





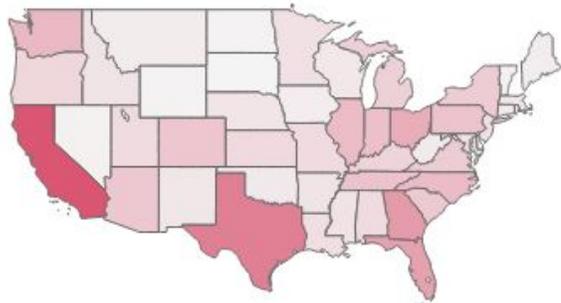
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Background and Methodology

The following information was gathered between March 20th and March 31st, 2017. The data represents 1,497 respondents that participated in the 2017 Mother's Day Consumer Insights Survey. Survey results were analyzed to identify trends in the following:



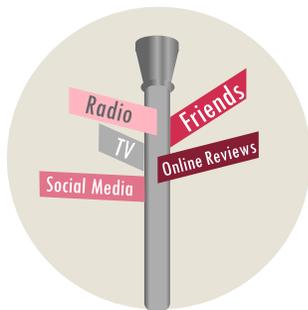
Demographic Data*



Budgetary Information



Gift Preferences



Advertising Influencers



Purchase Locations



Purchase Methods

*7 respondents from Alaska and 2 from Hawaii not pictured.



Key Insights



\$100 or Less

The typical budget for 2017 Mother's Day purchases – **83%** of respondents

65% of respondents plan to keep their budget the same as last year

But...



45% of **Younger Millennials**

Plan to spend **more** on Mother's Day this year

The Month Before



When most respondents (**59%**) *begin thinking about their gift options*



Mothers and **those spending \$101 or more** are more likely to start thinking about gift options and to purchase gifts **the month before**

The Week Before

When most respondents (**67%**) *make their purchase*



Spa-Related Gifts

are the #1 gift requested by **55% of moms**

But not everyone agrees...

Only **39% of Baby Boomers** want a spa-related gift and they are the only group where spa gifts are not the #1 gift choice

but **only 20%** plan to purchase this for Mother's Day

Instead, people are purchasing:

Top Influencer

65% of respondents are influenced by knowing *what the mother likes*



Flowers (45%) and Greeting Cards (46%)



Mobile Use

Only **25% of respondents** intend to use mobile apps to shop for gifts this year

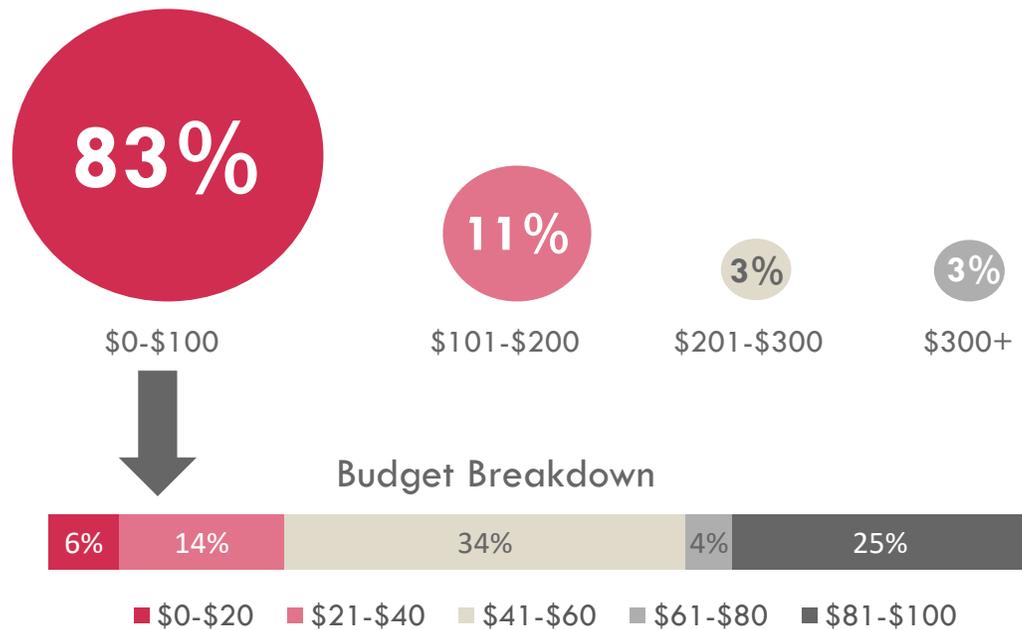


The Data

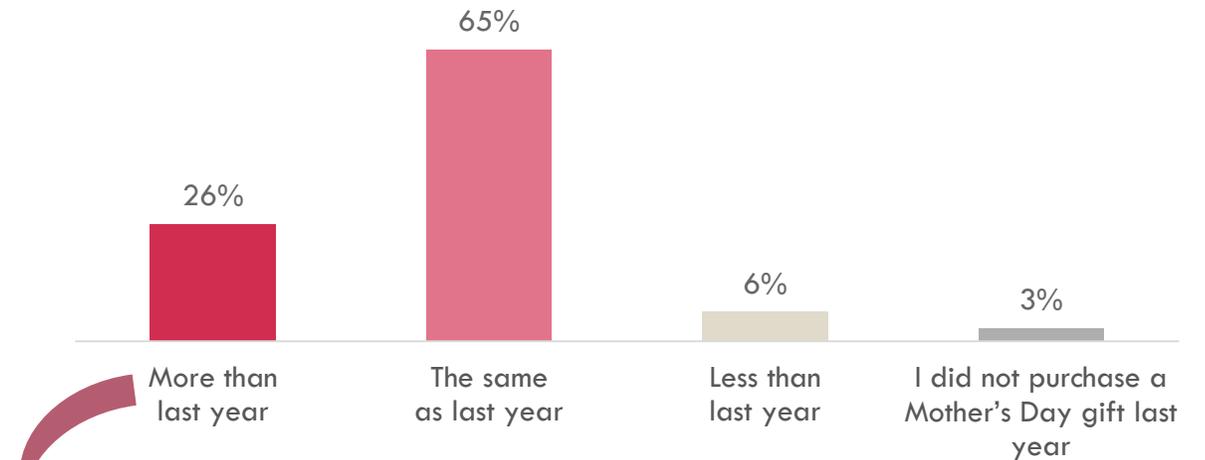
Budgetary Considerations

The majority of respondents plan to spend \$100 or less this year for Mother's Day gifts (83%), with most intending to spend more than \$40. Furthermore, while the majority of respondents (65%) plan to spend the same amount as they did in 2016, 45% of younger Millennials reported they intend to spend more on Mother's Day this year than they did last year (18% more than any other generational group).

What is your maximum budget for Mother's Day gifts this year? (1,497)



Do you plan to spend more or less than last year? (1,497)



(154)

45% of
Younger Millennials

Plan to spend
more on Mother's
Day this year.



