



# Investigation into Terminology and Messages Around Using Washable Nappies

---

## Survey Report

Rebecca Rapson  
GO REAL, THE REAL NAPPY INFORMATION SERVICE  
11/11/2010

## Contents

1. Introduction .....	3
2. Perceptions .....	4
3. Motivations .....	8
4. Barriers.....	15
5. Key Messages.....	20
6. Terminology .....	24
7. Links to Other Behaviours.....	26
9. Audience Groups.....	27
10. Conclusions .....	29
11. Demographics .....	30

## Acknowledgements

This research was carried out by GO REAL, THE REAL NAPPY INFORMATION SERVICE

With thanks to WRAP for their assistance in producing this report

# 1. Introduction

Go Real undertook research in order to improve understanding of appropriate messaging and terminology around the specific waste prevention activity of using washable nappies. An online survey was carried out to provide both qualitative and quantitative evidence to help develop consistent advice for any organisation seeking to undertake this activity as part of a wider waste prevention strategy. The survey included questions on terminology, perceptions, barriers to using washable nappies, motivations, and delivery of messaging.

## 1.1 Methodology

We aimed to attract a sample of 2,000 respondents and for the majority of these to be female and between the ages of 18 – 45. This target group was chosen as the group most likely to either have children, be planning to have children or to have children at some time in the future. It was also believed that women would be the primary decision maker when it comes to which type of nappy to use. The mix of parents, expectant parents and non-parents would enable us to measure any significant differences in perception, understanding and awareness between these groups.

The survey was advertised, with an incentive, on generic parenting websites, competition and free offer websites and on Facebook. All advertising was generic and wherever possible avoided the mention of “nappies”. Where this wasn’t possible we used generic language to ensure users of both types of nappy would complete the survey. The Facebook advert was by far the most successful of these methods and focused on the incentive offered for answering the survey. The remaining respondents were identified via a market research company.

Therefore the majority of the respondents were not aware of the subject of the survey before starting and on clicking to take part they received the following information:

“Thank you for taking the time to answer this short survey. This survey will be most relevant to you if you are female and aged between 18 and 45. The survey will take approximately 10 minutes, or less, to complete.”

Following questions to ascertain the respondents’ demographics the subject of nappies was introduced as such:

“We want to ask you a series of questions about different types of nappies, it doesn't matter if you don't have children or have never used a nappy, we are still interested to know what you think.

We will be asking you about the ones that you use once and throw away plus the ones that you wash and use again.”

This ensured that our sample answered the questions purely from their own experience and current perceptions.

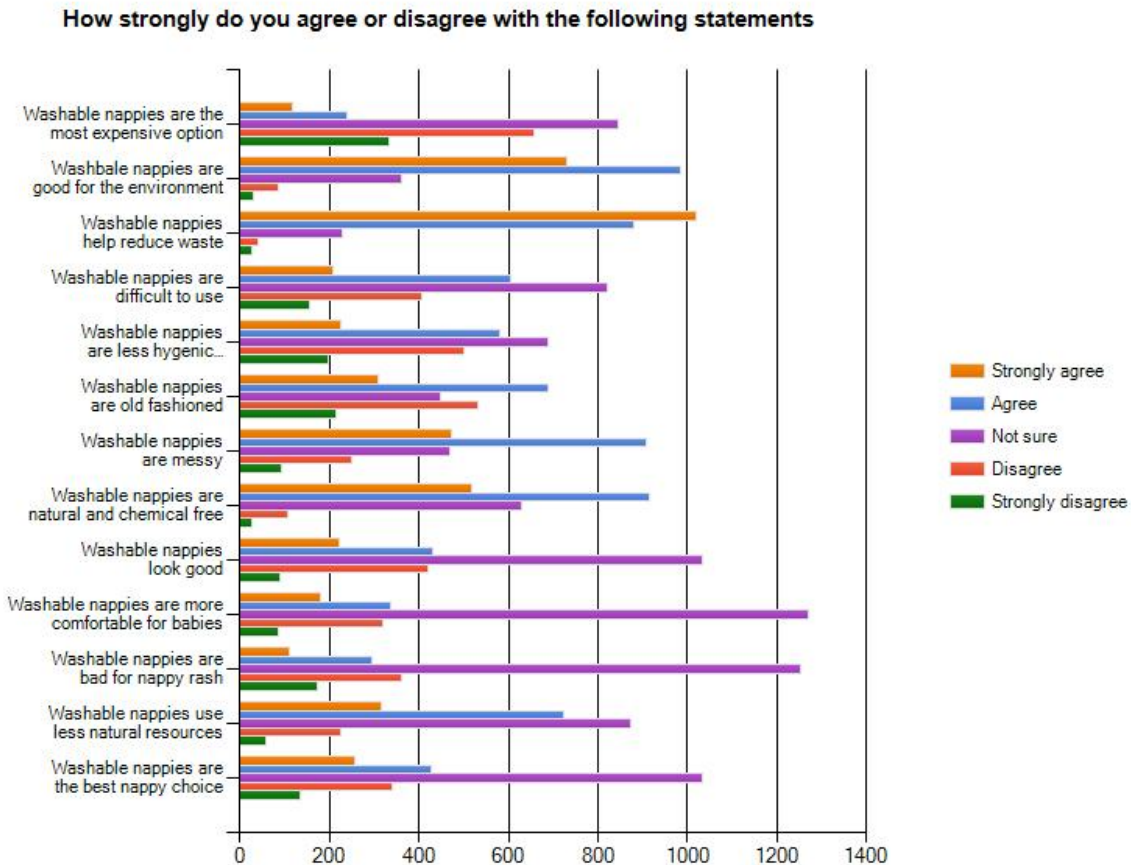
We were successful in attracting 2,571 respondents, 1,981 of whom completed the whole survey. 1,835 of the respondents beginning the survey were sourced from the marketing company.

## **2. Perceptions**

### **2.1 Key Points**

- Environmental benefits of washables and the corresponding disadvantages of disposables are widely accepted.
- Some uncertainty remains around cost benefit.
- The negative perceptions that washable nappies are old fashioned, messy, difficult to use and unhygienic persist.
- There were high levels of uncertainty around nappy rash, comfort and aesthetics.
- There was no strong consensus on the best nappy choice.
- There were high levels of uncertainty around all aspects of eco-disposables.

Peoples' perceptions on nappies were measured early in the survey by asking them a rating style question on both types:

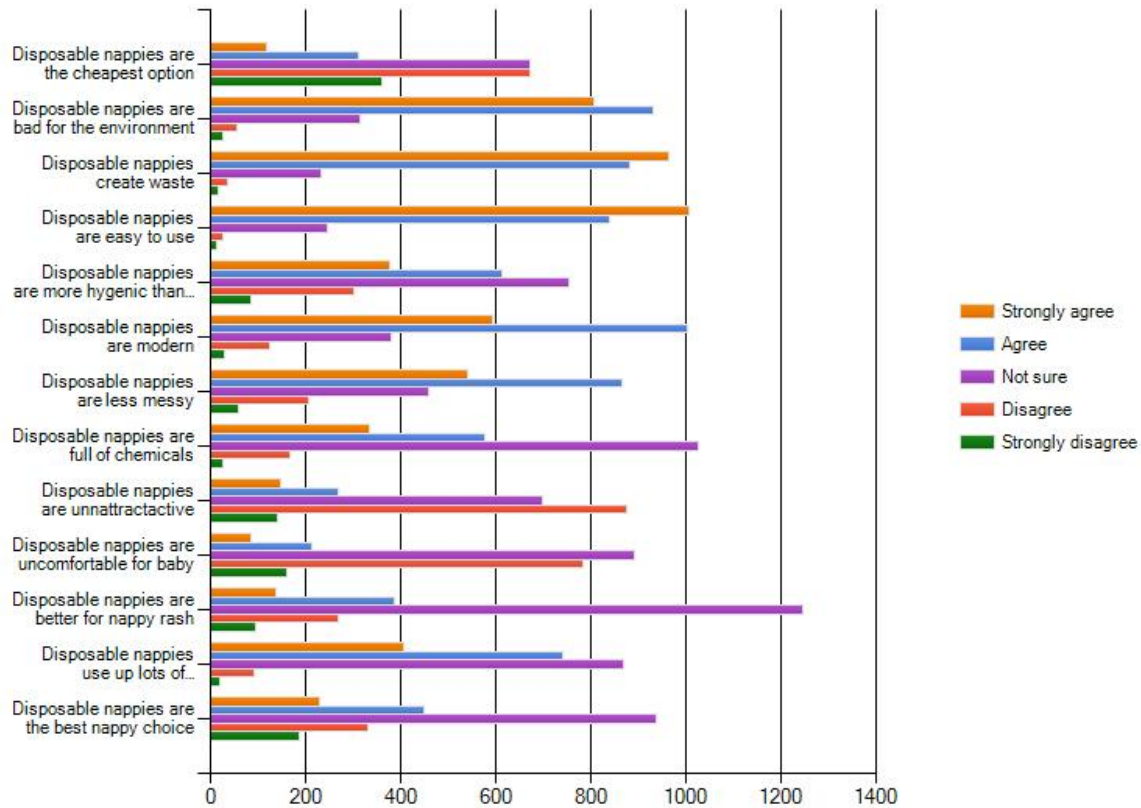


*2,193 respondents*

People seem to be generally aware and accepting of the positives of washable nappies, agreeing particularly in terms of the environmental benefits; believing that they are good for the environment, reduce waste and are natural and chemical free. But whilst the majority believed that washable nappies use fewer resources and disagree that they are the most expensive option there are more people who are unsure on these two positive aspects.

The perceptions that washables are difficult to use, less hygienic, old fashioned and messy persist, with old fashioned and messy being the enduring perceptions. There was less of a consensus on whether they look good, are more comfortable or are bad for nappy rash: a majority were unsure on these points and this could indicate a lack of information provision, an awareness of conflicting views or that the respondents feel that there is no difference between the two nappy types. Perhaps surprisingly people did not show a strong conviction on the best nappy choice.

**Tell us how strongly you agree or disagree with the following statements:**



2,128 respondents

These perceptions reinforce that consumers are aware of the apparent environmental disadvantages though there is less certainty when it comes to chemicals and resource use.

The participants were clear that disposable nappies are easy to use, modern and less messy.

