

Ipsos

Most Popular Ways of Celebrating Mother's Day

Ipsos asked 1,006 Respondents ...

In which of the following ways do you typically celebrate Mother's Day?

41%

22%



Other Gift

35%



Phone Call



Card

31%



Brunch/ Lunch/ Dinner

16%



Flowers

Other Mentions ...

8%



Chores & Candy

2%



"I don't typically do anything to celebrate Mother's Day."

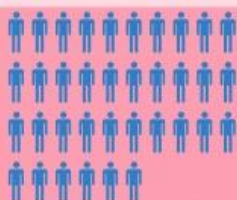
26%

Women Are More Likely Than Men to Celebrate Moms in their Family

Sending/ Giving a Card



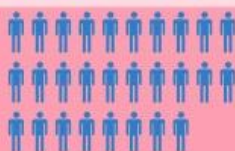
46% vs. 36%



Calling to wish Happy Mother's Day



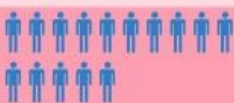
41% vs. 28%



Sending/ Giving Other Type of Gift



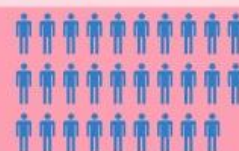
29% vs. 15%



Don't Do Anything to Celebrate



22% vs. 29%



This study was conducted online in the U.S. among a national sample of 1,006 adults aged 18 and over, from May 2-6, 2014 via Ipsos' online Omnibus