**SERIOUS AND SIGNIFICANT IMPACT OF MANAGING INCONTINENCE ON THE CARING RELATIVE**

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

- **Average QoL for carer taking care of a person with incontinence**
- **Average QoL for carer taking care of a person without incontinence**
- **Travel ≥30 mins**
- **No information**
- **No support from health system**
- **Caring ≥3 years**
- **Caring ≥5 years**
- **Care giving relative over 50 years old**
- **Lower QoL**
- **Higher QoL**

Additional pressure has a significant impact on the QoL of those already caring for a relative with incontinence.

Significant difference in QoL for anyone caring for a relative with incontinence.

**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


**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

20% of ‘carers of a person with incontinence’ report a QoL score of 7.1

Carers of ‘a person without incontinence’ report a QoL score of 14.0

**% 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

**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.

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

20% of ‘carers of a person with incontinence’ report a QoL score of 7.1

Carers of ‘a person without incontinence’ report a QoL score of 14.0

Significant difference in QoL for anyone caring for a relative with incontinence.

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

**Estimates by SCA Hygiene Products.**