Timing

Almost 60% of respondents reported that they start thinking about purchasing gifts for Mother's Day about a month before. However, 67% also reported that they didn't actually purchase the gift until the week before.

When do you usually start thinking about purchasing gifts for Mother's Day? (1,497)



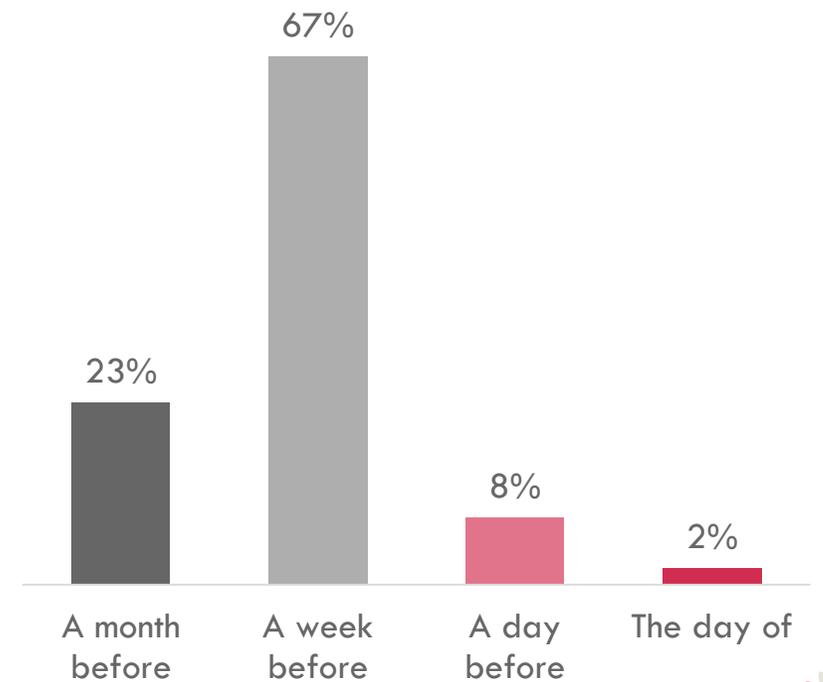
Who likes to get a head start?

Mothers are more likely to start thinking about purchasing gifts a month before (64% vs 52%) and to purchase gifts a month before (27% vs 17%) than non-mothers.

Those spending \$101 or more are more likely to start thinking about purchasing gifts a month before (72% vs 57%) and to purchase a month before (33% vs 21%).



When do you usually purchase a gift for Mother's Day? (1,497)

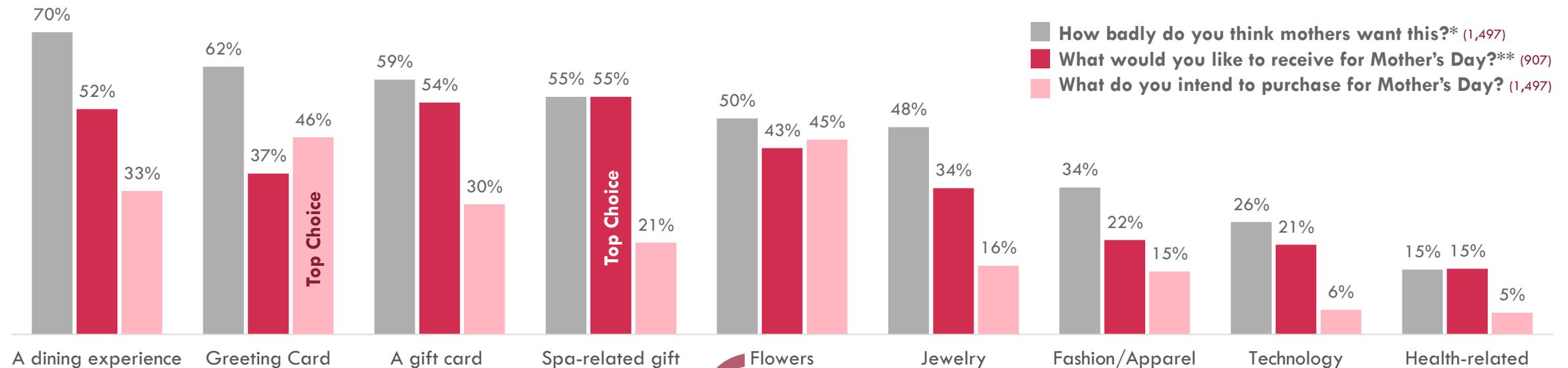


*Mothers: n= 907, non-mothers: n=590, spending \$101 or more: n=251, spending \$100 or less: n=1246.



Gift Giving Desires and Intentions

There appears to be a considerable gap between what mothers desire for Mother's Day and what consumers think they want/intend to give as gifts. For instance, 62% of respondents thought mothers wanted a greeting card and it was the top intended gift purchase. However, only 37% of mothers actually want a greeting card. Further, while spa-related gifts are the most desired gift (55%), only 21% actually intend to purchase those items.



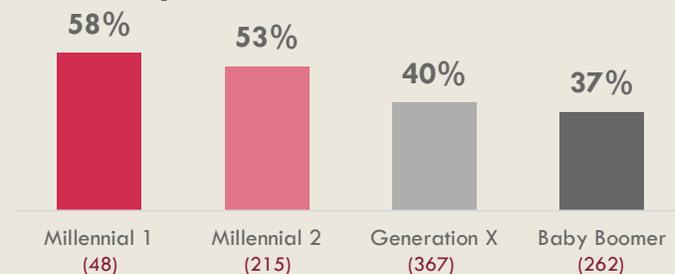
39% of
Baby Boomers

want a spa-related gift for Mother's Day, 19% less than any other generational group.

(262)

Who really wants flowers?

Millennial moms want flowers considerably more often than Generation X or Baby Boomer moms.



*Includes top-two-box scores: 4 and 5 on a 5 point scale

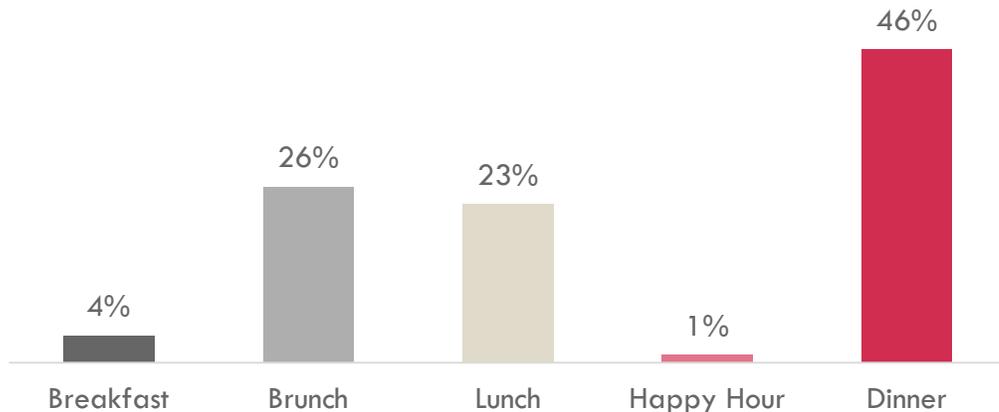
**Mothers only



Dining Experiences

Those intending to purchase a dining experience for Mother's Day were most likely to say the meal they plan to enjoy is dinner (46%). Casual dining restaurants were the most popular choice for respondents purchasing a dining experience, followed closely by local restaurants.

What meal do you plan to enjoy for Mother's Day? (497)



Mothers were more likely to opt for brunch than non-mothers (30% vs 20%), while non-mothers leaned towards dinner (53% vs 41%).

*Includes top-two-box scores: 4 and 5 on a 5 point scale

**Mothers: n= 286, non-mothers: n=211, spending \$101 or more: n=107, spending \$100 or less: n=390.



Gift Summary

know Mom wants this*

70%
-3%

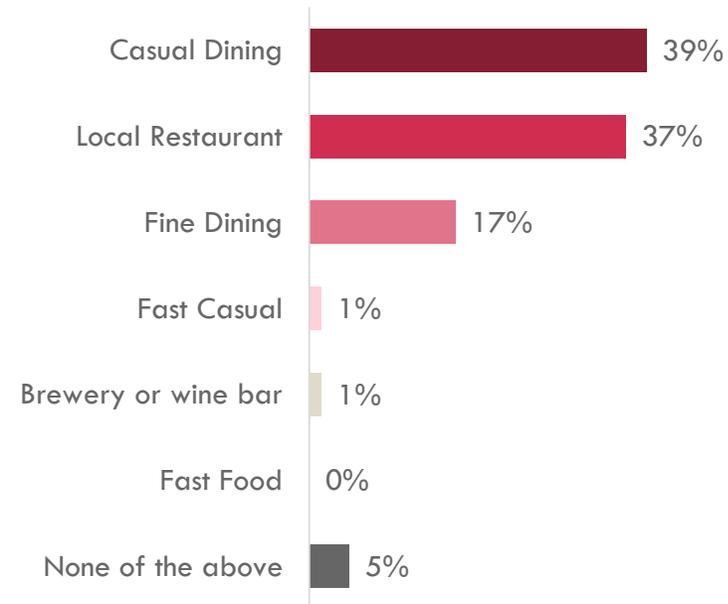
moms who want this

52%
-4%

intend to buy

33%
-7%

What type of restaurant do you plan to visit? (497)



Budget Matters

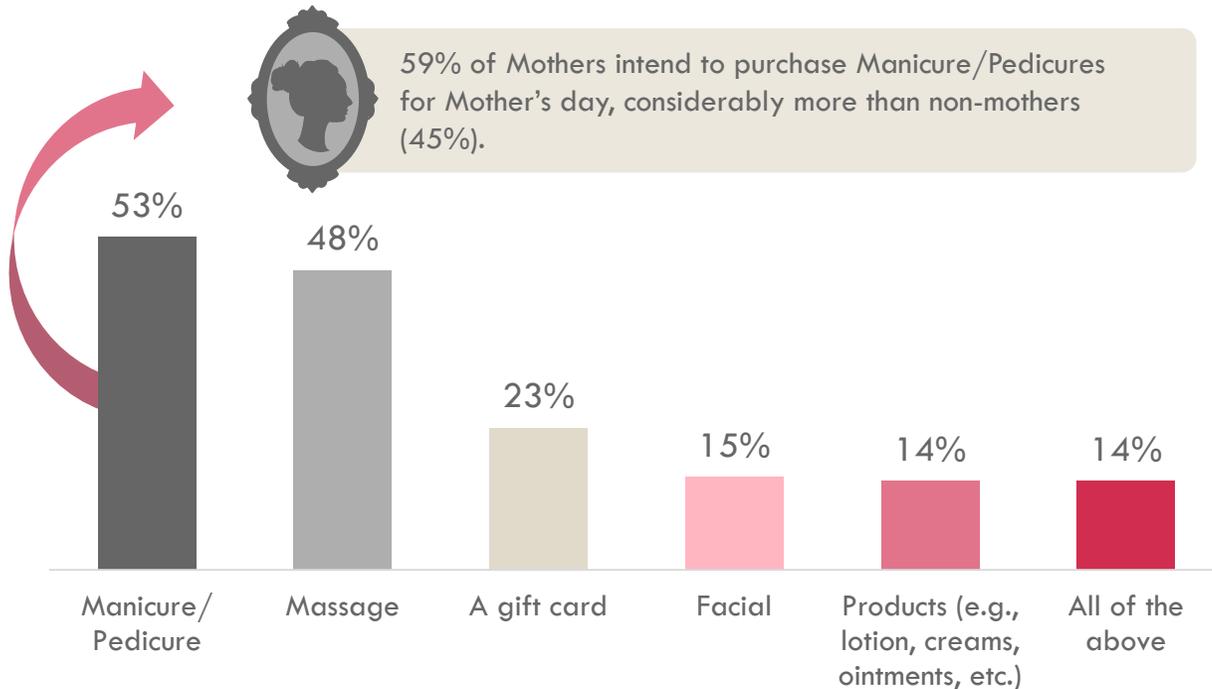
Those spending \$101 or more were more likely to say they plan to visit local restaurants (41% vs 35%) or enjoy fine dining (24% vs 15%), while those spending \$100 or less are opting to enjoy casual dining, such as Applebee's or Sizzler (41% vs 31%).



Spa Gifts

Manicures and pedicures are the most popular spa-related gift item choice for Mother's Day, followed closely by massages. Slightly less than half of respondents (48%) reported they will be doing the majority of their shopping for spa-related gifts online. However, non-mothers are considerably more likely to purchase online (59% vs 40% of mothers), as were those spending \$100 or less (52% vs. 41% of those spending \$101 or more).

What type of spa-related gift do you plan to purchase? ⁽³¹⁸⁾



*Includes top-two-box scores: 4 and 5 on a 5 point scale



Gift Summary

know Mom wants this*
55%
+13%

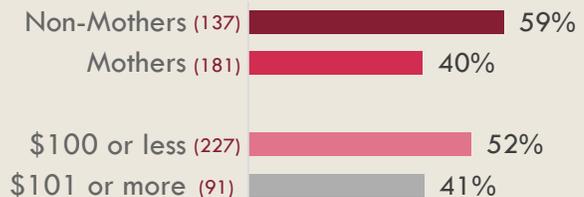
moms who want this
55%
+2%

intend to buy
21%
+1%

Where do you plan to do the majority of your shopping for spa-related gifts for Mother's Day? ⁽³¹⁸⁾



Online Breakdown



Flowers

The most popular destination for purchasing flowers is the grocery store. However this varied widely, both by generation and by budget. Younger Millennials are considerably more likely to intend to purchase flowers at the grocery store, while Baby Boomers are more likely than others to purchase from a nursery. Further, those spending \$101 or more are almost 2x more likely to purchase from a local florist than those spending \$100 or less.

