

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

		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: All respondents	527	75	59	50	192	115	36	85	146	296	292	235
Weighted	527	70*	54*	34*	202	129	39*	83*	148	296	280	247
Receiving no gift at all	76	12	11	3	36	11	4	15	19	42	50	27
	14%	17%	20%	10%	18%	8%	10%	18%	13%	14%	18%	11%
			E		E						K	
My children are too young to give gifts	22	8	4	1	2	6	2	3	10	9	19	4
	4%	11%	7%	3%	1%	5%	5%	4%	7%	3%	7%	1%
		D	D			D					K	
Forgetting altogether that it was Mother's Day	10	0	2	0	4	4	0	2	2	6	5	5
	2%	-	4%	1%	2%	3%	-	3%	1%	2%	2%	2%
(Artificial) flowers/ plants	9	1	1	0	2	4	2	2	5	2	6	3
	2%	1%	1%	-	1%	3%	4%	2%	4%	1%	2%	1%
									I			
Kitchenware	8	0	0	1	2	3	1	1	3	4	3	4
	1%	-	1%	4%	1%	2%	1%	1%	2%	1%	1%	2%
Kitchen appliances	8	1	0	0	0	4	2	0	3	4	4	3
	1%	2%	-	-	-	3%	5%	-	2%	1%	2%	1%
		D				D	D					
We do not celebrate Mother's Day	7	2	0	1	1	3	1	1	4	2	3	4
	1%	3%	-	2%	1%	2%	1%	1%	3%	1%	1%	1%
Household/ cleaning appliances	7	0	4	0	3	0	0	0	3	3	4	3
	1%	-	7%	-	2%	-	-	-	2%	1%	2%	1%
			ADE									
Clothing/ accessories	7	2	1	0	3	0	1	2	1	3	2	4
	1%	3%	2%	-	1%	-	3%	3%	1%	1%	1%	2%
Ornaments/ decorations	7	0	0	1	1	5	1	4	0	3	2	5
	1%	-	-	3%	0	4%	1%	5%	-	1%	1%	2%
						D		HI				
Chocolate/ candy	6	0	0	1	3	3	0	2	1	4	3	3
	1%	-	-	2%	1%	2%	-	2%	0	1%	1%	1%
Food/ meal	4	0	0	0	2	2	0	3	0	1	2	2
	1%	-	-	-	1%	2%	-	3%	-	0	1%	1%
								H				
A broom	3	0	0	0	2	0	0	0	2	1	1	2
	0	-	-	1%	1%	-	-	-	1%	0	0	1%
Money	2	0	1	0	0	0	1	1	1	0	0	2
	0	-	1%	-	-	-	3%	1%	1%	-	-	1%
							D					
	44	13	3	4	14	7	4	11	9	24	19	26

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Other	8%	19%	5%	12%	7%	5%	9%	13%	6%	8%	7%	10%
		BDE										
None/ they are all good gifts	268	27	22	21	113	66	19	36	76	156	144	124
	51%	39%	41%	60%	56%	51%	49%	43%	51%	53%	52%	50%
				A	A							
Don't know	50	6	6	2	22	11	3	5	10	35	19	31
	10%	9%	12%	5%	11%	9%	8%	6%	7%	12%	7%	12%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

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	H	I	J	K
Base: All respondents	527	75	59	50	192	115	36	85	146	296	292	235
Weighted	527	70*	54*	34*	202	129	39*	83*	148	296	280	247
Very pleased	185	29	14	10	75	39	18	28	53	105	93	92
	35%	42%	26%	29%	37%	31%	47%	33%	36%	35%	33%	37%
Somewhat pleased	238	26	33	15	86	61	17	43	64	130	131	107
	45%	38%	62%	44%	43%	47%	42%	51%	44%	44%	47%	43%
			AD									
Not very pleased	75	8	6	6	30	22	3	10	19	46	42	33
	14%	12%	11%	17%	15%	17%	7%	12%	13%	16%	15%	13%
Not at all pleased	30	6	1	3	12	6	2	3	12	15	14	16
	6%	9%	2%	10%	6%	5%	4%	4%	8%	5%	5%	6%
Summary												
Top2Box (Very/Somewhat pleased)	423	55	47	25	161	100	35	70	117	235	224	199
	80%	80%	87%	73%	80%	78%	89%	85%	79%	79%	80%	80%
Low2Box (Not very/Not at all pleased)	104	14	7	9	41	29	4	13	31	61	56	49
	20%	20%	13%	27%	20%	22%	11%	15%	21%	21%	20%	20%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base