As the pandemic continues, consumer spending is level.

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>WAVE 1, MAR 20</th>
<th>WAVE 2, APR 27</th>
<th>WAVE 3, SEPT 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-24</td>
<td>37%</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>25-44</td>
<td>61%</td>
<td>61%</td>
<td>64%</td>
</tr>
<tr>
<td>45+</td>
<td>73%</td>
<td>71%</td>
<td>59%</td>
</tr>
</tbody>
</table>

As the pandemic continues, 40% expect to spend more in the next few months, while 17% expect to spend less.

Consumers Spend More On Clothing

- 14% spending more on clothing since the start of the pandemic (WAVE 1)
- 14% (WAVE 2)
- 31% (WAVE 3)

Pent-up Demand for Clothing Realized

- 81% purchased clothing in the past three months
- 63% plan to purchase in the next three months
- 43% clothing for comfort (t-shirts, loungewear, clothing made of cotton)
- 37% athletic clothing (activewear, athleisure)

64% of consumers feel comfortable shopping for clothing in physical stores.

What would make you feel more comfortable shopping in store?

- 51% sales associates wear face masks and stay distant
- 51% limited occupancy in stores
- 48% hand sanitizer stations
- 47% face masks worn by all customers
- 39% extra distance between clothing racks

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


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