



2022 CONSUMER SURVEY REPORT

Mother's Day



We asked 1,100 consumers about their upcoming Mother's Day plans.

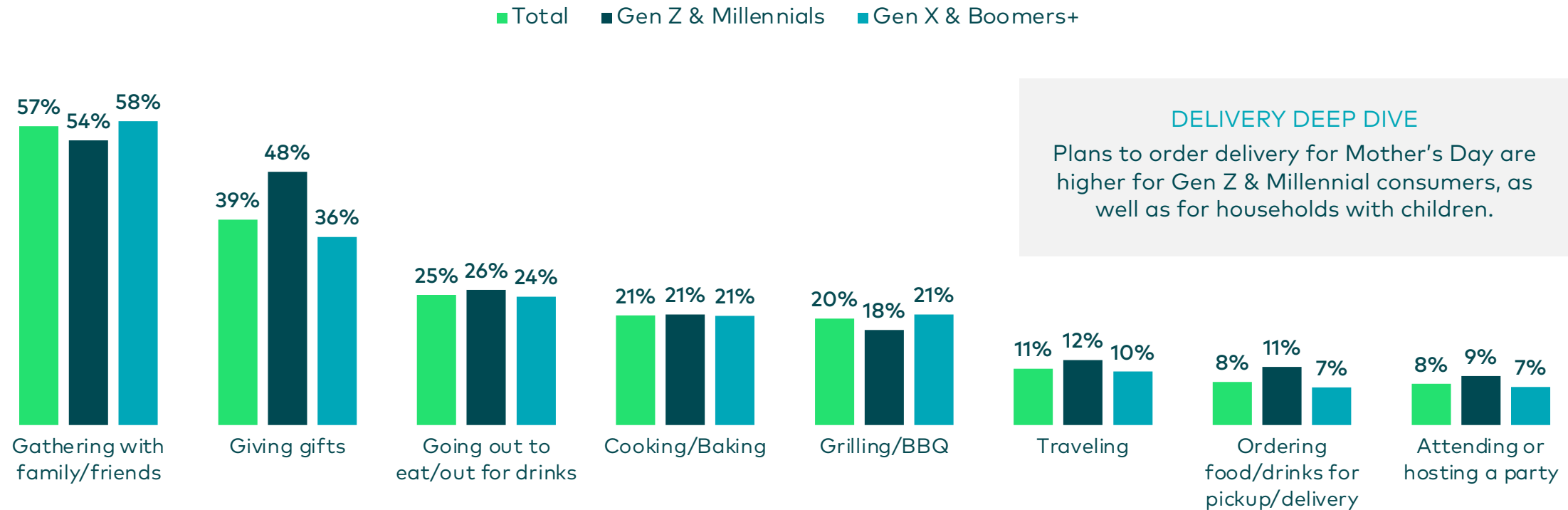
Numerator's 2022 Mother's Day survey was fielded between Thursday 4/7 and Tuesday 4/12 to 2,131 individuals, 89% of whom plan on celebrating Mother's Day.



Gathering and gift-giving will be hallmarks of Mother's Day 2022.

Nearly half of Millennial and Gen Z consumers expect to purchase gifts for their Mothers, the only celebration type with a significant generational skew. These younger generations are also slightly more likely to travel to their celebrations.

