С		
U		

Strongly Agree

0

Agree

0

Agree

Neither Agree nor Disagree

Disagree

0

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

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

Strongly Disagree

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

I am interested in shopping for clothes

Q2.

each of the following factors when deciding where to purchase your clothes?  Extremely Unimportant Mildly Unimportant Neither Important nor Unimportant Mildly Important Extremely Important    Neither Important nor Unimportant Mildly Important Extremely Important													
each of the following factors when deciding where to purchase your clothes?  Extremely Unimportant Mildly Unimportant Neither Important or Unimportant Extremely Important Extremely Important Neither Important N	I am highly involved in my clothing pure	chase decisions											
each of the following factors when deciding where to purchase your clothes?  Extremely Unimportant Mildly Unimportant Only Mildly Important Extremely Important Only Import	I consider my choices when it comes to												
each of the following factors when deciding where to purchase your clothes?  Extremely Unimportant Mildly Unimportant Neither Important nor Unimportant Extremely Important Extremely Important Settlemely Important Neither Importa	I pay attention to adverts from clothing	-							chase your clothes?  dly Important Extremely Important  Chase your clothes?  Much more than others  Much more than others  Don't know				
Extremely Unimportant Mildly Unimportant Vulnimportant nor Unimportant nor Unimportant New Mildly Important Extremely Important Only Important New Mildly Important New Mildly Important New Mildly Important Extremely Important Only Important New Mildly Important New Mildly Important New	r pay attention to davoite from olerling	companies						0		0			
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Unimportant Mildly Unimportant Unimportant Mildly Important Extremely Important  Unimportant Mildly Unimportant Mildly Important Extremely Important  Unimportant Mildly Unimportant Mildly Important Extremely Important  Double Mildly Important Mildly Import	Q3. How important or unimpor	tant do you consider ea		_	itors wilen	<del>-</del>	-	uiciias	e your	Ciotiles	) i		
ge month how much clothing would you say you purchase?  About the same as others More than others Much more than others  ent do you consider the environmental impact of the clothing you buy and wear?  About the same as others More than others Much more than others  No  Don't know  G is sustainable clothing?  uld be  1 2 3 4 5  Harmful O O O Beneficial  Useful O O O Worthless  Unpleasant  Good O O O O Bad					Jnimportant			Mildly In	portant	Extre	Extremely Importar		
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About the same as others  More than others  Much more than others  Don't know  g is sustainable clothing?  uld be  1 2 3 4 5  Harmful	0	0		0			)			0			
About the same as others  More than others  Much more than others  Don't know  g is sustainable clothing?  uld be  1 2 3 4 5  Harmful											_		
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g is sustainable clothing?  uld be  1 2 3 4 5  Harmful													
1 2 3 4 5	Q6. Do you currently buy susta	ainable clothing?											
Harmful       0       0       0       Beneficial         Useful       0       0       0       Worthless         Unpleasant       0       0       0       0       Pleasant         Good       0       0       0       Bad	Q6. Do you currently buy susta Yes ○	ainable clothing?						Do		w			
Harmful         0         0         0         Beneficial           Useful         0         0         0         Worthless           Unpleasant         0         0         0         Pleasant           Good         0         0         0         Bad	Yes ○		is sustain	0	?			Do		W			
Useful OOOOO Worthless Unpleasant OOOOO Bad	Yes O Q7. If yes, what percentage of y	your clothes shopping i		0	?			Do		w			
Useful OOOOO Worthless Unpleasant OOOOO Bad	Yes O Q7. If yes, what percentage of y	your clothes shopping i		○ able clothing	?			Do		W			
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nch of the following statements about purchasing sustainable clothing?	Yes O Q7. If yes, what percentage of y	your clothes shopping i	d be  Harmful  Useful	1 2 3 4 5	Beneficial Worthless			Do		W			
nch of the following statements about purchasing sustainable clothing?	Yes O Q7. If yes, what percentage of y	your clothes shopping i	d be  Harmful  Useful  Inpleasant	1 2 3 4 5	Beneficial Worthless Pleasant			Do		W			
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O O O O O O O O O O O O O O O O O O O	Yes  Q7. If yes, what percentage of yes.  Q8. For you, purchasing sustain  Q9. To what extent do you agree  feel under social pressure to purchase to suit in the would feel guilty if I didn't purchase sustain  people who are important to me want in the is difficult for me to purchase sustained feel a personal obligation to purchase	your clothes shopping is inable clothing is/would be every disagree with each expension and the sustainable clothing istainable clothing ine to purchase sustainable clothing sustainable clothing sustainable clothing sustainable clothing	Harmful Useful Unpleasant Good  h of the fo	1 2 3 4 5	Beneficial Worthless Pleasant Bad	Strongly Disagree	Disagree	inable c Neit Agree Disa	Clothin there e nor gree	g?  Agree  O O O O O O O O O O O O O O O O O O	Ag		

