

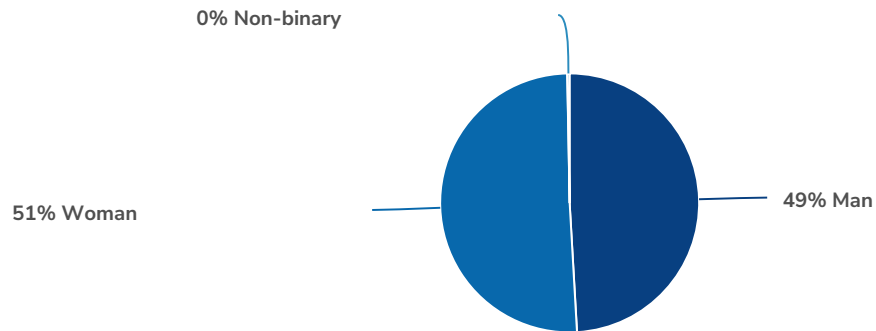
Report for Collective Fashion Justice - USA A-47243

Response Counts



Totals: 1,007

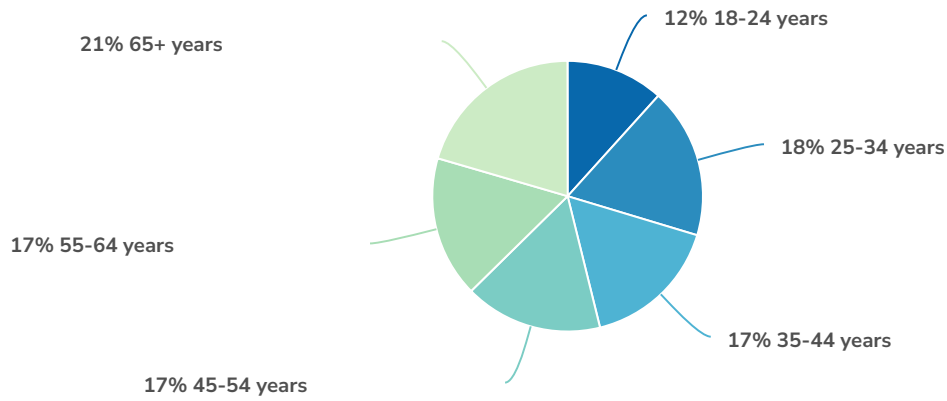
1. What is your gender?



Value	Percent	Responses
Man	49.1%	494
Woman	50.6%	510
Non-binary	0.3%	3

Totals: 1,007

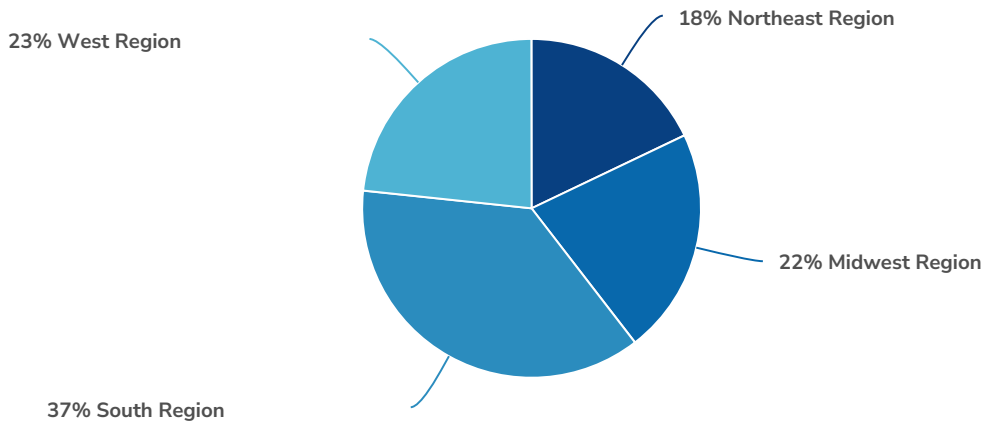
2. What is your age?



