



MILLENNIAL



MODA
SOSTENIBILITÀ

SETA

SONDAGGIO DI MARKETING IN

CINA,
FRANCIA,
GERMANIA,
ITALIA
& STATI UNITI





I titoli sui Millennial, la generazione che ogni marchio vuole a bordo, sono i più letti. La ragione di questo interesse può essere esemplificata dal fatto che nel 2017 i Millennial negli Stati Uniti hanno speso circa \$200 miliardi e si stima che entro la fine del 2018 avranno più potere di spesa di qualsiasi altra generazione.

Considerando i risultati di diversi sondaggi di marketing già realizzati, non c'è dubbio che i Millennial abbiano valori e comportamenti di consumo distinti, compreso un notevole interesse per la sostenibilità.



I leader di LVMH con cui ho parlato credono fermamente che i Millennial, più delle generazioni precedenti, abbiano a cuore la sostenibilità. Come afferma Charles Gibb, CEO di Belvedere, "Fino a poco tempo fa, il marketing si concentrava principalmente sul prodotto e sull'immagine del marchio. Ma ora le persone cercano se sei socialmente e ambientalmente responsabile. Le persone guardano le marche e chiedono che cosa fanno per il mondo. Se non fai queste cose, non sei un marchio moderno."

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

Una forza importante dietro al crescente movimento per la sostenibilità è la comprensione che la leadership della sostenibilità può fungere da vera fonte di differenziazione. I Millennial in particolare sono interessati a soluzioni più sostenibili e più di ogni altra generazione precedente i Millennial sono disposti a spendere di più per marchi sostenibili.

“È interessante notare che, la sostenibilità, è davvero importante tra le giovani generazioni. In Cina... il valore che attribuiscono al modo in cui i marchi fanno affari, quello che i marchi rappresentano è fuori dagli schemi rispetto a qualsiasi generazione precedente”

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

Stiamo iniziando a vedere l'aumento dei Millennial che richiedono giustizia ambientale. François-Henri Pinault, CEO di Kering, ha osservato che "i Millennial, sia come consumatori che come potenziali dipendenti, innalzano il livello e richiedono maggiore trasparenza e responsabilità da parte delle aziende." Sono consumatori consapevoli che vogliono sapere dove e come i prodotti che stanno acquistando sono fatti. Valorizzano materiali e lavorazioni di alta qualità.

Fashion and Sustainability – London
College of Fashion.





Man mano che aumenta l'attenzione dei consumatori sui temi della sostenibilità, i leader della sostenibilità possono sfruttare il loro vantaggio per promuovere la crescita dei ricavi. La sostenibilità sarà inoltre accelerata dai progressi della tecnologia su materiali, prodotti e processi.

Nell'ambito di questo scenario, l'International Silk Union (ISU) un'organizzazione internazionale e specializzata senza scopo di lucro dedicata a promuovere la comunicazione e la cooperazione dell'industria della seta, riunendo oltre 100 imprese provenienti da oltre 16 paesi e regioni, tra cui Cina, Brasile, Italia, India, Francia, Giappone, Svizzera, Tailandia, Vietnam e anche organizzazioni come Ufficio Italiano Seta, INTERSOIE France e Associazione Seta Vietnam, ha coordinato un sondaggio internazionale tra donne Millennials con istruzione universitaria e reddito familiare medio-alto in Cina, Francia, Germania, Italia e Stati Uniti che mirano a misurare la loro conoscenza della seta e il suo comportamento positivo verso la sostenibilità della moda.

Ad esempio, nel 2017, Hermès China ha adottato un approccio proattivo, con la creazione di un Comitato per lo Sviluppo Sostenibile Strategico, che ha tre membri del Comitato di gestione, un Comitato per lo sviluppo sostenibile a Shanghai con 11 membri e una rete di 23 ambasciatori nei negozi”.

Hermès - Annual reports/Reference documents 2017



Concentrandosi sulla fibra di seta, i risultati di questo sondaggio mirano ad assistere le aziende di ogni livello nel settore della moda nel loro approccio ai Millennial, in particolare in Europa dove la seta è responsabile di oltre 20.000 posti di lavoro diretti in circa 200 piccole e medie imprese in Italia e Francia. Circa 3.000 tonnellate di filati di seta vengono importati ogni anno dall'UE, generando 1,6 miliardi di Euro di articoli di seta, di cui il 40% esportati al di fuori dell'Europa.

Per produrre seta è assolutamente necessario avere alberi di gelso coltivati senza pesticidi per nutrire il baco da seta. È necessario avere una decina di alberi di gelso coltivati per nutrire il baco da seta che produrrà la seta di una singola blusa di seta. La mitigazione del carbonio di questi dieci alberi di gelso è circa 30 volte l'impronta di carbonio che questa camicetta di seta genererà durante la sua intera vita.

“ Il presente studio tiene conto dei dati raccolti nella letteratura scientifica riguardanti l'impronta di carbonio dei capi prodotti con la fibra di seta e il ruolo del gelso come strumento di mitigazione della CO2. C'è un'indicazione di una correlazione positiva tra capi di seta e mitigazione dell'impronta di carbonio se considerata la coltivazione di alberi di gelso in questo calcolo. Una piantagione di questi alberi mitiga la CO2 in una proporzione di 735 volte il peso della fibra di seta prodotta dall'area coltivata a gelso ”.

A. M. Giacomini et alii

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



I Millennial si preoccupano della attenuazione dell'impronta di carbonio? Collegano la seta alla sostenibilità e al consumo responsabile? Sono consapevoli degli aspetti positivi della seta nei confronti della sostenibilità della moda? Il sondaggio ISU fornisce indizi per rispondere a queste domande e sottolinea alcuni aspetti che potrebbero contribuire a soddisfare il desiderio dei Millennial di una moda più sostenibile.

IL SONDAGGIO

L'indagine è stata effettuata nell'aprile/2018 da SSI Survey Sampling International, il principale fornitore globale di ricerche di marketing, operando da 40 uffici e personale remoto in oltre 20 paesi e con panel che coprono il globo con 17 milioni di intervistati qualificati. A nome di International Silk Union, SSI ha intervistato 2.500 donne nate tra il 1980 e il 2000, frequentando un college o con un'educazione universitaria, appartenenti a famiglie con reddito medio-alto in Cina, Francia, Germania, Italia e Stati Uniti.

Interviste: 2.500

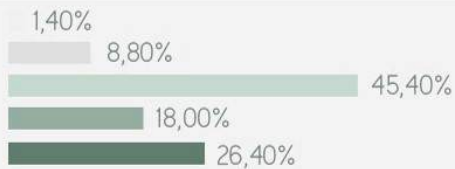
I LIVELLI DI REDDITO



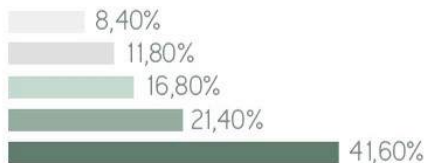
RMB 340,000 or above
RMB 216,000 - RMB 339,999
RMB 96,000 - RMB 215,999



€ 150,000 or above
€ 120,000 - € 149,999
€ 100,000 - € 119,999
€ 70,000 - € 99,999
€ 40,000 - € 69,999



€ 150,000 or above
€ 120,000 - € 149,999
€ 100,000 - € 119,999
€ 70,000 - € 99,999
€ 40,000 - € 69,999

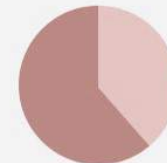


€ 130,000 or above
€ 100,000 - € 129,999
€ 80,000 - € 99,999
€ 60,000 - € 79,999
€ 40,000 - € 59,999