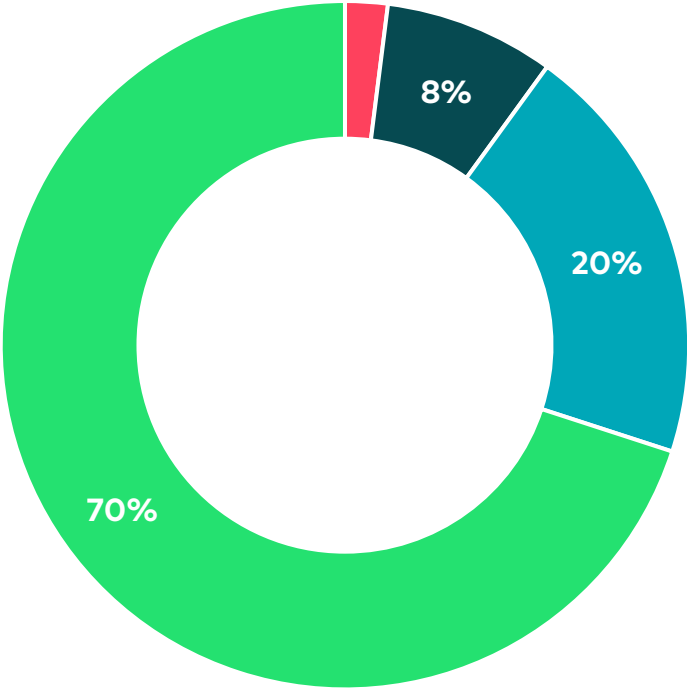
MOTHER'S DAY CELEBRATION PLANS



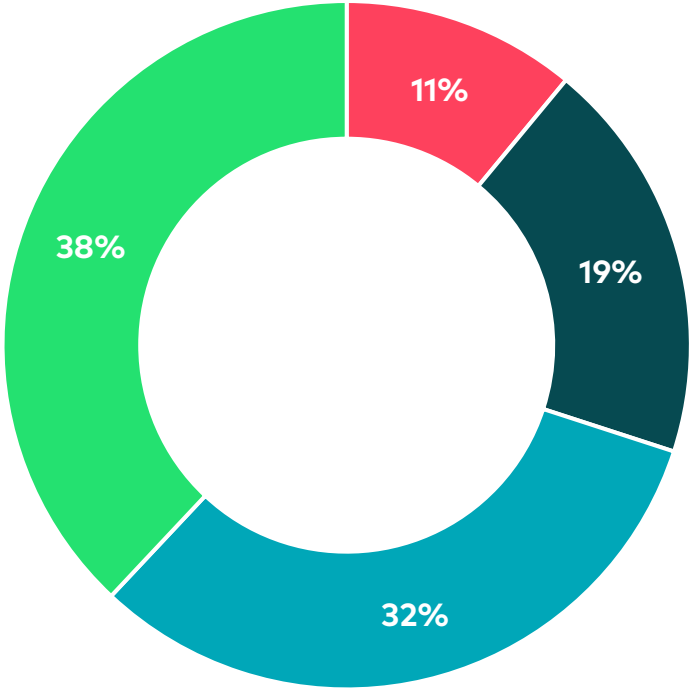
Shoppers have traded COVID concerns for inflation impacts.

Fewer than one third of shoppers expect COVID-19 to affect their Mother's Day plans, while about two-thirds anticipate inflation impacts. Expected COVID impact is slightly higher for households with children present.

