# Mom Knows Best, Especially When It Comes to Mother's Day Gifts

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- A majority of moms (91%) want to receive a gift from family this Mother's Day
- Close to 1 in 4 moms (23%) would most like a nice meal on her special day
- More than 4 in 10 Americans[1] (44%) believe mom should get Mother's Day off work

**Austin, TX, April 25, 2016** – American moms hope their families show some love in the form of monetary gifts this Mother's Day. However, that doesn't mean you have to break the bank. RetailMeNot (www.retailmenot.com), a leading savings destination for shoppers, has released new survey data showcasing what's actually at the top of mom's wish list this year. A majority of moms see Mother's Day as a day to be appreciated by their families and 91% of moms want to receive a gift from their family members.

While Americans might not need to spend a lot, they'll still need to get shopping! In fact, more than 2 in 3 (67%) moms expect their families to spend an average of $65 this year on Mother's Day. On the other side, 24% of mothers do not think their family should spend money on their Mother's Day gift and 9% do not think that their family should get them a gift at all!

Not only do most moms expect gifts, but they know exactly what gifts they want:

- **Chef's Choice:** Almost 1 in 4 (23%) American moms most want a nice meal, which can be as easy as staying in and whipping up her favorite dish or going out to the restaurant of her choice.

- **Gift Cards:** 15% of moms surveyed would prefer a gift card this Mother's Day so they can hit the stores themselves
- **High-Tech Toys:** Internal data from RetailMeNot shows a spike in deals offered in the electronics category leading up to Mother's Day, trailing only behind gifts and multi-category discounts. So if you've got a tech-savvy mama, now is the time to buy.

**Give Mom a Break**

Gifts are always nice, but 44% of Americans believe that moms should get something else for Mother's Day: a day off from work—and moms tend to agree. More than 1 in 10 (12%) would appreciate having the day off to relax. Even more significant? More than 2 in 5 (44%) Americans think that new moms should receive at least a year of paid maternity leave.

Even if we can't give her a day—or a year—off from work, a majority of Americans are doing the next best thing, spending quality time with mom on Mother's Day. More than half (64%) plan on wishing their mother a happy day in person.

**Can't Be There? No Worries.**

Consumers should mark May 8 on the calendar now so they don't forget mom's special day. In fact, 11% of Americans have forgotten to wish their mom a Happy Mother's Day in the past.

Today's digital consumer has a variety of ways to reach out. One in 5 Americans (20%) actually plan to wish their mom a Happy Mother's Day via text message this year, and more than half (54%) plan to give mom a call. Not her style? Then give her an old-fashioned handmade or store-bought greeting card, which 44% of consumers plan on doing this year as well. Interestingly, 31% of Americans would consider spending a little extra on their mom this Mother's Day if they were unable to see her in person.

**Mother Knows Best**

Other highlights from the 2016 Mother's Day edition of RetailMeNot's Shopper's Trend Report concluded that:

- Compared to women, men think it's harder to find a gift for mom for Mother's Day than for dad on Father's Day (25% vs. 14%).

- Of consumers who have both parents in their lives, 32% will spend more on Mother's Day gifts than Father's Day gifts
- 54% of Americans hope to do more for their mother this year to repay her for everything she's done for them.

**Shoppers Don't Need to Break the Bank**

Watching your wallet but still want to show your appreciation? RetailMeNot can help you find deals on gifts and restaurants for

the big day on our Mother's Day page or via the RetailMeNot app.

Shoppers can also check out "20 Under-$25 Gifts for Mother's Day" at The Real Deal by RetailMeNot for more budget-friendly Mother's Day gift ideas that will put a smile on her face.

View our "What Mom Really Wants For Mother's Day" infographichere.

**2016 Report Methodology**

The RetailMeNot February 2016 Survey was conducted between February 23, 2016, and February 28, 2016, among 1,008 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. 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 (http://www.retailmenot.com/corp/) is a leading digital 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. During the 12 months ended December 31, 2015, RetailMeNot, Inc. experienced over 718 million visits to its websites. It also averaged 23.2 million mobile unique visitors per month during the three months ended December 31, 2015. RetailMeNot, Inc. estimates that approximately $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, 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; RetailMeNot.de in Germany; Actiepagina.nl in the Netherlands; ma-reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain, RetailMeNot.it in Italy and Deals2Buy.com 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.

Be sure to "like" RetailMeNot, Inc. onFacebook and follow the company via Twitter@retailmenotinc.

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[1] Sample of Americans with their mother currently in their life

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