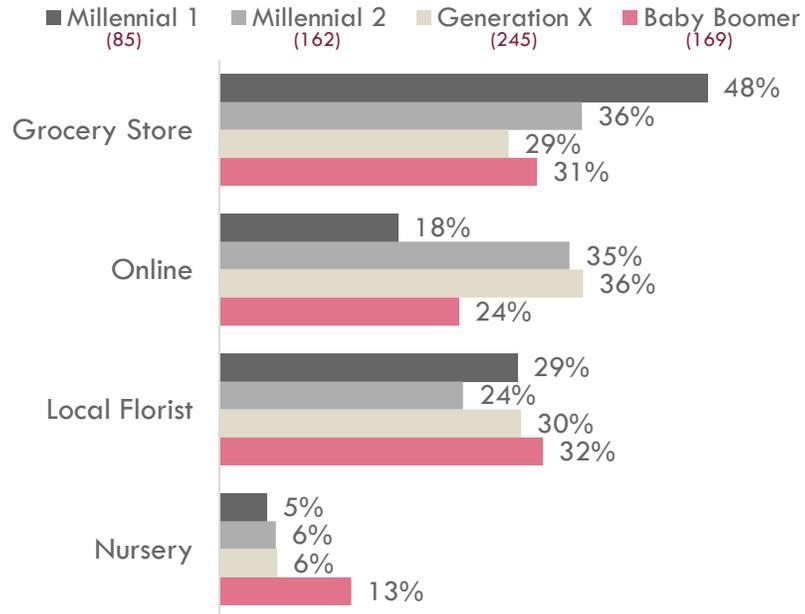


Gift Summary

know Mom wants this* **50%** +11%
 moms who want this **43%** +4%
 intend to buy **45%** +3%

Where do you plan to purchase flowers for Mother's Day?

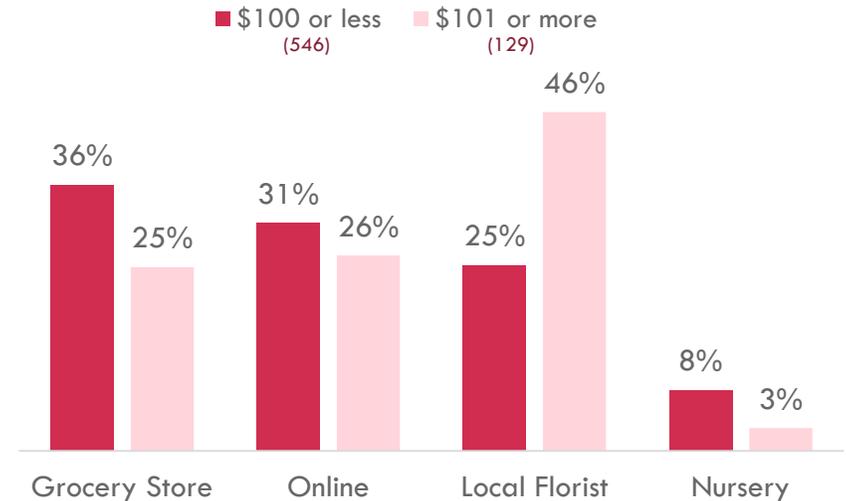
By Generation*



Overall (675)

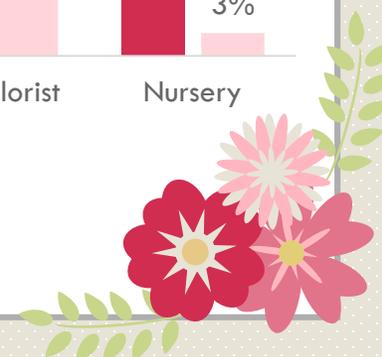
Grocery Store **34%**
 Online **30%**
 Local Florist **29%**
 Nursery **7%**

By Budget



11% of mothers intend to purchase flowers at a nursery, compared with only **2% of non-mothers.** (397)

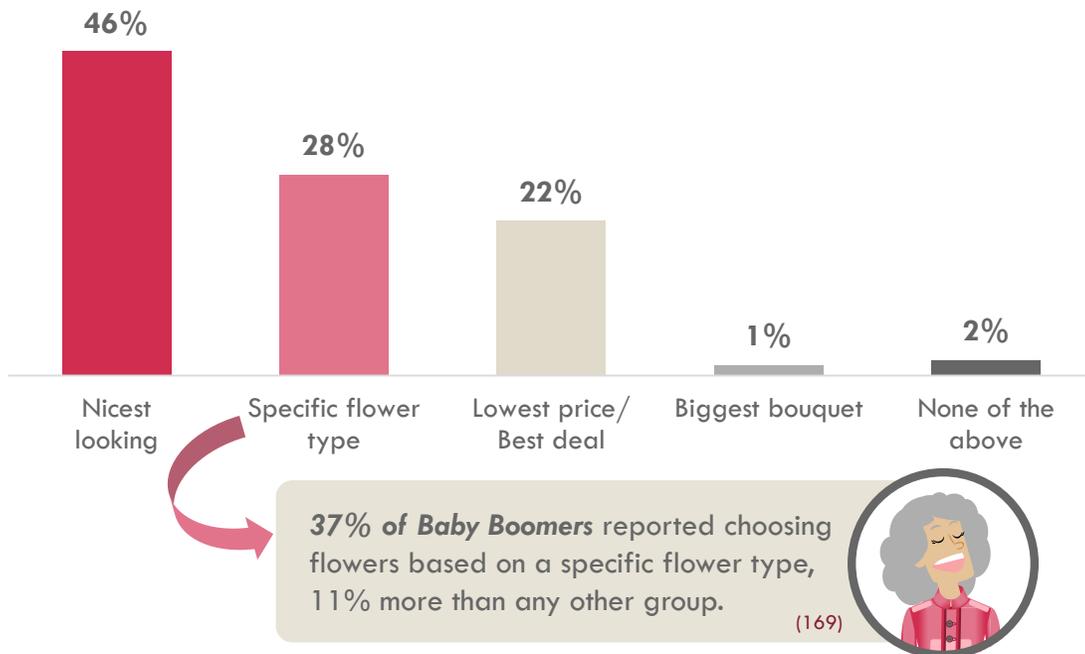
*Includes top-two-box scores: 4 and 5 on a 5 point scale
 **Silent generation not shown due to low n value: n=14



Flowers

Overall, about half of respondents (46%) stated that when purchasing flowers or bouquets for Mother's Day, they choose the nicest looking. Roses are the most popular flower choice, and chosen considerably more often than any other flower type.

