

79% of Consumers Plan to Spend the Same or More on Themselves in 2015

RetailMeNot's Community of Savers Declares January as "The Month of Me"

January 2, 2015, Austin, Texas –RetailMeNot (www.retailmenot.com), the largest digital offers destination in the United States, today declared that January 2015 should be known as "The Month of Me."

According to RetailMeNot's January edition of the Shoppers Trend Report, 79% of U.S. consumers surveyed plan to spend the same or more on themselves in 2015 than they did last year. In its recent survey, conducted in partnership with Kelton Research, more than 2 in 10 consumers (21%) said they would spend more on themselves in 2015 than they did in 2014. A higher percentage of men (24%) versus women (18%) say they would spend more on themselves in 2015. And interestingly, it's men who plan to spend the most.

"The last six months were all about focusing on others, from back-to-school shopping for the kids and holiday gift buying for just about everyone else. Consumers have cried out, 'Enough!'" said Trae Bodge, senior lifestyle editor of The Real Deal by RetailMeNot. "Finally, January 2015 is going to kick-start a time when we focus on the person who always makes sure loved ones are taken care of first. And that person is you! Since we have all paid our dues in the last few years, focusing on yourself is more than okay."

What is driving this investment in self?

- 45% of consumers surveyed said they expect to be making more money in 2015 (50% of men vs. 39% of women).
- Other consumers surveyed (35%) said this new focus was based on their ability to be a smarter shopper. They can stretch their dollar farther to give them more to spend on themselves.
- 29% of consumers surveyed said their other expenses would be lower in 2015.

Add it all up, and January should be a great month for folks who want to celebrate "The Month of Me."

What I Really Want!

How can you help others live the "Month of Me" life in January? Try a gift card.

Maybe because it gives consumers the freedom and permission to go shopping for a little something for themselves, but 46% of those surveyed said it was all about the gift card when it came to their favorite gift. Thirty-two percent surveyed wanted the actual physical gift card, and 14% were open to an electronic/online gift card.

Post-Holiday Sales ... Are for Me!

Consumers surveyed said they intend to spend an average of nearly \$160 on themselves during the post-holiday sales, with 37% of shoppers saying they will spend more than \$100 on themselves. Men are embracing "The Month of Me" concept more than women are, saying that they intend to spend nearly \$200 on themselves in post-holiday sales versus the \$130 women intend to spend on themselves during the same period.

Which retailers will luck out the most?

Forty-one percent of consumers surveyed said they intend to start the year by focusing more on their physical appearance, and 56% said they would focus on their health. Look out for gyms and retailers selling clothing, cosmetics and fitness gear to do well in early 2015! More than 3 in 10 consumers surveyed reported they would travel more, so travel agents and booking companies, get ready to be open for business!

Trouble Ahead?

The shadow of the 2008 recession continues to loom large over most consumers. Many of those surveyed said they intend to focus more on themselves than in past years, driven by the expectation to make more money and have fewer expenses. That said, there is still a fear among consumers that they will not be able to afford everything they want or need in 2015. Fifty-one percent of consumers surveyed still feel they will not be able to afford everything they want in 2015, and nearly 4 in 10 (39%) still believe they will not be able to afford everything they need.

What to Buy?

Have no idea how to celebrate "The Month of Me"? Senior editor Trae Bodge has some suggestions on how you can spend that cash on yourself!

[Get stylishly cozy](#)

Women Light Cashmere Boatneck Sweater (on sale for \$29.90) at Uniqlo

There's nothing like a baby-soft sweater to make you feel as if you're living in the lap of luxury. The cut of these 100 percent cashmere designs is simple and flattering, and they feel so darn good that you might need more than one. Plus, at \$29.90—versus the typical \$150 or more for a comparable sweater—this a guilt-free splurge. Heck, you might want to grab all six colors!

Heatlast Packable Down Long Puffer Jacket (on sale for \$44.98) at Target

I (almost) look forward to cooler weather so I can wear my down jacket. Something about down feels so indulgent—and I'm not just referring to the price. Target's cozy, featherlight style is surprisingly affordable. Plus, it forms nicely to the body and is packable, which is super convenient for traveling. Take your pick from three colors: navy, light cocoa and black.

