Inmar Intelligence
Consumer Coupon Fraud Survey
- 1,000 US Adults
- March 9, 2021
SCREENER QUESTION: DO YOU USE COUPONS DURING A SHOPPING TRIP?

100% YES

0% NO
WHAT DETAILS ON A COUPON DO YOU CHECK BEFORE USING?

- The Expiration Date: 85.2%
- The Applicable Product Brand/s: 69.3%
- The Applicable Product Size/s (i.e. Travel Size, Bulk Sizes, etc.): 60.9%
- The Applicable Product Flavor/s or Scents: 47%
- Where it can be redeemed (i.e. which retailer): 61.2%
- Other: 4.2%

Percentages above represent total respondents.
IN THE PAST 3 MONTHS, HOW OFTEN HAVE YOU TRIED TO USE AN EXPIRED COUPON?

- Never: 43.4%
- More than 10 times: 4.9%
- 5 - 10 times: 5.9%
- 3 - 5 times: 8.1%
- 1 - 2 times: 13%
- I don’t know: 24.7%
**WHEN YOU HAVE TRIED TO USE AN EXPIRED COUPON, HOW OFTEN HAS A RETAILER ACCEPTED IT?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>7.5%</td>
</tr>
<tr>
<td>Most Times</td>
<td>14.4%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>20.5%</td>
</tr>
<tr>
<td>Rarely</td>
<td>19.1%</td>
</tr>
<tr>
<td>Never</td>
<td>23.4%</td>
</tr>
<tr>
<td>None of the Above</td>
<td>15.1%</td>
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</table>
**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.)?**

<table>
<thead>
<tr>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>1 - 2 TIMES</td>
<td>22.2%</td>
</tr>
<tr>
<td>3 - 5 TIMES</td>
<td>15.1%</td>
</tr>
<tr>
<td>5 - 10 TIMES</td>
<td>6.5%</td>
</tr>
<tr>
<td>MORE THAN 10 TIMES</td>
<td>4.7%</td>
</tr>
<tr>
<td>NEVER</td>
<td>44.6%</td>
</tr>
<tr>
<td>I DON'T KNOW</td>
<td>6.9%</td>
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</table>
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?

- ALWAYS: 7.9%
- MOST TIMES: 14.9%
- SOMETIMES: 13.7%
- RARELY: 17.5%
- NEVER: 30%
- NONE OF THE ABOVE: 16%
IF A COUPON THAT YOU’VE TRIED TO USE DID NOT SCAN IN THE CHECK-OUT LINE, DID THE CASHIER:

- Override the coupon and give you the discount: 56.7%
- Reject the coupon and return it to you: 28.4%
- Check the scanned items to see if you’ve purchased the correct item: 40%
- Call the manager or a supervisor to resolve: 29.6%
- Other: 2.2%
- None of the above: 9.1%

Percentages above represent total respondents.
IN THE PAST 3 MONTHS, HOW OFTEN HAVE YOU USED A COUPON THAT YOU FOUND ONLINE?

- 26.6% 1 - 2 TIMES
- 31.4% 3 - 5 TIMES
- 17% 5 - 10 TIMES
- 13.2% MORE THAN 10 TIMES
- 11.8% NEVER
WHAT ONLINE SOURCES DO YOU USE TO FIND COUPONS?

- Social media sites (i.e. Facebook, Twitter, etc.) or blogs: 35.6%
- Discount or coupon websites: 59%
- Retailer websites: 54.4%
- Manufacturer websites: 40.7%
- Other: 5.2%
- None of the above: 7.8%

Percentages above represent total respondents
DO YOU TRY TO USE MULTIPLE DISCOUNTS/OFFERS/COUPONS WHEN BUYING A SINGLE ITEM?

- Yes: 63.1%
- No: 36.9%
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)?

57.4% YES

42.6% NO
HAVE YOU JOINED A RETAILER’S LOYALTY CLUB SOLELY FOR THE DISCOUNTS AVAILABLE FOR CLUB MEMBERS?

- YES: 77.4%
- NO: 22.6%
DID YOU KNOW THAT THERE IS $100 MILLION IN COUNTERFEIT COUPONS REDEEMED PER YEAR?

YES 23.3%

NO 76.7%