Preeclampsia Awareness Survey

A survey about awareness and understanding of preeclampsia among expecting and new moms in the US

January, 2014
Executive Summary

• High overall awareness of preeclampsia with 83% of women surveyed having heard of it. Awareness tends to increase as the pregnancy progresses and starts at a low of 68%. Awareness is also lower among less affluent and educated groups dropping to 63% among women with income under $25K and to 51% among those with below high school education.

• Among those aware, nearly all understood its severity with 93% qualifying it as an extremely or very serious health issue, 80% correctly linking it to high blood pressure, and nearly all (96%) knowing to call their doctor if experiencing symptoms.

• However, women showed low awareness of some of the specific symptoms of the condition: 78% incorrectly linked preeclampsia to swelling of the feet, only 70% correctly linked it to headache and vision changes, and 3 out of 5 were unsure about several other symptoms.

• In addition, 44% didn’t know that it can occur even after the baby is delivered and 46% didn’t know that women with preeclampsia are at risk for future health problems.

• Most women first heard about preeclampsia through pregnancy books, their doctor, friends or family members, and websites. Among websites, BabyCenter is the most prevalent resource for information among this group.

• One in ten women surveyed currently has or developed preeclampsia in a previous pregnancy. As expected preeclampsia survivors are more aware of its severity and of the symptoms and risks associated. They are also more familiar with the Preeclampsia Foundation with awareness raising to 13% among survivors compared to 4% among all.
Methodology

• Survey conducted among visitors of the BabyCenter website
  • Visitors randomly intercepted via a pop-up

• From January 17 to January 20, 2014

• Total of 1,591 respondents completed the survey

• Qualified respondents defined as follows:
  • U.S. residents
  • Females
  • 18 years or older
  • Pregnant or has at least 1 child 3 years of age or younger

Source: BabyCenter Preeclampsia Survey, January 2014
Awareness & Knowledge of Preeclampsia
Overall eight in ten have heard of preeclampsia

Q: Have you ever heard of preeclampsia?

- Yes: 83%
- No: 14%
- Not sure: 4%

Source: BabyCenter Preeclampsia Survey, January 2014, Total (n=1,670)
Awareness of preeclampsia increases as pregnancy progresses

Q: Have you ever heard of preeclampsia?

% who have heard of preeclampsia by month of pregnancy

Source: BabyCenter Preeclampsia Survey, January 2014, Total Pregnant Responding(n=602)
Awareness lower among less affluent and educated groups

Q: Have you ever heard of preeclampsia? - YES

Source: BabyCenter Preeclampsia Survey, January 2014, Total (n=1,670)
Eight in ten describe preeclampsia with the term “high blood pressure”

Q: Please describe what you think preeclampsia is in your own words (open-ended)

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia
All moms and moms-to-be that have heard of it know preeclampsia is a serious condition

Q: How serious of a health issue do you think preeclampsia is?

- Extremely serious, even life-threatening for mother and baby: 71%
- Very serious: 22%
- Somewhat serious: 6%

0% of respondents selected “Not very serious” or “Not at all serious”
Swelling of the hands and face most recognized symptom but other symptoms missed or wrongly attributed

Below is a list of symptoms that may or may not be warning signs for preeclampsia. Please indicate which ones you think are, which are not, and which you are unsure about.

<table>
<thead>
<tr>
<th>Symptom</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Don't Know (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swelling of hands or face</td>
<td>80%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>Swelling of feet</td>
<td>78%</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Headache</td>
<td>70%</td>
<td>6%</td>
<td>23%</td>
</tr>
<tr>
<td>Seeing spots/flashlight</td>
<td>60%</td>
<td>9%</td>
<td>31%</td>
</tr>
<tr>
<td>Nausea/vomiting</td>
<td>40%</td>
<td>19%</td>
<td>41%</td>
</tr>
<tr>
<td>Uterine contractions</td>
<td>32%</td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Back pain</td>
<td>26%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>Chest pain</td>
<td>22%</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>Sleepiness</td>
<td>22%</td>
<td>29%</td>
<td>49%</td>
</tr>
<tr>
<td>Pain with urination</td>
<td>15%</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Pain to the right of your belly button</td>
<td>12%</td>
<td>26%</td>
<td>62%</td>
</tr>
<tr>
<td>Pain to the left of your belly button</td>
<td>10%</td>
<td>28%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,076–1,116)
Respondents familiar with blood pressure as a sign; less certain about other issues

Q: Below is a list of statements about preeclampsia. Please indicate which you think each is “true”, “false”, or whether you’re not sure.

