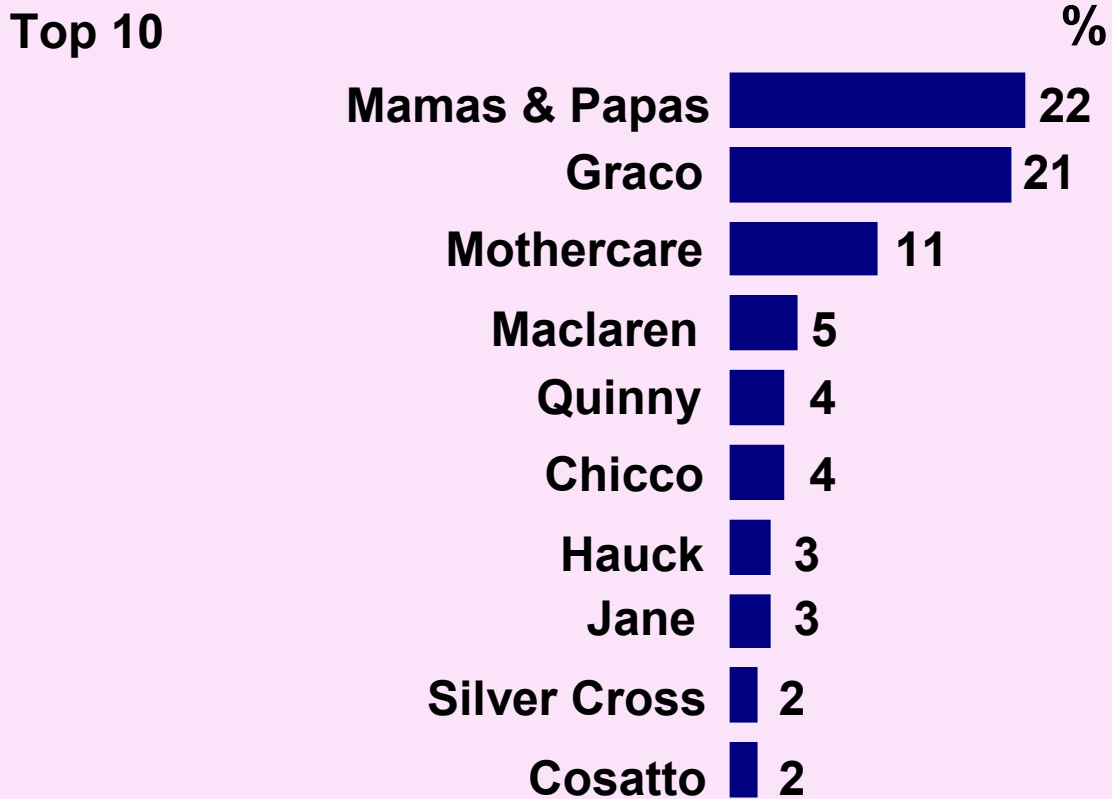


**Prams and Pushchairs**

**Survey Question:**

*“Which brand of pram / pushchair do you currently own?”*



Information about the survey:

- All the mums surveyed owned a pram or pushchair.
- Value for money came top in the reason for buying a particular brand (20% of those surveyed)
- Looks were also important (15%)
- Travel systems were popular (14% stated it as a reason for the purchase)
- 13% of mums stated that the reason for purchase was that the pram/pushchair had lots of features.
- 78% of mums did at least “a little” research before buying their pram or pushchair.

- 35% of mums used information from the internet to inform their decision.
- 31% were influenced by recommendations from the shop
- 26% were influenced by recommendations from friends
- 14% were influenced by magazine or TV advertising.
- 90% of mums were at least “fairly satisfied” with their pram/pushchair.

Mums advice to manufacturers included:

- Make pushchairs more compact/ fold easier
- Make them more lightweight
- Include better shopping baskets

Comments from mums included:

*“remember that we only have 1 hand free to fold the pushchair!” – Gina, Bristol, 4 month girl*

*“make them quite compact and easy to move around also to fold easily.– Claire, Maidstone, 4 month boy*

*“Don't make them so heavy!” – Nicky, Hampshire, 4 month girl*

*“Please come up with a device that can handle a few shopping bags. I was told not to put shopping bags on the handles of my pram because it can tip the pram over & will wear down the wheels quicker.” – Shelly, Bradford, 3 month girl*

*“you should make one with a built in parasol or sun shade that can clip off when not in use” – Tracy, Lancashire, 3 month boy*

*“To my manufacturer. i would suggest making the pushchair easier to steer. Lauren, Margate, 2 month boy*

Survey Stats	
Date of survey	July 2006
Number of mums surveyed	215
Type of mums surveyed	Mums with children age 0 – 6 months