Q10. In an average mor		-	ırs do you	regularly e	engage in	?						
, 0	uying clothes from environmentally friendly brands							<del>-</del>	ı standby)			
, ,					-	switches when you're not in the room						
_				☐ Using 'ba	☐ Using 'bags for life' or re-using carrier bags when shopping							
☐ Having a 'green' energy tari				$\square$ Using energy-efficient household appliances (dishwasher, washing machine, fridge etc.								
☐ Putting on an extra layer of	clothing before turning	the central heating on		☐ Using en	ergy-efficien	-efficient light bulbs						
☐ Recycling paper, cardboard	, tins, glass or plastic			☐ Using or	recycling lef	eftover food enerated energy (e.g. solar panels)						
☐ Recycling unwanted clothes	at textile, clothing an	d shoe banks		☐ Using pe	rsonally gen							
☐ Showering instead of having	g baths			☐ Using pu	blic transpor	t, walking or c	ycling to get t	to work, univer	sity or colle	ge		
☐ Swapping unwanted clothes	with friends or family			☐ Waiting υ	ıntil there is	a full load befo	ore using the	washing mach	ine			
Q11. To what extent do	you agree or dis	agree with the follo	owing state	ements abo	out clothi	ng retailers Strongly Disagree	in genera	Neither Agree nor Disagree	Agree	Strongly Agree		
They can be trusted to act in a	an environmentally frie	endly way				0	0	0	0	0		
They have a moral obligation	to be environmentally	friendly				0	0	0	0	0		
They have a legal obligation t	o be environmentally t	riendly				0	0	0	0	0		
They provide enough information	tion about their enviro	nmental impact				0	0	0	0	0		
They provide enough information	tion about how I can r	educe my environmenta	l impact			0	0	0	0	0		
They offer a sufficient number	of environmentally fri	endly choices				0	0	0	0	0		
The environment is at the hea	rt of their business int	erests				0	0	0	0	0		
Q12. To what extent do	you agree or dis	agree with each of	the follow	ving statem	ents abou	ut humans Strongly Disagree	and the en	vironment? Neither Agree nor Disagree	? Agree	Strongly Agree		
The balance of nature is very	delicate and easily up	set				0	0	0	0	0		
Modifying the environment for	human use seldom c	auses serious problems				0	0	0	0	0		
Plants and animals exist prima	arily to be used by hu	mans				0	0	0	0	0		
The Earth is like a spaceship	with very limited room	and resources				0	0	0	0	0		
There are limits to economic g	growth even for develo	ped countries like ours				0	0	0	0	0		
Humans were meant to rule o	ver the rest of nature					0	0	0	0	0		
<b>Q13.</b> In one word come For me, shopping for clother If for some reason I wasn't would be	s is	_	ing, I									
Male O	O Q15. Which age category do you fall in to?				Ott			Pref	er to not say ○	,		
16-25	26-35	36-45	46-55	56	6-65	66-75				er not to say		
0	0	0	0		0	0		0		0		
Q16. Do you pay for b	ills at home? (gas	· · · · · · · · · · · · · · · · · · ·										
			on't know		Oth			Prefer not to	say			
0	0			0			)	0				
Q17. In an average more energy bills, food etc.	· ·		e would y	ou say you	ı spend oı	n clothing?	(Compare	d to your re	∍nt/mortg	age,		
				$\hat{\mathcal{L}}$								