



carhartt
COMPANY GEAR™



**MORE THAN A UNIFORM,
IT'S A TOOL TO RETAIN TALENT.**

**A NEW SURVEY SHOWS COMPANY-SUPPLIED WORKWEAR
IS A BIG PLUS WITH EMPLOYEES.**

RECRUITMENT & RETENTION

Companies provide uniforms to employees for a variety of reasons, ranging from maintaining a consistent, professional look to fulfilling safety requirements through job-specific personal protective equipment (PPE). Now, a new survey finds a direct link between workwear and its impact on employee loyalty, pride, value and preparedness. With one brand of workwear being favored by workers above all others.

According to the survey, 51% of workers receive uniforms and work clothing that is either supplied by their employer, rented for them or paid for by a stipend or reimbursement. A total of 43% of workers said they purchased work clothing with their own money and are not reimbursed. The rest receive a partial reimbursement or stipend to purchase workwear, or work clothing is provided as a gift or a reward by their employer.



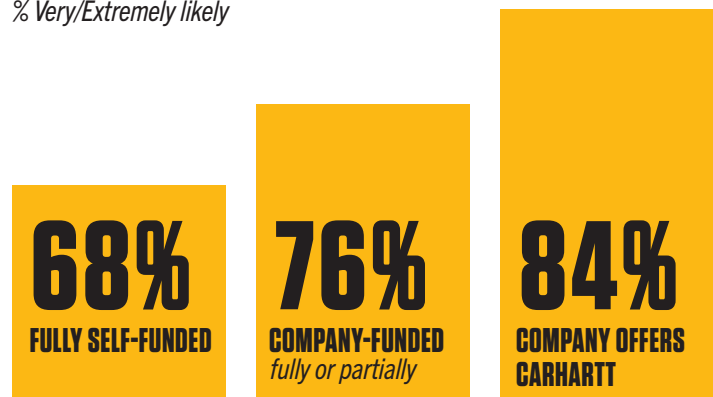
Not surprising: employees say safety, durability and comfort are the most important attributes of quality workwear. This latest survey suggests that investing in uniform programs could be a crucial factor for companies to improve their retention and recruitment efforts.

EMPLOYEE RETENTION

Reducing employee turnover is a multi-faceted challenge. But uniform programs can play a positive role. The percentage of workers who said they were very or extremely likely to be with their companies a year from now increased when comparing workers who have partial or fully company-funded work clothing (76%) to those who pay for their own workwear (68%). The number jumps to 84% of workers who say they are likely to stay loyal to a company a year from now when that business supplies them with Carhartt uniforms and workwear, as seen in the chart below.

LIKELIHOOD TO BE AT A COMPANY 1 YEAR FROM NOW

% Very/Extremely likely



A TANGIBLE BENEFIT

Workers recognize the value of employer-supplied work uniforms. Overall, 39% of those who received workwear from their company view it as a benefit. That number increased to 49% when that workwear is Carhartt. Among those who pay for their own, 6 in 10 agree it would be a benefit if their company started supplying uniforms. Conversely, among workers who now have work apparel fully or partially paid for by their employers, 8 out of 10 would be upset if the program was eliminated.

And the savings add up. Big time. Workers who receive company-supplied workwear estimate a personal annual savings of \$514. Workers at companies that offer Carhartt put an even higher value, estimating savings of \$572, which is \$93 more than the perceived value that employees have at companies providing other brands (\$479). Those who pay for their own workwear estimate they spend \$453 annually.

\$453	\$514	\$572
average expense for employees who must partially or fully fund their own clothing/PPE	average savings for employees whose employer partially or fully funds their clothing/PPE	estimated worker savings from employers who offer Carhartt vs. \$479 for other brands

ATTRACTING EMPLOYEES

Nearly 6 in 10 workers said a company that offers workwear and PPE has at least somewhat of an influence on their likelihood to stay with that employer. Companies supplying Carhartt have 65% of employees saying it is a factor, notably higher than the 55% of workers at companies that provide brands other than Carhartt.

Among employees who work at jobs where workwear is not provided, 71% indicated that they would consider a job at a firm that provided clothing or at least partially reimbursed them for apparel.

CARHARTT LEADS THE WAY

Companies rely on a variety of apparel makers to supply uniforms and workwear. However, Carhartt continues to be a top choice for many crews and businesses. In the survey, Carhartt was the most commonly mentioned brand among clothing and PPE supplied by

companies. It also ranked as the preferred brand among employees. When it comes to employees purchasing their own on-the-job workwear brands, Carhartt was the preferred brand. Carhartt was mentioned by nearly half (49%) of employees when asked what brands they trust to spend their own money to purchase.

Carhartt also scored higher compared to other brands on work perceptions of pride and quality.

	% Agree – Offered Carhartt	% Agree – Offered Other Brands
Makes me feel I have the proper workwear to do my job	86%	79%
Makes me feel safe and identifiable	81%	71%
Makes me feel like part of the team	77%	70%
Makes me feel taken care of by the company	78%	69%
Makes me feel more professional	80%	66%
Makes me feel valued by the company	73%	59%
Gives me a sense of pride in wearing the company brand	77%	55%
Gives me a sense of pride in wearing quality gear	74%	56%
Makes me feel more respected by customers	71%	53%
Indicates I have a certain skill or expertise	62%	56%

COMPETITIVE EDGE

Uniform programs and supplying quality workwear may help companies get ahead in a competitive market. The right uniform can signal to employees they are valued, and that the company is concerned about their safety and comfort on the job.

“ **WORKERS AT COMPANIES THAT SUPPLY CARHARTT UNIFORMS AND THOSE WHO BUY THEIR OWN WORKWEAR HAVE A CLEAR PREFERENCE FOR CARHARTT.** ”

This survey unequivocally demonstrates that workers highly value Carhartt workwear, attributing it to fostering feelings of pride, respect, team belonging and preparedness for work. If you'd like to explore using high-quality gear as a tool for retention, [learn more](#) about how Carhartt Company Gear can be a business advantage.

SURVEY DETAILS

The online survey was completed in October 2023 by Mower on behalf of Carhartt Company Gear using the Qualtrics platform with a panel provided by Dynata. The 806 participants work in construction, manufacturing, transportation, trucking, utilities, transit, electrical, plumbing, HVAC, landscaping, agriculture and energy exploration. The sponsor of the survey was not revealed, participants were selected randomly and did not receive compensation from Carhartt or Mower. A copy of the full survey results is available by contacting companygear@carhartt.com.

