# FASHION FORWARD CO: FAST FASHION VERSUS LUXURY

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# TEAM Profile

Fast Fashion vs Luxury Designer Brands

### Jessica Rosa

As Project Director, My responsibilities are to equally distribute tasks among the team members. Monitor the task assigned on a weekly basis,and ensure the overall completion of the project.

### Makonenn Sam

As a co-project Director, my job is to also ensure that the project is completed on time and accurately. Also, it's to make sure that every member of our team carries out their role efficiently and precisely

### Leslie Escoto

. As a statistical writer, my job entails designing surveys, questionnaires, and polls in order to be able to collect information. I'm also responsible for making sure all data that is collected is accurate.

### Brandon Coreas

As a Statistical Writer my job is to write, edit and synthesize the various components of the research project which includes surveys questionnaires and polls.

### Afiya Ibnath

As a Research analyst, I'm responsible for researching, analyzing, and presenting data related to markets, operations, finance/ accounting, economics, customers, and other information.

10/2/19

The Fashion Forward Co. researched to determine what impact the Fast-fashion and Luxury brands had on the environment. Based on our research we found that Fast-fashion brands have contributed to an unhealthy environment, due to the excess water usage and carbon dioxide production. Fast-fashion brands are producing excess clothing and that has gone to waste. In addition to respondents, we found out how they also used sustainable practices. A few of the responses thought that sustainably produced fashion was important but others chose that paying a higher price for sustainable fashion was not so important. Methods discussed were recycling, reselling, upcycling, rental or reusing. Many respondents are interested in contributing to a healthier environment.

On the other hand, on the luxury side of Fashion because of the limited amount of clothes, it is not as damaging as the fast fashion side of the industry. However, it is still not sufficient enough to change the damage caused. Although, the high fashion brands continue to contribute to the world's pollution, they are doing so on a much smaller scale than fast fashion brands. They do this because of implementing better quality in their clothes with pricier fibers that don't release gasses, and eliminate excess use of chemicals. There are many similarities in both brands, as they have both established millennials as their target market. In both experience surveys, the interviewee identified their particular brand as a trendy brand. Sustainability is gaining popularity within the fashion industry whether it will completely convince other fashion brands to is unreal but it has motivated other fashion brands to have healthier approaches. Females in the research conducted believed that it was important to have eco-friendly packaging. Also for sustainably produced fashion females opted for this being enforced. Males and Females

agree with the contribution of fashion to Global warming and toxic dyes. Overall, by the research conducted there was more female votes than males.

Based on the shopping experience, respondents top 3 leaders of the Fast-Fashion brands were H&M, Zara and Forever 21. It was emphasized by respondents that they mostly buy from, fast-fashion brands because of the affordable price. Sustainability will not harm the New York City marketplace however because of the high price of sustainable fashion not everyone can buy from it. Young adults want quality but can only buy affordable clothing. Middle-aged consumers gravitate towards For our hypotheses, we had "Luxury brands are contributing to the pollution of the environment more than Fast Fashion brands" by our research we determined that is fast-fashion industry causing more damage but either way luxury brands also cause damage regardless, but do take steps towards being eco-friendly without compromising quality.

In conclusion, young adults gravitate towards fast-fashion brands because it is trendy and affordable. Middle-aged consumers also gravitate towards fast-fashion brands and off-price department store retailer. It was proven that Fast-Fashion brands cause more damage to the environment than luxury brands. The overproduction of fashion products and merchandise continues to cause pollution. Fashion agriculture crops are polluted, and the use of synthetic fibers. Consumers have an idea of the materials used for fashion clothing. All in all, Fast-fashion needs to contribute to the current approach to help create a healthier environment.

Fast Fashion effects:

Fast Fashion is known for how quickly and efficiently new clothing and accessories become mass-produced. However, with such large numbers being produced there are negative impacts as well. Compared to 2000, clothing is being purchased 60% more than it used to be. Statistics have even said that at least twenty garments are being made, per person in the world per year.

Fast fashion has already been proven to be taking a toll on the environment. According to Nature.com, not only is the textile production business one of the most polluting, but it produces 1.2 billion tonnes of carbon emissions. The emissions that are being created come from creating new and synthetic fibers. Unlike a natural fiber, synthetic fibers such as polyester or modal, are man-made. Polyester, for example, sheds out micro pieces of plastic when it is washed, and then the plastic ends up in the oceans. And, being man-made, they are not biodegradable and end up harming the oceanic ecosystems. With agricultural growth they end up using products that harm those who harvest them. However, when that happens it creates more pressure. Cotton, for example, needs water and pesticides to grow. In third world countries, there is more likely to be cotton harvesting- but they are also more likely to face droughts. Without a consistent water supply, there is the possibility that the cotton orders will be unfulfilled.

Sustainability is something that should be looked for when creating new clothing. However, not everyone seems to agree with that. The CEO of H&M believes that it is just not achievable. This is believed because although global warming is something very real, jobs are being created in this business and it is a fight against poverty. According to Fastcompany.com, different companies are not even taking sustainability as seriously as they seem. The larger the company, the less chance they take. Any particular change seems to be coming from start-up companies, or those with a revenue under $100 million.

Luxury brand effects:

Throughout the years the issue of making sure fashion brands pay attention to the effects their brand has on the environment has been steadily decreasing as brands are becoming more aware of the detrimental effects non-sustainable fabrics can cause. Some featured brands are Gucci, Louis Vuitton, and Prada.

Gucci had come up with an initiative about operating efficiently with respect to the planet. Gucci believes that the commitment to fight against climate change is not only essential for safeguarding the planet but also to ensure competitiveness. They have implemented an eco-friendly program designed to reduce the company's impact on the environment. Some environmental plans include energy saving in all Gucci stores, offices, warehouses, and supply chains. Distribution and transportation optimization, development of innovative environmentally friendly materials, and many more efforts to remain eco-friendly.

Since 2004, Louis Vuitton has achieved progress in efficiently managing $CO_2$ impacts. Priority areas include energy-use in corporate buildings and stores, the transport of products, the preservation and traceability of resources, suppliers environmental practices, and the reduction of production waste. Although, Louis Vuitton has made tremendous efforts to reduce $CO_2$ impacts, their animal welfare is extremely poor because of the usage of fur, leather, wool, exotic animal skin. However, there is no evidence of the brand minimizing textile waste or reducing potent chemicals.

Prada is also aware of the responsibility of supporting the protection of the environment. Prada feels responsible for engaging in and cultivating pro-environmental behaviors and acts to create good practice within the industry. Some figures of Prada's progress include 85% of it's paper for packaging is recycled, 24% reduction of $CO_2$ emission compared to 2017, and 41% of total energy supply is certified as green energy.

Fast Fashion Experience Survey:

**Name:** *Jayleen*

**Position:** *Manager*

**Company:** *Zara*

**Location:** *39 W 34th Street, New York NY 10001*

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1. **How many years have you worked for Zara?**

   Three years.

2. **What is Zara's aesthetic?**

   Trendy

3. **What does Zara bring to the fashion world?**

   Zara is a customer orientated brand, and they have affordable prices.

4. **What is Zara's target market?**

   20-35+ years old.

