



MAY 9, 2012

RETAILMENOT SHOPPERS TREND REPORT, VOL. 1., SEVENTH EDITION

KEY FINDINGS:

- **73% of Moms Surveyed Are Hoping for a Gift on Mother's Day**
- **67% of all survey respondents – spouses and children with Moms – plan to spend \$100 or less on a Mother's Day gift**
- **Gift cards, flowers and a “fancy” dinner among the items Mom wants this Mother's Day.**

EXECUTIVE SUMMARY

RetailMeNot.com (www.retailmenot.com), the largest [online coupon site](#) in the United States, released today in its Mother's Day edition of the Shoppers Trend Report that despite what moms may say, **73% of moms surveyed want a [gift for Mother's Day](#)**. A large majority of U.S. consumers (**67%**) intend to spend \$100 or less on their mothers this holiday.

The RetailMeNot survey, jointly conducted with Ipsos Public Affairs (www.ipsos.com), also found that **42% of spouses surveyed do not intend on buying a gift for their partner this Mother's Day**, setting the stage for what could be time spent in the doghouse!

Give Her What She Wants

When asked what they are most hoping to get as a gift this year, the majority of mom respondents (**52%**) reported they wanted items that cost money. Thirty four percent of mom respondents indicated that they **prefer gift cards (19%) or [flowers](#) (15%) as the two top [gifts for Mother's Day](#)**. For the 7% of mom respondents hoping for a spa day, **a massage** is the **most popular treatment** for women (**41%**). **Only 2% of moms want [candy](#)!**

When it comes to celebrating Mother's Day with a meal, mom respondents were most likely to prefer a fancy dinner (**38%**) or brunch (**32%**) over breakfast in bed (**7%**).

Chart 1: What Mom Wants



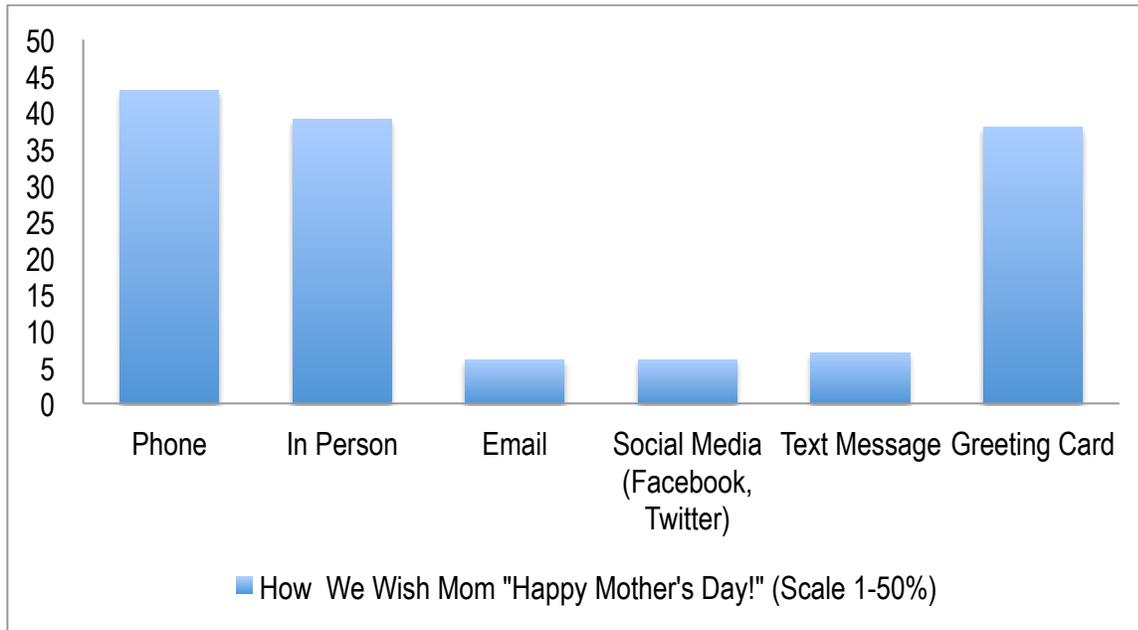
Is Mother's Day on Your Mind?

Despite the abundance of marketing efforts surrounding this day, **14% of respondents have at one time forgotten to wish their mom a happy Mother's Day!**

Men are more likely than women to forget Mother's Day, with **20% of men** surveyed saying they have forgotten to deliver well wishes to their mother on her special day (**as opposed to 8% of women surveyed**).

For those survey respondents who do remember to wish their mom a happy Mother's Day, a phone call is the most common mode of communication used (**43%**), followed by an in-person conversation (**39%**) or a greeting card (**38%**). Perhaps a testament to tech-savvy moms everywhere, **20% of survey respondents typically greet mom via social media, email or text message.**

Chart 2: How We Wish Mom “Happy Mother’s Day!”



Shopping for Mom

In line with what moms desire, most respondents plan on giving their mothers gift cards (28%) or flowers (25%); however, just over **one in 10 (11%) are not planning on getting their mothers anything.**

The RetailMeNot–Ipsos poll found that **67% of those surveyed plan to spend less than \$100 on mom** this year. With a little creative thinking, one can find plenty of creative and thoughtful gifts for mom within this budget. **Trae Bodge**, a senior writer for RetailMeNot.com’s [Insider](#) magazine, offers some suggestions to make mom feel extra special this Mother’s Day. Some of her tips include:

- If she relishes a relaxing cup of tea, she’ll thoroughly enjoy the Beauty Tea Set (\$30) from BijaBody. The set comes with two canisters: one of Daily Beauty Tea and one of Nightly Beauty Tea along with a steeper.
- The Beecology Mother’s Day Gift Bag (\$24.99) is the perfect pampering gift for the green-thumbed mom (or any mom, actually!).



- Know a mom-to-be or new mom who needs a pick-me-up? Encourage her to take some “me time” with the Mommy Tillia 3-Piece Gift Set (\$18) from Tiny Tillia by Avon. She’ll love the yummy citrus-scented body wash, rich body lotion and emollient hand cream. Just what the doctor ordered!
- If Mom is feeling a little underappreciated, make her the model of her very own Mother’s Day magazine cover. You supply the photo and a little personal information, and YourCover will create a totally authentic-looking magazine starring Mom! You can download a printable cover (\$12.95) or you YourCover can print the magazine for you (\$19.95). Add \$10 to have the cover framed.

For additional Mother’s Day gift ideas, read the following articles from RetailMeNot’s online magazine, *The Insider*:

- <http://theinsider.retailmenot.com/mothers-day-gift-guide.html>
- <http://theinsider.retailmenot.com/mothers-day-gifts-for-grandmas-sisters-and-friends.html>
- <http://theinsider.retailmenot.com/what-a-mom-wants.html>

To save money on Mother’s Day gifts, visit <http://www.retailmenot.com/offers/mothersday> for top coupons by gift category.

Methodology for Ipsos Survey

These are some of the findings of an Ipsos poll conducted April 26-30, 2012. For the survey, national samples of 1,009 adults aged 18 and older from Ipsos’ U.S. online panel were interviewed online, including 385 mothers of a child of any age. Weighting was then employed to balance demographics and ensure that the sample’s composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,009 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the leading consumer destination for collaborative online coupon, deal and promotional code hunting and sharing. 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 deals and offers from retailers from across the globe. Online 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



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