

VYING FOR VALUE-SEEKERS

WHAT DO THEY WANT NOW?

Amid fierce competition, you've got to know. Check out the responses from the 2018 Valassis Purse String Survey. See how survey respondents desire coupons and deals that are tailored to them and enrich their lives – even if that means taking a trip to a physical store.



>> Interest for Coupons in More Categories

TOP 3 CATEGORIES OF INTEREST



NON-TRADITIONAL

33% Travel
20% Prescription Drugs



>> Embracing Virtual Assistants

Use multiple devices to engage consumers at home and away.



GEN X | 24% PARENTS | 25% DADS | 41%

OF THOSE OWNERS...



MILLENNIALS | 48% PARENTS | 42% MOMS | 42%

>> Brick-and-Mortar: Still A Destination

ACROSS CATEGORIES

REASONS WHY I'M MORE LIKELY TO GO TO THE STORE THAN SHOP ONLINE

TOP 3



When shopping for apparel, shoes and accessories:



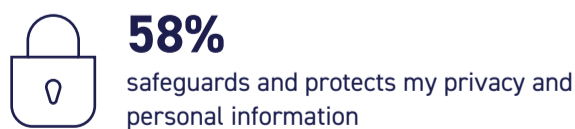
OF THOSE...



15%
plan to do more shopping in-store in the next year

>> Selecting A Grocery Retailer, It's Personal

Underlying reasons that could enhance loyalty:

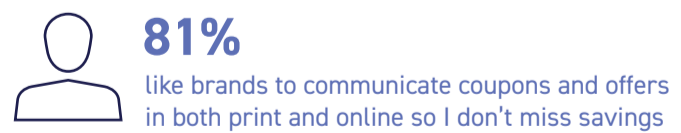


>> Media Motivators

Cross-channel campaigns are more likely to inspire a purchase.

TOP 3 WAYS COUPONS ARE UTILIZED

44% print out digital coupons for use in-store
43% use print and digital coupons equally
40% use mostly print coupons

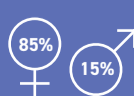


74%
seeing an offer in both print and online captures my attention

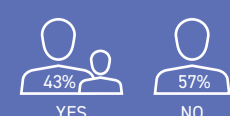
60%
seeing an offer in both print and online makes me more likely to make a purchase

>> RESPONDENT PROFILE

GENDER



CHILDREN IN HOUSEHOLD



AGE

Millennial (ages 18 - 35) **14%**
Generation X (ages 36 - 52) **34%**
Boomer (ages 53 - 71) **46%**
Senior (ages 72+) **7%**

RACE/ETHNICITY

White/Caucasian **72%**
Prefer not to answer **8%**
Black or African American **7%**
Hispanic **5%**
Multiple ethnicities/Other **5%**
Asian/Pacific Islander **3%**
American Indian or Alaskan Native **1%**