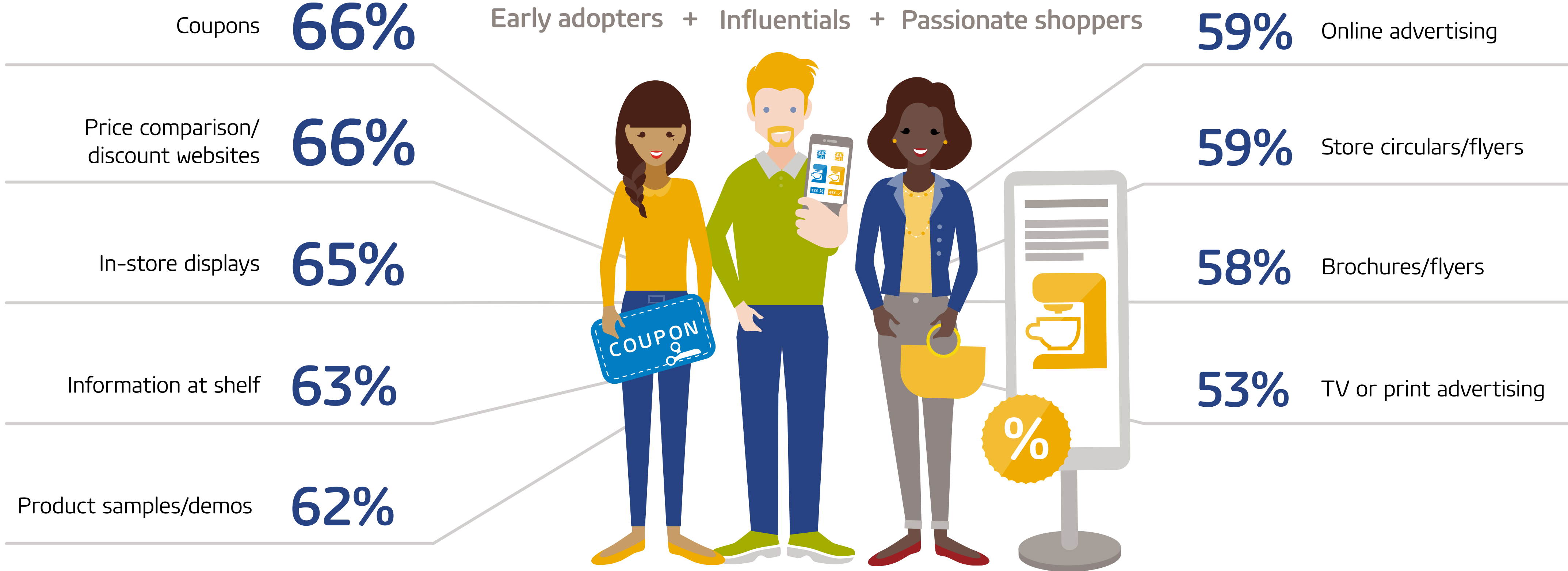


THE FUTURE OF PROMOTIONS – COUPONS HAVE A BIG INFLUENCE ON LEADING EDGE CONSUMERS



% of respondents rating as extremely/very important

Contact us to find out how we can help you optimize your retail marketing: [Gegoire Lemaître, gregoire.lemaitre@gfk.com](mailto:gregoire.lemaitre@gfk.com)

- Check out our other infographics in this series:
- Which promotions work best for **all shoppers**?
 - Which promotions have real appeal for **male and female shoppers**?
 - All consumers love promotions, **especially the young**

Source: GfK FutureBuy 2016, an online survey with 20,000 consumers 18+ in 20 countries across key categories (FMCG, services, consumer durables, automotive, toys, apparel, home improvement, home and garden, furniture etc.) © GfK 2016
 Questions: How important was each of the following factors in your shopping decisions? Leading Edge Consumers (LECs) are made up of three different types of shoppers: early adopters, influentials and passionate shoppers.
 Within GfK's FutureBuy study, 15% of respondents globally were identified as being LECs. For more information, please contact: Matthias Rasztar, matthias.rasztar@gfk.com