

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 1

Q.1 Which, if any, of the following statements are reasons why you usually buy clothing?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
To replace worn out clothing	1729	879	850	21	171	274	273	318	269	402	459	477	364	428	152	70	179	140	143	125	85	159	220	238	162	55	241	643	127
	81%	85%	78%	60%	66%	77%	83%	87%	88%	84%	79%	80%	84%	83%	86%	83%	76%	81%	77%	82%	85%	80%	78%	82%	89%	86%	78%	80%	69%
To reward myself	779	272	508	15	158	151	123	140	88	103	214	227	157	181	63	27	102	61	81	44	29	61	118	112	60	23	136	318	78
	37%	26%	47%	42%	61%	43%	37%	38%	29%	22%	37%	38%	36%	35%	35%	32%	43%	35%	44%	29%	29%	31%	42%	39%	33%	36%	44%	40%	42%
To feel more confident	632	220	412	20	126	144	105	107	48	82	176	191	131	133	44	33	65	49	58	35	30	57	108	92	44	17	112	253	70
	30%	21%	38%	55%	49%	41%	32%	29%	16%	17%	31%	32%	30%	26%	25%	38%	28%	31%	23%	30%	29%	38%	32%	24%	27%	36%	32%	38%	
To help make me more comfortable during an activity e.g. sport	613	295	318	21	101	121	134	101	63	72	218	174	125	96	67	29	63	42	61	29	31	42	81	94	49	24	131	254	79
	29%	28%	29%	58%	39%	34%	41%	28%	20%	15%	38%	29%	29%	19%	38%	34%	27%	24%	33%	19%	31%	21%	29%	32%	27%	37%	43%	32%	43%
To distract or entertain myself	264	66	198	8	53	45	46	47	35	29	72	77	55	60	20	14	29	16	29	15	13	15	47	36	22	9	49	92	35
	12%	6%	18%	23%	21%	13%	14%	13%	11%	6%	12%	13%	13%	12%	11%	16%	12%	9%	16%	10%	13%	8%	17%	13%	12%	14%	16%	12%	19%
To show my identity to others	262	111	150	16	70	50	42	37	15	32	95	77	42	47	17	11	23	18	33	15	10	22	50	40	17	5	47	102	49
	12%	11%	14%	44%	27%	14%	13%	10%	5%	7%	16%	13%	10%	9%	10%	13%	10%	18%	10%	10%	11%	18%	14%	9%	8%	15%	13%	26%	
To fit in with friends or peers	106	45	60	6	38	26	15	8	1	11	48	30	16	12	4	8	16	3	20	4	3	9	19	14	5	2	24	36	30
	5%	4%	6%	16%	15%	7%	5%	2%	*	2%	8%	5%	4%	2%	2%	10%	7%	1%	11%	2%	2%	5%	7%	5%	3%	3%	8%	5%	16%
Other	105	35	70	-	5	8	11	20	27	34	27	33	23	23	9	5	7	4	14	11	2	12	16	12	9	3	13	31	9
	5%	3%	6%	-	2%	2%	3%	5%	9%	7%	5%	6%	5%	4%	5%	6%	3%	3%	7%	7%	2%	6%	6%	4%	5%	5%	4%	4%	5%
None of these	74	36	38	-	9	5	10	6	15	29	16	26	6	25	5	2	7	5	6	7	3	6	15	11	6	1	4	23	4
	3%	3%	4%	-	3%	1%	3%	2%	5%	6%	3%	4%	1%	5%	3%	2%	3%	3%	4%	3%	3%	5%	4%	3%	1%	1%	3%	2%	

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Table 2
Q.2 For the next questions, please answer in relation to clothing you have bought. Comparing the time in lockdown to an average period, which best describes your clothing purchases?
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
I have bought fewer items of clothing than usual	1230	526	704	21	137	188	187	218	184	294	367	336	258	269	109	43	132	104	112	86	63	104	170	160	101	46	174	457	111
	58%	51%	65%	59%	53%	53%	57%	60%	60%	62%	64%	56%	60%	52%	61%	51%	56%	60%	60%	56%	62%	52%	61%	55%	55%	72%	56%	57%	60%
I have bought about the same	576	369	207	3	59	112	95	95	89	123	138	160	116	162	47	30	64	44	47	47	26	62	68	85	45	12	76	244	50
	27%	35%	19%	8%	23%	31%	29%	26%	29%	26%	24%	27%	31%	27%	35%	27%	26%	25%	31%	26%	31%	24%	29%	25%	18%	25%	31%	27%	
I have bought more items than usual	81	29	52	2	19	23	14	11	4	7	26	23	21	11	5	3	18	5	9	1	2	7	13	6	10	1	23	34	14
	4%	3%	5%	7%	8%	7%	4%	3%	1%	1%	4%	4%	5%	2%	3%	4%	8%	3%	5%	1%	2%	4%	5%	2%	6%	1%	7%	4%	8%
My purchasing habits have not changed but I have browsed for clothing online more than usual	182	82	99	9	38	25	26	32	17	35	35	69	28	50	12	6	15	18	15	17	8	18	19	32	19	3	28	51	7
	9%	8%	9%	26%	15%	7%	8%	9%	6%	7%	6%	12%	6%	10%	7%	8%	6%	11%	8%	11%	8%	9%	7%	11%	10%	4%	9%	6%	4%
I don't know	57	33	23	-	5	7	6	9	11	18	12	11	9	25	4	2	7	1	2	2	2	8	10	8	7	3	7	13	3
	3%	3%	2%	-	2%	2%	2%	2%	4%	4%	2%	2%	2%	5%	2%	2%	3%	1%	1%	1%	2%	4%	4%	3%	4%	4%	2%	2%	2%

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Table 3
Q.3 You previously said that you have bought fewer items, why is this?
Base: All respondents who have bought fewer items

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	1253	573	680	19	135	201	191	239	192	276	376	351	241	285	113	40	108	103	124	89	64	111	176	172	98	55	182	467	108
Weighted base	1230	526	704	21	137	188	187	218	184	294	367	336	258	269	109	43	132	104	112	86	63	104	170	160	101	46	174	457	111
I have not needed new clothing because of the changes in lifestyle due to lockdown	527 43%	212 40%	315 45%	15 73%	67 49%	63 33%	74 39%	90 41%	80 44%	138 47%	160 44%	165 49%	102 39%	101 38%	49 45%	21 48%	63 48%	47 46%	48 43%	35 40%	24 38%	43 42%	74 44%	61 38%	46 46%	17 37%	76 44%	174 38%	41 37%
I have been more careful with money than usual	491 40%	187 36%	304 43%	6 31%	74 54%	96 51%	89 48%	105 48%	66 36%	56 19%	154 42%	123 37%	101 39%	113 42%	43 40%	15 35%	49 37%	37 35%	44 39%	41 48%	18 29%	42 40%	72 42%	71 44%	42 42%	18 39%	69 40%	225 49%	49 44%
I have not been able to buy from my usual shops	387 31%	159 30%	227 32%	5 23%	31 23%	54 29%	61 33%	74 34%	63 34%	98 33%	110 30%	99 29%	88 34%	90 33%	32 29%	13 30%	43 32%	34 33%	43 39%	25 29%	20 32%	36 34%	52 31%	50 31%	23 23%	15 33%	57 33%	142 31%	40 36%
I have not needed any clothing, but this is unrelated to lockdown	374 30%	181 34%	193 27%	3 13%	33 24%	42 22%	47 25%	62 28%	67 36%	121 41%	118 32%	99 30%	83 32%	74 27%	27 25%	4 10%	34 26%	34 33%	27 24%	23 27%	19 31%	37 35%	57 34%	55 35%	42 41%	14 30%	42 24%	119 26%	32 29%
I have not felt the need to shop as entertainment or distraction	261 21%	108 21%	153 22%	4 20%	23 17%	37 20%	33 18%	37 17%	48 26%	79 27%	93 25%	78 23%	47 18%	42 16%	20 18%	12 28%	23 18%	21 20%	26 23%	17 20%	12 19%	17 16%	41 24%	33 20%	26 26%	13 28%	42 24%	82 18%	35 32%
I do not like to shop online	141 11%	64 12%	77 11%	1 6%	21 15%	18 9%	28 15%	17 8%	20 11%	36 12%	37 10%	36 11%	45 17%	23 9%	12 11%	4 8%	12 9%	12 12%	20 18%	9 11%	5 8%	12 11%	17 10%	18 12%	11 11%	8 17%	17 10%	56 12%	16 15%
Other	40 3%	12 2%	29 4%	1 3%	6 5%	2 1%	3 1%	5 3%	6 3%	17 6%	13 4%	6 2%	13 5%	8 3%	4 3%	1 3%	4 3%	1 1%	5 4%	1 2%	1 2%	5 4%	8 5%	7 4%	3 3%	1 3%	8 5%	10 2%	5 4%
None of the above	9 1%	5 1%	4 1%	- -	2 1%	1 1%	1 1%	2 1%	1 *	2 1%	4 1%	1 *	2 1%	2 1%	- -	1 2%	- -	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	- -	1 1%	1 1%	3 1%	2 2%
Don't know	6 *	1 *	5 1%	- -	1 1%	3 2%	2 1%	- -	- -	- -	- -	- -	- -	6 2%	2 2%	- -	1 1%	- -	2 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	4 1%	- -



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Table 4
Q.4 You previously said that you have bought more items, why is this?
Base: All respondents who have bought more items

	Gender			Age							Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	74	27	47	2	17	23	11	11	4	6	25	19	20	10	5	2	15	4	8	1	2	8	11	7	10	1	19	34	13
Weighted base	81	29	52	2	19	23	14	11	4	7	26	23	21	11	5	3	18	5	9	1	2	7	13	6	10	1	23	34	14
I have shopped as entertainment or distraction	42 52%	10 33%	32 63%	1 43%	11 59%	11 48%	8 56%	6 56%	2 38%	3 42%	15 59%	12 52%	10 50%	4 38%	4 72%	2 58%	7 39%	3 52%	2 26%	1 100%	1 66%	3 41%	8 61%	5 86%	6 56%	-	13 55%	19 56%	6 42%
I have shopped to take advantage of sales	26 32%	10 35%	16 31%	1 43%	8 39%	9 37%	6 39%	1 6%	1 25%	2 26%	8 32%	6 24%	10 49%	2 19%	4 75%	-	1 4%	3 60%	5 57%	1 100%	1 66%	1 13%	4 31%	4 58%	3 27%	-	7 29%	11 34%	5 35%
I have needed new clothing, but this is unrelated to lockdown	22 27%	14 47%	8 16%	1 43%	3 15%	5 23%	9 61%	2 22%	2 43%	-	7 28%	5 21%	6 29%	4 37%	4 72%	-	4 23%	-	3 29%	-	1 66%	2 32%	5 34%	1 12%	3 32%	-	8 34%	12 35%	6 40%
I have needed new clothing because of changes in lifestyle due to lockdown	20 25%	8 27%	12 23%	1 57%	2 8%	12 51%	3 18%	1 14%	-	1 15%	5 20%	7 30%	6 30%	2 14%	2 31%	1 42%	3 19%	-	4 45%	-	-	3 41%	3 24%	2 31%	1 6%	1 100%	7 29%	7 20%	6 40%
I have bought clothing with the money saved in other areas e.g. commuting	19 24%	6 22%	13 25%	-	8 42%	5 24%	5 34%	1 6%	-	-	9 34%	5 22%	4 19%	1 13%	1 17%	-	2 12%	1 30%	-	-	1 34%	*	9 70%	3 49%	1 12%	-	3 14%	14 41%	6 43%
I have shopped to support brands and retailers I like and who might be struggling at this time	2 3%	1 3%	2 3%	-	-	2 10%	-	-	-	-	-	-	2 11%	-	1 17%	-	-	-	-	-	-	-	-	2 24%	-	-	-	2 7%	-
Other	5 7%	2 6%	4 7%	-	2 12%	1 3%	-	1 6%	1 18%	1 17%	*	2 7%	3 13%	1 6%	-	-	2 10%	-	-	-	-	-	*	-	3 30%	-	-	2 4%	-
None of the above	2 2%	-	2 4%	-	-	-	-	-	2 44%	-	-	2 8%	-	-	-	-	2 11%	-	-	-	-	-	-	-	-	-	-	2 6%	-
Don't know	1 1%	1 3%	-	-	-	-	-	1 8%	-	-	-	-	-	1 8%	-	-	-	1 18%	-	-	-	-	-	-	-	-	-	1 3%	-



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Table 5
Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.
Summary Table
Base: All respondents

		Statements									
		I have noticed clothing marketing strategies specifically focused on what to wear during lockdown	I feel less influenced by physical advertising to buy clothing e.g billboards	I feel less influenced by online advertising to buy clothing e.g. web ads	I feel less influenced by friends to buy clothing	I feel less influenced by social media influencers or celebrities to buy clothing	I have dressed differently to usual	I have repaired or mended clothing more than usual	I have washed clothing less than usual	I have reused or recycled clothing in the house more than usual e.g. used for cleaning	I am looking forward to buying new clothes once lockdown has ended
Unweighted base		2125	2125	2125	2125	2125	2125	2125	2125	2125	2125
Weighted base		2125	2125	2125	2125	2125	2125	2125	2125	2125	2125
NET: Agree		545 26%	847 40%	790 37%	760 36%	797 38%	856 40%	304 14%	636 30%	594 28%	851 40%
Strongly Agree	(+2)	172 8%	401 19%	334 16%	302 14%	459 22%	269 13%	56 3%	181 8%	153 7%	254 12%
Slightly Agree	(+1)	372 18%	446 21%	456 21%	458 22%	338 16%	587 28%	249 12%	455 21%	442 21%	597 28%
Neither agree nor disagree	(0)	690 32%	989 47%	968 46%	1042 49%	989 47%	417 20%	673 32%	408 19%	735 35%	717 34%
Slightly disagree	(-1)	359 17%	115 5%	203 10%	114 5%	129 6%	347 16%	395 19%	497 23%	334 16%	321 15%
Strongly disagree	(-2)	532 25%	174 8%	164 8%	209 10%	210 10%	505 24%	753 35%	584 27%	462 22%	236 11%
NET: Disagree		891 42%	289 14%	367 17%	322 15%	339 16%	853 40%	1148 54%	1081 51%	796 37%	557 26%
Mean		-0.33	0.37	0.28	0.25	0.33	-0.11	-0.73	-0.40	-0.24	0.15
Standard deviation		1.25	1.10	1.08	1.08	1.17	1.37	1.14	1.31	1.21	1.15
Standard error		0.03	0.02	0.02	0.02	0.03	0.03	0.02	0.03	0.03	0.03

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Table 6
Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.
I have noticed clothing marketing strategies specifically focused on what to wear during lockdown
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	545	165	380	20	115	123	86	80	45	76	181	177	104	84	43	23	69	43	42	28	27	35	90	82	43	18	90	227	87
	26%	16%	35%	56%	45%	35%	26%	22%	15%	16%	31%	29%	24%	16%	24%	27%	29%	25%	23%	18%	27%	18%	32%	28%	24%	28%	29%	28%	47%
Strongly Agree (+2)	172	41	132	6	51	38	28	23	15	11	57	57	31	27	7	6	18	13	17	10	9	8	36	26	15	6	34	75	31
	8%	4%	12%	16%	20%	11%	9%	6%	5%	2%	10%	10%	7%	5%	4%	7%	8%	9%	6%	9%	4%	13%	9%	8%	10%	11%	9%	17%	
Slightly Agree (+1)	372	124	248	14	63	85	57	57	30	65	124	120	72	57	36	17	51	30	25	18	18	28	54	56	28	12	56	152	56
	18%	12%	23%	40%	25%	24%	17%	16%	10%	14%	21%	20%	17%	11%	20%	22%	17%	14%	12%	18%	14%	19%	19%	16%	18%	18%	19%	30%	
Neither agree nor disagree (0)	690	394	295	4	73	120	111	113	103	165	163	168	152	208	62	18	71	48	68	56	32	71	85	100	54	25	113	250	55
	32%	38%	27%	10%	28%	34%	34%	31%	34%	35%	28%	28%	35%	40%	35%	22%	30%	27%	36%	36%	32%	36%	30%	34%	30%	40%	37%	31%	29%
Slightly disagree (-1)	359	182	176	4	37	50	57	62	64	85	101	102	69	87	30	18	42	29	29	22	13	39	39	55	35	8	45	143	27
	17%	18%	16%	12%	14%	14%	17%	17%	21%	18%	17%	17%	16%	17%	17%	21%	18%	17%	15%	14%	13%	19%	14%	19%	19%	13%	15%	18%	14%
Strongly disagree (-2)	532	298	234	8	33	62	75	110	94	150	134	153	107	139	43	25	53	53	47	47	28	55	66	54	49	12	61	179	17
	25%	29%	22%	22%	13%	18%	23%	30%	31%	31%	23%	25%	25%	27%	24%	30%	22%	31%	25%	31%	28%	27%	23%	19%	27%	19%	20%	22%	9%
NET: Disagree	891	480	411	12	70	112	132	172	158	235	234	255	176	225	72	43	95	82	76	69	41	93	105	109	84	20	106	322	43
	42%	46%	38%	34%	27%	31%	40%	47%	52%	49%	41%	43%	41%	44%	41%	51%	41%	47%	41%	45%	41%	47%	37%	38%	46%	32%	34%	40%	23%
Mean	-0.33	-0.55	-0.12	0.15	0.25	-0.04	-0.28	-0.49	-0.63	-0.62	-0.23	-0.29	-0.34	-0.49	-0.36	-0.47	-0.26	-0.45	-0.34	-0.52	-0.33	-0.52	-0.16	-0.19	-0.41	-0.13	-0.14	-0.25	0.32
Standard deviation	1.25	1.14	1.31	1.44	1.28	1.23	1.24	1.25	1.15	1.13	1.29	1.30	1.22	1.15	1.17	1.30	1.24	1.30	1.25	1.22	1.31	1.14	1.33	1.21	1.26	1.22	1.24	1.26	1.18
Standard error	0.03	0.03	0.04	0.26	0.08	0.06	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.09	0.15	0.09	0.10	0.09	0.10	0.13	0.08	0.08	0.07	0.10	0.14	0.07	0.04	0.09

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Table 7
Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.
I feel less influenced by physical advertising to buy clothing e.g billboards
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	847	392	455	24	114	155	131	123	103	198	233	255	170	189	58	42	92	65	74	57	50	73	127	110	70	30	124	324	102
	40%	38%	42%	67%	44%	44%	40%	34%	34%	41%	40%	43%	39%	37%	33%	50%	39%	38%	40%	37%	49%	37%	45%	38%	38%	47%	40%	41%	55%
Strongly Agree (+2)	401	184	216	7	38	59	68	62	54	112	103	111	84	102	20	20	36	32	41	23	24	34	66	54	34	16	57	145	47
	19%	18%	20%	21%	15%	17%	21%	17%	18%	24%	18%	19%	20%	20%	11%	24%	15%	19%	22%	15%	24%	17%	24%	18%	19%	25%	18%	18%	25%
Slightly Agree (+1)	446	207	239	16	77	96	63	60	48	86	130	144	86	87	38	22	56	33	34	34	25	39	60	57	35	14	68	179	56
	21%	20%	22%	46%	30%	27%	19%	17%	16%	18%	22%	24%	20%	17%	21%	26%	24%	19%	18%	22%	25%	20%	22%	19%	19%	21%	22%	22%	30%
Neither agree nor disagree (0)	989	513	476	8	113	151	142	192	162	221	263	260	203	263	84	32	113	80	84	76	40	100	117	144	91	28	147	359	64
	47%	49%	44%	22%	44%	43%	43%	53%	53%	46%	46%	43%	47%	51%	47%	38%	48%	46%	45%	50%	40%	50%	42%	49%	50%	44%	48%	45%	35%
Slightly disagree (-1)	115	51	65	2	22	23	23	14	18	14	36	32	24	23	8	2	16	7	9	8	4	12	17	17	14	2	11	50	12
	5%	5%	6%	5%	9%	6%	7%	4%	6%	3%	6%	5%	6%	4%	4%	2%	7%	4%	5%	5%	4%	6%	6%	6%	7%	4%	4%	6%	7%
Strongly disagree (-2)	174	83	91	3	8	26	34	36	24	43	45	52	35	41	28	8	14	21	19	12	7	14	19	20	7	4	25	66	6
	8%	8%	8%	7%	3%	7%	10%	10%	8%	9%	8%	9%	8%	8%	16%	10%	6%	12%	10%	8%	6%	7%	7%	7%	4%	6%	8%	8%	3%
NET: Disagree	289	134	155	4	30	49	57	50	42	58	82	84	59	65	36	10	30	29	28	19	11	27	36	37	21	6	37	116	19
	14%	13%	14%	12%	12%	14%	17%	14%	14%	12%	14%	14%	14%	12%	20%	12%	13%	16%	15%	13%	11%	13%	13%	13%	11%	10%	12%	15%	10%
Mean	0.37	0.35	0.39	0.69	0.44	0.39	0.33	0.27	0.30	0.44	0.36	0.38	0.37	0.36	0.08	0.52	0.36	0.27	0.36	0.32	0.56	0.33	0.49	0.37	0.42	0.56	0.38	0.36	0.67
Standard deviation	1.10	1.08	1.12	1.09	0.95	1.07	1.18	1.10	1.07	1.15	1.09	1.11	1.11	1.09	1.16	1.17	1.02	1.18	1.18	1.04	1.10	1.06	1.12	1.07	1.01	1.10	1.08	1.10	1.04
Standard error	0.02	0.03	0.03	0.19	0.06	0.06	0.07	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.09	0.14	0.07	0.09	0.08	0.08	0.11	0.07	0.07	0.06	0.08	0.13	0.06	0.04	0.08

