

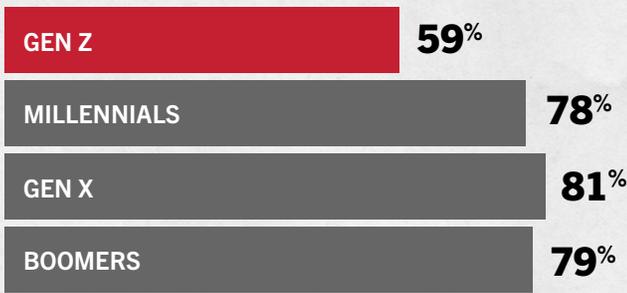


THE WEAR LONGER REPAIR SURVEY

Levi Strauss & Co. conducted a consumer insight survey through research partner, Burke, between August and September 2025 to assess consumer awareness of and interest in clothing repair.

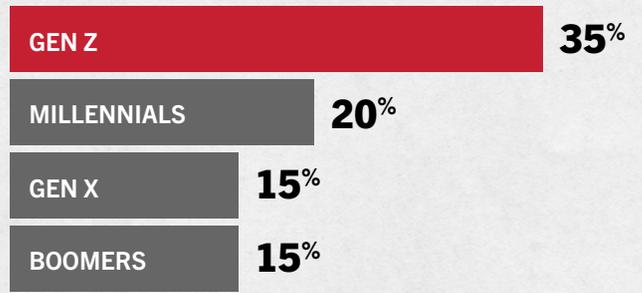
BASIC CLOTHING REPAIR SKILLS

Gen Z respondents are least likely of all generational groups to know how to do basic clothing repairs. (e.g. how to sew a button, patch a hole or alter a hem).



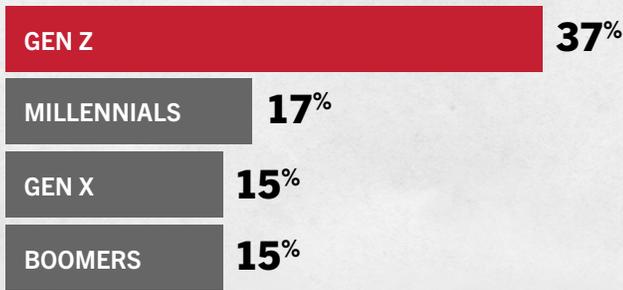
WOULD WEAR CLOTHES LONGER

More than a third of Gen Z respondents would keep their clothes for longer if they had repair skills.



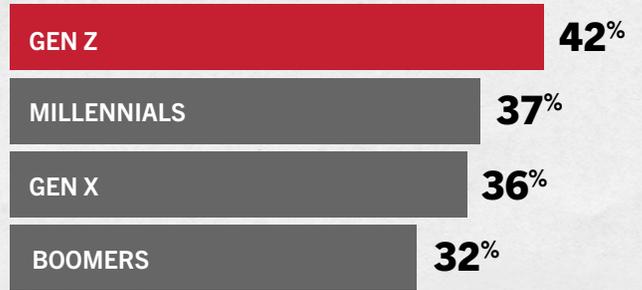
DON'T HAVE THE TOOLS

For Gen Z, not having the right tools or materials is the biggest barrier to personally repairing clothing.



INTERESTED IN REPAIR

Millennials and Gen Z are more interested in repairing or learning how to repair their own clothes than other generations.



VARIETY OF REPAIRS

For those doing repairs—replacing a button, fixing a small tear/ripped seam, and patching small holes—the oldest generations (Boomers/Silent Generation) are engaging in a greater variety of repairs.



REPLACED A BUTTON



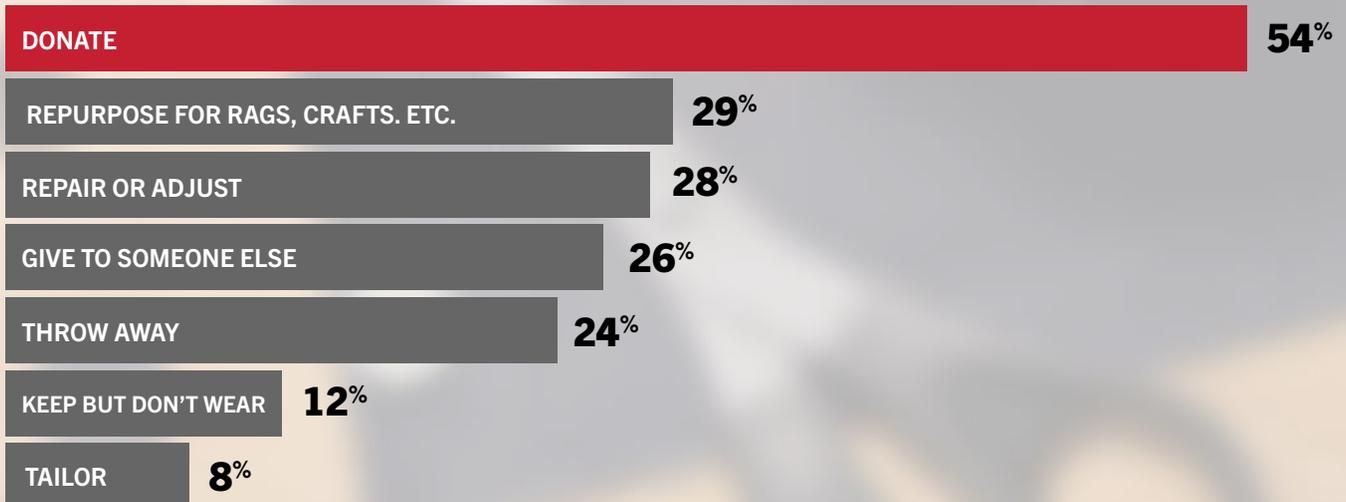
FIXED A SMALL TEAR/RIPPED SEAM



PATCHED SMALL HOLES

WHAT PEOPLE DO WITH DAMAGED/UNWANTED CLOTHES

Donation is the most popular option for what to do with damaged, out of style, or ill-fitting clothes.



SURVEY METHODOLOGY

The Wear Longer Repair Study was conducted by Burke between August and September 2025 using a custom set of questions in their proprietary monthly Omnibus survey, a 10-minute, mobile-optimized survey administered to a nationally representative sample of 601 U.S. adults aged 18 and over, balanced to Census data on income, ethnicity, and nested age by gender.