Women’s Environmental Network
Real Nappies for London pilot incentive schemes

Produced by GfK NOP Consumer
Introduction

- 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

Are you/ is your partner currently pregnant?

- Yes
- No

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

- Less than 4 weeks: 4
- 5-8 weeks: 1
- 9-12 weeks: 1
- 13-16 weeks: 5
- 17-20 weeks: 3
- 21-24 weeks: 4
- 25-28 weeks: 7
- 29-32 weeks: 31
- More than 32 weeks: 4
- Not stated: 4

Base: All (339); All pregnant (60)
Is this the first time you have used real nappies? – by borough

- **All**: Yes 78%, No 21%, Not stated 1%
- **Bexley**: Yes 70%, No 30%
- **Lambeth**: Yes 85%, No 15%
- **Hounslow***: Yes 74%, No 26%
- **Richmond**: Yes 77%, No 23%
- **Hackney**: Yes 76%, No 19%, Not stated 5%
- **Islington***: Yes 80%, No 17%, Not stated 3%

* Caution: low base size

**Base**: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Is this the first time you have used real nappies? – by scheme

- Cashback Scheme: 77%
- Voucher Scheme: 76%
- Give Away Scheme: 79%
- All: 78%

* Caution: low base size
If any of your children wear nappies, how old are they?

First child in nappies – by borough

**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*

- **All**
  - Less than 6 months: 46%
  - 6 months - less than 1 year: 23%
  - 1 year - less than 18 months: 13%
  - 18 months - less than 2 years: 9%
  - 2 years or older: 9%

- **Give Away Scheme**
  - Less than 6 months: 48%
  - 6 months - less than 1 year: 23%
  - 1 year - less than 18 months: 9%
  - 18 months - less than 2 years: 9%
  - 2 years or older: 11%

- **Voucher Scheme**
  - Less than 6 months: 52%
  - 6 months - less than 1 year: 12%
  - 1 year - less than 18 months: 16%
  - 18 months - less than 2 years: 11%
  - 2 years or older: 9%

- **Cashback Scheme**
  - Less than 6 months: 39%
  - 6 months - less than 1 year: 33%
  - 1 year - less than 18 months: 15%
  - 18 months - less than 2 years: 8%
  - 2 years or older: 5%


*Caution: low base size*
If any of your children wear nappies, how old are they?

*Second child in nappies*

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

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**Base:** All with at least 2 children in nappies (42)
How often do you/ will you use each type of nappy? – by scheme

- **Real nappies**
  - All of the time: 19%
  - Most of the time: 61%
  - Occasionally: 11%
  - Never: 2%
  - Don't know/ Not stated: 7%

- **Disposable nappies**
  - All of the time: 6%
  - Most of the time: 6%
  - Occasionally: 47%
  - Never: 13%
  - Don't know/ Not stated: 28%

- **Eco disposable nappies**
  - All of the time: 8%
  - Most of the time: 47%
  - Occasionally: 14%
  - Never: 32%

*Base: All (339)*
How often do you/ will you use each type of nappy?

Real nappies – by borough

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<tr>
<th>Borough</th>
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<th>Occasionally</th>
<th>Never</th>
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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


* 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**
  - All of the time: 19%
  - Most of the time: 61%
  - Occasionally: 11%
  - Never: 2%
  - Don't know/Not stated: 7%

- **Give Away Scheme**
  - All of the time: 10%
  - Most of the time: 11%
  - Occasionally: 44%
  - Never: 8%
  - Don't know/Not stated: 27%

- **Voucher Scheme**
  - All of the time: 5%
  - Most of the time: 5%
  - Occasionally: 51%
  - Never: 14%
  - Don't know/Not stated: 25%

- **Cashback Scheme**
  - All of the time: 2%
  - Most of the time: 3%
  - Occasionally: 47%
  - Never: 17%
  - Don't know/Not stated: 31%

*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*


* Caution: low base size
When did you decide/ do you think you will decide which nappy type to use? - All

Base: All (339)
When did you decide/ do you think you will decide which nappy type to use? – by borough
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?