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 8
Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.
I feel less influenced by online advertising to buy clothing e.g. web ads
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	790	381	410	12	106	138	117	116	108	193	207	235	169	179	48	30	87	61	70	52	41	73	125	119	59	26	118	303	95
	37%	37%	38%	33%	41%	39%	36%	32%	35%	41%	36%	39%	39%	35%	27%	36%	37%	35%	38%	34%	40%	36%	45%	41%	33%	41%	38%	38%	51%
Strongly Agree (+2)	334	179	155	-	22	48	51	56	52	106	78	95	80	80	18	16	34	19	36	22	15	26	55	50	29	13	53	119	39
	16%	17%	14%	-	9%	13%	15%	15%	17%	22%	14%	16%	18%	16%	10%	19%	14%	11%	20%	15%	15%	13%	20%	17%	16%	20%	17%	15%	21%
Slightly Agree (+1)	456	201	255	12	84	91	67	59	56	88	129	140	89	99	30	14	53	42	34	30	25	46	70	68	30	13	65	184	56
	21%	19%	23%	33%	33%	26%	20%	16%	18%	18%	22%	23%	21%	19%	17%	17%	22%	24%	18%	19%	25%	23%	25%	23%	17%	20%	21%	23%	30%
Neither agree nor disagree (0)	968	496	472	13	99	148	150	189	151	219	260	265	177	266	89	34	120	81	82	79	46	95	103	126	86	28	132	354	55
	46%	48%	43%	36%	38%	42%	46%	52%	49%	46%	45%	44%	41%	51%	50%	40%	51%	47%	44%	52%	45%	47%	37%	43%	47%	44%	43%	44%	30%
Slightly disagree (-1)	203	79	124	7	44	42	32	30	21	27	66	46	63	27	16	11	20	18	15	11	8	16	33	26	24	4	34	87	26
	10%	8%	11%	21%	17%	12%	10%	8%	7%	6%	11%	8%	15%	5%	9%	13%	9%	11%	8%	7%	8%	8%	12%	9%	13%	6%	11%	11%	14%
Strongly disagree (-2)	164	84	81	4	8	27	30	31	27	37	44	53	22	45	24	10	8	13	18	11	7	16	19	20	12	6	25	55	9
	8%	8%	7%	11%	3%	8%	9%	8%	9%	8%	8%	9%	5%	9%	14%	12%	3%	8%	10%	7%	7%	8%	7%	7%	7%	9%	8%	7%	5%
NET: Disagree	367	162	205	11	53	69	62	61	47	64	111	99	86	72	41	20	28	32	33	22	14	32	52	46	36	10	59	142	35
	17%	16%	19%	31%	20%	19%	19%	17%	15%	13%	19%	17%	20%	14%	23%	24%	12%	18%	18%	15%	14%	16%	18%	16%	20%	15%	19%	18%	19%
Mean	0.28	0.30	0.26	-0.09	0.26	0.25	0.23	0.22	0.28	0.42	0.23	0.30	0.32	0.28	0.01	0.19	0.36	0.20	0.30	0.26	0.34	0.25	0.39	0.35	0.22	0.37	0.28	0.28	0.49
Standard deviation	1.08	1.09	1.07	0.99	0.95	1.08	1.11	1.08	1.09	1.13	1.07	1.10	1.09	1.07	1.10	1.23	0.95	1.03	1.16	1.04	1.04	1.05	1.13	1.08	1.08	1.15	1.12	1.07	1.11
Standard error	0.02	0.03	0.03	0.17	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.08	0.14	0.07	0.08	0.08	0.08	0.10	0.07	0.07	0.06	0.08	0.13	0.06	0.04	0.08

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 9

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I feel less influenced by friends to buy clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	760	360	401	22	113	148	120	102	92	163	210	237	151	163	52	32	79	61	73	54	35	62	123	101	65	25	126	281	102
	36%	35%	37%	63%	44%	42%	36%	28%	30%	34%	36%	40%	35%	32%	29%	38%	33%	35%	39%	35%	34%	31%	44%	35%	36%	39%	41%	35%	55%
Strongly Agree (+2)	302	156	146	5	26	51	53	38	52	77	77	85	66	75	24	15	30	28	29	13	7	23	50	45	24	13	45	114	42
	14%	15%	13%	15%	10%	14%	16%	10%	17%	16%	13%	14%	15%	14%	14%	18%	13%	16%	16%	9%	7%	12%	18%	15%	13%	20%	15%	14%	23%
Slightly Agree (+1)	458	204	254	17	88	96	68	64	40	86	133	152	85	89	28	17	49	33	44	40	27	39	73	56	41	12	81	167	60
	22%	20%	23%	48%	34%	27%	21%	18%	13%	18%	23%	25%	20%	17%	16%	20%	21%	19%	24%	27%	27%	19%	26%	19%	23%	18%	26%	21%	32%
Neither agree nor disagree (0)	1042	529	513	9	117	154	155	199	169	241	277	274	217	275	94	41	125	78	84	76	51	106	119	148	92	28	139	386	66
	49%	51%	47%	25%	45%	43%	47%	54%	55%	51%	48%	46%	50%	53%	53%	48%	53%	45%	45%	50%	50%	53%	43%	51%	51%	44%	45%	48%	36%
Slightly disagree (-1)	114	52	62	2	14	27	22	20	13	16	31	27	25	31	8	8	12	7	8	6	3	14	18	12	16	3	17	55	11
	5%	5%	6%	4%	5%	8%	7%	5%	4%	3%	5%	4%	6%	6%	4%	10%	5%	4%	5%	4%	3%	7%	6%	4%	9%	5%	6%	7%	6%
Strongly disagree (-2)	209	99	110	3	13	27	32	44	32	57	61	61	40	47	23	4	19	28	20	17	13	18	20	29	9	8	26	77	6
	10%	9%	10%	8%	5%	8%	10%	12%	11%	12%	10%	10%	9%	9%	13%	5%	8%	16%	11%	11%	13%	9%	7%	10%	5%	12%	8%	10%	3%
NET: Disagree	322	150	172	4	28	54	54	64	46	72	92	88	64	78	31	12	31	35	28	22	16	32	38	41	25	11	43	132	17
	15%	14%	16%	12%	11%	15%	16%	18%	15%	15%	16%	15%	15%	15%	17%	14%	13%	20%	15%	15%	16%	16%	14%	14%	14%	17%	14%	16%	9%
Mean	0.25	0.26	0.24	0.57	0.38	0.33	0.26	0.09	0.21	0.23	0.23	0.29	0.26	0.22	0.13	0.37	0.25	0.15	0.29	0.18	0.13	0.17	0.41	0.26	0.30	0.30	0.33	0.23	0.66
Standard deviation	1.08	1.08	1.08	1.06	0.93	1.06	1.11	1.06	1.11	1.13	1.09	1.09	1.08	1.06	1.12	1.03	1.02	1.23	1.12	1.03	1.05	1.03	1.08	1.09	0.97	1.21	1.06	1.09	1.00
Standard error	0.02	0.03	0.03	0.19	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.08	0.12	0.07	0.10	0.08	0.08	0.10	0.07	0.06	0.06	0.07	0.14	0.06	0.04	0.07

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 10

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I feel less influenced by social media influencers or celebrities to buy clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	797	397	400	13	93	160	117	108	103	203	208	232	168	190	49	47	93	61	65	47	40	63	114	113	76	30	132	293	101
	38%	38%	37%	36%	36%	45%	35%	30%	34%	43%	36%	39%	39%	37%	28%	55%	39%	35%	31%	40%	31%	41%	39%	42%	46%	43%	37%	54%	
Strongly Agree (+2)	459	246	213	4	40	71	61	61	72	149	120	131	93	114	28	28	53	38	36	26	21	37	64	64	43	21	69	162	57
	22%	24%	20%	10%	16%	20%	18%	17%	24%	31%	21%	22%	22%	22%	16%	33%	23%	22%	19%	17%	21%	18%	23%	22%	24%	33%	22%	20%	31%
Slightly Agree (+1)	338	151	187	9	53	89	56	47	31	54	88	100	74	76	21	19	40	23	29	21	18	26	50	49	34	9	63	130	44
	16%	15%	17%	26%	21%	25%	17%	13%	10%	11%	15%	17%	17%	15%	12%	23%	17%	13%	16%	14%	18%	13%	18%	17%	19%	14%	20%	16%	24%
Neither agree nor disagree (0)	989	498	492	11	117	147	159	198	154	202	261	270	196	262	98	27	108	84	84	82	41	110	122	130	78	24	142	367	66
	47%	48%	45%	31%	45%	42%	48%	54%	50%	42%	45%	45%	45%	51%	55%	32%	46%	48%	46%	54%	40%	55%	43%	45%	43%	38%	46%	46%	35%
Slightly disagree (-1)	129	48	80	7	37	18	21	18	12	16	46	38	24	20	9	5	10	13	8	8	7	15	20	18	13	2	11	65	13
	6%	5%	7%	19%	15%	5%	6%	5%	4%	3%	8%	6%	6%	4%	5%	6%	4%	8%	4%	5%	7%	8%	7%	6%	7%	4%	3%	8%	7%
Strongly disagree (-2)	210	97	114	5	10	29	33	41	37	55	63	60	44	44	21	5	24	16	28	16	13	12	25	29	14	8	25	75	5
	10%	9%	10%	14%	4%	8%	10%	11%	12%	12%	11%	10%	10%	8%	12%	6%	10%	9%	15%	10%	13%	6%	9%	10%	8%	12%	8%	9%	3%
NET: Disagree	339	145	194	12	47	48	54	59	49	71	109	98	68	64	30	10	34	29	36	24	20	27	45	47	27	10	35	140	19
	16%	14%	18%	33%	18%	13%	16%	16%	16%	15%	19%	16%	16%	12%	17%	12%	14%	17%	19%	16%	20%	14%	16%	16%	15%	16%	11%	17%	10%
Mean	0.33	0.39	0.28	-0.01	0.30	0.44	0.28	0.19	0.29	0.47	0.27	0.34	0.35	0.38	0.14	0.70	0.38	0.31	0.20	0.22	0.28	0.30	0.38	0.35	0.43	0.52	0.46	0.30	0.72
Standard deviation	1.17	1.17	1.17	1.20	1.02	1.12	1.14	1.12	1.22	1.28	1.19	1.18	1.18	1.13	1.13	1.17	1.17	1.17	1.24	1.12	1.25	1.04	1.17	1.18	1.15	1.31	1.12	1.16	1.07
Standard error	0.03	0.04	0.04	0.21	0.06	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.08	0.14	0.08	0.09	0.09	0.09	0.12	0.07	0.07	0.07	0.09	0.15	0.06	0.04	0.08

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 11

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I have dressed differently to usual

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	856	314	541	22	157	173	129	146	100	129	275	264	173	144	68	43	88	65	70	55	45	69	124	122	79	27	146	361	104
	40%	30%	50%	62%	61%	49%	39%	40%	33%	27%	48%	44%	40%	28%	38%	51%	37%	38%	38%	36%	45%	34%	44%	42%	43%	43%	47%	45%	56%
Strongly Agree (+2)	269	88	181	6	62	64	45	40	20	32	75	99	51	44	16	12	39	21	25	23	16	13	38	36	21	8	58	114	41
	13%	8%	17%	17%	24%	18%	14%	11%	7%	7%	13%	17%	12%	9%	9%	14%	16%	12%	14%	15%	16%	7%	14%	12%	12%	12%	19%	14%	22%
Slightly Agree (+1)	587	227	360	16	95	108	84	106	80	97	200	165	122	100	51	31	49	45	45	32	29	55	85	86	57	20	88	247	63
	28%	22%	33%	45%	37%	31%	25%	29%	26%	20%	35%	28%	28%	19%	29%	37%	21%	26%	24%	21%	29%	28%	30%	30%	32%	31%	28%	31%	34%
Neither agree nor disagree (0)	417	254	162	6	45	72	70	69	65	90	109	99	94	115	34	15	42	34	44	35	14	41	63	51	36	9	74	146	47
	20%	24%	15%	17%	18%	20%	21%	19%	21%	19%	19%	17%	22%	22%	19%	17%	18%	20%	24%	23%	14%	21%	22%	17%	20%	14%	24%	18%	25%
Slightly disagree (-1)	347	183	165	5	28	47	59	49	49	110	86	83	66	112	26	9	44	34	32	21	13	36	40	51	27	12	45	126	19
	16%	18%	15%	15%	11%	13%	18%	14%	16%	23%	15%	14%	15%	22%	15%	11%	19%	20%	17%	14%	13%	18%	14%	18%	15%	19%	15%	16%	10%
Strongly disagree (-2)	505	288	218	2	27	63	71	101	93	148	109	153	99	145	50	17	61	40	40	41	28	53	53	66	39	15	44	166	16
	24%	28%	20%	6%	11%	18%	22%	28%	30%	31%	19%	25%	23%	28%	28%	21%	26%	23%	22%	27%	28%	27%	19%	23%	22%	24%	14%	21%	9%
NET: Disagree	853	470	382	8	55	110	131	150	141	258	195	235	165	258	76	27	104	74	72	63	42	90	94	118	67	28	89	292	35
	40%	45%	35%	21%	21%	31%	40%	41%	46%	54%	34%	39%	38%	50%	43%	31%	44%	43%	39%	41%	41%	45%	33%	41%	37%	43%	29%	36%	19%
Mean	-0.11	-0.34	0.11	0.52	0.53	0.18	-0.09	-0.18	-0.37	-0.52	0.08	-0.04	-0.09	-0.42	-0.23	0.13	-0.16	-0.16	-0.09	-0.17	-0.09	-0.31	0.05	-0.09	-0.03	-0.13	0.23	0.02	0.51
Standard deviation	1.37	1.31	1.39	1.13	1.26	1.36	1.36	1.39	1.33	1.30	1.33	1.45	1.35	1.31	1.37	1.44	1.35	1.35	1.42	1.48	1.31	1.33	1.37	1.35	1.40	1.31	1.37	1.19	
Standard error	0.03	0.04	0.04	0.20	0.08	0.07	0.08	0.07	0.08	0.06	0.05	0.06	0.07	0.06	0.10	0.16	0.10	0.11	0.10	0.12	0.15	0.09	0.08	0.08	0.10	0.16	0.07	0.05	0.09

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 12

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I have repaired or mended clothing more than usual

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	304	124	181	1	54	71	49	48	37	45	95	82	61	67	20	12	34	26	17	28	9	34	39	44	30	10	50	130	62
	14%	12%	17%	2%	21%	20%	15%	13%	12%	9%	16%	14%	14%	13%	12%	14%	14%	15%	9%	19%	9%	17%	14%	15%	17%	16%	16%	16%	33%
Strongly Agree (+2)	56	15	41	-	6	15	7	7	8	12	19	14	9	14	6	4	7	3	4	5	1	1	8	10	6	1	14	14	16
	3%	1%	4%	-	2%	4%	2%	2%	3%	2%	3%	2%	2%	3%	3%	5%	3%	2%	2%	4%	1%	*	3%	3%	3%	1%	5%	2%	9%
Slightly Agree (+1)	249	109	140	1	47	56	42	40	29	33	76	68	52	53	14	8	27	23	13	23	8	33	31	35	25	10	36	116	45
	12%	10%	13%	2%	18%	16%	13%	11%	10%	7%	13%	11%	12%	10%	8%	10%	11%	13%	7%	15%	8%	16%	11%	12%	14%	15%	12%	14%	24%
Neither agree nor disagree (0)	673	366	307	10	108	98	117	102	98	140	191	169	148	165	55	24	63	53	65	50	26	55	80	107	76	18	101	263	69
	32%	35%	28%	29%	42%	28%	36%	28%	32%	29%	33%	28%	34%	32%	31%	29%	27%	30%	35%	33%	26%	28%	29%	37%	42%	28%	33%	33%	37%
Slightly disagree (-1)	395	175	220	5	38	80	50	76	50	95	108	115	81	91	33	14	46	38	31	25	20	35	60	56	26	11	51	158	30
	19%	17%	20%	14%	15%	23%	15%	21%	16%	20%	19%	19%	19%	18%	18%	16%	20%	22%	17%	16%	20%	18%	21%	19%	14%	18%	17%	20%	16%
Strongly disagree (-2)	753	375	378	19	58	106	113	139	121	197	184	234	142	193	69	34	92	57	72	49	47	76	101	84	49	25	106	249	25
	35%	36%	35%	54%	23%	30%	34%	38%	39%	41%	32%	39%	33%	37%	39%	41%	39%	33%	39%	32%	46%	38%	36%	29%	27%	38%	34%	31%	14%
NET: Disagree	1148	550	598	25	96	186	163	216	171	291	292	349	223	284	102	48	138	94	103	74	66	111	161	139	75	36	157	407	55
	54%	53%	55%	69%	37%	52%	49%	59%	56%	61%	51%	58%	52%	55%	57%	57%	59%	55%	55%	48%	66%	56%	57%	48%	41%	56%	51%	51%	30%
Mean	-0.73	-0.76	-0.69	-1.21	-0.37	-0.58	-0.67	-0.82	-0.81	-0.91	-0.63	-0.81	-0.68	-0.77	-0.81	-0.79	-0.80	-0.70	-0.83	-0.58	-1.03	-0.76	-0.76	-0.58	-0.49	-0.78	-0.64	-0.64	-0.01
Standard deviation	1.14	1.10	1.18	0.95	1.10	1.19	1.14	1.12	1.14	1.10	1.15	1.14	1.11	1.14	1.14	1.21	1.16	1.12	1.10	1.19	1.05	1.14	1.14	1.12	1.12	1.15	1.19	1.12	1.15
Standard error	0.02	0.03	0.04	0.17	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.14	0.08	0.09	0.08	0.10	0.11	0.08	0.07	0.06	0.09	0.13	0.07	0.04	0.09

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 13

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I have washed clothing less than usual

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate	
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177	
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185	
NET: Agree	636	259	377	21	109	130	118	106	75	77	186	190	128	132	48	25	60	60	55	45	42	52	98	98	41	13	104	275	80	
	30%	25%	35%	58%	42%	37%	36%	29%	25%	16%	32%	32%	30%	25%	27%	29%	26%	34%	30%	41%	26%	35%	34%	23%	21%	34%	34%	43%		
Strongly Agree (+2)	181	68	113	8	29	48	33	31	17	14	61	48	33	38	12	9	15	18	19	7	10	17	29	33	6	6	35	75	25	
	8%	7%	10%	22%	11%	14%	10%	9%	5%	3%	11%	8%	8%	7%	7%	11%	6%	10%	10%	4%	10%	9%	10%	11%	3%	10%	11%	9%	14%	
Slightly Agree (+1)	455	191	265	13	80	82	85	75	59	64	124	143	95	93	36	16	46	42	37	38	31	34	69	65	35	7	69	201	55	
	21%	18%	24%	35%	31%	23%	26%	20%	19%	13%	22%	24%	22%	18%	20%	18%	19%	24%	20%	25%	31%	17%	25%	22%	20%	11%	22%	25%	30%	
Neither agree nor disagree (0)	408	254	154	4	50	67	74	67	70	76	108	113	73	114	34	17	45	26	52	26	9	40	59	51	41	9	69	157	40	
	19%	24%	14%	11%	20%	19%	23%	18%	23%	16%	19%	19%	17%	22%	19%	20%	19%	15%	28%	17%	9%	20%	21%	17%	23%	15%	23%	20%	22%	
Slightly disagree (-1)	497	242	255	6	67	81	56	75	74	137	142	127	107	120	36	22	64	38	36	34	21	45	61	72	52	15	64	181	35	
	23%	23%	23%	18%	26%	23%	17%	20%	24%	29%	25%	21%	25%	23%	20%	26%	27%	22%	19%	22%	21%	22%	22%	25%	29%	24%	21%	23%	19%	
Strongly disagree (-2)	584	285	299	5	31	77	80	118	86	186	142	169	122	151	58	20	66	50	42	48	29	64	62	70	47	26	71	186	30	
	27%	27%	28%	14%	12%	22%	24%	32%	28%	39%	25%	28%	28%	29%	33%	24%	28%	29%	23%	31%	29%	32%	22%	24%	26%	40%	23%	23%	16%	
NET: Disagree	1081	526	554	11	98	158	137	193	161	323	284	296	230	271	94	43	130	88	78	82	50	109	123	142	100	41	135	367	65	
	51%	51%	51%	32%	38%	45%	42%	53%	52%	68%	49%	49%	53%	52%	53%	51%	55%	51%	42%	54%	50%	54%	44%	49%	55%	65%	44%	46%	35%	
Mean	-0.40	-0.47	-0.33	0.34	0.03	-0.16	-0.20	-0.47	-0.51	-0.88	-0.31	-0.38	-0.44	-0.49	-0.52	-0.35	-0.51	-0.35	-0.25	-0.52	-0.27	-0.52	-0.21	-0.28	-0.55	-0.75	-0.21	-0.25	0.06	
Standard deviation	1.31	1.25	1.37	1.39	1.23	1.36	1.33	1.35	1.24	1.15	1.33	1.32	1.31	1.28	1.32	1.32	1.26	1.38	1.28	1.28	1.42	1.33	1.32	1.35	1.16	1.35	1.33	1.31	1.30	
Standard error	0.03	0.04	0.04	0.25	0.08	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.05	0.07	0.06	0.10	0.15	0.09	0.11	0.09	0.10	0.14	0.09	0.08	0.08	0.09	0.15	0.08	0.05	0.10

