



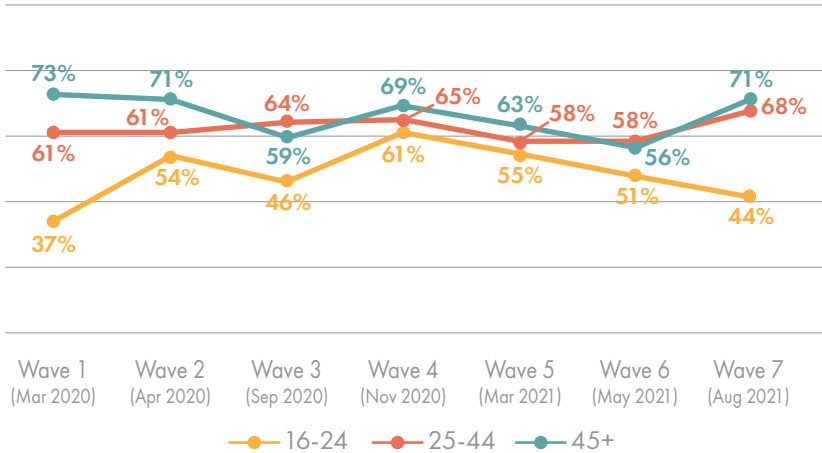
# COVID-19 & CONSUMER CONCERNS IN THE U.S.

WAVE SEVEN

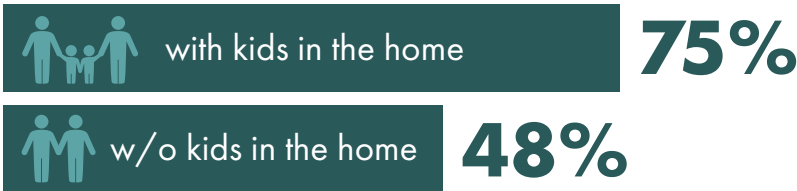
## THINGS TO KNOW ABOUT...

### CONSUMERS COPE WITH NEW SURGE

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



#### Parents in particular are concerned % very concerned:

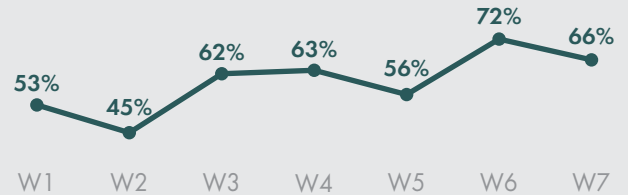


#### 64% are very concerned about the Delta and other variants

Consumers would like retail businesses to:

- 51% Require face masks for all customers.
- 51% Ensure all staff wear face masks.
- 40% Ensure all staff are fully vaccinated.
- 40% Offer online ordering with curbside or in-store pickup.

#### Consumers Expect to Spend More % spending more or the same amount on clothing since the start of the pandemic



#### 71% plan to purchase clothing in the next three months



#### Reasons for next purchase:

- Newness (new style/brand) 52%
- Occasion (return to work, workout) 31%
- Replacement (replace worn out item) 31%
- Comfort (item more comfortable) 29%