

## BACK TO SCHOOL 2023

|  | <b>79%</b><br>say rising costs will<br>impact BTS shopping | 49% will spend more overall<br>34% will buy fewer items, but<br>spend same amount | 63% in-store and online  |
|--|--|---|--|
| The second secon       | 10 211   | n to Shop?<br>6 50%<br>Off-price stores   | <b>653% OVER</b><br><b>HALF</b><br>of parents plan to purchase clothing for<br>themselves while BTS shopping   |
| <b>We are an area of the set of the</b> |  |   |  |
| Тор  | ) items to buy:  | Features parents look for:  | Influences on BTS clothing purchases:  |
| P  | 92% Shirts   | <b>70%</b> Comfort  | <b>پُتِرِيْ 47%</b> Children's friends   |
|  | 86% Socks  | 68% Quality   | Reference of the second |
|  | 86% Denim Jeans  | <b>61%</b> Durability   | 31% School policies  |



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com Source: Cotton Incorporated's 2023 Back To School Survey, a survey of N=313 parents on May 19-20, 2023 AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2023 Cotton Incorporated.