

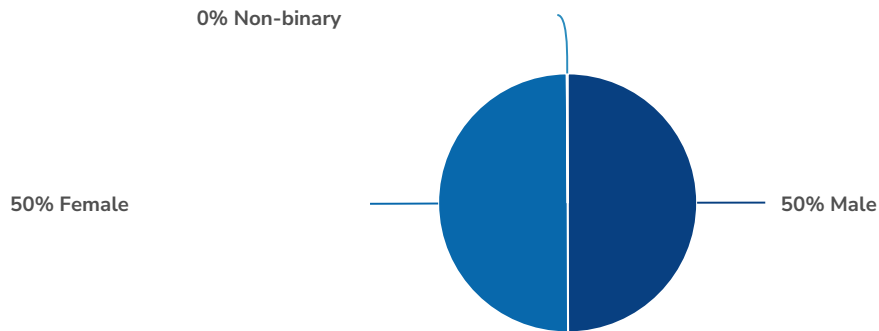
Final Summary Report for Collective Fashion Justice - Feathers+Leather (UK) A-45901

Response Counts



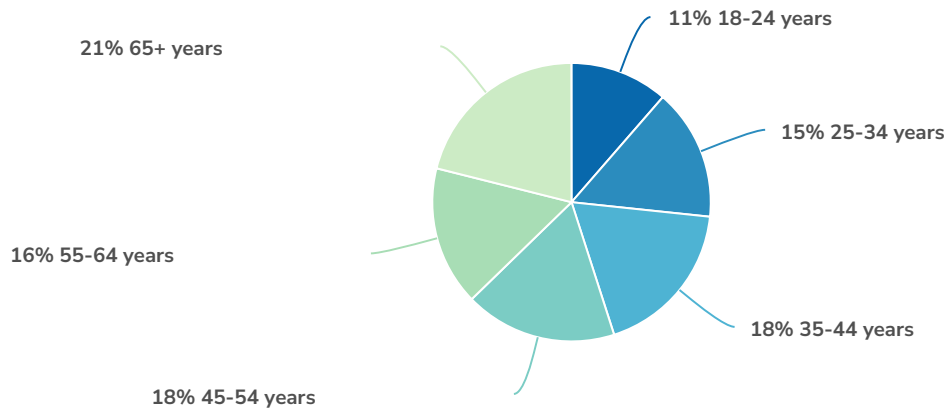
Totals: 1,007

1. What is your gender?



Value	Percent	Responses
Male	50.0%	503
Female	50.0%	503
Non-binary	0.1%	1
		Totals: 1,007

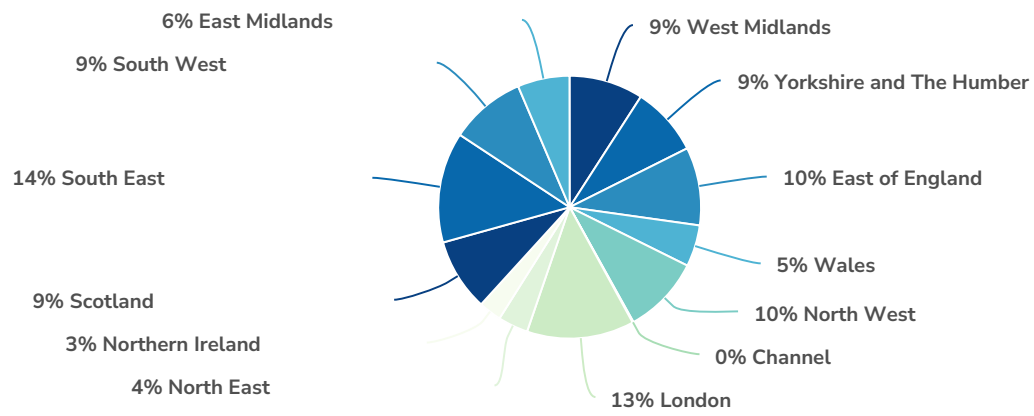
2. What is your current age?



