



NHS Baby LifeCheck

Pre- and Post- Wave Survey



Background & Method



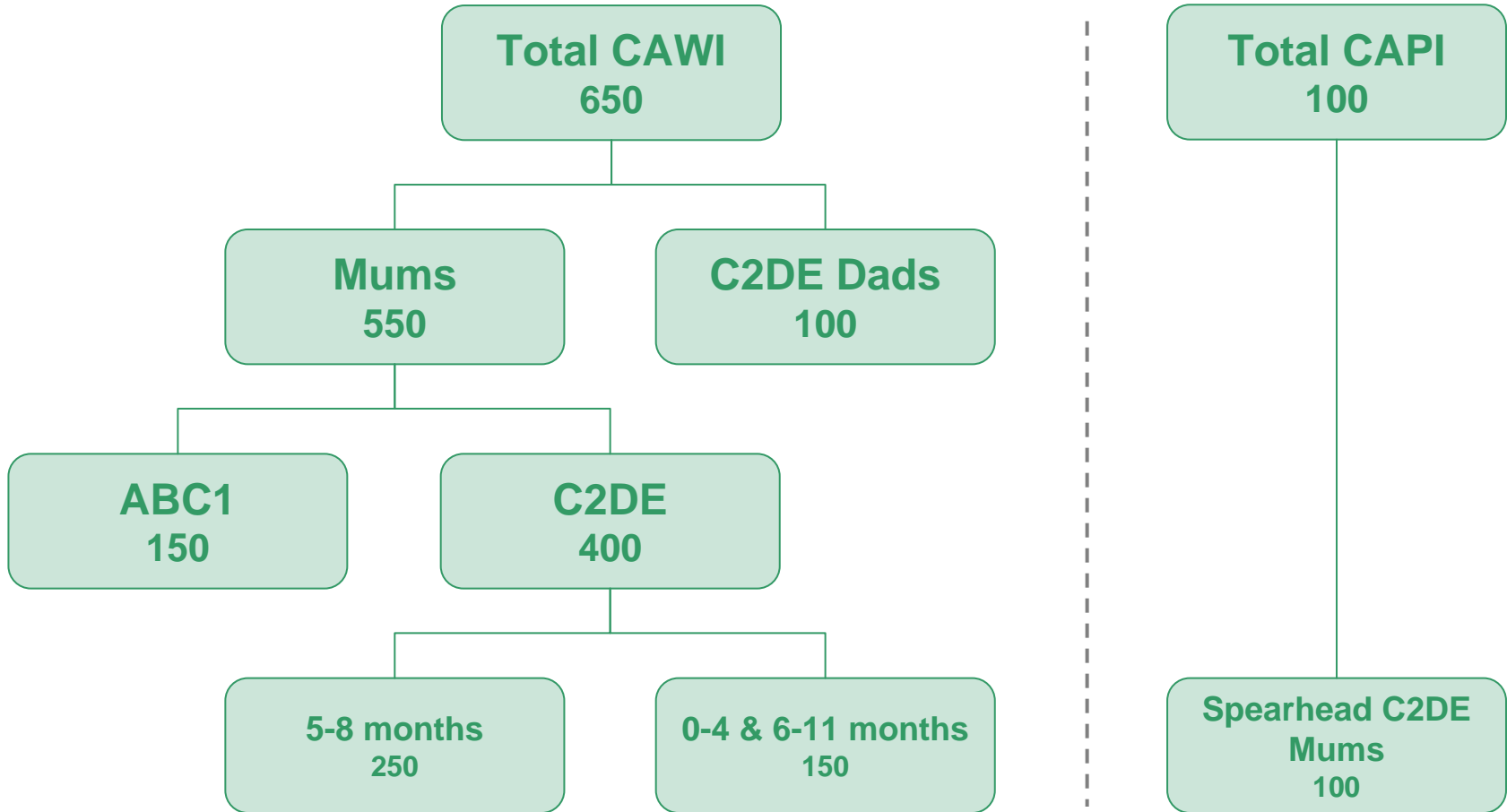
- * NHS LifeCheck is an online service helping individuals take more responsibility for their health/ well-being; in particular, it aims to reduce health inequalities through targeting the socially disadvantaged
- * Primary objective of this research is to evaluate the effectiveness of the launch campaign for **Early Years/Baby LifeCheck**, targeting parents/carers of babies aged under 1 year (core target 5-8 months in C2DE social grades)

Research Method

- * Fieldwork:
 - Pre wave field work ran from 24 July to 9 August 2009
 - Post wave field work ran from 27 November to 14 December 2009 CAWI:
- * Sample: Parents of children 0 to 12 months in England
 - Parallel surveys conducted via CAWI and CAPI:
 - CAWI: ABC1 & C2DE Mums plus C2DE Dads
 - CAPI: C2DE Mums within the 83 spearhead areas, receiving more targeted activity
 - Total achieved sample:
 - Pre wave 763 (556 CAWI Mums, 99 CAWI Dads, 108 CAPI Mums)
 - Post wave 766 (562 CAWI Mums, 103 CAWI Dads, 101 CAPI Mums)
- * Each data set was weighted to be representative of its target universe by demographics and then combined for analysis purposes
- * Due to the rounding of values to whole percentages, percentages totals may not always add to 100%

Sample Structure

Target Interviews



Source: Sample information
Base: All Respondents

Sample Profile

Weighted



	Total		CAWI		CAPI		CAWI	
	Total		Spearhead C2DE		Spearhead C2DE		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
%								
Wave								
Base Unwtd	664	663	145	132	108	101	99	103
Base Wtd	664	663	81	76	n/a	76	n/a	n/a
Age of parent								
16 to 25	32	30	48	48	48	41	17	9
26 to 30	44	47	31	30	30	35	21	24
31 or over	24	23	22	22	22	25	62	67
First time mum/dad								
Yes	43	43	40	40	40	38	55	40
No	57	57	60	60	60	62	45	60
Social Grade								
ABC1	40	42	-	-	-	-	-	-
C2DE	60	58	100	100	100	100	100	100
Spearhead C2DE	37	23	100	100	100	100	38	41
Region								
North	32	31	44	44	45	48	24	34
Mids	28	26	27	27	27	23	33	30
South	40	43	30	29	30	30	34	36

Weighting:

Stage 1:

CAWI: Age of baby, first time parent, age of parent & region matched to known demographics within social grade/spearhead areas

Stage 2:

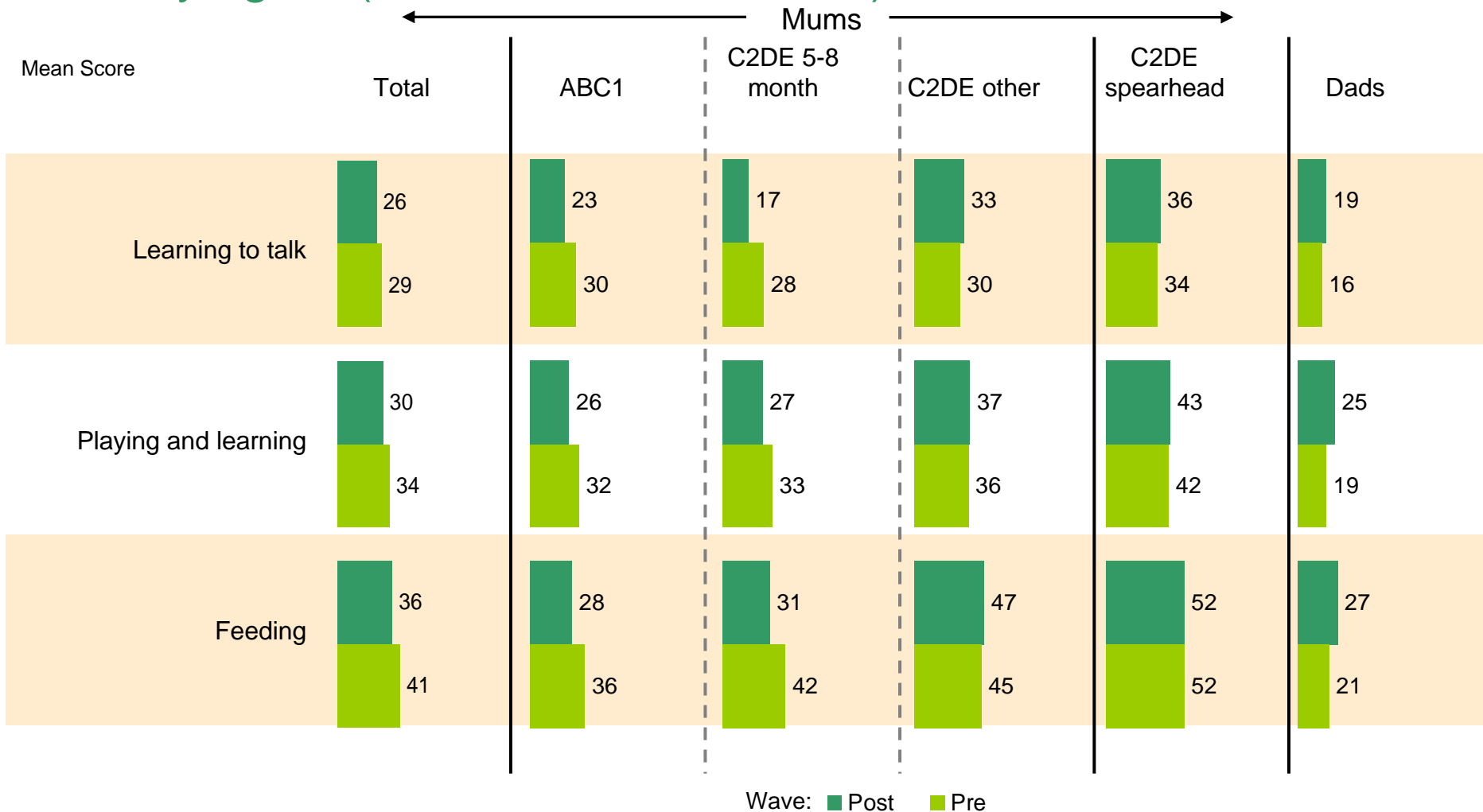
CAPI/CAWI Mums within spearhead areas matched on region & qualifications

Stage 3:

CAWI/CAPI combined with equal weight in C2DE spearhead areas & total sample weighted to be representative by social grade

Summary: Knowledge of topics

% saying 10 (know/understand a lot)



