

Report

Leger

MOTHER'S DAY PURCHASE BEHAVIOUR DURING COVID-19

Retail Council of Canada

DATE 2020-05-29 PROJECT NUMBER 81501-110





**HAPPY
MOTHER'S
DAY!**

METHODOLOGY

QUANTITATIVE RESEARCH



Web survey using computer-assisted Web interviewing (CAWI) technology.



1513 Canadians were interviewed between May 15th to May 17th , 2020, using Leger's online LEO panel.



Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.



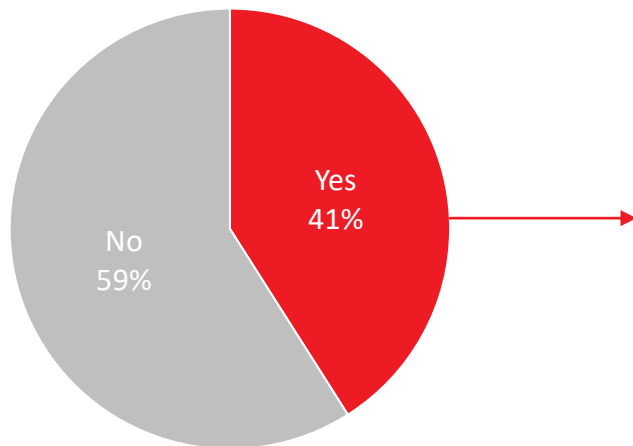
**HAPPY
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DETAILED RESULTS

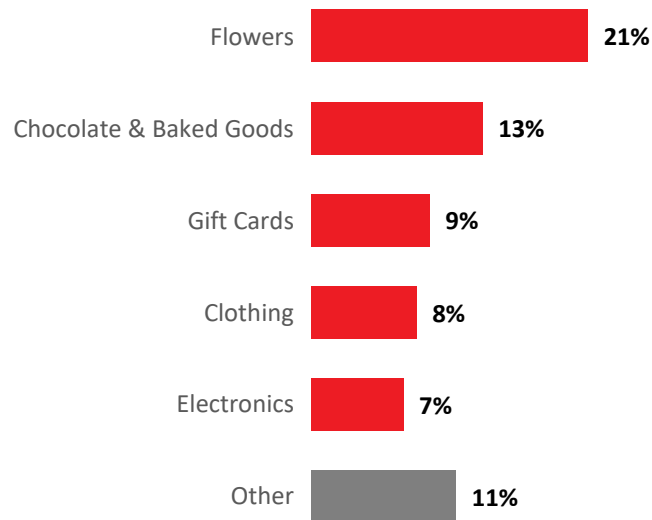
2 IN 5 MADE A PURCHASE FOR MOTHER'S DAY THIS YEAR

Flowers were the most bought item for Mother's Day this year, followed by chocolate and baked goods.

