

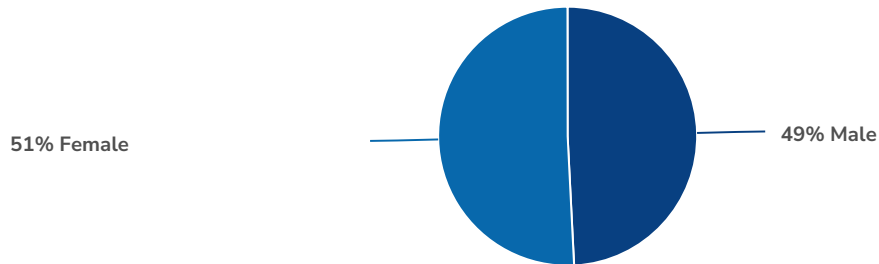
Final Summary Report for Collective Fashion Justice - Feathers+Leather_Feb23_(AU)_A-45901

Response Counts



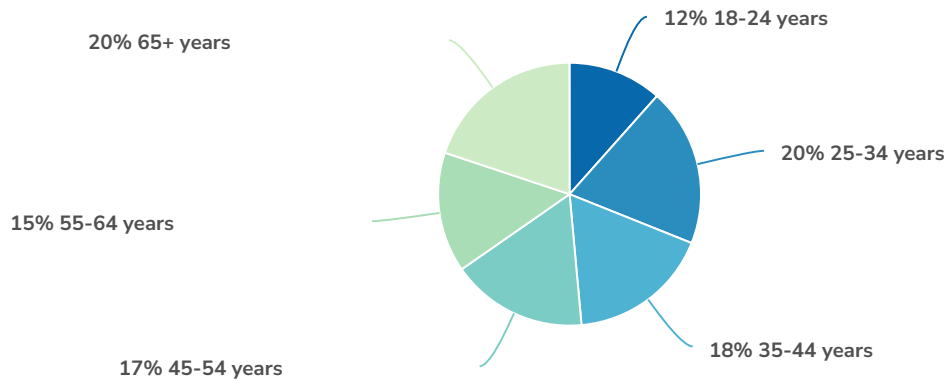
Totals: 1,007

1. What is your gender?



Value	Percent	Responses
Male	49.2%	495
Female	50.8%	512
		Totals: 1,007

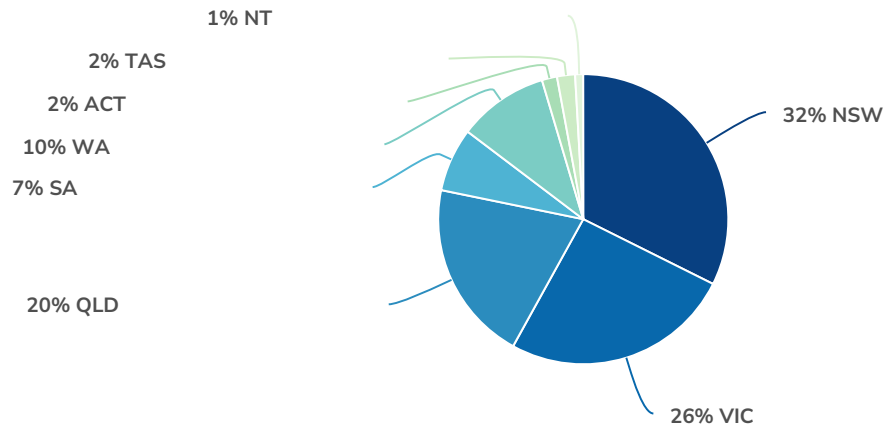
2. What is your current age?



Value	Percent	Responses
18-24 years	11.6%	117
25-34 years	19.5%	196
35-44 years	17.5%	176
45-54 years	16.8%	169
55-64 years	14.8%	149
65+ years	19.9%	200

