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**PRESS RELEASE
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**Third Year Running Consumers go more Traditional
for Mother's Day 2014**

**Brand Keys Survey Finds a 7½ % Spending Increase
But More Traditional Gifts Get Lionesses' Share-of-Wallet**

NEW YORK, NY April 28 – “Tradition” is the watchword again this year when it comes to buying gifts for Mom. Nine of 10 consumers (90%) plan to celebrate Mother's Day with total spending estimated at nearly \$19 billion, according to the 22nd annual Brand Keys Mother's Day survey.

“Mother's Day now involves a broader spectrum of relationships and has become a universal holiday,” said Robert Passikoff, Brand Keys (brandkeys.com) founder and president. “It now embraces step-moms, female relatives, partners and friends. Changing family dynamics, including divorced and single-parent households, and the fact that this holiday crosses ethnic, cultural, and religious boundaries presents a real opportunity for retailers.”

Celebrants intend to spend an average of \$184.00 this year, up 7½ percent over 2013. Men, following a long-standing tradition, intend to spend more than women, reporting an anticipated average “spend” of \$215. Women reported an anticipated spend of \$153.00. But more buyers are leaning toward traditional gifts.

“The continuing trend for traditional gifts is a reflection of previous years' purchases,” noted Passikoff, “When electronics, like e-readers, tablets, computers, and smartphones, were new and had become the gifts-of-choice. But no matter how much you love your mom, the reality is that she doesn't need a new smartphone or tablet every year,” said Passikoff, “no matter how much tech brands wish that was the case.”

This year, “tradition” outpaced “tech” with consumers reporting intended purchases for more traditional gifts and events, including: cards, brunch or dinner, flowers, spa services, jewelry, and clothing.

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 5,000 men and women, ages 18-65, drawn from the nine U.S. Census regions,

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 Are They Buying?

Cards	97%	(unchanged)
Flowers	86%	(+10%)
Brunch/Lunch/Dinner	80%	(+10%)
Clothing	64%	(+14%)
Gift Cards	60%	(+2%)
Spa Services	46%	(+16%)
Jewelry	45%	(+7%)
Candy	16%	(+7%)
E-readers	5%	(-5%)
Computers/Tablets/ Smartphones	5%	(unchanged)

"The largest increases for gifts were seen in clothing and spa services, up 14% and 16% respectively," noted Passikoff. "Generally all other areas showed increases from last year. Gift cards were reported at the same level, but include intended 'spa services.' Only the tech gift sector was down"

"Preferences for particular shopping venues were reflected in the shift to more traditional gifts," said Passikoff. Discount stores and online remained generally unchanged, but catalogues were down again this year. Specialty stores and department stores increased significantly, "because consumers regarded them as ideal venues for items like clothing, jewelry and personal services," noted Passikoff.

Where Are They Shopping?

Specialty Stores	50%	(+10%)
Department Stores	46%	(+10%)
Discount Stores	55%	(unchanged)
Online Stores	30%	(unchanged)
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 trends in electronic connection and communication" noted Passikoff, "with online and mobile taking up the slack."

Phone/mobile	65%	(+8%)
Personal Visits	21%	(-4%)
Online	16%	(+10%)
Cards	12%	(unchanged)

"Like other major gift-buying holidays, many consumers will wait until the last minute to make purchases," noted Passikoff. "Nearly 25% of consumers indicated that they believe that's when the best deals will be available." But waiting or not, there's a saying

that goes 'Mother's love grows by giving,' "and this year Mother's Day celebrations and giving will be growing too. Just a little more traditionally," said Passikoff.

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