44%	50%	39%	53%	42%	37%	40%	48%	44%	42%	46%	70%	45%	39%	46%	42%	60%	42%	50%	43%	45%	42%	33%	50%	49%
		B		E*					*			**		*			Q*		*			*		V	V
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	128	52	76	41	43	45	37	53	39	49	79	6	82	40	80	48	12	116	28	100	92	36	61	35	32
	26%	20%	31%	21%	26%	30%	24%	22%	35%	25%	26%	23%	23%	36%	26%	25%	19%	27%	25%	26%	25%	28%	40%	18%	21%
			A	*					G*			**		L*			*		*			*	WX		
Low2Box - (Somewhat disagree/Very much disagree)	372	201	171	149	120	103	117	182	73	146	226	19	281	72	233	139	50	322	84	289	278	94	93	160	120
	74%	80%	69%	79%	74%	70%	76%	78%	65%	75%	74%	77%	77%	64%	74%	75%	81%	73%	75%	74%	75%	72%	60%	82%	79%
		B		*				H	*			**	M	*			*		*			*		V	V

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	1654	744	910	580	529	544	558	706	388	691	963	516	728	411	912	742	182	1472	255	1398	1039	615	752	473	429
	21%	19%	23%	19%	20%	24%	19%	22%	23%	21%	21%	20%	21%	21%	21%	20%	25%	20%	25%	20%	21%	20%	26%	19%	16%
			A			CD		F	F								Q		S				WX	X	
Somewhat agree	3835	1916	1919	1476	1275	1085	1352	1578	886	1643	2192	1169	1694	972	2096	1739	316	3519	480	3355	2446	1389	1342	1264	1229
	48%	48%	48%	47%	49%	47%	45%	49%	52%	49%	47%	44%	50%	49%	48%	47%	44%	48%	47%	48%	49%	46%	47%	51%	46%
								F	FG				K	K				P			U			VX	
Somewhat disagree	1783	914	869	752	566	465	750	695	321	765	1019	630	703	450	933	851	154	1630	193	1590	1085	698	536	552	695
	22%	23%	22%	24%	22%	20%	25%	22%	19%	23%	22%	24%	21%	23%	22%	23%	21%	22%	19%	23%	22%	23%	19%	22%	26%
				DE			GH	H				L		L						R				V	VW
Very much disagree	728	414	314	301	220	206	334	254	115	266	461	315	278	135	389	339	72	656	87	641	419	308	227	189	312
	9%	10%	8%	10%	8%	9%	11%	8%	7%	8%	10%	12%	8%	7%	9%	9%	10%	9%	9%	9%	8%	10%	8%	8%	12%
		B					GH				I	LM										T			VW
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	5489	2660	2829	2056	1804	1629	1910	2284	1274	2335	3154	1685	2422	1382	3008	2481	498	4991	735	4754	3485	2004	2094	1737	1658
	69%	67%	71%	66%	70%	71%	64%	71%	75%	69%	68%	64%	71%	70%	69%	68%	69%	69%	72%	68%	70%	67%	73%	70%	62%
			A		C	C		F	FG				K	K					S		U		WX	X	
Low2Box - (Somewhat disagree/Very much disagree)	2511	1328	1183	1053	786	672	1084	949	436	1031	1480	945	981	585	1322	1189	225	2286	280	2231	1505	1006	763	741	1007
	31%	33%	29%	34%	30%	29%	36%	29%	25%	31%	32%	36%	29%	30%	31%	32%	31%	31%	28%	32%	30%	33%	27%	30%	38%
		B		DE			GH	H				LM								R		T		V	VW

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	1654	137	95	122	96	153	101	102	63	129	17	133	91	38	146	152	79
	21%	27%	19%	24%	19%	31%	20%	20%	13%	26%	3%	27%	18%	8%	29%	30%	16%
		BDFGHJLMP	HJM	BDHJLMP	HJM	BCDFGHIJLMP	HJMP	HJMP	JM	BDFGHJLMP		BDFGHJLMP	HJM	J	BDFGHJLMP	BDFGHJLMP	JM
Somewhat agree	3835	213	269	241	259	207	261	259	193	217	187	268	256	280	212	253	259
	48%	43%	54%	48%	52%	41%	52%	52%	39%	43%	37%	54%	51%	56%	42%	51%	52%
			AEHIJN	EHJN	AEHIJN		AEHIJN	AEHIJN		J		AEHIJN	AEHIJN	ACEHIJN	J	EHJN	AEHIJN
Somewhat disagree	1783	85	105	84	107	88	105	103	138	112	242	76	122	148	91	62	117
	22%	17%	21%	17%	21%	18%	21%	21%	28%	22%	48%	15%	24%	30%	18%	12%	23%
			KO		CEKO		KO	KO	ABCDEFGIKNO	ACEKNO	ABCDEFGHIKLMNOP		ACEKNO	ABCDEFGIKNOP	O		ACEKNO
Very much disagree	728	65	31	53	37	52	34	36	107	42	54	23	31	35	50	32	45
	9%	13%	6%	11%	7%	10%	7%	7%	21%	8%	11%	5%	6%	7%	10%	6%	9%
		BDFGIKLMOP		BFGKLM		BDFGKLM			ABCDEFGIJKLMNOP	K	BDFGKLMO				BFGKLM		K
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	5489	350	364	363	355	360	362	361	256	346	204	401	347	318	359	405	339
	69%	70%	73%	73%	71%	72%	72%	72%	51%	69%	41%	80%	69%	64%	72%	81%	68%
		HJM	HJMP	HJM	HJM	HJM	HJMP	HJMP	J	HJM		ABCDEFGHIJLMNP	HJ	HJ	HJM	ABCDEFGHIJLMNP	HJ
Low2Box - (Somewhat disagree/Very much disagree)	2511	150	136	137	145	140	138	139	244	154	296	99	153	182	141	95	161
	31%	30%	27%	27%	29%	28%	28%	28%	49%	31%	59%	20%	31%	36%	28%	19%	32%
		KO	KO	KO	KO	KO	KO	KO	ABCDEFGIKLMNOP	KO	ABCDEFGHIKLMNOP		KO	ABCDEFGIKNO	KO		BFGKO

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Ethical Consumer

HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that migh

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	1654	176	137	1192	150	677	-	-
	21%	18%	27%	24%	10%	19%	-	-
		D	ADE	ADE		D		
Somewhat agree	3835	518	213	2368	736	1650	-	-
	48%	52%	43%	47%	49%	47%	-	-
		BCE			B			
Somewhat disagree	1783	224	85	980	494	873	-	-
	22%	22%	17%	20%	33%	25%	-	-
		BC			ABCE	ABC		
Very much disagree	728	82	65	461	120	300	-	-
	9%	8%	13%	9%	8%	9%	-	-
			ACDE					
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	5489	694	350	3559	886	2327	-	-
	69%	69%	70%	71%	59%	66%	-	-
		DE	D	DE		D		
Low2Box - (Somewhat disagree/Very much disagree)	2511	306	150	1441	614	1173	-	-
	31%	31%	30%	29%	41%	34%	-	-
					ABCE	AC		

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	137	59	77	55	44	37	74	48	15	48	89	85	31	21	75	62	18	119	18	119	85	51	85	34	18
	27%	24%	30%	22%	31%	35%	27%	27%	30%	32%	25%	26%	26%	38%	32%	23%	33%	27%	34%	27%	30%	24%	31%	25%	19%
						C			*					KL	O		*		*						*
Somewhat agree	213	110	103	108	62	43	112	79	22	53	160	144	49	19	97	116	19	194	20	193	117	96	116	54	43
	43%	45%	40%	44%	43%	39%	41%	44%	44%	36%	45%	44%	42%	35%	42%	43%	36%	43%	38%	43%	41%	45%	43%	40%	45%
									*								*		*						*
Somewhat disagree	85	45	41	43	26	17	42	34	9	34	51	53	23	10	33	52	9	77	9	76	47	38	42	30	13
	17%	18%	16%	17%	18%	16%	15%	19%	19%	23%	15%	16%	19%	17%	14%	20%	17%	17%	18%	17%	17%	18%	16%	22%	14%
									*	J							*		*						*
Very much disagree	65	30	34	42	12	11	43	19	3	12	53	44	15	5	27	37	8	57	5	60	36	29	27	18	20
	13%	12%	14%	17%	8%	10%	16%	10%	7%	8%	15%	14%	13%	10%	12%	14%	14%	13%	10%	13%	13%	14%	10%	13%	21%
				D					*								*		*						V*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	350	170	180	163	106	80	187	127	36	101	249	229	80	40	172	177	37	313	38	311	202	148	201	88	61
	70%	69%	71%	66%	74%	74%	69%	71%	74%	69%	70%	70%	68%	73%	74%	66%	69%	70%	73%	70%	71%	69%	74%	65%	65%
									*								*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	150	75	75	85	37	28	85	53	13	46	104	97	38	15	60	90	16	134	14	136	83	68	69	48	33
	30%	31%	29%	34%	26%	26%	31%	29%	26%	31%	30%	30%	32%	27%	26%	34%	31%	30%	27%	30%	29%	31%	26%	35%	35%
									*								*		*						*

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	95	37	58	38	33	25	22	54	19	35	60	31	50	14	49	47	10	85	14	81	55	41	66	30	42	24	10	10	9	50	22	2
	19%	15%	23%	19%	19%	19%	22%	19%	16%	16%	22%	24%	17%	19%	18%	20%	19%	19%	21%	19%	17%	22%	19%	18%	25%	16%	12%	18%	22%	25%	17%	14
			A								I	L					*		*						YZ			*	*	e		
Somewhat agree	269	133	136	101	94	73	45	156	67	121	147	67	162	39	142	127	30	239	36	232	182	86	181	88	80	85	48	33	22	97	69	10
	54%	54%	54%	52%	55%	55%	45%	57%	55%	55%	53%	51%	55%	53%	54%	54%	56%	53%	55%	54%	57%	47%	54%	53%	48%	55%	57%	59%	54%	49%	55%	58
								F									*		*		U							*	*			c
Somewhat disagree	105	60	45	46	32	27	23	54	28	52	53	22	66	17	56	49	12	93	12	93	63	42	71	34	37	31	21	10	6	39	30	3
	21%	24%	18%	23%	19%	21%	23%	20%	23%	23%	19%	17%	22%	23%	21%	21%	22%	21%	18%	21%	20%	23%	21%	21%	22%	21%	25%	17%	15%	20%	24%	20
		B															*		*									*	*			
Very much disagree	31	18	13	11	13	7	10	12	8	14	17	11	16	4	19	12	1	30	4	28	17	14	19	12	7	13	5	3	3	13	4	1
	6%	7%	5%	6%	7%	5%	10%	4%	7%	6%	6%	8%	5%	6%	7%	5%	2%	7%	5%	6%	5%	7%	6%	7%	4%	8%	6%	5%	8%	7%	4%	8
							G										*		*									*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Agree very much/Somewhat agree)	364	170	194	140	127	98	67	210	87	156	208	98	213	53	191	173	40	324	50	314	237	127	247	117	122	109	59	43	31	147	90	12
	73%	69%	77%	71%	74%	74%	67%	76%	70%	70%	75%	75%	72%	72%	72%	74%	75%	72%	76%	72%	75%	70%	73%	72%	74%	71%	69%	78%	77%	74%	73%	72
			A					F									*		*									*	*			
Low2Box - (Somewhat disagree/Very much disagree)	136	78	58	57	45	34	33	66	36	66	70	33	82	21	74	62	13	123	16	120	81	55	89	47	44	44	26	13	9	53	34	4
	27%	31%	23%	29%	26%	26%	33%	24%	30%	30%	25%	25%	28%	28%	28%	26%	25%	28%	24%	28%	25%	30%	27%	28%	26%	29%	31%	22%	23%	26%	27%	28
		B					G										*		*									*	*			

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	122	56	65	39	36	46	42	54	26	41	81	43	44	35	68	53	8	114	12	110	59	62	46	43	33	68	53	33	29	6(
	24%	22%	26%	21%	23%	30%	22%	27%	24%	23%	25%	25%	24%	25%	23%	26%	30%	24%	29%	24%	21%	28%	19%	36%	23%	28%	21%	33%	20%	23
																	**		*					VX				b*		
Somewhat agree	241	126	116	90	81	70	95	96	50	76	165	85	85	71	152	90	16	225	23	219	149	93	122	52	67	113	129	45	83	11
	48%	50%	47%	49%	51%	44%	50%	48%	46%	44%	51%	50%	46%	50%	52%	43%	59%	48%	56%	48%	54%	42%	51%	44%	47%	46%	51%	44%	57%	45
																	**		*		U							*	ac	
Somewhat disagree	84	42	42	38	24	22	30	32	22	32	52	22	41	20	46	38	2	82	5	79	47	37	43	16	25	42	42	13	23	4
	17%	17%	17%	21%	15%	14%	16%	16%	20%	18%	16%	13%	22%	14%	16%	18%	7%	17%	12%	17%	17%	17%	18%	13%	18%	17%	17%	12%	16%	19
													K				**		*									*		
Very much disagree	53	28	26	17	17	19	24	18	11	26	27	22	15	15	27	26	1	52	1	52	23	31	26	9	18	25	29	10	10	3
	11%	11%	10%	9%	11%	12%	13%	9%	10%	15%	8%	13%	8%	11%	9%	13%	4%	11%	2%	11%	8%	14%	11%	7%	12%	10%	11%	10%	7%	13
										J							**		*			T						*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Agree very much/Somewhat agree)	363	182	181	129	117	116	137	150	76	117	246	128	129	106	220	143	24	339	34	329	208	155	168	95	100	181	182	78	111	17
	73%	72%	73%	70%	74%	74%	72%	75%	70%	67%	76%	74%	69%	75%	75%	69%	89%	72%	86%	71%	75%	70%	71%	79%	70%	73%	72%	78%	78%	68
											I						**		*									*	c	
Low2Box - (Somewhat disagree/Very much disagree)	137	70	67	55	41	41	54	50	33	57	80	44	57	36	73	64	3	134	6	131	70	67	69	25	43	66	70	23	32	8
	27%	28%	27%	30%	26%	26%	28%	25%	30%	33%	24%	26%	31%	25%	25%	31%	11%	28%	14%	29%	25%	30%	29%	21%	30%	27%	28%	22%	22%	32
										J							**		*									*		b

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
Agree very much	96	46	50	37	30	29	23	37	37	43	53	30	49	18	48	49	7	89	11	85	56	40	6	5	9	15	-	34	27	40	26	3
	19%	19%	20%	21%	18%	19%	21%	19%	18%	19%	20%	16%	22%	20%	19%	19%	16% *	20%	19%	19%	18%	21%	18% *	16% *	17% *	23%	-	19%	20%	24% e	18%	16
Somewhat agree	259	121	138	91	89	78	46	102	111	124	135	101	110	48	126	133	24	235	30	229	167	92	16	16	29	36	-	91	71	81	78	10
	52%	49%	55%	51%	53%	51%	43%	53% F	56% F	53%	51%	54%	49%	53%	50%	53%	52% *	52%	51%	52%	54%	49%	47% *	51% *	53% *	53%	-	51%	52%	50%	55%	51
Somewhat disagree	107	54	53	36	38	34	29	37	41	51	57	38	51	18	60	47	11	97	14	94	70	38	11	7	11	14	-	37	28	31	30	4
	21%	22%	21%	20%	22%	22%	26%	20%	21%	22%	21%	20%	23%	20%	24%	19%	23% *	21%	24%	21%	22%	20%	32% *	21% *	21% *	20%	-	21%	21%	19%	21%	24
Very much disagree	37	26	12	13	11	13	11	15	11	16	22	18	13	6	16	21	4	33	3	34	19	18	1	4	5	2	-	15	10	10	8	1
	7%	10% B	5%	7%	7%	9%	10% H	8%	5%	7%	8%	9%	6%	7%	6%	9%	9% *	7%	5%	8%	6%	10% T	4% *	12% Y*	8% *	4%	-	9%	8%	6%	6%	9
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10
Summary																																
Top2Box - (Agree very much/Somewhat agree)	355	167	188	128	119	108	69	138	148	167	188	130	159	66	173	182	31	324	41	314	223	132	22	21	38	52	-	126	97	121	104	13
	71%	68%	74% A	72%	71%	69%	63%	72% F	74% F	72%	71%	70%	71%	73%	69%	73%	68% *	71%	71%	71%	72%	70%	65% *	67% *	70% *	76%	-	71%	72%	75% e	73%	67
Low2Box - (Somewhat disagree/Very much disagree)	145	80	65	49	49	47	40	53	52	66	79	56	65	25	76	68	15	130	17	128	89	56	12	10	16	16	-	52	38	41	38	6
	29%	32% B	26%	28%	29%	31%	37% GH	28%	26%	28%	29%	30%	29%	27%	31%	27%	32% *	29%	29%	29%	28%	30%	35% *	33% *	30% *	24%	-	29%	28%	25%	27%	33 c

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	153	75	78	47	37	69	35	80	38	58	95	56	61	35	94	59	5	147	14	139	88	65	36	49	67
	31%	30%	31%	25%	26%	41%	26%	32%	33%	34%	29%	34%	29%	28%	31%	30%	29%	31%	41%	30%	29%	33%	31%	31%	30%
						CD											*		*						
Somewhat agree	207	108	100	84	61	62	55	104	48	75	132	68	84	56	129	78	8	199	14	193	129	79	47	66	94
	41%	44%	39%	44%	44%	37%	41%	41%	42%	45%	40%	40%	40%	45%	42%	40%	45%	41%	41%	41%	43%	40%	40%	42%	42%
																	*		*						
Somewhat disagree	88	38	49	36	26	26	27	44	17	23	64	25	41	21	49	39	2	85	4	84	53	34	21	29	37
	18%	16%	19%	19%	19%	15%	20%	17%	15%	14%	19%	15%	20%	17%	16%	20%	12%	18%	10%	18%	18%	17%	18%	18%	17%
											I						*		*						
Very much disagree	52	26	26	24	16	13	17	24	11	12	40	18	22	12	34	18	3	50	2	50	33	19	13	13	26
	10%	11%	10%	12%	11%	8%	13%	10%	10%	7%	12%	11%	11%	9%	11%	9%	14%	10%	7%	11%	11%	10%	11%	8%	12%
				E							I						*		*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	360	182	178	131	98	131	89	185	86	133	227	124	145	91	223	138	14	346	28	332	217	144	83	116	162
	72%	74%	70%	69%	70%	77%	67%	73%	75%	79%	69%	74%	70%	73%	73%	71%	74%	72%	82%	71%	72%	73%	71%	73%	72%
						CD				J							*		*						
Low2Box - (Somewhat disagree/Very much disagree)	140	65	75	60	42	38	43	68	28	36	104	44	63	33	83	57	5	135	6	134	86	54	35	42	63
	28%	26%	30%	31%	30%	23%	33%	27%	25%	21%	31%	26%	30%	27%	27%	29%	26%	28%	18%	29%	28%	27%	29%	27%	28%
				E	E						I						*		*						

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	101	42	59	33	37	32	31	32	38	37	64	21	59	21	67	34	14	87	27	75	69	32	36	31	35
	20%	17%	24%	19%	19%	23%	17%	20%	25%	20%	20%	19%	21%	21%	20%	20%	33%	19%	30%	18%	21%	18%	28%	19%	17%
			A						F								Q*		S				WX		
Somewhat agree	261	129	131	91	102	68	90	89	82	101	160	53	147	60	165	95	18	242	40	221	170	90	63	97	100
	52%	51%	53%	53%	53%	49%	49%	55%	54%	55%	51%	47%	52%	60%	50%	56%	42%	53%	45%	54%	52%	52%	49%	60%	48%
														K			*			R				VX	
Somewhat disagree	105	59	45	39	38	27	45	34	25	35	69	27	60	17	73	32	7	97	16	89	62	43	23	27	55
	21%	23%	18%	23%	20%	20%	25%	21%	16%	19%	22%	24%	21%	17%	22%	19%	17%	21%	17%	22%	19%	25%	18%	16%	26%
		B					H										*					T			VW
Very much disagree	34	22	12	9	14	11	19	7	8	11	23	12	19	3	26	7	3	31	7	27	24	9	7	8	19
	7%	9%	5%	5%	7%	8%	10%	4%	5%	6%	7%	11%	7%	3%	8%	4%	7%	7%	8%	7%	7%	5%	6%	5%	9%
		B					GH					M	M		O		*								W
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	362	172	190	124	138	99	121	121	120	137	224	74	206	81	232	130	33	329	67	295	239	122	99	128	135
	72%	68%	77%	72%	73%	72%	65%	74%	79%	75%	71%	65%	72%	80%	70%	77%	76%	72%	75%	72%	74%	70%	77%	79%	65%
			A					F	F					KL		N	*						X	X	
Low2Box - (Somewhat disagree/Very much disagree)	138	81	57	48	52	38	64	41	32	46	92	39	79	20	99	39	11	128	23	116	86	52	30	34	74
	28%	32%	23%	28%	27%	28%	35%	26%	21%	25%	29%	35%	28%	20%	30%	23%	24%	28%	25%	28%	26%	30%	23%	21%	35%
		B					GH					M	M		O		*								VW

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	63	25	38	20	16	27	29	31	1	22	41	13	43	7	30	33	3	60	3	60	29	35	24	27	13
	13%	10%	15%	10%	12%	17%	15%	14%	7%	12%	13%	10%	15%	9%	11%	14%	8%	13%	8%	13%	10%	16%	13%	12%	13%
									**					*			*		*						*
Somewhat agree	193	95	98	75	51	67	75	90	8	72	121	42	118	32	107	85	17	175	23	169	112	80	66	88	39
	39%	39%	38%	37%	37%	42%	39%	39%	55%	40%	38%	33%	40%	42%	41%	36%	46%	38%	65%	36%	40%	36%	36%	40%	40%
									**					*			*		S*						*
Somewhat disagree	138	66	72	61	40	37	52	66	3	49	89	37	77	24	70	68	11	127	6	131	71	67	58	61	18
	28%	27%	28%	30%	29%	23%	27%	29%	20%	27%	28%	28%	26%	32%	27%	28%	29%	27%	18%	28%	25%	30%	31%	28%	19%
									**					*			*		*				X		*
Very much disagree	107	59	48	46	30	30	37	41	3	37	70	37	57	13	55	52	6	100	4	103	67	39	36	44	26
	21%	24%	19%	23%	22%	19%	19%	18%	18%	21%	22%	28%	19%	17%	21%	22%	17%	22%	10%	22%	24%	18%	20%	20%	27%
									**			LM		*			*		*						*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	256	119	136	95	67	94	104	121	9	94	162	56	161	39	137	119	20	235	26	229	141	115	89	115	51
	51%	49%	53%	47%	49%	58%	54%	53%	63%	52%	50%	43%	55%	51%	52%	50%	54%	51%	72%	49%	50%	52%	49%	52%	53%
						C			**				K	*			*		S*						*
Low2Box - (Somewhat disagree/Very much disagree)	244	125	120	107	70	67	89	107	6	86	159	74	133	37	124	120	17	227	10	234	139	106	94	105	45
	49%	51%	47%	53%	51%	42%	46%	47%	37%	48%	50%	57%	45%	49%	48%	50%	46%	49%	28%	51%	50%	48%	51%	48%	47%
				E					**			L		*			*		*	R					*

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HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	129	61	68	35	52	41	38	61	30	55	73	59	55	15	72	57	13	116	16	112	77	52	77	25	27
	26%	24%	27%	20%	27%	32%	23%	28%	26%	26%	26%	24%	28%	25%	29%	23%	29%	25%	25%	26%	27%	23%	28%	22%	25%
					C	C											*								
Somewhat agree	217	114	103	79	82	57	59	100	59	98	119	99	88	30	101	116	15	202	31	187	120	97	128	53	37
	43%	46%	41%	44%	43%	44%	35%	46%	51%	45%	42%	41%	45%	51%	40%	47%	35%	44%	47%	43%	43%	44%	46%	47%	34%
								F	F					K			*						X	X	
Somewhat disagree	112	53	58	45	42	25	45	47	20	45	66	60	41	10	57	55	13	99	15	97	64	48	53	29	30
	22%	21%	23%	25%	22%	19%	27%	21%	17%	21%	23%	25%	21%	18%	22%	22%	30%	22%	23%	22%	23%	22%	19%	25%	28%
							H										*								V
Very much disagree	42	22	20	21	15	6	24	11	7	17	25	25	14	3	22	20	2	40	4	39	19	23	21	6	15
	8%	9%	8%	12%	8%	5%	15%	5%	6%	8%	9%	10%	7%	5%	9%	8%	5%	9%	6%	9%	7%	11%	8%	6%	14%
				E			GH										*					T			VW
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	346	175	171	114	134	98	97	160	89	153	193	158	143	44	173	173	28	318	47	299	197	149	204	78	64
	69%	70%	69%	63%	70%	76%	58%	73%	77%	71%	68%	65%	72%	77%	69%	70%	65%	70%	72%	69%	70%	68%	73%	69%	59%
						C		F	F				K	K			*						X	X	
Low2Box - (Somewhat disagree/Very much disagree)	154	75	79	67	56	31	69	58	26	62	92	85	55	14	79	76	15	139	19	135	83	71	74	35	45
	31%	30%	31%	37%	30%	24%	42%	27%	23%	29%	32%	35%	28%	23%	31%	30%	35%	30%	28%	31%	30%	32%	27%	31%	41%
				E			GH					LM					*								VW

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	17	11	6	9	5	2	10	4	2	6	11	12	2	3	9	8	*	16	1	16	10	7	5	6	6
	3%	4%	2%	5%	3%	2%	3%	3%	11% FG*	2%	5%	4%	2%	3%	4%	3%	2% *	3%	3% *	3%	3%	4%	13% WX*	4%	2%
Somewhat agree	187	92	95	63	61	63	125	56	6	108	80	101	43	43	84	103	9	178	16	171	119	68	14	64	110
	37%	37%	38%	34%	38%	41%	37%	40%	28% *	39%	35%	34%	48% KM	38%	38%	37%	43% *	37%	38% *	37%	37%	38%	32% *	45% X	35%
Somewhat disagree	242	122	120	90	74	78	167	66	10	137	105	145	36	60	105	137	10	232	21	221	160	82	20	61	160
	48%	49%	48%	48%	46%	50%	50%	46%	43% *	50%	47%	49% L	40%	52% L	48%	49%	45% *	49%	49% *	48%	50%	46%	48% *	43%	51%
Very much disagree	54	26	29	24	19	11	35	15	4	24	30	37	9	8	22	32	2	52	4	50	32	22	3	10	41
	11%	10%	11%	13%	12% E	7%	10%	11%	18% *	9%	13%	12% M	10%	7%	10%	12%	9% *	11%	10% *	11%	10%	12%	7% *	7%	13% W
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	204	103	101	72	66	66	135	61	9	114	90	113	45	46	93	111	10	194	18	186	129	75	19	69	116
	41%	41%	40%	39%	42%	42%	40%	43%	39% *	41%	40%	38%	50% KM	40%	42%	40%	45% *	41%	41% *	41%	40%	42%	45% *	49% X	37%
Low2Box - (Somewhat disagree/Very much disagree)	296	148	148	113	93	89	201	81	14	160	136	182	45	69	126	170	12	284	25	271	192	104	23	71	201
	59%	59%	60%	61%	58%	58%	60%	57%	61% *	59%	60%	62% L	50%	60% L	58%	60%	55% *	59%	59% *	59%	60%	58%	55% *	51%	63% W

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	91	44	47	35	29	27	68	22	1	48	44	16	62	13	38	54	8	83	13	79	61	30	47	38	7
	18%	18%	19%	16%	20%	19%	17%	23%	16%	21%	16%	16%	19%	19%	18%	19%	21%	18%	23%	18%	22%	14%	20%	22%	7%
								*	**			*		*			*		*		U		X	X	*
Somewhat agree	256	120	136	110	68	78	209	45	1	117	139	50	169	37	104	152	12	244	19	237	135	121	121	82	53
	51%	48%	54%	51%	48%	54%	52%	47%	37%	52%	50%	48%	52%	54%	49%	53%	32%	53%	35%	53%	48%	56%	52%	48%	54%
								*	**			*		*			*	P	*	R					*
Somewhat disagree	122	66	56	56	37	29	102	19	1	45	76	28	79	15	55	67	12	109	18	104	69	53	53	43	26
	24%	26%	22%	26%	26%	20%	26%	20%	21%	20%	28%	27%	24%	21%	26%	23%	33%	24%	33%	23%	24%	24%	23%	25%	27%
								*	**			*		*			*		*						*
Very much disagree	31	18	13	14	7	10	20	10	1	14	17	10	17	4	15	16	5	26	5	26	18	12	12	7	12
	6%	7%	5%	6%	5%	7%	5%	10%	26%	6%	6%	9%	5%	6%	7%	6%	14%	6%	9%	6%	7%	6%	5%	4%	12%
								*	**			*		*			Q*		*						VW*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	347	164	183	145	97	106	278	68	2	164	183	66	230	51	141	206	20	327	32	315	195	152	168	120	60
	69%	66%	73%	67%	69%	73%	69%	70%	53%	73%	66%	64%	71%	73%	67%	71%	53%	71%	58%	71%	69%	70%	72%	71%	61%
								*	**			*		*			*	P	*						*
Low2Box - (Somewhat disagree/Very much disagree)	153	84	69	70	44	39	123	28	2	59	93	38	96	19	70	83	18	135	23	130	87	66	66	49	38
	31%	34%	27%	33%	31%	27%	31%	30%	47%	27%	34%	36%	29%	27%	33%	29%	47%	29%	42%	29%	31%	30%	28%	29%	39%
								*	**			*		*			Q*		*						*

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	38	19	18	15	15	8	3	10	24	22	16	-	11	26	24	13	5	32	11	26	27	11	18	16	4
	8%	8%	7%	7%	8%	8%	3%	5%	11%	8%	7%	-	8%	8%	9%	6%	7%	8%	12%	6%	7%	8%	11%	7%	4%
							*		FG			**					*		S*						
Somewhat agree	280	146	135	107	110	63	50	104	126	152	129	11	81	188	147	134	35	245	46	235	195	85	94	142	44
	56%	58%	54%	51%	58%	62%	56%	54%	58%	56%	56%	66%	57%	55%	56%	56%	48%	57%	50%	57%	55%	60%	59%	60%	44%
							*					**					*		*				X	X	
Somewhat disagree	148	69	79	71	51	26	27	63	58	84	64	2	37	108	79	69	22	125	23	125	112	36	41	66	41
	30%	27%	32%	34%	27%	25%	29%	33%	27%	31%	28%	14%	26%	32%	30%	29%	31%	29%	25%	31%	31%	25%	25%	28%	40%
							*					**					*		*						VW
Very much disagree	35	18	16	18	12	4	11	16	8	15	20	3	12	19	13	22	10	25	11	23	24	11	8	15	12
	7%	7%	7%	8%	7%	4%	12%	8%	4%	6%	9%	19%	8%	6%	5%	9%	14%	6%	12%	6%	7%	7%	5%	6%	12%
							H*					**					Q*		S*						V
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	318	165	153	122	125	71	53	114	151	174	144	11	93	214	171	147	40	278	57	261	222	96	112	158	49
	64%	65%	62%	58%	66%	70%	59%	59%	70%	64%	63%	66%	66%	63%	65%	62%	56%	65%	62%	64%	62%	67%	70%	66%	48%
						C	*		G			**					*		*				X	X	
Low2Box - (Somewhat disagree/Very much disagree)	182	87	95	89	63	30	37	79	66	99	84	6	49	128	92	90	32	150	34	148	136	46	49	81	53
	36%	35%	38%	42%	34%	30%	41%	41%	30%	36%	37%	34%	34%	37%	35%	38%	44%	35%	38%	36%	38%	33%	30%	34%	52%
				E			*	H				**					*		*						VW

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	146	66	80	67	49	31	84	54	8	63	83	69	39	37	65	82	14	133	16	130	82	65	91	40	15
	29%	26%	32%	33%	28%	25%	25%	38%	28%	31%	28%	28%	34%	27%	28%	31%	34%	29%	33%	29%	32%	26%	33%	27%	21%
								F	*				*				*		*		U		X		
Somewhat agree	212	105	107	87	75	50	140	56	16	90	122	93	54	65	100	112	14	199	21	191	105	107	121	69	22
	42%	42%	43%	42%	43%	41%	42%	40%	58%	44%	41%	38%	47%	47%	43%	42%	34%	43%	42%	43%	42%	43%	43%	47%	31%
									FG*				*	K			*		*				X	X	
Somewhat disagree	91	52	39	37	31	23	69	18	3	33	58	58	10	24	42	49	8	83	7	84	42	49	42	25	24
	18%	21%	16%	18%	18%	19%	21%	13%	12%	16%	20%	23%	8%	17%	18%	18%	20%	18%	15%	19%	17%	20%	15%	17%	33%
							G		*			L	*	L			*		*						VW
Very much disagree	50	29	22	15	18	18	38	12	*	19	32	29	11	11	27	23	5	45	5	45	23	27	26	12	11
	10%	11%	9%	7%	10%	15%	11%	8%	1%	9%	11%	11%	10%	8%	12%	9%	13%	10%	10%	10%	9%	11%	9%	8%	16%
						C	H		*				*				*		*						VW
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	359	172	187	154	124	81	225	110	24	154	205	163	94	102	164	194	27	331	37	321	187	172	213	109	37
	72%	68%	75%	75%	72%	66%	68%	78%	86%	75%	70%	65%	82%	75%	70%	73%	68%	72%	75%	71%	74%	69%	76%	74%	51%
			A	E				F	F*				K*	K			*		*				X	X	
Low2Box - (Somewhat disagree/Very much disagree)	141	80	61	51	49	41	108	30	4	52	90	86	21	34	69	72	13	128	12	129	65	76	68	38	36
	28%	32%	25%	25%	28%	34%	32%	22%	14%	25%	30%	35%	18%	25%	30%	27%	32%	28%	25%	29%	26%	31%	24%	26%	49%
		B				C	GH		*			LM	*				*		*						VW

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	152	73	79	32	54	66	34	62	56	69	83	25	80	47	110	42	34	118	35	116	127	25	51	48	53
	30%	29%	32%	17%	35%	41%	20%	29%	46%	44%	24%	24%	30%	35%	30%	32%	59%	27%	43%	28%	35%	19%	30%	32%	30%
				*	C*	C*	*		F*	J*			*	K		*	**		*		U	*	*	*	*
Somewhat agree	253	132	121	105	81	67	84	112	57	71	183	52	139	63	186	67	12	241	33	220	186	67	87	81	85
	51%	52%	49%	57%	53%	41%	51%	53%	46%	45%	53%	49%	53%	47%	50%	51%	21%	54%	40%	53%	51%	49%	50%	55%	48%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Somewhat disagree	62	24	39	39	14	9	36	22	4	7	56	16	28	18	46	16	7	55	5	57	32	31	21	12	30
	12%	9%	16%	21%	9%	6%	22%	10%	3%	4%	16%	15%	11%	14%	13%	12%	13%	12%	7%	14%	9%	23%	12%	8%	17%
				E*	*	*	GH*		*	*	I		*			*	**		*			T*	*	*	*
Very much disagree	32	25	7	9	4	20	12	15	6	9	23	12	16	5	27	6	3	29	9	23	20	13	14	8	10
	6%	10%	3%	5%	3%	12%	7%	7%	5%	6%	7%	11%	6%	4%	7%	4%	6%	7%	11%	6%	5%	9%	8%	5%	6%
		B		*	*	D*	*		*	*		M	*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	405	204	201	137	135	132	118	174	112	140	265	77	219	109	296	109	46	360	68	337	313	92	138	129	138
	81%	81%	81%	74%	88%	82%	71%	82%	92%	90%	77%	73%	83%	83%	80%	83%	81%	81%	82%	81%	86%	68%	80%	87%	78%
				*	C*	*	*		F*	J*			K*	K		*	**		*		U	*	*	*	*
Low2Box - (Somewhat disagree/Very much disagree)	95	49	46	48	18	29	48	37	10	16	79	28	44	23	73	22	11	84	15	80	51	44	35	20	40
	19%	19%	19%	26%	12%	18%	29%	18%	8%	10%	23%	27%	17%	17%	20%	17%	19%	19%	18%	19%	14%	32%	20%	13%	22%
				D*	*	*	H*		*	*	I	LM	*			*	**		*			T*	*	*	*

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Ethical Consumer
HI1.3. [I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	102	41	60	32	36	34	15	60	26	44	57	19	32	50	58	43	15	86	22	79	69	33	55	23	23
	20%	17%	24%	17%	22%	22%	18%	20%	22%	21%	20%	15%	19%	25%	20%	21%	31%	19%	31%	19%	20%	22%	30%	19%	12%
			A											KL			Q		S				WX	X	
Somewhat agree	259	122	137	96	83	79	40	159	60	109	150	68	92	98	157	102	23	236	36	223	188	71	90	67	102
	52%	50%	54%	52%	52%	51%	48%	53%	51%	52%	52%	52%	54%	50%	53%	50%	46%	52%	49%	52%	54%	47%	49%	55%	53%
																					U				
Somewhat disagree	103	59	44	42	31	30	18	62	23	43	61	32	35	36	59	44	7	96	10	93	66	37	28	25	50
	21%	24%	17%	23%	19%	19%	22%	21%	19%	20%	21%	24%	20%	18%	20%	22%	15%	21%	13%	22%	19%	24%	15%	20%	26%
		B																		R					V
Very much disagree	36	24	12	14	9	12	10	18	8	13	23	13	11	13	22	14	4	32	5	31	25	11	11	6	19
	7%	10%	5%	8%	6%	8%	12%	6%	7%	6%	8%	9%	6%	7%	7%	7%	9%	7%	6%	7%	7%	8%	6%	5%	10%
		B					G																		
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	361	163	198	128	119	113	55	219	86	153	208	88	124	148	215	145	38	322	58	302	257	104	145	90	126
	72%	66%	78%	69%	75%	73%	66%	73%	74%	73%	71%	66%	73%	75%	73%	71%	77%	72%	80%	71%	74%	68%	79%	74%	65%
			A											K					S				X	X	
Low2Box - (Somewhat disagree/Very much disagree)	139	83	56	57	40	42	28	80	31	56	83	45	45	49	81	58	12	128	14	125	91	48	40	31	69
	28%	34%	22%	31%	25%	27%	34%	27%	26%	27%	29%	34%	27%	25%	27%	29%	23%	28%	20%	29%	26%	32%	21%	26%	35%
		B										M								R					VW

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	79	28	51	37	19	23	9	36	34	47	32	30	22	27	34	45	12	68	12	67	54	26	44	19	17
	16%	11%	20%	20%	12%	14%	12%	17%	16%	15%	17%	13%	18%	19%	15%	17%	19%	15%	19%	15%	17%	14%	23%	16%	9%
			A	D										K			*						WX	X	
Somewhat agree	259	124	135	94	80	85	43	110	106	164	96	125	62	73	116	144	31	229	33	226	164	95	100	60	100
	52%	50%	54%	52%	52%	52%	54%	53%	51%	53%	49%	54%	49%	52%	50%	54%	51%	52%	50%	52%	52%	52%	53%	49%	52%
																	*								
Somewhat disagree	117	66	51	39	40	38	15	55	47	71	45	56	31	30	58	58	9	107	12	105	72	45	33	31	53
	23%	27%	20%	21%	26%	23%	18%	26%	22%	23%	23%	24%	24%	21%	25%	22%	16%	24%	18%	24%	23%	24%	17%	26%	28%
		B															*							V	V
Very much disagree	45	29	16	12	15	18	14	9	22	24	20	22	12	11	24	20	8	36	9	36	27	17	12	11	22
	9%	12%	6%	6%	10%	11%	17%	4%	11%	8%	10%	9%	10%	8%	11%	8%	14%	8%	13%	8%	9%	9%	6%	9%	11%
		B					G		G								*								V
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	339	152	186	131	99	108	53	146	140	211	128	155	84	100	150	189	42	297	46	293	218	121	144	79	117
	68%	62%	74%	72%	64%	66%	65%	70%	67%	69%	66%	67%	66%	71%	64%	71%	70%	67%	69%	68%	69%	66%	76%	65%	61%
			A														*						WX		
Low2Box - (Somewhat disagree/Very much disagree)	161	95	66	51	55	55	28	64	69	96	66	78	43	41	83	79	18	143	21	141	99	62	45	42	74
	32%	38%	26%	28%	36%	34%	35%	30%	33%	31%	34%	33%	34%	29%	36%	29%	30%	33%	31%	32%	31%	34%	24%	35%	39%
		B															*							V	V

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	133	59	74	49	39	46	40	61	33	54	80	5	88	41	72	61	15	118	28	105	94	40	61	43	30
	27%	23%	30%	26%	24%	31%	26%	26%	29%	28%	26%	18%	24%	36%	23%	33%	24%	27%	25%	27%	25%	30%	40%	22%	19%
				*					*			**		L*			*		*			*	WX		
Somewhat agree	268	140	128	94	93	81	82	120	65	113	155	9	209	50	182	85	32	235	59	209	207	60	72	112	83
	54%	55%	52%	50%	57%	55%	53%	51%	58%	58%	51%	37%	58%	44%	58%	46%	52%	54%	52%	54%	56%	46%	47%	58%	55%
				*					*			**	M	*	O		*		*			*			
Somewhat disagree	76	39	36	34	24	18	24	42	10	25	51	8	48	20	45	31	10	66	16	60	56	19	19	31	25
	15%	16%	15%	18%	15%	12%	15%	18%	9%	13%	17%	32%	13%	18%	14%	16%	16%	15%	14%	15%	15%	15%	12%	16%	17%
				*					*			**		*			*		*			*			
Very much disagree	23	14	9	13	7	3	8	11	4	3	20	3	18	2	13	10	5	18	9	14	12	11	1	8	14
	5%	6%	4%	7%	4%	2%	5%	5%	3%	2%	7%	13%	5%	2%	4%	5%	8%	4%	8%	4%	3%	8%	1%	4%	9%
				*					*		I	**		*			*		*			*			V
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	401	199	202	142	132	127	122	181	98	167	234	14	297	90	255	146	47	354	87	314	301	100	133	155	113
	80%	79%	82%	75%	81%	86%	79%	77%	88%	86%	77%	56%	82%	81%	81%	78%	76%	81%	78%	81%	81%	77%	87%	80%	74%
				*		C			*	J		**		*			*		*			*	X		
Low2Box - (Somewhat disagree/Very much disagree)	99	54	45	47	31	21	32	53	14	28	71	11	66	22	58	41	15	84	25	74	69	30	20	39	39
	20%	21%	18%	25%	19%	14%	21%	23%	12%	14%	23%	44%	18%	19%	19%	22%	24%	19%	22%	19%	19%	23%	13%	20%	26%
				E*					*		I	**		*			*		*			*			V

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	732	347	385	273	232	228	299	298	123	307	425	294	307	131	400	332	74	659	101	631	450	282	326	215	191
	9%	9%	10%	9%	9%	10%	10%	9%	7%	9%	9%	11%	9%	7%	9%	9%	10%	9%	10%	9%	9%	9%	11%	9%	7%
							H	H				LM	M										WX	X	
Somewhat agree	2360	1202	1158	915	758	687	905	933	504	1033	1326	798	955	607	1268	1092	211	2149	302	2058	1469	891	884	721	755
	29%	30%	29%	29%	29%	30%	30%	29%	29%	31%	29%	30%	28%	31%	29%	30%	29%	30%	30%	29%	29%	30%	31%	29%	28%
										J		L		L									X		
Somewhat disagree	2904	1380	1524	1152	969	782	1068	1176	642	1216	1688	863	1285	755	1542	1361	242	2662	351	2553	1867	1037	915	946	1042
	36%	35%	38%	37%	37%	34%	36%	36%	38%	36%	36%	33%	38%	38%	36%	37%	33%	37%	35%	37%	37%	34%	32%	38%	39%
			A	E	E								K	K							U			V	V
Very much disagree	2005	1060	945	770	631	604	722	826	442	810	1195	675	856	474	1119	885	197	1807	261	1744	1205	800	732	596	677
	25%	27%	24%	25%	24%	26%	24%	26%	26%	24%	26%	26%	25%	24%	26%	24%	27%	25%	26%	25%	24%	27%	26%	24%	25%
		B																				T			
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	3092	1548	1544	1188	990	914	1204	1232	627	1340	1752	1092	1262	738	1668	1423	285	2807	403	2688	1919	1173	1210	936	946
	39%	39%	38%	38%	38%	40%	40%	38%	37%	40%	38%	42%	37%	38%	39%	39%	39%	39%	40%	38%	38%	39%	42%	38%	36%
							H			J		LM											WX		
Low2Box - (Somewhat disagree/Very much disagree)	4908	2440	2468	1922	1600	1386	1790	2001	1083	2025	2883	1538	2141	1229	2662	2247	439	4469	612	4296	3071	1837	1647	1542	1719
	61%	61%	62%	62%	62%	60%	60%	62%	63%	60%	62%	58%	63%	62%	61%	61%	61%	61%	60%	62%	62%	61%	58%	62%	64%
									F		I		K	K										V	V

