



Total	DataSource							
	France	Germany	Spain	Italy	Denmark	Finland	Sweden	Norway
	A	B	C	D	E	F	G	H

Generally speaking, where do you prefer buying clothes (on and offline)? Please select up to three answers

	Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>		9250	1023	2047	1021	1010	1054	1047	1030	1018
I buy my clothes at "fast fashion" stores (such as H&M, Zara, Mango...)	52%	53%	45%	68%	64%	48%	38%	53%	56%	56%
		B.E.F	▼ F	▲ A.B.D.E.F.G.H	▲ A.B.E.F.G.H	▼ F	▼	B.E.F	▲ B.E.F	
I buy my clothes in second hand shops	15%	15%	12%	7%	8%	16%	24%	21%	17%	17%
		B.C.D	▼ C.D	▼	▼	B.C.D	▲ A.B.C.D.E.H	▲ A.B.C.D.E.H	B.C.D	B.C.D
I buy my clothes from ethical brands	12%	8%	20%	12%	12%	8%	8%	7%	8%	8%
		▼	▲ A.C.D.E.F.G.H	A.E.F.G.H	A.E.F.G.H	▼	▼	▼	▼	▼
I buy my clothes on resale apps (such as Vinted, Poshmark...)	8%	18%	9%	5%	7%	7%	5%	7%	6%	6%
		▲ B.C.D.E.F.G.H	C.D.F.H	▼		F	▼	F	▼	▼
I buy my clothes from luxury brands (such as Chanel, Dior, Yves-Saint Laurent...)	7%	5%	7%	7%	9%	8%	5%	7%	6%	6%
		▼	A.F	F	▲ A.B.C.F.H	A.F	▼	A.F		
None of these answers	27%	26%	31%	19%	21%	32%	37%	26%	23%	23%
		C.D	▲ A.C.D.G.H	▼	▼	▲ A.C.D.G.H	▲ A.B.C.D.E.G.H	C.D	▼ C	▼ C
I do not know	4%	3%	4%	2%	3%	6%	7%	5%	6%	6%
		▼	C	▼	C	▲ A.B.C.D	▲ A.B.C.D.G	A.C	A.C.D	A.C.D

What are your criteria(s) when you buy clothes? Please select all that apply.

	Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>		9250	1023	2047	1021	1010	1054	1047	1030	1018
The price	76%	85%	73%	78%	78%	73%	78%	74%	73%	73%
		▲ B.C.D.E.F.G.H	▼	B.E.G.H	B.E.H	▼	B.E.G.H	▼	▼	▼
How it fits	66%	64%	69%	33%	69%	75%	69%	78%	66%	66%
		C	▲ A.C.H	▼	A.C	▲ A.B.C.D.F.H	▲ A.C	▲ A.B.C.D.F.H	C	C
The quality	62%	65%	64%	62%	63%	58%	62%	56%	56%	56%
		F.H	F.H	H	F.H	F.H	▼	H	▼	▼
The longevity of the product	27%	27%	32%	16%	20%	23%	45%	23%	20%	20%
		C.D.H	▲ A.C.D.E.G.H	▼	▼ C	▼ C	▲ A.B.C.D.E.G.H	▼ C	▼ C	▼ C
The fabric (recycled, organic, synthetic...)	21%	20%	25%	22%	30%	18%	16%	18%	15%	15%
		F.H	▲ A.E.F.G.H	E.F.G.H	▲ A.B.C.E.F.G.H	▼ H	▼	▼	▼	▼
The brand	19%	24%	24%	22%	21%	16%	14%	18%	13%	13%
		▲ E.F.G.H	▲ E.F.G.H	▲ E.F.G.H	E.F.H	▼	▼	F.H	▼	▼
Current fashion trends	16%	24%	17%	25%	18%	14%	7%	10%	10%	10%
		▲ B.D.E.F.G.H	E.F.G.H	▲ B.D.E.F.G.H	E.F.G.H	F.H	▼	▼ F	▼ F	▼ F
Where it is made	12%	21%	11%	10%	18%	10%	11%	11%	7%	7%
		▲ B.C.E.F.G.H	H	H	▲ B.C.E.F.G.H	▼ H	H	H	▼	▼
The ecological impact of the product	10%	13%	10%	11%	14%	8%	10%	11%	7%	7%
		▲ B.E.F.H	H	E.H	▲ B.C.E.F.G.H	▼	H	E.H	▼	▼
Someone has recommended the fashion piece/the brand	4%	7%	4%	7%	5%	3%	3%	3%	4%	4%
		▲ B.E.F.G.H	F	▲ B.E.F.G.H	F	▼	▼	▼	▼	▼
None of these answers	2%	1%	AD.G	▲ AD.G	▼	AD.G	D	1%	2%	2%
		▼	▲ A.C.D	▼	▼	D	▲ A.C.D	C.D	A.C.D	A.C.D
I do not know	2%	1%	3%	1%	0%	2%	3%	2%	2%	2%
		▼	▲ A.C.D	▼	▼	D	▲ A.C.D	C.D	A.C.D	A.C.D

Which, if any, eco-friendly elements are important to you when you buy clothes? Please select all that apply.

	Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>		9250	1023	2047	1021	1010	1054	1047	1030	1018
Sustainable fabrics/materials	36%	46%	31%	41%	46%	25%	37%	41%	27%	27%
		▲ B.C.E.F.G.H	▼ E.H	▲ B.E.H	▲ B.C.E.F.G.H	▼	B.E.H	▲ B.E.H	▼	▼
Cruelty free (products or activities that do not harm or kill animals anywhere in the world)	34%	48%	37%	42%	40%	26%	31%	17%	29%	29%
		▲ B.C.D.E.F.G.H	▲ E.F.G.H	▲ B.E.F.G.H	▲ E.F.G.H	▼ G	▼ E.G	▼	▼ G	▼ G
Less or no chemicals	33%	46%	36%	28%	41%	34%	27%	29%	23%	23%
		▲ B.C.D.E.F.G.H	▲ C.F.G.H	▼ H	▲ B.C.E.F.G.H	C.F.G.H	▼	▼ H	▼	▼
A local production	22%	40%	19%	25%	28%	10%	27%	12%	13%	13%
		▲ B.C.D.E.F.G.H	▼ E.G.H	▲ B.E.G.H	▲ B.E.G.H	▼	▲ B.E.G.H	▼	▼ E	▼ E
Transport pollution	16%	32%	20%	12%	16%	9%	11%	9%	11%	11%
		▲ B.C.D.E.F.G.H	▲ C.D.E.F.G.H	▼ E.G	C.E.F.G.H	▼	▼	▼	▼	▼
The water consumption used during the manufacturing	14%	30%	10%	12%	14%	11%	12%	14%	10%	10%
		▲ B.C.D.E.F.G.H	▼		B.E.H	▼	▼	B.E.H	▼	▼
A fewer restock of inventory	7%	10%	11%	7%	6%	3%	9%	5%	4%	4%
		▲ C.D.E.G.H	▲ C.D.E.G.H	E.G.H	E	▼	▲ D.E.G.H	▼ E	▼	▼
None of the answer	20%	5%	24%	17%	10%	28%	19%	24%	24%	24%
		▼	▲ A.C.D.F	AD	▼ A	▲ A.B.C.D.F.G.H	AD	▲ A.C.D.F	▲ A.C.D.F	▲ A.C.D.F
Je ne sais pas	14%	10%	12%	11%	9%	17%	17%	18%	21%	21%
		▼	▼ D	▼	▼	▲ A.B.C.D	▲ A.B.C.D	▲ A.B.C.D	▲ A.B.C.D.E.F.C	▲ A.B.C.D.E.F.C



Total	DataSource							
	France	Germany	Spain	Italy	Denmark	Finland	Sweden	Norway
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**What restrain you from buying ethical and eco-friendly clothes? Please select all that apply.**

	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Unweighted base</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
It is too expensive	35%	51%	36%	40%	33%	24%	39%	29%	30%
It is hard to discern eco-friendly brands	31%	30%	35%	28%	37%	32%	24%	36%	26%
It is not clear which eco-friendly aspects are fulfilled	30%	32%	35%	24%	29%	29%	35%	27%	24%
It is not easy to find	27%	32%	27%	35%	33%	22%	24%	22%	24%
I can't find brands that match my values	8%	6%	11%	7%	8%	7%	6%	7%	6%
They are not so easy to handle (washing, ironing,...)	7%	10%	9%	8%	12%	3%	6%	4%	5%
They are not fashionable	7%	10%	12%	5%	6%	3%	5%	3%	5%
Nothing - I already do buy ethical and eco-friendly clothes.	5%	3%	8%	5%	4%	4%	4%	5%	5%
None of these answers	8%	5%	9%	8%	7%	11%	8%	10%	9%
I do not know	14%	11%	8%	10%	11%	25%	17%	19%	22%

**Generally speaking, when do you buy your clothes? Please select all that apply.**

	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Unweighted base</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
Regularly throughout the year	46%	40%	53%	47%	36%	56%	45%	42%	42%
During peak sales season	34%	44%	22%	43%	60%	30%	32%	27%	23%
For special occasions	18%	17%	15%	18%	25%	19%	19%	17%	18%
At the start of each new seasons	10%	11%	10%	16%	14%	3%	5%	8%	9%
At the start of the school year	3%	6%	3%	4%	2%	2%	2%	3%	3%
None of these answers	14%	10%	19%	8%	6%	11%	20%	17%	19%
I do not know	5%	4%	6%	2%	2%	5%	6%	6%	6%

