

Women's Environmental Network

Real Nappies for London pilot incentive schemes

Produced by GfK NOP Consumer

Introduction

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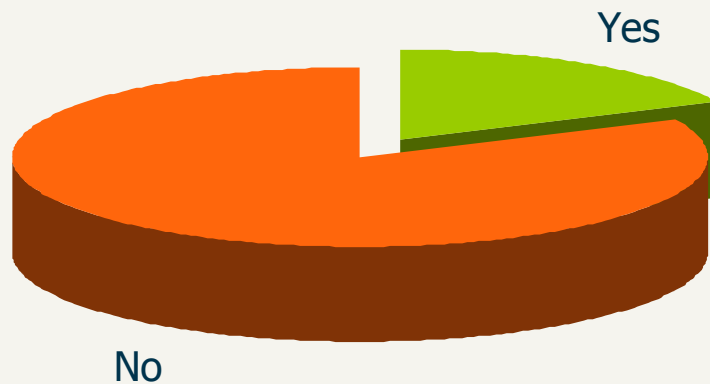
- The Women's Environmental Network conducted a study into participants' reaction to the Real Nappies for London pilot incentive schemes.
- A self-completion questionnaire was used to capture the data
- There were 339 respondents.
- The sample was overwhelmingly female and between the ages of 18 and 54.
- GfK NOP carried out the data-processing functions for this project and produced these charts.

Context of findings

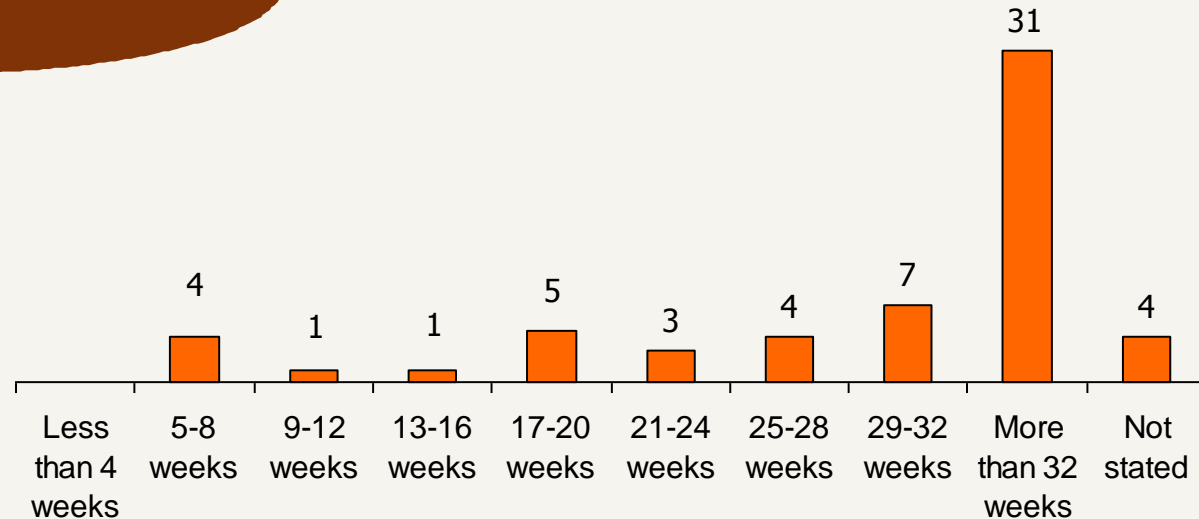
Pregnancy of respondent/ respondent's partner

4

Are you/ is your partner currently pregnant?



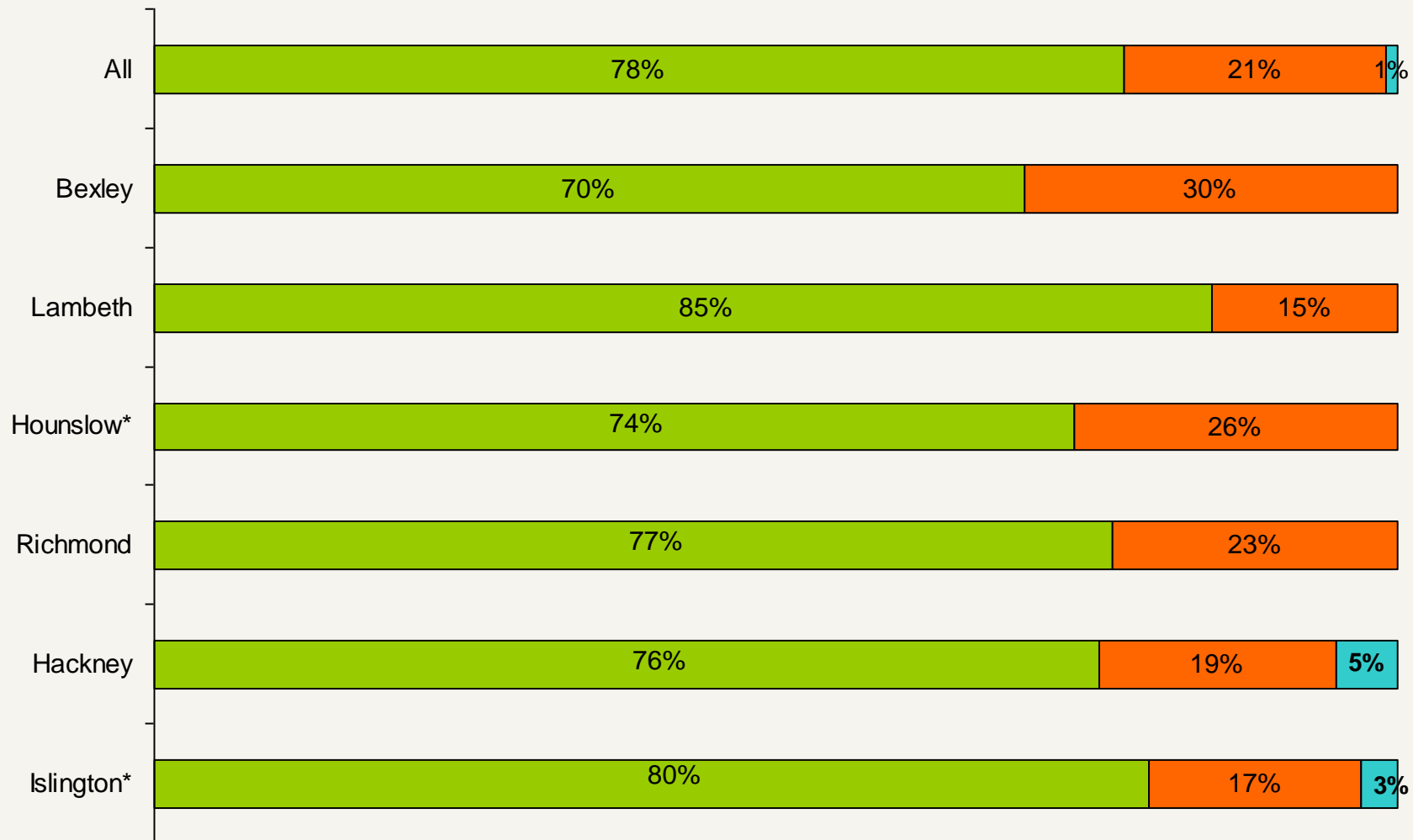
By how many weeks are you/ is your partner into the pregnancy?



Is this the first time you have used real nappies? – by borough

5

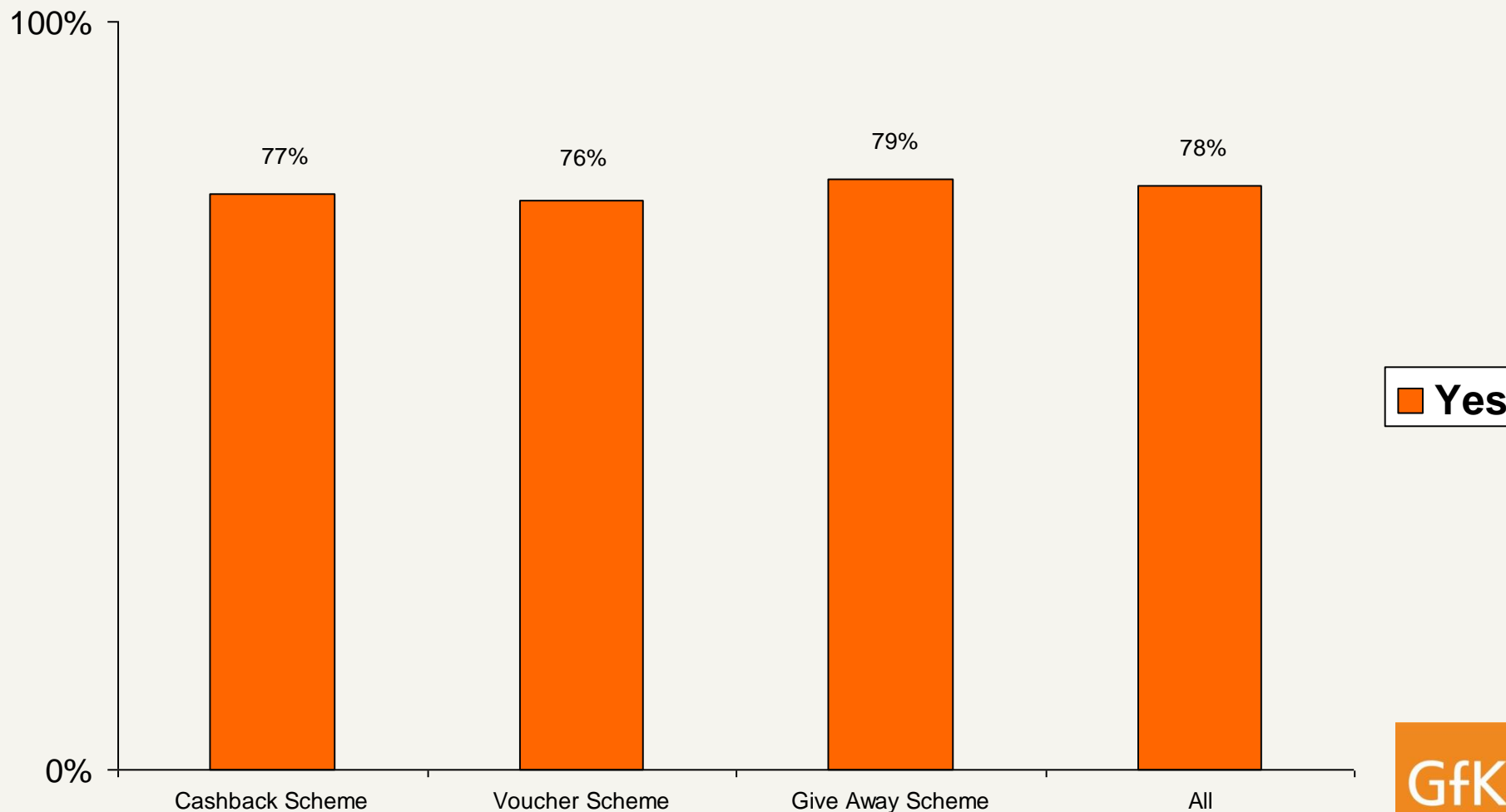
Yes No Not stated



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Is this the first time you have used real nappies? – by scheme

6



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

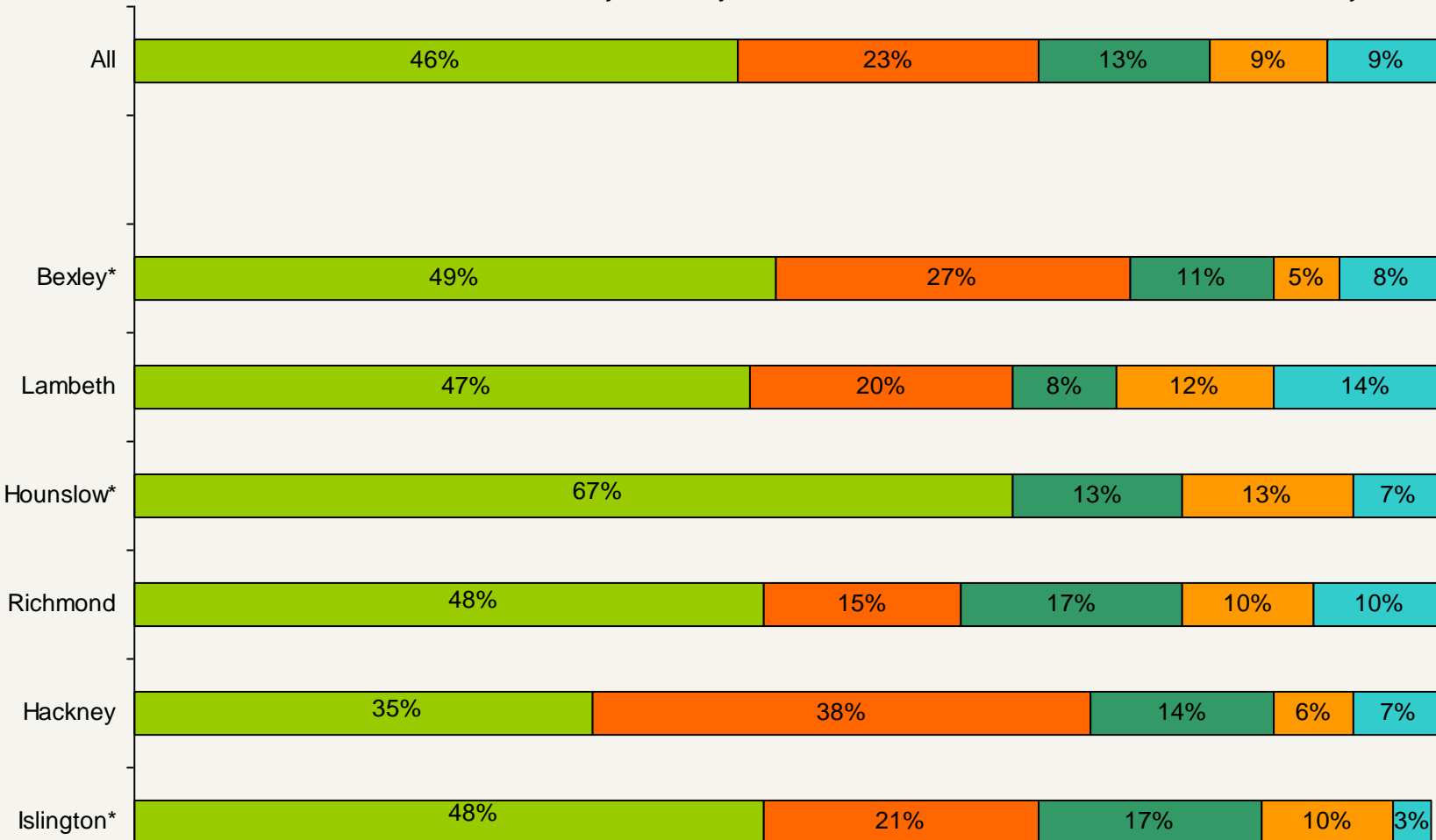
* Caution: low base size

If any of your children wear nappies, how old are they?

First child in nappies – by borough

■ Less than 6 months
 ■ 6 months - less than 1 year
 ■ 1 year - less than 18 months
 ■ 18 months - less than 2 years
 ■ 2 years or older

7



*Base: All with at least 1 child in nappies (255); Bexley (37); Hackney (63);
 Hounslow (15); Islington (29); Lambeth (51); Richmond (60)*



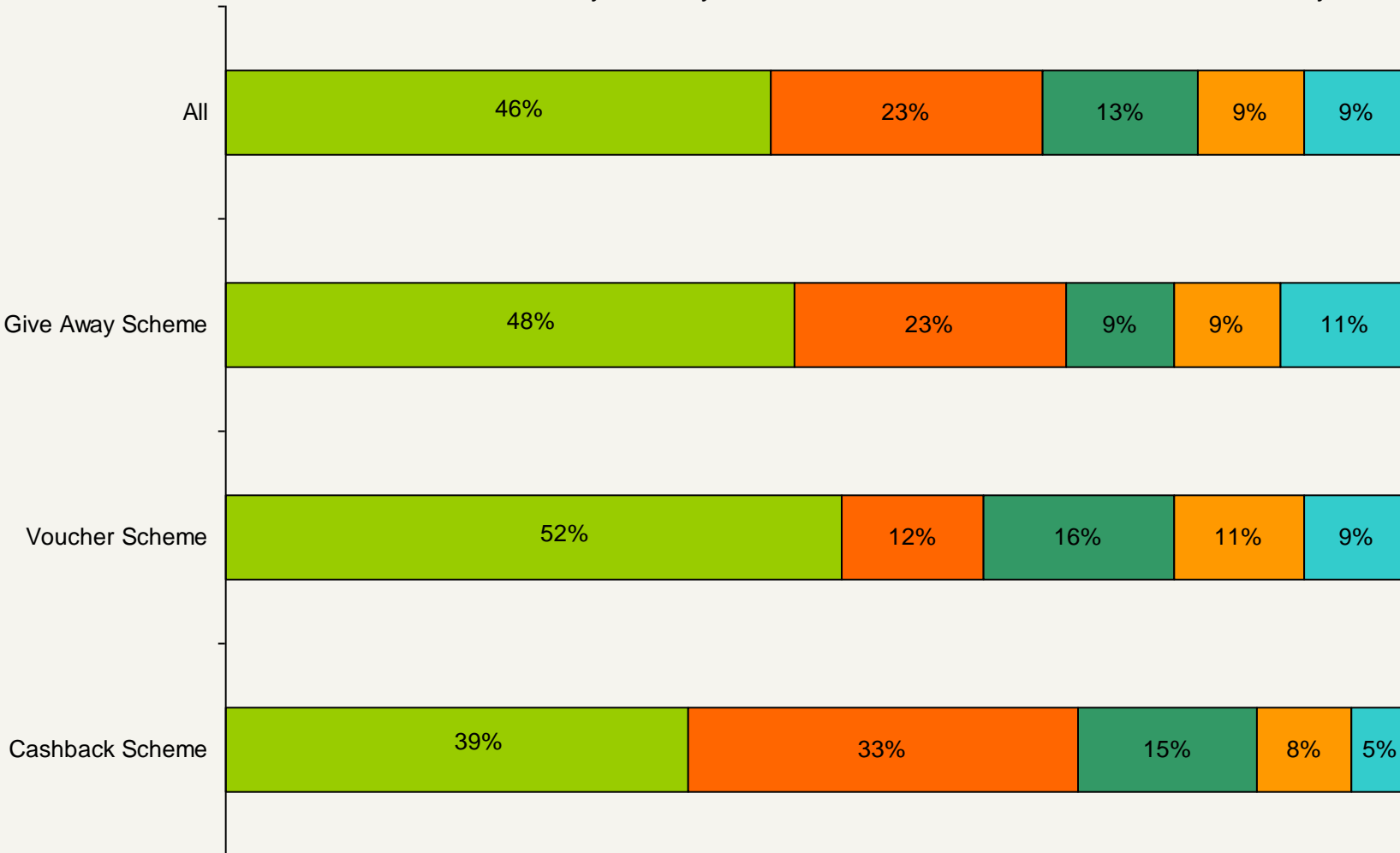
* Caution: low base size

If any of your children wear nappies, how old are they?

First child in nappies – by scheme

■ Less than 6 months ■ 6 months - less than 1 year ■ 1 year - less than 18 months ■ 18 months - less than 2 years ■ 2 years or older

8



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

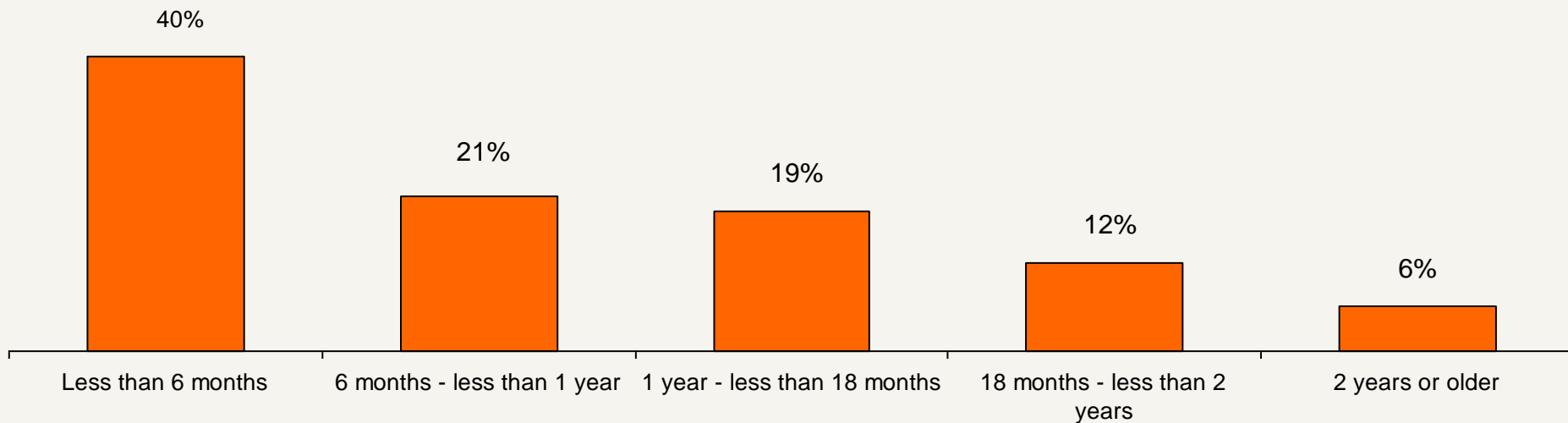
* Caution: low base size

If any of your children wear nappies, how old are they?

Second child in nappies

9

NB: unable to analyse by London Borough due to small sample size

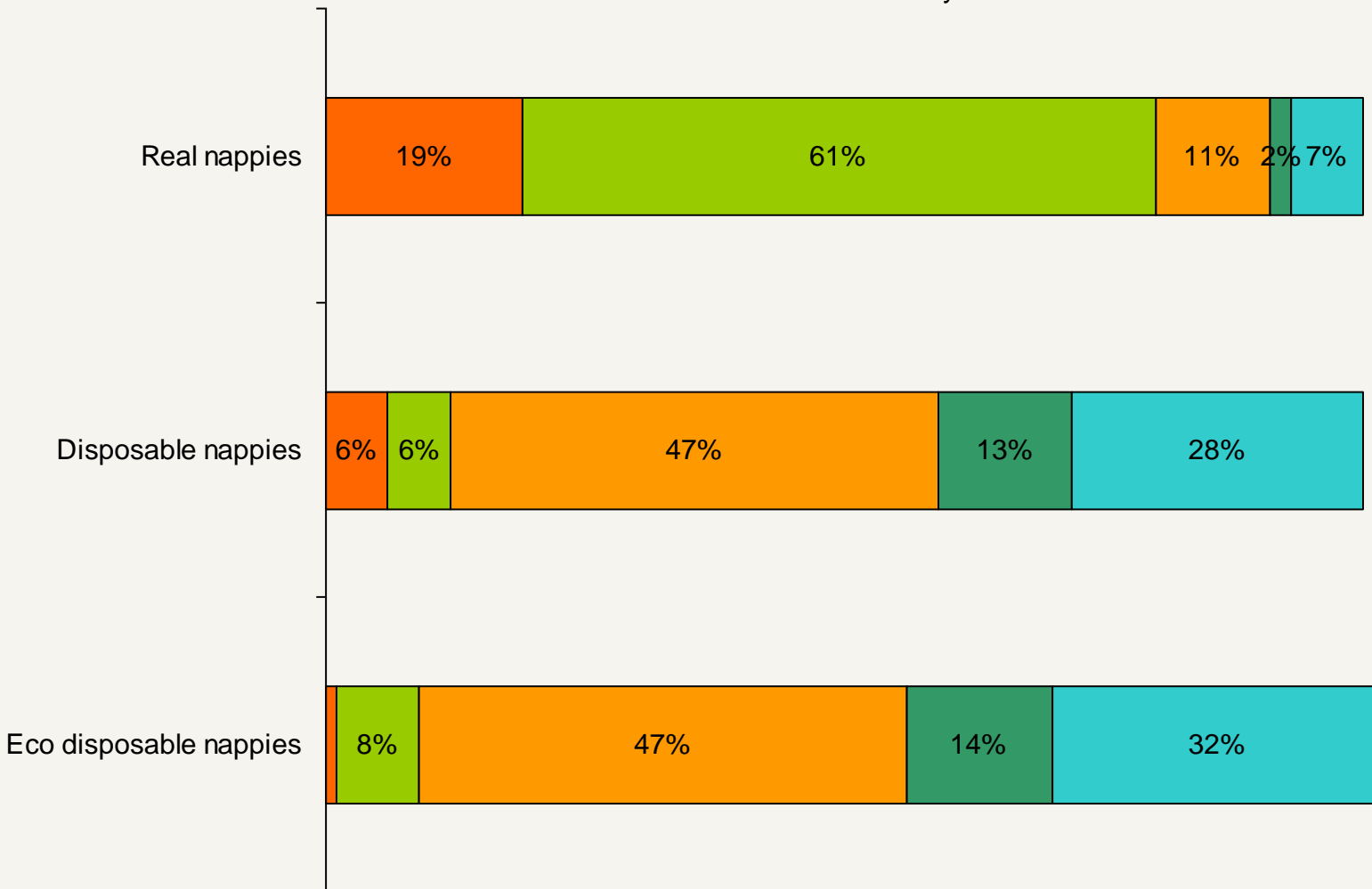


Base: All with at least 2 children in nappies (42)

How often do you/ will you use each type of nappy? – by scheme

Legend: All of the time (orange), Most of the time (light green), Occasionally (yellow), Never (dark green), Don't know/ Not stated (light blue)

10

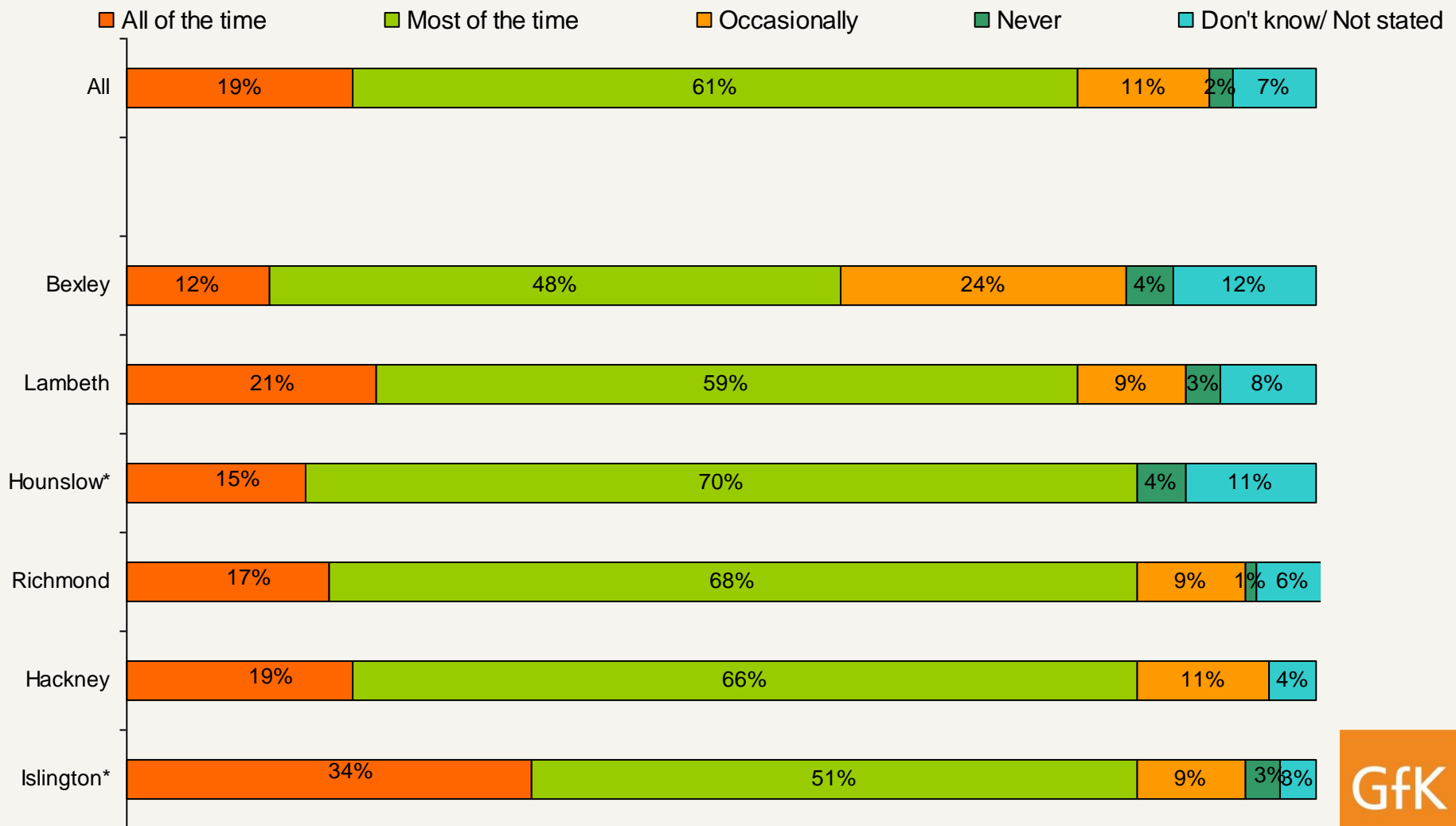


Base: All (339)

How often do you/ will you use each type of nappy?

Real nappies – by borough

11



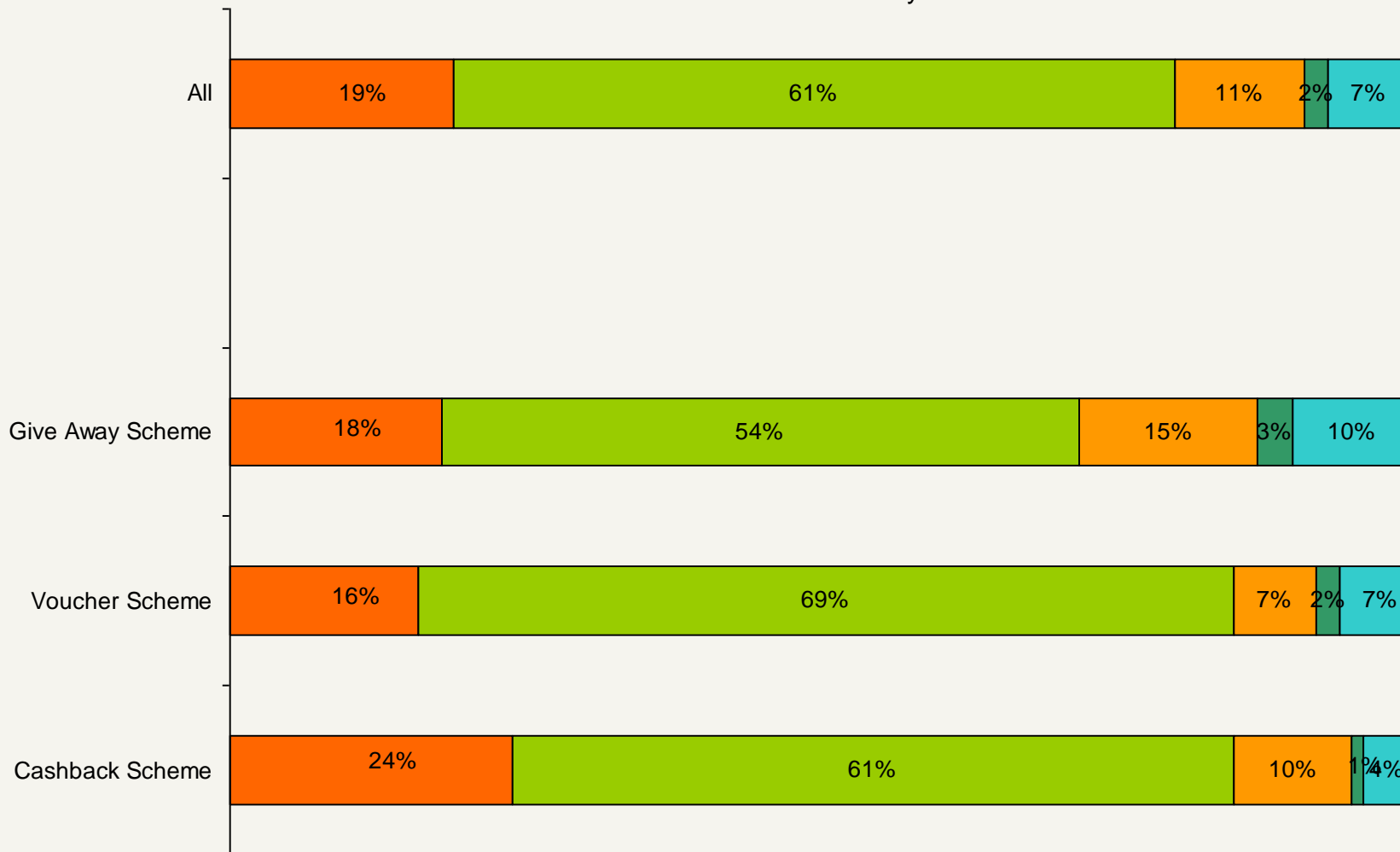
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

How often do you/ will you use each type of nappy?

Real nappies – by scheme

■ All of the time
 ■ Most of the time
 ■ Occasionally
 ■ Never
 ■ Don't know/ Not stated

12

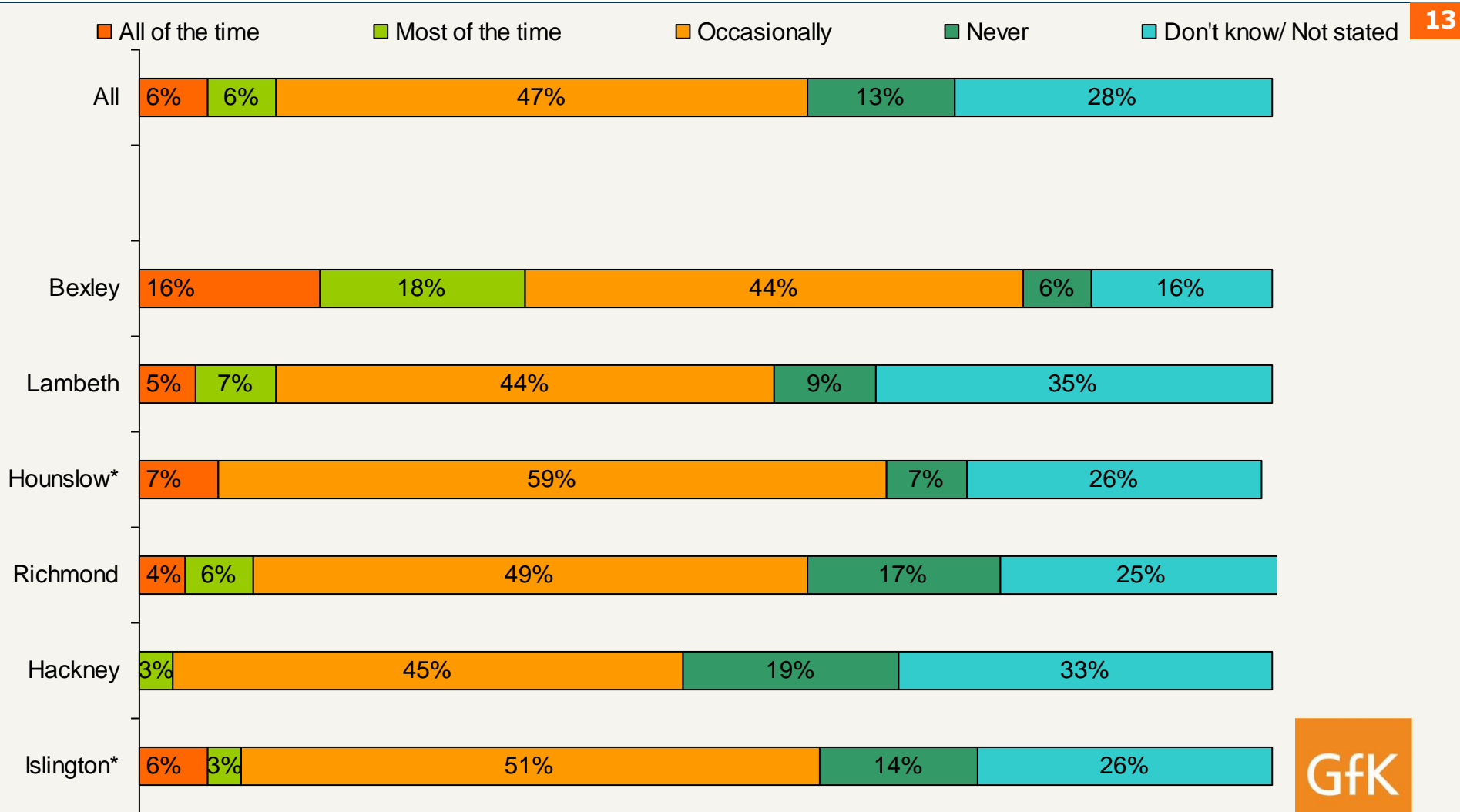


Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

How often do you/ will you use each type of nappy?

