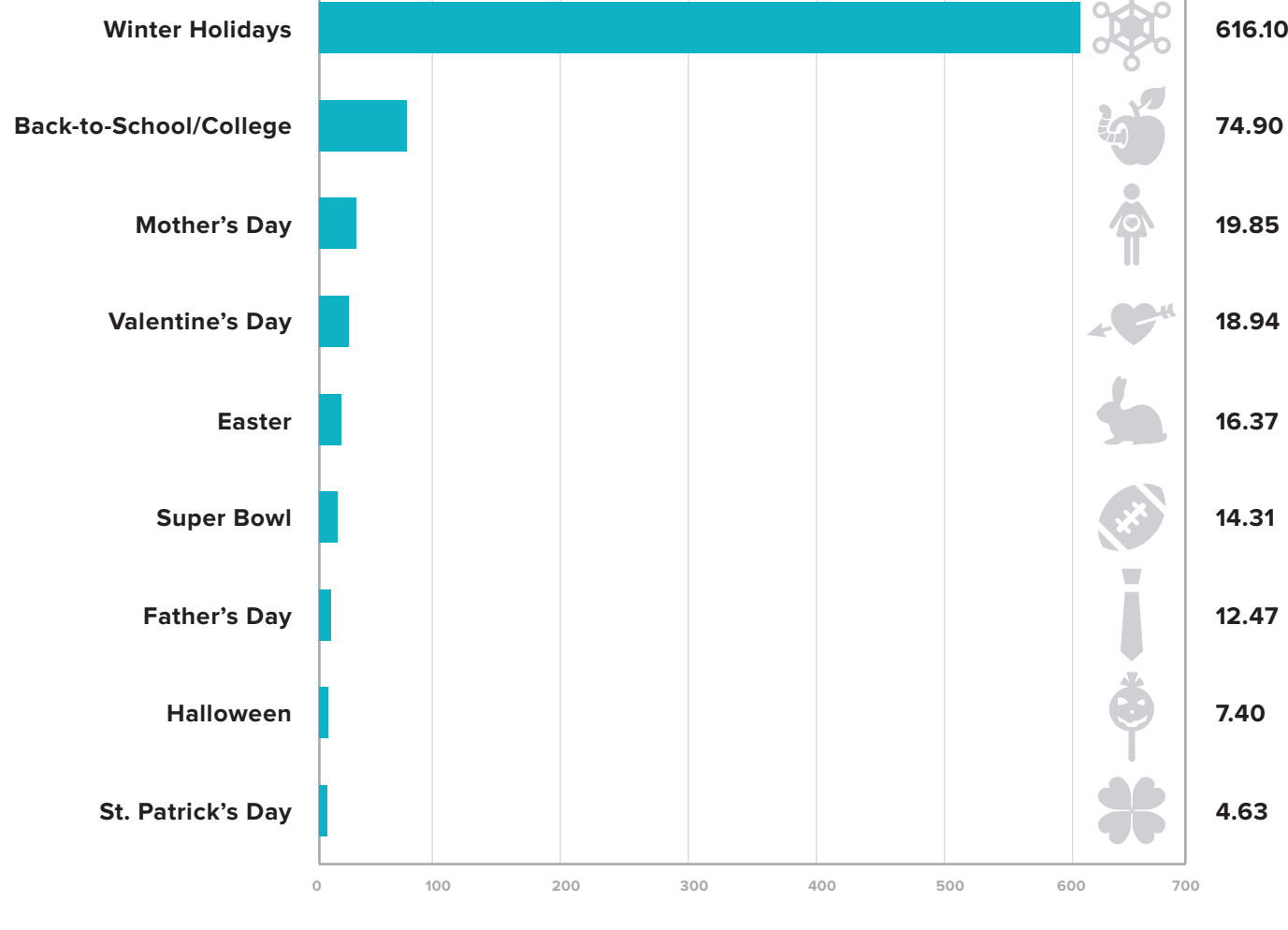




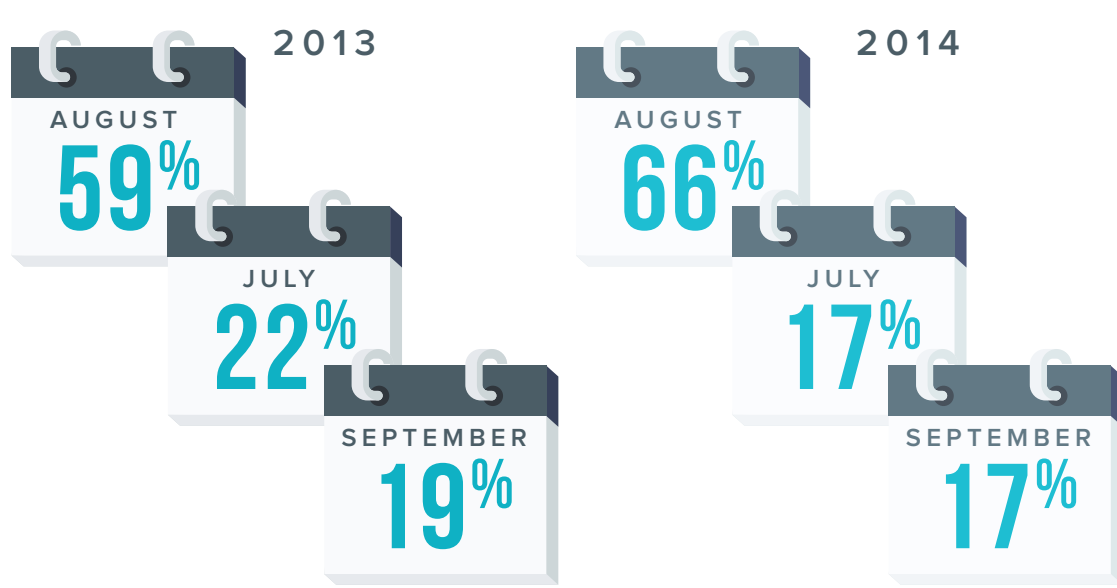
BACK-TO-SCHOOL

Infographic 2015

Second-largest seasonal shopping period of the year in terms of consumer spending [2]

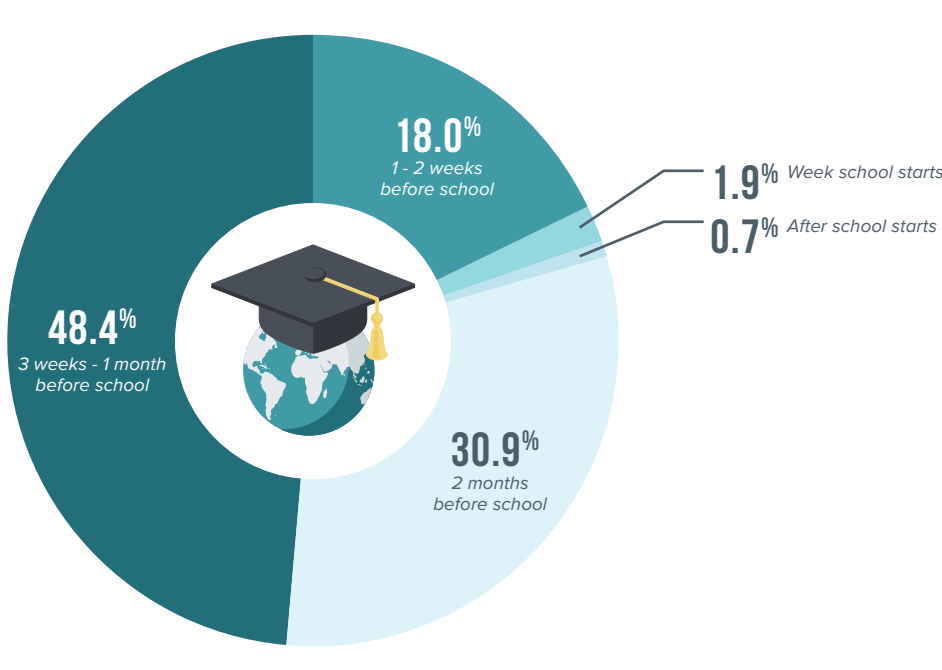


In 2014, consumers expected the bulk of their Back-to-School purchases to take place