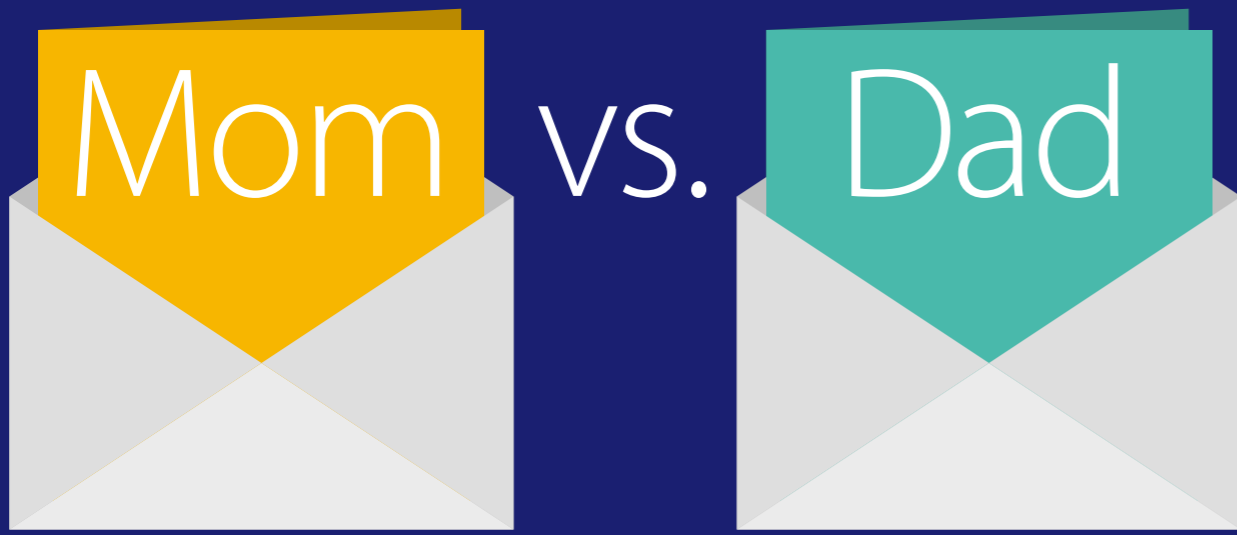


# Celebrating



## Mother's Day Spend

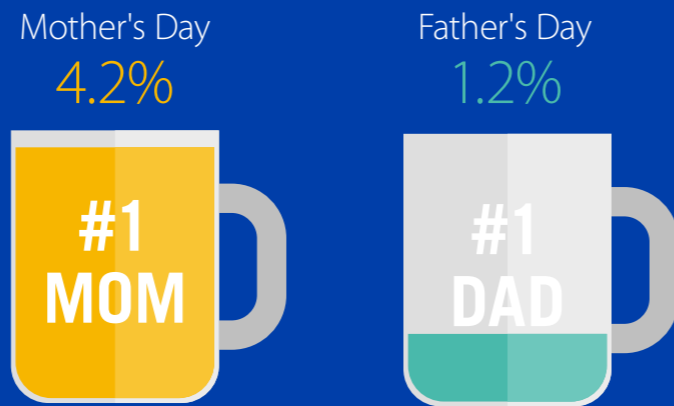
Here's a look at how Visa cardholders spent for Mother's Day in 2015, where they shopped and how their spending sized up to Father's Day. Plus, learn which U.S. cities show the love most with the highest increase in spend for both.

## The Mother Lode

While both holiday weekends spiked in spend, Mother's Day saw more than three times the increase over Father's Day.

