



10

FACTS ABOUT BACK-TO-SCHOOL SHOPPING

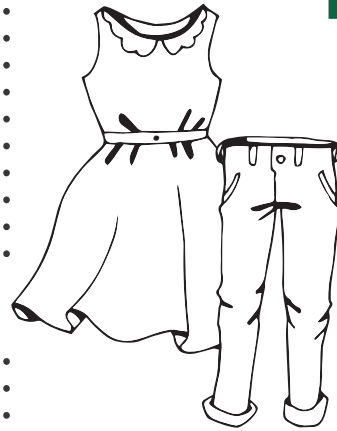
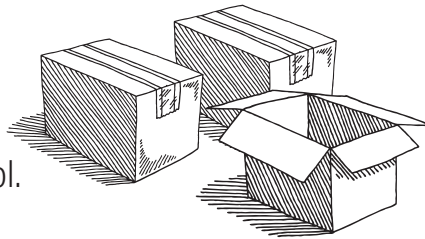


\$312

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

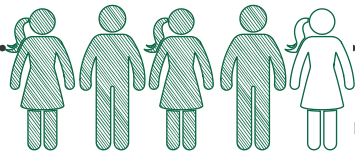
2/3

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**.



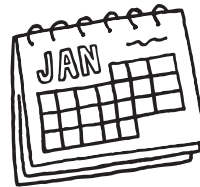
71%



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.

