



# Women, Coupons and Holiday Shopping: Trend Snapshot

OCTOBER 28, 2008

## EXECUTIVE SUMMARY (findings)

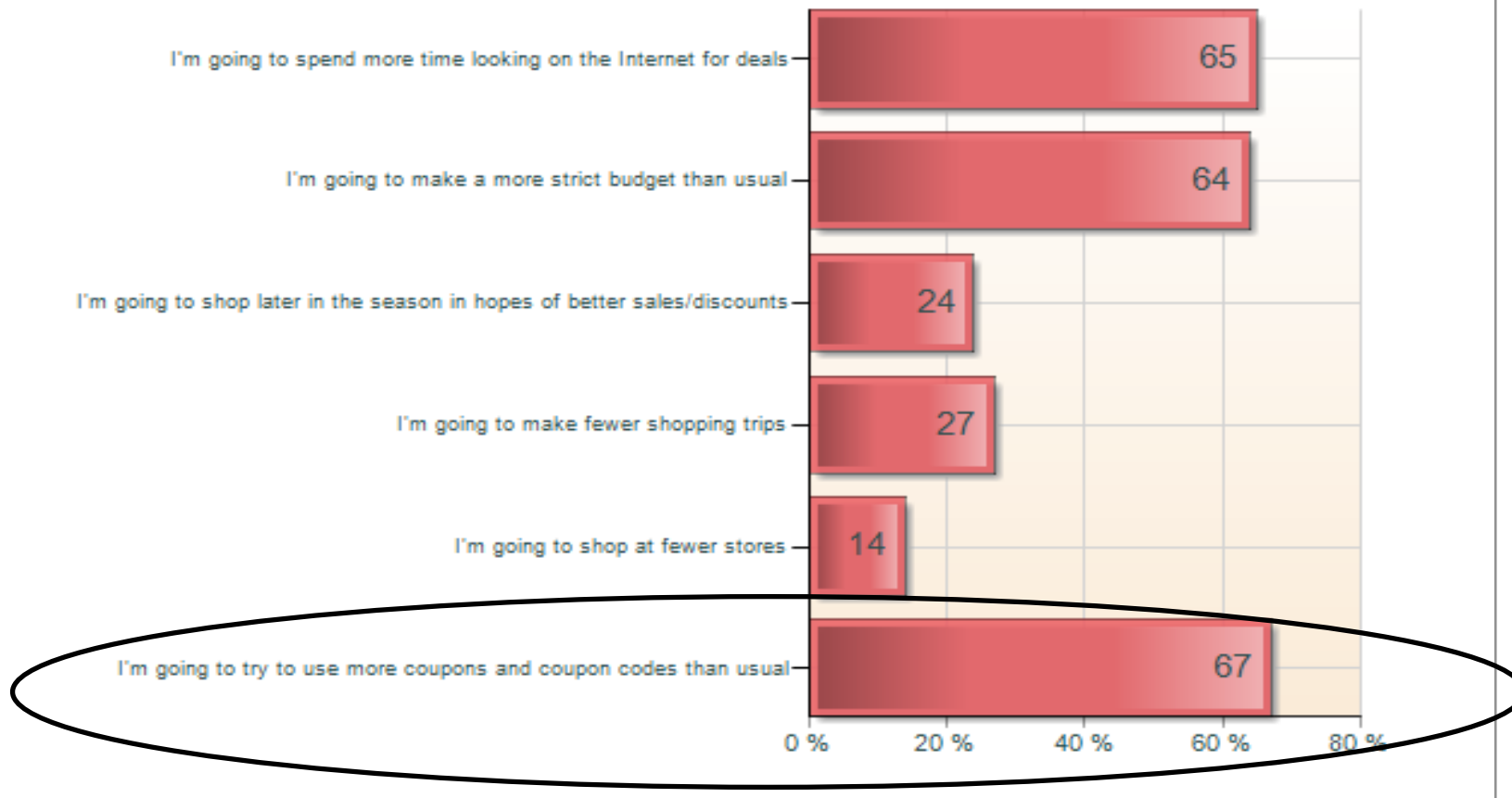
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*Coupons reign supreme this holiday shopping season as women not only share them with friends but also recognize their impact on purchase decisions.*

