## YouGov <br> What the world thinks

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

Conducted by YouGov On behalf of YouGov RealTime
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## BACKGROUND

## YouGov

位 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 (The sample definition could be "US aduit population or a subset such as "US adur females'). Invitations to surveys dont 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 ssociated with sample-based information.
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .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

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PEM_Q2. Who, if anyone, do you plan to give a gift to for

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | Millennial (1982- 1999) | $\begin{gathered} \text { Gen X(1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ \text { (1928-1945) } \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  | A | B | c | D | E | F | G | H | I | J | к | L | м | N |

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\% | ${ }^{66 \%}$ | $58 \%$ | 20\% | : | $\ldots$ | - | 44\% | 40\% | 47\% | 40\% | 42\% |
|  |  |  |  |  | F.G 13\% | F.G | $\begin{gathered} G \\ 20 \% \end{gathered}$ | 25\% |  | $\cdots$ |  |  |  |  |  |
| My wifepartner | 18\% | $\begin{gathered} 34 \% \\ 8 \end{gathered}$ | 3\% | - | 13\% | $\begin{gathered} \text { 20\% } \\ \mathrm{D} \end{gathered}$ | $\underset{\mathrm{c}}{\substack{20 \% \\ \mathrm{D}}}$ | $\begin{gathered} \text { 25\% } \\ \mathrm{D}^{2} \end{gathered}$ | $\bar{*}$ | $\cdots$ | 20\% | 18\% | 16\% | 19\% | $\begin{gathered} 19 \% \\ \mathrm{Q} \end{gathered}$ |
| My grandmother | 6\% | 6\% | 6\% | 23\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \text { FFGG } \end{array}, ~ \end{aligned}$ | $\begin{gathered} 5 \% \\ \mathrm{~F} \end{gathered}$ | 1\% | $\stackrel{2 \%}{ }$ | 100\% | $\cdots$ | 7\% | $8 \%$ | 7\% | 5\% | 5\% |
| My mother-in-law | 13\% | 10\% | $\begin{gathered} \text { 15\% } \\ A \end{gathered}$ | $4 \%$ | $\begin{gathered} \text { 20\% } \\ \text { F.G } \end{gathered}$ | $\begin{aligned} & 16 \% \\ & \text { F.G } \end{aligned}$ | 6\% | ${ }_{*}^{1 \%}$ | - | $\cdots$ | 12\% | 12\% | 12\% | 14\% | 12\% |
| My aunt | 3\% | 3\% | 3\% | $4 \%$ | $\begin{aligned} & 6 \% \\ & \text { F.G } \end{aligned}$ | $\begin{aligned} & 3 \% \\ & F \end{aligned}$ | 1\% | $1 \%$ | $\div$ | - | 3\% | $\begin{aligned} & 5 \% \\ & M \end{aligned}$ | 4\% | 1\% | 3\% |
| My sister | 7\% | 6\% | $\stackrel{9 \%}{\mathrm{~g}}$ | $9 \%$ | $\begin{gathered} 9 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{~F} \end{gathered}$ | 4\% | 4\% | \% | $\cdots$ | 7\% | 7\% | 7\% | 8\% | 6\% |
| Another relative | 4\% | 3\% | $\begin{gathered} 6 \% \\ A \end{gathered}$ | $\underset{\sim}{4 \%}$ | 4\% | 4\% | 4\% | $\stackrel{8}{\text { \% }}$ | - | $\cdots$ | 4\% | 4\% | 5\% | 3\% | 4\% |