<table>
<thead>
<tr>
<th>Statement</th>
<th>TRUE</th>
<th>FALSE</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>High blood pressure is a sign of preeclampsia</td>
<td>88%</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>Any pregnant woman, even a healthy one, is at risk for preeclampsia</td>
<td>88%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Women with preeclampsia are at risk of having a premature baby</td>
<td>81%</td>
<td>2%</td>
<td>16%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a stroke</td>
<td>61%</td>
<td>3%</td>
<td>35%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a baby die before it is born</td>
<td>57%</td>
<td>6%</td>
<td>37%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a seizure</td>
<td>56%</td>
<td>4%</td>
<td>40%</td>
</tr>
<tr>
<td>Delivery is the cure for preeclampsia</td>
<td>47%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Women with preeclampsia are at a greater risk for future health problems</td>
<td>40%</td>
<td>14%</td>
<td>46%</td>
</tr>
<tr>
<td>Preeclampsia can occur up to 6 weeks after delivery</td>
<td>35%</td>
<td>20%</td>
<td>44%</td>
</tr>
<tr>
<td>Women with preeclampsia need to measure their blood sugars every day</td>
<td>15%</td>
<td>50%</td>
<td>35%</td>
</tr>
<tr>
<td>Women with preeclampsia are at risk of having a large baby</td>
<td>13%</td>
<td>46%</td>
<td>41%</td>
</tr>
<tr>
<td>Only women who are overweight or have had preeclampsia before are at risk</td>
<td>7%</td>
<td>80%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,018-1,027)
Near universal knowledge to call a healthcare provider if experiencing symptoms

Q: Which of the following actions do you think would be appropriate to take if you had the symptoms associated with preeclampsia?

- Call my doctor or midwife: 96% Yes, 14% Don't Know
- Go to the hospital: 74% Yes, 10% No, 16% Don't Know
- Lie down: 53% Yes, 22% No, 24% Don't Know
- Drink a glass of water: 45% Yes, 28% No, 28% Don't Know
- Wait one day to see if the symptoms get better: 9% Yes, 76% No, 16% Don't Know

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=985-1,012)
Information Sources
Moms heard of the condition from books, healthcare providers, friends/family

Q: Where did you first hear of preeclampsia? (Please select all that apply).

- Pregnancy book: 38%
- Healthcare provider: 33%
- Friend or family member: 30%
- Website (e.g. BabyCenter, WebMD): 27%
- TV: 11%
- Mobile app (e.g. BabyCenter, WebMD): 10%
- Magazine: 7%
- Texting service (e.g. Text4Baby): 0%
- Other: 9%

Over one-quarter first heard of the condition via a website
OBs most frequent provider source of info

Q: Which healthcare provider talked to you about preeclampsia? (Please select all that apply).

- My obstetrician: 79%
- Midwife: 14%
- My primary healthcare provider: 13%
- A nurse: 11%
- A nurse practitioner: 8%
- Other: 2%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding heard of preeclampsia from healthcare provider (n=427)
Nearly 9 in 10 cite BabyCenter, among those hearing about preeclampsia via website

Q: You mentioned having heard about preeclampsia through a website, which of these websites have you used to get that information? (Please select all that apply).

- BabyCenter (Babycenter.com) 88%
- WebMD 46%
- Whattoexpect 31%
- Mayo Clinic (mayoclinic.com) 29%
- TheBump 22%
- Parents.com 18%
- Parenting.com 17%
- Preeclampsia Foundation (preeclampsia.org) 2%
- iVillage Family (ivillage.com) 2%
- Other 3%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding Heard of Preeclampsia from Website (n=289)
Very few have yet heard of the Preeclampsia Foundation

Q: Have you ever heard of the Preeclampsia Foundation? Do you recall where you heard about the Preeclampsia Foundation? (Please select all that apply).

Heard of Preeclampsia Foundation

- Yes: 4%
- No: 96%

Where Heard of Preeclampsia Foundation

- From an online search engine (e.g. Google): 39%
- On the BabyCenter site or mobile app: 29%
- On another pregnancy website or app: 14%
- Through a friend or family member: 12%
- In a magazine or print newspaper: 10%
- On TV: 6%
- On another type of website: 4%
- Other: 2%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,307), Total Heard of Preeclampsia Foundation (n=49)
Most pregnant moms first heard early on, before pregnancy or in the first trimester.

Q: Do you recall when in your pregnancy you first heard about preeclampsia?

