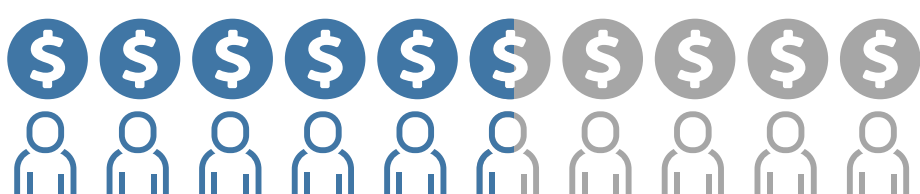




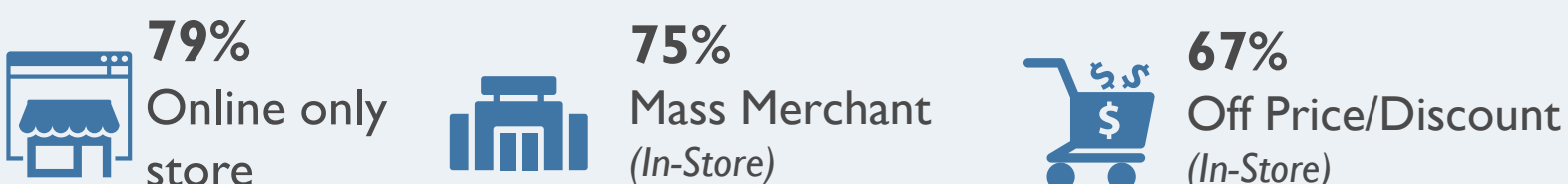
# GLOBAL LIFESTYLE MONITOR: USA

## SHOPPING TRENDS

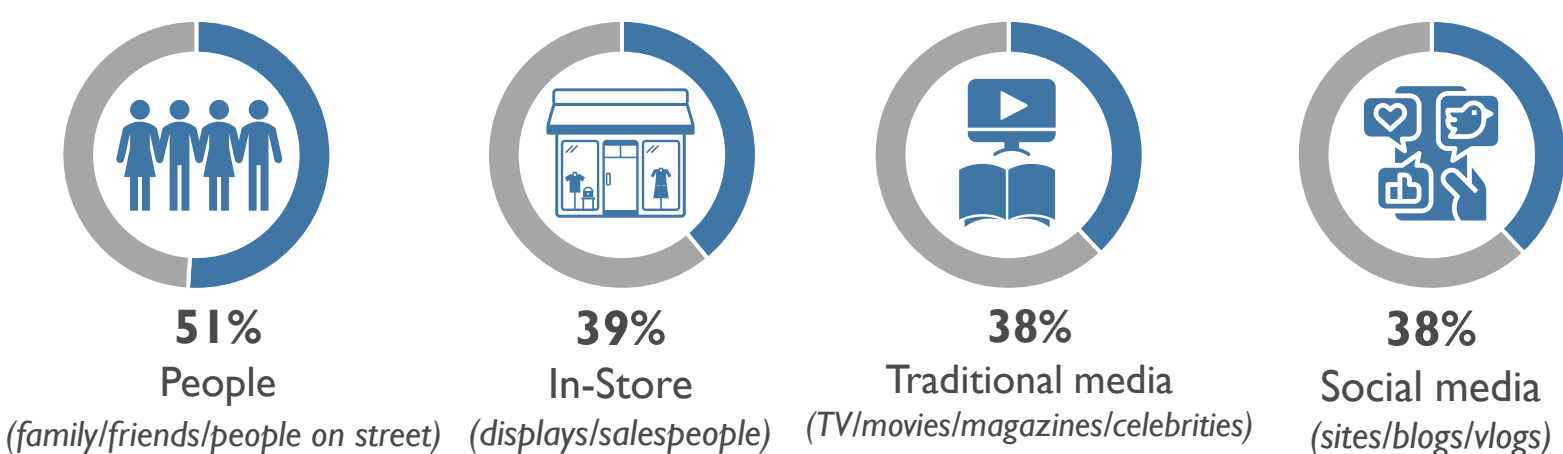


**56%**  
Feel very/somewhat optimistic about their financial situation

### Top Retailers Shopped for Clothing

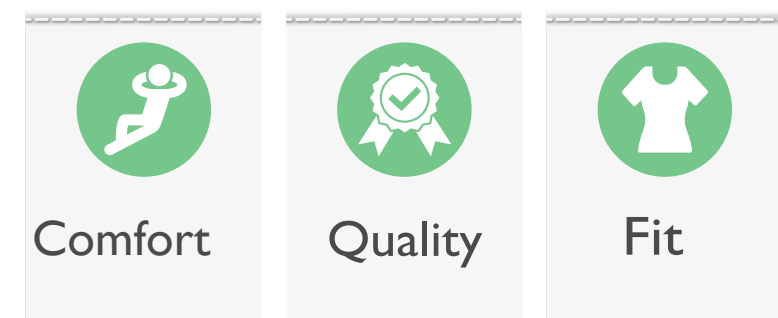


### Top Sources of Inspiration

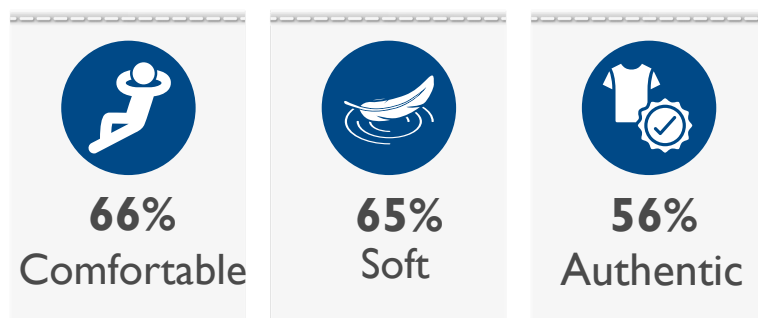


## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



### Cotton is the most...

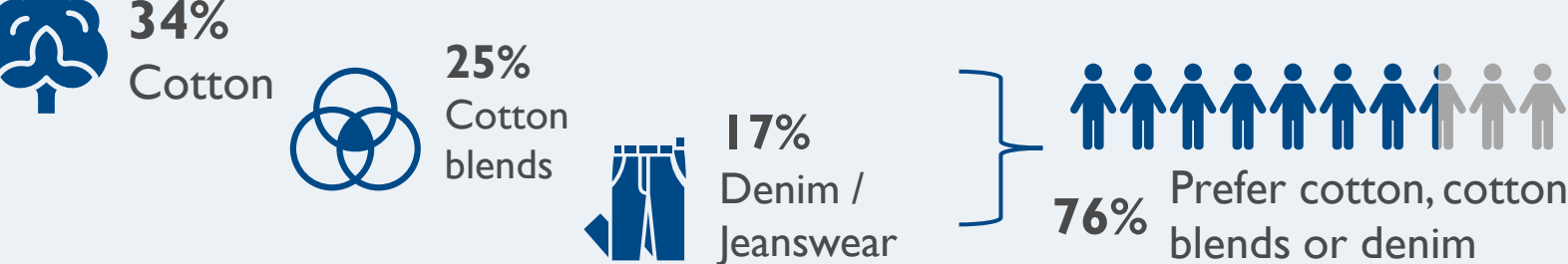


## COTTON PREFERENCE

### Reasons Willing to Pay More for Cotton

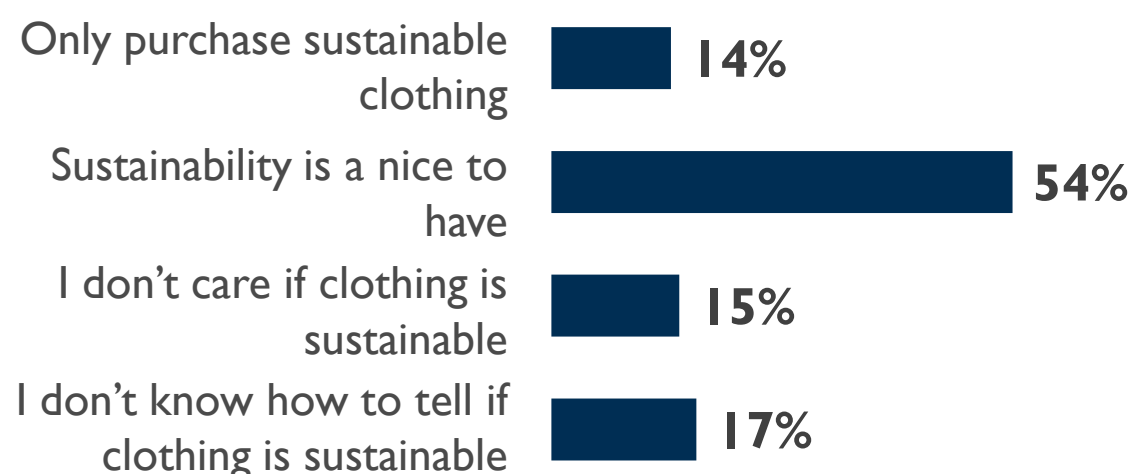


### Top Preferred Materials

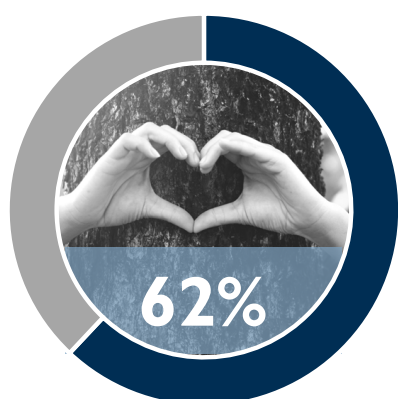


## SUSTAINABILITY

### Sustainability Importance



### Concerned about Environmental Change



### Safe for the Environment (% Safe)

