Valassis
intelligent media delivery

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

2K18

Valassis® **Coupon Intelligence** Report

Valassis
intelligent media delivery

2K18

Valassis® **Coupon Intelligence** Report

TABLE OF CONTENTS

Valassis generation age segmentation » Millennial: born 1982–1999 | Generation X: born 1965–1981 | Baby Boomer: born 1946–1964

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

EXECUTIVE SUMMARY

Today's shopper is dynamic. Busy lifestyles, multiple devices and more food selection options result in numerous ways for consumers to plan, shop and save. In fact, 83% of U.S. shoppers[1] switch between online and offline purchase channels across categories, which can make them elusive and difficult to engage. These trends all present unique challenges for manufacturers and retailers, requiring constant innovation to adapt to shopper nuances and keep consumer engagement, activation and retention high.

83%
SWITCH BETWEEN
online & offline
purchase
channels

These modern, dynamic shoppers research and make purchases online, in-store and with the help of technology.

Despite hectic schedules, very few consumers define themselves as time-crunched. However, nearly half of all consumers classify themselves as promotion sensitive, seemingly always on the lookout for savings. Beyond specific product or brand selection, this can influence where they will shop. Although motivated to purchase by many things – from brand loyalty to convenience to shopping experiences – getting a good deal remains a priority.

This report highlights behaviors associated with planning and shopping for traditional consumer packaged goods (CPG) categories including: food, over-the-counter medications, household (HH) goods, and health & beauty care (HBC) products. With so many ways for consumers to plan and make purchases, anticipating their behavior has never been more important.

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

COUPON TRENDS

COUPON USE & FREQUENCY

MOBILE SAVINGS APPS & CONSUMER PREFERENCES

COUPON INDUSTRY ALIGNMENT

HOW OFTEN DO CONSUMERS USE COUPONS?

The modern shopper is on a quest to save, with nearly all respondents reporting they use coupons. In comparison to two years ago, there are significantly more consumers who say they always use coupons, driven by an increase in millennials' frequency of coupon use. For coupon usage overall, there has been substantial growth since last year, with mobile savings apps (see page 7) continuing to see some of the largest adoption gains.

OVERALL COUPON USE & FREQUENCY (ALL CONSUMERS)

Base: all respondents

	2016	2017	2018
EVER USE	90%	90%	94%
Always + very often	38%	43%	45%
Always	10%	15%	15%
Very often	28%	28%	30%
Sometimes	37%	36%	36%
Rarely	15%	12%	14%
Never/not sure	10%	10%	6%

OVERALL COUPON USE & FREQUENCY (MILLENNIALS)

Base: all respondents

	2016	2017	2018	2018 vs. 2016 % Point Increase
EVER USE	88%	94%	95%	7
Always + very often	41%	46%	50%	9
Always	14%	19%	21%	7
Very often	27%	27%	29%	2

Figures may not sum to 100 due to rounding.

PAPER COUPON USE

Paper coupon use is up 5 percentage points from 2017, demonstrating that coupons – from mail, newspaper coupon books, in-store, or printed at home – remain a staple in the market and a critical tool that consumers use throughout their shopping experience. Specifically, the use of mailed coupons has increased the most year over year.

PAPER COUPONS

(EVER USE)
Base: all respondents

I USE PAPER COUPONS...	2016	2017	2018
Such as those I get from the newspaper coupon book, in the mail, in the store, or printed from my computer	Not asked	88%	93%
In the mail	87%	86%	91%
In a store	87%	85%	89%
From newspaper coupon book	82%	82%	85%
Print from my computer	78%	79%	80%

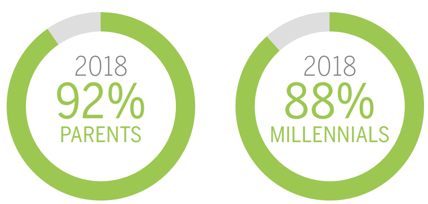
PAPERLESS COUPON USE

Paperless coupon use (discounts received on smartphones, mobile devices and shopper loyalty cards) is up 9 percentage points over the last two years, and gained 4 percentage points since last year (a significant year-over-year increase). When compared to all consumers, a greater percentage of parents and millennials are using coupons from paperless sources.

