Online Shopping for Fashion

With fashion becoming ever so important amongst the general population, Toluna ran a live QuickSurvey about online fashion shopping during the IMRG Fashion Connect Conference on 11th February 2016. The survey consisted of 500 respondents in the UK.

Using Toluna QuickSurveys, our DIY web-based survey tool, we received data within hours and were able to present it back on the same day.

How often do you buy fashion items online?

- Every week: 5.70%
- 2-3 times per month: 22.40%
- Every 2-3 times per year: 27.50%
- Several times per year: 31.04%
- Never: 13.36%

What is most important to you when shopping for clothing online?

- Getting a good price: 35.80%
- Product quality: 18.90%
- Free delivery: 15.70%

Where do you get your fashion inspiration?

Women seek fashion inspirations through social media and blogs, while men turn to TV and newspapers.

Female

- In store: 50.00%
- Online: 45.80%
- Magazine: 29.37%
- Social media: 24.48%
- TV: 13.29%
- YouTube: 9.09%
- Newspaper: 5.94%
- Blogs: 8.74%
- Others: 3.85%

Male

- In store: 43.23%
- Online: 43.87%
- Magazine: 21.94%
- Social media: 14.84%
- TV: 20.65%
- YouTube: 8.39%
- Newspaper: 13.55%
- Blogs: 5.81%
- Others: 7.74%