

Consumer Buzz

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BTS Predictions

Ann-Marie Vazzano

Total back-to-school spending is expected to reach \$83.6 billion this year, according to the National Retail Federation, up more than 10% from 2016. Here's where all that money is going:

- Clothing: \$10.2 billion
- Electronics: \$8.8 billion
- Shoes: \$5.6 billion
- School supplies: \$4.9 billion

More than six in 10 (65%) of the shoppers surveyed said at least half their purchases will be directly influenced by their children. **GP**