5. **Do you think young adults gravitate towards fast fashion brands or luxury brands?**

   Both

6. **In your opinion, what is the advantage that fast fashion brands have over luxury brands?**

   Zara has items in large quantities that are not limited edition like in luxury brands. The customers do not have to worry about waiting for merchandise.

Luxury Brand Experience Survey:

**Name:** *Vanessa*

**Position:** *Supervisor*

**Company:** *Gucci*

**Location:** *611 5th avenue, New York NY, 10022*

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1. **How many years have you worked for Gucci?**

   Five years

2. **What is Gucci aesthetic?**

   Trendy, cool.

3. **What does Gucci bring to the fashion world?**

   Being different. Pushes boundaries of fashion. Not basic.

4. **What is Gucci's target market?**

   Millennials.

5. **Do you think young adults gravitate towards fast fashion or luxury brands?**

   More fast fashion because its more affordable.

6. **In your opinion, what is the advantage that fast fashion brands have over luxury brands?**

   Quality. Brand experience.

The Fashion Forward Corporation targeted consumers that shop from both Fast fashion and luxury brands within the New York City Marketplace. The questionnaires distributed were completed by both males and females of the ages 18-55. The contestants used were found in our personal community, such as the workplace or college. It involved a variety of incomes, ethnic backgrounds, educational background, and marital status.

Problem Statement:

Fashion Forward Corporation's mission is to determine whether Fast Fashion brands or Luxury brands are protecting or contributing to the increasing pollution of the environment.

Research Objectives:

1. To determine if consumers are interested in sustainability approaches in a fashion brand.
2. To explore whether young adults in New York City prefer fast fashion or luxury brands.
3. To discover if consumers in New York City use Upcycling, recycling, reusing, reselling or rental services as an approach to conserve the environment.

Research Questions:

1. In the New York City Marketplace, will the practice of sustainability in brands have a negative impact on the Fashion Industry?
2. Are young adults at the time of shopping are more concerned about luxury or affordability in the New York City Marketplace?
3. What brands do middle-aged consumers believe are the leaders the New York City Marketplace?

Hypotheses:

1. Price-conscious consumers in the New York City Marketplace prefer Fast Fashion brands over luxury brands.
2. Luxury brands are contributing to the pollution of the environment more than Fast Fashion brands.

Pre-test:

The Fashion Forward Corporation conducted a pretest that initiated with five contestants in our target population. Our questionnaire consisted of twenty-four questions. The questions consisted of seven demographic questions, one verbatim question for participants to respond based on their thoughts.

**Respondent #1** is a Caucasian female between the ages of 25-34. She is single and employed full-time making $50,000 or more. The respondent believes it is very important to select sustainably produced fashion to help with the preservation of the environment.

**Respondent #2** is an African-American female between the ages of 18-24. She is single. She is employed full-time making $20,000 to 29,999, and studies part-time. The respondent believes it is not so important to select sustainably produced fashion to help with the preservation of the environment.

**Respondent #3** is a Hispanic/Latina female between the ages of 25-34. She is married. She is employed full-time making $40,000 to 44,999. The respondent believes it is not so important to select sustainably produced fashion to help with the preservation of the environment.

**Respondent #4** is a Hispanic/Latino male between the ages of 25-34. He is single. He is employed full-time making $35,000 to 39,999. The respondent believes it is not at all important to select sustainably produced fashion to help with the preservation of the environment.

**Respondent #5** is a female between the ages of 18-24. She is single. She is employed part-time making $20,000 to 29,999 and studies part-time. The respondent believes it is important to select sustainably produced fashion to help with the preservation of the environment.

Main Study:

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

Leading choice #1-Trendy 74%, Leading choice #2-Casual 64%, and Leading choice #3-Professional 54%.

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

Respondents answered as follow, In-store-34%, Online-46%, Buy online then pick up from the store 6%, View products in-store and buy online, and view products online and buy in-store 6%

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

Cash-24%, Credit card-36%, Debit card-36%, and Gift card 4%

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

Always 54%, Sometimes 34%, Rarely 8%, and never 4%.

**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)**

#1 Leading Fast fashion brand-H & M 38%, #2 Banana Republic-36%, #3 Fashion Nova- 36% #4 Zara 28%

**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)**

Leading choice (1) Other (BCBG, JCPenney, Stone Island, Hot Topic, Pretty Girl, Macy's, Burberry, Thrift Shop) 32%, (2) Zara- 26% (3)Gap & Gucci (3) 20%

**7. Do you usually shop from Luxury Brands?**

Always 12%, Sometimes 32%, Rarely-32%, and Never 20%

**8. How do you feel about each of the following statements listed below? (Please respond to each statement listed)Luxury brands teaming up with fast fashion brands, Celebrities help position fast fashion brands in the fashion industry, Luxury brands have more quality than fast fashion brands, and Fast Fashion brands are more affordable than a luxury brand.** Respondents answered as followed Strongly Agree- 17.2%, Agree 11.2%, Disagree-50 %, and Strongly Disagree 32%.

**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).**

#1 Gucci-44%, #2 Louis Vuitton 30%, #3 Chanel 26%, #4 Prada 34%, and #Alexander McQueen 66%

**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)Advertisements, Brands Names, Customer Loyalty, Limited Editions, Sales and Discounts, Trends, Social Media, and Following Celebrities For the various factors, 28.2% respondents said that these factors are very influential, 22.2% said influential, 17.4% said somewhat influential, and 11.6% for Not influential.

**11. How important are each of the following factors to you when purchasing fast-fashion brands?**

For the factors, 12.2% of respondents said that it is very important sustainable approach when buying from fast-fashion brands. 84% said it was very important, 84%, and 98% said it is not important.

**12. How do you usually dispose of your clothing?**

Respondents answered as follow; Sell it 14%, Throw it away 38%, Recycle 20%, Give it to family/friends 42%, Other/Donation-6%

**13. How often do you use each of the following approaches to conserve the environment?**

The approaches are upcycling, recycling, reusing, reselling, rental services. 92% of respondents answered Very often for doing these approaches. 10.4% answered very often, 96% answered rarely, and 19.4% answered Never.

**14. How important are each of the following factors to you when choosing a fashion brand that helps with the preservation of the environment?**

The factors were eco-friendly packaging, sustainably produced fashion, sustainably grown fiber crops, and paying a higher price for sustainable fashion. Respondents answered as followed 66% answered "Very important", 13.4% answered "Important", for "Not So Important" 11.8%, and 72 % answered, "Not at all important".

**15. How concerned are you about each of the following Ethical Issues related to fashion Production?**

The ethical issues were: Global Warming, Human Rights/Child Labor, Toxic Dyes and Chemicals, Animal Welfare, Rising Pollution. 192% of respondents answered that they were "Very Concerned", 11.6% responded "Mostly Concerned", 12.4% answered "Somewhat Concerned", and 80% responded, "Not Concerned At All".

**16. What is your Gender?**

We had 54% of females and 46% of Males

**17. How old are you?**

For our research, we had respondents under 18 (8%), 18-24 years old(36%), 25-34 years old (26%), 35-44 years old (10%), 45-54 years old (8%), 55+years old, (10%).

