

1. What is the worst Mother's Day gift you ever received?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	527	109	289	129	32	192	233	70
Weighted	527	147	209	171	38**	222	172	95*
Receiving no gift at all	76	24	33	19	2	41	18	16
	14%	16%	16%	11%	4%	19%	10%	16%
						F		
My children are too young to give gifts	22	19	3	0	1	10	5	6
	4%	13%	1%	-	4%	5%	3%	6%
		BC						
Forgetting altogether that it was Mother's Day	10	3	5	3	0	7	2	1
	2%	2%	2%	2%	-	3%	1%	1%
(Artificial) flowers/ plants	9	4	2	3	2	4	3	0
	2%	3%	1%	2%	4%	2%	2%	-
Kitchenware	8	2	3	3	2	1	4	1
	1%	1%	1%	2%	4%	0	2%	1%
Kitchen appliances	8	2	2	3	0	5	1	2
	1%	1%	1%	2%	-	2%	0	2%
We do not celebrate Mother's Day	7	0	4	3	1	3	3	0
	1%	-	2%	2%	2%	1%	2%	-
Household/ cleaning appliances	7	3	3	2	2	3	2	1
	1%	2%	1%	1%	4%	1%	1%	1%
Clothing/ accessories	7	1	3	3	0	3	2	1
	1%	1%	1%	2%	-	1%	1%	1%
Ornaments/ decorations	7	1	1	5	0	4	2	0
	1%	1%	1%	3%	-	2%	1%	-
Chocolate/ candy	6	2	2	3	0	3	2	1
	1%	1%	1%	2%	-	1%	1%	1%

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	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Food/ meal	4	0	3	1	0	2	2	0
	1%	-	1%	1%	-	1%	1%	-
A broom	3	0	1	2	0	2	1	0
	0	-	0	1%	-	1%	1%	-
Money	2	0	1	1	0	1	1	0
	0	-	0	1%	-	0	1%	-
Other	44	14	10	20	4	15	13	13
	8%	10%	5%	12%	11%	7%	7%	13%
				B				
None/ they are all good gifts	268	72	118	78	20	105	96	47
	51%	49%	56%	46%	53%	47%	56%	49%
Don't know	50	8	18	24	5	21	17	7
	10%	5%	9%	14%	13%	9%	10%	8%
				A				

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

2. Would you be pleased if someone bought a gift in your name from a charitable gift catalogue for Mother's Day?

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		A	B	C	D	E	F	G
Base: All respondents	527	109	289	129	32	192	233	70
Weighted	527	147	209	171	38**	222	172	95*
Very pleased	185	52	67	66	13	82	58	32
	35%	35%	32%	39%	33%	37%	34%	34%
Somewhat pleased	238	69	97	71	16	103	79	40
	45%	47%	46%	42%	43%	47%	46%	42%
Not very pleased	75	23	32	20	5	26	24	20
	14%	16%	15%	11%	13%	12%	14%	21%
Not at all pleased	30	4	13	13	4	10	11	4
	6%	2%	6%	8%	11%	4%	7%	4%
Summary								
Top2Box (Very/Somewhat pleased)	423	121	164	138	29	186	136	72
	80%	82%	78%	81%	76%	84%	79%	75%
Low2Box (Not very/Not at all pleased)	104	26	45	33	9	36	36	24
	20%	18%	22%	19%	24%	16%	21%	25%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing