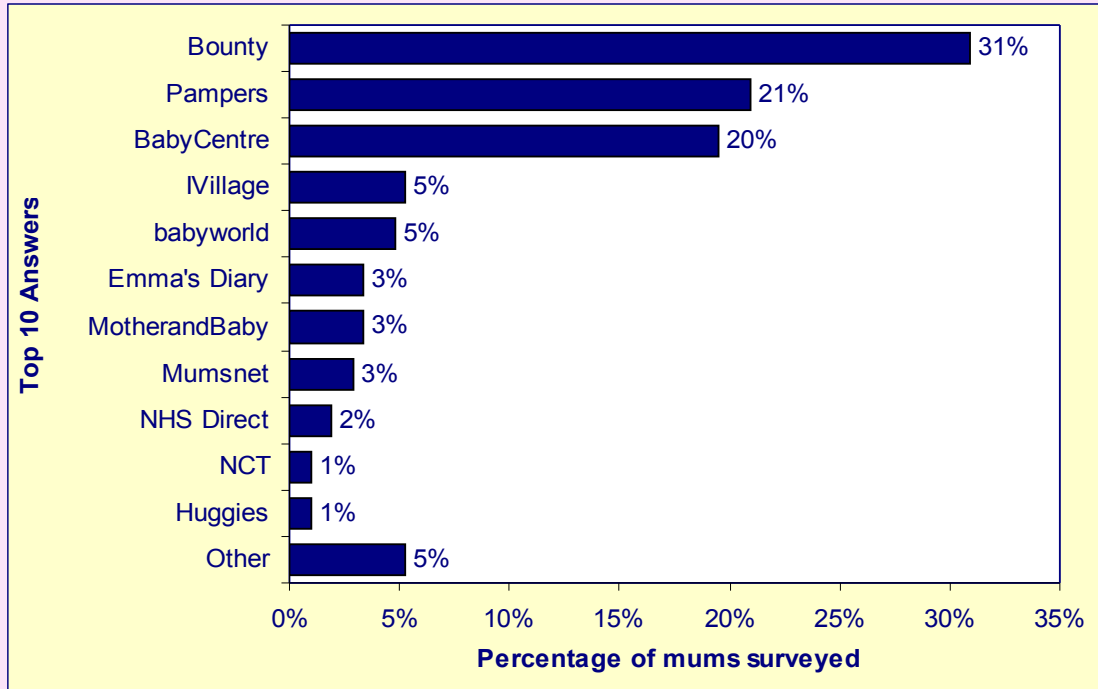


Survey Question:
 “What was the **best website** for information about your pregnancy?”

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 Bounty, Pampers and BabyCentre were the best sites for pregnancy information.

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

Survey Stats	
Date of survey	July 2006
Number of mums surveyed	250
Type of mums surveyed	50% with one child; 50% with more than one child