

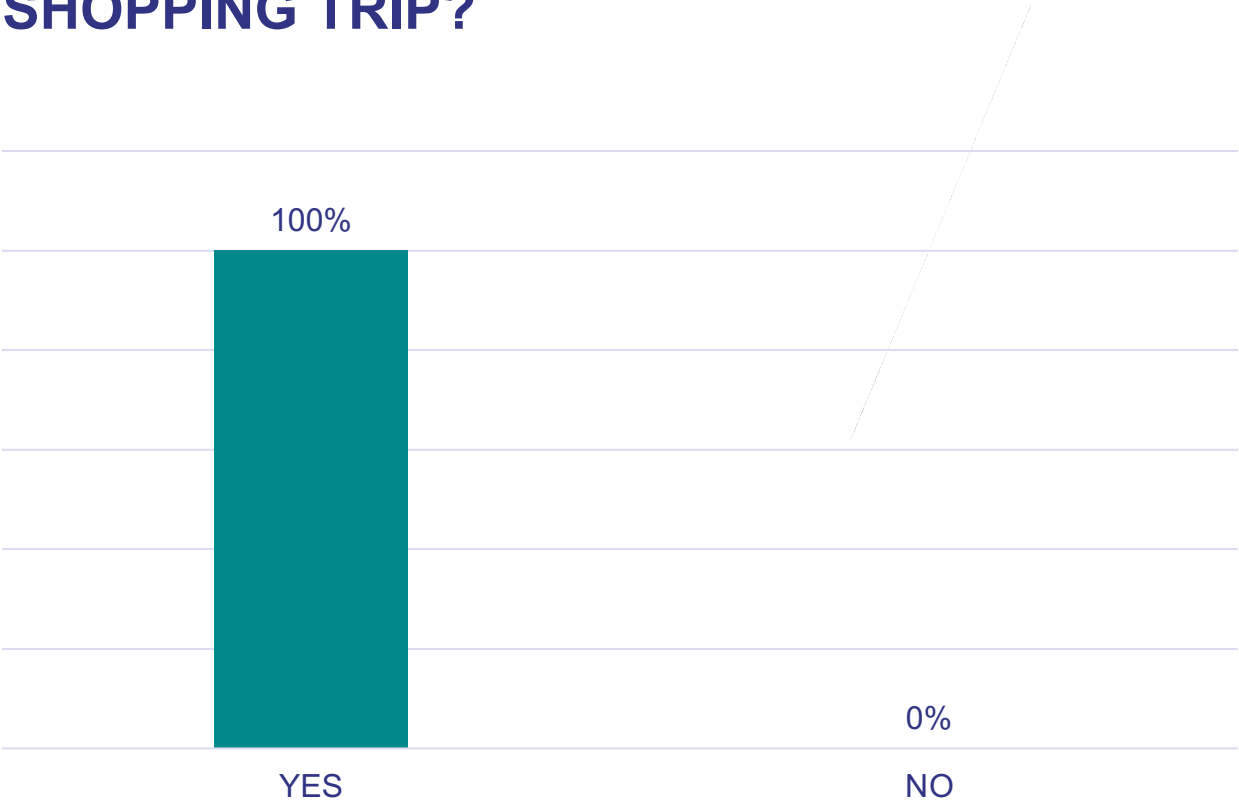


INMAR INTELLIGENCE CONSUMER COUPON FRAUD SURVEY OVERVIEW

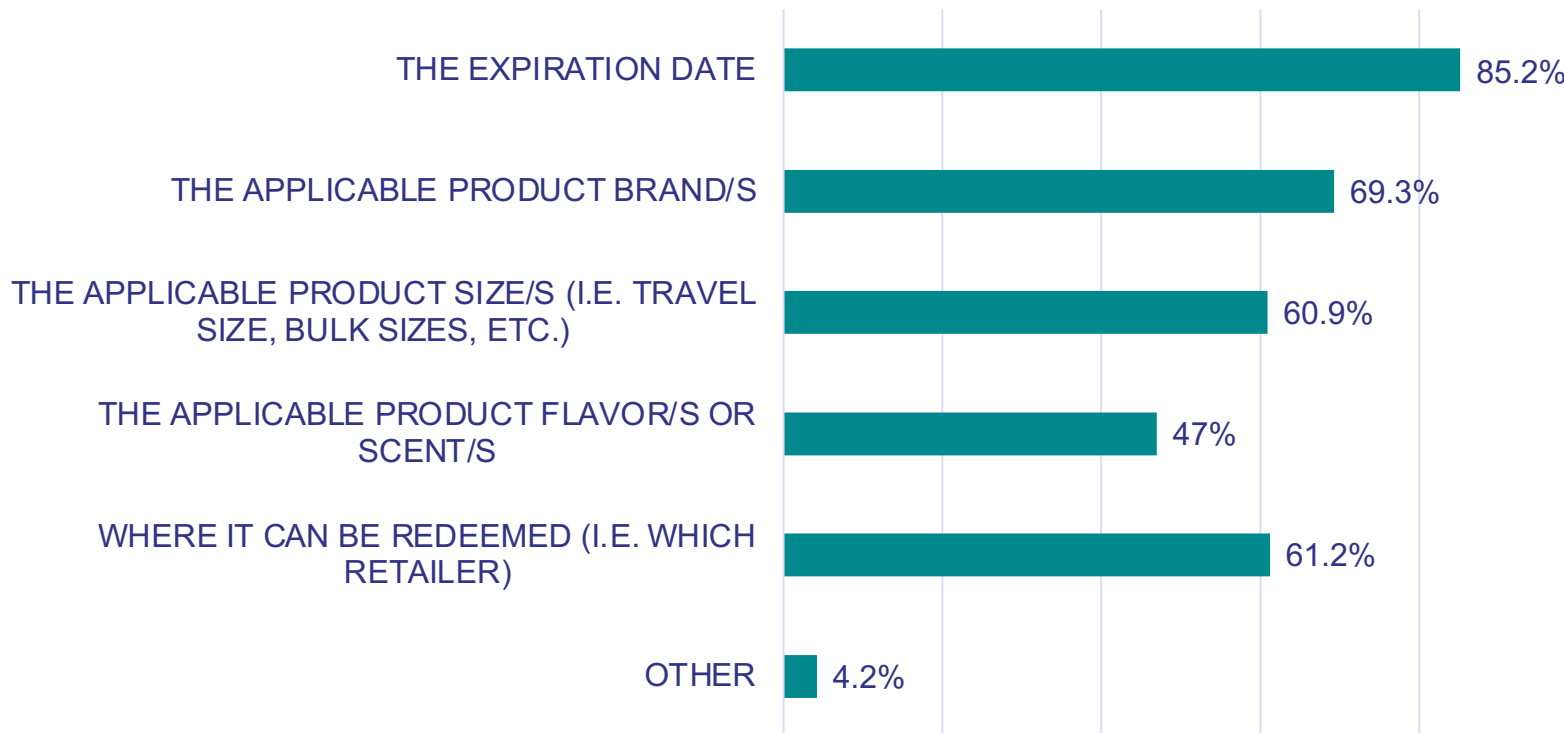
Inmar Intelligence Consumer Coupon Fraud Survey

