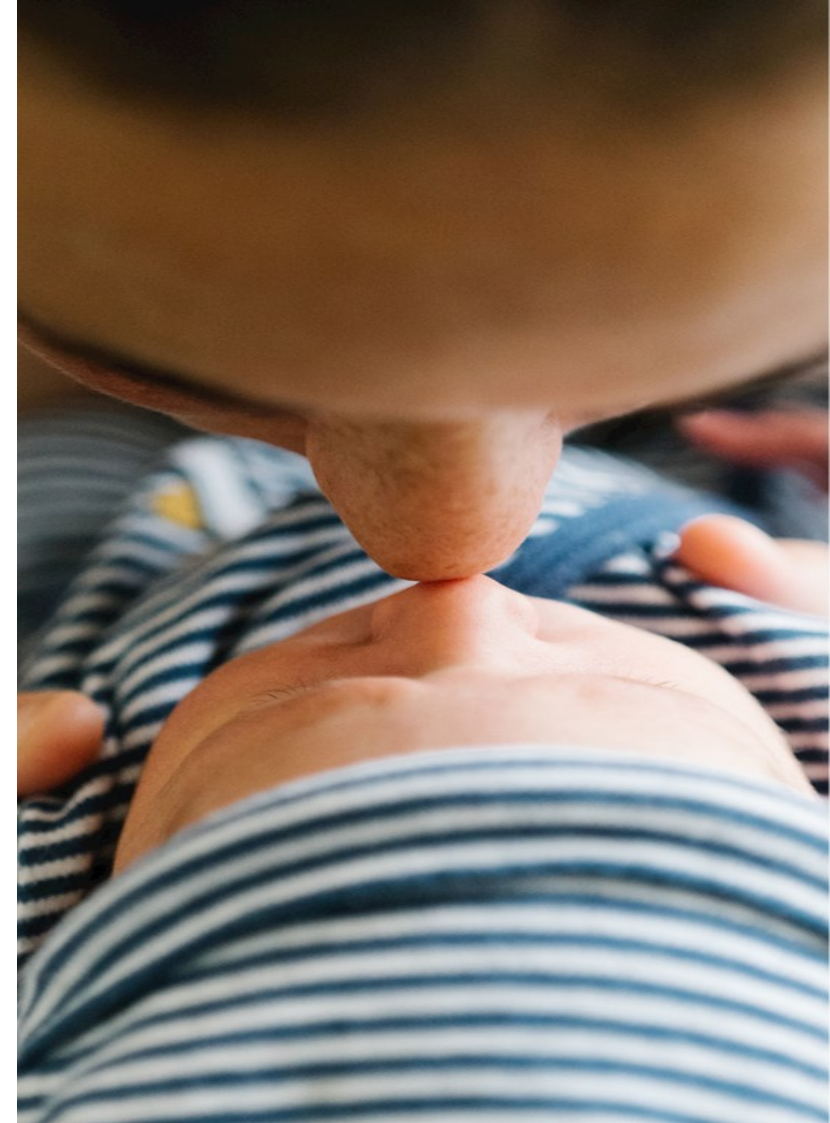


2026 Preeclampsia Awareness Report

Brought to you by: Preeclampsia Foundation

Conducted in partnership with:

what to expect.



May 2026



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Disclaimer

The terms 'woman', 'momma', 'mother', 'mom', 'she', and other terms are used throughout in reference to the pregnant and postpartum person. We acknowledge and respect the variations that exist in gender identification, and emphasize strongly that all people, regardless of their gender identity, deserve the best medical care, representation in research, and validation as human beings.

Our Mission

Our purpose is to improve the outcomes of hypertensive disorders of pregnancy by *educating, supporting and engaging* the **community, **improving healthcare practices**, and **accelerating research**.**

Study methodology & background

Background

This research investigates awareness and knowledge of preeclampsia amongst currently or recently expecting women in the US.

