

1. In the past year, how many gift purchases have you made for new or expectant parents. For example purchases made for a baby shower, new baby welcoming, gift, etc.?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
1 to 3	411 40%	168 34%	243 45% A	126 44%	157 38%	128 38%	29 32%	161 41%	131 39%	91 42%
4 to 6	84 8%	37 7%	47 9%	45 16% DE	19 5%	19 6%	6 7%	24 6%	24 7%	29 13% GH
More than 6	20 2%	6 1%	14 3%	5 2%	9 2%	7 2%	1 1%	11 3%	7 2%	2 1%
None	522 50%	291 58% B	232 43%	113 39%	227 55% C	182 54% C	54 60% I	195 50%	177 52%	97 44%

## Pampers (60-6976-01)

# Detailed tables

### 3. When thinking about purchasing a baby gift for a new or expectant parent, what was or do you think would be the biggest challenge?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
Not knowing what the new/expectant parent needs/wants	513	259	254	138	207	168	32	207	162	113
	49%	51%	48%	48%	50%	50%	35%	53% F	48% F	52% F
Purchasing a gift that has sentimental value/meaning	241	103	137	85	88	68	28	80	83	50
	23%	21%	26%	29% DE	21%	20%	31% G	21%	24%	23%
Not able to find a gift that is within my price range	76	35	41	17	31	28	7	27	22	21
	7%	7%	8%	6%	8%	8%	8%	7%	6%	10%
Not enough selection or no options available on the registry	20	10	10	7	10	3	1	5	6	8
	2%	2%	2%	3%	2%	1%	1%	1%	2%	4%
None of the above	188	95	92	41	77	70	22	72	66	27
	18%	19%	17%	14%	19%	21%	25% I	18%	20%	12%

## 4. Think about when a new or expectant parent receives a baby gift - how often do they or do you think they would receive a gift that they don't want/use or return?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
Very often	85 8%	35 7%	50 9%	31 11%	33 8%	21 6%	9 10%	37 9%	29 9%	10 5%
Often	452 44%	250 50% B	203 38%	130 45%	177 43%	146 43%	41 46%	156 40%	152 45%	103 47%
Not often	467 45%	193 38%	275 51% A	122 42%	182 44%	164 49%	34 38%	184 47%	148 44%	101 46%
Never	33 3%	25 5% B	7 1%	7 2%	20 5% E	6 2%	5 6%	13 3%	10 3%	4 2%
Summary										
Top2Box (Very often/Often)	538 52%	284 57% B	253 47%	161 56%	210 51%	167 50%	50 56%	193 49%	181 53%	113 52%
Low2Box (Not often/Never)	500 48%	218 43%	282 53% A	129 44%	202 49%	169 50%	39 44%	198 51%	158 47%	106 48%

5. How much more likely are you to purchase a product or a gift if you knew that a portion of the sale would go to supporting a charitable cause?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
Much more likely	194 19%	83 17%	111 21%	67 23% E	78 19%	50 15%	17 19%	74 19%	60 18%	43 20%
Somewhat more likely	540 52%	252 50%	288 54%	163 56%	208 51%	169 50%	40 44%	213 54%	182 54%	106 48%
No more likely at all	304 29%	168 33% B	136 25%	60 21%	126 30% C	118 35% C	33 36%	105 27%	96 28%	70 32%

## Pampers (60-6976-01)

## Detailed tables

6. 1. (I am more likely to purchase a product where a portion of 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) Please indicate the extent to which you agree or disagree with the following statements ...

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
I am more likely to purchase a product where a portion of the proceeds are donated to a charitable organization than a comparable product that does not, but only if it doesn't cost more										
Strongly agree	243 23%	108 22%	135 25%	73 25%	99 24%	70 21%	25 28%	94 24%	84 25%	40 18%
Somewhat agree	514 50%	254 51%	260 49%	155 54%	202 49%	157 47%	41 46%	205 52%	154 45%	114 52%
Somewhat disagree	198 19%	97 19%	101 19%	41 14%	76 18%	82 24%	19 21%	59 15%	70 21%	50 23%
Strongly disagree	83 8%	43 9%	40 7%	21 7%	35 8%	27 8%	5 6%	33 8%	30 9%	14 7%
Summary										
Top2Box (Agree)	757 73%	362 72%	395 74%	228 79%	301 73%	228 68%	66 73%	299 76%	238 70%	155 71%
Low2Box (Disagree)	281 27%	140 28%	141 26%	62 21%	111 27%	109 32%	24 27%	92 24%	101 30%	64 29%

## Pampers (60-6976-01)

## Detailed tables

**6. 2. (I am more likely to purchase a product where a portion of the proceeds are donated to a charitable organization than a comparable product that does not support a charitable organization, even if it costs a little more) Please indicate the extent to which you agree or disagree with the following statements ...**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
I am more likely to purchase a product where a portion of the proceeds are donated to a charitable organization than a comparable product that does not, even if it costs a little more										
Strongly agree	151 15%	62 12%	89 17%	36 12%	57 14%	58 17%	16 18%	58 15%	46 14%	31 14%
Somewhat agree	445 43%	213 42%	231 43%	131 45%	175 42%	139 41%	32 36%	180 46%	147 43%	85 39%
Somewhat disagree	332 32%	162 32%	170 32%	97 34%	134 32%	101 30%	27 30%	114 29%	110 33%	81 37%
Strongly disagree	111 11%	65 13%	46 9%	25 9%	47 11%	38 11%	14 16%	39 10%	36 11%	21 10%
Summary										
Top2Box (Agree)	595 57%	275 55%	320 60%	167 58%	231 56%	197 59%	49 54%	238 61%	192 57%	116 53%
Low2Box (Disagree)	443 43%	227 45%	215 40%	123 42%	181 44%	139 41%	41 46%	153 39%	146 43%	103 47%

## Pampers (60-6976-01)

# Detailed tables

**6.3. (I like to give gifts that will also support a charitable organization) Please indicate the extent to which you agree or disagree with the following statements ...**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	471	567	240	414	384	82	361	476	119
Weighted	1038	502	536	290	412	336	90*	391	338	219
I like to give gifts that will also support a charitable organization										
Strongly agree	198 19%	78 16%	120 22% A	55 19%	78 19%	65 19%	20 23%	72 18%	69 20%	37 17%
Somewhat agree	567 55%	278 55%	289 54%	168 58%	224 54%	175 52%	40 45%	217 56%	188 56%	122 56%
Somewhat disagree	205 20%	104 21%	101 19%	48 17%	88 21%	68 20%	22 24%	77 20%	56 17%	50 23%
Strongly disagree	68 7%	42 8% B	26 5%	18 6%	22 5%	28 8%	8 8%	25 6%	25 7%	10 5%
Summary										
Top2Box (Agree)	765 74%	357 71%	409 76%	223 77%	302 73%	240 71%	61 68%	289 74%	257 76%	159 73%
Low2Box (Disagree)	273 26%	146 29%	127 24%	66 23%	110 27%	97 29%	29 32%	102 26%	81 24%	60 27%