



MILÊNIO

MODA

SUSTENTABILIDADE

SEDA



PESQUISA DE MARKETING


FEITA NA

CHINA,
FRANÇA,
ALEMANHA,
ITALIA
& EUA





Manchetes sobre a Geração do Milênio, a geração que todas as marcas desejam atingir são vistas em todos os lugares. A razão desse interesse pode ser exemplificada pelo fato de que em 2017 os Milênios nos Estados Unidos gastaram cerca de US\$ 200 bilhões e estima-se que, até o final de 2018, eles terão mais poder de compra do que qualquer outra geração.

Considerando os resultados de várias pesquisas de marketing já realizadas, não há dúvida de que os Millennials possuem valores e comportamentos de consumo distintos, incluindo um notável interesse  em sustentabilidade

“ Os líderes da LVMH com quem conversei acreditam fortemente que os Milênios, mais do que as gerações anteriores, se preocupam com a sustentabilidade. Como afirma Charles Gibb, CEO da Belvedere: “Até recentemente, o marketing se concentrava principalmente na imagem do produto e da marca. Mas agora as pessoas procuram se você é social e ambientalmente responsável. As pessoas olham para as marcas e perguntam o que elas fazem pelo mundo. Se você não fizer isso, você não é uma marca moderna.”

Andrew Winston - An Inside View of How LVMH Makes Luxury More Sustainable
Harvard Business Review - Jan, 2017

Uma importante força por trás do crescente movimento de sustentabilidade é o entendimento de que a liderança em sustentabilidade pode servir como uma verdadeira fonte de diferenciação. A Geração do Milênio, em particular, está interessada em soluções sustentáveis mais do que qualquer geração anterior. Os Milênios estão dispostos a gastar mais em marcas que são sustentáveis.

“A sustentabilidade, curiosamente, é muito importante para a geração jovem. Na China, o valor que eles dão a como as marcas fazem negócios e o que as marcas representam não tem comparação com qualquer geração anterior.”

Chip Bergh - CEO of Levi Strauss
The State of Fashion 2018 - The Business of Fashion and McKinsey & Company

Estamos começando a ver a ascensão dos Milênios exigindo responsabilidade ambiental. François-Henri Pinault, CEO da Kering, observou que “os Milênios, seja como consumidores ou como possíveis empregados, definem o padrão e exigem mais transparência e responsabilidade das corporações.” Eles são consumidores conscientes que querem saber onde e como os produtos que estão comprando estão sendo feitos. Eles valorizam materiais de alta qualidade e artesanato.

Fashion and Sustainability - London College of Fashion



À medida que aumenta a atenção do consumidor em questões de sustentabilidade, os líderes de sustentabilidade podem usar esta condição para promover o crescimento da receita. A sustentabilidade também será acelerada pelos avanços da tecnologia em materiais, produtos e processos.

Sob este cenário a International Silk Union (ISU) uma organização internacional sem fins lucrativos dedicada a promover a comunicação e cooperação da indústria da seda, reunindo mais de 100 empresas de mais de 16 países e regiões, incluindo China, Brasil, Itália, Índia, França, Japão, Suíça, Tailândia, Vietnã e também organizações como Italian Silk Office, INTERSOIE França e Vietnam Sericulture Association, coordenou uma pesquisa internacional entre mulheres da Geração do Milênio com educação universitária e pertencentes à classe média alta na China, França, Alemanha, Itália e EUA com o objetivo de avaliar o conhecimento delas sobre a seda e seu desempenho positivo em relação à sustentabilidade da moda.

“

Por exemplo, em 2017, a Hermès China adotou uma abordagem proativa, com a criação de um Comitê Estratégico de Desenvolvimento Sustentável que tem três membros do Comitê Administrativo, um Comitê de Desenvolvimento Sustentável em Xangai com 11 membros e uma rede de 23 embaixadores em lojas.”

Hermès - Annual reports / Reference documents - 2017





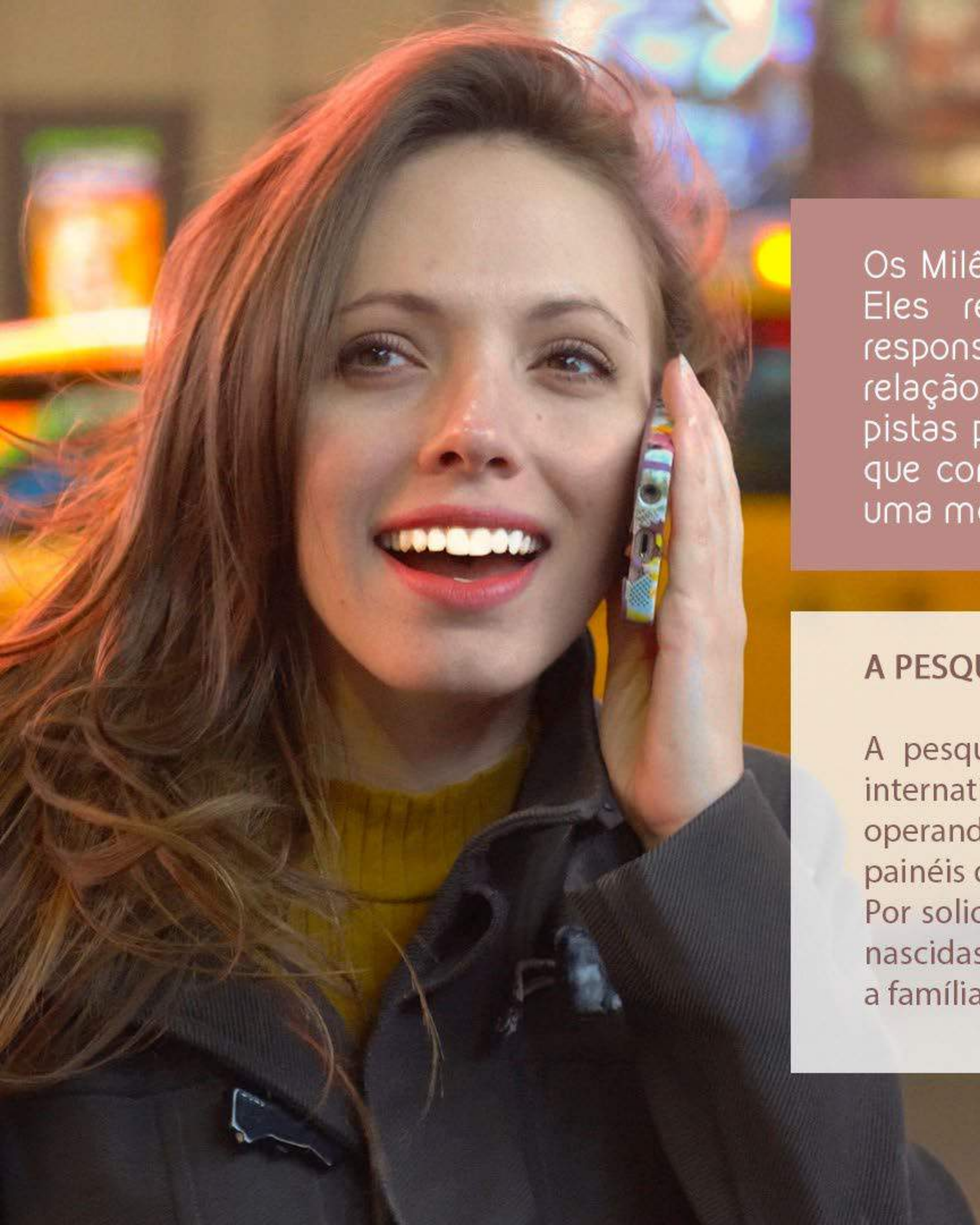
Com foco na seda, os resultados desta pesquisa têm como objetivo ajudar empresas de todos os níveis da indústria da moda em abordagem aos Milênios, especialmente na Europa, onde a seda é responsável por mais de 20.000 empregos diretos em cerca de 200 pequenas e médias empresas na Itália e França. Cerca de 3.000 toneladas de fios de seda são importados anualmente pela União Europeia gerando €1,6 bilhões de artigos de seda, dos quais 40% são exportados para fora da Europa.

Para produzir seda é absolutamente necessário ter amoreiras cultivadas sem pesticidas para alimentar o bicho da seda. É necessário ter cerca de dez amoreiras cultivadas para alimentar os bichos-da-seda que produzirão a seda de uma única blusa. O sequestro de carbono destas dez amoreiras é cerca de 30 vezes superior à pegada de carbono que esta blusa de seda irá gerar durante toda a sua vida útil.

“O presente estudo leva em conta os dados coletados na literatura científica sobre a pegada de carbono das roupas produzidas com fibra de seda e o papel da amoreira como uma ferramenta de sequestro de CO₂. Há indicação de uma correlação positiva entre roupas de seda e a redução da pegada de carbono quando se leva em conta o cultivo de amoreiras. Um campo de amoreiras sequestra CO₂ em uma correlação de 735 vezes o peso da fibra de seda produzida pela área cultivada de amoreira”.

A. M. Giacomini et alii

“Silk industry and carbon footprint mitigation” AUTEX Conference 2017 - Greece



Os Milênios se preocupam com a redução da pegada de carbono? Eles relacionam a seda à sustentabilidade e ao consumo responsável? Estão eles cientes dos aspectos positivos da seda em relação à sustentabilidade da moda? A pesquisa da ISU fornece pistas para responder a essas perguntas e aponta alguns aspectos que contribuiriam para atender o desejo da Geração do Milênio de uma moda mais sustentável.

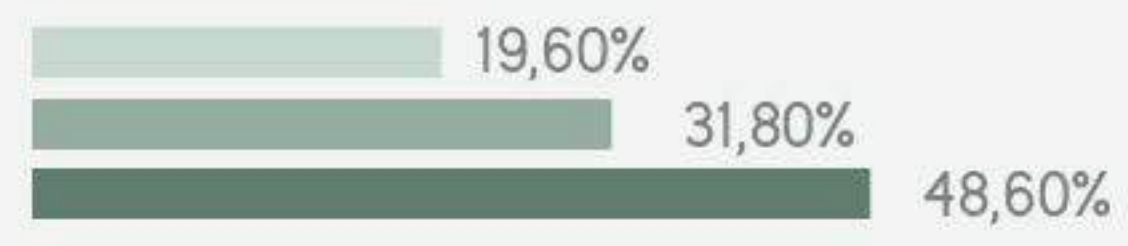
A PESQUISA

A pesquisa foi realizada em abril de 2018 pela SSI - Survey Sampling international que é a principal fornecedora mundial de pesquisa de opinião, operando com 40 filiais e equipes remotas em mais de 20 países e com painéis que cobrem o mundo com 17 milhões de respondentes qualificados. Por solicitação da International Silk Union, a SSI entrevistou 2.500 mulheres nascidas entre 1980 e 2000, graduadas ou cursando faculdade e pertencentes a famílias de classe média alta na Alemanha, China, EUA, França e Itália.

Entrevistas: 2.500

OS NÍVEIS DE RENDA

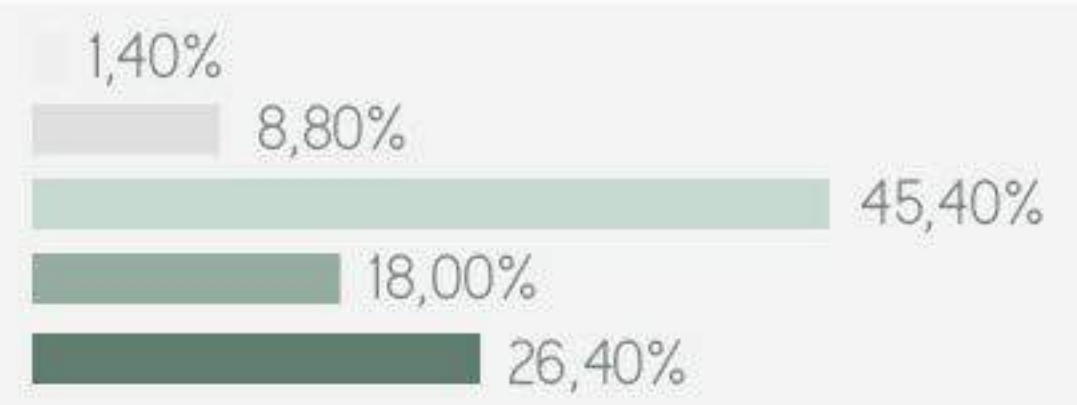
NÍVEIS DE IDADE



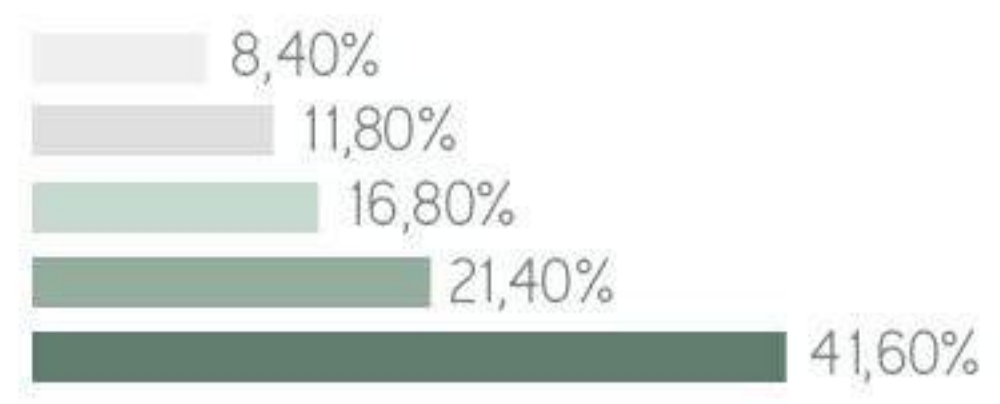
- RMB 340,000 ou acima
- RMB 216,000 - RMB 339,999
- RMB 96,000 - RMB 215,999



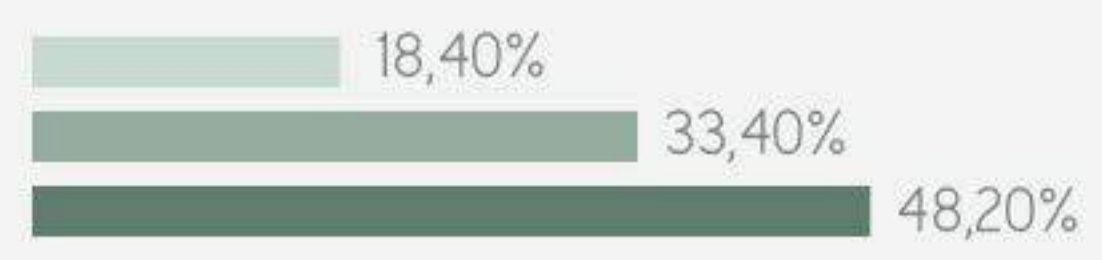
- € 150,000 ou acima
- € 120,000 - € 149,999
- € 100,000 - € 119,999
- € 70,000 - € 99,999
- € 40,000 - € 69,999



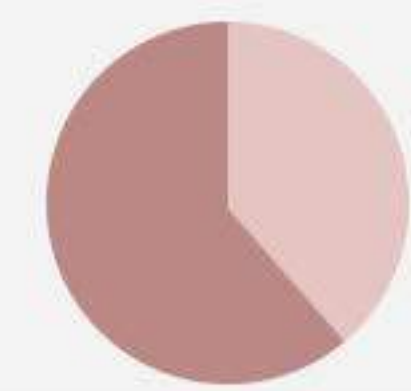
- € 150,000 ou acima
- € 120,000 - € 149,999
- € 100,000 - € 119,999
- € 70,000 - € 99,999
- € 40,000 - € 69,999



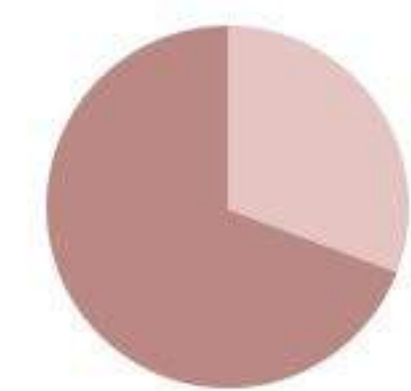
- € 130,000 ou acima
- € 100,000 - € 129,999
- € 80,000 - € 99,999
- € 60,000 - € 79,999
- € 40,000 - € 59,999



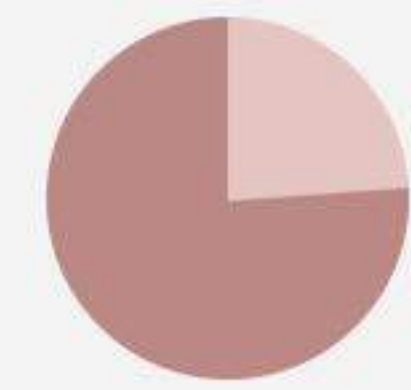
- \$ 150,000 ou acima
- \$ 100,000 - € 149,999
- \$ 75,000 - € 99,999



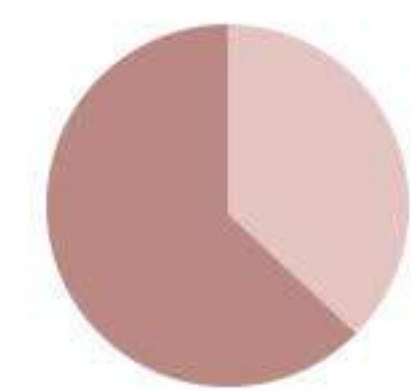
- Nascidas entre 1980 e 1989
- Nascidas entre 1990 e 2000



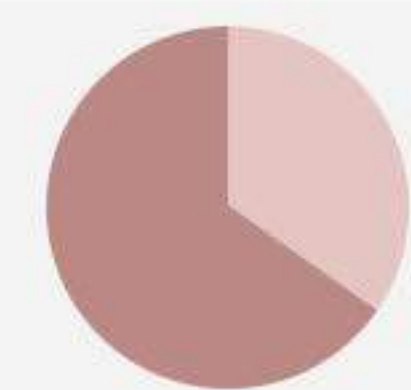
- Nascidas entre 1980 e 1989
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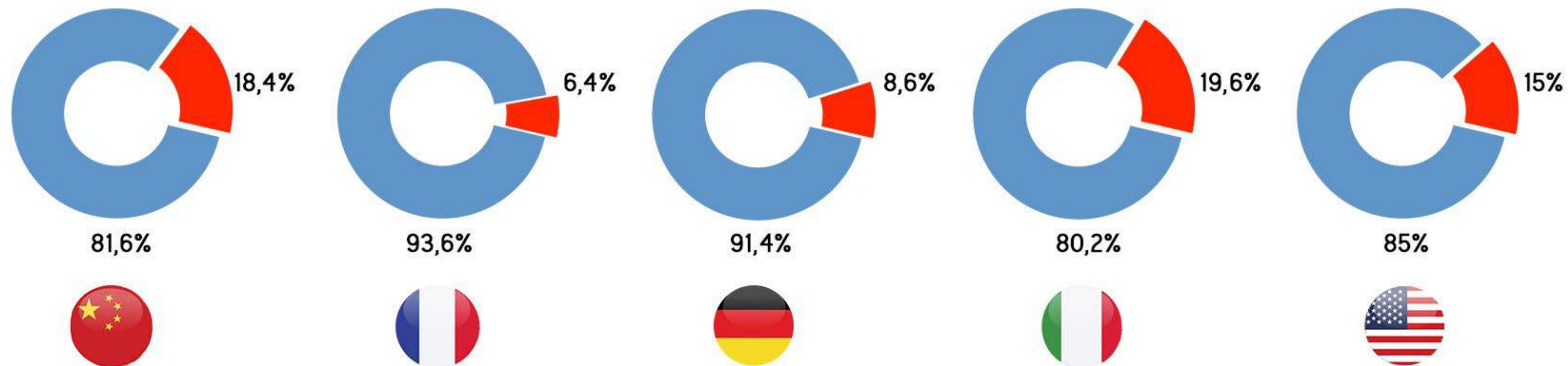


O QUESTIONÁRIO

O questionário é composto por 13 questões, partindo de questões gerais relacionadas à moda, sustentabilidade e consumo responsável (questões 1 a 5); questões relacionadas à seda e sustentabilidade (questões 6 e 7); questões relacionadas à imagem da seda na mente dos Milênios (questões 8 a 12) e uma questão relacionada ao conhecimento das Milênios sobre a necessidade do cultivo de amoreiras para produzir seda.