Value	Percent	Responses
18-24 years	11.7%	118
25-34 years	18.0%	181
35-44 years	16.5%	166
45-54 years	16.5%	166
55-64 years	16.9%	170
65+ years	20.5%	206

Totals: 1,007

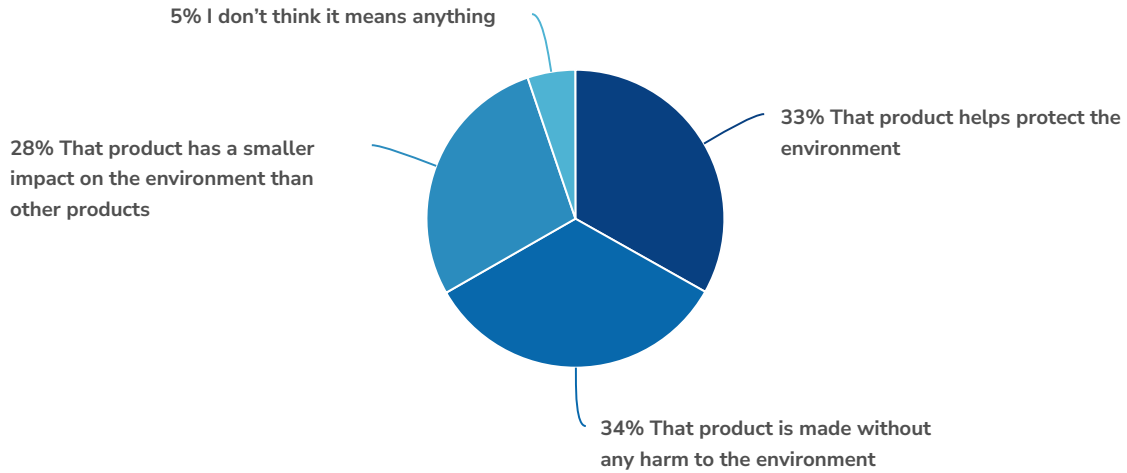
3. Where do you live?



Value	Percent	Responses
Northeast Region	17.9%	180
Midwest Region	21.6%	218
South Region	37.1%	374
West Region	23.3%	235

Totals: 1,007

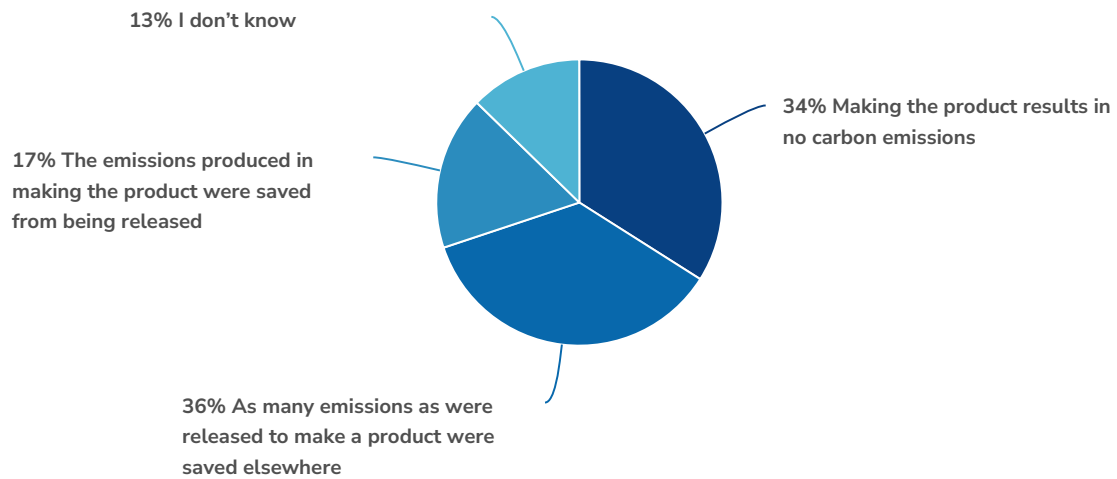
4. If a product or material is labeled as sustainable, what do you think this means?



Value	Percent	Responses
That product helps protect the environment	33.2%	334
That product is made without any harm to the environment	33.6%	338
That product has a smaller impact on the environment than other products	28.1%	283
I don't think it means anything	5.2%	52

