

# Caring.com/TENA® Incontinence Survey

## Research Summary Report

### November 5, 2009

#### Overview

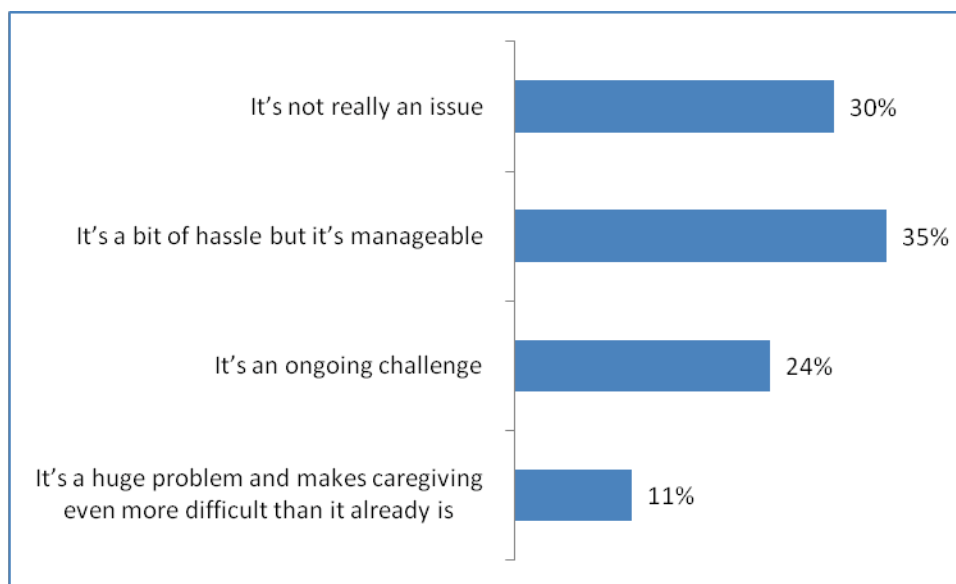
34 million Americans, one in two baby boomers, are taking care of an aging parent. Discussions with boomers show caregiving is impacting their emotional and physical health, finances and personal relationships. Activities associated with daily living issues, such as incontinence, take a particularly heavy toll on the caregiver, including emotional and physical stress. It is estimated that more than 25 million adults are affected by incontinence in the United States today, a number that is projected to increase as the baby boomer population ages.

A recent online survey by [Caring.com](http://Caring.com), a leading online destination for people caring for aging parents, and [TENA® \(www.tena.us\)](http://TENA.com), the worldwide leader in the management of bladder protection, looked to examine the impact of incontinence on the caregiver and found it to be a widespread issue among adults caring for aging loved ones. According to the research, 65% of Caring.com members are dealing with incontinence in a parent, grandparent or spouse.

A sensitive subject for both the caregiver and the person they're caring for, incontinence ranks among the most difficult conversations faced by people caring for aging parents, such as taking away the car keys and discussing finances.

