

TWO-THIRDS (66%) DESCRIBE THEIR RELATIONSHIP WITH THEIR MOTHERS AS "CLOSE"

***TODAY'S MOTHERS ARE VIEWED AS "EASY-GOING" AND
"ENERGETIC" BY OFFSPRING***

FLOWERS THE GIFT OF CHOICE THIS MOTHER'S DAY



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Toronto, Ontario – According to a new survey of Canadians with mothers who are still living conducted by Ipsos-Reid on behalf of Mark’s Work Warehouse, two-thirds (66%) claim the relationship they have with their mother is “close”. Three in ten (27%) say they have a ‘not close, but friendly relationship’ with their mother, while only a few claim to have either a strained (4%) or non-existent (3%) relationship.

Further, when presented with a list of personality types, two in five (40%) of this group describe their mother’s personality as easy-going, followed by energetic (27%), reserved (15%), eccentric (9%) and sophisticated (6%).

Over one-third of Canadian mothers will likely be receiving flowers for Mother’s Day this year. When Canadians whose still have a mother living were asked on an unaided basis what they intend to give their mother this year for Mother’s Day, 36% indicated flowers. A card (18%), dinner or a meal out (11%), clothes (4%), jewellery (3%), candy/chocolates (3%), book (2%) and perfume (2%) are some of the other options that will be given this year.

These are the findings of an Ipsos-Reid poll conducted between April 9th and April 11th. The poll is based on a randomly selected sample of 809 adult Canadians whose mother is still alive. With a sample of this size, the results are considered accurate to within ± 3.4 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error

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will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

Key findings from the survey indicate that...

Majority of Canadians Claim to Have a Close Relationship with their Mother

- Two-thirds (66%) of Canadians with a mother claim to have a close relationship with them. More than one-in-four (27%) claim the relationship to be 'not close, but friendly', 4% claim a strained relationship and 3% claim the relationship to be non-existent.
- Regionally, those living in Atlantic Canada and Ontario (79% and 77% respectively), followed by those living in Sask/Manitoba and BC (74% and 71% respectively) are more likely to describe the relationship as close than Canadians living elsewhere.
- By contrast, those living in Quebec are more likely to claim their relationship with their mother as 'not close, but friendly'.
- Women are more likely than men to cite the relationship they have with their mother as close (69% vs 62% respectively). Three in ten men claim the relationship is 'not close but friendly' compared to only 23% of women.
- There are no real age or income differences in how Canadians describe their relationship with their mother.

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- Regionally, those living in Atlantic Canada are more likely on average, to describe their mother as easy-going (44%), while those living in Quebec are more likely on average, to



label their mothers as energetic (32%). Those living in British Columbia and Alberta are more likely to describe their mother's personality as eccentric than those living elsewhere.

- Men are more likely than women to describe their mother's personality as easy-going (44% vs. 37% respectively).
- Younger Canadians between the ages of 18-34 are more likely to describe their mother's personality as easy-going (45%), compared to 36% of Canadians 35-54 years of age and 39% of Canadians over the age of 55.
- Canadians from high-income households (60K+) are less likely to label their mothers as easy-going (36%) than those from low-income households (45%). Canadians from high-income households (\$60K+) are more likely to describe their mother's personality as eccentric (11%) than among low-income households (5%).

Flowers Top Choice for Mother's Day

- Over one-third (36%) of Canadians celebrating Mother's Day this year intend to give their mother flowers. Almost one in five (18%) say they will give a card and 11% are planning a dinner or meal out.
- Men are more likely than women to cite flowers (42% vs. 29% respectively) as their intended Mother's Day gift this year and a card (21% vs. 15%).
- Flowers are the top choice across all age groups, with younger Canadians (18-34) more likely to go the flower route than Canadians over the age of 55 years (40% vs. 25% respectively). Asked only among Canadians with a mother, the results indicate that older Canadians (over the age of 55) are more likely to say they do not celebrate the event (27%) and will not be giving their mother anything on Mother's Day this year. This is in



contrast to 6% of those 18-34 years of age and 13% of those 35-54 years of age either not celebrating or intending to give their mother anything for Mother's Day this year.

- Canadians from high-income households (\$60K+) are more likely on average to say they will give clothes to their mother this year for Mother's Day than households with lower incomes will (7% vs. 4%).

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For more information on this news release, please contact:

*Carla Flamer
Senior Vice-President
Consumer Strategy Group
Ipsos-Reid
(416) 324-2900*

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