

Nearly 75 Percent of Online Shoppers Don't Regularly Look for Online Coupons or Deals before Making Purchases

Even Frequent Online Shoppers are Not Regularly Taking Advantage of Online Coupons or Deals



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Nearly 75 Percent of Online Shoppers Don't Regularly Look for Online Coupons or Deals before Making Purchases

Even Frequent Online Shoppers are Not Regularly Taking Advantage of Online Coupons or Deals

New York, N.Y. – Three-quarters (73%) of online shoppers are not regularly looking for online coupons or deals before making a purchase, according to a new Ipsos Public Affairs survey conducted on behalf of Offers.com.

- Close to one in three (31%) of online shoppers report they “never” look for online coupons or deals, nearly a quarter of online shoppers (23%) report that they look for online coupons or deals only “once in a while” and 19% report they only “sometimes” look.
- Just one in seven online shoppers (14%) “always” seek out online coupons or deals and 12% do so “most of the time.”

Even among more frequent online shoppers (those who make online purchases weekly or more than once a week), more than half (59%) are not regularly seeking out online coupons or deals.

- Frequent online shoppers report looking for online coupons or deals: “sometimes” (22%), “once in awhile” (19%) or even “never” (18%).

Less frequent shoppers (those who make online purchases monthly or only a few times a year) are seeking online coupons or deals even less often.

- 70% of monthly online shoppers and 79% of those who shop online a few times a year are sometimes, once in awhile or never seeking out online coupons or deals.

Results did not show statistical differences between men and women in terms of how likely they are to search for online coupons or deals. However, consumers between 18 and 54 are more likely to seek out online coupons or deals before buying than consumers aged 55 or older.

- 16% of consumers between 18 and 54 report “always” looking for online coupons or deals before making purchases online vs. just 10% of consumers aged 55 or older.
- In addition, 41% of consumers aged 55 or older report “never” seeking out online coupons or deals when shopping online vs. 29 percent for consumers aged 18-54.

When it comes to online shopping habits, two thirds of U.S. adults (66%) say that they make a purchase on the Internet at least a few times per year. One in ten (11%) report that they make purchases at least once a week, while one in five (21%) do so on a monthly basis.

Two thirds of online shoppers (66%) say that they have made at least one purchase online in the past 30 days, including 43% who have made multiple online purchases in the last month.



For the survey, a nationally representative sample of 1,000 randomly-selected adults aged 18 and over residing in the U.S. interviewed by telephone via Ipsos' U.S. Telephone Express omnibus – including 665 adults who have made a purchase online at least a few times a year. With a sample of this size, the results are considered accurate within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

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