



## Incomplete Voucher Application Survey

This survey aims to understand why you have not yet completed your application for a reusable nappy voucher. Our goal is to identify any potential barriers that may be preventing people from applying and to gather insights on how we can enhance our service. We're also interested in knowing if you are already using reusable nappies without claiming a voucher.

Your feedback is invaluable in helping us improve, so we appreciate you taking the time to share your thoughts.

If you no longer wish to apply for a voucher, you can unsubscribe. To do so, please provide your postcode and surname at the end of the survey, and we will promptly remove you from our database.

You can also contact us by email or phone.

info@realnappiesforlondon.org.uk  
020 3150 2023.

Many thanks,  
Real Nappies for London

**\* Why did you apply for a reusable nappy voucher? Select one main motivation:**

- The incentive for a free voucher
- Someone else recommended it to me
- To help with the upfront cost of buying reusable nappies
- To save money long term
- To reduce waste
- To reduce single-use plastic
- To use breathable natural materials against babies skin
- Other (please specify):

**\* Do any of the reasons below best explain why you have not yet sent us your supporting documents? (Please select one)**

- I forgot
- Waiting for my baby to arrive
- I prefer to apply in-person
- Too much information required
- I didn't have the documents required
- I don't want to use reusable nappies
- I was discouraged from using them by others
- Too much effort
- I thought the voucher was for disposable nappies
- I was not ready to use reusable nappies when I applied
- I am hiring reusable nappies via a Cloth Nappy Library
- My baby is over 18 months (no longer eligible to apply)
- I moved borough (no longer eligible to apply)
- I didn't need the voucher anymore because I already have reusable nappies / planning to buy them with my own money
- I sent the supporting documents but never heard back. *(Please let us know by email so we can follow up: [info@realnappiesforlondon.org.uk](mailto:info@realnappiesforlondon.org.uk))*
- Not sure
- Prefer not to say
- Other (please specify):

**Do you have any suggestions on how we can improve the voucher application process?**

**\* Are you using reusable nappies anyway (without claiming a voucher)?**

- Yes
- No
- Prefer not to say



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### How have you bought reusable nappies?

- Purchased brand new
- Purchased second-hand
- Received second-hand for free
- Hired reusable nappies via a Washable Nappy Laundry Service
- Hired reusable nappies via a Cloth Nappy Library
- Not sure
- Prefer not to say

### Roughly how many reusable nappies do you have?

### What type and brand of reusable nappy do you use? (Multiple choice)

- All-in-One Nappies
- Flat Nappies
- Pocket Nappies
- Not sure
- All-in-Two Nappies
- Prefer not to say
- Fitted/Shaped Nappies

Please state brand name and comments:

### Approximately what age was your baby when you started using reusable nappies?

### \* How often would you say you are using reusable nappies during the day?

- 100% (Always)      75%      50%      25%      0% (Not at all)      Not sure
- 

Comments:

### \* How often would you say you are using reusable nappies at night?

- 100% (Always)      75%      50%      25%      0% (Not at all)      Not sure
- 

Comments:



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### Have any of the following factors discouraged you from using reusable nappies? (Multiple choice)

- |   |  |
|---|--|
| <input type="radio"/> They're too expensive to buy              | <input type="radio"/> Too expensive to wash                |
| <input type="radio"/> Overwhelming choice of reusable nappies   | <input type="radio"/> I don't know where to buy them       |
| <input type="radio"/> The rise in cost of living                | <input type="radio"/> Friends/family/others discouraged me |
| <input type="radio"/> Too much effort                           | <input type="radio"/> Reusable nappies are old-fashioned   |
| <input type="radio"/> I don't have the time                     | <input type="radio"/> My nursery won't use them            |
| <input type="radio"/> I don't like the thought of cleaning them | <input type="radio"/> They may irritate my baby's skin     |
| <input type="radio"/> I have too much washing to do already     | <input type="radio"/> I have not been discouraged          |
| <input type="radio"/> I don't have space to dry them at home    | <input type="radio"/> Not sure                             |
| <input type="radio"/> Other (please specify):                   |  |

**\* Please select THREE sources that may influence your nappy purchasing decision the most.**

	Choice 1	Choice 2	Choice 3
Health Professional (Midwife etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close friends and family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotions / advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bounty Pack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby books / magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products in shops / supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NCT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reusable Nappy Suppliers and Manufacturers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cloth Nappy Groups - Nappy Libraries or Networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Organisations / Campaigns like Real Nappies for London	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not sure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefer not to say	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

**Do you have any further comments or feedback for us?**

**\* Which London Borough do you live in?**

**Would you like to unsubscribe from the voucher application process?**

Yes

No

If yes, please provide your surname and postcode that you wrote on the application form:

We will use your surname and postcode to locate your application on our database so that we can remove you from our system and stop contacting you. Please contact us if you would like to follow up with your application: [info@realnappiesforlondon.org.uk](mailto:info@realnappiesforlondon.org.uk) or 020 3150 2023.

**The survey has now finished. Please click 'done' to submit your survey.**