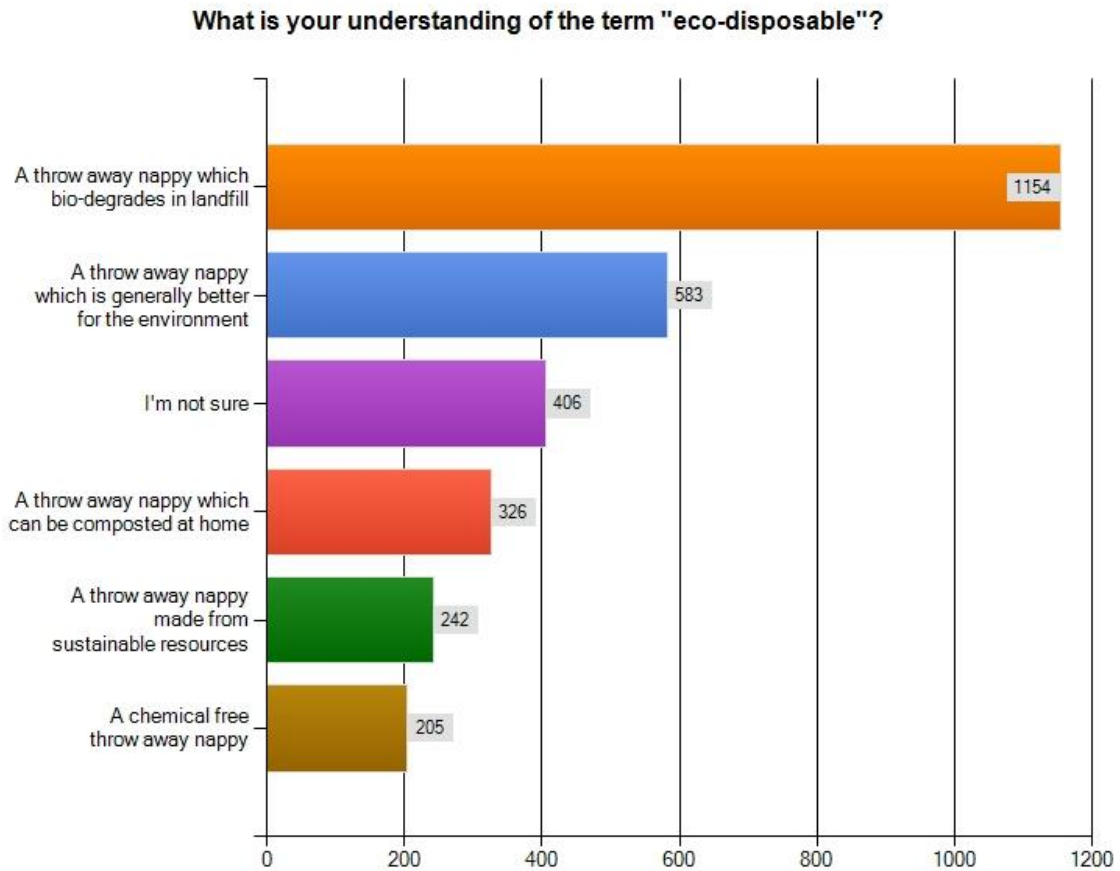
However, there was less certainty when it came to finance and hygiene, but whereas the majority disagreed that disposables were the cheapest option most agreed that disposables were more hygienic.

Opinions were also divided in terms of aesthetics, comfort and nappy rash.

The results indicate that people believe that washable nappies are better for the environment than disposables. Throughout the survey there were some open responses which highlighted confusion on whether the environmental benefit considered extra machine use, etc. and so it is important to offer clear and factual advice on how to lower the environmental impact to ensure washable nappy users achieve a carbon saving. However, it would appear that in terms of increasing uptake the environmental performance of washable nappies is already acknowledged and so may not be a necessary focus for communications.

It does appear there is still work to be done on product awareness regarding appearance and ease of use in terms of washing and time consumption. There are some reservations around the process of washing; with people being turned off by thinking the process is messy. More work on evidencing the financial benefit is also necessary as this is not as readily accepted as the environmental factors.

We also measured people's understanding and perception of eco-disposable nappies. Initially we asked a question to measure what people understood an eco-disposable to be. The respondents were able to select multiple answers:



*1,574 respondents, multiple answers allowed*

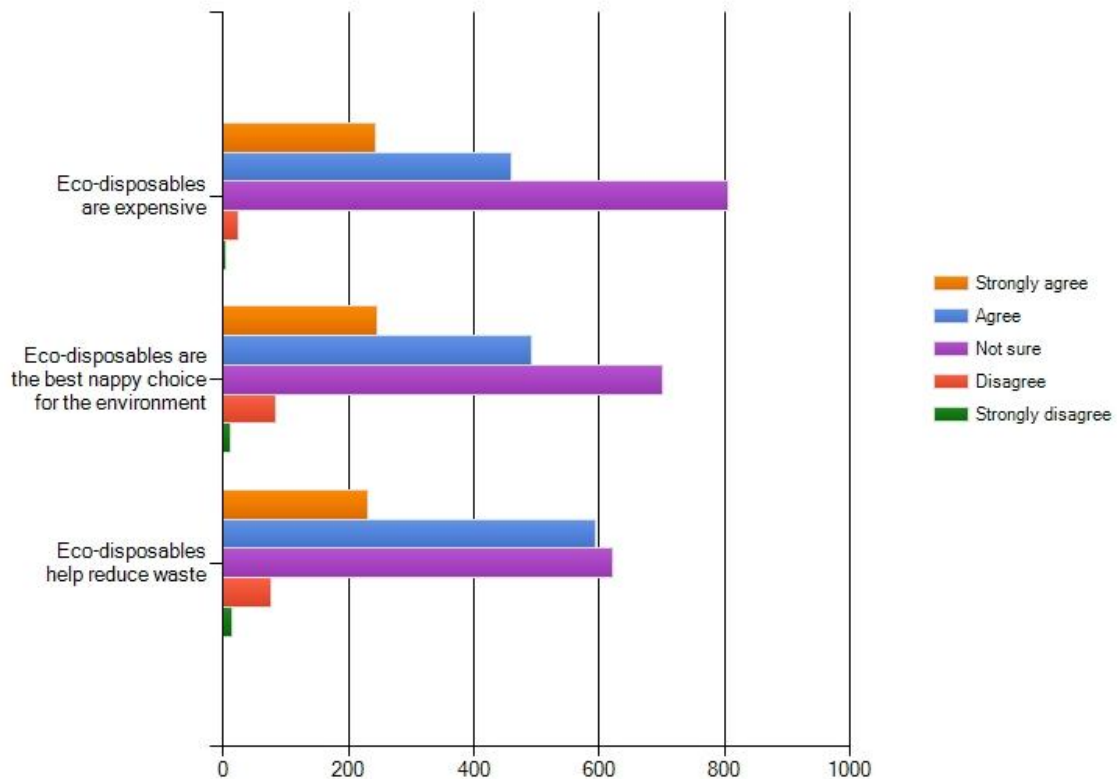
The results show that a very high percentage of the respondents felt that an eco-disposable would bio-degrade in landfill. Nearly 40% of respondents opted for the rather vague: "generally better for the environment" with just over 25% not sure. This shows a high level of uncertainty and a vast majority believing a message that is generally accepted to be a misconception, suggesting a susceptibility to "green washing". In terms of perceptions the uncertainty around eco-disposables highlighted very low product knowledge with over 50% regularly answering they were not sure on the same, or similar, statements asked on the disposable and washable nappies. Strongest agreement was around the statements:

Eco Disposables are expensive (45.8% of 1,534 respondents)

Eco Disposables are the best nappy choice for the environment (48.1% of 1,534 respondents)

Eco Disposables help reduce waste (53.7% of 1,534 respondents)

**Please tell us how strongly you agree or disagree with the following statements**



*1,534 respondents*

The fact that people had stronger agreement that Eco-disposables were the best nappy choice for the environment and reduce waste highlights the need to reconfirm the waste hierarchy.

### 3. Motivations

#### 3.1 Key Points

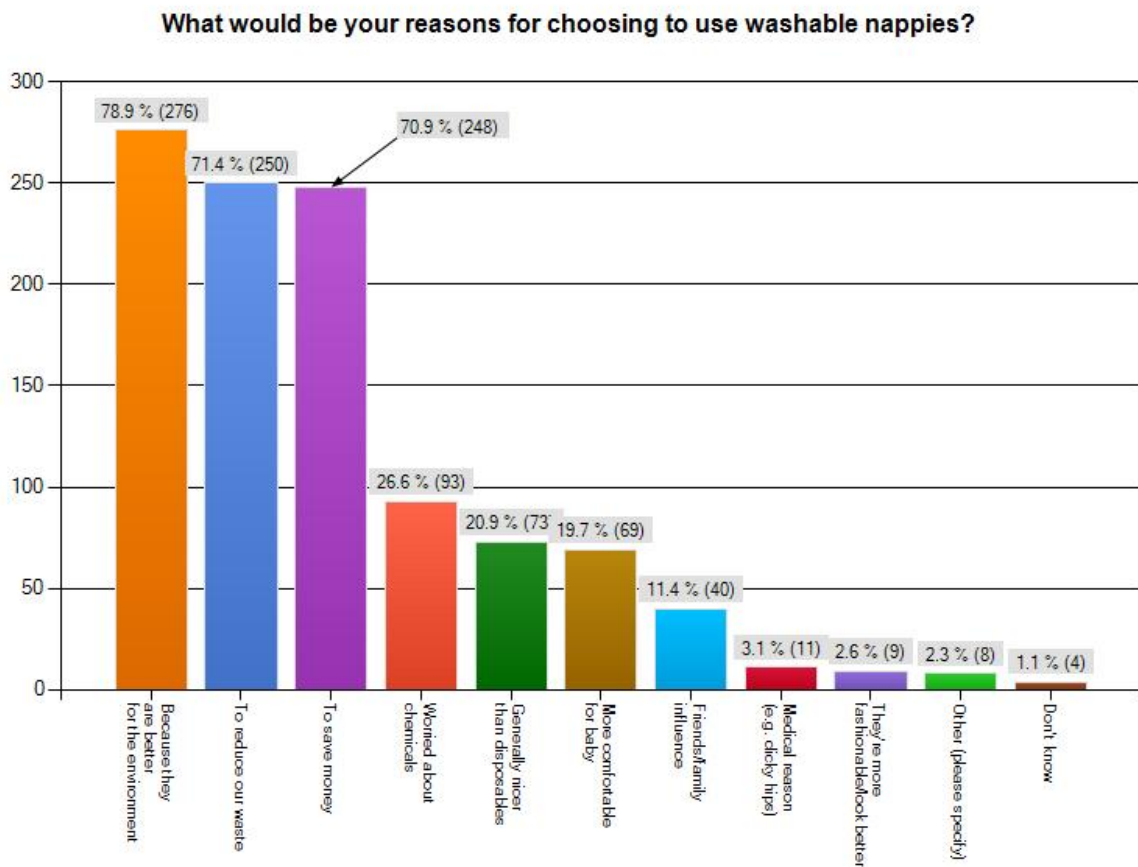
- Environment, saving money and reducing waste were the top reasons for choosing to use washable nappies.
- The numbers of people choosing to use washable nappies because of a local incentive was very low.



- A third of parents who benefitted from an incentive scheme stopped using washables before their child had reached potty training.
- Cash back or voucher schemes were indicated as being most motivating at higher values but the “opportunity to try before buying” scored higher than all but the highest cash value incentives suggested (£100 cash back or voucher).
- Free samples were the most influential promotion offered.

