

# MOST MOTHERS IN ONTARIO (77%) FEEL “STARVED FOR ENERGY”



## Ipsos Reid

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## **MOST MOTHERS IN ONTARIO (77%) FEEL “STARVED FOR ENERGY”**

**Toronto, ON** – According to a newly released survey conducted by Ipsos Reid on behalf of the Egg Farmers of Ontario, most mothers in Ontario (77%) often feel like they are “starved for energy”. A statistic which can probably be largely attributed to the fact that a strong majority of mothers (86%) agree that today’s mothers “have more demands on their time than they have in the past”. Further, half of mothers (49%) don’t feel they get an adequate amount of sleep on most nights.

So, what are mothers in Ontario doing in order to keep up with these demanding times? Half (47%) say that when they need an energy boost, they “have a snack or meal that will help give them energy”, while 36% “take a nap” and 12% “exercise for 30 minutes to an hour”.

When it comes to a potential energy-boosting snack, essentially all mothers are in agreement that:

- “Eggs are an excellent source of protein” (99%);
- “Eggs are a healthy way to start the day” (97%);
- “The protein in eggs provides energy” (95%);
- “Eggs can be eaten at any meal” (95%); and
- “Eggs are a source of long-lasting energy” (87%).

And if today’s mothers had more energy, good majorities would:

- “Do more things for my family” (82%);
- “Exercise more often” (77%);
- “Do something for myself like go back to school or pursue a hobby” (69%); and
- “Plan more nutritious meals for my family” (60%).



Not surprisingly, mothers are self-less about their own energy, as most (74%) agree that if they had more energy, they would be likely to do more things for their family than to take time for themselves.

The survey paints a picture of the average mother in Ontario:

- Average age of 38;
- Get to exercise/work-out 2.3 times, on average, per week;
- Eats out at a restaurant less than once a week (average of 0.7/week); and
- Takes time for themselves to relax or pursue a hobby 2.4 times, on average, a week.

*These are the findings of an Ipsos Reid poll conducted for the Egg Farmers of Ontario from April 20<sup>th</sup> to April 24<sup>th</sup>, 2006. For the survey, a representative sample of 1087 mothers in Ontario were interviewed via an on-line survey vehicle. For the purposes of this study, mothers were defined as those who have a child less than 18 years of age living in their home.*

*The sample used in this study has been weighted according to Census data to accurately reflect the population of mothers in Ontario. With a sample of this size, the aggregate results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.*



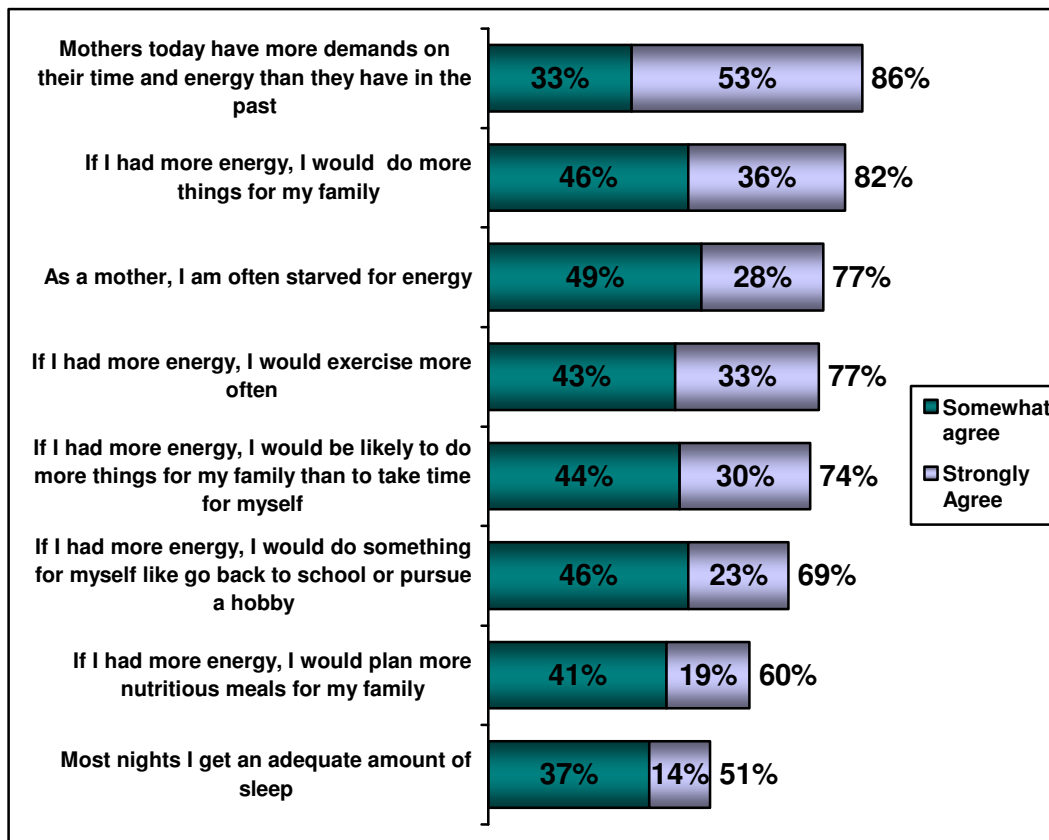
***When Mothers Need An Energy Boost, Half (47%) “Have A Snack”...***

When they need an energy boost, half of mothers in Ontario (47%) say they “have a snack or meal that will help give them energy”, 36% “take a nap”, and 12% “exercise for 30 minutes to an hour”.

