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What Makes Dr. Mom Click

Google/OTX
U.S., January 2010

Study Methodology

Moms

Expecting Moms

First Time Moms

Moms with Newborns (<1)

Moms with Kids (1-12)

Moms with Teens (13-17)

Non-Moms

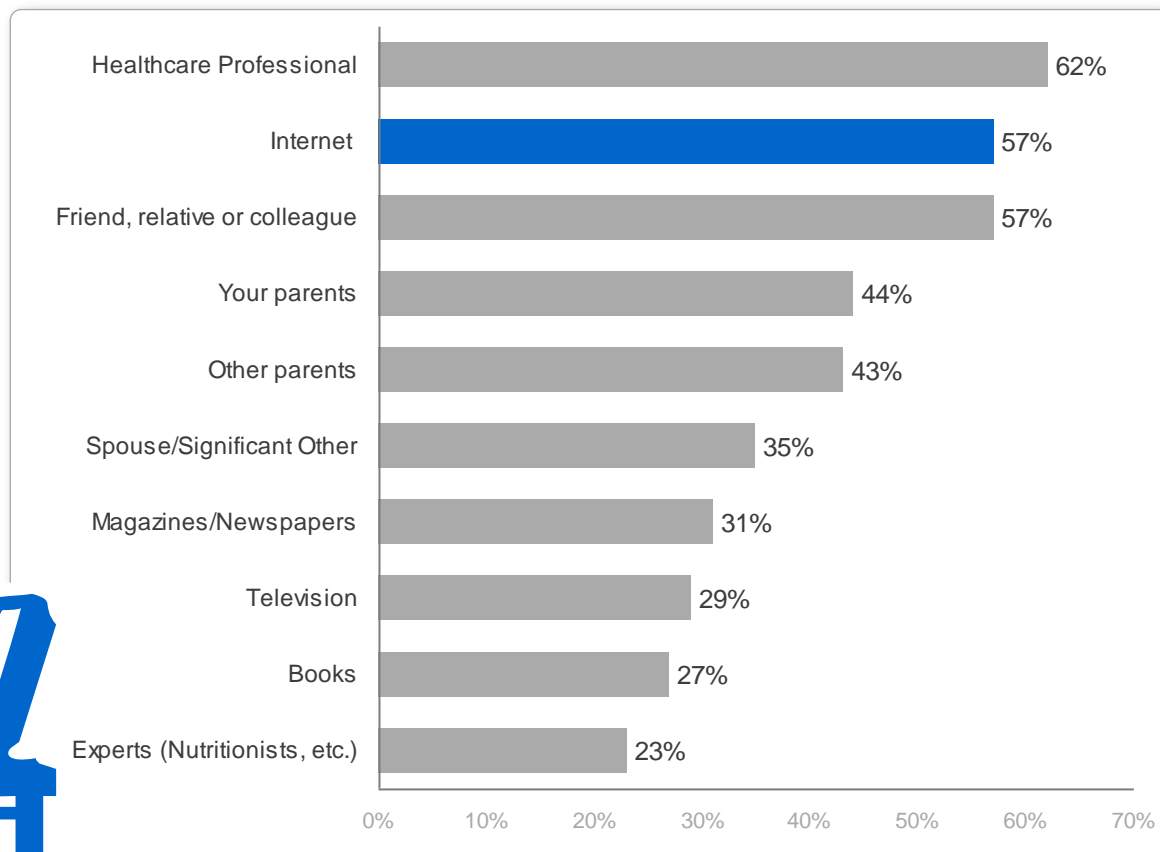Working Full -Time Moms

Stay at Home Moms
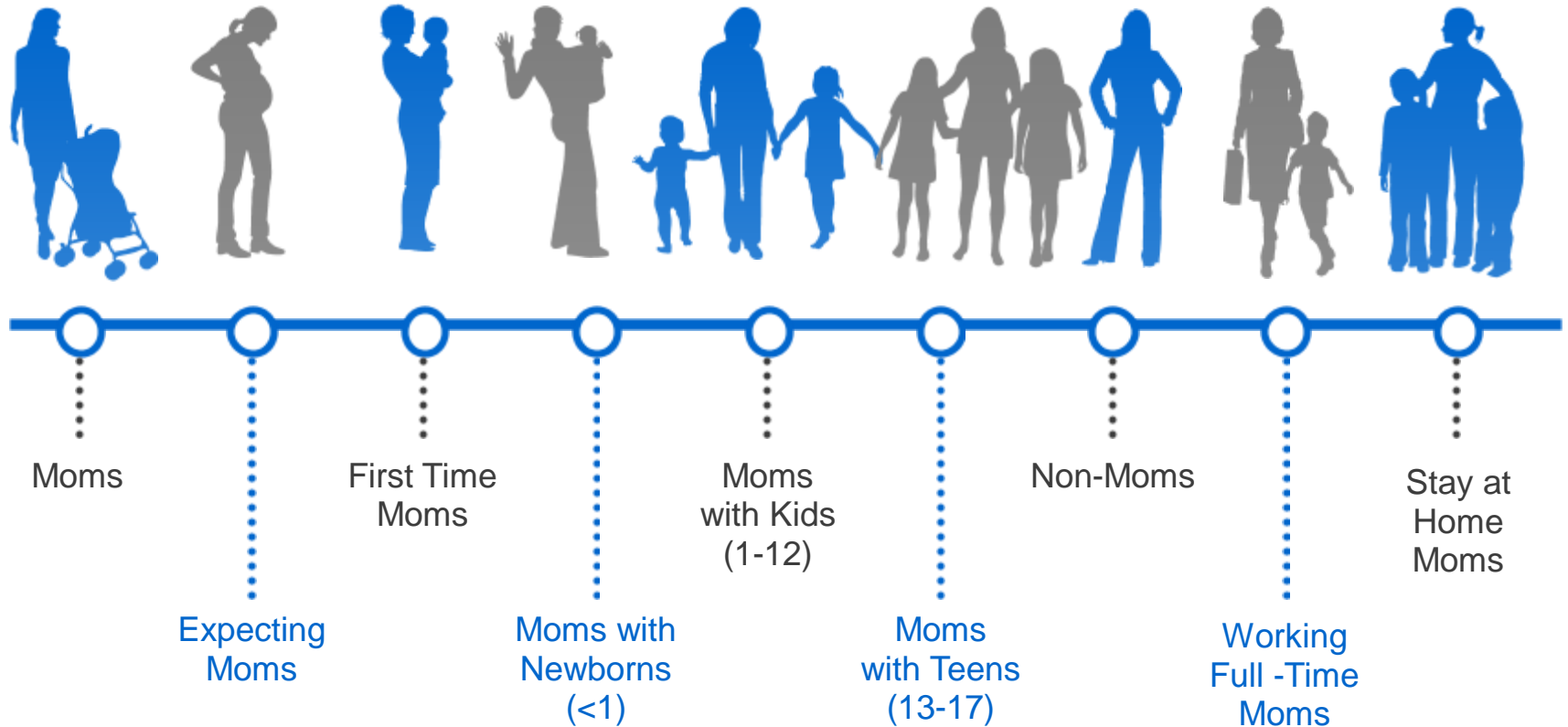
Partner: BabyCenter
Research Vendors: OTX Research, Sterling Brands