Methodology

- Study fielded February 5-23, 2026
- Respondents recruited from amongst Everyday Health Group Pregnancy and Parenting users and from a 3rd party panel
- US Women 18-49, expecting or have a child age 0-3 years old
- 2,864 respondents
- Data compared to *2015 Preeclampsia Study*, fielded in July 2015. *Note: due to fielding methodology and sampling differences, data should be seen as directional*

Note: Additional methodology and demographics available in Appendix A

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Contents

I. Preeclampsia Awareness & Prevalence

II. Sources of Information

III. Knowledge & Attitudes

IV. Living with Preeclampsia

V. Appendix



1. Preeclampsia Awareness & Prevalence



Awareness of preeclampsia

80%

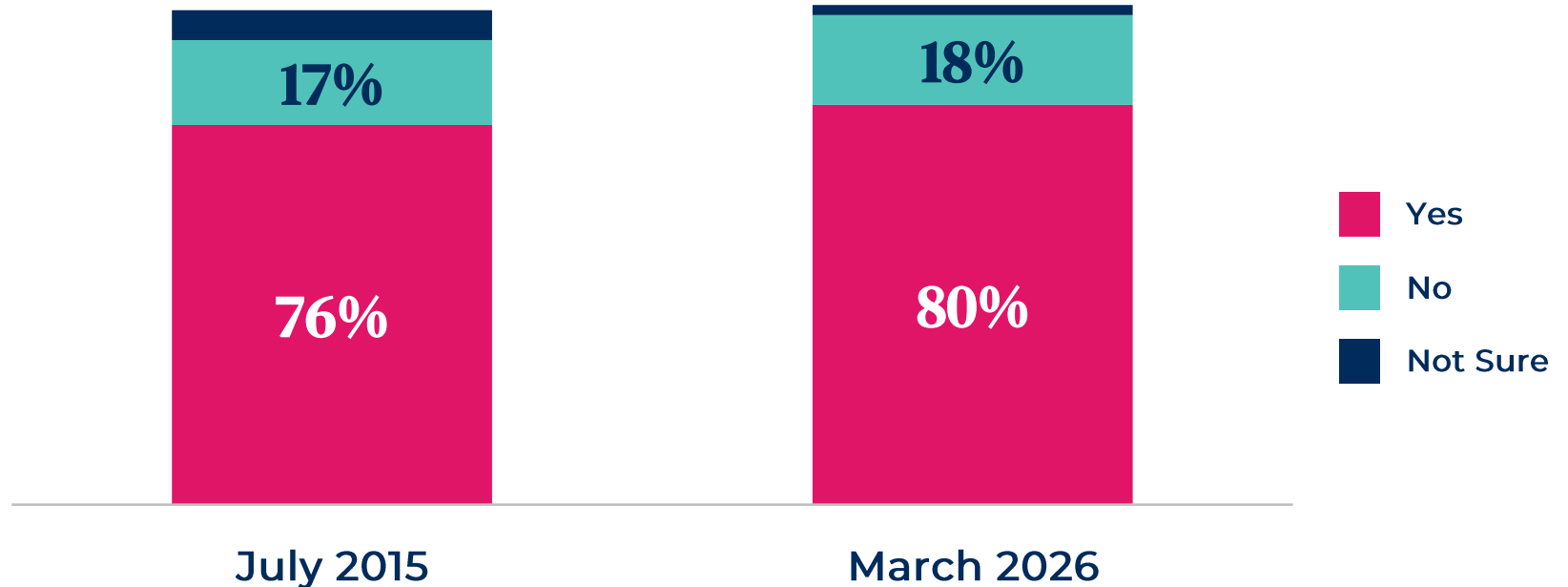
of respondents are aware of preeclampsia
(compared to 76% in 2015)

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Have you ever heard of "preeclampsia"? (% yes)



Knowledge of preeclampsia: Trended data

Q: Have you ever heard of “preeclampsia”?



