

BACK TO SCHOOL 2023

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