MADE A MOTHER'S DAY PURCHASE

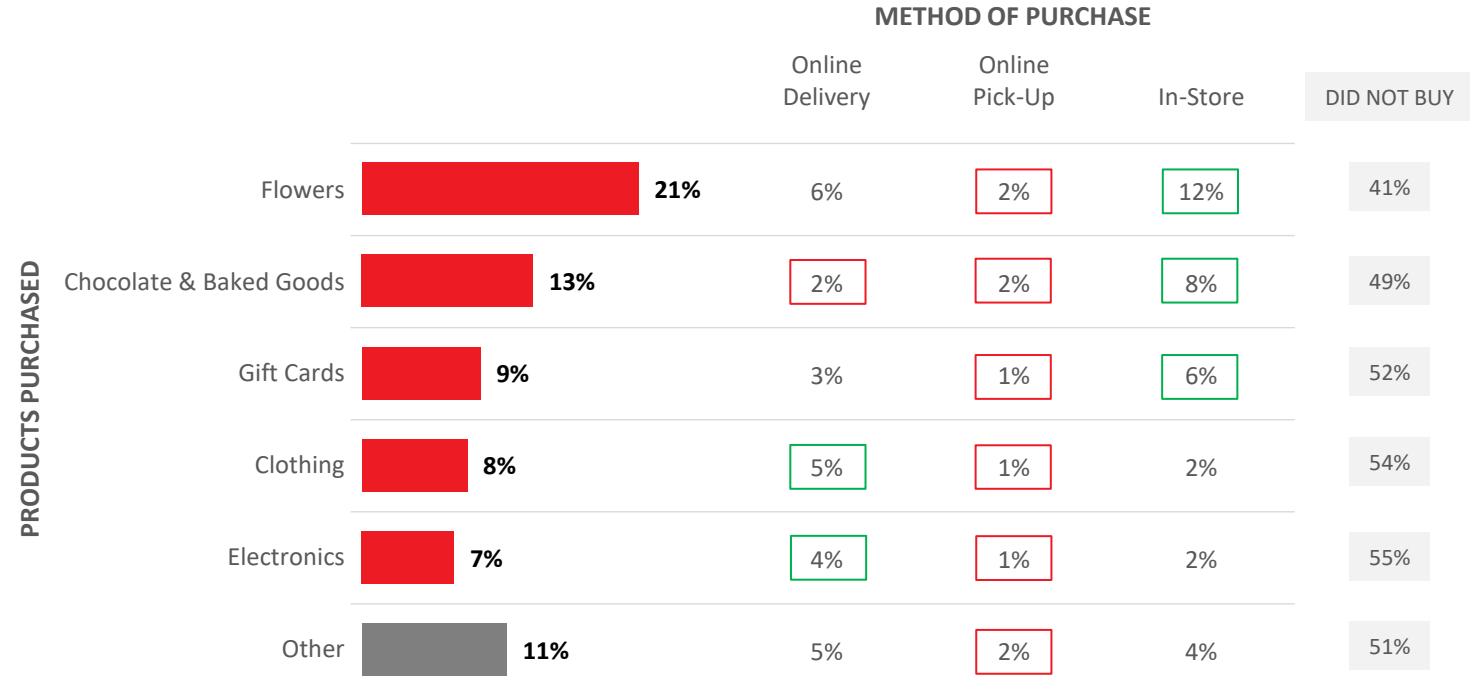


PRODUCTS PURCHASED FOR MOTHER'S DAY



MOTHER'S DAY PURCHASE BEHAVIOUR DURING COVID

Most who bought flowers, chocolate & baked goods, and gift cards for Mother's Day physically bought from a store, whereas clothing and electronics were more likely to be purchased through online deliveries. 15% of Canadians decided to celebrate Mother's Day once the pandemic is over.



Older Canadians (55+) are more likely to say they did not buy for Mother's Day during the COVID-19 pandemic. However, they were also more likely to say they do not celebrate Mother's Day.

24% Do not celebrate Mother's Day



















15% Will celebrate Mother's Day AFTER COVID-19

0001 What, if anything, did you purchase this year for Mother's Day – and where? (n=1513).

□ □ Significantly higher/lower

MOTHER'S DAY PURCHASE BEHAVIOUR DURING COVID

Overall, younger Canadians are more likely to have purchased gifts for Mother's Day. Males were more likely to turn to chocolates & baked goods, gift cards and electronics vs. women. Few noteworthy regional differences.

PRODUCTS PURCHASED		REGION		AGE		GENDER		FIRST CHOICE*		DID NOT BUY
		QC	ROC	<35	35+	Male	Female	Yes	No	
		Base: 411 1102		449	1064	787	726	504	137	
ANY	 41%	36%	42%	 52%	37%	42%	39%	N/A	N/A	21%
Flowers	 21%	17%	 22%	 27%	18%	22%	20%	 54%	38%	41%
Chocolate & Baked Goods	 13%	12%	13%	 22%	9%	 15%	10%	29%	37%	49%
Gift Cards	 9%	7%	10%	12%	8%	 13%	6%	21%	30%	52%
Clothing	 8%	9%	7%	 13%	6%	8%	7%	18%	21%	54%
Electronics	 7%	6%	7%	 11%	5%	 10%	4%	17%	20%	55%
Other	 11%	12%	11%	 15%	9%	9%	13%	27%	26%	51%


78%

say product(s) purchased were their FIRST CHOICE*

24% Do not celebrate Mother's Day

15% Will celebrate Mother's Day AFTER COVID-19

0001 What, if anything, did you purchase this year for Mother's Day – and where? (n=1513)

0002 Was the product or products purchased your first choice for Mother's Day? Base: among those who made a purchase for Mother's Day this year (n=641).

 Significantly higher

ONLINE MOTHER'S DAY PURCHASE BEHAVIOUR DURING COVID

Younger Canadians (<35 years) are more likely to have made their Mother's Day purchase(s) online (delivery or pick-up) vs. older Canadians (35+years) across all categories. Males were more likely to shop for electronics online vs. females.

