



Brand Keys®

PRESS RELEASE
FOR IMMEDIATE RELEASE

Consumer's Going More Traditional (Again) For Mother's Day 2013

Brand Keys Survey Finds 5% Spending Increase, More Traditional Gifts To Get 'Lionesses' Share-of-Wallet

NEW YORK, NY (April 26, 2013) – “Tradition” is the watchword again this year when it comes to buying Mom Mother’s Day gifts. According to the annual Brand Keys survey of purchase intent, more than nine of 10 consumers (92%) plan to celebrate Mother’s Day, driving total spending to nearly \$18.6 billion.

Celebrants intend to spend on average \$171.00, up five percent over 2012. Men, following their traditional pattern, intend to spend more than women, reporting an anticipated average “spend” of \$200. Women reported an anticipated spend of \$142.

“Last year consumers shifted from high-tech gifts to more traditional gifts,” noted Robert Passikoff, Brand Keys (www.BrandKeys.com) founder and president, “and consumers are doing that again this year, reporting intended purchases for more traditional gifts and events including cards, brunch or dinner, flowers, and clothing.”

The continuing trend toward traditional gifts is a reaction to 2011’s purchases when e-readers, tablets, computers, and smartphones were gifts-of-choice. “No matter how much you love Mom, she really doesn’t need a new phone or tablet every year,” said Passikoff, “no matter how much tech brands wish that was the case.” This year “spa services” outpaced technology gifts.

Methodology

Brand Keys, Inc., the New York City-based brand and customer loyalty and engagement research consultancy, as part of its Customer Loyalty Engagement Index, polled 5,200 men and women, ages 18-65, and asked them if and how they were planning to celebrate Mother’s Day. Here’s what they found (percentages in parentheses indicate changes from last year).

What They're Buying Mom

Cards	97%	(unchanged from 2012)
Flowers	79%	(+6% from 2012)
Brunch/Lunch/Dinner	70%	(+10%)
Gift Cards	59%	(+1%)
Clothing	50%	(+8%)
Jewelry	38%	(unchanged)
Spa Services	30%	(+10%)
E-readers	10%	(-10%)
Candy	9%	(+4%)
Computers/Tablets	5%	(-5%)

"The largest increases were seen in Clothing and Spa Services, each up 10% over last year," noted Passikoff. "Generally all other areas, with the exception of technology gifts, showed moderate increases over last year."

As to shopping venues, Discount, Department Stores and Online remain generally unchanged. Catalogs and Specialty Retail were each down 5% again this year.

Where Are They Shopping?

Discount Stores	45%	(+2%)
Department Stores	36%	(+1%)
Specialty Stores	40%	(-5%)
Online Stores	30%	(+1%)
Catalog	10%	(-5%)

But, also following tradition, consumers still intend to "connect" with Mom. In-person visits are down slightly again this year, "probably due to increasing dependence on electronic connections," noted Passikoff, "and online seem to be taking up the slack."

Phone	57%	(+2%)
Personal Visits	25%	(-4%)
Cards	12%	(unchanged)
Online	6%	(+2%)

While the second-biggest consumer-spending holiday behind Christmas, Chanukah, and Kwanza, Mother's Day now involves a broader spectrum of relationships. "Mother's Day has become more of a universal holiday," said Passikoff. "It now embraces step-moms, female relatives, and friends. Changing family dynamics, including divorced and single-parent households, and the fact that this holiday crosses ethnic, cultural, and religious boundaries, makes it a real opportunity for retailers."

Contact: VISIBILITY
Len Stein
cell 914 527 3708
Lens@VisibilityPR.com