

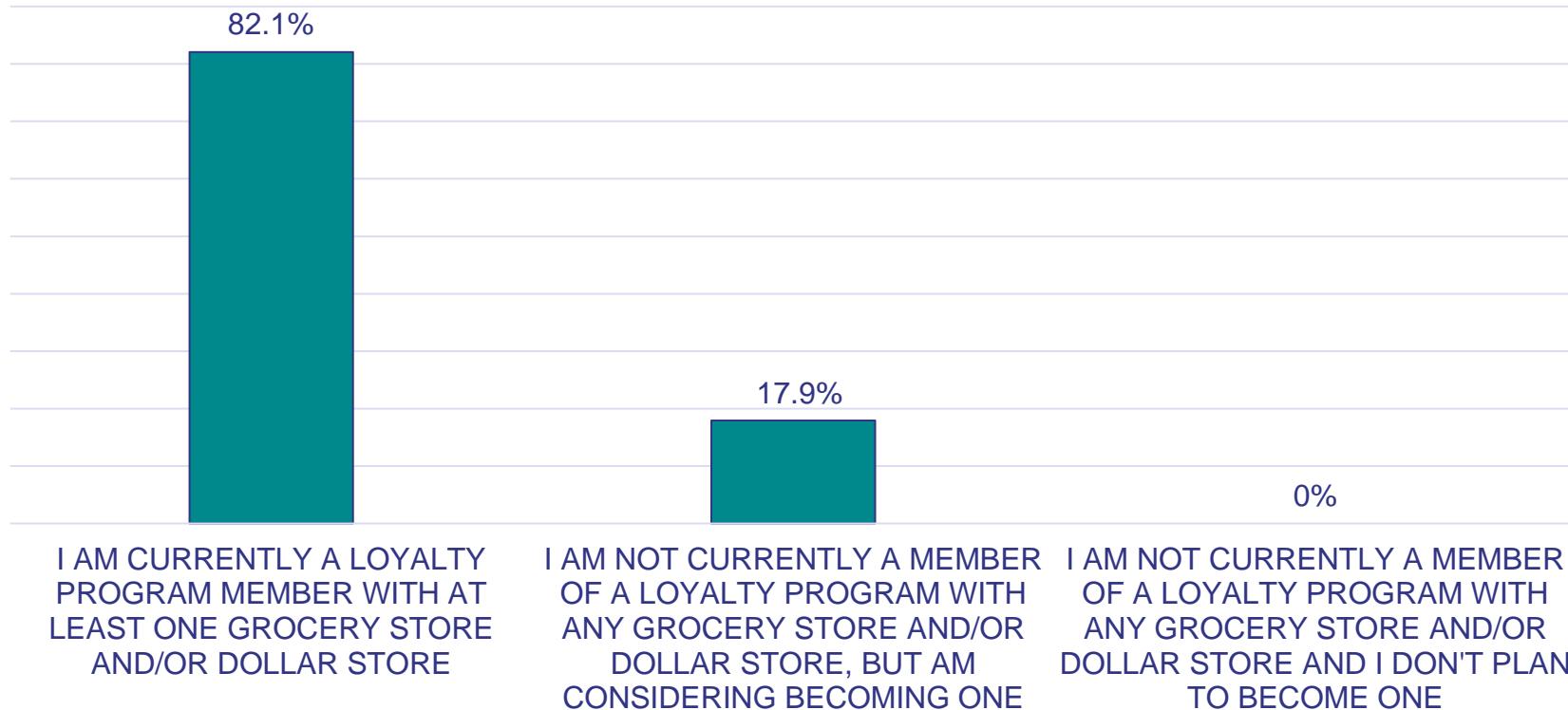
# INMAR INTELLIGENCE DIGITAL COUPONS USAGE SURVEY OVERVIEW



# Inmar Intelligence Digital Coupons Usage Survey

- 1,000 US Adults
- August 13, 2021

# SCREENER: WHICH STATEMENT BEST DESCRIBES YOUR PARTICIPATION IN ANY LOYALTY OR REWARD PROGRAM WITH A GROCERY STORE OR DOLLAR STORE?



# AS A LOYALTY PROGRAM MEMBER OR POTENTIAL MEMBER, HOW IMPORTANT IS IT TO YOU TO RECEIVE DISCOUNTS ON PRODUCTS THAT YOU PURCHASE?

