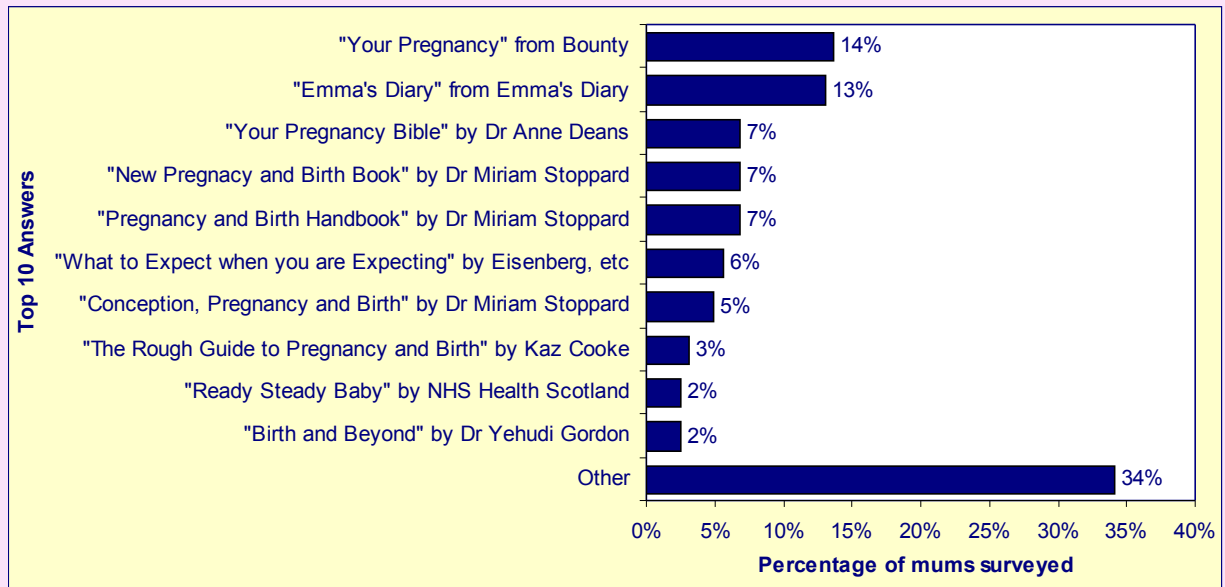


Survey Question:
“What has been your most useful pregnancy book?”

The “Top 10” most popular answers are:



Info on the survey:

- Aside from the books made available (largely through information in Pregnancy Packs) by Bounty and Emma’s Diary, the information mums have given us shows that there are a wide range of books available and the choice made by mums is varied. Of the 250 mums we surveyed more than 60 different books were mentioned.
- Miriam Stoppard is the most popular author that mums turn to for information on pregnancy.
- Our surveys showed that 8% of mums specifically stated that they did not use any book during pregnancy whilst another 13% either did not use one or did not find any useful.

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Reviews of some pregnancy books	www.babyworld.co.uk/information/pregnancy/book_reviews.asp
Emmas Diary	www.emmasdiary.co.uk
Bounty	www.bounty.com
Website of the author of What to Expect When you Are Expecting. Information on pregnancy and birth. U.S site	www.whattoexpect.com
The Pregnancy book – online edition and link to department of health website with pdf download of book	www.nhsdirect.nhs.uk/questions/category/index.aspx?categoryId=54

Miriam Stoppard's website, including advice and discounts on her books	www.miriamstoppard.com
NHS Direct	www.nhsdirect.nhs.uk/questions/category/index.aspx?categoryId=54
Interview with Lesley Regan author of "Your Pregnancy Week by Week"	www.meettheauthor.co.uk/bookbites/506.html
Annabel Karmel	www.annabelkarmel.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