PAPERLESS COUPONS

ALL CONSUMERS

2016	2017	2018
66%	71%	75%



(EVER USE)
Base: all respondents

MOBILE SAVINGS APPS

One of the biggest growth areas in value-seeking methods is mobile savings apps. Across the board, the percentage of consumers who say they save via mobile apps is on the rise, with notable gains over the past two years and holding steady.

MOBILE SAVINGS APPS (EVER USE) Base: all respondents

	2016	2017	2018
Grocery/drug/mass store and/or supercenter savings app	38%	51%	56%
Cash back/points app	30%	41%	46%
Coupon app	31%	44%	45%
In-store shopping rewards app	29%	39%	43%
Shopping list app	25%	34%	36%
Deal comparison app	25%	32%	34%

PREFERENCES FOR COUPONS

Consumers seek and use coupons from a diverse array of sources. This points to consumers wanting and preferring access and convenience.

PREFERRED SOURCES OF COUPONS & DISCOUNTS (% WHO STRONGLY OR SOMEWHAT AGREE) Base: all respondents

I PREFER TO...	2016	2017	2018
Get coupons in the mail	40%	44%	48%
Get coupons from a coupon book found in a newspaper	38%	37%	42%
Get paperless discounts from the internet that I can download onto my store shopper/loyalty card	31%	37%	39%
Get paperless discounts on my smartphone/ mobile device	24%	32%	36%
Print coupons from the internet	30%	35%	35%

To capitalize on these trends, marketers should integrate multiple delivery methods to reach and engage the modern shopper. In fact, a 2017 Nielsen Homescan study reported almost half of U.S. households said they use at least eight different sources (across print and digital) to secure product and sales information.[2]

Scarborough data also shows greater consumer reach when a cross-channel approach is used:[3]

69% of consumers save money with print, digital media and/or loyalty cards

OVERALL COUPON USAGE

Print: mail, magazines, Sunday & weekday newspaper | **Digital media**: email, text, QR code, internet sites/apps | **Loyalty cards**: preferred customer card

A QUICK NOTE: ALIGNING CONSUMERS' STATED GROWING USE OF COUPONS WITH INDUSTRY COUPON TRENDS

In 2017, Consumer Packaged Goods (CPG) marketers distributed over 290 billion coupons, resulting in $3.1 billion in coupon savings redeemed by consumers.[4] These numbers – while impressive – are both down versus the prior year.

$3.1B
COUPON SAVINGS REDEEMED

How should we align these industry distribution and redemption trends with consumers' expressed demand for more coupons and their increased efforts to save?

Let's start by understanding how CPG marketers are allocating their coupon delivery methods – and how those shifts are impacting distribution and redemption.

Overall digital coupon distribution increased 27% over the prior year, and while this contributed to a 47% increase in paperless redemption, it didn't replace the volume lost due to marketers' other coupon strategies – namely, a reduction in high-redeeming print media channels to deliver offers, such as in-store handout, in/on pack and print at home. One print vehicle, the Free-Standing Insert (FSI), delivers nearly 94% of all CPG coupons, and remains a media option that provides the scale marketers need and the savings consumers seek.

CPG marketers continue to strive for the right mix of media while not sacrificing the overall reach (and redemption) of their coupon programs. This balancing act will continue to be critical as consumers' expectation for value endures.

MODERN
SHOPPERS
AND THEIR **QUEST**
FOR SAVINGS

FREQUENT COUPON USERS

HABITUAL
PLANNERS

LOOKING
FOR VALUE

MEET THE FREQUENT COUPON USER

Not just an occasional user of coupons, the frequent coupon user says they are "always" or "very often" using coupons. Consider the profile of these consumers: »

COUPON USERS		FREQUENT COUPON USERS	
43%	vs.	52%	Ages 25-49
68%	vs.	73%	Own their home
30%	vs.	38%	Have children in the HH
45%	vs.	49%	Higher HH income: $75K+

Frequent coupon users are careful, habitual planners. Among this group of value-seekers, 78% indicated they are constantly planning what to buy and regularly keep an ongoing list of what's needed for their household.

HABITUAL PLANNERS	% WHO STRONGLY OR SOMEWHAT AGREE	COUPON USERS	FREQUENT COUPON USERS
	I constantly plan what to buy and I keep an ongoing list	67%	78%
	I have a set routine for how and when I shop	59%	73%
	I have a set routine for how I plan and research what I am going to buy before shopping	58%	73%

53%
INCREASED PREP TIME FOR SHOPPING

When compared to coupon users overall, these shoppers organize and plan their purchases at much higher levels. In fact, compared to prior year, 53% of frequent coupon users say they increased their time spent preparing for each shopping trip: seeking, clipping, organizing and preparing coupons (vs. 34% of all coupon users reporting an increase).