Totals: 1,007

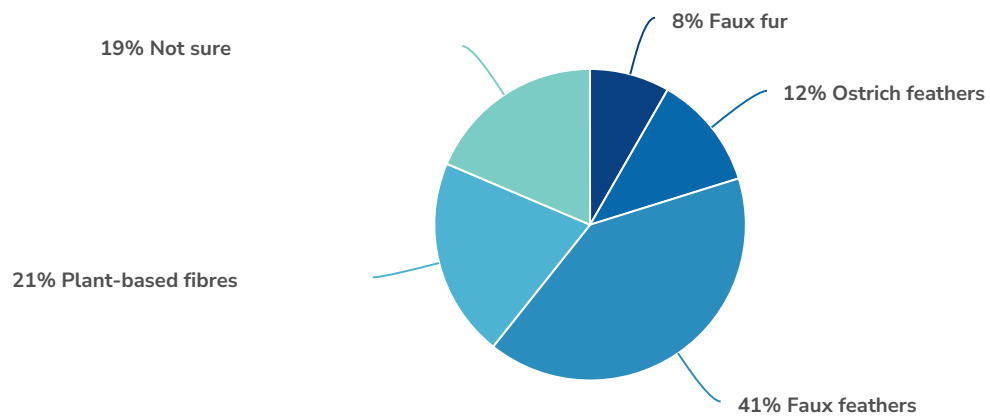
3. Where do you live?



Value	Percent	Responses
NSW	32.4%	326
VIC	25.7%	259
QLD	20.2%	203
SA	7.1%	71
WA	10.1%	102
ACT	1.7%	17
TAS	2.0%	20
NT	0.9%	9

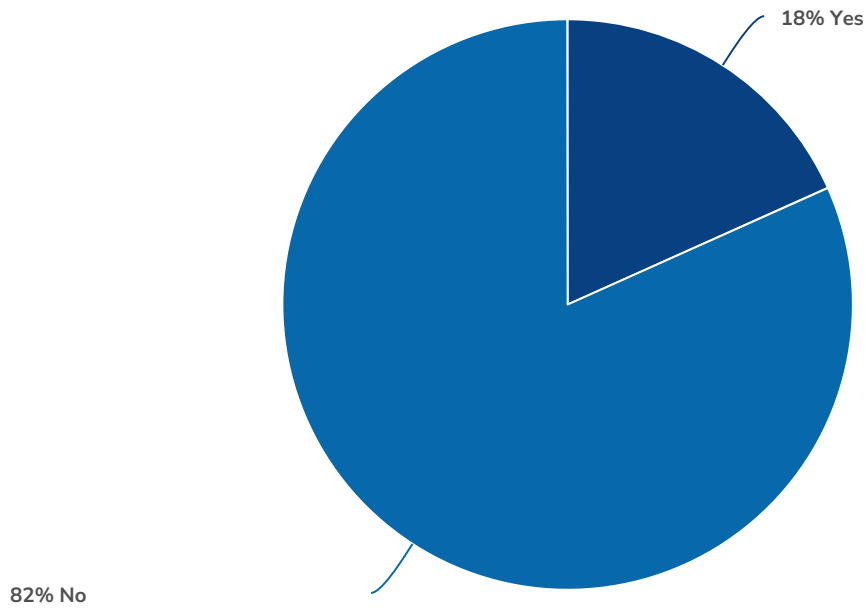
Totals: 1,007

4. What do you think this fluffy trim is made of?



Value	Percent	Responses
Faux fur	8.3%	84
Ostrich feathers	11.9%	120
Faux feathers	40.5%	408
Plant-based fibres	20.7%	208
Not sure	18.6%	187
		Totals: 1,007

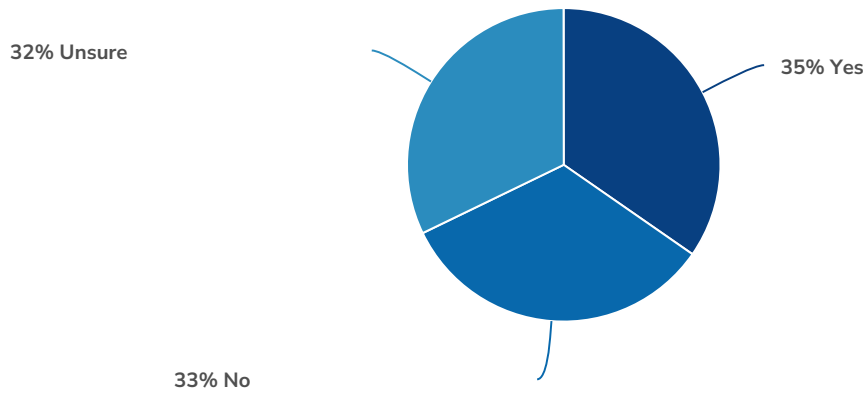
5. Do you think the farming and killing of wild animals for clothing and fashion accessories is acceptable?



