

REAL NAPPY USAGE SURVEY 2005

RESEARCH RESULTS

FOR

BUCKINGHAMSHIRE COUNTY COUNCIL – REAL NAPPY INITIATIVE



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BACKGROUND & METHODOLOGY

BACKGROUND

Bucks Real Nappy Initiative was established to encourage Buckinghamshire residents to use 'Real' nappies instead of disposable nappies on their babies. The aim of the survey is to establish the current extent of 'real' nappy usage and the support Bucks Real Nappy Initiative needs to provide real nappy users to encourage sustainable real nappy use in the future. CM Research, together with their associates NEMS Market Research, was commissioned to carry out the survey.

METHODOLOGY

A total of 358 face-to-face interviews were conducted during June 2005, among expectant parents in Stoke Mandeville Hospital and High Wycombe Hospital and among new parents in clinics across the county. Additional self-completion questionnaires were also distributed and some 81 of these were completed and returned.

MANAGEMENT SUMMARY OF THE FINDINGS

EXPECTANT PARENTS

- 41% were expecting their first child with 42% expecting their second and 14% their third. (Q.1)
- Among those who already have at least one child 17% **have used** real nappies previously, while the vast majority (83%) have not. (Q.2)
- Over a third (35%) **have considered using** real nappies after the birth of their baby, although interestingly very few (3%) **plan to use** real nappies, while around half of them (16%) plan to use a mix of both real nappies and disposable ones. (Q.3 & 4)
- Those planning to use disposable nappies say they have **specifically chosen to do so because** ‘they are convenient / easy’, which was mentioned by the vast majority (84%); with a further 36% saying it is because ‘I don’t have to wash them.’ A further 9% mentioned ‘time constraints.’ (Q.5)
- **Information and support needed** before those planning to use only disposable nappies would consider using real nappies included ‘information on where to buy real nappies’ from 33%; ‘information on local nappy laundering services’ by 30%; ‘understanding the level of financial savings’ was given by 28%; ‘information on how to use real nappies’ came from 23%; followed by 22% mentioning ‘to be able to try before I buy’. Some 21% said they wanted ‘information about cash back incentives for use with real nappy laundry firms’; while 20% wanted ‘information about cash back for purchasing real nappies’; and 19% also mentioned ‘information on how much landfill disposable nappies take up.’ (Q.6)
- Those using disposable nappies would **expect to find information about real nappies** in a variety of places, with 36% saying from ‘midwives’; 26% from ‘the maternity hospital’; 19% from ‘a healthcare professional’ and 18% from their ‘GP’s surgery.’ 14% mentioned their ‘pregnancy information pack’ and another 12% said ‘from retailers.’ (Q.7)
- Only 14% of those using disposable nappies said they would be **interested in attending an informal ‘disposable nappy group’** to gather information and feedback about their experiences. (Q.8)

- Those who use real nappies were asked to rank a **range of reasons for using real nappies** in order of importance resulting in the following mean scores:

Reason	Mean Score
The impact on the environment	1.92
Financial implications	2.83
The health of my child	2.95
Ease of use	4.60
I have used them on previous children	5.00
Time	5.00
Facilities available to you	5.39
The number of children you have in nappies	6.00

This shows clearly that ‘the impact on the environment’ is the most important reason for their choosing to use real nappies, being well ahead of ‘financial implications’ and their ‘child’s health.’ (Q.9)

- 77% of those using real nappies also **know someone else who has used them.** (Q.10)
- Almost all (89%) of those using real nappies **plan to buy and wash their own nappies** with just 4% saying ‘no.’ (Q.11)
- Among those planning to buy their own real nappies 42% do not **know which nappy supplier they plan to use.** Of those who did know, 17% mentioned *Bambino Mio* and 8% gave *Mother-ease.* (Q.12)
- Just over a quarter (27%) of those using real nappies would **consider using a second-hand set** while 62% would not do so. (Q.13)
- The two who did not intend to wash their own real nappies did not know **which nappy laundering company they would use.** (Q.14)
- **Information and support needed** before those planning to use only real nappies start using them included 35% mentioning each of ‘to be able to try before I buy’; ‘information about cash back for purchasing real nappies’ and ‘understanding the level of financial savings.’ ‘Information on where to buy real nappies’ came from 31%; with ‘information on how to use real nappies’ being mentioned by 27%; ‘information on local nappy laundering services’ came from 23%, with another 23% saying ‘information on how much landfill disposable nappies take up.’ Some 19% said they wanted ‘information about cash back incentives for use with real nappy laundry firms.’ (Q.15)

