

Act Your Age!



On a daily basis, we make judgements and assumptions about people based on how old they are. You've heard them all and are probably guilty of a few:

OMG!
She's too old to wear that little black dress!

I would never let my kids watch Game of Thrones. They're too young!

Kids don't read books anymore. It's all video games and smartphones these days.

Your Grandma uses Tinder? I don't believe it!

We make these assumptions about everything from proper social etiquette to shopping habits. The problem is that sometimes these assumptions are wrong, even when data backs them up.

Do you take checks?



For example, you might think that the younger you are, the more likely you are to use mobile tech to shop online. When you first look at the data, you'd be right. But if you look closer, you'd also be wrong.

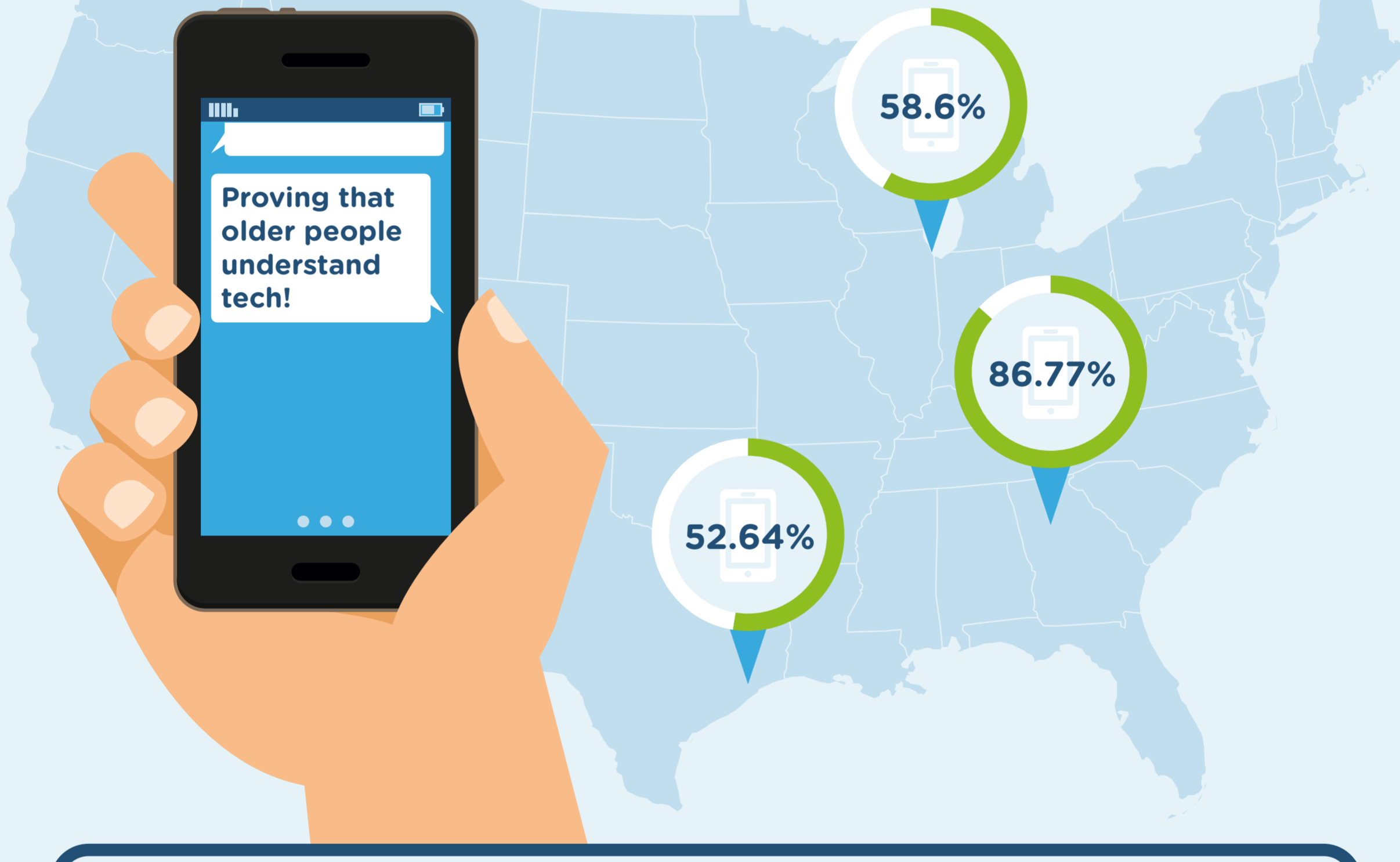
56.51%

On the surface, it seems like Millennials prefer mobile and Over 55s prefer desktops.

