

## Nearly 9 in 10 People Surveyed Think Moms Have Returned a Mother's Day Gift at Least Once to Exchange It for Something Else

*RetailMeNot launches Mother's Day Gift Ideas page to help consumers find gifts their moms really want for less*

*- New "ideas pages" to feature products combined with coupons, special offers and editorial content to help cost-conscious shoppers find the perfect gift for mom*

AUSTIN, Texas, May 1, 2014 /PRNewswire/ -- You can't always get what you want, but mom can! RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the largest digital coupon destination in the United States, launches its Mother's Day Gift ideas page in conjunction with a survey conducted with The Omnibus Company ([www.omnibus.com](http://www.omnibus.com)) to find out what moms really want. Highlights from the Mother's Day edition of RetailMeNot's Shoppers Trend Report concluded that:

- A majority of people (91%) surveyed plan to purchase a gift this year for Mother's Day
- 6 in 10 moms (61%) surveyed think their immediate family should spend money on a Mother's Day gift
- What mom really wants is a day at the spa or a nice meal



### **RetailMeNot helps shoppers find the perfect gift for mom—coupons included**

Mom deserves nothing but the best. To ensure that she gets the right gift at a reasonable price, RetailMeNot announced today that is introducing its new and improved **Mother's Day gift ideas** page for shoppers. As the company constantly innovates and evolves the design of its website, the new seasonal pages will include a blend of products from well-known retailers and brands matched with applicable coupons, offers and sales. The pages will also integrate content from the **RetailMeNot Real Deal** editorial team, featuring gift guides and shopping tips from writers like Trae Bodge, Jean Chatzky, Katie Linendoll and Donna Freedman.

### **Gift anxiety**

Worried you're not getting mom what she really wants? Nearly 9 in 10 (85%) respondents suspect their moms of exchanging a Mother's Day gift for something else at least once. But rest easy, only 30% of moms surveyed say they have actually returned a gift their children have given them for Mother's Day. The majority of moms (70%) surveyed say they have *never* returned a Mother's Day gift.

"Moms, otherwise known as chief household officers, do so much on a daily basis for their families that finding the right gift to honor them appropriately on Mother's Day is bound to create some anxiety," says Trae Bodge, senior editor for **The Real Deal by RetailMeNot**.

### **What is greater than a mother's love? A child's desire to please!**

According to the survey, more than 9 in 10 (91%) consumers plan to purchase a Mother's Day gift for their mom this May and they plan to spend an average of \$68— slightly below last year's amount of \$71.

Survey respondents place a great deal of importance in honoring motherhood. In fact, more than half of respondents (56%) believe that moms should get a great gift on Mother's Day because she endured the labor of giving birth. Additionally, more than 8 in 10 respondents (83%) think it's unacceptable to send a "Happy Mother's Day" wish via text message.

### **Mom's most wanted gifts**

Even with the best of intentions, what mom would like to receive does not always align with what we plan to buy her as a gift.

**Most popular:** Out of a list of the most popular gifts that respondents plan to give mom are a gift card or gift certificate (#1) and flowers (#2). But if mom were to pick, she'd most want to pamper herself with a day at the spa (#1) or a nice meal (#2).

**Beware false modesty:** If she says she doesn't want a gift, proceed with caution! The survey found that about 6 in 10 moms (61%) think their immediate family should spend money on a Mother's Day gift. On average, these women think \$62 is an appropriate amount.

**Traditional may be trite:** According to the survey, the least desired gifts are candy, chocolate and flowers. But when it comes down to it, gifts aside, 30% of moms are most excited to spend Mother's Day with their family to celebrate the occasion.

**Sweetheart gifts:** Additionally, 58% of respondents plan to get their spouse or partner something for Mother's Day. Popular gifts for spouses include a nice meal (#1) and flowers (#2), followed by a gift card or gift certificate (#3) or jewelry (#4).

Shoppers in need of a little inspiration can visit [www.retailmenot.com/ideas/mothersday](http://www.retailmenot.com/ideas/mothersday) to browse Mother's Day gift guides, products, coupons and sales to help them save on a gift that honors the special women in their lives. Additionally, consumers can visit The Real Deal by RetailMeNot to read [Mother's Day-related articles](#).

#### *Report Methodology*

*The RetailMeNot Survey was conducted with The Omnibus Company between April 4 and April 11, 2014, among 1,075 U.S. residents ages 18 and over, with an oversample of 509 moms for Questions 6-10, 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 percentage points for the main survey and 4.3 percentage points for the oversample, 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 to find hundreds of thousands of digital coupons from retailers and brands. In 2013, RetailMeNot, Inc. experienced more than 560 million visits to its websites and estimates that \$3.5 billion in paid retailer sales were attributable to consumer traffic from digital coupons in its marketplace. Its mobile apps have been downloaded nearly 14 million times. 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 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. 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](#).

#### **Media contacts:**

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

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

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

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