



Mother's Day
Fieldwork Dates: 23rd - 24th April 2019

Conducted by YouGov
On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 23rd - 24th April 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime

Mother's Day

US_nat_internal Sample: 23rd - 24th April 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

PEM_Q2. Who, if anyone, do you plan to give a gift to for Mother's Day this year? Please select all that apply.

Unweighted base	1213	557	656	22	400	298	402	90	1	-	224	260	458	271	810
Base: All US Adults	1213	591	622	20	398	293	405	97	1	-	216	255	456	286	794
My mother	43%	46%	41%	68%	F.G	58%	20%	-	-	-	44%	40%	47%	40%	42%
My wife/partner	18%	34%	3%	-	13%	20%	20%	25%	-	-	20%	18%	16%	19%	19%
My grandmother	6%	6%	6%	23%	13%	5%	1%	2%	100%	-	7%	8%	7%	5%	5%
My mother-in-law	13%	10%	15%	4%	20%	16%	6%	1%	-	-	12%	12%	12%	14%	12%
My aunt	3%	3%	3%	4%	6%	3%	1%	1%	-	-	3%	5%	4%	1%	3%
My sister	7%	6%	9%	9%	9%	9%	4%	4%	-	-	7%	7%	7%	8%	6%
Another relative	4%	3%	6%	4%	4%	4%	4%	8%	-	-	4%	4%	5%	3%	4%
My neighbor	1%	1%	1%	-	1%	1%	1%	1%	-	-	0%	-	1%	2%	0%
My coworker	1%	1%	1%	-	2%	2%	-	-	-	-	1%	1%	1%	1%	1%
My friend	4%	3%	5%	4%	4%	4%	4%	2%	-	-	4%	4%	4%	4%	3%
Other	5%	2%	7%	4%	2%	3%	7%	8%	-	-	5%	4%	3%	7%	5%
Don't know	3%	3%	4%	5%	4%	2%	4%	4%	-	-	3%	4%	2%	5%	3%
Not applicable - I don't plan to give any gifts for Mother's Day this year	31%	26%	36%	13%	17%	25%	46%	51%	-	-	31%	32%	31%	31%	33%

PEM_Q3. Which ONE, if any, of the following would you most like to receive as a Mother's Day gift?

Unweighted base	415	-	415	2	101	120	161	31	-	-	72	89	163	91	275
Base: All US Mothers	393	-	393	2	89	114	156	32	-	-	65	85	151	93	264
A card	8%	-	8%	-	4%	7%	8%	19%	-	-	10%	8%	5%	9%	8%
Chocolates/candy	4%	-	4%	-	5%	5%	3%	6%	-	-	7%	7%	3%	2%	3%
Other food item	2%	-	2%	-	3%	2%	2%	-	-	-	-	1%	3%	2%	1%
Flowers	9%	-	9%	-	11%	5%	10%	14%	-	-	8%	7%	10%	9%	9%
Balloons	0%	-	0%	-	2%	-	-	-	-	-	-	1%	-	1%	0%
Jewelry	5%	-	5%	-	6%	6%	4%	7%	-	-	8%	7%	5%	3%	4%
Wine/beer/liquor	2%	-	2%	-	3%	3%	1%	-	-	-	2%	3%	2%	1%	1%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	1%	-	1%	50%	-	1%	1%	-	-	-	-	1%	1%	-	1%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	6%	-	6%	-	5%	7%	6%	6%	-	-	4%	1%	9%	6%	6%
Electronics (e.g., smarthome speakers, digital camera, etc.)	1%	-	1%	-	1%	2%	0%	-	-	-	1%	-	1%	1%	0%

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Mother's Day

US_nat_internal Sample: 23rd - 24th April 2019



Total	Race			Education				Marital Status						Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

PEM_Q2. Who, if anyone, do you plan to give a gift to for Mother's Day this year? Please select all that apply.

