

The purchasing of clothing in the day-to-day lives of consumers

Q1. To what extent do you agree or disagree with the following statement?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am interested in shopping for clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.

To what extent do you agree or disagree with each of the following statements about your involvement in purchasing clothing?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am highly involved in my clothing purchase decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider my choices when it comes to purchasing clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to adverts from clothing companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. How important or unimportant do you consider each of the following factors when deciding where to purchase your clothes?

	Extremely Unimportant	Mildly Unimportant	Neither Important nor Unimportant	Mildly Important	Extremely Important
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience/ease of purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact of product on the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Compared to other people like you, in an average month how much clothing would you say you purchase?

Much less than others ☐
 Less than others ☐
 About the same as others ☐
 More than others ☐
 Much more than others ☐

Q5. Compared to other people like you, to what extent do you consider the environmental impact of the clothing you buy and wear?

Much Less than others ☐
 Less than others ☐
 About the same as others ☐
 More than others ☐
 Much more than others ☐

Q6. Do you currently buy sustainable clothing?

Yes ☐
 No ☐
 Don't know ☐

Q7. If yes, what percentage of your clothes shopping is sustainable clothing?

Q8. For you, purchasing sustainable clothing is/would be...

	1	2	3	4	5	
Harmful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beneficial
Useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthless
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad

Q9. To what extent do you agree or disagree with each of the following statements about purchasing sustainable clothing?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I feel under social pressure to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is within my control to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel guilty if I didn't purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who are important to me want me to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult for me to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a personal obligation to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to purchase sustainable clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. In an average month, which of the following behaviours do you regularly engage in?

- ☐ Buying clothes from environmentally friendly brands
- ☐ Buying secondhand clothes (e.g. from charity shops, boot sales, vintage outlets etc.)
- ☐ Donating unwanted clothes to charity
- ☐ Having a 'green' energy tariff
- ☐ Putting on an extra layer of clothing before turning the central heating on
- ☐ Recycling paper, cardboard, tins, glass or plastic
- ☐ Recycling unwanted clothes at textile, clothing and shoe banks
- ☐ Showering instead of having baths
- ☐ Swapping unwanted clothes with friends or family
- ☐ Turning off household devices completely (not leaving them on standby)
- ☐ Turning off light switches when you're not in the room
- ☐ Using 'bags for life' or re-using carrier bags when shopping
- ☐ Using energy-efficient household appliances (dishwasher, washing machine, fridge etc.)
- ☐ Using energy-efficient light bulbs
- ☐ Using or recycling leftover food
- ☐ Using personally generated energy (e.g. solar panels)
- ☐ Using public transport, walking or cycling to get to work, university or college
- ☐ Waiting until there is a full load before using the washing machine

Q11. To what extent do you agree or disagree with the following statements about clothing retailers in general?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
They can be trusted to act in an environmentally friendly way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They have a moral obligation to be environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They have a legal obligation to be environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They provide enough information about their environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They provide enough information about how I can reduce my environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They offer a sufficient number of environmentally friendly choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The environment is at the heart of their business interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12. To what extent do you agree or disagree with each of the following statements about humans and the environment?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The balance of nature is very delicate and easily upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modifying the environment for human use seldom causes serious problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals exist primarily to be used by humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth is like a spaceship with very limited room and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are limits to economic growth even for developed countries like ours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans were meant to rule over the rest of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13. In one word complete the following statements.

For me, shopping for clothes is...

If for some reason I wasn't able to choose where I purchased my clothing, I would be...



Q14. Which gender category best describes you?

- Male
- ☐
- Female
- ☐
- Other
- ☐
- Prefer to not say
- ☐

Q15. Which age category do you fall in to?

- 16-25
- ☐
- 26-35
- ☐
- 36-45
- ☐
- 46-55
- ☐
- 56-65
- ☐
- 66-75
- ☐
- 76+
- ☐
- Prefer not to say
- ☐

Q16. Do you pay for bills at home? (gas, water, electricity)

- Yes
- ☐
- No
- ☐
- Don't know
- ☐
- Other
- ☐
- Prefer not to say
- ☐

Q17. In an average month, what percentage of your income would you say you spend on clothing? (Compared to your rent/mortgage, energy bills, food etc.)

Q18. Do you have any further comments?