How do you select the flowers or bouquet for Mother's Day? ⁽⁶⁷⁵⁾



*Includes top-two-box scores: 4 and 5 on a 5 point scale



Gift Summary

know Mom wants this*

50%
+11%

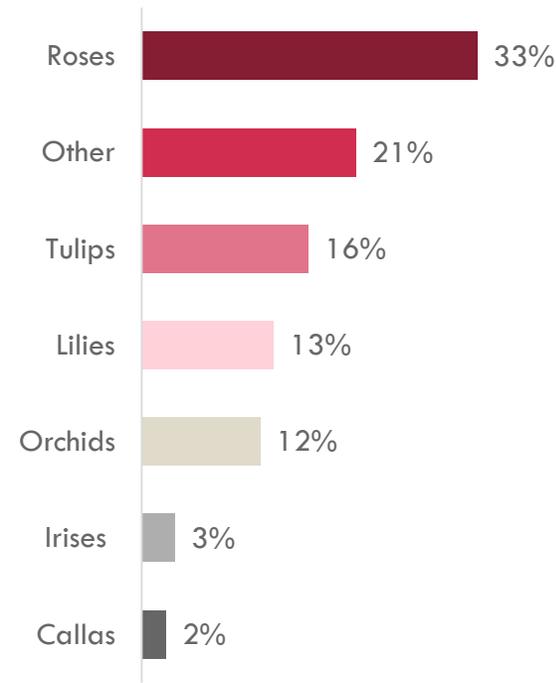
moms who want this

43%
+4%

intend to buy

45%
+3%

Which flower do you prefer to buy? ⁽⁶⁷⁵⁾

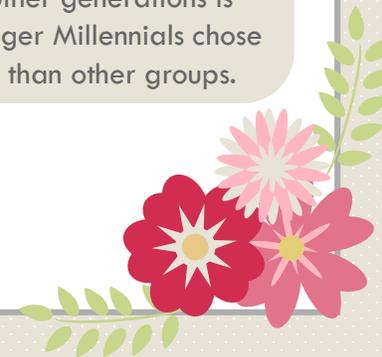


Younger Millennials ⁽⁸⁵⁾

Roses **21%**

Tulips **26%**

Tulips are the top choice for younger Millennials and one they chose 9% more than any other group. The top choice for all other generations is roses, which younger Millennials chose 11% less often than other groups.



Jewelry

Approximately half of respondents stated they will be doing the majority of their jewelry shopping for Mother's Day in-store, up slightly from last year. Necklaces are still the most popular jewelry item choice, but the intended purchase rate fell by 6%. On the other hand, intended purchases of earrings are up 7% in 2017.

Where do you plan to do the majority of your shopping for jewelry? ⁽²³⁸⁾



Who's shopping in store?



74% of Baby Boomers reported they will be doing their jewelry shopping in-store, **24% more than any other group.**

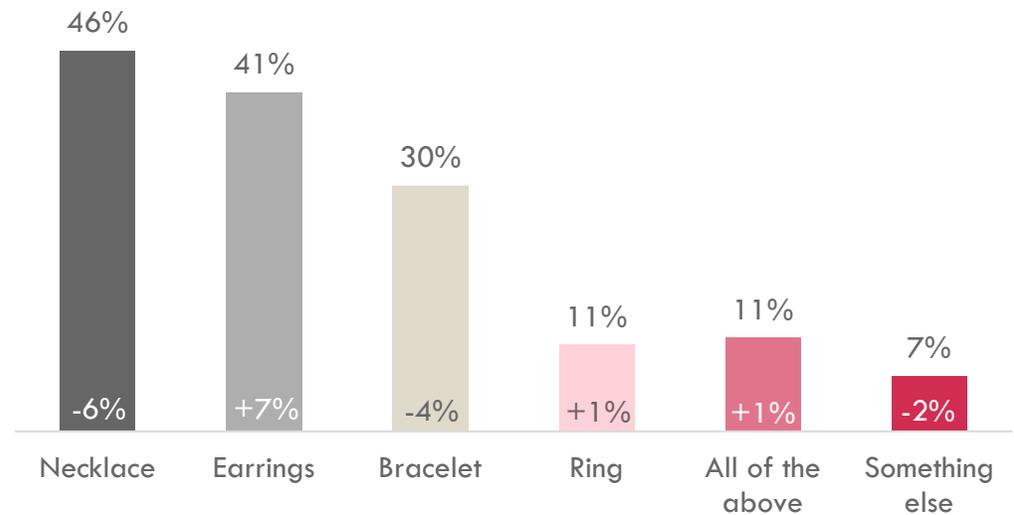
Those spending \$101 or more are also more likely to shop in-store (61% vs 49% for those spending \$100 or less).



Gift Summary



What type of jewelry do you plan to purchase? ⁽²³⁸⁾



*Includes top-two-box scores: 4 and 5 on a 5 point scale

**Baby Boomers: n= 39, spending \$101 or more: n=83, spending \$100 or less: n=155.



Jewelry

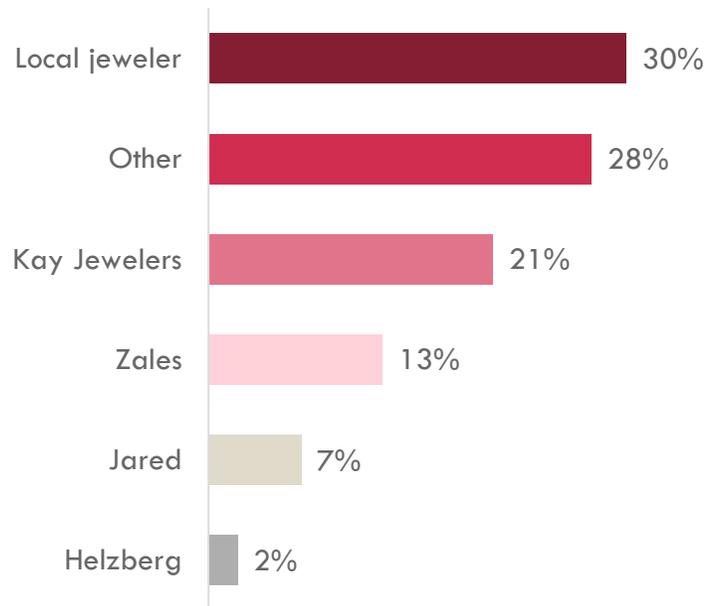
30% of respondents said they will be purchasing jewelry from a local jeweler for Mother's Day, however this varied considerably by budget. Those spending \$101 or more are 2x more likely than those spending \$100 or less to shop at Kay Jewelers and Jared. Of those who said they will be shopping at other locations, 30% said they will be buying jewelry from online only locations and 26% are buying from a department store or big box retailer.