EXPECTED COVID-19 IMPACT



EXPECTED INFLATION IMPACT

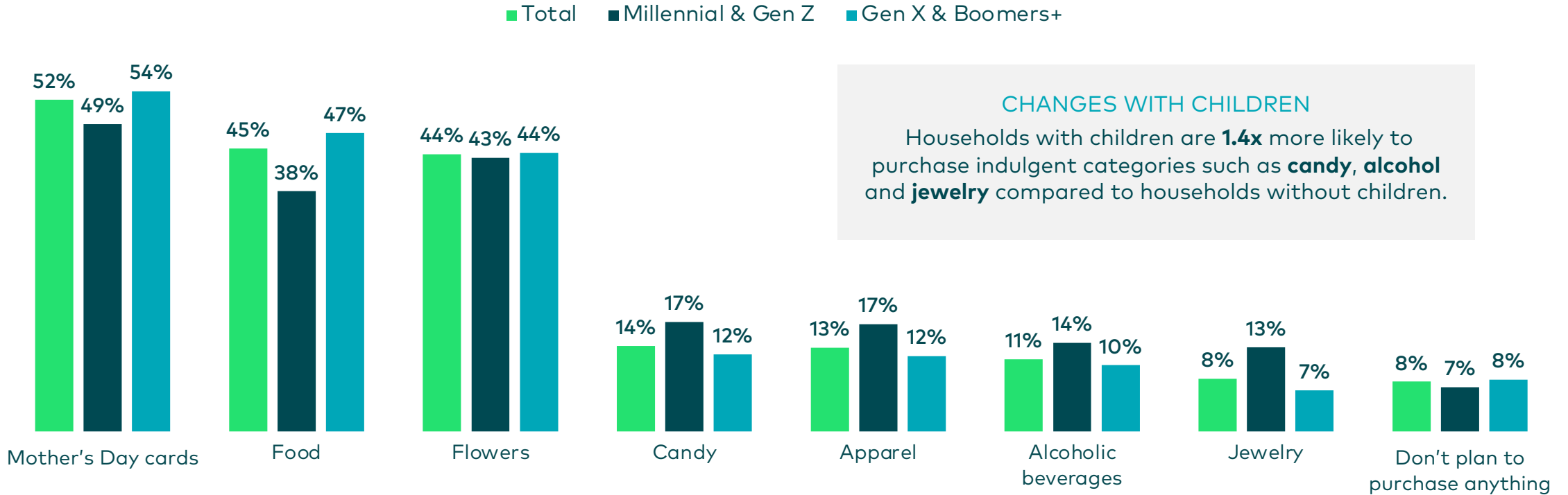


- Significant impact
- Moderate impact
- Slight impact
- No impact

Despite inflation, most consumers plan to shop for Mother's Day.

Roughly 9 in 10 Mother's Day celebrators intend to purchase something for the holiday— primarily cards, food and flowers. Younger generations are more likely to purchase gift categories such as apparel, alcohol and jewelry.