Disposable nappies – by borough



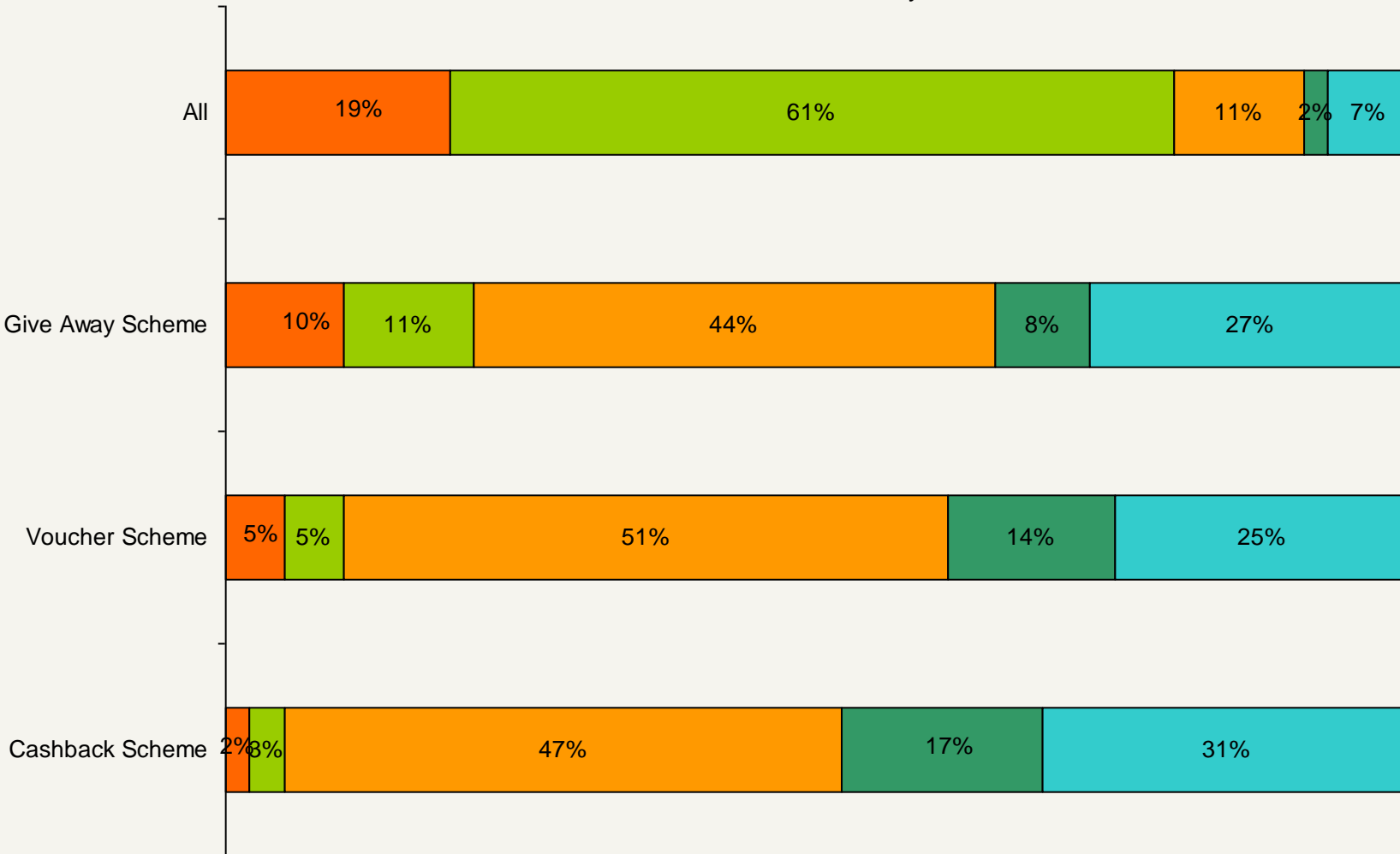
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

How often do you/ will you use each type of nappy?

Disposable nappies – by scheme

■ All of the time
 ■ Most of the time
 ■ Occasionally
 ■ Never
 ■ Don't know/ Not stated

14

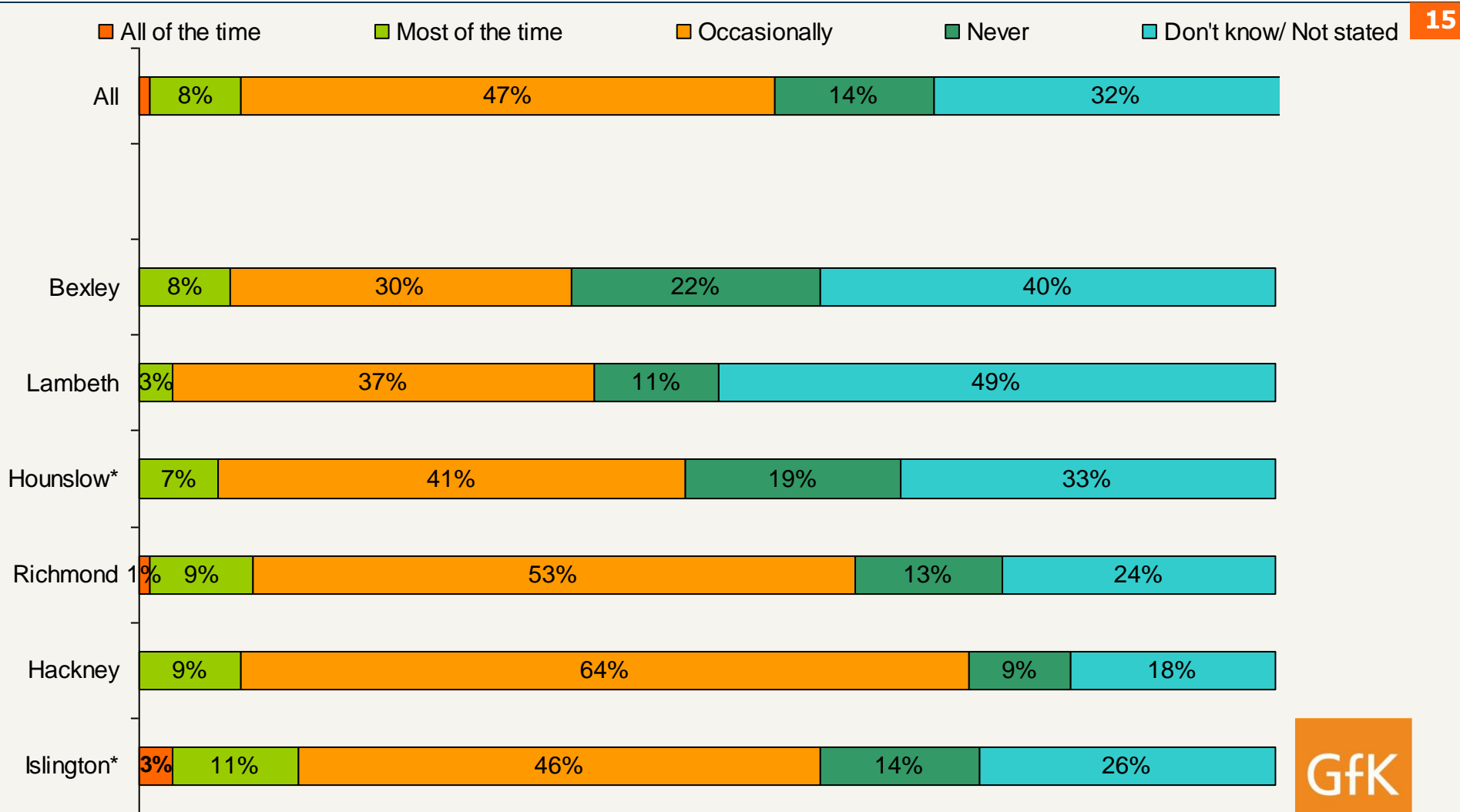


Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

How often do you/ will you use each type of nappy?

Eco-disposable nappies – by borough



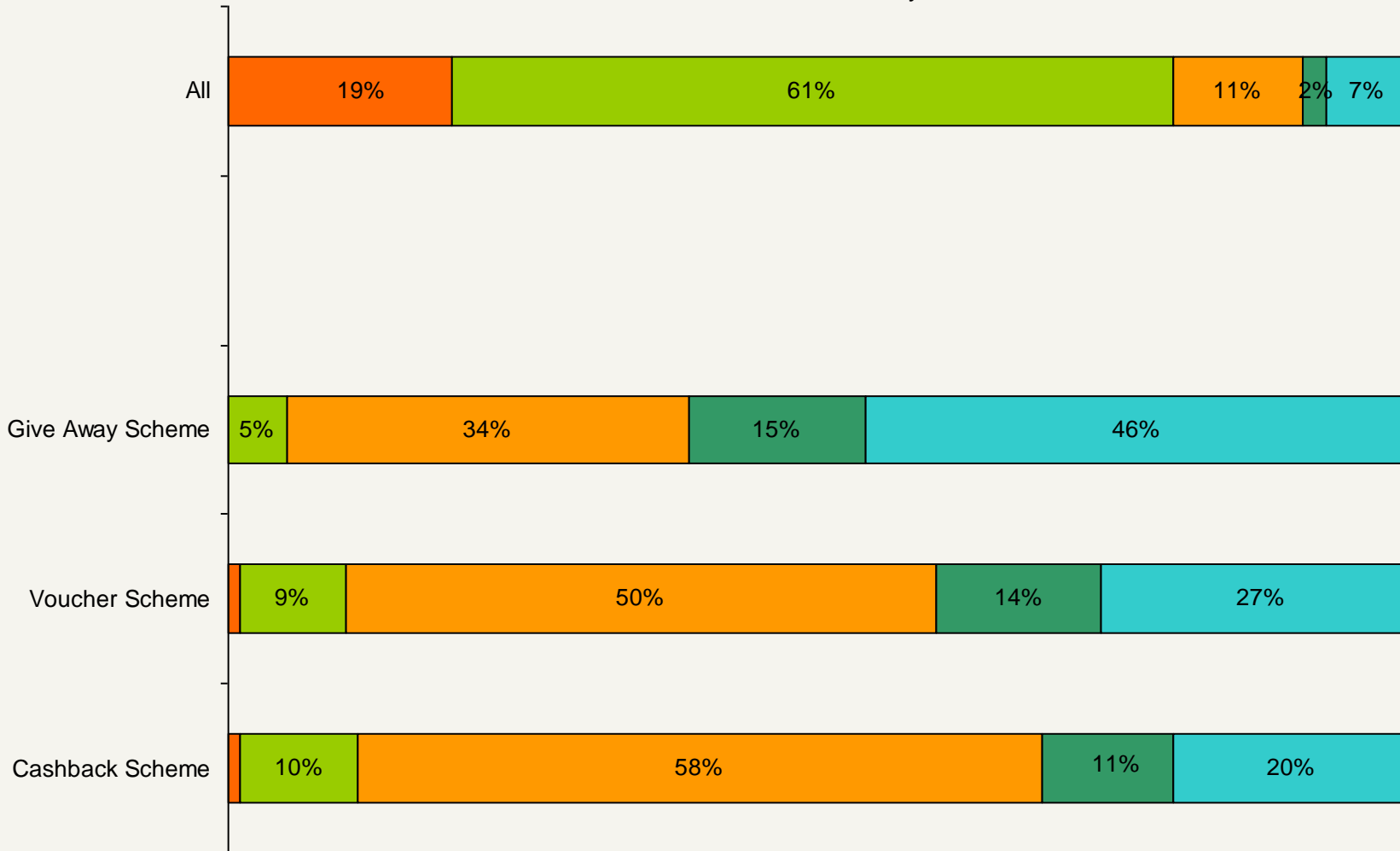
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

How often do you/ will you use each type of nappy?

Eco-disposable nappies – by scheme

Legend: All of the time (orange), Most of the time (light green), Occasionally (yellow), Never (dark green), Don't know/ Not stated (light blue)

16

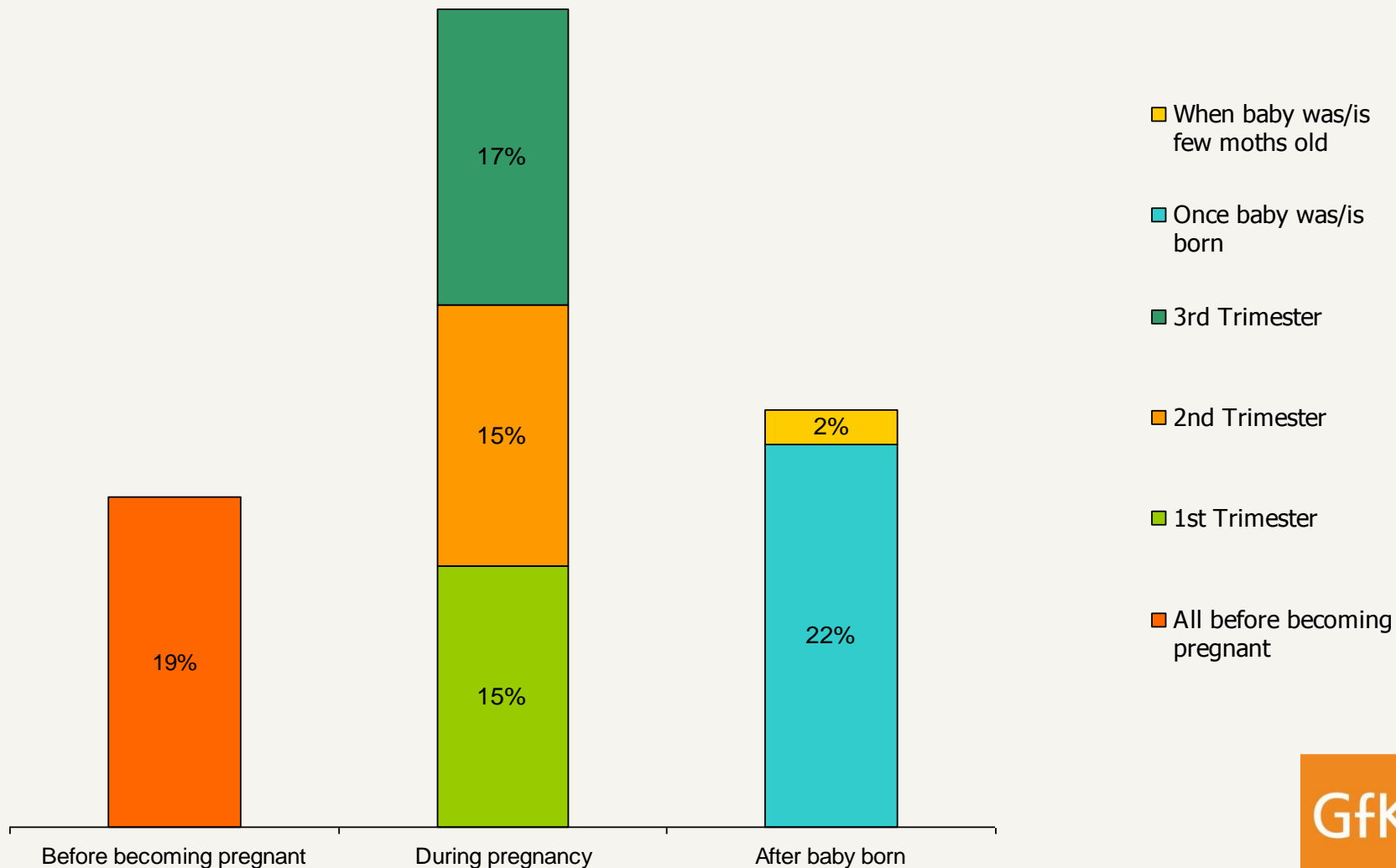


Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

When did you decide/ do you think you will decide which nappy type to use? - All

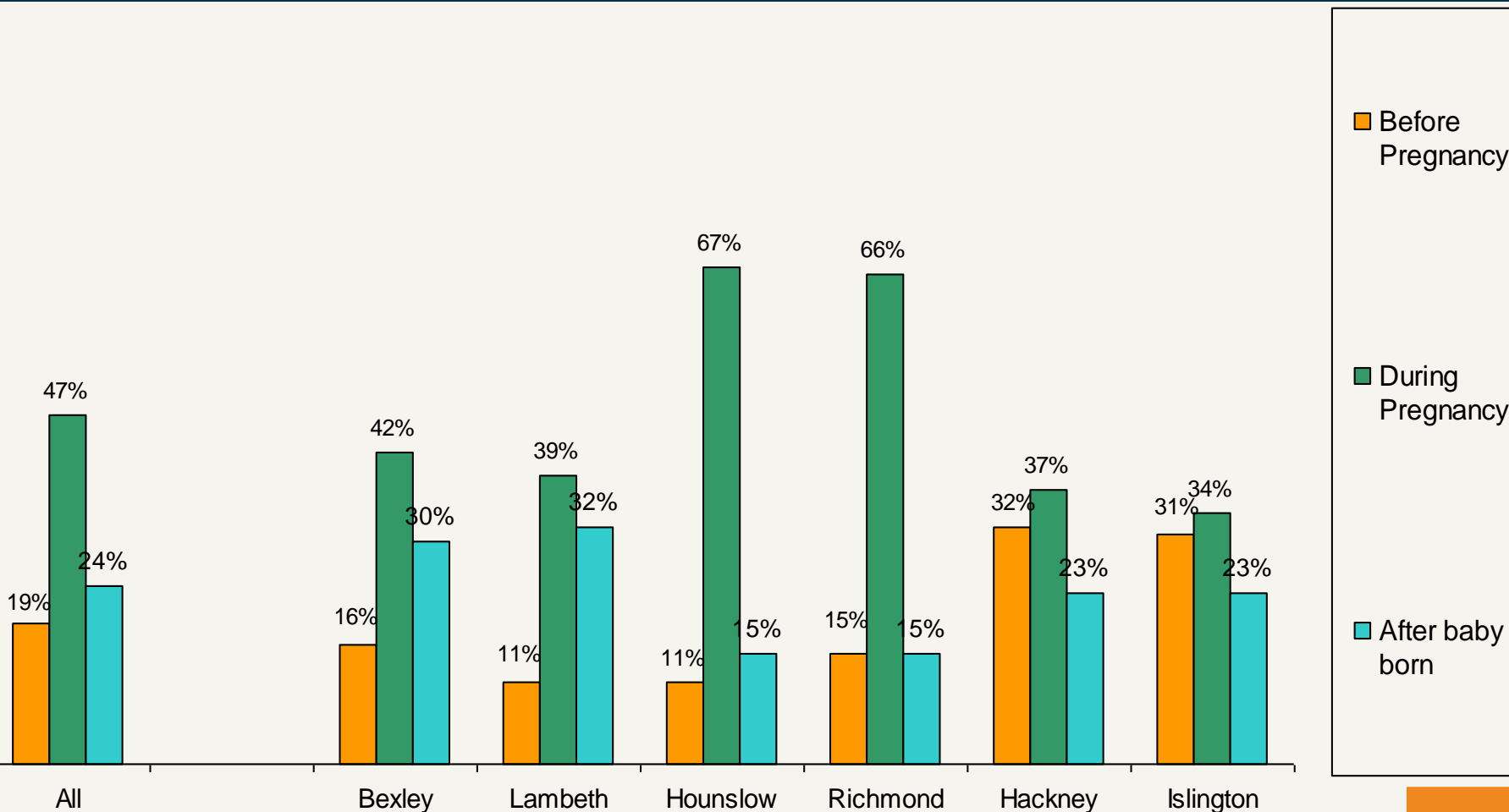
17



Base: All (339)

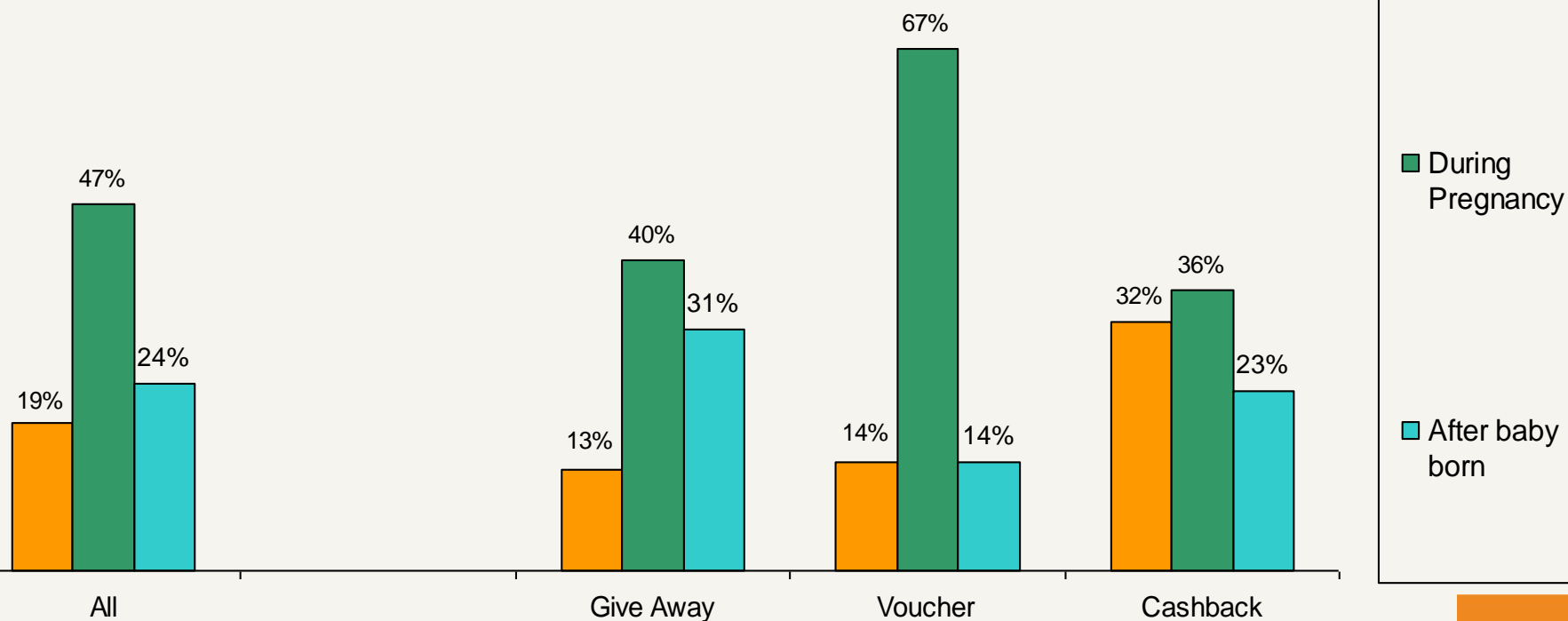
When did you decide/ do you think you will decide which nappy type to use? – by borough

18



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)

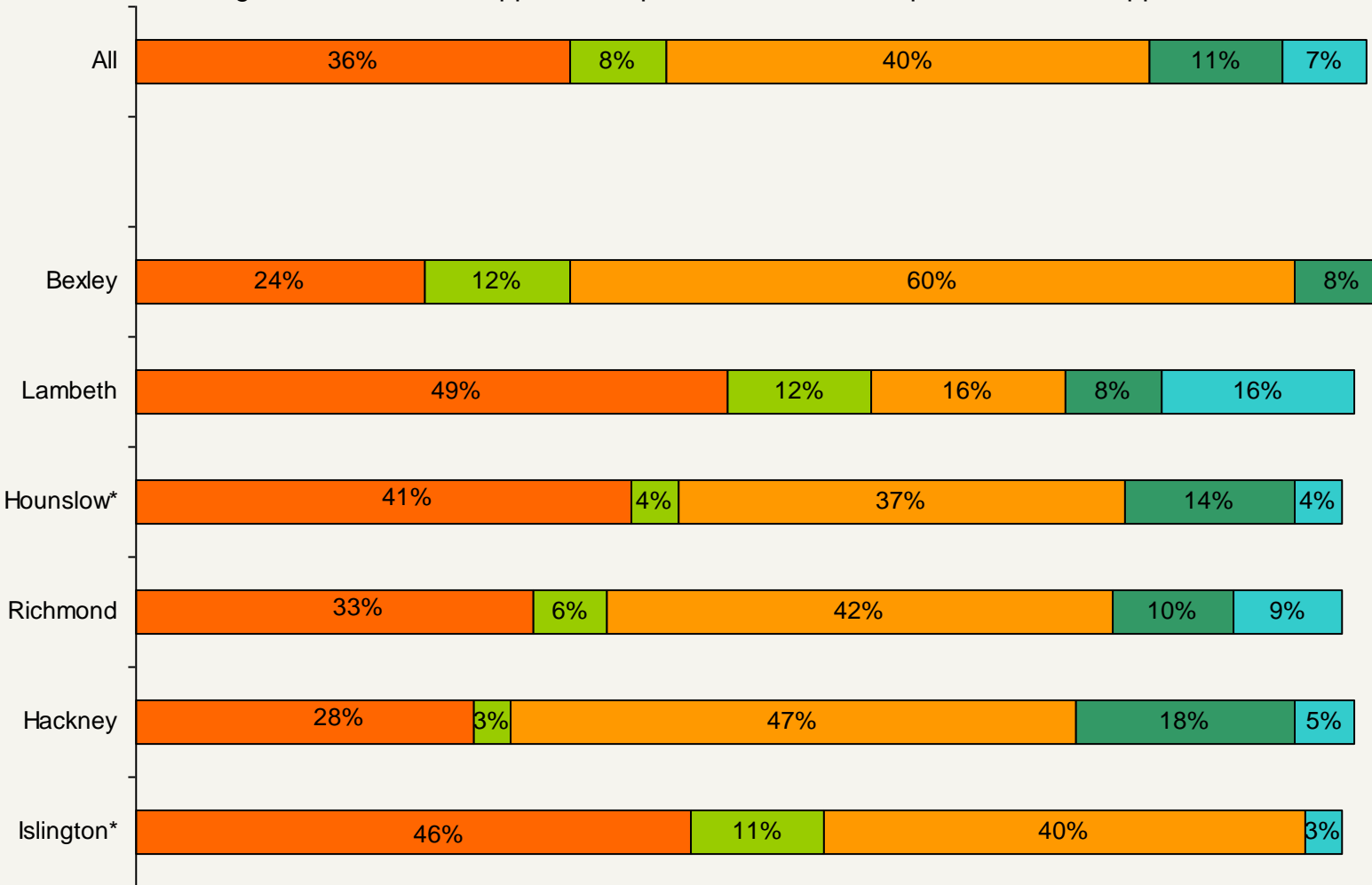
When did you decide/ do you think you will decide which nappy type to use? – by scheme



Have you ever changed from using one type of nappy to another?

■ Haven't changed
 ■ From real nappies to disposable
 ■ From disposable to real nappies
 ■ Other
 ■ Don't know/ Not stated

20

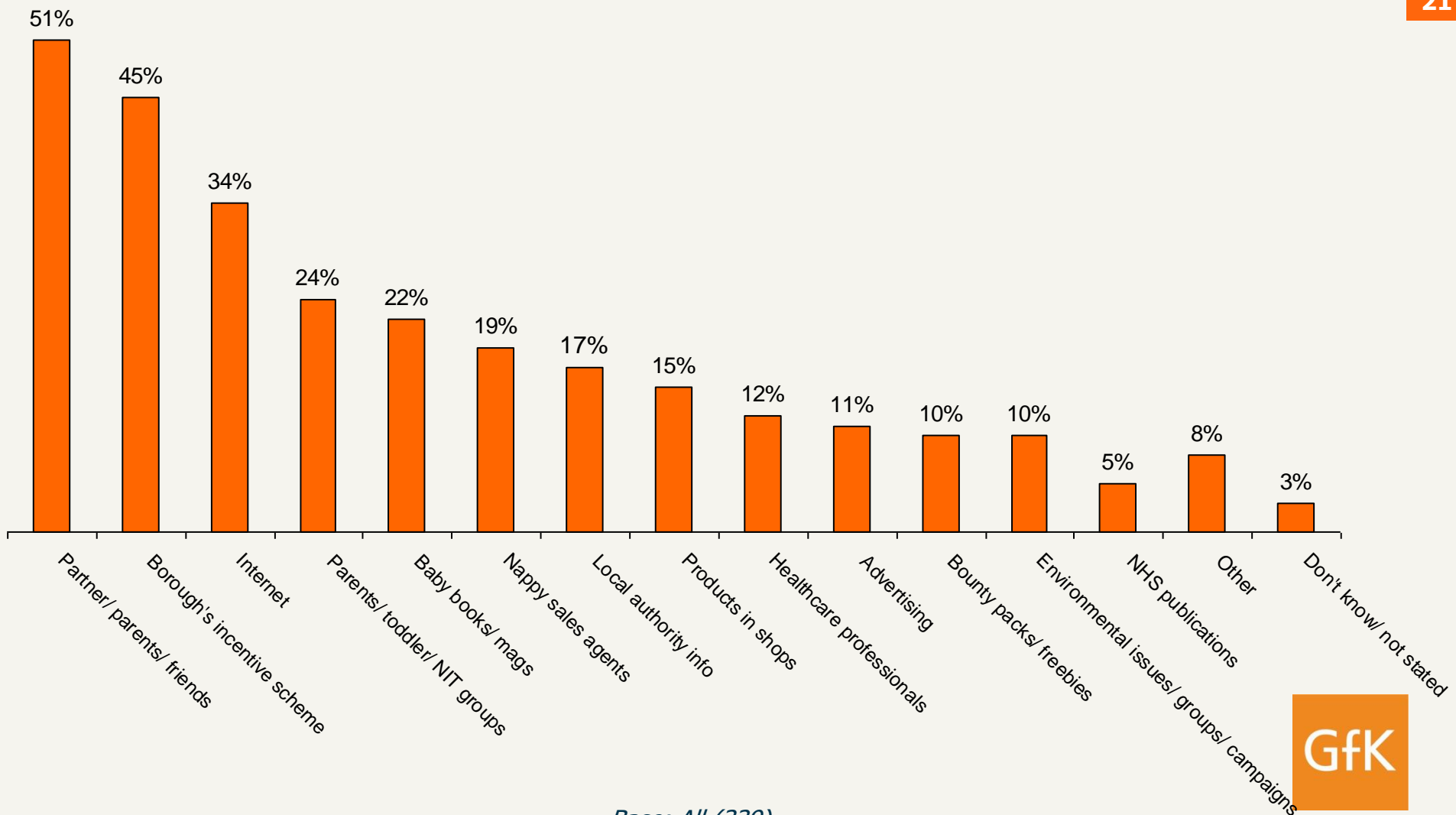


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Which of the following sources have influenced the type of nappies you use/ will use? – All

All sources

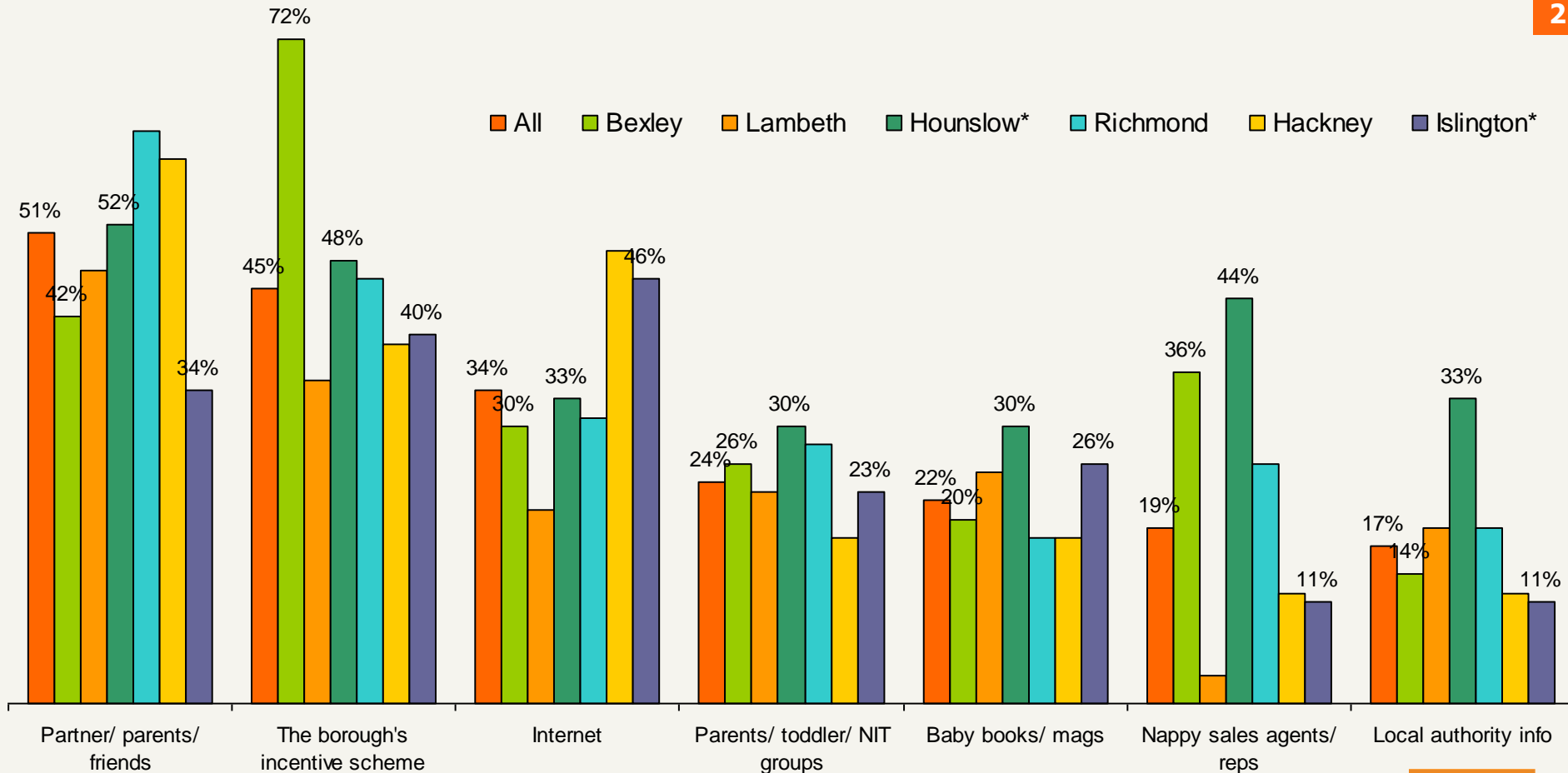
21



Base: All (339)

Which of the following sources have influenced the type of nappies you use/ will use? – by borough (1)

All sources

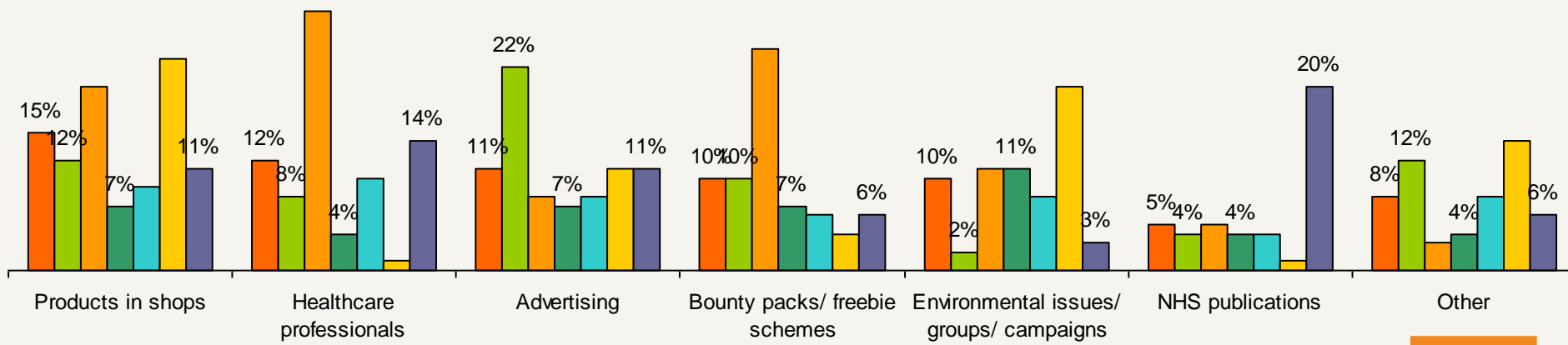


Which of the following sources have influenced the type of nappies you use/ will use? - by borough (2)

All sources

23

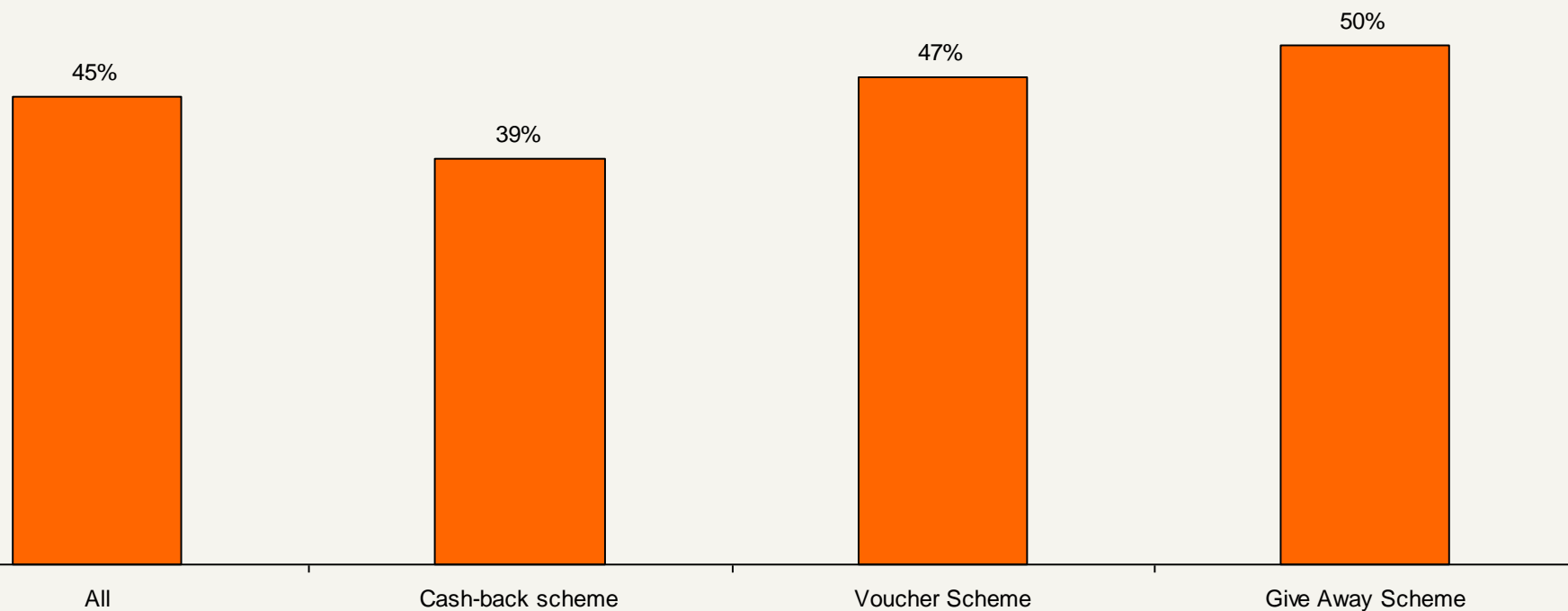
■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow*
 ■ Richmond
 ■ Hackney
 ■ Islington*



