

## Consumer survey on textile symbols 2006



Extract from the GfK study 2006

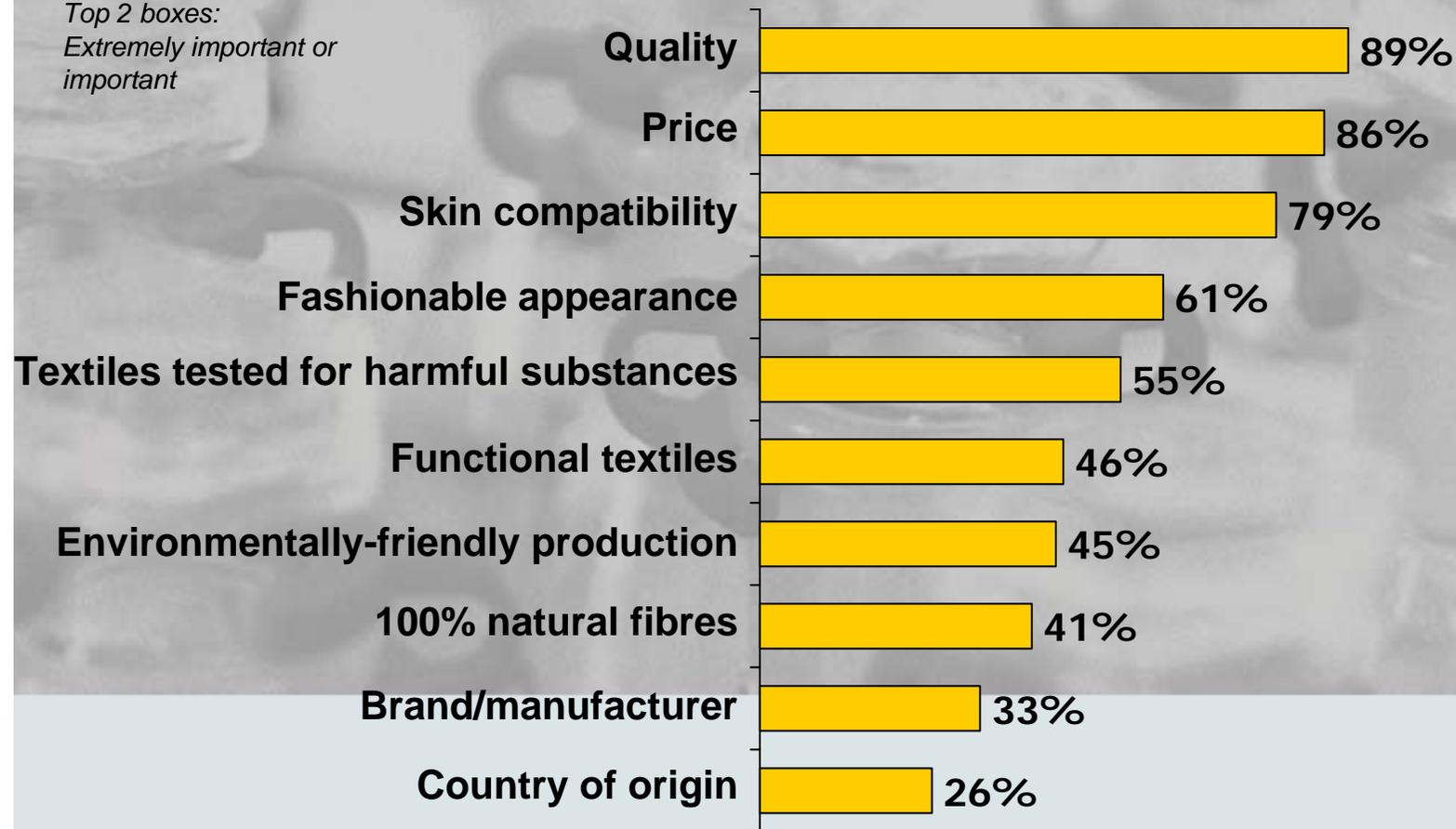
- ➔ **Method:** Personal interviews using CAPI  
(**C**omputer **A**ssisted **P**ersonal **I**nterviewing)
- ➔ **Target group:** German population over the age of 14
- ➔ **Sample:** n = **1,046** interviewees  
representative of the German population
- ➔ **Field time:** 6 - 13 October 2006
- ➔ **Conducted by:** GfK Group, Nürnberg/Germany