		REGION		AGE		GENDER			
		QC	ROC	<35	35+	Male	Female		
		<i>Base:</i>		411	1102	449	1064	787	726
PRODUCTS PURCHASED ONLINE	ANY	22%		23%	22%	32%	19%	23%	22%
	Flowers	9%		7%	9%	13%	7%	9%	8%
	Chocolate & Baked Goods	4%		3%	5%	9%	3%	6%	3%
	Gift Cards	4%		3%	4%	6%	3%	4%	3%
	Clothing	6%		7%	5%	9%	4%	6%	6%
	Electronics	5%		5%	5%	8%	4%	7%	3%
	Other	14%		15%	14%	17%	13%	13%	16%

IN-STORE MOTHER'S DAY PURCHASE BEHAVIOUR DURING COVID

Younger Canadians (<35 years) are more likely to have purchased gift(s) for Mother's Day in-store, particularly chocolate & baked goods and clothing.

PRODUCTS PURCHASED IN-STORE			REGION		AGE		GENDER	
			QC	ROC	<35	35+	Male	Female
	<i>Base:</i>		411	1102	449	1064	787	726
ANY		25%	21%	26%	30%	23%	27%	23%
Flowers		12%	9%	13%	13%	12%	12%	12%
Chocolate & Baked Goods		8%	9%	8%	13%	6%	9%	7%
Gift Cards		6%	4%	7%	7%	6%	8%	4%
Clothing		2%	2%	2%	4%	1%	3%	1%
Electronics		2%	2%	3%	4%	2%	4%	1%
Other		4%	4%	4%	7%	3%	4%	5%

OTHER PRODUCTS PURCHASED FOR MOTHER'S DAY

11%

say they purchased products outside of the main categories

	<i>Base:</i> 1513
Super/ dinner/ food box from a restaurant	1%
Beauty products	1%
Food/ hot beverage kit/ gift basket	1%
Kitchen appliances, tools and accessories	1%
Greeting card	1%
Home decor	1%
Books	1%
Outdoor ornaments/furniture/tools	1%
Accessories (purse, jewelry, etc.)	1%
Wine/ champagne/ alcohol	1%
Other	2%

SPONTANEOUS MENTIONS

[1% or less]

"Meal catering"

"Mother's Day card"

"Books"

"David's Tea"

"Gourmet take-out coffee"

"Glassware"

"Cheese, crackers, bread, tea"

"Cosmetics"

"Kitchen utensils"

"Lottery Tickets"

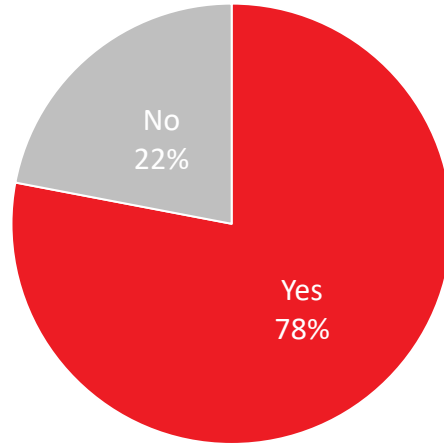
"Bicycle helmet"

"Make-up"

Only select verbatims shown

A MAJORITY SAY MOTHER'S DAY PURCHASE WAS THEIR FIRST CHOICE

Regardless of the COVID-19 restrictions in place, nearly 8 in 10 who made a Mother's Day purchase(s) say it was their first choice.