- Although over half (54%) said there was no information or support they would like **while using** real nappies, 19% said they would like advice on ‘how best to use them.’ (Q.16)
- Expectant parents going to use real nappies would **expect to find information about real nappies** in a range of places, with 35% saying from ‘midwives’; 19% mentioned their ‘pregnancy information pack’ and 15% mentioned each of ‘the maternity hospital’, ‘a healthcare professional’ and ‘from retailers.’ 12% suggested their ‘GP’s surgery.’ (Q.17)
- Only 12% said they would like to **be given a point of contact with an experienced real nappy user**, with the majority (81%) saying they would not. (Q.18)
- Almost a third (31%) of real nappy users said they would be **interested in attending an informal real nappy group**, while half (50%) said they would not be interested. (Q.19)

MANAGEMENT SUMMARY OF THE FINDINGS

PARENTS

- 32% had a child aged 0 – 3 months; 28% had one aged 4 – 6 months, 10% were between 7 – 9 months and 10% 10 – 12 months, with 13% between 1 and 2 years, 5% between 3 – 4 years and 5% had one aged over 5 years old. (Q.1)
- 40% have **older children**, with 60% not having any older ones. (Q.2)
- Among those who already have at least one child 15% **have used** real nappies previously, while the 59% have not. (Q.3)
- 44% **have considered using** real nappies after the birth of their baby, although only one (<1%) **plans to always use** real nappies, while slightly more (7%) plan to use a mix of both real nappies and disposable ones. Almost all (92%) always use disposable nappies. (Q.4 & 5)
- Those planning to use disposable nappies say they have **specifically chosen to do so because** ‘they are convenient / easy’, which was mentioned by the majority (70%); with a further 38% saying it is because ‘I don’t have to wash them.’ A further 15% mentioned ‘time constraints’ and 13% said it was because ‘I can throw them away.’ (Q.6)
- **Information and support needed** before those planning to use only disposable nappies would consider using real nappies included ‘information on local nappy laundering services’ by 36%; ‘information on how to use real nappies’ came from 28%; followed by 26% mentioning ‘to be able to try before I buy.’ ‘Information on where to buy real nappies’ came from 24%; ‘understanding the level of financial savings’ was given by 23% and some 22% said they wanted ‘information about cash back for purchasing real nappies.’ ‘Information about cash back incentives for use with real nappy laundry firms’ came from 19% and 17% also mentioned ‘information on how much landfill disposable nappies take up.’ (Q.7)
- Those using disposable nappies would **expect to find information about real nappies** in a variety of places, with 40% saying from ‘midwives’; 37% from ‘a healthcare professional’; 36% from ‘the maternity hospital’ and 32% mentioned their ‘pregnancy information pack.’ 30% said their ‘GP’s surgery.’ and another 19% said ‘from retailers.’ (Q.8)

- Over a quarter (27%) of those using disposable nappies said they would be **interested in attending an informal ‘disposable nappy group’** to gather information and feedback about their experiences, while 65% would not be interested. (Q.9)
- Those who use real nappies were asked to rank a **range of reasons for using real nappies** in order of importance resulting in the following mean scores:

Reason	Mean Score
The impact on the environment	1.44
Financial implications	2.63
The health of my child	2.67
Ease of use	4.57
Time	4.69
Facilities available to you	5.36
The number of children you have in nappies	6.42
I have used them on previous children	6.92

This again clearly shows that ‘the impact on the environment’ is the most important reason for their choosing to use real nappies, being well ahead of ‘financial implications’ and their ‘child’s health.’ (Q.10)

- Almost all (94%) of those using real nappies **wash their own nappies** with just 4% saying they do not. (Q.11)
- Among those planning to wash their own real nappies 53% mentioned that they intended to use *Bambino Mio* as **their supplier**, with no other supplier gaining more than one mention. (Q.12)
- A quarter (25%) of those using real nappies would **consider using a second-hand set** while 56% would not do so. (Q.13)
- The one who did not intend to wash their own real nappies said she would use *Nappy Tales* as her **nappy laundering company**. (Q.14)
- Only two mentioned there was **any information and support they needed** while using real nappies, with one saying ‘information on laundry services’ and the other said ‘information on how to use them. 88% said there was nothing they needed. (Q.15)
- Only 13% said they would to **be given a point of contact with an experienced real nappy user**, with the majority (81%) saying they would not. (Q.16)

- The one person, who was asked if she would be interested in becoming a point of contact for parents new to real nappies, said she would be. (Q.17)

- Q.18 was not asked.

