Huggies® *Every Little Bottom* **Study**

Diaper need in the U.S. and Canada

Commissioned by:

Huggies®

A Kimberly-Clark Brand

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Index

Forewords

Dr. Cybele Raver 3

Dr. Nicole Letourneau 4-5

Research purpose 6

Research approach and design 7-10

Key findings 11

Detailed findings

1. Diapering and mothering 12-17

2. Diapering and financial struggle 18-31

3. Diaper need and child/maternal well-being 32-40

4. Desire for change around diaper need 41-47

Contacts 48

Foreword – Dr. Cybele Raver

Director, Institute of Human Development and Social Change; Professor, Department of Applied Psychology Steinhardt School of Culture, Education and Human Development, New York University.

Parenting and providing basic essentials for one's child in economically tough times

In the fall of 2008, families in the U.S. and Canada faced a major economic recession, with many parents facing the grim prospect of losing a job, facing a cut in wages, or having to significantly tighten their budgets. What happens when families face the inability to pay for the basics? How do parents cope with the stresses of trying to make ends meet, when there are few resources to turn to for something as seemingly simple as providing their infant or young child with a clean diaper?

The following study provides compelling and poignant evidence of ways that many families are struggling today. This report helps us to recognize the ways that diapering can be a source of joy and a time of emotional connection for all mothers, but can also represent a significant source of psychological strain for families who are financially struggling.

How do parents feel about changing their infants' diapers? This study also addresses a major gap in the field of child development –prior to this survey, we simply didn't know that much about parents' perspectives on keeping their infants and toddlers clean and dry. In short, this survey provides us with an empirical window into a key but understudied part of parenting that actually happens more frequently every day, than do most other more commonly studied rituals in the lives of families such as mealtimes or bedtimes. We learn from this study that mothers view diapering as emotionally rewarding and as part of being a good parent.

We also learn that diapering is viewed by most of the over 2,000 parents that were surveyed as a basic necessity for babies, much like food or shelter. The following analyses also indicate that many parents face tough tradeoffs and sometimes must cut back on other basic essentials when trying to meet this basic need – a struggle which has become more pronounced in the economic downturn.

Mothers report about the emotional and psychological consequences (for both themselves and for their infants) of running short on diapers. These findings help us to understand the role of this simple necessity for young children's care and for adult and child well-being in ways that are new to both researchers and policy professionals.

In summary, this important new study sheds light on the profound role of what economists call "exogenous shocks" of economic recession to the lives of families with infants and young children. It helps us to translate those large and often overwhelming statistics into interpretable and meaningful insights about realities that families face in their everyday lives, through such daily rituals as diapering. It also helps us to identify that families have a basic need. It also points to a set of simple actions that many of us could take to support families in need, as they are buffeted by financial hardship.

Foreword – Dr. Nicole Letourneau

Canada Research Chair in Healthy Child Development at the University of New Brunswick in Fredericton; Full Professor in the faculty of nursing and a research fellow with the Canadian Research Institute for Social Policy (CRISP); Named Canada's Premier Young Investigator by the Canadian Institutes of Health Research in 2006.

Diapers are a Basic Need for Babies and Mothers

Imagine hearing a fussy, crying baby and watching the mother seek to soothe her baby. You watch the mother go through the list of possibilities that are causing the child to cry as she eliminates them one by one.

Is the baby too cold or too hot? No, mother decides, baby is well dressed. Is the baby bored? Mother smiles and sings to the baby, but baby still cries. Is the baby hungry? Mother offers her breast to the baby, but baby turns away, signaling that's not the source of distress. Is the baby tired? Mother decides no, baby just had a nap.

Is the baby wet? Mother checks and yes, that's the culprit—a wet diaper. Mother reaches for a clean diaper and there are none.

This scene is a familiar experience for most, if not all, parents. Babies use a lot of diapers and sometimes mothers and fathers run out. For families with sufficient incomes, this is but an inconvenience. Yes, baby will fuss and cry until wearing a dry diaper, but mother or father can call the diaper service or drive to the local supermarket to buy a new supply.

For families without enough money, running out of diapers is something more than inconvenience.

Mothers surveyed in this study, whether or not they struggle with diaper need, reported that keeping their child in a clean diaper was one of the most important things they do for them as a mother. Nearly all mothers connected clean diapers with showing their child how much they loved them.

When mothers couldn't change their baby's diaper, they said their babies cried more and suffered from diaper rash. In order to have enough diapers for their baby, mothers in financial hardship reported cutting back on essentials like food and skipping paying bills. No wonder mothers who can't afford enough diapers report more anxiety and feeling like a "bad mother." Diaper need just adds to the stress experienced by families in financial hardship.

While numerous Canadian health and social services, food and clothing banks are dedicated to helping families suffering financial hardship, little attention is paid to ensuring that families have enough diapers for their babies. Given that so many mothers think of diapers as basic as food, shelter and clothing, this is a surprise.

The Huggies Every Little Bottom Study helps reveal a solution to this problem. Whether or not mothers struggle with diaper need, mothers overwhelmingly said that keeping a child in clean diapers should not depend on how much money you have. Many mothers already give diapers to other mothers or

organizations when they are no longer needed. Most mothers said they would give their unused diapers to a diaper bank to distribute to those in need. Amazingly, many mothers said they would help start a diaper bank in their community!

Imagine again, returning to that frantic scene of mother and baby. Mother reaches into her diaper bag and pulls out the clean diaper she's grateful she got from her local diaper bank. Mother smiles, her anxieties fade, baby soothes and smiles back at his mom, who's *able* to provide tender, loving care.

Research purpose

Clean, dry diapers are important to the health and well-being of growing infants. Yet, many mothers struggle to provide enough clean diapers for their children's daily needs.

While many studies and organizations explore and track issues around poverty and need, including the coverage of food, housing and health needs, similar data could not be found around diaper need, which is defined as the struggle to provide children with a basic need - diapers. Moreover, whether or not diapering contributes to mothers' self-perceptions and well-being was not well known.

The Huggies *Every Little Bottom* Study was conducted to better understand the issue of diaper need in the United States and Canada and provide insights into its scope and scale.

Specifically, the study sought to:

- Determine the proportion of mothers with children in diapers who struggle with diaper need, or know someone who does
- Explore the relationship between diapering and mothers' financial standing
- Uncover the importance of diapering to the experience of good mothering and providing for a child
- Examine the impact of diaper need on mother and baby, including:
  - Child's mood and well-being
  - Maternal confidence, mood and well-being, and her ability to take part in everyday activities
- Explore the willingness of mothers to get involved and do something about the issue

Research approach and design

Led by Dr. Cybele Raver and Dr. Nicole Letourneau, leading academics in the field of child development, maternal mood and economic standing, a rigorous study was undertaken to validate and quantify the issue of diaper need in the United States and Canada.

The study was fielded by Abt SRBI, a full-service global strategy and research organization specializing in public policy and opinion surveys in the corporate, government and research institute sectors. Abt SRBI is a member of the National Council on Public Polls (NCPP) and the Council of American Survey Research Organizations (CASRO).

- A quantitative telephone survey was conducted among a nationally representative sample of mothers with at least one child 0-4 years old currently in diapers in the U.S. and Canada.
  - The telephone survey averaged 20 minutes in duration and was fielded in English and Spanish in the U.S., and English and French in Canada.
- A nationally representative sample of 1,513 mothers in the U.S. and 1,008 mothers in Canada were surveyed.
  - Respondents were sampled from a listed telephone sample for which the age of the children in the household was known in advance.
  - The study includes a representative sample of mothers living in poverty (U.S.) or below the low income limit (Canada) based on governmental guidelines including number of adults in the household, number of children in the household and household income.
  - In addition, mothers living in financial hardship were also identified. These mothers were living above poverty, but had struggled in the past 12 months to meet essential expenses, such as for housing, food, utilities, child care, etc. The remainder of mothers were identified as non-hardship, as they were not living in poverty and had not struggled to meet essential living expenses in the past year.
  - Data have been weighted to properly reflect the national populations in each country.

Economic Status	**U.S.**	**Canada**
Living below poverty/ low income limit	**26%**	**22%**
Above poverty, but living in financial hardship	**32%**	**23%**
Not in financial hardship	**42%**	**55%**

Analytic considerations

The robust sample design of this study provides a rich segmentation capacity within each country, including evaluating:

- Maternal demographics (age, education, income, marital status (married/living with partner or not married), ethnicity, etc.)
- Child demographics (age, gender, use of out-of-home daycare)
- Geographic considerations (regions/provinces)
- Financial standing (poverty, financial hardship, non-hardship; living paycheck to paycheck; use of governmental assistance; ability to cover basic needs, e.g., housing, food, utilities)

In addition, a number of segments were explored to help isolate the measures that best define the universe of diaper need. The following segments were explored:

- Financial indicators alone:
    - Living in poverty, financial hardship or non-hardship
        - Poverty/low income limit based on governmental guidelines for number of adults in the household, number of children in the household and household income.
        - Financial hardship is defined as those who are not in poverty, but in the past 12 months have had difficulty meeting any of their essential living expenses, such as for housing, utilities, telephone, important medical care, child or day care, food or clothing
        - Non-hardship is defined as those above poverty, who have not had difficulty meeting any of their essential living expenses in the last 12 months
    - Those who struggle to make ends meet (those experiencing poverty and financial hardship combined)
- Financial indicators associated with diaper purchases:
    - Those who report that buying diapers creates financial difficulties
    - Those who cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children
    - Those who run out of money for diapers

Mothers who cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their child, appear to best represent the universe of diaper need.

- Diaper need is about the struggle to provide the basic necessity of diapers for one's child.
- Financial standing alone does not imply diaper need. Many mothers who are above poverty experience this struggle as well.
- These mothers are in the unfortunate position of choosing one basic necessity over another.

Profile of mothers in diaper need

Mothers who cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children, herein referred to as mothers who struggle with diaper need, are a diverse group of mothers.

Yet, these mothers are more likely than their counterparts who do not struggle to provide this basic need to be living in poverty or financial hardship, and are less likely to be married.

In the U.S., these mothers struggling with diaper need are less likely to be employed or to have attained higher education.

When profiling American mothers struggling with diaper need, there is a greater proportion of Caucasian mothers much like in the population at large. Yet, Hispanic mothers are more likely to struggle with diaper need than Caucasian mothers (Hispanic 41%, African-American 36%, Caucasian 31%).

Cut back on basic essentials like food, utilities or child care, in order to afford enough diapers	U.S.		Canada	
	Yes, cut back on essentials	**No, have not cut back on essentials**	**Yes, cut back on essentials**	**No, have not cut back on essentials**
Married or living with partner	63%	76%*	81%	89%*
Employed (full/part-time, self)	50%	59%*	66%	64%
Less than 4yr/university degree	80%*	60%	74%	72%
Economic status				
•Poverty	42%*	17%	36%*	19%
•Financial hardship	45%*	26%	41%*	19%
•Non-hardship	13%	57%*	23%	62%*
Mean income	$39K	$64K*	$54K	$70K*
Ethnicity				
•Caucasian	57%	64%*	88%	88%
•African-American	14%	14%	--	--
•Hispanic	21%*	15%	--	--
•Other	8%	7%	12%	12%

Q22: Have you ever done any of the following to ensure you could afford enough diapers for your child?

**Indicates a statistically significant difference at the 95% confidence level.*

Margin of error

- The study results were evaluated at the 95 percent confidence level, or with 5 percent risk.
- When an audience is statistically higher than the corresponding group, the number is denoted with an asterisk (*).
- Considering the total sample for each country, this means that if the study were replicated, 95 out of a 100 times, the results would not vary more than 2.5 percentage points in either direction for U.S. mothers (n=1,513), and 3.1 percentage points for Canadian mothers (n=1,008).
- This margin of error is commonly used for national public opinion polling.
- At the 95 percent confidence level, the following margins of error can be expected for the total samples of mothers in the U.S. and Canada, as well as those struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children).

	U.S.		Canada	
	Sample Size	Sampling Margin of Error *	Sample Size	Sampling Margin of Error *
Total Sample	1,513	+/- 2.5	1,008	+/- 3.1
Diaper Need: Have cut back on basic essentials, like food, child care or utilities in order to afford enough diapers for their children				
Yes	510	+/- 4.3	183	+/- 7.2
No	1003	+/- 3.1	825	+/- 3.4

** The margin of error guidance is shown for the 95% confidence interval; so, one can say with 95% confidence that the error attributable to sampling is no more than plus or minus the percentage points shown depending on the group examined. In addition to sampling error, question wording and practical difficulties in conducting surveys can also introduce error or bias into the findings of opinion polls.*

Key findings

Diapering is basic to both children and mothers across financial standing – Diapers are viewed as a basic necessity for children, much like food and shelter. The experience of diapering is a conduit for connection and love, as well as a source of confidence and pride for mothers.

Diapering may create emotional and financial stress – The idea of not having enough diapers for their child's daily needs would be very distressing to mothers, and for many it creates a level of stress when their supply is running short. Yet, many mothers have needed to choose between buying diapers and other necessities, including choosing between basic essentials like food, utilities or child care.

Diaper need is a widespread issue – A number of mothers in the U.S. and Canada have had to cutback on basic essentials, like food, utilities or child care in order to afford enough diapers for their children. For many of these mothers struggling with diaper need buying diapers creates financial difficulties and in some cases these mothers have run out of money for diapers. These mothers who are struggling to provide diapers are also more likely to be living paycheck to paycheck and struggling financially to meet everyday needs.

Financial standing is not only contributing factor – More importantly, the struggle with diaper need, cutting back on basic essentials, like food, utilities or child care in order to afford enough diapers, is one that affects a broad spectrum of mothers, including a sizable portion of those above poverty who are living in financial hardship in the U.S. and Canada.

Mothers in need are children in need – When mothers run short of diapers, children may spend extended periods of time in dirty diapers or in more extreme cases mothers may need to clean, dry and re-use disposable diapers. While children in general who cannot be promptly changed out of a dirty diaper may face emotional and physical consequences, such as showing signs of irritation and discomfort, crying or suffering more from diaper rash, this experience is more prevalent among children living in diaper need.

