

1a/b. Who do you think is the sexiest Mom alive ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
TOTAL MENTIONS												
BASE (Weighted) : All respondents	1000	131	91	71	374	252	81	329	374	277	484	516
BASE (Unweighted): All respondents	1000	150	100	100	300	250	100	298	433	245	500	500
Aline Chrétien (Prime Minister's wife)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Annette Benning	5 0	1 1%	1 1%	2 3%	0 -	0 -	1 1%	1 0	3 1%	1 0	1 0	3 1%
Celine Dion	44 4%	2 2%	1 1%	2 3%	9 2%	28 11%	2 2%	16 5%	16 4%	12 4%	16 3%	28 5%
Courtney Love	1 0	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Demi Moore	69 7%	7 5%	9 10%	2 3%	28 8%	20 8%	3 3%	35 11%	28 8%	6 2%	37 8%	32 6%
Hillary Clinton	7 1%	0 -	1 1%	0 -	4 1%	1 0	1 1%	5 1%	1 0	0 -	3 1%	4 1%
Kathie Lee/Kathie Lee Gifford	4 0	1 1%	1 1%	0 -	1 0	0 -	1 1%	2 1%	2 1%	0 -	2 1%	2 0
Lisa Kudrow	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Madonna	114 11%	15 11%	7 7%	7 9%	24 6%	53 21%	9 11%	57 17%	40 11%	15 5%	50 10%	64 12%
Mila Mulrony	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0
Pamela Anderson/Pamela Anderson Lee	46 5%	8 6%	5 6%	3 4%	16 4%	10 4%	3 4%	27 8%	12 3%	5 2%	33 7%	13 2%
Rosie O'Donnell	6 1%	0 -	0 -	0 -	4 1%	1 0	1 1%	1 0	2 0	3 1%	1 0	5 1%
The Queen/Queen Elizabeth	5 1%	1 0	0 -	0 -	2 1%	2 1%	0 -	1 0	2 1%	2 1%	4 1%	1 0
The Queen Mother	5 0	0 -	1 1%	1 1%	1 0	1 0	1 1%	2 1%	0 -	2 1%	1 0	4 1%
My Mom	103 10%	8 6%	10 11%	9 13%	39 10%	30 12%	7 9%	46 14%	46 12%	10 4%	47 10%	56 11%
My Wife/Partner	122 12%	15 12%	11 12%	9 13%	44 12%	34 13%	9 11%	24 7%	63 17%	33 12%	118 24%	4 1%
My Daughter	17 2%	1 1%	0 -	2 3%	8 2%	6 2%	0 -	1 0	2 0	13 5%	2 0	14 3%
My Aunt	5 1%	0 -	0 -	0 -	1 0	4 2%	0 -	4 1%	1 0	0 -	3 1%	2 0
My Grandmother	4 0	0 -	1 1%	0 -	1 0	3 1%	0 -	1 0	3 1%	0 -	1 0	3 1%
My friend's Mom	3 0	0 -	0 -	0 -	1 0	2 1%	0 -	3 1%	0 -	0 -	3 1%	0 -
No/Nobody else	147 15%	25 19%	18 20%	11 15%	56 15%	23 9%	14 17%	38 11%	50 13%	57 21%	72 15%	76 15%

1a/b. Who do you think is the sexiest Mom alive ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Cindy Crawford	34 3%	1 1%	2 2%	2 3%	12 3%	11 4%	5 7%	18 6%	11 3%	4 1%	9 2%	24 5%
Faith Hill	15 2%	0 -	2 2%	2 3%	10 3%	0 -	2 2%	8 2%	6 2%	1 0%	5 1%	10 2%
Catherine Zeta-Jones	16 2%	2 1%	0 -	2 2%	8 2%	3 1%	1 1%	11 3%	3 1%	2 1%	5 1%	11 2%
Sophia Loren	19 2%	5 4%	0 -	1 1%	6 2%	5 2%	2 3%	4 1%	9 2%	6 2%	8 2%	11 2%
Other relatives - sister, cousin etc.	27 3%	1 1%	4 4%	2 3%	4 1%	16 6%	1 2%	5 1%	11 3%	11 4%	11 2%	16 3%
Myself	40 4%	6 5%	1 1%	2 2%	16 4%	13 5%	1 2%	11 3%	17 5%	11 4%	1 0%	39 7%
Other	240 24%	23 18%	15 17%	17 24%	86 23%	78 31%	21 26%	77 23%	99 26%	60 22%	108 22%	132 26%
Don't know	182 18%	28 22%	17 19%	13 18%	74 20%	35 14%	15 18%	45 14%	57 15%	73 26%	78 16%	104 20%

2. Are you a mother ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
BASE (Weighted) : Female respondents only	516	67	46	36	194	130	42	165	188	152	0	516
BASE (Unweighted): Female respondents only	500	75	50	50	150	125	50	135	225	126	0	500
Yes	364 71%	49 74%	35 77%	27 74%	134 69%	86 66%	32 77%	70 42%	147 78%	137 90%	0 -	364 71%
No	151 29%	18 26%	10 23%	10 26%	60 31%	43 33%	10 23%	94 57%	41 22%	16 10%	0 -	151 29%
Refused	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	0 -	1 0

3. Of the following types of gifts that you could get for Mother's Day, which ONE of the following would you want the most ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
BASE (Weighted) : Mother's only	364	49	35	27	134	86	32	70	147	137	0	364
BASE (Unweighted): Mother's only	361	57	40	36	104	84	40	57	177	113	0	361
Garden tools and lawn décor	47	7	7	3	16	6	7	5	32	9	0	47
	13%	14%	19%	11%	12%	7%	23%	7%	22%	6%	-	13%
Hand and power tools	20	1	0	2	10	5	2	6	8	6	0	20
	5%	2%	-	9%	7%	6%	6%	8%	5%	5%	-	5%
Kitchen housewares and gadgets	40	4	4	3	19	8	1	8	19	9	0	40
	11%	7%	12%	13%	14%	10%	4%	12%	13%	7%	-	11%
Plants and flowers	192	29	16	17	63	49	18	29	59	99	0	192
	53%	59%	46%	61%	47%	57%	55%	41%	40%	73%	-	53%
Sporting goods and equipment	54	8	7	1	20	14	4	19	25	8	0	54
	15%	16%	19%	5%	15%	16%	12%	28%	17%	6%	-	15%
Don't know	12	1	1	1	5	5	0	3	4	5	0	12
	3%	2%	3%	2%	4%	5%	-	4%	3%	3%	-	3%