- Those using real nappies would **expect to find information about real nappies** in a variety of places, with 50% saying from ‘midwives’ and 38% mentioning each of ‘the maternity hospital’; ‘pregnancy information pack’ and their ‘GP’s surgery.’ ‘A healthcare professional’, ‘from retailers’ and ‘Local Authority Real Nappy Initiative’ were all mentioned by 31%. (Q.19)

- Half (50%) of real nappy users said they would be **interested in attending an informal real nappy group**, while the other half (50%) said they would not be interested. (Q.20)

MANAGEMENT SUMMARY OF THE FINDINGS

SELF-COMPLETION (PARENTS & CHILDMINDERS)

- 65% are parents, 10% are childminders and 25% are both. (Q.A)
- 62% are **currently using** real nappies, while 37% are not. (Q.1)
- 62% say there is one child using real nappies while in their care with 6% saying they have two. (Q.2)
- The main **reasons given for choosing to use real nappies**, among those using them included: ‘environmental benefits’ from 54%; ‘the cost / being cheaper’ came from 33% and 15% mentioned ‘concerns about chemicals being used in disposable nappies.’ (Q.3)
- 58% of those using real nappies **wash their own nappies** while 37% saying they do not. Of those washing their own 48% used a nappy supplier and 11% bought or were given a second hand set. (Q.5)
- Of those **using a nappy supplier**, 15% used *Nappy Lady*; 10% used *Lollipop* and another 10% used *Korina Stephens – an agent for Lollipop*. Several others were mentioned by one or two individuals. (Q.6)
- Brands of real nappy used and preferred included: *Motherease* by 33%; *Tots Bots* by 10% and 9% use each of *Fuzzi Bunz* and *One Life*. Many other brands were mentioned by a few each or by individuals. (Q.7)
- Only two said they used a local **nappy laundering company**, with one using *Three Counties Nappy Service* and the other saying they used *Cotton Fresh* to begin with, but wash their own now. (Q.8)
- **Information and support** that they would like to have while using real nappies included ‘free samples of wash powders’; ‘cash back vouchers’; ‘more general information in post-natal groups’; ‘more information on stockists’ and ‘advice on potty training’ all being mentioned by two people. (Q.9)

- 32% of parents said they would be interested in becoming **a point of contact for parents who are new to real nappies.** (Q.10)
- 38% of parents said they would be **interested in attending an informal real nappy group**, while only 12% said they would not be interested. (Q.11)
- Half of the childminders (50%) said they would be interested in becoming **a point of contact for other childminders who are new to real nappies.** (Q.12)
- Similarly, half (50%) of childminders said they would be **interested in attending an informal real nappy group.** (Q.13)
- The main reasons given for not using real nappies, by those not using them, included ‘the parents prefer disposable nappies’ from 23% and ‘the parents don’t use them’ from another 7%. (Q.14)
- **Information and support they needed** to consider using real nappies instead of disposable ones included ‘talking with other mums’; ‘an opportunity to try them first would be nice’ and ‘the leaflet I collected gave me the information I needed’ all came from two respondents. (Q.15)
- Just 13% said they would be **interested in attending an informal disposable nappy childminder group**, while 53% said they would not be interested. (Q.16)
- They were then asked to prioritise a **range of issues for choosing the type of nappy to use for your children while childminding** in order of importance resulting in the following mean scores:

Reason	Mean Score
The impact on the environment	2.46
The health of my child	2.55
Financial implications	3.09
Ease of use	3.69
Time	4.41
Facilities available to you	4.91
The number of children you have in nappies	5.41
I have used them on previous children	6.92

Yet again this clearly shows that ‘the impact on the environment’ is the most important reason for their choosing to use real nappies, being ahead of their ‘child’s health’ and ‘financial implications.’ (Q.17)