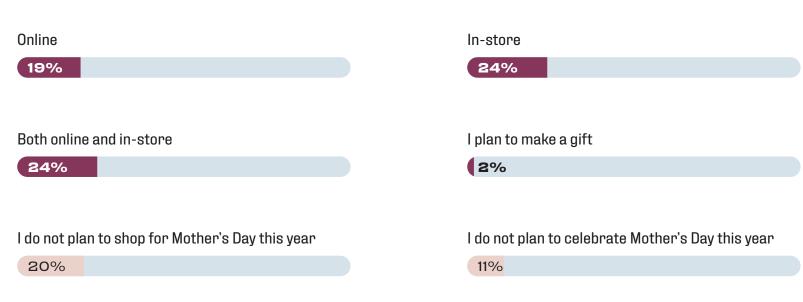


In celebration of Mother's Day this weekend, our CARAVAN team asked consumers about their shopping plans (our findings reveal that of those who are shopping online - 65% plan to shop for a gift on Amazon) - and views on advertising focused on this special day.

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?





Paper greeting card



Personalized gift / keepsake







Electronic device (Smartphone, laptop/tablet,

voice-activated assistant such

as Amazon Alexa, etc.)



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

amazon

65%

Department store websites (such as Macys.com, Bloomingdales.com, etc.)

25%

ebay 10%

Electronic store websites

(such as BestBuy.com, hhgregg.com, etc.) 9%

Other 7% Flower / gift website (such as 1800flowers.com, ProFlowers.com, PersonalCreations.com, etc.)

28%

Discount store websites (such as Walmart.com, Target.com, etc.)

25%

Etsy 10%

Apparel store websites (such as Gap.com, AnnTaylor.com, etc.)

7%

Overstock. 2%

Mother's Day Advertising

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

Yes

No

67%



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



TV

Social Media

Online

While shopping at a retailer

(either in-person or online)

Through the mail

Radio



4%

Out of home signage /

On your phone/text message

billboards

to Mother's Day ads

None / I don't pay attention

There's **too much** advertising leading up to There's an appropriate number of ads Mother's Day leading up to Mother's Day

Which of the following best describes your views

There's too little advertising leading up to

Mother's Day

20%

9%

on Mother's Day advertising?

Mother's Day ads don't apply to me / I avoid

them for personal reasons

I don't know / I don't notice or pay attention to

5%

Mother's Day advertising 20%



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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

