RetailMeNot Issues Shoppers Trend Report - Retail Forecast for 2014: Economic Confidence Strong as Almost 7 in 10 Consumers Surveyed Expect to Make More Money, Save More Money and Afford the Things They Need

AUSTIN, Texas, Jan. 15, 2014 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, today released a retail forecast examining consumer behaviors on personal wealth, savings and confidence and buying patterns for 2014.

(Logo: http://photos.prnewswire.com/prnh/20130704/DA42607LOGO)

The forecast provides an overview of a survey conducted in conjunction with The Omnibus Company (www.omnibus.com) and RetailMeNot.com coupon click activity throughout 2013. The goal was to study and call out any differences between what consumers said they intend to shop for in 2014 and what they did shop for on RetailMeNot.com during comparative periods in 2013.

"We are excited to release our Retail Forecast for the year," said Jill Balis, senior vice president of marketing for RetailMeNot, Inc. "The data provides great insights into what consumers are shopping for in 2014 and also reveals interesting retail trends."

Highlights from the survey include:

- More than 6 in 10 (62%) used credit cards (both non-store or store-specific credit cards) to pay for their winter holiday gifts.
- Nearly 2 in 10 (19%) married individuals carried $500 or more in debt into 2014.
- Almost 4 in 10 (39%) people describe themselves as spenders, not savers.
- Of those planning to shop online in 2014, 87% plan to shop the same amount or more, with over a quarter (26%) planning to shop more.
- Nearly 8 in 10 (77%) parents used cash to pay for their gifts as opposed to 59% of those without children. 7 in 10 (70%) parents also used debit cards to pay for gifts versus 49% of non-parents.
- 67% of consumers surveyed (and 72% of women) said that they wanted retailers to offer **more** discounts in 2014 than they did in 2013.
- 90% surveyed planned to use their desktop computer to go shopping in 2014 versus 53% who planned to use a smartphone and 47% a tablet.

Click to access the full RetailMeNot Retail Forecast for 2014.

Report Methodology
Omnibus Information: The RetailMeNot January survey was conducted between December 26, 2013, and January 3, 2014, among 1,014 U.S. residents ages 18 and over, using an email invitation and an online report. 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 report 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.

Coupon Click Data: RetailMeNot reviewed the average number of monthly coupon clicks on RetailMeNot.com for eight categories of retailers in 2013, including those primarily selling clothing and shoes; computers and electronics; books; home and garden supplies; automotive parts and supplies; travel; health and beauty; and toys. Coupon clicks on digital coupons from multi-category retailers (like Target, Walmart, Amazon and eBay) were excluded. RetailMeNot reported increases or declines in click activity from the average monthly click activity in 2013.

About RetailMeNot.com
RetailMeNot.com (www.retailmenot.com) is the largest digital coupon destination 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. Digital 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 largest 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/) operates the world's largest digital coupon marketplace. The company enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio includes www.RetailMeNot.com, the largest digital coupon marketplace inthe United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace in theUnited Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site inthe Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading digital coupon site with cash back inFrance; and www.Deals2Buy.com, a leading discount offer site in North America. RetailMeNot, Inc. went public inJuly 2013 and 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. onFacebook and follow the company via Twitter@retailmenotinc.

Media contacts:

RetailMeNot PR Department
Media Inquiries: +1 512 777 2957
media@rmn.com

Allison+Partners Public Relations
retailmenot@allisonpr.com

SOURCE RetailMeNot.com

---

https://retailmenot.mediaroom.com/2014-01-15-RetailMeNot-Issues-Shoppers-Trend-Report-Retail-Forecast-for-2014-Economic-Confidence-Strong-as-Almost-7-in-10-Consumers-Surveyed-Expect-to-Make-More-Money-Save-More-Money-and-Afford-the-Things-They-Need