THINGS TO KNOW ABOUT...

CONSUMERS GRAPPLE WITH NEW SURGE

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

- 14-24:
  - Wave 1: 51%
  - Wave 2: 61%
  - Wave 3: 73%
  - Wave 4: 74%
  - Wave 5: 66%
  - Wave 6: 69%
  - Wave 7: 66%
  - Wave 8: 81%
  - Wave 9: 69%
  - Wave 10: 65%
- 25-44:
  - Wave 1: 55%
  - Wave 2: 58%
  - Wave 3: 68%
  - Wave 4: 64%
  - Wave 5: 63%
  - Wave 6: 57%
  - Wave 7: 55%
  - Wave 8: 65%
  - Wave 9: 66%
  - Wave 10: 63%
- 45+
  - Wave 1: 55%
  - Wave 2: 60%
  - Wave 3: 72%
  - Wave 4: 61%
  - Wave 5: 66%
  - Wave 6: 66%
  - Wave 7: 69%
  - Wave 8: 81%
  - Wave 9: 69%
  - Wave 10: 65%

Clothing Spending Dips

<table>
<thead>
<tr>
<th>Wave</th>
<th>% Spending More or Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>W1</td>
<td>51%</td>
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<tr>
<td>W2</td>
<td>61%</td>
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</tr>
</tbody>
</table>

Consumers Are Getting Comfortable

92% say wearing comfortable clothing helps them feel better right now.

Changing Shopping Routines

82% say this experience will change the way they shop in the future.

Percentage who shop for majority of clothing in person:

- Before pandemic: 61%
- In the Future: 41%

Continued Action from Retailers

Percentage saying it is important for retailers to take action:

- Fully vaccinate all staff: 77%
- Ensure staff wear face masks: 77%
- Require face masks for customers: 76%

Plan To Purchase

- Athleisure: 39%
- Activewear: 31%
- Casual Shirts: 25%

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


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