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Study Says More Parents Embracing Mobile Coupons

[A Year Ago, Early Adopters of Services Like Groupon and LivingSocial Were Young, Male](#)

by [Kunur Patel](#)

Published: [August 12, 2010](#)

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NEW YORK (AdAge.com) -- Once, coupons and offers delivered to mobile phones were used mostly by early-adopters of smartphones, predominantly young males.

No longer. Today, the demographic embracing mobile coupons is the same one most likely to be clipping them offline: parents with young children.



Mobile coupon services like Groupon are now popular with audiences beyond young, affluent males.

A study conducted by Harris Interactive found adults with children at home are more likely to be interested in text alerts about sales and promotions than those with no kids at home. Of people with kids younger than 6 in their household, 35% are at least somewhat interested in getting opt-in text alerts from favorite businesses, compared to 32% of households with older kids and 25% of homes with no children. (The study, conducted in May with 2,000 adults, does not distinguish between childless adults and empty-nesters.)

That's a big shift from last year when the same study found mostly young males were interested in receiving marketing alerts on their phones, which coincided with the demographic most quickly adopting smartphones -- young, affluent males. Mobile marketing firm Placecast funded the Harris studies both years.

The [new data](#) also show that parents of youngsters are also more likely to sign up and redeem coupons via e-mail, online or through

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