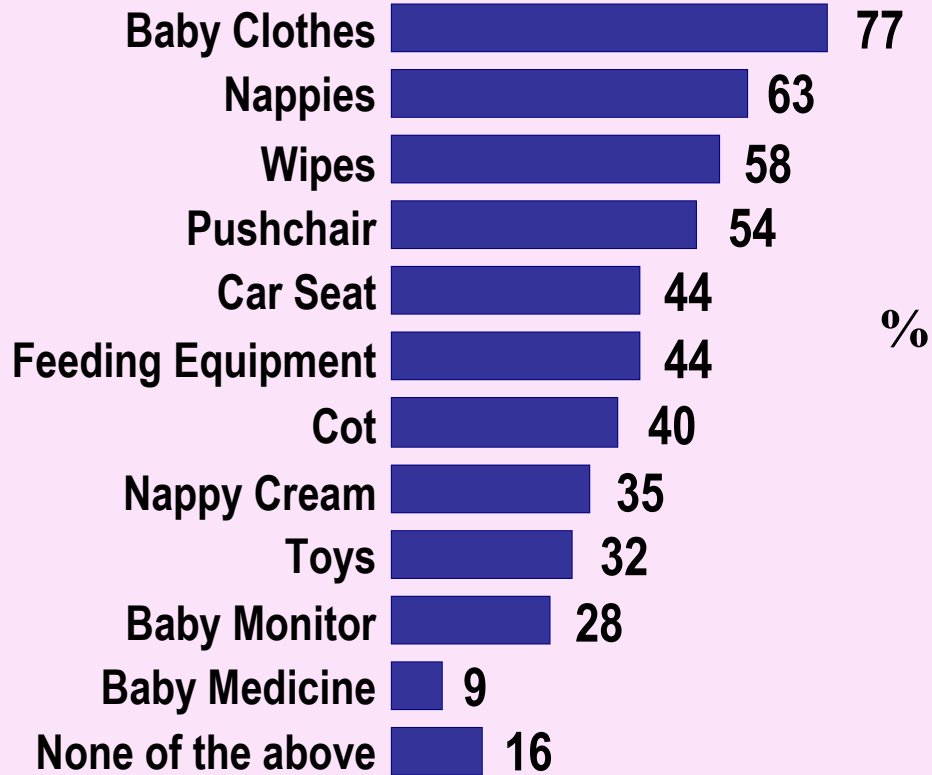


Pregnancy purchases

Survey Question:

“Which of the following items have you already bought for the child you are pregnant with?”



Information about the survey:

- The vast majority of mums buy items for their baby before it is born.
- The majority of mums said that this was due to planning for their baby rather than just relating to any nesting instinct.

Survey Stats	
Date of survey	September 2006
Number of mums surveyed	210
Type of mums surveyed	All were pregnant women