

RYING 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...



>> Selecting A Grocery Retailer, It's Personal

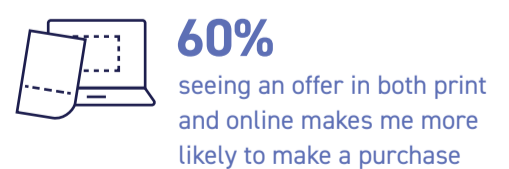
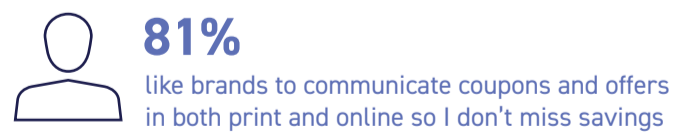
Underlying reasons that could enhance loyalty:



>> Media Motivators

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

TOP 3 WAYS COUPONS ARE UTILIZED

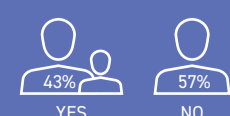


>> RESPONDENT PROFILE

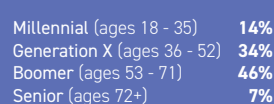
GENDER



CHILDREN IN HOUSEHOLD



AGE



RACE/ETHNICITY

