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Confident Back-To-School Shoppers Still Look for Best Values, Synchrony Financial Study Finds

Shoppers plan to spend same or more, but will set budget and seek bargains online

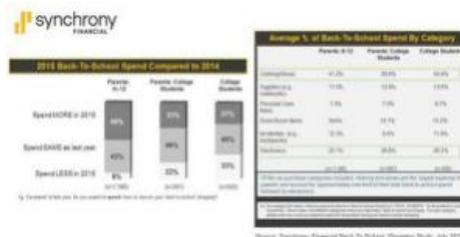


Synchrony Financial
July 24, 2015 8:30 AM



STAMFORD, Conn.--(BUSINESS WIRE)--

Parents shopping for back-to-school clothing and supplies for their children are confident about their finances, but still very cost-conscious and careful to find the best value, according to Synchrony Financial's 2015 Back-To-School Shopping Study.* Before bells begin to ring in a few



Synchrony Financial's Back To School Shopping Study surveyed parents and college students. Multimedia ...

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weeks, parents and students are sorting through what they can use from last year, searching online for the best deals, and stocking up on supplies in-store.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150724005275/en/>

Synchrony Financial (NYSE:SYF), a premier consumer financial services company with 80 years of retail heritage, today released findings from its 2015 Back-To-School Shopping Study, examining spending across six categories, use of technology, and retail and payment preferences. The survey was conducted July 7-14 on behalf of Synchrony Financial by RTi Research, with more than 2,000 participants in three groups: parents of children in grades K-12; parents of college students; and college students.

Price is an overriding concern for parents, even though most report they plan to spend the same or more this year. More than half of parents with students in grades K-12 are likely to set a budget for back-to-school expenses. College students are focused on items they need – 83% plan to reuse where possible and replenish essentials, and 63% will refer to last year’s spending as a guideline. Regardless of purchase or shopper category, more than half seek deals online. However, supplies are most likely to be purchased in-store by 80% of college parents; 74% of college students; and 77% of K-12 parents. Nearly half of K-12 parents reported increases in supply lists over last year.

Value is the overwhelming driver when deciding where to shop, according to the study. Components of value include competitive prices, deals and merchandise quality. Respondents also rate a convenient location, a variety of products, a flexible return policy, service and free shipping among the most important considerations in determining where they will buy for back-to-school.

“Our findings indicate parents and students will fulfill their back-to-school needs with an eye toward finding deals,” said Toni White, chief marketing officer, Synchrony Financial. “Although the study found shoppers are confident and optimistic, their

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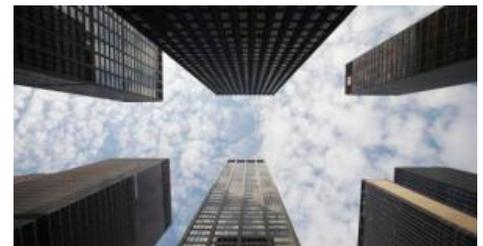
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Sources: *Synchrony Financial Back-To-School Shopping Study, July 2015

**The Nilson Report (April, 2015, Issue # 1062) - based on 2014 data

Topics: Back-to-school, Retail, credit cards, shopping, smart-phones, consumers, students

Editor Note: Graphic data representations available

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