Discounts Matter in Tough Economic Times â€“ Senior Discounts & Price Matching

October 20, 2024 - This is the second in our series on discounts. In the first story, we talked about discounts for students. This time, weâ€™re covering discounts for seniors and using price matching to reduce your costs.

Depending upon the discount program, people can qualify for senior discounts starting as early as age 55. The rules associated with each program will vary. Some simply require you to show your identification. Others may require veteranâ€™s status or membership in another organization.

Many of the senior discount programs do require membership in AARP. We have to caution our readers that AARP does not keep your information private. If you are an AARP member, or considering joining, you should read their privacy policy. You can find it by going to their website. If you are a resident of California, you have the right to opt-out of them selling your information. And you may have other rights depending upon what state you live in.

There are no comprehensive studies that weâ€™ve found that indicate the percentage of senior taking advantage of discounts available to them, but we believe the number is substantial. With that said, there are so many discounts available to seniors that arenâ€™t advertised, there is every reason to believe that a lot more money could be saved.

The only way to know if a merchant offers a senior discount is to ask. If you are over 55 years old, we strongly advise you to start asking at retailers, restaurants and entertainment venues. Here are just a few of the discounts available:

Retail

- Kohl's: 15% off every Wednesday for seniors 60+.
- Ross Dress for Less: 10% off on Tuesdays for seniors 55+.
- Goodwill: 10%-25% discount on specific days for seniors 55+.
- JOANN: 20% off on Senior Days for those aged 55 and older.
- Amazon: 50% off Prime Membership for recipients of SSI, SNAP, or other government assistance.
- Fred Meyer: 10% off on select items on the first Tuesday of the month for seniors 55+.
- Dollar General: 10% off on the first Wednesday of the month for seniors 60+.
- TJ Maxx: 10% off on Tuesdays for seniors 55+.
- Walgreens: 10% off on the first Tuesday of the month for seniors 55+.

Restaurants

- IHOP: 10% off for seniors 55+.
- Applebee's: 10-15% off for seniors 60+ (varies by location).
- Bonefish Grill: 10% off for seniors 55+.
- Carrabba's Italian Grill: 10% off for seniors 55+.
- Denny's: Special discounted menu for seniors 55+.
- Golden Corral: 10% off for seniors 55+.
- Dairy Queen: 10% off for seniors 60+.
- McDonald's: 10% off for seniors 55+.
- Burger King: 10% off for seniors 55+.
- Chili's: 10% off for seniors 60+.

Entertainment

- AMC Theaters: 20% off movie tickets for seniors 60+.
- Cinemark: 20% off movie tickets for seniors 60+.
- Landmark Cinemas: 20% off movie tickets every Monday for seniors 60+.
- Regal Cinemas: 10% off movie tickets for seniors 60+.
- Audible: $2 off monthly plans or $30 off annual plans for AARP members.
- Ticketmaster: 10% off event tickets for seniors 60+.
- National Parks: Free admission for seniors 62+ with the America the Beautiful Pass.

This is just a small sampling. Many venues, such as zoos and state parks offer substantial discounts or free admission

Price matching

Age isnâ€™t a factor when it comes to price matching. And most major retailers have price matching policies with their competitors. To take advantage of these programs, you need to do your research before you buy. Part of that means that you know the lowest price before you walk into a store. And part of that research means that you know which stores specific retailers will price match with.

For instance, Target will price match with Walmart and Amazon. But they wonâ€™t agree to price match on all items shown on the Walmart or Amazon websites. In order for an item to be price match eligible, it needs to have an identical UPC number associated with it. And the item needs to be both sold and shipped by Amazon or Walmart. It canâ€™t come from another vendor who is selling on their websites. The item also needs to be in stock at Amazon or Walmart. If the item doesnâ€™t match up on all of these factors it isnâ€™t price match eligible.

Likewise, many smaller retailers also have price matching policies. Because of this it would be very difficult to provide a list of retailers that participate in this type of policy. The only way to know is to ask. What you do need to know is that it isnâ€™t just traditional retail stores that will make this type of offer. Many specialty retailers, including hardware and even liquor stores will price match.