



# 10

## FACTS ABOUT BACK-TO-SCHOOL SHOPPING

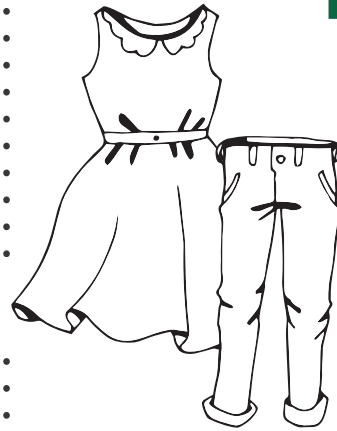
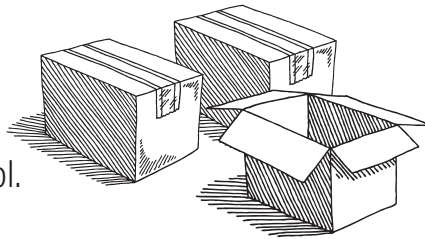


# \$312

Average amount parents **plan to spend** on back-to-school shopping, up 13% from 2018.

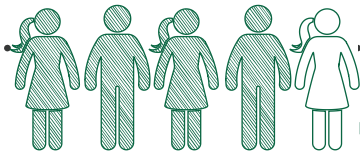
# 2/3

of back-to-school **purchases completed** before the first day of school.



# 13

Average **number of garments** parents plan to purchase.



# 4 in 5

parents also **purchase** clothes **for themselves**.

# 56%

**Decide** what clothing to buy together **with their children**.



# 71%



**Plan to buy** back-to-school clothing **in-store**, rather than online, down from 78% in 2014.

# 11 months



Average **expected life** of BTS clothing.

# 80%

**Prefer** their children wear clothing made of **cotton**.



# 88%

Would **pay more** for at least one performance feature, such as **durability enhancement** or **stain resistance**.

# 50%

**Longer** expected **life** for clothing made of cotton.