Value	Percent	Responses
18-24 years	11.4%	115
25-34 years	15.3%	154
35-44 years	18.4%	185
45-54 years	17.7%	178
55-64 years	16.2%	163
65+ years	21.1%	212

Totals: 1,007

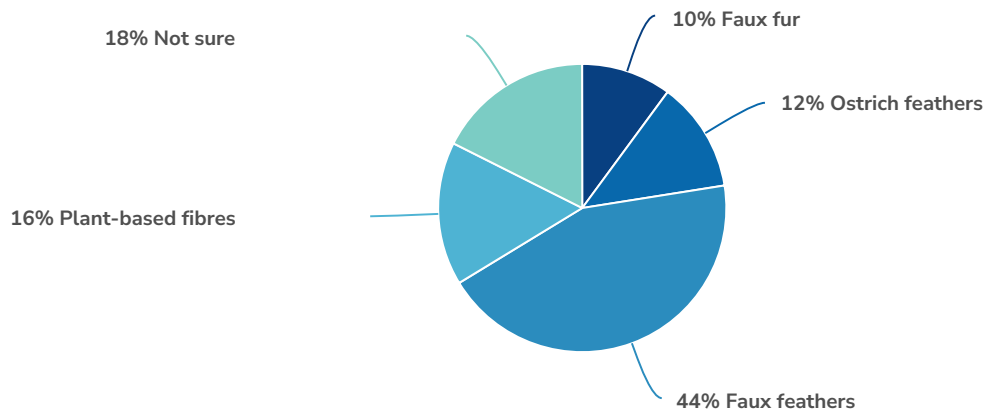
3. And where are you based?



Value	Percent	Responses
West Midlands	9.1%	92
Yorkshire and The Humber	8.5%	86
East of England	9.6%	97
Wales	5.1%	51
North West	9.6%	97
Channel	0.1%	1
London	13.2%	133
North East	3.7%	37
Northern Ireland	2.8%	28
Scotland	8.9%	90
South East	13.6%	137
South West	9.3%	94
East Midlands	6.4%	64

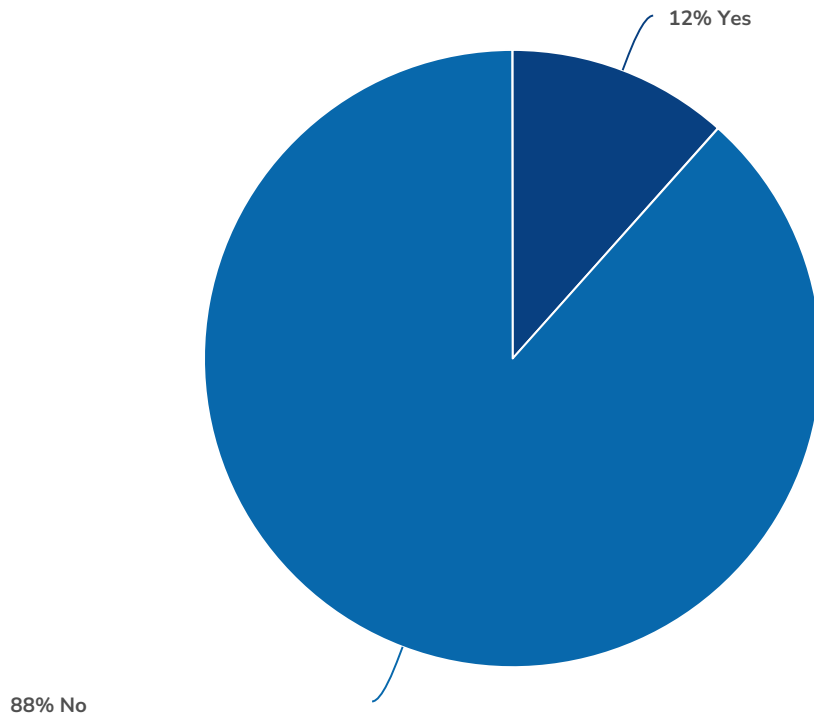
Totals: 1,007

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



Value	Percent	Responses
Faux fur	10.1%	102
Ostrich feathers	12.4%	125
Faux feathers	43.8%	441
Plant-based fibres	16.1%	162
Not sure	17.6%	177
		Totals: 1,007