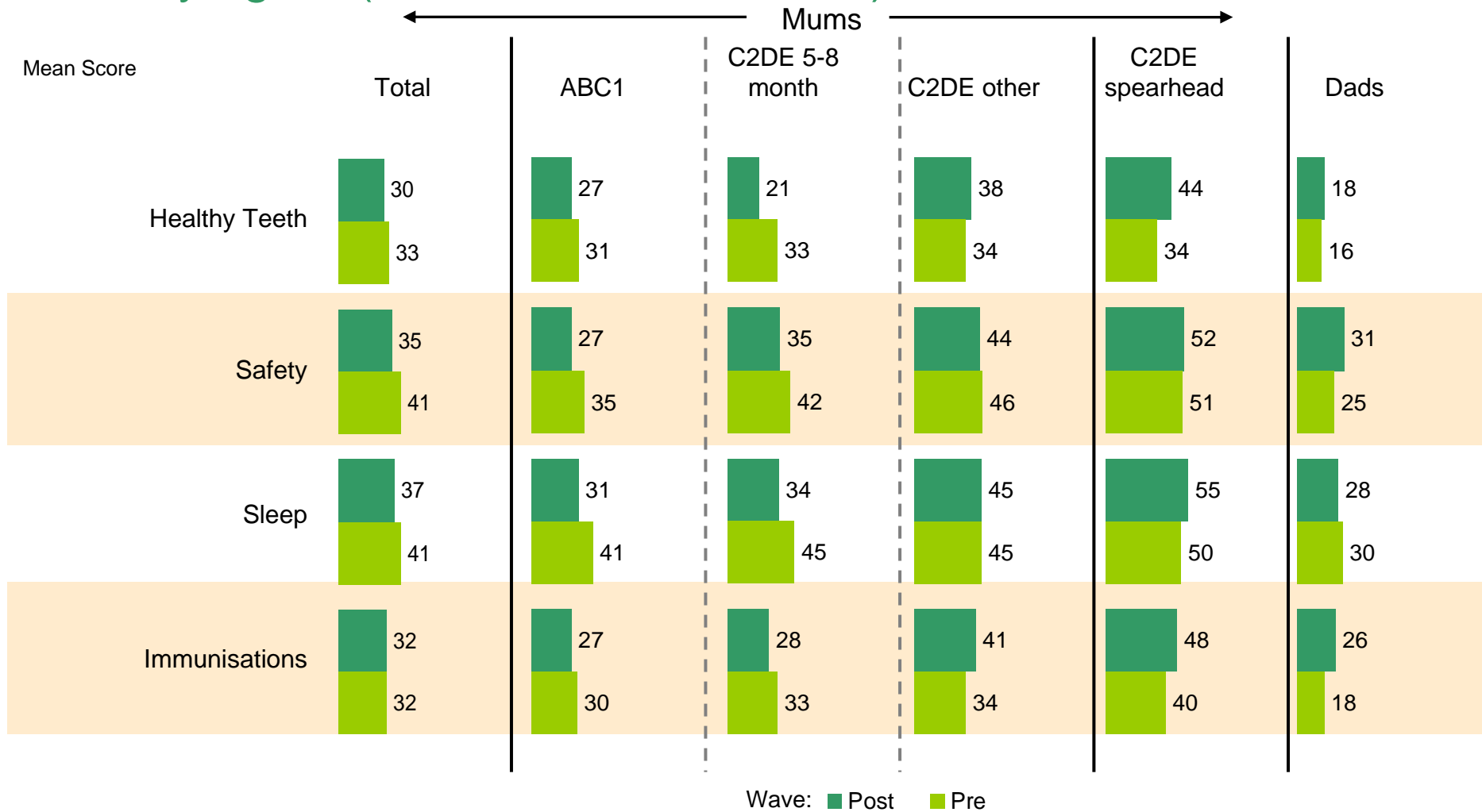
Source: C3 And thinking about a number of areas of your baby's development. On a scale from 0 to 10, how much do you feel you know and understand about each of the following areas?

Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Summary: Knowledge of topics

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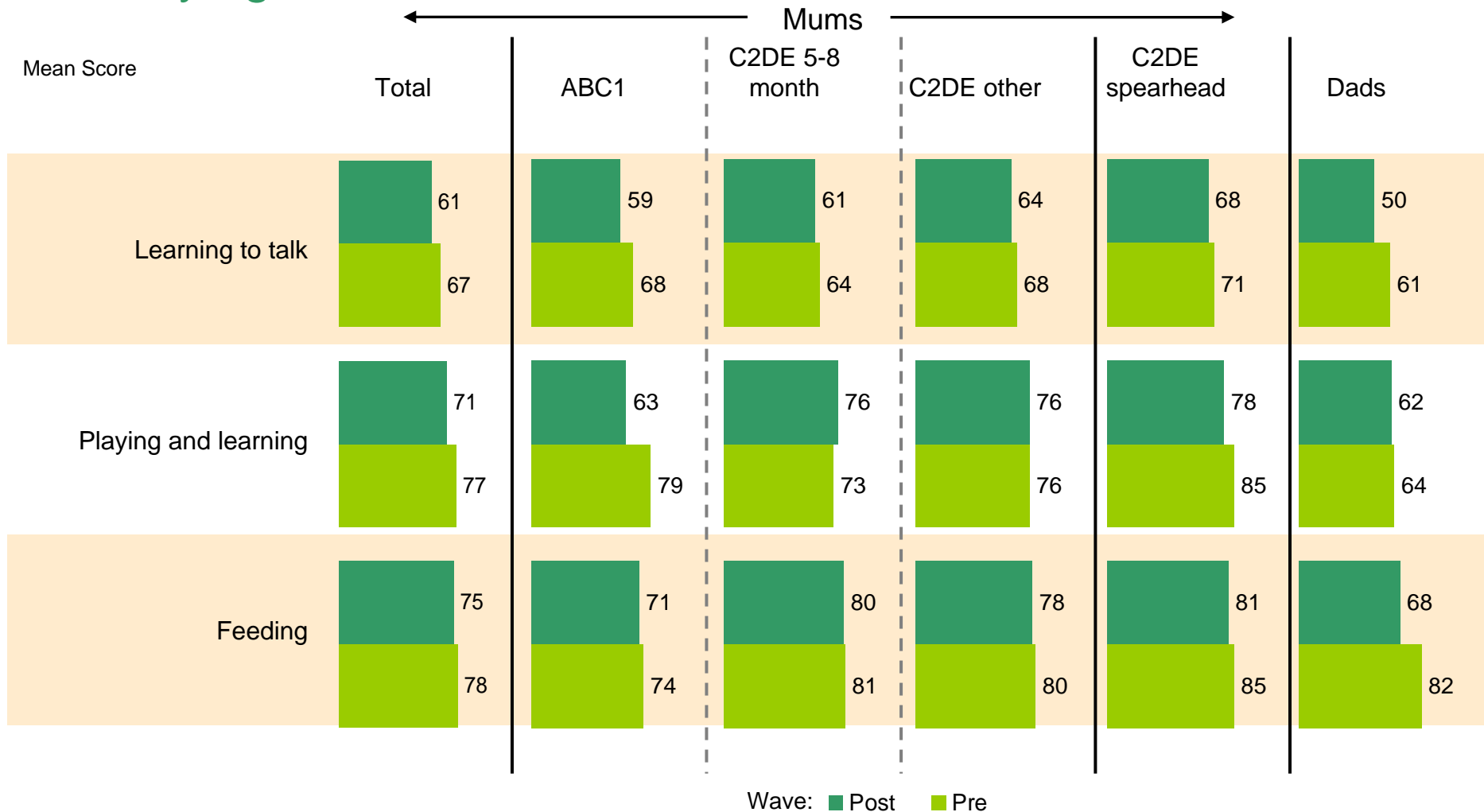
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Summary: Knowledge of topics

% saying 8-10



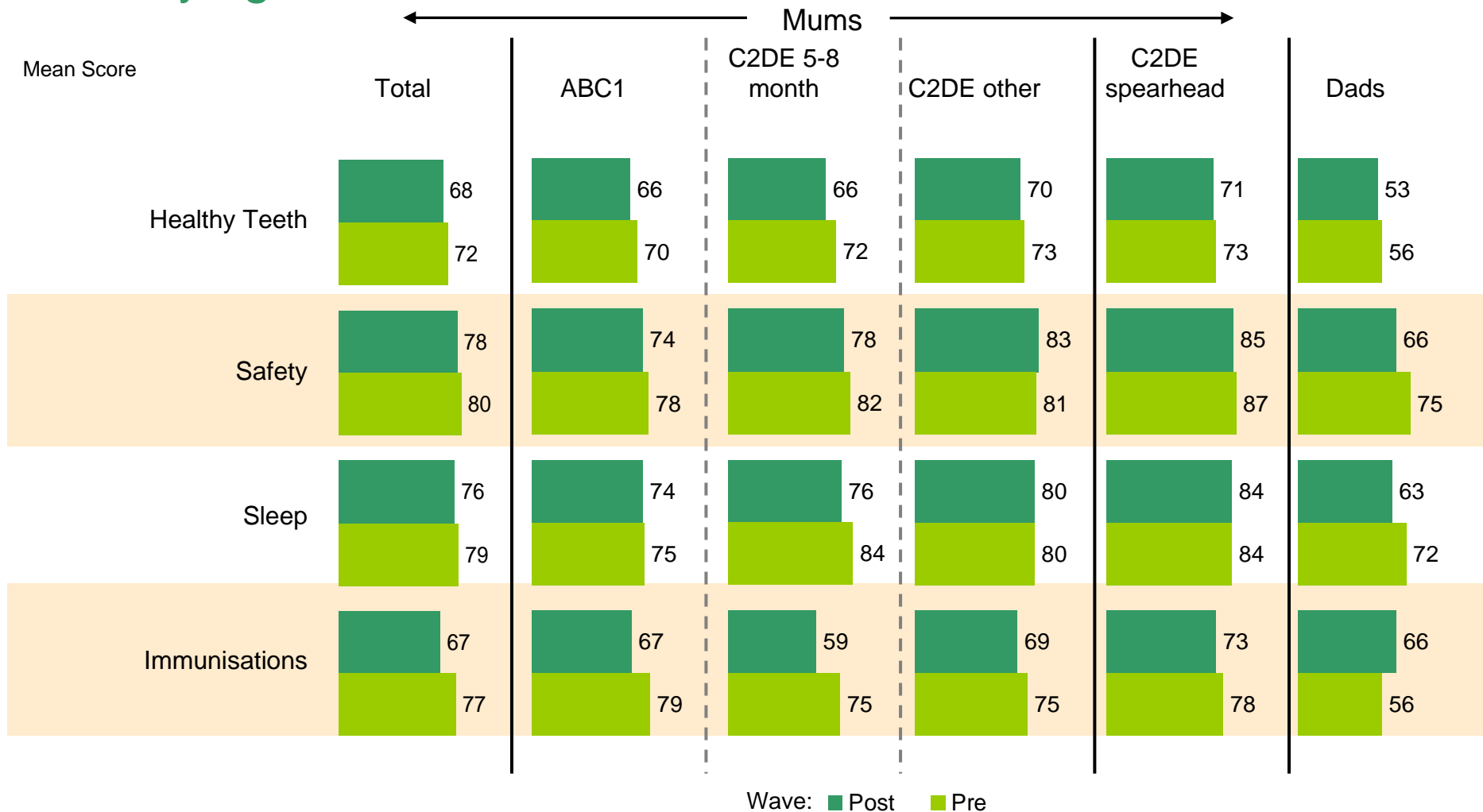
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Summary: Knowledge of topics

% saying 8-10



Source: C3 And thinking about a number of areas of your baby's development. On a scale from 0 to 10, how much do you feel you know and understand about each of the following areas?

Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Worries or concerns about development

%		← Mums →											
		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
Base		Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Any (Net)		664	663	156	158	281	222	227	283	253	233	99	103
		39	45	37	51	40	43	40	39	42	39	45	34
Immunisations: how best to protect your baby against disease?		13	15	15	15	10	11	13	16	15	12	22	13
Sleep: how to make sure your baby sleeps safely and soundly?		12	13	14	18	14	9	9	9	5	10	7	4
Feeding: how, what and when to feed?		11	13	12	17	9	15	11	9	7	11	2	5
Learning to talk: how and when your baby will learn to talk?		10	9	11	10	13	11	7	8	6	12	13	12
Healthy Teeth: how to make sure that your baby develops healthy teeth?		10	8	8	7	11	12	11	7	10	10	4	13
Playing and learning: how you and your baby can play together?		8	7	10	8	10	6	6	5	8	6	6	7
Safety: how to make your home safe for your child?		7	8	8	11	11	8	4	4	7	6	10	7
Walking		-	-	-	-	1	-	-	-	-	-	1	-
Physical development/ walking/crawling/rolling over		-	-	-	-	-	-	-	-	-	-	-	-
Other		1	1	1	2	1	1	-	2	1	2	-	-
None of these		60	46	61	48	58	48	59	45	58	29	54	65

Source: C5 Do you have any worries or concerns about any particular areas of development?
 Base: All respondents



Describe how you feel about becoming a parent

← Mums →

%	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
	<i>Base</i>											
	664	663	156	158	281	222	227	283	253	233	99	103
I love being a parent and feel it is going very well	73	69	67	72	77	65	77	68	77	65	71	70
I enjoy being a parent but find it quite tiring	49	56	53	62	50	52	45	53	34	48	47	42
I enjoy being a parent, but sometimes feel there is too much to cope with	21	21	25	23	16	19	20	21	15	14	20	17
I find being a parent quite stressful	14	15	11	15	17	12	14	16	15	14	12	18
I'm worried about my relationship with my partner	10	11	8	11	10	12	11	12	8	6	14	6
I'm worried about something else	4	4	4	5	6	5	4	4	2	3	1	1
I feel down much of the time	4	5	-	5	7	6	5	4	6	4	4	1
Other	1	1	2	1	1	1	1	-	2	-	-	-

Source: C7a Which of the following describes how you feel about becoming a parent to [NAME OF BABY]?
 Base: All respondents



Information sources on baby's development

Mentions of more than 5%

← Mums →

	%													
	Base		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	664	663	156	158	281	222	227	283	253	233	99	103		
Health Visitor	73	73	75	71	67	75	74	73	66	71	55	59		
GP / Doctor / Family doctor	56	58	60	60	44	56	58	57	52	56	60	63		
Parent	53	50	58	56	49	51	50	44	44	44	44	44		
Friends	48	53	50	59	47	53	47	46	36	40	43	52		
Partner	38	38	41	47	40	27	33	35	29	24	62	62		
Parenting books/ magazines	34	32	40	38	33	27	29	28	17	17	21	20		
Grandparent	29	30	28	34	28	35	31	23	28	25	30	34		
A baby group (such as ante-natal group, NCT group or playgroup)	27	30	33	35	24	34	23	22	16	17	23	17		
SureStart Centre	21	26	20	26	19	24	23	27	25	28	16	23		
Midwife	17	16	16	11	12	13	20	22	24	21	20	31		
Paediatrician	16	12	18	16	9	9	17	10	13	9	16	20		
Pharmacist\ chemist	14	16	13	17	9	12	18	16	11	12	20	16		
Practice nurse	13	13	13	11	10	16	15	15	13	17	24	36		
Other relation	13	13	13	12	14	14	12	14	12	17	16	21		
NHS walk in centres	11	12	11	8	10	15	13	15	14	15	25	19		
Colleagues at work	10	8	13	10	8	6	8	7	6	8	17	16		
Baby Centre	10	10	13	16	12	4	6	6	2	1	1	-		
Bounty/Bounty.com	6	6	3	6	7	8	8	6	5	5	-	-		

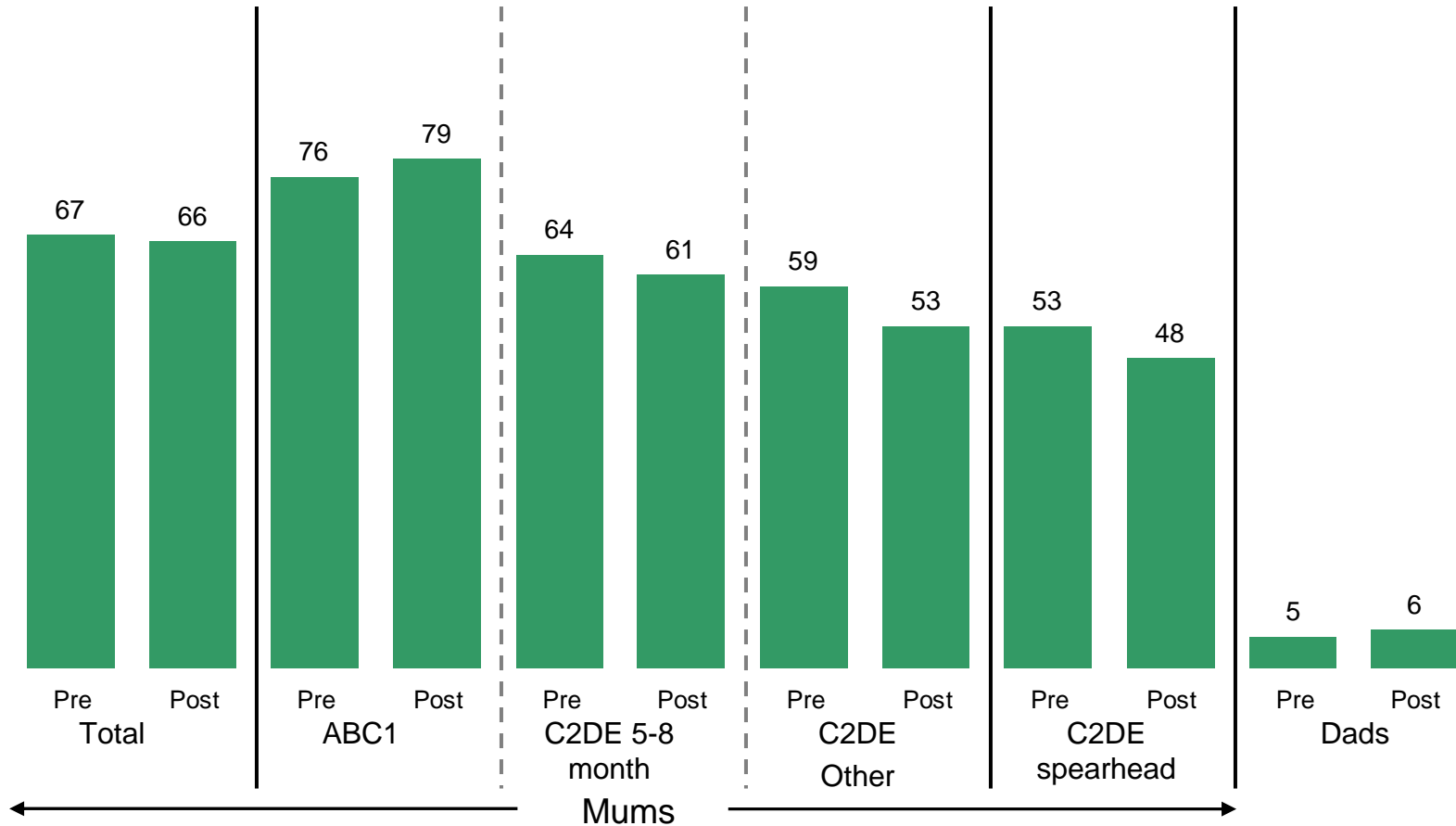
Mentions of 5% and less are included in the Appendix

Source: D1 If you wanted advice or information on your baby's development, where would you go?
 Base: All respondents



Aware of any websites supporting mums/dads

% Yes



Source: D3a Do you know of any websites aimed at supporting mums? (NB In Dad's survey <mums and dads>)
Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Spontaneous awareness of websites

Mentions of more than 5%

← Mums →

	%		Mums											
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads			
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post		
	<i>Base</i>		424	412	118	128	183	127	123	157	142	112	5**	7**
Bounty	46	43	41	40	48	50	52	43	48	36	-	-	-	-
Netmums.com	24	34	27	39	27	30	17	29	11	19	-	-	-	-
BabyCentre	24	37	24	49	29	27	19	23	12	9	-	-	-	15
Cow and Gate	20	11	17	12	21	6	24	11	22	15	-	-	-	-
Mumsnet.com	18	23	23	32	8	22	18	9	4	12	-	-	-	-
Pampers/Pampers.com	16	16	19	11	16	20	12	21	12	18	-	-	-	-
Emma's Diary	14	10	14	10	13	9	13	12	13	12	-	-	-	-
Boots	11	7	8	7	13	6	13	7	16	7	36	-	-	-
Hipp/Hipp baby	9	4	6	4	10	2	12	4	7	4	-	-	-	-
Huggies/Huggies.co.uk	8	6	5	5	6	8	13	6	4	5	-	-	-	-
Tesco.com/babyclub	6	3	8	2	5	6	4	4	7	-	-	-	-	-
AskAMum	6	6	8	5	3	1	4	9	2	3	-	-	-	-
Practical Parenting	-	1	-	2	-	1	-	-	-	1	-	-	-	17
Early Years/Baby LifeCheck	-	-	-	-	2	-	-	1	2	1	-	-	-	-

Mentions of 5% and less are included in the Appendix

Caution: ** Very low base size



Source: D3b Which ones?
Base: All who replied 'yes' at D3a

Total awareness of websites

← Mums →

	%											
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	<i>Base</i>											
Bounty	82	82	80	82	80	84	87	82	78	78	61	52
Boots	77	72	80	79	76	66	74	69	64	64	65	62
Emma's Diary	64	65	66	70	64	62	62	60	57	57	29	25
NHSDirect	63	53	68	60	55	53	64	46	54	46	64	55
Tesco.com/babyclub	51	47	54	48	46	43	50	47	39	39	34	28
BabyCentre	45	48	50	62	41	46	42	34	34	23	13	15
Netmums.com	35	43	42	58	31	36	30	30	13	22	9	7
Mumsnet.com	32	36	39	49	22	40	30	20	21	19	4	11
BBC.co.uk/Parenting.	18	13	30	17	9	14	10	8	12	7	12	8
NHS Choices (nhs.uk)	17	11	25	16	13	13	12	6	13	8	9	10
AskAMum	14	17	19	18	12	12	10	18	13	13	4	2
Askbaby	13	10	16	11	11	9	12	10	14	11	7	3
Parenting	12	7	14	6	11	10	10	6	13	8	4	6
Practical parent	10	10	13	12	9	14	7	6	10	8	6	5
Early Years / Baby LifeCheck (net)	3	13	3	13	4	15	3	11	7	14	5	5

Source: D3b Which ones? + D4 Which of these websites have you heard of?
 Base: All respondents



Websites visited

% Base		← Mums →											
		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
		Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
ANY OF THESE		88	92	90	96	88	88	86	90	76	85	66	63
Bounty		66	68	65	69	64	63	66	70	58	63	29	27
Boots		56	51	62	55	54	49	51	49	45	47	32	29
Emma's Diary		39	44	42	48	39	42	35	41	32	39	15	9
NHS Direct		36	36	44	44	30	32	32	30	27	30	26	29
Tesco.com/babyclub		33	32	37	36	26	28	33	31	25	26	22	11
BabyCentre		32	39	33	57	34	33	29	24	23	16	3	3
Netmums.com		21	31	24	42	25	22	16	24	9	16	2	1
Mumsnet.com		17	19	24	31	9	17	13	8	8	7	3	2
NHS Choices (nhs.uk)		12	6	17	10	8	4	8	3	8	4	3	5
AskAMum		9	8	15	9	6	6	5	8	8	5	3	1
BBC.co.uk/Parenting.		8	7	14	8	2	9	6	6	6	5	1	2
Askbaby		8	6	10	5	8	6	5	6	7	6	2	1
Practical parent		4	3	4	4	4	6	3	2	2	4	-	1
Parenting		3	2	5	1	3	4	2	2	3	5	1	1
Early Years / Baby LifeCheck (net)		1	6	1	8	1	5	1	3	3	4	-	2

