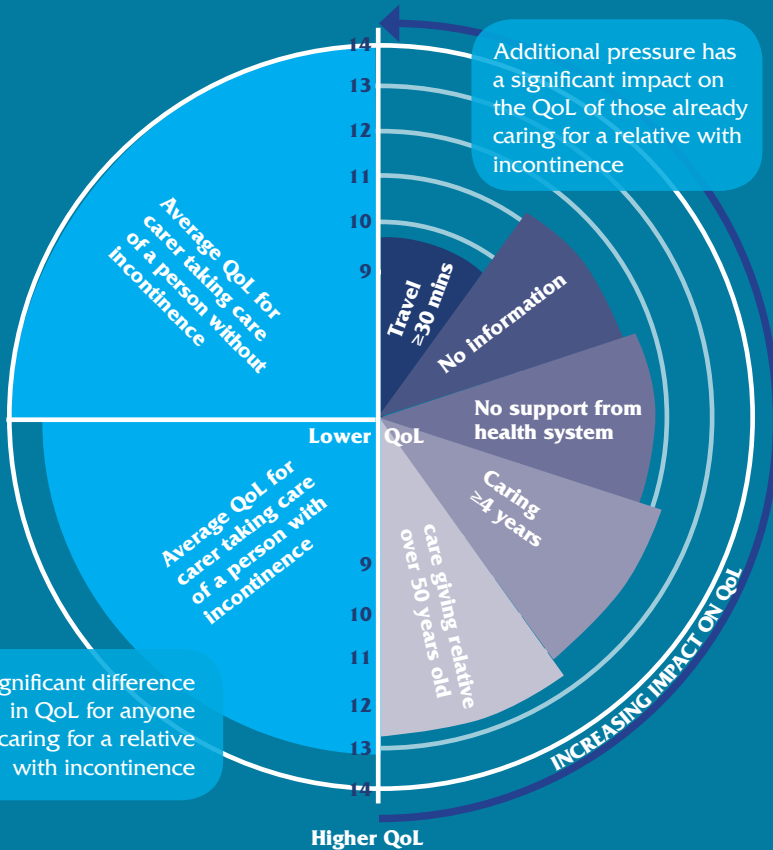


# SERIOUS AND SIGNIFICANT IMPACT OF MANAGING INCONTINENCE ON THE CARING RELATIVE

## 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

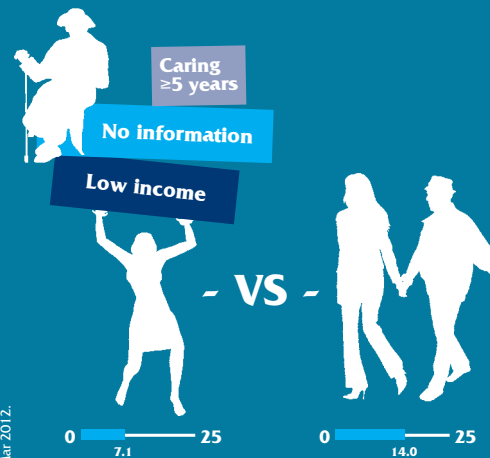
Anderson, R et al (2008). Second European Quality of Life Survey - Overview. European Foundation for the Improvement of Living and Working Conditions.

## 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



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

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

