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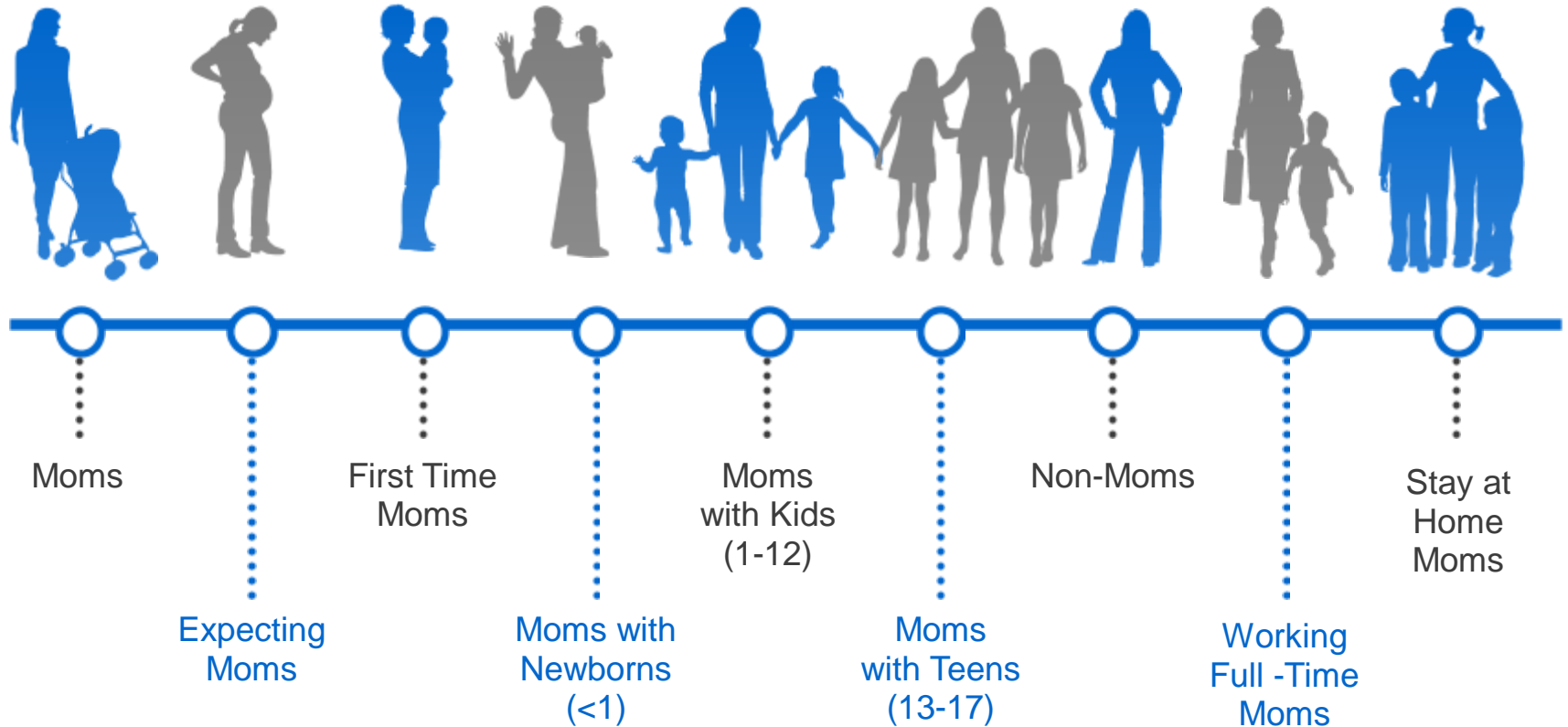