Majority of “Other” responses cite “before pregnancy”.

- First trimester: 42%
- Second trimester: 20%
- Third trimester: 9%
- Other: 29%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Pregnant who have either heard or may have heard of Preeclampsia responding (n=289)
Non-pregnant moms also note hearing about the condition early in their previous pregnancy

Q: Do you recall when you first heard about preeclampsia during a previous pregnancy?

- First trimester: 47%
- Second trimester: 26%
- Third trimester: 11%
- Other: 15%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Non-pregnant Moms who have either heard or may have heard of Preeclampsia responding (n=780)

0% of respondents selected “After giving birth, when being discharged from the hospital” and “At my post-partum appointment”
Among Women who Have or Previously Developed Preeclampsia
Prevalence of preeclampsia in qualified survey sample is one in ten

Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy? (Please check all that apply).

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,328)
Preeclampsia survivors are more aware of its severity

Q: How serious of a health issue do you think preeclampsia is?

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,332)
Preeclampsia survivors are familiar with the risks and the impact of the condition

Q: Below is a list of statements about preeclampsia. Please indicate which you think each is “true”, “false”, or whether you’re not sure.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Have/Had Preeclampsia</th>
</tr>
</thead>
<tbody>
<tr>
<td>High blood pressure is a sign of preeclampsia</td>
<td>98%</td>
<td>88%</td>
</tr>
<tr>
<td>Any pregnant woman, even a healthy one, is at risk for preeclampsia</td>
<td>94%</td>
<td>88%</td>
</tr>
<tr>
<td>Women with preeclampsia are at risk of having a premature baby</td>
<td>89%</td>
<td>81%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a seizure</td>
<td>76%</td>
<td>56%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a stroke</td>
<td>73%</td>
<td>61%</td>
</tr>
<tr>
<td>Delivery is the cure for preeclampsia</td>
<td>71%</td>
<td>47%</td>
</tr>
<tr>
<td>Preeclampsia can occur up to 6 weeks after delivery</td>
<td>55%</td>
<td>35%</td>
</tr>
<tr>
<td>Women with preeclampsia are at greater risk of having a baby die before it is born</td>
<td>57%</td>
<td>5%</td>
</tr>
<tr>
<td>Women with preeclampsia are at a greater risk for future health problems</td>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>Women with preeclampsia are at risk of having a large baby</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Women with preeclampsia need to measure their blood sugars every day</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Only women who are overweight or have had preeclampsia before are at risk</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Preeclampsia survivors are more likely to recognize the top symptoms

Below is a list of symptoms that may or may not be warning signs for preeclampsia. Please indicate which ones you think are, which are not, and which you are unsure about.

**“Yes” to Symptoms**

- **Swelling of feet**: 78% Total, 92% Have/Had Preeclampsia
- **Swelling of hands or face**: 80% Total, 92% Have/Had Preeclampsia
- **Headache**: 70% Total, 90% Have/Had Preeclampsia
- **Seeing spots/flashling lights/losing all or part of your eye sight**: 60% Total, 81% Have/Had Preeclampsia
- **Nausea/vomiting**: 40% Total, 45% Have/Had Preeclampsia
- **Back pain**: 26% Total, 28% Have/Had Preeclampsia
- **Uterine contractions**: 32% Total, 26% Have/Had Preeclampsia
- **Sleepiness**: 22% Total, 25% Have/Had Preeclampsia
- **Chest pain**: 22% Total, 24% Have/Had Preeclampsia
- **Pain to the right of your belly button**: 12% Total, 23% Have/Had Preeclampsia
- **Pain with urination**: 15% Total, 11% Have/Had Preeclampsia
- **Pain to the left of your belly button**: 10% Total, 9% Have/Had Preeclampsia

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,076-1,116)

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One in five preeclampsia survivors had high blood pressure before preeclampsia diagnosis

Q: Were you diagnosed with any of the following prior to conceiving your baby? (Please select all that apply).

- None of these: 67%
- High blood pressure: 19%
- Obesity: 13%
- Diabetes: 6%
- Autoimmune disorder: 2%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Current/Previously Have Preeclampsia Responding (n=126)
Over half preeclampsia survivors first heard of the condition from their health care provider

Q: Where did you first hear of preeclampsia? (Please select all that apply).

