

The Key To Confidence: Consumers and Textile Sustainability

Mindsets, Changing Behaviors and Outlooks

Consumer Study U.S. Data, 2017

11,200 CONSUMERS OF APPAREL & HOME TEXTILES

10 Countries:

Australia, Brazil, Canada, China, Germany,
India, Japan, Spain, Switzerland, USA

≥1,000

Consumers per Country

- Sampling was representative
- Local languages used

PARTICIPANTS

Required:

- ✓ Age 18+
- ✓ Key Decision Maker for Clothing/Home Purchases
- ✓ ≥3x/year New Clothing/Home Purchases

Represented:

- Millennials, Generation X, Baby Boomers
- 63% of U.S. purchasers were female
- Household types including those with Children Under 18 & Toddlers



1

U.S. Consumers DO think Climate change is a serious issue

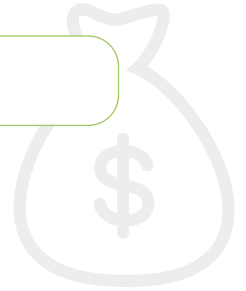
- > 71% Climate change is a real and very serious problem
- > 65% Largely due to emissions from human activities
- > 61% Committed to a sustainable, environmentally friendly lifestyle



2

Eco-friendly purchases enhance brand perception

- > 73% Have heard of eco-friendly clothing 87% for parents
- > 24% Have purchased eco-friendly clothing 44% for parents
- > Buyer Perceptions: Animal-friendly, expensive, hard to find, high quality, innovative, unique, soft



3

People are “shocked” after learning 10 textile industry facts

- > 47% Will become better informed about the textile products they purchase
- > 47% Will purchase eco-friendly clothing
- > 45% Will favor brands that offer clothing that is safe and responsibly produced



4

Consumers are interested but skeptical

- > 53% Interested in knowing if clothing is certified safe from harmful chemicals
- > 17% Have purchased certified clothing
- > 52% Check if eco-claims are true



5

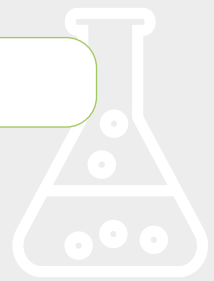
People want to “do the right thing”—Brands & retailers can help

- > 33% Avoid companies not friendly to environment or workers and check for recyclable packaging
- > 31% Like to know small steps brands have taken to be sustainable, even if not fully green
- > Parenthood: often the catalyst for healthier, more sustainable lifestyles



6

U.S. Consumers are concerned about harmful substances



- > 79% Did NOT rate the textile industry highly for clothing produced in a socially responsible way
- > 55% Rate safety from harmful substances extremely or very important
- > 50% Don't know much about the way clothes/textiles are produced

7

Tell your sustainability story – make it easy to verify



- > Time: U.S. consumers are particularly sensitive to time constraints
- > Shortcuts: Trusted brand reputations Confidence in certifications

– Summary – A few statements.

I know that my personal ecological footprint is large and if I could change that in an easy way, I would. I want to know that I'm being a concerned and responsible human being and make sure that what I buy isn't making the world worse.

To be able to find the background of products being purchased enables me to do my part as a parent and socially moral individual to protect loved ones and others from toxicity and unfairness.

We should do everything possible to protect our environment. We have to support the industries that produce environment-friendly products.

I had not thought about this before but I would now be interested to know about the clothing brands I typically purchase.

I feel it's very important that we take care of the earth for ourselves and future generations. I also feel that people have to wear clothing and eat foods that are safe and healthy. Every company and industry needs to be socially responsible for the sake of people and the environment.

We are concerned about what we eat but how about what is touching the biggest organ in our body, our skin? After reading about all the chemicals used in clothing in this survey, I am concerned about the clothes I buy, especially for my grandson.

I could not in good conscience purchase –much less wear– clothing that I thought was manufactured in a slave-driven sweat shop. And who would want to purchase clothing that contained any type of harmful substance?

I think every little bit helps. I can't personally change the world but if we all just do better each year, it will have a huge impact. I feel that buying certified clothing is one small step I can take to help preserve the earth.

After reading the horrible facts about child labor, water usage and unsafe clothing, I am utterly disgusted. Any company that helps combat these problems will get my money.

I would not want to put healthy food in my mouth and then be poisoned by clothing that I was wearing. I want companies to be socially responsible and not engage in sweat shop type practices, pay their workers a poverty level wage or hire child labor. I want companies to be environmentally responsible because it is not worth wasting finite resources on frivolous uses.

Third party certifiers do the research to inform us so we don't have to.

It's clear that we need to start being more responsible with everything we do, purchase, etc. I'm not sure where to start, but I know it is the right thing to do. I want to be able to train my children and influence those around me.

This is important, but rarely do I see that information where I shop. Having this information available would allow me to make better choices.

This is a serious problem most people like myself are not very informed about. We need to do more to stop this. I will start looking at labels today.