

RetailMeNot.ca Introduces Canadian Shoppers Trend Report: The proof is in the data, Canadians are looking for a great deal

- Close to half (47 per cent) of Canadians look for coupons or discounts online or on their mobile devices

- As a rule, 49 per cent of Canadians agree that they should never pay retail

AUSTIN, Texas, July 3, 2013 [PRNewswire/](#) -- RetailMeNot.com (www.retailmenot.com), a digital coupon site in Canada, introduced the inaugural Canadian edition of its Shoppers Trend Report. The monthly report summarizes consumer research conducted in partnership with Angus Reid Forum (<http://www.angusreidforum.com>), which explores Canadian shopping habits, attitudes and behavior on retail spending.

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

To mark the recent launch of RetailMeNot.ca, the report examines deal-hunting behaviors among Canadian consumers who, simply put, are very savvy about saving money on the products and services they buy every day.

Coupons all around

All across Canada, consumers have one thing in common—they are looking for great offers. We found that nearly half (47 per cent) of Canadians look for coupons or discounts for non-grocery items by going online or using their mobile devices.

- Alberta ranks highest, with 56 per cent of respondents looking online or on their mobile devices for discounts, followed by Ontario (52 per cent), British Columbia (50 per cent) and Manitoba/Saskatchewan (44 per cent).
- Of Canadians ages 18 to 34, 60 per cent prefer to use their mobile devices vs. 41 per cent of those ages 35 and over.

Big spenders

Canadians are proving to be big monthly spenders when it comes to non-grocery items, such as clothes, electronics, home goods and furnishings. Almost half (49 per cent) spend more than \$100 a month, with the largest spenders in Alberta (40 per cent) and Manitoba/ Saskatchewan (42 per cent) spending more than \$200 a month.

- Men (32 per cent) are spending in the more-than-\$200-a-month category as opposed to women (24 per cent);
- Age doesn't seem to matter, with 30 per cent of both 18- to 34-year-olds and 35- to 54-year-olds spending more than \$200 a month.

Cutting back

Both Americans and Canadians have expressed a continued interest in paring back nonessential spending over the past couple of years. The survey data found that 50 per cent of Canadians are spending less money on smaller-priced items like DVDs than they did five years ago. In the U.S., only 40 per cent of Americans are cutting back on DVDs. Americans are cutting back the most on nights out, with 49 per cent saying they are spending less on restaurant meals, compared with 44 per cent of Canadians.

- Of Canadian consumers ages 55 and older, 56 per cent have cut back on new furnishings for their homes, compared to 28 per cent of 18- to 34-year-olds.
- Canadians love to spend money on expensive groceries, with only 33 per cent who agree they would spend less money than compared to 44 per cent of Americans.
- Travel and vacations are essential to Canadians with only 32 per cent stating they would cut back while 40 per cent of Americans cut back on their vacations.

Better Benefits

Canadians find many advantages to using digital coupons:

- 55 per cent say it is easy to search for or find digital coupons.
- 41 per cent like that they can easily access the digital coupons to the stores they love to shop.
- 34 per cent like the assortment of digital coupons from big-name stores.
- 31 per cent believe that there is always something available they can use.

Other digital coupon-benefit findings:

- At 61 per cent, Albertans are the keenest on being able to search for digital coupons online/via mobile.
- Atlantic Canadians are most eager to find deals, with 55 per cent saying they should never have to pay retail.

What Canadians want

We asked, and they told us. Frequency and relevancy rule. No more offers that are a "once in a blue moon" deal or discounts for stores where they never shop. Nearly 1 in 2 (47 per cent) Canadians want coupons or discounts that are frequent and relevant (49 per cent). Canadians also want offers from well-known retailers (70 per cent) as opposed to those that are not widely known (30 per cent).

"Our survey reveals what we've known for a long time and highlights one of the reasons we expanded into the Canadian market," says Josh Harding, vice president of global operations for RetailMeNot, Inc. "Consumers from Victoria to St. John's are smart shoppers who are looking for great deals. We are giving our new consumers the experience they are looking for with easy-to-find digital coupons that provide great value with little effort."

Below are samples of some of the great deals available to Canadians:

- [Vistaprint.ca](#): Up to 50 per cent Off Business Cards, Postcards, Invitations and More (Ends 7/8/2013)
- [TOMS.ca](#): \$5 Off \$25 + Free Shipping (Ends 9/1/2013)
- [BathandBodyWorks.com](#): Up to 75 percent Off Semi-Annual Sale + Extra 20 per cent Off (Ends 7/8/2013)
- [Gapcanada.ca](#): Extra 30 per cent Off Sale Styles + Free Shipping on \$50 (Ends 7/4/2013)
- [Sears.ca](#): Hot Summer Sale - Up to 50 percent Off (Ends 7/11/2013)

Survey Methodology: Canada

From June 18 to January 19, 2013, an online survey was conducted among a sample of 1,507 Canadian residents 18 years and older who are Angus Reid Forum panel members. The Angus Reid Forum is owned and operated by Vision Critical. Individuals were sampled according to Census data to be representative of the Canadian national adult population. The full dataset has been statistically weighted according to the most current gender, age, region and education (and in Quebec, language) Census data to ensure a sample representative of the entire adult population of Canada. The margin of error is +/-2.5per cent, 19 times out of 20. Discrepancies in or between totals are due to rounding.

Survey Methodology: U.S.

The Finances Survey was conducted between March 25 and April 1, 2013, among 1,101 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.ca

RetailMeNot.com (<http://www.retailmenot.ca/>) is a new digital coupon site in Canada. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience with retailers serving Canada. RetailMeNot.ca will actively promote digital coupons, from thousands of retailers who do business with Canadians. RetailMeNot.ca is operated by [RetailMeNot, Inc.](#), the world's leading marketplace for digital coupons.

Make sure to "like" RetailMeNot.ca on Facebook, follow us via Twitter [@retailmenotca](#) and add us on Google+. Consumers can sign up for RetailMeNot.ca's Online Coupons Newsletter by visiting: <http://www.retailmenot.ca/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 <http://www.retailmenot.com/>, the leading digital coupon site in the United States; <http://www.retailmenot.ca/> in Canada; <http://www.vouchercodes.co.uk/>, the leading digital coupon site in the United Kingdom; <http://www.deals.com/> in Germany; <http://www.actiepagina.nl/>, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and <http://www.poulpeo.com/>, leading digital coupon and cash back sites in France; and <http://www.deals2buy.com/>, a leading discount offer site in North America.

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