- 1,000 US Adults**
- March 9, 2021**

SCREENER QUESTION: DO YOU USE COUPONS DURING A SHOPPING TRIP?

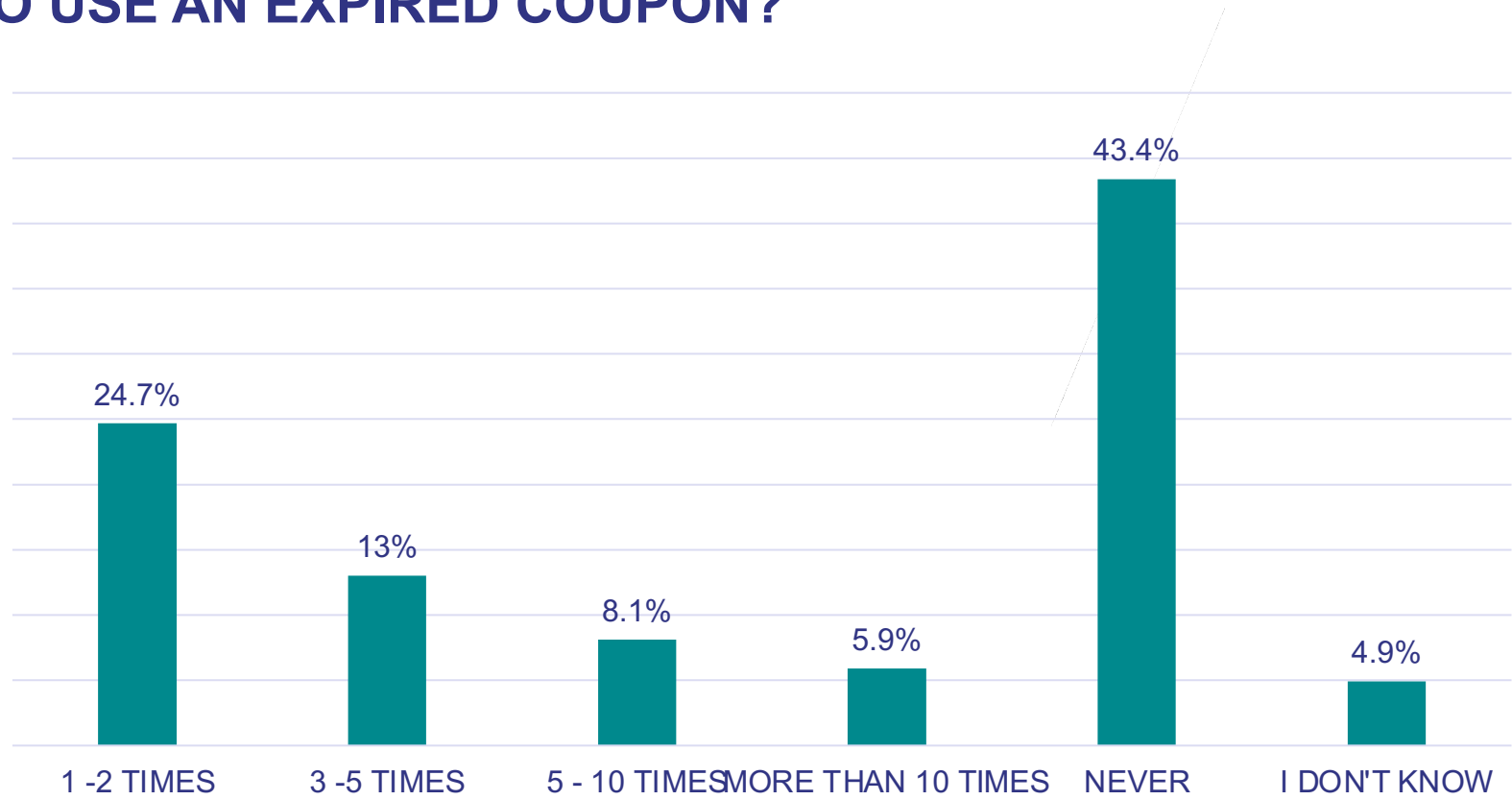


WHAT DETAILS ON A COUPON DO YOU CHECK BEFORE USING?

