



Canadians' Use of Personal Care Products in Children 0-36 Months

Findings Report

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A handwritten signature in black ink, appearing to read "Brad Griffin". The signature is stylized and written in a cursive-like font.

Brad Griffin, President
Ipsos Public Affairs
Signed on March 28, 2025

Canadians' Use of Personal Care Products in Children 0-36 Months

Final Report

This public opinion research report presents the results of an online survey conducted by Ipsos Public Affairs on behalf of Health Canada. The research study was conducted with n=1,220 caregivers in Canada of children ages 0-36 months from January 31 to February 12, 2025.

Cette publication est aussi disponible en français sous le titre : Utilisation de produits de soins personnels chez les enfants de 0 à 36 mois au Canada.

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Executive Summary

Introduction and Background

This research study gathers information about the use of personal care products for children aged 0-36 months in Canada. The study aims to inform Health Canada's risk assessment process for estimating human exposures to chemicals in select products available to consumers, particularly for young children where data gaps exist. This information is also important for understanding potential cumulative exposures, as opposed to a substance-by-substance approach. The research supports the Minister of Health's commitment to protect Canadians from harmful chemicals as part of strengthening the Canadian Environmental Protection Act, 1999 (CEPA), which includes examining cumulative effects in vulnerable populations.

Research Objectives

The primary objectives of this research are to identify how certain personal care products may be used in combination by parents/primary caregivers for children aged 0-36 months, determine the frequency of use, amount applied, area of application, and other use patterns. Additionally, the study seeks to ascertain caregivers' opinions when selecting personal care products for their children.

Overview of Methodology

An online survey was conducted with a sample of n=1,220 caregivers in Canada of children aged 0-36 months, distributed evenly across three age groups: 0-12 months, 13-24 months, and 25-36 months. To ensure broad representation of caregivers of children aged 0-36, quotas were set by age and gender of the caregiver and by region to align with the latest Statistics Canada census data. The quotas were reasonably well achieved such that the composition of the sample did not need to be weighted to improve the representativeness of the sample. Therefore, the sample was as representative as possible. In total, n=782 female and n=435 male caregivers completed the survey. A total of n=3 provided another response or preferred not to answer. The age distribution of caregivers was n=653 aged 18-34, n=502 aged 35-44, and n=65 aged 45 and older. Regionally, there were n=460 respondents from Ontario, n=335 from Quebec, n=150 from Alberta, n=125 from BC/Territories, n=83 from Manitoba/Saskatchewan, and n=67 from Atlantic Canada.

Quotas were also set on the age of the children to ensure large enough sample sizes to analyze personal care use across the continuum of ages 0-36 months. In total, the distribution of the sample by age of children was as follows: n=403 children aged 0-12 months, n=409 children aged 13-24 months, and n=408 children aged 25-36 months. Among children 0-12 months, n=203 were boys and n=198 were girls with n=2 mentions of prefer not to say the child's gender. For children 13-24 months, n=216 were boys and n=192 were girls with n=1 mention of prefer not to say the child's gender. Among 25-36 months age groups, n=233 were boys and n=175 were girls.

The survey, available in English and French, examined the use of 26 different personal care products. The research was conducted from January 31 to February 12, 2025. The survey was approximately 20 minutes in length. The sample was drawn from a non-probability online panel. As such, no sampling error has been

calculated. Despite being as representative as possible of the population of caregivers, since the sample was drawn from an online panel, data from the survey should not be extrapolated out to the caregiver population.

Summary of Key Findings

USE OF CARE PRODUCTS

The research study reveals distinct patterns in the use of personal care products for children aged 0-36 months in Canada.

Overall Product Use

Shampoo emerges as the most widely used product, with 80% of caregivers using it at least once per week for their children. Baby wipes (disposable, for the buttocks) (used by 70% of caregivers), toothpaste (68%), diaper cream/ointment (57%), and body lotion (54%) complete the top five most used products. Less frequently used items include hair mousse (used by 11% of caregivers), hair gel (14%), and leave-in hair products (used by 13-17% of caregivers).

Product use patterns vary significantly by age group. For children aged 0-12 months, baby wipes (disposable, for buttocks) are most common (used by 77% of caregivers), followed by shampoo (75%) and diaper cream/ointment (69%). For children aged 13-24 months, shampoo leads (used by 81% of caregivers), followed closely by toothpaste (79%) and baby wipes (disposable, for the buttocks) (68%). For children aged 25-36 months, toothpaste becomes the most prevalent (used by 88% of caregivers), followed by shampoo (83%) and baby wipes (disposable, for the buttocks) (65%).

Several products show clear trends in use as children age. Products increasing in use include toothpaste (from 36% of children aged 0-12 months to 88% of children aged 25-36 months), bath bubble (26-43%), lip balm (15-39%), rinse-out conditioner (17-34%), hand cleanser cream (11-31%), and leave-in detangler spray (7-18%). Diaper cream/ointment is the one product that decreases the most as children grow (from 69% of children aged 0-12 months to 43% of children aged 25-36 months).

HOW OFTEN A PRODUCT IS USED EACH DAY

The survey findings reveal distinct patterns in the daily frequency of personal care product use for children aged 0-36 months. These patterns can be categorized into high-frequency use (multiple times per day), moderate use (once or twice daily), and less frequent use.

High-Frequency Use

Disposable wipes emerge as the most frequently used products throughout the day. Wet wipes (disposable) are used 4.4 times per day on average when changing diapers, while baby wipes (disposable, for the buttocks) are used 5.0 times daily when changing diapers. This high frequency underscores their importance in daily childcare routines. Hand and face care products also show frequent daily use. Caregivers apply lip balm 2.4 times per day on average, while

hand cleansers (both cream and bar forms) are used about 2.5 to 2.7 times daily. Diaper cream/ointment is applied 2.7 times per day on average, reflecting its crucial role in preventing and treating diaper rash.

Moderate Use

Hair care products are used moderately throughout the day. Leave-in conditioners and detanglers, in both spray and cream forms, are used between 1.8 to 2.0 times daily. Hair styling products like mousse and gel are used with similar frequency. Hair oil is used slightly less, at 1.7 times per day on average. Body care products show varied use in this category. Body moisturizers and creams are used 1.6 to 1.8 times daily, while body cleansers (both cream and gel forms) are used 1.7 and 1.4 times per day, respectively. Toothpaste falls into this category as well, used 1.8 times per day on average, likely corresponding to morning and evening brushing routines.

Less Frequent Use

Some products are typically used only once per day. Shampoo is used less frequently than other products, averaging 1.2 times per day. Bath products such as bath bubble (1.3 times per day) and bath oil (1.7 times per day) are used less often compared to other products, likely aligning with daily bathing routines.

The frequency of product use also changes as children age. Wet wipes (disposable) use when changing diapers decreases from 4.8 times per day for children aged 0-12 months to 4.6 times for children aged 13-24 months and to 3.8 times for children aged 25-36 months. Hand cleanser (cream) use increases from 2.0 times per day for children aged 0-12 months to 2.8 times per day for children aged 13-24 and 25-36 months. Diaper cream/ointment use remains steady at 2.8 times per day for children aged 0-24 months, then decreases to 2.4 times for children aged 25-36 months.

Some products show more noticeable changes across age groups. Leave-in conditioner (spray) use increases from 1.6 times per day for children aged 0-12 months to 2.6 times for children aged 13-24 months, then decreases back to 1.6 times for children aged 25-36 months. Body cream use increases from 1.6 times per day for children aged 0-12 months to 2.2 times for children aged 13-24 months, then returns to 1.6 times for children aged 25-36 months.

AMOUNT OF PRODUCT TYPICALLY USED PER APPLICATION

This section examines how much of each product is typically used in a single application and the total average amount used daily, considering how often the product is applied.

Products with High Daily Amount

Disposable wipes are used in the largest quantities daily. Wet wipes (disposable) top the list with 20.1 wipes used per day on average (3.9 wipes per use, 4.4 times daily). Baby wipes (disposable, for the buttocks) follow closely at 18.4 wipes daily (3.6 wipes per use, 5.0 times daily). Among creams and lotions, body

cream has the highest daily amount at 12.7 grams (6.7 grams per use, 1.8 times daily), followed by body lotion at 10.9 grams (6.7 grams per use, 1.6 times daily). Massage oil also shows a significant daily amount at 11.3 grams (5.0 grams per use, 1.9 times daily).

Products with Moderate Daily Amount

Body cleansers show moderate daily amount. Gel cleansers total 8.5 grams per day (6.1 grams per use, 1.4 times daily), while cream cleansers amount to 5.9 grams daily (3.2 grams per use, 1.7 times daily). Hair care products, though used in smaller amounts per application, add up due to multiple daily uses. Leave-in conditioner (spray) totals 7.3 sprays per day (2.9 sprays per use, 2.0 times daily), and leave-in detangler spray amounts to 8.0 sprays daily (3.2 sprays per use, 2.0 times daily). Rinse-out conditioner has a daily amount of 6.3 grams (3.6 grams per use, 1.4 times daily). Hand cleanser cream totals 6.3 grams daily (2.1 grams per use, 2.7 times daily).

Products with Lower Daily Amount

Some products, despite regular use, have lower total daily amounts due to smaller per-application quantities. Shampoo totals 3.4 grams daily (2.5 grams per use, 1.2 times daily). Diaper cream/ointment amounts to 5.6 grams daily (2.0 grams per use, 2.7 times daily). Leave-in hair products in cream form have lower daily totals: Leave-in conditioner (cream) at 5.4 grams (2.8 grams per use, 1.8 times daily) and leave-in detangler cream at 4.0 grams (1.8 grams per use, 1.9 times daily). Body moisturizer (oil) totals 4.1 grams daily (2.2 grams per use, 1.8 times daily). Toothpaste, used in very small amounts, totals 0.9 grams per day (0.4 grams per use, 1.8 times daily). Lip balm is applied 4.3 times daily (1.6 swipes per use, 2.4 times daily).

AREAS OF PRODUCT APPLICATION ON THE BODY

The survey explored where on the body various products are applied, revealing both expected and unexpected patterns. Many products are applied widely across the body. Body creams and lotions, for instance, are primarily used on legs (87-88%) and arms (83-87%), with significant application to the torso (61-66%) and hands (64-65%). Body cleansers, both cream and gel forms, show similar widespread use, with 85-86% application on arms and legs, and 64-75% on the torso.

Interestingly, shampoo is often used beyond just the hair, with 82% using it on hair and 43% applying it to the head as expected, but about 20% using it on other body parts like arms, legs, and torso. This suggests many caregivers use shampoo as a multi-purpose cleansing product.

Baby wipes (disposable, for the buttocks) show versatile use, commonly used on hands (52%), buttocks (37%), and the mouth area (36%), while wet wipes (disposable) are primarily used on the buttocks (59%) and hands (49%). Some products meet expected application areas, such as hand cleansers being primarily used on hands (70-80%), though they're also applied to arms and legs. Baby or talcum powder is mainly used on the buttocks (67% for powder) but is also applied to other areas such as arms (31%) and legs (30%).

CAREGIVERS' ATTITUDES TOWARD CHILDREN'S PERSONAL CARE PRODUCTS

A large majority of caregivers in Canada (81%) check for use restrictions, such as age recommendations, when buying products like toothpaste or lotions for their child. This high level of safety consciousness is reflected in product selection, with a significant majority (70%) preferring to use products specifically designed for children. Only three in ten caregivers (30%) report using personal care products for their child that are not specifically labeled for infants or children.

When it comes to brand preferences, just over half of caregivers (56%) usually buy the same brand across different personal care products, indicating a moderate degree of brand loyalty. The survey also reveals perceptions about product labeling and formulation. Over half of caregivers (55%) believe that personal care products labeled as 'natural' or 'green' are safer.

PERSONAL CARE PRODUCTS USED IN COMBINATION

On a given day, most (92%) caregivers of children aged 0-36 months use two or more personal care products. Notably, there is a trend that caregivers tend to increase the number of products used when children are over 12 months old. For children aged 0-12 months, 74% of caregivers use three or more products on a given day. This figure increases to 81% for the 13-24 months age group. However, this trend does not continue into the 25-36 months age group, where the percentage of caregivers using two or more products holds steady at 84%.

Larger increases in usage are observed between caregivers of children 0-12 months and those caring for children 13-24 months when more products are used in combination. When examining the use of five or more personal care products, there is a significant increase between the age groups of 0-12 months and 13-24 months. Forty-three percent of caregivers of children aged 0-12 months use five or more personal care products, which jumps to 57% for the 13-24 months age group, reflecting a substantial 15 percentage point increase. However, from the age of 13-24 months to 25-36 months, this figure remains at 57%, indicating no difference.

Among caregivers of children aged 0-12 months, the pair of products used most frequently on a given day are baby wipes (disposable, for the buttocks) and diaper cream, of which 44.6% of caregivers use in a day. The combination of baby wipes (disposable, for the buttocks) and body cream/body lotion are used almost as frequently at 42.6%. Nearly half of caregivers of children aged 13-24 months use two specific products in a day (46.2%): toothpaste and baby wipes (disposable, for the buttocks). Toothpaste and body cream/body lotion (41.7%) and toothpaste and shampoo (41.3%) are combinations used almost as frequently. Nearly one-third (31.6%) use toothpaste, body cream/lotion and baby wipes (disposable, for the buttocks) on a given day and 22.1% use toothpaste, body cream/lotion, baby wipes (disposable, for the buttocks, and shampoo.

For children aged 25-36 months, caregivers also most commonly use toothpaste and baby wipes (disposable, for the buttocks) in a day (49.2%). Three in ten (29.9%) use toothpaste, shampoo and body cream/body lotion. Adding baby wipes (disposable, for the buttocks) to these three products renders the most common four product combination (19.4%).

1. Introduction

1.1 Background

An important source of information to inform the potential exposure of individuals within the Canadian population to chemicals includes how products available to consumers are used. Product use information gathering is an integral step in the risk assessment process for the estimation of human exposures to chemicals within Health Canada's Existing Substances Risk Assessment Bureau (ESRAB). When available, existing literature on the use patterns of certain products is used to inform the potential exposure of people living in Canada to chemicals in these products; however, for certain products and/or age groups there is limited data available to support exposure characterization. Even more limited is information on which products are used together in each day. When information on the use of consumer products in Canada is unavailable, information or surveys from other countries may be considered. However, it is uncertain how accurate or representative product use information from other countries may be.

To help protect individuals within the Canadian population from potential risks posed by chemicals present in personal care products, a joint survey project has been proposed in collaboration with the Dutch government to better understand the use of personal care products in children aged 0-36 months. This age group presents a critical data gap both in Canada and internationally in terms of understanding how personal care products are used in combination with other products. The survey allows researchers to better understand what products are used together, to estimate the potential of cumulative exposures. This regulatory initiative would help support the [Minister of Health](#)'s commitment to protect Canadians from harmful chemicals as part of strengthening the *Canadian Environmental Protection Act, 1999* (CEPA). Based on recent amendments to CEPA this includes examining cumulative effects in vulnerable populations.

A survey developed by the Dutch National Institute for Public Health and the Environment (RIVM) was adapted for use in Canada looking at similar products and age groups. Independent surveys were launched in Canada and the Netherlands, using similar survey methodology (e.g. the types of products examined, targeted age groups, timing of survey, questions and format) enabling a comparison of findings between both countries. This report discusses the main topline findings from the Canadian survey.

1.2 Research Objectives

The primary objective of the research is to collect information about the use of certain personal care products for children aged 0-36 months. The specific objectives of the research are as follows:

- Identify personal care products used in combination by parents/primary caregivers for their children aged 0-36 months ('primary caregiver' screening criteria with the development of the survey instrument).

- Determine the frequency of use, the amount of product applied, the area of skin in contact with the product, and other patterns of use for personal care products.
- Ascertain the opinions of parents/primary caregivers when selecting personal care products for use in children, including views on safety and consumer preferences.

1.3 Survey Methodology

An online survey was conducted with a sample of n=1,220 caregivers in Canada of children aged 0-36 months, distributed evenly across three age groups: 0-12 months, 13-24 months, and 25-36 months. To ensure broad representation of caregivers of children aged 0-36, quotas were set by age and gender of the caregiver and by region to align with the latest Statistics Canada census data. The quotas were reasonably well achieved such that the composition of the sample did not need to be weighted to improve the representativeness of the sample. The demographic and regional breakdown of the caregiver sample is provided below. Comparisons with Statistics Canada proportions are provided in the Appendix.

| Demographic | Sample size (n) |
|-------------------------------------|------------------------|
| Gender of caregiver | (n) |
| Male | 435 |
| Female | 782 |
| Another gender/prefer not to answer | 3 |
| Age of caregiver | (n) |
| 18-34 years | 653 |
| 35-44 years | 502 |
| 45+ years | 65 |
| Region of caregiver | (n) |
| British Columbia/Territories | 125 |
| Alberta | 150 |
| Manitoba/Saskatchewan | 83 |
| Ontario | 460 |
| Quebec | 335 |
| Atlantic | 67 |

Quotas were also set on the age of the children to ensure large enough sample sizes to analyze personal care use across the continuum of ages 0-36 months. The distribution of the sample by age of children is provided below.

| Age of child | Sample size Boy (n) | Sample size Girl (n) | Prefer not to say (n) | Total Sample size (n) |
|--------------|---------------------|----------------------|-----------------------|-----------------------|
| 0-12 months | 203 | 198 | 2 | 403 |
| 13-24 months | 216 | 192 | 1 | 409 |
| 25-36 months | 233 | 175 | 0 | 408 |

The sample was drawn from a non-probability online panel. As such, no sampling error has been calculated. Despite being as representative as possible of the population of caregivers, since the sample was drawn from an online panel, data from the survey should not be extrapolated out to the caregiver population. The survey was conducted in both English and French, allowing respondents to choose their preferred official language. On average, the survey took less than 20 minutes to complete the survey which examined the use of 26 different personal care products. A formal pre-test of the survey was conducted on January 31st, 2025, with 40 completions (22 in English and 18 in French), and no issues were flagged. The survey was launched and administered from February 3rd to 12th, 2025.

The survey was approximately 20 minutes in length. The participation rate for the survey, that is the percentage who responded to the survey upon being invited to complete it, utilized the Government of Canada standard definition and was calculated to be 68%. Ipsos partnered with Canadian Viewpoint Inc., a diversely sourced and actively maintained panel of approximately 300,000 active panelists of Canadian adults, for data collection. The survey instrument consisted of a series of closed-ended and open-ended questions designed in consultation with the Health Canada Project Authority. The survey was pre-tested to identify any potential problems prior to full implementation. No issues were flagged.

More details on the methodology have been provided in the Appendix.

2. Detailed Findings

2.1 Prevalence and Patterns of Child Care Product Use

This section examines the use of various care products for children aged 0-36 months over a period of 7 days. The survey measured the use of 26 different products.

2.1.1 Overall Product Use

2.1.1.1 Product Usage by 0-36-month-olds Combined

Caregivers are using a variety of products to tend to their children's skincare and hygiene needs. Some personal care products are more commonly used than others when caring for children aged 0-36 months. As shown in Table 1, the survey found that four fifths (80%) of caregivers use shampoo at least once per week, it is the most widely used product out of the 26 products measured. Seven in ten (70%) caregivers use baby wipes (disposable, for the buttocks), making it the second most used product. Toothpaste is the third most popular product, used by 68% of caregivers. Diaper cream/ointment is used by 57% of caregivers. Body lotion follows closely, with 54% of caregivers using it. Other frequently used products include body cleanser in gel form (41%), body cream (40%), and disposable wet wipes (40%). Around one third (36%) of caregivers use bath bubble, while body cleanser in cream form is used by 31%, rounding out the top ten most frequently used products. Other childcare products are used less by caregivers. Hair styling products have lower use. Only 11% of caregivers use hair mousse, and 14% use hair gel. Leave-in hair products, such as conditioners and detanglers, also have relatively low use, with each being used by 13-17% of caregivers.

