

Pampers Father Survey

Detailed tables

2_1. (I knew/ know how to change a diaper) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	478 48%	62 47%	57 55%	33 50%	173 45%	120 49%	34 45%	63 49%	150 50%	265 46%	257 49%	221 46%
Somewhat agree	326 32%	48 37%	23 22%	20 30%	134 35%	79 32%	22 29%	41 31%	98 32%	188 33%	156 30%	171 35%
Somewhat disagree	143 14%	15 12%	16 16%	7 10%	59 15%	34 14%	12 16%	21 16%	35 12%	87 15%	77 15%	66 14%
Strongly disagree	58 6%	6 5%	7 7%	6 10%	19 5%	12 5%	8 10%	5 4%	20 7%	34 6%	30 6%	28 6%
Summary												
Top2Box (Agree)	805 80%	111 84%	80 78%	52 80%	308 80%	199 81%	55 74%	104 80%	248 82%	453 79%	413 79%	392 81%
Low2Box (Disagree)	201 20%	22 16%	23 22%	13 20%	78 20%	46 19%	19 26%	25 20%	55 18%	120 21%	107 21%	94 19%

Pampers Father Survey

Detailed tables

2.2. (I knew/ know how to burp a baby) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	473 47%	68 51%	43 41%	30 45%	181 47%	119 49%	33 44%	59 45%	143 47%	271 47%	242 47%	230 47%
Somewhat agree	408 41%	47 35%	43 41%	28 43%	161 42%	102 42%	28 37%	50 39%	128 42%	230 40%	213 41%	196 40%
Somewhat disagree	94 9%	9 7%	10 10%	6 10%	35 9%	19 8%	14 19%	18 14%	25 8%	51 9%	53 10%	41 8%
Strongly disagree	31 3%	8 6%	8 7%	1 2%	9 2%	4 2%	0 1%	3 3%	6 2%	21 4%	11 2%	20 4%
Summary												
Top2Box (Agree)	881 88%	115 87%	85 83%	58 88%	342 89%	221 90%	60 81%	108 84%	272 90%	501 87%	455 88%	426 88%
Low2Box (Disagree)	125 12%	17 13%	18 17%	8 12%	44 11%	24 10%	14 19%	21 16%	31 10%	72 13%	64 12%	60 12%

Pampers Father Survey

Detailed tables

2.3. (I knew/ know how to put a baby down to sleep) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	370 37%	57 43%	35 34%	25 37%	141 37%	85 35%	27 37%	58 44%	118 39%	194 34%	183 35%	187 38%
Somewhat agree	436 43%	56 42%	44 43%	21 32%	170 44%	114 46%	31 42%	55 42%	127 42%	255 44%	220 42%	216 44%
Somewhat disagree	164 16%	14 10%	17 17%	19 29%	63 16%	35 14%	15 21%	12 9%	48 16%	104 18%	100 19%	64 13%
Strongly disagree	36 4%	6 4%	7 7%	1 2%	11 3%	11 4%	0 1%	5 4%	10 3%	21 4%	16 3%	20 4%
Summary												
Top2Box (Agree)	806 80%	113 86%	79 76%	45 69%	311 81%	199 81%	59 79%	112 87%	245 81%	449 78%	403 78%	403 83%
Low2Box (Disagree)	200 20%	19 14%	24 24%	20 31%	74 19%	46 19%	16 21%	17 13%	58 19%	125 22%	116 22%	84 17%

Pampers Father Survey

Detailed tables

2.4. (I felt/feel completely prepared for parenthood) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	295 29%	27 21%	26 25%	11 16%	91 24%	123 50%	17 22%	53 41%	93 31%	149 26%	164 32%	131 27%
Somewhat agree	387 38%	53 40%	29 28%	24 37%	159 41%	91 37%	31 42%	43 33%	125 41%	219 38%	192 37%	195 40%
Somewhat disagree	247 25%	44 33%	31 30%	23 36%	109 28%	22 9%	18 25%	24 18%	69 23%	155 27%	130 25%	117 24%
Strongly disagree	77 8%	8 6%	17 17%	7 11%	27 7%	9 4%	8 11%	10 8%	16 5%	51 9%	34 7%	43 9%
Summary												
Top2Box (Agree)	682 68%	80 61%	55 53%	35 53%	250 65%	214 87%	48 64%	96 74%	218 72%	368 64%	355 68%	326 67%
Low2Box (Disagree)	324 32%	52 39%	48 47%	31 47%	135 35%	32 13%	27 36%	34 26%	85 28%	206 36%	164 32%	160 33%

