A Year in Review: Consumers Look Ahead

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

<table>
<thead>
<tr>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
<th>Wave 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>55%</td>
<td>65%</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>25-44</td>
<td>54%</td>
<td>56%</td>
<td>61%</td>
<td>57%</td>
</tr>
<tr>
<td>45+</td>
<td>58%</td>
<td>61%</td>
<td>61%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Many consumers will make their purchases online.*

69% expect to purchase at least half of their clothing online in the future.

Consumers desire to dress up, but comfortable clothing remains essential.*

84% look forward to dressing up again

91% say wearing comfortable clothing helps me feel better

89% believe the pandemic will be over by the end of 2021.*

When it is safe, consumers are most looking forward to:

- Hanging out at the mall: 40%
- Shopping in physical stores: 39%
- Going on vacation: 33%
- Seeing family or friends: 31%

80% are planning to buy clothing for these activities:

- Athleisure: 53%
- Activewear: 42%
- Casual Shirts: 29%
- Sweats or Joggers: 28%