



Canadian Online Omni April 16 - April 23, 2012

Mothers Day Banner 2

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S1. Are you mother of any children of any age?

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Yes	522	69	53	34	200	127	39	100	178	245	137	385
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Receiving no gift at all	55	8	3	4	28	9	3	13	17	24	9	46
	11%	12%	5%	11%	14%	7%	8%	13%	10%	10%	7%	12%
Forgetting altogether that it was Mother's Day	22	4	4	2	11	1	1	4	9	9	3	19
	4%	6%	7%	7%	6%	1%	1%	4%	5%	4%	2%	5%
		E	E	E								
My children are too young to give gifts	15	0	1	1	5	8	0	2	3	10	3	12
	3%	-	2%	4%	2%	6%	-	2%	2%	4%	2%	3%
Kitchenware	13	1	2	0	3	8	0	3	3	7	3	10
	3%	1%	5%	-	1%	6%	-	3%	2%	3%	2%	3%
Clothing/ accessories	12	0	3	0	4	3	2	4	2	5	4	8
	2%	-	5%	-	2%	2%	5%	4%	1%	2%	3%	2%
Food/ meal	8	0	0	0	5	3	0	0	6	2	0	8
	1%	-	-	-	2%	2%	-	-	3%	1%	-	2%
(Artificial) flowers/ plants	7	2	0	0	1	5	0	2	4	2	2	5
	1%	2%	-	-	0	4%	-	2%	2%	1%	1%	1%
Kitchen appliances	6	1	3	0	1	1	0	0	2	3	2	4
	1%	1%	6%	-	1%	1%	-	-	1%	1%	1%	1%
			DE									
Household/ cleaning appliances	5	0	2	0	1	0	2	0	3	2	0	5
	1%	-	3%	-	0	-	6%	-	2%	1%	-	1%
A broom	4	0	0	0	0	4	0	0	0	4	4	0
	1%	-	-	-	-	3%	-	-	-	2%	3%	-
						D					K	
Ornaments/ decorations	3	0	1	0	0	3	0	0	1	3	2	2
	1%	-	1%	1%	-	2%	-	-	1%	1%	1%	0
Chocolate/ candy	2	0	0	0	1	1	0	0	2	0	0	2
	0	-	-	1%	1%	1%	-	0	1%	-	-	1%
We do not celebrate Mother's Day	1	0	0	0	1	0	1	1	0	1	0	1
	0	-	-	-	0	-	1%	1%	-	0	-	0
Money	1	0	0	0	0	0	1	0	1	0	0	1
	0	-	-	-	-	-	2%	-	0	-	-	0

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
Other	34	8	2	1	11	5	6	6	10	18	12	22
	7%	11%	4%	4%	6%	4%	16%	6%	6%	7%	9%	6%
None/ they are all good gifts	294	40	27	21	118	66	22	62	103	129	85	209
	56%	59%	50%	61%	59%	52%	56%	62%	58%	53%	62%	54%
Don't know	40	6	6	3	11	11	2	2	12	26	7	33
	8%	8%	11%	10%	6%	9%	5%	2%	7%	11%	5%	9%
										G		

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

2_1. (Honoured) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Honoured												
Strongly agree	276	39	29	21	106	60	21	66	89	121	68	207
	53%	57%	54%	62%	53%	47%	53%	66%	50%	49%	50%	54%
Somewhat agree	187	17	18	9	80	46	17	23	65	100	46	141
	36%	25%	34%	27%	40%	36%	44%	23%	36%	41%	33%	37%
Somewhat disagree	37	9	3	1	11	14	0	6	17	14	13	25
	7%	13%	6%	3%	5%	11%	-	6%	10%	6%	9%	6%
Strongly disagree	22	3	3	3	3	8	1	5	7	10	10	12
	4%	5%	6%	8%	2%	7%	3%	5%	4%	4%	7%	3%
Summary												
Top2Box	463	57	47	30	186	105	37	89	153	220	114	349
	89%	82%	88%	89%	93%	83%	97%	89%	86%	90%	83%	90%
Low2Box	59	12	6	4	14	22	1	11	24	24	23	37
	11%	18%	12%	11%	7%	17%	3%	11%	14%	10%	17%	10%
		D				D						

