



TOPLINE & METHODOLOGY

Eight in ten Americans plan to celebrate Mother's Day

A plurality report seeing their parental figures less often during the COVID-19 pandemic

Washington, DC, May 6, 2021 – A new Ipsos poll shows that eight in ten Americans plan to celebrate Mother's Day this year. The poll also finds that a third of Americans saw their mother, mother-like figure, parents, or grandparents less often over the past year, during the COVID-19 pandemic.

Detailed Findings

1. Eight in ten Americans plan to celebrate Mother's Day this year.
 - The most popular ways people plan to celebrate Mother's Day include purchasing a gift or flowers (36%), cooking at home (26%), or calling a mother or mother-like figure (26%).
 - Baby Boomers are least likely to celebrate Mother's Day, with 28% saying that they will not partake in any celebrations.
2. Thirty-five percent say they have seen their mother, mother-like figure, parents, or grandparents less often during the COVID-19 pandemic over the past year.
 - Twenty-eight percent say they have been able to see these figures about the same over the past year, while only 4 percent say they have seen them more often.
 - Urban (37%) and suburban (37%) dwellers are more likely than rural (27%) inhabitants to report seeing these figures less often over the past year.
 - Those with a household income of \$50,000 or more (39%) are also more likely to report seeing these figures less often when compared to those making less than \$50,000 (26%).

These are the findings of an Ipsos poll conducted between April 30 – May 3, 2021. For this study, a sample of 1,022 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.





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Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: April 30 – May 3, 2021
Number of interviews: 1022
Number of Gen Z interviews: 113
Number of Millennial interviews: 211
Number of Gen X interviews: 250
Number of Baby Boomer interviews: 448

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. As you may know, Mother’s Day is coming up on May 9th. Do you plan to do any of the following to celebrate Mother’s Day? Please select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Purchasing a gift or flowers for a mother in your life	36%	50%	41%	44%	23%
Cook at home	26%	33%	21%	30%	23%
Call your mother or mother-like-figure in your life	26%	20%	37%	37%	16%
Go out to eat at a restaurant	19%	22%	19%	21%	16%
Drive to visit with family/friends	16%	16%	16%	19%	14%
Order takeout from a restaurant	13%	18%	10%	13%	12%
Celebrate virtually/have a video call	9%	9%	12%	8%	8%
Celebrate at a later date	4%	2%	6%	5%	3%
Fly to visit with family/friends	1%	2%	1%	1%	1%
Something else	11%	11%	12%	11%	11%
Not celebrating Mother’s Day	19%	11%	15%	13%	28%
Skipped	1%	2%	1%	-	*



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2. Over the past year, during the COVID-19 pandemic, would you say you were able to see/visit your mother, mother-like-figure, parents, or grandparents...?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
More often	4%	9%	8%	4%	1%
About the same	28%	43%	35%	36%	14%
Less often	35%	35%	44%	44%	26%
Does not apply to me	32%	13%	14%	16%	59%
Skipped	*	-	1%	-	*



TOPLINE & METHODOLOGY

About the Study

This poll was conducted April 30 – May 3, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 general population adults age 18 or older. The sample includes 113 Gen Zers, 211 Millennials, 250 Gen Xers, and 448 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





TOPLINE & METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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