Nas versões chinesa, francesa, alemã e italiana, foram feitas algumas pequenas mudanças de texto a fim de preservar o significado de cada questão, observando as especificidades culturais e linguísticas. O resumo dos resultados dos questionários neste relatório mostra questões em inglês, mas para manter os resultados o mais transparente possível no Apêndice há resultados completos de tabela com perguntas feitas na linguagem de cada país, juntamente com resultados de campo para uma análise mais aprofundada.

1. NA MODA, PREÇO E CONVENIÊNCIA SUPERAM A MARCA.



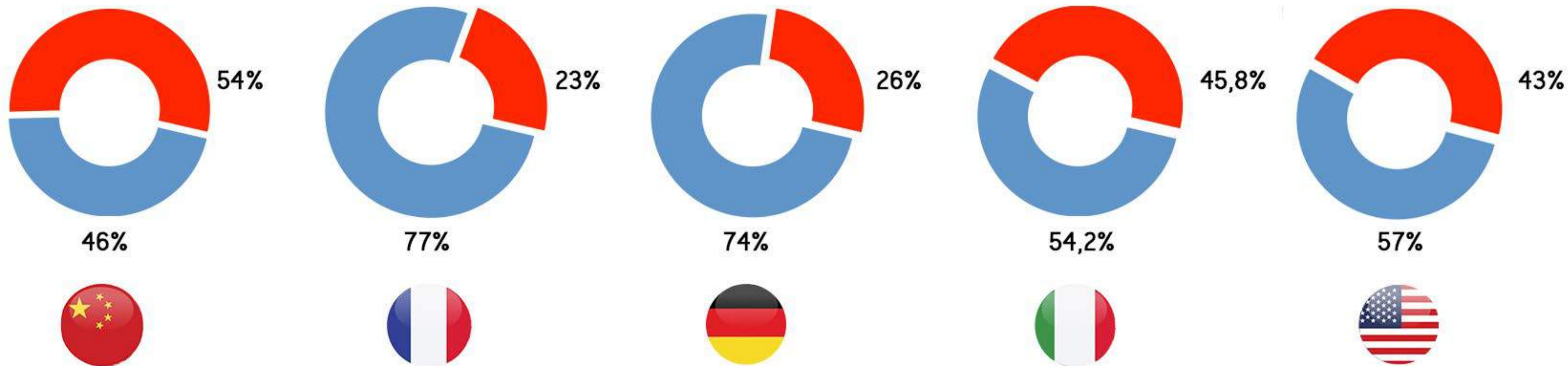
Objetivo:

Identificar a lealdade dos Milênios a marcas em relação a preços e conveniência, lema dessa geração.

■ Sempre/Às vezes

■ Raramente/Nunca

2. NA MODA, COMPRAR MENOS É COMPRAR CERTO.



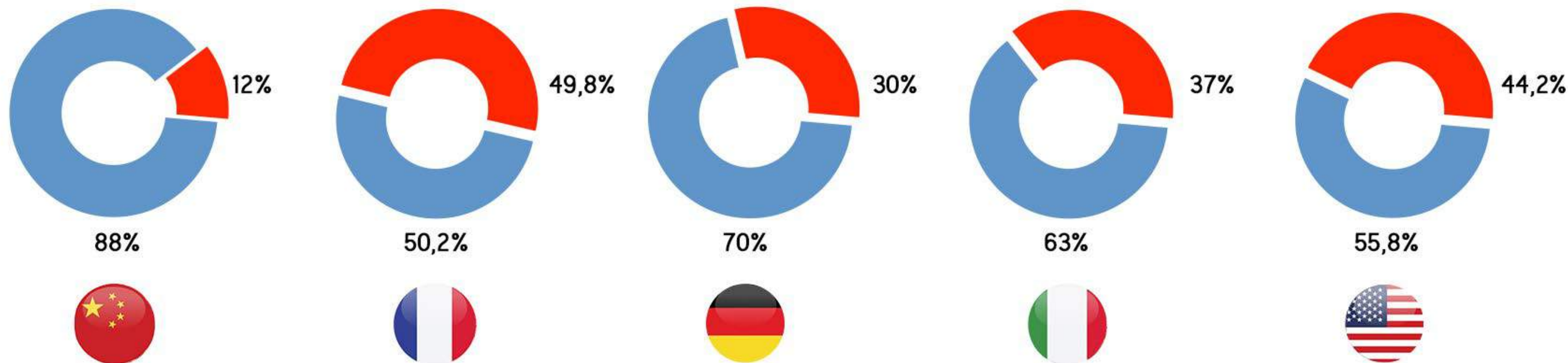
Objetivo:

Identificar o compromisso dos Milênios com o consumo sustentável, considerando que a redução do consumo é um movimento certo para essa geração.

■ Concordo

■ Discordo

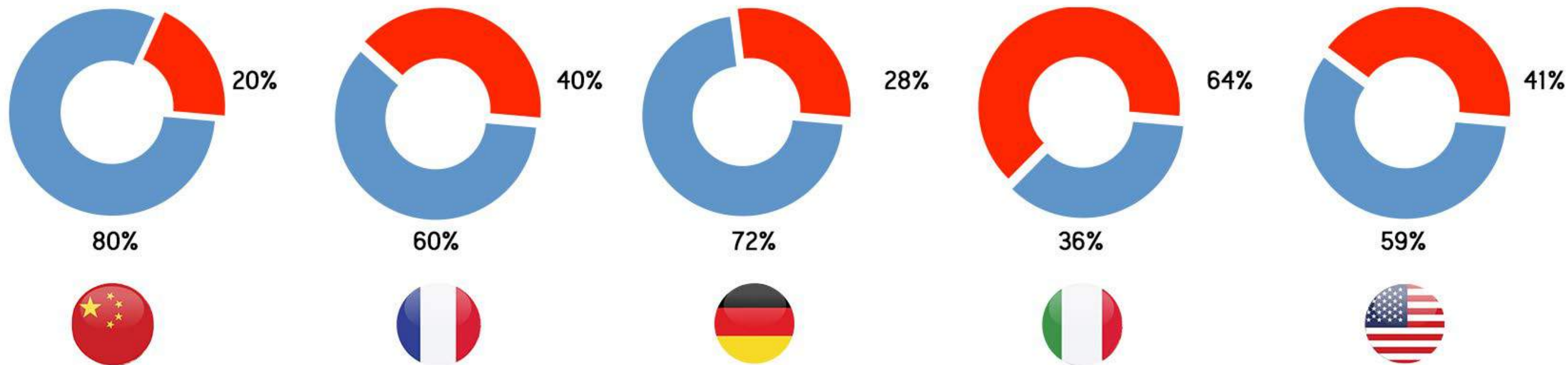
3. ANTES DE COMPRAR DE UMA MARCA DE MODA BUSCO INFORMAÇÃO SE ELA É SUSTENTÁVEL E ÉTICA.



Objetivo:
Identificar o nível de sustentabilidade e ética da empresa no processo de decisão de compra.

■ Sempre/Às vezes
■ Raramente/Nunca

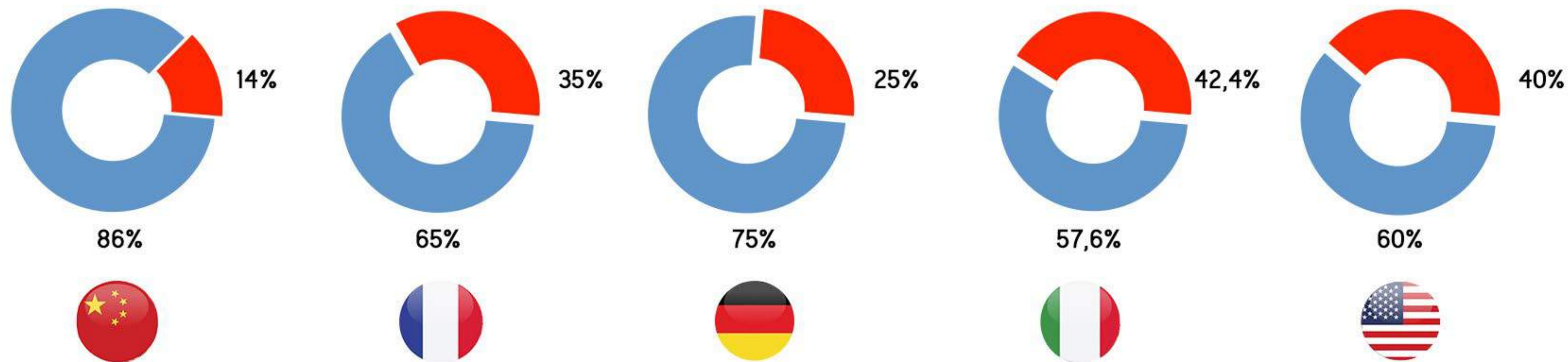
4. MEUS HÁBITOS DE CONSUMO SE CONCENTRAM EM DIMINUIR MINHA PEGADA DE CARBONO.



Objetivo:
Identificar o interesse em diminuir a pegada de carbono nas compras.

■ Sempre/Às vezes
■ Raramente/Nunca

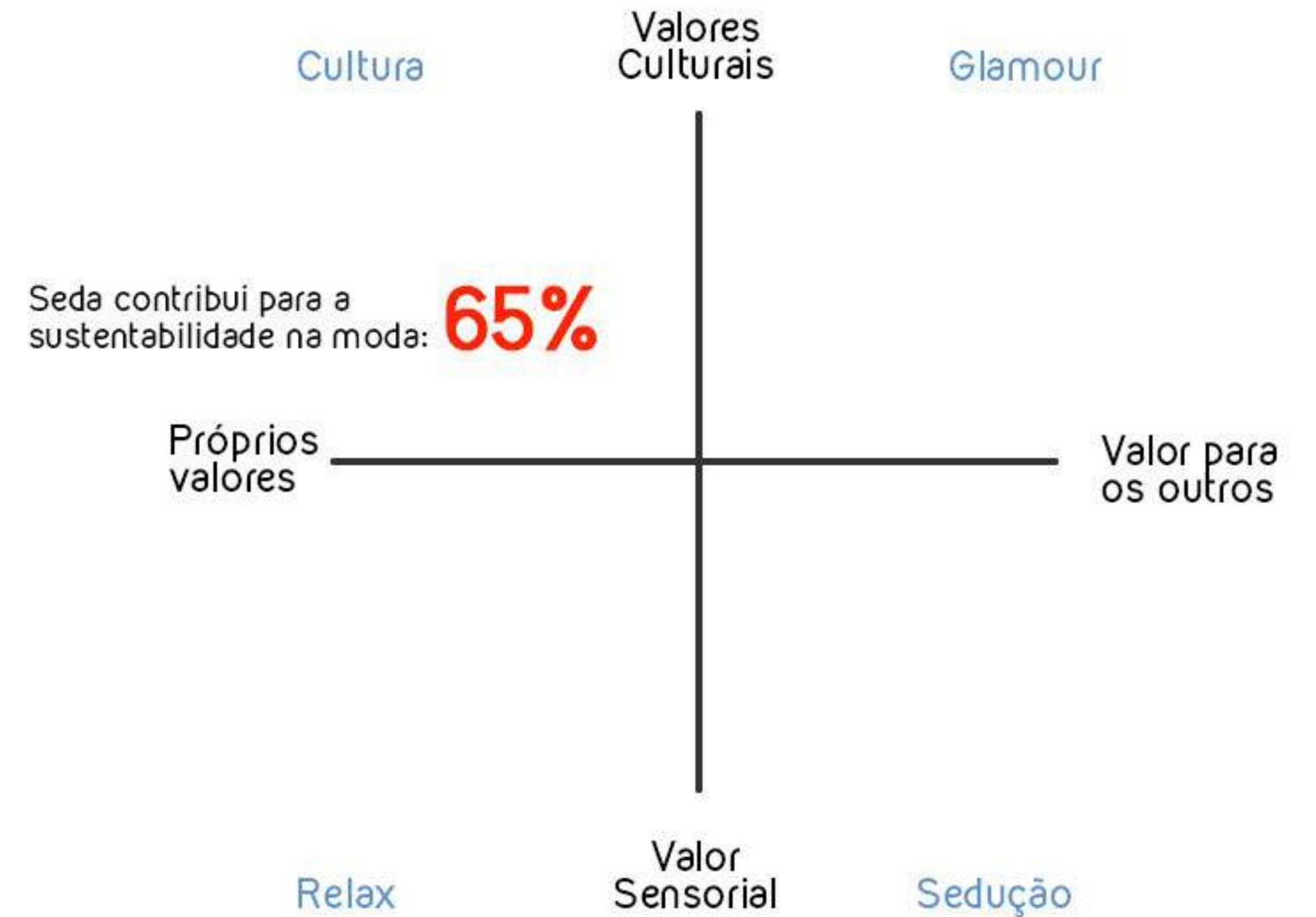
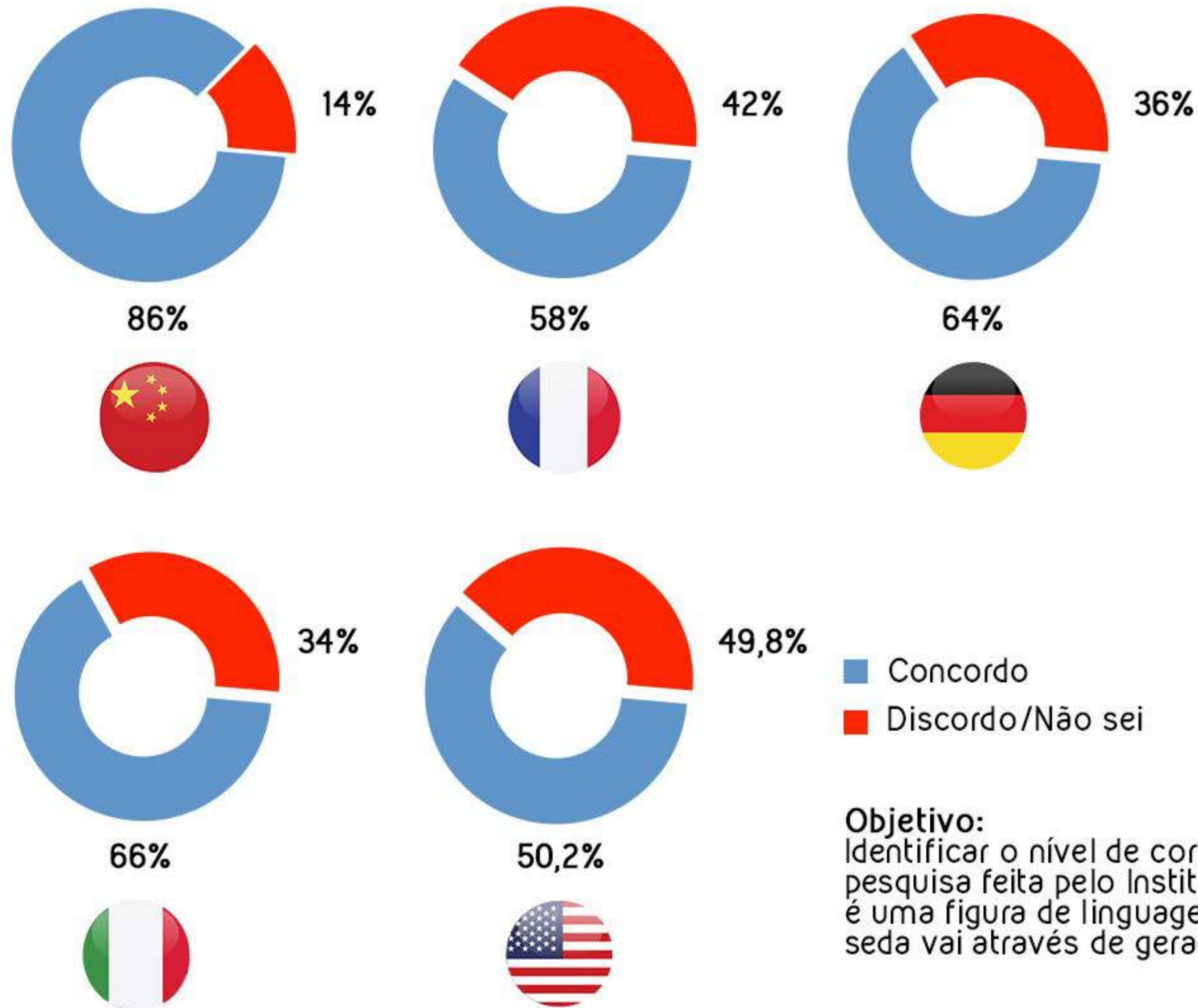
5. UM APLICATIVO DE CELULAR QUE CALCULA A PEGADA DE CARBONO DE TODAS AS MINHAS ROUPAS E MOSTRA COMO NEUTRALIZÁ-LA SERIA ÚTIL?



Objetivo:
Identificar o interesse em diminuir a pegada de carbono nas compras.