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	732	88	38	46	37	47	30	28	119	64	14	15	41	18	74	38	38
	9%	18%	8%	9%	7%	9%	6%	6%	24%	13%	3%	3%	8%	4%	15%	8%	8%
		BCDEFGIJKLMOP	JKM	FGJKM	JKM	FGJKM	JKM	JK	ABCDEFGIJKLMNOP	BCDEFGJKLMOP			JKM		BCDEFGJKLMOP	JKM	JKM
Somewhat agree	2360	167	153	133	150	109	140	120	147	146	197	78	187	194	128	159	152
	29%	33%	31%	27%	30%	22%	28%	24%	29%	29%	39%	16%	37%	39%	26%	32%	30%
		CEGKN	EGKN	EK	EGKN	K	EGK	K	EGK	EGK	ABCDEFGHIKNOP		BCDEFGHIKNP	BCDEFGHIKNP	K	EGK	EGKN
Somewhat disagree	2904	115	200	180	191	166	204	229	123	141	249	225	184	187	147	183	179
	36%	23%	40%	36%	38%	33%	41%	46%	25%	28%	50%	45%	37%	37%	29%	37%	36%
			AEHIN	AHIN	AEHIN	AHI	AEHINP	ABCDEFHILMNOP			ABCDEFHILMNOP	ACDEHILMNOP	AHIN	AHIN	A	AHIN	AHIN
Very much disagree	2005	130	109	141	122	179	125	124	111	149	40	181	88	102	152	121	131
	25%	26%	22%	28%	24%	36%	25%	25%	22%	30%	8%	36%	18%	20%	30%	24%	26%
		JLM	J	BHJLM	JL	ABCDFGHIJLMNOP	JLM	JL	J	BDFGHJLM		ABCDFGHIJLMOP	J	J	BDFGHJLM	J	BJLM
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	3092	255	191	179	187	156	171	147	266	210	211	93	228	211	201	196	190
	39%	51%	38%	36%	37%	31%	34%	29%	53%	42%	42%	19%	46%	42%	40%	39%	38%
		BCDEFGIJKMNOP	EGK	GK	EGK	K	GK	K	BCDEFGIJKLMNOP	CDEFGK	CEFGK		BCDEFGKP	CEFGK	EFGK	EGK	EGK
Low2Box - (Somewhat disagree/Very much disagree)	4908	245	309	321	313	344	329	353	234	290	289	407	272	289	299	304	310
	61%	49%	62%	64%	63%	69%	66%	71%	47%	58%	58%	81%	54%	58%	60%	61%	62%
			AHL	AHIJLM	AHIL	ABDHIJLMNOP	AHIJLMN	ABCDFHIJLMNOP		AH	AH	ABCDEFGHIJLMNOP	H	AH	AH	AH	AHL

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Ethical Consumer

HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually b

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	732	75	88	500	69	257	-	-
	9%	8%	18%	10%	5%	7%	-	-
		D	ACDE	ADE		D		
Somewhat agree	2360	302	167	1347	544	1014	-	-
	29%	30%	33%	27%	36%	29%	-	-
		C	C		ACE	C		
Somewhat disagree	2904	370	115	1782	636	1358	-	-
	36%	37%	23%	36%	42%	39%	-	-
		B		B	ABCE	BC		
Very much disagree	2005	253	130	1371	251	870	-	-
	25%	25%	26%	27%	17%	25%	-	-
		D	D	DE		D		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	3092	377	255	1847	613	1272	-	-
	39%	38%	51%	37%	41%	36%	-	-
			ACDE		CE			
Low2Box - (Somewhat disagree/Very much disagree)	4908	623	245	3153	887	2228	-	-
	61%	62%	49%	63%	59%	64%	-	-
		B		BD	B	BD		

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Ethical Consumer
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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	88	31	56	40	25	23	53	25	9	24	64	58	19	11	43	45	12	76	10	78	55	33	47	24	17
	18%	13%	22%	16%	17%	21%	20%	14%	19%	16%	18%	18%	16%	19%	18%	17%	22%	17%	19%	17%	19%	15%	17%	18%	18%
			A						*								*		*						*
Somewhat agree	167	101	65	84	48	35	96	53	18	57	110	114	44	9	88	79	17	150	17	150	95	72	99	35	32
	33%	41%	26%	34%	33%	32%	35%	30%	37%	39%	31%	35%	37%	17%	38%	30%	33%	33%	33%	33%	33%	33%	37%	26%	34%
		B							*			M	M				*		*				W	*
Somewhat disagree	115	55	61	59	38	19	58	47	11	31	84	72	27	17	44	71	9	107	12	104	60	55	59	42	14
	23%	22%	24%	24%	27%	17%	21%	26%	22%	21%	24%	22%	23%	30%	19%	27%	16%	24%	22%	23%	21%	26%	22%	31%	15%
									*								*		*					X	*
Very much disagree	130	58	72	65	33	32	64	54	11	35	95	82	29	19	58	72	15	115	14	116	75	55	65	35	31
	26%	24%	28%	26%	23%	30%	24%	30%	23%	24%	27%	25%	24%	34%	25%	27%	29%	26%	26%	26%	26%	25%	24%	25%	32%
									*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	255	133	122	124	73	58	149	78	27	81	174	172	63	20	131	124	29	226	27	228	150	105	146	59	49
	51%	54%	48%	50%	51%	53%	55%	44%	55%	55%	49%	53%	53%	36%	56%	46%	55%	50%	52%	51%	53%	49%	54%	44%	52%
							G		*			M	M				*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	245	112	133	124	71	51	122	101	22	66	179	154	56	35	102	143	24	221	25	220	135	110	124	77	45
	49%	46%	52%	50%	49%	47%	45%	56%	45%	45%	51%	47%	47%	64%	44%	54%	45%	50%	48%	49%	47%	51%	46%	56%	48%
								F	*					KL			*		*						*

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	38	20	17	12	16	10	10	24	4	14	24	9	23	6	19	18	3	34	4	34	22	16	25	13	16	10	4	5	2	22	6	1
	8%	8%	7%	6%	9%	7%	10%	9%	3%	6%	9%	7%	8%	8%	7%	8%	7%	8%	6%	8%	7%	9%	7%	8%	10%	7%	5%	8%	6%	11%	5%	6
							H	H									*		*									*	*	de		
Somewhat agree	153	79	75	67	47	39	33	86	34	63	90	44	87	23	78	75	14	139	19	135	100	53	111	42	50	39	30	21	13	60	43	5
	31%	32%	30%	34%	28%	29%	33%	31%	28%	28%	32%	33%	29%	31%	29%	32%	27%	31%	28%	31%	31%	29%	33%	26%	30%	26%	35%	38%	31%	30%	35%	28
																	*		*				W					Y*	*			
Somewhat disagree	200	98	102	77	72	51	33	112	55	94	107	49	119	32	108	92	22	178	28	172	130	70	139	61	63	66	34	21	15	74	52	7
	40%	40%	40%	39%	42%	39%	33%	40%	45%	42%	38%	37%	40%	44%	41%	39%	42%	40%	43%	40%	41%	38%	41%	37%	38%	43%	41%	37%	38%	37%	42%	42
									F								*		*									*	*			
Very much disagree	109	51	58	40	37	33	25	55	29	52	57	30	66	13	60	49	13	96	15	94	66	43	61	48	37	37	17	9	10	44	23	4
	22%	20%	23%	20%	21%	25%	25%	20%	24%	23%	20%	23%	22%	18%	23%	21%	25%	21%	23%	22%	21%	24%	18%	29%	22%	24%	20%	16%	24%	22%	18%	24
																	*		*					V				*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																	
Top2Box - (Agree very much/Somewhat agree)	191	99	92	79	63	48	43	110	39	77	114	53	109	28	97	94	18	173	22	168	121	69	136	55	66	50	34	26	15	82	49	6
	38%	40%	36%	40%	37%	37%	42%	40%	31%	35%	41%	40%	37%	38%	37%	40%	33%	39%	34%	39%	38%	38%	40%	34%	40%	32%	40%	47%	37%	41%	40%	34
							H										*		*									Y*	*			
Low2Box - (Somewhat disagree/Very much disagree)	309	149	160	117	109	84	58	166	85	146	164	78	185	46	168	141	36	274	43	266	196	113	200	109	100	103	51	30	25	118	75	11
	62%	60%	64%	60%	63%	63%	58%	60%	69%	65%	59%	60%	63%	62%	63%	60%	67%	61%	66%	61%	62%	62%	60%	66%	60%	68%	60%	53%	63%	59%	60%	66
									F								*		*							a		*	*			

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	46	27	19	13	9	23	21	18	7	18	28	21	17	7	26	20	3	43	7	39	18	28	19	15	12	27	19	14	8	2
	9%	11%	8%	7%	6%	15%	11%	9%	7%	10%	9%	12%	9%	5%	9%	10%	12%	9%	17%	9%	6%	13%	8%	12%	8%	11%	7%	14%	5%	10
						CD						M					**		*			T						b*		
Somewhat agree	133	64	69	51	35	47	53	55	25	44	89	49	51	33	76	57	11	122	12	121	77	56	72	32	30	53	80	27	43	6
	27%	25%	28%	28%	22%	30%	28%	27%	23%	25%	27%	28%	28%	23%	26%	27%	41%	26%	29%	26%	28%	25%	30%	26%	21%	21%	32%	27%	30%	25
																	**		*								Y	*		
Somewhat disagree	180	86	94	71	63	45	69	68	42	55	124	52	72	55	106	74	8	172	14	166	111	69	93	36	51	84	96	24	56	10
	36%	34%	38%	39%	40%	29%	36%	34%	39%	32%	38%	30%	39%	39%	36%	36%	29%	36%	34%	36%	40%	31%	39%	30%	36%	34%	38%	24%	39%	39
					E												**		*		U							*	a	a
Very much disagree	141	75	66	49	51	41	47	60	34	58	84	49	45	47	85	57	5	137	8	133	73	69	54	37	51	84	58	35	37	6
	28%	30%	27%	26%	32%	26%	25%	30%	32%	33%	26%	29%	24%	33%	29%	27%	17%	29%	20%	29%	26%	31%	23%	31%	35%	34%	23%	35%	26%	27
																	**		*						V	Z		*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Agree very much/Somewhat agree)	179	91	88	64	44	71	75	72	32	61	118	70	68	40	102	77	14	164	18	161	94	85	91	46	42	80	99	41	51	8
	36%	36%	36%	35%	28%	45%	39%	36%	29%	35%	36%	41%	37%	28%	35%	37%	54%	35%	46%	35%	34%	38%	38%	39%	29%	32%	39%	41%	35%	34
						D						M					**		*									*		
Low2Box - (Somewhat disagree/Very much disagree)	321	161	160	120	115	87	116	128	77	113	208	102	117	102	191	130	13	309	22	299	183	138	147	73	102	168	154	60	93	16
	64%	64%	64%	65%	72%	55%	61%	64%	71%	65%	64%	59%	63%	72%	65%	63%	46%	65%	54%	65%	66%	62%	62%	61%	71%	68%	61%	59%	65%	66
					E									K			**		*									*		

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Agree very much	37	20	17	12	12	14	12	15	10	16	21	18	15	4	21	16	2	35	6	31	23	14	1	1	3	5	-	14	13	16	8	1			
	7%	8%	7%	7%	7%	9%	11%	8%	5%	7%	8%	10%	7%	4%	9%	6%	5%	8%	10%	7%	7%	8%	4%	2%	5%	7%	-	8%	10%	10%	5%	7			
							H					M					*						*	*	*					d					
Somewhat agree	150	71	79	55	56	38	30	64	56	67	83	57	60	33	75	75	13	137	18	132	93	57	8	9	14	21	-	50	48	44	47	5			
	30%	29%	31%	31%	34%	25%	28%	34%	28%	29%	31%	31%	27%	36%	30%	30%	29%	30%	32%	30%	30%	30%	23%	30%	26%	31%	-	28%	36%	27%	33%	30			
					E									L			*						*	*	*										
Somewhat disagree	191	83	108	69	65	57	37	76	78	92	99	65	92	34	88	103	17	174	17	174	121	70	18	11	20	25	-	66	51	61	56	7			
	38%	34%	43%	39%	39%	37%	34%	40%	39%	40%	37%	35%	41%	38%	35%	41%	37%	38%	30%	39%	39%	37%	53%	36%	38%	36%	-	37%	38%	38%	40%	38			
			A														*						Yab*	*	*										
Very much disagree	122	73	49	42	34	46	29	37	56	58	64	45	56	20	66	56	13	108	17	105	75	47	7	10	17	17	-	48	23	40	31	5			
	24%	30%	19%	23%	21%	29%	27%	19%	28%	25%	24%	24%	25%	22%	26%	22%	29%	24%	29%	24%	24%	25%	20%	32%	31%	25%	-	27%	17%	25%	22%	26			
		B				D	G		G								*						*	b*	b*			b							
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																			
Top2Box - (Agree very much/Somewhat agree)	187	91	96	67	68	52	43	79	66	83	104	75	76	36	96	91	15	172	24	163	116	71	9	10	16	26	-	64	61	61	55	7			
	37%	37%	38%	38%	41%	34%	39%	41%	33%	36%	39%	40%	34%	40%	38%	36%	34%	38%	42%	37%	37%	38%	28%	32%	31%	39%	-	36%	45%	38%	39%	37			
								H									*						*	*	*				VXa						
Low2Box - (Somewhat disagree/Very much disagree)	313	156	157	110	100	103	67	112	134	150	163	111	148	54	154	159	30	282	34	279	196	117	25	21	37	41	-	114	74	101	87	12			
	63%	63%	62%	62%	59%	66%	61%	59%	67%	64%	61%	60%	66%	60%	62%	64%	66%	62%	58%	63%	63%	62%	72%	68%	69%	61%	-	64%	55%	62%	61%	63			
									G								*						b*	*	b*			b							

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	47	22	24	17	11	18	16	22	9	19	28	23	17	6	22	24	*	46	2	44	24	23	9	14	25
	9%	9%	10%	9%	8%	11%	12%	9%	8%	11%	8%	14%	8%	5%	7%	12%	2%	10%	7%	9%	8%	11%	7%	9%	11%
												LM				N	*		*						
Somewhat agree	109	55	54	37	28	44	30	56	23	39	70	34	39	36	68	41	4	105	11	98	68	41	26	32	52
	22%	22%	21%	19%	20%	26%	22%	22%	20%	23%	21%	21%	19%	29%	22%	21%	22%	22%	32%	21%	22%	21%	22%	20%	23%
						C								KL			*		S*						
Somewhat disagree	166	77	89	68	53	45	48	78	39	52	114	53	73	40	98	68	5	161	8	158	98	67	41	51	74
	33%	31%	35%	35%	38%	27%	36%	31%	34%	31%	34%	31%	35%	32%	32%	35%	26%	33%	24%	34%	33%	34%	35%	32%	33%
				E	E												*		*						
Very much disagree	179	93	86	68	48	62	39	97	43	59	120	58	80	42	117	61	9	169	13	166	113	66	43	61	75
	36%	38%	34%	36%	34%	37%	29%	38%	37%	35%	36%	34%	38%	34%	38%	32%	50%	35%	38%	36%	37%	34%	36%	39%	33%
								F							O		*		*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	156	77	79	54	39	62	45	78	32	57	98	57	56	42	91	65	5	151	13	142	92	64	34	45	76
	31%	31%	31%	29%	28%	37%	34%	31%	28%	34%	30%	34%	27%	34%	30%	33%	24%	31%	39%	31%	30%	32%	29%	29%	34%
						CD						L					*		*						
Low2Box - (Somewhat disagree/Very much disagree)	344	170	174	136	101	108	88	175	82	111	234	110	152	82	215	129	14	330	21	324	211	134	83	113	149
	69%	69%	69%	71%	72%	63%	66%	69%	72%	66%	70%	66%	73%	66%	70%	67%	76%	69%	61%	69%	70%	68%	71%	71%	66%
				E	E								K				*		*						

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	30	18	12	11	10	9	11	9	11	11	19	12	14	4	18	12	3	27	5	25	21	9	11	9	10
	6%	7%	5%	7%	5%	7%	6%	5%	7%	6%	6%	11% LM	5%	4%	5%	7%	7% *	6%	5%	6%	7%	5%	8%	6%	5%
Somewhat agree	140	68	73	51	53	37	46	45	50	48	92	27	83	30	93	47	12	128	28	112	95	46	40	46	55
	28%	27%	29%	29%	28%	27%	25%	28%	33% F	26%	29%	24%	29%	30%	28%	28%	28% *	28%	32%	27%	29%	26%	31%	28%	26%
Somewhat disagree	204	99	105	66	85	53	72	69	63	81	123	39	121	44	136	69	15	189	33	171	135	69	46	75	84
	41%	39%	42%	38%	45%	39%	39%	43%	41%	44%	39%	35%	42%	43%	41%	41%	34% *	41%	37%	42%	41%	40%	35%	46% V	40%
Very much disagree	125	67	58	44	43	39	56	39	30	43	83	35	67	23	85	41	13	112	23	102	75	51	33	33	60
	25%	27%	23%	26%	22%	28%	30% H	24%	19%	23%	26%	30%	24%	23%	26%	24%	30% *	25%	26%	25%	23%	29% T	25%	20%	29% W
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	171	86	85	62	63	46	57	53	60	59	111	39	97	34	111	60	15	155	33	137	116	54	51	55	65
	34%	34%	34%	36%	33%	33%	31%	33%	40% F	32%	35%	35%	34%	34%	33%	35%	36% *	34%	37%	33%	36%	31%	39% X	34%	31%
Low2Box - (Somewhat disagree/Very much disagree)	329	167	163	110	128	91	128	109	92	124	205	74	188	67	220	109	28	302	56	274	209	120	78	107	144
	66%	66%	66%	64%	67%	67%	69% H	67%	60%	68%	65%	65%	66%	66%	67%	65%	64% *	66%	63%	67%	64%	69%	61%	66%	69% V

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	119	54	65	39	36	44	48	54	5	42	77	28	73	18	65	54	9	110	12	107	71	48	46	54	19
	24%	22%	25%	19%	26%	27%	25%	24%	36% **	23%	24%	21%	25%	24% *	25%	23%	23% *	24%	33% *	23%	25%	22%	25%	25%	19% *
Somewhat agree	147	80	67	69	34	44	56	70	4	49	98	33	92	22	80	67	11	136	10	137	77	70	53	69	25
	29%	33%	26%	34%	25%	28%	29%	31%	25% **	27%	31%	26%	31%	29% *	31%	28%	28% *	29%	27% *	30%	27%	32%	29%	31%	26% *
Somewhat disagree	123	54	70	52	32	39	45	55	5	47	76	28	75	19	59	64	10	113	8	115	64	59	45	55	23
	25%	22%	27%	26%	23%	24%	23%	24%	32% **	26%	24%	22%	26%	25% *	23%	27%	28% *	24%	22% *	25%	23%	27%	25%	25%	24% *
Very much disagree	111	57	54	42	36	34	45	49	1	42	69	40	54	17	57	54	8	103	6	105	67	44	39	43	29
	22%	23%	21%	21%	26%	21%	24%	22%	6% **	23%	22%	31% L	18%	22% *	22%	23%	21% *	22%	17% *	23%	24%	20%	21%	19%	30% W*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	266	133	132	108	70	88	103	123	9	90	175	61	164	41	145	121	19	246	22	244	148	118	99	123	44
	53%	55%	52%	54%	51%	55%	53%	54%	62% **	50%	55%	47%	56%	53% *	55%	51%	51% *	53%	61% *	53%	53%	53%	54%	56%	46% *
Low2Box - (Somewhat disagree/Very much disagree)	234	111	124	94	68	73	90	105	6	89	145	69	130	36	117	118	19	216	14	220	131	103	85	97	52
	47%	45%	48%	46%	49%	45%	47%	46%	38% **	50%	45%	53%	44%	47% *	45%	49%	49% *	47%	39% *	47%	47%	47%	46%	44%	54% *

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Ethical Consumer
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	64	35	29	18	25	21	22	31	11	31	33	36	23	5	36	28	9	55	11	53	39	25	36	13	15
	13%	14%	12%	10%	13%	16%	13%	14%	9%	14%	12%	15%	11%	9%	14%	11%	20%	12%	17%	12%	14%	11%	13%	11%	14%
						C											Q*								
Somewhat agree	146	79	67	47	63	36	44	67	35	71	75	67	61	19	77	69	14	132	23	123	82	64	82	35	29
	29%	32%	27%	26%	33%	28%	27%	30%	31%	33%	26%	28%	31%	32%	31%	28%	32%	29%	35%	28%	29%	29%	29%	31%	27%
										J							*								
Somewhat disagree	141	70	71	56	48	37	45	62	34	60	81	65	61	14	61	79	11	130	18	123	78	63	79	34	28
	28%	28%	28%	31%	25%	29%	27%	28%	29%	28%	28%	27%	31%	24%	24%	32%	26%	28%	27%	28%	28%	29%	28%	31%	26%
																N	*								
Very much disagree	149	66	83	61	54	34	55	58	35	53	96	75	54	20	76	73	10	139	13	136	82	68	82	31	36
	30%	27%	33%	34%	29%	26%	33%	27%	31%	25%	34%	31%	27%	35%	30%	29%	22%	31%	20%	31%	29%	31%	29%	27%	34%
			A								I						*			R					
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	210	114	96	65	88	58	66	98	46	102	108	103	83	24	114	96	23	187	35	175	120	90	118	48	44
	42%	46%	38%	36%	46%	45%	40%	45%	40%	47%	38%	42%	42%	41%	45%	39%	52%	41%	53%	40%	43%	41%	42%	42%	41%
		B			C	C				J							*		S						
Low2Box - (Somewhat disagree/Very much disagree)	290	136	154	116	102	71	100	121	69	114	176	140	115	34	138	152	21	269	31	259	159	131	161	65	64
	58%	54%	62%	64%	54%	55%	60%	55%	60%	53%	62%	58%	58%	59%	55%	61%	48%	59%	47%	60%	57%	59%	58%	58%	59%
			A	DE							I						*			R					

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	14	7	6	4	4	5	9	2	3	8	6	7	3	4	7	7	*	13	1	12	9	5	1	4	9
	3%	3%	3%	2%	3%	4%	3%	2%	11% FG*	3%	2%	2%	3%	3%	3%	2%	1% *	3%	3% *	3%	3%	3%	1% *	3%	3%
Somewhat agree	197	93	104	73	58	66	134	54	9	115	82	119	33	45	86	112	8	189	17	180	121	76	16	55	126
	39%	37%	42%	39%	36%	43%	40%	38%	40% *	42%	36%	40%	37%	39%	39%	40%	38% *	40%	39% *	40%	38%	42%	39% *	39%	40%
Somewhat disagree	249	129	120	92	82	75	163	77	9	135	114	144	48	57	114	135	10	239	21	228	165	84	22	72	156
	50%	51%	48%	50%	51%	49%	49%	54%	39% *	49%	50%	49%	53%	50%	52%	48%	48% *	50%	49% *	50%	52%	47%	51% *	51%	49%
Very much disagree	40	22	19	17	16	8	30	8	2	16	25	25	6	10	13	27	3	37	4	36	26	15	4	9	27
	8%	9%	8%	9%	10% E	5%	9%	6%	10% *	6%	11% I	8%	7%	8%	6%	10%	14% *	8%	10% *	8%	8%	8%	9% *	7%	9%
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	211	100	110	77	62	72	143	56	11	123	88	126	36	48	92	118	8	202	18	193	130	81	17	60	134
	42%	40%	44%	41%	39%	46%	43%	40%	51% *	45%	39%	43%	40%	42%	42%	42%	39% *	42%	41% *	42%	41%	45%	40% *	42%	42%
Low2Box - (Somewhat disagree/Very much disagree)	289	151	139	109	98	83	193	85	11	151	138	169	54	67	127	162	13	276	25	264	191	98	25	81	183
	58%	60%	56%	59%	61%	54%	57%	60%	49% *	55%	61%	57%	60%	58%	58%	58%	61% *	58%	59% *	58%	59%	55%	60% *	58%	58%

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	41	22	19	19	13	10	35	6	1	25	16	10	28	4	21	20	3	38	8	34	29	12	23	13	5
	8%	9%	8%	9%	9%	7%	9%	6%	16%	11%	6%	9%	8%	6%	10%	7%	8%	8%	14%	8%	10%	5%	10%	8%	5%
								*	**	J		*		*			*		*						*
Somewhat agree	187	89	98	81	49	57	156	30	1	83	104	49	114	25	73	113	7	180	17	170	94	93	87	65	35
	37%	36%	39%	37%	35%	40%	39%	31%	37%	37%	38%	47%	35%	35%	35%	39%	18%	39%	31%	38%	33%	43%	37%	38%	36%
								*	**			*		*			*	P	*						*
Somewhat disagree	184	89	94	80	53	51	144	39	1	81	103	28	128	28	73	110	16	168	17	167	113	71	79	62	43
	37%	36%	37%	37%	38%	35%	36%	41%	21%	36%	37%	27%	39%	40%	35%	38%	43%	36%	31%	37%	40%	33%	34%	37%	44%
								*	**			*		*			*		*						*
Very much disagree	88	48	40	36	25	26	66	21	1	34	54	18	57	13	44	44	11	76	13	75	46	41	44	29	15
	18%	19%	16%	17%	18%	18%	16%	22%	26%	15%	19%	17%	17%	19%	21%	15%	31%	17%	24%	17%	16%	19%	19%	17%	15%
								*	**			*		*			Q*		*						*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	228	110	118	99	62	67	190	36	2	108	120	58	141	29	94	134	10	218	25	204	124	104	110	78	40
	46%	45%	47%	46%	44%	46%	48%	37%	53%	48%	43%	56%	43%	41%	45%	46%	27%	47%	45%	46%	44%	48%	47%	46%	41%
								*	**			*		*			*	P	*						*
Low2Box - (Somewhat disagree/Very much disagree)	272	138	134	116	79	78	210	60	2	115	156	46	185	41	117	154	27	244	31	241	159	113	123	91	58
	54%	55%	53%	54%	56%	54%	52%	63%	47%	52%	57%	44%	57%	59%	55%	54%	73%	53%	55%	54%	56%	52%	53%	54%	59%
								*	**			*		*			Q*		*						*

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	18	9	8	12	4	2	2	7	9	8	10	1	7	10	7	11	2	16	2	16	8	9	7	7	3
	4%	4%	3%	6%	2%	2%	2%	4%	4%	3%	4%	5%	5%	3%	3%	4%	2%	4%	2%	4%	2%	7%	4%	3%	3%
							*					**					*		*			T			
Somewhat agree	194	107	87	61	85	47	30	73	91	123	71	7	53	134	120	74	27	167	39	155	142	51	76	83	35
	39%	42%	35%	29%	45%	47%	33%	38%	42%	45%	31%	41%	37%	39%	46%	31%	37%	39%	43%	38%	40%	36%	47%	35%	35%
					C	C	*			J		**			O		*		*				WX		
Somewhat disagree	187	84	103	87	71	29	35	75	77	94	93	2	52	134	96	91	26	161	35	152	144	44	57	96	35
	37%	33%	42%	41%	38%	29%	39%	39%	35%	35%	41%	10%	37%	39%	36%	39%	36%	38%	39%	37%	40%	31%	35%	40%	34%
				E			*					**					*		*		U				
Very much disagree	102	52	50	50	28	23	24	37	40	47	54	8	30	64	40	61	18	84	15	86	63	38	21	53	28
	20%	21%	20%	24%	15%	23%	26%	19%	19%	17%	24%	44%	21%	19%	15%	26%	24%	20%	17%	21%	18%	27%	13%	22%	28%
				D			*					**				N	*		*			T		V	V
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	211	116	95	74	89	49	31	80	100	131	81	8	60	144	127	84	29	183	41	171	151	61	83	90	38
	42%	46%	38%	35%	47%	48%	35%	41%	46%	48%	35%	46%	42%	42%	48%	36%	40%	43%	44%	42%	42%	43%	52%	38%	38%
					C	C	*			J		**			O		*		*				WX		
Low2Box - (Somewhat disagree/Very much disagree)	289	136	153	137	100	52	59	113	117	141	147	9	81	198	136	153	44	245	51	238	207	82	78	148	63
	58%	54%	62%	65%	53%	52%	65%	59%	54%	52%	65%	54%	58%	58%	52%	64%	60%	57%	56%	58%	58%	57%	48%	62%	62%
				DE			*				I	**				N	*		*					V	V

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	74	32	41	29	27	17	41	26	7	33	40	35	20	18	33	41	8	66	9	65	38	36	40	23	10
	15%	13%	17%	14%	16%	14%	12%	19%	23%	16%	14%	14%	18%	13%	14%	15%	20%	14%	17%	14%	15%	14%	14%	16%	14%
								F	F*				*				*		*						
Somewhat agree	128	67	61	50	44	34	80	41	7	58	70	65	22	41	57	70	11	116	16	111	71	57	76	35	16
	26%	27%	24%	24%	26%	27%	24%	29%	24%	28%	24%	26%	19%	30%	24%	26%	28%	25%	33%	25%	28%	23%	27%	24%	22%
									*				*	L			*		*						
Somewhat disagree	147	78	69	55	55	37	107	35	5	57	90	80	27	40	75	72	11	137	14	133	73	74	78	43	26
	29%	31%	28%	27%	32%	30%	32%	25%	18%	28%	31%	32%	24%	29%	32%	27%	26%	30%	28%	30%	29%	30%	28%	30%	35%
									*				*				*		*						
Very much disagree	152	74	77	71	46	35	104	37	10	58	94	69	45	38	69	83	10	141	11	141	70	81	86	44	21
	30%	30%	31%	34%	27%	28%	31%	27%	34%	28%	32%	28%	39%	28%	29%	31%	25%	31%	22%	31%	28%	33%	31%	30%	29%
				D					*				KM*				*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	201	99	102	79	71	51	121	67	13	91	110	100	42	59	90	111	19	182	25	176	108	93	117	58	26
	40%	39%	41%	39%	41%	41%	36%	48%	47%	44%	37%	40%	37%	43%	38%	42%	48%	40%	50%	39%	43%	37%	42%	40%	36%
								F	*	J			*				*		S*						
Low2Box - (Somewhat disagree/Very much disagree)	299	153	146	126	101	72	211	73	15	115	184	149	72	77	144	155	21	278	25	274	144	155	164	88	47
	60%	61%	59%	61%	59%	59%	64%	52%	53%	56%	63%	60%	63%	57%	62%	58%	52%	60%	50%	61%	57%	63%	58%	60%	64%
							G		*		I		*				*		*	R					

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	38	17	20	7	17	14	7	22	9	16	21	7	22	8	33	4	1	36	5	33	31	7	14	14	10
	8%	7%	8%	4%	11%	8%	4%	10%	7%	11%	6%	7%	8%	6%	9%	3%	2%	8%	5%	8%	8%	5%	8%	9%	6%
				*	*	*	*	*	*	*		*	*		*	*	**		*		*	*	*	*	*
Somewhat agree	159	83	76	49	48	61	52	60	47	56	103	27	89	43	114	45	27	132	32	127	121	38	59	42	58
	32%	33%	31%	26%	32%	38%	31%	28%	38%	36%	30%	26%	34%	32%	31%	34%	48%	30%	38%	30%	33%	28%	34%	28%	32%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Somewhat disagree	183	90	93	95	49	39	71	78	34	39	144	36	97	50	136	48	17	166	25	158	129	54	61	57	65
	37%	35%	38%	51%	32%	24%	43%	37%	28%	25%	42%	35%	37%	38%	37%	36%	31%	37%	30%	38%	36%	40%	35%	38%	37%
				DE*	*	*	*		*	*	I		*			*	**		*			*	*	*	*
Very much disagree	121	63	57	34	39	48	36	52	32	44	76	35	55	31	87	34	11	110	22	99	83	38	40	35	45
	24%	25%	23%	18%	25%	29%	22%	24%	26%	29%	22%	33%	21%	23%	23%	26%	19%	25%	26%	24%	23%	28%	23%	24%	25%
				*	*	*	*		*	*		L	*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	196	100	96	56	65	75	59	82	56	72	124	34	111	51	147	49	28	168	36	160	152	45	72	56	68
	39%	40%	39%	30%	43%	46%	35%	39%	46%	46%	36%	32%	42%	39%	40%	38%	50%	38%	44%	38%	42%	33%	42%	38%	38%
				*	*	C*	*		*	*			*			*	**		*			*	*	*	*
Low2Box - (Somewhat disagree/Very much disagree)	304	153	150	129	88	87	107	130	66	83	220	71	152	81	222	81	28	276	47	257	212	91	101	92	110
	61%	60%	61%	70%	57%	54%	65%	61%	54%	54%	64%	68%	58%	61%	60%	62%	50%	62%	56%	62%	58%	67%	58%	62%	62%
				E*	*	*	*		*	*			*			*	**		*			*	*	*	*

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HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	28	13	15	11	11	6	7	13	8	11	16	10	6	12	19	9	4	23	7	21	20	7	15	6	7
	6%	5%	6%	6%	7%	4%	8%	4%	7%	5%	6%	8%	3%	6%	6%	4%	9%	5%	10%	5%	6%	5%	8%	5%	3%
												L							S				X		
Somewhat agree	120	56	64	50	39	31	19	77	24	44	76	31	36	52	70	50	10	110	16	104	83	36	51	27	42
	24%	23%	25%	27%	25%	20%	22%	26%	21%	21%	26%	23%	21%	27%	23%	25%	20%	24%	22%	24%	24%	24%	27%	23%	21%
				E																					
Somewhat disagree	229	109	120	80	77	72	38	137	53	97	131	57	85	87	135	94	21	208	30	199	158	70	77	58	94
	46%	44%	47%	43%	48%	46%	46%	46%	45%	47%	45%	43%	50%	44%	45%	46%	41%	46%	41%	47%	45%	46%	42%	48%	48%
Very much disagree	124	69	55	44	33	47	20	72	32	56	68	34	43	47	73	51	15	109	20	104	86	38	42	30	52
	25%	28%	22%	24%	21%	30%	24%	24%	27%	27%	23%	26%	25%	24%	25%	25%	30%	24%	28%	24%	25%	25%	23%	25%	27%
		B				D																			
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	147	68	79	61	50	37	25	90	32	55	92	42	42	64	89	59	14	133	23	124	104	44	66	33	48
	29%	28%	31%	33%	31%	24%	30%	30%	27%	27%	32%	31%	25%	32%	30%	29%	29%	30%	32%	29%	30%	29%	36%	28%	25%
				E	E									L									WX		
Low2Box - (Somewhat disagree/Very much disagree)	353	178	175	124	109	119	58	209	85	154	199	91	128	134	208	145	36	317	50	303	244	109	119	88	146
	71%	72%	69%	67%	69%	76%	70%	70%	73%	73%	68%	69%	75%	68%	70%	71%	71%	70%	68%	71%	70%	71%	64%	72%	75%
						CD							M											V	V

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	38	12	26	21	9	8	6	16	16	26	12	14	9	15	22	16	12	26	13	26	31	7	23	9	6
	8%	5%	10%	12%	6%	5%	8%	8%	7%	9%	6%	6%	7%	10%	10%	6%	20%	6%	19%	6%	10%	4%	12%	7%	3%
			A	DE											O		Q*		S		U		X		
Somewhat agree	152	76	76	60	47	46	28	67	57	82	70	74	36	43	68	84	14	138	15	137	91	61	64	37	51
	30%	31%	30%	33%	30%	28%	34%	32%	27%	27%	36%	32%	28%	30%	29%	31%	23%	31%	23%	32%	29%	33%	34%	30%	27%
											I						*								
Somewhat disagree	179	83	95	60	60	59	27	70	82	116	63	81	48	50	80	99	21	158	23	156	119	60	53	43	83
	36%	34%	38%	33%	39%	36%	33%	33%	39%	38%	32%	35%	38%	35%	34%	37%	35%	36%	34%	36%	37%	33%	28%	36%	44%
																	*								V
Very much disagree	131	76	55	42	38	51	20	56	55	82	49	63	34	34	62	69	13	118	16	115	77	54	49	32	50
	26%	31%	22%	23%	25%	31%	25%	27%	26%	27%	25%	27%	27%	24%	27%	26%	22%	27%	24%	27%	24%	30%	26%	27%	26%
		B				C											*								
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	190	88	102	81	55	54	34	84	73	108	82	88	45	57	91	100	26	164	28	163	122	68	87	45	58
	38%	36%	40%	44%	36%	33%	42%	40%	35%	35%	42%	38%	35%	41%	39%	37%	43%	37%	42%	37%	38%	37%	46%	38%	30%
				E													*						X		
Low2Box - (Somewhat disagree/Very much disagree)	310	159	151	102	98	110	47	126	137	198	112	144	82	83	142	168	34	276	38	271	195	114	101	76	133
	62%	64%	60%	56%	64%	67%	58%	60%	65%	65%	58%	62%	65%	59%	61%	63%	57%	63%	58%	63%	62%	63%	54%	62%	70%
						C											*								V

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Ethical Consumer
HI1.4. [I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used for that purpose by the company who employs them] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	15	6	8	6	4	5	1	8	5	5	9	3	12	-	8	7	1	14	2	13	12	3	3	2	9
	3%	3%	3%	3%	3%	3%	1%	4%	5%	3%	3%	13%	3%	-	2%	4%	2%	3%	2%	3%	3%	2%	2%	1%	6%
				*					*			**		*			*		*			*			W
Somewhat agree	78	35	44	31	24	24	18	37	23	35	43	1	57	21	45	34	9	69	12	67	60	19	24	28	27
	16%	14%	18%	16%	15%	16%	12%	16%	20%	18%	14%	3%	16%	19%	14%	18%	15%	16%	10%	17%	16%	14%	16%	14%	18%
				*					*			**		*			*		*			*			
Somewhat disagree	225	97	129	87	65	73	75	97	54	82	143	11	160	54	133	92	23	203	48	178	169	57	62	94	69
	45%	38%	52%	46%	40%	50%	49%	41%	48%	42%	47%	46%	44%	48%	43%	49%	36%	46%	43%	46%	46%	43%	40%	49%	45%
			A	*					*			**		*			*		*			*			
Very much disagree	181	115	66	66	70	46	60	92	30	72	109	9	135	37	127	54	29	152	51	131	129	52	65	70	47
	36%	46%	27%	35%	43%	31%	39%	39%	27%	37%	36%	38%	37%	33%	41%	29%	47%	35%	45%	34%	35%	40%	42%	36%	31%
		B		*	E				*			**		*	O		*		S*			*			
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	93	41	52	36	28	28	19	46	28	41	53	4	68	21	53	40	10	83	13	80	71	22	27	30	36
	19%	16%	21%	19%	17%	19%	13%	20%	25%	21%	17%	16%	19%	19%	17%	22%	17%	19%	12%	21%	19%	17%	18%	15%	24%
				*					F*			**		*			*		*			*			
Low2Box - (Somewhat disagree/Very much disagree)	407	212	195	153	135	119	135	189	84	154	253	21	295	91	260	147	52	355	99	308	298	109	127	164	116
	81%	84%	79%	81%	83%	81%	87%	80%	75%	79%	83%	84%	81%	81%	83%	78%	83%	81%	88%	79%	81%	83%	82%	85%	76%
				*			H		*			**		*			*		*			*			

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	1699	952	747	531	539	629	629	706	357	751	949	625	750	324	995	704	181	1519	245	1454	1059	641	628	512	559
	21%	24%	19%	17%	21%	27%	21%	22%	21%	22%	20%	24%	22%	16%	23%	19%	25%	21%	24%	21%	21%	21%	22%	21%	21%
		B			C	CD				J		M	M		O		Q		S						
Somewhat agree	2911	1478	1433	1207	929	775	1015	1167	700	1247	1664	881	1246	783	1567	1344	268	2643	367	2544	1843	1067	1012	922	977
	36%	37%	36%	39%	36%	34%	34%	36%	41%	37%	36%	34%	37%	40%	36%	37%	37%	36%	36%	36%	37%	35%	35%	37%	37%
				DE					FG				K	KL											
Somewhat disagree	2237	1030	1207	945	738	554	849	920	454	934	1303	718	936	583	1143	1093	174	2063	262	1975	1392	845	749	711	776
	28%	26%	30%	30%	28%	24%	28%	28%	27%	28%	28%	27%	28%	30%	26%	30%	24%	28%	26%	28%	28%	28%	26%	29%	29%
			A	E	E									K		N		P						V	V
Very much disagree	1153	528	625	427	384	342	501	440	199	434	719	406	471	276	624	529	102	1051	141	1012	696	457	467	334	352
	14%	13%	16%	14%	15%	15%	17%	14%	12%	13%	16%	15%	14%	14%	14%	14%	14%	14%	14%	14%	14%	15%	16%	13%	13%
			A				GH	H			I												WX		
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	4610	2430	2180	1738	1468	1404	1644	1873	1057	1998	2613	1506	1996	1108	2562	2048	448	4162	612	3998	2902	1708	1640	1433	1537
	58%	61%	54%	56%	57%	61%	55%	58%	62%	59%	56%	57%	59%	56%	59%	56%	62%	57%	60%	57%	58%	57%	57%	58%	58%
		B				CD		F	FG	J					O		Q								
Low2Box - (Somewhat disagree/Very much disagree)	3390	1558	1832	1371	1122	896	1350	1360	653	1368	2022	1123	1407	859	1768	1622	275	3114	403	2987	2088	1302	1217	1045	1128
	42%	39%	46%	44%	43%	39%	45%	42%	38%	41%	44%	43%	41%	44%	41%	44%	38%	43%	40%	43%	42%	43%	43%	42%	42%
			A	E	E		GH	H			I					N		P							

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	1699	193	121	124	101	140	88	113	127	102	34	98	128	92	42	110	88
	21%	39%	24%	25%	20%	28%	18%	23%	25%	20%	7%	20%	26%	18%	8%	22%	18%
		BCDEFGHIJKLMNOP	FJMNP	FJMNP	JN	DFGIJKMNP	JN	FJNP	DFIJKMNP	JN		JN	DFIJKMNP	JN		JN	JN
Somewhat agree	2911	129	182	166	205	159	169	207	169	171	150	202	223	287	140	143	208
	36%	26%	36%	33%	41%	32%	34%	41%	34%	34%	30%	40%	45%	57%	28%	29%	42%
			AJNO	AN	ACEFHIJNO	A	AN	ABCEFHIJNO	AN	AN		ACEFIJNO	ABCEFHIJNO	ABCDEFGHIJKLNOP			ABCEFHIJNO
Somewhat disagree	2237	94	141	124	126	122	162	125	114	147	254	133	100	92	191	165	145
	28%	19%	28%	25%	25%	24%	32%	25%	23%	29%	51%	27%	20%	18%	38%	33%	29%
			AHLM	AM	ALM	AM	ACDEGHKLM	ALM		ADEGHLM	ABCDEFGHIKLMNOP	ALM			ABCDEFGHIKLMP	ACDEGHLM	AEHLM
Very much disagree	1153	83	56	86	68	78	81	55	91	81	62	67	48	28	127	82	59
	14%	17%	11%	17%	14%	16%	16%	11%	18%	16%	12%	13%	10%	6%	25%	16%	12%
		BGLMP	M	BGJLMP	LM	BGLMP	BGJLMP	M	BDGJLMP	BGJLMP	M	M	M		ABCDEFGHIJKLMOP	BGLM	M
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	4610	323	303	290	306	299	256	320	296	273	184	300	351	379	181	253	296
	58%	65%	61%	58%	61%	60%	51%	64%	59%	55%	37%	60%	70%	76%	36%	51%	59%
		CFIJNO	FIJNO	FJN	FIJNO	FIJNO	JN	CFIJNOP	FJNO	JN		FJNO	BCDEFGHIJKNOP	ABCDEFGHIJKNOP		JN	FJNO
Low2Box - (Somewhat disagree/Very much disagree)	3390	177	197	210	194	201	244	180	204	227	316	200	149	121	319	247	204
	42%	35%	39%	42%	39%	40%	49%	36%	41%	45%	63%	40%	30%	24%	64%	49%	41%
		M	LM	AGLM	LM	LM	ABCDEGHKLMP	LM	LM	ABDEGLM	ABCDEFGHIKLMOP	LM			ABCDEFGHIKLMOP	ABDEGHKLMP	GLM

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsib
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	1699	189	193	1070	247	665	-	-
	21%	19%	39%	21%	16%	19%	-	-
			ACDE	ADE		D		
Somewhat agree	2911	413	129	1749	620	1269	-	-
	36%	41%	26%	35%	41%	36%	-	-
		BCE		B	BCE	B		
Somewhat disagree	2237	271	94	1383	488	1082	-	-
	28%	27%	19%	28%	33%	31%	-	-
		B		B	ABC	ABC		
Very much disagree	1153	127	83	797	146	484	-	-
	14%	13%	17%	16%	10%	14%	-	-
		D	AD	ADE		D		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	4610	602	323	2819	866	1934	-	-
	58%	60%	65%	56%	58%	55%	-	-
		CE	CDE					
Low2Box - (Somewhat disagree/Very much disagree)	3390	398	177	2181	634	1566	-	-
	42%	40%	35%	44%	42%	45%	-	-
				AB	B	AB		

