

RESEARCH METHODOLOGIES

Odor Research

McQueen, Dr. Rachel et al. McQueen, Dr. Rachel. *The Retention and Build-up of Body Odor in Cotton Fabrics: A Field Trial*. U of Alberta, 2012.

Lifestyle Monitor™ Survey

Cotton Incorporated's *Lifestyle Monitor™* Survey is an on-going consumer study that began in 1994 and currently interviews 6,000 respondents annually via the internet. Respondents are 60% female and 40% male, ages 13 to 70, and representative of the U.S. Census within age and gender quotas.

2014 Sports Apparel Survey

Cotton Incorporated's 2014 Sports Apparel Study was conducted among 1,500 respondents via the internet. Respondents were split evenly by gender, ages 13 to 60, purchasers of athletic clothing for themselves in the past year, and representative of the U.S. Census within quotas.

Retail Monitor™ Survey

Cotton Incorporated's Retail Monitor™ Survey is based on in-store and online retail audits of over 100,000 apparel items annually at 25 U.S. retailers, representing the major mass, chain, department, and specialty stores in the U.S. market.

Customer Comment Project

The Customer Comment Project is based on the analysis of over 500,000 customer reviews available on over 40 key retailer websites, representing the major mass, chain, department, specialty, and online-only retailers in the U.S. market. To date, information has been collected on over 50,000 denim jeans, pants, dresses, knit and woven tops, athleticwear, childrenswear, intimates, and home textiles.

