

Thinking about your most recent coupon/gift certificate redemption, how likely would you be to return to the same company without a coupon or gift certificate? bought for going back-to-school, regardless of who the purchase is for?

Base: Have redeemed online coupons	n=262
Very likely	18%
Somewhat likely	39%
Neither likely nor unlikely	27%
Somewhat unlikely	7%
Very unlikely	9%
Summary	
Top2Box (Likely)	57%
Low2Box (Unlikely)	16%

(Ever Summary) How often do you...?

Base: Have purchased online coupons	n=279
Use a business for the first time because on an online group coupon	83%
Try a product or service that you otherwise would not have if not for the online group coupon	82%
Make a full-price purchase from a business that you were first introduced to through an online group coupon site	62%

Thinking of all the coupons/gift certificates you have purchased from online group coupon sites, which of the following categories have you purchased online group coupons for?

Base: Have purchased online coupons	n=279
Restaurants	51%
Personal services (i.e. spa, hair salon, botox, cosmetic dentistry)	27%
Grocery items	25%

Which of the following online group coupon sites have you heard of before today?

Base: All respondents	n=840
Groupon.com	54%
WagJag.com	27%
Dealfind.com	19%
Livingsocial.com	18%
Dealoftheday.ca	12%
TeamBuy.ca	12%

Do you currently subscribe to an email or other alert for notifications about new deals from an online group coupon site?

Base: Have heard of online coupons	n=544
Yes	61%
No	37%
Don't know	2%