# Bar and Carry-out Coupon Acceptance Report

## Bar Coupon Acceptance

**1. Frequent Bar-Goers are More Likely to Accept Coupons**

* **77%** of customers who visited a bar more than 3 times a month accepted the coupon, compared to only **37%** for those who went 3 or fewer times.
* **Conclusion**: Regular bar-goers are more receptive to bar-related promotions, likely because such coupons align with their existing social habits.

**2. Age Has a Moderate Impact**

* **70%** of drivers over 25 accepted the coupon, compared to **67%** of drivers under 25.
* **Conclusion**: Age has a moderate effect, with slightly higher acceptance among older drivers. Both age groups are similarly receptive to bar coupons.

**3. Passenger Type Affects Acceptance**

* The acceptance rate drops to **43%** for drivers who had passengers that were not kids.
* **Conclusion**: Non-kid passengers seem to discourage drivers from accepting bar coupons, possibly due to social constraints or less flexibility in plans.

**4. Occupation Plays a Role**

* **41%** of drivers with occupations outside of farming, fishing, or forestry accepted the coupon.
* **Conclusion**: Drivers in non-manual labor jobs are less likely to accept bar coupons, possibly because they are less engaged in bar-related activities.

**5. Combining Factors Increases Acceptance**

* When drivers frequently went to bars, had no kid passengers, and were not widowed, the acceptance rate increased to **71%**.
* **Conclusion**: Multiple factors combined, such as frequent bar-going and fewer family responsibilities, increase the likelihood of accepting bar coupons.

**6. Younger Drivers are More Receptive**

* **72%** of drivers under 30 who went to bars more than once a month accepted the coupon.
* **Conclusion**: Younger drivers are more likely to accept bar coupons, likely due to more flexible social schedules and spontaneous behavior.

**7. Income and Dining Habits**

* **49%** of drivers who frequently visited cheap restaurants and earned less than $50K accepted the bar coupon.
* **Conclusion**: Lower-income drivers show moderate coupon acceptance, but this demographic's financial constraints may not directly lead to high bar coupon acceptance.

**Overall Conclusion for Bar Coupons**  
Frequent bar-goers are the most likely to accept bar coupons, especially younger drivers with fewer family obligations. While age and income play a moderate role, passenger type and occupation are important factors that influence acceptance. **Targeting frequent bar-goers**, particularly **younger, single drivers**, would be the most effective strategy for distributing bar coupons.

## Carry-Out & Take-Away Coupon Acceptance

**1. Age is a Minor Factor**

* **74%** of drivers under 30 accepted carry-out coupons, compared to **75%** for those over 50 and **77%** for those over 60.
* **Conclusion**: Age does not significantly impact acceptance rates, indicating that carry-out coupons appeal across age groups.

**2. Income Affects Coupon Acceptance**

* Drivers earning less than $50K had a **75%** acceptance rate, while those earning over $100K had a **71%** acceptance rate.
* **Conclusion**: Lower-income drivers are slightly more likely to accept carry-out coupons, as they may be more price-sensitive and inclined to seek affordable dining options.

**3. Weather Plays a Significant Role**

* Acceptance rates were **76%** in sunny weather, **61%** in rainy weather, and **71%** in snowy weather.
* **Conclusion**: Weather has a noticeable impact on coupon acceptance, with sunny conditions being the most favorable. Rainy weather discourages drivers from taking detours or stopping for carry-out.

**4. Combination of Income and Age**

* Drivers aged 20 to 30 with incomes under $50K had a **73%** acceptance rate, while drivers aged 30 to 40 earning over $80K had a **69%** acceptance rate.
* **Conclusion**: Younger, lower-income drivers are more likely to accept carry-out coupons. This suggests that price sensitivity and convenience play a key role for this demographic.

**5. Weather and Age**

* Drivers under 30 had a **77%** acceptance rate in sunny weather, which dropped to **59%** in rainy weather.
* **Conclusion**: Younger drivers are particularly affected by weather, being much more likely to accept coupons in good weather. The same trend applies to drivers aged 30 to 50, though with a smaller difference in acceptance rates between sunny and rainy conditions.

**Overall Conclusion for Carry-Out Coupons**  
Age and weather both moderately affect carry-out coupon acceptance, with sunny weather leading to higher rates. Lower-income drivers, particularly those under 30, are the most receptive. **Targeting younger, lower-income drivers in favorable weather conditions** would likely yield the highest acceptance rates for carry-out coupons.

## Target audience

For bar coupons, **frequent bar-goers and younger drivers** are the most promising targets. For carry-out coupons, **younger, lower-income drivers**, particularly in **sunny weather**, are the best candidates.