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	193	99	94	75	63	55	117	59	17	60	133	137	39	17	98	95	22	171	24	169	108	85	108	46	38
	39%	41%	37%	30%	44%	51%	43%	33%	36%	41%	38%	42%	33%	31%	42%	36%	42%	38%	45%	38%	38%	39%	40%	34%	41%
					C	C			*								*		*						*
Somewhat agree	129	71	59	78	31	20	68	40	21	31	98	82	34	13	55	74	16	114	12	117	68	62	78	34	18
	26%	29%	23%	31%	22%	19%	25%	22%	43%	21%	28%	25%	29%	24%	24%	28%	30%	25%	23%	26%	24%	29%	29%	25%	19%
				E					FG*								*		*						*
Somewhat disagree	94	44	50	52	24	18	35	53	6	35	59	52	25	17	38	56	6	89	11	84	57	38	46	32	17
	19%	18%	20%	21%	17%	17%	13%	30%	13%	24%	17%	16%	21%	31%	16%	21%	11%	20%	20%	19%	20%	18%	17%	23%	18%
								FH	*					K			*		*						*
Very much disagree	83	31	52	44	24	15	52	27	4	20	63	55	21	8	41	42	9	74	6	77	52	31	37	24	22
	17%	13%	20%	18%	17%	14%	19%	15%	8%	14%	18%	17%	17%	14%	18%	16%	17%	17%	12%	17%	18%	14%	14%	18%	23%
			A						*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	323	170	152	152	95	75	185	99	39	91	231	219	73	30	153	169	38	284	36	287	176	146	186	80	56
	65%	69%	60%	61%	66%	70%	68%	55%	79%	62%	66%	67%	61%	55%	66%	63%	72%	64%	68%	64%	62%	68%	69%	59%	60%
		B					G		G*			M					*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	177	75	103	96	49	33	87	80	10	56	122	107	46	25	79	98	15	162	17	161	109	69	83	56	38
	35%	31%	40%	39%	34%	30%	32%	45%	21%	38%	34%	33%	39%	45%	34%	37%	28%	36%	32%	36%	38%	32%	31%	41%	40%
			A					FH	*					K			*		*						*

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	121	72	49	31	43	48	30	65	26	66	55	34	75	12	69	52	12	110	17	104	77	44	76	45	38	39	21	11	12	43	35	4
	24%	29%	19%	16%	25%	36%	30%	23%	21%	30%	20%	26%	26%	17%	26%	22%	22%	25%	25%	24%	24%	24%	23%	27%	23%	26%	25%	20%	30%	21%	28%	25
		B			C	CD				J		M	M				*		*									*	*			
Somewhat agree	182	91	91	73	63	47	33	100	49	82	100	48	102	32	103	79	21	161	28	154	122	60	123	59	61	52	30	22	17	69	44	6
	36%	37%	36%	37%	37%	35%	33%	36%	40%	37%	36%	36%	35%	43%	39%	34%	40%	36%	42%	36%	39%	33%	37%	36%	37%	34%	35%	40%	42%	35%	35%	39
														L			*		*									*	*			
Somewhat disagree	141	63	79	66	51	24	24	83	34	58	83	33	86	22	68	73	18	124	16	125	91	50	94	48	48	45	26	17	5	59	35	4
	28%	25%	31%	33%	30%	18%	24%	30%	28%	26%	30%	25%	29%	30%	26%	31%	33%	28%	24%	29%	29%	28%	28%	29%	29%	30%	31%	30%	12%	30%	28%	27
				E	E												*		*						b	b	b	b*	*			
Very much disagree	56	22	34	28	15	13	14	28	13	16	39	17	32	7	25	31	3	53	5	50	27	28	43	12	20	16	8	6	6	28	11	1
	11%	9%	13%	14%	9%	10%	14%	10%	11%	7%	14%	13%	11%	10%	9%	13%	5%	12%	8%	12%	9%	16%	13%	8%	12%	10%	9%	10%	16%	14%	9%	9
											I						*		*			T	W					*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Agree very much/Somewhat agree)	303	164	140	103	105	94	63	165	75	148	155	82	177	44	172	131	33	270	45	259	200	104	199	104	99	92	50	33	29	112	78	11
	61%	66%	55%	53%	61%	71%	62%	60%	61%	67%	56%	62%	60%	60%	65%	56%	62%	60%	68%	60%	63%	57%	59%	63%	59%	60%	59%	60%	72%	56%	63%	64
		B			C	CD				J					O		*		*									*	*			
Low2Box - (Somewhat disagree/Very much disagree)	197	84	112	93	66	38	38	111	48	74	122	50	117	30	93	104	20	177	21	176	118	79	137	60	67	61	34	22	11	88	46	6
	39%	34%	45%	47%	39%	29%	38%	40%	39%	33%	44%	38%	40%	40%	35%	44%	38%	40%	32%	40%	37%	43%	41%	37%	41%	40%	41%	40%	28%	44%	37%	36
			A	DE	E						I					N	*		*									*	*			

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	124	61	62	41	29	53	56	47	20	46	78	51	46	26	68	56	6	118	10	114	56	68	56	27	41	68	56	34	26	6
	25%	24%	25%	22%	19%	34%	29%	24%	18%	26%	24%	30%	25%	18%	23%	27%	22%	25%	25%	25%	20%	31%	24%	22%	28%	27%	22%	34%	18%	25
						CD	H					M					**		*			T						b*		
Somewhat agree	166	91	75	67	57	42	60	65	41	55	111	53	66	47	104	63	13	153	15	152	97	69	88	35	44	71	95	28	64	7
	33%	36%	30%	36%	36%	27%	32%	32%	38%	32%	34%	31%	36%	33%	35%	30%	48%	32%	36%	33%	35%	31%	37%	29%	31%	29%	38%	28%	45%	29
																	**		*								Y	*	ac	
Somewhat disagree	124	58	66	48	44	32	43	53	29	42	82	35	46	44	72	52	7	117	10	113	79	45	60	33	31	64	60	24	30	7
	25%	23%	26%	26%	28%	20%	22%	26%	26%	24%	25%	20%	25%	31%	25%	25%	27%	25%	26%	25%	28%	20%	25%	27%	22%	26%	24%	24%	21%	28
														K			**		*		U							*		
Very much disagree	86	41	45	29	28	30	32	35	19	31	55	33	28	25	50	36	1	86	5	81	46	40	34	25	27	44	42	15	24	4
	17%	16%	18%	16%	17%	19%	17%	18%	17%	18%	17%	19%	15%	18%	17%	18%	3%	18%	13%	18%	17%	18%	14%	21%	19%	18%	17%	15%	16%	19
																	**		*									*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Agree very much/Somewhat agree)	290	152	138	108	87	95	116	112	61	101	189	105	112	73	171	119	19	271	25	265	153	137	144	62	85	139	151	62	90	13
	58%	61%	55%	59%	55%	61%	61%	56%	56%	58%	58%	61%	60%	52%	58%	57%	70%	57%	61%	58%	55%	62%	61%	52%	59%	56%	60%	62%	63%	54
																	**		*									*		
Low2Box - (Somewhat disagree/Very much disagree)	210	99	111	76	72	62	75	88	48	73	137	68	74	69	122	88	8	202	16	195	125	85	94	58	59	108	102	38	53	11
	42%	39%	45%	41%	45%	39%	39%	44%	44%	42%	42%	39%	40%	48%	42%	43%	30%	43%	39%	42%	45%	38%	39%	48%	41%	44%	40%	38%	37%	46
																	**		*									*		

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HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Agree very much	101	63	38	21	39	41	19	39	43	56	45	37	49	16	62	39	11	90	15	86	67	34	8	6	12	8	-	41	26	30	31	4			
	20%	25%	15%	12%	23%	26%	17%	20%	22%	24%	17%	20%	22%	17%	25%	16%	23%	20%	26%	19%	22%	18%	23%	19%	22%	12%	-	23%	20%	18%	22%	20			
		B			C	C				J					O		*						*	*	Y*			Y							
Somewhat agree	205	97	108	78	70	56	43	77	85	96	109	79	91	35	96	109	17	188	24	181	128	77	15	12	21	31	-	66	59	56	62	8			
	41%	39%	43%	44%	42%	36%	39%	40%	43%	41%	41%	42%	41%	39%	38%	44%	37%	41%	41%	41%	41%	41%	43%	40%	39%	47%	-	37%	44%	35%	43%	45			
																	*						*	*	*						c	c			
Somewhat disagree	126	56	70	55	41	30	32	49	45	53	73	44	55	26	59	67	12	114	11	114	79	47	8	8	13	19	-	45	33	46	31	4			
	25%	22%	28%	31%	25%	19%	29%	26%	23%	23%	27%	24%	25%	29%	24%	27%	27%	25%	20%	26%	25%	25%	23%	24%	25%	28%	-	25%	25%	29%	22%	25			
				E													*						*	*	*										
Very much disagree	68	32	36	23	17	28	16	26	26	29	39	26	29	13	33	35	6	62	8	61	38	31	4	5	8	9	-	26	16	30	18	2			
	14%	13%	14%	13%	10%	18%	15%	14%	13%	12%	15%	14%	13%	14%	13%	14%	13%	14%	13%	14%	12%	16%	11%	17%	14%	13%	-	15%	12%	18%	13%	10			
						D											*						*	*	*					e					
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																			
Top2Box - (Agree very much/Somewhat agree)	306	159	147	99	109	97	62	116	129	152	154	116	139	51	158	148	28	279	39	267	196	110	23	18	33	40	-	107	86	86	93	12			
	61%	64%	58%	56%	65%	63%	56%	61%	65%	65%	58%	62%	62%	56%	63%	59%	60%	61%	67%	60%	63%	59%	65%	59%	61%	59%	-	60%	63%	53%	65%	65			
		B			C					J							*						*	*	*						c	c			
Low2Box - (Somewhat disagree/Very much disagree)	194	88	106	78	59	57	48	75	71	82	112	70	84	39	92	102	18	176	19	175	116	78	12	13	21	28	-	71	50	76	49	6			
	39%	36%	42%	44%	35%	37%	44%	39%	35%	35%	42%	38%	38%	44%	37%	41%	40%	39%	33%	40%	37%	41%	35%	41%	39%	41%	-	40%	37%	47%	35%	35			
			A	D							I						*						*	*	*					de					

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Ethical Consumer
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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	140	69	71	44	38	58	38	73	30	57	84	56	55	29	86	54	3	137	9	131	78	62	31	45	64
	28%	28%	28%	23%	27%	34%	28%	29%	26%	34%	25%	33%	26%	24%	28%	28%	16%	29%	26%	28%	26%	31%	27%	28%	29%
						C				J		M					*		*						
Somewhat agree	159	78	81	66	43	50	41	80	38	51	108	48	74	37	93	66	5	154	9	150	103	56	40	53	67
	32%	32%	32%	35%	31%	29%	31%	32%	33%	31%	32%	29%	35%	30%	30%	34%	28%	32%	26%	32%	34%	28%	34%	33%	30%
																	*		*						
Somewhat disagree	122	60	63	58	32	32	36	60	26	36	87	38	53	32	70	52	4	118	7	116	70	53	24	37	62
	24%	24%	25%	31%	23%	19%	27%	24%	23%	21%	26%	23%	25%	26%	23%	27%	23%	25%	19%	25%	23%	27%	20%	23%	27%
				DE													*		*						
Very much disagree	78	40	38	22	27	30	18	39	21	25	54	26	27	25	57	22	6	72	10	68	52	27	22	24	32
	16%	16%	15%	11%	19%	17%	14%	16%	18%	15%	16%	16%	13%	20%	18%	11%	34%	15%	30%	15%	17%	14%	19%	15%	14%
					C	C								L	O		Q*		S*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	299	147	152	111	81	108	78	153	68	108	191	103	129	67	179	120	8	291	18	282	181	118	71	97	131
	60%	60%	60%	58%	58%	64%	59%	61%	59%	64%	58%	62%	62%	54%	59%	62%	43%	60%	51%	60%	60%	60%	61%	62%	58%
												M					*	P	*						
Low2Box - (Somewhat disagree/Very much disagree)	201	100	101	80	59	62	54	100	47	60	140	64	79	57	127	74	11	190	17	184	121	79	46	61	94
	40%	40%	40%	42%	42%	36%	41%	39%	41%	36%	42%	38%	38%	46%	41%	38%	57%	40%	49%	40%	40%	40%	39%	38%	42%
														K			Q*		*						

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	88	54	34	26	30	32	36	25	27	37	51	28	47	12	58	30	9	79	17	70	56	32	19	25	43
	18%	21%	14%	15%	16%	23%	19%	16%	17%	20%	16%	25%	17%	12%	17%	18%	21%	17%	20%	17%	17%	18%	15%	16%	21%
		B				CD						LM					*								
Somewhat agree	169	95	73	60	60	48	62	57	50	62	106	40	101	29	115	54	14	154	29	140	113	56	44	55	69
	34%	38%	30%	35%	31%	35%	34%	35%	33%	34%	34%	35%	35%	28%	35%	32%	33%	34%	33%	34%	35%	32%	34%	34%	33%
		B															*								
Somewhat disagree	162	67	95	57	73	32	55	54	53	58	104	26	92	44	103	59	14	148	29	134	104	59	41	58	64
	32%	27%	38%	33%	38%	23%	30%	33%	35%	32%	33%	23%	32%	44%	31%	35%	32%	33%	32%	33%	32%	34%	32%	35%	31%
			A	E	E								K	KL			*								
Very much disagree	81	36	45	28	28	25	32	26	23	26	55	20	45	16	55	26	6	75	14	67	53	28	25	24	32
	16%	14%	18%	17%	14%	18%	17%	16%	15%	14%	17%	18%	16%	16%	17%	15%	14%	16%	16%	16%	16%	16%	19%	15%	15%
																	*								
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	256	149	107	86	90	80	98	82	77	99	157	68	148	41	173	83	23	233	46	210	169	88	63	81	113
	51%	59%	43%	50%	47%	59%	53%	51%	50%	54%	50%	60%	52%	40%	52%	49%	54%	51%	52%	51%	52%	50%	49%	50%	54%
		B				CD						M	M				*								
Low2Box - (Somewhat disagree/Very much disagree)	244	104	140	86	101	57	88	80	76	84	160	46	137	61	158	86	20	224	43	201	157	87	66	82	96
	49%	41%	57%	50%	53%	41%	47%	49%	50%	46%	50%	40%	48%	60%	48%	51%	46%	49%	48%	49%	48%	50%	51%	50%	46%
			A	E	E									KL			*								

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	127	57	70	36	35	56	54	63	3	49	78	37	75	15	71	56	8	119	7	120	71	57	51	55	21
	25%	23%	27%	18%	25%	35%	28%	27%	20%	27%	24%	29%	25%	20%	27%	23%	22%	26%	19%	26%	25%	26%	28%	25%	22%
						C			**					*			*		*						*
Somewhat agree	169	81	88	74	49	45	60	75	5	54	115	41	95	33	86	82	11	158	15	154	98	71	67	68	33
	34%	33%	34%	37%	36%	28%	31%	33%	34%	30%	36%	32%	32%	43%	33%	34%	29%	34%	41%	33%	35%	32%	37%	31%	34%
									**					*			*		*						*
Somewhat disagree	114	66	47	57	29	27	42	52	6	43	71	27	68	19	57	57	8	105	7	106	63	51	31	57	26
	23%	27%	19%	28%	21%	17%	22%	23%	41%	24%	22%	21%	23%	24%	22%	24%	22%	23%	20%	23%	22%	23%	17%	26%	27%
		B		E					**					*			*		*					V	V*
Very much disagree	91	41	50	34	25	32	37	39	1	34	57	24	56	10	47	44	10	81	7	83	48	42	35	40	16
	18%	17%	20%	17%	18%	20%	19%	17%	6%	19%	18%	19%	19%	13%	18%	18%	27%	17%	20%	18%	17%	19%	19%	18%	16%
									**					*			*		*						*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	296	137	158	110	84	102	114	137	8	103	193	78	170	48	158	138	19	276	22	274	168	128	119	123	54
	59%	56%	62%	55%	61%	63%	59%	60%	54%	57%	60%	60%	58%	63%	60%	58%	51%	60%	60%	59%	60%	58%	65%	56%	56%
									**					*			*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	204	107	98	91	54	59	79	91	7	77	128	52	124	28	104	100	19	186	14	190	111	93	65	97	42
	41%	44%	38%	45%	39%	37%	41%	40%	46%	43%	40%	40%	42%	37%	40%	42%	49%	40%	40%	41%	40%	42%	35%	44%	44%
									**					*			*		*						*

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	102	61	41	30	40	32	33	46	22	48	53	58	36	8	55	47	11	91	14	87	60	42	53	23	26
	20%	24%	16%	17%	21%	25%	20%	21%	19%	22%	19%	24%	18%	14%	22%	19%	24%	20%	22%	20%	21%	19%	19%	20%	24%
		B				C						M					*								
Somewhat agree	171	88	82	70	61	40	53	76	41	78	92	82	66	23	83	88	16	154	26	145	84	87	91	41	38
	34%	35%	33%	38%	32%	31%	32%	35%	36%	36%	33%	34%	33%	40%	33%	36%	38%	34%	39%	33%	30%	39%	33%	37%	35%
																	*					T			
Somewhat disagree	147	64	83	53	58	36	48	65	34	58	89	64	65	18	74	72	11	136	16	131	92	55	87	34	26
	29%	25%	33%	29%	30%	28%	29%	30%	29%	27%	31%	26%	33%	31%	30%	29%	25%	30%	24%	30%	33%	25%	31%	30%	24%
			A										K				*				U				
Very much disagree	81	37	43	29	32	20	31	32	18	31	50	40	32	9	40	41	6	75	10	70	44	37	48	14	19
	16%	15%	17%	16%	17%	15%	19%	15%	15%	14%	18%	16%	16%	15%	16%	16%	13%	16%	15%	16%	16%	17%	17%	13%	17%
																	*								
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	273	149	123	100	100	73	87	122	64	127	146	140	102	31	137	135	27	245	40	232	144	129	144	64	64
	55%	60%	49%	55%	53%	56%	52%	56%	55%	59%	51%	57%	51%	54%	55%	54%	62%	54%	61%	54%	51%	58%	52%	57%	59%
		B								J							*					T			
Low2Box - (Somewhat disagree/Very much disagree)	227	101	127	81	90	56	79	96	51	89	139	104	97	27	114	113	17	211	26	202	136	92	134	49	44
	45%	40%	51%	45%	47%	44%	48%	44%	45%	41%	49%	43%	49%	46%	45%	46%	38%	46%	39%	46%	49%	42%	48%	43%	41%
			A								I						*				U				

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Ethical Consumer
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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	34	20	14	16	7	11	24	7	3	16	18	22	4	7	14	19	1	32	3	30	21	13	2	11	21
	7%	8%	6%	9%	4%	7%	7%	5%	11%	6%	8%	8%	5%	6%	7%	7%	7%	7%	8%	7%	7%	7%	4%	8%	6%
									*								*		*				*		
Somewhat agree	150	78	72	57	49	44	97	46	7	84	66	91	25	34	74	76	6	144	16	134	98	52	12	37	101
	30%	31%	29%	31%	31%	28%	29%	33%	31%	31%	29%	31%	28%	30%	34%	27%	28%	30%	37%	29%	30%	29%	28%	27%	32%
									*								*		*				*		
Somewhat disagree	254	120	135	88	79	88	174	71	10	143	111	147	49	59	109	145	13	242	20	234	164	90	25	67	163
	51%	48%	54%	47%	50%	57%	52%	50%	44%	52%	49%	50%	55%	51%	50%	52%	57%	51%	46%	51%	51%	50%	59%	48%	51%
						C			*								*		*				*		
Very much disagree	62	34	28	25	25	13	42	17	3	30	31	35	12	15	22	40	2	60	4	58	38	24	4	25	33
	12%	13%	11%	13%	15%	8%	12%	12%	14%	11%	14%	12%	13%	13%	10%	14%	8%	13%	9%	13%	12%	13%	9%	18%	10%
					E				*								*		*				*	X	
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	184	97	86	73	56	55	121	53	9	100	84	113	29	41	88	95	7	176	19	165	119	65	13	49	122
	37%	39%	35%	40%	35%	35%	36%	38%	42%	37%	37%	38%	33%	36%	40%	34%	34%	37%	45%	36%	37%	36%	32%	35%	38%
									*								*		*				*		
Low2Box - (Somewhat disagree/Very much disagree)	316	153	163	112	104	100	215	88	13	174	142	182	61	74	131	185	14	302	24	292	202	114	29	92	196
	63%	61%	65%	60%	65%	65%	64%	62%	58%	63%	63%	62%	67%	64%	60%	66%	66%	63%	55%	64%	63%	64%	68%	65%	62%
									*								*		*				*		

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HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	128	63	66	53	33	43	101	25	2	59	69	35	78	15	53	75	9	119	11	118	68	60	63	39	25
	26%	25%	26%	25%	23%	29%	25%	26%	58%	27%	25%	33%	24%	22%	25%	26%	23%	26%	19%	26%	24%	28%	27%	23%	26%
								*	**			*		*			*		*						*
Somewhat agree	223	110	113	103	58	62	175	47	1	91	133	45	146	32	95	128	15	208	23	200	123	100	100	80	44
	45%	44%	45%	48%	41%	43%	44%	49%	21%	40%	48%	43%	45%	46%	45%	44%	40%	45%	42%	45%	43%	46%	43%	47%	45%
								*	**			*		*			*		*						*
Somewhat disagree	100	49	51	46	32	23	87	12	1	49	51	19	67	15	38	63	8	92	16	85	61	39	44	36	20
	20%	20%	20%	21%	23%	16%	22%	13%	21%	22%	19%	18%	20%	21%	18%	22%	22%	20%	28%	19%	22%	18%	19%	21%	20%
								*	**			*		*			*		*						*
Very much disagree	48	27	22	13	18	17	37	11	-	25	24	6	35	7	26	23	6	43	6	42	30	18	26	14	9
	10%	11%	9%	6%	13%	12%	9%	12%	-	11%	9%	6%	11%	10%	12%	8%	15%	9%	11%	10%	11%	8%	11%	8%	9%
					C			*	**			*		*			*		*						*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	351	172	179	156	91	104	276	72	3	150	201	80	224	47	148	203	23	328	34	318	191	160	163	119	69
	70%	69%	71%	73%	64%	72%	69%	75%	79%	67%	73%	77%	69%	68%	70%	70%	63%	71%	61%	71%	68%	74%	70%	70%	71%
								*	**			*		*			*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	149	76	73	59	50	40	124	24	1	74	75	24	102	22	63	86	14	135	22	127	92	57	70	50	29
	30%	31%	29%	27%	36%	28%	31%	25%	21%	33%	27%	23%	31%	32%	30%	30%	37%	29%	39%	29%	32%	26%	30%	30%	29%
								*	**			*		*			*		*						*

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	92	52	40	34	38	21	15	38	39	53	39	4	26	62	59	33	17	75	16	77	71	21	35	42	15
	18%	21%	16%	16%	20%	21%	17%	20%	18%	19%	17%	25%	18%	18%	23%	14%	23%	18%	17%	19%	20%	15%	22%	18%	15%
							*					**			O		*		*						
Somewhat agree	287	138	149	131	105	51	50	110	127	154	133	6	83	199	140	147	40	248	50	237	201	87	89	139	59
	57%	55%	60%	62%	56%	51%	55%	57%	59%	57%	58%	35%	58%	58%	53%	62%	55%	58%	55%	58%	56%	61%	56%	58%	58%
				E			*					**				N	*		*						
Somewhat disagree	92	45	47	36	35	21	14	37	41	52	40	4	24	64	49	43	11	81	19	73	65	28	27	47	19
	18%	18%	19%	17%	19%	21%	16%	19%	19%	19%	18%	21%	17%	19%	19%	18%	15%	19%	21%	18%	18%	19%	17%	20%	19%
							*					**					*		*						
Very much disagree	28	17	11	10	10	8	12	7	10	13	16	3	8	17	15	14	5	23	6	22	21	8	9	11	8
	6%	7%	4%	5%	6%	8%	13%	4%	4%	5%	7%	19%	6%	5%	6%	6%	7%	5%	7%	5%	6%	5%	6%	4%	8%
							GH*					**					*		*						
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	379	190	190	164	143	72	65	149	166	207	172	10	109	261	199	180	56	323	66	313	272	108	124	181	74
	76%	75%	77%	78%	76%	72%	71%	77%	77%	76%	76%	60%	77%	76%	76%	76%	78%	76%	72%	77%	76%	75%	78%	76%	73%
							*					**					*		*						
Low2Box - (Somewhat disagree/Very much disagree)	121	63	58	46	46	29	26	44	51	65	56	7	33	81	64	57	16	105	25	95	85	35	36	57	27
	24%	25%	23%	22%	24%	28%	29%	23%	23%	24%	24%	40%	23%	24%	24%	24%	22%	24%	28%	23%	24%	25%	22%	24%	27%
							*					**					*		*						

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Ethical Consumer
HI1.5. [I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and not the company that contract the clothing to be made in that place and may be in another part of the world] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disa
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	42	20	21	19	15	7	24	15	3	13	28	16	13	13	18	23	5	37	6	36	19	23	23	11	8
	8%	8%	9%	10%	9%	6%	7%	11%	9%	6%	10%	6%	11%	9%	8%	9%	12%	8%	12%	8%	7%	9%	8%	8%	10%
									*				*				*		*						
Somewhat agree	140	76	64	62	48	29	91	38	11	62	78	63	27	49	68	72	10	129	15	124	75	65	85	39	16
	28%	30%	26%	30%	28%	24%	27%	27%	39%	30%	27%	25%	23%	36%	29%	27%	26%	28%	30%	28%	30%	26%	30%	27%	22%
									*				*	KL			*		*						
Somewhat disagree	191	99	92	80	65	46	128	56	7	75	116	100	48	44	89	102	16	176	18	174	98	94	104	56	31
	38%	39%	37%	39%	38%	38%	39%	40%	24%	37%	39%	40%	42%	32%	38%	38%	39%	38%	36%	39%	39%	38%	37%	38%	43%
								H	*			M	*				*		*						
Very much disagree	127	57	71	43	44	40	89	30	8	56	72	70	27	30	59	69	9	118	11	116	61	67	69	40	19
	25%	22%	29%	21%	26%	33%	27%	22%	28%	27%	24%	28%	23%	22%	25%	26%	24%	26%	22%	26%	24%	27%	24%	28%	25%
			A			C			*				*				*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	181	96	85	81	63	36	114	53	14	75	107	79	40	62	86	95	15	166	21	160	94	87	108	50	23
	36%	38%	34%	40%	37%	30%	34%	38%	48%	36%	36%	32%	35%	46%	37%	36%	38%	36%	42%	36%	37%	35%	38%	34%	32%
				E					*				*	K			*		*						
Low2Box - (Somewhat disagree/Very much disagree)	319	156	163	123	109	86	218	87	15	131	188	170	75	74	148	171	25	294	29	290	158	161	173	96	50
	64%	62%	66%	60%	63%	70%	66%	62%	52%	64%	64%	68%	65%	54%	63%	64%	62%	64%	58%	64%	63%	65%	62%	66%	68%
						C			*			M	*				*		*						

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	110	76	34	24	36	50	23	54	32	39	70	26	67	16	91	19	10	100	21	89	93	17	37	30	42
	22%	30%	14%	13%	23%	31%	14%	26%	26%	25%	20%	25%	26%	12%	25%	14%	17%	23%	25%	21%	25%	12%	21%	20%	24%
		B		*	*	C*	*		*	*		M	M*			*	**		*		U	*	*	*	*
Somewhat agree	143	64	79	53	43	47	54	53	37	53	91	38	60	45	100	44	19	125	18	125	98	46	46	33	64
	29%	25%	32%	29%	28%	29%	33%	25%	30%	34%	26%	37%	23%	34%	27%	33%	33%	28%	22%	30%	27%	34%	26%	23%	36%
				*	*	*	*		*	*		L	*			*	**		*			*	*	*	*
Somewhat disagree	165	78	87	85	43	36	57	69	38	44	121	26	90	49	116	49	11	153	24	140	105	59	52	66	46
	33%	31%	35%	46%	28%	22%	35%	33%	31%	28%	35%	25%	34%	37%	31%	37%	20%	35%	29%	34%	29%	44%	30%	45%	26%
				DE*	*	*	*		*	*			*	K		*	**		*			T*	*	X*	*
Very much disagree	82	35	47	23	31	28	31	35	15	19	63	14	45	23	62	20	16	66	19	63	68	14	38	19	25
	16%	14%	19%	13%	20%	17%	19%	17%	13%	12%	18%	13%	17%	18%	17%	15%	29%	15%	23%	15%	19%	10%	22%	13%	14%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	253	140	113	77	79	98	77	107	69	92	161	65	128	60	191	62	29	225	39	214	190	63	83	64	107
	51%	55%	46%	42%	51%	60%	47%	51%	56%	59%	47%	62%	49%	46%	52%	48%	51%	51%	47%	51%	52%	46%	48%	43%	60%
				*	*	C*	*		*	*		LM	*			*	**		*			*	*	*	W*
Low2Box - (Somewhat disagree/Very much disagree)	247	113	133	108	74	64	88	105	54	63	183	40	135	72	178	68	28	219	44	203	174	73	91	85	71
	49%	45%	54%	58%	49%	40%	53%	49%	44%	41%	53%	38%	51%	54%	48%	52%	49%	49%	53%	49%	48%	54%	52%	57%	40%
				E*	*	*	*		*	*			K*	K		*	**		*			*	*	X*	*

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	113	69	43	32	36	45	16	67	30	54	59	39	34	40	76	37	19	94	27	86	79	34	47	24	42
	23%	28%	17%	17%	23%	29%	19%	22%	26%	26%	20%	30%	20%	20%	26%	18%	37%	21%	37%	20%	23%	22%	26%	19%	22%
		B				C						LM			O		Q		S						
Somewhat agree	207	101	106	80	68	60	40	117	50	85	123	58	75	74	122	85	17	190	23	185	143	64	69	46	92
	41%	41%	42%	43%	43%	38%	48%	39%	43%	41%	42%	44%	44%	37%	41%	42%	35%	42%	31%	43%	41%	42%	38%	38%	48%
																				R					VW
Somewhat disagree	125	50	75	52	37	36	18	78	28	48	76	24	44	56	68	56	8	116	15	109	86	39	44	39	42
	25%	20%	29%	28%	23%	23%	22%	26%	24%	23%	26%	18%	26%	28%	23%	28%	17%	26%	21%	26%	25%	25%	24%	32%	22%
			A										K	K				P						VX	
Very much disagree	55	25	30	22	18	15	10	37	9	22	33	11	16	28	30	25	6	49	8	47	39	16	24	13	18
	11%	10%	12%	12%	11%	10%	11%	12%	8%	11%	11%	8%	10%	14%	10%	12%	12%	11%	11%	11%	11%	10%	13%	11%	9%
														K											
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	320	171	149	111	104	105	56	184	80	138	182	97	109	114	198	122	36	284	49	271	222	98	117	69	134
	64%	69%	59%	60%	65%	67%	67%	62%	68%	66%	63%	73%	64%	58%	67%	60%	72%	63%	68%	63%	64%	64%	63%	57%	69%
		B										LM			O										W
Low2Box - (Somewhat disagree/Very much disagree)	180	75	105	74	55	51	28	115	37	71	109	35	61	84	98	82	14	166	24	156	125	54	68	52	60
	36%	31%	41%	40%	35%	33%	33%	38%	32%	34%	37%	27%	36%	42%	33%	40%	28%	37%	32%	37%	36%	36%	37%	43%	31%
			A										K	K		N								X	

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	88	51	37	20	21	47	15	35	38	57	31	42	24	21	47	41	15	73	14	74	55	34	31	23	34
	18%	21%	15%	11%	14%	28%	19%	17%	18%	18%	16%	18%	19%	15%	20%	15%	26%	17%	22%	17%	17%	18%	17%	19%	18%
		B				CD											Q*								
Somewhat agree	208	106	102	79	64	65	28	88	92	132	76	98	48	62	100	108	25	182	26	182	135	73	74	50	84
	42%	43%	40%	43%	41%	40%	34%	42%	44%	43%	39%	42%	37%	44%	43%	40%	42%	41%	39%	42%	42%	40%	39%	41%	44%
																	*								
Somewhat disagree	145	62	83	57	52	37	20	64	61	92	53	67	38	40	59	86	14	131	19	127	96	49	54	32	59
	29%	25%	33%	31%	34%	23%	25%	31%	29%	30%	27%	29%	30%	29%	26%	32%	24%	30%	28%	29%	30%	27%	29%	27%	31%
			A	E	E											N	*								
Very much disagree	59	28	30	27	17	15	18	23	18	26	33	25	17	17	26	33	5	54	7	52	32	27	29	16	13
	12%	12%	12%	15%	11%	9%	22%	11%	9%	8%	17%	11%	14%	12%	11%	12%	8%	12%	11%	12%	10%	15%	16%	13%	7%
				E			GH				I						*						X	X	
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	296	157	139	99	85	112	43	122	131	189	107	141	72	83	147	149	41	255	40	256	189	107	105	72	118
	59%	63%	55%	54%	55%	68%	53%	58%	62%	62%	55%	60%	57%	59%	63%	56%	68%	58%	61%	59%	60%	58%	56%	60%	62%
		B				CD									O		*								
Low2Box - (Somewhat disagree/Very much disagree)	204	91	114	84	69	52	38	87	79	118	86	92	55	57	85	119	19	185	26	178	128	76	83	49	73
	41%	37%	45%	46%	45%	32%	47%	42%	38%	38%	45%	40%	43%	41%	37%	44%	32%	42%	39%	41%	40%	42%	44%	40%	38%
			A	E	E											N	*								

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	98	65	33	30	38	30	29	48	21	40	58	2	81	15	69	29	24	74	35	63	81	17	20	46	32
	20%	26%	13%	16%	23%	21%	19%	20%	19%	21%	19%	10%	22%	13%	22%	15%	39%	17%	31%	16%	22%	13%	13%	24%	21%
		B		*					*			**		*			Q*		S*			*		V	
Somewhat agree	202	114	89	76	59	67	61	97	44	77	125	10	155	38	133	69	21	181	39	163	158	44	63	77	62
	40%	45%	36%	40%	36%	45%	39%	41%	40%	40%	41%	39%	43%	34%	43%	37%	33%	41%	35%	42%	43%	34%	41%	40%	41%
				*					*			**		*			*		*			*			
Somewhat disagree	133	50	83	56	40	36	35	64	34	47	86	13	86	34	73	60	12	121	25	108	83	50	42	55	36
	27%	20%	34%	30%	25%	24%	23%	27%	31%	24%	28%	52%	24%	31%	23%	32%	19%	28%	22%	28%	22%	38%	27%	28%	24%
			A	*					*			**		*			*		*			T*			
Very much disagree	67	24	43	27	26	14	30	26	12	31	36	-	42	25	38	30	6	61	13	54	48	19	29	16	22
	13%	10%	17%	14%	16%	10%	19%	11%	10%	16%	12%	-	12%	22%	12%	16%	10%	14%	12%	14%	13%	15%	19%	8%	15%
			A	*					*			**		L*			*		*			*		W	
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	300	179	121	106	97	97	89	145	66	118	182	12	235	53	203	97	45	255	74	226	239	61	83	123	94
	60%	71%	49%	56%	60%	66%	58%	62%	59%	60%	60%	48%	65%	47%	65%	52%	72%	58%	66%	58%	65%	47%	54%	63%	62%
		B		*					*			**	M	*	O		*		*		U	*			
Low2Box - (Somewhat disagree/Very much disagree)	200	74	126	84	66	51	65	89	46	77	123	13	128	60	110	90	18	182	38	162	131	69	71	71	58
	40%	29%	51%	44%	40%	34%	42%	38%	41%	40%	40%	52%	35%	53%	35%	48%	28%	42%	34%	42%	35%	53%	46%	37%	38%
			A	*					*			**		L*		N	*		*			T*			

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Agree very much	818	462	355	282	246	290	331	329	150	344	474	330	322	165	493	325	86	732	119	699	508	309	349	215	253
	10%	12%	9%	9%	9%	13%	11%	10%	9%	10%	10%	13%	9%	8%	11%	9%	12%	10%	12%	10%	10%	10%	12%	9%	9%
		B				CD	H					LM			O								WX		
Somewhat agree	2341	1224	1117	932	779	631	924	908	489	1007	1334	780	990	571	1260	1081	209	2132	304	2037	1470	872	775	755	811
	29%	31%	28%	30%	30%	27%	31%	28%	29%	30%	29%	30%	29%	29%	29%	29%	29%	29%	30%	29%	29%	29%	27%	30%	30%
		B		E	E		G																	V	V
Somewhat disagree	2610	1250	1359	1097	831	681	968	1049	572	1111	1499	847	1098	665	1354	1255	225	2385	304	2306	1629	981	858	833	919
	33%	31%	34%	35%	32%	30%	32%	32%	33%	33%	32%	32%	32%	34%	31%	34%	31%	33%	30%	33%	33%	33%	30%	34%	34%
			A	DE	E											N				R				V	V
Very much disagree	2232	1051	1181	799	734	698	771	946	498	903	1328	672	994	566	1223	1009	204	2028	288	1943	1383	848	875	675	681
	28%	26%	29%	26%	28%	30%	26%	29%	29%	27%	29%	26%	29%	29%	28%	27%	28%	28%	28%	28%	28%	28%	31%	27%	26%
			A		C	C		F	F				K	K									WX		
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	3159	1687	1472	1213	1025	921	1255	1238	639	1351	1808	1111	1312	736	1753	1406	295	2864	423	2736	1978	1181	1124	970	1064
	39%	42%	37%	39%	40%	40%	42%	38%	37%	40%	39%	42%	39%	37%	40%	38%	41%	39%	42%	39%	40%	39%	39%	39%	40%
		B					GH					LM			O										
Low2Box - (Somewhat disagree/Very much disagree)	4841	2301	2540	1896	1565	1380	1739	1995	1071	2014	2827	1519	2091	1231	2577	2264	429	4412	592	4249	3012	1829	1733	1508	1600
	61%	58%	63%	61%	60%	60%	58%	62%	63%	60%	61%	58%	61%	63%	60%	62%	59%	61%	58%	61%	60%	61%	61%	61%	60%
			A					F	F				K	K		N									

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made i
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree very much	818	112	38	54	46	70	45	44	72	39	22	24	61	29	77	39	47
	10%	22%	8%	11%	9%	14%	9%	9%	14%	8%	4%	5%	12%	6%	15%	8%	9%
		BCDEFGHIJKLMNOP	J	JKM	JKM	BDFGIJKMOP	JKM	JKM	BDFGIJKMOP	J			BIJKM		BCDFGIJKMOP		JKM
Somewhat agree	2341	168	146	133	145	102	136	145	150	120	156	90	199	282	124	103	142
	29%	34%	29%	27%	29%	20%	27%	29%	30%	24%	31%	18%	40%	56%	25%	21%	28%
		CEFIKNO	EIKO	EK	EIKO		EKO	EIKNO	EIKNO	K	EIKNO		BCDEFGHIJKNOP	ABCDEFGHIJKLNOP	EK		EIKO
Somewhat disagree	2610	124	165	141	165	126	170	175	134	149	263	204	160	151	138	168	175
	33%	25%	33%	28%	33%	25%	34%	35%	27%	30%	53%	41%	32%	30%	28%	34%	35%
			AEHN		AEHN		ACEHN	ACEHIN		E	ABCDEFGHIKLMNOP	ABCDEFHILMN	AE	E		AE	ACEHIN
Very much disagree	2232	97	151	172	144	202	149	136	145	192	59	182	79	37	161	189	136
	28%	19%	30%	34%	29%	40%	30%	27%	29%	38%	12%	36%	16%	7%	32%	38%	27%
		JM	AJLM	ADGJLMP	AJLM	ABCDFGHJLMNP	AJLM	AJLM	AJLM	ABDFGHJLMNP	M	ADFGHJLMP	M		AGJLMP	ABDFGHJLMP	AJLM
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Agree very much/Somewhat agree)	3159	280	184	187	191	172	181	189	222	159	178	114	260	311	201	143	189
	39%	56%	37%	37%	38%	34%	36%	38%	44%	32%	36%	23%	52%	62%	40%	29%	38%
		BCDEFGHIJKNOP	IKO	IKO	IKO	K	IKO	IKO	BCDEFGIJKOP	K	KO		BCDEFGHIJKNOP	BCDEFGHIJKLNOP	EIKO		IKO
Low2Box - (Somewhat disagree/Very much disagree)	4841	220	316	313	309	328	319	311	278	341	322	386	240	189	299	357	311
	61%	44%	63%	63%	62%	66%	64%	62%	56%	68%	64%	77%	48%	38%	60%	71%	62%
			AHLM	AHLM	AHLM	AHLMN	AHLM	AHLM	ALM	ABCDFGHLMNP	AHLM	ABCDEFGHIJLMNP	M		ALM	ABCDFGHJLMNP	AHLM

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HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhe

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Agree very much	818	93	112	525	88	312	-	-
	10%	9%	22%	11%	6%	9%	-	-
		D	ACDE	DE		D		
Somewhat agree	2341	287	168	1302	585	946	-	-
	29%	29%	34%	26%	39%	27%	-	-
		C	CE		ABCE			
Somewhat disagree	2610	341	124	1566	579	1224	-	-
	33%	34%	25%	31%	39%	35%	-	-
		BC		B	ABCE	BC		
Very much disagree	2232	280	97	1607	248	1017	-	-
	28%	28%	19%	32%	17%	29%	-	-
		BD		ABDE		BD		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Agree very much/Somewhat agree)	3159	380	280	1827	673	1259	-	-
	39%	38%	56%	37%	45%	36%	-	-
			ACDE		ACE			
Low2Box - (Somewhat disagree/Very much disagree)	4841	620	220	3173	827	2241	-	-
	61%	62%	44%	63%	55%	64%	-	-
		BD		BD	B	BD		

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Agree very much	112	50	62	47	31	34	53	43	16	31	81	72	27	12	63	48	16	96	14	98	69	42	62	27	23
	22%	20%	24%	19%	21%	31%	20%	24%	33%	21%	23%	22%	23%	21%	27%	18%	29%	22%	26%	22%	24%	20%	23%	20%	24%
						C			F*						O		*		*						*
Somewhat agree	168	88	80	87	48	33	101	50	17	47	121	108	45	16	69	99	14	154	18	150	89	79	92	39	37
	34%	36%	31%	35%	33%	30%	37%	28%	36%	32%	34%	33%	38%	28%	30%	37%	26%	35%	33%	34%	31%	36%	34%	29%	39%
									*								*		*						*
Somewhat disagree	124	63	61	63	34	27	65	52	6	42	82	86	25	13	53	71	12	112	11	112	65	59	66	40	18
	25%	26%	24%	25%	23%	25%	24%	29%	13%	28%	23%	26%	21%	24%	23%	27%	22%	25%	21%	25%	23%	27%	25%	29%	19%
								H	*								*		*						*
Very much disagree	97	45	52	51	31	15	53	35	9	27	69	60	22	15	48	49	12	84	10	87	61	36	50	31	16
	19%	18%	20%	21%	22%	14%	19%	20%	18%	19%	20%	19%	18%	27%	21%	18%	23%	19%	19%	19%	21%	17%	18%	23%	17%
									*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	280	138	142	135	79	66	154	92	33	78	202	180	72	27	132	147	29	250	31	248	159	121	154	66	60
	56%	56%	56%	54%	55%	61%	57%	51%	68%	53%	57%	55%	61%	50%	57%	55%	55%	56%	60%	55%	56%	56%	57%	48%	64%
									G*								*		*						W*
Low2Box - (Somewhat disagree/Very much disagree)	220	107	113	114	65	42	118	87	15	69	151	146	46	28	100	120	24	196	21	199	126	95	116	70	34
	44%	44%	44%	46%	45%	39%	43%	49%	32%	47%	43%	45%	39%	50%	43%	45%	45%	44%	40%	45%	44%	44%	43%	52%	36%
								H	*								*		*					X	*