The inability to provide diaper care impacts maternal well-being – While mothers of young children feel like good mothers no matter their financial standing, when they cannot provide a basic need like diapers, their well-being suffers. Mothers tend to feel guilty and stressed when they cannot change their child out of a dirty diaper.

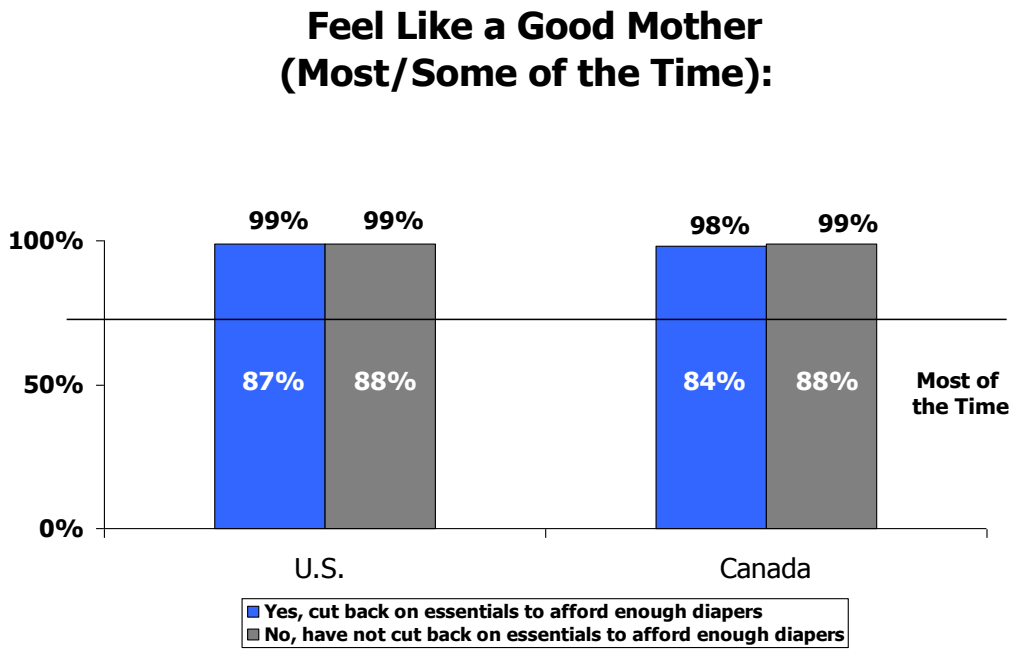
Revealing this issue creates engagement – Many mothers have not thought about the problem of diaper need, yet some know mothers who cannot afford enough diapers for their child's daily needs. Mothers are currently helping others in a more grassroots way by giving away their leftover diapers. However, in hearing that some mothers are compromising on necessities and only have a few diapers for a given day, most mothers are interested in helping in a more structured way through purchases or formal donations.

I. Diapering and mothering

Feelings of good mothering are shared

Feeling like a good mother is an experience shared by mothers across the U.S. and Canada irrespective of their financial standing, region/province, age of child, marital status, education, whether their child is in daycare outside the home or ethnicity (in the U.S.). Mothers in poverty are just as likely as those in non-hardship to feel like good mothers most of the time.

Further, regardless of whether or not mothers find themselves struggling with diaper need (have had to cut back on basic essentials like food, utilities or child care in order to afford enough diapers for their children), the majority feel like good mothers most of the time. Virtually all mothers in the U.S. and Canada agree that they've felt like a good mother most or some of the time over the past week.



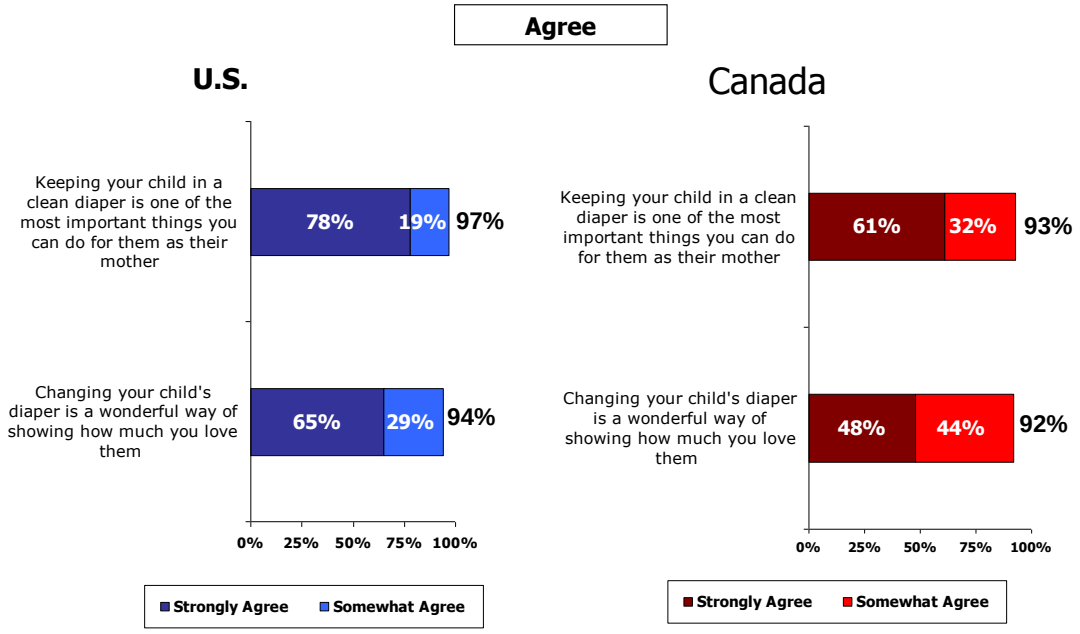
Q7: In the past 7 days, have you experienced each of the following most of the time, some of the time, not very often or not at all?

Diapering is related to feelings of good mothering

In both the U.S. and Canada, keeping one's child in a clean diaper is central to good mothering and a conduit for expressing love. Nearly all mothers in the U.S. and Canada agree that keeping their child in a clean diaper is one of the most important things they can do for them as a mother. This sentiment is shared by all mothers, but is more pronounced among mothers living in poverty than non-hardship (U.S. poverty 99%, financial hardship 98%, non-hardship 96%; Canada poverty 97%, financial hardship 92%, non-hardship 92%). Further, mothers with children under 2 years old are more likely than mothers with children 2 years or older to feel this way (U.S. 98% vs. 96%, Canada 94% vs. 89%).

In addition, mothers see changing their child's diaper as a wonderful way of showing how much they love them. This sentiment is shared by mothers across financial standing, marital status, ethnicity (in the U.S.), education, or whether or not the child is in daycare outside the home. However, mothers with younger children (under 2 years old) are more likely than mothers with children 2 years or older to express this feeling (U.S. 95% vs. 92%, Canada 93% vs. 89%).

Mothers living in poverty in the U.S. and Canada are more likely than those in financial hardship or non-hardship to strongly agree with both of these sentiments (most important things they can do: U.S. 88% vs. 75%, 74%, Canada 71% vs. 56%, 59%; show love: U.S. 82 % vs. 62%, 57%, Canada 59% vs. 44%, 45%).

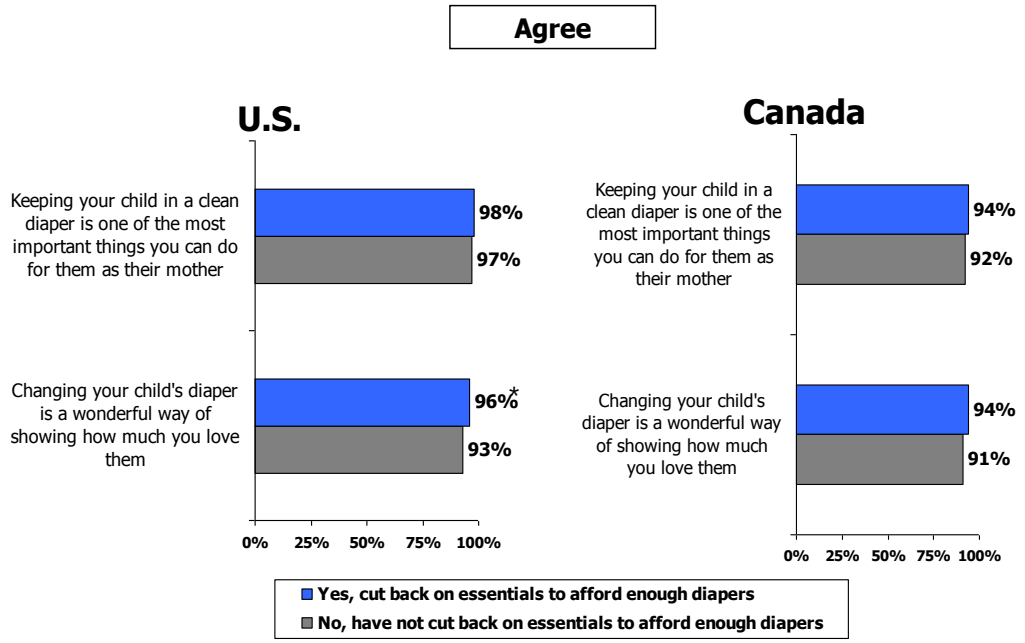


Q33: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Whether or not mothers struggle with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children), the relationship between diapering and good mothering is strong.

Mothers who struggle with diaper need are just as likely as those who do not struggle to report that keeping their child in a clean diaper is one of the most important things they can do for them as a mother.

While no differences were noted in Canada, U.S. mothers who struggle with diaper need are more likely than their counterparts to see changing their child's diaper as a wonderful way of showing how much they love them.



Q33: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Experience of diapering fosters feelings of pride and joy

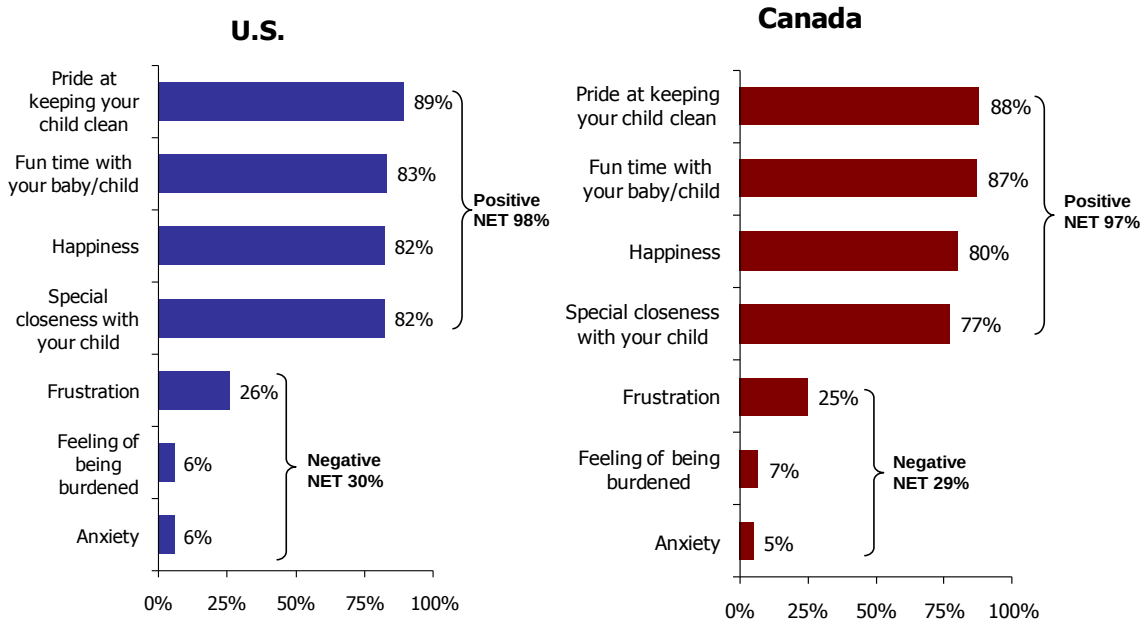
Diapering provides most mothers in the U.S. and Canada with a sense of pride in keeping their children clean, as well as a sense of joy and connection. Although at times, diapering can also lead some mothers to feel frustration, burden and anxiety.

Diapering as an experience of pride in keeping one's child clean is shared by mothers whether or not they are married or their child is in daycare outside the home as well as across ethnicity (in the U.S.).

Mothers in the U.S. who experience poverty or financial hardship, or struggle with diaper need are more likely than their counterparts to report feeling a sense of pride in keeping their child clean (U.S. poverty 90%, financial hardship 93%, non-hardship 85%; diaper need [as detailed earlier, have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers]: yes 91% vs. no 87%). No differences were noted based on financial standing or struggle with diaper need in Canada.

Feelings of happiness when diapering one's child are also shared by American and Canadian mothers whether or not they struggle with diaper need (U.S. 85% vs. 80%; Canada 80% vs. 80%).

While negative feelings like frustration around diapering are shared across financial standing and whether or not mothers struggle with diaper need, feelings of anxiety are more pronounced among mothers who struggle with diaper need (experience anxiety: U.S. struggle with diaper need 10% vs. do not struggle with diaper need 4%; Canada struggle with diaper need 12% vs. do not struggle with diaper need 3%).



Q30: While you are putting a clean diaper on your child, do you experience any of the following?