- **All**
  - Haven't changed: 36%
  - From real nappies to disposable: 8%
  - From disposable to real nappies: 40%
  - Other: 11%
  - Don't know/ Not stated: 7%

- **Bexley**
  - Haven't changed: 24%
  - From real nappies to disposable: 12%
  - From disposable to real nappies: 60%
  - Other: 8%
  - Don't know/ Not stated: 8%

- **Lambeth**
  - Haven't changed: 49%
  - From real nappies to disposable: 12%
  - From disposable to real nappies: 16%
  - Other: 8%
  - Don't know/ Not stated: 16%

- **Hounslow***
  - Haven't changed: 41%
  - From real nappies to disposable: 4%
  - From disposable to real nappies: 37%
  - Other: 14%
  - Don't know/ Not stated: 4%

- **Richmond**
  - Haven't changed: 33%
  - From real nappies to disposable: 6%
  - From disposable to real nappies: 42%
  - Other: 10%
  - Don't know/ Not stated: 9%

- **Hackney**
  - Haven't changed: 28%
  - From real nappies to disposable: 3%
  - From disposable to real nappies: 47%
  - Other: 18%
  - Don't know/ Not stated: 5%

- **Islington***
  - Haven't changed: 46%
  - From real nappies to disposable: 11%
  - From disposable to real nappies: 40%
  - Other: 3%

* Caution: low base size

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Which of the following sources have influenced the type of nappies you use/ will use? – All

*All sources*

- Partner/parents/ friends: 51%
- Borough's incentive scheme: 45%
- Internet: 34%
- Parents/ toddler/ NIT groups: 24%
- Baby books/ mags: 22%
- Nappy sales agents: 19%
- Local authority info: 17%
- Products in shops: 15%
- Healthcare professionals: 12%
- Advertising: 11%
- Bounty packs/ freebies: 10%
- Environmental issues/ groups/ campaigns: 10%
- NHS publications: 8%
- Other: 5%
- Don't know/ not stated: 3%

*Base: All (339)*
Which of the following sources have influenced the type of nappies you use/ will use? – by borough (1)

All sources

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? - by borough (2)

*All sources*

- Products in shops
- Healthcare professionals
- Advertising
- Bounty packs/freebie schemes
- Environmental issues/groups/campaigns
- NHS publications
- Other

**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? – by scheme

The Borough’s incentive scheme

- All: 45%
- Cash-back scheme: 39%
- Voucher Scheme: 47%
- Give Away Scheme: 50%

* Caution: low base size

Attitudes to Disposable Nappies
Agreement with statements about disposable nappies - All

*All statements*

- There is a good range of disposables for babies of all ages
- Disposables are better for the baby's health than other nappy types
- Disposables create less waste than other nappy types
- Disposable nappies are for mothers/ fathers like me
- Disposables make for easier potty training

*Base: All (339)*
Agreement with statements about disposables - by borough

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

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Agreement with statements about disposables – by scheme

Disposables 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 disposables - by borough

**Disposables create less waste than other nappy types**

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* Caution: low base size

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

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 nappies are for mothers/ fathers like me


* 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

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

- They aren't environmentally friendly: 94%
- They are too expensive to buy or use: 59%
- They irritate the baby's skin: 42%
- If I knew other people who use real nappies: 22%
- They generally perform poorly: 14%
- I feel others will judge me if I use disposables: 7%
- They are difficult to get hold of: 6%
- They are difficult to use: 5%
- None of the above/don't know: 1%
- Not stated: 1%

*Base: All (339)*
Which of the following factors (would) discourage you from using DISPOSABLE nappies? – by borough

- They aren't environmentally friendly
- They are too expensive to buy or use
- The irritate the baby’s skin
- If I knew other people who use real nappies
- They generally perform poorly
- I feel others will judge me if I use disposables
- They are difficult to get hold of
- They are difficult to use
- None of the above/ don't know
- Not stated

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)  
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Attitudes to Real Nappies
There is a good range of real nappies for babies of all ages

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

Real nappies create less waste than other nappy types

Real nappies are are for mothers/ fathers like me

Real nappies make for easier potty training

**All statements**

*Base: All (339)*
Agreement with statements about REAL nappies – by borough

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

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Agreement with statements about REAL nappies – by borough

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

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Agreement with statements about REAL nappies – by borough

Real nappies create less waste than other nappy types

**Base:** All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)  
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Agreement with statements about REAL nappies – by borough

