

Always ON

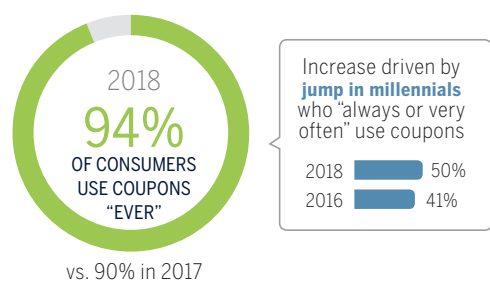
How has modern life changed SHOPPERS & THEIR SAVINGS QUEST?

With the assistance of devices and food selection options – seems deal-seekers can't stop, won't stop. See highlights from the 2K18 Valassis *Coupon Intelligence* Report below – to inspire greater activation.

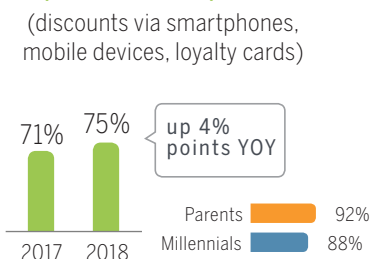


COUPON TRENDS

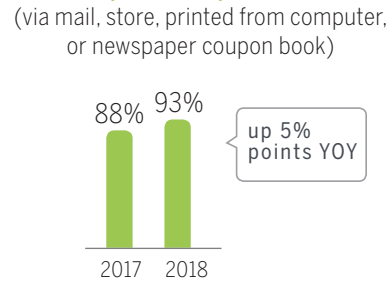
Higher coupon use & frequency



Paperless coupon use



Paper coupon use



% of consumers who use coupons "ever"

APPS ON THE RISE

MOBILE SAVINGS APPS



	2016	2017	2018
Grocery/drug/mass store and/or supercenter savings app	38%	51%	56%
Cash back/points app	30%	41%	46%
Coupon app	31%	44%	45%
In-store shopping rewards app	29%	39%	43%
Shopping list app	25%	34%	36%
Deal comparison app	25%	32%	34%

% of consumers who use these apps "ever"

WHO SHOPS WHERE?

When shopping for food products, household goods and health & beauty care products

"I do all or most of my shopping for this category in a store"

IN-STORE SHOPPERS

- More likely promotion sensitive
- Skews female (for food & HH goods)
- HH income \$50K+
- Skews baby boomers

"I do all or most of my shopping for this category online"

ONLINE SHOPPERS

- Motivated by convenience
- Higher coupon usage
- Skews male (for food & HH goods)
- More likely to have children in HH
- HH income \$75K+
- Skews millennials & gen Xers

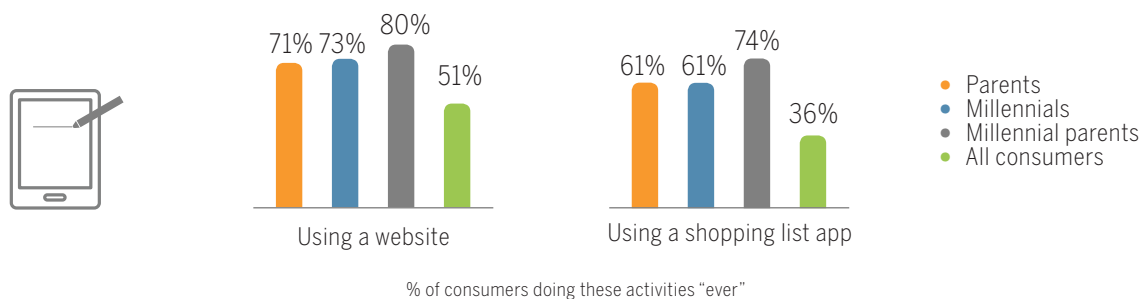
"I do about half of my shopping for this category online and the other half in a store"

OMNI-CHANNEL SHOPPERS

- Behaviors similar to online shopper
- Skews parents (for HBC products)
- HH income \$50K+
- Skews millennials & gen Xers

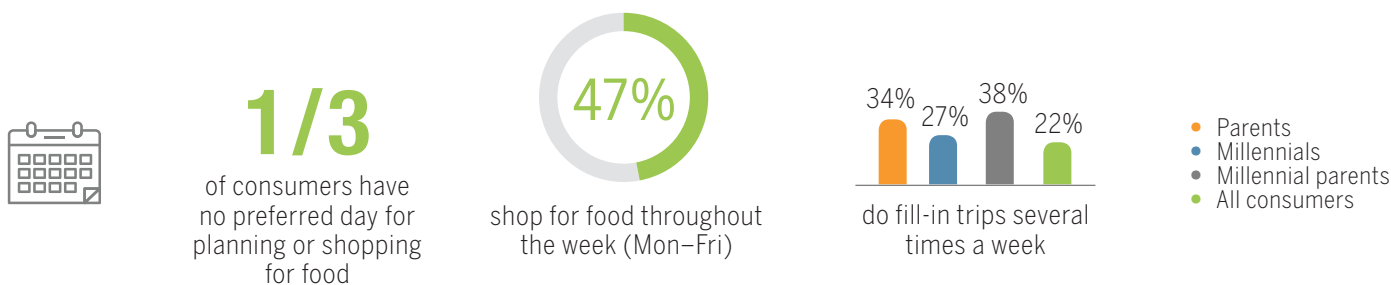
In-store & online shopper includes food, HH goods and HBC category purchases | omni-channel shopper includes HH goods and HBC category purchases

CHANGES IN LIST-MAKING (IN ADDITION TO HANDWRITTEN)



% of consumers doing these activities "ever"

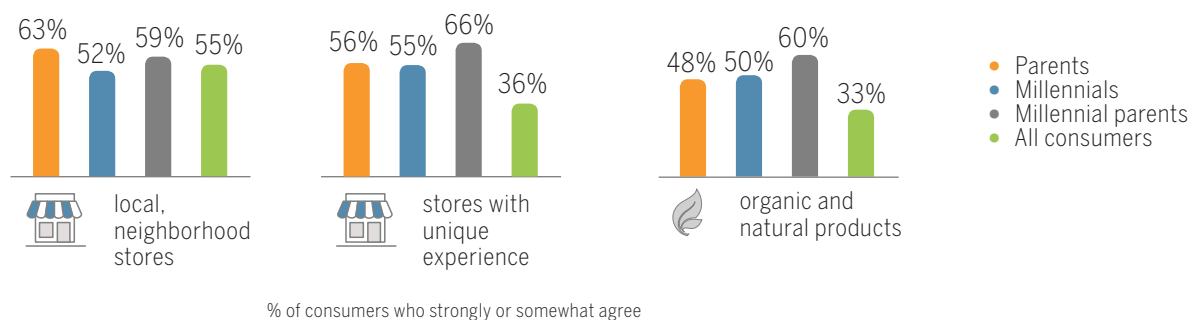
PLAN & SHOP AS NEEDED



TURNING TO NEW OPTIONS

ONCE A WEEK	ORDER...	ALL CONSUMERS	PARENTS	MILLENNIALS	MILLENNIAL PARENTS
	Groceries online from website	7%	14%	12%	15%
	Groceries online from a local grocer and pick up at the store	8%	17%	14%	20%
	Groceries online from a local grocer and delivered to my home	6%	10%	11%	13%
	A meal kit online delivered to my home	5%	10%	10%	14%

BESIDES SAVINGS, WHAT ATTRACTS MODERN SHOPPERS?



% of consumers who strongly or somewhat agree