

# YouGov Survey: Parenting and Mother's Day



Sample 1069 U.S. adult citizens  
 Conducted May 2 - 5, 2025  
 Margin of Error ±4.1%

## 1. Growing up, which of your parents... ?

*Among people who were raised by a mother and father growing up*

	Your mother	Your father	Both equally	Neither
Did more housework	77%	3%	14%	6%
Was more involved in your daily activities	52%	7%	32%	9%
Were you closer to	44%	14%	36%	5%
Helped you more with your homework	42%	13%	20%	25%
Did you more often turn to for advice	38%	16%	30%	17%
Did you more resemble physically	33%	37%	20%	10%
Had more influence on your religious or spiritual beliefs	32%	12%	31%	24%
Did you more resemble in personality	31%	33%	25%	12%
Was stricter	26%	48%	22%	4%
Had more influence on your moral beliefs	25%	14%	48%	12%
Had more influence on your political beliefs	11%	19%	31%	39%
Earned more money	9%	71%	18%	2%
Did you inherit your last name from	4%	88%	7%	1%

## 2. Does your mother-in-law live in your community, or in some other place?

*Among married people. Adapted from a 1955 Gallup question*

Here	23%
Other place	33%
Either she is deceased or I never had a mother-in-law	45%

## 3. Have you ever quarreled with your mother-in-law?

*Among married people. Adapted from a 1955 Gallup question*

Yes	28%
No	68%
Never had a mother-in-law	4%

## 4. Generally speaking, do you feel that your mother-in-law has made it harder or easier for you to have a successful marriage?

*Among married people. Adapted from a 1955 Gallup question*

Harder	16%
Easier	29%
No difference	41%
No opinion	8%
Never had a mother-in-law	5%

## 5. Do you consider yourself to be a mother?

*Among women*

Yes, I do .....	68%
No, I do not .....	29%
Not sure .....	3%

## 6. Is your mother living?

Yes .....	57%
No .....	41%
My mother is not part of my life .....	2%

## 7. How close are you with your mother?

*Among people who say that their mother is living and in their life*

Very close .....	56%
Somewhat close .....	33%
Not very close .....	7%
Not close at all .....	3%
Not sure .....	0%

## 8. Does society adequately reward mothers for the work they do?

It does .....	20%
It does not .....	64%
Not sure .....	16%

## 9. Do you plan to do anything to celebrate Mother's Day this year?

Yes .....	57%
No .....	27%
Not sure .....	15%

10. Which, if any, of the following people do you plan to celebrate Mother's Day with? Select all that apply.

*Among people who plan to celebrate Mother's Day this year*

My mother .....	65%
My child/children/stepchildren .....	35%
My partner .....	28%
My sibling .....	19%
My mother-in-law .....	12%
My grandmother .....	10%
My grandchildren .....	7%
My friend .....	6%
My aunt .....	6%
My niece .....	5%
My stepmother .....	2%
Other .....	5%
Not sure .....	3%
Prefer not to say .....	1%

11. Which of the following will you do to celebrate Mother's Day? Select all that apply.

*Among people who say that they may celebrate Mother's Day this year*

Have a special meal/celebration at home .....	48%
Go out for a special meal/celebration .....	36%
Talk on the phone or video chat .....	26%
Other .....	7%
Not sure .....	12%

12. Which, if any, of the following items will you give to someone this Mother's Day? Select all that apply.

A card .....	34%
Flowers .....	32%
Jewelry .....	17%
Chocolate or candy .....	17%
Food item .....	15%
Clothing .....	14%
Keepsake gift (engraved photo frame, personal item, etc) .....	12%
A special experience with family (going on a hike, going to the beach, etc.) .....	11%
Fragrance .....	10%
Something homemade .....	9%
A day to herself .....	8%
Breakfast in bed .....	7%
Wine/beer/liquor .....	6%
Books .....	6%
Certificate for massage/spa .....	5%
For someone else to take care of household tasks she normally does .....	5%
Electronics .....	4%
Other .....	8%
None of these .....	8%
Not sure .....	12%
Prefer not to say .....	1%

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13. Which of the following would you like to receive as a Mother's Day gift? Select all that apply.

*Among women who say they are mothers*

A special experience with family (going on a hike, going to the beach, etc.)	31%
Flowers	28%
A card	28%
Jewelry	25%
Keepsake gift (engraved photo frame, personal item, etc)	20%
A day to myself	19%
Something homemade	19%
Certificate for massage/spa	18%
Chocolate or candy	18%
For someone else to take care of household tasks I normally do	17%
Fragrance	16%
Clothing	16%
Books	13%
Breakfast in bed	12%
Food item	12%
Electronics	8%
Wine/beer/liquor	8%
Other	7%
None of these	10%
Not sure	10%
Prefer not to say	1%

14. Have you ever been disappointed by your family not doing enough for Mother's Day?

*Among women who say they are mothers*

Yes	31%
No	64%
Not sure	5%

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<b>Interviewing Dates</b>	May 2 - 5, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.611, with a mean of one and a standard deviation of 0.911.
<b>Number of respondents</b>	1069
<b>Margin of error</b>	± 4.1% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	89 questions not reported.

