



BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1088 adults. Fieldwork was undertaken between 6th - 9th October 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Gender		Age			Region				Race				Education				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Everyday	8%	8%	8%	11%	9%	4%	10%	7%	8%	7%	8%	9%	7%	9%	7%	9%	7%	9%	7%
A few times a week	16%	14%	17%	20%	16%	12%	17%	15%	16%	15%	14%	22%	12%	22%	15%	16%	16%	17%	18%
Once a week	10%	11%	10%	14%	10%	8%	10%	8%	14%	8%	10%	8%	16%	8%	12%	12%	9%	3%	12%
A few times a month	14%	14%	15%	15%	14%	13%	15%	17%	13%	12%	15%	10%	10%	20%	14%	16%	14%	10%	12%
Once a month	5%	6%	5%	4%	5%	6%	4%	7%	6%	4%	6%	3%	2%	3%	6%	5%	12%	5%	5%
Less often than once a month	16%	16%	17%	13%	15%	20%	14%	18%	15%	19%	17%	15%	13%	19%	16%	13%	19%	25%	17%
Never	30%	33%	28%	22%	30%	37%	30%	27%	28%	35%	29%	30%	39%	21%	35%	27%	28%	24%	29%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Everyday	8%	9%	7%	9%	8%	8%	10%	7%	9%	6%	8%	19%	3%	5%	9%	8%	6%	9%	7%
A few times a week	14%	16%	13%	15%	16%	13%	14%	14%	10%	20%	13%	14%	19%	18%	16%	16%	11%	12%	15%
Once a week	18%	17%	19%	16%	17%	20%	20%	16%	21%	14%	20%	18%	16%	7%	18%	18%	17%	20%	17%
A few times a month	9%	5%	13%	11%	7%	5%	5%	9%	14%	8%	9%	10%	7%	11%	8%	9%	13%	5%	10%
Once a month	4%	4%	5%	6%	5%	2%	3%	7%	4%	3%	4%	4%	2%	9%	2%	6%	5%	6%	4%
Less often than once a month	15%	14%	16%	12%	18%	25%	16%	20%	12%	14%	15%	11%	12%	25%	16%	15%	15%	21%	16%
Never	31%	34%	28%	30%	28%	34%	32%	28%	29%	35%	31%	24%	40%	26%	31%	31%	33%	27%	30%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)

Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)

Just to browse

When I'm looking for gifts for people

When I'm looking to travel / take a vacation

Other

Unweighted base	869	342	527	202	263	404	182	207	277	203	632	91	67	79	301	300	169	99	406
Base: All US adults who look for coupons	838	396	441	259	263	316	175	189	261	213	545	96	116	81	344	270	145	79	360
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	40%	39%	41%	42%	39%	40%	40%	41%	40%	41%	43%	45%	26%	36%	36%	38%	50%	46%	42%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	66%	57%	73%	52%	67%	75%	67%	67%	70%	57%	68%	61%	58%	66%	65%	64%	72%	62%	68%
Just to browse	31%	29%	33%	32%	33%	29%	36%	32%	30%	27%	32%	31%	27%	30%	29%	30%	32%	40%	29%
When I'm looking for gifts for people	24%	20%	27%	32%	23%	16%	27%	24%	22%	24%	22%	34%	23%	30%	20%	29%	24%	24%	26%
When I'm looking to travel / take a vacation	15%	12%	19%	21%	15%	11%	18%	13%	15%	15%	14%	21%	14%	23%	9%	22%	16%	18%	18%
Other	7%	9%	5%	8%	5%	8%	3%	9%	9%	6%	6%	6%	4%	18%	8%	6%	7%	6%	7%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

Groupon

Retailmenot

Zulily

Coupons.com

Slickdeals

LivingSocial

Other

Unweighted base	763	307	456	192	245	326	170	181	238	174	551	78	60	74	253	268	151	91	358
Base: All US adults who look for coupons online	739	355	384	247	234	258	165	168	228	178	484	82	96	77	287	246	132	74	323
Groupon	36%	31%	42%	42%	41%	27%	39%	33%	34%	40%	33%	39%	44%	45%	29%	45%	34%	41%	38%
Retailmenot	20%	14%	26%	25%	23%	14%	30%	15%	20%	18%	21%	22%	11%	27%	12%	27%	21%	28%	21%
Zulily	7%	6%	7%	11%	6%	3%	8%	3%	7%	7%	5%	16%	7%	9%	6%	7%	5%	8%	7%
Coupons.com	38%	34%	43%	42%	40%	34%	41%	31%	41%	41%	35%	36%	59%	37%	43%	33%	38%	39%	42%
Slickdeals	6%	9%	4%	9%	8%	2%	5%	7%	7%	5%	6%	8%	5%	9%	6%	6%	6%	7%	6%
LivingSocial	12%	15%	9%	18%	11%	7%	12%	9%	12%	15%	11%	16%	7%	18%	10%	14%	13%	14%	13%
Other	37%	40%	34%	26%	29%	54%	32%	39%	39%	36%	39%	34%	25%	41%	37%	33%	44%	37%	39%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