Table 1 Products in Order of Most to Least Commonly Used

| Product | % Used |
|---|---------------|
| Shampoo | 80% |
| Baby wipes (disposable, for the buttocks) | 70% |
| Toothpaste | 68% |
| Diaper cream/ointment | 57% |
| Body lotion | 54% |
| Body cleanser (gel) | 41% |
| Body cream | 40% |
| Wet wipes (disposable) | 40% |
| Bath bubble | 36% |
| Body cleanser (cream) | 31% |
| Lip balm | 29% |
| Ointment or balm for chapped cheeks or dry skin | 28% |
| Rinse-out conditioner | 28% |
| Hair oil | 24% |
| Hand cleanser (cream) | 22% |
| Body moisturizer (oil) | 20% |

| Product | % Used |
|------------------------------|--------|
| Baby or talcum powder | 18% |
| Leave-in conditioner (cream) | 17% |
| Hand cleanser (bar) | 17% |
| Bath oil | 16% |
| Massage oil | 16% |
| Leave-in detangler (spray) | 15% |
| Hair gel | 14% |
| Leave-in conditioner (spray) | 13% |
| Leave-in detangler (cream) | 13% |
| Hair mousse | 11% |

Survey reference: Q12 Indicate which products you (and/or your partner) have used in caring for your child on the entire day(s) that you have cared for your child? Select all that apply. Base: All respondents (n=1220).

2.1.1.2 Product Usage by Age of Children

As shown in Table 2, for children aged 0-12 months, Baby wipes (disposable, for the buttocks) (77%) are the most frequently used product. Shampoo (75%) follows closely, while diaper cream/ointment (69%) rounds out the top three. Body lotion (58%) and body cleanser in gel form (41%) are also commonly used. Body cream (39%) and toothpaste (36%) are used less frequently. The list of top products for this age group is completed by disposable wet wipes (35%), body cleanser in cream form (33%), and ointment or balm for chapped cheeks or dry skin (28%).

For children aged 13-24 months, shampoo (81%) becomes the most frequently used product. Toothpaste (79%) follows closely, indicating an increased focus on oral care. Baby wipes (disposable, for the buttocks) (68%) are still widely used, as is diaper cream/ointment (58%). Body lotion (55%), disposable wet wipes (42%), and body cleanser in gel form (41%) continue to be popular. Bath bubble (39%) is used more frequently from this age onwards.

The top ten list is rounded out by body cream (38%), and lip balm (34%). For children aged 25-36 months, toothpaste (88%) becomes the most frequently used product. Shampoo (83%) remains highly used. Baby wipes (disposable, for the buttocks) (65%) are still popular, followed by body lotion (50%). Bath bubble and diaper cream/ointment share the same use rate (43% each). Body cream (42%) is also commonly used, and disposable wet wipes (41%) and body cleanser in gel form (41%) are equally popular. Lip balm (39%) completes the list of top ten products for this age group.

Table 2 Products in Order of Most to Least Commonly Used by Age Group: 0-12, 13-24, and 25-36 Months

| Products used for children 0-12 months | N=403 |
|---|-------|
| Baby wipes (disposable, for the buttocks) | 77% |
| Shampoo | 75% |
| Diaper cream/ointment | 69% |
| Body lotion | 58% |
| Body cleanser (gel) | 41% |
| Body cream | 39% |
| Toothpaste | 36% |
| Wet wipes (disposable) | 35% |
| Body cleanser (cream) | 33% |
| Ointment or balm for chapped cheeks or dry skin | 28% |
| Bath bubble | 26% |
| Hair oil | 20% |
| Rinse-out conditioner | 17% |
| Baby or talcum powder | 16% |
| Lip balm | 15% |
| Body moisturizer (oil) | 15% |
| Massage oil | 13% |
| Bath oil | 12% |
| Hand cleanser (cream) | 11% |
| Leave-in conditioner (cream) | 10% |
| Hair gel | 10% |

| Products used for children 13-24 months | N=409 |
|---|-------|
| Shampoo | 81% |
| Toothpaste | 79% |
| Baby wipes (disposable, for the buttocks) | 68% |
| Diaper cream/ointment | 58% |
| Body lotion | 55% |
| Wet wipes (disposable) | 42% |
| Body cleanser (gel) | 41% |
| Bath bubble | 39% |
| Body cream | 38% |
| Lip balm | 34% |
| Rinse-out conditioner | 33% |
| Body cleanser (cream) | 32% |
| Ointment or balm for chapped cheeks or dry skin | 29% |
| Hair oil | 27% |
| Hand cleanser (cream) | 25% |
| Body moisturizer (oil) | 23% |
| Leave-in conditioner (cream) | 23% |
| Hand cleanser (bar) | 21% |
| Baby or talcum powder | 21% |
| Leave-in detangler (spray) | 19% |
| Bath oil | 19% |

| Products used for children 25-36 months | N=408 |
|---|-------|
| Toothpaste | 88% |
| Shampoo | 83% |
| Baby wipes (disposable, for the buttocks) | 65% |
| Body lotion | 50% |
| Bath bubble | 43% |
| Diaper cream/ointment | 43% |
| Body cream | 42% |
| Wet wipes (disposable) | 41% |
| Body cleanser (gel) | 41% |
| Lip balm | 39% |
| Rinse-out conditioner | 34% |
| Hand cleanser (cream) | 31% |
| Body cleanser (cream) | 28% |
| Ointment or balm for chapped cheeks or dry skin | 27% |
| Hair oil | 24% |
| Body moisturizer (oil) | 21% |
| Leave-in detangler (spray) | 18% |
| Hand cleanser (bar) | 18% |
| Leave-in conditioner (cream) | 18% |
| Bath oil | 18% |
| Leave-in conditioner (spray) | 16% |

| Products used for children 0-12 months | N=403 |
|--|-------|
| Hand cleanser (bar) | 10% |
| Leave-in detangler (cream) | 7% |
| Hair mousse | 7% |
| Leave-in conditioner (spray) | 7% |
| Leave-in detangler (spray) | 7% |

| Products used for children 13-24 months | N=409 |
|---|-------|
| Massage oil | 19% |
| Hair gel | 17% |
| Leave-in conditioner (spray) | 17% |
| Leave-in detangler (cream) | 16% |
| Hair mousse | 14% |

| Products used for children 25-36 months | N=408 |
|---|-------|
| Baby or talcum powder | 16% |
| Hair gel | 15% |
| Leave-in detangler (cream) | 15% |
| Massage oil | 15% |
| Hair mousse | 11% |

Survey reference: Q12 Indicate which products you (and/or your partner) have used in caring for your child on the entire day(s) that you have cared for your child? Select all that apply. Base size varies.

2.1.1.3 Statistically Significant Differences in Use (Use Any Day) by Demographics

Overall, use of personal care products among male caregivers is higher for almost all products except for baby wipes (disposable, for the buttocks) and diaper cream/ointment, which are used more by female caregivers. Regional differences are observed, with caregivers living in Quebec often showing lower use rates compared to other regions for many products. Age-related differences (by age of caregiver) are less pronounced, but some products showed higher use among specific age groups of caregivers. There are no significant differences in daily use between children of both genders.

Statistically significant differences in use of personal care product by age of the children are more notable and are discussed below. All other statistically significant differences by respondent and child demographics are noted in the detailed data tables provided under separate cover.

Products that increase in use as children age:

- Toothpaste use increases dramatically with age. It is used by 36% caregivers on children 0-12 months, rises to 79% for children aged 13-24 months, and becomes the most used product at 88% for children at 25-36 months.
- Bath bubble shows increased use as children age. They are used by 26% of caregivers on children 0-12 months, increasing to 39% for children 13-24 months, and 43% for children 25-36 months.
- Lip balm use increases with age. It does not appear in the top ten for children 0-12 months but is used by 34% of caregivers on children 13-24 months and 39% for children 25-36 months.
- Rinse-out conditioner use increases as children age, from 17% for children 0-12 months to 33% for children 13-24 months and 34% for children 25-36 months.
- Wet wipes use slightly increases, from 35% for children 0-12 months to 41% for children 25-36 months.

Products that decrease in use as children age:

- Diaper cream/ointment use decreases as children age. It is used by 69% of caregivers for children 0-12 months, decreasing to 58% for children 13-24 months, and 43% for children 25-36 months.
- Body cleanser (cream) makes the top ten products used for children 0-12 months at 33% but is not in the top ten for older children.
- Ointment or balm for chapped cheeks or dry skin is in the top ten products used for children 0-12 months at 28% but not for older children.

2.2 Frequency of Product Applications Per Day

2.2.1 Number of Applications Per Day by All Age Groups

Table 3 presents the frequency of use of personal care products in an average day for children 0-36 months. Daily frequency of use indicates the number of times a product is used in an average day and is calculated among caregivers who reported using the product one or more days per week. The median represents the middle value, meaning that half of parents and caregivers use the product more frequently and half use it less frequently. The 95th percentile (95P) indicates the maximum daily use that only 5% of users exceed, serving as the upper limit of typical use for each product.

Wipes

Wet wipes (disposable) for diaper changes are used on average 4.4 times per day, with a median of 3.5 uses, and 5% of users using them 9.5 times or more daily. Baby wipes (disposable, for the buttocks) for diaper changes are used more frequently, averaging 5 times per day, with a median of 5.5 uses, and 5% of users using them 9.5 times or more daily.

Wet wipes (disposable) for purposes other than diaper changing are used 3.3 times per day on average, with a median of 3.5 uses, and 5% of users use them 7.5 times or more daily. Baby wipes (disposable, for the buttocks) for purposes other than diaper changing are used slightly less frequently, averaging 3.0 times per day, with a median of 2.0 uses, and 5% of users using them 7.5 times or more daily.

Hand Cleansers

Hand cleansers show similar patterns. Cream cleansers are used 2.7 times on average, while bar cleansers are used 2.5 times, both with a median of 2 uses and 5% of users reaching 5.5 washes or more daily.

Specialty Products

Diaper cream/ointment is applied an average of 2.7 times per day, with a median of 2 uses, and 5% use it 5.5 times or more daily. Ointment or balm for chapped cheeks or dry skin sees slightly less frequent use, averaging 2.2 applications per day, with the same median and 5% of users applying it 5.5 times or more daily. Baby or talcum powder follows a similar pattern, used 2.2 times on average, with a median of 2 uses, and 5% of users applying it 5.5 times or more daily.

Hair Care Products

Leave-in conditioners and detanglers, whether in spray or cream form, are used about 2 times per day on average, with a median of 1 use, and 5% of users apply them 5.5 times or more daily. Hair mousse follows the same pattern. Hair gel and oil see slightly less frequent use, averaging 1.8 and 1.7 applications respectively, with the same median and 5% of users applying them 5.5 times or more daily. Rinse-out conditioner is used less frequently, with an average of 1.4 times per day, a median of 1 use, and 5% of users applying it 3.5 times or more daily.

Body Care Products

Body moisturizers and massage oils are used approximately 1.8 to 1.9 times per day on average, with a median of 1 use, and 5% of users applying them 5.5 times or more daily. Body creams and lotions show similar patterns, though with 5% of users applying them 3.5 times or more per day.

Oral Care

Toothpaste is used on average 1.8 times per day, with a median of 2 uses, and 5% of users brush 3.5 times or more daily. Lip balm is applied to an average of 2.4 times daily, with a median of 2 uses, and 5% of users apply it 5.5 times or more in a day.

Bath Products

Body cleansers, bath bubbles, and shampoos are typically used once per day, with averages ranging from 1.2 to 1.7 times daily, medians of 1 use, and 5% of children using them 3.5 times or more per day. Bath oil is used on average 1.7 times per day, with a median of 1 use, and 5% uses it 5.5 times or more daily.

Table 3 How Often Child Care Products Are Used in a Day (Age 0-36 Months): Average, Median, and High-Use Scenarios

| Product | Base Size (n) | Average Times Used Per Day | Median | 95P |
|--|---------------|----------------------------|--------|-----|
| Baby wipes (disposable, for the buttocks) - when changing diapers | 853 | 5.0 | 5.5 | 9.5 |
| Wet wipes (disposable) - when changing diapers | 482 | 4.4 | 3.5 | 9.5 |
| Wet wipes (disposable) | 482 | 3.3 | 3.5 | 7.5 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers | 853 | 3.0 | 2.0 | 7.5 |

| Product | Base Size (n) | Average Times Used Per Day | Median | 95P |
|---|---------------|----------------------------|--------|-----|
| Diaper cream/ointment | 691 | 2.7 | 2.0 | 5.5 |
| Hand cleanser (cream) | 271 | 2.7 | 2.0 | 5.5 |
| Hand cleanser (bar) | 202 | 2.5 | 2.0 | 5.5 |
| Lip balm | 359 | 2.4 | 2.0 | 5.5 |
| Ointment or balm for chapped cheeks or dry skin | 343 | 2.2 | 2.0 | 5.5 |
| Baby or talcum powder | 215 | 2.2 | 2.0 | 5.5 |
| Leave-in conditioner (spray) | 163 | 2.0 | 1.0 | 5.5 |
| Leave-in detangler (spray) | 178 | 2.0 | 1.0 | 5.5 |
| Hair mousse | 131 | 2.0 | 1.0 | 5.5 |
| Massage oil | 190 | 1.9 | 1.0 | 5.5 |
| Leave-in detangler (cream) | 157 | 1.9 | 1.0 | 5.5 |
| Leave-in conditioner (cream) | 206 | 1.8 | 1.0 | 5.5 |
| Hair gel | 172 | 1.8 | 1.0 | 5.5 |
| Body moisturizer (oil) | 242 | 1.8 | 1.0 | 5.5 |
| Toothpaste | 825 | 1.8 | 2.0 | 3.5 |
| Body cream | 483 | 1.8 | 1.0 | 3.5 |
| Hair oil | 288 | 1.7 | 1.0 | 5.5 |
| Bath oil | 198 | 1.7 | 1.0 | 5.5 |
| Body cleanser (cream) | 375 | 1.7 | 1.0 | 3.5 |
| Body lotion | 661 | 1.6 | 1.0 | 3.5 |
| Rinse-out conditioner | 342 | 1.4 | 1.0 | 3.5 |
| Body cleanser (gel) | 500 | 1.4 | 1.0 | 3.5 |
| Bath bubble | 444 | 1.3 | 1.0 | 3.5 |
| Shampoo | 977 | 1.2 | 1.0 | 3.5 |

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day? Select one only. Base size varies.

2.2.2 Number of Applications Per Day by Gender of Child

Table 4 provides insights into how often various products are used during an average day for boys and girls. The data shows average times used on a given day, median use, and 95th percentile (95P) values. The survey found only two significant differences in the frequency of product use based on the gender of the child

including: body cleanser (gel), that is used among boys an average 1.5 times per day, and among girls 1.3 times per day, and body moisturizer (oil) that is used among boys an average of 2.0 times per day and girls 1.6 times per day.

Wipes

Wet wipes (disposable) for diaper changing are used 4.4 times per day on average on children who are boys and 4.2 times on girls, with a median of 3.5 times for both genders. Wet wipes (disposable) for purposes other than diaper changing are used 3.5 times per day on average on boys and 3.2 times on girls, with a median of 3.5 times for both genders.

Body Care Products

Body moisturizer (oil) is used 2.0 times per day on average on boys (median 2.0) and 1.6 times on girls (median 1.0). Body lotion is used 1.5 times daily on boys and 1.7 times on girls, both with a median of 1.0.

Bath Products

Shampoo is used 1.2 times daily on boys and 1.3 times on girls, both with a median of 1.0. For boys, 5% of users apply shampoo 2.0 times or more per day, while for girls, it is 3.5 times or more. Body cleanser (cream) is used 1.7 times daily on boys and 1.6 times on girls, while Body cleanser (gel) is used 1.5 times on boys and 1.3 times on girls. For Body cleanser (cream), 5% of users apply it 3.5 times or more per day to children of both genders. Bath bubble shows consistent use across genders at 1.3 times daily, with 5% of users applying it 3.5 times or more on boys and 5% of users applying it 2.0 times or more per day on girls.

Hair Care Products

Leave-in conditioner (spray) is used 2.2 times daily on boys (median 1.0) and 1.8 times on girls (median 1.0). Leave-in conditioner (cream) is used 1.9 times daily on boys and 1.6 times on girls, both with a median of 1.0. For rinse-out conditioner, 5% of users apply it 3.5 times or more per day on children of both genders.

Leave-in detangler spray shows 2.3 times daily use on boys (median 2.0) and 1.7 times on girls (median 1.0). Leave-in detangler cream shows 2.1 times daily use on boys and 1.8 times on girls, both with a median of 1.0. For spray, 5% of users apply it 5.5 times or more per day on children of both genders.

Hair mousse is used 2.2 times daily on boys and 1.9 times on girls, both with a median of 1.0. Hair gel is used 1.9 times daily on boys and 1.8 times for girls, both with a median of 1.0. Hair oil shows consistent use across genders at 1.8 times daily on average, with a median of 1.0.

Specialty Products

Diaper cream/ointment shows consistent use across genders, being applied 2.7 times daily on both boys and girls, with a median of 2.0. For diaper cream/ointment, 5% of users apply it 5.5 times or more per day on children of both genders. Baby or talcum powder is used 2.3 times daily on boys (median 2.0) and 2.1 times on girls (median 1.5). For baby powder, 5% of users apply it 5.5 times or more per day to children of both genders. Ointment or balm for chapped

cheeks or dry skin shows consistent use across genders, being applied 2.2 times daily on both boys and girls, with a median of 2.0. For this ointment, 5% of users apply it 5.5 times or more per day to children of both genders.

Hand Cleansers

Cream cleansers are used 2.7 times daily on boys and 2.6 times for girls, while bar cleansers are used 2.6 times daily on boys and 2.3 times on girls.

Oral Care

Toothpaste use is consistent across genders, being used 1.8 times daily on average on both boys and girls, with a median of 2.0 for both. Lip balm shows 2.3 times daily use on boys and 2.4 times on girls, both with a median of 2.0.

