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Ibotta "Savvy or Sneaky" Study Reveals Consumers' Top Money-Saving Behaviors

Over 80 Percent of Consumers Bring Snacks to the Movies, 73 Percent Regift Old Presents

DENVER, Jan. 16, 2019 /PRNewswire/ --[Ibotta](#), the starting point for rewarded shopping on mobile, today released results from its first-ever "Savvy or Sneaky" shopper study, which examines just how far consumers will go to save money, even pushing the boundaries of what's wrong and right. Results showed that many consumers will go to extreme lengths to save a buck, with a savvy 81 percent admitting they bring their own snacks to the movies, while a sneakier 33 percent cop to ordering water at restaurants then filling their cups with soda instead.

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"One of the most common New Year's resolutions is to spend less and save more. That's why we see a nearly 30 percent increase in new user registrations in January compared to the rest of the year," said Bryan Leach, CEO and founder, Ibotta. "But we want consumers to understand that saving money doesn't have to be difficult. And they certainly don't need to resort to sneaky behaviors to streamline their spending. With Ibotta, consumers can earn cash back on everyday purchases, from groceries to movie tickets to meals out, which puts more money in their pockets to spend however they see fit."

The study, which polled over 1,000 consumers, found the majority of Americans consider themselves savvy money savers, with over three quarters of consumers revealing they have taken toiletries from a hotel room, while 73 percent have re-gifted something they received

but didn't like.

Consumers' sneaky behaviors were more polarizing, with one-third of consumers saying they've taken home supplies from the office, like toilet paper or paper towels. Another third admits to using someone else's subscription services and also creating new email addresses in order to take advantage of retailers' new customer promo codes. One-fourth of especially sneaky consumers have eaten food while grocery shopping without paying for it.

The data also revealed that the sneakiest subset of consumers to be Generation Z, with the majority of respondents in this category admitting to indulging in the more questionable cost-effective measures identified in the study (subbing water for soda, bumming Netflix accounts and creating new emails just for the discount). Millennials are the second sneakiest, while Baby Boomers are the savviest, embracing only widely accepted money-saving measures.

To learn more about Ibotta, visit www.ibotta.com.

About Ibotta

Headquartered in Denver, CO, free mobile shopping app Ibotta ("I bought a...") has delivered more than \$450 million in cumulative cash rewards to its users on groceries, clothing, electronics, gifts, home and office supplies, restaurant dining, hotel rooms and more. Partnering with more than 1,500 leading brands and retailers, Ibotta offers cash back on purchases made both online and at brick and mortar stores through mobile-enabled redemptions. Launched in 2012, Ibotta has nearly 30 million downloads, and is one of the most frequently used shopping apps in the United States. Ibotta also debuted on the Inc. 5000 list in 2018, and was named one of Inc's Best Workplaces of 2017.



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