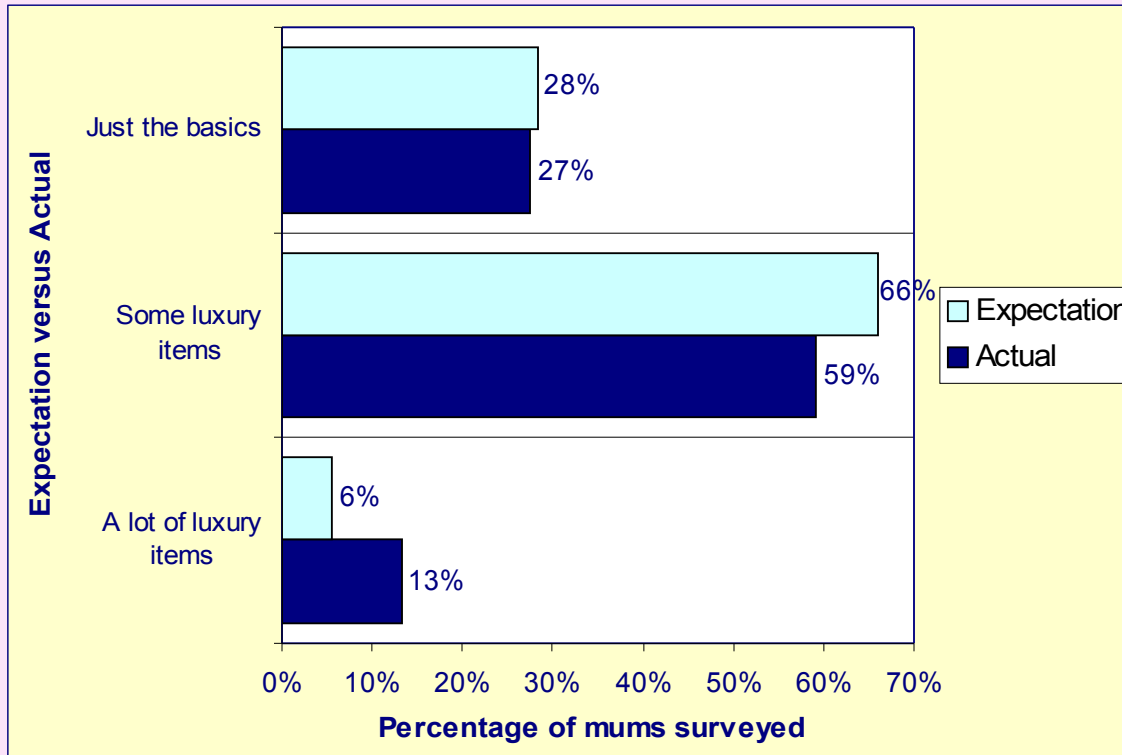


Survey Question:
“Do you expect to buy for your baby:”
compared with
“Did you buy for your baby:”



Information about the survey:

- 72% of women reported that they bought some luxury items for their children, with 13% buying lots of luxury items.
- Nearly 1 in 3 women buy only the basics that their baby needs.

Survey Stats	
Date of survey	February 2007
Number of mums surveyed	1159
Type of mums surveyed	327 pregnant women; 832 mums with a child age 0 – 12 months