Which of the following sources have influenced the type of nappies you use/ will use? – by scheme

The Borough's incentive scheme

24



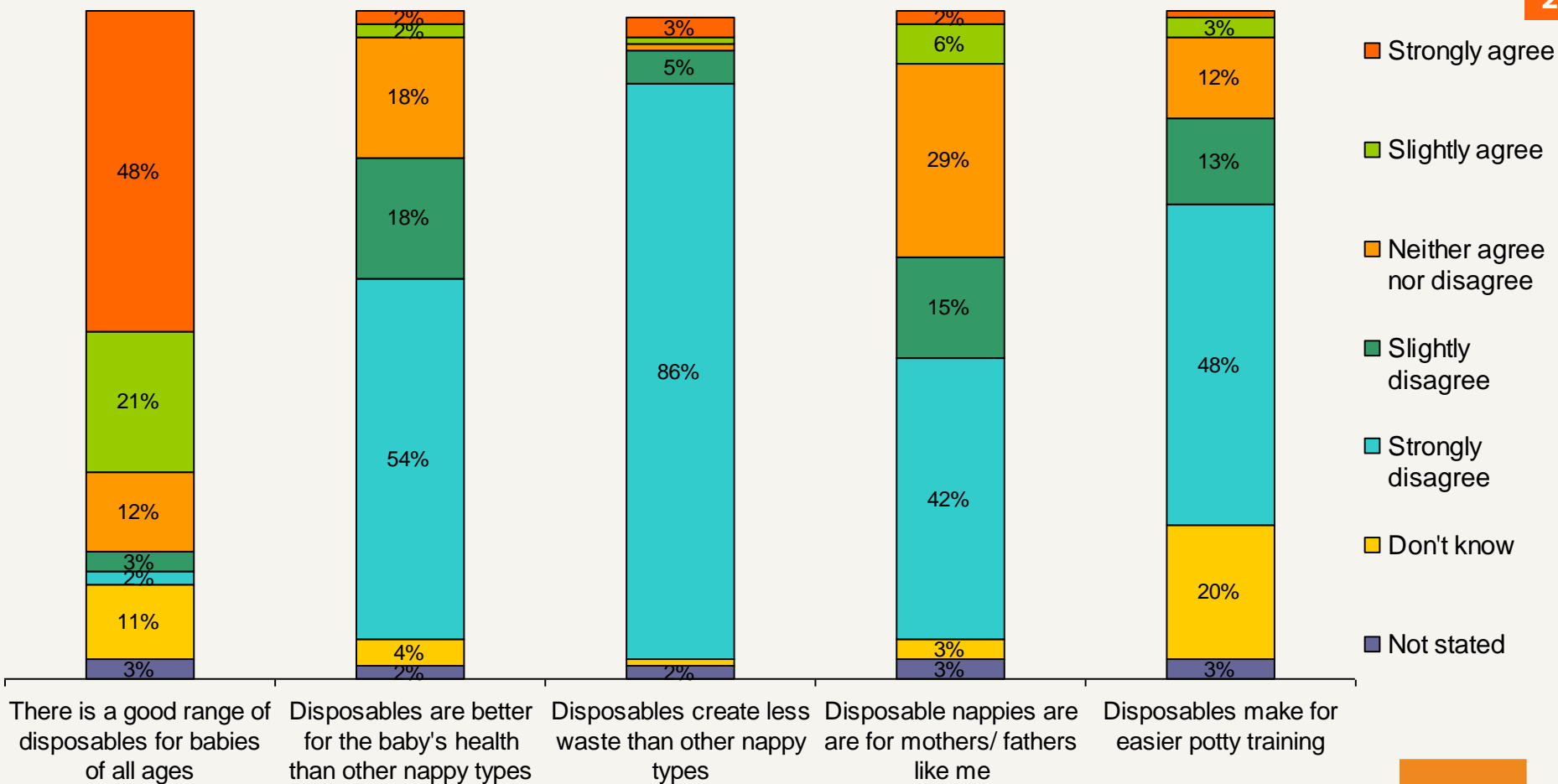
Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

Attitudes to Disposable Nappies

Agreement with statements about disposable nappies - All

All statements



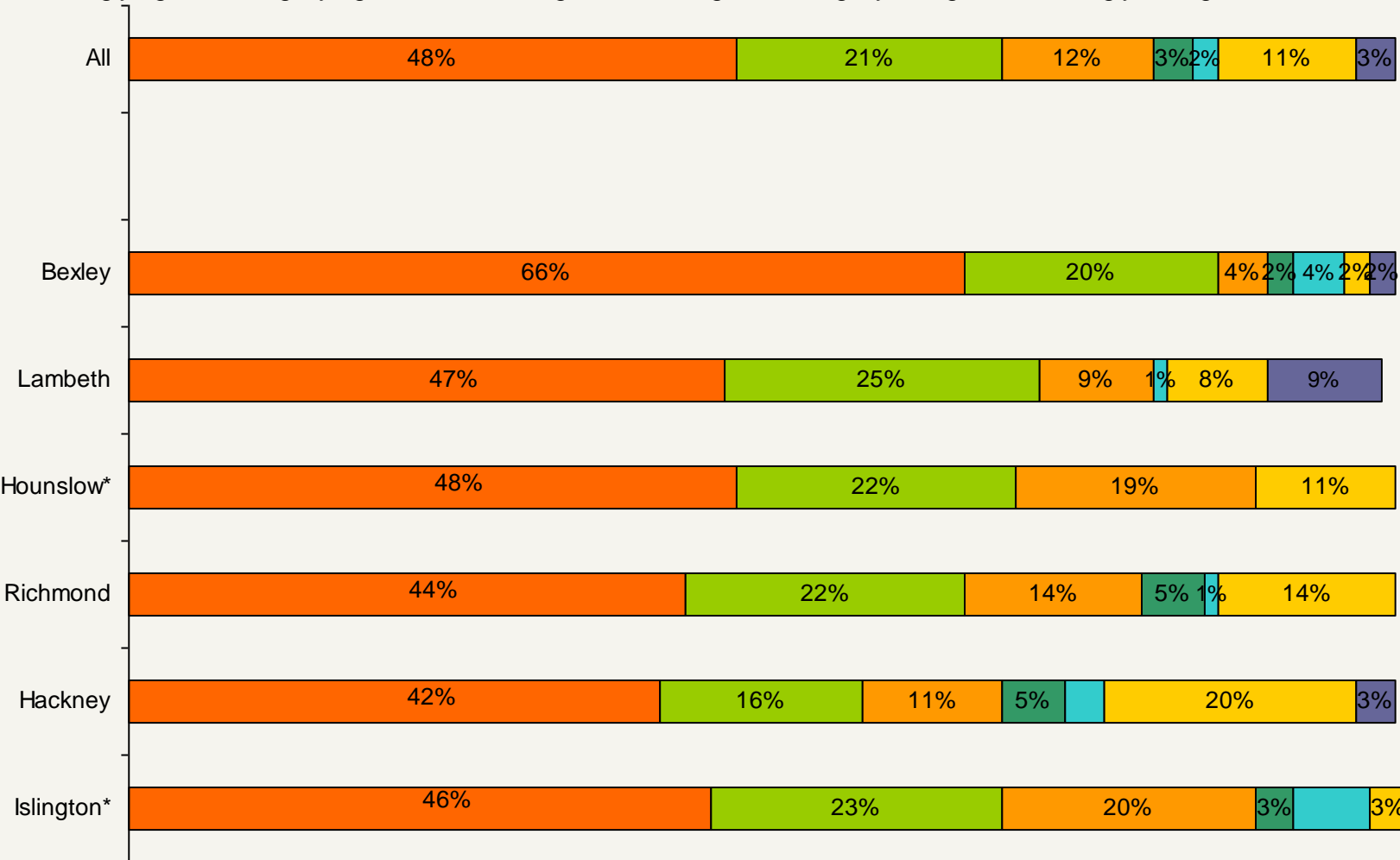
Base: All (339)



Agreement with statements about disposables - by borough

There is a good range of disposables for babies of all ages

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated



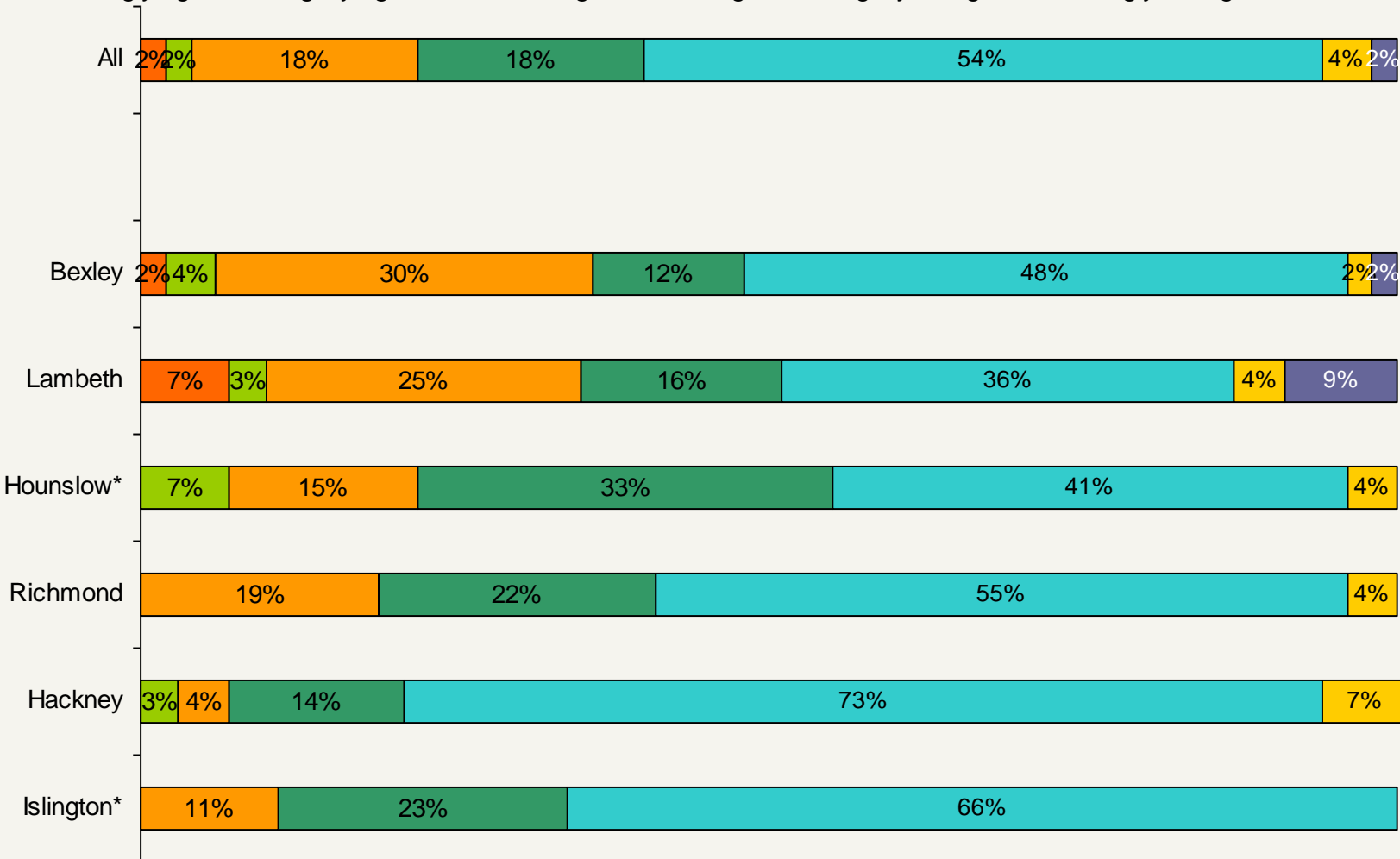
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about disposables – by scheme

Disposables are better for the baby's health than other nappy types

28

Strongly agree Slightly agree Neither agree nor disagree Slightly disagree Strongly disagree Don't know Not stated

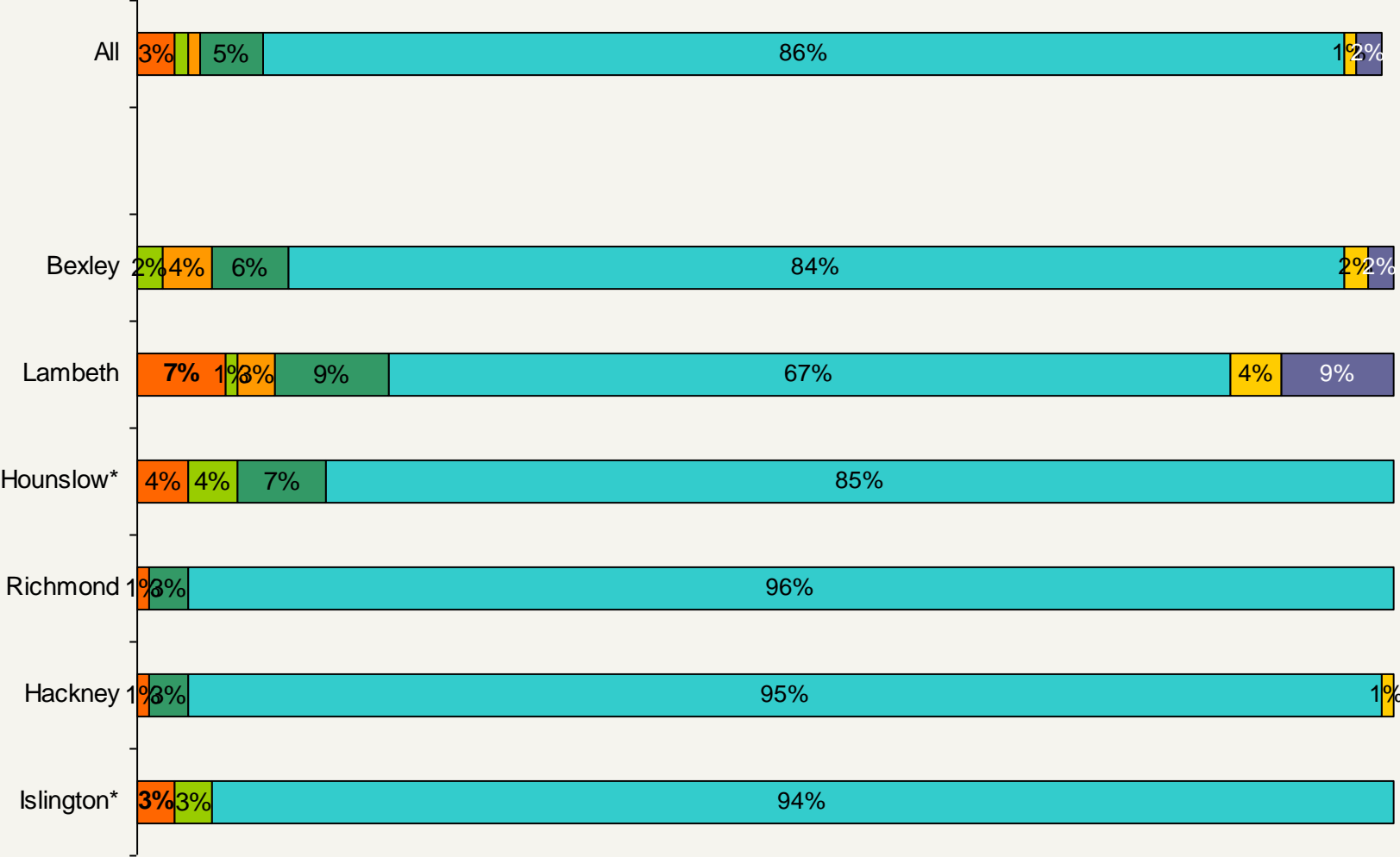


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about disposables - by borough

Disposables create less waste than other nappy types

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

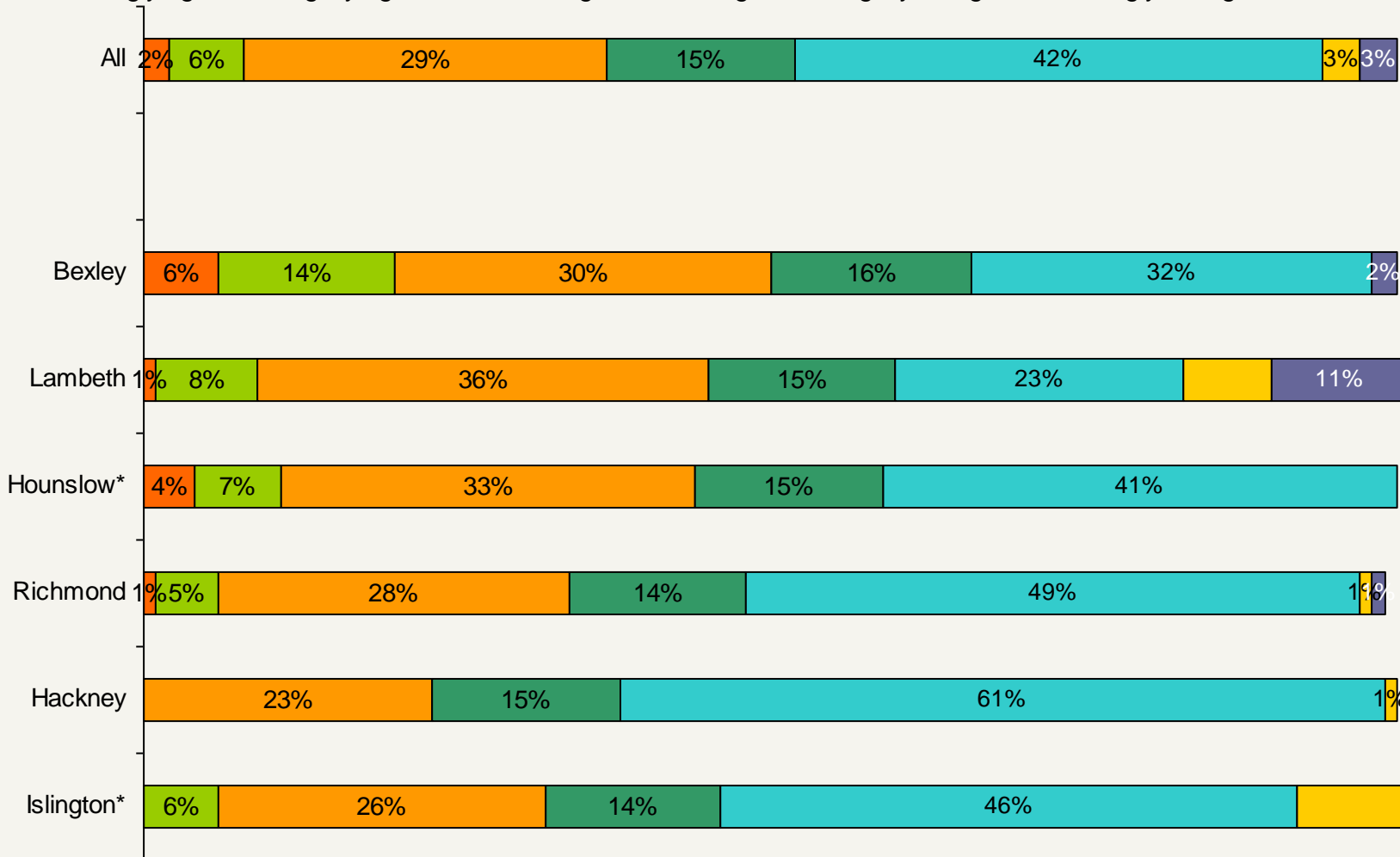


Agreement with statements about disposables - by borough

Disposable nappies are for mothers/ fathers like me

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

30



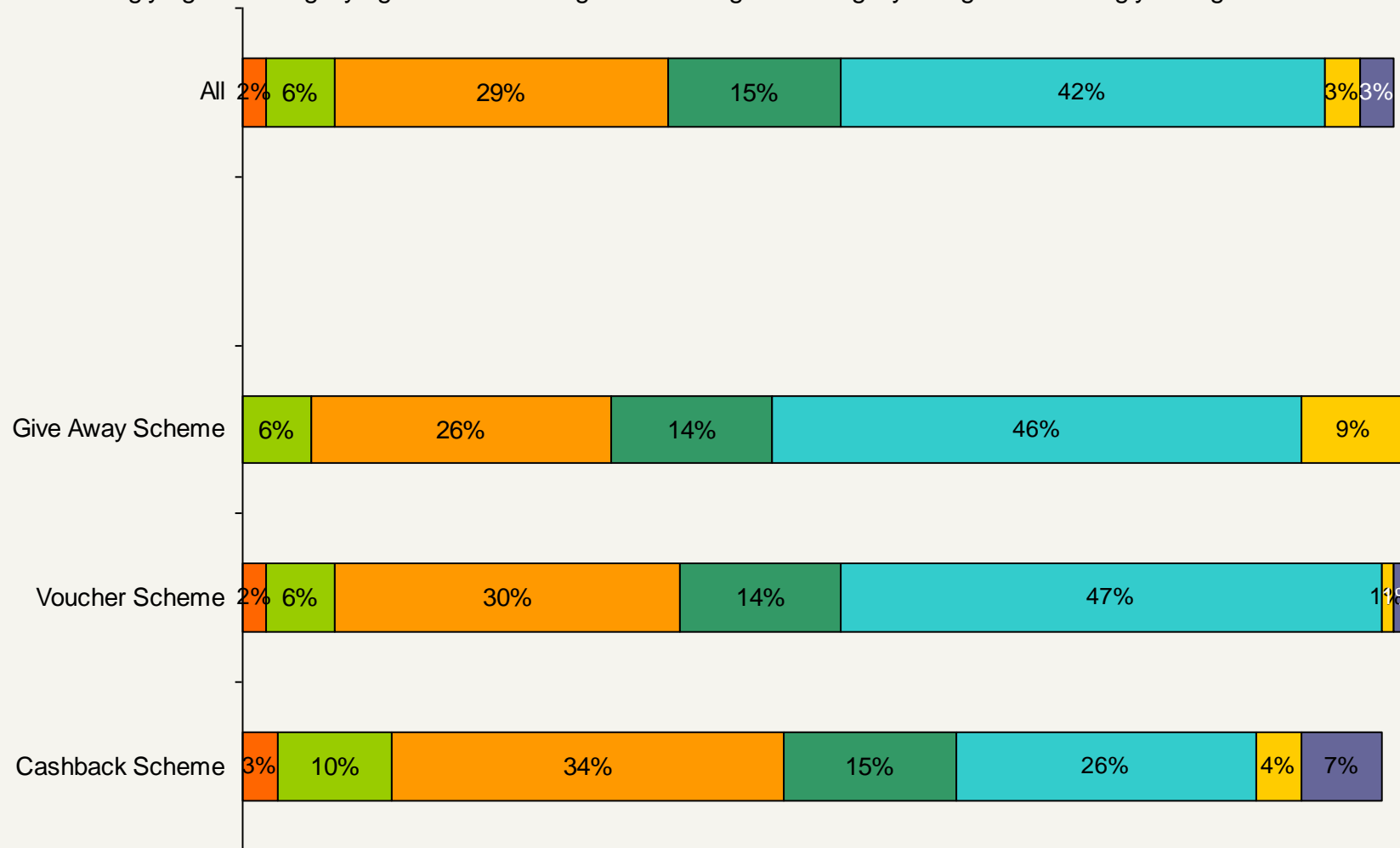
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about disposables – by scheme

Disposable nappies are for mothers/ fathers like me

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

31



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

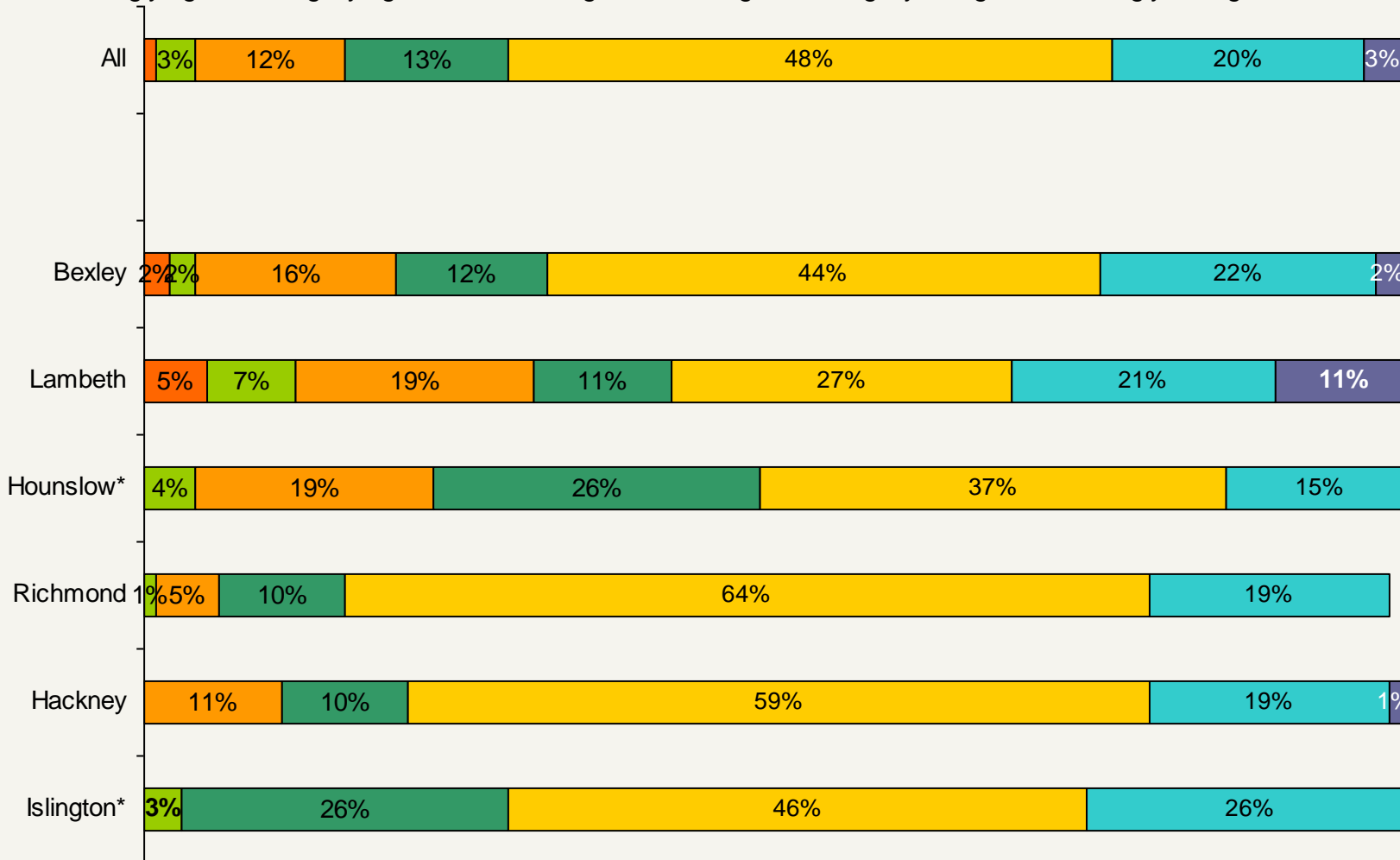
* Caution: low base size

Agreement with statements about disposables - by borough

Disposables make for easier potty training

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

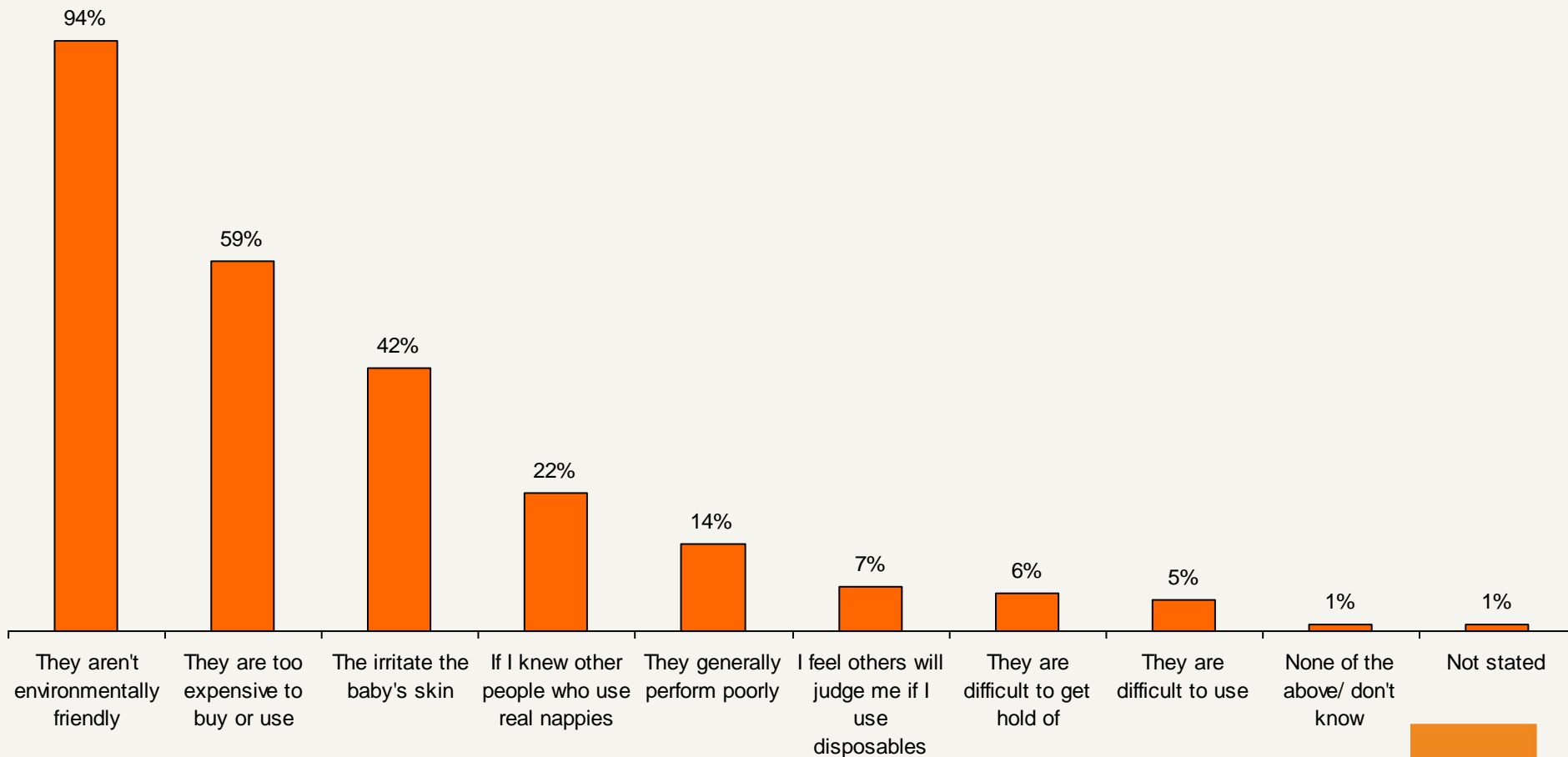
32



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

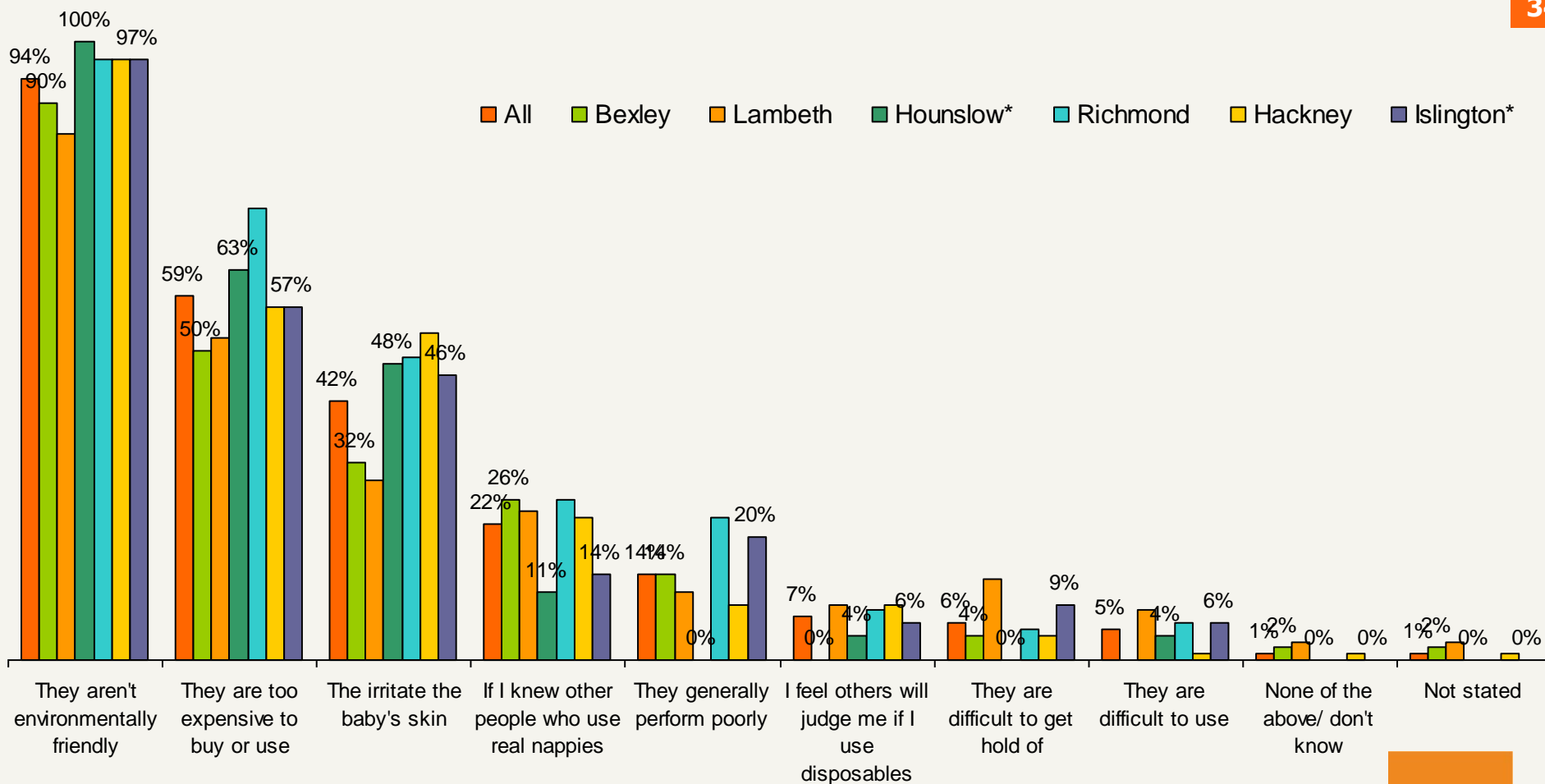
Which of the following factors (would) discourage you from using DISPOSABLE nappies? - All

33



Base: All (339)

Which of the following factors (would) discourage you from using DISPOSABLE nappies? – by borough



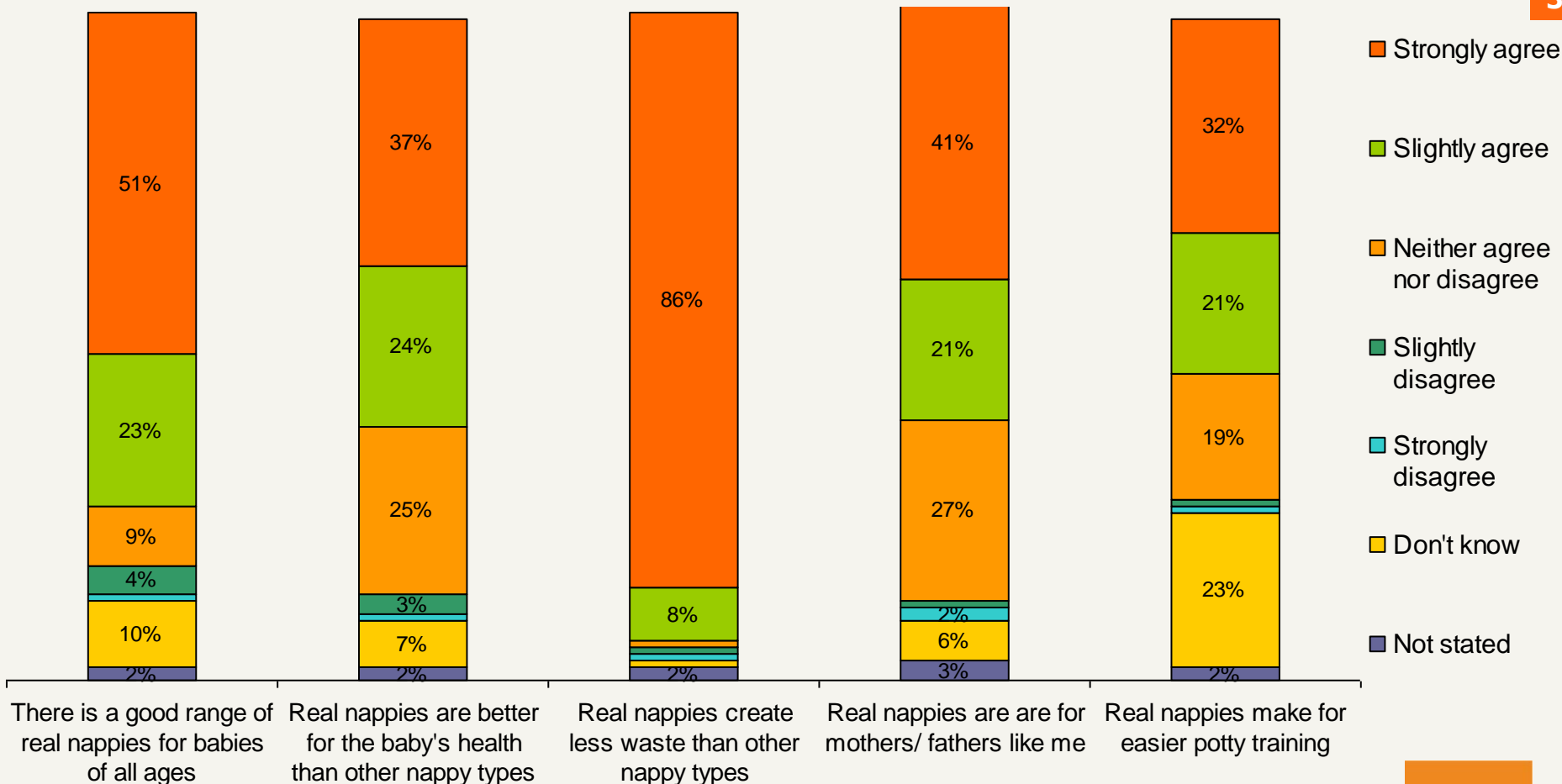
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Attitudes to Real Nappies

