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## FACTS ABOUT CONSUMERS & COTTON

**93%** Consumers think **better quality** garments are **made from natural fibers** such as cotton.

Consumers say cotton/cotton blend is their **favorite fiber to wear.**

**81%**

**65%** Consumers would **pay more** for a natural fiber such as cotton.



**9 in 10**

Consumers say **comfort is important** to clothing purchase decisions. 80% rate clothing made of cotton as **most comfortable.**

**81%** Consumers say clothing made of cotton is **SOFTEST** compared to manmade fiber clothing.



90% of consumers say cotton is **safe for the environment**, compared to less than half who say nylon (49%), polyester (47%), or rayon (46%) is safe.



Consumers (60%) are most likely to **pay more** to keep cotton in items used close to their skin, such as **underwear, bed sheets, and t-shirts.**



**52%**

Consumers prefer activewear made of cotton. Top reasons are its **comfort, breathability, and softness.**

Compared to clothing made of synthetic fibers, consumers describe cotton clothing as **trustworthy, authentic, and reliable.**

**8 in 10**



**ZZZ**

68% of consumers say 100% cotton sheets and bedding **give you the best night's sleep.**



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Source: Cotton Incorporated's 2017 & 2016 Lifestyle Monitor™ Survey; Cotton Incorporated's 2017 Home Textiles Survey, CCI & Cotton Incorporated's 2016 Global Activewear Survey.