



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted May 4-5, 2026

1 Will you celebrate Mother's Day this weekend?*

66% Yes
24% No
10% Not sure

Total			
	Yes	No	Net
May 4-5, 2026	66%	24%	+42
May 5-6, 2025	67%	23%	+44
May 6-7, 2024	68%	24%	+44
May 9-11, 2023	65%	25%	+40
Source: Napolitan News Service			

2 Is Mother's Day one of our nation's most important holidays, least important, or somewhere in between?*

34% Most important
11% Least important
50% Somewhere in between
5% Not sure



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3 Is your mother still alive?*

55% Yes
45% No

Total			
	Yes	No	Net
May 4-5, 2026	55%	45%	+10
May 5-6, 2025	53%	47%	+6
May 6-7, 2024	51%	49%	+2

Source: Napolitan News Service



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4a [Among those celebrating and whose mothers are still alive] Which of the following will you do to celebrate Mother's Day?*

- 60% Visit your mother
- 57% Give a gift
- 42% Take your mom out for a meal
- 29% Send flowers
- 15% Visit your children
- 10% Take your wife out for a meal
- 4% None of the above

Total							
	Visit your mother	Give a gift	Take your mom out for a meal	Send flowers	Visit your children	Take your wife out for a meal	None of the above
May 4-5, 2026	60%	57%	42%	29%	15%	10%	4%
May 5-6, 2025	63%	55%	40%	31%	14%	16%	4%
May 6-7, 2024	63%	53%	33%	31%	9%	9%	5%
May 9-11, 2023*	46%	39%	26%	20%	24%	18%	8%

Source: Napolitan News Service

*Question was asked of all rather than just those whose mothers are still alive.



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4b [Among those celebrating and whose mothers are not still alive] Which of the following will you do to celebrate Mother's Day?*

- 39% Visit your children
- 27% Take your wife out for a meal
- 21% Give a gift
- 14% Send flowers
- 21% None of the above

Total					
	Visit your children	Take your wife out for a meal	Give a gift	Send flowers	None of the above
May 4-5, 2026	39%	27%	21%	14%	21%
May 5-6, 2025	41%	27%	25%	16%	22%
May 6-7, 2024	36%	27%	26%	8%	25%

Source: Napolitan News Service



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5 Is being a mother the most important role a woman can play during her lifetime?*

68% Yes
22% No
10% Not sure

Total			
	Yes	No	Net
May 4-5, 2026	68%	22%	+46
May 5-6, 2025	69%	20%	+49
May 6-7, 2024	70%	15%	+55
May 9-11, 2023	67%	22%	+45

Source: Napolitan News Service

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on May 4-5, 2026. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.

Conducted by RMG Research, Inc. May 4-5, 2026
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