in August, however both July and September continue to grow in share: [8]



Approximately 48 percent start shopping online in preparation for school 3-4 weeks prior to the first day of school, and about 31 percent do so two months prior. [4]

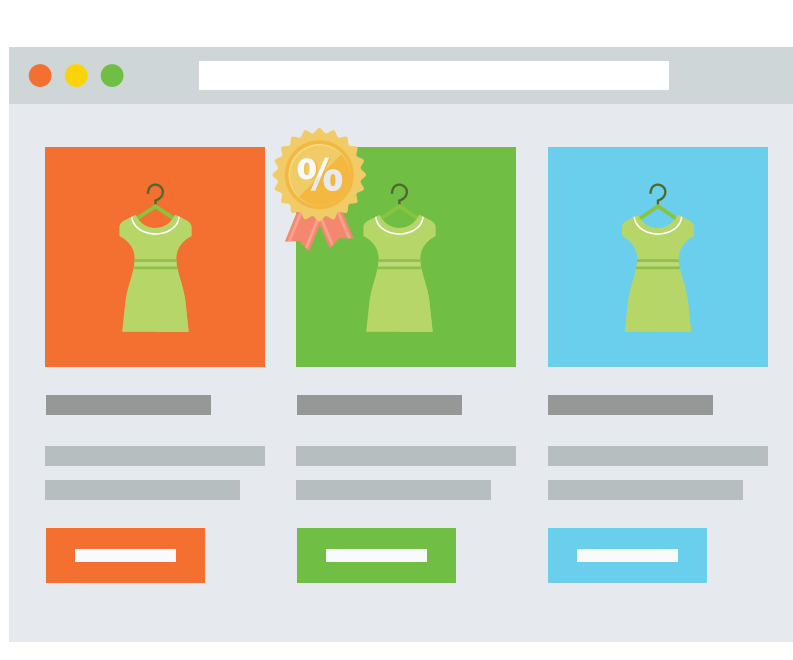
BACK-TO-SCHOOL ONLINE SHOPPING START TIMEFRAMES



