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research

# **Dream Start Baby Study**

May 2017



# Methodology

# Methodology

This study was conducted online among a sample of mothers with a child aged 0-3 years.

The sample comprises 502 respondents, distributed throughout Australia including both capital city and non-capital city areas.

Galaxy Research designed the questionnaire, a copy of which has been included in this report.

The questionnaire was transferred into Web Survey Creator in order to be hosted online. For each question the respondent had to click on the response which represented their answer.

Fieldwork commenced on Wednesday 26 April and was completed on Friday 28 April, 2017.

Following the completion of interviewing, the data was weighted by age and region to reflect the latest ABS population estimates.



# Key findings

# Main Findings

- The vast majority (95%) of mums with babies and toddlers 0-3 years of age say they experienced negative consequences when their baby was unsettled and not sleeping well.
- The most common consequences include sleep deprivation (84%), exhaustion (80%) and relationship tensions with their partner (53%).
- Other common consequences mums experienced were anxiety (50%), feelings of failure (47%), trouble with everyday tasks (46%), guilt (40%) and almost one in three (29%) felt resentment/irritation towards their baby.
- Lack of sleep, stress and feelings of failure can weigh heavily on a new mum with one in five (22%) admitting they have experienced severe depression/post-natal depression during these difficult times when their baby was unsettled and not sleeping well.
- More than four in five new mums (84%) say they have felt confused about the best approach for getting their baby to sleep when they were unsettled.
- The main reasons mums gave for feeling confused were lack of confidence and experience (49%), nothing seemed to be working (49%) and they read conflicting opinions and advice from different experts (40%).

## Main Findings *...continued*

- Other reasons for feeling confused about the best approach for getting their baby to sleep when it was unsettled include inconsistent opinions from well-meaning friends and family (36%) and information overload/too much information (32%).
- The average mum gets less than 4.5 hours of sleep a night in the first few months with their new baby with one in four mums (24%) getting just 3 hours or less of sleep on average each night.
- As many as 87% of mums who have gone back to work say they have been impacted negatively at work when their baby/toddler was unsettled and not sleeping.
- Most commonly this involved experiencing exhaustion (62%), difficulty concentrating (61%) and drinking too much coffee/eating sugary foods to stay away (46%).
- More than one in four mums admit, that when their baby/toddler was unsettled and not sleeping, they made more mistakes at work (29%) and felt a lack of patience/were snappy with co-workers (27%).
- The majority of mums (87%) feel concerned about the impact of feeling sleep deprived. Most commonly this includes feeling concerned about being completely out of routine/hard to get anything done (61%), a lack of intimacy with their partner/not interested in sex/too tired (47%) and feelings of anger/frustration towards their baby (32%).

## Main Findings *...continued*

- Other things mums feel concerned about when feeling sleep deprived include having a car accident (20%), accidentally causing harm to their baby e.g. dropping them or rolling over them in bed (19%) and not bonding with their baby (16%).



# Questionnaire





# Detailed Tabular Findings

# Tables

The tables of findings are set out such that they include the following details:

## **Base Weight Sample (000s):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

## **Weights:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age and area.

## **Filters (where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

## **Respondents:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.

# Tables *...continued*

Each question has been analysed by a series of demographic variables as follows:

## **AGE:**

- 18-29 years
- 30-34 years
- 35+ years

## **MARITAL STATUS:**

- Married (Married/de facto, living together)
- Not married (Never married, separated, divorced, widowed)

## **WORK STATUS:**

- Full time
- Part time
- Not working

# Tables *...continued*

## **LOCATION:**

- NSW/ACT
- Victoria/Tasmania
- Queensland
- South Australia
- Western Australia

## **CAPITAL CITY:**

- Sydney, Melbourne, Brisbane, Perth, Adelaide
- Rest of Australia

## **HOUSEHOLD INCOME:**

- Under \$50,000
- \$50,000-\$99,999
- \$100,000 or more



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