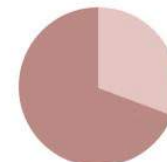


\$ 150,000 or above
\$ 100,000 - € 149,999
\$ 75,000 - € 99,999

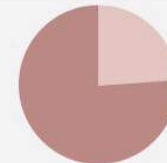
I LIVELLI DI ETÀ



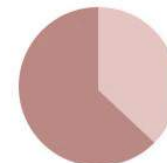
Nata tra il 1980 e il 1989
Nata tra il 1990 e il 2000



Nata tra il 1980 e il 1989
Nata tra il 1990 e il 2000



Nata tra il 1980 e il 1989
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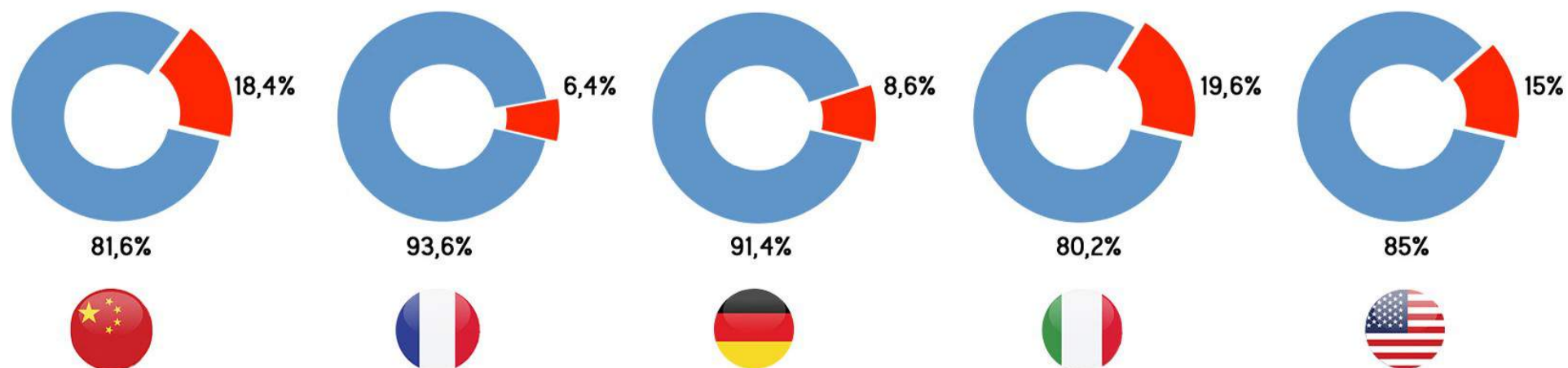


IL QUESTIONARIO

Il questionario ha 13 domande, a partire da domande generali relative alla moda, alla sostenibilità e al consumo responsabile (domande 1-5); domande relative alla seta e alla sostenibilità (domande 6 e 7); domande relative all'immagine della seta nella mente delle Millennial (domande 8-12) e una domanda relativa alla conoscenza delle Millennial sulla necessità della coltivazione di alberi di gelso per produrre la seta.

Per quanto riguarda il processo di traduzione nelle versioni cinese, francese, italiana e tedesca, sono stati apportati alcuni piccoli cambiamenti al fine di preservare il significato di ogni domanda, osservando le specificità culturali e linguistiche. Il sommario dei risultati dei questionari su questo rapporto mostra domande in inglese, ma per mantenere i risultati il più trasparenti possibile in Appendice ci sono i risultati completi con domande fatte nella lingua di ciascun paese insieme ai risultati sul campo per un'analisi completa degli interessati.

1. NELLA MODA, IL PREZZO E LA CONVENIENZA SONO PIÙ IMPORTANTI DEL MARCHIO



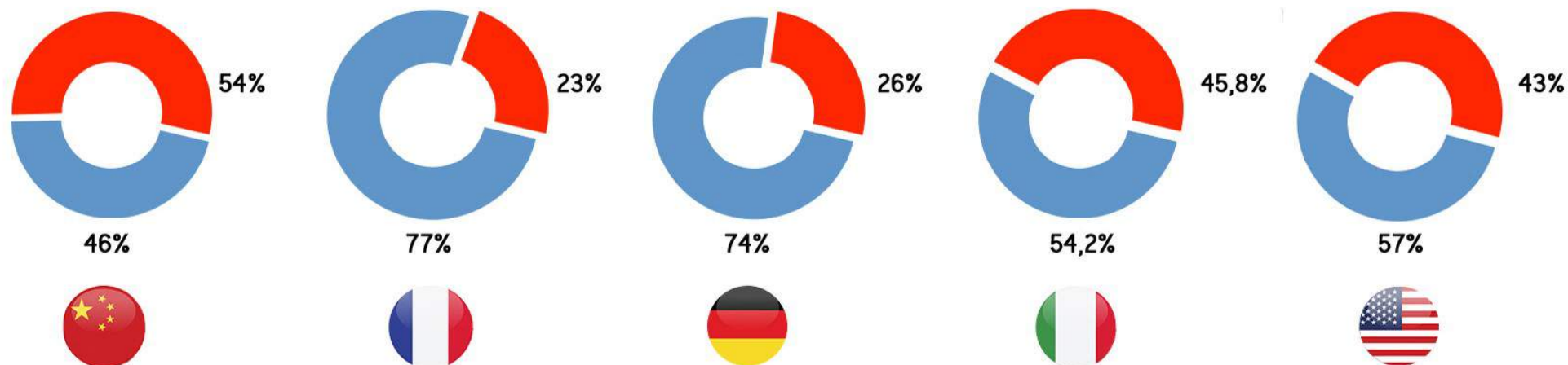
Obiettivo:

Identificare la fedeltà dei Millennial alle marche in termini di prezzo e convenienza, il motto della generazione.

■ Sempre/Qualche Volta

■ Raramente/Mai

2. NELLA MODA, COMPRARE MENO È COMPRARE BENE



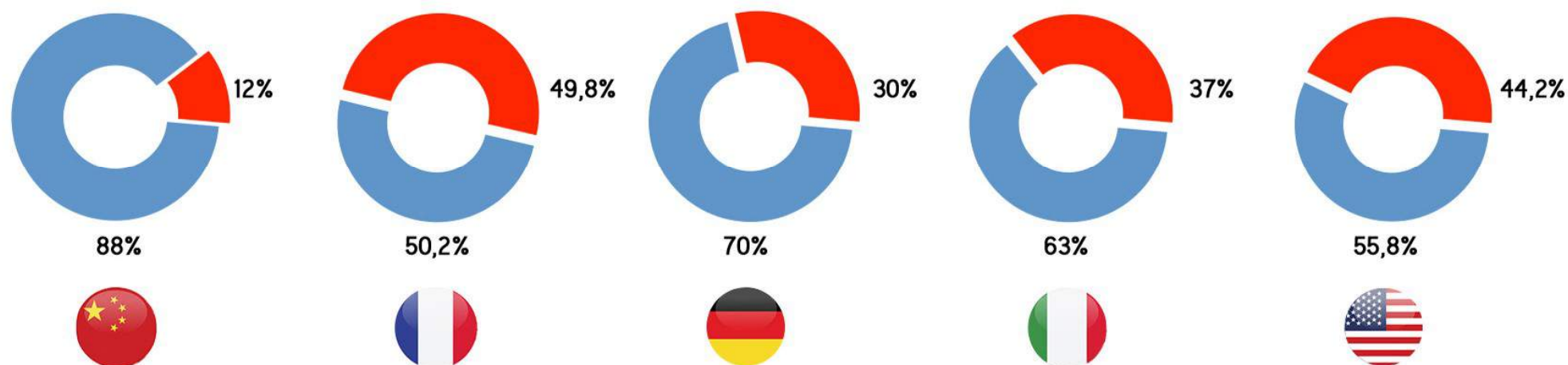
Obiettivo:

Identificare l'impegno dei Millennial per il consumo sostenibile, considerando che la riduzione del consumo è una mossa giusta.