**18. What is your Ethnic Background?**

We had African-American respondents (34%), Caucasian (16%), Hispanic/Latino (24%), and Asian (26%).

**19. Where do you currently Reside?**

Respondents reside in Manhattan (28%), Queens (30%), Brooklyn (14%), Bronx (12%), Staten Island (6%), and in other places (8%).

**20. What is your current Marital Status?**

Single (62%), Married (18%), Divorced (6%), Separated (8%), Widowed (6%).

**21. What is your highest level of education completed?**

Some high school (14%), High school graduate (32%), Some College (28%), College Graduate

(10%), Some Graduate School (6%), and Complete Graduate School (10%).

**22. What is your current Employment Status?**

Employed Full-Time (42%), Employed-Part-Time (18%), Unemployed (12%), Full-Time Student (14%), Part-Time Student (4%), Self-Employed (8%), Retired (8%).

**23. What is your Total Household Income?**

Under 15,000 (8%), $15,000-$19,999 (6%), $20,000 - $24,999 (8%), $25,000 -$29,999(14%), $30,000- $34,999 (6%), $35,000-$39,999 (6%), $40,000-$44,999 (12%), $45,000-$49,999 (14%), and $50,000 or more (24%)

**24. How many people live in your household?**

1-(18%), 2-(12%), 3-(32%), 4-(14%), 5 or more (22%)

DATA ANALYSIS

Figure 1: Question 8

| Gender * Luxury brands teaming up with fast fashion brands will help give fast brands more credibility within the industry * Age Crosstabulation | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Luxury brands teaming up with fast fashion brands will help give fast brands more credibility within the industry | | | | |
| Age | | | | strongly agree | agree | disagree | strongly disagree | Total |
| under 18 | Gender | Male | Expected Count | .5 | 1.0 | | .5 | 2.0 |
| | | | % of Total | 25.0% | 25.0% | | 0.0% | 50.0% |
| | | Female | Expected Count | .5 | 1.0 | | .5 | 2.0 |
| | | | % of Total | 0.0% | 25.0% | | 25.0% | 50.0% |
| | Total | | Expected Count | 1.0 | 2.0 | | 1.0 | 4.0 |
| | | | % of Total | 25.0% | 50.0% | | 25.0% | 100.0% |
| 18-24 | Gender | Male | Expected Count | 6.2 | 7.0 | .8 | | 14.0 |
| | | | % of Total | 33.3% | 38.9% | 5.6% | | 77.8% |
| | | Female | Expected Count | 1.8 | 2.0 | .2 | | 4.0 |
| | | | % of Total | 11.1% | 11.1% | 0.0% | | 22.2% |
| | Total | | Expected Count | 8.0 | 9.0 | 1.0 | | 18.0 |
| | | | % of Total | 44.4% | 50.0% | 5.6% | | 100.0% |
| 25-34 | Gender | Male | Expected Count | 1.7 | 1.7 | 2.1 | .4 | 6.0 |
| | | | % of Total | 14.3% | 7.1% | 21.4% | 0.0% | 42.9% |
| | | Female | Expected Count | 2.3 | 2.3 | 2.9 | .6 | 8.0 |
| | | | % of Total | 14.3% | 21.4% | 14.3% | 7.1% | 57.1% |
| | Total | | Expected Count | 4.0 | 4.0 | 5.0 | 1.0 | 14.0 |
| | | | % of Total | 28.6% | 28.6% | 35.7% | 7.1% | 100.0% |
| 35-44 | Gender | Male | Expected Count | 1.2 | .8 | | | 2.0 |
| | | | % of Total | 20.0% | 20.0% | | | 40.0% |
| | | Female | Expected Count | 1.8 | 1.2 | | | 3.0 |
| | | | % of Total | 40.0% | 20.0% | | | 60.0% |
| | Total | | Expected Count | 3.0 | 2.0 | | | 5.0 |
| | | | % of Total | 60.0% | 40.0% | | | 100.0% |
| 45-54 | Gender | Male | Expected Count | | 1.0 | .5 | .5 | 2.0 |
| | | | % of Total | | 25.0% | 25.0% | 0.0% | 50.0% |
| | | Female | Expected Count | | 1.0 | .5 | .5 | 2.0 |
| | | | % of Total | | 25.0% | 0.0% | 25.0% | 50.0% |
| | Total | | Expected Count | | 2.0 | 1.0 | 1.0 | 4.0 |
| | | | % of Total | | 50.0% | 25.0% | 25.0% | 100.0% |
| 55+ | Gender | Male | Expected Count | .6 | 1.8 | .6 | | 3.0 |
| | | | % of Total | 20.0% | 20.0% | 20.0% | | 60.0% |
| | | Female | Expected Count | .4 | 1.2 | .4 | | 2.0 |
| | | | % of Total | 0.0% | 40.0% | 0.0% | | 40.0% |
| | Total | | Expected Count | 1.0 | 3.0 | 1.0 | | 5.0 |
| | | | % of Total | 20.0% | 60.0% | 20.0% | | 100.0% |
| Total | Gender | Male | Expected Count | 9.9 | 12.8 | 4.6 | 1.7 | 29.0 |
| | | | % of Total | 22.0% | 24.0% | 12.0% | 0.0% | 58.0% |
| | | Female | Expected Count | 7.1 | 9.2 | 3.4 | 1.3 | 21.0 |
| | | | % of Total | 12.0% | 20.0% | 4.0% | 6.0% | 42.0% |
| | Total | | Expected Count | 17.0 | 22.0 | 8.0 | 3.0 | 50.0 |
| | | | % of Total | 34.0% | 44.0% | 16.0% | 6.0% | 100.0% |

Figure 2: Question 14 pt. 1.                    Figure 3: Question 14 pt. 2.

**Eco friendly packaging * Gender * Age Crosstabulation**

Count

| Age | Eco friendly packaging | | Male | Female | Total |
|---|---|---|---|---|---|
| under 18 | Eco friendly packaging | important | 0 | 1 | 1 |
| | | not so important | 0 | 2 | 2 |
| | | not at all important | 1 | 0 | 1 |
| | Total | | 1 | 3 | 4 |
| 18-24 | Eco friendly packaging | very important | 1 | 2 | 3 |
| | | important | 6 | 2 | 8 |
| | | not so important | 3 | 1 | 4 |
| | | not at all important | 1 | 2 | 3 |
| | Total | | 11 | 7 | 18 |
| 25-34 | Eco friendly packaging | very important | 1 | 0 | 1 |
| | | important | 3 | 4 | 7 |
| | | not so important | 1 | 2 | 3 |
| | | not at all important | 1 | 1 | 2 |
| | Total | | 6 | 7 | 13 |
| 35-44 | Eco friendly packaging | important | 1 | 2 | 3 |
| | | not so important | 1 | 2 | 3 |
| | Total | | 2 | 4 | 6 |
| 45-54 | Eco friendly packaging | very important | 0 | 2 | 2 |
| | | not at all important | 1 | 1 | 2 |
| | Total | | 1 | 3 | 4 |
| 55+ | Eco friendly packaging | very important | 1 | 2 | 3 |
| | | important | 1 | 1 | 2 |
| | Total | | 2 | 3 | 5 |
| Total | Eco friendly packaging | very important | 3 | 6 | 9 |
| | | important | 11 | 10 | 21 |
| | | not so important | 5 | 7 | 12 |
| | | not at all important | 4 | 4 | 8 |
| | Total | | 23 | 27 | 50 |

