More aware of Mother's Day this year, Americans are shopping to show their appreciation, survey reveals

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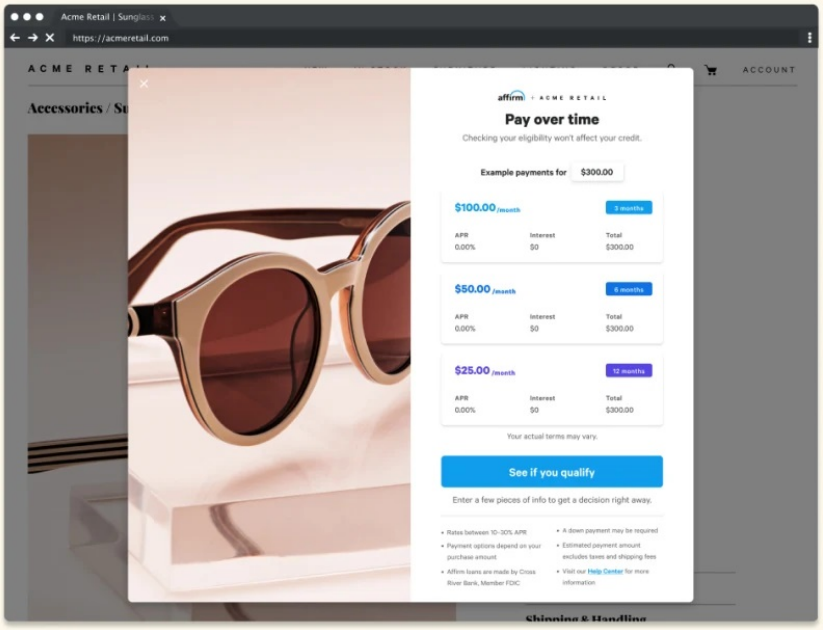

Celebrating Mother's Day this year might be a little different—a nice meal at home, takeout from a favorite local haunt, or a scheduled video call for unwrapping gifts—but celebrating moms is more on people's minds than ever.

In fact, one in three people are more aware of the upcoming holiday, according to a study conducted by leading buy now, pay later solution Affirm*.

The new report reveals how consumers are planning to shop for Mother's Day this year, the growing sentiment surrounding moms, and the new celebration norms.

Nearly twice as many people are planning to spend more on their gift this year as opposed to spending less.

75% of people want to buy a gift to show their appreciation, with flowers being the most popular category to be purchased, followed by accessories and clothing.

Other key insights include:

Family is Top of Mind.

- Over 50% of Americans surveyed are talking to their mom daily; and 3 times as many Americans say they are talking to their moms more frequently right now as opposed to those who are talking to their moms less frequently.
- The survey revealed that 26% of respondents are more aware of Mother's Day this year because they're with their family and of those with their family, 40% are over the age of 22.
- 25% of respondents said they're more aware of Mother's Day this year because they miss their family.

Physical Gifts Are Trending Up.

- Whether for mom, a partner, or another loved one, 60% of Americans plan to shop for a physical Mother's Day gift this year.
- 40% of people are spending between $20 and $50 this year.
- Nearly a third of respondents say they'll spend between $50 and $150, and 20% plan to spend over $150.

What People Are Buying

- The top five gift categories are: flowers (28%), accessories (17%), clothing (10.5%), home decor (10%), and beauty (10%).
- Top accessories to be purchased for moms include jewelry (45%), a handbag or purse (20.5%), and sunglasses (7%).
- Top clothing items to be purchased for moms include a top or sweater (32%), shoes (25%), and pajamas (13%).
- Top cookware to be purchased for moms include a coffee maker (29%), a slow cooker (22%), and a blender or food processor (12%).

Afternoon is the Time to Celebrate (Virtually).

- 30% of people will be celebrating Mother's Day virtually this year.
- Of those celebrating virtually, early afternoon (12-4 pm) is the top time slot for a phone or video call (44% of people).
- The next best time to celebrate from afar is before Noon (34% of people), and then 4-8 pm (18% of people).

Affirm is the leading buy now, pay later solution. With Affirm, consumers can buy their gift for mom this Mother's Day and pay over time, choosing from over 4,000 merchants.

- Flowers: Balsam Hill, Planted Places, and Sola Flowers
- Cookware: Breville, East Fork Pottery, Nambé, and West Elm
- Accessories: Botkier, Catbird, Kendra Scott, Stone & Strand, and Warby Parker
- Clothing: adidas, Doen, Gucci, Nordstrom, Poshmark, and Rag & Bone
- Home Decor: Article, Brooklinen, Lulu & Georgia, and Wicker Warehouse
- Beauty: Dyson, Pat McGrath Labs, T3 Micro, Temptu, and Vegamour

About Affirm

Affirm was founded with the goal of creating honest financial products and services that empower consumers and improve lives. Our goal is to revolutionize the banking industry to be more accountable and accessible to consumers. Today, Affirm provides millions of shoppers an alternative to traditional credit cards at the point of sale, giving them the flexibility to buy now and make simple monthly payments for their purchases. Unlike payment options that have compounding interest and unexpected costs, Affirm shows consumers upfront exactly what they'll pay each month — with no hidden fees and no surprises. Affirm gives shoppers the ability to pay over time at any store and also partners with over 4,000 merchants including well-known brands across home and lifestyle, personal fitness, electronics, apparel, beauty, and more. Loans are made in partnership with Affirm's originating bank partner Cross River Bank, Member FDIC.

***About the Survey**

The online survey was conducted by Qualtrics among a demographically representative sample of 1,700 U.S. consumers between the ages of 18 and 75 on April 14, 2020.

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