

Mainland
Mode éthique

Terrain du 23 octobre au 06 novembre 2019 - L'enquête a été réalisée auprès de 9 250 personnes âgées de 18 ans et plus en France (n=1 023), Allemagne (n= 2 047), Espagne (n= 1 021), Italie (n=1 010), Danemark (n= 1 054), Finlande (n=1 024), Suède (n= 1 030) et Norvège (n=1 018), selon la méthode des quotas. Le sondage a été effectué en ligne, sur le panel propriétaire YouGov France.



Total	DataSource								Gender		Age groups				
	France	Germany	Spain	Italy	Denmark	Finland	Sweden	Norway	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	55+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O

1. 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	4477	4773	868	1434	1530	1690	3728
Base: Adulti		9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3749
I buy my clothes at "fast fashion" stores (such as H&M, Zara, Mango...)	52%	53%	45%	68%	64%	48%	38%	53%	56%	45%	59%	67%	64%	60%	54%	40%	
I buy my clothes in second hand shops	15%	15%	12%	7%	8%	16%	24%	21%	17%	11%	19%	20%	19%	15%	13%	13%	
I buy my clothes from ethical brands	12%	8%	20%	12%	12%	8%	8%	7%	8%	12%	11%	14%	14%	11%	10%	11%	
I buy my clothes on resale apps (such as Vinted, Poshmark...)	8%	18%	9%	5%	7%	7%	5%	7%	6%	6%	11%	16%	13%	12%	8%	4%	
I buy my clothes from luxury brands (such as Chanel, Dior, Yves-Saint Laurent...)	7%	5%	7%	7%	9%	8%	5%	7%	6%	9%	5%	10%	9%	9%	6%	4%	
None of these answers	27%	26%	31%	19%	21%	32%	37%	26%	23%	32%	23%	11%	20%	29%	21%	41%	
I do not know	4%	3%	4%	2%	3%	6%	7%	5%	6%	3%	5%	5%	6%	4%	4%	4%	

2. 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	4477	4773	868	1434	1530	1690	3728
Base: Adulti		9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3749
The price	76%	85%	73%	78%	78%	73%	78%	74%	73%	73%	79%	73%	75%	75%	77%	77%	
How it fits	66%	64%	69%	33%	69%	75%	69%	78%	66%	61%	70%	62%	60%	63%	68%	69%	
The quality	62%	65%	64%	62%	63%	63%	58%	62%	56%	62%	62%	57%	57%	58%	61%	67%	
The longevity of the product	27%	27%	32%	16%	20%	23%	45%	23%	20%	28%	25%	26%	26%	26%	26%	27%	
The fabric (recycled, organic, synthetic...)	21%	20%	25%	22%	30%	18%	16%	18%	15%	17%	25%	22%	24%	20%	20%	20%	
The brand	19%	24%	24%	22%	21%	16%	14%	18%	13%	22%	16%	22%	21%	23%	21%	16%	
Current fashion trends	16%	24%	17%	25%	18%	14%	7%	11%	10%	11%	20%	23%	17%	19%	16%	12%	
Where it is made	12%	21%	11%	10%	18%	10%	11%	11%	7%	12%	12%	10%	10%	9%	11%	15%	
The ecological impact of the product	10%	13%	10%	14%	8%	10%	11%	7%	10%	11%	11%	14%	11%	10%	9%	10%	
Someone has recommended the fashion piece/the brand	4%	7%	4%	7%	5%	3%	3%	3%	4%	5%	4%	9%	7%	5%	3%	3%	
None of these answers	2%	1%	3%	3%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	
I do not know	2%	1%	3%	1%	0%	2%	3%	2%	2%	2%	1%	3%	3%	2%	2%	1%	

