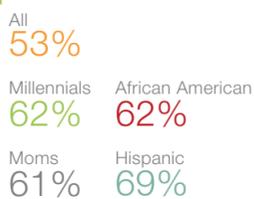


CATER TO THE **COUPON-USER'S** Life

In our convenience-loving shopping sphere of home delivery, online shopping and virtual assistants, is there still time for coupons & deals? Yes indeed.

Check out the trends and activities, expressed by participants in the 2017 RedPlum® Purse String Survey

Invest over 2 hours a week » looking for coupons, deals and savings from all sources



About **1/4** of Millennials and Moms spend **over 4 hours a week!**

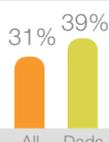
Save over \$30/week » using coupons



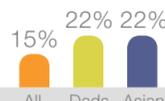
Doing more often since last year »



Buy more items online & choose **home delivery**



Order more items online & **pick up at store**



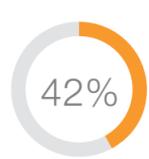
Use more print coupons



Plan shopping around circulars, coupons & deals

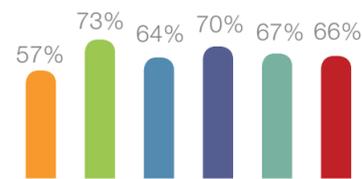
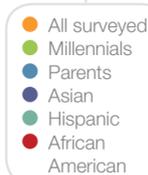
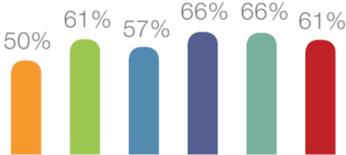


Use more mobile coupons/apps



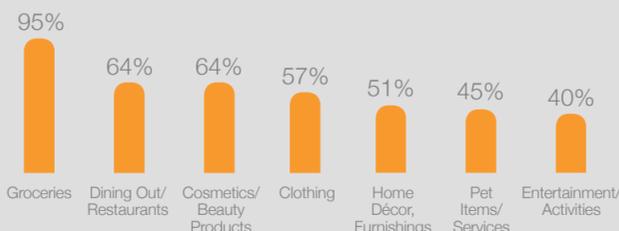
Interested in trying in-home virtual assistant devices » to purchase groceries or other household items

More likely to buy groceries online » if they could use more coupons



Demand extends from grocery to lifestyle savings »

Want to find coupons, coupon codes and deals on:



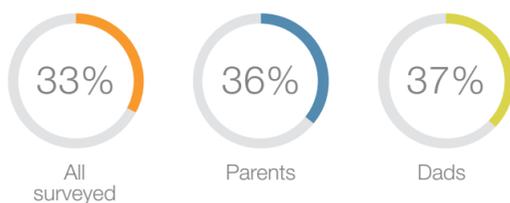
All kinds of coupons »

Describe the ways that you use coupons (Top 3 shown)



Need it now! »

Coupons aren't just for stock-up and routine shopping trips: using on immediate needs, too

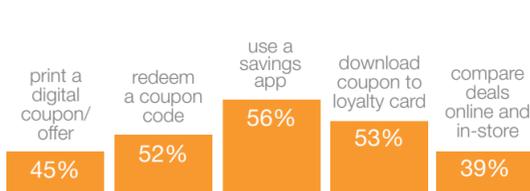


Rising use of mobile while in the store »

to look for coupons & discounts



Top 5 ways to save via mobile »



Print ads send buyers online

65%

to purchase from an online retailer

71%

to use a featured coupon code for an online buy

Amazon to brick-and-mortar »

When shopping for apparel, shoes and accessories,

do you plan to do any of the following in the next year?

	Among those doing currently			
	Doing currently	Plan to do more	Plan to do the same	Plan to do less
Shop at physical store locations	94%	16%	76%	7%
Shop at online retailers (other than Amazon)	83%	21%	72%	6%
Use clothing subscription services	24%	23%	56%	20%
Shop on Amazon	81%	26%	68%	6%

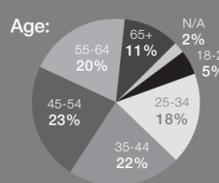
Consumers still plan to shop in-store and online, but indicate more of a mixed outlook for their use of subscription services

Respondent profile:



Children in household:
53%: Yes
45%: No
2%: N/A

Which race/ethnicity best describes you?
64%: White/Caucasian
12%: Prefer not to answer or N/A
10%: Black or African American
10%: Hispanic
4%: Asian/Pacific Islander
1%: American Indian or Alaskan Native



82% Self-described as promotion sensitive