

Cards, Phone Calls and Dining Out Are the Top Three Ways America Celebrates Mother's Day

***Women Are More Likely than Men to Celebrate the Mom's in their Family
on Mother's Day***

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New York, NY – Sending or giving cards to the moms in their family (41%) is the most common way US adults celebrate Mother's Day, according to a new survey conducted by Ipsos Public Affairs. Three in ten also say that they call the moms in their family (35%) or take them out for brunch, lunch, or dinner to celebrate Mother's Day (31%). Only 16% say that they typically send flowers, and 3% give candy, while 22% give some other type of gift. Less than one in ten (8%) report that they usually take care of household chores that day like cooking or cleaning, to give mom a break. Roughly a quarter (26%) say that they don't typically do anything to celebrate Mother's Day.

Women tend to be more likely than men to celebrate the moms in their family, particularly when it comes to sending cards (46% of women vs. 36% of men), calling (41% vs. 28%), or giving some other type of gift (29% vs. 15%) for Mother's Day.

Those who are moms themselves (having children under 18 in their household) are all the more likely to celebrate the moms in their family:

- 56% send cards
- 36% give some type of gift (other than flowers or candy)



These are some of the findings of an Ipsos poll conducted May 2 – 5, 2014. For the survey, a national sample of 1,006 adults aged 18 and older from Ipsos' U.S. online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,006 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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