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YA Survey: Nearly Two-Thirds of Americans Look for Rebate Offers Prior to Purchasing

Key Survey Results

Q: When you are considering making a purchase, how often do you look for rebate offers prior to purchasing?

- YA Survey: Nearly Two-Thirds of Americans Look for Rebate Offers Prior to Purchasing
- In the 2016 survey of more than 1,000 Americans, 62 percent of respondents said they look for rebate offers before they make a purchase, and for many, it pays off.

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| Always | 17% |
| Often | 45% |
| Rarely | 27% |
| Never | 11% |

Q: How much money have you saved over your lifetime with rebates?

Nearly one-quarter (24 percent) of respondents say they've saved up to \$1,000 during their lifetime by submitting and redeeming rebates, and nearly half (43 percent) say they've saved up to \$499.

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| More than \$1,000 | 11% |
| \$500–1,000 | 24% |
| \$100–499 | 43% |
| Less than \$100 | 22% |

Q: How many rebates have you submitted in the last year?

The majority of Americans do participate in rebate programs, with 70 percent saying they've completed at least one rebate within the last year.

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| More than 12 | 4% |
| 10–12 | 3% |
| 7–9 | 5% |
| 4–6 | 13% |
| 2–3 | 29% |
| 1 | 16% |
| 0 | 30% |

Q: How big must a rebate be for you to take the time to complete the submission?

Fifty-five percent of respondents said they would submit a rebate if it was for at least \$5.

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| At least \$5 | 55% |
| At least \$25 | 28% |
| At least \$50 | 11% |
| At least \$100 | 5% |
| Other | 1% |

Q: Did you spend or use your rebate dollars?

Ninety percent say they actually redeem their rebates once received.

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| Yes | 90% |
| No | 10% |

Q: In your opinion, what is the best way to receive a rebate reward?

The No. 1 way consumers would like to receive a rebate is via a pre-paid card.

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| Prepaid card/gift card that could be used at any store | 36% |
| Prepaid card/gift card to a specific store | 11% |
| Check | 33% |
| Virtual reward (sent via text or email) | 11% |
| Physical merchandise | 5% |
| Other | 4% |

Q: Would a rebate offer incentivize you to go to a store you normally would not go to?

Eighty-six percent of respondents said a rebate offer would incentivize them to go to a store they normally don't visit, and 35 percent said they would go to a different store for a rebate, even if it was out of their way.

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| Yes, even if it's out of my way | 35% |
| Yes, if it's on my way | 51% |
| No, I like to shop at stores with which I am | 14% |

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Q: If you were offered a rebate for a product you were planning to buy, what would you be most likely to do?

- Also, 24 percent of consumers reported they would buy additional items from the store if they were receiving a rebate.
- In fact, 36 percent of consumers said they would make a purchase earlier than planned due to a rebate. 28 percent of consumers said they would buy one brand over another and 9 percent said they would buy a more expensive model if a rebate were available.

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| Purchase items earlier than planned | 36% |
| Buy one brand over another | 28% |
| Buy additional items from the same store | 24% |
| Buy a more expensive model | 9% |
| Other | 3% |

Q: What is the one factor about rebates that is most frustrating?

Consumers noted it can be frustrating to wait a long time for the reward to arrive or if they are required “jump through too many hoops.”

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| Wait a long time for my reward | 48% |
| I have to jump through too many hoops to submit | 41% |
| Offer is confusing | 10% |
| Other | 1% |

Q: Would you be more likely to take advantage of a rebate if you could submit all of the information online or via your mobile phone?

81 percent said they’d be more likely to submit a rebate if they could submit all of their information online or via their mobile phones.

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| Yes | 81% |
| No | 19% |

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