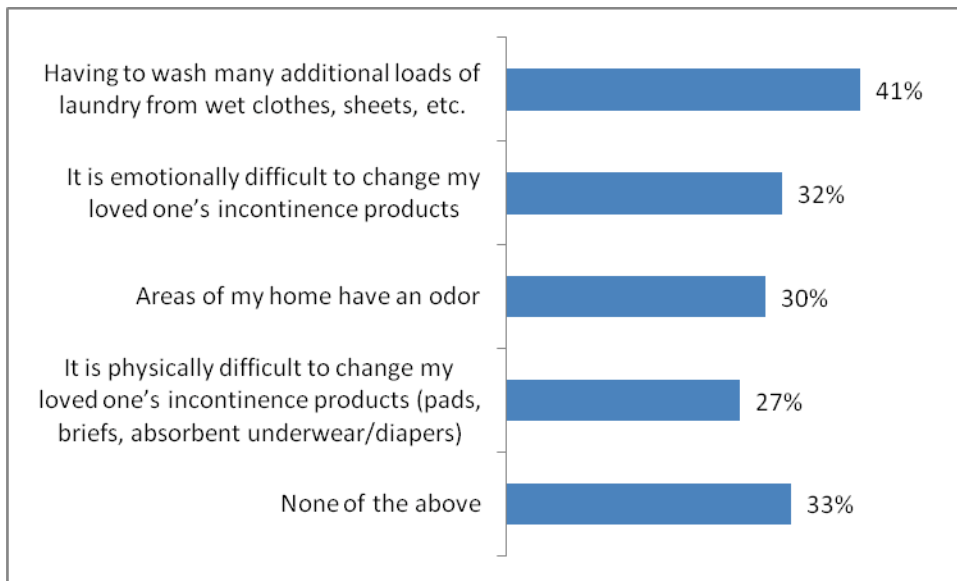
#### Key Findings

Caring for an elderly loved one who experiences incontinence puts a great deal of strain on caregivers. Nearly seventy percent report incontinence as an area of concern with their loved ones. About a third of caregivers who are dealing with incontinent loved ones find the situation difficult to handle, with about 1 in 10 considering it to be a huge problem.



*How easy or difficult is it for you to personally deal with your loved one's incontinence? (Check one.)*

Caregivers face a variety of issues related to their loved one's incontinence, including the emotional toll of having to change their own parents' incontinence products (such as pads, briefs or absorbent underwear).

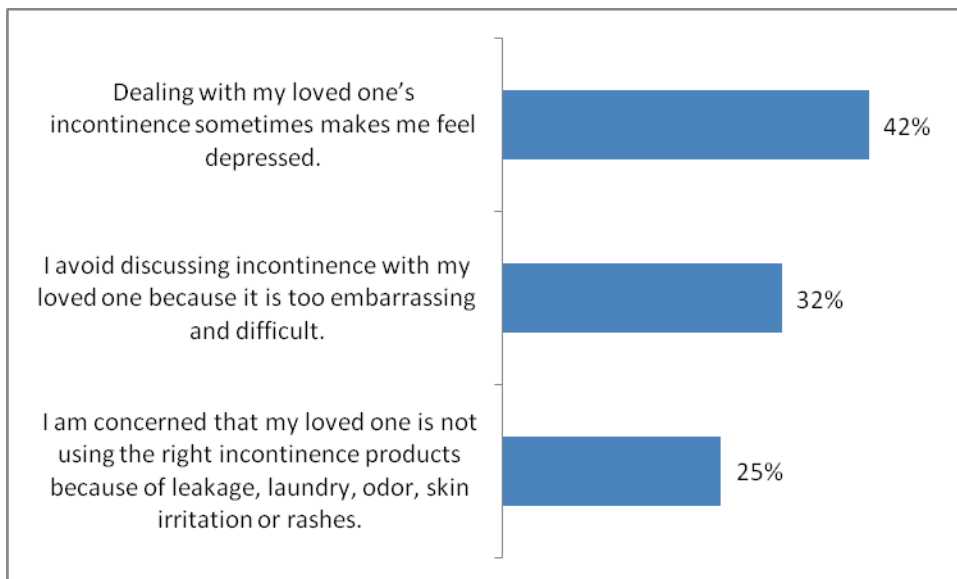


*Which of the following problems do you personally face as a caregiver when dealing with your loved one's incontinence? Please check all that apply. (Total adds to more than 100%.)*

Comments made by respondents, in their own words, regarding issues related to dealing with incontinence typically focused on the emotional aspects of the situation. Common themes included:

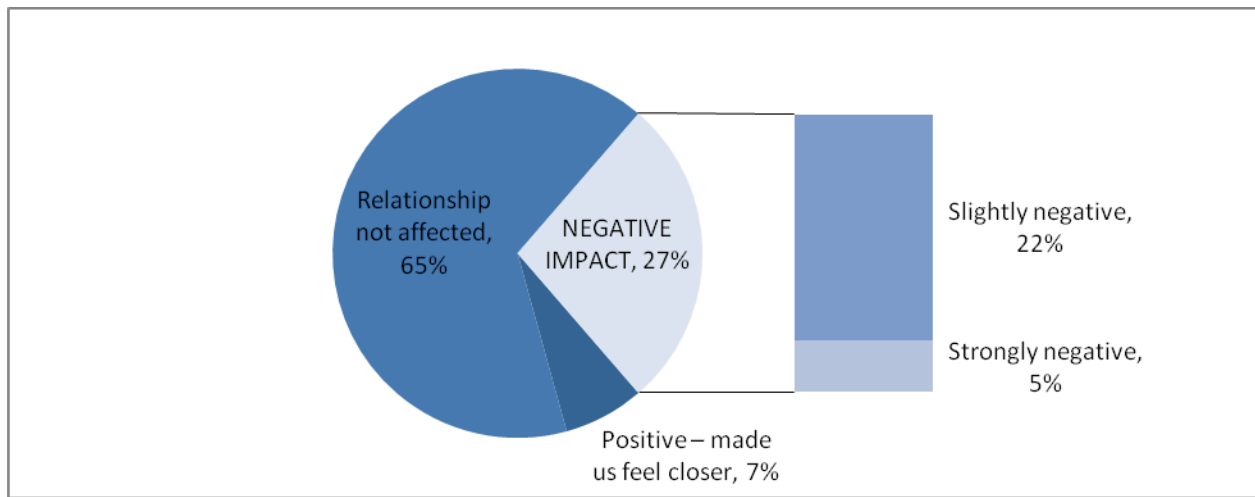
- Embarrassment/dignity/humiliation
- Isolation due to embarrassment
- Anger, frustration on part of the loved one

Dealing with incontinence takes a heavy toll on the caregiver, often causing emotional stress and pain, even to the point of depression.



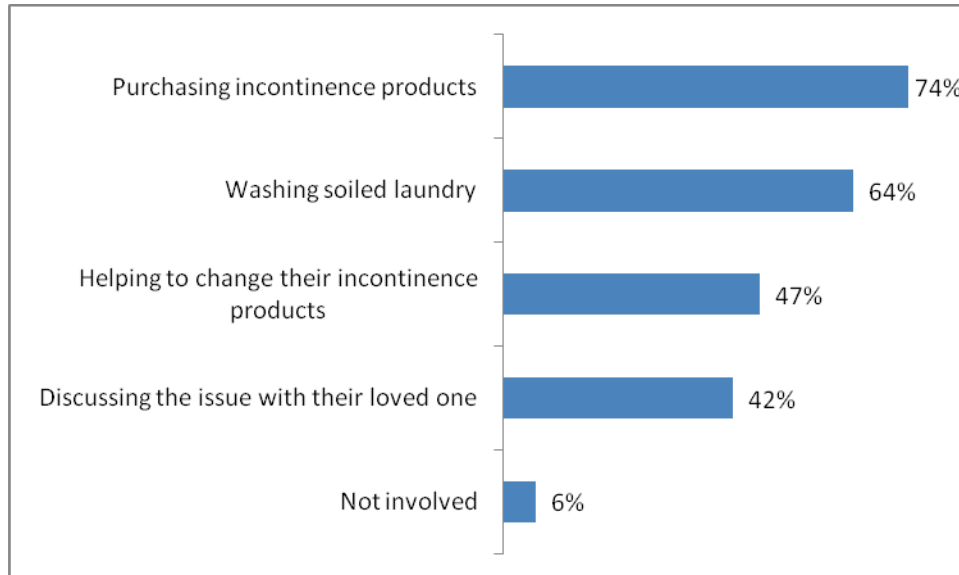
*Please specify your level of agreement with the following statements. Top-2 box shown: Strongly Agree or Somewhat Agree*

More than a quarter of respondents feel that incontinence has damaged their relationship with their loved one.



*How has your relationship with your loved one been affected by their incontinence?*

Caregivers are heavily involved with dealing with their loved ones' incontinence, and help out in a variety of ways.



