

MEDIA HIGHLIGHTS

Who's Greener?

- Consumers surveyed spend an average of \$247.10 per month on clothes, shoes or accessories, and it may come as a surprise that men outspend women when it comes to fashion. Men report spending an average of \$310.50 per month on clothes, shoes and accessories, compared to \$187.20 for women.
- As for the kinds of fashions they choose, two-out-of-three (67%) consumers report they care at least *a little* about eco-conscious fashion, and 34 percent even say they care *a lot*.
- But, again, it's men who appear to pay closer attention to the environmental impact of their style choices. Men are 52 percent more likely than women to say they care a lot about eco-conscious fashion (41% vs. 27%).
- Overall, more than half (55%) of consumers say at least some of their current wardrobe is eco-conscious, with 15 percent saying all of their clothes, shoes or accessories are eco-conscious. Sixty-three percent of men say at least some of their current wardrobe is eco-conscious, compared to 47 percent of women who say the same.
- Donating clothes to charity is the No. 1 way to get rid of clothes, according to 70 percent of consumers. But women have the edge on men when it comes to disposing of clothes in an environmentally responsible way. Women are 14 percent more likely than men to donate old clothes (74% vs. 65%), whereas men are 82 percent more likely than women to throw their old clothes away (31% vs. 17%).
- Despite the differences in their wardrobe, men and women tend to agree on the top materials they seek out when shopping for eco-fashion: organic cotton or cotton produced in a way that minimizes negative impact on the environment (47%); renewable materials (34%) and recycled PET (30%).
- Men do seem to favor certain materials more than women, like recycled rubber (34% vs. 18%) and leather from eco-conscious tanneries (30% vs. 16%).

Dress to "eco-impress"

- Two-in-five (41%) consumers say they are motivated to buy eco-conscious fashions because they feel good when they buy something that helps a cause.
- Beyond helping a cause, top motivators include knowing the product minimizes its negative impact on the environment (36%), considers animal welfare (34%) or minimizes landfill overcrowding (33%).
- Nearly nine-in-10 (86%) consumers think more brands and retailers should consider the environmental impact of the items they produce.
- For men, the motivation to buy eco-conscious fashions seems to be less altruistic and more self-interested. Roughly 30 percent buy eco-conscious clothes because they want other people to know they care about the environment (28% vs. 17%). And nearly one-in-five men thinks eco-conscious styles are trendy (21% vs. 10%) or want to replicate the eco-conscious styles celebrities or other fashion icons are wearing (18% vs. 9%).
- For 17 percent of men, wearing eco-conscious fashions brings great social cred, as they say they buy eco-fashions because they like posting their styles on social media (vs. 8% for women).

Spending Green to Go Green

- Men and women agree the top factor preventing them from buying eco-conscious fashions is that they seem more expensive than other products (39%), and with 70 percent of consumers spending \$200 or less on clothes, shoes or accessories each month, cost is important.
- Despite the perceived high cost, nearly four-out-of-five (79%) consumers wish brands and retailers would sell more eco-conscious styles.
- Other factors preventing people from buying more eco-conscious fashions include not knowing where to find them (33%) or not knowing enough about eco-conscious products to seek them out (32%).
- Consumers are looking for brands to speak up. More than half (55%) of consumers claim they don't understand what eco-conscious means when it comes to clothing, shoes and accessories, and more than four-in-five (81%) wish brands and retailers would tell them more about what they are doing to make eco-conscious fashions.

Green Cleaning

- Nearly three-fifths (58%) of consumers clean out their closets at least once a season to make room for new clothes, shoes or accessories. And the top way to get rid of old clothes is to donate them to charity (70%), give them away to friends or family (36%) or recycle them (28%). One-in-four consumers (24%) just throw old clothes away.

FACT SHEET

Q1: How much money do you spend on clothes, shoes or fashion accessories in an average month?			
	Total	Men	Women
Less than \$100	52%	43%	62%
\$100 - \$200	18%	14%	21%
\$201 - \$300	7%	9%	5%
\$301 - \$400	4%	6%	2%
\$401 - \$500	4%	6%	1%
\$501 - \$600	3%	4%	1%
\$601 - \$700	2%	4%	1%
\$701 - \$800	2%	3%	1%
\$801 - \$900	1%	1%	1%
\$900 - \$1,000	2%	3%	2%
More than \$1,000	4%	7%	2%

