

## Nearly Half of Adults Have Used In-Store Coupons or Online Promotional Codes when Holiday Shopping this Season

***A Majority Still Have a Fair Amount of Shopping to Do, with 20% Waiting to Find Last Minute Deals***



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## Nearly Half of Adults Have Used In-Store Coupons or Online Promotional Codes when Holiday Shopping this Season

### *A Majority Still Have a Fair Amount of Shopping to Do, with 20% Waiting to Find Last Minute Deals*

**Austin, TX and New York, NY, December 14, 2011** – Few adults have already completed all of their holiday shopping, leaving many shoppers with gifts still to buy, according to a new Ipsos poll conducted on behalf of RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)). Just 16% of adults surveyed claim to have finished all of their shopping.

Another quarter (24%) are at least three quarters done, but still have a few more things to buy while 12% are at least halfway done. Still, a plurality (33%) report that they've done less than a quarter of their shopping and that they still have a lot to buy. Another 9% have bought some things but still have a lot on their shopping list. Six percent report that they are not doing any holiday shopping.

- Those most likely to have much of their shopping still to do include men (46%) and adults under 55 (45%).

A minority appear to be strategically delaying their holiday shopping, as one in five adults (20%) say that they are waiting to make big purchases for the holiday shopping season because they are anticipating last minute deals. Still, 79% say that this is not the case.

- Midwesterners (34%), part-time workers (33%), those with a household income of \$25,000 or less (28%), and adults under 35 (27%) are among those most likely to say that they are waiting to shop in hopes of finding great deals.

When it comes to holiday shopping budgets, nearly half (47%) are spending about as much as they expected. Shoppers are more likely to be spending less than planned (31%) than they are to be going over-budget (15%). An additional 5% are not buying gifts for their loved ones this holiday season, and 2% were unsure about their holiday spending.

- Parents are less likely to be coming in under-budget than are adults without a child under 18 (25% vs. 34%).
- Those with a household income of \$25,000 or less are more likely to be spending less than expected than are more affluent adults (47% vs. 25%).

Coupons may be helping shoppers stay on budget, as nearly half (47%) report that they have used a printable coupon in-store or online promotion code when shopping on the Internet to get deals such as a 'certain percentage off,' 'certain dollar amount off,' 'buy 1, get one free,' or 'free shipping.' At the same time, a majority (53%) may be overlooking these savings opportunities.

- College graduates (62%), full-time workers (56%), those with a household income of at least \$25,000 (56%), and women (53%) tend to be more likely to have used an in-store coupon or online promotional code when purchasing a gift.



*These are some of the findings of an Ipsos poll conducted December 9-12, 2011. For the survey, a nationally representative sample of 1,000 randomly-selected adults aged 18 and over residing in the U.S. were interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within  $\pm 3.1$  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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