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Agree very much	38	21	16	13	15	9	11	21	5	16	22	13	21	4	22	15	2	36	2	35	20	17	25	12	14	11	5	4	3	18	9	1
	8%	9%	6%	6%	9%	7%	11% H	8%	4%	7%	8%	10%	7%	6%	8%	7%	3% *	8%	3% *	8%	6%	9%	7%	8%	9%	7%	6%	7% *	9% *	9%	7%	6
Somewhat agree	146	76	70	65	45	36	28	83	35	65	81	41	83	22	76	70	16	130	17	129	97	49	100	46	43	44	30	18	12	50	39	5
	29%	31%	28%	33%	26%	27%	28%	30%	28%	29%	29%	31%	28%	30%	29%	30%	30% *	29%	26% *	30%	31%	27%	30%	28%	26%	28%	35%	32% *	29% *	25%	31%	33
Somewhat disagree	165	79	86	66	59	40	27	87	51	78	87	43	95	28	85	80	16	149	23	142	107	58	115	50	54	55	27	19	10	65	43	5
	33%	32%	34%	34%	34%	30%	26%	32%	41% FG	35%	31%	33%	32%	37%	32%	34%	31% *	33%	35% *	33%	34%	32%	34%	30%	32%	36%	32%	34% *	25% *	32%	35%	32
Very much disagree	151	72	80	53	52	47	35	84	33	64	87	35	97	20	82	70	19	132	23	128	93	58	96	56	55	43	23	16	15	67	34	5
	30%	29%	32%	27%	30%	36% C	35%	30%	27%	29%	31%	27%	33%	27%	31%	30%	36% *	30%	35% *	30%	29%	32%	29%	34%	33%	28%	27%	28% *	37% *	33%	27%	29
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																	
Top2Box - (Agree very much/Somewhat agree)	184	97	87	77	61	45	39	105	40	81	103	54	103	26	98	85	18	166	20	164	118	66	125	59	57	54	35	22	15	68	48	6
	37%	39%	34%	39%	35%	34%	39%	38%	32%	36%	37%	41%	35%	36%	37%	36%	33% *	37%	30% *	38%	37%	36%	37%	36%	35%	36%	41%	39% *	38% *	34%	38%	39
Low2Box - (Somewhat disagree/Very much disagree)	316	151	165	119	111	87	61	171	84	142	175	78	191	48	167	149	36	281	46	270	200	117	211	105	109	98	50	34	25	132	77	1C
	63%	61%	66%	61%	65%	66%	61%	62%	68%	64%	63%	59%	65%	64%	63%	64%	67% *	63%	70% *	62%	63%	64%	63%	64%	65%	64%	59%	61% *	62% *	66%	62%	61

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Agree very much	54	37	17	16	17	21	26	16	12	23	31	19	18	17	41	13	5	49	7	47	31	23	26	13	15	31	23	15	14	2
	11%	15%	7%	9%	11%	14%	13%	8%	11%	13%	10%	11%	10%	12%	14%	6%	18%	10%	17%	10%	11%	10%	11%	11%	10%	13%	9%	15%	10%	1
		B													O		**		*									*		
Somewhat agree	133	72	61	53	41	39	60	50	22	41	91	56	51	27	82	51	8	125	11	121	78	55	77	26	30	48	85	28	35	7
	27%	29%	25%	29%	26%	25%	32%	25%	20%	24%	28%	32%	27%	19%	28%	24%	29%	26%	28%	26%	28%	25%	32%	22%	21%	19%	34%	28%	24%	27
							H					M					**		*				WX				Y	*		
Somewhat disagree	141	66	75	60	47	34	45	64	32	44	97	43	54	43	78	63	12	129	11	130	79	62	65	33	43	69	72	25	46	7
	28%	26%	30%	33%	30%	21%	23%	32%	30%	25%	30%	25%	29%	31%	27%	30%	43%	27%	27%	28%	28%	28%	27%	27%	30%	28%	28%	25%	32%	27
				E													**		*									*		
Very much disagree	172	77	95	56	53	63	60	70	42	66	106	54	63	55	92	80	3	170	11	161	90	83	69	48	55	100	73	33	49	9
	34%	31%	38%	30%	34%	40%	32%	35%	39%	38%	33%	32%	34%	39%	31%	39%	10%	36%	28%	35%	32%	37%	29%	40%	39%	40%	29%	33%	34%	35
																	**		*					V		Z		*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Agree very much/Somewhat agree)	187	109	78	69	58	60	86	67	34	64	123	75	68	44	123	64	13	174	18	169	109	78	103	39	45	79	108	43	49	9
	37%	43%	32%	37%	37%	38%	45%	33%	32%	37%	38%	43%	37%	31%	42%	31%	47%	37%	45%	37%	39%	35%	43%	33%	31%	32%	43%	43%	34%	3
		B					GH					M			O		**		*				X				Y	*		
Low2Box - (Somewhat disagree/Very much disagree)	313	143	170	116	100	97	105	134	75	110	203	97	117	98	170	143	14	299	22	291	168	145	134	80	98	169	145	58	95	16
	63%	57%	68%	63%	63%	62%	55%	67%	68%	63%	62%	57%	63%	69%	58%	69%	53%	63%	55%	63%	61%	65%	57%	67%	69%	68%	57%	57%	66%	6
			A					F	F					K		N	**		*						V	Z		*		

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Agree very much	46	31	16	10	17	19	10	17	19	24	22	19	21	6	25	21	3	43	4	42	30	17	4	4	6	5	-	14	13	15	15	1			
	9%	12%	6%	6%	10%	12%	9%	9%	10%	10%	8%	10%	10%	7%	10%	9%	7%	10%	8%	9%	10%	9%	13%	14%	11%	7%	-	8%	9%	9%	10%	9			
		B			C	C											*						*	*	*										
Somewhat agree	145	68	77	46	59	39	30	56	58	76	68	52	69	24	76	68	15	130	19	125	97	48	11	10	13	22	-	48	41	38	45	6			
	29%	27%	30%	26%	35%	25%	28%	29%	29%	33%	26%	28%	31%	26%	31%	27%	32%	29%	34%	28%	31%	25%	31%	32%	24%	32%	-	27%	30%	23%	31%	32			
					CE					J							*						*	*	*						c	c			
Somewhat disagree	165	73	92	72	49	45	37	60	68	72	93	65	67	33	80	86	13	152	18	147	101	64	12	7	18	22	-	59	47	53	46	6			
	33%	30%	36%	40%	29%	29%	34%	32%	34%	31%	35%	35%	30%	36%	32%	34%	29%	33%	31%	33%	32%	34%	35%	23%	33%	33%	-	33%	35%	33%	32%	34			
			A	DE													*						*	*	*										
Very much disagree	144	75	69	49	43	52	32	58	54	61	83	50	66	28	69	75	15	129	16	128	85	59	7	10	17	19	-	56	34	56	37	5			
	29%	30%	27%	28%	25%	34%	29%	30%	27%	26%	31%	27%	29%	31%	28%	30%	33%	28%	27%	29%	27%	31%	21%	31%	32%	28%	-	32%	25%	35%	26%	26			
						D											*						*	*	*					de					
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																			
Top2Box - (Agree very much/Somewhat agree)	191	99	92	57	77	58	41	73	77	100	90	71	90	30	101	90	18	173	24	167	126	64	15	14	19	27	-	63	53	53	59	7			
	38%	40%	36%	32%	46%	37%	37%	38%	39%	43%	34%	38%	40%	33%	41%	36%	39%	38%	41%	38%	41%	34%	44%	46%	35%	39%	-	35%	40%	33%	42%	40			
					CE					J							*						*	*	*						c	c			
Low2Box - (Somewhat disagree/Very much disagree)	309	148	161	121	91	97	68	118	123	133	176	115	133	61	149	161	28	281	34	275	186	123	19	17	35	41	-	115	82	109	82	11			
	62%	60%	64%	68%	54%	63%	63%	62%	61%	57%	66%	62%	60%	67%	59%	64%	61%	62%	59%	62%	59%	66%	56%	54%	65%	61%	-	65%	60%	67%	58%	60			
				D		D					I						*						*	*	*					de					

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Agree very much	70	32	38	22	16	31	19	39	12	28	42	32	25	13	40	30	1	69	3	67	37	33	15	23	32
	14%	13%	15%	12%	12%	19%	14%	15%	11%	17%	13%	19%	12%	11%	13%	15%	5%	14%	9%	14%	12%	17%	13%	14%	14%
						CD						LM					*		*			T			
Somewhat agree	102	53	49	44	32	26	34	51	18	27	75	31	46	25	61	41	2	100	5	97	65	38	22	27	53
	20%	22%	19%	23%	23%	15%	25%	20%	15%	16%	23%	19%	22%	20%	20%	21%	13%	21%	16%	21%	21%	19%	19%	17%	24%
				E	E		H				I						*		*						W
Somewhat disagree	126	60	66	55	36	36	35	58	33	43	84	38	57	31	72	54	6	121	9	118	78	48	25	45	56
	25%	24%	26%	29%	26%	21%	27%	23%	28%	25%	25%	23%	28%	25%	24%	28%	31%	25%	25%	25%	26%	24%	22%	28%	25%
				E													*		*						
Very much disagree	202	102	100	70	55	77	45	105	52	70	131	66	81	54	133	69	10	192	17	185	123	78	55	63	83
	40%	41%	40%	37%	39%	45%	34%	41%	45%	42%	40%	40%	39%	44%	43%	35%	52%	40%	50%	40%	41%	40%	47%	40%	37%
						C		F	F						O		*		*				X		
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	172	85	87	66	48	57	53	89	30	55	117	63	70	39	101	71	3	169	9	163	101	71	37	50	85
	34%	35%	34%	35%	35%	34%	40%	35%	26%	33%	35%	38%	34%	31%	33%	37%	17%	35%	25%	35%	33%	36%	32%	31%	38%
							H	H									*	P	*						
Low2Box - (Somewhat disagree/Very much disagree)	328	162	166	124	91	113	80	163	85	113	215	104	138	85	205	123	15	312	26	302	201	127	80	108	139
	66%	65%	66%	65%	65%	66%	60%	65%	74%	67%	65%	62%	66%	69%	67%	63%	83%	65%	75%	65%	67%	64%	68%	69%	62%
									FG								Q*		*						

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Agree very much	45	26	19	12	16	16	16	17	13	23	22	16	23	6	29	16	3	42	8	36	27	18	12	12	20
	9%	10%	8%	7%	9%	12%	8%	10%	8%	13%	7%	14%	8%	6%	9%	10%	7%	9%	10%	9%	8%	10%	10%	7%	10%
										J		LM					*								
Somewhat agree	136	78	59	47	51	39	52	45	39	46	90	32	84	20	93	43	12	124	26	111	92	45	30	45	62
	27%	31%	24%	27%	27%	28%	28%	28%	25%	25%	29%	28%	29%	20%	28%	26%	28%	27%	29%	27%	28%	26%	23%	28%	30%
		B											M				*								
Somewhat disagree	170	87	83	59	70	41	60	53	57	64	106	38	88	44	111	59	14	156	29	141	112	58	44	56	70
	34%	34%	34%	34%	37%	30%	33%	33%	37%	35%	34%	34%	31%	43%	34%	35%	32%	34%	33%	34%	34%	33%	34%	34%	34%
					E									L			*								
Very much disagree	149	62	87	54	53	42	57	47	45	51	98	27	90	32	98	51	14	135	26	123	95	54	43	50	56
	30%	25%	35%	31%	28%	31%	31%	29%	29%	28%	31%	24%	32%	31%	30%	30%	33%	29%	29%	30%	29%	31%	33%	31%	27%
			A										K				*								
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	181	104	77	59	67	54	68	62	51	69	112	48	107	26	121	59	15	166	34	147	119	62	42	57	82
	36%	41%	31%	34%	35%	40%	37%	38%	34%	38%	35%	43%	37%	26%	37%	35%	35%	36%	38%	36%	36%	36%	33%	35%	39%
		B										M	M				*								
Low2Box - (Somewhat disagree/Very much disagree)	319	149	170	113	123	83	118	100	101	114	205	65	179	75	210	109	28	291	55	264	207	112	87	106	127
	64%	59%	69%	66%	65%	60%	63%	62%	66%	62%	65%	57%	63%	74%	63%	65%	65%	64%	62%	64%	64%	64%	67%	65%	61%
			A											KL			*								

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Hungary																							
	Hungary Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Agree very much	72	35	37	21	22	29	28	34	3	26	46	25	37	10	42	30	8	64	9	62	44	28	32	28	12
	14%	14%	14%	10%	16%	18%	14%	15%	18%	14%	14%	19%	13%	13%	16%	13%	20%	14%	26%	13%	16%	13%	17%	13%	12%
						C			**					*			*		S*						*
Somewhat agree	150	72	78	57	42	51	55	72	3	49	101	34	89	26	86	64	10	141	6	144	83	67	58	66	26
	30%	30%	30%	28%	31%	32%	28%	32%	22%	27%	31%	26%	30%	35%	33%	27%	25%	30%	16%	31%	30%	30%	32%	30%	27%
									**					*			*		*						*
Somewhat disagree	134	70	64	68	33	33	52	56	6	47	87	35	81	18	63	71	10	124	11	122	70	64	45	60	29
	27%	29%	25%	34%	24%	20%	27%	25%	39%	26%	27%	27%	27%	24%	24%	30%	26%	27%	31%	26%	25%	29%	25%	27%	30%
				DE					**					*			*		*						*
Very much disagree	145	67	77	56	41	48	59	66	3	58	87	36	87	22	71	74	11	134	10	135	83	62	49	67	30
	29%	28%	30%	28%	29%	30%	30%	29%	20%	32%	27%	28%	30%	29%	27%	31%	29%	29%	27%	29%	30%	28%	26%	30%	31%
									**					*			*		*						*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	222	107	115	78	64	80	83	106	6	75	147	59	126	36	128	94	17	205	15	206	127	95	90	94	38
	44%	44%	45%	38%	47%	50%	43%	46%	41%	42%	46%	45%	43%	48%	49%	39%	45%	44%	43%	44%	46%	43%	49%	43%	40%
						C			**					*	O		*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	278	137	141	124	73	81	111	122	9	105	173	71	168	40	133	145	21	257	21	257	152	126	94	126	58
	56%	56%	55%	62%	53%	50%	57%	54%	59%	58%	54%	55%	57%	52%	51%	61%	55%	56%	57%	56%	54%	57%	51%	57%	60%
				E					**					*		N	*		*						*

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Agree very much	39	21	18	11	15	13	17	14	8	14	25	17	17	5	22	16	4	35	5	33	23	16	25	6	8
	8%	8%	7%	6%	8%	10%	10%	6%	7%	7%	9%	7%	8%	8%	9%	7%	8%	8%	8%	8%	8%	7%	9%	5%	7%
																	*								
Somewhat agree	120	69	51	43	46	31	38	57	26	62	58	59	50	11	64	57	8	112	13	107	67	54	69	26	26
	24%	28%	21%	24%	24%	24%	23%	26%	22%	29%	21%	24%	25%	19%	25%	23%	18%	25%	20%	25%	24%	24%	25%	23%	24%
		B								J							*								
Somewhat disagree	149	67	83	61	51	37	46	71	32	63	87	77	53	19	70	80	17	132	24	125	91	58	70	44	36
	30%	27%	33%	34%	27%	29%	28%	32%	28%	29%	30%	32%	27%	32%	28%	32%	39%	29%	37%	29%	33%	26%	25%	39%	33%
			A														*				U			V	V
Very much disagree	192	94	98	66	78	48	66	77	49	77	115	90	78	23	96	96	15	177	23	168	99	93	114	38	39
	38%	38%	39%	37%	41%	37%	40%	35%	43%	36%	40%	37%	39%	40%	38%	38%	34%	39%	35%	39%	35%	42%	41%	34%	36%
																	*					T			
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	159	89	69	54	61	44	54	71	34	76	83	76	67	16	86	73	12	147	18	140	89	70	94	31	34
	32%	36%	28%	30%	32%	34%	33%	32%	29%	35%	29%	31%	34%	28%	34%	29%	27%	32%	28%	32%	32%	32%	34%	28%	31%
		B															*								
Low2Box - (Somewhat disagree/Very much disagree)	341	161	181	127	129	85	112	148	81	140	201	168	132	42	166	175	32	309	47	294	190	151	185	82	75
	68%	64%	72%	70%	68%	66%	67%	68%	71%	65%	71%	69%	66%	72%	66%	71%	73%	68%	72%	68%	68%	68%	66%	72%	69%
			A														*								

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Agree very much	22	10	11	13	4	5	13	5	4	7	14	14	3	4	6	15	1	20	1	20	10	11	1	2	18
	4%	4%	5%	7%	3%	3%	4%	4%	18%	3%	6%	5%	4%	4%	3%	5%	5%	4%	3%	4%	3%	6%	2%	2%	6%
				D					FG*		I						*		*				*		W
Somewhat agree	156	84	73	49	50	57	102	47	7	86	71	92	27	37	78	78	4	152	13	143	107	49	10	43	103
	31%	33%	29%	27%	31%	37%	30%	33%	31%	31%	31%	31%	30%	32%	36%	28%	19%	32%	30%	31%	33%	27%	24%	31%	33%
						C			*						O		*		*				*		
Somewhat disagree	263	123	140	99	85	78	182	73	8	151	112	151	52	60	110	152	12	251	22	240	166	97	25	72	166
	53%	49%	56%	53%	54%	50%	54%	51%	36%	55%	49%	51%	57%	53%	50%	54%	55%	52%	51%	53%	52%	54%	59%	51%	52%
							H		*								*		*				*		
Very much disagree	59	34	25	24	20	15	39	17	3	30	29	39	8	13	25	34	5	55	7	52	37	22	6	23	30
	12%	14%	10%	13%	13%	10%	12%	12%	15%	11%	13%	13%	8%	11%	11%	12%	21%	11%	16%	11%	12%	12%	15%	16%	9%
									*								*		*				*	X	
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	178	94	84	62	54	62	115	52	11	93	85	106	31	41	84	94	5	173	14	164	118	60	11	45	122
	36%	37%	34%	33%	34%	40%	34%	37%	49%	34%	38%	36%	34%	36%	38%	33%	24%	36%	33%	36%	37%	34%	26%	32%	38%
									*								*		*				*		
Low2Box - (Somewhat disagree/Very much disagree)	322	157	165	123	105	93	221	89	11	181	141	189	59	74	135	187	16	305	29	293	203	119	31	95	196
	64%	63%	66%	67%	66%	60%	66%	63%	51%	66%	62%	64%	66%	64%	62%	67%	76%	64%	67%	64%	63%	66%	74%	68%	62%
									*								*		*				*		

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Agree very much	61	39	22	26	15	21	46	13	2	30	32	12	41	9	29	33	7	54	9	52	42	19	35	18	8
	12%	16%	9%	12%	10%	14%	12%	14%	42%	13%	11%	11%	13%	12%	14%	11%	20%	12%	16%	12%	15%	9%	15%	11%	8%
		B						*	**			*		*			*		*						*
Somewhat agree	199	94	105	91	61	46	164	35	1	86	113	50	123	25	75	124	11	188	21	178	100	99	84	68	47
	40%	38%	42%	43%	44%	32%	41%	36%	16%	38%	41%	48%	38%	37%	35%	43%	31%	41%	39%	40%	35%	46%	36%	40%	48%
					E			*	**			*		*			*		*			T			*
Somewhat disagree	160	79	82	72	41	47	130	30	1	74	86	27	110	23	69	91	12	148	17	144	89	71	69	60	31
	32%	32%	32%	34%	29%	33%	32%	31%	21%	33%	31%	26%	34%	33%	33%	32%	33%	32%	30%	32%	32%	33%	29%	36%	32%
								*	**			*		*			*		*						*
Very much disagree	79	36	43	25	24	30	60	19	1	34	45	15	52	13	39	40	6	73	8	71	52	28	45	22	12
	16%	15%	17%	12%	17%	21%	15%	19%	21%	15%	16%	14%	16%	19%	19%	14%	16%	16%	15%	16%	18%	13%	19%	13%	12%
						C		*	**			*		*			*		*						*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	260	133	127	118	76	67	210	48	2	115	145	62	165	34	103	157	19	242	30	230	142	119	119	86	55
	52%	54%	51%	55%	54%	46%	53%	50%	58%	52%	53%	60%	50%	49%	49%	54%	50%	52%	55%	52%	50%	55%	51%	51%	56%
								*	**			*		*			*		*						*
Low2Box - (Somewhat disagree/Very much disagree)	240	115	125	97	65	78	190	48	2	108	131	42	162	36	108	131	19	221	25	215	141	98	114	83	43
	48%	46%	49%	45%	46%	54%	47%	50%	42%	48%	47%	40%	50%	51%	51%	46%	50%	48%	45%	48%	50%	45%	49%	49%	44%
								*	**			*		*			*		*						*

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Agree very much	29	16	13	9	11	9	7	12	10	15	14	2	9	18	18	11	5	24	4	25	21	8	12	13	4
	6%	6%	5%	4%	6%	9%	7%	6%	4%	5%	6%	11%	6%	5%	7%	5%	6%	6%	4%	6%	6%	5%	7%	5%	4%
							*					**					*		*						
Somewhat agree	282	137	145	116	110	56	56	107	120	155	128	10	81	191	153	129	36	246	48	234	202	80	81	147	55
	56%	54%	59%	55%	58%	56%	61%	56%	55%	57%	56%	60%	57%	56%	58%	54%	50%	58%	53%	57%	57%	56%	51%	62%	54%
							*					**					*		*					V	
Somewhat disagree	151	85	66	70	56	25	20	59	73	85	66	3	38	110	77	75	26	125	33	119	112	39	59	61	31
	30%	34%	27%	33%	30%	25%	22%	31%	33%	31%	29%	16%	27%	32%	29%	31%	36%	29%	36%	29%	31%	28%	37%	26%	30%
							*					**					*		*					W	
Very much disagree	37	14	23	15	12	10	8	14	15	18	20	2	13	22	15	22	6	32	6	31	22	15	8	17	12
	7%	6%	9%	7%	6%	10%	9%	7%	7%	6%	9%	14%	9%	6%	6%	9%	8%	7%	7%	8%	6%	11%	5%	7%	12%
							*					**					*		*						V
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	311	153	158	125	121	66	62	119	129	170	142	12	90	209	171	140	40	271	52	259	223	88	93	159	59
	62%	61%	64%	59%	64%	65%	69%	62%	60%	62%	62%	71%	64%	61%	65%	59%	56%	63%	57%	63%	62%	62%	58%	67%	58%
							*					**					*		*						
Low2Box - (Somewhat disagree/Very much disagree)	189	99	90	86	68	35	28	73	88	103	86	5	51	132	92	97	32	157	39	150	134	55	67	79	43
	38%	39%	36%	41%	36%	35%	31%	38%	40%	38%	38%	29%	36%	39%	35%	41%	44%	37%	43%	37%	38%	38%	42%	33%	42%
							*					**					*		*						

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Agree very much	77	42	35	31	26	21	52	22	3	32	45	43	14	20	41	36	6	71	9	68	37	40	48	15	14
	15%	16%	14%	15%	15%	17%	16%	16%	11%	15%	15%	17%	12%	14%	18%	13%	14%	15%	18%	15%	15%	16%	17%	11%	19%
									*				*				*		*				W		W
Somewhat agree	124	73	51	47	42	35	81	35	7	56	68	67	25	31	57	67	10	114	14	110	63	60	67	35	22
	25%	29%	20%	23%	24%	28%	24%	25%	26%	27%	23%	27%	22%	23%	24%	25%	25%	25%	28%	24%	25%	24%	24%	24%	30%
		B							*				*				*		*						
Somewhat disagree	138	67	72	60	49	29	95	36	8	56	82	70	34	35	67	71	12	126	12	126	66	72	76	42	20
	28%	26%	29%	29%	28%	24%	29%	26%	27%	27%	28%	28%	30%	25%	29%	27%	29%	27%	24%	28%	26%	29%	27%	29%	27%
									*				*				*		*						
Very much disagree	161	71	91	68	56	38	105	46	10	62	99	69	41	51	69	93	13	149	15	146	85	76	90	54	17
	32%	28%	37%	33%	32%	31%	32%	33%	36%	30%	34%	28%	36%	38%	29%	35%	31%	32%	30%	32%	34%	31%	32%	37%	24%
			A						*				*	K			*		*					X	
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	201	115	86	77	68	56	133	58	11	87	113	111	39	51	98	103	16	185	23	178	100	100	115	50	36
	40%	46%	35%	38%	39%	45%	40%	41%	37%	43%	38%	44%	34%	37%	42%	39%	40%	40%	46%	40%	40%	40%	41%	34%	49%
		B							*			M	*				*		*						W
Low2Box - (Somewhat disagree/Very much disagree)	299	137	162	128	105	67	200	82	18	118	181	138	75	86	136	164	24	275	27	272	152	148	166	96	37
	60%	54%	65%	62%	61%	55%	60%	59%	63%	57%	62%	56%	66%	63%	58%	61%	60%	60%	54%	60%	60%	60%	59%	66%	51%
			A						*				*	K			*		*					X	

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Agree very much	39	28	11	11	9	20	12	20	7	16	24	12	22	6	34	5	1	39	8	31	33	6	11	8	20
	8%	11%	5%	6%	6%	12%	7%	9%	6%	10%	7%	11%	8%	4%	9%	4%	2%	9%	10%	7%	9%	5%	6%	5%	11%
				*	*	*	*		*	*		M	*			*	**		*			*	*	*	*
Somewhat agree	103	51	52	43	30	30	39	34	31	30	73	26	59	18	77	26	20	83	32	71	74	29	29	37	37
	21%	20%	21%	23%	20%	19%	23%	16%	25%	19%	21%	25%	22%	14%	21%	20%	35%	19%	39%	17%	20%	21%	17%	25%	21%
				*	*	*	*		*	*		M	*			*	**		S*			*	*	*	*
Somewhat disagree	168	78	90	81	48	40	73	68	27	37	131	32	89	47	123	45	11	157	7	161	102	66	61	50	57
	34%	31%	37%	44%	31%	25%	44%	32%	22%	24%	38%	30%	34%	36%	33%	35%	19%	35%	8%	39%	28%	49%	35%	34%	32%
				E*	*	*	H*		*	*	I		*			*	**		*	R		T*	*	*	*
Very much disagree	189	97	93	51	66	72	42	91	57	73	116	35	93	62	135	55	25	164	36	153	154	35	72	53	64
	38%	38%	38%	28%	43%	44%	25%	43%	47%	47%	34%	33%	35%	46%	36%	42%	44%	37%	43%	37%	42%	26%	42%	36%	36%
				*	*	C*	*	F	F*	*			*	K		*	**		*		U	*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	143	79	64	53	39	50	51	54	38	46	97	38	81	24	112	31	21	122	40	102	107	35	40	45	58
	29%	31%	26%	29%	26%	31%	31%	25%	31%	29%	28%	36%	31%	18%	30%	24%	37%	27%	49%	25%	29%	26%	23%	30%	32%
				*	*	*	*		*	*		M	*			*	**		S*			*	*	*	*
Low2Box - (Somewhat disagree/Very much disagree)	357	175	183	132	114	111	115	158	84	110	247	67	182	109	258	100	36	322	43	315	257	101	134	103	120
	71%	69%	74%	71%	74%	69%	69%	75%	69%	71%	72%	64%	69%	82%	70%	76%	63%	73%	51%	75%	71%	74%	77%	70%	68%
				*	*	*	*		*	*			*	K		*	**		*	R		*	*	*	*

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Agree very much	44	26	18	15	13	17	7	26	11	22	23	15	14	16	29	15	8	37	11	33	31	14	18	8	18
	9%	11%	7%	8%	8%	11%	9%	9%	9%	10%	8%	11%	8%	8%	10%	7%	15% Q	8%	16% S	8%	9%	9%	10%	7%	9%
Somewhat agree	145	71	73	62	40	42	25	86	35	59	86	51	51	42	83	62	11	134	16	129	98	46	50	32	63
	29%	29%	29%	34% D	25%	27%	29%	29%	29%	28%	30%	38% LM	30% M	21%	28%	30%	22%	30%	21%	30% R	28%	30%	27%	26%	33%
Somewhat disagree	175	83	92	65	60	50	30	104	40	69	106	42	61	73	106	69	16	159	22	153	123	52	57	46	71
	35%	34%	36%	35%	37%	32%	36%	35%	34%	33%	36%	31%	36%	37%	36%	34%	31%	35%	31%	36%	35%	34%	31%	38%	37%
Very much disagree	136	65	70	43	47	46	21	83	31	60	76	25	44	67	78	58	16	120	24	112	95	41	59	35	42
	27%	27%	28%	23%	29%	30%	25%	28%	27%	29%	26%	19%	26% K	34% KL	26%	28%	32%	27%	32%	26%	27%	27%	32% X	29% X	22%
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	189	98	91	77	53	59	32	112	46	80	109	66	65	58	112	77	19	170	27	162	129	60	68	40	81
	38%	40%	36%	42% D	33%	38%	38%	37%	39%	38%	37%	50% LM	38% M	29%	38%	38%	37%	38%	37%	38%	37%	39%	37%	33%	42% W
Low2Box - (Somewhat disagree/Very much disagree)	311	148	163	108	107	97	52	188	72	129	182	66	105	140	184	127	32	279	46	265	219	92	116	82	113
	62%	60%	64%	58%	67% C	62%	62%	63%	61%	62%	63%	50%	62% K	71% KL	62%	62%	63%	62%	63%	62%	63%	61%	63%	67% X	58%

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Agree very much	47	27	20	17	12	17	9	15	22	29	17	20	11	15	29	18	13	34	12	34	32	15	25	7	14
	9%	11%	8%	9%	8%	11%	11%	7%	11%	10%	9%	9%	9%	11%	12%	7%	21%	8%	19%	8%	10%	8%	13%	6%	8%
															O		Q*		S				WX		
Somewhat agree	142	80	62	52	51	39	27	64	52	86	56	69	36	37	70	72	18	124	21	122	94	48	42	36	64
	28%	32%	25%	29%	33%	24%	33%	31%	25%	28%	29%	30%	29%	26%	30%	27%	30%	28%	31%	28%	30%	26%	22%	30%	34%
		B			E												*								V
Somewhat disagree	175	81	95	69	51	55	22	75	78	113	62	81	43	52	78	98	15	160	16	159	111	64	66	36	73
	35%	33%	37%	38%	33%	34%	27%	36%	37%	37%	32%	35%	34%	37%	33%	37%	25%	36%	25%	37%	35%	35%	35%	30%	38%
																	*	P		R					
Very much disagree	136	60	76	44	40	53	23	55	58	78	58	62	37	37	56	80	14	121	17	119	81	55	56	41	39
	27%	24%	30%	24%	26%	32%	29%	26%	27%	25%	30%	27%	29%	26%	24%	30%	24%	28%	25%	27%	25%	30%	30%	34%	21%
						C											*						X	X	
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	189	107	82	70	63	56	36	79	74	115	73	89	48	52	99	90	30	158	33	156	126	63	67	44	78
	38%	43%	32%	38%	41%	34%	44%	38%	35%	38%	38%	38%	38%	37%	42%	34%	51%	36%	50%	36%	40%	34%	35%	36%	41%
		B													O		Q*		S						
Low2Box - (Somewhat disagree/Very much disagree)	311	141	171	113	91	108	45	130	135	191	120	143	79	89	134	177	30	282	33	278	192	120	122	77	113
	62%	57%	68%	62%	59%	66%	56%	62%	65%	62%	62%	62%	62%	63%	58%	66%	49%	64%	50%	64%	60%	66%	65%	64%	59%
			A													N	*	P		R					

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Ethical Consumer
HI1.6. [I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere else unless they actually owned and operated themselves] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Agree very much	24	23	1	8	7	9	5	16	3	9	15	-	19	5	23	1	6	18	10	14	22	2	6	11	7
	5%	9%	*	4%	4%	6%	3%	7%	3%	5%	5%	-	5%	5%	7%	1%	9%	4%	9%	4%	6%	2%	4%	6%	5%
		B		*					*			**		*	O		*		S*			*			
Somewhat agree	90	58	32	29	29	32	34	36	20	37	52	2	70	18	60	30	15	75	24	66	63	27	25	37	28
	18%	23%	13%	15%	18%	21%	22%	15%	18%	19%	17%	6%	19%	16%	19%	16%	24%	17%	21%	17%	17%	21%	16%	19%	18%
		B		*					*			**		*			*		*			*			
Somewhat disagree	204	91	113	78	62	64	49	103	53	75	130	16	151	37	112	92	21	183	39	165	156	48	51	86	68
	41%	36%	46%	41%	38%	43%	32%	44%	47%	38%	42%	65%	41%	33%	36%	49%	34%	42%	35%	43%	42%	37%	33%	44%	44%
				*					F*			**		*		N	*		*			*			
Very much disagree	182	80	102	75	64	43	66	80	36	74	108	7	123	52	118	64	21	161	39	143	129	53	72	61	50
	36%	32%	41%	40%	39%	29%	43%	34%	32%	38%	35%	28%	34%	46%	38%	34%	33%	37%	35%	37%	35%	41%	47%	31%	33%
				*					*			**		L*			*		*			*	WX		
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Agree very much/Somewhat agree)	114	81	32	37	36	41	39	52	23	46	68	2	89	23	83	31	21	93	34	80	84	29	31	48	35
	23%	32%	13%	19%	22%	28%	25%	22%	20%	24%	22%	6%	25%	21%	26%	17%	33%	21%	31%	21%	23%	23%	20%	25%	23%
		B		*					*			**		*	O		*		S*			*			
Low2Box - (Somewhat disagree/Very much disagree)	386	171	215	153	126	107	115	182	89	149	237	23	274	89	230	156	42	345	78	309	285	101	122	147	117
	77%	68%	87%	81%	78%	72%	75%	78%	80%	76%	78%	94%	75%	79%	74%	83%	67%	79%	69%	79%	77%	77%	80%	75%	77%
			A	*					*			**		*		N	*		*	R		*			

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	5489 69%	2660 67%	2829 71% A	2056 66%	1804 70% C	1629 71% C	1910 64%	2284 71% F	1274 75% FG	2335 69%	3154 68%	1685 64%	2422 71% K	1382 70% K	3008 69%	2481 68%	498 69%	4991 69%	735 72% S	4754 68%	3485 70% U	2004 67%	2094 73% WX	1737 70% X	1658 62%
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	4610 58%	2430 61% B	2180 54%	1738 56%	1468 57%	1404 61% CD	1644 55%	1873 58% F	1057 62% FG	1998 59% J	2613 56%	1506 57%	1996 59%	1108 56%	2562 59% O	2048 56%	448 62% Q	4162 57%	612 60%	3998 57%	2902 58%	1708 57%	1640 57%	1433 58%	1537 58%
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	3314 41%	1816 46% B	1498 37%	1391 45% DE	1028 40%	895 39%	1325 44% GH	1291 40%	668 39%	1440 43% J	1873 40%	1122 43% L	1360 40%	831 42%	1843 43% O	1471 40%	308 43%	3006 41%	446 44%	2868 41%	2076 42%	1238 41%	1098 38%	1025 41% V	1191 45% VW
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	3159 39%	1687 42% B	1472 37%	1213 39%	1025 40%	921 40%	1255 42% GH	1238 38%	639 37%	1351 40%	1808 39%	1111 42% LM	1312 39%	736 37%	1753 40% O	1406 38%	295 41%	2864 39%	423 42%	2736 39%	1978 40%	1181 39%	1124 39%	970 39%	1064 40%
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	3092 39%	1548 39%	1544 38%	1188 38%	990 38%	914 40%	1204 40% H	1232 38%	627 37%	1340 40% J	1752 38%	1092 42% LM	1262 37%	738 38%	1668 39%	1423 39%	285 39%	2807 39%	403 40%	2688 38%	1919 38%	1173 39%	1210 42% WX	936 38%	946 36%
I currently boycott certain brands of clothing because of how they treat their workers	3062 38%	1427 36%	1636 41% A	1115 36%	967 37%	981 43% CD	1141 38%	1267 39%	641 38%	1287 38%	1776 38%	1014 39%	1261 37%	787 40% L	1649 38%	1414 39%	314 43% Q	2748 38%	428 42% S	2635 38%	1882 38%	1180 39%	1336 47% WX	885 36% X	841 32%

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	5489	350	364	363	355	360	362	361	256	346	204	401	347	318	359	405	339
	69%	70%	73%	73%	71%	72%	72%	72%	51%	69%	41%	80%	69%	64%	72%	81%	68%
		HJM	HJMP	HJM	HJM	HJM	HJMP	HJMP	J	HJM		ABCDEFGHIJLMNP	HJ	HJ	HJM	ABCDEFGHIJLMNP	HJ
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and	4610	323	303	290	306	299	256	320	296	273	184	300	351	379	181	253	296
	58%	65%	61%	58%	61%	60%	51%	64%	59%	55%	37%	60%	70%	76%	36%	51%	59%
		CFIJNO	FIJNO	FJN	FIJNO	FIJNO	JN	CFIJNOP	FJNO	JN		FJNO	BCDEFGHIJKNOP	ABCDEFGHIJKNOP		JN	FJNO
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the	3314	224	206	199	181	144	220	180	263	148	276	144	286	382	130	133	199
	41%	45%	41%	40%	36%	29%	44%	36%	53%	30%	55%	29%	57%	76%	26%	27%	40%
		DEGIKNO	DEGIKNO	EIKNO	EIKNO		DEGIKNO	EIKNO	ABCDEFGIKNOP		ABCDEFGIKNOP		ABCDEFGIKNOP	ABCDEFGHIJKLNOP			EIKNO
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere	3159	280	184	187	191	172	181	189	222	159	178	114	260	311	201	143	189
	39%	56%	37%	37%	38%	34%	36%	38%	44%	32%	36%	23%	52%	62%	40%	29%	38%
		BCDEFGHIJKNOP	IKO	IKO	IKO	K	IKO	IKO	BCDEFGIJKOP	K	KO		BCDEFGHIJKNOP	BCDEFGHIJKLNOP	EIKO		IKO
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used	3092	255	191	179	187	156	171	147	266	210	211	93	228	211	201	196	190
	39%	51%	38%	36%	37%	31%	34%	29%	53%	42%	42%	19%	46%	42%	40%	39%	38%
		BCDEFGIJKMNOP	EGK	GK	EGK	K	GK	K	BCDEFGIJKLMNOP	CDEFGK	CEFGK		BCDEFGKP	CEFGK	EFGK	EGK	EGK
I currently boycott certain brands of clothing because of how they treat their workers	3062	240	172	190	210	252	215	157	164	278	78	128	214	219	230	171	144
	38%	48%	34%	38%	42%	50%	43%	31%	33%	56%	16%	26%	43%	44%	46%	34%	29%
		BCDGHJKOP	JKP	GJKP	BGHJKOP	BCDFGHJKLMOP	BGHJKOP	JK	JK	ABCDEFGHJKLMNOP		J	BGHJKOP	BGHJKOP	BCGHJKOP	JK	J

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Ethical Consumer

HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with t

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	5489	694	350	3559	886	2327	-	-
	69%	69%	70%	71%	59%	66%	-	-
		DE	D	DE		D		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	4610	602	323	2819	866	1934	-	-
	58%	60%	65%	56%	58%	55%	-	-
		CE	CDE					
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	3314	379	224	1846	864	1347	-	-
	41%	38%	45%	37%	58%	38%	-	-
			ACE		ABCE			
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	3159	380	280	1827	673	1259	-	-
	39%	38%	56%	37%	45%	36%	-	-
			ACDE		ACE			
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	3092	377	255	1847	613	1272	-	-
	39%	38%	51%	37%	41%	36%	-	-
			ACDE		CE			
I currently boycott certain brands of clothing because of how they treat their workers	3062	354	240	1999	469	1334	-	-
	38%	35%	48%	40%	31%	38%	-	-
		D	ACDE	ADE		AD		

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	350	170	180	163	106	80	187	127	36	101	249	229	80	40	172	177	37	313	38	311	202	148	201	88	61
	70%	69%	71%	66%	74%	74%	69%	71%	74%	69%	70%	70%	68%	73%	74%	66%	69%	70%	73%	70%	71%	69%	74%	65%	65%
									*								*		*						*
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	323	170	152	152	95	75	185	99	39	91	231	219	73	30	153	169	38	284	36	287	176	146	186	80	56
	65%	69%	60%	61%	66%	70%	68%	55%	79%	62%	66%	67%	61%	55%	66%	63%	72%	64%	68%	64%	62%	68%	69%	59%	60%
		B					G		G*			M					*		*						*
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	280	138	142	135	79	66	154	92	33	78	202	180	72	27	132	147	29	250	31	248	159	121	154	66	60
	56%	56%	56%	54%	55%	61%	57%	51%	68%	53%	57%	55%	61%	50%	57%	55%	55%	56%	60%	55%	56%	56%	57%	48%	64%
									G*								*		*						W*
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	255	133	122	124	73	58	149	78	27	81	174	172	63	20	131	124	29	226	27	228	150	105	146	59	49
	51%	54%	48%	50%	51%	53%	55%	44%	55%	55%	49%	53%	53%	36%	56%	46%	55%	50%	52%	51%	53%	49%	54%	44%	52%
							G		*			M	M				*		*						*
I currently boycott certain brands of clothing because of how they treat their workers	240	93	147	114	68	58	138	77	25	74	166	155	56	29	109	131	31	209	27	214	130	110	137	60	44
	48%	38%	58%	46%	47%	54%	51%	43%	50%	50%	47%	47%	47%	54%	47%	49%	59%	47%	50%	48%	46%	51%	51%	44%	46%
			A						*								*		*						*
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	224	119	106	132	50	42	144	59	21	56	169	149	53	22	110	115	25	200	22	203	123	102	113	55	56
	45%	48%	41%	53%	35%	39%	53%	33%	44%	38%	48%	46%	45%	41%	47%	43%	47%	45%	41%	45%	43%	47%	42%	41%	60%
				DE			G		*								*		*						VW*

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	364 73%	170 69%	194 77% A	140 71%	127 74%	98 74%	67 67%	210 76% F	87 70%	156 70%	208 75%	98 75%	213 72%	53 72%	191 72%	173 74%	40 75% *	324 72%	50 76% *	314 72%	237 75%	127 70%	247 73%	117 72%	122 74%	109 71%	59 69%	43 78% *	31 77% *	147 74%	90 73%	12 72
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	303 61%	164 66% B	140 55%	103 53%	105 61% C	94 71% CD	63 62%	165 60%	75 61%	148 67% J	155 56%	82 62%	177 60%	44 60%	172 65% O	131 56%	33 62% *	270 60%	45 68% *	259 60%	200 63%	104 57%	199 59%	104 63%	99 59%	92 60%	50 59%	33 60% *	29 72% *	112 56%	78 63%	11 64
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	206 41%	113 46% B	93 37%	87 44%	66 38%	53 40%	42 41%	110 40%	55 44%	102 46% J	104 38%	56 43%	122 41%	28 38%	115 43%	91 39%	21 40% *	185 41%	27 41% *	179 41%	133 42%	73 40%	139 41%	66 40%	61 37%	66 43%	40 47%	21 38% *	17 43% *	75 37%	59 47% c	7 41
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	191 38%	99 40%	92 36%	79 40%	63 37%	48 37%	43 42% H	110 40%	39 31%	77 35%	114 41%	53 40%	109 37%	28 38%	97 37%	94 40%	18 33% *	173 39%	22 34% *	168 39%	121 38%	69 38%	136 40%	55 34%	66 40%	50 32%	34 40%	26 47% Y*	15 37% *	82 41%	49 40%	6 34
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	184 37%	97 39%	87 34%	77 39%	61 35%	45 34%	39 39%	105 38%	40 32%	81 36%	103 37%	54 41%	103 35%	26 36%	98 37%	85 36%	18 33% *	166 37%	20 30% *	164 38%	118 37%	66 36%	125 37%	59 36%	57 35%	54 36%	35 41%	22 39% *	15 38% *	68 34%	48 38%	6 39
I currently boycott certain brands of clothing because of how they treat their workers	172 34%	85 34%	87 35%	62 32%	57 33%	53 40%	36 36%	101 37%	35 28%	67 30%	105 38% I	44 34%	102 35%	25 34%	91 34%	81 35%	22 42% *	150 34%	26 40% *	146 34%	109 34%	63 35%	118 35%	54 33%	52 31%	56 36%	26 30%	25 44% X*	14 35% *	77 39% d	36 29%	5 33