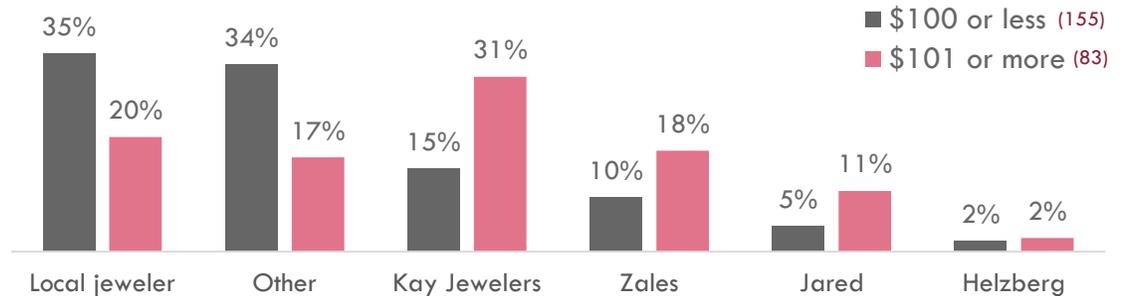
Gift Summary

know Mom wants this*	moms who want this	intend to buy
48% +13%	34% -3%	16% -2%

Which jewelry store are you most likely to purchase from for Mother's Day? ⁽²³⁸⁾



By Budget



Top 5 "Other" Choices ⁽⁶⁶⁾



*Includes top-two-box scores: 4 and 5 on a 5 point scale



Fashion and Apparel

While the majority of respondents stated that they intend to make their fashion/apparel purchases for Mother's Day in-store, 10% fewer intend to do so than in 2016. Of those who are planning to shop in-store, more than half (59%) reported they will be shopping at department stores.

Where do you plan to do the majority of your shopping for Fashion/Apparel? ⁽²¹⁸⁾



In-Store
62%
-10%



Online
38%
+10%

51% of older Millennials reported they intend to do the majority of their fashion/apparel shopping for Mother's Day online, 14% than any other group.



(55)

*Includes top-two-box scores: 4 and 5 on a 5 point scale



Gift Summary

know Mom wants this*

34%
+6%

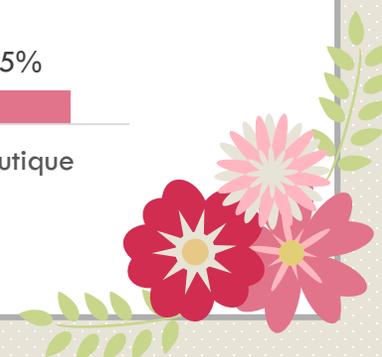
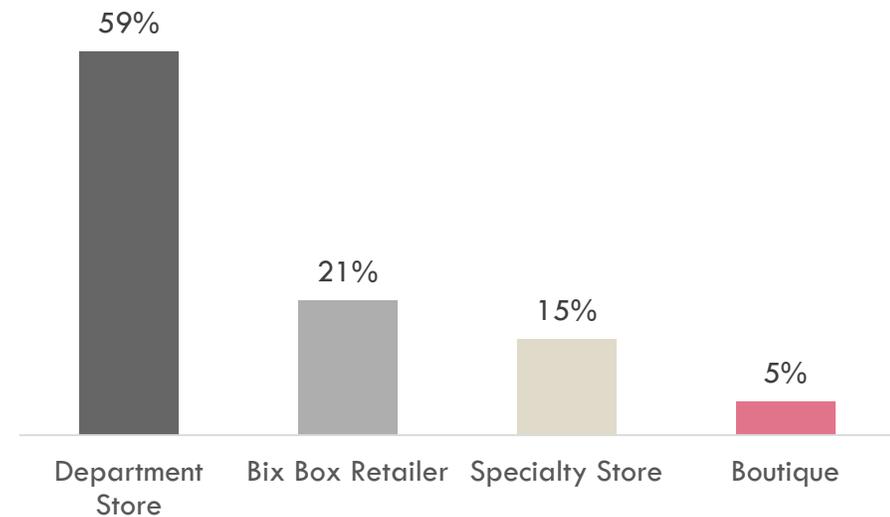
moms who want this

22%
0%

intend to buy

15%
+1%

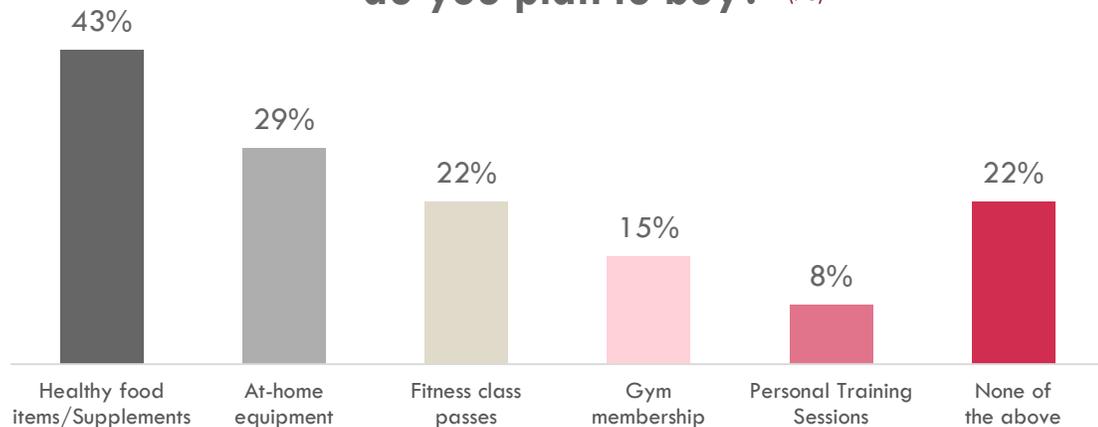
In what type of store do you plan to do the majority of your shopping for Fashion/Apparel? ⁽¹³⁵⁾



Health and Electronics Gifts

Neither health-related gifts nor electronics gifts are popular choices for Mother's Day. Of those who are purchasing health-related items, healthy food items and supplements are the most common gift choice. Of those purchasing electronics, 38% intend to purchase wearable wristbands.