**Sustainability produced fashion. * Gender * Age Crosstabulation**

Count

| Age | Sustainability produced fashion. | | Male | Female | Total |
|---|---|---|---|---|---|
| under 18 | Sustainability produced fashion. | important | 1 | 0 | 1 |
| | | not so important | 0 | 3 | 3 |
| | Total | | 1 | 3 | 4 |
| 18-24 | Sustainability produced fashion. | important | 6 | 5 | 11 |
| | | not so important | 4 | 2 | 6 |
| | | not at all important | 1 | 0 | 1 |
| | Total | | 11 | 7 | 18 |
| 25-34 | Sustainability produced fashion. | very important | 1 | 1 | 2 |
| | | important | 2 | 2 | 4 |
| | | not so important | 2 | 4 | 6 |
| | | not at all important | 1 | 0 | 1 |
| | Total | | 6 | 7 | 13 |
| 35-44 | Sustainability produced fashion. | very important | 1 | 1 | 2 |
| | | important | 0 | 2 | 2 |
| | | not so important | 1 | 1 | 2 |
| | Total | | 2 | 4 | 6 |
| 45-54 | Sustainability produced fashion. | very important | 0 | 2 | 2 |
| | | not at all important | 1 | 1 | 2 |
| | Total | | 1 | 3 | 4 |
| 55+ | Sustainability produced fashion. | very important | 1 | 2 | 3 |
| | | important | 1 | 1 | 2 |
| | Total | | 2 | 3 | 5 |
| Total | Sustainability produced fashion. | very important | 3 | 6 | 9 |
| | | important | 10 | 10 | 20 |
| | | not so important | 7 | 10 | 17 |
| | | not at all important | 3 | 1 | 4 |
| | Total | | 23 | 27 | 50 |

Figure 4: Question 14 pt. 3.

**Paying higher price for sustainable fashion * Gender * Age Crosstabulation**

Count

| Age | Paying higher price for sustainable fashion | | Male | Female | Total |
|---|---|---|---|---|---|
| under 18 | Paying higher price for sustainable fashion | important | 1 | 0 | 1 |
| | | not so important | 0 | 1 | 1 |
| | | not at all important | 0 | 2 | 2 |
| | Total | | 1 | 3 | 4 |
| 18-24 | Paying higher price for sustainable fashion | very important | 3 | 0 | 3 |
| | | important | 3 | 5 | 8 |
| | | not so important | 2 | 1 | 3 |
| | | not at all important | 3 | 1 | 4 |
| | Total | | 11 | 7 | 18 |
| 25-34 | Paying higher price for sustainable fashion | important | 0 | 3 | 3 |
| | | not so important | 3 | 2 | 5 |
| | | not at all important | 3 | 2 | 5 |
| | Total | | 6 | 7 | 13 |
| 35-44 | Paying higher price for sustainable fashion | very important | 0 | 1 | 1 |
| | | important | 1 | 1 | 2 |
| | | not at all important | 1 | 2 | 3 |
| | Total | | 2 | 4 | 6 |
| 45-54 | Paying higher price for sustainable fashion | not so important | 0 | 2 | 2 |
| | | not at all important | 1 | 1 | 2 |
| | Total | | 1 | 3 | 4 |
| 55+ | Paying higher price for sustainable fashion | very important | 1 | 1 | 2 |
| | | not so important | 0 | 1 | 1 |
| | | not at all important | 1 | 1 | 2 |
| | Total | | 2 | 3 | 5 |
| Total | Paying higher price for sustainable fashion | very important | 4 | 2 | 6 |
| | | important | 5 | 9 | 14 |
| | | not so important | 5 | 7 | 12 |
| | | not at all important | 9 | 9 | 18 |
| | Total | | 23 | 27 | 50 |

## Figure 5: Question 15 pt. 1

**Global Warming * Gender * Age Crosstabulation**

Count

| Age | Global Warming | | Male | Female | Total |
|---|---|---|---|---|---|
| | | | **Gender** | | |
| under 18 | Global Warming | very concerned | 1 | 1 | 2 |
| | | somewhat concerned | 1 | 1 | 2 |
| | Total | | 2 | 2 | 4 |
| 18-24 | Global Warming | very concerned | 3 | 3 | 6 |
| | | mostly concerned | 2 | 3 | 5 |
| | | somewhat concerned | 3 | 0 | 3 |
| | | not concerned at all | 3 | 1 | 4 |
| | Total | | 11 | 7 | 18 |
| 25-34 | Global Warming | very concerned | 1 | 2 | 3 |
| | | mostly concerned | 2 | 3 | 5 |
| | | somewhat concerned | 1 | 2 | 3 |
| | | not concerned at all | 2 | 0 | 2 |
| | Total | | 6 | 7 | 13 |
| 35-44 | Global Warming | very concerned | 1 | 1 | 2 |
| | | mostly concerned | 0 | 1 | 1 |
| | | somewhat concerned | 1 | 2 | 3 |
| | Total | | 2 | 4 | 6 |
| 45-54 | Global Warming | very concerned | 1 | 1 | 2 |
| | | mostly concerned | 1 | 0 | 1 |
| | | not concerned at all | 0 | 1 | 1 |
| | Total | | 2 | 2 | 4 |
| 55+ | Global Warming | very concerned | 2 | 1 | 3 |
| | | mostly concerned | 0 | 1 | 1 |
| | | somewhat concerned | 0 | 1 | 1 |
| | Total | | 2 | 3 | 5 |
| Total | Global Warming | very concerned | 9 | 9 | 18 |
| | | mostly concerned | 5 | 8 | 13 |
| | | somewhat concerned | 6 | 6 | 12 |
| | | not concerned at all | 5 | 2 | 7 |
| | Total | | 25 | 25 | 50 |

