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

- **$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.
- **4 in 5** parents also purchase clothes for themselves.
- **71%** Plan to buy back-to-school clothing in-store, rather than online, down from 78% in 2014.
- **56%** Decide what clothing to buy together with their children.
- **50%** Longer expected life for clothing made of cotton.
- **88%** Would pay more for at least one performance feature, such as durability enhancement or stain resistance.
- **13** Average number of garments parents plan to purchase.
- **11 months** Average expected life of BTS clothing.
- **80%** Prefer their children wear clothing made of cotton.