Table 4 Average Times Used Per Day by Gender of Child

| Product | Boys Base Size (n) | Boys Average Times Used Per Day | Boys Median | Boys 95P | Girls Base Size (n) | Girls Average Times Used Per Day | Girls Median | Girls 95P |
|--|--------------------|---------------------------------|-------------|----------|---------------------|----------------------------------|--------------|-----------|
| Baby wipes (disposable, for the buttocks) - when changing diapers | 448 | 4.9 | 5.5 | 9.5 | 404 | 5.1 | 5.5 | 9.5 |
| Wet wipes (disposable) - when changing diapers | 266 | 4.4 | 3.5 | 9.5 | 213 | 4.2 | 3.5 | 9.5 |
| Wet wipes (disposable) | 266 | 3.5 | 3.5 | 7.5 | 213 | 3.2 | 3.5 | 7.5 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers | 448 | 2.9 | 2.0 | 7.5 | 404 | 3.0 | 2.0 | 7.5 |
| Diaper cream/ointment | 367 | 2.7 | 2.0 | 5.5 | 322 | 2.7 | 2.0 | 5.5 |
| Hand cleanser (cream) | 151 | 2.7 | 2.0 | 5.5 | 120 | 2.6 | 2.0 | 5.5 |
| Hand cleanser (bar) | 108 | 2.6 | 2.0 | 5.5 | 94 | 2.3 | 2.0 | 5.5 |
| Lip balm | 182 | 2.3 | 2.0 | 5.5 | 176 | 2.4 | 2.0 | 5.5 |
| Ointment or balm for chapped cheeks or dry skin | 193 | 2.2 | 2.0 | 5.5 | 149 | 2.2 | 2.0 | 5.5 |
| Baby or talcum powder | 111 | 2.3 | 2.0 | 5.5 | 104 | 2.1 | 1.5 | 5.5 |
| Leave-in conditioner (spray) | 98 | 2.2 | 1.0 | 5.5 | 65 | 1.8 | 1.0 | 5.5 |
| Leave-in detangler (spray) | 87 | 2.3 | 2.0 | 5.5 | 90 | 1.7 | 1.0 | 5.5 |
| Hair mousse | 76 | 2.2 | 1.0 | 5.5 | 54 | 1.9 | 1.0 | 5.5 |

| Product | Boys Base Size (n) | Boys Average Times Used Per Day | Boys Median | Boys 95P | Girls Base Size (n) | Girls Average Times Used Per Day | Girls Median | Girls 95P |
|------------------------------|--------------------|---------------------------------|-------------|----------|---------------------|----------------------------------|--------------|-----------|
| Massage oil | 104 | 1.9 | 1.0 | 5.5 | 86 | 1.9 | 1.0 | 5.5 |
| Leave-in conditioner (cream) | 114 | 1.9 | 1.0 | 5.5 | 92 | 1.6 | 1.0 | 3.5 |
| Leave-in detangler (cream) | 87 | 2.1 | 1.0 | 3.5 | 69 | 1.8 | 1.0 | 5.5 |
| Hair gel | 96 | 1.9 | 1.0 | 5.5 | 75 | 1.8 | 1.0 | 5.5 |
| Body moisturizer (oil) | 135 | 2.0 | 2.0 | 5.5 | 106 | 1.6 | 1.0 | 3.5 |
| Toothpaste | 454 | 1.8 | 2.0 | 3.5 | 370 | 1.8 | 2.0 | 3.5 |
| Body cream | 255 | 1.8 | 1.0 | 3.5 | 225 | 1.8 | 1.0 | 3.5 |
| Hair oil | 158 | 1.8 | 1.0 | 5.5 | 128 | 1.8 | 1.0 | 3.5 |
| Bath oil | 112 | 1.7 | 1.0 | 5.5 | 86 | 1.7 | 1.0 | 3.5 |
| Body cleanser (cream) | 205 | 1.7 | 1.0 | 3.5 | 170 | 1.6 | 1.0 | 3.5 |
| Body lotion | 343 | 1.5 | 1.0 | 3.5 | 316 | 1.7 | 1.0 | 3.5 |
| Rinse-out conditioner | 172 | 1.6 | 1.0 | 3.5 | 170 | 1.3 | 1.0 | 3.5 |
| Body cleanser (gel) | 272 | 1.5 | 1.0 | 3.5 | 227 | 1.3 | 1.0 | 2.0 |
| Bath bubble | 246 | 1.3 | 1.0 | 3.5 | 198 | 1.3 | 1.0 | 2.0 |
| Shampoo | 513 | 1.2 | 1.0 | 2.0 | 461 | 1.3 | 1.0 | 3.5 |

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day?

Select one only. Base size varies.

2.2.3 Statistically Significant Differences in Average Number of Applications Per Day

Differences by caregiver gender are observed for several products. Female caregivers show higher average daily use for baby wipes (5.3 vs. 4.3 times) and hand cleanser cream (3.1 vs. 2.2 times). Interestingly, male caregivers report higher use for many hair care and body care products. For example, males use leave-in conditioner spray on their children more frequently than females (2.3 vs. 1.7 times per day), and show higher use of body cream, body cleansers, and shampoo.

Regional differences in average use are noted, but patterns vary across products. Caregivers living in Quebec often shows different use patterns compared to caregivers in other regions. For instance, caregivers in Quebec have higher average daily use of toothpaste and baby wipes compared to some other provinces. However, for many body care products like body cream and body lotion, caregivers in Quebec show lower use. Caregivers in the Atlantic provinces frequently show higher use rates for several products, such as body cleanser cream and wet wipes.

Differences by caregiver age are observed for some products. Caregivers in the 18-34 age group generally shows higher average daily use for several products compared to older age groups. For example, this younger group uses lip balm and leave-in detangler more frequently than the 35-44 age group. Baby wipes and wet wipes also show higher use among younger caregivers.

Differences by child gender are minimal, with only two products showing statistically significant differences. Leave-in detangler spray and body cleanser gel are used slightly more frequently for boys compared to girls.

Statistically significant differences in average frequency of use of by age of the children are more notable and are discussed below. All other statistically significant differences are noted in the detailed data tables provided under separate cover.

2.2.4 Average Number of Applications Per Day by Age of Child

Table 5, Table 6, and Table 7 provide insight into how often various childcare products are used daily for children in different age groups: 0-12 months, 13-24 months, and 25-36 months. The data shows average times used per day, median use, and high-end use patterns (95th percentile, representing the top 5% of users). The data reflects the number of times a product is used in an average day and is calculated among caregivers who reported using the product one or more days per week.

Table 5 Average Times Used Per Day by Children 0-12 Months

| Product | Base Size (n) | Mean | Median | 95P |
|------------------------------|---------------|------|--------|-----|
| Toothpaste | 144 | 1.6 | 1.0 | 2.0 |
| Lip balm | 60 | 2.3 | 2.0 | 5.5 |
| Shampoo | 304 | 1.1 | 1.0 | 2.0 |
| Rinse-out conditioner | 69 | 1.3 | 1.0 | 2.0 |
| Leave-in conditioner (cream) | 41 | 1.4 | 1.0 | 2.8 |
| Leave-in conditioner (spray) | 28* | 1.6 | 1.0 | 3.5 |
| Leave-in detangler (cream) | 30 | 1.6 | 1.0 | 3.5 |
| Leave-in detangler (spray) | 27* | 1.8 | 1.0 | 5.5 |
| Hair gel | 41 | 1.4 | 1.0 | 5.5 |
| Hair oil | 79 | 1.5 | 1.0 | 3.5 |
| Hair mousse | 29* | 1.6 | 1.0 | 3.5 |
| Body cleanser (cream) | 131 | 1.4 | 1.0 | 3.5 |
| Body cleanser (gel) | 166 | 1.2 | 1.0 | 2.0 |
| Hand cleanser (cream) | 44 | 2.0 | 1.0 | 5.5 |
| Hand cleanser (bar) | 41 | 1.9 | 1.0 | 5.5 |

| Product | Base Size (n) | Mean | Median | 95P |
|---|---------------|------|--------|------|
| Bath bubble | 106 | 1.2 | 1.0 | 2.0 |
| Diaper cream/ointment | 278 | 2.8 | 2.0 | 7.5 |
| Ointment or balm for chapped cheeks or dry skin | 113 | 1.9 | 2.0 | 3.5 |
| Body cream | 157 | 1.6 | 1.0 | 3.5 |
| Body lotion | 232 | 1.5 | 1.0 | 3.5 |
| Baby or talcum powder | 64 | 2.4 | 2.0 | 7.5 |
| Bath oil | 50 | 1.4 | 1.0 | 3.5 |
| Massage oil | 53 | 1.5 | 1.0 | 3.5 |
| Body moisturizer (oil) | 60 | 1.5 | 1.0 | 3.5 |
| Baby wipes (disposable, for the buttocks) - when changing diapers | 311 | 5.9 | 5.5 | 11.5 |
| Wet wipes (disposable) - when changing diapers | 141 | 4.8 | 5.5 | 9.5 |
| Baby wipes (disposable, for the buttocks) - other than changing diapers | 311 | 3.0 | 2.0 | 7.5 |
| Wet wipes (disposable) | 141 | 3.4 | 3.5 | 7.5 |

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day?

Select one only. Base size varies. *Indicates a sample size <30, caution should be used when drawing conclusions.

Table 6 Average Times Used Per Day by Children 13-24 Months

| Product | Base Size (n) | Mean | Median | 95P |
|------------------------------|---------------|------|--------|-----|
| Toothpaste | 322 | 1.9 | 2.0 | 3.5 |
| Lip balm | 138 | 2.7 | 2.0 | 5.5 |
| Shampoo | 333 | 1.4 | 1.0 | 3.5 |
| Rinse-out conditioner | 135 | 1.7 | 1.0 | 5.5 |
| Leave-in conditioner (cream) | 93 | 2.1 | 1.0 | 5.5 |
| Leave-in conditioner (spray) | 68 | 2.6 | 2.0 | 7.5 |
| Leave-in detangler (cream) | 66 | 2.3 | 2.0 | 5.5 |
| Leave-in detangler (spray) | 76 | 2.5 | 2.0 | 7.5 |
| Hair gel | 69 | 2.3 | 1.5 | 5.5 |
| Hair oil | 111 | 2.1 | 1.0 | 7.5 |
| Hair mousse | 58 | 2.4 | 2.0 | 5.5 |
| Body cleanser (cream) | 131 | 1.8 | 1.0 | 5.5 |
| Body cleanser (gel) | 167 | 1.6 | 1.0 | 5.5 |
| Hand cleanser (cream) | 101 | 2.8 | 2.0 | 5.5 |

| Product | Base Size (n) | Mean | Median | 95P |
|---|---------------|------|--------|-----|
| Hand cleanser (bar) | 87 | 2.7 | 2.0 | 7.5 |
| Bath bubble | 161 | 1.6 | 1.0 | 5.5 |
| Diaper cream/ointment | 236 | 2.8 | 2.0 | 5.5 |
| Ointment or balm for chapped cheeks or dry skin | 118 | 2.6 | 2.0 | 7.5 |
| Body cream | 156 | 2.2 | 2.0 | 5.5 |
| Body lotion | 223 | 1.8 | 1.0 | 3.5 |
| Baby or talcum powder | 87 | 2.4 | 2.0 | 5.5 |
| Bath oil | 76 | 2.0 | 1.0 | 5.5 |
| Massage oil | 76 | 2.2 | 1.0 | 7.5 |
| Body moisturizer (oil) | 95 | 2.1 | 2.0 | 5.5 |
| Baby wipes (disposable, for the buttocks) - when changing diapers | 278 | 4.8 | 5.5 | 9.5 |
| Wet wipes (disposable) - when changing diapers | 173 | 4.6 | 3.5 | 9.5 |
| Baby wipes (disposable, for the buttocks) - other than changing diapers | 278 | 3.0 | 2.0 | 6.5 |
| Wet wipes (disposable) | 173 | 3.6 | 3.5 | 7.5 |

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day?

Select one only. Base size varies. *Indicates a sample size <30, caution should be used when drawing conclusions.

Table 7 Average Times Used Per Day by Children 25-36 Months

| Product | Base Size (n) | Mean | Median | 95P |
|------------------------------|---------------|------|--------|-----|
| Toothpaste | 359 | 1.8 | 2.0 | 3.5 |
| Lip balm | 161 | 2.1 | 2.0 | 5.5 |
| Shampoo | 340 | 1.2 | 1.0 | 2.0 |
| Rinse-out conditioner | 138 | 1.3 | 1.0 | 3.5 |
| Leave-in conditioner (cream) | 72 | 1.6 | 1.0 | 3.5 |
| Leave-in conditioner (spray) | 67 | 1.6 | 1.0 | 3.5 |
| Leave-in detangler (cream) | 61 | 1.7 | 1.0 | 3.5 |
| Leave-in detangler (spray) | 75 | 1.6 | 1.0 | 3.5 |
| Hair gel | 62 | 1.7 | 1.0 | 5.5 |
| Hair oil | 98 | 1.6 | 1.0 | 3.5 |
| Hair mousse | 44 | 1.9 | 1.0 | 3.5 |
| Body cleanser (cream) | 113 | 1.8 | 1.0 | 3.5 |
| Body cleanser (gel) | 167 | 1.3 | 1.0 | 3.5 |
| Hand cleanser (cream) | 126 | 2.8 | 2.0 | 7.5 |

| Product | Base Size (n) | Mean | Median | 95P |
|---|---------------|------|--------|-----|
| Hand cleanser (bar) | 74 | 2.4 | 2.0 | 5.5 |
| Bath bubble | 177 | 1.2 | 1.0 | 2.0 |
| Diaper cream/ointment | 177 | 2.4 | 2.0 | 5.5 |
| Ointment or balm for chapped cheeks or dry skin | 112 | 2.1 | 2.0 | 5.5 |
| Body cream | 170 | 1.6 | 1.0 | 3.5 |
| Body lotion | 206 | 1.5 | 1.0 | 3.5 |
| Baby or talcum powder | 64 | 1.7 | 1.0 | 3.5 |
| Bath oil | 72 | 1.5 | 1.0 | 3.5 |
| Massage oil | 61 | 1.8 | 1.0 | 5.5 |
| Body moisturizer (oil) | 87 | 1.7 | 1.0 | 3.5 |
| Baby wipes (disposable, for the buttocks) - when changing diapers | 264 | 4.1 | 3.5 | 9.5 |
| Wet wipes (disposable) - when changing diapers | 168 | 3.8 | 3.5 | 7.5 |
| Baby wipes (disposable, for the buttocks) - other than changing diapers | 264 | 2.8 | 2.0 | 7.5 |
| Wet wipes (disposable) | 168 | 2.9 | 2.0 | 7.5 |

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day?

Select one only. Base size varies. *Indicates a sample size <30, caution should be used when drawing conclusions.

Wipes

Baby wipes (disposable, for the buttocks) for diaper changing are used most frequently, with average use decreasing as children get older. For children 0-12 months, they are used 5.9 times per day on average (median 5.5), decreasing to 4.8 times for children 13-24 months (median 5.5), and 4.1 times for children 25-36 months (median 3.5). The top 5% of users apply baby wipes (disposable, for the buttocks) 11.5 times or more for children 0-12 months, decreasing to 9.5 times or more for children older than 12 months.

Wet wipes (disposable) for diaper changing show a similar pattern, with average use of 4.8 times daily for 0-12-month-olds, 4.6 times for 13-24-month-olds, and 3.8 times for 25-36-month-olds. The median is 5.5 times 0-12-month-olds, decreasing to 3.5 times for older age groups. The top 5% of users apply wet wipes (disposable) 9.5 times or more for the younger two age groups, decreasing to 7.5 times or more for 25-36-month-olds.

For purposes other than diaper changing, baby wipes (disposable, for the buttocks) are used an average of 3.0 times daily for 0-12-month-olds and 13-24-month-olds, decreasing slightly to 2.8 times for 25-36-month-olds. The median is 2.0 times across all age groups. Wet wipes (disposable) for other purposes have an average use of 3.4 times daily for 0-12-month-olds, 3.6 times for 13-24-month-olds, and 2.9 times for 25-36-month-olds, with medians of 3.5, 3.5, and 2.0 respectively. For both types of wipes, the top 5% of users apply them 7.5 times or more for 0-12-month-olds and 25-36-month-olds. For wet wipes, the top 5% of

users apply them 7.5 times or more for 13-24-month-olds, while for baby wipes used for purposes other than diaper changing, the top 5% of users apply them 6.5 times or more for 13-24-month-olds.

Body Care Products

Body lotion shows consistent average use of 1.5 times daily for 0-12-month-olds and 25-36-month-olds, increasing slightly to 1.8 times for 13-24-month-olds. The median is 1.0 for all age groups. Body cream shows a similar pattern, with average use of 1.6 times daily for 0-12-month-olds and 25-36-month-olds, increasing to 2.2 times for 13-24-month-olds. The median is 1.0 for 0-12-month-olds and 25-36-month-olds, increasing to 2.0 for 13-24-month-olds. For body lotion, the top 5% of users apply it 3.5 times across all ages. Body cream top 5% users apply it 3.5 times more daily for 0-12-month-olds and 25-36-month-olds, increasing to 5.5 times or more for 13-24-month-olds.

Body moisturizer (oil) has an average use of 1.5 times daily for 0-12-month-olds, increasing to 2.1 times for 13-24-month-olds, and slightly decreasing to 1.7 times for 25-36-month-olds. The median increases from 1.0 to 2.0 times with age. The top 5% of users apply it 3.5 times or more for 0-12-month-olds, increasing to 5.5 times or more for 13-24-month-olds, and then decreasing to 3.5 times or more for 25-36-month-olds.

Bath Products

Body cleanser (cream) average use increases from 1.4 times daily for 0-12-month-olds to 1.8 times for older age groups. The median is 1.0 for all age groups. Body cleanser (gel) shows average use of 1.2 times daily for 0-12-month-olds, increasing to 1.6 times for 13-24-month-olds, then decreasing to 1.3 times for 25-36-month-olds. The median is 1.0 for all age groups. For body cleanser (cream), the top 5% of users apply it 3.5 times or more for 0-12-month-olds and 25-36-month-olds, increasing to 5.5 times or more for 13-24-month-olds. For body cleanser (gel), the top 5% of users apply it 2.0 times or more. Usage is 5.5 times or more for 13-24-month-olds and 3.5 times or more for 25-36-month-olds.

Bath bubble average use is 1.2 times daily for 0-12-month-olds and 25-36-month-olds, increasing to 1.6 times for 13-24-month-olds. The median is 1.0 for all age groups. The top 5% of users apply it 2.0 times or more for 0-12-month-olds and 25-36-month-olds, increasing to 5.5 times or more for 13-24-month-olds.

Bath oil shows a similar pattern, with average use of 1.4 times daily for 0-12-month-olds increasing to 2.0 times for 13-24-month-olds, then decreasing to 1.5 times for 25-36-month-olds. The median is 1.0 for all age groups. The top 5% of users apply it 3.5 times or more for 0-12-month-olds, increasing to 5.5 times or more for 13-24-month-olds, then decreasing to 3.5 times or more for 25-36-month-olds.

Shampoo average use increases from 1.1 times daily for 0-12-month-olds to 1.4 times for 13-24-month-olds, then slightly decreases to 1.2 times for 25-36-month-olds. The median is 1.0 for all age groups. The top 5% of users apply shampoo 2.0 times or more for 0-12-month-olds and 25-36-month-olds, increasing to 3.5 times or more for 13-24-month-olds.

Hair Care Products

Rinse-out conditioner average use is 1.3 times daily for 0-12-month-olds, increasing to 1.7 times for 13-24-month-olds, then returning to 1.3 times for 25-36-month-olds. The median is 1.0 for all age groups. The top 5% of users apply rinse-out conditioner 2.0 times or more for 0-12-month-olds, increasing dramatically to 5.5 times or more for 13-24-month-olds, then decreasing to 3.5 times or more for 25-36-month-olds.

Leave-in conditioner and detangler products (both cream and spray forms) show similar patterns. For example, a Leave-in conditioner (spray) has an average use of 1.6 times daily for 0-12-month-olds and 25-36-month-olds, increasing to 2.6 times for 13-24-month-olds. The median ranges from 1.0 to 2.0 across age groups. The top 5% of users apply these products 2.8 - 3.5 times or more for 0-12-month-olds and 25-36-month-olds, increasing to 5.5 - 7.5 times or more for 13-24-month-olds.

Hair gel, oil, and mousse all show peak average use for 13-24-month-olds. Hair gel average use increases from 1.4 times daily for 0-12-month-olds to 2.3 times for 13-24-month-olds, then decreases to 1.7 times for 25-36-month-olds. Hair oil peaks at an average of 2.1 times daily for 13-24-month-olds, compared to 1.5 times for 0-12-month-olds and 1.6 times for 25-36-month-olds. Hair mousse reaches an average of 2.4 times daily for 13-24-month-olds, compared to 1.6 times for 0-12-month-olds and 1.9 times for 25-36 month-olds. The median for these products ranges from 1.0 to 2.0 across age groups. For all these products, the top 5% of users apply them 3.5 - 7.5 times or more across all age groups, with the highest frequency typically seen in the 13-24-months age group.

