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Fatherhood Would Have Been Easier
Had They Been Better Informed
*But Most Knew How to Burp Their Child (88%)
and Change a Diaper (80%)***

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A Majority (51%) of Fathers Say Their Transition to Fatherhood Would Have Been Easier Had They Been Better Informed *But Most Knew How to Burp Their Child (88%) and Change a Diaper (80%)*

Toronto, ON – According to a new Ipsos Reid poll of fathers and expecting fathers, conducted on behalf of Pampers, a majority (51%) of fathers ‘agree’ (11% strongly/40% somewhat) that ‘the transition to parenthood would have been easier’ if they were better informed. Nearly one half (49%), though, ‘disagrees’ (13% strongly/36%) with this sentiment.

- Fathers in Alberta (62%) are most likely to believe this, followed by those in Atlantic Canada (55%), Ontario (51%), Saskatchewan and Manitoba (51%), Quebec (48%), and British Columbia (45%).

Further, one third (32%) of fathers ‘disagree’ (8% strongly/25% somewhat) that they felt ‘completely prepared for parenthood’; still, two in three (68%) ‘agree’ (29% strongly/38% somewhat) that they were. Nine in ten (88%) knew how to burp a baby when their first child was born, and eight in ten (80%) knew how to change a diaper and how to put a baby down to sleep (80%).

- Fathers in Quebec (87%) are much more likely than those in Ontario (65%), Atlantic Canada (64%), British Columbia (61%), Alberta (53%) or Saskatchewan and Manitoba (53%) to say that they were ‘completely prepared’ for parenthood.

- Quebecers were also most likely to say they knew how to burp a baby (88%) when their first child was born, but British Columbians (84%) were most likely to say they knew how to change a diaper, and how to put their newborn down to sleep (86%).

The data also reveals that most fathers felt as prepared for being a parent as their spouse was. Eight in ten (78%) fathers 'agree' (36% strongly/42% somewhat) that they and their wife were 'equally prepared for the role of parenthood'. Just two in ten (22%) 'disagree' (5% strongly/17% somewhat), suggesting that either they or their wife were better prepared for parenthood.

- Fathers in Quebec (89%) are most likely to say that they and their wife were equally prepared for parenthood, followed by those in British Columbia (83%), Atlantic Canada (77%), Ontario (75%), Saskatchewan and Manitoba (67%) and Alberta (65%).

Focusing on being prepared for parenthood, a majority (53%) of fathers 'agree' (13% strongly/40% somewhat) that 'there is not enough information available for fathers to help prepare them for the role of parenthood', and six in ten (58%) 'agree' (14% strongly/44% somewhat) that 'information for fathers on parenting is not easy to find'. However, just two in ten (17%) 'agree' that they'd rather turn to the internet for information on parenting' than consult their wife.

In fact, eight in ten (81%) say that their wife was a great source of information before and after the birth of their first child, while slightly fewer fathers say the same about their mother (71%) and their doctor (70%).



- Quebecers (86%) were most likely to say that their wife was a great source of information, while those in Atlantic Canada (84%), British Columbia (83%), Saskatchewan and Manitoba (80%), Ontario (80%) and Alberta (67%) were less likely.

These are the findings of an Ipsos Reid poll conducted on behalf of Pampers from October 20 to October 26, 2008. This online survey of 1006 fathers and expecting fathers was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. However, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of fathers and expecting fathers been polled.

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