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?

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boomer</td>
<td>66%</td>
</tr>
<tr>
<td>Gen X</td>
<td>67%</td>
</tr>
<tr>
<td>Millennial</td>
<td>55%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>48%</td>
</tr>
</tbody>
</table>

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

INFO: MARKETINFORMATION@COTTONINC.COM  LIFESTYLEMONITOR@COTTONINC.COM
All content sourced from Cotton Incorporated's 2022 Laundering & Microplastics survey, conducted with 1000 U.S. consumers conducted March 2022. ©2022 Cotton Incorporated.
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 Northeast and Midwest estimate the hot water setting to be between 80-100°F.

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