- Healthcare provider: 54%
- Pregnancy book: 38%
- Friend or family member: 30%
- Website (e.g. BabyCenter, WebMD): 27%
- Mobile app (e.g. BabyCenter, WebMD): 10%
- TV: 11%
- Magazine: 7%
- Other: 9%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,309)

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OB most likely HCP to have talked about preeclampsia among preeclampsia survivors

Q: Which healthcare provider talked to you about preeclampsia? (Please select all that apply).

- My obstetrician: 79% (93% total)
- A nurse: 11% (12% total)
- My primary healthcare provider: 13% (9% total)
- A nurse practitioner: 8% (6% total)
- Midwife: 14% (0% total)
- Other: 2% (1% total)

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding heard of preeclampsia from healthcare provider (n=427)
Preeclampsia survivors particularly more likely to have heard of the condition on the Preeclampsia Foundation site

Q: You mentioned having heard about preeclampsia through a website, which of these websites have you used to get that information? (Select all that apply).

- BabyCenter (Babycenter.com) - 88%
- WebMD - 46%
- Mayo Clinic (mayoclinic.com) - 29%
- Whattoexpect - 21%
- Preeclampsia Foundation (preeclampsia.org) - 2%
- TheBump - 8%
- Parenting.com - 4%
- Parents.com - 4%
- iVillage Family (ivillage.com) - 2%
- Other - 3%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding: Heard of Preeclampsia from a Website (n=289)
Preeclampsia survivors more familiar with the foundation; online search source for half

Q: Have you ever heard of the Preeclampsia Foundation? Do you recall where you heard about the Preeclampsia Foundation? (Please select all that apply).

Heard of Preeclampsia Foundation

<table>
<thead>
<tr>
<th>“Yes”</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>4%</td>
</tr>
<tr>
<td>Have/Had Preeclampsia</td>
<td>13%</td>
</tr>
</tbody>
</table>

Where Heard of Preeclampsia Foundation

- From an online search engine (e.g. Google): 39% (53% Total)
- On the BabyCenter site or mobile app: 29% (21% Total)
- In a magazine or print newspaper: 10% (12% Total)
- On another pregnancy website or app: 14% (12% Total)
- Through a friend or family member: 12% (12% Total)
- On another type of website: 4% (6% Total)
- On TV: 6% (6% Total)

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,307), Total Heard of Preeclampsia Foundation (n=49)
Nearly 9 of 10 of moms with previous preeclampsia had a healthy pregnancy and baby.

Q: You mentioned having developed preeclampsia in a previous pregnancy, did you have a healthy pregnancy and baby despite the issue?

- Yes: 87%
- No: 13%

Source: BabyCenter Preeclampsia Survey, January 2014, Total Developed Preeclampsia Previously Responding (n=110)
Most satisfied with care, but 39% do not think the info received helped health and recovery

Q: Do you think that the information you received about preeclampsia during your previous pregnancy helped you recover and ultimately have a healthy pregnancy?

Q: How satisfied are you with the care you received after having been diagnosed with preeclampsia?

Info About Preeclampsia Helped Recovery and health

- Yes 61%
- No 39%

Satisfaction with Preeclampsia Care

- 70% Extremely/Very Satisfied
- 39% Extremely satisfied
- 31% Very satisfied
- 18% Somewhat satisfied
- 6% Not very satisfied
- 6% Not at all satisfied

Source: BabyCenter Preeclampsia Survey, January 2014, Total Developed Preeclampsia Previously and Had Healthy Baby in 2013 (n=96-109)
Among Those Aware of the Preeclampsia Foundation
Women who have heard of the Preeclampsia Foundation are more aware of the severity of the condition

Q: How serious of a health issue do you think preeclampsia is?

- **Extremely serious**: 71% (Total) 84% (Heard of Preeclampsia Foundation)
- **Very serious**: 22% (Total) 10% (Heard of Preeclampsia Foundation)
- **Somewhat serious**: 6% (Total) 4% (Heard of Preeclampsia Foundation)

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,332)

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Women aware of the Preeclampsia Foundation more likely to associate condition with headache and nausea

Q: Below is a list of symptoms that may or may not be warning signs for preeclampsia. Please indicate which ones you think are, which are not, and which you are unsure about.

