

Most Canadian Mothers Would Feel 'Honoured' (89%), 'Charitable' (88%) If their Kids Made a Donation in Their Name for Mother's Day

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Toronto, ON – If on Mother’s Day their children made a donation in their name to an organization that helps mothers living in poverty around the world, most (89%) ‘agree’ (53% strongly/36% somewhat) that they would feel ‘honoured’ and ‘charitable’ (88% total – 49% strongly/39% somewhat), according to a new Ipsos Reid poll conducted on behalf of the Christian Children’s Fund of Canada.

Mothers in Atlantic Canada (97%) are most likely to say they’d feel honoured, followed by those living in Ontario (93%), Saskatchewan and Manitoba (89%), Alberta (88%), Quebec (83%), and British Columbia (82%). Similar patterns emerge when it comes to feeling charitable with mothers in Atlantic Canada leading the way (98%), followed by those living in Ontario (92%), Saskatchewan and Manitoba (89%), Quebec (84%), Alberta (83%) and British Columbia (82%).

Conversely, just two in ten (21%) ‘agree’ (6% strongly/14% somewhat) that they would be ‘disappointed’ to receive a charitable gift of this nature from their kids for Mother’s Day, while just 20% would feel ‘confused’ (7% strongly/13% somewhat) to have received such a gift.

Reflecting back on the worst Mother’s Day gift they have ever received, a majority (56%) actually say that they’ve never received a lousy gift and that everything they’ve received has been a good gift. While one in ten (8%) can’t recall, roughly one in three specifically recall



some pretty awful gifts, including forgetting that it was Mother's Day at all (4%). Other rotten gifts include kitchenware (3%), clothing or accessories (2%), food (1%), a household cleaning appliance (1%), or even a broom (1%).

For example, one respondent in the survey once received "oven mitts from a dollar store that smelled like moth balls", while another received a "garden hoe". Other mothers have received gifts such as a chainsaw", a "frying pan", a "vegetable shredder", "bad perfume", a "muffin pan", an "old woman's house dress", a "white noise sound maker", a "knife", a "cooking spoon", and a "really big shoehorn".

These are some of the findings of an Ipsos Reid poll conducted between April 20-24, 2012, on behalf of the Christian Children's Fund of Canada. For this survey, a sample of 522 mothers from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 4.3 percentage points, 19 times out of 20, of what the results would have been had the entire population of mothers in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

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