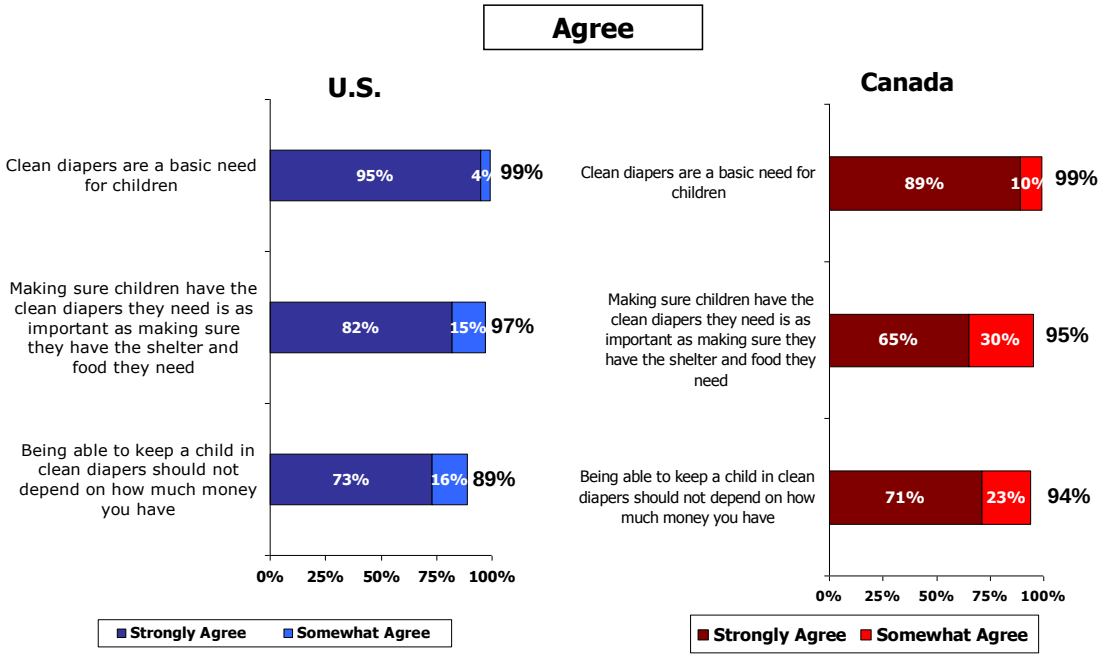
Diapers are a basic necessity, like food and shelter

Mothers in both the U.S. and Canada clearly see diapers as a basic need for children, at parity with food and shelter. As such, most mothers strongly agree that the ability to diaper a child should not be dependent on a mother's financial resources.

Nearly all mothers across the U.S. and Canada agree that clean diapers are a basic need for children. This sentiment is shared across financial standing and whether or not mothers struggle with diaper need. Further, this sentiment is shared irrespective of age of child, daycare status, parental education, region/province or ethnicity (in the U.S.).

Making sure children have the clean diapers they need is as important as making sure they have the shelter and food they need, is also a belief held among mothers in the U.S. and Canada. This belief is held among mothers no matter their financial standing in the U.S., yet particularly more so among mothers in Canada facing financial hardship (Canada poverty 96%, financial hardship 98%, non-hardship 94%). This belief is also held across daycare status, marital status, region/province, age of child or ethnicity (in the U.S.). Further, this belief is held whether or not mothers are struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers).

The majority of mothers across the U.S. and Canada believe that keeping a child in clean diapers should not depend on how much money you have. This sentiment is shared whether or not mothers are experiencing diaper need.



Q34: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Mothers' words provide context around the influence of diapering

When probed about why it is important for a mother to have enough clean diapers for her child's needs, comments included the child's right to basic care, the child's emotional and physical well-being as well as the mother's well-being.

U.S. Selected Quotes

"It is part of the basic need of a child like food and love. If they don't have that they can't be healthy."

"So they can provide for them. You wouldn't let your child go a whole day without food, so the same goes for a dirty diaper."

"Because it can cause health problems like diaper rash and infections."

"It's one of the essentials that a baby needs. It helps contribute to their mood which can contribute to a mother's stress."

"It's the same thing as being able to put food in their mouth. It's more of a need than a want."

"Having a clean diaper not only keeps their child healthy and well, but lets them know that they're cared for. I think it would be great if food banks and soup kitchens offered diapers also to those in need."

"It's part of caring for your child and it could affect the self esteem of that mother if she can't provide that basic need."

Q35: Why do you think it is important for a mother to have enough clean diapers for her child's daily needs?

Canada Selected Quotes

"Just for the comfort and well-being of the child. A clean baby is a happy baby."

"First of all for health and safety of her child, and her health and safety. Her general well-being and the child emotionally and physically. It's a basic necessity of parenting."

"I think hygiene is a basic need. It's as important as running water."

"Because it makes you a better mother. It's a basic need of a child. It would be neglectful of the parent not to provide the basic need. The government should provide more income to help parents meet basic needs of their children."

"If a mother had enough diapers, it would eliminate some of the stress that mothers encounter."

"It is a basic need of the child and it is the responsibility of the parent. Makes her feel like she's a good mother, providing appropriately for her child. For the baby as well, it prevents skin irritations, urinary tract infections, all that kind."

"It's a health thing. They need to have it. If you can't afford it, it would make the mother feel horrible. If you don't have enough diapers, it would add to your everyday stress."

Q35: Why do you think it is important for a mother to have enough clean diapers for her child's daily needs?

II. Financial struggle and diapering

Many mothers are experiencing financial stress today

Many mothers of young children across the U.S. and Canada are struggling to make ends meet today. More than half of mothers in the U.S. and Canada report living paycheck to paycheck and a sizeable portion are struggling financially to meet everyday needs including meeting essential household expenses.

Measures of Financial Stress	U.S.	Canada
Have few savings, and mostly living "paycheck to paycheck" (Agree)	62%	53%
In the past 12 months, have had difficulty meeting any essential household expenses, including housing, utilities, food, etc.	52%	38%
Struggling financially to meet everyday needs (Agree)	41%	25%
Received assistance in the past year from the government for food, housing, utilities, education or something else	36%	18%
Financial situation is worse off than this time last year	21%	19%
Received assistance in the past year from a non-profit organization for food, housing, utilities, education or something else	15%	9%

Q56. During the past 12 months, has there been a time when you had difficulty meeting all of your essential household expenses for…? Q57. When it comes to your financial situation, would you say you are better off, worse off or about the same as you were this time last year? Q58. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. Q59. In the past year, have you, or any family member living with you, received …?

Mothers who struggle with diaper need are more likely than their counterparts to experience measures of financial stress, including living paycheck to paycheck, struggling to meet everyday needs and meeting essential household expenses.

Measures of Financial Stress	U.S.		Canada	
	Yes, cut back on essentials	**No, have not cut back on essentials**	**Yes, cut back on essentials**	**No, have not cut back on essentials**
Have few savings, and mostly living "paycheck to paycheck" (Agree)	84%*	51%	78%*	48%
In the past 12 months, have had difficulty meeting any essential household expenses, including housing, utilities, food, etc.	82%*	36%	72%*	30%
Struggling financially to meet everyday needs (Agree)	67%*	27%	54%*	19%
Received assistance in the past year from the government for food, housing, utilities, education or something else	52%*	28%	27%*	16%
Financial situation is worse off than this time last year	30%*	16%	33%*	16%
Received assistance in the past year from a non-profit organization for food, housing, utilities, education or something else	26%*	9%	16%*	8%

Q56. During the past 12 months, has there been a time when you had difficulty meeting all of your essential household expenses for…? Q57. When it comes to your financial situation, would you say you are better off, worse off or about the same as you were this time last year? Q58. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. Q59. In the past year, have you, or any family member living with you, received …?

Diaper expenses influence household budgets

Mothers in the U.S. report spending on average $17 a week on diapers for their youngest child, with mothers in Canada reporting spending $16 in a given week. This equates to approximately 2 percent of American mothers' total household income, and 1 percent of Canadian mothers' total household income.

Nearly all mothers in the U.S. and Canada report solely using disposable diapers for their children, with few using cloth diapers (use disposable diapers: U.S. 95%, Canada 91%). These mothers are already looking for savings by primarily shopping at large discount stores, followed by supermarkets and warehouse stores where one can purchase products in bulk (U.S. 78%, 41%, 37%; Canada 57%, 51%, 21%).

Just more than a third of all mothers in the U.S. and two in ten mothers in Canada report ever running out of diapers for their child (35%, 21%). Yet, mothers living in poverty are more likely than those in non-hardship to run out of diapers monthly or more often (U.S. poverty 36%, financial hardship 27%, non-hardship 16%; Canada poverty 18%, financial hardship 14%, non-hardship 10%).

In the U.S., African-American and Hispanic mothers are more likely than Caucasian mothers to report running out of diapers monthly or more often (31%, 39% vs. 19%).

The age of the child and whether or not they attend daycare outside the home does not influence whether mothers run out of diapers.

Mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely than their counterparts to report running out of diapers monthly or more often (U.S. 36% vs. 19%; Canada 18% vs. 11%).

Cloth diapers not viewed as the solution

Cloth diapers, while largely viewed as environmentally friendly and cheaper than disposable diapers, are also viewed by many mothers in the U.S. and Canada as hard to use without having a washer-dryer at home, inconvenient and not accepted by daycare facilities. With a third of American mothers and four in ten Canadian mothers using daycare outside the home, cloth diapers become a less viable option for a sizeable proportion of families (33%, 42%, respectively).

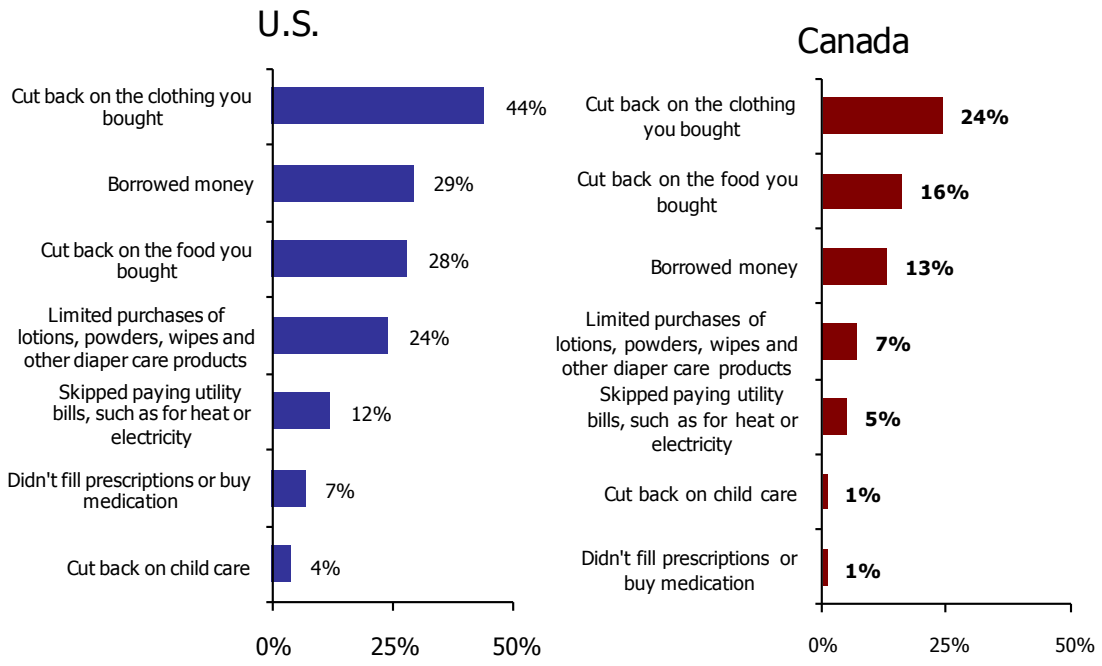
Beliefs about Cloth Diapers

	U.S.	Canada
Cloth diapers are more environmentally friendly than disposables	87%	91%
Mothers without washer-dryers in their homes find it very hard to use cloth diapers	82%	79%
Cloth diapers are less convenient than disposables	77%	79%
Cloth diapers are cheaper than disposables	65%	65%
Cloth diapers are not accepted by daycare facilities	31%	32%
Cloth diapers are better than disposables for the baby's health and hygiene	31%	39%
Cloth diapers are not allowed to be washed at Laundromats	20%	19%

Q12: What, if any, of the following things do you believe are true about cloth diapers?

Mothers are making trade-offs to ensure they can afford diapers

A number of mothers in the U.S. and Canada have cut back on food and clothing as well as borrowed money in order to afford enough diapers for their children. Some mothers also have had to limit other purchases or even skip payments on utilities.



Q22: Have you ever done any of the following to ensure you could afford enough diapers for your child?

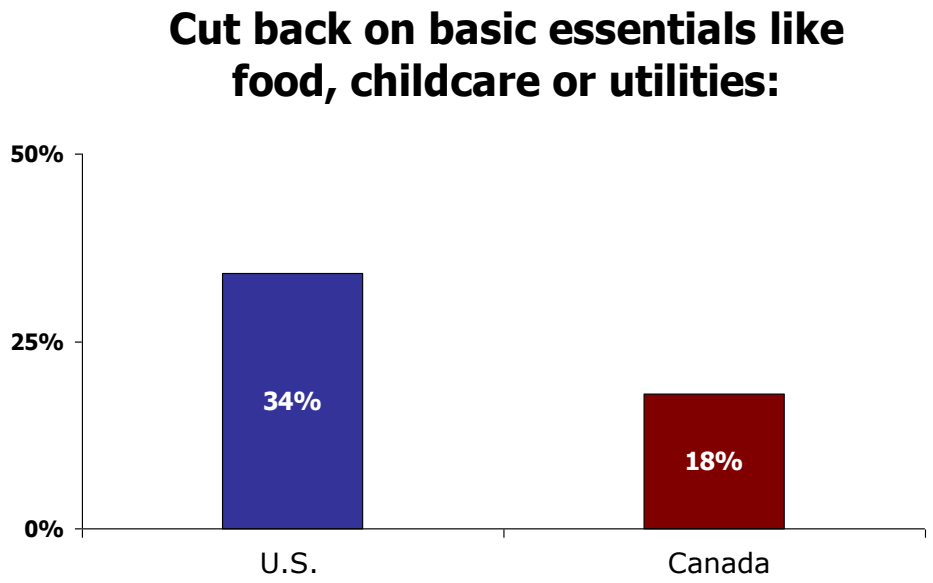
Some are cutting back on basic essentials to afford enough diapers

One in three mothers in the U.S. and nearly one in five in Canada report cutting back on basic essentials like food, utilities or child care in order to afford enough diapers for their children, also referred herein as diaper need. No differences were noted by age of child or out of home daycare use in struggling with diaper need.

