

Survey	Age Range	Gender	Education Level	Employment Status	Annual Income (GBP)	Social Media Usage (Hours per day)	Engagement with Fashion Brands on Social Media (Hours per day)	Purchasing Choices Based on Sustainability	Avoid Products if Unethical	Share Purchasing Habits due to Sustainability	Prioritize Sustainable clothing over trendy fast-fashion
Bome	20-25	F	Masters	Part-Time	£ 13,000.00	5	0.5	Agree	Agree	No Feeling	No Feeling
Lucey	25-30	F	Masters	Full-Time	£ 39,000.00	2	1	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Ella	20-25	F	Bachelors	Full-Time	£ 25,000.00	15	0.5	Strongly Agree	Agree	No Feeling	Strongly Agree
Ali	20-25	F	Bachelors	Part-Time	£ 29,000.00	3	3	No Feeling	Strongly Agree	No Feeling	Disagree
Dylan	25-30	M	Bachelors	Full-Time	£ 39,000.00	2	1	Agree	Strongly Agree	Strongly Agree	Strongly Agree
Amy G	20-25	F	A-Level	Full-Time	£ 32,000.00	4	0	Agree	Agree	Agree	Agree
Olle	20-25	M	A-Level	Full-Time	£ 55,000.00	5	1	No Feeling	No Feeling	No Feeling	Disagree
Harry	20-25	M	Bachelors	Full-Time	£ 27,000.00	3	1	Disagree	Agree	Agree	Agree
Clare	25-30	F	Bachelors	Part-Time	£ 26,000.00	3	0.5	Agree	Agree	Strongly Agree	Agree
Shaun	20-25	M	A-Level	Full-Time	£ 44,000.00	4	4	Agree	Strongly Agree	No Feeling	Agree
Tabitha	20-25	F	A-Level	Part-Time	£ 15,000.00	2.5	0.5	Agree	Agree	No Feeling	Agree
Jack	20-25	M	A-Level	Full-Time	£ 29,000.00	3	1.5	No Feeling	Agree	Strongly Disagree	No Feeling
Lagan	18-20	M	A-Level	Part-Time	£ 19,000.00	2	0	Disagree	Agree	Strongly Disagree	No Feeling
Lauren	25-30	F	Degree	Full-Time	£ 45,000.00	1.5	0	Agree	Agree	Agree	No Feeling
Anonymous	18-20	F	Bachelors	Student	£ 15,000.00	4	2	Strongly Agree	Strongly Agree	Agree	Strongly Agree
Anonymous	25-30	M	Masters	Full-Time	£ 55,000.00	3	1	Agree	Strongly Agree	Disagree	Agree
Anonymous	25-30	F	A-Level	Part-Time	£ 25,000.00	2	1	Agree	Strongly Agree	Strongly Agree	No Feeling
Anonymous	18-20	F	A-Level	Unemployed	£ 5,000.00	5	0.5	Disagree	Strongly Agree	Strongly Agree	Disagree
Anonymous	25-30	F	A-Level	Self-Employed	£ 75,000.00	1	0	Disagree	Disagree	Disagree	Disagree
Anonymous	25-30	M	Bachelors	Full-Time	£ 85,000.00	3	2	No Feeling	Strongly Agree	Agree	Strongly Agree
Anonymous	25-30	F	PhD	Full-Time	£ 100,000.00	2	1	Strongly Agree	Agree	Disagree	Agree
Anonymous	20-25	M	A-Level	Part-Time	£ 10,000.00	6	3	Agree	Strongly Agree	Strongly Agree	Agree
Anonymous	25-30	M	Bachelors	Unemployed	£ 5,000.00	1	0	Disagree	Agree	Disagree	Disagree
Anonymous	20-20	F	Masters	Full-Time	£ 85,000.00	3	1	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	25-30	M	Bachelors	Self-Employed	£ 45,000.00	4	2	No Feeling	Agree	No Feeling	No Feeling
Anonymous	18-20	F	A-Level	Student	£ 15,000.00	5	2	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	25-30	F	A-Level	Full-Time	£ 30,000.00	2	1	Strongly Agree	Strongly Agree	Strongly Agree	Agree
Anonymous	25-30	F	A-Level	Full-Time	£ 35,000.00	3	0.5	Disagree	Disagree	Disagree	Disagree
Anonymous	20-25	M	PhD	Part-Time	£ 21,000.00	4	0.5	Disagree	No Feeling	Disagree	Disagree
Anonymous	25-30	M	Masters	Unemployed	£ 3,000.00	1	0	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	25-30	F	Bachelors	Full-Time	£ 20,000.00	2	1	Agree	Agree	Disagree	No Feeling
Anonymous	25-30	F	A-Level	Part-Time	£ 50,000.00	3	1.5	Strongly Agree	Strongly Agree	Agree	Strongly Agree
Anonymous	20-25	F	A-Level	Student	£ 12,000.00	6	2	Agree	Agree	No Feeling	No Feeling
Anonymous	18-20	F	Masters	Full-Time	£ 30,000.00	2	1	No Feeling	Strongly Agree	Agree	Strongly Agree
Anonymous	20-25	M	Bachelors	Full-Time	£ 95,000.00	3	0.5	Disagree	Agree	No Feeling	Disagree
Anonymous	25-30	M	A-Level	Part-Time	£ 12,000.00	4	1	Disagree	Disagree	Disagree	Disagree
Anonymous	25-30	M	A-Level	Student	£ 12,000.00	5	3	No Feeling	Strongly Agree	Disagree	Agree
Anonymous	20-25	M	Bachelors	Unemployed	£ 4,000.00	1	0	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	20-25	F	Masters	Full-Time	£ 34,000.00	3	0.5	Disagree	Agree	Disagree	Disagree
Anonymous	18-20	F	A-Level	Self-Employed	£ 42,000.00	4	2	Disagree	Disagree	Disagree	Disagree
Anonymous	25-30	F	A-Level	Unemployed	£ 3,000.00	6	3	Agree	Strongly Agree	No Feeling	No Feeling
Anonymous	20-25	F	A-Level	Part-Time	£ 15,000.00	2	1	Strongly Agree	Strongly Agree	Strongly Agree	Agree
Anonymous	25-30	F	Bachelors	Full-Time	£ 36,000.00	2	1.5	Disagree	Agree	Disagree	Disagree
Anonymous	18-20	M	Bachelors	Student	£ 11,000.00	4	1.5	Strongly Agree	Strongly Agree	Agree	Strongly Agree
Anonymous	25-30	M	PhD	Unemployed	£ 6,000.00	1	0	Agree	Strongly Agree	Disagree	Agree
Anonymous	25-30	M	Bachelors	Full-Time	£ 60,000.00	2	2	Strongly Agree	Strongly Agree	Strongly Agree	Agree
Anonymous	20-25	F	Bachelors	Self-Employed	£ 41,000.00	3	2.5	Disagree	No Feeling	Disagree	Disagree
Anonymous	18-20	M	A-Level	Student	£ 10,000.00	6	2.5	Disagree	Disagree	Disagree	No Feeling
Anonymous	25-30	F	Masters	Full-Time	£ 110,000.00	2	1	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	25-30	M	A-Level	Part-Time	£ 26,000.00	4	2	Agree	No Feeling	Disagree	Disagree
Anonymous	20-25	M	Bachelors	Unemployed	£ 2,500.00	3	1	Agree	Strongly Agree	Agree	Agree
Anonymous	18-20	F	Bachelors	Student	£ 9,000.00	1	0	Agree	No Feeling	Disagree	Agree
Anonymous	18-20	M	A-Level	Full-Time	£ 19,000.00	5	0	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Anonymous	18-20	F	Masters	Student	£ 11,000.00	2	0	Disagree	Agree	Agree	No Feeling
Anonymous	18-20	M	Bachelors	Part-Time	£ 16,500.00	3	2	Disagree	Disagree	Disagree	No Feeling