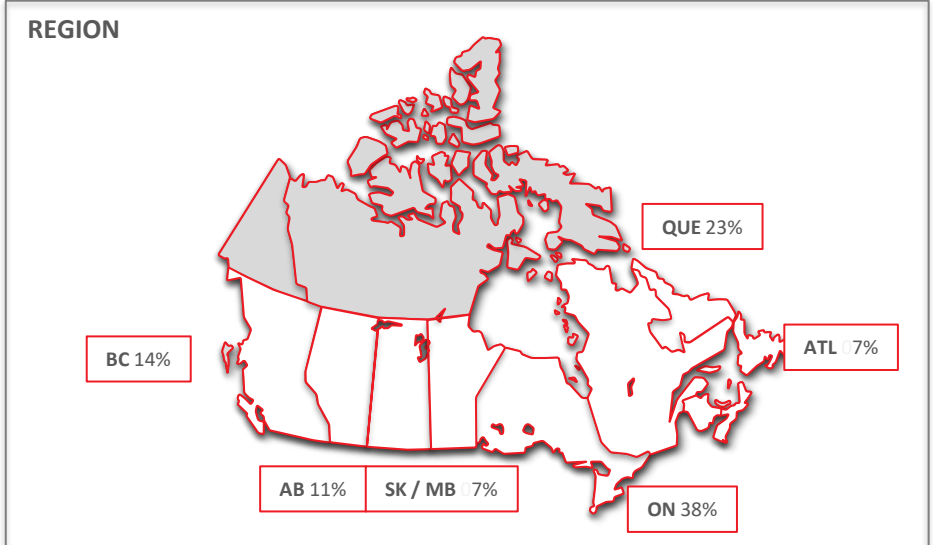
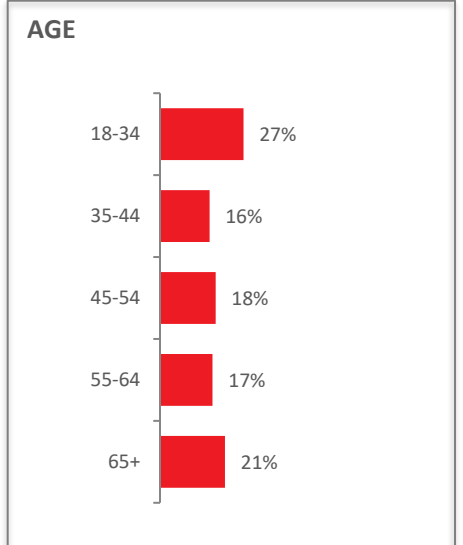
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DETAILED RESULTS

RESPONDENT PROFILE



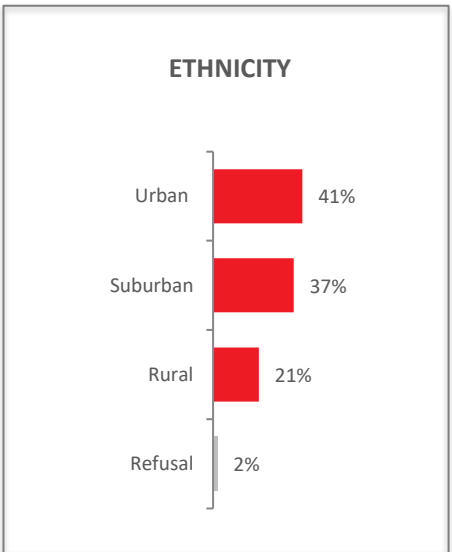
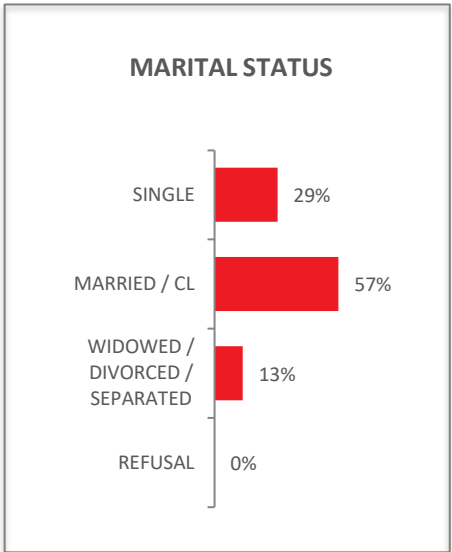
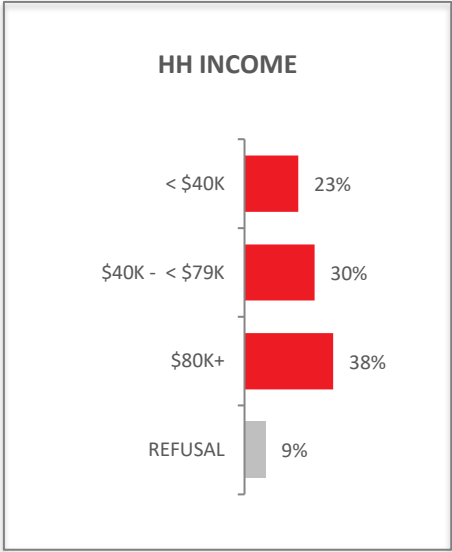
Base: 1513



RESPONDENT PROFILE



Base: 1513



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Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES

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CONSULTANTS

8
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