Value	Percent	Responses
Yes	18.3%	184
No	81.7%	823

Totals: 1,007

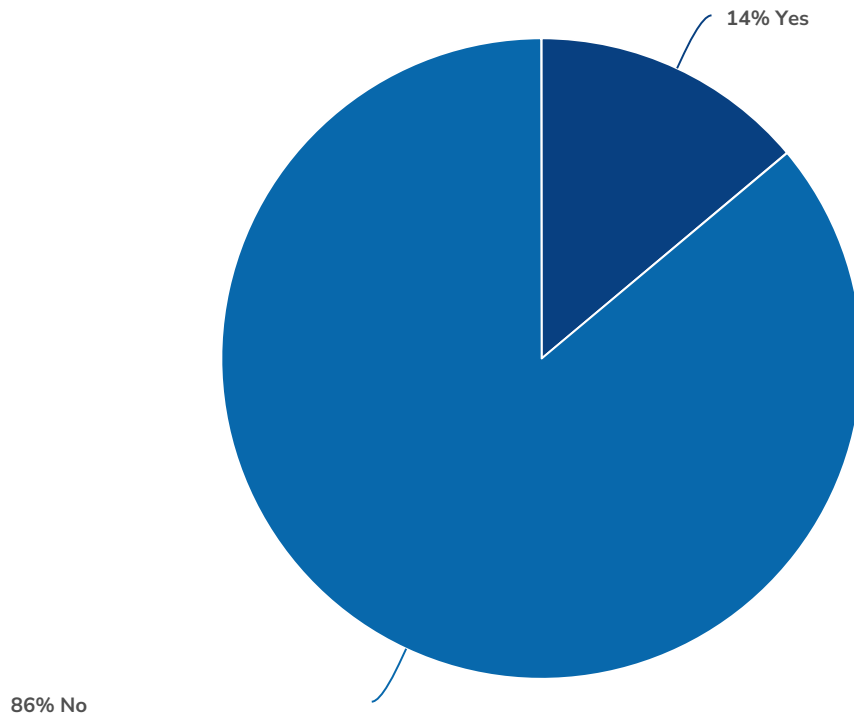
6. Do you think that feathers can be collected from birds like ostriches without causing harm to them?



Value	Percent	Responses
Yes	34.7% 	349
No	33.2% 	334
Unsure	32.2% 	324

Totals: 1,007

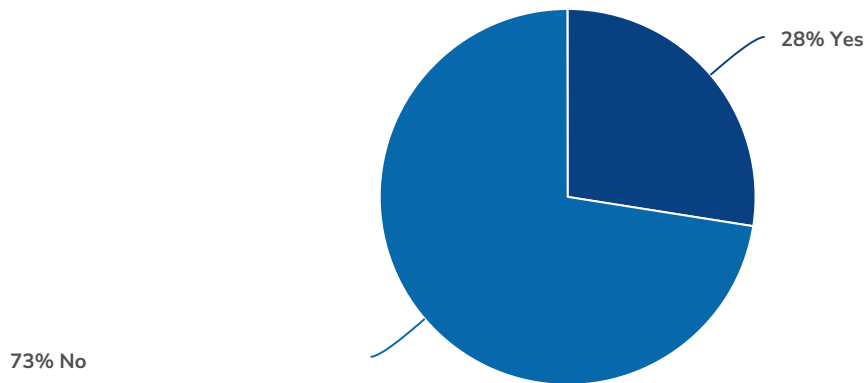
7. Do you know how ostriches are farmed and slaughtered for their feathers and skin?