# Customer survey on textile symbols 2006

## Importance of individual aspects when purchasing clothing and textiles

Top 2 boxes:  
Extremely important or  
important



n = 1,046

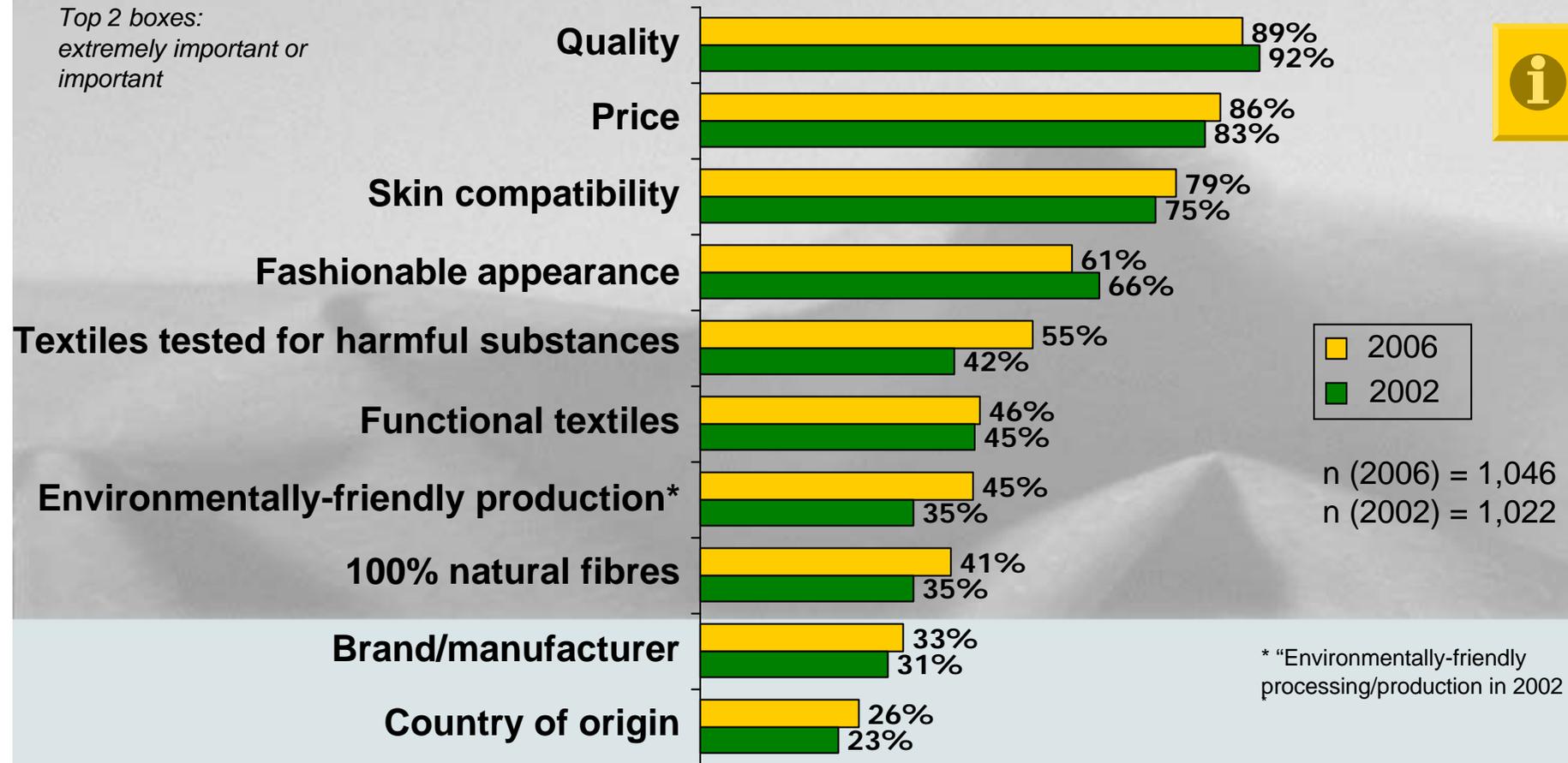
Question: I would now like to ask you a number of questions about "clothing and textiles", By textiles, I mean e.g. bed linen, hand towels and blankets. How important are the following aspects for you when purchasing clothing and textiles?

### Importance of individual aspects when purchasing clothing and textiles

- + “Quality” (89%), “price” (86%), “skin compatibility” (79%), “fashionable appearance” (61%) and “textiles tested for harmful substances” (55%) are the most important aspects when purchasing clothing and textiles.
- + The criteria “brand/manufacturer” (33%) and “country of origin” (26%) on the other hand are considered the least important.

