

**Survey Investigating the Purchasing of Clothing in the Day-to-Day Lives of Consumers**

**PROJECT AIM**

To understand what influences people when they shop for clothing and to establish similarities between the consumption of clothing and energy

**ETHICS**

* The survey will take around 5-10 minutes to complete.
* You are not required to answer any questions t­­hat you do not wish to.
* You have the right to stop completing the survey at any time without needing to give a reason. If you do, your responses will not be used.
* Your anonymity will be preserved at all times. Your individual survey responses will not be directly traceable to you and you are not required to provide your name or contact details.
* The findings from this survey will be compared with those of a similar survey we are conducting about energy purchase decisions.
* Do you understand and do you agree to complete the survey?

**DEFINITIONS**

**Sustainable Fashion and Clothing**: Buying eco-friendly or ‘green’ clothing ranges (e.g. H&M Conscious-Sustainable Style, ASOS Reclaimed) or buying recycled or second-hand clothes (from charity shops, eBay, vintage outlets etc.)

**Sustainable Development**: “Meeting the needs of current generations without compromising the ability of future generations to meet their own needs” (Brundtland Commission, 1987)

**Contact details for further information**

[Contact Name and Details of Researcher Provided]