

RS11915
B23764500043

“Should the Rule be amended to require a washing instruction for all items that can safely be washed at home, even if dry cleaning would be an appropriate alternative care method?”

SUMMARY OF DISCOVERY

**HOW DO CONSUMERS
INTERPRET AND REACT TO
“DRY CLEAN”
CARE INSTRUCTIONS**

MARKET FACTS, INC.

TELENATION RESEARCH

- Data collected June 19-21, 1998
- 1,000 telephone interviews
- Random sampling among sub-group of nationally representative households
- Results weighted per U.S. Census for all 144 reporting cells

RESULTS

WEIGHTED & FILTERED

- **CURRENT U.S. CENSUS USED TO DETERMINE WEIGHTED VALUES**
- **RESULTS REPORTED AS WEIGHTED VALUES FOR ALL HOUSEHOLDS *AND* FILTERED BY RESPONDENTS WHO “HAVE OCCASION TO DO HOUSEHOLD LAUNDRY”**

“When the care instruction on an article of clothing reads “Dry Clean” what does that mean to you?”

Response Categories

- Requires Special Care - 81.5%
- Alternative Cleaning Method - 14.2%
- Limited Wear or Purchase - 7.0%
- Expense/Convenience Issues - 4.7%

* Total exceeds 100% due to multiple responses

Requires Special Care - 81.5%

- **Must be Dry Cleaned - 73.6%**
- **Can't be washed - 7.1%**
- **Ruined if not Dry Cleaned - 2.9%**
- **D/C certain fabrics - 2.1%**
- **Depends on fabric, can wash some- 2.0%**

***Total exceeds 100% due to multiple responses**

Requires Special Care - 81.5%

- Must be Dry Cleaned - 73.6%
- Can't be washed - 7.1%
- Ruined if not Dry Cleaned - 2.9%
- D/C certain fabrics - 2.1%
- Depends on fabric, can wash some- 2.0%

*Total exceeds 100% due to multiple responses

Requires Alternative Cleaning Method - 14.2%

- Wash by hand - 3.6%
- Wash myself, unspecified method - 2.7%
- Wash in Woolite - 2.3%
- Drying issues - 1.6%
- Wash on Gentle cycle - 1.6%
- Other cleaning methods - 2.7%

*Total exceeds 100% due to multiple responses

Limited Wear or Purchase - 7.0%

- Don't buy Dry Clean clothes/Never had any
- 5.9%
- Don't wear Dry Clean clothes much/very
little - 1.3%

*Total exceeds 100% due to multiple responses

Expense/Convenience Issues - 4.7%

- Dry Cleaning is expensive - 4.1%
- Other cost references - 0.6%
- Inconvenient to take to D/C - 1.7%
- Other convenience references - 5.2%

*Total exceeds 100% due to multiple references

**“Have you ever washed or
laundered any clothing
labeled “Dry Clean””**

- **YES - 52.5%**
- **NO - 46.8%**
- **Don't Know - 0.7%**

Probe for HOW Laundered

- Machine wash only - 49.6%
- Hand wash only - 29.1%
- Both - 20.2%
- Don't Know - 1.1%

**“Were you satisfied with the
results of laundering
“Dry Clean” items?**

- **YES - 62.5%**
- **NO - 26.2%**
- **Sometimes - 11.0%**

“For clothing that can be either washed or dry cleaned, if the label can only show one instruction, which instruction would you prefer to see included on the label?”

Consumer Preferred Instructions

- **Wash - 88.8%**
- Dry Clean - 9.4%
- Don't Know - 1.4%

KEY FINDINGS

- “Dry Clean” articles are laundered by roughly HALF of consumers
- Three fourths (73.5%) were at least sometimes satisfied with the results
- Nearly Nine in Ten consumers would prefer washing rather than dry cleaning instructions on care labels

CONCLUSION

Empirical data strongly indicates a consumer preference for washing instructions, so

YES

the care label rule should be amended to require a washing instruction for items that can be safely laundered at home.