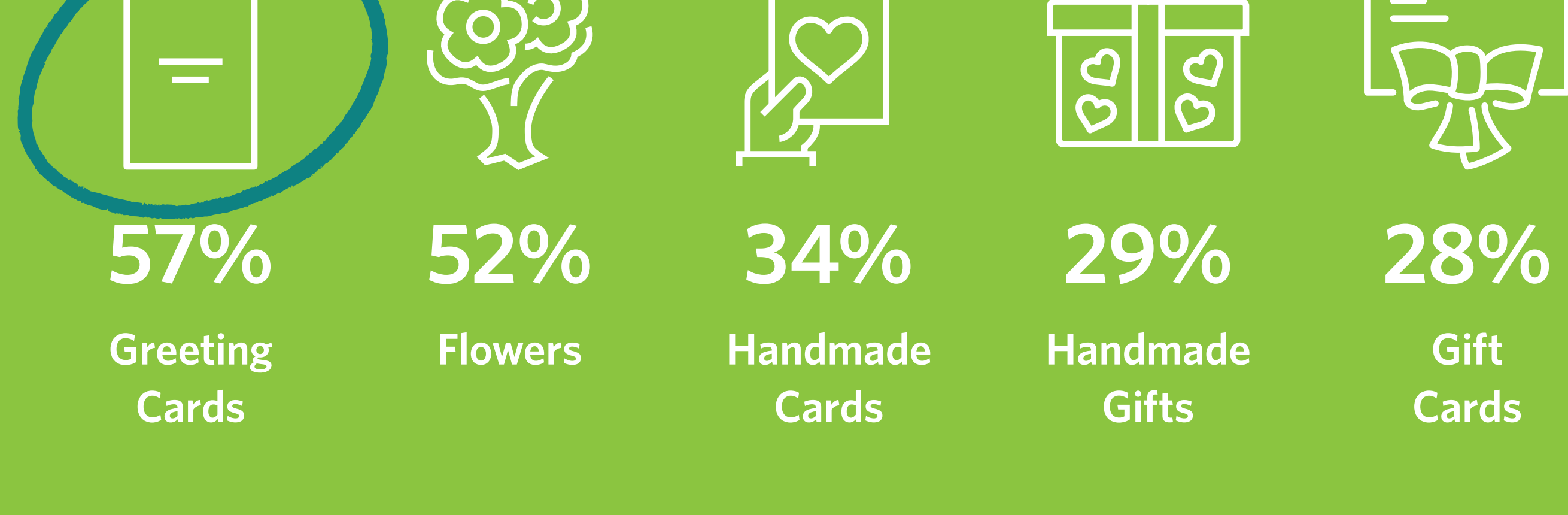


# What Mother's Really Want on Mother's Day

We talked to Moms of all ages, with children of all ages to learn what they really want on Mother's Day

