## YouGov Survey: Mother’s Day

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

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Are you a parent or guardian? Please select all that apply</td>
<td>Yes, of at least one child younger than 18</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Yes, of at least one child 18 years old or older</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>No, I am neither a parent or guardian</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>Don’t know/Prefer not to say</td>
<td>6%</td>
</tr>
<tr>
<td>2. Do you consider yourself to be a mother?</td>
<td>Yes, I do</td>
<td>63%</td>
</tr>
<tr>
<td></td>
<td>No, I do not</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>6%</td>
</tr>
<tr>
<td>3. Is your mother living?</td>
<td>Yes</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>My mother is not part of my life</td>
<td>4%</td>
</tr>
<tr>
<td>4. How close are you with your mother?</td>
<td>Very close</td>
<td>55%</td>
</tr>
<tr>
<td></td>
<td>Somewhat close</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Not very close</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Not close at all</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>2%</td>
</tr>
<tr>
<td>5. Does society adequately reward mothers for the work they do?</td>
<td>It does</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>It does not</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>23%</td>
</tr>
<tr>
<td>6. Do you plan to do anything to celebrate Mother’s Day this year?</td>
<td>Yes</td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>19%</td>
</tr>
</tbody>
</table>
YouGov Survey: Mother’s Day

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%

continued on the next page...
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%
## YouGov Survey: Mother’s Day

**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.