As the pandemic goes on, consumers are conserving their finances.

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

<table>
<thead>
<tr>
<th>Age</th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-24</td>
<td>18%</td>
<td>54%</td>
</tr>
<tr>
<td>25-44</td>
<td>40%</td>
<td>61%</td>
</tr>
<tr>
<td>45+</td>
<td>56%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Online shopping is up with stores closed.

% shopping online more than before the pandemic

<table>
<thead>
<tr>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Consumers are becoming more comfortable shopping for clothes online, but still look forward to shopping in physical stores.

71% look to face masks to protect them

75% likely to look for cotton in face masks

As the pandemic goes on, consumers are trying to limit the money they spend.

84% are trying to limit the money they spend.

77% plan to purchase clothing in the next 3 months

Items that consumers plan to purchase in the future:

- 46% casual shirts
- 44% activewear
- 44% sweatpants or sweatshirts
- 43% denim jeans

Expect this experience to change the way they shop in the future.

63% Wave 1

73% Wave 2

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated’s COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on March 20, 2020 (Wave 1) and April 27, 2020 (Wave 2).