Pampers Father Survey

Detailed tables

2.5. (My wife and I were/are equally prepared for the role of parenthood) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	365 36%	42 32%	25 24%	14 21%	120 31%	140 57%	24 33%	54 42%	116 38%	196 34%	197 38%	168 35%
Somewhat agree	419 42%	67 51%	42 41%	31 47%	168 44%	78 32%	33 44%	52 40%	127 42%	240 42%	213 41%	206 42%
Somewhat disagree	167 17%	17 13%	22 21%	16 24%	74 19%	22 9%	16 21%	15 12%	51 17%	101 18%	89 17%	78 16%
Strongly disagree	55 5%	5 4%	14 14%	6 9%	23 6%	5 2%	2 2%	8 6%	9 3%	37 7%	20 4%	35 7%
Summary												
Top2Box (Agree)	784 78%	110 83%	67 65%	44 67%	289 75%	218 89%	57 77%	106 82%	243 80%	435 76%	410 79%	374 77%
Low2Box (Disagree)	222 22%	23 17%	36 35%	21 33%	97 25%	27 11%	17 23%	23 18%	60 20%	138 24%	109 21%	112 23%

Pampers Father Survey

Detailed tables

2.6. (The transition to parenthood would have been/ would be easier if I was/ were better informed) Thinking back to the birth of your first child, please indicate the extent to which you agree or disagree with each of the following statements. If you have no children but are expecting, please answer these questions thinking ahead to the birth of your first child.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	115 11%	12 9%	15 15%	11 17%	47 12%	24 10%	5 7%	26 20% HI	33 11%	56 10%	47 9%	68 14% J
Somewhat agree	400 40%	48 36%	49 47%	22 33%	151 39%	94 38%	36 49%	51 40%	133 44%	216 38%	222 43%	178 37%
Somewhat disagree	362 36%	58 44% B	20 20%	22 34%	131 34%	101 41%	30 40% B	39 30%	99 33%	225 39%	189 36%	173 36%
Strongly disagree	129 13%	15 11%	18 18%	10 15%	56 15%	26 11%	4 5%	13 10%	39 13%	77 13%	62 12%	67 14%
Summary												
Top2Box (Agree)	515 51%	59 45%	64 62% A	33 51%	198 51%	118 48%	41 55%	77 60% I	166 55%	272 47%	269 52%	246 51%
Low2Box (Disagree)	491 49%	73 55% B	39 38%	32 49%	187 49%	127 52%	33 45%	52 40%	137 45%	302 53% G	251 48%	240 49%

Pampers Father Survey

Detailed tables

3.1. (My wife was/ will be a great source of information before and after the birth of our first child) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father Weighted	1006	128	81	63	407	234	93	120	290	596	487	519
	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	359 36%	46 35%	29 28%	21 32%	147 38%	83 34%	32 43%	54 41%	110 36%	196 34%	192 37%	167 34%
Somewhat agree	453 45%	63 48%	40 39%	32 49%	159 41%	127 52%	31 42%	51 39%	131 43%	271 47%	237 46%	215 44%
Somewhat disagree	154 15%	16 12%	22 21%	11 17%	65 17%	31 13%	9 12%	21 16%	51 17%	83 14%	70 13%	84 17%
Strongly disagree	40 4%	7 5%	12 12%	2 3%	14 4%	3 1%	3 4%	5 4%	12 4%	24 4%	20 4%	21 4%
Summary												
Top2Box (Agree)	812 81%	110 83%	69 67%	53 80%	306 80%	211 86%	63 84%	104 80%	241 79%	467 81%	429 83%	382 78%
Low2Box (Disagree)	194 19%	23 17%	34 33%	13 20%	79 20%	35 14%	12 16%	25 20%	62 21%	107 19%	90 17%	105 22%
			ADEF									

Pampers Father Survey

Detailed tables

3.2. (My mom was/ will be a great source of information before and after the birth of our first child) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father Weighted	1006	128	81	63	407	234	93	120	290	596	487	519
	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	249 25%	27 21%	25 24%	25 38% AE	104 27%	54 22%	15 20%	44 34% J	76 25%	129 23%	129 25%	121 25%
Somewhat agree	468 47%	66 50%	52 51%	28 43%	163 42%	123 50%	35 48%	47 36%	143 47%	278 49% G	258 50%	210 43%
Somewhat disagree	194 19%	25 19%	10 10%	9 14%	83 22% B	49 20%	18 24% B	26 20%	54 18%	115 20%	92 18%	102 21%
Strongly disagree	94 9%	14 11%	16 16%	3 5%	35 9%	20 8%	6 8%	13 10%	30 10%	51 9%	41 8%	54 11%
Summary												
Top2Box (Agree)	718 71%	93 70%	77 75%	53 81%	267 69%	177 72%	51 68%	91 70%	219 72%	408 71%	387 74%	331 68%
Low2Box (Disagree)	288 29%	39 30%	26 25%	12 19%	118 31%	68 28%	24 32%	39 30%	84 28%	166 29%	133 26%	156 32%