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## 1A. Comparing Parents Growing Up — Did more housework

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	77%	77%	77%	72%	71%	80%	84%	79%	*	73%	*
Your father	3%	3%	4%	3%	7%	2%	2%	4%	*	4%	*
Both equally	14%	14%	14%	18%	17%	12%	8%	12%	*	17%	*
Neither	6%	6%	6%	7%	5%	5%	6%	6%	*	7%	*
Totals	100%	100%	101%	100%	100%	99%	100%	101%	*	101%	*
Unweighted N	(891)	(432)	(459)	(245)	(219)	(245)	(182)	(601)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	77%	76%	78%	76%	77%	76%	78%	75%	76%	77%	82%	72%	80%
Your father	3%	4%	3%	3%	5%	3%	3%	5%	2%	3%	4%	3%	3%
Both equally	14%	15%	12%	15%	15%	17%	13%	14%	16%	17%	10%	15%	12%
Neither	6%	5%	6%	7%	4%	5%	6%	6%	5%	2%	4%	9%	5%
Totals	100%	100%	99%	101%	101%	101%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(891)	(298)	(313)	(280)	(366)	(339)	(302)	(273)	(240)	(148)	(168)	(342)	(233)

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## 1B. Comparing Parents Growing Up — Was more involved in your daily activities

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	52%	52%	52%	47%	52%	50%	59%	55%	*	53%	*
Your father	7%	7%	6%	6%	12%	6%	3%	6%	*	8%	*
Both equally	32%	33%	32%	37%	29%	35%	26%	29%	*	29%	*
Neither	9%	8%	10%	10%	6%	9%	12%	10%	*	10%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	100%	*
Unweighted N	(891)	(431)	(460)	(245)	(219)	(244)	(183)	(601)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	52%	54%	54%	48%	55%	46%	51%	49%	58%	57%	51%	48%	55%
Your father	7%	5%	6%	9%	5%	8%	6%	8%	9%	4%	7%	7%	8%
Both equally	32%	33%	30%	34%	32%	35%	33%	31%	29%	33%	33%	34%	27%
Neither	9%	8%	10%	9%	8%	11%	10%	12%	4%	6%	9%	10%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(891)	(297)	(313)	(281)	(366)	(340)	(304)	(273)	(239)	(147)	(171)	(342)	(231)



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## 1C. Comparing Parents Growing Up — Were you closer to

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	44%	47%	42%	55%	46%	43%	35%	45%	*	43%	*
Your father	14%	9%	19%	12%	14%	12%	21%	15%	*	17%	*
Both equally	36%	39%	33%	30%	35%	39%	38%	35%	*	31%	*
Neither	5%	4%	6%	3%	6%	6%	6%	5%	*	9%	*
Totals	99%	99%	100%	100%	101%	100%	100%	100%	*	100%	*
Unweighted N	(892)	(433)	(459)	(245)	(219)	(245)	(183)	(602)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	44%	44%	44%	45%	41%	40%	44%	52%	42%	44%	44%	46%	43%
Your father	14%	16%	11%	16%	13%	18%	17%	15%	9%	17%	17%	14%	11%
Both equally	36%	34%	38%	35%	39%	38%	34%	28%	44%	35%	33%	36%	39%
Neither	5%	6%	7%	3%	7%	5%	5%	5%	5%	3%	7%	4%	7%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(892)	(297)	(314)	(281)	(366)	(340)	(303)	(274)	(239)	(148)	(170)	(342)	(232)

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## 1D. Comparing Parents Growing Up — Helped you more with your homework

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	42%	45%	40%	50%	39%	39%	42%	42%	*	35%	*
Your father	13%	11%	16%	15%	13%	15%	11%	13%	*	19%	*
Both equally	20%	22%	18%	21%	26%	20%	10%	19%	*	15%	*
Neither	25%	23%	27%	14%	22%	25%	37%	26%	*	32%	*
Totals	100%	101%	101%	100%	100%	99%	100%	100%	*	101%	*
Unweighted N	(891)	(433)	(458)	(245)	(219)	(245)	(182)	(602)	(94)	(119)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	42%	44%	45%	38%	39%	35%	40%	44%	43%	46%	39%	42%	42%
Your father	13%	14%	11%	16%	14%	17%	10%	10%	22%	11%	16%	11%	16%
Both equally	20%	18%	21%	20%	23%	19%	18%	20%	21%	17%	22%	22%	16%
Neither	25%	24%	24%	26%	25%	29%	31%	26%	14%	26%	24%	24%	26%
Totals	100%	100%	101%	100%	101%	100%	99%	100%	100%	100%	101%	99%	100%
Unweighted N	(891)	(298)	(313)	(280)	(366)	(339)	(303)	(274)	(238)	(148)	(171)	(341)	(231)

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## 1E. Comparing Parents Growing Up — Did you more often turn to for advice

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	38%	33%	44%	41%	43%	40%	28%	38%	*	44%	*
Your father	16%	19%	12%	11%	19%	13%	19%	17%	*	15%	*
Both equally	30%	34%	25%	31%	26%	30%	31%	28%	*	21%	*
Neither	17%	14%	19%	16%	12%	16%	22%	17%	*	20%	*
Totals	101%	100%	100%	99%	100%	99%	100%	100%	*	100%	*
Unweighted N	(891)	(432)	(459)	(244)	(219)	(246)	(182)	(601)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	38%	41%	36%	38%	37%	34%	36%	42%	39%	37%	40%	38%	38%
Your father	16%	12%	12%	22%	14%	20%	15%	17%	16%	9%	12%	18%	19%
Both equally	30%	28%	32%	28%	29%	30%	29%	23%	34%	39%	24%	30%	28%
Neither	17%	18%	19%	12%	20%	16%	20%	18%	11%	16%	24%	14%	14%
Totals	101%	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(891)	(298)	(312)	(281)	(366)	(340)	(302)	(273)	(240)	(148)	(169)	(341)	(233)

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## 1F. Comparing Parents Growing Up — Did you more resemble physically

