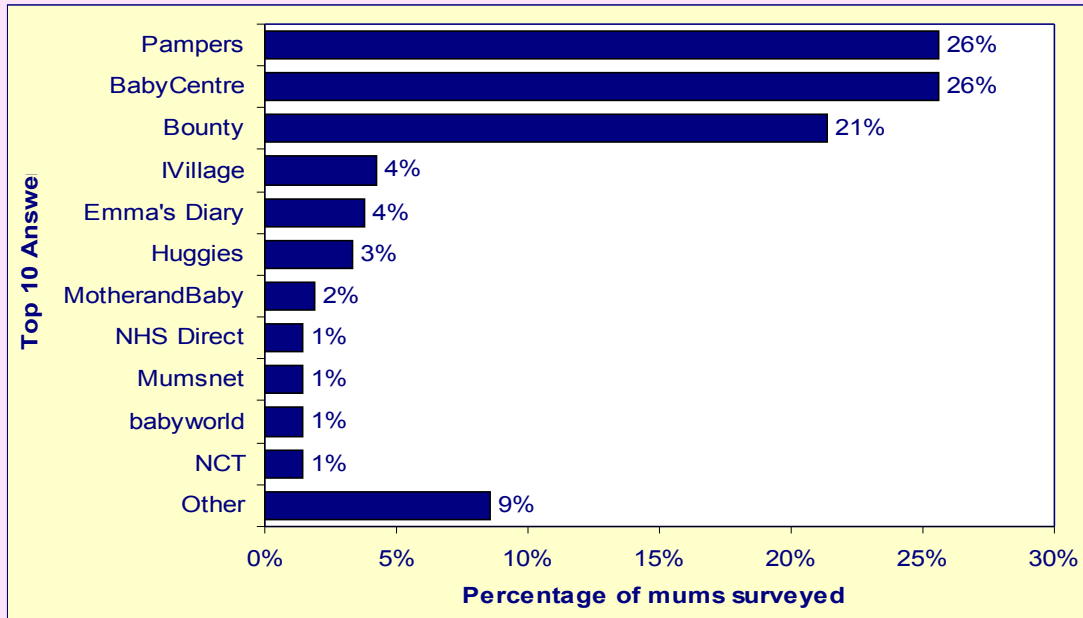


Survey Question:
 “What is the **best web site** for information about pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- Our surveys showed that at least 84% of mums use the internet for information during pregnancy.
- Mums clearly indicated that Pampers, BabyCentre and Bounty were the best sites for pregnancy information.

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Pampers	www.pampers.co.uk
Baby Centre	www.babycentre.co.uk
Bounty	www.bounty.com
ivillage	www.ivillage.co.uk
Emma’s Diary	www.emmasdiary.co.uk
Huggies	www.huggiesclub.com/uk
Mother and Baby	www.motherandbabymagazine.com
NHS Direct	www.nhsdirect.nhs.uk
Mumsnet	www.mumsnet.com
Babyworld	www.babyworld.co.uk
NCT	www.nct.org.uk

Survey Stats	
Date of survey	July 2006
Number of mums surveyed	250
Type of mums surveyed	All pregnant – 50% first pregnancy; 50% already with one or more child