■ Sempre/Qualche volta

■ Raramente/Mai

3. PRIMA DI ACQUISTARE DA UN MARCHIO DI MODA, CERCO INFORMAZIONI SE È SOSTENIBILE ED ETICO.



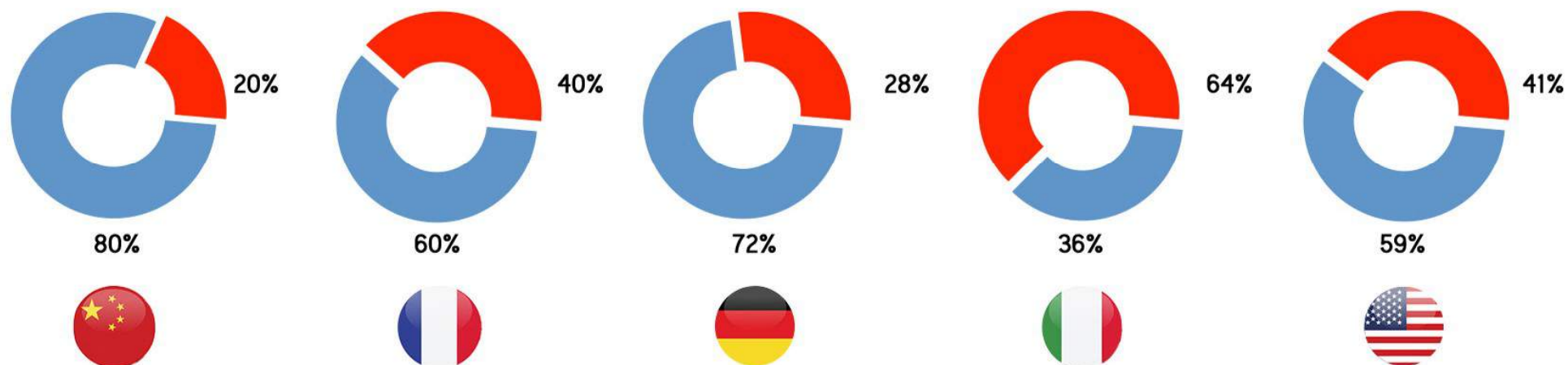
Obiettivo:

Identificare il livello di sostenibilità ed etica nella decisione di acquisto di moda dei Millennial.

■ Sempre/Qualche volta

■ Raramente/Mai

4. LE MIE ABITUDINI DI CONSUMO SI CONCENTRANO SULLA RIDUZIONE DELLA MIA IMPRONTA DI CARBONIO

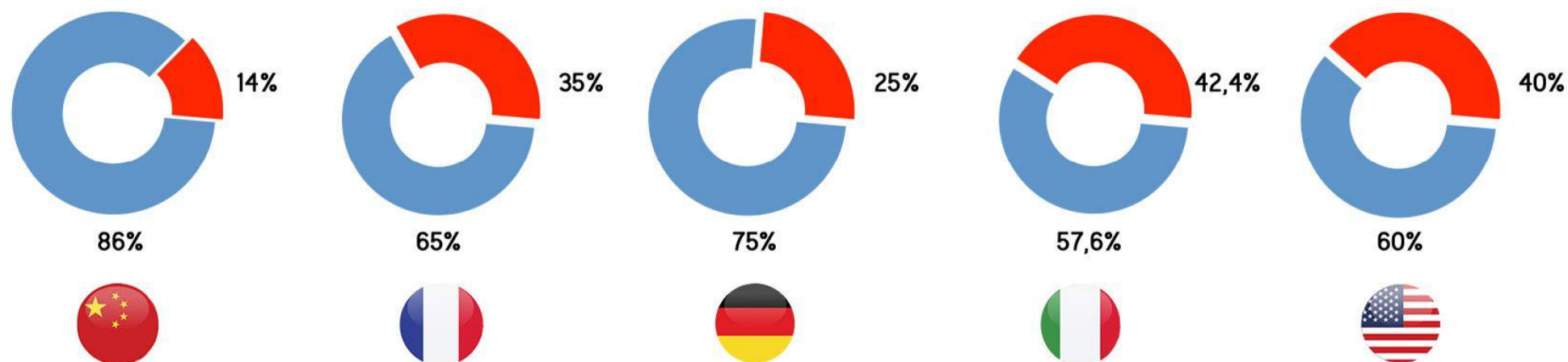


Obiettivo:

Identificare l'interesse nella diminuzione dell'impronta di carbonio nella decisione di acquisto dei Millennial.

■ Sempre/Qualche volta
■ Raramente/Mai

5. UN'APP PER TELEFONI CELLULARI IN GRADO DI CALCOLARE L'IMPRONTA DI CARBONIO DI TUTTI I MIEI VESTITI E MOSTRARE COME NEUTRALIZZARLA SAREBBE UTILE

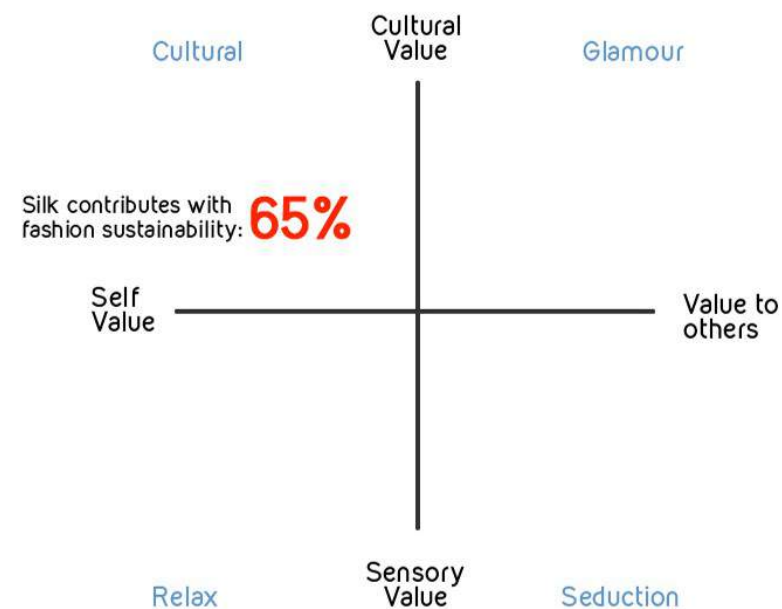
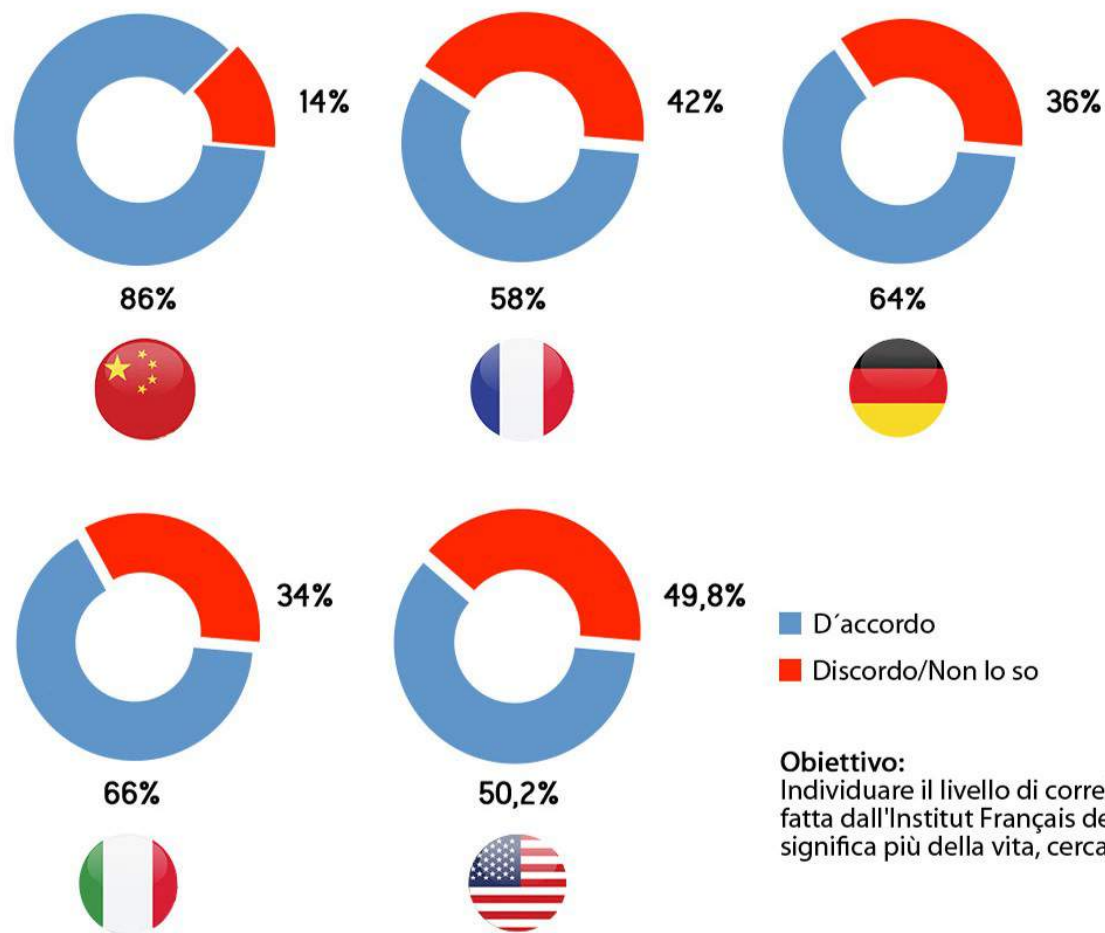