## Figure 6: Question 16 pt. 2

| | | | | Male | Female | Total |
|---|---|---|---|---|---|---|
| 35-44 | Toxic Dyes and Chemicals | very concerned | Count | 0 | 2 | 2 |
| | | | % of Total | 0.0% | 33.3% | 33.3% |
| | | somewhat concerned | Count | 1 | 1 | 2 |
| | | | % of Total | 16.7% | 16.7% | 33.3% |
| | | not concerned at all | Count | 1 | 1 | 2 |
| | | | % of Total | 16.7% | 16.7% | 33.3% |
| | Total | | Count | 2 | 4 | 6 |
| | | | % of Total | 33.3% | 66.7% | 100.0% |
| 45-54 | Toxic Dyes and Chemicals | mostly concerned | Count | 1 | 0 | 1 |
| | | | % of Total | 25.0% | 0.0% | 25.0% |
| | | somewhat concerned | Count | 1 | 2 | 3 |
| | | | % of Total | 25.0% | 50.0% | 75.0% |
| | Total | | Count | 2 | 2 | 4 |
| | | | % of Total | 50.0% | 50.0% | 100.0% |
| 55+ | Toxic Dyes and Chemicals | very concerned | Count | 1 | 1 | 2 |
| | | | % of Total | 20.0% | 20.0% | 40.0% |
| | | mostly concerned | Count | 0 | 2 | 2 |
| | | | % of Total | 0.0% | 40.0% | 40.0% |
| | | somewhat concerned | Count | 1 | 0 | 1 |
| | | | % of Total | 20.0% | 0.0% | 20.0% |
| | Total | | Count | 2 | 3 | 5 |
| | | | % of Total | 40.0% | 60.0% | 100.0% |
| Total | Toxic Dyes and Chemicals | very concerned | Count | 3 | 5 | 8 |
| | | | % of Total | 6.0% | 10.0% | 16.0% |
| | | mostly concerned | Count | 7 | 7 | 14 |
| | | | % of Total | 14.0% | 14.0% | 28.0% |
| | | somewhat concerned | Count | 8 | 9 | 17 |
| | | | % of Total | 16.0% | 18.0% | 34.0% |
| | | not concerned at all | Count | 7 | 4 | 11 |
| | | | % of Total | 14.0% | 8.0% | 22.0% |
| | Total | | Count | 25 | 25 | 50 |
| | | | % of Total | 50.0% | 50.0% | 100.0% |

## Figure 7: Upcycling vs. Income

**Upcycling * Income Crosstabulation**

| | | | 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 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | **Income** | | | | | |
| Upcycling | Very often | Count | 0 | 2 | 0 | 1 | 0 | 0 | 1 | 1 | 2 | 7 |
| | | % of Total | 0.0% | 4.0% | 0.0% | 2.0% | 0.0% | 0.0% | 2.0% | 2.0% | 4.0% | 14.0% |
| | Often | Count | 0 | 1 | 2 | 3 | 2 | 1 | 0 | 4 | 4 | 17 |
| | | % of Total | 0.0% | 2.0% | 4.0% | 6.0% | 4.0% | 2.0% | 0.0% | 8.0% | 8.0% | 34.0% |
| | Rarely | Count | 1 | 0 | 0 | 0 | 1 | 3 | 2 | 1 | 2 | 10 |
| | | % of Total | 2.0% | 0.0% | 0.0% | 0.0% | 2.0% | 6.0% | 4.0% | 2.0% | 4.0% | 20.0% |
| | Never | Count | 3 | 1 | 2 | 3 | 0 | 1 | 1 | 2 | 3 | 16 |
| | | % of Total | 6.0% | 2.0% | 4.0% | 6.0% | 0.0% | 2.0% | 2.0% | 4.0% | 6.0% | 32.0% |
| Total | | Count | 4 | 4 | 4 | 7 | 3 | 5 | 4 | 8 | 11 | 50 |
| | | % of Total | 8.0% | 8.0% | 8.0% | 14.0% | 6.0% | 10.0% | 8.0% | 16.0% | 22.0% | 100.0% |

Figure 8: Reusing vs. Income

**Reusing * Income Crosstabulation**

| | | | Under $15,000 | $15,000–$19,999 | $20,000–$24,999 | $25,000–$29,999 | Income $30,000–$34,999 | $35,000–$39,999 | $40,000–$44,999 | $45,000–$49,999 | $50,000 or more | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Reusing | Very often | Count | 1 | 3 | 1 | 3 | 1 | 0 | 1 | 4 | 2 | 16 |
| | | % of Total | 2.0% | 6.0% | 2.0% | 6.0% | 2.0% | 0.0% | 2.0% | 8.0% | 4.0% | 32.0% |
| | Often | Count | 0 | 1 | 1 | 3 | 0 | 3 | 1 | 1 | 4 | 14 |
| | | % of Total | 0.0% | 2.0% | 2.0% | 6.0% | 0.0% | 6.0% | 2.0% | 2.0% | 8.0% | 28.0% |
| | Rarely | Count | 1 | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 4 | 10 |
| | | % of Total | 2.0% | 0.0% | 0.0% | 0.0% | 2.0% | 2.0% | 4.0% | 2.0% | 8.0% | 20.0% |
| | Never | Count | 2 | 0 | 2 | 1 | 1 | 1 | 0 | 2 | 1 | 10 |
| | | % of Total | 4.0% | 0.0% | 4.0% | 2.0% | 2.0% | 2.0% | 0.0% | 4.0% | 2.0% | 20.0% |
| Total | | Count | 4 | 4 | 4 | 7 | 3 | 5 | 4 | 8 | 11 | 50 |
| | | % of Total | 8.0% | 8.0% | 8.0% | 14.0% | 6.0% | 10.0% | 8.0% | 16.0% | 22.0% | 100.0% |

Figure 9: Recycling vs. Income

**Recycling * Income Crosstabulation**

| | | | Under $15,000 | $15,000–$19,999 | $20,000–$24,999 | $25,000–$29,999 | Income $30,000–$34,999 | $35,000–$39,999 | $40,000–$44,999 | $45,000–$49,999 | $50,000 or more | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Recycling | Very often | Count | 0 | 1 | 1 | 3 | 1 | 3 | 1 | 3 | 3 | 16 |
| | | % of Total | 0.0% | 2.0% | 2.0% | 6.0% | 2.0% | 6.0% | 2.0% | 6.0% | 6.0% | 32.0% |
| | Often | Count | 0 | 2 | 0 | 4 | 1 | 0 | 1 | 0 | 5 | 13 |
| | | % of Total | 0.0% | 4.0% | 0.0% | 8.0% | 2.0% | 0.0% | 2.0% | 0.0% | 10.0% | 26.0% |
| | Rarely | Count | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 3 | 2 | 10 |
| | | % of Total | 2.0% | 2.0% | 2.0% | 0.0% | 0.0% | 4.0% | 0.0% | 6.0% | 4.0% | 20.0% |
| | Never | Count | 3 | 0 | 2 | 0 | 1 | 0 | 2 | 2 | 1 | 11 |
| | | % of Total | 6.0% | 0.0% | 4.0% | 0.0% | 2.0% | 0.0% | 4.0% | 4.0% | 2.0% | 22.0% |
| Total | | Count | 4 | 4 | 4 | 7 | 3 | 5 | 4 | 8 | 11 | 50 |
| | | % of Total | 8.0% | 8.0% | 8.0% | 14.0% | 6.0% | 10.0% | 8.0% | 16.0% | 22.0% | 100.0% |