■ Concorde
■ Discordo/Não sei

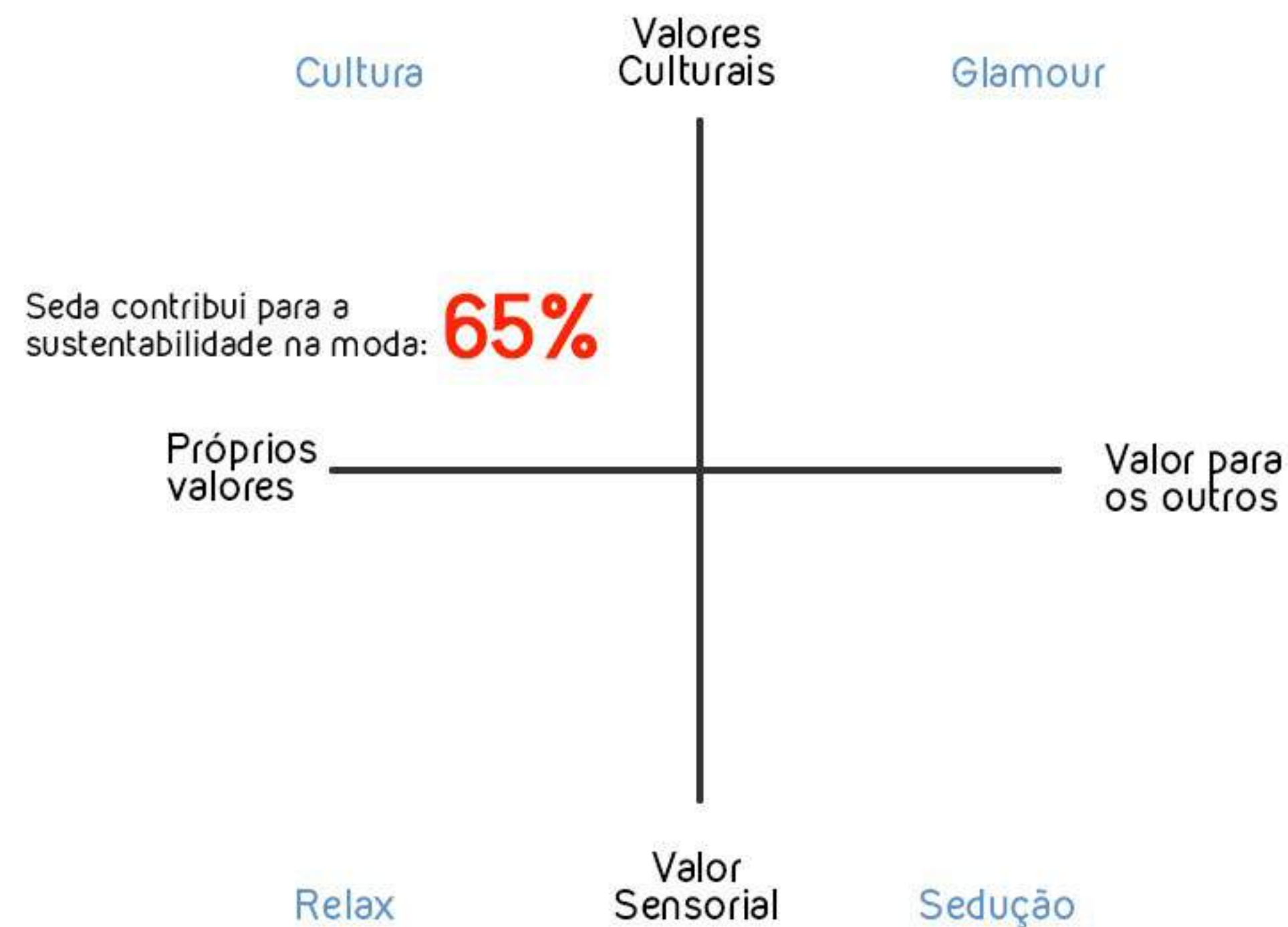
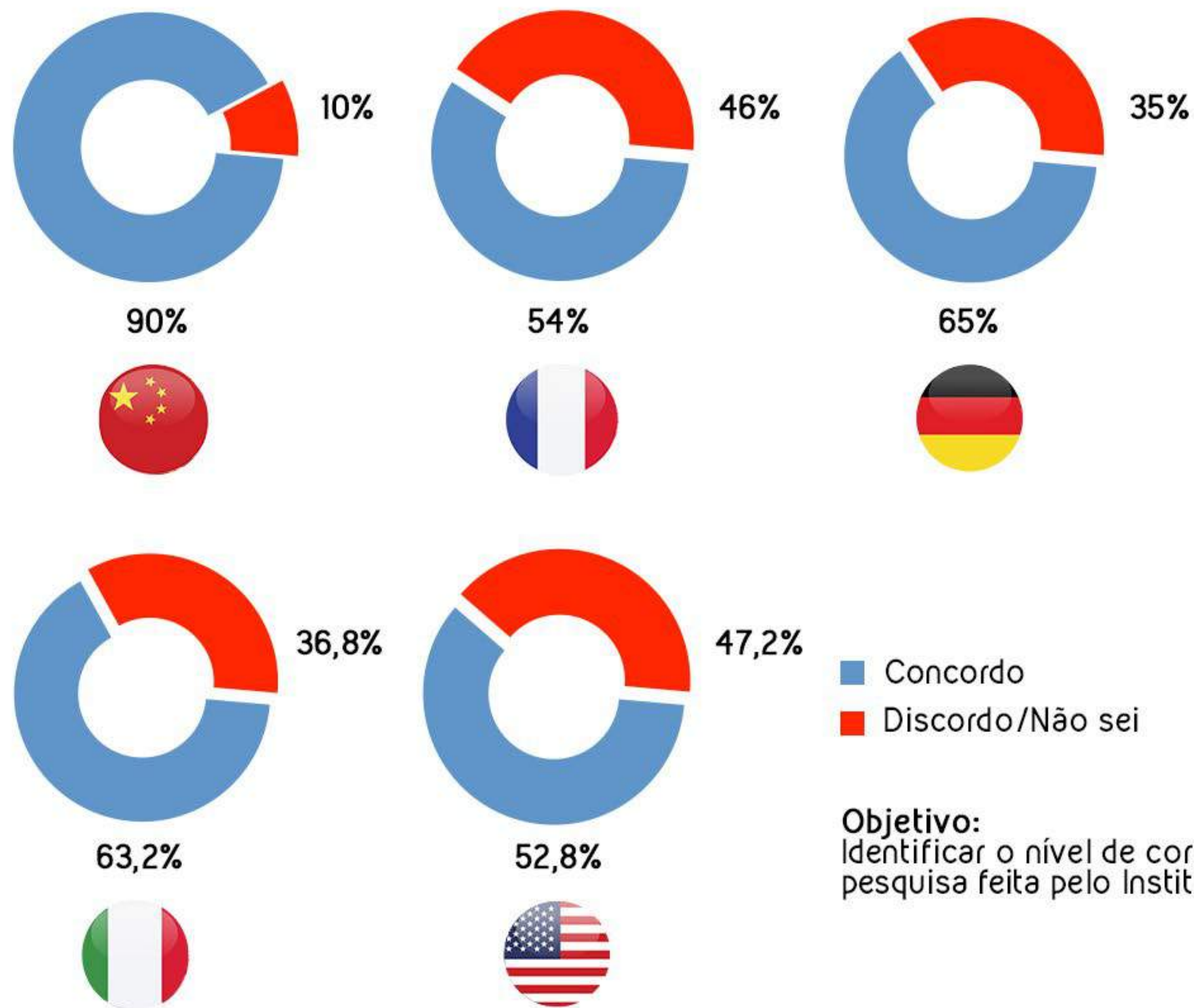
6. A SEDA CONTRIBUI PARA A SUSTENTABILIDADE DA MODA, UMA VEZ QUE OS ITENS DE SEDA SÃO PARA SEMPRE.



Objetivo:

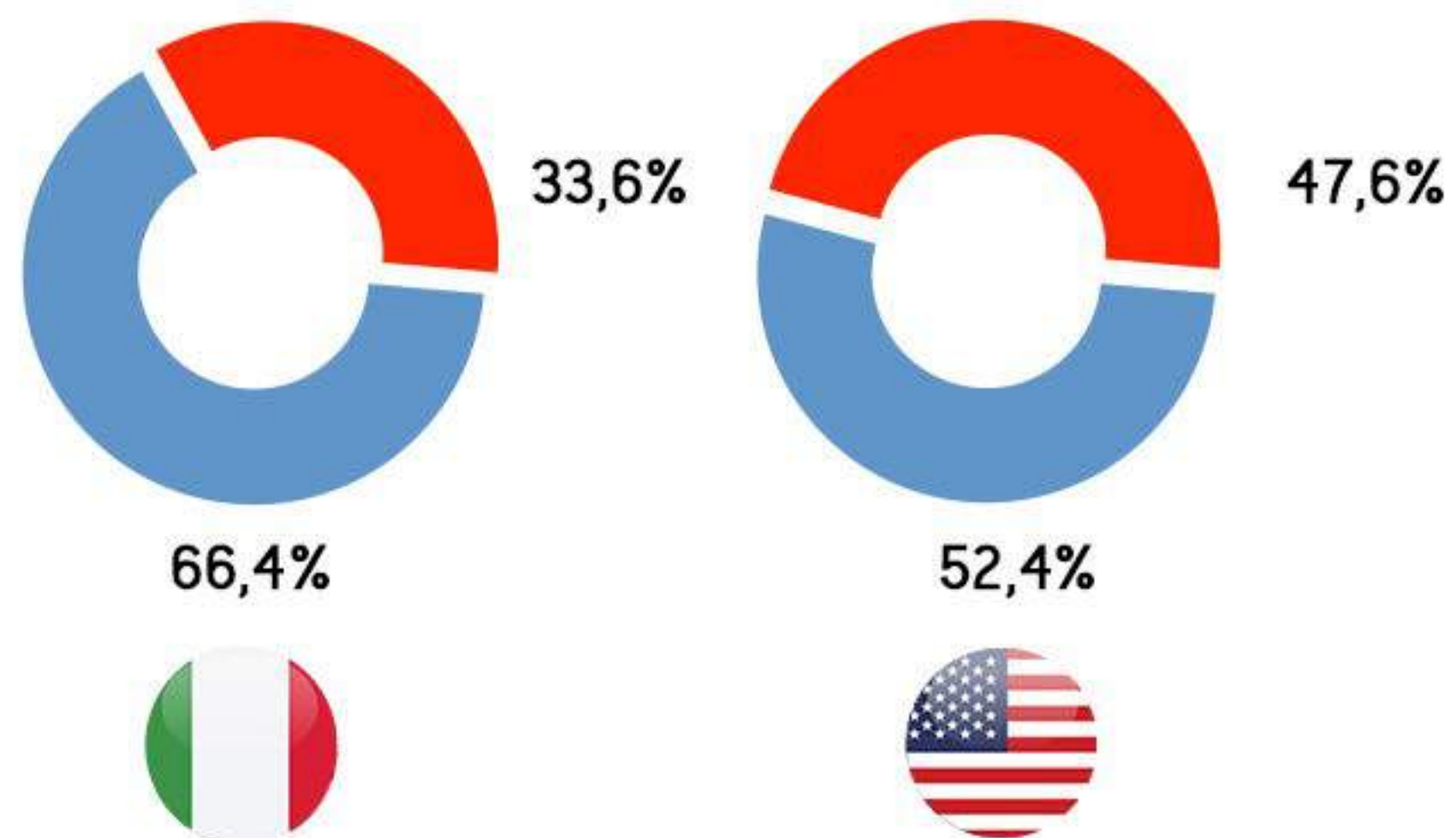
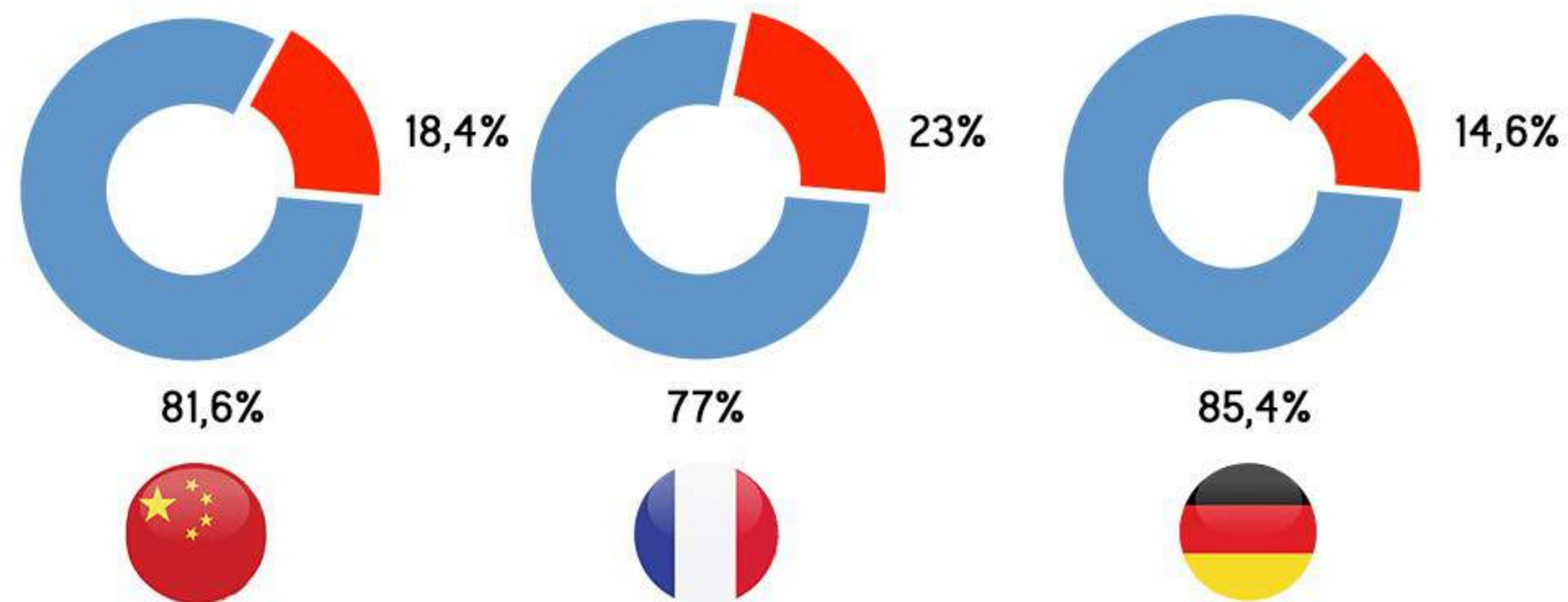
Identificar o nível de correlação de valor para as Milênios entre seda e Cultura apontado na pesquisa feita pelo Institut Français de la Mode em 1999. Em algumas línguas "para sempre" é uma figura de linguagem que significa mais do que a vida inteira, dando a ideia de que a seda vai através de gerações.

7. A SEDA É ALTAMENTE IDENTIFICADA COM A MODA SUSTENTÁVEL E COM O CONSUMO RESPONSÁVEL.



Objetivo: Identificar o nível de correlação de valor para as Milênios entre seda e Cultura apontado na pesquisa feita pelo Institut Français de la Mode em 1999.

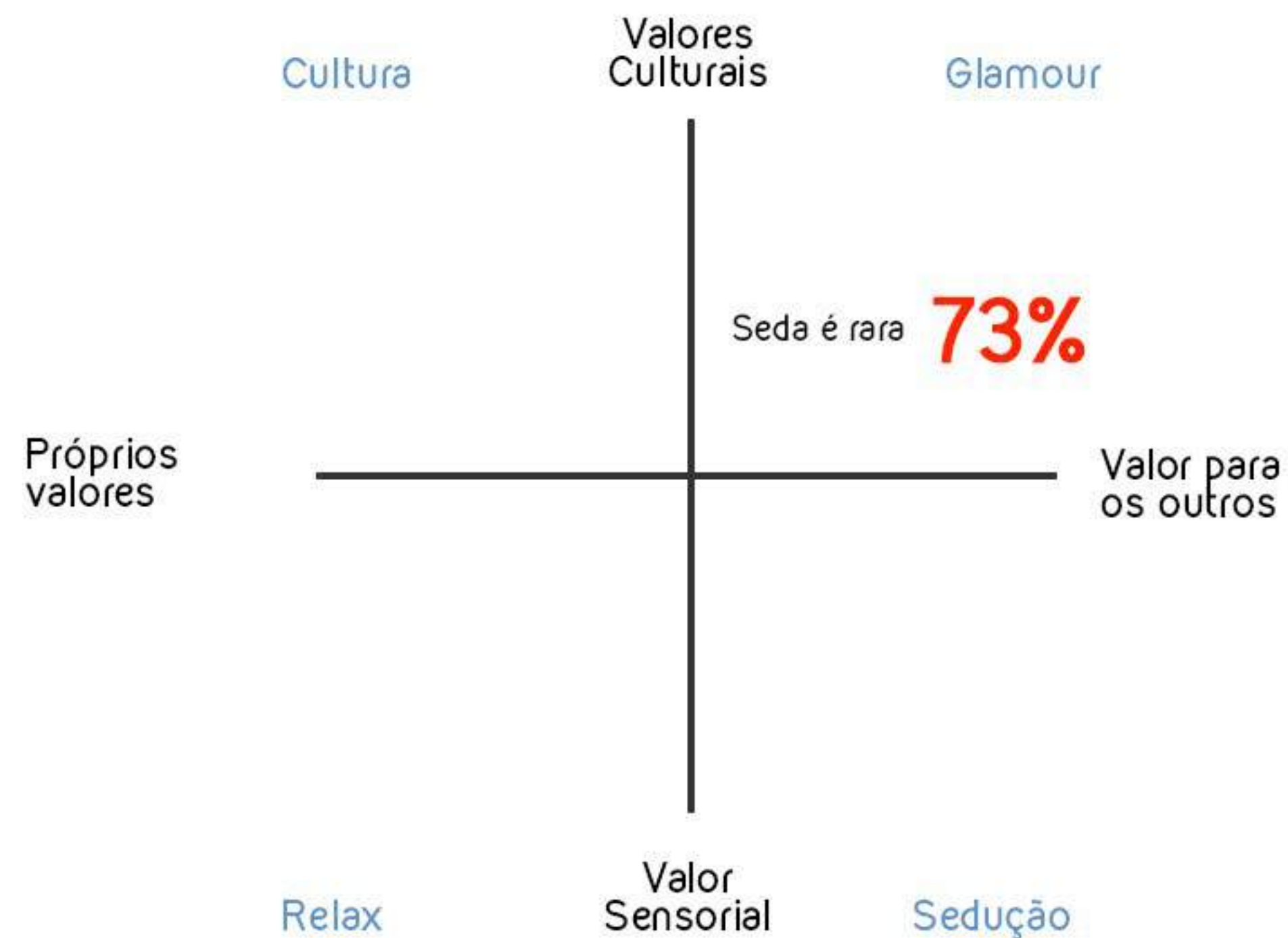
8. SEDA É RARA.



