



Information about the survey:

- The average new mum gets approximately 4 hours uninterrupted sleep per night.
- 65% of new mums say that they get between 2 and 5 hours of uninterrupted sleep per night.
- However, 15% more mums actually get a semi-decent (5 hours or more) night’s sleep than they anticipated before the birth, with nearly 1 in 4 mums actually reporting they average 5 or more hours uninterrupted sleep per night.
- From survey “Sleep I – Expectations to Reality”:
  - On the positive side 30% more babies are reported as ‘Very Good Sleepers’ compared with expectations before they are born.
  - However, 10% are poorer sleepers than expected.

- Work that mums from our panel contributed to for Tomy, the baby products company, showed that more than 3 in 10 women say that they lose the equivalent of 2 months sleep in baby's first year.

| <b>Useful Links (see the 'more info' tab for all links)</b>     |  |
|---|--|
| <b>Link Type</b>  | <b>Website Address</b>   |
| Advice, info and coping with sleep loss                         | <a href="http://www.babycentre.co.uk/baby/sleep/">www.babycentre.co.uk/baby/sleep/</a>   |
| Sleeping - Information  | <a href="http://www.ahealthyme.com/topic/sleepdeprive">www.ahealthyme.com/topic/sleepdeprive</a>   |
| Sleep Loss Study  | <a href="http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2007/03/29/nsleep29.xml">www.telegraph.co.uk/news/main.jhtml?xml=/news/2007/03/29/nsleep29.xml</a> |
| Articles and Info on Sleep                                      | <a href="http://www.naturallynurturing.co.uk/sleep.html">www.naturallynurturing.co.uk/sleep.html</a>   |
| Articles on sleep   | <a href="http://www.having-a-baby.com/article.htm">www.having-a-baby.com/article.htm</a>   |
| Articles and advice   | <a href="http://www-t.babyzone.com/mom_dad/womens_health/sleep_mom/a1106">www-t.babyzone.com/mom_dad/womens_health/sleep_mom/a1106</a>                           |
| Sleep Guide based on MumsViews Sleep Surveys conducted for Tomy | <a href="http://www.tomy.co.uk/sleep/">www.tomy.co.uk/sleep/</a>   |

| <b>Survey Stats</b>     |   |
|-------------------------|---|
| Date of survey          | February 2007   |
| Number of mums surveyed | 1159  |
| Type of mums surveyed   | 327 pregnant women; 832 mums with a child age 0 – 12 months |