

CONSUMERS OF ALL INCOME LEVELS APPRECIATE THE SAVINGS AND VALUE IN THE VALPAK[®] ENVELOPE



HOUSEHOLD INCOME

\$25,000-\$50,000
\$50,000-\$75,000
\$75,000 or more

% OF ADULTS WHO USE COUPONS

72%
76%
73%

VALPAK DELIVERS A QUALITY AUDIENCE OF
CONSUMERS WHO HAVE MORE DISPOSABLE
INCOME TO SPEND ON YOUR BUSINESS OR SERVICE

- The average Valpak household income is 28% higher than the average U.S. household.
- 69% of Valpak consumers work in white collar professions.

YOUR BEST CUSTOMERS ARE VALPAK CONSUMERS!

Sources: Scarborough, release 2, 2007, multi-market; Claritas, Inc. 2000 Census with current year projections