# What Makes Dr. Mom Click

Google/OTX

U.S., January 2010

# Study Methodology



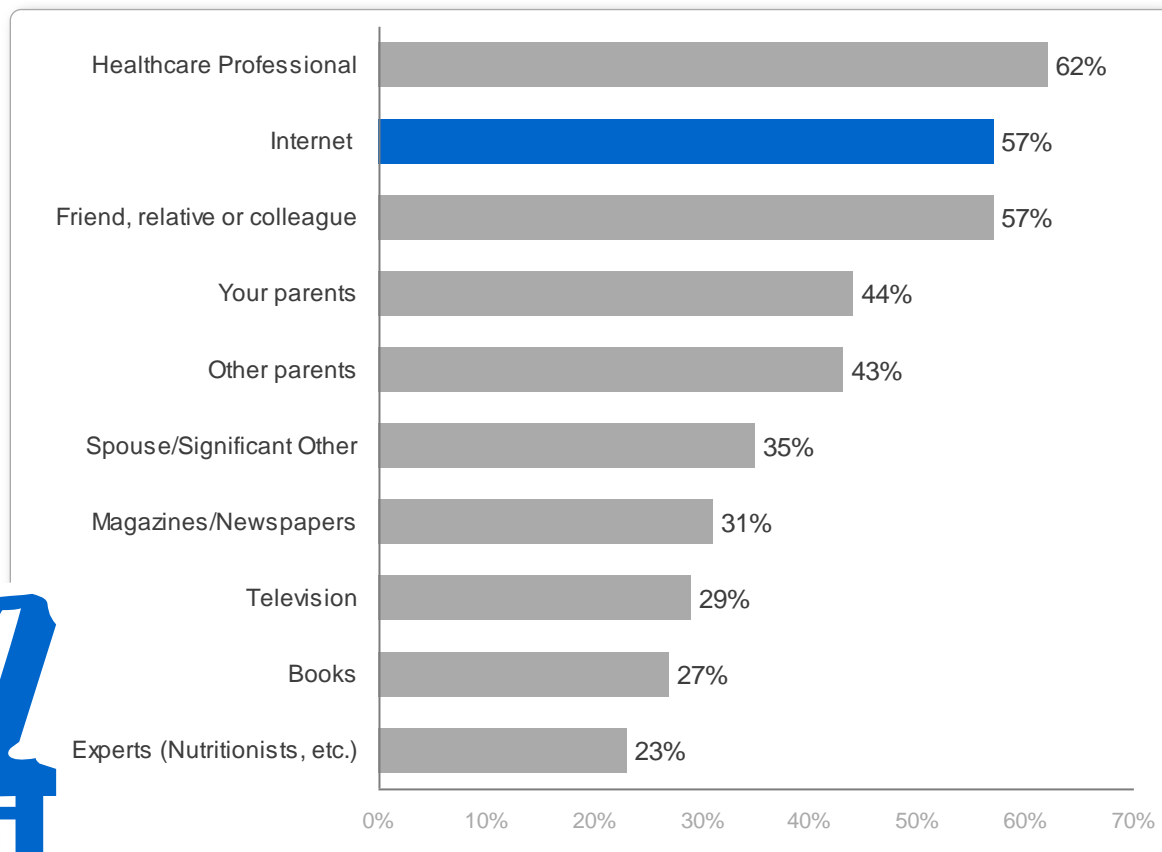
**Partner:** BabyCenter

**Research Vendors:** OTX Research, Sterling Brands

**Study Dates:** October 16th to November 17th

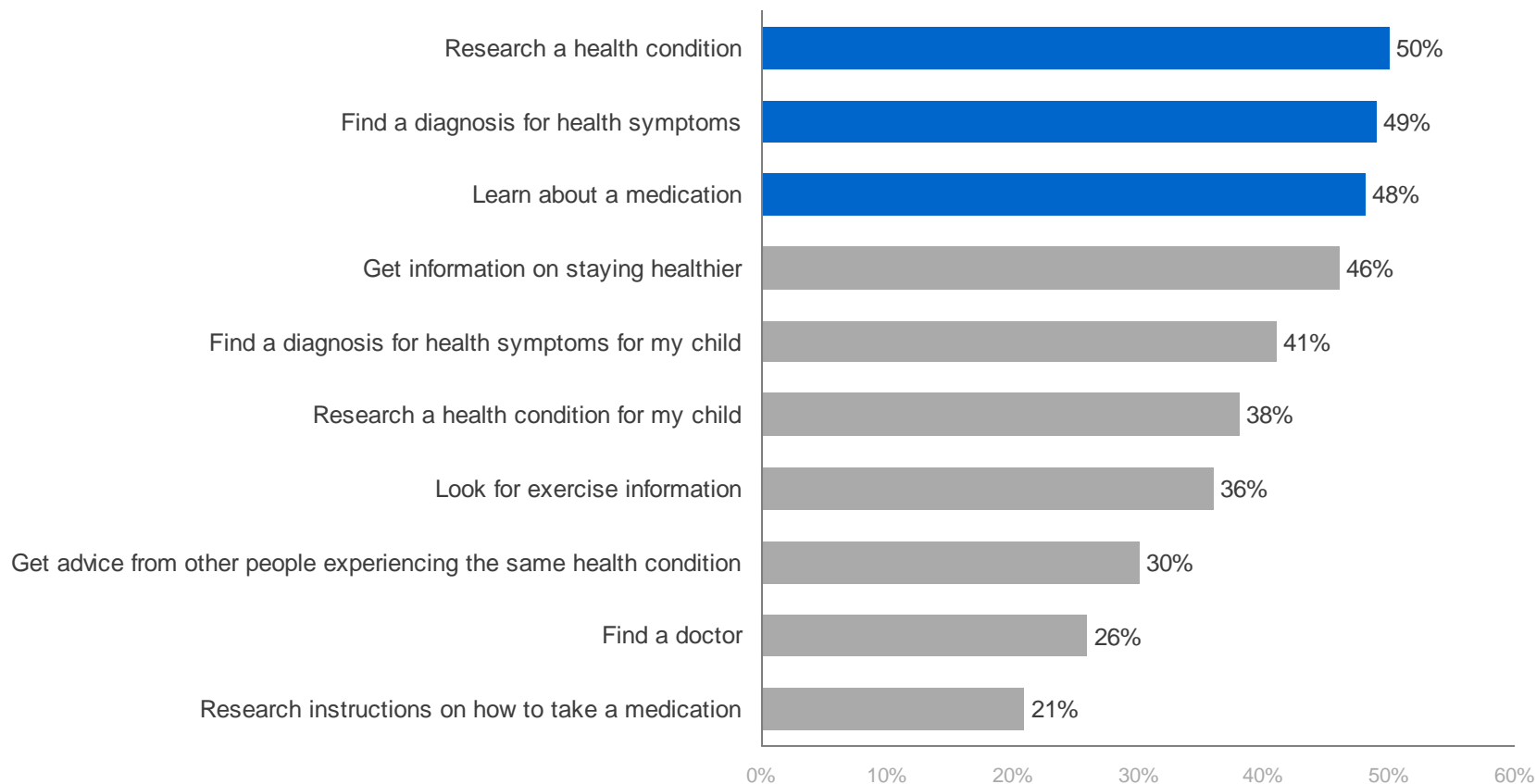
**Sample Sizes:** 45 Moms in online bulletin boards; 4,186 Moms for online survey; 600 Moms in BabyCenter Panel

