

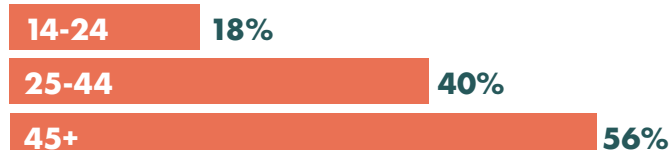


10 THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS

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

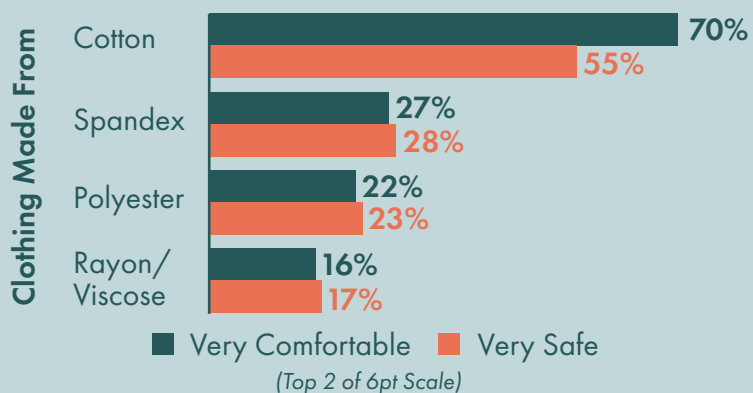
AGE



Consumers are seeking out comfort:

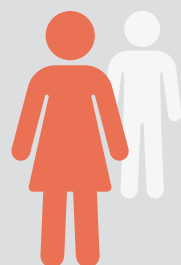


Consumers rate clothing made from cotton the most comfortable and the safest.



66%

of consumers say they feel "very afraid these days"



WOMEN **72%**

MEN **57%**

Consumers are split, with just as many spending more as spending less:

\$\$\$ **36%** spending more than before the pandemic

\$\$\$ **34%** spending less than before the pandemic

\$\$\$ **30%** spending about the same as before the pandemic



Groceries **57%** and Household Supplies **48%** are the largest categories for extra spending.

32%

of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:

62%
Reading/Watching the News

60%
Social Media sites such as Facebook & Twitter

59%
Streaming Movies or TV

63%

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