Table 1 Demographic data of study site compared to recruited sample

	Study Sample	Recruitment site population	
Maximum N	N=172	N=4991	
Age	(N=172)		
teens	3 (1.7)	125 (2.5)	
20-24	23 (13.7)	761 (<i>15.2</i>)	
25-29	50 (29.1)	1358 <i>(27.2)</i>	
30-34	67 <i>(39.0)</i>	1613(32.3)	
35-39	21 (12.2)	881 (17.6)	
40+	8 (4.7)	252 (5.2)	
Parity	(N=109)		
Primip	63 (36.6)	2170 (43.4)	
Multip	109 (63.4)	2821 (56.6)	
Number of Babies	(N=109)		
One	73 (67.0)	2171 <i>(43.4)</i>	
Two	24 (22.0)	729 <i>(14.6)</i>	
Three	11 (10.1)	281 <i>(5.6)</i>	
Four or more	1 (0.9)	237 (4.7)	
		1573 (31.7)	
Employment	(N=171)		
Working	115 <i>(66.9)</i>	1781 (36.0)	
Self employed	20 (11.6)	25 (0.5)	
Unemployed	15 <i>(8.7)</i>	259 (5.0)	
Sickness (Temp or Permanently)	3 <i>(1.7)</i>	6 (0.1)	
Other	19 <i>(11.0)</i>	11 (0.2)	
Housewife	1 (0.6)	427 (8.5)	
Full time mother	3 (1.7)	0 (0.0)	
Unknown / Blank	0 (0.0)	2431 (48.7)	
Full time education		50 (1.0)	
Ethnicity	(N=172)		
White English/British/Welsh/Scottish	162 (94.2)	3704 <i>(74.2)</i>	
Mixed/ Multiple	6 (3.5)	403 (8.0)	
Asian / Asian British	4 (2.3)	135 (2.7)	
	T (2.3)	133 (2.7)	

was based on women booked in the same period (April – Dec 2016). The hospital does not store data of every referral received and therefore the researcher was not able to use this for comparison. Also no documentation was available for marital status and education.

Table 2 Demographic characteristics of the sample

	Pre/post booking (n=172)	28 Weeks (n=95)
Age	,	,
teens	3 (1.7)	0
20-24	23 (13.7)	12 (<i>12.6</i>)
25-29	50 (29.1)	25 <i>(26.3)</i>
30-34	67 (39.0)	44 (46.3)
35-39	21 (12.2)	12 (12.6)
40+	8 (4.7)	2 (2.1)
Mean age [SD]	30.0 [5.12]	30.3 [4.54]
Locality		
City	108 <i>(62.8)</i>	54 <i>(56.8)</i>
West	37 (21.5)	23 (24.2)
North	27 (15.7)	18 (18.9)
Parity	(N=109)	
Primip	63 <i>(36.6)</i>	39 <i>(41.1)</i>
Multip	109 <i>(63.4)</i>	56 <i>(58.9)</i>
Number of previous Babies	(N=109)	
One	73 <i>(67.0)</i>	38 <i>(67.9)</i>
Two	24 (22.0)	15 <i>(26.8)</i>
Three	11 (10.1)	3 <i>(3.2)</i>
Four or more	1 (0.9)	0
Marital status	(N=172)	
Single living alone	5 <i>(2.9)</i>	2 (2.1)
With partner/ cohabiting	68 <i>(39.5)</i>	40 <i>(42.1)</i>
Married/ civil partnership	97 <i>(56.4)</i>	51 <i>(53.7)</i>
Separated or Divorced	2 (1.2)	2 (2.1)
Employment	(N=171)	
Working	115 <i>(66.9)</i>	63 (66.3)
Self employed	20 (11.6)	11 <i>(11.6)</i>
Unemployed	15 <i>(8.7)</i>	6 <i>(6.3)</i>
Sickness (Temp or Permanently)	3 (1.7)	2 (2.1)
Other	24 (13.3)	13 <i>(13.7)</i>
Level of Education	(N=172)	
No formal Qualification	5 (<i>2.9</i>)	1 (1.1)
NVQ	29 (16.9)	14 (14.7)
GCSE/ Equivalent	25 (14.5)	13 <i>(13.7)</i>
A Level / Equivalent	28 (16.3)	18 (18.9)
Degree / Equivalent	56 (32.6)	33 <i>(34.7)</i>
Higher Degree	23 (13.4)	12 (12.6)
Foreign Qualifications	6 (3.5)	4 (4.2)
Ethnicity	(N=172)	• •
White English/British/Welsh/Scottish	162 <i>(94.2)</i>	89 <i>(93.7)</i>
Mixed/ Multiple	6 (3.5)	5 (5.3)
Asian / Asian British	4 (2.3)	1 (1.1)

Table 3 Level of discussion women had with the midwife about birth place options and follow up use of MyBirthplace

