

# Syndicated Market Research Survey-Ethical Apparel

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## Do you know your market?

Our syndicated market research survey will deliver an easy to read top line report, highlighting the most significant and interesting findings. Provide weighted data tables in excel or pdf which will allow you to do your own analysis and also consultation with research and marketing executives to help you create the most appropriate social media marketing plan for your business.

For a fee of £250 + VAT, you can receive the whole package or request a more flexible plan to suit your budget and business needs.

The survey will provide findings from a sample of 2000 adults in GB and it will be weighted to represent the general population of GB.

Specifically the survey will provide information to understand the market value of the UK fashion industry. Define main shopper typologies, with reference to spontaneous purchases compared to planned purchases. Look at current failings of the current ethical fashion supply chain, and ascertain the issues that need to be addressed to put ethical fashions on a par with current high street fashions.

Recent research, run by Mintel (Mintel's Clothing Retailing report, UK, October 2013) shows that 44% agreed with the statement 'Ethical treatment of workers who make/manufacture clothing'. It also showed that a third of UK consumers stated that the environmental credentials of a clothing retailer were an important factor that influenced their clothing purchases. We believe therefore it is timely to complete an in-depth research study to further explore the high street versus ethical clothing purchases.

Register your interests with **ethicologist.com** and we will get in touch to discuss your specific needs.