

Report for Collective Fashion Justice - Gen pop survey (A-48366)

Response Counts

Completion Rate:

100%



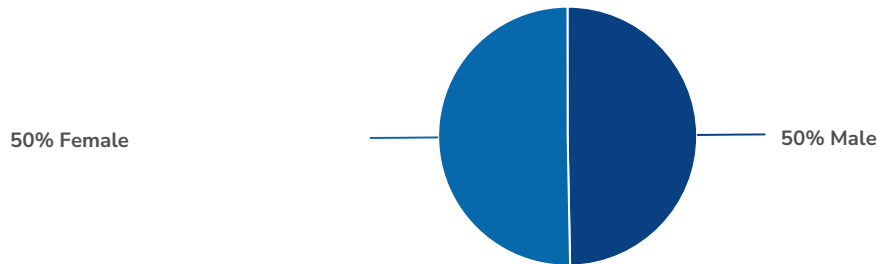
Complete



1,006

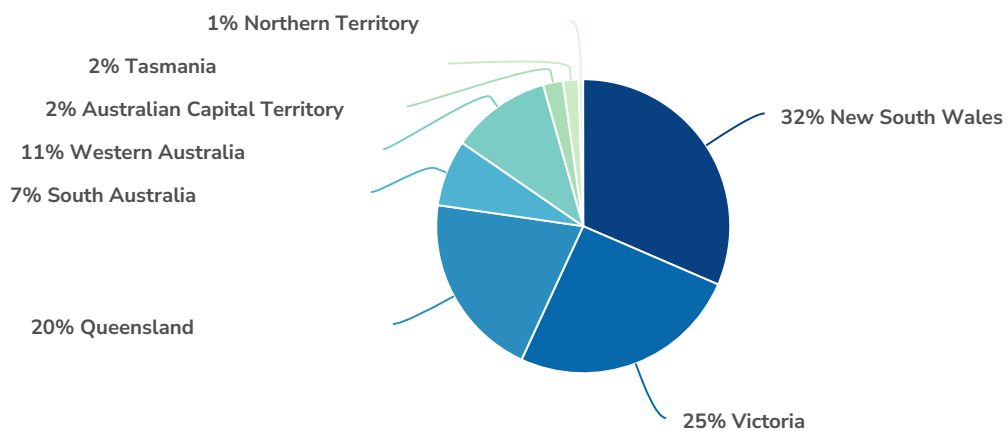
Totals: 1,006

1. What is your gender?



Value	Percent	Responses
Male	49.7%	500
Female	50.3%	506
		Totals: 1,006

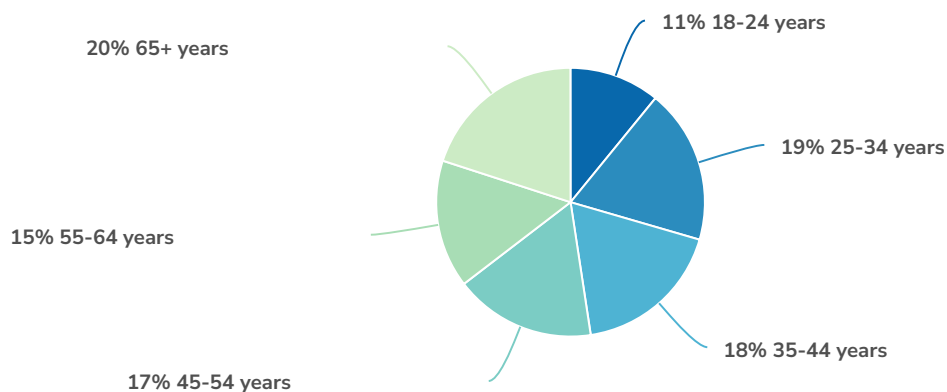
2. Where do you live?