Ombre Cashmere Scarf from Nepal (on sale for \$129) at Nine Space

Shield yourself from the cold while adding a dash of pizzazz to your outfit. This gorgeous cashmere scarf makes for a luxurious addition to any winter coat or sweater.

Shaggy Faux-Fur Cardigan (on sale for \$65) at Topshop

Talk about a showstopping piece. This faux-fur cardigan can be dressed up or down and will definitely get you noticed. Let everyone think it's the real deal—your secret's safe with me.

Go ahead and get fancy

Marc Jacobs Button Ring (\$15) at Marc Jacobs

Did you assume you'd never own a designer ring? Wrong! Take your look to another level with this glamorous bauble, which looks way more expensive than its price tag leads you to believe.

Jennifer Lopez Solid Faux-Fur Throw (on sale for \$24.99) at Kohl's

If braving the elements is not on today's menu, wrap yourself in this lavish 50-by-60-inch throw. I can assure you of one thing: It will make you feel really special. Choose from four colors: ivory, gray, blue or brown.

Ghirardelli Dusted Truffles (\$10.50) at Amazon

While you're lounging under your blanket, why not go all out and eat bonbons and sip sparkling wine? These chocolates are delicious. In fact, I'd say that they taste just as good as chocolates that cost four times as much.

Segura Viudas Brut Rosé (\$9.99) at Marketview Liquor

Ah, pink bubbly. It's festive, fun and scrumptious, especially when paired with those yummy chocolates. This rosé isn't too sweet or dry—it's just right. And better yet, it's only \$10 yet tastes divine.

Get the spa treatment at home

Skin Authority Well-Being Bath & Shower Retreat (\$36) at Skin Authority

If you can't find the time or extra dollars to visit a legit spa, treat yourself to some TLC at home. A great place to start is with a warm bath and a couple capfuls of this fragrant, bubbling gel. The scent of mint, citrus and pine will both relax you and leave you feeling ready to take on the world.

Honey & Black Seed Intensive Moisture Therapy Kit (\$19.99) at Nubian Heritage

In these dry winter months, your hands and feet are probably in need of some pampering. This kit includes a rich shea butter salve, daily hand cream and a pair of cotton socks and gloves. Your mitts and tootsies will be smooth and soft in no time!

BSB Lumipelé Brightening Facial Kit (\$79.50) at LaBelle Day Spas

If it's your face that's in need of attention, try this DIY treatment. It comes in a kit packed with everything you need to give yourself a proper facial. I'm talking scrub, serum, the works—all with active ingredients like retinol, vitamin C and glycolic and lactic acids. The result is a brighter, fresher and younger-looking face. At the spa, a facial like this could cost you \$60 or more, but this kit gives you six treatments for just \$79.50!

Coupon tips from our editors:

- **Target:** Through January 31, get **\$5 off \$50** on select items. Shipping is free on all orders.
- **Nine Space:** Through January 31, save 30% off with the coupon code RMN30.
- **Topshop:** Enjoy **free shipping and returns**.
- **Kohl's:** Don't miss out on **Kohl's coupons**.
- **Skin Authority:** New customers get **\$20 off** their first order.

About the Kelton Survey

The RetailMeNot survey was conducted between December 6 and December 15, 2014, among 1,050 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 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.com

RetailMeNot.com (<http://www.retailmenot.com>) is a leading digital offers destination that helps consumers save money. Since November 2006, our users have shared hundreds of thousands of offers from retailers. These offers are voted on by users, ensuring that quality deals rise to the top and those that are expired drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital offers. Consumers can save more at their favorite stores by downloading the RetailMeNot app at <http://www.retailmenot.com/blog/rmn-whats-new.html>.

We're out to save the world (some money).™ Consumers can follow RetailMeNot on Facebook, Twitter, Pinterest and Google+ by visiting <http://www.retailmenot.com/corp/websites>.

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. In 2013, RetailMeNot estimates \$3.5 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. Its mobile apps have been downloaded over 18.5 million times. 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>.

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