FREQUENT COUPON USERS LOOK FOR VALUE

Frequent coupon users also say they look to multiple sources to find coupons. This group is clearly motivated by a good deal, as half of them also claimed they have increased their shopping at stores other than their main store of choice due to better advertised deals elsewhere.

INCREASED SAVING BEHAVIORS

INCREASED VS. PRIOR YEAR	COUPON USERS	FREQUENT COUPON USERS
My coupon usage has...	44%	64%
My willingness to shop at different stores in order to get the best prices for different grocery products has...	40%	54%
My use of paperless discounts has...*	37%	53%
My use of coupons I print from my computer has...	37%	54%
My shopping at stores other than my main store of choice because other stores are advertising better deals has...	35%	50%
My use of coupons I get in the mail has...	32%	52%

*Discounts I receive on my smartphone/mobile device and/or download onto my store shopper/loyalty card

The organization and preparedness of frequent coupon users demonstrates they are a key group for manufacturers and retailers to capture *between* shopping trips. Since the majority of this segment is often in planning mode through a variety of methods, marketers have an opportunity to reach them across multiple channels.

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

WHO IS THE MODERN SHOPPER?

THE IN-STORE SHOPPER

THE ONLINE SHOPPER

THE OMNI-CHANNEL SHOPPER

Valassis®

THE MODERN, DYNAMIC SHOPPER

The modern consumer is a dynamic shopper – discerning, well-informed and willing to swap brands for the right deal. While they may prefer to primarily shop via one channel, many will switch as needed, depending on what they want to purchase.

Notably, where purchases of food items are concerned, shoppers see themselves as either in-store or online shoppers (very few say they do both for this category).

Who are these consumers? Let's take a look at the profile of the in-store, online and omni-channel shopper.

CHANNELS SHOPPED

Base: all respondents

*Note: insufficient sample size to include an omni-channel food shopper

WHERE I SHOP FOR	FOOD	HH GOODS	HBC PRODUCTS
In-store shopper	73%	61%	57%
Online shopper	18%	21%	20%
Omni-channel shopper*	N/A	14%	18%
Not a shopper	3%	4%	5%

These modern shoppers, defined.** When shopping for the following categories (food products, household goods and health & beauty care products), where are most of your purchases made?

"I do all or most of my shopping for this category in a store"

IN-STORE SHOPPERS

- Skews female (for food & HH goods)
- HH income $50K+
- Skews baby boomers

38% of in-store shoppers are baby boomers; approx. 25% are gen Xers and approx. 25% are millennials

"I do all or most of my shopping for this category online"

ONLINE SHOPPERS

- Skews male (for food & HH goods)
- More likely to have children in HH
- HH income $75K+
- Skews millennials & gen Xers

40–47% of online shoppers are millennials; 32–34% are gen Xers

"I do about half of my shopping for this category online and the other half in a store"

OMNI-CHANNEL SHOPPERS

- Skews parents (for HBC products)
- HH income $50K+
- Skews millennials & gen Xers

Approx. 40% of omni-channel shoppers are millennials; approx. 33% are gen Xers

**In-store & online shopper includes food, HH goods and HBC category purchases | omni-channel shopper includes HH goods and HBC category purchases

THE IN-STORE SHOPPER

Physical retail locations remain relevant to consumers, as a majority of consumers say they shop in-store for food, HH goods, and HBC products. According to a study by the National Retail Federation, 79% of consumers typically buy half or less of the items they need online. The study also found 86% buy their groceries mostly or entirely in-store and 64% do so for their personal care and beauty purchases.[5]

While most consumers surveyed say they are promotion sensitive (aware of sales, coupons and discounts), in-store shoppers are even more likely to claim this designation. Most in-store shoppers are list-makers, utilizing a number of tools to make lists before shopping trips. Among those who prepare a list before going to the store, approximately two-thirds say the items they leave with are at least somewhat similar to those they intended to purchase.