| My neighbor | 1\% | 1\% | 1\% | $\cdots$ | 1\% | 1\% | 1\% | ${ }^{1 \%}$ | $\div$ | $\cdots$ | 0\% | - | 1\% | $\begin{gathered} \text { 2\% } \\ k \end{gathered}$ | 0\% |
| My coworker | 1\% | 1\% | 1\% | \% | $\stackrel{2 \%}{{ }_{F}^{2 \%}}$ | $\stackrel{2 \%}{\mathrm{~F}}$ | - | : | $\div$ | - | 1\% | 1\% | 1\% | 1\% | 1\% |
| My friend | 4\% | 3\% | $\begin{gathered} 5 \% \\ A \end{gathered}$ | $\stackrel{4 \%}{*}$ | 4\% | 4\% | 4\% | ${ }^{2 \%}$ | $\cdots$ | $\cdots$ | 4\% | 4\% | 4\% | 4\% | 3\% |
| Other | 5\% | 2\% | $7 \%$ | $4 \%$ | 2\% | 3\% | $\begin{aligned} & 7 \% \\ & 0 \times \end{aligned}$ | 8\% | - | $\cdots$ | 5\% | 4\% | 3\% | $7 \%$ | 5\% |
| Don't know | $3 \%$ | 3\% | 4\% | ${ }_{5 \%}^{5 \%}$ | 4\% | 2\% | 4\% | ${ }^{4 \%}$ | - | $\cdots$ | 3\% | 4\% | $2 \%$ | $\stackrel{5 \%}{\mathrm{~L}}$ | 3\% |
| Not applicable - Idon't plan to give any gits for Mother's Day this year | 31\% | 26\% | $\begin{gathered} 36 \% \\ \mathrm{~A} \end{gathered}$ | $13 \%$ | 17\% | $\begin{gathered} 25 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 46 \% \\ & \text { D.E } \end{aligned}$ | $51 \%$ | - | $\cdots$ | 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 | $\checkmark$ | 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\% | $\cdots$ | 4\% | 7\% | 8\% | $19 \%$ $D^{*}$ | - | - | 10\% | 8\% | 5\% | ${ }^{9 \%}$ | 8\% |
| Chocolates/candy | 4\% | ** | 4\% | - | 5\% | 5\% | 3\% | 6\% | - | - | 7\% | $7 \%$ | 3\% | ${ }^{2 \%}$ | 3\% |
| Other food item | 2\% | $\cdots$ | 2\% | \% | 3\% | 2\% | 2\% | $:$ | - | $\cdots$ | : | 1\% | $3 \%$ | ${ }^{2 \%}$ | 1\% |
| Flowers | 9\% | ** | 9\% | \% | 11\% | 5\% | 10\% | 14\% | - | - | ${ }^{8 \%}$ | ${ }^{7} \%$ | 10\% | ${ }^{9 \%}$ | 9\% |
| Balloons | 0\% | ** | 0\% | ** | $\stackrel{2 \%}{*}$ | - | - | : | $\div$ | $\cdots$ | : | ${ }^{1 \%}$ | - | ${ }^{1 \%}$ | 0\% |
| Jewerry | 5\% | $\stackrel{\square}{*}$ | 5\% | ** | $6 \%$ | 6\% | 4\% | 7\% | - | $\cdots$ | ${ }^{8 \%}$ | $7 \%$ | 5\% | ${ }^{3 \%}$ | 4\% |
| Winelbeerliquor | 2\% | ** | 2\% | ** | 3\% | 3\% | 1\% | : | $\div$ | $\cdots$ | $2 \%$ | 3\% | 2\% | ${ }^{1 \%}$ | 1\% |
| Householdkitchen item (e.g., mug, wine glasses, cutting board, etc.) | 1\% | $\div$ | 1\% | $50 \%$ |  | 1\% | 1\% |  | $\div$ | $\div$ |  | 1\% | 1\% | $:$ | 1\% |
| Keepsake gift (e.g., engraved photo frame, personalized item, etc.) | 6\% | $\dot{\square}$ | 6\% | $\div$ | 5\% | 7\% | 6\% | 6\% | $\div$ | $\cdots$ | 4\% | 1\% | $\begin{gathered} 9 \% \\ \mathrm{~K} \end{gathered}$ | 6\% | 6\% |
| Electronics (e.g, smarthome speakers, digital camera, etc.) | 1\% | $\bar{\square}$ | 1\% | - | ${ }^{1 \%}$ | 2\% | 0\% |  | $\bar{*}$ | $\div$ | $1 \%$ |  | 1\% | $1 \%$ | 0\% |

