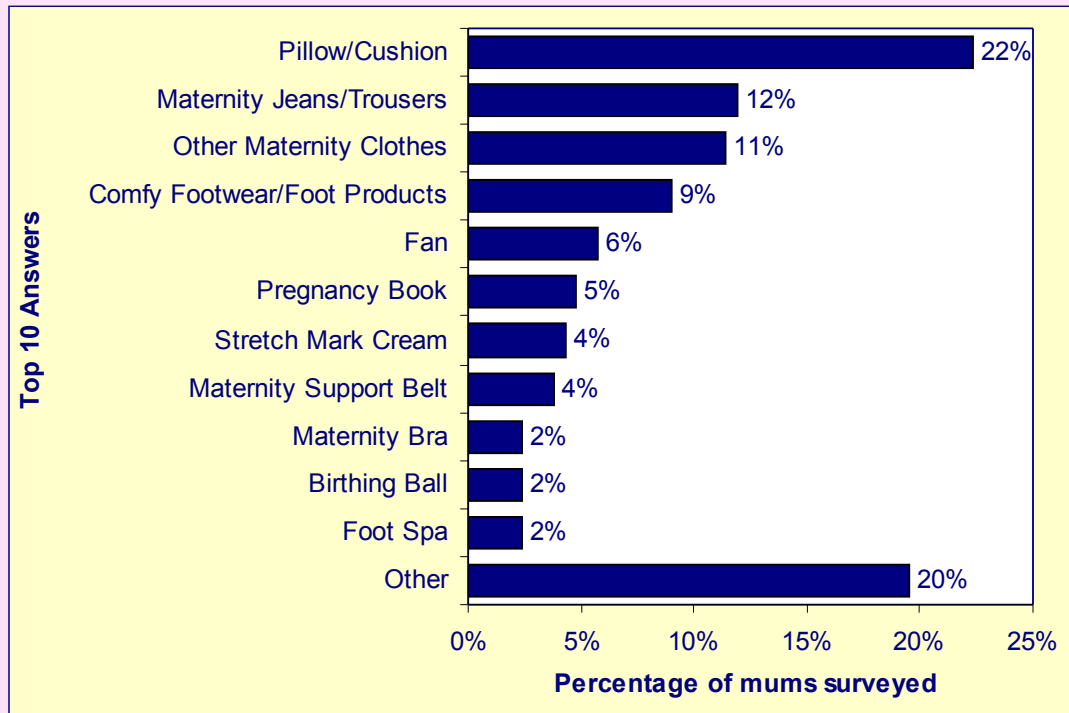


**Survey Question:**  
 “What has been your **most useful item** during your pregnancy?”

**The “Top 10” most popular answers are:**



Info on the survey:

- The most popular item mentioned was the Pregnancy Pillow. Mums found the extra support helped with discomfort during the day and aided a better night’s sleep
- Foot products were popular with mums. The natural weight changes mums experience during pregnancy shift the centre of gravity and are a common source of aching and tired feet
- Unusual answer:
  - Several mums suggested, very kindly, that their husbands had been their ‘most useful item’ during pregnancy

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Pregnancy pillow	<a href="http://www.beansbeans.co.uk">www.beansbeans.co.uk</a>
Pregnancy pillow	<a href="http://www.bumpto3.com">www.bumpto3.com</a>
Pregnancy pillow	<a href="http://www.cozeebee.co.uk">www.cozeebee.co.uk</a>
Pregnancy pillow	<a href="http://www.dreamgenii.com">www.dreamgenii.com</a>
Pregnancy pillow	<a href="http://www.hi-baby.co.uk">www.hi-baby.co.uk</a>
Maternity clothes	<a href="http://www.bloomingmarvellous.co.uk">www.bloomingmarvellous.co.uk</a>
Maternity clothes	<a href="http://www.Bump2Babe.co.uk">www.Bump2Babe.co.uk</a>