Midwife discussed with women birth place options (N=168) 118 70.2% Midwife told women their options (N=169) 120 71.0% Midwife gave information about MyBirthplace (N=167) 93 55.7% Midwife gave a leaflet about MyBirthplace (N=165) 112 67.8% Midwife gave QR code to access MyBirthplace (N=165) 126 76.3% Midwife and woman went through the MyBirthplace DST (N=167) 31 18.6% Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) 36 22.1% Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 7 28.4% Truice 28.4% Three-five times Six or more 0	Variable	N	(%)
Midwife gave information about MyBirthplace (N=167) 93 55.7% Midwife gave a leaflet about MyBirthplace (N=165) 112 67.8% Midwife gave QR code to access MyBirthplace (N=165) 126 76.3% Midwife and woman went through the MyBirthplace DST (N=167) 31 18.6% Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) No 36 22.1% Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None Once 30.5% Twice 7 wice 28.4% Three-five times 11.6%	Midwife discussed with women birth place options (N=168)	118	70.2%
Midwife gave a leaflet about MyBirthplace (N=165) 112 67.8% Midwife gave QR code to access MyBirthplace (N=165) 126 76.3% Midwife and woman went through the MyBirthplace DST (N=167) 31 18.6% Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) No 36 22.1% Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%	Midwife told women their options (N=169)	120	71.0%
Midwife gave QR code to access MyBirthplace (N=165) 126 76.3% Midwife and woman went through the MyBirthplace DST (N=167) 31 18.6% Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) No Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None Once Twice Three-five times 11.6%	Midwife gave information about MyBirthplace (N=167)	93	55.7%
Midwife and woman went through the MyBirthplace DST (N=167) Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) No 36 22.1% Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No Yes 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None Once 30.5% Twice Three-five times 11.6%	Midwife gave a leaflet about MyBirthplace (N=165)	112	67.8%
Do you feel the midwife had enough time to discuss the MyBirthplace DST? (N=163) No Yes Yes 77 47.2% Unsure Desire for further information about birthplace options from your midwife? (N=166) No Yes Yes 141 84.9% Yes Number of times MyBirthplace was accessed since 1st appointment None Once Twice Twice Three-five times 11.6%	Midwife gave QR code to access MyBirthplace (N=165)	126	76.3%
DST? (N=163) No Yes 77 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No No Yes 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None Once Twice Twice Three-five times 11.6%	Midwife and woman went through the MyBirthplace DST (N=167)	31	18.6%
Yes Unsure 777 47.2% Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%			
Unsure 50 30.7% Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%	No	36	22.1%
Desire for further information about birthplace options from your midwife? (N=166) No 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%	Yes	77	47.2%
midwife? (N=166) No Yes 141 84.9% Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice Twice 11.6%	Unsure	50	30.7%
Yes 25 15.1% Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%	• • • • • • • • • • • • • • • • • • • •		
Number of times MyBirthplace was accessed since 1st appointment None 29.5% Once 30.5% Twice Three-five times 11.6%	No	141	84.9%
None 29.5% Once 30.5% Twice 28.4% Three-five times 11.6%	Yes	25	15.1%
Once30.5%Twice28.4%Three-five times11.6%	Number of times MyBirthplace was accessed since 1st appointment		
Twice 28.4% Three-five times 11.6%	None	2	9.5%
Three-five times 11.6%	Once	30	0.5%
	Twice	2	8.4%
Six or more 0	Three-five times	1	1.6%
	Six or more		0

Table 4 Women's SDMS measures before and after accessing MyBirthplace

Scale categories	Pre N=172	Post N=169	28 weeks N=92
	N (%)	N (%)	N (%)
I have not begun to think about the choices	18(10.5)	8 (4.7)	1 (0.6)
I have not begun to think about the choices but I am interested.	41 (23.8)	31 (18.0)	0
I am considering the options now.	40 (23.3)	44 (25.6)	5 (<i>2.9</i>)
I am close to selecting an option.	2 (1.2)	10 (5.8)	2 (1.7)
I have already made a decision but I am still willing to reconsider	27 (15.7)	29 (16.9)	20 (11.6)
I have already made a decision and I am unlikely to change my mind	44 (25.5)	47 (27.3)	63 (36.6)
Missing	0	3 (1.7)	80 (46.5)

Table 5 Level of decisional conflict on the SDMS

Response after post booking appointment compared with		
pre booking response (N=169)		(%)
Greater decisional conflict (negative differences)	10	(5.9)
No change	118	(69.8)
Lower decisional conflict (positive differences)	41	(24.3)
Response at 28 weeks compared with post booking response		(%)
(N=92)		
Greater decisional conflict (negative differences)	5	(2.9)
No change	28	(19.2)
Lower decisional conflict (positive differences)	59	(53.5)

Table 6 Relationship between level of decisional conflict and access to MyBirthplace at booking appointment

Level of Decisional conflict	MyBirthplace accessed	MyBirthplace not accessed
	N=31 (%)	N=136 (%)
Greater decisional conflict N=10	3 (<i>9.6)</i>	7 (5.1)
No change N=116	17 (54.8)	99 (72.7)
Lower decisional conflict N=41	11 (35.5)	30 <i>(22.0)</i>