

Mothers Day 2

Detailed tables

VSS2. What is the worst Mother's Day gift you have ever received? If you cannot think of one or feel you have never received a bad gift, what you would say the worst gift you could receive would be?

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

* small base

	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Mothers	355	55	172	128	38	111	173	33
Weighted	362	54*	160	149	46*	135	138	43*
Chore related/ cleaning products	20 6%	4 8%	10 6%	6 4%	1 3%	6 5%	8 6%	4 9%
A kitchen utensil/ kitchenware	18 5%	1 2%	8 5%	9 6%	3 6%	8 6%	6 4%	1 2%
Bad news/ bad events	17 5%	2 4%	7 5%	7 5%	1 3%	10 7%	4 3%	2 4%
Clothing	14 4%	4 7%	6 4%	4 3%	4 8%	8 6%	3 2%	0 -
A kitchen appliance	10 3%	3 6%	5 3%	2 1%	1 3%	2 1%	5 4%	1 3%
Tools	9 2%	3 5% C	6 4% C	0 -	0 -	0 -	6 5% E	3 6%
A vacuum	9 2%	1 2%	5 3%	2 2%	5 11% EF	1 1%	3 2%	0 -
Chocolates/ candy/ cake/ ice cream	8 2%	0 -	3 2%	5 3%	3 5%	1 1%	1 1%	3 7%
Appliance (unspecified)	7 2%	0 -	3 2%	4 3%	1 3%	2 1%	3 2%	2 4%
Knick knack	7 2%	0 -	3 2%	3 2%	0 -	3 2%	4 3%	0 -
An iron	6 2%	0 -	1 1%	5 3%	1 3%	2 1%	2 1%	1 3%
Flowers	6 2%	1 1%	4 2%	1 1%	1 3%	3 2%	2 2%	0 -
Alcohol	4 1%	0 -	2 1%	2 2%	0 -	3 3%	1 1%	0 -
Gift certificate/ gift card	3 1%	1 1%	1 0	2 1%	0 -	1 1%	2 2%	0 -

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	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
(Cheap) perfume	3 1%	0 -	3 2%	0 -	0 -	1 1%	2 1%	0 -
A card	2 1%	0 -	1 1%	1 1%	1 2%	1 1%	0 -	0 -
Other	54 15%	11 20%	17 11%	27 18%	2 5%	20 15%	23 17%	9 21%
None/ Receiving nothing/ no contact from children	150 41%	20 38%	68 43%	61 41%	17 37%	59 43%	58 42%	17 39%
(Dk/Ns)	15 4%	3 5%	5 3%	7 5%	5 10%	5 4%	4 3%	1 3%

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

* small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Mothers Weighted	355	61	33	24	125	78	34	96	121	138	147	208
	362	53*	39*	24**	138	83*	26*	101*	123	139	142	220
Chore related/ cleaning products	20 6%	2 4%	4 10%	0 -	9 6%	4 5%	1 5%	5 5%	6 5%	10 7%	12 8%	9 4%
A kitchen utensil/ kitchenware	18 5%	2 3%	3 7%	0 -	7 5%	7 8%	0 -	3 3%	6 5%	9 7%	4 3%	13 6%
Bad news/ bad events	17 5%	3 5%	1 2%	0 -	7 5%	5 7%	1 5%	8 8%	5 4%	4 3%	4 3%	13 6%
Clothing	14 4%	1 2%	1 3%	0 -	7 5%	5 5%	1 2%	3 3%	5 4%	6 4%	5 3%	10 4%
A kitchen appliance	10 3%	1 3%	1 3%	1 4%	5 3%	0 -	1 5% E	2 2%	4 3%	5 3%	5 4%	4 2%
Tools	9 2%	0 -	2 6%	1 6%	4 3%	1 1%	0 -	2 2%	3 3%	4 3%	4 3%	5 2%
A vacuum	9 2%	1 2%	2 6%	0 -	4 3%	1 2%	0 -	1 1%	3 3%	4 3%	2 2%	7 3%
Chocolates/ candy/ cake/ ice cream	8 2%	0 -	0 -	1 6%	2 2%	4 5%	1 3%	4 4%	2 2%	2 2%	3 2%	5 2%
Appliance (unspecified)	7 2%	1 1%	0 -	0 -	7 5%	0 -	0 -	2 2%	1 0	5 3%	4 3%	3 1%
Knick knack	7 2%	1 3%	0 -	0 -	2 1%	3 4%	0 -	1 1%	3 2%	2 2%	1 0	6 3%
An iron	6 2%	1 2%	1 3%	0 -	4 3%	0 -	0 -	1 1%	2 2%	2 2%	1 1%	5 2%
Flowers	6 2%	1 1%	0 -	0 -	0 -	5 6% D	0 -	3 3%	2 2%	1 0	3 2%	3 1%
Alcohol	4 1%	2 4%	0 -	0 -	1 1%	1 1%	0 -	1 1%	1 1%	2 1%	0 -	4 2%

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		A	B	C	D	E	F	G	H	I	J	K
Gift certificate/ gift card	3 1%	3 5% D	0 -	0 -	0 -	1 1%	0 -	1 1%	2 2%	1 0	1 0	3 1%
(Cheap) perfume	3 1%	0 -	0 -	1 5%	1 1%	1 1%	0 -	1 1%	0 -	2 1%	0 -	3 1%
A card	2 1%	0 -	0 -	0 -	1 1%	0 -	1 4%	1 1%	1 1%	0 -	1 1%	1 0
Other	54 15%	7 13%	6 16%	5 21%	20 14%	12 14%	5 18%	20 20%	15 12%	19 14%	24 17%	30 14%
None/ Receiving nothing/ no contact from children	150 41%	25 47%	14 37%	13 54%	57 41%	28 33%	13 50%	36 35%	58 47%	57 41%	63 44%	87 40%
(Dk/Ns)	15 4%	3 6% D	3 7% D	1 5%	1 1%	5 7% D	2 7% D	7 7%	4 3%	4 3%	5 4%	9 4%