

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/Mean: - 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	309	150	159	113	89	107	122	149	8	114	195	71	193	45	157	152	23	286	23	285	174	134	123	133	53	
	62%	61%	62%	56%	65%	67%	63%	65%	51% **	63%	61%	54%	66%	59%	60%	64%	60%	62%	64%	62%	62%	61%	67%	61%	55%	
Somewhat	130	62	68	60	34	35	46	60	3	43	87	41	72	17	71	59	12	118	10	120	70	60	40	63	27	
	26%	25%	26%	30%	25%	22%	24%	26%	21% **	24%	27%	31%	24%	23%	27%	25%	30%	26%	26%	26%	25%	27%	22%	28%	29%	
Not very much	37	23	15	20	8	9	15	13	2	15	22	10	21	7	16	22	1	37	1	37	19	18	12	14	11	
	7%	9%	6%	10%	6%	6%	8%	6%	15% **	8%	7%	8%	7%	9%	6%	9%	2%	8%	2%	8%	7%	8%	7%	7%	11% *	
Not at all	24	10	15	9	6	10	11	7	2	8	16	9	8	7	18	6	3	21	3	22	16	8	10	10	5	
	5%	4%	6%	5%	4%	6%	6%	3%	13% **	4%	5%	7%	3%	9% L*	7% O	3%	8% *	5%	7% *	5%	6%	4%	5%	4%	5% *	
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)	438	212	227	173	124	142	167	209	11	157	282	111	265	63	228	211	34	404	33	406	244	195	162	196	80	
	88%	87%	89%	86%	90%	88%	87%	92%	72% **	87%	88%	86%	90%	82% M	87%	88%	90% *	87%	91% *	87%	87%	88%	88%	89%	84% *	
Low2Box - (Not very much/Not at all)	62	32	29	29	14	19	26	19	4	23	38	18	29	14	34	28	4	58	3	58	35	26	22	24	16	
	12%	13%	11%	14%	10%	12%	13%	8%	28% **	13%	12%	14%	10%	18% L*	13%	12%	10% *	13%	9% *	13%	13%	12%	12%	11%	16% *	

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Proportions/Mean: - 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 (\*)

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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 (\*)

	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	273	131	142	89	110	74	84	124	65	118	155	134	109	30	136	137	19	254	30	243	148	125	161	55	56
	55%	53%	57%	49%	58%	58%	51%	57%	56%	55%	54%	55%	55%	52%	54%	55%	43%	56%	46%	56%	53%	56%	58%	49%	52%
Somewhat		C				C											*	P		R			W		
	158	78	80	65	57	36	50	72	37	68	90	74	62	22	77	81	17	141	25	133	91	67	85	44	29
	32%	31%	32%	36%	30%	28%	30%	33%	32%	32%	32%	30%	31%	38%	31%	32%	39%	31%	38%	31%	33%	30%	30%	39%	27%
Not very much																	*						VX		
	41	24	17	17	15	10	19	14	8	17	24	21	17	4	23	19	6	36	6	35	25	17	21	9	12
	8%	10%	7%	9%	8%	8%	12%	6%	7%	8%	9%	9%	9%	6%	9%	8%	13%	8%	9%	8%	9%	8%	7%	8%	11%
Not at all																	*								
	28	16	11	11	9	8	13	9	6	13	15	15	10	2	16	12	2	25	4	23	15	12	12	5	11
	6%	7%	5%	6%	5%	6%	8%	4%	5%	6%	5%	6%	5%	4%	6%	5%	5%	6%	7%	5%	5%	6%	4%	4%	10%
Sigma																	*								VW
	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)	431	209	222	154	166	111	134	196	101	186	245	207	171	52	213	218	36	395	55	376	239	191	246	99	86
	86%	84%	89%	85%	88%	86%	81%	90%	88%	86%	86%	85%	86%	90%	85%	88%	82%	87%	84%	87%	86%	87%	88%	88%	79%
Low2Box - (Not very much/Not at all)		A						F	F								*					X	X		
	69	41	28	27	24	18	32	23	14	30	39	36	27	6	38	31	8	61	11	59	40	29	33	14	23
	14%	16%	11%	15%	12%	14%	19%	10%	12%	14%	14%	15%	14%	10%	15%	12%	18%	13%	16%	13%	14%	13%	12%	12%	21%
		B					GH										*								VW

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- Column Means:

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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	39	19	20	13	14	11	22	12	5	20	19	23	6	11	19	20	2	37	4	35	26	13	6	16	17	
	8%	8%	8%	7%	9%	7%	6%	8%	24%	7%	9%	8%	6%	9%	9%	7%	9%	8%	9%	8%	8%	7%	14%	11%	5%	
Somewhat									FG*								*		*			X*	X			
	242	124	119	89	79	74	159	73	11	134	108	137	44	61	111	132	11	231	23	220	154	88	21	74	148	
Not very much	48%	49%	48%	48%	50%	48%	47%	51%	48%	49%	48%	47%	49%	53%	50%	47%	50%	48%	52%	48%	48%	49%	49%	53%	47%	
									*						*		*		*		*	*	*	*	*	
Not at all	192	93	99	71	58	63	134	53	5	108	84	115	37	40	81	111	7	185	14	178	125	67	15	45	131	
	38%	37%	40%	38%	36%	41%	40%	37%	24%	39%	37%	39%	41%	35%	37%	39%	33%	39%	33%	39%	39%	37%	37%	32%	41%	
Sigma									*						*		*		*		*	*	*	W		
	27	15	11	12	8	6	21	4	1	13	14	20	4	3	9	18	2	25	2	24	16	11	-	5	21	
Sigma	5%	6%	5%	6%	5%	4%	6%	3%	4%	5%	6%	7%	4%	2%	4%	6%	8%	5%	6%	5%	5%	6%	-	4%	7%	
									*			M					*		*		*	*	*	*	*	
Summary	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%	
Top2Box - (Very much/Somewhat)	281	143	139	103	93	85	181	85	16	154	128	160	49	72	130	152	13	269	27	255	180	102	27	90	165	
	56%	57%	56%	55%	59%	55%	54%	60%	71%	56%	56%	54%	55%	63%	59%	54%	59%	56%	62%	56%	56%	57%	63%	64%	52%	
Low2Box - (Not very much/Not at all)									*					K			*		*		*	*	X			
	219	108	111	83	66	70	155	57	6	120	98	135	41	43	90	128	9	210	17	202	141	77	15	51	153	
	44%	43%	44%	45%	41%	45%	46%	40%	29%	44%	44%	46%	45%	37%	41%	46%	41%	44%	38%	44%	44%	43%	37%	36%	48%	
									*			M					*		*		*	*	*	W		

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

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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 (\*)

	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	199	95	104	66	60	73	159	39	1	97	103	34	137	29	95	104	20	179	23	177	121	78	103	71	25
	40%	38%	41%	31%	43%	51%	40%	40%	37%	43%	37%	33%	42%	41%	45%	36%	54%	39%	41%	40%	43%	36%	44%	42%	26%
				C	C			*	**			*		*			*		*			X	X		*
Somewhat	195	101	93	92	55	48	156	37	1	80	115	45	120	30	73	121	12	183	24	171	103	91	86	65	43
	39%	41%	37%	43%	39%	33%	39%	39%	26%	36%	41%	43%	37%	43%	35%	42%	32%	39%	43%	38%	37%	42%	37%	39%	44%
								*	**			*		*			*		*			*			*
Not very much	76	39	37	41	21	13	60	16	-	37	38	17	50	9	30	46	4	72	7	69	43	33	33	27	16
	15%	16%	15%	19%	15%	9%	15%	16%	-	17%	14%	17%	15%	12%	14%	16%	10%	16%	13%	15%	15%	15%	14%	16%	16%
				E				*	**			*		*			*		*						*
Not at all	31	13	18	16	4	11	25	5	1	9	21	8	20	2	13	18	2	29	2	29	16	15	11	6	14
	6%	5%	7%	7%	3%	7%	6%	5%	37%	4%	8%	8%	6%	4%	6%	6%	4%	6%	3%	7%	6%	7%	5%	3%	14%
								*	**			*		*			*		*						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 - (Very much/Somewhat)	394	196	197	158	115	121	315	76	2	177	217	79	257	58	169	225	32	362	47	347	224	170	189	136	68
	79%	79%	78%	73%	82%	84%	79%	79%	63%	79%	79%	76%	79%	84%	80%	78%	86%	78%	84%	78%	79%	78%	81%	81%	70%
				C				*	**			*		*			*		*			X			*
Low2Box - (Not very much/Not at all)	106	52	54	57	26	23	85	20	1	47	59	25	70	11	43	63	5	101	9	98	58	48	44	33	29
	21%	21%	22%	27%	18%	16%	21%	21%	37%	21%	21%	24%	21%	16%	20%	22%	14%	22%	16%	22%	21%	22%	19%	19%	30%
				E				*	**			*		*			*		*						V*

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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	122	66	56	37	49	35	18	45	59	76	46	2	29	91	73	48	21	101	28	94	92	29	45	58	19	
	24%	26%	22%	18%	26%	35%	20%	23%	27%	28%	20%	11%	20%	27%	28%	20%	29%	24%	31%	23%	26%	20%	28%	24%	18%	
Somewhat		C				C	*			J		**					*		*							
	280	140	139	130	104	45	57	105	118	139	141	9	87	184	138	142	43	237	49	231	193	87	80	145	55	
	56%	56%	56%	62%	55%	45%	63%	54%	54%	51%	62%	50%	61%	54%	52%	60%	59%	55%	54%	56%	54%	61%	50%	61%	54%	
Not very much		E					*			I		**					*		*				V			
	82	37	45	39	28	15	11	39	32	45	37	4	22	55	43	39	7	75	11	70	60	22	28	32	22	
	16%	15%	18%	19%	15%	15%	12%	20%	15%	17%	16%	25%	16%	16%	16%	17%	10%	17%	12%	17%	17%	16%	17%	13%	22%	
Not at all							*					**					*		*							
	17	9	8	4	8	5	4	4	8	12	5	2	4	11	9	8	2	15	3	14	13	4	8	3	6	
	3%	4%	3%	2%	4%	5%	5%	2%	4%	4%	2%	14%	3%	3%	3%	3%	2%	4%	3%	3%	4%	3%	5%	1%	6%	
Sigma							*					**					*		*			W		W		
	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)	401	206	195	167	153	81	75	150	177	215	186	11	115	276	211	190	64	338	77	324	285	116	125	203	73	
	80%	82%	79%	79%	81%	80%	83%	78%	81%	79%	82%	61%	82%	81%	80%	80%	88%	79%	84%	79%	80%	82%	78%	85%	72%	
Low2Box - (Not very much/Not at all)							*					**					*		*				X			
	99	46	52	43	35	20	15	43	40	57	42	7	26	66	52	47	9	90	14	84	72	26	36	35	28	
	20%	18%	21%	21%	19%	20%	17%	22%	19%	21%	18%	39%	18%	19%	20%	20%	12%	21%	16%	21%	20%	18%	22%	15%	28%	
							*					**					*		*					W		

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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/Mean: - 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	260	125	135	97	96	66	169	78	13	107	153	128	61	70	121	138	21	238	24	235	132	128	155	71	34
	52%	50%	54%	48%	56%	54%	51%	56%	45%	52%	52%	51%	54%	52%	52%	52%	53%	52%	48%	52%	52%	52%	55%	48%	47%
Somewhat				C					*				*				*		*						
	155	79	77	67	53	36	102	40	13	68	87	71	36	48	76	79	13	142	18	137	85	70	87	49	20
	31%	31%	31%	33%	30%	30%	31%	29%	44%	33%	30%	29%	31%	35%	33%	30%	33%	31%	36%	31%	34%	28%	31%	33%	27%
Not very much									G*				*	K			*		*						
	57	33	24	31	13	13	40	14	3	18	39	33	14	10	24	33	4	53	6	51	22	35	23	21	13
	11%	13%	10%	15%	7%	11%	12%	10%	9%	9%	13%	13%	12%	7%	10%	12%	10%	12%	11%	11%	9%	14%	8%	14%	18%
Not at all				D					*				*	M			*		*						
	28	15	13	9	12	7	20	7	*	12	16	17	4	8	12	16	2	26	2	26	13	15	16	6	6
	6%	6%	5%	5%	7%	6%	6%	5%	2%	6%	5%	7%	3%	6%	5%	6%	4%	6%	4%	6%	5%	6%	6%	4%	8%
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)	415	204	211	164	149	102	271	119	25	175	240	199	97	119	198	217	34	381	42	373	217	198	242	119	54
	83%	81%	85%	80%	86%	84%	82%	85%	89%	85%	82%	80%	85%	87%	85%	82%	85%	83%	84%	83%	86%	80%	86%	82%	74%
Low2Box - (Not very much/Not at all)									*				*	K			*		*						
	85	48	37	41	24	20	61	21	3	31	54	50	17	18	36	49	6	79	8	77	35	50	39	27	19
	17%	19%	15%	20%	14%	16%	18%	15%	11%	15%	18%	20%	15%	13%	15%	18%	15%	17%	16%	17%	14%	20%	14%	18%	26%
									*			M	*				*		*			T			V

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/Mean: - 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	Sweden																						
	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	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	231	122	109	65	79	88	70	100	61	73	158	38	120	73	172	59	28	204	44	188	175	56	84	75	72
	46%	48%	44%	35%	52%	54%	42%	47%	50%	47%	46%	37%	46%	55%	47%	46%	49%	46%	53%	45%	48%	41%	49%	50%	41%
				*	C*	C*	*		*	*			*	K		*	**		*			*	*	*	*
Somewhat	164	86	78	81	52	31	50	66	48	55	109	29	96	39	115	49	15	149	21	143	118	46	58	52	55
	33%	34%	32%	44%	34%	19%	30%	31%	39%	35%	32%	28%	36%	30%	31%	37%	27%	34%	26%	34%	33%	34%	33%	35%	31%
				E*	E*	*	*		*	*			*			*	**		*			*	*	*	*
Not very much	69	28	41	33	14	22	33	25	12	16	53	24	32	14	54	16	13	56	14	56	48	21	21	18	31
	14%	11%	17%	18%	9%	14%	20%	12%	10%	10%	15%	23%	12%	11%	15%	12%	23%	13%	16%	13%	13%	16%	12%	12%	17%
				*	*	*	*		*	*			LM	*		*	**		*			*	*	*	*
Not at all	35	17	18	6	8	20	13	20	1	11	24	13	15	7	28	7	*	35	4	30	22	13	11	4	20
	7%	7%	7%	3%	5%	12%	8%	10%	1%	7%	7%	13%	6%	5%	8%	5%	*	8%	5%	7%	6%	9%	6%	3%	11%
				*	*	C*	*	H	*	*			LM	*		*	**		*			*	*	*	W*
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)	396	208	187	146	131	119	120	167	109	128	267	68	216	112	287	108	43	353	65	331	294	102	142	126	127
	79%	82%	76%	79%	85%	74%	72%	79%	89%	82%	78%	65%	82%	84%	78%	83%	76%	80%	78%	79%	81%	75%	82%	85%	71%
				*	*	*	*		F*	*			K*	K		*	**		*			*	*	X*	*
Low2Box - (Not very much/Not at all)	104	45	59	39	22	43	46	45	13	27	77	37	47	21	82	22	13	91	18	86	70	34	31	22	51
	21%	18%	24%	21%	15%	26%	28%	21%	11%	18%	22%	35%	18%	16%	22%	17%	24%	20%	22%	21%	19%	25%	18%	15%	29%
				*	*	*	H*		*	*			LM	*		*	**		*			*	*	*	W*



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/Mean: - 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	203	102	101	61	67	75	33	122	48	88	115	53	62	88	118	85	25	177	34	169	140	63	91	39	73	
	41%	42%	40%	33%	42%	48%	39%	41%	41%	42%	40%	40%	36%	44%	40%	42%	51%	39%	46%	40%	40%	41%	49%	32%	38%	
				C	C	C								L			Q					WX				
Somewhat	226	108	118	95	68	64	33	141	53	90	136	60	80	86	138	88	20	206	31	195	160	66	73	59	93	
	45%	44%	47%	51%	43%	41%	39%	47%	45%	43%	47%	45%	47%	43%	46%	43%	39%	46%	43%	46%	46%	44%	40%	49%	48%	
				DE																		V		V		
Not very much	56	29	27	23	19	14	12	32	12	25	31	17	19	20	32	24	5	51	6	49	38	18	18	17	21	
	11%	12%	11%	13%	12%	9%	15%	11%	10%	12%	11%	13%	11%	10%	11%	12%	9%	11%	9%	12%	11%	12%	10%	14%	11%	
Not at all	15	7	8	6	6	4	6	6	4	7	9	3	9	4	8	7	*	15	1	14	10	5	3	6	7	
	3%	3%	3%	3%	4%	2%	7%	2%	4%	3%	3%	2%	5%	2%	3%	3%	1%	3%	1%	3%	3%	3%	2%	5%	3%	
				G									KM									V		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 - (Very much/Somewhat)	429	210	219	156	135	138	66	262	101	177	251	113	142	174	256	173	45	384	65	364	300	129	164	99	166	
	86%	85%	86%	84%	85%	89%	78%	88%	86%	85%	86%	85%	84%	88%	86%	85%	90%	85%	90%	85%	86%	85%	89%	82%	86%	
							F		F													W				
Low2Box - (Not very much/Not at all)	71	36	35	29	25	17	18	37	16	32	39	19	28	24	41	30	5	66	7	64	48	23	21	22	28	
	14%	15%	14%	16%	15%	11%	22%	12%	14%	15%	14%	15%	16%	12%	14%	15%	10%	15%	10%	15%	14%	15%	11%	18%	14%	
							GH																V			



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/Mean: - 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	166	77	89	55	44	67	20	68	78	100	66	69	46	52	84	83	24	142	27	140	109	58	73	44	49	
	33%	31%	35%	30%	29%	41%	24%	33%	37%	33%	34%	30%	36%	37%	36%	31%	40%	32%	40%	32%	34%	32%	39%	37%	26%	
						CD			F								*					X	X			
Somewhat	229	110	119	96	68	65	37	99	94	144	85	107	55	67	103	126	24	205	28	201	147	82	81	58	91	
	46%	44%	47%	53%	44%	40%	46%	47%	45%	47%	44%	46%	43%	48%	44%	47%	40%	47%	42%	46%	46%	45%	43%	48%	47%	
				E													*									
Not very much	80	45	35	25	31	24	14	35	31	51	29	42	19	19	35	45	9	71	9	71	50	30	30	15	35	
	16%	18%	14%	14%	20%	15%	18%	17%	15%	17%	15%	18%	15%	14%	15%	17%	14%	16%	13%	16%	16%	16%	16%	13%	18%	
																	*									
Not at all	25	16	9	7	11	7	10	8	7	12	12	15	8	2	11	13	3	21	3	22	12	12	5	3	17	
	5%	6%	4%	4%	7%	5%	12%	4%	3%	4%	6%	6%	6%	2%	5%	5%	6%	5%	4%	5%	4%	7%	2%	3%	9%	
							GH					M	M				*								VW	
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%	100%
Summary																										
Top2Box - (Very much/Somewhat)	396	187	209	151	112	132	57	167	172	244	152	176	101	119	187	209	48	347	55	341	255	140	154	102	140	
	79%	76%	83%	83%	73%	81%	70%	80%	82%	79%	79%	76%	79%	85%	80%	78%	80%	79%	83%	79%	80%	77%	82%	85%	73%	
			A	D		D		F	F					K			*					X	X			
Low2Box - (Not very much/Not at all)	104	60	44	31	42	31	24	43	38	63	41	57	26	21	46	59	12	92	11	93	62	42	34	19	51	
	21%	24%	17%	17%	27%	19%	30%	20%	18%	21%	21%	24%	21%	15%	20%	22%	20%	21%	17%	21%	20%	23%	18%	15%	27%	
		B			CE		GH					M					*								VW	

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/Mean: - 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	283	133	150	112	85	86	96	126	61	101	182	11	220	52	169	114	40	243	65	218	203	80	101	105	77	
	57%	53%	61%	59%	52%	58%	63%	54%	54%	52%	60%	45%	61%	46%	54%	61%	65%	55%	58%	56%	55%	62%	66%	54%	51%	
				*					*			**	M	*			*		*		*	X				
Somewhat	169	94	76	61	60	48	42	85	42	69	100	12	108	49	112	57	19	150	40	129	129	41	42	71	56	
	34%	37%	31%	32%	37%	32%	27%	36%	38%	36%	33%	48%	30%	44%	36%	30%	31%	34%	36%	33%	35%	31%	27%	36%	37%	
				*					*			**		L*			*		*		*		*			
Not very much	25	14	12	6	10	10	7	13	5	14	12	-	20	5	18	8	3	23	4	21	22	4	6	9	11	
	5%	5%	5%	3%	6%	7%	4%	6%	5%	7%	4%	-	6%	5%	6%	4%	4%	5%	4%	6%	6%	3%	4%	5%	7%	
				*					*			**		*			*		*		*		*			
Not at all	22	12	10	10	8	5	9	10	4	10	12	2	15	6	14	8	-	22	3	20	17	6	4	10	8	
	4%	5%	4%	5%	5%	3%	6%	4%	3%	5%	4%	7%	4%	5%	4%	5%	-	5%	2%	5%	5%	4%	3%	5%	6%	
				*					*			**		*			*		*		*		*			
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)	452	227	226	173	146	133	139	211	102	171	282	23	328	101	281	171	60	393	105	347	331	121	143	176	133	
	90%	90%	91%	92%	89%	90%	90%	90%	92%	88%	92%	93%	90%	90%	90%	91%	96%	90%	94%	89%	90%	93%	93%	90%	88%	
				*					*			**		*			*		*		*	*	*	*		
Low2Box - (Not very much/Not at all)	48	26	22	16	17	15	15	23	9	24	23	2	35	11	31	16	3	45	7	41	38	9	10	19	19	
	10%	10%	9%	8%	11%	10%	10%	10%	8%	12%	8%	7%	10%	10%	10%	9%	4%	10%	6%	11%	10%	7%	7%	10%	12%	
				*					*			**		*			*		*		*	*	*	*		

Ethical Consumer

Hi2.4. [Regulated properly] 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/Mean: - 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	309	177	132	155	75	79	134	122	49	118	191	141	112	56	174	135	44	265	58	251	194	115	148	71	89
	4%	4%	3%	5%	3%	3%	4%	4%	3%	4%	4%	5%	3%	3%	4%	4%	6%	4%	6%	4%	4%	4%	5%	3%	3%
Somewhat		B		DE			H					LM					Q		S			WX			
	1298	668	630	579	413	306	572	485	230	576	722	489	502	307	674	625	115	1183	162	1136	811	488	473	377	448
Not very much	16%	17%	16%	19%	16%	13%	19%	15%	13%	17%	16%	19%	15%	16%	16%	17%	16%	16%	16%	16%	16%	16%	17%	15%	17%
		DE		E			GH			J		LM													
Not at all	3646	1801	1845	1502	1193	951	1332	1473	818	1523	2123	1118	1579	950	1930	1716	321	3325	462	3185	2292	1354	1216	1177	1253
	46%	45%	46%	48%	46%	41%	44%	46%	48%	45%	46%	42%	46%	48%	45%	47%	44%	46%	45%	46%	46%	45%	43%	47%	47%
Sigma		E		E			F					K			N							V		V	
	2747	1342	1405	873	909	965	955	1153	613	1149	1598	882	1211	654	1552	1194	244	2503	333	2414	1694	1053	1019	852	875
Sigma	34%	34%	35%	28%	35%	42%	32%	36%	36%	34%	34%	34%	36%	33%	36%	33%	34%	34%	33%	35%	34%	35%	36%	34%	33%
		C		CD			F		F			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	845	762	734	488	385	706	607	279	694	913	630	614	363	848	759	159	1448	221	1386	1004	603	622	449	537
	20%	21%	19%	24%	19%	17%	24%	19%	16%	21%	20%	24%	18%	18%	20%	21%	22%	20%	22%	20%	20%	20%	22%	18%	20%
Low2Box - (Not very much/Not at all)		B		DE			GH		H			LM										W		W	
	6393	3143	3250	2375	2102	1915	2287	2626	1430	2671	3722	2000	2789	1604	3482	2911	564	5828	795	5598	3986	2407	2235	2030	2128
Low2Box - (Not very much/Not at all)	80%	79%	81%	76%	81%	83%	76%	81%	84%	79%	80%	76%	82%	82%	80%	79%	78%	80%	78%	80%	80%	80%	78%	82%	80%
		A		C		CD		F		FG		K		K								VX			

Ethical Consumer

HI2.4. [Regulated properly] 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

Proportions/Mean: - 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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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	309	31	21	30	18	6	13	28	12	16	8	7	30	13	17	18	40
	4%	6%	4%	6%	4%	1%	3%	6%	2%	3%	2%	1%	6%	3%	3%	4%	8%
		DEFHIJKMN	EFJK	EFHIJKMN	EJK			EFHIJKMN		EJ			EFHIJKMN		EJK	E	BDEFGHIJKMNO
Somewhat	1298	101	96	63	82	31	42	63	105	56	153	55	134	145	57	24	91
	16%	20%	19%	13%	16%	6%	8%	13%	21%	11%	31%	11%	27%	29%	11%	5%	18%
		CEFGIKNO	CEFGIKNO	EFO	EFGIKNO			EFO	CDEFGIKNO	EFO	ABCDEFGHIKNO	EO	ABCDEFGHIKNO	ABCDEFGHIKNO	EFO		CEFGIKNO
Not very much	3646	209	235	183	221	176	233	234	210	205	297	267	234	275	205	236	228
	46%	42%	47%	37%	44%	35%	47%	47%	42%	41%	59%	53%	47%	55%	41%	47%	46%
		E	CEIN		CE		CEIN	CEIN	E	E	ABCDEFGHIKLNO	ABCDEFGHIKN	CE	ABCDEFGHIKLNO	E	CE	CE
Not at all	2747	159	148	224	179	286	213	175	174	223	41	171	102	66	221	222	140
	34%	32%	30%	45%	36%	57%	43%	35%	35%	45%	8%	34%	20%	13%	44%	44%	28%
		JLM	JLM	ABDGHJKLM	BJLMP	ABCDGHIJKLMNOP	ABDGHJKLM	BJLMP	JLMP	ABDGHJKLM		JLMP	JM	J	ABDGHJKLM	ABDGHJKLM	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 - (Very much/Somewhat)	1607	132	118	93	100	38	54	91	117	72	161	62	164	159	73	42	131
	20%	26%	24%	19%	20%	8%	11%	18%	23%	14%	32%	12%	33%	32%	15%	8%	26%
		CDEFGIKNO	CEFGIKNO	EFKO	EFIKNO		E	EFIKNO	EFGIKNO	EFO	ABCDEFGHIKNO	E	ABCDEFGHIKNO	BCDEFGHIKN	EFO		CDEFGIKNO
Low2Box - (Not very much/Not at all)	6393	368	382	407	400	462	446	409	383	428	339	438	336	341	427	458	369
	80%	74%	76%	81%	80%	92%	89%	82%	77%	86%	68%	88%	67%	68%	85%	92%	74%
		JL	JLM	ABJLMP	AJLMP	ABCDGHIJKLMNP	ABCDGHIJLMNP	ABHJLMP	JLM	ABDGHJLMP		ABCDGHJLM			ABDGHJLMP	ABCDGHIJLMNP	JLM

Ethical Consumer

HI2.4. [Regulated properly] 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

Proportions/Mean: - 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	309	59	31	176	43	130	-	-
	4%	6%	6%	4%	3%	4%	-	-
		CDE	CDE					
Somewhat	1298	173	101	630	395	518	-	-
	16%	17%	20%	13%	26%	15%	-	-
		CE	CE		ABCE	C		
Not very much	3646	449	209	2182	807	1594	-	-
	46%	45%	42%	44%	54%	46%	-	-
					ABCE	C		
Not at all	2747	320	159	2012	255	1258	-	-
	34%	32%	32%	40%	17%	36%	-	-
		D	D	ABDE		AD		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	1607	232	132	805	438	648	-	-
	20%	23%	26%	16%	29%	19%	-	-
		CE	CE		ACE	C		
Low2Box - (Not very much/Not at all)	6393	768	368	4195	1062	2852	-	-
	80%	77%	74%	84%	71%	81%	-	-
		D		ABDE		ABD		

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	31	17	14	24	5	2	21	9	1	6	26	24	6	2	10	21	5	27	4	27	15	17	14	9	8	
	6%	7%	6%	10%	4%	2%	8%	5%	2%	4%	7%	7%	5%	4%	4%	8%	9%	6%	8%	6%	5%	8%	5%	7%	9%	
		DE							*								*		*						*	
Somewhat	101	55	46	63	24	13	61	34	6	30	71	77	20	4	43	58	4	97	10	91	56	45	46	30	24	
	20%	22%	18%	26%	17%	12%	23%	19%	11%	20%	20%	24%	17%	7%	18%	22%	7%	22%	18%	20%	20%	21%	17%	22%	26%	
				E					*			M	M				*	P	*						*	
Not very much	209	102	107	93	67	48	113	73	22	57	152	136	45	28	101	108	21	188	21	188	116	92	116	59	34	
	42%	42%	42%	37%	47%	45%	42%	41%	46%	39%	43%	42%	38%	51%	43%	40%	40%	42%	39%	42%	41%	43%	43%	44%	36%	
				*					*					L			*		*						*	
Not at all	159	71	88	68	47	45	76	63	20	55	104	90	48	21	79	80	24	135	18	141	98	61	94	37	28	
	32%	29%	35%	27%	33%	41%	28%	35%	41%	37%	30%	28%	41%	38%	34%	30%	45%	30%	35%	31%	34%	28%	35%	27%	30%	
				C					*				K				Q*		*						*	
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)	132	72	60	88	29	15	82	43	7	35	97	101	26	6	53	79	8	124	14	119	71	62	60	40	33	
	26%	29%	24%	35%	20%	14%	30%	24%	14%	24%	27%	31%	22%	11%	23%	30%	16%	28%	26%	27%	25%	29%	22%	29%	35%	
				DE			H		*			M	M				*		*						V*	
Low2Box - (Not very much/Not at all)	368	173	195	161	114	93	189	136	42	112	256	226	93	49	180	188	45	323	39	329	214	154	209	97	62	
	74%	71%	76%	65%	80%	86%	70%	76%	86%	76%	73%	69%	78%	89%	77%	70%	84%	72%	74%	73%	75%	71%	78%	71%	65%	
				C	C				F*					KL			*		*			X			*	

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

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Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	Region 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	30	11	19	11	7	12	19	8	2	12	18	16	10	3	19	11	4	26	4	26	21	9	20	6	4	9	20	12	4	14
	6%	4%	8%	6%	4%	8%	10%	4%	2%	7%	5%	9%	6%	2%	7%	5%	15%	5%	10%	6%	7%	4%	9%	5%	3%	4%	8%	12%	3%	5%
							GH					M					**		*		X				Y	bc*				
Somewhat	63	23	40	31	14	18	28	25	10	18	45	23	27	13	32	31	7	56	7	56	31	32	43	11	9	18	45	11	22	30
	13%	9%	16%	17%	9%	11%	14%	12%	10%	10%	14%	13%	14%	9%	11%	15%	26%	12%	17%	12%	11%	14%	18%	9%	6%	7%	18%	11%	15%	12%
				D			A										**		*		WX				Y	*				
Not very much	183	104	79	82	57	44	62	72	49	55	128	46	75	62	108	75	8	175	15	168	104	80	94	38	52	83	100	33	47	10
	37%	41%	32%	44%	36%	28%	32%	36%	45%	32%	39%	27%	40%	44%	37%	36%	29%	37%	38%	37%	37%	36%	39%	32%	36%	33%	40%	33%	33%	40%
			B	E					F				K	K			**		*							*				
Not at all	224	114	111	61	80	83	83	95	47	89	135	87	74	64	133	91	8	216	14	210	122	102	81	65	79	137	87	45	70	10
	45%	45%	44%	33%	51%	53%	43%	48%	43%	51%	42%	50%	40%	45%	45%	44%	30%	46%	35%	46%	44%	46%	34%	54%	55%	55%	35%	45%	49%	43%
				C		C				J		L					**		*				V		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%	100%
Summary																														
Top2Box - (Very much/Somewhat)	93	34	59	42	21	30	47	33	13	30	63	39	37	16	52	41	11	82	11	82	52	41	63	17	13	28	65	23	26	44
	19%	13%	24%	23%	13%	19%	24%	17%	12%	17%	19%	23%	20%	11%	18%	20%	41%	17%	27%	18%	19%	18%	27%	14%	9%	11%	26%	22%	18%	17%
			A	D			H					M	M				**		*			WX				Y	*			
Low2Box - (Not very much/Not at all)	407	218	189	143	137	127	144	167	96	144	263	133	149	126	242	166	16	391	29	378	225	182	174	103	131	220	188	78	117	21
	81%	87%	76%	77%	87%	81%	76%	83%	88%	83%	81%	77%	80%	89%	82%	80%	59%	83%	73%	82%	81%	82%	73%	86%	91%	89%	74%	78%	82%	83%
			B		C				F					KL			**		*				V	V	Z		*			