Yes, more than once

Unweighted base	869	342	527	202	263	404	182	207	277	203	632	91	67	79	301	300	169	99	406
Base: All US adults who look for coupons	838	396	441	259	263	316	175	189	261	213	545	96	116	81	344	270	145	79	360
Yes, more than once	41%	38%	43%	37%	51%	36%	45%	42%	45%	32%	42%	49%	32%	40%	40%	42%	41%	41%	41%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Marital Status					Children under the age of 18		Income				Social network					
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Everyday	8%	8%	11%	4%	9%	3%	11%	7%	10%	9%	6%	3%	8%	9%	5%	10%	19%	11%	11%
A few times a week	16%	24%	13%	12%	14%	15%	25%	12%	18%	18%	13%	10%	17%	21%	17%	20%	31%	21%	19%
Once a week	10%	12%	10%	11%	9%	9%	14%	9%	14%	7%	8%	9%	11%	11%	10%	14%	13%	13%	20%
A few times a month	14%	13%	15%	17%	17%	10%	13%	15%	11%	15%	15%	21%	14%	15%	15%	15%	15%	17%	12%
Once a month	5%	18%	5%	3%	4%	7%	5%	5%	4%	5%	10%	1%	5%	6%	7%	7%	3%	7%	8%
Less often than once a month	16%	4%	16%	17%	16%	24%	11%	19%	14%	19%	14%	22%	16%	14%	16%	15%	5%	12%	14%
Never	30%	21%	32%	37%	31%	33%	21%	34%	30%	27%	33%	33%	29%	23%	31%	19%	14%	20%	16%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Everyday	8%	14%	7%	14%	9%	3%	10%	7%	9%	10%	7%	4%	8%	9%	6%	10%	23%	8%	4%
A few times a week	14%	5%	13%	16%	14%	16%	16%	14%	18%	14%	11%	11%	15%	15%	18%	25%	25%	16%	20%
Once a week	18%	41%	21%	14%	15%	32%	17%	18%	19%	19%	17%	16%	18%	17%	14%	13%	14%	18%	17%
A few times a month	9%	4%	9%	9%	8%	7%	12%	8%	9%	9%	9%	10%	9%	9%	11%	9%	13%	13%	13%
Once a month	4%	3%	4%	3%	4%	11%	5%	4%	4%	5%	2%	6%	4%	5%	5%	6%	3%	5%	4%
Less often than once a month	15%	15%	15%	15%	15%	14%	14%	16%	13%	17%	15%	16%	16%	18%	17%	16%	7%	15%	21%
Never	31%	19%	32%	30%	34%	26%	25%	33%	28%	26%	40%	37%	30%	26%	30%	28%	16%	25%	21%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

Unweighted base	869	16	98	54	254	41	224	645	350	225	164	130	680	308	221	243	62	252	75
Base: All US adults who look for coupons	838	18	83	44	289	43	236	602	361	209	142	126	656	297	210	261	66	226	79
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	40%	60%	35%	38%	40%	38%	42%	40%	35%	44%	51%	39%	43%	44%	39%	44%	51%	47%	42%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	66%	42%	79%	70%	60%	62%	67%	65%	63%	69%	64%	69%	68%	66%	67%	59%	57%	74%	58%
Just to browse	31%	32%	32%	32%	35%	16%	32%	30%	31%	33%	32%	25%	31%	35%	28%	34%	25%	36%	33%
When I'm looking for gifts for people	24%	29%	16%	27%	2%	34%	20%	23%	29%	25%	19%	19%	24%	31%	27%	29%	50%	32%	31%
When I'm looking to travel / take a vacation	15%	15%	13%	11%	14%	11%	23%	12%	12%	17%	19%	18%	17%	19%	17%	20%	19%	18%	22%
Other	7%	-	4%	7%	7%	15%	6%	7%	7%	6%	7%	9%	6%	8%	6%	8%	6%	3%	5%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

Unweighted base	763	14	84	43	231	33	210	553	303	199	150	111	603	283	205	229	59	231	72
Base: All US adults who look for coupons online	739	17	72	35	257	35	223	516	310	187	132	110	582	277	185	248	62	209	75
Groupon	36%	29%	29%	37%	38%	30%	48%	31%	31%	38%	43%	42%	39%	43%	42%	49%	53%	48%	45%
Retailmenot	20%	32%	19%	20%	21%	9%	27%	17%	18%	22%	26%	15%	21%	23%	25%	24%	29%	33%	34%
Zulily	7%	22%	3%	14%	4%	5%	13%	4%	5%	6%	13%	2%	7%	10%	7%	11%	21%	9%	9%
Coupons.com	38%	39%	40%	20%	39%	16%	51%	33%	43%	39%	34%	31%	39%	39%	39%	39%	42%	45%	45%
Slickdeals	6%	31%	5%	11%	5%	2%	10%	4%	7%	6%	5%	5%	7%	9%	4%	8%	8%	5%	12%
LivingSocial	12%	6%	6%	10%	13%	16%	10%	11%	10%	10%	18%	9%	13%	18%	17%	18%	32%	21%	26%
Other	37%	16%	44%	40%	31%	55%	23%	43%	36%	39%	32%	43%	36%	31%	33%	27%	19%	24%	29%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

Unweighted base	869	16	98	54	254	41	224	645	350	225	164	130	680	308	221	243	62	252	75
Base: All US adults who look for coupons	838	18	83	44	289	43	236	602	361	209	142	126	656	297	210	261	66	226	79
Yes, more than once	41%	46%	40%	36%	42%	46%	50%	38%	41%	46%	36%	37%	43%	45%	38%	43%	49%	44%	50%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	s membership						
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

	1088	330	5	155	15	19	13	124
Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Everyday	8%	9%	9%	9%	9%	-	-	4%
A few times a week	16%	20%	23%	21%	22%	17%	27%	8%
Once a week	10%	10%	18%	19%	37%	14%	-	8%
A few times a month	14%	15%	13%	13%	-	26%	13%	8%
Once a month	5%	6%	-	7%	-	7%	-	7%
Less often than once a month	16%	14%	-	14%	12%	22%	19%	19%
Never	30%	25%	37%	18%	21%	14%	42%	47%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

	1088	330	5	155	15	19	13	124
Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Everyday	8%	8%	46%	8%	19%	-	19%	4%
A few times a week	14%	20%	23%	13%	37%	14%	-	10%
Once a week	18%	17%	-	17%	9%	25%	12%	16%
A few times a month	9%	11%	18%	11%	7%	-	13%	4%
Once a month	4%	5%	-	6%	-	7%	-	5%
Less often than once a month	15%	13%	13%	18%	16%	18%	13%	13%
Never	31%	26%	-	26%	11%	36%	43%	48%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

	869	267	5	135	13	18	8	91
Unweighted base	869	267	5	135	13	18	8	91
Base: All US adults who look for coupons	838	282	8	151	17	19	9	75
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	40%	45%	-	46%	49%	43%	28%	35%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	66%	67%	9%	61%	62%	79%	48%	65%
Just to browse	31%	32%	22%	34%	9%	41%	30%	39%
When I'm looking for gifts for people	24%	30%	46%	30%	19%	23%	9%	19%
When I'm looking to travel / take a vacation	15%	20%	18%	20%	39%	16%	-	11%
Other	7%	5%	23%	2%	8%	9%	52%	7%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

	763	248	4	127	12	16	7	72
Unweighted base	763	248	4	127	12	16	7	72
Base: All US adults who look for coupons online	739	255	5	143	16	17	8	60
Groupon	36%	47%	14%	47%	52%	50%	22%	19%
Retailmenot	20%	29%	14%	27%	10%	25%	9%	20%
Zuily	7%	12%	-	10%	13%	9%	-	4%
Coupons.com	38%	40%	35%	49%	10%	40%	22%	33%
Slickdeals	6%	8%	29%	4%	20%	-	-	2%
LivingSocial	12%	21%	14%	16%	52%	-	12%	1%
Other	37%	29%	58%	26%	14%	45%	68%	58%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

