

# Bounty survey reveals mums know best



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**Press Release Summary: A new survey from Bounty has revealed that pregnant women will seek advice from their mum before anybody else**

Press Release Body: A new survey from **Bounty**, a leading UK parenting club, has revealed that pregnant women prefer to seek advice and support from their own mother before consulting a baby guru.



The survey from **Bounty** polled mums on which baby guru is their favourite and whose [pregnancy advice](#) they trust most. "**My mum**" topped the poll with 37% of the vote while "**Supernanny**" **Jo Frost** came in second, winning a quarter of the votes cast.

While there's no denying the amazing success and popularity of baby gurus and the value of their work which gives many mothers and mums-to-be easy access to a [pregnancy guide](#) ("**Supernanny**" alone regularly enjoys up to 3 million viewers in the UK and between 8 and 9 million in the US), most pregnant women find advice from their own mother the most comfort to them during their pregnancy.

Commenting on the research, **Bounty.com** editor, **Dorothy Thomas** said, "*It's great that a mother's advice is so valued by women when they're pregnant. The saying that 'mum knows best' can*

*so often be true, though, as lots may have changed since the mums of today's mothers-to-be had them, it's good to know that there are complimentary sources of pregnancy information, such as [Bounty](#)."*

*Mrs Thomas continued, "Bounty has almost 50 years experience in delivering pregnancy and parenting information, and understands how pregnancy and childcare advice has changed over the years. All our information conforms to the latest best practice guidelines and we're proud to be a valuable source of advice for our members."*

**About**

Bounty is the UK's favourite parenting club, providing information, support and products for young families throughout the four key-life stages: pre-birth, birth, toddlers and pre-school and has been supporting mums since 1959 by providing trusted information, advice and product samples.

**Bounty:**

With 2.5 million members and over 50,000 new members joining every month, Bounty has approximately 95% market coverage of the estimated 750,000 annual births in the UK.

Bounty reaches over 96% of new and expectant mothers and distributes 3.2 million reward bags containing over 60 million product samples. The award winning Bounty website, [bounty.com](http://www.bounty.com), is an active online community with 666,000 mums meeting regularly online and joining discussion in the [pregnancy forums](#) and enjoying pregnancy podcasts.

Bounty is a Kaboose company. Kaboose is one of the largest family-focused new media companies in the world and one of the top-five most visited family destinations online.

**Web Site:** <http://www.bounty.com>

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