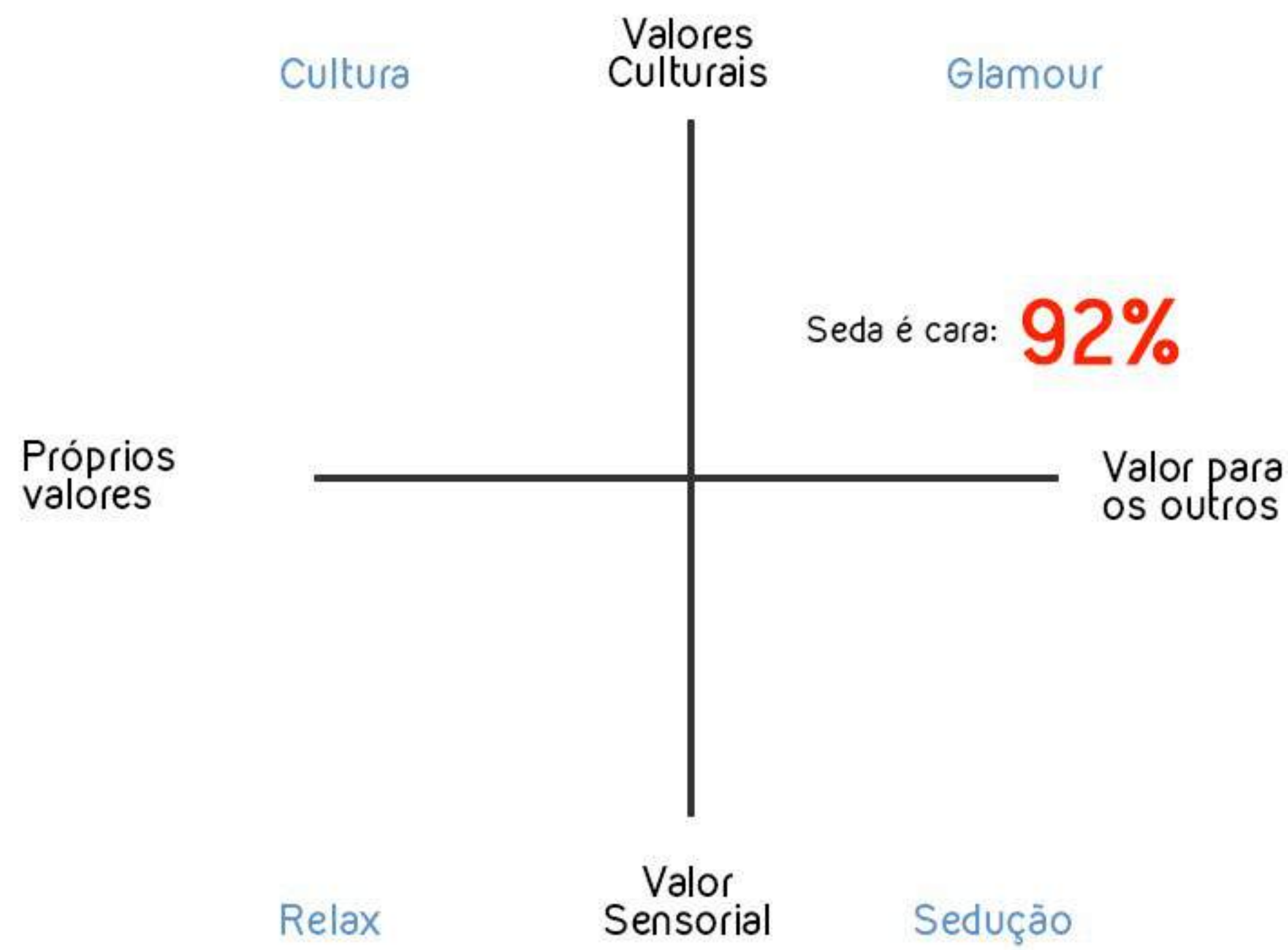
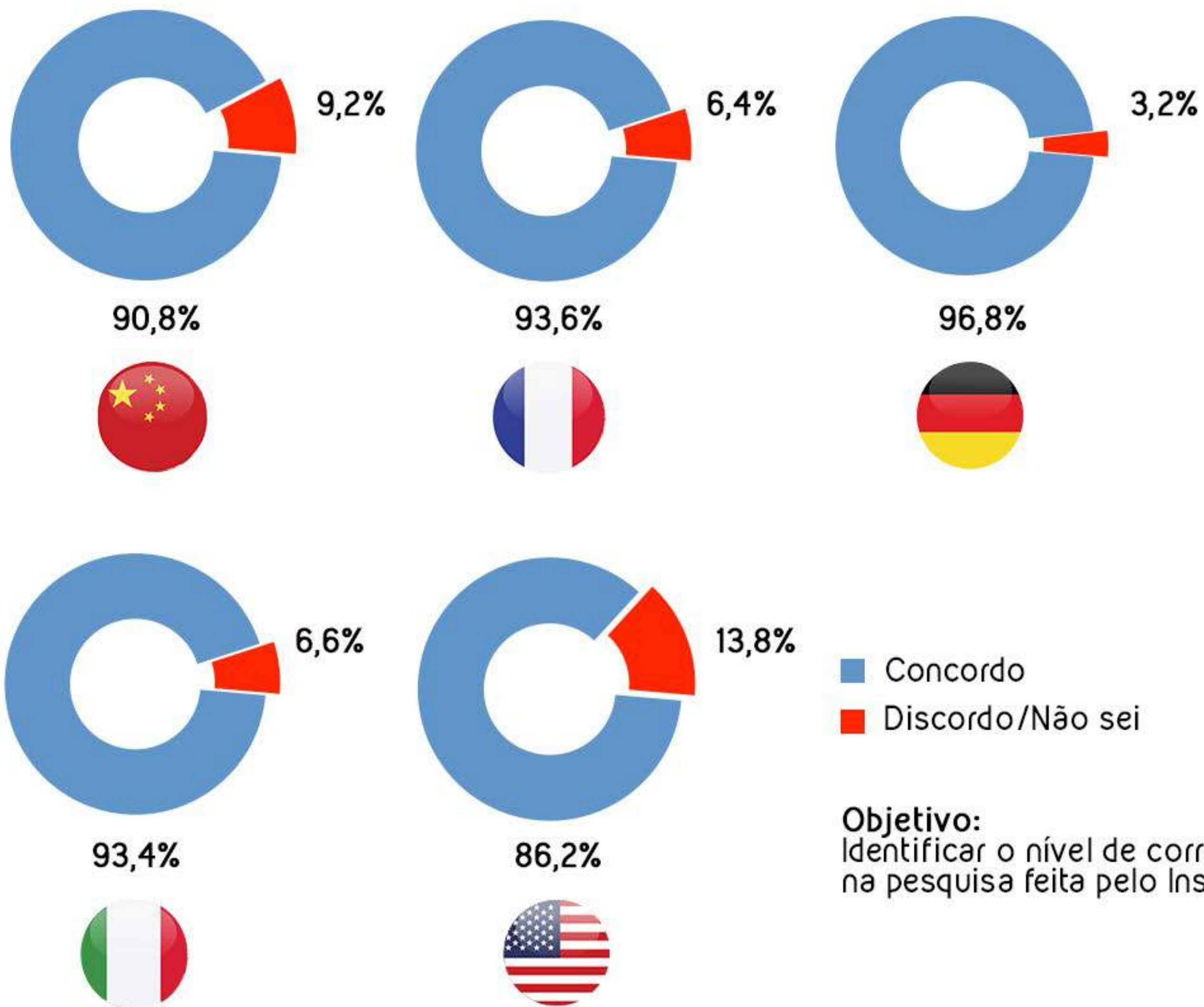
■ Concordo
■ Discordo/Não sei

Objetivo:

Identificar o nível de correlação de valor para as Milênios entre seda e o Glamour apontado na pesquisa feita pelo Institut Français de la Mode em 1999.

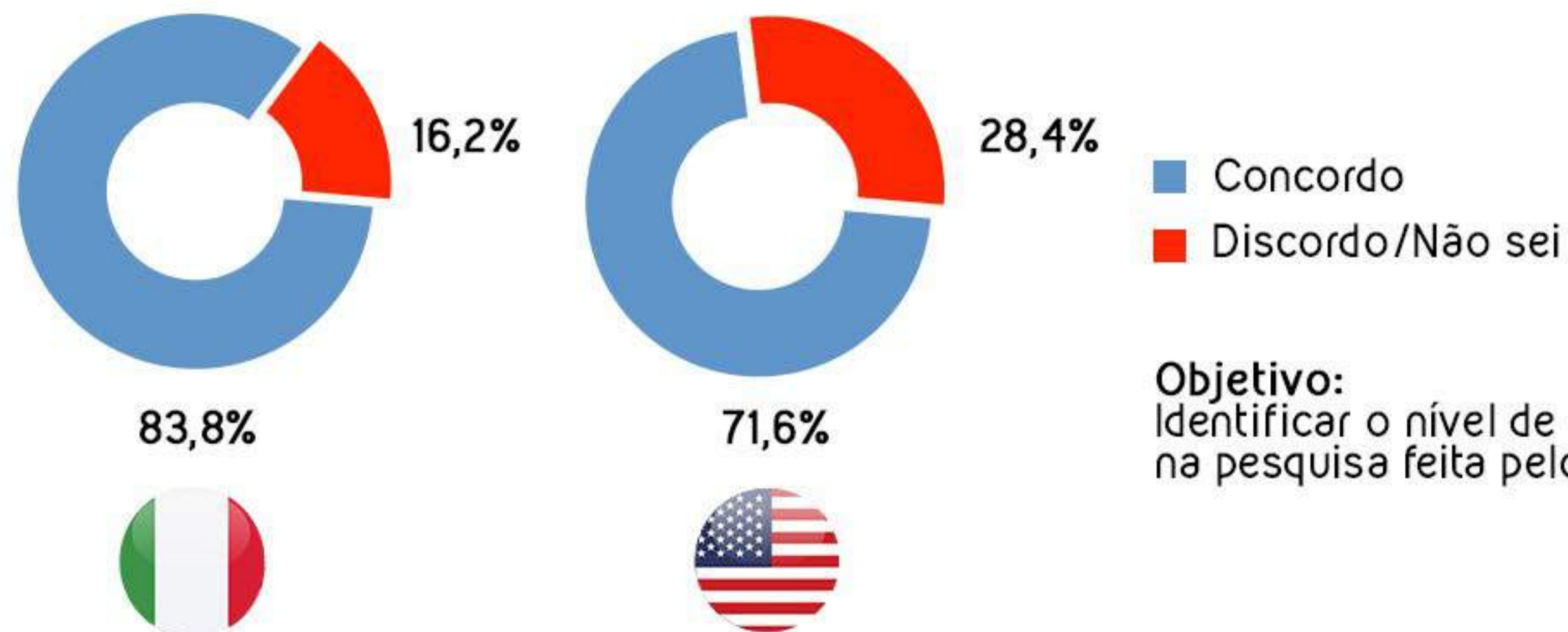
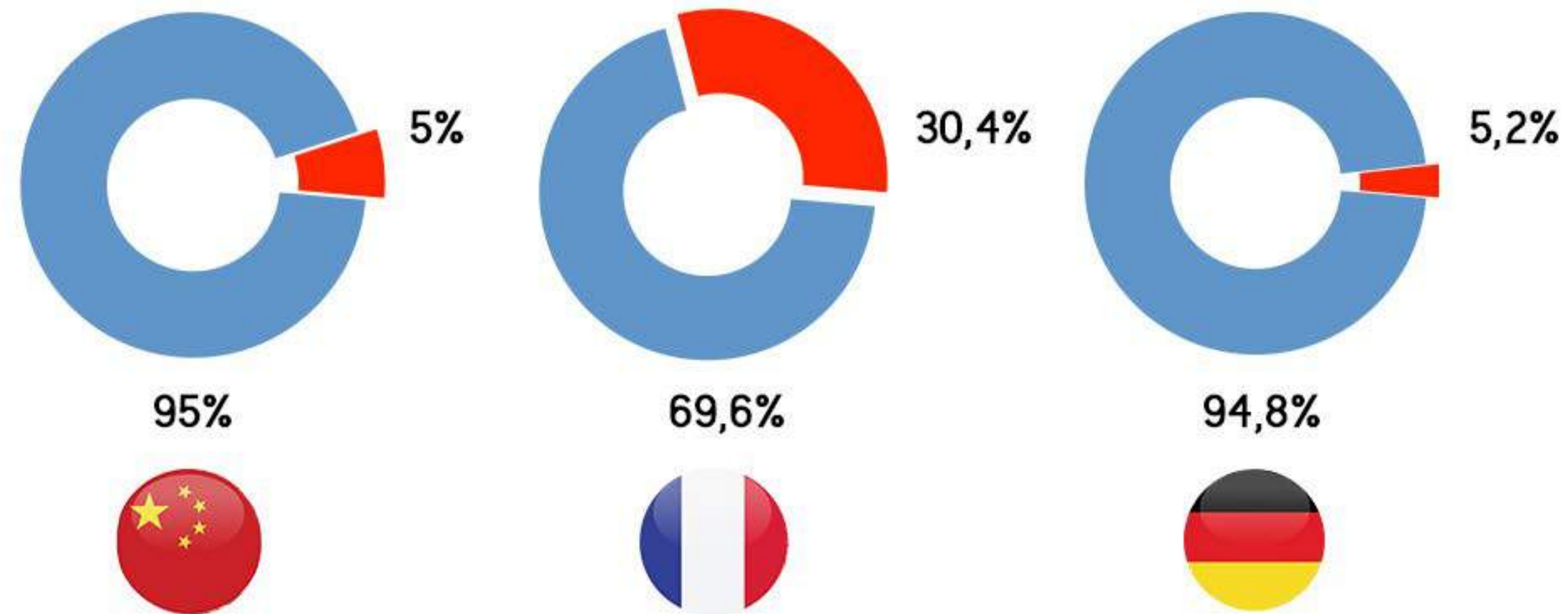


9. SEDA É CARA.



Objetivo: Identificar o nível de correlação de valor para as Milênios entre seda e o Glamour apontado na pesquisa feita pelo Institut Français de la Mode em 1999.

10. SEDA É EXCLUSIVA.



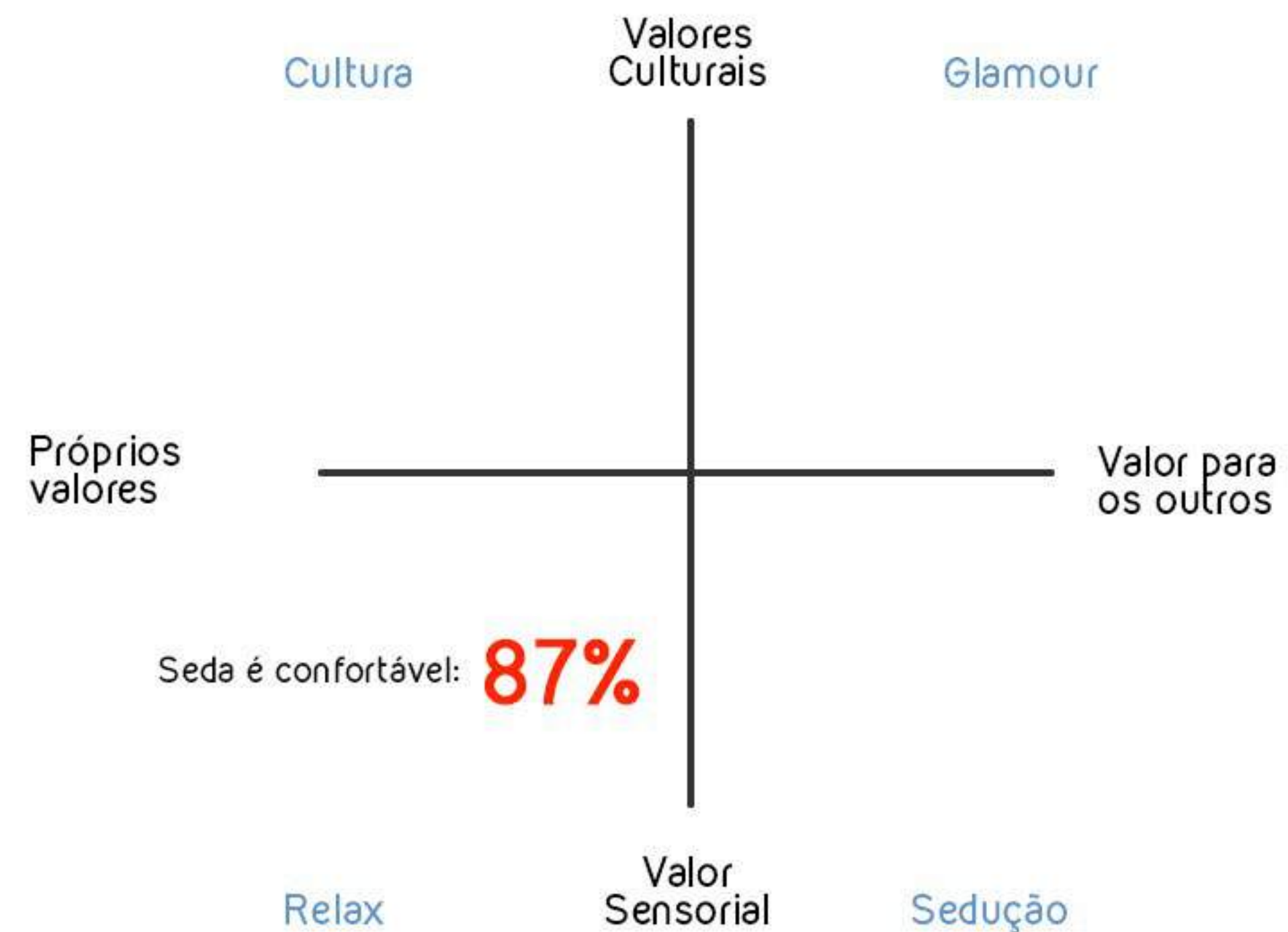
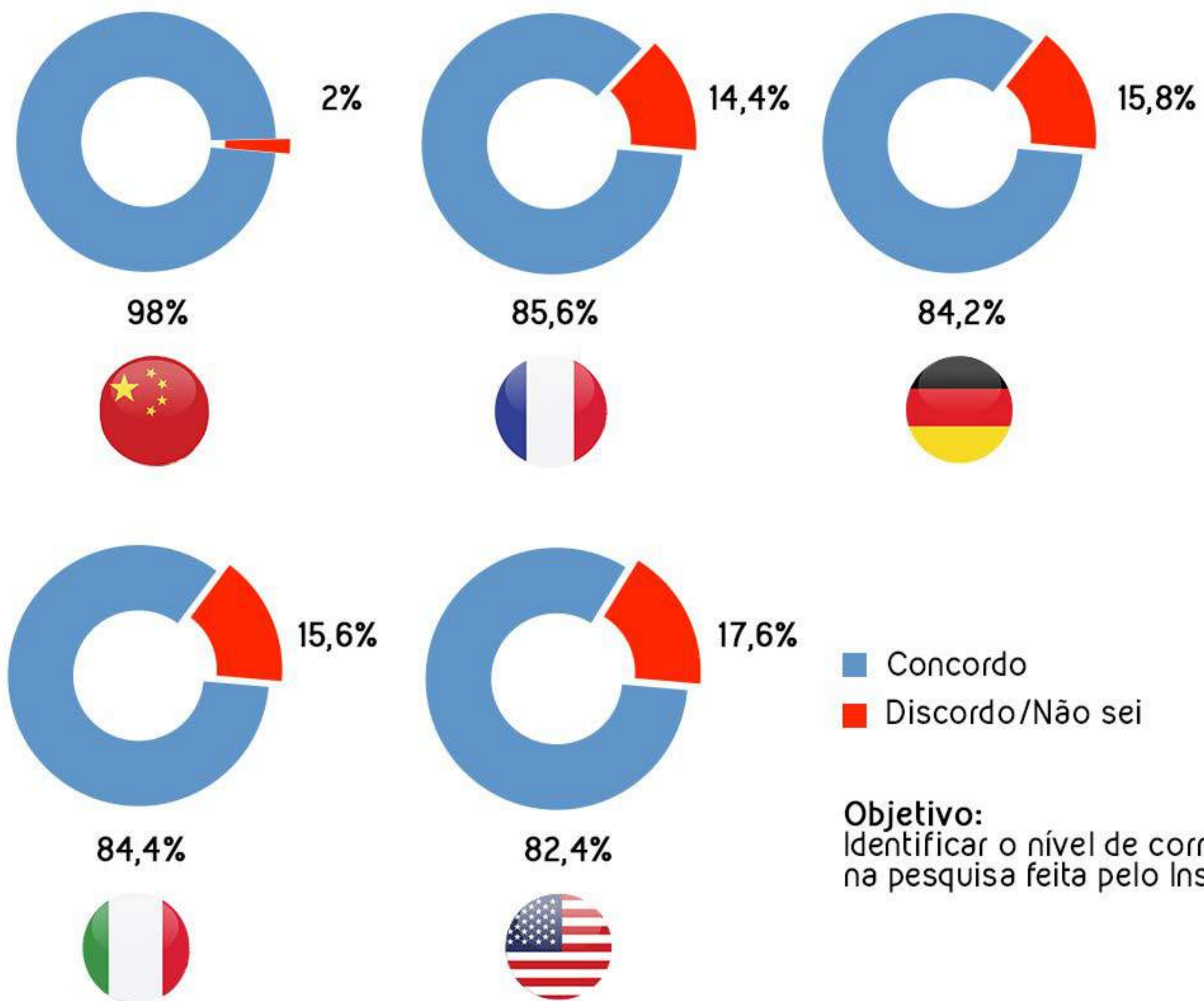
■ Concordo
■ Discordo/Não sei

Objetivo:

Identificar o nível de correlação de valor para as Milênios entre seda e o Glamour apontado na pesquisa feita pelo Institut Français de la Mode em 1999.