Obiettivo:

Identificare l'interesse nella diminuzione dell'impronta di carbonio nella decisione di acquisto dei Millennial.

■ Sempre/Qualche volta
■ Raramente/Mai

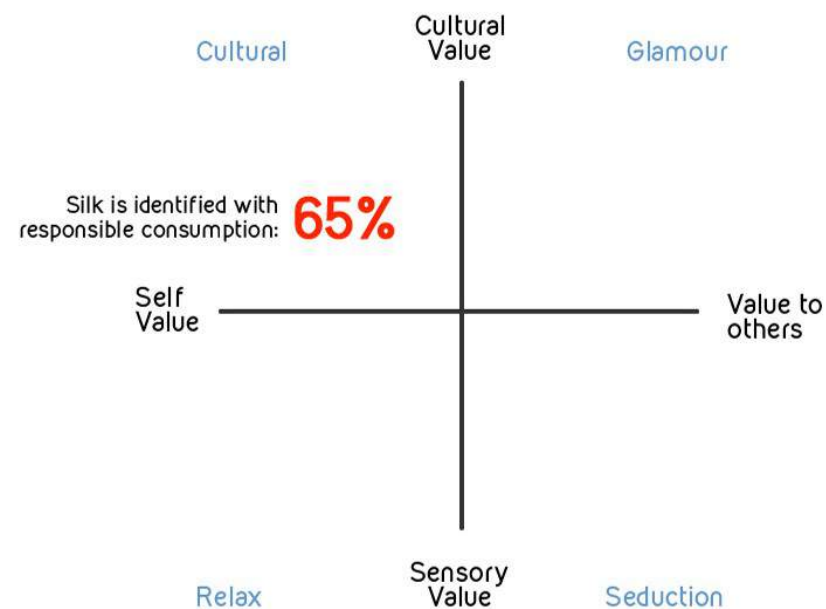
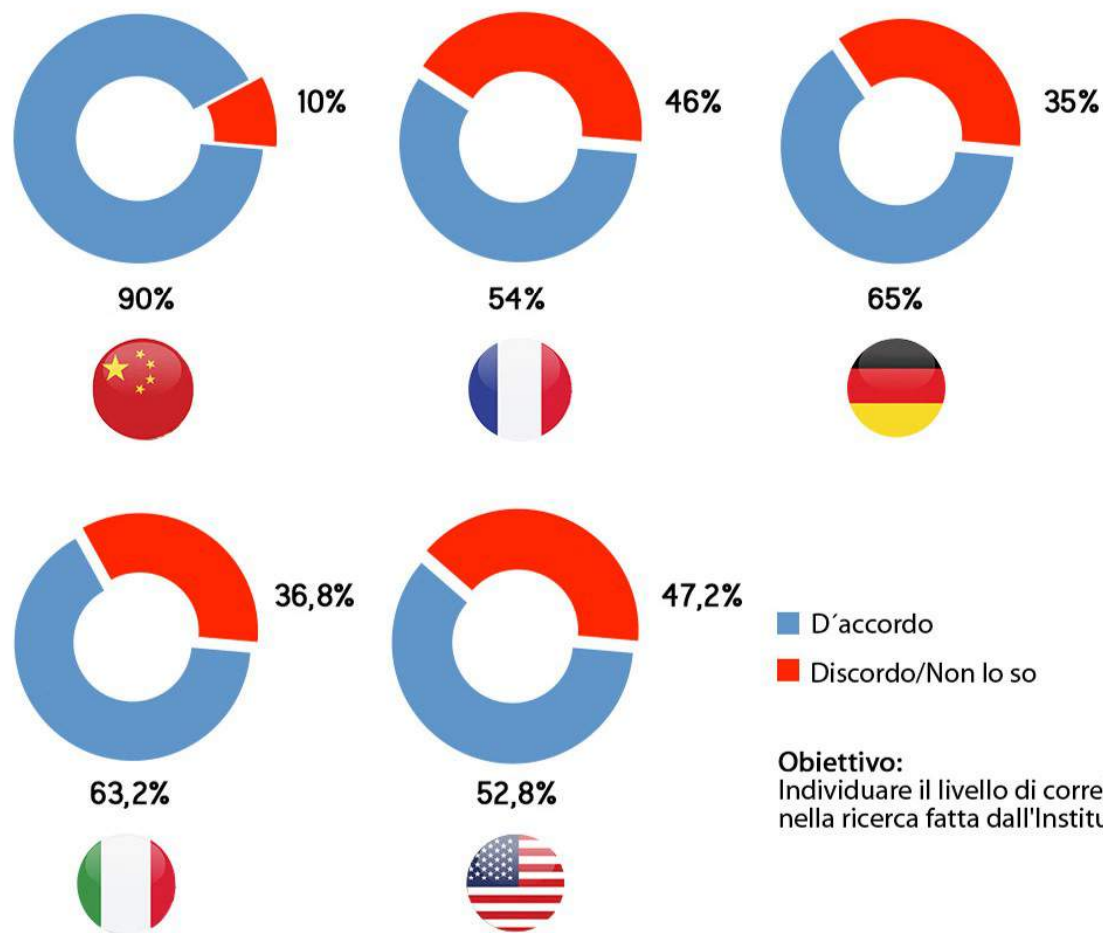
6. LA SETA CONTRIBUISCE ALLA SOSTENIBILITÀ DELLA MODA PERCHÉ I CAPI IN SETA DURANO PER SEMPRE.