### 3.2 Reasons for Considering Real Nappies

of the 741 respondents that were not parents 738 answered a question to gauge whether they would be likely to consider washable nappies should they be expecting a baby. An encouraging 47.6% answered that they would. The reasons they gave were as follows:

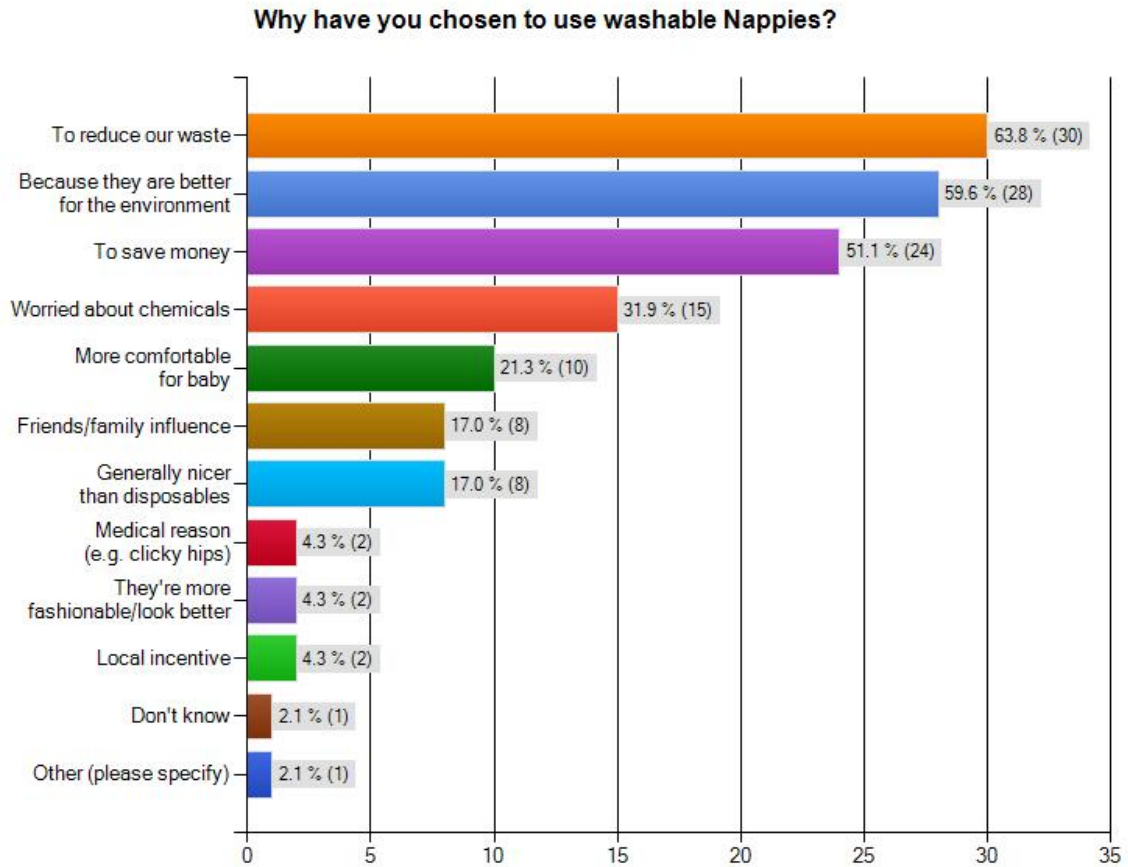


350 respondents, multiple answers allowed

“Other” reasons included familial behavior or tradition and earlier potty training. When asked to give their “one main” reason we saw a pretty even split between money and the environment, with money being top.

Of the respondents who were pregnant less than half of the 120 respondents answered that they planned to only use disposable nappies, with 20% answering that they planned to mainly use washables and 5% saying they planned to use them exclusively.

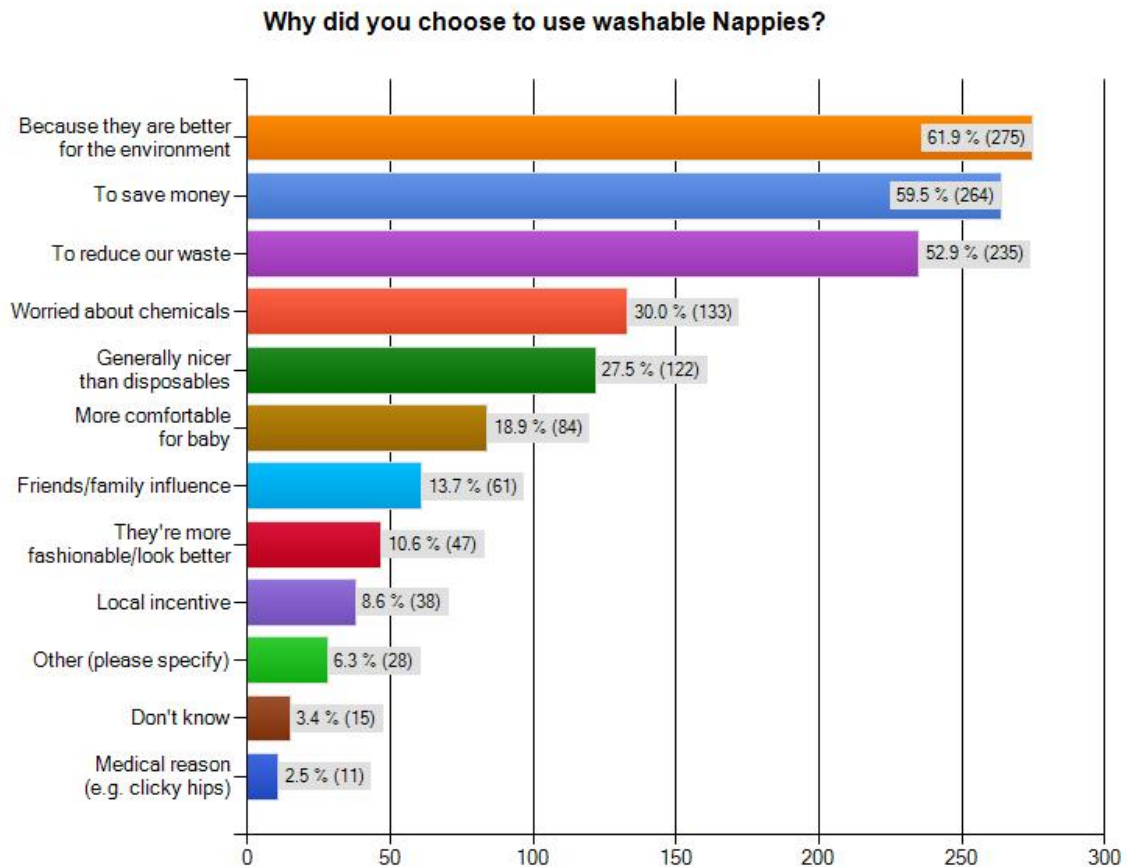
The pregnant respondents who answered that they would use washable nappies gave the following reasons:



*47 respondents, multiple answers allowed*

This mirrors the answers of the non parents and their chosen “main” reason was also in line with the graph above.

1,184 of the survey respondents were parents and 38% of this group advised that they had used washable nappies at some point and gave the following reasons for using them:



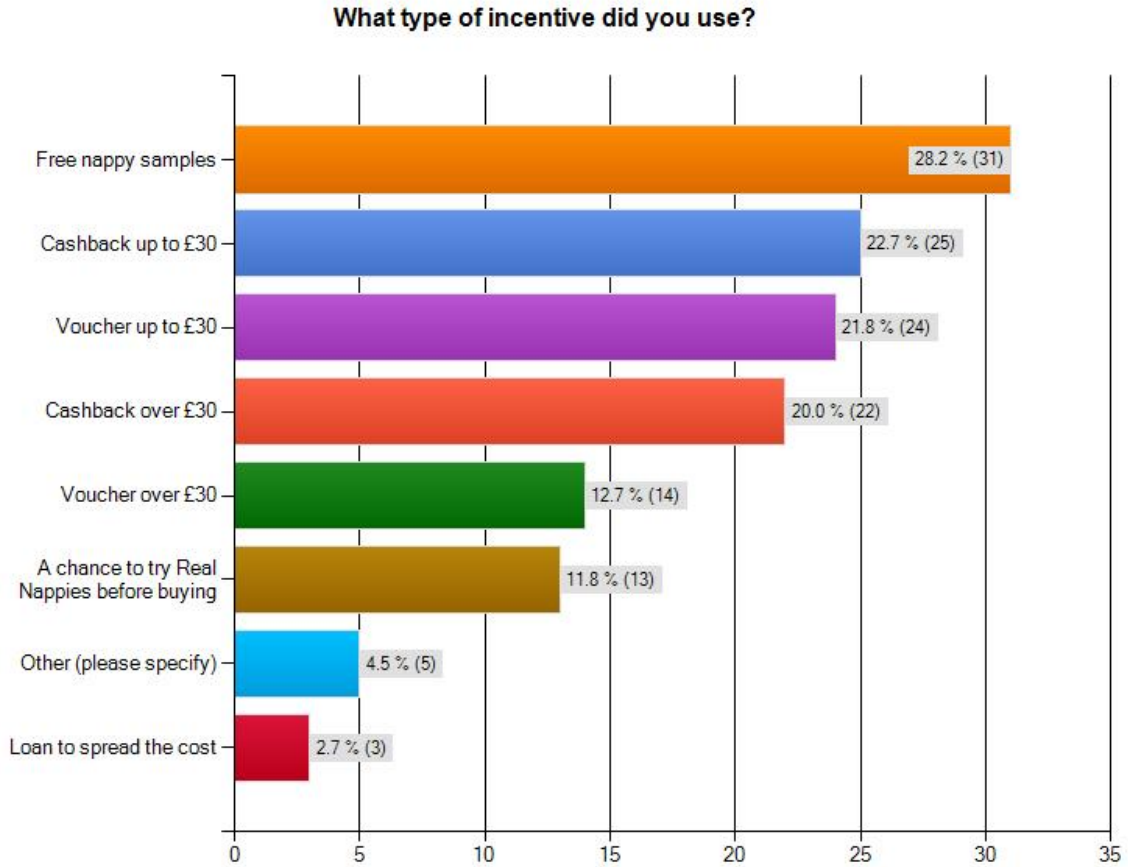
*444 respondents, multiple answers allowed*

“Other” answers given were: to avoid nappy rash, smell of disposables. The “one main” reason given was to save money, closely followed by the environment. Only 1.4% said their main reason was a local incentive.

It is clear that the environment continues to be a big driver for those who have chosen to use or consider using Real Nappies but we can see from the perceptions measured that awareness of the environmental properties of washable nappies are already high. Therefore, it is unlikely that a lack of knowledge around the environmental effects is going to be discouraging to those who currently don't choose washable nappies, their barriers and knowledge gaps seem to be around ease of use and to a lesser degree money saving.

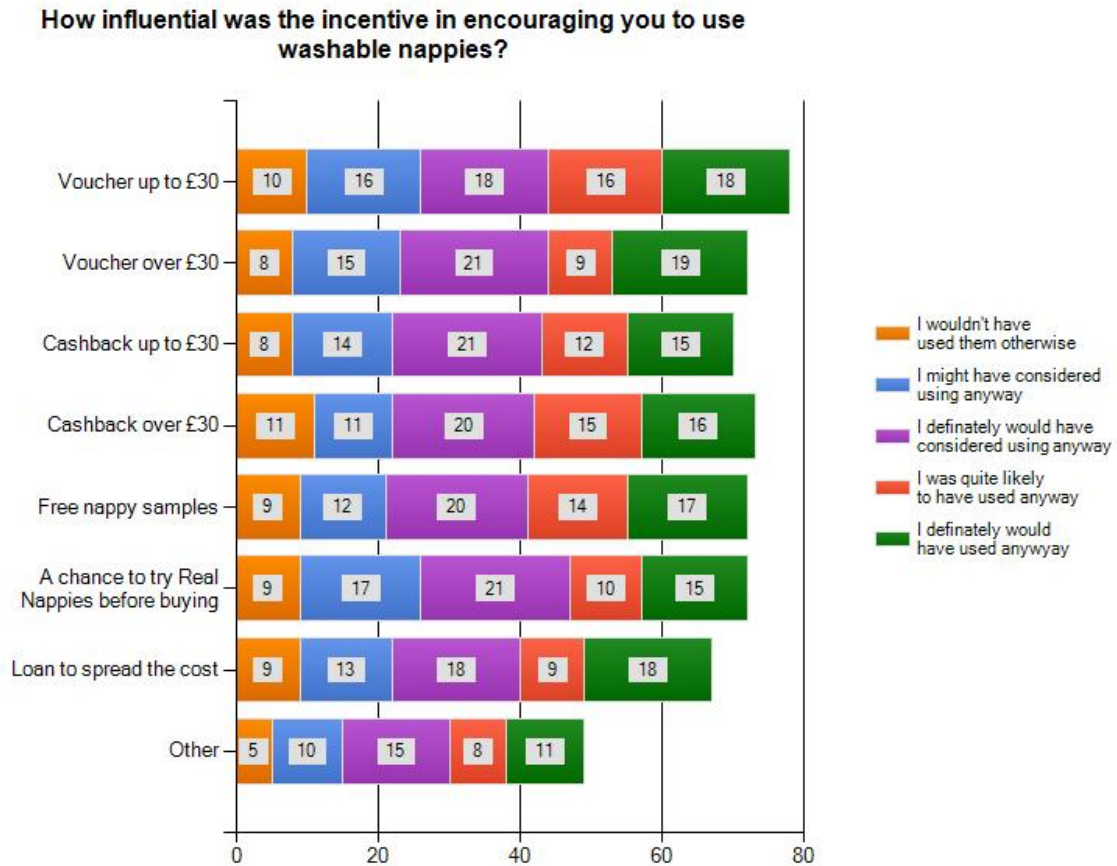
### 3.3 Incentives and Promotions

Washable nappy users were asked whether they benefitted from a local incentive when they chose to use washable nappies and of the 443 respondents 24.8% answered “yes”. The respondents advised that they had benefitted from the following incentives:



*110 respondents, multiple answers allowed*

The same people were asked how influential the incentive was in encouraging them to use Washable Nappies but the question has been answered incorrectly with most respondents providing an answer for each incentive, rather than just the one that they had experience of.