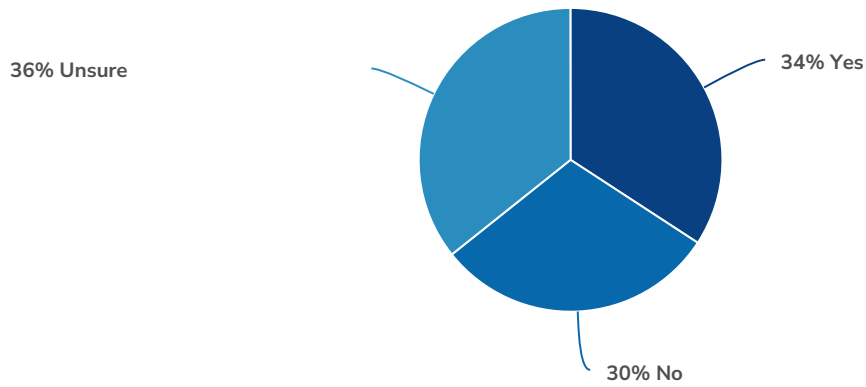
5. Do you think the farming and killing of wild animals for clothing and fashion accessories is acceptable?



Value	Percent	Responses
Yes	11.6%	117
No	88.4%	890

Totals: 1,007

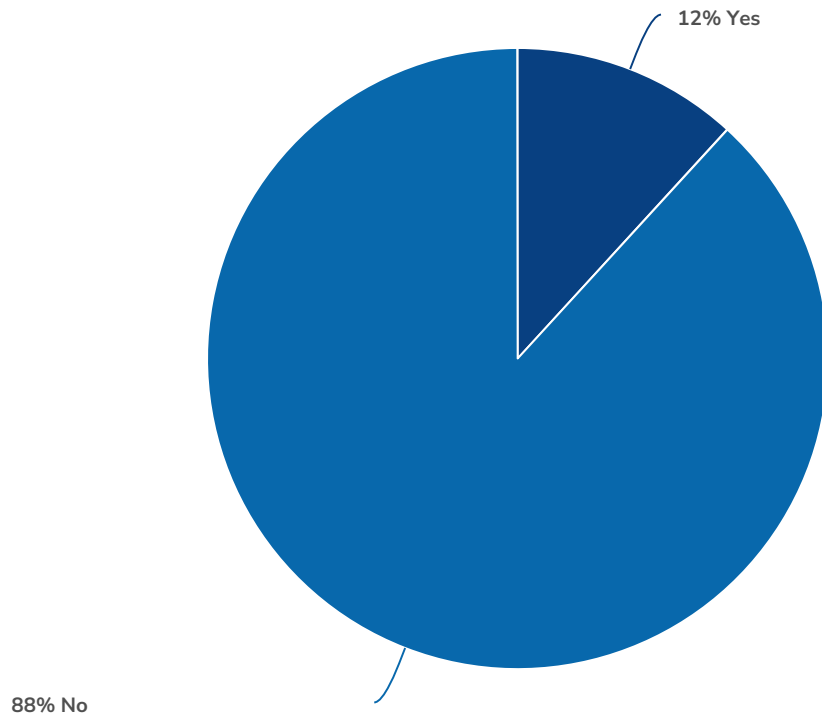
6. Do you think that feathers can be collected from birds like ostriches without causing harm to them?



