

We asked a few of our **Aptaclub** Mums and Dads a very simple question...

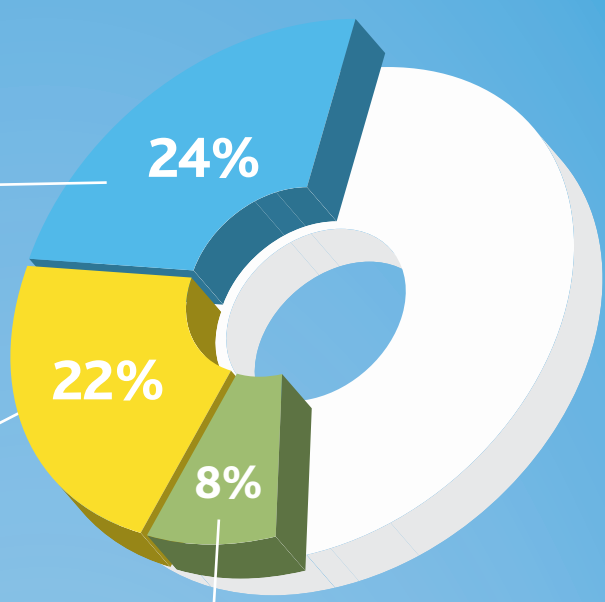
What's the **One Thing**?

What's the **The One Thing** you would tell first time parents?

24% of Aptaclub parents said **make sure you enjoy every moment with your new arrival as they are only small once!**

22% of Aptaclub parents said **trust your instincts.**

8% of Aptaclub parents said **don't be afraid to ask lots of questions and accept help**

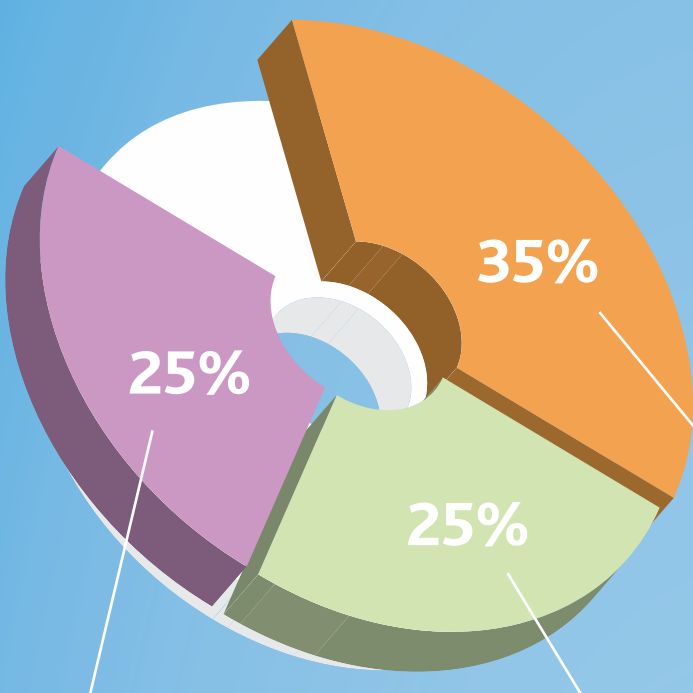


What's the **The One Thing** that made you cry?

35% of Aptaclub parents said it was **holding their child for the first time.**

25% of Aptaclub parents said **everything.**

25% of Aptaclub parents said it was **seeing baby for the first time, and seeing their little heartbeat at the first scan.**



Excitement & Fear

was the most popular response to the **One Thing** you remember about holding your baby for the first time.

100%

Everyone said the **One Thing** that has changed in their life was **Bringing a little baby into the world.**

Sleepless Nights

was the most popular response to the **One Thing** you wish you were better prepared for.

50%

said the **actual birth** was the **One Thing** they were afraid of.

15%

said the **One Thing** you said you'd never do but did was **have another baby!**

66%

responded with **he's a big softie** when asked what's the **One Thing** you learned about your partner.

66%

said **joy and relief** was the **One Thing** they remember about the birth of their child.

Some more Results:

60%

of Aptaclub parents said the one thing they would like their little ones to inherit from them is **happiness and confidence**

33%

of Aptaclub parents said the one thing they said they would never do but did was **bringing their little one into their bed!**

50%

of Aptaclub parents said the one thing they remember about holding their baby for the first time was **a rush of relief and emotion that baby was finally in my arms**