One in five (20%) find their energy boost through some other way.

- Mothers in Northern and South western Ontario (both at 43%) are more likely than those from the GTA or Central Ontario (both at 33%) to “take a nap” when they need an energy boost”.
- Mothers of children 4 years of age or younger are more likely than those with older children to “take a nap” when then need an energy boost” (41% vs. 34% among those with children older than 4).

## Mothers Today Often Need Energy...



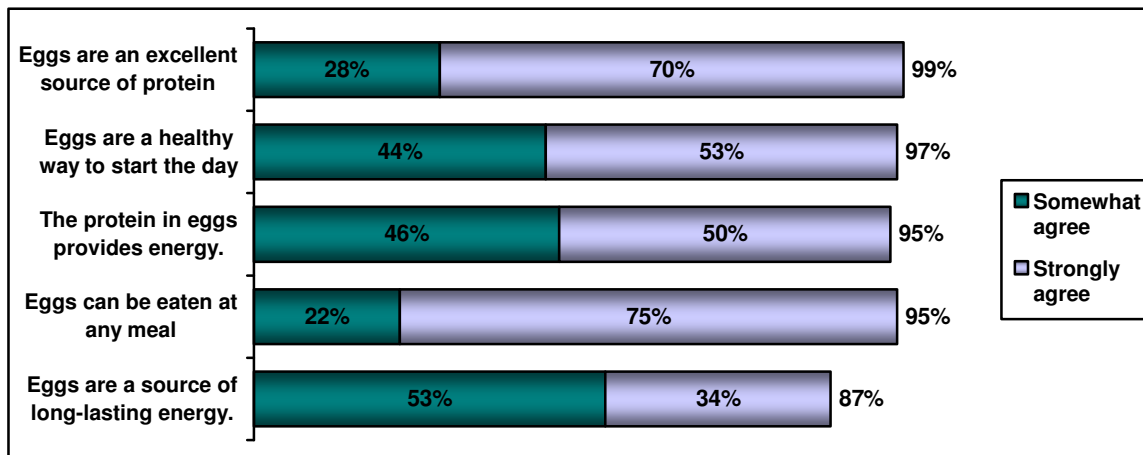
For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree with each of the following statements.

- Younger mothers age 18-34 are the most likely to agree “as a mother, I am often starved for energy” (82% vs. 74% among those age 35-54).
- Mothers in Eastern Ontario are the most likely to agree “If I had more energy, I would exercise more often” (82%) while those in the GTA are the least likely (73%).
- Mothers in the GTA (76%) are the most likely to agree “If I had more energy, I would do something for myself like going back to school or pursue a hobby”, followed by those in Central Ontario (67%) and Southwest Ontario (66%).



- Younger mothers age 18-34 are more likely to agree with the statement “if I had more energy, I would plan more nutritious meals for my family” (66% vs. 58% among those age 35-54).
- Mothers of young children age 4 years or younger are the most likely to agree they are “often starved for energy” (84% vs. 78% for those with kids 5-12 years old and 72% among those with kids 13-17 years old).

### *And They Feel Eggs Are A Great Source Of Energy For Them...*



- There are no demographic variances with respect to this series of questions.



## *Mothers Today Lead A Busy Lifestyle...*

Activity	Avg. # Of Times/Week
Prepare a nutritious dinner for your children	5.4
Prepare a nutritious dinner for yourself	4.7
Prepare a nutritious breakfast for your children	4.6
Have a good night's sleep	3.6
Read a book/magazine	3.4
Prepare a nutritious breakfast for yourself	3.2
Take time for yourself to relax or pursue a hobby	2.4
Exercise/Work-out	2.3
Order take-out/delivery from restaurant	0.9
Eat out at a restaurant	0.7

- Mothers in Eastern Ontario and Northern Ontario (2.5) exercise the most often during the week.
- Mothers in Southwest Ontario (1.1) order in the most often, followed by those in the GTA (1.0).
- Mothers in Southwest Ontario (2.4) prepare a nutritious breakfast for themselves the least often.
- Younger mothers age 18-34 are able to prepare a nutritious breakfast for their children more often than are older mothers over the age of 35 (avg. of 5.3/week vs. 4.1/week).
- Older mothers over the age of 35 get more opportunity to spend time for themselves than do younger mothers age 18-34 (avg. of 2.4 times per week vs. 2.0 times per week).
- Mothers with young children (4 and under) get the fewest good night's of sleep during an average week (3.1 nights/week vs. 3.8 nights/week for those who have teenaged children).

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