Study Dates: October 16th to November 17th
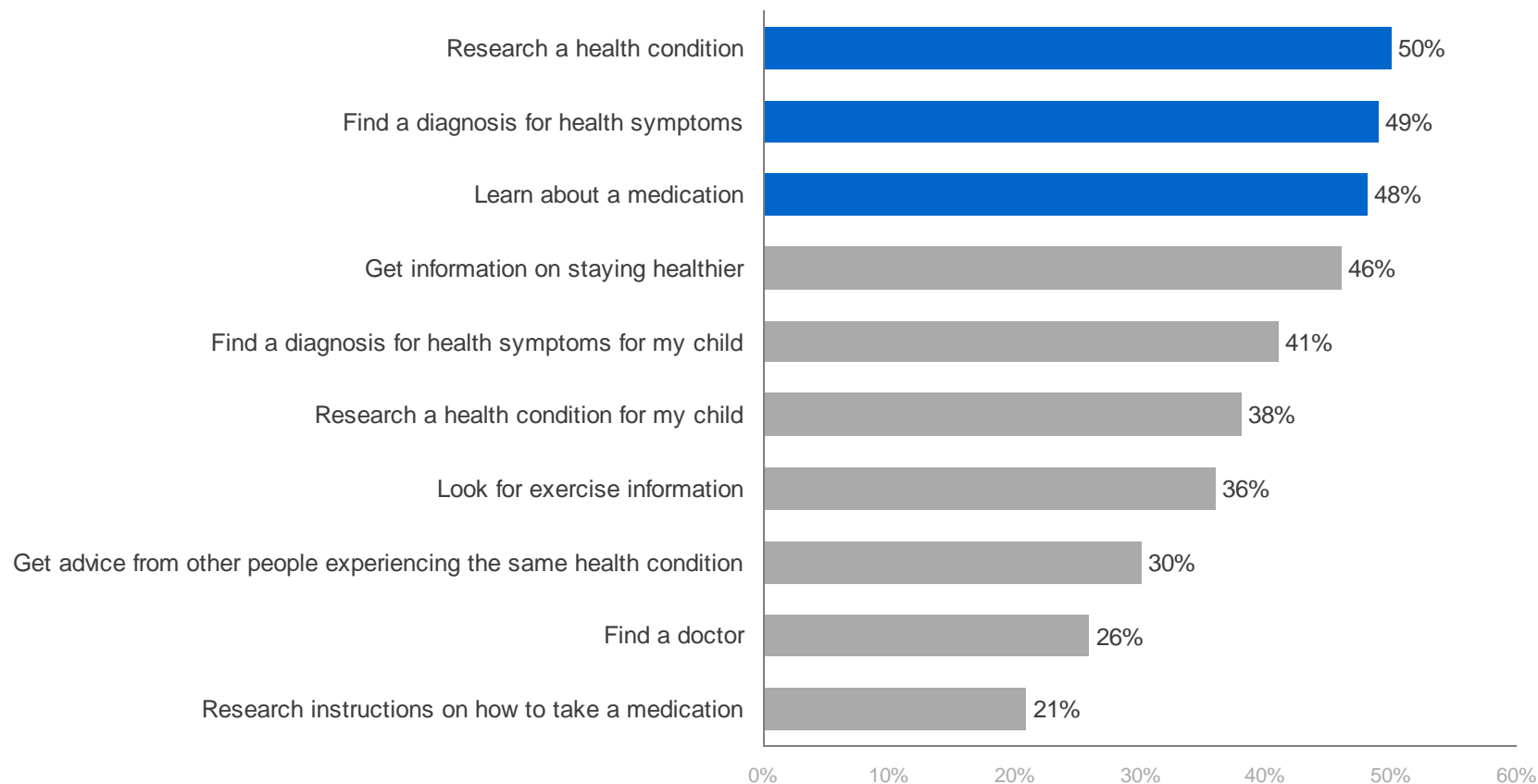**Sample Sizes:** 45 Moms in online bulletin boards; 4,186 Moms for online survey; 600 Moms in BabyCenter Panel

