RetailMeNot Shoppers Trend Report: Over Two-Thirds of Survey Respondents Are More Worried About What to Buy Mom on Mother's Day Than What to Buy Dad on Father's Day

- 23% of survey respondents will be spending more than $60 on Mom's gift

- More than half of consumers (52%) are more likely to wish their moms Happy Mother's Day in person - 16% have forgotten to contact mom

- RetailMeNot announces Most Pinteresting Mom Giveaway open today through May 12

AUSTIN, Texas, May 6, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the largest digital coupon website in the United States, today released its Shoppers Trend Report, revealing that nearly 7 in 10 U.S. residents (67%) are more worried about what to buy their mom for Mother's Day than what to buy their dad for Father's Day.

(Logo: http://photos.prnewswire.com/prnh/20130312/DA74245LOGO)

According to the survey, conducted jointly with The Omnibus Company, more than 4 in 10 people (42%) are willing to spend up to $40 on a gift for mom, while an additional 22% will be spending $41 to $60, and 23% will be spending $61 or more on her!

"Being that I am a mom, Mother's Day is one of my favorite holidays. Although one of the things I love the most is a handmade card and an 'I love you, Mom!' from my 7-year-old daughter. I won't lie, a tasteful gift or bouquet of flowers to celebrate my mom-hood is always nice too!" says Trae Bodge, senior editor for The Real Deal by RetailMeNot. "The good news for you gift-giving consumers is that there are plenty of options that won't break the bank. And many of those options have coupons available, so you can save when you shop for that special gift for your mom."

What Mom Wants: Flowers and a Spa Day Take the Lead

The survey revealed what mom would like to receive on her special day: Mom's top four picks this year are flowers (18%), a spa day (18%), gift cards (15%) and jewelry (15%).

A similar poll last year indicated that the most popular gifts desired by mom were gift cards (19%) and flowers (15%).

Go Home to Mamma Already!

This year, 52% of moms will most likely be wished a "Happy Mother's Day" in person, while 23% will receive a phone call and 15% are most likely to get a greeting card.

Summary of findings:

- Over two-thirds of respondents would be more worried about what to buy Mom for Mother's Day than what to buy Dad for Father's Day!
- 18% of moms most hope to receive flowers for Mother's Day, while another 18% would most like a spa day, 15% would most like a gift card or gift certificate, and another 15% would most like jewelry.
- Meeting her expectations, 27% of people will most likely be giving their mom flowers for Mother's Day this year and 18% will be most apt to give a gift card. Unfortunately, only seven percent plan to give jewelry this year and just two percent plan to give a spa day.
    - Spouses will be honoring their wives/partners with gifts as well. The top three gifts are a nice meal (22%), flowers (18%), gift cards (12%) and jewelry (12%).
- 42% of respondents intend to spend up to $40 on Mom for Mother's Day, while 22% will spend between $41 and $60, and 23% will spend $61 or more.
    - 10% are not planning to give a Mother's Day gift to their mom this year.

Contest Alert!

Do you know a mom in need of some pampering? We are looking for the Most Pinteresting Mom in the nation to pamper! Visit www.retailmenot.com/contests/ now through Sunday, May 12, for instructions on how to create a Pinterest board that describes the Most Pinteresting Mom you know. Submit your board and you could win the mother of all prize packages: $1,000 for a shopping spree and spa of your choice for you and the Most Pinteresting Mom you know!

Survey Methodology:

The survey was conducted between April 12 and April 17, 2013, among 1,067 nationally representative U.S. residents ages 18 and over, 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 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) is the most widely used digital coupon site 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. 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 operated by RetailMeNot, Inc., the world's leading 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/) is the world's leading digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 450 million consumer visits to its sites in 2012. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the leading digital coupon site in the United States; www.VoucherCodes.co.uk, the leading digital coupon site in the United Kingdom;www.Deals.com in Germany; www.ActiePagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.Poulpeo.com, leading digital coupon and cash back sites in France; and www.Deals2Buy.com, a leading discount offer site in North America.

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