

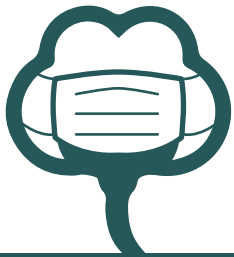
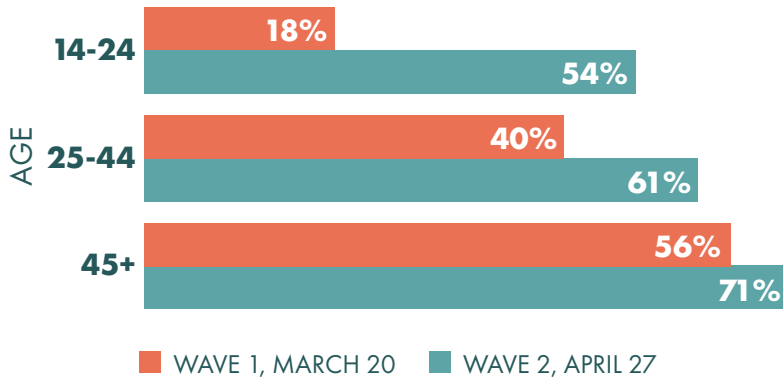


# COVID-19 & CONSUMER CONCERNS IN THE U.S.

SECOND WAVE

## THINGS TO KNOW ABOUT...

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



**71%** look to face masks to protect them

**75%** likely to look for cotton in face masks

Online shopping is up with stores closed.  
% shopping online more than before the pandemic

**32%** WAVE 1      **44%** WAVE 2



Consumers are becoming more comfortable shopping for clothes online, but still look forward to shopping in physical stores.

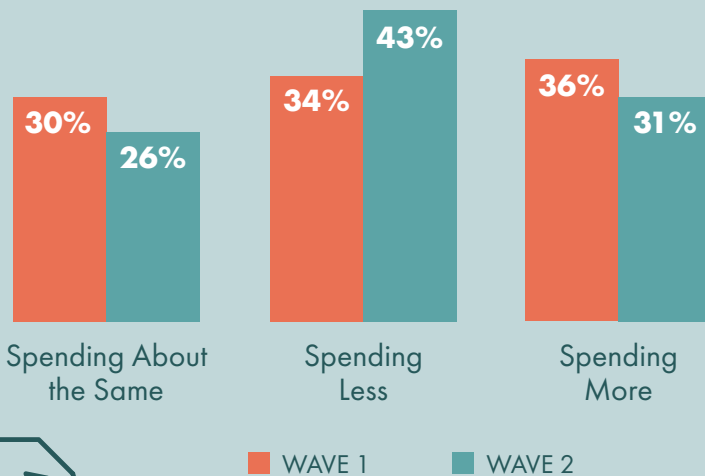


**64%**  
will buy more clothing online in the future



**60%**  
excited to shop for clothes in physical stores

### As the pandemic goes on, consumers are conserving their finances.



**84%** are trying to limit the money they spend.



**77%** plan to purchase clothing in the next 3 months

### Items that consumers plan to purchase in the future:



**46%**  
casual shirts



**44%**  
activewear



**44%**  
sweatpants or sweatshirts



**43%**  
denim jeans

Expect this experience to change the way they shop in the future.

**63%** WAVE 1      **73%** WAVE 2



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on March 20, 2020 (Wave 1) and April 27, 2020 (Wave 2). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.