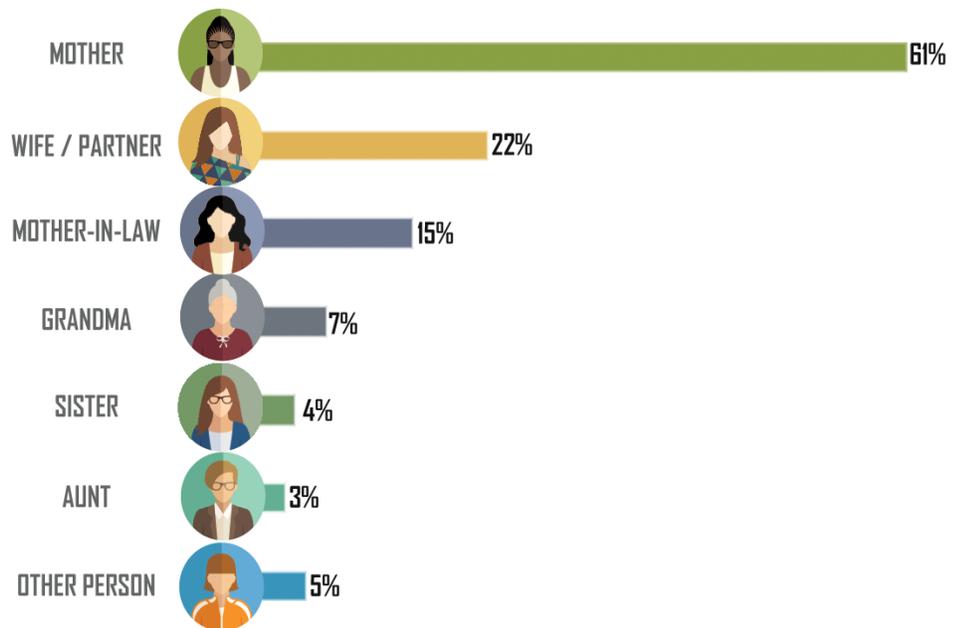


OUR PROVINCE WILL HONOUR & CELEBRATE MOTHERS

Three quarters of Manitobans have planned to celebrate Mother's Day!

Our mothers are the reason we're here, so it's not surprising that the majority of Manitobans (74%) use Mother's Day to celebrate them. This includes showering mothers with gifts of all kinds. However, celebrations tend to be linked to income, as those with a higher income are more likely to celebrate Mother's Day, increasing from 66% of those in households earning under \$40,000 annually to 84% of those earning \$100,000 or more. Age also plays a factor, as those who are older are less likely to celebrate, dropping from 86% of those under 30 to 63% of those 65 and older. This seems to indicate that younger people are celebrating their mothers, but those who may be mothers are less likely to be celebrating themselves.

Those being celebrated on Mother's Day

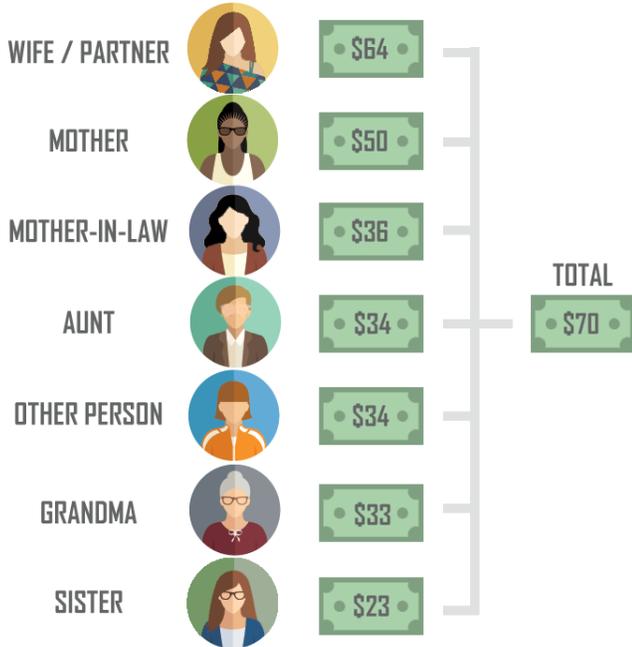


Mothers are top priority.