Totals: 1,007

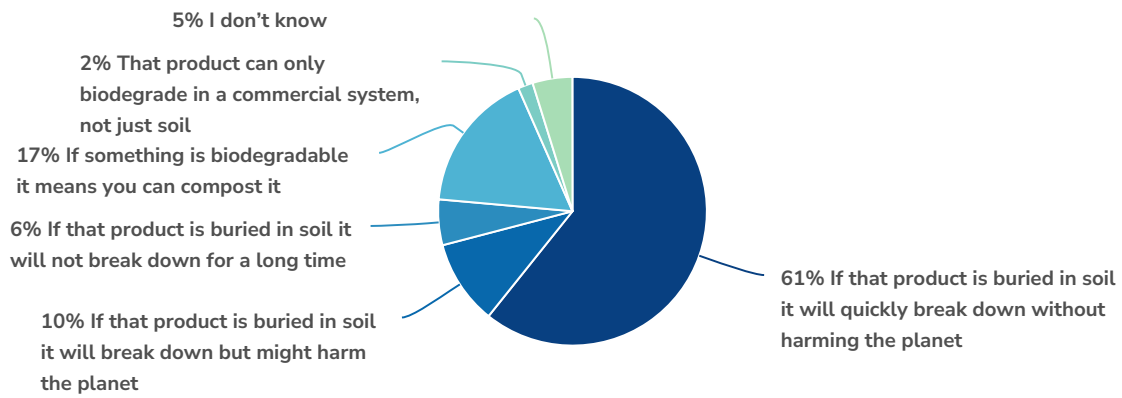
5. What do you think it means if a product is 'carbon offset'?



Value	Percent	Responses
Making the product results in no carbon emissions	34.0%	342
As many emissions as were released to make a product were saved elsewhere	35.9%	362
The emissions produced in making the product were saved from being released	17.4%	175
I don't know	12.7%	128

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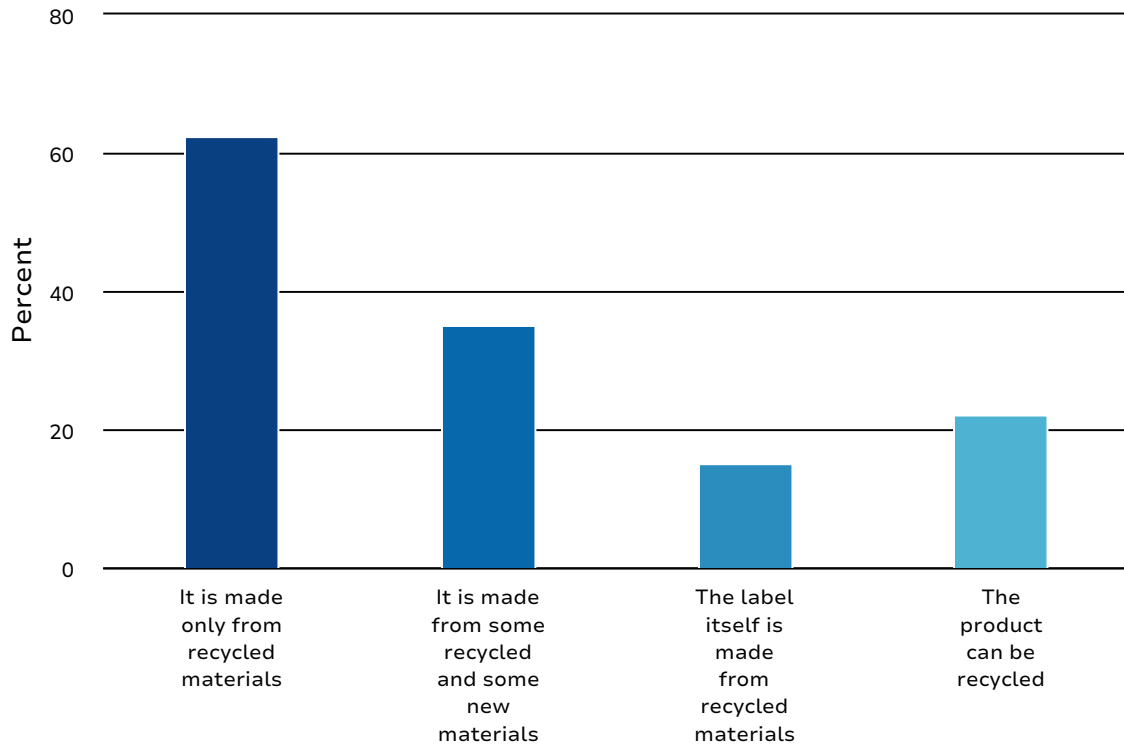
6. If a product is labeled as biodegradable, do you think this means that:



Value	Percent	Responses
If that product is buried in soil it will quickly break down without harming the planet	60.8%	612
If that product is buried in soil it will break down but might harm the planet	10.2%	103
If that product is buried in soil it will not break down for a long time	5.5%	55
If something is biodegradable it means you can compost it	17.0%	171
That product can only biodegrade in a commercial system, not just soil	1.8%	18
I don't know	4.8%	48