PROMOTION SENSITIVE: AWARE OF SALES, COUPONS & DISCOUNTS

		FOOD			HH GOODS			HBC PRODUCTS		
	ALL CONSUMERS	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER
	47%	52%	33%	N/A	53%	39%	40%	53%	38%	45%

Base: all respondents

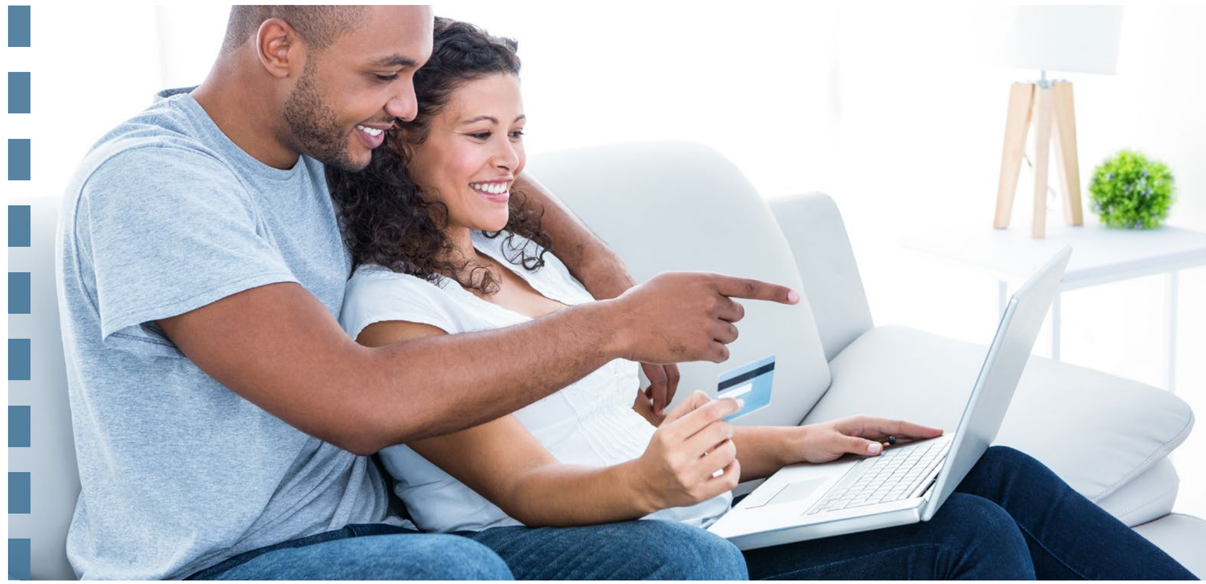
Note: insufficient sample size to include an omni-channel food shopper

The in-store shopper is just as likely as all consumers to use paper coupons and discounts (see chart: Coupon Use by Shopper Type on page 16), but less likely to use mobile devices to save. Consumers who shop primarily in-store are also less likely to research product ratings and reviews before making a purchase. However, it's unlikely due to their schedules, as less than 20% of in-store shoppers say they don't have much time to plan their shopping.

THE ONLINE SHOPPER

Approximately 20% of our respondents are primarily online shoppers. These consumers are more likely to be motivated by convenience and a need to save time. On occasion, this need will even drive their brick-and-mortar store selection. For example, more than half of online shoppers say they shop retailers such as dollar, drug and convenience stores because they can quickly find what they need.

Online shoppers are also just as likely to make a list as in-store shoppers, and are the most likely to stick to their lists (particularly for food and HH goods). In fact, approximately two-thirds of online shoppers have a set routine for how and when they shop. This may present a challenge to manufacturers and retailers who rely on in-store, impulse purchases to increase basket size and revenue.



			FOOD			HH GOODS			HBC PRODUCTS		
		ALL CONSUMERS	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER
(% WHO STRONGLY OR SOMEWHAT AGREE) Base: all respondents	I value convenience and saving time over saving money	35%	70%	N/A	26%	58%	38%	27%	50%	43%	28%
	I don't have much time to plan or do my shopping	24%	52%	N/A	15%	47%	28%	16%	37%	30%	17%

Although convenience is paramount, online shoppers are still big seekers of value. In fact, when shopping for food and HH goods, these consumers' paper and paperless coupon use is higher than all consumers. This is especially of interest because these same online food and HH goods shoppers are also more likely to have $100K+ HH incomes (demonstrating that seeking value doesn't stop with affluence).