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Ethical Consumer

H12.4. [Regulated properly] 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		Prairies	Atlantic	Alberta	Region BC	Northwest Territories	Ontario	Quebec	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	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	19
Very much	18	11	8	5	7	6	6	6	6	7	11	7	7	4	10	8	2	16	4	15	13	6	1	2	3	2	-	4	7	8	5	5
	4%	4%	3%	3%	4%	4%	6%	3%	3%	3%	4%	4%	3%	4%	4%	3%	5%	4%	6%	3%	4%	3%	3%	5%	5%	2%	-	2%	6%	5%	4%	3%
																	*					*	*	*	*				a			
Somewhat	82	41	41	35	31	16	20	31	30	36	45	33	34	15	47	35	7	74	13	69	49	32	4	4	8	11	-	32	23	31	21	3%
	16%	17%	16%	20%	18%	10%	19%	16%	15%	16%	17%	18%	15%	16%	19%	14%	16%	16%	22%	16%	16%	17%	12%	14%	14%	16%	-	18%	17%	19%	14%	15
Not very much	221	101	119	E	77	67	45	84	91	103	118	81	104	36	108	113	17	203	20	200	144	77	20	16	21	28	-	73	63	63	64	9
	44%	41%	47%	43%	46%	43%	41%	44%	46%	44%	44%	43%	47%	40%	43%	45%	38%	45%	35%	45%	46%	41%	57%	51%	39%	41%	-	41%	47%	39%	45%	48
																	O					XYa*	*	*	*							
Not at all	179	94	85	62	52	66	37	70	72	87	92	65	78	36	85	94	19	160	21	158	106	73	10	9	22	27	-	69	42	60	53	6%
	36%	38%	34%	35%	31%	43%	34%	36%	36%	37%	35%	35%	35%	40%	34%	38%	42%	35%	37%	36%	34%	39%	28%	30%	42%	40%	-	39%	31%	37%	37%	34
																	*					*	*	*	*							
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	19
	100%	100%	100%	100%	100%	100%	100%	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	52	48	40	38	22	27	37	36	43	57	40	41	18	57	43	10	91	17	84	62	38	5	6	10	13	-	36	30	39	26	3%
	20%	21%	19%	23%	23%	14%	24%	20%	18%	19%	21%	22%	19%	20%	23%	17%	21%	20%	29%	19%	20%	20%	15%	19%	19%	19%	-	20%	22%	24%	18%	18
				E	E										O		*		S			*	*	*	*							
Low2Box - (Not very much/Not at all)	400	195	205	137	130	133	83	154	164	190	210	146	182	72	192	208	36	364	41	358	250	150	29	25	43	55	-	142	105	123	116	16
	80%	79%	81%	77%	77%	86%	76%	80%	82%	81%	79%	78%	81%	80%	77%	83%	79%	80%	71%	81%	80%	80%	85%	81%	81%	81%	-	80%	78%	76%	82%	82
				CD											N		*		R				*	*	*							

Ethical Consumer

HI2.4. [Regulated properly] 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	6	4	2	*	3	3	2	3	1	4	2	3	2	1	5	1	1	6	2	4	4	2	3	*	3
	1%	2%	1%	*	2%	2%	2%	1%	1%	3%	1%	2%	1%	1%	2%	1%	4%	1%	6%	1%	1%	1%	2%	*	2%
						C				J							*		S*			W			
Somewhat	31	16	15	15	11	5	14	14	3	11	21	14	13	4	15	17	*	31	1	31	19	12	8	7	17
	6%	6%	6%	8%	8%	3%	11%	5%	3%	6%	6%	8%	6%	3%	5%	9%	2%	6%	2%	7%	6%	6%	7%	4%	7%
				E	E		GH					M				N	*		*						
Not very much	176	81	95	73	51	52	41	93	42	53	123	56	72	48	106	70	6	170	10	166	112	65	38	56	82
	35%	33%	38%	38%	37%	31%	31%	37%	37%	32%	37%	33%	35%	39%	35%	36%	33%	35%	30%	36%	37%	33%	32%	36%	37%
				E													*		*						
Not at all	286	146	140	102	75	109	75	143	67	100	186	94	121	71	179	106	11	274	21	265	167	119	69	94	122
	57%	59%	55%	53%	54%	64%	56%	57%	59%	59%	56%	56%	58%	57%	59%	55%	61%	57%	62%	57%	55%	60%	59%	60%	54%
				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)	38	20	18	16	13	9	17	16	5	15	23	17	15	5	20	18	1	37	3	35	23	14	10	7	20
	8%	8%	7%	8%	10%	5%	13%	6%	4%	9%	7%	10%	7%	4%	7%	9%	6%	8%	8%	8%	8%	7%	9%	4%	9%
				E			GH					M					*		*						
Low2Box - (Not very much/Not at all)	462	227	235	175	126	161	116	236	110	154	309	150	193	119	286	177	18	445	31	431	279	183	107	151	205
	92%	92%	93%	92%	90%	95%	87%	94%	96%	91%	93%	90%	93%	96%	93%	91%	94%	92%	92%	92%	92%	93%	91%	96%	91%
						D		F	F					K			*		*				X		

Ethical Consumer

HI2.4. [Regulated properly] 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	9	4	8	2	3	7	2	3	4	9	5	7	1	10	3	3	9	3	10	8	5	6	3	3
	3%	3%	2%	4%	1%	2%	4%	1%	2%	2%	3%	5%	2%	1%	3%	2%	7%	2%	3%	2%	2%	3%	5%	2%	2%
Somewhat		D					G					M					Q*					X			
	42	25	17	20	16	6	15	15	11	15	27	11	22	9	27	14	5	37	11	31	28	13	15	12	15
	8%	10%	7%	12%	8%	4%	8%	9%	7%	8%	8%	9%	8%	9%	8%	9%	11%	8%	12%	8%	9%	8%	12%	7%	7%
Not very much		E															*		S			X			
	233	118	115	85	92	56	89	71	73	82	150	44	137	52	157	75	20	213	43	190	152	81	54	77	101
	47%	47%	46%	49%	48%	41%	48%	44%	48%	45%	47%	39%	48%	51%	47%	45%	46%	47%	48%	46%	47%	46%	42%	47%	49%
Not at all		E										K	K				*								
	213	101	112	60	81	73	74	74	65	83	131	53	120	40	137	76	15	198	33	181	137	76	53	71	89
	43%	40%	45%	35%	42%	53%	40%	46%	43%	45%	41%	47%	42%	39%	41%	45%	35%	43%	37%	44%	42%	43%	41%	44%	43%
Sigma		C					CD										*								
	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)	54	34	21	27	18	9	23	17	14	18	36	16	28	10	37	17	8	46	13	41	36	18	21	15	18
	11%	13%	8%	16%	9%	6%	12%	11%	9%	10%	11%	14%	10%	10%	11%	10%	18%	10%	15%	10%	11%	10%	16%	9%	9%
Low2Box - (Not very much/Not at all)		B															Q*					WX			
	446	219	227	145	173	128	163	145	138	165	281	97	257	91	294	152	35	410	76	370	290	156	108	148	190
	89%	87%	92%	84%	91%	94%	88%	89%	91%	90%	89%	86%	90%	90%	89%	90%	82%	90%	85%	90%	89%	90%	84%	91%	91%
		A			C	C											*	P					V	V	

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	12	7	5	4	4	4	4	4	-	2	10	2	8	2	5	7	2	10	1	11	9	3	5	4	3	
	2%	3%	2%	2%	3%	2%	2%	2%	-	1%	3%	2%	3%	2%	2%	3%	4%	2%	2%	2%	3%	1%	3%	2%	3%	
									**					*			*		*						*	
Somewhat	105	58	46	43	31	30	47	45	2	31	74	35	58	12	54	51	6	99	6	98	55	50	34	38	33	
	21%	24%	18%	21%	23%	19%	24%	20%	16%	17%	23%	27%	20%	16%	20%	21%	16%	21%	17%	21%	20%	23%	19%	17%	34%	
									**			M		*			*		*						VW*	
Not very much	210	98	111	96	56	57	81	99	6	79	131	47	123	40	108	101	17	193	13	197	117	92	78	94	38	
	42%	40%	43%	48%	41%	35%	42%	43%	39%	44%	41%	37%	42%	52%	41%	42%	45%	42%	35%	42%	42%	42%	42%	43%	39%	
				E					**					K*			*		*						*	
Not at all	174	81	93	58	46	70	61	80	7	67	107	45	106	23	95	79	13	160	17	157	99	75	66	85	23	
	35%	33%	36%	29%	33%	43%	32%	35%	45%	37%	33%	35%	36%	30%	36%	33%	36%	35%	46%	34%	35%	34%	36%	38%	24%	
				C					**					*			*		*			X	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)	117	65	52	47	36	34	51	49	2	34	83	37	66	14	58	58	7	109	7	110	64	53	40	42	35	
	23%	27%	20%	23%	26%	21%	26%	21%	16%	19%	26%	29%	22%	18%	22%	25%	20%	24%	19%	24%	23%	24%	22%	19%	37%	
									**					*			*		*						VW*	
Low2Box - (Not very much/Not at all)	383	179	204	154	102	127	142	179	12	146	237	92	228	63	203	180	30	353	29	354	216	168	144	178	61	
	77%	73%	80%	77%	74%	79%	74%	79%	84%	81%	74%	71%	78%	82%	78%	75%	80%	76%	81%	76%	77%	76%	78%	81%	63%	
									**					*			*		*			X	X		*	

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	16	10	7	5	8	3	8	6	2	9	7	11	4	1	12	4	2	14	3	13	10	6	12	2	2	
	3%	4%	3%	3%	4%	2%	5%	3%	2%	4%	2%	4%	2%	2%	5%	2%	5%	3%	5%	3%	3%	3%	4%	2%	2%	
Somewhat	56	32	25	23	16	18	20	23	13	24	32	25	25	6	30	26	5	51	8	48	29	27	34	11	11	
	11%	13%	10%	13%	8%	14%	12%	10%	11%	11%	11%	10%	13%	11%	12%	10%	11%	11%	13%	11%	10%	12%	12%	10%	10%	
Not very much	205	100	105	86	77	42	65	94	46	87	118	105	74	26	93	112	19	186	30	175	113	92	108	49	47	
	41%	40%	42%	48%	41%	32%	39%	43%	40%	40%	41%	43%	38%	45%	37%	45%	44%	41%	46%	40%	41%	42%	39%	44%	44%	
Not at all	223	109	114	67	89	67	73	96	54	95	128	103	95	25	117	106	17	205	24	199	127	96	124	50	49	
	45%	44%	45%	37%	47%	52%	44%	44%	47%	44%	45%	42%	48%	43%	46%	43%	40%	45%	37%	46%	46%	43%	44%	44%	45%	
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)	72	41	31	28	24	21	29	28	15	34	38	36	29	7	42	30	7	65	12	60	39	33	46	14	12	
	14%	16%	12%	15%	12%	16%	17%	13%	13%	16%	14%	15%	15%	12%	17%	12%	17%	14%	18%	14%	14%	15%	17%	12%	12%	
Low2Box - (Not very much/Not at all)	428	209	219	153	166	108	138	190	100	182	246	208	169	51	210	218	36	391	54	374	241	187	232	99	96	
	86%	84%	88%	85%	88%	84%	83%	87%	87%	84%	86%	85%	85%	88%	83%	88%	83%	86%	82%	86%	86%	85%	83%	88%	88%	

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	5	3	7	*	1	3	4	2	3	6	5	1	2	1	8	*	8	*	8	3	6	1	2	6
	2%	2%	1%	4%	*	*	1%	3%	8%	1%	2%	2%	2%	1%	*	3%	1%	2%	*	2%	1%	3%	2%	1%	2%
Somewhat		DE		F		F*		F		N						N		*		*	T		*		
	153	69	85	53	50	50	100	45	9	87	66	91	28	34	68	85	5	148	12	141	98	55	10	43	100
	31%	27%	34%	29%	31%	32%	30%	31%	39%	32%	29%	31%	32%	30%	31%	30%	25%	31%	27%	31%	31%	31%	24%	31%	32%
Not very much						*		*		*		*			*		*		*		*		*		
	297	157	140	108	96	93	202	86	9	166	131	171	55	71	134	163	13	285	25	272	193	104	28	84	185
	59%	63%	56%	58%	60%	60%	60%	61%	40%	61%	58%	58%	61%	62%	61%	58%	58%	60%	59%	60%	60%	58%	67%	60%	58%
Not at all		H		H		*		H		*					*		*		*		*		*		
	41	20	22	17	12	12	32	7	3	18	23	28	5	8	18	24	4	38	6	35	27	14	3	12	27
	8%	8%	9%	9%	8%	8%	9%	5%	12%	7%	10%	10%	6%	7%	8%	8%	16%	8%	14%	8%	8%	8%	7%	8%	8%
Sigma		G				*		G		*					*		*		*		*		*		
	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)	161	74	87	60	51	50	103	48	11	90	72	96	30	36	68	93	6	156	12	150	101	61	11	45	106
	32%	29%	35%	33%	32%	33%	31%	34%	47%	33%	32%	32%	33%	31%	31%	33%	26%	33%	27%	33%	31%	34%	26%	32%	33%
						*		*		*		*		*		*	*		*		*		*		
Low2Box - (Not very much/Not at all)	339	177	162	125	109	105	234	93	12	184	154	199	60	79	151	187	16	322	31	307	220	118	31	96	212
	68%	71%	65%	67%	68%	67%	69%	66%	53%	67%	68%	68%	67%	69%	69%	67%	74%	67%	73%	67%	69%	66%	74%	68%	67%
					*		*	*		*		*		*		*	*		*		*		*		



Ethical Consumer

Hi2.4. [Regulated properly] 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/Mean: - 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	30	18	13	17	5	9	21	9	1	12	18	15	12	3	13	18	1	30	6	25	13	17	19	7	4
	6%	7%	5%	8%	3%	6%	5%	9%	16% **	6%	6%	15% LM*	4%	4%	6%	6%	2%	6%	10%	6%	5%	8%	8%	4%	4%
Somewhat	134	69	64	61	40	33	116	17	-	57	77	37	83	14	58	76	9	124	11	123	76	58	64	37	32
	27%	28%	25%	28%	28%	23%	29%	18%	-	25%	28%	35%	25%	20%	27%	26%	25%	27%	20%	28%	27%	27%	27%	22%	33%
Not very much	234	109	125	113	60	61	184	49	1	99	135	41	155	38	92	142	17	217	25	208	123	111	110	85	38
	47%	44%	50%	53%	42%	42%	46%	51%	21% **	44%	49%	39%	48%	54%	43%	49%	45%	47%	46%	47%	44%	51%	47%	50%	39%
Not at all	102	52	50	24	36	42	79	21	2	56	47	12	75	16	50	53	11	92	13	89	70	32	39	39	24
	20%	21%	20%	11%	26% C	29% C	20%	22%	63% **	25% J	17%	11% *	23% K	22% *	23%	18%	28% *	20%	24% *	20%	25% U	15%	17%	23%	24% *
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)	164	87	77	77	45	42	137	26	1	69	95	52	96	16	71	93	10	154	17	147	89	75	83	45	36
	33%	35%	30%	36%	32%	29%	34%	27% *	16% **	31%	34%	50% LM*	29%	24% *	33%	32%	26% *	33%	30% *	33%	32%	34%	36%	26%	37% *
Low2Box - (Not very much/Not at all)	336	161	175	137	96	103	263	70	3	154	182	52	231	53	141	195	28	308	39	297	193	143	150	124	62
	67%	65%	70%	64%	68%	71%	66%	73% *	84% **	69%	66%	50% *	71% K	76% K*	67%	68%	74% *	67%	70% *	67%	68%	66%	64%	74%	63% *

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	13	7	6	6	4	3	2	6	6	6	7	-	5	8	9	4	2	11	6	7	9	4	7	5	2
	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	-	4%	2%	3%	2%	3%	3%	6%	2%	3%	3%	4%	2%	2%
							*					**					*		S*						
Somewhat	145	69	77	53	54	38	28	57	61	91	54	5	34	107	79	66	23	123	22	124	110	35	58	57	30
	29%	27%	31%	25%	29%	38%	31%	29%	28%	34%	24%	30%	24%	31%	30%	28%	31%	29%	24%	30%	31%	25%	36%	24%	29%
						C	*			J		**					*		*			W			
Not very much	275	140	135	123	110	42	43	109	123	141	134	7	88	180	141	134	43	232	58	217	195	80	77	145	53
	55%	55%	55%	59%	58%	42%	48%	56%	57%	52%	59%	41%	62%	53%	54%	56%	59%	54%	63%	53%	55%	56%	48%	61%	52%
				E	E	*						**					*		*			V			
Not at all	66	37	30	28	21	18	18	21	27	33	33	5	14	47	33	33	5	62	6	60	43	24	18	31	17
	13%	15%	12%	13%	11%	17%	20%	11%	12%	12%	15%	29%	10%	14%	13%	14%	6%	14%	7%	15%	12%	17%	11%	13%	17%
						G*						**					*		*	R					
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)	159	76	83	60	58	41	29	63	67	98	61	5	39	114	88	70	25	134	28	131	120	39	65	62	31
	32%	30%	34%	28%	31%	41%	32%	33%	31%	36%	27%	30%	28%	33%	34%	30%	34%	31%	30%	32%	33%	27%	41%	26%	31%
						C	*			J		**					*		*			W			
Low2Box - (Not very much/Not at all)	341	177	165	151	131	60	61	130	150	174	167	12	102	227	174	167	47	294	64	278	238	104	95	176	70
	68%	70%	66%	72%	69%	59%	68%	67%	69%	64%	73%	70%	72%	67%	66%	70%	66%	69%	70%	68%	67%	73%	59%	74%	69%
				E			*				I	**					*		*			V			

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	17	10	7	8	5	4	12	5	-	7	10	9	4	4	9	8	3	14	3	14	9	7	10	5	1
	3%	4%	3%	4%	3%	3%	4%	3%	-	3%	3%	4%	3%	3%	4%	3%	7%	3%	5%	3%	4%	3%	4%	3%	2%
Somewhat		*							*			*					*		*						
	57	34	23	26	19	13	40	13	4	23	33	35	10	11	31	26	5	52	7	50	26	31	29	19	9
	11%	13%	9%	12%	11%	10%	12%	9%	13%	11%	11%	14%	9%	8%	13%	10%	13%	11%	14%	11%	10%	12%	10%	13%	13%
Not very much		M							*			*					*		*						
	205	102	103	97	62	46	137	58	11	85	120	99	50	56	87	118	14	191	19	186	96	109	115	58	32
	41%	41%	42%	47%	36%	37%	41%	41%	38%	42%	41%	40%	44%	41%	37%	44%	34%	42%	38%	41%	38%	44%	41%	40%	44%
Not at all		*		DE					*			*				N	*		*						
	221	106	115	74	87	60	143	64	14	90	132	106	50	65	107	115	18	203	21	200	120	101	127	64	30
	44%	42%	46%	36%	50%	49%	43%	46%	49%	44%	45%	43%	44%	48%	46%	43%	46%	44%	42%	45%	48%	41%	45%	44%	41%
Sigma		C							*			*					*		*						
	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)	73	44	30	34	23	16	52	18	4	30	43	44	14	15	40	34	8	65	10	64	35	38	39	24	11
	15%	17%	12%	17%	13%	13%	16%	13%	13%	15%	15%	18%	12%	11%	17%	13%	20%	14%	20%	14%	14%	15%	14%	16%	15%
Low2Box - (Not very much/Not at all)		B							*			M	*				*		*						
	427	208	218	171	149	106	280	122	25	175	251	205	101	121	194	232	32	394	40	387	217	210	242	123	62
	85%	83%	88%	83%	87%	87%	84%	87%	87%	85%	85%	82%	88%	89%	83%	87%	80%	86%	80%	86%	86%	85%	86%	84%	85%
		A							*			*	*	K			*		*						

Ethical Consumer

Hi2.4. [Regulated properly] 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	18	11	6	10	3	4	7	10	*	4	14	3	15	-	14	4	1	17	4	14	17	1	10	4	5	
	4%	5%	3%	6%	2%	3%	4%	5%	*	3%	4%	3%	6%	-	4%	3%	1%	4%	5%	3%	5%	1%	6%	2%	3%	
				*	*	*	*		*	*		M	*		*	*	**		*		*	*	*	*	*	
Somewhat	24	12	12	15	4	4	14	9	1	3	21	12	9	3	19	5	1	24	2	22	17	7	8	4	12	
	5%	5%	5%	8%	3%	3%	8%	4%	1%	2%	6%	12%	4%	2%	5%	4%	1%	5%	2%	5%	5%	5%	5%	2%	7%	
				*	*	*	*		*	*		LM	*		*	*	**		*		*	*	*	*	*	
Not very much	236	126	110	91	78	67	74	87	74	74	162	42	129	65	173	63	32	203	45	190	174	62	80	65	91	
	47%	50%	45%	49%	51%	41%	44%	41%	61%	47%	47%	40%	49%	49%	47%	48%	57%	46%	55%	46%	48%	45%	46%	44%	51%	
				*	*	*	*		G*	*		*			*	*	**		*		*	*	*	*	*	
Not at all	222	105	118	69	67	86	71	105	47	75	147	48	109	65	164	59	23	200	32	191	156	67	76	76	70	
	44%	41%	48%	37%	44%	53%	43%	49%	38%	48%	43%	46%	42%	49%	44%	45%	41%	45%	38%	46%	43%	49%	44%	51%	40%	
				*	*	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)	42	23	19	26	8	9	21	20	1	7	35	15	24	3	33	9	1	41	6	36	34	8	18	7	17	
	8%	9%	8%	14%	5%	5%	13%	9%	1%	4%	10%	14%	9%	2%	9%	7%	2%	9%	7%	9%	9%	6%	11%	5%	9%	
				*	*	*	H*	H	*	*		M	*		*	*	**		*		*	*	*	*	*	
Low2Box - (Not very much/Not at all)	458	230	228	160	145	153	145	192	121	149	309	90	238	130	336	122	55	403	77	381	330	128	155	141	162	
	92%	91%	92%	86%	95%	95%	87%	91%	99%	96%	90%	86%	91%	98%	91%	93%	98%	91%	93%	91%	91%	94%	89%	95%	91%	
				*	*	*	*		FG*	*		*	*	K	*	*	**		*		*	*	*	*	*	

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	28	19	9	13	7	8	6	15	7	10	17	11	8	8	18	10	3	25	5	22	20	8	14	3	11	
	6%	8%	3%	7%	5%	5%	7%	5%	6%	5%	6%	8%	5%	4%	6%	5%	6%	5%	7%	5%	6%	5%	8%	2%	6%	
		B										M										W			W	
Somewhat	63	32	32	33	22	9	11	38	14	23	40	17	23	24	40	24	9	55	13	50	49	15	25	14	24	
	13%	13%	12%	18%	14%	6%	13%	13%	12%	11%	14%	13%	13%	12%	13%	12%	17%	12%	18%	12%	14%	10%	14%	12%	12%	
				E	E														S							
Not very much	234	109	125	93	72	69	41	146	47	89	145	62	81	90	139	94	17	217	26	207	158	75	74	67	93	
	47%	44%	49%	50%	45%	45%	49%	49%	40%	42%	50%	47%	48%	46%	47%	46%	34%	48%	36%	49%	46%	49%	40%	55%	48%	
				H							I								P				V		V	
Not at all	175	87	89	47	59	70	26	101	49	87	89	42	58	75	99	76	22	154	28	147	121	55	72	37	67	
	35%	35%	35%	26%	37%	45%	31%	34%	41%	41%	31%	32%	34%	38%	34%	37%	43%	34%	39%	34%	35%	36%	39%	30%	34%	
				C	C						J											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)	91	51	40	45	29	17	17	53	22	34	57	28	31	32	58	33	12	79	18	73	68	23	39	17	35	
	18%	21%	16%	24%	18%	11%	20%	18%	18%	16%	20%	21%	18%	16%	19%	16%	23%	18%	25%	17%	20%	15%	21%	14%	18%	
				E	E														S			W				
Low2Box - (Not very much/Not at all)	409	195	214	140	130	139	67	247	96	175	234	104	139	166	239	170	39	371	54	355	279	130	146	104	159	
	82%	79%	84%	76%	82%	89%	80%	82%	82%	84%	80%	79%	82%	84%	81%	84%	77%	82%	75%	83%	80%	85%	79%	86%	82%	
						CD													R				V			

Ethical Consumer

HI2.4. [Regulated properly] 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/Mean: - 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	40	24	16	23	10	7	10	17	14	21	20	22	6	13	24	16	12	29	11	29	25	15	18	9	13
	8%	10%	6%	13%	6%	4%	12%	8%	7%	7%	10%	9%	5%	9%	10%	6%	20%	7%	17%	7%	8%	8%	10%	7%	7%
Somewhat				DE								L		L	O		Q*		S						
	91	47	44	43	24	25	20	39	31	53	38	48	21	23	38	53	11	80	13	78	56	35	43	21	28
	18%	19%	17%	23%	15%	15%	25%	19%	15%	17%	20%	21%	16%	16%	16%	20%	18%	18%	20%	18%	18%	19%	23%	17%	14%
Not very much				DE			H								*						X				
	228	104	124	78	79	71	30	97	101	149	79	104	58	66	100	128	25	203	27	201	148	80	72	57	99
	46%	42%	49%	43%	52%	43%	37%	46%	48%	49%	41%	45%	45%	47%	43%	48%	42%	46%	41%	46%	47%	44%	38%	47%	52%
Not at all				CE			F			J							*						V		
	140	71	69	39	41	61	21	56	63	84	57	59	43	39	70	70	12	129	15	126	88	52	55	35	51
	28%	29%	27%	21%	27%	37%	26%	27%	30%	27%	29%	25%	34%	27%	30%	26%	20%	29%	23%	29%	28%	29%	29%	29%	27%
Sigma				CD			K										*								
	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)	131	72	60	66	33	32	30	56	45	74	57	69	27	36	62	69	23	109	24	107	81	51	61	29	41
	26%	29%	24%	36%	22%	20%	38%	27%	22%	24%	30%	30%	21%	25%	27%	26%	38%	25%	37%	25%	25%	28%	33%	24%	21%
Low2Box - (Not very much/Not at all)				DE			GH					L					Q*		S			X			
	369	176	193	117	120	132	51	153	164	233	136	163	100	105	170	199	37	331	42	327	237	132	127	92	150
	74%	71%	76%	64%	78%	80%	62%	73%	78%	76%	70%	70%	79%	75%	73%	74%	62%	75%	63%	75%	75%	72%	67%	76%	79%
				C		C		F		F			K				*	P		R					V

Ethical Consumer

Hi2.4. [Regulated properly] 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/Mean: - 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	7	3	3	4	-	3	-	6	1	1	6	-	4	2	7	-	1	6	1	6	6	1	1	3	3	
	1%	1%	1%	2%	-	2%	-	3%	1%	*	2%	-	1%	2%	2%	-	2%	1%	1%	1%	2%	1%	*	2%	2%	
				*					*			**		*			*		*			*				
Somewhat	55	35	20	16	28	11	20	23	12	32	23	-	40	15	41	14	9	46	17	38	46	9	16	21	18	
	11%	14%	8%	8%	17%	7%	13%	10%	11%	16%	8%	-	11%	13%	13%	7%	14%	11%	15%	10%	12%	7%	10%	11%	12%	
				*	CE				*	J		**		*			*		*			*				
Not very much	267	135	133	116	73	78	81	130	57	92	175	18	196	54	164	103	27	240	48	219	195	73	81	106	81	
	53%	53%	54%	61%	45%	53%	52%	55%	51%	47%	57%	74%	54%	48%	52%	55%	43%	55%	43%	56%	53%	56%	53%	54%	53%	
				D*					*			**		*			*		R		*		*			
Not at all	171	80	91	54	61	56	53	76	42	70	101	7	123	41	101	70	26	145	45	126	123	48	56	64	51	
	34%	31%	37%	28%	38%	38%	34%	32%	38%	36%	33%	26%	34%	37%	32%	37%	41%	33%	40%	32%	33%	36%	37%	33%	34%	
				*					*			**		*			*		*			*				
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)	62	38	23	20	28	14	20	29	13	33	29	-	44	17	48	14	10	52	18	43	52	10	16	25	20	
	12%	15%	9%	10%	17%	9%	13%	12%	11%	17%	10%	-	12%	15%	15%	7%	16%	12%	16%	11%	14%	8%	11%	13%	13%	
				*	E				*	J		**		*	O		*		*			*				
Low2Box - (Not very much/Not at all)	438	214	224	170	134	134	134	206	99	162	276	25	319	95	265	173	53	386	94	345	318	120	137	169	132	
	88%	85%	91%	90%	83%	91%	87%	88%	89%	83%	90%	100%	88%	85%	85%	93%	84%	88%	84%	89%	86%	92%	89%	87%	87%	
				*		D			*		I	**		*		N	*		*			*				



Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	3916	1898	2018	1373	1268	1275	1390	1644	842	1594	2322	1264	1744	908	2177	1740	347	3569	483	3433	2408	1508	1494	1231	1191
	49%	48%	50%	44%	49%	55%	46%	51%	49%	47%	50%	48%	51%	46%	50%	47%	48%	49%	48%	49%	48%	50%	52%	50%	45%
Somewhat		A	C	CD	F	F	I	KM	O													WX	X		
	2809	1399	1410	1187	924	698	1030	1141	622	1210	1599	898	1165	746	1501	1308	266	2543	383	2426	1808	1001	966	892	951
Not very much	35%	35%	35%	38%	36%	30%	34%	35%	36%	36%	34%	34%	34%	38%	35%	36%	37%	35%	38%	35%	36%	33%	34%	36%	36%
		DE	E											KL					S		U				
Not at all	873	473	400	397	267	209	379	311	177	399	474	306	335	231	433	440	78	795	113	760	545	328	271	245	357
	11%	12%	10%	13%	10%	9%	13%	10%	10%	12%	10%	12%	10%	12%	10%	12%	11%	11%	11%	11%	11%	11%	9%	10%	13%
Sigma		B	DE				GH	J	L						N										VW
	402	218	184	153	131	118	195	136	69	162	240	161	159	82	219	183	33	369	36	366	229	173	126	110	166
Sigma	5%	5%	5%	5%	5%	5%	7%	4%	4%	5%	5%	6%	5%	4%	5%	5%	5%	5%	4%	5%	5%	6%	4%	4%	6%
							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)	6725	3297	3428	2560	2192	1974	2419	2786	1464	2805	3921	2162	2909	1654	3678	3047	613	6112	866	5859	4216	2509	2460	2123	2142
	84%	83%	85%	82%	85%	86%	81%	86%	86%	83%	85%	82%	85%	84%	85%	83%	85%	84%	85%	84%	84%	83%	86%	86%	80%
Low2Box - (Not very much/Not at all)		A	C	C	F	F									O							X	X		
	1275	691	584	549	398	327	574	447	246	561	714	468	494	313	652	623	111	1164	149	1126	774	501	397	355	522
Low2Box - (Not very much/Not at all)	16%	17%	15%	18%	15%	14%	19%	14%	14%	17%	15%	18%	15%	16%	15%	17%	15%	16%	15%	16%	16%	17%	14%	14%	20%
		B	DE				GH					L				N									VW

Ethical Consumer

HI2.5. [Taking advantage of workers] 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,

