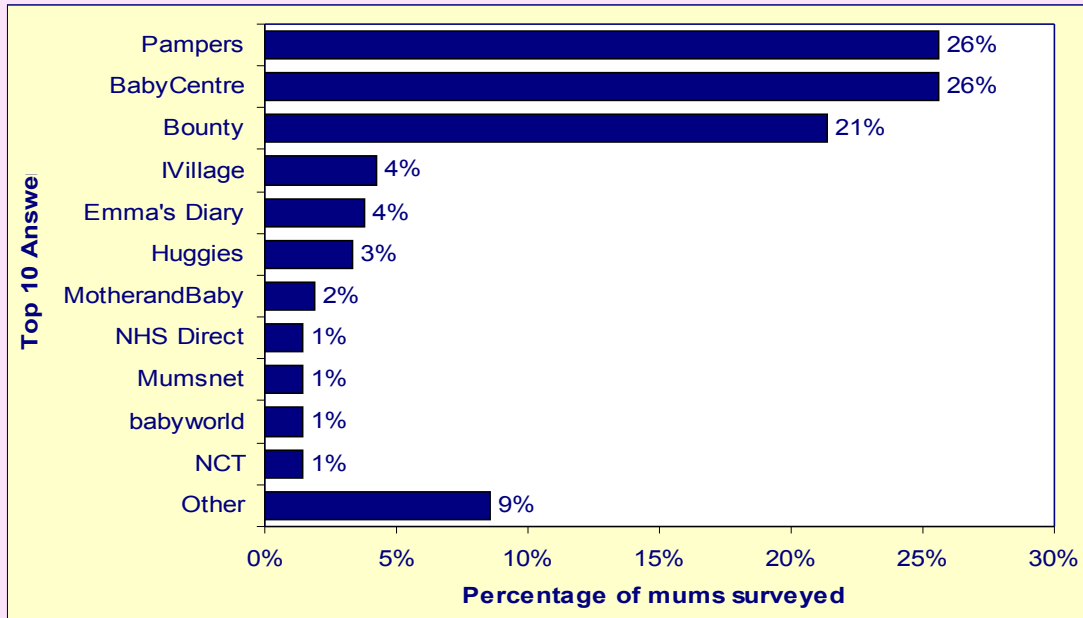


**Survey Question:**  
 “What is the **best web site** for information about pregnancy?”

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

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

<b>Survey Stats</b>	
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