	869	267	5	135	13	18	8	91
Unweighted base	869	267	5	135	13	18	8	91
Base: All US adults who look for coupons	838	282	8	151	17	19	9	75
Yes, more than once	41%	43%	27%	40%	69%	20%	18%	37%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Gender		Age			Region				Race				Education					
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	
Yes, but only once	12%	13%	11%	20%	10%	7%	8%	10%	13%	16%	9%	23%	18%	12%	11%	15%	8%	13%	12%
No, I have not	34%	33%	34%	28%	27%	45%	35%	32%	29%	40%	35%	18%	42%	33%	32%	37%	39%	36%	36%
Don't know / can't recall	13%	15%	12%	16%	12%	13%	15%	13%	12%	15%	10%	8%	14%	15%	12%	14%	8%	11%	11%

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Very trusting	48%	43%	53%	46%	53%	47%	50%	56%	45%	44%	51%	47%	44%	42%	53%	46%	43%	44%	48%
Somewhat trusting	40%	42%	37%	36%	45%	39%	38%	43%	38%	38%	41%	41%	37%	35%	32%	43%	47%	50%	43%
Not very trusting	7%	8%	6%	12%	4%	6%	5%	5%	6%	12%	5%	6%	11%	17%	8%	7%	6%	4%	5%
Not at all trusting	5%	6%	4%	6%	6%	3%	6%	2%	6%	6%	4%	7%	8%	6%	7%	4%	4%	2%	4%
Net: Trusting	88%	86%	90%	82%	90%	91%	89%	93%	88%	82%	91%	88%	81%	77%	85%	89%	91%	93%	91%
Net: Not Trusting	12%	14%	10%	18%	10%	9%	11%	7%	12%	18%	9%	12%	19%	23%	15%	11%	9%	7%	9%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Very trusting	27%	23%	31%	30%	26%	25%	30%	29%	23%	27%	27%	24%	29%	28%	28%	28%	23%	29%	31%
Somewhat trusting	44%	42%	47%	40%	49%	44%	48%	48%	47%	37%	46%	51%	37%	39%	42%	43%	52%	49%	41%
Not very trusting	18%	22%	15%	16%	17%	22%	16%	17%	18%	23%	16%	19%	19%	18%	19%	21%	16%	15%	19%
Not at all trusting	10%	13%	7%	14%	9%	8%	8%	6%	12%	12%	9%	6%	15%	15%	12%	9%	10%	6%	10%
Net: Trusting	72%	65%	78%	71%	75%	70%	76%	77%	70%	65%	73%	75%	66%	67%	69%	71%	75%	79%	72%
Net: Not Trusting	28%	35%	22%	29%	25%	30%	24%	23%	30%	35%	27%	25%	34%	33%	31%	29%	25%	21%	28%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Very trusting	40%	34%	47%	43%	40%	38%	36%	45%	40%	39%	43%	37%	33%	34%	42%	41%	34%	40%	40%
Somewhat trusting	43%	46%	39%	37%	44%	46%	51%	40%	44%	35%	44%	48%	34%	40%	36%	44%	54%	45%	44%
Not very trusting	11%	12%	10%	13%	9%	11%	7%	11%	8%	17%	7%	8%	25%	17%	13%	9%	9%	11%	9%
Not at all trusting	6%	8%	5%	7%	7%	5%	6%	3%	8%	8%	6%	8%	8%	9%	9%	5%	4%	4%	7%
Net: Trusting	83%	80%	85%	80%	84%	83%	87%	86%	84%	74%	87%	84%	67%	74%	78%	86%	87%	84%	85%
Net: Not Trusting	17%	20%	15%	20%	16%	17%	13%	14%	16%	26%	13%	16%	33%	26%	22%	14%	13%	16%	15%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	1088	465	623	249	331	508	229	250	342	267	793	104	93	98	384	376	206	122	503
Base: All US adults	1059	527	532	316	336	406	237	231	317	274	685	117	158	98	439	337	184	98	453
Very trusting	23%	19%	26%	27%	24%	18%	30%	22%	19%	21%	23%	26%	25%	16%	25%	25%	17%	16%	25%
Somewhat trusting	50%	48%	52%	46%	50%	52%	43%	56%	49%	52%	52%	39%	49%	47%	45%	52%	52%	61%	49%
Not very trusting	18%	20%	15%	14%	17%	21%	17%	17%	20%	16%	17%	23%	11%	26%	16%	15%	25%	19%	17%
Not at all trusting	10%	12%	7%	13%	8%	9%	11%	5%	11%	11%	8%	12%	15%	10%	14%	8%	5%	8%	8%
Net: Trusting	73%	67%	78%	73%	75%	70%	73%	77%	69%	73%	75%	65%	74%	64%	70%	76%	69%	77%	75%
Net: Not Trusting	28%	33%	22%	27%	25%	30%	27%	23%	31%	27%	25%	35%	26%	36%	30%	24%	31%	23%	25%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Marital Status					Children under the age of 18		Income				Social network							
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	
Yes, but only once	12%	13%	10%	15%	11%	17%	14%	11%	12%	11%	16%	8%	11%	13%	11%	18%	18%	11%	13%
No, I have not	34%	30%	39%	37%	30%	24%	28%	37%	35%	26%	38%	37%	34%	29%	40%	32%	21%	32%	23%
Don't know / can't recall	13%	11%	10%	13%	17%	13%	10%	14%	11%	16%	10%	18%	12%	13%	12%	7%	11%	13%	14%