Agreement with statements about REAL nappies - All

All statements

36



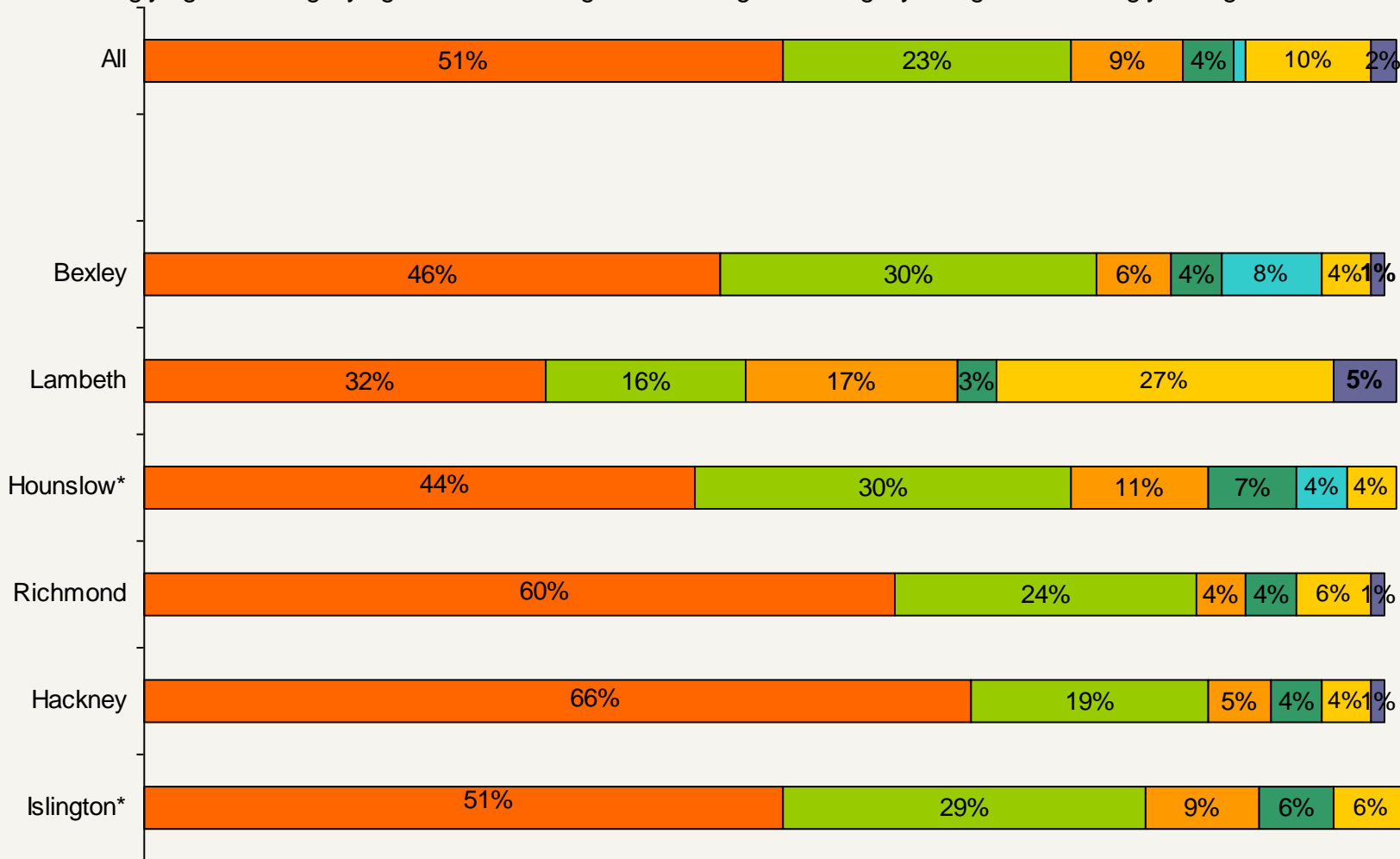
Base: All (339)

Agreement with statements about REAL nappies – by borough

There is a good range of real nappies for babies of all ages

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

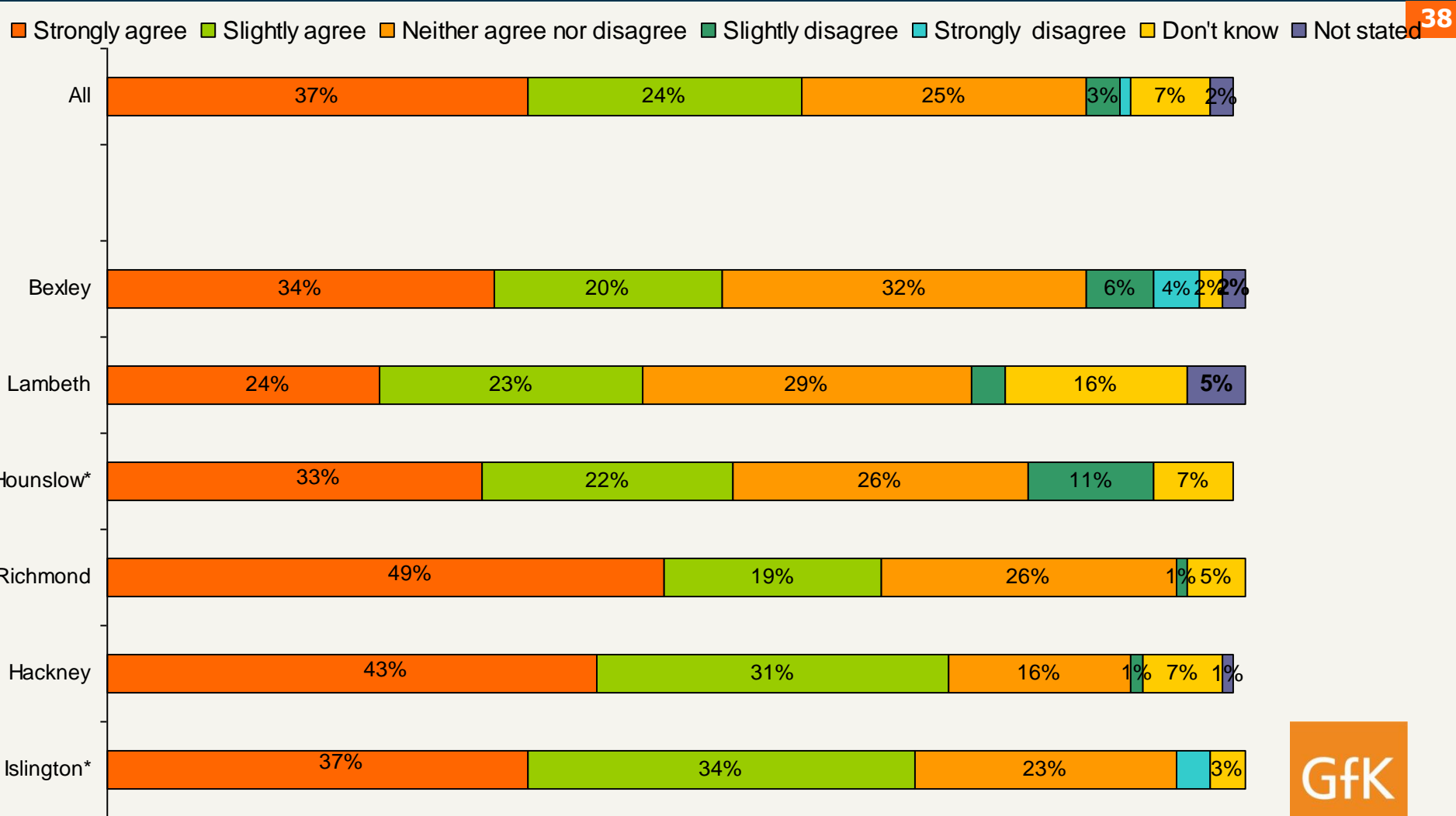
37



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about REAL nappies – by borough

Real nappies are better for the baby's health than other nappy types



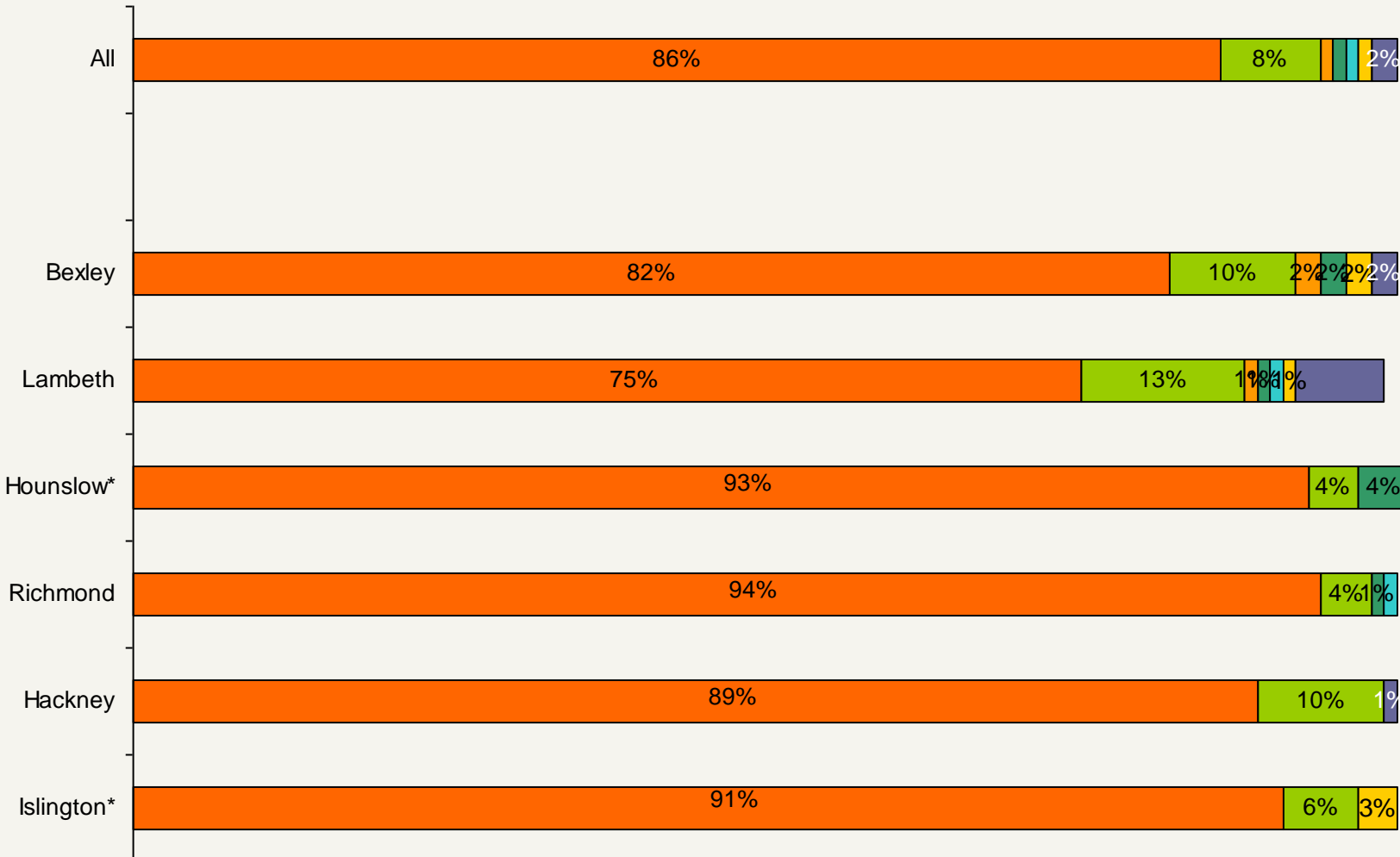
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about REAL nappies – by borough

Real nappies create less waste than other nappy types

39

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

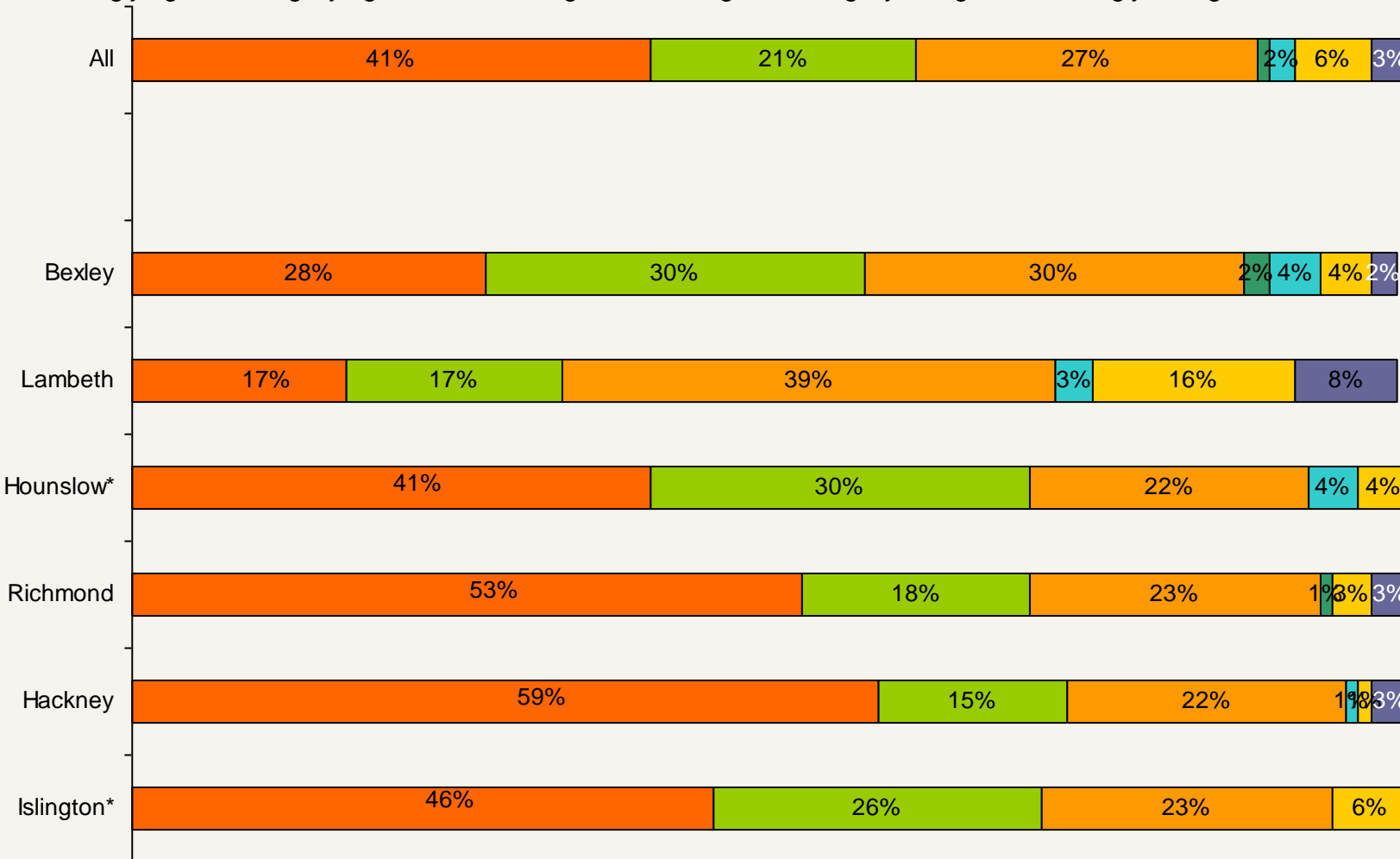


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about REAL nappies – by borough

Real nappies are for mothers/ fathers like me

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Strongly disagree
Don't know
Not stated
40

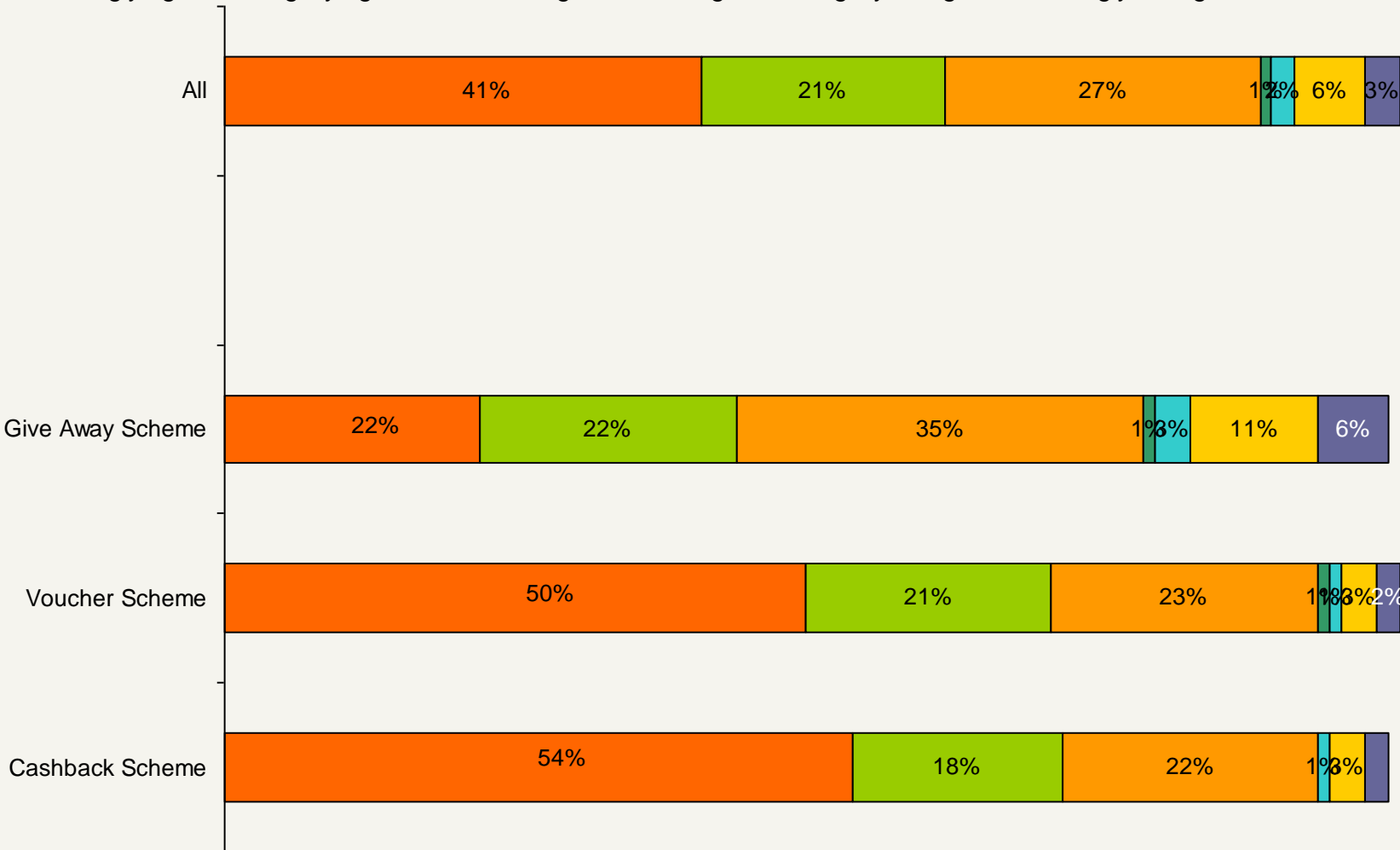


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Agreement with statements about REAL nappies – by scheme

Real nappies are for mothers/ fathers like me

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Strongly disagree
Don't know
Not stated
41



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

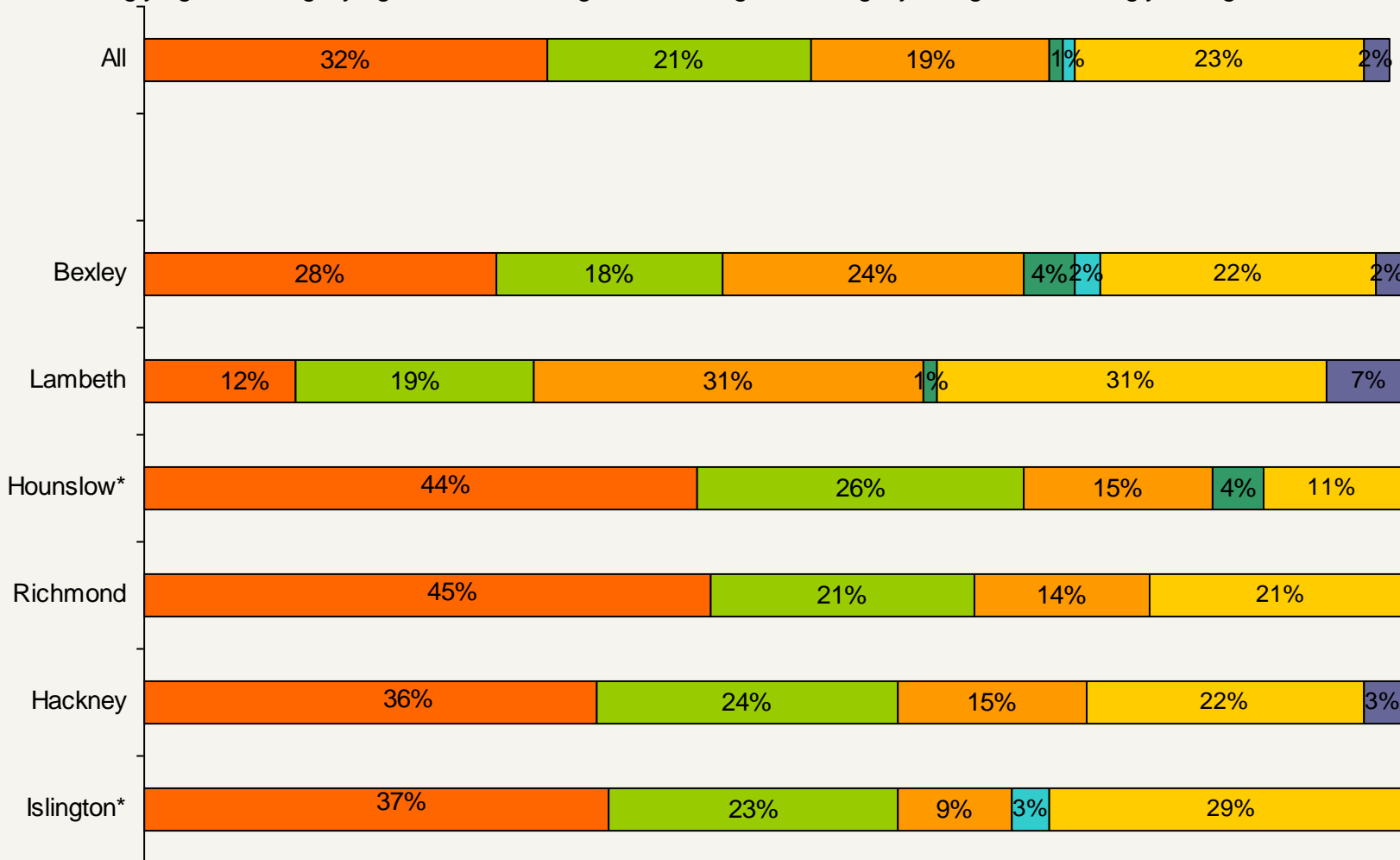
* Caution: low base size

Agreement with statements about real nappies – by borough

Real nappies make for easier potty training

42

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know
 ■ Not stated

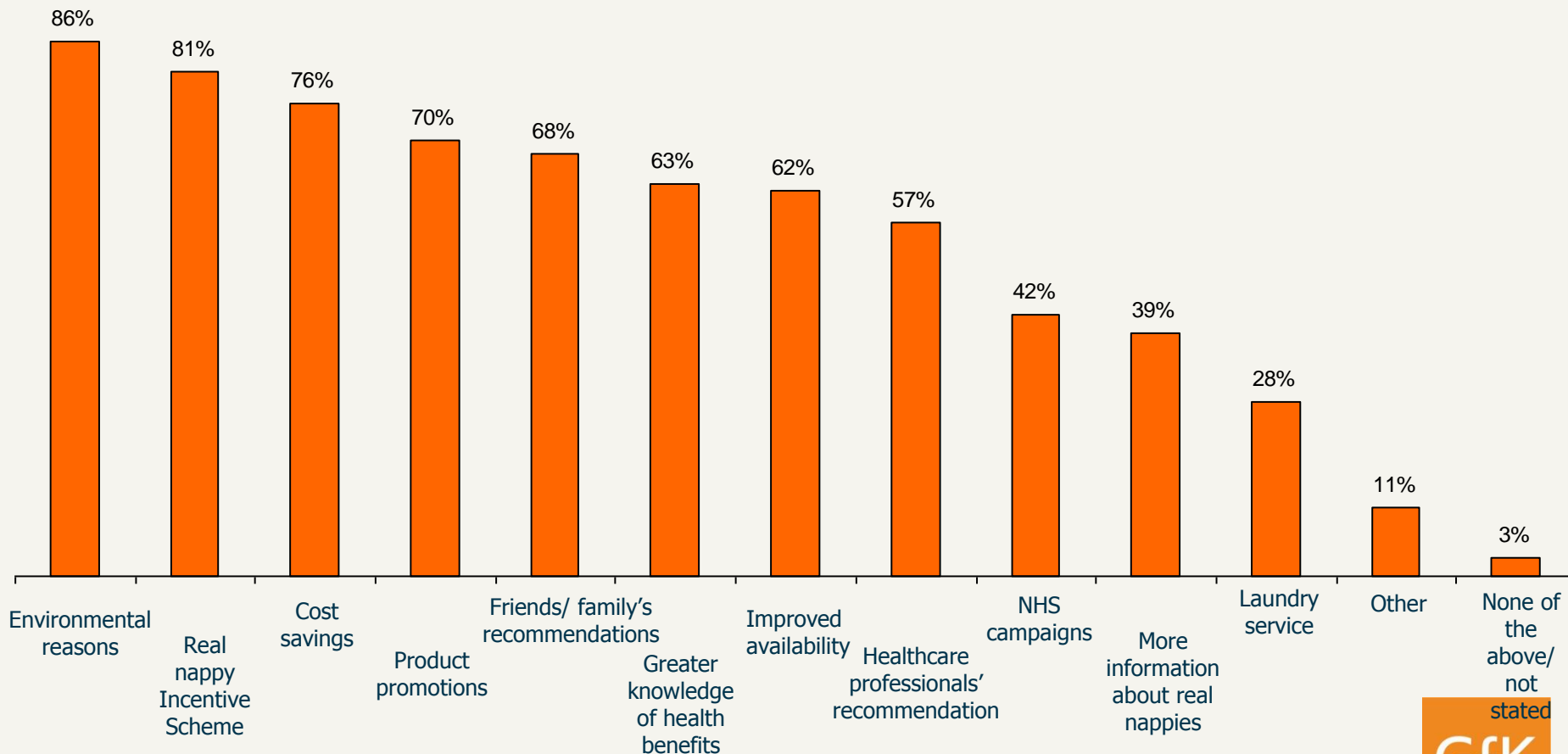


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Which of the following factors (would) encourage you to use REAL nappies? – All

All factors

43

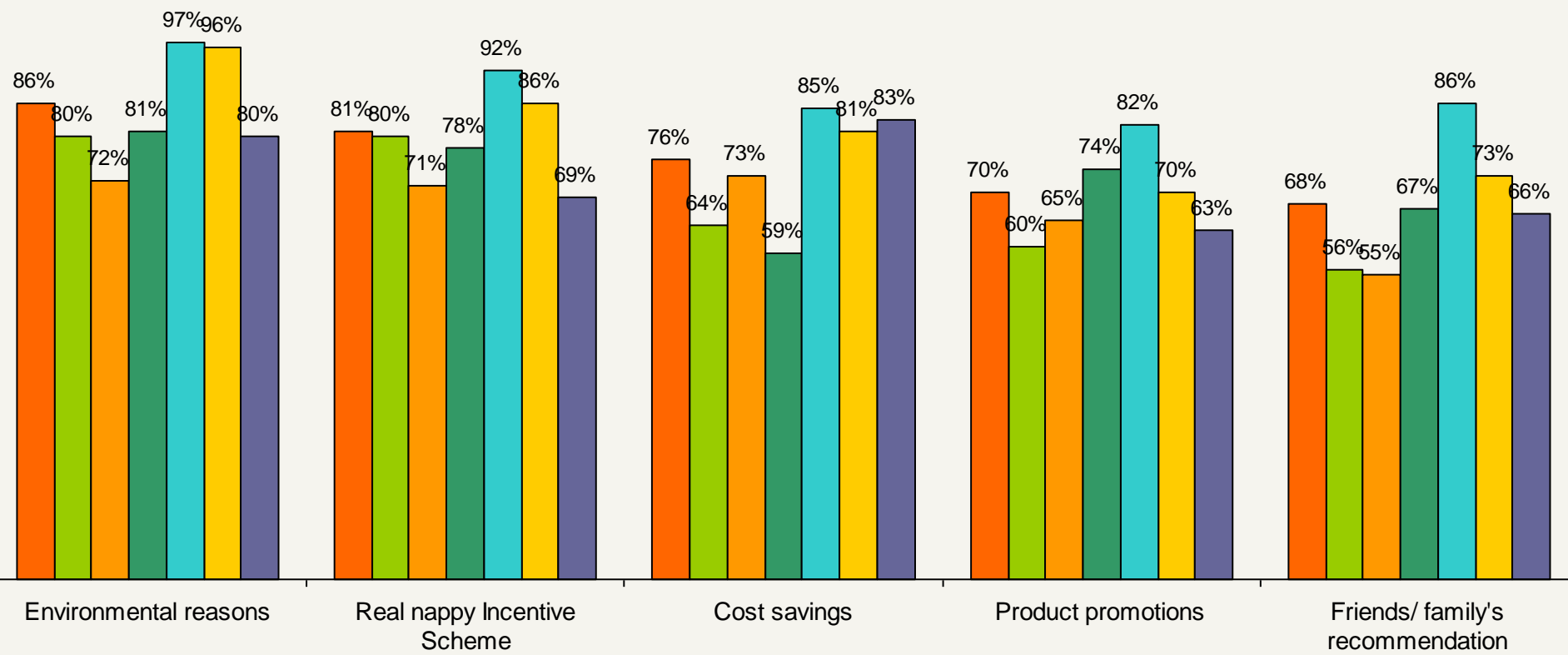


Base: All (339)

Which of the following factors (would) encourage you to use REAL nappies? – by borough (1)

All factors

■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow
 ■ Richmond
 ■ Hackney
 ■ Islington

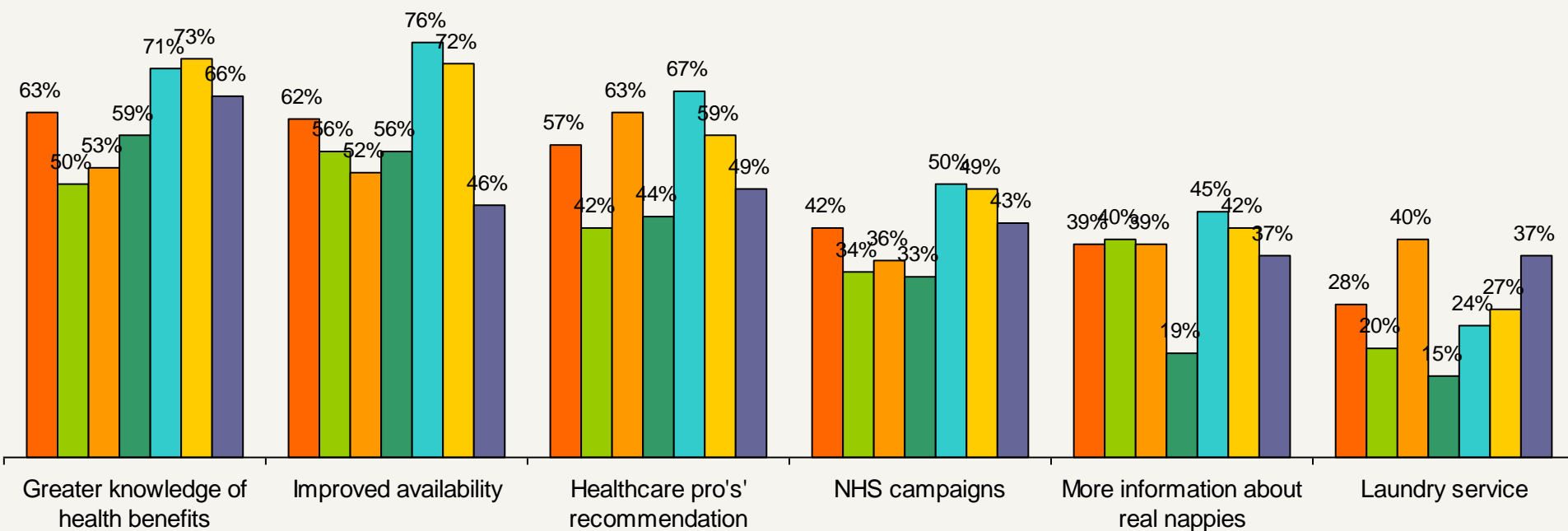


Which of the following factors (would) encourage you to use REAL nappies? – by borough (2)

All factors

45

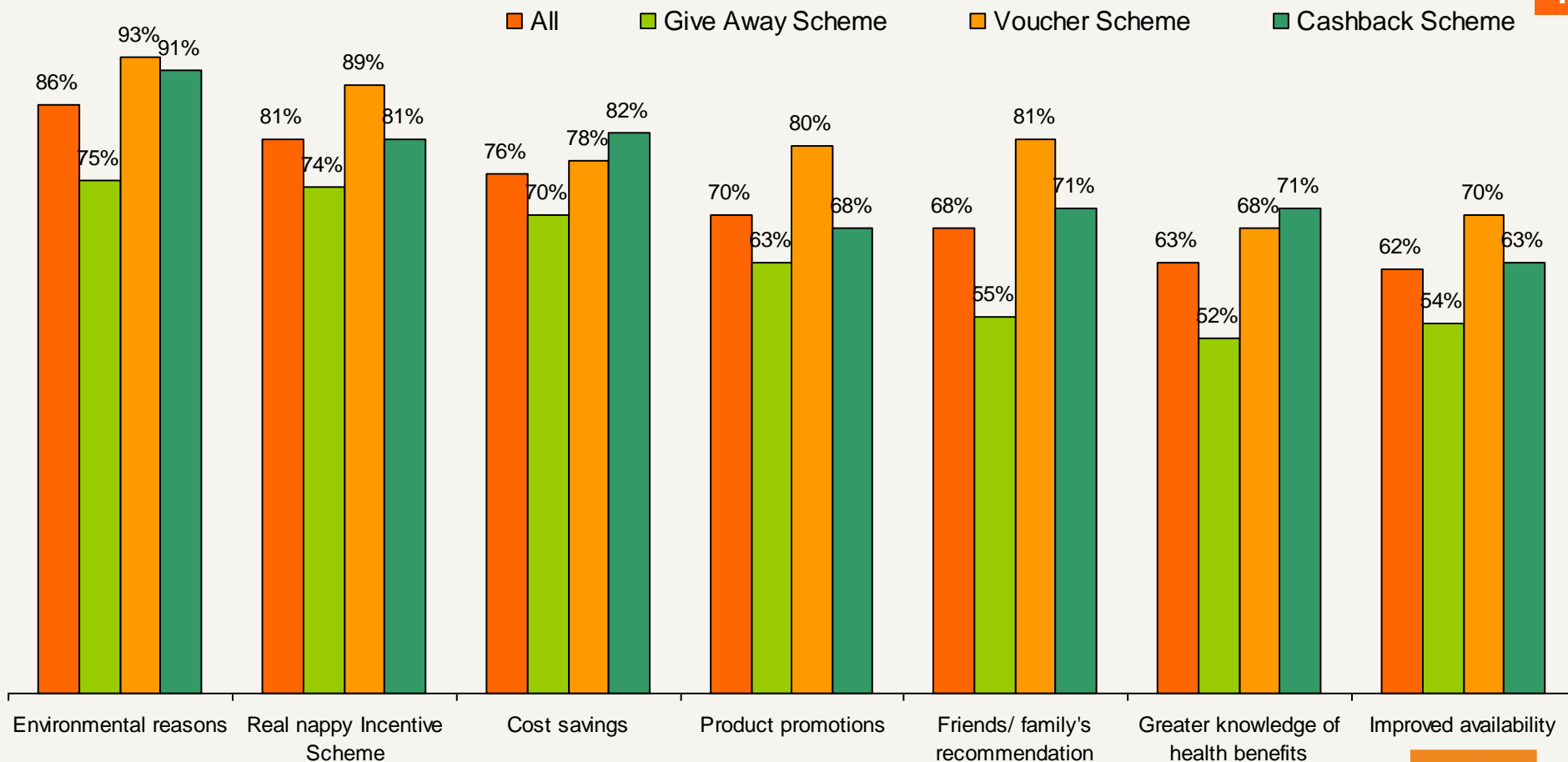
■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow
 ■ Richmond
 ■ Hackney
 ■ Islington



