### Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

<table>
<thead>
<tr>
<th>AGE</th>
<th>14-24</th>
<th>25-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30%</td>
<td>58%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Consumers are seeking out comfort:

- **Wearing Comfortable Clothes**: 76%
- **Cooking More Often**: 66%
- **Just Want to Curl Up in a Cozy Bed**: 61%
- **Eating Comfort Food More Often**: 46%

### Consumers rate clothing made from cotton the most comfortable and the safest:

- **Cotton**: 72%
- **Spandex**: 15%
- **Polyester**: 13%
- **Rayon/Viscose**: 12%

### Consumers are spending extra time online doing the following activities:

- **Reading/Watching the News**: 81%
- **Video/Audio chats with friends and family**: 74%
- **Watching videos on platforms such as Facebook**: 66%

### Most consumers are spending less money than before the pandemic:

- **Spending more than before the pandemic**: 19%
- **Spending less than before the pandemic**: 63%
- **Spending about the same as before the pandemic**: 19%

### Groceries 50% and Household Supplies 42% are the largest categories for extra spending.

### 80% of consumers say they feel “very afraid these days”

- **WOMEN**: 89%
- **MEN**: 72%

### 28% of consumers are shopping online more than before the pandemic

### 70% expect this experience to change the way they shop in the future

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