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Very trusting	48%	46%	44%	34%	52%	50%	51%	48%	53%	49%	42%	45%	50%	49%	46%	50%	43%	58%	46%
Somewhat trusting	40%	43%	43%	54%	34%	33%	39%	40%	35%	42%	46%	41%	39%	41%	44%	36%	48%	36%	46%
Not very trusting	7%	7%	7%	11%	8%	9%	4%	8%	7%	8%	7%	5%	7%	7%	10%	8%	3%	3%	3%
Not at all trusting	5%	4%	6%	1%	6%	8%	6%	5%	5%	2%	5%	10%	4%	3%	3%	4%	1%	3%	5%
Net: Trusting	88%	89%	87%	88%	86%	83%	89%	87%	88%	90%	87%	85%	89%	90%	90%	86%	91%	94%	92%
Net: Not Trusting	12%	11%	13%	12%	14%	17%	11%	13%	12%	10%	13%	15%	11%	10%	10%	14%	9%	6%	8%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Very trusting	27%	35%	24%	16%	25%	18%	35%	24%	29%	27%	30%	19%	29%	31%	26%	31%	36%	37%	33%
Somewhat trusting	44%	36%	50%	59%	46%	40%	40%	46%	43%	46%	46%	44%	43%	46%	44%	43%	38%	45%	48%
Not very trusting	18%	20%	17%	19%	17%	32%	16%	19%	21%	15%	19%	19%	19%	16%	24%	17%	21%	15%	17%
Not at all trusting	10%	7%	9%	6%	11%	10%	9%	10%	10%	6%	9%	18%	9%	7%	6%	9%	4%	4%	2%
Net: Trusting	72%	73%	74%	76%	72%	58%	74%	71%	72%	73%	76%	63%	72%	77%	70%	73%	74%	81%	81%
Net: Not Trusting	28%	27%	26%	24%	28%	42%	26%	29%	28%	27%	24%	37%	28%	23%	30%	27%	26%	19%	19%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Very trusting	40%	27%	42%	45%	40%	33%	42%	39%	42%	45%	35%	33%	41%	40%	33%	41%	42%	50%	39%
Somewhat trusting	43%	63%	46%	43%	37%	49%	42%	43%	39%	46%	48%	41%	42%	47%	47%	44%	49%	35%	51%
Not very trusting	11%	7%	7%	6%	16%	11%	8%	12%	13%	7%	12%	11%	11%	9%	17%	11%	6%	11%	7%
Not at all trusting	6%	4%	5%	5%	7%	7%	8%	6%	6%	2%	5%	14%	6%	4%	3%	4%	3%	4%	3%
Net: Trusting	83%	89%	87%	87%	77%	83%	84%	82%	81%	91%	83%	75%	83%	88%	80%	85%	91%	86%	90%
Net: Not Trusting	17%	11%	13%	11%	23%	17%	16%	18%	19%	9%	17%	25%	17%	12%	20%	15%	9%	14%	10%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	1088	20	125	65	324	51	268	820	428	271	217	172	848	375	277	289	70	286	86
Base: All US adults	1059	22	106	55	372	52	282	777	440	255	197	165	819	359	267	305	73	260	90
Very trusting	23%	23%	20%	18%	22%	16%	30%	20%	27%	24%	19%	15%	25%	29%	21%	31%	31%	28%	31%
Somewhat trusting	50%	39%	51%	53%	50%	49%	45%	52%	42%	54%	58%	54%	48%	48%	55%	46%	44%	53%	49%
Not very trusting	18%	9%	19%	22%	16%	29%	16%	18%	18%	17%	16%	20%	18%	17%	18%	14%	20%	15%	16%
Not at all trusting	10%	29%	10%	8%	12%	7%	9%	10%	13%	4%	8%	11%	9%	7%	6%	9%	6%	4%	4%
Net: Trusting	73%	62%	71%	70%	72%	65%	75%	72%	69%	79%	76%	69%	73%	77%	76%	77%	74%	81%	80%
Net: Not Trusting	28%	38%	29%	30%	28%	35%	25%	28%	31%	21%	24%	31%	27%	23%	24%	23%	26%	19%	20%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	s membership						
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Yes, but only once	12%	17%	37%	18%	23%	15%	9%
No, I have not	34%	29%	13%	32%	8%	36%	42%
Don't know / can't recall	13%	11%	23%	10%	-	30%	12%

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Very trusting	48%	54%	40%	51%	57%	31%	32%	43%
Somewhat trusting	40%	34%	23%	29%	43%	57%	35%	41%
Not very trusting	7%	7%	37%	14%	-	7%	13%	6%
Not at all trusting	5%	5%	-	6%	-	5%	20%	11%
Net: Trusting	88%	89%	63%	80%	100%	88%	67%	83%
Net: Not Trusting	12%	11%	37%	20%	-	12%	33%	17%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Very trusting	27%	32%	-	35%	31%	31%	7%	15%
Somewhat trusting	44%	43%	100%	40%	40%	56%	48%	43%
Not very trusting	18%	17%	-	13%	29%	14%	7%	21%
Not at all trusting	10%	8%	-	11%	-	-	38%	20%
Net: Trusting	72%	75%	100%	75%	71%	86%	55%	59%
Net: Not Trusting	28%	25%	-	25%	29%	14%	45%	41%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Very trusting	40%	39%	37%	43%	42%	9%	32%	36%
Somewhat trusting	43%	44%	45%	38%	51%	63%	35%	40%
Not very trusting	11%	11%	18%	14%	7%	28%	13%	12%
Not at all trusting	6%	6%	-	5%	-	-	19%	12%
Net: Trusting	83%	83%	82%	81%	93%	72%	67%	76%
Net: Not Trusting	17%	17%	18%	19%	7%	28%	33%	24%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	1088	330	5	155	15	19	13	124
Base: All US adults	1059	343	8	174	20	20	13	114
Very trusting	23%	26%	9%	30%	36%	23%	-	15%
Somewhat trusting	50%	48%	73%	42%	53%	61%	61%	46%
Not very trusting	18%	18%	-	18%	4%	16%	26%	23%
Not at all trusting	10%	8%	18%	10%	7%	-	13%	16%
Net: Trusting	73%	74%	82%	72%	89%	84%	61%	61%
Net: Not Trusting	28%	26%	18%	28%	11%	16%	39%	39%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Gender		Age			Region				Race				Education				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Everyday	11%	11%	11%	11%	-	-	13%	14%	5%	13%	12%	11%	9%	10%	9%	16%	5%	13%	13%
A few times a week	20%	21%	19%	20%	-	-	20%	16%	26%	17%	16%	46%	9%	28%	22%	19%	14%	28%	28%
Once a week	14%	19%	10%	14%	-	-	11%	4%	20%	17%	13%	10%	27%	4%	18%	15%	5%	5%	20%
A few times a month	15%	14%	17%	15%	-	-	15%	15%	14%	18%	16%	9%	12%	23%	11%	17%	25%	8%	14%
Once a month	4%	4%	5%	4%	-	-	2%	12%	3%	2%	5%	2%	6%	2%	2%	5%	9%	8%	2%
Less often than once a month	13%	11%	16%	13%	-	-	10%	19%	13%	13%	14%	7%	15%	14%	13%	8%	24%	19%	9%
Never	22%	22%	22%	22%	-	-	28%	19%	19%	20%	25%	15%	21%	19%	26%	19%	18%	18%	13%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Everyday	9%	11%	7%	9%	-	-	10%	11%	7%	9%	9%	29%	4%	3%	13%	10%	2%	-	5%
A few times a week	15%	20%	9%	15%	-	-	16%	10%	9%	23%	13%	21%	8%	24%	9%	24%	7%	22%	22%
Once a week	16%	16%	16%	16%	-	-	13%	12%	25%	14%	17%	23%	22%	2%	20%	13%	16%	10%	24%
A few times a month	11%	5%	17%	11%	-	-	7%	8%	19%	10%	11%	8%	10%	16%	10%	9%	16%	22%	17%
Once a month	6%	5%	7%	6%	-	-	4%	13%	5%	5%	4%	2%	6%	15%	3%	9%	5%	19%	6%
Less often than once a month	12%	10%	13%	12%	-	-	17%	16%	7%	9%	11%	4%	15%	12%	7%	26%	5%	14%	14%
Never	30%	32%	29%	30%	-	-	33%	30%	29%	30%	35%	12%	36%	24%	33%	29%	28%	23%	12%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)
Just to browse
When I'm looking for gifts for people
When I'm looking to travel / take a vacation
Other