Figure 10: Reselling vs. Income

**Reselling * Income Crosstabulation**

| | | | Under $15,000 | $15,000–$19,999 | $20,000–$24,999 | $25,000–$29,999 | Income $30,000–$34,999 | $35,000–$39,999 | $40,000–$44,999 | $45,000–$49,999 | $50,000 or more | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Reselling | Very often | Count | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 |
| | | % of Total | 2.0% | 2.0% | 2.0% | 2.0% | 0.0% | 0.0% | 2.0% | 2.0% | 2.0% | 14.0% |
| | Often | Count | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 4 |
| | | % of Total | 0.0% | 0.0% | 4.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 4.0% | 8.0% |
| | Rarely | Count | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 1 | 3 | 11 |
| | | % of Total | 0.0% | 0.0% | 0.0% | 6.0% | 4.0% | 4.0% | 0.0% | 2.0% | 6.0% | 22.0% |
| | Never | Count | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 6 | 5 | 28 |
| | | % of Total | 6.0% | 6.0% | 2.0% | 6.0% | 2.0% | 6.0% | 6.0% | 12.0% | 10.0% | 56.0% |
| Total | | Count | 4 | 4 | 4 | 7 | 3 | 5 | 4 | 8 | 11 | 50 |
| | | % of Total | 8.0% | 8.0% | 8.0% | 14.0% | 6.0% | 10.0% | 8.0% | 16.0% | 22.0% | 100.0% |

Figure 11: Rental services vs. Income

**Rental services * Income Crosstabulation**

| | | | 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 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Income | | | | | |
| Rental services | Very Often | Count | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 4 |
| | | % of Total | 0.0% | 2.0% | 2.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 2.0% | 8.0% |
| | Often | Count | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 5 |
| | | % of Total | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% | 0.0% | 2.0% | 2.0% | 2.0% | 10.0% |
| | Rarely | Count | 0 | 0 | 1 | 2 | 1 | 2 | 0 | 1 | 2 | 9 |
| | | % of Total | 0.0% | 0.0% | 2.0% | 4.0% | 2.0% | 4.0% | 0.0% | 2.0% | 4.0% | 18.0% |
| | Never | Count | 4 | 3 | 1 | 5 | 1 | 3 | 3 | 5 | 7 | 32 |
| | | % of Total | 8.0% | 6.0% | 2.0% | 10.0% | 2.0% | 6.0% | 6.0% | 10.0% | 14.0% | 64.0% |
| Total | | Count | 4 | 4 | 4 | 7 | 3 | 5 | 4 | 8 | 11 | 50 |
| | | % of Total | 8.0% | 8.0% | 8.0% | 14.0% | 6.0% | 10.0% | 8.0% | 16.0% | 22.0% | 100.0% |

Table 1: Fashion Nova respondents by sex
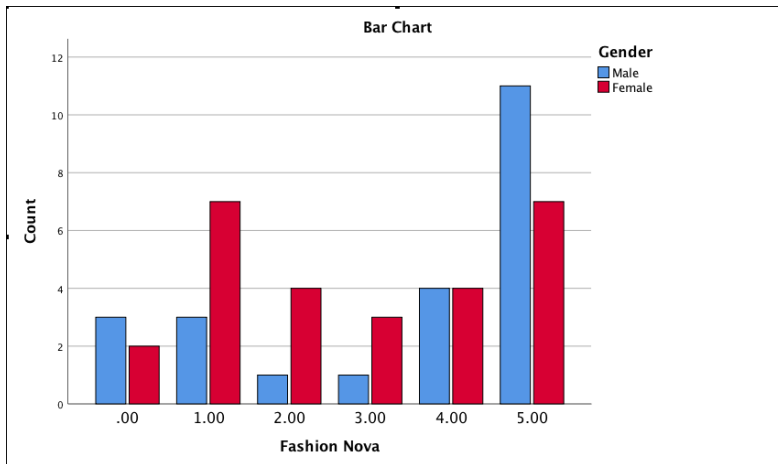


Table 2: Forever 21 respondents by sex
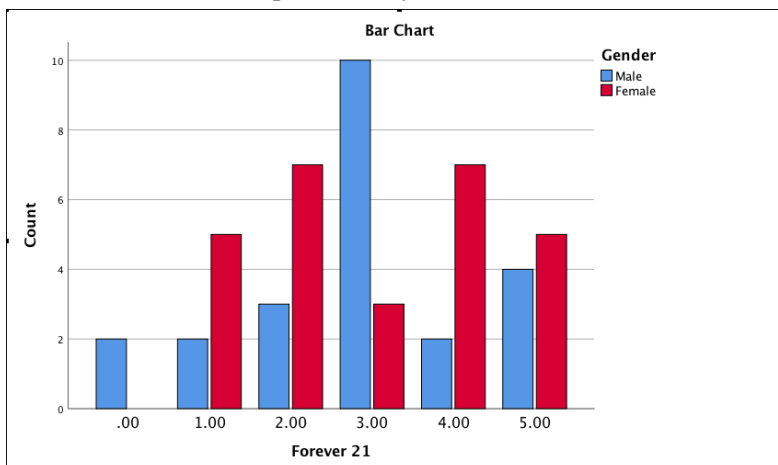


Table 3: H&M respondents by sex
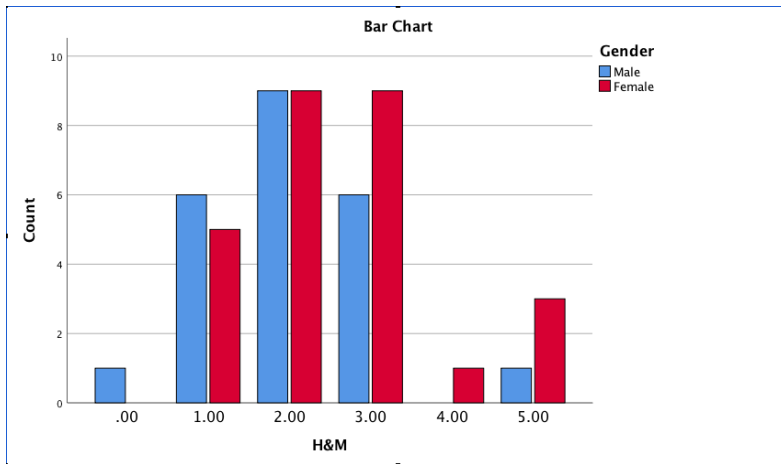
Table 4: Zara respondents by sex
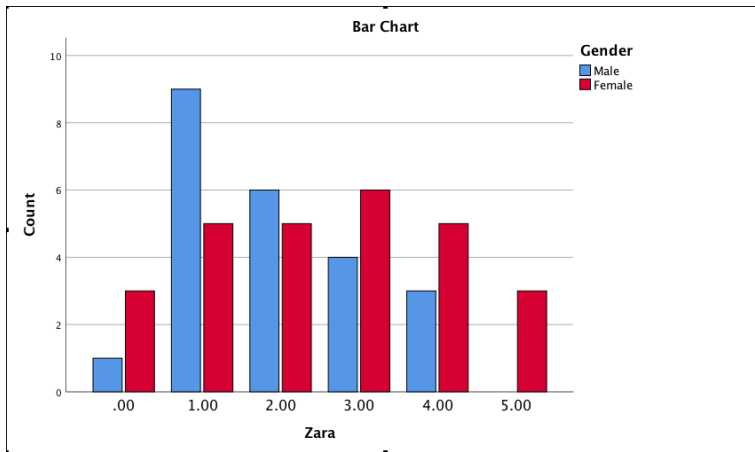