Which of the following health-related items do you plan to buy? ⁽⁷³⁾



Gift Summary

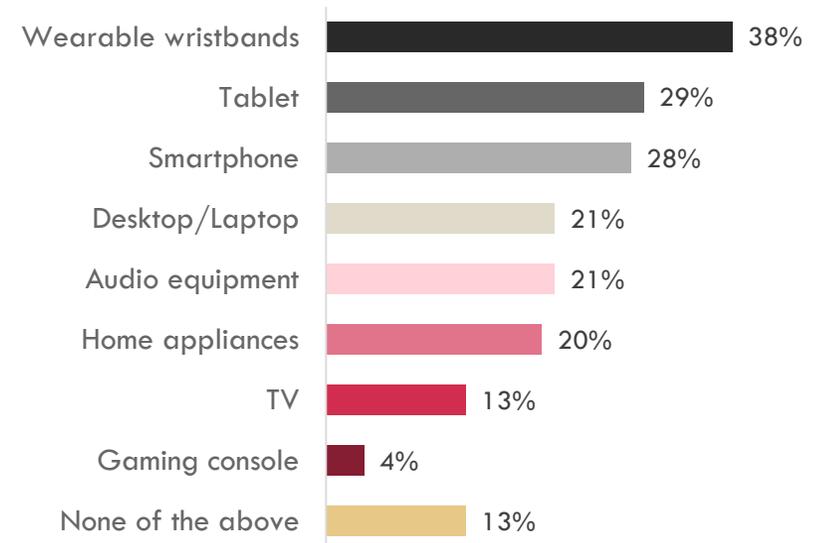
know Mom wants this* **15%** moms who want this **15%** intend to buy **5%**



Gift Summary

know Mom wants this* **26%** moms who want this **21%** intend to buy **6%**

Which of the following electronic items do you plan to buy? ⁽⁸⁵⁾

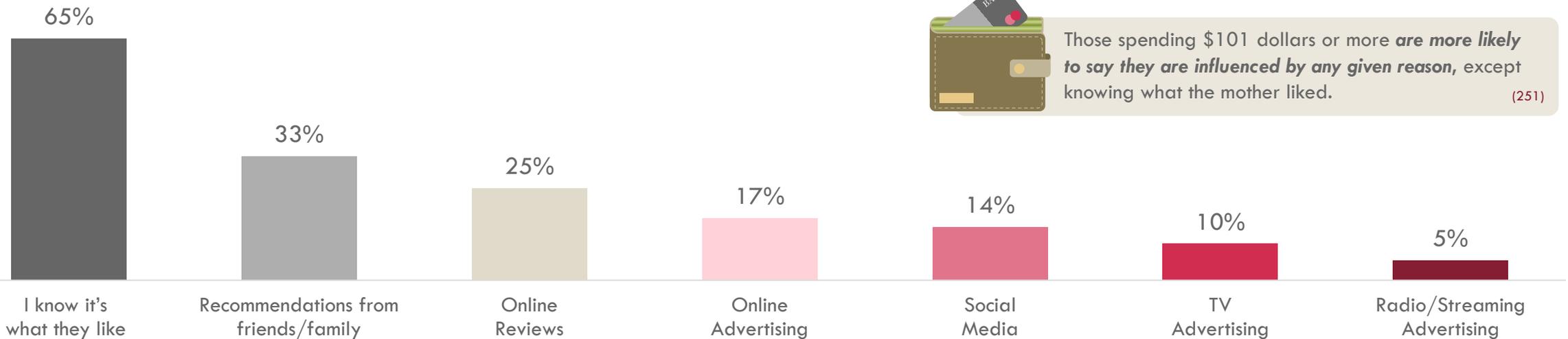


*Includes top-two-box scores: 4 and 5 on a 5 point scale



Purchase Influences

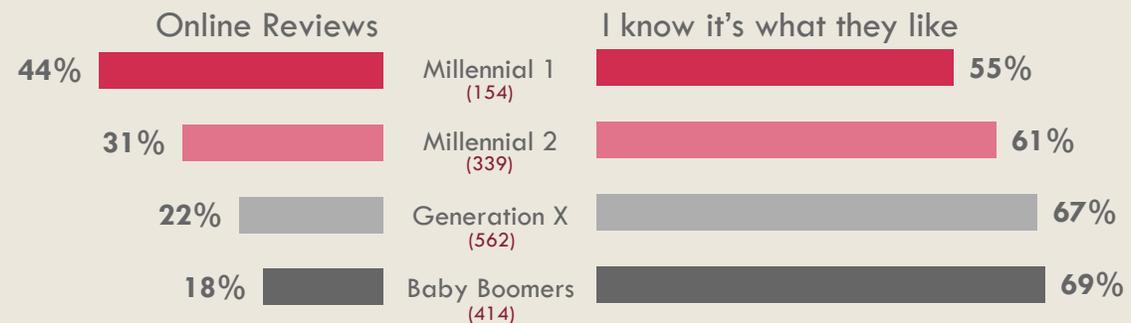
Which of the following will most likely influence your Mother's Day purchases? (1,497)



Those spending \$101 dollars or more *are more likely to say they are influenced by any given reason*, except knowing what the mother liked. (251)

The majority of respondents (65%) said that knowing what the Mother liked will influence their Mother's Day purchases, however, opinions varied by generational group. Younger Millennials are considerably more likely to state they are influenced by online reviews, while Baby Boomers know what the mother they were shopping for wanted.

Let's break it down:



*Silents not shown due to low n value (n=28)



Mobile Apps

Do you plan to use a mobile app to shop for Mother's Day gifts? (1,497)



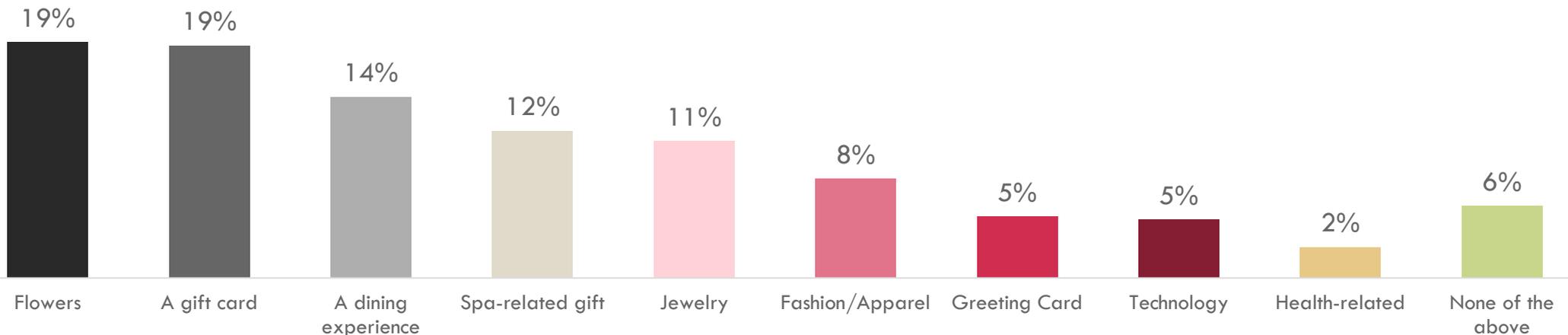
25%
"Yes"

Top response by generation*

Millennial 1 (41)	22%		Spa-Related Gift
Millennial 2 (112)	22%		Gift Card
Generation X (142)	21%		Flowers
Baby Boomers (70)	21%		Dining Experience

Overall, 25% of respondents said they plan to use a mobile app to shop for Mother's Day gifts this year. While flowers and gift cards were chosen as the most likely item a respondent will shop for online overall, it varied by generation. Younger Millennials are most likely to shop for spa-related gifts, while Baby Boomers are most likely to purchase dining experiences through a mobile app.

