Canadians Say Size Really DOES Matter

Just in time for the "big game," a RetailMeNot.ca survey reveals that 31 per cent of men say the size of the television impacts their game day enjoyment

TORONTO, Jan. 21, 2015 /PRNewswire/ -- When the Super Bowl* kicks off on Sunday, February 1st, 35 per cent of Canadians plan to tune in. That number is higher for men, with 50 per cent planning to watch, according to the latest consumer trends survey from digital offer website RetailMeNot.ca. The survey also reveals that size really does matter when it comes to watching the game, with nearly one-third (31 per cent) of Canadian men saying the larger the television, the more they enjoy tuning in.

In fact, the Super Bowl is so popular that it receives the largest viewing audience of the seasonâ€”larger than any Hollywood awards show in February. The highest number of Canadian viewers hails from British Columbia, with 42 per cent of the respondents from that province planning to watch the game, making them the country's biggest football fanatics.

Bring on the pizza and beer! On average, Canadian fans surveyed who plan to watch the game will spend $61, far less than their U.S. counterparts, who plan to spend an average of $193**. Canadians will spend most of their big game dollars on alcohol and food, with men surveyed spending an average of $26 on alcohol and $25 on food. Perhaps the larger spend on alcohol is why men are three times more likely than women to have a hangover the Monday after the Super Bowl.

Despite all the game day festivities, spending woes are top of Canadian football fans' minds, as 34 per cent of respondents plan to avoid restaurants and bars due to high costs. Fifty per cent of those who plan to watch the game will tune in from home or from a friend's or family member's home.

"Canadians are fumbling their budgets! Only 13 per cent of consumers surveyed look for discounts while shopping for the big game," says Kristen Nelson, spokesperson for RetailMeNot, Inc. "It's important to plan and budget for every occasion. Whether you're upgrading your TV, buying fan gear or ordering a pizza for a game day watch party, don't pass on looking for coupons to score savings."

Other survey findings include:

- **Sunday Funday, for the win:** Canadians love Sunday celebrations, with only 20 per cent saying they wish the Super Bowl was on Saturday, allowing for more recovery time.
- **Munchies madness:** 20 per cent of Canadian men admit that eating and drinking is their primary motivator for watching the big game.
- **Hop on the bandwagon:** Over one quarter (27 per cent) of Canadians admit to having watched the Super Bowl, even though they don't enjoy it.
- **Americans have it better:** Nearly half of Canadians (47 per cent) wish they were able to watch the U.S. commercials during the game's broadcast.
- **Pizza, please:** 21 per cent of Canadian men will be ordering pizza for the Super Bowl this year.

RetailMeNot.ca regularly conducts consumer behaviour surveys to examine the spending habits of Canadians. All percentages refer to survey respondents unless otherwise noted.

About the Canadian survey:

From January 12 to January 13, 2015, an online survey was conducted among 1,510 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 the U.S. survey:**

The RetailMeNot February 2015 Survey was conducted between December 26, 2014 and January 1, 2015, among 1,052 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.

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 from their favorite retailers and brands. During the 12 months ended September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites, and during the three months ended September 30, 2014, monthly mobile unique visitors totaled 14.5 million. In 2013, RetailMeNot estimates $3.5 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 leading 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/.

For more information or to schedule an interview, please contact:

Erin Banting
Citizen Relations
erin.banting@citizenrelations.com
416-934-8422 (o)
416-414-8637 (c)

Kristen Nelson
RetailMeNot, Inc.
+1 832 398 5792 mobile
knelson@rmn.com

*"Super Bowl" is a registered trademark of the National Football League. RetailMeNot has no affiliation or association with the National Football League or the Super Bowl.

Logo - http://photos.prnewswire.com/prnh/20130312/DA74245LOGO

---

https://retailmenot.mediaroom.com/2015-01-21-Canadians-Say-Size-Really-DOES-Matter