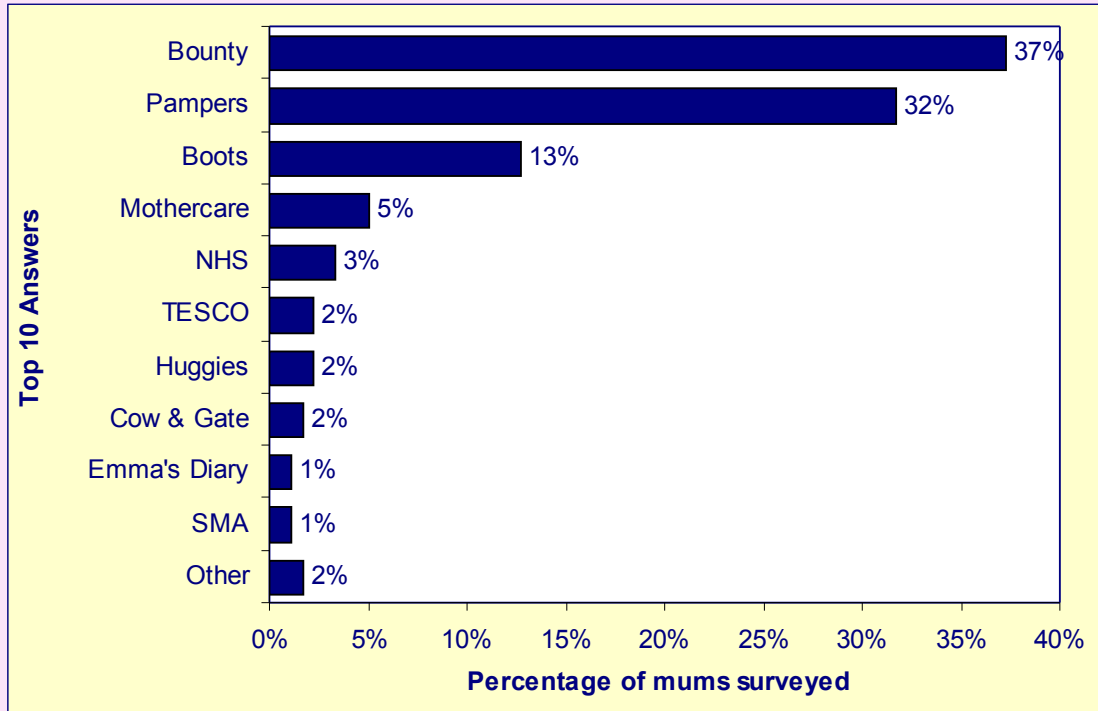


Survey Question:
“Which company provided the best information about pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- The Bounty website was also regarded by mums, looking back at their pregnancy, as the best site for information about pregnancy. Mums who were pregnant at the time of survey found Pampers most useful.

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