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	33%	24%	43%	36%	29%	27%	43%	33%	*	29%	*
Your father	37%	47%	28%	24%	45%	42%	36%	39%	*	43%	*
Both equally	20%	18%	21%	26%	20%	20%	13%	18%	*	17%	*
Neither	10%	12%	8%	14%	6%	11%	8%	9%	*	12%	*
Totals	100%	101%	100%	100%	100%	100%	100%	99%	*	101%	*
Unweighted N	(893)	(434)	(459)	(245)	(218)	(246)	(184)	(604)	(94)	(119)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	33%	37%	35%	28%	34%	30%	34%	35%	29%	37%	37%	30%	32%
Your father	37%	37%	34%	41%	40%	41%	37%	33%	44%	30%	32%	38%	45%
Both equally	20%	22%	18%	20%	21%	20%	21%	21%	16%	23%	21%	21%	15%
Neither	10%	4%	12%	12%	5%	9%	8%	11%	11%	10%	9%	11%	8%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(893)	(298)	(313)	(282)	(367)	(341)	(303)	(274)	(240)	(148)	(170)	(342)	(233)

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## 1G. Comparing Parents Growing Up — Had more influence on your religious or spiritual beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	32%	31%	34%	28%	33%	34%	34%	34%	*	33%	*
Your father	12%	12%	12%	18%	17%	8%	7%	9%	*	26%	*
Both equally	31%	31%	31%	27%	29%	33%	36%	30%	*	24%	*
Neither	24%	25%	23%	27%	21%	25%	23%	27%	*	17%	*
Totals	99%	99%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(893)	(434)	(459)	(245)	(219)	(245)	(184)	(604)	(93)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	32%	30%	27%	39%	29%	34%	37%	31%	32%	34%	30%	34%	31%
Your father	12%	13%	9%	14%	12%	11%	10%	12%	16%	9%	11%	12%	15%
Both equally	31%	32%	32%	30%	33%	33%	31%	27%	34%	33%	27%	34%	30%
Neither	24%	25%	31%	16%	26%	22%	23%	30%	19%	23%	31%	20%	24%
Totals	99%	100%	99%	99%	100%	100%	101%	100%	101%	99%	99%	100%	100%
Unweighted N	(893)	(298)	(313)	(282)	(367)	(341)	(304)	(273)	(240)	(148)	(171)	(341)	(233)

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## 1H. Comparing Parents Growing Up — Did you more resemble in personality

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	31%	30%	31%	29%	34%	29%	32%	30%	*	24%	*
Your father	33%	33%	33%	31%	33%	32%	36%	35%	*	34%	*
Both equally	25%	26%	23%	27%	23%	27%	22%	23%	*	26%	*
Neither	12%	11%	13%	13%	11%	13%	11%	11%	*	15%	*
Totals	101%	100%	100%	100%	101%	101%	101%	99%	*	99%	*
Unweighted N	(895)	(434)	(461)	(246)	(219)	(246)	(184)	(605)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	31%	33%	33%	27%	33%	27%	27%	37%	27%	34%	30%	27%	35%
Your father	33%	33%	26%	39%	31%	36%	35%	26%	39%	26%	32%	36%	33%
Both equally	25%	23%	26%	25%	24%	26%	25%	25%	25%	24%	24%	25%	26%
Neither	12%	12%	15%	9%	13%	11%	13%	12%	9%	16%	15%	12%	6%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(895)	(298)	(315)	(282)	(367)	(341)	(304)	(274)	(240)	(149)	(171)	(342)	(233)

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## 11. Comparing Parents Growing Up — Was stricter

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	26%	19%	33%	27%	22%	26%	30%	26%	*	28%	*
Your father	48%	52%	44%	47%	51%	48%	45%	48%	*	46%	*
Both equally	22%	24%	19%	20%	22%	22%	22%	20%	*	22%	*
Neither	4%	4%	4%	6%	4%	4%	4%	5%	*	5%	*
Totals	100%	99%	100%	100%	99%	100%	101%	99%	*	101%	*
Unweighted N	(891)	(432)	(459)	(245)	(219)	(246)	(181)	(601)	(94)	(119)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	26%	29%	27%	22%	27%	24%	28%	24%	21%	31%	30%	23%	24%
Your father	48%	42%	43%	58%	43%	47%	43%	50%	57%	42%	45%	48%	55%
Both equally	22%	23%	25%	18%	24%	25%	26%	16%	20%	25%	20%	23%	19%
Neither	4%	6%	5%	3%	7%	3%	3%	9%	1%	2%	5%	6%	2%
Totals	100%	100%	100%	101%	101%	99%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(891)	(298)	(313)	(280)	(365)	(340)	(303)	(273)	(239)	(147)	(170)	(342)	(232)

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## 1J. Comparing Parents Growing Up — Had more influence on your moral beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	25%	24%	27%	25%	31%	21%	26%	25%	*	21%	*
Your father	14%	14%	14%	17%	16%	10%	12%	14%	*	8%	*
Both equally	48%	50%	47%	39%	44%	58%	49%	51%	*	44%	*
Neither	12%	12%	12%	19%	9%	11%	13%	10%	*	27%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(893)	(434)	(459)	(245)	(219)	(246)	(183)	(603)	(94)	(119)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	25%	22%	24%	31%	20%	28%	25%	29%	25%	25%	26%	26%	24%
Your father	14%	16%	10%	15%	13%	13%	14%	10%	17%	9%	15%	16%	12%
Both equally	48%	51%	49%	46%	54%	48%	47%	48%	49%	54%	43%	49%	50%
Neither	12%	11%	17%	9%	13%	11%	14%	13%	9%	12%	17%	9%	14%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(893)	(297)	(314)	(282)	(366)	(341)	(303)	(274)	(240)	(148)	(170)	(342)	(233)



