

125th Birthday of the Coupon Poll

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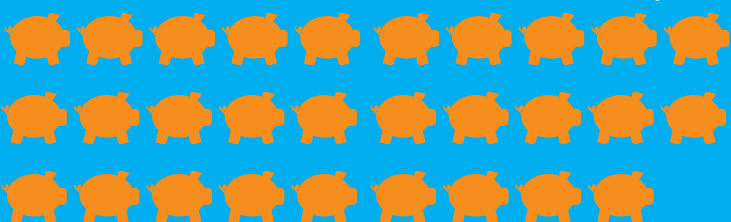
The Female Perspective on Shopping, Saving and Spending



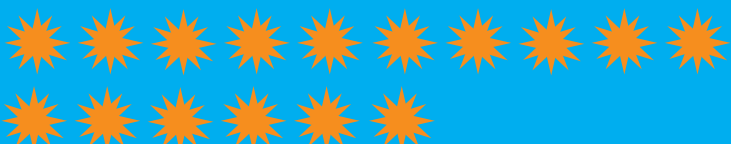
Consumers on average are offered \$1,677 in coupon savings each year*.

How would you spend the extra money?

Save it for a rainy day **29%**



Spend it on some fun **16%**



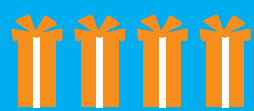
Spend it on my home **15%**



Put it towards my child's education **11%**



Give it to charity **4%**



Give it to my family **8%**

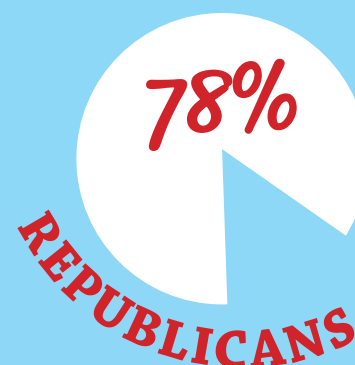
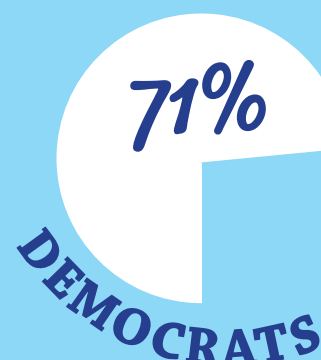


Other respondents would contribute towards their 401K (4%) or were unsure (12%).

*According to Time Magazine, October 2011

70%

of respondents, no matter their political party, love to save money and believe couponing is as American as apple pie.

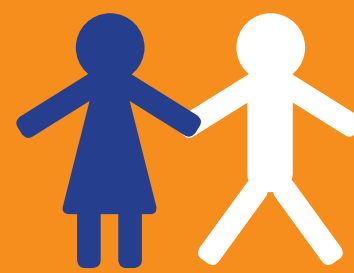


61%



Democrats

72%

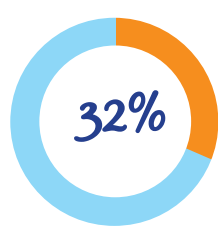


Republicans

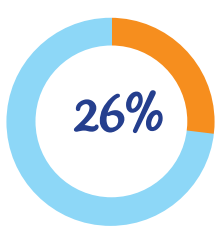
and

said "that's my kind of man" when asked how they felt about a man using a coupon on a special date.

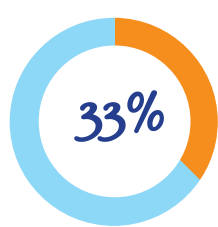
What wouldn't you purchase without a coupon?



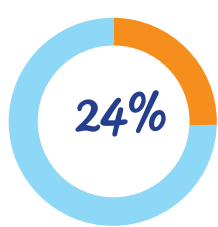
Milk



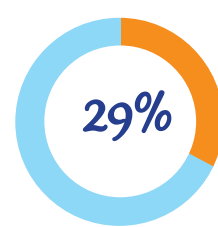
New Fridge



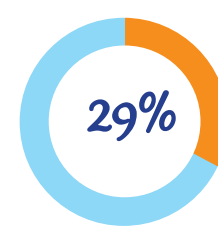
Carpet Cleaning



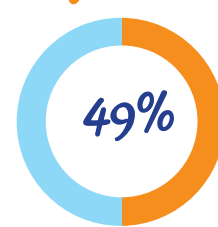
Candy Bar



Bed Linens



Caribbean Cruise



Out to Dinner

Except for the obvious desire to save money, why do you coupon more than you did a few years ago?

A Difference in Opinion

BAD ECONOMY

Republicans

66%

Democrats

54%

I ALWAYS WANT A DEAL

52%

63%

MORE SOCIALLY ACCEPTABLE

14%

23%

Agreement Across Party Lines

COUPONING IS TRENDY

12%

13%

IT MAKES ME FEEL SMARTER

24%

28%

I WANT TO SAVE MONEY

76%

77%

I NEED TO SAVE MONEY

72%

71%

I WANT TO TRY NEW THINGS

45%

45%

MORE EASILY ACCESSIBLE

33%

38%

OTHER

2%

2%