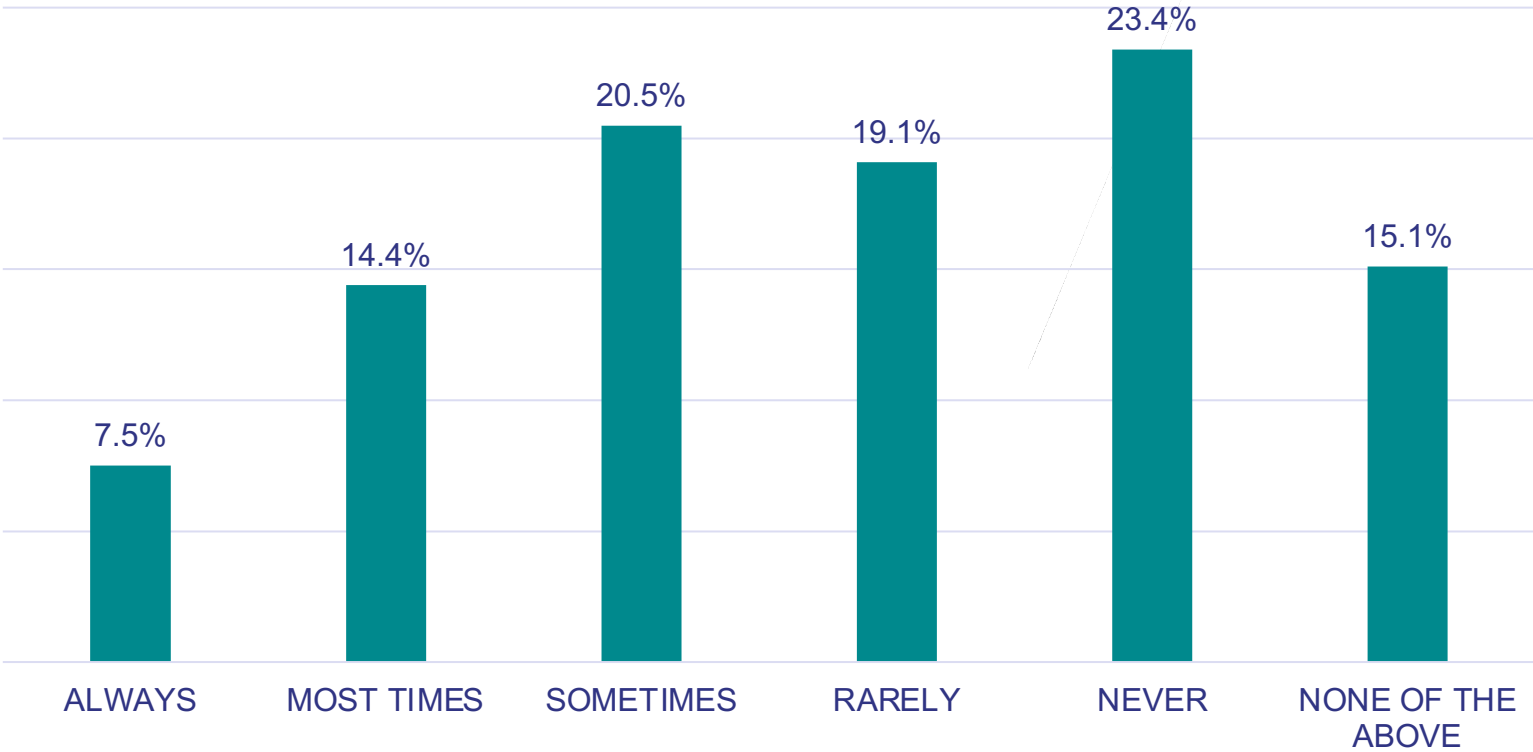


Percentages above represent total respondents

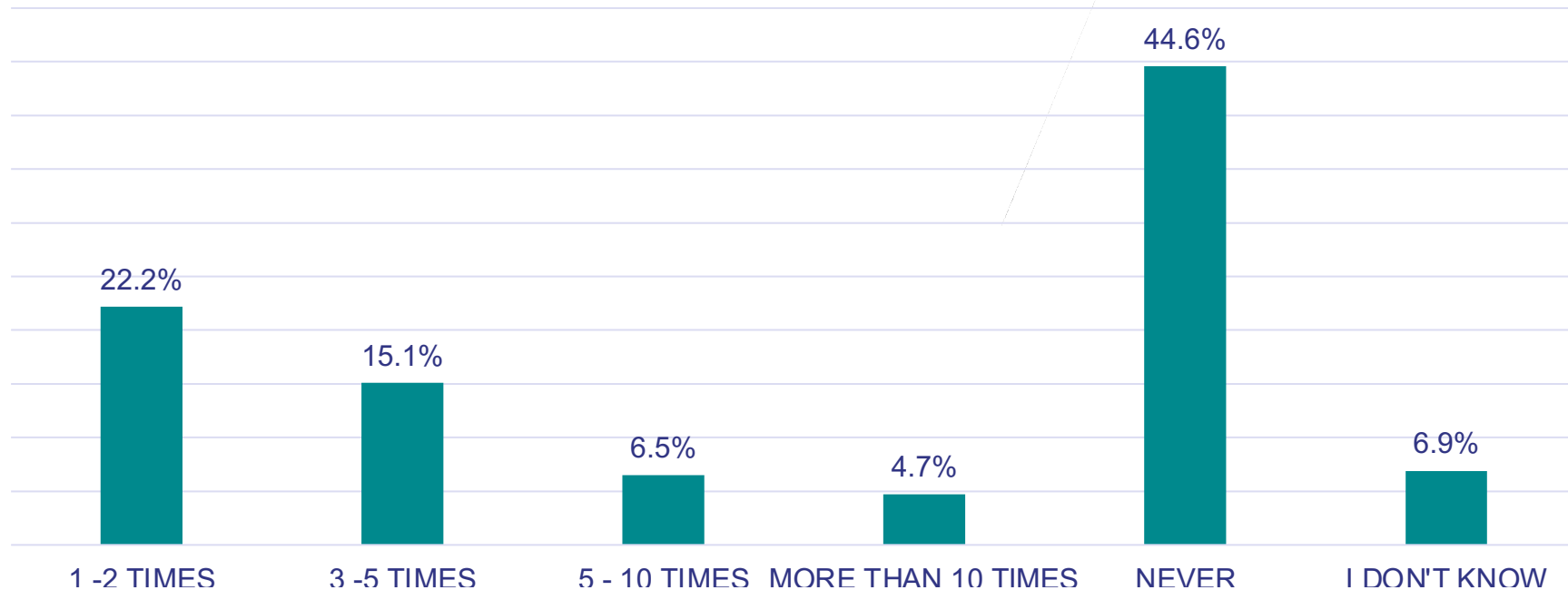
IN THE PAST 3 MONTHS, HOW OFTEN HAVE