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	363 73%	182 72%	181 73%	129 70%	117 74%	116 74%	137 72%	150 75%	76 70%	117 67%	246 76% I	128 74%	129 69%	106 75%	220 75%	143 69%	24 89% **	339 72%	34 86% *	329 71%	208 75%	155 70%	168 71%	95 79%	100 70%	181 73%	182 72%	78 78% *	111 78% c	17 68
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	290 58%	152 61%	138 55%	108 59%	87 55%	95 61%	116 61%	112 56%	61 56%	101 58%	189 58%	105 61%	112 60%	73 52%	171 58%	119 57%	19 70% **	271 57%	25 61% *	265 58%	153 55%	137 62%	144 61%	62 52%	85 59%	139 56%	151 60%	62 62% *	90 63%	13 54
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	199 40%	107 42%	93 37%	76 41%	63 40%	60 38%	80 42%	72 36%	47 43%	69 40%	130 40%	67 39%	82 44%	51 36%	125 43%	74 36%	12 43% **	188 40%	20 50% *	179 39%	112 40%	87 39%	97 41%	45 37%	58 41%	103 42%	96 38%	46 46% *	50 35%	10 40
I currently boycott certain brands of clothing because of how they treat their workers	190 38%	88 35%	101 41%	62 34%	51 32%	76 48% CD	79 41%	74 37%	37 34%	68 39%	122 37%	70 41%	66 36%	53 37%	102 35%	88 43%	16 58% **	174 37%	17 41% *	173 38%	95 34%	94 42%	84 35%	50 42%	56 39%	99 40%	91 36%	50 50% bc*	49 34%	9 35
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	187 37%	109 43% B	78 32%	69 37%	58 37%	60 38%	86 45% GH	67 33%	34 32%	64 37%	123 38%	75 43% M	68 37%	44 31%	123 42% O	64 31%	13 47% **	174 37%	18 45% *	169 37%	109 39%	78 35%	103 43% X	39 33%	45 31%	79 32%	108 43% Y	43 43% *	49 34%	9 37
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	179 36%	91 36%	88 36%	64 35%	44 28%	71 45% D	75 39%	72 36%	32 29%	61 35%	118 36%	70 41% M	68 37%	40 28%	102 35%	77 37%	14 54% **	164 35%	18 46% *	161 35%	94 34%	85 38%	91 38%	46 39%	42 29%	80 32%	99 39%	41 41% *	51 35%	8 34

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	355 71%	167 68%	188 74% A	128 72%	119 71%	108 69%	69 63%	138 72% F	148 74% F	167 72%	188 71%	130 70%	159 71%	66 73%	173 69%	182 73%	31 68% *	324 71%	41 71%	314 71%	223 72%	132 70%	22 65% *	21 67% *	38 70% *	52 76%	-	126 71%	97 72%	121 75% e	104 73%	13 67
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	306 61%	159 64% B	147 58%	99 56%	109 65% C	97 63%	62 56%	116 61%	129 65%	152 65% J	154 58%	116 62%	139 62%	51 56%	158 63%	148 59%	28 60% *	279 61%	39 67%	267 60%	196 63%	110 59%	23 65% *	18 59% *	33 61% *	40 59%	-	107 60%	86 63%	86 53%	93 65% c	12 65 c
I currently boycott certain brands of clothing because of how they treat their workers	210 42%	105 42%	106 42%	76 43%	66 39%	68 44%	47 43%	80 42%	84 42%	95 41%	115 43%	81 43%	94 42%	36 39%	105 42%	106 42%	21 46% *	189 42%	30 51% S	180 41%	133 43%	77 41%	11 33% *	10 32% *	19 35% *	28 42%	-	75 42%	66 49% VWX	80 50% de	58 41%	7 37
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	191 38%	99 40%	92 36%	57 32%	77 46% CE	58 37%	41 37%	73 38%	77 39%	100 43% J	90 34%	71 38%	90 40%	30 33%	101 41%	90 36%	18 39% *	173 38%	24 41%	167 38%	126 41%	64 34%	15 44% *	14 46% *	19 35% *	27 39%	-	63 35%	53 40%	53 33%	59 42% c	7 40 c
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	187 37%	91 37%	96 38%	67 38%	68 41%	52 34%	43 39%	79 41% H	66 33%	83 36%	104 39%	75 40%	76 34%	36 40%	96 38%	91 36%	15 34% *	172 38%	24 42%	163 37%	116 37%	71 38%	9 28% *	10 32% *	16 31% *	26 39%	-	64 36%	61 45% VXa	61 38%	55 39%	7 37
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	181 36%	95 39%	85 34%	73 41% E	63 38% E	44 29%	45 41% H	74 39% H	61 31%	77 33%	104 39%	71 38%	78 35%	31 35%	99 40% O	82 33%	16 34% *	165 36%	21 36%	160 36%	109 35%	72 38%	13 36% *	14 45% a*	21 39% *	24 35%	-	56 32%	53 39%	59 36%	46 32%	7 39

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	360	182	178	131	98	131	89	185	86	133	227	124	145	91	223	138	14	346	28	332	217	144	83	116	162
	72%	74%	70%	69%	70%	77%	67%	73%	75%	79%	69%	74%	70%	73%	73%	71%	74%	72%	82%	71%	72%	73%	71%	73%	72%
						CD				J							*		*						
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	299	147	152	111	81	108	78	153	68	108	191	103	129	67	179	120	8	291	18	282	181	118	71	97	131	
	60%	60%	60%	58%	58%	64%	59%	61%	59%	64%	58%	62%	62%	54%	59%	62%	43%	60%	51%	60%	60%	60%	61%	62%	58%
												M					*	P	*						
I currently boycott certain brands of clothing because of how they treat their workers	252	122	130	82	61	109	66	132	54	87	165	89	104	60	160	92	11	241	21	231	150	102	62	81	110	
	50%	49%	52%	43%	44%	64%	50%	52%	48%	52%	50%	53%	50%	48%	52%	47%	58%	50%	62%	50%	50%	52%	52%	51%	49%
						CD											*		S*						
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	172	85	87	66	48	57	53	89	30	55	117	63	70	39	101	71	3	169	9	163	101	71	37	50	85	
	34%	35%	34%	35%	35%	34%	40%	35%	26%	33%	35%	38%	34%	31%	33%	37%	17%	35%	25%	35%	33%	36%	32%	31%	38%
							H	H									*	P	*						
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	156	77	79	54	39	62	45	78	32	57	98	57	56	42	91	65	5	151	13	142	92	64	34	45	76	
	31%	31%	31%	29%	28%	37%	34%	31%	28%	34%	30%	34%	27%	34%	30%	33%	24%	31%	39%	31%	30%	32%	29%	29%	34%
						CD						L					*		*						
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	144	80	64	57	41	46	42	70	32	50	94	56	55	33	85	59	5	139	9	135	86	58	37	38	68	
	29%	32%	25%	30%	29%	27%	31%	28%	28%	30%	28%	33%	26%	27%	28%	30%	27%	29%	26%	29%	28%	29%	31%	24%	30%
		B										L					*		*						

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	362	172	190	124	138	99	121	121	120	137	224	74	206	81	232	130	33	329	67	295	239	122	99	128	135
	72%	68%	77%	72%	73%	72%	65%	74%	79%	75%	71%	65%	72%	80%	70%	77%	76%	72%	75%	72%	74%	70%	77%	79%	65%
			A					F	F					KL		N	*						X	X	
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	256	149	107	86	90	80	98	82	77	99	157	68	148	41	173	83	23	233	46	210	169	88	63	81	113
	51%	59%	43%	50%	47%	59%	53%	51%	50%	54%	50%	60%	52%	40%	52%	49%	54%	51%	52%	51%	52%	50%	49%	50%	54%
		B				CD						M	M				*								
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	220	129	91	83	80	57	83	78	60	77	143	55	124	40	152	68	17	204	38	182	146	74	49	66	105
	44%	51%	37%	48%	42%	41%	45%	48%	39%	42%	45%	49%	44%	40%	46%	40%	38%	45%	43%	44%	45%	42%	38%	41%	50%
		B						H									*								VW
I currently boycott certain brands of clothing because of how they treat their workers	215	98	116	61	84	69	75	74	66	88	127	54	113	48	140	75	23	192	45	170	141	74	71	69	74
	43%	39%	47%	36%	44%	51%	41%	45%	43%	48%	40%	48%	40%	47%	42%	45%	52%	42%	50%	41%	43%	42%	55%	43%	36%
			A		C	C				J		L					*		S				WX		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	181	104	77	59	67	54	68	62	51	69	112	48	107	26	121	59	15	166	34	147	119	62	42	57	82
	36%	41%	31%	34%	35%	40%	37%	38%	34%	38%	35%	43%	37%	26%	37%	35%	35%	36%	38%	36%	36%	36%	33%	35%	39%
		B										M	M				*								
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	171	86	85	62	63	46	57	53	60	59	111	39	97	34	111	60	15	155	33	137	116	54	51	55	65
	34%	34%	34%	36%	33%	33%	31%	33%	40%	32%	35%	35%	34%	34%	33%	35%	36%	34%	37%	33%	36%	31%	39%	34%	31%
									F								*						X		

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	296	137	158	110	84	102	114	137	8	103	193	78	170	48	158	138	19	276	22	274	168	128	119	123	54
	59%	56%	62%	55%	61%	63%	59%	60%	54% **	57%	60%	60%	58%	63% *	60%	58%	51% *	60%	60% *	59%	60%	58%	65%	56%	56% *
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	266	133	132	108	70	88	103	123	9	90	175	61	164	41	145	121	19	246	22	244	148	118	99	123	44
	53%	55%	52%	54%	51%	55%	53%	54%	62% **	50%	55%	47%	56%	53% *	55%	51%	51% *	53%	61% *	53%	53%	53%	54%	56%	46% *
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	263	134	128	106	67	89	107	121	4	92	171	84	135	44	136	127	18	244	17	245	146	116	86	118	58
	53%	55%	50%	53%	49%	55%	55%	53%	30% **	51%	53%	65% L	46%	57% *	52%	53%	48% *	53%	48% *	53%	52%	53%	47%	54%	60% V*
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	256	119	136	95	67	94	104	121	9	94	162	56	161	39	137	119	20	235	26	229	141	115	89	115	51
	51%	49%	53%	47%	49%	58% C	54%	53%	63% **	52%	50%	43%	55% K	51% *	52%	50%	54% *	51%	72% S*	49%	50%	52%	49%	52%	53% *
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	222	107	115	78	64	80	83	106	6	75	147	59	126	36	128	94	17	205	15	206	127	95	90	94	38
	44%	44%	45%	38%	47%	50% C	43%	46%	41% **	42%	46%	45%	43%	48% *	49% O	39%	45% *	44%	43% *	44%	46%	43%	49%	43%	40% *
I currently boycott certain brands of clothing because of how they treat their workers	164	74	90	63	43	58	70	76	4	62	102	40	99	24	82	82	19	144	15	148	93	71	61	69	33
	33%	30%	35%	31%	31%	36%	36%	33%	30% **	35%	32%	31%	34%	32% *	31%	34%	51% Q*	31%	42% *	32%	33%	32%	33%	31%	35% *

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	346	175	171	114	134	98	97	160	89	153	193	158	143	44	173	173	28	318	47	299	197	149	204	78	64
	69%	70%	69%	63%	70%	76%	58%	73%	77%	71%	68%	65%	72%	77%	69%	70%	65%	70%	72%	69%	70%	68%	73%	69%	59%
						C		F	F				K	K			*						X	X	
I currently boycott certain brands of clothing because of how they treat their workers	278	135	143	92	106	79	88	130	60	124	154	130	114	34	145	134	24	254	36	242	159	119	169	64	45
	56%	54%	57%	51%	56%	61%	53%	60%	52%	58%	54%	53%	57%	59%	57%	54%	55%	56%	55%	56%	57%	54%	61%	57%	41%
						C											*						X	X	
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	273	149	123	100	100	73	87	122	64	127	146	140	102	31	137	135	27	245	40	232	144	129	144	64	64
	55%	60%	49%	55%	53%	56%	52%	56%	55%	59%	51%	57%	51%	54%	55%	54%	62%	54%	61%	54%	51%	58%	52%	57%	59%
		B								J							*					T			
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	210	114	96	65	88	58	66	98	46	102	108	103	83	24	114	96	23	187	35	175	120	90	118	48	44
	42%	46%	38%	36%	46%	45%	40%	45%	40%	47%	38%	42%	42%	41%	45%	39%	52%	41%	53%	40%	43%	41%	42%	42%	41%
		B			C	C				J							*		S						
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	159	89	69	54	61	44	54	71	34	76	83	76	67	16	86	73	12	147	18	140	89	70	94	31	34
	32%	36%	28%	30%	32%	34%	33%	32%	29%	35%	29%	31%	34%	28%	34%	29%	27%	32%	28%	32%	32%	32%	34%	28%	31%
		B															*								
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	148	81	68	63	52	33	52	64	32	65	83	70	63	16	74	75	14	134	23	125	83	65	81	36	31
	30%	32%	27%	35%	27%	26%	31%	29%	27%	30%	29%	29%	32%	27%	29%	30%	32%	29%	35%	29%	30%	30%	29%	32%	29%
				E													*								

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	276	140	137	106	80	90	185	79	12	152	124	167	48	61	133	144	11	265	23	254	184	92	21	70	186
	55%	56%	55%	57%	50%	58% D	55%	56%	52% *	56%	55%	56%	53%	53%	60% O	51%	50% *	55%	52% *	56%	57%	51%	49% *	50%	59% W
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	211	100	110	77	62	72	143	56	11	123	88	126	36	48	92	118	8	202	18	193	130	81	17	60	134
	42%	40%	44%	41%	39%	46%	43%	40%	51% *	45%	39%	43%	40%	42%	42%	42%	39% *	42%	41% *	42%	41%	45%	40% *	42%	42%
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	204	103	101	72	66	66	135	61	9	114	90	113	45	46	93	111	10	194	18	186	129	75	19	69	116
	41%	41%	40%	39%	42%	42%	40%	43%	39% *	41%	40%	38%	50% KM	40%	42%	40%	45% *	41%	41% *	41%	40%	42%	45% *	49% X	37%
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	184	97	86	73	56	55	121	53	9	100	84	113	29	41	88	95	7	176	19	165	119	65	13	49	122
	37%	39%	35%	40%	35%	35%	36%	38%	42% *	37%	37%	38%	33%	36%	40%	34%	34% *	37%	45% *	36%	37%	36%	32% *	35%	38%
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	178	94	84	62	54	62	115	52	11	93	85	106	31	41	84	94	5	173	14	164	118	60	11	45	122
	36%	37%	34%	33%	34%	40%	34%	37%	49% *	34%	38%	36%	34%	36%	38%	33%	24% *	36%	33% *	36%	37%	34%	26% *	32%	38%
I currently boycott certain brands of clothing because of how they treat their workers	78	42	36	28	27	23	52	21	5	43	35	45	12	21	41	37	2	76	6	72	51	27	9	21	48
	16%	17%	14%	15%	17%	15%	16%	15%	20% *	16%	15%	15%	13%	18%	19%	13%	8% *	16%	15% *	16%	16%	15%	22% *	15%	15%

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	351	172	179	156	91	104	276	72	3	150	201	80	224	47	148	203	23	328	34	318	191	160	163	119	69
	70%	69%	71%	73%	64%	72%	69%	75% *	79% **	67%	73%	77% *	69%	68% *	70%	70%	63% *	71%	61% *	71%	68%	74%	70%	70%	71% *
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	347	164	183	145	97	106	278	68	2	164	183	66	230	51	141	206	20	327	32	315	195	152	168	120	60
	69%	66%	73%	67%	69%	73%	69%	70% *	53% **	73%	66%	64% *	71%	73% *	67%	71%	53% *	71% P	58% *	71%	69%	70%	72%	71%	61% *
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	286	151	134	121	81	84	225	58	2	132	153	67	183	35	120	165	24	262	36	249	163	122	132	93	61
	57%	61%	53%	56%	58%	58%	56%	61% *	63% **	59%	56%	65% *	56%	50% *	57%	57%	63% *	57%	66% *	56%	58%	56%	57%	55%	62% *
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	260	133	127	118	76	67	210	48	2	115	145	62	165	34	103	157	19	242	30	230	142	119	119	86	55
	52%	54%	51%	55%	54%	46%	53%	50% *	58% **	52%	53%	60% *	50%	49% *	49%	54%	50% *	52%	55% *	52%	50%	55%	51%	51%	56% *
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	228	110	118	99	62	67	190	36	2	108	120	58	141	29	94	134	10	218	25	204	124	104	110	78	40
	46%	45%	47%	46%	44%	46%	48%	37% *	53% **	48%	43%	56% *	43%	41% *	45%	46%	27% *	47% P	45% *	46%	44%	48%	47%	46%	41% *
I currently boycott certain brands of clothing because of how they treat their workers	214	106	108	94	58	62	170	42	2	96	118	51	132	31	82	132	14	199	17	197	118	95	104	72	38
	43%	43%	43%	44%	41%	43%	42%	44% *	53% **	43%	43%	49% *	40%	45% *	39%	46%	39% *	43%	31% *	44%	42%	44%	45%	43%	39% *

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	382	196	186	160	147	75	70	156	156	225	158	10	111	261	207	176	56	327	70	312	279	103	116	185	82
	76%	78%	75%	76%	78%	74%	78%	81%	72%	83%	69%	60%	79%	76%	79%	74%	77%	76%	77%	76%	78%	72%	72%	78%	80%
							*	H		J		**					*		*						
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	379	190	190	164	143	72	65	149	166	207	172	10	109	261	199	180	56	323	66	313	272	108	124	181	74
	76%	75%	77%	78%	76%	72%	71%	77%	77%	76%	76%	60%	77%	76%	76%	76%	78%	76%	72%	77%	76%	75%	78%	76%	73%
							*					**					*		*						
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	318	165	153	122	125	71	53	114	151	174	144	11	93	214	171	147	40	278	57	261	222	96	112	158	49
	64%	65%	62%	58%	66%	70%	59%	59%	70%	64%	63%	66%	66%	63%	65%	62%	56%	65%	62%	64%	62%	67%	70%	66%	48%
						C	*		G			**					*		*				X	X	
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	311	153	158	125	121	66	62	119	129	170	142	12	90	209	171	140	40	271	52	259	223	88	93	159	59
	62%	61%	64%	59%	64%	65%	69%	62%	60%	62%	62%	71%	64%	61%	65%	59%	56%	63%	57%	63%	62%	62%	58%	67%	58%
							*					**					*		*						
I currently boycott certain brands of clothing because of how they treat their workers	219	102	117	94	85	39	33	83	103	122	97	6	58	155	114	105	30	189	40	179	152	67	88	96	35
	44%	41%	47%	45%	45%	39%	36%	43%	48%	45%	43%	36%	41%	45%	43%	44%	42%	44%	44%	44%	43%	47%	55%	40%	35%
							*					**					*		*				WX		
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	211	116	95	74	89	49	31	80	100	131	81	8	60	144	127	84	29	183	41	171	151	61	83	90	38
	42%	46%	38%	35%	47%	48%	35%	41%	46%	48%	35%	46%	42%	42%	48%	36%	40%	43%	44%	42%	42%	43%	52%	38%	38%
					C	C	*			J		**			O		*		*				WX		

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	359	172	187	154	124	81	225	110	24	154	205	163	94	102	164	194	27	331	37	321	187	172	213	109	37
	72%	68%	75%	75%	72%	66%	68%	78%	86%	75%	70%	65%	82%	75%	70%	73%	68%	72%	75%	71%	74%	69%	76%	74%	51%
			A	E				F	F*				K*	K			*		*				X	X	
I currently boycott certain brands of clothing because of how they treat their workers	230	112	118	82	83	66	140	76	14	103	127	110	57	64	111	119	18	212	26	204	121	109	140	63	27
	46%	44%	48%	40%	48%	54%	42%	54%	50%	50%	43%	44%	50%	47%	48%	45%	46%	46%	53%	45%	48%	44%	50%	43%	37%
						C		F	*	J			*				*		*				X		
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	201	99	102	79	71	51	121	67	13	91	110	100	42	59	90	111	19	182	25	176	108	93	117	58	26
	40%	39%	41%	39%	41%	41%	36%	48%	47%	44%	37%	40%	37%	43%	38%	42%	48%	40%	50%	39%	43%	37%	42%	40%	36%
								F	*	J			*				*		S*						
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	201	115	86	77	68	56	133	58	11	87	113	111	39	51	98	103	16	185	23	178	100	100	115	50	36
	40%	46%	35%	38%	39%	45%	40%	41%	37%	43%	38%	44%	34%	37%	42%	39%	40%	40%	46%	40%	40%	40%	41%	34%	49%
		B							*			M	*				*		*						W
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	181	96	85	81	63	36	114	53	14	75	107	79	40	62	86	95	15	166	21	160	94	87	108	50	23
	36%	38%	34%	40%	37%	30%	34%	38%	48%	36%	36%	32%	35%	46%	37%	36%	38%	36%	42%	36%	37%	35%	38%	34%	32%
				E					*				*	K			*		*						
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	130	78	52	57	45	27	92	33	5	53	77	66	26	37	66	64	13	117	15	115	65	65	75	33	22
	26%	31%	21%	28%	26%	22%	28%	24%	17%	26%	26%	27%	23%	27%	28%	24%	31%	26%	30%	26%	26%	26%	27%	22%	31%
		B							*				*				*		*						

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	405 81%	204 81%	201 81%	137 74%	135 88% C*	132 82% *	118 71% *	174 82% *	112 92% F*	140 90% J*	265 77%	77 73%	219 83% K*	109 83% K	296 80% *	109 83% *	46 81% **	360 81%	68 82% *	337 81%	313 86% U	92 68% *	138 80% *	129 87% *	138 78% *
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	253 51%	140 55%	113 46%	77 42% *	79 51% *	98 60% C*	77 47% *	107 51%	69 56% *	92 59% *	161 47%	65 62% LM	128 49% *	60 46%	191 52%	62 48% *	29 51% **	225 51%	39 47% *	214 51%	190 52%	63 46% *	83 48% *	64 43% *	107 60% W*
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	196 39%	100 40%	96 39%	56 30% *	65 43% *	75 46% C*	59 35% *	82 39%	56 46% *	72 46% *	124 36%	34 32%	111 42% *	51 39%	147 40%	49 38% *	28 50% **	168 38%	36 44% *	160 38%	152 42%	45 33% *	72 42% *	56 38% *	68 38% *
I currently boycott certain brands of clothing because of how they treat their workers	171 34%	80 32%	91 37%	55 30% *	48 31% *	68 42% *	58 35% *	86 41% H	27 22% *	57 37% *	114 33%	40 38%	82 31% *	49 37%	120 33%	51 39% *	25 45% **	146 33%	36 43% *	136 33%	132 36%	39 29% *	76 44% X*	53 35% *	43 24% *
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	143 29%	79 31%	64 26%	53 29% *	39 26% *	50 31% *	51 31% *	54 25%	38 31% *	46 29% *	97 28%	38 36% M	81 31% *	24 18%	112 30%	31 24% *	21 37% **	122 27%	40 49% S*	102 25%	107 29%	35 26% *	40 23% *	45 30% *	58 32% *
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	133 27%	75 30%	58 23%	54 29% *	36 23% *	43 27% *	46 28% *	62 29%	25 20% *	39 25% *	94 27%	34 32% M	76 29% *	23 17%	107 29%	26 20% *	6 11% **	126 28%	29 34% *	104 25%	87 24%	46 34% *	41 24% *	40 27% *	52 29% *

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	361	163	198	128	119	113	55	219	86	153	208	88	124	148	215	145	38	322	58	302	257	104	145	90	126
	72%	66%	78%	69%	75%	73%	66%	73%	74%	73%	71%	66%	73%	75%	73%	71%	77%	72%	80%	71%	74%	68%	79%	74%	65%
			A											K					S				X	X	
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	320	171	149	111	104	105	56	184	80	138	182	97	109	114	198	122	36	284	49	271	222	98	117	69	134
	64%	69%	59%	60%	65%	67%	67%	62%	68%	66%	63%	73%	64%	58%	67%	60%	72%	63%	68%	63%	64%	64%	63%	57%	69%
		B										LM			O										W
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	189	98	91	77	53	59	32	112	46	80	109	66	65	58	112	77	19	170	27	162	129	60	68	40	81
	38%	40%	36%	42%	33%	38%	38%	37%	39%	38%	37%	50%	38%	29%	38%	38%	37%	38%	37%	38%	37%	39%	37%	33%	42%
				D								LM	M												W
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	180	103	77	78	51	51	34	101	44	72	108	58	58	63	108	72	17	163	24	156	119	60	62	35	83
	36%	42%	30%	42%	32%	33%	41%	34%	38%	34%	37%	44%	34%	32%	36%	35%	33%	36%	33%	37%	34%	40%	34%	29%	43%
		B		DE								LM													VW
I currently boycott certain brands of clothing because of how they treat their workers	157	69	88	54	47	56	24	99	34	69	88	32	51	74	98	59	23	134	32	125	113	44	77	32	48
	31%	28%	35%	29%	29%	36%	29%	33%	29%	33%	30%	24%	30%	37%	33%	29%	45%	30%	44%	29%	32%	29%	41%	27%	25%
			A											KL			Q		S				WX		
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	147	68	79	61	50	37	25	90	32	55	92	42	42	64	89	59	14	133	23	124	104	44	66	33	48
	29%	28%	31%	33%	31%	24%	30%	30%	27%	27%	32%	31%	25%	32%	30%	29%	29%	30%	32%	29%	30%	29%	36%	28%	25%
				E	E									L									WX		

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	339 68%	152 62%	186 74%	131 72%	99 64%	108 66%	53 65%	146 70%	140 67%	211 69%	128 66%	155 67%	84 66%	100 71%	150 64%	189 71%	42 70%	297 67%	46 69%	293 68%	218 69%	121 66%	144 76%	79 65%	117 61%
			A														*						WX		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	296 59%	157 63%	139 55%	99 54%	85 55%	112 68%	43 53%	122 58%	131 62%	189 62%	107 55%	141 60%	72 57%	83 59%	147 63%	149 56%	41 68%	255 58%	40 61%	256 59%	189 60%	107 58%	105 56%	72 60%	118 62%
		B				CD									O		*								
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	199 40%	117 47%	81 32%	76 42%	59 38%	63 39%	36 45%	82 39%	81 38%	127 41%	72 37%	100 43%	47 37%	52 37%	104 45%	94 35%	30 50%	169 38%	33 50%	166 38%	131 41%	67 37%	66 35%	52 43%	81 42%
		B													O		Q*		S						
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	190 38%	88 36%	102 40%	81 44%	55 36%	54 33%	34 42%	84 40%	73 35%	108 35%	82 42%	88 38%	45 35%	57 41%	91 39%	100 37%	26 43%	164 37%	28 42%	163 37%	122 38%	68 37%	87 46%	45 38%	58 30%
				E													*						X		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	189 38%	107 43%	82 32%	70 38%	63 41%	56 34%	36 44%	79 38%	74 35%	115 38%	73 38%	89 38%	48 38%	52 37%	99 42%	90 34%	30 51%	158 36%	33 50%	156 36%	126 40%	63 34%	67 35%	44 36%	78 41%
		B													O		Q*		S						
I currently boycott certain brands of clothing because of how they treat their workers	144 29%	65 26%	79 31%	53 29%	40 26%	51 31%	28 34%	63 30%	53 25%	83 27%	61 31%	61 26%	39 31%	43 31%	70 30%	74 28%	22 37%	121 28%	26 39%	118 27%	92 29%	52 28%	74 39%	26 22%	43 23%
																	Q*		S				WX		

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Ethical Consumer
HI1. [Summary - Top2Box (Agree very much/Somewhat agree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	401	199	202	142	132	127	122	181	98	167	234	14	297	90	255	146	47	354	87	314	301	100	133	155	113
	80%	79%	82%	75%	81%	86%	79%	77%	88%	86%	77%	56%	82%	81%	81%	78%	76%	81%	78%	81%	81%	77%	87%	80%	74%
				*		C			*	J		**		*			*		*			*	X		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	300	179	121	106	97	97	89	145	66	118	182	12	235	53	203	97	45	255	74	226	239	61	83	123	94
	60%	71%	49%	56%	60%	66%	58%	62%	59%	60%	60%	48%	65%	47%	65%	52%	72%	58%	66%	58%	65%	47%	54%	63%	62%
		B		*					*			**	M	*	O		*		*		U	*			
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	144	99	45	61	46	37	41	72	31	53	91	12	99	33	104	40	24	120	40	104	109	35	40	49	55
	29%	39%	18%	32%	28%	25%	27%	31%	28%	27%	30%	47%	27%	30%	33%	22%	39%	27%	36%	27%	29%	27%	26%	25%	36%
		B		*					*			**		*	O		*		*			*			
I currently boycott certain brands of clothing because of how they treat their workers	128	52	76	41	43	45	37	53	39	49	79	6	82	40	80	48	12	116	28	100	92	36	61	35	32
	26%	20%	31%	21%	26%	30%	24%	22%	35%	25%	26%	23%	23%	36%	26%	25%	19%	27%	25%	26%	25%	28%	40%	18%	21%
			A	*					G*			**		L*			*		*			*	WX		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	114	81	32	37	36	41	39	52	23	46	68	2	89	23	83	31	21	93	34	80	84	29	31	48	35
	23%	32%	13%	19%	22%	28%	25%	22%	20%	24%	22%	6%	25%	21%	26%	17%	33%	21%	31%	21%	23%	23%	20%	25%	23%
		B		*					*			**		*	O		*		S*			*			
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	93	41	52	36	28	28	19	46	28	41	53	4	68	21	53	40	10	83	13	80	71	22	27	30	36
	19%	16%	21%	19%	17%	19%	13%	20%	25%	21%	17%	16%	19%	19%	17%	22%	17%	19%	12%	21%	19%	17%	18%	15%	24%
				*					F*			**		*			*		*			*			

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
I currently boycott certain brands of clothing	4938	2561	2376	1995	1623	1319	1853	1965	1068	2079	2859	1616	2142	1180	2681	2256	409	4528	588	4350	3108	1829	1521	1593	1824
because of how they treat their workers	62%	64%	59%	64%	63%	57%	62%	61%	62%	62%	62%	61%	63%	60%	62%	61%	57%	62%	58%	62%	62%	61%	53%	64%	68%
		B		E	E								M					P		R				V	VW
I'm confident that if I spent an extra couple of	4908	2440	2468	1922	1600	1386	1790	2001	1083	2025	2883	1538	2141	1229	2662	2247	439	4469	612	4296	3071	1837	1647	1542	1719
dollars for each piece of clothing I buy so that	61%	61%	62%	62%	62%	60%	60%	62%	63%	60%	62%	58%	63%	62%	61%	61%	61%	61%	60%	62%	62%	61%	58%	62%	64%
it improves the conditions of where workers									F		I		K	K										V	V
I believe that companies that contract their	4841	2301	2540	1896	1565	1380	1739	1995	1071	2014	2827	1519	2091	1231	2577	2264	429	4412	592	4249	3012	1829	1733	1508	1600
clothing to be manufactured in another part of	61%	58%	63%	61%	60%	60%	58%	62%	63%	60%	61%	58%	61%	63%	60%	62%	59%	61%	58%	61%	60%	61%	61%	61%	60%
the world cannot be expected to be held			A					F	F				K	K		N									
I actually really don't care or feel any	4686	2172	2514	1719	1562	1405	1669	1941	1042	1925	2761	1507	2043	1136	2487	2199	416	4270	570	4116	2914	1772	1759	1453	1474
responsibility about where clothing is made or	59%	54%	63%	55%	60%	61%	56%	60%	61%	57%	60%	57%	60%	58%	57%	60%	57%	59%	56%	59%	58%	59%	62%	59%	55%
how it is made or what the working conditions			A		C	C		F	F		I		K			N							WX	X	
I believe that when a building collapses and	3390	1558	1832	1371	1122	896	1350	1360	653	1368	2022	1123	1407	859	1768	1622	275	3114	403	2987	2088	1302	1217	1045	1128
kills and injures many workers, it should be the	42%	39%	46%	44%	43%	39%	45%	42%	38%	41%	44%	43%	41%	44%	41%	44%	38%	43%	40%	43%	42%	43%	43%	42%	42%
local authorities and builder of the building			A	E	E		GH	H			I					N		P							
I'm willing to pay an extra couple of dollars for	2511	1328	1183	1053	786	672	1084	949	436	1031	1480	945	981	585	1322	1189	225	2286	280	2231	1505	1006	763	741	1007
each piece of clothing so that it improves the	31%	33%	29%	34%	30%	29%	36%	29%	25%	31%	32%	36%	29%	30%	31%	32%	31%	31%	28%	32%	30%	33%	27%	30%	38%
conditions of where workers are creating them		B		DE			GH	H				LM								R		T		V	VW

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
I currently boycott certain brands of clothing because of how they treat their workers	4938	260	328	310	290	248	285	343	336	222	422	372	286	281	270	329	356
	62%	52%	66%	62%	58%	50%	57%	69%	67%	44%	84%	74%	57%	56%	54%	66%	71%
		I	ADEFILMN	AEIN	AEI	I	EI	ACDEFILMN	ADEFILMN		ABCDEFGHIKLMNOP	ABCDEFGHILMNO	EI	EI	I	ADEFILMN	ABCDEFILMN
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are creating them that it will actually be used	4908	245	309	321	313	344	329	353	234	290	289	407	272	289	299	304	310
	61%	49%	62%	64%	63%	69%	66%	71%	47%	58%	58%	81%	54%	58%	60%	61%	62%
			AHL	AHIJLM	AHIL	ABDHIJLMNOP	AHIJLMN	ABCDFHIJLMNOP		AH	AH	ABCDEFGHIJLMNOP	H	AH	AH	AH	AHL
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held responsible for things being done somewhere	4841	220	316	313	309	328	319	311	278	341	322	386	240	189	299	357	311
	61%	44%	63%	63%	62%	66%	64%	62%	56%	68%	64%	77%	48%	38%	60%	71%	62%
			AHLM	AHLM	AHLM	AHLMN	AHLM	AHLM	ALM	ABCDFGHLMNP	AHLM	ABCDEFGHIJLMNP	M		ALM	ABCDFGHJLMNP	AHLM
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions are for the production of that clothing in the	4686	276	294	301	319	356	280	320	237	352	224	356	214	118	370	367	301
	59%	55%	59%	60%	64%	71%	56%	64%	47%	70%	45%	71%	43%	24%	74%	73%	60%
		HJLM	HJLM	HJLM	ABFHJLM	ABCDFGHJLMP	HJLM	ABFHJLM	M	ABCDFGHJLMP	M	ABCDFGHJLMP	M		ABCDFGHJLMP	ABCDFGHJLMP	HJLM
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held primarily and mostly responsible and	3390	177	197	210	194	201	244	180	204	227	316	200	149	121	319	247	204
	42%	35%	39%	42%	39%	40%	49%	36%	41%	45%	63%	40%	30%	24%	64%	49%	41%
		M	LM	AGLM	LM	LM	ABCDEGHKLMP	LM	LM	ABDEGLM	ABCDEFGHIKLMOP	LM			ABCDEFGHIKLMOP	ABDEGHKLMP	GLM
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	2511	150	136	137	145	140	138	139	244	154	296	99	153	182	141	95	161
	31%	30%	27%	27%	29%	28%	28%	28%	49%	31%	59%	20%	31%	36%	28%	19%	32%
		KO	KO	KO	KO	KO	KO	KO	ABCDEFGIKLMNOP	KO	ABCDEFGHIKLMNOP		KO	ABCDEFGIKNO	KO		BFGKO

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Ethical Consumer

HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
I currently boycott certain brands of clothing because of how they treat their workers	4938	646	260	3001	1031	2166	-	-
	62%	65%	52%	60%	69%	62%	-	-
		BCE		B	ABCE	BC		
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	4908	623	245	3153	887	2228	-	-
	61%	62%	49%	63%	59%	64%	-	-
		B		BD	B	BD		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	4841	620	220	3173	827	2241	-	-
	61%	62%	44%	63%	55%	64%	-	-
		BD		BD	B	BD		
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	4686	621	276	3154	636	2153	-	-
	59%	62%	55%	63%	42%	62%	-	-
		BD	D	BD		BD		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	3390	398	177	2181	634	1566	-	-
	42%	40%	35%	44%	42%	45%	-	-
				AB	B	AB		
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	2511	306	150	1441	614	1173	-	-
	31%	31%	30%	29%	41%	34%	-	-
					ABCE	AC		

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	276	126	149	116	93	66	128	120	27	91	184	178	65	33	123	152	28	247	31	245	162	114	157	81	38
	55%	52%	59%	47%	65%	61%	47%	67%	56%	62%	52%	54%	55%	59%	53%	57%	53%	55%	59%	55%	57%	53%	58%	59%	40%
					C	C		F	*								*		*				X	X	*
I currently boycott certain brands of clothing because of how they treat their workers	260	152	108	134	76	50	133	102	24	73	187	172	62	26	124	136	22	238	26	234	155	105	133	77	51
	52%	62%	42%	54%	53%	46%	49%	57%	50%	50%	53%	53%	53%	46%	53%	51%	41%	53%	50%	52%	54%	49%	49%	56%	54%
		B							*								*		*						*
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	245	112	133	124	71	51	122	101	22	66	179	154	56	35	102	143	24	221	25	220	135	110	124	77	45
	49%	46%	52%	50%	49%	47%	45%	56%	45%	45%	51%	47%	47%	64%	44%	54%	45%	50%	48%	49%	47%	51%	46%	56%	48%
								F	*					KL			*		*						*
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	220	107	113	114	65	42	118	87	15	69	151	146	46	28	100	120	24	196	21	199	126	95	116	70	34
	44%	44%	44%	46%	45%	39%	43%	49%	32%	47%	43%	45%	39%	50%	43%	45%	45%	44%	40%	45%	44%	44%	43%	52%	36%
								H	*								*		*					X	*
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	177	75	103	96	49	33	87	80	10	56	122	107	46	25	79	98	15	162	17	161	109	69	83	56	38
	35%	31%	40%	39%	34%	30%	32%	45%	21%	38%	34%	33%	39%	45%	34%	37%	28%	36%	32%	36%	38%	32%	31%	41%	40%
			A					FH	*					K			*		*						*
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	150	75	75	85	37	28	85	53	13	46	104	97	38	15	60	90	16	134	14	136	83	68	69	48	33
	30%	31%	29%	34%	26%	26%	31%	29%	26%	31%	30%	30%	32%	27%	26%	34%	31%	30%	27%	30%	29%	31%	26%	35%	35%
									*								*		*						*

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
I currently boycott certain brands of clothing because of how they treat their workers	328	163	165	134	114	79	65	175	89	156	172	87	192	49	175	154	31	297	39	289	209	119	218	110	115	97	59	31	26	123	88	11
	66%	66%	65%	68%	67%	60%	64%	63%	72%	70% J	62%	66%	65%	66%	66%	65%	58% *	66%	60% *	66%	66%	65%	65%	67%	69% a	64%	70%	56% *	65% *	61%	71% c	67
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	316	151	165	119	111	87	61	171	84	142	175	78	191	48	167	149	36	281	46	270	200	117	211	105	109	98	50	34	25	132	77	10
	63%	61%	66%	61%	65%	66%	61%	62%	68%	64%	63%	59%	65%	64%	63%	64%	67% *	63%	70% *	62%	63%	64%	63%	64%	65%	64%	59%	61% *	62% *	66%	62%	61
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	309	149	160	117	109	84	58	166	85	146	164	78	185	46	168	141	36	274	43	266	196	113	200	109	100	103	51	30	25	118	75	11
	62%	60%	64%	60%	63%	63%	58%	60%	69% F	65%	59%	60%	63%	62%	63%	60%	67% *	61%	66% *	61%	62%	62%	60%	66%	60%	68% a	60%	53% *	63% *	59%	60%	66
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	294	135	159	109	106	79	59	166	69	121	173	75	173	46	151	144	32	262	39	255	184	110	197	98	105	86	45	35	23	125	66	10
	59%	54%	63% A	56%	62%	60%	59%	60%	56%	54%	62% I	57%	59%	62%	57%	61%	60% *	59%	59% *	59%	58%	60%	59%	60%	63%	57%	53%	62% *	57% *	63% d	53%	59
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	197	84	112	93	66	38	38	111	48	74	122	50	117	30	93	104	20	177	21	176	118	79	137	60	67	61	34	22	11	88	46	6
	39%	34%	45% A	47% DE	39% E	29%	38%	40%	39%	33%	44% I	38%	40%	40%	35%	44% N	38% *	40%	32% *	40%	37%	43%	41%	37%	41%	40%	41%	40% *	28% *	44%	37%	36
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	136	78	58	57	45	34	33	66	36	66	70	33	82	21	74	62	13	123	16	120	81	55	89	47	44	44	26	13	9	53	34	4
	27%	31% B	23%	29%	26%	26%	33% G	24%	30%	30%	25%	25%	28%	28%	28%	26%	25% *	28%	24% *	28%	25%	30%	27%	28%	26%	29%	31%	22% *	23% *	26%	27%	28

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers are	321	161	160	120	115	87	116	128	77	113	208	102	117	102	191	130	13	309	22	299	183	138	147	73	102	168	154	60	93	16
	64%	64%	64%	65%	72%	55%	61%	64%	71%	65%	64%	59%	63%	72%	65%	63%	46%	65%	54%	65%	66%	62%	62%	61%	71%	68%	61%	59%	65%	66
					E									K			**		*									*		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	313	143	170	116	100	97	105	134	75	110	203	97	117	98	170	143	14	299	22	291	168	145	134	80	98	169	145	58	95	16
	63%	57%	68%	63%	63%	62%	55%	67%	68%	63%	62%	57%	63%	69%	58%	69%	53%	63%	55%	63%	61%	65%	57%	67%	69%	68%	57%	57%	66%	63
			A					F	F					K		N	**		*						V	Z		*		
I currently boycott certain brands of clothing because of how they treat their workers	310	163	147	122	107	81	112	126	72	107	204	102	119	89	191	119	11	299	24	287	182	128	154	69	87	149	161	51	95	16
	62%	65%	59%	66%	68%	52%	59%	63%	66%	61%	63%	59%	64%	63%	65%	57%	42%	63%	59%	62%	66%	58%	65%	58%	61%	60%	64%	50%	66%	65
				E	E												**		*									*	a	a
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	301	145	156	108	96	97	111	128	62	105	195	105	104	92	168	133	15	285	20	280	166	135	141	75	85	144	156	54	93	15
	60%	58%	63%	59%	60%	62%	58%	64%	57%	60%	60%	61%	56%	64%	57%	64%	57%	60%	50%	61%	60%	61%	59%	63%	59%	58%	62%	54%	65%	60
																	**		*									*		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building tour held	210	99	111	76	72	62	75	88	48	73	137	68	74	69	122	88	8	202	16	195	125	85	94	58	59	108	102	38	53	11
	42%	39%	45%	41%	45%	39%	39%	44%	44%	42%	42%	39%	40%	48%	42%	43%	30%	43%	39%	42%	45%	38%	39%	48%	41%	44%	40%	38%	37%	46
																	**		*									*		
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	137	70	67	55	41	41	54	50	33	57	80	44	57	36	73	64	3	134	6	131	70	67	69	25	43	66	70	23	32	8
	27%	28%	27%	30%	26%	26%	28%	25%	30%	33%	24%	26%	31%	25%	25%	31%	11%	28%	14%	29%	25%	30%	29%	21%	30%	27%	28%	22%	22%	32
										J							**		*									*		b

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a,b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a,b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
I actually really don't care or feel any	319	152	168	104	105	111	64	117	138	156	163	115	145	59	151	168	30	289	37	282	203	116	22	17	33	44	-	122	82	103	96	12
responsibility about where clothing is made or	64%	61%	66%	59%	62%	71%	59%	61%	69%	67%	61%	62%	65%	65%	60%	67%	66%	64%	64%	64%	65%	62%	64%	55%	61%	65%	-	68%	61%	64%	68%	61
how it is made or what the working conditions						CD			FG							N	*						*	*	*			W				
I'm confident that if I spent an extra couple of	313	156	157	110	100	103	67	112	134	150	163	111	148	54	154	159	30	282	34	279	196	117	25	21	37	41	-	114	74	101	87	12
dollars for each piece of clothing I buy so that it	63%	63%	62%	62%	59%	66%	61%	59%	67%	64%	61%	60%	66%	60%	62%	64%	66%	62%	58%	63%	63%	62%	72%	68%	69%	61%	-	64%	55%	62%	61%	63
improves the conditions of where workers are									G								*						b*	*	b*			b				
I believe that companies that contract their	309	148	161	121	91	97	68	118	123	133	176	115	133	61	149	161	28	281	34	275	186	123	19	17	35	41	-	115	82	109	82	11
clothing to be manufactured in another part of	62%	60%	64%	68%	54%	63%	63%	62%	61%	57%	66%	62%	60%	67%	59%	64%	61%	62%	59%	62%	59%	66%	56%	54%	65%	61%	-	65%	60%	67%	58%	60
the world cannot be expected to be held				D		D					I						*						*	*	*					de		
I currently boycott certain brands of clothing	290	142	147	102	102	86	62	111	116	138	151	105	130	55	145	145	25	265	28	262	179	111	23	21	35	39	-	103	69	82	84	12
because of how they treat their workers	58%	58%	58%	57%	61%	56%	57%	58%	58%	59%	57%	57%	58%	61%	58%	58%	54%	58%	49%	59%	57%	59%	67%	68%	65%	58%	-	58%	51%	50%	59%	63
																	*			R			b*	b*	b*						c	c
I believe that when a building collapses and kills	194	88	106	78	59	57	48	75	71	82	112	70	84	39	92	102	18	176	19	175	116	78	12	13	21	28	-	71	50	76	49	6
and injures many workers, it should be the local	39%	36%	42%	44%	35%	37%	44%	39%	35%	35%	42%	38%	38%	44%	37%	41%	40%	39%	33%	40%	37%	41%	35%	41%	39%	41%	-	40%	37%	47%	35%	35
authorities and builder of the building tour held			A	D							I						*						*	*	*					de		
I'm willing to pay an extra couple of dollars for	145	80	65	49	49	47	40	53	52	66	79	56	65	25	76	68	15	130	17	128	89	56	12	10	16	16	-	52	38	41	38	6
each piece of clothing so that it improves the	29%	32%	26%	28%	29%	31%	37%	28%	26%	28%	29%	30%	29%	27%	31%	27%	32%	29%	29%	29%	28%	30%	35%	33%	30%	24%	-	29%	28%	25%	27%	33
conditions of where workers are creating them		B					GH										*						*	*	*							c