Specialty Products

Diaper cream/ointment is used most frequently among younger children, with average use of 2.8 times daily for both 0-12-month-olds and 13-24-month-olds, decreasing to 2.4 times for 25-36-month-olds. The median is 2.0 for all age groups. The top 5% of users apply it 7.5 times or more for 0-12-month-olds, decreasing to 5.5 times or more for older age groups.

Ointment or balm for chapped cheeks or dry skin has an average use of 1.9 times daily for 0-12-month-olds, increasing to 2.6 times for 13-24-month-olds, then decreasing to 2.1 times for 25-36-month-olds. The median is 2.0 for all age groups. The top 5% of users apply it 3.5 times or more for 0-12-month-olds, increasing substantially to 7.5 times or more for 13-24-month-olds, then decreasing to 5.5 times or more for 25-36-month-olds.

Baby or talcum powder has an average use of 2.4 times daily for both 0-12-month-olds and 13-24-month-olds, decreasing to 1.7 times for 25-36-month-olds. The median decreases from 2.0 for younger age groups to 1.0 for 25-36-month-olds. The top 5% of users apply it 7.5 times or more for 0-12-month-olds, decreasing to 5.5 times or more for 13-24-month-olds and 3.5 times or more for 25-36-month-olds.

Massage oil average use is 1.5 times daily for 0-12-month-olds, increasing to 2.2 times for 13-24-month-olds, then slightly decreasing to 1.8 times for 25-36-month-olds. The median is 1.0 for all age groups. The top 5% of users apply massage oil 3.5 times or more for 0-12-month-olds, increasing to 7.5 times or more for 13-24-month-olds, and then decreasing to 5.5 times or more for 25-36-month-olds.

Hand Cleansers

Hand cleanser (cream) average use increases from 2.0 times daily for 0-12-month-olds to 2.8 times for both 13-24-month-olds and 25-36-month-olds. The median increases from 1.0 for 0-12-month-olds to 2.0 for older age groups. Hand cleanser (bar) shows a similar pattern, with average use peaking at 2.7 times daily for 13-24-month-olds, compared to 1.9 times for 0-12-month-olds and 2.4 times for 25-36-month-olds. The median follows the same pattern as the cream cleanser. For both products, the top 5% of users apply them 5.5-7.5 times or more across all age groups.

Oral Care

Toothpaste average use increases from 1.6 times daily for 0-12-month-olds to 1.9 times for 13-24-month-olds, then slightly decreases to 1.8 times for 25-36-month-olds. The median increases from 1.0 for 0-12-month-olds to 2.0 for older age groups. The top 5% of users apply toothpaste 2.0 times or more for 0-12-month-olds, increasing to 3.5 times or more for both 13-24-month-olds and 25-36-month-olds. Lip balm shows the highest average use for 13-24-month-olds at 2.7 times daily, compared to 2.3 times for 0-12-month-olds and 2.1 times for 25-36-month-olds. The median is consistent at 2.0 times across all age groups. The top 5% of users apply lip balm 5.5 times or more per day across all age groups.

2.3 Quantities of Products Applied

This section examines the quantity of personal care products applied to children aged 0-36 months. Please see the Appendix for discussion of the calculations used to quantify the amount of personal care products applied to children aged 0-36 months.

2.3.1 Amount of Product Used Per Application in Total and By Age of Child

Table 8 provides insights into the quantities of various childcare products used for children in different age groups: 0-12 months, 13-24 months, and 25-36 months. The data shows average amounts used per application, median use, and high-end use patterns. The average amount used indicates how much of each product is typically applied. The median represents the middle value, meaning that half of users apply more of the product and half apply less. The 95th percentile (95P) indicates the amount that only 5% of users exceed, serving as the upper limit of typical use for each product. The high-end users (top 5%) often apply significantly larger quantities than the average or median user, sometimes using three to four times the median amount.

Wipes

Baby wipes (disposable, for the buttocks) for diaper changes are used in large quantities daily. For 0-12-month-olds, the average daily amount is 19.26 wipes, slightly decreasing to 19.00 wipes for 13-24-month-olds, and further decreasing to 16.65 wipes for 25-36-month-olds. Wet wipes (disposable) for diaper changes show a different pattern, with use increasing from an average of 19.57 wipes daily for 0-12-month-olds to 22.53 wipes for 13-24-month-olds, then decreasing to 17.97 wipes for 25-36-month-olds. For purposes other than diaper changing, baby wipes (disposable, for the buttocks) are used less frequently, with average daily use increasing from 6.92 wipes for 0-12-month-olds to 8.07 wipes for 13-24-month-olds, then slightly decreasing to 7.30 wipes for 25-36-month-olds. Wet

wipes (disposable) for other purposes show a similar pattern, with the amount peaking at 11.55 wipes daily for 13-24-month-olds, compared to 9.66 wipes for 0-12-month-olds and 9.29 wipes for 25-36-month-olds.

Body Care Products

Body cream and body lotion are used in the largest amounts daily. Body cream increases dramatically from an average of 10.24 grams daily for 0-12-month-olds to 16.94 grams for 13-24-month-olds, then decreases to 10.96 grams for 25-36-month-olds. Body lotion shows a similar pattern, with the amount increasing from 9.47 grams daily for 0-12-month-olds to 12.40 grams for 13-24-month-olds, then slightly decreasing to 11.02 grams for 25-36-month-olds.

Body moisturizer (oil) is used more sparingly, with use increasing from an average of 2.88 grams daily for 0-12-month-olds to 4.96 grams for 13-24-month-olds, then decreasing slightly to 4.00 grams for 25-36-month-olds.

Bath Products

Body cleanser (gel) is used in larger amounts than body cleanser (cream). Gel cleanser amount increases significantly from an average of 5.72 grams daily for 0-12-month-olds to 10.13 grams for 13-24-month-olds, then slightly decreases to 9.77 grams for 25-36-month-olds. Body cream cleanser amount increases gradually from 5.56 grams daily for 0-12-month-olds to 6.68 grams for 25-36-month-olds.

Bath bubble amount increases from an average of 4.21 grams daily for 0-12-month-olds to 6.15 grams for 13-24-month-olds, then slightly decreases to 6.02 grams for 25-36-month-olds. Bath oil shows a more dramatic increase, from an average of 4.53 grams daily for 0-12-month-olds to 10.91 grams for 13-24-month-olds, then decreasing to 7.00 grams for 25-36-month-olds.

Shampoo amount increases significantly from an average of 2.36 grams daily for 0-12-month-olds to 4.30 grams for 13-24-month-olds, then decreases to 3.33 grams for 25-36-month-olds.

Hair Care Products

Rinse-out conditioner amount shows a dramatic increase from an average of 3.43 grams daily for 0-12-month-olds to 8.93 grams for 13-24-month-olds, then decreases to 5.09 grams for 25-36-month-olds.

Leave-in hair products also show significant increases in average amount for the 13-24-month age group. Leave-in conditioner (cream) amount increases from 3.04 grams daily for 0-12-month-olds to 7.28 grams for 13-24-month-olds, then decreases to 4.35 grams for 25-36-month-olds. Leave-in conditioner (spray) shows an even more dramatic increase, from 3.89 sprays daily for 0-12-month-olds to 10.68 sprays for 13-24-month-olds, then decreasing to 5.12 sprays for 25-36-month-olds.

Leave-in detangler products follow a similar pattern. Cream detangler amount increases from an average amount of 2.57 grams daily for 0-12-month-olds to 5.09 grams for 13-24-month-olds, then decreases to 3.37 grams for 25-36-month-olds. Spray detangler amount nearly doubles from 5.53 sprays daily for 0-12-month-olds to 10.63 sprays for 13-24-month-olds, then decreases to 6.22 sprays for 25-36-month-olds.

Hair gel, oil, and mousse all show peak amounts for 13-24-month-olds. Hair gel amount increases from an average amount of 1.06 grams daily for 0-12-month-olds to 3.14 grams for 13-24-month-olds, then decreases to 2.37 grams for 25-36-month-olds. Hair oil amount follows a similar pattern, increasing from 2.06 grams to 4.26 grams, then decreasing to 3.41 grams. Hair mousse amount is more than doubled from 2.07 grams for 0-12-month-olds to 4.49 grams for 13-24-month-olds, then decreases to 3.46 grams for 25-36-month-olds.

Specialty Products

Diaper cream/ointment amount increases from an average of 5.18 grams daily for 0-12-month-olds to 6.03 grams for 13-24-month-olds, then slightly decreases to 5.54 grams for 25-36-month-olds.

Ointment or balm for chapped cheeks or dry skin shows a steady increase in amount across age groups, from an average of 2.63 grams daily for 0-12-month-olds to 3.46 grams for 13-24-month-olds and further increasing to 3.65 grams for 25-36-month-olds.

Baby or talcum powder remains relatively consistent for younger age groups at an average of 2.40 grams daily for 0-12-month-olds and 2.44 grams for 13-24-month-olds, then decreases to 1.67 grams for 25-36-month-olds. Massage oil shows the highest amount for 13-24-month-olds at 15.29 grams daily, compared to 7.90 grams for 0-12-month-olds and 9.48 grams for 25-36-month-olds.

Hand Cleansers

Hand cleanser (cream) amount increases significantly from an average of 3.54 grams daily for 0-12-month-olds to 7.16 grams for 13-24-month-olds, then slightly decreases to 6.53 grams for 25-36-month-olds. Hand cleanser (bar) shows a similar pattern but with a lower overall amount, increasing from 1.89 grams daily for 0-12-month-olds to 2.73 grams for 13-24-month-olds, then decreasing to 2.44 grams for 25-36-month-olds.

Oral Care

Toothpaste amount increases steadily with age, from an average of 0.74 grams daily for 0-12-month-olds to 0.86 grams for 13-24-month-olds, and further increasing to 0.92 grams for 25-36-month-olds. While the increase is consistent, the overall amounts remain relatively small compared to other products. Lip balm amount peaks for the 13-24-month age group at 4.99 swipes daily, compared to 4.19 swipes for 0-12-month-olds and 3.83 swipes for 25-36-month-olds.

Table 8 Amount of Childcare Product per Application by Age of Child

| Product (measurement) | 0-12 Months | | | | 13-24 Months | | | | 25-36 Months | | | | Total | | | |
|--|-------------|------|--------|------|--------------|------|--------|------|--------------|------|--------|------|-------|------|--------|------|
| | n | Mean | Median | 95P | n | Mean | Median | 95P | n | Mean | Median | 95P | n | Mean | Median | 95P |
| Toothpaste (grams) | 144 | 0.4 | 0.3 | 1.0 | 322 | 0.4 | 0.3 | 1.0 | 359 | 0.5 | 0.6 | 1.0 | 825 | 0.4 | 0.3 | 1.0 |
| Lip balm (swipes) | 60 | 1.5 | 1.0 | 5.0 | 138 | 1.6 | 1.0 | 3.0 | 161 | 1.6 | 1.0 | 3.0 | 359 | 1.6 | 1.0 | 3.0 |
| Shampoo (grams) | 304 | 2.0 | 1.0 | 8.0 | 333 | 2.6 | 2.0 | 8.0 | 340 | 2.7 | 2.0 | 8.0 | 977 | 2.5 | 2.0 | 8.0 |
| Rinse-out conditioner (grams) | 69 | 2.8 | 2.0 | 10.0 | 135 | 3.7 | 2.0 | 10.0 | 138 | 3.9 | 2.0 | 10.0 | 342 | 3.6 | 2.0 | 10.0 |
| Leave-in conditioner (cream) (grams) | 41 | 2.1 | 1.0 | 6.0 | 93 | 3.0 | 2.0 | 6.0 | 72 | 2.4 | 2.0 | 6.0 | 206 | 2.8 | 2.0 | 6.0 |
| Leave-in conditioner (spray) (sprays) | 28* | 2.1 | 1.5 | 3.5 | 68 | 3.3 | 3.5 | 5.5 | 67 | 2.9 | 1.5 | 5.5 | 163 | 2.9 | 3.5 | 5.5 |
| Leave-in detangler (cream) (grams) | 30 | 1.4 | 1.0 | 4.0 | 66 | 2.0 | 2.0 | 4.0 | 61 | 1.9 | 1.0 | 7.0 | 157 | 1.8 | 1.0 | 6.0 |
| Leave-in detangler (spray) (sprays) | 27* | 2.5 | 1.5 | 5.5 | 76 | 3.4 | 3.5 | 7.5 | 75 | 3.3 | 3.5 | 7.5 | 178 | 3.2 | 3.5 | 7.5 |
| Hair gel (grams) | 41 | 0.6 | 0.1 | 3.0 | 69 | 1.3 | 1.0 | 4.0 | 62 | 1.1 | 0.8 | 4.0 | 172 | 1.1 | 0.5 | 4.0 |
| Hair oil (grams) | 79 | 1.4 | 1.0 | 4.0 | 111 | 1.8 | 1.0 | 4.0 | 98 | 1.8 | 1.0 | 6.0 | 288 | 1.7 | 1.0 | 6.0 |
| Hair mousse (grams) | 29* | 1.4 | 1.0 | 6.0 | 58 | 1.7 | 1.0 | 4.0 | 44 | 1.5 | 1.0 | 4.0 | 131 | 1.6 | 1.0 | 4.0 |
| Body cleanser cream(grams) | 131 | 2.8 | 2.0 | 8.0 | 131 | 3.3 | 2.0 | 8.0 | 113 | 3.4 | 2.0 | 8.0 | 375 | 3.2 | 2.0 | 8.0 |
| Body cleanser (gel) (grams) | 166 | 5.0 | 4.0 | 15.0 | 167 | 6.5 | 4.0 | 20.0 | 167 | 6.8 | 4.0 | 15.0 | 500 | 6.1 | 4.0 | 15.0 |
| Hand cleanser (cream) (grams) | 44 | 1.4 | 1.0 | 4.0 | 101 | 2.3 | 2.0 | 8.0 | 126 | 2.2 | 2.0 | 4.0 | 271 | 2.1 | 2.0 | 8.0 |
| Bath bubble (grams) | 106 | 3.3 | 2.0 | 8.0 | 161 | 3.9 | 2.0 | 8.0 | 177 | 5.0 | 4.0 | 15.0 | 444 | 4.2 | 2.0 | 15.0 |
| Diaper cream/ointment (grams) | 278 | 1.8 | 1.0 | 6.0 | 236 | 2.0 | 2.0 | 6.0 | 177 | 2.1 | 2.0 | 6.0 | 691 | 2.0 | 1.0 | 6.0 |
| Ointment or balm for chapped cheeks or dry skin (grams) | 113 | 1.2 | 0.5 | 4.0 | 118 | 1.3 | 1.0 | 4.0 | 112 | 1.5 | 1.0 | 6.0 | 343 | 1.3 | 1.0 | 4.0 |
| Body cream (grams) | 157 | 6.2 | 4.0 | 15.0 | 156 | 7.0 | 4.0 | 15.0 | 170 | 6.9 | 4.0 | 20.0 | 483 | 6.7 | 4.0 | 15.0 |
| Body lotion (grams) | 232 | 6.2 | 4.0 | 20.0 | 223 | 7.0 | 4.0 | 20.0 | 206 | 7.0 | 4.0 | 20.0 | 661 | 6.7 | 4.0 | 20.0 |
| Bath oil (grams) | 50 | 3.4 | 2.0 | 10.0 | 76 | 4.1 | 4.0 | 10.0 | 72 | 4.4 | 4.0 | 10.0 | 198 | 4.0 | 2.0 | 10.0 |
| Massage oil (grams) | 53 | 4.6 | 2.0 | 15.0 | 76 | 5.2 | 4.0 | 15.0 | 61 | 5.0 | 4.0 | 15.0 | 190 | 5.0 | 4.0 | 15.0 |
| Body moisturizer (oil) (grams) | 60 | 1.9 | 1.0 | 8.0 | 95 | 2.2 | 2.0 | 8.0 | 87 | 2.4 | 2.0 | 8.0 | 242 | 2.2 | 2.0 | 8.0 |
| Baby wipes (disposable, for the buttocks) - when changing diapers (wipes) | 311 | 3.3 | 2.0 | 8.0 | 278 | 3.7 | 2.0 | 8.0 | 264 | 3.7 | 2.0 | 8.0 | 853 | 3.6 | 2.0 | 8.0 |
| Wet wipes (disposable) - when changing diapers (wipes) | 141 | 3.7 | 2.0 | 8.0 | 173 | 4.1 | 2.0 | 11.0 | 168 | 3.9 | 2.0 | 8.0 | 853 | 2.1 | 2.0 | 4.0 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers (wipes) | 311 | 1.9 | 2.0 | 4.0 | 278 | 2.2 | 2.0 | 4.0 | 264 | 2.2 | 2.0 | 6.0 | 482 | 3.9 | 2.0 | 8.0 |
| Wet wipes (disposable) (wipes) | 141 | 2.4 | 2.0 | 5.5 | 173 | 2.6 | 2.0 | 5.5 | 168 | 2.6 | 2.0 | 5.5 | 482 | 2.6 | 2.0 | 5.5 |

Survey reference: Q14+ Approximately how much [product] did you use each time?

Select one only. Base size varies. *Indicates a sample size <30, caution should be used when drawing conclusions.

2.3.2 Statistically Significant Differences in Product Quantities Used

Differences by caregiver gender are observed for some products. Male caregivers tend to use larger amounts of some products per application, such as toothpaste (0.5 g vs. 0.4 g for females) and shampoo (2.8 g vs. 2.3 g for females). However, female caregivers use more body cream per application (7.3 g vs. 5.8 g for males). Interestingly, males use more baby wipes while changing diapers (3.9 vs. 3.4 wipes), but females use more sprays of leave-in conditioner (3.5 vs. 2.8 sprays).

Regional differences in product amounts are noted, but without any distinct patterns. Quebec often shows different amount patterns compared to other regions. For instance, caregivers in Quebec use less shampoo per application on their children than caregivers in Ontario and the Atlantic provinces, but more body cleanser gel than caregivers in Manitoba/Saskatchewan. Caregivers in the Atlantic provinces frequently show higher amounts for a few products, such as shampoo and wet wipes.

Differences by caregiver age do not identify any trends. Examples of minor differences noted include: the 18-34-year age group generally uses larger amounts of lip balm and body cream compared to older age groups, and the 45+ age group uses more hair mousse per application than the 35-44 age group.

Differences by child gender are minimal, with only one product showing a statistically significant difference. Leave-in conditioner cream is used in larger amounts for girls compared to boys (3.2 vs. 2.4).

It is important to note that while these variations exist, they do not point to overall differences in product amounts used across demographics. Many products show consistent patterns across different groups.

Body Care Products

Body lotion and body cream are used in the largest amounts across all age groups. For 0-12-month-olds, both average 6.2 grams per use, increasing to 7.0 grams for older age groups. The median use is 4.0 grams for all ages. The top 5% of users apply 15.0-20.0 grams or more for all age groups. Body moisturizer (oil) is used more sparingly, with use increasing from 1.9 grams for 0-12-month-olds to 2.4 grams for 25-36-month-olds. The median increases from 1.0 to 2.0 grams with age, and 5% of users apply 8.0 grams or more across all age groups.

Bath Products

Body cleanser (gel) is used generously, with use increasing from 5.0 grams for 0-12-month-olds to 6.8 grams for 25-36-month-olds. The median is 4.0 grams for all ages. For 0-12-month-olds and 25-36-month-olds, 5% of users apply 15.0 grams or more, while for 13-24-month-olds, it's 20.0 grams or more. Body cleanser (cream) is used less, increasing from 2.8 grams for 0-12-month-olds to 3.4 grams for 25-36-month-olds, with a median of 2.0 grams and 5% using 8.0 grams or more across all ages. Shampoo use increases from 2.0 grams for 0-12-month-olds to 2.7 grams for 25-36-month-olds, with the median increasing from 1.0 to 2.0 grams. For all age groups, 5% use 8.0 grams or more of shampoo.