3. 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	4477	4773	868	1434	1530	1690	3728
Base: Adulti		9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3749
Sustainable fabrics/materials	36%	46%	31%	41%	46%	25%	37%	41%	40%	33%	39%	34%	33%	33%	33%	33%	40%
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%	25%	42%	40%	35%	33%	34%	33%	
Less or no chemicals	33%	46%	36%	28%	41%	34%	27%	29%	23%	29%	37%	26%	30%	30%	32%	39%	
A local production	22%	40%	19%	25%	28%	10%	27%	12%	13%	22%	21%	20%	21%	19%	18%	25%	
Transport pollution	16%	32%	20%	12%	16%	9%	11%	9%	11%	15%	16%	19%	16%	15%	14%	16%	
The water consumption used during the manufacturing	14%	30%	10%	12%	14%	11%	12%	14%	10%	13%	14%	16%	17%	14%	12%	13%	
A fewer restock of inventory	7%	10%	11%	7%	6%	3%	9%	5%	4%	8%	7%	9%	9%	8%	7%	6%	
None of the answer	20%	5%	24%	17%	10%	28%	19%	24%	24%	25%	14%	13%	17%	21%	23%	20%	
Je ne sais pas	14%	10%	12%	11%	9%	17%	17%	18%	21%	14%	14%	16%	15%	16%	16%	12%	

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4. What restrain you from buying ethical and eco-friendly clothes? Please select all that apply.

	8229	1023	2047	-	1010	1054	1047	1030	1018	3976	4253	785	1286	1321	1489	3348
Unweighted base	8229	1023	2047	-	1010	1054	1047	1030	1018	3976	4253	785	1286	1321	1489	3348
Base: Adulti	8229	1023	2047	-	1010	1054	1047	1030	1018	4019	4210	831	1310	1266	1467	3355
It is too expensive	35%	51%	36%	-	33%	24%	39%	29%	30%	31%	39%	45%	43%	36%	36%	28%
		▲ B.D.E.F.G.H	E.G.H	**	E.G	▼	▲ D.E.G.H	▼ E	▼ E	▼	▲ I	▲ M.N.O	▲ M.N.O	O	O	▼
It is hard to discern eco-friendly brands	32%	30%	35%	-	37%	32%	24%	36%	26%	30%	34%	33%	30%	30%	27%	35%
		F	▲ A.F.H	**	▲ A.E.F.H	F.H	▼	▲ A.F.H	▼	▼	▲ I	N			▼	▲ L.M.N
It is not clear which eco-friendly aspects are fulfilled	31%	32%	35%	-	29%	29%	35%	27%	24%	29%	32%	27%	27%	29%	27%	36%
		G.H	▲ D.E.G.H	**	H	H	▲ D.E.G.H	▼			I	▼	▼		▼	▲ K.L.M.N
It is not easy to find	26%	32%	27%	-	33%	22%	24%	22%	24%	24%	29%	33%	28%	27%	24%	25%
		▲ B.E.F.G.H	E.G	**	▲ B.E.F.G.H	▼		▼	▼	▼	▲ I	▲ L.M.N.O	N	N	▼	
I can't find brands that match my values	8%	6%	11%	-	8%	7%	6%	7%	6%	9%	7%	10%	9%	8%	8%	6%
			▲ A.D.E.F.G.H	**	F.H	▼				▲ J	▼	▲ N.O	O	O	▼	
They are not so easy to handle (washing, ironing,...)	7%	10%	9%	-	12%	3%	6%	4%	5%	7%	8%	10%	10%	7%	5%	6%
		▲ E.F.G.H	▲ E.F.G.H	**	▲ B.E.F.G.H	▼	E.G	▼	▼ E			▲ N.O	▲ M.N.O	N	▼	
They are not fashionable	7%	10%	12%	-	6%	3%	5%	3%	5%	7%	8%	14%	10%	8%	8%	4%
		▲ D.E.F.G.H	▲ A.D.E.F.G.H	**	E.G	▼	▼ E	▼	▼ E			▲ L.M.N.O	▲ O	O	O	▼
Nothing - I already do buy ethical and eco-friendly clothes	3%	3%	-	-	-	4%	4%	5%	5%	2%	3%	2%	3%	2%	2%	3%
		B.D	▼	**	▼	▲ B.D	B.D	▲ A.B.D	▲ A.B.D	▼	I					
Nothing - I already do buy ethical and eco-friendly clothes.	3%	-	8%	-	4%	-	-	-	-	2%	3%	1%	2%	1%	3%	4%
		▼	▲ A.D.E.F.G.H	**	▲ A.E.F.G.H	▼	▼	▼	▼			▼		▼	K.M	▲ K.L.M
None of these answers	8%	5%	9%	-	7%	11%	8%	10%	9%	11%	6%	5%	6%	9%	11%	9%
		▼	A.D	**	▼ A	▲ A.B.D.F	A	▲ A.D	A.D	▲ J	▼	▼	▼	K.L	▲ K.L.O	K.L
I do not know	15%	11%	8%	-	11%	25%	17%	19%	22%	16%	14%	13%	13%	13%	17%	15%
		▼	▼	**	▼ B	▲ A.B.D.F.G	A.B.D	▲ A.B.D	▲ A.B.D.F	J				K.L	K.L	