Source: D5 And, which have you ever visited?
Base: All respondents



Magazines read regularly

Parenting Titles

% <i>Base</i>	← Mums →									
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
Any Parenting or Women's Titles	47	51	44	46	45	56	53	55	47	57
Any Parenting Titles	35	35	37	37	34	39	34	32	31	34
Mother & Baby	24	23	27	22	22	25	22	22	22	18
Pregnancy & Birth	12	12	14	13	10	10	12	13	12	15
Practical Parenting	9	10	13	11	5	8	7	9	3	8
Prima Baby & Pregnancy	9	8	10	8	10	9	6	7	6	6
Parenting	7	9	11	8	6	10	2	9	2	8
Junior	2	2	5	3	1	2	-	1	1	2
Creative Steps	2	-	4	-	1	-	-	-	-	-



Source: D6 Now thinking about magazines, which of the following magazines do you read regularly (at least 1 in 4 issues)?
 Base: All respondents

Magazines read regularly

Women's Titles

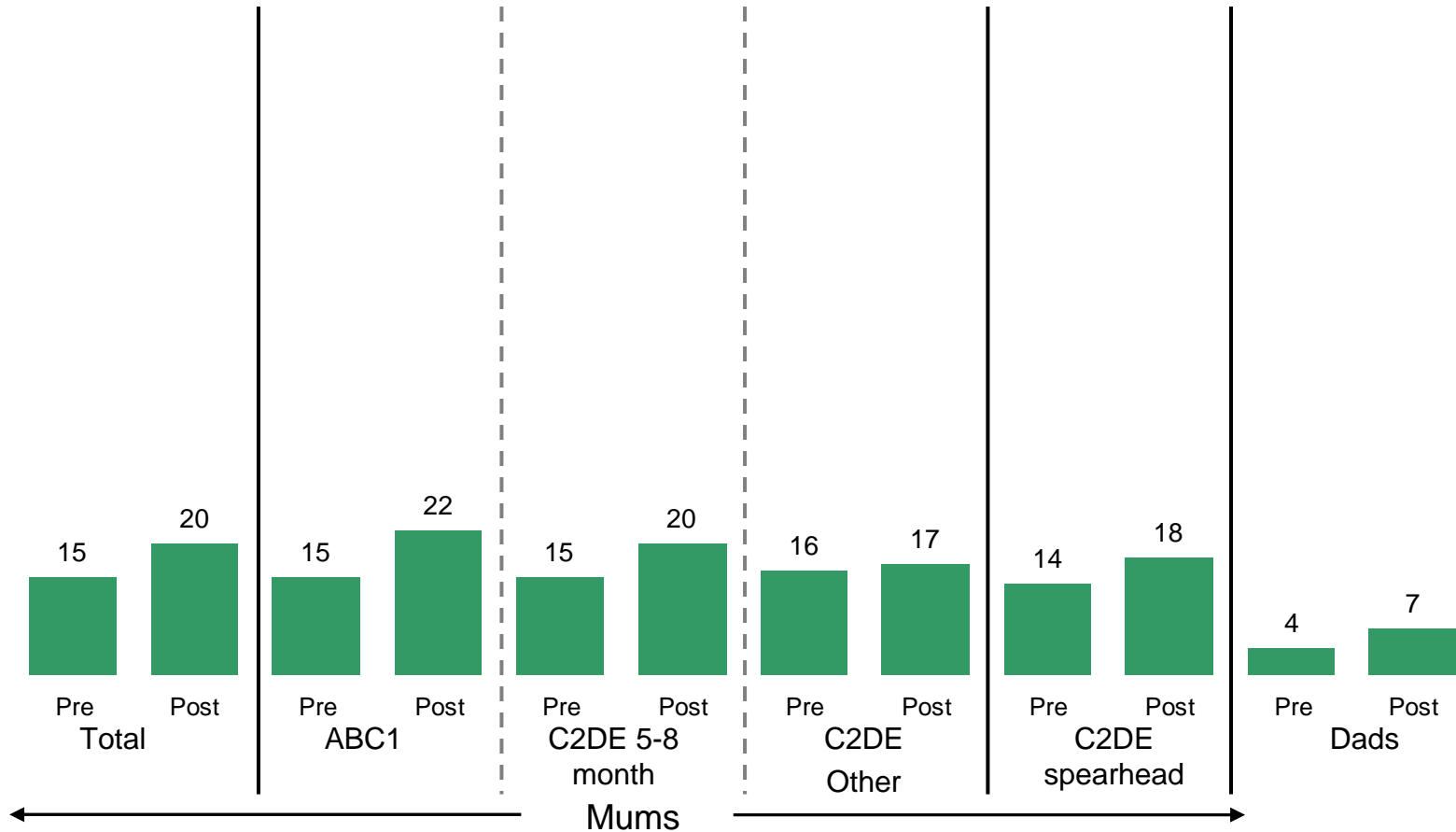
% <i>Base</i>	← Mums →									
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
Any Parenting or Women's Titles	47	51	44	46	45	56	53	55	47	57
Any Women's Titles	31	31	28	25	28	31	36	37	35	41
Pick Me Up	13	10	9	6	11	8	18	15	15	18
Now	10	11	5	11	14	10	13	11	12	15
Love It	8	8	7	5	9	9	10	10	13	13
New!	8	7	7	5	6	7	10	9	11	6
Chat	8	10	5	6	7	10	12	15	14	20
Woman's Own	8	5	11	5	4	7	6	5	7	5
Bella	7	4	9	5	4	6	7	3	4	3
Best	7	3	8	3	3	6	8	3	7	5
Woman	7	5	10	4	3	4	5	5	4	4
Inside Soap	5	5	3	2	3	6	8	8	8	6
Woman's Weekly	5	2	10	3	2	2	1	2	2	3
Woman & Home	2	-	4	-	3	-	-	1	1	-

Source: D6 Now thinking about magazines, which of the following magazines do you read regularly (at least 1 in 4 issues)?
 Base: All respondents



Seen advertising

% Yes



Source: E1 Have you seen or heard any advertising recently about mums and their young babies (e.g. 5-8 months), other than advertising for baby products?

Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Advertisement recollection

Main mentions

← Mums →

	%	Mums											
		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
		Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	Base	100	115	21**	32**	46**	39**	33**	44**	38**	41**	6**	8**
ANY BRAND MENTIONS		26	46	3	64	44	26	40	34	15	3	12	29
Pampers		13	16	-	17	22	13	22	18	10	1	12	29
Surestart		5	1	-	1	5	1	11	1	2	-	-	-
Cow and Gate		4	20	1	34	10	9	4	6	2	3	-	-
Johnsons		4	5	-	4	2	7	8	5	1	-	-	-
Bounty		1	3	-	7	3	-	-	1	-	-	12	-
Other brand mentions		7	11	1	20	10	4	10	4	1	1	-	-
ANY PRODUCTS		23	37	28	40	33	25	14	42	13	19	39	7
Baby milk/milk		10	20	12	29	21	10	1	15	3	8	15	-
Nappies		7	10	4	7	5	7	12	15	-	14	-	-
Milk products (ams)		2	-	-	-	7	-	2	-	10	-	-	-
Food / feeding babies		-	7	-	8	-	9	-	6	-	1	-	7
Other products		8	5	11	-	-	1	10	16	-	2	25	-
ANY MENTIONS OF WHERE SEEN		14	8	11	5	10	15	20	9	3	4	-	12
Other advertising		9	-	11	-	5	1	10	-	-	-	-	-
Baby/parent/children groups/clubs		5	7	1	10	4	4	10	4	-	1	-	-
Leaflets		5	3	1	4	2	2	10	2	-	3	-	-
Television		5	1	-	-	4	-	10	3	3	-	-	12
ANY TOPICS													
Breast feeding/tips for feeding		2	4	-	4	4	-	4	6	10	7	-	-
Laughing/happy baby		-	6	-	11	1	2	-	-	-	2	-	-

Source: E2 What can you remember about the advertising?
Base: All who replied 'yes' at E1

Caution: ** Very low base size



Where saw advertising

← Mums →

	%-		Mums											
			Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	<i>Base</i>		100	115	21**	32**	46**	39**	33**	44**	38**	41**	6**	8**
TV	50	57	39	62	55	43	58	59	48	42	61	48		
Bounty Pack	15	20	10	19	32	23	11	20	24	27	12	14		
Baby group (such as ante-natal group, NCT group or playgroup)	11	5	1	7	22		14	5	8	7	-	16		
Magazine	9	17	11	24	10	5	7	15	17	16	-	8		
Posters	9	1	1	1	6	1	17	1	7	3	-	16		
Hospital / Clinic / GP surgery	8	5	4	5	7	8	13	5	6	9	-	16		
Friends / family told me	7	3	2	5	8	2	10	1	20	3	-	8		
Website/internet	5	6	10	8	4	6	-	4	-	7	-	-		
Local newspaper	4	1	-	-	2	-	8	4	13	6	12	23		
Radio	4	4	1	2	5	3	6	6	15	10	-	-		
Baby changing unit	3	-	-	1	11		3	-	5	-	-	-		
National newspaper	3	3	-	2	11	1	1	4	6	-	15	31		
Bus Shelter	1	-	-	-	-	2	1	-	2	2	-	-		
Postcards	-	-	-	-	1	1	-	-	-	1	12	-		
Cinema	-	-	-	-	-	1	-	-	-		-	-		
Information leaflet or booklet	-	7	-	8	-	6	-	5	-	4	-	-		
Other	1	6	-	7	7	8	-	3	7	4	-	-		
Doctors surgery	-	13	-	11	-	8	-	20	-	22				
SureStart Centre	-	10	-	7	-	15	-	12	-	21				

Source: E3 Where did you see or hear this advertising?
Base: All who replied 'yes' at E1

Caution: ** Very low base size



Who was advertising from

← Mums →

	%		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	<i>Base</i>													
	100	115	21**	32**	46**	39**	33**	44**	38**	41**	6**	8**		
NHS	16	-	27	-	15	-	7	-	14		15	12		
Companies/businesses	14	21	21	21	9	12	10	25	2	5	25	-		
The media/TV/newspapers	13	5	21	6	11	2	6	4	13	7	19	21		
Government	11	7	12	7	19	10	5	6	3	10	12	28		
Local health services	8	-	6	-	9	-	11	-	6	-	-	-		
Pampers	7	10	-	8	12	11	12	12	2	14	-	-		
Department of Health	6	4	4	5	8	4	6	2	10	7	18	-		
Charitable organisations	4	2	-	1	2	6	9		17	2	12	-		
Local authorities/ councils	4	2	-		2	8	10	1	2		-	16		
NHS Baby Lifecheck	-	14	-	13	-	22	-	12	-	11	-	24		
Other	13	8	10	5	9		18	18	18	19	-			
Don't Know	3	-	-	-	4	-	6	-	14	-	-			