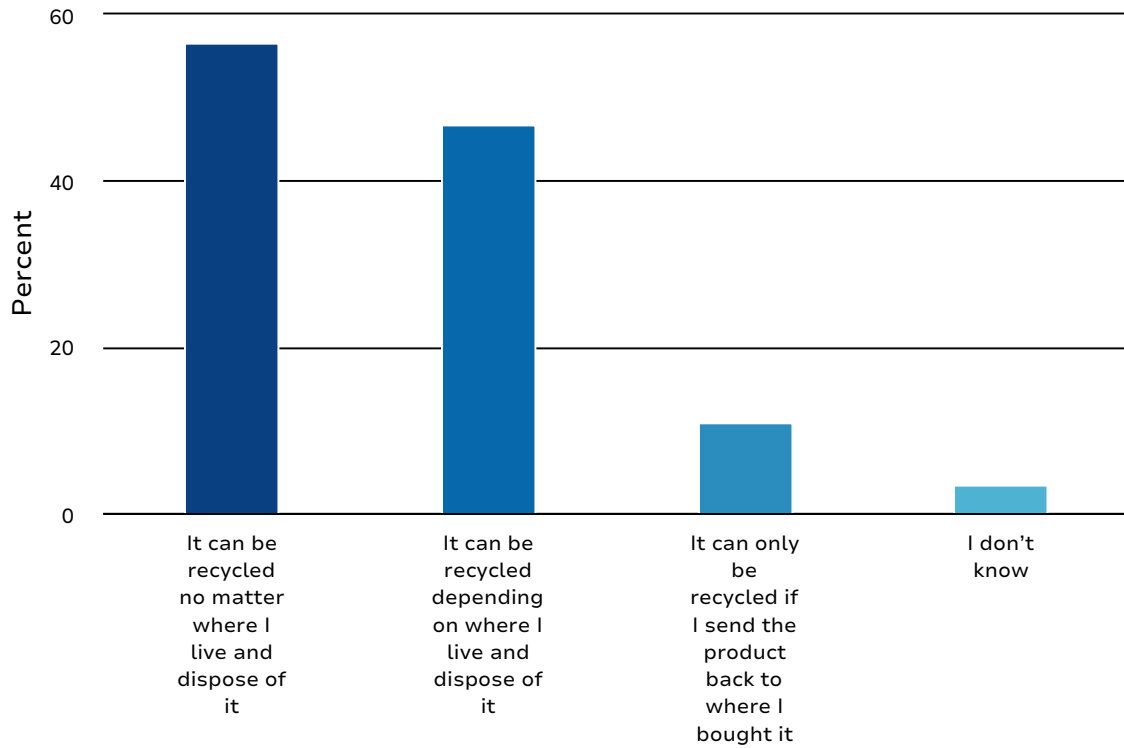
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7. If a product is labeled as 'recycled' do you think this means that:



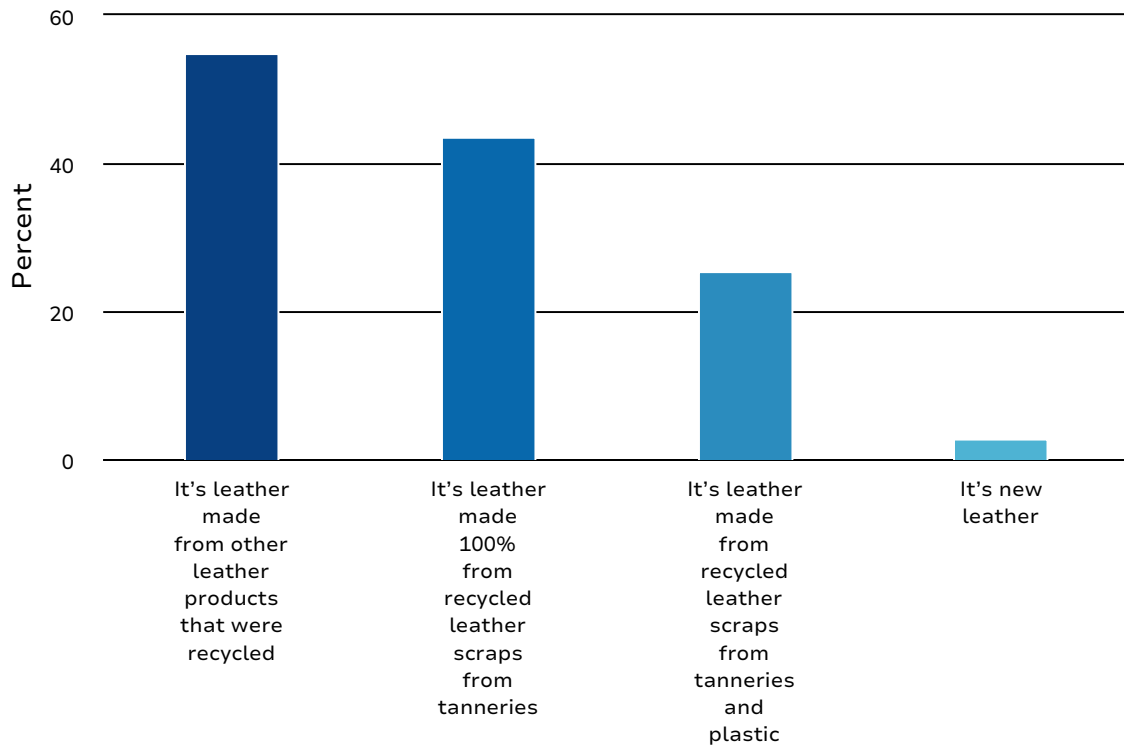
Value	Percent	Responses
It is made only from recycled materials	62.4%	628
It is made from some recycled and some new materials	35.3%	355
The label itself is made from recycled materials	15.1%	152
The product can be recycled	22.3%	225

8. If a product is labeled as 'recyclable' do you think this means that:



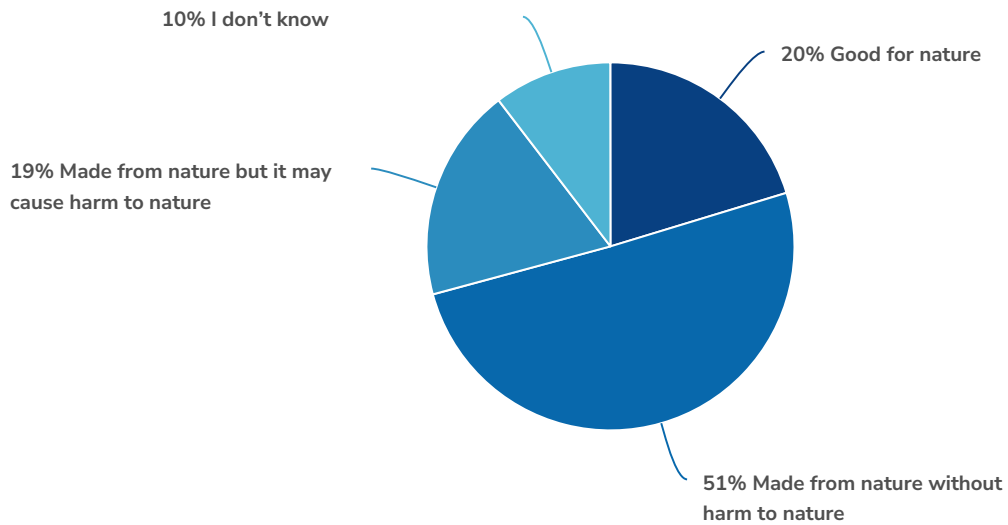
Value	Percent	Responses
It can be recycled no matter where I live and dispose of it	56.7%	571
It can be recycled depending on where I live and dispose of it	46.8%	471
It can only be recycled if I send the product back to where I bought it	11.1%	112
I don't know	3.6%	36

9. If leather is labeled as recycled do you think this means that:



Value	Percent	Responses
It's leather made from other leather products that were recycled	55.0%	554
It's leather made 100% from recycled leather scraps from tanneries	43.8%	441
It's leather made from recycled leather scraps from tanneries and plastic	25.5%	257
It's new leather	3.0%	30