Which of the following factors (would) encourage you to use REAL nappies? – by scheme (1)

All factors

46



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

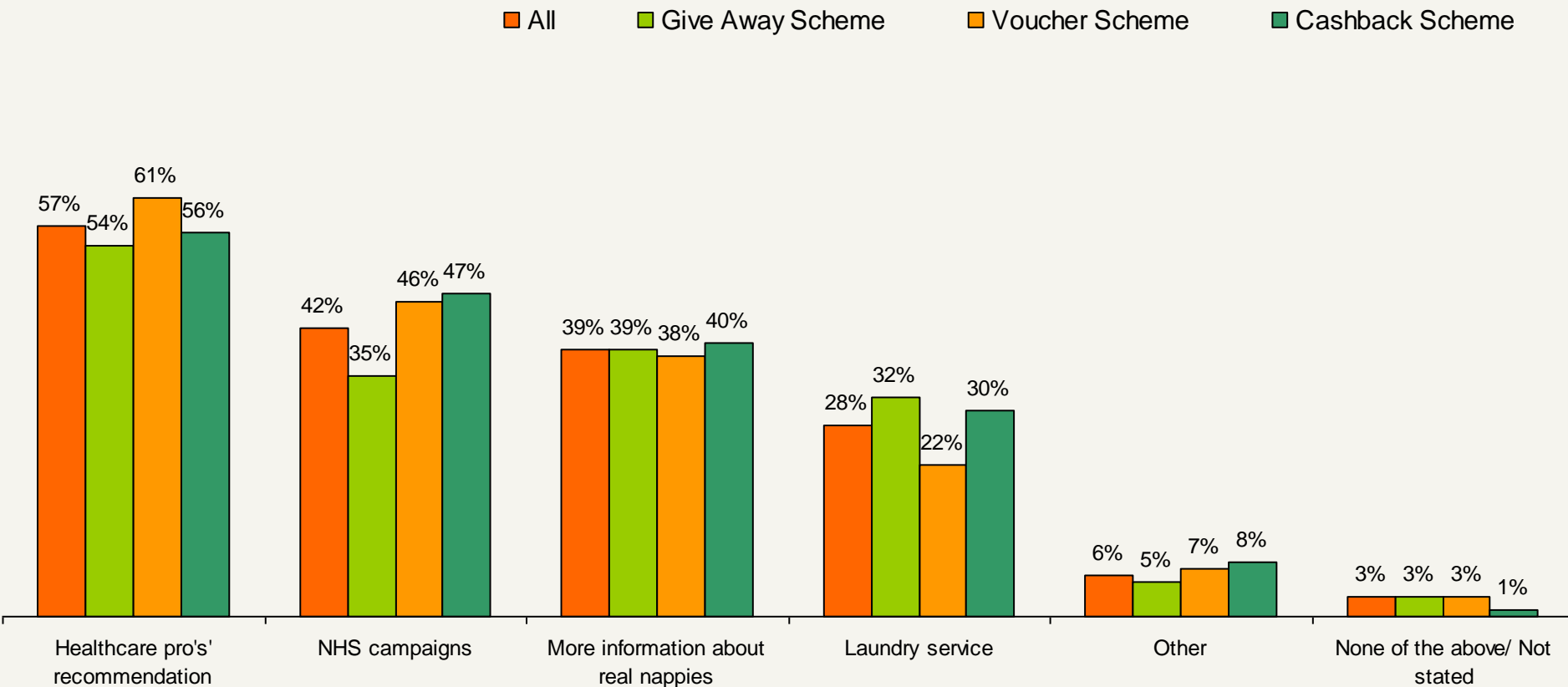
* Caution: low base size

GfK

Which of the following factors (would) encourage you to use REAL nappies? – by scheme (2)

All factors

47



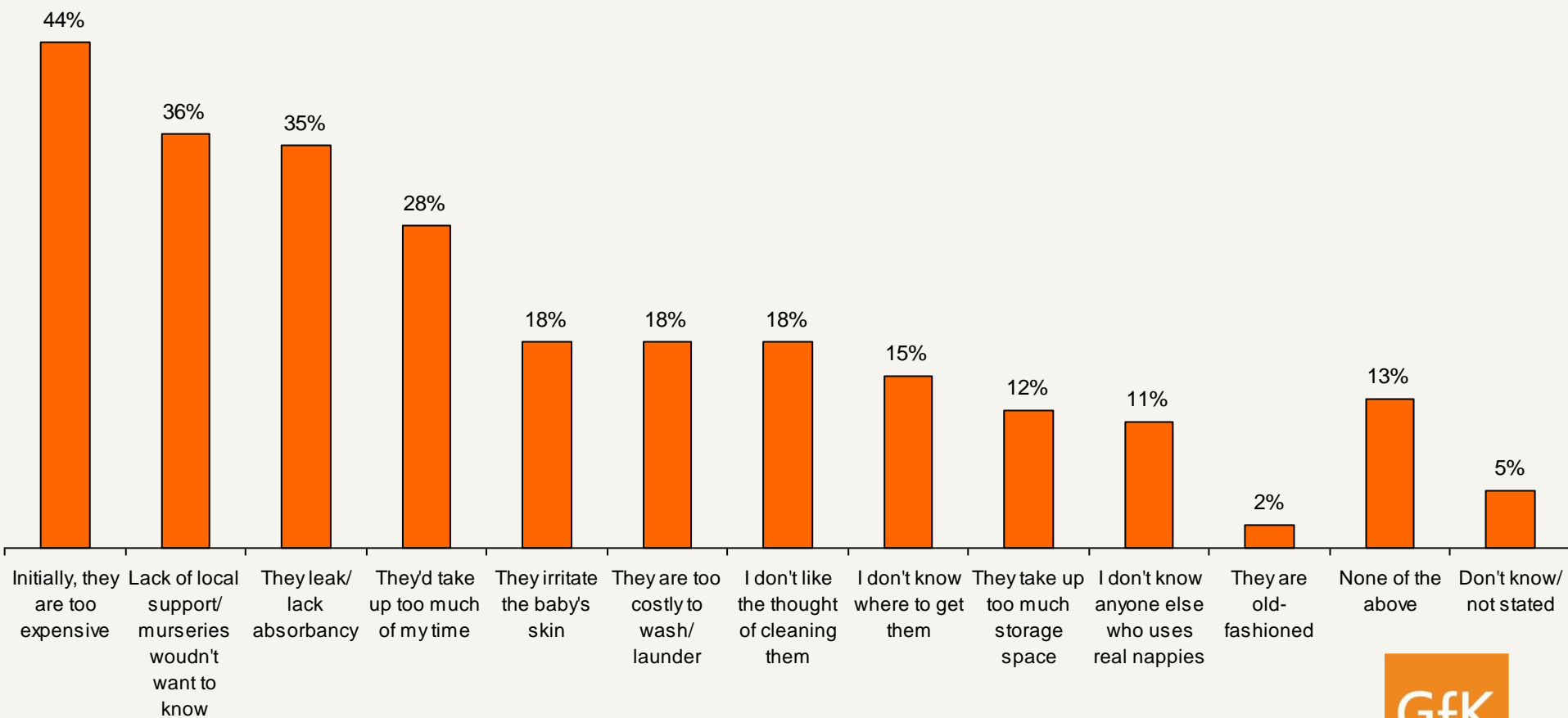
Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

Which of the following factors (would) discourage you from using REAL nappies? – by scheme

All factors

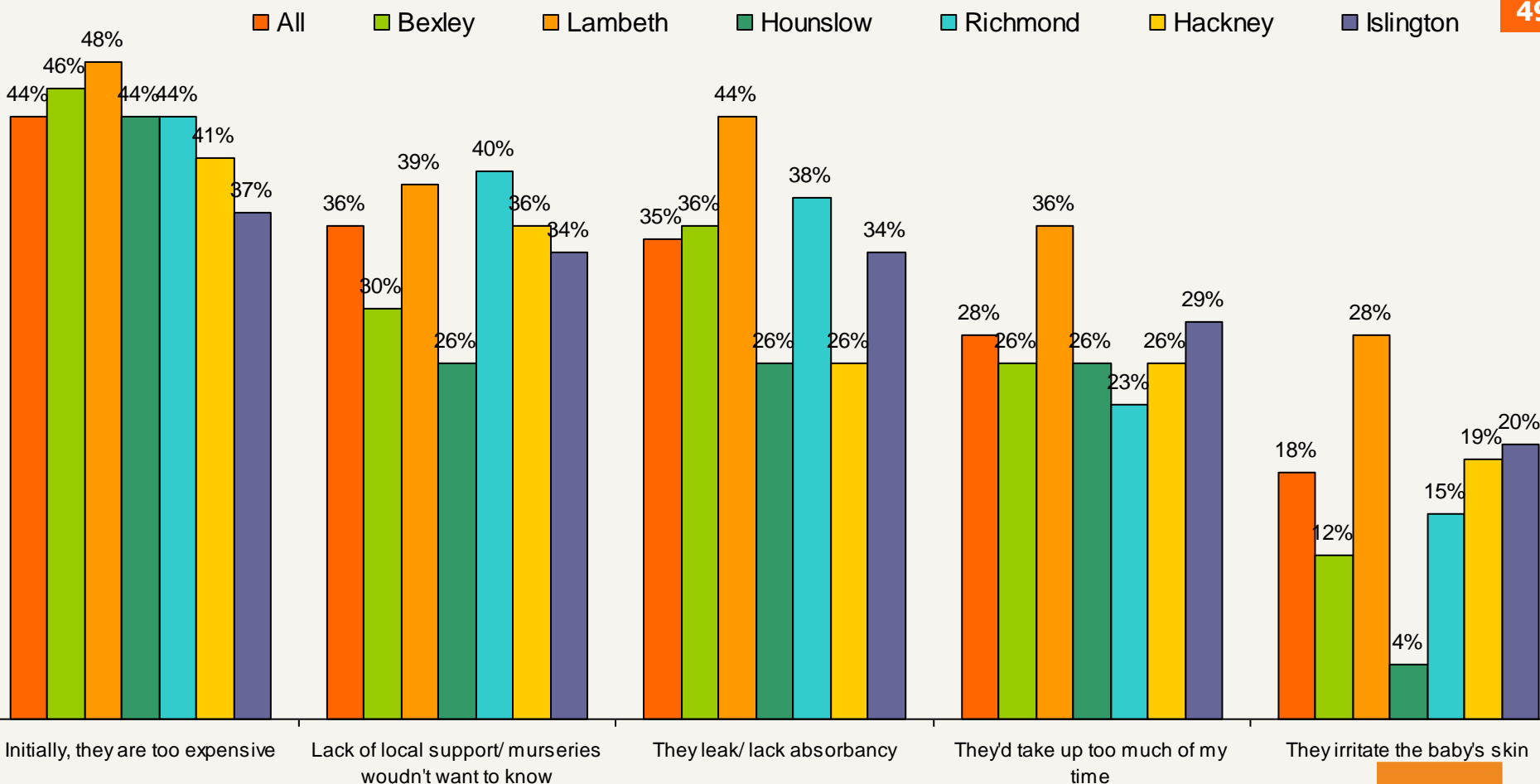
48



Base: All (339)

Which of the following factors (would) discourage you from using REAL nappies? – by borough (1)

All factors

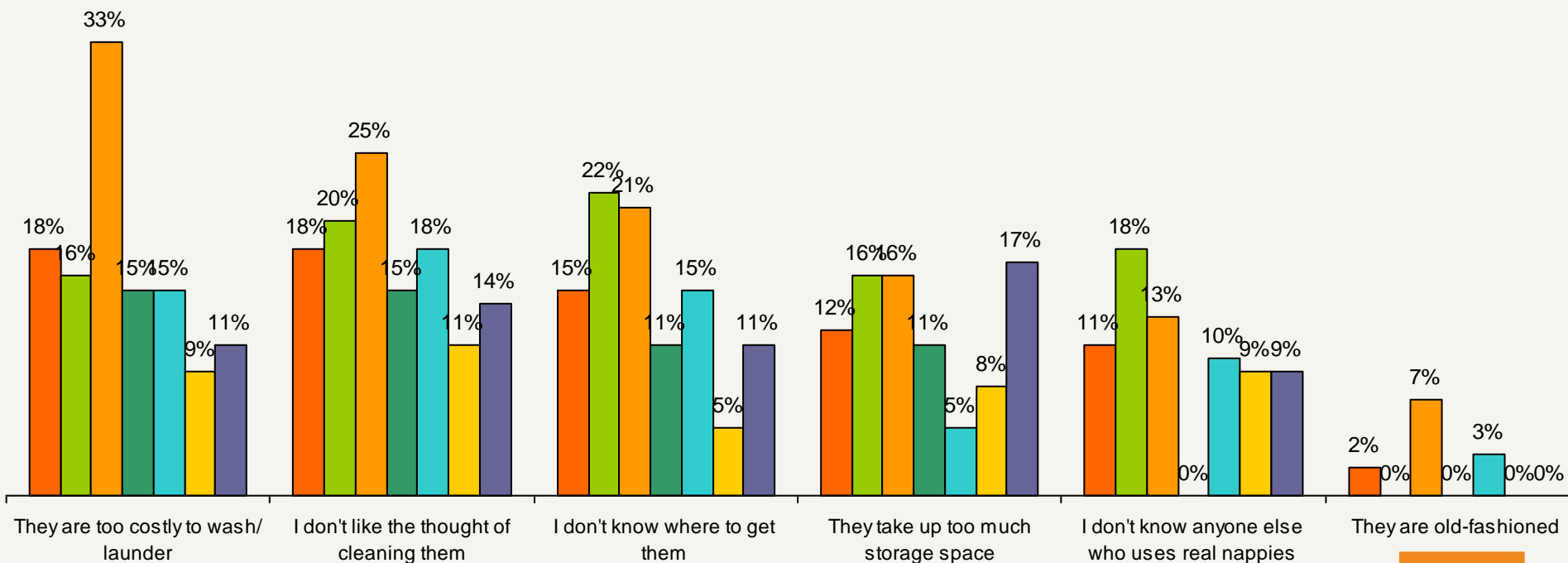


Which of the following factors (would) discourage you from using REAL nappies? – by borough (2)

All factors

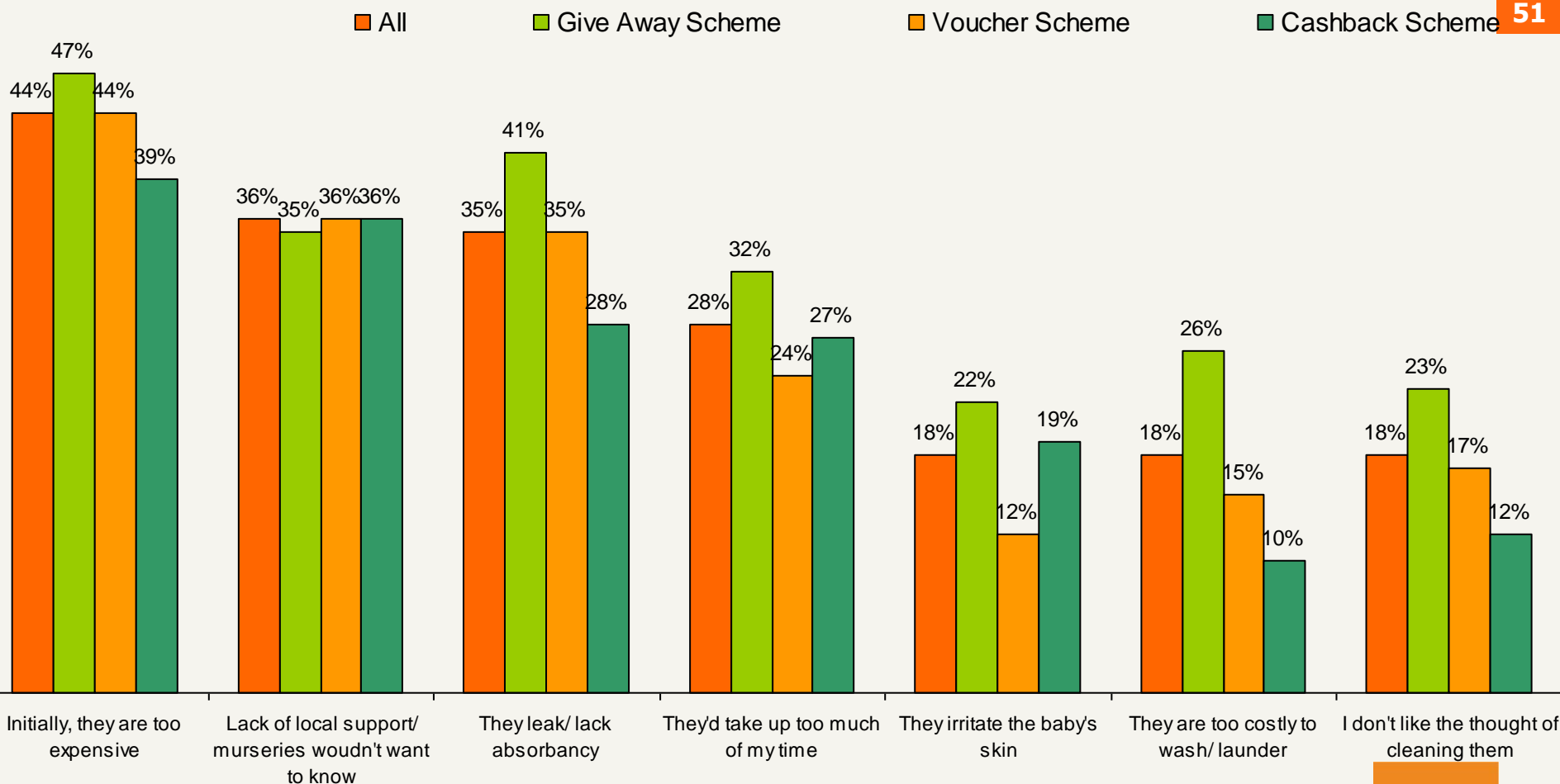
50

■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow
 ■ Richmond
 ■ Hackney
 ■ Islington



Which of the following factors (would) discourage you from using REAL nappies? – by scheme (1)

All factors



51

GfK

Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

Which of the following factors (would) discourage you from using REAL nappies? – by scheme (2)

All factors

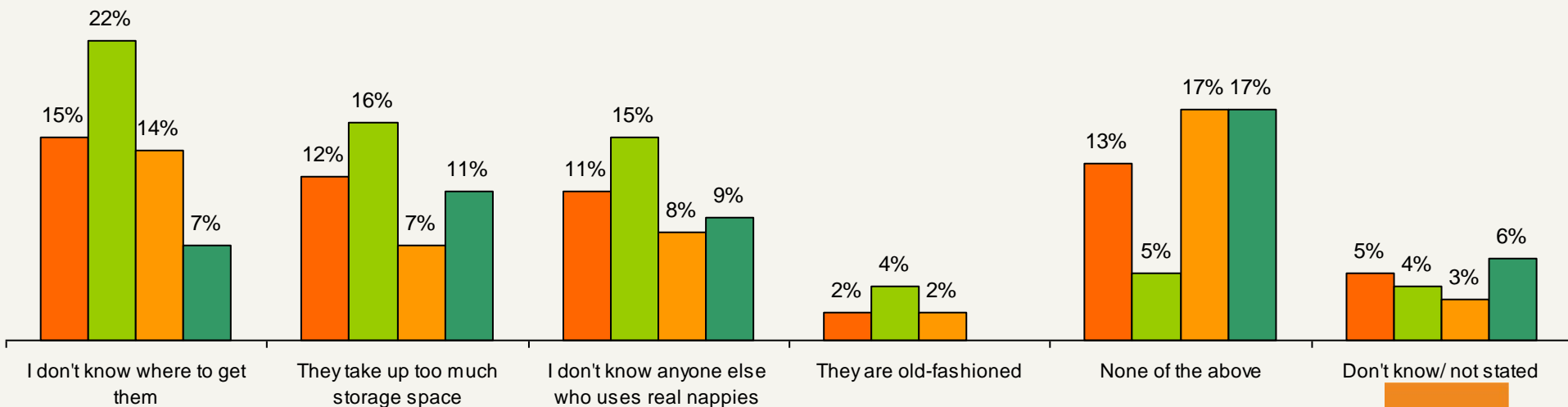
■ All

■ Give Away Scheme

■ Voucher Scheme

■ Cashback Scheme

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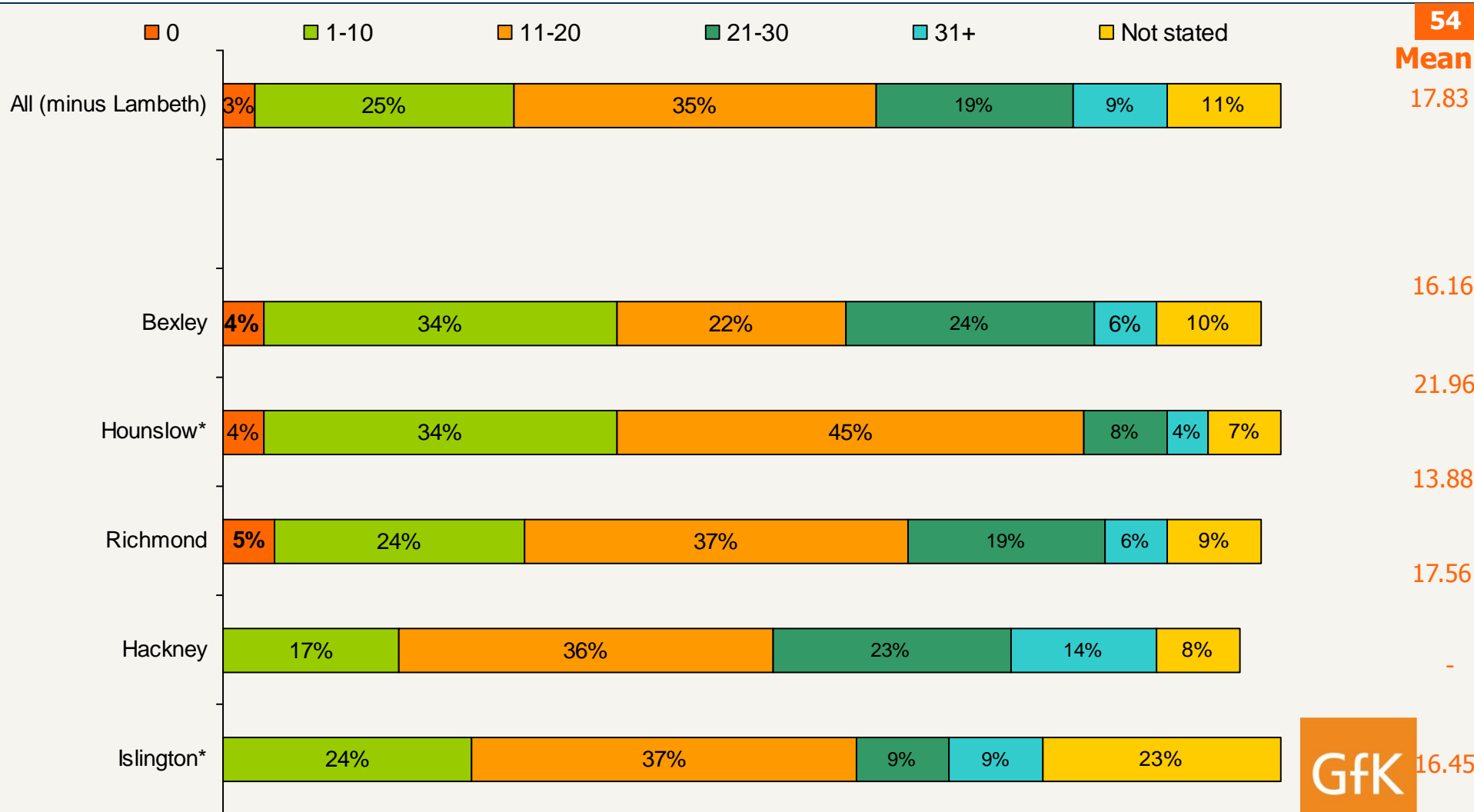
Base: All (339): Give Away (125): Voucher (105): Cashback (109)

* Caution: low base size

GfK

Use of Real Nappies

How many, if any, real nappies do you currently own?



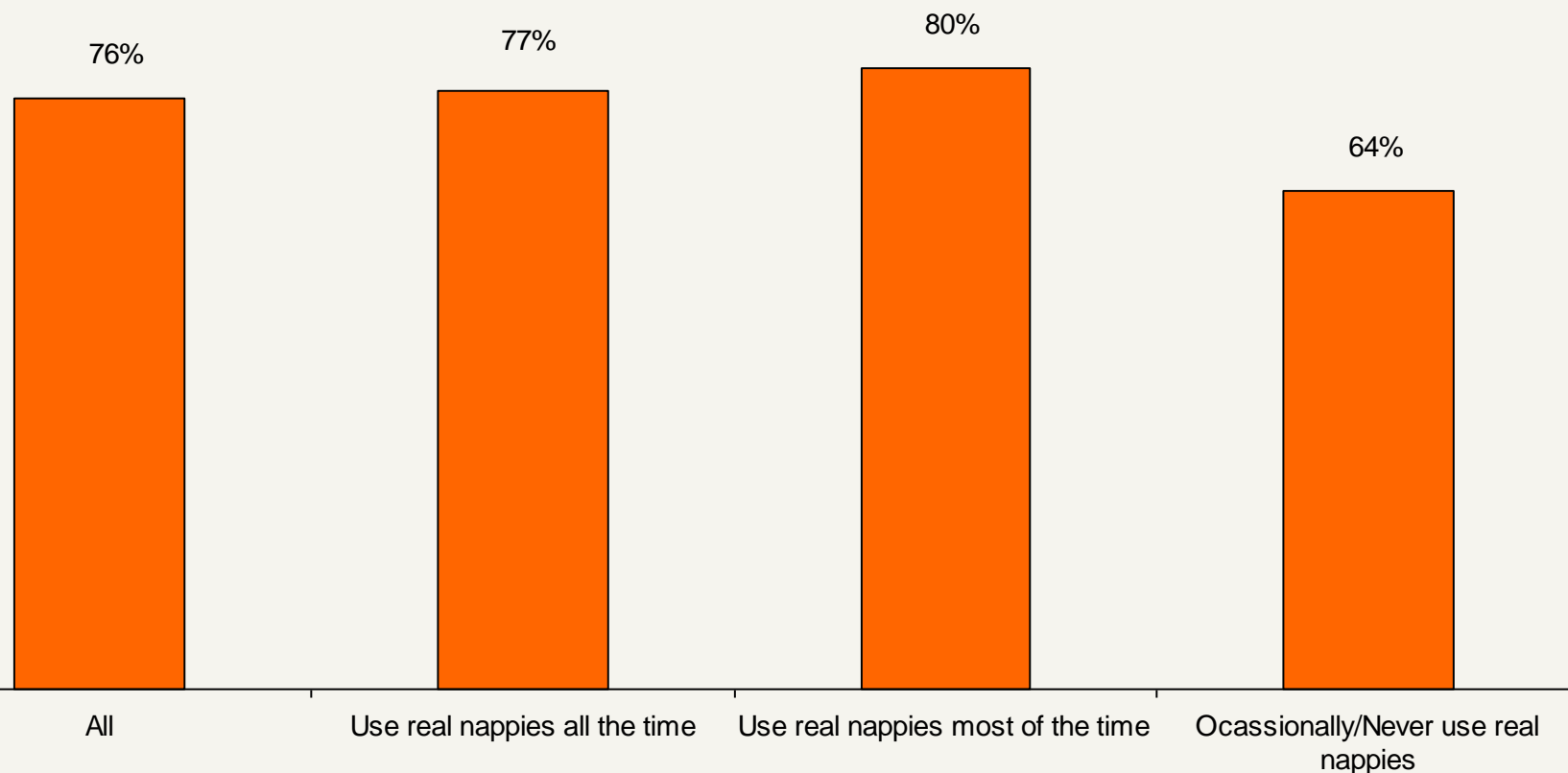
Base: All minus Lambeth (264); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Richmond (78)

* Caution: low base size



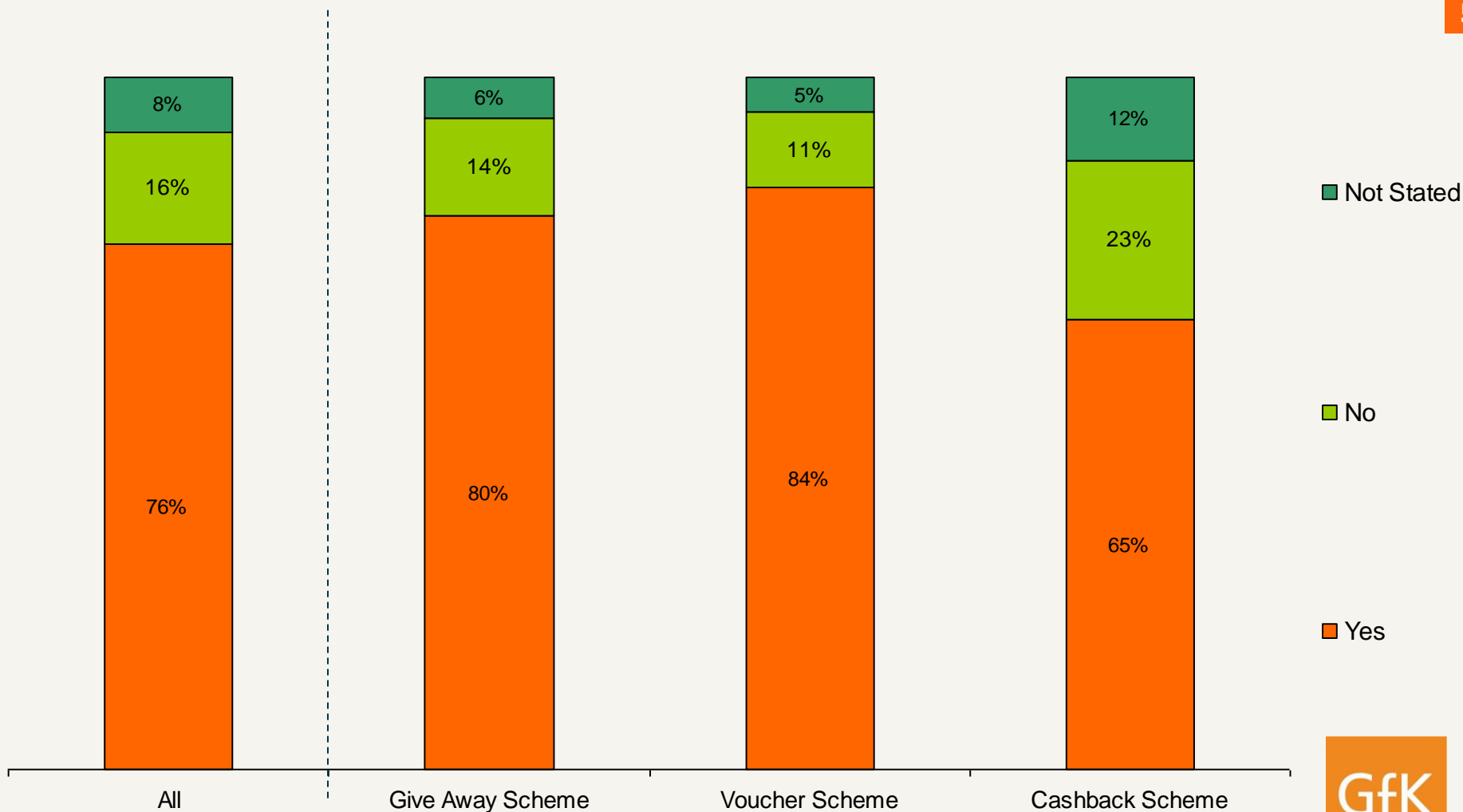
Did you/ do you intend to buy more real nappies to add to those you received in the Incentive Scheme? – by frequency of use

55



Did you/ do you intend to buy more real nappies to add to those you received in the Incentive Scheme? – by scheme

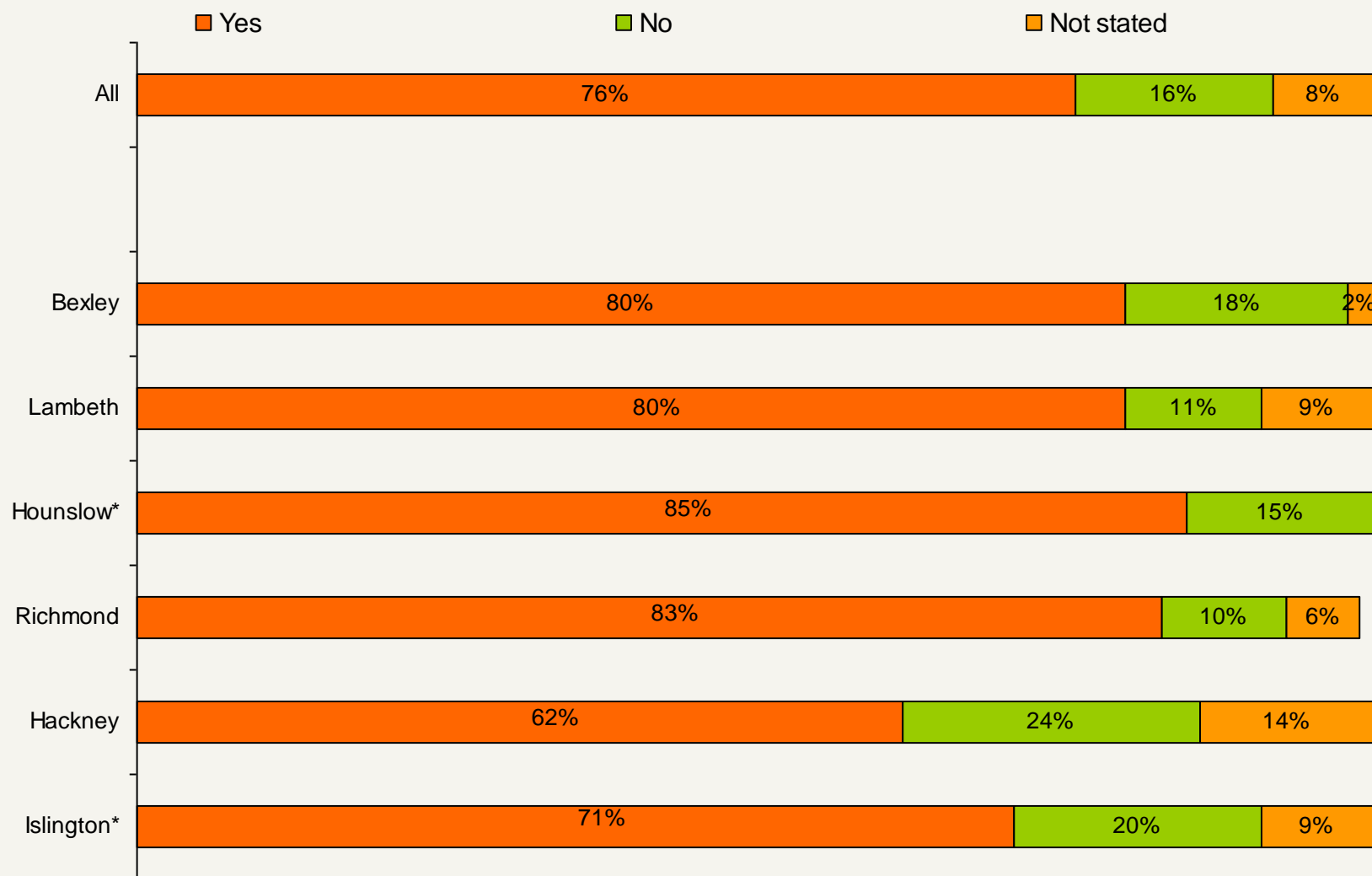
56



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

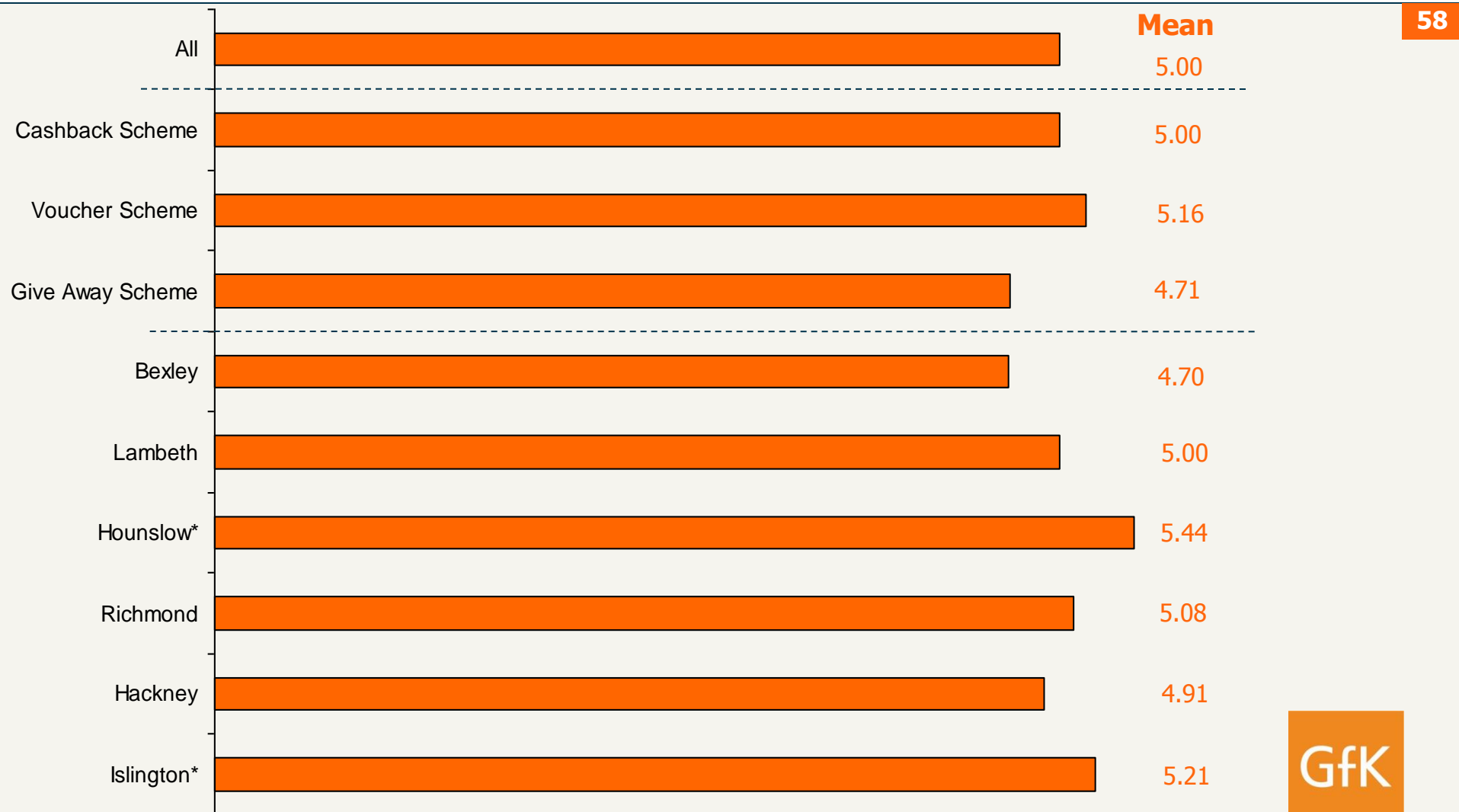
Did you/ do you intend to buy more real nappies to add to those you received in the Incentive Scheme? – by borough