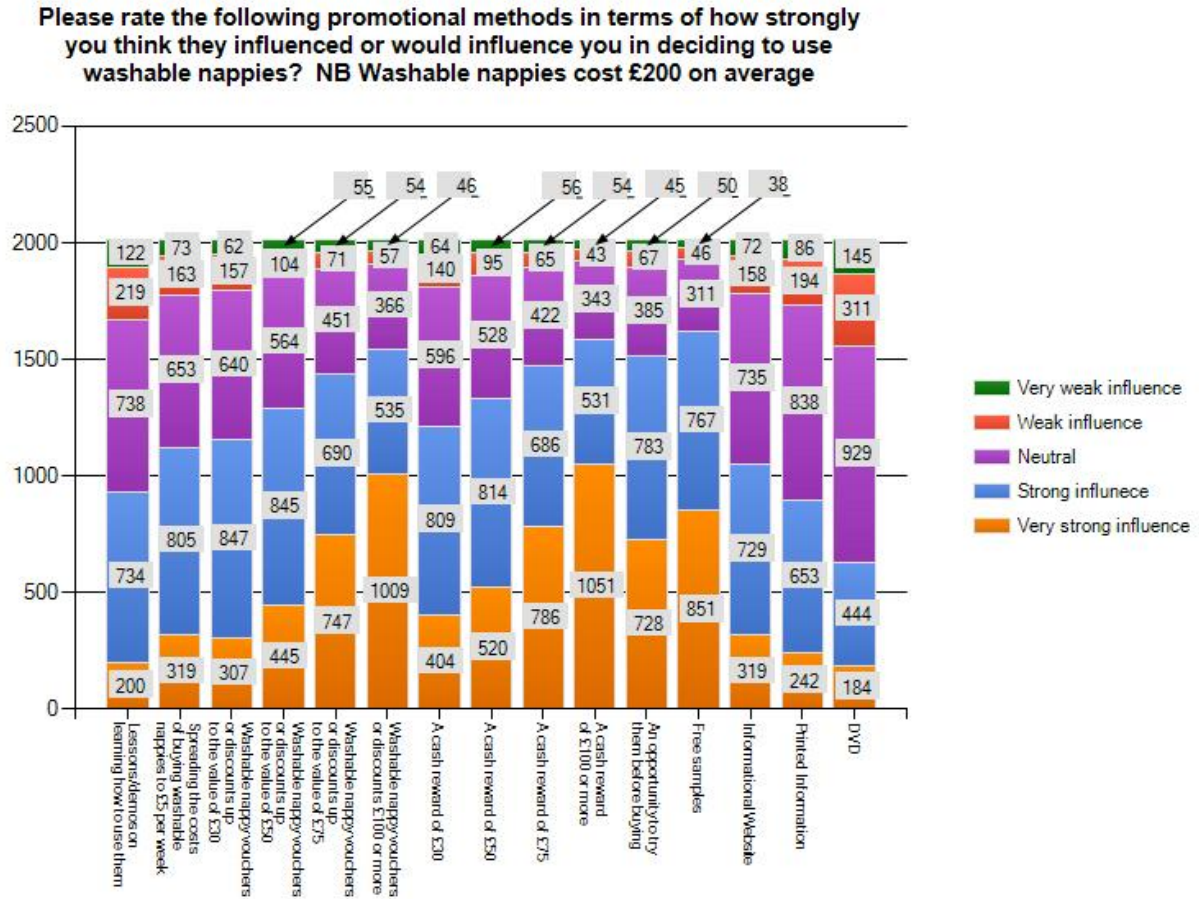
110 respondents, multiple answers allowed

It appears from this data that there is quite a mixed response to incentives, with high numbers of people saying they would have considered using, were quite likely to use or definitely would have used regardless of the scheme. "Try Before you Buy" scores most highly in actually influencing people to use.

As incentives don't seem to be the ultimate driving factor for parents organisations should consider carefully why they are introducing an incentive scheme in order to pick the right one for them and it might be better to look at schemes from a point of view of removing barriers rather than motivation.

Of the people who answered: "I wouldn't have used them otherwise" (27) there was no pattern in household income or age. Of the 41 people who answered that they: "would definitely have used washable nappies anyway" 44% (18) were in the £45k plus salary bracket with a further 17% (7) in the £35 - £45k bracket. Of the 110 respondents who benefitted from an incentive scheme of some form, 31% stopped using them before their baby potty trained.

All respondents were asked to rate promotional methods in terms of influence when deciding to use washable nappies



### 2.013 respondents

Unsurprisingly the most popular options are where the respondent receives a reward, with the highest value being of a greater incentive. Interestingly, free samples were considered to be the most influential promotional method which may indicate the desire to be rewarded and given the opportunity to try washables without committing. Of the schemes that don't offer any personal reward "try before you buy" schemes again scored the best and even higher than the majority of the lower value reward schemes. This promotion addresses the respondents' desire to know that they are easy to use and would also allow parents to get past some of their barriers on thinking they are messy or too time-consuming and inconvenient.

Organisations should carefully consider what they want to achieve from offering an incentive scheme. Although the respondents have scored monetary rewards highly, this could easily reflect a desire for personal gain rather than what would actually help them get over the identified barriers. The money

back offer might get attention but it doesn't adequately address any of the identified barriers and so giving people the right support will be invaluable. For example: 'Spreading the Cost' scored fairly well amongst the non rewarding promotions and also removes a barrier and allows organisations to target harder to reach groups.

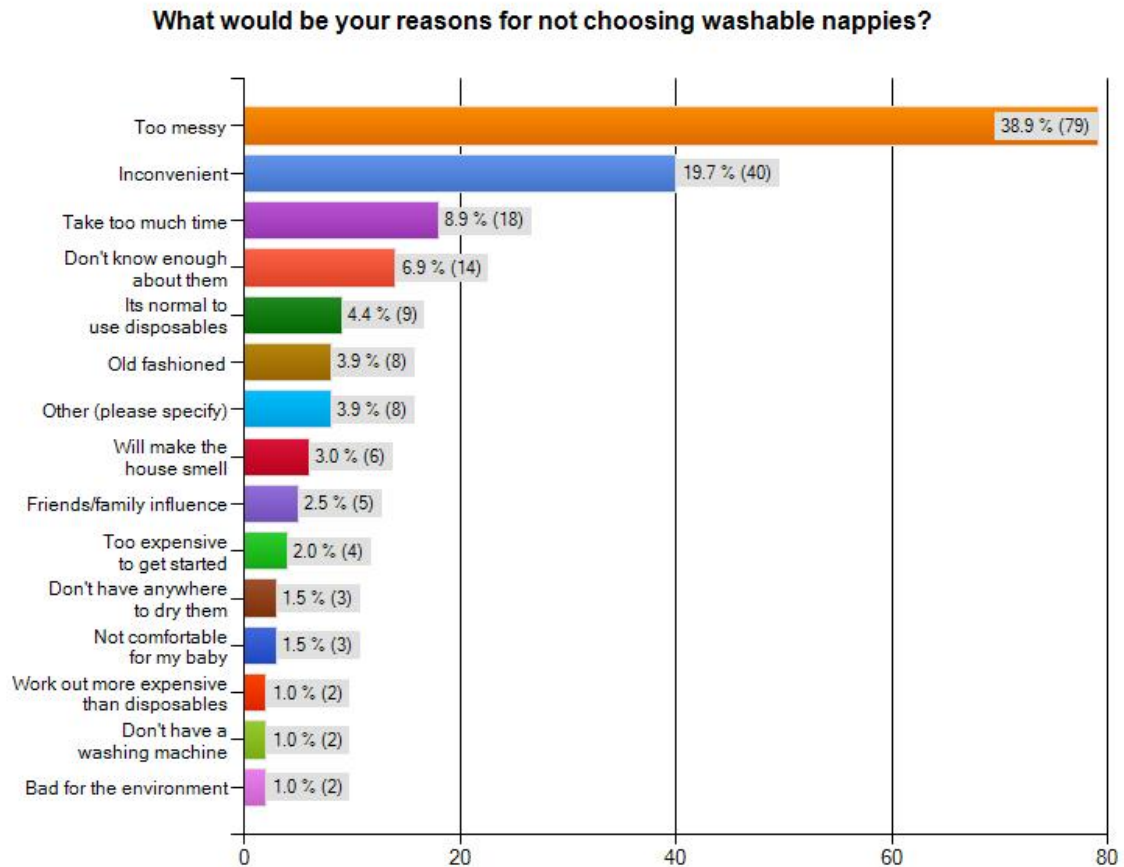
## **4. Barriers**

### **4.1 Key Points**

- The main reasons for not choosing or considering washable nappies were potential mess, inconvenience and time.
- The people, who had started using washable nappies but stopped, did so for the same reasons but also because of instances of poor performance.
- The results are a further indication that parents could benefit from better product knowledge, support in making the right choice and also aftercare support.