Value	Percent	Responses
Yes	13.9%	140
No	86.1%	867

Totals: 1,007

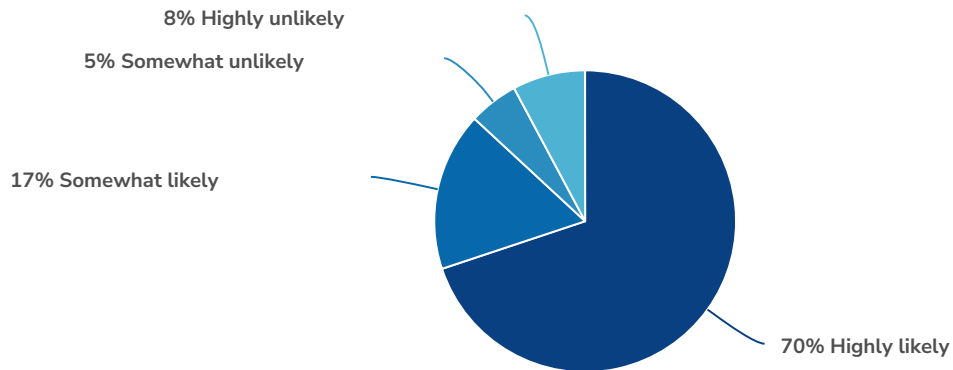
8. Did you know that birds must be captured from the wild or intensively farmed and slaughtered for feathers to be used in fashion?



Value	Percent	Responses
Yes	27.5%	277
No	72.5%	730

Totals: 1,007

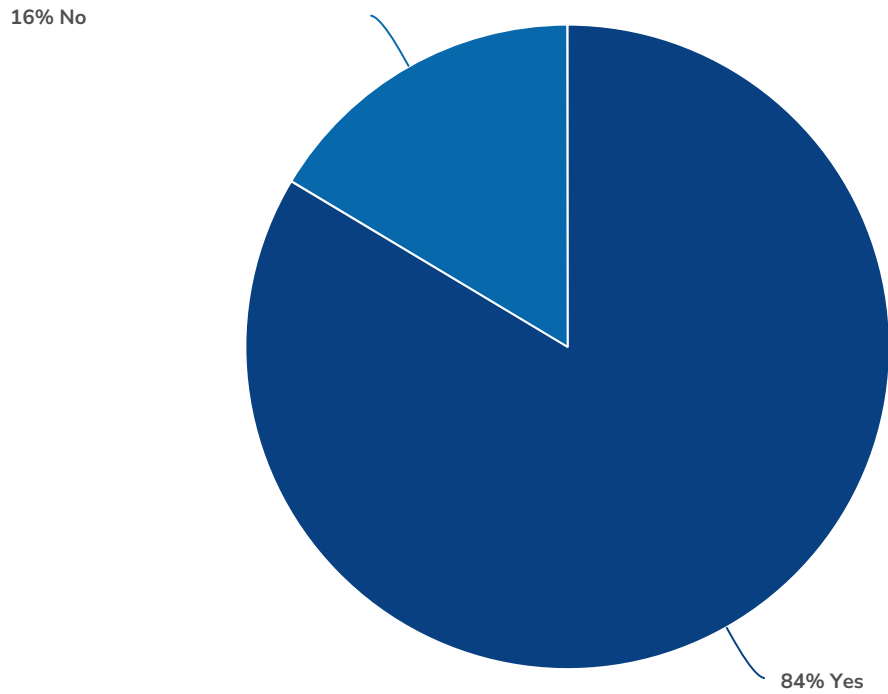
9. Knowing that Ostriches must be killed to collect their feathers, how likely are you to avoid feathers in fashion?



Value	Percent	Responses
Highly likely	69.9%	704
Somewhat likely	17.0%	171
Somewhat unlikely	5.3%	53
Highly unlikely	7.8%	79

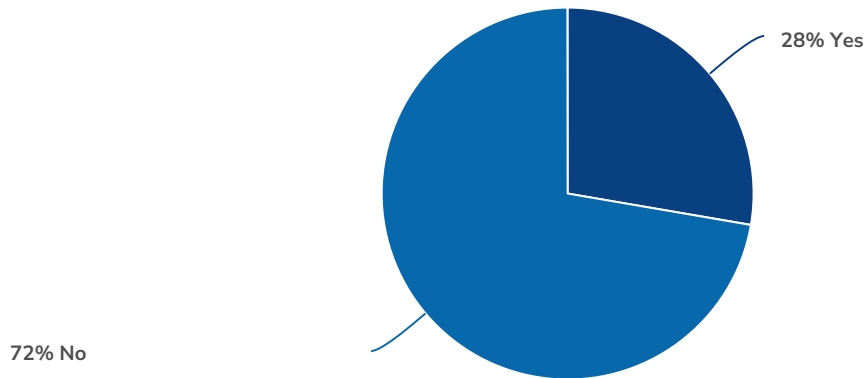
Totals: 1,007

10. Do you agree that brands who do not use feathers in their collections are more ethical and sustainable than those who do use feathers?



