

CARAT PULSE NEWS

JANUARY 2012 DISCOUNT COUPONS

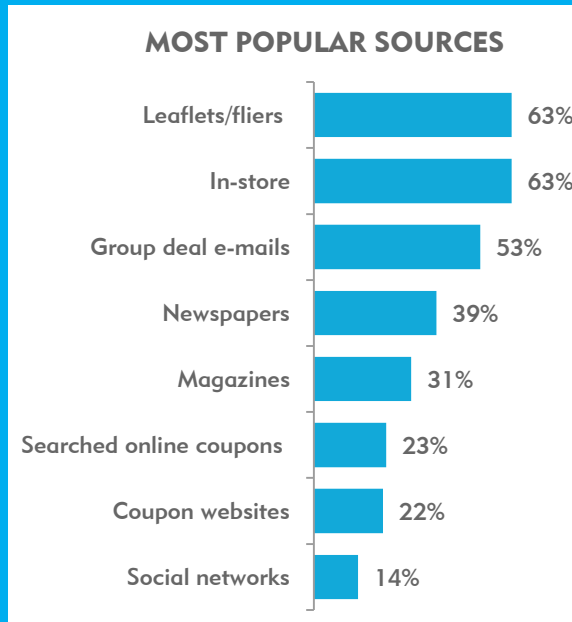
With Christmas spending over, and consumers conscious of the impact that the 2% VAT increase will have on their pockets, we had a look at the increasing use of discount coupons. The results showed that 9 in 10 of our panel collect and use discount coupons, with females being the heaviest users. Of these, 67% are now using discount coupons more often than in the past to make their money stretch further.



When it comes to the places Irish consumers are most likely to use coupons, just under 80% are most likely to use coupons when grocery shopping, with other categories showing only small usage. What is interesting however is that when we asked the panel which categories they would delay their purchase or shop elsewhere if no coupon was available, only 6% claimed that they would do this within the grocery sector, while a high percentage of our panel claimed that clothing (35%) and electronics (30%) purchases would be delayed/bought elsewhere if no coupon was available.

SOURCES FOR COLLECTING COUPONS

While the majority of discount coupons are still collected offline, group deal sites are becoming increasingly important, a growing trend we first looked at in the May'11 Pulse. The strength of Direct Mail is seen below, with six in ten relying on vouchers dropped through their letter box. Group Deal websites are used by 50% of Irish consumers, and are highly popular with females and young adults, with newspaper/magazine coupons proving their worth with the older age segment.



ATTITUDES TOWARDS COLLECTING/USING COUPONS

While Irish consumers demonstrate a comparatively low use of online discount coupons, there is a strong appetite for web services such as group deal sites and location-based apps. This would suggest that it is a lack of awareness or availability that is limiting the use of these.

While embarrassment and general lethargy are barriers for some, most of the panel consider themselves to be active users of coupons, as they can clearly see the benefits of using them.

Attitudes toward Collecting/Using coupons	Agree (Strongly + Quite)
I would be interested in joining an online buying group which lets me combine buying power with other shoppers	62%
I am interested in an app which can detect my location and send me discounts for nearby shops and leisure venues	51%
I prefer coupons to general money off offers	39%
I am sometimes embarrassed to use a coupon	23%
I cannot be bothered with collecting and using coupons	15%
I only use coupons online	9%