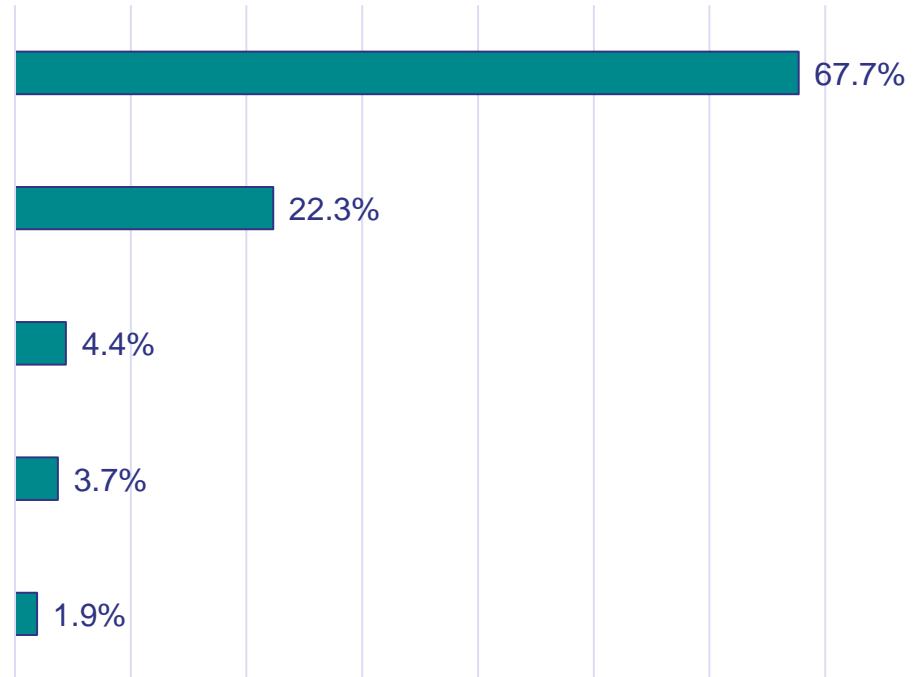
VERY IMPORTANT; I JOINED OR WILL JOIN A LOYALTY PROGRAM TO ACCESS FEATURED COUPONS AND DISCOUNTS

