

# **Fashion Forward Co.**

A research company that informs individuals about the latest news in the fashion world.



**Fashion brands impact on the environment**

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We, The Fashion Forward Co. are conducting an important Citywide survey among clothing shoppers like you. Your responses are highly important to our survey and will be kept strictly confidential. Please answer all questions honestly, and to the best of your ability.

Thank You

1. How would you describe your style of fashion? (Please choose your top 3 choices by numbering them 1,2, and 3, with 1 being your first choice)

	Athletic
	Casual
	Chic
	Preppy
	Professional
	Trendy
	Other(Please Specify)_____

2. How do you shop most often for fashion/clothing? (Please choose only one)

- In-store
- Online
- Buy online then pick up from the store
- View products in-store and buy online
- View products online and buy in-store

3. What is your most preferred method of purchasing fashion/clothing items? (Please choose only one)

- Cash
- Credit Card
- Debit Card
- Gift Card
- Other (Please specify) \_\_\_\_\_

4. Do you usually shop at a Fast Fashion brand?

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Which of the following do you think are the leading companies for fast fashion? (A rank of 1 will indicate the leading company, while 5 would indicate the fifth leading company. Write the numbers 1,2, 3, 4 5 next to the brands)

Rank (1-5)	Brand Names
	Banana Republic/Gap
	Fashion Nova
	Forever 21
	H&M
	Zara

6. Which clothing retailer do you usually buy clothes from the most? (Please choose your top 3 choices by numbering them 1,2, and 3; with 1 being your leading choice)

	Banana Republic
	Chanel
	Forever 21
	Gap
	Gucci
	Prada
	Zara
	Other (Please specify)

7. Do you usually shop from Luxury Brands?

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

8. How do you feel about each of the following statements listed below? (Please respond to each statement listed)

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
Luxury brands teaming up with fast fashion brands will help give fast fashion brands more credibility within the industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrities help position fast fashion brands in the fashion industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Luxury brands have more quality than fast fashion brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Fashion brands are more affordable than a luxury brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Which of the following do you think are the leading companies for luxury brands? (A rank of 1 will indicate your leading choice, while 5 would indicate the fifth leading choice. Write the numbers 1, 2, 3, 4, and 5 next to the brands)

Rank (1-5)	Brand Names
	Alexander McQueen
	Chanel
	Gucci
	Louis Vuitton
	Prada

Please continue on the next page

10. How influential are each of the following factors to you when purchasing products from a fast fashion or luxury brand? (Please respond to each factor listed below)

Factors	Very Influential	Influential	Somewhat Influential	Not Influential
Advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brands Names	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Loyalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limited Editions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Following Celebrities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How important are each of the following factors to you when purchasing fast-fashion brands? (Please respond to each factor listed below)

Factors	Very Important	Important	Somewhat Important	Not Important
The durability of the fabric.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmentally concerned brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable fabric.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Made to order brands (Prevents excess fabric).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How do you usually dispose of your clothing? (Please choose all that apply)

- Sell it
- Throw it away
- Recycle
- Give to family/friends
- Other (Please Specify) \_\_\_\_\_

13. How often do you use each of the following approaches to conserve the environment?  
(Please respond to each approach listed below)

Approaches	Very Often	Often	Rarely	Never
Upcycling (Turning old products into new ones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reusing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reselling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How important are each of the following factors to you when choosing a fashion brand that helps with the preservation of the environment? (Please respond to each factor listed below)

Factors	Very Important	Important	Not So Important	Not At All Important
Eco-friendly packaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable produced fashion. (Fabric is made from organic resources. No chemicals involved)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainably grown fiber crops.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying a higher price for sustainable fashion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. How concerned are you about each of the following Ethical Issues related to fashion Production? (Please respond to each Ethical Issue listed below)

Ethical Issues	Very Concerned	Mostly Concerned	Somewhat Concerned	Not Concerned At All
Global Warming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Human Rights/ Child Labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic Dyes and Chemicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animal Welfare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rising Pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The following personal questions are for statistical purposes only. Your answers to these will be kept strictly confidential.

16. What is your Gender?

Female	Male
<input type="checkbox"/>	<input type="checkbox"/>

17. How old are you?

Under 18	18-24	25-34	35-44	45-54	55+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



18. What is your Ethnic Background? (Please choose only one)

African-American	Caucasian	Hispanic/Latino	Asian	Other (Please Specify)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Where do you currently Reside?

Manhattan	Queens	Brooklyn	Bronx	Staten Island	Other (Please Specify)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. What is your current Marital Status?

Single	Married	Divorced	Separated	Widowed
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. What is your highest level of education completed?

Some High School	High School Graduate	Some College	College Graduate	Some Graduate School	Completed Graduate School
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. What is your current Employment Status? (Please choose all that apply)

Employed Full-Time	Employed Part-Time	Unemployed	Full-Time Student	Part-Time Student	Self-Employed	Retired
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. What is your Total Household Income?

Under \$15,000	\$15,000 - \$19,999	\$20,000 - \$24,999	\$25,000 - \$29,999	\$30,000 - \$34,999	\$35,000 - \$39,999	\$40,000 - \$44,999	\$45,000 - \$49,999	\$50,000 or more
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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24. How many people live in your household?

1	2	3	4	5 or more
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You have finally completed the survey. Thank you for your cooperation, time, and all the information that was provided. Again, all the information will be held in complete confidence. Please feel free to use the space provided below for any additional comments you may have about this exciting topic.

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**THANK YOU**