

Carlton Cards Mother's Day by the numbers

Mississauga, Ontario (April 2016) - We like to think that mom knows everything, but the Carlton Cards trend experts have come up with some interesting tidbits about Moms and Mother's Day gathered from Statistics Canada, a survey by Angus Reid for RetailMeNot, and an online survey by IPG Media Brands.

Mother's Day Shopping

- In 2015 Mother's Day was the second largest card sending holiday after Christmas
- 47% of moms would love to spend time on Mother's Day with their immediate family (partner and children)
- 55% of Canadians planned on making a purchase for Mother's Day
- In 2015, the projected amount spent on Mom was \$492 million or \$27 per person
- 64% of Canadians agree we are more creative with gifts for Mother's Day than Father's Day
- Daughters tend to make a bigger deal out of both Mother's Day (49%) and Father's Day (43%) than son's, with 27% and 22% respectively

Mother's Changing Role in the Workforce

- Overall, the number of families with a stay-at-home parent declined from 1.5 million in 1976 to 500,000 in 2014. This was largely due to a decline in the number of stay-at-home mothers. Of all stay-at-home families, the father stayed home in 11% of cases in 2014. This compared to less than 2% in 1976.
- In 2014, 69% of couple families with at least one child under 16 were dual-earner families, up from 36% in 1976. Among dual-earner families, almost three-quarters had two parents working full time in 2014.

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For the past 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers seven English speaking brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Gibson, Tender Thoughts and Today and Always as well as three French speaking brands: Entre Nous, Papyrus and Tout en Tendresse. For more information on the Corporation visit <http://www.carltoncards.ca/>

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products. Along with greeting cards, its product lines include paper product offerings which include DesignWare party goods and American Greetings and Plus Mark gift-wrap, boxed cards and electronic greetings. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$2 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

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