## 4.2 Reasons for not using Real Nappies

The 28% of non-parents who answered that they would not consider washable nappies gave the following reasons:

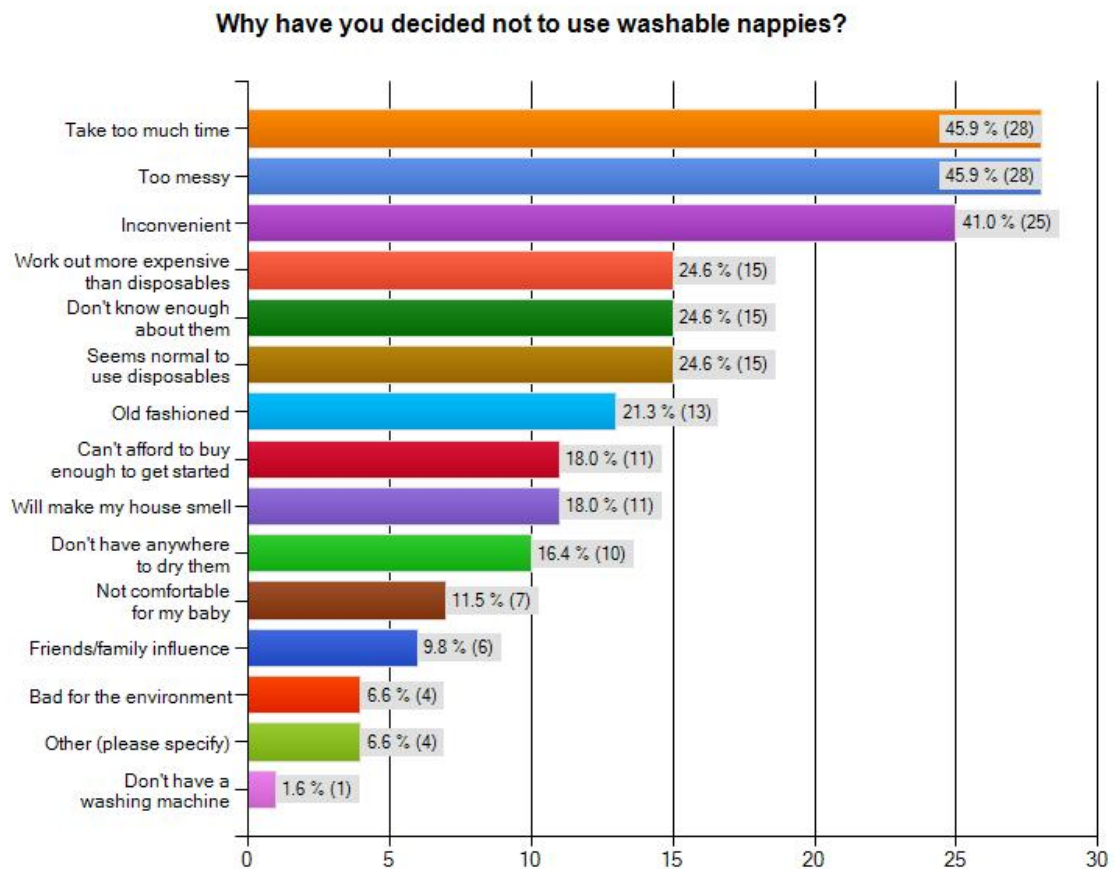


203 respondents

“Other” reasons given were: unhygienic. The “one main” reason offered mirrored the above graph with 40% choosing ‘too messy’ and 16.5% choosing ‘inconvenience’.



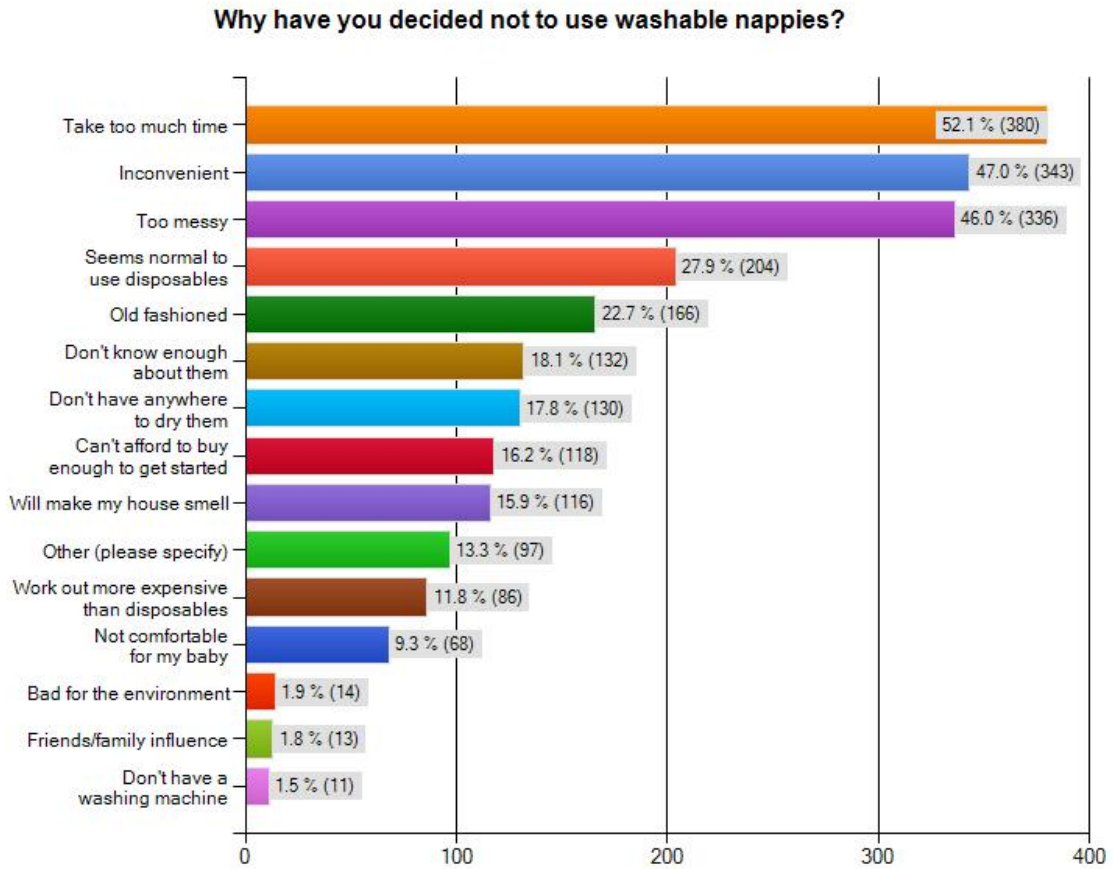
Of the pregnant respondents, those answering that they would not use washable nappies gave the following reasons:



61 respondents

The “one main” reason results followed the pattern of this graph.

The pattern for parents who had not used washable nappies was similar:

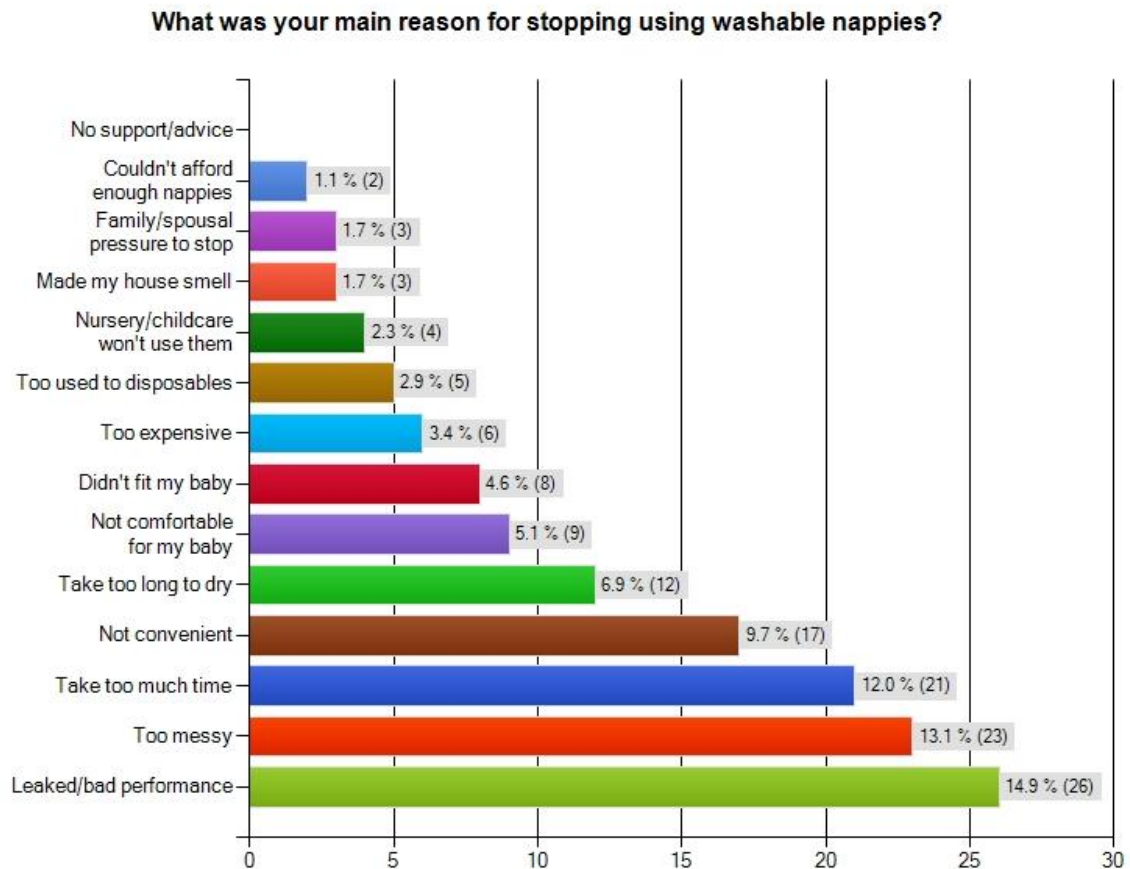


730 respondents

“Other” reasons given included: illness or disability, hygiene, didn’t see them available to buy or never really thought about them, routine.

When asked to identify their “one main” reason, inconvenience came top followed by time and mess.

175 parents advised they started using washable nappies but then stopped. They gave the following reasons for stopping:



### 175 respondents

36 respondents (20.6%) answered "other". Some of the answers given under "other" include: nappy rash, take up too much room in change bag, couldn't keep up with washing, child wouldn't tolerate being wet, clothes don't fit over them – but nearly half of the respondents had answered incorrectly a previous question and had stopped because they had potty trained, so for this reason the bar representing "other" has been omitted from this graph.

The barriers seem to be universal across all respondents with mess, inconvenience and time being major factors. This is borne out by the perception questions and is obviously something that needs addressing. The fact that people who stopped using gave up for similar reasons might suggest that for a number of parents, using washable nappies just won't fit with their lifestyle or alternatively it could indicate that people aren't getting adequate support in making the right decision or they aren't accessing troubleshooting advice.

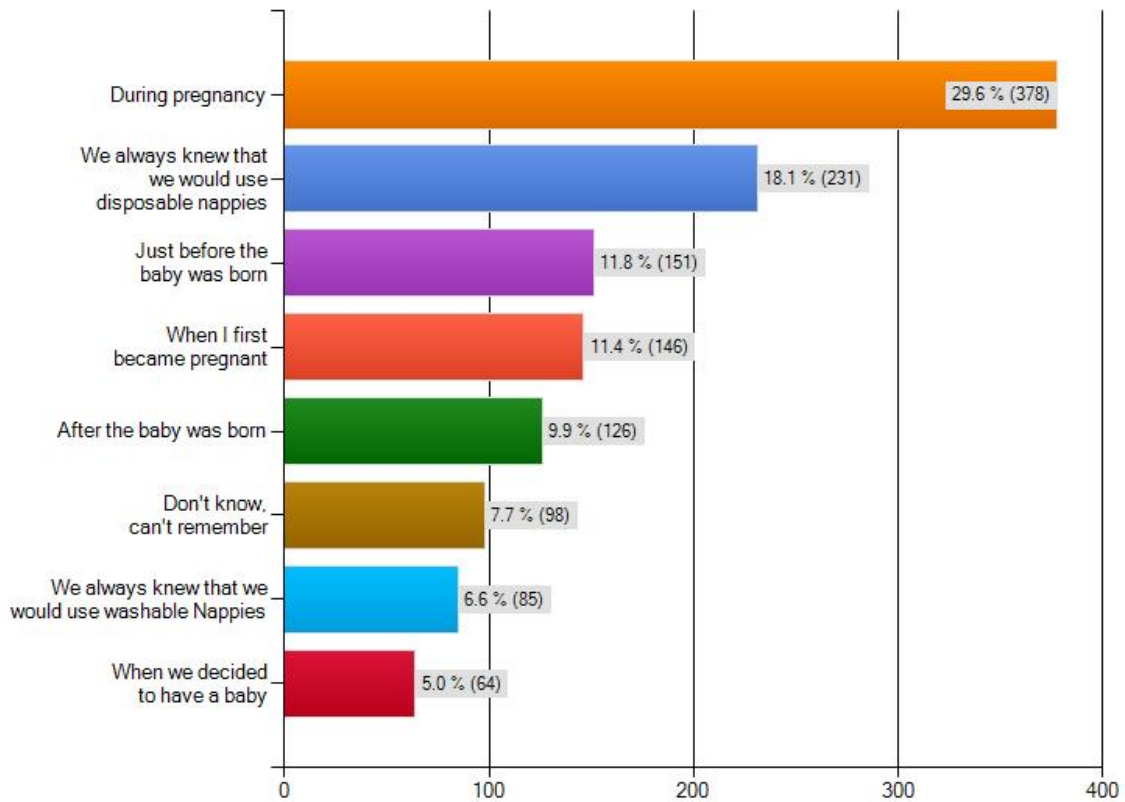
## 5. Key Messages

### 5.1 Key Points

- The nappy decision is most often made before birth and so information provision should be made available at this point to allow people to make informed decisions
- 18% naturally chose disposables without making an active decision.
- People indicated that they would most trust healthcare professionals and other parents to deliver advice on washable nappies.
- Local Authority/council staff were not seen as a trusted source of information on washable nappies
- Knowing that washable nappies are easy to use, information on cost and if they knew they 'were better for baby' were the top answers for what would encourage people to use washable nappies.

