

Assorted useful information about Mother's Day, 2017

According to the US Census Bureau there are around **85.4 million moms** in the U.S.

How much do we spend on the typical mom?

Moms get gifts from more people than only their children... husbands usually get something for their wife if she is a mom. Grandparents might get their daughters something if they are moms. Moms and grandchildren often get grandparents something.

Not only are gifts given, but also moms are taken out to brunch or treated to a nice breakfast, lunch, or dinner? Even if you don't go out, nice groceries, deserts and more all add up. Research shows that 55.9% of us take mom out to eat, spending a total \$4.2 billion in the U.S.

Cards aren't cheap. According to Hallmark, we give roughly **141 million Mother's Day cards** each year. Cards generally cost somewhere between \$2 and \$5.

Flowers, yikes. About \$2.6 billion is spent in flowers for Mother's Day.

Recreation? What do we do with mom during the day for Mother's Day? Sometimes that costs money too.

And jewelry!

Actual amount: According to the National Federation of Retailers, Mother's Day is a \$23.6 billion industry. After the winter holidays, Mother's Day is the second largest U.S. consumer spending holiday.

Source: <https://nrf.com/resources/consumer-data/mothers-day>
<http://corporate.hallmark.com/Holiday/Mothers-Day>