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 14

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I have reused or recycled clothing in the house more than usual e.g. used for cleaning

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	594	253	341	11	89	122	87	102	77	106	193	156	115	130	51	23	55	48	51	40	24	57	85	86	56	19	86	246	86
	28%	24%	31%	32%	35%	34%	26%	28%	25%	22%	33%	26%	27%	25%	29%	27%	23%	28%	28%	26%	24%	28%	30%	30%	31%	29%	28%	31%	46%
Strongly Agree (+2)	153	53	100	-	26	33	22	30	19	23	56	35	26	37	17	3	15	8	15	13	3	12	25	28	8	5	22	64	25
	7%	5%	9%	-	10%	9%	7%	8%	6%	5%	10%	6%	6%	7%	10%	4%	7%	5%	8%	8%	3%	6%	9%	10%	4%	8%	7%	8%	14%
Slightly Agree (+1)	442	201	241	11	64	89	65	72	58	83	137	121	90	94	33	20	39	40	36	27	21	45	60	58	48	14	64	181	60
	21%	19%	22%	32%	25%	25%	20%	20%	19%	17%	24%	20%	21%	18%	19%	24%	17%	23%	19%	18%	21%	23%	21%	20%	26%	22%	21%	23%	32%
Neither agree nor disagree (0)	735	420	315	9	93	91	116	131	118	176	195	193	154	194	71	24	89	60	58	53	44	70	83	96	70	17	114	254	67
	35%	40%	29%	26%	36%	26%	35%	36%	38%	37%	34%	32%	36%	37%	40%	28%	38%	35%	31%	35%	44%	35%	30%	33%	39%	26%	37%	32%	36%
Slightly disagree (-1)	334	136	198	8	41	75	51	48	33	78	79	98	71	86	19	17	44	28	31	28	13	30	52	46	16	10	48	127	22
	16%	13%	18%	23%	16%	21%	16%	13%	11%	16%	14%	16%	16%	17%	10%	20%	19%	16%	17%	18%	13%	15%	18%	16%	9%	15%	15%	16%	12%
Strongly disagree (-2)	462	229	232	7	34	67	75	84	78	116	111	153	91	106	37	21	48	37	46	32	19	42	61	62	39	19	61	172	10
	22%	22%	21%	20%	13%	19%	23%	23%	26%	24%	19%	25%	21%	21%	21%	25%	20%	21%	25%	21%	19%	21%	22%	21%	21%	29%	20%	22%	5%
NET: Disagree	796	366	430	15	75	142	126	132	111	194	190	250	162	192	56	38	92	65	77	59	32	73	112	108	55	28	109	299	32
	37%	35%	40%	42%	29%	40%	38%	36%	36%	41%	33%	42%	38%	37%	31%	45%	39%	38%	41%	39%	32%	36%	40%	37%	31%	44%	35%	37%	18%
Mean	-0.24	-0.28	-0.20	-0.31	0.02	-0.15	-0.28	-0.23	-0.31	-0.38	-0.09	-0.35	-0.26	-0.26	-0.14	-0.39	-0.29	-0.26	-0.30	-0.25	-0.23	-0.23	-0.23	-0.20	-0.17	-0.37	-0.20	-0.20	0.37
Standard deviation	1.21	1.15	1.26	1.13	1.16	1.25	1.21	1.24	1.22	1.17	1.23	1.22	1.18	1.18	1.23	1.21	1.16	1.17	1.26	1.21	1.09	1.19	1.25	1.25	1.17	1.32	1.18	1.24	1.04
Standard error	0.03	0.04	0.04	0.20	0.07	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.09	0.14	0.08	0.09	0.09	0.10	0.11	0.08	0.07	0.07	0.09	0.15	0.07	0.04	0.08

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 15

Q.5 To what extent do you agree or disagree with each of the following statements with regards to how lockdown has affected you.

I am looking forward to buying new clothes once lockdown has ended

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	851	302	548	23	146	163	135	141	110	133	249	232	175	194	62	38	92	71	90	44	41	78	123	116	64	31	144	334	97
	40%	29%	50%	64%	57%	46%	41%	39%	36%	28%	43%	39%	41%	38%	35%	45%	39%	41%	49%	29%	40%	39%	44%	40%	35%	49%	47%	42%	52%
Strongly Agree (+2)	254	72	182	8	47	54	50	39	26	30	69	76	58	51	15	14	37	24	28	8	12	22	45	26	17	8	45	103	39
	12%	7%	17%	23%	18%	15%	15%	11%	9%	6%	12%	13%	13%	10%	8%	16%	16%	14%	15%	5%	12%	11%	16%	9%	9%	13%	15%	13%	21%
Slightly Agree (+1)	597	231	366	15	99	109	85	102	84	102	181	156	117	143	47	25	56	47	62	36	29	56	79	90	46	23	99	231	58
	28%	22%	34%	42%	39%	31%	26%	28%	27%	21%	31%	26%	27%	28%	27%	30%	24%	27%	34%	23%	29%	28%	28%	31%	26%	37%	32%	29%	31%
Neither agree nor disagree (0)	717	405	312	11	67	119	113	135	102	170	171	205	148	193	72	26	84	51	52	53	36	58	87	105	71	22	107	268	58
	34%	39%	29%	30%	26%	34%	34%	37%	33%	36%	30%	34%	34%	37%	41%	31%	36%	30%	28%	35%	35%	29%	31%	36%	39%	34%	35%	34%	31%
Slightly disagree (-1)	321	170	151	2	34	43	47	52	44	100	88	102	59	73	21	13	29	28	27	28	16	39	45	39	30	6	37	119	24
	15%	16%	14%	5%	13%	12%	14%	14%	14%	21%	15%	17%	14%	14%	12%	15%	12%	16%	15%	18%	16%	19%	16%	13%	17%	10%	12%	15%	13%
Strongly disagree (-2)	236	161	74	-	10	29	35	37	51	74	69	61	49	57	22	7	29	22	17	28	8	25	24	31	17	4	21	79	8
	11%	16%	7%	-	4%	8%	11%	10%	17%	15%	12%	10%	11%	11%	13%	9%	12%	13%	9%	18%	8%	13%	9%	11%	10%	7%	7%	10%	4%
NET: Disagree	557	332	225	2	44	72	81	89	95	173	157	162	108	130	43	20	58	51	44	56	25	64	69	70	47	11	57	198	31
	26%	32%	21%	5%	17%	20%	25%	24%	31%	36%	27%	27%	25%	25%	24%	24%	25%	29%	24%	37%	24%	32%	25%	24%	26%	17%	19%	25%	17%
Mean	0.15	-0.11	0.40	0.82	0.54	0.33	0.21	0.15	-0.03	-0.18	0.16	0.14	0.18	0.12	0.06	0.29	0.18	0.13	0.31	-0.20	0.20	0.05	0.27	0.14	0.09	0.38	0.36	0.20	0.52
Standard deviation	1.15	1.13	1.12	0.85	1.05	1.12	1.18	1.11	1.19	1.13	1.18	1.15	1.17	1.12	1.11	1.17	1.21	1.22	1.16	1.15	1.10	1.19	1.17	1.10	1.09	1.06	1.08	1.14	1.08
Standard error	0.03	0.03	0.03	0.15	0.07	0.06	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.14	0.09	0.09	0.08	0.09	0.11	0.08	0.07	0.06	0.08	0.12	0.06	0.04	0.08

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 16

Q.7 Thinking about why you usually buy clothes, have any of the following activities fulfilled the same needs as buying clothing during lockdown?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Having time to yourself	507	220	287	13	82	112	78	68	64	91	132	143	114	118	41	23	47	27	41	38	25	52	99	66	36	12	76	233	72
	24%	21%	26%	36%	32%	32%	24%	18%	21%	19%	23%	24%	26%	23%	23%	27%	20%	16%	22%	25%	24%	26%	35%	23%	20%	19%	25%	29%	39%
Cooking or preparing food	432	162	270	10	84	92	60	70	39	77	129	131	84	89	31	17	49	30	31	19	33	82	64	33	13	75	165	60	
	20%	16%	25%	28%	33%	26%	18%	19%	13%	16%	22%	22%	19%	17%	17%	21%	21%	17%	17%	20%	18%	16%	29%	22%	18%	21%	24%	21%	32%
Exercising	432	207	225	17	87	99	74	50	35	69	155	114	89	73	35	16	50	31	33	21	20	39	77	68	29	12	85	180	74
	20%	20%	21%	49%	34%	28%	22%	14%	11%	15%	27%	19%	21%	14%	20%	19%	21%	18%	18%	14%	20%	19%	28%	24%	16%	19%	27%	23%	40%
Spending time outside or in nature	430	168	261	11	75	91	53	63	57	80	137	110	96	87	39	16	44	34	28	24	21	41	43	79	42	18	73	170	65
	20%	16%	24%	31%	29%	26%	16%	17%	19%	17%	24%	18%	22%	17%	22%	19%	19%	20%	15%	16%	21%	21%	15%	27%	23%	24%	21%	35%	
Undertaking hobbies e.g. reading or playing music	416	153	263	21	67	78	54	64	44	88	131	110	80	96	39	16	47	26	35	24	25	35	69	60	29	12	55	152	57
	20%	15%	24%	59%	26%	22%	17%	17%	14%	19%	23%	18%	19%	19%	22%	19%	20%	15%	19%	16%	24%	17%	24%	21%	16%	19%	18%	19%	31%
Spending time with family or friends online or on the phone	384	141	243	14	74	76	52	51	36	82	113	110	80	80	37	13	35	26	32	25	19	35	66	58	27	11	61	145	48
	18%	14%	22%	39%	29%	22%	16%	14%	12%	17%	19%	18%	19%	16%	21%	16%	15%	15%	17%	17%	19%	17%	23%	20%	15%	17%	20%	18%	26%
Spending time with family or friends in person	205	97	108	11	52	46	35	26	15	19	75	60	33	37	14	9	23	6	20	16	11	21	35	34	12	3	38	86	32
	10%	9%	10%	30%	20%	13%	11%	7%	5%	4%	13%	10%	8%	7%	8%	10%	10%	4%	11%	11%	11%	11%	13%	12%	7%	5%	12%	11%	17%
Volunteering e.g. with NHS or mutual aid groups	35	18	17	1	8	12	5	6	1	2	10	13	4	8	*	5	4	2	5	3	1	6	3	4	2	-	11	14	11
	2%	2%	2%	4%	3%	4%	1%	2%	*	*	2%	2%	1%	2%	*	5%	2%	1%	3%	2%	1%	3%	1%	1%	1%	-	3%	2%	6%
Other	35	13	23	-	*	2	3	8	7	15	9	13	8	6	1	-	*	1	6	1	3	6	7	7	4	-	6	10	4
	2%	1%	2%	-	*	1%	1%	2%	2%	3%	2%	2%	2%	1%	*	-	*	*	3%	*	3%	3%	3%	2%	2%	-	2%	1%	2%
None of these	1066	588	478	7	83	135	168	208	185	279	276	308	206	275	95	43	125	96	96	82	47	95	119	143	91	32	137	371	48
	50%	57%	44%	20%	32%	38%	51%	57%	60%	59%	48%	51%	48%	53%	54%	51%	53%	56%	52%	54%	47%	48%	43%	49%	50%	50%	45%	46%	26%

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 17

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

Summary Table

Base: All respondents

	Statements									
	There should be less pressure from advertising to buy clothing	There should be less pressure from social media to buy clothing	There should be more opportunities to repair and reuse clothing than at present	People should buy fewer items of clothing	We should be prepared to pay more for clothing	Clothing should be designed to last longer and be repairable	Garment workers should receive better pay, conditions and job security	Fewer plastics should be used in the production of clothing	Government regulation is needed to improve social and environmental impacts from the clothing sector	It is up to consumers to encourage the clothing sector to be more environmentally and socially sustainable
Unweighted base	2125	2125	2125	2125	2125	2125	2125	2125	2125	2125
Weighted base	2125	2125	2125	2125	2125	2125	2125	2125	2125	2125
NET: Agree	1310 62%	1386 65%	1440 68%	1312 62%	724 34%	1758 83%	1469 69%	1762 83%	1237 58%	1321 62%
Strongly Agree (+2)	648 30%	769 36%	643 30%	630 30%	176 8%	1008 47%	795 37%	1136 53%	555 26%	450 21%
Slightly Agree (+1)	662 31%	617 29%	798 38%	682 32%	548 26%	750 35%	674 32%	626 29%	682 32%	871 41%
Neither agree nor disagree (0)	703 33%	647 30%	588 28%	633 30%	677 32%	317 15%	607 29%	330 16%	734 35%	619 29%
Slightly disagree (-1)	84 4%	68 3%	76 4%	126 6%	443 21%	41 2%	38 2%	25 1%	96 5%	128 6%
Strongly disagree (-2)	28 1%	24 1%	21 1%	53 3%	281 13%	10 *	11 1%	7 *	58 3%	57 3%
NET: Disagree	113 5%	92 4%	97 5%	180 8%	724 34%	51 2%	49 2%	33 2%	154 7%	185 9%
Mean	0.85	0.96	0.92	0.80	-0.05	1.27	1.04	1.34	0.74	0.72
Standard deviation	0.95	0.95	0.90	1.01	1.15	0.82	0.88	0.81	0.98	0.95
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 18

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

There should be less pressure from advertising to buy clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1310	589	721	19	152	217	203	217	199	303	369	369	252	320	108	45	134	114	91	103	71	127	177	190	109	39	186	476	129
	62%	57%	66%	54%	59%	61%	62%	59%	65%	64%	64%	62%	59%	62%	61%	53%	57%	66%	49%	68%	70%	64%	63%	65%	60%	62%	60%	60%	69%
Strongly Agree (+2)	648	292	356	8	65	101	94	114	101	164	175	177	119	177	47	19	67	54	51	49	26	60	93	106	54	22	80	231	64
	30%	28%	33%	23%	25%	29%	28%	31%	33%	34%	30%	30%	28%	34%	26%	22%	28%	31%	27%	32%	26%	30%	33%	36%	30%	34%	26%	29%	35%
Slightly Agree (+1)	662	297	365	11	87	116	109	103	98	139	194	192	134	143	62	26	67	60	40	54	45	67	84	84	55	17	106	245	64
	31%	29%	34%	31%	34%	33%	33%	28%	32%	29%	34%	32%	31%	28%	35%	31%	28%	35%	22%	36%	44%	34%	30%	29%	30%	27%	34%	31%	35%
Neither agree nor disagree (0)	703	396	307	11	84	117	109	126	98	158	177	195	156	175	62	31	87	55	77	46	23	67	88	87	59	22	105	284	49
	33%	38%	28%	30%	33%	33%	33%	35%	32%	33%	31%	33%	36%	34%	35%	37%	37%	32%	42%	30%	23%	33%	31%	30%	32%	34%	34%	35%	27%
Slightly disagree (-1)	84	44	41	4	19	19	10	16	8	8	25	28	19	13	4	2	12	2	12	3	7	6	13	10	12	2	13	29	7
	4%	4%	4%	13%	7%	5%	3%	4%	3%	2%	4%	5%	4%	3%	2%	2%	5%	1%	6%	2%	7%	3%	5%	3%	7%	3%	4%	4%	4%
Strongly disagree (-2)	28	10	18	1	3	2	8	6	1	7	8	7	4	9	3	6	2	2	6	-	1	-	2	4	1	1	5	11	-
	1%	1%	2%	4%	1%	1%	2%	2%	*	2%	1%	1%	1%	2%	2%	8%	1%	1%	3%	-	1%	-	1%	1%	1%	1%	2%	1%	-
NET: Disagree	113	54	58	6	22	21	18	22	9	16	32	35	23	22	7	8	14	4	18	3	7	6	15	14	13	3	18	40	7
	5%	5%	5%	16%	8%	6%	5%	6%	3%	3%	6%	6%	5%	4%	4%	10%	6%	2%	10%	2%	7%	3%	5%	5%	7%	4%	6%	5%	4%
Mean	0.85	0.79	0.92	0.56	0.75	0.83	0.82	0.83	0.95	0.93	0.87	0.84	0.80	0.90	0.82	0.58	0.79	0.94	0.63	0.98	0.89	0.90	0.90	0.95	0.82	0.90	0.79	0.82	1.00
Standard deviation	0.95	0.94	0.95	1.10	0.95	0.92	0.96	0.98	0.88	0.94	0.94	0.94	0.93	0.97	0.92	1.10	0.95	0.88	1.05	0.84	0.89	0.87	0.95	0.96	0.96	0.97	0.93	0.94	0.88
Standard error	0.02	0.03	0.03	0.19	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.13	0.07	0.07	0.07	0.07	0.09	0.06	0.06	0.06	0.07	0.11	0.05	0.03	0.07

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Absolutes/col percents

Table 19

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

There should be less pressure from social media to buy clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1386	641	745	21	179	242	199	243	194	309	392	398	272	324	111	64	142	119	109	103	69	125	184	196	117	47	196	514	123
	65%	62%	69%	60%	70%	68%	60%	66%	63%	65%	68%	66%	63%	63%	62%	76%	61%	69%	58%	68%	68%	63%	66%	67%	64%	74%	64%	64%	66%
Strongly Agree (+2)	769	356	413	9	74	111	117	138	129	191	209	217	149	193	55	29	83	56	67	55	36	72	114	107	67	30	104	276	55
	36%	34%	38%	25%	29%	31%	36%	38%	42%	40%	36%	36%	35%	37%	31%	34%	35%	32%	36%	36%	35%	36%	41%	37%	37%	47%	34%	35%	30%
Slightly Agree (+1)	617	286	332	12	106	131	81	104	65	118	183	181	123	131	56	35	59	64	42	48	33	53	71	89	50	17	93	238	68
	29%	27%	31%	34%	41%	37%	25%	29%	21%	25%	32%	30%	28%	25%	31%	42%	25%	37%	22%	32%	33%	27%	25%	31%	28%	27%	30%	30%	37%
Neither agree nor disagree (0)	647	348	298	9	58	99	109	112	105	154	157	173	141	175	61	16	82	49	64	45	30	66	78	83	58	13	94	250	48
	30%	34%	27%	26%	22%	28%	33%	31%	34%	32%	27%	29%	33%	34%	35%	19%	35%	28%	34%	29%	30%	33%	28%	28%	32%	21%	31%	31%	26%
Slightly disagree (-1)	68	37	32	4	17	11	14	7	4	11	20	22	16	10	3	3	7	3	8	4	1	7	15	8	5	3	13	24	14
	3%	4%	3%	11%	7%	3%	4%	2%	1%	2%	3%	4%	4%	2%	2%	3%	3%	2%	4%	2%	1%	4%	6%	3%	3%	4%	4%	3%	7%
Strongly disagree (-2)	24	13	11	1	4	3	7	3	3	3	8	7	2	7	2	1	3	2	5	1	1	1	2	4	1	1	5	12	1
	1%	1%	1%	4%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
NET: Disagree	92	49	43	5	20	14	21	11	7	13	28	29	18	17	5	4	10	5	13	5	2	8	17	12	6	4	18	35	15
	4%	5%	4%	15%	8%	4%	7%	3%	2%	3%	5%	5%	4%	3%	3%	5%	4%	3%	7%	3%	2%	4%	6%	4%	3%	6%	6%	4%	8%
Mean	0.96	0.90	1.02	0.67	0.89	0.95	0.87	1.00	1.02	1.02	0.98	0.97	0.93	0.95	0.89	1.04	0.90	0.97	0.85	1.00	1.02	0.94	1.00	0.98	0.97	1.13	0.89	0.93	0.88
Standard deviation	0.95	0.96	0.93	1.10	0.94	0.89	1.02	0.92	0.95	0.93	0.95	0.95	0.93	0.96	0.92	0.89	0.97	0.89	1.05	0.90	0.87	0.94	0.99	0.95	0.93	0.99	0.98	0.95	0.94
Standard error	0.02	0.03	0.03	0.19	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.07	0.07	0.07	0.07	0.09	0.06	0.06	0.05	0.07	0.11	0.06	0.03	0.07

