

Coupon Usage Rising as Consumers Grapple with Financial Crisis and Economy

Mambo Sprouts Marketing Survey Reveals 46% of Natural and Organic Shoppers Using More Grocery Coupons

Collingswood, NJ—October 15, 2008—In a consumer buying survey launched during the financial crisis' first record market drop, nine in ten consumers (91%) reported paying more attention to everyday spending using grocery coupons to help manage finances during this economic crisis.

Launched on September 29, the survey by Mambo Sprouts Marketing (www.mambosprouts.com) gauged coupon use among natural and organic product consumers during the 2008 economic crisis. The survey launch coincided with a then-record 700 point drop in the Dow.

Grocery coupon usage was very high with virtually all respondents (99%) using coupons, 7 in 10 (70%) reporting regular coupon redemption. While one in two (51%) continued historic high coupon levels, a significant number of consumers (46%) reported increased usage. On average, natural and organic consumers used about six to nine coupons per week, spending about \$75–\$99 per week on groceries and saved about \$8.00 per shopping trip—representing a savings of about 10% off of their weekly grocery bills.

The most commonly used sources for coupons were in-store programs (95%), coupons by mail (84%), and newspapers (84%). Three in four (76%) used online printable coupons (76%), while only 1 in 10 used cell phone coupons (9%). Mailed coupons were preferred to printable online coupons by two to one (72% vs. 37%).

Six in ten or more natural product shoppers felt like “smart shoppers” using coupon deals (76%), often tried new brands or products with coupons (62%) and considered coupons when planning their grocery shopping (61%). More than 1 in 2 would use more coupons if they were offered for natural and organic brands vs. more conventional brands (56%).

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press release

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The Mambo Sprouts survey focused on grocery coupon use in tough economic times. The online survey was issued in September 29, 2008 and completed by 1,080 natural and organic consumers. The survey was fielded by Mambo Sprouts Marketing, a leader in natural and organic product marketing and promotions (www.mambosprouts.com).

ABOUT MAMBO SPROUTS: Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op mailings; custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletters; books distributed quarterly to 385,000 N&O consumers; MamboTrack, offline and online research services; offline and online mail list development; *Go Mambo!*, Mambo promotions van that travels throughout target regions distributing product samples for events and festivals; Web marketing including natural product instant e-coupons, and a monthly targeted health e-newsletter. Mambo Sprouts is based in Collingswood, New Jersey. For more information call (856) 833.1933 or visit www.mambosprouts.com

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