

RetailMeNot Shoppers Trend Report: One in Four Consumers Plan to Spend at Least Half of Their Workday Shopping Online on Cyber Monday

- Nearly 9 in 10 (86%) working Americans plan to spend at least some time shopping or browsing online for gifts during work hours on Cyber Monday this year

- 1 in 4 (25%) working consumers plan to spend four hours or more shopping online for gifts during work hours on Cyber Monday

- Whoops! Of those who have shopped online at work on Cyber Monday, more than 1 in 5 (21%) have gotten caught!

AUSTIN, Texas, Nov. 25, 2013 /PRNewswire/ -- Are you planning to get some holiday shopping done at work on Cyber Monday? You are not alone. According to recent surveys by RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, and The Omnibus Company (www.omnibus.com), nearly 9 in 10 (86%) working consumers plan to spend at least some time shopping or browsing online for gifts during work hours this Cyber Monday.

(Logo: <http://photos.prnewswire.com/prnh/20130704/DA42607LOGO>)

"Big sale days, like Black Friday, Cyber Monday and now Thanksgiving are more crucial than ever for both retailers and deal-seeking consumers," said Trae Bodge, senior editor of **The Real Deal by RetailMeNot**. "Cyber Monday continues to be a critically important option for consumers who want to avoid the crowds and find amazing deals from the convenience of their home or as this survey points out—workplace!"

To Shop or Not to Shop ... at Work

With the survey indicating that the vast majority (86%) of working Americans planning to spend at least some time shopping or browsing online for gifts during work hours this Cyber Monday, you can bet the day will not be a productive one for employers. According to the United States Bureau of Labor and Statistics, there are about 155 million working Americans[1] with an average hourly wage of \$24.10[2]. Employers may see more than \$2.5 billion *per hour* in lost work productivity for the 67% of those surveyed who plan to shop an hour or more!

In fact, the survey found that 1 in 4 (25%) working Americans plan to actually spend four hours or *more* shopping online for gifts during work hours that day.

Getting caught red-handed? In addition, more than 1 in 5 (21%) Cyber Monday consumers surveyed who have shopped online at work have gotten caught doing so!

Who's buying gifts online this year?

According to the survey, nearly 1 in 4 (24%) winter holiday gift givers plan to do more online shopping for gifts than they did last year.

- Parents are more likely than those without children (34% vs. 18%) to plan to do more online shopping for winter holiday gifts than they did last year.

Mobile Holidays

Nearly half (46%) of winter holiday gift givers surveyed are likely to use a mobile device when shopping for the holiday season this year.

- Males are more likely than females (52% vs. 40%) to plan to use a mobile device when shopping for the winter holiday season this year.
- Parents are more likely than those without children (64% vs. 36%) to plan to use a mobile device when shopping for this year's winter holiday season.

What are gift givers buying?

According to the survey, the top categories typically purchased on Cyber Monday are electronics (62%), entertainment (59%) and apparel (51%). However, gender differences across categories reign supreme on Cyber Monday.

- Males are more likely than females (70% vs. 55%) to purchase electronics.
- 60% of females are likely to purchase apparel versus 41% of males.

- Almost half of females (48%) are likely to purchase toys versus only 28% of males.

"Snow Me the Money" Contest Alert! To make the holidays even more festive, RetailMeNot is giving away over half a million dollars in prizes to its app users with its "Snow Me the Money" Sweepstakes now through December 22, 2013. It's as simple as downloading the app, signing up and shaking your smartphone. Twenty thousand winners will receive a \$25 eGift card and five lucky participants will win grand prizes worth \$10,000.

Follow these three simple steps for a chance to win:

1. Download the free **RetailMeNot Coupons** (<http://bit.ly/OAQNK1>) app for iPhone or Android devices.
2. Click on the homepage tile to register and play daily.
3. Shake to win—it's that easy!

Contest participants can also tell three friends about the promotion for an extra chance to play each day. For official rules, visit rmn.promo.eprize.com/snowmethemoney/.

For the latest Cyber Monday deals, visit RetailMeNot.com/deals/CyberMonday/.

Report Methodology

The surveys were conducted between October 1 to October 8, 2013, and October 30 to November 4, 2013, among 1,045 and 1,021 U.S. residents ages 18 and over, using an email invitation and an online report. 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 report result does not vary, plus or minus, by more than 3.0 and 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) is the largest digital coupon destination 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 digital coupons from retailers. Digital 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 RetailMeNot, Inc., the world's largest marketplace for digital coupons.

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](https://twitter.com/retailmenot) and [add](https://plus.google.com/+RetailMeNotInc) us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons Newsletter by visiting: <http://www.retailmenot.com/signup>.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons and offers from retailers and brands. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest digital coupon marketplace in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace in the United Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading digital coupon site with cash back in France; and www.Deals2Buy.com, a leading discount offer site in North America. RetailMeNot, Inc. went public in July 2013 and is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

Be sure to "like" RetailMeNot, Inc. on **Facebook** and follow the company via Twitter [@retailmenotinc](https://twitter.com/retailmenotinc).

Media contacts:

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

retailmenot@allisonpr.com

[1] <http://data.bls.gov/cgi-bin/surveymost>

[2] <http://www.bls.gov/news.release/empst.t19.htm>

SOURCE RetailMeNot.com

<https://retailmenot.mediaroom.com/2013-11-25-RetailMeNot-Shoppers-Trend-Report-One-in-Four-Consumers-Plan-to-Spend-at-Least-Half-of-Their-Workday-Shopping-Online-on-Cyber-Monday>