

detailed tables

If you had to describe your mother to someone, which of the following would best describe her personality? Would you say she is...?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N

* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Has a mother	809	123	77	76	246	201	86	385	424	290	384	128
	810	109	73*	53*	306	199	70*	407	403	336	336	132
Easy-going	327	44	29	22	126	75	31	180	147	151	122	52
	40%	41%	39%	41%	41%	38%	44%	44%	37%	45%	36%	39%
Energetic	217	24	15	13	81	63	21	97	120	82	97	38
	27%	22%	21%	24%	26%	32%	30%	24%	30%	24%	29%	29%
Reserved	120	16	13	8	47	27	9	63	58	33	60	26
	15%	14%	17%	16%	15%	14%	13%	15%	14%	10%	18%	19%
Eccentric	76	16	12	6	27	11	4	36	40	35	35	5
	9%	14%	16%	12%	9%	6%	6%	9%	10%	11%	10%	4%
Sophisticated	51	6	4	2	17	18	3	24	27	25	17	8
	6%	6%	5%	5%	6%	9%	5%	6%	7%	8%	5%	6%
(None of the above)	15	2	1	1	5	4	2	5	10	8	3	4
	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	3%
(DK/NS)	4	1	0	0	2	1	0	3	1	1	1	0
	0	1%	-	-	1%	1%	-	1%	0	0	0	-

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Has a mother	809	65	167	328	248	175	251	292
	810	64*	170	326	249	182	253	287
Easy-going	327	30	87	128	82	83	110	102
	40%	48%	51%	39%	33%	45%	43%	36%
Energetic	217	17	27	92	81	53	68	81
	27%	27%	16%	28%	32%	29%	27%	28%
Reserved	120	5	24	49	43	24	31	49
	15%	8%	14%	15%	17%	13%	12%	17%
Eccentric	76	6	14	34	21	9	24	31
	9%	9%	9%	11%	8%	5%	10%	11%
Sophisticated	51	3	11	20	15	12	14	18
	6%	4%	7%	6%	6%	6%	6%	6%
(None of the above)	15	3	5	1	6	3	6	5
	2%	5%	3%	0	2%	1%	2%	2%
(DK/NS)	4	0	1	1	2	0	0	1
	0	-	1%	0	1%	-	-	0

detailed tables

Thinking of the relationship you have with your mother, would you say the relationship is close, not close but friendly, strained, or non-existent?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N

* small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Has a mother Weighted	809	123	77	76	246	201	86	385	424	290	384	128
	810	109	73*	53*	306	199	70*	407	403	336	336	132
Close	532	77	51	39	236	74	55	252	279	225	218	86
	66%	71%	69%	74%	77%	37%	79%	62%	69%	67%	65%	65%
Not close but friendly	216	22	17	9	52	106	11	122	94	91	89	34
	27%	20%	23%	17%	17%	53%	15%	30%	23%	27%	27%	26%
Strained	30	3	5	2	11	7	2	16	14	10	15	5
	4%	3%	7%	4%	4%	4%	3%	4%	4%	3%	4%	4%
Non-existent	22	6	1	1	4	9	1	11	10	6	10	5
	3%	5%	1%	3%	1%	5%	1%	3%	3%	2%	3%	4%
(DK/NS)	11	1	0	1	3	3	2	5	5	3	3	3
	1%	1%	-	2%	1%	2%	2%	1%	1%	1%	1%	2%

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Has a mother Weighted	809	65	167	328	248	175	251	292
	810	64*	170	326	249	182	253	287
Close	532	34	108	222	167	119	162	197
	66%	54%	64%	68%	67%	65%	64%	69%
Not close but friendly	216	25	46	83	62	54	72	67
	27%	39%	27%	25%	25%	30%	28%	23%
Strained	30	0	7	13	9	7	11	10
	4%	-	4%	4%	4%	4%	4%	4%
Non-existent	22	4	7	6	5	2	7	8
	3%	7%	4%	2%	2%	1%	3%	3%
(DK/NS)	11	1	2	2	6	1	1	5
	1%	1%	1%	1%	2%	1%	0	2%

detailed tables

Now thinking specifically about this year's Mother's Day, what, if anything, do you intend to give your mother this year for Mother's Day?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N

* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	809	123	77	76	246	201	86	385	424	290	384	128
Weighted	810	109	73*	53*	306	199	70*	407	403	336	336	132
Flowers	288 36%	41 37%	25 34%	16 31%	106 35%	79 40%	21 29%	169 42% H	118 29%	135 40% K	119 36% K	34 25%
Card	146 18%	20 18% E	22 30% E	11 22% E	59 19% E	16 8%	17 24% E	84 21%	62 15%	76 22% K	56 17%	14 11%
Dinner/A meal out	87 11%	7 7%	9 12%	4 8%	30 10%	28 14%	9 13%	41 10%	46 11%	34 10%	38 11%	16 12%
Clothes (including pyjamas, slippers)	36 4%	4 4%	5 6%	1 3%	10 3%	9 5%	6 9% D	9 2%	27 7% G	19 6%	11 3%	5 4%
Jewellery	28 3%	1 1%	4 6%	0 -	10 3%	11 5% A	2 3%	9 2%	18 5%	14 4%	11 3%	3 2%
Candy/Chocolates	23 3%	4 3%	1 1%	1 3%	9 3%	8 4%	1 1%	13 3%	10 2%	11 3%	9 3%	3 3%
Book	19 2%	3 3%	0 -	1 2%	7 2%	6 3%	2 3%	7 2%	13 3%	10 3%	8 2%	1 1%
Perfume	15 2%	0 -	1 2%	1 2%	5 2%	7 4% A	1 1%	5 1%	10 2%	5 2%	5 2%	3 3%
Facial/Manicure/Spa/Hair	8 1%	0 -	0 -	0 -	1 0	5 3% D	1 1%	2 1%	5 1%	4 1%	4 1%	0 -
Performance tickets (e.g. play, concert, event)	7 1%	0 -	0 -	1 2%	3 1%	4 2%	0 -	2 1%	5 1%	5 2%	2 1%	0 -
Other	292 36%	41 38%	33 45%	17 33%	101 33%	77 39%	22 32%	133 33%	158 39%	131 39% K	122 36%	36 27%
Nothing/Do not celebrate	102 13%	22 20% BD	6 8%	8 15%	32 10%	27 13%	8 11%	52 13%	50 13%	20 6% I	45 13%	36 27% IJ
(DK/NS)	42 5%	6 6%	1 2%	1 1%	19 6%	13 7%	2 3%	25 6%	18 4%	13 4%	16 5%	12 9% I

Now thinking specifically about this year's Mother's Day, what, if anything, do you intend to give your mother this year for Mother's Day?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	809	65	167	328	248	175	251	292
Weighted	810	64*	170	326	249	182	253	287
Flowers	288 36%	18 29%	70 41%	119 36%	79 32%	63 34%	96 38%	105 37%
Card	146 18%	6 9%	30 17%	60 18%	49 20%	33 18%	52 21%	51 18%
Dinner/A meal out	87 11%	9 15%	21 12%	32 10%	25 10%	22 12%	30 12%	28 10%
Clothes (including pyjamas, slippers)	36 4%	2 3%	7 4%	11 3%	16 6%	5 3%	8 3%	21 7% F
Jewellery	28 3%	4 6%	7 4%	11 3%	6 2%	10 5%	9 3%	10 3%
Candy/Chocolates	23 3%	1 2%	5 3%	9 3%	7 3%	8 4%	7 3%	5 2%
Book	19 2%	1 2%	1 0	6 2%	11 5% B	5 3%	5 2%	9 3%
Perfume	15 2%	2 3%	4 3%	4 1%	4 2%	4 2%	4 2%	5 2%
Facial/Manicure/Spa/Hair	8 1%	0 -	0 -	3 1%	5 2%	1 0	3 1%	4 1%
Performance tickets (e.g. play, concert, event)	7 1%	1 1%	0 -	4 1%	2 1%	1 1%	2 1%	3 1%
Other	292 36%	21 33%	74 43%	111 34%	87 35%	65 35%	89 35%	107 37%
Nothing/Do not celebrate	102 13%	12 18% B	14 8%	48 15%	28 11%	26 14%	26 10%	29 10%
(DK/NS)	42 5%	5 9%	5 3%	17 5%	15 6%	9 5%	11 4%	13 4%