Unweighted base	202	65	137	202	-	-	51	40	60	51	100	32	37	33	75	85	30	12	61
Base: All US adults who look for coupons	259	126	133	259	-	-	62	48	75	74	121	36	59	44	108	96	42	13	79
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	42%	40%	45%	42%	-	-	43%	39%	39%	46%	46%	50%	32%	38%	44%	35%	53%	47%	40%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	52%	41%	63%	52%	-	-	65%	48%	63%	34%	56%	49%	38%	65%	39%	58%	71%	61%	64%
Just to browse	32%	24%	39%	32%	-	-	40%	44%	30%	19%	38%	24%	25%	28%	26%	31%	42%	50%	33%
When I'm looking for gifts for people	32%	33%	31%	32%	-	-	37%	34%	29%	29%	31%	55%	26%	25%	25%	37%	36%	42%	32%
When I'm looking to travel / take a vacation	21%	14%	27%	21%	-	-	25%	23%	22%	15%	22%	24%	17%	23%	15%	27%	19%	26%	23%
Other	8%	11%	5%	8%	-	-	1%	10%	15%	5%	4%	11%	5%	22%	11%	5%	10%	-	10%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

Groupon
Retailmenot
Zuily
Coupons.com
Slickdeals
LivingSocial
Other

Unweighted base	192	63	129	192	-	-	51	39	55	47	97	30	33	32	69	82	29	12	56
Base: All US adults who look for coupons online	247	122	125	247	-	-	62	47	70	68	118	32	53	43	100	93	41	13	74
Groupon	42%	33%	51%	42%	-	-	46%	42%	47%	33%	41%	48%	37%	48%	30%	56%	33%	61%	48%
Retailmenot	25%	14%	36%	25%	-	-	36%	20%	29%	14%	31%	19%	6%	35%	15%	33%	26%	39%	29%
Zuily	11%	11%	11%	11%	-	-	16%	8%	10%	9%	7%	32%	9%	7%	11%	15%	6%	-	19%
Coupons.com	42%	39%	44%	42%	-	-	40%	33%	49%	42%	35%	34%	68%	34%	46%	34%	39%	73%	55%
Slickdeals	9%	12%	5%	9%	-	-	7%	12%	11%	5%	6%	15%	9%	11%	9%	11%	4%	-	11%
LivingSocial	18%	28%	7%	18%	-	-	19%	15%	19%	17%	22%	26%	1%	19%	14%	23%	16%	18%	24%
Other	26%	29%	24%	26%	-	-	23%	26%	25%	30%	21%	16%	28%	46%	29%	20%	39%	11%	32%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

Yes, more than once
Yes, but only once
No, I have not
Don't know / can't recall

Unweighted base	202	65	137	202	-	-	51	40	60	51	100	32	37	33	75	85	30	12	61
Base: All US adults who look for coupons	259	126	133	259	-	-	62	48	75	74	121	36	59	44	108	96	42	13	79
Yes, more than once	37%	33%	40%	37%	-	-	40%	31%	45%	29%	42%	23%	39%	32%	40%	35%	34%	27%	44%
Yes, but only once	20%	22%	18%	20%	-	-	17%	24%	17%	23%	17%	44%	26%	17%	18%	24%	10%	28%	24%
No, I have not	28%	25%	30%	28%	-	-	27%	24%	23%	35%	25%	14%	37%	35%	23%	27%	39%	33%	25%
Don't know / can't recall	16%	19%	12%	16%	-	-	15%	21%	15%	13%	17%	20%	10%	15%	18%	12%	17%	13%	8%