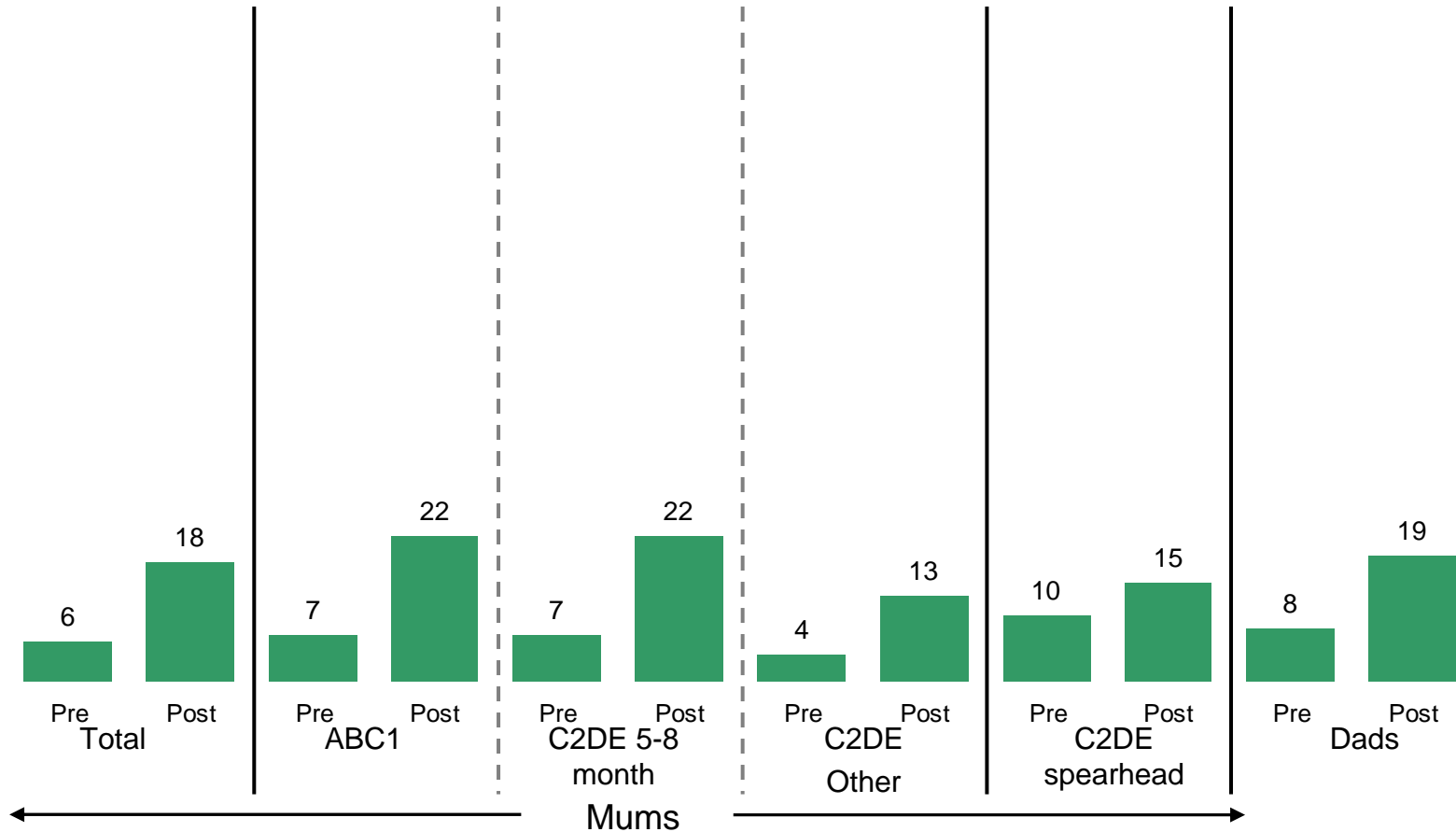
Caution: ** Very low base size



Source: E4 Who do you think was behind the advertising?
Base: All who replied 'yes' at E1

Early Years/Baby LifeCheck Awareness

% Yes



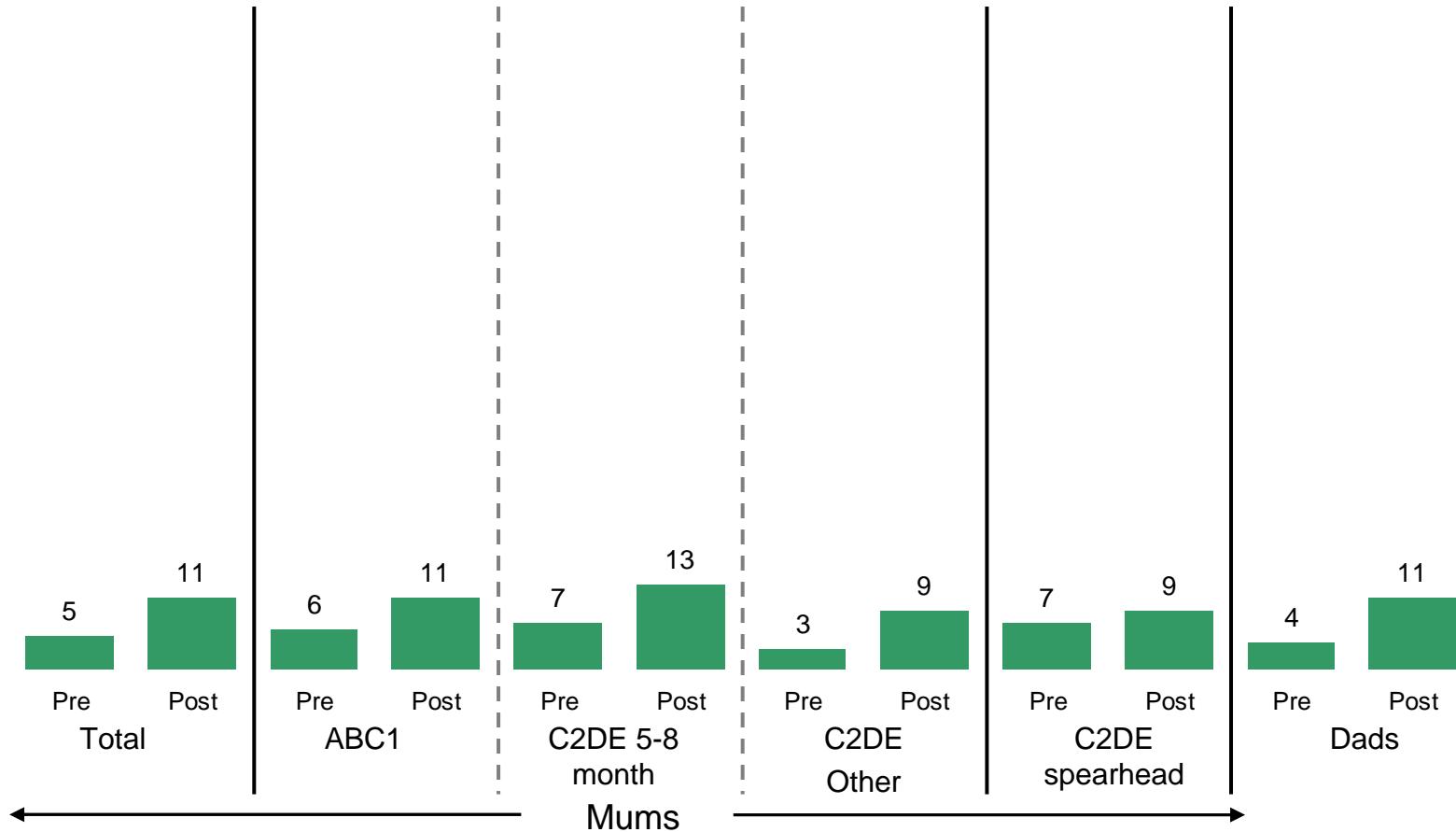
Source: E5 Had you heard of 'Early Years/Baby LifeCheck' before today?

Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Visited Early Years/Baby LifeCheck website

% Yes

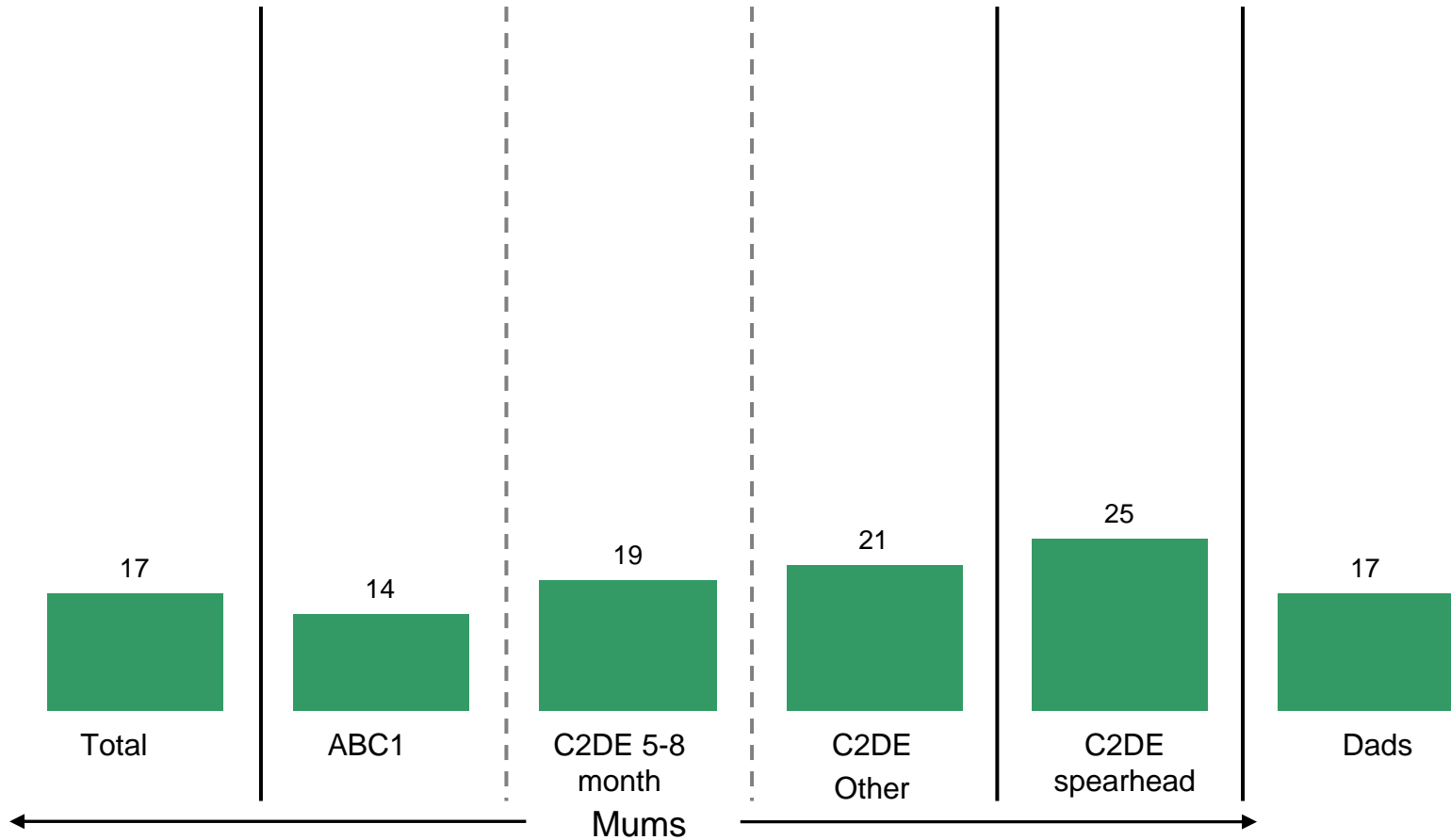


Source: E8 This is the Early Years/Baby LifeCheck website. Have you ever visited this site?
Base: All respondents: Total (664/663), ABC1 (156/158), C2DE 5-8 month (281/222), C2DE Other (227/283), C2DE Spearhead (253/233), Dads (99/103)



