

**Responses**

Online 13
Offline 13
Total 26

Findings

- 70% of survey participants use in-store-coupons in the past 3 months.
- 90% of participants tend to buy books/movies online, not from retail store. (Probably from Amazon.com, they offer good deals without using coupons)
- Users tend to buy small items online. Shipping cost must be considered. (Exception: Groceries)
- Popular online coupons websites: Groupon, LivingSocial, coupons.com, ebates, RetailMeNot, bloomspot.
- Some participant's favorite coupons are paper coupons. They use newspaper coupons and retail store discount coupons.
- Online shopping items are vary, totally depends on user's lifestyle and preference.

**User's concerns /
Pain points**

- Having a lot of junk in email
- Don't always work even they say it's local deal
- Too hustle
- It seems time consuming
- Not willing to have multiple apps
- Security
- Don't know where and how to use it

Results

Overall, the survey results are done satisfactory in relation to the survey goals. (see attachment sheet)