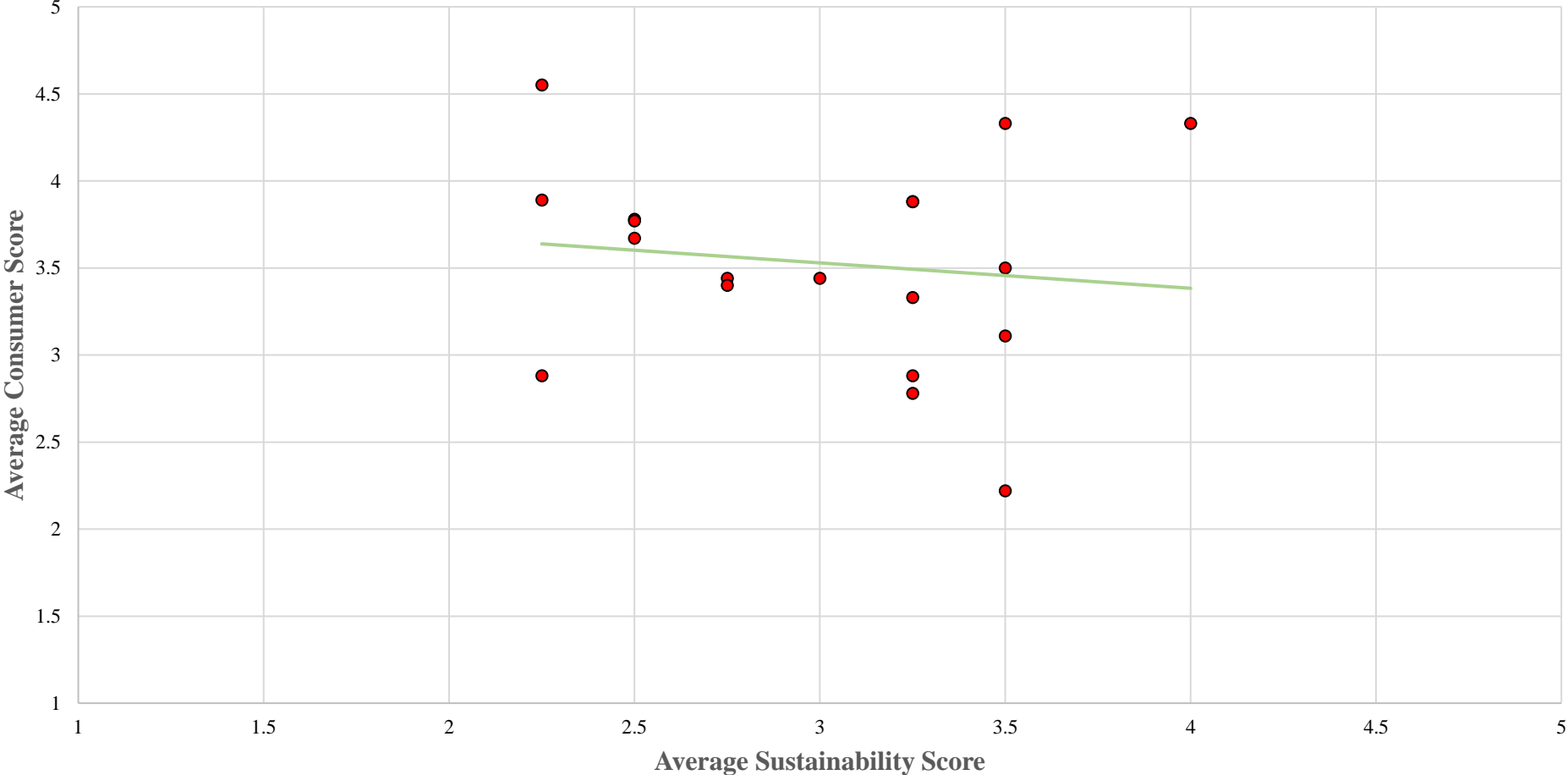


Average Consumer Score vs. Average Sustainability Score

Surveyor	Consumer Question Answers					Sustainability Likert Scale Answers										
	Question 2	Question 3	Question 4	Question 5	Average Consumer Score	6.A	6.B	6.C	6.D	6.E	6.F	6.G	6.H	6.I	Average Sustainability Score	
1	2	3	3	2	2.5	3	4	5	3	3	4	2	4	4	3.56	
2	4	4	4	4	4	4	4	5	4	3	4	5	5	5	4.33	
3	3	2	2	2	2.25	4	4	4	4	3	3	5	4	4	3.89	
4	3	4	4	2	3.25	3	1	4	2	2	3	2	4	4	2.78	
5	3	2	2	3	2.5	4	4	4	3	3	4	3	4	4	3.67	
6	3	4	4	2	3.25	3	3	3	3	3	2	2	3	4	2.88	
7	3	4	4	3	3.5	5	5	5	4	3	4	3	5	5	4.33	
8	3	2	2	3	2.5	4	5	4	4	3	3	4	3	4	3.78	
9	3	4	4	3	3.5	3	2	5	2	3	4	3	3	3	3.11	
10	2	2	2	3	2.25	4	3	4	2	2	3	2	4	2	2.88	