57



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)

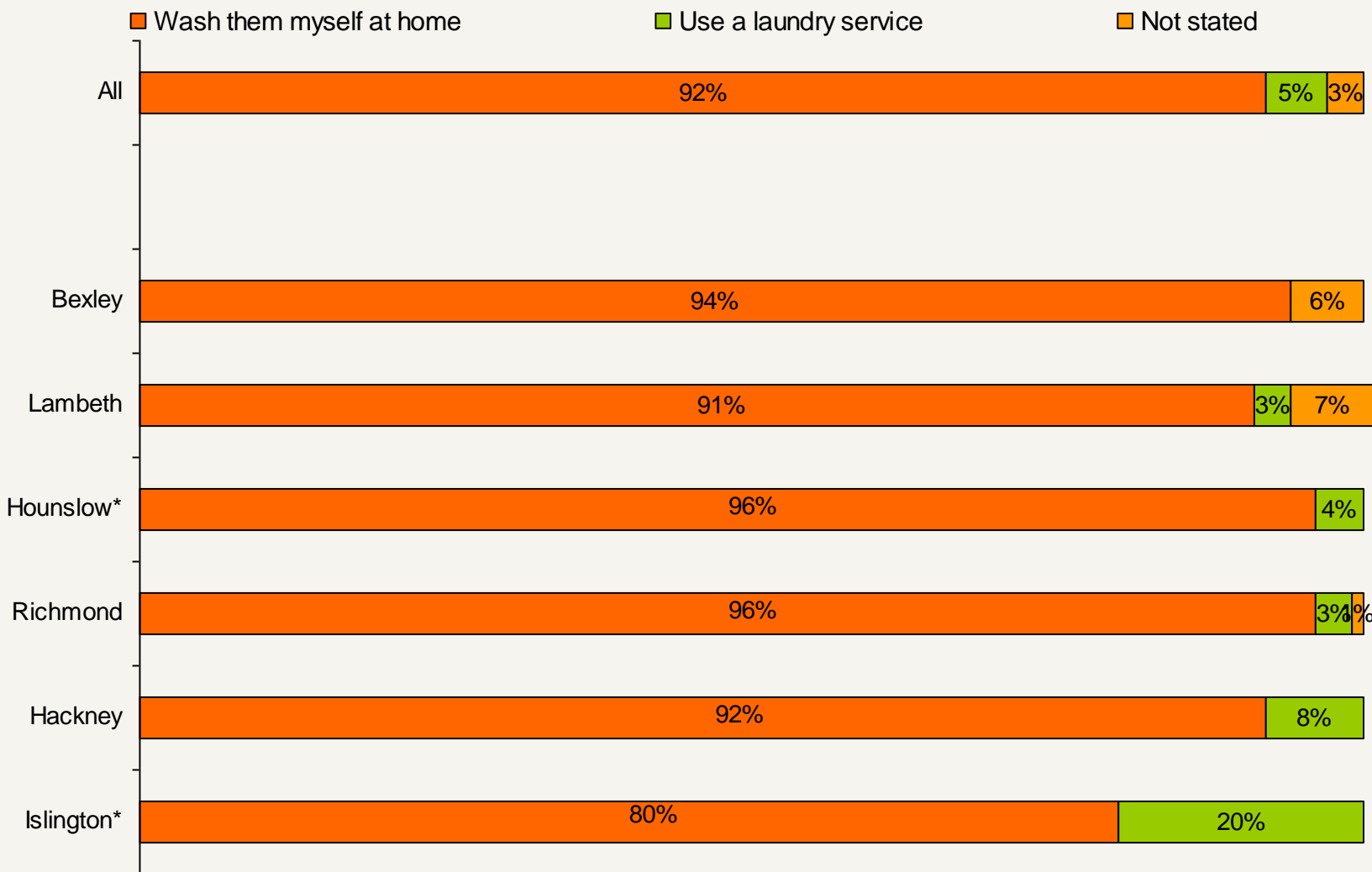
On average, how many real nappies do you use in a typical day?



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Do you currently/ do you intend to wash the real nappies yourself or use a laundry service?

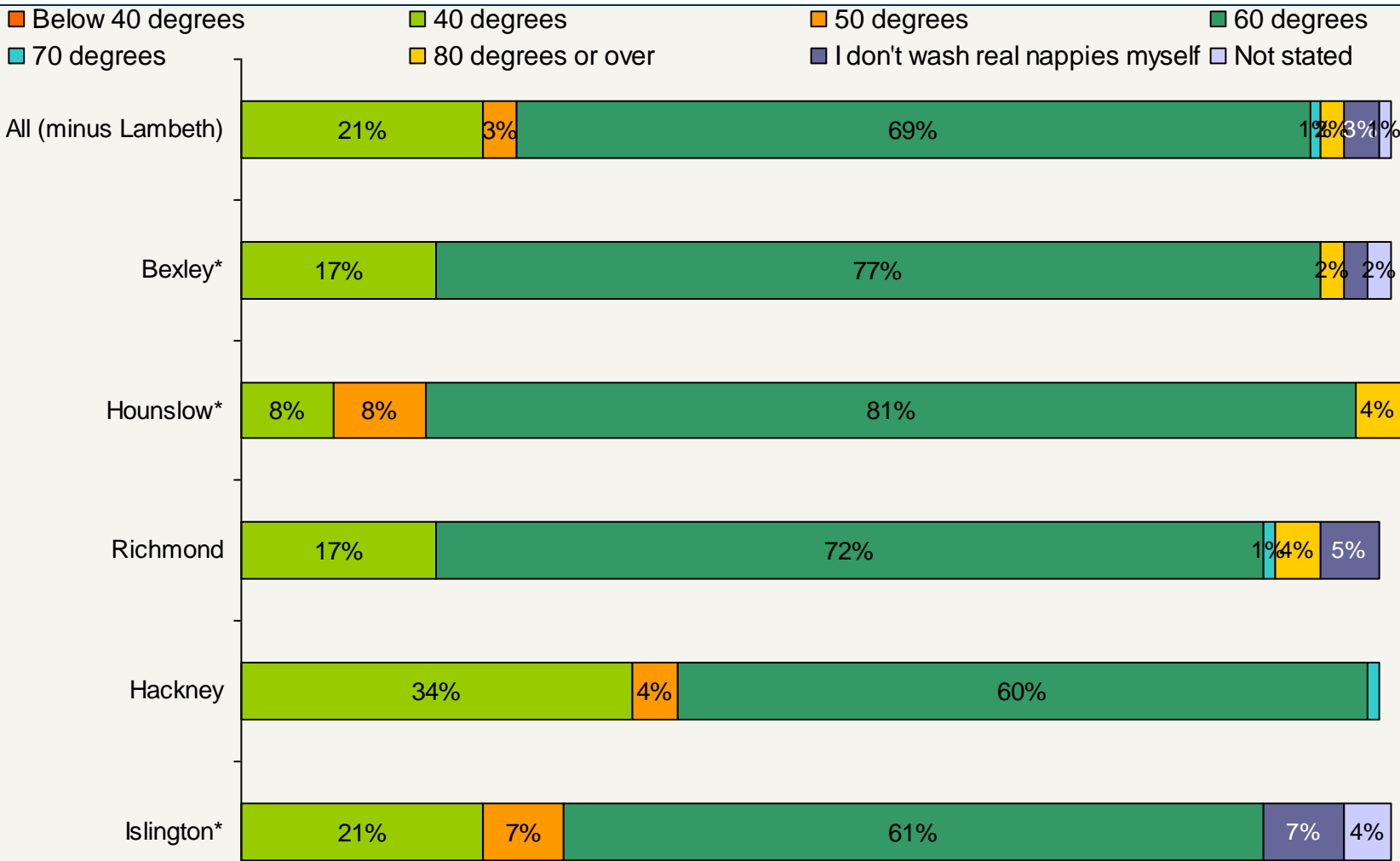
59



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)

If you wash real nappies yourself, at what temperature do you wash them?

60



Base: All who wash/ intend to wash real nappies themselves minus Lambeth (244); Bexley (47); Hackney (68); Hounslow (26); Islington (28); Richmond (75)

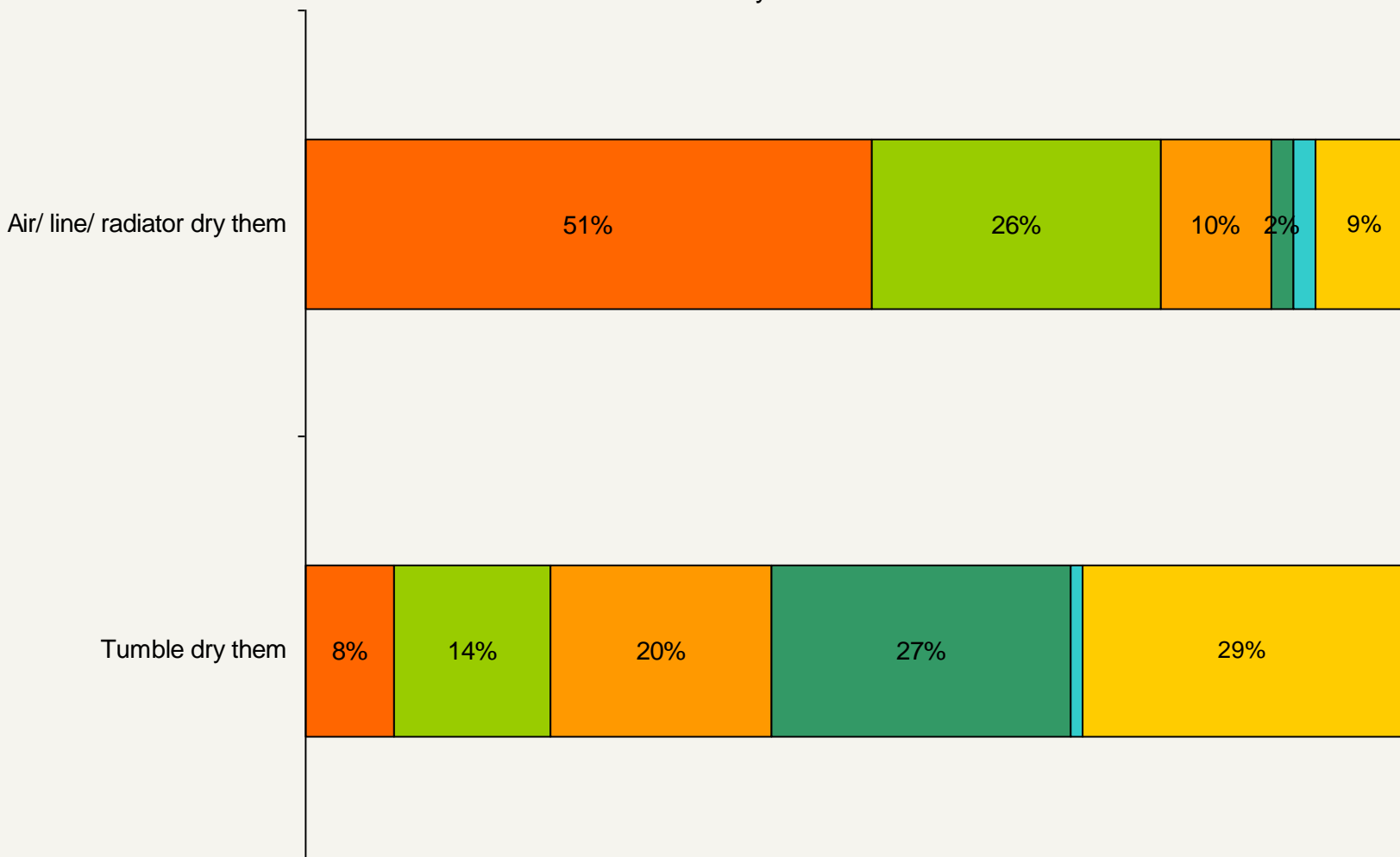


* Caution: low base size

If you wash real nappies yourself, how often do you...? – All

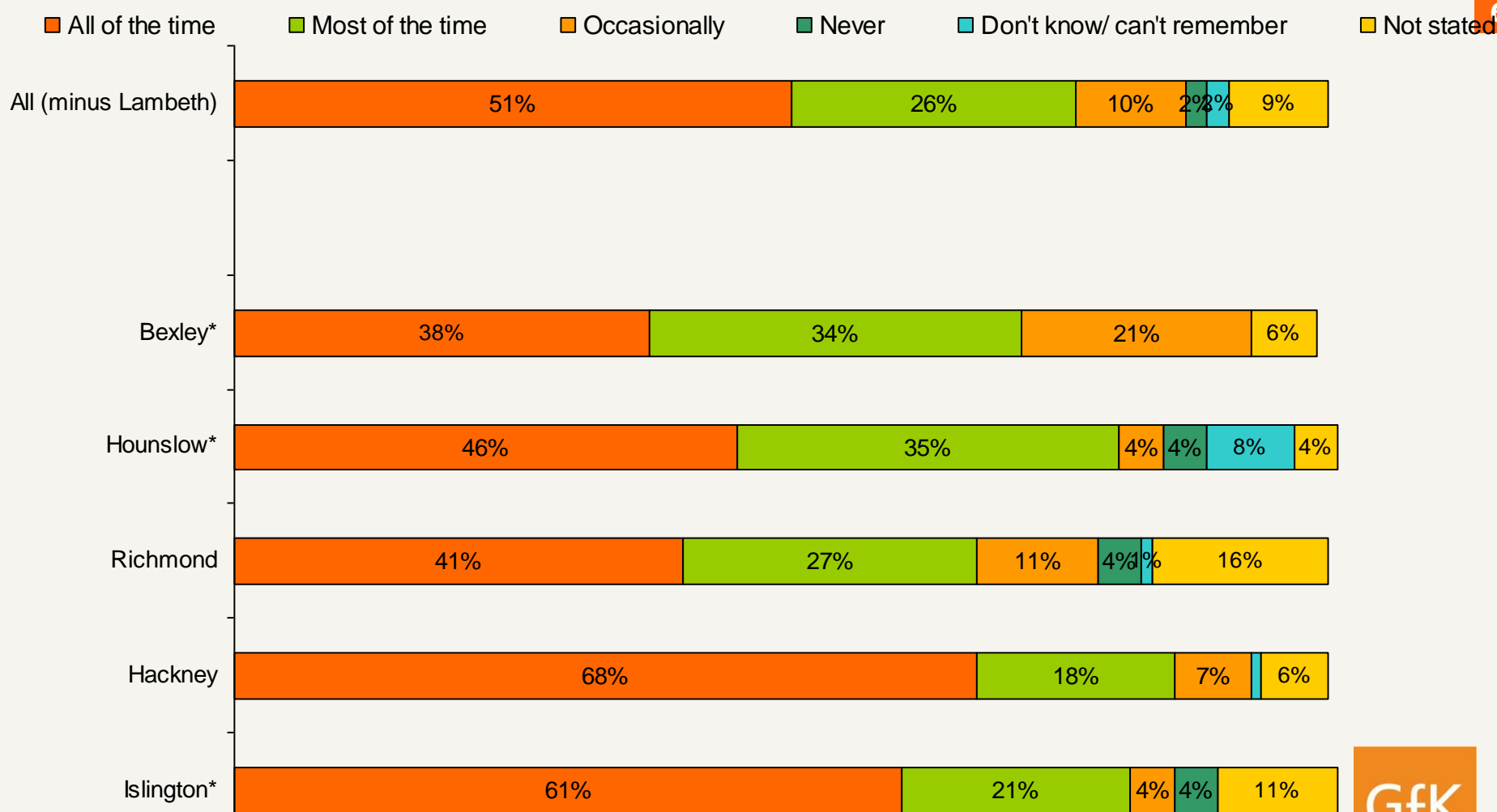
61

Legend: All of the time (orange), Most of the time (light green), Occasionally (yellow-orange), Never (teal), Don't know/ can't remember (light blue), Not stated (yellow)



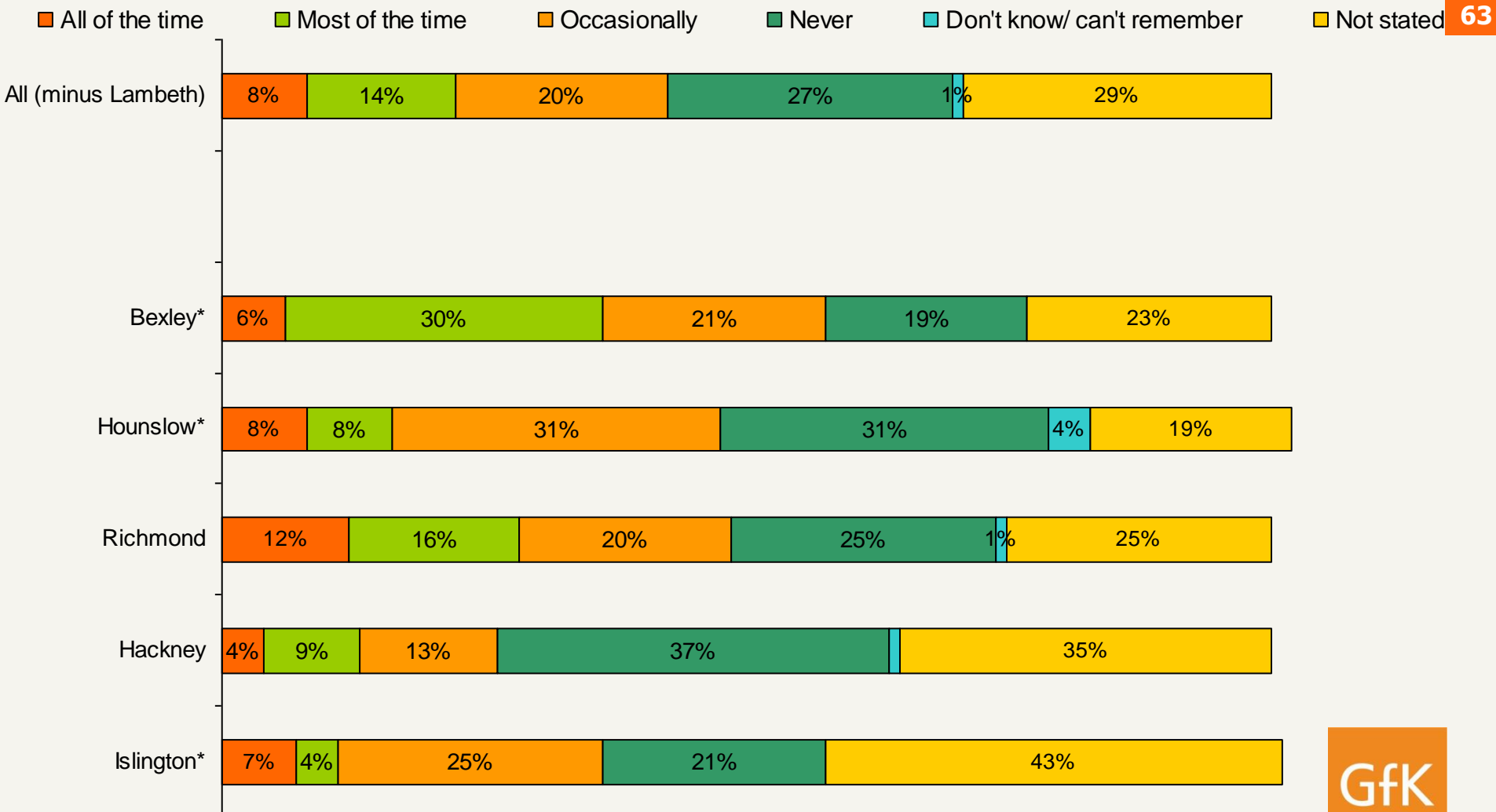
Base: All who wash/ intend to wash real nappies themselves minus Lambeth (244)

If you wash real nappies yourself, how often do you air/ line/ radiator dry them? – by borough



Base: All who wash/ intend to wash real nappies themselves minus Lambeth (244); Bexley (47); Hackney (68); Hounslow (26); Islington (28); Richmond (75)

If you wash real nappies yourself, how often do you tumble dry them? – by borough



63

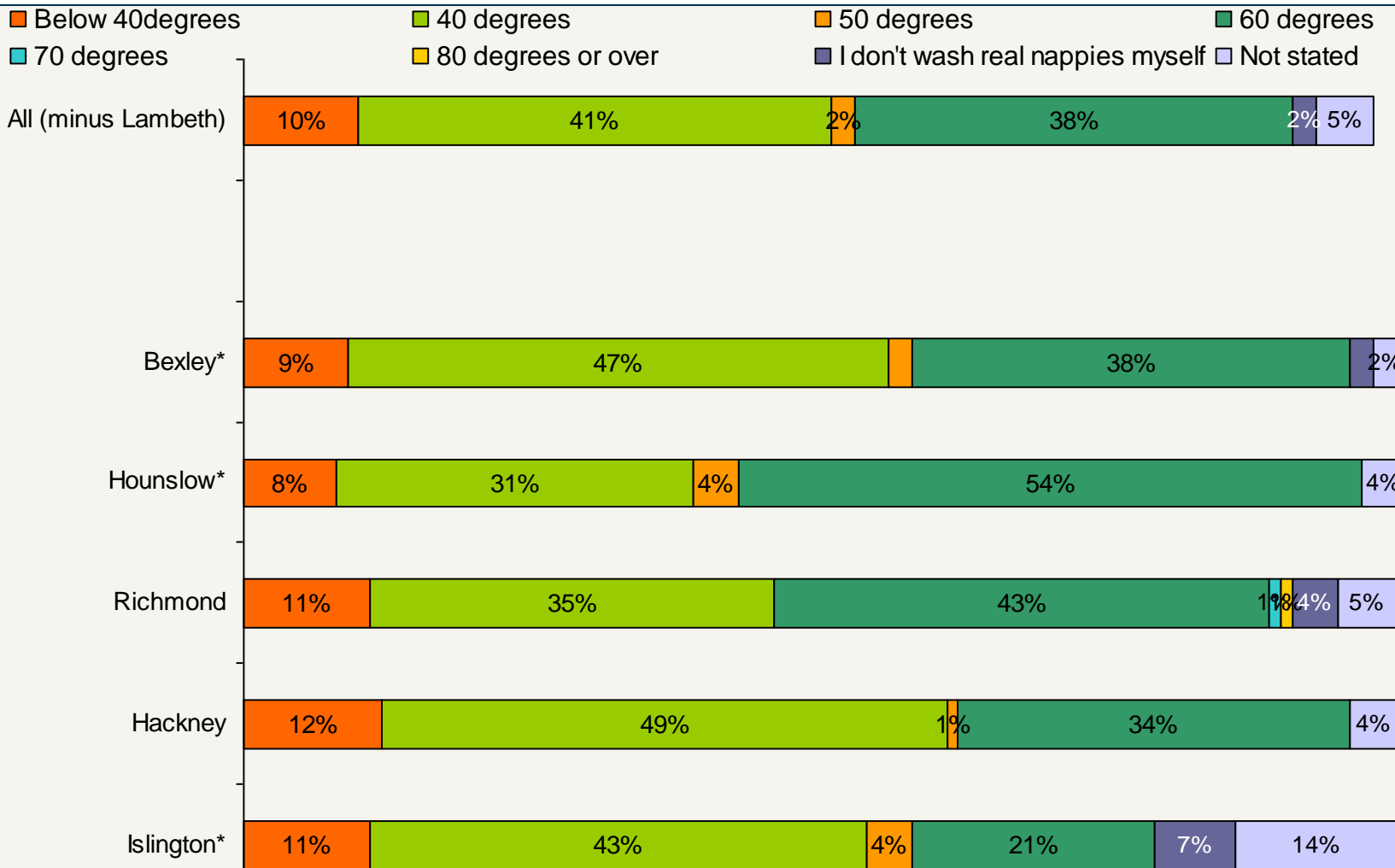
Base: All who wash/ intend to wash real nappies themselves minus Lambeth (312); Bexley (47); Hackney (68); Hounslow (26); Islington (28); Richmond (75)



* Caution: low base size

If you wash wraps yourself, at what temperature do you wash them?

64



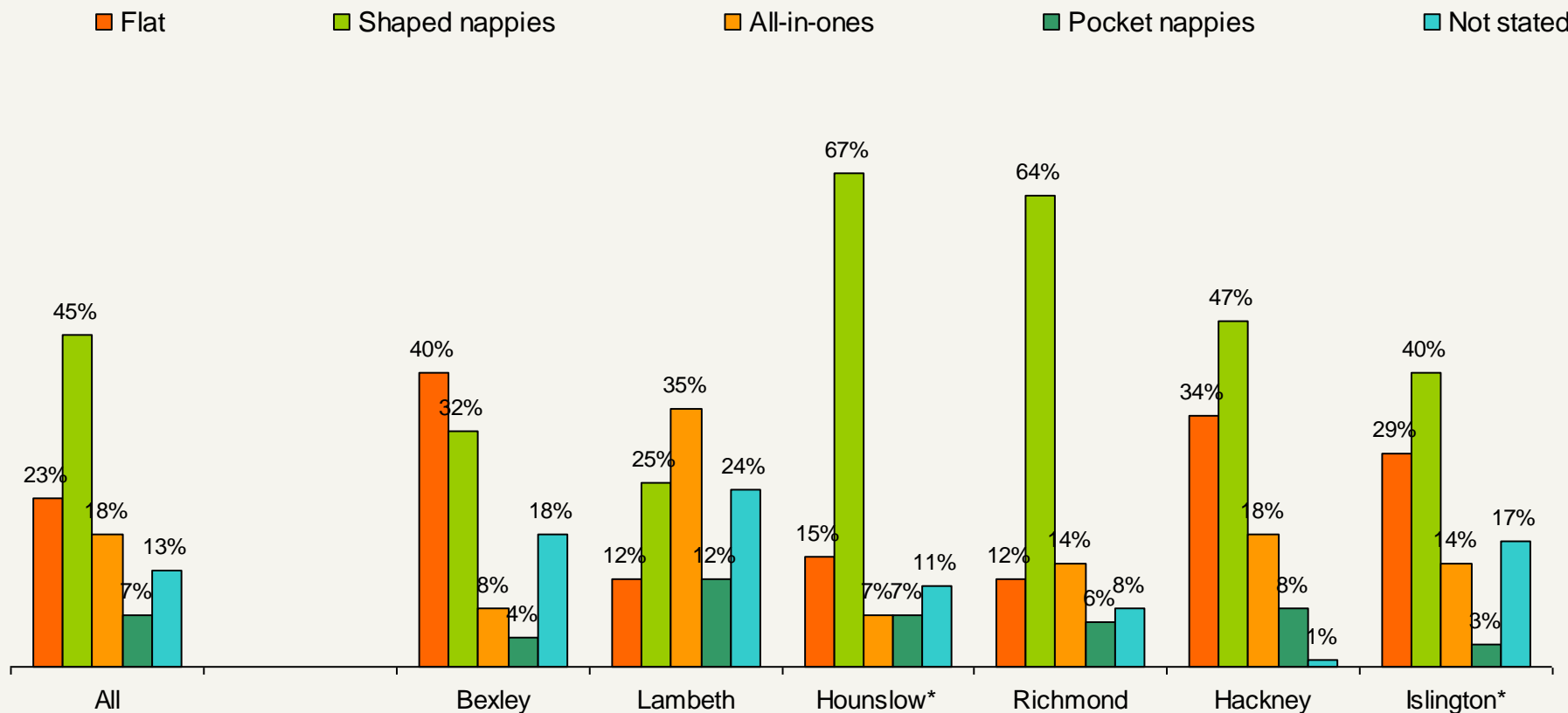
Base: All who wash/ intend to wash real nappies themselves minus Lambeth (244); Bexley (47); Hackney (68); Hounslow (26); Islington (28); Richmond (75)



* Caution: low base size

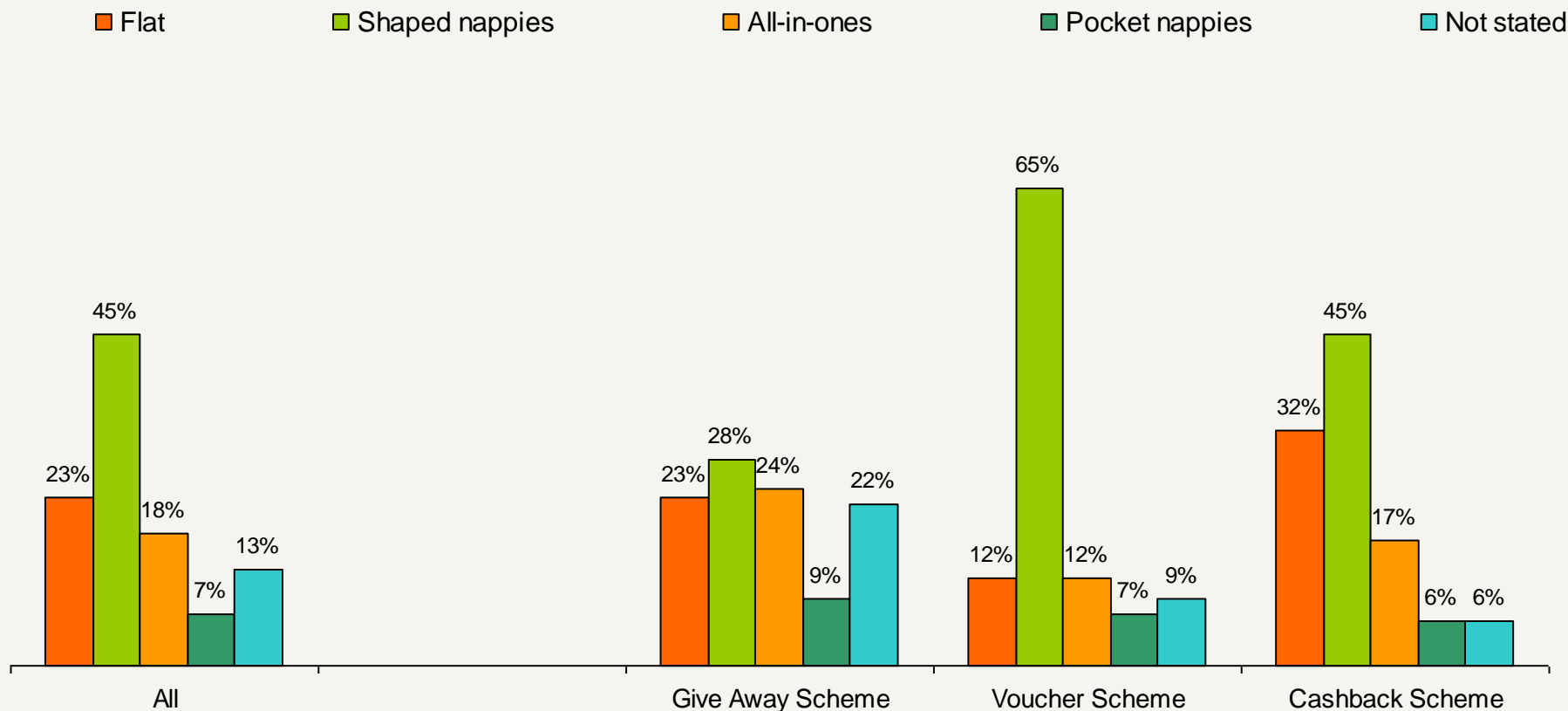
Which of the following is your favourite type of real nappy? – by borough

65



Which of the following is your favourite type of real nappy? – by scheme

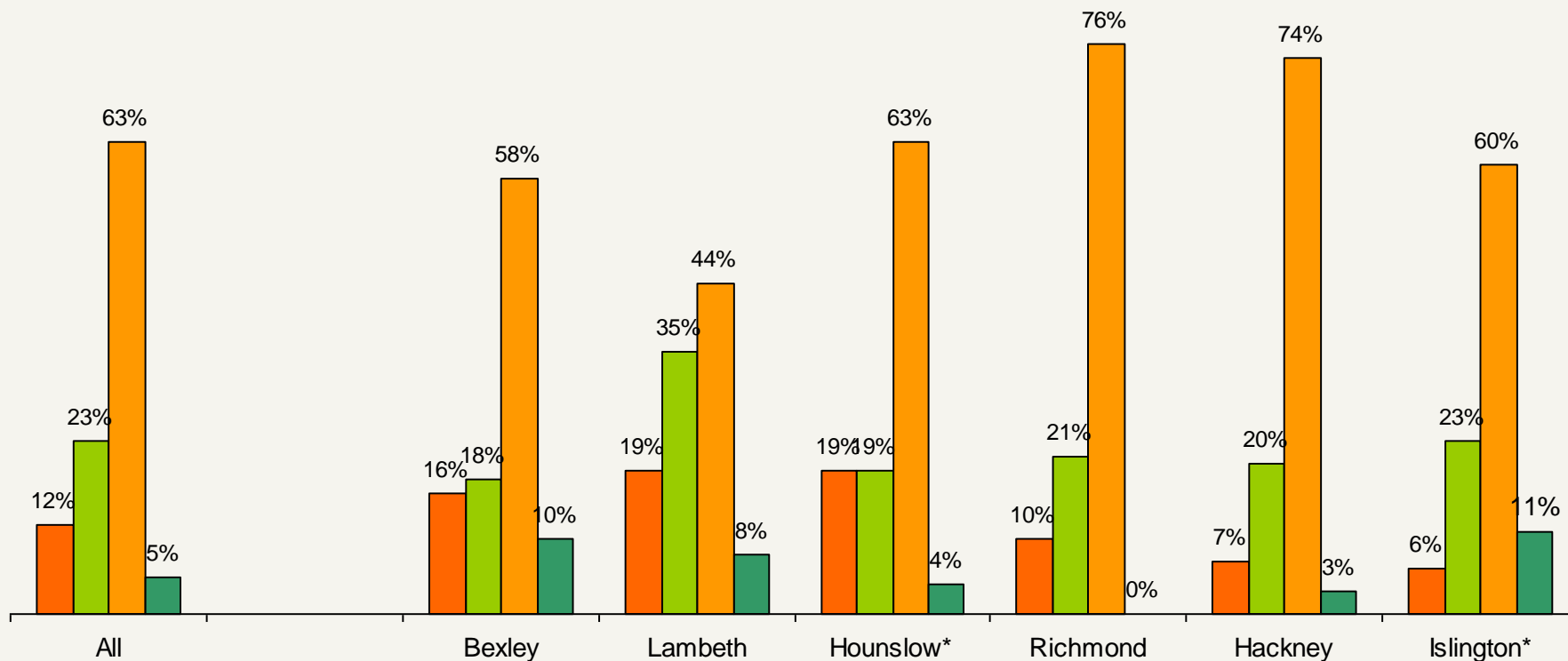
66



Do you currently/ do you intend to mostly use throw-away or washable liners?

