

bounty

What Mums Think

post natal ward survey

The What Mums Think survey was commissioned by Bounty's External Advisory Board and was conducted by independent research agency SSI. 1,000 new mums took part in the survey April 2014.

84%

think that the free information guides are useful

85%

find the free samples and money-off coupons helpful

85%
of mums
polled said...

...they find it convenient to have the **Child Benefit Form** inside the Bounty pack



“ACCEPTABLE”

mums think it is acceptable for NHS hospitals to allow Bounty ladies to visit mums

83%



happy with the visit from the Bounty lady

71%



were happy to provide the Bounty lady with their personal details

76%

CONVENIENT TIMING

86%

HAPPY WITH INFORMATION THEY RECIEVE

67%

HAPPY TO HAVE PHOTOS

The vast majority of mothers want choice and information. For some mothers, the Bounty pack is one of only a few sources of information and guidance they receive.

DAME KARLENE DAVIS DBE
Chair of Bounty Advisory Board
and former General Secretary of the Royal College of Midwives