

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° What the world thinks		Ge	ender				Generation					Re	gion				
vvnat tre word trinks	Total	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		
		Α	В	С	D	E	F	G	Н	I	J	K	L	М	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			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%	-	-	-	44%	40%	47%	40%	42%		
Wy model	4070	4070	4170	**	F.G	F.G	G	*	**	**	4470	4070	4170	4070	42/0		
My wife/partner	18%	34%	3%	-	13%	20%	20%	25%	-	-	20%	18%	16%	19%	19%		
		В		**		D	D	D*	**	**					Q		
My grandmother	6%	6%	6%	23%	13%	5%	1%	2%	100%	-	7%	8%	7%	5%	5%		
				**	E.F.G	F		*	**	**							
My mother-in-law	13%	10%	15%	4%	20%	16%	6%	1%	-	-	12%	12%	12%	14%	12%		
			Α	**	F.G	F.G		*	**	**							
My aunt	3%	3%	3%	4%	6%	3%	1%	1%	-	-	3%	5%	4%	1%	3%		
	70/	C0/	00/		F.G	F	40/		**	**	70/	M	70/	00/	C0/		
My sister	7%	6%	9% A	9%	9% F	9% F	4%	4%	- **	**	7%	7%	7%	8%	6%		
Another relative	4%	3%	6%	4%	4%	4%	4%	8%	_	-	4%	4%	5%	3%	4%		
Allouid Telative	470	3/6	Α	**	470	470	470	*	**	**	470	470	376	376	470		
My neighbor	1%	1%	1%		1%	1%	1%	1%		-	0%	-	1%	2%	0%		
Wy neighbor	170	170	170	**	170	170	170	*	**	**	0,0		170	K	070		
My coworker	1%	1%	1%	-	2%	2%	-	-	-	-	1%	1%	1%	1%	1%		
,				**	F	F			**	**							
My friend	4%	3%	5%	4%	4%	4%	4%	2%	-	-	4%	4%	4%	4%	3%		
			Α	**				*	**	**							
Other	5%	2%	7%	4%	2%	3%	7%	8%	-	-	5%	4%	3%	7%	5%		
			Α	**			D.E	D.E*	**	**				L			
Don't know	3%	3%	4%	5%	4%	2%	4%	4%	-	-	3%	4%	2%	5%	3%		
				**				*	**	**				L			
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%		
			Α	**		D	D.E	D.E*	**	**							
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	1		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%		
710414	0,0	**	0,0	**	*	.,,	0,0	D*	**	**	*	*	0,0	*	0,0		
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%		
Mr. 4 4:	00/		00/			00/	10/						00/	40/	40/		
Wine/beer/liquor	2%	**	2%	**	3%	3%	1%		**	**	2%	3%	2%	1%	1%		
Household/kitchen item (o.g. mus-wiles-deserved)	10/		40/			40/	40/						40/		40/		
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	1%	- **	1%	50%	-	1%	1%		- **	**	-	1%	1%	:	1%		
K	C0/		C0/		50/	70/	C0/						00/	C0/	C0/		
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	6%	- **	6%	**	5%	7%	6%	6%	**	**	4%	1%	9%	6%	6%		
	401						021						K				
Electronics (e.g., smarthome speakers, digital camera, etc.)	1%	Ī.,	1%	-	1%	2%	0%	-	-	-	1%	-	1%	1%	0%		
		**		**													