Value	Percent	Responses
Yes	34.2%	344
No	30.1%	303
Unsure	35.7%	360

Totals: 1,007

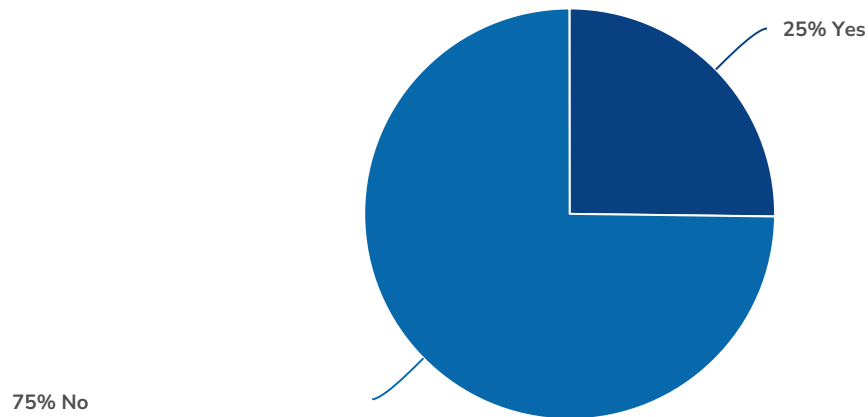
7. Do you know how ostriches are farmed and slaughtered for their feathers and skin?



Value	Percent	Responses
Yes	11.8%	119
No	88.2%	888

Totals: 1,007

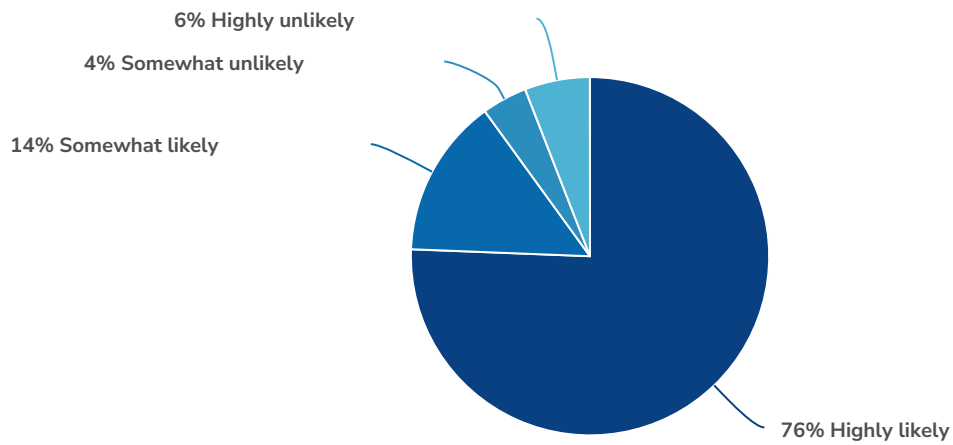
8. Did you know that birds must be captured from the wild or intensively farmed and slaughtered for feathers to be used in fashion?



Value	Percent	Responses
Yes	25.2%	254
No	74.8%	753

Totals: 1,007

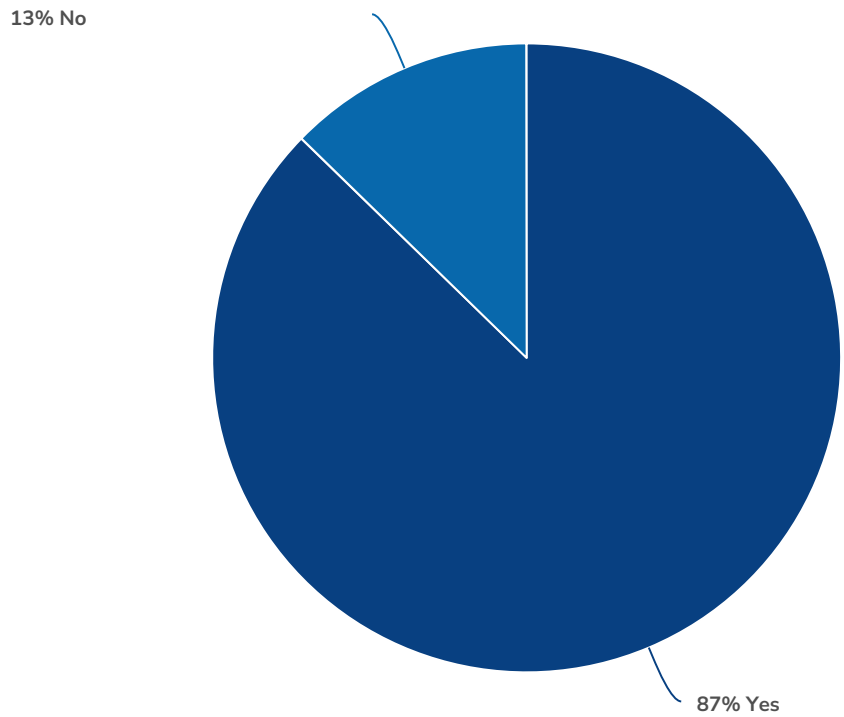
9. Knowing that Ostriches must be killed to collect their feathers, how likely are you to avoid feathers in fashion?