Proportions/Mean: - 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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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	3916	218	232	324	225	365	289	212	341	282	47	204	190	127	326	322	211
	49%	44%	46%	65%	45%	73%	58%	42%	68%	56%	9%	41%	38%	25%	65%	64%	42%
		JM	JLM	ABDFGIJKLM P	JLM	ABCDFGIJKL MNOP	ABDGJKLMP	JM	ABDFGIJKLM P	ABDGJKLMP		JM	JM	J	ABDFGIJKLM P	ABDGIJKLMP	JM
Somewhat	2809	198	186	121	199	62	162	226	113	160	244	229	197	276	122	112	203
	35%	40%	37%	24%	40%	12%	32%	45%	23%	32%	49%	46%	39%	55%	24%	22%	41%
		CEFHINO	CEFHINO	E	CEFHINO		CEHNO	BCDEFHILNO	E	CEHNO	ABCDEFHILN OP	BCEFHINO	CEFHINO	ABCDEFGHIJ KLNOP	E	E	CEFHINO
Not very much	873	47	52	26	55	26	36	46	30	34	181	43	78	79	33	45	60
	11%	9%	10%	5%	11%	5%	7%	9%	6%	7%	36%	9%	16%	16%	7%	9%	12%
		CE	CEFHIN		CEFHIN			CEHN			ABCDEFGHIK LMNOP	E	ABCDEFGHIK NO	ABCDEFGHIK NO		E	CEFHIN
Not at all	402	37	29	29	21	47	13	16	16	24	28	25	34	18	18	20	26
	5%	7%	6%	6%	4%	9%	3%	3%	3%	5%	6%	5%	7%	4%	4%	4%	5%
		DFGHMN	FGH	FG		BCDFGHIJKM NOP				F	FGH		DFGHMN				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)	6725	415	419	445	424	427	451	438	454	442	291	433	387	404	448	434	414
	84%	83%	84%	89%	85%	85%	90%	88%	91%	88%	58%	87%	77%	81%	90%	87%	83%
		JL	JL	ABDJLMP	JL	JLM	ABDEJLMP	ABJLMP	ABDEJLMP	ABDJLMP		JLM	J	J	ABDEJLMP	JLM	JL
Low2Box - (Not very much/Not at all)	1275	85	81	55	76	73	49	62	46	58	209	67	113	96	52	66	86
	16%	17%	16%	11%	15%	15%	10%	12%	9%	12%	42%	13%	23%	19%	10%	13%	17%
		CFGHIN	CFGHIN		CFHIN	FHN					ABCDEFGHIK LMNOP		ABCDEFGHIK NOP	CEFGHIKNO			CFGHIN

Ethical Consumer

HI2.5. [Taking advantage of workers] 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 whe

Proportions/Mean: - 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	3916	436	218	2856	407	1631	-	-
	49%	44%	44%	57%	27%	47%	-	-
		D	D	ABDE		AD		
Somewhat	2809	401	198	1504	706	1255	-	-
	35%	40%	40%	30%	47%	36%	-	-
		CE	C		ABCE	C		
Not very much	873	116	47	397	312	438	-	-
	11%	12%	9%	8%	21%	13%	-	-
		C			ABCE	C		
Not at all	402	46	37	243	75	176	-	-
	5%	5%	7%	5%	5%	5%	-	-
			ACDE					
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	6725	838	415	4360	1113	2886	-	-
	84%	84%	83%	87%	74%	82%	-	-
		D	D	ABDE		D		
Low2Box - (Not very much/Not at all)	1275	162	85	640	387	614	-	-
	16%	16%	17%	13%	26%	18%	-	-
		C	C		ABCE	C		

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	218	96	122	101	61	56	105	87	26	68	149	133	54	30	108	109	25	193	27	191	138	80	124	56	37	
	44%	39%	48%	41%	43%	51%	39%	49%	53%	47%	42%	41%	46%	55%	46%	41%	47%	43%	50%	43%	48%	37%	46%	41%	39%	
									*					K			*		*		U				*	
Somewhat	198	104	94	100	53	44	110	70	17	51	147	135	43	19	84	114	18	179	19	179	98	99	107	50	40	
	40%	42%	37%	40%	37%	41%	41%	39%	34%	35%	42%	41%	36%	35%	36%	43%	35%	40%	35%	40%	35%	46%	40%	37%	43%	
									*								*		*		T				*	
Not very much	47	27	20	27	13	7	30	12	6	18	29	29	14	5	25	22	5	42	4	44	25	23	24	14	9	
	9%	11%	8%	11%	9%	6%	11%	7%	11%	13%	8%	9%	12%	8%	11%	8%	10%	9%	7%	10%	9%	11%	9%	10%	9%	
									*								*		*						*	
Not at all	37	18	19	20	15	2	26	10	1	9	28	29	8	1	15	22	5	33	4	34	24	14	14	15	8	
	7%	7%	8%	8%	11%	1%	10%	6%	2%	6%	8%	9%	6%	2%	7%	8%	9%	7%	7%	8%	8%	6%	5%	11%	9%	
				E	E				*				M				*		*			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 - (Very much/Somewhat)	415	200	216	201	115	100	215	157	43	119	296	268	97	49	192	223	43	372	45	370	236	179	231	107	77	
	83%	81%	85%	81%	80%	92%	79%	88%	87%	81%	84%	82%	82%	90%	83%	83%	81%	83%	86%	83%	83%	83%	86%	78%	82%	
						CD		F	*								*		*						*	
Low2Box - (Not very much/Not at all)	85	45	39	48	29	8	56	22	6	28	57	58	21	6	41	44	10	75	7	77	49	36	38	29	17	
	17%	19%	15%	19%	20%	8%	21%	12%	13%	19%	16%	18%	18%	10%	17%	17%	19%	17%	14%	17%	17%	17%	14%	22%	18%	
				E	E		G		*								*		*						*	

Ethical Consumer

H12.5. [Taking advantage of workers] 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		METRO	NON-METRO	VIC/TAS	Region		QLD	SA/NT	WA	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	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) Base: All Respondents (wtd) Very much	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		
	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		
	232	111	122	79	79	74	52	117	63	99	133	66	136	30	125	107	28	205	33	199	147	86	141	91	79	68	33	30	21	97	56	7		
	46%	45%	48%	40%	46%	56%	52%	42%	51%	45%	48%	51%	46%	41%	47%	46%	52%	46%	51%	46%	46%	47%	42%	56%	48%	45%	39%	54%	53%	49%	45%	45		
Somewhat						CD		G				M					*		*			V						Z*	*					
	186	95	91	81	62	43	35	109	41	84	102	48	108	30	104	82	18	168	25	161	120	66	134	52	62	60	35	17	13	71	50	6		
	37%	38%	36%	41%	36%	32%	35%	40%	34%	38%	37%	37%	37%	40%	39%	35%	34%	38%	38%	37%	38%	36%	40%	32%	37%	40%	41%	30%	32%	36%	40%	37		
																							W											
Not very much	52	25	27	28	18	6	6	34	13	26	26	10	33	10	19	33	5	47	6	46	36	16	42	11	16	14	12	6	4	19	13	2		
	10%	10%	11%	14%	11%	5%	6%	12%	10%	12%	9%	7%	11%	14%	7%	14%	10%	11%	9%	11%	11%	9%	12%	7%	9%	9%	15%	11%	9%	9%	11%	12		
																	*		*				W					*	*					
Not at all	29	17	12	8	12	9	7	16	6	13	16	7	18	4	17	13	2	27	1	28	14	15	19	10	10	10	4	3	2	12	6	1		
	6%	7%	5%	4%	7%	7%	7%	6%	5%	6%	6%	5%	6%	6%	6%	5%	4%	6%	2%	6%	4%	8%	6%	6%	6%	5%	5%	5%	6%	6%	5%	6		
																	*		*								*	*						
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%	100%	100%	
Summary																																		
Top2Box - (Very much/Somewhat)	419	206	213	161	141	117	88	227	105	184	235	115	244	60	229	189	46	373	58	360	267	151	276	143	141	129	68	47	34	169	106	14		
	84%	83%	84%	82%	82%	88%	87%	82%	85%	83%	85%	87%	83%	81%	87%	81%	86%	83%	89%	83%	84%	83%	82%	87%	85%	84%	80%	84%	85%	85%	85%	85%	82	
Low2Box - (Not very much/Not at all)												M			O		*		*									*	*					
	81	42	39	36	30	15	13	49	19	39	43	17	50	14	36	46	7	74	7	74	50	31	60	21	25	24	17	9	6	31	19	3		
	16%	17%	16%	18%	18%	12%	13%	18%	15%	17%	15%	13%	17%	19%	13%	19%	14%	17%	11%	17%	16%	17%	18%	13%	15%	16%	20%	16%	15%	15%	15%	18		
												K			N		*		*									*	*					

Ethical Consumer

HI2.5. [Taking advantage of workers] 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	324	165	160	107	100	118	128	126	70	113	211	125	116	84	189	135	13	312	23	302	166	158	153	69	103	163	161	61	90	17	
	65%	66%	64%	58%	63%	75%	67%	63%	65%	65%	65%	72%	62%	59%	65%	65%	47%	66%	56%	66%	60%	71%	64%	57%	72%	66%	64%	60%	63%	68%	
				CD													**		*		T				W		*				
Somewhat	121	52	69	57	37	27	45	49	27	39	82	33	46	41	77	44	10	110	14	107	81	40	66	29	26	48	73	22	39	5%	
	24%	21%	28%	31%	23%	17%	24%	24%	25%	22%	25%	19%	25%	29%	26%	21%	39%	23%	34%	23%	29%	18%	28%	24%	18%	20%	29%	22%	27%	23%	
				E													**		*		U		X		Y		*				
Not very much	26	19	7	10	10	6	8	11	7	10	17	6	12	8	13	13	2	24	3	23	14	12	9	8	9	17	9	7	1%		
	5%	8%	3%	5%	6%	4%	4%	6%	7%	5%	5%	3%	7%	6%	4%	6%	7%	5%	7%	5%	5%	5%	4%	7%	6%	7%	4%	9%	5%	4%	
				B													**		*								*				
Not at all	29	16	13	11	12	6	10	14	5	13	16	9	11	9	14	14	2	27	1	28	16	13	10	14	5	19	10	9	7	1%	
	6%	6%	5%	6%	8%	4%	5%	7%	4%	8%	5%	5%	6%	6%	5%	7%	7%	6%	2%	6%	6%	6%	4%	12%	3%	8%	4%	9%	5%	5%	
																	**		*				VX				*				
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%	100%
Summary																															
Top2Box - (Very much/Somewhat)	445	216	229	164	137	145	173	175	97	152	294	158	162	125	266	179	23	422	36	409	248	198	219	97	129	211	234	83	130	23	
	89%	86%	92%	89%	86%	92%	90%	88%	89%	87%	90%	92%	87%	88%	91%	87%	86%	89%	90%	89%	89%	89%	92%	81%	90%	85%	93%	82%	90%	91%	
				A													**		*			W			W	Y	*			a	
Low2Box - (Not very much/Not at all)	55	35	20	21	22	12	18	25	12	23	32	14	24	17	27	28	4	51	4	51	30	25	19	22	14	36	19	18	14	2%	
	11%	14%	8%	11%	14%	8%	10%	12%	11%	13%	10%	8%	13%	12%	9%	13%	14%	11%	10%	11%	11%	11%	8%	19%	10%	15%	7%	18%	10%	9%	
				B													**		*				VX		Z	c*					

Ethical Consumer

HI2.5. [Taking advantage of workers] 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		Prairies	Atlantic	Alberta	Region	Northwest Territories	Ontario	Quebec	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				BC				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	19
Very much	225	111	114	76	65	84	49	90	86	110	116	86	100	39	110	115	21	205	28	197	135	90	14	13	23	33	-	89	54	77	64	8
	45%	45%	45%	43%	39%	54%	45%	47%	43%	47%	43%	46%	45%	44%	44%	46%	45%	45%	48%	45%	43%	48%	41%	42%	42%	48%	-	50%	40%	48%	45%	43
						CD											*					*	*	*	*		b					
Somewhat	199	94	104	73	73	52	38	80	81	89	110	70	91	38	102	96	17	181	21	178	129	69	15	14	21	24	-	61	64	63	57	7
	40%	38%	41%	41%	43%	34%	35%	42%	40%	38%	41%	37%	41%	42%	41%	39%	37%	40%	36%	40%	41%	37%	44%	44%	40%	35%	-	34%	48%	39%	40%	40
					E												*					*	*	*	*		Ya					
Not very much	55	29	26	21	23	12	15	14	27	25	30	19	25	11	29	26	6	50	8	48	37	19	4	4	6	9	-	20	12	16	18	2
	11%	12%	10%	12%	14%	8%	14%	7%	13%	11%	11%	10%	11%	13%	12%	11%	13%	11%	13%	11%	12%	10%	12%	12%	12%	14%	-	11%	9%	10%	13%	11
					E				G								*					*	*	*	*							
Not at all	21	12	8	7	7	6	7	7	6	9	11	11	8	2	8	12	2	18	1	19	11	9	1	1	3	2	-	8	5	6	3	1
	4%	5%	3%	4%	4%	4%	7%	4%	3%	4%	4%	6%	4%	2%	3%	5%	5%	4%	2%	4%	4%	5%	3%	2%	6%	3%	-	5%	4%	3%	2%	6
							H					M					*					*	*	*	*							
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	19
	100%	100%	100%	100%	100%	100%	100%	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)	424	206	218	149	138	136	87	171	167	198	226	156	191	77	213	211	38	386	49	375	264	160	29	27	44	56	-	150	118	140	121	16
	85%	83%	86%	84%	82%	88%	79%	89%	83%	85%	85%	84%	85%	86%	85%	85%	83%	85%	85%	85%	85%	85%	85%	85%	82%	83%	-	84%	87%	87%	85%	83
						D		FH									*					*	*	*	*							
Low2Box - (Not very much/Not at all)	76	41	35	28	30	18	23	21	33	35	41	30	33	13	37	39	8	68	9	67	48	28	5	5	10	11	-	28	17	22	21	3
	15%	17%	14%	16%	18%	12%	21%	11%	17%	15%	15%	16%	15%	14%	15%	15%	17%	15%	15%	15%	15%	15%	15%	15%	18%	17%	-	16%	13%	13%	15%	17
					E		G		G								*					*	*	*	*							

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Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	365	180	185	129	103	133	87	193	85	123	242	123	157	84	227	138	15	350	27	338	225	140	87	119	159
	73%	73%	73%	68%	74%	78%	65%	76%	74%	73%	73%	74%	75%	68%	74%	71%	79%	73%	78%	73%	74%	71%	74%	75%	71%
Somewhat		C	F	F													*		*						
	62	31	31	30	19	13	23	29	11	18	44	19	24	20	35	28	*	62	3	59	38	25	13	17	32
	12%	13%	12%	16%	14%	8%	17%	11%	10%	11%	13%	11%	11%	16%	11%	14%	2%	13%	9%	13%	13%	12%	11%	11%	14%
Not very much		E	E	GH													*		*						
	26	13	12	14	8	4	8	11	6	9	17	9	8	9	15	11	2	23	3	23	16	9	7	8	11
	5%	5%	5%	7%	5%	2%	6%	5%	5%	5%	5%	5%	4%	7%	5%	6%	12%	5%	9%	5%	5%	5%	6%	5%	5%
Not at all		E															Q*		*						
	47	22	25	17	10	20	15	20	12	18	29	16	20	11	29	18	1	46	1	46	23	23	10	14	23
	9%	9%	10%	9%	7%	12%	11%	8%	11%	11%	9%	10%	9%	9%	10%	9%	6%	10%	4%	10%	8%	12%	9%	9%	10%
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)	427	212	216	159	122	146	110	221	97	141	286	142	181	104	262	166	15	412	30	398	263	165	100	136	191
	85%	86%	85%	84%	87%	86%	82%	88%	84%	84%	86%	85%	87%	84%	86%	85%	82%	86%	87%	85%	87%	83%	85%	86%	85%
Low2Box - (Not very much/Not at all)																	*		*						
	73	35	37	31	18	24	23	31	18	27	46	25	28	20	44	29	3	69	4	68	40	33	17	22	34
	15%	14%	15%	16%	13%	14%	18%	12%	16%	16%	14%	15%	13%	16%	14%	15%	18%	14%	13%	15%	13%	17%	15%	14%	15%
																	*		*						

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	Germany																						
	Germany 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	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	289	141	148	87	112	90	111	97	81	104	184	72	171	46	193	96	26	263	47	242	187	102	78	96	114
	58%	56%	60%	50%	59%	65%	60%	60%	53%	57%	58%	64%	60%	45%	58%	57%	59%	58%	53%	59%	57%	58%	61%	59%	55%
Somewhat	162	85	77	66	63	33	54	50	58	64	98	32	90	39	104	58	14	148	32	130	108	54	39	52	70
	32%	34%	31%	38%	33%	24%	29%	31%	38%	35%	31%	28%	32%	39%	31%	34%	33%	32%	36%	32%	33%	31%	30%	32%	34%
Not very much	36	21	15	15	12	9	16	10	10	9	27	7	16	13	25	11	3	33	9	27	22	14	10	10	16
	7%	8%	6%	9%	6%	7%	9%	6%	6%	5%	8%	6%	6%	13%	8%	6%	8%	7%	10%	7%	7%	8%	8%	6%	7%
Not at all	13	6	7	4	4	5	5	5	4	6	7	2	8	3	9	5	-	13	1	12	9	5	1	4	8
	3%	2%	3%	2%	2%	4%	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	-	3%	2%	3%	3%	3%	1%	3%	4%
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)	451	226	225	153	175	123	165	147	139	168	282	104	261	85	297	153	40	411	79	372	295	156	118	148	185
	90%	89%	91%	89%	92%	89%	89%	91%	91%	92%	89%	92%	92%	84%	90%	91%	92%	90%	89%	90%	91%	89%	91%	91%	89%
Low2Box - (Not very much/Not at all)	49	27	23	19	16	15	21	15	14	15	34	9	24	16	34	15	3	46	10	39	31	19	11	14	24
	10%	11%	9%	11%	8%	11%	11%	9%	9%	8%	11%	8%	8%	16%	10%	9%	8%	10%	11%	10%	9%	11%	9%	9%	11%

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	
Very much	341	164	177	122	98	120	130	163	8	129	213	78	211	52	175	166	20	321	21	320	188	153	131	150	60	
	68%	67%	69%	61%	72%	75%	68%	71%	51% **	72%	66%	60%	72%	68%	67%	70%	54% *	69% P	58% *	69%	67%	69%	71%	68%	63% *	
Somewhat	113	56	56	54	32	27	41	51	4	35	78	36	59	18	60	53	11	101	10	102	63	49	38	51	24	
	23%	23%	22%	27%	23%	17%	21%	22%	25% **	19%	24%	28%	20%	23%	23%	22%	30% *	22%	29% *	22%	23%	22%	21%	23%	25% *	
Not very much	30	18	13	20	4	6	13	10	2	9	22	8	18	4	15	15	2	29	1	30	17	13	11	10	9	
	6%	7%	5%	10% DE	3%	4%	7%	4%	11% **	5%	7%	6%	6%	5% *	6%	6%	5% *	6%	2% *	6%	6%	6%	6%	5%	9% *	
Not at all	16	6	10	6	3	7	9	4	2	7	9	7	6	3	11	5	4	11	4	12	11	5	4	9	3	
	3%	3%	4%	3%	2%	4%	4%	2%	13% **	4%	3%	6%	2%	4% *	4%	2%	12% Q*	2%	11% S*	3%	4%	2%	2%	4%	3% *	
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)	454	220	234	176	131	147	172	214	11	164	290	114	270	70	235	218	32	422	32	422	251	203	169	201	84	
	91%	90%	91%	87%	95%	92%	89%	94%	77% **	91%	91%	88%	92%	91% *	90%	92%	84% *	91%	87% *	91%	90%	92%	92%	91%	87% *	
Low2Box - (Not very much/Not at all)	46	24	22	26	7	13	21	14	3	16	30	15	24	7	26	20	6	40	5	41	28	18	15	19	12	
	9%	10%	9%	13% D	5%	8%	11%	6%	23% **	9%	9%	12%	8%	9% *	10%	8%	16% *	9%	13% *	9%	10%	8%	8%	9%	13% *	

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	282	137	145	95	111	76	86	131	65	122	160	137	114	31	137	145	21	262	32	250	151	131	164	60	58
	56%	55%	58%	52%	58%	59%	52%	60%	56%	57%	56%	56%	58%	53%	54%	58%	47%	57%	48%	58%	54%	59%	59%	53%	53%
Somewhat		F															*								
	160	78	82	64	56	39	51	69	39	71	88	77	62	20	84	76	19	141	27	133	98	62	84	42	34
	32%	31%	33%	35%	30%	30%	31%	32%	34%	33%	31%	32%	31%	35%	33%	31%	43%	31%	41%	31%	35%	28%	30%	37%	31%
Not very much		Q*															S								
	34	21	12	14	14	6	17	10	7	11	23	18	12	4	15	19	2	32	3	31	18	15	20	6	8
	7%	9%	5%	8%	7%	5%	10%	5%	6%	5%	8%	7%	6%	6%	6%	8%	5%	7%	4%	7%	7%	7%	7%	5%	7%
Not at all		B															*								
	24	14	10	8	9	7	12	8	4	11	13	11	10	3	16	8	2	22	4	20	12	12	11	5	9
	5%	6%	4%	5%	5%	6%	7%	4%	4%	5%	5%	5%	5%	6%	6%	3%	6%	5%	6%	5%	4%	5%	4%	4%	8%
Sigma		O															*								
	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)	442	215	227	159	167	116	137	200	104	194	248	214	177	51	221	221	39	403	59	383	249	193	248	102	91
	88%	86%	91%	88%	88%	90%	83%	92%	90%	90%	87%	88%	89%	88%	88%	89%	90%	88%	90%	88%	89%	88%	89%	91%	84%
Low2Box - (Not very much/Not at all)		A															*								
	58	35	23	22	23	13	29	18	11	22	36	29	22	7	31	27	4	54	7	51	31	27	30	11	17
	12%	14%	9%	12%	12%	10%	17%	8%	10%	10%	13%	12%	11%	12%	12%	11%	10%	12%	10%	12%	11%	12%	11%	9%	16%
		B						GH									*								

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	47	26	21	19	15	13	28	16	3	23	23	27	8	12	20	27	3	44	6	41	30	17	6	18	22	
	9%	10%	8%	10%	9%	8%	8%	11%	13%	9%	10%	9%	9%	11%	9%	10%	12%	9%	15%	9%	9%	9%	15%	13%	7%	
									*								*		*			X*	X			
Somewhat	244	122	122	80	87	77	169	64	11	137	107	140	47	57	119	125	15	229	28	216	159	84	21	73	150	
	49%	49%	49%	43%	54%	50%	50%	45%	48%	50%	47%	47%	52%	49%	54%	45%	67%	48%	64%	47%	50%	47%	50%	52%	47%	
					C				*						O		Q*		S*			*				
Not very much	181	87	94	72	50	59	120	54	7	102	79	108	31	42	72	109	4	177	8	173	116	65	15	40	126	
	36%	35%	38%	39%	31%	38%	36%	38%	31%	37%	35%	36%	35%	36%	33%	39%	18%	37%	18%	38%	36%	36%	35%	29%	40%	
					*				*						*		P	*	R			*	*	W		
Not at all	28	15	13	14	8	6	19	7	2	12	17	21	3	4	9	19	1	28	1	27	16	13	-	9	19	
	6%	6%	5%	8%	5%	4%	6%	5%	8%	4%	7%	7%	4%	3%	4%	7%	3%	6%	3%	6%	5%	7%	-	6%	6%	
					*				*			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)	291	148	142	99	102	90	197	80	14	160	130	166	55	69	139	152	17	273	34	257	189	101	27	91	172	
	58%	59%	57%	53%	64%	58%	59%	57%	61%	58%	58%	56%	61%	60%	63%	54%	79%	57%	79%	56%	59%	57%	65%	65%	54%	
					C				*						O		Q*		S*			*	X			
Low2Box - (Not very much/Not at all)	209	103	107	87	58	65	139	61	9	114	96	129	35	46	81	128	5	205	9	200	132	78	15	49	145	
	42%	41%	43%	47%	36%	42%	41%	43%	39%	42%	42%	44%	39%	40%	37%	46%	21%	43%	21%	44%	41%	43%	35%	35%	46%	
				D					*						N		*	P	*	R		*	*	W		

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	190	99	91	66	60	64	151	38	1	93	98	37	129	25	97	93	19	172	24	166	117	73	91	66	33
	38%	40%	36%	31%	42%	44%	38%	40%	32%	41%	35%	35%	39%	36%	46%	32%	50%	37%	43%	37%	42%	33%	39%	39%	34%
				C		C		*	**			*		*	O		*		*						*
Somewhat	197	94	103	89	54	55	160	35	2	79	118	47	119	31	75	122	13	185	15	183	101	96	93	65	40
	39%	38%	41%	41%	38%	38%	40%	37%	47%	35%	43%	45%	36%	45%	35%	42%	34%	40%	27%	41%	36%	44%	40%	38%	41%
				*		**		*	**			*		*			*		*						*
Not very much	78	39	40	44	20	14	63	16	-	36	42	15	55	8	25	53	5	73	15	63	44	34	41	24	13
	16%	16%	16%	21%	15%	9%	16%	16%	-	16%	15%	14%	17%	12%	12%	18%	14%	16%	27%	14%	16%	16%	18%	14%	13%
				E				*	**			*		*			*		S*						*
Not at all	34	16	18	16	7	12	27	7	1	16	18	5	23	6	15	20	1	33	2	33	20	15	8	15	12
	7%	6%	7%	7%	5%	8%	7%	7%	21%	7%	7%	5%	7%	8%	7%	7%	3%	7%	3%	7%	7%	7%	3%	9%	12%
				*		**		*	**			*		*			*		*					V	V*
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)	387	193	194	155	113	119	311	74	3	171	216	84	248	56	172	215	31	356	39	349	219	169	184	130	73
	77%	78%	77%	72%	81%	82%	78%	77%	79%	77%	78%	81%	76%	80%	81%	75%	84%	77%	70%	78%	77%	78%	79%	77%	75%
				C				*	**			*		*			*		*						*
Low2Box - (Not very much/Not at all)	113	55	58	60	27	25	90	22	1	52	60	20	79	14	40	73	6	106	17	96	64	49	49	39	25
	23%	22%	23%	28%	19%	18%	22%	23%	21%	23%	22%	19%	24%	20%	19%	25%	16%	23%	30%	22%	23%	22%	21%	23%	25%
				E				*	**			*		*			*		*						*

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	127	70	58	44	51	32	20	42	66	75	53	2	35	90	66	61	19	109	26	102	90	37	42	61	24	
	25%	28%	23%	21%	27%	32%	22%	22%	30%	27%	23%	11%	25%	26%	25%	26%	26%	25%	28%	25%	25%	26%	26%	26%	23%	
Somewhat		C					*					**					*		*							
	276	132	144	125	103	49	58	105	114	143	133	9	82	185	139	137	39	237	48	228	198	78	79	143	55	
	55%	52%	58%	59%	54%	48%	64%	54%	53%	53%	58%	50%	58%	54%	53%	58%	54%	55%	53%	56%	55%	55%	49%	60%	54%	
Not very much							*					**					*		*			V				
	79	42	37	37	26	16	8	42	28	45	34	3	19	56	47	32	10	68	14	65	57	22	31	30	17	
	16%	17%	15%	18%	14%	16%	9%	22%	13%	16%	15%	20%	14%	16%	18%	13%	14%	16%	15%	16%	16%	15%	20%	13%	17%	
Not at all							*	FH				**					*		*							
	18	9	9	5	9	4	5	4	9	10	8	3	4	10	11	7	4	14	4	14	12	6	8	4	6	
	4%	3%	4%	2%	5%	4%	5%	2%	4%	4%	4%	19%	3%	3%	4%	3%	5%	3%	4%	3%	3%	4%	5%	2%	6%	
Sigma							*					**					*		*			W				
	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)	404	202	202	169	154	81	78	146	180	218	186	11	117	276	205	198	58	346	74	330	288	115	121	204	79	
	81%	80%	82%	80%	82%	80%	86%	76%	83%	80%	82%	61%	83%	81%	78%	84%	80%	81%	81%	81%	81%	81%	75%	86%	77%	
Low2Box - (Not very much/Not at all)							*					**					*		*			V				
	96	51	46	42	35	20	13	46	37	54	42	7	24	66	58	39	14	82	18	79	69	28	39	34	23	
	19%	20%	18%	20%	18%	20%	14%	24%	17%	20%	18%	39%	17%	19%	22%	16%	20%	19%	19%	19%	19%	25%	14%	23%		
							*					**					*		*		W					



Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	326	152	174	128	118	81	215	92	19	132	194	153	79	93	153	174	26	301	31	296	171	155	189	97	40	
	65%	60%	70%	62%	68%	66%	65%	66%	68%	64%	66%	62%	69%	68%	65%	65%	63%	65%	61%	66%	68%	63%	67%	66%	55%	
		A							*				*	K			*		*			X	X			
Somewhat	122	68	54	54	41	26	81	34	7	55	67	62	28	33	59	64	9	113	11	111	61	61	68	39	15	
	24%	27%	22%	26%	24%	22%	24%	24%	25%	27%	23%	25%	24%	24%	25%	24%	23%	25%	22%	25%	24%	25%	24%	27%	21%	
		*							*				*				*		*							
Not very much	33	20	13	17	8	8	23	8	2	11	22	22	6	5	13	20	4	29	6	27	14	19	13	8	12	
	7%	8%	5%	9%	4%	7%	7%	6%	8%	5%	7%	9%	5%	3%	6%	8%	10%	6%	13%	6%	5%	8%	5%	5%	17%	
		D							*			M	*				*		S*						VW	
Not at all	18	11	7	6	6	7	13	6	-	8	11	12	1	6	10	9	1	17	2	17	6	12	10	2	6	
	4%	5%	3%	3%	3%	6%	4%	4%	-	4%	4%	5%	1%	4%	4%	3%	3%	4%	4%	4%	2%	5%	4%	2%	8%	
		*							*				*				*		*						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 - (Very much/Somewhat)	448	221	228	182	159	107	296	126	26	187	262	215	107	126	211	237	35	413	42	407	232	216	257	136	55	
	90%	88%	92%	89%	92%	87%	89%	90%	92%	91%	89%	86%	94%	92%	90%	89%	86%	90%	84%	90%	92%	87%	92%	93%	75%	
		A							*				K*	K			*		*		U		X	X		
Low2Box - (Not very much/Not at all)	52	31	20	23	13	15	36	14	2	19	33	34	7	11	23	29	5	46	8	43	20	32	24	10	18	
	10%	12%	8%	11%	8%	13%	11%	10%	8%	9%	11%	14%	6%	8%	10%	11%	14%	10%	16%	10%	8%	13%	8%	7%	25%	
		B							*			LM	*				*		*		T				VW	



Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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																							
	Sweden 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	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	322	147	175	103	102	117	90	153	79	111	212	65	166	91	228	94	34	289	45	277	241	81	96	109	118
	64%	58%	71%	55%	67%	72%	54%	72%	64%	71%	61%	62%	63%	69%	62%	72%	60%	65%	54%	66%	66%	59%	55%	73%	66%
		A	*	*	*	C*	*	F	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	V*	*
Somewhat	112	61	52	52	34	26	45	37	30	35	77	24	60	28	89	23	12	100	30	83	82	30	47	27	39
	22%	24%	21%	28%	22%	16%	27%	17%	24%	23%	22%	23%	23%	21%	24%	18%	22%	23%	36%	20%	23%	22%	27%	18%	22%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	S*	*	*	*	*	*	*	*
Not very much	45	29	16	21	13	12	16	15	14	8	38	10	28	8	35	11	10	35	8	37	27	19	18	10	17
	9%	12%	7%	11%	8%	7%	10%	7%	11%	5%	11%	10%	10%	6%	9%	8%	18%	8%	10%	9%	7%	14%	10%	7%	9%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*
Not at all	20	16	4	9	4	6	14	6	-	2	18	5	9	6	18	2	*	20	*	20	14	6	13	3	5
	4%	6%	2%	5%	3%	4%	8%	3%	-	1%	5%	5%	3%	5%	5%	2%	1%	4%	*	5%	4%	5%	8%	2%	3%
		*	*	*	*	*	H*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*
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)	434	208	226	155	136	143	136	190	108	146	288	90	226	119	317	118	46	388	75	360	324	111	142	135	157
	87%	82%	92%	84%	89%	89%	82%	90%	89%	94%	84%	85%	86%	90%	86%	90%	82%	88%	90%	86%	89%	81%	82%	91%	88%
		A	*	*	*	*	*	*	*	J*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*
Low2Box - (Not very much/Not at all)	66	46	20	30	17	18	30	21	14	10	56	15	37	14	53	13	10	55	8	57	40	25	31	13	21
	13%	18%	8%	16%	11%	11%	18%	10%	11%	6%	16%	15%	14%	10%	14%	10%	18%	12%	10%	14%	11%	19%	18%	9%	12%
		B	*	*	*	*	*	*	*	*	I	*	*	*	*	*	**	*	*	*	*	*	*	*	*