Obiettivo:

Individuare il livello di correlazione dei Millennial tra seta e Quadrante Culturale indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999. In alcune lingue "per sempre" è un modo di dire che significa più della vita, cercando di ottenere l'idea che la seta passa attraverso le generazioni.

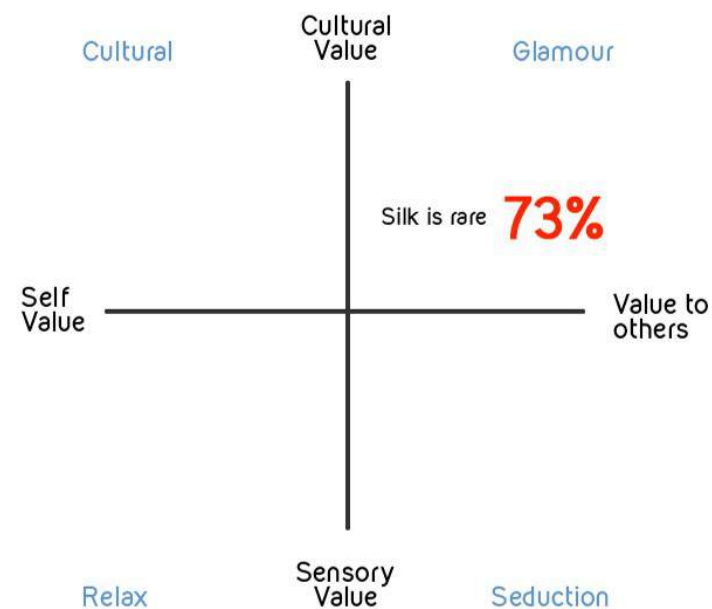
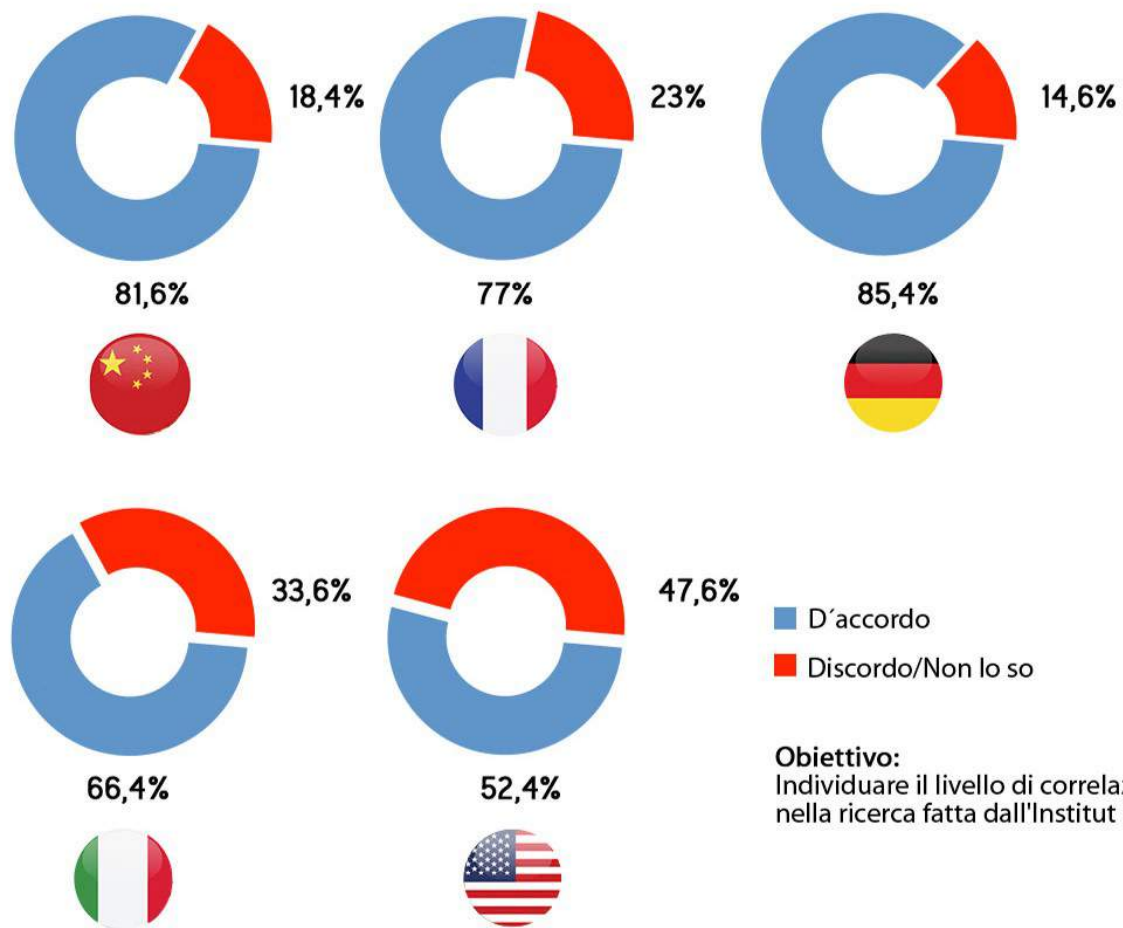
7. LA SETA È ALTAMENTE IDENTIFICATA CON LA MODA SOSTENIBILE E IL CONSUMO RESPONSABILE



Obiettivo:

Individuare il livello di correlazione dei Millennial tra seta e Quadrante Culturale indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.

