**Mother’s Day 2022**

**Consumers Always Spend for Mother’s Day**

Despite the lingering pandemic, inflation and other world events impacting the US economy, consumers are spending, with January 2022 retail sales increasing 3.8% YOY and the most during the past 10 months.

With the pandemic likely waning even more during spring and summer 2022, Americans are likely to increase their shopping in stores, which is a good sign for Mother’s Day.

According to the National Retail Federation (NRF), Americans were expected to spend 7.7% more per person for Mother’s Day 2021 and the Valentine’s Day 2022 spending forecast was the second-most of all previous Valentine’s Days.

**Changes in Retail Spending in Selected Categories**

**Related to Mother’s Day Spending, May 2019, 2020, 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Category | 2019 | 2020 | 2021 |
| Department stores | -6.2% | -22.2% | +28.0% |
| Warehouse clubs/superstores | +2.8% | +8.7% | +7.0% |
| Electronics stores | -4.4% | -55.5% | +131.9% |
| Women’s clothing stores | -1.4% | -69.9% | +207.3% |
| Book stores | -1.6% | -60.5% | +129.8% |

US Census Bureau, March 2022 (color relates to change from the previous year)

**Motherhood Insights**

The US Census Bureau reported during November 2021 there were 68.33 million married women 15 years of age and older, which was 50.0% of all women. There were 36.83 million families with children younger than 18, with 23.86 million in two-parent families.

Analyzing data from five 2021 representative consumer/market surveys conducted by The Media Audit reveals the average age of women 18+ with any children at home was 42.2, with children at home 6 or older was 44.4 and with children 18+ was 55.6.

Unsurprisingly, an average of 85% of working mothers have children at home of any age while an average of 21% have children 18 years of age or older. As adults, they are likely to spend more for a Mother’s Day gift than those younger than 18.

**Indices of Women 18+ Who Have Children 18 Years of**

**Age or Older by Ethnicity, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Ethnicity | Miami-Ft. Lauderdale | Pittsburgh | Milwaukee-Racine, WI | Phoenix | Monterey-Salinas, CA |
| Caucasian Americans | * 117 | * 96 | * 99 | * 112 | 129 |
| African Americans | * 95 | * 184 | * 117 | * 30 | * 157 |
| Latinx Americans | * 81 | * 41 | * 106 | * 87 | * 74 |
| Asian Americans | 301 | * 82 | * 56 | * \* | * 169 |
| Other Americans | * 149 | * 130 | * 131 | * 67 | * \* |

Based on The Media Audit’s 2021 surveys \*insufficient data

**Gift Choices Galore!**

In its October 2021 Gift Card Gauge, Fiserv reported 67% of surveyed consumers said they would purchase as many gift cards during 2021 as 2020 and an even larger percentage (73%) said their 2022 gift card purchases would be the same as 2021.

The most popular Mother’s Day gifts don’t change much from year to year. The NRF reported greeting cards at 72%, flowers at 68% and special outings at 49% were the top three for Mother’s Day 2021.

Health & fitness clubs can help their recovery from the pandemic by offering special introductory rates as a Mother’s Day gift.

**Personal Consumption Expenditures for Selected Products**

**as Possible Mother’s Day Gifts, 2021 Compared to 2020 and 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| Product | 2021 | YOY Change from 2020 | YOY Change from 2019 |
| Small electric household appliances | $11.64 B | +15.5% | +27.6% |
| Jewelry | $94.54 B | +51.8% | +54.3% |
| Watches | $20.78 B | +46.9% | +50.5% |
| Pets and related products | $86.41 B | +15.6% | +24.3% |
| Cosmetic/Perfumes/Bath/Nail preparations and implements | $63.28 B | +16.8% | +16.3% |

Bureau of Economic Analysis, March 2022

**Flowers Send the Right Message**

Florists would like to see a repeat of Mother’s Day 2021, as a Society of American Florists (SAF) May 2021 survey of florists found 85.6% said their Mother’s Day sales increased and 32.1% said they increased 21–50% from Mother’s Day 2020.

A September 2021 Axiom consumer survey revealed 20.0% said reducing their stress level to benefit health and wellness was the #1 factor driving their interest in gardening and the #2 factor was spending time with their families outdoors at 18.9%.

According to Floral Marketing Fund’s 2021 Consumer Houseplant Purchasing Report, 34.4% of survey respondents said they were very likely to purchase a small flowering houseplant as a gift, compared to only 15.1% during 2019.