SOMEWHAT IMPORTANT; I LIKE THE OPPORTUNITY TO SAVE, BUT I DON'T ALWAYS SEEK OUT COUPONS AND DISCOUNTS

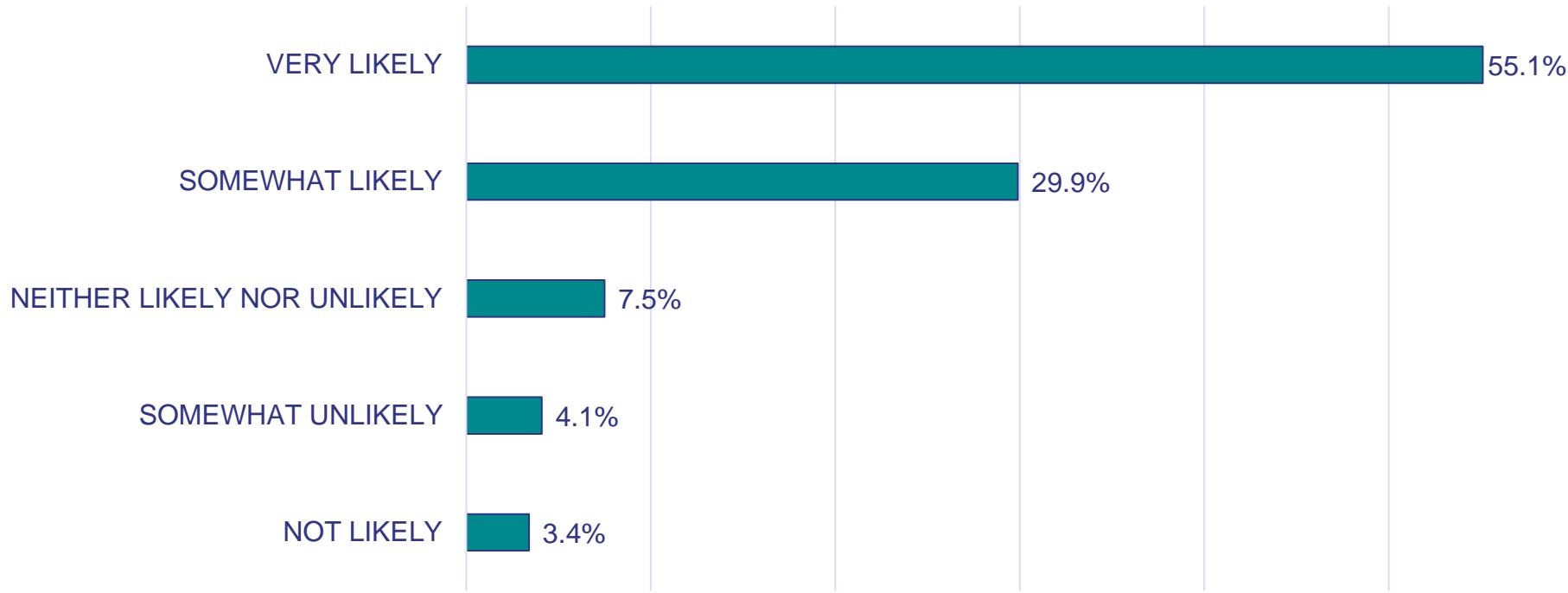
NEITHER IMPORTANT NOR UNIMPORTANT

SOMEWHAT UNIMPORTANT; IF THERE'S A COUPON AVAILABLE ON SOMETHING I PLAN TO BUY, I MAY OR MAY NOT TAKE ADVANTAGE OF IT

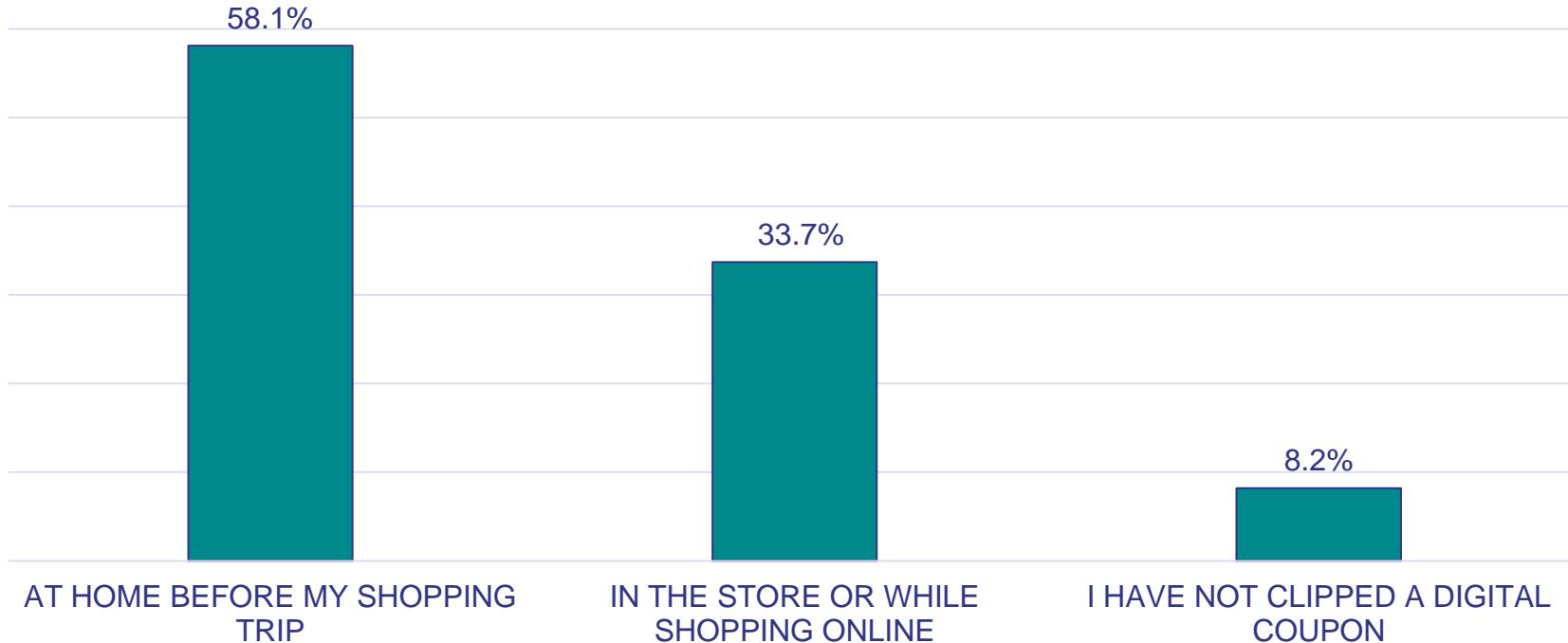
NOT IMPORTANT AT ALL; I PARTICIPATE IN LOYALTY PROGRAMS FOR OTHER REASONS, DISCOUNTS AND COUPONS ARE NOT IMPORTANT TO ME