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); BabyCenter Preeclampsia Survey, July 2015 (n=1,657); Q: Have you ever heard of “preeclampsia”?
▲ Indicates significant difference between one or more comparison group

Knowledge of preeclampsia: Results by subgroup

Awareness by Stage



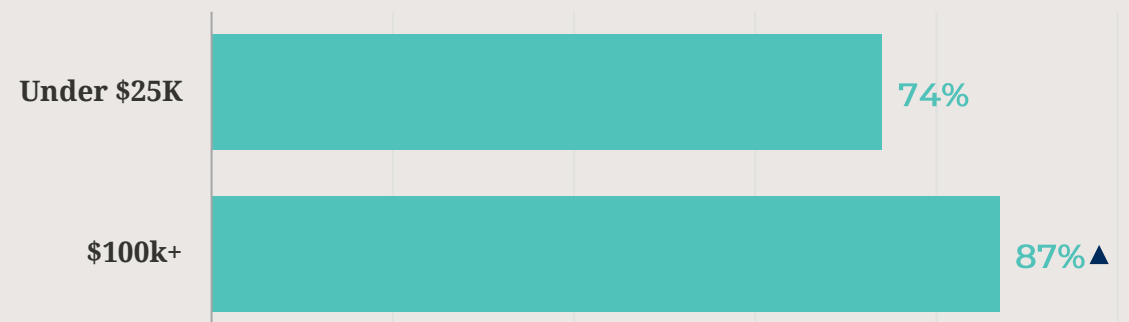
Awareness by Location



Awareness by Race/Ethnicity



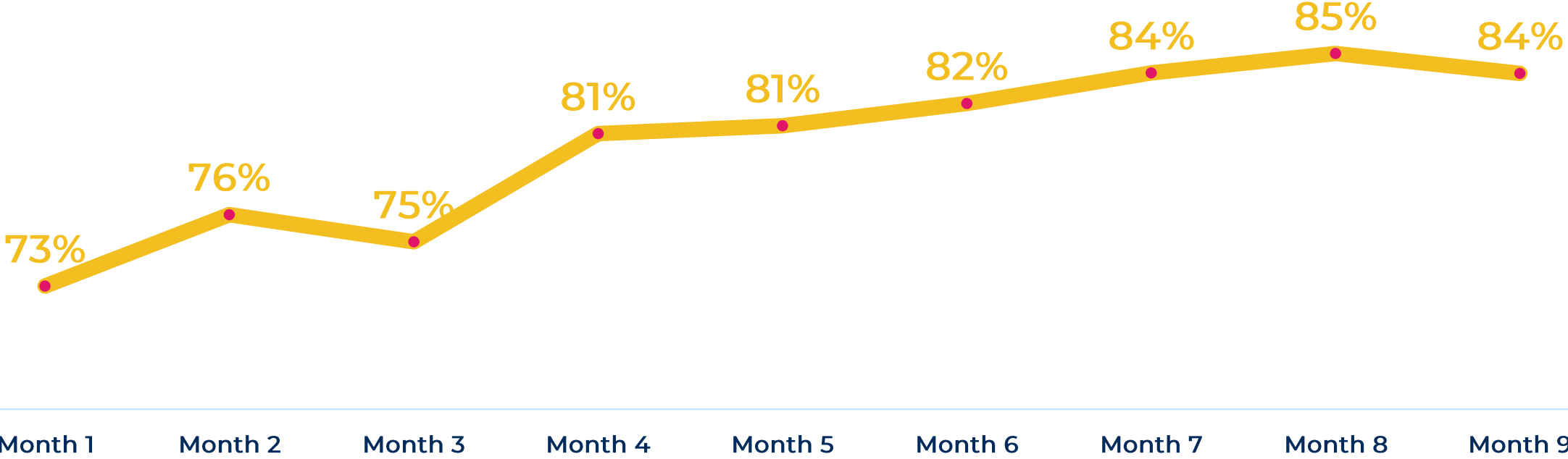
Awareness by Income (HHI)



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Have you ever heard of "preeclampsia"? (% yes)