YOU TRIED TO USE AN EXPIRED COUPON?



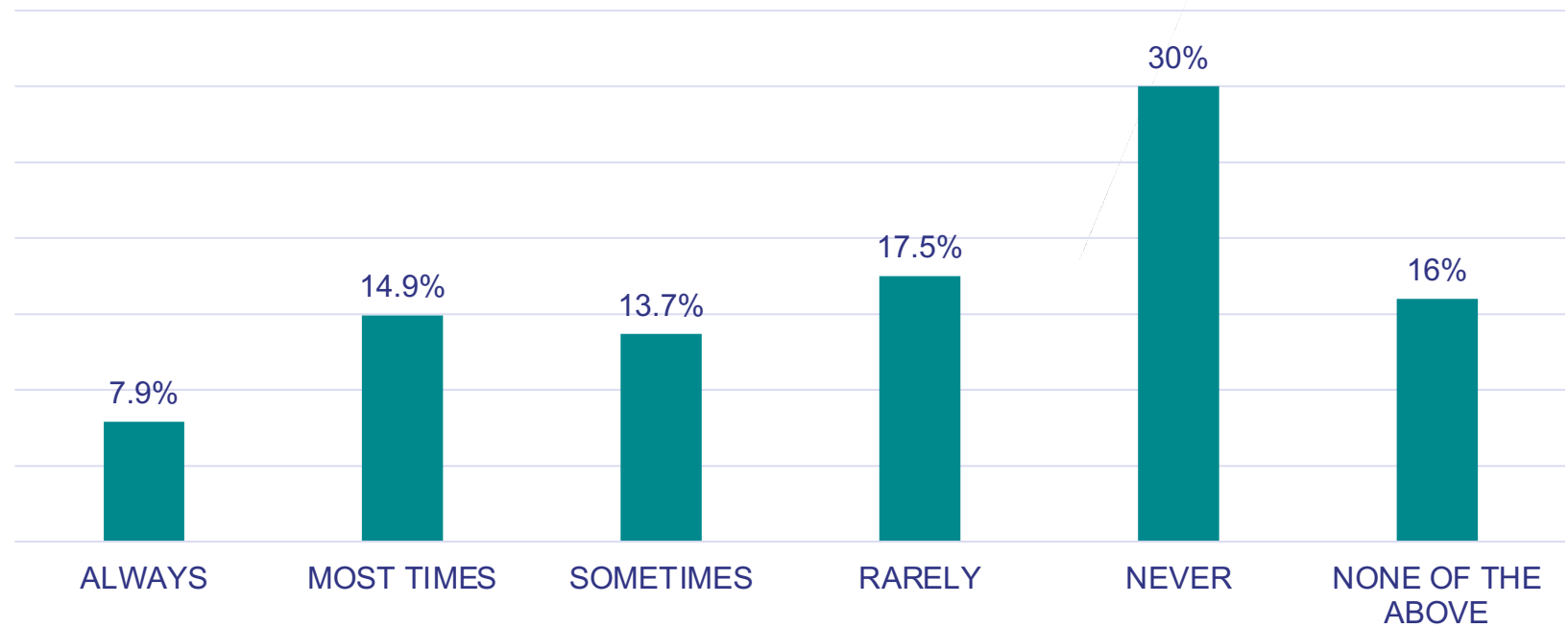
WHEN YOU HAVE TRIED TO USE AN EXPIRED COUPON, HOW OFTEN HAS A RETAILER ACCEPTED IT?