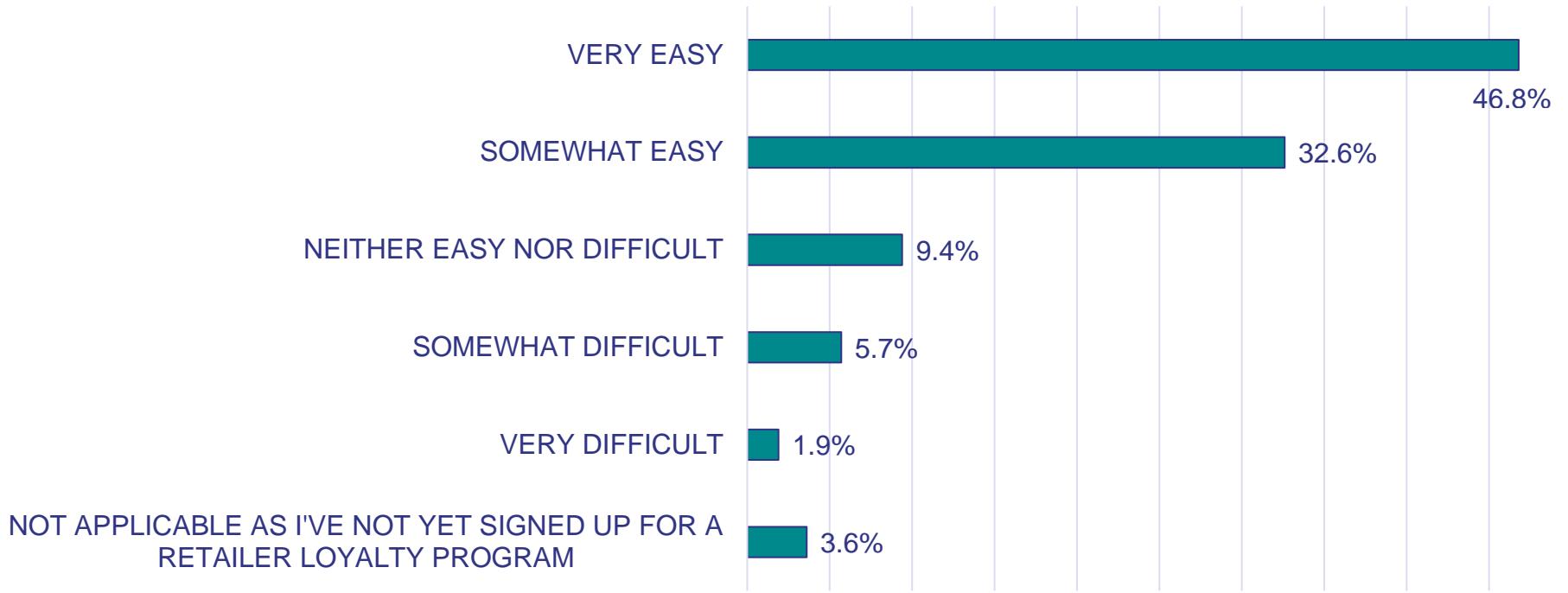
# WHEN YOU SEE A DIGITAL COUPON AVAILABLE THROUGH A STORE'S WEBSITE OR IN ITS MOBILE APP, HOW LIKELY ARE YOU TO CLIP THE COUPON?



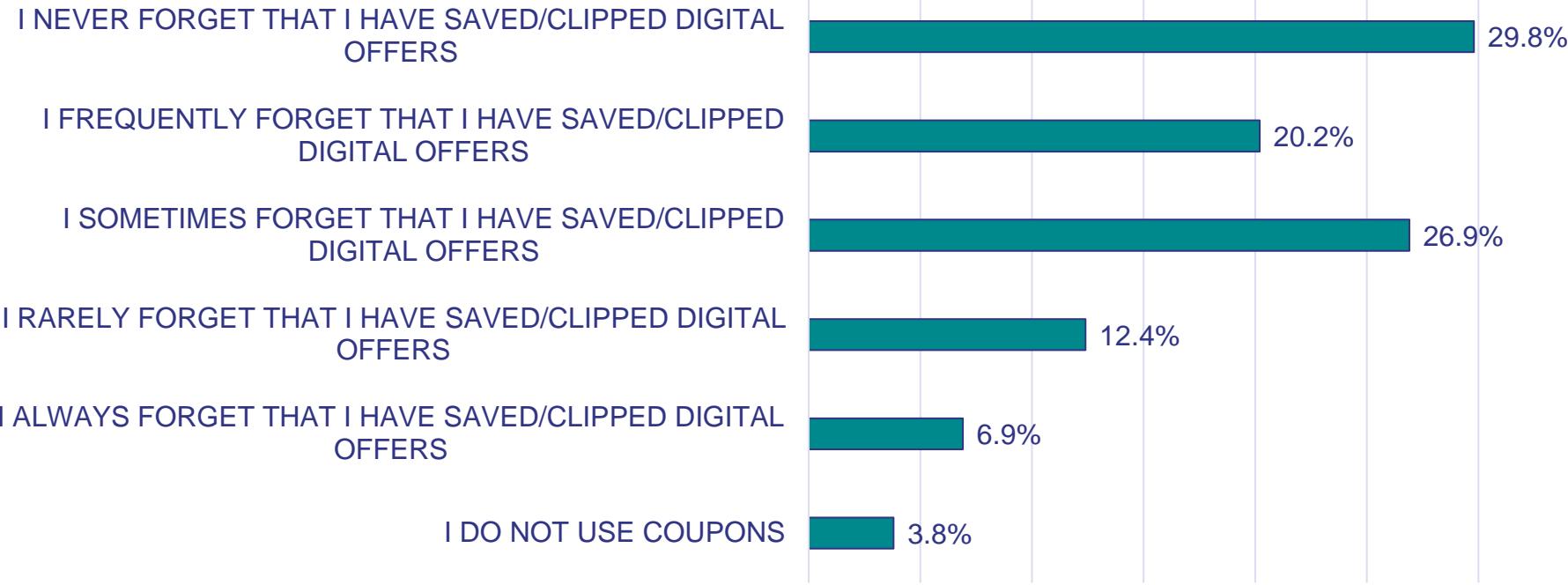
# CLIPPING A DIGITAL COUPON IS THE PROCESS OF ACTIVATING IT TO SEE THE REWARDS AND LIMITATIONS. IF YOU HAVE CLIPPED A DIGITAL COUPON, WHEN DOES THIS USUALLY HAPPEN?



