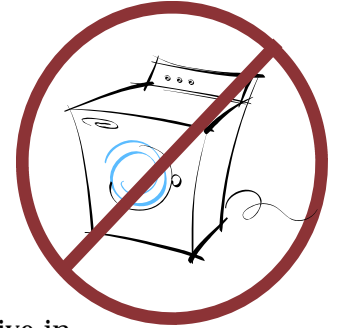


PROJECT LIST

Laundry Fact Sheet

These are some really fascinating facts that we have collected. We think that most people don't know these things, but if they did...it



We shrink the margins to save paper!

- ◇ About 62% of Americans washing clothes at home use warm or hot water during the wash cycle.
- ◇ Eighty percent of American households use a dryer for between 2 and 9 loads per week. Millions more use a multi-housing laundry or coin-operated laundry facility to wash and/or dry their clothes.
- ◇ Less than 4% of Italian households own a dryer.
- ◇ About 77% of dryers used in the home are electric; the others are gas and propane.
- ◇ Approximately one quarter of Americans use an ENERGY STAR washer. There are no ENERGY STAR dryers on the market.
- ◇ Laundry was the primary household responsibility of 76% of women and 24% of men in a Whirlpool survey of 2,500 consumers; some 78% of those surveyed do approximately nine loads of laundry each week.
- ◇ You don't even need soap to wash most loads. The agitation of washing machines often does the job on its own.
- ◇ We estimate that 8% of households line-dry their laundry during 5 months of the year. If all Americans who currently do not use a clothesline started to use one for ten months of the year, we could avoid 12 million metric tons of carbon dioxide from entering the atmosphere, annually.
- ◇ Stimulating the "effort-driven reward circuit" with hands-on physical activities that yield tangible rewards, like line-drying and cooking your own meals, may build resilience against depression.
- ◇ Sunlight bleaches and disinfects.
- ◇ 60 million Americans live in approximately 300,000 community associations (mobile home parks, retirement communities, gated communities, condominiums, etc. The majority of these restrict or ban the clothesline.
- ◇ Apartment communities can save 330 percent more water, equating to a savings of 8,216 gallons of water per year per unit, by utilizing a common-area laundry room instead of an in-unit washing machine.
- ◇ Common-area laundry rooms use 500 percent less energy than in-unit machines.
- ◇ More than 80 percent of residents will utilize on-site laundry if owners and managers provide a common-area laundry room in their properties.
- ◇ An estimated 17,700 reported U.S. non-confined or confined home structure fires involving clothes dryers or washing machines result in 15 civilian deaths, 360 civilian injuries and \$194 million in direct property damage annually. Clothes dryers accounted for 92% of the fires.
- ◇ Approximately 23.8 billion pounds of clothing and textiles end up in U.S. landfills each year.
- ◇ Cotton production accounts for 2.4% of total arable land yet accounts for 11% of global pesticide use and 25% of global insecticide use.
- ◇ You can reduce the full lifecycle climate change impact of your jeans by up to 50 percent by line drying and washing them in cold water.