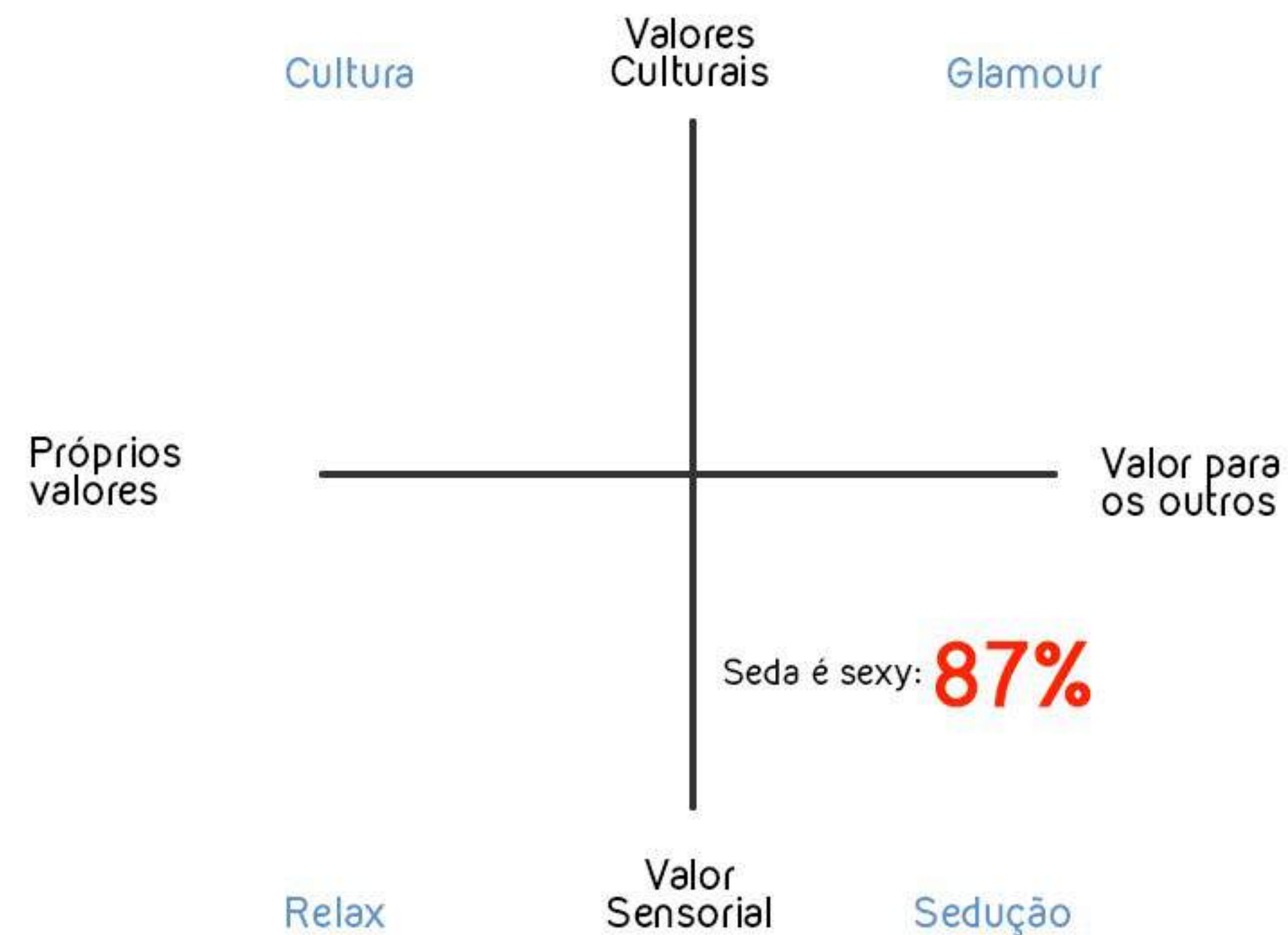
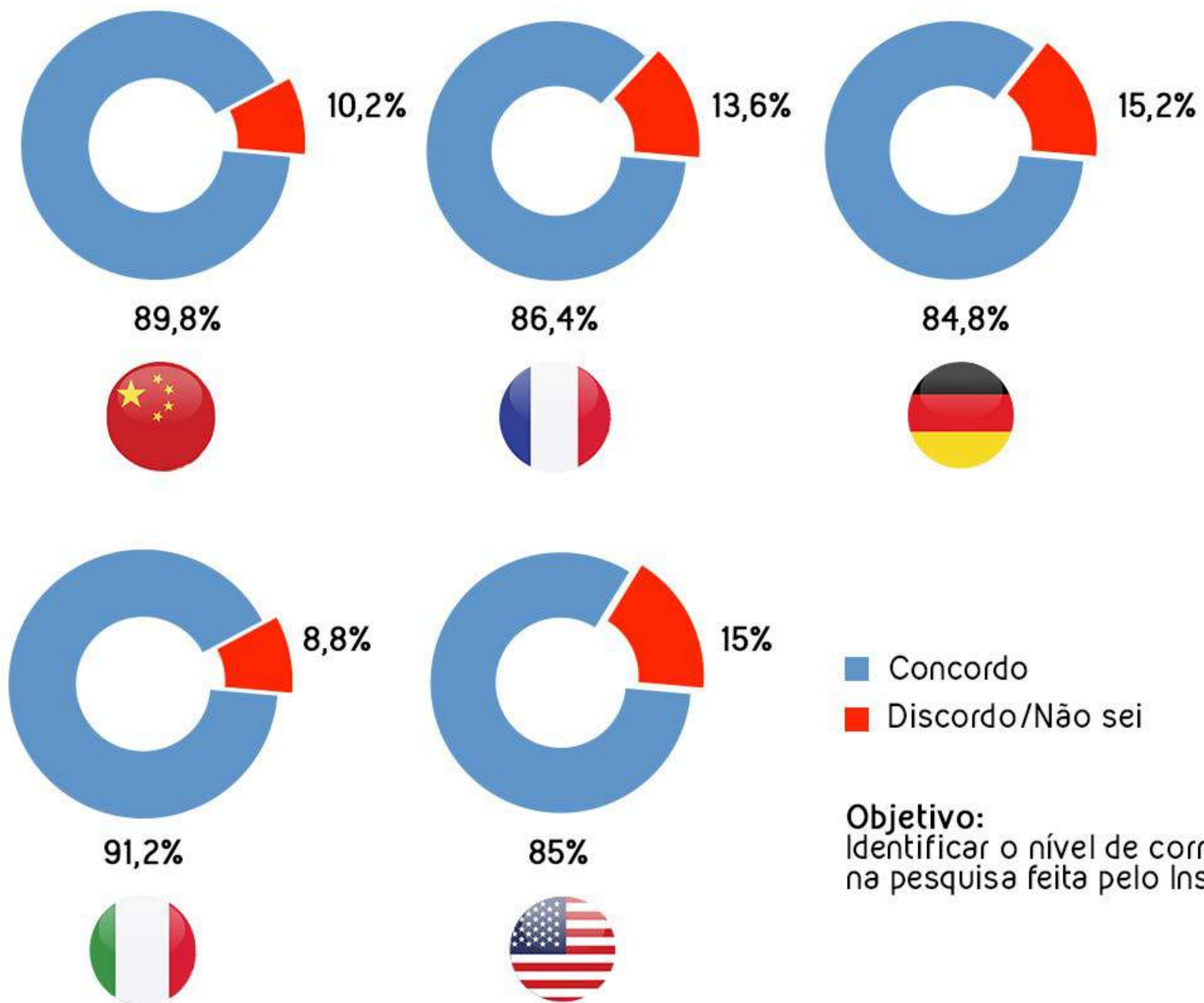
11. SEDA É CONFORTÁVEL.



Objetivo:

Identificar o nível de correlação de valor para as Milênios entre seda e o Conforto apontado na pesquisa feita pelo Institut Français de la Mode em 1999.

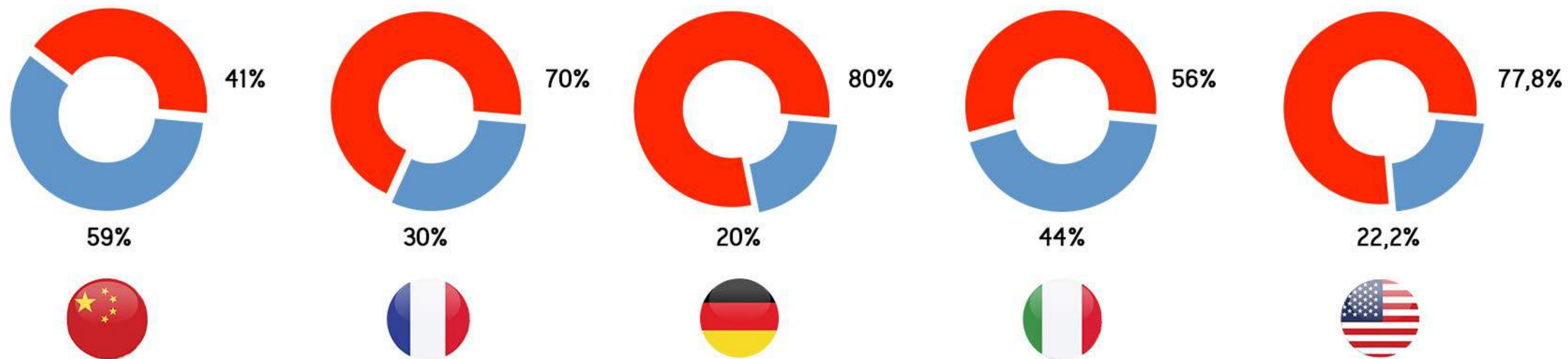
12. SEDA É SEXY.



Objetivo:

Identificar o nível de correlação de valor para as Milênios entre seda e a Sedução apontado na pesquisa feita pelo Institut Français de la Mode em 1999.

13. O QUE O BICHO DA SEDA COME?



■ Apenas folhas de um único tipo de árvore.
■ Outro/Não sei.

CONCLUSÃO

Mostrando que 86% dos entrevistados concordam com a afirmação “Na moda, preço e conveniência superam a marca”, a pesquisa ISU confirmou a existência de um desafio para as marcas de moda que querem torná-las desejáveis para os Milênios. Essa pesquisa apontou que 65% das Milênios ouvidas concordam com a afirmação de que “Antes de comprar de uma marca de moda eu procuro informações se ela é sustentável e ética”. A identificação da marca com valores como ética e sustentabilidade, que são muito admiradas pelos Milênios é uma das abordagens que são cada vez mais usadas, com grande responsabilidade, pois os Milênios são a geração mais instruída e conectada até o momento.

Cerca de dois terços das Milênios ouvidas levam em consideração a diminuição da pegada de carbono na decisão de compra e achariam útil ter um aplicativo de celular que as ajudasse nessa tarefa.

A pesquisa apontou que 65% das Milênios ouvidas consideram que a seda contribui com a sustentabilidade da moda, pois é altamente identificada com slow fashion e com o consumo responsável. Este percentual é cerca do dobro dos 35% delas que estão cientes de que o bicho-da-seda come apenas folhas de amoreira frescas e livres de pesticidas. Na mente das Milênios a seda é cara (92%) e exclusiva (83%), afastando-a do conceito de fast fashion descartável e aproximando-da ideia de consumo responsável. A imagem da seda na mente das Milênios é bastante positiva, além de cara, rara, exclusiva e sustentável; a seda é confortável e sexy para 87% das Milênios ouvidas.

A fim de melhorar a imagem de sustentabilidade da seda na mente dos Milênios, a ISU - International Silk Union envidará esforços para difundir a informação de que onde quer que o casulo de seda seja produzido, o sequestro de CO2 feito pelos jardins de amoreira, absolutamente necessários para a produção de seda, é 30 vezes maior do que o volume de pegada de CO2 gerado pelos artigos de seda, oferecendo uma resposta ao desejo da geração do milênio pela sustentabilidade da moda, com benefícios para a indústria da moda na busca de uma sociedade mais sustentável.

APPENDIX – FIELD DATA FROM EACH COUNTRY

RESULTS FROM CHINA

Q1. 在时尚方面，价格和便利是王牌

Q1. In fashion, price and convenience trump brand.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
经常	173 34,60%	54 38,60%	41 36,60%	14 22,60%	42 40,80%	11 23,40%	11 30,60%
偶尔	235 47,00%	64 45,70%	40 35,70%	36 58,10%	52 50,50%	26 55,30%	17 47,20%
很少	74 14,80%	18 12,90%	26 23,20%	10 16,10%	6 5,80%	8 17,00%	6 16,70%
从不	18 3,60%	4 2,90%	5 4,50%	2 3,20%	3 2,90%	2 4,30%	2 5,60%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q2.在时尚方面，买的少就是买的好

Q2. In fashion, buying less is buying right.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	53 10,60%	17 12,10%	11 9,80%	8 12,90%	8 7,80%	4 8,50%	5 13,90%
基本同意	177 35,40%	49 35,00%	46 41,10%	21 33,90%	32 31,10%	17 36,20%	12 33,30%
基本不同意	202 40,40%	53 37,90%	37 33,00%	26 41,90%	49 47,60%	20 42,60%	17 47,20%
非常不同意	56 11,20%	14 10,00%	16 14,30%	6 9,70%	12 11,70%	6 12,80%	2 5,60%
不了解	12 2,40%	7 5,00%	2 1,80%	1 1,60%	2 1,90%	0 -	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q3.在购买时尚品牌之前，我会查阅关于该品牌可持续及符合道德方面的相关信息

Q3. Before purchasing from a fashion brand I search for information if it is sustainable and ethical.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
经常	235 47,00%	48 34,30%	52 46,40%	34 54,80%	47 45,60%	28 59,60%	26 72,20%
偶尔	206 41,20%	69 49,30%	43 38,40%	24 38,70%	41 39,80%	19 40,40%	10 27,80%
很少	47 9,40%	17 12,10%	14 12,50%	4 6,50%	12 11,70%	0 -	0 -
从不	12 2,40%	6 4,30%	3 2,70%	0 -	3 2,90%	0 -	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q4. 我的消费习惯注重减少我的碳足迹

Q4. My consuming habits focus on decreasing my carbon footprint.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
经常	207 41,40%	51 36,40%	44 39,30%	30 48,40%	35 34,00%	25 53,20%	22 61,10%
偶尔	195 39,00%	51 36,40%	44 39,30%	24 38,70%	49 47,60%	17 36,20%	10 27,80%
很少	58 11,60%	20 14,30%	16 14,30%	6 9,70%	10 9,70%	3 6,40%	3 8,30%
从不	6 1,20%	1 0,70%	1 0,90%	0 -	3 2,90%	1 2,10%	0 -
不了解碳足迹的含义	34 6,80%	17 12,10%	7 6,30%	2 3,20%	6 5,80%	1 2,10%	1 2,80%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q5. 一款手机APP能够计算我的所有衣物的碳足迹，并显示如何抵消它，这很有帮助

Q5. A cell phone APP that calculates carbon footprint of all my clothes and shows how to neutralize it would be helpful.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	187 37,40%	39 27,90%	45 40,20%	33 53,20%	32 31,10%	19 40,40%	19 52,80%
基本同意	243 48,60%	73 52,10%	50 44,60%	25 40,30%	58 56,30%	24 51,10%	13 36,10%
基本不同意	31 6,20%	9 6,40%	9 8,00%	1 1,60%	7 6,80%	3 6,40%	2 5,60%
非常不同意	3 0,60%	1 0,70%	0 -	1 1,60%	1 1,00%	0 -	0 -
不了解	36 7,20%	18 12,90%	8 7,10%	2 3,20%	5 4,90%	1 2,10%	2 5,60%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q6. 丝绸对时尚可持续能够做出贡献，因为丝绸产品是永恒的

Q6. Silk contributes with fashion sustainability as silk items are forever.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	150 30,00%	30 21,40%	36 32,10%	22 35,50%	32 31,10%	14 29,80%	16 44,40%
基本同意	278 55,60%	83 59,30%	63 56,30%	34 54,80%	58 56,30%	23 48,90%	17 47,20%
基本不同意	48 9,60%	13 9,30%	10 8,90%	5 8,10%	10 9,70%	8 17,00%	2 5,60%
非常不同意	3 0,60%	3 2,10%	0 -	0 -	0 -	0 -	0 -
不了解	21 4,20%	11 7,90%	3 2,70%	1 1,60%	3 2,90%	2 4,30%	1 2,80%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q7. 丝绸被高度评价为一种可持续时尚与责任消费