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Very trusting	46%	44%	48%	46%	-	-	51%	56%	41%	38%	56%	24%	40%	36%	46%	45%	44%	52%	55%
Somewhat trusting	36%	39%	34%	36%	-	-	37%	35%	38%	35%	36%	56%	27%	34%	27%	46%	34%	48%	33%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Marital Status					Children under the age of 18		Income				Social network					
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Everyday	11%	20%	45%	-	9%	-	13%	10%	14%	8%	14%	3%	11%	11%	11%	13%	20%	19%	15%
A few times a week	20%	29%	17%	13%	16%	18%	26%	17%	20%	27%	21%	11%	21%	23%	19%	21%	20%	20%	22%
Once a week	14%	-	-	15%	12%	28%	17%	13%	20%	6%	2%	16%	15%	12%	16%	18%	22%	13%	24%
A few times a month	15%	17%	10%	28%	15%	22%	17%	15%	9%	20%	26%	22%	15%	15%	19%	17%	11%	16%	10%
Once a month	4%	34%	-	-	4%	12%	3%	5%	5%	3%	9%	1%	5%	8%	7%	-	9%	10%	
Less often than once a month	13%	-	17%	-	17%	6%	9%	15%	12%	14%	14%	16%	14%	14%	13%	11%	3%	11%	13%
Never	22%	-	10%	45%	27%	13%	15%	26%	20%	22%	15%	30%	18%	17%	14%	14%	4%	11%	6%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Everyday	9%	20%	10%	45%	10%	-	9%	10%	11%	9%	7%	5%	8%	7%	6%	12%	26%	12%	4%
A few times a week	15%	-	19%	40%	10%	39%	17%	14%	16%	13%	20%	9%	14%	16%	21%	22%	23%	16%	29%
Once a week	16%	53%	11%	-	12%	13%	24%	12%	20%	14%	20%	4%	18%	15%	11%	11%	19%	15%	14%
A few times a month	11%	10%	7%	-	10%	-	19%	7%	10%	15%	16%	8%	11%	13%	19%	8%	16%	15%	16%
Once a month	6%	-	-	15%	5%	29%	4%	7%	3%	12%	2%	13%	6%	7%	9%	8%	3%	7%	5%
Less often than once a month	12%	17%	9%	-	12%	-	10%	13%	9%	16%	7%	17%	13%	13%	14%	9%	3%	15%	15%
Never	30%	-	44%	-	41%	19%	17%	37%	31%	21%	29%	43%	30%	29%	20%	30%	11%	19%	17%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

Unweighted base
Base: All US adults who look for coupons
 To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)
 Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)
 Just to browse
 When I'm looking for gifts for people
 When I'm looking to travel / take a vacation
 Other

Unweighted base	202	5	8	4	115	9	81	121	100	44	29	29	164	82	48	82	27	76	36
Base: All US adults who look for coupons	259	9	8	6	145	12	100	159	130	58	33	38	209	106	63	114	33	79	44
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	42%	71%	37%	40%	45%	7%	43%	42%	36%	50%	60%	36%	47%	49%	39%	45%	45%	44%	48%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	52%	10%	50%	15%	50%	52%	62%	46%	44%	61%	64%	57%	58%	60%	57%	48%	47%	64%	51%
Just to browse	32%	17%	-	15%	35%	21%	31%	32%	36%	26%	35%	22%	31%	36%	33%	34%	23%	48%	36%
When I'm looking for gifts for people	32%	20%	9%	60%	35%	-	32%	32%	29%	43%	30%	27%	30%	38%	44%	37%	60%	37%	37%
When I'm looking to travel / take a vacation	21%	17%	30%	28%	18%	39%	29%	16%	18%	26%	22%	24%	23%	21%	19%	22%	18%	20%	24%
Other	8%	-	-	-	7%	20%	7%	8%	5%	6%	7%	24%	4%	7%	5%	10%	9%	1%	2%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

Unweighted base
Base: All US adults who look for coupons online
 Groupon
 Retailmenot
 Zulily
 Coupons.com
 Slickdeals
 LivingSocial
 Other

Unweighted base	192	5	8	3	111	9	75	117	96	41	28	27	158	82	47	81	26	74	36
Base: All US adults who look for coupons online	247	9	8	4	140	12	94	153	126	54	32	36	204	106	62	112	32	78	44
Groupon	42%	20%	11%	23%	43%	38%	42%	42%	29%	49%	63%	59%	44%	50%	44%	52%	54%	53%	52%
Retailmenot	25%	20%	41%	27%	24%	-	24%	25%	20%	34%	36%	19%	26%	27%	32%	24%	22%	38%	40%
Zulily	11%	20%	19%	-	5%	15%	22%	4%	9%	16%	23%	-	12%	16%	5%	15%	22%	13%	10%
Coupons.com	42%	27%	11%	27%	40%	13%	56%	33%	45%	46%	38%	23%	45%	38%	38%	40%	27%	43%	48%
Slickdeals	9%	51%	-	77%	4%	-	11%	7%	11%	10%	6%	-	9%	10%	7%	10%	9%	6%	13%
LivingSocial	18%	-	-	50%	15%	33%	19%	17%	15%	16%	35%	13%	17%	25%	24%	23%	38%	25%	31%
Other	26%	-	28%	-	25%	27%	27%	26%	29%	23%	13%	35%	25%	27%	22%	21%	12%	13%	28%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

Unweighted base
Base: All US adults who look for coupons
 Yes, more than once
 Yes, but only once
 No, I have not
 Don't know / can't recall

Unweighted base	202	5	8	4	115	9	81	121	100	44	29	29	164	82	48	82	27	76	36
Base: All US adults who look for coupons	259	9	8	6	145	12	100	159	130	58	33	38	209	106	63	114	33	79	44
Yes, more than once	37%	63%	-	27%	36%	13%	47%	30%	42%	35%	37%	21%	40%	40%	26%	35%	47%	34%	42%
Yes, but only once	20%	20%	37%	73%	13%	38%	13%	25%	16%	31%	23%	16%	18%	19%	28%	25%	19%	17%	19%
No, I have not	28%	17%	51%	-	31%	14%	30%	26%	30%	13%	25%	42%	29%	26%	31%	32%	23%	27%	20%
Don't know / can't recall	16%	-	11%	-	20%	35%	11%	19%	12%	21%	14%	20%	13%	15%	15%	8%	11%	22%	19%

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

Unweighted base
Base: All US adults
 Very trusting
 Somewhat trusting

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Very trusting	46%	53%	10%	-	45%	28%	50%	43%	47%	50%	46%	37%	48%	44%	46%	47%	38%	52%	38%
Somewhat trusting	36%	47%	63%	40%	36%	30%	39%	35%	40%	35%	29%	33%	37%	40%	38%	33%	49%	38%	53%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	s membership						
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYC_q1_1. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- Online (e.g., couponing websites, online advertisements, etc.)

	249	138	2	89	3	11	7	12
Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Everyday	11%	12%	-	9%	32%	-	-	5%
A few times a week	20%	21%	38%	16%	14%	12%	33%	5%
Once a week	14%	13%	-	26%	54%	19%	-	6%
A few times a month	15%	15%	-	12%	-	25%	12%	6%
Once a month	4%	7%	-	6%	-	10%	-	-
Less often than once a month	13%	15%	-	14%	-	23%	22%	16%
Never	22%	17%	62%	17%	-	10%	33%	62%

ZYC_q1_2. How often, if ever, do you look for coupons in each of the following ways? Please select one option on each row.

- In print (e.g., newspapers, magazines, etc.)

