

## 64% of Shoppers Say 'More Discounts, Please!' RetailMeNot Shoppers Trend Report Shows Consumers Are Optimistic About 2015 Following Widespread Holiday Shopping Discounts

AUSTIN, Texas, Jan. 26, 2015 /PRNewswire/ -- RetailMeNot ([www.RetailMeNot.com](http://www.RetailMeNot.com)), a leading digital offers destination that helps consumers save money, today released the *2014 Holiday Shopping Retrospective and 2015 Outlook* edition of its Shoppers Trend Report reviewing 2014 spending and shopping behaviors, holiday promotional activity, how consumers plan to shop in the coming year and what they expect from retailers. This latest Shoppers Trend Report, which includes data from surveys conducted in December 2014 and January 2015 in conjunction with The Omnibus Company ([www.omnibus.com](http://www.omnibus.com)), finds a highly promotional 2014 holiday shopping season may have contributed to consumers buying more than their budgets could handle.

Nearly 4 in 10 (38%) consumers surveyed carried over debt from their 2014 winter holiday gift purchases into 2015, with an average remaining balance of \$790. Despite this holiday spending hangover, consumers surveyed are confident that they will save more money (63%), make more money (63%) and be able to afford everything they need (61%) in 2015.

"According to the survey, 29% of consumers felt retailers offered more sale days last year than in previous years," says Trae Bodge, senior lifestyle editor for *The Real Deal by RetailMeNot*. "Given more opportunities to shop smart, the 2015 consumer's appetite for savings has been whetted and retailers need to align their promotional calendars to meet these expectations."

Additional highlights from survey include:

- Overspending was common in 2014, with more than 4 in 5 (83%) consumers surveyed saying they spent more than they expected
- More than 2 in 3 consumers (67%) shopped on Thanksgiving Day, Black Friday or Cyber Monday in 2014, an increase from just over half (58%) who did the same in 2013
- Among Black Friday shoppers who took to the stores in both 2014 and 2013, more than half (51%) felt the crowds were smaller this past year and the deals were worse (34%) than the previous year
- Promotions demand remains high, as nearly 2 in 3 (64%) consumers surveyed want retailers to offer more discounts in 2015 than they did in 2014

Click to access the full [2014 Holiday Shopping Retrospective and 2015 Outlook report](#), including survey methodology.

Additional insights on the 2014 consumer, as provided in last year's RetailMeNot Shoppers Trend Report survey data, are available on the RetailMeNot blog: [The Year in Shopping \(www.retailmenot.com/blog/2014-consumer-insights.html\)](#).

References to survey results refer to the January survey, unless otherwise noted.

### **About RetailMeNot.com**

RetailMeNot.com (<http://www.retailmenot.com>) is a leading digital offers destination that helps consumers save money. Since November 2006, our users have shared hundreds of thousands of offers from retailers. These offers are voted on by users, ensuring that quality deals rise to the top and those that are expired drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital offers. Consumers can save more at their favorite stores by downloading the RetailMeNot app at <http://www.retailmenot.com/blog/rmn-whats-new.html>.

We're out to save the world (some money).™ Consumers can follow RetailMeNot on Facebook, Twitter, Pinterest and Google+ by visiting <http://www.retailmenot.com/corp/websites>.

### **About RetailMeNot, Inc.**

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites, and during the three months ended September 30, 2014, monthly mobile unique visitors totaled 14.5 million. In 2013, RetailMeNot estimates \$3.5 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. Its mobile apps have been downloaded over 18.5 million times. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers

marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a leading digital offers 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>.

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