## Importance of individual aspects when purchasing clothing and textiles - Comparison 2006 vs. 2002 -

Top 2 boxes:  
extremely important or  
important

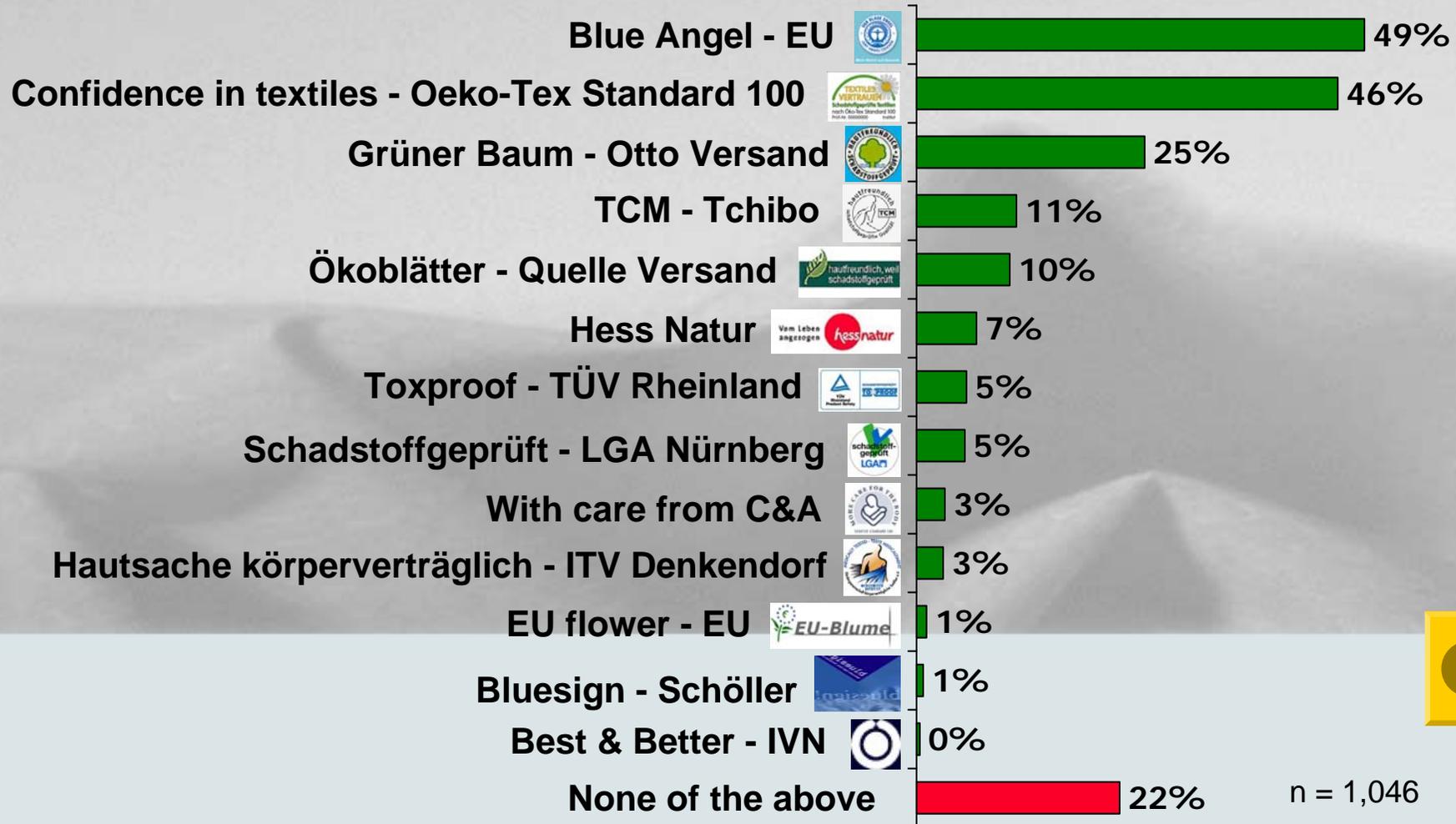


Question: I would now like to ask you a number of questions about "clothing and textiles", By textiles, I mean e.g. bed linen, hand towels and blankets. How important are the following aspects for you when purchasing clothing and textiles?

