YouGov Survey Results

Sample Size: 2468 GB Adults Interested in Fashion
Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	**976**	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How often would you say you do the following activities?														
Go shopping for clothes														
Every day	**1**	1	0	1	1	1	0	1	0	1	1	1	0	0
Several times a week	**3**	1	4	5	3	2	2	3	3	3	3	3	3	0
Once a week	**9**	6	11	19	7	8	7	11	6	12	7	8	9	15
Several times a month	**23**	19	24	32	24	21	16	22	24	24	20	21	26	23
Once a month	**28**	31	27	23	33	28	25	31	25	34	31	29	25	17
Several times a year	**31**	34	30	13	29	34	44	30	33	25	32	34	30	36
Less than once a year	**3**	6	2	5	2	4	3	2	5	0	4	4	3	7
Never	**1**	1	1	0	0	1	1	0	1	0	1	0	1	2
Don't know	**1**	2	1	2	1	1	2	0	3	1	0	1	3	0
Read the fashion pages of a magazine or newspaper														
Every day	**3**	1	4	6	3	2	3	3	3	1	6	3	2	1
Several times a week	**8**	4	10	15	7	5	8	8	8	12	5	9	8	6
Once a week	**17**	9	20	13	12	22	19	17	16	14	16	19	18	16
Several times a month	**18**	11	20	20	18	15	20	18	17	16	18	17	18	20
Once a month	**16**	15	17	20	18	17	11	18	15	22	18	12	17	14
Several times a year	**15**	17	15	12	17	17	14	16	14	15	14	14	18	15
Less than once a year	**9**	14	7	6	9	9	11	8	11	9	10	10	7	11
Never	**12**	25	7	5	15	13	12	11	14	10	13	15	10	13
Don't know	**1**	3	0	2	2	0	0	0	2	1	0	0	2	4

© 2011 YouGov plc. All Rights Reserved

Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	**976**	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Go to a catwalk fashion show														
Every day	**0**	1	0	1	1	0	0	1	0	0	1	1	0	0
Several times a week	**0**	0	0	0	1	0	0	0	0	2	0	0	0	0
Once a week	**1**	1	0	0	1	0	0	1	0	1	0	0	1	0
Several times a month	**1**	1	0	1	2	0	0	1	0	4	0	0	0	0
Once a month	**1**	2	1	2	1	1	1	1	1	2	0	1	1	0
Several times a year	**1**	1	2	4	2	1	0	2	1	2	2	1	1	0
Less than once a year	**8**	6	9	10	7	9	6	9	6	5	6	11	10	4
Never	**87**	87	87	80	85	87	94	85	90	83	90	85	84	95
Don't know	**1**	2	0	2	1	1	0	0	2	1	0	0	2	1
Read the blog of a fashion icon (model, designer, fashion writer etc)														
Every day	**1**	1	1	2	1	0	0	1	1	2	1	1	0	1
Several times a week	**2**	2	3	7	4	0	0	3	2	7	1	4	0	0
Once a week	**1**	1	2	1	2	2	0	2	1	2	1	1	2	1
Several times a month	**3**	2	3	6	3	2	0	3	2	4	2	1	5	2
Once a month	**4**	3	4	5	5	4	1	5	3	5	3	3	4	6
Several times a year	**8**	10	7	17	8	6	4	8	7	10	7	6	10	5
Less than once a year	**9**	7	10	12	7	9	10	9	9	8	11	9	6	16
Never	**71**	72	70	46	69	76	83	69	73	61	73	75	70	67
Don't know	**2**	3	1	4	2	0	1	1	2	1	1	0	3	2