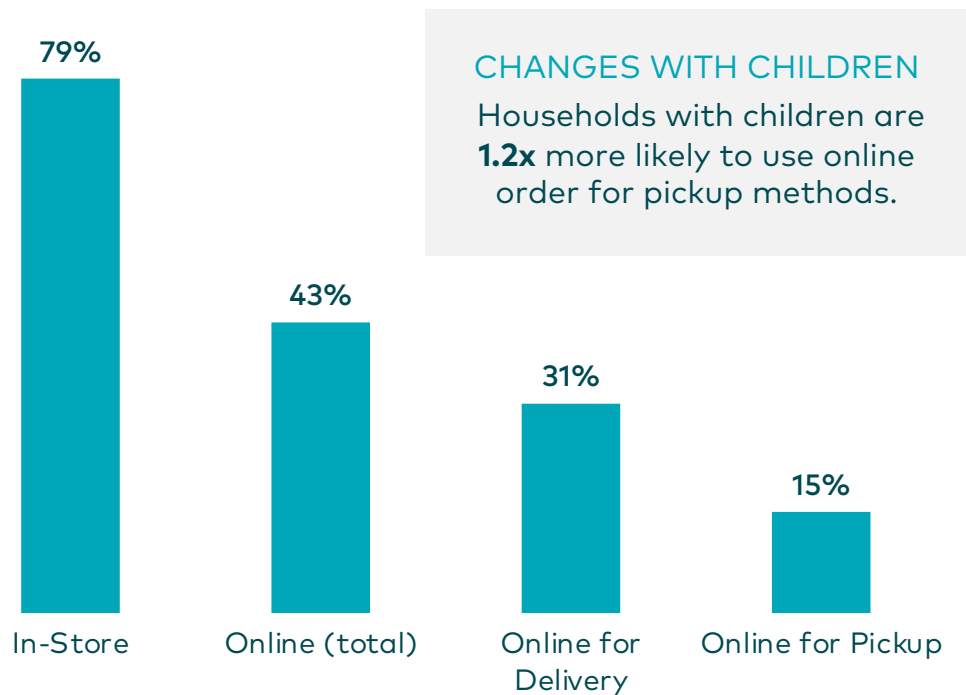
PLANNED MOTHER'S DAY PURCHASES



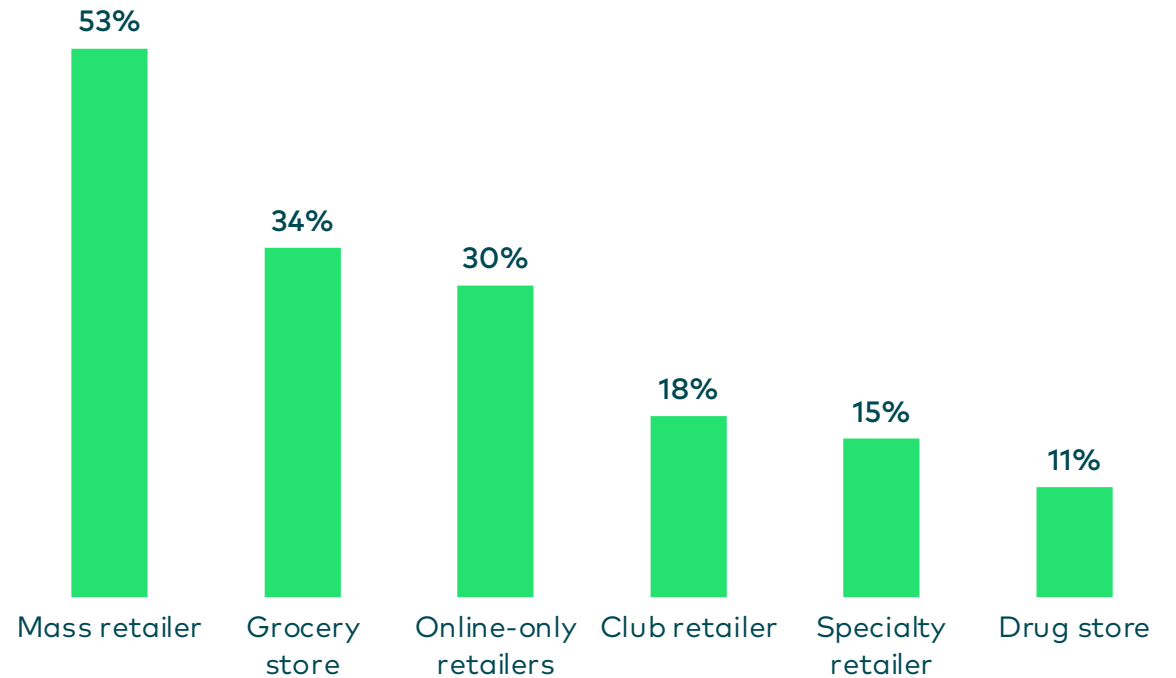
In-store shopping will be the top choice for Mother's Day shoppers.

Nearly 4 in 5 Mother's Day shoppers plan to visit a store for their purchases, while about 2 in 5 intend to shop online. Online shopping— particularly online pickup services— will be more popular for households with children.