Pampers Father Survey

Detailed tables

3.3. (Our doctor was/ will be a great source of information before and after the birth of our first child) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father Weighted	1006	128	81	63	407	234	93	120	290	596	487	519
	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	218 22%	25 19%	19 19%	16 24%	89 23%	54 22%	15 19%	30 23%	79 26%	109 19%	114 22%	103 21%
Somewhat agree	484 48%	56 42%	39 38%	33 50%	191 49%	127 52%	38 51%	63 49%	144 47%	276 48%	262 50%	222 46%
Somewhat disagree	239 24%	44 33%	29 28%	14 21%	83 21%	52 21%	18 25%	25 20%	62 20%	152 26%	111 21%	127 26%
Strongly disagree	66 7%	7 6%	16 16%	3 5%	23 6%	12 5%	3 4%	10 8%	19 6%	37 6%	31 6%	35 7%
Summary												
Top2Box (Agree)	701 70%	81 61%	58 57%	49 74%	280 73%	181 74%	53 71%	94 72%	223 73%	385 67%	377 73%	325 67%
Low2Box (Disagree)	305 30%	51 39%	45 43%	17 26%	106 27%	64 26%	22 29%	36 28%	80 27%	188 33%	143 27%	162 33%

Pampers Father Survey

Detailed tables

3.4. (I would rather turn to the internet for information on parenting than consult my wife) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father	1006	128	81	63	407	234	93	120	290	596	487	519
Weighted	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	47 5%	2 2%	5 5%	6 9% A	21 5%	9 4%	4 6%	13 10% I	17 6%	17 3%	25 5%	22 4%
Somewhat agree	125 12%	19 14%	10 9%	6 10%	50 13%	36 14%	5 6%	19 15%	40 13%	66 11%	82 16% K	43 9%
Somewhat disagree	424 42%	55 41%	41 40%	28 42%	146 38%	119 49%	36 48% D	55 43%	113 37%	256 45%	217 42%	207 43%
Strongly disagree	410 41%	57 43%	47 46%	25 39%	169 44% E	82 33%	30 40%	41 32%	133 44%	235 41%	195 37%	215 44%
Summary												
Top2Box (Agree)	172 17%	21 16%	15 15%	12 19%	71 18%	44 18%	9 12%	33 25% I	57 19%	82 14%	108 21% K	64 13%
Low2Box (Disagree)	834 83%	111 84%	88 85%	53 81%	315 82%	201 82%	66 88%	97 75%	246 81%	491 86% G	411 79%	422 87% J

Pampers Father Survey

Detailed tables

3.5. (There is not enough information available for fathers to help prepare them for the role of parenthood) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father Weighted	1006	128	81	63	407	234	93	120	290	596	487	519
	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	134 13%	16 12%	12 12%	13 20%	49 13%	33 13%	11 15%	24 19%	47 15%	63 11%	70 14%	63 13%
Somewhat agree	403 40%	47 36%	39 38%	25 38%	167 43%	88 36%	37 50%	50 39%	121 40%	232 41%	199 38%	204 42%
Somewhat disagree	369 37%	51 39%	32 31%	19 30%	130 34%	115 47%	22 29%	45 35%	107 35%	217 38%	202 39%	167 34%
Strongly disagree	100 10%	17 13%	20 19%	8 12%	40 10%	10 4%	5 7%	10 8%	28 9%	61 11%	48 9%	52 11%
Summary												
Top2Box (Agree)	537 53%	63 48%	51 49%	38 58%	216 56%	121 49%	48 65%	74 57%	168 55%	295 51%	269 52%	268 55%
Low2Box (Disagree)	469 47%	69 52%	52 51%	27 42%	170 44%	124 51%	26 35%	55 43%	135 45%	279 49%	250 48%	219 45%

Pampers Father Survey

Detailed tables

3.6. (Information for fathers on parenting is not easy to find) Please indicate the extent to which you agree or disagree with each statement:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have children or expecting father Weighted	1006	128	81	63	407	234	93	120	290	596	487	519
	1006	132*	103*	66*	385	245	75*	129*	303	574	519	487
Strongly agree	139 14%	18 14%	17 17%	11 17%	40 10%	41 17%	11 15%	19 15%	50 16%	70 12%	79 15%	60 12%
Somewhat agree	441 44%	51 38%	38 37%	28 42%	184 48%	104 43%	36 48%	62 48%	140 46%	240 42%	229 44%	212 44%
Somewhat disagree	340 34%	53 40%	35 34%	21 32%	119 31%	89 36%	23 31%	37 29%	96 32%	207 36%	171 33%	169 35%
Strongly disagree	85 8%	10 7%	13 12%	5 8%	42 11%	11 5%	4 6%	11 9%	17 6%	57 10%	41 8%	45 9%
Summary												
Top2Box (Agree)	580 58%	69 52%	55 54%	39 59%	224 58%	145 59%	47 63%	81 63%	190 63%	310 54%	308 59%	273 56%
Low2Box (Disagree)	426 42%	63 48%	47 46%	27 41%	161 42%	100 41%	27 37%	49 37%	113 37%	264 46%	212 41%	214 44%