

YouGov Survey Results

Sample Size: 2783 GB Adults
Fieldwork: 30th - 31st August 2011

	Gender		Age				Social grade		Region					
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2783	1353	1430	337	710	952	785	1586	1197	356	904	596	685	242
Unweighted Sample	2783	1329	1454	200	724	1021	838	1860	923	417	926	582	629	229
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you go shopping to LOOK for new clothes?

Every day	1	1	0	1	1	1	0	0	1	1	1	0	1	1
1 or 2 times a week	3	1	4	6	3	3	1	3	3	4	2	3	3	3
1 or 2 times a fortnight	7	3	11	21	8	6	4	8	6	9	7	9	7	7
1 or 2 times a month	31	25	37	32	39	29	27	32	31	34	28	32	33	33
1 or 2 times a year	38	44	32	18	33	41	47	38	38	34	39	38	37	39
Less than once a year	17	21	12	16	13	18	20	16	17	14	19	15	16	15
Don't know	3	4	2	6	3	3	2	2	4	3	3	3	3	2

And how often, if at all, do you BUY new clothes?

Every day	0	0	0	1	1	0	0	0	0	0	0	0	0	1
1 or 2 times a week	1	1	1	2	1	1	0	1	1	1	0	1	1	1
1 or 2 times a fortnight	4	2	5	6	5	3	2	4	3	7	3	3	4	3
1 or 2 times a month	34	24	44	50	39	31	26	37	30	36	31	35	33	38
1 or 2 times a year	50	58	42	28	48	52	58	50	50	46	52	50	49	46
Less than once a year	9	13	6	9	4	11	13	7	13	7	10	9	10	7
Don't know	3	3	3	4	2	3	1	2	3	2	3	2	3	3

When you buy a new item of clothing, for what period would you say you continue to wear it regularly?

Less than a week	1	1	1	0	1	1	1	0	2	1	1	1	0	1
1 week - 1 month	4	4	3	4	5	4	2	4	4	5	3	3	4	3
1 - 6 months	13	10	16	25	17	11	6	13	13	16	13	12	11	12
6 months - 1 year	15	15	15	19	18	14	12	14	16	14	14	17	16	15
More than 2 years	16	15	17	6	12	16	23	18	12	13	18	14	16	16
Until it wears out	31	32	30	20	24	35	38	30	33	27	31	32	30	36
Don't know	4	5	3	8	4	3	4	3	5	5	3	4	4	4