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Agreement with statements about REAL nappies – by scheme

Real nappies are for mothers/ fathers like me

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</table>


* Caution: low base size
Agreement with statements about real nappies – by borough

Real nappies make for easier potty training

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

**All**
- Strongly agree: 32%
- Slightly agree: 21%
- Neither agree nor disagree: 19%
- Slightly disagree: 1%
- Strongly disagree: 23%
- Don't know: 2%

**Bexley**
- Strongly agree: 28%
- Slightly agree: 18%
- Neither agree nor disagree: 24%
- Slightly disagree: 4%
- Strongly disagree: 22%
- Don't know: 2%

**Lambeth**
- Strongly agree: 12%
- Slightly agree: 19%
- Neither agree nor disagree: 31%
- Slightly disagree: 1%
- Strongly disagree: 31%
- Don't know: 7%

**Hounslow**
- Strongly agree: 44%
- Slightly agree: 26%
- Neither agree nor disagree: 15%
- Slightly disagree: 4%
- Strongly disagree: 11%

**Richmond**
- Strongly agree: 45%
- Slightly agree: 21%
- Neither agree nor disagree: 14%
- Slightly disagree: 21%

**Hackney**
- Strongly agree: 36%
- Slightly agree: 24%
- Neither agree nor disagree: 15%
- Slightly disagree: 22%
- Don't know: 3%

**Islington**
- Strongly agree: 37%
- Slightly agree: 23%
- Neither agree nor disagree: 9%
- Slightly disagree: 3%
- Strongly disagree: 29%

* Caution: low base size

**Base:** All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Which of the following factors (would) encourage you to use REAL nappies? – All

*All factors*

- Environmental reasons: 86%
- Real nappy Incentive Scheme: 81%
- Cost savings: 76%
- Product promotions: 70%
- Friends/family's recommendations: 68%
- Improved availability: 63%
- Greater knowledge of health benefits: 62%
- NHS campaigns: 57%
- Healthcare professionals' recommendation: 42%
- More information about real nappies: 39%
- Laundry service: 28%
- Other: 11%
- None of the above/not stated: 3%

*Base: All (339)*
Which of the following factors (would) encourage you to use REAL nappies? – by borough (1)

All factors

Environmental reasons
Real nappy Incentive Scheme
Cost savings
Product promotions
Friends/ family's recommendation

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? – by borough (2)

All factors

- Greater knowledge of health benefits
- Improved availability
- Healthcare pro's' recommendation
- NHS campaigns
- More information about real nappies
- Laundry service

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? – by scheme (1)

* Caution: low base size

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

**All factors**

- Healthcare pro’s’ recommendation
- NHS campaigns
- More information about real nappies
- Laundry service
- Other
- None of the above/ Not stated

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

*Caution: low base size*
Initially, they are too expensive
Lack of local support/murseries wouldn't want to know
They leak/absorbancy
They'd take up too much of my time
They irritate the baby's skin
They are too costly to wash/launder
I don't like the thought of cleaning them
I don't know where to get them
They take up too much storage space
I don't know anyone else who uses real nappies
They are old-fashioned
None of the above
Don't know/not stated

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

All factors

Base: All (339)
Which of the following factors (would) discourage you from using REAL nappies? – by borough (1)

**All factors**

<table>
<thead>
<tr>
<th>Reason</th>
<th>All</th>
<th>Bexley</th>
<th>Lambeth</th>
<th>Hounslow</th>
<th>Richmond</th>
<th>Hackney</th>
<th>Islington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initially, they are too expensive</td>
<td>46%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>48%</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Lack of local support/ nurseries</td>
<td>36%</td>
<td>36%</td>
<td>39%</td>
<td>40%</td>
<td>35%</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Wouldn't want to know</td>
<td>30%</td>
<td>36%</td>
<td>26%</td>
<td>26%</td>
<td>34%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>They leak/ lack absorbancy</td>
<td>46%</td>
<td>30%</td>
<td>36%</td>
<td>38%</td>
<td>34%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>They'd take up too much of my time</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>29%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>They irritate the baby's skin</td>
<td>4%</td>
<td>15%</td>
<td>19%</td>
<td>20%</td>
<td>4%</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>