Q7. Silk is highly identified with sustainable fashion and responsible consumption.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	198 39,60%	53 37,90%	45 40,20%	31 50,00%	34 33,00%	18 38,30%	17 47,20%
基本同意	252 50,40%	66 47,10%	57 50,90%	28 45,20%	59 57,30%	25 53,20%	17 47,20%
基本不同意	26 5,20%	10 7,10%	5 4,50%	3 4,80%	6 5,80%	1 2,10%	1 2,80%
非常不同意	1 0,20%	1 0,70%	0 -	0 -	0 -	0 -	0 -
不了解	23 4,60%	10 7,10%	5 4,50%	0 -	4 3,90%	3 6,40%	1 2,80%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q8. 丝绸是稀有的

Q8. Silk is rare.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	169 33,80%	32 22,90%	42 37,50%	19 30,60%	35 34,00%	23 48,90%	18 50,00%
基本同意	239 47,80%	75 53,60%	52 46,40%	35 56,50%	48 46,60%	16 34,00%	13 36,10%
基本不同意	70 14,00%	26 18,60%	13 11,60%	6 9,70%	15 14,60%	5 10,60%	5 13,90%
非常不同意	11 2,20%	2 1,40%	4 3,60%	1 1,60%	2 1,90%	2 4,30%	0 -
不了解	11 2,20%	5 3,60%	1 0,90%	1 1,60%	3 2,90%	1 2,10%	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q9. 丝绸是昂贵的

Q9. Silk is expensive.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	184 36,80%	44 31,40%	47 42,00%	21 33,90%	41 39,80%	16 34,00%	15 41,70%
基本同意	270 54,00%	79 56,40%	56 50,00%	37 59,70%	57 55,30%	25 53,20%	16 44,40%
基本不同意	40 8,00%	14 10,00%	8 7,10%	4 6,50%	4 3,90%	6 12,80%	4 11,10%
非常不同意	3 0,60%	1 0,70%	1 0,90%	0 -	0 -	0 -	1 2,80%
不了解	3 0,60%	2 1,40%	0 -	0 -	1 1,00%	0 -	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q10. 丝绸是独特的

Q10. Silk is exclusive.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	247 49,40%	66 47,10%	60 53,60%	38 61,30%	42 40,80%	20 42,60%	21 58,30%
基本同意	228 45,60%	65 46,40%	46 41,10%	22 35,50%	56 54,40%	26 55,30%	13 36,10%
基本不同意	22 4,40%	6 4,30%	6 5,40%	2 3,20%	5 4,90%	1 2,10%	2 5,60%
非常不同意	0 -	0 -	0 -	0 -	0 -	0 -	0 -
不了解	3 0,60%	3 2,10%	0 -	0 -	0 -	0 -	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q11. 丝绸是舒适的

Q11. Silk is comfortable.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	327 65,40%	84 60,00%	72 64,30%	44 71,00%	61 59,20%	36 76,60%	30 83,30%
基本同意	164 32,80%	51 36,40%	38 33,90%	17 27,40%	41 39,80%	11 23,40%	6 16,70%
基本不同意	5 1,00%	1 0,70%	2 1,80%	1 1,60%	1 1,00%	0 -	0 -
非常不同意	1 0,20%	1 0,70%	0 -	0 -	0 -	0 -	0 -
不了解	3 0,60%	3 2,10%	0 -	0 -	0 -	0 -	0 -
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

Q12. 丝绸是性感的

Q12. Silk is sexy.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
非常同意	208 41,60%	46 32,90%	53 47,30%	31 50,00%	44 42,70%	17 36,20%	17 47,20%
基本同意	241 48,20%	74 52,90%	51 45,50%	25 40,30%	50 48,50%	24 51,10%	17 47,20%
基本不同意	41 8,20%	17 12,10%	7 6,30%	4 6,50%	6 5,80%	6 12,80%	1 2,80%
非常不同意	2 0,40%	0 -	0 -	2 3,20%	0 -	0 -	0 -
不了解	8 1,60%	3 2,10%	1 0,90%	0 -	3 2,90%	0 -	1 2,80%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM CHINA

13. 蚕宝宝的主要食物是?

Q13. What does silkworm eat?

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)	Income I (RMB 96,000 - 215,999)	Income II (RMB 216,000 - 339,999)	Income III (RMB 340,000 or above)
不了解	12 2,40%	4 2,90%	3 2,70%	1 1,60%	3 2,90%	1 2,10%	0 -
只是几种类型的树叶	97 19,40%	28 20,00%	17 15,20%	11 17,70%	21 20,40%	10 21,30%	10 27,80%
几种类型的树叶和果实	64 12,80%	18 12,90%	17 15,20%	7 11,30%	13 12,60%	4 8,50%	5 13,90%
只是一种类型的树叶	295 59,00%	84 60,00%	68 60,70%	39 62,90%	57 55,30%	29 61,70%	18 50,00%
一种类型的树叶和果实	32 6,40%	6 4,30%	7 6,30%	4 6,50%	9 8,70%	3 6,40%	3 8,30%
TOTAL	500 100,00%	140 100,00%	112 100,00%	62 100,00%	103 100,00%	47 100,00%	36 100,00%

RESULTS FROM FRANCE

Q1. Dans la mode, le prix et l`accessibilité gagnent la marque comme motivation d`achat.

Q1. In fashion, price and convenience trump brand.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Toujours	158 31,60%	77 27,80%	9 17,60%	7 38,90%	3 42,90%	3 37,50%	37 38,50%	8 42,10%	7 70,00%	4 44,40%	3 60,00%
Parfois	310 62,00%	181 65,30%	39 76,50%	11 61,10%	3 42,90%	5 62,50%	52 54,20%	11 57,90%	2 20,00%	5 55,60%	1 20,00%
Rarement	29 5,80%	17 6,10%	3 5,90%	0 -	1 14,30%	0 -	6 6,30%	0 -	1 10,00%	0 -	1 20,00%
Jamais	3 0,60%	2 0,70%	0 -	0 -	0 -	0 -	1 1,00%	0 -	0 -	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q2. Une devise à adopter dans les habitudes de consommation, y compris dans les achats d'articles de mode : « Acheter moins, c'est acheter mieux et vivre mieux ».

Q2. In fashion, buying less is buying right.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	123 24,60%	65 23,50%	14 27,50%	4 22,20%	3 42,90%	2 25,00%	23 24,00%	3 15,80%	4 40,00%	3 33,30%	2 40,00%
Plutôt d'accord	262 52,40%	152 54,90%	24 47,10%	13 72,20%	3 42,90%	5 62,50%	48 50,00%	10 52,60%	4 40,00%	3 33,30%	0
Plutôt pas d'accord	85 17,00%	44 15,90%	8 15,70%	1 5,60%	0	0	23 24,00%	4 21,10%	2 20,00%	1 11,10%	2 40,00%
Pas du tout d'accord	13 2,60%	4 1,40%	4 7,80%	0	0	1 12,50%	0	1 5,30%	0	2 22,20%	1 20,00%
Je ne sais pas	17 3,40%	12 4,30%	1 2,00%	0	1 14,30%	0	2 2,10%	1 5,30%	0	0	0
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q3. Avant d'acheter un article de mode, je me renseigne pour savoir si la marque est engagée dans une démarche durable et éthique.

Q3. Before purchasing from a fashion brand I search for information if it is sustainable and ethical.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Toujours	56 11,20%	23 8,30%	6 11,80%	3 16,70%	1 14,30%	2 25,00%	9 9,40%	3 15,80%	2 20,00%	4 44,40%	3 60,00%
Parfois	195 39,00%	102 36,80%	20 39,20%	7 38,90%	3 42,90%	4 50,00%	45 46,90%	7 36,80%	5 50,00%	2 22,20%	0
Rarement	131 26,20%	79 28,50%	13 25,50%	3 16,70%	1 14,30%	0	25 26,00%	4 21,10%	3 30,00%	2 22,20%	1 20,00%
Jamais	118 23,60%	73 26,40%	12 23,50%	5 27,80%	2 28,60%	2 25,00%	17 17,70%	5 26,30%	0	1 11,10%	1 20,00%
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q4. Dans mes achats de biens de consommation, je suis sensible à la réduction de mon empreinte carbone.

Q4. My consuming habits focus on decreasing my carbon footprint.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Toujours	92 18,40%	36 13,00%	10 19,60%	4 22,20%	2 28,60%	2 25,00%	25 26,00%	3 15,80%	4 40,00%	3 33,30%	3 60,00%
Parfois	209 41,80%	118 42,60%	26 51,00%	5 27,80%	4 57,10%	3 37,50%	37 38,50%	9 47,40%	3 30,00%	2 22,20%	2 40,00%
Rarement	130 26,00%	87 31,40%	9 17,60%	4 22,20%	1 14,30%	2 25,00%	20 20,80%	3 15,80%	1 10,00%	3 33,30%	0 -
Jamais	48 9,60%	23 8,30%	5 9,80%	4 22,20%	0 -	1 12,50%	10 10,40%	2 10,50%	2 20,00%	1 11,10%	0 -
Je ne sais pas ce qu'est l'empreinte carbone	21 4,20%	13 4,70%	1 2,00%	1 5,60%	0 -	0 -	4 4,20%	2 10,50%	0 -	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q5. Une application pour mobile qui calcule l'empreinte carbone de tous mes vêtements et me montre comment la neutraliser serait utile.

Q5. A cell phone APP that calculates carbon footprint of all my clothes and shows how to neutralize it would be helpful.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	106 21,20%	37 13,40%	15 29,40%	4 22,20%	3 42,90%	2 25,00%	30 31,30%	4 21,10%	4 40,00%	5 55,60%	2 40,00%
Plutôt d'accord	221 44,20%	131 47,30%	21 41,20%	9 50,00%	2 28,60%	4 50,00%	41 42,70%	8 42,10%	2 20,00%	2 22,20%	1 20,00%
Plutôt pas d'accord	78 15,60%	50 18,10%	7 13,70%	0 -	1 14,30%	1 12,50%	13 13,50%	3 15,80%	2 20,00%	1 11,10%	0 -
Pas du tout d'accord	56 11,20%	33 11,90%	5 9,80%	4 22,20%	1 14,30%	1 12,50%	6 6,30%	1 5,30%	2 20,00%	1 11,10%	2 40,00%
Je ne sais pas	39 7,80%	26 9,40%	3 5,90%	1 5,60%	0 -	0 -	6 6,30%	3 15,80%	0 -	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q6. La soie est gage de durabilité d'un article textile.

Q6. Silk contributes with fashion sustainability as silk items are forever.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	63 12,60%	30 10,80%	6 11,80%	4 22,20%	1 14,30%	0	8 8,30%	4 21,10%	4 40,00%	4 44,40%	2 40,00%
Plutôt d'accord	226 45,20%	116 41,90%	27 52,90%	8 44,40%	3 42,90%	5 62,50%	52 54,20%	9 47,40%	2 20,00%	2 22,20%	2 40,00%
Plutôt pas d'accord	71 14,20%	40 14,40%	6 11,80%	2 11,10%	1 14,30%	1 12,50%	16 16,70%	3 15,80%	0	1 11,10%	1 20,00%
Pas du tout d'accord	21 4,20%	11 4,00%	3 5,90%	1 5,60%	0	0	3 3,10%	0	2 20,00%	1 11,10%	0
Je ne sais pas	119 23,80%	80 28,90%	9 17,60%	3 16,70%	2 28,60%	2 25,00%	17 17,70%	3 15,80%	2 20,00%	1 11,10%	0
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q7. La soie est fortement identifiée à une mode durable et à une consommation responsable.

Q7. Silk is highly identified with sustainable fashion and responsible consumption.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	60 12,00%	26 9,40%	6 11,80%	3 16,70%	2 28,60%	1 12,50%	14 14,60%	2 10,50%	3 30,00%	2 22,20%	1 20,00%
Plutôt d'accord	210 42,00%	110 39,70%	23 45,10%	7 38,90%	3 42,90%	4 50,00%	45 46,90%	8 42,10%	3 30,00%	3 33,30%	4 80,00%
Plutôt pas d'accord	72 14,40%	42 15,20%	6 11,80%	5 27,80%	0 -	1 12,50%	12 12,50%	3 15,80%	1 10,00%	2 22,20%	0 -
Pas du tout d'accord	24 4,80%	10 3,60%	5 9,80%	1 5,60%	0 -	0 -	7 7,30%	0 -	1 10,00%	0 -	0 -
Je ne sais pas	134 26,80%	89 32,10%	11 21,60%	2 11,10%	2 28,60%	2 25,00%	18 18,80%	6 31,60%	2 20,00%	2 22,20%	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q8. La soie est rare.

Q8. Silk is rare.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	104 20,80%	54 19,50%	14 27,50%	5 27,80%	2 28,60%	1 12,50%	18 18,80%	4 21,10%	2 20,00%	3 33,30%	1 20,00%
Plutôt d'accord	281 56,20%	157 56,70%	26 51,00%	10 55,60%	5 71,40%	5 62,50%	54 56,30%	12 63,20%	4 40,00%	5 55,60%	3 60,00%
Plutôt pas d'accord	60 12,00%	33 11,90%	6 11,80%	1 5,60%	0 -	1 12,50%	13 13,50%	2 10,50%	3 30,00%	0 -	1 20,00%
Pas du tout d'accord	6 1,20%	2 0,70%	0 -	0 -	0 -	0 -	3 3,10%	0 -	0 -	1 11,10%	0 -
Je ne sais pas	49 9,80%	31 11,20%	5 9,80%	2 11,10%	0 -	1 12,50%	8 8,30%	1 5,30%	1 10,00%	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q9. La soie est chère.

Q9. Silk is expensive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)
Tout à fait d'accord	218 43,60%	112 40,40%	24 47,10%	8 44,40%	4 57,10%	2 25,00%	45 46,90%	9 47,40%	3 30,00%	6 66,70%	5 100,00%
Plutôt d'accord	250 50,00%	151 54,50%	23 45,10%	10 55,60%	2 28,60%	6 75,00%	41 42,70%	10 52,60%	4 40,00%	3 33,30%	0
Plutôt pas d'accord	16 3,20%	8 2,90%	2 3,90%	0 -	1 14,30%	0 -	4 4,20%	0 -	1 10,00%	0 -	0 -
Pas du tout d'accord	4 0,80%	2 0,70%	1 2,00%	0 -	0 -	0 -	1 1,00%	0 -	0 -	0 -	0 -
Je ne sais pas	12 2,40%	4 1,40%	1 2,00%	0 -	0 -	0 -	5 5,20%	0 -	2 20,00%	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q10. La soie est exclusive.

Q10. Silk is exclusive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)
Tout à fait d'accord	94 18,80%	43 15,50%	15 29,40%	5 27,80%	1 14,30%	3 37,50%	11 11,50%	7 36,80%	1 10,00%	4 44,40%	4 80,00%
Plutôt d'accord	254 50,80%	152 54,90%	25 49,00%	9 50,00%	3 42,90%	3 37,50%	46 47,90%	6 31,60%	5 50,00%	4 44,40%	1 20,00%
Plutôt pas d'accord	71 14,20%	37 13,40%	4 7,80%	2 11,10%	2 28,60%	2 25,00%	18 18,80%	4 21,10%	2 20,00%	0 -	0 -
Pas du tout d'accord	15 3,00%	7 2,50%	2 3,90%	0 -	0 -	0 -	4 4,20%	0 -	1 10,00%	1 11,10%	0 -
Je ne sais pas	66 13,20%	38 13,70%	5 9,80%	2 11,10%	1 14,30%	0 -	17 17,70%	2 10,50%	1 10,00%	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q11. La soie est confortable.

Q11. Silk is comfortable.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)
Tout à fait d'accord	190 38,00%	92 33,20%	26 51,00%	8 44,40%	5 71,40%	4 50,00%	39 40,60%	4 21,10%	6 60,00%	5 55,60%	1 20,00%
Plutôt d'accord	238 47,60%	142 51,30%	19 37,30%	8 44,40%	0	4 50,00%	42 43,80%	12 63,20%	3 30,00%	4 44,40%	4 80,00%
Plutôt pas d'accord	33 6,60%	18 6,50%	3 5,90%	1 5,60%	1 14,30%	0	6 6,30%	3 15,80%	1 10,00%	0	0
Pas du tout d'accord	8 1,60%	6 2,20%	1 2,00%	0	0	0	1 1,00%	0	0	0	0
Je ne sais pas	31 6,20%	19 6,90%	2 3,90%	1 5,60%	1 14,30%	0	8 8,30%	0	0	0	0
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q12. La soie est sexy.

Q12. Silk is sexy.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Tout à fait d'accord	169 33,80%	84 30,30%	19 37,30%	7 38,90%	5 71,40%	3 37,50%	33 34,40%	5 26,30%	6 60,00%	4 44,40%	3 60,00%
Plutôt d'accord	263 52,60%	151 54,50%	28 54,90%	10 55,60%	1 14,30%	5 62,50%	47 49,00%	13 68,40%	2 20,00%	4 44,40%	2 40,00%
Plutôt pas d'accord	30 6,00%	16 5,80%	3 5,90%	0 -	0 -	0 -	7 7,30%	1 5,30%	2 20,00%	1 11,10%	0 -
Pas du tout d'accord	10 2,00%	8 2,90%	0 -	0 -	0 -	0 -	2 2,10%	0 -	0 -	0 -	0 -
Je ne sais pas	28 5,60%	18 6,50%	1 2,00%	1 5,60%	1 14,30%	0 -	7 7,30%	0 -	0 -	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM FRANCE

Q13. Que mange le ver à soie?

Q13. What does silkworm eat?

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Je ne sais pas	231 46,20%	135 48,70%	20 39,20%	6 33,30%	4 57,10%	3 37,50%	45 46,90%	10 52,60%	4 40,00%	1 11,10%	3 60,00%
Seulement les feuilles de différents types d'arbres.	75 15,00%	39 14,10%	11 21,60%	4 22,20%	0 -	1 12,50%	12 12,50%	2 10,50%	2 20,00%	3 33,30%	1 20,00%
Les feuilles et les fruits de différents types d'arbres.	32 6,40%	11 4,00%	3 5,90%	3 16,70%	0 -	0 -	11 11,50%	2 10,50%	1 10,00%	1 11,10%	0 -
Seulement les feuilles d'un seul type d'arbre.	152 30,40%	86 31,00%	17 33,30%	4 22,20%	2 28,60%	4 50,00%	27 28,10%	5 26,30%	2 20,00%	4 44,40%	1 20,00%
Les feuilles et les fruits d'un seul type d'arbre.	10 2,00%	6 2,20%	0 -	1 5,60%	1 14,30%	0 -	1 1,00%	0 -	1 10,00%	0 -	0 -
TOTAL	500 100,00%	277 100,00%	51 100,00%	18 100,00%	7 100,00%	8 100,00%	96 100,00%	19 100,00%	10 100,00%	9 100,00%	5 100,00%

RESULTS FROM GERMANY

Q1. In Sachen Mode sind Preis und Convenience wichtiger als die Marke.