Q2: How often do you clean out your closet to make room for new clothes, shoes or fashion accessories?			
	Total	Men	Women
Once a week or more often	14%	21%	8%
Once a month	18%	22%	15%
Once a season	26%	20%	32%
Once a year	19%	15%	22%
Less often than once a year	17%	16%	18%
Never	6%	7%	5%

Q3: How do you get rid of old clothes, shoes or accessories when you no longer need or want them?			
	Total	Men	Women
I donate them to charity	70%	65%	74%
I give them away to my friends or family	36%	35%	38%
I recycle them (e.g., give them to organizations that re-sell, re-use or process them into new products)	28%	28%	27%
I throw them away	24%	31%	17%
I sell them on eBay or a similar website	17%	19%	15%
I consign them	15%	16%	14%
None of these	2%	2%	2%

Q4: How much do you care about eco-conscious fashion (e.g., clothes, shoes or accessories made from recycled, organic or renewable materials, purchased second-hand or rented online to prevent the waste that comes from creating new products etc.)?			
	Total	Men	Women
A lot	34%	41%	27%
A little	33%	28%	38%
Not that much	21%	20%	22%
Not at all	12%	12%	13%

Q5: What portion of your current wardrobe would you say is eco-conscious?			
	Total	Men	Women
All of it	15%	24%	7%
Most of it	15%	17%	13%
Some of it	25%	22%	27%
Hardly any	26%	21%	31%
None at all	19%	16%	23%

Q6: Which of the following materials, if any, are you mostly likely to seek out when shopping for eco-conscious clothing, shoes or fashion accessories?			
	Total	Men	Women
Organic cotton or cotton produced in a way that minimizes negative impact on the environment	47%	46%	48%
Renewable materials (e.g., bamboo, hemp, wood pulp)	34%	34%	34%
Recycled PET (e.g., plastic bottles)	30%	32%	27%
Recycled rubber	26%	34%	18%
Leather from tanneries recognized for eco-conscious energy and waste practices	23%	30%	16%
Down from ducks and geese that have been treated humanely	19%	22%	17%
Other	1%	0	1%
None of these	26%	23%	29%

Q7: Which of the following, if any, motivate you to buy eco-conscious clothing, shoes or fashion accessories?			
	Total	Men	Women
I feel good when I buy something that helps a cause	41%	41%	41%
Knowing the product minimizes its negative impact on the environment	36%	33%	39%
Knowing the product was made in a way that considers animal welfare	34%	29%	38%
Knowing the product was made in a way that minimizes landfill overcrowding (e.g., made with recycled materials)	33%	30%	36%
I want others to know that I care about the environment	22%	28%	17%
I think eco-conscious styles are trendy	15%	21%	10%
I want to replicate the eco-conscious styles celebrities or other fashion icons are wearing	13%	18%	9%
I like posting my eco-conscious styles on social media	12%	17%	8%
Other	0	1%	0
None of these	22%	21%	23%

Q8: Which of the following, if any, have prevented you from buying eco-conscious clothing, shoes or fashion accessories?			
	Total	Men	Women
They seem more expensive than other products	38%	39%	38%
I don't know where to find them	33%	30%	36%
I don't know enough about eco-conscious products to seek them out	32%	30%	33%
There is not enough variety of eco-conscious products	28%	30%	27%
They don't seem as well-made or high quality as other products	17%	22%	12%
They do not look as stylish or trendy as other products	17%	21%	12%
Other	2%	2%	2%
Buying clothes, shoes or fashion accessories that are eco-conscious is not a priority for me	17%	19%	16%

Q9: How much do you agree or disagree with the following statements? (Agree Strongly/Somewhat NET)			
	Total	Men	Women
I think more brands and retailers should consider the environmental impact of the items they produce	86%	83%	89%
I think more brands and retailers should consider the social impact of the items they produce (e.g., factory working conditions, paying workers fair wages, etc.)	86%	82%	90%
I wish brands and retailers would tell me more about what they are doing to make eco-conscious footwear, apparel and accessories	81%	80%	80%
I wish brands and retailers would sell more eco-conscious styles	79%	78%	80%
I don't understand what eco-conscious means when it comes to clothing, shoes and accessories	55%	59%	52%

About the Research

The 2018 Timberland Wardrobe Values Survey presents the findings of an online survey conducted by Toluna from March 6-9, 2018 among a random sample of 1,001 Americans age 18+ comprising 487 men and 514 women. The margin of error for a sample of this size is ± 3% at a 95% level of confidence.