



BkReAysD®

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Republicans More Liberal Than Democrats On Mother's Day Spending

Mother's Day 2018 Spending Up 2% Over Last Year

NEW YORK, NY April 30, 2018 - Mother's Day anticipated spend is only up by two percent YOY, but it turns out that Republicans intend to spend more on Mom than other registered voters. "Republicans may claim they are more fiscally conservative than Democrats when it comes to taxation and the national budget, but not, apparently, when it comes to spending on Mother's Day," noted Robert Passikoff, president of [Brand Keys, Inc.](http://www.brandkeys.com) (www.brandkeys.com), the New York-based consumer loyalty and emotional brand engagement consultancy,

Politics Significantly Affects Spending on Mom

Overall, celebrants intend to spend on average \$224.00 this year, a two percent increase over 2017 spending. Men, following a long-standing tradition, intend to spend more than women, reporting an anticipated average spend of \$245. Women, an anticipated spend of \$203.

This year as part of Brand Keys' annual Customer Loyalty Engagement Index, 7,500 men and women, ages 18-65 from the nine U.S. Census regions, all registered Democrats, Independents, or Republicans, were asked if – and how – they planned to celebrate Mother's Day this year. Most consumers indicated multiple gift purchases. "But if you break out the average spend by political affiliation," noted Passikoff, "there are some significant differences."

Republicans to Spend 10% More than Democrats

Registered Republicans' average Mother's Day spend is anticipated to be \$240, seven percent higher than the average national spend and 10 percent higher than Democrats. Registered Democrats' average spend was \$219, only \$1 lower than the national average. Independents' declared average spend is \$213, five percent lower than the national average.

What Consumers Are Buying Mom

"No matter how shoppers vote, nearly everyone celebrates Mother's Day," noted Passikoff. "Over the past decade Mother's Day has encompassed a broader spectrum of relationships and to become a more collective celebration," said Passikoff. "The holiday celebrant-range includes virtually everyone: moms, wives, step-moms, female relatives and friends, divorced, single-parent, same-sex and civil union households. It crosses cultural, ethnic, and religious bounds, making it a real opportunity for retailers – an occasion nearly everyone celebrates."

What consumers anticipated buying this year was generally constant from 2017 (with percentages in parentheses indicating changes from 2017 with a margin of error of \pm 2%).

2018 Gift Categories Percent Purchasing Change from 2017

Cards/E-cards 97% (+2%)
Brunch/Lunch/Dinner 92% (+2%)
Flowers 89% (+3%)
Clothing 87% (- 2%)
Jewelry 60% (- 1%)
Spa Services 55% (+3%)
Gift Cards 60% (+5%)
Books 21% (----)
Housewares/Gardening
Tools 22% (+ 2%)
Candy 10% (- 2%)
Electronics/ Smartphones 15% (+ 2%)

"Interestingly," said Passikoff, "there were no differences politically *where* consumers were going to shop, or *how* consumers intended to connect with Mom.

Where Consumers Intend To Shop

Specialty Stores 60% (+ 5%)
Discount Stores 55% (---)
Department Stores 42% (+ 2%)
Online Stores 40% (+10%)
Catalog 2% (---)

Like last year, more consumers intend to "connect" with Mom via in-person visits," noted Passikoff. "Phone calls and online chats remain unchanged, although it's worth noting that given the ubiquity of smartphones and apps like FaceTime, Mother's Day has become one the most popular holidays to place a call."

Phone/mobile 65% (---)
Personal Visits 27% (+5%)
Online 12% (+1%)
Cards 10% (---)

A proverb says 'a mother understands what a child does not say.' "That said, this year consumers seem prepared to articulate exactly what Mom means to them," said Passikoff.

END

Contact: Len Stein
Visibility Public Relations
lens@visibilitpr.com
914. 527.3708