

# PAMPERS SLEEP SURVEY

*One In Four Parents Are “Regularly” Disturbed By Their Baby  
Waking Up In The Middle Of The Night*

*Six In Ten Are Interested In Learning More To Help Establish  
Good Sleep Patterns For Their Child*



**Ipsos Reid**

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## PAMPERS SLEEP SURVEY

*One In Four Parents Are “Regularly” Disturbed By Their Baby Waking Up In The Middle Of The Night*

*Six In Ten Are Interested In Learning More To Help Establish Good Sleep Patterns For Their Child*

**Toronto, ON** – A new Ipsos Reid survey conducted on behalf of Pampers finds that one in four (23%) parents of children 0-5 years of age sleep is or was “regularly” disturbed by their baby waking up in the middle of the night. Another 36% is/are “sometimes” disturbed.

Six in ten (61%) parents are interested in obtaining more information to help them establish good sleeping patterns for their child, with two in ten (19%) that are “very interested.” Moreover, 6% of parents indicate that they don’t have enough information to help them establish good sleeping practices for their child.

So what do/did parents do to help their baby sleep or get back to sleep? Nearly all (95%) parents ensure that their baby’s diaper is dry and comfortable (85% do/did this “regularly”); 79% use music or sing to their baby (44% “regularly”); 74% walk or rock their baby (41% “regularly”); 49% of parents rub their baby’s stomach (16% “regularly”); and 44% give their baby a soother (29% “regularly”).

Virtually all parents think “a comfortable, dry diaper” (98%), “good feeding practices” (97%), “a relaxing bedtime routine” (95%), and “a comfortable crib and bedding” (95%) are/were important in ensuring that their baby has a restful night sleep. Another three in four (76%)



say “a quiet household” is/was an important factor in ensuring that their baby has a restful night sleep.

Finally, thinking of their baby’s healthy development, 96% of parents think a relaxing bedtime routine is important, with 65% who say it’s “very important.” In comparison, 100% thinks attention and interaction from loved ones is important (97% “very”); 99% think good feeding practices is important (85% “very”); 92% think access to quality toys and other play items is important (45% “very”); and 90% think interactions with other babies is important (49% “very”).

*These are the findings of an Ipsos Reid/Pampers poll conducted from September 8<sup>th</sup> to September 12<sup>th</sup>, 2005. For the survey, a representative randomly selected sample of 581 adult Canadian parents of children 0-5 years of age was interviewed online. Parents were asked to refer to their child 0-3 years of age or think back to when their child was this age. If respondents were parents of more than one child 0-5 years of age, they were asked to refer to their youngest child. With a sample of this size, the results are considered accurate to within  $\pm 4.1$  percentage points, 19 times out of 20, of what they would have been had the entire population of adult Canadian parents of children 0-5 been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample’s regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.*



## ***One In Four Parents Are “Regularly” Disturbed By Their Baby Waking Up In The Middle Of The Night***

One in four (23%) parents of children 0-5 years of age sleep is/was “regularly” disturbed by their baby waking up in the middle of the night; another 36% is/are “sometimes” disturbed. In comparison one-third (33%) say they are/were “seldom” disturbed and 7% “never” disturbed.

- Moms are more likely than dads to say they are “regularly” disturbed (29% vs. 17%).

## ***Six In Ten Are Interested In Learning More To Help Establish Good Sleep Patterns For Their Child***

Six in ten (61%) parents are interested in obtaining more information to help them establish good sleeping patterns for their child (19% “very interested” and 42% “somewhat interested”). Conversely, 39% are not interested (26% “not very interested” and 13% “not at all interested”).

Moreover, 6% of parents indicate that they don’t have enough information to help them establish good sleeping practices for their child. Six in ten (60%) say they have “enough” and one-third (33%) say they have “more than enough information.”



## ***So, What Do/Did Parents Do To Help Their Baby Sleep Or Get Back To Sleep?***

Nearly all (95%) parents ensure that their baby's diaper is dry and comfortable (85% "regularly" and 10% "sometimes"). In comparison, 3% "seldom" ensure that their baby has a dry and comfortable diaper to help their baby sleep or get back to sleep and 2% "never" do this.

Eight in ten (79%) parents use music or sing to their baby to help them sleep (44% "regularly" and 35% "sometimes"). Fifteen percent "seldom" use music or sing to their baby to help them sleep and 6% "never" do so.

Three in four (74%) parents walk or rock their baby to help them sleep or get back to sleep (41% "regularly" and 34% "seldom"). In comparison, 19% "seldom" do so and 6% "never" rock or walk their baby to help them sleep.

Half (49%) of parents rub their baby's stomach to help them sleep (16% "regularly" and 33% "sometimes"), while half do not (34% "seldom" and 17% "never").

Forty-four per cent of parents give their baby a soother to help them sleep or get back to sleep (29% "regularly" and 14% "sometimes"). One in seven (14%) parents "seldom" do this and 42% "never" give their baby a soother to help them sleep.



## ***What Factors Are Important To Parents In Ensuring That Their Baby Has A Restful Night's Sleep?***

Virtually all parents (98%) think “a comfortable, dry diaper” are/were important in ensuring that their baby has a restful night sleep (81% “very important” and 17% “somewhat important”). Two percent of parents do not think this is important (1% “not very important” and 1% “not at all important”).

- Moms are more likely than dads to think a dry and comfortable diaper is “very important” in ensuring a restful night sleep for their baby (86% vs. 75%).

Ninety-seven percent of parents think “good feeding practices” are/were important in ensuring that their baby has a restful night sleep (75% “very important” and 23% “somewhat important”). Conversely, 3% say it’s not important (2% “not very important” and 1% “not at all important”).

Ninety-five percent of parents think “a relaxing bedtime routine” are/were important in ensuring that their baby has a restful night sleep (65% “very important” and 30% “somewhat important”), while 5% say it’s “not very important.”

Ninety-five percent of parents think “a comfortable crib and bedding” are/were important in ensuring that their baby has a restful night sleep (67% “very important” and 28% “somewhat important”). Five percent does not think this is important (4% “not very important” and 1% “not at all important”).

Three in four (76%) parents say “a quiet household” is/was an important factor in ensuring that their baby has a restful night sleep (33% “very important” and 44% “somewhat

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important"). One in four (24%) don't think "a quiet household" is/was an important factor (21% "not very important" and 2% "not at all important").

### ***And, What Factors Are Important To Their Baby's Healthy Development?***

Thinking of their baby's healthy development, 96% of parents think "a relaxing bedtime routine" is/was important (65% "very important" and 31% "somewhat important"), while 4% say it's "not very important."

- Moms are more likely than dads to think a relaxing bedtime routine is/was "very important" to their baby's healthy development (70% vs. 59%).

All parents (100%) think "attention and interaction from loved ones" is/was important to their baby's healthy development (97% "very important" and 3% "somewhat important").

Parents (99%) think "good feeding practices" is/was important to their baby's healthy development (85% "very important" and 14% "somewhat important"). One percent say it's "not very important."

- Moms are more likely than dads to think good feeding practices is/was "very important" to their baby's healthy development (91% vs. 79%).

Nine in ten (92%) parents think "access to quality toys and other play items" is/was important to their baby's healthy development (45% "very important" and 47% "somewhat important"). Conversely, 8% do not think it's important (7% "not very important" and 1% "not at all important").



Nine in ten (90%) think “interactions with other babies” is important to their baby’s healthy development (49% “very important” and 41% “somewhat important”). One in ten (10%) do not think it’s important (9% “not very important” and 1% “not at all important”).

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