Age Range

Age Range	#
18-20	12
20-25	16
25-30	35

Gender

Gender	#
F	38
M	25

Education Level

Education Level	#
A-Level	26
Bachelors	18
Masters	7
PhD	3

Employment Status

Employment Status	#
Part-Time	13
Full-Time	23
Self-Employed	6
Student	6
Unemployed	7

Annual Income

Annual Income	#
<£30,000	32
£30,000 - £50,000	21
Average	£ 31,436.36

Usage Average (Hours Per Day) MF

	M	F
Average	3.3	3.0
Fashion Brand Average	1.3	1.1

Social Media Usage (Hours Per Day)

	Hours
Average	3.1
Fashion Brand Average	1.2

Purchasing Choices Based on Sustainability

	#
Strongly Agree	15
Agree	17
No Feeling	3
Disagree	14
Strongly Disagree	0

Purchasing Choices Based on Sustainability MF

	M	F
Strongly Agree	5	8
Agree	20	28
No Feeling	5	2
Disagree	8	8
Strongly Disagree	0	0

Avoid Products if Unethical

	#
Strongly Agree	26
Agree	10
No Feeling	5
Disagree	6
Strongly Disagree	0

Avoid Products if Unethical MF

	M	F
Strongly Agree	13	13
Agree	22	28
No Feeling	3	2
Disagree	3	3
Strongly Disagree	0	0

Share Purchasing Habits due to Sustainability

	#
Strongly Agree	16
Agree	10
No Feeling	10
Disagree	18
Strongly Disagree	2

Share Purchasing Habits due to Sustainability MF

	M	F
Strongly Agree	6	6
Agree	21	24
No Feeling	4	6
Disagree	11	0
Strongly Disagree	2	0

Prioritize Sustainable clothing over trendy fast-fashion

	#
Strongly Agree	14
Agree	15
No Feeling	10
Disagree	14
Strongly Disagree	0

Prioritize Sustainable clothing over trendy fast-fashion MF

	M	F
Strongly Agree	5	8
Agree	20	23
No Feeling	6	7
Disagree	6	6
Strongly Disagree	0	0