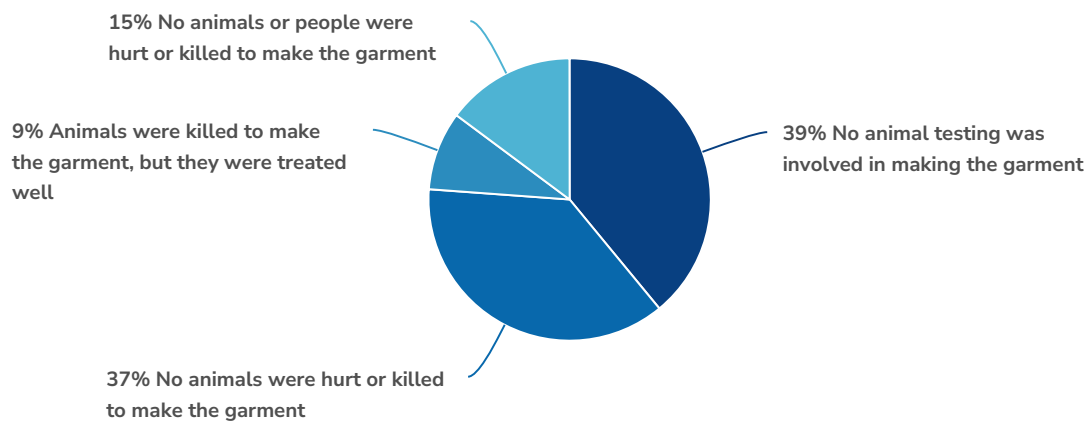
10. Do you think products labeled as 'natural' are:



Value	Percent	Responses
Good for nature	20.3%	204
Made from nature without harm to nature	50.5%	509
Made from nature but it may cause harm to nature	18.8%	189
I don't know	10.4%	105

Totals: 1,007

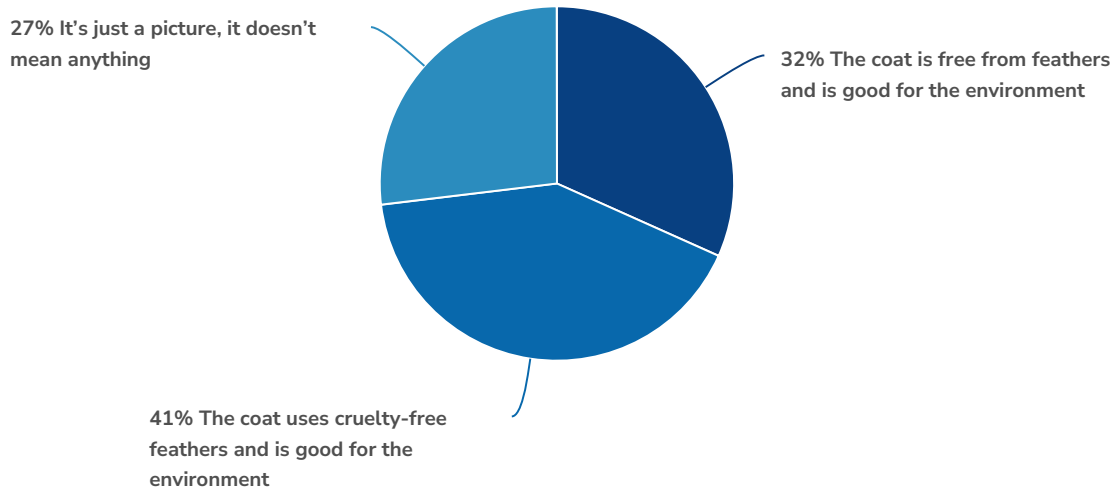
11. If a garment is labeled as 'cruelty-free' do you think this means that:



Value	Percent	Responses
No animal testing was involved in making the garment	39.0%	393
No animals were hurt or killed to make the garment	37.1%	374
Animals were killed to make the garment, but they were treated well	9.0%	91
No animals or people were hurt or killed to make the garment	14.8%	149

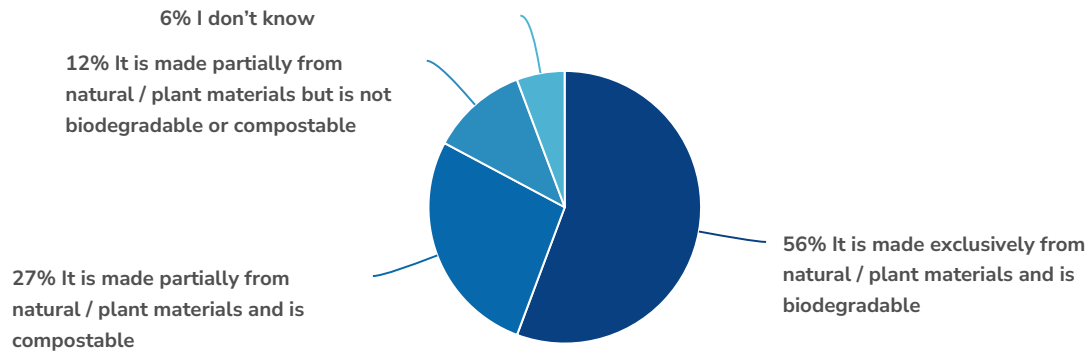
Totals: 1,007

12. If a coat was advertised with an image of a person smiling with a happy duck in a green, natural environment, would you think that:



Value	Percent	Responses
The coat is free from feathers and is good for the environment	31.7% 	319
The coat uses cruelty-free feathers and is good for the environment	41.4% 	417
It's just a picture, it doesn't mean anything	26.9% 	271
		Totals: 1,007

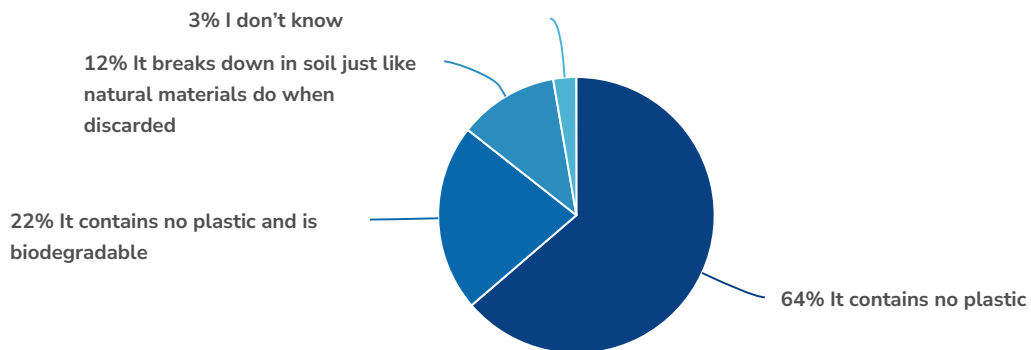
13. If a product is labeled as "plant-based", what do you think this means?



Value	Percent	Responses
It is made exclusively from natural / plant materials and is biodegradable	55.7%	561
It is made partially from natural / plant materials and is compostable	27.1%	273
It is made partially from natural / plant materials but is not biodegradable or compostable	11.5%	116
I don't know	5.7%	57

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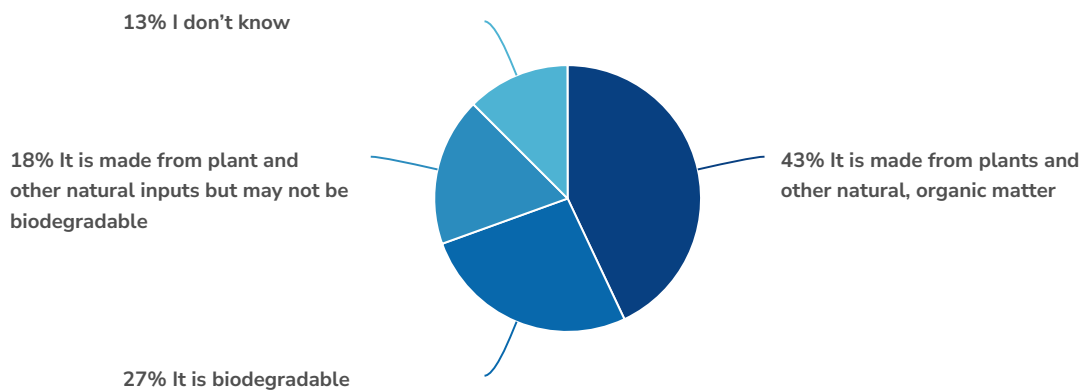
14. If a product is labeled as "plastic-free" or "zero-plastic", what do you think this means?



Value	Percent	Responses
It contains no plastic	63.7%	641
It contains no plastic and is biodegradable	21.9%	221
It breaks down in soil just like natural materials do when discarded	11.7%	118
I don't know	2.7%	27

Totals: 1,007

15. If a product is labeled as "bio-based" or made from a "bio-material", what do you think this means?



Value	Percent	Responses
It is made from plants and other natural, organic matter	43.0%	433
It is biodegradable	26.5%	267
It is made from plant and other natural inputs but may not be biodegradable	18.0%	181
I don't know	12.5%	126

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