Q1. In fashion, price and convenience trump brand.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Immer	254 50,80%	26 32,10%	16 26,20%	133 69,30%	26 65,00%	3 60,00%	17 33,30%	6 20,70%	26 74,30%	0	1 50,00%
Manchmal	203 40,60%	47 58,00%	29 47,50%	54 28,10%	12 30,00%	2 40,00%	30 58,80%	19 65,50%	8 22,90%	2 50,00%	0
Selten	36 7,20%	8 9,90%	15 24,60%	4 2,10%	0 -	0 -	3 5,90%	2 6,90%	1 2,90%	2 50,00%	1 50,00%
Niemals	7 1,40%	-	1,60%	0,50%	2 5,00%	0 -	1 2,00%	2 6,90%	0 -	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q2. In Bezug auf Mode ist es besser, weniger zu kaufen.

Q2. In fashion, buying less is buying right.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000- 119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	77 15,40%	11 13,60%	6 9,80%	45 23,40%	3 7,50%	2 40,00%	8 15,70%	2 6,90%	0	0	0
Stimme eher zu	291 58,20%	30 37,00%	29 47,50%	131 68,20%	30 75,00%	1 20,00%	25 49,00%	13 44,80%	30 85,70%	2 50,00%	0
Stimme eher nicht zu	94 18,80%	31 38,30%	20 32,80%	9 4,70%	6 15,00%	2 40,00%	14 27,50%	8 27,60%	2 5,70%	1 25,00%	1 50,00%
Stimme überhaupt nicht zu	33 6,60%	6 7,40%	5 8,20%	7 3,60%	1 2,50%	0 -	4 7,80%	6 20,70%	2 5,70%	1 25,00%	1 50,00%
Ich weiß nicht	5 1,00%	3 3,70%	1 1,60%	0 -	0 -	0 -	0 -	0 -	1 2,90%	0	0
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q3. Vor dem Kauf einer Modemarke suche ich nach Informationen, ob diese nachhaltig und ethisch vertretbar ist.

Q3. Before purchasing from a fashion brand I search for information if it is sustainable and ethical.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 -119,999)	Income II (€120,000 -149,999)	Income III (€150,000 or above)
Immer	192 38,40%	8 9,90%	6 9,80%	122 63,50%	26 65,00%	2 40,00%	4 7,80%	2 6,90%	22 62,90%	0	0
Manchmal	158 31,60%	32 39,50%	23 37,70%	55 28,60%	6 15,00%	2 40,00%	15 29,40%	15 51,70%	7 20,00%	2 50,00%	1 50,00%
Selten	100 20,00%	24 29,60%	21 34,40%	11 5,70%	7 17,50%	1 20,00%	20 39,20%	10 34,50%	4 11,40%	2 50,00%	0
Niemals	50 10,00%	17 21,00%	11 18,00%	4 2,10%	1 2,50%	0 -	12 23,50%	2 6,90%	2 5,70%	0	1 50,00%
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q4. Meine Konsumgewohnheiten konzentrieren sich darauf, meinen CO2-Fußabdruck zu verringern.

Q4. My consuming habits focus on decreasing my carbon footprint.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Immer	100 20,00%	10 12,30%	3 4,90%	67 34,90%	5 12,50%	2 40,00%	5 9,80%	0	8 22,90%	0	0
Manchmal	258 51,60%	34 42,00%	26 42,60%	114 59,40%	24 60,00%	2 40,00%	14 27,50%	18 62,10%	22 62,90%	3 75,00%	1 50,00%
Selten	108 21,60%	22 27,20%	26 42,60%	10 5,20%	9 22,50%	1 20,00%	27 52,90%	9 31,00%	3 8,60%	1 25,00%	0
Niemals	23 4,60%	12 14,80%	4 6,60%	1 0,50%	1 2,50%	0	3 5,90%	0	2 5,70%	0	0
Ich weiß nicht, was ein CO2-Fußabdruck ist.	11 2,20%	3 3,70%	2 3,30%	0	1 2,50%	0	2 3,90%	2 6,90%	0	0	1 50,00%
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q5. Eine Handy-APP, die den CO2-Fußabdruck aller meiner Kleider berechnet und zeigt, wie man ihn neutralisieren kann, wäre hilfreich.

Q5. A cell phone APP that calculates carbon footprint of all my clothes and shows how to neutralize it would be helpful.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	178 35,60%	13 16,00%	10 16,40%	101 52,60%	26 65,00%	2 40,00%	4 7,80%	2 6,90%	19 54,30%	1 25,00%	0
Stimme eher zu	197 39,40%	31 38,30%	19 31,10%	82 42,70%	7 17,50%	2 40,00%	24 47,10%	19 65,50%	10 28,60%	3 75,00%	0
Stimme eher nicht zu	56 11,20%	10 12,30%	17 27,90%	5 2,60%	6 15,00%	0 -	13 25,50%	2 6,90%	3 8,60%	0 -	0
Stimme überhaupt nicht zu	43 8,60%	17 21,00%	9 14,80%	3 1,60%	1 2,50%	1 20,00%	4 7,80%	5 17,20%	2 5,70%	0 -	1 50,00%
Ich weiß nicht	26 5,20%	10 12,30%	6 9,80%	1 0,50%	0 -	0 -	6 11,80%	1 3,40%	1 2,90%	0 -	1 50,00%
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q6. Seide leistet einen Beitrag zur Nachhaltigkeit der Mode, denn Seidenartikel sind für immer und ewig.

Q6. Silk contributes with fashion sustainability as silk items are forever.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	89 17,80%	4 4,90%	2 3,30%	62 32,30%	10 25,00%	1 20,00%	3 5,90%	1 3,40%	5 14,30%	1 25,00%	0
Stimme eher zu	232 46,40%	25 30,90%	17 27,90%	111 57,80%	23 57,50%	3 60,00%	12 23,50%	13 44,80%	23 65,70%	3 75,00%	2 100,00%
Stimme eher nicht zu	74 14,80%	22 27,20%	18 29,50%	9 4,70%	4 10,00%	1 20,00%	8 15,70%	10 34,50%	2 5,70%	0 -	0 -
Stimme überhaupt nicht zu	22 4,40%	9 11,10%	7 11,50%	1 0,50%	0 -	0 -	3 5,90%	2 6,90%	0 -	0 -	0 -
Ich weiß nicht	83 16,60%	21 25,90%	17 27,90%	9 4,70%	3 7,50%	0 -	25 49,00%	3 10,30%	5 14,30%	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q7. Seide wird mit nachhaltiger Mode und verantwortungsbewusstem Konsum identifiziert.

Q7. Silk is highly identified with sustainable fashion and responsible consumption.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	162 32,40%	4 4,90%	4 6,60%	107 55,70%	22 55,00%	1 20,00%	2 3,90%	0	21 60,00%	0	1 50,00%
Stimme eher zu	163 32,60%	23 28,40%	15 24,60%	68 35,40%	12 30,00%	2 40,00%	16 31,40%	15 51,70%	9 25,70%	2 50,00%	1 50,00%
Stimme eher nicht zu	70 14,00%	22 27,20%	15 24,60%	7 3,60%	3 7,50%	1 20,00%	13 25,50%	7 24,10%	2 5,70%	0	0
Stimme überhaupt nicht zu	32 6,40%	11 13,60%	8 13,10%	3 1,60%	1 2,50%	1 20,00%	4 7,80%	3 10,30%	0	1 25,00%	0
Ich weiß nicht	73 14,60%	21 25,90%	19 31,10%	7 3,60%	2 5,00%	0	16 31,40%	4 13,80%	3 8,60%	1 25,00%	0
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q8. Seide ist selten.

Q8. Silk is rare.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	111 22,20%	11 13,60%	6 9,80%	64 33,30%	10 25,00%	2 40,00%	6 11,80%	4 13,80%	7 20,00%	1 25,00%	0
Stimme eher zu	316 63,20%	54 66,70%	41 67,20%	118 61,50%	30 75,00%	3 60,00%	25 49,00%	17 58,60%	26 74,30%	1 25,00%	1 50,00%
Stimme eher nicht zu	47 9,40%	7 8,60%	9 14,80%	9 4,70%	0 -	0 -	11 21,60%	6 20,70%	2 5,70%	2 50,00%	1 50,00%
Stimme überhaupt nicht zu	4 0,80%	3 3,70%	1 1,60%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Ich weiß nicht	22 4,40%	6 7,40%	4 6,60%	1 0,50%	0 -	0 -	9 17,60%	2 6,90%	0 -	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q9. Seide ist teuer.

Q9. Silk is expensive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	257 51,40%	37 45,70%	22 36,10%	118 61,50%	25 62,50%	3 60,00%	19 37,30%	9 31,00%	22 62,90%	1 25,00%	1 50,00%
Stimme eher zu	227 45,40%	42 51,90%	32 52,50%	73 38,00%	14 35,00%	2 40,00%	29 56,90%	20 69,00%	12 34,30%	3 75,00%	0
Stimme eher nicht zu	8 1,60%	0 -	4 6,60%	1 0,50%	1 2,50%	0 -	1 2,00%	0 -	1 2,90%	0 -	0 -
Stimme überhaupt nicht zu	3 0,60%	1 1,20%	1 1,60%	0 -	0 -	0 -	1 2,00%	0 -	0 -	0 -	0
Ich weiß nicht	5 1,00%	1 1,20%	2 3,30%	0 -	0 -	0 -	1 2,00%	0 -	0 -	0 -	1 50,00%
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q10. Seide ist exklusiv.

Q10. Silk is exclusive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	172 34,40%	28 34,60%	21 34,40%	73 38,00%	13 32,50%	3 60,00%	14 27,50%	8 27,60%	9 25,70%	3 75,00%	0
Stimme eher zu	302 60,40%	45 55,60%	33 54,10%	118 61,50%	27 67,50%	2 40,00%	33 64,70%	17 58,60%	25 71,40%	1 25,00%	1 50,00%
Stimme eher nicht zu	18 3,60%	7 8,60%	5 8,20%	1 0,50%	0 -	0 -	1 2,00%	3 10,30%	0 -	0 -	1 50,00%
Stimme überhaupt nicht zu	2 0,40%	0 -	1 1,60%	0 -	0 -	0 -	0 -	0 -	1 2,90%	0 -	0 -
Ich weiß nicht	6 1,20%	1 1,20%	1 1,60%	0 -	0 -	0 -	3 5,90%	1 3,40%	0 -	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q11. Seide ist komfortabel.

Q11. Silk is comfortable.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	206 41,20%	21 25,90%	8 13,10%	105 54,70%	26 65,00%	2 40,00%	13 25,50%	7 24,10%	22 62,90%	1 25,00%	1 50,00%
Stimme eher zu	215 43,00%	30 37,00%	39 63,90%	78 40,60%	10 25,00%	2 40,00%	27 52,90%	18 62,10%	9 25,70%	2 50,00%	0
Stimme eher nicht zu	53 10,60%	21 25,90%	10 16,40%	6 3,10%	3 7,50%	1 20,00%	6 11,80%	4 13,80%	1 2,90%	1 25,00%	0
Stimme überhaupt nicht zu	8 1,60%	2 2,50%	1 1,60%	3 1,60%	0	0	1 2,00%	0	1 2,90%	0	0
Ich weiß nicht	18 3,60%	7 8,60%	3 4,90%	0	1 2,50%	0	4 7,80%	0	2 5,70%	0	1 50,00%
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q12. Seide ist sexy.

Q12. Silk is sexy.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Stimme voll und ganz zu	157 31,40%	26 32,10%	12 19,70%	76 39,60%	12 30,00%	3 60,00%	13 25,50%	7 24,10%	4 11,40%	4 100,00%	0
Stimme eher zu	267 53,40%	33 40,70%	32 52,50%	110 57,30%	24 60,00%	2 40,00%	22 43,10%	18 62,10%	25 71,40%	0	1 50,00%
Stimme eher nicht zu	44 8,80%	13 16,00%	12 19,70%	2 1,00%	3 7,50%	0 -	8 15,70%	2 6,90%	4 11,40%	0	0
Stimme überhaupt nicht zu	9 1,80%	3 3,70%	1 1,60%	2 1,00%	0 -	0 -	1 2,00%	0 -	1 2,90%	0 -	1 50,00%
Ich weiß nicht	23 4,60%	6 7,40%	4 6,60%	2 1,00%	1 2,50%	0 -	7 13,70%	2 6,90%	1 2,90%	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM GERMANY

Q13. Was frisst die Seidenraupe?

Q13. What does silkworm eat?

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)	Income A (€40,000 - 69,999)	Income B (€70,000 - 99,999)	Income I (€100,000 - 119,999)	Income II (€120,000 - 149,999)	Income III (€150,000 or above)
Ich weiß es nicht	320 64,00%	33 40,70%	26 42,60%	161 83,90%	32 80,00%	2 40,00%	23 45,10%	13 44,80%	26 74,30%	3 75,00%	1 50,00%
Nur Blätter von mehreren Baumarten.	35 7,00%	6 7,40%	3 4,90%	16 8,30%	1 2,50%	0 -	5 9,80%	1 3,40%	2 5,70%	0 -	1 50,00%
Blätter und Früchte verschiedener Baumarten.	26 5,20%	5 6,20%	7 11,50%	3 1,60%	2 5,00%	0 -	2 3,90%	6 20,70%	1 2,90%	0 -	0 -
Nur Blätter einer einzigen Baumart.	102 20,40%	31 38,30%	22 36,10%	11 5,70%	3 7,50%	2 40,00%	19 37,30%	7 24,10%	6 17,10%	1 25,00%	0 -
Blätter und Früchte einer einzigen Baumart.	17 3,40%	6 7,40%	3 4,90%	1 0,50%	2 5,00%	1 20,00%	2 3,90%	2 6,90%	0 -	0 -	0 -
SUMME	500 100,00%	81 100,00%	61 100,00%	192 100,00%	40 100,00%	5 100,00%	51 100,00%	29 100,00%	35 100,00%	4 100,00%	2 100,00%

RESULTS FROM ITALY

Q1. Nella moda, il prezzo e la convenienza sono più importanti del marchio.

Q1. In fashion, price and convenience trump brand.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Sempre	87 17,40%	20 14,20%	15 22,70%	8 14,80%	10 25,60%	1 3,60%	14 20,90%	5 12,20%	6 20,00%	5 25,00%	3 21,40%
Qualche volta	314 62,80%	94 66,70%	43 65,20%	29 53,70%	21 53,80%	16 57,10%	42 62,70%	30 73,20%	18 60,00%	14 70,00%	7 50,00%
Raramente	77 15,40%	23 16,30%	7 10,60%	13 24,10%	4 10,30%	7 25,00%	10 14,90%	6 14,60%	4 13,30%	1 5,00%	2 14,30%
May	22 4,40%	4 2,80%	1 1,50%	4 7,40%	4 10,30%	4 14,30%	1 1,50%	0 -	2 6,70%	0 -	2 14,30%
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q2. Nella moda, comprare meno è comprare bene.

Q2. In fashion, buying less is buying right.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	58 11,60%	15 10,60%	7 10,60%	10 18,50%	6 15,40%	2 7,10%	8 11,90%	3 7,30%	1 3,30%	5 25,00%	1 7,10%
D'accordo	213 42,60%	68 48,20%	27 40,90%	22 40,70%	16 41,00%	9 32,10%	30 44,80%	15 36,60%	11 36,70%	7 35,00%	8 57,10%
Tendo a essere in disaccordo	157 31,40%	37 26,20%	26 39,40%	16 29,60%	12 30,80%	10 35,70%	18 26,90%	18 43,90%	13 43,30%	6 30,00%	1 7,10%
Decisamente in disaccordo	51 10,20%	11 7,80%	4 6,10%	5 9,30%	3 7,70%	6 21,40%	9 13,40%	4 9,80%	3 10,00%	2 10,00%	4 28,60%
Non lo so	21 4,20%	10 7,10%	2 3,00%	1 1,90%	2 5,10%	1 3,60%	2 3,00%	1 2,40%	2 6,70%	0 -	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q3. Prima di acquistare da un marchio di moda, cerco informazioni se è sostenibile ed etico.

Q3. Before purchasing from a fashion brand I search for information if it is sustainable and ethical.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Sempre	89 17,80%	10 7,10%	8 12,10%	13 24,10%	16 41,00%	15 53,60%	5 7,50%	5 12,20%	8 26,70%	7 35,00%	2 14,30%
Qualche volta	226 45,20%	68 48,20%	33 50,00%	21 38,90%	19 48,70%	8 28,60%	29 43,30%	19 46,30%	14 46,70%	7 35,00%	8 57,10%
Raramente	131 26,20%	45 31,90%	19 28,80%	14 25,90%	3 7,70%	3 10,70%	19 28,40%	15 36,60%	6 20,00%	5 25,00%	2 14,30%
May	54 10,80%	18 12,80%	6 9,10%	6 11,10%	1 2,60%	2 7,10%	14 20,90%	2 4,90%	2 6,70%	1 5,00%	2 14,30%
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q4. Le mie abitudini di consumo si concentrano sulla valutazione dell'impronta di carbonio.

Q4. My consuming habits focus on decreasing my carbon footprint.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Sempre	42 8,40%	5 3,50%	3 4,50%	11 20,40%	5 12,80%	6 21,40%	2 3,00%	5 12,20%	2 6,70%	1 5,00%	2 14,30%
Qualche volta	138 27,60%	30 21,30%	23 34,80%	9 16,70%	18 46,20%	4 14,30%	20 29,90%	11 26,80%	9 30,00%	7 35,00%	7 50,00%
Raramente	92 18,40%	30 21,30%	11 16,70%	10 18,50%	4 10,30%	6 21,40%	11 16,40%	8 19,50%	6 20,00%	5 25,00%	1 7,10%
May	73 14,60%	25 17,70%	10 15,20%	9 16,70%	3 7,70%	6 21,40%	7 10,40%	6 14,60%	4 13,30%	1 5,00%	2 14,30%
Non so cosa sia l'impronta di carbonio	155 31,00%	51 36,20%	19 28,80%	15 27,80%	9 23,10%	6 21,40%	27 40,30%	11 26,80%	9 30,00%	6 30,00%	2 14,30%
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q5. Un'APP per telefoni cellulari in grado di calcolare l'impronta di carbonio di tutti i miei vestiti e mostrare come neutralizzarla sarebbe utile.

Q5. A cell phone APP that calculates carbon footprint of all my clothes and shows how to neutralize it would be helpful.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Sempre	105 21,00%	21 14,90%	9 13,60%	20 37,00%	7 17,90%	10 35,70%	10 14,90%	13 31,70%	7 23,30%	4 20,00%	4 28,60%
Qualche volta	183 36,60%	44 31,20%	27 40,90%	14 25,90%	20 51,30%	5 17,90%	25 37,30%	16 39,00%	15 50,00%	11 55,00%	6 42,90%
Raramente	50 10,00%	17 12,10%	9 13,60%	1 1,90%	2 5,10%	7 25,00%	8 11,90%	1 2,40%	3 10,00%	1 5,00%	1 7,10%
May	39 7,80%	11 7,80%	5 7,60%	7 13,00%	1 2,60%	3 10,70%	4 6,00%	5 12,20%	0 -	1 5,00%	2 14,30%
TOTALE	123 24,60%	48 34,00%	16 24,20%	12 22,20%	9 23,10%	3 10,70%	20 29,90%	6 14,60%	5 16,70%	3 15,00%	1 7,10%
TOTAL	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q6. La seta contribuisce alla sostenibilità della moda perché i capi in seta durano per sempre.