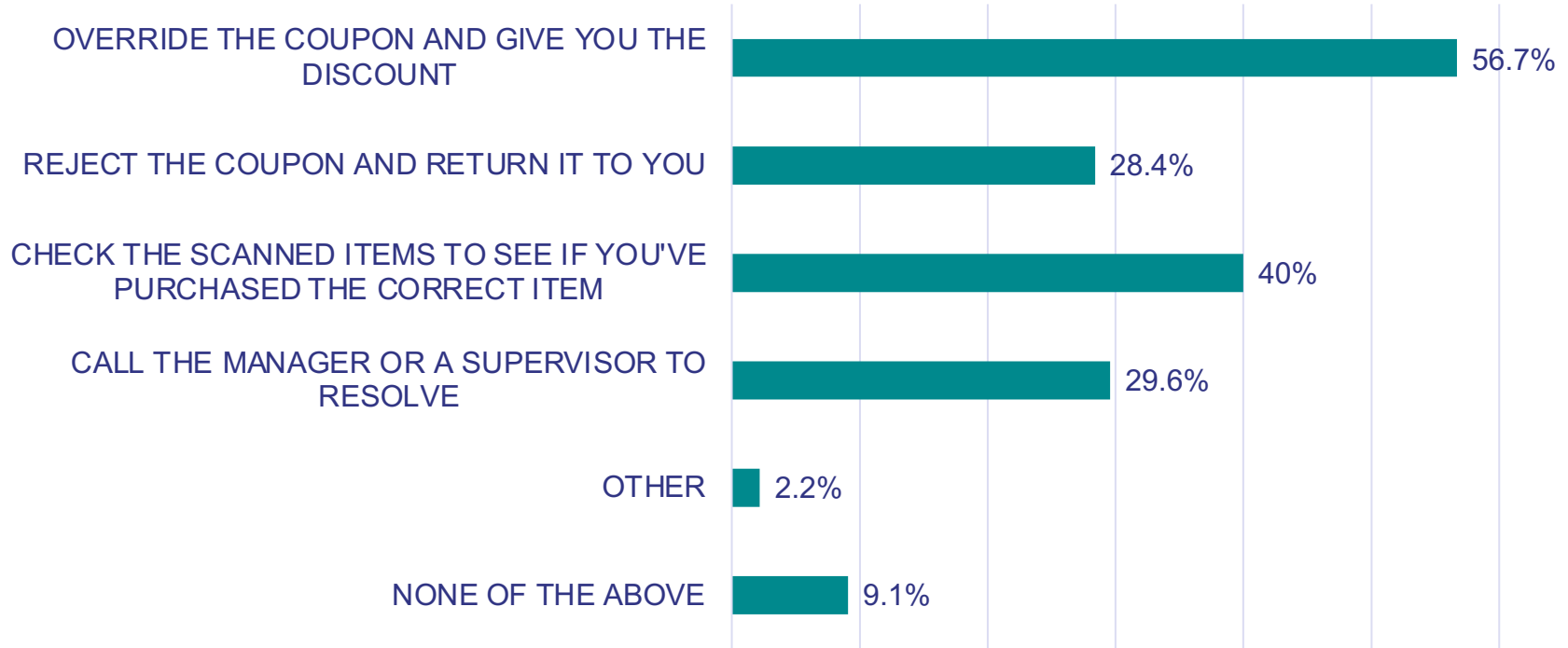
IN THE PAST 3 MONTHS, HOW OFTEN HAVE YOU USED A COUPON ON AN ITEM OTHER THAN WHAT WHICH THE COUPON SPECIFIES (I.E. DIFFERENT BRAND, DIFFERENT PRODUCT SIZE, DIFFERENT FLAVOR/SCENT, ETC.)?



WHEN YOU HAVE TRIED TO USE A COUPON ON AN ITEM OTHER THAN THAT WHICH THE COUPON SPECIFIES, HOW OFTEN HAS A RETAILER ACCEPTED IT?