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	356	168	189	134	99	124	91	183	83	118	238	112	154	91	221	136	14	343	25	331	217	140	80	119	157
	71%	68%	75%	70%	71%	73%	69%	72%	72%	70%	72%	67%	74%	73%	72%	70%	73%	71%	74%	71%	72%	71%	69%	76%	70%
			A										K				*		*						
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	344	170	174	136	101	108	88	175	82	111	234	110	152	82	215	129	14	330	21	324	211	134	83	113	149
	69%	69%	69%	71%	72%	63%	66%	69%	72%	66%	70%	66%	73%	66%	70%	67%	76%	69%	61%	69%	70%	68%	71%	71%	66%
				E	E								K				*		*						
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	328	162	166	124	91	113	80	163	85	113	215	104	138	85	205	123	15	312	26	302	201	127	80	108	139
	66%	65%	66%	65%	65%	66%	60%	65%	74%	67%	65%	62%	66%	69%	67%	63%	83%	65%	75%	65%	67%	64%	68%	69%	62%
									FG								Q*		*						
I currently boycott certain brands of clothing because of how they treat their workers	248	125	123	108	79	61	67	121	60	81	167	79	105	64	145	103	8	240	13	235	152	95	56	77	115
	50%	51%	48%	57%	56%	36%	50%	48%	52%	48%	50%	47%	50%	52%	48%	53%	42%	50%	38%	50%	50%	48%	48%	49%	51%
				E	E												*		*	R					
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	201	100	101	80	59	62	54	100	47	60	140	64	79	57	127	74	11	190	17	184	121	79	46	61	94
	40%	40%	40%	42%	42%	36%	41%	39%	41%	36%	42%	38%	38%	46%	41%	38%	57%	40%	49%	40%	40%	40%	39%	38%	42%
														K			Q*		*						
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	140	65	75	60	42	38	43	68	28	36	104	44	63	33	83	57	5	135	6	134	86	54	35	42	63
	28%	26%	30%	31%	30%	23%	33%	27%	25%	21%	31%	26%	30%	27%	27%	29%	26%	28%	18%	29%	28%	27%	29%	27%	28%
				E	E						I						*		*						

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	329	167	163	110	128	91	128	109	92	124	205	74	188	67	220	109	28	302	56	274	209	120	78	107	144
	66%	66%	66%	64%	67%	67%	69%	67%	60%	68%	65%	65%	66%	66%	67%	65%	64%	66%	63%	67%	64%	69%	61%	66%	69%
							H										*								V
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	319	149	170	113	123	83	118	100	101	114	205	65	179	75	210	109	28	291	55	264	207	112	87	106	127
	64%	59%	69%	66%	65%	60%	63%	62%	66%	62%	65%	57%	63%	74%	63%	65%	65%	64%	62%	64%	64%	64%	67%	65%	61%
			A											KL			*								
I currently boycott certain brands of clothing because of how they treat their workers	285	154	131	111	107	68	110	89	87	95	190	59	173	54	192	93	21	264	45	241	184	101	58	93	134
	57%	61%	53%	64%	56%	49%	59%	55%	57%	52%	60%	52%	60%	53%	58%	55%	48%	58%	50%	59%	57%	58%	45%	57%	64%
		B		DE							I		K				*			R				V	V
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	280	123	157	89	110	80	103	84	93	106	174	58	161	61	179	101	27	253	51	229	179	101	80	96	104
	56%	49%	63%	52%	58%	59%	55%	52%	61%	58%	55%	51%	56%	60%	54%	60%	62%	55%	57%	56%	55%	58%	62%	59%	50%
			A						G								*						X	X	
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	244	104	140	86	101	57	88	80	76	84	160	46	137	61	158	86	20	224	43	201	157	87	66	82	96
	49%	41%	57%	50%	53%	41%	47%	49%	50%	46%	50%	40%	48%	60%	48%	51%	46%	49%	48%	49%	48%	50%	51%	50%	46%
			A	E	E									KL			*								
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	138	81	57	48	52	38	64	41	32	46	92	39	79	20	99	39	11	128	23	116	86	52	30	34	74
	28%	32%	23%	28%	27%	28%	35%	26%	21%	25%	29%	35%	28%	20%	30%	23%	24%	28%	25%	28%	26%	30%	23%	21%	35%
		B					GH					M	M		O		*								VW

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
I currently boycott certain brands of clothing because of how they treat their workers	336	170	166	139	95	103	123	152	10	117	219	90	195	52	179	157	19	318	21	315	186	150	122	151	63
	67%	70%	65%	69%	69%	64%	64%	67%	70% **	65%	68%	69%	66%	68% *	69%	66%	49% *	69% P	58% *	68%	67%	68%	67%	69%	65% *
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	278	137	141	124	73	81	111	122	9	105	173	71	168	40	133	145	21	257	21	257	152	126	94	126	58
	56%	56%	55%	62% E	53%	50%	57%	54%	59% **	58%	54%	55%	57%	52% *	51%	61% N	55% *	56%	57% *	56%	54%	57%	51%	57%	60% *
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	244	125	120	107	70	67	89	107	6	86	159	74	133	37	124	120	17	227	10	234	139	106	94	105	45
	49%	51%	47%	53% E	51%	42%	46%	47%	37% **	48%	50%	57% L	45%	49% *	48%	50%	46% *	49%	28% *	51% R	50%	48%	51%	48%	47% *
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	237	110	128	95	70	72	86	107	10	88	150	46	159	33	125	112	20	218	19	218	133	104	98	102	38
	47%	45%	50%	47%	51%	45%	45%	47%	70% **	49%	47%	35%	54% K	43% *	48%	47%	52% *	47%	52% *	47%	48%	47%	53% X	46%	40% *
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	234	111	124	94	68	73	90	105	6	89	145	69	130	36	117	118	19	216	14	220	131	103	85	97	52
	47%	45%	48%	46%	49%	45%	47%	46%	38% **	50%	45%	53%	44%	47% *	45%	49%	49% *	47%	39% *	47%	47%	47%	46%	44%	54% *
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	204	107	98	91	54	59	79	91	7	77	128	52	124	28	104	100	19	186	14	190	111	93	65	97	42
	41%	44%	38%	45%	39%	37%	41%	40%	46% **	43%	40%	40%	42%	37% *	40%	42%	49% *	40%	40% *	41%	40%	42%	35%	44%	44% *

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	352	169	182	118	138	96	114	154	84	150	201	174	136	42	178	174	30	322	43	309	196	155	197	77	78
	70%	68%	73%	65%	73%	74%	69%	71%	73%	70%	71%	71%	68%	73%	71%	70%	68%	71%	65%	71%	70%	70%	71%	68%	71%
						C											*								
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	341	161	181	127	129	85	112	148	81	140	201	168	132	42	166	175	32	309	47	294	190	151	185	82	75
	68%	64%	72%	70%	68%	66%	67%	68%	71%	65%	71%	69%	66%	72%	66%	71%	73%	68%	72%	68%	68%	68%	66%	72%	69%
			A														*								
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	290	136	154	116	102	71	100	121	69	114	176	140	115	34	138	152	21	269	31	259	159	131	161	65	64
	58%	54%	62%	64%	54%	55%	60%	55%	60%	53%	62%	58%	58%	59%	55%	61%	48%	59%	47%	60%	57%	59%	58%	58%	59%
			A	DE							I						*			R					
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	227	101	127	81	90	56	79	96	51	89	139	104	97	27	114	113	17	211	26	202	136	92	134	49	44
	45%	40%	51%	45%	47%	44%	48%	44%	45%	41%	49%	43%	49%	46%	45%	46%	38%	46%	39%	46%	49%	42%	48%	43%	41%
			A								I						*				U				
I currently boycott certain brands of clothing because of how they treat their workers	222	115	107	89	84	50	79	88	55	92	130	114	84	24	107	115	20	202	30	192	121	101	109	49	64
	44%	46%	43%	49%	44%	39%	47%	40%	48%	42%	46%	47%	43%	41%	43%	46%	45%	44%	45%	44%	43%	46%	39%	43%	59%
				E													*								VW
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	154	75	79	67	56	31	69	58	26	62	92	85	55	14	79	76	15	139	19	135	83	71	74	35	45
	31%	30%	31%	37%	30%	24%	42%	27%	23%	29%	32%	35%	28%	23%	31%	30%	35%	30%	28%	31%	30%	32%	27%	31%	41%
				E			GH					LM					*								VW

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
I currently boycott certain brands of clothing because of how they treat their workers	422	209	213	158	132	132	284	120	18	231	191	250	78	94	179	243	20	402	37	385	270	152	33	119	270
	84%	83%	86%	85%	83%	85%	84%	85%	80%	84%	85%	85%	87%	82%	81%	87%	92%	84%	85%	84%	84%	85%	78%	85%	85%
									*								*		*				*		
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	322	157	165	123	105	93	221	89	11	181	141	189	59	74	135	187	16	305	29	293	203	119	31	95	196
	64%	63%	66%	67%	66%	60%	66%	63%	51%	66%	62%	64%	66%	64%	62%	67%	76%	64%	67%	64%	63%	66%	74%	68%	62%
									*								*		*				*		
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	316	153	163	112	104	100	215	88	13	174	142	182	61	74	131	185	14	302	24	292	202	114	29	92	196
	63%	61%	65%	60%	65%	65%	64%	62%	58%	63%	63%	62%	67%	64%	60%	66%	66%	63%	55%	64%	63%	64%	68%	65%	62%
									*								*		*				*		
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	296	148	148	113	93	89	201	81	14	160	136	182	45	69	126	170	12	284	25	271	192	104	23	71	201
	59%	59%	60%	61%	58%	58%	60%	57%	61%	59%	60%	62%	50%	60%	58%	60%	55%	59%	59%	59%	60%	58%	55%	51%	63%
									*			L		L			*		*				*		W
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	289	151	139	109	98	83	193	85	11	151	138	169	54	67	127	162	13	276	25	264	191	98	25	81	183
	58%	60%	56%	59%	61%	54%	57%	60%	49%	55%	61%	57%	60%	58%	58%	58%	61%	58%	59%	58%	59%	55%	60%	58%	58%
									*								*		*				*		
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	224	111	113	79	80	65	151	62	11	122	102	128	42	54	87	137	11	213	21	203	137	87	21	71	132
	45%	44%	45%	43%	50%	42%	45%	44%	48%	44%	45%	44%	47%	47%	40%	49%	50%	45%	48%	44%	43%	49%	51%	50%	41%
					E				*							N	*		*				*	X	

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
I currently boycott certain brands of clothing because of how they treat their workers	286	142	144	121	83	82	231	54	2	128	159	53	195	38	130	156	23	263	38	248	164	122	129	97	60
	57%	57%	57%	56%	59%	57%	58%	56% *	47% **	57%	57%	51% *	60%	55% *	61%	54%	61% *	57%	69% *	56%	58%	56%	55%	57%	61% *
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	272	138	134	116	79	78	210	60	2	115	156	46	185	41	117	154	27	244	31	241	159	113	123	91	58
	54%	55%	53%	54%	56%	54%	52%	63% *	47% **	52%	57%	44% *	57%	59% *	55%	54%	73% Q*	53%	55% *	54%	56%	52%	53%	54%	59% *
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	240	115	125	97	65	78	190	48	2	108	131	42	162	36	108	131	19	221	25	215	141	98	114	83	43
	48%	46%	49%	45%	46%	54%	47%	50% *	42% **	48%	47%	40% *	50%	51% *	51%	46%	50% *	48%	45% *	48%	50%	45%	49%	49%	44% *
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	214	97	118	94	59	61	175	38	1	91	123	37	143	35	92	123	14	201	19	195	119	95	101	76	37
	43%	39%	47%	44%	42%	42%	44%	39% *	37% **	41%	44%	35% *	44%	50% *	43%	43%	37% *	43%	34% *	44%	42%	44%	43%	45%	38% *
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	153	84	69	70	44	39	123	28	2	59	93	38	96	19	70	83	18	135	23	130	87	66	66	49	38
	31%	34%	27%	33%	31%	27%	31%	30% *	47% **	27%	34%	36% *	29%	27% *	33%	29%	47% Q*	29%	42% *	29%	31%	30%	28%	29%	39% *
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	149	76	73	59	50	40	124	24	1	74	75	24	102	22	63	86	14	135	22	127	92	57	70	50	29
	30%	31%	29%	27%	36%	28%	31%	25% *	21% **	33%	27%	23% *	31%	32% *	30%	30%	37% *	29%	39% *	29%	32%	26%	30%	30%	29% *

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	289 58%	136 54%	153 62%	137 65% DE	100 53%	52 52%	59 65% *	113 59%	117 54%	141 52%	147 65% I	9 54% **	81 58%	198 58%	136 52%	153 64% N	44 60% *	245 57%	51 56% *	238 58%	207 58%	82 57%	78 48%	148 62% V	63 62% V
I currently boycott certain brands of clothing because of how they treat their workers	281 56%	150 59%	131 53%	116 55%	103 55%	62 61%	58 64% *	110 57%	114 52%	150 55%	131 57%	11 64% **	84 59%	186 55%	149 57%	132 56%	42 58% *	239 56%	51 56% *	230 56%	205 57%	76 53%	72 45%	142 60% V	66 65% V
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	189 38%	99 39%	90 36%	86 41%	68 36%	35 35%	28 31% *	73 38%	88 40%	103 38%	86 38%	5 29% **	51 36%	132 39%	92 35%	97 41%	32 44% *	157 37%	39 43% *	150 37%	134 38%	55 38%	67 42%	79 33%	43 42%
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	182 36%	87 35%	95 38%	89 42% E	63 34%	30 30%	37 41% *	79 41% H	66 30%	99 36%	84 37%	6 34% **	49 34%	128 37%	92 35%	90 38%	32 44% *	150 35%	34 38% *	148 36%	136 38%	46 33%	49 30%	81 34%	53 52% VW
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	121 24%	63 25%	58 23%	46 22%	46 24%	29 28%	26 29% *	44 23%	51 23%	65 24%	56 24%	7 40% **	33 23%	81 24%	64 24%	57 24%	16 22% *	105 24%	25 28% *	95 23%	85 24%	35 25%	36 22%	57 24%	27 27%
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	118 24%	56 22%	62 25%	50 24%	41 22%	26 26%	20 22% *	36 19%	61 28% G	47 17%	70 31% I	7 40% **	30 21%	81 24%	56 21%	61 26%	17 23% *	101 24%	21 23% *	96 24%	78 22%	39 28%	45 28%	53 22%	20 20%

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	370	174	196	147	128	95	240	107	23	153	217	183	88	99	168	202	28	342	35	335	187	183	206	113	51
	74%	69%	79%	72%	74%	78%	72%	76%	83%	74%	74%	73%	77%	73%	72%	76%	69%	74%	70%	74%	74%	74%	73%	78%	69%
			A						*				*				*		*						
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	319	156	163	123	109	86	218	87	15	131	188	170	75	74	148	171	25	294	29	290	158	161	173	96	50
	64%	62%	66%	60%	63%	70%	66%	62%	52%	64%	64%	68%	65%	54%	63%	64%	62%	64%	58%	64%	63%	65%	62%	66%	68%
						C			*			M	*				*		*						
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	299	137	162	128	105	67	200	82	18	118	181	138	75	86	136	164	24	275	27	272	152	148	166	96	37
	60%	54%	65%	62%	61%	55%	60%	59%	63%	57%	62%	56%	66%	63%	58%	61%	60%	60%	54%	60%	60%	60%	59%	66%	51%
			A						*				*	K			*		*					X	
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	299	153	146	126	101	72	211	73	15	115	184	149	72	77	144	155	21	278	25	274	144	155	164	88	47
	60%	61%	59%	61%	59%	59%	64%	52%	53%	56%	63%	60%	63%	57%	62%	58%	52%	60%	50%	61%	57%	63%	58%	60%	64%
							G		*		I		*				*		*	R					
I currently boycott certain brands of clothing because of how they treat their workers	270	140	130	123	90	57	192	64	14	102	167	139	58	73	122	147	22	248	24	246	131	139	141	83	46
	54%	56%	52%	60%	52%	46%	58%	46%	50%	50%	57%	56%	50%	53%	52%	55%	54%	54%	47%	55%	52%	56%	50%	57%	63%
				E			G		*		I		*				*		*						V
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	141	80	61	51	49	41	108	30	4	52	90	86	21	34	69	72	13	128	12	129	65	76	68	38	36
	28%	32%	25%	25%	28%	34%	32%	22%	14%	25%	30%	35%	18%	25%	30%	27%	32%	28%	25%	29%	26%	31%	24%	26%	49%
		B				C	GH		*			LM	*				*		*						VW

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	367	178	189	132	117	118	119	150	98	117	250	71	186	110	263	105	50	317	54	313	277	90	133	108	127
	73%	70%	77%	71%	77%	73%	72%	71%	80%	75%	73%	68%	71%	83%	71%	80%	89%	72%	66%	75%	76%	66%	76%	73%	71%
				*	*	*	*		*	*			*	K		*	**		*			*	*	*	*
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	357	175	183	132	114	111	115	158	84	110	247	67	182	109	258	100	36	322	43	315	257	101	134	103	120
	71%	69%	74%	71%	74%	69%	69%	75%	69%	71%	72%	64%	69%	82%	70%	76%	63%	73%	51%	75%	71%	74%	77%	70%	68%
				*	*	*	*		*	*			*	K		*	**		*	R		*	*	*	*
I currently boycott certain brands of clothing because of how they treat their workers	329	173	155	130	105	93	108	125	95	98	230	65	180	84	249	80	31	297	47	281	232	97	98	96	135
	66%	68%	63%	70%	69%	58%	65%	59%	78%	63%	67%	62%	69%	63%	67%	61%	55%	67%	57%	67%	64%	71%	56%	65%	76%
				*	*	*	*		G*	*			*			*	**		*			*	*	*	V*
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	304	153	150	129	88	87	107	130	66	83	220	71	152	81	222	81	28	276	47	257	212	91	101	92	110
	61%	60%	61%	70%	57%	54%	65%	61%	54%	54%	64%	68%	58%	61%	60%	62%	50%	62%	56%	62%	58%	67%	58%	62%	62%
				E*	*	*	*		*	*			*			*	**		*			*	*	*	*
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	247	113	133	108	74	64	88	105	54	63	183	40	135	72	178	68	28	219	44	203	174	73	91	85	71
	49%	45%	54%	58%	49%	40%	53%	49%	44%	41%	53%	38%	51%	54%	48%	52%	49%	49%	53%	49%	48%	54%	52%	57%	40%
				E*	*	*	*		*	*			K*	K		*	**		*			*	*	X*	*
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	95	49	46	48	18	29	48	37	10	16	79	28	44	23	73	22	11	84	15	80	51	44	35	20	40
	19%	19%	19%	26%	12%	18%	29%	18%	8%	10%	23%	27%	17%	17%	20%	17%	19%	19%	18%	19%	14%	32%	20%	13%	22%
				D*	*	*	H*		*	*	I	LM	*			*	**		*			T*	*	*	*

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	353	178	175	124	109	119	58	209	85	154	199	91	128	134	208	145	36	317	50	303	244	109	119	88	146
	71%	72%	69%	67%	69%	76%	70%	70%	73%	73%	68%	69%	75%	68%	70%	71%	71%	70%	68%	71%	70%	71%	64%	72%	75%
						CD							M											V	V
I currently boycott certain brands of clothing because of how they treat their workers	343	177	166	131	113	99	59	200	83	140	203	100	119	124	199	144	27	315	41	302	235	108	108	89	146
	69%	72%	65%	71%	71%	64%	71%	67%	71%	67%	70%	76%	70%	63%	67%	71%	55%	70%	56%	71%	68%	71%	59%	73%	75%
		B										M	M					P		R				V	V
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	320	143	177	107	108	105	49	198	73	137	183	74	112	134	188	132	33	287	49	271	228	92	123	86	111
	64%	58%	70%	58%	68%	67%	59%	66%	62%	66%	63%	56%	66%	68%	64%	65%	67%	64%	67%	63%	66%	60%	66%	71%	57%
			A		C	C							K	K									X	X	
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	311	148	163	108	107	97	52	188	72	129	182	66	105	140	184	127	32	279	46	265	219	92	116	82	113
	62%	60%	64%	58%	67%	62%	62%	63%	61%	62%	63%	50%	62%	71%	62%	62%	63%	62%	63%	62%	63%	61%	63%	67%	58%
					C								K	KL										X	
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	180	75	105	74	55	51	28	115	37	71	109	35	61	84	98	82	14	166	24	156	125	54	68	52	60
	36%	31%	41%	40%	35%	33%	33%	38%	32%	34%	37%	27%	36%	42%	33%	40%	28%	37%	32%	37%	36%	36%	37%	43%	31%
			A										K	K		N								X	
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	139	83	56	57	40	42	28	80	31	56	83	45	45	49	81	58	12	128	14	125	91	48	40	31	69
	28%	34%	22%	31%	25%	27%	34%	27%	26%	27%	29%	34%	27%	25%	27%	29%	23%	28%	20%	29%	26%	32%	21%	26%	35%
		B										M								R					VW

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
I currently boycott certain brands of clothing because of how they treat their workers	356	183	174	129	114	113	53	146	156	224	133	171	88	97	163	194	38	319	40	316	225	131	114	95	148
	71%	74%	69%	71%	74%	69%	66%	70%	75%	73%	69%	74%	69%	69%	70%	72%	63%	72%	61%	73%	71%	72%	61%	78%	77%
																	*	P		R				V	V
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	311	141	171	113	91	108	45	130	135	191	120	143	79	89	134	177	30	282	33	278	192	120	122	77	113
	62%	57%	68%	62%	59%	66%	56%	62%	65%	62%	62%	62%	62%	63%	58%	66%	49%	64%	50%	64%	60%	66%	65%	64%	59%
			A													N	*	P		R					
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	310	159	151	102	98	110	47	126	137	198	112	144	82	83	142	168	34	276	38	271	195	114	101	76	133
	62%	64%	60%	56%	64%	67%	58%	60%	65%	65%	58%	62%	65%	59%	61%	63%	57%	63%	58%	63%	62%	63%	54%	62%	70%
						C											*								V
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	301	130	171	106	95	101	45	128	129	180	122	133	80	88	128	173	30	271	33	268	186	115	122	69	110
	60%	53%	68%	58%	62%	61%	55%	61%	62%	59%	63%	57%	63%	63%	55%	65%	50%	62%	50%	62%	59%	63%	65%	57%	58%
			A													N	*	P		R					
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	204	91	114	84	69	52	38	87	79	118	86	92	55	57	85	119	19	185	26	178	128	76	83	49	73
	41%	37%	45%	46%	45%	32%	47%	42%	38%	38%	45%	40%	43%	41%	37%	44%	32%	42%	39%	41%	40%	42%	44%	40%	38%
			A	E	E											N	*								
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	161	95	66	51	55	55	28	64	69	96	66	78	43	41	83	79	18	143	21	141	99	62	45	42	74
	32%	38%	26%	28%	36%	34%	35%	30%	33%	31%	34%	33%	34%	29%	36%	29%	30%	33%	31%	32%	31%	34%	24%	35%	39%
		B															*							V	V

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Ethical Consumer
HI1. [Summary - Low2Box (Somewhat disagree/Very much disagree)] As a consumer of clothing that might be made in another part of the world please indicate if you agree or disagree with the following statements:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
I'm confident that if I spent an extra couple of dollars for each piece of clothing I buy so that it improves the conditions of where workers	407 81%	212 84%	195 79%	153 81%	135 83%	119 81%	135 87%	189 80%	84 75%	154 79%	253 83%	21 84%	295 81%	91 81%	260 83%	147 78%	52 83%	355 81%	99 88%	308 79%	298 81%	109 83%	127 82%	164 85%	116 76%
				*			H		*			**		*			*		*			*			
I believe that companies that contract their clothing to be manufactured in another part of the world cannot be expected to be held	386 77%	171 68%	215 87%	153 81%	126 78%	107 72%	115 75%	182 78%	89 80%	149 76%	237 78%	23 94%	274 75%	89 79%	230 74%	156 83%	42 67%	345 79%	78 69%	309 79%	285 77%	101 77%	122 80%	147 75%	117 77%
			A	*					*			**		*		N	*		*	R		*			
I currently boycott certain brands of clothing because of how they treat their workers	372 74%	201 80%	171 69%	149 79%	120 74%	103 70%	117 76%	182 78%	73 65%	146 75%	226 74%	19 77%	281 77%	72 64%	233 74%	139 75%	50 81%	322 73%	84 75%	289 74%	278 75%	94 72%	93 60%	160 82%	120 79%
		B		*					H	*		**	M	*			*		*			*		V	V
I actually really don't care or feel any responsibility about where clothing is made or how it is made or what the working conditions	356 71%	154 61%	202 82%	128 68%	117 72%	110 75%	113 73%	163 69%	80 72%	142 73%	214 70%	13 53%	264 73%	79 70%	209 67%	147 78%	38 61%	318 73%	72 64%	284 73%	261 71%	95 73%	113 74%	146 75%	97 64%
			A	*					*			**		*		N	*		*			*			
I believe that when a building collapses and kills and injures many workers, it should be the local authorities and builder of the building	200 40%	74 29%	126 51%	84 44%	66 40%	51 34%	65 42%	89 38%	46 41%	77 40%	123 40%	13 52%	128 35%	60 53%	110 35%	90 48%	18 28%	182 42%	38 34%	162 42%	131 35%	69 53%	71 46%	71 37%	58 38%
			A	*					*			**		L*		N	*		*			T*			
I'm willing to pay an extra couple of dollars for each piece of clothing so that it improves the conditions of where workers are creating them	99 20%	54 21%	45 18%	47 25%	31 19%	21 14%	32 21%	53 23%	14 12%	28 14%	71 23%	11 44%	66 18%	22 19%	58 19%	41 22%	15 24%	84 19%	25 22%	74 19%	69 19%	30 23%	20 13%	39 20%	39 26%
				E*					*		I	**		*			*		*			*			V

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Very much	274	146	127	147	66	60	131	101	39	97	176	133	95	46	142	132	38	235	48	226	163	111	135	55	84
	3%	4%	3%	5%	3%	3%	4%	3%	2%	3%	4%	5%	3%	2%	3%	4%	5%	3%	5%	3%	3%	4%	5%	2%	3%
				DE			GH				I	LM					Q		S				WX		W
Somewhat	1480	770	710	641	484	355	622	549	294	657	823	553	593	334	791	689	131	1349	190	1290	943	536	529	417	533
	18%	19%	18%	21%	19%	15%	21%	17%	17%	20%	18%	21%	17%	17%	18%	19%	18%	19%	19%	18%	19%	18%	19%	17%	20%
				E	E		GH			J		LM													W
Not very much	3612	1801	1811	1469	1184	959	1281	1502	801	1535	2077	1118	1560	934	1907	1705	317	3294	445	3167	2259	1353	1219	1177	1216
	45%	45%	45%	47%	46%	42%	43%	46%	47%	46%	45%	43%	46%	47%	44%	46%	44%	45%	44%	45%	45%	45%	43%	47%	46%
				E	E			F	F				K	K		N								V	V
Not at all	2635	1271	1364	853	856	927	958	1080	576	1077	1558	826	1156	653	1491	1144	237	2398	333	2302	1625	1010	974	829	832
	33%	32%	34%	27%	33%	40%	32%	33%	34%	32%	34%	31%	34%	33%	34%	31%	33%	33%	33%	33%	33%	34%	34%	33%	31%
			A		C	CD							K		O								X		
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	1753	916	837	788	550	415	754	651	333	754	999	686	687	380	932	821	169	1584	237	1516	1106	647	664	472	617
	22%	23%	21%	25%	21%	18%	25%	20%	19%	22%	22%	26%	20%	19%	22%	22%	23%	22%	23%	22%	22%	22%	23%	19%	23%
		B		DE	E		GH					LM											W		W
Low2Box - (Not very much/Not at all)	6247	3072	3175	2321	2040	1886	2240	2582	1377	2611	3635	1944	2716	1587	3398	2849	554	5692	778	5469	3884	2363	2193	2006	2048
	78%	77%	79%	75%	79%	82%	75%	80%	81%	78%	78%	74%	80%	81%	78%	78%	77%	78%	77%	78%	78%	78%	77%	81%	77%
			A		C	CD		F	F				K	K										VX	

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Very much	274	45	21	29	17	8	13	13	13	15	9	4	28	5	12	9	35
	3%	9%	4%	6%	3%	2%	3%	3%	3%	3%	2%	1%	6%	1%	2%	2%	7%
		BDEFGHIJKLMNO	EJKMN	EFGHIJKMNO	EJKM		KM	KM	K	EKM			EFGHIJKMNO		K		BDEFGHIJKMNO
Somewhat	1480	92	110	99	111	42	40	83	119	71	146	53	139	113	63	64	134
	18%	18%	22%	20%	22%	8%	8%	17%	24%	14%	29%	11%	28%	23%	13%	13%	27%
		EFKN	EFGIKNO	EFIKNO	EFGIKNO			EFKN	AEFGIKNO	EF	ABCDEFGHIKMNO		ABCDEFGIKNO	EFGIKNO	EF	F	ABCDEFGIKNO
Not very much	3612	225	242	171	240	189	192	260	194	213	293	247	212	297	208	201	227
	45%	45%	48%	34%	48%	38%	38%	52%	39%	43%	59%	49%	42%	59%	42%	40%	45%
		CEF	CEFHILNO		CEFHINO			ACEFHILNOP		CE	ABCDEFGHIKLNOP	CEFHINO	C	ABCDEFGHIKLNOP	C		CEFH
Not at all	2635	138	127	201	132	262	255	143	174	201	51	196	122	84	217	227	105
	33%	28%	25%	40%	26%	52%	51%	29%	35%	40%	10%	39%	24%	17%	43%	45%	21%
		JMP	JMP	ABDGJLMP	JMP	ABCDGHIJKLMNP	ABCDGHIJKLMNP	JMP	ABDGJLMP	ABDGJLMP		ABDGJLMP	JM	J	ABDGHJLMP	ABDGHJLMP	J
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Very much/Somewhat)	1753	137	131	128	129	49	53	97	132	86	155	57	167	118	75	73	168
	22%	27%	26%	26%	26%	10%	11%	19%	26%	17%	31%	11%	33%	24%	15%	15%	34%
		EFGIKNO	EFGIKNO	EFGIKNO	EFGIKNO			EFKN	EFGIKNO	EFK	BCDEFGIKMNO		BCDEFGHIKMNO	EFIKNO	EF		ABCDEFGHIKMNO
Low2Box - (Not very much/Not at all)	6247	363	369	372	371	451	447	403	368	414	345	443	333	382	425	427	332
	78%	73%	74%	74%	74%	90%	89%	81%	74%	83%	69%	89%	67%	76%	85%	85%	66%
		P	JLP	JLP	JLP	ABCDGHIJLMNP	ABCDGHIJLMNP	ABCDHJLP	LP	ABCDHJLMP		ABCDGHIJLMP		JLP	ABCDGHJLMP	ABCDHJLMP	

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Ethical Consumer

HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make c

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Very much	274	52	45	142	34	109	-	-
	3%	5%	9%	3%	2%	3%	-	-
		CDE	ACDE					
Somewhat	1480	245	92	772	370	627	-	-
	18%	25%	18%	15%	25%	18%	-	-
		BCE			BCE	C		
Not very much	3612	467	225	2087	833	1615	-	-
	45%	47%	45%	42%	56%	46%	-	-
		C			ABCE	C		
Not at all	2635	236	138	1998	262	1149	-	-
	33%	24%	28%	40%	17%	33%	-	-
		D	D	ABDE		ABD		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	1753	297	137	915	404	737	-	-
	22%	30%	27%	18%	27%	21%	-	-
		CE	CE		CE	C		
Low2Box - (Not very much/Not at all)	6247	703	363	4085	1096	2763	-	-
	78%	70%	73%	82%	73%	79%	-	-
				ABDE		ABD		

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Very much	45	23	22	35	7	3	30	14	1	8	37	34	8	3	16	29	5	40	5	41	17	28	22	9	14
	9%	9%	9%	14%	5%	3%	11%	8%	2%	5%	11%	10%	7%	5%	7%	11%	10%	9%	9%	9%	6%	13%	8%	7%	15%
				DE					*								*		*			T			*
Somewhat	92	48	44	49	33	11	60	23	10	30	63	60	26	6	46	46	5	87	9	83	53	39	54	23	15
	18%	20%	17%	20%	23%	10%	22%	13%	20%	20%	18%	18%	22%	11%	20%	17%	9%	20%	18%	18%	19%	18%	20%	17%	16%
				E	E		G		*				M				*		*						*
Not very much	225	113	112	101	62	62	113	86	26	69	156	148	49	28	106	118	22	202	21	204	125	99	115	72	37
	45%	46%	44%	41%	43%	57%	42%	48%	52%	47%	44%	45%	41%	51%	46%	44%	42%	45%	39%	46%	44%	46%	43%	53%	40%
						CD			*								*		*						*
Not at all	138	61	77	64	41	33	69	57	13	41	97	85	35	18	64	74	21	117	18	120	90	48	80	31	28
	28%	25%	30%	26%	29%	31%	25%	32%	26%	28%	28%	26%	30%	33%	27%	28%	40%	26%	34%	27%	32%	22%	29%	23%	29%
									*								*		*		U				*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	137	71	66	83	40	14	90	37	11	37	100	94	34	9	63	75	10	127	14	123	69	68	75	33	29
	27%	29%	26%	34%	28%	13%	33%	20%	22%	25%	28%	29%	29%	17%	27%	28%	18%	29%	27%	28%	24%	31%	28%	24%	31%
				E	E		G		*			M	M				*		*						*
Low2Box - (Not very much/Not at all)	363	174	189	165	103	95	182	143	38	110	253	233	84	46	170	193	43	319	39	324	215	148	194	103	65
	73%	71%	74%	66%	72%	87%	67%	80%	78%	75%	72%	71%	71%	83%	73%	72%	82%	71%	73%	72%	76%	69%	72%	76%	69%
						CD		F	*					KL			*		*						*

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HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Very much	21	11	10	10	6	5	7	12	2	8	13	8	10	4	9	11	3	18	2	19	11	10	16	5	8	4	4	5	*	12	5	4
	4%	4%	4%	5%	4%	4%	7%	4%	2%	4%	5%	6%	3%	5%	4%	5%	5%	4%	3%	4%	3%	5%	5%	3%	5%	3%	5%	8%	1%	6%	4%	2
							H										*		*									Yb*	*	e		
Somewhat	110	58	52	50	35	25	22	61	27	47	63	28	65	17	57	53	12	99	12	98	72	38	78	32	28	30	27	15	10	43	25	4
	22%	23%	21%	25%	20%	19%	22%	22%	22%	21%	23%	21%	22%	23%	22%	23%	22%	22%	19%	23%	23%	21%	23%	20%	17%	20%	32%	27%	24%	22%	20%	24
																	*		*								XY	*	*			
Not very much	242	119	123	96	89	57	39	139	64	116	127	60	145	37	129	113	22	220	31	211	156	86	163	80	75	87	35	24	21	96	64	8
	48%	48%	49%	49%	52%	43%	39%	50%	52%	52%	46%	46%	49%	50%	49%	48%	42%	49%	48%	49%	49%	47%	48%	49%	45%	57%	41%	43%	52%	48%	51%	47
								F	F								*		*							XZa		*	*			
Not at all	127	60	67	41	42	44	32	64	31	52	75	36	74	16	69	58	17	110	20	107	78	49	79	47	55	31	19	12	9	49	30	4
	25%	24%	26%	21%	24%	33%	32%	23%	25%	23%	27%	28%	25%	22%	26%	24%	31%	25%	30%	25%	24%	27%	24%	29%	33%	20%	23%	22%	23%	25%	24%	27
						CD	G										*		*						Y			*	*			
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Very much/Somewhat)	131	69	63	59	41	31	30	73	29	55	76	35	75	21	67	65	14	117	15	117	83	48	94	37	36	34	31	20	10	55	30	4
	26%	28%	25%	30%	24%	23%	29%	26%	23%	25%	27%	27%	26%	28%	25%	28%	27%	26%	22%	27%	26%	26%	28%	23%	22%	23%	37%	35%	25%	27%	24%	26
																	*		*								XY	XY*	*			
Low2Box - (Not very much/Not at all)	369	179	189	137	130	101	71	203	95	167	202	96	219	53	199	170	39	330	51	318	234	135	242	127	130	118	54	36	30	145	94	13
	74%	72%	75%	70%	76%	77%	71%	74%	77%	75%	73%	73%	74%	72%	75%	72%	73%	74%	78%	73%	74%	74%	72%	77%	78%	77%	63%	65%	75%	73%	76%	74
																	*		*						Za	Za		*	*			

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HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Very much	29	9	20	9	8	11	19	10	-	10	19	15	11	3	19	10	2	26	3	25	19	9	20	4	5	8	20	8	6	1
	6%	4%	8%	5%	5%	7%	10%	5%	-	6%	6%	9%	6%	2%	6%	5%	8%	6%	8%	6%	7%	4%	8%	4%	3%	3%	8%	8%	4%	6
			A				H	H				M					**		*								Y	*		
Somewhat	99	51	47	50	23	25	44	38	17	32	67	35	44	20	55	44	9	90	9	90	52	47	65	18	16	34	65	17	24	5
	20%	20%	19%	27%	15%	16%	23%	19%	15%	18%	21%	20%	24%	14%	19%	21%	32%	19%	23%	20%	19%	21%	27%	15%	11%	14%	26%	17%	17%	23
				DE									M				**		*				WX				Y	*		
Not very much	171	92	80	71	53	47	59	66	47	54	118	47	65	59	97	74	7	164	13	158	91	80	73	38	61	95	76	34	55	8
	34%	36%	32%	39%	34%	30%	31%	33%	43%	31%	36%	27%	35%	42%	33%	36%	26%	35%	33%	34%	33%	36%	31%	32%	42%	39%	30%	34%	38%	32
									F					K			**		*						V	Z		*		
Not at all	201	100	101	54	74	74	69	87	46	79	122	76	66	59	123	79	9	192	14	187	115	86	80	59	62	110	91	42	58	10
	40%	40%	41%	29%	46%	47%	36%	43%	42%	45%	37%	44%	36%	42%	42%	38%	34%	41%	36%	41%	42%	39%	34%	50%	43%	44%	36%	41%	41%	40
					C	C											**		*					V				*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Very much/Somewhat)	128	60	67	59	31	37	63	48	17	41	86	49	55	24	73	54	11	117	12	115	71	57	84	22	21	42	85	25	30	7
	26%	24%	27%	32%	20%	23%	33%	24%	15%	24%	26%	29%	29%	17%	25%	26%	40%	25%	31%	25%	26%	25%	36%	19%	15%	17%	34%	25%	21%	28
				D			H					M	M				**		*				WX				Y	*		
Low2Box - (Not very much/Not at all)	372	191	181	125	127	121	128	152	92	133	240	123	131	119	220	153	16	356	28	345	207	166	153	97	122	205	167	76	114	18
	74%	76%	73%	68%	80%	77%	67%	76%	85%	76%	74%	71%	71%	83%	75%	74%	60%	75%	69%	75%	74%	75%	64%	81%	85%	83%	66%	75%	79%	72
					C				F					KL			**		*					V	V	Z		*		

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Very much	17	10	7	6	7	4	5	6	6	6	11	6	7	4	9	8	2	16	3	14	13	4	*	1	3	3	-	5	5	4	6	7			
	3%	4%	3%	3%	4%	2%	5%	3%	3%	3%	4%	3%	3%	4%	4%	3%	3%	3%	5%	3%	4%	2%	1%	3%	5%	5%	-	3%	4%	3%	4%	4			
																	*						*	*	*									
Somewhat	111	55	56	41	44	27	24	40	48	54	58	46	44	21	57	55	10	101	15	97	73	38	8	6	13	15	-	45	24	38	29	4			
	22%	22%	22%	23%	26%	17%	22%	21%	24%	23%	22%	25%	20%	23%	23%	22%	22%	22%	26%	22%	23%	20%	24%	19%	24%	22%	-	25%	18%	24%	21%	22			
					E												*						*	*	*			b						
Not very much	240	115	125	83	83	74	52	95	93	112	128	83	115	42	125	115	24	216	27	212	151	89	20	16	25	30	-	74	74	72	71	9			
	48%	47%	49%	47%	49%	48%	47%	50%	47%	48%	48%	45%	51%	46%	50%	46%	52%	48%	47%	48%	48%	48%	58%	53%	46%	44%	-	42%	55%	44%	50%	50			
																	*						a*	*	*				a					
Not at all	132	66	65	47	34	50	28	50	53	62	70	50	58	23	58	73	11	121	13	119	75	56	6	8	13	19	-	54	31	48	36	4			
	26%	27%	26%	27%	20%	32%	26%	26%	27%	27%	26%	27%	26%	26%	23%	29%	23%	27%	22%	27%	24%	30%	16%	25%	24%	29%	-	30%	23%	29%	25%	24			
						D										N	*						*	*	*			V						
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																		
Top2Box - (Very much/Somewhat)	129	65	63	47	51	31	29	46	53	60	69	52	51	25	66	62	12	117	18	111	86	43	9	7	16	18	-	49	30	43	35	5			
	26%	27%	25%	26%	30%	20%	27%	24%	27%	26%	26%	28%	23%	28%	27%	25%	25%	26%	31%	25%	28%	23%	25%	22%	29%	27%	-	28%	22%	26%	25%	26			
				E	E												*						*	*	*									
Low2Box - (Not very much/Not at all)	371	181	190	130	117	124	80	145	146	174	198	134	172	65	184	188	34	337	40	331	226	145	26	24	38	50	-	128	106	119	107	14			
	74%	73%	75%	74%	70%	80%	73%	76%	73%	74%	74%	72%	77%	72%	73%	75%	75%	74%	69%	75%	72%	77%	75%	78%	71%	73%	-	72%	78%	74%	75%	74			
						CD											*						*	*	*									

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Very much	8	3	4	2	3	3	5	2	1	5	3	4	3	1	6	2	-	8	1	7	5	2	2	*	6
	2%	1%	2%	1%	2%	2%	3%	1%	1%	3%	1%	2%	2%	1%	2%	1%	-	2%	2%	1%	2%	1%	1%	*	3%
							G			J							*		*						W
Somewhat	42	23	19	18	15	8	18	19	5	13	29	16	17	9	25	17	2	40	2	39	27	15	10	14	18
	8%	9%	8%	10%	11%	5%	13%	7%	4%	8%	9%	10%	8%	7%	8%	9%	11%	8%	7%	8%	9%	7%	8%	9%	8%
				E	E		GH										*		*						
Not very much	189	88	100	78	54	57	48	97	44	61	128	65	78	45	112	76	6	183	12	176	118	70	41	54	94
	38%	36%	40%	41%	39%	33%	36%	38%	38%	36%	38%	39%	37%	36%	37%	39%	32%	38%	36%	38%	39%	36%	35%	34%	42%
				E													*		*						W
Not at all	262	133	129	92	67	102	63	135	64	90	172	82	111	69	163	99	11	251	19	243	152	110	65	90	107
	52%	54%	51%	49%	48%	60%	47%	53%	56%	53%	52%	49%	53%	56%	53%	51%	57%	52%	55%	52%	50%	56%	56%	57%	47%
						CD											*		*					X	
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	49	26	23	20	19	11	22	21	6	17	32	20	20	10	30	19	2	47	3	46	32	17	11	14	24
	10%	11%	9%	11%	13%	6%	17%	8%	6%	10%	10%	12%	10%	8%	10%	10%	11%	10%	10%	10%	11%	9%	10%	9%	11%
				E	E		GH										*		*						
Low2Box - (Not very much/Not at all)	451	221	230	170	121	159	111	232	108	151	300	147	189	114	275	175	17	434	31	420	270	181	106	144	201
	90%	89%	91%	89%	87%	94%	83%	92%	94%	90%	90%	88%	90%	92%	90%	90%	89%	90%	90%	90%	89%	91%	90%	91%	89%
						CD		F	F								*		*						