### Importance of individual aspects when purchasing clothing and textiles

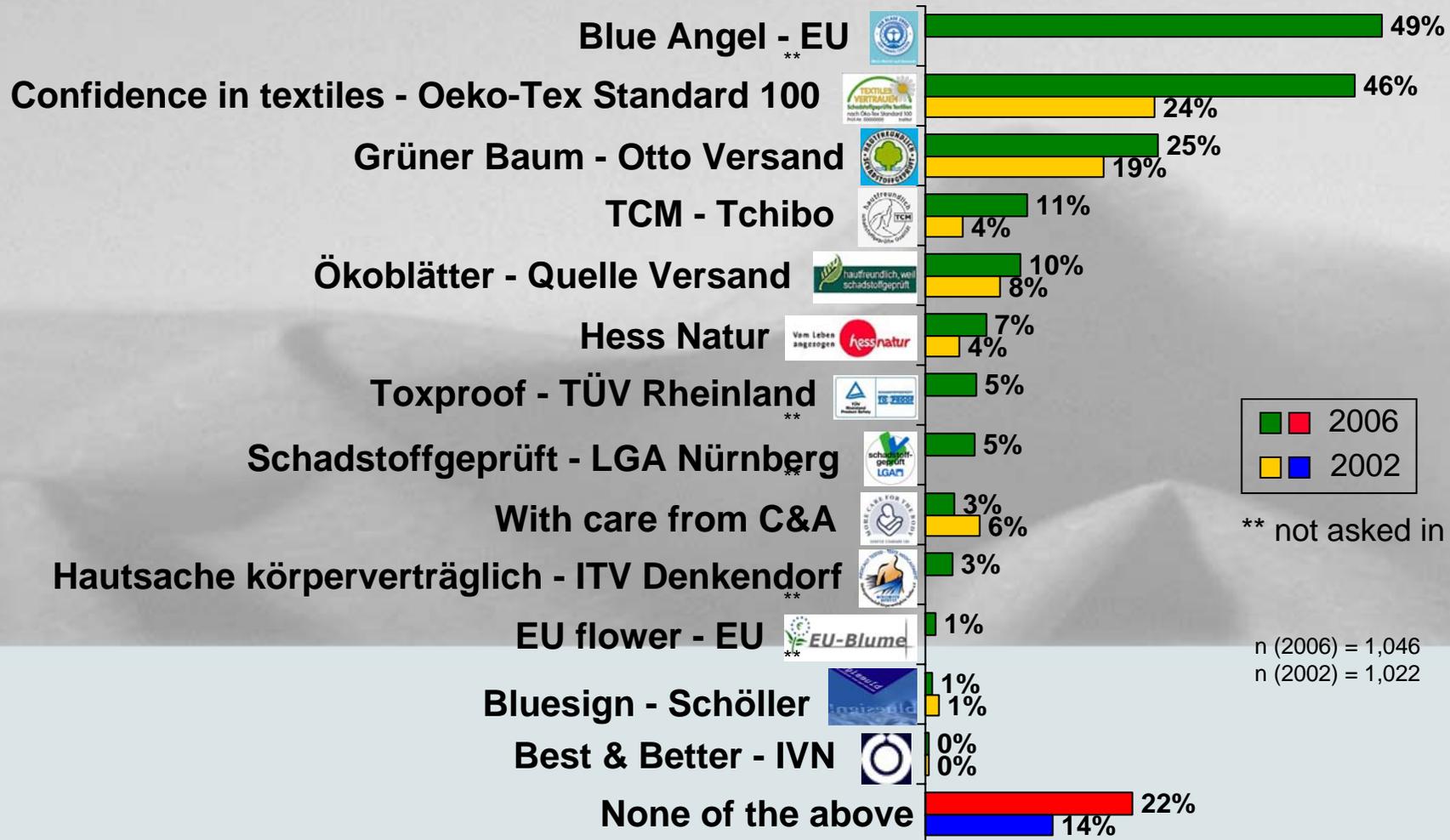
- + The aspects “textiles tested for harmful substances” (2006: 55%; 2002: 42%) and “environmentally-friendly production” (2006: 45%; 2002: 35%) are rated significantly higher than 4 years ago. “100% natural fibres” is also currently considered slightly more important when compared to 2002 (2006: 41%; 2002: 35%).
- + Overall, it appears that there has been an increase in the level of awareness of environmental protection and the safety/naturalness of materials used in textiles over recent years.

## Prompted awareness of textile symbols



Question: I would now like to show you some of these symbols. Please tell me which of these you have seen on clothing and textiles.