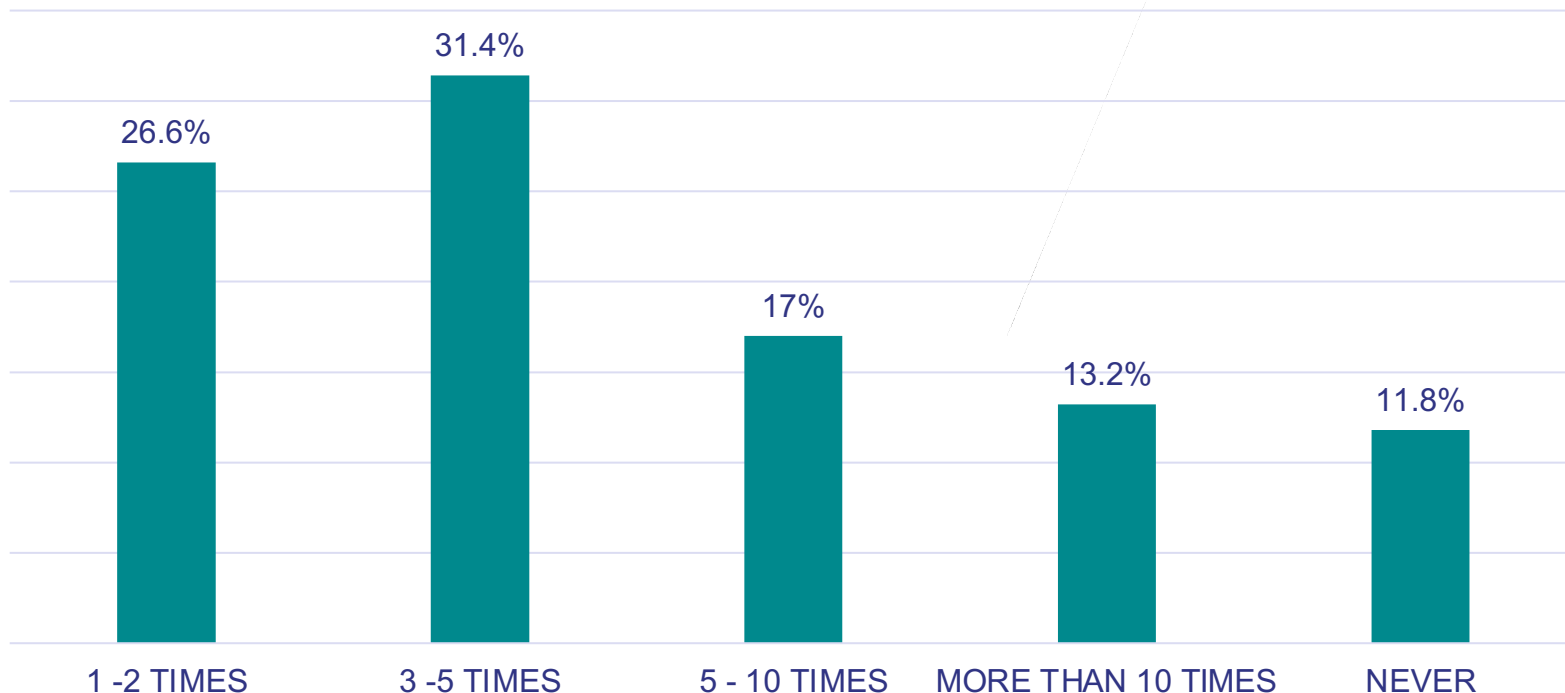


IF A COUPON THAT YOU'VE TRIED TO USE DID NOT SCAN IN THE CHECK-OUT LINE, DID THE CASHIER:

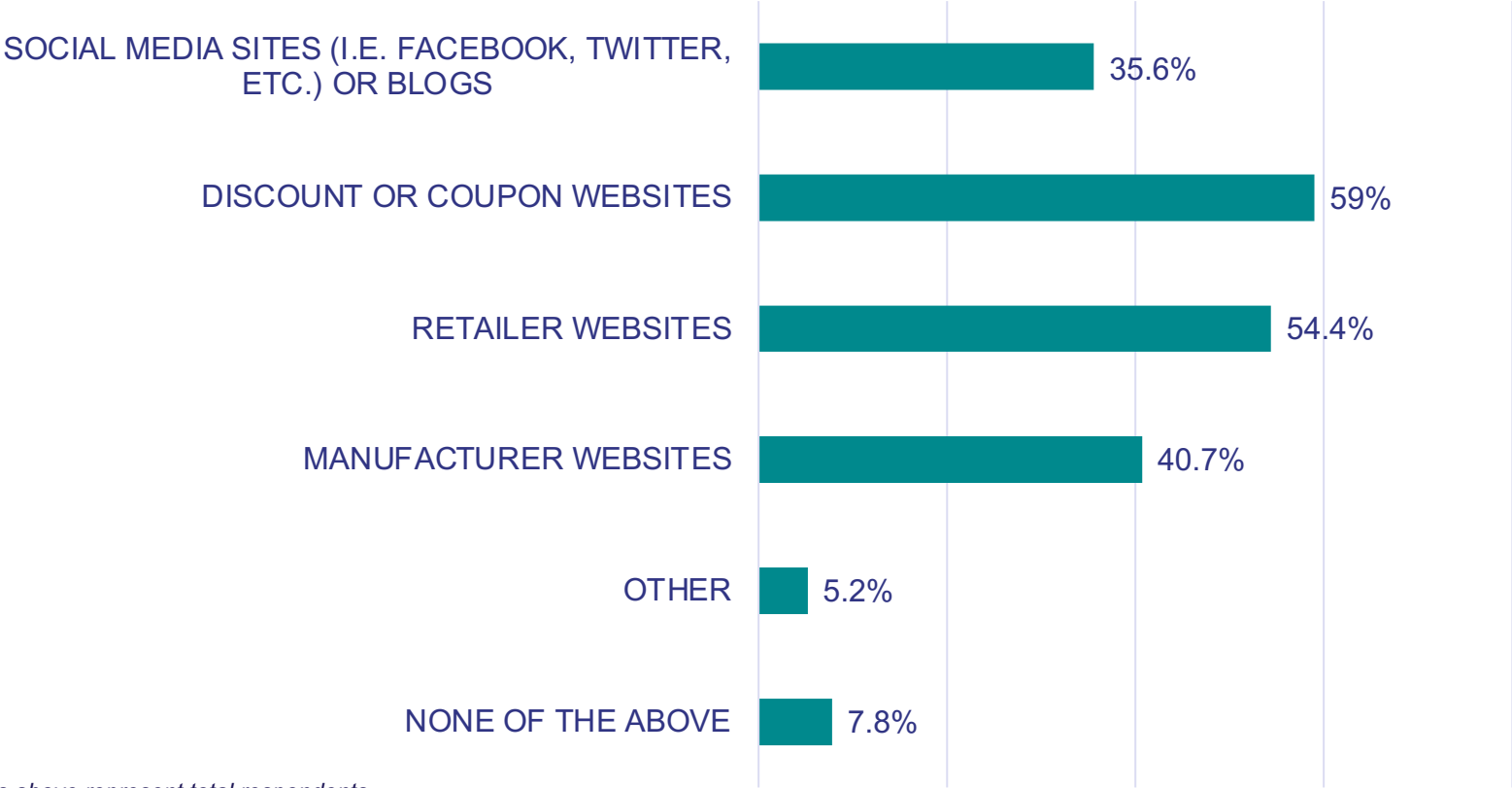


Percentages above represent total respondents

IN THE PAST 3 MONTHS, HOW OFTEN HAVE YOU USED A COUPON THAT YOU FOUND ONLINE?

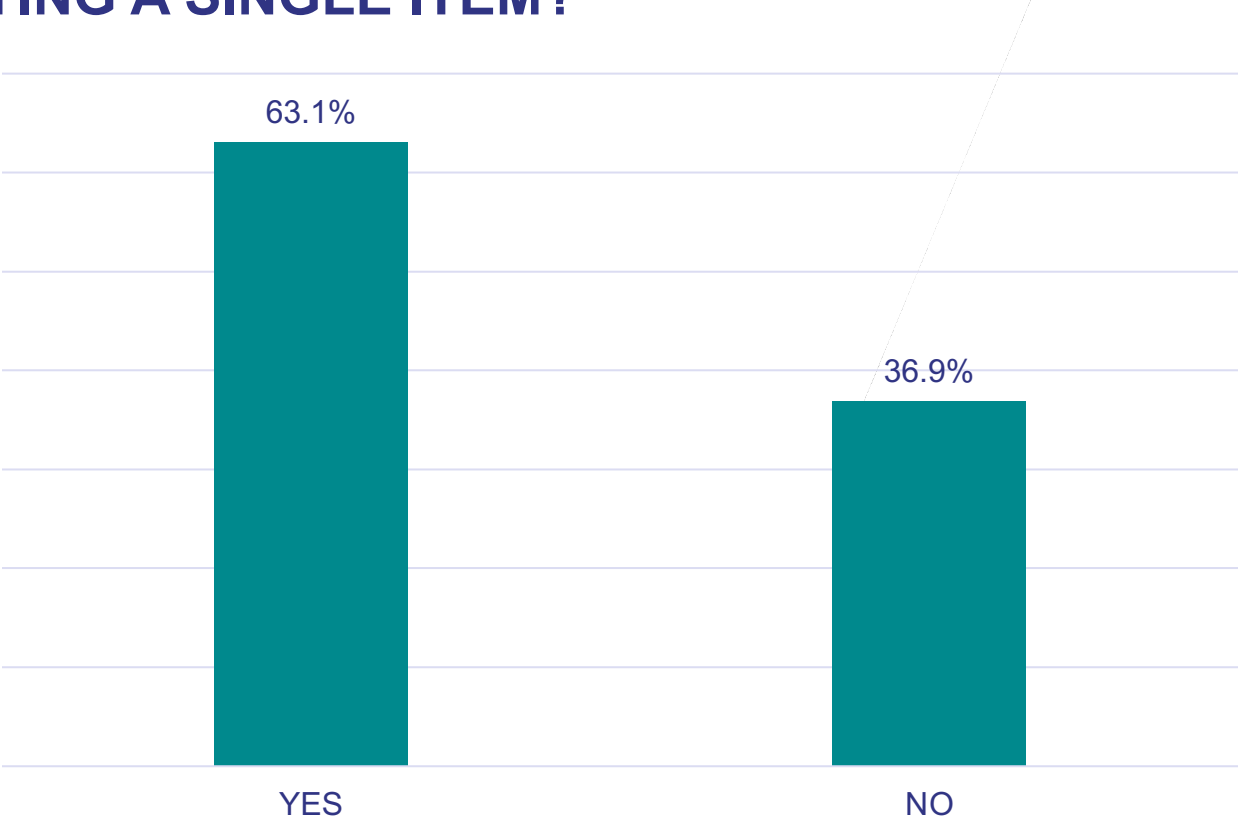


WHAT ONLINE SOURCES DO YOU USE TO FIND COUPONS?