Q6. Silk contributes with fashion sustainability as silk items are forever.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	71 14,20%	16 11,30%	7 10,60%	14 25,90%	9 23,10%	10 35,70%	4 6,00%	3 7,30%	4 13,30%	3 15,00%	1 7,10%
D'accordo	257 51,40%	61 43,30%	39 59,10%	28 51,90%	19 48,70%	16 57,10%	34 50,70%	23 56,10%	16 53,30%	12 60,00%	9 64,30%
Tendo a essere in disaccordo	73 14,60%	25 17,70%	10 15,20%	4 7,40%	7 17,90%	2 7,10%	7 10,40%	8 19,50%	4 13,30%	5 25,00%	1 7,10%
Decisamente in disaccordo	16 3,20%	4 2,80%	2 3,00%	4 7,40%	0 -	0 -	3 4,50%	0 -	1 3,30%	0 -	2 14,30%
Non lo so	83 16,60%	35 24,80%	8 12,10%	4 7,40%	4 10,30%	0 -	19 28,40%	7 17,10%	5 16,70%	0 -	1 7,10%
TOTAL	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q7. La seta è altamente identificata con la moda sostenibile e il consumo responsabile.

Q7. Silk is highly identified with sustainable fashion and responsible consumption.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	80 16,00%	17 12,10%	5 7,60%	13 24,10%	13 33,30%	13 46,40%	4 6,00%	2 4,90%	7 23,30%	4 20,00%	2 14,30%
D'accordo	236 47,20%	57 40,40%	35 53,00%	27 50,00%	16 41,00%	13 46,40%	33 49,30%	24 58,50%	14 46,70%	10 50,00%	7 50,00%
Tendo a essere in disaccordo	64 12,80%	22 15,60%	10 15,20%	7 13,00%	3 7,70%	2 7,10%	7 10,40%	5 12,20%	3 10,00%	3 15,00%	2 14,30%
Decisamente in disaccordo	13 2,60%	4 2,80%	2 3,00%	2 3,70%	1 2,60%	0 -	2 3,00%	0 -	0 -	1 5,00%	1 7,10%
Non lo so	107 21,40%	41 29,10%	14 21,20%	5 9,30%	6 15,40%	0 -	21 31,30%	10 24,40%	6 20,00%	2 10,00%	2 14,30%
TOTAL	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q8. La seta è rara.

Q8. Silk is rare.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	79 15,80%	18 12,80%	10 15,20%	11 20,40%	8 20,50%	8 28,60%	8 11,90%	5 12,20%	6 20,00%	5 25,00%	0
D'accordo	253 50,60%	67 47,50%	35 53,00%	24 44,40%	24 61,50%	15 53,60%	35 52,20%	18 43,90%	15 50,00%	11 55,00%	9 64,30%
Tendo a essere in disaccordo	110 22,00%	37 26,20%	13 19,70%	15 27,80%	3 7,70%	4 14,30%	14 20,90%	10 24,40%	7 23,30%	3 15,00%	4 28,60%
Decisamente in disaccordo	18 3,60%	4 2,80%	4 6,10%	1 1,90%	2 5,10%	0 -	2 3,00%	2 4,90%	2 6,70%	0 -	1 7,10%
Non lo so	40 8,00%	15 10,60%	4 6,10%	3 5,60%	2 5,10%	1 3,60%	8 11,90%	6 14,60%	0 -	1 5,00%	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q9. La seta è costosa.

Q9. Silk is expensive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 -129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 -129,999)	Income III (€130,000 or above)
Completamente d'accordo	168 33,60%	52 36,90%	27 40,90%	21 38,90%	12 30,80%	4 14,30%	21 31,30%	10 24,40%	13 43,30%	6 30,00%	2 14,30%
D'accordo	299 59,80%	82 58,20%	36 54,50%	31 57,40%	25 64,10%	22 78,60%	42 62,70%	25 61,00%	14 46,70%	13 65,00%	9 64,30%
Tendo a essere in disaccordo	21 4,20%	3 2,10%	3 4,50%	1 1,90%	2 5,10%	2 7,10%	2 3,00%	2 4,90%	2 6,70%	1 5,00%	3 21,40%
Decisamente in disaccordo	2 0,40%	1 0,70%	0 -	0 -	0 -	0 -	0 -	1 2,40%	0 -	0 -	0 -
Non lo so	10 2,00%	3 2,10%	0 -	1 1,90%	0 -	0 -	2 3,00%	3 7,30%	1 3,30%	0 -	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q10. La seta è esclusiva.

Q10. Silk is exclusive.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	140 28,00%	35 24,80%	18 27,30%	25 46,30%	15 38,50%	11 39,30%	15 22,40%	4 9,80%	9 30,00%	6 30,00%	2 14,30%
D'accordo	279 55,80%	81 57,40%	37 56,10%	29 53,70%	20 51,30%	14 50,00%	38 56,70%	23 56,10%	18 60,00%	10 50,00%	9 64,30%
Tendo a essere in disaccordo	65 13,00%	19 13,50%	10 15,20%	0 -	3 7,70%	3 10,70%	11 16,40%	10 24,40%	2 6,70%	4 20,00%	3 21,40%
Decisamente in disaccordo	3 0,60%	1 0,70%	0 -	0 -	0 -	0 -	1 1,50%	1 2,40%	0 -	0 -	0 -
Non lo so	13 2,60%	5 3,50%	1 1,50%	0 -	1 2,60%	0 -	2 3,00%	3 7,30%	1 3,30%	0 -	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q11. La seta è comoda da indossare.

Q11. Silk is comfortable.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	174 34,80%	36 25,50%	17 25,80%	25 46,30%	19 48,70%	17 60,70%	19 28,40%	12 29,30%	13 43,30%	11 55,00%	5 35,70%
D'accordo	248 49,60%	78 55,30%	38 57,60%	21 38,90%	18 46,20%	11 39,30%	33 49,30%	23 56,10%	14 46,70%	6 30,00%	6 42,90%
Tendo a essere in disaccordo	55 11,00%	19 13,50%	6 9,10%	8 14,80%	1 2,60%	0 -	10 14,90%	4 9,80%	2 6,70%	2 10,00%	3 21,40%
Decisamente in disaccordo	10 2,00%	2 1,40%	4 6,10%	0 -	0 -	0 -	2 3,00%	1 2,40%	1 3,30%	0 -	0 -
Non lo so	13 2,60%	6 4,30%	1 1,50%	0 -	1 2,60%	0 -	3 4,50%	1 2,40%	0 -	1 5,00%	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q12. La seta è sexy.

Q12. Silk is sexy.

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Completamente d'accordo	206 41,20%	51 36,20%	23 34,80%	29 53,70%	15 38,50%	19 67,90%	21 31,30%	18 43,90%	15 50,00%	10 50,00%	5 35,70%
D'accordo	250 50,00%	77 54,60%	37 56,10%	21 42,60%	7 53,80%	38 25,00%	17 56,70%	13 41,50%	8 43,30%	9 40,00%	9 64,30%
Tendo a essere in disaccordo	27 5,40%	9 6,40%	4 6,10%	2 3,70%	1 2,60%	1 3,60%	4 6,00%	3 7,30%	1 3,30%	2 10,00%	0 -
Decisamente in disaccordo	6 1,20%	2 1,40%	0 -	0 -	1 2,60%	1 3,60%	2 3,00%	0 -	0 -	0 -	0 -
Non lo so	11 2,20%	2 1,40%	2 3,00%	0 -	1 2,60%	0 -	2 3,00%	3 7,30%	1 3,30%	0 -	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM ITALY

Q13. Cosa mangia il baco da seta?

Q13. What does silkworm eat?

Answers	Total	High Education Level									
		Age Break I (29-38)					Age Break II (18-28)				
		Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)	Income A (€40,000 - 59,999)	Income B (€60,000 - 79,999)	Income I (€80,000 - 99,999)	Income II (€100,000 - 129,999)	Income III (€130,000 or above)
Non so	168 33,60%	50 35,50%	24 36,40%	14 25,90%	8 20,50%	3 10,70%	33 49,30%	16 39,00%	10 33,30%	6 30,00%	4 28,60%
Esclusivamente foglie di diversi tipi di alberi.	60 12,00%	17 12,10%	9 13,60%	6 11,10%	4 10,30%	1 3,60%	7 10,40%	5 12,20%	6 20,00%	2 10,00%	3 21,40%
Foglie e frutti di diversi tipi di alberi.	30 6,00%	8 5,70%	4 6,10%	1 1,90%	1 2,60%	3 10,70%	3 4,50%	3 7,30%	3 10,00%	2 10,00%	2 14,30%
Esclusivamente foglie di un solo tipo di albero.	221 44,20%	59 41,80%	27 40,90%	29 53,70%	26 66,70%	19 67,90%	20 29,90%	17 41,50%	10 33,30%	9 45,00%	5 35,70%
Foglie e frutti di un solo tipo di albero.	21 4,20%	7 5,00%	2 3,00%	4 7,40%	0 -	2 7,10%	4 6,00%	0 -	1 3,30%	1 5,00%	0 -
TOTALE	500 100,00%	141 100,00%	66 100,00%	54 100,00%	39 100,00%	28 100,00%	67 100,00%	41 100,00%	30 100,00%	20 100,00%	14 100,00%

RESULTS FROM USA

Q1. In fashion, price and convenience trump brand.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Always	140 28,00%	51 31,30%	19 17,90%	15 22,70%	29 37,20%	19 31,10%	7 26,90%
Sometimes	285 57,00%	88 54,00%	69 65,10%	34 51,50%	40 51,30%	36 59,00%	18 69,20%
Rarely	50 10,00%	14 8,60%	13 12,30%	14 21,20%	5 6,40%	4 6,60%	0 -
Never	25 5,00%	10 6,10%	5 4,70%	3 4,50%	4 5,10%	2 3,30%	1 3,80%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q2. In fashion, buying less is buying right.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	75 15,00%	29 17,80%	11 10,40%	11 16,70%	14 17,90%	6 9,80%	4 15,40%
Tend to agree	210 42,00%	60 36,80%	46 43,40%	33 50,00%	32 41,00%	28 45,90%	11 42,30%
Tend to disagree	139 27,80%	47 28,80%	33 31,10%	12 18,20%	22 28,20%	19 31,10%	6 23,10%
Strongly disagree	25 5,00%	5 3,10%	6 5,70%	5 7,60%	5 6,40%	2 3,30%	2 7,70%
Don't know	51 10,20%	22 13,50%	10 9,40%	5 7,60%	5 6,40%	6 9,80%	3 11,50%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q3. Before purchasing from a fashion brand I search for information if it is sustainable and ethical.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Always	81 16,20%	33 20,20%	13 12,30%	9 13,60%	17 21,80%	7 11,50%	2 7,70%
Sometimes	198 39,60%	55 33,70%	45 42,50%	23 34,80%	34 43,60%	26 42,60%	15 57,70%
Rarely	133 26,60%	43 26,40%	27 25,50%	17 25,80%	22 28,20%	17 27,90%	7 26,90%
Never	88 17,60%	32 19,60%	21 19,80%	17 25,80%	5 6,40%	11 18,00%	2 7,70%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q4. My consuming habits focus on decreasing my carbon footprint.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Always	62 12,40%	21 12,90%	13 12,30%	7 10,60%	12 15,40%	6 9,80%	3 11,50%
Sometimes	232 46,40%	71 43,60%	52 49,10%	27 40,90%	33 42,30%	32 52,50%	17 65,40%
Rarely	140 28,00%	45 27,60%	27 25,50%	20 30,30%	28 35,90%	15 24,60%	5 19,20%
Never	39 7,80%	16 9,80%	5 4,70%	10 15,20%	2 2,60%	5 8,20%	1 3,80%
Don't know what carbon footprint is	27 5,40%	10 6,10%	9 8,50%	2 3,00%	3 3,80%	3 4,90%	0 -
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q5. A cell phone APP that calculates carbon footprint of all my clothes and shows how to neutralize it would be helpful.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	104 20,80%	35 21,50%	16 15,10%	12 18,20%	23 29,50%	15 24,60%	3 11,50%
Tend to agree	196 39,20%	59 36,20%	47 44,30%	22 33,30%	34 43,60%	24 39,30%	10 38,50%
Tend to disagree	89 17,80%	21 12,90%	16 15,10%	20 30,30%	13 16,70%	12 19,70%	7 26,90%
Strongly disagree	47 9,40%	17 10,40%	16 15,10%	6 9,10%	2 2,60%	3 4,90%	3 11,50%
Don't know	64 12,80%	31 19,00%	11 10,40%	6 9,10%	6 7,70%	7 11,50%	3 11,50%
Sigma	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q6. Silk contributes with fashion sustainability as silk items are forever.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	71 14,20%	27 16,60%	13 12,30%	7 10,60%	11 14,10%	10 16,40%	3 11,50%
Tend to agree	180 36,00%	53 32,50%	39 36,80%	24 36,40%	34 43,60%	22 36,10%	8 30,80%
Tend to disagree	73 14,60%	22 13,50%	14 13,20%	12 18,20%	14 17,90%	7 11,50%	4 15,40%
Strongly disagree	17 3,40%	10 6,10%	2 1,90%	2 3,00%	0 -	3 4,90%	0 -
Don't know	159 31,80%	51 31,30%	38 35,80%	21 31,80%	19 24,40%	19 31,10%	11 42,30%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q7. Silk is highly identified with sustainable fashion and responsible consumption.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	74 14,80%	27 16,60%	12 11,30%	6 9,10%	18 23,10%	7 11,50%	4 15,40%
Tend to agree	190 38,00%	60 36,80%	45 42,50%	24 36,40%	31 39,70%	22 36,10%	8 30,80%
Tend to disagree	51 10,20%	16 9,80%	10 9,40%	9 13,60%	9 11,50%	6 9,80%	1 3,80%
Strongly disagree	11 2,20%	7 4,30%	1 0,90%	1 1,50%	1 1,30%	1 1,60%	0 -
Don't know	174 34,80%	53 32,50%	38 35,80%	26 39,40%	19 24,40%	25 41,00%	13 50,00%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q8. Silk is rare.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	58 11,60%	20 12,30%	14 13,20%	4 6,10%	10 12,80%	8 13,10%	2 7,70%
Tend to agree	204 40,80%	60 36,80%	42 39,60%	27 40,90%	37 47,40%	25 41,00%	13 50,00%
Tend to disagree	143 28,60%	45 27,60%	29 27,40%	23 34,80%	24 30,80%	15 24,60%	7 26,90%
Strongly disagree	26 5,20%	13 8,00%	6 5,70%	2 3,00%	3 3,80%	2 3,30%	0 -
Don't know	69 13,80%	25 15,30%	15 14,20%	10 15,20%	4 5,10%	11 18,00%	4 15,40%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q9. Silk is expensive.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	149 29,80%	52 31,90%	28 26,40%	16 24,20%	29 37,20%	19 31,10%	5 19,20%
Tend to agree	282 56,40%	90 55,20%	60 56,60%	44 66,70%	36 46,20%	35 57,40%	17 65,40%
Tend to disagree	39 7,80%	8 4,90%	10 9,40%	4 6,10%	11 14,10%	4 6,60%	2 7,70%
Strongly disagree	7 1,40%	5 3,10%	0 -	0 -	1 1,30%	0 -	1 3,80%
Don't know	23 4,60%	8 4,90%	8 7,50%	2 3,00%	1 1,30%	3 4,90%	1 3,80%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q10. Silk is exclusive.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	111 22,20%	41 25,20%	17 16,00%	13 19,70%	26 33,30%	10 16,40%	4 15,40%
Tend to agree	247 49,40%	73 44,80%	54 50,90%	33 50,00%	37 47,40%	36 59,00%	14 53,80%
Tend to disagree	81 16,20%	26 16,00%	20 18,90%	12 18,20%	12 15,40%	6 9,80%	5 19,20%
Strongly disagree	9 1,80%	4 2,50%	3 2,80%	0 -	0 -	2 3,30%	0 -
Don't know	52 10,40%	19 11,70%	12 11,30%	8 12,10%	3 3,80%	7 11,50%	3 11,50%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q11. Silk is comfortable.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	177 35,40%	54 33,10%	32 30,20%	27 40,90%	35 44,90%	19 31,10%	10 38,50%
Tend to agree	235 47,00%	73 44,80%	56 52,80%	31 47,00%	30 38,50%	31 50,80%	14 53,80%
Tend to disagree	44 8,80%	17 10,40%	9 8,50%	1 1,50%	10 12,80%	6 9,80%	1 3,80%
Strongly disagree	19 3,80%	9 5,50%	3 2,80%	1 1,50%	3 3,80%	2 3,30%	1 3,80%
Don't know	25 5,00%	10 6,10%	6 5,70%	6 9,10%	0 -	3 4,90%	0 -
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q12. Silk is sexy.

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Strongly agree	188 37,60%	53 32,50%	39 36,80%	27 40,90%	40 51,30%	21 34,40%	8 30,80%
Tend to agree	237 47,40%	77 47,20%	51 48,10%	32 48,50%	32 41,00%	30 49,20%	15 57,70%
Tend to disagree	30 6,00%	17 10,40%	6 5,70%	1 1,50%	2 2,60%	4 6,60%	0 -
Strongly disagree	10 2,00%	4 2,50%	1 0,90%	1 1,50%	3 3,80%	1 1,60%	0 -
Don't know	35 7,00%	12 7,40%	9 8,50%	5 7,60%	1 1,30%	5 8,20%	3 11,50%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

RESULTS FROM USA

Q13. What does silkworm eat?

Answers	Total	High Education Level					
		Age Break I (29-38)			Age Break II (18-28)		
		Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)	Income I (\$ 75,000 - 99,999)	Income II (\$ 100,000 - 149,999)	Income III (\$ 150,000 or above)
Don't know	254 50,80%	76 46,60%	56 52,80%	30 45,50%	38 48,70%	39 63,90%	15 57,70%
Only leaves of several types of trees.	56 11,20%	14 8,60%	16 15,10%	4 6,10%	11 14,10%	8 13,10%	3 11,50%
Leaves and fruits of several types of trees.	61 12,20%	25 15,30%	11 10,40%	11 16,70%	11 14,10%	2 3,30%	1 3,80%
Only leaves of a single type of tree.	111 22,20%	42 25,80%	18 17,00%	17 25,80%	16 20,50%	12 19,70%	6 23,10%
Leaves and fruits of a single type of tree.	18 3,60%	6 3,70%	5 4,70%	4 6,10%	2 2,60%	0 -	1 3,80%
TOTAL	500 100,00%	163 100,00%	106 100,00%	66 100,00%	78 100,00%	61 100,00%	26 100,00%

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