What type of items are you most likely to shop for on a mobile app to shop for Mother's Day? (367)



*Silents not shown due to low n value (n=2)

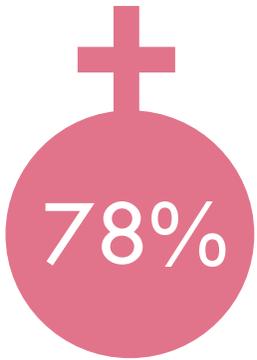




Demographics

Demographics

Gender

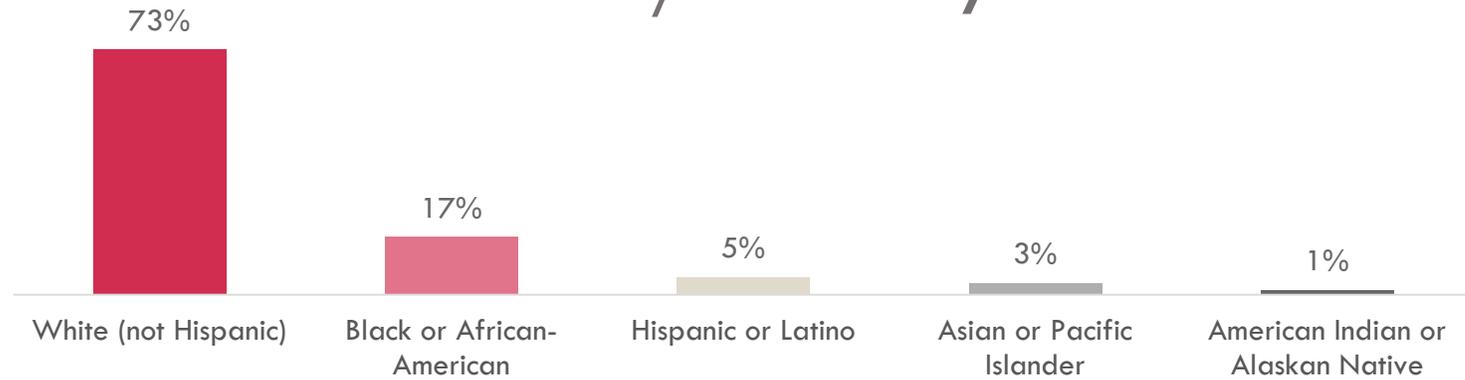


Female

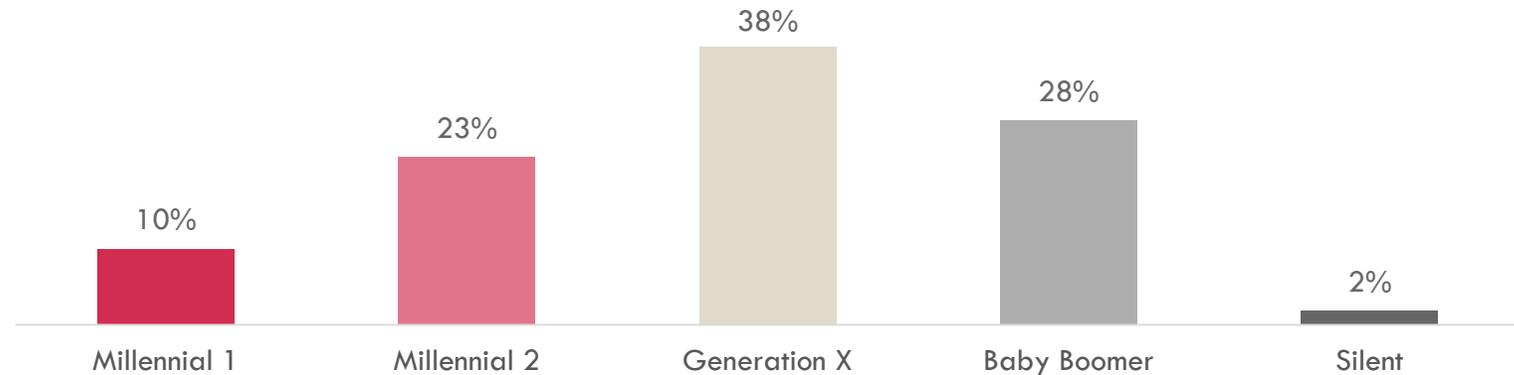
Male



Race/Ethnicity



Generation

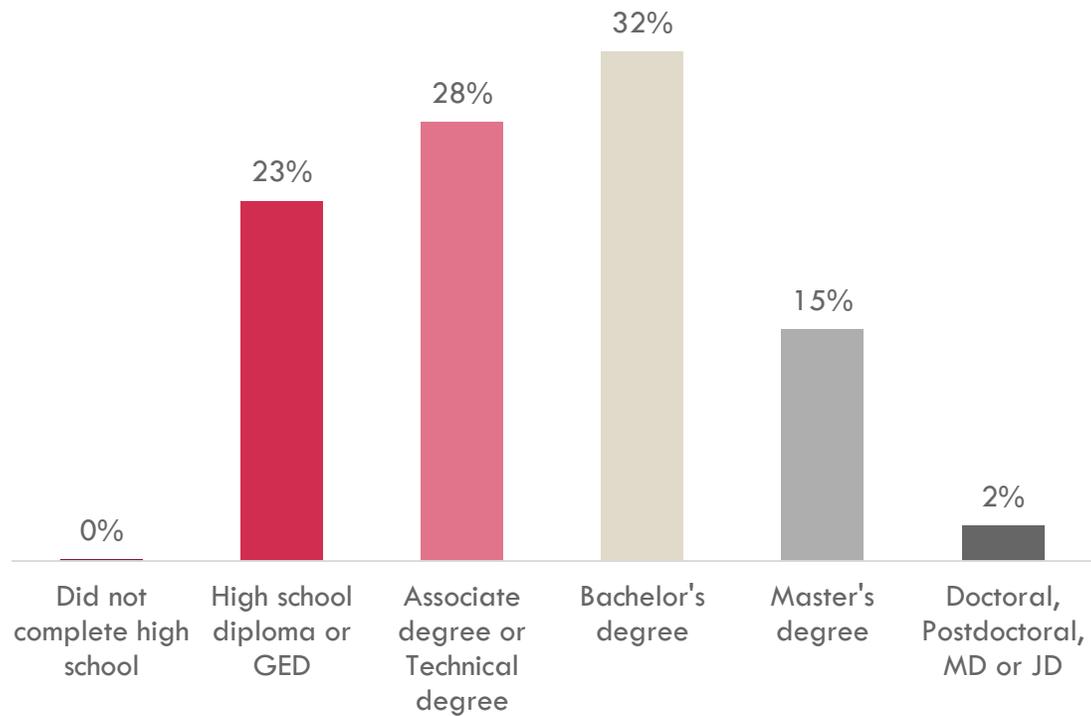


*Do not gender identify is not pictured and represents 0.3% of respondents (5).



Demographics

Education



Income