Advertising Recognition

% Recognition

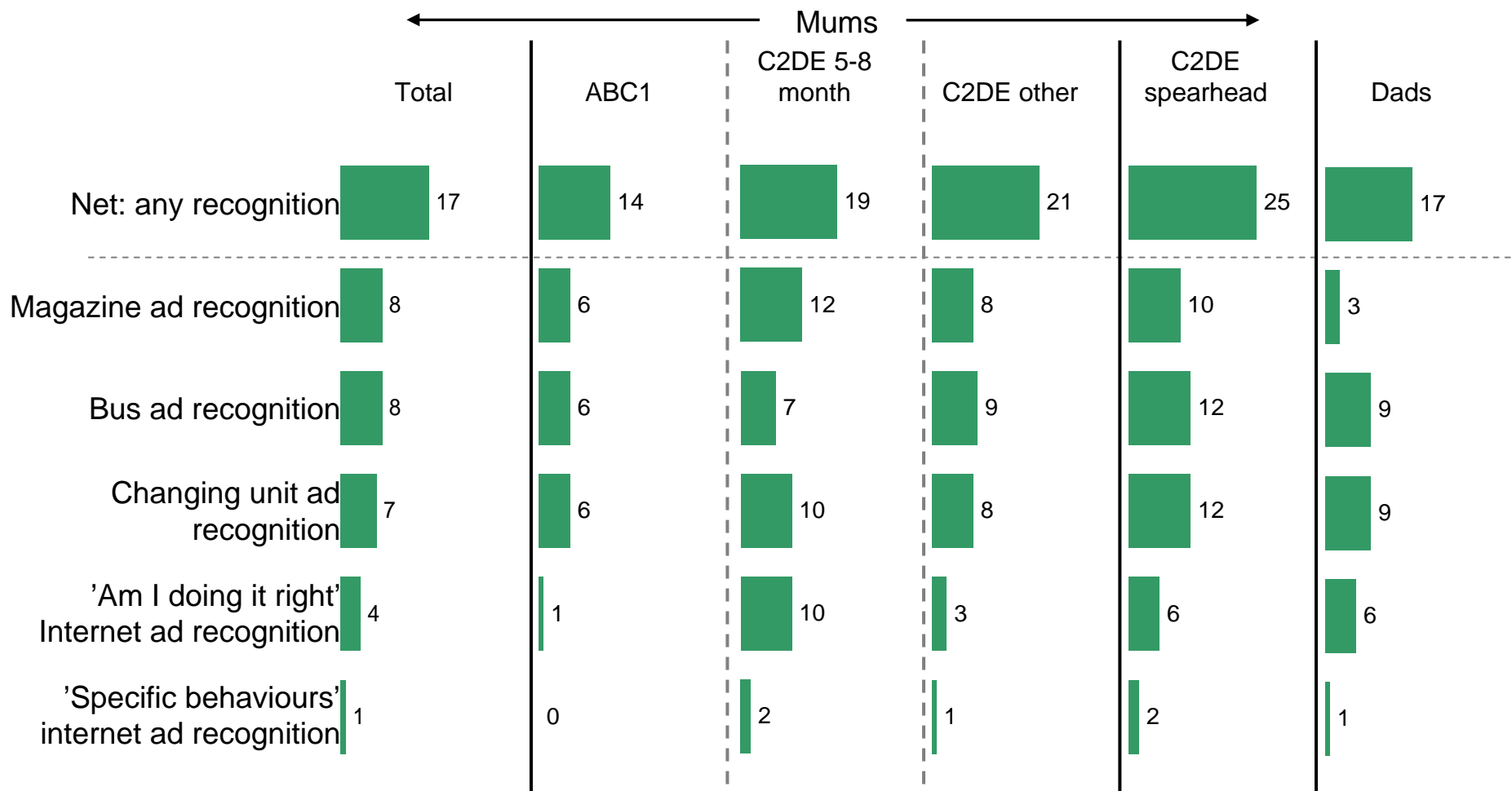


Source: P1-6 Have you seen this advert in magazines/on buses/baby changing units in shopping centres/ the internet
Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (233), Dads (103)



Advertising Recognition

% Recognition



Source: P1-6 Have you seen this advert in magazines/on buses/baby changing units in shopping centres/ the internet
 Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (233), Dads (103)



Where online advert was seen

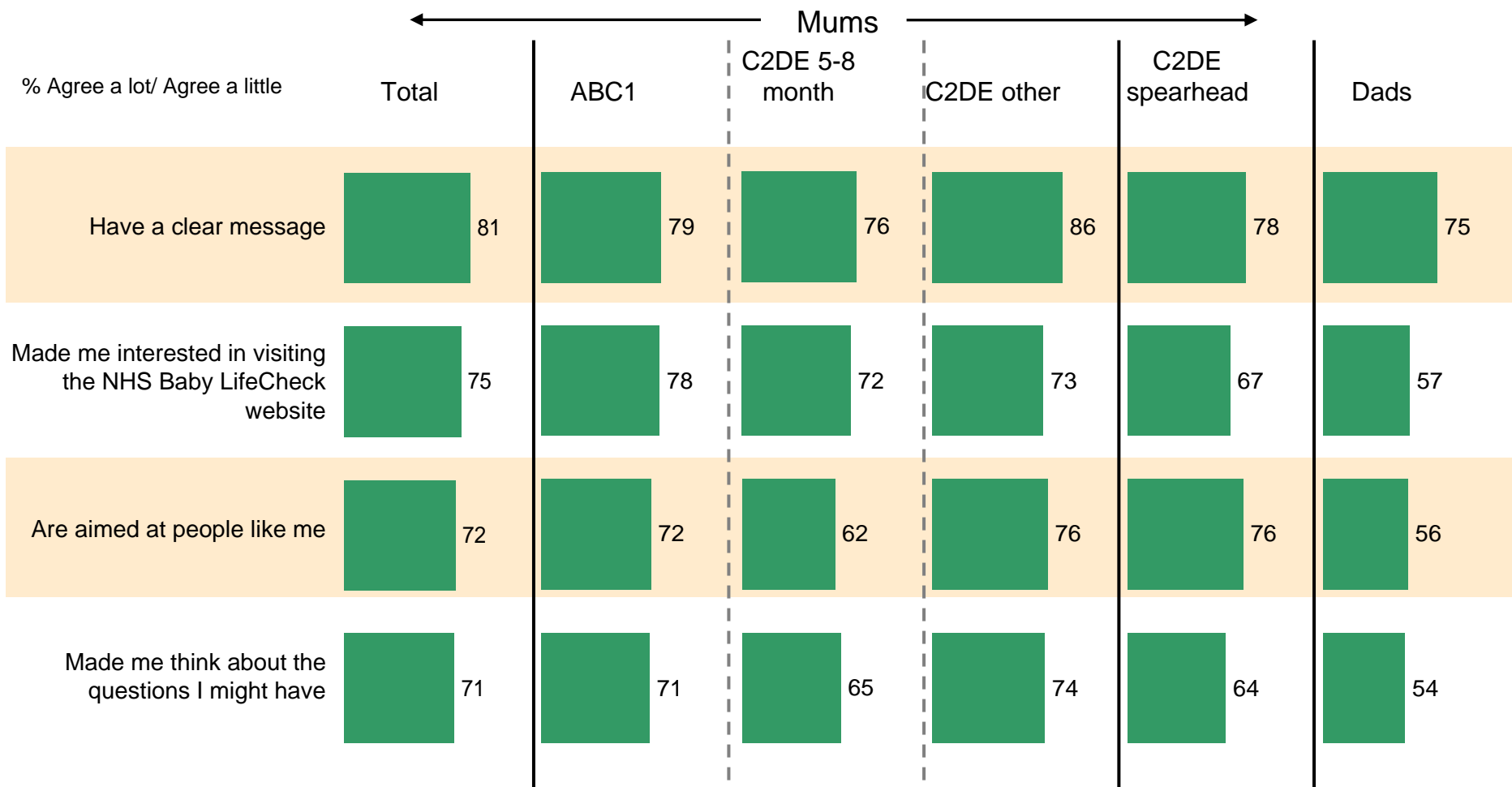
%	Base	Mums				Dads	
		Total	ABC1	C2DE 5-8 month	C2DE other		C2DE spearhead
		29**	2**	15**	12**	15**	8**
Early Years LifeCheck/ NHS Baby LifeCheck (Net)		12	-	17	10	13	-
NHSDirect		26	-	42	10	14	9
Bounty		26	-	37	18	14	16
BabyCentre.co.uk		23	-	42	-	-	9
Boots		14	-	-	43	34	8
NHS Baby LifeCheck		12	-	17	10	13	-
Mumsnet.com		7	-	13	-	-	-
MSN		5	-	-	15	12	18
Tesco.com/babyclub		3	-	-	10	8	9
Early Years LifeCheck		3	-	-	10	8	-
AskaMum		3	-	-	10	8	16
Practical parent		2	-	4	-	6	-
Don't know		41	100	28	38	33	-

Caution: ** Very low base size

Source: P8 Thinking specifically about the internet adverts we have shown you, where on the internet did you see the advert(s)?
 Base: All respondents



Agreement with statements: Summary

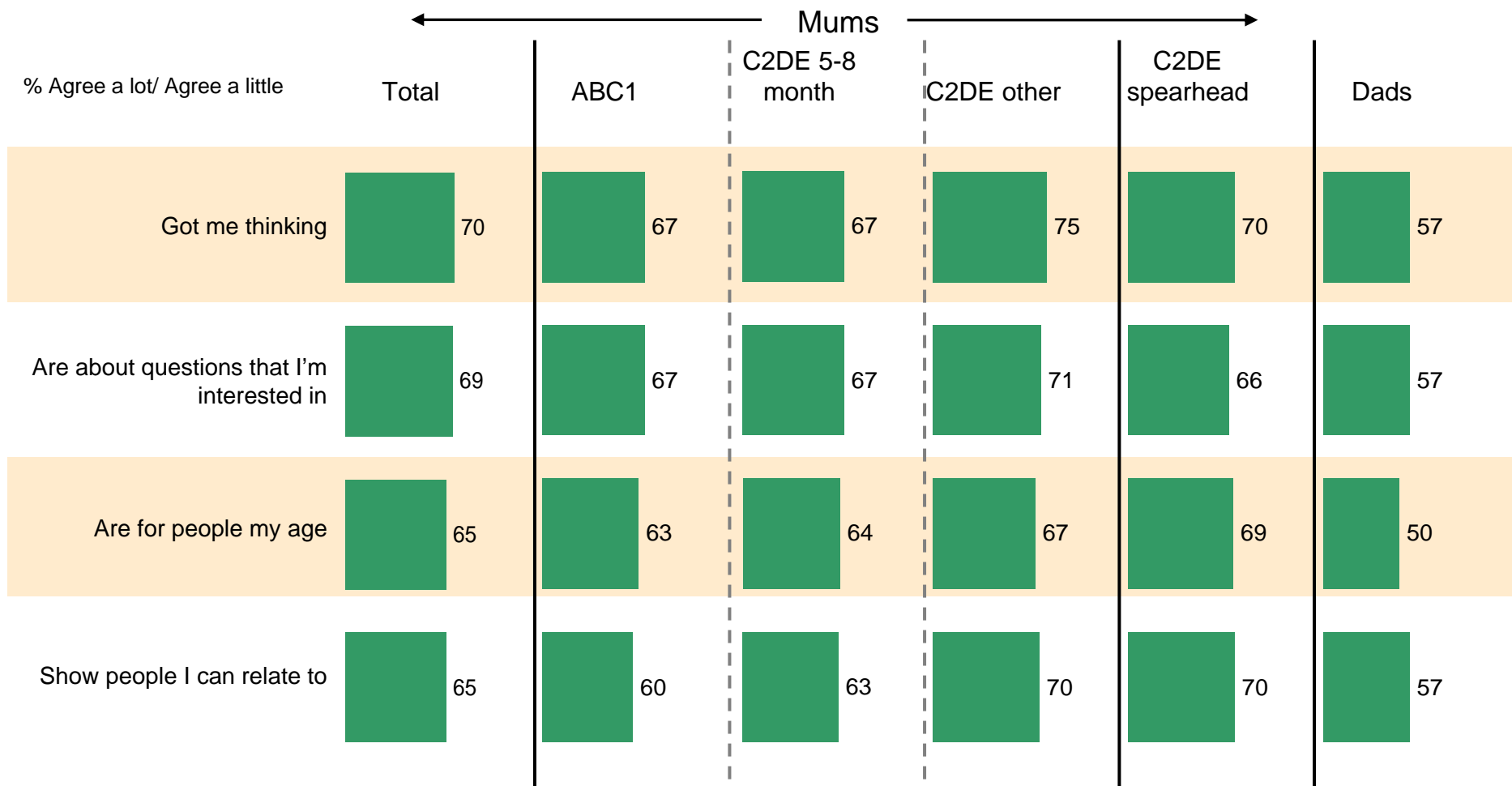


Source: P10 Thinking about the adverts you have just seen, please now read some statements other people might have said about them. To what extent do you agree or disagree that these adverts...

Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (223), Dads (103)



Agreement with statements: Summary

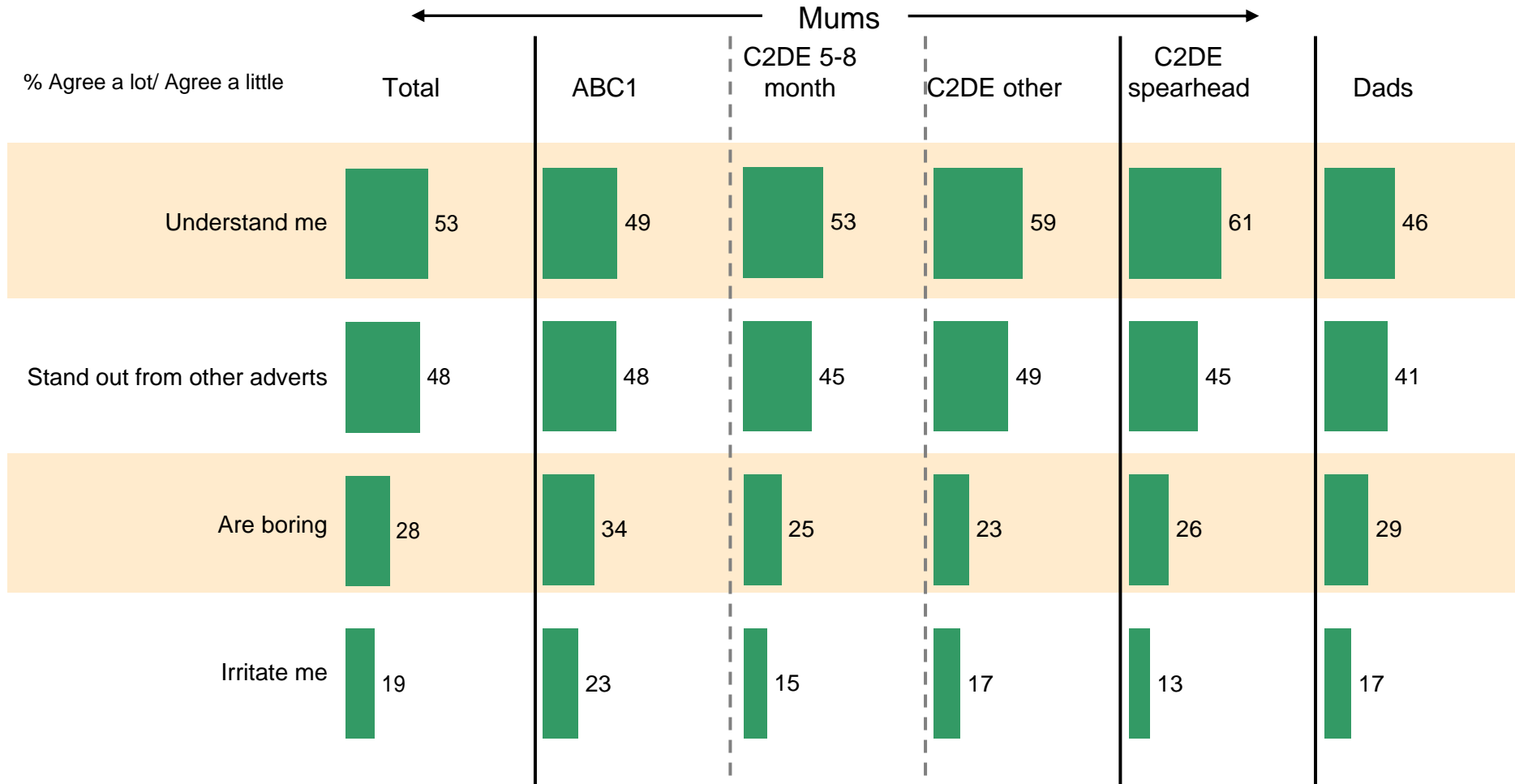


Source: P10 Thinking about the adverts you have just seen, please now read some statements other people might have said about them. To what extent do you agree or disagree that these adverts...

Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (223), Dads (103)



Agreement with statements: Summary



Source: P10 Thinking about the adverts you have just seen, please now read some statements other people might have said about them. To what extent do you agree or disagree that these adverts...

Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (223), Dads (103)



Actions taken as a result of seeing the adverts

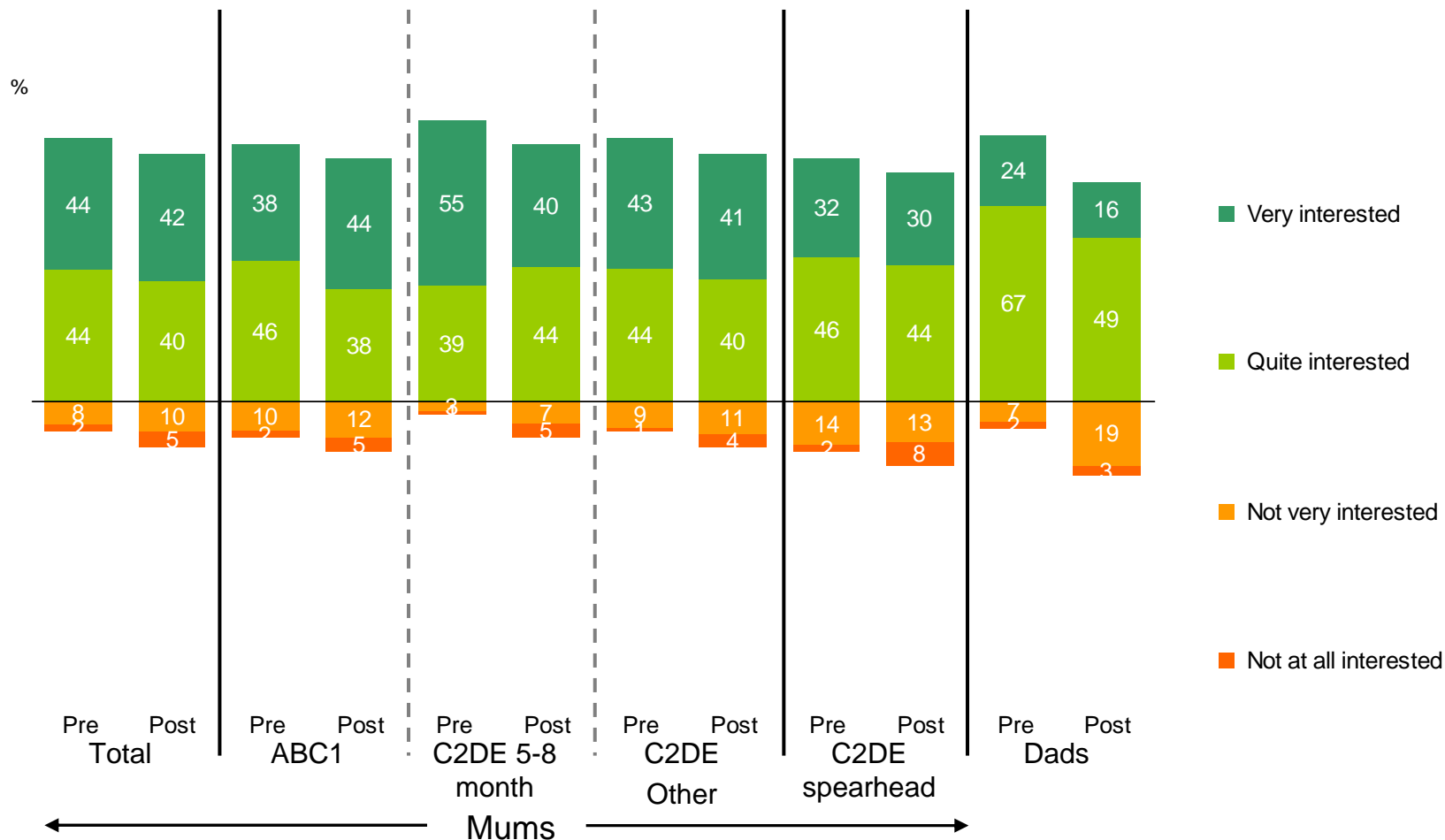
% Base	← Mums →					Dads
	Total	ABC1	C2DE 5-8 month	C2DE other	C2DE spearhead	
	29**	2**	15**	12**	15**	8**
I have not done anything	37	46	21	38	54	19
Thought about visiting the NHS Baby LifeCheck website, but not actually visited yet	35	36	39	31	11	29
Thought about the questions I might have	25	14	34	27	22	13
Looked up NHS Baby LifeCheck on the internet e.g. google search	7	5	1	12	6	27
Visited the NHS Baby LifeCheck website	7	4	17	5	7	16
Completed the NHS Baby LifeCheck	5	3	11	3	10	13
Discussed NHS Baby LifeCheck with someone	1	-	-	2	2	33
Other	-	-	-	-	-	6
Don't know	5	11	3	1	2	-

Caution: ** Very low base size



Source: P11 Which, if any, of the following have you done since seeing the adverts?
Base: All respondents

Interested in Early Years/Baby LifeCheck



Source: E12 The site offers a free, confidential, 'Life Check' through asking questions about how your baby is developing and how you feel about being a parent, so that it can offer you personal advice and support. How interested would you be in this?

