

Consumer Corner

Coupons: Not Just For Soccer Moms

(NAPSA)—Did you know that 77 percent of all consumers use coupons each year to save money? Coupons aren't just for soccer moms; husbands, wives, moms, dads and singles in every income bracket use them.

The Promotion Marketing Association Coupon Council reports that consumers across all demographics use coupons with equal frequency—saving more than \$3 billion last year alone. In fact, the typical family or individual can save up to \$1,000 a year just by clipping coupons for as little as 20 minutes per week. Putting those savings aside, consumers can easily splurge on a luxury item, buy some new electronic equipment for the home, or go on a vacation getaway they have longed to take.

How can you be one of these savvy shoppers?

- Look for coupons in the Sunday newspaper, in magazines, in your mailbox, at your grocery, drug or mass merchandiser and with your cash register receipts.

- Go through the paper with your scissors handy, and clip as you go. The coupon section is the second-most-read section of the Sunday paper after the front page.

- Organize your coupons in a holder, in the order that you walk through the store, putting those with the shortest expiration dates first.

- Be sure to take your organizer with you every time you shop—you won't get savings from coupons left on the refrigerator, or in a kitchen drawer at home.

- When you see that an item is



American consumers saved more than \$3 billion last year with coupons clipped from newspapers.

on special, or a savings is featured with your loyalty card/frequent shopper card, and you have a coupon—that's the best time to stock up. You can use a coupon and get the frequent shopper card savings too.

- If your favorite retailer offers double or triple coupon values, be sure to shop on the days when you can get even more savings. This is an example of manufacturers and retailers collaborating together to offer the most savings to consumers. In fact, in 2003, 46 percent of retailers reported offering some form of a bonus coupon program.

- Call manufacturers' 800 numbers (often found on the packages of your favorite products) to request coupons. Up to 35 percent of manufacturers only send coupons to consumers upon request.

For even more money-saving coupon clip tips, visit www.couponmonth.com.