

It's The Thought That Counts

Mothers say 'No Gift' is the Worst Gift of All

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Ipsos Reid

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Toronto, ON – It appears that when it comes to presents on Mother's Day, Canadian mothers can share a few areas that gift-buyers should stay away from. According to a new poll by Ipsos Reid on behalf of the Christian Children's Fund of Canada, there are a great number of gifts that mothers appear not to like.

Topping the list are cleaning products (6%), which might not send the message of love and appreciation that one might expect from a mother's day gift. Other mentions include kitchenware (5%), clothing (4%), a kitchen appliance (3%), a vacuum (2%), an iron (2%), and alcohol (1%).

Still, Canadian mothers seem to agree that the worst gift is no gift at all (41%). Apparently, it's the thought that counts.

These are the findings of an Ipsos Reid poll conducted on behalf of the Christian Children's Fund of Canada from March 21 to March 25, 2008. This online survey of 355 Canadian mothers was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 5.2 percentage points, 19 times out of 20.

For more information on this news release, please contact:

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