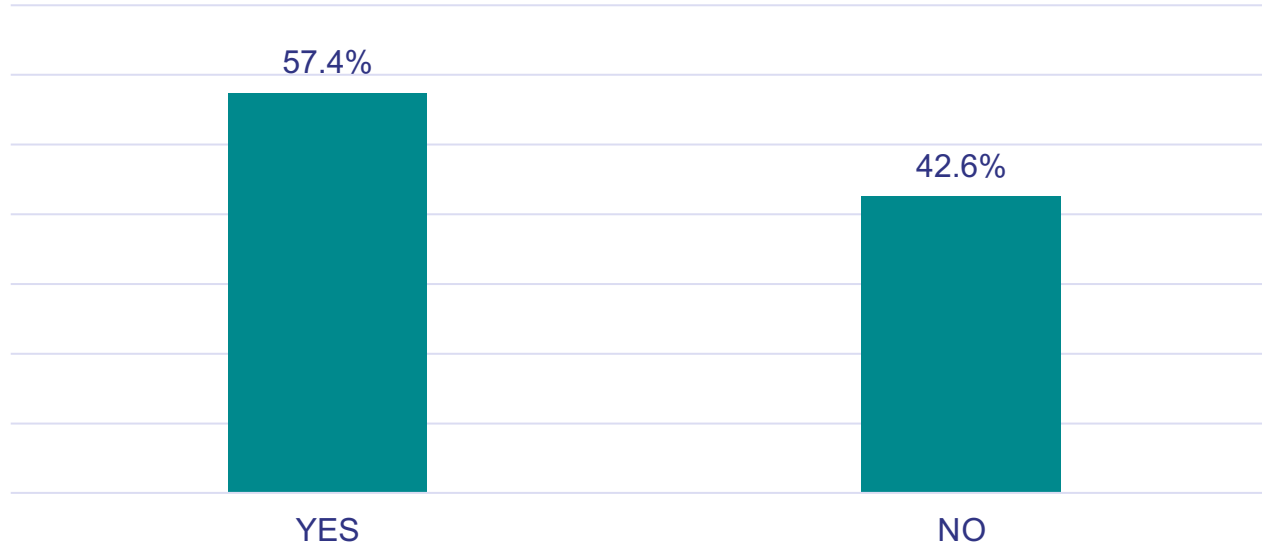


Percentages above represent total respondents

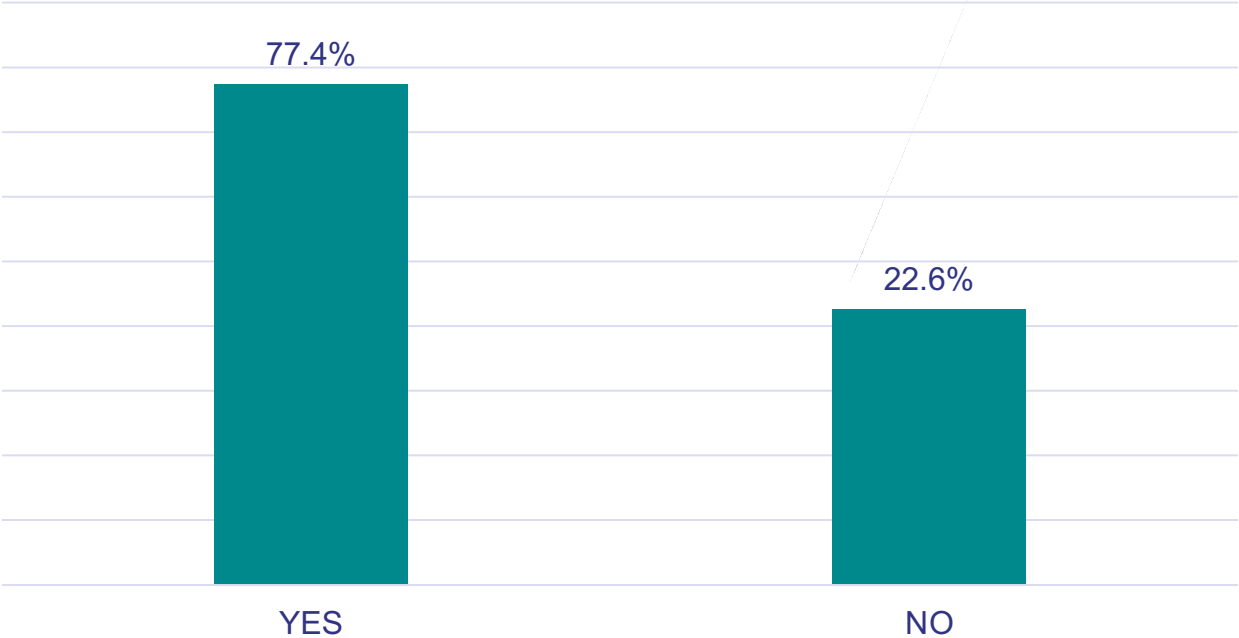
DO YOU TRY TO USE MULTIPLE DISCOUNTS/OFFERS/COUPONS WHEN BUYING A SINGLE ITEM?



HAS A CASHIER GIVEN YOU ACCESS TO LOYALTY CLUB COUPONS, WITHOUT YOU BEING A PART OF THEIR LOYALTY PROGRAM (I.E. THEY SWIPE A LOYALTY CARD THEY HAVE AT THE REGISTER)?



HAVE YOU JOINED A RETAILER'S LOYALTY CLUB SOLELY FOR THE DISCOUNTS AVAILABLE FOR CLUB MEMBERS?



DID YOU KNOW THAT THERE IS \$100 MILLION IN COUNTERFEIT COUPONS REDEEMED PER YEAR?

