YouGov Survey Results

Sample Size: 976 GB Adults Interested in Fashion
Fieldwork: 19th - 20th September 2011

		Gender		Age				Social grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1000**	282	718	161	307	321	211	589	410	135	281	231	270	83
Unweighted Sample	976	248	728	101	317	362	196	669	307	149	281	211	243	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often would you say you do the following activities?
Go shopping for clothes

Every day	**1**	1	0	1	1	1	0	1	0	1	1	1	0	0
Several times a week	**3**	1	4	5	3	2	2	3	3	3	3	3	3	0
Once a week	**9**	6	11	19	7	8	7	11	6	12	7	8	9	15
Several times a month	**23**	19	24	32	24	21	16	22	24	24	20	21	26	23
Once a month	**28**	31	27	23	33	28	25	31	25	34	31	29	25	17
Several times a year	**31**	34	30	13	29	34	44	30	33	25	32	34	30	36
Less than once a year	**3**	6	2	5	2	4	3	2	5	0	4	4	3	7
Never	**1**	1	1	0	0	1	1	0	1	0	1	0	1	2
Don't know	**1**	2	1	2	1	1	2	0	3	1	0	1	3	0

Read the fashion pages of a magazine or newspaper

Every day	**3**	1	4	6	3	2	3	3	3	1	6	3	2	1
Several times a week	**8**	4	10	15	7	5	8	8	8	12	5	9	8	6
Once a week	**17**	9	20	13	12	22	19	17	16	14	16	19	18	16
Several times a month	**18**	11	20	20	18	15	20	18	17	16	18	17	18	20
Once a month	**16**	15	17	20	18	17	11	18	15	22	18	12	17	14
Several times a year	**15**	17	15	12	17	17	14	16	14	15	14	14	18	15
Less than once a year	**9**	14	7	6	9	9	11	8	11	9	10	10	7	11
Never	**12**	25	7	5	15	13	12	11	14	10	13	15	10	13
Don't know	**1**	3	0	2	2	0	0	0	2	1	0	0	2	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Go to a catwalk fashion show

	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Every day	0	1	0	1	1	0	0	1	0	0	1	1	0	0
Several times a week	0	0	0	0	1	0	0	0	0	2	0	0	0	0
Once a week	1	1	0	0	1	0	0	1	0	1	0	0	1	0
Several times a month	1	1	0	1	2	0	0	1	0	4	0	0	0	0
Once a month	1	2	1	2	1	1	1	1	1	2	0	1	1	0
Several times a year	1	1	2	4	2	1	0	2	1	2	2	1	1	0
Less than once a year	8	6	9	10	7	9	6	9	6	5	6	11	10	4
Never	87	87	87	80	85	87	94	85	90	83	90	85	84	95
Don't know	1	2	0	2	1	1	0	0	2	1	0	0	2	1

Read the blog of a fashion icon (model, designer, fashion writer etc)

	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Every day	1	1	1	2	1	0	0	1	1	2	1	1	0	1
Several times a week	2	2	3	7	4	0	0	3	2	7	1	4	0	0
Once a week	1	1	2	1	2	2	0	2	1	2	1	1	2	1
Several times a month	3	2	3	6	3	2	0	3	2	4	2	1	5	2
Once a month	4	3	4	5	5	4	1	5	3	5	3	3	4	6
Several times a year	8	10	7	17	8	6	4	8	7	10	7	6	10	5
Less than once a year	9	7	10	12	7	9	10	9	9	8	11	9	6	16
Never	71	72	70	46	69	76	83	69	73	61	73	75	70	67
Don't know	2	3	1	4	2	0	1	1	2	1	1	0	3	2

Follow a fashion icon on Twitter (model, designer, fashion writer etc)

	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Every day	1	1	2	3	3	0	0	2	1	2	3	1	1	0
Several times a week	2	1	2	6	2	0	0	2	1	3	0	3	1	0
Once a week	2	1	2	5	2	1	0	2	0	3	0	1	2	2
Several times a month	2	4	2	6	3	1	0	2	2	3	0	3	4	1
Once a month	3	4	3	7	3	3	1	3	3	4	3	5	3	1
Several times a year	3	6	2	8	5	1	0	4	2	3	3	2	4	2
Less than once a year	6	6	6	15	3	3	6	6	6	8	6	5	6	3
Never	80	75	82	47	78	90	92	78	82	73	84	79	77	89
Don't know	1	2	1	4	1	1	0	1	2	1	0	0	3	1

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Whose style do you admire most?