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Absolutes/col percents

Table 20

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

There should be more opportunities to repair and reuse clothing than at present

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1440	677	763	27	187	261	222	243	210	290	404	414	294	328	109	56	154	116	121	93	71	130	204	209	130	47	211	552	144
	68%	65%	70%	75%	73%	74%	68%	66%	69%	61%	70%	69%	68%	63%	61%	66%	67%	65%	61%	70%	65%	73%	72%	72%	74%	69%	69%	69%	78%
Strongly Agree (+2)	643	274	369	11	80	99	102	129	103	118	180	190	134	139	39	21	65	47	54	39	36	60	90	103	63	26	92	252	65
	30%	26%	34%	30%	31%	28%	31%	35%	34%	25%	31%	32%	31%	27%	22%	25%	28%	27%	29%	26%	36%	30%	32%	35%	35%	41%	30%	32%	35%
Slightly Agree (+1)	798	403	394	16	107	162	120	114	107	172	224	224	161	188	69	35	89	69	67	54	35	70	114	106	67	21	119	300	79
	38%	39%	36%	45%	42%	46%	36%	31%	35%	36%	39%	37%	37%	36%	39%	41%	38%	40%	36%	35%	35%	41%	41%	37%	37%	34%	39%	38%	43%
Neither agree nor disagree (0)	588	325	263	5	53	82	91	111	84	161	144	153	119	172	57	22	76	51	57	47	23	64	63	69	43	15	79	220	36
	28%	31%	24%	15%	20%	23%	28%	30%	27%	34%	25%	25%	28%	33%	32%	26%	32%	30%	31%	31%	23%	32%	23%	24%	24%	24%	25%	27%	19%
Slightly disagree (-1)	76	28	48	3	12	8	13	8	10	22	23	24	17	13	8	7	3	6	5	11	4	5	9	11	7	1	13	23	3
	4%	3%	4%	10%	5%	2%	4%	2%	3%	5%	4%	4%	4%	2%	4%	8%	1%	3%	2%	7%	4%	2%	3%	4%	4%	2%	4%	3%	2%
Strongly disagree (-2)	21	9	12	-	6	3	3	4	2	3	7	8	1	4	4	-	1	1	3	1	3	1	4	2	1	-	6	5	2
	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	-	*	*	2%	1%	3%	*	2%	1%	1%	-	2%	1%	1%
NET: Disagree	97	37	60	3	18	11	16	12	12	25	30	32	18	17	11	7	4	6	8	13	6	6	13	13	8	1	19	28	5
	5%	4%	6%	10%	7%	3%	5%	3%	4%	5%	5%	5%	4%	3%	6%	8%	2%	4%	4%	8%	6%	3%	5%	4%	4%	2%	6%	3%	3%
Mean	0.92	0.87	0.98	0.96	0.95	0.98	0.93	0.97	0.98	0.80	0.95	0.94	0.95	0.86	0.75	0.82	0.91	0.90	0.89	0.78	0.97	0.91	0.98	1.02	1.01	1.14	0.91	0.96	1.09
Standard deviation	0.90	0.86	0.93	0.93	0.95	0.83	0.90	0.91	0.90	0.89	0.91	0.92	0.87	0.87	0.92	0.90	0.83	0.85	0.91	0.94	1.00	0.87	0.91	0.89	0.89	0.84	0.94	0.87	0.85
Standard error	0.02	0.03	0.03	0.16	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.10	0.06	0.07	0.06	0.08	0.10	0.06	0.05	0.05	0.07	0.10	0.05	0.03	0.06

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 21

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

People should buy fewer items of clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1312	611	702	21	158	209	197	219	206	303	387	382	253	290	101	52	138	104	101	100	65	128	164	183	128	48	175	479	121
	62%	59%	65%	59%	61%	59%	60%	60%	67%	64%	67%	64%	59%	56%	57%	62%	59%	60%	55%	66%	65%	64%	59%	63%	70%	75%	57%	60%	65%
Strongly Agree (+2)	630	281	349	3	72	90	99	119	109	138	194	183	116	137	49	19	71	41	49	51	27	65	83	95	56	24	69	246	60
	30%	27%	32%	9%	28%	25%	30%	33%	36%	29%	34%	31%	27%	27%	28%	23%	30%	23%	27%	34%	27%	33%	30%	33%	31%	37%	22%	31%	32%
Slightly Agree (+1)	682	330	352	18	86	119	98	99	97	165	193	199	136	153	52	33	67	64	52	49	38	63	81	88	72	24	106	233	61
	32%	32%	32%	50%	33%	34%	30%	27%	32%	35%	33%	33%	32%	30%	29%	39%	29%	37%	28%	32%	38%	31%	29%	30%	40%	37%	34%	29%	33%
Neither agree nor disagree (0)	633	347	286	7	67	109	100	120	82	148	149	170	129	186	63	22	78	52	66	38	26	58	90	92	33	14	102	243	46
	30%	33%	26%	20%	26%	31%	30%	33%	27%	31%	26%	28%	30%	36%	36%	26%	33%	30%	36%	25%	26%	29%	32%	31%	18%	22%	33%	30%	25%
Slightly disagree (-1)	126	58	68	6	24	26	20	22	8	21	30	29	43	24	8	4	14	16	10	9	5	10	22	14	13	1	22	54	13
	6%	6%	6%	17%	9%	7%	6%	6%	3%	4%	5%	5%	10%	5%	5%	5%	6%	9%	5%	6%	5%	5%	8%	5%	7%	2%	7%	7%	7%
Strongly disagree (-2)	53	23	30	2	8	12	12	5	10	4	13	18	7	16	4	6	6	1	7	6	4	4	4	3	8	1	9	23	6
	3%	2%	3%	5%	3%	3%	4%	1%	3%	1%	2%	3%	2%	3%	2%	7%	2%	1%	4%	4%	4%	2%	1%	1%	4%	1%	3%	3%	3%
NET: Disagree	180	81	98	8	33	37	32	27	18	25	42	47	50	40	13	10	19	17	18	15	9	14	26	17	20	2	32	78	19
	8%	8%	9%	22%	13%	11%	10%	7%	6%	5%	7%	8%	12%	8%	7%	12%	8%	10%	9%	10%	9%	7%	9%	6%	11%	3%	10%	10%	10%
Mean	0.80	0.76	0.85	0.41	0.73	0.70	0.77	0.84	0.93	0.87	0.91	0.84	0.72	0.72	0.75	0.66	0.78	0.73	0.68	0.85	0.78	0.88	0.78	0.89	0.86	1.08	0.66	0.78	0.84
Standard deviation	1.01	0.99	1.03	1.04	1.07	1.03	1.06	1.00	1.02	0.91	1.00	1.01	1.02	1.01	0.99	1.10	1.02	0.94	1.05	1.08	1.04	1.00	1.01	0.95	1.07	0.89	1.00	1.05	1.05
Standard error	0.02	0.03	0.03	0.18	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.07	0.13	0.07	0.07	0.07	0.09	0.10	0.07	0.06	0.05	0.08	0.10	0.06	0.04	0.08

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 22

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

We should be prepared to pay more for clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	724	358	366	8	94	112	99	119	117	176	248	216	135	125	60	25	82	59	59	50	38	65	95	100	67	25	90	285	93
	34%	34%	34%	23%	36%	31%	30%	33%	38%	37%	43%	36%	31%	24%	34%	30%	35%	34%	32%	33%	37%	32%	34%	34%	37%	39%	29%	36%	50%
Strongly Agree (+2)	176	80	96	3	19	31	31	34	29	29	63	51	32	30	20	6	15	9	22	6	4	21	29	21	17	6	25	74	27
	8%	8%	9%	8%	7%	9%	10%	9%	9%	6%	11%	9%	7%	6%	11%	7%	6%	5%	12%	4%	4%	11%	10%	7%	9%	10%	8%	9%	15%
Slightly Agree (+1)	548	278	270	6	75	81	68	85	88	147	185	165	103	95	40	20	66	50	38	44	34	43	66	78	51	18	65	210	66
	26%	27%	25%	16%	29%	23%	21%	23%	29%	31%	32%	28%	24%	18%	23%	23%	28%	29%	20%	29%	34%	22%	23%	27%	28%	29%	21%	26%	36%
Neither agree nor disagree (0)	677	341	336	11	76	108	110	110	101	161	162	184	136	194	53	25	75	55	54	49	25	68	88	104	61	19	108	228	43
	32%	33%	31%	30%	30%	30%	34%	30%	33%	34%	28%	31%	32%	38%	30%	29%	32%	32%	29%	32%	24%	34%	31%	36%	33%	30%	35%	28%	23%
Slightly disagree (-1)	443	206	238	13	59	87	69	70	58	88	113	115	101	115	34	19	45	39	40	32	28	49	48	62	36	12	67	162	29
	21%	20%	22%	36%	23%	24%	21%	19%	19%	19%	20%	19%	23%	22%	19%	23%	19%	22%	22%	21%	28%	25%	17%	21%	20%	19%	22%	20%	16%
Strongly disagree (-2)	281	135	146	4	29	49	51	67	30	52	55	84	59	83	30	15	34	20	32	21	11	18	49	25	18	8	43	126	20
	13%	13%	13%	10%	11%	14%	15%	18%	10%	11%	10%	14%	14%	16%	17%	18%	14%	12%	17%	14%	11%	9%	18%	8%	10%	12%	14%	16%	11%
NET: Disagree	724	340	384	17	87	135	120	137	88	140	168	199	159	198	64	34	78	59	73	53	38	67	97	87	54	20	111	287	49
	34%	33%	35%	47%	34%	38%	36%	37%	29%	29%	29%	33%	37%	38%	36%	41%	33%	34%	39%	35%	38%	34%	35%	30%	30%	31%	36%	36%	26%
Mean	-0.05	-0.03	-0.06	-0.26	-0.01	-0.12	-0.12	-0.14	0.09	0.03	0.15	-0.03	-0.12	-0.24	-0.08	-0.22	-0.07	-0.06	-0.13	-0.12	-0.07	0.01	-0.08	0.03	0.07	0.06	-0.12	-0.07	0.28
Standard deviation	1.15	1.14	1.16	1.09	1.12	1.17	1.18	1.23	1.12	1.08	1.15	1.17	1.14	1.11	1.24	1.19	1.14	1.09	1.25	1.10	1.09	1.12	1.24	1.06	1.11	1.17	1.14	1.21	1.21
Standard error	0.02	0.03	0.04	0.19	0.07	0.06	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.14	0.08	0.08	0.09	0.09	0.11	0.08	0.07	0.06	0.09	0.13	0.07	0.04	0.09

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 23

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

Clothing should be designed to last longer and be repairable

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1758	844	913	31	215	294	264	303	264	386	491	496	358	412	145	65	181	146	151	133	86	168	226	249	154	53	243	662	145
	83%	81%	84%	88%	84%	83%	80%	83%	86%	81%	85%	83%	83%	80%	82%	77%	77%	84%	82%	87%	85%	84%	81%	86%	85%	83%	79%	83%	78%
Strongly Agree (+2)	1008	481	527	20	111	165	149	190	164	210	278	301	185	243	81	33	104	84	85	73	44	99	135	151	82	38	132	385	85
	47%	46%	49%	55%	43%	47%	45%	52%	54%	44%	48%	50%	43%	47%	45%	39%	44%	48%	46%	48%	44%	49%	48%	52%	45%	60%	43%	48%	46%
Slightly Agree (+1)	750	364	386	11	105	129	115	113	100	176	213	195	173	169	64	32	77	62	67	60	42	69	91	99	71	15	112	277	60
	35%	35%	36%	32%	41%	36%	35%	31%	33%	37%	37%	32%	40%	33%	36%	38%	33%	36%	36%	40%	42%	35%	32%	34%	39%	23%	36%	35%	32%
Neither agree nor disagree (0)	317	166	151	3	36	49	55	58	41	75	63	94	68	93	32	14	49	25	29	14	10	28	45	37	23	9	54	122	31
	15%	16%	14%	8%	14%	14%	17%	16%	13%	16%	11%	16%	16%	18%	18%	17%	21%	15%	16%	9%	10%	14%	16%	13%	12%	15%	17%	15%	17%
Slightly disagree (-1)	41	24	17	1	6	9	7	3	2	13	20	9	5	8	-	1	4	2	1	4	4	4	9	4	5	1	8	12	7
	2%	2%	2%	4%	2%	2%	2%	1%	1%	3%	3%	1%	1%	2%	-	2%	2%	1%	1%	3%	4%	2%	3%	1%	3%	2%	3%	1%	4%
Strongly disagree (-2)	10	5	5	-	-	3	3	2	-	2	4	1	1	3	-	4	1	-	4	1	1	-	-	-	-	-	4	4	3
	*	*	*	-	-	1%	1%	*	-	*	1%	*	*	1%	-	4%	*	-	2%	*	1%	-	-	-	-	-	1%	*	1%
NET: Disagree	51	29	22	1	6	12	11	4	2	15	24	10	6	11	-	5	5	2	5	5	4	4	9	4	5	1	12	16	10
	2%	3%	2%	4%	2%	3%	3%	1%	1%	3%	4%	2%	1%	2%	-	6%	2%	1%	3%	3%	4%	2%	3%	1%	3%	2%	4%	2%	5%
Mean	1.27	1.24	1.30	1.39	1.24	1.25	1.21	1.33	1.39	1.22	1.28	1.31	1.25	1.24	1.27	1.05	1.19	1.32	1.22	1.31	1.24	1.31	1.25	1.36	1.27	1.40	1.16	1.29	1.17
Standard deviation	0.82	0.84	0.80	0.81	0.78	0.85	0.87	0.80	0.73	0.83	0.85	0.80	0.76	0.84	0.75	1.01	0.84	0.76	0.89	0.79	0.83	0.79	0.84	0.76	0.79	0.83	0.89	0.81	0.94
Standard error	0.02	0.03	0.02	0.14	0.05	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.12	0.06	0.06	0.06	0.06	0.08	0.05	0.05	0.04	0.06	0.09	0.05	0.03	0.07

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 24

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

Garment workers should receive better pay, conditions and job security

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1469	660	809	27	185	254	217	252	215	319	410	417	304	339	123	60	160	110	125	99	75	137	209	199	123	50	213	555	134
	69%	64%	74%	76%	72%	72%	66%	69%	70%	67%	71%	70%	70%	66%	69%	71%	68%	63%	67%	65%	74%	69%	75%	69%	68%	78%	69%	69%	72%
Strongly Agree (+2)	795	316	480	18	101	131	127	135	117	167	216	236	146	197	69	30	88	60	62	38	43	73	123	108	66	35	115	299	70
	37%	30%	44%	50%	39%	37%	39%	37%	38%	35%	37%	39%	34%	38%	39%	36%	38%	34%	33%	25%	43%	36%	44%	37%	36%	55%	37%	37%	38%
Slightly Agree (+1)	674	345	329	9	84	123	90	117	98	153	194	181	158	141	54	30	72	50	63	61	32	64	86	91	57	15	99	256	64
	32%	33%	30%	26%	32%	35%	27%	32%	32%	33%	30%	37%	27%	30%	35%	30%	30%	29%	34%	40%	31%	32%	31%	31%	31%	23%	32%	32%	35%
Neither agree nor disagree (0)	607	343	264	9	62	93	98	103	91	151	152	171	116	168	52	23	73	57	55	48	24	59	64	86	52	13	89	219	45
	29%	33%	24%	24%	24%	26%	30%	28%	30%	32%	26%	29%	27%	33%	30%	28%	31%	33%	29%	31%	23%	29%	23%	30%	29%	21%	29%	27%	24%
Slightly disagree (-1)	38	27	11	-	10	8	8	6	1	5	15	8	11	4	1	1	2	6	2	4	1	3	7	4	5	1	5	20	7
	2%	3%	1%	-	4%	2%	2%	2%	*	1%	3%	1%	3%	1%	1%	1%	4%	1%	3%	1%	2%	2%	1%	3%	1%	2%	2%	4%	
Strongly disagree (-2)	11	8	3	-	1	-	6	4	-	1	1	3	1	5	1	*	1	-	4	1	1	1	-	1	1	-	1	6	1
	1%	1%	*	-	*	-	2%	1%	-	*	*	1%	*	1%	*	*	*	-	2%	1%	1%	*	-	*	1%	-	*	1%	*
NET: Disagree	49	36	14	-	11	8	14	10	1	6	16	12	12	10	2	1	2	6	6	6	2	4	7	5	6	1	6	26	7
	2%	3%	1%	-	4%	2%	4%	3%	*	1%	3%	2%	3%	2%	1%	2%	1%	4%	3%	4%	2%	2%	2%	2%	4%	1%	2%	3%	4%
Mean	1.04	0.90	1.17	1.26	1.07	1.06	0.99	1.02	1.08	1.01	1.05	1.06	1.01	1.01	1.07	1.04	1.04	0.94	0.95	0.85	1.14	1.02	1.16	1.03	1.00	1.32	1.04	1.03	1.06
Standard deviation	0.88	0.90	0.85	0.83	0.90	0.85	0.97	0.91	0.83	0.85	0.87	0.89	0.86	0.91	0.87	0.85	0.86	0.90	0.93	0.86	0.90	0.88	0.86	0.87	0.91	0.84	0.87	0.90	0.89
Standard error	0.02	0.03	0.03	0.15	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.07	0.07	0.09	0.06	0.05	0.05	0.07	0.10	0.05	0.03	0.07

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 25

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

Fewer plastics should be used in the production of clothing

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1762	836	926	30	205	280	252	313	254	429	501	505	358	398	139	71	198	143	153	128	83	163	233	242	156	55	247	653	153
	83%	80%	85%	84%	80%	79%	77%	86%	83%	90%	87%	84%	83%	77%	78%	84%	84%	83%	82%	84%	82%	81%	83%	83%	86%	86%	80%	82%	82%
Strongly Agree (+2)	1136	503	632	24	116	160	167	199	183	287	326	322	223	265	90	42	123	93	96	68	57	108	152	158	108	40	150	406	100
	53%	48%	58%	68%	45%	45%	51%	54%	60%	60%	56%	54%	52%	51%	51%	50%	52%	54%	52%	45%	57%	54%	54%	54%	59%	63%	49%	51%	54%
Slightly Agree (+1)	626	332	294	6	90	120	85	114	71	142	175	183	135	133	49	29	74	50	57	60	25	55	81	84	49	14	97	247	53
	29%	32%	27%	16%	35%	34%	26%	31%	23%	30%	30%	31%	31%	26%	28%	34%	32%	29%	31%	39%	25%	27%	29%	29%	27%	22%	31%	31%	28%
Neither agree nor disagree (0)	330	187	144	4	43	63	72	52	50	47	68	87	64	112	37	11	35	30	28	23	16	33	40	47	21	9	58	133	27
	16%	18%	13%	12%	17%	18%	22%	14%	16%	10%	12%	15%	15%	22%	21%	13%	15%	17%	15%	15%	16%	17%	14%	16%	12%	14%	19%	17%	15%
Slightly disagree (-1)	25	12	13	-	7	10	5	1	2	1	7	7	6	5	1	1	1	*	4	1	1	4	7	1	4	-	2	11	5
	1%	1%	1%	-	3%	3%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	*	*	2%	1%	1%	2%	3%	*	2%	-	1%	1%	3%
Strongly disagree (-2)	7	5	3	1	2	1	1	1	1	-	2	-	3	2	-	1	2	-	2	-	1	*	-	1	-	-	1	2	-
	*	*	*	4%	1%	*	*	*	*	-	*	-	1%	*	-	2%	1%	-	1%	-	1%	*	-	*	-	-	*	*	-
NET: Disagree	33	17	16	1	9	12	6	1	3	1	9	7	10	7	1	2	2	*	5	1	2	4	7	2	4	-	3	13	5
	2%	2%	1%	4%	3%	3%	2%	*	1%	*	2%	1%	2%	1%	1%	3%	1%	*	3%	1%	2%	2%	3%	1%	2%	-	1%	2%	3%
Mean	1.34	1.27	1.42	1.44	1.21	1.20	1.25	1.40	1.41	1.50	1.41	1.37	1.32	1.26	1.28	1.29	1.35	1.36	1.30	1.28	1.35	1.33	1.35	1.37	1.43	1.49	1.27	1.31	1.34
Standard deviation	0.81	0.82	0.78	1.00	0.87	0.86	0.87	0.74	0.80	0.68	0.77	0.77	0.83	0.86	0.82	0.87	0.79	0.77	0.85	0.75	0.87	0.83	0.82	0.79	0.79	0.74	0.82	0.81	0.83
Standard error	0.02	0.02	0.02	0.18	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.06	0.10	0.06	0.06	0.06	0.06	0.09	0.06	0.05	0.04	0.06	0.08	0.05	0.03	0.06

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 26

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

Government regulation is needed to improve social and environmental impacts from the clothing sector

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1237	546	691	28	166	224	178	217	184	239	353	370	240	274	98	50	126	102	97	85	66	106	178	172	115	42	190	471	130
	58%	53%	64%	80%	64%	63%	54%	59%	60%	50%	61%	62%	56%	53%	55%	59%	54%	59%	53%	56%	66%	53%	63%	59%	63%	65%	62%	59%	70%
Strongly Agree (+2)	555	228	326	13	81	91	78	100	101	91	160	163	104	127	47	16	59	40	48	30	24	46	88	82	55	22	80	219	61
	26%	22%	30%	38%	32%	26%	24%	27%	33%	19%	28%	27%	24%	25%	27%	18%	25%	23%	26%	19%	24%	23%	31%	28%	30%	34%	26%	27%	33%
Slightly Agree (+1)	682	318	364	15	85	133	100	117	84	148	192	207	136	147	51	34	68	62	49	55	42	60	90	90	60	20	110	252	69
	32%	31%	34%	42%	33%	38%	30%	32%	27%	31%	33%	35%	32%	28%	29%	41%	29%	36%	26%	36%	42%	30%	32%	31%	33%	31%	36%	32%	37%
Neither agree nor disagree (0)	734	390	344	5	74	115	124	131	99	186	178	187	151	218	63	30	89	55	71	53	28	80	82	105	57	21	102	272	44
	35%	38%	32%	14%	29%	32%	38%	36%	32%	39%	31%	31%	35%	42%	36%	35%	38%	32%	38%	35%	28%	40%	29%	36%	32%	33%	33%	34%	24%
Slightly disagree (-1)	96	62	34	1	14	12	11	8	16	34	32	25	24	15	10	1	15	10	11	7	4	11	14	7	6	*	11	34	9
	5%	6%	3%	2%	6%	3%	3%	2%	5%	7%	6%	4%	6%	3%	6%	1%	6%	6%	6%	4%	4%	5%	5%	3%	3%	1%	3%	4%	5%
Strongly disagree (-2)	58	41	17	1	3	4	15	10	6	18	15	17	16	10	5	4	5	7	6	9	3	3	6	6	4	1	6	23	2
	3%	4%	2%	4%	1%	1%	5%	3%	2%	4%	3%	4%	4%	2%	3%	5%	2%	4%	3%	6%	3%	2%	2%	2%	2%	1%	2%	3%	1%
NET: Disagree	154	103	51	2	18	16	26	18	23	52	47	42	40	25	16	5	19	16	17	15	7	14	20	14	10	1	17	57	11
	7%	10%	5%	6%	7%	4%	8%	5%	7%	11%	8%	7%	9%	5%	9%	6%	8%	9%	9%	10%	7%	7%	7%	5%	5%	2%	5%	7%	6%
Mean	0.74	0.61	0.87	1.07	0.88	0.83	0.65	0.79	0.84	0.55	0.78	0.79	0.67	0.71	0.70	0.67	0.68	0.68	0.66	0.59	0.80	0.67	0.85	0.80	0.86	0.96	0.80	0.76	0.96
Standard deviation	0.98	1.02	0.93	1.00	0.96	0.88	1.03	0.96	1.02	1.00	1.00	0.98	1.02	0.94	1.02	0.95	0.98	1.01	1.03	1.03	0.94	0.94	0.99	0.95	0.96	0.90	0.93	0.99	0.93
Standard error	0.02	0.03	0.03	0.18	0.06	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.04	0.08	0.11	0.07	0.08	0.07	0.08	0.09	0.07	0.06	0.05	0.07	0.10	0.05	0.04	0.07

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 27

Q.8 Given your experience during lockdown and thinking about the future, to what extent do you agree or disagree with the following statements?