Value	Percent	Responses
Yes	83.6%	842
No	16.4%	165
Totals: 1,007		

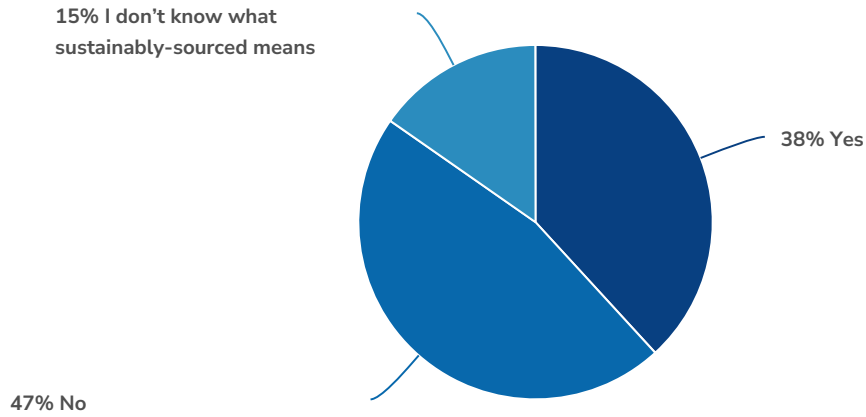
11. Do you think that animal-derived leather can be sourced without harming cows?



Value	Percent	Responses
Yes	27.7%	279
No	72.3%	728

Totals: 1,007

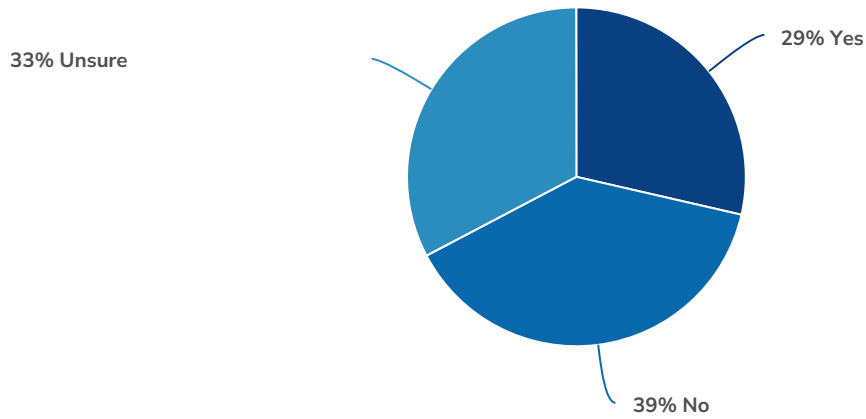
12. Do you think that animal-derived leather can be sustainably sourced?



Value	Percent	Responses
Yes	38.2%	385
No	46.5%	468
I don't know what sustainably-sourced means	15.3%	154

Totals: 1,007

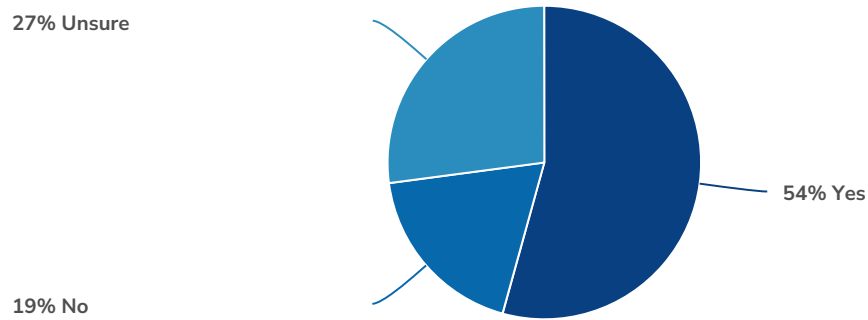
13. Do you think that animal-derived leather is biodegradable and environmentally sustainable?