## Prompted awareness of textile symbols - Comparison 2006 vs. 2002 -

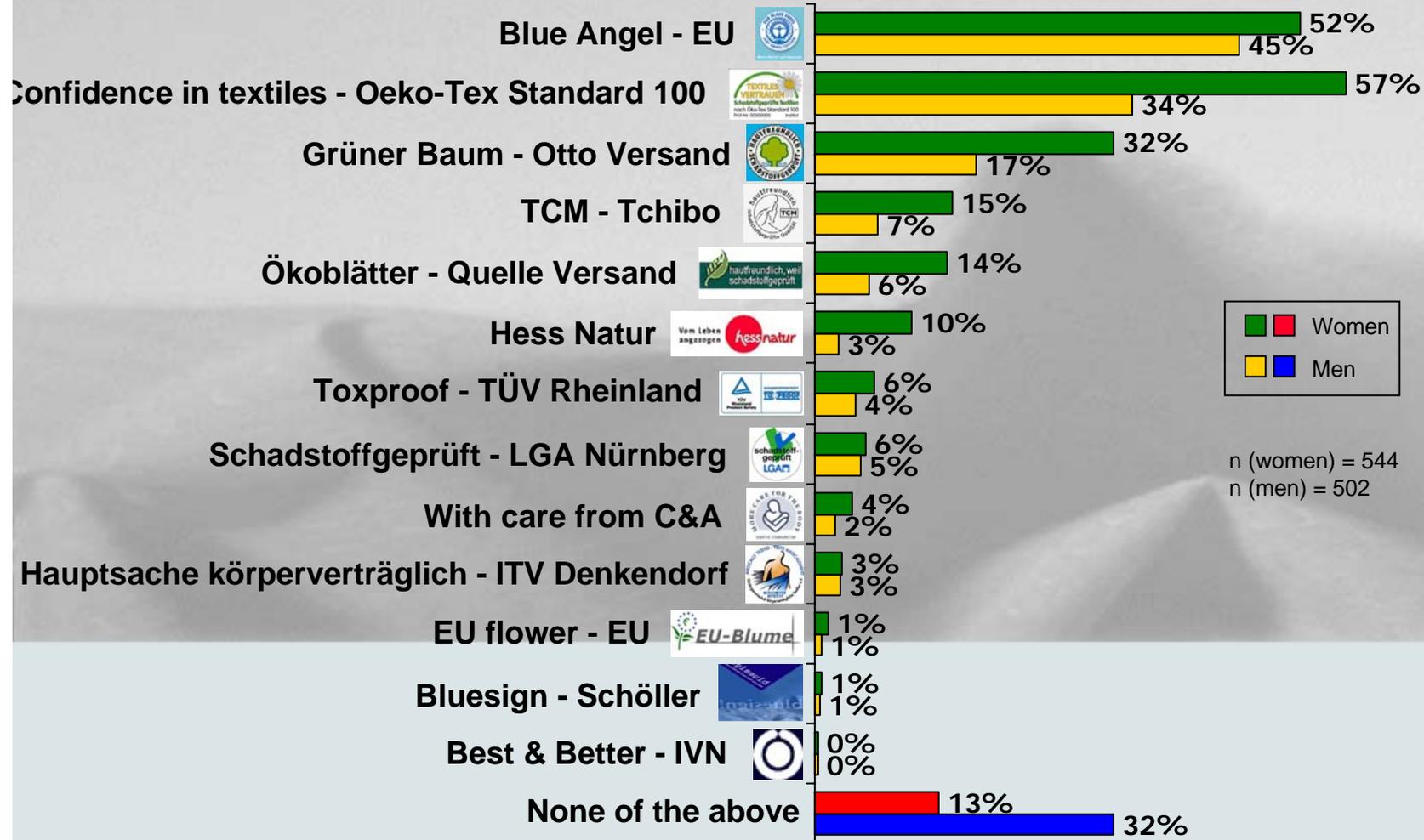


Question: I would now like to show you some of these symbols. Please tell me which of these you have seen on clothing and textiles.

## Prompted awareness of textile symbols

- + In prompted questioning, the symbols “Blue Angel” (49%), “Confidence in Textiles – Oeko-Tex Standard 100” (46%) and “Grüner Baum” (25%) have the highest awareness levels. The symbols “EU flower” (1%), “Bluesign” (Schöller) (1%) and Best & Better (Int. Association Natural Textile Industry, IVN) (0%) are almost totally unknown amongst interviewees.
- + The high level of recognition of the “Blue Angel” is the result of its prevalence in product sectors such as paints and varnishes. It plays virtually no part in the labelling of textiles, however, so it can be assumed that awareness of the symbol has been transferred from other sectors.
- + Compared to 2002, awareness of the “Confidence in textiles - Oeko-Tex Standard 100” symbol has almost doubled (2006: 46%; 2002: 24%). “Grüner Baum” (plus 6%) and “TCM-Tchibo” (plus 7%) have also achieved a higher level of prompted awareness in 2006.

## Prompted awareness of textile symbols - Comparison women vs. men -

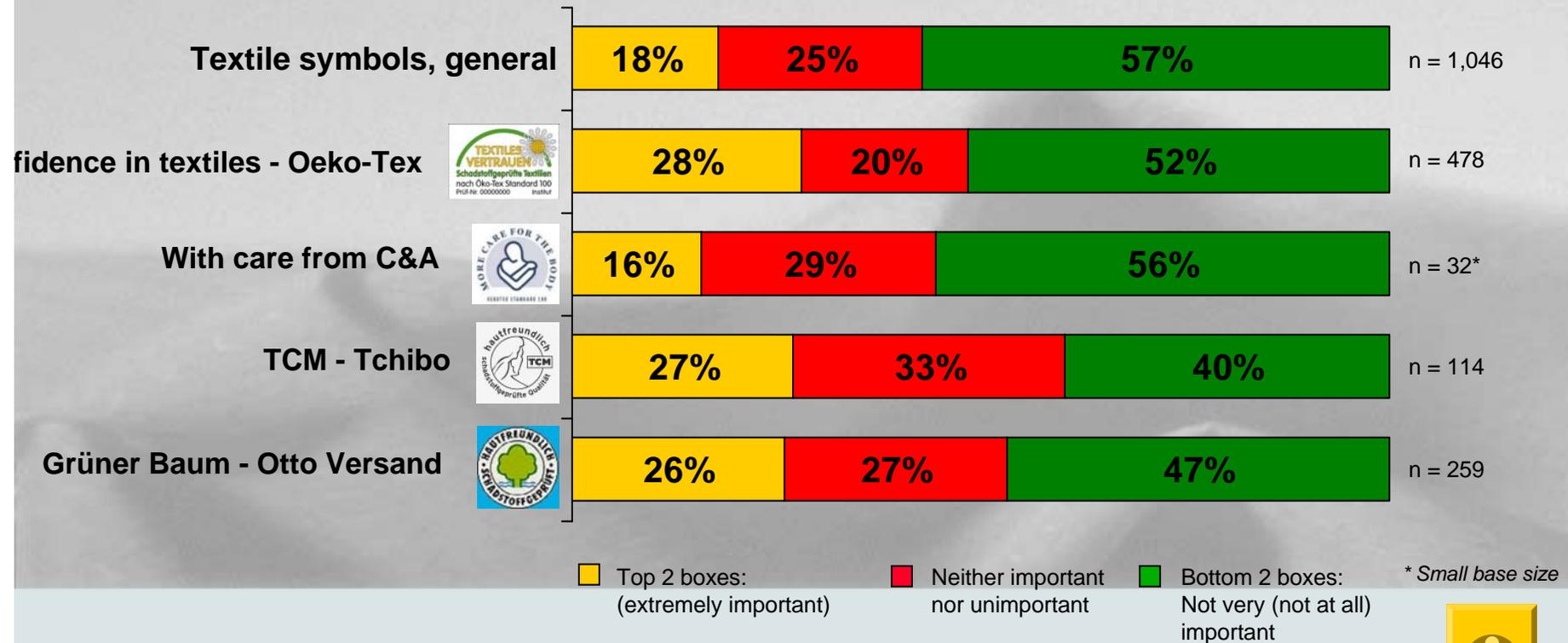


Question: I would now like to show you some of these symbols. Please tell me which of these you have seen on clothing and textiles.