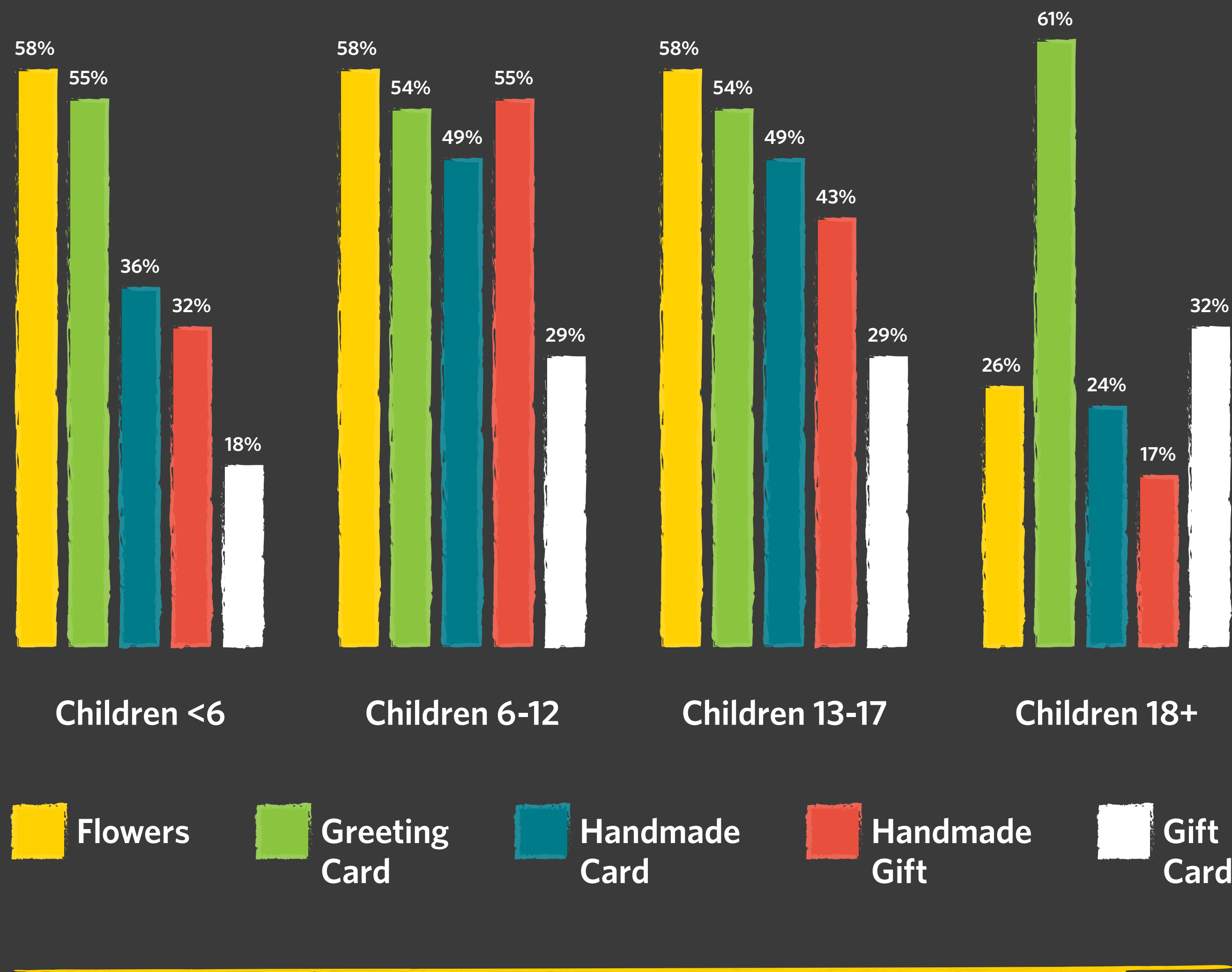
## What do mothers of all ages typically receive on Mother's Day?



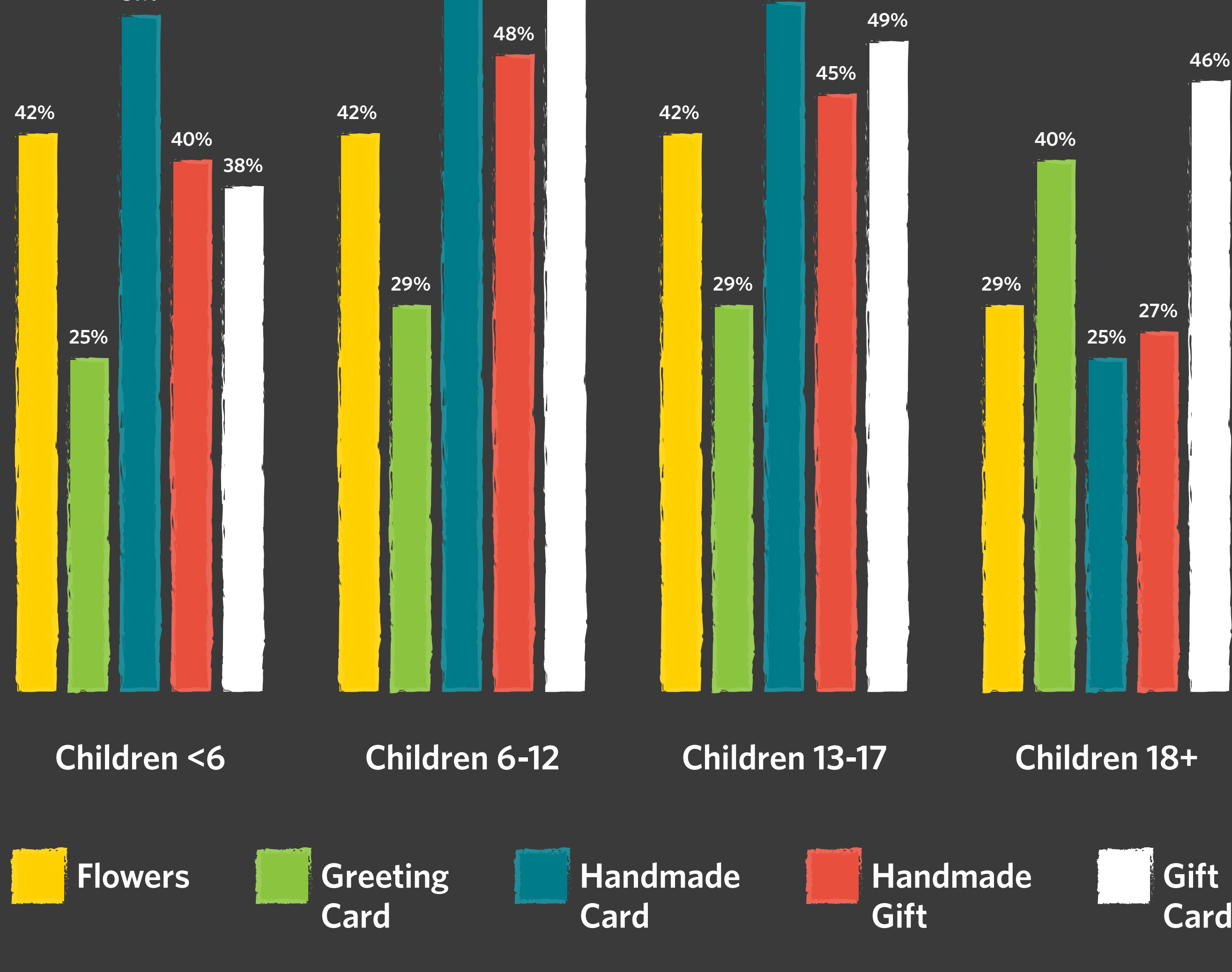
## What do mothers of all ages really want on Mother's Day?