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## 1K. Comparing Parents Growing Up — Had more influence on your political beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	11%	12%	11%	15%	12%	11%	7%	10%	*	12%	*
Your father	19%	21%	16%	21%	21%	13%	22%	21%	*	16%	*
Both equally	31%	26%	36%	20%	33%	38%	29%	32%	*	29%	*
Neither	39%	41%	38%	44%	34%	38%	43%	37%	*	43%	*
Totals	100%	100%	101%	100%	100%	100%	101%	100%	*	100%	*
Unweighted N	(892)	(433)	(459)	(244)	(219)	(245)	(184)	(602)	(94)	(119)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	11%	12%	10%	11%	10%	7%	12%	13%	9%	13%	9%	12%	11%
Your father	19%	20%	10%	26%	22%	27%	18%	15%	25%	14%	20%	18%	21%
Both equally	31%	32%	29%	32%	33%	36%	28%	33%	33%	32%	31%	32%	29%
Neither	39%	36%	50%	31%	36%	30%	43%	39%	32%	40%	40%	38%	39%
Totals	100%	100%	99%	100%	101%	100%	101%	100%	99%	99%	100%	100%	100%
Unweighted N	(892)	(298)	(314)	(280)	(367)	(339)	(304)	(273)	(240)	(148)	(170)	(342)	(232)

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## 1L. Comparing Parents Growing Up — Earned more money

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	9%	8%	9%	16%	16%	3%	2%	8%	*	13%	*
Your father	71%	71%	71%	60%	58%	77%	85%	75%	*	65%	*
Both equally	18%	18%	18%	21%	24%	17%	11%	16%	*	20%	*
Neither	2%	3%	2%	3%	2%	3%	1%	2%	*	2%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	*	100%	*
Unweighted N	(892)	(433)	(459)	(245)	(219)	(245)	(183)	(603)	(94)	(118)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	9%	11%	8%	7%	8%	8%	3%	13%	12%	12%	8%	7%	11%
Your father	71%	73%	72%	68%	74%	70%	77%	66%	70%	70%	65%	72%	75%
Both equally	18%	14%	17%	23%	15%	20%	18%	18%	17%	16%	26%	18%	13%
Neither	2%	3%	2%	2%	3%	3%	2%	3%	1%	2%	2%	3%	1%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(892)	(296)	(314)	(282)	(366)	(340)	(304)	(274)	(238)	(148)	(171)	(341)	(232)

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## 1M. Comparing Parents Growing Up — Did you inherit your last name from

Growing up, which of your parents... ?

*Among people who were raised by a mother and father growing up*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your mother	4%	4%	3%	3%	8%	2%	3%	2%	*	7%	*
Your father	88%	88%	87%	82%	80%	93%	94%	91%	*	82%	*
Both equally	7%	6%	8%	12%	11%	5%	3%	6%	*	12%	*
Neither	1%	1%	1%	3%	1%	0%	1%	1%	*	0%	*
Totals	100%	99%	99%	100%	100%	100%	101%	100%	*	101%	*
Unweighted N	(892)	(433)	(459)	(245)	(219)	(246)	(182)	(602)	(94)	(119)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your mother	4%	3%	5%	3%	3%	4%	3%	4%	5%	3%	4%	4%	4%
Your father	88%	91%	84%	89%	89%	87%	86%	85%	91%	87%	87%	86%	92%
Both equally	7%	6%	9%	6%	7%	8%	9%	9%	4%	10%	9%	8%	3%
Neither	1%	0%	2%	1%	1%	2%	1%	3%	0%	0%	0%	3%	1%
Totals	100%	100%	100%	99%	100%	101%	99%	101%	100%	100%	100%	101%	100%
Unweighted N	(892)	(298)	(314)	(280)	(367)	(339)	(303)	(274)	(239)	(148)	(170)	(342)	(232)

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## 2. Mother-in-Law Location

Does your mother-in-law live in your community, or in some other place?

*Among married people. Adapted from a 1955 Gallup question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Here	23%	26%	19%	*	33%	26%	4%	26%	*	*	*
Other place	33%	32%	34%	*	58%	23%	14%	28%	*	*	*
Either she is deceased or I never had a mother-in-law	45%	42%	47%	*	9%	51%	82%	46%	*	*	*
Totals	101%	100%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	(426)	(212)	(214)	(53)	(119)	(143)	(111)	(295)	(38)	(58)	(35)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Here	23%	16%	26%	24%	20%	26%	*	28%	24%	*	*	23%	20%
Other place	33%	39%	28%	33%	35%	31%	*	36%	42%	*	*	36%	28%
Either she is deceased or I never had a mother-in-law	45%	45%	47%	43%	46%	43%	*	36%	34%	*	*	41%	52%
Totals	101%	100%	101%	100%	101%	100%	*	100%	100%	*	*	100%	100%
Unweighted N	(426)	(130)	(135)	(161)	(171)	(189)	(96)	(136)	(162)	(68)	(75)	(155)	(128)

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### 3. Ever Quarreled with Mother-in-Law

Have you ever quarreled with your mother-in-law?

*Among married people. Adapted from a 1955 Gallup question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	28%	27%	*	36%	25%	27%	30%	*	*	*
No	68%	69%	67%	*	61%	69%	67%	65%	*	*	*
Never had a mother-in-law	4%	3%	6%	*	2%	6%	5%	4%	*	*	*
Totals	100%	100%	100%	*	99%	100%	99%	99%	*	*	*
Unweighted N	(426)	(212)	(214)	(53)	(119)	(143)	(111)	(295)	(38)	(58)	(35)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	24%	25%	31%	24%	33%	*	31%	26%	*	*	24%	32%
No	68%	70%	68%	67%	70%	63%	*	67%	70%	*	*	73%	61%
Never had a mother-in-law	4%	6%	7%	1%	6%	4%	*	2%	4%	*	*	3%	7%
Totals	100%	100%	100%	99%	100%	100%	*	100%	100%	*	*	100%	100%
Unweighted N	(426)	(130)	(135)	(161)	(171)	(189)	(96)	(136)	(162)	(68)	(75)	(155)	(128)

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### 4. Mother-in-Law Makes Marriage Harder or Easier

Generally speaking, do you feel that your mother-in-law has made it harder or easier for you to have a successful marriage?