Value	Percent	Responses
Yes	28.6% 	288
No	38.7% 	390
Unsure	32.7% 	329

Totals: 1,007

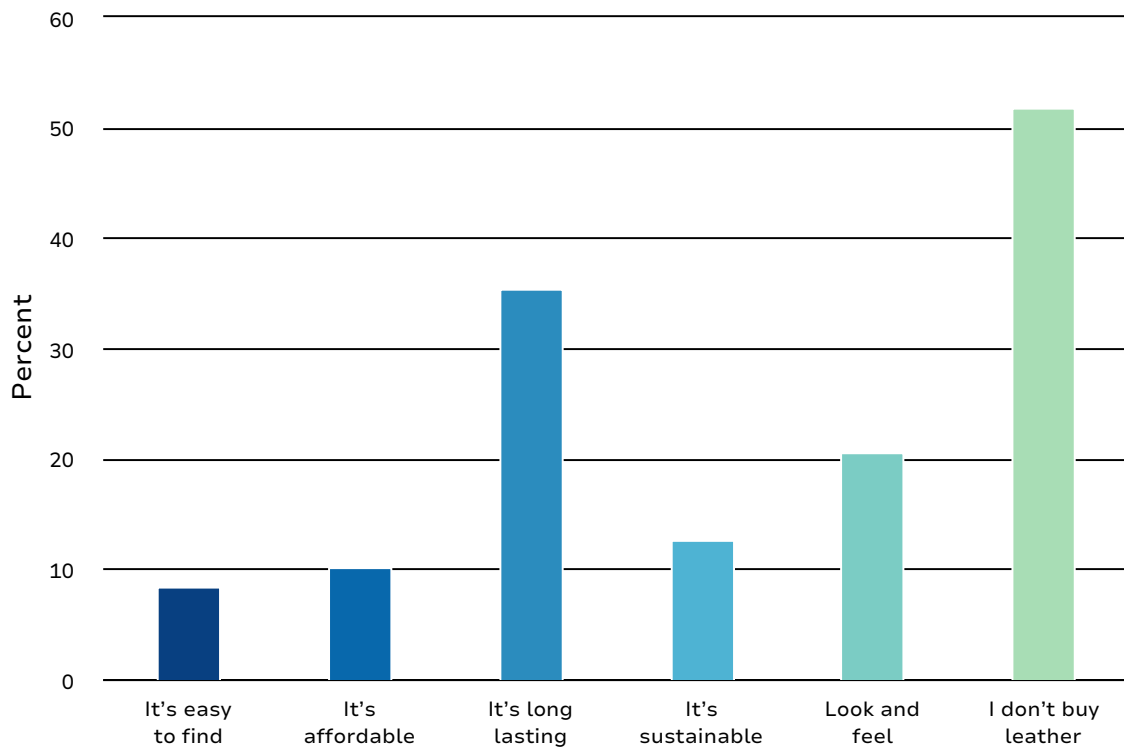
14. Do you think that animal-derived leather is a by-product of the meat industry?



Value	Percent	Responses
Yes	54.3%	547
No	18.6%	187
Unsure	27.1%	273

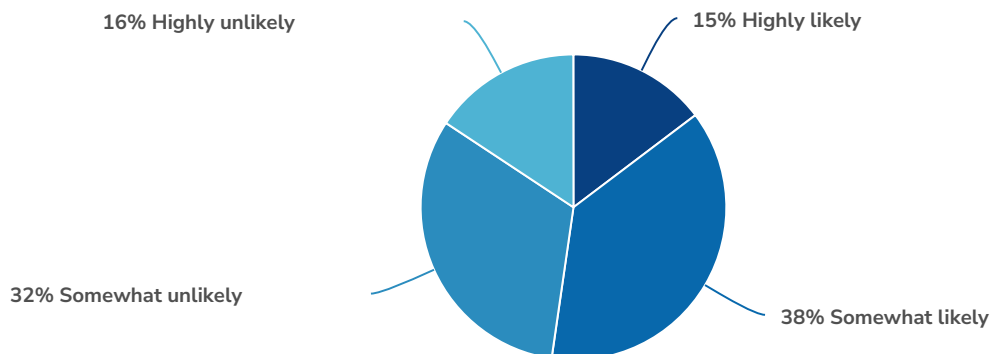
Totals: 1,007

15. Why do you choose to purchase animal-derived leather?



Value	Percent	Responses
It's easy to find	8.5%	86
It's affordable	10.3%	104
It's long lasting	35.5%	357
It's sustainable	12.7%	128
Look and feel	20.7%	208
I don't buy leather	51.9%	523

