

SUGGESTED SCRIPT: Back-to-School Budgeting

TAKE VO

BACK TO SCHOOL SEASON IS HERE AND FOR PARENTS THAT MEANS GETTING THEIR KIDS READY FOR THE SCHOOL YEAR. COINSTAR, A LEADER IN SELF-SERVICE COIN COUNTING, CONDUCTED A BACK TO SCHOOL SURVEY OF MORE THAN TWO THOUSAND U.S. PARENTS TO UNDERSTAND HOW THEY ARE BUDGETING FOR THOSE EXPENSES. THE SURVEY FOUND NEARLY SIXTY PERCENT OF PARENTS WITH SCHOOL AGED CHILDREN HAVE A BACK TO SCHOOL BUDGET AND FIFTY PERCENT OF THOSE SURVEYED THOUGHT SCHOOL EXPENSES WERE INCREASING YEAR OVER YEAR. THE SURVEY ALSO REVEALED THAT NEARLY HALF EXPECT TO SPEND BETWEEN ONE HUNDRED AND THREE HUNDRED DOLLARS PER CHILD THIS COMING SCHOOL YEAR. WHEN CONSIDERING HOW PARENTS ARE ALLOCATING THEIR BACK TO SCHOOL BUDGET, THE MAJORITY IDENTIFIED CLOTHING AS THE TOP EXPENSE. THIS WAS FOLLOWED BY SCHOOL SUPPLIES, EXTRACURRICULAR ACTIVITIES, ELECTRONICS AND TUTORING. PARENTS WHO THINK THEY MIGHT NEED A LITTLE EXTRA MONEY COULD TURN TO THEIR COIN JAR. SEVENTY ONE PERCENT OF THOSE SURVEYED SAY THEY SAVE COINS IN A JAR OR CONTAINER AT HOME FOR FUTURE USE. TO LEARN MORE OR FIND A COINSTAR KIOSK LOCATION NEAR YOU VISIT COINSTAR DOT COM. THAT'S COINSTAR DOT COM.

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