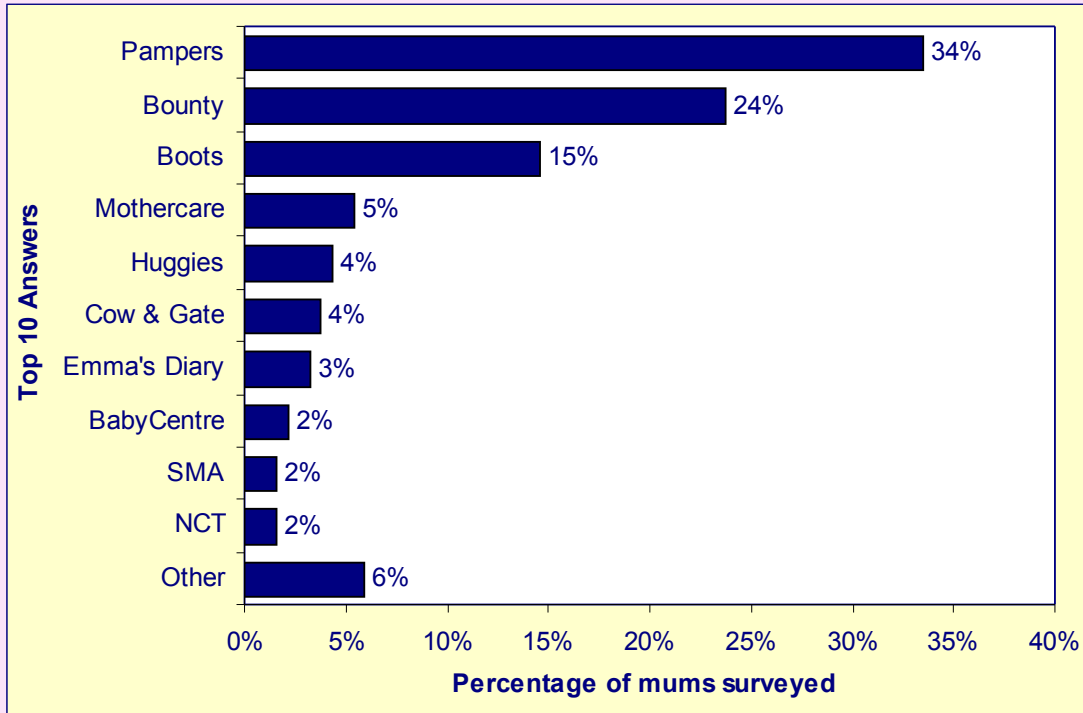


Survey Question:
“Which company provides the best information about pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- The Pampers website was also regarded by mums as the best site for information about pregnancy.

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Pampers	www.pampers.co.uk
Bounty	www.bounty.com
Boots	www.boots.co.uk
Mothercare	www.mothercare.com
Huggies	www.huggiesclub.com/uk
Cow and Gate	www.cowandgate.co.uk
Emma’s Diary	www.emmasdiary.co.uk
Baby Centre	www.babycentre.co.uk
SMA	www.smanutrition.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