**The Likelihood of a Survey Respondent Giving a Houseplant**

**as a Gift During 2021 Compared to 2019, by Occasion**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Occasion | 2019 | 2021 | Occasion | 2019 | 2021 |
| For yourself | 12.3% | 74.7% | Be Well | 12.0% | 75.1% |
| Just Because | 0.0% | 63.7% | Christmas | 36.7% | 47.0% |
| Birthday | 23.5% | 59.9% | Easter | 27.5% | 56.3% |
| Anniversary | 32.9% | 49.7% | Thank You | 10.6% | 71.7% |
| **Mother’s Day** | 10.1% | 72.9% | Thanksgiving | 50.2% | 33.3% |
| Valentine’s Day | 22.7% | 55.2% | New Baby | 60.2% | 21.9% |

Floral Marketing Fund, December 2021

**Women’s Purchase Plans**

The Media Audit data from the same five 2021 surveys reveals women’s purchase plans during the next 12 months. Those who have children at home of any age over-indexed the most, on average, for cosmetic surgery or a procedure at 132 and a tablet at 130.

Identifying an appropriate gift for those women with any children 18 years of age is more difficult as they only over-indexed slightly at 102, on average, with plans to buy personal computer/equipment.

When shopping either in a local store or online during the past 4 weeks, women with children at home of any age over-indexed, on average, the most for sporting goods at 140 while those with children 18+ over-indexed the most, on average, for pet supplies at 113.

**Indices of Women 18+ Who Are Frequent Restaurant**

**Diners\* by Their Stage in Life, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stage in Life | Miami-Ft. Lauderdale | Pittsburgh | Milwaukee-Racine, WI | Phoenix | Monterey-Salinas, CA |
| Children at home of any age | * 90 | * 115 | * 102 | * 92 | 148 |
| Children at any age 18+ | * 126 | * 72 | * 72 | * 72 | * 127 |
| Married, 35+, no children at home | 62 | * 101 | * 124 | * 52 | * 21 |
| Working mothers | * 124 | * 86 | * 87 | * 137 | * 145 |

Based on The Media Audit’s 2021 surveys \*four or more times during the past four weeks

**Women’s Favorite Activities**

Analyzing The Media Audit data for women’s activities also suggests both Mother’s Day gift ideas and retailers’ promotions. Interestingly, women with children at home of any age over-index the most, on average, for participating in hunting and fishing at 135.

Women with any children 18+ over-index the most, on average, for playing golf at 138, but lawn and gardening is also strong at an average index of 133. (See page 4 for more information.)

**Indices of Women 18+ With Children at Home of Any**

**Age by These Women’s Activities\*, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activity | Miami-Ft. Lauderdale | Pittsburgh | Milwaukee-Racine, WI | Phoenix | Monterey-Salinas, CA |
| Biking/Cycling | * 118 | * 91 | * 92 | * 123 | 119 |
| Boating/Sailing | * 89 | * 156 | * 145 | * 260 | * 126 |
| Camping | * 151 | * 97 | * 78 | * 147 | * 178 |
| Cooking | * 95 | * 100 | * 98 | * 92 | * 100 |
| Hiking | * 112 | * 126 | * 77 | * 112 | * 109 |
| Jogging/Running/ /Walking | * 100 | * 116 | * 113 | * 106 | * 94 |
| Swimming | 101 | * 82 | * 151 | * 107 | * 124 |
| Water skiing/tubing | * 99 | * † | * † | * 136 | * 99 |

Based on The Media Audit’s 2021 surveys \*during the past four weeks †insufficient data

**More Valuable Insights**

The following table of The Media Audit data presents activities for women 18+ with children 18 and older.

**Indices of Women 18+ With Children 18 and Older**

**by These Women’s Activities\*, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activity | Miami-Ft. Lauderdale | Pittsburgh | Milwaukee-Racine, WI | Phoenix | Monterey-Salinas, CA |
| Biking/Cycling | * 48 | * 14 | * 210 | * 71 | 102 |
| Boating/Sailing | * 121 | * 523 | * 347 | * † | * † |
| Camping | * 156 | * † | * † | * † | * 109 |
| Cooking | * 125 | * 99 | * 98 | * 105 | * 119 |
| Hiking | * † | * 70 | * 35 | * 128 | * 88 |
| Jogging/Running/Walking | * 111 | * 121 | * 64 | * 114 | * 132 |
| Swimming | 36 | * 66 | * 72 | * 72 | * 118 |
| Water skiing/tubing | * † | * † | * † | * 308 | * † |

Based on The Media Audit’s 2021 surveys \*during the past four weeks †insufficient data

*Sources:* Reuters Website, 3/22; National Retail Federation Website, 3/22; US Census Bureau Website, 3/22; The Media Audit Website, 3/22; Fiserv Website, 3/22; Thorne Website, 3/22; U.S. Bureau of Economic Analysis Website, 3/22; Society of American Florists Website, 3/22; Axiom Website, 3/22; Floral Marketing Fund Website, 3/22.

*Updated*: March 2022

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**Local Market and Station Information**