

MOTHER'S DAY

AN BIG VILLAGE CARAVAN® SPECIAL

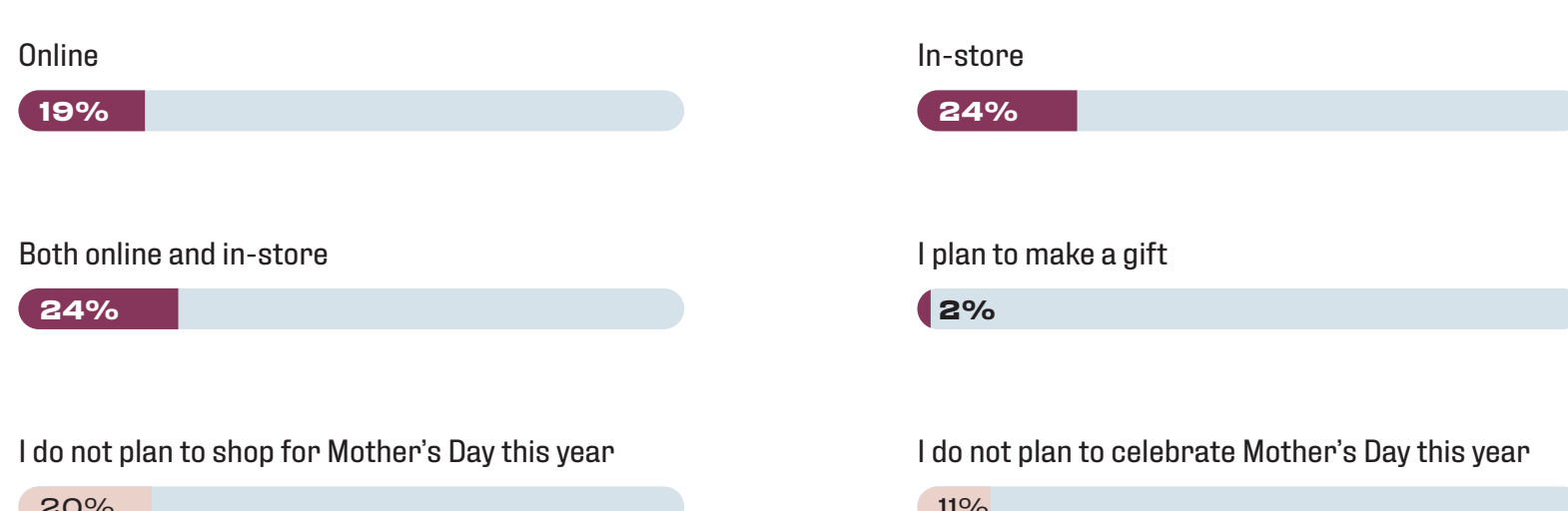
MAY 2022

In celebration of Mother's Day this weekend, our CARAVAN team asked consumers about their shopping plans (our findings reveal that of those who are shopping online - 65% plan to shop for a gift on Amazon) – and views on advertising focused on this special day.

Check out all the findings in the infographic below—Happy Mother's Day!



