

DAILY PAPER

35 % of 102 people that filled in our survey, are clients from Daily Paper.

42% of them are male & **26%** are female.

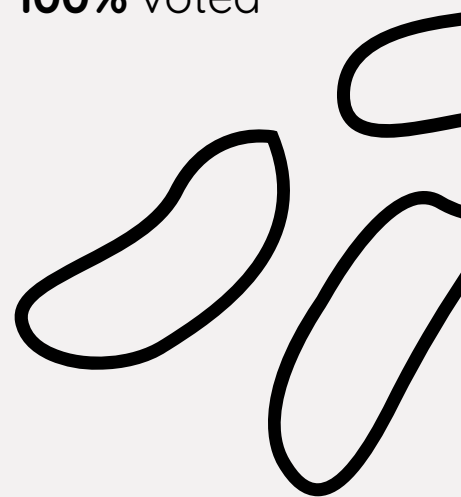
We will base this infographic on them.

WE CONCLUDED THAT...



HOODIES are the most bought items by this clients. We can conclude it is an musthave item! **59%** out of **100%** voted for this.

T-SHIRTS take the second place. Specially men buy t-shirts more often than females. Men buy **32%** more t-shirts than women.



The fabric WOOL takes first place for hoodies. The t-shirts are most likeable when made of COTTON.

FACTS ARE THAT...

65% of the age class: **18-29 years**, would consider paying MORE money for an sustainable item.



32 out of **57** people would rather buy an environmentally friendly item than one that is harming the enviroment..

83% of the target group aged between **18-29 years**, believe that daily paper could have a MAJOR impact on young people thoughts about sustainability.



better together