



Topline Findings

Ipsos Poll Conducted on Behalf of Ketchum

Washington, DC, May 8, 2017

1. How many children did you have/adopt within the past 12 months? Select one.

	All Parents
	(n=389)
1	94%
More than 1	6%

2. Did you find out the sex of your child(ren) before birth?

	Parents with a Newborn
	(n=372)
Yes	87%
No	13%

3. For what reasons did you not find out the sex of your child(ren) before birth? Please select all that apply.

	Did Not Learn Baby's Gender Before Birth
	(n=48)
Wanted to be surprised	83%
Did not want to receive gender-specific gifts	25%
Wanted to avoid insensitive gender comments during pregnancy	15%
Wanted to reduce being disappointed by the outcome	13%
Did not have an option of finding out the sex	4%
Other	2%

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Topline Findings – continued –

4. What emotion did you experience most when you first discovered you were going to be a parent? Please select only one emotion.

	All Parents
	(n=389)
Positive (Net)	73%
Excited	39%
Happy	24%
Proud	9%
Relieved	2%
Negative (Net)	27%
Overwhelmed	14%
Scared	9%
Worried	4%
Devastated	0%
Other	-

5. Did you experience a moment when you fully realized you were going to be a parent?

	All Parents
	(n=389)
Yes	84%
No	6%
Not sure	11%

6. When did this realization happen?

	Parents Who Experienced Realization Moment via Birth/Surrogacy
	(n=305)
The exact moment I learned I was going to be a parent	29%
During the first trimester	17%
During the second trimester	21%
During the third trimester	12%



Topline Findings – continued –

	Parents Who Experienced Realization Moment via Birth/Surrogacy
	(n=305)
During delivery/labor	7%
When I had the child in my arms	14%
Other	1%

7. When did this realization happen?

	Parents Who Experienced Realization Moment via Adoption
	(n=15)
When the adoption was finalized	33%
When I began visiting with the birth mother	20%
When I began visiting with the child	20%
When I was selected by the birth mother	13%
When the child was placed in my home	13%
Other	-

8. Who provided you with the greatest emotional support while expecting? Select one.

	Parents Who Had a Baby via Pregnancy
	(n=358)
Partner	46%
Parent	27%
Friend	8%
Medical professional (e.g., doctor, nurse, midwife, etc.)	8%
Sibling or other family member (nonparent)	5%
Colleague	1%
Neighbor	1%
Other	4%



Topline Findings – continued –

9. Please select a statement that best describes the relationship between you and your partner while you were expecting. Select one.

	Non-Singly Parents Who Had a Baby via Pregnancy
	(n=277)
Our relationship improved while expecting	63%
Our relationship remained the same while expecting	21%
Our relationship changed while expecting	12%
Our relationship worsened while expecting	4%

10. What pregnancy topics did you research prior to becoming a parent? Please select all that apply.

	Parents with a Newborn
	(n=372)
Foods the mother/surrogate can eat/not eat while expecting	66%
Baby development in utero	63%
Labor preparation (e.g., Lamaze class, etc.)	58%
Changes in the mother/surrogate's body	54%
Prenatal fitness	42%
Other	2%
I did not research pregnancy topics	7%

11. What postnatal / child care topics did you research prior to becoming a parent?

	All Parents
	(n=389)
Products to buy	63%
Child development	59%
Breastfeeding	59%
Parenting advice/styles	52%
Child wellness and sickness	49%
Preparing the home environment for child(ren)	48%
Child care (e.g., daycare, etc.)	40%

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	All Parents
	(n=389)
Work-life balance	31%
Organic and all-natural products specifically	28%
Relationship advice	19%
I did not research postnatal topics	5%

12. What financial topics did you research prior to becoming a parent?

	All Parents
	(n=389)
Insurance (e.g., health/life insurance, etc.)	55%
Cost of child care (e.g., daycare, etc.)	54%
Housing (e.g., buying a home, new apartment, etc.)	40%
Transportation (e.g., new car, etc.)	31%
Cost of schooling/ college	31%
Other	1%
I did not research financial topics	15%

13. How did you research information related to becoming a parent? Please select all that apply.

	All Parents
	(n=389)
Searched on the internet (e.g., blogs, websites, forums)	69%
Talked to friends or family members	62%
Read books (e.g., What to Expect When You're Expecting, The Expectant Father)	50%
Asked medical professionals (e.g., OB/GYN, midwives, doula)	49%
Read specialty print publications and magazines (e.g., Pregnancy & Newborn, Parenting)	35%
Followed relevant pages or brands on social media (e.g., Facebook, Twitter, Pinterest)	33%
I did not research information about becoming a parent	5%

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14. Did you join any parent groups on Facebook (i.e., a group dedicated to helping and supporting expecting or new parents)?