Value	Percent	Responses
New South Wales	31.5%	317
Victoria	25.4%	256
Queensland	20.4%	205
South Australia	7.3%	73
Western Australia	11.0%	111
Australian Capital Territory	2.2%	22
Tasmania	1.7%	17
Northern Territory	0.5%	5

Totals: 1,006

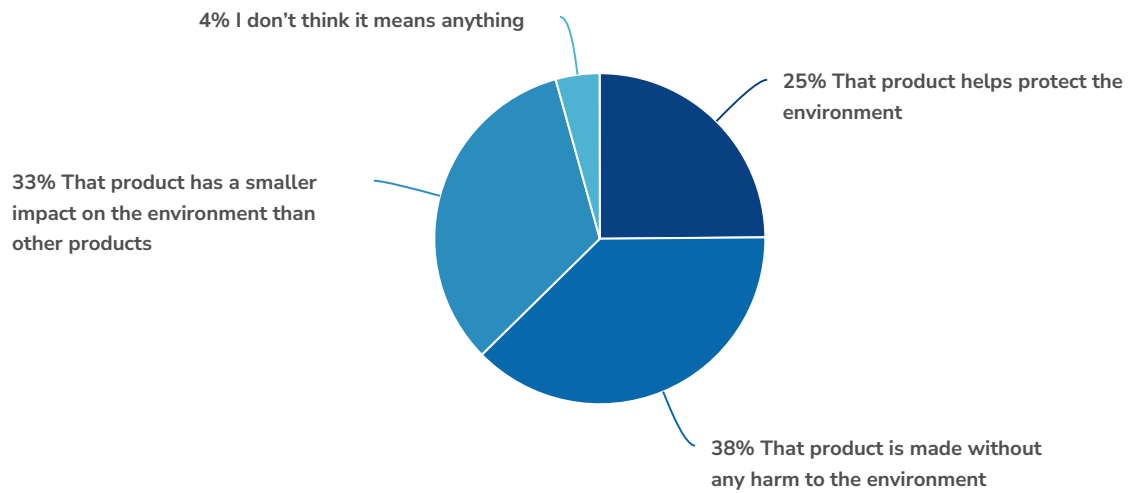
3. What is your current age?



Value	Percent	Responses
18-24 years	10.9%	110
25-34 years	18.6%	187
35-44 years	18.1%	182
45-54 years	17.0%	171
55-64 years	15.4%	155
65+ years	20.0%	201

Totals: 1,006

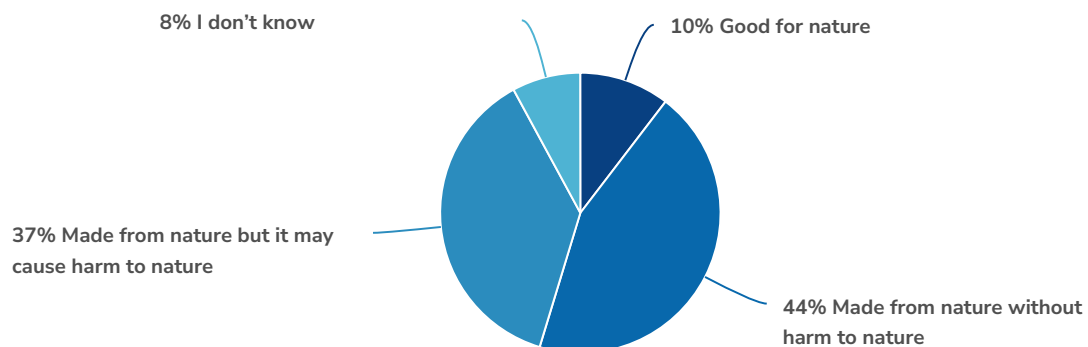
4. If a product or material is labelled as 'sustainable', what do you think this means?



Value	Percent	Responses
That product helps protect the environment	24.9%	250
That product is made without any harm to the environment	37.8%	380
That product has a smaller impact on the environment than other products	33.1%	333
I don't think it means anything	4.3%	43

Totals: 1,006

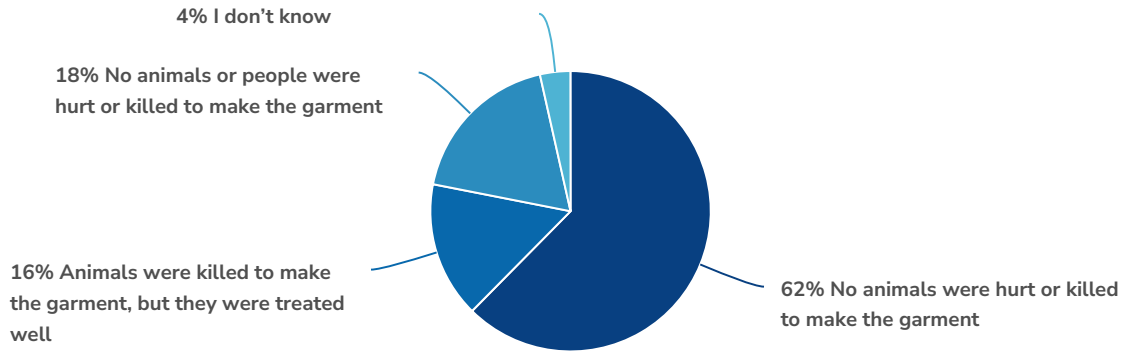
5. Do you think products labelled as ‘natural’ are:



Value	Percent	Responses
Good for nature	10.4%	105
Made from nature without harm to nature	44.3%	446
Made from nature but it may cause harm to nature	37.4%	376
I don't know	7.9%	79

Totals: 1,006

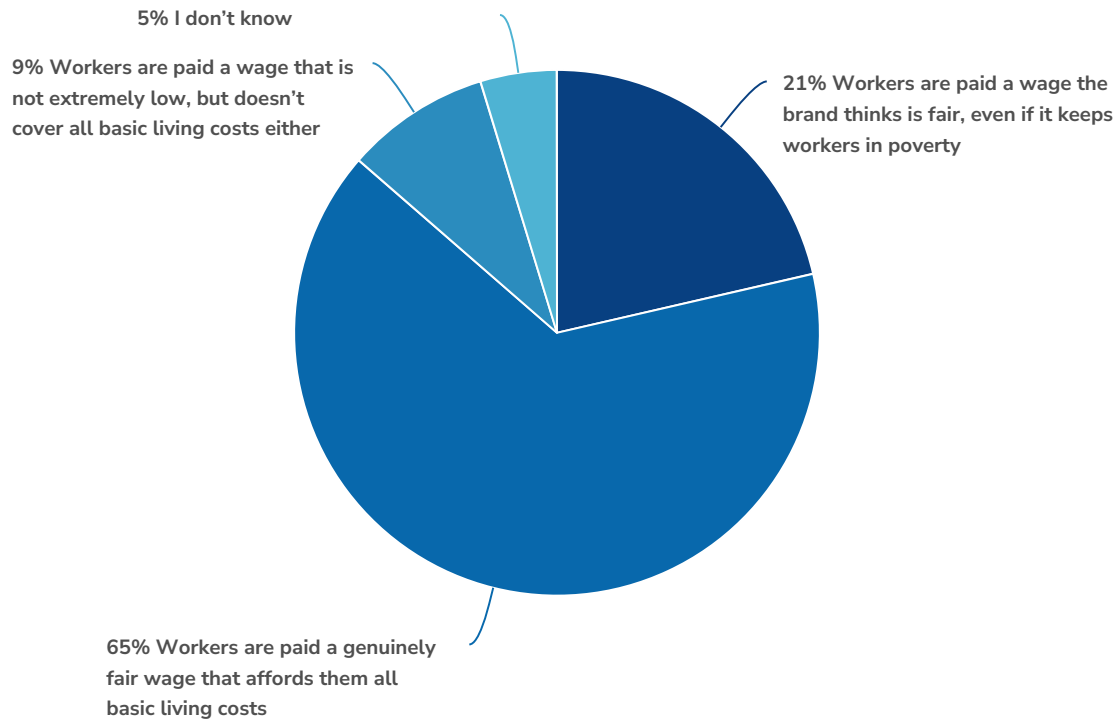
6. If a garment is labelled as 'cruelty-free' or 'animal friendly' do you think this means that:



Value	Percent	Responses
No animals were hurt or killed to make the garment	62.4%	628
Animals were killed to make the garment, but they were treated well	15.7%	158
No animals or people were hurt or killed to make the garment	18.4%	185
I don't know	3.5%	35