## But it's the age of children that makes a big difference in what mothers get



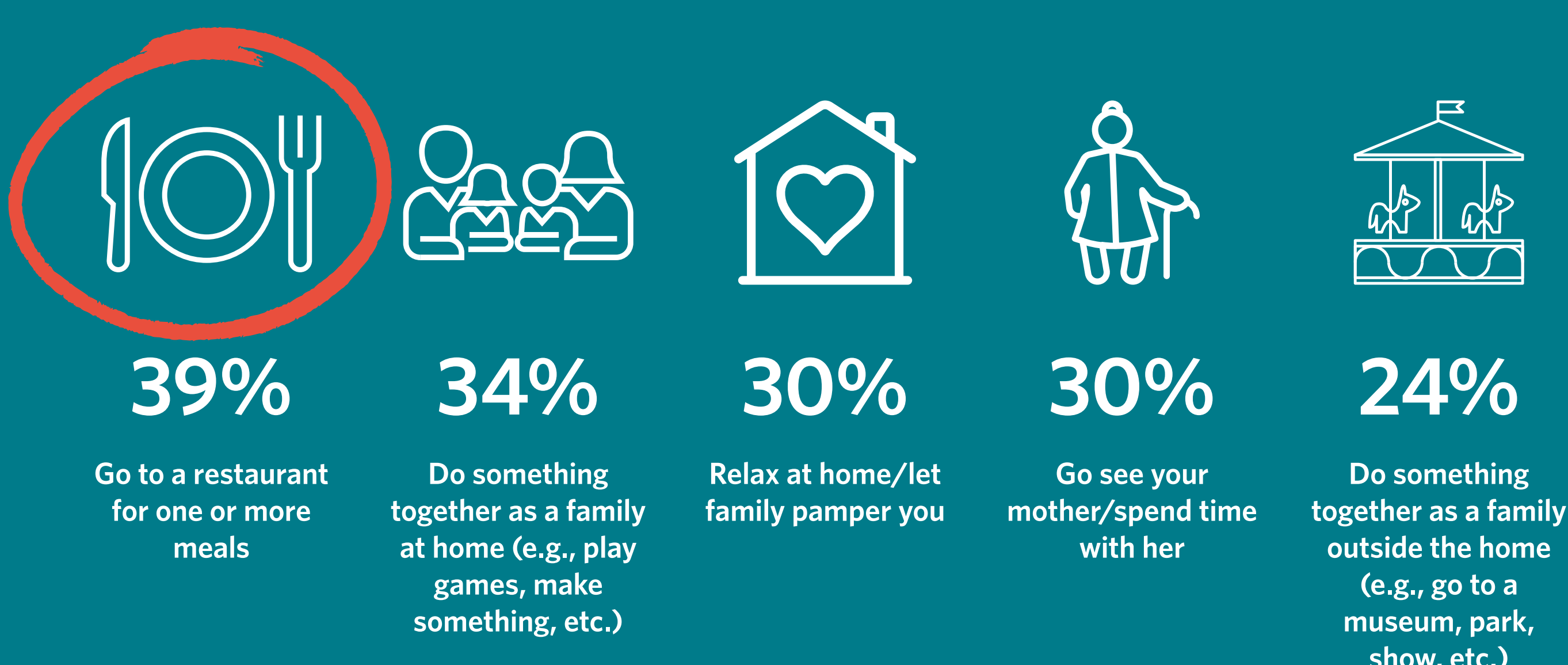
## And it makes an even bigger difference in what mothers actually want