	249	138	2	89	3	11	7	12
Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Everyday	9%	8%	62%	4%	32%	-	22%	-
A few times a week	15%	18%	38%	9%	68%	12%	-	5%
Once a week	16%	17%	-	21%	-	23%	-	-
A few times a month	11%	13%	-	14%	-	-	12%	-
Once a month	6%	5%	-	8%	-	10%	-	6%
Less often than once a month	12%	12%	-	12%	-	18%	22%	17%
Never	30%	27%	-	32%	-	36%	45%	72%

ZYC_q2. For which of the following reasons do you ever look for coupons? Please select all that apply.

	202	115	2	75	3	11	4	7
Unweighted base	202	115	2	75	3	11	4	7
Base: All US adults who look for coupons	259	137	5	94	6	14	5	7
To see if there are any for a product I want (e.g., TV, furniture, car/truck, etc.)	42%	48%	-	43%	14%	42%	-	25%
Before I go to the store (e.g., grocery shopping, clothes shopping, etc.)	52%	59%	-	57%	54%	83%	17%	63%
Just to browse	32%	33%	-	31%	-	52%	17%	74%
When I'm looking for gifts for people	32%	32%	62%	29%	32%	25%	-	62%
When I'm looking to travel / take a vacation	21%	25%	-	17%	54%	18%	-	39%
Other	8%	6%	38%	3%	-	7%	83%	12%

ZYC_q3. Which of the following websites do you typically use to find coupons online? Please select all that apply.

	192	112	7	73	3	10	4	6
Unweighted base	192	112	7	73	3	10	4	6
Base: All US adults who look for coupons online	247	134	2	92	6	13	5	6
Groupon	42%	52%	-	41%	68%	61%	17%	55%
Retailmenot	25%	30%	-	26%	-	28%	-	44%
Zuily	11%	15%	-	12%	-	12%	-	-
Coupons.com	42%	42%	-	55%	-	40%	17%	70%
Slickdeals	9%	10%	-	2%	-	-	-	16%
LivingSocial	18%	21%	-	10%	86%	-	17%	14%
Other	26%	24%	100%	29%	-	39%	83%	30%

ZYC_q4. Have you ever purchased something specifically because you had a coupon for it, even though you didn't need the item you purchased? Please select the option that best applies.

	202	115	2	75	3	11	4	7
Unweighted base	202	115	2	75	3	11	4	7
Base: All US adults who look for coupons	259	137	5	94	6	14	5	7
Yes, more than once	37%	41%	-	38%	46%	23%	-	50%
Yes, but only once	20%	20%	62%	14%	54%	20%	17%	12%
No, I have not	28%	26%	-	37%	-	29%	17%	39%
Don't know / can't recall	16%	13%	38%	11%	-	29%	65%	-

ZYC_q5_1. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- In the mail (e.g., circulars, etc.)