COUPON USE BY SHOPPER TYPE

		FOOD			HH GOODS			HBC PRODUCTS		
	ALL CONSUMERS	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER
I USE...										
Paper coupons (overall)*	93%	97%	N/A	92%	96%	94%	92%	92%	96%	93%
I get in the mail	91%	96%	N/A	90%	96%	92%	90%	92%	94%	91%
I get in a store	89%	95%	N/A	89%	94%	92%	88%	90%	94%	89%
I get from the newspaper coupon book	85%	95%	N/A	83%	91%	89%	83%	86%	90%	85%
I print from my computer	80%	93%	N/A	78%	90%	83%	77%	82%	88%	78%
Paperless coupons*	75%	89%	N/A	71%	87%	87%	69%	84%	83%	71%

(EVER USE)
Base: all respondents

*Paper coupons: such as those I get from the newspaper coupon book, in the mail, in the store, or printed from my computer.
Paperless coupons: discounts I receive on my smartphone/mobile device and/or download onto my store shopper/loyalty card.

As expected, online shoppers – as well as omni-channel shoppers – are more likely than all consumers to search the internet and use a mobile device to seek out savings. Their preparation doesn't stop there, as both shopper types are also more likely to research product reviews and ratings.

ONLINE SHOPPING PREP

		FOOD			HH GOODS			HBC PRODUCTS		
	ALL CONSUMERS	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER	ONLINE SHOPPER	OMNI-CHANNEL SHOPPER	IN-STORE SHOPPER
Search the internet for coupons for food, etc. (ever)	82%	95%	N/A	79%	93%	90%	77%	88%	92%	78%
Use mobile device to save on your shopping trip (ever)	66%	85%	N/A	60%	81%	82%	58%	78%	76%	60%
I research product ratings and reviews before I make a purchase (strongly/somewhat agree)	43%	64%	N/A	36%	57%	60%	34%	55%	56%	35%

Base: all respondents

Further evidence of their need for convenience in addition to saving money, online food and HH goods shoppers indicate they will shop at brick-and-mortar stores close to work more often if they receive CPG coupons from those retailers.

Knowing that online shoppers can be enticed to make a trip to the store, marketers can stimulate impulse purchases among this group by appealing to both their savings- and convenience-oriented mindset.

IF YOU RECEIVED COUPONS FROM STORES CLOSE TO WORK

I would go more often for	ALL CONSUMERS	ONLINE FOOD SHOPPERS	ONLINE HH GOODS SHOPPERS	ONLINE HBC PRODUCTS SHOPPERS
Food products	54%	73%	64%	60%
HH goods	49%	67%	59%	58%
HBC products	48%	65%	66%	57%

Base: full-time or part-time employed and responding

Valassis

THE OMNI-CHANNEL SHOPPER

As the label suggests, omni-channel shoppers alternate between making purchases in-store and online. They may use the internet to find a product, but head to the store to buy it. Alternatively, they may be browsing in a store, but if the store doesn't have the item (or price point) they seek, these consumers will turn to an online search to purchase it quickly or at a discount.

Behaviors among omni-channel shoppers are similar to those who primarily shop online. They are very likely to seek out savings on the internet and mobile devices. Like other shoppers, omni-channel shoppers tend to create a list before shopping. Among those that do so, more than two-thirds say their final purchases are exactly the same or somewhat similar to their intentions.

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

MOTIVATING THE MODERN SHOPPER

WHAT DRIVES THE MODERN SHOPPER'S DECISIONS?

Whether an in-store, online or omni-channel shopper, the modern, dynamic shopper is adept at taking advantage of the many ways to obtain value. But what gets them in the door or to your digital marketplace? What gets your brand into their cart? As we ponder the path to purchase, let's review a few different audiences in comparison to all consumers: parents, millennials and millennial parents.

THE PATH TO PURCHASE BEGINS AT HOME

A first step in a shopper's purchase journey often begins at home, with many factors influencing final store, category and brand selection. A list is prepared, discounts are researched, and for many, product ratings and reviews are read. With 64% of consumers constantly planning their purchases and maintaining an ongoing list, the best place to influence them is before they step into your store or visit your website.

Nearly all consumers make a handwritten shopping list prior to purchase. Parents and millennials are the most likely to take advantage of technology such as list-making apps.