## 5.2 Timing

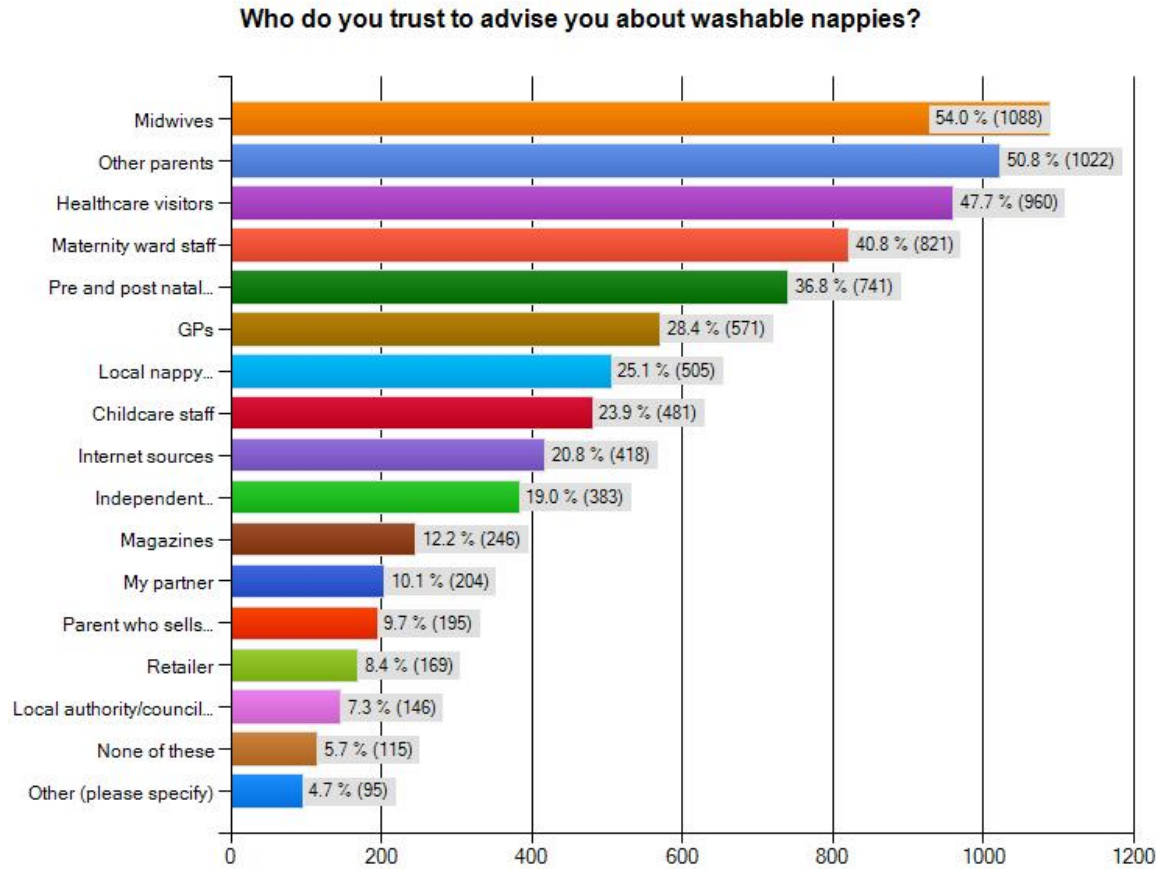
When did you make the decision about the type of nappy you would use?



*Respondents: 1,279*

The vast majority make the decision at some time before the baby is born with only 10% claiming after the baby was born. This would suggest that information provision needs to be introduced at this stage in a person's life. A relatively high percentage naturally chose disposables, making no active decision, which could reflect the higher product awareness of disposables due to prominent marketing campaigns and product availability.

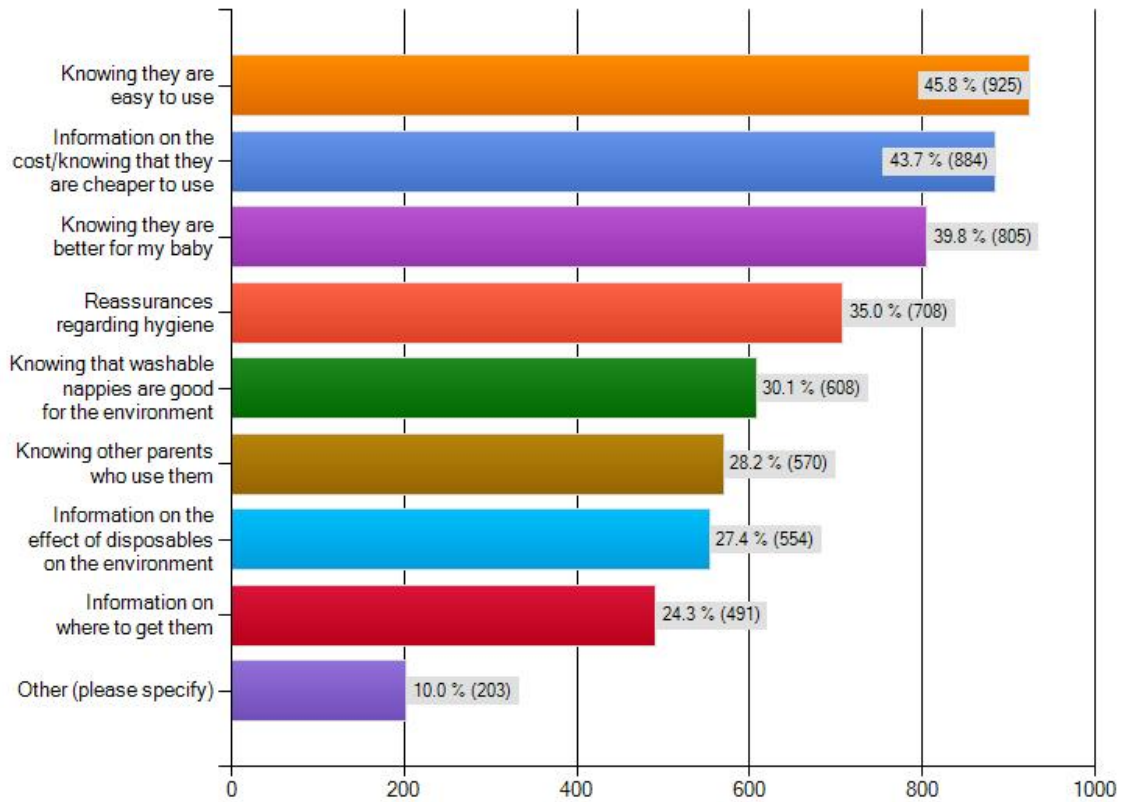
### 5.3 Delivery



#### *2,013 respondents*

Overwhelmingly respondents are opting for information through the healthcare route, although 'Other Parents' also scores highly indicating that word of mouth initiatives are extremely important. Local Authority staff scored particularly low and indicates that they should look to work with healthcare professionals or other trusted bodies. In the 'other' responses people often mentioned 'mum'. When respondents were asked to choose the one main person other parents came top of the list with 21%, followed by midwives at 19%. Local Authority staff scored just 0.5%.

### Which of these things, if any, would/did encourage you to use washable nappies?



2,021 respondents

“Other” responses included: knowing I was put in them as a baby, laundry service, part time use, not being overwhelmed by choice and information, more time, more room for drying. A considerable amount of the ‘other’ responses answered ‘nothing’ which demonstrates an unwillingness of a proportion of respondents to even consider washables as an alternative.

When asked for their one main reason, knowing that ‘they are better for baby’ came top of the list with 20%, closely followed by info on cost and then knowing they are easy to use. It is impossible to prove which type of nappy is ‘better for baby’ because research is lacking on the effects of chemical use, toilet training, etc.

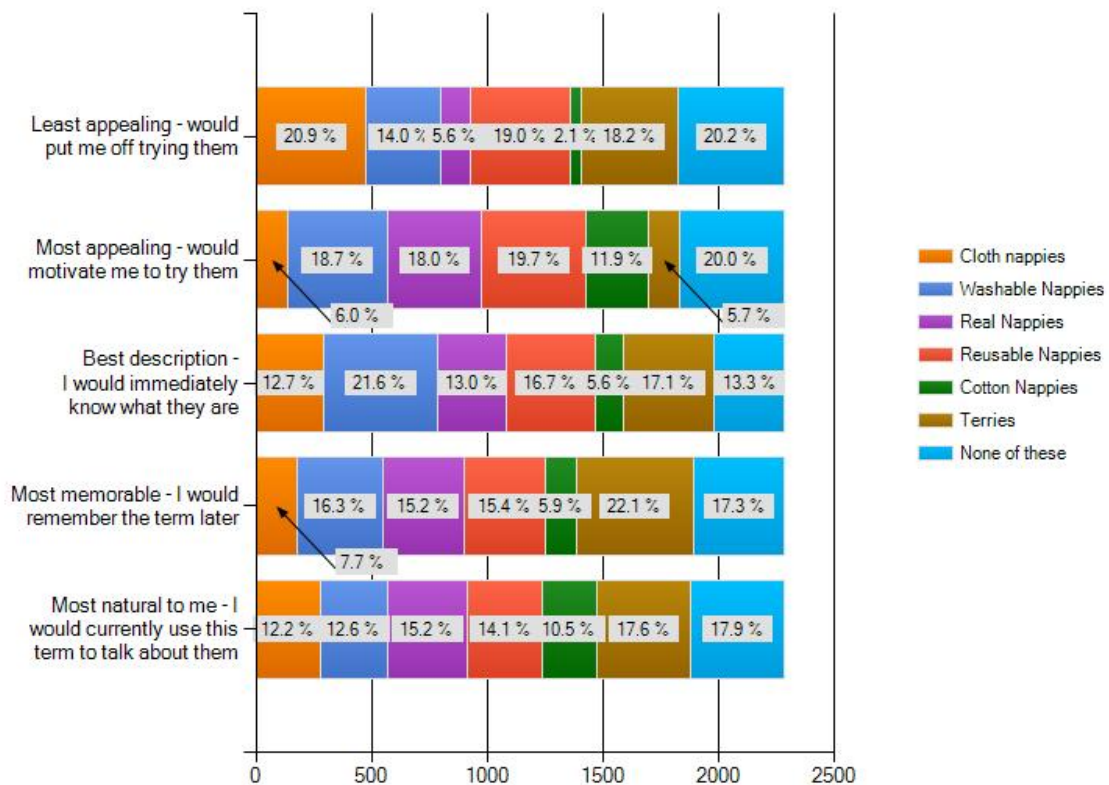
This follows the trends coming out in the perception questions and also the reasons offered for not choosing washables which found that people thought they were time consuming, more difficult to use and messy. It also highlights some confusion on cost savings which is again echoed in the perceptions.