11	3	2	2	3	2.5	4	4	5	4	2	4	4	4	3	3.77	
12	3	4	3	3	3.25	4	4	5	4	4	4	4	3	3	3.88	
13	3	4	4	2	3.25	5	4	4	3	3	4	4	4	4	3.88	
14	3	4	4	3	3.25	3	2	4	3	3	3	4	4	4	3.33	
15	3	2	2	4	2.75	3	4	4	2	2	5	3	4	4	3.44	
16	3	2	2	2	2.25	5	4	5	5	3	4	5	5	5	4.55	
17	2	4	4	2	3	4	4	5	2	3	3	2	4	4	3.44	
18	3	2	2	4	2.75	5	4	5	3	3	3	3	4	4	3.4	
19	3	4	4	3	3.5	1	4	4	1	1	1	1	3	4	2.22	
20	3	4	4	3	3.5	3	4	4	4	3	5	1	4	4	3.5	

Final set of data comparing "Average Consumer Score vs. Average Sustainability Score."

Average Consumer Score vs. Average Sustainability Score



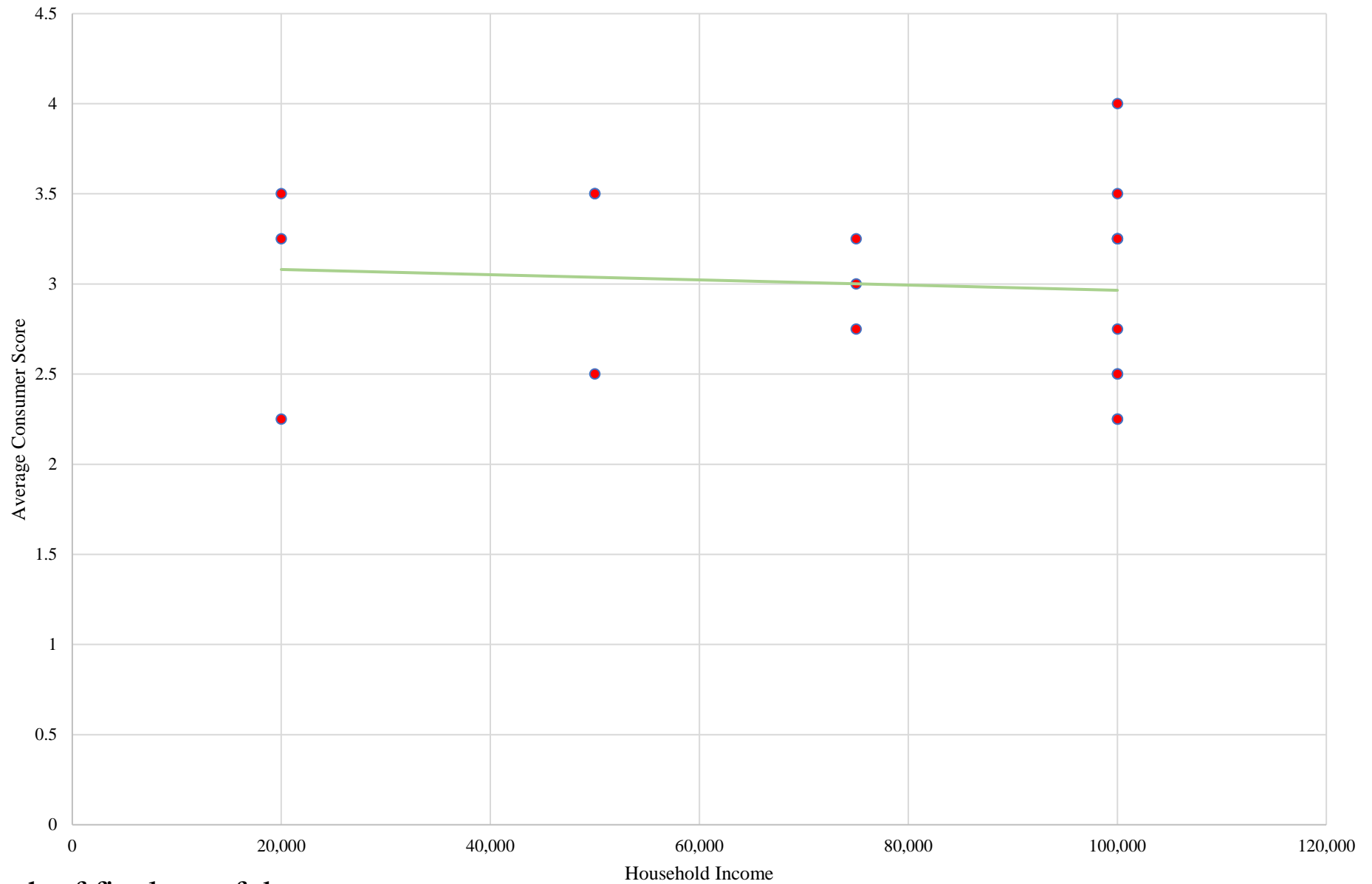
Graph of final set of data comparing "Average Consumer Score vs. Average Sustainability Score."