1. **Women are looking for deals** and are paying attention to coupons and online promo codes. They are more likely to try a new store or product with a coupon. **Mass Merchandisers have the most to gain**
2. **Even with recession concerns**, women are less likely to make a stricter budget this holiday shopping season than they are to use more coupons
3. **Coupons and flyers** received via mail will **determine where women will shop** this holiday season
4. Women like to **“share the coupon wealth”** with 78% reporting that they have shared a coupon with a friend in the last 3 months

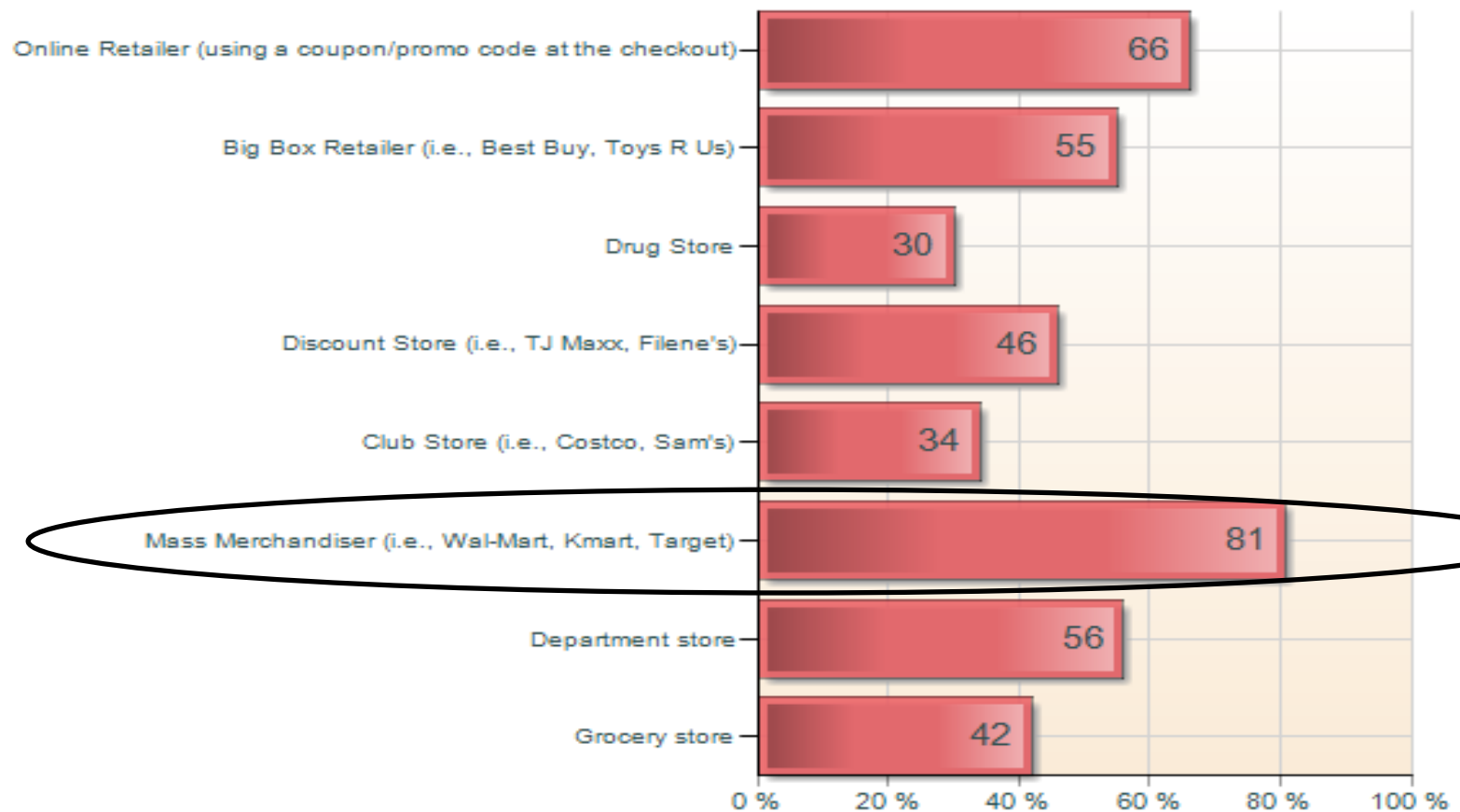
# Their Strategies for Spending Less

**If you're planning on spending less money this holiday season, what are your top 3 strategies for spending less? [Please choose your top 3 strategies. If you're not planning on spending less, please skip this question.]**



