

**When The Stork Arrives, Finding The Perfect Gift for  
the Newborn and Parents Poses a Challenge for Many**  
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They Don't Want or Can't Use;  
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Give to Charity, Even if It Costs More*

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**Ipsos Reid**

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# **When The Stork Arrives, Finding The Perfect Gift for the Newborn and Parents Poses a Challenge for Many**

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**Toronto, ON** – According to a new Ipsos Reid poll, conducted on behalf of Pampers, finding the perfect gift is apparently a difficult task, with a majority (52%) of Canadians believing that the new or expectant parents 'often' (8% very often/44% often) receive gifts that they don't want or can't use, or even return the gift. On the other hand, nearly one half (48%) believes that it happens less regularly (45% not often/3% never).

Thinking about the search for baby gifts, one half (49%) of Canadians believe that the biggest challenge is 'not knowing what the new/expecting parents need or want'. One quarter (23%) says that the biggest challenge is 'purchasing a gift that has sentimental meaning', while others say not being 'able to find a gift that is within their price range' (7%) or 'not enough selection or no options available on the registry' (2%) is the largest obstacle. Two in ten (18%) don't believe that any of these options is the biggest challenge.

While one half (50%) of Canadians haven't purchased baby gifts for new or expectant parents in the last year, the other half have been busier in this regard. Four in ten (40%) have purchased 1 to 3 gifts in the past year, while 8% have purchased 4 to 6 gifts, and 2% have purchased more than 6 baby gifts this year for new or expectant parents.

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(74%) 'agree' (19% strongly/55% somewhat) that they 'like to give gifts that will also support a charitable organization'.

Focusing on the gifts that they might purchase for new or expectant parents, seven in ten (71%) indicate that they would be 'more likely' (19% much more/52% somewhat more) to purchase a product or a gift if they knew a portion of that sale would go to supporting a charitable cause. Further, while three quarters (73%) of Canadians indicate that they are more likely to purchase a product where the proceeds are donated to a charitable organization than a comparable product that does not support a charitable organization, but only if it doesn't cost more', a majority (57%) would still take this action 'even if it costs a little more'.

*These are the findings of an Ipsos Reid poll conducted on behalf of Pampers from November 17 to November 20, 2008. This online survey of 1038 Canadians 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 Canada been polled.*

**For more information on this news release, please contact:**

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