These mothers struggling with diaper need, who spend on average U.S. $18/Canada $17 a week on diapers, are more likely to live in poverty and financial hardship than non-hardship (U.S. 42%, 45% vs. 13%; Canada 36%, 41% vs. 23%). They are also less likely to be married than those who do not struggle with diaper need (U.S. 63% vs. 76%; Canada 81% vs. 89%).

While there are no differences in struggling with diaper need by region in the U.S., mothers in Quebec are more likely to struggle with diaper need than mothers from the Maritimes, Ontario or Prairies/British Columbia provinces in Canada (24% vs. 16%, 17%, 16%).

While Hispanic mothers in the U.S. make up a smaller proportion of the population, they are more likely to struggle with diaper need than Caucasian mothers (Hispanic 41%, African-American 36%, Caucasian 31%).



Q22: Have you ever done any of the following to ensure you could afford enough diapers for your child?

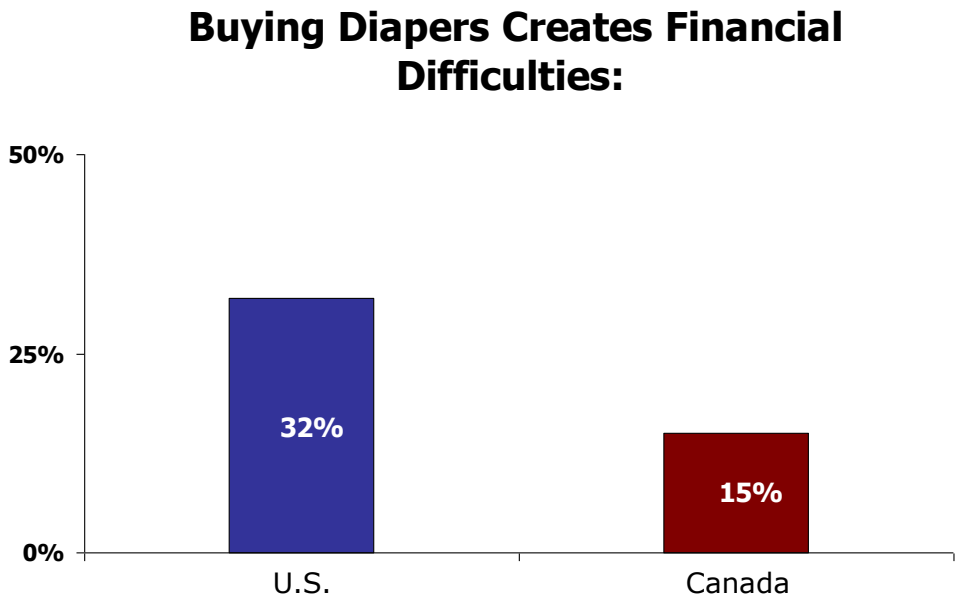
For some, buying diapers creates financial difficulties

For nearly a third of all mothers in the U.S. and just less than one-fifth of mothers in Canada, buying diapers creates financial difficulties. Mothers in the U.S. and Canada living in poverty or financial hardship are more likely than those living in non-hardship to report that buying diapers creates financial difficulties for them (U.S. 55%, 45% vs. 9%; Canada 27%, 30% vs. 4%).

Further, unmarried mothers are more likely than married mothers to report that buying diapers creates financial difficulties (U.S. 49% vs. 26%; Canada 33% vs. 12%).

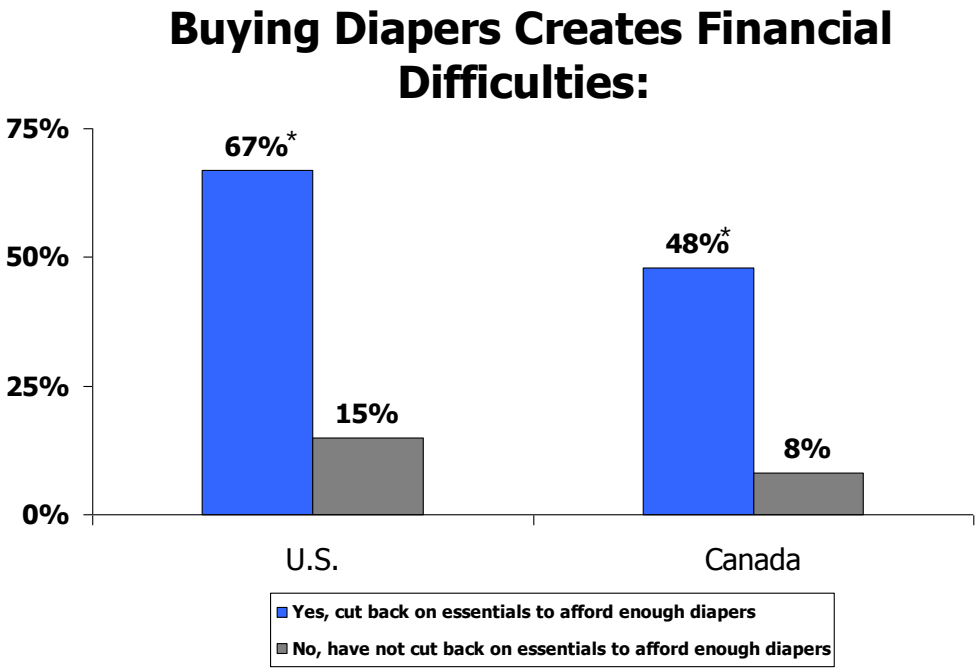
In the U.S., African-American and Hispanic mothers are more likely than Caucasian mothers to report that buying diapers creates financial difficulties for them (U.S. 38%, 44% vs. 28%).

No differences were noted by age of child or use of daycare outside the home regarding financial difficulties in buying diapers.



Q19: Does buying diapers ever create financial difficulties for you?

As to be expected, mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers), are more likely than their counterparts to report that buying diapers creates financial difficulties for them.



Q19: Does buying diapers ever create financial difficulties for you?

Mothers are making choices between diapers and other necessities when they can't afford both

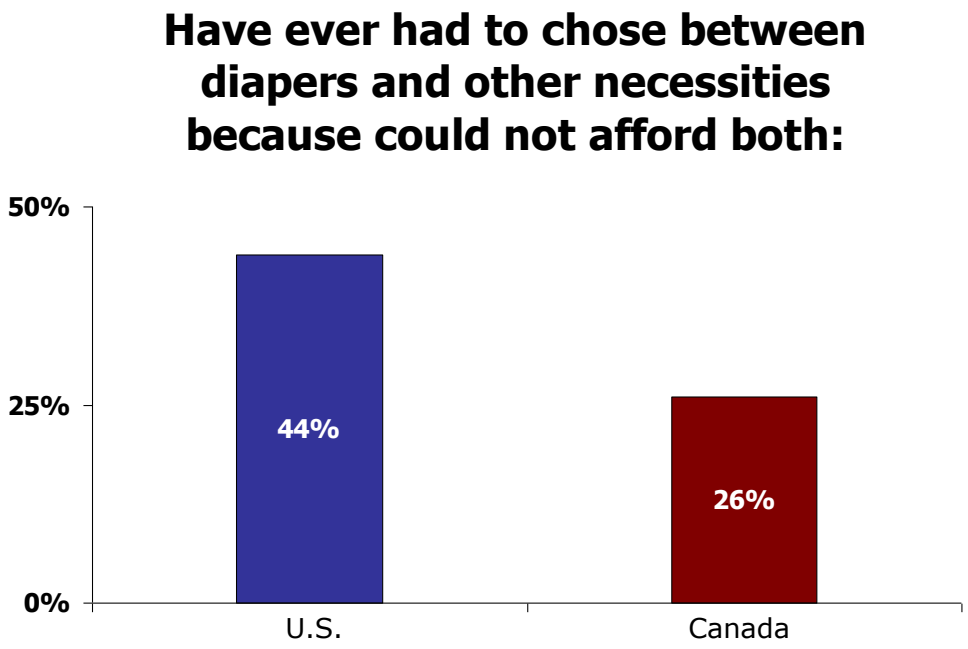
More than four out of every ten mothers in America have, at times, had to choose between buying diapers and other necessities. A quarter of all Canadian mothers have at times had to make the same choice.

Mothers in the U.S. and Canada living in poverty or financial hardship are more likely than those living in non-hardship to report that they have at times had to choose between buying diapers and other necessities (U.S. 71%, 56% vs. 18%; Canada 51%, 43% vs. 9%).

Further, unmarried mothers are more likely than married mothers to report they have at times had to choose between buying diapers and other necessities (U.S. 63% vs. 36%; Canada 50% vs. 23%).

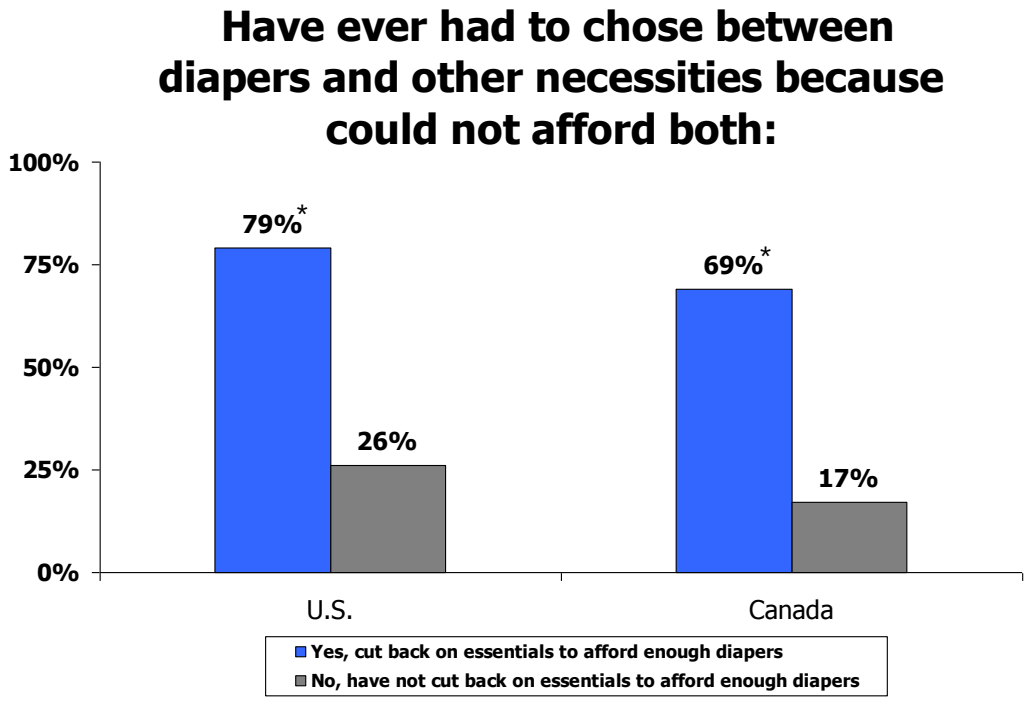
In the U.S., African-American and Hispanic mothers are more likely than Caucasian mothers to report that they have at times had to make this difficult choice (U.S. 52%, 58% vs. 37%).

No differences were noted by age of child or use of daycare outside the home in ever having to choose between buying diapers and other necessities.



Q23: Please tell me whether the following statement is true for you. "There are times when you have had to choose between buying diapers versus other necessities because you couldn't afford both."

These difficult choices and trade-offs between diapers and other necessities are more often made by mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) in both the U.S. and Canada.



Q23: Please tell me whether the following statement is true for you. "There are times when you have had to choose between buying diapers versus other necessities because you couldn't afford both."

Some mothers run out of money for diapers

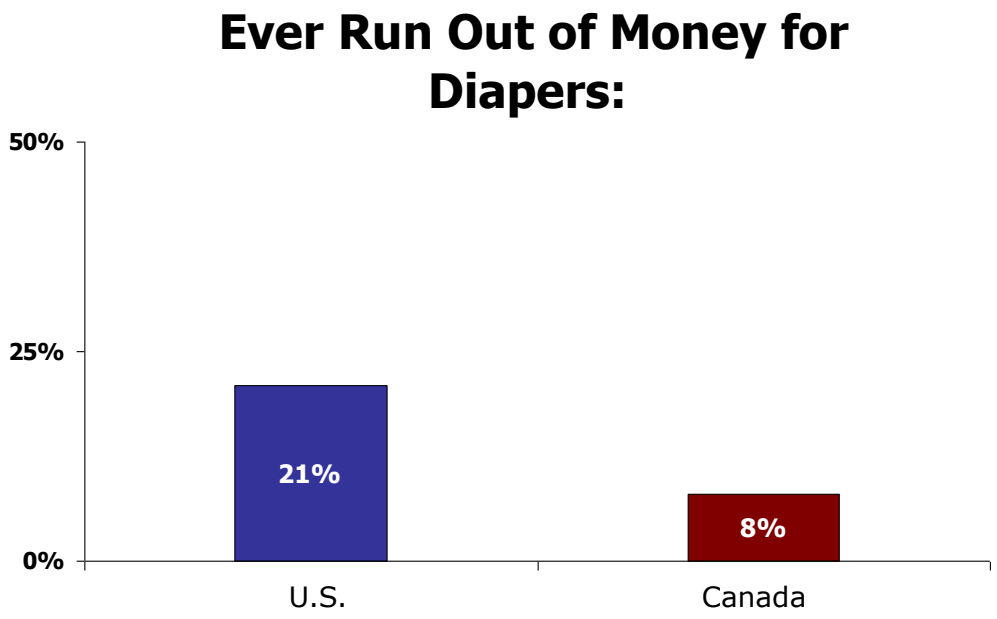
Just over one in five American mothers report that they have personally run out of money for diapers. This is also true for nearly one in ten Canadian mothers.

Mothers in the U.S. and Canada living in poverty or financial hardship are more likely than those living in non-hardship to report that they have personally run out of money for diapers (U.S. 46%, 25% vs. 2%; Canada 19%, 12% vs. 1%).

