



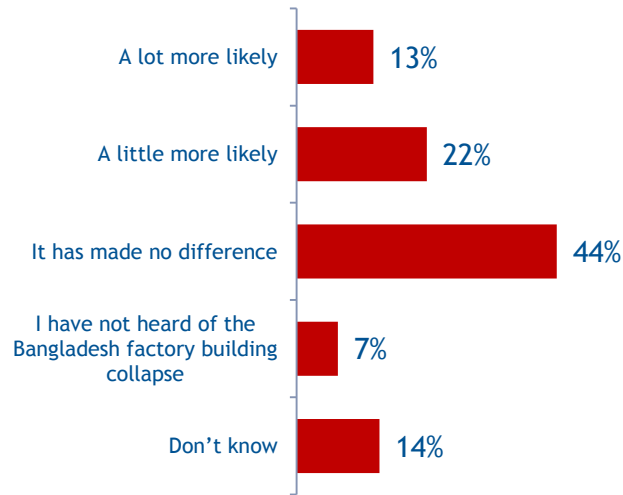
Retail Week - May 2013  
Bangladesh Building Collapse

Technical details: Sample size of 2025. F/W dates: 10-12<sup>th</sup> May 2013  
This survey was conducted online

# Retail Week Poll - Bangladesh Building Collapse (May 2013)

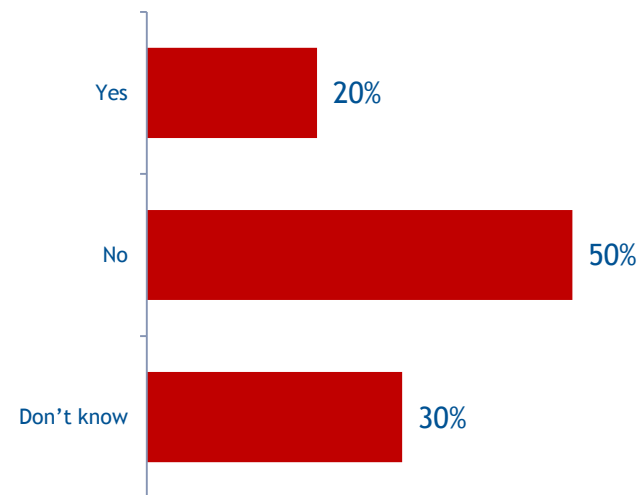


1. To what extent has the Bangladesh factory building collapse made you more likely, if at all, to ask retailers about where the clothes you buy are produced?



Around a third of consumers claim they are likely to ask retailers where their clothes come from as a result of the Bangladesh factory collapse. This increased mindfulness is driven by women (41%), indeed men are more likely to claim the disaster makes no difference (53%). Younger consumers are significantly more likely to be unaware of the factory collapse in Bangladesh (23% of 18-24 year olds are unaware)

2. Do you think that retailers should stop sourcing clothing from Bangladesh?



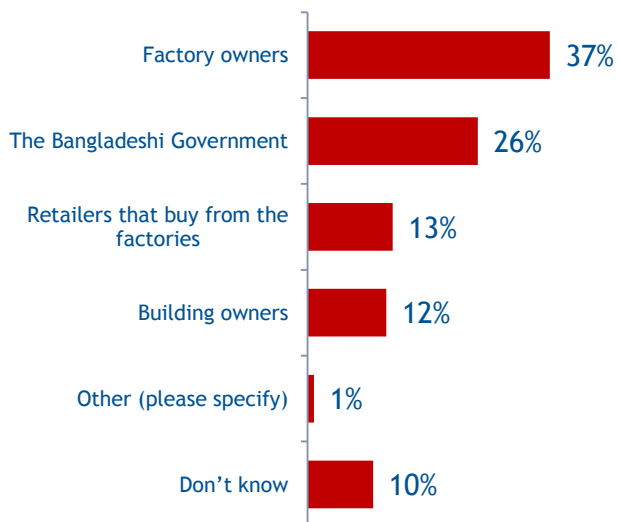
One in five consumers believe retailers should stop sourcing clothes from Bangladesh. Consumers age 25-34 are most supportive of this proposal (27%). Men and higher social grade consumers are significantly more likely to think it is not necessary to stop sourcing clothes from the country (men: 60%, ABs: 58%)



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## 3. Who do you think bears most responsibility to ensure safety and acceptable labour conditions in Bangladeshi clothing factories?



Whilst 37% of consumers pin the blame on factory owners, there is no real consensus on who's responsible for labour conditions in Bangladeshi clothing factories, suggesting uncertainty. Most however do tend to attribute responsibility to parties within Bangladesh itself, rather than UK retailers who buy from the country. Young consumers are more likely to be unsure who is responsible (30% of 18-24 year olds don't know)

## 4. Thinking more generally about safety and acceptable labour conditions in supplier factories, which of the following statements best reflect your view?



A quarter of consumers believe that retailers try hard, to some extent, to ensure safety and acceptable labour conditions in supplier factories. However half of consumers feel that retailers don't try hard. This scepticism is driven by older consumers (58% of 55+ consumers feel retailers either don't try very hard or don't try at all)