## Prompted awareness of textile symbols - Comparison women vs. men -

- + Almost all the symbols are better known amongst women than men. This is particularly evident with the symbols “Confidence in textiles - Oeko-Tex Standard 100” (women: 57%; men: 34%) and “Grüner Baum” (women: 32%; men: 17%). Well over twice as many men as women state that they do not know any of the symbols shown (women: 13%; men: 32%).
- + As women are predominantly responsible for making decisions about purchasing textiles within families, the high level of awareness here can be evaluated as particularly positive for the Oeko-Tex Standard 100.

## Importance of textile symbols when purchasing clothing and textiles



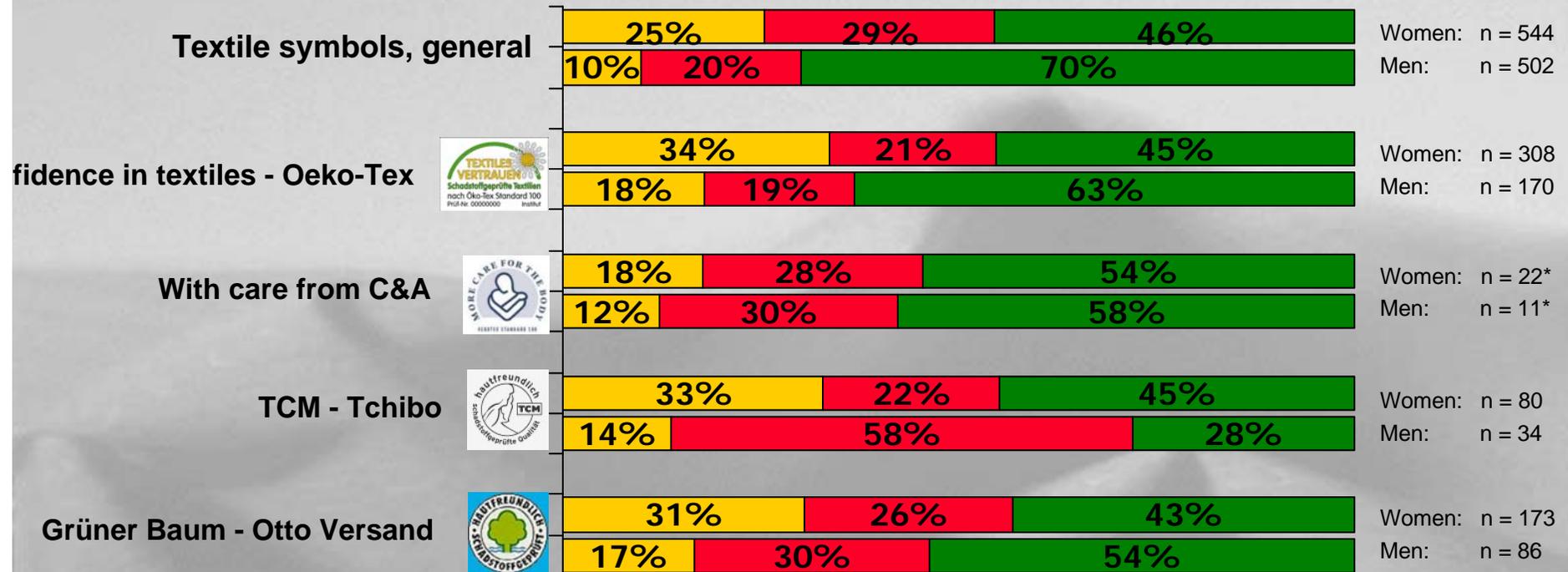
Question: When purchasing clothing and textiles, some people pay a great deal of attention to this type of textile symbol, others less so. What about you? When shopping, how important is it to you that clothing and textiles bear this type of symbol?

Question: I'm now going to show you a selection of textile symbols again. Please tell me how important it is to you when shopping that clothing and textiles bear these particular symbols.

### Importance of textile symbols when purchasing clothing and textiles

- + Just under one fifth of the German population (18%) state that they look out for textile symbols when purchasing clothing and textiles. A good half (57%) pay no attention whatsoever to textile symbols, however.
- + Of the four selected symbols, “Confidence in textiles – Oeko-Tex” is taken into consideration most often (28%), closely followed by “TCM-Tchibo” (27%) and “Grüner Baum” (26%).
- + At 478 interviewees (of n= 1,046), the absolute number of those familiar with the Oeko-Tex Standard 100 is the highest, and therefore their assessment of its importance (28% / 134 absolute) also proved to be considerably higher in absolute terms than e.g. “With care from C&A” (16% / 5 absolute).