* Caution: low base size

**Base:** All (339); Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Which of the following factors (would) discourage you from using REAL nappies? – by borough (2)

All factors

- They are too costly to wash/launder
- I don’t like the thought of cleaning them
- I don’t know where to get them
- They take up too much storage space
- I don’t know anyone else who uses real nappies
- They are old-fashioned

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 REAL nappies? – by scheme (1)

**All factors**

- Initially, they are too expensive: 44% (All), 44% (Give Away Scheme), 39% (Voucher Scheme), 36% (Cashback Scheme)
- Lack of local support/murseries wouldn’t want to know: 35% (All), 36% (Give Away Scheme), 36% (Voucher Scheme), 36% (Cashback Scheme)
- They leak/ lack absorbancy: 41% (All), 35% (Give Away Scheme), 35% (Voucher Scheme), 28% (Cashback Scheme)
- They'd take up too much of my time: 28% (All), 28% (Give Away Scheme), 24% (Voucher Scheme), 27% (Cashback Scheme)
- They irritate the baby's skin: 22% (All), 22% (Give Away Scheme), 19% (Voucher Scheme), 19% (Cashback Scheme)
- They are too costly to wash/ launder: 26% (All), 18% (Give Away Scheme), 15% (Voucher Scheme), 10% (Cashback Scheme)
- I don’t like the thought of cleaning them: 23% (All), 18% (Give Away Scheme), 17% (Voucher Scheme), 12% (Cashback Scheme)

*Caution: low base size*

**Base:** All (339): Give Away (125): Voucher (105): Cashback (109)
Which of the following factors (would) discourage you from using REAL nappies? – by scheme (2)

All factors

- I don't know where to get them
- They take up too much storage space
- I don't know anyone else who uses real nappies
- They are old-fashioned
- None of the above
- Don't know/ not stated


* Caution: low base size
Use of Real Nappies
How many, if any, real nappies do you currently own?

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1-10</th>
<th>11-20</th>
<th>21-30</th>
<th>31+</th>
<th>Not stated</th>
</tr>
</thead>
<tbody>
<tr>
<td>All (minus Lambeth)</td>
<td>3%</td>
<td>25%</td>
<td>35%</td>
<td>19%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Bexley</td>
<td>4%</td>
<td>34%</td>
<td>22%</td>
<td>24%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Hounslow*</td>
<td>4%</td>
<td>34%</td>
<td>45%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Richmond</td>
<td>5%</td>
<td>24%</td>
<td>37%</td>
<td>19%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Hackney</td>
<td>17%</td>
<td>36%</td>
<td>23%</td>
<td>14%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Islington*</td>
<td>24%</td>
<td>37%</td>
<td>9%</td>
<td>9%</td>
<td>23%</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Frequency of Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>76%</td>
</tr>
<tr>
<td>Use real nappies all the time</td>
<td>77%</td>
</tr>
<tr>
<td>Use real nappies most of the time</td>
<td>80%</td>
</tr>
<tr>
<td>Occasionally/Never use real nappies</td>
<td>64%</td>
</tr>
</tbody>
</table>

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Did you/ do you intend to buy more real nappies to add to those you received in the Incentive Scheme? – by scheme

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

- All:
  - Yes: 76%
  - No: 16%
  - Not stated: 8%

- Bexley:
  - Yes: 80%
  - No: 18%
  - Not stated: 2%

- Lambeth:
  - Yes: 80%
  - No: 11%
  - Not stated: 9%

- Hounslow*:
  - Yes: 85%
  - No: 15%

- Richmond:
  - Yes: 83%
  - No: 10%
  - Not stated: 6%

- Hackney:
  - Yes: 62%
  - No: 24%
  - Not stated: 14%

- Islington*:
  - Yes: 71%
  - No: 20%
  - Not stated: 9%

*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?