Value	Percent	Responses
Highly likely	75.7%	762
Somewhat likely	14.4%	145
Somewhat unlikely	4.1%	41
Highly unlikely	5.9%	59

Totals: 1,007

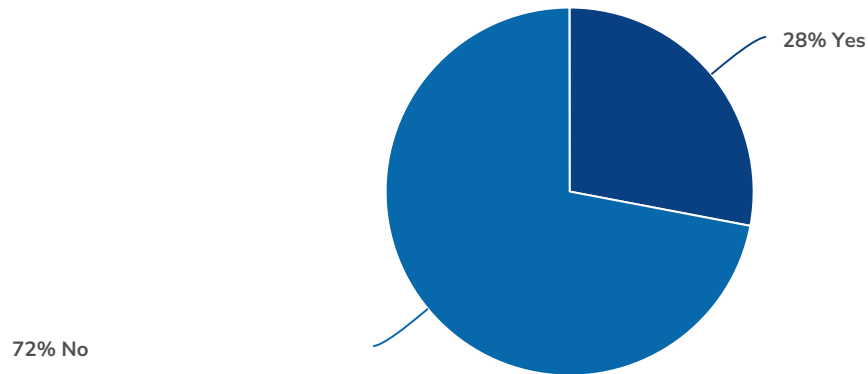
10. Do you agree that brands who do not use feathers in their collections are more ethical and sustainable than those who do use feathers?



Value	Percent	Responses
Yes	87.3%	879
No	12.7%	128

Totals: 1,007

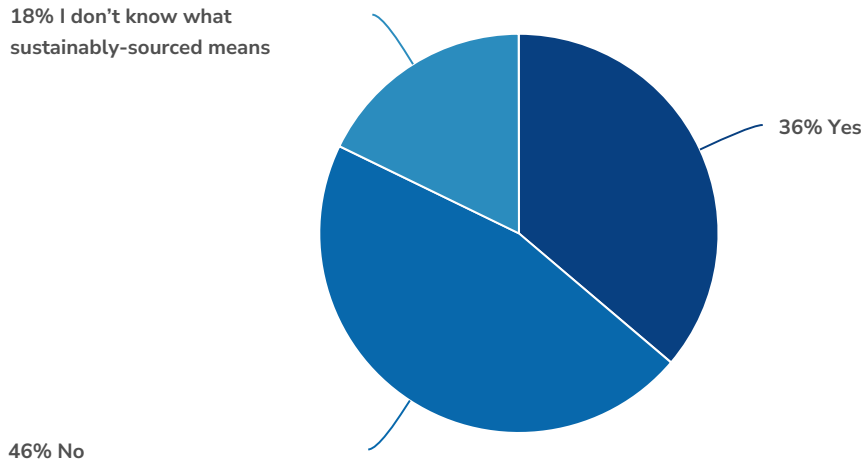
11. Do you think that animal-derived leather can be sourced without harming cows?