Wipes

For diaper changes, baby wipes (disposable, for the buttocks) use increases slightly with age, from 3.3 wipes for 0-12-month-olds to 3.7 wipes for older age groups. Wet wipes (disposable) show a similar pattern, ranging from 3.7 to 4.1 wipes. Both have a median of 2.0 wipes across all ages. For baby wipes (disposable, for the buttocks), the top 5% of users use 8.0 wipes or more across all ages. For wet wipes (disposable), 5% use 8.0 wipes or more for 0-12-month-olds and 25-36-month-olds, increasing to 11.0 wipes or more for 13-24-month-olds.

Hair Care Products

Leave-in conditioner (spray) use peaks at 3.3 sprays for 13-24-month-olds, compared to 2.1 sprays for 0-12-month-olds and 2.9 sprays for 25-36-month-olds. The median ranges from 1.5 to 3.5 sprays. 5% of users apply 3.5 sprays or more for 0-12-month-olds, increasing to 5.5 sprays or more for older age groups. Rinse-out conditioner use increases from 2.8 grams for 0-12-month-olds to 3.9 grams for 25-36 month-olds, with a median of 2.0 grams. 5% use 10.0 grams or more across all age groups.

Specialty Products

Massage oil is used generously, with use increasing from 4.6 grams for 0-12-month-olds to 5.2 grams for 13-24-month-olds, then slightly decreasing to 5.0 grams for 25-36-month-olds. The median ranges from 2.0 to 4.0 grams across age groups. For all age groups, 5% of users apply 15.0 grams or more of massage oil.

Diaper cream/ointment use increases slightly with age, from 1.8 grams for 0-12-month-olds to 2.1 grams for 25-36-month-olds. The median increases from 1.0 to 2.0 grams with age. Across all age groups, 5% of users apply 6.0 grams or more of diaper cream/ointment.

Ointment or balm for chapped cheeks or dry skin is used more sparingly, with use increasing from 1.2 grams for 0-12-month-olds to 1.5 grams for 25-36-month-olds. The median ranges from 0.5 to 1.0 grams across age groups. For 0-12-month-olds and 13-24-month-olds, 5% of users apply 4.0 grams or more, increasing to 6.0 grams or more for 25-36-month-olds.

Hand Cleansers

Hand cleanser (cream) use increases significantly with age, from 1.4 grams for 0-12-month-olds to 2.3 grams for 13-24-month-olds, then slightly decreasing to 2.2 grams for 25-36-month-olds. The median increases from 1.0 to 2.0 grams with age. For 0-12-month-olds and 25-36-month-olds, 5% of users apply 4.0 grams or more, while for 13-24-month-olds, it increases to 8.0 grams or more.

Oral Care

Toothpaste is used sparingly across all age groups. For 0-12-month-olds and 13-24-month-olds, the average use is 0.4 grams, increasing slightly to 0.5 grams for 25-36-month-olds. The median ranges from 0.3 to 0.6 grams. Across all age groups, 5% of users apply 1.0 gram or more of toothpaste per use.

Lip balm use is consistent across age groups, with an average of 1.5 to 1.6 swipes per use. The median is 1.0 swipe for all age groups. For 0-12-month-olds, 5% of users apply 5.0 swipes or more, while for older age groups, 5% apply 3.0 swipes or more.

2.3.3 Average Amount of Product Used Per Day (Average Amount Per Day by Average Applications Per Day)

This section examines the total daily amount of various childcare products used on average. The figures presented are derived from a calculation that multiplies the average number of times a product is used per day by the average amount of product used in each application. This approach provides a comprehensive view of product consumption, considering both frequency of use and quantity applied. The results offer insights into which products are used most extensively in daily childcare routines.

Body creams and lotions are used in the largest quantities among body care products. On average, 12.7 grams of body cream and 10.9 grams of body lotion are applied daily. Body moisturizer (oil) is used less, with an average daily use of 4.1 grams. Massage oil, even though it is used less frequently, has a higher daily amount of 11.3 grams due to the larger amount used per application.

Wipes show the highest daily amount in terms of individual units. Wet wipes (disposable) are used most frequently, with an average of 20.1 wipes per day. Baby wipes (disposable, for the buttocks) follow closely at 18.4 wipes daily.

Leave-in hair products show varied amounts. Leave-in detangler (spray) has the highest daily use at 8.0 sprays, while leave-in conditioner (spray) averages 7.3 sprays. For cream-based products, leave-in conditioner (cream) averages 5.4 grams daily, and leave-in detangler (cream) 4.0 grams. Other hair products see lower daily amount: hair oil at 3.4 grams, hair mousse at 3.6 grams, and hair gel at 2.4 grams per day.

Table 9 Total Daily Amount of Child Care Products (Age 0-36 Months): Average Amount Used Per Day¹²

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|-----------------------|---------------|---------------------|----------------------|--|
| Toothpaste (grams) | 822 | 0.4 | 1.8 | 0.9 |
| Lip balm (swipes) | 351 | 1.6 | 2.4 | 4.3 |

¹ The base sizes show in Table 9 include respondents who selected 'other specified' and enter amounts outside of the provided ranges. Table 10, Table 11 and Table 12 base sizes are slightly different given these calculations do not include 'other specified' responses.

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|--|----------------------|----------------------------|-----------------------------|---|
| Shampoo (grams) | 953 | 2.5 | 1.2 | 3.4 |
| Rinse-out conditioner (grams) | 335 | 3.6 | 1.4 | 6.3 |
| Leave-in conditioner (cream) (grams) | 202 | 2.8 | 1.8 | 5.4 |
| Leave-in conditioner (spray) (sprays) | 157 | 2.9 | 2.0 | 7.3 |
| Leave-in detangler (cream) (grams) | 155 | 1.8 | 1.9 | 4.0 |
| Leave-in detangler (spray) (sprays) | 178 | 3.2 | 2.0 | 8.0 |
| Hair gel (grams) | 167 | 1.1 | 1.8 | 2.4 |
| Hair oil (grams) | 285 | 1.7 | 1.7 | 3.4 |
| Hair mousse (grams) | 126 | 1.6 | 2.0 | 3.6 |
| Body cleanser (cream) (grams) | 373 | 3.2 | 1.7 | 5.9 |
| Body cleanser (gel) (grams) | 494 | 6.1 | 1.4 | 8.5 |
| Hand cleanser (cream) (grams) | 268 | 2.1 | 2.7 | 6.3 |
| Bath bubble (grams) | 433 | 4.2 | 1.3 | 5.6 |
| Diaper cream/ointment (grams) | 687 | 2.0 | 2.7 | 5.6 |
| Ointment or balm for chapped cheeks or dry skin (grams) | 341 | 1.3 | 2.2 | 3.2 |
| Body cream (grams) | 479 | 6.7 | 1.8 | 12.7 |
| Body lotion (grams) | 656 | 6.7 | 1.6 | 10.9 |
| Bath oil (grams) | 195 | 4.0 | 1.7 | 7.9 |
| Massage oil (grams) | 186 | 5.0 | 1.9 | 11.3 |
| Body moisturizer (oil) (grams) | 238 | 2.2 | 1.8 | 4.1 |
| Baby wipes (disposable, for the buttocks) - when changing diapers (wipes) | 845 | 3.6 | 5.0 | 18.4 |
| Wet wipes (disposable) - when changing diapers(wipes) | 478 | 3.9 | 4.4 | 20.1 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers (wipes) | 779 | 3.9 | 3.3 | 7.4 |
| Wet wipes (disposable) (wipes) | 481 | 2.6 | 3.0 | 10.2 |

Survey reference: Q14+ Approximately how much [product] did you use each time? Select one only. Base size varies.

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day? Select one only. Base size varies

2.3.4 Average Amount of Product Used Per Day by Age of Child

Table 10, Table 11 and Table 12 provide insights into the average daily amounts of various childcare products used for children in different age groups: 0-12 months, 13-24 months, and 25-36 months. The data shows how patterns change as children grow older. The amounts are calculated based on information provided by caregivers about how much product is used in an average day, among those who use the product at least once a week.

Wipes

Baby wipes (disposable, for the buttocks) for diaper changes are used in large quantities daily. For 0-12-month-olds, the average daily use is 19.26 wipes, slightly decreasing to 19.00 wipes for 13-24-month-olds, and further decreasing to 16.65 wipes for 25-36-month-olds. Wet wipes (disposable) for diaper changes show a different pattern, with amount increasing from 19.57 wipes daily for 0-12-month-olds to 22.53 wipes for 13-24-month-olds, then decreasing to 17.97 wipes for 25-36-month-olds.

For purposes other than diaper changing, baby wipes (disposable, for the buttocks) are used less frequently, with average daily use increasing from 6.92 wipes for 0-12-month-olds to 8.07 wipes for 13-24-month-olds, then slightly decreasing to 7.30 wipes for 25-36-month-olds. Wet wipes (disposable) for other purposes show a similar pattern, with amount peaking at 11.55 wipes daily for 13-24-month-olds, compared to 9.66 wipes for 0-12-month-olds and 9.29 wipes for 25-36-month-olds.

Body Care Products

Body cream and body lotion are used in the largest amounts daily. Body cream amount increases dramatically from 10.24 grams daily for 0-12-month-olds to 16.94 grams for 13-24-month-olds, then decreases to 10.96 grams for 25-36-month-olds. Body lotion shows a similar pattern, with amount increasing from 9.47 grams daily for 0-12-month-olds to 12.40 grams for 13-24-month-olds, then slightly decreasing to 11.02 grams for 25-36-month-olds. Body moisturizer (oil) is used more sparingly, with amount increasing from 2.88 grams daily for 0-12-month-olds to 4.96 grams for 13-24-month-olds, then decreasing slightly to 4.00 grams for 25-36-month-olds.

Bath Products

Body cleanser (gel) is used in larger amounts than Body cleanser (cream). Gel cleanser amount increases significantly from 5.72 grams daily for 0-12-month-olds to 10.13 grams for 13-24-month-olds, then slightly decreases to 9.77 grams for 25-36-month-olds. Body cream cleanser amount increases gradually from 5.56 grams daily for 0-12-month-olds to 6.68 grams for 25-36-month-olds.

Bath bubble amount increases from 4.21 grams daily for 0-12-month-olds to 6.15 grams for 13-24-month-olds, then slightly decreases to 6.02 grams for 25-36-month-olds. Bath oil shows a more dramatic increase, from 4.53 grams daily for 0-12-month-olds to 10.91 grams for 13-24-month-olds, then decreasing to 7.00 grams for 25-36-month-olds. Shampoo amount increases significantly from 2.36 grams daily for 0-12-month-olds to 4.30 grams for 13-24-month-olds, then decreases to 3.33 grams for 25-36-month-olds.

Hair Care Products

Rinse-out conditioner amount shows a dramatic increase from 3.43 grams daily for 0-12-month-olds to 8.93 grams for 13-24-month-olds, then decreases to 5.09 grams for 25-36-month-olds.

Leave-in hair products also show significant increases in amount for the 13-24-month age group. Leave-in conditioner (cream) amount increases from 3.04 grams daily for 0-12-month-olds to 7.28 grams for 13-24-month-olds, then decreases to 4.35 grams for 25-36-month-olds. Leave-in conditioner (spray) shows an even more dramatic increase, from 3.89 sprays daily for 0-12-month-olds to 10.68 sprays for 13-24-month-olds, then decreasing to 5.12 sprays for 25-36-month-olds. Leave-in detangler products follow a similar pattern. Cream detangler amount increases from 2.57 grams daily for 0-12-month-olds to 5.09 grams for 13-24-month-olds, then decreases to 3.37 grams for 25-36-month-olds. Spray detangler amount nearly doubles from 5.53 sprays daily for 0-12-month-olds to 10.63 sprays for 13-24-month-olds, then decreases to 6.22 sprays for 25-36-month-olds.

Hair gel, oil, and mousse all show peak use for 13-24-month-olds. Hair gel amount increases from 1.06 grams daily for 0-12-month-olds to 3.14 grams for 13-24-month-olds, then decreases to 2.37 grams for 25-36-month-olds. Hair oil amount follows a similar pattern, increasing from 2.06 grams to 4.26 grams, then decreasing to 3.41 grams. Hair mousse use is more than double from 2.07 grams for 0-12-month-olds to 4.49 grams for 13-24-month-olds, then decreases to 3.46 grams for 25-36-month-olds.

Specialty Products

Diaper cream/ointment amount increases from 5.18 grams daily for 0-12-month-olds to 6.03 grams for 13-24-month-olds, then slightly decreases to 5.54 grams for 25-36-month-olds. Ointment or balm for chapped cheeks or dry skin shows a steady increase in amount across age groups, from 2.63 grams daily for 0-12-month-olds to 3.46 grams for 13-24-month-olds, and further increasing to 3.65 grams for 25-36-month-olds. Baby or talcum powder amount remains relatively consistent for younger age groups at 2.40 grams daily for 0-12-month-olds and 2.44 grams for 13-24-month-olds, then decreases to 1.67 grams for 25-36-month-olds. Massage oil shows the highest amount for 13-24-month-olds at 15.29 grams daily, compared to 7.90 grams for 0-12-month-olds and 9.48 grams for 25-36-month-olds.

Hand Cleansers

Hand cleanser (cream) amount increases significantly from 3.54 grams daily for 0-12-month-olds to 7.16 grams for 13-24-month-olds, then slightly decreases to 6.53 grams for 25-36-month-olds. Hand cleanser (bar) shows a similar pattern but with lower overall amount, increasing from 1.89 grams daily for 0-12-month-olds to 2.73 grams for 13-24-month-olds, then decreasing to 2.44 grams for 25-36-month-olds.

Oral Care

Toothpaste amount increases steadily with age, from 0.74 grams daily for 0-12-month-olds to 0.86 grams for 13-24-month-olds, and further increasing to 0.92 grams for 25-36-month-olds. While the increase is consistent, the overall amounts remain relatively small compared to other products.

Lip balm amount peaks for the 13-24-month age group at 4.99 swipes daily, compared to 4.19 swipes for 0-12-month-olds and 3.83 swipes for 25-36-month-olds.

Table 10 Total Daily Amount of Child Care Products: Average Amount Used Per Day in Children 0-12 months³

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|---|---------------|---------------------|----------------------|--|
| Toothpaste (grams) | 144 | 0.4 | 1.6 | 0.7 |
| Lip balm (swipes) | 59 | 1.5 | 2.3 | 4.2 |
| Shampoo (grams) | 298 | 2.0 | 1.1 | 2.4 |
| Rinse-out conditioner (grams) | 67 | 2.8 | 1.3 | 3.4 |
| Leave-in conditioner (cream) (grams) | 40 | 2.1 | 1.4 | 3.0 |
| Leave-in conditioner (spray) (sprays) | 24* | 2.1 | 1.6 | 3.9 |
| Leave-in detangler (cream) (grams) | 29* | 1.4 | 1.6 | 2.6 |
| Leave-in detangler (spray) (sprays) | 27* | 2.5 | 1.8 | 5.5 |
| Hair gel (grams) | 39 | 0.6 | 1.4 | 1.1 |
| Hair oil (grams) | 77 | 1.4 | 1.5 | 2.1 |
| Hair mousse (grams) | 29* | 1.4 | 1.6 | 2.1 |
| Body cleanser cream (grams) | 130 | 2.8 | 1.4 | 5.6 |
| Body cleanser (gel) (grams) | 164 | 5.0 | 1.2 | 5.7 |
| Hand cleanser (cream) (grams) | 44 | 1.4 | 2.0 | 3.5 |
| Bath bubble (grams) | 102 | 3.3 | 1.2 | 4.2 |
| Diaper cream/ointment (grams) | 277 | 1.8 | 2.8 | 5.2 |
| Ointment or balm for chapped cheeks or dry skin (grams) | 113 | 1.2 | 1.9 | 2.6 |
| Body cream (grams) | 155 | 6.2 | 1.6 | 10.2 |
| Body lotion (grams) | 228 | 6.2 | 1.5 | 9.5 |

³ The base sizes show in Table 9 include respondents who selected 'other specified' and enter amounts outside of the provided ranges. Table 10, Table 11 and Table 12 base sizes are slightly different given these calculations do not include 'other specified' responses.

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|--|---------------|---------------------|----------------------|--|
| Bath oil (grams) | 49 | 3.4 | 1.4 | 4.5 |
| Massage oil (grams) | 53 | 4.6 | 1.5 | 7.9 |
| Body moisturizer (oil)(grams) | 58 | 1.9 | 1.5 | 2.9 |
| Baby wipes (disposable, for the buttocks) - when changing diapers (wipes) | 308 | 3.3 | 5.9 | 19.3 |
| Wet wipes (disposable) - when changing diapers (wipes) | 141 | 3.7 | 4.8 | 19.6 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers (wipes) | 270 | 1.9 | 3.0 | 6.9 |
| Wet wipes (disposable) (wipes) | 141 | 2.4 | 3.4 | 9.7 |

Survey reference: Q14+ Approximately how much [product] did you use each time? Select one only. Base size varies.

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day? Select one only. Base size varies. *Indicates a sample size <30, consider implications with caution.

Table 11 Total Daily Amount of Child Care Products: Average Amount Used Per Day in Children 13-24 months⁴

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|---------------------------------------|---------------|---------------------|----------------------|--|
| Toothpaste (grams) | 319 | 0.4 | 1.9 | 0.9 |
| Lip balm (swipes) | 134 | 1.6 | 2.7 | 5.0 |
| Shampoo (grams) | 327 | 2.6 | 1.4 | 4.3 |
| Rinse-out conditioner (grams) | 134 | 3.7 | 1.7 | 8.9 |
| Leave-in conditioner (cream) (grams) | 93 | 3.0 | 2.1 | 7.3 |
| Leave-in conditioner (spray) (sprays) | 68 | 3.3 | 2.6 | 10.7 |
| Leave-in detangler (cream) (grams) | 66 | 2.0 | 2.3 | 5.1 |
| Leave-in detangler (spray) (sprays) | 76 | 3.4 | 2.5 | 10.6 |
| Hair gel (grams) | 68 | 1.3 | 2.3 | 3.1 |
| Hair oil (grams) | 110 | 1.8 | 2.1 | 4.3 |

⁴ The base sizes show in Table 9 include respondents who selected 'other specified' and enter amounts outside of the provided ranges. Table 10, Table 11 and Table 12 base sizes are slightly different given these calculations do not include 'other specified' responses.

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|--|---------------|---------------------|----------------------|--|
| Hair mousse (grams) | 55 | 1.7 | 2.4 | 4.5 |
| Body cleanser cream (grams) | 130 | 3.3 | 1.8 | 5.7 |
| Body cleanser (gel) (grams) | 167 | 6.5 | 1.6 | 10.1 |
| Hand cleanser (cream) (grams) | 100 | 2.3 | 2.8 | 7.2 |
| Bath bubble (grams) | 158 | 3.9 | 1.6 | 6.2 |
| Diaper cream/ointment (grams) | 235 | 2.0 | 2.8 | 6.0 |
| Ointment or balm for chapped cheeks or dry skin (grams) | 116 | 1.3 | 2.6 | 3.5 |
| Body cream (grams) | 156 | 7.0 | 2.2 | 16.9 |
| Body lotion (grams) | 222 | 7.0 | 1.8 | 12.4 |
| Bath oil (grams) | 76 | 4.1 | 2.0 | 10.9 |
| Massage oil (grams) | 73 | 5.2 | 2.2 | 15.3 |
| Body moisturizer (oil) (grams) | 95 | 2.2 | 2.1 | 5.0 |
| Baby wipes (disposable, for the buttocks) - when changing diapers (wipes) | 277 | 3.7 | 4.8 | 19.0 |
| Wet wipes (disposable) - when changing diapers (wipes) | 171 | 4.1 | 4.6 | 22.5 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers (wipes) | 259 | 2.2 | 3.0 | 8.1 |
| Wet wipes (disposable) (wipes) | 173 | 2.6 | 3.6 | 11.6 |

Survey reference: Q14+ Approximately how much [product] did you use each time? Select one only. Base size varies.