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| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | $\begin{gathered} \text { Some college, } 2 \text { - } \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |

EM_Q2. Who, if anyone, do you plan to give a gift to for

| 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 | ${ }^{\text {r }}$ | 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\% | $\begin{aligned} & \begin{array}{l} 11 \% \\ \text { R.S.U } \end{array} \end{aligned}$ | 4\% | $\begin{gathered} 6 \% \\ x \end{gathered}$ | 8\% | 1\% | 5\% | $\begin{aligned} & \text { 10\% } \\ & \text { v.x } \end{aligned}$ | $\begin{gathered} 7 \% \\ x \\ x \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AC } \end{aligned}$ |
| 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\% | $\begin{aligned} & \text { 10\% } \\ & \hline \end{aligned}$ | $\stackrel{12 \%}{\mathrm{~N}}$ | $\stackrel{6 \%}{ }$ | 7\% | 8\% | 6\% | 8\% | 7\% | $\begin{gathered} 4 \% \\ m \\ \hline \end{gathered}$ | 8\% | 3\% | 7\% | $\stackrel{\text { \% }}{ }$ | $\begin{aligned} & \text { 12\% } \\ & { }_{\mathrm{AC}} \end{aligned}$ |
| Another relative | 4\% | 5\% | 4\% | 2\% | 4\% | 5\% | 4\% | 4\% | 4\% | : | 6\% | 12\% | 3\% | 3\% | 5\% |
| My neighor | 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\% |  | 5\% | 3\% | 2\% | 3\% | 2\% |  | 1\% |  |  | 4\% | $3 \%$ |
|  |  |  |  | * |  |  |  |  |  | ** |  | * | v.x | . |  |
| Not applicable - Idon't plan to give any gifts for Mother's Day this year | 31\% | 26\% | 27\% | 36\% | 32\% | $\begin{gathered} \text { 33\% } \\ \hline \end{gathered}$ | 25\% | 33\% | 26\% | $31 \%$ | $\begin{aligned} & \text { 46\% } \\ & \text { v.Z.AA } \end{aligned}$ | $\begin{gathered} \text { 58\% } \\ \text { v.Z.AA* } \end{gathered}$ | 30\% | 29\% | 15\% | oreceive 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 | 393 | 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\% |
|  |  |  |  |  |  |  |  |  |  | * |  |  |  |  |  |
| Chocolates/candy | $4 \%$ | ${ }^{3 \%}$ | 10\% | $\underset{\substack{4 \% \\ \underset{\sim}{*}}}{ }$ | 5\% | 3\% | $4 \%$ | 5\% | 5\% | $\stackrel{8 \%}{*}$ | ${ }^{3} \%$ | 3\% | ${ }^{2 \%}$ | $\stackrel{5 \%}{5 \%}$ | 5\% |
| Other food item | 2\% | $3 \%$ | 3\% | $9 \%$ | 2\% | 1\% | $2 \%$ | 3\% | 2\% | - | : | $\stackrel{6 \%}{*}$ | 2\% | - | 2\% |
| Flowers | 9\% | ${ }^{14 \%}$ | 5\% | $\underset{\sim}{3 \%}$ | 10\% | 7\% | $5 \%$ | 17\% | 9\% | - | ${ }^{6 \%}$ | 19\% | ${ }^{13 \%}$ | $5 \%$ | 8\% |
| Balloons | 0\% | 1\% | : | .. | 1\% | - | 1\% | - | 0\% | * | : | ** | ${ }^{2 \%}$ | $\bar{\square}$ | 0\% |
| Jewery | 5\% | ${ }^{5 \%}$ | 7\% | 12\% | 5\% | 6\% | 8\% | - | 6\% | $\stackrel{7 \%}{*}$ | ${ }^{1 \%}$ | * | 2\% | $25 \%$ | 6\% |
| Winelbeerliquor | 2\% | 4\% | $\begin{aligned} & 5 \% \\ & \mathrm{~N}^{*} \end{aligned}$ |  | 1\% | 3\% | $1 \%$ | $3 \%$ | 2\% | $\cdots$ | $\stackrel{2 \%}{*}$ | - | - | $4 \%$ | $\begin{aligned} & 4 \% \\ & \text { AC } \end{aligned}$ |
| Householdkkithen item (e.g, mug, wine glasses, cutting board, etc.) | 1\% | - |  |  | 2\% | - |  |  | 1\% | 6\% |  |  | - |  | 1\% |
| Keepsake gitit (e.g., engraved photo frame, personalized item, etc.) | 6\% | 5\% | 7\% | $\div$ | 7\% | 5\% | 8\% |  | 4\% | 7\% | $\underset{\substack{11 \% \\ \mathrm{v}^{*}}}{ }$ | $6 \%$ | 8\% |  | 5\% |
| Electronics (e.g., smarthome speakers, iligital camera, etc.) | 1\% | $\begin{aligned} & 3 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 2\% | $\vdots$ | - | 2\% | $\begin{aligned} & 2 \% \\ & \mathrm{R}^{*} \end{aligned}$ | - | 0\% | " | $2 \%$ | $2 \%$ | 3\% | - | 1\% |