## Importance of textile symbols when purchasing clothing and textiles - Comparison women vs. men



■ Top 2 boxes: (extremely) important    
 ■ Neither important nor unimportant    
 ■ Bottom 2 boxes: Not very (not at all) important

\* Small base size



Question: When purchasing clothing and textiles, some people pay a great deal of attention to this type of textile symbol, others less so. What about you? When shopping, how important is it to you that clothing and textiles bear this type of symbol?

Question: I'm now going to show you a selection of textile symbols again. Please tell me how important it is to you when shopping that clothing and textiles bear these particular symbols.

## Importance of textile symbols when purchasing clothing and textiles

- + In a comparison between the genders, women state considerably more frequently that they pay attention to the individual symbols when purchasing clothing and textiles.

## Evaluation of selected symbols – Overview – total sample



Products bearing this symbol are checked by an **independent testing body.**

Products bearing this symbol are **free from harmful substances.**

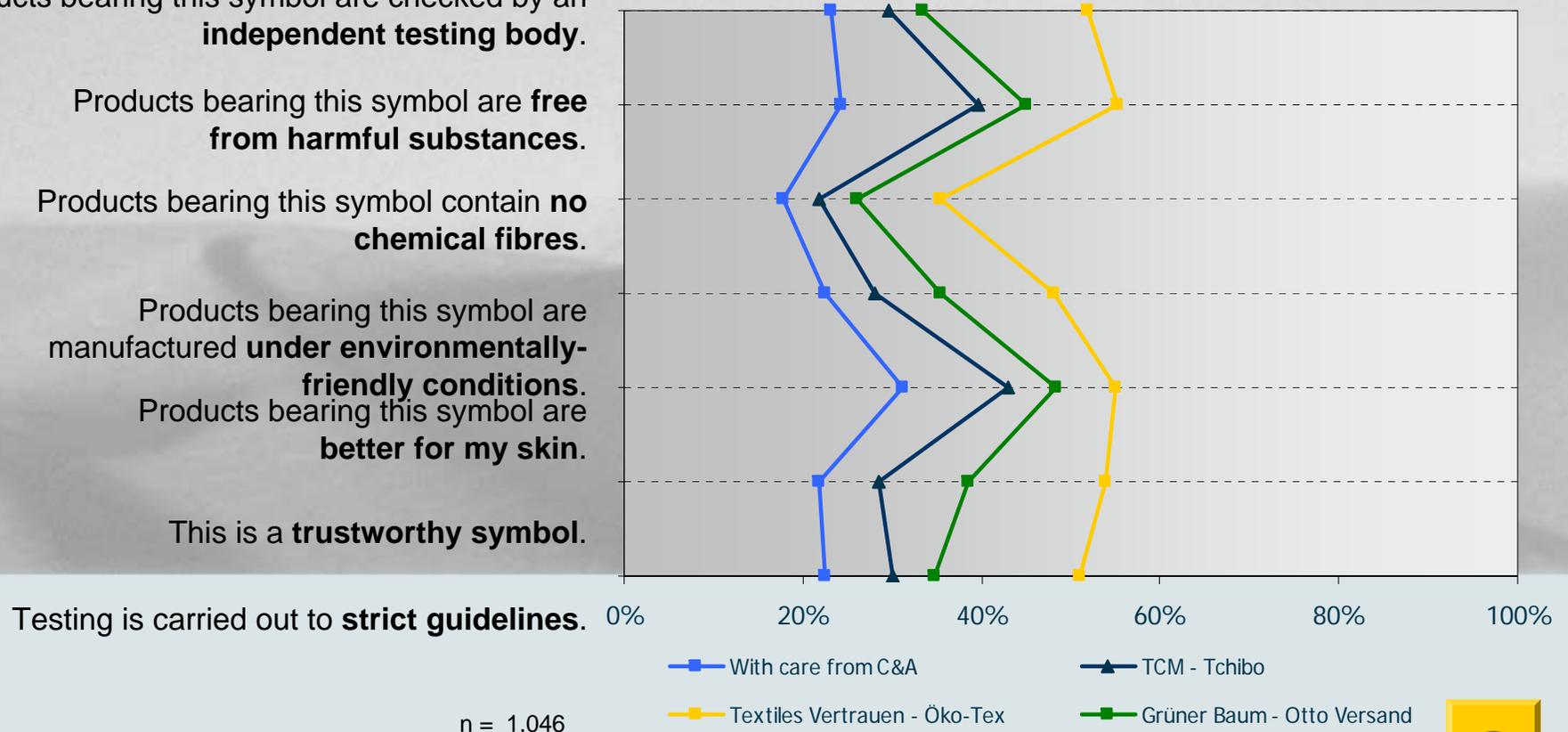
Products bearing this symbol contain **no chemical fibres.**

Products bearing this symbol are manufactured **under environmentally-friendly conditions.**

Products bearing this symbol are **better for my skin.**

This is a **trustworthy symbol.**

Top 2 boxes: "totally agree" or "agree"



