

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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1038	156	106	67	374	264	71	228	294	516	227	811
Weighted	1038	137	106*	67*	397	253	77*	227	285	526	238	800
1 to 3	411 40%	47 34%	47 44%	27 40%	149 37%	108 43%	33 43%	75 33%	102 36%	234 44% GH	107 45%	304 38%
4 to 6	84 8%	12 8%	5 5%	3 5%	35 9%	22 9%	7 9%	16 7%	17 6%	51 10%	27 11% K	57 7%
More than 6	20 2%	2 1%	1 1%	3 4%	10 2%	5 2%	0 -	0 -	4 2%	16 3% G	7 3%	14 2%
None	522 50%	77 56%	53 50%	34 51%	204 51%	117 46%	37 48%	136 60% I	162 57% I	225 43%	97 41%	426 53% J

## 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 - J/K  
 Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents Weighted	1038	156	106	67	374	264	71	228	294	516	227	811
	1038	137	106*	67*	397	253	77*	227	285	526	238	800
Not knowing what the new/expectant parent needs/wants	513	69	63	36	210	89	47	86	134	293	128	385
	49%	50% E	60% E	53% E	53% E	35%	61% E	38%	47%	56% GH	54%	48%
Purchasing a gift that has sentimental value/meaning	241	27	11	14	98	77	14	51	75	115	58	183
	23%	20% B	10%	20%	25% B	30% AB	18%	23%	26%	22%	24%	23%
Not able to find a gift that is within my price range	76	9	4	2	28	28	5	32	21	23	11	65
	7%	6%	3%	4%	7%	11% B	7%	14% HI	7%	4%	5%	8%
Not enough selection or no options available on the registry	20	6	3	2	5	4	1	6	7	8	8	13
	2%	5% D	2%	3%	1%	2%	1%	3%	2%	2%	3%	2%
None of the above	188	26	26	14	57	55	10	52	50	86	35	153
	18%	19%	24% D	20%	14%	22% D	13%	23%	17%	16%	15%	19%

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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents												
Weighted	1038	156	106	67	374	264	71	228	294	516	227	811
	1038	137	106*	67*	397	253	77*	227	285	526	238	800
Very often	85 8%	9 7%	10 9%	6 9%	37 9%	17 7%	6 8%	18 8%	25 9%	42 8%	22 9%	64 8%
Often	452 44%	57 41%	44 41%	39 57% AD	169 42%	109 43%	35 46%	99 44%	119 42%	234 44%	96 40%	356 45%
Not often	467 45%	65 48% C	49 47%	22 32%	179 45%	118 47%	34 44%	94 41%	133 46%	241 46%	117 49%	351 44%
Never	33 3%	5 4%	3 3%	1 2%	13 3%	9 3%	1 2%	15 7% HI	8 3%	9 2%	4 1%	29 4%
Summary												
Top2Box (Very often/Often)	538 52%	66 48%	54 51%	45 66% ADE	205 52%	126 50%	42 54%	117 52%	144 51%	276 52%	118 50%	420 52%
Low2Box (Not often/Never)	500 48%	71 52% C	52 49%	23 34%	192 48% C	127 50% C	35 46%	109 48%	141 49%	250 48%	120 50%	380 48%

## Pampers (60-6976-01)

## Detailed tables

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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1038	156	106	67	374	264	71	228	294	516	227	811
Weighted	1038	137	106*	67*	397	253	77*	227	285	526	238	800
Much more likely	194 19%	23 16%	16 15%	3 5%	78 20%	60 24%	14 19%	39 17%	57 20%	98 19%	58 24%	136 17%
Somewhat more likely	540 52%	74 54%	52 50%	46 68% BDE	206 52%	121 48%	41 53%	124 55%	146 51%	269 51%	124 52%	416 52%
No more likely at all	304 29%	40 29%	37 35%	19 28%	114 29%	72 28%	22 28%	63 28%	82 29%	159 30%	56 23%	248 31% J

## 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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1038	156	106	67	374	264	71	228	294	516	227	811
Weighted	1038	137	106*	67*	397	253	77*	227	285	526	238	800
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%	31 23%	22 21%	19 28%	98 25%	51 20%	21 27%	59 26%	56 20%	128 24%	70 29% K	173 22%
Somewhat agree	514 50%	64 47%	58 55%	30 45%	201 51%	124 49%	36 46%	116 51%	154 54%	245 47%	121 51%	393 49%
Somewhat disagree	198 19%	30 22%	18 17%	12 18%	67 17%	58 23%	13 17%	39 17%	50 17%	109 21%	30 13%	168 21% J
Strongly disagree	83 8%	12 9%	7 7%	6 9%	31 8%	20 8%	7 9%	13 6%	25 9%	45 9%	17 7%	66 8%
Summary												
Top2Box (Agree)	757 73%	96 70%	81 76%	49 73%	300 75%	176 69%	56 73%	174 77%	210 74%	373 71%	191 80% K	566 71%
Low2Box (Disagree)	281 27%	42 30%	25 24%	18 27%	98 25%	78 31%	21 27%	52 23%	75 26%	154 29%	47 20%	234 29% J

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

Overlap formulae used. \* small base

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Base: All respondents	1038	156	106	67	374	264	71	228	294	516	227	811
Weighted	1038	137	106*	67*	397	253	77*	227	285	526	238	800
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%	17 12%	18 17%	6 9%	62 16%	36 14%	12 16%	39 17%	35 12%	76 14%	36 15%	115 14%
Somewhat agree	445 43%	66 48%	40 37%	26 38%	176 44%	109 43%	28 37%	101 44%	122 43%	222 42%	104 43%	341 43%
Somewhat disagree	332 32%	47 34%	34 32%	27 41%	115 29%	83 33%	25 33%	64 28%	94 33%	174 33%	76 32%	256 32%
Strongly disagree	111 11%	8 6%	14 13%	8 12%	44 11%	25 10%	11 14%	23 10%	34 12%	54 10%	23 10%	88 11%
Summary												
Top2Box (Agree)	595 57%	82 60%	57 54%	32 47%	239 60%	145 57%	40 53%	140 62%	158 55%	298 57%	140 59%	456 57%
Low2Box (Disagree)	443 43%	55 40%	49 46%	36 53%	159 40%	108 43%	36 47%	87 38%	128 45%	228 43%	99 41%	344 43%

**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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Base: All respondents	1038	156	106	67	374	264	71	228	294	516	227	811
Weighted	1038	137	106*	67*	397	253	77*	227	285	526	238	800
I like to give gifts that will also support a charitable organization												
Strongly agree	198 19%	21 16%	14 13%	6 9%	89 22%	54 21%	13 18%	47 21%	47 16%	104 20%	48 20%	150 19%
Somewhat agree	567 55%	81 59%	59 56%	46 68% DE	209 53%	132 52%	40 52%	125 55%	161 56%	282 54%	134 56%	433 54%
Somewhat disagree	205 20%	28 20%	21 20%	12 18%	70 18%	56 22%	17 22%	42 19%	62 22%	100 19%	42 18%	162 20%
Strongly disagree	68 7%	6 4%	11 11%	3 5%	29 7%	12 5%	6 8%	13 6%	16 6%	40 8%	13 5%	55 7%
Summary												
Top2Box (Agree)	765 74%	103 75%	73 69%	52 77%	298 75%	185 73%	53 69%	172 76%	208 73%	386 73%	183 77%	582 73%
Low2Box (Disagree)	273 26%	34 25%	33 31%	15 23%	99 25%	68 27%	24 31%	55 24%	78 27%	140 27%	55 23%	218 27%