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

| 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 |
|  | AC | AD | AE | AF | AG | AH | Al | AJ | AK | AL |


| Unweighted base | 1213 | 884 | 300 | 229 | 347 | 186 | 151 | 405 | 578 | 225 | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1213 | 891 | 308 | 228 | 351 | 179 | 147 | 405 | 582 | 221 | 5 |
| My mother | 43\% | 36\% | 38\% | 42\% | 46\% | 53\% | 39\% | 49\% | 43\% | 35\% | 19\% |
|  |  |  |  |  |  | AD.AE.AH |  | AK | AK |  | ** |
| My wife/partner | 18\% | 14\% | 8\% | 22\% | 18\% | 33\% | 14\% | 18\% | 17\% | 20\% | - |
| My grandmother | 6\% | 5\% | 6\% | 4\% | 6\% | 10\% | 8\% | 9\% | 6\% | 3\% | . |
|  |  |  |  |  |  | AE |  | AJ.AK |  |  | ** |
| My mother-in-law | 13\% | 7\% | 9\% | 14\% | 14\% | 20\% | 7\% | 13\% | 13\% | 9\% | 19\% |
|  |  |  |  | AH | AH | AD.AH |  |  |  |  | * |
| My aunt | 3\% | 2\% | 2\% | 2\% | 4\% | 2\% | 4\% | $5 \%$ | 2\% | 1\% | 19\% |
| My sister | 7\% | 6\% | 7\% | 6\% | 7\% | 8\% | 9\% | 9\% | 6\% | 5\% | 19\% |
| Another realive | 4\% | 4\% | 4\% | 3\% | 3\% | 7\% | 6\% | 6\% | 4\% | 2\% | - |
|  |  |  |  |  |  | AF |  | AK |  |  | * |
| My neighor | 1\% | 1\% | 1\% | 1\% | 1\% | $\begin{gathered} 3 \% \\ A F \end{gathered}$ | 1\% | $2 \%$ | 0\% | 0\% | - |
| My coworker | 1\% | 1\% | 1\% | 0\% | 1\% | 2\% | 1\% | 2\% | 1\% | 0\% | - |
| My friend | 4\% | 3\% | 4\% | 6\% | 2\% | 5\% | 3\% | 5\% | 3\% | 2\% | 18\% |
|  |  |  |  | AF |  |  |  |  |  |  | * |
| Other | 5\% | 5\% | 5\% | 5\% | 4\% | 5\% | 5\% | 4\% | 5\% | 5\% | - |
| Don't know | 3\% | 4\% | 5\% | 2\% | 2\% | 2\% | 9\% | 3\% | 4\% | 3\% |  |
|  |  |  |  |  |  |  | AE.AF.AG |  |  |  | ** |
| Not applicable - I don't plan to give any gift for Mother's Day this year | 31\% | 37\% | 37\% | 31\% | 32\% | 20\% | 32\% | 28\% | 31\% | 36\% | 63\% |
|  |  | AB | AG | AG | AG |  | AG |  |  | Al | * |