## 6. Terminology

### 6.1 Key Points

- There was no overwhelming leader in terms of appeal
- The terms reusable and washable were found to be both equally appealing and unappealing.
- Of the three most appealing terms Real Nappies was the least unappealing
- Cloth nappies and Terries not only register as two of the least appealing terms but were also only chosen by a small minority as most appealing
- Washable nappies are thought to be the best description

**Words and Terms used to describe the type of nappies that you wash and use again**



Although the terms for reusable and washable nappy score highly in terms of appeal they also score equally high in terms of lack of appeal! On balance Real Nappies scores the highest followed by cotton nappies.



'Cloth nappies' is the most unappealing term closely followed by 'reusable' and 'terries'. Terry, cotton and cloth do not score well on appeal.

'Washable nappies' comes top for being the best description, with cotton scoring least. Real Nappies is mid table on understanding but comes above both cotton and cloth.

Terries registered the majority for most memorable term with washable, Real and Reusable evenly split. Terries is also the most natural term to most people which might explain why it is the most memorable. Real Nappies is the second most natural term.

'Other' suggested terms include: fabric, green, eco, recyclable, terry toweling and some saying disposable and old fashioned.

## 6.2 Reasons for Lack of Appeal

The following are some of the negative anecdotal comments gathered on the various terms:

**Cloth Nappies:** doesn't sound soft and nice for baby, makes them sound like hard work, uninviting, seem messy, old fashioned, sounds flimsy,

**Washable nappies:** sounds gross, don't want to think about the washing, makes me think of dirt, unhygienic and old fashioned.

**Real Nappies:** Judgmental, alienates people who use both, no association, doesn't explain what they are, sounds pretentious, not descriptive.

**Reusable:** implies dirty, sounds off-putting, wouldn't want to reuse nappies, sounds like they have been used by other people, doesn't sound hygienic, doesn't sound like you wash it, doesn't sound like they would be clean,

**Cotton Nappies:** very old fashioned, never heard the term, doesn't sound very clean, doesn't sound right

**Terries:** Old fashioned, makes me think of nappy rash and hours of soaking, doesn't refer to environment, reminds me of mum having to scrape them, sounds disgusting, doesn't describe what it is, out of date, sounds American, hard work and inconvenience comes to mind, associated with old style.

## 6.3 Reason for Appeal

The following are some of the positive anecdotal comments gathered on the various terms:

**Cloth Nappies:** familiar, more up to date, sounds comfortable for baby, just sounds right and everyone knows what you mean by them, sounds gentle, most descriptive, an exact description

**Washable Nappies:** sounds good for the environment, lets you know exactly what it is, clean, makes me think it will be easy to wash and re-use, most understandable, to-the-point, see the benefits straight away, seems modern, seems practical and gives good idea of product

**Real Nappies:** sounds good, doesn't put me off using them as much, makes me wonder what they are, modern, back to basics approach, sounds eco friendly, opposite of fake (everything seems artificial these days), more realistic and more modern.

**Reusable:** Its literally true, positive about benefits, obvious what is being talked about and fits with environmental language, sounds like it would save you money, good for the earth, it makes it sound like they are a lot easier to use, sounds environmentally friendly, describes what they are, sounds greener and more up to date, recycling, ethical, cheaper

**Cotton nappies:** organic, seems eco-friendly and safe for babies, sounds natural, sounds soft and high quality, sounds soft, sounds more economical, sounds greener and kinder to skin.

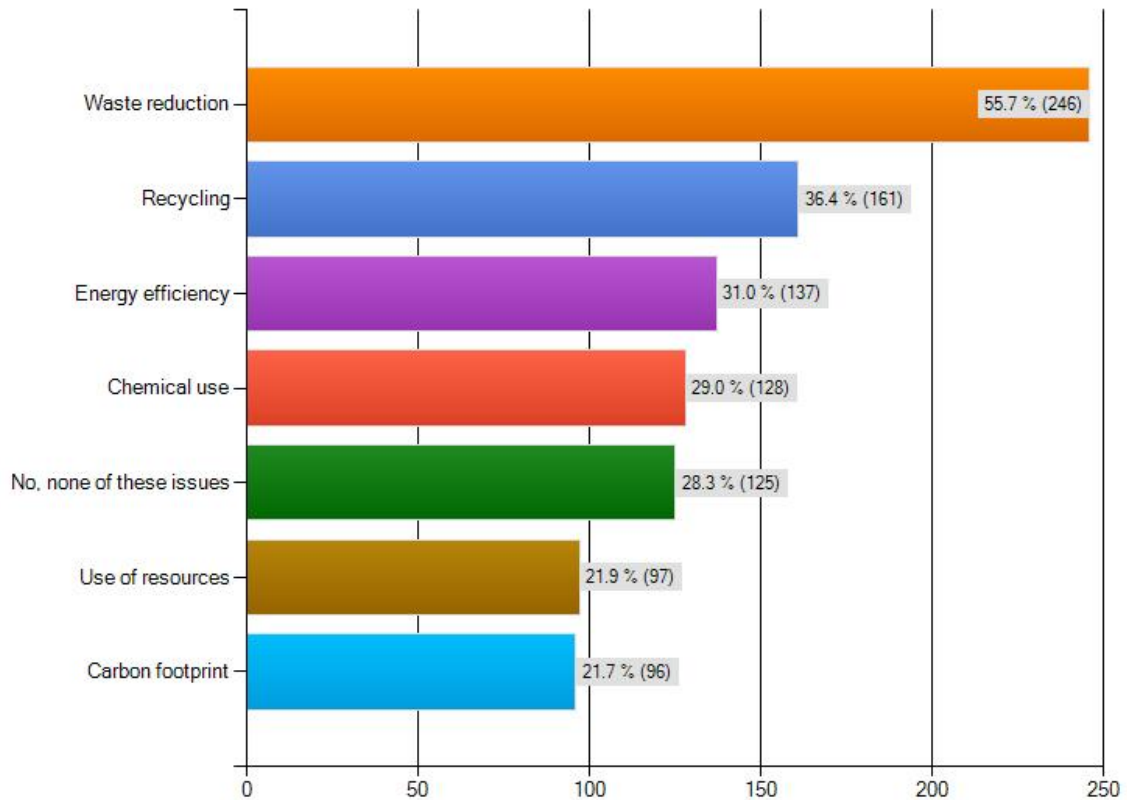
**Terries:** I grew up with these, easiest and most manageable

## 7. Links to Other Behaviours

### 7.1 Key Points

- There is some evidence to show that using washable nappies raises awareness of perceived pro-environmental behaviours.
- In particular, using washable nappies raises awareness of waste reduction and recycling making them a potential entry point for further waste awareness information.

### Has using washable nappies made you more aware of any of these issues?



442 respondents:

Approximately two thirds advise that by using washable nappies they have been made aware of other perceived pro-environmental behaviours with over half stating waste reduction and over a third stating recycling. These results show how using washable nappies can complement other waste prevention messaging.

## 8. Audience Groups

### 8.1 Key Points

- No obvious trends were apparent when looking at different audience groups.
- The financial benefits need clarity particularly to lower income groups.
- Percentages of people who do not enter in to an active decision on nappy choice increase in the lower income brackets.

When looking at the survey by different audience groups there weren't any huge changes in trend, so blanket information should be effective across different audience groups. For the lower income groups (below £15k) there was less certainty on which nappy system was the cheapest as opposed to the higher income groups (above £35k) who seemed to believe that washables could save money. This may be because the saving is easier for higher income families to realise, because the upfront costs are not an issue.

This was also reflected in the information that would encourage the lower income groups to use washables, with "information on knowing they are cheaper" being their top priority and environmental concern being very low. Only 5% of participants in the under £10k bracket chose environmental concern. Concern for the environment starts to rank more highly from the £15 – 25k bracket being the 4<sup>th</sup> answer given in terms of encouragement to use.

Equally the opportunity to spread the cost of loans gained more support within the £10 – 15k group than the £30 voucher and 23% of this sample advised that they couldn't afford enough nappies to get started.

The lower income groups also rated Local Authorities much lower in the terms of who they would trust to advise them on washable nappies, with healthcare professionals being the most popular. Respondents aged between 18 – 24 also showed less trust in other parents. Trust for Local Authorities only starts to climb once in the £25 – 25k category but still remains lower than 10%.

Parents and in particular washable nappy users, demonstrated an increase in trust for internet sources, local nappy networks and parents who sell. This could well be because they are answering from experience and therefore suggest the sources that they have made use of in the past.

The people who had used washable nappies indicated that environmental reasons were much more important to them in terms of what encouraged them to use. However, it is important to remember that the survey showed that the environmental message had been accepted and so what encouraged current users won't necessarily encourage the people who have not yet converted.

26% of the under £10k (sample <100) said that they always knew they would use disposable nappies and equally in the 10 – 15k group the answer was equal with 'during pregnancy' at 24%. This answer drops to 4<sup>th</sup> (10.4%) in the £25 - £35k group. It was also top answer for the youngest age group (18-24) with 34.5%. Of the people who currently use washable nappies many indicated that they made their nappy choice when first pregnant but 31% said always knew that they would use washable nappies.

In terms of promotional methods there wasn't an obvious difference in how people wanted to receive information although the participants in the £45k+ income bracket rated lessons/demos higher than other groups.

The participants earning under £10k found the term Real Nappies more appealing with 25% choosing Real Nappies as the most appealing with a corresponding low percentage on the unappealing question. They also scored Real Nappies top for all other categories.

The £15 – 25k group also chose Real Nappies as the most appealing. The preference for Real Nappies was echoed by the 18 – 24 year olds with 30% finding it the most appealing and 26% saying it was the most natural term.

For non-parents who would consider using washable nappies the appeal of the term Real nappies was lower than with other groups, washable was most appealing for this group with 28% and a relatively low percentage finding it unappealing at 11.4%. For those non parents who wouldn't consider using washable nappies there were higher levels of participants choosing "none of these" for all categories which could reflect a general unwillingness to consider washable nappies.

People who had used washable nappies had an obvious aversion to the word 'terries' and seemed to much prefer 'washable' or 'reusable'. They also showed positivity for the term 'cloth' which was not apparent with other groups. This would serve as a warning to Local Authorities who might be drawn into using language which predominates within Real Nappy circles but isn't popular with new audiences. The participants that were most reluctant to consider washable nappies also showed Real Nappies to be their preference and this could be because it doesn't have associations with the process of using washable nappies which has been highlighted as a barrier to using.

## **9. Conclusions**

Belief in the environmental benefits of washable nappies is high across all categories of respondents and so it seems unlikely that this message alone may motivate people to make a change.

Despite this the public still need to be clear on how they can reduce their carbon impact and so messaging on use needs to be consistent and clear.

A considerable amount of work needs to be done on information provision around ease of use, convenience, etc.