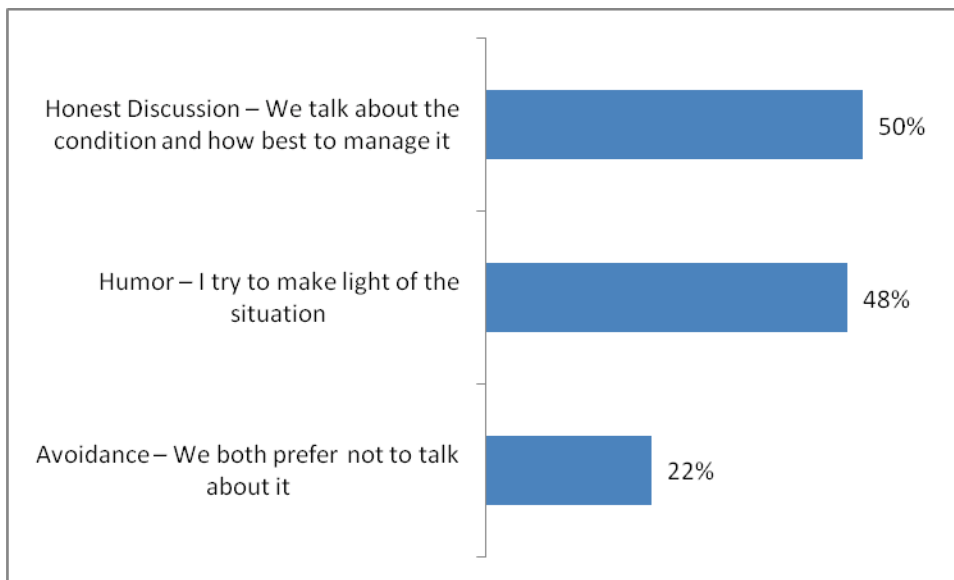
*How are you involved with helping your loved one with their incontinence-related issues? Please check all that apply.*

Respondents' lives have been negatively impacted by incontinence, causing stress, forcing them to stay home, and leading some to get professional assistance (home care or nursing home).

I worry/stress more about my loved one's comfort/health	53%
I spend more time caring for my loved one	49%
My overall stress level has increased	46%
I am unable to go away on vacation	31%
I have to stay home – unable to participate in social events, exercise, entertainment, etc.	29%
I feel embarrassed by the odors and stains caused by my loved one's incontinence	25%
I considered moving (or did move) my loved one to a nursing home	18%
I hired a homecare nurse or aide	17%
I argue with my loved one about how to properly manage their incontinence	14%
None of the above	22%

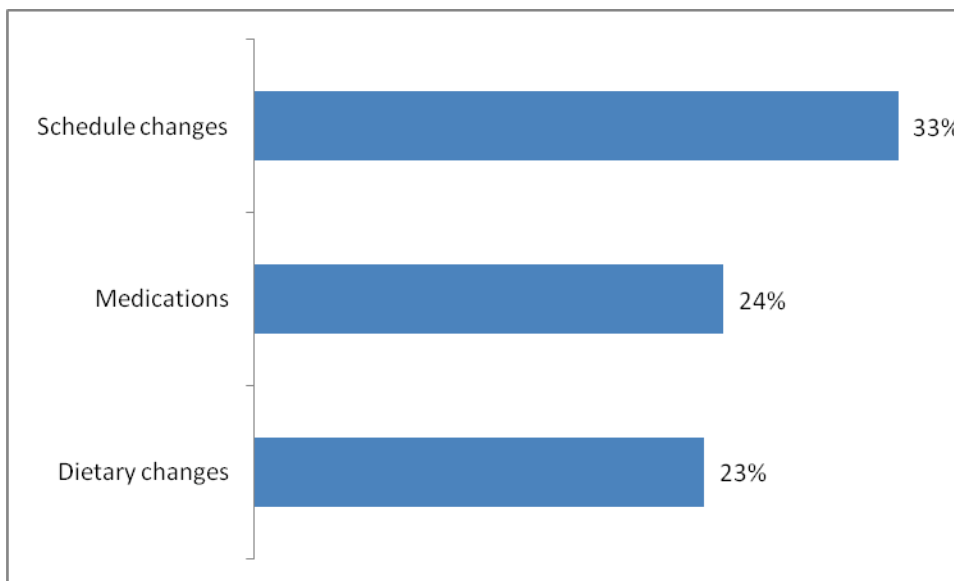
*As a result of your loved one's incontinence, how has your life been impacted? Please check all that apply.*

Respondents use a variety of techniques to cope with the emotional aspects of incontinence. While some use honest discussion and humor to cope, nearly a quarter avoid the topic altogether because it is too painful and embarrassing.