"Webrooming" - In 2014, 73 percent of consumers indicated they would do research online, then purchase in a physical store. [8]



32 percent of college shoppers plan to comparison shop online to make sure they get the best pricing, up from 28 percent last year. More than 31 percent of K-12 school shoppers will compare prices online, compared with 30 percent last year. [7]

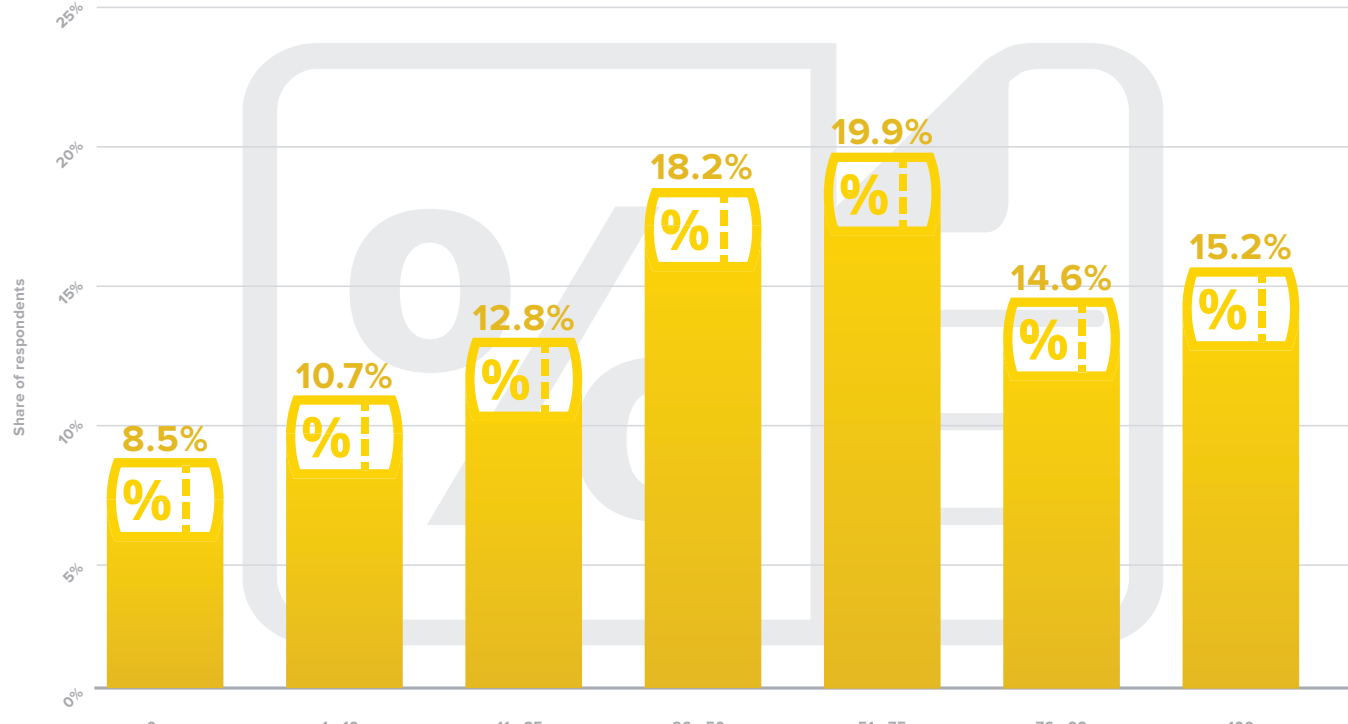


15% of shoppers said that a full 100 percent of their purchases were influenced by coupons, sales and promotions. [3]

PERCENTAGE OF BACK-TO-SCHOOL PURCHASES

influenced by

COUPONS, SALES, AND/OR PROMOTIONS



More than \$3 of every \$5 aimed at back-to-school clothes and supplies is spent on college-bound students, with online shoppers spending 37% as these consumers mature and shell out more than \$1,100 per family. [5]



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Comprehensive In-Store Analytics

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