*Among married people. Adapted from a 1955 Gallup question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Harder	16%	12%	20%	*	20%	20%	12%	18%	*	*	*
Easier	29%	38%	21%	*	29%	30%	27%	29%	*	*	*
No difference	41%	38%	45%	*	39%	40%	42%	41%	*	*	*
No opinion	8%	9%	7%	*	10%	4%	12%	7%	*	*	*
Never had a mother-in-law	5%	4%	6%	*	2%	7%	7%	5%	*	*	*
Totals	99%	101%	99%	*	100%	101%	100%	100%	*	*	*
Unweighted N	(426)	(212)	(214)	(53)	(119)	(143)	(111)	(295)	(38)	(58)	(35)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Harder	16%	13%	15%	19%	11%	20%	*	11%	19%	*	*	14%	17%
Easier	29%	32%	24%	32%	32%	31%	*	31%	33%	*	*	36%	21%
No difference	41%	45%	43%	38%	46%	36%	*	41%	41%	*	*	38%	49%
No opinion	8%	3%	10%	10%	4%	9%	*	15%	3%	*	*	8%	4%
Never had a mother-in-law	5%	7%	8%	2%	7%	4%	*	2%	4%	*	*	4%	8%
Totals	99%	100%	100%	101%	100%	100%	*	100%	100%	*	*	100%	99%
Unweighted N	(426)	(130)	(135)	(161)	(171)	(189)	(96)	(136)	(162)	(68)	(75)	(155)	(128)

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**5. Consider Self Mother**

Do you consider yourself to be a mother?

*Among women*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	68%	*	68%	42%	69%	71%	86%	69%	*	*	*
No, I do not	29%	*	29%	50%	30%	26%	13%	27%	*	*	*
Not sure	3%	*	3%	9%	2%	3%	1%	4%	*	*	*
Totals	100%	*	100%	101%	101%	100%	100%	100%	*	*	*
Unweighted N	(559)	(0)	(559)	(135)	(116)	(187)	(121)	(357)	(65)	(90)	(47)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I do	68%	68%	62%	75%	64%	77%	68%	69%	66%	*	67%	76%	55%
No, I do not	29%	29%	34%	23%	33%	21%	29%	26%	31%	*	28%	22%	41%
Not sure	3%	3%	4%	2%	3%	2%	2%	5%	3%	*	5%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	100%	100%	100%
Unweighted N	(559)	(219)	(187)	(153)	(256)	(178)	(222)	(166)	(120)	(97)	(109)	(213)	(140)

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**6. Mother Living**

Is your mother living?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	60%	54%	95%	78%	49%	8%	51%	63%	74%	*
No	41%	38%	43%	3%	18%	49%	92%	47%	32%	23%	*
My mother is not part of my life	2%	1%	2%	2%	4%	1%	0%	1%	4%	2%	*
Totals	100%	99%	99%	100%	100%	99%	100%	99%	99%	99%	*
Unweighted N	(1,068)	(508)	(560)	(279)	(272)	(302)	(215)	(699)	(134)	(147)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	59%	63%	49%	57%	51%	52%	53%	69%	57%	58%	58%	55%
No	41%	38%	35%	51%	42%	48%	45%	46%	30%	39%	41%	40%	44%
My mother is not part of my life	2%	3%	3%	0%	1%	1%	3%	1%	1%	3%	1%	2%	1%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,068)	(358)	(391)	(319)	(436)	(387)	(387)	(315)	(273)	(189)	(202)	(409)	(268)



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## 7. Mother Closeness

How close are you with your mother?

*Among people who say that their mother is living and in their life*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very close	56%	56%	57%	60%	55%	52%	*	51%	*	57%	*
Somewhat close	33%	35%	32%	30%	35%	38%	*	39%	*	32%	*
Not very close	7%	8%	7%	7%	7%	9%	*	8%	*	3%	*
Not close at all	3%	1%	4%	3%	3%	2%	*	1%	*	8%	*
Not sure	0%	0%	0%	0%	0%	0%	*	0%	*	0%	*
Totals	99%	100%	100%	100%	100%	101%	*	99%	*	100%	*
Unweighted N	(652)	(333)	(319)	(267)	(217)	(150)	(18)	(404)	(83)	(116)	(49)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very close	56%	64%	52%	54%	57%	60%	51%	60%	59%	53%	35%	65%	65%
Somewhat close	33%	25%	37%	38%	32%	33%	37%	30%	32%	37%	55%	24%	27%
Not very close	7%	9%	7%	7%	8%	5%	6%	10%	7%	6%	9%	7%	6%
Not close at all	3%	2%	4%	1%	3%	2%	5%	1%	2%	4%	1%	4%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(652)	(219)	(255)	(178)	(261)	(222)	(206)	(189)	(196)	(115)	(117)	(262)	(158)

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**8. Society Reward Mothers**