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	212	106	106	68	66	79	38	127	46	89	123	55	65	92	124	88	24	188	34	178	143	69	93	45	74	
	42%	43%	42%	37%	41%	50%	46%	43%	40%	43%	42%	41%	38%	47%	42%	43%	48%	42%	47%	42%	41%	45%	50%	37%	38%	
		CD												L									WX			
Somewhat	226	106	120	93	73	60	30	140	55	93	133	60	84	82	136	90	19	207	29	197	166	60	74	58	94	
	45%	43%	47%	50%	46%	38%	36%	47%	47%	45%	46%	45%	50%	41%	46%	44%	38%	46%	40%	46%	48%	39%	40%	47%	48%	
				E	E			F	F				M							U				V		
Not very much	46	24	22	20	14	12	10	27	9	21	25	14	14	18	26	20	5	41	8	38	28	18	12	15	19	
	9%	10%	9%	11%	9%	8%	12%	9%	8%	10%	9%	11%	8%	9%	9%	10%	10%	9%	11%	9%	8%	12%	7%	12%	10%	
																							V			
Not at all	16	9	7	5	7	5	5	5	6	6	10	4	7	6	11	6	2	14	1	15	10	6	6	4	7	
	3%	4%	3%	3%	4%	3%	6%	2%	6%	3%	4%	3%	4%	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%	
				G				G	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 - (Very much/Somewhat)	438	212	225	161	139	138	69	268	102	182	256	114	149	174	260	178	43	395	63	375	309	129	167	102	169	
	88%	86%	89%	87%	87%	89%	82%	89%	87%	87%	88%	86%	88%	88%	88%	87%	86%	88%	87%	88%	89%	84%	90%	84%	87%	
						F																W				
Low2Box - (Not very much/Not at all)	62	34	29	24	20	17	15	32	16	27	35	18	20	24	36	26	7	55	10	52	38	24	18	19	25	
	12%	14%	11%	13%	13%	11%	18%	11%	13%	13%	12%	14%	12%	12%	12%	13%	14%	12%	13%	12%	11%	16%	10%	16%	13%	
						G																V				

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	211	96	115	73	59	79	27	85	99	129	82	93	53	65	100	111	25	186	28	183	138	73	91	55	65	
	42%	39%	45%	40%	38%	48%	34%	41%	47%	42%	42%	40%	42%	46%	43%	41%	42%	42%	42%	42%	43%	40%	48%	45%	34%	
		D				F											*					X	X			
Somewhat	203	99	103	80	61	62	31	96	76	129	74	97	53	52	91	112	24	179	27	176	126	77	73	50	80	
	41%	40%	41%	44%	39%	38%	38%	46%	36%	42%	38%	42%	42%	37%	39%	42%	40%	41%	41%	41%	40%	42%	39%	41%	42%	
						H											*									
Not very much	60	35	25	20	25	16	12	20	28	39	21	25	14	21	32	29	8	52	9	51	41	20	16	12	32	
	12%	14%	10%	11%	16%	10%	15%	10%	13%	13%	11%	11%	11%	15%	14%	11%	14%	12%	14%	12%	13%	11%	9%	10%	17%	
						E											*								VW	
Not at all	26	17	9	10	9	7	10	9	7	10	16	17	7	2	10	16	3	23	2	24	13	13	8	4	14	
	5%	7%	4%	5%	6%	4%	13%	4%	3%	3%	8%	7%	5%	2%	4%	6%	4%	5%	3%	5%	4%	7%	4%	3%	7%	
						GH					I		M	M			*								W	
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)	414	196	218	153	119	141	58	181	174	258	156	190	107	117	191	223	49	365	55	359	264	150	164	105	145	
	83%	79%	86%	84%	78%	86%	72%	86%	83%	84%	81%	82%	84%	83%	82%	83%	82%	83%	83%	83%	83%	82%	87%	87%	76%	
			A			D		F	F								*					X	X			
Low2Box - (Not very much/Not at all)	86	52	34	29	34	23	23	29	35	49	38	42	20	24	42	44	11	75	11	75	54	33	24	16	46	
	17%	21%	14%	16%	22%	14%	28%	14%	17%	16%	19%	18%	16%	17%	18%	17%	18%	17%	17%	17%	17%	18%	13%	13%	24%	
		B			E		GH										*								VW	

Ethical Consumer

Hi2.5. [Taking advantage of workers] 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/Mean: - 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	204	97	107	75	67	61	72	86	45	75	129	11	149	43	124	79	31	172	52	152	141	62	65	88	51	
	41%	38%	43%	40%	41%	41%	47%	37%	41%	38%	42%	45%	41%	38%	40%	42%	50%	39%	46%	39%	38%	48%	43%	45%	33%	
				*					*			**		*			*		*		*					
Somewhat	229	121	109	90	76	64	57	122	49	88	141	9	168	52	145	84	26	203	46	184	178	51	74	80	75	
	46%	48%	44%	47%	47%	43%	37%	52%	44%	45%	46%	37%	46%	47%	46%	45%	42%	46%	41%	47%	48%	39%	48%	41%	49%	
				*				F	*			**		*			*		*		*					
Not very much	43	23	20	17	11	15	13	17	12	20	23	4	30	9	27	15	3	40	9	34	33	10	8	20	15	
	9%	9%	8%	9%	7%	10%	9%	7%	11%	10%	8%	14%	8%	8%	9%	8%	4%	9%	8%	9%	9%	8%	5%	10%	10%	
				*					*			**		*			*		*		*					
Not at all	25	13	12	7	9	9	11	9	4	12	12	1	16	8	17	8	2	22	5	19	17	7	7	7	11	
	5%	5%	5%	4%	5%	6%	7%	4%	4%	6%	4%	3%	4%	7%	5%	4%	4%	5%	5%	5%	5%	5%	5%	3%	7%	
				*					*			**		*			*		*		*					
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)	433	217	215	165	143	125	130	208	95	163	270	20	317	95	269	164	57	376	98	335	319	113	139	168	126	
	87%	86%	87%	87%	88%	84%	84%	89%	85%	84%	88%	82%	87%	85%	86%	88%	92%	86%	87%	86%	86%	87%	90%	86%	83%	
				*					*			**		*			*		*		*					
Low2Box - (Not very much/Not at all)	67	35	32	24	20	23	24	26	17	32	35	4	46	17	44	23	5	62	14	53	50	17	15	26	26	
	13%	14%	13%	13%	12%	16%	16%	11%	15%	16%	12%	18%	13%	15%	14%	12%	8%	14%	13%	14%	14%	13%	10%	14%	17%	
				*					*			**		*			*		*		*					

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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 Mean:

Columns Tested (5%): A/B,C/D/E,F/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	310	186	123	132	93	85	133	120	57	128	181	130	116	64	190	120	45	265	60	250	206	104	140	70	99
	4%	5%	3%	4%	4%	4%	4%	4%	3%	4%	4%	5%	3%	3%	4%	3%	6%	4%	6%	4%	4%	3%	5%	3%	4%
Somewhat		B					H					LM			O		Q		S			WX			
	1069	578	491	457	362	250	443	408	215	477	592	377	422	269	593	476	100	969	155	915	676	394	382	283	404
Not very much	13%	14%	12%	15%	14%	11%	15%	13%	13%	14%	13%	14%	12%	14%	14%	13%	14%	13%	15%	13%	14%	13%	13%	11%	15%
		B		E	E		GH					L						S			W		VW		
Not at all	3256	1660	1597	1368	1042	846	1203	1290	736	1411	1845	1039	1370	847	1697	1560	295	2961	400	2856	2073	1184	1067	1077	1113
	41%	42%	40%	44%	40%	37%	40%	40%	43%	42%	40%	40%	40%	43%	39%	42%	41%	41%	39%	41%	42%	39%	37%	43%	42%
Not at all		DE		E			FG			J				KL		N			U			V		V	
	3365	1564	1801	1153	1093	1119	1214	1415	702	1349	2016	1083	1495	787	1850	1515	283	3082	401	2964	2036	1329	1268	1048	1048
Sigma	42%	39%	45%	37%	42%	49%	41%	44%	41%	40%	43%	41%	44%	40%	43%	41%	39%	42%	40%	42%	41%	44%	44%	42%	39%
		A		C		CD		F		I			KM						T			X		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)	1379	764	615	589	455	335	576	528	271	605	774	507	539	333	783	596	145	1234	214	1165	881	497	522	354	504
	17%	19%	15%	19%	18%	15%	19%	16%	16%	18%	17%	19%	16%	17%	18%	16%	20%	17%	21%	17%	18%	17%	18%	14%	19%
Low2Box - (Not very much/Not at all)		B		E	E		GH					LM			O		Q		S			W		W	
	6621	3224	3397	2521	2135	1965	2417	2704	1438	2760	3861	2123	2865	1634	3547	3074	578	6043	801	5820	4109	2512	2335	2125	2161
Low2Box - (Not very much/Not at all)	83%	81%	85%	81%	82%	85%	81%	84%	84%	82%	83%	81%	84%	83%	82%	84%	80%	83%	79%	83%	82%	83%	82%	86%	81%
		A				CD		F	F				K	K		N		P		R			VX		

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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

Proportions/Mean: - 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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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	310	33	32	39	31	7	13	25	7	14	6	9	21	10	9	14	39
	4%	7%	6%	8%	6%	1%	3%	5%	1%	3%	1%	2%	4%	2%	2%	3%	8%
		EFHIJKMNO	EFHIJKMNO	EFGHIJKLMNO	EFHIJKMNO		J	EFHIJKMN		EJ			EHJKN				EFGHIJKLMNO
Somewhat	1069	50	80	60	75	27	49	77	49	51	138	51	101	94	37	43	89
	13%	10%	16%	12%	15%	5%	10%	15%	10%	10%	28%	10%	20%	19%	7%	9%	18%
		E	ACEFHIKNO	EN	AEFHIKNO		E	AEFHIKNO	E	EN	ABCDEFGHIKLMNOP	E	ACDEFGHIKNO	ACEFHIKNO			ACEFHIKNO
Not very much	3256	225	205	141	194	145	176	222	154	167	300	227	208	285	199	201	207
	41%	45%	41%	28%	39%	29%	35%	44%	31%	33%	60%	45%	42%	57%	40%	40%	41%
		CDEFHI	CEFHI		CEHI		CE	CDEFHI		CE	ABCDEFGHIKLNOP	CDEFHI	CEFHI	ABCDEFGHIKLNOP	CEFHI	CEH	CEFHI
Not at all	3365	193	183	260	200	321	261	177	289	268	56	213	170	111	255	243	165
	42%	39%	37%	52%	40%	64%	52%	35%	58%	54%	11%	43%	34%	22%	51%	49%	33%
		JM	JM	ABDGJKLMP	GJLMP	ABCDFGHIJKLMNOP	ABDGJKLMP	JM	ABDFGJKLMNOP	ABDGJKLMP		GJLMP	JM	J	ABDGJKLMP	ABDGJLMP	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)	1379	83	112	99	106	34	63	101	56	65	144	60	123	104	46	56	128
	17%	17%	22%	20%	21%	7%	13%	20%	11%	13%	29%	12%	25%	21%	9%	11%	26%
		EHN	AEFHIKNO	EFHIKNO	AEFHIKNO		EN	EFHIKNO	E	EN	ABCDEFGHIKMNO	E	AEFHIKNO	EFHIKNO		E	ACDEFGHIKNO
Low2Box - (Not very much/Not at all)	6621	417	388	401	394	466	437	399	444	435	356	440	377	396	454	444	372
	83%	83%	78%	80%	79%	93%	87%	80%	89%	87%	71%	88%	75%	79%	91%	89%	74%
		BDJLP	J	JP	JP	ABCDFGHIJKLMOP	BCDGJLMP	JP	ABCDGJLMP	BCDGJLMP		BCDGJLMP		J	ABCDFGIJLMP	BCDGJLMP	

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equ

Proportions/Mean: - 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	310	70	33	159	48	136	-	-
	4%	7%	7%	3%	3%	4%	-	-
		CDE	CDE			C		
Somewhat	1069	164	50	544	312	505	-	-
	13%	16%	10%	11%	21%	14%	-	-
		BC			ABCE	BC		
Not very much	3256	402	225	1840	790	1411	-	-
	41%	40%	45%	37%	53%	40%	-	-
		C	C		ABCE	C		
Not at all	3365	365	193	2457	350	1448	-	-
	42%	36%	39%	49%	23%	41%	-	-
		D	D	ABDE		AD		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	1379	233	83	703	360	641	-	-
	17%	23%	17%	14%	24%	18%	-	-
		BCE			BCE	C		
Low2Box - (Not very much/Not at all)	6621	767	417	4297	1140	2859	-	-
	83%	77%	83%	86%	76%	82%	-	-
			AD	ADE		AD		



Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	33	24	8	20	9	4	24	6	2	3	30	21	9	3	16	17	4	29	5	28	18	15	15	9	9	
	7%	10%	3%	8%	6%	4%	9%	3%	4%	2%	8%	6%	8%	5%	7%	6%	7%	6%	9%	6%	6%	7%	6%	6%	9%	
		B					G		*		I						*		*						*	
Somewhat	50	26	24	31	15	4	29	18	3	20	30	34	13	3	23	27	4	46	5	45	27	23	24	13	13	
	10%	11%	9%	12%	10%	4%	11%	10%	6%	14%	8%	10%	11%	6%	10%	10%	8%	10%	10%	10%	9%	11%	9%	9%	14%	
				E			*		*								*		*						*	
Not very much	225	123	101	110	61	53	125	78	22	64	160	157	44	24	104	121	21	203	20	204	120	104	119	62	43	
	45%	50%	40%	44%	43%	49%	46%	43%	45%	44%	45%	48%	37%	43%	45%	45%	40%	45%	38%	46%	42%	48%	44%	46%	45%	
		B					*		*			L					*		*						*	
Not at all	193	71	122	88	58	47	94	77	22	59	134	115	52	25	90	103	24	169	23	170	120	73	111	53	29	
	39%	29%	48%	35%	41%	43%	35%	43%	44%	40%	38%	35%	44%	46%	39%	39%	45%	38%	43%	38%	42%	34%	41%	39%	31%	
		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 - (Very much/Somewhat)	83	51	32	51	24	8	53	25	5	23	59	55	22	6	39	44	8	75	10	73	44	38	39	21	22	
	17%	21%	13%	20%	17%	8%	19%	14%	11%	16%	17%	17%	19%	11%	17%	16%	15%	17%	18%	16%	16%	18%	15%	16%	24%	
		B		E			*		*								*		*						*	
Low2Box - (Not very much/Not at all)	417	194	223	198	120	100	219	155	44	124	294	272	96	49	194	224	45	372	43	374	240	177	230	115	72	
	83%	79%	87%	80%	83%	92%	81%	86%	89%	84%	83%	83%	81%	89%	83%	84%	85%	83%	82%	84%	84%	82%	85%	84%	76%	
		A				CD			*								*		*						*	

Ethical Consumer

H12.6. [Paying workers the right amount for what they do] 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		METRO	NON-METRO	VIC/TAS	Region		QLD	SA/NT	WA	Social Media		Inac
		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					NSW/ACT						
		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	32	17	15	13	12	8	10	17	5	12	20	10	17	5	16	16	4	28	4	28	19	13	19	13	10	6	8	7	2	15	7	11	
	6%	7%	6%	7%	7%	6%	10%	6%	4%	5%	7%	8%	6%	6%	6%	7%	7%	6%	6%	7%	6%	7%	6%	8%	6%	4%	9%	12%	5%	8%	5%	6%	
							H										*		*								Y*	*					
Somewhat	80	49	30	38	28	14	12	48	19	34	46	20	47	13	45	35	9	71	11	69	53	27	58	22	20	22	21	11	5	36	18	21	
	16%	20%	12%	19%	16%	11%	12%	18%	15%	15%	16%	15%	16%	17%	17%	15%	17%	16%	17%	16%	17%	15%	17%	14%	12%	15%	24%	20%	13%	18%	14%	15	
		B		E													*		*								XY	*					
Not very much	205	103	102	82	67	55	35	115	55	95	110	51	121	33	106	99	22	182	28	177	133	72	144	61	70	65	31	21	17	75	59	7	
	41%	41%	40%	42%	39%	42%	35%	42%	44%	43%	39%	39%	41%	44%	40%	42%	42%	41%	42%	41%	42%	39%	43%	37%	42%	43%	37%	38%	41%	38%	47%	40	
																	*		*								*	*					
Not at all	183	79	105	64	65	55	43	96	45	81	102	50	109	24	98	85	18	165	23	160	112	71	116	68	67	59	25	16	16	74	41	61	
	37%	32%	41%	32%	38%	42%	43%	35%	36%	36%	37%	38%	37%	32%	37%	36%	34%	37%	35%	37%	35%	39%	34%	41%	40%	39%	30%	29%	40%	37%	33%	39	
		A															*		*								*	*					
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%	100%	100%
Summary																																	
Top2Box - (Very much/Somewhat)	112	66	46	51	40	22	23	66	24	46	66	30	64	18	61	51	13	99	15	97	72	40	77	35	30	28	28	18	7	51	24	31	
	22%	27%	18%	26%	23%	16%	23%	24%	19%	21%	24%	23%	22%	24%	23%	22%	24%	22%	23%	22%	23%	22%	23%	22%	18%	19%	33%	32%	19%	26%	20%	21	
		B		E													*		*								XYb	XY*	*				
Low2Box - (Not very much/Not at all)	388	181	206	146	132	110	78	210	100	176	212	101	230	56	204	184	40	348	51	337	245	143	259	129	136	124	57	38	33	149	100	13	
	78%	73%	82%	74%	77%	84%	77%	76%	81%	79%	76%	77%	78%	76%	77%	78%	76%	78%	77%	78%	77%	78%	77%	78%	82%	81%	67%	68%	81%	74%	80%	79	
		A				C											*		*						Za	Za	*	Z*					

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Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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) Base: All Respondents (wtd)	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
	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
	39	19	20	13	9	16	25	12	2	16	23	21	13	5	25	14	5	34	5	34	23	16	28	6	6	13	26	13	8	1%
Very much	8%	7%	8%	7%	6%	10%	13%	6%	2%	9%	7%	12%	7%	4%	9%	7%	19%	7%	13%	7%	8%	7%	12%	5%	4%	5%	10%	13%	6%	7%
							GH					M					**		*			WX				Y	*			
Somewhat	60	23	37	30	14	16	29	20	10	13	46	24	24	11	32	28	4	56	4	56	28	32	43	7	10	16	44	12	13	3%
	12%	9%	15%	16%	9%	10%	15%	10%	9%	8%	14%	14%	13%	8%	11%	13%	15%	12%	9%	12%	10%	14%	18%	6%	7%	6%	17%	12%	9%	14%
				D													**		*			WX				Y	*			
Not very much	141	86	55	60	43	38	43	54	44	48	93	36	58	46	77	64	9	132	16	125	83	58	62	39	40	78	63	26	41	7%
	28%	34%	22%	32%	27%	24%	23%	27%	40%	27%	29%	21%	31%	32%	26%	31%	34%	28%	40%	27%	30%	26%	26%	33%	28%	32%	25%	26%	28%	29%
		B					FG						K	K			**		*							*				
Not at all	260	124	136	82	92	87	94	113	53	97	163	90	90	80	158	102	9	252	15	245	143	117	105	67	88	141	120	49	82	12
	52%	49%	55%	44%	58%	55%	49%	57%	49%	56%	50%	53%	49%	56%	54%	49%	32%	53%	37%	53%	52%	53%	44%	56%	61%	57%	47%	49%	57%	51%
				C		C											**		*				V		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%	100%
Summary																														
Top2Box - (Very much/Somewhat)	99	42	57	43	23	32	54	33	12	29	69	45	37	16	58	41	9	89	9	90	51	47	70	13	15	28	70	25	21	5%
	20%	17%	23%	23%	15%	20%	28%	16%	11%	17%	21%	26%	20%	11%	20%	20%	34%	19%	22%	19%	18%	21%	30%	11%	11%	12%	28%	25%	15%	20%
							GH					M	M				**		*			WX				Y	*			
Low2Box - (Not very much/Not at all)	401	210	192	141	135	125	137	167	97	145	256	127	149	126	236	166	18	384	31	370	226	175	167	106	128	219	182	76	122	20
	80%	83%	77%	77%	85%	80%	72%	84%	89%	83%	79%	74%	80%	89%	80%	80%	66%	81%	78%	81%	82%	79%	70%	89%	89%	88%	72%	75%	85%	80%
							F		F					KL			**		*				V		V	Z	*			

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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		Prairies	Atlantic	Alberta	Region BC	Northwest Territories	Ontario	Quebec	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	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	19
Very much	31	19	12	11	11	9	8	13	10	12	18	12	12	7	18	13	2	29	5	26	21	10	1	2	3	3	-	12	9	11	7	1
	6%	8%	5%	6%	7%	6%	7%	7%	5%	5%	7%	6%	6%	8%	7%	5%	4%	6%	8%	6%	7%	6%	4%	6%	5%	5%	-	7%	7%	7%	5%	7%
																	*						*	*	*							
Somewhat	75	42	33	30	24	20	16	28	31	36	39	28	30	17	40	35	9	66	11	64	48	27	3	5	11	13	-	27	16	24	21	3
	15%	17%	13%	17%	15%	13%	15%	15%	15%	16%	14%	15%	13%	19%	16%	14%	20%	15%	20%	14%	15%	14%	10%	17%	20%	19%	-	15%	12%	15%	14%	15%
Not very much	194	91	104	70	68	56	43	78	73	93	102	65	96	33	105	89	17	178	21	174	128	66	18	13	23	23	-	58	59	56	60	7
	39%	37%	41%	40%	40%	36%	39%	41%	37%	40%	38%	35%	43%	36%	42%	36%	37%	39%	35%	39%	41%	35%	53%	43%	43%	34%	-	33%	43%	34%	43%	40
																	*															
Not at all	200	95	105	66	64	69	42	72	86	92	108	82	85	34	87	113	18	182	21	179	115	85	12	10	17	29	-	80	52	71	54	7
	40%	39%	41%	37%	38%	45%	39%	38%	43%	39%	41%	44%	38%	37%	35%	45%	40%	40%	37%	40%	37%	45%	34%	33%	33%	42%	-	45%	38%	44%	38%	38
																	*						*	*	*	*						
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	19
	100%	100%	100%	100%	100%	100%	100%	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)	106	61	45	41	36	29	24	41	41	49	57	39	42	24	58	48	11	95	16	90	68	37	5	7	13	16	-	39	25	35	27	4
	21%	25%	18%	23%	21%	19%	22%	21%	20%	21%	21%	21%	19%	27%	23%	19%	23%	21%	28%	20%	22%	20%	14%	24%	25%	24%	-	22%	18%	22%	19%	22
		B											L			*						*	*	*	*							
Low2Box - (Not very much/Not at all)	394	186	208	137	132	125	85	150	159	185	210	147	181	66	192	202	35	359	42	352	244	150	30	24	40	51	-	139	110	127	115	15
	79%	75%	82%	77%	79%	81%	78%	79%	80%	79%	79%	79%	81%	73%	77%	81%	77%	79%	72%	80%	78%	80%	86%	76%	75%	76%	-	78%	82%	78%	81%	78
			A										M			*						*	*	*	*							

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	7	2	5	2	2	3	4	3	1	3	5	4	2	2	5	2	-	7	-	7	5	3	2	1	5
	1%	1%	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	*	2%	-	2%	2%	1%	2%	1%	2%
Somewhat	27	13	14	13	11	4	14	11	2	9	18	9	11	7	15	11	-	27	1	26	16	11	5	6	16
	5%	5%	6%	7%	8%	2%	11%	4%	2%	5%	5%	5%	5%	6%	5%	6%	-	6%	2%	6%	5%	6%	4%	4%	7%
Not very much				E	E		GH										*		*						
	145	71	74	59	46	40	36	71	38	49	96	46	62	37	86	59	7	138	12	133	97	48	27	45	72
	29%	29%	29%	31%	33%	24%	27%	28%	33%	29%	29%	27%	30%	30%	28%	30%	38%	29%	36%	28%	32%	24%	23%	29%	32%
Not at all				E	E												*		*		U				V
	321	161	160	116	81	123	79	167	74	108	213	109	134	78	199	122	12	309	21	300	185	136	83	106	132
	64%	65%	63%	61%	58%	72%	60%	66%	65%	64%	64%	65%	64%	63%	65%	63%	62%	64%	62%	64%	61%	69%	71%	67%	59%
Sigma				CD													*		*		T		X		X
	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)	34	15	19	15	13	7	18	14	3	12	23	13	12	9	21	14	-	34	1	34	21	14	7	7	21
	7%	6%	8%	8%	9%	4%	13%	6%	2%	7%	7%	8%	6%	7%	7%	7%	-	7%	2%	7%	7%	7%	6%	4%	9%
Low2Box - (Not very much/Not at all)				E	E		GH										*		*						W
	466	232	234	176	127	163	115	239	112	156	309	154	196	115	285	181	19	447	33	432	282	184	111	151	204
	93%	94%	92%	92%	91%	96%	87%	94%	98%	93%	93%	92%	94%	93%	93%	93%	100%	93%	98%	93%	93%	93%	94%	96%	91%
				CD				F	F								*		*				X		

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	6	6	4	3	3	7	3	5	8	5	6	2	9	4	3	11	3	10	7	6	7	4	3
		3%	3%	2%	4%	2%	2%	2%	5%	2%	3%	3%	5%	2%	2%	3%	3%	6%	2%	3%	2%	2%	4%	5%	2%	1%
Somewhat			F															Q*					X			
		49	29	21	23	19	8	19	13	17	18	32	12	27	10	33	16	6	43	12	38	34	15	18	11	20
		10%	11%	8%	13%	10%	6%	10%	8%	11%	10%	10%	11%	10%	10%	10%	10%	15%	9%	13%	9%	10%	9%	14%	7%	10%
Not very much			E		E													*					W			
		176	96	80	63	71	42	62	61	54	65	111	30	103	43	119	57	13	163	31	145	116	60	40	56	80
		35%	38%	32%	37%	37%	30%	33%	37%	35%	36%	35%	26%	36%	43%	36%	34%	30%	36%	34%	35%	36%	34%	31%	34%	38%
Not at all			K															*								
		261	120	141	80	97	85	101	81	79	95	166	66	149	46	170	91	21	240	44	218	168	93	64	92	106
		52%	48%	57%	46%	51%	62%	55%	50%	52%	52%	52%	58%	52%	46%	51%	54%	49%	53%	49%	53%	52%	53%	49%	57%	51%
Sigma			A															*								
		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)		63	36	26	29	23	11	23	20	20	23	40	18	33	12	42	21	9	54	15	48	41	22	25	15	23
		13%	14%	11%	17%	12%	8%	12%	13%	13%	12%	13%	16%	12%	11%	13%	12%	21%	12%	16%	12%	13%	12%	19%	9%	11%
Low2Box - (Not very much/Not at all)			E															Q*					WX			
		437	216	221	143	168	126	163	142	133	161	277	96	252	90	289	148	34	403	74	363	284	153	104	148	186
		87%	86%	89%	83%	88%	92%	88%	87%	87%	88%	87%	84%	88%	89%	87%	88%	79%	88%	84%	88%	87%	88%	81%	91%	89%
					C												*	P					V	V		

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	7	5	3	3	2	3	4	3	-	-	7	1	6	1	2	5	1	7	1	7	6	1	5	1	1	
	1%	2%	1%	1%	1%	2%	2%	1%	-	-	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	3%	*	1%	
									**		I			*			*		*			W		*		
Somewhat	49	28	21	23	14	11	24	20	2	15	35	19	27	3	28	21	5	44	3	46	27	23	17	19	12	
	10%	12%	8%	12%	11%	7%	12%	9%	15%	8%	11%	15%	9%	4%	11%	9%	12%	10%	9%	10%	9%	10%	9%	9%	13%	
									**			M		*			*		*					*		
Not very much	154	79	76	78	37	39	53	69	4	57	97	41	84	29	77	77	9	145	10	144	80	74	54	75	25	
	31%	32%	29%	39%	27%	24%	28%	30%	27%	32%	30%	32%	29%	37%	29%	32%	25%	31%	28%	31%	29%	33%	29%	34%	26%	
				DE					**					*			*		*					*		
Not at all	289	132	157	97	84	108	112	135	9	108	182	69	177	44	154	135	23	266	22	267	167	123	107	124	58	
	58%	54%	61%	48%	61%	67%	58%	59%	58%	60%	57%	53%	60%	57%	59%	57%	61%	58%	61%	58%	60%	56%	58%	56%	60%	
				C	C				**					*			*		*					*		
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)	56	33	24	26	16	14	28	23	2	15	42	20	33	4	30	26	5	51	4	53	33	24	23	20	13	
	11%	13%	9%	13%	12%	9%	15%	10%	15%	8%	13%	15%	11%	5%	12%	11%	14%	11%	11%	11%	12%	11%	12%	9%	14%	
									**			M		*			*		*					*		
Low2Box - (Not very much/Not at all)	444	211	232	176	121	146	165	205	13	165	278	110	261	73	231	212	33	411	32	411	247	197	161	200	83	
	89%	87%	91%	87%	88%	91%	85%	90%	85%	92%	87%	85%	89%	95%	88%	89%	86%	89%	89%	89%	88%	89%	88%	91%	86%	
									**					K*			*		*					*		



Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	14	8	6	6	4	4	5	7	3	8	7	7	7	1	9	5	2	12	4	10	8	6	9	3	3	
	3%	3%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	3%	2%	4%	2%	5%	3%	6%	2%	3%	3%	3%	2%	3%	
																	*		S							
Somewhat	51	30	20	20	21	9	20	21	10	24	27	26	19	6	30	20	5	45	8	43	29	21	29	12	9	
	10%	12%	8%	11%	11%	7%	12%	9%	9%	11%	9%	10%	10%	10%	12%	8%	12%	10%	12%	10%	10%	10%	11%	10%	9%	
		B															*									
Not very much	167	83	84	69	60	38	61	66	40	71	96	84	65	19	77	90	16	151	23	144	91	76	86	40	41	
	33%	33%	34%	38%	31%	30%	37%	30%	35%	33%	34%	34%	33%	32%	31%	36%	37%	33%	35%	33%	33%	34%	31%	35%	38%	
				E													*									
Not at all	268	128	139	86	105	77	81	125	62	113	154	127	108	33	135	133	20	248	31	237	151	117	155	59	54	
	54%	51%	56%	47%	55%	60%	49%	57%	54%	53%	54%	52%	54%	56%	54%	53%	46%	54%	47%	55%	54%	53%	55%	52%	50%	
				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)	65	39	26	26	26	13	25	27	13	31	34	32	26	7	40	25	8	57	12	53	38	27	38	14	13	
	13%	15%	11%	14%	13%	10%	15%	13%	11%	15%	12%	13%	13%	12%	16%	10%	18%	13%	18%	12%	13%	12%	14%	13%	12%	
		B															*									
Low2Box - (Not very much/Not at all)	435	211	224	155	164	116	142	191	102	184	251	211	173	51	212	223	36	399	54	381	242	193	241	99	96	
	87%	85%	89%	86%	87%	90%	85%	87%	89%	85%	88%	87%	87%	88%	84%	90%	82%	87%	82%	88%	87%	88%	86%	87%	88%	
		A													N		*									

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	6	4	2	3	*	3	5	1	*	3	3	3	1	2	4	2	1	5	1	5	5	1	*	1	5
	1%	2%	1%	2%	*	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	4%	1%	3%	1%	2%	*	*	1%	2%
Somewhat		D							*								*		*			*			
	138	68	70	43	49	46	88	43	7	80	58	83	24	32	59	79	3	135	8	131	85	54	13	34	91
	28%	27%	28%	23%	31%	30%	26%	30%	32%	29%	26%	28%	26%	28%	27%	28%	13%	28%	17%	29%	26%	30%	31%	24%	29%
Not very much									*								*	P	*	R		*			
	300	151	149	114	92	94	204	84	12	165	134	170	57	72	132	167	13	286	27	272	198	102	24	91	185
	60%	60%	60%	61%	58%	61%	61%	59%	52%	60%	59%	58%	64%	63%	60%	60%	62%	60%	63%	60%	62%	57%	56%	64%	58%
Not at all									*								*		*			*			
	56	28	28	26	18	12	39	14	3	25	31	39	9	9	25	32	5	52	7	49	34	23	5	15	36
	11%	11%	11%	14%	11%	8%	12%	10%	13%	9%	14%	13%	10%	7%	11%	11%	21%	11%	17%	11%	10%	13%	12%	11%	11%
Sigma				E					*			M					*		*			*			
	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)	144	72	72	46	49	49	93	44	8	83	61	86	24	34	63	81	4	140	9	136	90	54	13	35	96
	29%	29%	29%	25%	31%	31%	28%	31%	34%	30%	27%	29%	27%	30%	29%	29%	18%	29%	20%	30%	28%	30%	31%	25%	30%
Low2Box - (Not very much/Not at all)									*								*		*		*	*			
	356	179	177	139	110	106	243	98	15	190	165	209	66	81	157	199	18	338	35	321	231	125	29	105	221
	71%	71%	71%	75%	69%	69%	72%	69%	66%	70%	73%	71%	73%	70%	71%	71%	82%	71%	80%	70%	72%	70%	69%	75%	70%

