

# THINKING RECESSION? THINK REDEMPTION.



Ripped from the headlines...  
new evidence that coupon  
use is on the upswing

“Federal Reserve Chairman Ben Bernanke has uttered the **“R” word**. Responding to a question at today’s Joint Economic Committee hearing, Mr. Bernanke said publicly for the first time that “recession is possible” for the economy this year.”

— WSJ, 04.02.08

“Nearly 1/3 of people (30%) surveyed said that they made a special trip to the store to use a **coupon**.”

— *Promo P&I Newsletter*, 02.20.08

“An economic downturn...will lead to increased coupon usage among U.S. shoppers, according to (ICOM) survey results. **67% of consumers surveyed said they were more likely to use coupons in a recession..**”

— *Progressive Grocer*, 04.03.08

“‘Coupon response tends to run counter to economic indicators,’ said Matthew Tilley, CMS’s director of marketing...when numbers indicate an economic downturn, **consumers turn to economizing behaviors such as using coupons.**’ Consumers bucked a 16-year trend by redeeming 2.6 billion coupons in 2007, the same number as the previous year...”

— *Progressive Grocer*, 03.25.08

“SLASH YOUR GROCERY BILLS. Clip **coupons**. Check out Sunday newspaper inserts and consider checking out coupons from Web sites such as...[www.smartsource.com](http://www.smartsource.com).” — *Consumer Reports*, 05.08, “Great Everyday Products”

“Amid an increasingly rocky economy, marketers opted to more than double the amount of dollars spent on freestanding insert **coupons** last year...Economic factors affecting both the brands and consumers have created the shift. **For cash-strapped consumers, the idea of cutting coupons has become a lot more attractive**—as it was during the last recession...For marketers, FSIs are a measurable, inexpensive way to reach these budget-conscious consumers.”

— *Brandweek*, 02.11.08