Value	Percent	Responses
Yes	28.0%	282
No	72.0%	725

Totals: 1,007

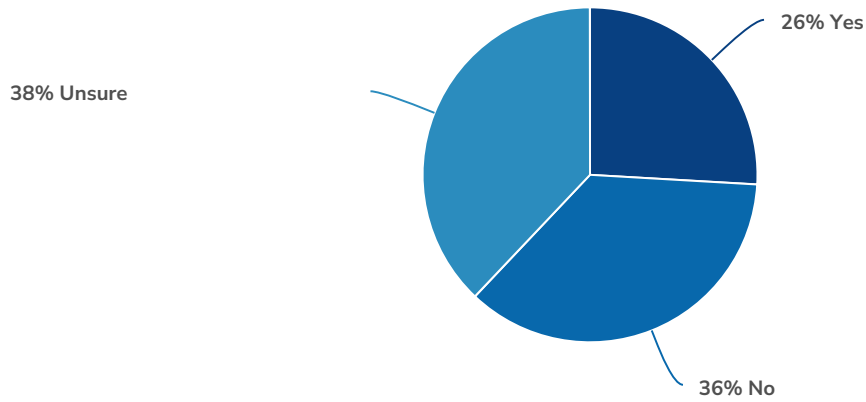
12. Do you think that animal-derived leather can be sustainably sourced?



Value	Percent	Responses
Yes	36.2%	365
No	46.0%	463
I don't know what sustainably-sourced means	17.8%	179

Totals: 1,007

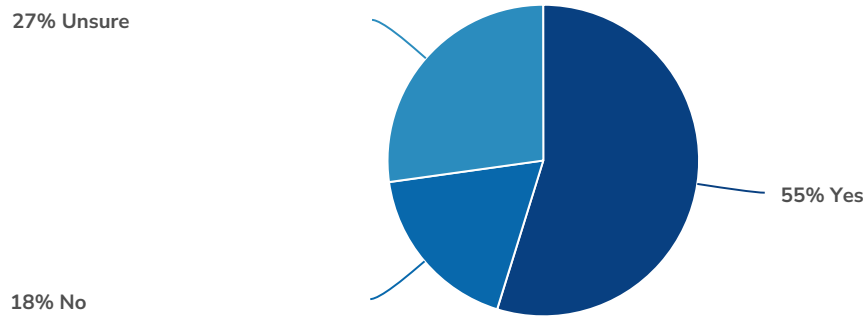
13. Do you think that animal-derived leather is biodegradable and environmentally sustainable?



Value	Percent	Responses
Yes	25.9%	261
No	36.1%	364
Unsure	37.9%	382

Totals: 1,007

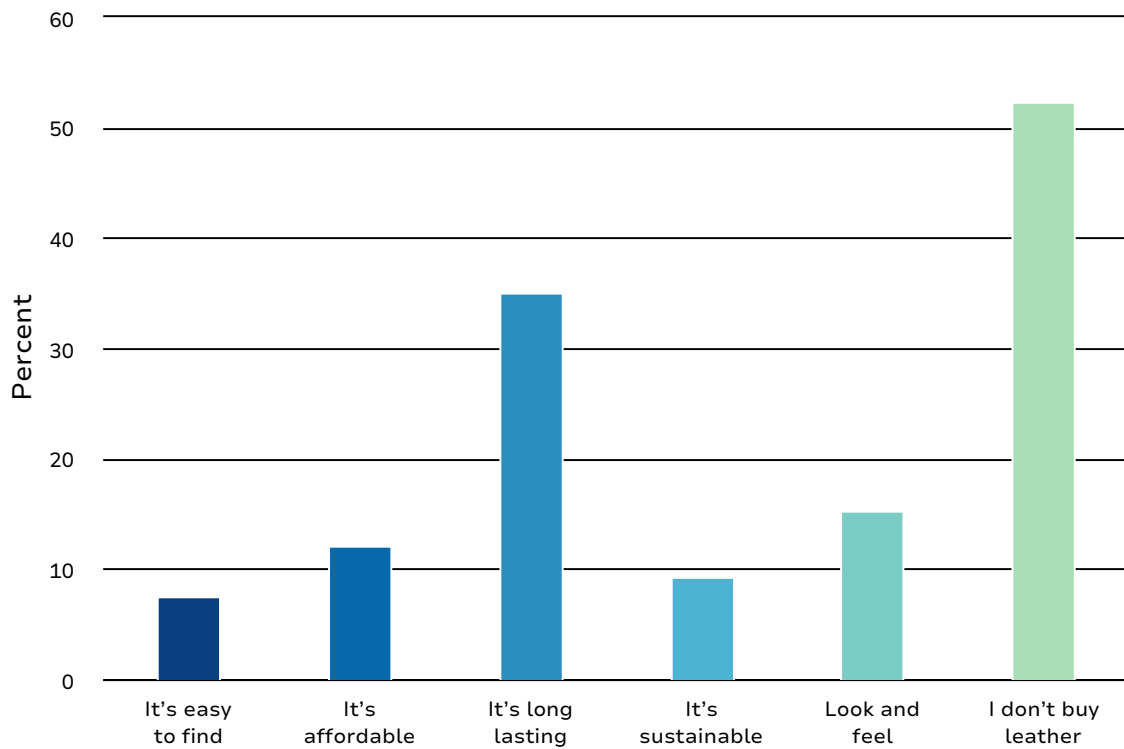
14. Do you think that animal-derived leather is a by-product of the meat industry?