▲ Indicates significant difference between one or more comparison group

Knowledge of preeclampsia increases significantly¹⁰ after the first trimester

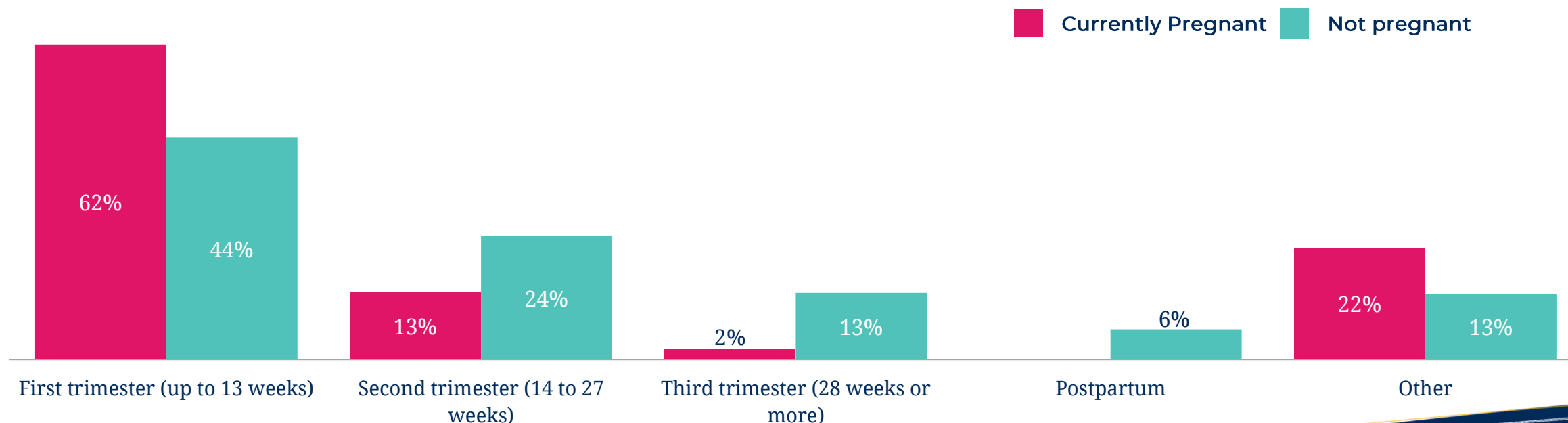


Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Have you ever heard of "preeclampsia"? (% yes) among expecting women



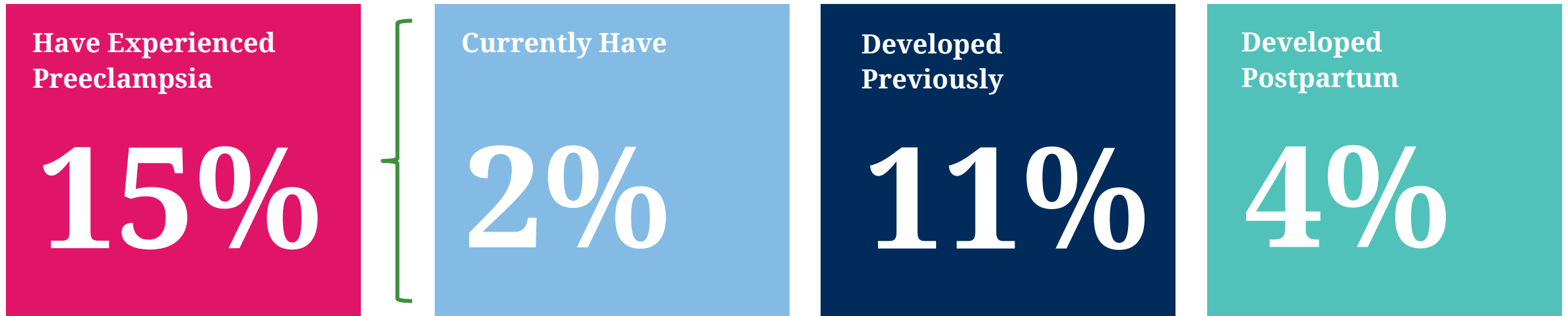
Preeclampsia learning begins early

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



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Do you recall when you first heard about preeclampsia during a previous pregnancy?; Q: Do you recall when in your pregnancy you first heard about preeclampsia?