53.11%

HOWEVER...

Over 55s in Atlanta, Chicago, and Houston prefer mobile.



This shows us that acting your age means something different from city to city.

Other interesting habits of online shoppers in the US

EVERY DAY IS BLACK FRIDAY, HOWEVER...



It's #SundayFunday for 18-24s, but for everyone else, the best days to find discounts are the classics, Friday and Saturday

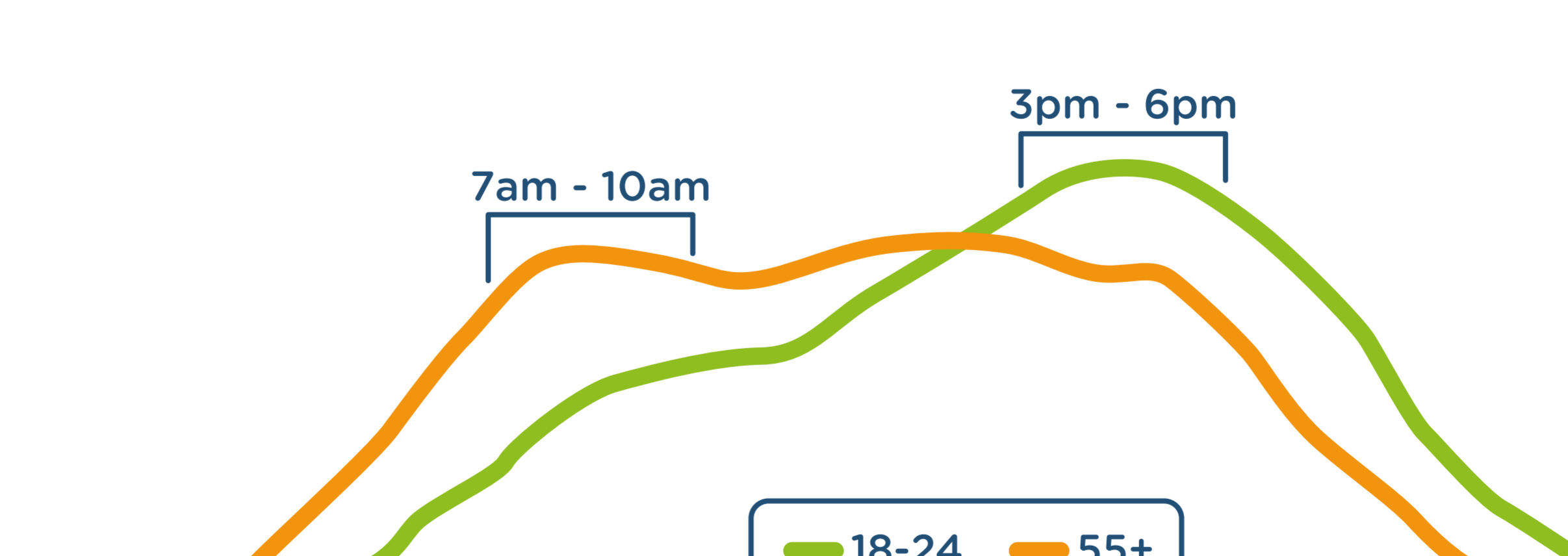
WOMEN, THE SMARTER SEX



Coupon deals are clearly more popular with women, proving that sex sells, but it also saves!

ONLY TIME WILL TELL

PERCENTAGE OF ONLINE SHOPPING BY AGE GROUP



The early bird gets the worm. Over 55s get the jump on Millennials, finding the best prices on Couponbox.com.

Ha Ha!

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