It is up to consumers to encourage the clothing sector to be more environmentally and socially sustainable

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Agree	1321	614	706	22	137	200	182	233	207	339	381	373	278	289	102	49	148	116	106	90	63	134	161	197	112	42	175	477	125
	62%	59%	65%	61%	53%	56%	55%	64%	68%	71%	66%	62%	64%	56%	58%	58%	63%	67%	57%	59%	63%	67%	57%	68%	62%	67%	57%	60%	67%
Strongly Agree (+2)	450	212	238	7	36	68	52	92	70	125	122	131	98	99	27	15	60	39	36	31	20	42	66	56	39	20	60	165	49
	21%	20%	22%	20%	14%	19%	16%	25%	23%	26%	21%	22%	23%	19%	15%	17%	26%	22%	19%	20%	20%	21%	24%	19%	22%	31%	20%	21%	26%
Slightly Agree (+1)	871	402	468	15	101	132	130	141	137	214	259	242	179	190	76	35	87	78	69	59	44	92	94	141	73	23	114	312	76
	41%	39%	43%	42%	39%	37%	40%	39%	45%	45%	45%	40%	42%	37%	43%	41%	37%	45%	37%	39%	43%	46%	34%	49%	40%	36%	37%	39%	41%
Neither agree nor disagree (0)	619	327	293	8	71	113	117	109	82	120	135	173	127	185	57	21	70	43	68	49	32	47	88	73	54	18	110	238	45
	29%	31%	27%	23%	28%	32%	35%	30%	27%	25%	23%	29%	29%	36%	32%	25%	30%	25%	37%	32%	31%	23%	32%	25%	30%	28%	36%	30%	24%
Slightly disagree (-1)	128	64	64	4	36	26	18	19	11	13	40	41	18	29	11	7	11	6	7	8	6	14	26	17	13	2	16	56	6
	6%	6%	6%	13%	14%	7%	6%	5%	4%	3%	7%	7%	4%	6%	6%	8%	5%	3%	4%	5%	6%	7%	9%	6%	7%	3%	5%	7%	3%
Strongly disagree (-2)	57	34	23	1	14	16	12	5	6	4	22	12	9	14	7	8	6	8	4	6	-	5	5	4	2	2	8	28	10
	3%	3%	2%	4%	5%	4%	4%	1%	2%	1%	4%	2%	2%	3%	4%	9%	3%	5%	2%	4%	-	2%	2%	1%	1%	3%	2%	3%	5%
NET: Disagree	185	98	87	6	49	42	30	23	17	17	62	53	27	43	18	14	17	14	12	14	6	19	31	21	15	4	24	84	15
	9%	9%	8%	16%	19%	12%	9%	6%	6%	4%	11%	9%	6%	8%	10%	17%	7%	8%	6%	9%	6%	10%	11%	7%	8%	6%	8%	10%	8%
Mean	0.72	0.67	0.77	0.61	0.43	0.59	0.58	0.81	0.83	0.93	0.73	0.73	0.79	0.64	0.59	0.50	0.79	0.77	0.68	0.66	0.77	0.76	0.68	0.78	0.74	0.89	0.66	0.66	0.81
Standard deviation	0.95	0.98	0.93	1.06	1.06	1.02	0.94	0.91	0.89	0.83	1.00	0.95	0.91	0.94	0.95	1.15	0.97	0.98	0.91	0.98	0.83	0.95	1.00	0.87	0.92	0.98	0.93	0.99	1.03
Standard error	0.02	0.03	0.03	0.19	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.13	0.07	0.08	0.06	0.08	0.08	0.07	0.06	0.05	0.07	0.11	0.05	0.04	0.08

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Absolutes/col percents

Table 28

Q.9 Given your experience during lockdown, how do you plan to change your own fashion and clothes purchasing habits in the future?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Any change in habits	1102	455	646	24	175	225	170	171	135	201	342	305	216	238	91	52	118	89	92	73	51	99	157	153	87	39	180	444	137
	52%	44%	60%	68%	68%	63%	52%	47%	44%	42%	59%	51%	50%	46%	51%	61%	50%	51%	50%	48%	51%	49%	56%	53%	48%	61%	58%	55%	74%
I intend to purchase fewer items of clothing	591	213	378	9	90	106	85	101	76	124	184	171	111	125	50	25	66	46	47	44	25	54	85	88	40	19	88	225	56
	28%	21%	35%	26%	35%	30%	26%	28%	25%	26%	32%	28%	26%	24%	28%	30%	28%	27%	25%	29%	25%	27%	30%	30%	22%	30%	28%	28%	30%
I intend to spend more on better-quality items of clothing	381	174	206	10	84	72	62	54	43	57	123	108	85	64	27	20	48	25	33	23	21	22	67	51	28	15	58	166	47
	18%	17%	19%	27%	32%	20%	19%	15%	14%	12%	21%	18%	20%	12%	15%	23%	20%	15%	18%	15%	21%	11%	24%	18%	15%	24%	19%	21%	25%
I intend to mend or repair clothing	339	125	214	7	50	71	57	54	49	51	102	94	61	82	26	15	36	28	28	28	11	31	44	55	27	11	51	129	44
	16%	12%	20%	21%	19%	20%	17%	15%	16%	11%	18%	16%	14%	16%	15%	18%	15%	16%	15%	18%	11%	15%	16%	19%	15%	17%	16%	16%	24%
I intend to buy second hand clothing more	327	108	219	13	63	65	51	39	45	51	106	79	59	83	28	17	30	26	21	25	9	31	43	48	40	8	41	123	35
	15%	10%	20%	36%	24%	18%	16%	11%	15%	11%	18%	13%	14%	16%	16%	21%	13%	15%	11%	16%	9%	16%	16%	17%	22%	13%	13%	15%	19%
I intend to support brands with strong ethical and environmental policies	314	115	199	13	70	56	46	54	32	43	110	77	70	57	20	19	34	30	29	18	9	24	43	51	24	14	53	116	43
	15%	11%	18%	35%	27%	16%	14%	15%	10%	9%	19%	13%	16%	11%	11%	22%	14%	17%	16%	12%	9%	12%	15%	18%	13%	22%	17%	15%	23%
I intend to support local independent retailers and manufacturers	300	115	185	5	53	55	34	54	40	60	99	69	68	65	28	8	30	26	30	17	12	24	34	59	24	9	47	114	48
	14%	11%	17%	13%	21%	16%	10%	15%	13%	13%	17%	11%	16%	13%	16%	10%	13%	15%	16%	11%	11%	12%	12%	20%	13%	14%	15%	14%	26%
I intend to reduce time spent shopping and spend it with family and friends	253	98	155	3	43	64	39	35	23	45	67	83	53	50	20	14	26	26	26	15	13	23	33	33	16	8	48	99	40
	12%	9%	14%	9%	17%	18%	12%	10%	8%	9%	12%	14%	12%	10%	12%	16%	11%	15%	14%	10%	12%	11%	12%	12%	9%	12%	15%	12%	22%
Other	18	6	12	-	1	2	1	4	3	8	4	7	3	3	1	-	2	1	3	-	-	1	3	2	3	1	*	6	2
	1%	1%	1%	-	*	*	*	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	-	*	1%	1%	2%	2%	*	1%	1%

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Absolutes/col percents

Table 28

Q.9 Given your experience during lockdown, how do you plan to change your own fashion and clothes purchasing habits in the future?

Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
I don't intend to change my clothes purchasing habits	908	523	385	10	65	113	136	169	155	261	206	257	193	252	74	32	102	70	86	68	48	94	104	124	81	24	108	304	40
	43%	50%	35%	27%	25%	32%	41%	46%	51%	55%	36%	43%	45%	49%	42%	38%	43%	40%	47%	45%	47%	47%	37%	43%	45%	38%	35%	38%	22%
I don't know	115	60	55	2	18	16	24	25	17	14	29	37	22	27	12	1	15	15	7	11	2	7	19	13	13	1	20	52	9
	5%	6%	5%	5%	7%	5%	7%	7%	5%	3%	5%	6%	5%	5%	7%	1%	7%	9%	4%	7%	2%	3%	7%	4%	7%	1%	7%	7%	5%

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Absolutes/col percents

Table 29

Q.10 In your opinion, how should the fashion sector respond as it emerges from the pandemic? This includes textile production, garment production, retail, marketing.

Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
The industry should improve pay, conditions and job security for workers	1081	485	596	26	142	171	151	182	162	247	308	314	207	252	90	46	100	74	77	65	59	109	159	161	99	42	153	395	85
	51%	47%	55%	73%	55%	48%	46%	50%	53%	52%	53%	52%	48%	49%	51%	55%	43%	43%	42%	43%	58%	54%	57%	55%	55%	65%	50%	49%	46%
The industry should do whatever it takes to become environmentally sustainable	1057	468	589	25	143	157	135	182	160	256	306	294	224	233	78	44	111	81	89	65	55	102	144	163	91	35	146	363	95
	50%	45%	54%	70%	55%	44%	41%	50%	52%	54%	53%	49%	52%	45%	44%	52%	47%	47%	48%	43%	54%	51%	51%	56%	50%	55%	47%	45%	51%
The industry should change supply chains so that more is manufactured in the UK	999	470	529	16	69	109	117	184	181	322	273	268	212	247	77	52	88	81	90	77	57	93	104	151	97	32	111	326	58
	47%	45%	49%	44%	27%	31%	36%	50%	59%	68%	47%	45%	49%	48%	44%	62%	37%	47%	49%	50%	57%	46%	37%	52%	54%	51%	36%	41%	31%
The industry should take responsibility to retrain workers if jobs are under threat	832	385	447	19	102	114	109	120	137	231	244	231	166	190	67	33	79	62	71	51	48	78	113	127	77	26	116	266	64
	39%	37%	41%	54%	40%	32%	33%	33%	45%	48%	42%	39%	38%	37%	38%	38%	34%	36%	38%	34%	47%	39%	40%	44%	43%	40%	38%	33%	35%
The industry should slow down and produce less	514	243	272	6	60	82	80	91	92	105	179	152	85	99	45	20	46	32	38	39	19	58	67	80	54	15	70	209	56
	24%	23%	25%	16%	23%	23%	24%	25%	30%	22%	31%	25%	20%	19%	26%	24%	20%	19%	21%	26%	19%	29%	24%	28%	30%	24%	23%	26%	30%
The industry should return to business as usual as soon as possible	412	217	195	6	54	69	41	51	58	134	105	123	84	99	30	17	47	32	53	32	22	34	54	48	30	12	48	131	43
	19%	21%	18%	16%	21%	19%	12%	14%	19%	28%	18%	21%	20%	19%	17%	20%	20%	18%	29%	21%	21%	17%	19%	17%	17%	19%	15%	16%	23%
The industry should invest in automation and reduce labour within supply chains	165	83	82	4	35	22	33	21	23	27	58	56	28	23	13	7	18	13	12	15	4	13	39	17	10	3	27	61	33
	8%	8%	8%	11%	14%	6%	10%	6%	8%	6%	10%	9%	7%	5%	7%	8%	8%	8%	6%	10%	4%	7%	14%	6%	6%	5%	9%	8%	18%
I don't know	292	161	131	1	36	56	60	52	37	50	61	78	56	97	36	7	38	35	20	20	11	23	36	35	26	7	46	109	9
	14%	16%	12%	3%	14%	16%	18%	14%	12%	11%	10%	13%	13%	19%	20%	8%	16%	20%	11%	13%	10%	11%	13%	12%	14%	11%	15%	14%	5%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 30
Gender
Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Male	1039	1039	-	11	112	177	173	177	140	249	309	240	240	250	91	44	125	81	104	82	44	98	135	122	90	23	131	444	115
	49%	100%	-	32%	43%	50%	53%	48%	46%	52%	54%	40%	56%	48%	51%	52%	53%	47%	56%	54%	44%	49%	48%	42%	49%	35%	42%	56%	62%
Female	1086	-	1086	24	146	178	156	189	166	227	269	360	191	266	86	40	110	92	81	70	56	102	145	169	92	41	178	355	70
	51%	-	100%	68%	57%	50%	47%	52%	54%	48%	46%	60%	44%	52%	49%	48%	47%	53%	44%	46%	56%	51%	52%	58%	51%	65%	58%	44%	38%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 31
Age
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
16-17	36	11	24	36	-	-	-	-	-	-	16	10	5	4	1	2	2	3	3	1	4	4	7	6	2	-	1	2	-
	2%	1%	2%	100%	-	-	-	-	-	-	3%	2%	1%	1%	1%	3%	1%	2%	2%	1%	4%	2%	2%	2%	1%	-	*	*	-
18-24	258	112	146	-	258	-	-	-	-	-	100	80	41	36	16	4	43	17	26	22	5	22	38	40	25	-	32	110	48
	12%	11%	13%	-	100%	-	-	-	-	-	17%	13%	10%	7%	9%	5%	18%	10%	14%	14%	5%	11%	14%	14%	14%	-	10%	14%	26%
25-34	355	177	178	-	-	355	-	-	-	-	95	106	79	74	27	22	36	26	40	25	22	34	51	42	18	11	90	187	51
	17%	17%	16%	-	-	100%	-	-	-	-	17%	18%	18%	14%	15%	26%	15%	15%	22%	16%	21%	17%	18%	15%	10%	17%	29%	23%	28%
35-44	329	173	156	-	-	-	329	-	-	-	86	88	67	88	39	9	21	31	32	20	13	34	53	40	27	12	78	179	34
	15%	17%	14%	-	-	-	100%	-	-	-	15%	15%	16%	17%	22%	11%	9%	18%	17%	13%	12%	17%	19%	14%	15%	18%	25%	22%	18%
45-54	365	177	189	-	-	-	-	365	-	-	63	99	94	108	33	16	48	40	33	22	17	31	40	39	34	12	67	180	18
	17%	17%	17%	-	-	-	-	100%	-	-	11%	17%	22%	21%	18%	19%	20%	23%	18%	14%	17%	15%	14%	14%	19%	19%	22%	23%	10%
55-64	306	140	166	-	-	-	-	-	306	-	70	85	60	92	24	11	40	25	14	31	12	29	34	43	28	15	37	111	9
	14%	14%	15%	-	-	-	-	-	100%	-	12%	14%	14%	18%	14%	13%	17%	14%	8%	20%	12%	15%	12%	15%	15%	23%	12%	14%	5%
65+	476	249	227	-	-	-	-	-	476	147	130	84	115	38	19	45	32	38	33	29	46	56	79	47	14	3	31	26	
	22%	24%	21%	-	-	-	-	-	100%	25%	22%	20%	22%	21%	22%	19%	18%	20%	21%	29%	23%	20%	27%	26%	22%	1%	4%	14%	
NET: 18-34	612	288	324	-	258	355	-	-	-	-	196	186	121	109	43	26	80	42	66	46	27	56	90	83	43	11	122	297	99
	29%	28%	30%	-	100%	100%	-	-	-	-	34%	31%	28%	21%	24%	31%	34%	24%	36%	30%	26%	28%	32%	28%	24%	17%	40%	37%	53%
NET: 35-54	695	350	345	-	-	-	329	365	-	-	149	187	161	197	71	26	68	71	64	42	29	65	93	79	61	24	145	359	52
	33%	34%	32%	-	-	-	100%	100%	-	-	26%	31%	37%	38%	40%	30%	29%	41%	35%	27%	29%	33%	33%	27%	34%	37%	47%	45%	28%
NET: 55+	782	389	393	-	-	-	-	-	306	476	217	216	144	206	62	30	85	57	52	63	41	75	90	122	75	29	40	142	35
	37%	37%	36%	-	-	-	-	-	100%	100%	37%	36%	33%	40%	35%	35%	36%	33%	28%	41%	41%	37%	32%	42%	41%	46%	13%	18%	19%
Average age	47.14	47.95	46.37	16.51	21.91	29.81	39.56	49.77	59.65	71.18	45.94	46.23	47.03	49.65	47.62	47.32	46.38	47.16	44.95	47.55	48.18	47.23	45.03	48.13	49.15	50.92	39.75	40.93	38.57