YouGov [®] What the world thinks			ace			Educa	tion		Marital Status						
	Total	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
		0	Р	Q	R	s	т	U	٧	w	Х	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.	1010	150	101	0.7	171	000	005	100	570		100	- 50	057	0.1	000
Unweighted base	1213 1213	152 145	164 190	87 84	474 489	388 376	225 221	126 127	573 583	22	138 137	59 58	357 353	64 61	329 322
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%
My grandmother	6%	12%	7%	5%	5%	6%	11%	S 4%	X.Y.Z.AA 6%	8%	1%	5%	10%	X.Y.Z* 7%	AC 11%
		N		*			R.S.U		X	**			V.X	X*	AC
My mother-in-law	13%	12%	13%	14%	10%	14%	17% R	12%	19% X.Y.Z	11%	6%	2%	6%	13% Y.Z*	28% AC
My aunt	3%	6%	3%	2%	3%	5%	2%	2%	3%	2%	4%	-	3%	4%	5%
				*						**					AC
My sister	7%	10% N	12% N	6%	7%	8%	6%	8%	7%	4%	8%	3%	7%	9%	12% AC
Another relative	4%	5%	4%	2%	4%	5%	4%	4%	4%	- **	6%	12% V.Z*	3%	3%	5%
My neighbor	1%	2%	3%	:	1%	1%	1%	1%	1%	-	-	1%	1%	:	2%
My coworker	1%	N 1%	N 1%	- *	1%	1%	0%	2%	1%	- **	1%	-	1%	1%	AC 2%
My friend	4%	6%	3%	6%	3%	4%	4%	5%	3%	2%	6%	5%	4%	7%	AC 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% T	25%	33%	26%	31%	46% V.Z.AA	58% V.Z.AA*	30%	29%	15%
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	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%
		•		**			•	*	X	**	•	**	•	**	
Chocolates/candy	4%	3%	10% N*	4%	5%	3%	4%	5%	5%	8%	3%	3%	2%	5%	5%
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%
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%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	1%	· ·	N* - *	-	2%	-	-	-	1%	6%	-	-	-	-	AC 1%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	6%	5%	7%	-	7%	5%	8%	-	4%	7%	11%	6%	8%	-	5%
Electronics (e.g., smarthome speakers, digital camera, etc.)	1%	* 3% N*	2%	-	-	2%	* 2% R*	-	0%	-	V* 2%	2%	3%	- **	1%



YouGov [®] What the world thinks		r the age of 18			Income			Type of Area Lived in					
	Total	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		
PEM_Q2. Who, if anyone, do you plan to give a gift to for													
Mother's Day this year? Please select all that apply.	1010	884	300	229	347	196	151	405	578	225	5		
Unweighted base Base: All US Adults	1213 1213	891	308	228	351	186 179	151 147	405	582	225 221	5		
My mother	43%	36%	38%	42%	46%	53%	39%	49%	43%	35%	19%		
Wy model	4070	3070	3070	4270	4070	AD.AE.AH	5576	AK	AK	5570	**		
My wife/partner	18%	14%	8%	22%	18%	33%	14%	18%	17%	20%	-		
				AD.AH	AD	AD.AE.AF.AH					**		
My grandmother	6%	5%	6%	4%	6%	10% AE	8%	9% AJ.AK	6%	3%	**		
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%		
								AJ.AK			**		
My sister	7%	6%	7%	6%	7%	8%	9%	9%	6%	5%	19%		
Another relative	4%	4%	4%	3%	3%	7%	6%	6%	4%	2%	-		
						AF		AK			**		
My neighbor	1%	1%	1%	1%	1%	3%	1%	2%	0%	0%	-		
						AF		AJ			**		
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%	_		
Dontriow	570	470	370	270	270	270	AE.AF.AG	370	470	370	**		
Not applicable - I don't plan to give any gifts 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													
to receive 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%	2%	5%	6%	3%	5%	4%	5%	- **		
Other food item	2%	2%	2%	1%	2%	2%	2%	3%	2%	-	-		
						*				*	**		
Flowers	9%	10%	10%	7%	9%	9%	9%	8%	11%	7%	-		
Balloons	0%	0%		1%	1%				1%	*			
Balloons	0%	0%	-	1%	1%	*		-	1%		**		
Jewelry	5%	5%	8%	2%	5%	4%	8%	8%	6%	1%	-		
,		1,7		*		*	*	AK		*	**		
Wine/beer/liquor	2%	0%	2%	2%	3%	2%	-	3%	2%	-	-		
				•		*	*			*	**		
Household/kitchen 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%			
recepsare grit (e.g., engraved prioto trante, personalized item, etc.)	070	1 70	676	9%	470	b% *	0% *	376	0%	*	**		
Electronics (e.g., smarthome speakers, digital camera, etc.)	1%	1%	_	1%	1%	1%	3%	1%	0%	2%	_		
Electronics (e.g., smartione speakers, uightal calliera, etc.)	1 /0	1 /0		170	1 /0	176	*	1 /0	0,6	270 *	**		
									1				



YouGov° What the world thinks		Ger	nder				Generation					Reç	jion		
	Total	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%



YouGov [°] What the world thinks	Total	Race				Educa	ation				Marita	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%



YouGov [®] What the world thinks		r the age of 18			Income			Type of Area Lived in				
	Total	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% Al.AJ*	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%	- **	