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Next to Speaking to Someone, the Internet is the Most Important Source of Health Info for Moms'

Source	Percentage
Healthcare Professional	62%
Internet	57%
Friend, relative or colleague	57%
Your parents	44%
Other parents	43%
Spouse/Significant Other	35%
Magazines/Newspapers	31%
Television	29%
Books	27%
Experts (Nutritionists, etc.)	23%

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Moms Are Researching Conditions, Symptoms, & Medications Online

44% of moms research health-related info using a search engine
(vs. 34% of non moms)

Category	Percentage
Research a health condition	50%
Find a diagnosis for health symptoms	49%
Learn about a medication	48%
Get information on staying healthier	46%
Find a diagnosis for health symptoms for my child	41%
Research a health condition for my child	38%
Look for exercise information	36%
Get advice from other people experiencing the same health condition	30%
Find a doctor	26%
Research instructions on how to take a medication	21%

0%   10%   20%   30%   40%   50%   60%

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Moms Believe Searching for Health Keeps Them Informed …

"Yes, it is very much a **partner in helping me stay informed** and learn about conditions, options, risks and ways to stay healthy"

"It's the **fastest way to feel that you have the correct and complete info** because you are the one that has researched it. You feel that you have left no stone unturned and no room for error."

"I consider search a **reassurance**. It's a way to get information quickly so that I know what I am dealing with."

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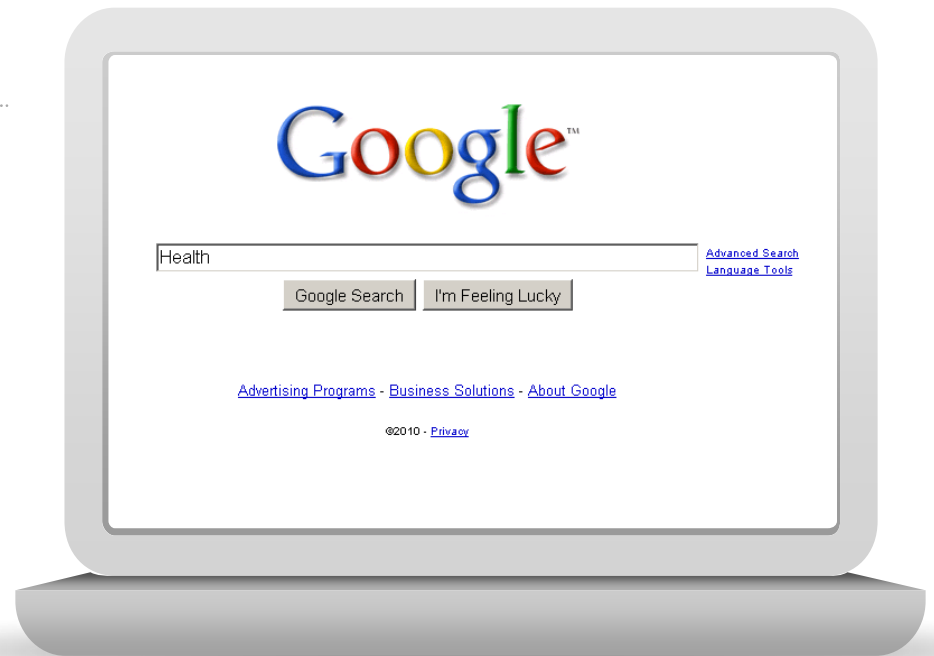with Google
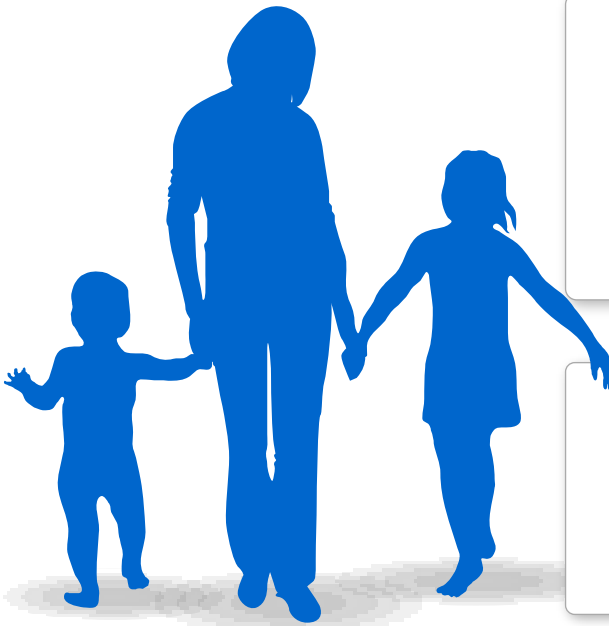
… And Empowers Them to be Better Parents

"I feel as though it makes me a **better, more involved parent** if I search for it on my own rather than waiting or relying on someone else to do it for me… or my child that is."

"I feel that it gives me more opportunities to know what other ideas are out there. It is my responsibility to be sure my family's health is taken into account. **Managing my family's health is better with the air of the Internet**."

"I feel **more empowered**. I think years ago when people visited a doctor they were pretty much trained by the doctors. Whatever the doctors said was gospel – and that information was passed down. **Now there is so much out there that I can go into the doctors office informed**, able to ask questions, and make decisions that are informed.

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