**“Yes” to Symptoms**

- **Headache**: 70% (Total) 91% (Heard of the Preeclampsia Foundation)
- **Swelling of hands or face**: 80% (Total) 84% (Heard of the Preeclampsia Foundation)
- **Swelling of feet**: 60% (Total) 78% (Heard of the Preeclampsia Foundation)
- **Seeing spots/flashing lights/losing all or part of your eye sight**: 40% (Total) 73% (Heard of the Preeclampsia Foundation)
- **Nausea/vomiting**: 26% (Total) 67% (Heard of the Preeclampsia Foundation)
- **Back pain**: 32% (Total) 39% (Heard of the Preeclampsia Foundation)
- **Uterine contractions**: 41% (Total) 41% (Heard of the Preeclampsia Foundation)
- **Sleepiness**: 22% (Total) 39% (Heard of the Preeclampsia Foundation)
- **Pain to the right of your belly button**: 12% (Total) 38% (Heard of the Preeclampsia Foundation)
- **Chest pain**: 22% (Total) 36% (Heard of the Preeclampsia Foundation)
- **Pain to the left of your belly button**: 10% (Total) 20% (Heard of the Preeclampsia Foundation)
- **Pain with urination**: 15% (Total) 20% (Heard of the Preeclampsia Foundation)

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,076-1,116)
Women aware of the Preeclampsia Foundation more familiar with the risks involved

Q: Below is a list of statements about preeclampsia. Please indicate which you think each is “true”, “false”, or whether you’re not sure.

“True” Statements

- Any pregnant woman, even a healthy one, is at risk for preeclampsia: 88% true, 98% heard of the Preeclampsia Foundation
- High blood pressure is a sign of preeclampsia: 88% true, 95% heard of the Preeclampsia Foundation
- Women with preeclampsia are at risk of having a premature baby: 81% true, 91% heard of the Preeclampsia Foundation
- Women with preeclampsia are at greater risk of having a stroke: 61% true, 86% heard of the Preeclampsia Foundation
- Women with preeclampsia are at greater risk of having a baby die before it is born: 57% true, 84% heard of the Preeclampsia Foundation
- Women with preeclampsia are at greater risk of having a seizure: 56% true, 79% heard of the Preeclampsia Foundation
- Delivery is the cure for preeclampsia: 47% true, 71% heard of the Preeclampsia Foundation
- Preeclampsia can occur up to 6 weeks after delivery: 35% true, 60% heard of the Preeclampsia Foundation
- Women with preeclampsia are at a greater risk for future health problems: 40% true, 58% heard of the Preeclampsia Foundation
- Women with preeclampsia are at risk of having a large baby: 13% true, 16% heard of the Preeclampsia Foundation
- Women with preeclampsia need to measure their blood sugars every day: 15% true, 16% heard of the Preeclampsia Foundation
- Only women who are overweight or have had preeclampsia before are at risk: 7% true, 12% heard of the Preeclampsia Foundation

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,018-1,027)
Women aware of the Preeclampsia Foundation likely to have heard of it through its website

You mentioned having heard about preeclampsia through a website, which of these websites have you used to get that information? (Please select all that apply).

<table>
<thead>
<tr>
<th>Website</th>
<th>Total</th>
<th>Heard of Preeclampsia Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BabyCenter (babycenter.com)</td>
<td>88%</td>
<td>73%</td>
</tr>
<tr>
<td>Preeclampsia Foundation (preeclampsia.org)</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>WebMD</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>Whattoexpect</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Mayo Clinic (mayoclinic.com)</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Parenting.com</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Parents.com</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>TheBump</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>iVillage Family (ivillage.com)</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding Heard of Preeclampsia from Website (n=289)
## Demographic Profile of Aware of Foundation

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Aware of Preeclampsia Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>25-29</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>30-34</td>
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</tr>
<tr>
<td>35-39</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>40+</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>MARITAL STATUS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>Living with partner</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>EMPLOYMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Stay at home mom</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than college degree</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>College degree</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Post-graduate degree</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>ETHNICITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>69%</td>
<td>79%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>African-American</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>HOUSEHOLD INCOME (MEDIAN)</strong></td>
<td>$71K</td>
<td>$78K</td>
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</tbody>
</table>

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,019-1,596); Total aware of the Preeclampsia Foundation (n=42-50)
Demographic Profile of Respondents
Over one-third of sample is pregnant, pregnancy divides evenly among trimesters

Q: Are you pregnant? If yes, how far along in your pregnancy are you?

Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,580), Total pregnant who have either heard or may have heard of Preeclampsia responding (n=507)
## Demographic Profile of Study Sample

<table>
<thead>
<tr>
<th>Demographic Category</th>
<th>Total Qualified</th>
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</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
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<td>18-24</td>
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Source: BabyCenter Preeclampsia Survey, January 2014, Total Responding who have either heard or may have heard of Preeclampsia (n=1,019-1,596)