

# HOW WELL DO YOU KNOW YOUR MUM?



W

**45%** of people don't know their Mother's favourite flower

**37%** of people don't know their Mother's favourite song

**45%** of people don't know their Mother's favourite food

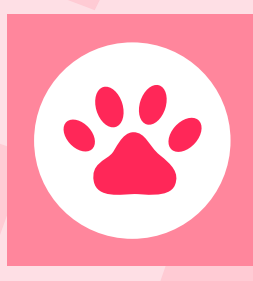
**21%** of people don't know their Mother's favourite tippie

**28%** of people don't know Mum's favourite travel spot

(OnePoll)



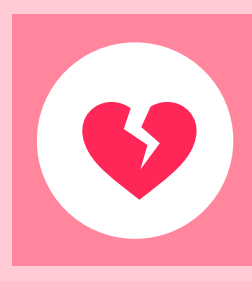
## TOP THINGS PEOPLE DON'T KNOW ABOUT THEIR MOTHERS:



Pets Growing Up



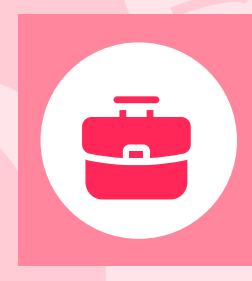
Childhood Hobbies



Her Exes



Favourite Lesson



Dream Job

(OnePoll)

90% OF PEOPLE FEEL THEY KNOW THEIR MUM'S LIFE STORY

70% OF PEOPLE WANT TO KNOW EVEN MORE

(OnePoll)

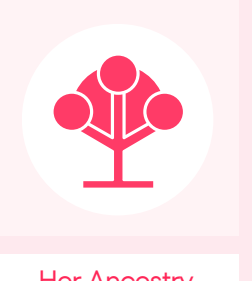
## TOP THINGS PEOPLE DO KNOW ABOUT THEIR MOTHERS:



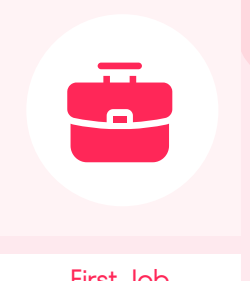
Her Hometown



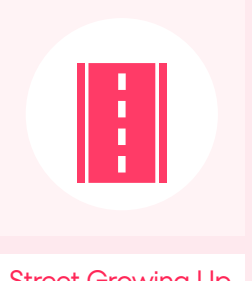
Her School



Her Ancestry



First Job



Street Growing Up

(OnePoll)

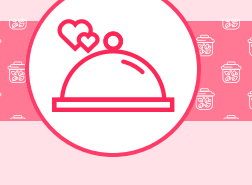
(YouGov)

What do mum's *actually* want to receive?



**11%**

want JEWELLERY



**18%**

want A MEAL OUT



**21%**

want FLOWERS



**23%**

want QUALITY TIME



**26%**

want CARDS

NEARLY 40% OF MUMS SAY THEY ARE PLANNING TO BUY THEIR OWN MOTHER'S DAY GIFT

(Forbes)

67% OF BRITS FEEL MOTHER'S DAY GIFTS ARE UNIMPRESSIONING AND LACK INSPIRATION, WITH MORE THAN HALF SAYING THEY'D SPEND MORE ON BETTER GIFTS

(Savvy)

OVER A THIRD OF BRITS PARTICIPATE IN FOOD-RELATED ACTIVITIES ON MOTHER'S DAY

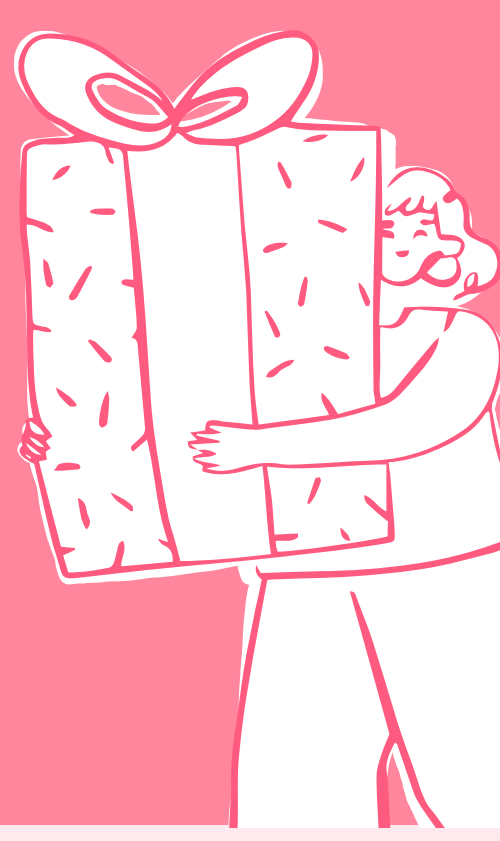
(Reach)

48% OF PEOPLE BUY FLOWERS FOR MOTHER'S DAY

(Serenata Florists)

56% OF SURVEYED BRITS SAY THE MOST IMPORTANT FACTOR IN PICKING MOTHER'S DAY GIFTS IS ENJOYABILITY AND UNIQUENESS.

(GlobalData)



## GIFT EXPERIENCES WIN!



78% OF MOTHERS WOULD RATHER RECEIVE AN EXPERIENCE THAN A PHYSICAL GIFT FOR MOTHER'S DAY

(Klaviyo)

SOURCES: FOR OUR FULL LIST OF SOURCES PLEASE VISIT: [WWW.WONDERDAYS.CO.UK/BLOG/MEANINGFUL-MOTHERS-DAY-GIFTS](http://WWW.WONDERDAYS.CO.UK/BLOG/MEANINGFUL-MOTHERS-DAY-GIFTS)

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