	All Parents
	(n=389)
Yes	49%
No	51%

15. How much do you agree or disagree with the following statements about researching becoming a parent?

% Agree	All Parents
	(n=389)
I felt confident in the sources I used for research	82%
I had enough time to research all the topics I wanted	74%
Research helped reduce the stress I had related to becoming a parent	74%
There was an overwhelming amount of things to learn	73%
I tended to do research only when something triggered a need for more information	69%
I had more trust in information provided by brands that I love	59%
There is so much information available, I was confused	48%
I didn't feel the information available was tailored enough to me specifically	33%

16. How would you best describe the advice you received from the following people?

Family	All Parents
	(n=389)
Helpful	60%
Overwhelming	11%
Annoying	10%
Condescending	8%
Not helpful	3%
Other	2%
I did not receive advice	7%

Friends	All Parents
	(n=389)
Helpful	50%

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Friends	All Parents
	(n=389)
Overwhelming	11%
Condescending	11%
Annoying	10%
Not helpful	6%
Other	3%
I did not receive advice	10%

Medical professionals	All Parents
	(n=389)
Helpful	60%
Overwhelming	15%
Condescending	10%
Annoying	5%
Not helpful	4%
Other	2%
I did not receive advice	5%

Celebrities	All Parents
	(n=389)
Not helpful	21%
Annoying	14%
Helpful	10%
Condescending	6%
Overwhelming	4%
Other	4%
I did not receive advice	41%

Brands/companies	All Parents
	(n=389)
Helpful	31%
Not helpful	11%
Overwhelming	11%

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Brands/companies	All Parents
	(n=389)
Annoying	9%
Condescending	6%
Other	6%
I did not receive advice	26%

17. How concerned were you about the following?

% Extremely/Somewhat Concerned	All Parents
	(n=389)
Health/ safety of the child(ren)	78%
Raising of the child(ren) in this complex world	75%
Managing finances	74%
Having all necessary products for the child(ren)	68%
Knowledge of how to care for the child(ren)	67%
Feeling confident in the opportunities the child(ren) would have in the future	64%
Giving the child(ren) access to the things you had	62%
Time needed for the child(ren)	61%

18. How much do you agree or disagree with the following statements.

% Agree	All Parents
	(n=389)
Since having my child(ren) I have you given more thought to other children in need	71%
Since having my child(ren) I have purchased a lot more organic and all-natural groceries for my household	59%
Since having my child(ren) I have supported more brands who do good (for charity) than I did before	54%
Since having my child(ren) I have donated more to causes supporting families and children in need	49%



Topline Findings – continued –

19. What would you say was the most difficult time period as a first-time parent? Select one.

	All Parents
	(n=389)
First 3 months of having the child(ren) at home	34%
First trimester of the pregnancy	19%
Third trimester of the pregnancy	14%
Getting pregnant	12%
First 6 months of having the child(ren) at home	4%
Second trimester of the pregnancy	4%
Finding child(ren) to adopt / waiting to be selected by birth mother	3%
Finding a surrogate	1%
Waiting for my child(ren) to be placed in my home	1%
I do not feel any time period has been difficult so far	10%

20. What emotion have you experienced most during the first 6 months of having the child(ren) at home?

	All Parents
	(n=389)
Positive (Net)	69%
Happy	31%
Proud	17%
Excited	15%
Relieved	5%
Negative (Net)	30%
Overwhelmed	22%
Worried	5%
Scared	2%
Devastated	1%
Other	1%

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21. Of the products that you purchased OR received for your child(ren), approximately what percent have you used in the past 12 months?

	All Parents
	(n=389)
None	3%
25% of them	10%
50% of them	30%
75% of them	35%
All of them	22%

22. One last question, using the sliding scale below, to what degree is your life all about you vs. all about your child(ren) now that you are a parent?

	All Parents
	(n=389)
10 - All About Child(ren)	26%
9	28%
8	15%
7	13%
6	7%
5	6%
4	1%
3	1%
2	1%
1 - All About Me	2%

About the Study

These are the findings from an Ipsos poll conducted February 3-13, 2017 on behalf of Ketchum. For the survey, a sample of 389 adults over the age of 18 from the continental U.S., Alaska and Hawaii was interviewed online in English. In order to qualify for the survey, respondents had to be first-time parents with a child under the age of two, including men, women, married couples, single parents, adoptive parents, and adults who became parents via surrogacy.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each

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study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 5.7 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=389, DEFF=1.5, adjusted Confidence Interval=7.2).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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