In addition, unmarried mothers are more likely than married mothers to report that they have run out of money for diapers (U.S. 38% vs. 15%; Canada 23% vs. 6%).

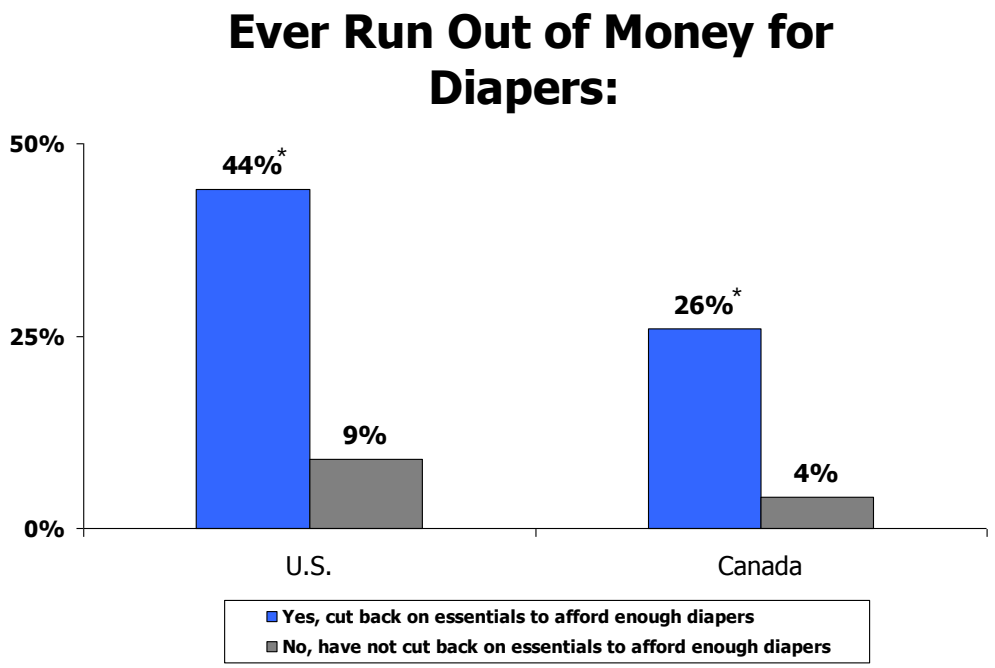
In the U.S., African-American and Hispanic mothers are more likely than Caucasian mothers to report that they have run out of money for diapers (U.S. 34%, 38% vs. 12%).

The age of the child did not influence whether mothers had personally run out of money for diapers.



Q20: Do you ever run out of money for diapers?

As to be expected, mothers in the U.S. and Canada struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are substantially more likely than other mothers to run out of money for diapers.



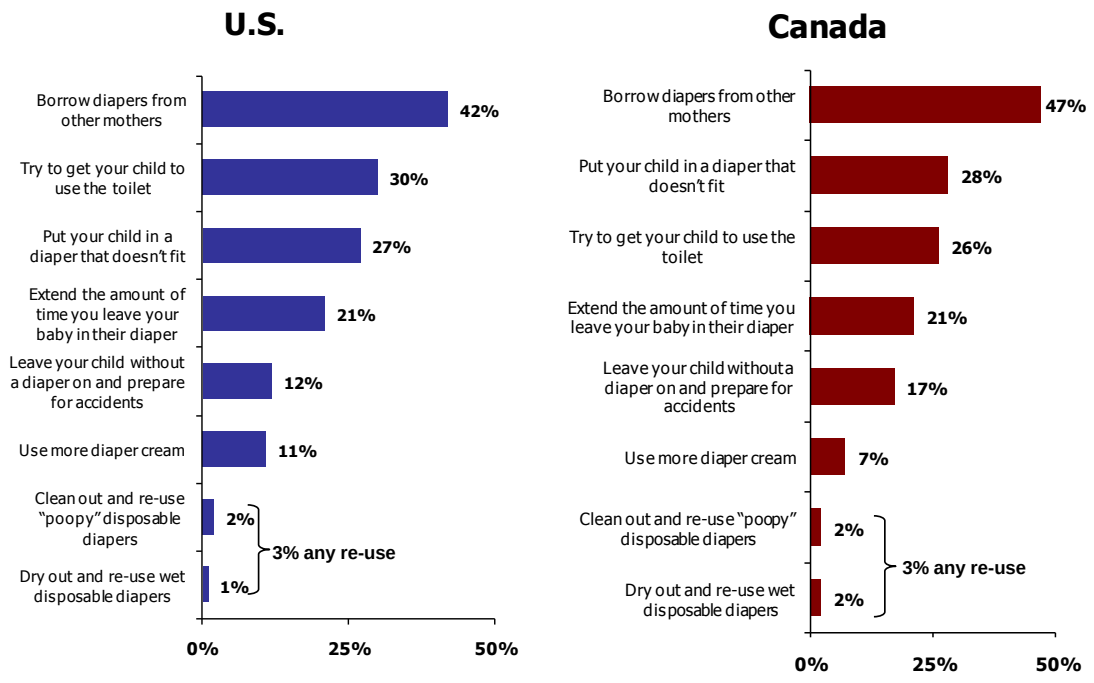
Q20: Do you ever run out of money for diapers?

Mothers get resourceful when they run short on diapers, but children may pay the price

Mothers in the U.S. and Canada are very resourceful when they run short on diapers, with a number of mothers borrowing diapers or getting their young children to use the toilet. In more extreme cases, mothers have had to re-use dirty diapers to get by.

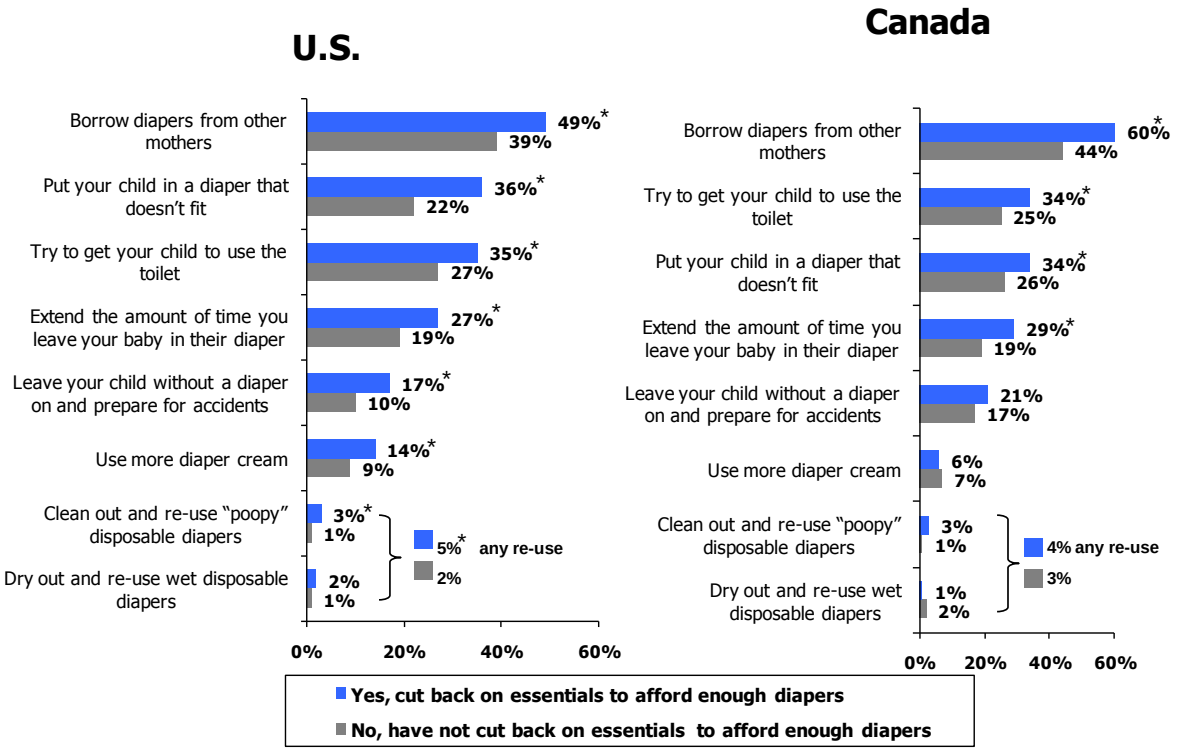
Mothers living in poverty, who are more likely to be struggling with diaper need and run out of money for diapers, are more likely than those living in financial hardship or non-hardship to take any of these actions in order to get by (U.S. 84% vs. 76%, 63%; Canada 81% vs. 71%, 68%).

Mothers with children 2 years or older are twice as likely as their counterparts with babies under 2 to try and get their child to use the toilet or leave their child without a diaper and prepare for accidents when they run short on diapers (use toilet: U.S. 47% vs. 21%, Canada 42% vs. 20%; prepare for accidents: U.S. 19% vs. 9%, Canada 25% vs. 14%).



Q18: When you run short on diapers, what have you ever done to get by until you can get a new supply?

Mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely than other mothers to take nearly all of these actions to get by when they run short on diapers.



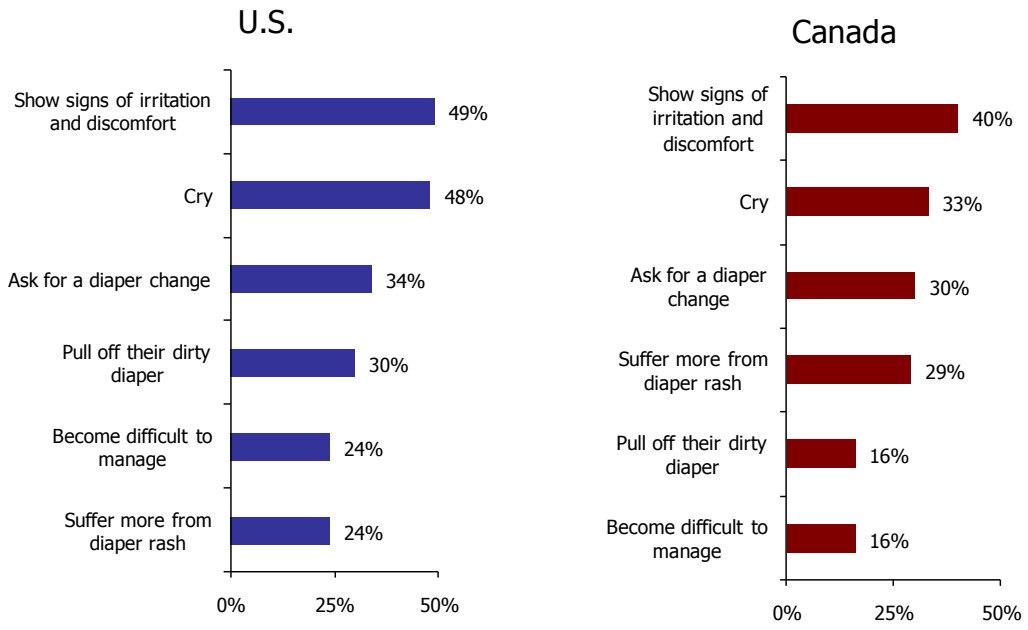
Q18: When you run short on diapers, what have you ever done to get by until you can get a new supply?

III. Diaper need and child/maternal well-being

Children experience emotional and physical consequences when not changed out of a dirty diaper

When mothers run short on diapers they take measures in the moment to get by - like extending the period of time their child is in a diaper, putting a child in a diaper that doesn't fit or in more extreme cases re-using dirty diapers - which may influence the well-being of the child.

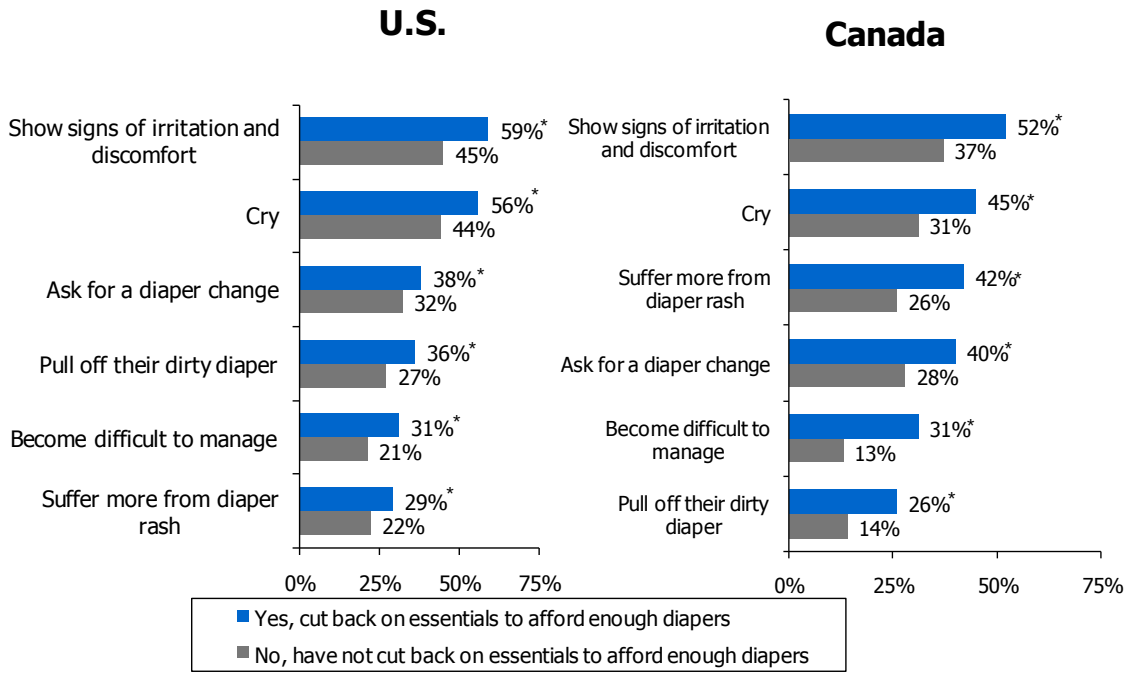
Many mothers report that when their child can't be changed out of a dirty diaper the child experiences irritation and discomfort, cries and suffers more from diaper rash.



