

THE VALPAK® CONSUMER

Ever wonder who's on the other side of the Blue Envelope®?

Each month, Valpak mails to nearly 40 million homes in the U.S. and Canada. And while there's nothing average about our consumers, demographic and purchase power insights tell us who she is. Yes, she. Girl (buying) power.

Get to know her:

WHO SHE IS

BUYING DECISION-MAKER

MARRIED

COLLEGE EDUCATED

HOMEOWNER

INCOME: **\$107,451**

HOME VALUE: **\$366,235**



HOW SHE SPENDS*



13% more on auto repair
13% more on tires
11% more on oil changes

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23% more at restaurants
12% more on fast food
28% more at bars & taverns

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17% more at the doctor
20% more at the dentist
17% more on eyewear

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28% more on event tickets
33% more on club memberships
28% more at the movies

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22% more at beauty salons
14% more on vitamins
14% more on skin care

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23% more on home improvement
37% more on lawn maintenance
24% more on heat/AC repair

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33% more at golf courses
15% more on sports equipment
33% more on gym memberships

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19% more on furniture
20% more on jewelry
15% more on appliances

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26% more on accounting
22% more on legal fees
20% more on moving & storage

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*Compared to the average U.S. consumer.
Source: Claritas data with current year projections, January 2018.