

## RetailMeNot Shoppers Trend Report: Men Outspend Women in Gift Giving for Valentine's Day by More Than \$120

*The average person in a relationship plans to spend \$226 for Valentine's Day 2013*

The average person in a relationship plans to spend \$226 for Valentine's Day 2013

AUSTIN, Texas, Feb. 7, 2013 /PRNewswire/ -- RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the most widely used **online coupon** site in the United States, released today findings from the Valentine's edition of the Shoppers Trend Report. Based on research conducted by The Omnibus Company ([www.omnibus.com](http://www.omnibus.com)), the survey of men and women in relationships revealed that men are far outspending women in their Valentine's gift giving by \$123 (men: \$287 vs. women: \$164).

(Logo: <http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b>)

The average person in a relationship plans to spend around \$226 this Valentine's Day.

"Similar to last year, men and women just can't seem to get on the same page when it comes to equity in how much they will spend on their significant other for Valentine's Day. Men on average will spend \$123 more than women when celebrating the holiday with their partners," said Trae Bodge, Senior Editor for RetailMeNot's **blog**. "Women still know that the quickest way to their man's heart is through his stomach with a special holiday meal or something as exciting as concert tickets. And for those gentlemen planning to get their lucky lady jewelry, it will be appreciated."

More than 1 in 4 men (28%) hope for a meal and almost 1 in 5 men (19 %) would love to receive tickets to an event (concert, movie) from their significant other this Valentine's Day. As for women, nearly 1 in 4 (24%) are hoping to receive jewelry.

### **What's not so sexy?**

"Gentlemen, a word of common sense advice from your friends at RetailMeNot.com: Twenty-five percent of women say that receiving a gym membership or exercise equipment would be most disappointing on Valentine's Day. And to those giving gifts to their favorite guy, approximately 1 in 8 (13%) men say their most disappointing gift would be receiving flowers," added Bodge.

Other statistics from this month's Shoppers Trend Report:

- More than a third (35%) of people in relationships would buy their partners a luxury vacation if money was not an issue.
  - If money was no object, more men than women (24% vs. 7%) would buy their partners expensive or high-end jewelry for Valentine's Day.
- The average person in a relationship plans to spend \$226 for Valentine's 2013.
  - Men are planning to spend much more money than women (\$287 vs. \$164) on their significant others this Valentine's Day .
- More men than women would like to receive a meal (28% vs. 13%) or tickets to something (19% vs. 7%) from their partners this February 14<sup>th</sup>, while more women than men would opt for jewelry (24% vs. 15%), a trip (18% vs. 12%), or flowers (14% vs. 6%).
  - It follows, then, that more women than men are likely to gift a meal (36% vs. 23%) or tickets (14% vs. 4%) this year, and more men than women plan to give jewelry (28% vs. 16%) or flowers (14% vs. 5%).
- More women than men (25% vs. 18%) feel that the most disappointing Valentine's Day gift to receive would be a gym membership or exercise equipment.
  - More men than women (13% vs. 5%) feel this way about flowers.

### *Survey Methodology:*

*The survey was conducted between January 24<sup>th</sup> and January 30<sup>th</sup>, 2013, among 1,000 United States residents ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained*

*if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.*

#### **About RetailMeNot.com**

RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)) is the most widely used online coupon site in the United States. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of deals and offers from retailers from across the globe. Online coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by WhaleShark Media, Inc., the world's leading marketplace for online coupons and deals.

Shopping on the go? Download the [RetailMeNot Coupons](#) app for iPhone and Android phones to access Hot Deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com and authorize the [RetailMeNot app](#) on Facebook, follow the company via Twitter [@retailmenot](#) and [add](#) us on Google+.

#### **About WhaleShark Media, Inc.**

WhaleShark Media, Inc. ([www.whalesharkmedia.com](http://www.whalesharkmedia.com)) is the world's leading marketplace for online coupons and deals. The company's websites enable consumers seeking to save money to find hundreds of thousands of offers from retailers across the globe.

WhaleShark Media experiences more than 450 million consumer visits to its sites every year. The WhaleShark Media portfolio of coupon and deal websites includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest online coupon site in the United States; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest online coupon site in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [web.Bons-de-Reduction.com](http://web.Bons-de-Reduction.com) and [www.Poulpeo.com](http://www.Poulpeo.com) in France; and [www.Deals2Buy.com](http://www.Deals2Buy.com), a leading discount offer site in North America. WhaleShark Media is a fast-growing, profitable company funded by venture capital firms [Austin Ventures](#), [Norwest Venture Partners](#), [Adams Street Partners](#), [Google Ventures](#), [J.P. Morgan Asset Management](#) and [Institutional Venture Partners \(IVP\)](#).

Be sure to "like" WhaleShark Media on Facebook and follow the company via Twitter [@whalesharkmedia](#).

#### **Media Contacts:**

RetailMeNot PR Department  
[+1 512 777 2957](tel:+15127772957)  
[media@rmn.com](mailto:media@rmn.com)

Allison+Partners Public Relations  
[retailmenot@allisonpr.com](mailto:retailmenot@allisonpr.com)

SOURCE RetailMeNot.com

---

<https://retailmenot.mediaroom.com/2013-02-07-RetailMeNot-Shoppers-Trend-Report-Men-Outspend-Women-in-Gift-Giving-for-Valentines-Day-by-More-Than-120>