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day? Select one only. Base size varies.

Table 12 Total Daily Amount of Child Care Products: Average Amount Used Per Day in Children 25-36 months⁵

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|-----------------------|---------------|---------------------|----------------------|--|
| Toothpaste (grams) | 359 | 0.5 | 1.8 | 0.9 |
| Lip balm (swipes) | 158 | 1.6 | 2.1 | 3.8 |

⁵ The base sizes show in Table 9 include respondents who selected 'other specified' and enter amounts outside of the provided ranges. Table 10, Table 11 and Table 12 base sizes are slightly different given these calculations do not include 'other specified' responses.

| Product (measurement) | Base Size (n) | Average Amount Used | Average Uses Per Day | Average Amount Used x Average Uses Per Day |
|--|---------------|---------------------|----------------------|--|
| Shampoo (grams) | 328 | 2.7 | 1.2 | 3.3 |
| Rinse-out conditioner (grams) | 134 | 3.9 | 1.3 | 5.1 |
| Leave-in conditioner (cream) (grams) | 69 | 2.4 | 1.6 | 4.3 |
| Leave-in conditioner (spray) (sprays) | 65 | 2.9 | 1.6 | 5.1 |
| Leave-in detangler (cream) (grams) | 60 | 1.9 | 1.7 | 3.4 |
| Leave-in detangler (spray) (sprays) | 75 | 3.3 | 1.6 | 6.2 |
| Hair gel (grams) | 60 | 1.1 | 1.7 | 2.4 |
| Hair oil (grams) | 98 | 1.8 | 1.6 | 3.4 |
| Hair mousse (grams) | 42 | 1.5 | 1.9 | 3.5 |
| Body cleanser cream (grams) | 113 | 3.4 | 1.8 | 6.7 |
| Body cleanser (gel) (grams) | 163 | 6.8 | 1.3 | 9.8 |
| Hand cleanser (cream) (grams) | 124 | 2.2 | 2.8 | 6.5 |
| Bath bubble (grams) | 173 | 5.0 | 1.2 | 6.0 |
| Diaper cream/ointment (grams) | 175 | 2.1 | 2.4 | 5.5 |
| Ointment or balm for chapped cheeks or dry skin (grams) | 112 | 1.5 | 2.1 | 3.7 |
| Body cream (grams) | 168 | 6.9 | 1.6 | 11.0 |
| Body lotion (grams) | 206 | 7.0 | 1.5 | 11.0 |
| Bath oil (grams) | 70 | 4.4 | 1.5 | 7.0 |
| Massage oil (grams) | 60 | 5.0 | 1.8 | 9.5 |
| Body moisturizer (oil) (grams) | 85 | 2.4 | 1.7 | 4.0 |
| Baby wipes (disposable, for the buttocks) - when changing diapers (wipes) | 260 | 3.7 | 4.1 | 16.7 |
| Wet wipes (disposable) - when changing diapers (wipes) | 166 | 3.9 | 3.8 | 18.0 |
| Baby wipes (disposable, for the buttocks) - for purposes other than changing diapers (wipes) | 250 | 2.2 | 2.8 | 7.3 |
| Wet wipes (disposable) (wipes) | 167 | 2.6 | 2.9 | 9.3 |

Survey reference: Q14+ Approximately how much [product] did you use each time? Select one only. Base size varies.

Survey reference: Q13+ On the days that you used [product], how often did you use it on average per day? Select one only. Base size varies.

2.3.5 Statistically Significant Differences in Average Amount Used by Demographics

Due to the complexity and number of possible statistically significant differences observed across subgroups for this question, a comprehensive discussion is not included in this report. Detailed statistical differences have not been calculated, as the results are derived from the combination of two survey questions.

2.4 Body Areas Where Products are Applied

Table 13 provides a comprehensive look at where various childcare products are applied on the body for children 0-36 months, highlighting both primary areas and interesting secondary applications.

Body Care Products

Body cream and body lotion show similar patterns. Both are primarily applied to the legs (87% and 88%, respectively) and arms (83% and 87%). The torso is also a common application area (61% and 66%), followed by hands (65% and 64%). Less frequently, they're applied to the buttocks (48% for both) and head (25% and 29%). Massage oil and body moisturizer (oil) are used similarly, with the main application areas being legs (69-74%) and arms (65-69%). They're also frequently used on hands (52-55%) and buttocks (45-48%). Interestingly, about a quarter of users apply these oils on the child's hair.

Bath Products

As expected, shampoo is primarily used on children's hair and head, with 82% of parents/caregivers applying it on hair and 43% on head. Shampoo is also frequently used on other parts of the body. About one-fifth of parents apply it to arms, legs, buttocks, hands, and torso. Body cleansers, both cream and gel forms, are used extensively across the body. The primary areas of application are arms (85% for both), legs (86% for both), and hands (76-79%). They're also commonly used on the buttocks (72-80%) and torso (64-75%). Interestingly, a significant number of parents/caregivers also use these products on their child's hair (21-23%) and head (37-40%), indicating that body cleansers often serve as all-in-one cleaning solutions.

Wipes

Baby wipes (disposable, for the buttocks) are most used on hands (52%) and for buttocks (37%), followed by the mouth area (36%). Wet wipes (disposable), on the other hand, are primarily used on the buttocks (59%), with secondary use on the hands (49%), then torso (30%), arms (22%), and legs (22%).

Specialty Products

Baby or talcum powder is primarily used on the buttocks (67%), with secondary use on arms (31%) and legs (30%). Ointment or balm for chapped cheeks or dry skin shows a diverse application pattern. While it is mostly used on legs (41%) and arms (37%), it is also frequently applied to hands (33%), buttocks (29%), and the head (29%). Also, 19% of caregivers use it around the mouth area.

Hand Cleansers

Hand cleansers, whether in cream or bar form, are primarily used on hands as expected (70-80%). However, they are also applied to other body parts. The bar form is more frequently used on arms (40%) and legs (33%) compared to the cream form (30% for arms, 24% for legs). This suggests that bar soap is often used as a general body cleanser, while the cream form is more specific to hand cleaning.

Table 13 Areas of Product Application (Age 0-36 Months)

| Product | Base Size (n) | Arms | Legs | Buttocks | Hair | Hands | Head | Mouth | Torso | Other |
|---|---------------|------|------|----------|------|-------|------|-------|-------|-------|
| Shampoo | 977 | 21% | 22% | 19% | 82% | 21% | 43% | n/a | 17% | 1% |
| Body cleanser - cream | 375 | 85% | 86% | 72% | 21% | 76% | 37% | n/a | 64% | 2% |
| Body cleanser - gel | 500 | 85% | 86% | 80% | 23% | 79% | 40% | n/a | 75% | 3% |
| Hand cleanser - cream | 271 | 30% | 24% | 14% | 14% | 80% | 10% | n/a | 9% | 1% |
| Hand cleanser - bar | 202 | 40% | 33% | 25% | 14% | 70% | 14% | n/a | 17% | 0% |
| Ointment or balm for chapped cheeks or dry skin | 343 | 37% | 41% | 29% | 8% | 33% | 29% | 19% | 21% | 16% |
| Body cream | 483 | 83% | 87% | 48% | 10% | 65% | 25% | n/a | 61% | 4% |
| Body lotion | 661 | 87% | 88% | 48% | 8% | 64% | 29% | n/a | 66% | 3% |
| Baby or talcum powder | 215 | 31% | 30% | 67% | 10% | 18% | 10% | n/a | 23% | 4% |
| Massage oil | 190 | 65% | 69% | 45% | 25% | 52% | 29% | n/a | 38% | 4% |
| Body moisturizer - oil | 242 | 69% | 74% | 48% | 23% | 55% | 33% | n/a | 40% | 0% |
| Baby wipes (disposable, for the buttocks) | 853 | 16% | 15% | 37% | 4% | 52% | 17% | 36% | 7% | 11% |
| Wet wipes (disposable) | 482 | 22% | 22% | 59% | 6% | 49% | 11% | 8% | 30% | 2% |

Survey reference: Q19+ Where on your child's body did you use [product]? Select all that apply. Base size varies. Note: Question not asked for all products.

2.4.1 Statistically Significant Differences in Body Area Applications

Due to the complexity and number of statistically significant differences observed across subgroups for this question, a comprehensive discussion is not included in this report. Detailed statistical differences can be found in the accompanying data tables, available under a separate cover.

2.5 Parental Attitudes and Decision-Making Regarding Child Care Products

This section examines caregivers' attitudes and behaviors regarding personal care products for children aged 0-36 months. Caregivers were asked to indicate their level of agreement with four statements about product selection and use.

2.5.1 Overall Agreement with Statements on Product Selection and Use

Findings from the survey indicate that a large majority of Canadians are diligent about checking for restrictions on use when purchasing personal care products for their children. Eight in ten (81%) caregivers agree or completely agree that they check for restrictions such as age recommendations when buying products like toothpaste or lotions for their child. Just over half of caregivers (56%) agree or completely agree that they usually buy the same brand across different personal care products. This suggests a moderate level of brand loyalty among consumers when it comes to personal care items for children.

The survey also found that some caregivers perceive personal care products labeled as 'natural' or 'green' to be safer. Over half of caregivers (55%) agree or completely agree with this statement. Finally, three in ten caregivers (30%) agree or completely agree that they use personal care products for their child that are not specifically labeled for infants or children. This suggests that most caregivers use products specifically designed for children.

| Statement | Total agree (Completely agree + agree) |
|--|---|
| When I buy personal care products such as toothpaste or lotions for my child I check for restrictions on use (e.g. not recommended for children under a certain age) | 81% |
| I usually buy the same brand across different personal care products | 56% |
| Personal care products labeled as 'natural' or 'green' are safer | 55% |
| I use personal care products for my child that are not labeled as specifically for infants or children | 30% |

Survey reference: Q81 Where on your child's body did you use [product]? Select one only. Base: All respondents (n=1220).

2.5.2 Checking for Use Restrictions

A large majority of caregivers (81%) agree that they check for restrictions on use when buying personal care products such as toothpaste or lotions for their child.

- The agreement is the highest among caregivers in Ontario (85%) and the lowest in Quebec (75%).
- There is no significant difference in agreement between males (79%) and females (82%).
- Caregivers of children aged 0-12 months show the highest agreement (83%), though differences between age groups are not statistically significant.

| Statement: When I buy personal care products such as toothpaste or lotions for my child I check for restrictions on use (e.g. not recommended for children under a certain age) | Base size | Percentage |
|--|------------------|-------------------|
| GENDER | (n) | % |
| Male | 435 | 79% |
| Female | 782 | 82% |
| AGE | (n) | % |
| 18-34 years | 653 | 79% |
| 35-44 years | 502 | 81% |
| 45+ years | 65 | 86% |
| CHILD AGE | (n) | % |
| 0-12 months | 403 | 83% |
| 13-24 months | 409 | 79% |
| 25-36 months | 408 | 80% |
| REGION | (n) | % |
| British Columbia/Territories | 125 | 80% |
| Alberta | 150 | 81% |
| Manitoba/Saskatchewan | 83 | 82% |
| Ontario | 460 | 85% |
| Quebec | 335 | 75% |
| Atlantic | 67 | 81% |

2.5.3 Brand Loyalty in Personal Care Product Purchases

Over half of caregivers (56%) agree that they usually buy the same brand across different personal care products.

- The agreement is highest in Atlantic Canada (73%) and the lowest in Alberta and Manitoba/Saskatchewan (both 48%).
- Males are more likely to agree with this statement than females (60% vs. 54%).
- Caregivers aged 45+ show the highest agreement (68%), higher than younger caregivers aged 18-34 (54%).

| Statement: I usually buy the same brand across different personal care products | Base size | Percentage |
|--|------------------|-------------------|
| GENDER | (n) | % |
| Male | 435 | 60% |
| Female | 782 | 54% |
| AGE | (n) | % |
| 18-34 years | 653 | 54% |
| 35-44 years | 502 | 57% |
| 45+ years | 65 | 68% |
| CHILD AGE | (n) | % |
| 0-12 months | 403 | 58% |
| 13-24 months | 409 | 56% |
| 25-36 months | 408 | 54% |
| REGION | (n) | % |
| British Columbia/Territories | 125 | 50% |
| Alberta | 150 | 48% |
| Manitoba/Saskatchewan | 83 | 48% |
| Ontario | 460 | 60% |
| Quebec | 335 | 55% |
| Atlantic | 67 | 73% |

2.5.4 Perception of Safety for 'Natural' or 'Green' Products

Fifty-five percent of caregivers agree that personal care products labeled as 'natural' or 'green' are safer.

- The agreement is highest in British Columbia/Territories (63%) and Ontario (62%), and the lowest in Quebec and Manitoba/Saskatchewan (both 45%).
- Males are more likely to agree with this statement than females (59% vs. 53%).
- Caregivers of children who are 45+ years old show the highest agreement (71%), higher than younger caregivers.

| Statement: Personal care products labeled as 'natural' or 'green' are safer | Base size | Percentage |
|--|------------------|-------------------|
| GENDER | (n) | % |
| Male | 435 | 59% |
| Female | 782 | 53% |
| AGE | (n) | % |
| 18-34 years | 653 | 53% |
| 35-44 years | 502 | 55% |
| 45+ years | 65 | 71% |
| CHILD AGE | (n) | % |
| 0-12 months | 403 | 50% |
| 13-24 months | 409 | 59% |
| 25-36 months | 408 | 55% |
| REGION | (n) | % |
| British Columbia/Territories | 125 | 63% |
| Alberta | 150 | 56% |
| Manitoba/Saskatchewan | 83 | 45% |
| Ontario | 460 | 62% |
| Quebec | 335 | 45% |
| Atlantic | 67 | 54% |

2.5.5 Use of Products Not Specifically Labeled for Children

Three in ten caregivers (30%) agree that they use personal care products for their child that are not labeled as specifically for infants or children.

- The agreement is highest in Manitoba/Saskatchewan (36%) and Ontario (35%), and lowest in Quebec (21%).
- Males are significantly more likely to agree with this statement than females (36% vs. 26%).
- Caregivers of children aged 13-24 months show the highest agreement (33%), though differences between age groups are not statistically significant.

| Statement: I use personal care products for my child that are not labeled as specifically for infants or children | Base size | Percentage |
|--|------------------|-------------------|
| GENDER | (n) | % |
| Male | 435 | 36% |
| Female | 782 | 26% |
| AGE | (n) | % |
| 18-34 years | 653 | 31% |
| 35-44 years | 502 | 28% |
| 45+ years | 65 | 32% |
| CHILD AGE | (n) | % |
| 0-12 months | 403 | 26% |
| 13-24 months | 409 | 33% |
| 25-36 months | 408 | 31% |
| REGION | (n) | % |
| British Columbia/Territories | 125 | 32% |
| Alberta | 150 | 31% |
| Manitoba/Saskatchewan | 83 | 36% |
| Ontario | 460 | 35% |
| Quebec | 335 | 21% |
| Atlantic | 67 | 27% |

2.6 Co-use of Personal Care Products

This section examines how personal care products are co-used by caregivers for children aged 0-36 months. Please see the Appendix for a description of the method of analysis used to assess the co-use of personal care products by caregivers for children aged 0-36 months.

The survey did not examine all possible personal care product categories on the market available in Canada therefore combinations with other personal care products are possible. For this survey, a total of 26 products were studied. Of them, five sets of highly similar pairs of products (e.g. leave-in conditioner cream and leave-in conditioner spray) were combined to avoid double counting. After accounting for these pairs, a total of 21 products were included in the analysis.

It is common for caregivers to use more than one product on a child aged 0-36 months per day. Ninety-two percent of caregivers use two or more products on a child aged 0-36 months on a given day. The most common pair of products, used by 38.6% of caregivers a given day, is toothpaste and baby wipes (disposable, for the buttocks). Other common pairs of products are body cream/body lotion and baby wipes (disposable, for the buttocks) (37.8%), toothpaste and shampoo (35.8%), toothpaste and body cream/body lotion (35.4%), and diaper cream/ointment and baby wipes (disposable, for the buttocks) (33.8%).

Co-use of personal care products in a given day for children aged 0-36-months

| Number of products used on a given day | 0-12 months | 13-24 months | 25-36 months | 0-36 months |
|--|-------------|--------------|--------------|-------------|
| 0 | 1.1% | 1.5% | 1.0% | 1.2% |
| 1 | 9.2% | 7.31% | 4.6% | 6.5% |
| 2 | 15.8% | 12.0% | 10.5% | 12.7% |
| 3 | 16.0% | 11.5% | 13.5% | 13.6% |
| 4 | 14.6% | 12.3% | 13.8% | 13.6% |
| 5 | 14.8% | 13.3% | 14.2% | 14.1% |
| 6 | 10.2% | 11.9% | 12.9% | 11.7% |
| 7 | 6.6% | 8.6% | 10.3% | 8.5% |
| 8 | 4.6% | 6.3% | 5.4% | 5.5% |
| 9 | 1.9% | 5.7% | 3.7% | 3.8% |
| 10 | 1.4% | 2.0% | 1.9% | 1.8% |
| 11 or more | 3.7% | 9.2% | 8.3% | 7.1% |
| Total | 100.00% | 100.00% | 100.00% | 100.00% |

Eighty percent of caregivers use 3 or more products on a child 0-36 months on a given day. The most common combinations are toothpaste, body cream/body lotion and baby wipes (disposable, for the buttocks), used by 25.1% of caregivers, followed by shampoo, body cream/body lotion and baby wipes (disposable, for the buttocks) (24.5%).

The four most commonly used products on a given day, used by 17.3% of caregivers of children aged 0-36 months, are toothpaste, body cream/body lotion and baby wipes (disposable, for the buttocks), and shampoo. The most common combination of five products used on a given day adds diaper cream to the top four products (used by 10.9% of caregivers), and the top six adds body cleanser (cream/gel), used by 7.5% of caregivers. One-quarter (27%) of caregivers use 7 products or more on a given day, 9% use 10 products or more products.

2.6.1 Co-use of Personal Care Products by Age of Children

On a given day, most (92%) caregivers of children aged 0-36 months use two or more personal care products. Notably, there is a trend that caregivers tend to increase the number of products used when children are over 12 months old. For children aged 0-12 months, 74% of caregivers use three or more products on a given day. This figure increases to 81% for the 13-24 months age group. However, this trend does not continue into the 25-36 months age group, where the percentage of caregivers using three or more products holds steady at 84%.

Larger increases in usage are observed between caregivers of children 0-12 months and those caring for children 13-24 months when more products are used in combination. When examining the use of five or more personal care products, there is a significant increase between the age groups of 0-12 months and 13-24 months. Forty-three percent of caregivers of children aged 0-12 months use five or more personal care products, which jumps to 57% for the 13-24 months age group, reflecting a substantial 15 percentage point increase. However, from the age of 13-24 months to 25-36 months, this figure remains at 57%, indicating no difference.