**Have you reduced your clothing purchase for ethical reasons? Please select one answer**

	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Unweighted base</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
Yes	23%	27%	19%	25%	21%	18%	25%	26%	25%
No	61%	58%	64%	57%	58%	70%	61%	59%	63%
No, but I intend to do it	9%	11%	9%	13%	12%	7%	6%	7%	7%
I do not know	7%	5%	8%	5%	10%	5%	7%	9%	5%

**To what extent do you agree with the following statement: clothing manufacturers should be obliged by law to consider ethical aspects (f.e. working conditions, no child labour, animal welfare,...) in the production of their clothing? Please select one answer**

	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Unweighted base</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
Yes, i completely agree	57%	60%	52%	67%	66%	52%	60%	55%	52%
Yes, I partly agree	26%	25%	30%	25%	25%	31%	24%	23%	23%
No, I partly disagree	5%	6%	5%	3%	3%	4%	5%	6%	7%
No, I completely disagree	4%	2%	4%	1%	1%	4%	3%	7%	9%
I do not know	8%	7%	9%	4%	5%	9%	9%	10%	9%

**Have you ever heard the term « Slow Fashion » a movement to buy less clothes for better quality? Please select one answer.**

	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Unweighted base</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>	9250	1023	2047	1021	1010	1054	1047	1030	1018
Yes	27%	25%	18%	31%	30%	24%	41%	29%	23%
No	66%	67%	75%	62%	65%	70%	51%	61%	69%
I do not know	7%	8%	8%	6%	6%	6%	8%	10%	8%



Total	DataSource							
	France	Germany	Spain	Italy	Denmark	Finland	Sweden	Norway
	A	B	C	D	E	F	G	H

**What do you do with clothes you no longer wear?**  
Please select all that apply.

	Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018
<b>Base: Adults</b>		9250	1023	2047	1021	1010	1054	1047	1030	1018
I sell them on internet	19%	27%	22%	11%	8%	21%	20%	21%	18%	18%
		▲ B.C.D.E.F.G.I	▲ C.D.H	▼ D	▼	C.D	C.D	C.D	C.D	C.D
I give them to people around me	34%	38%	32%	46%	43%	28%	31%	28%	28%	28%
		▲ B.E.F.G.H	E.G.H	▲ A.B.E.F.G.H	▲ A.B.E.F.G.H	▼	▼	▼	▼	▼
I leave them in the closet	18%	16%	17%	14%	20%	13%	19%	24%	20%	20%
		E	E	▼	A.B.C.E	▼	C.E	▲ A.B.C.D.E.F.H	▲ A.B.C.E	▲ A.B.C.E
I throw them away	15%	10%	11%	12%	13%	15%	26%	21%	15%	15%
		▼	▼	▼	▼	A.B.C	▲ A.B.C.D.E.G.I	▲ A.B.C.D.E.H	A.B.C	A.B.C
I give them to charity	68%	64%	71%	68%	68%	77%	63%	65%	68%	68%
		▼	▲ A.F.G	F	F	▲ A.B.C.D.F.G.H	▼	▼	A.F	A.F
None of these answers	3%	2%	4%	2%	2%	2%	5%	3%	4%	4%
			C.D		▼		▲ A.B.C.D.E.G.H		C.D	C.D
Je ne sais pas	2%	3%	4%	1%	1%	2%	2%	3%	1%	1%
		C.D	▲ C.D.E.F.H	▼	▼	C	C	C.D		

**How often do you sell your clothes? Please select one answer.**

	Unweighted base	1749	277	448	117	80	222	208	214	183
<b>Base: Adults that sells their clothes on internet</b>		1749	277	448	117	80	222	208	214	183
Several times a week	2%	2%	2%	5%	5%	1%	-	1%	2%	2%
				▲ B.E.F.G	▲ B.F.G*					
At least once a week	4%	6%	4%	9%	10%	3%	1%	4%	4%	4%
		F	F	▲ E.F	▲ B.E.F.G.H*		▼			
At least once a month	12%	18%	16%	9%	7%	15%	3%	8%	11%	11%
		▲ C.D.F.G	▲ D.F.G	F	*	F.G	▼	F	F	F
Several times a year	40%	47%	40%	41%	32%	42%	37%	41%	33%	33%
		▲ D.F.H			*					
Once a year	22%	18%	21%	18%	23%	20%	29%	24%	27%	27%
					*		▲ A.B.C.E		A	A
Less than once a year	16%	9%	14%	13%	19%	13%	26%	19%	21%	21%
		▼	A		A*		▲ A.B.C.E	A	A	A
I do not know	3%	2%	3%	4%	4%	5%	3%	2%	3%	3%
					*	A				

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B/C/D/E/F/G/H, I/J, K/L/M/N/O, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

▲ indicates result is significantly higher than the result in the Total column  
▼ indicates result is significantly lower than the result in the Total column