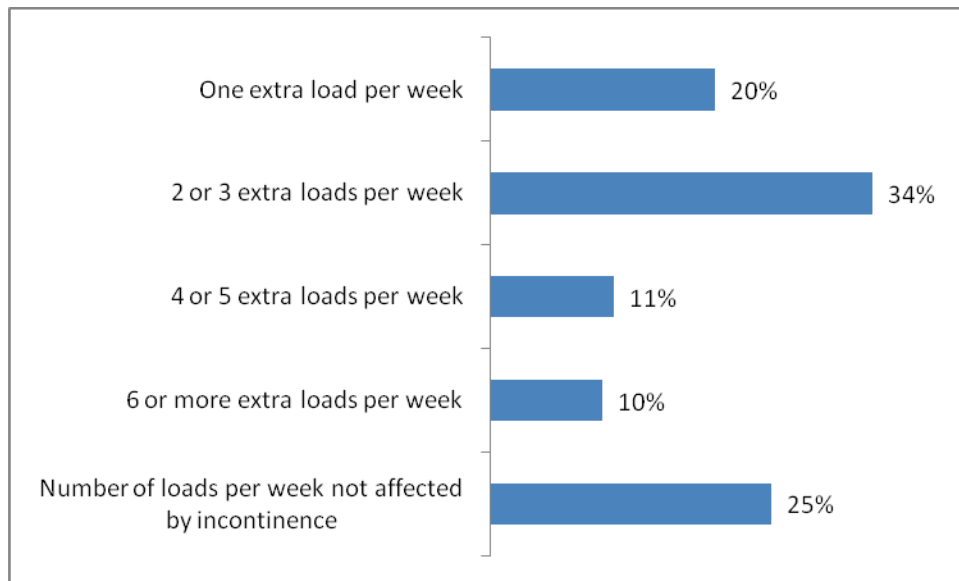
*Which of the following techniques have you used to try to cope with the emotional aspects of your loved one's incontinence? (Check all that apply)*

To try to cope with the physical aspects of incontinence, many have tried schedule changes, medications and dietary changes.



*Which of the following techniques have you used to try to cope with the physical aspects of your loved one's incontinence? (Check all that apply)*

One result of incontinence is additional laundry required. Three-quarters have to wash additional laundry as a result of incontinence, typically 2 or 3 additional loads per week, which could signify a need to find better solutions to manage the symptoms.



*About how much additional laundry has to be washed due to your loved one's incontinence? Choose one.*

## Methodology

The Caring.com/TENA® Incontinence Survey was conducted online among a national sample of Caring.com registered subscribers. The requirement to qualify to participate in the survey was currently caring and/or in the past cared for an elderly loved one with incontinence.

The online survey was conducted September 14 through September 28, 2009. The estimated interview length was five minutes. A total of 19,190 email invitations were sent, of which 1019 responded (5.3%). Of these, 563 were qualified against survey requirements and allowed to finish completing the interview. The unweighted base N= 563.

## Demographics

Eighty-five percent of survey respondents were female, 15% were male. Caregivers across the country completed the survey, including regional breakdown as follows: South - 32%, Northeast - 24%, West - 20%, Midwest - 19%, and Outside the US - 4%. Among survey respondents, 4 percent were age 40 or younger, 41% - age 41 to 54, 38% - age 55 to 64, and 17% - age 65 and older.

Other demographics: 55% were working (full-time, part-time or from home) and 17% had children under the age of 18 in household.

## Contact

Requests for information or questions about the Caring.com/TENA® Incontinence Survey can be directed to: Danielle Simmons, DMS Public Relations for Caring.com, (650) 991-8899 or [danielle@dmsprsf.com](mailto:danielle@dmsprsf.com) or Victoria Fort, Zeno Group for TENA®, include phone and e-mail.