'Tis the Season for Shopping: RetailMeNot Shares New Survey Data as Shoppers Hit the Stores

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- 37% of consumers are planning on making purchases for themselves this season

- 60% of shoppers are looking for deals no matter what they're buying

AUSTIN, Texas, Nov. 20, 2017 /PRNewswire/ -- RetailMeNot, Inc., today announces new consumer data showcasing shopper behavior as the focus turns to Cyber Week.

Download the full data in an infographic at http://www.rmn.com/cyberweekdata2017.

In-Store Surprises
As consumers begin to round the corner on holiday shopping with Black Friday, survey data shows the retail store is still very much a destination. In fact, 87% of consumers plan to visit a physical store in the month of December, and on average, they plan to do so seven times. The survey also showed 63% are likely to make a purchase at a special in-store event, such as pop-up shops, new brand collaborations or celebrity guest appearances.

"At RetailMeNot, while we recognize the growth of e-commerce and m-commerce, we still stress with our retail partners the significant role a brick-and-mortar location plays in the consumer shopping journey," said Marissa Tarleton, CMO, RetailMeNot, Inc. "Consumers are going both online and in-store for list toppers such as toys, and looking in both places for gifts such as clothing and shoes, so retailers with an omnichannel presence will likely capture the most dollars."

In fact, 75% of consumers told us they plan to shop both online and in a physical store this season. Additionally, the RetailMeNot survey asked consumers where specifically they're planning on making purchases this holiday season, and while 41% are shopping at online-only marketplaces such as Amazon, an equal amount said they're shopping at big-box retailers like Target and Walmart (41%), with an almost equal amount saying department stores (38%).

Selfish Shopping Takes Off
Over the past several years, the self-gifting trend has grown. Nearly 40% of consumers surveyed said they are planning on making purchases for themselves while holiday shopping this year, and half of those will spend at least $100 on themselves. As they do, everyone is looking to save money: 60% of shoppers are looking for a deal no matter who's on the receiving end.

Survey results showed more millennials tend to selfishly shop (50%), while only 32% of Gen X and Baby Boomers are picking up presents for themselves.

"Regardless of who they're shopping for, consumers are looking to save money," said Tarleton. "Retailers should plan to engage shoppers with a variety of offer types at different intervals throughout the rest of the shopping season. Consumer favorites include discount e-gift cards, Cash Back Offers, expedited free shipping and percent-off storewide."

RetailMeNot previously announced consumers plan to spend an average of $743 during the Black Friday to Cyber Monday shopping weekend, up 47% from last year's average of $505. In addition, more consumers plan to shop on Cyber Monday this year. New data shows that shopping and spending will remain strong through December.

While the season kicked off well before November 1, retailers of all types still have plenty of time to capture the sales they're looking for this season. In fact, survey results indicate 62% of people still have the majority of their shopping to do to complete their list.

Methodology
This data is based on findings from three consecutive surveys written by RetailMeNot and conducted using Google Surveys in the month of October 2017. Each survey targeted 1,000 U.S. consumers aged 18 and over to survey regarding planned holiday spending and preferences.

Additionally, a RetailMeNot, Inc. Q4 PR survey was conducted by Kelton Global between October 5, 2017, and October 10, 2017, among 1,086 nationally representative Americans 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.

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading 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 to save money while they shop or dine out. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, 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; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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