Totals: 1,006

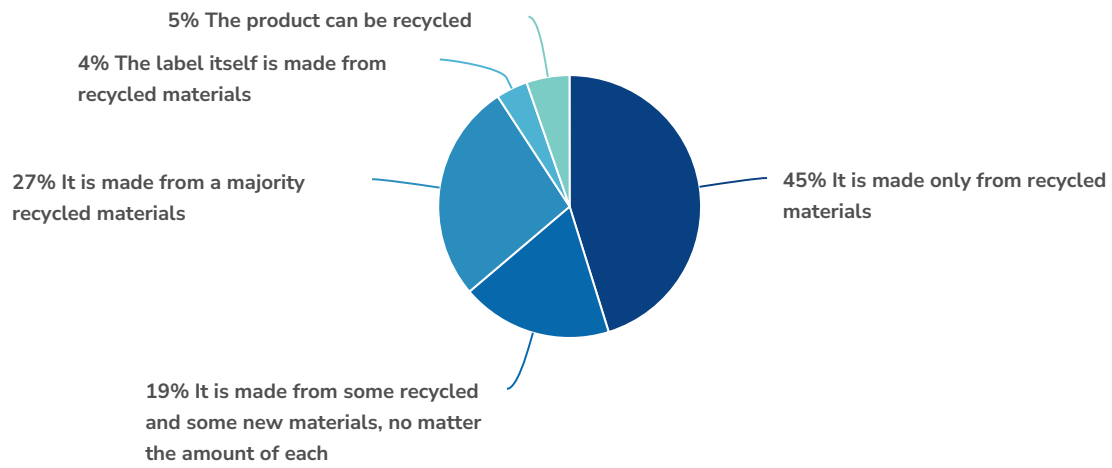
7. If a brand says they pay people making their clothes a 'fair' or 'ethical' wage do you think this means that:



Value	Percent	Responses
Workers are paid a wage the brand thinks is fair, even if it keeps workers in poverty	21.4%	215
Workers are paid a genuinely fair wage that affords them all basic living costs	65.0%	654
Workers are paid a wage that is not extremely low, but doesn't cover all basic living costs either	8.9%	90
I don't know	4.7%	47

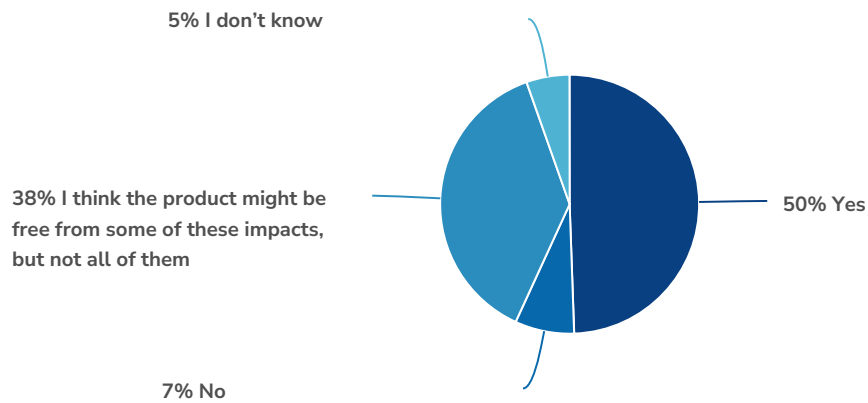
Totals: 1,006

8. If a product is labelled as 'recycled' do you think this means that:



Value	Percent	Responses
It is made only from recycled materials	45.2%	455
It is made from some recycled and some new materials, no matter the amount of each	18.6%	187
It is made from a majority recycled materials	27.0%	272
The label itself is made from recycled materials	3.9%	39
The product can be recycled	5.3%	53
		Totals: 1,006

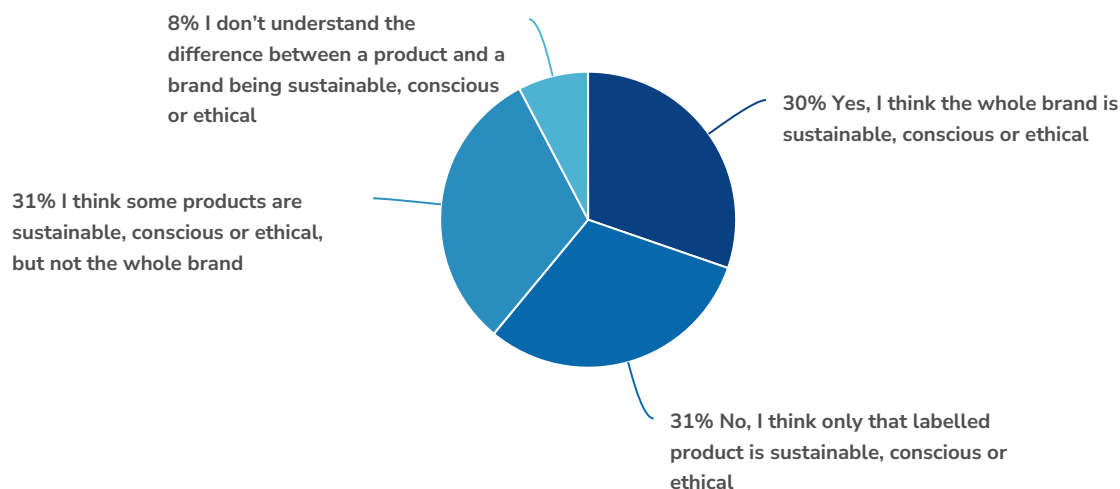
9. If a product is labelled as 'sustainable', 'eco-friendly', or another similar word, would you assume that this product does not result in deforestation, significant greenhouse gas emissions, or other negative environmental impacts?