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 32
Social Grade
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
A	148 7%	82 8%	66 6%	5 14%	32 13%	20 6%	15 4%	16 5%	21 7%	38 8%	148 26%	-	-	-	12 7%	3 3%	17 7%	8 5%	8 4%	5 3%	6 6%	14 7%	28 10%	26 9%	17 9%	4 6%	27 9%	54 7%	28 15%
B	430 20%	228 22%	203 19%	12 33%	68 26%	75 21%	71 22%	47 13%	49 16%	109 23%	430 74%	-	-	-	45 25%	17 20%	38 16%	31 18%	40 21%	32 21%	19 19%	38 19%	61 22%	61 21%	31 17%	19 29%	81 26%	159 20%	53 28%
C1	599 28%	240 23%	360 33%	10 27%	80 31%	106 30%	88 27%	99 27%	85 28%	130 27%	-	599 100%	-	-	54 31%	26 30%	57 24%	43 25%	43 23%	49 32%	24 23%	57 28%	92 33%	82 28%	50 27%	22 35%	119 39%	242 30%	50 27%
C2	431 20%	240 23%	191 18%	5 14%	41 16%	79 22%	67 20%	94 26%	60 19%	84 18%	-	-	431 100%	-	27 15%	17 20%	63 27%	51 30%	41 22%	33 22%	20 19%	34 17%	40 14%	55 19%	45 25%	7 10%	49 16%	209 26%	36 19%
D	262 12%	130 12%	132 12%	2 7%	18 7%	47 13%	58 18%	60 16%	35 11%	41 9%	-	-	-	262 51%	19 11%	12 14%	33 14%	24 14%	30 16%	18 12%	17 17%	31 16%	17 6%	34 12%	20 11%	6 10%	33 11%	128 16%	14 7%
E	255 12%	120 12%	135 12%	2 5%	18 7%	27 8%	31 9%	48 13%	56 18%	73 15%	-	-	-	255 49%	20 11%	11 13%	28 12%	15 9%	24 13%	16 10%	15 15%	26 13%	43 15%	32 11%	18 10%	6 9%	-	7 1%	5 3%
NET: AB	578 27%	309 30%	269 25%	16 46%	100 39%	95 27%	86 26%	63 17%	70 23%	147 31%	578 100%	-	-	-	57 32%	20 24%	55 23%	39 23%	48 26%	36 24%	25 25%	52 26%	89 32%	87 30%	48 26%	22 35%	107 35%	213 27%	80 43%
NET: ABC1	1177 55%	549 53%	628 58%	26 74%	180 70%	202 57%	174 53%	163 45%	155 51%	277 58%	578 100%	599 100%	-	-	111 63%	46 54%	111 47%	83 48%	91 49%	86 56%	49 48%	109 55%	180 64%	170 58%	98 54%	45 70%	227 73%	455 57%	130 70%
NET: C2DE	948 45%	490 47%	458 42%	9 26%	77 30%	153 43%	156 47%	202 55%	151 49%	199 42%	-	-	431 100%	517 100%	66 37%	39 46%	124 53%	91 52%	94 51%	67 44%	52 52%	91 45%	100 36%	121 42%	84 46%	19 30%	82 27%	344 43%	55 30%
NET: DE	517 24%	250 24%	266 25%	4 12%	36 14%	74 21%	88 27%	108 30%	92 30%	115 24%	-	-	-	517 100%	39 22%	22 26%	61 26%	39 23%	54 29%	34 22%	33 32%	57 29%	60 21%	66 23%	39 21%	12 19%	33 11%	135 17%	19 10%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 33
GO Region
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Scotland	177	91	86	1	16	27	39	33	24	38	57	54	27	39	177	-	-	-	-	-	-	-	-	-	-	-	29	74	11
	8%	9%	8%	3%	6%	8%	12%	9%	8%	8%	10%	9%	6%	7%	100%	-	-	-	-	-	-	-	-	-	-	-	10%	9%	6%
North East	85	44	40	2	4	22	9	16	11	19	20	26	17	22	-	85	-	-	-	-	-	-	-	-	-	-	21	27	8
	4%	4%	4%	7%	2%	6%	3%	4%	4%	4%	3%	4%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	7%	3%	4%
North West	235	125	110	2	43	36	21	48	40	45	55	57	63	61	-	-	235	-	-	-	-	-	-	-	-	-	29	95	24
	11%	12%	10%	5%	17%	10%	6%	13%	13%	10%	9%	9%	15%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	9%	12%	13%
Yorkshire & Humberside	173	81	92	3	17	26	31	40	25	32	39	43	51	39	-	-	-	173	-	-	-	-	-	-	-	-	30	60	14
	8%	8%	8%	8%	6%	7%	9%	11%	8%	7%	7%	7%	12%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	10%	7%	8%
West Midlands	185	104	81	3	26	40	32	33	14	38	48	43	41	54	-	-	-	185	-	-	-	-	-	-	-	-	25	74	18
	9%	10%	7%	9%	10%	11%	10%	9%	5%	8%	8%	7%	9%	10%	-	-	-	100%	-	-	-	-	-	-	-	-	8%	9%	10%
East Midlands	153	82	70	1	22	25	20	22	31	33	36	49	33	34	-	-	-	-	-	153	-	-	-	-	-	-	24	60	11
	7%	8%	6%	4%	8%	7%	6%	6%	10%	7%	6%	8%	8%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	7%	6%
Wales	101	44	56	4	5	22	13	17	12	29	25	24	20	33	-	-	-	-	-	-	101	-	-	-	-	-	15	34	8
	5%	4%	5%	11%	2%	6%	4%	5%	4%	6%	4%	4%	5%	6%	-	-	-	-	-	-	100%	-	-	-	-	-	5%	4%	4%
Eastern	200	98	102	4	22	34	34	31	29	46	52	57	34	57	-	-	-	-	-	-	-	200	-	-	-	-	21	79	14
	9%	9%	9%	12%	8%	10%	10%	8%	10%	10%	9%	10%	8%	11%	-	-	-	-	-	-	-	100%	-	-	-	-	7%	10%	7%
London	280	135	145	7	38	51	53	40	34	56	89	92	40	60	-	-	-	-	-	-	-	-	280	-	-	-	40	106	43
	13%	13%	13%	19%	15%	14%	16%	11%	11%	12%	15%	15%	9%	12%	-	-	-	-	-	-	-	-	100%	-	-	-	13%	13%	23%
South East	291	122	169	6	40	42	40	39	43	79	87	82	55	66	-	-	-	-	-	-	-	-	-	291	-	-	40	92	22
	14%	12%	16%	18%	16%	12%	12%	11%	14%	17%	15%	14%	13%	13%	-	-	-	-	-	-	-	-	-	100%	-	-	13%	12%	12%
South West	181	90	92	2	25	18	27	34	28	47	48	50	45	39	-	-	-	-	-	-	-	-	-	-	181	-	19	78	12
	9%	9%	8%	5%	10%	5%	8%	9%	9%	10%	8%	8%	10%	8%	-	-	-	-	-	-	-	-	-	-	100%	-	6%	10%	6%
Northern Ireland	64	23	41	-	-	11	12	12	15	14	22	22	7	12	-	-	-	-	-	-	-	-	-	-	-	64	14	21	3
	3%	2%	4%	-	-	3%	4%	3%	5%	3%	4%	4%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	5%	3%	1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 34

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Yes	1328	646	683	26	200	237	178	205	178	305	439	389	277	224	110	51	163	114	107	86	59	109	190	182	104	52	214	529	155
	62%	62%	63%	74%	77%	67%	54%	56%	58%	64%	76%	65%	64%	43%	62%	60%	69%	66%	58%	56%	58%	55%	68%	63%	57%	82%	69%	66%	83%
No	797	394	403	9	58	118	152	161	128	171	139	210	154	293	67	34	72	59	78	67	42	91	90	109	77	12	94	271	31
	38%	38%	37%	26%	23%	33%	46%	44%	42%	36%	24%	35%	36%	57%	38%	40%	31%	34%	42%	44%	42%	45%	32%	37%	43%	18%	31%	34%	17%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 35
Opinion Influencer
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Yes	185 9%	115 11%	70 6%	- -	48 18%	51 14%	34 10%	18 5%	9 3%	26 5%	80 14%	50 8%	36 8%	19 4%	11 6%	8 9%	24 10%	14 8%	18 10%	11 7%	8 8%	14 7%	43 15%	22 8%	12 7%	3 4%	50 16%	89 11%	185 100%
No	1940 91%	924 89%	1015 94%	36 100%	210 82%	303 86%	296 90%	347 95%	297 97%	451 95%	498 86%	549 92%	395 92%	498 96%	166 94%	77 91%	211 90%	159 92%	168 90%	142 93%	93 92%	186 93%	238 85%	269 92%	170 93%	61 96%	258 84%	710 89%	- -

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ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 36
Tenure
Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Homeowners	1377	683	694	30	140	173	182	232	231	389	449	389	310	230	115	56	148	114	113	96	79	134	145	193	128	56	201	496	121
Owned outright - without mortgage	767	394	373	8	52	58	41	93	166	350	243	218	157	150	60	22	87	58	64	59	49	72	80	115	74	26	57	190	52
Owned with a mortgage or loan	610	288	321	22	88	115	141	139	65	39	206	171	153	80	55	34	62	56	49	37	30	61	65	77	54	30	145	306	69
NET: Renters	704	337	367	5	95	172	142	132	74	84	117	190	114	284	58	26	82	58	65	55	21	59	131	92	48	8	103	287	61
NET: Rent from Council/ Housing Association	437	208	229	5	42	95	81	99	54	61	49	106	71	211	38	18	54	40	44	31	15	39	79	53	23	3	57	157	30
Rented from the council	276	133	143	4	27	69	48	68	30	30	25	74	44	133	26	13	32	33	31	21	5	21	53	35	6	1	37	105	20
Rented from a housing association	161	75	85	*	16	26	33	31	24	31	23	32	27	78	12	5	21	7	14	10	9	18	26	19	17	2	20	52	10
Rented from someone else	267	129	138	1	52	77	61	33	20	23	68	85	43	72	20	8	28	18	21	24	7	20	52	39	25	5	46	130	31
Rent free	44	19	24	-	22	9	5	2	2	3	13	20	8	3	4	2	5	2	7	1	1	7	4	6	5	-	4	17	3
	2%	2%	2%	-	9%	3%	1%	1%	*	1%	2%	3%	2%	1%	2%	2%	2%	1%	4%	1%	1%	4%	2%	2%	3%	-	1%	2%	2%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 37

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
No formal education	18	13	5	-	-	1	1	4	4	7	2	3	4	9	2	-	4	2	1	1	2	2	2	*	2	-	-	3	2
	1%	1%	*	-	-	*	*	1%	1%	1%	*	*	1%	2%	1%	-	2%	1%	*	1%	2%	1%	1%	1%	-	-	*	1%	
Primary	9	6	3	1	-	2	-	1	1	4	1	1	2	4	-	-	-	-	1	2	-	1	2	1	1	1	1	1	-
	*	1%	*	4%	-	*	-	*	*	1%	*	*	1%	1%	-	-	-	-	*	2%	-	*	1%	*	1%	1%	-	*	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1218	603	616	18	108	182	175	242	188	305	210	320	300	389	95	55	134	111	113	87	59	128	129	175	105	28	149	452	50
	57%	58%	57%	51%	42%	51%	53%	66%	61%	64%	36%	53%	69%	75%	54%	65%	57%	64%	61%	57%	58%	64%	46%	60%	58%	44%	48%	57%	27%
University degree or equivalent professional qualification, NVQ level 4, etc.	627	291	337	-	84	121	109	86	99	128	253	196	89	89	58	22	74	46	47	41	34	54	96	80	50	24	116	259	76
	30%	28%	31%	-	32%	34%	33%	24%	32%	27%	44%	33%	21%	17%	33%	26%	31%	27%	26%	27%	34%	27%	34%	28%	28%	38%	38%	32%	41%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	181	94	87	-	23	43	40	29	14	33	87	56	21	18	19	5	14	9	15	15	6	10	38	26	14	10	43	80	49
	9%	9%	8%	-	9%	12%	12%	8%	5%	7%	15%	9%	5%	3%	11%	6%	6%	5%	8%	10%	6%	5%	13%	9%	8%	16%	14%	10%	27%
Still in full time education	64	27	37	15	41	5	2	2	-	-	22	22	14	7	3	2	8	5	8	5	-	6	13	7	8	-	1	3	7
	3%	3%	3%	41%	16%	1%	*	*	-	-	4%	4%	3%	1%	2%	3%	4%	3%	4%	3%	-	3%	5%	2%	5%	-	*	*	4%
Don't know	1	1	-	-	1	-	*	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	*	1	-	-	-	*	1
	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	1	-	-	*	*	
Prefer not to answer	6	5	1	1	1	1	2	-	-	-	3	-	2	1	-	-	1	1	1	1	-	-	-	1	1	1	1	2	-
	*	*	*	4%	*	*	*	*	-	-	*	-	*	*	-	-	*	1%	*	1%	-	-	-	*	*	1%	*	*	-

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 38

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Yes - responsible for half or more of the items bought	1864	868	995	2	160	328	317	347	279	431	482	536	378	468	162	74	206	158	156	135	92	173	248	242	155	63	285	731	166
	88%	84%	92%	6%	62%	92%	96%	95%	91%	90%	83%	89%	88%	91%	92%	88%	88%	91%	84%	89%	91%	86%	88%	83%	85%	99%	92%	91%	90%
No - not responsible for most of the items bought	261	171	90	34	98	27	12	18	27	46	96	63	54	48	15	10	29	15	30	17	9	27	33	49	27	1	23	68	19
	12%	16%	8%	94%	38%	8%	4%	5%	9%	10%	17%	11%	12%	9%	8%	12%	12%	9%	16%	11%	9%	14%	12%	17%	15%	1%	8%	9%	10%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 39

How many cars are there in your household?

Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
No cars in the household	446 21%	205 20%	241 22%	2 5%	44 17%	73 21%	95 29%	91 25%	63 21%	78 16%	74 13%	147 24%	43 10%	182 35%	41 23%	15 17%	53 23%	32 18%	37 20%	28 18%	14 14%	31 16%	124 44%	40 14%	24 13%	7 11%	78 25%	149 19%	36 20%
NET: Any	1679 79%	834 80%	845 78%	34 95%	213 83%	282 79%	234 71%	275 75%	243 79%	399 84%	503 87%	453 76%	389 90%	334 65%	136 77%	70 83%	182 77%	141 82%	148 80%	125 82%	87 86%	169 84%	156 56%	250 86%	158 87%	57 89%	231 75%	650 81%	149 80%
1	862 41%	432 42%	430 40%	10 27%	48 19%	146 41%	131 40%	131 36%	141 46%	256 54%	224 39%	244 41%	168 39%	226 44%	78 44%	38 45%	100 43%	71 41%	72 39%	64 42%	44 44%	75 38%	91 32%	118 40%	82 45%	28 44%	108 35%	303 38%	56 30%
2	622 29%	323 31%	299 27%	12 33%	95 37%	109 31%	93 28%	108 29%	75 24%	130 27%	219 38%	136 23%	177 41%	90 17%	47 26%	28 33%	62 27%	62 36%	60 32%	47 31%	30 30%	70 35%	41 15%	105 36%	50 28%	19 30%	101 33%	247 31%	70 38%
3+	195 9%	78 8%	117 11%	12 35%	70 27%	27 8%	10 3%	36 10%	27 9%	13 3%	61 11%	72 12%	44 10%	18 4%	11 6%	3 4%	19 8%	9 5%	17 9%	14 9%	13 13%	23 11%	24 9%	27 9%	26 14%	10 15%	21 7%	101 13%	23 12%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 40

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
White	1940	948	993	31	220	301	288	344	288	468	526	543	398	474	175	83	216	168	156	144	98	190	205	267	175	63	269	720	156
	91%	91%	91%	88%	85%	85%	88%	94%	94%	98%	91%	91%	92%	92%	99%	98%	92%	97%	84%	95%	97%	95%	73%	92%	96%	99%	87%	90%	84%
NET: BAME	164	76	88	3	37	51	38	18	14	4	44	53	31	35	3	2	18	5	27	6	3	6	71	19	5	-	39	69	28
	8%	7%	8%	9%	14%	14%	11%	5%	5%	1%	8%	9%	7%	7%	1%	2%	8%	3%	14%	4%	3%	3%	25%	7%	3%	-	13%	9%	15%
Mixed	33	13	20	-	10	10	7	1	4	1	6	10	10	7	2	2	*	-	6	-	-	2	9	8	4	-	5	12	1
	2%	1%	2%	-	4%	3%	2%	*	1%	*	1%	2%	2%	1%	1%	2%	*	-	3%	-	-	1%	3%	3%	2%	-	2%	1%	1%
Asian	83	42	41	3	15	28	22	10	3	2	22	24	18	18	-	-	10	4	18	4	2	2	34	8	-	-	19	37	18
	4%	4%	4%	9%	6%	8%	7%	3%	1%	*	4%	4%	4%	3%	-	-	4%	3%	10%	3%	2%	1%	12%	3%	-	-	6%	5%	10%
Black	32	14	18	-	9	8	5	3	6	1	10	9	3	10	*	-	4	1	2	2	1	2	18	2	*	-	12	10	6
	2%	1%	2%	-	3%	2%	1%	1%	2%	*	2%	2%	1%	2%	*	-	2%	1%	1%	1%	1%	1%	7%	1%	*	-	4%	1%	3%
Chinese	10	5	5	-	3	2	2	3	-	-	4	6	-	-	1	-	2	-	1	-	-	-	6	1	-	-	1	6	1
	*	*	*	-	1%	1%	1%	1%	-	-	1%	1%	-	-	*	-	1%	-	*	-	-	-	2%	*	-	-	*	1%	*
Other ethnic group	6	2	4	-	-	2	2	1	2	-	1	4	1	1	-	-	2	-	-	-	-	-	4	1	-	-	2	4	2
	*	*	*	-	-	1%	1%	*	1%	-	*	1%	*	*	-	-	1%	-	-	-	-	-	1%	*	-	-	*	*	1%
Prefer not to answer	21	16	5	1	1	3	3	3	4	5	8	3	2	7	-	-	1	-	3	2	1	4	5	4	2	*	1	10	1
	1%	2%	*	3%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	-	2%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 41

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Christian	1013	495	518	12	77	116	139	171	175	323	266	284	214	248	87	50	129	81	83	76	47	83	125	133	72	46	135	349	85
	48%	48%	48%	33%	30%	33%	42%	47%	57%	68%	46%	47%	50%	48%	49%	55%	47%	45%	50%	47%	41%	45%	46%	40%	72%	44%	44%	46%	
NET: Other	131	67	65	3	18	38	23	24	14	10	40	34	27	31	1	-	14	7	22	9	9	12	39	13	6	*	27	50	24
	6%	6%	6%	7%	7%	11%	7%	7%	5%	2%	7%	6%	6%	6%	1%	-	6%	4%	12%	6%	9%	6%	14%	4%	3%	1%	9%	6%	13%
Muslim	53	28	25	-	11	24	11	6	2	-	13	16	12	13	-	-	9	2	15	4	3	1	15	3	-	-	12	23	11
	2%	3%	2%	-	4%	7%	3%	2%	1%	-	2%	3%	3%	2%	-	-	4%	1%	8%	3%	3%	*	5%	1%	-	-	4%	3%	6%
Hindu	16	4	12	3	2	3	5	1	2	-	4	7	5	-	-	-	2	-	3	1	-	1	8	2	-	-	4	5	4
	1%	*	1%	7%	1%	1%	2%	*	1%	-	1%	1%	1%	-	-	-	1%	-	2%	1%	-	*	3%	1%	-	-	1%	1%	2%
Jewish	13	10	4	-	-	3	1	2	4	4	3	-	4	7	-	-	1	-	1	-	1	4	5	2	-	-	1	3	1
	1%	1%	*	-	-	1%	*	1%	1%	1%	1%	-	1%	1%	-	-	*	-	1%	-	1%	2%	2%	1%	-	-	*	*	1%
Sikh	5	4	1	-	1	-	2	2	-	-	1	1	1	1	-	-	-	2	-	-	-	-	2	1	-	-	2	2	1
	*	*	*	-	*	-	1%	1%	-	-	*	*	*	*	-	-	-	-	-	-	-	-	1%	*	-	-	1%	*	*
Buddhist	14	11	3	-	2	4	2	5	1	-	8	3	1	2	-	-	-	-	1	1	2	1	6	3	*	-	5	4	4
	1%	1%	*	-	1%	1%	*	2%	*	-	1%	*	*	*	-	-	-	*	1%	1%	2%	1%	2%	1%	*	-	2%	1%	2%
Other	30	10	20	-	3	5	3	8	5	6	10	7	4	8	1	-	2	2	1	2	3	5	4	2	5	*	2	12	4
	1%	1%	2%	-	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	2%	3%	3%	1%	1%	3%	1%	1%	2%	2%
None	947	462	485	19	155	192	165	165	115	136	264	275	182	226	85	33	91	84	77	66	44	100	104	142	102	18	147	388	69
	45%	44%	45%	52%	60%	54%	50%	45%	37%	29%	46%	46%	42%	44%	48%	39%	39%	48%	42%	43%	44%	50%	37%	49%	56%	28%	47%	49%	37%
Prefer not to say	34	16	18	3	7	9	3	5	2	6	7	6	9	11	3	1	1	2	4	2	1	5	11	3	2	-	-	12	7
	2%	2%	2%	7%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	*	1%	2%	1%	1%	3%	4%	1%	1%	-	-	2%	4%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 42

Which of the following best describes where you live?

