Phase 1

Moms
from Canada

Citizen Mom is a new, ongoing study commissioned by Citizen Relations and powered by AskingCanadians. This is the fist of four phases designed to go beyond the conventional wisdom on purchasing power and instead discover what really makes mom tick. The four step process allows us to ask, discuss and listen to gain a 360 degree view of what mom's feel about themselves. In addition to an omnibus survey, Citizen Mom will also be comprised of live online discussions and social listening in order to broaden our perspective on the most important woman in our lives.

33% stay-at-home moms (SAHM)

66% working moms (WM)
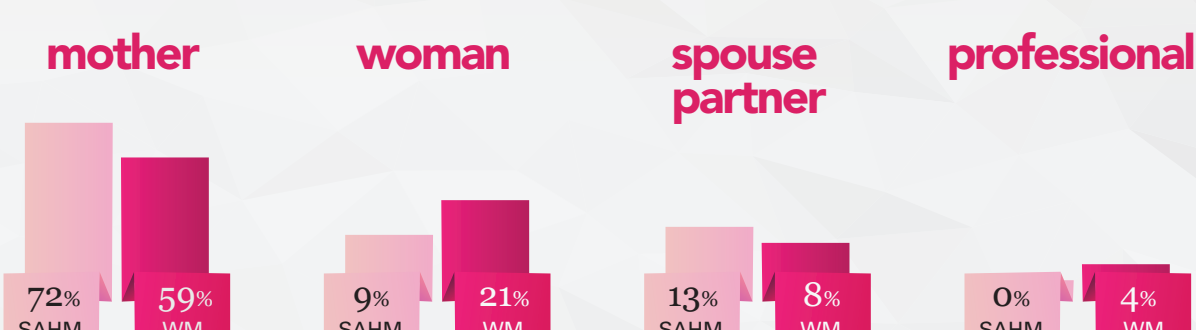
out of 300 moms surveyed with kids ages 18 and under

SUPER WOMAN?

Sure, we celebrate her strength, but Superwoman is never actually defeated. That's not a reflection of reality. Reality sometimes includes humourless sleep deprivation, spousal estrangement, even depression. The way mom sees herself is more complex.

HELLO MY NAME IS...

If you were going to introduce yourself to someone for the first time tomorrow, what would you say? Motherhood is centrally defining for all moms, but working moms have a greater likelihood than at-home moms to identify themselves as women first:

mother		woman		spouse partner		professional	
72% SAHM	59% WM	9% SAHM	21% WM	13% SAHM	8% WM	0% SAHM	4% WM

1/3 of all moms agree that time alone is the most precious commodity

TIME WITH KIDS	TIME ALONE
SAHM **15%** X **24%** WM	SAHM **33%** X **35%** WM

WITH FRIENDS	SPOUSE/PARTNER
SAHM **12%** X **14%** WM	SAHM **40%** X **28%** WM

MOMS ARE NEARLY 2X AS LIKELY TO DESCRIBE THEMSELVES AS A BITCH THAN A GODDESS, VIXEN OR DIVA

WORKAHOLIC
AND LESS THAN 1 IN 6 WORKING MOMS NEED WORK TO BE HAPPY

Both groups have made the choice to be at work or be at home in order to benefit their families, but both groups also see the alternative as a viable choice. Each group over-estimates the personal importance of the respective choice for the other.

REASONS SHE CHOSE TO BE A WORKING MOM

BEST CHOICE IN TERMS OF FAMILY FINANCES	**70%**
MOST LOGICAL CHOICE	**35%**
IMPORTANT FOR CHILDREN TO SEE THEM IN THIS ROLE	**30%**

REASONS SHE CHOSE TO BE AN AT-HOME MOM

66%	BEST CHOICE FOR THE WELL-BEING OF MY CHILDREN
32%	IMPORTANT FOR CHILDREN TO SEE THEM IN THIS ROLE
29%	MORE PERSONALLY GRATIFYING THAN THE ALTERNATIVE

Most moms indicate they want to work. Given the option to make a change...

AT-HOME MOMS WOULD **HALF** JOIN THE WORKFORCE

1 IN 5 WORKING MOMS WOULD LEAVE WORK ALTOGETHER

Mothering is hard work. In fact, it's more thankless, more disruptive and even more isolating than imagined. These women warn about the influence motherhood can have on egos and relationships. But they also revel in the simple rewards – a smile, a hug – signs that they are making an impact. And they are quick to affirm one thing – IT'S ALL WORTH IT.

Citizen Mom

stay tuned for more from Citizen Mom