Base: All who replied 'no' or 'don't know' at E8: Total (637/599), ABC1 (147/141), C2DE 5-8 month (269/200), C2DE Other (221/258), C2DE Spearhead (239/209), Dads (92/92)



Why not interested in Early Years/Baby LifeCheck website

Main mentions
%

	← Mums →											
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base</i>	60	103	14**	20**	12**	31**	34**	52	35**	46**	8**	20**
Don't need it/happy as I am	22	17	26	15	34	18	14	19	13	18	47	36
Already have lots of support/information	14	4	26	5	4	5	1	1	-	-	-	-
Not needed/don't need any help	11	6	-	-	15	16	24	9	27	18	-	-
Don't use/don't have access to the internet	6	3	-	-	-	-	15	6	15	8	-	-
Prefer to talk to family/friends	4	7	-	13	-	3	9	2	9	1	-	3
Government run	3	-	7	-	-	-	-	-	-	-	20	-
My partner looks after that	2	-	5	-	-	-	-	-	-	-	14	-
Prefer to ask GP / Health Visitor / Midwife	-	10	-	6	-	12	-	15	-	13	-	12
Prefer to talk with a real person	-	9	-	16	-	7	-	-	-	3	-	-
Concerns over confidentiality	-	5	-	10	-	-	-	-	-	1	-	-
Dislike idea	-	4	-	2	-	8	-	5	-	1	-	-
Already get / prefer to get advice from friends / family	-	3	-	-	-	5	-	6	-	10	-	-

Caution: ** Very low base size

Source: E13 Why do you say that?
Base: All who replied 'not very interested' or 'not at all interested' at E12



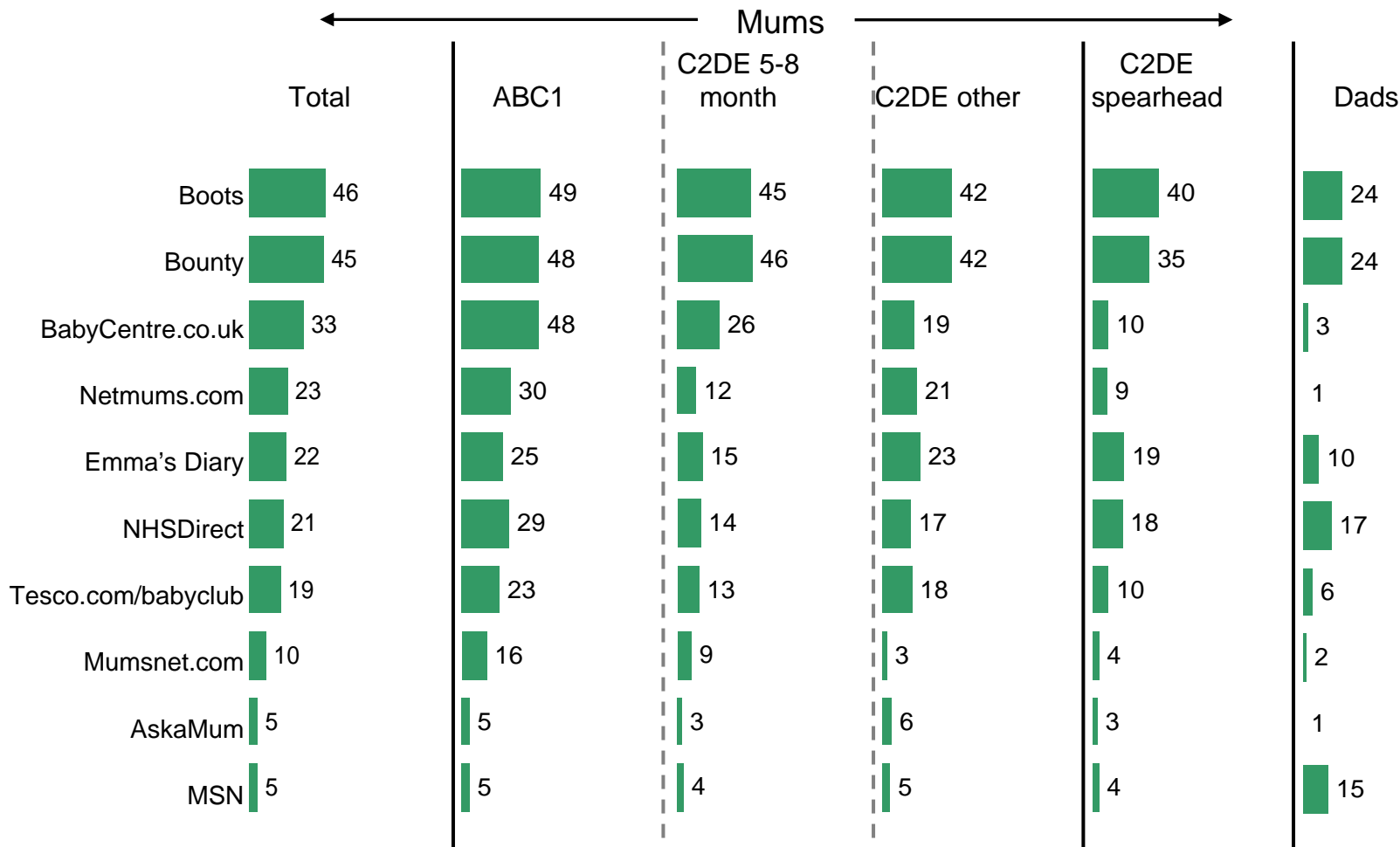
Main benefits of using Early Years/Baby LifeCheck

% Base	← Mums →											
	Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	589	541	138	137	264	181	187	223	211	180	90	72
I can access it whenever I want	58	69	62	76	54	70	55	62	47	61	47	48
It comes from a trusted source	52	68	55	77	49	61	50	61	44	50	42	48
It offers free, confidential information	52	71	50	76	50	63	55	69	48	56	39	54
It encourages me to find out more	39	52	41	48	42	52	35	56	29	50	41	44
It makes me feel it's normal to have questions	38	45	44	52	39	38	32	42	26	39	33	47
It provides valuable links to other sources of information	27	39	28	45	26	37	27	35	22	27	25	35
It makes me feel more confident about raising my child	26	57	22	58	26	59	31	55	27	50	27	28
It tells me things in a way I can understand	25	37	18	37	30	40	30	35	24	29	23	35
I don't need to worry any more	10	18	7	17	14	23	11	17	9	17	12	21
Other	1		-		3		-		2		-	-
No real benefit	-		-		-		1		1		2	1
Don't know	11	2	7	1	12	2	15	3	11	3	19	5

Source: E14 What do you think are the main benefits of using Early Years/Baby LifeCheck?
 Base: All who had visited the website or were interested in the website



Websites visited in the last 4 months



Source: F5a Which, if any of these websites have you visited in the last 4 months?

Base: All respondents: Total (663), ABC1 (158), C2DE 5-8 month (222), C2DE Other (283), C2DE Spearhead (223), Dads (103)



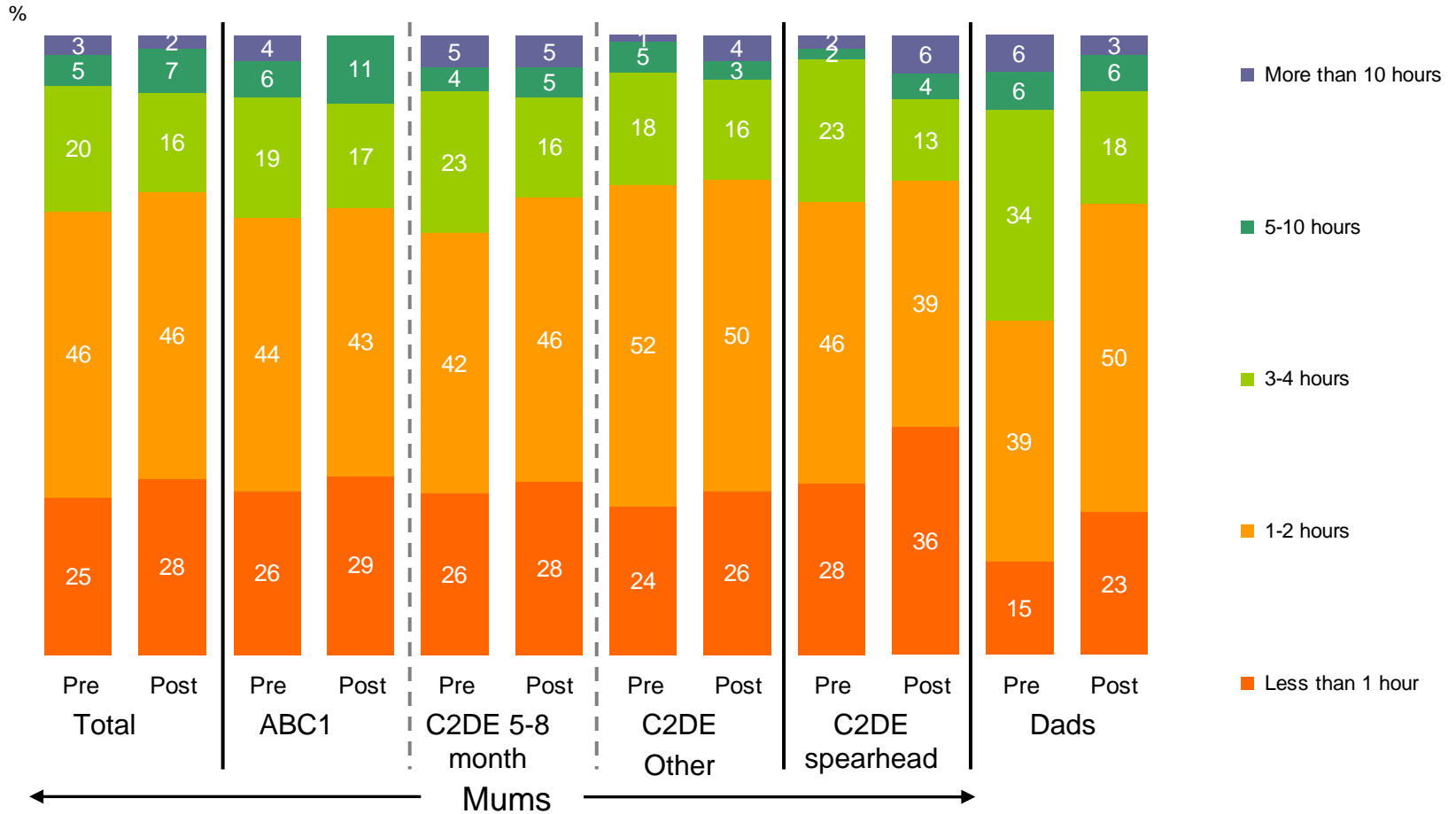
Technology use

%		← Mums →											
		Total		ABC1		C2DE 5-8 month		C2DE other		C2DE spearhead		Dads	
		<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
	<i>Base</i>	664	663	156	158	281	222	227	283	253	233	99	103
Any (Net)		100	100	100	100	99	98	100	100	99	100	100	100
Mobile phone		89	91	89	94	86	87	89	91	83	87	86	89
Text messaging on mobile phone (SMS)		83	84	88	93	80	77	80	79	68	70	67	82
PC (Sub-net)		87	88	92	93	82	88	86	83	74	73	96	96
Computer - at home		85	87	90	92	78	86	84	82	71	72	94	94
Computer - at work		18	13	31	21	11	11	9	5	6	5	30	37
Computer - elsewhere		4	4	7	5	5	4	1	2	5	4	9	9
Internet (Sub-net)		92	90	97	95	91	92	89	84	78	78	92	97
Internet - at home		91	89	96	94	88	89	87	82	74	76	91	96
Internet - at work		18	11	30	18	12	11	8	5	6	5	29	32
Internet - elsewhere		5	5	8	6	6	6	2	3	6	5	6	18
Digital TV		74	71	73	73	77	67	72	71	68	71	84	74
DVD Player		64	61	67	57	62	63	62	63	57	60	74	63
Digital Radio		23	21	31	27	20	22	17	14	14	14	30	25
Ipod/MP3 Player		38	32	52	40	27	32	30	24	21	19	31	43

Source: B4 Which of these do you ever use?
 Base: All respondents



Internet use



Source: B5 How many hours a day do you usually spend on the internet?
 Base: All who selected Internet at B4: Total (605/596), ABC1 (150/150), C2DE 5-8 month (261/207), C2DE Other (194/239), C2DE Spearhead (210/187), Dads (89/100)