

What Do Women (Really) Want ... for Mother's Day?

New Survey from RetailMeNot Reveals Stats That May Surprise Gift Givers

- 40% of Americans believe Mother's Day should be a national holiday

- 20% of those giving mom a gift will get her flowers

- When it comes to help, 53% of moms would most want help with housework like cooking or cleaning on Mother's Day

AUSTIN, Texas, April 30, 2015 /PRNewswire/ -- Moms across the country are speaking out in an attempt to lend a hand to the gift givers in their lives. RetailMeNot (www.retailmenot.com), the largest digital offers destination in the United States, has released new survey data showcasing what moms really want – and the statistics are surprising. **The majority of moms see Mother's Day as both a day to be appreciated by their families (58%) or to spend time with their kids (55%), but it's also a time for gifting!**



The highlights from the Mother's Day edition of RetailMeNot's Shopper's Trend Report concluded that:

- 88% of consumers will give Mom a gift on Mother's Day this year
- 34% of consumers, with both parents in their lives, will spend more on their Mother's Day gifts than Father's Day

Around-the-Clock Mom

With Mom never really receiving a day off, coupled with Mother's Day always falling on a Sunday, moms may never really get the break they deserve. More than one in three (33%) moms estimate that **they spend more than 60 hours per week** devoted to the tasks associated with being a mother. With all the hard work moms do, it's only fitting that consumers want to acknowledge their mothers' dedication – two in five (40%) consumers believe Mother's Day should be a national holiday.

What Women (Really) Want: Moms Have Spoken and What They're Saying Isn't What You'd Expect

While **nearly 9 in 10 (88%) consumers¹ will get their mom a Mother's Day gift this year**, what consumers plan to get her, namely **flowers (20%) or a nice meal (13%)**, may not be what she actually wants. Moms across the country have weighed in and here are a few things they would appreciate on their special day:

1. **Gift Cards: 27% of moms want a gift card that they can use anywhere, a gift card for specific store** (e.g., Banana Republic, Chipotle, etc.) **or one that can be redeemed for a specific service** (e.g., house cleaning, massage) as their Mother's Day gift.
2. **Spa Day: 13% of moms want to hit the spa for Mother's Day!** In fact, **nearly 3 in 10 moms feel that Mother's Day is a day to go out and be pampered** regardless of what gift they receive.
3. **Help!:** In addition to a gift, offer to help your mom out on Mother's Day. If assistance were being offered, moms wish for someone **to clean (33%), cook for their family (20%) or take care of their children (14%)**.

Still unsure what to get her? Here's a tip: A majority of moms appreciate a sentimental gift. **In fact, more than half would rather receive something sentimental (58%) rather than something creative (19%), experiential (13%) or expensive (6%)**. Proof that what you give mom doesn't have to cost a lot.

Mom Is a Class Act and Deserves to Feel Appreciated

What if mom hates her gift? She'll never tell. A whopping 54% of moms have never returned their gifts and, furthermore, 3 in 4 (75%) have never tossed an unwanted Mother's Day gift.

Struggling for Ideas? RMN Has an App for That!

Can't spend time with Mom on her special day? Don't live in the same city as she does? Tight on budget? Not to worry, RetailMeNot has done the work for you. We're offering up some of the best ideas at the best price on our [Mother's Day page](#).

And, for more Mother's Day shopping ideas, consumers can head over to "[28 Ways to Wow Mom](#)" on The Real Deal by RetailMeNot, for gifts under \$100.

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 for their favorite retailers and brands. During the 12 months ended December 31, 2014, RetailMeNot, Inc. experienced nearly 700 million visits to its websites, and during the three months ended December 31, 2014, monthly mobile unique visitors totaled 21.2 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. 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 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>.

Be sure to "like" RetailMeNot, Inc. on [Facebook](#) and follow the company via Twitter [@retailmenotinc](#).

2015 Report Methodology

The RetailMeNot April 2015 Survey was conducted between April 4 and April 11, 2015, among 1,073 U.S. residents ages 18 and over, using an e-mail 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.

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¹ Among respondents with mothers in their lives.

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