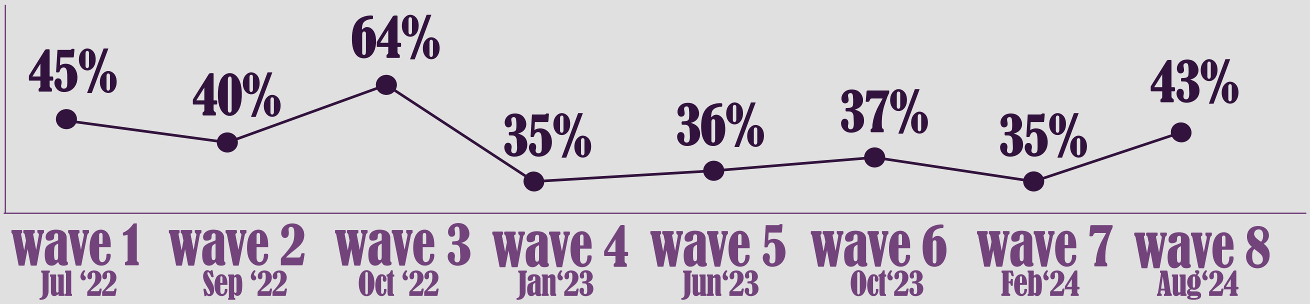
THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

WAVE EIGHT — **CHINA**



% very concerned about the economy

TOP CONCERNS

(among those who are concerned, N=698)

- **51%** Wages/salary keeping up with cost of living
- **38%** Availability of jobs
- **36%** Potential for recession

87% of consumers have at least one financial worry [TOP 3 BOX OUT OF 6]

- **63%** MEETING LONG-TERM FINANCIAL GOALS
- **59%** REDUCING MY SAVINGS
- **56%** BEING ABLE TO AFFORD HEALTH CARE

SHOPPING BEHAVIORS

% DONE IN PAST YEAR:

- **76%** Purchased clothes on sale
- **63%** Purchased clothes via social media
- **38%** Repaired an item of clothing to extend use

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Source: Cotton Incorporated's Inflation & Supply Chain Survey, N=1,000 conducted on July 2022 (Wave 1), September 2022 (Wave 2), October 2022 (Wave 3), January 2023 (Wave 4), June 2023 (Wave 5), October 2023 (Wave 6), Feburary 2024 (Wave 7), August 2024 (Wave 8), .