Unweighted base	1213	152	164	87	474	388	225	126	573	22	138	59	357	64	329
Base: All US Adults	1213	145	190	84	489	376	221	127	583	20	137	58	353	61	322
My mother	43%	48%	49%	34%	38%	44%	54%	44%	41%	55%	36%	10%	55%	48%	64%
		Q	Q	*			R,S		Y	**	Y	*	V,X,Y	Y*	AC
My wife/partner	18%	17%	19%	10%	19%	14%	18%	23%	32%	9%	4%	2%	3%	19%	30%
				*			S		X,Y,Z,AA	**		*		X,Y,Z*	AC
My grandmother	6%	12%	7%	5%	5%	6%	11%	4%	6%	8%	1%	5%	10%	7%	11%
		N		*			R,S,U		X	**	*	*	V,X	X*	AC
My mother-in-law	13%	12%	13%	14%	10%	14%	17%	12%	19%	11%	6%	2%	6%	13%	28%
				*			R		X,Y,Z	**	*	*		Y,Z*	AC
My aunt	3%	6%	3%	2%	3%	5%	2%	2%	3%	2%	4%	-	3%	4%	5%
				*						**		*		*	AC
My sister	7%	10%	12%	6%	7%	8%	6%	8%	7%	4%	8%	3%	7%	9%	12%
		N	N	*						**	*	*		*	AC
Another relative	4%	5%	4%	2%	4%	5%	4%	4%	4%	-	6%	12%	3%	3%	5%
				*						**		V,Z*		*	
My neighbor	1%	2%	3%	-	1%	1%	1%	1%	1%	-	-	1%	1%	-	2%
		N	N	*						**	*	*		*	AC
My coworker	1%	1%	1%	-	1%	1%	0%	2%	1%	-	1%	-	1%	1%	2%
				*						**	*	*		*	AC
My friend	4%	6%	3%	6%	3%	4%	4%	5%	3%	2%	6%	5%	4%	7%	5%
				*						**	*	*		*	
Other	5%	4%	3%	5%	5%	5%	2%	3%	4%	-	7%	9%	4%	5%	3%
				*						**	*	*		*	
Don't know	3%	4%	6%	6%	5%	3%	2%	3%	2%	10%	1%	5%	6%	4%	3%
				*						**	*	*	V,X	*	
Not applicable - I don't plan to give any gifts for Mother's Day this year	31%	26%	27%	36%	32%	33%	25%	33%	26%	31%	46%	58%	30%	29%	15%
				*		T				**	V,Z,AA	V,Z,AA*		*	

PEM_Q3. Which ONE, if any, of the following would you most like to receive as a Mother's Day gift?

Unweighted base	415	56	61	23	173	139	70	33	243	14	63	31	43	21	188
Base: All US Mothers	383	47	60	22	168	126	65	35	232	13	60	30	40	19	172
A card	8%	12%	3%	5%	7%	7%	12%	3%	9%	-	1%	18%	7%	-	6%
		*	*	**			*	*	X	**	*	**	*	**	
Chocolates/candy	4%	3%	10%	4%	5%	3%	4%	5%	5%	8%	3%	3%	2%	5%	5%
		*	N*	**			*	*	*	**	*	**	*	**	
Other food item	2%	3%	3%	9%	2%	1%	2%	3%	2%	-	-	6%	2%	-	2%
		*	*	**			*	*	*	**	*	**	*	**	
Flowers	9%	14%	5%	3%	10%	7%	5%	17%	9%	-	6%	19%	13%	5%	8%
		*	*	**			*	*	*	**	*	**	*	**	
Balloons	0%	1%	-	-	1%	-	1%	-	0%	-	-	-	2%	-	0%
		*	*	**			*	*	**	*	*	**	*	**	
Jewelry	5%	5%	7%	12%	5%	6%	8%	-	6%	7%	1%	-	2%	25%	6%
		*	*	**			*	*	**	**	*	**	*	**	
Wine/beer/liquor	2%	4%	5%	-	1%	3%	1%	3%	2%	-	2%	-	-	4%	4%
		*	N*	**			*	*	*	**	*	**	*	**	AC
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	1%	-	-	-	2%	-	-	-	1%	6%	-	-	-	-	1%
		*	*	**			*	*	*	**	*	**	*	**	
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	6%	5%	7%	-	7%	5%	8%	-	4%	7%	11%	6%	8%	-	5%
		*	*	**			*	*	*	**	V*	**	*	**	
Electronics (e.g., smarthome speakers, digital camera, etc.)	1%	3%	2%	-	-	2%	2%	-	0%	-	2%	2%	3%	-	1%
		N*	*	**			R*	*	*	**	*	**	*	**	

YouGov RealTime
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US_nat_internal Sample: 23rd - 24th April 2019