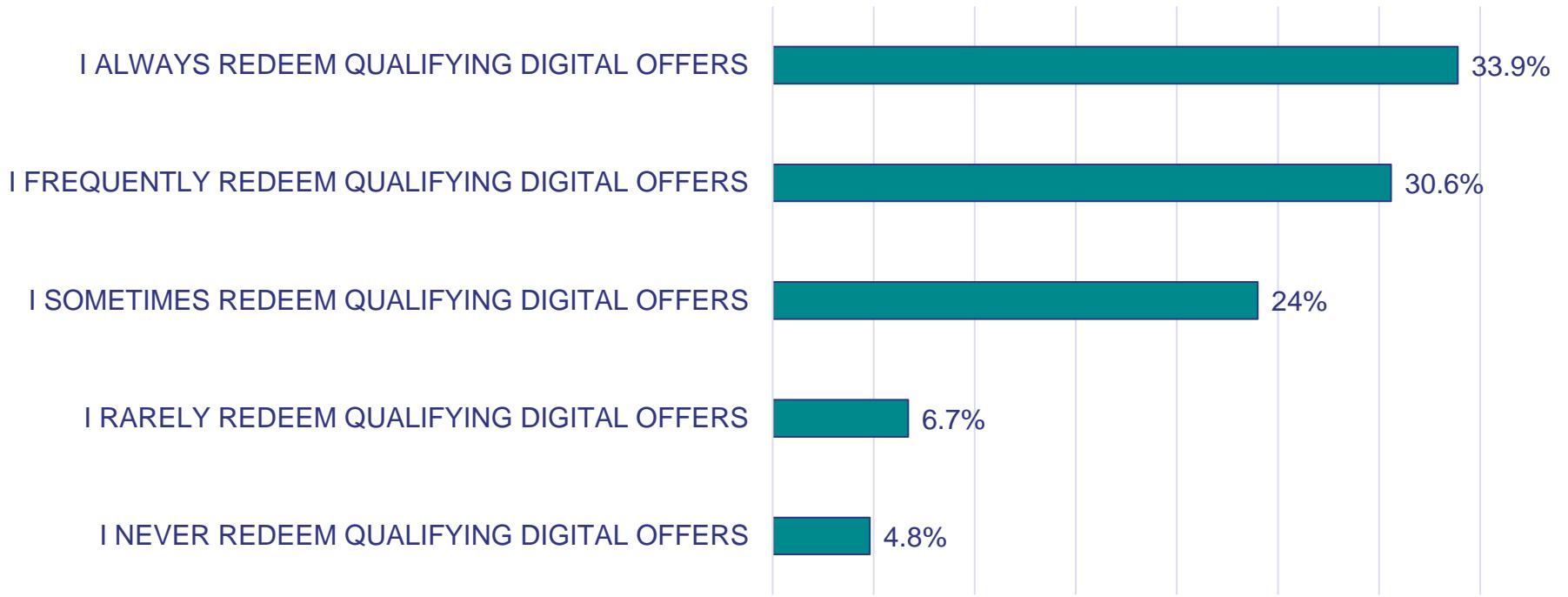
# TO WHAT EXTENT DO YOU FIND CLIPPING DIGITAL COUPONS ON RETAILER WEBSITES OR IN-APP SIMPLE?



