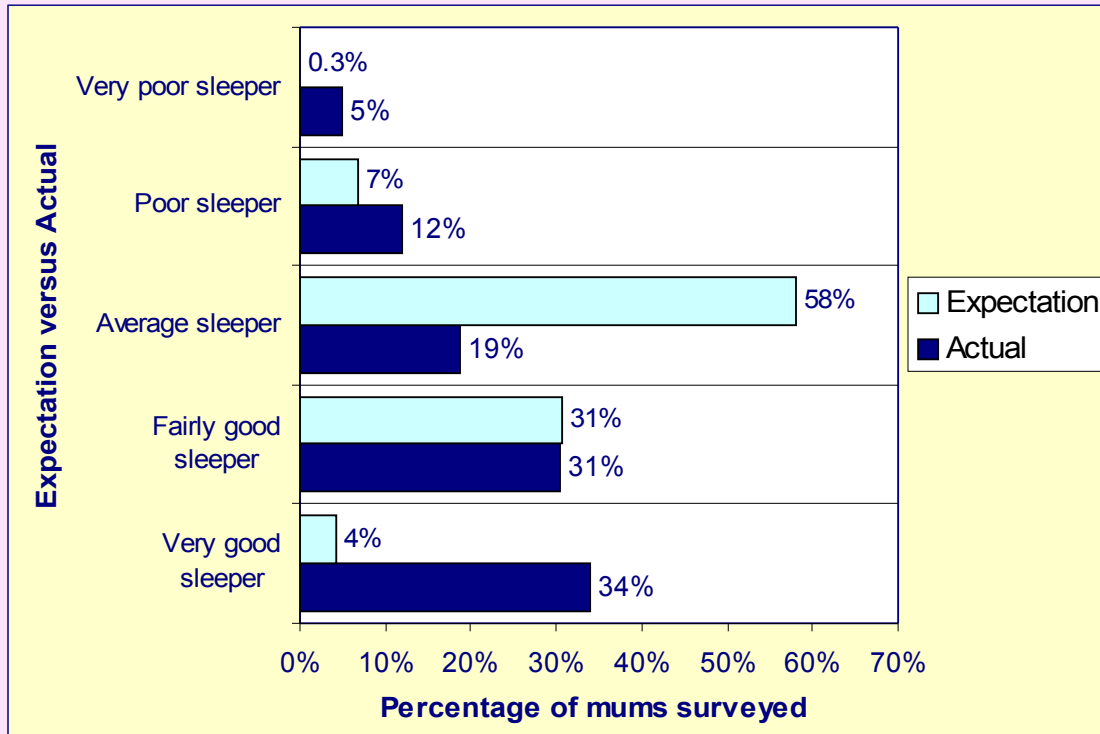


Survey Question:
“Do you think your baby will be a:”
compared with
“Was your baby a:”



Information about the survey:

- Mums expectations are shown to be very different than the reality.
- On the positive side 30% more babies are reported as ‘Very Good Sleepers’ compared with expectations before they are born.
- However, 10% are poorer sleepers than expected.
- Work that mums from our panel contributed to for Tomy, the baby products company, showed that more than 3 in 10 women say that they lose the equivalent of 2 months sleep in baby’s first year.
- See our survey “Sleep II – Expectations to Reality” for details on how much sleep new mums get each night.

| Useful Links (see the 'more info' tab for all links) | |
|---|--|
| Link Type | Website Address |
| Advice, info and coping with sleep loss | www.babycentre.co.uk/baby/sleep/ |
| Sleeping - Information | www.ahealthyme.com/topic/sleepdeprive |
| Sleep Loss Study | www.telegraph.co.uk/news/main.jhtml?xml=/news/2007/03/29/nsleep29.xml |
| Articles and Info on Sleep | www.naturallynurturing.co.uk/sleep.html |
| Articles on sleep | www.having-a-baby.com/article.htm |
| Articles and advice | www-t.babyzone.com/mom_dad/womens_health/sleep_mom/a1106 |
| Sleep Guide based on MumsViews Sleep Surveys conducted for Tomy | www.tomy.co.uk/sleep/ |

| Survey Stats | |
|-------------------------|---|
| Date of survey | February 2007 |
| Number of mums surveyed | 1159 |
| Type of mums surveyed | 327 pregnant women; 832 mums with a child age 0 – 12 months |