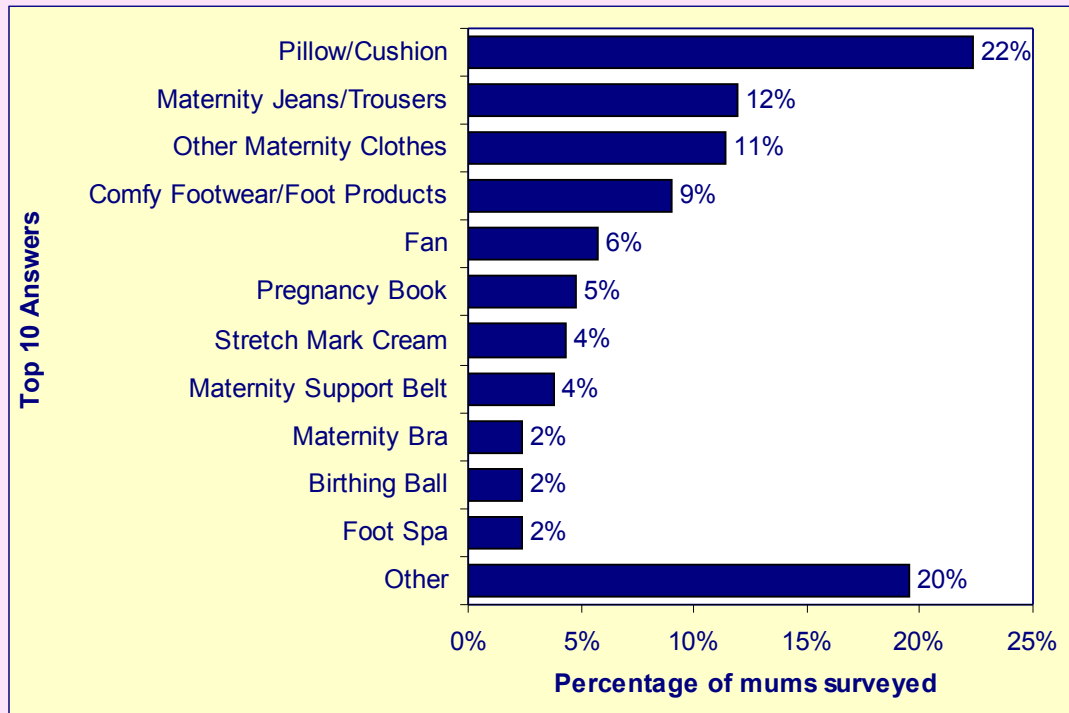


Survey Question:
 “What has been your **most useful item** during your pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- The most popular item mentioned was the Pregnancy Pillow. Mums found the extra support helped with discomfort during the day and aided a better night’s sleep
- Foot products were popular with mums. The natural weight changes mums experience during pregnancy shift the centre of gravity and are a common source of aching and tired feet
- Unusual answer:
 - Several mums suggested, very kindly, that their husbands had been their ‘most useful item’ during pregnancy

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Pregnancy pillow	www.beansbeans.co.uk
Pregnancy pillow	www.bumpto3.com
Pregnancy pillow	www.cozeebee.co.uk
Pregnancy pillow	www.dreamgenii.com
Pregnancy pillow	www.hi-baby.co.uk
Maternity clothes	www.bloomingmarvellous.co.uk
Maternity clothes	www.Bump2Babe.co.uk

Maternity clothes	www.cravematernity.co.uk
Maternity clothes	www.DorothyPerkins.com
Maternity clothes	www.formes.com
Maternity clothes	www.fromheretomaternity.co.uk
Maternity clothes	www.funmum.com
Maternity clothes	www.homemummy.co.uk
Maternity clothes	www.isabellaoliver.com
Maternity clothes	www.jojomamanbebe.co.uk
Maternity clothes	www.laredoute.co.uk
Maternity clothes	www.melbamaternity.co.uk
Maternity clothes	www.mothercare.com
Maternity clothes (NCT)	www.nctms.co.uk
Maternity clothes	www.seraphine.com
Maternity clothes	www.warehouse.co.uk
Books buy online – many are rated and reviewed	www.amazon.co.uk
Book reviews	www.babyworld.co.uk/information/pregnancy/book_reviews.asp
Books - Miriam Stoppard's website, including advice and discounts on her books	www.miriamstoppard.com
Books - Website of the author of What to Expect When you Are Expecting. Information on pregnancy and birth. U.S site	www.whattoexpect.com
Books - Sheila Kitzinger. Informative site from this author and campaigner.	www.sheilakitinger.com
Stretch marks advice (NHS)	www.nhsdirect.nhs.uk/articles/article.aspx?articleId=633&sectionId=3441
Stretch mark cream (Boots)	www.Boots.com
Stretch mark cream (NCT)	www.nctms.co.uk
Stretch mark cream	www.pregnacare.com
Maternity support belt	www.mindthebump.co.uk
Maternity support belt	www.physiosupplies.com
Maternity support belt	www.betterlifehealthcare.com
Maternity bras	www.agentprovocateur.com/maternity.php
Maternity bras	www.figleaves.com
Maternity bras	www.mothernaturebras.co.uk
Maternity bras	www.nursingbra.co.uk/
Maternity bras	www.pretty-baby.co.uk
Birthing ball	www.birthease.com/
Birthing ball	www.natalhypnotherapy.co.uk/
Birthing ball	www.tens.co.uk/acatalog/TeNS_UK_Birth_Balls.html

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