

Mom trumps Dad but still doesn't get what she really wants for Mother's Day

When it comes to celebrating parents, Mom outshines Dad while half the country ignores Father's Day

TORONTO, May 3, 2017 /PRNewswire/ -- While not the most innovative, it's likely not surprising that flowers and a card top the charts when it comes to gifts for Mom on Mother's Day. It may seem like these are inexpensive purchases, but they can quickly add up! In fact, according to a recent survey by savings destination RetailMeNot.ca, Canadians will spend an average of \$76 on gifts and a whopping \$184 on the overall experience to celebrate Mother's Day this year. So, why not put that money towards something Mom *actually* wants?

According to the survey, top items on Mom's wish list include:

1. A dinner out with the family
2. Dinner at home with the family
3. Some other type of experience
4. Spa Day alone

Despite this, the majority of Canadians are missing the mark and spending on less desired items. The top gifts to be purchased for this Mother's Day and average spend include:

1. Card - \$13
2. Dinner - \$81
3. Flowers - \$34
4. Candy & Chocolate - \$17

"The majority of Canadians agree that cost is no object when it comes to celebrating their Mom, but that doesn't mean you need to break the bank," says Sara Skirboll, Shopping & Trends Expert for RetailMeNot. "Creating an experience for you to enjoy together is one of Mom's top desired gifts. Put together a bundle of all her favourite things and before checking out, look for a promo code or deal to stretch your dollars further."

But let's not forget about dear old Dad! Unfortunately, 71 per cent of Canadians agree Dad usually does not get as big of an acknowledgment on Father's Day as moms do on Mother's Day, that is usually the case. In addition, 73 per cent agree Mother's Day celebrations overshadow Dads', which isn't surprising considering nearly half the country (49 per cent) don't think Father's Day is a big deal in their family.

However, those looking to partake in Dad's day will spend an average of \$136 on the entire experience with a card topping the list of gifts. Mirroring the same sentiment as Mom, it appears Dad also gets items he needs rather than what he wants, according to 60 per cent of Canadians.

Other survey findings include:

- **Doubtful Dad:** Nearly two-thirds of the country (62 per cent) agree Fathers need help from their children to pick out a gift for Mom;
- **Forgotten Father's Day:** Forty-nine per cent of Canadians believe Dad doesn't care about celebrating Father's Day;
- **Momma's boy/girl:** Forty-five per cent of Canadians agree Mom would be upset if they forgot to buy them a gift for Mother's Day, while only 40 per cent think Dad would be upset if they forgot their special day.

RetailMeNot.ca regularly conducts consumer trend and spending surveys.

About the survey:

From April 5th to April 6th, 2017 an online survey was conducted among 1,514 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 2.5%, 19 times out of 20. The results have been statistically weighted according to education, age, gender and region (and in Quebec, language) Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

About RetailMeNot, Inc.

RetailMeNot (<https://www.retailmenot.com/corp/>) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers and discounted gift cards to save money while they shop or dine out. During the 12 months ended December 31, 2015, RetailMeNot, Inc. experienced over 718 million visits to its websites. It also averaged 23.2 million mobile unique visitors per month during the three months ended December 31, 2015. RetailMeNot, Inc. estimates that approximately \$4.8 billion in retailer sales were

attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than \$600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; retailmenot.de in Germany; Actiepagina.nl in the Netherlands; ma-reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain, RetailMeNot.it in Italy and GiftCardZen.com and Deals2Buy.com 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>.

For interview requests or more information, please contact:

Erin Banting
Citizen Relations
416 934 8422 office
416 414 8637 mobile
erin.banting@citizenrelations.com

<https://retailmenot.mediaroom.com/2017-05-03-Mom-trumps-Dad-but-still-doesnt-get-what-she-really-wants-for-Mothers-Day>