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	21	14	8	9	6	7	12	9	1	14	7	9	11	1	10	11	1	20	2	20	15	7	9	8	4
	4%	5%	3%	4%	4%	5%	3%	9%	16%	6%	3%	9%	3%	2%	5%	4%	4%	4%	3%	4%	5%	3%	4%	5%	4%
		F*						F*	**	J		*		*	5%	4%	*	*	*	*	5%	3%	4%	5%	4%
Somewhat	101	48	53	44	28	29	89	12	-	43	58	26	62	13	49	53	5	96	14	88	60	42	46	31	24
	20%	19%	21%	20%	20%	20%	22%	13%	-	19%	21%	25%	19%	19%	23%	18%	15%	21%	25%	20%	21%	19%	20%	18%	25%
							G	*	**			*		*	*	*	*	*	*	*	21%	19%	20%	18%	25%
Not very much	208	101	106	106	54	48	162	46	-	81	127	44	134	30	74	133	15	193	25	183	111	97	104	65	38
	42%	41%	42%	49%	38%	33%	40%	48%	-	36%	46%	42%	41%	43%	35%	46%	40%	42%	44%	41%	39%	45%	45%	39%	39%
				E			*	*	**	I		*		*	*	N	*	*	*	*	39%	45%	45%	39%	39%
Not at all	170	85	85	56	53	61	138	29	3	86	84	26	119	25	78	91	15	154	15	154	98	72	74	64	32
	34%	34%	34%	26%	37%	42%	34%	30%	84%	38%	30%	25%	36%	36%	37%	32%	41%	33%	28%	35%	35%	33%	32%	38%	32%
				C			C	*	**			*		*	*	*	*	*	*	*	35%	33%	32%	38%	32%
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)	123	62	61	52	34	36	101	21	1	57	65	35	73	15	59	64	7	116	15	107	74	48	55	39	28
	25%	25%	24%	24%	24%	25%	25%	22%	16%	26%	24%	33%	22%	21%	28%	22%	19%	25%	28%	24%	26%	22%	24%	23%	29%
							*	*	**	*	*	*	*	*	*	*	*	*	*	*	26%	22%	24%	23%	29%
Low2Box - (Not very much/Not at all)	377	186	191	162	107	109	299	75	3	166	211	69	253	55	153	224	30	347	40	337	209	169	178	130	70
	75%	75%	76%	76%	76%	75%	75%	78%	84%	74%	76%	67%	78%	79%	72%	78%	81%	75%	72%	76%	74%	78%	76%	77%	71%
							*	*	**	*	*	*	*	*	*	*	*	*	*	*	74%	78%	76%	77%	71%

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	10	8	2	4	5	1	-	6	4	6	4	-	1	9	9	1	1	9	4	6	9	1	8	2	1
	2%	3%	1%	2%	3%	1%	-	3%	2%	2%	2%	-	1%	3%	3%	*	1%	2%	4%	1%	3%	1%	5%	1%	1%
							*					**			O		*		*			W			
Somewhat	94	41	53	43	35	16	19	34	40	52	41	5	27	61	49	44	12	82	17	77	63	30	36	35	23
	19%	16%	21%	20%	18%	16%	21%	18%	18%	19%	18%	30%	19%	18%	19%	19%	17%	19%	18%	19%	18%	21%	23%	15%	23%
							*					**					*		*			W			
Not very much	285	146	139	136	98	51	51	116	118	148	137	8	85	192	144	141	44	242	47	238	206	80	75	158	53
	57%	58%	56%	65%	52%	50%	56%	60%	55%	54%	60%	45%	60%	56%	55%	60%	60%	57%	52%	58%	58%	56%	47%	66%	52%
				DE			*					**					*		*			VX			
Not at all	111	57	53	28	51	33	20	36	54	65	46	4	28	79	60	50	16	95	23	88	79	32	41	45	25
	22%	23%	22%	13%	27%	32%	22%	19%	25%	24%	20%	25%	20%	23%	23%	21%	22%	22%	25%	21%	22%	22%	26%	19%	25%
				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)	104	49	55	46	40	17	19	40	44	59	45	5	28	70	58	45	13	91	21	83	73	31	44	36	24
	21%	19%	22%	22%	21%	17%	21%	21%	20%	22%	20%	30%	20%	21%	22%	19%	18%	21%	23%	20%	20%	22%	27%	15%	24%
							*					**					*		*			W			
Low2Box - (Not very much/Not at all)	396	204	193	164	149	83	71	152	173	213	183	12	113	271	205	192	59	337	71	326	285	112	117	202	78
	79%	81%	78%	78%	79%	83%	79%	79%	80%	78%	80%	70%	80%	79%	78%	81%	82%	79%	77%	80%	80%	78%	73%	85%	76%
							*					**					*		*				V		

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	9	6	4	3	3	3	7	2	-	5	4	6	1	2	5	4	*	9	1	9	5	5	5	3	2
	2%	2%	1%	2%	2%	3%	2%	2%	-	3%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
									*				*				*		*						
Somewhat	37	22	15	18	11	7	27	9	*	13	23	25	4	8	22	14	5	32	8	29	20	16	21	10	6
	7%	9%	6%	9%	7%	6%	8%	7%	1%	6%	8%	10%	3%	6%	10%	5%	11%	7%	16%	6%	8%	7%	7%	7%	8%
									*			L	*		O		*		S*						
Not very much	199	109	90	84	66	49	134	52	13	86	114	94	51	55	93	107	13	186	16	184	96	104	109	62	28
	40%	43%	36%	41%	38%	40%	40%	37%	47%	42%	39%	38%	44%	40%	40%	40%	33%	41%	31%	41%	38%	42%	39%	43%	38%
		B							*			*	*		*		*		*						
Not at all	255	115	140	100	92	63	164	76	15	102	153	124	59	71	114	141	22	233	26	229	131	123	146	71	38
	51%	46%	56%	49%	54%	51%	50%	54%	52%	49%	52%	50%	52%	52%	49%	53%	55%	51%	52%	51%	52%	50%	52%	49%	51%
		A							*			*	*		*		*		*						
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)	46	28	18	21	14	11	34	12	*	18	28	31	5	10	27	19	5	41	8	37	25	21	25	13	8
	9%	11%	7%	10%	8%	9%	10%	8%	1%	9%	9%	12%	4%	8%	12%	7%	12%	9%	17%	8%	10%	9%	9%	9%	11%
									*			LM	*		O		*		S*						
Low2Box - (Not very much/Not at all)	454	224	230	184	159	112	298	128	28	187	267	218	110	126	207	248	35	419	42	413	227	227	255	133	65
	91%	89%	93%	90%	92%	91%	90%	92%	99%	91%	91%	88%	96%	92%	88%	93%	88%	91%	83%	92%	90%	91%	91%	91%	89%
									*			K*	K		N		*		*	R					

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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																							
	Sweden 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	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	14	9	4	11	1	2	11	2	*	2	11	4	9	1	11	2	4	10	4	10	12	2	7	2	5
	3%	4%	2%	6%	1%	1%	7%	1%	*	1%	3%	3%	3%	1%	3%	2%	6%	2%	4%	2%	3%	1%	4%	1%	3%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Somewhat	43	28	15	15	14	14	11	24	8	12	30	9	22	11	31	11	6	37	13	29	29	14	14	7	21
	9%	11%	6%	8%	9%	9%	6%	12%	6%	8%	9%	9%	9%	8%	8%	9%	10%	8%	16%	7%	8%	10%	8%	5%	12%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Not very much	201	100	101	89	66	46	67	64	70	65	136	37	116	49	148	53	24	177	28	173	152	49	66	62	73
	40%	40%	41%	48%	43%	28%	41%	30%	57%	42%	40%	35%	44%	37%	40%	41%	43%	40%	34%	41%	42%	36%	38%	42%	41%
				E*	*	*	*		G*	*			*			*	**		*			*	*	*	*
Not at all	243	116	127	71	72	100	77	121	45	76	167	56	116	72	179	64	23	220	38	205	171	72	86	78	80
	49%	46%	51%	38%	47%	62%	46%	57%	37%	49%	48%	53%	44%	54%	48%	49%	41%	50%	46%	49%	47%	53%	49%	52%	45%
				*	*	C*	*	H	*	*			*			*	**		*			*	*	*	*
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)	56	37	19	26	15	16	22	27	8	15	42	13	31	12	43	14	9	47	17	39	41	15	22	9	26
	11%	15%	8%	14%	10%	10%	13%	13%	7%	9%	12%	12%	12%	9%	12%	10%	16%	11%	20%	9%	11%	11%	13%	6%	15%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Low2Box - (Not very much/Not at all)	444	216	228	160	138	146	144	185	114	141	303	92	231	120	327	117	47	397	66	378	323	121	152	140	152
	89%	85%	92%	86%	90%	90%	87%	87%	93%	91%	88%	88%	88%	91%	88%	90%	84%	89%	80%	91%	89%	89%	87%	94%	85%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	25	16	8	9	10	6	5	13	7	11	14	9	8	7	17	8	3	21	6	19	19	6	13	4	7
	5%	7%	3%	5%	6%	4%	6%	4%	6%	5%	5%	7%	5%	4%	6%	4%	6%	5%	8%	4%	5%	4%	7%	3%	4%
Somewhat		B																				X			
	77	42	35	36	23	18	11	47	19	29	48	19	28	30	51	26	9	68	14	63	55	22	27	15	34
	15%	17%	14%	19%	14%	11%	13%	16%	16%	14%	16%	14%	16%	15%	17%	13%	17%	15%	19%	15%	16%	14%	15%	12%	18%
Not very much		E																							
	222	107	115	90	67	65	35	135	52	94	128	61	78	83	124	98	19	203	27	195	154	68	68	64	90
	44%	44%	45%	49%	42%	42%	42%	45%	44%	45%	44%	46%	46%	42%	42%	48%	38%	45%	37%	46%	44%	45%	37%	53%	46%
Not at all																						V		V	
	177	81	96	51	60	67	33	104	40	76	101	44	56	77	105	72	19	158	26	151	120	57	77	38	63
	35%	33%	38%	27%	38%	43%	39%	35%	34%	36%	35%	33%	33%	39%	35%	36%	38%	35%	36%	35%	35%	37%	41%	31%	32%
Sigma		C																				WX			
	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)	101	58	43	44	32	24	16	60	25	40	62	28	36	37	67	34	12	89	19	82	73	28	40	19	42
	20%	24%	17%	24%	20%	16%	19%	20%	22%	19%	21%	21%	21%	19%	23%	17%	23%	20%	26%	19%	21%	18%	22%	16%	21%
Low2Box - (Not very much/Not at all)		B																							
	399	188	211	141	127	132	68	239	92	170	229	105	134	160	229	170	38	360	53	345	274	124	145	102	153
	80%	76%	83%	76%	80%	84%	81%	80%	78%	81%	79%	79%	79%	81%	77%	83%	77%	80%	74%	81%	79%	82%	78%	84%	79%
		A				C									N				R						



Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	39	21	18	16	11	11	8	11	19	26	13	18	6	14	24	15	12	27	13	26	27	12	18	7	14	
	8%	8%	7%	9%	7%	7%	10%	5%	9%	8%	7%	8%	5%	10%	10%	5%	20%	6%	19%	6%	9%	6%	9%	6%	8%	
Somewhat														L	O		Q*		S							
	89	51	37	39	29	21	18	38	33	54	35	40	21	27	44	44	11	78	11	77	59	30	41	20	28	
	18%	21%	15%	21%	19%	13%	23%	18%	16%	17%	18%	17%	17%	19%	19%	17%	18%	18%	17%	18%	19%	16%	22%	16%	15%	
Not very much		B		E	E												*				X					
	207	102	106	69	72	67	28	85	94	138	70	103	48	57	92	116	22	185	23	184	138	70	64	56	88	
	41%	41%	42%	38%	47%	41%	34%	41%	45%	45%	36%	44%	38%	40%	40%	43%	37%	42%	35%	43%	43%	38%	34%	46%	46%	
Not at all				C						J							*				V		V			
	165	73	92	59	41	65	26	75	63	90	75	71	51	42	72	93	15	150	19	146	93	72	66	39	61	
	33%	30%	36%	32%	27%	40%	33%	36%	30%	29%	39%	31%	40%	30%	31%	35%	25%	34%	29%	34%	29%	39%	35%	32%	32%	
Sigma		A		D						I			KM				*				T					
	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)	128	72	55	55	41	32	27	49	52	79	48	58	28	42	69	59	23	105	24	103	86	41	59	27	42	
	26%	29%	22%	30%	27%	19%	33%	23%	25%	26%	25%	25%	22%	30%	30%	22%	38%	24%	37%	24%	27%	23%	31%	22%	22%	
Low2Box - (Not very much/Not at all)		B		E	E									L	O		Q*		S			WX				
	372	175	197	127	113	132	54	161	157	227	145	174	99	99	164	209	37	335	42	331	231	141	129	94	149	
	74%	71%	78%	70%	73%	81%	67%	77%	75%	74%	75%	75%	78%	70%	70%	78%	62%	76%	63%	76%	73%	77%	69%	78%	78%	
		A				CD							M		N		*	P		R			V		V	

Ethical Consumer

HI2.6. [Paying workers the right amount for what they do] 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 con

Proportions/Mean: - 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	9	7	2	4	3	2	2	6	-	1	7	-	7	1	9	-	2	6	4	5	8	1	3	5	1
	2%	3%	1%	2%	2%	1%	1%	3%	-	1%	2%	-	2%	1%	3%	-	4%	1%	3%	1%	2%	1%	2%	2%	1%
				*					*			**		*			*		*			*			
Somewhat	51	37	14	12	27	13	17	21	14	24	27	-	35	16	41	11	8	44	16	36	44	7	18	21	13
	10%	15%	6%	6%	16%	9%	11%	9%	12%	12%	9%	-	10%	14%	13%	6%	13%	10%	14%	9%	12%	6%	12%	11%	9%
		B		*	C				*			**		*	O		*		*			*			
Not very much	227	112	115	88	74	65	65	114	48	92	135	14	168	45	138	89	29	198	46	181	169	58	72	80	75
	45%	44%	47%	47%	45%	44%	42%	49%	43%	47%	44%	58%	46%	40%	44%	48%	47%	45%	41%	47%	46%	44%	47%	41%	49%
				*					*			**		*			*		*			*			
Not at all	213	97	116	85	59	68	70	93	50	77	136	10	153	50	126	87	23	190	47	166	149	64	61	89	63
	43%	38%	47%	45%	36%	46%	46%	40%	45%	40%	45%	42%	42%	44%	40%	47%	36%	43%	42%	43%	40%	49%	40%	46%	41%
				*					*			**		*			*		*			*			
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)	60	44	16	16	29	15	19	27	14	26	34	-	43	17	49	11	10	50	20	40	52	8	21	25	14
	12%	17%	7%	8%	18%	10%	12%	12%	12%	13%	11%	-	12%	15%	16%	6%	17%	11%	18%	10%	14%	6%	13%	13%	9%
		B		*	CE				*			**		*	O		*		*			*			
Low2Box - (Not very much/Not at all)	440	209	231	173	134	133	135	207	98	169	271	25	320	95	264	176	52	388	92	348	318	122	133	169	138
	88%	83%	93%	92%	82%	90%	88%	88%	88%	87%	89%	100%	88%	85%	84%	94%	83%	89%	82%	90%	86%	94%	87%	87%	91%
		A		D*		D			*			**		*		N	*		*			*			

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	424	223	201	177	129	118	190	158	73	161	263	175	166	82	246	178	57	367	80	344	266	158	199	105	119
	5%	6%	5%	6%	5%	5%	6%	5%	4%	5%	6%	7%	5%	4%	6%	5%	8%	5%	8%	5%	5%	5%	7%	4%	4%
Somewhat							GH					LM					Q		S			WX			
	1729	859	871	766	547	416	759	627	332	741	989	655	683	392	905	824	147	1583	214	1515	1049	680	614	511	604
Not very much	22%	22%	22%	25%	21%	18%	25%	19%	19%	22%	21%	25%	20%	20%	21%	22%	20%	22%	21%	22%	21%	23%	22%	21%	23%
				DE	E		GH					LM													
Not at all	3531	1742	1788	1397	1170	965	1243	1444	817	1522	2009	1066	1526	938	1873	1658	313	3217	432	3099	2251	1279	1182	1169	1180
	44%	44%	45%	45%	45%	42%	42%	45%	48%	45%	43%	41%	45%	48%	43%	45%	43%	44%	43%	44%	45%	43%	41%	47%	44%
Sigma				E	E		F					K								U			VX	V	
	2316	1164	1152	770	745	801	802	1004	487	942	1374	733	1028	555	1306	1010	207	2109	289	2027	1424	892	861	693	762
Sigma	29%	29%	29%	25%	29%	35%	27%	31%	29%	28%	30%	28%	30%	28%	30%	28%	29%	29%	29%	29%	29%	30%	30%	28%	29%
				C	CD		FH					K			O										
Summary	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%
Top2Box - (Very much/Somewhat)	2153	1081	1072	943	676	535	949	785	405	901	1252	830	849	474	1151	1002	203	1950	294	1859	1315	838	813	616	723
Low2Box - (Not very much/Not at all)	27%	27%	27%	30%	26%	23%	32%	24%	24%	27%	27%	32%	25%	24%	27%	27%	28%	27%	29%	27%	26%	28%	28%	25%	27%
				DE	E		GH					LM										W			
Low2Box - (Not very much/Not at all)	5847	2907	2940	2166	1915	1766	2045	2448	1305	2464	3383	1800	2554	1493	3179	2668	520	5327	721	5126	3675	2172	2044	1862	1942
	73%	73%	73%	70%	74%	77%	68%	76%	76%	73%	73%	68%	75%	76%	73%	73%	72%	73%	71%	73%	74%	72%	72%	75%	73%
				C	CD		F		F			K		K									V		

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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, I

Proportions/Mean: - 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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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	424	51	17	38	16	17	59	21	30	50	14	5	34	8	18	11	36
	5%	10%	3%	8%	3%	3%	12%	4%	6%	10%	3%	1%	7%	2%	4%	2%	7%
		BDEGHJKMN O	KM	BDEGJKMNO	K	KM	BCDEGHJKL MNOP	KM	BDEJKMNO	BDEGHJKLM NOP	K		BDEJKMNO		KM		BDEGJKMNO
Somewhat	1729	130	87	84	103	35	191	74	118	176	194	45	154	127	64	52	96
	22%	26%	17%	17%	21%	7%	38%	15%	24%	35%	39%	9%	31%	25%	13%	10%	19%
		BCDEGKNOP	EKNO	EKNO	EGKNO		ABCDEGHKL MNOP	EK	BCEGKNO	ABCDEGHKM NOP	ABCDEGHKL MNOP		BCDEGHKNO P	BCDEGKNOP	E		EGKNO
Not very much	3531	196	238	187	238	177	163	265	188	172	251	272	216	287	206	245	230
	44%	39%	48%	37%	48%	35%	33%	53%	38%	34%	50%	54%	43%	57%	41%	49%	46%
		F	ACEFHIN		ACEFHIN			ABCDEFHILN P			ACEFHILN	ABCDEFHILN P	EFI	ABCDEFHIJLN OP	EFI	ACEFHIN	ACEFHI
Not at all	2316	123	158	191	143	271	87	140	165	102	40	178	97	78	212	192	139
	29%	25%	32%	38%	29%	54%	17%	28%	33%	20%	8%	36%	19%	16%	42%	38%	28%
		FJM	AFIJLM	ABDFGIJLMP	FIJLM	ABCDFGHIJKL MNOP	J	FIJLM	AFIJLM	JM		ADFGIJLMP	J	J	ABDFGHIJKL MP	ADFGIJLMP	FIJLM
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)	2153	181	104	122	118	52	250	95	148	226	208	50	187	135	82	63	131
	27%	36%	21%	24%	24%	10%	50%	19%	30%	45%	42%	10%	37%	27%	16%	13%	26%
		BCDEGHKMN OP	EKNO	EGKNO	EGKNO		ABCDEGHIJKL MNOP	EKO	BDEGKNO	ABCDEGHKL MNOP	BCDEGHKMN OP		BCDEGHKMN OP	BEGKNO	EK		BEGKNO
Low2Box - (Not very much/Not at all)	5847	319	396	378	382	448	250	405	352	274	292	450	313	365	418	437	369
	73%	64%	79%	76%	76%	90%	50%	81%	70%	55%	58%	90%	63%	73%	84%	87%	74%
		FI	AFHIJLMP	AFIJL	AFHIJL	ABCDFGHIJL MNP		ACDFHIJLMP	AFIJL	F	F	ABCDFGHIJL MNP	FI	AFIJL	ABCDFHIJLM P	ABCDFGHIJL MP	AFIJL

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, room

Proportions/Mean: - 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	424	51	51	283	39	213	-	-
	5%	5%	10%	6%	3%	6%	-	-
		D	ACDE	D		D		
Somewhat	1729	198	130	992	408	869	-	-
	22%	20%	26%	20%	27%	25%	-	-
			AC		ACE	AC		
Not very much	3531	468	196	2091	776	1496	-	-
	44%	47%	39%	42%	52%	43%	-	-
		BCE			ABCE			
Not at all	2316	282	123	1634	276	922	-	-
	29%	28%	25%	33%	18%	26%	-	-
		D	D	ABDE		D		
Sigma	8000	1000	500	5000	1500	3500	-	-
	100%	100%	100%	100%	100%	100%	-	-
Summary								
Top2Box - (Very much/Somewhat)	2153	250	181	1275	448	1081	-	-
	27%	25%	36%	25%	30%	31%	-	-
			ACDE		AC	AC		
Low2Box - (Not very much/Not at all)	5847	750	319	3725	1052	2419	-	-
	73%	75%	64%	75%	70%	69%	-	-
		BDE		BDE	B	B		

Ethical Consumer

Hi2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	51	16	34	33	9	8	29	19	3	13	37	33	13	5	18	33	4	46	7	44	31	20	32	13	6	
	10%	7%	13%	13%	7%	8%	11%	11%	6%	9%	11%	10%	11%	9%	8%	12%	8%	10%	13%	10%	11%	9%	12%	9%	6%	
Somewhat		A							*								*		*						*	
	130	70	60	74	32	24	81	36	13	38	93	84	33	14	60	70	14	117	15	115	72	58	65	37	28	
	26%	28%	24%	30%	22%	22%	30%	20%	27%	26%	26%	26%	28%	25%	26%	26%	25%	26%	28%	26%	25%	27%	24%	27%	30%	
Not very much		G							*								*		*						*	
	196	100	96	85	67	44	100	77	20	58	138	132	39	25	97	99	17	180	16	181	112	85	103	54	40	
	39%	41%	38%	34%	47%	41%	37%	43%	40%	40%	39%	41%	33%	46%	42%	37%	31%	40%	30%	40%	39%	39%	38%	39%	42%	
Not at all		C							*								*		*						*	
	123	59	64	57	35	32	61	48	13	38	85	78	34	11	58	65	19	104	15	108	70	53	70	32	21	
	25%	24%	25%	23%	24%	29%	23%	27%	27%	26%	24%	24%	29%	20%	25%	24%	36%	23%	29%	24%	25%	25%	26%	24%	23%	
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)	181	86	95	107	42	32	110	55	16	51	130	116	46	19	78	103	18	163	22	159	103	78	97	50	33	
	36%	35%	37%	43%	29%	30%	41%	30%	33%	35%	37%	36%	39%	34%	33%	38%	33%	36%	42%	36%	36%	36%	36%	37%	35%	
Low2Box - (Not very much/Not at all)		DE							*								*		*						*	
	319	159	160	141	102	76	161	125	33	96	223	210	73	36	155	164	36	284	31	289	182	138	172	86	61	
	64%	65%	63%	57%	71%	70%	59%	70%	67%	65%	63%	64%	61%	66%	67%	62%	67%	64%	58%	64%	64%	64%	64%	63%	65%	
				C		C			*								*		*						*	

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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		METRO	NON-METRO	VIC/TAS	Region		QLD	SA/NT	WA	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				NSW/ACT						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	17	11	7	8	5	4	7	9	2	5	12	5	9	3	9	8	2	15	2	15	9	9	12	5	5	3	3	4	1	11	3	3		
	3%	4%	3%	4%	3%	3%	7%	3%	1%	2%	4%	4%	3%	4%	3%	4%	4%	3%	3%	3%	3%	5%	4%	3%	3%	3%	3%	7%	1%	5%	3%	2%		
							H										*										*		e					
Somewhat	87	45	42	47	26	14	16	51	20	38	49	26	46	15	44	43	11	76	12	75	60	27	67	20	22	25	20	12	9	34	21	3		
	17%	18%	17%	24%	15%	11%	16%	19%	16%	17%	18%	19%	16%	21%	17%	18%	20%	17%	18%	17%	19%	15%	20%	12%	13%	16%	23%	21%	23%	17%	17%	18		
				DE																							X							
Not very much	238	115	123	96	82	60	38	135	64	111	127	63	139	36	122	115	25	213	31	206	151	86	160	78	80	75	38	24	21	92	70	7		
	48%	46%	49%	49%	48%	46%	38%	49%	52%	50%	46%	48%	47%	48%	46%	49%	46%	48%	48%	48%	48%	47%	48%	48%	48%	49%	45%	43%	51%	46%	56%	43		
							F										*										*							
Not at all	158	77	81	46	59	53	40	80	38	69	89	38	100	20	90	69	16	142	20	138	98	60	97	61	59	49	24	16	10	63	31	6		
	32%	31%	32%	23%	34%	41%	40%	29%	31%	32%	29%	34%	27%	29%	34%	29%	29%	32%	31%	32%	31%	33%	29%	37%	36%	32%	29%	29%	29%	24%	31%	25%	37	
							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%	100%	100%	
Summary																																		
Top2Box - (Very much/Somewhat)	104	56	48	55	31	18	22	61	21	43	62	30	55	19	53	51	13	91	14	90	68	36	79	25	27	29	23	16	10	45	24	3		
	21%	23%	19%	28%	18%	14%	22%	22%	17%	19%	22%	23%	19%	25%	20%	22%	24%	20%	21%	21%	22%	20%	23%	15%	16%	19%	27%	28%	25%	22%	19%	20		
				DE													*		*				W				X	X*	*					
Low2Box - (Not very much/Not at all)	396	192	204	142	140	114	78	215	102	180	216	101	239	55	212	184	40	355	52	344	249	147	257	139	140	123	62	40	30	155	100	14		
	79%	77%	81%	72%	82%	86%	78%	78%	83%	81%	78%	77%	81%	75%	80%	78%	76%	80%	79%	79%	78%	80%	77%	85%	84%	81%	73%	72%	75%	78%	81%	80		
				C		C											*		*				V		Za		*	*						

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Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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/Mean: - 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	38	17	21	12	9	16	24	12	2	16	21	20	12	6	25	13	4	33	4	33	22	16	25	7	6	13	25	13	8	1%	
	8%	7%	8%	7%	6%	10%	13%	6%	2%	9%	7%	12%	6%	4%	9%	6%	16%	7%	11%	7%	8%	7%	11%	5%	4%	5%	10%	12%	5%	7%	
							GH					M					**		*			X				Y	*				
Somewhat	84	36	48	40	20	24	39	29	16	24	60	29	34	21	49	36	5	80	9	75	41	44	54	17	14	25	60	14	21	4%	
	17%	14%	19%	22%	13%	15%	20%	15%	15%	14%	18%	17%	18%	15%	17%	17%	17%	17%	23%	16%	15%	20%	23%	14%	9%	10%	24%	14%	15%	19%	
				D													**		*			X				Y	*				
Not very much	187	99	87	78	61	48	58	78	50	60	127	52	78	57	103	83	12	175	14	172	110	76	86	41	59	99	88	38	56	9%	
	37%	40%	35%	42%	38%	30%	30%	39%	46%	34%	39%	30%	42%	40%	35%	40%	44%	37%	36%	37%	40%	34%	36%	35%	41%	40%	35%	38%	39%	36%	
				E					F				K				**		*							*					
Not at all	191	99	92	53	68	70	70	81	41	74	117	71	62	58	116	75	6	185	12	179	105	86	73	54	64	111	80	36	59	9%	
	38%	39%	37%	29%	43%	44%	37%	40%	37%	42%	36%	41%	34%	41%	40%	36%	23%	39%	31%	39%	38%	39%	31%	46%	45%	45%	32%	36%	41%	38%	
				C		C											**		*			V		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%	100%	100%
Summary																															
Top2Box - (Very much/Somewhat)	122	53	69	53	30	40	63	41	18	41	81	50	46	27	74	49	9	113	14	109	62	60	79	24	20	37	85	27	29	6%	
	24%	21%	28%	29%	19%	25%	33%	20%	17%	23%	25%	29%	25%	19%	25%	23%	33%	24%	34%	24%	22%	27%	33%	20%	14%	15%	34%	27%	20%	26%	
				D			GH										**		*			WX				Y	*				
Low2Box - (Not very much/Not at all)	378	198	180	132	129	117	128	159	91	134	244	123	140	116	219	158	18	360	27	351	215	162	159	96	123	210	168	74	115	18	
	76%	79%	72%	71%	81%	75%	67%	80%	83%	77%	75%	71%	75%	81%	75%	77%	67%	76%	66%	76%	78%	73%	67%	80%	86%	85%	66%	73%	80%	74%	
				C			F		F								**		*			V	V	Z		Z	*				



Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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		Prairies	Atlantic	Alberta	Region		Social Media			Inac	
		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				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	19
Very much	16	9	7	3	6	6	5	5	6	6	10	7	6	3	8	7	2	13	2	13	11	4	*	1	1	1	-	3	8	4	5	7
	3%	4%	3%	2%	4%	4%	4%	3%	3%	2%	4%	4%	3%	3%	3%	3%	5%	3%	4%	3%	4%	2%	1%	4%	2%	2%	-	2%	6%	3%	3%	3%
																	*					*	*	*	*			a				
Somewhat	103	53	50	42	38	23	23	41	39	50	53	42	43	18	56	47	8	94	13	89	68	34	4	7	9	14	-	33	36	36	28	3%
	21%	21%	20%	24%	23%	15%	21%	21%	19%	21%	20%	22%	19%	20%	22%	19%	18%	21%	23%	20%	22%	18%	12%	22%	17%	21%	-	18%	27%	22%	20%	20
																												Va				
Not very much	238	107	132	84	84	69	53	88	97	112	126	85	109	44	119	119	19	219	25	213	145	93	21	15	26	28	-	80	67	73	70	9%
	48%	43%	52%	48%	50%	45%	49%	46%	48%	48%	47%	45%	49%	49%	48%	47%	42%	48%	44%	48%	46%	50%	62%	50%	48%	42%	-	45%	50%	45%	49%	48
																	*					Ya*	*	*	*							
Not at all	143	78	65	48	39	57	28	57	58	66	77	53	65	25	66	77	16	128	17	126	88	56	9	7	18	24	-	62	24	49	39	5%
	29%	32%	26%	27%	23%	37%	26%	30%	29%	28%	29%	28%	29%	28%	26%	31%	35%	28%	29%	29%	28%	30%	25%	24%	33%	36%	-	35%	17%	30%	28%	28
																	*						*	*	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	19
	100%	100%	100%	100%	100%	100%	100%	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	62	56	45	44	29	28	46	44	55	63	49	49	21	64	54	11	108	16	103	80	39	4	8	10	15	-	36	44	40	32	4%
	24%	25%	22%	26%	26%	19%	25%	24%	22%	24%	24%	26%	22%	23%	26%	22%	23%	24%	27%	23%	26%	21%	13%	26%	19%	23%	-	20%	33%	25%	23%	23
																	*						*	*	*			VXYa				
Low2Box - (Not very much/Not at all)	382	185	197	132	124	126	82	145	155	178	203	137	175	70	186	196	35	346	42	339	232	149	30	23	43	52	-	142	91	122	110	15
	76%	75%	78%	74%	74%	81%	75%	76%	78%	76%	76%	74%	78%	77%	74%	78%	77%	76%	73%	77%	74%	79%	87%	74%	81%	77%	-	80%	67%	75%	77%	77
																	*						b*	*	b*	b		b				