Among caregivers of children 0-12 months, the products used most frequently on a given day are baby wipes (disposable, for the buttocks) and diaper cream, of which 44.6% of caregivers use in a day. Baby wipes (disposable, for the buttocks) and body cream/body lotion are used almost as frequently at 42.6%. Nearly half of caregivers of children aged 13-24 months use two specific products in a day (46.2%): toothpaste and baby wipes (disposable, for the buttocks). Toothpaste and body cream/body lotion (41.7%) and toothpaste and shampoo (41.3%) are combinations used almost as frequently. Nearly one-third (31.6%) use three specific products on a given day (toothpaste, body cream/lotion and baby wipes (disposable, for the buttocks) and 22.1% use four specific products per day (toothpaste, body cream/lotion and baby wipes (disposable, for the buttocks, and shampoo).

For children aged 25-36 months, caregivers also most commonly use toothpaste and baby wipes (disposable, for the buttocks) in a day (49.2%). Three in ten (29.9%) use toothpaste, shampoo and body cream/body lotion. Adding baby wipes (disposable, for the buttocks) to these three products renders the most common four product combination (19.4%).

2.6.2 Relationship Between Number of Products Used and Amount Applied Per Use

To measure the strength of correlations between frequencies of use and amount of product applied, Spearman's correlation coefficient (R) was calculated. Correlations were considered very strong if $0.80 < R < 1.00$, strong if $0.60 < R < 0.79$, moderate if $0.40 < R < 0.59$, weak if $0.20 < R < 0.39$, and very weak if $0 < R < 0.19$.

Data analysis on the stacked observations found a very weak, but significant correlation (r value -0.118) indicating that the more products a caregiver uses, the fewer times the products are applied in a day. Additionally, a weak, but significant correlation (r value -0.249) was found when comparing frequencies of use over a week period and the amount of product applied indicating the more products a caregiver uses, the fewer applications per product over the week period. Finally, a weak (r value 0.251), but significant, correlation was found that indicates the more times per day a caregiver uses products, the larger the amount applied each time. The strength of this correlation varies by product and was found to be stronger for wet wipes (disposable) (r value 0.540), leave-in conditioner (spray) (r value 0.488) and lip balm (r value 0.358). For each of these, the more times per day it is used, the larger the amount applied each time.

Appendix

Additional Details on Survey Methodology

The table below indicates the unweighted geographical distribution of the sample in counts and proportions, alongside the 2021 census data proportions. The differences between the unweighted data and the census proportions are minimal, hence no statistical weighting was required.

| Age | Unweighted Sampe size | Unweighted Proportion | Census Proportion |
|-------|-----------------------|-----------------------|-------------------|
| 18-34 | 653 | 53% | 53% |
| 35-44 | 502 | 41% | 41% |
| 45+ | 65 | 5% | 5% |
| TOTAL | 1220 | 100% | 100% |

| REGION | Unweighted Sampe size | Unweighted Proportion | Census Proportion |
|----------------|-----------------------|-----------------------|-------------------|
| BC/Territories | 125 | 10% | 12% |
| AB | 150 | 12% | 14% |
| MB/SK | 83 | 7% | 10% |
| ON | 460 | 38% | 35% |
| QC | 335 | 28% | 24% |
| ATL | 67 | 6% | 5% |
| TOTAL | 1220 | 100% | 100% |

Participation Rate

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated. The following table provides the case dispositions and participation rate for this online survey. The participation rate for this survey was 68%, and it is calculated as follows:

$$\text{Participation Rate} = R/(R+IS+U)$$

| Disposition | Result |
|------------------------------|------------|
| Invalid Cases | 1036 |
| Unresolved (U) | n/a |
| In-scope non-responding (IS) | 815 |
| Responding units (R) | 1750 |
| Participation Rate | 68% |

Online survey cases can be broken down into four broad categories:

Invalid Cases

These can include only clearly invalid cases (for example, invitations mistakenly sent to people who did not qualify for the study, incomplete or missing email addresses in a client-supplied list).

Unresolved (U)

These include all the cases where it cannot be established whether the invitation was sent to an eligible or an ineligible respondent or unit (for example, when email invitations bounce back or remain without an answer before the candidate could be qualified).

In-scope non-responding (IS)

These include all refusals, either implicit or explicit; all non-contacts and early breakoffs of known eligible cases; and other eligible non-respondents (due to illness, leave of absence, vacation or other).

Responding units (R)

These include cases who have participated but who were disqualified afterwards (for example, when admissible quotas have been reached). It also includes all completed surveys or partially completed surveys that meet the criteria set by the researcher to be included in the analysis of the data.

Unresolved (U), in-scope (IS), and responding units (R) are all included in the broad category of “potentially eligible” cases. However, invalid cases are not included in the calculation of outcome rates.

For this survey a router was used to screen potential respondents and assign them to one of several surveys. Given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not. Therefore, it is not possible to estimate the “unresolved” cases.

For this survey, responding units have been broken out as follows.

| Disposition | Result |
|-----------------------------|---------------|
| Over quota | 530 |
| Qualified Completes | 1220 |
| Partial | 0 |
| Responding units (R) | 1750 |

The sample routing technology uses weighted randomization to assign surveys to participants. Upon entry into the system, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon the information we know about them. Panelists may be asked additional screening questions within the system to ensure they meet the project criteria. Priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field window, therefore there is a low chance of sample bias.

Calculating the number of times the product was applied to the body

The number of times the product was applied to the body was reported in a few different ways: by average or mean, median, and 95th percentile. For each of these calculations the data used was based on recoding of the survey scale used by respondents. For all products, survey respondents selected from given options, each offering the frequency in a set range. An example is provided below.

On the days that you used shampoo, how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day

- o 9-10 times per day
- o more than 10 times per day
- Other (specify)

Each range was then re-coded to a single numeric using the stat value or mid-point of the range and in the case of the upper limit range rounding up taking into consideration the responses provided in the “other specify”. In the example of shampoo given above, responses of 3-4 times were re-coded as 3.5 times and responses of more than 10 times were re-coded to 12 times. Other specific responses were reviewed and where appropriate were coded into the closest code, otherwise excluded. The re-coded data was used as the basis for calculations of average use, median use and use within the 95th percentile.

Calculating the amount of product applied to the body

The amount of product applied to the body was reported in a few different ways: by average or mean, median, and 95th percentile. For each of these calculations the data used was based on recoding of the survey scale used by respondents. For all products, survey respondents estimated the amount they use based a review of several images, each reflecting a specific amount of product. Upon review of the images the survey selected from the options provided. An example is shown below.

How much shampoo did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- o less than thin liquid 1 g
- o thin liquid 1 g
- o thin liquid 2 g
- o thin liquid 4 g
- o thin liquid 8 g
- o thin liquid 10 g
- o more than thin liquid 10 g
- o I used a shampoo bar
- Other (specify)

The lower and upper range data was then re-coded to a single numeric. In the example of shampoo given above, responses of less than 1 g were re-coded as 0.5g and responses of more than 10 g were re-coded to 15 g. Other (specify) responses were reviewed with the intent of coding them into the closest provided code. However, they were not able to be coded because there were either outside of the measured range e.g. once a month, or non-numeric in nature. For most questions, the number of open-ended responses equates to less than 1% of responses. Responses of “I used a shampoo bar” were excluded. The re-coded data was used as the basis for calculations of average use, median use and use within the 95th percentile.

The table below outlines how the amount of product applied ranges/times per day were recoded.

| Original range | Recoded numeric |
|--------------------------|------------------------|
| Less than 0.1 g | 0.05 g |
| Less than 0.3 g | 0.2 g |
| Less than 0.5 g | 0.25 g |
| Less than 1 g | 0.5 g |
| Less than 2 g | 1 g |
| More than 1 g | 1.5 g |
| More than 4 g | 6 g |
| More than 6 g | 8 g |
| More than 8 g | 10 g |
| More than 10 g | 15 g |
| More than 15 g | 20 g |
| More than 20 g | 25 g |
| More than 3 wipes | 5 wipes |
| More than 5 wipes | 6 wipes |
| More than 6 wipes | 8 wipes |
| 13 or more than 13 wipes | 16 wipes |
| More than 10 times | 12 times |
| 1-2 times /wipes | 1.5 times /wipes |
| 3-4 times /wipes | 3.5 times /wipes |
| 5-6 times /wipes | 5.5 times /wipes |
| 7-8 times /wipes | 7.5 times /wipes |
| 9-10 times /wipes | 9.5 times /wipes |
| 11-12 times /wipes | 11.5 times /wipes |
| 13-14 times /wipes | 13.5 times /wipes |
| 1-3 wipes | 2 wipes |
| 4-6 wipes | 5 wipes |
| 7-9 wipes | 8 wipes |
| 10-12 wipes | 11 wipes |

Calculating the amount of product used per day

This was calculated at the respondent level by multiplying the average use per day by the average amount used per day.

Method used to assess how products are used in combination

Preparation of any given day and week combinations

In the survey, respondents indicated which days out of a 7-day period they care for a child and were asked to provide detailed information on the products used on the child on those days. In assessing the combination of products used on a given day, the data were stacked such that each day was counted as a separate observation. For assessing 7-day period usage, the data were calculated as follows to equalize the usage data across varying number of days respondents care for the child. This ensured that each respondent has 7 weighted days in the data.

| Number of days with child | Equalization | Weight factor |
|---------------------------|--------------|---------------|
| 1 | 7/1 | 7.00 |
| 2 | 7/2 | 3.50 |
| 3 | 7/3 | 2.40 |
| 4 | 7/4 | 1.75 |
| 5 | 7/5 | 1.40 |
| 6 | 7/6 | 1.17 |
| 7 | 7/7 | 1.00 |

The analysis uses each day as an observation; when aggregated it represents any given day.

Dealing with potential double counting

In assessing the combination of products used together, data for the following similar products were merged and analyzed as a single product to avoid double counting these products.

- Leave-in conditioner cream and leave-in conditioner spray
- Leave-in detangler cream and leave-in detangler spray
- Body cleanser (cream) and body cleanser (gel)
- Hand cleanser (cream) and hand cleanser (bar)

- Body cream and body lotion

AND Turf Analysis

AND Turf Analysis was used to assess the combination of products used most often for total/combined age groups on any given day. AND Turf measures the percentage of observations that used a set combination of products. All combinations were calculated with the most common discussed in the report.

Spearman’s correlation analysis was used to understand the relationship between frequency of use and amount used (e.g., if a product is used more than once a day, is the product amount used more or less compared to someone who uses the product less frequently). Correlation analysis was run at the individual product level and overall using stacked data.

Common pairs of products used in a given day for children aged 0-36 months

| Product 1 | Product 2 | % of Caregivers |
|---------------------------|---|-----------------|
| Toothpaste | Baby wipes (disposable, for the buttocks) | 38.6% |
| Body cream/body lotion | Baby wipes (disposable, for the buttocks) | 37.8% |
| Toothpaste | Shampoo | 35.8% |
| Toothpaste | Body cream/body lotion | 35.4% |
| Diaper cream/ointment | Baby wipes (disposable, for the buttocks) | 33.8% |
| Shampoo | Body cream/body lotion | 33.6% |
| Shampoo | Baby wipes (disposable, for the buttocks) | 33.1% |
| Diaper cream/ointment | Body cream/body lotion | 29.5% |
| Body cleanser (cream/gel) | Baby wipes (disposable, for the buttocks) | 28.1% |
| Body cleanser (cream/gel) | Body cream/body lotion | 28.0% |

Common combinations of three products used in a given day for children aged 0-36 months

| Product 1 | Product 2 | Product 3 | % of Caregivers |
|---------------------------|---------------------------|---|------------------------|
| Toothpaste | Body cream/body lotion | Baby wipes (disposable, for the buttocks) | 25.1% |
| Shampoo | Body cream/body lotion | Baby wipes (disposable, for the buttocks) | 24.5% |
| Toothpaste | Shampoo | Body cream/body lotion | 23.9% |
| Diaper cream/ointment | Body cream/body lotion | Baby wipes (disposable, for the buttocks) | 23.8% |
| Toothpaste | Shampoo | Baby wipes (disposable, for the buttocks) | 23.1% |
| Body cleanser (cream/gel) | Body cream/body lotion | Baby wipes (disposable, for the buttocks) | 20.8% |
| Toothpaste | Diaper cream/ointment | Baby wipes (disposable, for the buttocks) | 20.3% |
| Shampoo | Diaper cream/ointment | Baby wipes (disposable, for the buttocks) | 19.8% |
| Toothpaste | Body cleanser (cream/gel) | Body cream/body lotion | 19.5% |
| Shampoo | Diaper cream/ointment | Body cream/body lotion | 19.5% |

Survey Questionnaire

PACEM Questionnaire – English version

Question(s) for verification of panel member

[Introduction:]

This survey is being conducted by Ipsos on behalf of Health Canada to better understand how certain care products are used including how often and the amount of products parents or caregivers in Canada use in the care of children between 0 and 36 months old.

This survey will take approximately 20 minutes to complete. Your participation in this survey is voluntary. All responses will be kept strictly confidential and will remain anonymous, and the information you provide will be administered according to the requirements of the [Privacy Act](#), the [Personal Information Protection and Electronic Documents Act](#), and the [Access to Information Act](#). Responses are recorded in statistical form only. This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

Click here if you wish to verify the authenticity of this survey (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>). The project verification number is 20250120-IP512.

Click here if you need an **alternative means of accessing the survey**. [Link to:]

[Links:]

[Privacy Act \(Justice.gc.ca\)](#)

[Personal Information Protection and Electronic Documents Act \(Justice.gc.ca\)](#)

[Access to Information Act \(Justice.gc.ca\)](#)

EN: <https://www.canadianresearchinsightscouncil.ca/rvs/home/>

FR: <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr>

YEAR/MONTH

Dropdown

What is your date of birth?

YEAR

_1910 1910

...

_2015 2015

MONTH

_1 January

_2 February

_3 March

_4 April

_5 May

_6 June

_7 July

_8 August

_9 September

_10 October

_11 November

_12 December

[Terminate if less than 18 years]

QUOTAGERANGE [Hidden]

Single response

Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.

_18_24 "18-24",

_25_34 "25-34",

_35_44 "35-44",

_45_54 "45-54",

_55_65 "55-65"

66 and above

GENDER_NONBINARY__

Single response

Are you...?

_2 Female

_1 Male

_3 Another gender [Least fill into M/F]

_4 Prefer not to answer [Least fill into M/F]

QMktSize_CA

What is your postal code? (example: A8A8A8)

Please note:

This question may be considered personal. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. The answers that you provide will be presented in aggregate form and none of them will be linked back to you in any way. All data will be collected and processed in adherence to the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics and in accordance with applicable data protection legislation.

Postal code

Prefer Not to Answer

[PN: HCAL_Region1 only shown to respondent if they selected "Prefer not to answer" at QMKTSIZE. Otherwise this is a hidden recoded question]

HCAL_Region1_Code_CA

Where do you live?

_48 Alberta

_59 British Columbia

_46 Manitoba

_13 New Brunswick

_10 Newfoundland and Labrador

_12 Nova Scotia

_61 Northwest Territories

_62 Nunavut

_35 Ontario

_11 Prince Edward Island

_24 Quebec

_47 Saskatchewan

_60 Yukon

Region Split: BC+Ter, AB, MB/SK, ON, QC, ATL

Please include territories in BC and keep the Atlantic separately.

Please do not terminate if the criteria are EN in Quebec or FR in any province. We allow EN and FR across all provinces

10% for EN QC and FR ROC

[Main Questions]

Question 1

Do you have a child or children (including foster child/children) between 0 and 36 months old?

- Yes
- No (outside the target group) (thank and terminate)

Please complete this questionnaire about the care of your child or foster child aged between 0 and 36 months. If you have cared for more than one child in this age category in the past 7 days, please complete the questionnaire for the child who has the next birthday according to the calendar year. All questions in the questionnaire are about this child. If you have cared for multiple children between 0 and 36 months, you should only complete the questionnaire once.

If you cared for your child together with your partner, we ask that you preferably answer the questions together with your partner or include products used by your partner.

Question 2

S1. How many full days in the past 7 days (not counting today) have you (possibly together with your partner) cared for this child?

[insert number] of day(s) (min. 0 max. 7) (if '0' thank and terminate)

Question 3

S2. Did you use personal care products (e.g. toothpaste, shampoo, hair conditioner, lotions, creams, soap, gels, diaper cream/ointment, oils, or wipes) in the last 7 days for this child when they were in your care for the full day?

yes

no (thank and terminate)

Information about the research

This survey is being conducted on behalf of Health Canada. It is intended to be answered by parents, foster parents, or caregivers (with parental authority or guardianship) of children between 0 and 36 months old.

With this questionnaire, we aim to gain insight into the use of care products in the care of children in the age category of 0-36 months. By 'care products,' we mean all products that you use on your child's skin, in or on their mouth, or on their hair. Examples include baby wipes, toothpaste, and shampoo. By completing this questionnaire, you help us better understand which care products, how often, and the amount of products parents or caregivers in Canada use in the care of children between 0 and 36 months old.

Health Canada uses this information related to personal care products to estimate exposure to substances in personal care products as part of a regulatory risk assessment. Therefore, we ask you about the use of care products for your child. The information about the use of care products is never traceable to you or your child.

In this questionnaire, you will be asked questions about which care products you have used **in the past 7 full days (not counting today)** in the care of your baby, toddler, or young child.

Important:

- All answers are anonymous and in no way traceable to you or your child.
- Completing this questionnaire is voluntary.
- To process the results properly, it is important that you answer all questions.
- If you do not know the answer or are unsure, choose the answer that best matches your feeling.
- There are no right or wrong answers

If you have any comments about the questionnaire or anything else you would like to share, there is space for this at the end of the questionnaire.

Question 5

How old is the child for whom you are completing the questionnaire?

- 0-12 months old
- 13-24 months old
- 25-36 months old

Question 6

Do you give permission for the data you provide in this questionnaire to be used for this research?

- Yes, I give permission and want to participate in the research
- No, I do not give permission [thank and terminate]

This questionnaire consists of two parts. In the first part, we would like to ask you a few questions about your child and the care of your child.

Click '~~Next~~ Continue' to start the first part of the questionnaire.

Part 1

The following questions are about the child between 0 and 36 months for whom you are completing this questionnaire. In this questionnaire, we do not ask for your child's name and will use 'your child' from now on to refer to the child for whom you are completing the questionnaire. We ask for the information below because children can differ greatly from one another. Additionally, children between 0 and 36 months grow quickly. Due to these differences and growth, the use of care products may vary. With the (anonymous) information about your child, we can link the characteristics of children to the use of care products.

Question 7

A1 What is your child's birth month and birth year? [validate with the Question 5]

All months (select)

Years 2022, 2023, 2024 (select)

Question 8

A2 What is your child's gender?

boy

girl

other

prefer not to say

Question 9

A3 What is your child's height in centimeters? If you do not know exactly, please provide an estimate. [Range 1-100]

... centimeters (numbers only)

Question 10

A4 What is your child's weight in kilograms? If you do not know exactly, please provide an estimate. [Range 1-50]

... kilograms (numbers only)

Question 11

A5 Does your child have a skin condition (such as eczema or rash) for which they are being treated by, for example, a general practitioner or dermatologist?

yes

no

prefer not to say

Part 2

In the second part of the questionnaire, you will be asked to indicate whether **you (and/or your partner)** have used certain care products during the care of your child **in the past 7 days**. This only concerns products that are available for purchase in a supermarket, store, or drugstore (not those prescribed by a doctor or pharmacy) and on days when you had the child for the full day.

