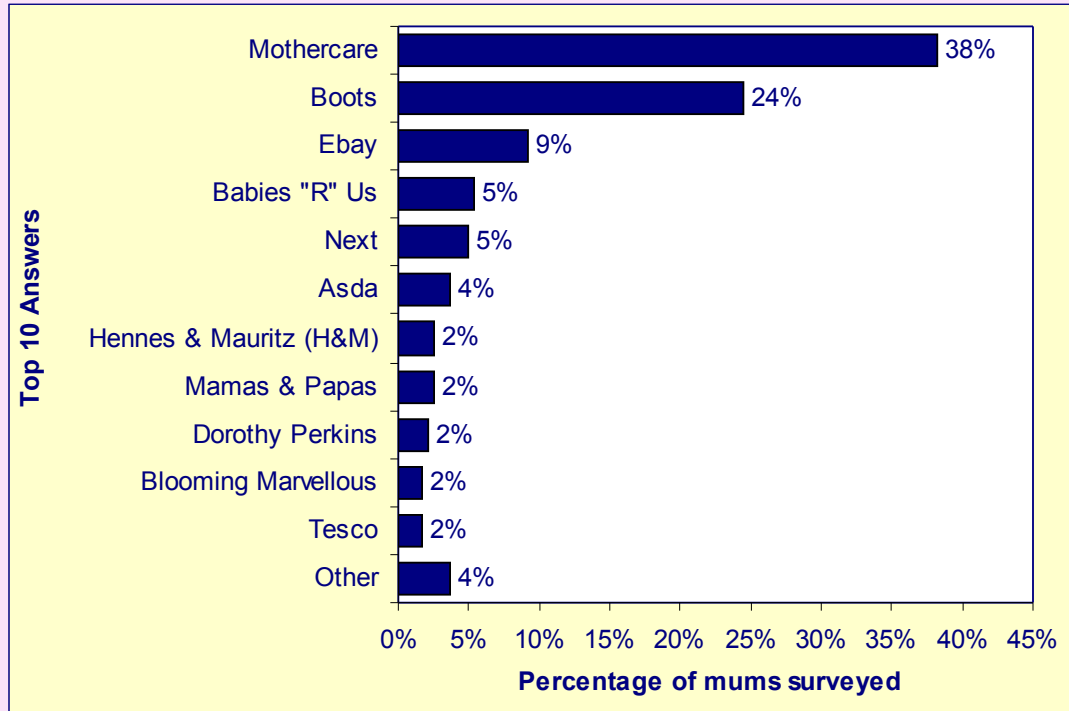


Survey Question:
 “What has been the best place to buy items for your pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- Over 60% of mums surveyed said that either Mothercare or Boots was the best place to shop for pregnancy items

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Mothercare	www.mothercare.com
Boots	www.boots.com
Ebay	www.ebay.co.uk
Babies r us	www.babiesrus.co.uk
Next	www.next.co.uk
Asda	www.asda.co.uk
H&M	www.hm.com
Mamas & Papas	www.mamasandpapas.co.uk
Dorothy Perkins	www.dorothyperkins.co.uk
Blooming Marvellous	www.bloomingmarvellous.co.uk
Tesco	www.tesco.com

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