Table 5: Question 6- Chanel shoppers
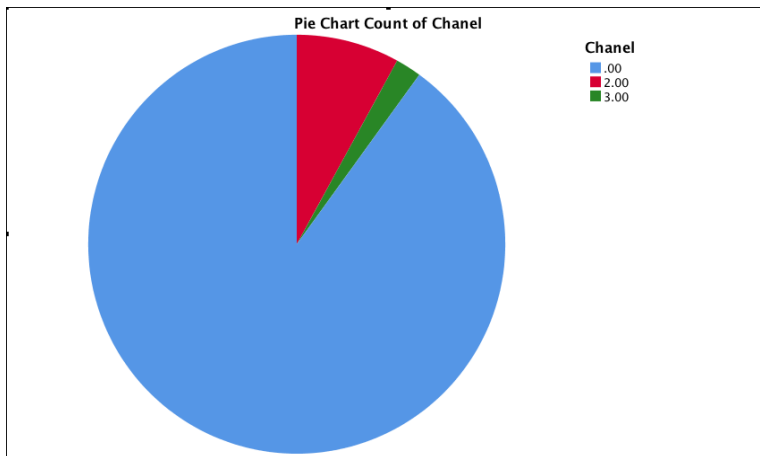


Table 6: Forever 21 shoppers
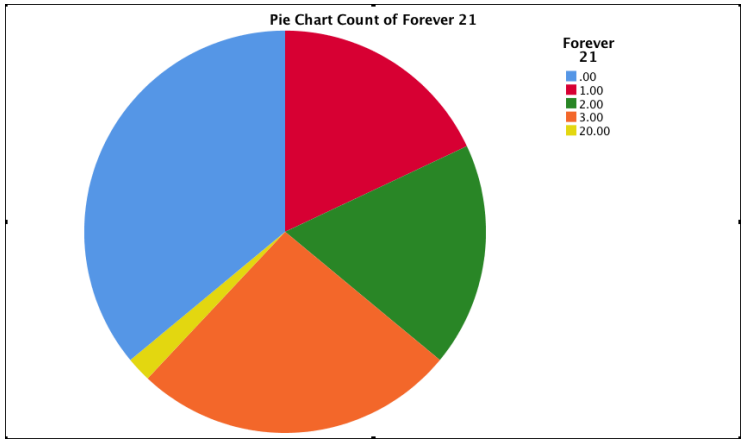
Pie Chart Count of Forever 21

Forever 21
- .00
- 1.00
- 2.00
- 3.00
- 20.00

Table 7: Gap shoppers



Pie Chart Count of Gap

Gap
- .00
- 1.00
- 2.00
- 3.00

Table 7: Gucci shoppers



Pie Chart Count of Gucci

Gucci
- .00
- 2.00
- 3.00

Table 8: Prada shoppers

**Pie Chart Count of Prada**

**Prada**
- .00
- 1.00
- 2.00
- 3.00

Table 9: Zara shoppers

**Pie Chart Count of Zara**
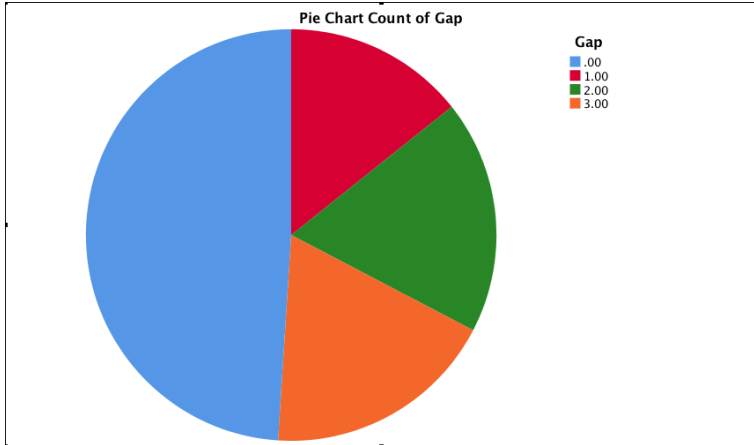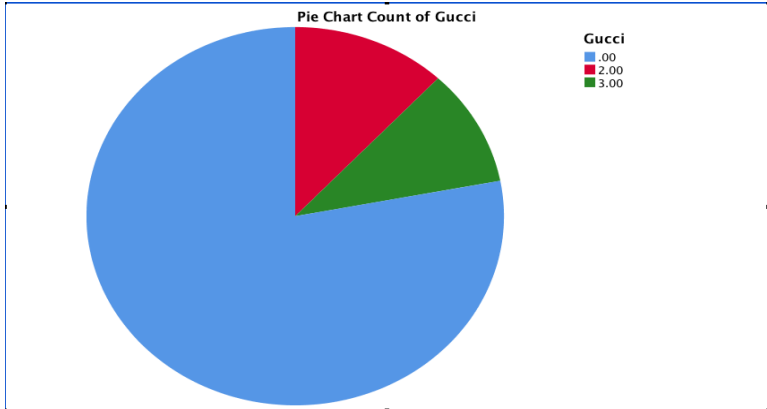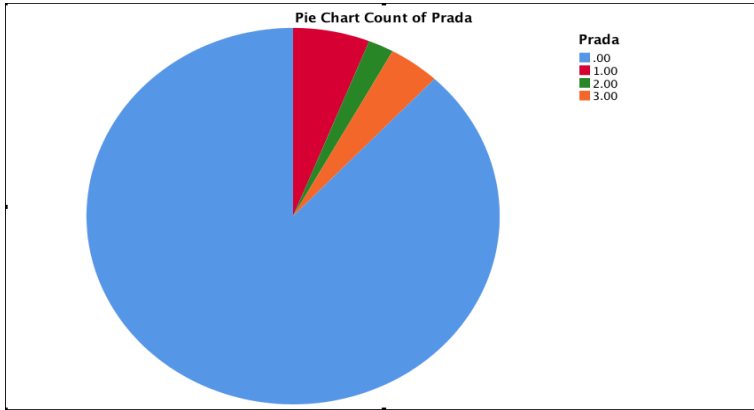
**Zara**
- .00
- 1.00
- 2.00
- 3.00
- 4.00
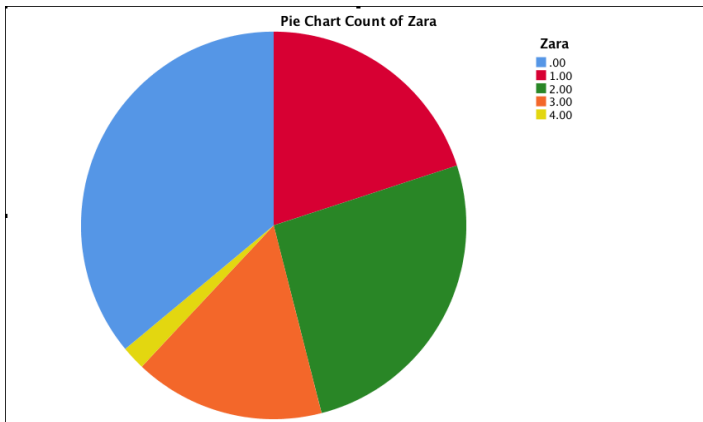
Table 10: Other retailers