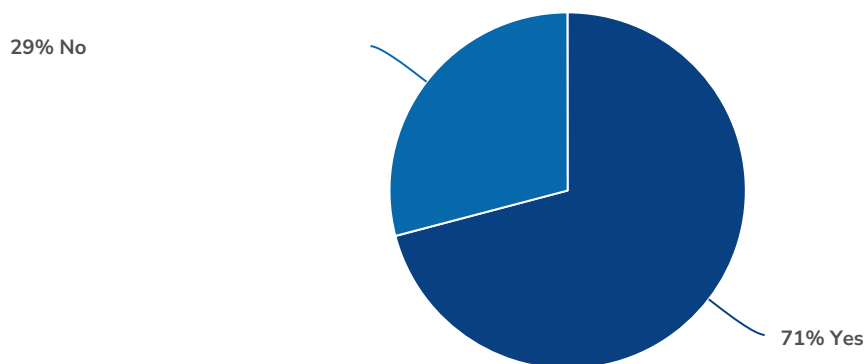
16. Knowing that the leather industry contributes to the cruel farming and killing of cows, how likely are you to avoid leather?



Value	Percent	Responses
Highly likely	14.7%	71
Somewhat likely	37.6%	182
Somewhat unlikely	32.0%	155
Highly unlikely	15.7%	76

Totals: 484

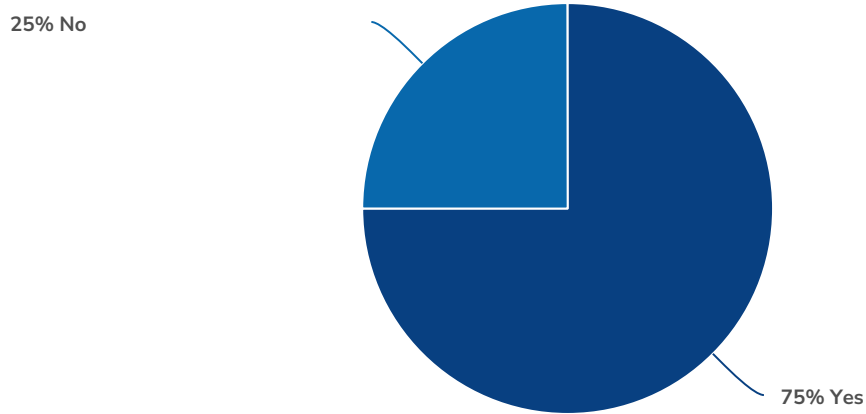
17. Knowing that leather is not effectively biodegradable and producing it results in significant greenhouse gas emissions, as well as often water pollution, human health and wildlife risks and deforestation, would you prefer to wear a more responsible material?



Value	Percent	Responses
Yes	70.9%	343
No	29.1%	141

Totals: 484

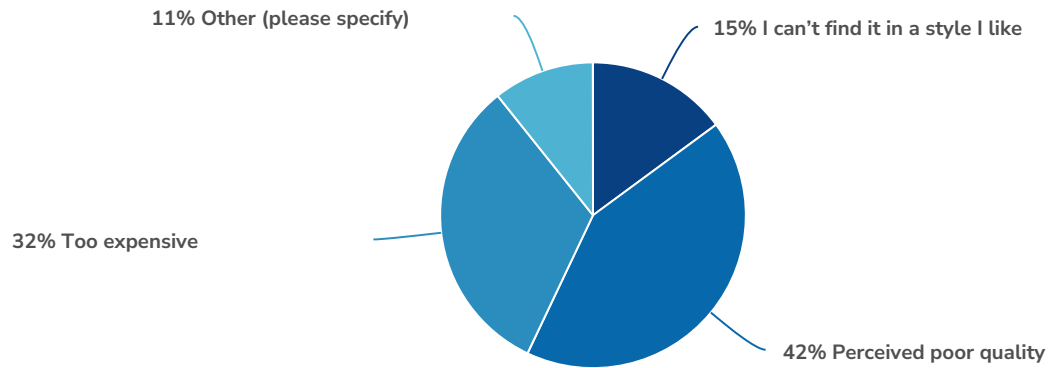
18. If sustainable, animal-free leather alternatives were readily available, would you prefer them over cow skin leather?



Value	Percent	Responses
Yes	75.0%	363
No	25.0%	121

Totals: 484

19. What is stopping you from choosing an animal-free leather alternative?



Value	Percent	Responses
I can't find it in a style I like	14.9%	72
Perceived poor quality	42.1%	204
Too expensive	32.2%	156
Other (please specify)	10.7%	52

Totals: 484