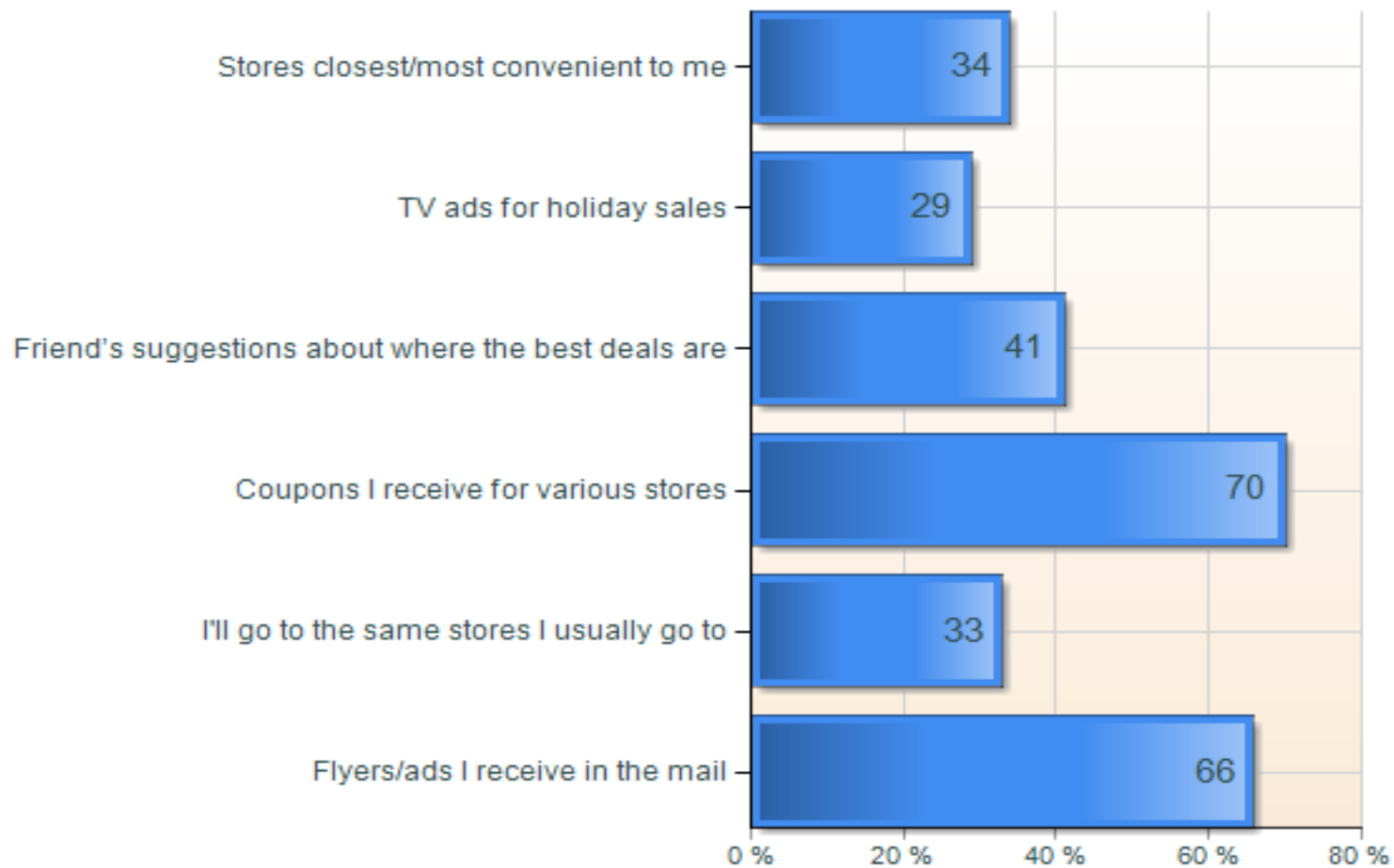
## Mass Merchandisers Can Drive Shoppers with Coupons

**During this holiday season, I will be more likely to shop at the following types of stores if they send me coupons: [Please check all that apply.]**