Q31. When your child has a dirty diaper but you cannot change it for whatever reason, does he or she ever…?

Children in diaper need, whose mothers report more often running short on diapers, are more likely to experience the negative outcomes of not being changed out of a dirty diaper.

Mothers in the U.S. and Canada struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely to report their children show signs of irritation and discomfort, cry, become difficult to manage and suffer more from diaper rash when they can't change them out of a dirty diaper.



Q31: When your child has a dirty diaper but you cannot change it for whatever reason, does he or she ever…?

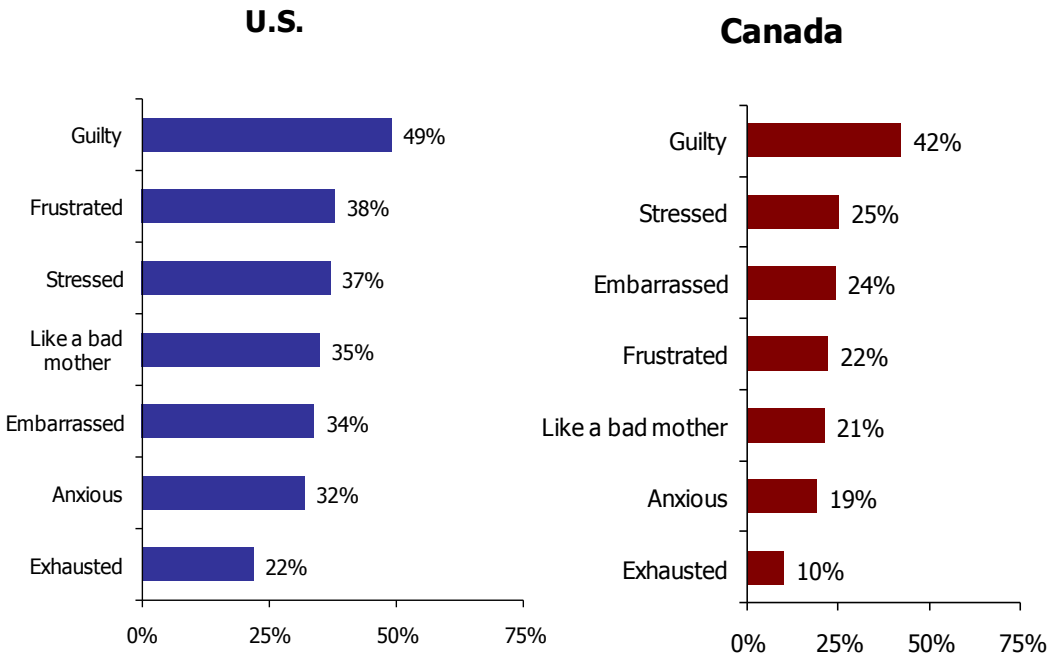
Mothers experience emotional consequences when they can't change their child's dirty diaper

The lack of capacity to change one's child out of a dirty diaper not only influences the child's emotional and physical state (crying, irritation, diaper rash), but also that of the mother.

When mothers need to go too long without being able to change their child out of a dirty diaper, they often report feeling guilt, stress and frustration. A full third of mothers in the U.S. and two in ten mothers in Canada report feeling like a "bad mother" when this occurs.

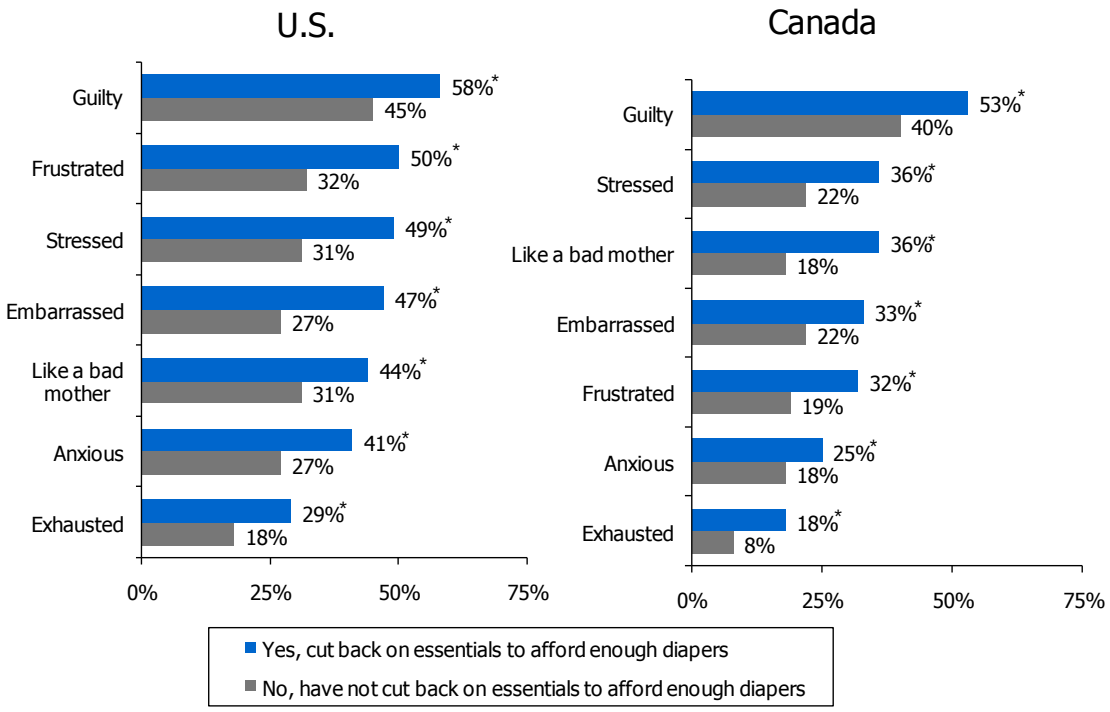
Mothers living in poverty and financial hardship are more likely than those living in non-hardship to report feeling any negative emotions around not being able to change one's child out of a dirty diaper (U.S. 71%, 73% vs. 59%; Canada 71%, 73% vs. 56%).

The age of the child, use of daycare outside the home, marital status and ethnicity (in the U.S.), do not appear to influence whether or not these mothers feel negative emotions around not being able to change their child out of a dirty diaper.



Q32: When you have to go for too long during the day without being able to change your child's dirty diaper, do you ever feel any of the following?

The inability to provide a basic need like diapers for one's child takes a toll on mothers. Mothers in the U.S. and Canada struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely than their counterparts to report feeling guilty, stressed, embarrassed and like a "bad mother" when they are not able to change their child out of a dirty diaper.



Q32: When you have to go for too long during the day without being able to change your child's dirty diaper, do you ever feel any of the following?

Lack of diaper resources creates distress and stress

Nearly all mothers in the U.S. and Canada agree that not having enough diapers for their child's daily needs would be very distressing to them. For half of mothers in the U.S. and four in ten mothers in Canada having their diaper supply run short causes stress.

The feeling that it would be distressing when a mother doesn't have enough diapers for her child's daily needs is shared across financial standing, age of child, use of daycare outside the home and marital status.

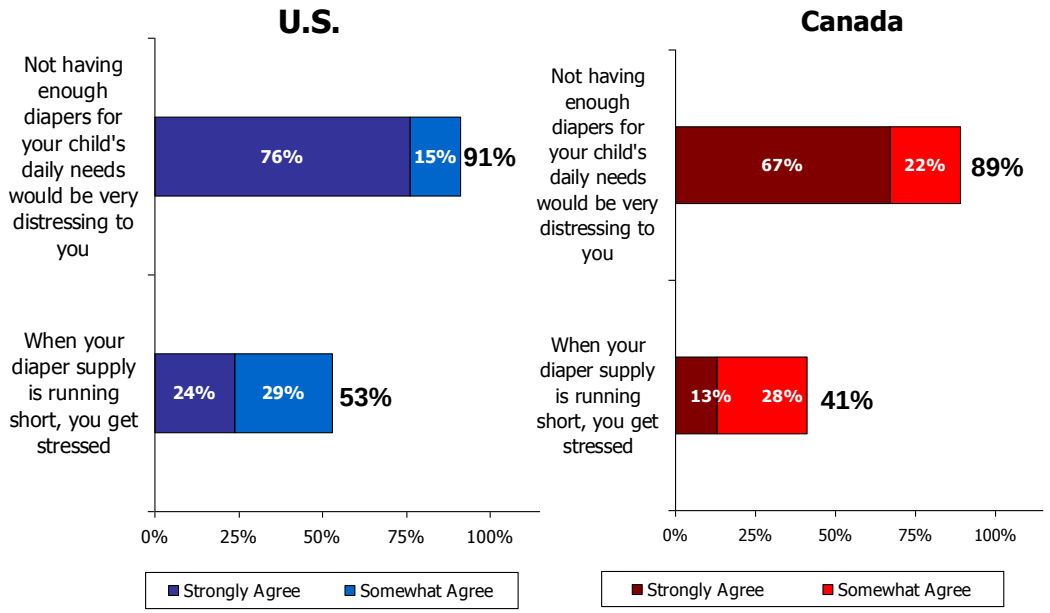
In the U.S., Caucasian mothers are more likely than African-American and Hispanic mothers to agree that it would be distressing to not have enough diapers for their child's daily needs, although they are also less likely to experience this (94% vs. 87%, 88%).

Yet, mothers who more often struggle with diaper need are more likely to report feeling stressed when their diaper supply is running short.

Mothers living in poverty and financial hardship are more likely than those living in non-hardship to report feeling stressed when their diaper supply is running short (U.S. 66%, 59% vs. 39%; Canada 53%, 48% vs. 33%).

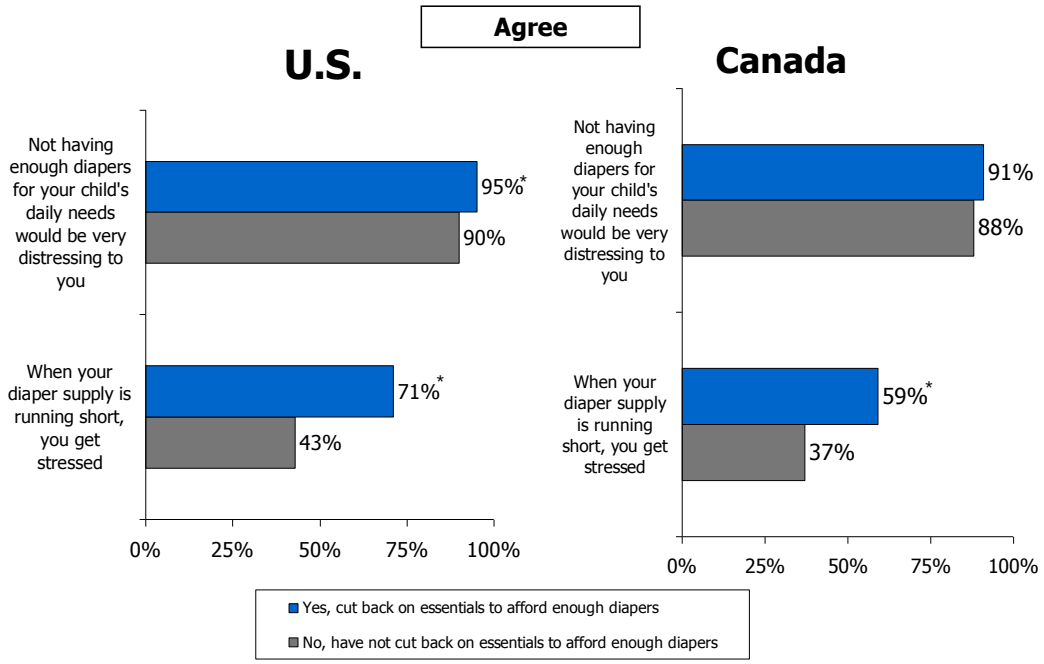
Unmarried mothers are more likely than married mothers to report feeling stressed when their diaper supply is running short (U.S. 60% vs. 50%; Canada 54% vs. 39%).

No differences were noted on mothers' feelings of stress when their diaper supply is running short by age of child, use of daycare outside the home or ethnicity (in the U.S.).



Q33: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Whether or not they struggle with diaper need, mothers across the U.S. and Canada would get distressed if they did not have enough diapers for their child's daily needs. Yet, mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are considerably more likely to get stressed when their diaper supply is running short.



Q33: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Maternal well-being is healthy, but is influenced by one's ability to provide

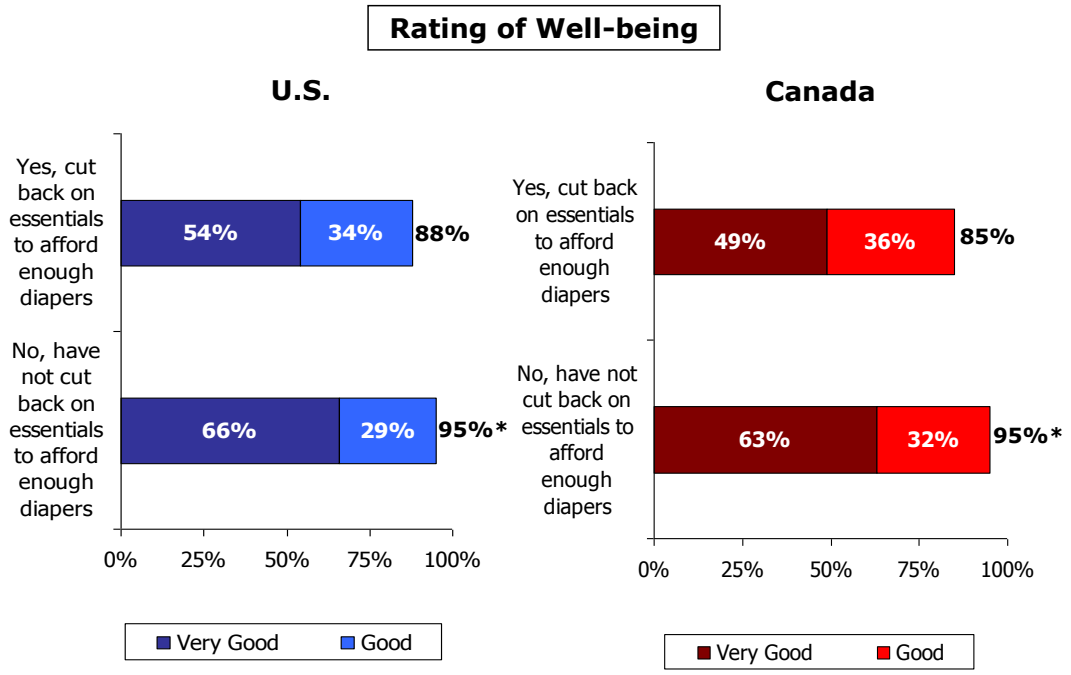
Overall, the majority of mothers in the U.S. (93%) and Canada (93%) do rate their well-being as "very good" or "good."