PLANNED SHOPPING METHODS



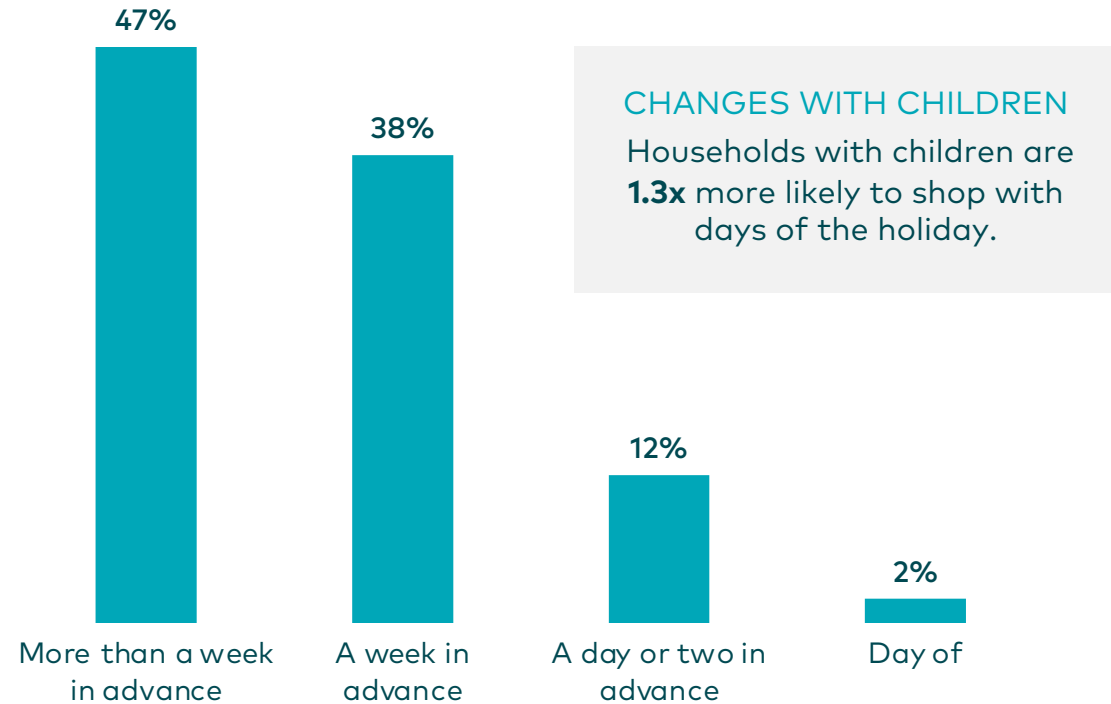
PLANNED SHOPPING LOCATIONS



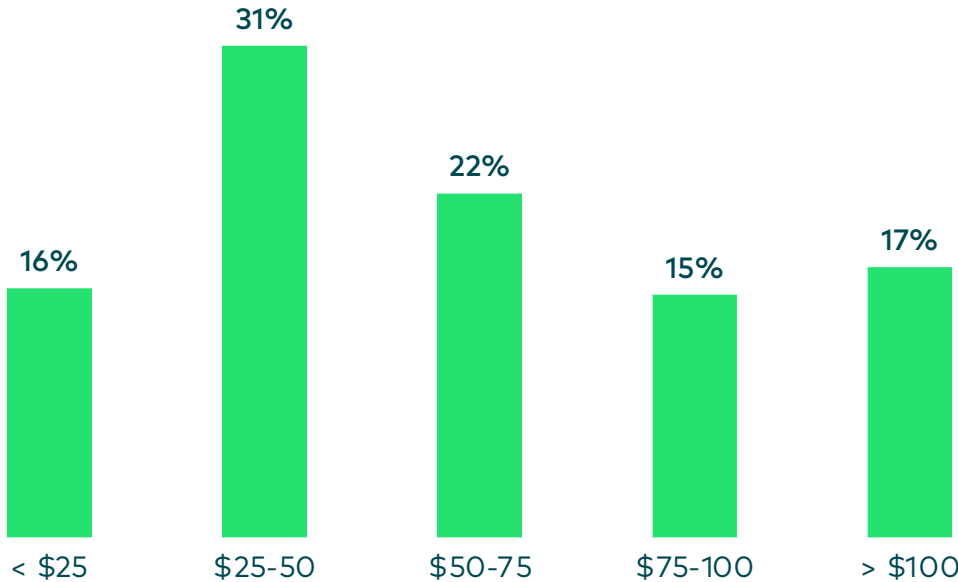
Mother's Day shoppers plan to be proactive with their purchases.

Over 3 in 4 Mother's Day shoppers will make their purchases a week or more in advance of the holiday itself, though households with children are more likely to shop last-minute. Spending will range from \$25 to \$75 for most shoppers.

EXPECTED SHOPPING TIMING



EXPECTED SPENDING





Shopping for more holiday insights?

Reach out to us at hello@numerator.com or visit our website for the latest research.

