

1.How much can you spend on clothing purchases each month?

0~150£

150£~300£

300£~450£

450£~

2.What percentage of your purchases of fast fashion brands account for the number of clothing you buy each month?

0%~30%

20%~40%

40%~60%

60%~

3.Why would you buy clothing from fast fashion brands? (Multiple choice)

Fashionable style

Low price

Limited disposable income

Think the quality is good(eg. comfortable to wear...)

the others_____

4.Which of the following ranges does the number of wearing times of the fast fashion brand you buy fall within?

Not worn

0~3 times

3~10 times

Always wear until it is damaged

5. Do you know that the clothing of fast fashion brands may cause environmental waste in the process of production and sales?

Yes

No

If you answer yes, the following questions will be answered. If the answer is no, the respondent who answered no will be invited to participate in additional interviews.

6. When buying clothes, I care about whether the fabric is recyclable

strongly disagree / disagree / neutral / agree / strongly agree

7. Are you willing to spend more money to buy fast fashion brand clothing made of sustainable materials?

strongly disagree / disagree / neutral / agree / strongly agree

8. Do you think that reusing old clothes will have a positive social and moral effect?

strongly disagree / disagree / neutral / agree / strongly agree

9. Do you think fast fashion brands should provide clear environmental protection tips or redesign and reuse old clothes?

strongly disagree / disagree / neutral / agree / strongly agree