



52% of users prefer branded products.**

Gender	
Male	36%
Female	64%

Age	
Up to 19 years	11%
20-29 years	18%
30-39 years	17%
40-49 years	17%
Over 50 years	37%

Current occupation	
Employee	34%
Manager	8%
Self-employed / freelancer	13%
Still at school / trainee / student	17%
Other (e.g. housewife, pensioner)	28%

Total annual net income	
£45.000 and over	10%
£35.000 to £44.999	14%
£25.000 to £34.999	21%
£15.000 to £24.999	25%
Less than £15.000	30%

Most influential on a purchase decision

I decide freely and spontaneously	42%
A review from someone who owns the product	29%
A recommendation from a friend or community member	21%
A magazine review	6%
A shop assistant	2%

Do you prefer branded products?

Yes	52%
No	48%

Where do you mainly buy clothes?

Department stores	33%
Online	21%
Fashion store	20%
Street markets	8%
Catalogue	8%
Second hand / vintage stores	8%
Other	2%

Average spending on clothes per year

£100 and more	14%
£50 to £99	26%
£20 to £49	32%
Less than £20	28%

When buying new clothes – what is more important when making your decision?

(more than one answer possible)

Quality	60%
Price	57%
Design	45%
Functionality	32%
Brand recognition	9%
Others	3%

Does advertising in this category influence your purchase decisions?

Yes	43%
No	57%