Click 'Continue' to continue with the questionnaire.

| | Product | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | All X |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Toothpaste | <input type="checkbox"/> |
| 2 | Lip balm | <input type="checkbox"/> |
| 3 | Shampoo | <input type="checkbox"/> |
| 4 | Rinse-out conditioner | <input type="checkbox"/> |
| 5 | Leave-in conditioner (cream) | <input type="checkbox"/> |
| 6 | Leave-in conditioner (spray) | <input type="checkbox"/> |
| 7 | Leave-in detangler (cream) | <input type="checkbox"/> |
| 8 | Leave-in detangler (spray) | <input type="checkbox"/> |
| 9 | Hair gel | <input type="checkbox"/> |
| 10 | Hair oil | <input type="checkbox"/> |
| 11 | Hair mousse | <input type="checkbox"/> |
| 12 | Body cleanser (cream) | <input type="checkbox"/> |
| 13 | Body cleanser (gel) | <input type="checkbox"/> |
| 14 | Hand cleanser (cream) | <input type="checkbox"/> |
| 15 | Hand cleanser (bar) | <input type="checkbox"/> |
| 16 | Bath bubble | <input type="checkbox"/> |
| 17 | Diaper cream/ointment | <input type="checkbox"/> |
| 18 | Ointment or balm for chapped cheeks or | <input type="checkbox"/> |

| | | | | | | | | | |
|----|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 19 | Body cream | <input type="checkbox"/> |
| 20 | Body lotion | <input type="checkbox"/> |
| 21 | Baby or talcum powder | <input type="checkbox"/> |
| 22 | Bath oil | <input type="checkbox"/> |
| 23 | Massage oil | <input type="checkbox"/> |
| 24 | Body moisturizer (oil) | <input type="checkbox"/> |
| 25 | Baby wipes (disposable, for the buttocks) | <input type="checkbox"/> |
| 26 | Wet wipes (disposable) | <input type="checkbox"/> |
| 27 | None of these | <input type="checkbox"/> |
| 28 | Don't Know | <input type="checkbox"/> |

Which care products do you use for your child?

Question 12 [carousel setup]

Indicate which products you (and/or your partner) have used in caring for your child on the [insert answer at Q2] entire day(s) that you have cared for your child by clicking the checkbox in the table below.

(The table is shown in total so people can see all the product categories and their answers)

[if respondent select how many days in Q2 (S1) please show only that many days in the column, instead of showing all 7 days, example if the respondent answered 3 days in Q2, the table in Q12 could be condensed to only show 3 days]

Please carefully verify the personal care products you (and/or your partner) have selected, because you cannot change them once you click 'continue'.

Routing: if 'no' and/or 'don't know' is chosen for a product, no follow-up questions will be asked about it.

[if none of the products are checked in Q12 skip to Q81, all others continue]

The following questions are about how often and how much of the care products you used on the [insert answer from Q2] entire day(s) that you (and/or your partner) cared for your child. For some care products, we ask how much you used. You will see photos of a hand with a 25-cent coin next to it to describe the size of the amount of product used.

For each question, choose the answer that best matches your estimation.

[Show if code 1 or 2 selected at Q12 for any day] Next, there will be questions about care products in the category: **brushing teeth and lip care**. If you have indicated that you did not use any care products from the above category, you will automatically proceed to the next category.

The following questions are about **toothpaste**.

(Only show if the product was selected in the table on Question 12 where the product was used 1 or more of the 7 days.)

Question 13

On the days that you used toothpaste how often did you use it on average per day?

once per day

- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 14

Approximately how much toothpaste did you use each time? Choose the image that most closely matches the amount you used each time.

[Please remove the term “toothbrush” from the image subtitles and the options.]

- less than 0.3 g
- 0.3 g
- 0.6 g
- 1 g
- more than 1 g
- Other (specify)

The following questions are about **lip balm**.

(Only show if the product was selected in the table at Question 12)

Question 15

On the days that you used lip balm how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day

- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 16

How much lip balm did you use approximately each time?

- I applied one swipe of lip balm to my child's lips
- I applied two swipes of lip balm to my child's lips
- I applied three swipes of lip balm to my child's lips
- I applied more than three swipes of lip balm to my child's lips
- Other (specify)

[Show if code 3-11 selected at Q12 for any day] Next, there will be questions about care products in the category: **washing and caring for hair**. If you have indicated that you did not use any care products from the above category, you will automatically proceed to the next category.

The following questions are about **shampoo**. (Only show if the product was selected in the table at Question 12.)

Question 17

On the days that you used shampoo how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 18

How much shampoo did you use approximately each time? Choose the image that most closely matches the amount you used each time.
[Please remove the term “thin liquid” from the image subtitles and the multiple-choice options (for all questions which present the thin liquid options).]

- less than 1 g
- 1 g
- 2 g
- 4 g
- 8 g
- 10 g
- more than 10 g
- I used a shampoo bar
- Other (specify)

Question 19

Where on your child's body did you use shampoo? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **rinse-out conditioner**. (Only show if the product was selected in the table in Question 12)

Question 20

On the days that you used conditioner how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day

- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 21

How much conditioner did you use approximately each time? Choose the image that most closely matches the amount you used each time.

[Please remove the term “thick liquid” from the image subtitles and the multiple-choice options (for all questions which present the thick liquid options).]

- less than 1 g
- 1 g
- 2 g
- 6 g
- 10 g
- 15 g
- more than 15 g
- I used a conditioner bar
- Other (specify)

[Show if code 5/6 selected at Q12 for any day] The following questions are about **leave-in conditioner cream and spray**. (Only show if the product was selected in the table in Question 12)

Question 22 [Show if code 5 selected at Q12 for any day]

On the days that you used leave-in conditioner-~~(cream)~~, how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day

- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 23 [Show if code 5 selected at Q12 for any day]

How much leave-in conditioner (cream) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 1 g
- 1 g
- 2 g
- 4 g
- 6 g
- 8 g
- more than 8 g
- Other (specify)

Question 24 [Show if code 6 selected at Q12 for any day]

On the days that you used leave-in conditioner (spray), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 25 [Show if code 6 selected at Q12 for any day]

How much leave-in conditioner (spray) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- 1-2 sprays

- 3-4 sprays
- 5-6 sprays
- 7-8 sprays
- 9-10 sprays
- Other (specify)

[Show if code 7/8 selected at Q12 for any day] The following questions are about **leave-in detangler**. (Only show if the product was selected in the table on page 4)

Question 26 [Show if code 7 selected at Q12 for any day]

F2 On the days that you used leave-in detangler- (cream), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 27 [Show if code 7 selected at Q12 for any day]

How much leave-in detangler (cream) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.5 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- 6 g
- more than 6 g
- Other (specify)

Question 28 [Show if code 8 selected at Q12 for any day]

F2 On the days that you used leave-in detangler (spray), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 29 [Show if code 8 selected at Q12 for any day]

How much leave-in detangler (spray) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- 1-2 sprays
- 3-4 sprays
- 5-6 sprays
- 7-8 sprays
- 9-10 sprays
- Other (specify)

The following questions are about **hair gel**. (Only show if the product was selected in the table in Question 12)

Question 30

On the days that you used hair gel how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day

- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 31

How much hair gel did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.1 g
- 0.1 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- more than 4 g
- Other (specify)

The following questions are about **hair oil**. (Only show if the product was selected in the table in Question 12)

Question 32

On the days that you used hair oil how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 33

How much hair oil did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.5 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- 6 g
- more than 6 g
- Other (specify)

Question 34

The following questions are about **hair mousse**. (Only show if the product was selected in the table in Question 12)

Question 35

On the days that you used hair mousse how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 36

How much hair mousse did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.5 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- 6 g
- more than 6 g
- Other (specify)

[Show if any of code 12-16 selected at Q12 for any day] Next, there will be questions about care products in the category: **soaps and cleansers for the body**. If you have indicated that you did not use any care products from the above category, you will automatically proceed to the next category.

The following questions are about **body cleanser (cream)**. (Only show if the product was selected in the table in Question 12)

Question 37

On the days that you used body cleanser- (cream), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 38

How much body cleanser - (cream) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 1 g

- 1 g
- 2 g
- 4 g
- 8 g
- 15 g
- more than 15 g
- Other (specify)

Question 39

Where on your child's body did you use body cleanser- ~~(cream)~~? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **body cleanser (gel)**. (Only show if the product was selected in the table in Question 12)

Question 40

On the days that you used body cleanser (gel) how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 41

How much body cleanser (gel) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 2 g
- 2 g
- 4 g
- 8 g
- 15 g
- 20 g
- more than 20 g
- Other (specify)

Question 42

Where on your child's body did you use body cleanser (gel)? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **hand cleanser (cream)**. (Only show if the product was selected in the table in Question 12)

Question 43

On the days that you used hand cleanser (cream), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 44

How much hand cleanser (cream) soap did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 1 g
- 1 g
- 2 g
- 4 g
- 8 g
- 15 g
- more than 15 g
- Other (specify)

Question 45

Where on your child's body did you use hand cleanser (cream)? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso

Other (specify)

The following questions are about **hand cleanser (bar)**. (Only show if the product was selected in the table in Question 12)

Question 46

On the days that you used hand cleanser (bar) how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 47

Where on your child's body did you use hand cleanser (bar)? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **bath bubble**. (Only show if the product was selected in the table in Question 12)

Question 48

On the days that you used bath bubble how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 49

How much bath bubble did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 1 g
- 1 g
- 2 g
- 4 g
- 8 g
- 15 g
- more than 15 g
- Other (specify)

[Show if any of code 17-20 selected at Q12 for any day] Next, there will be questions about care products in the category: **creams and lotions for the body**. If you have indicated that you did not use any care products from the above category, you will automatically proceed to the next category.

The following questions are about **diaper cream/ointment**. (Only show if the product was selected in the table in Question 12)

Question 50

On the days that you used diaper cream/ointment how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 51

How much diaper cream/ointment did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.5 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- 6 g
- more than 6 g
- Other (specify)

The following questions are about **ointment or balm for chapped cheeks and dry skin**. (Only show if the product was selected in the table in Question 12)

Question 52

On the days that you used ointment or balm for chapped cheeks or dry skin how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day
- Other (specify)

Question 53

How much ointment or balm did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.1 g
- 0.1 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- more than 4 g
- Other (specify)

Question 54

Where on your child's body did you use ointment or balm? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- mouth
- torso

Other (specify)

The following questions are about **body cream**. (Only show if the product was selected in the table in Question 12)

Question 55

On the days that you used body cream how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 56

How much body cream did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 2 g
- 2 g
- 4 g
- 8 g
- 15 g
- 20 g
- more than 20 g
- I used a body lotion bar or body butter bar

Other (specify)

Question 57

Where on your child's body did you use body cream? (multiple answers possible)

- arms
 - legs
 - buttocks
 - hair
 - hands
 - head
 - torso
- Other (specify)

The following questions are about **body lotion**. (Only show if the product was selected in the table in Question 12)

Question 58

On the days that you used body lotion how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 59

How much body lotion did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 2 g

- 2 g
- 4 g
- 8 g
- 15 g
- 20 g
- more than 20 g
- I used a body lotion bar or body butter bar
- Other (specify)

Question 60

Where on your child's body did you use body lotion? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **baby or talcum powder**. (Only show if the product was selected in the table in Question 12)

Question 61

On the days that you used baby or talcum powder how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day

- o 9-10 times per day
- o more than 10 times per day

Other (specify)

Question 62

Where on your child's body did you use baby or talcum powder? (multiple answers possible)

- arms
 - legs
 - buttocks
 - hair
 - hands
 - head
 - torso
- Other (specify)

[Show if any of code 22-24 selected at Q12 for any day] Next, there will be questions about care products in the category: **oils for the body**. If you have indicated that you did not use any care products from the above category, you will automatically proceed to the next category.

The following questions are about **bath oil**. (Only show if the product was selected in the table in Question 12)

Question 63

On the days that you used bath oil how often did you use it on average per day?

- o once per day
- o 2 times per day
- o 3-4 times per day
- o 5-6 times per day
- o 7-8 times per day

- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 64

How much bath oil did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 1 g
- 1 g
- 2 g
- 4 g
- 8 g
- 15 g
- more than 15 g
- Other (specify)

The following questions are about **massage oil**. (Only show if the product was selected in the table in Question 12)

Question 65

On the days that you used massage oil how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 66

How much massage oil did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 2 g
- 2 g
- 4 g
- 8 g
- 15 g
- 20 g
- more than 20 g
- Other (specify)

Question 67

Where on your child's body did you use massage oil? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head
- torso
- Other (specify)

The following questions are about **body moisturizer (oil)**. (Only show if the product was selected in the table in Question 12)

Question 68

On the days that you used body moisturizer (oil), how often did you use it on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 69

How much body moisturizer (oil) did you use approximately each time? Choose the image that most closely matches the amount you used each time.

- less than 0.5 g
- 0.5 g
- 1 g
- 2 g
- 4 g
- 8 g
- more than 8 g
- Other (specify)

Question 70

Where on your child's body did you use body moisturizer (oil)? (multiple answers possible)

- arms
- legs
- buttocks
- hair

- hands
 - head
 - torso
- Other (specify)

[IF SELECTED wipes code 25/26 in Question 12 continue, otherwise skip to Question 81]

[Show if code 25 selected at Q12 for any day] The following questions are about **baby wipes (disposable, for the buttocks)**. These questions are about the use of baby wipes when changing wet or dirty diapers.

Question 71

On the days that you used baby wipes how often did you use them on average per day when changing wet or dirty diapers?

- 1-2 times per day
 - 3-4 times per day
 - 5-6 times per day
 - 7-8 times per day
 - 9-10 times per day
 - 11-12 times per day
 - 13-14 times per day
- Other (specify)

Question 72

How many baby wipes did you use approximately each time when changing wet or dirty diapers?

- 1-3 wipes
 - 4-6 wipes
 - 7-9 wipes
 - 10-12 wipes
 - 13 or more wipes
- Other (specify)

[Show if code 26 selected at Q12 for any day] The following questions are about **wet wipes (disposable)**. These questions are about the use of ~~baby~~-wet wipes when changing wet or dirty diapers.

Question 73

On the days that you used wet wipes how often did you use them on average per day when changing wet or dirty diapers?

- 1-2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- 11-12 times per day
- 13-14 times per day
- Other (specify)

Question 74

How many wet wipes did you use approximately each time when changing wet or dirty diapers?

- 1-3 wipes
- 4-6 wipes
- 7-9 wipes
- 10-12 wipes
- 13 or more wipes
- Other – please specify

[Show if code 25 selected at Q12 for any day] The following questions are about **baby wipes**. These questions are about the use of baby wipes for purposes other than changing wet or dirty diapers.

Question 75

On the days that you used baby wipes; how often did you use them on average per day for purposes other than changing diapers?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 76

How many baby wipes did you use approximately each time for purposes other than changing diapers?

- 1 wipe
- 2 wipes
- 3 wipes
- 4 wipes
- 5 or more wipes
- Other (specify)

Question 77

Where on your child's body did you use baby wipes for purposes other than changing diapers? (multiple answers possible)

- arms
- legs
- buttocks
- hair
- hands
- head

- torso
- mouth
- Other (specify)

[Show if code 26 selected at Q12 for any day] The following questions are about (disposable) wet wipes for purposes other than changing wet or dirty diapers.
(Only show if the product was selected in the table in Question 12)

Question 78

On the days that you used wet wipes how often did you use them on average per day?

- once per day
- 2 times per day
- 3-4 times per day
- 5-6 times per day
- 7-8 times per day
- 9-10 times per day
- more than 10 times per day

Other (specify)

Question 79

How many wet wipes did you use approximately each time?

- 1 wipe
- 2 wipes
- 3-4 wipes
- 5-6 wipes
- more than 6 wipes
- Other (specify)

Question 80

Where on your child's body did you use wet wipes? (multiple answers possible)

- arms
 - legs
 - buttocks
 - hair
 - hands
 - head
 - mouth
 - torso
- Other (specify)

Closing Questions

Question 81

The following statements are no longer specifically about the use of care products for your child in the past most recent stretch of 7 days, but about your thoughts and feelings regarding (the use of) care products for your child in general.

To what extent do you disagree or agree with the statements below? There is no right or wrong answer; please choose the answer that best matches your thoughts or feelings.

| | completely disagree | disagree | neither disagree nor agree | agree | completely agree |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| Personal care products labeled as 'natural' or 'green' are safer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| When I buy personal care products such as toothpaste or lotions; for my child I check for restrictions on use (e.g. not recommended for children under a certain age) | <input type="radio"/> |
| I use personal care products for my child that are not labeled as specifically for infants or children | <input type="radio"/> |
| I usually buy the same brand across different personal care products | <input type="radio"/> |

What else would you like to share about the use of care products for your child? (optional) (large text box)

Additional Tables

Table 14 Less Routinely Used Care Products for Children: Proportion of Daily Users (7 Days a Week)

| Product | Used 7/7 days |
|---|---------------|
| Body cleanser (gel) | 18% |
| Ointment or balm for chapped cheeks or dry skin | 15% |
| Lip balm | 14% |
| Body cleanser (cream) | 13% |
| Hand cleanser (cream) | 12% |
| Bath bubble | 12% |
| Rinse-out conditioner | 10% |
| Hair oil | 10% |
| Body moisturizer (oil) | 10% |
| Hand cleanser (bar) | 8% |
| Baby or talcum powder | 8% |
| Bath oil | 7% |
| Leave-in conditioner (cream) | 6% |
| Leave-in detangler (spray) | 6% |
| Massage oil | 6% |
| Leave-in conditioner (spray) | 4% |
| Leave-in detangler (cream) | 4% |
| Hair gel | 4% |
| Hair mousse | 3% |

Survey reference: Q12 Indicate which products you (and / or your partner) have used in caring for your child on the entire day(s) that you have cared for your child? Select all that apply. Base: All respondents (n=1220).

Table 15 Less Routinely Used Care Products by Age Group: Daily Use (7 Days a Week)

| Other Products used Daily for 0-12 months (n=403) | |
|---|----|
| Bath bubble | 9% |
| Hair oil | 8% |
| Baby or talcum powder | 7% |
| Rinse-out conditioner | 7% |
| Body moisturizer (oil) | 6% |
| Bath oil | 5% |
| Lip Balm | 5% |
| Hand cleanser (bar) | 5% |
| Leave-in conditioner (cream) | 4% |
| Massage oil | 4% |
| Hair gel | 3% |
| Hand cleanser (cream) | 3% |
| Leave-in detangler (spray) | 3% |
| Leave-in detangler (cream) | 3% |
| Leave-in conditioner (spray) | 2% |
| Hair mousse | 2% |

| Other Products used Daily for 13-24 months (n=409) | |
|--|-----|
| Bath bubble | 14% |
| Hand cleanser (cream) | 14% |
| Ointment or balm for chapped cheeks or dry skin | 14% |
| Rinse-out conditioner | 12% |
| Body moisturizer (oil) | 12% |
| Hair oil | 11% |
| Baby or talcum powder | 10% |
| Hand cleanser (bar) | 10% |
| Massage oil | 9% |
| Bath oil | 9% |
| Leave-in conditioner (cream) | 8% |
| Leave-in detangler (spray) | 7% |
| Leave-in conditioner (spray) | 6% |
| Leave-in detangler (cream) | 5% |
| Hair gel | 5% |
| Hair mousse | 4% |

| Other Products used Daily for 25-36 months (n=408) | |
|--|-----|
| Ointment or balm for chapped cheeks or dry skin | 17% |
| Bath bubble | 13% |
| Body moisturizer (oil) | 12% |
| Body cleanser (cream) | 11% |
| Rinse-out conditioner | 11% |
| Hair oil | 10% |
| Hand cleanser (bar) | 10% |
| Bath oil | 8% |
| Leave-in detangler (spray) | 7% |
| Baby or talcum powder | 7% |
| Leave-in conditioner (cream) | 6% |
| Massage oil | 6% |
| Leave-in conditioner (spray) | 5% |
| Leave-in detangler (cream) | 5% |
| Hair gel | 5% |
| Hair mousse | 3% |

Survey reference: Q12 Indicate which products you (and / or your partner) have used in caring for your child on the entire day(s) that you have cared for your child? Select all that apply. Base size varies.