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>5.00</td>
</tr>
<tr>
<td>Cashback Scheme</td>
<td>5.00</td>
</tr>
<tr>
<td>Voucher Scheme</td>
<td>5.16</td>
</tr>
<tr>
<td>Give Away Scheme</td>
<td>4.71</td>
</tr>
<tr>
<td>Bexley</td>
<td>4.70</td>
</tr>
<tr>
<td>Lambeth</td>
<td>5.00</td>
</tr>
<tr>
<td>Hounslow*</td>
<td>5.44</td>
</tr>
<tr>
<td>Richmond</td>
<td>5.08</td>
</tr>
<tr>
<td>Hackney</td>
<td>4.91</td>
</tr>
<tr>
<td>Islington*</td>
<td>5.21</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Location</th>
<th>Wash them myself at home</th>
<th>Use a laundry service</th>
<th>Not stated</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>92%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Bexley</td>
<td>94%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Lambeth</td>
<td>91%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Hounslow*</td>
<td>96%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>96%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Hackney</td>
<td>92%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Islington*</td>
<td>80%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

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?

* Caution: low base size

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…? – All

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)

* Caution: low base size
If you wash real nappies yourself, how often do you tumble dry them? – by borough

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?

<table>
<thead>
<tr>
<th></th>
<th>Below 40 degrees</th>
<th>40 degrees</th>
<th>50 degrees</th>
<th>60 degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>All (minus Lambeth)</td>
<td>10%</td>
<td>41%</td>
<td>2%</td>
<td>38%</td>
</tr>
<tr>
<td>Bexley*</td>
<td>9%</td>
<td>47%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Hounslow*</td>
<td>8%</td>
<td>31%</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>11%</td>
<td>35%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Hackney</td>
<td>12%</td>
<td>49%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Islington*</td>
<td>11%</td>
<td>43%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

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

**Base:** All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)  
*Caution: low base size*
Which of the following is your favourite type of real nappy? – by scheme

- Flat
- Shaped nappies
- All-in-ones
- Pocket nappies
- Not stated

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

**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

<table>
<thead>
<tr>
<th>Borough</th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
<th>Don't know/ can't say</th>
<th>Not stated</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>70%</td>
<td></td>
<td>19%</td>
<td>7%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Bexley</td>
<td>56%</td>
<td></td>
<td>28%</td>
<td>8%</td>
<td>4%</td>
<td>29%</td>
</tr>
<tr>
<td>Lambeth</td>
<td>40%</td>
<td>31%</td>
<td>1%</td>
<td>21%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Hounslow*</td>
<td>74%</td>
<td></td>
<td>19%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>82%</td>
<td></td>
<td>13%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hackney</td>
<td>89%</td>
<td></td>
<td></td>
<td>9%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Islington*</td>
<td>83%</td>
<td></td>
<td></td>
<td>14%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
How likely are you to continue to use real nappies for your child/children? – by scheme

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

- **Use real nappies all the time**
  - Very Likely: 91%
  - Quite Likely: 5%
  - Not very likely: 3%
  - Not at all likely: 0%
  - Don't know: 0%

- **Use real nappies most of the time**
  - Very Likely: 77%
  - Quite Likely: 16%
  - Not very likely: 5%
  - Not at all likely: 0%
  - Don't know: 0%

- **Occasionally/Never use real nappies**
  - Very Likely: 28%
  - Quite Likely: 42%
  - Not very likely: 6%
  - Not at all likely: 2%
  - Don't know: 20%

*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

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

- Promotes environmental benefits: 35%
- Helps save money: 24%
- Try real nappies before buy: 17%
- Provide information / awareness: 16%
- Encourages use of real nappies: 15%
- Money-back voucher: 15%
- Real nappies free of chemicals: 5%
- Variety of nappies available: 4%
- Free nappies: 4%
- Health benefits for child: 3%
- Easy to use: 2%
- Easier to potty train: 1%

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 (1)

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)

- Real nappies free of chemicals that cause nappy rash
- Variety of nappies available
- Free nappies
- Health benefits for child
- Easy to use
- Easier to potty-train

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 scheme (1)

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

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

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

- Insufficiently publicised
- Availability of real nappies
- Expensive outlay
- Not enough information/support
- Washing involved

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 drawbacks of this scheme? – by borough (2)

- Cashback takes too long
  - All: 6%
  - Bexley: 4%
  - Lambeth: 9%
  - Hounslow*: 9%
  - Richmond: 14%
  - Hackney: 0%
  - Islington*: 0%

- Drying involved
  - All: 4%
  - Bexley: 3%
  - Lambeth: 12%
  - Hounslow*: 4%
  - Richmond: 0%
  - Hackney: 0%
  - Islington*: 0%