While mothers in general rate their personal well-being favorably, mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) rate their well-being less favorably than mothers who don't (U.S. 88% vs. 95%; Canada 85% vs. 95%).

In addition, mothers living in poverty and financial hardship rate their well-being less favorably than do mothers living in non-hardship (U.S. 86%, 92% vs. 97%; Canada 90%, 91% vs. 96%).

A relationship is not seen in ratings of maternal well-being in the U.S. based on age of child, use of daycare outside the home or ethnicity (in the U.S.).

Yet, in Canada mothers with younger children (under 2) and those who do not use daycare outside the home rate their well-being higher than their counterparts (children under 2, 94% vs. 2+, 91%, do not use daycare outside the home 94% vs. use daycare outside the home 92%).



Q5: How do you rate your overall sense of well-being that is, feeling good about yourself and your life?

Lack of diapers limits mothers' parenting activities

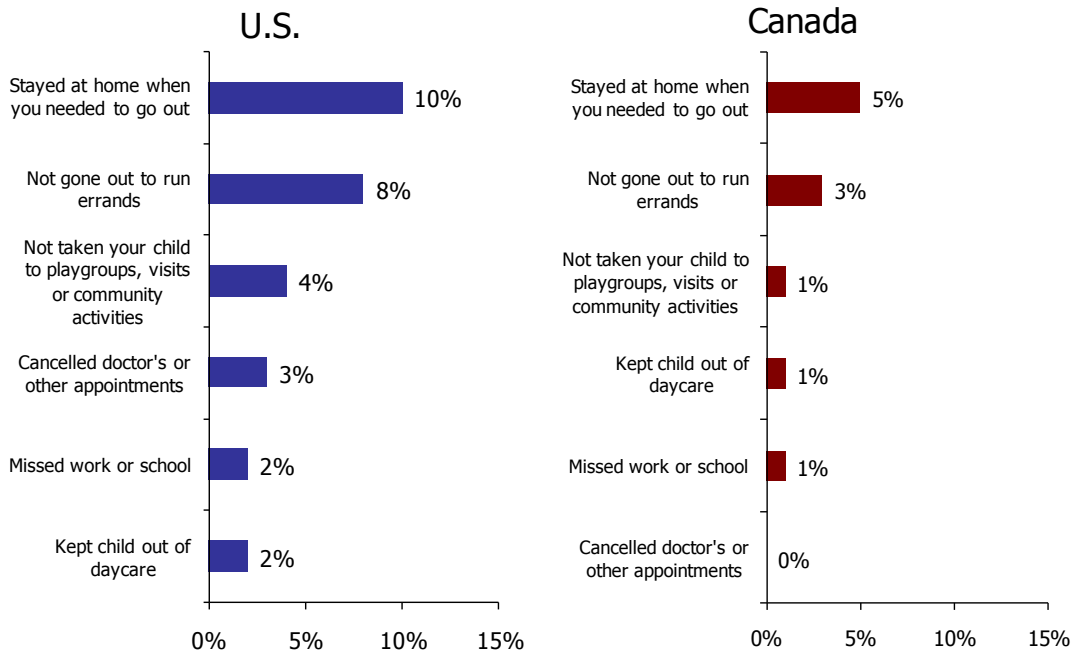
Nearly two in ten mothers in the U.S. and nearly one in ten in Canada have had to limit their activities because they did not have enough diapers for their child (15%, 7%). Specifically, mothers report having to stay at home when they need to go out, miss work or school, or keep their child out of daycare because they did not have enough diapers (U.S. 11%; Canada 5%).

Mothers in the U.S. and Canada living in poverty or financial hardship are more likely than those living in non-hardship to have had to limit their activities because they did not have enough diapers for their child (U.S. 29%, 17% vs. 5%; Canada 15%, 8% vs. 3%).

In addition, unmarried mothers are twice as likely as married mothers to report that they have had to limit their activities because they did not have enough diapers for their child (U.S. 24% vs. 12%; Canada 14% vs. 6%).

In the U.S., African-American and Hispanic mothers are also more likely than Caucasian mothers to report that they have had to limit their activities because they did not have enough diapers for their child (U.S. 21%, 22% vs. 11%).

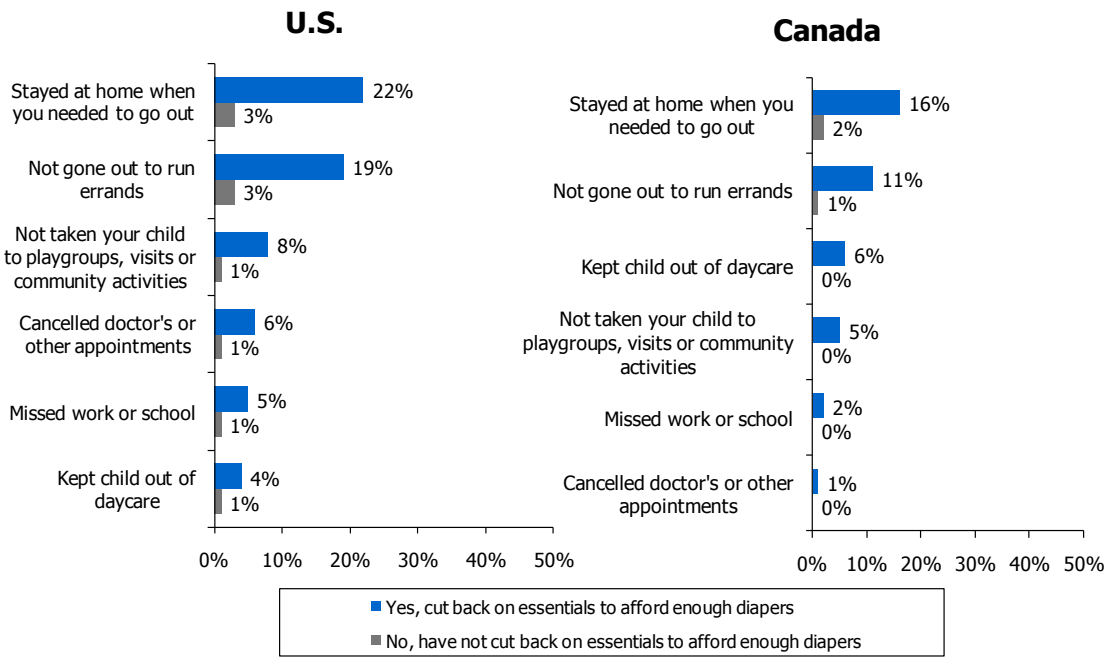
The age of the child or use of daycare outside the home does not appear to influence whether mothers have had to limit their activities because they did not have enough diapers for their child.



Q25: Have you ever had to do any of the following because you did not have enough diapers for your child?

Mothers in the U.S. and Canada struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely than their counterparts to have had to limit their activities because they did not have enough diapers for their child (U.S. 33 % vs. 7%; Canada 20% vs. 4%).

Further, these mothers struggling with diaper need are much more likely than mothers who do not struggle to stay at home when they need to go out, miss work or school, or keep their child out of daycare because they did not have enough diapers (U.S. 24% vs. 4%; Canada 16% vs. 2%).



*All differences significant, with exception to cancelled doctor's appointments in Canada.

Q25: Have you ever had to do any of the following because you did not have enough diapers for your child?

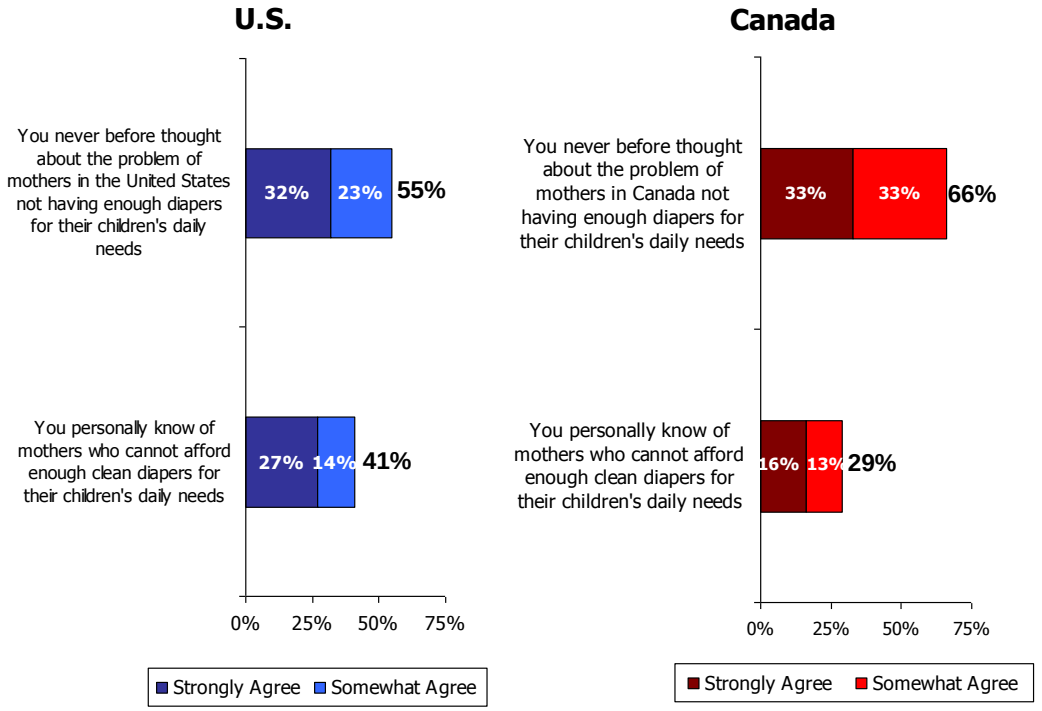
IV. Desire for change around diaper need

Diaper need is not top of mind

More than half of mothers in the U.S. and two-thirds of mothers in Canada have never thought about the problem of mothers not having enough diapers for their child's daily needs. Yet, four in ten American mothers and three in ten Canadian mothers personally know of mothers who cannot afford enough clean diapers for their child's daily needs.

Lack of consideration around the issue of diaper need crosses socio-economic factors. Financial standing, marital status and living in diaper need do not appear to influence the fact that mothers have never thought about the problem of mothers not having enough diapers for their child's daily needs.

Yet, mothers living in poverty and financial hardship, those who are unmarried, and those struggling with diaper need are more likely to personally know of mothers who cannot afford enough clean diapers for their child's daily needs (U.S. poverty 57%, financial hardship 43%, non-hardship 28%; unmarried 56% vs. married 35%; struggling with diaper need 51% vs. do not struggle with diaper need 35% -- Canada poverty 45%, financial hardship 31%, non-hardship 22%; unmarried 53% vs. married 26%; struggle with diaper need 38% vs. do not struggle with diaper need 27%).



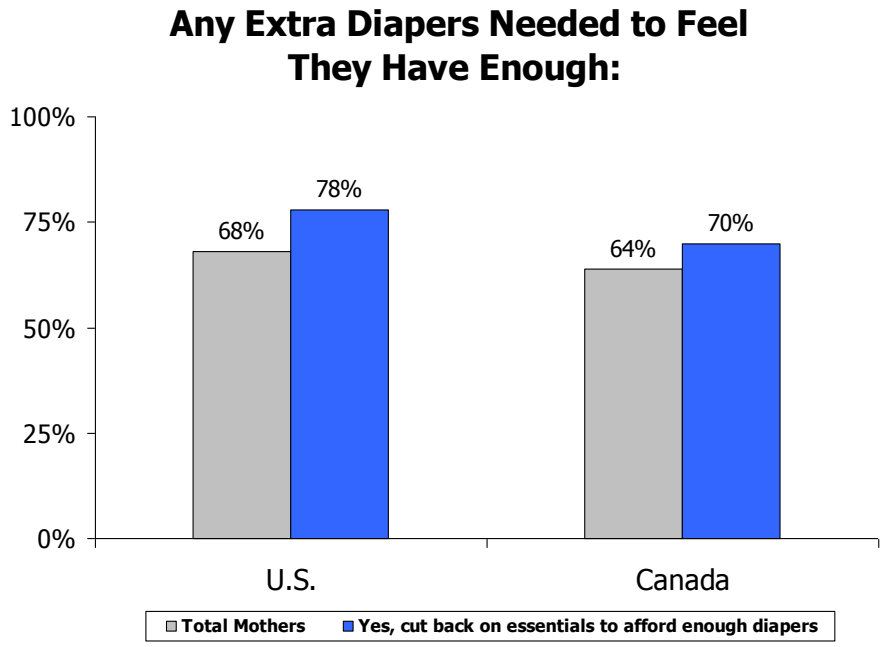
Q34: Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Mothers are in need of more diapers to feel they have enough

Roughly two-thirds of mothers in the U.S. and Canada report that they need extra diapers to feel they have enough for their child's needs in a week. The American and Canadian mothers who need more diapers, report needing an average of 11 extra diapers in a week to feel they have enough.