Value	Percent	Responses
Yes	49.5%	498
No	7.4%	74
I think the product might be free from some of these impacts, but not all of them	37.8%	380
I don't know	5.4%	54

Totals: 1,006

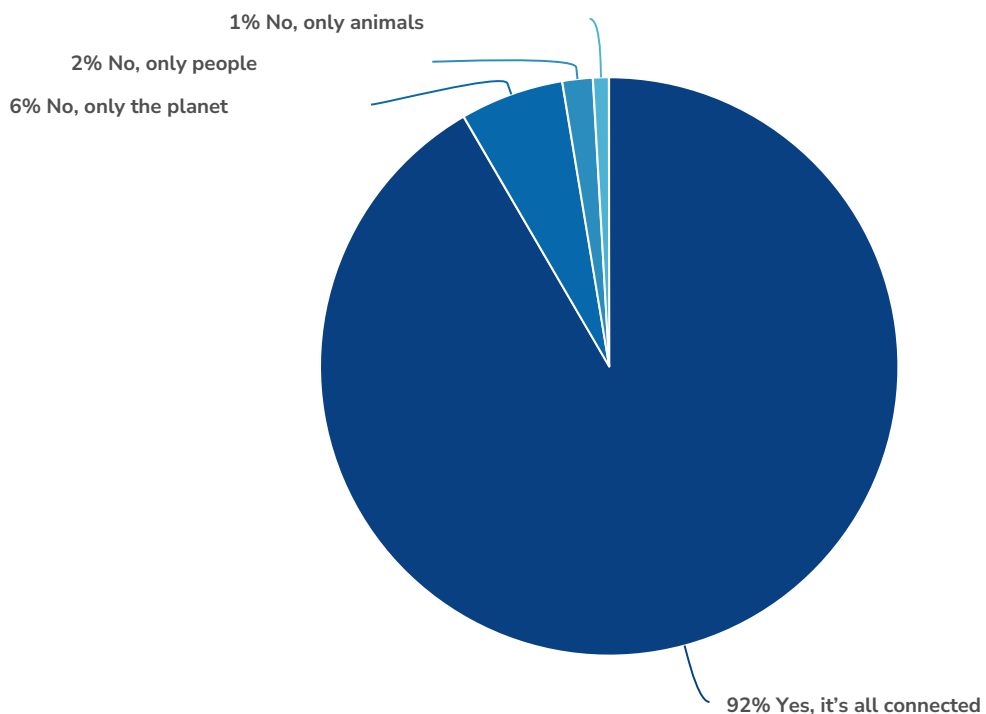
10. If a brand labels its products as 'sustainable', 'conscious', 'ethical' or another similar term, do you think this means the brand itself is sustainable, conscious or ethical?



Value	Percent	Responses
Yes, I think the whole brand is sustainable, conscious or ethical	30.3%	305
No, I think only that labelled product is sustainable, conscious or ethical	30.7%	309
I think some products are sustainable, conscious or ethical, but not the whole brand	31.3%	315
I don't understand the difference between a product and a brand being sustainable, conscious or ethical	7.7%	77