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	17	7	10	8	3	6	9	5	3	4	13	6	8	3	11	6	*	17	1	16	8	9	4	3	10
	3%	3%	4%	4%	2%	3%	7%	2%	2%	2%	4%	4%	4%	3%	3%	3%	2%	3%	4%	3%	3%	5%	3%	2%	4%
Somewhat		GH															*		*						
	35	19	17	18	12	5	14	16	5	12	23	14	14	7	17	18	1	34	3	32	20	16	7	10	18
	7%	7%	7%	10%	8%	3%	10%	6%	5%	7%	7%	8%	7%	6%	6%	9%	6%	7%	9%	7%	6%	8%	6%	6%	8%
Not very much		E					H									N	*		*						
	177	88	89	74	51	52	46	83	48	58	119	57	71	49	107	69	6	171	12	165	116	60	36	55	85
	35%	36%	35%	39%	36%	30%	34%	33%	42%	34%	36%	34%	34%	39%	35%	36%	29%	36%	34%	35%	38%	31%	31%	35%	38%
Not at all		E					G										*		*						
	271	133	138	90	74	107	64	148	59	95	176	91	116	65	171	100	12	259	18	253	158	113	70	89	112
	54%	54%	54%	47%	53%	63%	48%	59%	51%	56%	53%	54%	56%	52%	56%	52%	62%	54%	53%	54%	52%	57%	60%	56%	50%
Sigma		CD					F										*		*						
	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	26	27	26	15	11	23	21	8	16	37	20	21	11	28	25	2	51	4	48	28	25	11	13	28
	10%	10%	11%	14%	11%	6%	17%	8%	7%	9%	11%	12%	10%	9%	9%	13%	8%	11%	13%	10%	9%	12%	9%	9%	12%
Low2Box - (Not very much/Not at all)		E					GH										*		*						
	448	221	226	164	125	159	110	232	106	153	295	147	187	113	278	170	17	431	30	418	275	173	106	144	197
	90%	90%	89%	86%	89%	94%	83%	92%	93%	91%	89%	88%	90%	91%	91%	87%	92%	89%	87%	90%	91%	88%	91%	91%	88%
						C		F	F								*		*						

Ethical Consumer

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Proportions/Mean: - 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		59	30	29	17	22	21	22	22	16	23	37	19	30	10	44	16	6	53	13	46	41	18	17	21	22
		12%	12%	12%	10%	11%	15%	12%	13%	10%	12%	12%	17%	11%	10%	13%	9%	13%	12%	15%	11%	13%	10%	13%	13%	11%
Somewhat		191	93	98	79	66	45	72	60	60	64	127	42	108	41	122	69	15	176	34	157	116	75	49	67	75
		38%	37%	40%	46%	35%	33%	39%	37%	39%	35%	40%	37%	38%	40%	37%	41%	34%	39%	38%	38%	36%	43%	38%	41%	36%
Not very much		163	80	83	55	65	43	57	52	55	64	99	33	95	35	106	57	12	151	28	135	109	54	43	51	68
		33%	32%	34%	32%	34%	31%	30%	32%	36%	35%	31%	29%	33%	34%	32%	34%	28%	33%	31%	33%	34%	31%	34%	32%	33%
Not at all		87	50	37	20	38	28	36	29	22	32	55	19	52	16	59	28	11	76	14	73	59	28	20	24	43
		17%	20%	15%	12%	20%	20%	19%	18%	14%	17%	17%	17%	18%	15%	18%	17%	24%	17%	16%	18%	18%	16%	15%	15%	21%
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)		250	123	127	96	88	66	93	82	76	87	163	61	138	51	166	84	21	230	47	203	157	93	66	87	97
		50%	49%	51%	56%	46%	48%	50%	50%	50%	48%	52%	54%	48%	50%	50%	50%	48%	50%	53%	49%	48%	53%	51%	54%	47%
Low2Box - (Not very much/Not at all)		250	129	120	76	103	71	92	81	77	96	153	52	147	51	165	85	23	227	42	208	168	82	63	75	111
		50%	51%	49%	44%	54%	52%	50%	50%	50%	52%	48%	46%	52%	50%	50%	50%	52%	50%	47%	51%	52%	47%	49%	46%	53%

Ethical Consumer

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Proportions/Mean: - 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	30	14	16	12	10	9	17	10	-	6	25	10	18	2	9	21	4	27	2	29	17	13	14	9	7	
	6%	6%	6%	6%	7%	5%	9%	4%	-	3%	8%	8%	6%	3%	4%	9%	10%	6%	4%	6%	6%	6%	8%	4%	7%	
									**		I			*		N	*		*						*	
Somewhat	118	55	62	55	33	29	56	47	3	33	85	34	65	19	62	55	7	110	7	111	63	54	38	51	28	
	24%	23%	24%	27%	24%	18%	29%	20%	22%	18%	26%	27%	22%	24%	24%	23%	20%	24%	18%	24%	23%	25%	21%	23%	29%	
				E					**		I			*			*		*						*	
Not very much	188	90	97	85	48	55	71	83	8	68	119	47	110	31	98	90	15	173	15	172	101	87	70	87	31	
	38%	37%	38%	42%	35%	34%	37%	36%	53%	38%	37%	36%	37%	41%	37%	38%	39%	37%	42%	37%	36%	39%	38%	39%	32%	
									**					*			*		*						*	
Not at all	165	84	80	50	46	68	50	88	4	73	91	38	102	24	92	72	12	152	13	152	98	66	62	73	30	
	33%	34%	31%	25%	34%	42%	26%	39%	25%	41%	29%	30%	35%	32%	35%	30%	32%	33%	35%	33%	35%	30%	34%	33%	31%	
				C				F	**		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)	148	69	78	67	43	38	73	57	3	38	110	44	82	21	72	76	11	137	8	140	80	68	52	60	35	
	30%	28%	31%	33%	31%	23%	38%	25%	22%	21%	34%	34%	28%	28%	27%	32%	29%	30%	23%	30%	29%	31%	28%	27%	37%	
							G		**		I			*			*		*						*	
Low2Box - (Not very much/Not at all)	352	175	178	135	94	123	121	171	11	141	211	85	212	55	190	162	27	325	28	324	199	153	132	160	61	
	70%	72%	69%	67%	69%	77%	62%	75%	78%	79%	66%	66%	72%	72%	73%	68%	71%	70%	77%	70%	71%	69%	72%	73%	63%	
							F		**		J			*			*		*						*	

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	50	31	19	17	22	11	17	21	12	23	27	19	25	6	29	20	4	45	6	44	27	23	32	10	8
	10%	12%	8%	9%	12%	9%	10%	10%	10%	10%	10%	8%	13%	10%	12%	8%	10%	10%	10%	10%	10%	10%	11%	9%	8%
Somewhat		B											K				*								
	176	89	87	70	66	40	59	76	40	78	98	89	66	20	87	89	18	158	25	151	96	80	103	40	32
	35%	36%	35%	39%	35%	31%	36%	35%	35%	36%	34%	37%	33%	35%	35%	36%	41%	35%	38%	35%	34%	36%	37%	35%	30%
Not very much																	*								
	172	85	88	58	63	52	56	76	40	79	94	87	65	20	83	90	16	156	24	149	97	75	87	42	43
	34%	34%	35%	32%	33%	40%	34%	35%	35%	36%	33%	36%	33%	35%	33%	36%	37%	34%	36%	34%	35%	34%	31%	37%	40%
Not at all						C											*								V
	102	46	56	36	40	26	35	44	23	37	65	48	43	11	52	50	5	97	11	91	59	42	56	21	24
	20%	18%	23%	20%	21%	20%	21%	20%	20%	17%	23%	20%	21%	20%	21%	20%	12%	21%	16%	21%	21%	19%	20%	19%	22%
Sigma						I											*								
	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)	226	120	106	87	88	51	76	98	52	100	125	108	91	26	117	109	22	203	31	194	123	103	135	50	41
	45%	48%	42%	48%	46%	40%	45%	45%	45%	47%	44%	44%	46%	45%	46%	44%	51%	45%	48%	45%	44%	47%	48%	44%	38%
Low2Box - (Not very much/Not at all)																	*								X
	274	130	144	94	102	78	91	121	63	115	159	135	107	32	135	139	21	253	35	240	156	118	144	63	68
	55%	52%	58%	52%	54%	60%	55%	55%	55%	53%	56%	56%	54%	55%	54%	56%	49%	55%	52%	55%	56%	53%	52%	56%	62%
																	*								V

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	14	8	6	5	4	5	6	7	1	8	6	8	2	4	8	6	1	13	2	12	11	3	1	2	10
	3%	3%	2%	3%	2%	3%	2%	5%	4%	3%	3%	3%	2%	4%	4%	2%	7%	3%	5%	3%	4%	2%	3%	2%	3%
		F							*								*		*			*			
Somewhat	194	89	105	70	60	65	130	56	8	114	80	114	37	43	88	106	8	186	18	176	122	72	14	52	127
	39%	35%	42%	38%	37%	42%	39%	39%	38%	42%	35%	39%	41%	37%	40%	38%	38%	39%	42%	39%	38%	40%	34%	37%	40%
									*								*		*			*			
Not very much	251	132	120	93	80	79	173	69	10	136	116	143	46	62	109	143	10	242	18	233	163	89	22	73	157
	50%	52%	48%	50%	50%	51%	51%	49%	44%	49%	51%	48%	52%	54%	49%	51%	45%	51%	43%	51%	51%	50%	52%	52%	49%
									*								*		*			*			
Not at all	40	22	18	18	16	7	27	10	3	16	24	29	5	6	15	25	2	38	5	36	25	15	5	13	23
	8%	9%	7%	9%	10%	5%	8%	7%	14%	6%	11%	10%	5%	5%	7%	9%	11%	8%	10%	8%	8%	8%	11%	9%	7%
		E			E				*		I						*		*			*			
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)	208	97	111	75	64	69	136	63	9	123	86	123	39	47	96	113	10	199	20	188	133	75	16	55	138
	42%	39%	45%	41%	40%	45%	41%	44%	42%	45%	38%	42%	43%	41%	44%	40%	45%	42%	47%	41%	41%	42%	37%	39%	43%
									*								*		*			*			
Low2Box - (Not very much/Not at all)	292	154	138	110	96	86	200	79	13	151	140	172	51	68	124	168	12	280	23	269	188	104	26	86	180
	58%	61%	55%	59%	60%	55%	59%	56%	58%	55%	62%	58%	57%	59%	56%	60%	55%	58%	53%	59%	59%	58%	63%	61%	57%
									*								*		*			*			

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	34	24	10	16	10	8	26	7	1	12	21	13	15	5	18	15	4	30	6	28	16	18	16	8	9
	7%	10%	4%	7%	7%	6%	7%	7%	16%	6%	8%	12%	5%	8%	9%	5%	10%	6%	11%	6%	6%	8%	7%	5%	10%
		B						*	**			L*		*			*		*						*
Somewhat	154	82	72	69	49	36	130	24	-	70	83	44	89	21	60	94	10	144	12	141	82	72	69	44	41
	31%	33%	29%	32%	35%	25%	32%	25%	*	**	31%	30%	43%	27%	30%	33%	27%	31%	23%	32%	29%	33%	29%	26%	42%
								*	**			L*		*			*		*						VW*
Not very much	216	95	121	97	55	64	170	45	1	90	126	30	152	34	89	127	13	203	25	191	124	91	100	85	30
	43%	38%	48%	45%	39%	44%	43%	47%	16%	40%	46%	29%	47%	48%	42%	44%	36%	44%	45%	43%	44%	42%	43%	50%	31%
		A						*	**			*	K	K*			*		*					X	*
Not at all	97	48	49	33	27	36	73	21	3	51	46	17	70	10	44	52	10	86	12	85	61	36	48	32	17
	19%	19%	19%	15%	19%	25%	18%	22%	68%	23%	16%	16%	22%	14%	21%	18%	27%	19%	21%	19%	21%	17%	21%	19%	17%
		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 - (Very much/Somewhat)	187	106	82	84	58	45	156	30	1	83	105	57	104	26	78	109	14	174	19	169	98	90	85	52	51
	37%	43%	32%	39%	41%	31%	39%	32%	16%	37%	38%	55%	32%	38%	37%	38%	37%	38%	34%	38%	34%	41%	36%	31%	52%
		B						*	**			LM*		*			*		*						VW*
Low2Box - (Not very much/Not at all)	313	142	170	131	82	100	244	65	3	141	172	47	223	43	134	179	24	289	37	276	185	127	149	117	47
	63%	57%	68%	61%	59%	69%	61%	68%	84%	63%	62%	45%	68%	62%	63%	62%	63%	62%	66%	62%	66%	59%	64%	69%	48%
		A						*	**			*	K	K*			*		*				X	X	*



Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	8	6	2	2	5	1	-	1	7	5	3	-	-	8	7	1	1	7	2	6	8	-	5	2	2
	2%	2%	1%	1%	3%	1%	-	1%	3%	2%	2%	-	-	2%	3%	*	2%	2%	3%	1%	2%	-	3%	1%	2%
Somewhat		*					*					**			O		*		*						
	127	53	74	59	41	28	25	48	54	77	50	4	33	91	67	60	15	112	18	109	97	30	45	61	21
	25%	21%	30%	28%	22%	27%	27%	25%	25%	28%	22%	25%	23%	27%	26%	25%	21%	26%	20%	27%	27%	21%	28%	26%	21%
Not very much		A					*					**					*		*						
	287	145	141	123	112	51	50	114	122	150	137	8	94	184	143	144	46	240	53	234	196	91	78	148	60
	57%	58%	57%	58%	60%	51%	56%	59%	56%	55%	60%	46%	67%	54%	54%	61%	64%	56%	58%	57%	55%	63%	49%	62%	60%
Not at all		*					*					**	M				*		*				V		
	78	48	30	27	30	21	16	29	34	41	37	5	14	59	46	32	9	69	18	60	56	22	32	27	18
	16%	19%	12%	13%	16%	21%	17%	15%	15%	15%	16%	29%	10%	17%	17%	14%	13%	16%	20%	15%	16%	15%	20%	11%	18%
Sigma		B					*					**	L				*		*				W		
	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)	135	59	76	61	46	28	25	50	61	82	53	4	33	99	75	61	17	119	20	115	105	30	50	63	23
	27%	23%	31%	29%	24%	28%	27%	26%	28%	30%	23%	25%	23%	29%	28%	26%	23%	28%	22%	28%	29%	21%	31%	26%	22%
Low2Box - (Not very much/Not at all)		*					*					**					*		*						
	365	194	171	150	143	72	66	143	156	190	175	13	109	243	188	176	56	309	71	294	252	112	110	175	79
	73%	77%	69%	71%	76%	72%	73%	74%	72%	70%	77%	75%	77%	71%	72%	74%	77%	72%	78%	72%	71%	79%	69%	74%	78%
							*					**					*		*						

Ethical Consumer

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Proportions/Mean: - 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	18	8	10	9	4	5	11	5	1	7	11	9	6	3	11	7	3	15	4	14	11	7	9	6	2
	4%	3%	4%	5%	2%	4%	3%	4%	5%	3%	4%	3%	5%	2%	4%	3%	6%	3%	7%	3%	4%	3%	3%	4%	3%
		*							*				*				*		*						
Somewhat	64	34	29	32	18	13	45	16	2	22	41	39	9	16	33	31	6	58	7	57	30	33	36	19	8
	13%	14%	12%	16%	11%	11%	14%	12%	9%	11%	14%	16%	8%	12%	14%	12%	15%	13%	14%	13%	12%	13%	13%	13%	12%
		L							*			L	*				*		*						
Not very much	206	105	102	88	70	48	137	57	11	94	112	101	42	64	97	110	14	192	20	187	101	105	113	61	32
	41%	42%	41%	43%	41%	39%	41%	41%	40%	46%	38%	40%	37%	47%	41%	41%	36%	42%	39%	41%	40%	42%	40%	42%	44%
		*							*	J		*					*		*						
Not at all	212	105	107	75	80	57	138	61	13	83	129	101	58	54	94	118	17	195	20	192	110	102	121	60	30
	42%	42%	43%	37%	46%	46%	42%	43%	46%	40%	44%	40%	50%	39%	40%	44%	43%	42%	40%	43%	44%	41%	43%	41%	42%
		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)	82	42	39	41	22	18	56	22	4	29	53	48	15	19	43	38	9	73	11	71	41	41	46	25	11
	16%	17%	16%	20%	13%	15%	17%	15%	13%	14%	18%	19%	13%	14%	19%	14%	21%	16%	21%	16%	16%	16%	16%	17%	15%
		D							*			*					*		*						
Low2Box - (Not very much/Not at all)	418	210	209	163	151	104	276	118	25	177	242	201	100	117	190	228	32	387	39	379	211	207	235	121	62
	84%	83%	84%	80%	87%	85%	83%	85%	87%	86%	82%	81%	87%	86%	81%	86%	79%	84%	79%	84%	84%	84%	84%	83%	85%
		C							*			*					*		*						

Ethical Consumer

Hi2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	11	6	5	1	5	5	1	9	*	4	7	3	6	1	9	1	4	7	7	4	8	2	4	5	2	
	2%	2%	2%	1%	3%	3%	1%	4%	*	3%	2%	3%	2%	1%	3%	1%	6%	2%	8%	1%	2%	2%	2%	3%	1%	
				*	*	*	*		*	*			*			*	**		S*		*	*	*	*	*	
Somewhat	52	30	22	21	16	14	27	14	11	10	42	17	25	10	41	11	3	49	6	46	37	15	25	6	21	
	10%	12%	9%	12%	11%	9%	16%	7%	9%	6%	12%	16%	10%	7%	11%	9%	5%	11%	7%	11%	10%	11%	14%	4%	12%	
				*	*	*	G*		*	*		M	*			*	**		*		*	*	W*	*	*	
Not very much	245	119	126	102	75	68	78	104	64	84	162	44	139	63	172	73	31	214	39	206	183	62	78	78	89	
	49%	47%	51%	55%	49%	42%	47%	49%	52%	54%	47%	41%	53%	48%	47%	56%	55%	48%	47%	49%	50%	46%	45%	52%	50%	
				*	*	*	*		*	*			*			*	**		*		*	*	*	*	*	
Not at all	192	99	93	60	56	75	60	85	47	58	134	41	92	58	147	45	19	173	31	161	135	57	66	60	66	
	38%	39%	38%	33%	37%	46%	36%	40%	38%	37%	39%	39%	35%	44%	40%	34%	34%	39%	37%	39%	37%	42%	38%	41%	37%	
				*	*	*	*		*	*			*			*	**		*		*	*	*	*	*	
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)	63	36	27	23	21	19	29	23	11	14	49	20	32	11	50	12	6	56	13	50	46	17	29	10	23	
	13%	14%	11%	12%	14%	12%	17%	11%	9%	9%	14%	19%	12%	8%	14%	10%	11%	13%	16%	12%	13%	13%	17%	7%	13%	
				*	*	*	*		*	*		M	*			*	**		*		*	*	*	*	*	
Low2Box - (Not very much/Not at all)	437	218	219	163	132	143	137	189	111	141	296	85	231	122	319	118	50	387	70	367	318	119	145	138	155	
	87%	86%	89%	88%	86%	88%	83%	89%	91%	91%	86%	81%	88%	92%	86%	90%	89%	87%	84%	88%	87%	87%	83%	93%	87%	
				*	*	*	*		*	*			*	K		*	**		*		*	*	*	*	*	

Ethical Consumer

Hi2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	14	7	9	7	4	5	10	6	8	13	6	7	8	16	5	3	18	6	15	15	6	12	3	6	
	4%	6%	3%	5%	5%	3%	6%	3%	5%	4%	4%	5%	4%	4%	5%	3%	6%	4%	8%	4%	4%	4%	7%	3%	3%	
		B													O				S			WX				
Somewhat	74	34	40	37	22	14	13	47	15	27	47	23	26	25	45	29	9	65	11	63	53	21	29	17	28	
	15%	14%	16%	20%	14%	9%	15%	16%	13%	13%	16%	17%	15%	13%	15%	14%	18%	14%	16%	15%	14%	16%	14%	14%		
		DE																								
Not very much	265	134	131	93	87	85	45	157	63	111	154	72	90	103	154	111	21	244	33	233	178	87	88	69	109	
	53%	55%	51%	50%	54%	55%	54%	52%	54%	53%	53%	55%	53%	52%	52%	55%	43%	54%	45%	54%	51%	57%	47%	57%	56%	
		P																	R			V				
Not at all	140	64	76	45	43	52	21	86	33	63	77	31	47	62	82	58	17	123	23	117	102	38	56	32	52	
	28%	26%	30%	24%	27%	33%	25%	29%	28%	30%	26%	23%	27%	31%	28%	28%	34%	27%	31%	27%	29%	25%	30%	27%	27%	
		C													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 - (Very much/Somewhat)	95	48	47	47	30	19	18	57	20	35	60	29	33	33	61	35	12	83	18	78	68	28	41	20	34	
	19%	19%	19%	25%	19%	12%	22%	19%	17%	17%	21%	22%	19%	17%	20%	17%	24%	18%	24%	18%	19%	18%	22%	17%	17%	
		DE			E																					
Low2Box - (Not very much/Not at all)	405	198	207	138	130	137	66	243	97	174	231	103	137	165	236	169	38	367	55	350	280	125	144	101	161	
	81%	81%	81%	75%	81%	88%	78%	81%	83%	83%	79%	78%	81%	83%	80%	83%	76%	82%	76%	82%	81%	82%	78%	83%	83%	
				C		CD																				

Ethical Consumer

HI2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	36	20	16	22	6	8	10	11	14	20	16	18	4	13	19	16	12	23	12	24	26	9	22	7	6
	7%	8%	6%	12%	4%	5%	13%	5%	7%	7%	8%	8%	3%	10%	8%	6%	21%	5%	18%	5%	8%	5%	12%	6%	3%
Somewhat				DE			GH					L		L			Q*		S			WX			
	96	54	41	40	30	26	17	42	36	60	36	47	23	25	48	48	11	85	13	82	61	34	39	21	35
	19%	22%	16%	22%	19%	16%	21%	20%	17%	19%	19%	20%	18%	18%	21%	18%	18%	19%	20%	19%	19%	19%	21%	17%	19%
Not very much																	*								
	230	109	120	76	80	74	31	95	103	151	79	106	55	69	105	124	25	205	26	204	150	79	76	58	96
	46%	44%	48%	42%	52%	45%	38%	45%	49%	49%	41%	45%	43%	49%	45%	46%	41%	47%	39%	47%	47%	43%	40%	48%	50%
Not at all					C		F		J								*								V
	139	64	75	45	38	56	22	61	56	76	63	61	44	33	60	79	12	127	15	124	79	60	51	35	53
	28%	26%	30%	25%	25%	34%	28%	29%	27%	25%	33%	26%	35%	24%	26%	30%	20%	29%	23%	29%	25%	33%	27%	29%	28%
Sigma				CD			I						KM				*				T				
	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)	131	74	58	62	36	34	28	54	50	80	51	65	28	39	67	64	23	108	25	106	88	44	62	28	42
	26%	30%	23%	34%	23%	21%	34%	26%	24%	26%	27%	28%	22%	27%	29%	24%	38%	25%	38%	24%	28%	24%	33%	23%	22%
Low2Box - (Not very much/Not at all)		B		DE			H										Q*		S			WX			
	369	174	195	121	118	130	53	156	159	227	142	167	99	102	165	204	37	332	41	328	230	139	127	93	149
	74%	70%	77%	66%	77%	79%	66%	74%	76%	74%	73%	72%	78%	73%	71%	76%	62%	75%	62%	76%	72%	76%	67%	77%	78%
		A		C		C			F								*	P		R			V		V

Ethical Consumer

Hi2.7. [Cared for by the companies that sell their finished products] 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

Proportions/Mean: - 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	5	3	2	1	1	3	1	3	1	2	3	-	5	-	4	1	2	3	3	2	5	-	3	-	2
	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	-	1%	-	1%	*	3%	1%	2%	1%	1%	-	2%	-	1%
				*					**			**		*			*		*			*			
Somewhat	45	22	23	13	17	15	13	24	8	24	21	5	33	7	26	18	6	39	10	35	31	14	10	17	18
	9%	9%	9%	7%	10%	10%	8%	10%	7%	12%	7%	20%	9%	6%	8%	10%	9%	9%	9%	9%	8%	10%	6%	9%	12%
				*					*			**		*			*		*			*			
Not very much	272	139	132	108	89	74	80	131	62	98	174	8	201	63	168	104	32	240	53	219	213	59	84	113	75
	54%	55%	54%	57%	55%	50%	52%	56%	55%	50%	57%	33%	55%	56%	54%	55%	51%	55%	47%	56%	58%	45%	55%	58%	49%
				*					*			**		*			*		*			*			
Not at all	178	88	90	66	56	56	61	76	41	72	107	12	124	43	115	64	23	155	46	132	121	58	57	64	57
	36%	35%	36%	35%	34%	38%	40%	33%	37%	37%	35%	48%	34%	38%	37%	34%	37%	35%	41%	34%	33%	44%	37%	33%	38%
				*					*			**		*			*		*			*			
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)	50	25	25	15	18	17	13	28	9	25	25	5	38	7	30	19	7	42	13	37	36	14	13	17	20
	10%	10%	10%	8%	11%	12%	9%	12%	8%	13%	8%	20%	10%	6%	10%	10%	12%	10%	11%	10%	10%	10%	8%	9%	13%
				*					*			**		*			*		*			*			
Low2Box - (Not very much/Not at all)	450	228	223	175	145	131	141	207	103	170	281	20	325	105	283	168	55	395	99	351	333	117	141	177	132
	90%	90%	90%	92%	89%	88%	91%	88%	92%	87%	92%	80%	90%	94%	90%	90%	88%	90%	89%	90%	90%	90%	92%	91%	87%
				*					*			**		*			*		*			*			

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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 (\*)

	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)	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
Taking advantage of workers	6725	3297	3428	2560	2192	1974	2419	2786	1464	2805	3921	2162	2909	1654	3678	3047	613	6112	866	5859	4216	2509	2460	2123	2142
	84%	83%	85%	82%	85%	86%	81%	86%	86%	83%	85%	82%	85%	84%	85%	83%	85%	84%	85%	84%	84%	83%	86%	86%	80%
Exploitive		A	C	C	F	F	K	O															X	X	
	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%	83%	83%	78%	84%	84%	83%	81%	84%	82%	84%	82%	82%	82%	84%	84%	78%
		C	F	F	I	K	O												S				X	X	
Cared for by the companies that sell their finished products	2153	1081	1072	943	676	535	949	785	405	901	1252	830	849	474	1151	1002	203	1950	294	1859	1315	838	813	616	723
	27%	27%	27%	30%	26%	23%	32%	24%	24%	27%	27%	32%	25%	24%	27%	27%	28%	27%	29%	27%	26%	28%	28%	25%	27%
Good		DE	E				GH					LM											W		
	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
Regulated properly	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
	1607	845	762	734	488	385	706	607	279	694	913	630	614	363	848	759	159	1448	221	1386	1004	603	622	449	537
	20%	21%	19%	24%	19%	17%	24%	19%	16%	21%	20%	24%	18%	18%	20%	21%	22%	20%	22%	20%	20%	20%	22%	18%	20%
Safe		B	DE	E			GH	H				LM											W		W
	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
Paying workers the right amount for what they do	1379	764	615	589	455	335	576	528	271	605	774	507	539	333	783	596	145	1234	214	1165	881	497	522	354	504
	17%	19%	15%	19%	18%	15%	19%	16%	16%	18%	17%	19%	16%	17%	18%	16%	20%	17%	21%	17%	18%	17%	18%	14%	19%
		B	E	E			GH					LM			O		Q		S			W		W	

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Ethical Consumer

HI2. [Summary - Top2Box (Very much/Somewhat)] 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 ir

Proportions/Mean: - 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 Mean:

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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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
Taking advantage of workers	6725	415	419	445	424	427	451	438	454	442	291	433	387	404	448	434	414
	84%	83%	84%	89%	85%	85%	90%	88%	91%	88%	58%	87%	77%	81%	90%	87%	83%
		JL	JL	ABDJLMP	JL	JLM	ABDEJLMP	ABJLMP	ABDEJLMP	ABDJLMP		JLM	J	J	ABDEJLMP	JLM	JL
Exploitive	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	ABDGJLMNO P	ADJLMOP	ABDJLMNOP	ADJLMOP		ABDGJLMNO P	J	J	AJP	J	J
Cared for by the companies that sell their finished products	2153	181	104	122	118	52	250	95	148	226	208	50	187	135	82	63	131
	27%	36%	21%	24%	24%	10%	50%	19%	30%	45%	42%	10%	37%	27%	16%	13%	26%
		BCDEGHKMN OP	EKNO	EGKNO	EGKNO		ABCDEGHIJKL MNOP	EKO	BDEGKNO	ABCDEGHKL MNOP	BCDEGHKMN OP		BCDEGHKMN OP	BEGKNO	EK		BEGKNO
Good	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			EKFN	EFGIKNO	EFK	BCDEFGIKM NO		BCDEFGHIKM NO	EFIKNO	EF		ABCDEFGHIK MNO
Regulated properly	1607	132	118	93	100	38	54	91	117	72	161	62	164	159	73	42	131
	20%	26%	24%	19%	20%	8%	11%	18%	23%	14%	32%	12%	33%	32%	15%	8%	26%
		CDEFGIKNO	CEFGIKNO	EFKO	EFIKNO		E	EFIKNO	EFGIKNO	EFO	ABCDEFGHIK NOP	E	ABCDEFGHIK NOP	BCDEFGHIKN OP	EFO		CDEFGIKNO
Safe	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	ABCDEFGHIK MNO		ABCDEFGHIK MNO	EFIKNO			ABCDEFGHIK MNO
Paying workers the right amount for what they do	1379	83	112	99	106	34	63	101	56	65	144	60	123	104	46	56	128
	17%	17%	22%	20%	21%	7%	13%	20%	11%	13%	29%	12%	25%	21%	9%	11%	26%
		EHN	AEFHIKNO	EFHIKNO	AEFHIKNO		EN	EFHIKNO	E	EN	ABCDEFGHIK MNO	E	AEFHIKNO	EFHIKNO		E	ACDEFGHIKN O

Ethical Consumer

HI2. [Summary - Top2Box (Very much/Somewhat)] Do you believe that the conditions for workers - such as the wages that they are paid and the actual buildings, rooms and equipment

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	-	-
Taking advantage of workers	6725	838	415	4360	1113	2886	-	-
	84%	84%	83%	87%	74%	82%	-	-
		D	D	ABDE		D		
Exploitive	6576	804	377	4296	1099	2842	-	-
	82%	80%	75%	86%	73%	81%	-	-
		BD		ABDE		BD		
Cared for by the companies that sell their finished products	2153	250	181	1275	448	1081	-	-
	27%	25%	36%	25%	30%	31%	-	-
			ACDE		AC	AC		
Good	1753	297	137	915	404	737	-	-
	22%	30%	27%	18%	27%	21%	-	-
		CE	CE		CE	C		
Regulated properly	1607	232	132	805	438	648	-	-
	20%	23%	26%	16%	29%	19%	-	-
		CE	CE		ACE	C		
Safe	1607	265	115	830	397	694	-	-
	20%	26%	23%	17%	26%	20%	-	-
		CE	C		CE	C		
Paying workers the right amount for what they do	1379	233	83	703	360	641	-	-
	17%	23%	17%	14%	24%	18%	-	-
		BCE			BCE	C		

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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	
Taking advantage of workers	415	200	216	201	115	100	215	157	43	119	296	268	97	49	192	223	43	372	45	370	236	179	231	107	77	
	83%	81%	85%	81%	80%	92%	79%	88%	87%	81%	84%	82%	82%	90%	83%	83%	81%	83%	86%	83%	83%	83%	86%	78%	82%	
						CD		F	*								*		*						*	
Exploitive	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				*		*						*	
Cared for by the companies that sell their finished products	181	86	95	107	42	32	110	55	16	51	130	116	46	19	78	103	18	163	22	159	103	78	97	50	33	
	36%	35%	37%	43%	29%	30%	41%	30%	33%	35%	37%	36%	39%	34%	33%	38%	33%	36%	42%	36%	36%	36%	36%	37%	35%	
				DE		*			*								*		*						*	
Good	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				*		*						*	
Regulated properly	132	72	60	88	29	15	82	43	7	35	97	101	26	6	53	79	8	124	14	119	71	62	60	40	33	
	26%	29%	24%	35%	20%	14%	30%	24%	14%	24%	27%	31%	22%	11%	23%	30%	16%	28%	26%	27%	25%	29%	22%	29%	35%	
				DE		H			*				M				*		*						V*	
Safe	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				*		*						*	
Paying workers the right amount for what they do	83	51	32	51	24	8	53	25	5	23	59	55	22	6	39	44	8	75	10	73	44	38	39	21	22	
	17%	21%	13%	20%	17%	8%	19%	14%	11%	16%	17%	17%	19%	11%	17%	16%	15%	17%	18%	16%	16%	18%	15%	16%	24%	
		B		E	E				*								*		*						*	