### Weekend spend increase

(versus an average weekend in Q2 2015)



## Top Shops

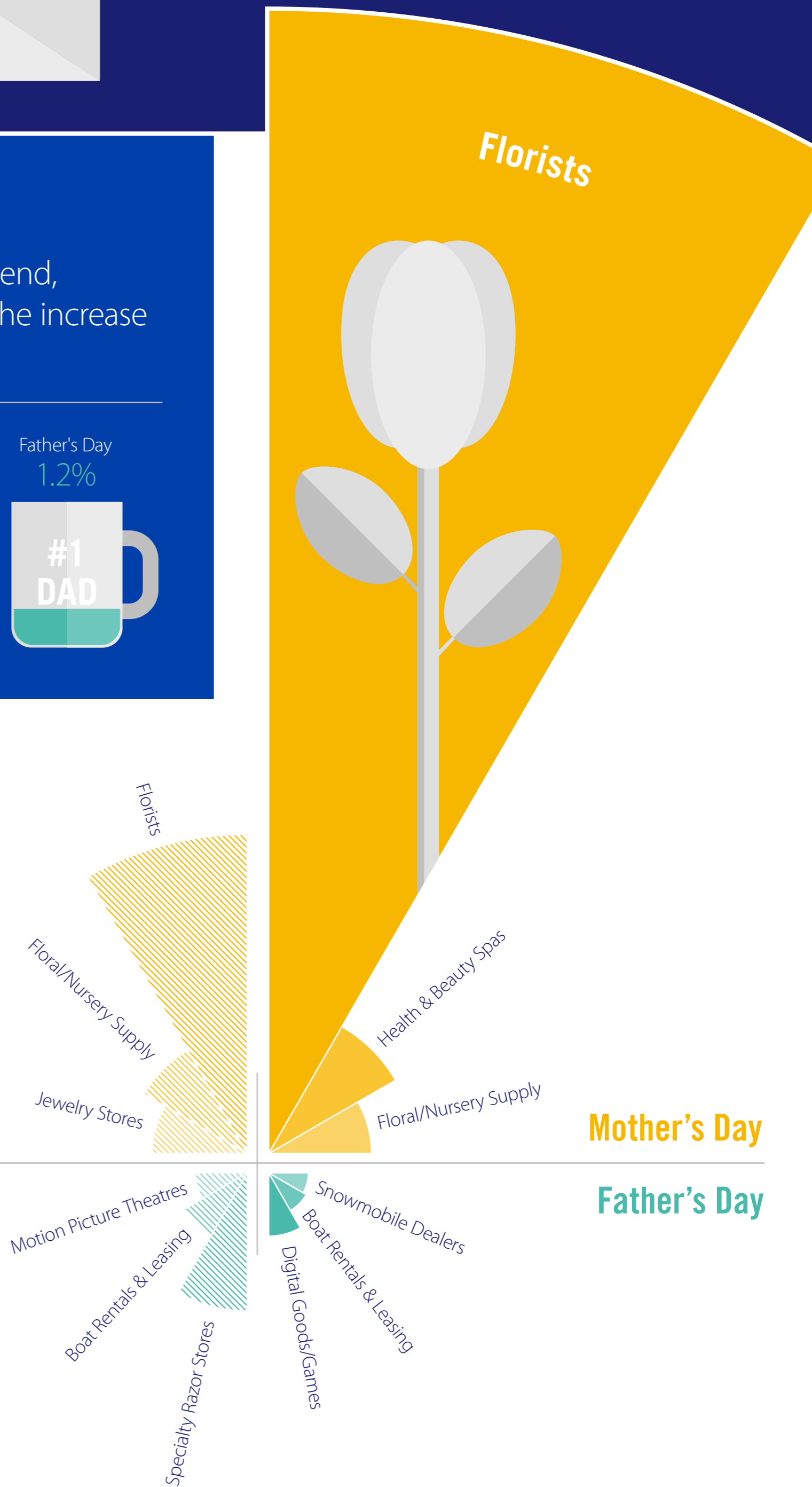
Flower shops saw a significant increase, both online and in-store, during Mother's Day weekend while specialty razor stores and digital entertainment scored big for dad.

