

COUPON FACTS

Reality Check.

There are a variety of preconceived notions regarding print and digital coupon use and the savings behavior of millennials, brand loyalists and affluent shoppers. The key for astute marketers is to develop integrated print and digital coupon strategies to optimize consumer activation.

FACT #1:

Print coupons are essential *(especially for millennials)*

Print Coupon Use Remains High

I use paper coupons	All Consumers	Millennials
I get in the mail	87%	85%
I get from a newspaper coupon book	82%	82%

Base: total respondents

34%

of millennials report an increase in mail coupon usage, significantly higher than gen X and boomer users

Base: coupon users

FACT #2:

Affluent shoppers use coupons

Base: total respondents

How Affluent Consumers Use Coupons

90% 90%



Use any coupon

72% 76%



Only buy a product if there is a coupon



All consumers

Affluent consumers (\$100K+)

FACT #3:

Smart, brand loyal shoppers use coupons

Base: total respondents

91%

say they use coupons

43%

say they **feel better about companies** that offer coupons

82% of Brand Loyal Shoppers

Are just as likely to **switch stores** to take advantage of weekly specials

vs.

84% of all consumers

78% of Brand Loyal Shoppers

Are influenced to **buy a brand** they wouldn't typically buy due to a coupon

vs.

82% of all consumers

FACT #4:

Coupons offer more than just a discount

Base: total respondents

86% use coupons to **plan their shopping list**



77%

select their stores based on where they can use paper coupons



Savvy shoppers rely on print and digital coupons

The facts show marketers the importance of an integrated coupon distribution strategy.



29% of consumers

increasingly went to the Internet to find coupons

27% of consumers

increasingly used paperless discounts*

25% of consumers

increasingly printed coupons from their computer

*Discounts received on their mobile phone and/or downloaded onto a store ID/loyalty card

41% of millennials

40% of millennials

35% of millennials

Digital and Print Coupon Users¹

140,000,000

120,000,000

100,000,000

80,000,000

60,000,000

40,000,000

20,000,000

0

2012

2013

2014

2015



Digital coupon users (email, text, QR code, Internet sites/apps)



Print coupon users (newspaper, magazine & mail)

Scarborough Multi-Market 2012 – 2015, Release 2 (includes coupons for all product categories, not just CPG)

Source: 2K16 Valassis *Coupon Intelligence* Report "Savvy Shoppers Provide Reality Check"