SHOPPING LIST METHODS

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
Constantly plan what to buy and keep an ongoing list (strongly/somewhat agree)	64%	77%	64%	77%
Make a grocery shopping list on a website (ever)	51%	71%	73%	80%
Use a shopping list app (ever)	36%	61%	61%	74%

Base: all respondents

A little more than half of all consumers say they have a set routine for how they plan and research, and for parents (and millennial parents), the numbers are quite a bit higher. Parents and millennials in particular spend much of their time online, utilizing the internet to research product reviews and ratings prior to purchase.

SHOPPING TRIP PREPARATION

(% WHO STRONGLY OR SOMEWHAT AGREE)
Base: all respondents

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
Set routine for planning and researching what to buy prior to shopping	56%	63%	59%	67%
Research product ratings and reviews before making a purchase	43%	59%	54%	69%

PREPARING TO SAVE

Finding savings prior to shopping is extremely important to the modern shopper. Circulars (printed and online) are a go-to as they decide which stores they'll shop. Coupons aren't selected haphazardly; in advance of the trip to the store, most consumers select and organize the coupons they'll take with them.

Parents stand out when it comes to these planning activities.

GROCERY TRIP PLANNING ACTIVITIES BEFORE GOING TO THE STORE

(EVER)
Base: all respondents

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
Search for coupons online	81%	91%	88%	92%
I find coupons in print sources such as newspaper coupon books or mail	87%	94%	88%	94%
I search for deals in online circulars	79%	90%	83%	91%
I print coupons from the internet	77%	88%	81%	87%
I download paperless discounts onto my store shopper/loyalty card	73%	88%	83%	90%

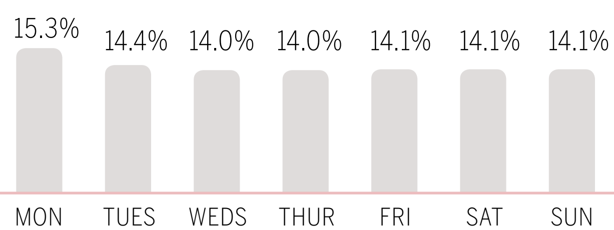
Having savings at the ready is important to the dynamic shopper. Whether online, printed or part of a mobile app, making sure your discounts are easily accessible to consumers could go a long way in getting your products from the shelf to their home.

HOW MODERN SHOPPERS SHOP

Consumer preference varies for when they'll do their planning and shopping, with many not focusing on a certain day as they spread their shopping throughout the week. Grocery retailer 2017 transaction data shows relatively consistent volume each day[6] – it's important for brands to communicate with consumers regularly to stay top of mind for whenever they are ready to make a purchase.

GROCERY SHOPPING BY DAY OF WEEK

% OF TOTAL AVERAGE TRANSACTIONS PER DAY[6]



PREFERRED DAY TO PLAN & SHOP

(ALL CONSUMERS)
Base: all respondents

	NO PREFERRED DAY: FOR PLANNING	NO PREFERRED DAY: FOR SHOPPING	PREFER TO SHOP ON WEEKENDS	SHOP THROUGHOUT THE WEEK (MON–FRI)
FOOD	34%	32%	20%	47%
HH GOODS	37%	36%	21%	42%
HBC PRODUCTS	39%	38%	23%	36%

Frequent fill-in trips to the store during the week appear to be even more likely for parents and millennials, including those with children. These consumers are likely to be shopping several times a week for both immediate needs and pantry items.

FILL-IN TRIP FREQUENCY

Base: all respondents

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
DAILY	6%	13%	12%	21%
SEVERAL TIMES A WEEK	22%	34%	27%	38%
ONCE A WEEK	37%	33%	33%	27%

Fill-in trip: occasional trip for selected items or last-minute needs

STOCK-UP TRIP FREQUENCY

Base: all respondents

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
SEVERAL TIMES A WEEK	9%	17%	15%	23%
ONCE A WEEK	28%	32%	32%	23%
ONCE A MONTH	31%	23%	25%	22%

Stock-up trip: largest shopping trip of the week or month

NEWER WAYS TO SHOP FOR GROCERIES AND PLAN MEALS

Consumers are also turning to newer ways – ordering groceries online, using meal kits – to help manage grocery shopping and meal preparation amidst increasingly busy schedules. While in-store shopping still accounts for the majority of grocery spend, online shoppers are driving growth in the use of options such as meal kits. Recent research from Nielsen revealed digital adopters – those who are on "the cutting edge of emerging food channels" – are spending a quarter of their food dollars with pure-play online retailers, digital order and delivery and meal kit providers. These shoppers also spend more than average on food each month.[7]

ONCE A WEEK

Base: all respondents

ORDER...	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
Groceries online from website	7%	14%	12%	15%
Groceries online from a local grocer and pick them up at the store	8%	17%	14%	20%
A meal kit online that is delivered to my home	5%	10%	10%	14%
Groceries online and have them delivered to my home from a local grocery store through a delivery service	6%	10%	11%	13%

Engaging consumers on a daily basis is an important part of building relationships with them. Offering frequent discounts on items they are likely to need several times a week – especially millennials with children – will help place your products into their cart on a regular basis.

