Dr. Mom: More Empowered than Ever

2015 Research and Insights Report

November 2015
BabyCenter knows what matters to moms, and when…

Each new stage brings a shift in mindset and behaviors

- **Pregnancy**
  - Eats nutritious diet
  - Takes prenatal supplements

- **Baby**
  - 0 - 6 Months: Practice mindful meditation
  - 6 - 12 Months: Follow the recommended vaccine schedule
  - 12 - 18 Months: Feed them organic foods
  - 18 - 24 Months: Use probiotics

- **Toddler**
  - 12 - 18 Months: Feed them organic foods
  - 2 - 5 Years: Limit sweets

- **Pre-Schooler**
  - 2 - 5 Years: Limit sweets
  - 5 - 9 Years: Buy vitamins

- **Big Kid**
Meet Dr. Mom

She is Millennial at her core

• She uses a familiar approach to making healthcare decisions

• She is hungry for accurate information and for the most efficient way to get it

• She relies on experts but seeks input from others

• Her world is mobile optimized

• Sharing with other moms helps her build a trusted network

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015.
Among moms with children up to 9 years old or that are currently pregnant, n=1024.

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As a mom, she has a new mindset on health
Mom has clearly defined health considerations for herself and family

Selective about ingredients

- 57% buy local or organic whenever possible

Stays active and well nourished

- 89% encourage eating fruits and vegetables

Makes cost-effective healthcare choices

- 47% more attentive to overall cost of healthcare

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015. Among moms with children up to 9 years old or that are currently pregnant, n=1024
Dr. Mom comes prepared
Healthcare visits are short, so Mom does her homework

Moms report getting **24 minutes** on average with their health care provider

**72%**

Spend a lot of time researching and talking about a health topic before making a decision

**50%**

Often rely on the internet to help manage the family’s health and wellness

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015. Among moms with children up to 9 years old or that are currently pregnant, n=1024
For Dr. Mom, trusted advice comes in many forms

Q: How influential are these sources on your health and wellness choices? (Top box).

78%  
Still trust her healthcare provider first and foremost

49%  
Turn to a pharmacist or drugstore clinic

37%  
Rely on content on parenting websites

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Pharmacists remain a critical alternative to her healthcare provider

8 out of 10 moms say that a pharmacist recommendation is the most important factor when deciding which brand to purchase

Q: What are some of the reasons you might consult a drugstore clinic or pharmacist instead of your regular healthcare provider or going to the emergency room?

- Need recommendation on OTC medicines: 60%
- Illness is not serious: 53%
- Outside of regular HCP business hours: 48%
- Adult has common cold, flu, fever: 36%
- Child has common cold, flu, fever: 31%
- NA - I would not consider: 12%
- Need vaccines: 9%

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015. Among moms with children up to 9 years old or that are currently pregnant, n=1024
Parenting websites are the top resource for health content

7 in 10 moms go online to look up health symptoms and solutions

Q: Which of these resources have you used to gather health and wellness information/advice?

- **Expert advice on parenting websites**: 66%
- **Search**: 65%
- **Parenting blogs**: 47%
- **Parenting/Pregnancy Apps**: 46%
- **Books**: 45%
- **Health or parenting magazines**: 38%
- **Online reviews**: 37%
- **Pamphlets/Brochures in your healthcare provider’s office**: 35%
- **Government-supported health sites**: 34%

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015.
Among moms with children up to 9 years old or that are currently pregnant, n=1024
For Dr. Mom, it’s trust, but verify
Mom does research beyond the doctor visit

Q: How much do you agree or disagree with each of the following statements? (Strongly Agree and Somewhat Agree)

80% Read product labels before making a health purchase decision
75% Educate themselves through online research and then follows up with a healthcare provider
56% Follow doctor product recommendations, but only after researching and talking to other parents

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015.
Among moms with children up to 9 years old or that are currently pregnant, n=1024
She has a set of trusted social sources she can turn to for advice

Q: How do you use each social network for health and wellness? Select all that apply. (Among moms that use specific social networks).

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015.
Among moms with children up to 9 years old or that are currently pregnant, n=1024 (BabyCenter n=846, WebMD n=702, Facebook n=234)
One powerful tool guides Mom through important decisions
In a multi-platform world, she is spending more time on her phone

Q: How has your use of each of these changed since becoming pregnant / a mom?

Device usage

Using less

Laptop/PC: -57%
Cable TV: -32%
Tivo / DVR: 15%
Streaming Radio: 25%
Tablet: 29%
Streaming TV: 30%

Using more

Smartphone: 63%

Monthly mobile usage, moms 18-34 (average minutes)

+27% vs. 2014

2014

2015

Where does she start?

2 in 3 moms use specialty pregnancy/parenting apps to find health information

Q: How did you begin looking?

Search Engine 62%
Pregnancy/Parenting App 14%
Specialty Site/App 10%

Q: Where did you go next, as you continued your online research?

Specialty Site/App 44%
Search Engine 30%
General Site/App 9%
Social Media Site/App 4%

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015. Among moms with children up to 9 years old or that are currently pregnant, n=1024
New baby means new purchase considerations

She’s shopping different stores, brands, and categories to find the products she needs for baby

She’s looking for key indicators at shelf
• 46% Say reading labels is important, but are unsure would be bad or good ingredient for her child
• 52% Look for doctor recommended claims on package
• 26% Read in-aisle signage / information

“Before baby, I hardly ever went to Walmart but it’s the only place that sells the formula I get.
A BabyCenter Mom”
Her voice makes all the difference
Mom opts for tried and true recommendations

8 out of 10 moms turn to BabyCenter for advice from other parents experiencing similar situations

73% Use parenting communities for brand and product recommendations

62% Say online reviews are very important in making an OTC purchase

79% Repurchase a product she previously used for her children

Source: BabyCenter 21st Century Mom® Insights Series Dr. Mom, August 2015. Among moms with children up to 9 years old or that are currently pregnant, n=1024
Getting to know Dr. Mom is the foundation to meeting her needs

1. As a mom, healthy choices for herself and family are more critical than ever

2. Mom still trusts her HCP, but does preliminary research and follows up for a second opinion

3. Dr. Mom has gone mobile – It’s her go-to-tool for finding information and tracking her health

4. The voice of Mom plays an influential role in health care decisions
Methodology

BabyCenter Proprietary Research

Survey Floater

- Participants were recruited through BabyCenter.com between August 11th and August 14th 2015.

- Participants were US women 18 and older, pregnant or with children up to 9 years old.

- 1,024 moms completed the survey
Thank You.

Email solutions@babycenter.com for the full report