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Still Spending on Mom

Though a new survey finds a slight dip in spending

April 23, 2009

-By Mark Dolliver

NEW YORK If Mother's Day can't stimulate the economy, things are really dire. A new Brand Keys survey on consumers' spending intentions provides some tepid reassurance in that regard. The \$135 respondents plan to spend on average for the holiday is less than last year, but by a mere 4 percent.

Any economic downturn that doesn't involve double digits has to count as a windfall these days. Befitting their invariable status as non-mothers, men are expected to spend more than women for the occasion (\$160 vs. \$110).

Among the 90 percent of respondents who said they'd mark the occasion in some fashion, nearly all (97 percent) said they plan to buy a card. Other items many plan to purchase for the holiday include flowers (cited by 69 percent), brunch/lunch/dinner (57 percent) and gift cards (55 percent). Fewer mentioned clothing (32 percent), books (22 percent), jewelry (18 percent), electronics (12 percent) or spa services (10 percent).

Just 5 percent of those responding to the survey (fielded earlier this month) said they intend to buy candy. Among respondents buying a gift for mom, 40 percent said they'd do so at discount stores, exceeding the number citing department stores or specialty stores (35 percent each).

Note that Mother's Day has yet to become an e-holiday. The 5 percent of respondents who said they plan to contact their mothers online were vastly outnumbered by the 52 percent planning to do so by phone and the 30 percent intending to visit in person.

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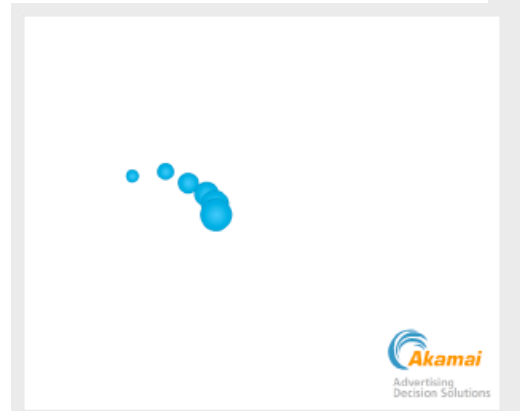
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—By Sharon Spielman

Reading Adweek's Agency Report Card issue I was happy to see that agencies have really upped their creative product, as evidenced by most of the

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