

# DIAPER DIVIDE

## The Realities of Diaper Need

From our survey of over **1,000 participants**, we discovered the **distressing effects living without access to bladder and bowel care products** can have on people's lives. And it isn't just children and parents who are affected – **individuals with disabilities, adults, and seniors with incontinence** are all living in incontinence product need.



### Over 70%

of respondents **continuously struggle to afford** necessary incontinence products due to **rising costs and inaccessibility**.

## What If You Had to Choose...



### Hunger or Health?

Nearly **50%** of people **limit their food and fluid intake** because they can't afford to use another incontinence product.



### Heat or Health?

**66%** of those surveyed state they have to **choose between buying incontinence products and paying for other necessities**, such as food, electricity, transportation, bills, etc. on a frequent basis.

## What If It Were You?



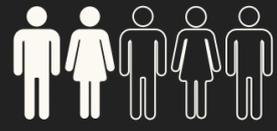
2 in 5

have experienced **severe health complications like UTIs, skin irritation, or worsened symptoms** because they did not have enough products.



1 in 2

people state they **have to stay home** due to not having enough products.



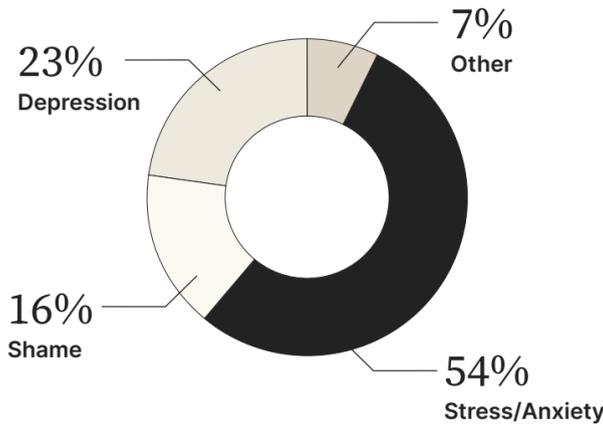
2 in 5

people have to **reuse incontinence products** for an extended period of time because they **can't afford to buy new ones**.

## The Effects on Mental Health

**72%** of people admit their **mental health has been negatively impacted** by needing diapers or caring for someone with incontinence.

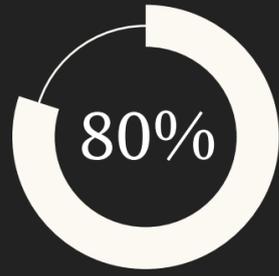
People reported feeling:



## What If Your Doctor Wouldn't Help You?



**60%** admit their **doctor has not provided any assistance** in acquiring products.



**Nearly 80%** of those surveyed wish there were more resources available to help them navigate incontinence and bladder problems, as well as more resources for caring for someone with incontinence.