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



# Moms Are Researching Conditions, Symptoms, & Medications Online

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

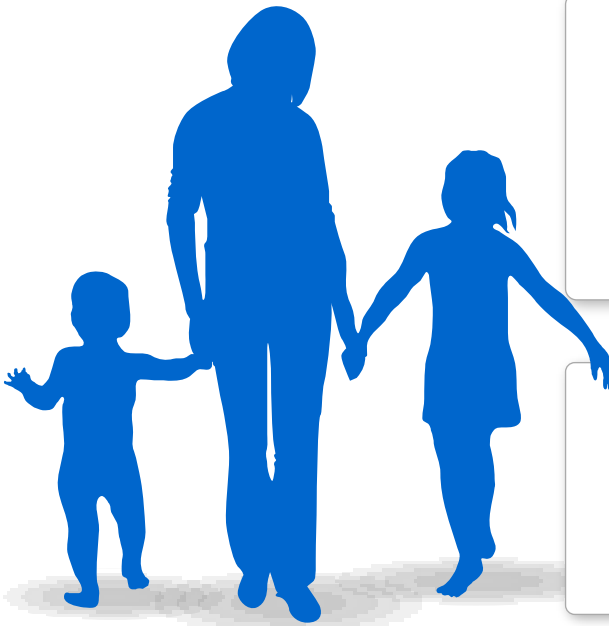


# Moms Believe Searching for Health Keeps Them Informed ...

“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.”



# ... And Empowers Them to be Better Parents

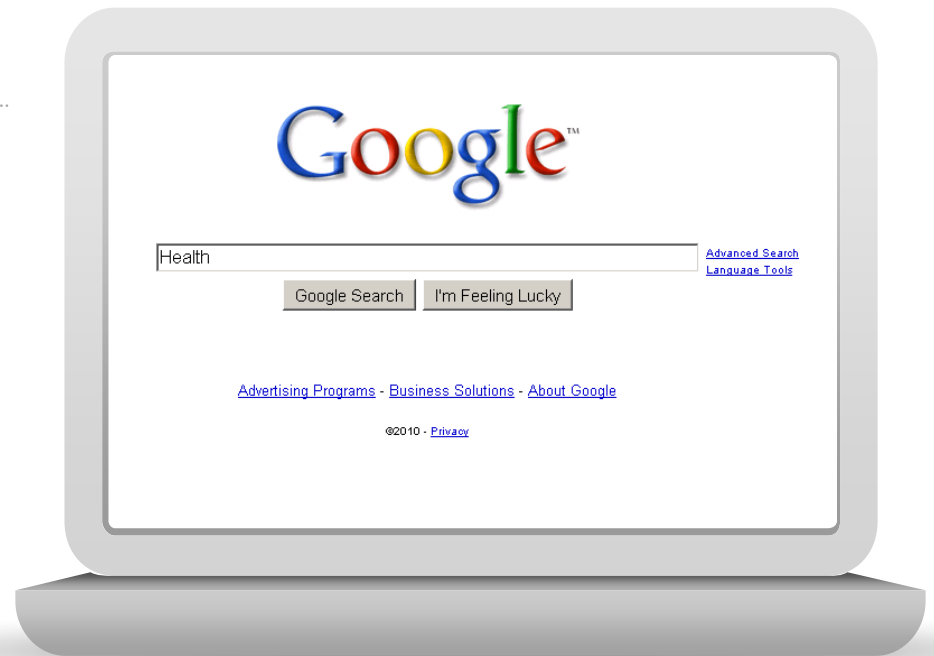
“I feel as though it makes me a **better, more involved parent** if I search for it on my own rather than waiting or relying on someone else to do it for me... or my child that is.”

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“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.**”

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“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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