Value	Percent	Responses
Yes	54.8%	552
No	18.0%	181
Unsure	27.2%	274

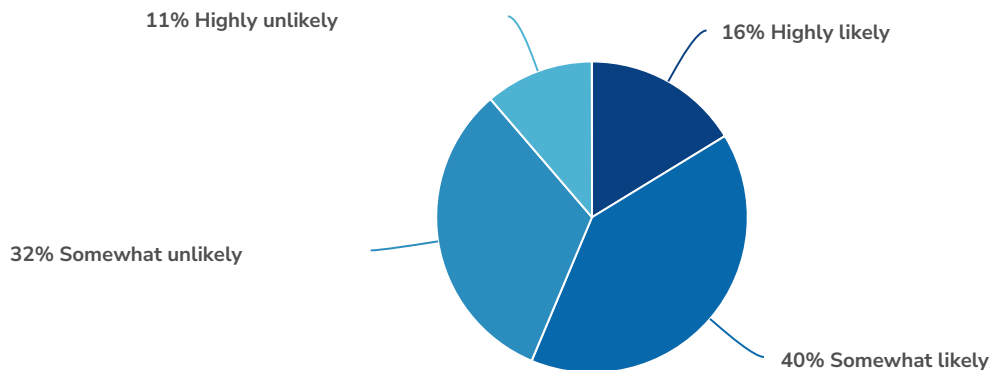
Totals: 1,007

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



Value	Percent	Responses
It's easy to find	7.6%	77
It's affordable	12.2%	123
It's long lasting	35.2%	354
It's sustainable	9.4%	95
Look and feel	15.3%	154
I don't buy leather	52.4%	528

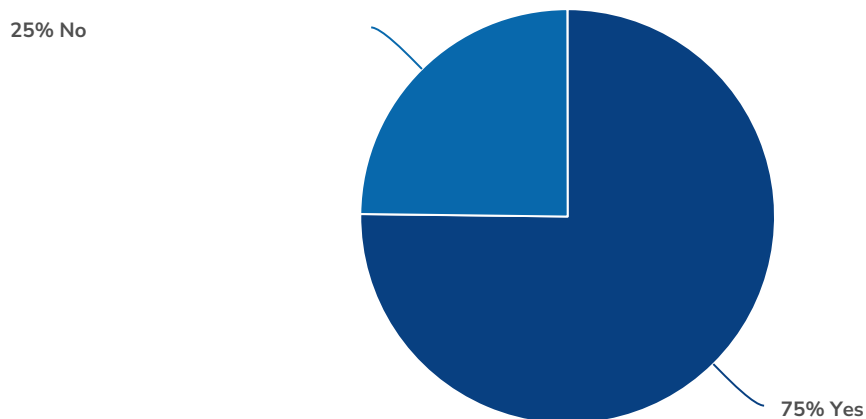
16. Knowing that the leather industry contributes to the cruel farming and killing of cows, how likely are you to avoid leather?



