Methodology & Fieldwork

- Bounty’s Word of Mum™ omnibus surveys are run bi-monthly from January until November each year.
- Members of the Bounty club have been invited to become Word of Mum™ panellists and participate in our surveys regularly.
- The Word of Mum™ panel is managed by EasyInsites on behalf of Bounty. EasyInsites send emails to Word of Mum™ panellists with an invitation to click on a link and participate in our surveys.
- The November Word of Mum™ omnibus survey was carried out between the 16th and the 30th of January 2012.
- A total of 2,012 interviews were carried out, amongst women in the early stages of pregnancy through to mums with a youngest child aged 2 years.
The majority (88%) gave birth in a hospital, while 9% gave birth in a birthing unit and 3% did so at home. 4 in 5 were offered a choice of where to give birth, with the choice seemingly between hospital and either a birthing unit or a home birth.
How well mums felt they knew their midwives

Mums feel they get to know their midwives best during pregnancy, with having more time to get to know them. Mums feel they knew their midwives least well following the birth.

Base: All who have had a baby (1,696)
Around three quarters felt that the surroundings of their place of birth made them feel comfortable. Those who gave birth at home and in a birthing unit are significantly more likely to have felt the surroundings were comfortable than those who gave birth in hospital.

Base: All who have had a baby (1,696); All giving birth in each location
Midwives were able to give mum all the time that they needed to understand what was happening.

Around three quarters also felt that their midwives were able to give them all the time that they needed to understand what was happening. Again, those who gave birth at home and in a birthing unit were more likely to have felt they were given this time compared to those giving birth in hospital.

Base: All who have had a baby (1,696); All giving birth in each location.
Always had a midwife with them when in labour and when felt that they needed to have someone with them.

Three quarters also felt that they always had a midwife with them during labour when they felt they needed someone with them. This does not tend to differ by location of birth.

Base: All who have had a baby (1,696); All giving birth in each location.
Partner was able to be with mum in hospital

- Yes: 57%
- No: 36%
- I didn't stay in hospital for a period of time: 7%

Of those mums who gave birth to their most recent child in hospital, the partners of around three in five were able to be with mum whilst she was in hospital.

Base: All who had their baby in hospital (1,458)
9 in 10 felt that they were able to contact a midwife following birth, regardless of whether they actually needed to or not. Those in London were significantly less likely to have felt able to contact a midwife than those in the other regions.

Base: All who have had a baby (1,696)
Summary

- Just under 9 in 10 mums gave birth in hospital, while 1 in 10 gave birth in a birthing unit.
- 4 in 5 were given a choice of locations to give birth in. Of those offered a choice, virtually all were offered a hospital. 2 in 5 were offered a birthing unit, while around half were offered the chance to give birth at home.
- Mums tend to get to know their midwives best while they are pregnant, getting the opportunity to see them in a more relaxed setting and over a period of time. Mums felt they knew their midwives least well following the birth, suggesting more time may need to be spent with mums in the postnatal setting.
- Three quarters were comfortable with their surroundings when giving birth. Birthing units and home births appear to be more successful at making mums feel comfortable than the hospital setting.
- Three quarters felt that their midwives had enough time to help them understand what was happening during the birth. Again, birthing units and home births appear to be more successful at giving this time than the hospital setting.
- A further three quarters felt they always had a midwife with them when they needed one while giving birth, with no differences between birth settings.
- Of those who had their baby in hospital, the partners of 3 in 5 were able to stay with them while they were in hospital.
- 9 in 10 felt they were able to contact a midwife following the birth should they need to. However, those who live in London felt least able to do this.
For more information on Bounty Insight and the Word of Mum panel, please contact:

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