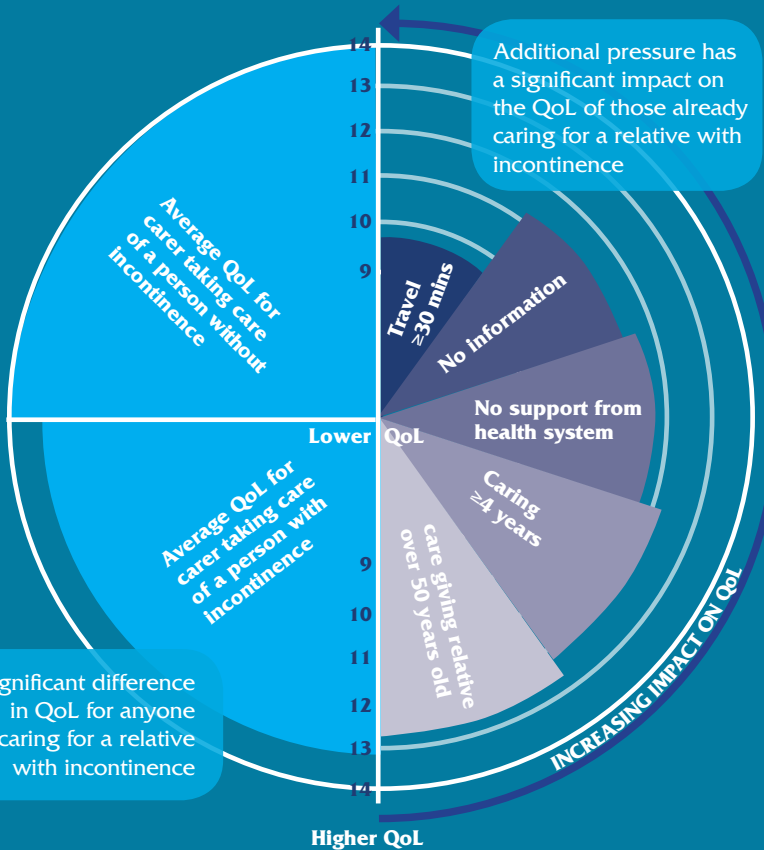


SERIOUS AND SIGNIFICANT IMPACT OF MANAGING INCONTINENCE ON THE CARING RELATIVE

Impact of care issues on the informal carer's quality of life (QoL)



Quality of Life study*: Ipsos in cooperation with Eurocarers, interviews conducted across Italy, data collected online, 5th- 15th Dec 2011.

Number of informal carers in Europe

1 figure equates to 10 million people

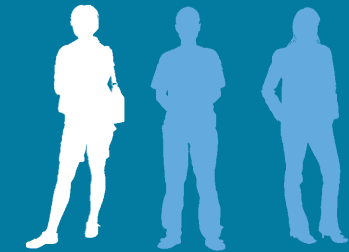
The population of Europe is 731 million



125 million of these are carers

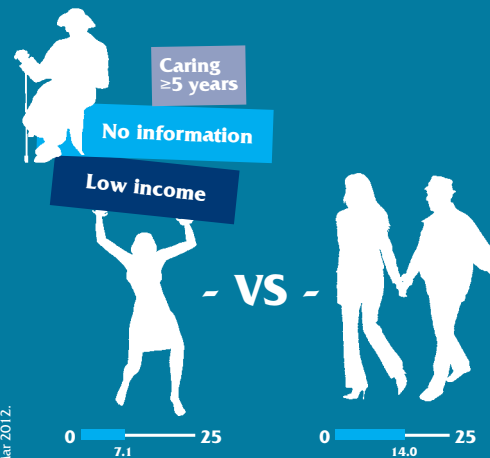
Anderson, R et al (2008). Second European Quality of Life Survey - Overview. European Foundation for the Improvement of Living and Working Conditions.

30% of all informal carers who care for someone 70+, care for a person with incontinence



Estimates by SCA Hygiene Products.

Identifying carers who need the most support: 1 in 5 people caring for a person with incontinence report a QoL score half that of the average carer



Quality of Life study*: Ipsos in cooperation with Eurocarers, interviews conducted across Italy, data collected online, 5th- 15th Dec 2011.
Global care giving relatives segmentation study. Ipsos in cooperation with SCA Hygiene Products, 7 countries (Brazil, China, France, Germany, Russia, Spain, USA) Oct 2011 - Mar 2012.

% of population aged 50+ reporting to be informal carers

- + Italy has the highest number of informal carers in Europe
- Sweden has the lowest number of informal carers in Europe