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

| Unweighted base | 415 | 227 | 104 | 82 | 138 | 51 | 40 | 115 | 206 | 91 | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Mothers | 393 | 221 | 99 | 78 | 133 | 46 | 38 | 108 | 197 | 85 | 3 |
| A card | 8\% | 9\% | 6\% | 9\% | 7\% | 10\% | 10\% | 4\% | 9\% | 8\% | - |
| Chocolates/candy | 4\% | 3\% | 4\% | $\stackrel{2 \%}{*}$ | 5\% | 6\% | 3\% | 5\% | 4\% | 5\% | $\cdots$ |
| Other food item | 2\% | 2\% | 2\% | ${ }^{1 \%}$ | 2\% | $2 \%$ | 2\% | 3\% | 2\% | - | * |
| Flowers | 9\% | 10\% | 10\% | $7 \%$ | 9\% | $\stackrel{9}{\%}$ | 9\% | 8\% | 11\% | $\stackrel{7}{*}$ | $\cdots$ |
| Balloons | 0\% | 0\% | - | 1\% | 1\% | : |  | - | 1\% | : | $\cdots$ |
| Jewerry | 5\% | 5\% | 8\% | $\stackrel{2 \%}{*}$ | 5\% | $4 \%$ | $\stackrel{8 \%}{*}$ | $\begin{aligned} & 8 \% \\ & \text { AK } \end{aligned}$ | 6\% | ${ }^{1 \%}$ | $\cdots$ |
| Winelbeerliquor | 2\% | 0\% | 2\% | $2 \%$ | 3\% | $2 \%$ | - | 3\% | 2\% | : | $\cdots$ |
| Householdkitchen item (e.g., mug, wine glasses, cutting board, etc.) | 1\% | 0\% | 1\% |  | 1\% |  |  | - | 1\% | 1\% |  |
| Keepsake gift (e.g., engraved photo frame, personalized item, etc.) | 6\% | 7\% | 6\% | $9 \%$ | 4\% | 6\% | 6\% | 5\% | 6\% | 6\% | - |
| Electronics (e.g, smarthome speakers, digital camera, etc.) | 1\% | 1\% | - | 1\% | 1\% | 1\% | $\stackrel{3 \%}{*}$ | 1\% | 0\% | 2\% | $\cdots$ |