Ethical Consumer

HI2. [Summary - Top2Box (Very much/Somewhat)] 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		METRO	NON-METRO	VIC/TAS	Region		QLD	SA/NT	WA	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				NSW/ACT					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	
Taking advantage of workers	419	206	213	161	141	117	88	227	105	184	235	115	244	60	229	189	46	373	58	360	267	151	276	143	141	129	68	47	34	169	106	14	
	84%	83%	84%	82%	82%	88%	87%	82%	85%	83%	85%	87%	83%	81%	87%	81%	86%	83%	89%	83%	84%	83%	82%	87%	85%	84%	80%	84%	85%	85%	85%	82	
												M																					
Exploitive	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%	84%	83%	83%	80%	86%	88%	82%	78%	87%	79%	85%	83%	85%	83%	83%	83%	82%	86%	86%	83%	84%	76%	84%	84%	81%	84	
												LM																					
Good	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	
												O																					
Safe	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%	23%	20%	24%	25%	23%	24%	25%	28%	22%	28%	24%	24%	27%	24%	27%	24%	24%	25%	26%	20%	23%	22%	33%	26%	19%	26%	25%	22	
																	*		*								XY	XY*	*	*	*	*	
Regulated properly	118	63	54	59	34	25	23	70	25	51	67	34	67	17	61	57	13	105	12	105	78	40	86	32	35	31	29	18	5	50	26	4	
	24%	26%	22%	30%	20%	19%	22%	25%	20%	23%	24%	26%	23%	23%	23%	24%	24%	23%	19%	24%	24%	22%	26%	19%	21%	20%	35%	31%	12%	25%	21%	24	
																	*		*								XYb	Yb*	*	*	*	*	
Paying workers the right amount for what they do	112	66	46	51	40	22	23	66	24	46	66	30	64	18	61	51	13	99	15	97	72	40	77	35	30	28	28	18	7	51	24	3	
	22%	27%	18%	26%	23%	16%	23%	24%	19%	21%	24%	23%	22%	24%	23%	22%	24%	22%	23%	22%	23%	22%	23%	22%	18%	19%	33%	32%	19%	26%	20%	21	
																	*		*								XYb	XY*	*	*	*	*	
Cared for by the companies that sell their finished products	104	56	48	55	31	18	22	61	21	43	62	30	55	19	53	51	13	91	14	90	68	36	79	25	27	29	23	16	10	45	24	3	
	21%	23%	19%	28%	18%	14%	22%	22%	17%	19%	22%	23%	19%	25%	20%	22%	24%	20%	21%	21%	22%	20%	23%	15%	16%	19%	27%	28%	25%	22%	19%	20	
																	*		*				W				X	X*	*	*	*	*	

Ethical Consumer  
HI2. [Summary - Top28Box (Very much/Somewhat)] 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	
	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	
	Taking advantage of workers	445	216	229	164	137	145	173	175	97	152	294	158	162	125	266	179	23	422	36	409	248	198	219	97	129	211	234	83	130	23
	89%	86%	92%	89%	86%	92%	90%	88%	89%	87%	90%	92%	87%	88%	91%	87%	86%	89%	90%	89%	89%	92%	81%	90%	85%	93%	82%	90%	91'		
		A															**		*			W			W		Y	*		a	
Exploitive	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%	90'	
																	**		*			W				Y	*				
Good	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	*				
Cared for by the companies that sell their finished products	122	53	69	53	30	40	63	41	18	41	81	50	46	27	74	49	9	113	14	109	62	60	79	24	20	37	85	27	29	6'	
	24%	21%	28%	29%	19%	25%	33%	20%	17%	23%	25%	29%	25%	19%	25%	23%	33%	24%	34%	24%	22%	27%	33%	20%	14%	15%	34%	27%	20%	26'	
				D			GH										**		*			WX				Y	*				
Safe	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	*			
Paying workers the right amount for what they do	99	42	57	43	23	32	54	33	12	29	69	45	37	16	58	41	9	89	9	90	51	47	70	13	15	28	70	25	21	5'	
	20%	17%	23%	23%	15%	20%	28%	16%	11%	17%	21%	26%	20%	11%	20%	20%	34%	19%	22%	19%	18%	21%	30%	11%	11%	12%	28%	25%	15%	20'	
				D			GH					M	M				**		*			WX				Y	*				
Regulated properly	93	34	59	42	21	30	47	33	13	30	63	39	37	16	52	41	11	82	11	82	52	41	63	17	13	28	65	23	26	4'	
	19%	13%	24%	23%	13%	19%	24%	17%	12%	17%	19%	23%	20%	11%	18%	20%	41%	17%	27%	18%	19%	18%	27%	14%	9%	11%	26%	22%	18%	17'	
			A	D			H					M	M				**		*			WX				Y	*				

## Ethical Consumer

H12. [Summary - Top2Box (Very much/Somewhat)] 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/Mean: - 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		Prairies	Atlantic	Alberta	Region BC		Northwest Territories	Ontario	Quebec	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	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	19		
Taking advantage of workers	424	206	218	149	138	136	87	171	167	198	226	156	191	77	213	211	38	386	49	375	264	160	29	27	44	56	-	150	118	140	121	16		
	85%	83%	86%	84%	82%	88%	79%	89%	83%	85%	85%	84%	85%	86%	85%	85%	83%	85%	85%	85%	85%	85%	85%	85%	82%	83%	-	84%	87%	87%	85%	83		
Exploitive		D						FH							*		*				*		*	*	*	*								
	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%	84%	82%	81%	81%	79%	82%	85%	83%	82%	78%	81%	84%	82%	83%	81%	82%	78%	79%	77%	-	79%	89%	83%	84%	79		
Good		F						F							*		*				*		*	*	*	WXYa								
	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		
Cared for by the companies that sell their finished products		E						*							*		*				*		*	*	*	*								
	118	62	56	45	44	29	28	46	44	55	63	49	49	21	64	54	11	108	16	103	80	39	4	8	10	15	-	36	44	40	32	4i		
	24%	25%	22%	26%	26%	19%	25%	24%	22%	24%	24%	26%	22%	23%	26%	22%	23%	24%	27%	23%	26%	21%	13%	26%	19%	23%	-	20%	33%	25%	23%	23		
Safe		E						*							*		*				*		*	*	*	VMa								
	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		
Paying workers the right amount for what they do		E						*							O		*				*		*	*	V	V								
	106	61	45	41	36	29	24	41	41	49	57	39	42	24	58	48	11	95	16	90	68	37	5	7	13	16	-	39	25	35	27	4		
	21%	25%	18%	23%	21%	19%	22%	21%	20%	21%	21%	21%	19%	22%	23%	20%	14%	23%	24%	20%	22%	20%	14%	24%	25%	24%	-	22%	18%	22%	19%	22		
Regulated properly		B						*							*		*				*		*	*	*	*								
	100	52	48	40	38	22	27	37	36	43	57	40	41	18	57	43	10	91	17	84	62	38	5	6	10	13	-	36	30	39	26	3i		
	20%	21%	19%	23%	23%	14%	24%	20%	18%	19%	21%	22%	19%	20%	23%	17%	21%	20%	29%	19%	20%	20%	15%	19%	19%	19%	-	20%	22%	24%	18%	18		

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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
Exploitive	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%
Taking advantage of workers	427	212	216	159	122	146	110	221	97	141	286	142	181	104	262	166	15	412	30	398	263	165	100	136	191
	85%	86%	85%	84%	87%	86%	82%	88%	84%	84%	86%	85%	87%	84%	86%	85%	82%	86%	87%	85%	87%	83%	85%	86%	85%
Cared for by the companies that sell their finished products	52	26	27	26	15	11	23	21	8	16	37	20	21	11	28	25	2	51	4	48	28	25	11	13	28
	10%	10%	11%	14%	11%	6%	17%	8%	7%	9%	11%	12%	10%	9%	9%	13%	8%	11%	13%	10%	9%	12%	9%	9%	12%
Safe	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%
Good	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%	11%	9%	10%	9%	11%	
Regulated properly	38	20	18	16	13	9	17	16	5	15	23	17	15	5	20	18	1	37	3	35	23	14	10	7	20
	8%	8%	7%	8%	10%	5%	13%	6%	4%	9%	7%	10%	7%	4%	7%	9%	6%	8%	8%	8%	8%	7%	9%	4%	9%
Paying workers the right amount for what they do	34	15	19	15	13	7	18	14	3	12	23	13	12	9	21	14	-	34	1	34	21	14	7	7	21
	7%	6%	8%	8%	9%	4%	13%	6%	2%	7%	7%	8%	6%	7%	7%	7%	-	7%	2%	7%	7%	7%	6%	4%	9%
				E	E		GH										*		*						W



Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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																							
	Germany 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	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
Exploitive	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%
Taking advantage of workers	451	226	225	153	175	123	165	147	139	168	282	104	261	85	297	153	40	411	79	372	295	156	118	148	185
	90%	89%	91%	89%	92%	89%	89%	91%	91%	92%	89%	92%	92%	84%	90%	91%	92%	90%	89%	90%	91%	89%	91%	91%	89%
Cared for by the companies that sell their finished products	250	123	127	96	88	66	93	82	76	87	163	61	138	51	166	84	21	230	47	203	157	93	66	87	97
	50%	49%	51%	56%	46%	48%	50%	50%	50%	48%	52%	54%	48%	50%	50%	50%	48%	50%	53%	49%	48%	53%	51%	54%	47%
Paying workers the right amount for what they do	63	36	26	29	23	11	23	20	20	23	40	18	33	12	42	21	9	54	15	48	41	22	25	15	23
	13%	14%	11%	17%	12%	8%	12%	13%	13%	12%	13%	16%	12%	11%	13%	12%	21%	12%	16%	12%	13%	12%	19%	9%	11%
Safe	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%
Regulated properly	54	34	21	27	18	9	23	17	14	18	36	16	28	10	37	17	8	46	13	41	36	18	21	15	18
	11%	13%	8%	16%	9%	6%	12%	11%	9%	10%	11%	14%	10%	10%	11%	10%	18%	10%	15%	10%	11%	10%	16%	9%	9%
Good	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%

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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
Taking advantage of workers	454	220	234	176	131	147	172	214	11	164	290	114	270	70	235	218	32	422	32	422	251	203	169	201	84
	91%	90%	91%	87%	95%	92%	89%	94%	77%	91%	91%	88%	92%	91%	90%	92%	84%	91%	87%	91%	90%	92%	92%	91%	87%
					C				**					*			*		*						*
Exploitive	438	212	227	173	124	142	167	209	11	157	282	111	265	63	228	211	34	404	33	406	244	195	162	196	80
	88%	87%	89%	86%	90%	88%	87%	92%	72%	87%	88%	86%	90%	82%	87%	88%	90%	87%	91%	87%	87%	88%	88%	89%	84%
					**				**				M	*			*		*						*
Cared for by the companies that sell their finished products	148	69	78	67	43	38	73	57	3	38	110	44	82	21	72	76	11	137	8	140	80	68	52	60	35
	30%	28%	31%	33%	31%	23%	38%	25%	22%	21%	34%	34%	28%	28%	27%	32%	29%	30%	23%	30%	29%	31%	28%	27%	37%
					G				**		I			*			*		*						*
Good	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*
Regulated properly	117	65	52	47	36	34	51	49	2	34	83	37	66	14	58	58	7	109	7	110	64	53	40	42	35
	23%	27%	20%	23%	26%	21%	26%	21%	16%	19%	26%	29%	22%	18%	22%	25%	20%	24%	19%	24%	23%	24%	22%	19%	37%
					**				**					*			*		*						VW*
Safe	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*
Paying workers the right amount for what they do	56	33	24	26	16	14	28	23	2	15	42	20	33	4	30	26	5	51	4	53	33	24	23	20	13
	11%	13%	9%	13%	12%	9%	15%	10%	15%	8%	13%	15%	11%	5%	12%	11%	14%	11%	11%	11%	12%	11%	12%	9%	14%
					**				**				M	*			*		*						*

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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	
Taking advantage of workers	442	215	227	159	167	116	137	200	104	194	248	214	177	51	221	221	39	403	59	383	249	193	248	102	91	
	88%	86%	91%	88%	88%	90%	83%	92%	90%	90%	87%	88%	89%	88%	88%	89%	90%	88%	90%	88%	89%	88%	89%	91%	84%	
Exploitive		A	F					F	F								*									
	431	209	222	154	166	111	134	196	101	186	245	207	171	52	213	218	36	395	55	376	239	191	246	99	86	
	86%	84%	89%	85%	88%	86%	81%	90%	88%	86%	86%	85%	86%	90%	85%	88%	82%	87%	84%	87%	86%	87%	88%	88%	79%	
Cared for by the companies that sell their finished products		A	F					F	F								*						X	X		
	226	120	106	87	88	51	76	98	52	100	125	108	91	26	117	109	22	203	31	194	123	103	135	50	41	
	45%	48%	42%	48%	46%	40%	45%	45%	45%	47%	44%	44%	46%	45%	46%	44%	51%	45%	48%	45%	44%	47%	48%	44%	38%	
Good		*															*						X			
	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%	
Regulated properly		Q*	S														Q*		S				W			
	72	41	31	28	24	21	29	28	15	34	38	36	29	7	42	30	7	65	12	60	39	33	46	14	12	
	14%	16%	12%	15%	12%	16%	17%	13%	13%	16%	14%	15%	15%	12%	17%	12%	17%	14%	18%	14%	14%	15%	17%	12%	12%	
Safe		*															*									
	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%	
Paying workers the right amount for what they do		Q*	S														Q*		S				W			
	65	39	26	26	26	13	25	27	13	31	34	32	26	7	40	25	8	57	12	53	38	27	38	14	13	
	13%	15%	11%	14%	13%	10%	15%	13%	11%	15%	12%	13%	13%	12%	16%	10%	18%	13%	18%	12%	13%	12%	14%	13%	12%	
		B													O		*									

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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
Taking advantage of workers	291	148	142	99	102	90	197	80	14	160	130	166	55	69	139	152	17	273	34	257	189	101	27	91	172
	58%	59%	57%	53%	64%	58%	59%	57%	61%	58%	58%	56%	61%	60%	63%	54%	79%	57%	79%	56%	59%	57%	65%	65%	54%
					C				*						O		Q*		S*			*	X		
Exploitive	281	143	139	103	93	85	181	85	16	154	128	160	49	72	130	152	13	269	27	255	180	102	27	90	165
	56%	57%	56%	55%	59%	55%	54%	60%	71%	56%	56%	54%	55%	63%	59%	54%	59%	56%	62%	56%	56%	57%	63%	64%	52%
					*				*						K		*		*		*	*	X		
Cared for by the companies that sell their finished products	208	97	111	75	64	69	136	63	9	123	86	123	39	47	96	113	10	199	20	188	133	75	16	55	138
	42%	39%	45%	41%	40%	45%	41%	44%	42%	45%	38%	42%	43%	41%	44%	40%	45%	42%	47%	41%	41%	42%	37%	39%	43%
					*				*								*		*		*	*	*		
Regulated properly	161	74	87	60	51	50	103	48	11	90	72	96	30	36	68	93	6	156	12	150	101	61	11	45	106
	32%	29%	35%	33%	32%	33%	31%	34%	47%	33%	32%	32%	33%	31%	31%	33%	26%	33%	27%	33%	31%	34%	26%	32%	33%
					*				*								*		*		*	*	*		
Good	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%
					*				*								*		*		*	*	*		
Safe	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%
					*				*								*		*		*	*	*		
Paying workers the right amount for what they do	144	72	72	46	49	49	93	44	8	83	61	86	24	34	63	81	4	140	9	136	90	54	13	35	96
	29%	29%	29%	25%	31%	31%	28%	31%	34%	30%	27%	29%	27%	30%	29%	29%	18%	29%	20%	30%	28%	30%	31%	25%	30%
					*				*								*		*		*	*	*		

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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	
Exploitive	394	196	197	158	115	121	315	76	2	177	217	79	257	58	169	225	32	362	47	347	224	170	189	136	68	
	79%	79%	78%	73%	82%	84%	79%	79%	63%	79%	79%	76%	79%	84%	80%	78%	86%	78%	84%	78%	79%	78%	81%	81%	70%	
						C		*	**			*		*			*		*			X			*	
Taking advantage of workers	387	193	194	155	113	119	311	74	3	171	216	84	248	56	172	215	31	356	39	349	219	169	184	130	73	
	77%	78%	77%	72%	81%	82%	78%	77%	79%	77%	78%	81%	76%	80%	81%	75%	84%	77%	70%	78%	77%	78%	79%	77%	75%	
						C		*	**			*		*			*		*						*	
Cared for by the companies that sell their finished products	187	106	82	84	58	45	156	30	1	83	105	57	104	26	78	109	14	174	19	169	98	90	85	52	51	
	37%	43%	32%	39%	41%	31%	39%	32%	16%	37%	38%	55%	32%	38%	37%	38%	37%	38%	34%	38%	34%	41%	36%	31%	52%	
		B						*	**			LM*		*			*		*						VW*	
Good	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*	
Regulated properly	164	87	77	77	45	42	137	26	1	69	95	52	96	16	71	93	10	154	17	147	89	75	83	45	36	
	33%	35%	30%	36%	32%	29%	34%	27%	16%	31%	34%	50%	29%	24%	33%	32%	26%	33%	30%	33%	32%	34%	36%	26%	37%	
						*		*	**			LM*		*			*		*						*	
Safe	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*	
Paying workers the right amount for what they do	123	62	61	52	34	36	101	21	1	57	65	35	73	15	59	64	7	116	15	107	74	48	55	39	28	
	25%	25%	24%	24%	24%	25%	25%	22%	16%	26%	24%	33%	22%	21%	28%	22%	19%	25%	28%	24%	26%	22%	24%	23%	29%	
						*		*	**			*		*			*		*						*	

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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	
Taking advantage of workers	404	202	202	169	154	81	78	146	180	218	186	11	117	276	205	198	58	346	74	330	288	115	121	204	79	
	81%	80%	82%	80%	82%	80%	86%	76%	83%	80%	82%	61%	83%	81%	78%	84%	80%	81%	81%	81%	81%	81%	75%	86%	77%	
							*					**					*		*				V			
Exploitive	401	206	195	167	153	81	75	150	177	215	186	11	115	276	211	190	64	338	77	324	285	116	125	203	73	
	80%	82%	79%	79%	81%	80%	83%	78%	81%	79%	82%	61%	82%	81%	80%	80%	88%	79%	84%	79%	80%	82%	78%	85%	72%	
							*					**					*		*				X			
Regulated properly	159	76	83	60	58	41	29	63	67	98	61	5	39	114	88	70	25	134	28	131	120	39	65	62	31	
	32%	30%	34%	28%	31%	41%	32%	33%	31%	36%	27%	30%	28%	33%	34%	30%	34%	31%	30%	32%	33%	27%	41%	26%	31%	
						C	*			J		**					*		*				W			
Cared for by the companies that sell their finished products	135	59	76	61	46	28	25	50	61	82	53	4	33	99	75	61	17	119	20	115	105	30	50	63	23	
	27%	23%	31%	29%	24%	28%	27%	26%	28%	30%	23%	25%	23%	29%	28%	26%	23%	28%	22%	28%	29%	21%	31%	26%	22%	
							*					**					*		*							
Safe	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			
Good	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			
Paying workers the right amount for what they do	104	49	55	46	40	17	19	40	44	59	45	5	28	70	58	45	13	91	21	83	73	31	44	36	24	
	21%	19%	22%	22%	21%	17%	21%	21%	20%	22%	20%	30%	20%	21%	22%	19%	18%	21%	23%	20%	20%	22%	27%	15%	24%	
							*					**					*		*				W			

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 (\*)

	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
Taking advantage of workers	448	221	228	182	159	107	296	126	26	187	262	215	107	126	211	237	35	413	42	407	232	216	257	136	55
	90%	88%	92%	89%	92%	87%	89%	90%	92%	91%	89%	86%	94%	92%	90%	89%	86%	90%	84%	90%	92%	87%	92%	93%	75%
Exploitive		A							*				K*	K			*		*		U		X	X	
	415	204	211	164	149	102	271	119	25	175	240	199	97	119	198	217	34	381	42	373	217	198	242	119	54
	83%	81%	85%	80%	86%	84%	82%	85%	89%	85%	82%	80%	85%	87%	85%	82%	85%	83%	84%	83%	86%	80%	86%	82%	74%
Cared for by the companies that sell their finished products									*				*	K			*		*		U		X		
	82	42	39	41	22	18	56	22	4	29	53	48	15	19	43	38	9	73	11	71	41	41	46	25	11
	16%	17%	16%	20%	13%	15%	17%	15%	13%	14%	18%	19%	13%	14%	19%	14%	21%	16%	21%	16%	16%	16%	16%	17%	15%
Good		D							*				*				*		*						
	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%
Regulated properly		D							*			LM	*				*		S*						
	73	44	30	34	23	16	52	18	4	30	43	44	14	15	40	34	8	65	10	64	35	38	39	24	11
	15%	17%	12%	17%	13%	13%	16%	13%	13%	15%	15%	18%	12%	11%	17%	13%	20%	14%	20%	14%	14%	15%	14%	16%	15%
Safe		B							*			M	*				*		*						
	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%
Paying workers the right amount for what they do									*				*		O		*		S*						
	46	28	18	21	14	11	34	12	*	18	28	31	5	10	27	19	5	41	8	37	25	21	25	13	8
	9%	11%	7%	10%	8%	9%	10%	8%	1%	9%	9%	12%	4%	8%	12%	7%	12%	9%	17%	8%	10%	9%	9%	9%	11%



Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

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																								
	Sweden 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	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	
Taking advantage of workers	434	208	226	155	136	143	136	190	108	146	288	90	226	119	317	118	46	388	75	360	324	111	142	135	157	
	87%	82%	92%	84%	89%	89%	82%	90%	89%	94%	84%	85%	86%	90%	86%	90%	82%	88%	90%	86%	89%	81%	82%	91%	88%	
		A	*	*	*	*	*	*	*	J*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	
Exploitive	396	208	187	146	131	119	120	167	109	128	267	68	216	112	287	108	43	353	65	331	294	102	142	126	127	
	79%	82%	76%	79%	85%	74%	72%	79%	89%	82%	78%	65%	82%	84%	78%	83%	76%	80%	78%	79%	81%	75%	82%	85%	71%	
		*	*	*	*	*	*	*	F*	*	*	*	K*	K	*	*	**	*	*	*	*	*	X*	*	*	
Good	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%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	
Cared for by the companies that sell their finished products	63	36	27	23	21	19	29	23	11	14	49	20	32	11	50	12	6	56	13	50	46	17	29	10	23	
	13%	14%	11%	12%	14%	12%	17%	11%	9%	9%	14%	19%	12%	8%	14%	10%	11%	13%	16%	12%	13%	13%	17%	7%	13%	
		*	*	*	*	*	*	*	*	*	*	M	*	*	*	*	**	*	*	*	*	*	*	*	*	
Safe	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*	*	*	*	**	*	*	*	*	*	*	*	*	
Paying workers the right amount for what they do	56	37	19	26	15	16	22	27	8	15	42	13	31	12	43	14	9	47	17	39	41	15	22	9	26	
	11%	15%	8%	14%	10%	10%	13%	13%	7%	9%	12%	12%	12%	9%	12%	10%	16%	11%	20%	9%	11%	11%	13%	6%	15%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	
Regulated properly	42	23	19	26	8	9	21	20	1	7	35	15	24	3	33	9	1	41	6	36	34	8	18	7	17	
	8%	9%	8%	14%	5%	5%	13%	9%	1%	4%	10%	14%	9%	2%	9%	7%	2%	9%	7%	9%	9%	6%	11%	5%	9%	
		*	*	*	*	*	H*	H	*	*	*	M	*	*	*	*	**	*	*	*	*	*	*	*	*	



Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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	
Taking advantage of workers	438	212	225	161	139	138	69	268	102	182	256	114	149	174	260	182	43	395	63	375	309	129	167	102	169	
	88%	86%	89%	87%	87%	89%	82%	89%	87%	87%	88%	86%	88%	88%	88%	87%	86%	88%	87%	88%	89%	84%	90%	84%	87%	
Exploitive		F																				W				
	429	210	219	156	135	138	66	262	101	177	251	113	142	174	256	173	45	384	65	364	300	129	164	99	166	
	86%	85%	86%	84%	85%	89%	78%	88%	86%	85%	86%	85%	84%	88%	86%	85%	90%	85%	90%	85%	86%	85%	89%	82%	86%	
Paying workers the right amount for what they do		F																				W				
	101	58	43	44	32	24	16	60	25	40	62	28	36	37	67	34	12	89	19	82	73	28	40	19	42	
	20%	24%	17%	24%	20%	16%	19%	20%	22%	19%	21%	21%	21%	19%	23%	17%	23%	20%	26%	19%	21%	18%	22%	16%	21%	
Safe		B																								
	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%	
Good		E																				W				
	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%	
Cared for by the companies that sell their finished products		DE																								
	95	48	47	47	30	19	18	57	20	35	60	29	33	33	61	35	12	83	18	78	68	28	41	20	34	
	19%	19%	19%	25%	19%	12%	22%	19%	17%	17%	21%	22%	19%	17%	20%	17%	24%	18%	24%	18%	19%	18%	22%	17%	17%	
Regulated properly		DE																								
	91	51	40	45	29	17	17	53	22	34	57	28	31	32	58	33	12	79	18	73	68	23	39	17	35	
	18%	21%	16%	24%	18%	11%	20%	18%	18%	16%	20%	21%	18%	16%	19%	16%	23%	18%	25%	17%	20%	15%	21%	14%	18%	
				E	E														S			W				

Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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	
Taking advantage of workers	414	196	218	153	119	141	58	181	174	258	156	190	107	117	191	223	49	365	55	359	264	150	164	105	145	
	83%	79%	86%	84%	78%	86%	72%	86%	83%	84%	81%	82%	84%	83%	82%	83%	82%	83%	83%	83%	83%	82%	87%	87%	76%	
Exploitive		A				D		F	F								*					X	X			
	396	187	209	151	112	132	57	167	172	244	152	176	101	119	187	209	48	347	55	341	255	140	154	102	140	
	79%	76%	83%	83%	73%	81%	70%	80%	82%	79%	79%	76%	79%	85%	80%	78%	80%	79%	83%	79%	80%	77%	82%	85%	73%	
Good		A				D		F	F					K			*					X	X			
	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%	
Safe		GH										L					Q*					W				
	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%	
Regulated properly		E															*									
	131	72	60	66	33	32	30	56	45	74	57	69	27	36	62	69	23	109	24	107	81	51	61	29	41	
	26%	29%	24%	36%	22%	20%	38%	27%	22%	24%	30%	30%	21%	25%	27%	26%	38%	25%	37%	25%	25%	28%	33%	24%	21%	
Cared for by the companies that sell their finished products		DE															Q*					X				
	131	74	58	62	36	34	28	54	50	80	51	65	28	39	67	64	23	108	25	106	88	44	62	28	42	
	26%	30%	23%	34%	23%	21%	34%	26%	24%	26%	27%	28%	22%	27%	29%	24%	38%	25%	38%	24%	28%	24%	33%	23%	22%	
Paying workers the right amount for what they do		B						H									Q*					WX				
	128	72	55	55	41	32	27	49	52	79	48	58	28	42	69	59	23	105	24	103	86	41	59	27	42	
	26%	29%	22%	30%	27%	19%	33%	23%	25%	26%	25%	25%	22%	30%	30%	22%	38%	24%	37%	24%	27%	23%	31%	22%	22%	
		B		E	E									L	O		Q*		S			WX				

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Ethical Consumer

Hi2. [Summary - Top2Box (Very much/Somewhat)] 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

Proportions/Mean: - 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	
Exploitive	452	227	226	173	146	138	139	211	102	171	282	23	328	101	281	171	60	393	105	347	331	121	143	176	133	
	90%	90%	91%	92%	89%	90%	90%	90%	92%	88%	92%	93%	90%	90%	90%	91%	96%	90%	94%	89%	90%	93%	93%	90%	88%	
				*					*			**		*			*		*			*				
Taking advantage of workers	433	217	215	165	143	125	130	208	95	163	270	20	317	95	269	164	57	376	98	335	319	113	139	168	126	
	87%	86%	87%	87%	88%	84%	84%	89%	85%	84%	88%	82%	87%	85%	86%	88%	92%	86%	87%	86%	86%	87%	90%	86%	83%	
				*					*			**		*			*		*			*				
Regulated properly	62	38	23	20	28	14	20	29	13	33	29	-	44	17	48	14	10	52	18	43	52	10	16	25	20	
	12%	15%	9%	10%	17%	9%	13%	12%	11%	17%	10%	-	12%	15%	15%	7%	16%	12%	16%	11%	14%	8%	11%	13%	13%	
				*	E				*	J		**		*	O		*		*			*				
Paying workers the right amount for what they do	60	44	16	16	29	15	19	27	14	26	34	-	43	17	49	11	10	50	20	40	52	8	21	25	14	
	12%	17%	7%	8%	18%	10%	12%	12%	12%	13%	11%	-	12%	15%	16%	6%	17%	11%	18%	10%	14%	6%	13%	13%	9%	
		B		*	CE				*			**		*	O		*		*			*				
Good	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%	
				*					*			**		*			*		*			*				
Safe	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%	
				*					*			**		*			*		*			*				
Cared for by the companies that sell their finished products	50	25	25	15	18	17	13	28	9	25	25	5	38	7	30	19	7	42	13	37	36	14	13	17	20	
	10%	10%	10%	8%	11%	12%	9%	12%	8%	13%	8%	20%	10%	6%	10%	10%	12%	10%	11%	10%	10%	10%	8%	9%	13%	
				*					*			**		*			*		*			*				

Ethical Consumer

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 consum

Proportions/Mean: - 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 (\*)

	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)	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
Paying workers the right amount for what they do	6621	3224	3397	2521	2135	1965	2417	2704	1438	2760	3861	2123	2865	1634	3547	3074	578	6043	801	5820	4109	2512	2335	2125	2161
	83%	81%	85%	81%	82%	85%	81%	84%	84%	82%	83%	81%	84%	83%	82%	84%	80%	83%	79%	83%	82%	83%	82%	86%	81%
Safe	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%
Regulated properly	6393	3143	3250	2375	2102	1915	2287	2626	1430	2671	3722	2000	2789	1604	3482	2911	564	5828	795	5598	3986	2407	2235	2030	2128
	80%	79%	81%	76%	81%	83%	76%	81%	84%	79%	80%	76%	82%	82%	80%	79%	78%	80%	78%	80%	80%	80%	78%	82%	80%
Good	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%
Cared for by the companies that sell their finished products	5847	2907	2940	2166	1915	1766	2045	2448	1305	2464	3383	1800	2554	1493	3179	2668	520	5327	721	5126	3675	2172	2044	1862	1942
	73%	73%	73%	70%	74%	77%	68%	76%	76%	73%	73%	68%	75%	76%	73%	73%	72%	73%	71%	73%	74%	72%	72%	75%	73%
Exploitive	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%
Taking advantage of workers	1275	691	584	549	398	327	574	447	246	561	714	468	494	313	652	623	111	1164	149	1126	774	501	397	355	522
	16%	17%	15%	18%	15%	14%	19%	14%	14%	17%	15%	18%	15%	16%	15%	17%	15%	16%	15%	16%	16%	17%	14%	14%	20%
		B		DE			GH					L			N										VW

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Ethical Consumer

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

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 (\*)

		Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Norway	Poland	South Korea	Spain	Sweden	United States
	Total	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
Paying workers the right amount for what they do	6621	417	388	401	394	466	437	399	444	435	356	440	377	396	454	444	372
	83%	83%	78%	80%	79%	93%	87%	80%	89%	87%	71%	88%	75%	79%	91%	89%	74%
		BDJLP	J	JP	JP	ABCDFGHIJKLMQP	BCDGJLMP	JP	ABCDGJLMP	BCDGJLMP		BCDGJLMP		J	ABCDFGIJLMP	BCDGJLMP	
Safe	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	
Regulated properly	6393	368	382	407	400	462	446	409	383	428	339	438	336	341	427	458	369
	80%	74%	76%	81%	80%	92%	89%	82%	77%	86%	68%	88%	67%	68%	85%	92%	74%
		JL	JLM	ABJLMP	AJLMP	ABCDFGHIJKLMNP	ABCDGHIJLMP	ABHJLMP	JLM	ABDGJLMP		ABCDGHJLMP			ABDGJLMP	ABCDGHIJLMP	JLM
Good	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	ABCDGHIJLMPNP	ABCDGHIJLMPNP	ABCDHJLP	LP	ABCDHJLMP		ABCDGHIJLMP		JLP	ABCDGHJLMP	ABCDHJLMP	
Cared for by the companies that sell their finished products	5847	319	396	378	382	448	250	405	352	274	292	450	313	365	418	437	369
	73%	64%	79%	76%	76%	90%	50%	81%	70%	55%	58%	90%	63%	73%	84%	87%	74%
		FI	AFHIJLMP	AFIJL	AFHIJL	ABCDFGHIJLMNP		ACDFHIJLMP	AFIJL	F	F	ABCDFGHIJLMNP	FI	AFIJL	ABCDFGHIJLMP	ABCDFGHIJLMP	AFIJL
Exploitive	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	CECHK		CEFGHIK			FK		FK	ABCEFGHIKLMNOP		CEFGHIK	CEFGHIK	CECHK	CEFGHIK	BCEFGHIKN
Taking advantage of workers	1275	85	81	55	76	73	49	62	46	58	209	67	113	96	52	66	86
	16%	17%	16%	11%	15%	15%	10%	12%	9%	12%	42%	13%	23%	19%	10%	13%	17%
		CFGHIN	CFGHIN		CFHIN	FHN					ABCEFGHIKLMNOP		ABCEFGHIKNO	CEFGHIKNO			CFGHIN