67

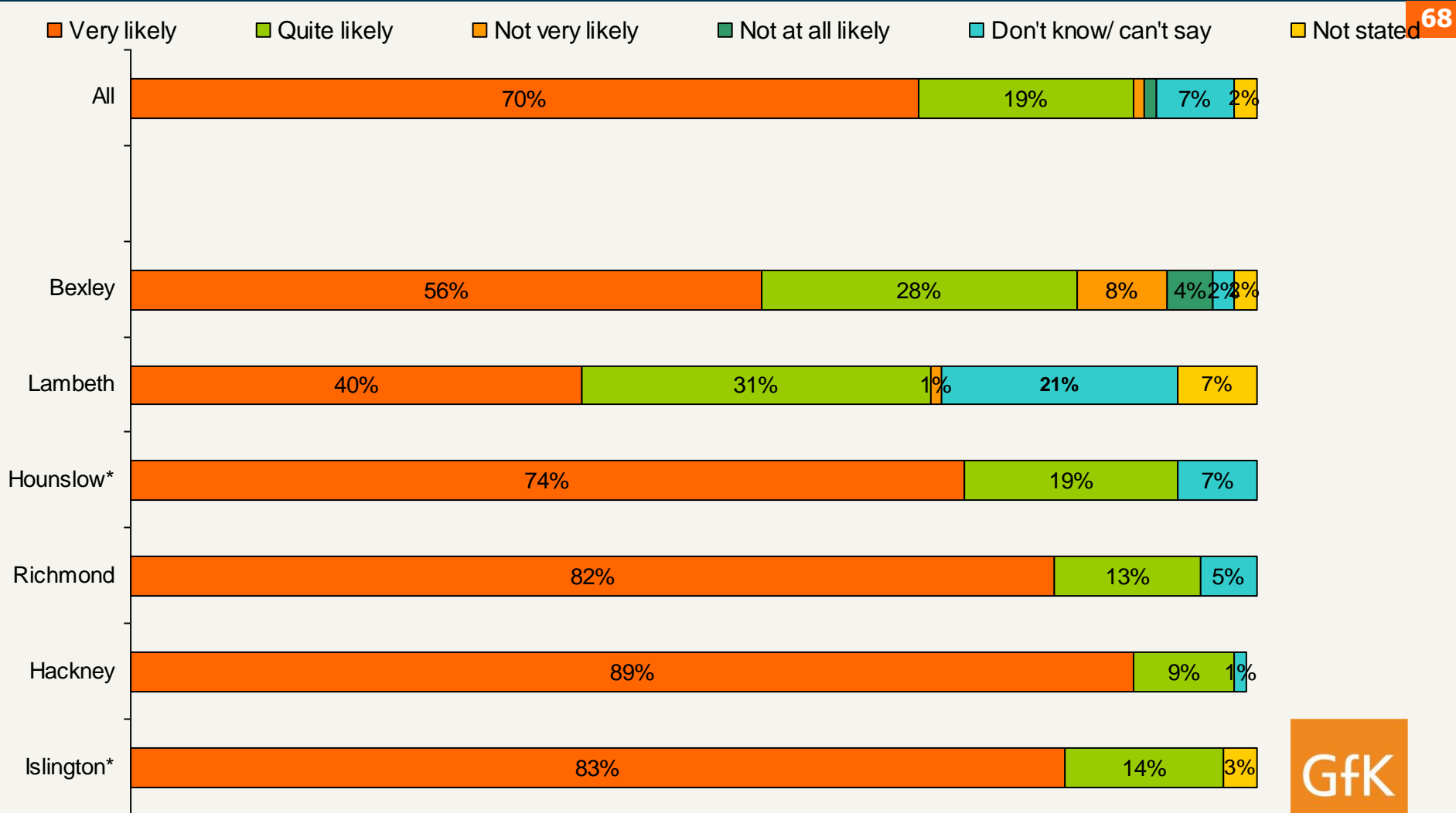
■ Throw-away liners
 ■ Washable liners
 ■ Flushable/ biodegradable liners
 ■ Not stated



GfK

Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

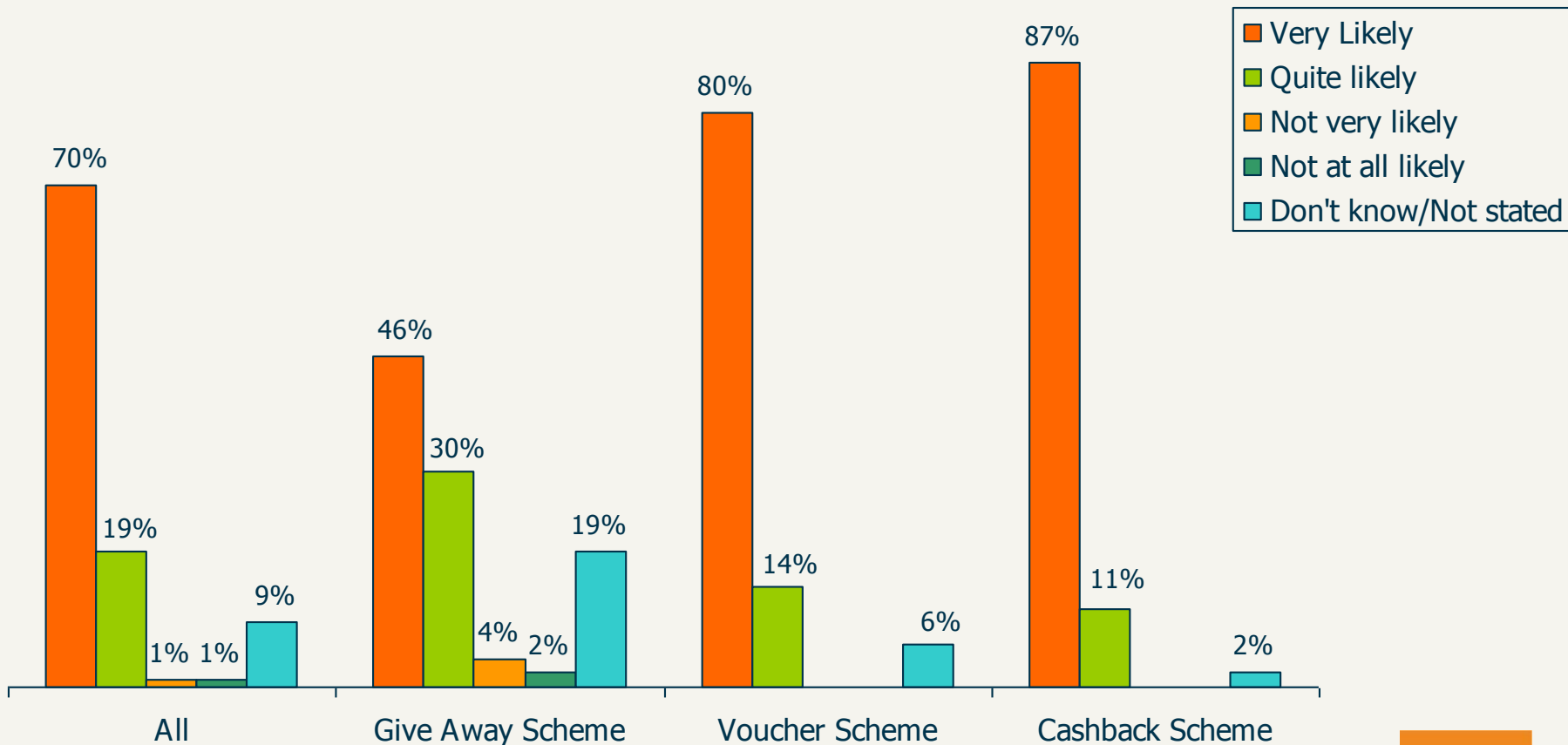
How likely are you to continue to use real nappies for your child/ children? – by borough



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

How likely are you to continue to use real nappies for your child/ children? – by scheme

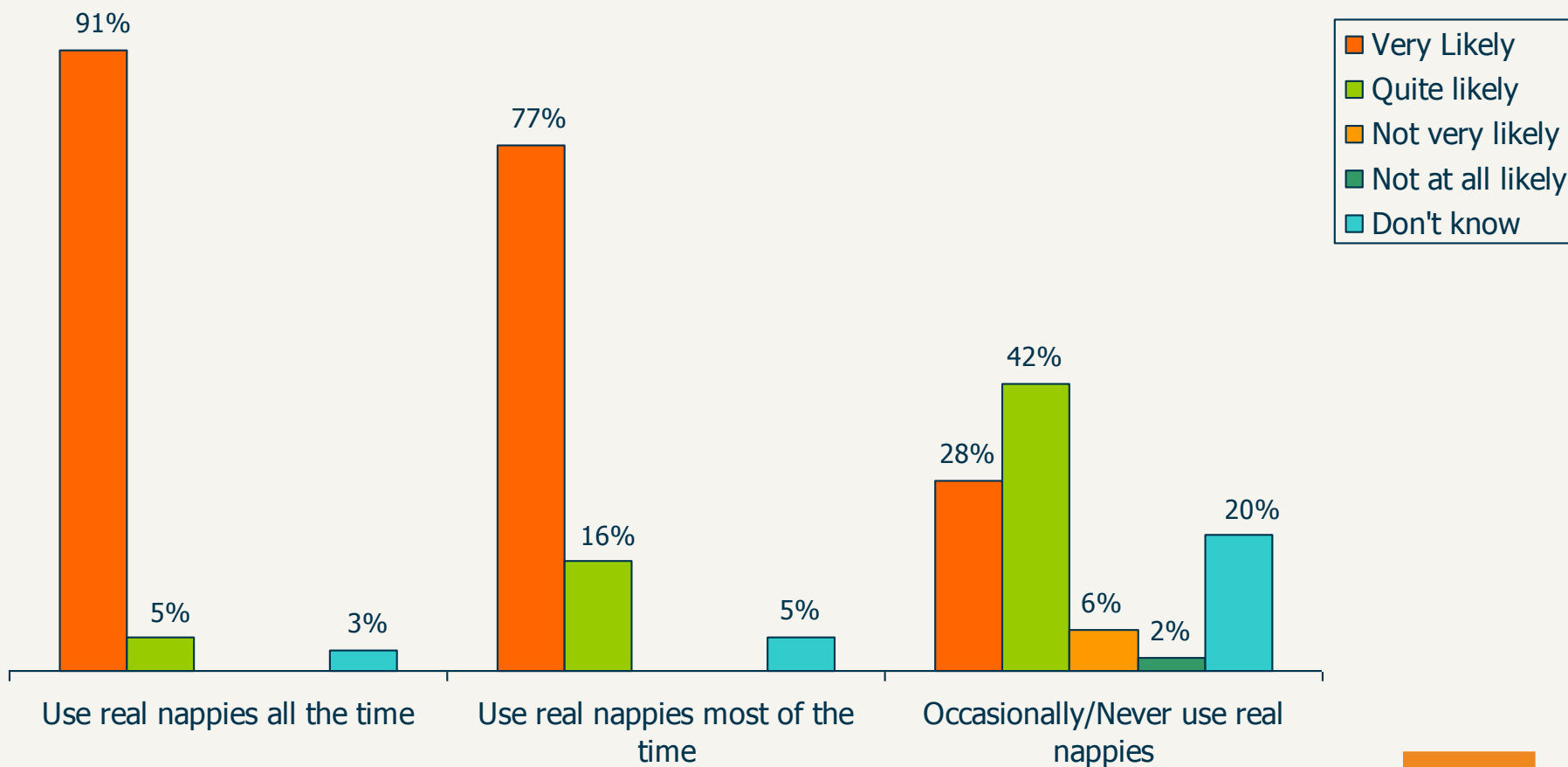
69



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

How likely are you to continue to use real nappies for your child/ children? - by frequency of use

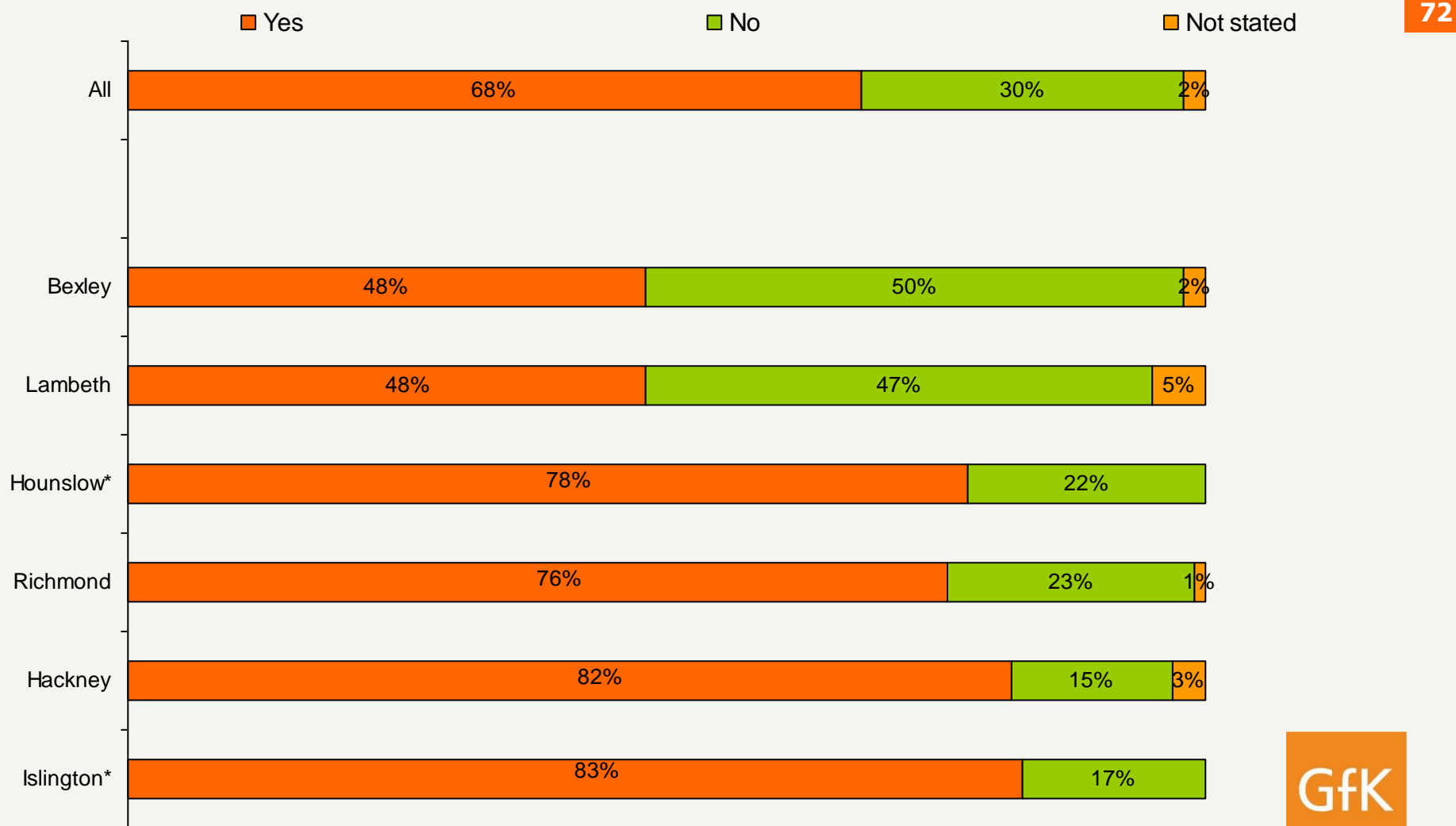
70



Base: All (339)

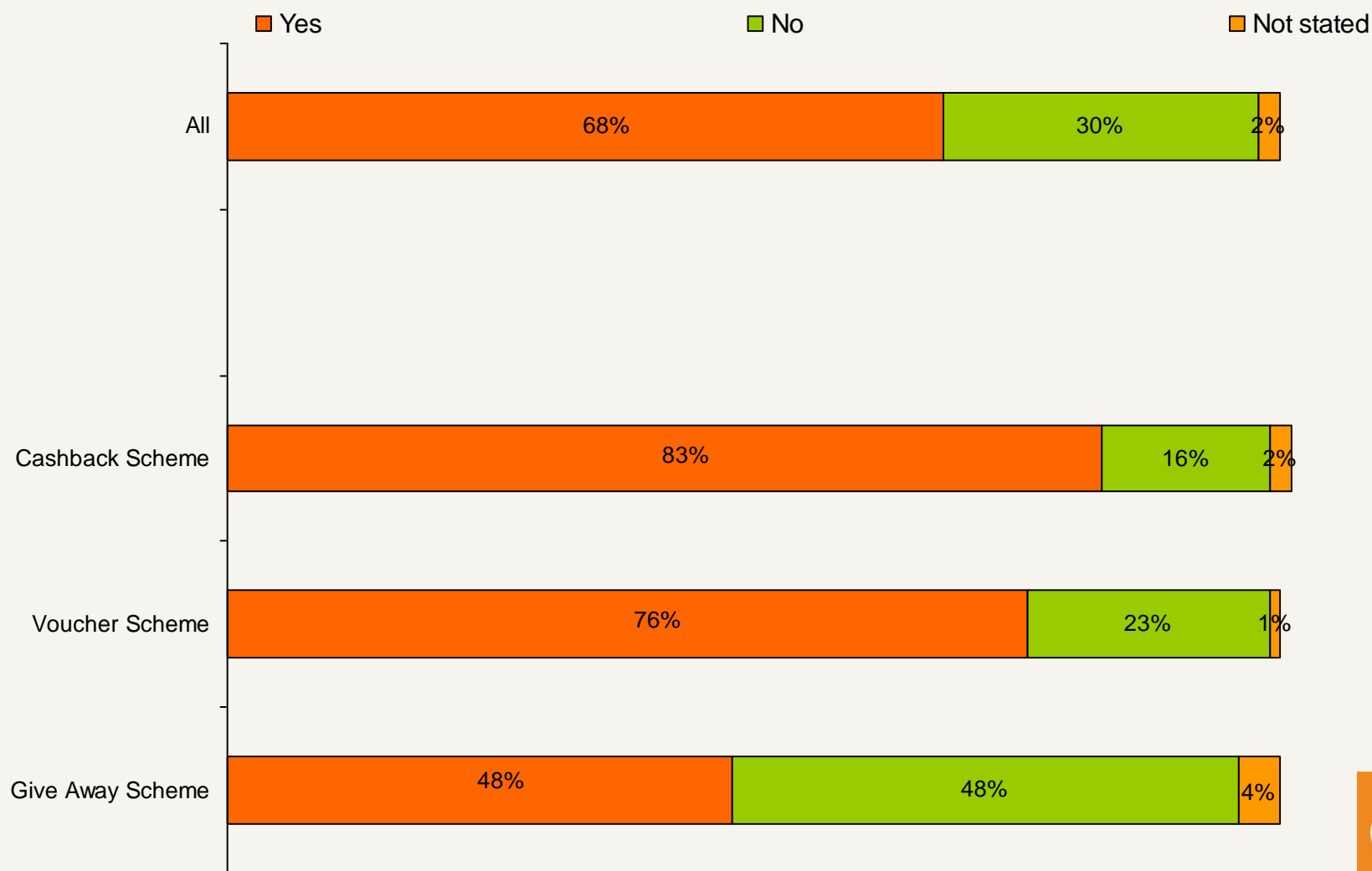
Attitudes to the Real Nappies for London Pilot Incentive Schemes

Would you have started to/ planned to use real nappies now if the scheme did not exist? – by borough



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Would you have started to/ planned to use real nappies now if the scheme did not exist? – by scheme

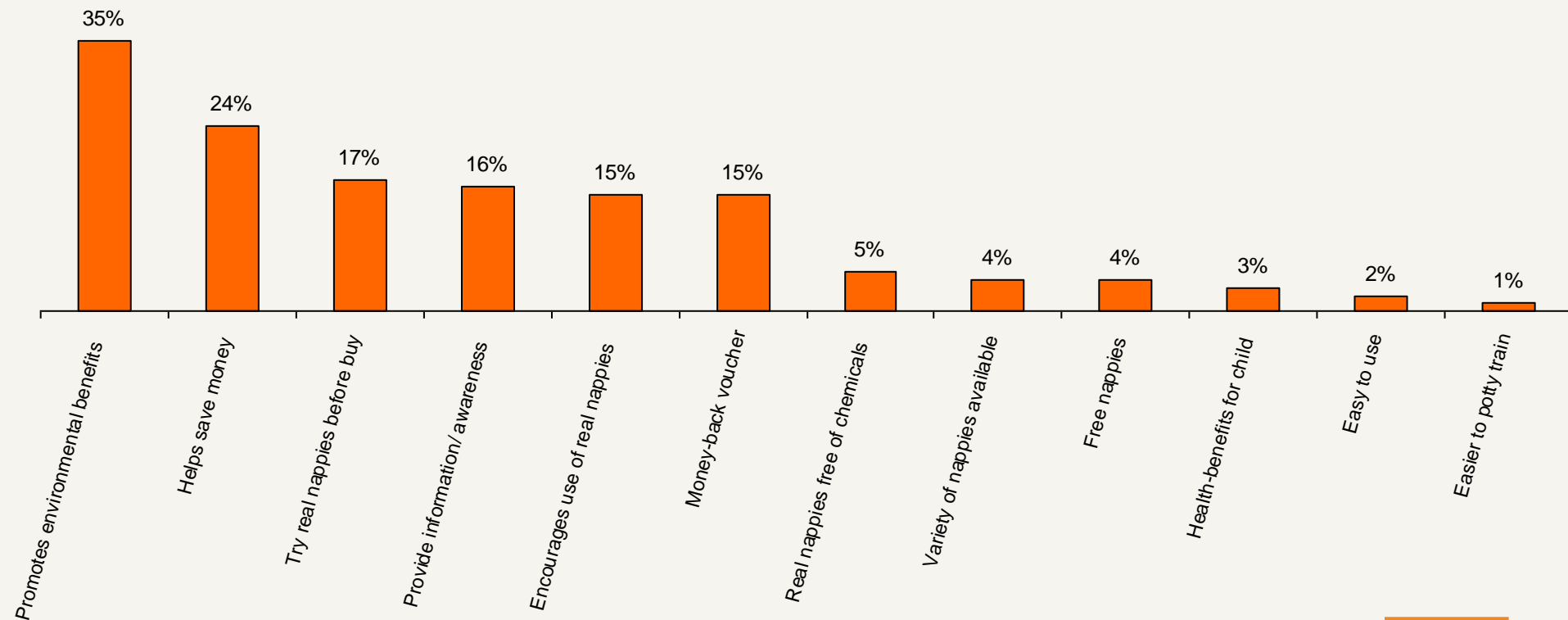


73

Base: All (339): Give Away (125): Voucher (105): Cashback (109)

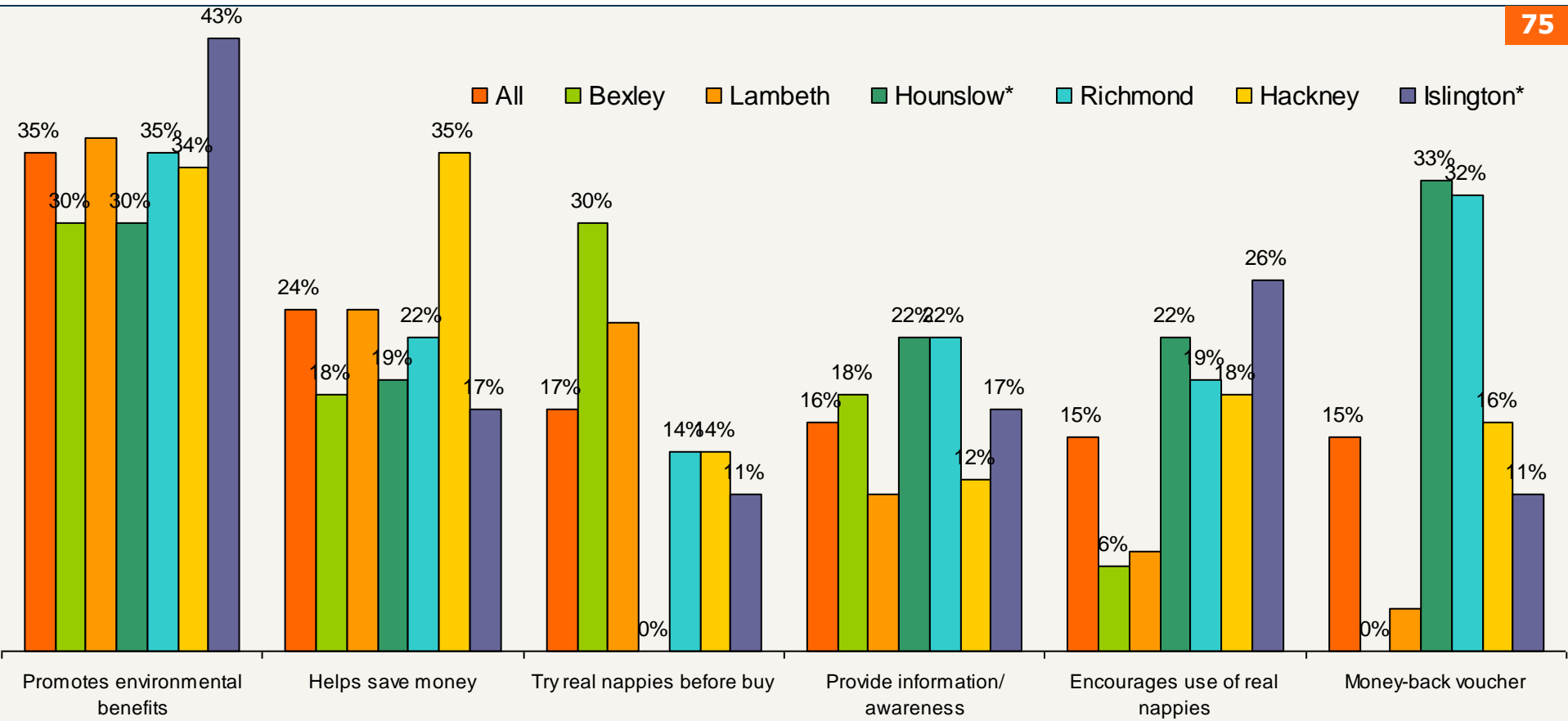
What, if anything, do you consider to be the main benefits of this scheme? - All

74



What, if anything, do you consider to be the main benefits of this scheme? – by borough (1)

75

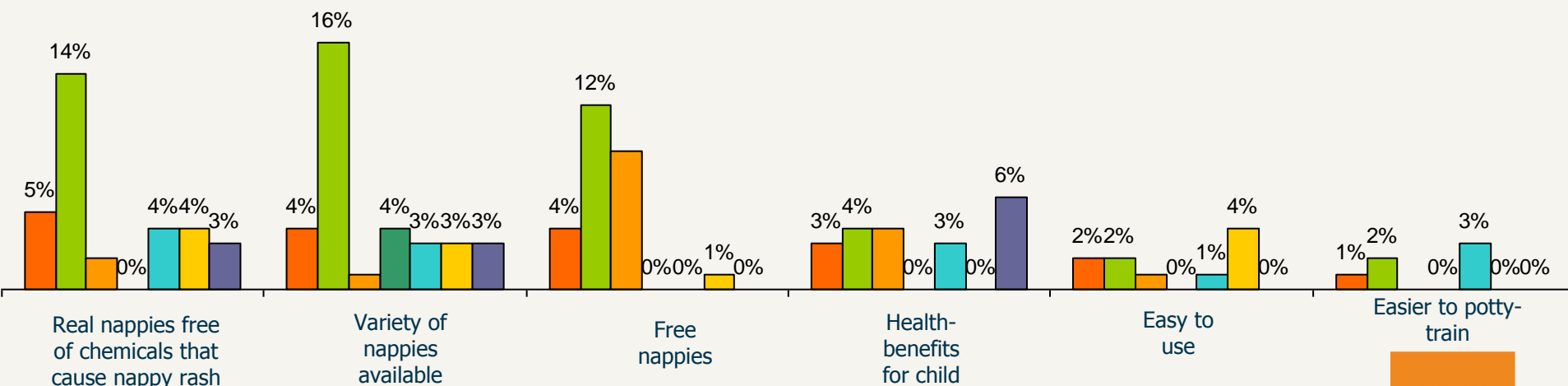


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

What, if anything, do you consider to be the main benefits of this scheme? – by borough (2)

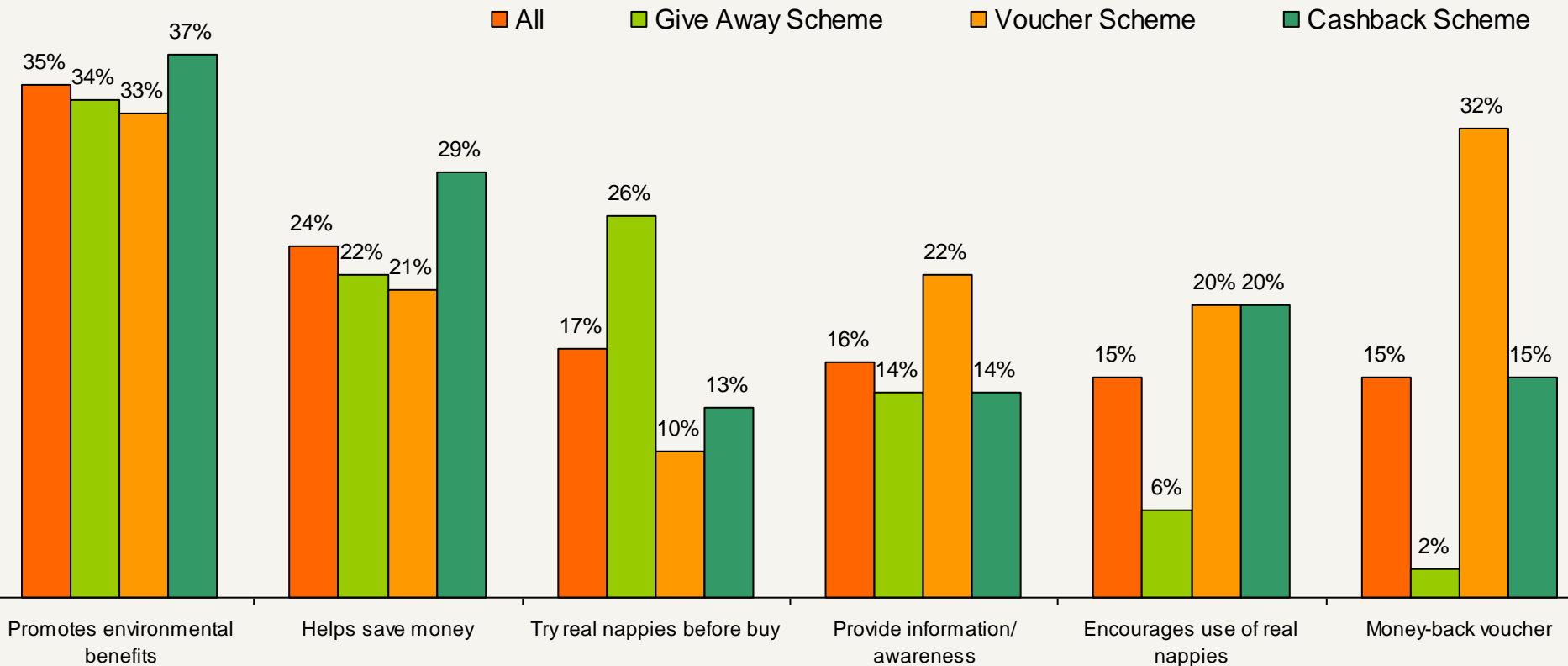
76

■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow*
 ■ Richmond
 ■ Hackney
 ■ Islington*



What, if anything, do you consider to be the main benefits of this scheme? – by scheme (1)

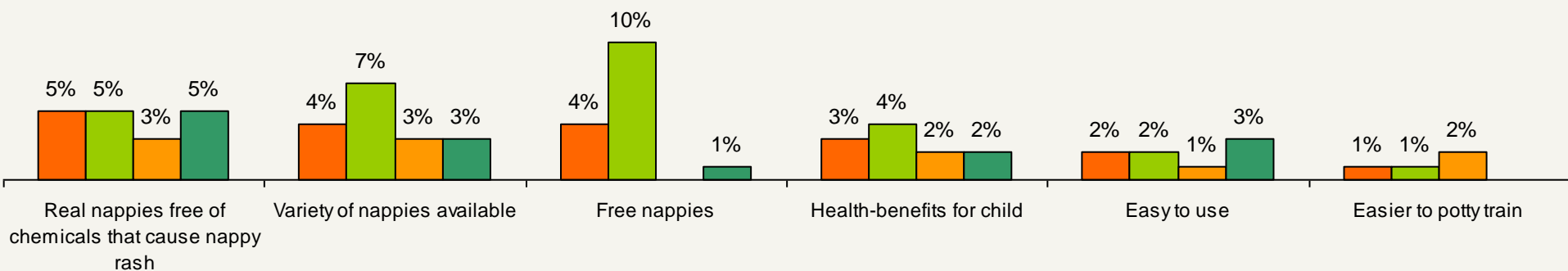
77



What, if anything, do you consider to be the main benefits of this scheme? – by scheme (2)

78

■ All ■ Give Away Scheme ■ Voucher Scheme ■ Cashback Scheme

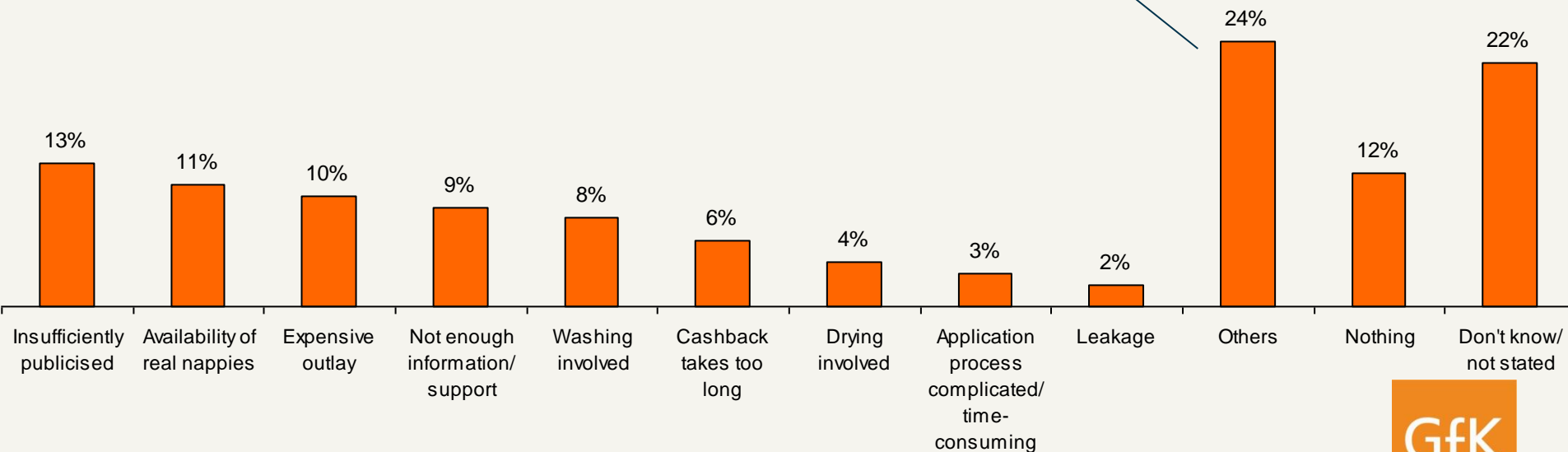


Base: All (339): Give Away (125): Voucher (105): Cashback (109)

What, if anything, do you consider to be the main drawbacks of this scheme? - All

79

These 'Others' consisted of drawbacks such as 'Insufficient nappies in sample pack', 'Lack of variety/ choice of nappy' and 'Laundering service/ lack of' all mentioned by 1%

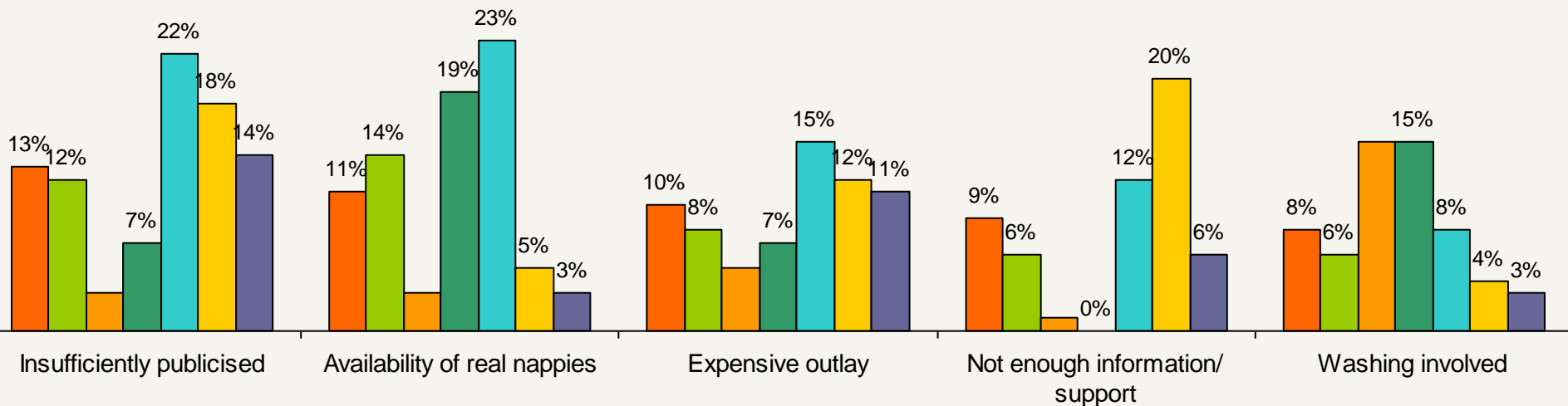


Base: All (339)

What, if anything, do you consider to be the main drawbacks of this scheme? – by borough (1)

