

YouGov Survey: Mother's Day



Sample 1000 U.S. Adult Citizens
Conducted April 27 - 30, 2022
Margin of Error ±3.3%

1. Are you a parent or guardian? Please select all that apply

Yes, of at least one child younger than 18	22%
Yes, of at least one child 18 years old or older	36%
No, I am neither a parent or guardian	39%
Don't know/Prefer not to say	6%

2. Do you consider yourself to be a mother?

Asked of women

Yes, I do	63%
No, I do not	31%
Not sure	6%

3. Is your mother living?

Yes	49%
No	48%
My mother is not part of my life	4%

4. How close are you with your mother?

Asked of those who indicated that their mother is living and in their life

Very close	55%
Somewhat close	29%
Not very close	10%
Not close at all	5%
Not sure	2%

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

It does	20%
It does not	57%
Not sure	23%

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

Yes	46%
No	35%
Not sure	19%

7. Which, if any, of the following people do you intend to celebrate Mother's Day with? Please select all that apply.

Asked of those who indicated that they may celebrate Mother's Day this year

My mother	49%
My grandmother	10%
My stepmother	2%
My mother-in-law	10%
My aunt	4%
My niece	3%
My partner	24%
My child/children	32%
My sibling	12%
My friend	5%
Other	9%
Not sure	8%
Prefer not to say	4%

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

Asked of those who indicated that they may celebrate Mother's Day this year

Talk on the phone or video chat	23%
Have a special meal/celebration at home	45%
Go out for a special meal/celebration	26%
Other	7%
Not sure	18%

9. Which, if any, of the following items will you send/give to someone this Mother's Day? Please select all that apply.

Asked of those who indicated that they may celebrate Mother's Day this year

Flowers	33%
A card	38%
Certificate for massage/spa	5%
Jewelry	9%
Chocolate or candy	13%
Keepsake gift (engraved photo frame, personal item, etc)	6%
A day to herself	6%
Something homemade	8%
Clothing	9%
Electronics	3%
Books	4%
For someone else to take care of household tasks she normally does	5%
Food item	9%
Wine/beer/liquor	5%
Breakfast in bed	3%
A special experience with family (going on a hike, going to the beach, etc.)	4%
Fragrance	5%
Other	5%

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None of these	9%
Not sure	16%
Prefer not to say	4%

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

Asked of women who say they are mothers

Flowers	31%
A card	35%
Certificate for massage/spa	14%
Jewelry	17%
Chocolate or candy	16%
Keepsake gift (engraved photo frame, personal item, etc)	16%
A day to myself	13%
Something homemade	17%
Clothing	10%
Electronics	5%
Books	9%
For someone else to take care of household tasks I normally do	17%
Food item	12%
Wine/beer/liquor	5%
Breakfast in bed	7%
A special experience with family (going on a hike, going to the beach, etc.)	20%
Fragrance	10%
Other	9%
None of these	8%
Not sure	10%
Prefer not to say	2%

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

Asked of women who say they are mothers

Yes	31%
No	64%
Not sure	4%

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Interviewing Dates	April 27 - 30, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.226 to 3.596, with a mean of one and a standard deviation of 0.369.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	65 questions not reported.