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

	9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3728
Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3728
Base: Adulti	9250	1023	2047	1021	1010	1054	1047	1030	1018	4514	4736	915	1454	1469	1662	3749
Regularly throughout the year	46%	40%	53%	47%	36%	56%	45%	42%	42%	41%	50%	43%	44%	44%	48%	46%
		▼ D	▲ A.C.D.F.G.H	A.D.G.H	▼	▲ A.C.D.F.G.H	A.D	▼ D	▼ D	▼	▲ I			K.L	K.L	
During peak sales season	34%	44%	22%	43%	60%	30%	32%	27%	23%	32%	35%	30%	34%	33%	33%	34%
		▲ B.E.F.G.H	▼	▲ B.E.F.G.H	▲ A.B.C.E.F.G.H	▼ B.H	B.G.H	▼ B.H	▼		I					K
For special occasions	18%	17%	15%	18%	25%	19%	19%	19%	18%	17%	20%	21%	20%	17%	16%	18%
			▼ B	▲ A.B.C.E.F.G.H	▼	B	B	B	▼	▲ I	M.N	M.N				
At the start of each new seasons	10%	11%	10%	16%	14%	3%	5%	8%	9%	9%	10%	11%	11%	10%	8%	9%
		E.F.G	E.F.G	▲ A.B.E.F.G.H	▲ A.B.E.F.G.H	▼	▼	▼ E.F	E.F		I	N	N.O	N.O		
At the start of the school year	3%	6%	3%	4%	2%	2%	2%	3%	3%	3%	3%	7%	5%	5%	3%	1%
		▲ B.C.D.E.F.G.H		E	▼			E			▲ L.M.N.O	▲ N.O	▲ N.O	O		▼
None of these answers	14%	10%	19%	8%	6%	11%	20%	17%	19%	17%	12%	11%	12%	13%	14%	17%
		▼ D	▲ A.C.D.E	▼ D	▼	▼ C.D	▲ A.C.D.E	▲ A.C.D.E	▲ A.C.D.E	▲ J	▼	▼	▼		K	▲ K.L.M.N
I do not know	5%	4%	6%	2%	2%	5%	6%	6%	6%	6%	4%	8%	7%	5%	5%	3%
		C	A.C.D	▼	▼	C.D	C.D	▲ A.C.D	A.C.D	▲ J	▼	▲ M.N.O	▲ N.O	O	O	▼