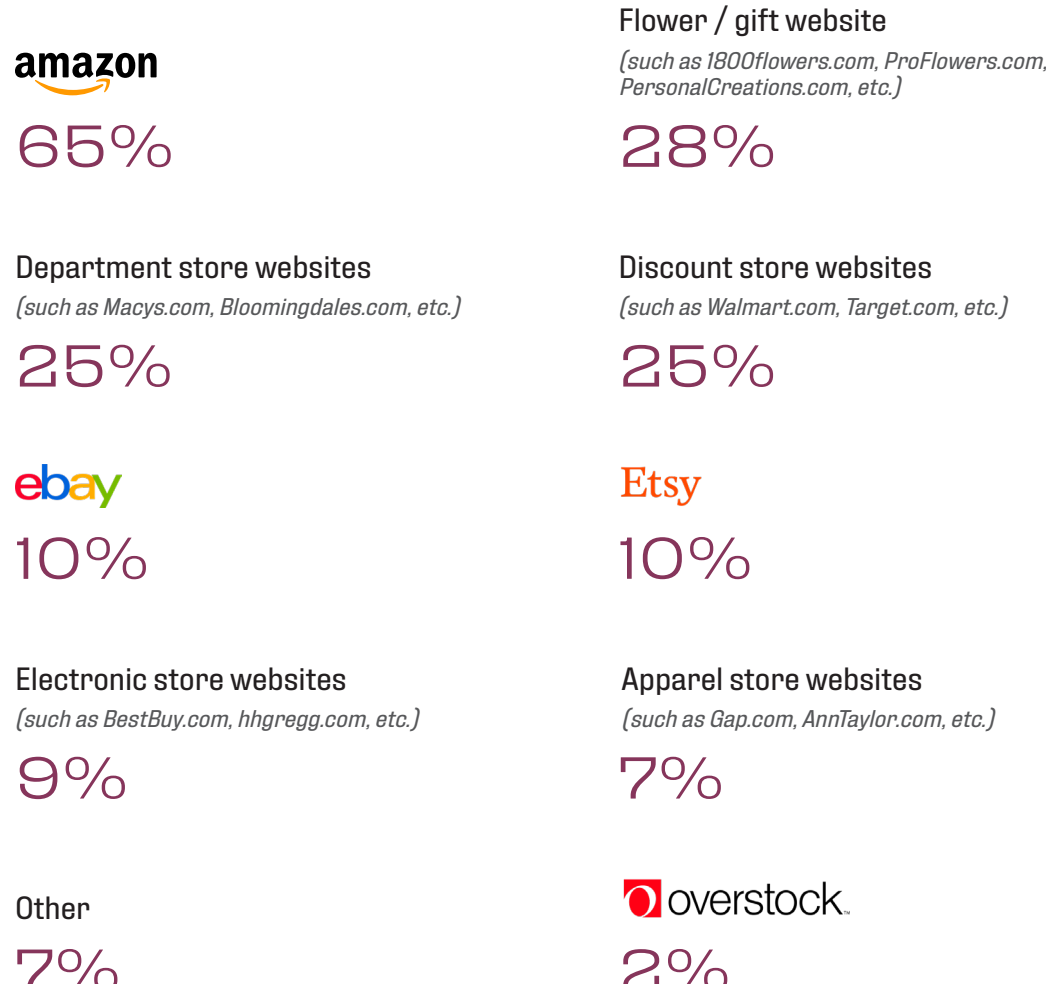
How do you plan to **shop for Mother's Day** this year?



What do you **plan to buy** for Mother's Day this year?

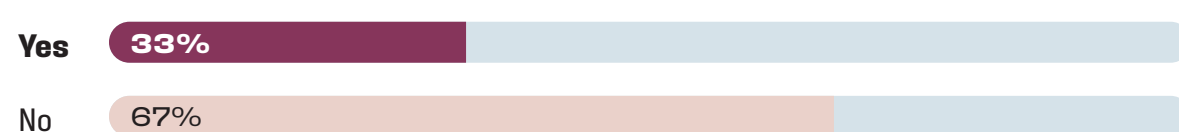


Where do you plan to **shop online** for Mother's Day?