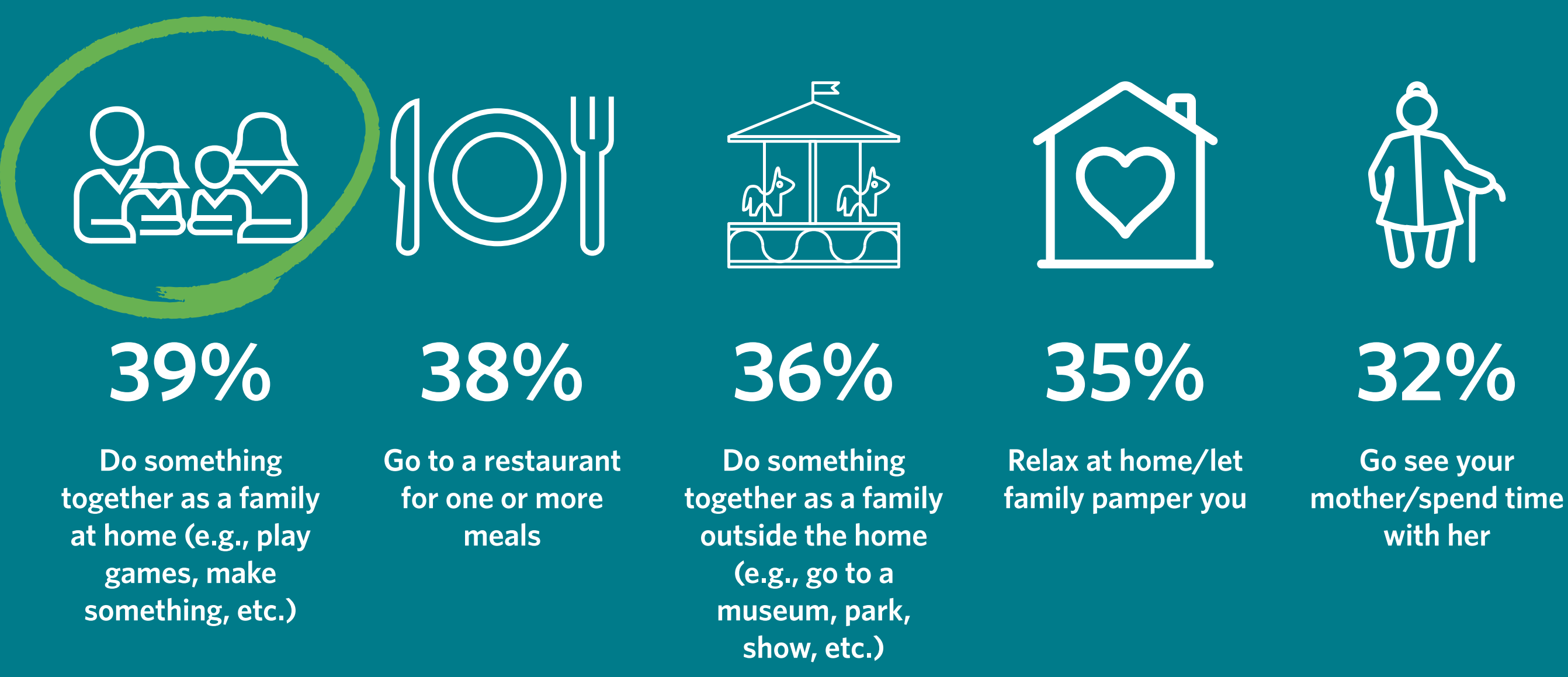
### Key takeaway:

Mothers with young children are more interested in getting handmade gifts and cards, but mothers with older children prefer gift cards

## But gifts aren't the only aspect of Mother's Day we looked at. We were curious how mothers spend time with their family too.



## But how do mothers really want to spend their time on Mother's Day?



### Key takeaway:

While most moms are taken out to a restaurant for Mother's Day and enjoy it, they also enjoy the simple pleasure of spending time with their families both in and outside the home

## How do mothers feel about Mother's Day in general?

41%

consider it their favorite day of the year

90%

like the idea of celebrating moms

84%

think it's nice to be pampered for a change

43%

think it's a big deal

### Key takeaway:

While moms don't think Mother's Day is a big deal, they love the idea of being celebrated and pampered.

Contact us today to get started.

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