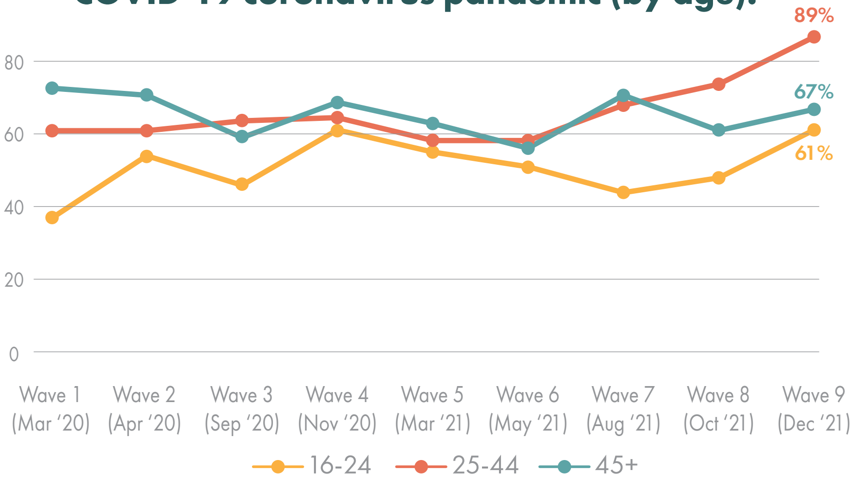
THINGS TO KNOW ABOUT...

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

WAVE NINE

CONSUMERS EMERGE FROM QUARANTINE EVEN AS CONCERN SPIKES

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

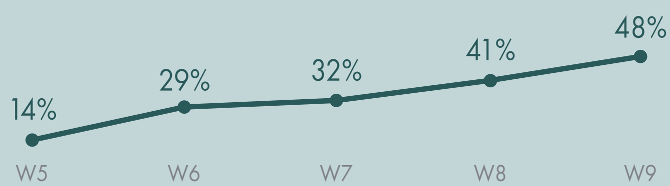


70%
say they are restless to be out among people again

Percent of consumers who currently do the following:

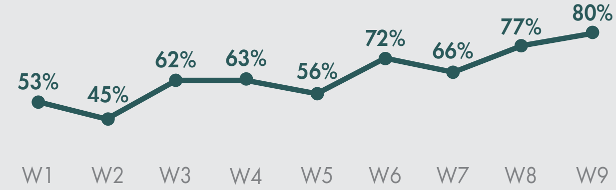
	Wave 6 (May 2021)	Wave 9 (Dec 2021)
Go to work or school in person	27%	49%
Shop for clothing in physical stores	32%	60%
Hang out at the mall	12%	39%

Percentage of consumers dressing up more:



Clothing Spending Climbs

Percent spending more on clothing since the start of the pandemic



As Consumers Look to Dress Up and Go Out, Comfort Remains a Priority

	Most Worn in Nov.	Plan to Purchase
Dress Pants, Shirts or Blazers	37%	56%
Activewear & Athleisure	44%	53%
T-shirts & Denim Jeans	50%	52%
Loungewear (Sweats, Leggings)	49%	52%
Casual Tops & Bottoms	36%	51%

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), Mar 2021 (Wave 5), May 2021 (Wave 6, n=1,000), Aug 2021 (Wave 7), Oct 2021 (Wave 8), Dec 2021 (Wave 9).