	Total	Gender		Generation						Region						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Clothing	3%	- **	3%	- **	9% E.F*	2%	1%	3%	- *	- **	- **	3% *	3% *	4%	4% *	3%
Books	3%	- **	3%	- **	1% *	2%	5%	- *	- **	- **	- **	- *	5% *	3%	1% *	4%
Certificate for massage/spa day	9%	- **	9%	- **	7% *	13%	8%	3% *	- **	- **	- **	10% *	9% *	8%	8% *	11%
Certificate for other experience	3%	- **	3%	- **	1% *	1%	6% D	3% *	- **	- **	- **	5% *	1% *	4%	4% *	3%
Breakfast in bed	1%	- **	1%	- **	2% *	2%	1%	- *	- **	- **	- **	3% *	1% *	2%	- *	2%
Something homemade (e.g., coupon book of IOUs, a painting, etc.)	5%	- **	5%	- **	9% *	5%	4%	- *	- **	- **	- **	11% L*	4% *	2%	6% *	6%
Have my partner/family take care of household tasks I normally take care of (e.g., cooking, cleaning, etc.)	5%	- **	5%	50% **	6% *	6%	6%	- *	- **	- **	- **	2% *	7% *	6%	5% *	6%
Have a day to myself	7%	- **	7%	- **	9% *	8%	6%	- *	- **	- **	- **	4% *	2% *	10% K	7% *	6%
Other	11%	- **	11%	- **	1% *	11% D	15% D	24% D*	- **	- **	- **	11% *	16% L*	7%	14% L*	13%
Nothing	8%	- **	8%	- **	5% *	8%	9%	6% *	- **	- **	- **	3% *	6% *	8%	11% *	6%
Don't know	7%	- **	7%	- **	10% *	5%	7%	9% *	- **	- **	- **	7% *	9% *	7%	5% *	5%

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US_nat_internal Sample: 23rd - 24th April 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Clothing	3%	4% *	9% N*	- **	4%	3%	5% *	3% *	3%	13% **	5% *	3% **	2% *	5% **	5%
Books	3%	1% *	- *	- **	2%	2%	6% *	4% *	3%	- **	2% *	4% **	- *	- **	1%
Certificate for massage/spa day	9%	6% *	6% *	- **	5%	10%	8% *	22% R*	9%	17% **	13% *	4% **	5% *	4% **	11%
Certificate for other experience	3%	- *	4% *	8% **	3%	5%	3% *	1% *	2%	- **	7% *	9% **	2% *	- **	1%
Breakfast in bed	1%	2% *	- *	- **	2%	1%	- *	- *	2%	- **	1% *	- **	2% *	- **	3%
Something homemade (e.g., coupon book of IOUs, a painting, etc.)	5%	2% *	3% *	- **	4%	8%	2% *	5% *	4%	7% **	9% *	- **	6% *	14% **	6%
Have my partner/family take care of household tasks I normally take care of (e.g., cooking, cleaning, etc.)	5%	4% *	4% *	3% **	4%	6%	8% *	6% *	7%	7% **	3% *	3% **	2% *	- **	7%
Have a day to myself	7%	7% *	6% *	10% **	2%	8% R	13% R*	11% R*	8%	7% **	2% *	3% **	4% *	14% **	9%
Other	11%	9% *	5% *	13% **	13%	12%	6% *	11% *	11%	7% **	20% *	7% **	8% *	4% **	4%
Nothing	8%	8% *	11% *	14% **	8%	9%	4% *	6% *	8%	- **	9% *	7% **	8% *	4% **	9%
Don't know	7%	8% *	10% *	17% **	13% S.T.U	4%	3% *	- *	5%	15% **	2% *	5% **	21% V.X*	15% **	7%

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US_nat_internal Sample: 23rd - 24th April 2019



	Total	r the age of 18		Income				Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
Clothing	3%	3%	5%	4% *	3%	4% *	- *	6%	3%	2% *	- **
Books	3%	4%	2%	3% *	3%	3% *	2% *	3%	2%	3% *	- **
Certificate for massage/spa day	9%	7%	5%	10% *	11%	13% *	5% *	12%	8%	5% *	33% **
Certificate for other experience	3%	5% AB	4%	2% *	3%	3% *	6% *	2%	3%	5% *	- **
Breakfast in bed	1%	0%	1%	5% AF*	1%	- *	- *	-	1%	3% *	- **
Something homemade (e.g., coupon book of IOUs, a painting, etc.)	5%	5%	5%	8% *	3%	4% *	5% *	8%	3%	6% *	- **
Have my partner/family take care of household tasks I normally take care of (e.g., cooking, cleaning, etc.)	5%	4%	4%	5% *	4%	11% *	9% *	2%	4%	12% ALAJ*	31% **
Have a day to myself	7%	5%	4%	5% *	11% AD	5% *	5% *	6%	6%	9% *	- **
Other	11%	17% AB	12% AE	4% *	15% AE	12% *	10% *	9%	12%	11% *	36% **
Nothing	8%	7%	9%	14% AF,AG*	5%	3% *	6% *	9%	6%	10% *	- **
Don't know	7%	7%	12% AF,AG	8% *	4%	1% *	11% AG*	8%	8%	3% *	- **