**Pie Chart Count of Other stores**

**Other**
- All stores
- Burberry
- Fashion Nova
- H&M
- Macy's
- N/A
- Pretty Little Girl
- Store Island
- YSL
- Zara
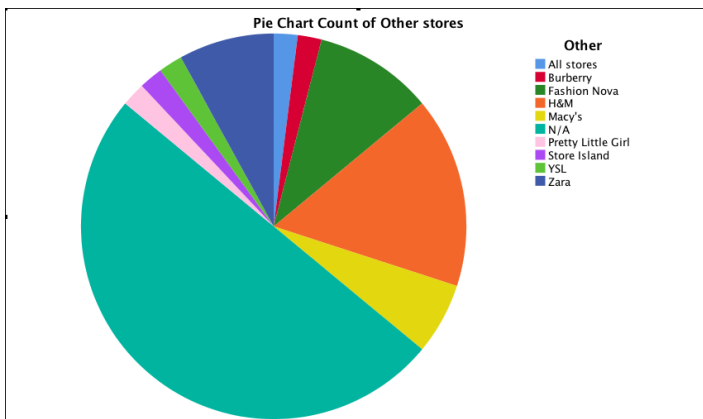
CONCLUSION AND RECOMMENDATIONS

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The overall feedback from respondents to be apart of the research was positive. They were very excited to know how the fashion industry had contributed to the use of sustainable methods to ensure the health of the environment. It was very interesting to see how a few respondents would not use sustainable methods while others did use sustainable methods by donating to a family member or by donating.

Furthermore, fast fashion brands have caused more damage to the environment because of the excess of fabric production and the waste of fabric. Luxury brands are much more environmentally conscious than fast fashion brands. When it comes to the fast fashion industry businesses will do whatever it takes to put out the latest trends as fast as possible which means that a lot of the clothing produced will go to waste. Although fast fashion brands are not as eco-friendly as some luxury brands can be consumers still more often than not will likely still

purchase from these stores because of the affordable price points and stylish looks. Individuals who do purchase from luxury brands are usually of a higher income bracket or feel as if they have to fit into a certain social status.

In conclusion, when it comes to environmentally conscious brands vs. those that are not it is hard to find an equal medium with a decent, and affordable price point. Ultimately, when it comes to fast fashion brands vs. luxury brands and their effect on the environment, both industries have tried to be more green but it seems that the main factor that influences individuals towards buying products is definitely price.

A recommendation would be in order to be more sustainable, to shop at those retailers that do offer programs that "give back" for merchandise that is donated, or at retailers that produce the merchandise in a more eco-friendly manner. That way, while the consumer continues to save money and have all the up to date style and trends, and help the environment as well. By doing this, retailers that are more wasteful will see the decline in sales, which will ultimately encourage them to go green too.

# FASHION FORWARD CO.

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



## Fashion brands impact on the environment

# Fashion brands impact on the environment

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 |
|---|---|---|---|
| ❏ | ❏ | ❏ | ❏ |

Please continue on the next page                                                1

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 |
|---|---|---|---|
| ❏ | ❏ | ❏ | ❏ |

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. | ❏ | ❏ | ❏ | ❏ |
| Celebrities help position fast fashion brands in the fashion industry. | ❏ | ❏ | ❏ | ❏ |
| Luxury brands have more quality than fast fashion brands. | ❏ | ❏ | ❏ | ❏ |
| Fast Fashion brands are more affordable than a luxury brand. | ❏ | ❏ | ❏ | ❏ |

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

3

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 | ❑ | ❑ | ❑ | ❑ |
| Brands Names | ❑ | ❑ | ❑ | ❑ |
| Customer Loyalty | ❑ | ❑ | ❑ | ❑ |
| Limited Editions | ❑ | ❑ | ❑ | ❑ |
| Sales and Discounts | ❑ | ❑ | ❑ | ❑ |
| Trends | ❑ | ❑ | ❑ | ❑ |
| Social Media | ❑ | ❑ | ❑ | ❑ |
| Following Celebrities | ❑ | ❑ | ❑ | ❑ |

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. | ❑ | ❑ | ❑ | ❑ |
| Environmentally concerned brands. | ❑ | ❑ | ❑ | ❑ |
| Sustainable fabric. | ❑ | ❑ | ❑ | ❑ |
| Made to order brands (Prevents excess fabric). | ❑ | ❑ | ❑ | ❑ |

Please continue on the next page                                                    4

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) | ❏ | ❏ | ❏ | ❏ |
| Recycling | ❏ | ❏ | ❏ | ❏ |
| Reusing | ❏ | ❏ | ❏ | ❏ |
| Reselling | ❏ | ❏ | ❏ | ❏ |
| Rental Services | ❏ | ❏ | ❏ | ❏ |

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. | ❏ | ❏ | ❏ | ❏ |
| Sustainable produced fashion. (Fabric is made from organic resources. No chemicals involved) | ❏ | ❏ | ❏ | ❏ |
| Sustainably grown fiber crops. | ❏ | ❏ | ❏ | ❏ |
| Paying a higher price for sustainable fashion. | ❏ | ❏ | ❏ | ❏ |

Please continue on the next page                                                                 5

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 | ❏ | ❏ | ❏ | ❏ |
| Human Rights/ Child Labor | ❏ | ❏ | ❏ | ❏ |
| Toxic Dyes and Chemicals | ❏ | ❏ | ❏ | ❏ |
| Animal Welfare | ❏ | ❏ | ❏ | ❏ |
| Rising Pollution | ❏ | ❏ | ❏ | ❏ |

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 |
|---|---|
| ❏ | ❏ |

17. How old are you?

| Under 18 | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |
|---|---|---|---|---|---|
| ❏ | ❏ | ❏ | ❏ | ❏ | ❏ |

Please continue on the next page                                                                 6

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

| African-American | Caucasian | Hispanic/Latino | Asian | Other (Please Specify) |
|---|---|---|---|---|
| ❏ | ❏ | ❏ | ❏ | |

19. Where do you currently Reside?

| Manhattan | Queens | Brooklyn | Bronx | Staten Island | Other (Please Specify) |
|-----------|--------|----------|-------|---------------|------------------------|
| ❏ | ❏ | ❏ | ❏ | ❏ | ❏ |

20. What is your current Marital Status?

| Single | Married | Divorced | Separated | Widowed |
|--------|---------|----------|-----------|---------|
| ❏ | ❏ | ❏ | ❏ | ❏ |

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 |
|------------------|----------------------|--------------|------------------|----------------------|---------------------------|
| ❏ | ❏ | ❏ | ❏ | ❏ | ❏ |

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 |
|--------------------|--------------------|------------|-------------------|-------------------|---------------|---------|
| ❏ | ❏ | ❏ | ❏ | ❏ | ❏ | ❏ |

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 |
|---------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------|
| ❏ | ❏ | ❏ | ❏ | ❏ | ❏ | ❏ | ❏ | ❏ |

Please continue on the last page                                                    7

24. How many people live in your household?

| 1 | 2 | 3 | 4 | 5 or more |
|---|---|---|---|-----------|
| ❏ | ❏ | ❏ | ❏ | ❏ |

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.

_____

_____

_____

_____

_____

_____

**THANK YOU**

Final Page                                                    8