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Very much	13	8	5	8	1	3	5	4	4	3	10	4	8	2	10	3	2	11	3	10	8	4	7	4	2
	3%	3%	2%	5%	1%	2%	3%	2%	2%	2%	3%	3%	3%	2%	3%	2%	5%	2%	3%	2%	3%	3%	5%	3%	1%
				D													*						X		
Somewhat	40	23	17	21	14	5	16	9	15	14	26	9	19	11	26	14	5	34	11	28	26	14	18	9	13
	8%	9%	7%	12%	7%	3%	9%	5%	10%	8%	8%	8%	7%	11%	8%	8%	13%	7%	13%	7%	8%	8%	14%	5%	6%
				DE	E				G								*		S				WX		
Not very much	192	99	93	73	73	46	73	64	56	67	125	37	115	39	126	66	14	178	34	158	123	69	41	65	86
	38%	39%	38%	43%	39%	33%	39%	39%	36%	37%	39%	33%	40%	39%	38%	39%	32%	39%	38%	39%	38%	39%	32%	40%	41%
				E													*							V	V
Not at all	255	123	132	69	102	84	92	85	78	99	156	63	143	49	169	86	22	234	41	214	168	87	63	84	108
	51%	49%	54%	40%	54%	61%	49%	53%	51%	54%	49%	56%	50%	48%	51%	51%	50%	51%	46%	52%	52%	50%	49%	52%	52%
					C	C											*								
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	53	30	22	29	15	8	21	13	19	17	36	13	27	13	35	17	8	45	14	38	34	19	25	13	15
	11%	12%	9%	17%	8%	6%	11%	8%	12%	9%	11%	11%	9%	13%	11%	10%	18%	10%	16%	9%	10%	11%	19%	8%	7%
				DE													Q*		S				WX		
Low2Box - (Not very much/Not at all)	447	222	225	143	176	129	164	149	134	167	281	101	258	89	296	152	36	412	75	373	291	156	104	150	194
	89%	88%	91%	83%	92%	94%	89%	92%	88%	91%	89%	89%	91%	87%	89%	90%	82%	90%	84%	91%	90%	89%	81%	92%	93%
					C	C											*	P		R				V	V

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Very much	13	6	6	6	2	5	5	6	-	4	9	4	6	3	4	9	1	11	1	12	8	5	4	5	3
	3%	3%	3%	3%	2%	3%	3%	3%	-	2%	3%	3%	2%	3%	1%	4%	4%	2%	2%	3%	3%	2%	2%	2%	3%
									**					*			*		*						*
Somewhat	119	64	55	55	36	28	50	51	4	37	82	42	61	16	62	57	9	110	6	113	68	51	36	52	31
	24%	26%	22%	27%	26%	17%	26%	22%	26%	21%	26%	32%	21%	22%	24%	24%	23%	24%	17%	24%	24%	23%	20%	24%	32%
				E					**			L		*			*		*						V*
Not very much	194	97	97	91	53	51	77	86	4	62	132	41	121	33	101	94	17	177	14	180	113	82	73	85	36
	39%	40%	38%	45%	38%	32%	40%	38%	27%	35%	41%	32%	41%	43%	38%	39%	46%	38%	39%	39%	40%	37%	40%	38%	38%
				E					**					*			*		*						*
Not at all	174	77	97	50	47	77	61	85	7	77	97	42	107	25	95	79	10	164	15	159	91	83	70	78	26
	35%	31%	38%	25%	34%	48%	32%	37%	47%	43%	30%	33%	36%	32%	36%	33%	27%	35%	42%	34%	32%	38%	38%	35%	27%
						CD			**	J				*			*		*						*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	132	70	62	61	38	33	55	57	4	41	91	46	67	19	66	66	10	122	7	125	76	56	41	58	34
	26%	29%	24%	30%	28%	20%	29%	25%	26%	23%	28%	36%	23%	25%	25%	28%	27%	26%	19%	27%	27%	25%	22%	26%	35%
				E					**			L		*			*		*						V*
Low2Box - (Not very much/Not at all)	368	174	194	141	99	128	138	171	11	139	229	83	227	57	195	173	28	340	30	339	203	165	143	162	63
	74%	71%	76%	70%	72%	80%	71%	75%	74%	77%	72%	64%	77%	75%	75%	72%	73%	74%	81%	73%	73%	75%	78%	74%	65%
						C			**				K	*			*		*				X		*

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Very much	15	10	5	7	6	2	6	6	3	7	8	10	4	2	7	8	3	12	5	11	9	6	11	1	3
	3%	4%	2%	4%	3%	1%	4%	3%	3%	3%	3%	4%	2%	3%	3%	3%	8%	3%	7%	2%	3%	3%	4%	1%	3%
																	Q*		S				W		
Somewhat	71	36	35	28	25	18	25	29	16	30	41	37	27	7	37	34	8	63	12	59	39	33	43	13	14
	14%	14%	14%	16%	13%	14%	15%	13%	14%	14%	14%	15%	14%	12%	15%	14%	18%	14%	19%	14%	14%	15%	16%	12%	13%
																	*								
Not very much	213	107	106	85	79	49	70	98	45	97	116	101	89	23	102	111	17	196	27	186	121	93	114	53	46
	43%	43%	42%	47%	42%	38%	42%	45%	39%	45%	41%	41%	45%	40%	41%	45%	40%	43%	41%	43%	43%	42%	41%	47%	43%
				E													*								
Not at all	201	97	104	61	79	61	64	85	51	81	119	96	78	26	105	96	15	185	22	179	111	89	110	45	45
	40%	39%	42%	33%	42%	47%	39%	39%	44%	38%	42%	40%	39%	45%	42%	38%	35%	41%	33%	41%	40%	40%	40%	40%	41%
					C	C											*								
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	86	46	40	35	31	20	32	35	20	38	49	46	31	9	45	42	11	75	17	69	47	39	54	14	18
	17%	18%	16%	19%	16%	15%	19%	16%	17%	17%	17%	19%	16%	15%	18%	17%	26%	16%	26%	16%	17%	18%	20%	13%	16%
																	Q*		S				W		
Low2Box - (Not very much/Not at all)	414	204	210	146	159	109	135	183	96	178	236	197	167	49	207	207	32	381	49	365	232	182	224	99	91
	83%	82%	84%	81%	84%	85%	81%	84%	83%	83%	83%	81%	84%	85%	82%	83%	74%	84%	74%	84%	83%	82%	80%	87%	84%
																	*	P		R				V	

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Very much	9	4	5	7	*	1	4	3	2	2	7	6	1	2	1	8	*	8	*	8	4	5	1	1	6
	2%	1%	2%	4%	*	1%	1%	2%	9%	1%	3%	2%	1%	2%	*	3%	1%	2%	1%	2%	1%	3%	3%	1%	2%
				DE					FG*		I					N	*		*				*		
Somewhat	146	68	79	54	46	46	96	45	5	86	60	86	29	32	66	81	5	141	11	135	101	46	9	41	97
	29%	27%	32%	29%	29%	30%	29%	32%	23%	32%	27%	29%	32%	28%	30%	29%	24%	30%	26%	30%	31%	25%	20%	29%	30%
									*								*		*				*		
Not very much	293	154	140	98	98	97	202	81	10	167	127	163	56	75	134	160	13	280	26	267	187	107	26	86	182
	59%	61%	56%	53%	62%	63%	60%	58%	45%	61%	56%	55%	62%	65%	61%	57%	60%	59%	60%	59%	58%	60%	61%	61%	57%
						C			*					K			*		*				*		
Not at all	51	26	25	26	15	11	34	12	5	19	33	40	5	7	19	32	3	48	5	46	30	22	7	12	32
	10%	10%	10%	14%	9%	7%	10%	8%	24%	7%	14%	14%	5%	6%	9%	11%	15%	10%	13%	10%	9%	12%	16%	9%	10%
				E					FG*		I	LM					*		*				*		
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	155	71	84	61	47	47	100	48	7	88	67	92	30	34	67	88	5	150	12	143	105	50	10	42	103
	31%	28%	34%	33%	29%	31%	30%	34%	32%	32%	30%	31%	33%	29%	30%	32%	25%	31%	27%	31%	33%	28%	23%	30%	32%
									*								*		*				*		
Low2Box - (Not very much/Not at all)	345	180	165	124	113	108	236	93	15	186	159	203	60	81	153	192	16	329	31	314	216	129	32	98	214
	69%	72%	66%	67%	71%	69%	70%	66%	68%	68%	70%	69%	67%	71%	70%	68%	75%	69%	73%	69%	67%	72%	77%	70%	68%
									*								*		*				*		

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HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Very much	28	17	11	17	7	4	18	9	1	10	18	13	13	1	10	17	1	27	3	25	15	13	15	4	8
	6%	7%	4%	8%	5%	3%	5%	9%	16%	4%	6%	12%	4%	2%	5%	6%	2%	6%	5%	6%	5%	6%	7%	2%	8%
				E				*	**			LM*		*			*		*						*
Somewhat	139	72	67	59	42	38	115	24	-	64	75	38	84	17	58	81	9	130	14	125	80	59	64	41	34
	28%	29%	26%	27%	30%	27%	29%	25%	-	29%	27%	37%	26%	24%	28%	28%	25%	28%	25%	28%	28%	27%	27%	24%	34%
								*	**			*		*			*		*						*
Not very much	212	101	111	96	59	57	169	42	1	90	121	38	140	34	88	124	14	198	22	189	108	103	97	79	36
	42%	41%	44%	45%	42%	39%	42%	43%	21%	40%	44%	36%	43%	49%	42%	43%	38%	43%	40%	43%	38%	47%	42%	47%	37%
								*	**			*		*			*		*						*
Not at all	122	58	64	43	33	46	98	21	2	60	62	15	89	18	55	67	13	109	16	106	79	43	57	44	20
	24%	23%	25%	20%	24%	32%	25%	22%	63%	27%	23%	15%	27%	25%	26%	23%	36%	23%	29%	24%	28%	20%	24%	26%	21%
						C		*	**			*	K	*			*		*						*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	167	89	77	76	49	42	133	33	1	74	93	51	97	18	69	98	10	156	17	150	95	71	80	46	41
	33%	36%	31%	35%	35%	29%	33%	34%	16%	33%	34%	49%	30%	26%	32%	34%	27%	34%	31%	34%	34%	33%	34%	27%	42%
								*	**			LM*		*			*		*						W*
Low2Box - (Not very much/Not at all)	333	159	175	139	92	102	267	63	3	150	184	53	229	51	143	190	27	306	38	295	188	146	154	123	56
	67%	64%	69%	65%	65%	71%	67%	66%	84%	67%	66%	51%	70%	74%	68%	66%	73%	66%	69%	66%	66%	67%	66%	73%	58%
								*	**			*	K	K*			*		*					X	*

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Very much	5	3	2	1	1	3	-	1	3	5	-	-	1	3	5	-	1	4	4	1	5	-	5	-	-
	1%	1%	1%	1%	*	3%	-	1%	2%	2%	-	-	1%	1%	2%	-	1%	1%	4%	*	1%	-	3%	-	-
							*					**			O		*		S*				W		
Somewhat	113	56	57	46	42	25	26	43	45	62	51	5	29	79	69	45	14	99	18	95	84	29	43	45	26
	23%	22%	23%	22%	22%	25%	29%	22%	21%	23%	22%	30%	20%	23%	26%	19%	19%	23%	20%	23%	24%	20%	27%	19%	25%
							*					**					*		*						
Not very much	297	140	158	137	108	53	46	121	130	153	144	10	93	195	141	157	45	252	53	244	210	87	87	157	54
	59%	55%	64%	65%	57%	52%	51%	63%	60%	56%	63%	56%	66%	57%	54%	66%	62%	59%	58%	60%	59%	61%	54%	66%	53%
				E			*					**				N	*		*					VX	
Not at all	84	54	31	26	38	20	18	28	39	52	33	2	18	64	49	36	12	72	16	69	58	27	26	37	22
	17%	21%	12%	12%	20%	20%	20%	14%	18%	19%	14%	14%	13%	19%	19%	15%	17%	17%	17%	17%	16%	19%	16%	15%	21%
		B			C		*					**					*		*						
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	118	59	59	48	43	28	26	44	48	67	51	5	30	83	73	45	15	103	22	96	89	29	47	45	26
	24%	23%	24%	23%	23%	28%	29%	23%	22%	25%	22%	30%	21%	24%	28%	19%	21%	24%	24%	23%	25%	20%	30%	19%	25%
							*					**			O		*		*				W		
Low2Box - (Not very much/Not at all)	382	193	188	163	146	73	65	148	169	205	177	12	111	259	190	192	57	325	69	313	268	114	113	193	76
	76%	77%	76%	77%	77%	72%	71%	77%	78%	75%	78%	70%	79%	76%	72%	81%	79%	76%	76%	77%	75%	80%	70%	81%	75%
							*					**				N	*		*					V	

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Very much	12	6	5	6	4	2	6	5	-	6	6	7	2	3	5	6	3	9	2	10	7	5	7	3	1
	2%	2%	2%	3%	2%	2%	2%	4%	-	3%	2%	3%	2%	2%	2%	2%	8%	2%	4%	2%	3%	2%	3%	2%	2%
									*				*				Q*		*						
Somewhat	63	36	27	33	16	15	46	16	2	22	41	40	10	14	32	31	4	59	9	54	31	32	35	16	11
	13%	14%	11%	16%	9%	12%	14%	11%	6%	11%	14%	16%	8%	10%	14%	12%	9%	13%	18%	12%	12%	13%	13%	11%	16%
				D					*			LM	*				*		*						
Not very much	208	106	102	94	69	45	143	51	14	83	125	102	56	51	91	118	13	195	17	191	97	112	113	65	31
	42%	42%	41%	46%	40%	37%	43%	36%	51%	41%	42%	41%	49%	37%	39%	44%	32%	42%	35%	42%	38%	45%	40%	44%	42%
				E					*				*				*		*						
Not at all	217	104	113	73	84	60	137	68	12	94	123	101	47	69	106	111	21	196	21	196	118	99	125	62	30
	43%	41%	46%	36%	49%	49%	41%	49%	43%	46%	42%	41%	41%	51%	45%	42%	51%	43%	43%	43%	47%	40%	45%	42%	41%
					C	C			*				*	K			*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	75	42	32	38	19	17	52	21	2	28	47	46	12	17	38	37	7	68	11	64	38	37	43	19	13
	15%	17%	13%	19%	11%	14%	16%	15%	6%	14%	16%	19%	10%	12%	16%	14%	17%	15%	22%	14%	15%	15%	15%	13%	17%
				D					*			LM	*				*		S*						
Low2Box - (Not very much/Not at all)	425	210	216	167	153	105	280	119	27	178	248	203	103	120	196	229	33	392	39	386	214	211	238	127	61
	85%	83%	87%	81%	89%	86%	84%	85%	94%	86%	84%	81%	90%	88%	84%	86%	83%	85%	78%	86%	85%	85%	85%	87%	83%
					C				*				K*	K			*		*	R					

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Very much	9	8	*	5	-	4	8	1	*	*	9	2	7	-	8	1	*	9	*	9	5	4	8	-	1
	2%	3%	*	3%	-	2%	5%	*	*	*	2%	2%	3%	-	2%	1%	1%	2%	*	2%	1%	3%	5%	-	1%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Somewhat	64	38	26	30	21	13	20	21	23	21	43	13	40	11	53	10	6	58	12	52	51	13	25	20	18
	13%	15%	10%	16%	14%	8%	12%	10%	19%	13%	13%	12%	15%	9%	14%	8%	10%	13%	14%	12%	14%	10%	15%	13%	10%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Not very much	201	111	90	83	61	56	60	90	51	63	138	42	109	50	141	59	29	172	39	162	150	51	72	49	80
	40%	44%	37%	45%	40%	35%	36%	42%	42%	40%	40%	40%	41%	38%	38%	45%	51%	39%	47%	39%	41%	37%	41%	33%	45%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Not at all	227	97	130	68	70	89	78	101	48	72	155	48	108	71	166	60	22	205	32	195	159	68	68	79	79
	45%	38%	53%	36%	46%	55%	47%	48%	39%	46%	45%	46%	41%	53%	45%	46%	39%	46%	39%	47%	44%	50%	39%	54%	44%
			A	*	*	C*	*		*	*			*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	73	46	26	35	21	16	28	22	23	21	52	15	46	11	62	11	6	67	12	60	56	17	33	20	19
	15%	18%	11%	19%	14%	10%	17%	10%	19%	13%	15%	14%	18%	9%	17%	9%	11%	15%	15%	15%	15%	13%	19%	13%	11%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Low2Box - (Not very much/Not at all)	427	207	220	150	132	145	138	190	99	135	293	90	216	121	308	119	50	377	71	356	308	119	140	128	159
	85%	82%	89%	81%	86%	90%	83%	90%	81%	87%	85%	86%	82%	91%	83%	91%	89%	85%	85%	85%	85%	87%	81%	87%	89%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Very much	13	8	6	6	4	3	2	8	3	6	7	5	5	4	9	4	2	11	4	10	9	4	9	1	3
	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	5%	2%	5%	2%	3%	3%	5%	1%	2%
																			S				WX		
Somewhat	83	39	45	41	25	17	15	51	17	30	54	26	29	28	52	32	11	72	17	67	59	24	30	18	36
	17%	16%	18%	22%	16%	11%	18%	17%	15%	14%	18%	20%	17%	14%	17%	15%	22%	16%	23%	16%	17%	16%	16%	15%	18%
				DE															S						
Not very much	260	126	134	100	88	72	44	152	65	107	153	69	88	103	151	109	19	241	29	231	179	82	85	73	102
	52%	51%	53%	54%	55%	46%	52%	51%	55%	51%	53%	53%	52%	52%	51%	54%	38%	54%	40%	54%	51%	54%	46%	60%	53%
				E	E													P		R				V	
Not at all	143	73	70	38	42	63	22	88	33	67	77	32	48	63	84	59	18	125	23	120	100	43	61	29	53
	29%	30%	28%	20%	27%	41%	27%	29%	28%	32%	26%	24%	28%	32%	28%	29%	36%	28%	32%	28%	29%	28%	33%	24%	27%
						CD								K									W		
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	97	46	50	47	29	20	18	59	20	36	61	31	34	32	61	35	13	83	20	76	69	28	38	20	39
	19%	19%	20%	26%	18%	13%	21%	20%	17%	17%	21%	23%	20%	16%	21%	17%	26%	19%	28%	18%	20%	18%	21%	16%	20%
				DE								M							S						
Low2Box - (Not very much/Not at all)	403	200	204	138	130	136	66	240	97	173	230	102	136	166	235	168	37	366	52	351	279	124	146	102	155
	81%	81%	80%	74%	82%	87%	79%	80%	83%	83%	79%	77%	80%	84%	79%	83%	74%	81%	72%	82%	80%	82%	79%	84%	80%
					C	C								K						R					

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Very much	35	18	17	19	8	7	10	11	13	19	16	17	5	12	18	16	11	24	11	24	25	10	20	5	10
	7%	7%	7%	11%	5%	4%	13%	5%	6%	6%	8%	7%	4%	9%	8%	6%	18%	5%	17%	5%	8%	5%	10%	4%	5%
				DE			GH							L			Q*		S				WX		
Somewhat	134	73	61	48	43	42	27	53	54	86	48	69	31	35	62	71	16	117	15	118	85	48	52	27	54
	27%	30%	24%	26%	28%	26%	34%	25%	26%	28%	25%	29%	24%	25%	27%	27%	27%	27%	23%	27%	27%	27%	28%	23%	28%
																	*								
Not very much	227	110	117	81	76	70	25	104	98	143	84	100	59	68	106	121	24	202	29	198	150	76	77	58	92
	45%	44%	46%	44%	49%	43%	30%	50%	47%	47%	43%	43%	47%	48%	46%	45%	41%	46%	44%	46%	47%	42%	41%	48%	48%
								F	F								*								
Not at all	105	47	58	34	27	44	19	41	45	59	46	47	32	26	45	60	8	97	10	94	57	48	40	30	35
	21%	19%	23%	18%	18%	27%	23%	20%	21%	19%	24%	20%	25%	18%	19%	22%	14%	22%	16%	22%	18%	26%	21%	25%	18%
						CD							M				*					T			
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	168	91	77	68	51	50	37	64	67	105	63	85	36	47	81	87	27	141	26	142	110	58	72	32	64
	34%	37%	31%	37%	33%	30%	46%	31%	32%	34%	33%	37%	28%	33%	35%	33%	45%	32%	40%	33%	35%	32%	38%	27%	34%
							GH					L					Q*						W		
Low2Box - (Not very much/Not at all)	332	157	175	115	103	114	44	146	143	202	130	147	91	94	152	180	33	299	40	292	208	124	116	89	127
	66%	63%	69%	63%	67%	70%	54%	69%	68%	66%	67%	63%	72%	67%	65%	67%	55%	68%	60%	67%	65%	68%	62%	73%	66%
								F	F				K				*	P						V	

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Ethical Consumer
HI2.1. [Good] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Very much	4	3	1	3	-	1	-	4	-	-	4	-	4	-	4	-	1	3	1	3	4	-	-	3	1
	1%	1%	*	1%	-	1%	-	2%	-	-	1%	-	1%	-	1%	-	2%	1%	1%	1%	1%	-	-	1%	1%
				*					*			**		*			*		*						
Somewhat	53	30	23	18	24	11	18	28	7	29	24	4	39	10	34	19	6	47	15	38	42	11	12	19	22
	11%	12%	9%	9%	15%	7%	12%	12%	7%	15%	8%	16%	11%	9%	11%	10%	10%	11%	13%	10%	11%	8%	8%	10%	15%
				*	E				*	J		**		*			*		*			*			
Not very much	247	123	124	100	79	68	62	131	54	91	156	12	184	51	156	91	30	217	48	199	179	68	78	91	78
	49%	49%	50%	53%	48%	46%	40%	56%	48%	47%	51%	49%	51%	46%	50%	49%	49%	49%	43%	51%	49%	52%	51%	47%	51%
				*				F	*			**		*			*		*			*			
Not at all	196	98	99	68	60	68	74	72	51	75	122	9	137	51	119	77	24	172	47	149	144	52	64	82	51
	39%	39%	40%	36%	37%	46%	48%	31%	45%	38%	40%	35%	38%	46%	38%	41%	39%	39%	42%	38%	39%	40%	41%	42%	33%
				*			G		G*			**		*			*		*			*			
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	57	32	24	21	24	12	18	31	7	29	28	4	43	10	37	19	7	49	16	41	46	11	12	21	23
	11%	13%	10%	11%	15%	8%	12%	13%	7%	15%	9%	16%	12%	9%	12%	10%	12%	11%	14%	10%	12%	8%	8%	11%	15%
				*					*			**		*			*		*			*			
Low2Box - (Not very much/Not at all)	443	220	223	169	139	136	136	203	104	166	277	21	320	102	276	168	55	388	96	347	324	120	141	173	129
	89%	87%	90%	89%	85%	92%	88%	87%	93%	85%	91%	84%	88%	91%	88%	90%	88%	89%	86%	90%	88%	92%	92%	89%	85%
				*					*			**		*			*		*			*			

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Very much	271	152	120	138	69	65	117	100	50	108	164	122	93	56	147	124	42	229	47	224	174	97	128	52	91
	3%	4%	3%	4%	3%	3%	4%	3%	3%	3%	4%	5%	3%	3%	3%	3%	6%	3%	5%	3%	3%	3%	4%	2%	3%
		B		DE								LM					Q		S				WX		W
Somewhat	1335	694	641	575	437	324	564	504	257	587	748	494	539	303	712	624	113	1222	179	1157	836	500	485	370	481
	17%	17%	16%	18%	17%	14%	19%	16%	15%	17%	16%	19%	16%	15%	16%	17%	16%	17%	18%	17%	17%	17%	17%	15%	18%
				E	E		GH					LM											W		W
Not very much	3742	1881	1861	1552	1216	974	1345	1533	831	1568	2174	1141	1624	976	1989	1753	339	3403	452	3290	2362	1379	1247	1239	1255
	47%	47%	46%	50%	47%	42%	45%	47%	49%	47%	47%	43%	48%	50%	46%	48%	47%	47%	45%	47%	47%	46%	44%	50%	47%
				DE	E			F	F				K	K										VX	V
Not at all	2652	1261	1391	844	869	939	968	1096	572	1103	1549	873	1148	631	1482	1170	229	2423	338	2314	1619	1033	998	817	837
	33%	32%	35%	27%	34%	41%	32%	34%	33%	33%	33%	33%	34%	32%	34%	32%	32%	33%	33%	33%	32%	34%	35%	33%	31%
			A		C	CD									O								X		
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	1607	846	760	713	505	388	681	604	307	695	912	616	632	359	859	747	156	1451	226	1381	1009	597	613	422	572
	20%	21%	19%	23%	20%	17%	23%	19%	18%	21%	20%	23%	19%	18%	20%	20%	22%	20%	22%	20%	20%	20%	21%	17%	21%
		B		DE	E		GH					LM											W		W
Low2Box - (Not very much/Not at all)	6393	3142	3251	2396	2085	1912	2313	2628	1403	2671	3723	2014	2771	1608	3471	2923	568	5826	790	5604	3981	2412	2244	2056	2093
	80%	79%	81%	77%	80%	83%	77%	81%	82%	79%	80%	77%	81%	82%	80%	80%	78%	80%	78%	80%	80%	80%	79%	83%	79%
			A		C	CD		F	F				K	K										VX	

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to othe
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Very much	271	34	24	29	18	9	11	21	16	11	8	3	15	9	11	7	45
	3%	7%	5%	6%	4%	2%	2%	4%	3%	2%	2%	1%	3%	2%	2%	1%	9%
		DEFGHIJKLMNO	EFIJKMNO	EFHIJKLMNO	EJK		K	EFIJKMNO	K	K			K		K		BCDEFGHIJKLMNO
Somewhat	1335	81	98	81	88	42	44	80	98	58	145	52	140	113	50	51	113
	17%	16%	20%	16%	18%	8%	9%	16%	20%	12%	29%	10%	28%	23%	10%	10%	23%
		EFIKNO	EFIKNO	EFIKNO	EFIKNO			EFIKNO	EFIKNO	E	ABCDEFGHIKMNOP		ABCDEFGHIKNOP	ACDEFGIKNO			ACDEFGIKNO
Not very much	3742	225	251	178	245	215	217	262	226	205	297	242	227	297	200	222	231
	47%	45%	50%	36%	49%	43%	43%	52%	45%	41%	59%	48%	45%	59%	40%	44%	46%
		C	CEFIN		CEFIN	C	C	ACEFHILNOP	C	C	ABCDEFGHIKLNOP	CIN	C	ABCDEFGHIKLNOP		C	CIN
Not at all	2652	159	127	212	149	233	227	138	160	226	50	203	118	81	239	220	111
	33%	32%	25%	42%	30%	47%	45%	28%	32%	45%	10%	41%	24%	16%	48%	44%	22%
		BJLMP	JM	ABDGHJLMP	JLMP	ABDGHJLMP	ABDGHJLMP	JMP	BJLMP	ABDGHJLMP		ABDGHJLMP	JM	J	ABDGHJKLMP	ABDGHJLMP	JM
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Very much/Somewhat)	1607	115	122	110	107	52	55	100	114	69	153	55	155	122	62	58	158
	20%	23%	24%	22%	21%	10%	11%	20%	23%	14%	31%	11%	31%	24%	12%	12%	32%
		EFIKNO	EFGIKNO	EFIKNO	EFIKNO			EFIKNO	EFIKNO	E	ABCDEFGHIKMNO		ABCDEFGHIKMNO	EFIKNO			ABCDEFGHIKMNO
Low2Box - (Not very much/Not at all)	6393	385	378	390	393	448	445	400	386	431	347	445	345	378	438	442	342
	80%	77%	76%	78%	79%	90%	89%	80%	77%	86%	69%	89%	69%	76%	88%	88%	68%
		JLP	JLP	JLP	JLP	ABCDGHIJLMP	ABCDGHJLMP	BJLP	JLP	ABCDGHJLMP		ABCDGHJLMP		JLP	ABCDGHJLMP	ABCDGHJLMP	

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Ethical Consumer

HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make cl

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Very much	271	63	34	133	41	123	-	-
	3%	6%	7%	3%	3%	4%	-	-
		CDE	CDE			C		
Somewhat	1335	202	81	697	356	571	-	-
	17%	20%	16%	14%	24%	16%	-	-
		CE			ABCE	C		
Not very much	3742	476	225	2195	845	1672	-	-
	47%	48%	45%	44%	56%	48%	-	-
		C			ABCE	C		
Not at all	2652	259	159	1975	258	1134	-	-
	33%	26%	32%	40%	17%	32%	-	-
		D	AD	ABDE		AD		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	1607	265	115	830	397	694	-	-
	20%	26%	23%	17%	26%	20%	-	-
		CE	C		CE	C		
Low2Box - (Not very much/Not at all)	6393	735	385	4170	1103	2806	-	-
	80%	74%	77%	83%	74%	80%	-	-
				ABDE		AD		

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Very much	34	16	18	25	6	3	22	11	1	8	26	24	8	2	13	21	3	31	4	31	15	19	18	4	12
	7%	6%	7%	10%	4%	3%	8%	6%	1%	5%	7%	7%	7%	3%	6%	8%	5%	7%	7%	7%	5%	9%	7%	3%	13%
				DE					*								*		*						W*
Somewhat	81	51	31	45	25	12	51	24	6	26	55	58	17	5	41	40	3	78	6	75	48	33	40	27	14
	16%	21%	12%	18%	17%	11%	19%	14%	11%	17%	16%	18%	15%	10%	18%	15%	6%	17%	11%	17%	17%	16%	15%	20%	15%
		B							*								*		*						*
Not very much	225	109	116	102	70	53	115	84	26	67	159	149	48	29	107	119	24	201	22	203	122	104	125	66	35
	45%	45%	46%	41%	49%	49%	42%	47%	53%	46%	45%	46%	40%	52%	46%	44%	45%	45%	43%	45%	43%	48%	46%	48%	37%
									*								*		*						*
Not at all	159	70	90	76	43	40	83	60	17	47	113	95	45	19	73	87	23	136	20	139	100	59	87	39	33
	32%	28%	35%	31%	30%	37%	30%	33%	34%	32%	32%	29%	38%	35%	31%	32%	43%	30%	39%	31%	35%	27%	32%	29%	35%
									*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	115	66	49	70	30	15	74	36	6	34	82	82	26	7	54	62	6	109	10	106	63	53	58	31	26
	23%	27%	19%	28%	21%	14%	27%	20%	13%	23%	23%	25%	22%	13%	23%	23%	12%	24%	18%	24%	22%	25%	22%	23%	28%
				E			H		*			M					*		*						*
Low2Box - (Not very much/Not at all)	385	179	206	178	113	93	198	144	43	113	271	244	93	48	179	205	47	338	43	342	222	162	212	105	68
	77%	73%	81%	72%	79%	86%	73%	80%	87%	77%	77%	75%	78%	87%	77%	77%	88%	76%	82%	76%	78%	75%	78%	77%	72%
						C			F*					K			*		*						*

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HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Very much	24	11	13	11	8	5	8	13	3	9	15	8	10	6	9	14	3	21	3	21	14	10	18	6	8	4	6	5	1	11	5	8
	5%	5%	5%	6%	5%	4%	8% H	5%	2%	4%	6%	6%	4%	7% L	4%	6%	6% *	5%	5% *	5%	4%	6%	5%	4%	5%	3%	7%	10% Y*	3% *	5%	4%	4%
Somewhat	98	55	43	45	31	21	17	56	25	44	53	29	54	15	55	43	11	86	15	83	62	36	71	27	31	29	22	9	6	41	26	3
	20%	22%	17%	23%	18%	16%	17%	20%	20%	20%	19%	22%	18%	21%	21%	18%	21% *	19%	23% *	19%	19%	20%	21%	16%	19%	19%	26%	17% *	16% *	20%	21%	18
Not very much	251	121	131	105	84	62	45	139	68	115	136	59	155	38	132	120	25	227	29	223	167	84	169	82	80	81	41	25	25	99	64	8
	50%	49%	52%	54%	49%	47%	44%	50%	55%	52%	49%	45%	53%	51%	50%	51%	46% *	51%	44% *	51%	53%	46%	50%	50%	48%	53%	48%	44% *	62% a*	49%	51%	51
Not at all	127	61	66	35	48	44	31	68	27	55	72	36	76	15	69	58	14	113	19	108	75	52	78	49	48	39	16	17	8	49	30	4
	25%	25%	26%	18%	28% C	33% C	31%	25%	22%	25%	26%	27%	26%	21%	26%	25%	27% *	25%	29% *	25%	24%	28%	23%	30%	29% Z	25%	18%	30% *	20% *	25%	24%	27
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																
Top2Box - (Very much/Somewhat)	122	66	55	56	39	26	24	69	28	53	69	37	64	21	64	57	14	107	18	104	75	46	89	33	38	33	28	15	8	52	31	3
	24%	27%	22%	29% E	23%	20%	24%	25%	23%	24%	25%	28%	22%	28%	24%	24%	27% *	24%	27% *	24%	24%	25%	26%	20%	23%	22%	33% XYb	26% *	19% *	26%	25%	22
Low2Box - (Not very much/Not at all)	378	182	197	140	132	106	76	207	95	169	209	95	230	53	201	178	39	339	48	331	242	136	247	131	128	120	57	41	33	148	93	13
	76%	73%	78%	71%	77%	80% C	76%	75%	77%	76%	75%	72%	78%	72%	76%	76%	73% *	76%	73% *	76%	76%	75%	74%	80%	77% Z	78% Z	67%	74% *	81% Z*	74%	75%	78

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HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Very much	29	12	17	13	6	10	21	7	1	9	20	14	12	3	20	9	3	26	3	26	19	10	19	7	3	10	19	8	6	1
	6%	5%	7%	7%	4%	6%	11%	4%	1%	5%	6%	8%	6%	2%	7%	5%	12%	5%	8%	6%	7%	5%	8%	6%	2%	4%	8%	8%	4%	6
							GH					M					**		*				X					*		
Somewhat	81	40	41	40	22	18	37	32	12	23	58	31	34	16	42	39	9	72	8	73	40	41	48	19	14	34	47	15	22	4
	16%	16%	17%	22%	14%	12%	19%	16%	11%	13%	18%	18%	18%	11%	14%	19%	32%	15%	19%	16%	14%	19%	20%	16%	10%	14%	19%	15%	15%	17
				E													**		*				X					*		
Not very much	178	97	81	73	55	50	59	74	45	60	118	48	68	61	103	75	6	171	13	164	101	77	82	36	60	96	82	35	51	9
	36%	38%	33%	39%	34%	32%	31%	37%	41%	34%	36%	28%	37%	43%	35%	36%	23%	36%	33%	36%	36%	34%	35%	30%	42%	39%	32%	35%	36%	36
														K			**		*									*		
Not at all	212	103	109	58	76	78	74	87	51	83	129	78	72	62	129	83	9	203	16	196	118	94	88	58	66	108	104	43	64	10
	42%	41%	44%	32%	48%	50%	39%	44%	47%	48%	40%	45%	39%	44%	44%	40%	33%	43%	41%	43%	42%	42%	37%	48%	46%	44%	41%	42%	45%	41
					C	C											**		*					V				*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Very much/Somewhat)	110	52	58	53	29	28	58	39	13	31	79	46	46	19	61	49	12	98	11	99	59	51	67	26	17	44	66	23	28	5
	22%	21%	24%	29%	18%	18%	30%	20%	12%	18%	24%	26%	25%	13%	21%	24%	44%	21%	27%	22%	21%	23%	28%	22%	12%	18%	26%	23%	20%	23
				DE			GH					M	M				**		*				X	X			Y	*		
Low2Box - (Not very much/Not at all)	390	200	190	131	130	129	133	161	96	143	247	127	140	123	232	158	15	375	29	360	219	171	170	93	126	204	186	77	116	19
	78%	79%	76%	71%	82%	82%	70%	80%	88%	82%	76%	74%	75%	87%	79%	76%	56%	79%	73%	78%	79%	77%	72%	78%	88%	82%	74%	77%	80%	77
					C	C		F	F					KL			**		*						VW	Z		*		

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HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
Very much	18	10	8	6	8	4	7	5	6	6	12	8	6	5	11	7	1	17	2	16	13	5	*	2	3	3	-	5	5	6	5	8
	4%	4%	3%	3%	5%	3%	6%	3%	3%	3%	5%	4%	3%	5%	5%	3%	3%	4%	4%	4%	4%	3%	1%	5%	6%	4%	-	3%	4%	4%	3%	4
							G										*						*	*	*							
Somewhat	88	48	41	35	33	20	20	33	35	43	45	35	38	16	51	38	8	81	14	75	56	32	3	5	8	14	-	33	24	30	21	3
	18%	19%	16%	20%	20%	13%	18%	17%	18%	19%	17%	19%	17%	17%	20%	15%	17%	18%	24%	17%	18%	17%	9%	17%	15%	21%	-	19%	18%	19%	15%	19
				E	E										O		*						*	*	*	V						
Not very much	245	111	134	88	88	68	53	92	99	111	133	85	116	43	121	124	23	222	27	217	159	86	23	18	26	30	-	78	70	74	74	9
	49%	45%	53%	50%	52%	44%	49%	48%	50%	48%	50%	46%	52%	48%	48%	50%	50%	49%	47%	49%	51%	46%	66%	58%	48%	44%	-	44%	52%	46%	52%	49
			A		E												*						XYab*	*	*							
Not at all	149	78	70	48	39	62	29	61	59	73	76	58	64	27	67	82	14	135	15	134	84	65	8	6	17	21	-	61	35	51	42	5
	30%	32%	28%	27%	23%	40%	26%	32%	29%	31%	28%	31%	29%	30%	27%	33%	30%	30%	25%	30%	27%	35%	24%	20%	31%	31%	-	34%	26%	32%	30%	28
						CD											*					T	*	*	*			Wb				
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10
Summary																																	
Top2Box - (Very much/Somewhat)	107	58	49	41	41	24	27	38	42	49	57	43	44	20	62	44	9	97	16	91	70	37	3	7	11	17	-	38	30	36	26	4
	21%	23%	19%	23%	24%	16%	25%	20%	21%	21%	22%	23%	20%	22%	25%	18%	20%	21%	27%	21%	22%	20%	10%	22%	21%	25%	-	22%	22%	22%	18%	23
				E	E										O		*						*	*	*	V		V	V			
Low2Box - (Not very much/Not at all)	393	189	204	136	127	130	82	153	158	184	209	143	180	70	188	206	37	357	42	351	242	151	31	24	43	51	-	139	105	126	116	15
	79%	77%	81%	77%	76%	84%	75%	80%	79%	79%	78%	77%	80%	78%	75%	82%	80%	79%	73%	79%	78%	80%	90%	78%	79%	75%	-	78%	78%	78%	82%	77
						CD										N	*						Yab*	*	*							

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Very much	9	5	4	3	3	4	4	3	3	2	7	4	3	2	7	2	-	9	-	9	7	3	3	2	5
	2%	2%	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	-	2%	-	2%	2%	1%	3%	1%	2%
																	*		*						
Somewhat	42	18	24	19	16	8	17	21	5	15	27	19	17	7	20	22	-	42	1	41	21	21	10	11	21
	8%	7%	10%	10%	11%	4%	13%	8%	4%	9%	8%	11%	8%	5%	7%	11%	-	9%	3%	9%	7%	11%	8%	7%	9%
				E	E		H	H				M				N	*		*						
Not very much	215	107	108	88	61	66	55	102	58	72	144	65	96	54	131	85	8	207	16	199	137	78	46	66	103
	43%	43%	43%	46%	44%	39%	42%	41%	51%	43%	43%	39%	46%	44%	43%	44%	45%	43%	48%	43%	45%	40%	39%	42%	46%
									G				K				*		*						
Not at all	233	116	116	81	59	93	57	127	49	79	153	80	92	61	148	85	10	223	17	216	137	96	58	78	96
	47%	47%	46%	42%	43%	55%	43%	50%	43%	47%	46%	48%	44%	49%	48%	44%	55%	46%	49%	46%	45%	48%	50%	50%	43%
						CD											*		*						
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	52	23	28	22	19	11	21	24	7	17	34	22	20	9	27	24	-	52	1	51	28	24	13	13	25
	10%	9%	11%	11%	14%	7%	16%	9%	6%	10%	10%	13%	10%	7%	9%	12%	-	11%	3%	11%	9%	12%	11%	8%	11%
				E	E		GH					M					*	P	*	R					
Low2Box - (Not very much/Not at all)	448	224	225	169	121	159	112	229	107	151	297	145	188	115	278	170	19	430	33	415	275	174	104	145	199
	90%	91%	89%	89%	86%	93%	84%	91%	94%	90%	90%	87%	90%	93%	91%	88%	100%	89%	97%	89%	91%	88%	89%	92%	89%
						CD		F	F					K			Q*		S*						

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Very much	11	8	3	5	2	4	5	4	2	4	7	4	6	2	9	2	2	9	2	9	7	5	6	3	3
	2%	3%	1%	3%	1%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	1%	4%	2%	3%	2%	2%	3%	4%	2%	1%
				D		D											*						X		
Somewhat	44	28	16	20	17	7	18	13	14	17	27	12	23	9	32	12	5	39	11	33	33	12	15	12	18
	9%	11%	7%	11%	9%	5%	10%	8%	9%	10%	8%	11%	8%	9%	10%	7%	12%	9%	13%	8%	10%	7%	11%	7%	8%
		B		E													*								
Not very much	217	112	106	82	89	46	80	72	66	75	142	40	130	48	140	77	19	199	39	178	139	79	51	76	91
	43%	44%	43%	48%	47%	34%	43%	44%	43%	41%	45%	35%	46%	47%	42%	46%	44%	43%	44%	43%	43%	45%	40%	46%	44%
				E	E								K	K			*								
Not at all	227	105	122	65	83	79	83	74	70	87	140	58	127	43	149	78	17	210	36	191	147	80	58	72	98
	45%	42%	49%	38%	44%	58%	45%	46%	46%	47%	44%	51%	44%	42%	45%	46%	40%	46%	41%	46%	45%	46%	45%	44%	47%
			A			CD											*								
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	55	36	20	25	19	12	23	16	17	21	34	16	29	11	42	14	7	48	14	42	39	16	20	15	20
	11%	14%	8%	15%	10%	8%	12%	10%	11%	12%	11%	14%	10%	11%	13%	8%	16%	11%	15%	10%	12%	9%	16%	9%	10%
		B		E											O		*		S				WX		
Low2Box - (Not very much/Not at all)	445	217	228	147	172	126	163	146	136	162	282	98	257	90	290	155	36	408	75	369	286	159	109	148	188
	89%	86%	92%	85%	90%	92%	88%	90%	89%	88%	89%	86%	90%	89%	87%	92%	84%	89%	85%	90%	88%	91%	84%	91%	90%
			A			C										N	*			R			V	V	

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	251	254	173	167	165	195	233	16	193	312	159	256	90	275	230	41	464	39	466	294	211	180	223	102
Base: All Respondents (wtd)	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
Very much	16	9	7	7	4	4	6	5	1	5	11	5	11	-	4	12	2	14	1	15	10	6	8	1	7
	3%	4%	3%	4%	3%	2%	3%	2%	7%	3%	3%	4%	4%	-	1%	5%	6%	3%	2%	3%	4%	3%	4%	1%	7%
									**					*		N	*		*				W		W*
Somewhat	98	49	49	41	30	27	41	44	2	31	67	34	52	13	57	41	4	94	4	94	58	40	35	40	24
	20%	20%	19%	20%	22%	17%	21%	19%	16%	17%	21%	26%	18%	17%	22%	17%	11%	20%	12%	20%	21%	18%	19%	18%	25%
									**			L		*			*		*						*
Not very much	226	117	110	105	61	60	89	98	6	75	151	50	136	41	116	110	18	208	16	210	124	102	81	101	44
	45%	48%	43%	52%	44%	38%	46%	43%	43%	42%	47%	38%	46%	53%	45%	46%	48%	45%	44%	45%	44%	46%	44%	46%	46%
				E					**					K*			*		*						*
Not at all	160	70	90	48	42	69	57	81	5	69	91	41	95	23	84	75	13	146	15	144	87	73	61	78	21
	32%	29%	35%	24%	31%	43%	30%	36%	33%	38%	28%	32%	32%	30%	32%	32%	35%	32%	42%	31%	31%	33%	33%	35%	22%
						CD			**	J				*			*		*					X	*
Sigma	500	244	256	202	138	161	193	228	15	180	320	129	294	77	261	239	38	462	36	464	279	221	184	220	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	114	57	57	49	34	31	47	49	3	36	78	39	63	13	61	53	6	108	5	109	68	46	42	41	31
	23%	23%	22%	24%	25%	19%	24%	21%	24%	20%	24%	30%	21%	17%	23%	22%	17%	23%	14%	24%	25%	21%	23%	19%	32%
									**			M		*			*		*						W*
Low2Box - (Not very much/Not at all)	386	187	199	153	103	130	146	179	11	144	242	91	231	64	201	185	32	354	31	355	211	175	141	179	65
	77%	77%	78%	76%	75%	81%	76%	79%	76%	80%	76%	70%	79%	83%	77%	78%	83%	77%	86%	76%	75%	79%	77%	81%	68%
									**					K*			*		*					X	*

