

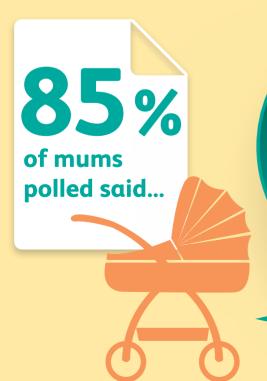
The What Mums Think survey was commissioned by Bounty's External Advisory Board and was conducted by independent research agency SSI. 1,000 new mums took part in the survey April 2014.



think that the free information guides are useful



find the free samples and money-off coupons **helpful** 



...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



71%

happy with the visit from the Bounty lady were happy to provide the Bounty lady with their personal details



86%

67%

CONVENIENT TIMING HAPPY WITH INFORMATION THEY RECIEVE

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