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

2_2. (Charitable) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Charitable												
Strongly agree	255	27	25	18	111	54	19	55	85	114	63	192
	49%	40%	48%	52%	56%	43%	49%	56%	48%	47%	46%	50%
Somewhat agree	205	29	19	13	73	53	19	31	70	104	52	153
	39%	42%	35%	38%	36%	42%	49%	31%	40%	42%	38%	40%
Somewhat disagree	36	7	4	0	12	12	1	9	15	12	11	25
	7%	10%	7%	-	6%	10%	2%	9%	9%	5%	8%	7%
Strongly disagree	26	5	5	4	4	8	0	4	7	14	10	15
	5%	7%	10%	11%	2%	6%	-	5%	4%	6%	8%	4%
Summary												
Top2Box	460	57	44	30	184	107	38	86	155	218	115	345
	88%	82%	83%	89%	92%	84%	98%	87%	87%	89%	84%	90%
Low2Box	62	12	9	4	16	20	1	13	22	26	22	40
	12%	18%	17%	11%	8%	16%	2%	13%	13%	11%	16%	10%

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

2_3. (Disappointed) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Disappointed												
Strongly agree	33	5	3	4	8	10	2	5	15	13	10	23
	6%	7%	5%	13%	4%	8%	5%	5%	9%	5%	7%	6%
Somewhat agree	75	8	5	4	30	25	4	14	34	28	14	61
	14%	12%	9%	11%	15%	20%	12%	14%	19%	11%	10%	16%
Somewhat disagree	111	12	12	4	43	31	9	16	29	66	32	78
	21%	17%	23%	13%	21%	25%	23%	16%	16%	27%	24%	20%
Strongly disagree										H		
	303	44	34	22	119	61	23	65	99	138	80	222
	58%	64%	63%	63%	60%	48%	60%	65%	56%	57%	59%	58%
Summary												
Top2Box	108	13	7	8	38	35	7	19	49	40	24	84
	21%	19%	14%	24%	19%	28%	17%	19%	28%	17%	17%	22%
Low2Box									I			
	414	56	46	26	162	92	32	81	129	204	113	301
	79%	81%	86%	76%	81%	72%	83%	81%	72%	83%	83%	78%
										H		

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

2_4. (Confused) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Confused												
Strongly agree	37	9	2	1	9	13	1	9	15	13	8	28
	7%	13%	4%	4%	4%	11%	3%	9%	8%	5%	6%	7%
Somewhat agree		D										
	66	5	6	3	21	26	6	15	27	25	17	49
	13%	7%	11%	9%	11%	20%	15%	15%	15%	10%	13%	13%
Somewhat disagree						AD						
	133	14	8	9	52	40	9	23	45	66	39	94
	26%	20%	15%	28%	26%	32%	24%	23%	25%	27%	28%	24%
Strongly disagree						B						
	286	41	37	20	117	48	23	54	92	140	72	214
	55%	59%	70%	59%	59%	37%	59%	54%	51%	57%	53%	55%
		E	E	E	E							
Summary												
Top2Box	103	14	8	4	30	39	7	23	42	38	26	77
	20%	21%	15%	13%	15%	31%	18%	23%	23%	16%	19%	20%
Low2Box						BD						
	419	55	45	30	170	88	32	76	136	206	111	308
	80%	79%	85%	87%	85%	69%	82%	77%	77%	84%	81%	80%
			E		E							

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

2. (Top2box Summary) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Honoured	463	57	47	30	186	105	37	89	153	220	114	349
	89%	82%	88%	89%	93%	83%	97%	89%	86%	90%	83%	90%
					AE							
Charitable	460	57	44	30	184	107	38	86	155	218	115	345
	88%	82%	83%	89%	92%	84%	98%	87%	87%	89%	84%	90%
					A							
Disappointed	108	13	7	8	38	35	7	19	49	40	24	84
	21%	19%	14%	24%	19%	28%	17%	19%	28%	17%	17%	22%
									I			
Confused	103	14	8	4	30	39	7	23	42	38	26	77
	20%	21%	15%	13%	15%	31%	18%	23%	23%	16%	19%	20%
						BD						

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

2. (Low2box Summary) If, on Mother's Day, your children made a donation in your name to an organization that helps mothers living in poverty around the world, to what extent do you agree or disagree that you would feel...

		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	522	70	64	38	193	118	39	107	178	237	92	430
Weighted	522	69*	53*	34*	200	127*	39**	100*	178	245	137*	385
Confused	419	55	45	30	170	88	32	76	136	206	111	308
	80%	79%	85%	87%	85%	69%	82%	77%	77%	84%	81%	80%
			E		E							
Disappointed	414	56	46	26	162	92	32	81	129	204	113	301
	79%	81%	86%	76%	81%	72%	83%	81%	72%	83%	83%	78%
										H		
Charitable	62	12	9	4	16	20	1	13	22	26	22	40
	12%	18%	17%	11%	8%	16%	2%	13%	13%	11%	16%	10%
		D										
Honoured	59	12	6	4	14	22	1	11	24	24	23	37
	11%	18%	12%	11%	7%	17%	3%	11%	14%	10%	17%	10%
		D				D						

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