Testing is carried out to **strict guidelines.**

n = 1,046



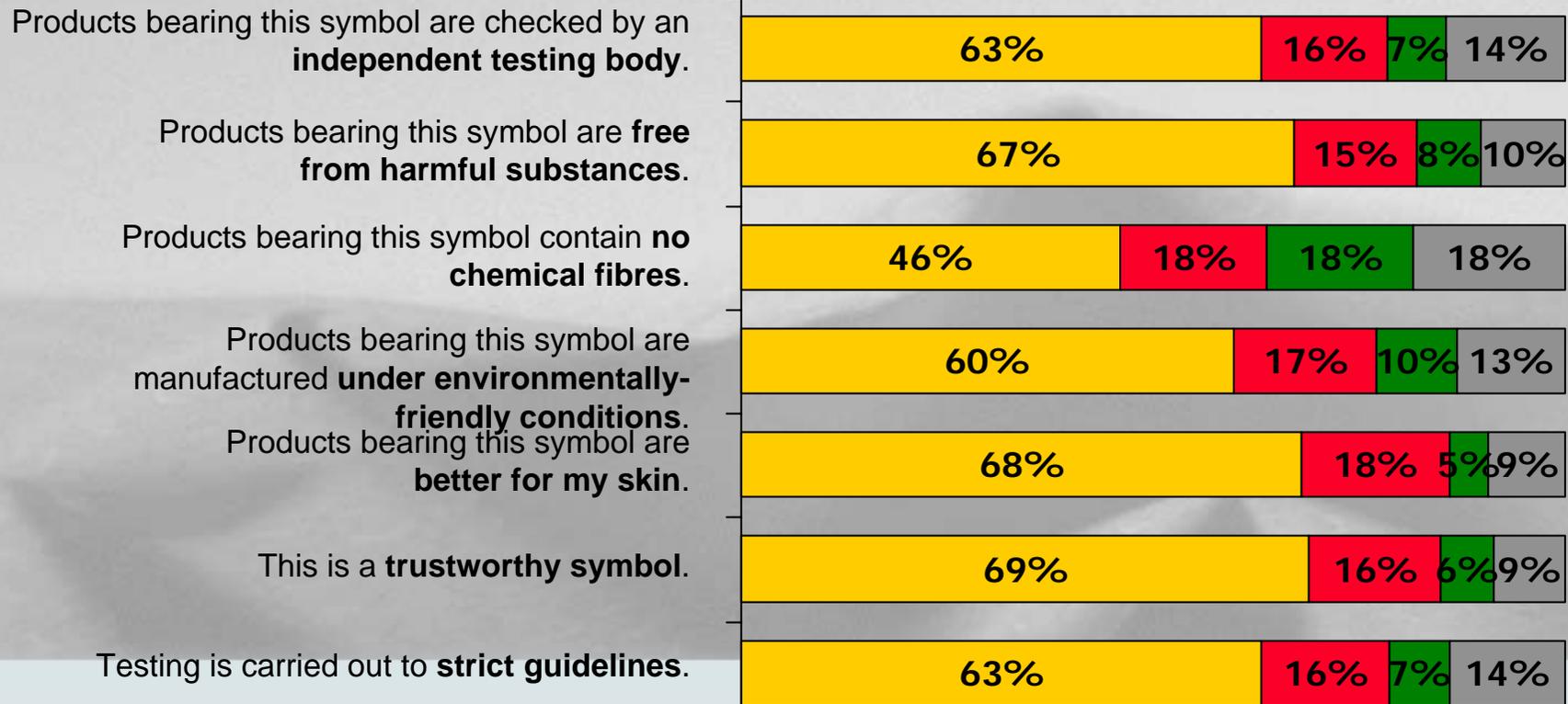
Question: I am now going to ask you to read through the following statements. Please tell me to what extent these statements apply to specific symbols in your opinion. Even if you are not familiar with all the symbols, please give me your impression.

## Evaluation of selected symbols using different statements Confidence in textiles – Oeko-Tex

- + In a comparison of the four selected symbols, the “Confidence in textiles - Oeko-Tex” symbol has the highest level of recognition for all positive attributes. Consistent with all symbols, the criteria “free from harmful substances” and “better for my skin” are most frequently associated.
- + The result of the question on “no chemical fibres” proves that the interviewees are very familiar with the contents of the Oeko-Tex Standard 100 and do not associate this aspect with its profile.
- + Both in the opinion of the population as a whole and amongst those who know the label, the symbol represents in particular the aspects “free from harmful substances” (55% and 67%), “better for my skin” (55% and 68%) and “trustworthy symbol” (54% and 69%).

◀ back

## Evaluation of selected textile symbols - Confidence in textiles/Oeko-Tex – those familiar with the brand



n (those familiar with the symbol) = 478

■ Top 2 boxes: (totally) agree    
 ■ Neither agree nor disagree    
 ■ Bottom 2 boxes: (totally) disagree    
 ■ Don't know



Question: I am now going to ask you to read through the following statements. Please tell me to what extent these statements apply to specific symbols in your opinion. Even if you are not familiar with all the symbols, please give me your impression.

**Thank-you for listening!**