Maternity clothes	<a href="http://www.cravematernity.co.uk">www.cravematernity.co.uk</a>
Maternity clothes	<a href="http://www.DorothyPerkins.com">www.DorothyPerkins.com</a>
Maternity clothes	<a href="http://www.formes.com">www.formes.com</a>
Maternity clothes	<a href="http://www.fromheretomaternity.co.uk">www.fromheretomaternity.co.uk</a>
Maternity clothes	<a href="http://www.funmum.com">www.funmum.com</a>
Maternity clothes	<a href="http://www.homemummy.co.uk">www.homemummy.co.uk</a>
Maternity clothes	<a href="http://www.isabellaoliver.com">www.isabellaoliver.com</a>
Maternity clothes	<a href="http://www.jojomamanbebe.co.uk">www.jojomamanbebe.co.uk</a>
Maternity clothes	<a href="http://www.laredoute.co.uk">www.laredoute.co.uk</a>
Maternity clothes	<a href="http://www.melbamaternity.co.uk">www.melbamaternity.co.uk</a>
Maternity clothes	<a href="http://www.mothercare.com">www.mothercare.com</a>
Maternity clothes (NCT)	<a href="http://www.nctms.co.uk">www.nctms.co.uk</a>
Maternity clothes	<a href="http://www.seraphine.com">www.seraphine.com</a>
Maternity clothes	<a href="http://www.warehouse.co.uk">www.warehouse.co.uk</a>
Books buy online – many are rated and reviewed	<a href="http://www.amazon.co.uk">www.amazon.co.uk</a>
Book reviews	<a href="http://www.babyworld.co.uk/information/pregnancy/book_reviews.asp">www.babyworld.co.uk/information/pregnancy/book_reviews.asp</a>
Books - Miriam Stoppard's website, including advice and discounts on her books	<a href="http://www.miriamstoppard.com">www.miriamstoppard.com</a>
Books - Website of the author of What to Expect When you Are Expecting. Information on pregnancy and birth. U.S site	<a href="http://www.whattoexpect.com">www.whattoexpect.com</a>
Books - Sheila Kitzinger. Informative site from this author and campaigner.	<a href="http://www.sheilakitinger.com">www.sheilakitinger.com</a>
Stretch marks advice (NHS)	<a href="http://www.nhsdirect.nhs.uk/articles/article.aspx?articleId=633&amp;sectionId=3441">www.nhsdirect.nhs.uk/articles/article.aspx?articleId=633&amp;sectionId=3441</a>
Stretch mark cream (Boots)	<a href="http://www.Boots.com">www.Boots.com</a>
Stretch mark cream (NCT)	<a href="http://www.nctms.co.uk">www.nctms.co.uk</a>
Stretch mark cream	<a href="http://www.pregnacare.com">www.pregnacare.com</a>
Maternity support belt	<a href="http://www.mindthebump.co.uk">www.mindthebump.co.uk</a>
Maternity support belt	<a href="http://www.physiosupplies.com">www.physiosupplies.com</a>
Maternity support belt	<a href="http://www.betterlifehealthcare.com">www.betterlifehealthcare.com</a>
Maternity bras	<a href="http://www.agentprovocateur.com/maternity.php">www.agentprovocateur.com/maternity.php</a>
Maternity bras	<a href="http://www.figleaves.com">www.figleaves.com</a>
Maternity bras	<a href="http://www.mothernaturebras.co.uk">www.mothernaturebras.co.uk</a>
Maternity bras	<a href="http://www.nursingbra.co.uk/">www.nursingbra.co.uk/</a>
Maternity bras	<a href="http://www.pretty-baby.co.uk">www.pretty-baby.co.uk</a>
Birthing ball	<a href="http://www.birthease.com/">www.birthease.com/</a>
Birthing ball	<a href="http://www.natalhypnotherapy.co.uk/">www.natalhypnotherapy.co.uk/</a>
Birthing ball	<a href="http://www.tens.co.uk/acatalog/TeNS_UK_Birth_Balls.html">www.tens.co.uk/acatalog/TeNS_UK_Birth_Balls.html</a>

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