- Application process complicated/time-consuming
  - All: 3%
  - Bexley: 0%
  - Lambeth: 1%
  - Hounslow*: 0%
  - Richmond: 6%
  - Hackney: 4%
  - Islington*: 6%

- Leakage
  - All: 2%
  - Bexley: 4%
  - Lambeth: 1%
  - Hounslow*: 0%
  - Richmond: 1%
  - Hackney: 0%
  - Islington*: 3%

* Caution: low base size

Base: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
What, if anything, do you consider to be the main drawbacks of this scheme? – by scheme (1)

- Insufficiently publicised
  - All: 13%
  - Give Away Scheme: 6%
  - Voucher Scheme: 10%
  - Cashback Scheme: 18%

- Availability of real nappies
  - All: 17%
  - Give Away Scheme: 18%
  - Voucher Scheme: 10%
  - Cashback Scheme: 11%

- Expensive outlay
  - All: 5%
  - Give Away Scheme: 6%
  - Voucher Scheme: 10%
  - Cashback Scheme: 13%

- Not enough information/support
  - All: 9%
  - Give Away Scheme: 3%
  - Voucher Scheme: 9%
  - Cashback Scheme: 16%

- Washing involved
  - All: 8%
  - Give Away Scheme: 11%
  - Voucher Scheme: 10%
  - Cashback Scheme: 4%

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

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

Free nappies:
- All: 48%
- Bexley: 58%
- Lambeth: 47%
- Hounslow*: 39%
- Richmond: 37%
- Hackney: 26%
- Islington*: 22%

Vouchers towards cost of using real nappies:
- All: 67%
- Bexley: 42%
- Lambeth: 30%
- Hounslow*: 42%
- Richmond: 41%
- Hackney: 30%
- Islington*: 34%

Cashback for using real nappies:
- All: 50%
- Bexley: 32%
- Lambeth: 28%
- Hounslow*: 28%
- Richmond: 22%
- Hackney: 29%
- Islington*: 29%

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

- Free nappies: 62%
- Vouchers towards cost of using real nappies: 42%
- Cashback for using real nappies: 51%

Demographics
Gender of respondent

<table>
<thead>
<tr>
<th>Location</th>
<th>Female</th>
<th>Male</th>
<th>Not stated</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>97%</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Bexley*</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lambeth</td>
<td>97%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Hounslow*</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>99%</td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Hackney</td>
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<td>4% 3%</td>
</tr>
<tr>
<td>Islington*</td>
<td>97%</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

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

- **All**: 57% Under 18, 41% 34 - 54, 7% Not stated
- **Bexley**
  - Under 18: 60%
  - 34 - 54: 40%
- **Lambeth**: 51% Under 18, 44% 34 - 54, 5% Not stated
- **Hounslow**
  - Under 18: 67%
  - 34 - 54: 33%
- **Richmond**: 62% Under 18, 37% 34 - 54, 1% Not stated
- **Hackney**: 51% Under 18, 46% 34 - 54, 3% Not stated
- **Islington**
  - Under 18: 57%
  - 34 - 54: 43%

*Caution: low base size*

**Base:** All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Marital status of respondent

- **Married/ living as married**: 85%
- **Single**: 12%
- **Divorced/ separated**: 4%
- **Widowed**: 3%
- **Not stated**: 3%

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

*Caution: low base size*
## Working status of respondent

<table>
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<th>Working part time (8-39 hrs)</th>
<th>Student</th>
<th>Unemployed/ not working</th>
<th>Full time mother/ father</th>
<th>On maternity</th>
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<tr>
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<tr>
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<tr>
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<td>7%</td>
<td>22%</td>
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<td>3%</td>
</tr>
<tr>
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<td>4%</td>
<td>27%</td>
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<tr>
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<td>4%</td>
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</tr>
<tr>
<td>Islington*</td>
<td>9%</td>
<td>23%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
<td></td>
<td>43%</td>
</tr>
</tbody>
</table>

*Caution: low base size*

**Base:** All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Ethnic origin of respondent

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%)

* Caution: low base size

**Base**: All (339): Bexley (50); Hackney (74); Hounslow (27); Islington (35); Lambeth (75); Richmond (78)
Summary of key Results
Summary of key results

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

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)*

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*

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)*

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)*

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

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).