



COTTON INCORPORATED'S WATER TEMPERATURE & LAUNDERING HABITS



Consumers do an average of 4 loads of laundry per week



More people separate laundry by color, type, or other means (59%) than wash everything together (41%)

Who is most likely to separate laundry?

66%
Boomer

67%
Gen X

55%
Millennial

48%
Gen Z

OLDER ————— YOUNGER

Cold is the most popular temperature setting; consumers wash an average of

44% of loads in cold water

32% of loads in warm water

21% of loads in hot water



Consumers say they use cold water to

46% prevent bleeding

38% prevent shrinking

34% save money

31% clothes last longer

22% better for environment



Consumers say they use warm or hot water when

47% washing home textiles

46% sanitizing clothing or bedding

46% laundry is extra dirty

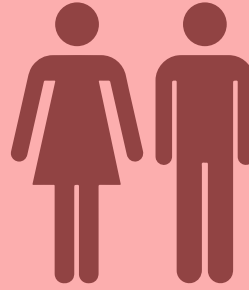
41% all items are white



WATER TEMPERATURE & LAUNDERING HABITS

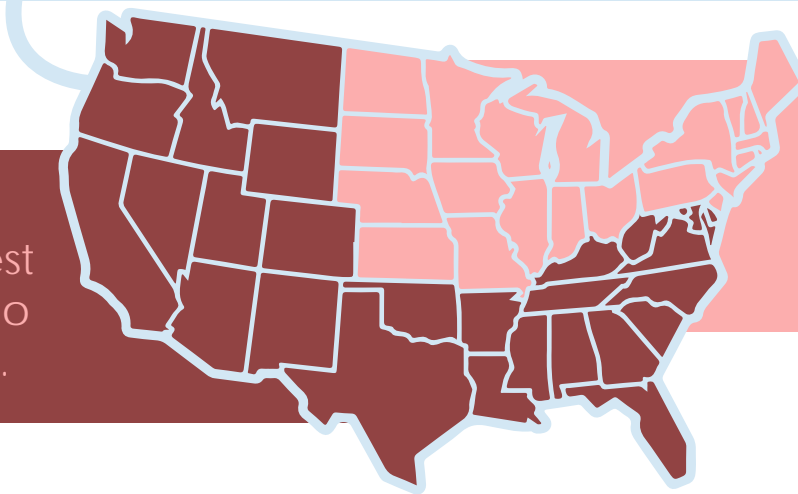


It is somewhat more popular for consumers to customize machine settings (56%) than to use pre-set cycles (44%)



Men (52%) are more likely to use pre-set cycles than women (41%)

Consumers estimate the temperature for cold and tap cold laundry settings to be between 40-60°F, warm to be 60-80°F.



Those in the South and West estimate hot to be 100-120°F.

Those in the Northeast and Midwest estimate the hot water setting to be between 80-100°F.

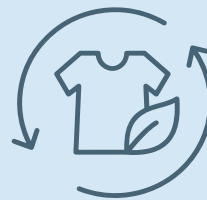
48% of consumers did not cite any issues when thinking of laundry and the environment.

Among those with issues, top issues are:

30% Water Usage

26% Detergent & the Chemicals

16% Wastewater



77% of consumers tend to think that cold/tap cold water is best for the environment

Which temperature do consumers think is best for clothing?

55%
Cold

45%
Warm or Hot