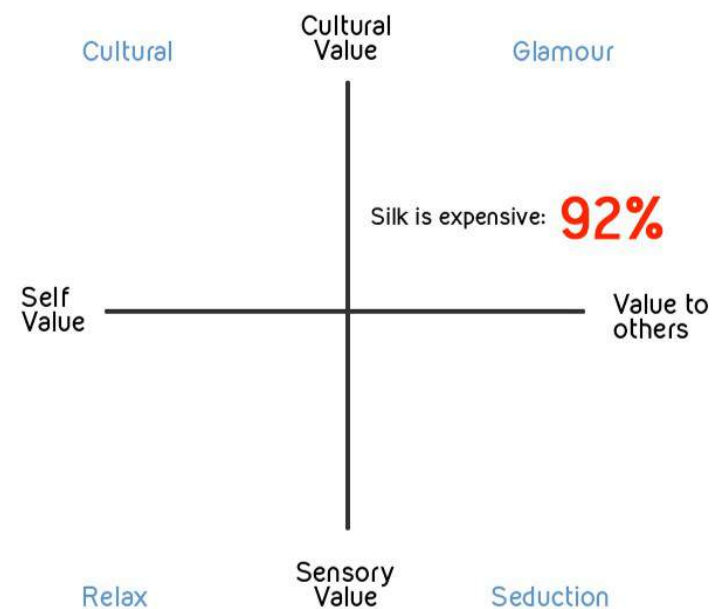
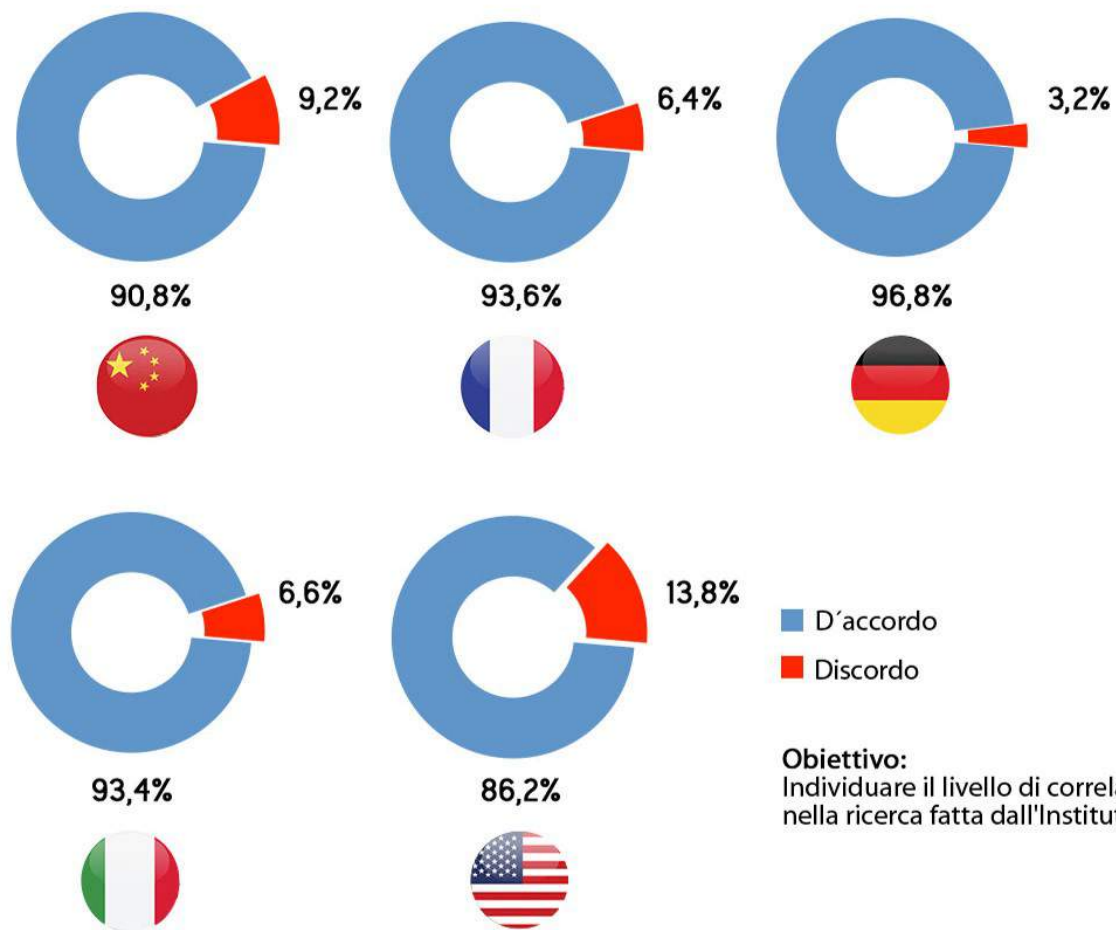
8. LA SETA È RARA



Obiettivo:

Individuare il livello di correlazione dei Millennial tra la seta e il Quadrante Glamour indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.

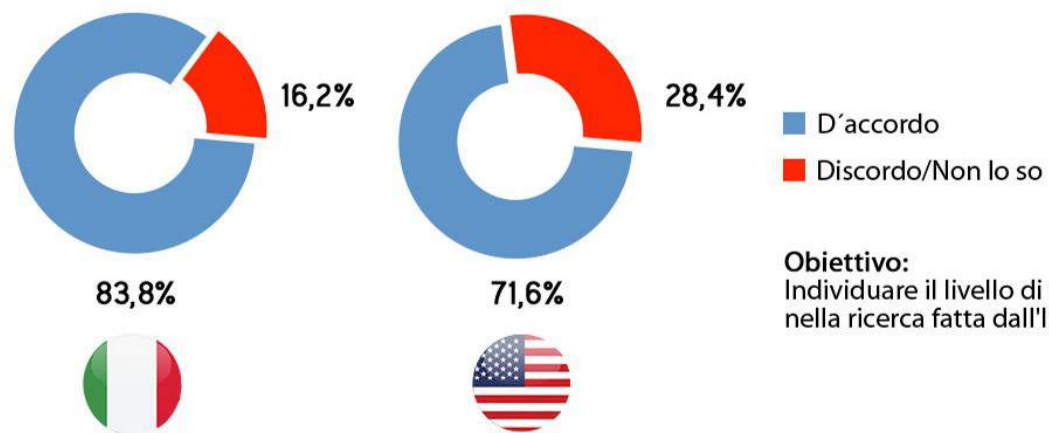
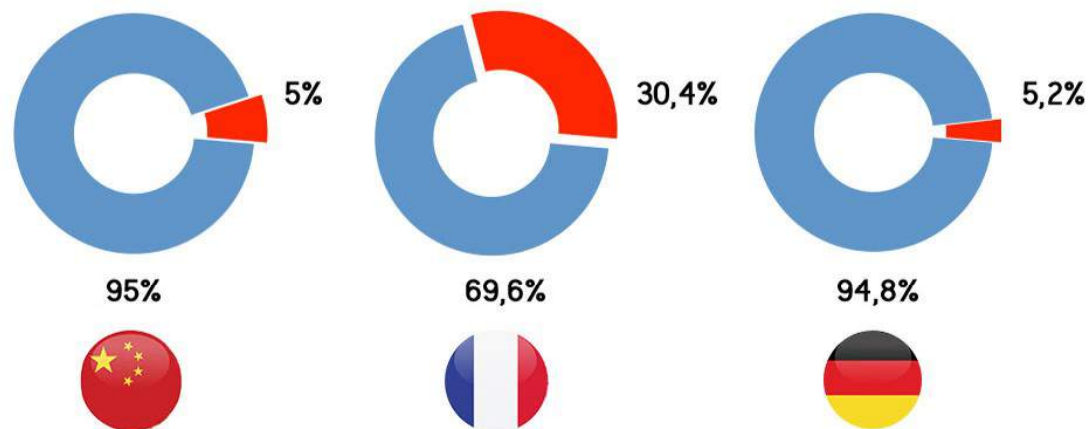
9. LA SETA È COSTOSA



Obiettivo:

Individuare il livello di correlazione dei Millennial tra la seta e il Quadrante Glamour indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.