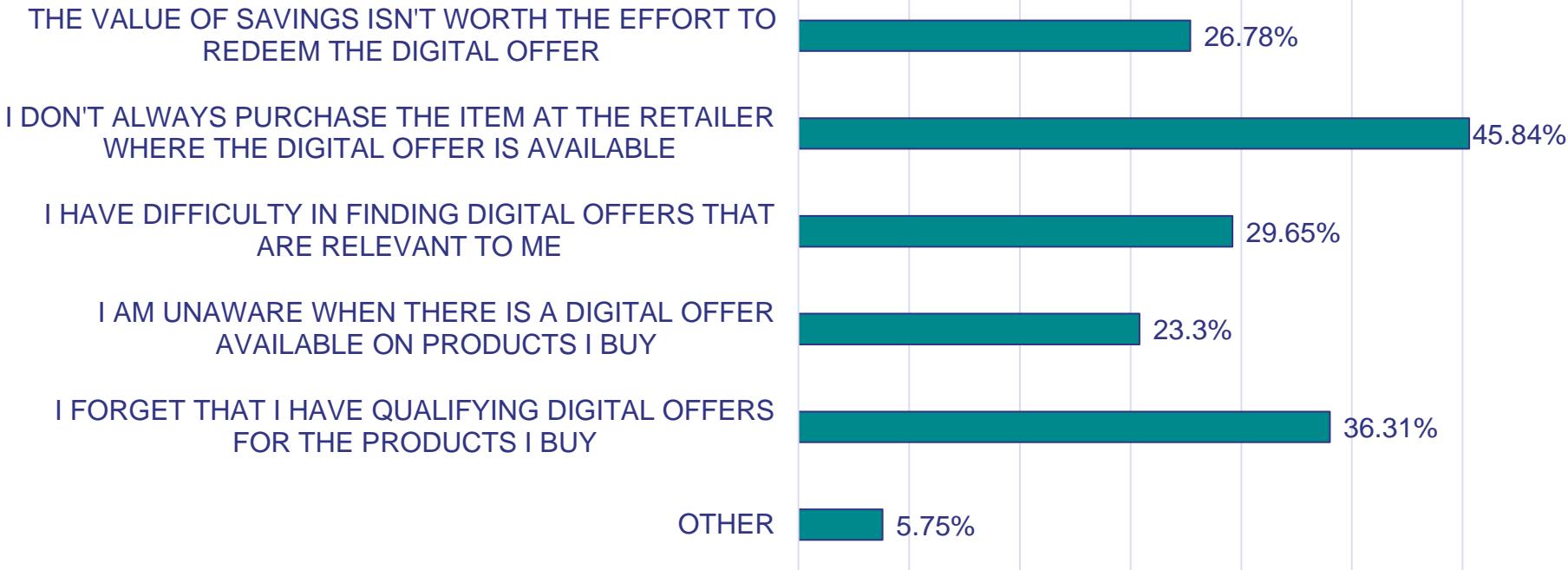
# WHEN SHOPPING EITHER ONLINE OR IN-STORE, DO YOU REMEMBER YOU HAVE SAVED/CLIPPED DIGITAL OFFERS TO HELP YOU CUT COSTS DURING YOUR SHOPPING TRIP?



