

Assembly Concurrent Resolution

No. 99

Introduced by Assembly Member Fuentes

February 6, 2012

Assembly Concurrent Resolution No. 99—Relative to National Coupon Month.

LEGISLATIVE COUNSEL'S DIGEST

ACR 99, as introduced, Fuentes. National Coupon Month.

This measure would recognize September 2012 as National Coupon Month and would acknowledge the value of coupons in achieving significant savings for California's consumers.

Fiscal committee: no.

1 WHEREAS, In total, consumers saved \$2 billion in the first six
2 months of 2011; and

3 WHEREAS, In the first half of 2011, coupon redemption volume
4 reached \$1.75 billion, a moderate 2.9 percent increase compared
5 to the first half of last year; and

6 WHEREAS, The average face value of coupons in the first half
7 of 2011 is up 5.4 percent to \$1.57 billion compared to \$1.49 billion
8 for the first half of 2010; and

9 WHEREAS, Consumer packaged goods (CPG) manufacturers
10 offered consumers \$485 billion, in savings in 2010, representing
11 a 13.9 percent increase over the prior year and 47.4 percent growth
12 compared to five years ago; and

13 WHEREAS, In 2010, marketers once again distributed more
14 CPG coupons than the prior year, reaching \$332 billion, the largest

1 single-year distribution quantity ever recorded in the United States,
2 exceeding the prior record set in 2009 by 6.8 percent; and

3 WHEREAS, CPG marketers continue to allocate the largest
4 share of coupons distributed, 89.6 percent, to the free-standing
5 insert (FSI) in the first half of 2011; and

6 WHEREAS, Sixty percent of consumers are becoming more
7 focused on the price of groceries as gas prices climb; and

8 WHEREAS, Seventy-six percent of consumers say their grocery
9 bills have increased up to \$50 weekly; 41 percent have seen a
10 weekly increase of \$20 to \$50, inclusive; and

11 WHEREAS, Phil Lempert, the Supermarket Guru®, indicates
12 that 93 percent of consumers have seen prices rise on items they
13 buy in the grocery store and are employing tactics to save money,
14 including 84 percent who are using coupons; and

15 WHEREAS, Eighty-four percent of consumers are eating out
16 less frequently to save money and 52 percent redeem coupons;
17 and

18 WHEREAS, Ninety-six percent of consumers said that they
19 would still use coupons if they struck it big in the lottery. This
20 reflects the value-oriented mindset that took root at the onset of
21 the recession. This learned behavior was shared by shoppers
22 whether their annual income was \$20,000 or over \$150,000; and

23 WHEREAS, Fifty-six percent of 13 to 17-year-olds use coupons
24 or coupon codes, according to the parents of these teens, who are
25 savers themselves. Teens, however, are using coupons and coupon
26 codes for items most important to them. For example, 25 percent
27 use coupons on clothing, 19 percent use coupons on entertainment,
28 and 18 percent use coupons for beauty care and grooming; and

29 WHEREAS, Seventy-seven percent of consumers say they use
30 the money they save with coupons on basic necessities, a 20 percent
31 increase from the prior year; and

32 WHEREAS, Seventy-eight percent of consumers report using
33 coupons regularly, up 14.7 share points from prerecession levels,
34 and one-third said that they used more coupons in 2010 than the
35 prior year; and

36 WHEREAS, Once consumers adopt frugal habits, they quickly
37 discover that they like the feeling of saving money. Acceptance
38 of these new habits can be seen in the largest share of response for
39 increased coupon usage in the 2010 survey, 29.3 percent of
40 consumers stated they are using more coupons for the enjoyment

1 of saving, an increase of 11.7 share points over those stating that
2 reason the prior year; and

3 WHEREAS, Fifty-eight percent of consumers use cents-off
4 coupons received in the mail, newspapers, or magazines; and

5 WHEREAS, Seventy-five percent of consumers who consider
6 the Internet to be their primary advertising source are now using
7 coupons in newspaper inserts, now, therefore, be it

8 *Resolved by the Assembly of the State of California, the Senate*
9 *thereof concurring,* That the Legislature recognizes September
10 2012 as National Coupon Month and acknowledge the value of
11 coupons in achieving significant savings for California's
12 consumers; and be it further

13 *Resolved,* That the Chief Clerk of the Assembly transmit copies
14 of this resolution to the author for distribution.

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