

# Consumer Research Findings

**TRSA**<sup>®</sup>**100+**  
est. 1912

# Cloth vs. Disposables

Consumers' preferences are split

% prefer disposables v. cloth in a medical setting	TOTAL
<b>PREFER CLOTH TOTAL</b>	<b>48%</b>
Strongly Prefer Cloth	16%
Somewhat Prefer Cloth	32%
Somewhat Prefer Disposables	33%
Strongly Prefer Disposables	19%
<b>PREFER DISPOSABLES TOTAL</b>	<b>52%</b>

Association with "clean" & "safe" → Preference

**To tip the scales toward reusables, position them as clean & safe.**

## Demographic groups that prefer CLOTH:

- > 55+ year-olds (57%)
- > Men (55%)
- > More eco-conscious (55%)

## Demographic groups that prefer DISPOSABLES:

- > 18-24-year-olds (59%)
- > More cost-conscious (59%)
- > Less eco-conscious (58%)
- > Women (57%)

# Cleanliness & Sanitation

When presented with the idea that disposables may not be completely sanitary, it became clear **consumers' minds can be swayed on the matter.**

<i>It is possible that disposables are <u>not</u> sanitary</i>	<b>TOTAL</b>
<b>AGREE TOTAL</b>	<b>72%</b>
Strongly Agree	14%
Somewhat Agree	58%
Somewhat Disagree	23%
Strongly Disagree	5%
<b>DISAGREE TOTAL</b>	<b>28%</b>



## Cloth's big opportunity: Hygienically Clean certification

Impact of a HC certification label on cloth patient gowns:

- > **62% More likely to prefer a cloth gown**
- > No impact on preference (29%)
- > Less likely to prefer a cloth gown (8%)

# Scrubs Laundering

When consumers were told that some medical facilities let their employees leave work in dirty scrubs and launder them at home...

**66%**  
were concerned about  
germ transfer

The concern was so significant that some even said **they would avoid going to** and/or **would not trust a medical facility** without professional laundered scrubs

	<i>% agree that they would avoid going</i>	<i>% agree that they would not trust</i>
<b>AGREE TOTAL</b>	<b>44%</b>	<b>45%</b>
Strongly Agree	11%	11%
Somewhat Agree	33%	34%
Somewhat Disagree	36%	32%
Strongly Disagree	20%	23%
<b>DISAGREE TOTAL</b>	<b>56%</b>	<b>55%</b>