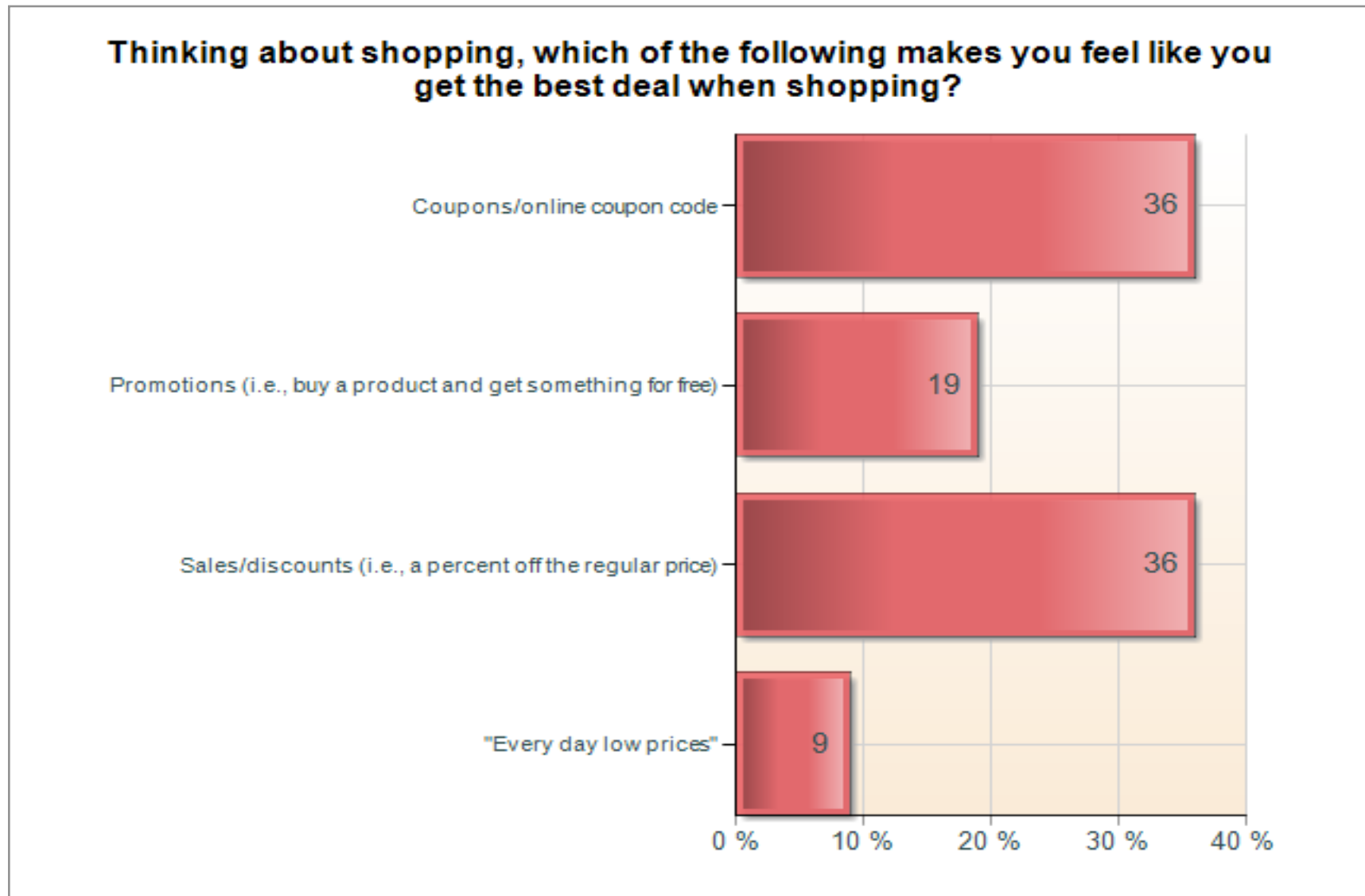


## Coupons Will Drive them into the Store to Buy

**How will you choose which stores you go to this holiday season? [Please choose top 3 criteria.]**

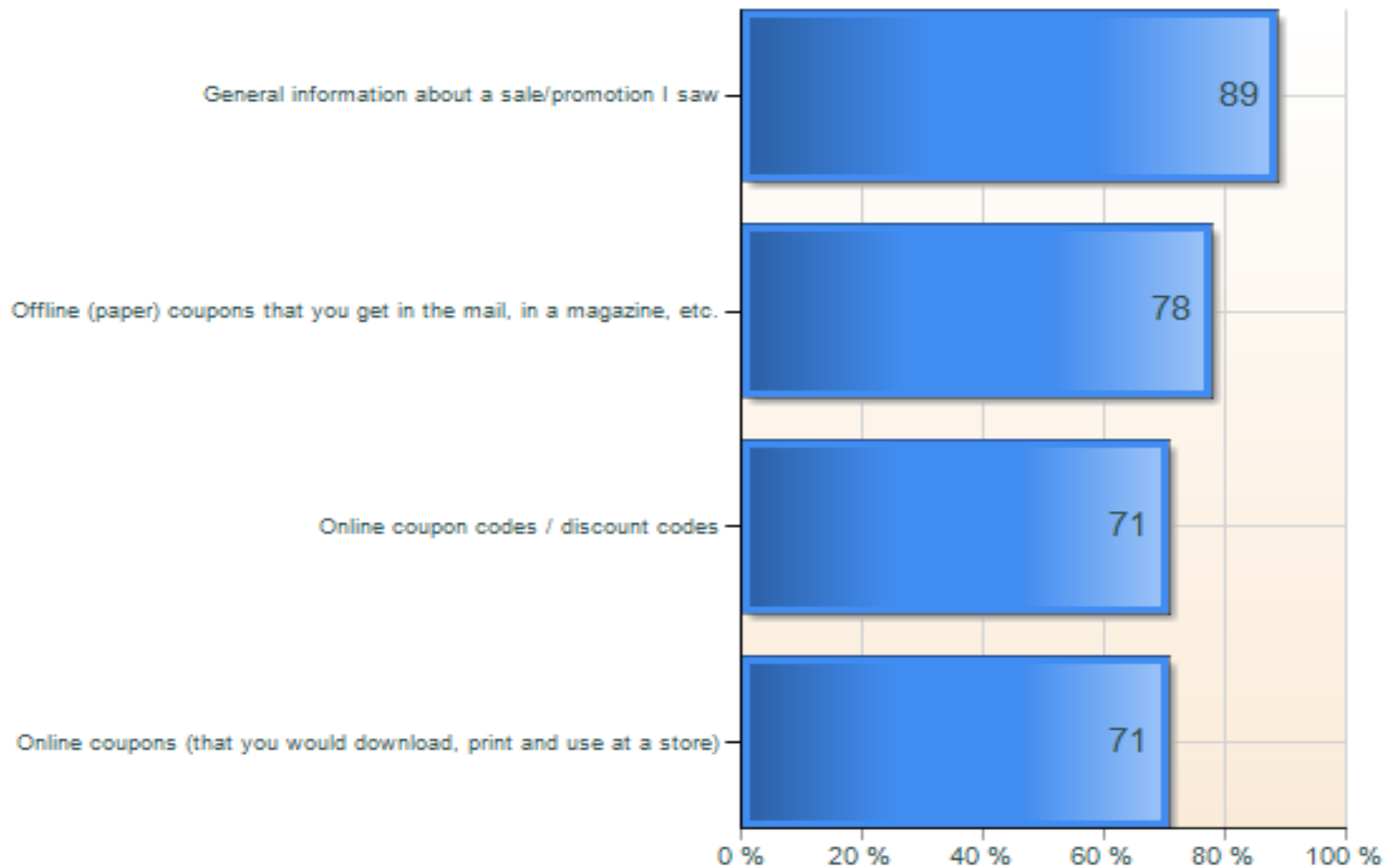


## “Everyday Low Prices” – Not Compelling



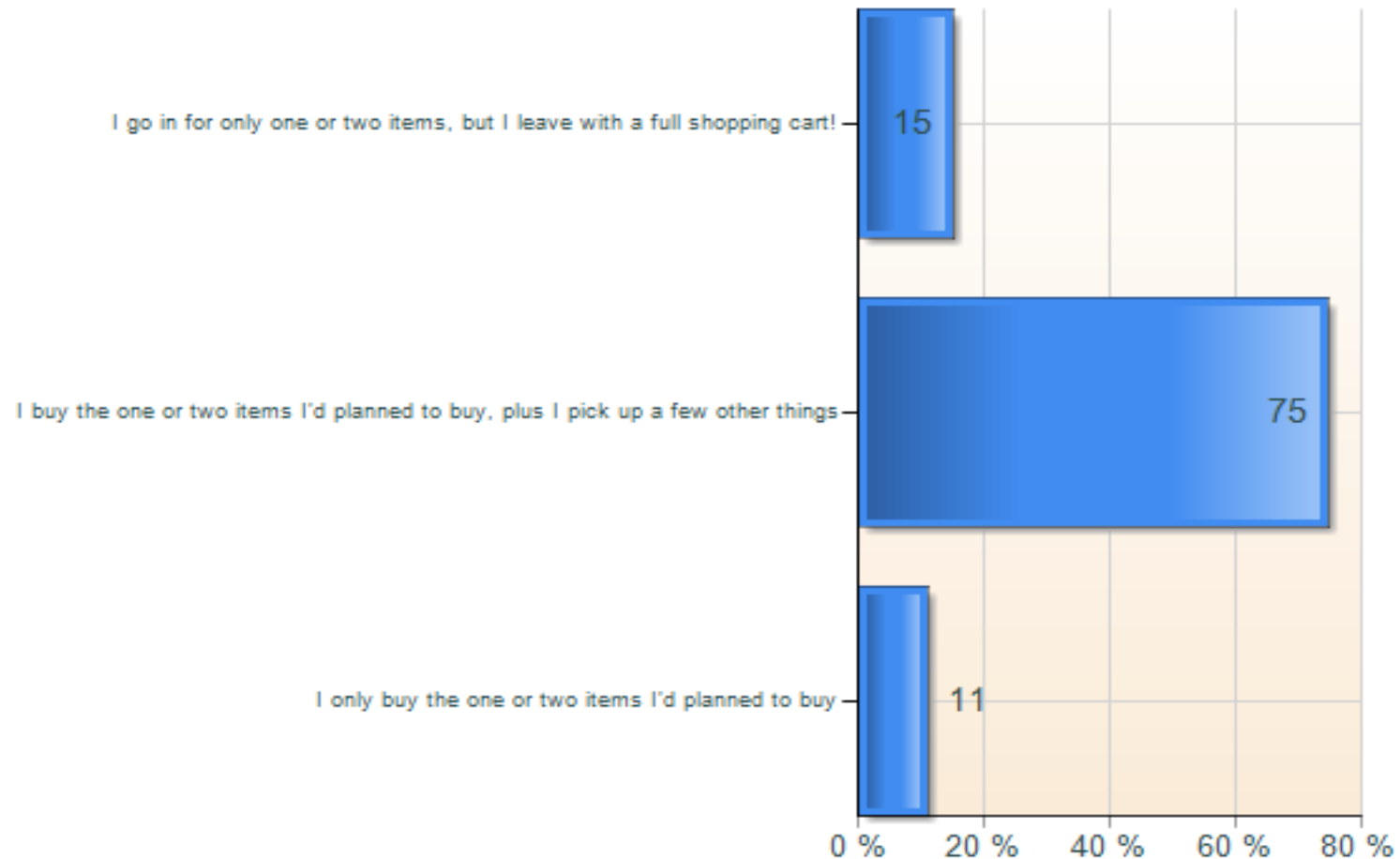
# Women Like to Share Coupons

**Which of the following, if any, have you shared with friends in the past 3 months? [Check all that apply. If none apply, continue with the survey.]**



# They Will Still Buy More than Anticipated

**When you go into a store planning to buy one or two items, which of the following usually happens?**





## SHESPEAKS Study: METHODOLOGY

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- Study was conducted online in October 2008
- 2,000 SheSpeaks members completed the survey
- 90% of Respondents were between the ages of 24-65
- No incentive was provided for participating

## WHAT IS SHESPEAKS?

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SheSpeaks is the leading women's insights and word-of-mouth marketing network enabling brands to directly engage to build insight and brand buzz.

SheSpeaks gives clients like Philips, Dove chocolates, Oxygen, and others in the beauty, package goods and media sectors the opportunity to tap an engaged female community for consumer insights, product trial, and measurable word-of-mouth outreach. SheSpeaks facilitates direct brand-consumer exchanges online and offline to foster relationships, cultivate knowledgeable brand ambassadors, and build goodwill for companies that have a real desire to understand women. SheSpeaks programs yield powerful, measurable results. For more information, visit [www.shespeaks.com](http://www.shespeaks.com)