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

Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3728
Base: Adulti	9250	1023	2047	1021	1010	1054	1047	1030	1018	4514	4736	915	1454	1469	1662	3749
Yes	23%	27%	19%	25%	21%	18%	25%	26%	25%	17%	29%	26%	28%	22%	20%	21%
		▲ B.D.E	▼	B.D.E	E	▼	B.D.E	▲ B.D.E	B.D.E	▼	▲ I	▲ M.N.O	▲ M.N.O		▼	
No	61%	58%	64%	57%	58%	70%	61%	59%	63%	69%	54%	51%	54%	64%	65%	65%
		▼	▲ A.C.D.G	▼	▼	▲ A.B.C.D.F.G.H			A.C.D	▲ J	▼	▼	▼	KL	▲ KL	▲ KL
No, but I intend to do it	9%	11%	9%	13%	12%	7%	6%	7%	7%	8%	10%	12%	9%	8%	9%	9%
		E.F.G.H	F	▲ B.E.F.G.H	▲ B.E.F.G.H		▼	▼	▼	I	▲ M.N.O					
I do not know	7%	5%	8%	5%	10%	5%	7%	9%	5%	6%	7%	11%	9%	7%	7%	5%
		▼	A.C.E.H	▼	▲ A.C.E.F.H		C	▲ A.C.E.H			I	▲ M.N.O	▲ N.O			▼

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

Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3728
Base: Adulti	9250	1023	2047	1021	1010	1054	1047	1030	1018	4514	4736	915	1454	1469	1662	3749
Yes, I completely agree	57%	60%	52%	67%	66%	52%	60%	55%	52%	49%	65%	55%	55%	53%	56%	61%
		B.E.G.H	▼	▲ A.B.E.F.G.H	▲ A.B.E.F.G.H	▼	B.E.G.H		▼	▲ I						▲ K.L.M.N
Yes, I partly agree	26%	25%	30%	25%	25%	25%	24%	23%	23%	30%	22%	24%	24%	29%	29%	25%
			▲ A.C.D.F.G.H			▲ A.C.D.F.G.H		▼	▲ J	▼				▲ K.L.O	▲ K.L.O	
No, I partly disagree	5%	6%	5%	3%	3%	4%	5%	6%	7%	6%	3%	8%	7%	5%	4%	4%
		C.D	C.D	▼	▼			C.D	▲ C.D.E.F	▲ J	▼	▲ M.N.O	▲ M.N.O		▼	▼
No, I completely disagree	4%	2%	4%	1%	1%	4%	3%	7%	9%	6%	2%	5%	4%	4%	4%	4%
		▼ D	A.C.D.F	▼	▼	A.C.D.F	▼ D	▲ A.B.C.D.E.F	▲ A.B.C.D.E.F.C	▲ J	▼					
I do not know	8%	7%	9%	9%	5%	9%	10%	9%	9%	9%	7%	9%	9%	10%	8%	6%
		C.D	C.D	▼	▼	C.D	C.D	▲ C.D	C.D	J		O	O	▲ N.O	O	▼

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

Unweighted base	9250	1023	2047	1021	1010	1054	1047	1030	1018	4477	4773	868	1434	1530	1690	3728
Base: Adulti	9250	1023	2047	1021	1010	1054	1047	1030	1018	4514	4736	915	1454	1469	1662	3749
Yes	27%	25%	18%	31%	30%	24%	41%	29%	23%	22%	31%	30%	32%	28%	24%	24%
		B	▼	▲ A.B.E.H	▲ A.B.E.H	B	▲ A.B.C.D.E.G.H	A.B.E.H	▼ B	▼	▲ I	▲ N.O	▲ M.N.O	N.O	▼	▼
No	66%	67%	75%	62%	65%	70%	51%	61%	69%	71%	61%	60%	60%	64%	69%	69%
		C.F.G	▲ A.C.D.E.F.G.H	▼ F	F	▲ C.D.F.G	▼	▼ F	C.D.F.G	▲ J	▼	▼	▼	KL	▲ K.L.M	▲ K.L.M
I do not know	7%	8%	8%	6%	6%	6%	8%	10%	8%	8%	7%	10%	8%	8%	8%	6%
		D	D				D.E	▲ B.C.D.E				▲ N.O	O	O		▼

