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Oh, Daddy: Jockey's Survey Reveals Which Celebrity Dads Americans Want to See in Their Skivvies

Pitt, McConaughey or Obama...who got the most votes?

Kenosha, Wis. (June 11, 2009) – This Father's Day, all eyes will be on Dad, whether he is sitting in your living room or plastered throughout the tabloids. To celebrate the 75th Anniversary of their invention of the Brief, [Jockey International, Inc.](http://JockeyInternational.com) conducted a national, Father's Day survey revealing which celebrity dads Americans would most like to see in their skivvies. According to the survey, released today, heart-throb father-of-six Brad Pitt rocked the vote with nearly one-third (29%) of Americans choosing him as the celeb they'd most like to see in his underwear, followed by new dad Matthew McConaughey with nearly a quarter (24%) of the ballot. Hugh Jackman (19%) and Will Smith (16%) were next in line – and surprisingly, even President Obama (13%) grabbed one-in-eight votes.

President Obama: Our Commander-in-Brief?

Perhaps seeing the President in his drawers could resolve the debate as to whether the First Dad dons [boxers](#) or [briefs](#). While our country's new president has been hush-hush as to the type of underwear he wears under his stylish suits, Americans are taking their best guess. Forty-two percent of Americans think Obama would prefer to receive new boxer shorts from the First Family this Father's Day; 39 percent think he would like boxer briefs; and 16 percent voted, more traditionally, for briefs.

Oldies, Not Goodies: It's Time to Freshen Dad's Drawers

Unfortunately, our not-so-famous dads aren't typically as fashion-focused as their celeb counterparts—if you peek into most men's underwear drawers across the country, you will probably find underwear that is old and in unwearable condition. Another survey conducted by Jockey revealed that more than a quarter of men in America (26%) own underwear that is five or more years old, and a shocking 11 percent of men own underwear that is aged more than a decade!*

This Father's Day, help Dad realize that not everything gets better with age. Whether your dad prefers boxers or briefs, encourage him to take a cue from President Obama's style with a gift from [Jockey's Euro Sport collection](#). The collection is lightweight and quick drying — great for keeping on-the-go dads feeling cool and comfortable, plus this modern style looks great, providing that extra boost of presidential confidence.

Think about it: Dad spends a lot of time in his underwear – so this year, help him look, feel and be his best with a great pair from Jockey. Whether your dad prefers boxers or briefs, this Father's Day get him a pair from Jockey, helping him feel free and comfortable all day. Visit jockey.com for more fun, affordable [Father's Day gift ideas](#).

Survey Methodology

The survey, conducted in collaboration with Kelton Research, polled 1,000 people from May 15 – 25, 2009, using Random Digit Dialing of listed and unlisted numbers. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Margin of error: ±3.1 percentage points.

*The Jockey 2008 Survey was conducted by Kelton Research between May 2 – 6, 2008 using an online survey of 1,001 Nationally Representative Americans ages 18 and older. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Margin of error: ±3.1 percentage points.

About Jockey International, Inc.

Jockey International, Inc., is a privately held company, founded in 1876. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort, fashion and innovation. In 2009, Jockey is celebrating the 75th Anniversary of its invention of the world's first brief. Consumers can visit and shop Jockey on our Web site at www.jockey.com.