Someone who is a model or designer	7	5	8	11	8	5	7	9	5	9	7	7	7	7
Someone who is an actor/ actress	20	21	20	26	20	22	12	20	19	19	22	21	19	14
Someone who is a music artist	13	23	9	31	14	8	5	13	13	6	9	13	19	14
Someone I know	18	11	21	14	21	16	22	18	19	18	25	20	11	20
Don't know	16	16	16	12	17	19	13	16	16	19	15	19	11	23
None of the above	26	24	26	5	21	30	41	24	28	29	22	20	33	23

In your opinion, do you think that models who are said to be 'size zero' are attractive or unattractive?

Attractive	8	9	7	12	11	6	2	9	7	12	7	10	5	8
Unattractive	85	83	86	80	78	88	95	83	88	79	87	84	87	87
Not sure	7	8	7	8	10	5	4	8	6	9	6	6	8	5

How much, if any, of the clothing you buy would you say is 'designer label clothing'?

I do not buy designer label clothing	43	14	54	38	32	40	66	41	45	45	44	45	41	34
I buy a few items of designer clothing	37	48	33	38	41	44	20	38	36	37	39	33	38	42
Less than half of the items of clothing I buy are designer label	9	11	8	10	12	6	7	9	9	8	10	10	6	11
About half of the items of clothing I buy are designer label	4	9	2	2	5	5	3	5	2	4	3	3	5	7
More than half of the items of clothing I buy are designer label	2	7	1	0	4	3	1	3	2	1	1	3	4	3
Most of the clothing I buy is designer label	2	7	0	4	3	1	0	3	1	2	0	3	3	3
I only ever buy designer label clothing	1	2	1	3	0	1	2	1	2	2	1	2	0	0
I don't know	2	4	1	4	2	1	1	0	4	2	2	1	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following designer labels had you heard of before taking this survey? Please tick all that apply.

Burberry	**93**	87	96	90	92	94	98	94	93	91	96	92	93	95
Jasper Conran	**89**	76	94	79	87	91	94	91	85	81	92	86	89	97
Jaeger	**84**	71	89	64	79	90	97	86	80	81	90	80	79	89
Mulberry	**78**	65	83	70	77	79	83	79	76	77	85	77	72	74
Paul Smith	**77**	77	77	81	84	76	64	77	77	77	79	70	78	82
John Rocha	**76**	61	82	68	80	76	73	77	73	67	78	76	73	89
Nicole Fahri	**48**	37	52	42	56	45	47	54	40	58	51	47	44	40
Julian Macdonald	**46**	26	54	52	55	45	32	51	40	50	44	50	44	47
Aquascutum	**43**	35	46	24	33	44	72	47	38	52	48	43	36	38
Matthew Williamson	**26**	10	32	32	34	20	20	32	18	36	26	25	24	24
Temperley	**17**	5	22	27	17	14	14	22	10	26	15	15	15	16
I haven't heard of any of these before	**0**	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	**2**	3	1	2	2	2	1	1	3	2	2	2	2	0

Given the recent events impacting John Galliano's reputation, would you or would you not wear clothing from his label?

I would still wear a John Galliano item of clothing	**16**	20	14	22	18	15	10	17	15	18	18	14	16	11
I would have worn John Galliano clothing in the past, but would no longer do so	**5**	7	4	7	8	3	2	5	4	9	5	4	4	5
I would not have worn John Galliano clothing anyway	**61**	53	64	45	55	63	78	61	60	55	56	66	66	56
Don't know	**18**	19	18	25	20	19	10	17	21	18	20	17	14	28