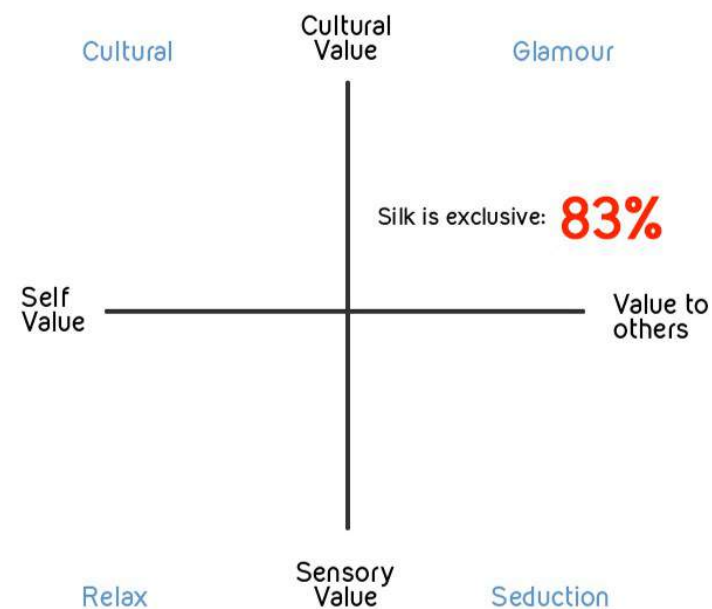
10. LA SETA È ESCLUSIVA



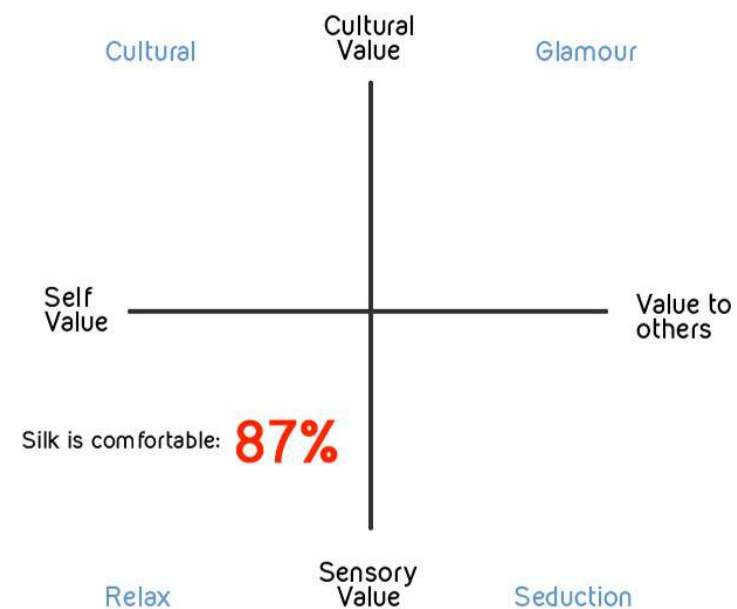
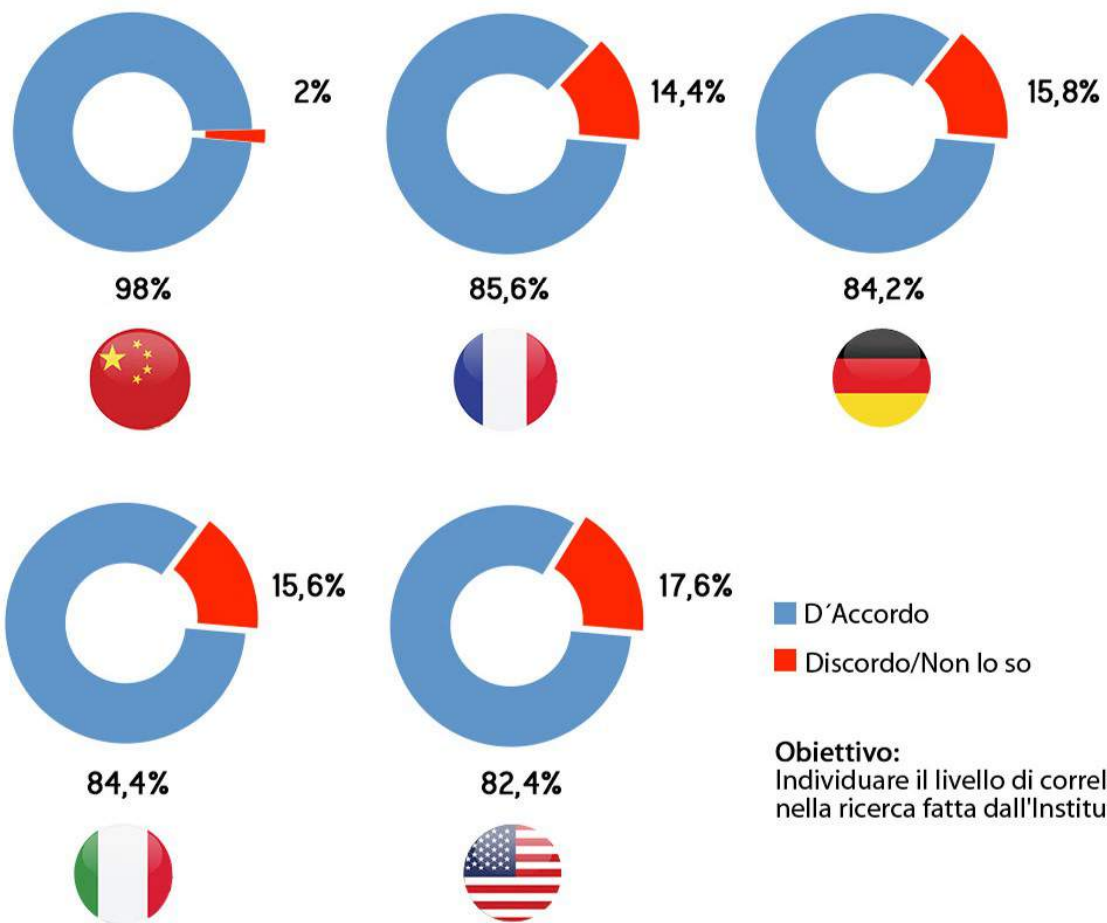
■ D'accordo
■ Discordo/Non lo so

Obiettivo:

Individuare il livello di correlazione dei Millennial tra la seta e il Quadrante Glamour indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.



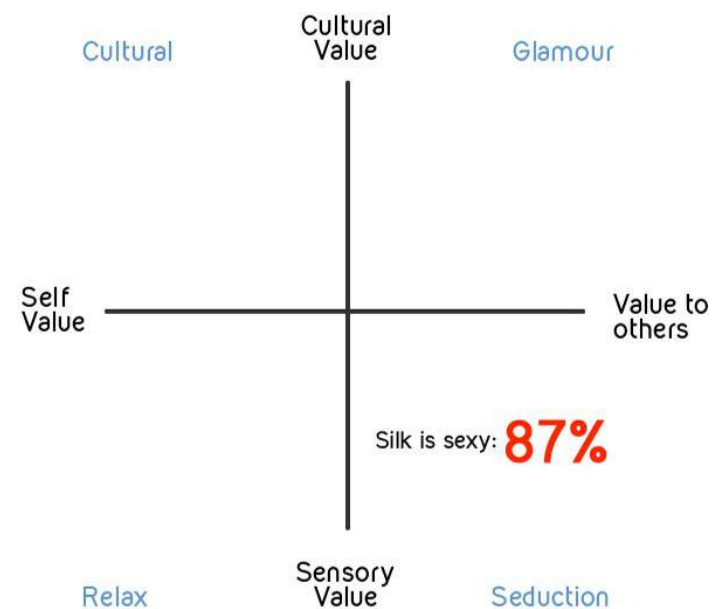
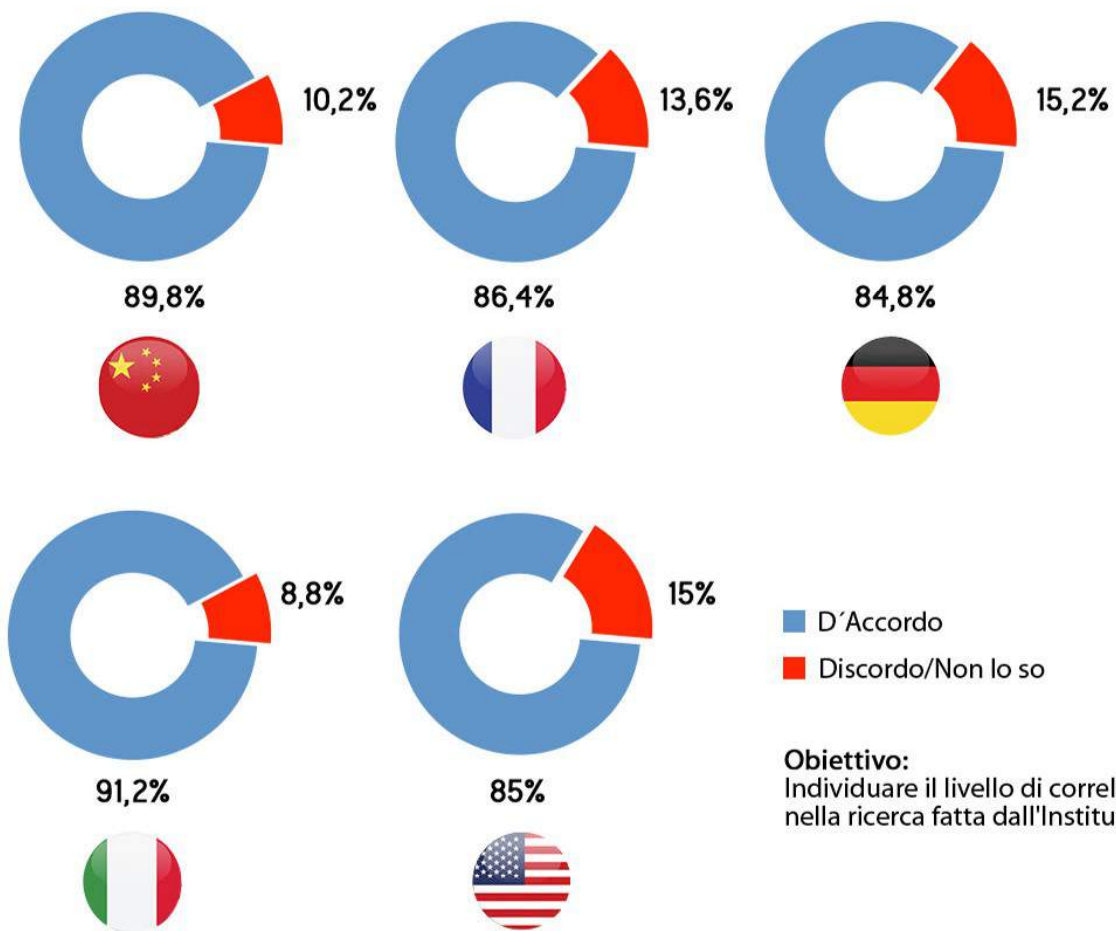
11. LA SETA È COMODA DA INDOSSARE