Base: All respondents

	Gender			Age							Social Grade				Region											Employment Sector		Opinion Influencer	
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Urban	1706	851	855	28	222	297	279	288	229	363	467	484	320	435	137	70	204	131	162	105	72	144	274	234	131	42	263	631	156
	80%	82%	79%	78%	86%	84%	85%	79%	75%	76%	81%	81%	74%	84%	77%	83%	87%	76%	87%	69%	71%	72%	98%	80%	72%	66%	85%	79%	84%
Urban - Population over 10,000	916	465	452	13	130	174	163	147	118	171	255	282	141	239	75	29	87	73	94	50	31	71	238	95	53	21	155	354	95
	43%	45%	42%	37%	50%	49%	50%	40%	39%	36%	44%	47%	33%	46%	42%	34%	37%	42%	50%	32%	30%	35%	85%	33%	29%	33%	50%	44%	51%
Town and Fringe	790	386	403	15	92	123	116	141	111	192	213	202	179	195	62	42	117	58	68	55	41	73	36	138	78	21	108	277	61
	37%	37%	37%	41%	36%	35%	35%	39%	36%	40%	37%	34%	42%	38%	35%	49%	50%	34%	37%	36%	41%	36%	13%	48%	43%	33%	35%	35%	33%
NET: Rural	419	188	231	8	35	58	50	77	77	113	111	115	111	82	41	14	31	42	24	48	29	56	6	57	50	22	46	168	29
	20%	18%	21%	22%	14%	16%	15%	21%	25%	24%	19%	19%	26%	16%	23%	17%	13%	24%	13%	31%	29%	28%	2%	20%	28%	34%	15%	21%	16%
Village	361	164	197	6	29	53	44	62	63	105	96	96	94	75	25	13	29	42	22	47	24	48	4	51	43	13	39	149	25
	17%	16%	18%	17%	11%	15%	13%	17%	20%	22%	17%	16%	22%	15%	14%	16%	12%	24%	12%	31%	24%	24%	1%	18%	24%	21%	13%	19%	14%
Hamlet & Isolated Dwelling	58	24	34	2	6	5	7	15	15	8	14	20	17	7	16	1	2	-	2	1	5	8	3	6	7	8	7	20	4
	3%	2%	3%	5%	2%	1%	2%	4%	5%	2%	2%	3%	4%	1%	9%	1%	1%	-	1%	1%	5%	4%	1%	2%	4%	13%	2%	2%	2%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 43

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector			
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Working	1196	619	577	2	152	289	271	271	163	47	336	383	273	204	109	53	131	95	108	93	52	106	159	149	105	37	306	795	145
	56%	60%	53%	6%	59%	82%	82%	74%	53%	10%	58%	64%	63%	39%	62%	62%	56%	55%	58%	61%	52%	53%	57%	51%	58%	58%	99%	99%	78%
NET: Employed	1056	550	507	2	148	270	249	221	132	34	304	338	231	184	97	50	112	87	98	83	48	95	139	125	88	34	303	701	136
	50%	53%	47%	6%	57%	76%	76%	61%	43%	7%	53%	56%	53%	36%	55%	59%	48%	50%	53%	54%	47%	47%	50%	43%	49%	54%	98%	88%	73%
Working full time - working 30 hours per week or more	856	494	362	-	127	228	210	178	99	14	260	278	189	129	88	42	93	73	83	61	34	68	118	95	70	30	241	583	119
	40%	48%	33%	-	49%	64%	64%	49%	32%	3%	45%	46%	44%	25%	50%	50%	39%	42%	45%	40%	34%	34%	42%	33%	39%	47%	78%	73%	64%
Working part-time - working between 8 and 29 hours per week	200	56	144	2	21	42	39	43	33	20	44	60	42	56	9	7	20	14	15	22	14	27	22	30	18	4	62	118	17
	9%	5%	13%	6%	8%	12%	12%	12%	11%	4%	8%	10%	10%	11%	5%	8%	8%	8%	8%	14%	14%	13%	8%	10%	10%	6%	20%	15%	9%
NET: Self-employed	140	69	71	-	4	20	22	49	31	13	33	45	42	20	12	3	19	7	10	10	4	11	20	24	17	3	2	95	9
	7%	7%	7%	-	2%	6%	7%	14%	10%	3%	6%	8%	10%	4%	7%	4%	8%	4%	5%	7%	4%	6%	7%	8%	9%	4%	1%	12%	5%
Self-employed - working 30 hours per week or more	87	57	31	-	3	16	15	35	15	5	19	25	31	12	6	-	15	3	8	7	3	5	13	15	11	1	1	61	7
	4%	5%	3%	-	1%	4%	5%	9%	5%	1%	3%	4%	7%	2%	4%	-	6%	2%	4%	4%	3%	2%	5%	5%	6%	1%	*	8%	4%
Self-employed - working between 8 and 29 hours per week	53	13	40	-	2	4	7	15	16	8	13	20	11	8	6	3	4	4	2	3	1	6	6	9	6	2	2	34	2
	2%	1%	4%	-	1%	1%	2%	4%	5%	2%	2%	3%	3%	2%	3%	4%	2%	2%	1%	2%	1%	3%	2%	3%	3%	3%	*	4%	1%
NET: Not working	929	420	509	34	105	66	58	95	143	429	242	216	158	313	68	32	104	79	78	60	49	94	121	141	76	27	3	4	40
	44%	40%	47%	94%	41%	18%	18%	26%	47%	90%	42%	36%	37%	61%	38%	38%	44%	45%	42%	39%	48%	47%	43%	49%	42%	42%	1%	1%	22%
Not working but seeking work or temporarily unemployed or sick	85	47	38	-	16	24	15	12	18	-	13	12	6	53	7	1	12	7	5	3	3	10	13	17	6	1	-	2	2
	4%	5%	3%	-	6%	7%	5%	3%	6%	-	2%	2%	1%	10%	4%	1%	5%	4%	3%	2%	3%	5%	5%	6%	3%	2%	-	*	1%
Not working and not seeking work	90	49	42	1	5	6	12	32	26	8	8	9	4	69	8	3	10	6	6	9	8	7	15	7	8	3	-	1	-
	4%	5%	4%	4%	2%	2%	4%	9%	8%	2%	1%	1%	1%	13%	5%	3%	4%	4%	3%	6%	8%	4%	5%	2%	4%	5%	-	*	-
Student	128	47	82	32	80	9	3	4	-	-	43	46	20	20	7	5	13	9	15	8	4	12	22	24	9	*	3	1	13
	6%	4%	8%	90%	31%	3%	1%	1%	-	-	7%	8%	5%	4%	4%	6%	6%	5%	8%	5%	4%	6%	8%	8%	5%	1%	1%	*	7%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 43

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Retired on a state pension only	122 6%	44 4%	78 7%	-	-	-	-	-	-	122 26%	11 2%	17 3%	19 4%	75 14%	6 3%	5 6%	9 4%	12 7%	10 5%	6 4%	6 6%	14 7%	18 6%	19 6%	14 8%	3 5%	-	-	3 2%
Retired with a private pension	360 17%	207 20%	153 14%	-	-	-	-	5 1%	59 19%	296 62%	157 27%	109 18%	65 15%	29 6%	31 18%	15 18%	41 17%	26 15%	28 15%	29 19%	18 18%	31 15%	42 15%	55 19%	32 18%	12 19%	-	-	20 11%
House person, housewife, househusband, etc.	143 7%	27 3%	117 11%	-	4 1%	26 7%	28 9%	42 11%	41 13%	3 1%	10 2%	24 4%	43 10%	66 13%	8 5%	4 5%	20 8%	18 11%	14 7%	5 3%	9 9%	20 10%	11 4%	20 7%	7 4%	6 10%	-	1 *	2 1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 44

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	439	228	211	2	73	102	95	93	57	17	119	136	121	63	42	26	52	29	33	42	16	37	64	46	41	11	97	342	61
	21%	22%	19%	6%	28%	29%	29%	25%	19%	3%	21%	23%	28%	12%	24%	31%	22%	17%	18%	27%	16%	19%	23%	16%	22%	17%	32%	43%	33%
NET: Working	669	347	322	1	69	174	161	155	91	18	201	226	138	105	61	23	72	61	67	42	33	63	82	86	57	24	211	458	79
	31%	33%	30%	2%	27%	49%	49%	42%	30%	4%	35%	38%	32%	20%	34%	27%	30%	35%	36%	28%	32%	31%	29%	30%	31%	37%	68%	57%	42%
NET: Employed	598	312	285	1	67	165	153	128	73	11	182	199	120	97	55	23	61	58	60	35	32	54	71	74	52	22	210	388	75
	28%	30%	26%	2%	26%	47%	46%	35%	24%	2%	31%	33%	28%	19%	31%	27%	26%	34%	32%	23%	31%	27%	26%	26%	28%	35%	68%	49%	41%
Working full time - working 30 hours per week or more	487	276	211	-	62	143	124	99	57	2	157	160	95	75	46	20	53	50	54	24	21	45	61	57	38	20	166	322	62
	23%	27%	19%	-	24%	40%	38%	27%	19%	1%	27%	27%	22%	15%	26%	23%	22%	29%	29%	16%	20%	22%	22%	19%	21%	32%	54%	40%	34%
Working part-time - working between 8 and 29 hours per week	110	36	74	1	5	23	29	29	16	8	24	39	24	22	9	3	9	8	6	11	11	10	11	18	13	2	44	66	13
	5%	3%	7%	2%	2%	6%	9%	8%	5%	2%	4%	7%	6%	4%	5%	3%	4%	5%	3%	7%	11%	5%	4%	6%	7%	3%	14%	8%	7%
NET: Self-employed	71	35	37	-	2	9	8	27	18	7	20	26	18	7	6	-	10	3	7	8	1	8	10	12	5	1	2	70	3
	3%	3%	3%	-	1%	3%	3%	7%	6%	1%	3%	4%	4%	1%	3%	-	4%	2%	4%	5%	1%	4%	4%	4%	3%	2%	*	9%	2%
Self-employed - working 30 hours per week or more	29	18	11	-	-	6	4	9	7	2	7	11	10	2	1	-	5	1	3	5	-	2	6	4	1	1	-	29	2
	1%	2%	1%	-	-	2%	1%	3%	2%	1%	1%	2%	2%	*	*	-	2%	1%	2%	4%	-	1%	2%	1%	1%	1%	-	4%	1%
Self-employed - working between 8 and 29 hours per week	42	17	26	-	2	3	5	18	11	4	13	16	9	5	5	-	5	2	4	2	1	6	5	8	4	1	2	41	2
	2%	2%	2%	-	1%	1%	1%	5%	4%	1%	2%	3%	2%	1%	3%	-	2%	1%	2%	1%	3%	2%	3%	2%	2%	1%	*	5%	1%
NET: Not working	1017	464	553	33	115	78	73	118	158	442	258	238	173	349	74	36	111	83	86	69	52	100	134	159	84	29	-	-	46
	48%	45%	51%	92%	45%	22%	22%	32%	52%	93%	45%	40%	40%	67%	42%	42%	47%	48%	46%	45%	52%	50%	48%	55%	46%	45%	-	-	25%
Not working but seeking work or temporarily unemployed or sick	130	69	60	1	24	27	19	25	30	4	20	24	15	71	7	3	13	8	11	10	6	13	20	23	12	2	-	-	5
	6%	7%	6%	4%	9%	8%	6%	7%	10%	1%	3%	4%	3%	14%	4%	3%	6%	5%	6%	7%	6%	7%	7%	8%	7%	3%	-	-	3%

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Absolutes/col percents

Table 44

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland		Public	Private
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Not working and not seeking work	137	71	66	2	11	16	22	41	29	16	17	19	11	90	15	5	15	8	9	9	10	10	22	19	9	5	-	-	3
	6%	7%	6%	5%	4%	5%	7%	11%	9%	3%	3%	3%	3%	17%	9%	6%	6%	5%	5%	6%	10%	5%	8%	7%	5%	7%	-	-	2%
Student	121	46	76	30	77	9	2	4	-	-	42	42	20	17	7	3	13	9	14	8	4	12	20	22	9	*	-	-	12
	6%	4%	7%	83%	30%	3%	1%	1%	-	-	7%	7%	5%	3%	4%	3%	6%	5%	8%	5%	4%	6%	7%	8%	5%	1%	-	-	6%
Retired on a state pension only	122	44	78	-	-	-	-	-	-	122	11	17	19	75	6	5	9	12	10	6	6	14	18	19	14	3	-	-	3
	6%	4%	7%	-	-	-	-	-	-	26%	2%	3%	4%	14%	3%	6%	4%	7%	5%	4%	6%	7%	6%	6%	8%	5%	-	-	2%
Retired with a private pension	363	208	156	-	-	-	-	5	60	298	157	112	65	29	31	16	41	26	28	29	18	31	42	56	32	12	-	-	20
	17%	20%	14%	-	-	-	-	1%	19%	63%	27%	19%	15%	6%	18%	19%	17%	15%	15%	19%	18%	15%	15%	19%	18%	19%	-	-	11%
House person, housewife, househusband, etc.	144	27	117	-	4	26	29	43	40	3	10	23	43	68	8	4	20	18	14	6	8	20	13	20	7	6	-	-	2
	7%	3%	11%	-	1%	7%	9%	12%	13%	1%	2%	4%	10%	13%	4%	5%	8%	11%	7%	4%	8%	10%	5%	7%	4%	10%	-	-	1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 45

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	1100	585	515	3	130	274	245	266	145	37	327	364	241	168	102	40	106	83	103	86	53	101	152	142	92	40	308	792	128
Weighted base	1108	575	533	3	142	277	257	248	148	34	320	362	258	168	103	49	124	90	100	84	48	100	146	132	97	35	309	799	140
NET: Public Sector	309	131	178	1	32	90	78	67	37	3	107	119	49	33	29	21	29	30	25	24	15	21	40	40	19	14	309	-	50
	28%	23%	33%	28%	23%	32%	30%	27%	25%	9%	34%	33%	19%	20%	29%	44%	23%	34%	25%	29%	30%	21%	27%	30%	20%	41%	100%	-	36%
A nationalised industry/state corporation	16	9	6	-	4	4	3	3	1	-	8	3	4	2	1	-	2	2	1	-	-	3	3	3	1	1	16	-	5
	1%	2%	1%	-	3%	2%	1%	1%	1%	-	2%	1%	2%	1%	1%	-	1%	2%	1%	-	-	3%	2%	2%	1%	2%	5%	-	4%
Central government or civil service (including Courts service and Bank of England)	33	17	15	-	1	10	9	9	4	1	17	10	5	1	4	2	4	4	3	-	2	4	4	4	2	1	33	-	8
	3%	3%	3%	-	1%	4%	3%	3%	3%	2%	5%	3%	2%	*	4%	3%	3%	5%	3%	-	3%	4%	3%	3%	2%	3%	11%	-	6%
Local government or council (including fire services, police and local authority controlled schools/colleges)	117	55	63	-	9	28	35	26	19	1	42	50	16	10	9	9	8	13	9	6	8	10	18	14	5	6	117	-	13
	11%	10%	12%	-	6%	10%	14%	10%	13%	4%	13%	14%	6%	6%	9%	19%	7%	15%	9%	8%	16%	10%	13%	11%	5%	18%	38%	-	9%
A university, or other grant funded establishment (include opted-out schools)	41	17	24	-	2	16	10	8	3	1	17	15	5	3	4	3	1	4	3	8	1	-	8	5	1	2	41	-	11
	4%	3%	5%	-	1%	6%	4%	3%	2%	3%	5%	4%	2%	2%	4%	7%	1%	4%	3%	10%	2%	-	5%	4%	1%	6%	13%	-	8%
A health authority or NHS Trust	59	19	40	-	13	13	13	13	7	-	13	28	10	8	10	5	6	4	6	5	3	2	2	7	7	2	59	-	9
	5%	3%	8%	-	9%	5%	5%	5%	4%	-	4%	8%	4%	5%	10%	10%	5%	5%	6%	6%	6%	2%	2%	5%	8%	5%	19%	-	6%
The armed forces	3	3	-	-	-	3	-	-	-	-	2	-	1	-	-	-	-	-	-	1	-	-	2	-	-	-	3	-	2
	*	*	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	1%
Other public sector occupation (Please specify as much detail as possible)	40	11	28	1	4	16	8	8	3	-	10	13	8	10	2	2	7	3	3	4	1	2	3	8	3	2	40	-	3
	4%	2%	5%	28%	3%	6%	3%	3%	2%	-	3%	3%	3%	6%	2%	4%	6%	3%	3%	5%	3%	2%	2%	6%	3%	7%	13%	-	2%
NET: Private Sector	799	444	355	2	110	187	179	180	111	31	213	242	209	135	74	27	95	60	74	60	34	79	106	92	78	21	-	799	89
	72%	77%	67%	72%	77%	68%	70%	73%	75%	91%	66%	67%	81%	80%	71%	56%	77%	66%	75%	71%	70%	79%	73%	70%	80%	59%	-	100%	64%

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Absolutes/col percents

Table 45

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Weighted base	1108	575	533	3	142	277	257	248	148	34	320	362	258	168	103	49	124	90	100	84	48	100	146	132	97	35	309	799	140
A charity, voluntary organisation or trust	42	14	28	1	6	7	16	8	4	*	9	24	2	8	5	3	2	2	3	3	1	3	6	5	11	-	-	42	2
	4%	2%	5%	36%	4%	2%	6%	3%	2%	1%	3%	7%	1%	5%	4%	5%	1%	2%	3%	3%	2%	3%	4%	4%	11%	-	-	5%	2%
Self-employed (Private sector)	126	69	57	-	5	23	25	38	27	9	34	41	39	11	7	1	19	9	13	8	6	10	25	17	9	4	-	126	13
	11%	12%	11%	-	3%	8%	10%	15%	18%	26%	11%	11%	15%	7%	6%	2%	15%	10%	13%	9%	11%	9%	17%	13%	9%	10%	-	16%	10%
None of the above/ I work in the Private sector	631	361	270	1	99	157	138	134	80	22	170	178	168	116	63	24	75	49	58	49	27	67	75	70	58	17	-	631	74
	57%	63%	51%	36%	69%	57%	54%	54%	54%	64%	53%	49%	65%	69%	61%	49%	60%	54%	59%	59%	56%	67%	52%	53%	59%	49%	-	79%	53%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 46

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
No children aged 18 or under	1583	777	807	32	236	192	151	233	275	464	451	479	278	375	123	59	172	130	118	109	79	149	218	228	153	45	181	537	107
	75%	75%	74%	89%	92%	54%	46%	64%	90%	97%	78%	80%	64%	73%	70%	69%	73%	75%	64%	72%	78%	74%	78%	78%	84%	71%	59%	67%	58%
NET: Yes	531	255	276	4	21	157	178	129	31	11	122	118	152	139	53	26	63	43	68	43	22	49	57	63	27	18	123	258	76
	25%	25%	25%	11%	8%	44%	54%	35%	10%	2%	21%	20%	35%	27%	30%	31%	27%	25%	36%	28%	22%	25%	20%	22%	15%	29%	40%	32%	41%
NET: Any 5-18	424	202	222	4	11	94	147	127	31	11	99	93	112	120	40	20	55	36	55	30	17	41	44	48	22	17	98	201	57
	20%	19%	20%	11%	4%	27%	45%	35%	10%	2%	17%	15%	26%	23%	23%	24%	23%	21%	30%	20%	16%	20%	16%	16%	12%	26%	32%	25%	31%
NET: Any 11-18	276	136	140	4	6	31	79	116	31	9	66	64	67	79	21	15	35	21	40	23	10	29	26	30	14	12	55	139	29
	13%	13%	13%	11%	2%	9%	24%	32%	10%	2%	11%	11%	16%	15%	12%	18%	15%	12%	21%	15%	10%	14%	9%	10%	8%	18%	18%	17%	16%
Yes - children aged under 5 years old	205	98	106	-	15	108	74	8	-	-	43	47	68	47	24	11	17	16	28	20	8	17	23	27	9	5	53	98	37
	10%	9%	10%	-	6%	31%	22%	2%	-	-	7%	8%	16%	9%	13%	13%	7%	9%	15%	13%	8%	8%	8%	9%	5%	8%	17%	12%	20%
Yes - children aged 5 to 10 years old	215	98	117	1	5	76	99	29	2	3	54	41	64	56	24	10	29	21	24	12	10	15	28	26	10	8	58	100	33
	10%	9%	11%	4%	2%	21%	30%	8%	1%	1%	9%	7%	15%	11%	13%	12%	12%	13%	8%	10%	7%	10%	9%	6%	13%	19%	13%	18%	
Yes - children aged 11 to 15 years old	216	108	108	2	5	31	70	84	22	3	53	48	53	62	14	15	31	14	30	15	10	25	21	22	9	11	42	115	25
	10%	10%	10%	6%	2%	9%	21%	23%	7%	1%	9%	8%	12%	12%	8%	18%	13%	8%	16%	10%	9%	12%	8%	8%	5%	17%	14%	14%	14%
Yes - children aged 16 to 18 years old	111	57	54	4	3	2	26	56	13	7	18	29	31	33	10	8	5	11	15	11	2	12	10	17	6	4	25	47	10
	5%	5%	5%	11%	1%	1%	8%	15%	4%	1%	3%	5%	7%	6%	6%	10%	2%	6%	8%	7%	2%	6%	4%	6%	3%	7%	8%	6%	5%
Refused	11	7	3	-	-	6	*	3	-	1	5	2	2	2	1	-	-	-	-	1	-	2	6	*	1	-	4	5	3
	*	1%	*	-	-	2%	*	1%	-	*	1%	*	*	*	1%	-	-	-	-	*	-	1%	2%	*	1%	-	1%	1%	1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 47