Does society adequately reward mothers for the work they do?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
It does	20%	25%	16%	27%	33%	14%	9%	19%	27%	21%	*
It does not	64%	59%	69%	56%	51%	67%	82%	65%	55%	66%	*
Not sure	16%	16%	15%	17%	16%	18%	9%	16%	18%	13%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,066)	(509)	(557)	(278)	(273)	(302)	(213)	(697)	(134)	(147)	(88)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
It does	20%	17%	20%	24%	12%	26%	18%	23%	22%	17%	17%	26%	17%
It does not	64%	74%	61%	58%	77%	55%	65%	63%	67%	65%	70%	59%	67%
Not sure	16%	9%	19%	18%	11%	19%	18%	15%	11%	17%	13%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	101%	100%
Unweighted N	(1,066)	(357)	(390)	(319)	(435)	(387)	(388)	(313)	(273)	(188)	(202)	(409)	(267)

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## 9. Celebrating Mother's Day

Do you plan to do anything to celebrate Mother's Day this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	62%	53%	78%	66%	52%	35%	52%	71%	68%	*
No	27%	24%	31%	6%	23%	31%	49%	32%	14%	24%	*
Not sure	15%	14%	16%	17%	11%	17%	16%	16%	15%	8%	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,068)	(509)	(559)	(278)	(273)	(302)	(215)	(699)	(134)	(147)	(88)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	64%	52%	57%	61%	59%	49%	65%	68%	60%	55%	60%	53%
No	27%	22%	29%	30%	24%	29%	32%	25%	20%	28%	29%	24%	31%
Not sure	15%	14%	18%	13%	15%	13%	20%	10%	12%	12%	15%	16%	16%
Totals	99%	100%	99%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,068)	(359)	(390)	(319)	(437)	(387)	(388)	(315)	(273)	(189)	(202)	(409)	(268)

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## 10. Mother's Day - Celebrate With

Which, if any, of the following people do you plan to celebrate Mother's Day with? Select all that apply.

*Among people who plan to celebrate Mother's Day this year*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My mother	65%	65%	64%	88%	75%	56%	*	60%	*	*	*
My child/children/stepchildren	35%	25%	45%	15%	43%	35%	*	37%	*	*	*
My partner	28%	36%	21%	16%	30%	33%	*	34%	*	*	*
My sibling	19%	15%	22%	24%	21%	14%	*	16%	*	*	*
My mother-in-law	12%	15%	10%	14%	16%	13%	*	12%	*	*	*
My grandmother	10%	10%	11%	20%	15%	1%	*	8%	*	*	*
My grandchildren	7%	5%	10%	0%	0%	8%	*	9%	*	*	*
My friend	6%	4%	9%	7%	9%	4%	*	4%	*	*	*
My aunt	6%	6%	6%	11%	10%	1%	*	4%	*	*	*
My niece	5%	4%	7%	4%	7%	6%	*	6%	*	*	*
My stepmother	2%	4%	1%	5%	2%	1%	*	2%	*	*	*
Other	5%	3%	7%	1%	5%	7%	*	5%	*	*	*
Not sure	3%	5%	1%	4%	1%	5%	*	1%	*	*	*
Prefer not to say	1%	1%	0%	0%	2%	1%	*	1%	*	*	*
Unweighted N	(626)	(321)	(305)	(211)	(184)	(157)	(74)	(390)	(93)	(99)	(44)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
My mother	65%	69%	69%	56%	66%	60%	61%	60%	70%	72%	64%	59%	69%
My child/children/stepchildren	35%	45%	23%	36%	40%	40%	34%	36%	40%	27%	35%	38%	34%
My partner	28%	23%	24%	39%	30%	39%	13%	35%	42%	16%	32%	27%	39%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
My sibling	19%	23%	21%	12%	23%	15%	16%	21%	16%	10%	24%	20%	16%
My mother-in-law	12%	9%	8%	21%	11%	17%	6%	11%	24%	8%	19%	11%	13%
My grandmother	10%	10%	11%	9%	8%	11%	4%	11%	16%	9%	14%	8%	11%
My grandchildren	7%	6%	5%	11%	10%	9%	6%	11%	6%	1%	8%	9%	9%
My friend	6%	7%	5%	7%	8%	8%	5%	9%	6%	4%	5%	7%	9%
My aunt	6%	8%	4%	7%	4%	7%	5%	5%	6%	7%	5%	4%	10%
My niece	5%	6%	5%	5%	6%	7%	5%	6%	5%	5%	7%	4%	5%
My stepmother	2%	1%	1%	5%	1%	2%	1%	2%	5%	0%	8%	1%	1%
Other	5%	5%	6%	4%	6%	5%	6%	4%	4%	2%	6%	5%	5%
Not sure	3%	2%	7%	2%	2%	1%	7%	2%	1%	3%	1%	6%	1%
Prefer not to say	1%	0%	2%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%
Unweighted N	(626)	(218)	(211)	(197)	(259)	(237)	(186)	(206)	(187)	(109)	(114)	(253)	(150)

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### 11. Mother's Day Events

Which of the following will you do to celebrate Mother's Day? Select all that apply.

*Among people who say that they may celebrate Mother's Day this year*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a special meal/celebration at home	48%	44%	53%	60%	54%	40%	35%	44%	57%	72%	*
Go out for a special meal/celebration	36%	38%	35%	38%	45%	33%	27%	36%	30%	32%	*
Talk on the phone or video chat	26%	25%	28%	21%	26%	29%	31%	27%	28%	16%	*
Other	7%	8%	7%	2%	4%	15%	9%	10%	4%	1%	*
Not sure	12%	15%	10%	10%	8%	15%	18%	13%	17%	10%	*
Unweighted N	(785)	(392)	(393)	(255)	(213)	(208)	(109)	(492)	(113)	(115)	(65)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a special meal/celebration at home	48%	51%	46%	49%	50%	53%	46%	48%	49%	50%	47%	46%	53%
Go out for a special meal/celebration	36%	44%	28%	39%	36%	38%	29%	40%	49%	22%	38%	39%	42%
Talk on the phone or video chat	26%	25%	28%	25%	27%	25%	25%	28%	28%	26%	24%	25%	32%
Other	7%	5%	9%	8%	9%	7%	12%	4%	5%	6%	10%	8%	5%
Not sure	12%	10%	16%	10%	12%	12%	17%	9%	9%	16%	12%	13%	9%
Unweighted N	(785)	(273)	(276)	(236)	(324)	(284)	(253)	(242)	(218)	(137)	(145)	(309)	(194)