Average Consumer Score vs. Household Income

Surveyor	Consumer Question Answers						
	Question 2	Question 3	Question 4	Question 5		Household Income Bracket	Average Consumer Score
10	2	2	2	3		20,000	2.25
12	3	4	3	3		20,000	3.25
7	3	4	4	3		20,000	3.5
11	3	2	2	3		49,999	2.5
9	3	4	4	3		49,999	3.5
20	3	4	4	3		49,999	3.5
15	3	2	2	4		74,999	2.75
17	2	4	4	2		74,999	3
13	3	4	4	2		74,999	3.25
1	2	3	3	2		99,999	2.5
5	3	2	2	5		100,000	2.5
3	3	2	2	2		100,000	2.25
16	3	2	2	2		100,000	2.25
18	3	2	2	4		100,000	2.75
4	3	4	4	2		100,000	3.25
6	3	4	4	2		100,000	3.25
14	3	4	4	3		100,000	3.25
19	3	4	4	3		100,000	3.5
20	2	4	4	4		100,000	4

Final set of data comparing
 "Average Consumer Score
 vs. Household Income"

Average Consumer Score vs. Household Income



Graph of final set of data
comparing "Average
Consumer Score vs.
Household Income"



Sustainability in Consumer Intent Survey

Participation in this study is completely voluntary. If you decide not to participate there will not be negative consequences. Please be aware that if you decide to participate, you may stop participating at any time and you may

decide not to answer any specific question.

By signing this form I am attesting that I have read and understand the information above and I freely give my consent/

assent to participate or permission for my child to participate.

1. Which best describes your yearly household income?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- Over \$100,000

2. How often do you purchase new clothes?

- A. Never
- B. Yearly
- C. Monthly
- D. Weekly
- E. Daily

5. On average, how much do you spend on clothing each month (aproximate)?

- A. \$0
- B. \leq \$25
- C. \leq \$50
- D. \leq \$75
- E. \geq \$100

6. Please fill out the following likert scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
6.a. I don't support "fast fashion"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.b. I am aware of the negative environmental effects caused by the textile industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.c. I believe that consumers should make an active effort to make more sustainable purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.d. I consider the sustainability of clothing when I purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.e. I only purchase clothes that I believe have been made sustainably.

6.f. I believe everyone should purchase their clothing sustainability.

6.g. The sustainability of my clothing **does** factor my purchase.

6.h. A brand that markets themselves as "Sustainable" is more appealing to me.

6..i. A product marketed as "Natural", "Organic", or "Sustainably Sourced" is more appealing to me.