



VALUABLE COUPONS

Fort Wayne Area Audience Profile

Local Consumer Insights
Survey results from Valuable Coupons
subscribers



FEMALE-LEANING AUDIENCE

78%

Female | 22% Male



HOME OWNERSHIP

80%

Own their home
vs. Renters



SUPPORT LOCAL BUSINESSES

77%

Say supporting local businesses
is **very important**

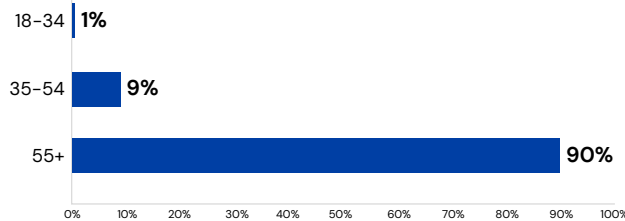


LOCAL NEWSLETTER REACH

10,000+

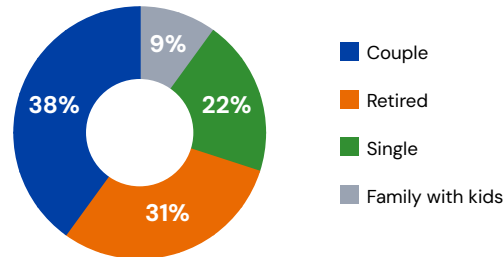
Fort Wayne Area subscribers.

1. AGE GROUP



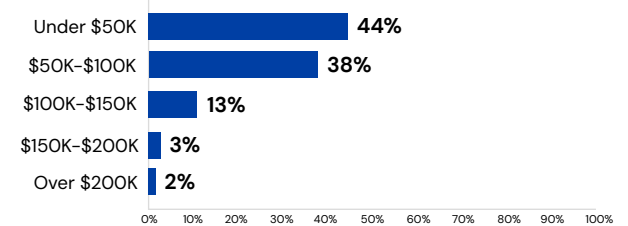
Largest audience segment: 55+

2. HOUSEHOLD TYPE



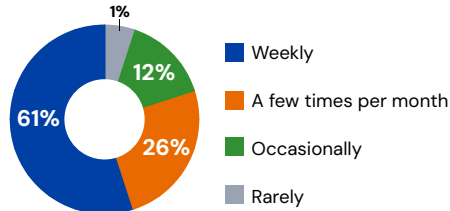
Diverse mix of individuals, couples, families, and retirees.

3. HOUSEHOLD INCOME



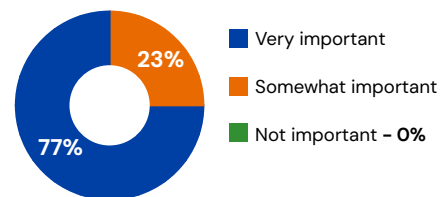
Most subscribers fall between <\$50K-\$100K household income.

4. HOW OFTEN DO YOU USE COUPONS OR LOCAL DEALS?



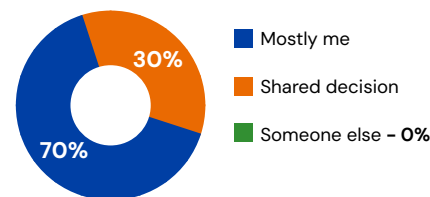
Most subscribers actively use coupons or local deals weekly.

5. HOW IMPORTANT IS IT TO SUPPORT LOCAL BUSINESSES?



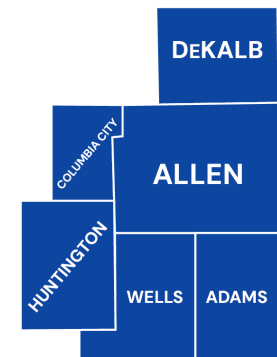
Local-first consumers are highly represented in the audience.

6. WHO USUALLY MAKES PURCHASING DECISIONS IN YOUR HOUSEHOLD?



All subscribers either make or heavily influence household purchases.

FORT WAYNE AREA MAP



**WHY BUSINESSES
ADVERTISE WITH
VALUABLE COUPONS**



REACH LOCAL CONSUMERS
already interested in
saving money



CONNECT WITH SUBSCRIBERS
who actively support
local businesses



STAY VISIBLE YEAR-ROUND
instead of relying on
one-time promotions



GET IN FRONT OF PEOPLE
making real purchasing
decisions