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## 12. Mother's Day Gifts

Which, if any, of the following items will you give to someone this Mother's Day? Select all that apply.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A card	34%	37%	30%	26%	33%	38%	41%	37%	31%	25%	*
Flowers	32%	33%	31%	32%	43%	28%	23%	30%	33%	40%	*
Jewelry	17%	18%	17%	34%	27%	2%	2%	12%	21%	35%	*
Chocolate or candy	17%	15%	20%	24%	22%	10%	11%	16%	14%	28%	*
Food item	15%	14%	16%	22%	18%	11%	7%	12%	22%	20%	*
Clothing	14%	14%	15%	25%	22%	3%	4%	13%	16%	20%	*
Keepsake gift (engraved photo frame, personal item, etc)	12%	10%	15%	11%	21%	10%	5%	11%	20%	9%	*
A special experience with family (going on a hike, going to the beach, etc.)	11%	13%	9%	17%	13%	7%	3%	10%	18%	7%	*
Fragrance	10%	10%	11%	15%	20%	2%	2%	6%	17%	20%	*
Something homemade	9%	7%	10%	13%	10%	6%	6%	10%	7%	11%	*
A day to herself	8%	9%	6%	14%	8%	3%	6%	6%	11%	12%	*
Breakfast in bed	7%	8%	6%	12%	8%	3%	5%	4%	12%	14%	*
Wine/beer/liquor	6%	7%	6%	9%	11%	3%	1%	6%	9%	5%	*
Books	6%	5%	6%	6%	7%	5%	3%	5%	9%	6%	*
Certificate for massage/spa	5%	6%	5%	7%	8%	3%	4%	5%	7%	6%	*
For someone else to take care of household tasks she normally does	5%	6%	4%	9%	4%	3%	3%	4%	5%	5%	*
Electronics	4%	5%	2%	5%	5%	3%	2%	3%	6%	7%	*
Other	8%	8%	8%	2%	6%	15%	11%	11%	3%	7%	*

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	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None of these	8%	6%	11%	3%	7%	11%	15%	10%	4%	5%	*
Not sure	12%	11%	12%	8%	8%	16%	16%	12%	15%	3%	*
Prefer not to say	1%	2%	0%	1%	3%	1%	0%	1%	1%	5%	*
Unweighted N	(785)	(392)	(393)	(255)	(213)	(208)	(109)	(492)	(113)	(115)	(65)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A card	34%	34%	32%	35%	37%	36%	29%	38%	35%	30%	46%	30%	31%
Flowers	32%	37%	27%	33%	34%	38%	26%	34%	38%	33%	31%	33%	31%
Jewelry	17%	21%	13%	18%	15%	14%	14%	15%	23%	21%	14%	18%	15%
Chocolate or candy	17%	24%	13%	16%	20%	16%	13%	19%	25%	10%	20%	19%	18%
Food item	15%	17%	13%	16%	19%	16%	11%	17%	18%	16%	19%	13%	14%
Clothing	14%	15%	12%	17%	14%	15%	10%	16%	21%	10%	8%	18%	16%
Keepsake gift (engraved photo frame, personal item, etc)	12%	18%	9%	10%	17%	8%	9%	13%	17%	8%	12%	14%	13%
A special experience with family (going on a hike, going to the beach, etc.)	11%	14%	10%	9%	13%	8%	6%	12%	15%	6%	10%	11%	15%
Fragrance	10%	18%	5%	8%	14%	9%	8%	10%	14%	15%	6%	12%	7%
Something homemade	9%	10%	8%	9%	10%	10%	7%	12%	7%	7%	10%	9%	10%
A day to herself	8%	8%	6%	9%	9%	6%	4%	8%	10%	5%	9%	7%	9%
Breakfast in bed	7%	8%	9%	5%	7%	6%	5%	9%	10%	4%	12%	7%	6%
Wine/beer/liquor	6%	6%	4%	10%	6%	7%	4%	7%	10%	3%	14%	5%	4%
Books	6%	6%	5%	5%	8%	6%	3%	8%	8%	6%	6%	6%	4%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Certificate for massage/spa	5%	6%	5%	5%	6%	6%	2%	6%	8%	3%	6%	6%	6%
For someone else to take care of household tasks she normally does	5%	8%	2%	5%	6%	5%	2%	8%	7%	2%	4%	6%	7%
Electronics	4%	5%	4%	3%	5%	5%	1%	5%	6%	2%	7%	3%	4%
Other	8%	9%	7%	8%	10%	5%	7%	11%	9%	13%	6%	8%	7%
None of these	8%	7%	9%	10%	9%	10%	13%	6%	6%	6%	7%	11%	7%
Not sure	12%	9%	17%	9%	8%	11%	17%	9%	8%	15%	9%	12%	12%
Prefer not to say	1%	2%	1%	2%	1%	2%	2%	1%	1%	0%	1%	3%	1%
Unweighted N	(785)	(273)	(276)	(236)	(324)	(284)	(253)	(242)	(218)	(137)	(145)	(309)	(194)

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## 13. Mother's Day Gifts Wanted

Which of the following would you like to receive as a Mother's Day gift? Select all that apply.

