ONLINE PLATFORM "SOURCED" SURVEY

How old are you:

☐ 18 - 25 y.o. ☒ 25 - 35 y.o. ☐ 35 - 45 y.o ☐ 45 - 55 y.o. ☐ 55 - 65 y.o. ☐ 65 + y.o

Please, write down your current country(s) of residence:

UNITED KINGDOM

Please, write down your occupation(s):

CIRCULAR ECONOMY SPECIALIST

How often do you shop for new clothes? Please, choose multiple answers, if applicable:

☐ Every day ☐ Once a week ☐ Once a month ☐ Every 2-3 months ☒ Every 6 months
☐ Once a year ☐ Once every 2-3 years ☐ Every 5-10 years ☐ Never

What clothing shops do you prefer? Please, choose multiple answers, if applicable:

☐ Fast fashion (Zara, H&M, Adidas, etc.) ☒ Vintage clothing shops ☒ Secondhand stores
☐ Luxury sector (Prada, Louis Vuitton, Burberry, etc.) ☒ Charity shops ☐ Artisanal boutiques
☐ I make (mend) my own clothes. ☐ None of the above

Why do you buy new clothes? Please, choose multiple answers, if applicable:

☐ I like to follow current fashion trends ☐ I like to have / wear different clothes often
☒ My old clothes become unwearable ☒ I like to invest in timeless / high-quality pieces
☐ It is a hobby ☐ My occupation requires me to
☐ I do it sometimes for enjoyment ☐ I prefer clothes as a gift
☐ None of the above

Which facts out of these did you already know? Please, choose multiple answers, if applicable:

☒ Due to poor-quality materials, most fast-fashion items are created to survive only up to 10 washes, after which it is expected to be thrown out. *(Annamma Joy, John F. Sherry, Jr, Alladi Venkatesh, Jeff Wang and Ricky Chan; 2012)*

☒ Due to apparel companies relocating manufacturing of the garments outside of its country of origin, it creates a heavy effect on local economy, job market and global environment due to big transportation milage *(Duygu Turker, Ceren Altuntas; 2014)*

☒ Despite the efforts both from the fashion industry and from separate individuals to reduce textile waste, apparel waste continues to increase *(Lauren M. Degenstein, Rachel H. McQueen, Lisa S. McNeill, Robert P. Hamlin, Sarah J. Wakes, Linda A. Dunn; 2020)*

Which of these causes/factors do you support while choosing clothes / clothing shops? Please, choose multiple answers, if applicable:

✗Long Lasting ☐ Union-made ☐ Handmade ✗Locally Produced ☐ Recycled/Recyclable ✗Vegan
☐ Independent Brand/ Retailer ✗Second Hand ✗ Monofiber/Biodegradable Fabric ✗Rental
✗ Timeless Style ✗Upcycled Fabric ✗Minority(s) Owned ☐ None of the above

How much do you care, when you find out that the product/brand is environmentally friendly?

✗ I care a lot ☐ I care mildly ☐ I'm neutral to it ☐ I don't like it / it annoys me ☐ I hate it
☐ None of the above

Please, shortly, write down why:

I feel very strongly that everyone needs to minimize consumption to reduce waste. We are taught that buying new clothing

brings us joy but I think we can equally love our reuse/timeless options just as much. I don't want my clothing to end up in a landfill in Ghana.

While shopping for products, do you check for labels of eco / ethical 3rd party verification or certification?
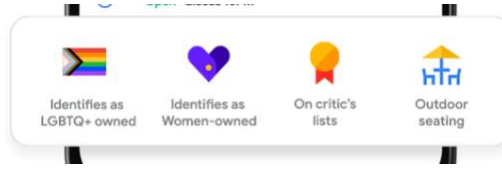
✗Yes ☐ Sometimes ☐ No ☐ None of the above

Please, choose label(s) that you recognize:

✗ ✗ ✗ ✗ ✗ ✗ ✗

☐ None of the above

Please, choose label(s) that you recognize?

✗ ✗ ✗

Do you trust labels like these? Please, shortly, write down why/why not:

I do trust them but I think Greenwashing is hard to navigate. I would rather just buy something on vinted than purchase something new.