Value	Percent	Responses
Highly likely	16.3%	78
Somewhat likely	40.1%	192
Somewhat unlikely	32.4%	155
Highly unlikely	11.3%	54

Totals: 479

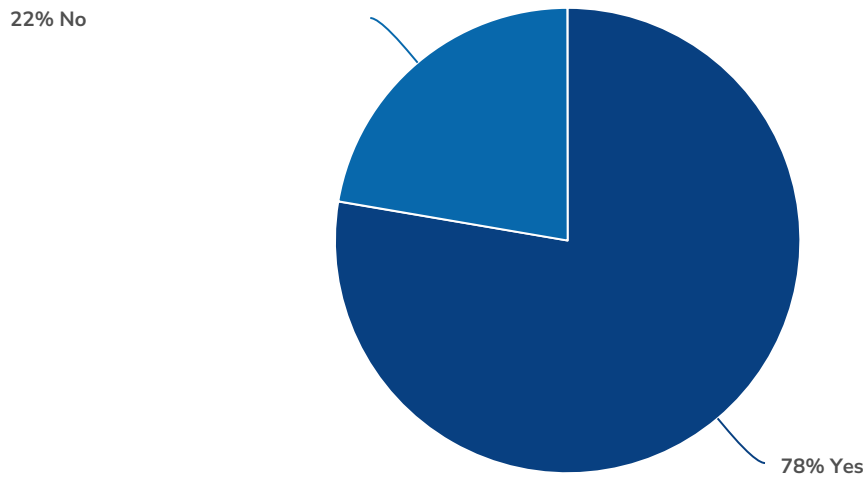
17. Knowing that leather is not effectively biodegradable and producing it results in significant greenhouse gas emissions, as well as often water pollution, human health and wildlife risks and deforestation, would you prefer to wear a more responsible material?



Value	Percent	Responses
Yes	75.2%	360
No	24.8%	119

Totals: 479

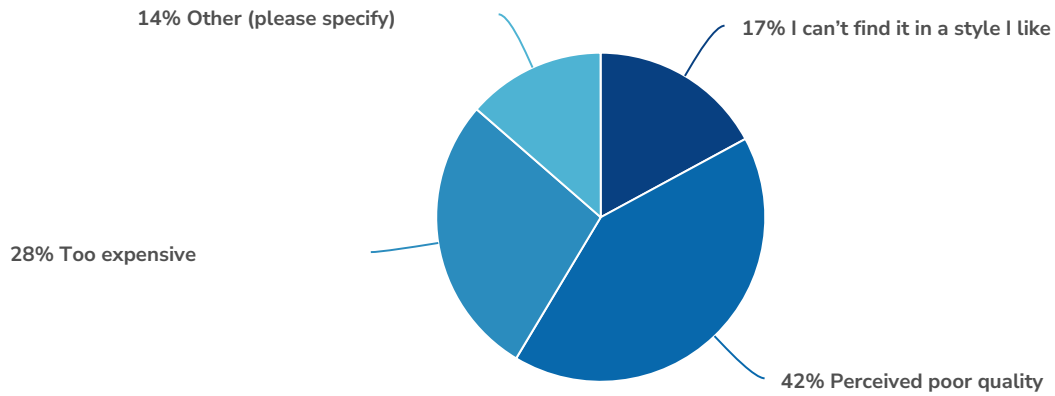
18. If sustainable, animal-free leather alternatives were readily available, would you prefer them over cow skin leather?



Value	Percent	Responses
Yes	77.7%	372
No	22.3%	107

Totals: 479

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	17.1%	82
Perceived poor quality	41.5%	199
Too expensive	27.8%	133
Other (please specify)	13.6%	65

Totals: 479