9. 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	4477	4773	868	1434	1530	1690	3728
Base: Adulti	9250	1023	2047	1021	1010	1054	1047	1030	1018	4514	4736	915	1454	1469	1662	3749
I sell them on internet	19%	27%	22%	11%	8%	21%	20%	21%	18%	11%	26%	28%	29%	25%	21%	9%
		▲ B.C.D.E.F.G.H	▲ C.D.H	▼ D	▼	C.D	C.D	C.D	C.D	▼	▲ I	▲ N.O	▲ M.N.O	▲ N.O	▲ O	▼
I give them to people around me	34%	38%	32%	46%	43%	28%	31%	28%	28%	26%	42%	45%	36%	36%	35%	29%
		▲ B.E.F.G.H	E.G.H	▲ A.B.E.F.G.H	▲ A.B.E.F.G.H	▼		▼	▼	▼	▲ I	▲ L.M.N.O	O	O	O	▼
I leave them in the closet	18%	16%	17%	14%	20%	13%	19%	24%	20%	19%	17%	24%	19%	16%	17%	16%
		E	E	▼	A.B.C.E	▼	C.E	▲ A.B.C.D.E.F.H	▲ A.B.C.E	J		▲ L.M.N.O	O			
I throw them away	15%	10%	11%	12%	13%	15%	26%	21%	15%	20%	10%	17%	15%	16%	17%	13%
		▼	▼	▼	▼	A.B.C	▲ A.B.C.D.E.G.H	▲ A.B.C.D.E.H	A.B.C	▲ J	▼	O	O	▲ O	▲ O	▼
I give them to charity	68%	64%	71%	68%	68%	77%	63%	65%	68%	64%	73%	58%	62%	68%	68%	76%
		▼	▲ A.F.G	F	F	▲ A.B.C.D.F.G.H	▼		A.F	▼	▲ I	▼	▼	▼ K.L	KL	▲ K.L.M.N
None of these answers	3%	2%	4%	2%	2%	2%	5%	3%	4%	4%	2%	3%	2%	3%	4%	3%
			C.D		▼		▲ A.B.C.D.E.G.H		C.D	▲ J	▼				L	
Je ne sais pas	2%	3%	4%	1%	1%	2%	2%	3%	1%	3%	2%	4%	4%	3%	3%	1%
		C.D	▲ C.D.E.F.H	▼	▼	C	C	C.D		▲ J	▼	▲ M.N.O	▲ O	O	O	▼

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

Unweighted base	1749	277	448	117	80	222	208	214	183	504	1245	250	420	382	364	333
Base: Adulti that sells their clothes on internet	1731	274	441	116	80	219	205	214	182	518	1214	259	419	365	355	334
Several times a week	2%	2%	2%	5%	5%	1%	-	1%	2%	3%	1%	2%	2%	3%	1%	1%
				▲ B.E.F.G	▲ B.F.G*											
At least once a week	4%	6%	4%	9%	10%	3%	1%	4%	4%	6%	4%	5%	6%	6%	4%	2%
		F	F	▲ E.F	▲ B.E.F.G.H*	▼						O	O	O	▼	▼
At least once a month	12%	18%	16%	9%	7%	15%	3%	8%	11%	9%	14%	15%	13%	16%	12%	7%
		▲ C.D.F.G	▲ D.F.G	F	*	F.G	▼	F	F	I	O	O	O	O	O	▼
Several times a year	40%	47%	40%	41%	32%	42%	37%	41%	33%	36%	42%	34%	39%	38%	45%	44%
		▲ D.F.H			*					I					K	K
Once a year	22%	18%	21%	18%	23%	20%	29%	24%	27%	24%	21%	24%	23%	18%	21%	26%
					*		▲ A.B.C.E	A	A						M	
Less than once a year	16%	9%	14%	13%	19%	13%	26%	19%	21%	18%	15%	16%	16%	18%	14%	17%
		▼	A	A*	A*		▲ A.B.C.E	A	A.B							
I do not know	3%	2%	3%	4%	4%	5%	3%	2%	3%	4%	3%	5%	2%	2%	3%	3%
					*	A					L					

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