## Merchant Spend Increase

- Face-to-Face Channels
- Online Channels

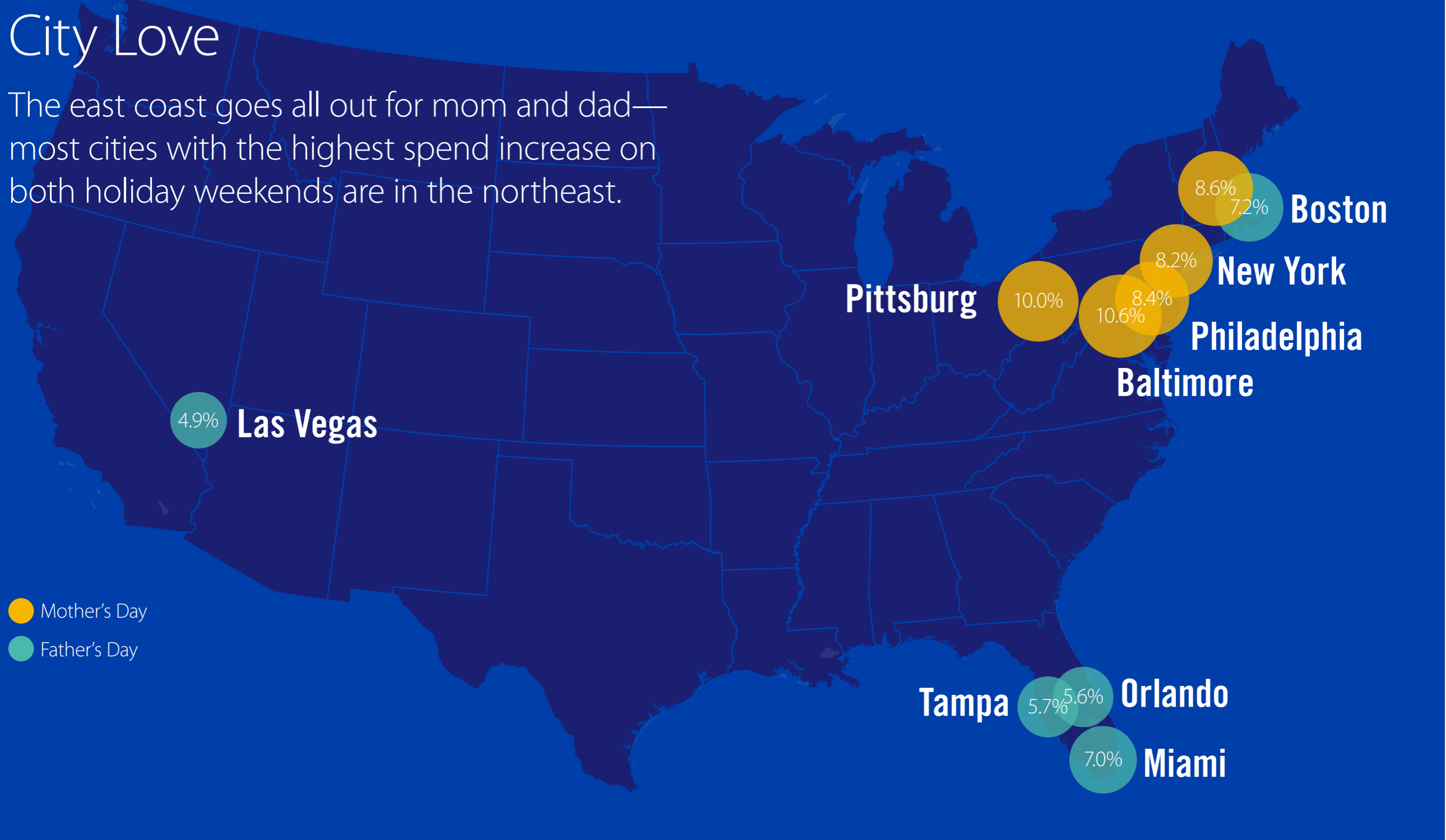


**Food for Thought** With a third of moms reportedly choosing dinner at the top of their gift list (just behind something handmade),\* it's no surprise that Grocery and Restaurant spend on Visa was highest in all categories on the 2015 weekend.



## City Love

The east coast goes all out for mom and dad—most cities with the highest spend increase on both holiday weekends are in the northeast.



Sources: VisaNet Data April-June 2015, excluding Memorial Day weekend (unless otherwise noted). Compared weekend (Friday-Sunday) transactions on all US-issued Visa Consumer Credit/Debit/Prepaid. Top three merchant categories based on face-to-face channels are the same top three overall and exclude categories in which one merchant owns more than 50 percent of the share; \*<http://www.statisticbrain.com/mothers-day-statistics/>