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| What the world thinks | Total | Male | Female | $\begin{gathered} \text { Gen } Z(2000 \text { and } \\ \text { later) } \end{gathered}$ | $\begin{gathered} \text { Millennial (1982- } \\ \text { 1999) } \end{gathered}$ | $\begin{gathered} \text { Gen } \times(1965-1 \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ \text { (1928-1945) } \end{gathered}$ | Pre-Silent Generation (1927 and earlier | Other | Northeast | Midwest | South | West | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Clothing | 3\% | - | 3\% | - | $\begin{gathered} 9 \% \\ E_{5 *} \end{gathered}$ | 2\% | 1\% | $\stackrel{3}{*}$ | - | - | 3\% | 3\% | 4\% | $\stackrel{4 \%}{ }$ | 3\% |
| Books | 3\% | - | 3\% | - | 1\% | 2\% | 5\% | - | $\cdots$ | $\cdots$ | : | 5\% | 3\% | 1\% | 4\% |
| Certificate for massagesppa day | 9\% |  | 9\% | - | $7 \%$ | 13\% | 8\% | $3 \%$ | $\cdots$ | $\cdots$ | 10\% | $9 \%$ | 8\% | 8\% | 11\% |
| Certificate for othe experience | 3\% |  | 3\% | $\div$ | 1\% | 1\% | $6 \%$ | $3 \%$ | $\div$ | $\div$ | 5\% | 1\% | 4\% | $4 \%$ | 3\% |
| Breakfast in bed | 1\% | $\div$ | 1\% | - | $2 \%$ | 2\% | 1\% | - | - | - | $3 \%$ | 1\% | 2\% | : | 2\% |
| Something homemade (e.g., coupon book of IOUs, a painting, etc.) | 5\% |  | 5\% | $\div$ | $9 \%$ | 5\% | 4\% |  | - | $\div$ | $\begin{gathered} \text { c* } \\ \text { L* } \end{gathered}$ | 4\% | 2\% | 6\% | 6\% |
| Have my partnerfamily 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\% | $\div$ | 7\% | - | $9 \%$ | 8\% | 6\% | * | $\div$ | $\div$ | $4 \%$ | $2 \%$ | $\begin{gathered} 10 \% \\ \mathrm{~K} \end{gathered}$ | 7\% | 6\% |
| Other | 11\% |  | 11\% | - | 1\% | $\begin{gathered} \text { 11\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 15\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 24\% } \\ D^{*} \end{gathered}$ | $\div$ | $\cdots$ | 11\% | 16\% | 7\% | $\begin{gathered} \text { 14\% } \\ \text { L* } \end{gathered}$ | 13\% |
| Nothing | 8\% | - | 8\% | * | 5\% | 8\% | 9\% | 6\% | $\cdots$ | - | 3\% | 6\% | 8\% | 11\% | 6\% |
| Don't know | 7\% | - | 7\% | - | 10\% | 5\% | 7\% | 9\% | : | $\div$ | $7 \%$ | $9 \%$ | 7\% | 5\% | 5\% |

YouGov RealTime
Mother's Day
uS_nat_internal Sample: 23rd - 24th April 2019
YOUGOV

| What the world thinks | Total | Black | Hispanic | Other (NET) | No HS, Highschool graduate | Some college, 2- <br> year | 4year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Clothing | 3\% | $4 \%$ | $\begin{aligned} & 9 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | - | 4\% | 3\% | 5\% | 3\% | 3\% | 13\% | 5\% | 3\% | $\stackrel{2 \%}{*}$ | 5\% | 5\% |
| Books | 3\% | ${ }^{1 \%}$ | : | - | 2\% | 2\% | 6\% | 4\% | 3\% | - | $\stackrel{2 \%}{2}$ | 4\% | - | $\cdots$ | 1\% |
| Certificate for massage/spa day | 9\% | 6\% | 6\% | - | 5\% | 10\% | 8\% | $\stackrel{22 \%}{22 \%}$ | 9\% | 17\% | 13\% | $4 \%$ | $\stackrel{5 \%}{*}$ | 4\% | 11\% |
| Certificate for other experience | 3\% |  | 4\% | 8\% | 3\% | 5\% | $3 \%$ | 1\% | 2\% | $\stackrel{\square}{*}$ | 7\% | 9\% | 2\% | - | 1\% |
| Breakfast in bed | 1\% | $2 \%$ | : | - | 2\% | 1\% | - | - | 2\% | - | 1\% | * | $\stackrel{2 \%}{*}$ | ** | 3\% |
| Something homemade (e.g., coupon book of IOUs, a painting, etc.) | 5\% | $2 \%$ | $3 \%$ | - | 4\% | 8\% | 2\% | 5\% | 4\% | $\begin{aligned} & 7 \% \\ & * \end{aligned}$ | $9 \%$ | $\div$ | 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\% | $\begin{gathered} 3 \% \\ * \\ \hline \end{gathered}$ | 4\% | 6\% | 8\% | 6\% | 7\% | $\underset{\sim}{7 \%}$ | 3\% | 3\% | 2\% |  | 7\% |
| Have a day to myself | 7\% | $7 \%$ | $6 \%$ | 10\% | 2\% | $\begin{gathered} 8 \% \\ R \end{gathered}$ | $\begin{gathered} \text { 13\% } \\ \mathrm{R}^{*} \end{gathered}$ | $\begin{gathered} 11 \% \\ R^{*} \end{gathered}$ | 8\% | $\underset{\sim}{7 \%}$ | $\stackrel{2 \%}{*}$ | $3 \%$ | 4\% | 14\% | 9\% |
| Other | 11\% | 9\% | 5\% | 13\% | 13\% | 12\% | ${ }^{6 \%}$ | 11\% | 11\% | $\stackrel{7}{7}$ | 20\% | $\stackrel{7 \%}{\ldots}$ | $\stackrel{8 \%}{ }$ | 4\% | 4\% |
| Nothing | 8\% | 8\% | 11\% | 14\% | 8\% | 9\% | 4\% | 6\% | 8\% | - | $9 \%$ | $\begin{gathered} 7 \% \\ * \end{gathered}$ | $\stackrel{8 \%}{*}$ | 4\% | 9\% |
| Don't know | 7\% | $8 \%$ | 10\% | 17\% | $\begin{aligned} & \text { 13\%\% } \\ & \text { s.t.u } \end{aligned}$ | 4\% | $\stackrel{3}{*}$ | : | 5\% | 15\% | $\stackrel{2 \%}{*}$ | 5\% | $\begin{gathered} 21 \% \\ v . x^{*} \end{gathered}$ | 15\% | 7\% |