Obiettivo:

Individuare il livello di correlazione dei Millennial tra seta e Quadrante Comfort indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.

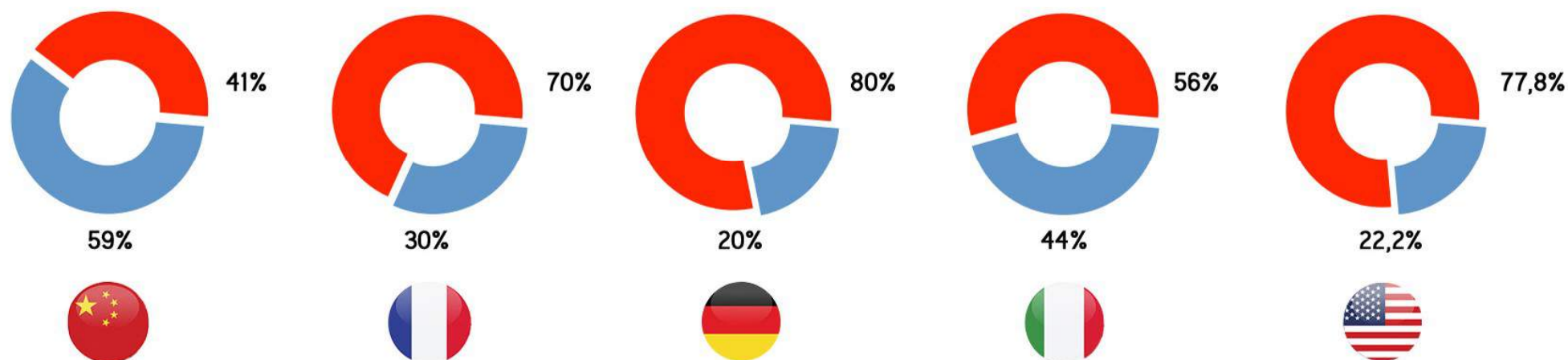
12. LA SETA È SEXY



Obiettivo:

Individuare il livello di correlazione di Millennial tra seta e Quadrante Seduzione indicato nella ricerca fatta dall'Institut Français de la Mode nel 1999.

13. COSA MANGIA IL BACO DA SETA?



■ Foglie di un solo tipo di albero.
■ Altri/Non lo so

LA CONCLUSIONE

Mostrando che l'86% degli intervistati concorda con "Nella moda, il prezzo e la convenienza sono più importanti del marchio" il sondaggio ISU ha confermato l'esistenza di una sfida per i marchi della moda che vogliono rendersi desiderabili ai Millennial. Questo sondaggio ha evidenziato che il 65% delle Millennial ascoltate concorda con l'affermazione che "Prima di acquistare da un marchio di moda, cerco informazioni se è sostenibile ed etico". L'identificazione del marchio con valori come l'etica e la sostenibilità, che stanno a cuore ai Millennial, è uno degli approcci che sono stati sempre più utilizzati con grande responsabilità, dal momento che i Millennial sono la generazione più istruita e connessa finora.

Circa due terzi delle Millennial ascoltate prendono in considerazione la riduzione dell'impronta di carbonio nella decisione di acquisto e troverebbero utile avere un'app per telefoni cellulari che le aiuti nella scelta.

Il sondaggio ha sottolineato che il 65% delle Millennial ascoltate ritiene che la seta contribuisca alla sostenibilità della moda poiché è altamente identificata con "slow fashion" e "consumo responsabile". Questa percentuale è circa il doppio del 35% di coloro che sono consapevoli del fatto che il baco da seta mangia solo foglie di gelso fresche e senza pesticidi. Nella mente delle Millennial, la seta è costosa (92%) ed esclusiva (83%), collocandola lontano dall'idea di "fast fashion" e vicina all'idea di un consumo responsabile. L'immagine della seta nella mente delle Millennial è piuttosto positiva, oltre che costosa, rara, esclusiva e sostenibile; la seta è comoda e sexy per l'87% delle Millennial ascoltate.

Per migliorare l'immagine sostenibile della seta nella mente delle Millennial ISU - International Silk Union farà il possibile per diffondere la consapevolezza che ovunque si produca il bozzolo di seta la mitigazione della CO2 prodotta dalle piantagioni di gelso, assolutamente necessarie per la produzione di seta, è 30 volte maggiore della quantità di CO2 generata dai prodotti di seta, offrendo una risposta al desiderio dei Millennials per la sostenibilità della moda, con vantaggi per l'industria della moda verso una società più sostenibile.

APPENDICE - DATI DI OGNI PAESE

RESULTATI DALLA CINA

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%
C							
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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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 -
FG							
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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA CINA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA FRANCIA

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%

RESULTATI DALLA GERMANIA

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%	1 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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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 16,40%	61 12,20%	192 38,40%	40 8,00%	5 1,00%	51 10,20%	29 5,80%	35 7,00%	4 0,80%	2 0,40%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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	81	61	192	40	5	51	29	35	4	2

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALLA GERMANIA

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%

RESULTATI DALL'ITALIA

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%
CD											
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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%

RESULTATI DALL'ITALIA

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%	42,60%	21 53,80%	7 25,00%	38 56,70%	17 41,50%	13 43,30%	8 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%

RESULTATI DALL'ITALIA

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 <u>un</u> 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 <u>un</u> 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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

RESULTATI DAGLI STATI UNITI

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%

Per qualsiasi domanda sul rapporto o ulteriore discussione, si prega di contattare
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MR. FEI JIANMING

Director of Hangzhou Silk Culture and Brand Research Center

ISU – International Silk Union

Contact: Ms. Liu Shuangshuang - Secretary

422, Building 19 - ZSTU, Xiasha

Hangzhou, Zhejiang - China 310018

Tel: 0086 571 86843646 - 0086 150 88633691

www.worldsilk.com.cn - isusecretariat@163.com

Millennials Marketing Survey Coordination

MR. JOÃO BERDU GARCIA JUNIOR

Vale da Seda - Brazil