For mothers struggling with diaper need (have had to cut back on basic essentials, like food, utilities and child care in order to afford enough diapers for their children), the need for extra diapers is greater, with nearly eight in ten in the U.S. and seven in ten in Canada reporting to need extra diapers to feel they have enough.

More than four in ten American mothers and a third of Canadian mothers struggling with diaper need report needing 14 or more extra diapers in a week to feel they have enough (43%, 35%).

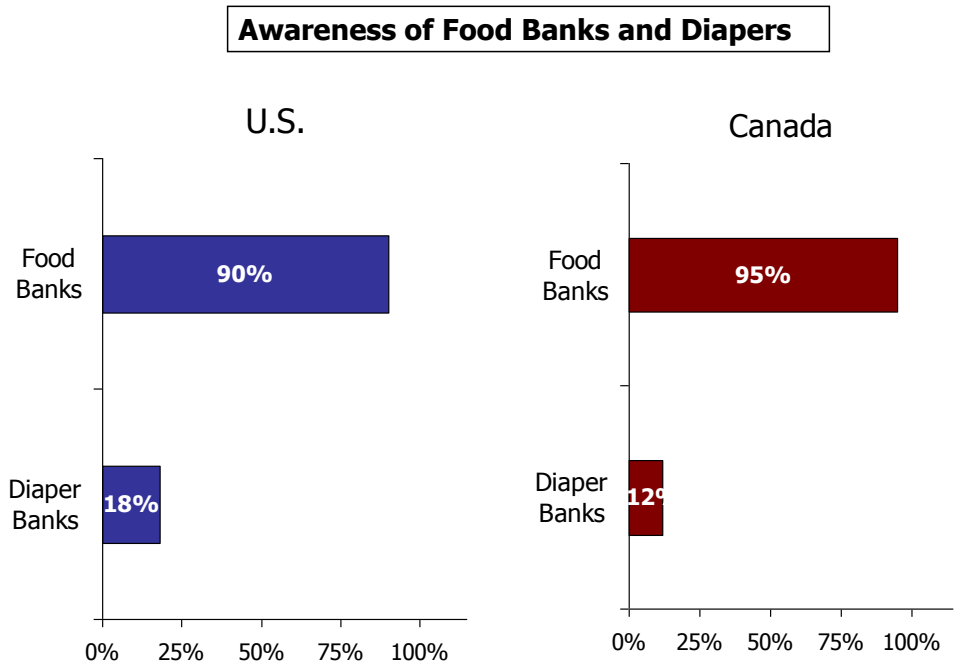


Q24: Thinking about your child's diaper needs, how many EXTRA diapers a week, if any, would make you feel you had enough? Number of extra diapers needed based on mean excluding zero.

Awareness of food banks is high, with education about diaper banks needed

While the majority of mothers in the U.S. and Canada report being aware of food banks, few are aware of diaper banks.

Struggling with diaper need does not influence whether mothers are aware of diaper banks, yet those at opposite spectrums of financial standing (poverty and non-hardship) are more likely to be aware of diaper banks than those mothers in the middle who are experiencing financial hardship (U.S. poverty 23%, financial hardship 14%, non-hardship 19% -- Canada poverty 14%, financial hardship 6%, non-hardship 13%).



Q27: Have you heard of diaper banks that give free diapers to mothers who need them?
Q28: Have you ever heard of food banks that distribute food to those in need?

American mothers more likely than Canadian mothers to use resource like diaper banks

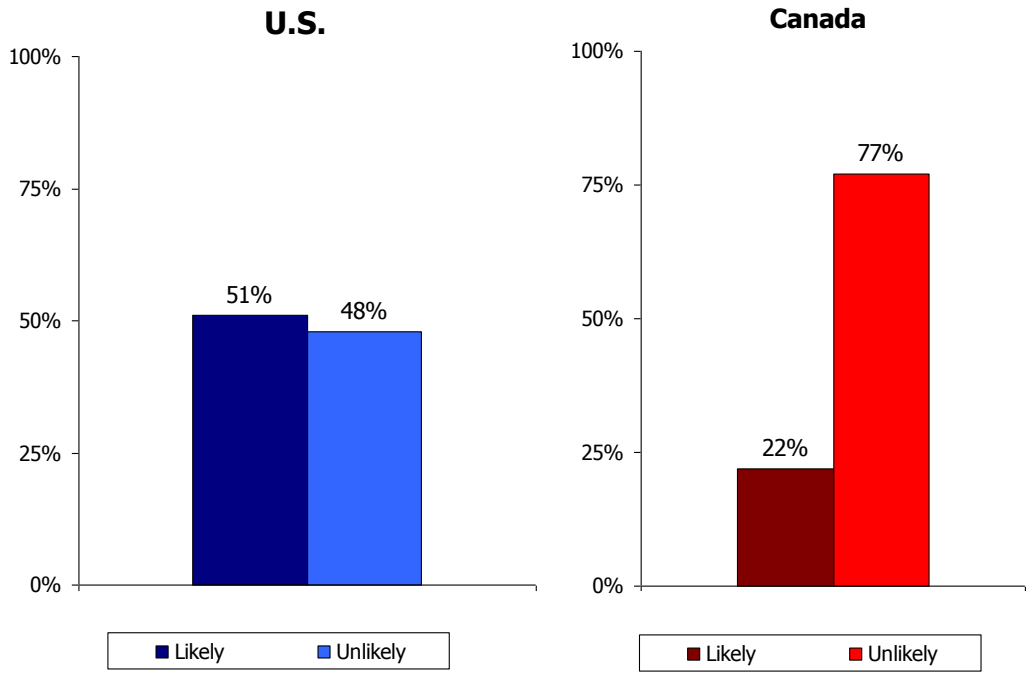
While half of all mothers in the U.S. would be likely to consider getting free diapers from a diaper bank or similar organization, only two in ten Canadian mothers would consider doing so.

Mothers in the U.S. and Canada living in poverty or financial hardship are more likely than those living in non-hardship to report being likely to consider getting free diapers from a diaper bank or similar organization (U.S. 78%, 60% vs. 28%; Canada 48%, 21% vs. 11%).

In addition, unmarried mothers are more likely than married mothers to report being likely to consider getting free diapers from a diaper bank or similar organization (U.S. 75% vs. 42%; Canada 51% vs. 17%).

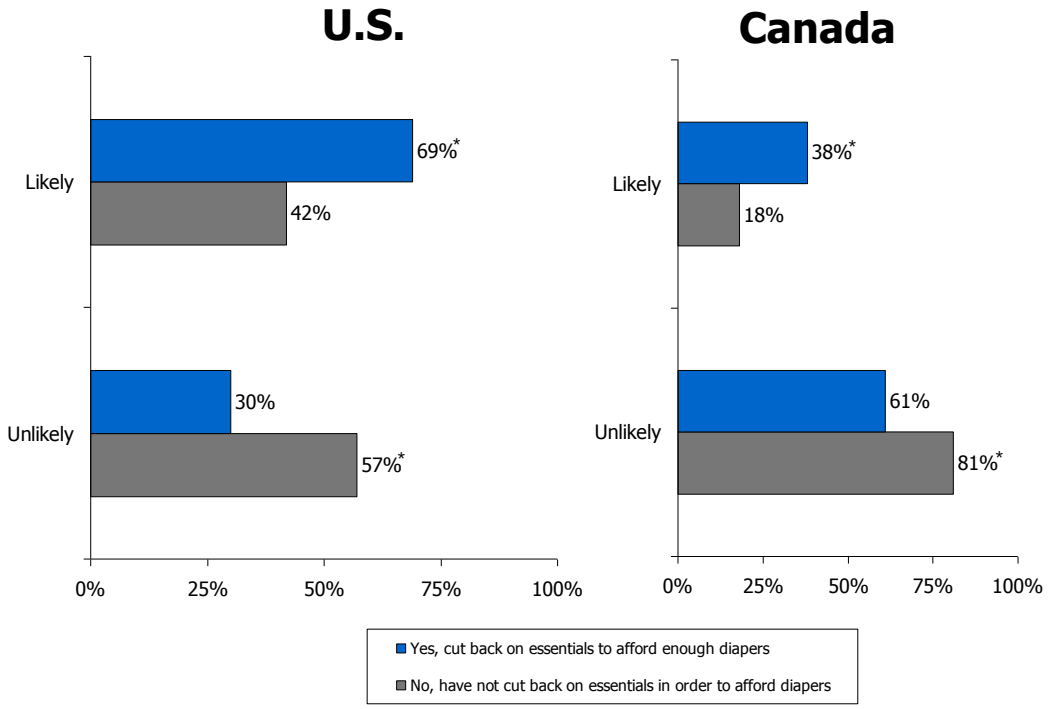
In the U.S., African-American and Hispanic mothers are also more likely than Caucasian mothers to report being likely to consider getting free diapers from a diaper bank or similar organization (U.S. 73%, 62% vs. 42%).

While no differences are noted regionally in the U.S., Canadian mothers from Ontario are the most likely to report considering getting free diapers from a diaper bank or similar organization (Ontario 28% vs. Quebec 18%, Maritimes 18%, Prairies/British Columbia 17%).



Q29: Would you ever consider getting free diapers from a diaper bank or a similar organization? 4 pt. scale.

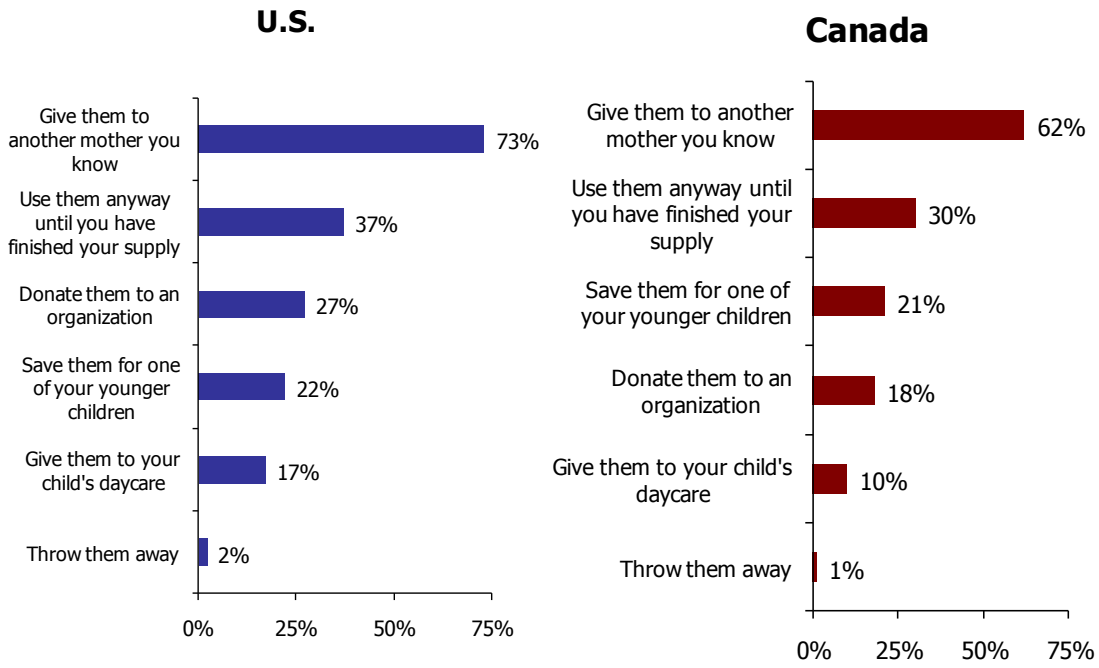
Mothers across the U.S. and Canada struggling with diaper need (have had to cut back on basic essentials, like food, utilities or child care in order to afford enough diapers for their children) are more likely to consider getting free diapers from a diaper bank or similar organization.



Q29: Would you ever consider getting free diapers from a diaper bank or a similar organization? 4 pt. scale.

Mothers already taking initiative to help other mothers in need through grassroots efforts

Most mothers across the U.S. and Canada are already giving diapers to other mothers, as well as donating them to an organization or giving them to their child's daycare. Although a small amount, 2 percent of American mothers and 1 percent of Canadian mothers currently throw away unused diapers, diapers that could go to mothers struggling with diaper need.



Q16: What do you usually do with extra diapers that your child has grown out of?
BASE: If do not use cloth only diapers in Q11.

Mothers are eager to help address diaper need

After hearing about diaper need, American and Canadian mothers are interested in helping address the issue.

Mothers were read the following statement about the issue of diaper need:

> *"Some mothers compromise on necessities like food and heating to be able to afford diapers. In addition, there are some mothers who can only afford a few diapers a day for their children and may sometimes have to re-use soiled disposable diapers."*

Following hearing this, American and Canadian mothers were most interested in two actions: purchasing products that help get diapers to families in need, and donating disposable diapers themselves to a diaper bank or similar organization.

Mothers who struggle with diaper need are just as likely as those who do not to be interested in purchasing products as well as donating disposable diapers to aid those in need (U.S. purchase: 89% vs. 88%, donate diapers: 85% vs. 87%; Canada purchase: 86% vs. 83%, donate diapers: 81% vs. 85%).

Very/Somewhat Interested – Ranked on U.S.	U.S.	Canada
Buying products from companies who are helping get disposable diapers to families in need	88%	83%
Donating disposable diapers to a diaper bank or other agency to distribute to those in need	86%	84%
Learning more about the issue and its impact	75%	66%
Volunteering time to help collect disposable diapers for those in need	68%	48%
Talking to mothers about the issue	66%	58%
Helping start a diaper bank in your area to serve those families in need	65%	49%
Donating money to help pay for disposable diapers for those in need	64%	53%
Organizing a diaper drive in your community to help collect disposable diapers	62%	41%
Getting the word out about the problem through online social networks, like Facebook, Twitter and blogs	62%	43%
Writing to or calling your political representatives to get them to focus on the problem in your community and nationally	58%	41%

Q37: The (first/next) is [ITEM]. *Would you be very interested, somewhat interested, not very interested or not at all interested?*

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