UNDERSTANDING ADDITIONAL FACTORS

Consumers place a high priority on savings and convenience, but there are other factors that motivate their purchase decisions. These include a unique experience, supporting local grocers and a desire for organic and natural products. An understanding of these motivators is critical for brands to differentiate themselves and provide the individualized attention the modern shopper expects to receive.

(% WHO STRONGLY OR SOMEWHAT AGREE)
Base: all respondents

	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIALS W/CHILDREN
I try to shop at local, neighborhood stores	55%	63%	52%	59%
I shop at stores that provide a unique or special experience	36%	56%	55%	66%
I try to buy only (or mostly) organic and natural products	33%	48%	50%	60%

MODERN SHOPPERS AND THEIR **QUEST** FOR SAVINGS

CONCLUSION

The modern shopper is dynamic, informed, and on a quest for value. Even as the internet and availability of mobile apps make finding and researching saving opportunities easier, traditional coupons continue to be sought out and used by a majority of consumers.

Evolving ways to help consumers plan and make purchases also provide marketers innovative ways to communicate with modern shoppers.

Since today's consumer expects personalized brand experiences, a multi-channel, cohesive approach is essential to engage and activate them.

When consumers are presented with media and promotions to help them research, prepare and go about their day-to-day activities, they are empowered to shop and save in the ways that best suit their lifestyle, interests and needs.

ABOUT THE STUDY

The study was fielded in the third quarter of 2017 in conjunction with a global, third-party market research firm with proficiency in internet surveys. The sample was derived from an online consumer opinion panel, and all participants were at least 18 years of age and living in the contiguous United States. Consumers were emailed an invitation to participate in the survey and were given three days to complete it. The survey was closed once 1,000 completed responses had been reached. The responses were weighted by factors obtained from national census data to provide appropriate representations of demographic groups at summary levels.

AGE	
18-34	30%
35-49	25%
50-59	17%
60+	28%

GENERATION BREAKS	
Millennial (18-35)	32%
Gen X (36-52)	28%
Baby Boomer (53-71)	32%
Senior (72+)	8%

GENDER			
Male	48%	Female	52%

CHILDREN IN HOUSEHOLD	
No Children	71%
Any Children	29%

RACE/ETHNICITY	
Asian/Pacific Islander	6%
Hispanic	16%
Black or African-American (not Hispanic or Latino)	12%
White or Caucasian (not Hispanic or Latino)	65%

HOUSEHOLD INCOME	
Under $25K	16%
$25K to < $50K	17%
$50K to < $75K	23%
$75K to < $100K	21%
$100K+	24%

Figures may not sum to 100 due to rounding.

2K18

Valassis® **Coupon Intelligence** Report

Sources:
1. Criteo, "The Shopper Story 2017," Oct. 26, 2017
2. Nielsen, Homescan Survey fielded Aug. 2017
3. Scarborough Multi-Market, 2017 Release 2 (includes coupons for all product categories, not just CPG)
4. NCH Marketing Services, Inc. U.S. CPG Coupon Facts: 2017
5. National Retail Federation, "The Fall 2017 Consumer View" Oct. 2, 2017
6. Valassis Digital, financial transaction data across major grocery retailers, full-year 2017
7. Nielsen, "Merging Tables & Aisles: Understanding Shifts in U.S. Total Food and Beverage Demand," Jan. 8, 2018

ABOUT US

Valassis helps thousands of local and national brands tap the potential of industry-leading data through intelligent media delivery – understanding, engaging and inspiring millions of consumers to action with smarter cross-channel campaigns. We've been a part of consumers' lives for decades, introducing new ways to deliver offers and messages that activate them – whether via mail, digital, in-store or the newspaper. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RetailMeNot Everyday™ is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Valassis and RetailMeNot are wholly owned subsidiaries of Harland Clarke Holdings.