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**PRESS RELEASE
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**Mother's Day 2017 Spending Up 7%,
Clothing and Personal Visits Show Greatest Growth**

Traditional Mother's Day Gifts Get Lionesses' Share-of-Wallet

NEW YORK, NY May 3, 2017 – Clothing appears to be the gift-of-choice for Mother's Day this year. Eighty-nine percent (89%) of consumers plan to celebrate Mother's Day 2017 and clothing is this year's big winner, according to the annual Brand Keys Mother's Day survey.

Celebrants intend to spend on average \$220.00 this year, a 7 percent increase over 2016. Men, following a long-standing tradition, intend to spend more than women, reporting an anticipated average spend of \$242. Women, an anticipated spend of \$198.

"Once again, tradition has trumped tech," noted Robert Passikoff, president of Brand Keys, Inc. (brandkeys.com), the New York-based consumer loyalty and emotional brand engagement consultancy. "Cards, meals, and flowers have become 'price-of-entry' for the holiday. But when it came to more substantial gifts, clothing showed the greatest change from last year – up 10 percent." Jewelry was up too, by seven percent. Spending on tech-related gifts was generally unchanged, with only 13 percent indicating that category of purchase.

"More-and-more, Mother's Day has encompassed a broader spectrum of relationships and has become a more universal celebration," said Passikoff, "The holiday celebrant-range includes virtually everyone: moms, wives, step-moms, female relatives and friends, divorced and single-parent households. It crosses cultural, ethnic, and religious boundaries, making it a real opportunity for retailers – an occasion nearly everyone celebrates."

Methodology

As part of Brand Keys' annual Customer Loyalty Engagement Index, 6,205 men and women, ages 18-65 from the nine U.S. Census regions, were asked if – and how – they planned to celebrate Mother's Day this year. Most consumers indicated multiple gift purchases. "This is Mom we're talking about, after all," noted Passikoff.

What Consumers Are Buying Mom

(Percentages in parentheses indicate changes from 2016 with a margin of error of $\pm 2\%$).

2017	Percent Purchasing	Change from 2016
Cards	95%	(---)
Brunch/Lunch/Dinner	90%	(+2%)
Flowers	86%	(+1%)
Clothing	89%	(+9%)
Jewelry	61%	(+7%)
Spa Services	52%	(---)
Gift Cards	55%	(+5%)
Books	21%	(+2)
Housewares/Gardening		
Tools	20%	(+4%)
Candy	12%	(---)
Electronics/ Smartphones	13%	(- 2%)

“Preferences for shopping venues reflect this year’s preference for more traditional gifts,” said Passikoff, “And remained generally unchanged from last year, although Department Stores, were down again, this year by four percent. Catalogues were down again this year by another four percent. Discount and Specialty Stores were at the top of consumers’ list of places to shop for Mom “because consumers regard them as ideal venues for apparel and jewelry,” said Passikoff.

Where They Are Shopping

Discount Stores	55%	(---)
Specialty Stores	55%	(+5%)
Department Stores	40%	(- 4%)
Online Stores	30%	(---)
Catalog	2%	(- 4%)

More consumers intend to “connect” with Mom with in-person visits, “likely due to lower costs of gas and air fares,” noted Passikoff. “Phone calls and online chats remain unchanged, although it’s worth noting that given the ubiquity of smartphones, Mother’s Day has become one the most popular holidays to place a call.”

Phone/mobile	65%	(---)
Personal Visits	22%	(+7%)
Online	11%	(+1%)
Cards	10%	(---)

“Like many major gift-buying holidays, the majority of consumers (65%) indicated they were waiting to make their purchases until the deals shook out toward end of April and the very beginning of May,” noted Passikoff.

There’s a saying that goes, ‘a Mother always has to think twice; once for herself and once for her children.’ “That said, this year most consumers don’t seem to be thinking twice about celebrating Mother’s Day,” said Passikoff.