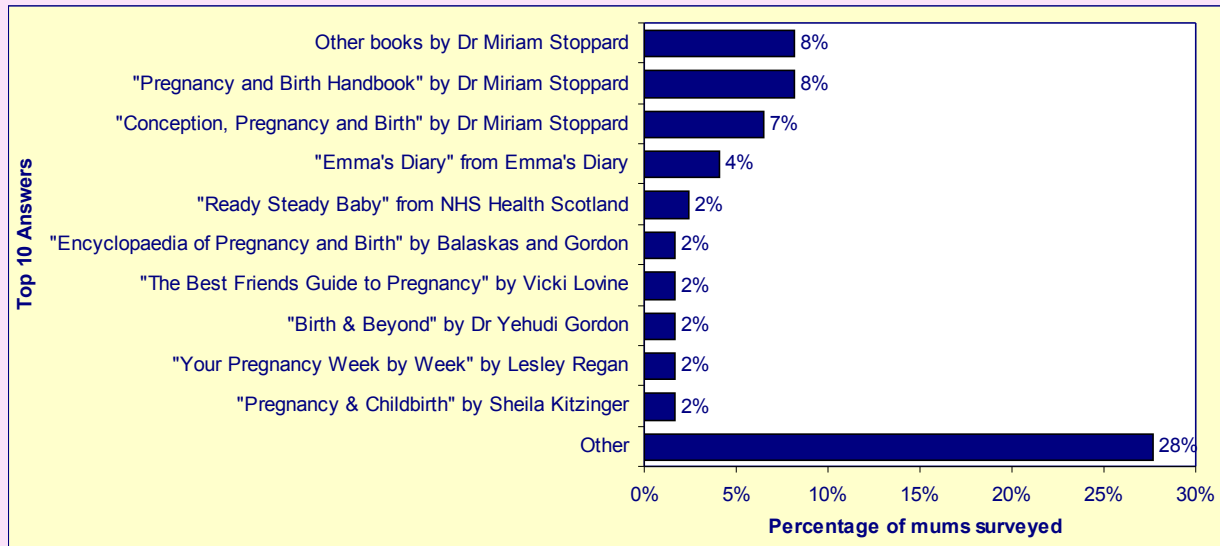


Survey Question:
“What was the best book about childbirth?”

The “Top 10” most popular answers are:



Info on the survey:

- 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 40 different books were mentioned.
- Miriam Stoppard is the most popular author that mums turn to for information on childbirth.
- Our surveys showed that only 1% of mums specifically stated that they did not use any book for childbirth information. However, another 25% 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
Ready Steady Baby online information	www.hebs.scot.nhs.uk/readysteadybaby/
Sheila Kitzinger. Informative site from this author and campaigner.	www.sheilakitzyinger.com
Janet Balaskas	www.activebirthcentre.com/NEWpages/JANETB.html

Survey Stats	
Date of survey	July 2006
Number of mums surveyed	250
Type of mums surveyed	50% with one child; 50% with more than one child