Ethical Consumer

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

Proportions/Mean: - 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	-	-
Paying workers the right amount for what they do	6621	767	417	4297	1140	2859	-	-
	83%	77%	83%	86%	76%	82%	-	-
			AD	ADE		AD		
Safe	6393	735	385	4170	1103	2806	-	-
	80%	74%	77%	83%	74%	80%	-	-
				ABDE		AD		
Regulated properly	6393	768	368	4195	1062	2852	-	-
	80%	77%	74%	84%	71%	81%	-	-
		D		ABDE		ABD		
Good	6247	703	363	4085	1096	2763	-	-
	78%	70%	73%	82%	73%	79%	-	-
				ABDE		ABD		
Cared for by the companies that sell their finished products	5847	750	319	3725	1052	2419	-	-
	73%	75%	64%	75%	70%	69%	-	-
		BDE		BDE	B	B		
Exploitive	1424	196	123	704	401	658	-	-
	18%	20%	25%	14%	27%	19%	-	-
		C	ACE		ACE	C		
Taking advantage of workers	1275	162	85	640	387	614	-	-
	16%	16%	17%	13%	26%	18%	-	-
		C	C		ABCE	C		

Ethical Consumer

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 consum

Proportions/Mean: - 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	
Paying workers the right amount for what they do	417	194	223	198	120	100	219	155	44	124	294	272	96	49	194	224	45	372	43	374	240	177	230	115	72	
	83%	79%	87%	80%	83%	92%	81%	86%	89%	84%	83%	83%	81%	89%	83%	84%	85%	83%	82%	84%	84%	82%	85%	84%	76%	
		A				CD			*								*		*						*	
Safe	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*			F*					K			*		*						*	
Regulated properly	368	173	195	161	114	93	189	136	42	112	256	226	93	49	180	188	45	323	39	329	214	154	209	97	62	
	74%	71%	76%	65%	80%	86%	70%	76%	86%	76%	73%	69%	78%	89%	77%	70%	84%	72%	74%	73%	75%	71%	78%	71%	65%	
		C				C			F*					KL			*		*				X		*	
Good	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			*		*						*	
Cared for by the companies that sell their finished products	319	159	160	141	102	76	161	125	33	96	223	210	73	36	155	164	36	284	31	289	182	138	172	86	61	
	64%	65%	63%	57%	71%	70%	59%	70%	67%	65%	63%	64%	61%	66%	67%	62%	67%	64%	58%	64%	64%	64%	64%	63%	65%	
		C				C			*								*		*						*	
Exploitive	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			*		*						*	
Taking advantage of workers	85	45	39	48	29	8	56	22	6	28	57	58	21	6	41	44	10	75	7	77	49	36	38	29	17	
	17%	19%	15%	19%	20%	8%	21%	12%	13%	19%	16%	18%	18%	10%	17%	17%	19%	17%	14%	17%	17%	17%	14%	22%	18%	
		E			E		G		*								*		*						*	



Ethical Consumer

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:

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		METRO	NON-METRO	VIC/TAS	Region		QLD	SA/NT	WA	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	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		
Cared for by the companies that sell their finished products	396	192	204	142	140	114	78	215	102	180	216	101	239	55	212	184	40	355	52	344	249	147	257	139	140	123	62	40	30	155	100	14		
	79%	77%	81%	72%	82%	86%	78%	78%	83%	81%	78%	77%	81%	75%	80%	78%	76%	80%	79%	79%	78%	80%	77%	85%	84%	81%	73%	72%	75%	78%	81%	80		
				C	C												*		*				V	Za			*	*						
Paying workers the right amount for what they do	388	181	206	146	132	110	78	210	100	176	212	101	230	56	204	184	40	348	51	337	245	143	259	129	136	124	57	38	33	149	100	13		
	78%	73%	82%	74%	77%	84%	77%	76%	81%	79%	76%	77%	78%	76%	77%	78%	76%	78%	77%	78%	77%	78%	77%	78%	82%	81%	67%	68%	81%	74%	80%	79		
				A	C												*		*				Za	Za			*	*						
Regulated properly	382	185	198	137	138	107	78	206	99	172	210	98	227	57	204	178	40	342	53	329	240	142	250	132	131	122	55	38	35	150	98	13		
	76%	74%	78%	70%	80%	81%	78%	75%	80%	77%	76%	74%	77%	77%	77%	76%	76%	77%	81%	76%	76%	78%	74%	81%	79%	80%	65%	69%	88%	75%	79%	76		
				C	C												*		*				Z	Za			*	*						
Safe	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%	76%	75%	77%	76%	75%	72%	78%	72%	76%	76%	73%	76%	73%	76%	76%	75%	74%	80%	77%	78%	67%	74%	81%	74%	75%	78		
				C	C												*		*				Z	Z			*	*						
Good	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		
				E	E												*		*				Za	Za			*	*						
Exploitive	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%	19%	11%	16%	17%	17%	20%	14%	12%	18%	22%	13%	21%	15%	17%	15%	17%	17%	17%	18%	14%	14%	17%	16%	24%	16%	16%	19%	16		
				E	E								K	K		N	*		*								*	*						
Taking advantage of workers	81	42	39	36	30	15	13	49	19	39	43	17	50	14	36	46	7	74	7	74	50	31	60	21	25	24	17	9	6	31	19	3		
	16%	17%	16%	18%	18%	12%	13%	18%	15%	17%	15%	13%	17%	19%	13%	19%	14%	17%	11%	17%	16%	17%	18%	13%	15%	16%	20%	16%	15%	15%	15%	18		
													K			N	*		*								*	*						

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Ethical Consumer

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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Columns Tested (5%): 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
Regulated properly	407	218	189	143	137	127	144	167	96	144	263	133	149	126	242	166	16	391	29	378	225	182	174	103	131	220	188	78	117	21
	81%	87%	76%	77%	87%	81%	76%	83%	88%	83%	81%	77%	80%	89%	82%	80%	59%	83%	73%	82%	81%	82%	73%	86%	91%	89%	74%	78%	82%	83
		B		C					F					KL			**		*			V	V		Z		*			
Paying workers the right amount for what they do	401	210	192	141	135	125	137	167	97	145	256	127	149	126	236	166	18	384	31	370	226	175	167	106	128	219	182	76	122	20
	80%	83%	77%	77%	85%	80%	72%	84%	89%	83%	79%	74%	80%	89%	80%	80%	66%	81%	78%	81%	82%	79%	70%	89%	89%	88%	72%	75%	85%	80
								F	F					KL			**		*			V	V		Z		*			
Safe	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		*			
Cared for by the companies that sell their finished products	378	198	180	132	129	117	128	159	91	134	244	123	140	116	219	158	18	360	27	351	215	162	159	96	123	210	168	74	115	18
	76%	79%	72%	71%	81%	75%	67%	80%	83%	77%	75%	71%	75%	81%	75%	77%	67%	76%	66%	76%	78%	73%	67%	80%	86%	85%	66%	73%	80%	74
					C			F	F								**		*			V	V		Z		*			
Good	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		*			
Exploitive	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%	10
																	**		*			V	V		Z		*			
Taking advantage of workers	55	35	20	21	22	12	18	25	12	23	32	14	24	17	27	28	4	51	4	51	30	25	19	22	14	36	19	18	14	2
	11%	14%	8%	11%	14%	8%	10%	12%	11%	13%	10%	8%	13%	12%	9%	13%	14%	11%	10%	11%	11%	11%	8%	19%	10%	15%	7%	18%	10%	99
		B															**		*				VX			Z		c*		

Ethical Consumer

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:

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		Prairies	Atlantic	Alberta	Region			Social Media			Inac	
		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				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	19	
Regulated properly	400	195	205	137	130	133	83	154	164	190	210	146	182	72	192	208	36	364	41	358	250	150	29	25	43	55	-	142	105	123	116	16	
	80%	79%	81%	77%	77%	86%	76%	80%	82%	81%	79%	78%	81%	80%	77%	83%	79%	80%	71%	81%	80%	80%	85%	81%	81%	81%	-	80%	78%	76%	82%	82	
						CD										N	*			R			*	*	*								
Paying workers the right amount for what they do	394	186	208	137	132	125	85	150	159	185	210	147	181	66	192	202	35	359	42	352	244	150	30	24	40	51	-	139	110	127	115	15	
	79%	75%	82%	77%	79%	81%	78%	79%	80%	79%	79%	79%	81%	73%	77%	81%	77%	79%	72%	80%	78%	80%	86%	76%	75%	76%	-	78%	82%	78%	81%	78	
			A														*			*			*	*	*								
Safe	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*	*	*	*							
Cared for by the companies that sell their finished products	382	185	197	132	124	126	82	145	155	178	203	137	175	70	186	196	35	346	42	339	232	149	30	23	43	52	-	142	91	122	110	15	
	76%	75%	78%	74%	74%	81%	75%	76%	78%	76%	76%	74%	78%	77%	74%	78%	77%	77%	74%	73%	77%	74%	79%	87%	74%	81%	77%	-	80%	67%	75%	77%	77
						CD											*						b*	*	b*	b							
Good	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											*						*	*	*								
Exploitive	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								
Taking advantage of workers	76	41	35	28	30	18	23	21	33	35	41	30	33	13	37	39	8	68	9	67	48	28	5	5	10	11	-	28	17	22	21	3	
	15%	17%	14%	16%	18%	12%	21%	11%	17%	15%	15%	16%	15%	14%	15%	15%	17%	15%	15%	15%	15%	15%	15%	15%	18%	17%	-	16%	13%	13%	15%	17	
					E		G										*						*	*	*								

Ethical Consumer

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 consum

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
Paying workers the right amount for what they do	466	232	234	176	127	163	115	239	112	156	309	154	196	115	285	181	19	447	33	432	282	184	111	151	204
	93%	94%	92%	92%	91%	96%	87%	94%	98%	93%	93%	92%	94%	93%	93%	93%	100%	93%	98%	93%	93%	93%	94%	96%	91%
Regulated properly		CD				F		F									*		*			X			
	462	227	235	175	126	161	116	236	110	154	309	150	193	119	286	177	18	445	31	431	279	183	107	151	205
	92%	92%	93%	92%	90%	95%	87%	94%	96%	91%	93%	90%	93%	96%	93%	91%	94%	92%	92%	92%	92%	93%	91%	96%	91%
Good		D				F		F						K			*		*			X			
	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%
Safe		CD				F		F									*		*						
	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%
Cared for by the companies that sell their finished products		CD				F		F						K			Q*		S*						
	448	221	226	164	125	159	110	232	106	153	295	147	187	113	278	170	17	431	30	418	275	173	106	144	197
	90%	90%	89%	86%	89%	94%	83%	92%	93%	91%	89%	88%	90%	91%	91%	87%	92%	89%	87%	90%	91%	88%	91%	91%	88%
Taking advantage of workers		C				F		F									*		*						
	73	35	37	31	18	24	23	31	18	27	46	25	28	20	44	29	3	69	4	68	40	33	17	22	34
	15%	14%	15%	16%	13%	14%	18%	12%	16%	16%	14%	15%	13%	16%	14%	15%	18%	14%	13%	15%	13%	17%	15%	14%	15%
Exploitive																	*		*						
	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					*		*						

Ethical Consumer

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 consum

Proportions/Mean: - 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																								
	Germany 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	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	
Good	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		
Regulated properly	446	219	227	145	173	128	163	145	138	165	281	97	257	91	294	152	35	410	76	370	290	156	108	148	190	
	89%	87%	92%	84%	91%	94%	88%	89%	91%	90%	89%	86%	90%	90%	89%	90%	82%	90%	85%	90%	89%	90%	84%	91%	91%	
		A	C														*	P					V	V		
Safe	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		
Paying workers the right amount for what they do	437	216	221	143	168	126	163	142	133	161	277	96	252	90	289	148	34	403	74	363	284	153	104	148	186	
	87%	86%	89%	83%	88%	92%	88%	87%	87%	88%	88%	84%	88%	89%	87%	88%	79%	88%	84%	88%	87%	88%	81%	91%	89%	
		C															*	P					V	V		
Cared for by the companies that sell their finished products	250	129	120	76	103	71	92	81	77	96	153	52	147	51	165	85	23	227	42	208	168	82	63	75	111	
	50%	51%	49%	44%	54%	52%	50%	50%	50%	52%	48%	46%	52%	50%	50%	50%	52%	50%	47%	51%	52%	47%	49%	46%	53%	
		C															*									
Taking advantage of workers	49	27	23	19	16	15	21	15	14	15	34	9	24	16	34	15	3	46	10	39	31	19	11	14	24	
	10%	11%	9%	11%	8%	11%	11%	9%	9%	8%	11%	8%	8%	16%	10%	9%	8%	10%	11%	10%	9%	11%	9%	9%	11%	
		KL															*									
Exploitive	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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Ethical Consumer

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 consum

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	
Paying workers the right amount for what they do	444	211	232	176	121	146	165	205	13	165	278	110	261	73	231	212	33	411	32	411	247	197	161	200	83	
	89%	87%	91%	87%	88%	91%	85%	90%	85%	92%	87%	85%	89%	95%	88%	89%	86%	89%	89%	89%	88%	89%	88%	91%	86%	
									**					K*			*		*						*	
Safe	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		*	
Regulated properly	383	179	204	154	102	127	142	179	12	146	237	92	228	63	203	180	30	353	29	354	216	168	144	178	61	
	77%	73%	80%	77%	74%	79%	74%	79%	84%	81%	74%	71%	78%	82%	78%	75%	80%	76%	81%	76%	77%	76%	78%	81%	63%	
									**					*			*		*				X	X	*	
Good	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		*	
Cared for by the companies that sell their finished products	352	175	178	135	94	123	121	171	11	141	211	85	212	55	190	162	27	325	28	324	199	153	132	160	61	
	70%	72%	69%	67%	69%	77%	62%	75%	78%	79%	66%	66%	72%	72%	73%	68%	71%	70%	77%	70%	71%	69%	72%	73%	63%	
						F			**	J				*			*		*						*	
Exploitive	62	32	29	29	14	19	26	19	4	23	38	18	29	14	34	28	4	58	3	58	35	26	22	24	16	
	12%	13%	11%	14%	10%	12%	13%	8%	28%	13%	12%	14%	10%	18%	13%	12%	10%	13%	9%	13%	13%	12%	12%	11%	16%	
									**					L*			*		*						*	
Taking advantage of workers	46	24	22	26	7	13	21	14	3	16	30	15	24	7	26	20	6	40	5	41	28	18	15	19	12	
	9%	10%	9%	13%	5%	8%	11%	6%	23%	9%	9%	12%	8%	9%	10%	8%	16%	9%	13%	9%	10%	8%	8%	9%	13%	
				D					**					*			*		*						*	

Ethical Consumer

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 consum

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
Paying workers the right amount for what they do	435	211	224	155	164	116	142	191	102	184	251	211	173	51	212	223	36	399	54	381	242	193	241	99	96
	87%	85%	89%	86%	87%	90%	85%	87%	89%	85%	88%	87%	87%	88%	84%	90%	82%	87%	82%	88%	87%	88%	86%	87%	88%
Safe	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%
Regulated properly	428	209	219	153	166	108	138	190	100	182	246	208	169	51	210	218	36	391	54	374	241	187	232	99	96
	86%	84%	88%	85%	88%	84%	83%	87%	87%	84%	86%	85%	85%	88%	83%	88%	83%	86%	82%	86%	86%	85%	83%	88%	88%
Good	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%
Cared for by the companies that sell their finished products	274	130	144	94	102	78	91	121	63	115	159	135	107	32	135	139	21	253	35	240	156	118	144	63	68
	55%	52%	58%	52%	54%	60%	55%	55%	55%	53%	56%	56%	54%	55%	54%	56%	49%	55%	52%	55%	56%	53%	52%	56%	62%
Exploitive	69	41	28	27	24	18	32	23	14	30	39	36	27	6	38	31	8	61	11	59	40	29	33	14	23
	14%	16%	11%	15%	12%	14%	19%	10%	12%	14%	14%	15%	14%	10%	15%	12%	18%	13%	16%	13%	14%	13%	12%	12%	21%
Taking advantage of workers		B					GH										*								VW
	58	35	23	22	23	13	29	18	11	22	36	29	22	7	31	27	4	54	7	51	31	27	30	11	17
	12%	14%	9%	12%	12%	10%	17%	8%	10%	10%	13%	12%	11%	12%	12%	11%	10%	12%	10%	12%	11%	12%	11%	9%	16%
		B					GH										*								



Ethical Consumer

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 consum

Proportions/Mean: - 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
Paying workers the right amount for what they do	356	179	177	139	110	106	243	98	15	190	165	209	66	81	157	199	18	338	35	321	231	125	29	105	221
	71%	71%	71%	75%	69%	69%	72%	69%	66%	70%	73%	71%	73%	70%	71%	71%	82%	71%	80%	70%	72%	70%	69%	75%	70%
									*								*		*			*			
Safe	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%
									*								*		*			*			
Good	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%
									*								*		*			*			
Regulated properly	339	177	162	125	109	105	234	93	12	184	154	199	60	79	151	187	16	322	31	307	220	118	31	96	212
	68%	71%	65%	67%	68%	67%	69%	66%	53%	67%	68%	68%	67%	69%	69%	67%	74%	67%	73%	67%	69%	66%	74%	68%	67%
									*								*		*			*			
Cared for by the companies that sell their finished products	292	154	138	110	96	86	200	79	13	151	140	172	51	68	124	168	12	280	23	269	188	104	26	86	180
	58%	61%	55%	59%	60%	55%	59%	56%	58%	55%	62%	58%	57%	59%	56%	60%	55%	58%	53%	59%	59%	58%	63%	61%	57%
									*								*		*			*			
Exploitive	219	108	111	83	66	70	155	57	6	120	98	135	41	43	90	128	9	210	17	202	141	77	15	51	153
	44%	43%	44%	45%	41%	45%	46%	40%	29%	44%	44%	46%	45%	37%	41%	46%	41%	44%	38%	44%	44%	43%	37%	36%	48%
									*			M					*		*			*			W
Taking advantage of workers	209	103	107	87	58	65	139	61	9	114	96	129	35	46	81	128	5	205	9	200	132	78	15	49	145
	42%	41%	43%	47%	36%	42%	41%	43%	39%	42%	42%	44%	39%	40%	37%	46%	21%	43%	21%	44%	41%	43%	35%	35%	46%
				D					*						N		*	P	*		R		*		W

Ethical Consumer

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 consum

Proportions/Mean: - 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
Paying workers the right amount for what they do	377	186	191	162	107	109	299	75	3	166	211	69	253	55	153	224	30	347	40	337	209	169	178	130	70
	75%	75%	76%	76%	76%	75%	75%	78%	84%	74%	76%	67%	78%	79%	72%	78%	81%	75%	72%	76%	74%	78%	76%	77%	71%
								*	**			*	*	*			*	*	*	*					*
Safe	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	*	*
Regulated properly	336	161	175	137	96	103	263	70	3	154	182	52	231	53	141	195	28	308	39	297	193	143	150	124	62
	67%	65%	70%	64%	68%	71%	66%	73%	84%	69%	66%	50%	71%	76%	67%	68%	74%	67%	70%	67%	68%	66%	64%	74%	63%
								*	**			*	K	K*			*	*	*	*					*
Good	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	*	*
Cared for by the companies that sell their finished products	313	142	170	131	82	100	244	65	3	141	172	47	223	43	134	179	24	289	37	276	185	127	149	117	47
	63%	57%	68%	61%	59%	69%	61%	68%	84%	63%	62%	45%	68%	62%	63%	62%	63%	62%	66%	62%	66%	59%	64%	69%	48%
			A					*	**			*	K	K*			*	*	*	*			X	X	*
Taking advantage of workers	113	55	58	60	27	25	90	22	1	52	60	20	79	14	40	73	6	106	17	96	64	49	49	39	25
	23%	22%	23%	28%	19%	18%	22%	23%	21%	23%	22%	19%	24%	20%	19%	25%	16%	23%	30%	22%	23%	22%	21%	23%	25%
				E				*	**			*	*	*			*	*	*	*					*
Exploitive	106	52	54	57	26	23	85	20	1	47	59	25	70	11	43	63	5	101	9	98	58	48	44	33	29
	21%	21%	22%	27%	18%	16%	21%	21%	37%	21%	21%	24%	21%	16%	20%	22%	14%	22%	16%	22%	21%	22%	19%	19%	30%
				E				*	**			*	*	*			*	*	*	*					V*

Ethical Consumer

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 consum

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
Paying workers the right amount for what they do	396	204	193	164	149	83	71	152	173	213	183	12	113	271	205	192	59	337	71	326	285	112	117	202	78
	79%	81%	78%	78%	79%	83%	79%*	79%	80%	78%	80%	70%*	80%	79%	78%	81%	82%*	79%	77%*	80%	80%	78%	73%	85%	76%
Good	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%
Safe	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%
Cared for by the companies that sell their finished products	365	194	171	150	143	72	66	143	156	190	175	13	109	243	188	176	56	309	71	294	252	112	110	175	79
	73%	77%	69%	71%	76%	72%	73%*	74%	72%	70%	77%	75%*	77%	71%	72%	74%	77%*	72%	78%*	72%	71%	79%	69%	74%	78%
Regulated properly	341	177	165	151	131	60	61	130	150	174	167	12	102	227	174	167	47	294	64	278	238	104	95	176	70
	68%	70%	66%	72%	69%	59%	68%*	67%	69%	64%	73%	70%*	72%	67%	66%	70%	66%*	69%	70%*	68%	67%	73%	59%	74%	69%
Exploitive	99	46	52	43	35	20	15	43	40	57	42	7	26	66	52	47	9	90	14	84	72	26	36	35	28
	20%	18%	21%	21%	19%	20%	17%*	22%	19%	21%	18%	39%*	18%	19%	20%	20%	12%*	21%	16%*	21%	20%	18%	22%	15%	28%
Taking advantage of workers	96	51	46	42	35	20	13	46	37	54	42	7	24	66	58	39	14	82	18	79	69	28	39	34	23
	19%	20%	18%	20%	18%	20%	14%*	24%	17%	20%	18%	39%*	17%	19%	22%	16%	20%*	19%	19%*	19%	19%	25%	14%	23%	
							*					**					*		*			W			

Ethical Consumer

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 consum

Proportions/Mean: - 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
Paying workers the right amount for what they do	454	224	230	184	159	112	298	128	28	187	267	218	110	126	207	248	35	419	42	413	227	227	255	133	65
	91%	89%	93%	90%	92%	91%	90%	92%	99%	91%	91%	88%	96%	92%	88%	93%	88%	91%	83%	92%	90%	91%	91%	91%	89%
									*				K*	K		N	*		*	R					
Safe	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					
Regulated properly	427	208	218	171	149	106	280	122	25	175	251	205	101	121	194	232	32	394	40	387	217	210	242	123	62
	85%	83%	88%	83%	87%	87%	84%	87%	87%	85%	85%	82%	88%	89%	83%	87%	80%	86%	80%	86%	86%	85%	86%	84%	85%
			A						*				*	K			*		*						
Good	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					
Cared for by the companies that sell their finished products	418	210	209	163	151	104	276	118	25	177	242	201	100	117	190	228	32	387	39	379	211	207	235	121	62
	84%	83%	84%	80%	87%	85%	83%	85%	87%	86%	82%	81%	87%	86%	81%	86%	79%	84%	79%	84%	84%	84%	84%	83%	85%
				C					*				*				*		*						
Exploitive	85	48	37	41	24	20	61	21	3	31	54	50	17	18	36	49	6	79	8	77	35	50	39	27	19
	17%	19%	15%	20%	14%	16%	18%	15%	11%	15%	18%	20%	15%	13%	15%	18%	15%	17%	16%	17%	14%	20%	14%	18%	26%
									*			M	*				*		*	T					V
Taking advantage of workers	52	31	20	23	13	15	36	14	2	19	33	34	7	11	23	29	5	46	8	43	20	32	24	10	18
	10%	12%	8%	11%	8%	13%	11%	10%	8%	9%	11%	14%	6%	8%	10%	11%	14%	10%	16%	10%	8%	13%	8%	7%	25%
		B							*			LM	*				*		*	T					VW

Ethical Consumer

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 consum

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																							
	Sweden 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	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
Regulated properly	458	230	228	160	145	153	145	192	121	149	309	90	238	130	336	122	55	403	77	381	330	128	155	141	162
	92%	91%	92%	86%	95%	95%	87%	91%	99%	96%	90%	86%	91%	98%	91%	93%	98%	91%	93%	91%	91%	94%	89%	95%	91%
				*	*	*	*		FG*	*			*	K		*	**		*			*	*	*	*
Paying workers the right amount for what they do	444	216	228	160	138	146	144	185	114	141	303	92	231	120	327	117	47	397	66	378	323	121	152	140	152
	89%	85%	92%	86%	90%	90%	87%	87%	93%	91%	88%	88%	88%	91%	88%	90%	84%	89%	80%	91%	89%	89%	87%	94%	85%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Safe	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		*	**		*			*	*	*	*
Cared for by the companies that sell their finished products	437	218	219	163	132	143	137	189	111	141	296	85	231	122	319	118	50	387	70	367	318	119	145	138	155
	87%	86%	89%	88%	86%	88%	83%	89%	91%	91%	86%	81%	88%	92%	86%	90%	89%	87%	84%	88%	87%	87%	83%	93%	87%
				*	*	*	*		*	*			*	K		*	**		*			*	*	*	*
Good	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%
				*	*	*	*		*	*			*			*	**		*			*	*	*	*
Exploitive	104	45	59	39	22	43	46	45	13	27	77	37	47	21	82	22	13	91	18	86	70	34	31	22	51
	21%	18%	24%	21%	15%	26%	28%	21%	11%	18%	22%	35%	18%	16%	22%	17%	24%	20%	22%	21%	19%	25%	18%	15%	29%
				*	*	*	H*		*	*		LM	*			*	**		*			*	*	*	W*
Taking advantage of workers	66	46	20	30	17	18	30	21	14	10	56	15	37	14	53	13	10	55	8	57	40	25	31	13	21
	13%	18%	8%	16%	11%	11%	18%	10%	11%	6%	16%	15%	14%	10%	14%	10%	18%	12%	10%	14%	11%	19%	18%	9%	12%
		B		*	*	*	*		*	*	I		*			*	**		*			*	*	*	*

Ethical Consumer

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Proportions/Mean: - 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	
Regulated properly	409	195	214	140	130	139	67	247	96	175	234	104	139	166	239	170	39	371	54	355	279	130	146	104	159	
	82%	79%	84%	76%	82%	89%	80%	82%	82%	84%	80%	79%	82%	84%	81%	84%	77%	82%	75%	83%	80%	85%	79%	86%	82%	
						CD													R			V				
Cared for by the companies that sell their finished products	405	198	207	138	130	137	66	243	97	174	231	103	137	165	236	169	38	367	55	350	280	125	144	101	161	
	81%	81%	81%	75%	81%	88%	78%	81%	83%	83%	79%	78%	81%	83%	80%	83%	76%	82%	76%	82%	81%	82%	78%	83%	83%	
					C	CD																				
Good	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							
Safe	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				
Paying workers the right amount for what they do	399	188	211	141	127	132	68	239	92	170	229	105	134	160	229	170	38	360	53	345	274	124	145	102	153	
	80%	76%	83%	76%	80%	84%	81%	80%	78%	81%	79%	79%	79%	81%	77%	83%	77%	80%	74%	81%	79%	82%	78%	84%	79%	
			A			C									N				R							
Exploitive	71	36	35	29	25	17	18	37	16	32	39	19	28	24	41	30	5	66	7	64	48	23	21	22	28	
	14%	15%	14%	16%	15%	11%	22%	12%	14%	15%	14%	15%	16%	12%	14%	15%	10%	15%	10%	15%	14%	15%	11%	18%	14%	
							GH															V				
Taking advantage of workers	62	34	29	24	20	17	15	32	16	27	35	18	20	24	36	26	7	55	10	52	38	24	18	19	25	
	12%	14%	11%	13%	13%	11%	18%	11%	13%	13%	12%	14%	12%	12%	12%	13%	14%	12%	13%	12%	11%	16%	10%	16%	13%	
						G																V				

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 (\*)

	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
Paying workers the right amount for what they do	372	175	197	127	113	132	54	161	157	227	145	174	99	99	164	209	37	335	42	331	231	141	129	94	149
	74%	71%	78%	70%	73%	81%	67%	77%	75%	74%	75%	75%	78%	70%	70%	78%	62%	76%	63%	76%	73%	77%	69%	78%	78%
		A				CD							M			N	*	P		R			V		V
Cared for by the companies that sell their finished products	369	174	195	121	118	130	53	156	159	227	142	167	99	102	165	204	37	332	41	328	230	139	127	93	149
	74%	70%	77%	66%	77%	79%	66%	74%	76%	74%	73%	72%	78%	73%	71%	76%	62%	75%	62%	76%	72%	76%	67%	77%	78%
		A				C							F			*	P		R			V		V	
Regulated properly	369	176	193	117	120	132	51	153	164	233	136	163	100	105	170	199	37	331	42	327	237	132	127	92	150
	74%	71%	76%	64%	78%	80%	62%	73%	78%	76%	70%	70%	79%	75%	73%	74%	62%	75%	63%	75%	75%	72%	67%	76%	79%
		C				C							K			*	P		R			V		V	
Safe	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														*									
Good	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											K			*	P					V			
Exploitive	104	60	44	31	42	31	24	43	38	63	41	57	26	21	46	59	12	92	11	93	62	42	34	19	51
	21%	24%	17%	17%	27%	19%	30%	20%	18%	21%	21%	24%	21%	15%	20%	22%	20%	21%	17%	21%	20%	23%	18%	15%	27%
		B				CE		GH				M				*						VW			
Taking advantage of workers	86	52	34	29	34	23	23	29	35	49	38	42	20	24	42	44	11	75	11	75	54	33	24	16	46
	17%	21%	14%	16%	22%	14%	28%	14%	17%	16%	19%	18%	16%	17%	18%	17%	18%	17%	17%	17%	17%	18%	13%	13%	24%
		B			E			GH									*								VW



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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
Cared for by the companies that sell their finished products	450	228	223	175	145	131	141	207	103	170	281	20	325	105	283	168	55	395	99	351	333	117	141	177	132
	90%	90%	90%	92%	89%	88%	91%	88%	92%	87%	92%	80%	90%	94%	90%	90%	88%	90%	89%	90%	90%	90%	92%	91%	87%
		*		*		*		*	*		*	**	*	*		*	*	*	*		*	*		*	
Safe	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%
		*		*		*		*	*		*	**	*	*		*	*	*	*		*	*		*	
Good	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%
		*		*		*		*	*		*	**	*	*		*	*	*	*		*	*		*	
Paying workers the right amount for what they do	440	209	231	173	134	133	135	207	98	169	271	25	320	95	264	176	52	388	92	348	318	122	133	169	138
	88%	83%	93%	92%	82%	90%	88%	88%	88%	87%	89%	100%	88%	85%	84%	94%	83%	89%	82%	90%	86%	94%	87%	87%	91%
		A		D*		D		*	*		*	**	*	*		N	*	*	*		*	*		*	
Regulated properly	438	214	224	170	134	134	134	206	99	162	276	25	319	95	265	173	53	386	94	345	318	120	137	169	132
	88%	85%	91%	90%	83%	91%	87%	88%	89%	83%	90%	100%	88%	85%	85%	93%	84%	88%	84%	89%	86%	92%	89%	87%	87%
		*		*		D		*	*		I	**	*	*		N	*	*	*		*	*		*	
Taking advantage of workers	67	35	32	24	20	23	24	26	17	32	35	4	46	17	44	23	5	62	14	53	50	17	15	26	26
	13%	14%	13%	13%	12%	16%	16%	11%	15%	16%	12%	18%	13%	15%	14%	12%	8%	14%	13%	14%	14%	13%	10%	14%	17%
		*		*		*		*	*		*	**	*	*		*	*	*	*		*	*		*	
Exploitive	48	26	22	16	17	15	15	23	9	24	23	2	35	11	31	16	3	45	7	41	38	9	10	19	19
	10%	10%	9%	8%	11%	10%	10%	10%	8%	12%	8%	7%	10%	10%	10%	9%	4%	10%	6%	11%	10%	7%	7%	10%	12%
		*		*		*		*	*		*	**	*	*		*	*	*	*		*	*		*	