	249	138	2	89	3	11	7	12
Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Very trusting	46%	48%	-	42%	86%	22%	33%	64%
Somewhat trusting	36%	35%	38%	32%	14%	61%	12%	11%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Gender		Age			Region				Race				Education					
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	
Not very trusting	12%	15%	8%	12%	-	-	5%	5%	10%	24%	2%	14%	23%	25%	18%	6%	12%	-	6%
Not at all trusting	6%	3%	10%	6%	-	-	7%	4%	11%	3%	6%	6%	10%	5%	8%	4%	10%	-	6%
Net: Trusting	82%	82%	82%	82%	-	-	88%	91%	79%	72%	93%	80%	67%	70%	74%	91%	73%	100%	88%
Net: Not Trusting	18%	18%	18%	18%	-	-	12%	9%	21%	28%	7%	20%	33%	30%	26%	9%	22%	-	12%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Very trusting	30%	31%	30%	30%	-	-	29%	36%	31%	28%	32%	19%	30%	36%	30%	34%	21%	42%	49%
Somewhat trusting	40%	35%	46%	40%	-	-	46%	44%	39%	34%	44%	48%	38%	28%	39%	37%	52%	44%	33%
Not very trusting	16%	18%	13%	16%	-	-	14%	12%	15%	20%	17%	31%	4%	16%	13%	19%	15%	14%	10%
Not at all trusting	14%	16%	11%	14%	-	-	12%	8%	14%	18%	7%	3%	29%	19%	10%	13%	-	-	9%
Net: Trusting	71%	66%	76%	71%	-	-	74%	80%	70%	62%	76%	66%	68%	64%	68%	71%	73%	86%	82%
Net: Not Trusting	29%	34%	24%	29%	-	-	26%	20%	30%	38%	24%	34%	32%	36%	32%	29%	27%	14%	18%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Very trusting	43%	40%	46%	43%	-	-	35%	44%	45%	48%	49%	37%	38%	34%	46%	45%	29%	46%	45%
Somewhat trusting	37%	40%	33%	37%	-	-	49%	34%	35%	28%	39%	46%	26%	38%	26%	41%	56%	40%	39%
Not very trusting	13%	14%	11%	13%	-	-	11%	14%	8%	19%	6%	15%	23%	18%	19%	8%	8%	14%	6%
Not at all trusting	7%	5%	10%	7%	-	-	5%	8%	13%	5%	5%	3%	12%	10%	10%	6%	6%	-	10%
Net: Trusting	80%	81%	79%	80%	-	-	84%	78%	80%	77%	88%	82%	65%	72%	72%	86%	85%	86%	84%
Net: Not Trusting	20%	19%	21%	20%	-	-	16%	22%	20%	23%	12%	18%	35%	28%	28%	14%	15%	14%	16%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	249	83	166	249	-	-	65	49	72	63	127	35	45	42	97	103	35	14	68
Base: All US adults	316	156	161	316	-	-	86	58	87	85	158	38	68	53	134	116	50	16	85
Very trusting	27%	29%	25%	27%	-	-	31%	26%	27%	23%	29%	37%	24%	18%	27%	34%	12%	20%	36%
Somewhat trusting	46%	41%	50%	46%	-	-	45%	52%	40%	49%	52%	47%	36%	41%	47%	43%	52%	40%	36%
Not very trusting	14%	15%	13%	14%	-	-	16%	13%	15%	11%	10%	13%	10%	32%	8%	12%	28%	31%	16%
Not at all trusting	13%	15%	12%	13%	-	-	8%	9%	18%	16%	10%	3%	30%	10%	18%	11%	8%	9%	11%
Net: Trusting	73%	70%	75%	73%	-	-	76%	78%	67%	72%	81%	84%	60%	58%	74%	77%	64%	60%	73%
Net: Not Trusting	27%	30%	25%	27%	-	-	24%	22%	33%	28%	19%	16%	40%	42%	26%	23%	36%	40%	27%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	Marital Status					Children under the age of 18		Income				Social network							
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	
Not very trusting	12%	-	17%	60%	12%	29%	6%	15%	12%	10%	19%	6%	10%	11%	12%	17%	11%	6%	3%
Not at all trusting	6%	-	10%	-	7%	13%	6%	7%	2%	5%	7%	23%	5%	5%	3%	4%	2%	4%	6%
Net: Trusting	82%	100%	72%	40%	82%	58%	89%	78%	86%	85%	74%	70%	85%	84%	79%	87%	90%	91%	
Net: Not Trusting	18%	-	28%	60%	18%	42%	11%	22%	14%	15%	26%	30%	15%	16%	15%	21%	13%	10%	9%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Very trusting	30%	57%	30%	-	24%	10%	41%	25%	32%	31%	41%	19%	33%	30%	35%	30%	35%	40%	32%
Somewhat trusting	40%	43%	44%	57%	44%	18%	38%	42%	43%	47%	37%	28%	38%	43%	36%	40%	33%	43%	45%
Not very trusting	16%	-	16%	43%	15%	58%	12%	17%	14%	14%	20%	18%	17%	20%	27%	18%	27%	14%	21%
Not at all trusting	14%	-	10%	-	17%	14%	9%	16%	11%	9%	2%	36%	11%	7%	2%	13%	5%	4%	2%
Net: Trusting	71%	100%	74%	57%	68%	28%	79%	67%	74%	77%	78%	47%	71%	73%	71%	70%	68%	82%	77%
Net: Not Trusting	29%	-	26%	43%	32%	72%	21%	33%	26%	23%	22%	53%	29%	27%	29%	30%	32%	18%	23%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Very trusting	43%	37%	55%	87%	42%	18%	47%	41%	44%	50%	45%	30%	42%	34%	38%	37%	40%	48%	39%
Somewhat trusting	37%	63%	45%	13%	34%	52%	38%	37%	37%	43%	36%	30%	39%	52%	52%	43%	53%	34%	55%
Not very trusting	13%	-	-	-	17%	23%	10%	14%	17%	4%	15%	11%	14%	9%	10%	14%	3%	14%	3%
Not at all trusting	7%	-	-	-	7%	7%	7%	8%	3%	3%	4%	29%	5%	4%	1%	6%	4%	4%	4%
Net: Trusting	80%	100%	100%	100%	76%	70%	83%	78%	80%	93%	81%	60%	81%	86%	89%	81%	93%	82%	93%
Net: Not Trusting	20%	-	-	-	24%	30%	17%	22%	20%	7%	19%	40%	19%	14%	11%	19%	7%	18%	7%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	249	5	9	4	152	11	91	158	122	51	34	42	199	99	55	97	28	85	38
Base: All US adults	316	9	9	6	192	14	110	206	158	69	37	51	250	128	72	130	34	88	46
Very trusting	27%	37%	10%	28%	23%	24%	35%	22%	33%	30%	23%	7%	29%	27%	28%	32%	43%	30%	42%
Somewhat trusting	46%	29%	73%	72%	49%	47%	41%	49%	35%	60%	56%	55%	43%	42%	43%	38%	33%	47%	40%
Not very trusting	14%	-	7%	-	14%	22%	14%	14%	18%	6%	9%	17%	15%	19%	23%	15%	13%	19%	16%
Not at all trusting	13%	34%	10%	-	14%	7%	10%	15%	15%	4%	11%	22%	13%	12%	6%	15%	10%	4%	2%
Net: Trusting	73%	66%	83%	100%	72%	71%	76%	71%	67%	90%	79%	62%	72%	69%	71%	70%	76%	78%	82%
Net: Not Trusting	27%	34%	17%	-	28%	29%	24%	29%	33%	10%	21%	38%	28%	31%	29%	30%	24%	22%	18%

YouGov NY
Coupons

US_nat Sample: 6th - 9th October 2017



Total	s membership							
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	
Not very trusting	12%	11%	62%	17%	-	10%	22%	6%
Not at all trusting	6%	6%	-	8%	-	7%	33%	19%
Net: Trusting	82%	83%	38%	75%	100%	83%	45%	75%
Net: Not Trusting	18%	17%	62%	25%	-	17%	55%	26%

ZYC_q5_2. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Through email

Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Very trusting	30%	33%	-	33%	32%	36%	12%	-
Somewhat trusting	40%	44%	100%	37%	14%	48%	45%	50%
Not very trusting	16%	15%	-	14%	54%	16%	-	12%
Not at all trusting	14%	8%	-	17%	-	-	43%	39%
Net: Trusting	71%	77%	100%	69%	46%	84%	57%	50%
Net: Not Trusting	29%	23%	-	31%	54%	16%	43%	50%

ZYC_q5_3. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- From a hand out (e.g., a coupon handed to you while shopping, etc.)

Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Very trusting	43%	40%	62%	38%	32%	12%	35%	64%
Somewhat trusting	37%	45%	38%	38%	68%	54%	12%	17%
Not very trusting	13%	9%	-	16%	-	33%	22%	-
Not at all trusting	7%	6%	-	8%	-	-	32%	19%
Net: Trusting	80%	85%	100%	76%	100%	67%	46%	81%
Net: Not Trusting	20%	15%	-	24%	-	33%	54%	19%

ZYC_q5_4. For the following question even if you do not look for coupons we are still interested in your opinion. To what extent would you be trusting, if at all, of a coupon you received from each of the following sources? Please select one option on each row.

- Found online (e.g., from a couponing site, advertisement, etc.)

Unweighted base	249	138	2	89	3	11	7	12
Base: All US adults	316	163	5	111	6	14	8	16
Very trusting	27%	28%	-	30%	32%	19%	-	30%
Somewhat trusting	46%	43%	100%	33%	68%	65%	57%	50%
Not very trusting	14%	17%	-	21%	-	16%	22%	-
Not at all trusting	13%	11%	-	15%	-	-	22%	19%
Net: Trusting	73%	71%	100%	63%	100%	84%	57%	81%
Net: Not Trusting	27%	29%	-	37%	-	16%	43%	19%