80

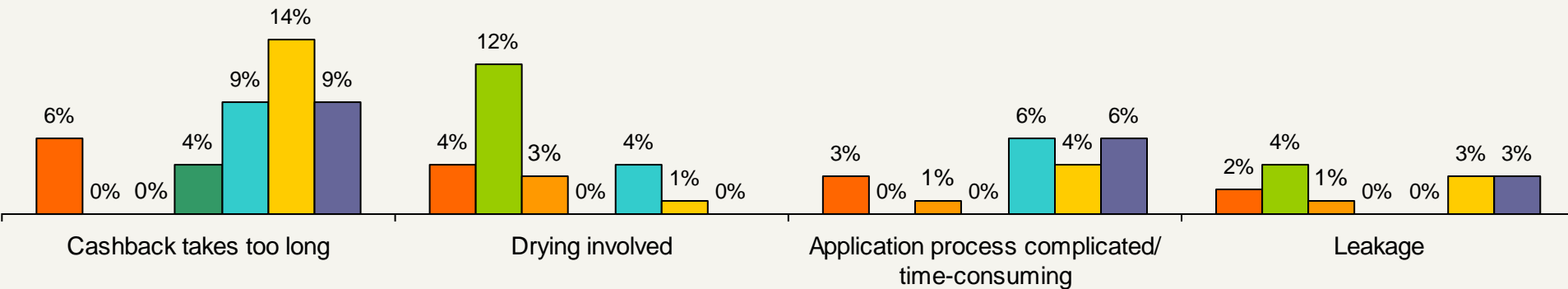
■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow*
 ■ Richmond
 ■ Hackney
 ■ Islington*



What, if anything, do you consider to be the main drawbacks of this scheme? – by borough (2)

81

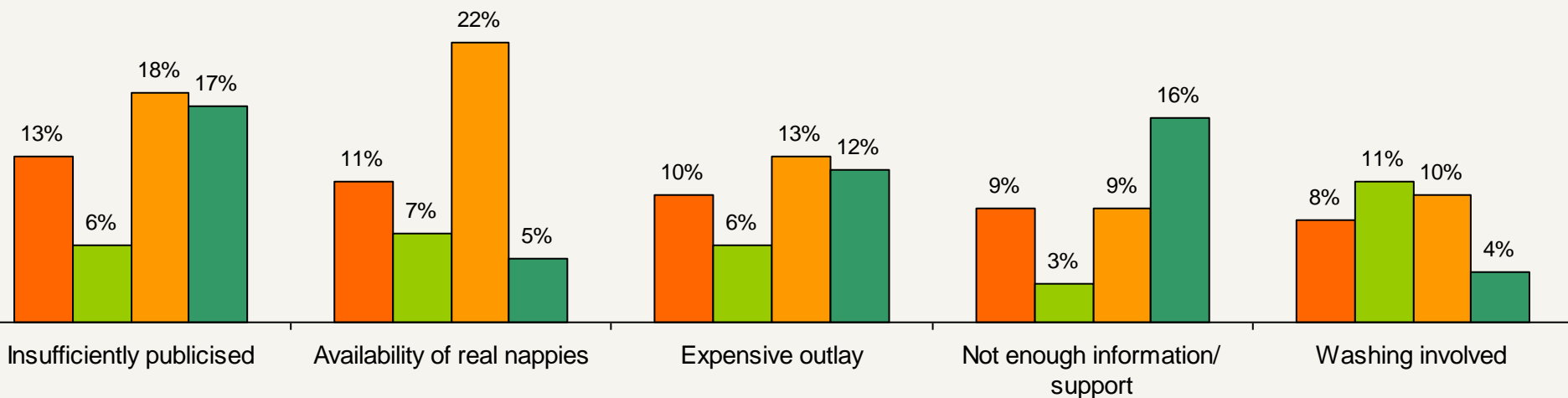
■ All
 ■ Bexley
 ■ Lambeth
 ■ Hounslow*
 ■ Richmond
 ■ Hackney
 ■ Islington*



What, if anything, do you consider to be the main drawbacks of this scheme? – by scheme (1)

82

■ All ■ Give Away Scheme ■ Voucher Scheme ■ Cashback Scheme

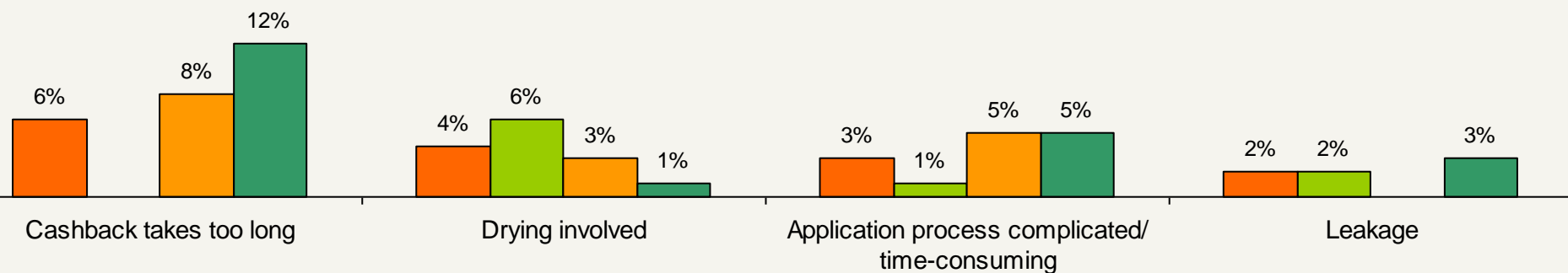


Base: All (339): Give Away (125): Voucher (105): Cashback (109)

What, if anything, do you consider to be the main drawbacks of this scheme? – by scheme (2)

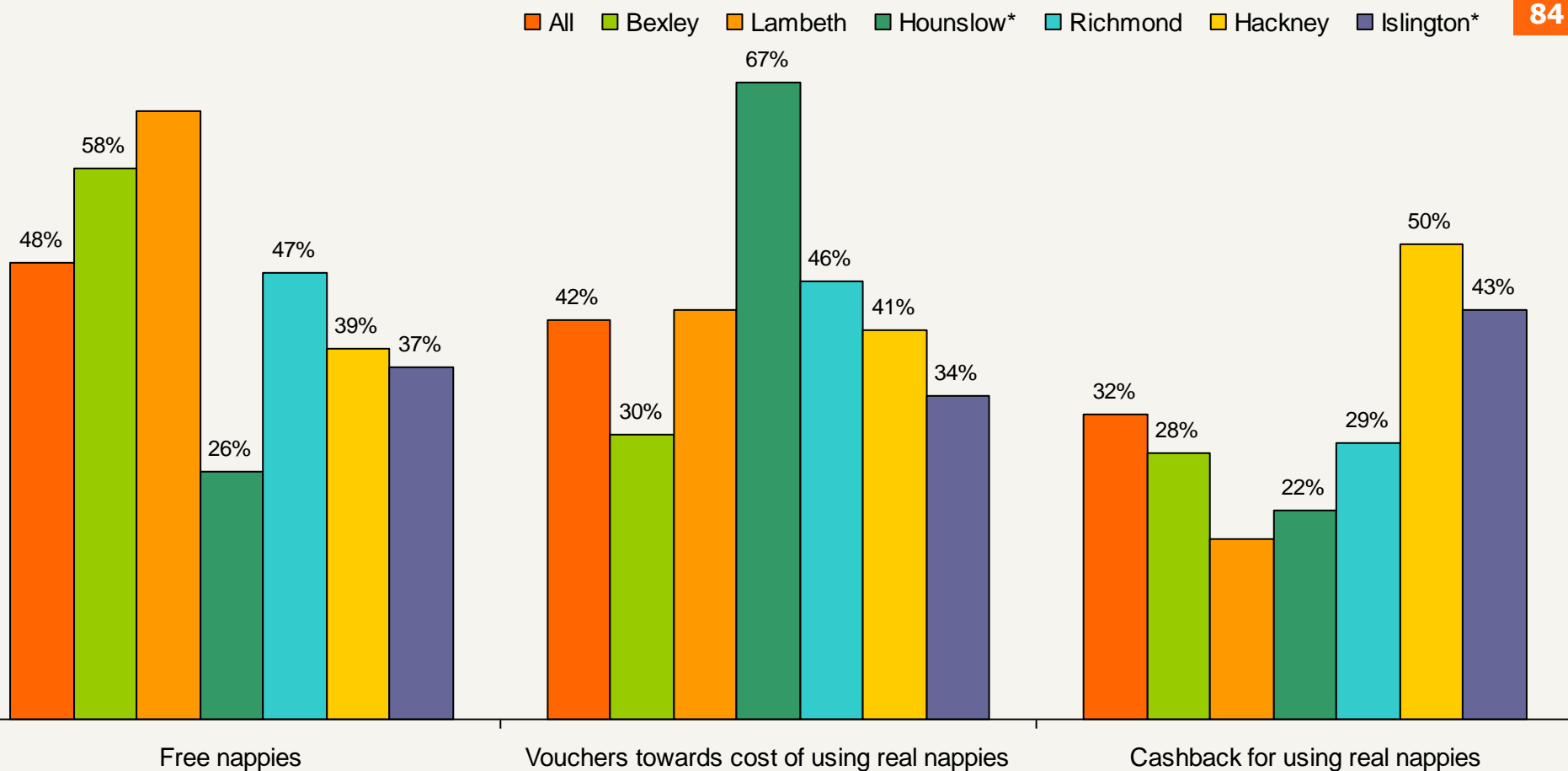
83

■ All ■ Give Away Scheme ■ Voucher Scheme ■ Cashback Scheme



Base: All (339): Give Away (125): Voucher (105): Cashback (109)

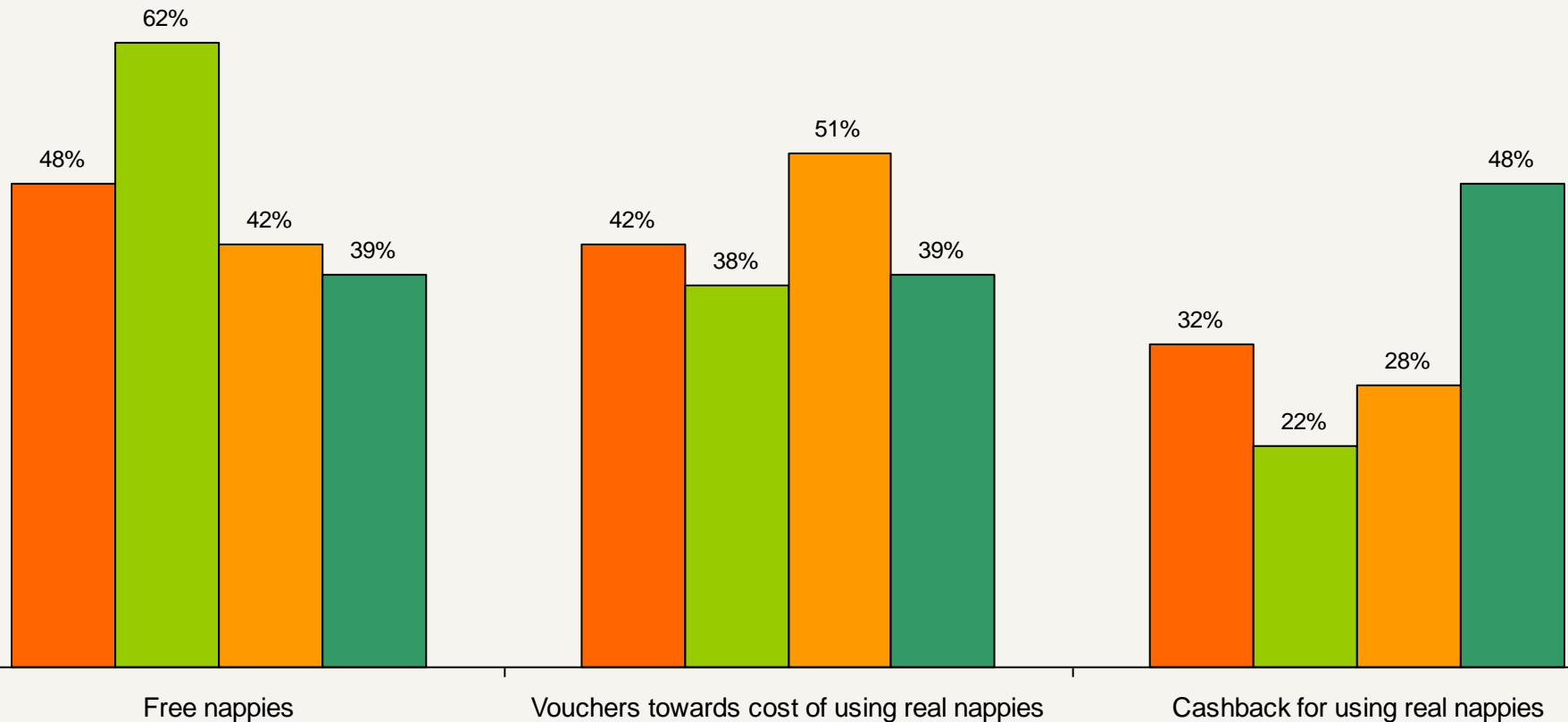
Which, if any, of the following incentives do you feel would be most likely to encourage people like you to take part in a real nappy scheme? – by borough



Which, if any, of the following incentives do you feel would be most likely to encourage people like you to take part in a real nappy scheme? – by scheme

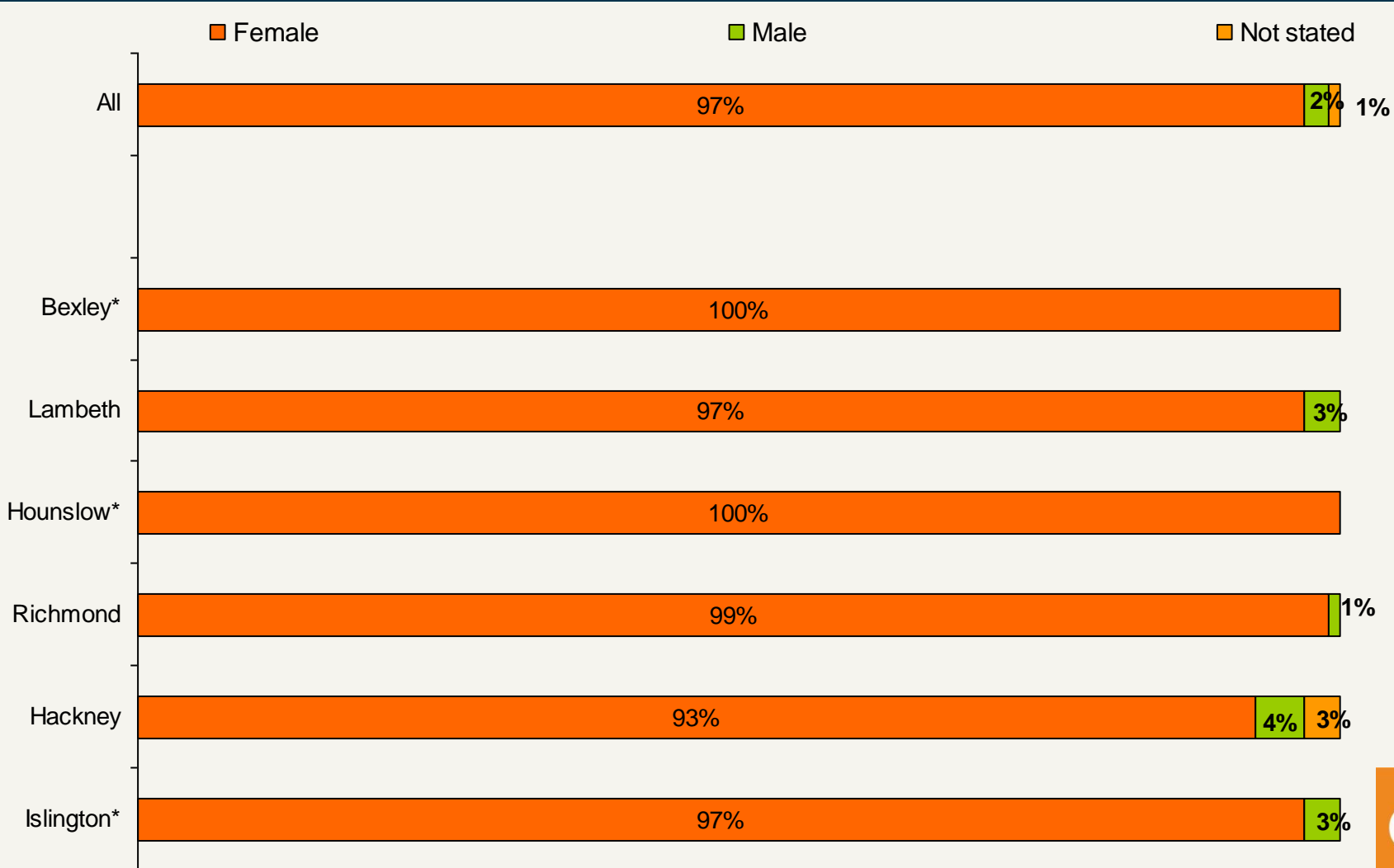
■ All ■ Give Away Scheme ■ Voucher Scheme ■ Cashback Scheme

85



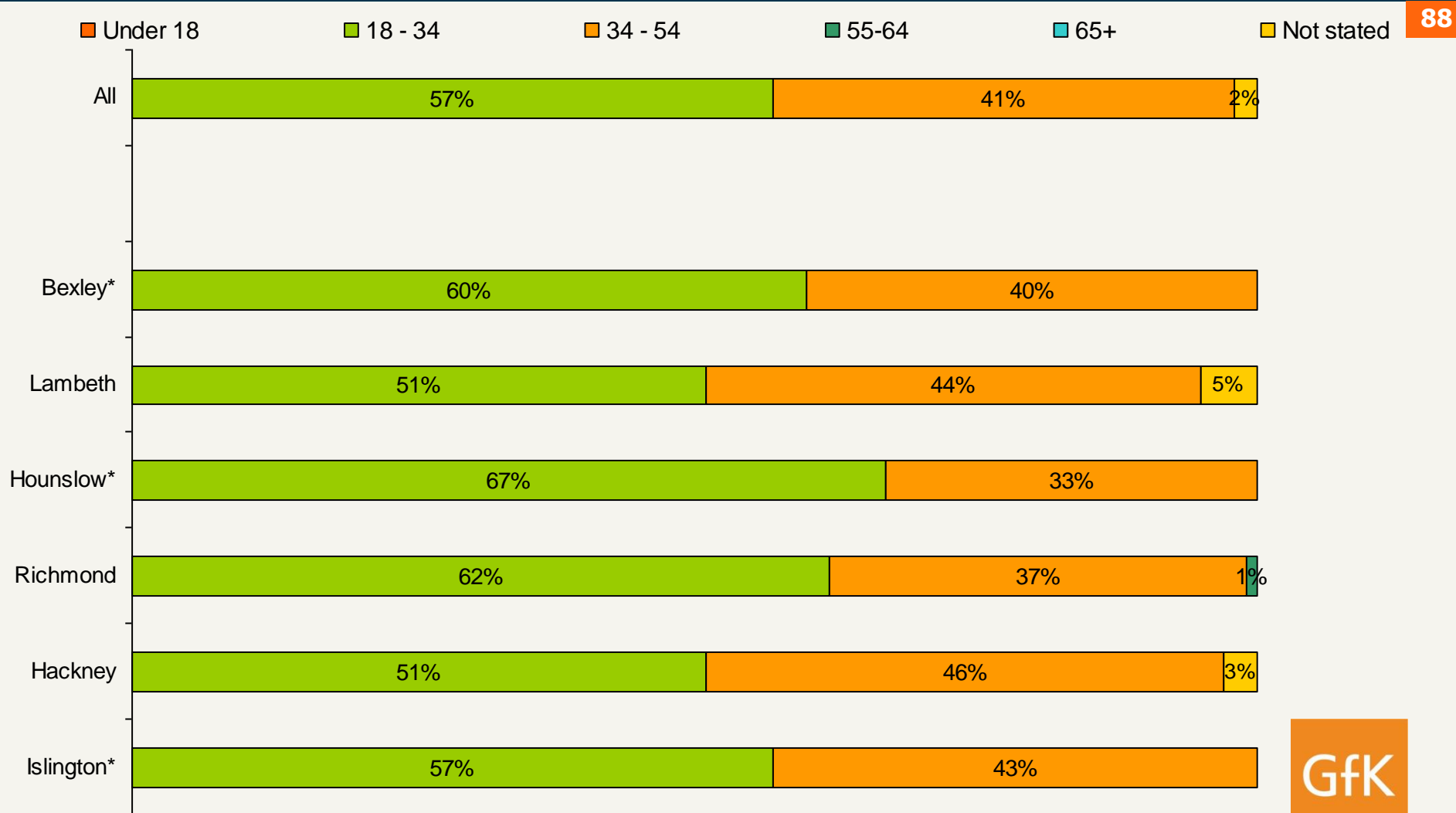
Demographics

Gender of respondent



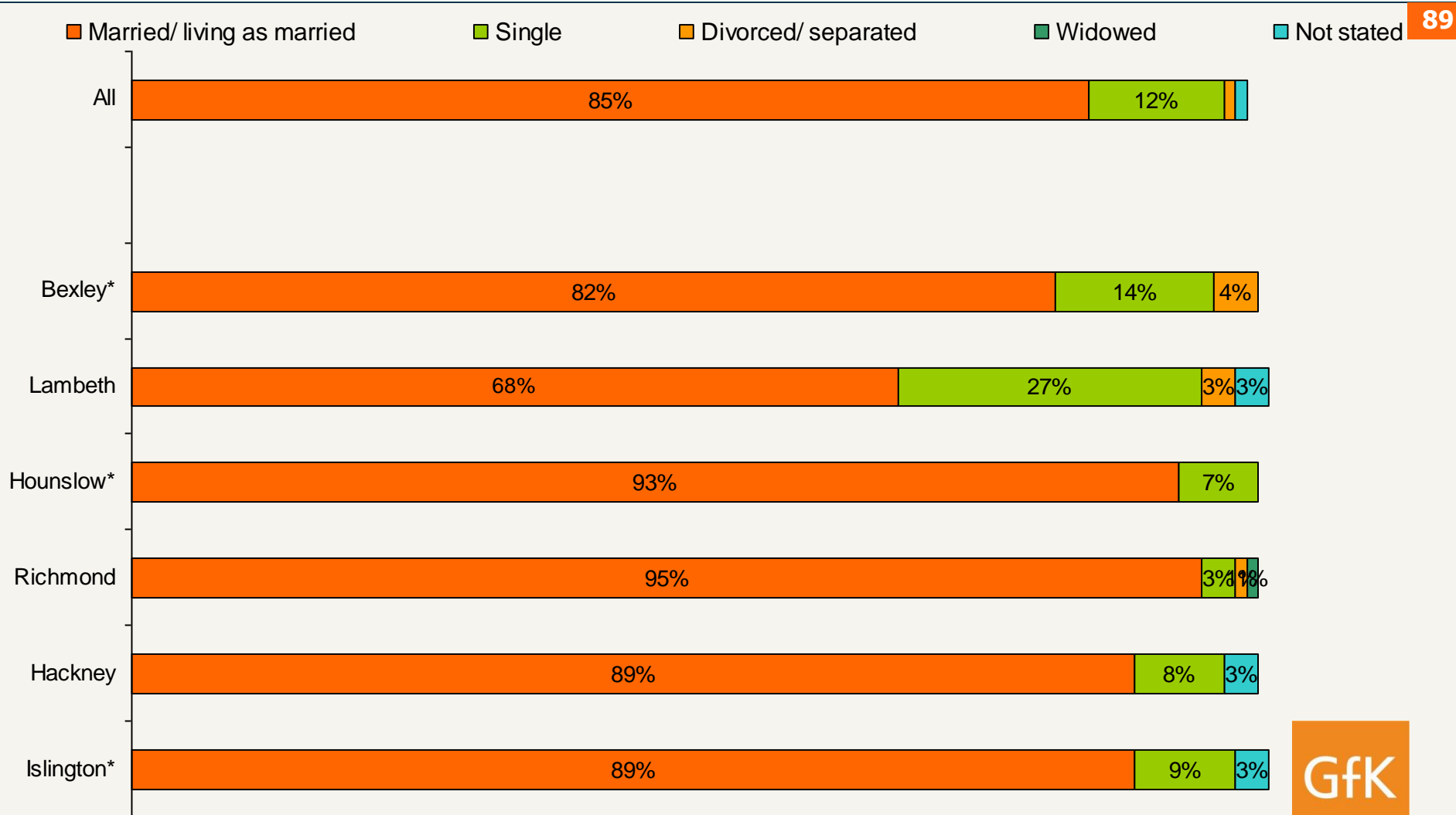
Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Age of respondent



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Marital status of respondent

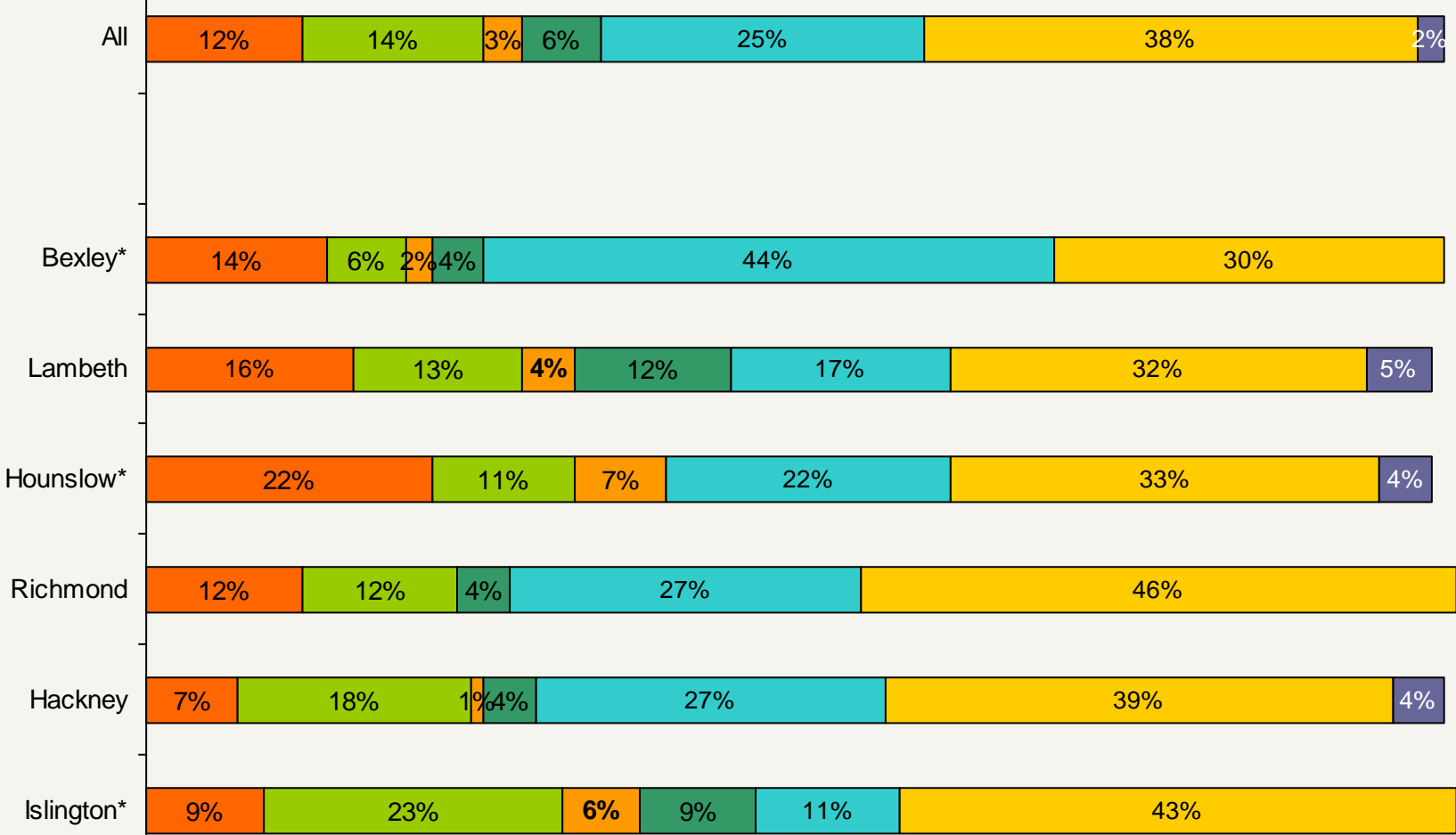


Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Working status of respondent

90

- Working full time (30 hrs+) Working part time (8-39 hrs) Student Unemployed/ not working
- Full time mother/ father On maternity Not stated



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size

Ethnic origin of respondent

■ Asian
 ■ Black
 ■ Chinese
 ■ White British
 ■ White other
 ■ Mixed

Compared to Population:

Bexley: White: 86% (91%)
 Non-white: 14% (8%)

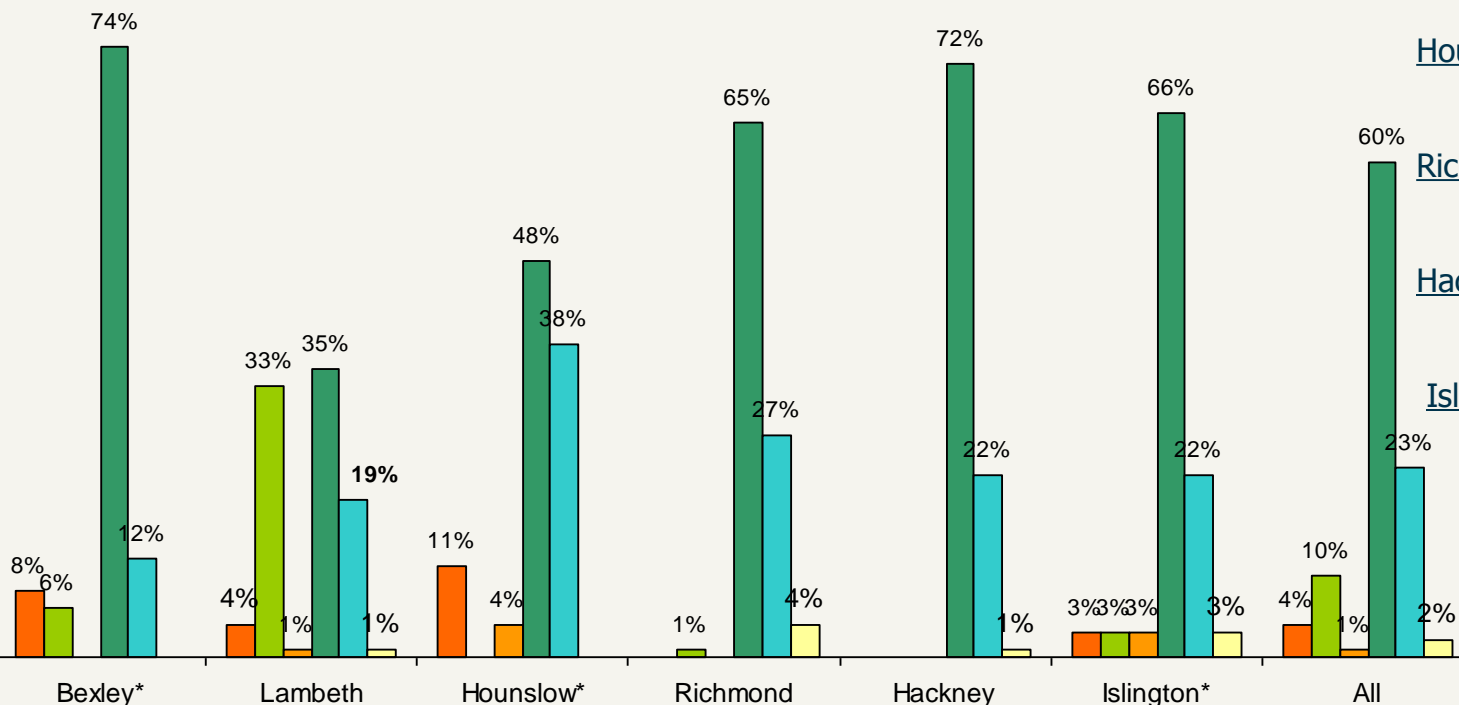
Lambeth: White: 54% (62%)
 Non-white: 39% (36%)

Hounslow: White: 86% (65%)
 Non-white: 15% (33%)

Richmond: White: 92% (91%)
 Non-white: 5% (8%)

Hackney: White: 94% (59%)
 Non-white: 1% (39%)

Islington: White: 88% (75%)
 Non-white: 12% (23%)



Base: All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78) * Caution: low base size



Summary of key Results



Summary of key results

What has been the effect of the London Borough Incentive Scheme? (1)

93

The schemes were taken up by a large proportion of parents with no previous experience of using real nappies but despite this respondent commitment to using real nappies is strong...

- For most respondents (78%), this is the first time they have used real nappies.
- A large majority (80%) use/ will use real nappies all or most of the time.
- Only 30% claim they would not have started to/ planned to use real nappies now if the scheme had not existed.

Furthermore, results suggest that the schemes has contributed to this...

- By some margin, the two sources most likely to have had an influence on the type of nappies used were partner/ parents/ friends (51%) and the Incentive Scheme (45%).

Summary of key results

What has been the effect of the London Borough Incentive Scheme? (2)

94

The attitudes and behavioural intentions of participants of the Incentive Scheme towards real nappies are positive.

- 76% intend to buy more nappies to add to those received in the Incentive Scheme.
- 70% consider themselves 'very likely' to continue to use real nappies for their children.
- The promotion of environmental benefits/ less waste is most likely to be considered the main benefit of the Incentive Scheme. Overall, 35% mention this. However, in Bexley (Give Away Scheme) the chance to try real nappies before buying is considered equally as important as the environment (both 30%), whereas in Hackney (Cashback Scheme), a similar proportion of people mentioned that the scheme helps to save money (36%) as mentioned the environment (34%).

Drawbacks to the schemes were few ('nothing' and 'don't know' amounted to 34%) but were mostly identified as lack of information or publicity and availability of nappies

- These points were emphasised by Voucher (18%) and Cashback (17%) Scheme participants, with Richmond (Voucher Scheme) predominating on lack of nappy availability (23%) and both Hackney (Cashback Scheme) and Richmond on lack of information or publicity (38% and 34% respectively).

Summary of key results

Understanding of the benefits of real nappies

95

Understanding of the advantages and disadvantages of real and disposable nappies is good.

- A large proportion of respondents 'strongly' or 'slightly' disagree with statements that disposables:
 - Are better for the baby's health (72%);
 - Create less waste (91%);
 - Make for easier potty training (61%).
- Similarly, a large proportion of respondents 'strongly' or 'slightly' agree with statements that real nappies:
 - Are better for the baby's health (61%);
 - Create less waste (94%);
 - Make for easier potty training (53%).
- In particular, the environmental issues are understood.
 - In all boroughs, 'They aren't environmentally friendly' was by far the most likely to be selected as a factor that would discourage use of disposable nappies. Overall, this was selected by 94% of respondents. (The second-most selected factor was 'They are too expensive to buy or use' at 59%).

Summary of key results

How can real nappy take-up be increased?

There was no clear favourite amongst factors that would encourage use of real nappies, and the top three factors were varied.

- They were 'environmental reasons' (86%), 'Real Nappy Incentive Scheme' (81%), and 'cost savings' (76%).

Amongst factors that would discourage use of real nappies, the most important were more obvious and involved expense or practicality.

- These were 'initially, they are too expensive' (44%), 'lack of local support/ nurseries wouldn't want to know' (36%) and 'they leak/ lack absorbency' (35%).

There is currently very little take-up of nappy laundry services

- 92% wash/ intend to wash the real nappies at home.
- Only 28% claim a laundry service would encourage them to use real nappies.

Overall, shaped nappies are the favourite type of real nappy by some distance.

- 45% of respondents selected shaped nappies as their favourite.
- However, in Bexley (Give Away Scheme) flat nappies were slightly more preferred, and in Lambeth (also Give Away) all-in-ones were most likely to be chosen as the favourite.

Flushable/ biodegradable liners were by far the preferred choice of liner

- Overall, 63% respondents claimed that they currently/ intend to mostly use this type.

Summary of Key Results

Which incentive scheme is most effective? (1)

97

It is hard to draw conclusions about which scheme is the most effective as attitudinal differences towards real nappies existed amongst schemes from the outset...

- Most notably, considerably more respondents receiving vouchers or cashback (both 85%) already do/ will use real nappies all/most of the time compared to respondents on the Give Away Scheme (72%).

Participants also displayed a loyalty to their scheme when asked which was the most effective...

- Approximately 50% of both Cashback and Voucher Scheme respondents favoured cashback and vouchers respectively and 62% of Give Away Scheme participants think free nappies would be more effective.

Summary of Key Results

Which incentive scheme is most effective? (2)

98

Despite this, findings suggest that the effectiveness of the Incentive Scheme does vary by scheme type...

- Participants on the Give Away and Voucher Schemes are significantly more likely to say that the Incentive Scheme influenced them in the type of nappies they use/will use (50% and 47% respectively) compared to Cashback Scheme members (39%).
- However, Give Away Scheme participants were also less likely to say the Real Nappy Incentive Scheme encourages them to use real nappies – 74% compared to 89% of Voucher or 81% of Cashback respondents.
- Only 6% of Give Away Scheme members think a main benefit of the scheme is that it 'Encourages use of real nappies' whilst figures for other schemes were both 20%.
- Only 44% of respondents receiving Give Away nappies agreed that 'Real nappies are for mothers/fathers like me' compared to 71% of those receiving Vouchers and 72% of those receiving Cashback.
- Cashback Scheme members were significantly less likely to intend to buy more nappies to add to those provided by the scheme – 65% compared to 80% of those receiving free nappies and 84% of Voucher Scheme participants.

Summary of Key Results

Important considerations

99

There are also a number of other considerations to take into account...

- Give Away Scheme participants were most likely to rate 'Try real nappies before buy' as a main benefit of the scheme (26%) – significantly more than members of Voucher Scheme (10%) and Cashback Scheme (13%).
- While Give Away Scheme participants said they were significantly less likely to continue using real nappies (76% compared to 94% Voucher and 98% Cashback), they were also far less likely to have tried Real Nappies if scheme had not existed' (48% compared to 83% Cashback and 76% Voucher Schemes).