On Mother's Day, almost 3 in 10 Manitobans will be celebrating more than just one woman, with their own mother still at the top of the list. Although 61% of Manitobans will use the day to recognize their own mother, many will celebrate by honouring their partner (22%), mother-in-law (15%), grandma (7%), sister (4%), aunt (3%) and even other women in their lives (5%).

Wives and partners will be receiving the most expensive gifts.

Average spending



Manitobans will spend an average of \$70 on all the women for whom they plan to buy gifts. Although most plan to celebrate their own mothers with \$50 in gifts, these may not be the mothers who will receive the most expensive items or services; gifts being purchased for partners have the highest price tag at \$64, with some mentioning that they will spend over \$200. Mothers-in-law, grandmas, sisters, aunts, and other women will receive gifts that range in value from \$23 to \$36.

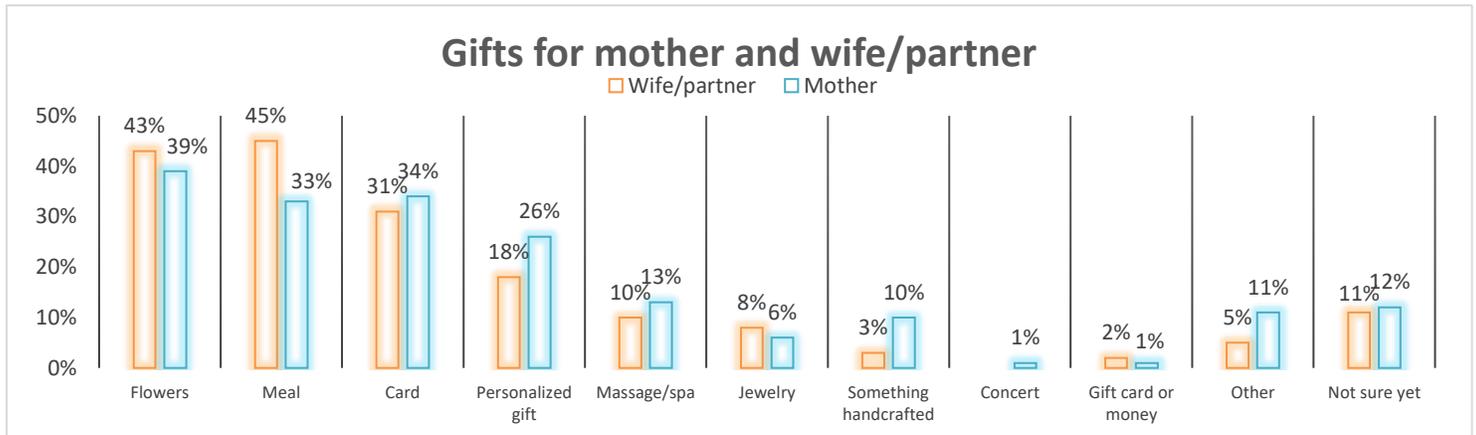
Men will spend about \$75, and families with younger children will spend \$78, which is about \$10 more than their cohorts. The largest difference is by income; households with incomes over \$100,000 plan to spend \$87, which is around \$20-\$25 more than those households with incomes less than \$100,000.

Mothers – be prepared to expect a lot of flowers and food.

With less than a week to go, 1 in 10 Manitobans are unsure of what to get for either their mother, wife, or partner.

The top four items that consumers are most likely to purchase for their mothers are flowers (39%), a card (34%), a meal (33%), and a personalized gift (26%).

Those who are married or partnered should expect similar items: a meal (45%), flowers (43%), a card (31%), and a personalized gift (18%).



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METHODOLOGY

PRA conducted the survey from April 30– May 5, 2019 using its Manitoba Panel. In total, 1,647 Manitobans completed the survey.

Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of $\pm 2.5\%$ (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Statistics Canada information.

PRA is an independent research and consulting company. Its head office in Winnipeg houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.

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