Perceptions on mess and inconvenience may be down to poor product knowledge but was also reflected by those who started using washable nappies but stopped before reaching potty training. Although there might be an element of "it won't be for everyone" there is also a suggestion that people need more support in finding the right product for them and/or troubleshooting advice.

There is still more to be done in terms of demonstrating the financial savings. With disposable promotions consistently available, these are smaller than ever before and it is now more about the "long game" or making careful decisions.

Although parents would be encouraged to use washable nappies if they were "better for baby", this is difficult to prove without research into some of the supposed health benefits and organisations should concentrate on the positives rather than offer unsubstantiated research.

Information should start being offered to people during pregnancy. This is particularly important as the product is less visible through traditional marketing channels.

There is a clear indication that messages delivered through healthcare professionals will be trusted. Friends and families and local nappy networks are also rated highly and this indicates that a community approach would be beneficial. Organisations should look to use their influence to build links with local healthcare providers and consider outsourcing to local representatives for the practical delivery of messaging.

Although respondents seem keen on reward schemes it is only really the high value options that seem to significantly motivate. Therefore organisations need to be clear on what they are trying to achieve when introducing a promotion. Reward schemes will not remove the barriers to using washable nappies and may not in isolation encourage sustained use.

Try before you buy and samples seem popular in terms of motivation and would help meet the barriers of thinking that washables are messy or inconvenient. When giving out samples adequate support should be offered to enable a sustained decision process

Real Nappies would appear to be a generally more motivating and appealing term, particularly to lower income and younger audiences, but lacks clarity. Evidence from focus groups showed that whilst many people liked the terms: 'washable' and 'reusable' others disliked these terms as they were too obviously linked with the process of using washable nappies. As the survey respondents also have concerns over mess time and convenience, this could explain why an almost equal number of people found these terms unappealing as did appealing. Those who are already open to the idea will not be put off by the terms as they have already thought about and accepted the process whereas a term like Real Nappies avoids those associations and so could lend itself to being an overall brand, a call to action with terms such as "washable" being used in descriptive, more detailed text.

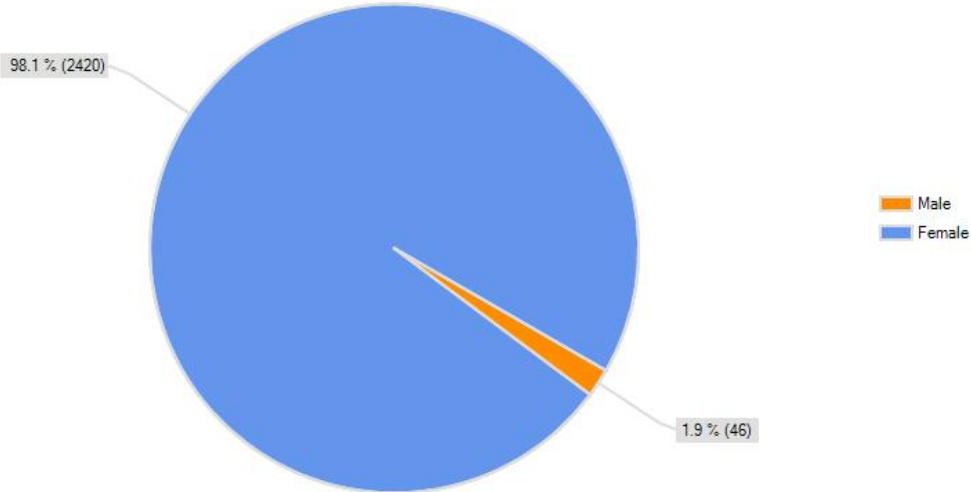
Cloth and Terries seem to have negative associations and so should be avoided in promotions.

## **10. Demographics**

**Total started survey: 2,571**

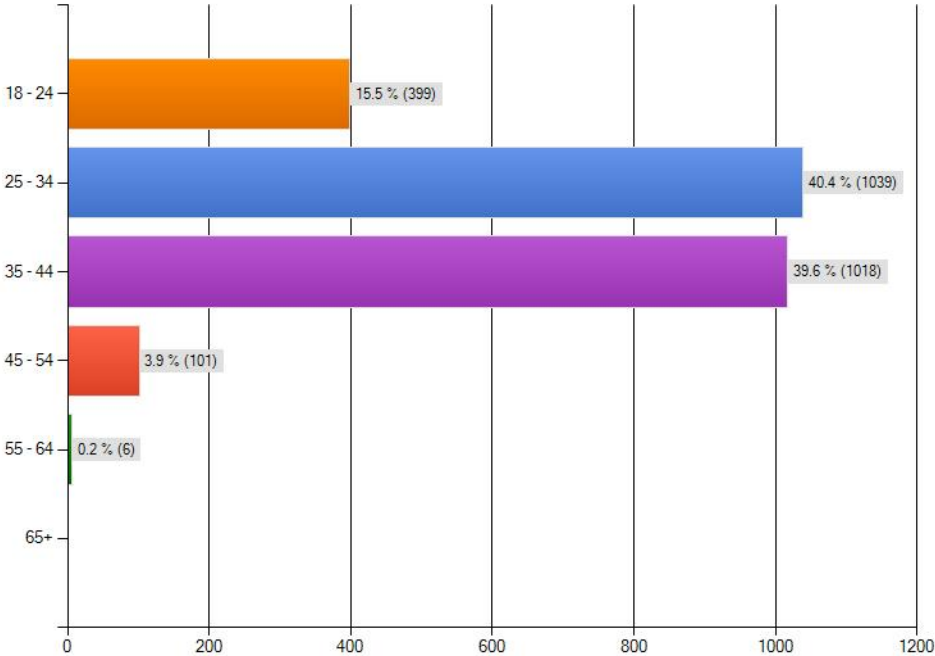
**Total Completed Survey: 1,981**

**Gender**

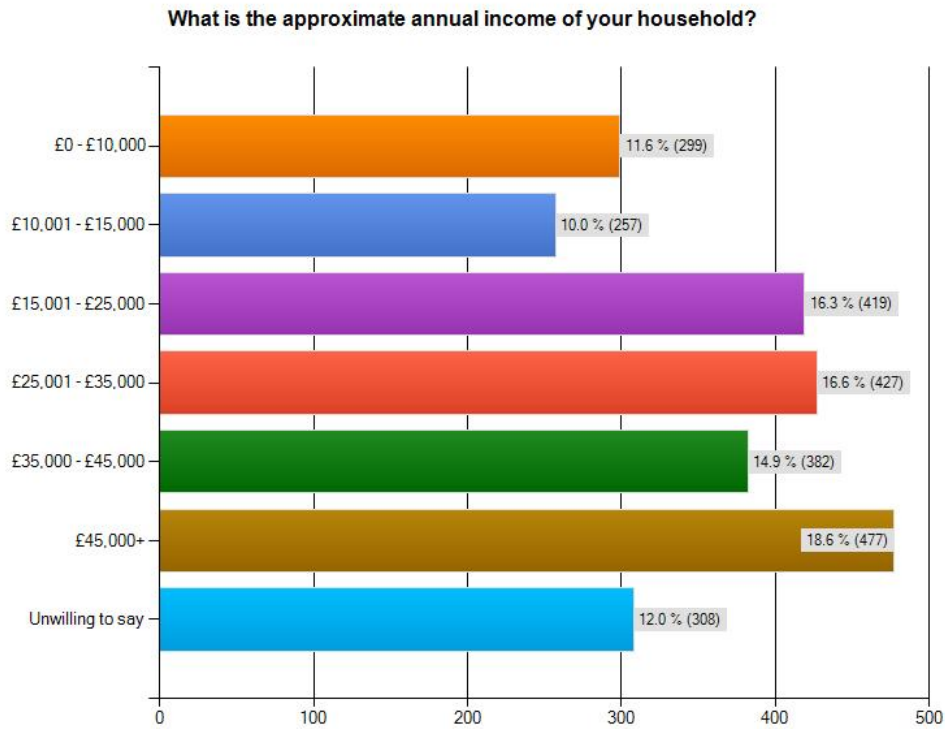


2,466 respondents

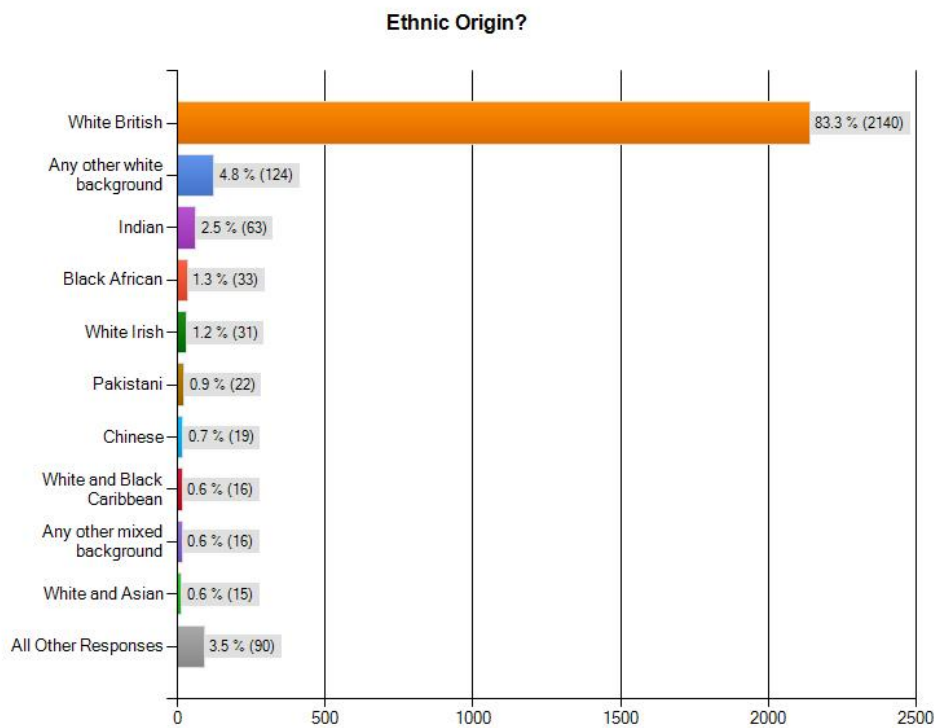
**Age**



2,569 respondents



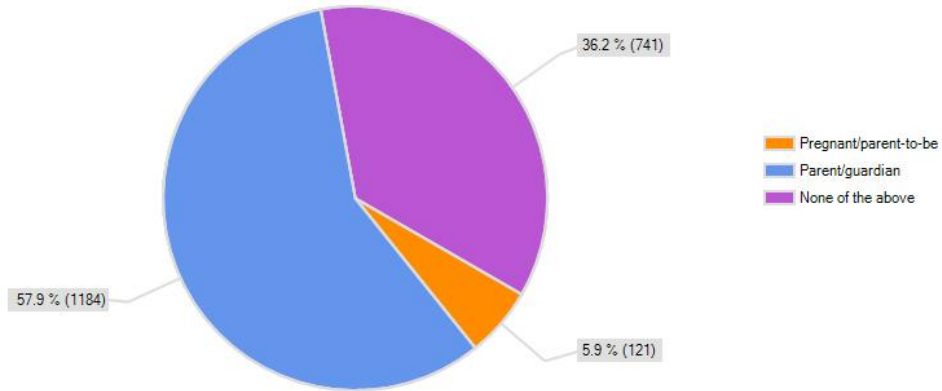
2,569 respondents





2,569 respondents

To which of these groups do you belong?



2,046 respondents

### Have you ever used washable nappies?

