Back-to-School Is Back In Gear

RetailMeNot Reveals What Parents Are Buying and Spending, Their Shopping Stresses and More

AUSTIN, Texas, July 31, 2017 /PRNewswire/ -- Back-to-school shopping is in full swing and parents have a lot on their shopping lists this year. According to a survey by digital savings destination RetailMeNot and Kelton Global, at least 4 in 5 parents will be shopping for pencils and pens (87%), clothes (86%), shoes (84%), notebooks (82%) or backpacks (80%).

These shopping lists can really add up in terms of cost: Parents buying clothes and shoes plan to spend an average of $153 and $71 on them, respectively. Nearly one-third (32%) of parents will be buying electronics and plan to spend an average of $121 dollars on them. Expect to see a lot of animated-movie-themed items in classrooms, too, as about 1 in 5 parents will be shopping for *Lego Batman* (22%), *Frozen* (20%), *Cars* (18%), or *Despicable Me* (18%) items during their back-to-school shopping.

Back-to-school preparation can be taxing

Over 9 in 10 (91%) parents say back-to-school shopping for their children stresses them out and claim money (75%) can be a stressor, including how much they will have to spend (50%), finding the best deals (43%) and setting a budget (33%).

"While expenses from back-to-school shopping can be stressful, there are many ways to save money and find great deals to take advantage of," says Sara Skirboll, shopping and trends expert at RetailMeNot. "You can save money in just minutes, whether its checking out discounts and deals on RetailMeNot, stacking your savings with discounted gift cards or cash back offers."

In-store issues are also giving parents anxiety. More than 3 in 5 (63%) parents credit their stress to in-store dilemmas, including dealing with crowds (48%) or not finding what they need (43%). They also want to find the best products for their kids. About one-third of parents say finding supplies their children will be happy with (36%), finding the best supplies for their children (33%) or finding time to finish all of their back-to-school shopping (30%) would cause them anxiety. To avoid these stresses, 4 in 5 (80%) parents plan ahead, beginning an average of four weeks in advance.

What happens when the kids are back in the classroom?

After getting through back-to-school season, parents will look to enjoy some well-deserved free time. Over 2 in 5 parents will use free time to go shopping for themselves (44%) or go to lunch with their friends (43%). While their kids hit the books, about one-third of parents will utilize their free time by exercising (35%), attending entertaining activities like concerts or shows (35%) or improving their home (32%).

Visit RetailMeNot.com to save $20 in just 20 seconds when shopping for back-to-school. For more information or to schedule an interview with Sara Skirboll, contact Alison Brod Marketing + Communications.

Survey Methodology

The RetailMeNot Q2 PR 2017 Survey was conducted betweenApril 6, 2017, and April 9, 2017, among 1,023 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error of any subgroups will be slightly higher.

About RetailMeNot, Inc.

RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, more

than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

About Valassis

Valassis is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. As wholly owned subsidiaries of Harland Clarke Holdings, Valassis and RetailMeNot, a leading destination for digital savings, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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