

YouGov Poll: Mother's Day 2021



Sample 2,056 US adults
Margin of Error ±2.9%

1. Do you plan to do anything to celebrate Mother's Day (sending a card or gift, having a meal together, talking on the phone, etc.)?

1) Yes	68%
2) No	25%
3) Don't know	7%
Totals	100%
Unweighted N	2,056

2. Which, if any, of the following people do you intend to celebrate Mother's Day with? (Asked of US Adults who plan to celebrate Mother's Day)

1) My mother	65%
2) My grandmother	11%
3) My stepmother	2%
4) My mother-in-law	13%
5) My aunt	6%
6) My partner	31%
7) My child/children	28%
8) My sister	13%
9) My friend	4%
10) Other	8%
11) Don't know	1%
12) N/A - I don't intend to celebrate Mother's Day with anyone	1%
Unweighted N	1,434

3. Which of the following will you do to celebrate Mother's Day? (Asked of US Adults who plan to celebrate Mother's Day)

1) Give a gift	55%
2) Give/send a card	41%
3) Talk on the phone	37%
4) Have a special meal/celebration at home	40%
5) Go out for a special meal/celebration	21%
6) Other	4%
7) Don't know	2%
Unweighted N	1,434

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4. Thinking about gifts/celebrations, do you tend to spend more money on Mother's Day or Father's Day? (Asked of US Adults who plan to celebrate Mother's Day)

1) Mother's Day	62%
2) Father's Day	6%
3) N/A - I don't spend money on either	13%
4) Don't know	18%
Totals	99%
Unweighted N	1,434

5. Do you consider Mother's Day to be a 'real' special occasion or is it more an occasion that people wouldn't celebrate if it weren't for pressure from commercial entities?

1) It's celebrated more because it's a real special occasion	60%
2) It's celebrated more because of pressure from commercial entities	30%
3) Don't know	10%
Totals	100%
Unweighted N	2,056

6. Are you a mother?

1) Yes, of a child/children under 18	14%
2) Yes, of a child/children 18 or older	24%
3) No, I am not	64%
4) Don't know	1%
Unweighted N	2,056

7. Which of the following would you like to receive as a Mother's Day gift? Please select all that apply. (Asked of Mothers)

1) Flowers	36%
2) A card	43%
3) Certificate for massage/spa	23%
4) Jewelry	21%
5) Chocolate	24%
6) Keepsake gift (engraved photo frame, personal item, etc)	26%
7) Have a day to myself	19%
8) Something homemade	24%
9) Clothing	12%
10) Electronics	9%
11) Books	14%
12) For someone else to take care of household tasks I normally do	19%
13) Food item	17%

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14) Wine/beer/liquor	12%
15) Breakfast in bed	14%
16) A special experience with my family (going on a hike, going to the beach, etc.)	33%
17) Don't know	5%
18) N/A - I would not want to receive any of these for Mother's Day	7%
Unweighted N	724

8. Have you ever been disappointed by your family not doing enough for Mother's Day? Please select all that apply. (Asked of Mothers)

1) Yes	39%
2) No	58%
3) Don't know	3%
Totals	100%
Unweighted N	724

This YouGov Direct Poll was conducted on April 25, 2021 between 7:20 p.m. EST to 7:42 p.m. EST. Data were weighted according to age, gender, race, and education.