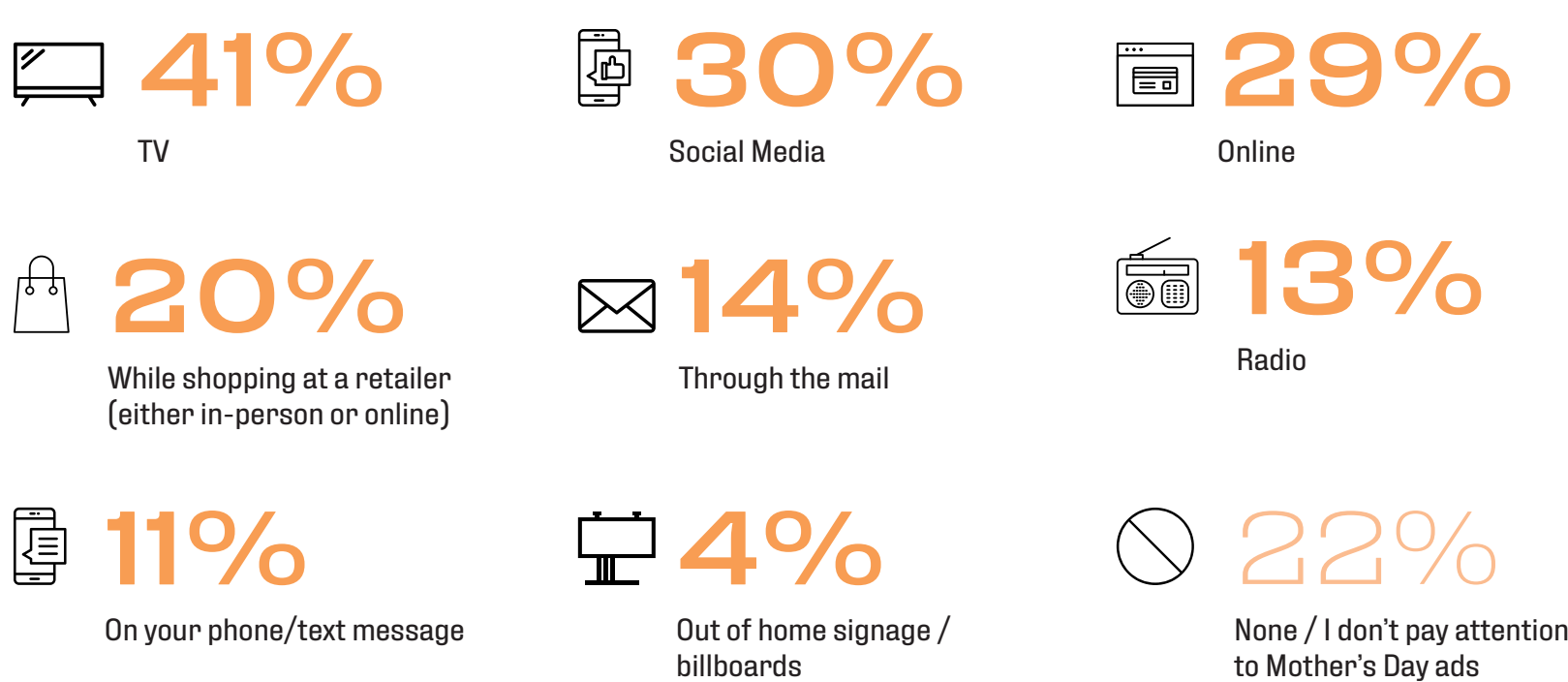


Mother's Day Advertising

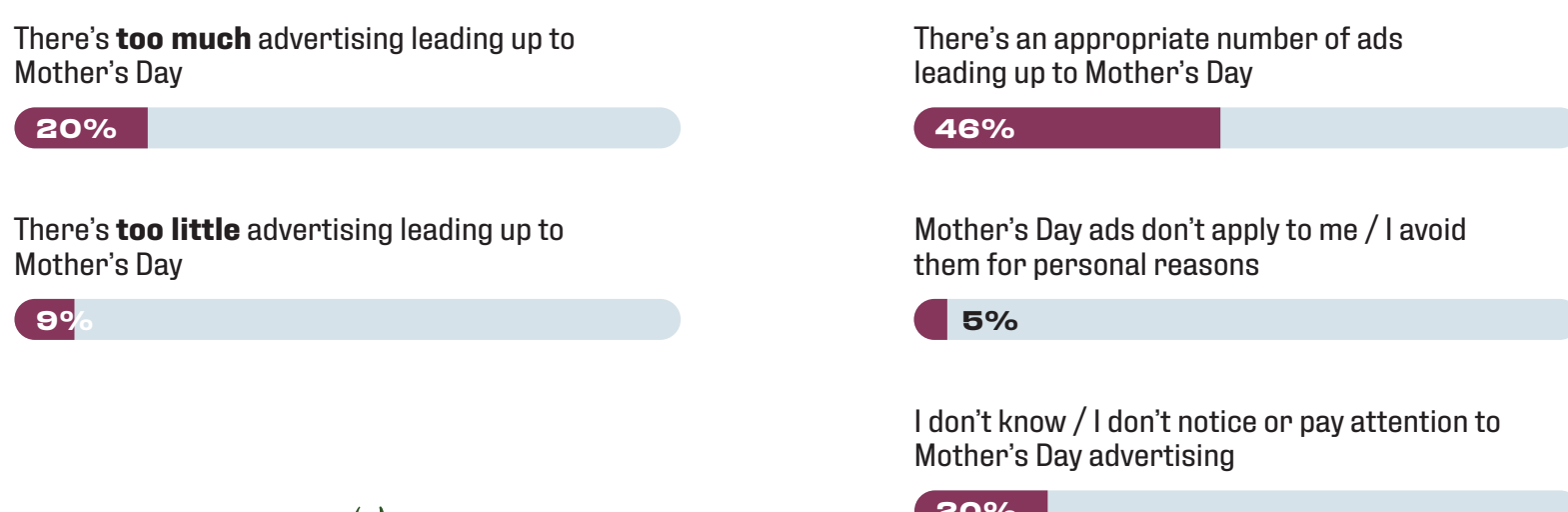
Have you ever **made a purchase** for a Mother's Day gift specifically based on an advertisement?



From which of these types of media do you **prefer to experience Mother's Day ads**?



Which of the following best describes your views on Mother's Day advertising?



This Online CARAVAN® omnibus survey was conducted by Big Village Insights among a sample of 1,004 adults 18 years of age and older. Among the total sample, N= 898 plan to celebrate Mother's Day this year, N=692 plan to buy a gift, N=449 plan to buy a gift online. This survey was live on April 25-27, 2022.