

# RetailMeNot Shoppers Trend Report: Sex for Men and Gifts for Women This Valentine's Day

*7 in 10 women would prefer to receive a gift over sex for Valentine's Day this year*

*-- 18% of respondents are planning to give their significant other nothing for the holiday*

*-- 6 in 10 say it is inappropriate to give a fitness-related gift in a new relationship*

AUSTIN, Texas, Feb. 7, 2014 /PRNewswire/ -- To gift or not to gift, that is the question for Valentine's Day this year. RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the largest digital coupon destination in the United States, today released new survey data surrounding what consumers want, what is appropriate to give and how big their wallets will be this holiday.

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

"Finding the perfect gift for Valentine's Day can sometimes be close-to-impossible," says Trae Bodge, senior editor of The Real Deal by RetailMeNot. "This year we're diving into what's an acceptable gift, etiquette for new and old relationships and how to celebrate."

## Sex, anyone?

Whoopee on Valentine's Day? The ladies say "no thanks!" Among those willing to take the choice between the two, 70% of women surveyed in a relationship would prefer to receive a gift over sex. Take that hard-earned money and get them something nice.

Ladies, take note! Your man probably wants the opposite of what you want. 66% of males surveyed willing to make the choice between the two would prefer sex over a gift for Valentine's Day. Maybe that's why more than 3 in 10 (32%) men in relationships surveyed prefer to stay at home this year. In fact, more people in relationships surveyed are content with staying home this Valentine's Day than they were last year (38% versus 28%). However, the vast majority (57%) agreed that going out is preferred for the holiday.

## Surprise Spending

Empty wallets? According to the survey, 18% are planning to spend *nothing* on their significant other for Valentine's Day this year. That's up from 6% in 2013! That might not be a surprise as 25% actually expect that their significant other will not spend any money on them this year--way up from 10% last year!

What's more, nearly 3 in 4 (74%) women and over half (52%) of men in relationships surveyed intend to spend less than \$50 on their significant other this Valentine's Day. And over 7 in 10 (72%) of those without children surveyed plan to spend less than \$50 compared to just over half (51%) of parents.

On the bright side, it looks as if men may have gotten the hint, as they plan to spend the most money. Almost half (44%) of men in relationships surveyed plan to shell out \$100 or more on their significant other this Valentine's day compared to just 23% of women surveyed. And those who are not married may be in luck! Over 2 in 5 (42%) consumers surveyed in relationships who are not married plan to spend over \$100 versus only 30% of married individuals.

## The perfect gift

Determining what to get hard-to-please significant others can be daunting. However, the survey reveals some not-so-difficult options that are fan favorites.

- **Dinner reservations?** The number one choice for males (26%) and females (21%) is a meal.
- **Just a note.** A card plays a special role on this day, with 18% of males and 11% of females most wanting to receive one.
- **Diamonds are a girl's best friend.** This rings true this year with 17% of females who would most like to receive jewelry.
- **Tech guy.** Electronics are a crowd pleaser among men (14%).

Clichéd gifts? According to the survey, candy/chocolate (46%) and flowers (40%) were chosen as the most

stereotypical gifts for Valentine's Day. But a gift is a gift whether it's a cliché or not, and it's proven that that's what the majority of women want.

Good news! The data also reveals that more than 6 in 10 (63%) suggest their significant other is a great gift giver, and another 69% say that their partner knows them very well by the gifts they were given. By this account, it seems the majority are pleased with the gifts they receive and most have nothing to worry about.

### Don't do it!

In a new relationship? Pay attention and don't be inappropriate! Here's what *not* to give.

- **Yoga membership?** Definitely not! A majority (60%) said no to fitness or weight-loss related items.
- **Leather and lace?** Nope. 32% said hold off on the lingerie. However, not surprisingly, 72% of men feel that it is appropriate to give unmentionables.
- **Diamonds?** Not yet. Nearly 1 in 3 (30%) said expensive jewelry was not appropriate.
- **Antigua?** No. 1 in 4 (25%) said no way when it comes to a gift of a trip or vacation.

Check out more [gift ideas for Valentine's Day](#) on the Real Deal by RetailMeNot.

### Report Methodology

*The survey was conducted between January 15 and January 22, 2014, among 1,007 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 3.1 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 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](#) and [add 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/](http://www.retailmenot.com/corp/)) operates the world's largest digital coupon marketplace. The company enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers and brands. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest digital coupon marketplace in the United States; [www.RetailMeNot.ca](http://www.RetailMeNot.ca) in Canada; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest digital coupon marketplace in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [www.Actiepagina.nl](http://www.Actiepagina.nl), a leading digital coupon site in the Netherlands; [Bons-de-Reduction.com](http://Bons-de-Reduction.com) and [www.Ma-Reduc.com](http://www.Ma-Reduc.com), leading digital coupon sites in France; [www.Poulpeo.com](http://www.Poulpeo.com), a leading digital coupon site with cash back in France; and [www.Deals2Buy.com](http://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/>.

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