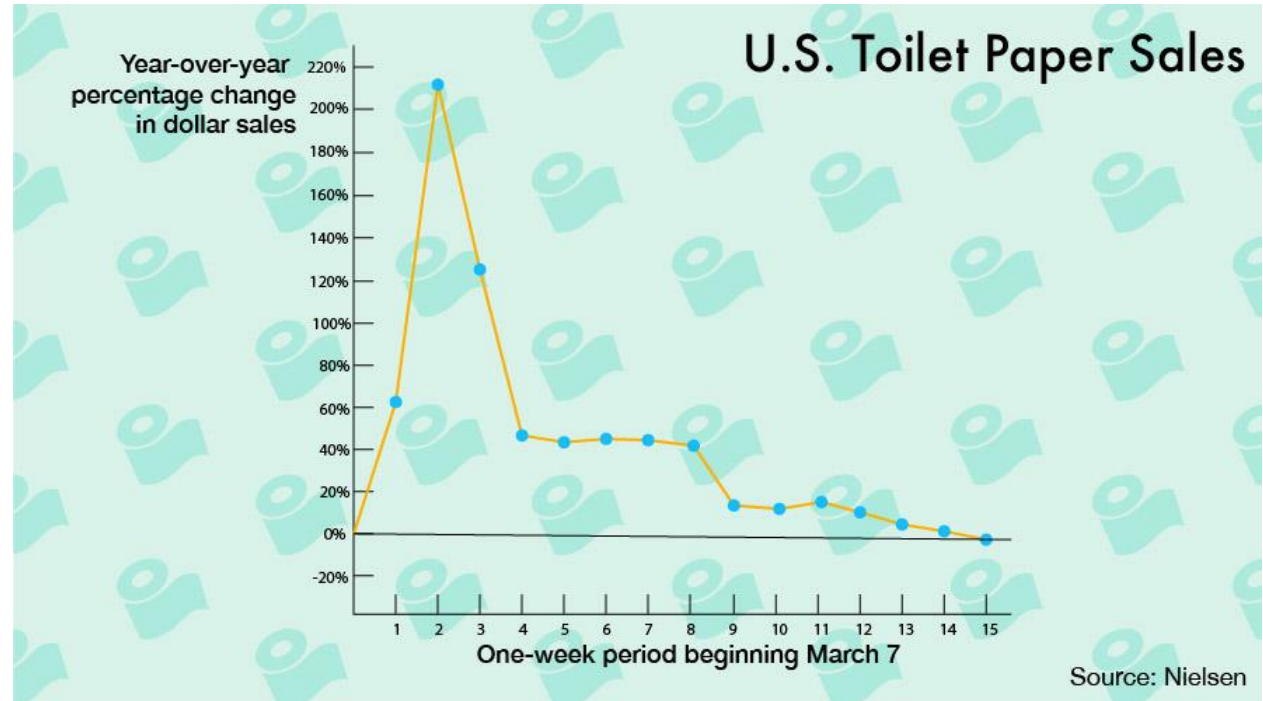


## What a Rush!

Before there was much media coverage regarding the actual COVID-19 pandemic, there was ample coverage about the *Great TP Rush of 2020*.<sup>1</sup> That's TP, as in *toilet paper*. Perhaps someone on social media started a rumor about the need to hoard toilet paper. However it started, the rest, as they say, is history. A word to the wise: just because an Instagram account is "verified," doesn't mean it is a reliable source of news or information.

Everybody jumped on the TP bandwagon, lining up at Costco at 6:30 am, hundreds deep, hoping to be one of the lucky few to get their hands on the precious white sheets of papery softness. This phenomenon didn't just last for a few days; it actually went on for weeks on end.

As you can see from our Chart of the Week, the *Great TP Rush of 2020* was a bubble and, like most bubbles, it popped. Maybe it's time to check on your stock again. Just a thought.



Source: <https://www.adweek.com/wp-content/uploads/2020/06/Toilet-Paper-Sales-graph-CONTENT-2020.jpg>

# CHART OF THE WEEK

# CHART OF THE WEEK

September 10, 2020

## Pop!

The chart on the prior page was initiated by the more current Chart of the Week to the right. Though paper towels aren't as amusing as TP, we can see that the *Great Paper Rush of 2020*, as it might more aptly be named, is clearly over...at least for now.

This begs the question of what other bubbles might be occurring out there right now? All kidding aside, the market action of recent days reminds us that staying focused on your financial goals and your plan are as important now as ever. We remain here to keep your advisor informed so you can stay on track for the long term.

## The Great Paper Towel Rush Has Calmed

Percent growth in U.S. paper towel sales in 2020 vs. same week in 2019



E-commerce sales not included.  
Sources: Nielsen, Wall Street Journal



statista

Source: <https://www.msn.com/en-us/health/medical/the-great-paper-towel-rush-has-calmed/ar-BB18rxX0>

# CHART OF THE WEEK

September 10, 2020



**Kevin Churchill**  
CFA®, CFP®  
Chief Investment Officer

<sup>1</sup> <https://www.fox10phoenix.com/news/family-accidentally-orders-12-years-worth-of-toilet-paper>  
<https://www.nytimes.com/2020/03/13/business/toilet-paper-shortage.html>

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