Back-to-school shopping is the second most important apparel season in the U.S., expected to reach an estimated $857 billion in 2017. With BTS purchases accounting for almost a fifth of retail sales (17%), brands and retailers can gain part of this growing market by ensuring their clothing items are favorites in and out of the classroom.

### TOP BTS PURCHASE INFLUENCES

- 65% Already own & like
- 50% Friends
- 29% Social media
- 23% Family

### PREFERRED BTS RETAIL CHANNELS

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass</td>
<td>69%</td>
</tr>
<tr>
<td>Specialty</td>
<td>54%</td>
</tr>
<tr>
<td>Chain</td>
<td>49%</td>
</tr>
<tr>
<td>Off price</td>
<td>41%</td>
</tr>
<tr>
<td>Department</td>
<td>31%</td>
</tr>
</tbody>
</table>

Although only 27% of BTS apparel shoppers plan to purchase online, 66% prefer to conduct their clothing research online.

$267 is the amount shoppers plan to spend on BTS apparel in 2017 compared to $265 in 2015 & $231 in 2013.

Clothing tops the list of BTS purchases with 91% of shoppers planning to buy, followed by shoes (87%), school supplies (86%), accessories (32%) & electronics (28%).
52% of parents make BTS clothing purchase decisions with their kids rather than alone (38%) or leaving it to their kids (11%).

WHEN DO SHOPPERS PURCHASE BTS APPAREL?

- 68% before the first day of school
- 18% a few weeks after the first day of school
- 14% 1-2 months after the first day of school

Among parents who have taught their kids to check the label, 95% have also taught their children to check for cotton.

81% of parents prefer their children wear cotton-rich clothing.

BTS SHOPPERS PLAN TO PURCHASE...

- 87% tops
- 81% pants
- 76% socks
- 72% jeans
- 59% shorts

Sources: Cotton Incorporated Lifestyle Monitor™ survey, an ongoing consumer survey among 6,000 U.S. consumers annually; External Data Source: eMarketer®. *All back-to-school data is among those who plan to purchase back-to-school items.