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-verse	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Anglia	207	98	109	3	29	38	34	34	31	38	55	58	31	63	-	1	-	-	24	-	167	-	14	1	-	25	87	19	
	10%	9%	10%	8%	11%	11%	10%	9%	10%	8%	10%	10%	7%	12%	-	1%	-	-	16%	-	84%	-	5%	*	-	8%	11%	10%	
Border	23	14	9	-	2	5	2	6	6	2	6	4	9	4	12	-	11	-	-	-	-	-	-	-	-	2	15	1	
	1%	1%	1%	-	1%	1%	1%	2%	2%	*	1%	1%	2%	1%	7%	-	5%	-	-	-	-	-	-	-	-	1%	2%	*	
Central	279	158	121	4	39	51	45	49	33	57	75	74	63	67	2	-	2	-	167	98	-	1	-	2	6	43	110	27	
	13%	15%	11%	12%	15%	14%	14%	13%	11%	12%	13%	12%	15%	13%	1%	-	1%	-	90%	64%	-	1%	-	1%	4%	14%	14%	14%	
Granada	226	118	108	2	38	33	21	43	40	49	55	55	57	58	-	-	217	1	1	4	2	1	-	-	-	26	86	21	
	11%	11%	10%	5%	15%	9%	6%	12%	13%	10%	10%	9%	13%	11%	-	-	92%	1%	*	3%	2%	*	-	-	-	8%	11%	11%	
London	423	194	228	9	60	70	73	53	59	99	139	128	69	87	1	-	2	2	3	-	-	31	280	101	2	69	144	53	
	20%	19%	21%	25%	23%	20%	22%	15%	19%	21%	24%	21%	16%	17%	*	-	1%	1%	2%	-	-	15%	100%	35%	1%	22%	18%	29%	
Meridian	199	90	108	6	25	28	30	27	28	56	50	61	41	46	-	-	-	1	2	-	-	-	172	23	-	15	73	14	
	9%	9%	10%	16%	10%	8%	9%	7%	9%	12%	9%	10%	10%	9%	-	-	-	-	1%	1%	-	-	59%	13%	-	5%	9%	7%	
STV	164	82	81	1	16	22	38	30	20	37	51	52	24	36	163	-	-	-	-	-	-	-	-	1	-	28	67	8	
	8%	8%	7%	3%	6%	6%	11%	8%	7%	8%	9%	9%	6%	7%	92%	-	-	-	-	-	-	-	-	*	-	9%	8%	5%	
Tyne Tees	81	44	37	2	4	19	9	16	11	19	19	23	17	22	-	81	-	-	-	-	-	-	-	-	-	19	26	6	
	4%	4%	3%	7%	2%	5%	3%	4%	4%	4%	3%	4%	4%	4%	-	96%	-	-	-	-	-	-	-	-	-	6%	3%	3%	
Wales	100	46	54	4	5	23	13	16	12	28	25	24	20	32	-	-	-	-	-	-	98	-	-	-	2	15	36	8	
	5%	4%	5%	11%	2%	7%	4%	4%	4%	6%	4%	4%	5%	6%	-	-	-	-	-	-	97%	-	-	-	1%	5%	4%	4%	
West	60	29	30	-	9	13	9	14	9	5	16	15	12	17	-	-	2	-	9	1	1	-	-	-	46	8	27	6	
	3%	3%	3%	-	4%	4%	3%	4%	3%	1%	3%	2%	3%	3%	-	-	1%	-	5%	1%	1%	-	-	-	25%	3%	3%	3%	
Westcountry	105	51	54	2	15	11	13	20	11	33	23	33	27	23	-	-	-	-	4	-	-	-	-	-	102	12	42	7	
	5%	5%	5%	5%	6%	3%	4%	6%	3%	7%	4%	6%	6%	4%	-	-	-	-	2%	-	-	-	-	-	56%	4%	5%	4%	
Yorkshire	196	91	105	3	16	30	32	45	30	40	42	50	55	48	-	2	-	170	-	23	-	-	-	-	-	33	66	12	
	9%	9%	10%	8%	6%	8%	10%	12%	10%	8%	7%	8%	13%	9%	-	3%	-	98%	-	15%	-	-	-	-	-	11%	8%	7%	
UTV	64	23	41	-	-	11	12	12	15	14	22	22	7	12	-	-	-	-	-	-	-	-	-	-	-	64	14	21	3
	3%	2%	4%	-	-	3%	4%	3%	5%	3%	4%	4%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	5%	3%	1%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 48
Marital Status
Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector			
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Single	722	375	347	32	207	154	118	107	66	38	206	241	92	182	51	25	88	51	61	47	36	64	139	95	52	13	121	301	69
	34%	36%	32%	89%	80%	43%	36%	29%	22%	8%	36%	40%	21%	35%	29%	29%	38%	29%	33%	31%	36%	32%	49%	33%	29%	20%	39%	38%	37%
NET: Married/ Civil partnership/ co habiting	1130	568	562	1	48	191	192	211	183	304	312	273	295	249	98	49	114	102	98	84	57	111	96	164	111	46	167	424	98
	53%	55%	52%	4%	19%	54%	58%	58%	60%	64%	54%	46%	68%	48%	55%	58%	49%	59%	53%	55%	56%	56%	34%	56%	61%	72%	54%	53%	53%
Married	801	422	378	-	9	92	122	147	158	272	234	183	218	165	64	33	80	64	71	57	44	82	64	122	82	38	111	270	68
	38%	41%	35%	-	3%	26%	37%	40%	52%	57%	41%	31%	51%	32%	36%	39%	34%	37%	38%	37%	44%	41%	23%	42%	45%	59%	36%	34%	37%
Civil Partnership	16	6	10	1	1	4	7	-	2	1	3	4	3	6	1	-	4	2	2	1	-	*	2	3	1	-	3	5	4
	1%	1%	1%	4%	*	1%	2%	-	1%	*	1%	1%	1%	1%	*	-	2%	1%	1%	*	-	*	1%	1%	*	-	1%	1%	2%
Co Habiting	314	140	173	-	38	95	63	64	22	31	75	87	74	78	33	16	30	36	26	26	13	28	30	39	28	8	53	149	25
	15%	14%	16%	-	15%	27%	19%	18%	7%	6%	13%	14%	17%	15%	19%	19%	13%	21%	14%	17%	13%	14%	11%	14%	15%	13%	17%	19%	14%
NET: Widowed/ separated/ divorced	262	89	173	-	2	4	19	46	57	134	55	85	41	81	28	11	31	20	26	20	8	20	46	30	17	5	19	69	18
	12%	9%	16%	-	1%	1%	6%	13%	18%	28%	10%	14%	9%	16%	16%	13%	13%	11%	14%	13%	8%	10%	16%	10%	10%	8%	6%	9%	10%
Widowed	78	20	58	-	-	-	1	4	13	60	16	33	12	18	6	3	11	6	6	7	2	4	17	14	2	2	2	11	10
	4%	2%	5%	-	-	-	*	1%	4%	13%	3%	5%	3%	4%	3%	3%	5%	3%	3%	4%	2%	2%	6%	5%	1%	3%	1%	1%	5%
Separated	27	17	10	-	2	3	7	4	6	5	6	7	7	6	7	1	5	1	2	2	1	1	5	1	1	1	5	11	3
	1%	2%	1%	-	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	4%	1%	2%	*	1%	2%	1%	*	2%	*	*	1%	2%	1%	2%
Divorced	157	52	105	-	-	1	11	39	37	69	33	45	22	57	15	8	15	13	18	11	5	15	25	15	15	3	12	46	5
	7%	5%	10%	-	-	*	3%	11%	12%	15%	6%	7%	5%	11%	9%	9%	6%	8%	10%	7%	5%	8%	9%	5%	8%	4%	4%	6%	3%
Prefer not to answer	12	7	4	2	1	6	1	1	1	-	5	-	3	4	1	-	1	-	-	1	-	5	-	2	2	-	2	6	-
	1%	1%	*	7%	*	2%	*	*	*	-	1%	-	1%	1%	*	-	1%	-	-	1%	-	2%	-	1%	1%	-	1%	1%	-

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 49

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Glasgow	82 4%	43 4%	39 4%	1 3%	6 2%	8 2%	25 8%	18 5%	9 3%	14 3%	23 4%	27 5%	13 3%	20 4%	82 46%	-	-	-	-	-	-	-	-	-	-	-	14 4%	31 4%	4 2%
Edinburgh	78 4%	41 4%	37 3%	-	9 4%	16 5%	10 3%	12 3%	10 3%	20 4%	30 5%	23 4%	12 3%	13 2%	78 44%	-	-	-	-	-	-	-	-	-	-	-	15 5%	33 4%	6 3%
Newcastle	91 4%	50 5%	42 4%	2 7%	6 2%	20 6%	10 3%	20 5%	14 5%	19 4%	20 3%	26 4%	21 5%	25 5%	1 *	81 96%	10 4%	-	-	-	-	-	-	-	-	-	20 6%	33 4%	7 4%
Leeds	83 4%	39 4%	44 4%	-	6 3%	12 3%	16 5%	19 5%	14 5%	16 3%	22 4%	22 4%	22 5%	18 3%	-	-	83 48%	-	-	-	-	-	-	-	-	-	16 5%	21 3%	6 3%
Hull	37 2%	19 2%	19 2%	1 2%	5 2%	8 2%	4 1%	5 1%	6 2%	10 2%	5 1%	11 2%	15 4%	6 1%	-	2 3%	-	30 17%	-	4 3%	-	1 1%	-	-	-	-	6 2%	16 2%	1 *
Sheffield	62 3%	30 3%	32 3%	2 6%	5 2%	8 2%	7 2%	17 5%	10 3%	12 3%	14 2%	17 3%	11 3%	20 4%	-	-	50 29%	-	12 8%	-	-	-	-	-	-	-	9 3%	23 3%	3 1%
Manchester	172 8%	97 9%	75 7%	-	27 10%	29 8%	16 5%	37 10%	24 8%	39 8%	39 7%	41 7%	43 10%	48 9%	-	-	153 65%	1 *	14 7%	3 2%	2 2%	-	-	-	-	-	21 7%	66 8%	13 7%
Liverpool	72 3%	36 3%	36 3%	3 9%	12 5%	11 3%	8 2%	10 3%	12 4%	17 4%	24 4%	14 2%	20 5%	14 3%	-	-	55 23%	-	1 1%	-	16 16%	-	-	-	-	-	12 4%	26 3%	9 5%
Nottingham	107 5%	49 5%	57 5%	1 4%	15 6%	20 6%	18 6%	18 5%	17 6%	17 4%	22 4%	34 6%	30 7%	21 4%	-	1 1%	-	5 3%	2 1%	96 63%	-	2 1%	-	-	-	-	21 7%	44 5%	12 7%
Birmingham	171 8%	98 9%	73 7%	3 9%	30 12%	37 10%	31 9%	29 8%	11 4%	30 6%	45 8%	41 7%	35 8%	50 10%	-	-	-	160 86%	7 5%	-	-	-	-	1 *	3 2%	24 8%	72 9%	22 12%	
Norwich	88 4%	46 4%	42 4%	-	10 4%	17 5%	12 4%	16 4%	16 5%	17 4%	20 3%	29 5%	16 4%	24 5%	-	-	-	-	3 2%	-	85 43%	-	-	-	-	8 2%	43 5%	6 3%	
Milton Keynes	52 2%	22 2%	30 3%	1 2%	9 3%	9 3%	10 3%	9 2%	7 2%	8 2%	18 3%	15 3%	5 1%	13 3%	-	-	-	1 *	15 10%	-	29 15%	-	7 2%	-	-	8 3%	23 3%	2 1%	
Brighton	40 2%	18 2%	21 2%	* 1%	2 1%	8 2%	6 2%	8 2%	4 1%	10 2%	12 2%	12 2%	8 2%	7 1%	-	-	-	2 1%	-	-	-	-	-	38 13%	-	4 1%	15 2%	5 2%	

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 49

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Oxford	32 1%	14 1%	17 2%	-	8 3%	5 2%	2 1%	7 2%	5 2%	5 1%	11 2%	7 1%	6 1%	7 1%	-	-	2 1%	-	-	-	-	-	-	21 7%	8 4%	-	4 1%	18 2%	4 2%
London	503 24%	232 22%	270 25%	12 35%	70 27%	80 22%	89 27%	67 18%	67 22%	118 25%	159 28%	150 25%	84 20%	109 21%	-	-	-	-	-	2 1%	64 32%	280 100%	156 54%	1 1%	-	72 23%	170 21%	57 31%	
Southampton	71 3%	30 3%	41 4%	3 7%	7 3%	7 2%	13 4%	4 1%	12 4%	25 5%	19 3%	22 4%	11 2%	20 4%	-	-	-	-	-	-	-	-	-	47 16%	24 13%	-	2 1%	24 3%	6 3%
Bristol	76 4%	44 4%	32 3%	4 11%	10 4%	11 3%	7 2%	15 4%	13 4%	16 3%	24 4%	16 3%	23 5%	14 3%	-	-	-	-	-	3 3%	-	-	-	-	73 40%	-	9 3%	33 4%	4 2%
Plymouth	63 3%	32 3%	31 3%	-	10 4%	8 2%	10 3%	16 4%	3 1%	17 4%	13 2%	17 3%	21 5%	13 2%	-	-	-	-	-	-	-	-	-	-	63 35%	-	9 3%	24 3%	4 2%
Cardiff	78 4%	34 3%	44 4%	-	5 2%	15 4%	11 3%	15 4%	12 4%	20 4%	18 3%	21 4%	11 3%	28 5%	-	-	-	1 1%	-	77 76%	-	-	-	-	-	8 2%	30 4%	6 3%	
Belfast	64 3%	23 2%	41 4%	-	-	11 3%	12 4%	12 3%	15 5%	14 3%	22 4%	22 4%	7 2%	12 2%	-	-	-	-	-	-	-	-	-	-	64 100%	14 5%	21 3%	3 1%	
None of these	104 5%	41 4%	63 6%	1 4%	6 2%	15 4%	12 4%	14 4%	25 8%	31 6%	19 3%	32 5%	18 4%	35 7%	17 9%	-	16 7%	3 2%	6 3%	11 7%	3 3%	18 9%	-	20 7%	9 5%	-	14 5%	34 4%	5 3%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 50

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer	
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177	
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185	
Up to £7,000	(3.5)	86	47	39	-	11	21	10	17	19	7	6	17	8	54	8	3	10	4	5	7	8	17	13	2	1	2	15	4	
		4%	4%	4%	-	4%	6%	3%	5%	6%	2%	1%	3%	2%	10%	5%	4%	4%	2%	3%	5%	7%	4%	6%	5%	1%	1%	2%	2%	
£7,001 to £14,000	(10.5)	264	109	155	2	17	24	35	45	59	84	22	70	35	137	28	9	35	22	29	20	13	17	28	27	8	19	63	13	
		12%	10%	14%	6%	6%	7%	11%	12%	19%	18%	4%	12%	8%	27%	16%	11%	15%	12%	16%	13%	13%	9%	10%	9%	15%	12%	6%	8%	7%
£14,001 to £21,000	(17.5)	374	176	197	3	23	58	56	65	55	114	56	125	67	126	23	20	38	30	39	36	17	40	48	45	32	7	52	116	35
		18%	17%	18%	8%	9%	16%	17%	18%	18%	24%	10%	21%	15%	24%	13%	24%	16%	17%	21%	23%	17%	20%	17%	15%	17%	11%	17%	15%	19%
£21,001 to £28,000	(24.5)	428	224	204	-	26	82	66	79	57	117	126	123	79	100	27	18	45	37	36	28	25	55	53	64	30	10	56	181	31
		20%	22%	19%	-	10%	23%	20%	22%	19%	25%	22%	21%	18%	19%	16%	21%	19%	21%	19%	19%	24%	27%	19%	22%	17%	15%	18%	23%	17%
£28,001 to £34,000	(31)	340	175	164	5	17	76	58	61	45	79	108	99	87	46	34	11	31	29	28	19	17	38	48	45	37	2	58	147	28
		16%	17%	15%	13%	7%	21%	17%	17%	15%	17%	19%	17%	20%	9%	19%	13%	13%	17%	15%	12%	17%	19%	17%	15%	21%	4%	19%	18%	15%
£34,001 to £41,000	(37.5)	160	92	67	2	14	34	44	25	14	27	63	42	40	15	20	3	14	21	17	11	6	9	18	20	10	37	72	18	
		8%	9%	6%	6%	5%	10%	13%	7%	5%	6%	11%	7%	9%	3%	11%	3%	6%	12%	9%	7%	6%	5%	7%	7%	6%	15%	12%	9%	9%
£41,001 to £48,000	(44.5)	72	31	41	2	15	14	13	13	10	5	23	31	13	5	10	-	11	5	6	3	3	4	8	12	7	3	13	37	7
		3%	3%	4%	7%	6%	4%	4%	4%	3%	1%	4%	5%	3%	1%	6%	-	5%	3%	3%	2%	3%	2%	3%	4%	4%	5%	4%	5%	4%
£48,001 to £55,000	(51.5)	74	36	38	1	15	13	14	17	12	2	28	20	24	2	6	4	7	2	6	9	3	1	11	10	9	6	22	36	16
		3%	3%	4%	3%	6%	4%	4%	5%	4%	*	5%	3%	6%	*	4%	4%	3%	1%	3%	6%	3%	*	4%	3%	5%	7%	4%	9%	
£55,001 to £62,000	(58.5)	42	21	21	3	19	9	7	3	-	1	22	8	11	1	2	-	12	2	-	1	-	5	6	6	7	1	9	22	6
		2%	2%	2%	7%	7%	2%	2%	1%	-	*	4%	1%	3%	*	1%	-	5%	1%	-	1%	-	2%	2%	2%	4%	1%	3%	3%	3%
£62,001 to £69,000	(65.5)	33	14	20	-	10	7	8	7	2	-	19	5	7	3	1	2	7	2	-	2	2	5	7	2	3	9	20	6	
		2%	1%	2%	-	4%	2%	2%	2%	1%	-	3%	1%	2%	1%	*	2%	1%	4%	1%	-	2%	1%	2%	2%	1%	5%	3%	3%	3%
£69,001 to £76,000	(72.5)	23	11	12	1	11	1	4	4	-	2	15	5	2	-	6	1	-	2	4	1	-	3	1	2	1	4	2	12	6
		1%	1%	1%	2%	4%	*	1%	1%	-	1%	3%	1%	1%	-	3%	1%	-	1%	2%	1%	-	1%	*	1%	*	7%	1%	2%	3%
£76,001 to £83,000	(79.5)	21	10	10	1	8	2	1	4	4	1	17	3	1	-	1	-	-	3	-	-	3	7	4	-	3	6	6	4	
		1%	1%	1%	2%	3%	1%	*	1%	1%	*	3%	1%	*	-	1%	-	-	2%	-	-	1%	3%	1%	-	4%	2%	1%	2%	
£83,001 or more	(86)	38	21	17	3	20	3	3	4	2	2	28	5	6	-	1	-	8	-	2	3	-	5	8	7	3	2	3	25	8
		2%	2%	2%	9%	8%	1%	1%	1%	1%	*	5%	1%	1%	-	*	-	3%	-	1%	2%	-	2%	3%	2%	2%	4%	1%	3%	4%

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 50

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
Prefer not to answer	171	72	99	14	51	11	11	21	27	34	44	46	53	29	11	13	22	13	10	13	7	12	22	29	14	5	21	47	5
	8%	7%	9%	38%	20%	3%	3%	6%	9%	7%	8%	8%	12%	6%	6%	16%	10%	7%	5%	9%	7%	6%	8%	10%	8%	8%	7%	6%	3%
Average income (£000's)	28.09	28.49	27.71	44.12	42.07	28.32	29.29	27.63	23.82	22.79	37.28	26.86	29.85	18.07	28.01	24.45	28.15	27.35	26.84	25.76	24.08	27.58	29.38	29.61	28.40	38.49	32.59	31.97	35.09

Fashion Survey Covid-19

ONLINE Fieldwork: 27th to 28th April 2020

Absolutes/col percents

Table 51

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	2125	1088	1037	32	250	367	326	393	308	449	591	612	396	526	184	74	201	166	200	151	100	211	288	305	169	76	308	792	177
Weighted base	2125	1039	1086	36	258	355	329	365	306	476	578	599	431	517	177	85	235	173	185	153	101	200	280	291	181	64	309	799	185
NET: Yes	480	219	261	8	44	46	53	107	87	134	84	128	82	186	51	14	52	34	47	36	28	41	57	56	50	12	43	117	31
	23%	21%	24%	23%	17%	13%	16%	29%	28%	28%	15%	21%	19%	36%	29%	16%	22%	20%	25%	24%	28%	21%	20%	19%	28%	19%	14%	15%	17%
Yes - physical condition	262	122	141	3	6	14	24	58	56	102	47	70	41	104	26	6	26	19	27	25	18	23	29	29	24	9	11	50	12
	12%	12%	13%	9%	2%	4%	7%	16%	18%	21%	8%	12%	10%	20%	15%	7%	11%	11%	15%	16%	18%	12%	10%	10%	13%	15%	4%	6%	6%
Yes - mental condition	216	89	127	7	38	32	40	54	31	15	40	50	32	94	26	8	24	16	23	9	16	17	27	23	26	3	20	59	17
	10%	9%	12%	18%	15%	9%	12%	15%	10%	3%	7%	8%	7%	18%	14%	10%	10%	9%	12%	6%	16%	9%	10%	8%	14%	4%	6%	7%	9%
Yes - disability	162	79	82	2	11	12	13	37	32	54	20	45	17	79	17	3	15	12	13	10	10	16	21	19	19	5	12	24	4
	8%	8%	8%	7%	4%	3%	4%	10%	11%	11%	3%	8%	4%	15%	10%	4%	6%	7%	7%	7%	10%	8%	8%	6%	10%	8%	4%	3%	2%
Yes - other	21	12	9	-	2	2	*	6	5	6	3	7	8	3	1	-	2	1	1	2	1	2	4	2	4	-	3	4	1
	1%	1%	1%	-	1%	1%	*	2%	2%	1%	1%	1%	2%	1%	*	-	1%	1%	*	2%	1%	1%	1%	1%	2%	-	1%	1%	1%
No	1603	806	797	28	208	303	273	248	212	332	481	465	338	320	123	67	176	137	136	114	70	154	216	228	131	51	262	671	153
	75%	78%	73%	77%	81%	85%	83%	68%	69%	70%	83%	78%	78%	62%	69%	79%	75%	79%	73%	75%	69%	77%	77%	79%	72%	80%	85%	84%	82%
Prefer not to say	43	14	28	-	5	6	3	11	7	10	13	6	12	11	3	4	7	2	2	3	3	4	7	7	1	1	4	12	2
	2%	1%	3%	-	2%	2%	1%	3%	2%	2%	2%	1%	3%	2%	2%	5%	3%	1%	1%	2%	3%	2%	3%	2%	*	1%	1%	1%	1%