*Among women who say they are mothers*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A special experience with family (going on a hike, going to the beach, etc.)	31%	*	31%	*	*	25%	28%	35%	*	*	*
Flowers	28%	*	28%	*	*	25%	25%	26%	*	*	*
A card	28%	*	28%	*	*	28%	32%	29%	*	*	*
Jewelry	25%	*	25%	*	*	25%	10%	18%	*	*	*
Keepsake gift (engraved photo frame, personal item, etc)	20%	*	20%	*	*	17%	13%	20%	*	*	*
A day to myself	19%	*	19%	*	*	10%	9%	15%	*	*	*
Something homemade	19%	*	19%	*	*	17%	12%	20%	*	*	*
Certificate for massage/spa	18%	*	18%	*	*	21%	14%	19%	*	*	*
Chocolate or candy	18%	*	18%	*	*	15%	11%	16%	*	*	*
For someone else to take care of household tasks I normally do	17%	*	17%	*	*	15%	8%	16%	*	*	*
Fragrance	16%	*	16%	*	*	14%	8%	13%	*	*	*
Clothing	16%	*	16%	*	*	8%	7%	13%	*	*	*
Books	13%	*	13%	*	*	13%	9%	13%	*	*	*
Breakfast in bed	12%	*	12%	*	*	9%	2%	5%	*	*	*
Food item	12%	*	12%	*	*	8%	5%	11%	*	*	*
Electronics	8%	*	8%	*	*	8%	1%	3%	*	*	*
Wine/beer/liquor	8%	*	8%	*	*	9%	4%	3%	*	*	*
Other	7%	*	7%	*	*	11%	11%	7%	*	*	*

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	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None of these	10%	*	10%	*	*	13%	11%	11%	*	*	*
Not sure	10%	*	10%	*	*	11%	14%	9%	*	*	*
Prefer not to say	1%	*	1%	*	*	1%	1%	0%	*	*	*
Unweighted N	(364)	(0)	(364)	(46)	(80)	(137)	(101)	(230)	(47)	(57)	(30)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A special experience with family (going on a hike, going to the beach, etc.)	31%	35%	22%	36%	39%	27%	28%	27%	*	*	*	33%	*
Flowers	28%	32%	23%	28%	28%	29%	26%	25%	*	*	*	31%	*
A card	28%	26%	21%	37%	29%	28%	25%	35%	*	*	*	26%	*
Jewelry	25%	33%	16%	23%	31%	14%	21%	20%	*	*	*	28%	*
Keepsake gift (engraved photo frame, personal item, etc)	20%	24%	16%	19%	25%	17%	15%	22%	*	*	*	23%	*
A day to myself	19%	22%	19%	17%	20%	17%	14%	26%	*	*	*	18%	*
Something homemade	19%	18%	21%	17%	21%	16%	18%	20%	*	*	*	20%	*
Certificate for massage/spa	18%	16%	17%	21%	21%	16%	15%	19%	*	*	*	18%	*
Chocolate or candy	18%	26%	10%	15%	21%	18%	14%	14%	*	*	*	21%	*
For someone else to take care of household tasks I normally do	17%	19%	16%	14%	21%	14%	14%	21%	*	*	*	14%	*
Fragrance	16%	18%	17%	14%	19%	12%	13%	10%	*	*	*	19%	*
Clothing	16%	20%	10%	17%	21%	14%	11%	14%	*	*	*	21%	*

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Books	13%	18%	8%	13%	14%	11%	12%	9%	*	*	*	20%	*
Breakfast in bed	12%	13%	11%	11%	13%	7%	8%	8%	*	*	*	12%	*
Food item	12%	10%	10%	14%	11%	15%	12%	9%	*	*	*	12%	*
Electronics	8%	11%	5%	6%	7%	4%	9%	3%	*	*	*	11%	*
Wine/beer/liquor	8%	11%	4%	8%	13%	3%	6%	8%	*	*	*	12%	*
Other	7%	7%	10%	6%	10%	7%	11%	8%	*	*	*	11%	*
None of these	10%	11%	10%	8%	7%	9%	10%	7%	*	*	*	9%	*
Not sure	10%	10%	13%	8%	8%	6%	18%	4%	*	*	*	8%	*
Prefer not to say	1%	1%	0%	1%	1%	1%	1%	0%	*	*	*	0%	*
Unweighted N	(364)	(137)	(113)	(114)	(152)	(133)	(152)	(110)	(73)	(60)	(72)	(149)	(83)

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## 14. Mother's Day Disappointment

Have you ever been disappointed by your family not doing enough for Mother's Day?

*Among women who say they are mothers*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	31%	*	31%	*	*	37%	28%	34%	*	*	*
No	64%	*	64%	*	*	61%	71%	62%	*	*	*
Not sure	5%	*	5%	*	*	3%	1%	4%	*	*	*
Totals	100%	*	100%	*	*	101%	100%	100%	*	*	*
Unweighted N	(363)	(0)	(363)	(45)	(80)	(137)	(101)	(229)	(47)	(57)	(30)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	31%	26%	36%	27%	28%	33%	30%	*	*	*	26%	*
No	64%	64%	69%	61%	68%	69%	62%	69%	*	*	*	67%	*
Not sure	5%	5%	5%	3%	4%	3%	6%	1%	*	*	*	7%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	*	*	*	100%	*
Unweighted N	(363)	(137)	(112)	(114)	(152)	(133)	(152)	(110)	(73)	(59)	(72)	(149)	(83)

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<b>Interviewing Dates</b>	May 2 - 5, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.611, with a mean of one and a standard deviation of 0.911.
<b>Number of respondents</b>	1069
<b>Margin of error</b>	± 4.1% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	89 questions not reported.