



What Is Mom Trying to Tell Me? Groupon Survey Reveals 1 in 5 Americans Have Received a Gift They Felt Had a Hidden Meaning

December 13, 2017

- Research shows that moms lead the pack of passive-aggressive gift-givers followed by spouses and mother-in-laws
- Top hidden meanings of gifts include becoming more productive or organized, making diet improvements, increasing number of trips to the gym, learning how to cook and spicing up sex life
- Men are 67 percent more likely to receive a passive-aggressive gift from their mother than women and are three times more likely than women to throw out a 'bad' gift within 48 hours of receiving it
- Insect repellent was named America's most unwanted gift this holiday season, followed by a self-help book, cleaning supplies, wrinkle cream and fruitcake.

CHICAGO--(BUSINESS WIRE)--Dec. 13, 2017-- Have you ever opened a gift and wondered what sort of message the sender was trying to convey by giving you that self-help book or a pair of socks? It turns out that subliminal messages, passive-aggressive behavior and forced smiles are commonplace during the holidays, according to a new survey. [Groupon](#) asked 2,000 people about gifting trends during the holiday season and found that one of out five Americans have received a gift they felt carried a hidden meaning.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171213005875/en/>



Survey participants said their moms are the biggest culprits when it comes to trying to tell them something with their gift choices followed by their spouses and mother-in-laws. According to the results, some of the top hidden meanings of gifts included: becoming more productive or organized, making diet improvements, increasing trips to the gym, learning how to cook and spicing up the sex life.

"These results give us an indication of just how much people read into meaning behind their gifts and show that it's worth making the extra effort to get everything right," said Aaron Cooper, president of North America, Groupon. "Connecting a gift back to something meaningful is always the best and easiest way to make sure it goes over well."

The survey, conducted by market researchers OnePoll and commissioned by Groupon, found that men are 67 percent more likely to receive a passive-aggressive gift from their mother than women and are three times more likely than women to throw out a bad gift within 48 hours of receiving it.

Groupon's gift-giving study also discovered a significant amount of stress results from trying to give the perfect gift. More than a quarter of respondents, 28 percent, have suffered genuine anxiety at the thought of getting the right gift and four in 10 experience nerves when handing over their purchases. One in five said the worry over what to buy even causes them to lose sleep.

Insect repellent was named America's most unwanted gift this holiday season, followed by a self-help book, cleaning supplies, wrinkle cream and fruitcake. The average American expects to receive at least one gift they won't like, which they'll get rid of in about 13 days.

Whether it's a [passive-aggressive gift with a hidden meaning](#) or something else they'll truly love, the [Groupon Holiday Gift Shop](#) is available 24/7 with curated items and experiences for everyone in your life.

Top Deals

Luxurious [Massage](#) and [Spa Packages](#)

Amazing [Restaurant](#) Offers

[New Ways to Explore](#) Your City and Neighborhood

[iObsweep Standard, PetHair, or PetHair Plus Robotic Vacuum Cleaner and Mop—from \\$199.99](#)

[MUK LUKS Women's Slippers \(Groupon Exclusive\)—from \\$13.99](#)

[Sega Genesis Classic Game Console with 81 Built-In Games—from \\$39.99](#)

Quirky Stocking Stuffers

[Beer Belly Fanny Pack \(1- or 2-Pack\)—from \\$14.99](#)

[Aduro AQUA Sound Bluetooth Shower Speaker—from \\$21.99](#)

[Star Wars Herb Grinders—from \\$12.99](#)

[Happy Man Bottle Opener, Stopper, and Corkscrew \(3-Piece\)—from \\$8.99](#)

[Cat Eyeliner and Eyeshadow Stencil Template Applicators \(2-Pack\)—from \\$6.99](#)

[Wireless Bluetooth Beanie Hat with Built-In Headphones—from \\$14.99](#)

Groupon asked 2,000 people about gifting trends during the holiday season and found that one of out

five
Americans
have
received a
gift they felt
carried a
hidden
meaning.
(Graphic:
Business
Wire)

[Poo~Pourri Before-You-Go Toilet Spray—from \\$8.99](#)

Electronics

[Samsung Adaptive Fast-Charging Power Bundle w/ Dual Charger, Charge Pad, Micro, and Type C Cables—from \\$34.99](#)

[Jamsonic DJ-Style Light-Up Cat or Panda Headphones—from \\$14.99](#)

Home

[Vitamix LED Touchscreen 780 Blender \(Manufacturer Refurbished\)—\\$399.99](#)

[Dyson V6 Motorhead Cord-Free Stick Vacuum \(Certified Refurbished\)—\\$229.99](#)

[Microfiber Luxury Home Ultra Soft Sheet Set \(6-Piece\)—\\$12.99](#)

Personalized Gifts

[Custom Photo Products from Shutterfly—up to 50% off](#)

[Custom Faux-Mink Photo Blankets from Printerpix—up to 89% off](#)

Popular Brands

[One Language - Two-Year Subscription with Optional Download from Rosetta Stone—up to 40% off](#)

[\\$25 for \\$50 to Spend Online at Sharper Image](#)

To view Groupon's entire collection of holiday gifts, visit the popular gift shop here <https://www.groupon.com/occasion/gift-shop>. In addition, Groupon has put together [gift guides](#) for everyone in your life, including ideas for [men](#), [women](#), [kids](#) and [BFFs](#).

"Groupon" is a registered trademark of Groupon, Inc. All other names used may be trademarks owned by their respective holders.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or subscribe to Groupon emails, visit www.groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.groupon.com/merchant.

Groupon holiday TV spots can be found via the [GrouponYouTube channel](#).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171213005875/en/>

Source: Groupon

Groupon
Nick Halliwell
312.999.3812
nhalliwell@groupon.com