

Men Say Their Wife/Partner (24%) is “Sexiest Mom Alive” - Women Say Madonna (12%)

Half (53%) of Canadian Mothers Want “Plants and Flowers” Over Other Items for the Home This Mother’s Day -- 5% (or Roughly 436,797 Moms) Want “Hand and Power Tools”



Ipsos Reid



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Toronto, ON – According to an Ipsos Reid/Canadian Tire survey released today, one quarter (24%) of men say that their wife/partner is the “sexiest Mom alive” when allowed up to three responses, while women think it is Madonna (12%). Also, from a list of household gifts they could get for Mother’s Day, half (53%) of Canadian mothers say that they would want “plants and flowers” most. However, 5% or roughly 436,797 moms say that they would want “hand and power tools”.

These are some of the findings of an Ipsos-Reid/Canadian Tire poll conducted between May 1st and May 4th. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ±3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. Also, for questions where up to three responses are accepted, the percentage of responses will add to more than 100

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percent. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

Men Say Their Wife/Partner (24%) is “Sexiest Mom Alive”- Women Say Madonna (12%)

When asked on an open-ended basis (i.e. no list supplied, only their responses recorded) “who do you think is the sexiest mom alive,” my “wife/partner” (24%) tops the list for cumulative responses among men. Also making the list among men are “my mom” (10%), Madonna (10%), Demi Moore (8%) Pamela Anderson (7%), Celine Dion (3%), Cindy Crawford (2%), Sophia Loren (2%), “other relatives such as a sister or cousin” (2%), Hillary Clinton (1%), Kathie Lee/Kathie Lee Gifford (1%), Faith Hill (1%), and Catherine Zeta-Jones (1%).

For women, the “sexiest mom alive” is Madonna (12%), accumulating the most responses, followed by “my mom” (11%), “myself” (7%), Demi Moore (6%), Celine Dion (5%), Cindy Crawford (5%), “my daughter” (3%), “other relatives such as a sister or cousin” (3%), Faith Hill (2%), Pamela Anderson (2%), Sophia Loren (2%), Catherine Zeta-Jones (2%), Annette Bening (1%), Hillary Clinton (1%), and Rosie O’Donnell (1%).

On a combined gender or aggregate basis, “my wife/partner” comes out on top (12%), followed by Madonna (11%), “my mom” (10%), Demi Moore (7%),

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Pamela Anderson (5%), Celine Dion (4%), “myself” (4%), Cindy Crawford (3%), “other relatives such as sister or cousin” (3%), “my daughter” (2%), Faith Hill (2%), Sophia Loren (2%), Catherine Zeta-Jones (2%), Hillary Clinton (1%), and Rosie O’Donnell (1%).

Half (53%) of Canadian Mothers Want “Plants and Flowers” Over Other Items for the Home This Mother’s Day -- 5% (or Roughly 436,797 Moms) Want “Hand and Power Tools”

We asked Canadian mothers “of the following types of gifts that you could get for Mother’s Day, which one of the following would you want the most?” After perusing the items, half (53%) of moms say that they want “plants and flowers” most. One in six moms want “sporting goods and equipment” (15%), while one in seven say they want “garden tools and lawn décor” (13%). Rounding out the list are “kitchen housewares and gadgets” (11%) and “hand and power tools” (5%) – roughly 436,797 Canadian moms who want these items for Mother’s Day.



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