# HOW OFTEN DO YOU CLIP A DIGITAL COUPON BUT NOT REDEEM IT WHEN YOU PURCHASE THE QUALIFYING ITEM?

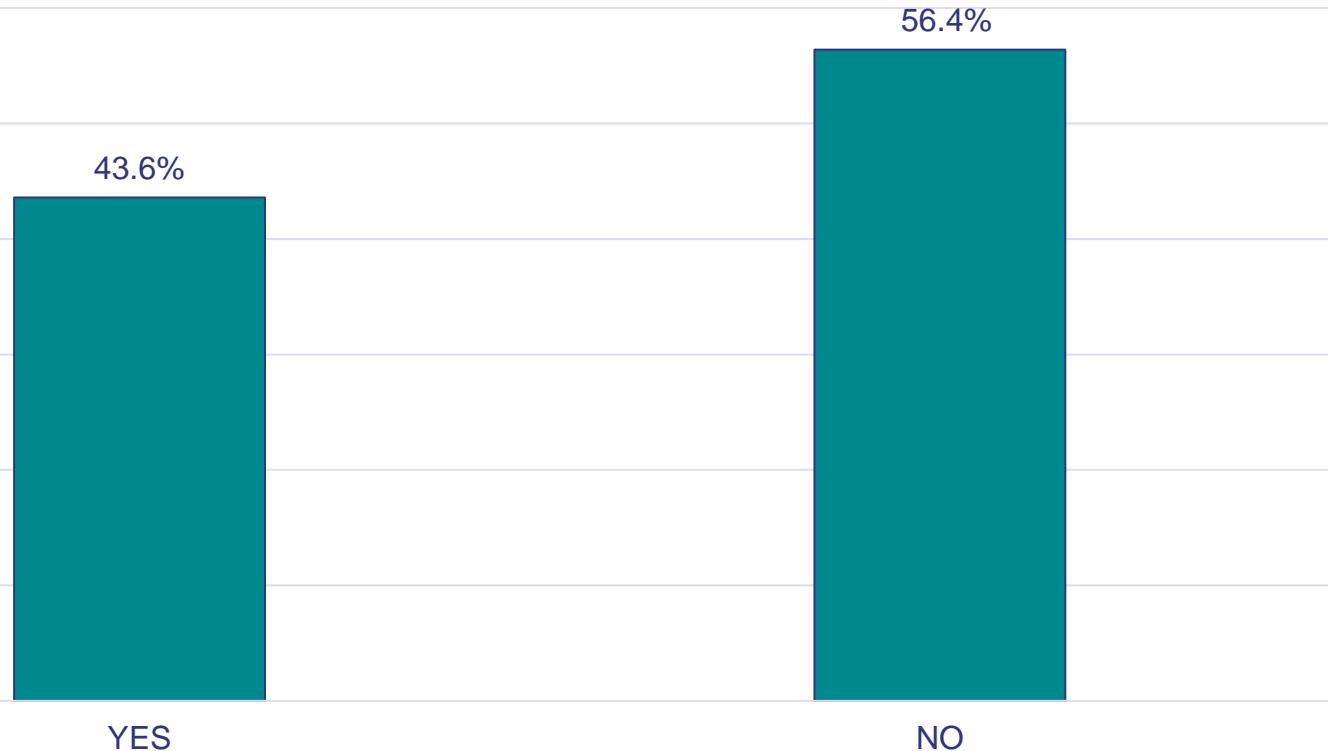


# WHAT ARE THE REASONS THAT YOU DON'T ALWAYS REDEEM DIGITAL OFFERS?

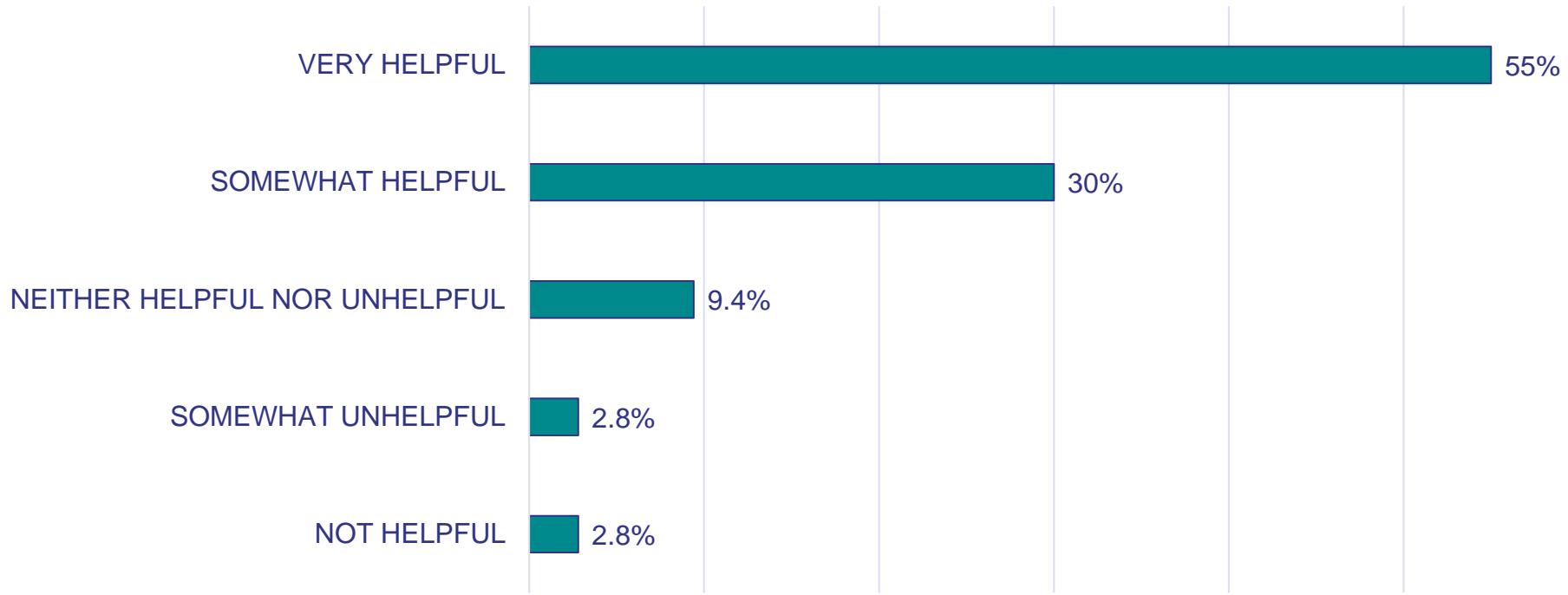


Percentages above represent total respondents

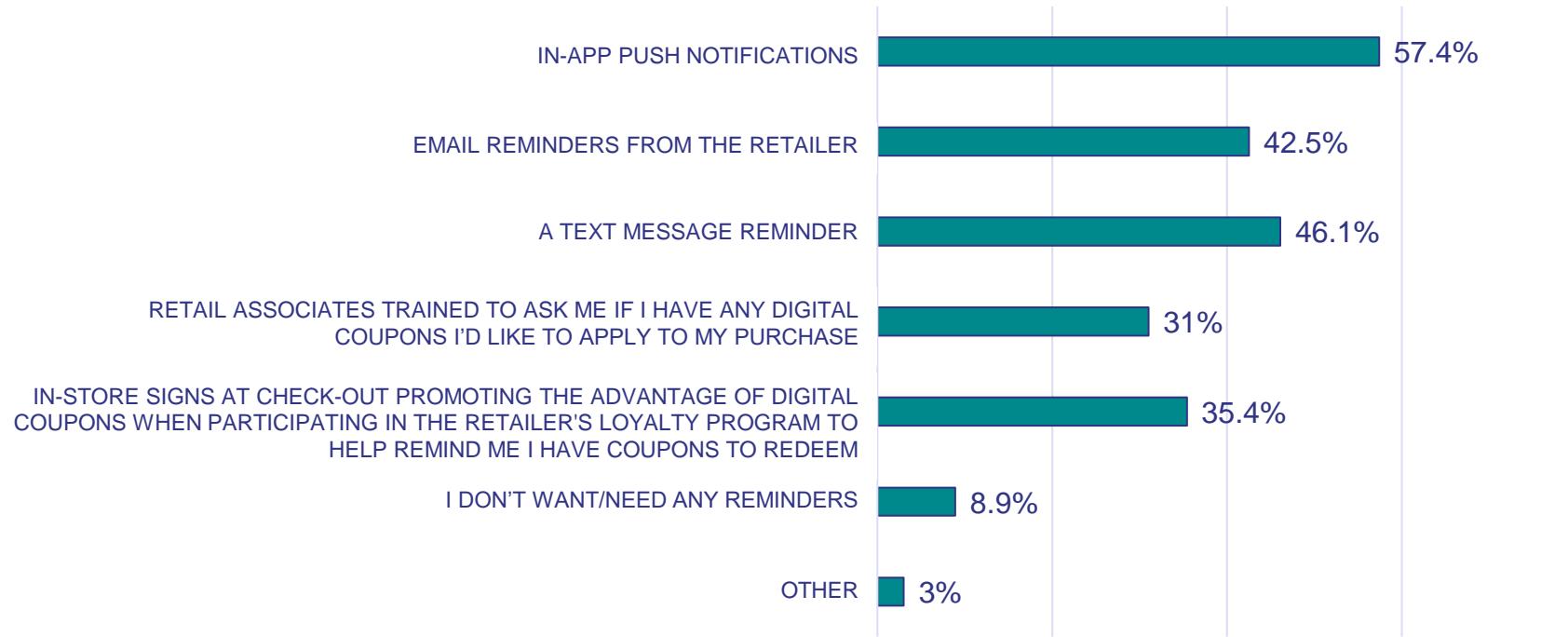
# DO YOUR GROCERY STORE PURCHASES HAVE A NEGATIVE FINANCIAL IMPACT ON YOUR FAMILY'S BUDGET IF YOU DON'T HAVE ACCESS TO DIGITAL COUPONS?



# HOW HELPFUL WOULD YOU FIND REMINDERS ABOUT DIGITAL COUPONS CLIPPED THROUGH RETAILER LOYALTY PROGRAMS?



# WHAT REMINDER OPTIONS DO YOU THINK WOULD BE MOST USEFUL TO ENSURE YOU REMEMBER TO REDEEM YOUR CLIPPED DIGITAL COUPONS AT CHECK-OUT?



*Percentages above represent total respondents*

# WHAT WOULD PERSUADE OR “WOW” YOU TO CONSISTENTLY REDEEM THE DIGITAL COUPONS YOU’VE CLIPPED?