© 2011 YouGov plc. All Rights Reserved

Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	**976**	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Follow a fashion icon on Twitter (model, designer, fashion writer etc)														
Every day	**1**	1	2	3	3	0	0	2	1	2	3	1	1	0
Several times a week	**2**	1	2	6	2	0	0	2	1	3	0	3	1	0
Once a week	**2**	1	2	5	2	1	0	2	0	3	0	1	2	2
Several times a month	**2**	4	2	6	3	1	0	2	2	3	0	3	4	1
Once a month	**3**	4	3	7	3	3	1	3	3	4	3	5	3	1
Several times a year	**3**	6	2	8	5	1	0	4	2	3	3	2	4	2
Less than once a year	**6**	6	6	15	3	3	6	6	6	8	6	5	6	3
Never	**80**	75	82	47	78	90	92	78	82	73	84	79	77	89
Don't know	**1**	2	1	4	1	1	0	1	2	1	0	0	3	1
Whose style do you admire most?														
Someone who is a model or designer	**7**	5	8	11	8	5	7	9	5	9	7	7	7	7
Someone who is an actor/ actress	**20**	21	20	26	20	22	12	20	19	19	22	21	19	14
Someone who is a music artist	**13**	23	9	31	14	8	5	13	13	6	9	13	19	14
Someone I know	**18**	11	21	14	21	16	22	18	19	18	25	20	11	20
Don't know	**16**	16	16	12	17	19	13	16	16	19	15	19	11	23
None of the above	**26**	24	26	5	21	30	41	24	28	29	22	20	33	23
In your opinion, do you think that models who are said to be 'size zero' are attractive or unattractive?														
Attractive	**8**	9	7	12	11	6	2	9	7	12	7	10	5	8
Unattractive	**85**	83	86	80	78	88	95	83	88	79	87	84	87	87
Not sure	**7**	8	7	8	10	5	4	8	6	9	6	6	8	5

© 2011 YouGov plc. All Rights Reserved

Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	**976**	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How much, if any, of the clothing you buy would you say is 'designer label clothing'?														
I do not buy designer label clothing	**43**	14	54	38	32	40	66	41	45	45	44	45	41	34
I buy a few items of designer clothing	**37**	48	33	38	41	44	20	38	36	37	39	33	38	42
Less than half of the items of clothing I buy are designer label	**9**	11	8	10	12	6	7	9	9	8	10	10	6	11
About half of the items of clothing I buy are designer label	**4**	9	2	2	5	5	3	5	2	4	3	3	5	7
More than half of the items of clothing I buy are designer label	**2**	7	1	0	4	3	1	3	2	1	1	3	4	3
Most of the clothing I buy is designer label	**2**	7	0	4	3	1	0	3	1	2	0	3	3	3
I only ever buy designer label clothing	**1**	2	1	3	0	1	2	1	2	2	1	2	0	0
I don't know	**2**	4	1	4	2	1	1	0	4	2	2	1	3	1
Which, if any, of the following designer labels had you heard of before taking this survey? Please tick all that apply.														
Burberry	**93**	87	96	90	92	94	98	94	93	91	96	92	93	95
Jasper Conran	**89**	76	94	79	87	91	94	91	85	81	92	86	89	97
Jaeger	**84**	71	89	64	79	90	97	86	80	81	90	80	79	89
Mulberry	**78**	65	83	70	77	79	83	79	76	77	85	77	72	74
Paul Smith	**77**	77	77	81	84	76	64	77	77	77	79	70	78	82
John Rocha	**76**	61	82	68	80	76	73	77	73	67	78	76	73	89
Nicole Fahri	**48**	37	52	42	56	45	47	54	40	58	51	47	44	40
Julian Macdonald	**46**	26	54	52	55	45	32	51	40	50	44	50	44	47
Aquascutum	**43**	35	46	24	33	44	72	47	38	52	48	43	36	38
Matthew Williamson	**26**	10	32	32	34	20	20	32	18	36	26	25	24	24
Temperley	**17**	5	22	27	17	14	14	22	10	26	15	15	15	16
I haven't heard of any of these before	**0**	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	**2**	3	1	2	2	2	1	1	3	2	2	2	2	0

© 2011 YouGov plc. All Rights Reserved

Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	**976**	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Given the recent events impacting John Galliano's reputation, would you or would you not wear clothing from his label?														
I would still wear a John Galliano item of clothing	**16**	20	14	22	18	15	10	17	15	18	18	14	16	11
I would have worn John Galliano clothing in the past, but would no longer do so	**5**	7	4	7	8	3	2	5	4	9	5	4	4	5
I would not have worn John Galliano clothing anyway	**61**	53	64	45	55	63	78	61	60	55	56	66	66	56
Don't know	**18**	19	18	25	20	19	10	17	21	18	20	17	14	28

© 2011 YouGov plc. All Rights Reserved