YouGov RealTime
Mother's Day
uS_nat_internal Sample: 23rd - 24th April 2019

| YouGov <br> What the world thinks | Total | rthe age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | No | Under 530k | $\$ 3,000$ to sig | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 999,999 \end{gathered}$ | \$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\% | $\stackrel{3 \%}{*}$ | $\cdots$ |
| Certificate for massage/spa day | 9\% | 7\% | 5\% | 10\% | 11\% | 13\% | 5\% | 12\% | 8\% | $\stackrel{5}{*}$ | 33\% |
| Certificate for othe experience | 3\% | $\begin{aligned} & 5 \% \\ & \text { AB } \end{aligned}$ | 4\% | $\stackrel{2 \%}{*}$ | 3\% | ${ }^{3 \%}$ | $\stackrel{6 \%}{*}$ | 2\% | 3\% | ${ }^{5 \%}$ | $\cdots$ |
| Breakfast in bed | 1\% | 0\% | 1\% | $\begin{aligned} & 5 \% \\ & { }_{\text {AF }} \end{aligned}$ | 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\% | $\begin{gathered} \text { 12\% } \\ \text { Al.A.A* } \end{gathered}$ | $31 \%$ |
| Have a day to myself | 7\% | 5\% | 4\% | $\stackrel{5}{*}$ | $\begin{gathered} 11 \% \\ A D \end{gathered}$ | $\stackrel{5 \%}{*}$ | 5\% | 6\% | 6\% | $\stackrel{\text { 9\% }}{ }$ | $\bar{\square}$ |
| Other | 11\% | $\begin{gathered} 17 \% \\ \text { AB } \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \text { AE } \end{gathered}$ | 4\% | $15 \%$ AE | 12\% | 10\% | 9\% | 12\% | 11\% | 36\% |
| Nothing | $8 \%$ | 7\% | 9\% | $\begin{gathered} \text { 14\% } \\ \text { AF.AG* } \end{gathered}$ | 5\% | $3 \%$ | $\underset{\sim}{6 \%}$ | 9\% | 6\% | * ${ }^{\text {\% }}$ |  |
| Don't know | 7\% | 7\% | $\begin{gathered} 12 \% \\ \text { AF.AG } \end{gathered}$ | $8 \%$ | 4\% | $1 \%$ | $\begin{aligned} & 11 \% \\ & A G^{*} \end{aligned}$ | 8\% | 8\% | $\stackrel{3 \%}{*}$ | * |