Totals: 1,006

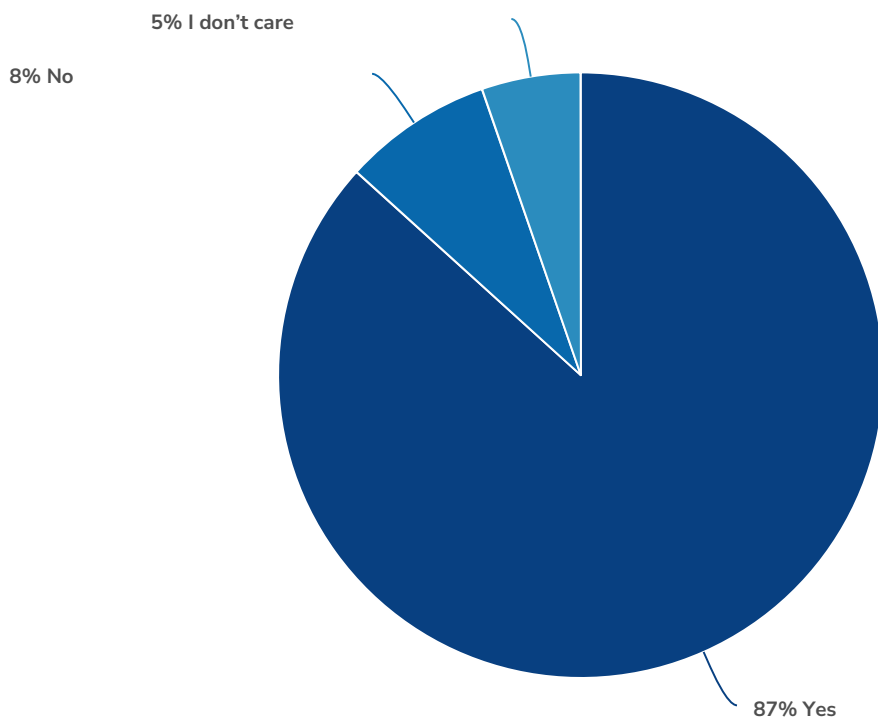
11. Do you think that sustainable products should protect people, animals and the planet?



Value	Percent	Responses
Yes, it's all connected	91.7%	922
No, only the planet	5.8%	58
No, only people	1.7%	17
No, only animals	0.9%	9

Totals: 1,006

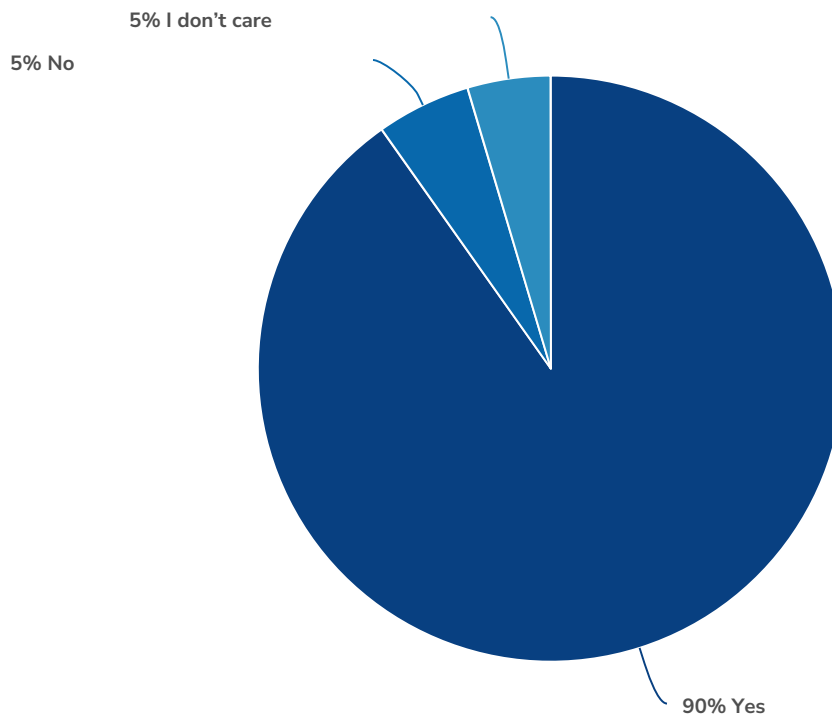
12. Do you think that product labels should warn you if something harms people, animals or the planet to make it?



Value	Percent	Responses
Yes	86.8%	873
No	8.0%	80
I don't care	5.3%	53

Totals: 1,006

13. Do you think that words brands use to sound sustainable and ethical should be better defined and regulated by the government, to make sure brands are not lying?



Value	Percent	Responses
Yes	90.3%	908
No	5.2%	52
I don't care	4.6%	46

Totals: 1,006