

goodnites

BEYOND WET SHEETS: THE EMOTIONAL TOLL OF BEDWETTING ON FAMILIES

While bedwetting is common, families of children with Autism and/or ADHD can face bigger challenges than just more laundry.

AWESOME DAYS START WITH GOODNITES®



Kimberly-Clark invented the absorbent bedwetting underwear category in 1994, with the launch of Goodnites.

Goodnites is the **#1 nighttime bedwetting underwear**^[1] and provides **35% less leaks**^[2]

Goodnites provides a size inclusive offering (XS - XL) for kids ages 3 to 17, up to 140 lbs

The second largest group of Goodnites XL buyers are parents of children with disabilities.

Of children who experience bedwetting, **1 in 10 has a disability**, with Autism and ADHD being the most prevalent.^[3]

[1] Youth Pant Category Share Data

[2] Boy Large vs. Ninjamas Boy Large

[3] Goodnites Bedwetting Diary Study, ©Burke, Inc. 2021

SLEEPLESS & STRESSED OUT

Parents of children with Autism and/or ADHD who wet the bed experience physical and emotional stress.

60%

note increased personal anxiety

58%

say they feel helpless

56%

report consistent loss of sleep

43%

say their child has lost sleep

41%

say their child's anxiety has increased

FEELING MISUNDERSTOOD

Parents of children with Autism and/or ADHD who wet the bed feel misunderstood.

71%

feel their friends don't understand

65%

feel family doesn't understand their challenges

50%

admit to feeling like a failure as a parent

48%

are concerned with being judged

35%

say that other parents of children with Autism and/or ADHD don't understand their challenges



NAVIGATING CHILDHOOD

Parents of children with Autism and/or ADHD say bedwetting causes their children to miss out on childhood memories and regular nighttime routines.

38%

say it has lowered their child's self-esteem

45%

say it has limited family vacations

39%

say a disrupted bedtime routine leads to a bad day

34%

say it has affected their child's confidence

2/3

say their children have missed out on sleepovers with friends



Proud Partner of the Autism Society of America

Visit Goodnites.com to learn more about how awesome days start with Goodnites. media.relations@kcc.com

Caroline Seelen, caroline.seelen@mboothhealth.com

Goodnites conducted an online survey among n=1,000 U.S. parents of child(ren) ages 3-17 diagnosed with any form of Autism, ADHD/ADD or spectrum disorders, including a subsample of n=353 whose neurodiverse child experiences nocturnal enuresis. The study fielded between Nov. 11th - 21st, 2022. The margin of error (MOE) is +/- 3 percentage points for the total sample and +/- 5 for the subsample who experience nocturnal enuresis.

