

Consumer Corner

Savvy Shoppers Share Money-Saving Secrets

(NAPSA)—The steps people take to save money may seem less surprising when you read the results of a new survey.

One person who was impressed by the results of the Smart Shopping Survey, sponsored by 'all' laundry brand, was Robyn Spizman, known as the Super Shopper. Spizman, who shares her smart shopping tips on TV, radio and in magazines, says there's a lot to learn from the findings of the survey.

According to the survey, 84 percent avoided ATM machines that charge an additional fee.

Nearly one quarter (24 percent) have tried to use an expired coupon.

More than a third (35 percent) have driven all the way home to get coupons they had forgotten.

The average number of miles people would be willing to drive to get the best gas prices is five.

About two-thirds (65 percent) frequently comparison shop to get airline tickets with the best flights.

The majority (88 percent) compare the prices of different brands to make sure they get the best value before making a decision.

Nearly two-thirds (64 percent) shop at more than one store to take advantage of low prices.

Almost half (48 percent) save between 11 and 30 percent on average weekly grocery or household shopping because of different saving techniques.

"While these results are encouraging, there's always room for improvement," says Spizman, who offers the following tips:



It is possible to save money without sacrificing quality.

Smart Shopping Tips

- **Watch for Hidden Costs.** A great deal in the store may require additional costs that can add up.
- **Shop in Your Closet First.** Make lists of what you have to prevent overspending on unnecessary items.
- **Brand Names for Less.** Discount retailers offer name brand clothing for less. Prices vary on grocery items due to labeling or packaging.
- **Mom's Choice.** Comparison shop to identify cost-effective brands such as 'all' laundry detergent. This saves time at the store.
- **Bring a Cash Stash.** People tend to spend more when paying by credit card.
- **Clean with a "Multi"-Purpose.** Look for multipurpose cleaners for your kitchen, bathroom and even in the laundry room. Cleaners such as Oxi-Active multipurpose stain remover which removes tough stains such as fruit juice and mustard, often provide more value for the money.
- **Head-off Hunger.** Feed the kids before taking them grocery shopping. This can help avoid impulse buys.
- **Buy in Bulk.** The price per ounce is often cheaper.