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	490	515	309	390	306	296	442	267	444	561	324	543	138	516	489	90	915	144	861	586	419	567	234	204
Base: All Respondents (wtd)	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
Very much	11	6	5	4	4	3	4	4	3	7	4	6	4	*	7	4	3	8	4	7	5	6	7	1	2
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	1%	3%	2%	6%	2%	6%	2%	2%	3%	3%	1%	2%
																	Q*		S						
Somewhat	58	30	28	23	18	17	21	25	11	23	35	28	22	7	30	28	7	51	11	47	31	26	37	10	11
	12%	12%	11%	13%	10%	13%	13%	12%	10%	11%	12%	12%	11%	12%	12%	11%	17%	11%	17%	11%	11%	12%	13%	9%	10%
																	*		S						
Not very much	205	104	101	80	76	49	71	87	47	91	114	100	83	22	104	101	20	185	30	175	119	86	113	48	44
	41%	42%	40%	44%	40%	38%	43%	40%	40%	42%	40%	41%	42%	38%	41%	41%	45%	41%	46%	40%	42%	39%	41%	42%	41%
																	*								
Not at all	226	110	116	74	92	61	70	101	55	95	132	109	89	29	112	115	14	212	21	206	124	102	122	54	51
	45%	44%	46%	41%	48%	47%	42%	46%	47%	44%	46%	45%	45%	49%	44%	46%	32%	47%	31%	47%	44%	46%	44%	48%	47%
																	*	P		R					
Sigma	500	250	250	181	190	129	166	219	115	216	284	243	198	58	252	248	44	456	66	434	279	221	279	113	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	69	35	33	27	22	19	25	30	14	30	39	35	27	7	36	32	10	59	15	54	36	32	44	11	14
	14%	14%	13%	15%	12%	15%	15%	14%	12%	14%	14%	14%	13%	13%	14%	13%	23%	13%	23%	12%	13%	15%	16%	10%	13%
																	Q*		S				W		
Low2Box - (Not very much/Not at all)	431	215	217	154	168	110	141	189	101	186	245	209	172	51	215	216	34	398	51	380	243	188	235	102	95
	86%	86%	87%	85%	88%	85%	85%	86%	88%	86%	86%	86%	87%	87%	86%	87%	77%	87%	77%	88%	87%	85%	84%	90%	87%
																	*	P		R				V	

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	489	518	243	356	408	626	322	59	644	363	347	234	426	487	520	58	949	108	899	678	329	80	297	630
Base: All Respondents (wtd)	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
Very much	8	4	4	4	1	3	4	3	*	5	2	5	1	2	2	6	1	7	1	7	5	3	1	2	5
	2%	1%	2%	2%	*	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	2%
									*								*		*				*		
Somewhat	145	66	79	54	48	43	91	45	9	78	68	87	27	31	58	88	6	140	12	134	92	53	9	39	97
	29%	26%	32%	29%	30%	28%	27%	32%	38%	28%	30%	29%	31%	27%	26%	31%	27%	29%	27%	29%	29%	30%	21%	28%	31%
									*								*		*				*		
Not very much	297	157	140	108	92	97	203	84	10	166	130	168	53	75	138	159	13	284	26	271	192	104	29	86	182
	59%	62%	56%	58%	58%	62%	60%	59%	43%	61%	58%	57%	59%	65%	63%	57%	60%	59%	60%	59%	60%	58%	69%	61%	57%
									*					K			*		*				*		
Not at all	50	25	26	19	20	12	38	9	4	25	26	35	9	7	22	28	2	48	5	45	31	19	4	13	34
	10%	10%	10%	10%	12%	8%	11%	6%	18%	9%	11%	12%	10%	6%	10%	10%	10%	10%	11%	10%	10%	11%	9%	9%	11%
							G		G*			M					*		*				*		
Sigma	500	251	249	185	160	155	336	142	22	274	226	295	90	115	220	280	22	478	43	457	321	179	42	141	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	153	70	83	58	48	46	95	49	9	83	70	91	28	34	60	93	7	146	13	140	97	56	10	41	102
	31%	28%	33%	32%	30%	30%	28%	34%	39%	30%	31%	31%	31%	29%	27%	33%	30%	31%	29%	31%	30%	31%	23%	29%	32%
									*								*		*				*		
Low2Box - (Not very much/Not at all)	347	181	166	127	111	109	241	93	14	191	156	204	62	81	160	187	15	332	31	316	224	123	33	99	215
	69%	72%	67%	68%	70%	70%	72%	66%	61%	70%	69%	69%	69%	71%	73%	67%	70%	69%	71%	69%	70%	69%	77%	71%	68%
									*								*		*				*		

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	248	257	175	151	179	394	106	5	248	257	56	349	100	242	263	42	463	59	446	314	191	227	181	97
Base: All Respondents (wtd)	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
Very much	15	10	6	6	3	5	9	6	1	9	6	5	9	1	7	9	1	15	1	15	11	5	6	7	3
	3%	4%	2%	3%	2%	4%	2%	6%	16%	4%	2%	4%	3%	2%	3%	3%	2%	3%	1%	3%	4%	2%	2%	4%	3%
								*	**			*		*			*		*						*
Somewhat	140	73	67	67	39	34	120	20	-	59	80	39	81	20	64	76	10	129	20	120	80	60	72	33	35
	28%	29%	26%	31%	28%	23%	30%	21%	-	27%	29%	38%	25%	28%	30%	26%	27%	28%	35%	27%	28%	28%	31%	20%	36%
								*	**			L*		*			*		*				W		W*
Not very much	227	113	114	106	63	58	180	47	1	91	136	41	155	31	87	140	18	209	23	204	115	112	100	88	40
	45%	45%	45%	50%	45%	40%	45%	49%	21%	41%	49%	40%	47%	45%	41%	48%	47%	45%	42%	46%	41%	51%	43%	52%	41%
								*	**			*		*			*		*			T			*
Not at all	118	53	65	35	35	48	92	24	2	64	54	19	82	18	54	64	9	109	12	106	77	41	56	42	20
	24%	21%	26%	16%	25%	33%	23%	25%	63%	29%	20%	18%	25%	25%	25%	22%	24%	24%	22%	24%	27%	19%	24%	25%	21%
						C		*	**	J		*		*			*		*		U				*
Sigma	500	248	252	215	141	144	400	96	4	224	276	104	327	69	212	288	37	463	55	445	283	217	233	169	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	155	82	72	73	43	39	129	25	1	68	87	44	90	21	70	84	11	144	20	135	90	64	77	40	38
	31%	33%	29%	34%	30%	27%	32%	27%	16%	30%	31%	42%	28%	30%	33%	29%	29%	31%	37%	30%	32%	30%	33%	23%	39%
								*	**			L*		*			*		*				W		W*
Low2Box - (Not very much/Not at all)	345	166	180	142	98	106	271	71	3	156	190	60	237	49	141	204	27	319	35	310	192	153	156	129	60
	69%	67%	71%	66%	70%	73%	68%	73%	84%	70%	69%	58%	72%	70%	67%	71%	71%	69%	63%	70%	68%	70%	67%	77%	61%
								*	**			*	K	*			*		*					VX	*

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	239	264	195	188	120	93	187	223	279	224	20	150	333	255	248	73	430	94	409	349	154	163	236	104
Base: All Respondents (wtd)	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
Very much	9	8	2	5	2	3	-	3	6	5	4	-	2	8	8	2	4	5	4	5	8	2	8	1	-
	2%	3%	1%	2%	1%	3%	-	2%	3%	2%	2%	-	1%	2%	3%	1%	5%	1%	4%	1%	2%	1%	5%	*	-
							*					**					Q*		*				WX		
Somewhat	113	55	58	45	44	24	25	42	46	68	45	5	25	83	63	50	12	101	15	97	86	27	45	44	24
	23%	22%	23%	21%	23%	23%	28%	22%	21%	25%	20%	30%	18%	24%	24%	21%	16%	24%	17%	24%	24%	19%	28%	18%	24%
							*					**					*		*				W		
Not very much	297	143	154	138	107	53	48	124	126	152	145	9	97	191	144	153	47	250	54	244	205	92	78	161	58
	59%	57%	62%	65%	57%	52%	52%	64%	58%	56%	64%	50%	69%	56%	55%	64%	66%	58%	59%	60%	57%	65%	49%	68%	57%
				E			*					**	M			N	*		*					V	
Not at all	81	47	33	23	35	22	18	23	39	47	34	3	18	60	48	33	9	72	18	62	59	22	29	33	19
	16%	19%	13%	11%	19%	22%	20%	12%	18%	17%	15%	19%	13%	17%	18%	14%	13%	17%	20%	15%	16%	15%	18%	14%	19%
					C	C	*					**					*		*						
Sigma	500	252	248	211	189	101	91	193	217	272	228	17	141	342	263	237	72	428	91	409	357	143	160	238	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	122	63	60	50	46	26	25	45	52	73	49	5	27	90	71	51	16	107	19	103	94	28	53	44	24
	24%	25%	24%	24%	25%	26%	28%	24%	24%	27%	22%	30%	19%	26%	27%	22%	22%	25%	21%	25%	26%	20%	33%	19%	24%
							*					**					*		*				W		
Low2Box - (Not very much/Not at all)	378	190	188	161	142	75	66	147	165	199	179	12	115	251	192	186	57	321	72	306	264	114	107	194	77
	76%	75%	76%	76%	75%	74%	72%	76%	76%	73%	78%	70%	81%	74%	73%	78%	78%	75%	79%	75%	74%	80%	67%	81%	76%
							*					**					*		*					V	

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	505	500	356	377	272	687	264	54	441	564	613	96	296	497	508	77	928	100	905	515	490	558	286	161
Base: All Respondents (wtd)	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
Very much	11	7	5	5	4	2	7	5	-	5	7	7	1	3	7	5	2	9	2	9	5	6	6	4	2
	2%	3%	2%	3%	2%	2%	2%	3%	-	2%	2%	3%	1%	2%	3%	2%	5%	2%	4%	2%	2%	2%	2%	3%	2%
									*				*				*		*						
Somewhat	50	29	21	26	15	9	36	11	3	19	31	27	11	12	29	22	5	46	9	42	27	23	27	16	8
	10%	12%	8%	13%	9%	8%	11%	8%	11%	9%	11%	11%	10%	9%	12%	8%	11%	10%	18%	9%	11%	9%	10%	11%	10%
									*				*				*		S*						
Not very much	200	105	95	91	65	44	135	54	11	82	118	101	48	51	89	110	12	187	15	185	97	103	113	56	30
	40%	41%	38%	44%	37%	36%	41%	39%	39%	40%	40%	40%	42%	37%	38%	41%	31%	41%	29%	41%	38%	41%	40%	38%	41%
				E					*				*				*		*	R					
Not at all	239	111	127	83	89	67	154	70	14	100	139	114	54	71	109	129	21	218	24	214	123	116	134	70	34
	48%	44%	51%	40%	52%	55%	46%	50%	51%	49%	47%	46%	47%	52%	47%	49%	53%	47%	49%	48%	49%	47%	48%	48%	46%
			A		C	C			*				*				*		*						
Sigma	500	252	248	205	173	122	332	140	28	206	294	249	115	136	234	266	40	460	50	450	252	248	281	146	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	62	36	26	31	19	12	43	16	3	24	38	34	13	15	35	27	7	55	11	51	33	29	33	20	9
	12%	14%	10%	15%	11%	10%	13%	11%	11%	12%	13%	14%	11%	11%	15%	10%	17%	12%	22%	11%	13%	12%	12%	13%	12%
									*				*		O		*		S*						
Low2Box - (Not very much/Not at all)	438	216	222	174	154	111	289	124	25	182	256	215	102	122	199	240	34	405	39	399	219	219	248	127	64
	88%	86%	90%	85%	89%	90%	87%	89%	89%	88%	87%	86%	89%	89%	85%	90%	83%	88%	78%	89%	87%	88%	88%	87%	88%
									*				*			N	*		*	R					

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	238	267	155	151	199	178	243	84	174	331	322	78	105	337	168	52	453	67	438	345	160	137	147	221
Base: All Respondents (wtd)	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
Very much	7	7	-	6	-	*	6	*	-	*	6	1	6	-	6	*	*	6	*	6	6	*	6	-	1
	1%	3%	-	3%	-	*	4%	*	-	*	2%	1%	2%	-	2%	*	1%	1%	*	2%	2%	*	4%	-	*
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Somewhat	51	34	17	12	20	19	15	17	19	15	36	9	35	6	45	6	6	45	16	35	40	11	21	11	19
	10%	13%	7%	6%	13%	12%	9%	8%	15%	10%	10%	9%	13%	5%	12%	5%	11%	10%	19%	8%	11%	8%	12%	7%	11%
				*	*	*	*		*	*			*			*	**		S*			*	*	*	*
Not very much	222	121	101	103	64	55	77	94	52	65	157	45	114	63	154	68	26	196	28	194	162	60	73	67	82
	44%	48%	41%	56%	42%	34%	46%	44%	43%	42%	46%	43%	43%	48%	42%	52%	46%	44%	34%	47%	45%	44%	42%	45%	46%
				E*	*	*	*		*	*			*			*	**		*			*	*	*	*
Not at all	220	92	128	64	69	87	68	101	51	75	145	50	107	63	164	56	24	196	38	181	155	64	73	71	76
	44%	36%	52%	34%	45%	54%	41%	48%	42%	48%	42%	47%	41%	48%	44%	43%	42%	44%	46%	44%	43%	47%	42%	48%	43%
			A	*	*	C*	*		*	*			*			*	**		*			*	*	*	*
Sigma	500	253	247	186	153	162	166	212	122	156	344	105	262	132	369	131	56	444	83	417	364	136	173	148	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	58	40	17	18	20	20	22	17	19	15	43	10	41	6	51	6	7	51	16	41	46	12	27	11	20
	12%	16%	7%	10%	13%	12%	13%	8%	15%	10%	12%	10%	16%	5%	14%	5%	12%	12%	20%	10%	13%	8%	16%	7%	11%
		B		*	*	*	*		*	*			M*			*	**		*			*	*	*	*
Low2Box - (Not very much/Not at all)	442	213	229	167	133	142	144	195	103	140	302	95	221	126	318	124	50	392	67	376	318	125	146	138	158
	88%	84%	93%	90%	87%	88%	87%	92%	85%	90%	88%	90%	84%	95%	86%	95%	88%	88%	80%	90%	87%	92%	84%	93%	89%
			A	*	*	*	*		*	*			*	L		*	**		*			*	*	*	*

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Ethical Consumer
HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	508	497	328	330	347	160	607	238	443	562	262	336	407	619	386	105	900	152	853	719	286	364	248	393
Base: All Respondents (wtd)	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
Very much	21	15	6	10	7	4	3	11	7	9	11	7	6	8	13	8	4	17	7	13	16	5	13	2	6
	4%	6%	2%	5%	4%	3%	4%	4%	6%	4%	4%	5%	3%	4%	4%	4%	7%	4%	10%	3%	5%	3%	7%	2%	3%
		B																	S				WX		
Somewhat	80	38	41	37	25	17	13	51	16	28	52	24	28	28	48	31	9	70	14	66	57	22	30	17	33
	16%	16%	16%	20%	16%	11%	15%	17%	14%	13%	18%	18%	17%	14%	16%	15%	19%	16%	19%	15%	16%	15%	16%	14%	17%
				E																					
Not very much	262	127	135	103	85	74	44	156	62	106	156	65	92	105	155	107	21	241	31	231	181	81	85	72	105
	52%	52%	53%	56%	53%	48%	52%	52%	53%	51%	54%	49%	54%	53%	52%	52%	42%	53%	42%	54%	52%	53%	46%	60%	54%
				E														P		R				V	V
Not at all	138	66	72	35	42	61	24	81	33	66	72	37	44	57	80	58	16	122	21	117	93	45	58	30	50
	28%	27%	28%	19%	27%	39%	28%	27%	28%	32%	25%	28%	26%	29%	27%	28%	32%	27%	29%	27%	27%	29%	31%	25%	26%
					C	CD				J															
Sigma	500	246	254	185	159	156	84	299	117	209	291	132	170	198	296	204	50	450	73	427	348	152	185	121	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	100	53	47	47	32	21	16	62	23	37	63	31	34	36	61	39	13	87	21	79	73	27	42	19	39
	20%	22%	19%	26%	20%	13%	19%	21%	19%	18%	22%	23%	20%	18%	21%	19%	26%	19%	29%	19%	21%	18%	23%	16%	20%
				E	E														S				W		
Low2Box - (Not very much/Not at all)	400	193	207	138	127	135	67	238	95	172	228	102	136	162	235	165	37	363	52	348	275	125	143	102	155
	80%	78%	81%	74%	80%	87%	81%	79%	81%	82%	78%	77%	80%	82%	79%	81%	74%	81%	71%	81%	79%	82%	77%	84%	80%
						CD														R				V	

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HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	514	491	263	338	404	134	431	440	658	347	303	374	328	518	487	122	883	140	865	671	334	370	249	386
Base: All Respondents (wtd)	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
Very much	45	25	19	27	10	9	12	18	15	25	20	25	6	14	23	21	13	32	12	33	31	13	21	8	15
	9%	10%	8%	15%	6%	5%	14%	8%	7%	8%	10%	11%	5%	10%	10%	8%	22%	7%	17%	8%	10%	7%	11%	7%	8%
				DE			H					L		L			Q*		S						
Somewhat	113	59	54	40	35	38	20	46	48	75	38	55	29	29	53	60	11	103	13	100	70	43	41	24	48
	23%	24%	21%	22%	23%	23%	24%	22%	23%	24%	20%	24%	23%	21%	23%	23%	18%	23%	19%	23%	22%	24%	22%	20%	25%
																	*								
Not very much	231	108	123	82	78	71	30	104	97	149	82	104	60	67	107	125	27	204	31	200	154	78	82	60	90
	46%	44%	49%	45%	51%	43%	37%	49%	46%	49%	42%	45%	48%	48%	46%	47%	45%	46%	47%	46%	48%	43%	43%	49%	47%
								F									*								
Not at all	111	55	56	34	31	46	19	42	49	58	53	49	32	30	49	61	9	101	10	100	62	49	44	29	38
	22%	22%	22%	18%	20%	28%	24%	20%	23%	19%	27%	21%	25%	21%	21%	23%	15%	23%	16%	23%	20%	27%	23%	24%	20%
						CD					I						*					T			
Sigma	500	247	253	182	154	164	81	210	209	307	193	232	127	141	232	268	60	440	66	434	317	183	188	121	191
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	158	85	74	67	45	47	31	64	63	100	58	80	35	43	76	82	24	134	24	134	102	56	63	33	63
	32%	34%	29%	37%	29%	28%	39%	30%	30%	33%	30%	34%	27%	31%	33%	31%	40%	31%	37%	31%	32%	31%	33%	27%	33%
				E													*								
Low2Box - (Not very much/Not at all)	342	163	179	116	109	117	50	146	147	207	135	152	92	97	156	186	36	306	42	300	216	126	126	88	128
	68%	66%	71%	63%	71%	72%	61%	70%	70%	67%	70%	66%	73%	69%	67%	69%	60%	69%	63%	69%	68%	69%	67%	73%	67%
						C											*								

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HI2.2. [Safe] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	412	234	178	103	129	180	128	186	98	194	218	14	301	97	281	131	59	353	104	308	330	82	121	160	131
Base: All Respondents (wtd)	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
Very much	3	1	2	-	1	2	-	2	1	1	2	-	3	-	2	1	1	2	1	2	2	1	1	1	1
	1%	*	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	2%	*	1%	*	1%	1%	*	1%	1%
				*					*			**		*			*		*			*			
Somewhat	52	23	30	25	18	10	21	25	6	23	30	1	44	7	25	28	7	46	11	41	34	19	18	17	17
	10%	9%	12%	13%	11%	6%	14%	11%	5%	12%	10%	3%	12%	6%	8%	15%	11%	10%	10%	11%	9%	14%	12%	9%	11%
				*			H		*			**		*			*		*			*			
Not very much	242	131	111	97	78	67	62	122	59	89	153	13	173	57	162	81	31	211	52	191	188	54	64	104	74
	48%	52%	45%	51%	48%	46%	40%	52%	52%	46%	50%	52%	47%	51%	52%	43%	50%	48%	46%	49%	51%	41%	42%	54%	49%
				*					*			**		*			*		*			*			
Not at all	203	98	104	67	66	69	71	86	46	82	121	11	144	48	125	78	23	179	48	154	146	57	71	72	60
	41%	39%	42%	36%	41%	47%	46%	37%	41%	42%	40%	44%	40%	43%	40%	41%	38%	41%	43%	40%	39%	44%	46%	37%	39%
				*					*			**		*			*		*			*			
Sigma	500	253	247	189	163	148	154	234	112	195	305	25	363	112	313	187	62	438	112	388	370	130	153	194	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	55	24	32	25	19	11	21	27	7	24	31	1	47	7	26	29	8	47	12	43	36	19	19	18	18
	11%	9%	13%	13%	12%	8%	14%	11%	6%	12%	10%	3%	13%	6%	8%	15%	12%	11%	11%	11%	10%	15%	12%	9%	12%
				*					*			**		*			*		*			*			
Low2Box - (Not very much/Not at all)	445	229	216	165	144	137	133	208	105	171	274	24	316	105	287	158	55	390	100	345	334	111	135	176	134
	89%	91%	87%	87%	88%	92%	86%	89%	94%	88%	90%	97%	87%	94%	92%	85%	88%	89%	89%	89%	90%	85%	88%	91%	88%
				*					*			**		*			*		*			*			

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Ethical Consumer
HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	12484	6164	6320	3885	4270	4329	4365	5179	2879	5831	6653	4182	4756	3546	6948	5536	1145	11339	1634	10850	7927	4557	4306	3714	4464
Base: All Respondents (wtd)	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
Very much	3609	1773	1835	1224	1182	1203	1278	1523	777	1470	2139	1097	1660	852	2044	1564	342	3267	475	3133	2240	1368	1418	1108	1083
	45%	44%	46%	39%	46%	52%	43%	47%	45%	44%	46%	42%	49%	43%	47%	43%	47%	45%	47%	45%	45%	45%	50%	45%	41%
					C	CD		F			I		KM		O								WX	X	
Somewhat	2968	1488	1480	1294	963	711	1066	1193	687	1256	1712	951	1213	803	1551	1417	264	2704	383	2585	1873	1095	990	983	995
	37%	37%	37%	42%	37%	31%	36%	37%	40%	37%	37%	36%	36%	41%	36%	39%	36%	37%	38%	37%	38%	36%	35%	40%	37%
				DE	E				FG					KL		N								V	V
Not very much	995	509	486	432	314	249	443	366	178	462	533	393	365	237	504	491	86	909	117	878	631	363	303	287	404
	12%	13%	12%	14%	12%	11%	15%	11%	10%	14%	11%	15%	11%	12%	12%	13%	12%	12%	11%	13%	13%	12%	11%	12%	15%
				DE			GH			J		LM				N									VW
Not at all	429	218	210	160	130	138	206	151	68	177	251	188	165	75	231	198	32	397	41	388	245	184	146	100	183
	5%	5%	5%	5%	5%	6%	7%	5%	4%	5%	5%	7%	5%	4%	5%	5%	4%	5%	4%	6%	5%	6%	5%	4%	7%
							GH					LM								R		T			VW
Sigma	8000	3988	4012	3109	2590	2300	2993	3233	1710	3365	4635	2630	3403	1967	4330	3670	723	7277	1015	6985	4990	3010	2857	2478	2665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	6576	3261	3316	2517	2145	1914	2344	2716	1464	2726	3851	2048	2873	1655	3596	2981	605	5971	858	5718	4114	2463	2408	2091	2077
	82%	82%	83%	81%	83%	83%	78%	84%	86%	81%	83%	78%	84%	84%	83%	81%	84%	82%	84%	82%	82%	82%	84%	84%	78%
						C		F	F		I		K	K	O				S				X	X	
Low2Box - (Not very much/Not at all)	1424	727	696	592	445	387	649	516	245	640	784	581	530	312	734	689	118	1306	157	1266	877	547	449	387	588
	18%	18%	17%	19%	17%	17%	22%	16%	14%	19%	17%	22%	16%	16%	17%	19%	16%	18%	16%	18%	18%	18%	16%	16%	22%
				E			GH			J		LM				N				R					VW

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Ethical Consumer
HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped t
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	12484	502	1005	505	1005	1005	1005	1005	505	1005	1007	412	505	503	1005	505	1005
Base: All Respondents (wtd)	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Very much	3609	177	208	298	196	356	288	203	309	273	39	283	199	122	260	231	166
	45%	35%	42%	60%	39%	71%	58%	41%	62%	55%	8%	57%	40%	24%	52%	46%	33%
		JM	AJMP	ABDGJLMNOP	JMP	ABCDFGHIJKLMNOP	ABDGJLMNOP	JMP	ABDGIJLMNOP	ABDGJLMOP		ABDGJLMOP	JMP	J	ABDGJLMP	AJMP	JM
Somewhat	2968	200	208	146	212	88	165	226	130	158	242	169	195	280	155	164	229
	37%	40%	42%	29%	42%	18%	33%	45%	26%	32%	48%	34%	39%	56%	31%	33%	46%
		CEFHIN	CEFHIKNO	E	CEFHIKNO		EH	CEFHIKLNO	E	EH	ABCDEFHIKLNO	EH	CEFHIN	ABCDEFGHIJKLNOP	EH	E	CEFHIKLNO
Not very much	995	71	60	32	66	18	32	56	37	41	192	25	76	82	57	69	80
	12%	14%	12%	6%	13%	4%	6%	11%	7%	8%	38%	5%	15%	16%	11%	14%	16%
		CEFHIK	CEFHIK	E	CEFHIK		E	CEFHIK	E	EK	ABCDEFGHIKLMNOP		CEFGHIK	BCEFGHIKN	CEFHIK	CEFHIK	BCEFGHIKN
Not at all	429	52	24	24	26	38	14	15	24	28	27	22	31	17	28	35	25
	5%	10%	5%	5%	5%	8%	3%	3%	5%	6%	5%	4%	6%	3%	6%	7%	5%
		BCDFGHIJKLMNP	F		FG	BCDFGHKMP				FG	FG		FG		FG	FGM	FG
Sigma	8000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																	
Top2Box - (Very much/Somewhat)	6576	377	417	444	408	444	453	429	438	431	281	452	394	401	415	396	396
	82%	75%	83%	89%	82%	89%	91%	86%	88%	86%	56%	90%	79%	80%	83%	79%	79%
		J	AJP	ABDJLMNOP	AJ	ABDJLMNOP	ABDGIJLMNOP	ADJLMOP	ABDJLMNOP	ADJLMOP		ABDGIJLMNOP	J	J	AJP	J	J
Low2Box - (Not very much/Not at all)	1424	123	83	56	92	56	47	71	62	69	219	48	106	99	85	104	104
	18%	25%	17%	11%	18%	11%	9%	14%	12%	14%	44%	10%	21%	20%	17%	21%	21%
		BCDEFGHIKN	CEFHK		CEFGHIK			FK		FK	ABCDEFGHIKLMNOP		CEFGHIK	CEFGHIK	CEFHK	CEFGHIK	BCEFGHIKN

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Ethical Consumer

HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who ma

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	12484	2010	502	7457	2515	7037	-	-
Base: All Respondents (wtd)	8000	1000	500	5000	1500	3500	-	-
Very much	3609	363	177	2700	369	1521	-	-
	45%	36%	35%	54%	25%	43%	-	-
		D	D	ABDE		ABD		
Somewhat	2968	441	200	1596	731	1321	-	-
	37%	44%	40%	32%	49%	38%	-	-
		CE	C		ABCE	C		
Not very much	995	145	71	445	333	485	-	-
	12%	15%	14%	9%	22%	14%	-	-
		C	C		ABCE	C		
Not at all	429	51	52	259	67	172	-	-
	5%	5%	10%	5%	4%	5%	-	-
			ACDE					
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	6576	804	377	4296	1099	2842	-	-
	82%	80%	75%	86%	73%	81%	-	-
		BD		ABDE		BD		
Low2Box - (Not very much/Not at all)	1424	196	123	704	401	658	-	-
	18%	20%	25%	14%	27%	19%	-	-
		C	ACE		ACE	C		

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Ethical Consumer
HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	502	205	297	215	167	120	244	190	68	163	339	228	164	110	249	253	61	441	67	435	316	186	289	133	80
Base: All Respondents (wtd)	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
Very much	177	80	98	88	43	47	82	76	20	50	128	101	49	27	84	93	18	159	17	160	112	65	100	49	28
	35%	32%	38%	35%	30%	43%	30%	42%	40%	34%	36%	31%	41%	49%	36%	35%	34%	36%	33%	36%	39%	30%	37%	36%	29%
						D		F	*				K	K			*		*						*
Somewhat	200	97	102	98	61	41	114	67	19	53	147	135	49	16	79	121	20	179	19	181	99	101	103	56	40
	40%	40%	40%	40%	42%	38%	42%	37%	40%	36%	42%	41%	41%	29%	34%	45%	38%	40%	35%	41%	35%	47%	38%	41%	42%
									*			M	M			N	*		*			T			*
Not very much	71	43	28	36	23	12	42	25	5	25	47	52	11	8	45	26	6	66	8	64	43	29	38	19	14
	14%	17%	11%	15%	16%	11%	15%	14%	10%	17%	13%	16%	10%	15%	19%	10%	11%	15%	14%	14%	15%	13%	14%	14%	15%
									*						O		*		*						*
Not at all	52	25	26	26	17	8	34	12	5	19	32	38	10	4	25	27	9	42	9	42	31	21	28	11	12
	10%	10%	10%	10%	12%	8%	13%	7%	10%	13%	9%	12%	8%	7%	11%	10%	18%	9%	17%	9%	11%	10%	10%	8%	13%
									*								*		*						*
Sigma	500	245	255	248	143	108	272	180	49	147	353	327	118	55	233	267	53	447	53	447	285	215	270	136	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	377	177	200	186	103	87	196	142	39	103	274	237	98	43	163	214	38	339	36	341	211	166	204	106	68
	75%	72%	78%	75%	72%	81%	72%	79%	80%	70%	78%	72%	82%	78%	70%	80%	72%	76%	68%	76%	74%	77%	76%	78%	72%
									*				K			N	*		*						*
Low2Box - (Not very much/Not at all)	123	68	55	62	40	21	76	37	10	44	79	90	21	12	70	53	15	108	17	106	74	49	66	31	26
	25%	28%	22%	25%	28%	19%	28%	21%	20%	30%	22%	28%	18%	22%	30%	20%	28%	24%	32%	24%	26%	23%	24%	22%	28%
									*			L			O		*		*						*

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Ethical Consumer
HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e
Base: All Respondents (unwtd)	1005	434	571	310	379	316	211	533	261	483	522	357	323	325	535	470	113	892	142	863	626	379	674	331	334	315	167	103	86	370	255	38
Base: All Respondents (wtd)	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
Very much	208	103	105	63	73	73	50	109	50	92	117	55	124	29	119	89	27	181	32	176	130	78	132	76	80	57	30	23	18	89	50	6
	42%	42%	42%	32%	42%	55%	49%	39%	40%	41%	42%	42%	42%	39%	45%	38%	51% *	41%	49% *	40%	41%	43%	39%	46%	48% YZ	37%	36%	41% *	45% *	45%	40%	39
Somewhat	208	108	100	98	67	44	35	121	52	87	121	61	119	29	111	98	18	190	24	185	135	73	143	65	62	70	41	20	16	78	52	7
	42%	44%	40%	50% DE	39%	33%	35%	44%	42%	39%	44%	47% M	40%	39%	42%	42%	34% *	43%	36% *	43%	43%	40%	43%	40%	37%	46%	48%	36% *	39% *	39%	41%	45
Not very much	60	23	36	29	21	9	8	35	16	32	27	11	36	13	23	37	6	53	9	51	42	17	45	15	17	19	10	10	4	21	20	1
	12%	9%	14% A	15% E	12% E	7%	8%	13%	13%	14%	10%	8%	12%	18% KL	9%	16% N	12% *	12%	13% *	12%	13%	10%	13%	9%	10%	13%	12%	18% *	9% *	11%	16%	11
Not at all	24	13	10	8	11	6	8	11	5	12	12	5	16	3	12	12	2	22	1	23	10	13	16	8	7	7	4	3	3	11	4	9
	5%	5%	4%	4%	6%	4%	7%	4%	4%	5%	4%	4%	5%	4%	5%	5%	3% *	5%	1% *	5%	3%	7% T	5%	5%	4%	5%	4%	6% *	7% *	5%	3%	5
Sigma	500	248	252	197	172	132	101	276	123	222	278	131	295	74	265	235	53	447	66	434	318	182	336	164	166	153	85	56	40	200	125	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																																		
Top2Box - (Very much/Somewhat)	417	211	205	160	140	117	85	230	102	179	238	116	243	58	230	186	45	371	56	360	265	152	275	141	142	127	71	43	34	168	101	14
	83%	85%	81%	81%	81%	89% CD	84%	83%	83%	80%	86%	88% LM	82%	78%	87% O	79%	85% *	83%	85% *	83%	83%	83%	82%	86%	86%	83%	84%	76% *	84% *	84%	81%	84
Low2Box - (Not very much/Not at all)	83	37	47	36	32	15	16	46	22	44	40	15	52	16	35	48	8	75	10	74	53	31	61	23	24	26	14	13	6	32	23	2
	17%	15%	19%	19% E	19% E	11%	16%	17%	17%	20%	14%	12%	18% K	22% K	13%	21% N	15% *	17%	15% *	17%	17%	17%	18%	14%	14%	17%	16%	24% *	16% *	16%	19%	16

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Ethical Consumer

HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inac
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	505	261	244	155	180	170	191	207	107	190	315	170	211	124	314	191	29	476	43	462	293	212	246	118	141	244	261	103	143	25
Base: All Respondents (wtd)	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
Very much	298	151	147	92	99	107	121	117	60	111	187	113	105	80	178	120	15	283	24	274	160	138	137	69	92	150	148	62	73	16
	60%	60%	59%	50%	62%	68%	63%	58%	55%	64%	57%	65%	57%	56%	61%	58%	57%	60%	60%	60%	58%	62%	58%	58%	65%	61%	59%	62%	51%	64
					C	C											**		*									*		b
Somewhat	146	73	73	72	40	34	52	57	36	42	104	39	58	49	83	63	6	140	10	135	85	61	81	29	35	61	85	23	55	6
	29%	29%	29%	39%	25%	21%	27%	29%	33%	24%	32%	22%	31%	34%	28%	30%	21%	30%	26%	29%	31%	27%	34%	25%	25%	25%	34%	23%	38%	27
				DE										K			**		*								Y	*	ac	
Not very much	32	18	14	12	13	7	11	13	8	12	21	8	16	8	20	12	6	26	6	26	20	12	14	10	9	20	12	9	10	1
	6%	7%	6%	7%	8%	5%	6%	6%	7%	7%	6%	5%	9%	5%	7%	6%	22%	6%	14%	6%	7%	5%	6%	8%	6%	8%	5%	9%	7%	5
																	**		S*									*		
Not at all	24	9	15	8	7	9	7	13	5	9	15	13	6	6	12	12	-	24	-	24	12	12	6	12	7	17	8	6	6	1
	5%	4%	6%	5%	4%	6%	3%	7%	4%	5%	5%	7%	3%	4%	4%	6%	-	5%	-	5%	4%	5%	2%	10%	5%	7%	3%	6%	4%	5
																	**		*					V				*		
Sigma	500	252	248	184	159	157	191	200	109	174	326	172	186	142	293	207	27	473	40	460	278	222	237	119	143	247	253	101	144	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
Summary																														
Top2Box - (Very much/Somewhat)	444	224	220	164	139	141	173	174	96	153	290	151	163	129	261	183	21	423	35	409	245	199	218	98	127	211	233	86	128	23
	89%	89%	88%	89%	88%	90%	91%	87%	89%	88%	89%	88%	88%	91%	89%	88%	78%	89%	86%	89%	88%	89%	92%	82%	89%	85%	92%	85%	89%	9
																	**		*				W				Y	*		
Low2Box - (Not very much/Not at all)	56	28	29	21	20	16	18	26	12	21	35	21	22	13	32	24	6	50	6	51	33	24	19	21	16	36	20	15	16	2
	11%	11%	12%	11%	12%	10%	9%	13%	11%	12%	11%	12%	12%	9%	11%	12%	22%	11%	14%	11%	12%	11%	8%	18%	11%	15%	8%	15%	11%	1
																	**		*					V		Z		*		

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HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inac			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unwtd)	1005	507	498	247	328	430	195	386	424	533	472	364	441	200	514	491	97	908	122	883	629	376	74	61	110	138	-	364	258	302	282	42			
Base: All Respondents (wtd)	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
Very much	196	105	91	63	61	72	38	79	80	93	103	73	86	38	100	97	17	180	24	173	120	76	13	9	21	26	-	70	57	67	55	7			
	39%	43%	36%	36%	36%	47%	34%	41%	40%	40%	39%	39%	38%	42%	40%	39%	36%	40%	41%	39%	38%	41%	37%	30%	40%	38%	-	39%	42%	42%	38%	38			
		B				CD											*						*	*	*										
Somewhat	212	96	116	80	76	56	45	79	88	98	113	75	98	39	109	103	19	193	25	187	135	77	16	15	21	26	-	71	63	67	64	8			
	42%	39%	46%	45%	45%	37%	41%	41%	44%	42%	43%	40%	44%	43%	44%	41%	42%	42%	43%	42%	43%	41%	46%	48%	39%	39%	-	40%	47%	42%	45%	41			
			A	E	E												*						*	*	*										
Not very much	66	31	35	25	24	17	17	23	25	30	35	27	29	10	29	36	7	59	7	58	43	23	5	6	10	11	-	25	9	16	17	3			
	13%	12%	14%	14%	14%	11%	16%	12%	13%	13%	13%	14%	13%	11%	12%	15%	14%	13%	13%	13%	14%	12%	14%	20%	18%	16%	-	14%	7%	10%	12%	16			
																	*						b*	b*	b*	b		b				c			
Not at all	26	15	11	9	7	9	10	10	6	11	15	12	11	4	12	14	3	23	2	24	14	12	1	1	1	5	-	12	6	11	6	1			
	5%	6%	4%	5%	4%	6%	9%	5%	3%	5%	6%	6%	5%	4%	5%	6%	7%	5%	3%	5%	5%	6%	2%	2%	3%	7%	-	7%	5%	7%	4%	5			
							H										*						*	*	*										
Sigma	500	247	253	177	168	155	109	191	200	233	267	186	223	91	250	250	46	454	58	442	312	188	34	31	54	68	-	178	135	162	142	15			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	10			
Summary																																			
Top2Box - (Very much/Somewhat)	408	201	207	143	137	129	82	158	168	192	217	148	184	77	208	200	36	372	49	359	255	153	29	24	42	52	-	141	120	135	119	15			
	82%	81%	82%	80%	82%	83%	75%	83%	84%	82%	81%	79%	82%	85%	83%	80%	78%	82%	84%	81%	82%	82%	83%	78%	79%	77%	-	79%	89%	83%	84%	79			
								F	F								*						*	*	*				WXYa						
Low2Box - (Not very much/Not at all)	92	46	46	35	31	26	27	33	32	42	50	38	40	13	41	50	10	82	9	82	57	35	6	7	11	16	-	37	15	27	23	4			
	18%	19%	18%	20%	18%	17%	25%	17%	16%	18%	19%	21%	18%	15%	17%	20%	22%	18%	16%	19%	18%	18%	17%	22%	21%	23%	-	21%	11%	17%	16%	21			
							GH										*						*	b*	b*	b		b							

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Ethical Consumer
HI2.3. [Exploitive] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment they use when at work - who make clothing in in less developed countries like Bangladesh, India and those in the far East, and then shipped to other parts of the world for sale by retailers and increased cost to their consumers are:
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		France																							
	France Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	522	483	334	268	403	260	508	237	365	640	434	274	297	627	378	38	967	73	932	599	406	218	316	471
Base: All Respondents (wtd)	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
Very much	356	176	180	125	99	132	87	186	83	121	235	117	150	89	226	130	15	341	27	329	214	142	82	116	158
	71%	71%	71%	65%	71%	78%	66%	73%	73%	72%	71%	70%	72%	71%	74%	67%	78%	71%	79%	71%	71%	72%	70%	74%	70%
						C		F							O		*		*						
Somewhat	88	46	42	40	28	20	29	38	21	27	61	28	35	25	48	40	3	85	6	82	58	30	21	27	40
	18%	18%	17%	21%	20%	12%	22%	15%	18%	16%	18%	17%	17%	20%	16%	20%	14%	18%	17%	18%	19%	15%	18%	17%	18%
				E	E		G										*		*						
Not very much	18	10	9	10	7	1	6	9	3	7	12	6	6	6	10	8	1	17	1	17	12	6	4	3	11
	4%	4%	3%	5%	5%	1%	5%	4%	3%	4%	4%	4%	3%	5%	3%	4%	8%	4%	4%	4%	4%	3%	4%	2%	5%
				E	E												*		*						W
Not at all	38	16	22	16	6	16	10	20	8	14	24	16	17	5	21	16	-	38	-	38	19	19	9	12	16
	8%	6%	9%	8%	4%	10%	8%	8%	7%	8%	7%	9%	8%	4%	7%	8%	-	8%	-	8%	6%	10%	8%	8%	7%
				D		D						M	M				*		*	R		T			
Sigma	500	247	253	191	140	170	133	253	114	168	332	168	209	124	306	194	19	481	34	466	303	197	117	158	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	444	221	223	165	127	152	116	224	104	148	296	145	185	114	274	170	17	427	33	411	272	172	103	143	198
	89%	90%	88%	87%	91%	90%	88%	88%	91%	88%	89%	87%	89%	92%	90%	87%	92%	89%	96%	88%	90%	87%	88%	91%	88%
														K			*		*						
Low2Box - (Not very much/Not at all)	56	26	30	26	13	18	17	29	10	21	35	22	24	10	32	24	1	55	1	55	31	26	14	15	27
	11%	10%	12%	13%	9%	10%	12%	12%	9%	12%	11%	13%	11%	8%	10%	13%	8%	11%	4%	12%	10%	13%	12%	9%	12%
												M					*		*						

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Ethical Consumer
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1005	519	486	324	371	310	373	334	298	379	626	209	626	170	682	323	88	917	180	825	663	342	257	324	424
Base: All Respondents (wtd)	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
Very much	288	139	150	85	114	89	109	94	86	111	177	76	163	48	192	96	27	261	50	238	184	104	74	98	116
	58%	55%	60%	49%	60%	65%	59%	58%	57%	60%	56%	67%	57%	48%	58%	57%	62%	57%	56%	58%	57%	59%	58%	60%	55%
					C	C						LM	M				*								
Somewhat	165	86	80	70	62	33	59	54	52	58	108	29	95	41	108	58	12	153	29	136	112	53	45	50	71
	33%	34%	32%	41%	32%	24%	32%	33%	34%	31%	34%	25%	33%	40%	33%	34%	28%	33%	33%	33%	34%	30%	35%	31%	34%
				DE	E								K	K			*								
Not very much	32	20	12	13	11	8	13	10	10	10	22	6	17	9	21	11	3	29	9	24	21	12	8	10	14
	6%	8%	5%	7%	6%	6%	7%	6%	6%	5%	7%	5%	6%	9%	6%	6%	7%	6%	10%	6%	6%	7%	7%	6%	7%
																	*								
Not at all	14	8	6	4	3	7	5	5	4	5	9	2	10	3	10	4	1	13	1	13	8	6	1	4	8
	3%	3%	3%	2%	2%	5%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	1%	3%	4%
						D											*								V
Sigma	500	252	248	172	191	137	185	162	152	183	317	113	285	101	331	169	43	457	89	411	325	175	129	163	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (Very much/Somewhat)	453	224	229	155	176	122	167	148	138	169	285	105	259	89	300	154	39	414	79	374	297	157	119	148	187
	91%	89%	93%	90%	92%	89%	90%	91%	91%	92%	90%	93%	91%	88%	91%	91%	90%	91%	89%	91%	91%	90%	92%	91%	90%
			A														*								
Low2Box - (Not very much/Not at all)	47	28	18	17	15	15	18	14	14	15	32	8	26	12	31	15	4	42	10	36	29	18	10	15	22
	9%	11%	7%	10%	8%	11%	10%	9%	9%	8%	10%	7%	9%	12%	9%	9%	10%	9%	11%	9%	9%	10%	8%	9%	10%
		B															*								

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