



### **Lifestyle Monitor™ Survey**

Cotton Incorporated's Lifestyle Monitor™ Survey is an on-going consumer study that began in 1994 and currently interviews 6,000 respondents annually via the internet. Respondents are 60% female and 40% male, ages 13 to 70, and representative of the U.S. Census within age and gender quotas.

### **Retail Monitor™ Survey**

Cotton Incorporated's Retail Monitor™ Survey is based on in-store and online retail audits of over 100,000 apparel items annually at 26 U.S. retailers, representing the major mass, chain, department, and specialty stores in the U.S. market.

### **Customer Comment Project**

The Customer Comment Project is based on the analysis of over 260,000 customer comments available on 25 apparel retailer websites, representing the major mass, chain, department, specialty, and online-only retailers in the U.S. market. To date, information has been collected on over 30,000 denim jeans, pants, dresses, knit and woven tops, athleticwear, and home textiles.

### **Global Lifestyle Monitor Survey**

Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor Survey is a bi-annual consumer survey conducted in Brazil, Colombia, the UK, Italy, Germany, Turkey, India, China, Japan, and Thailand. The survey interviews 5,000 global consumers ages 15-54 who are primary shoppers for clothing. Respondents are reached through random door-to-door, telephone, and online interviews.