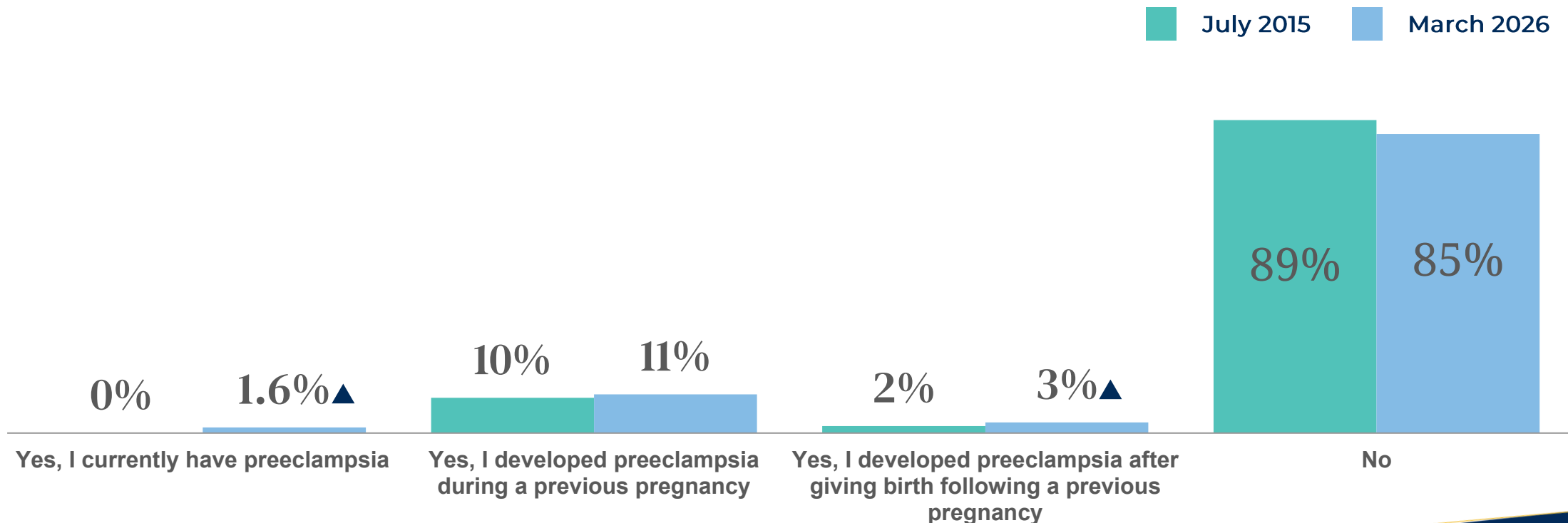
15% of respondents say they have experienced preeclampsia



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy?

Preeclampsia Prevalence: Trended data

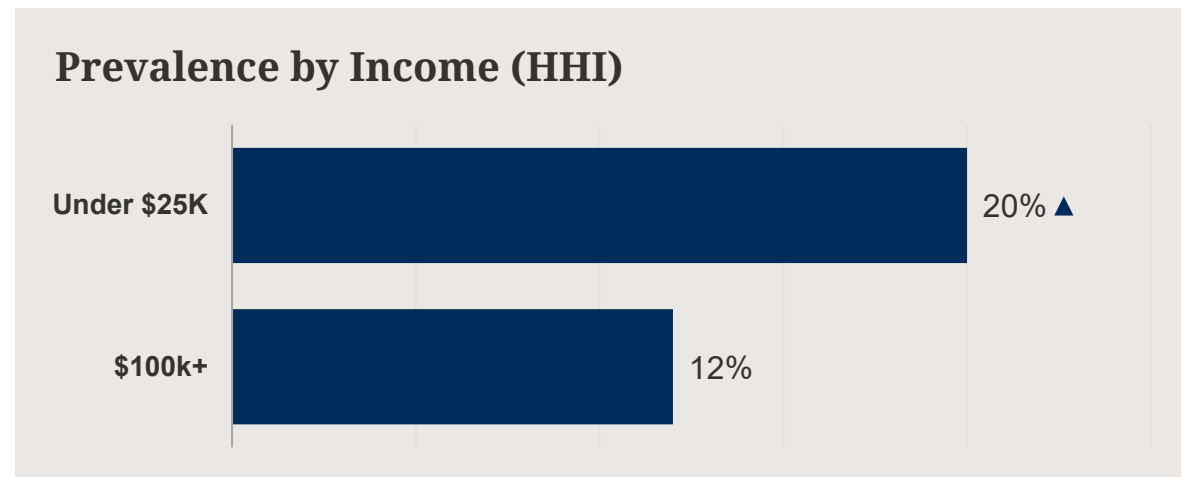
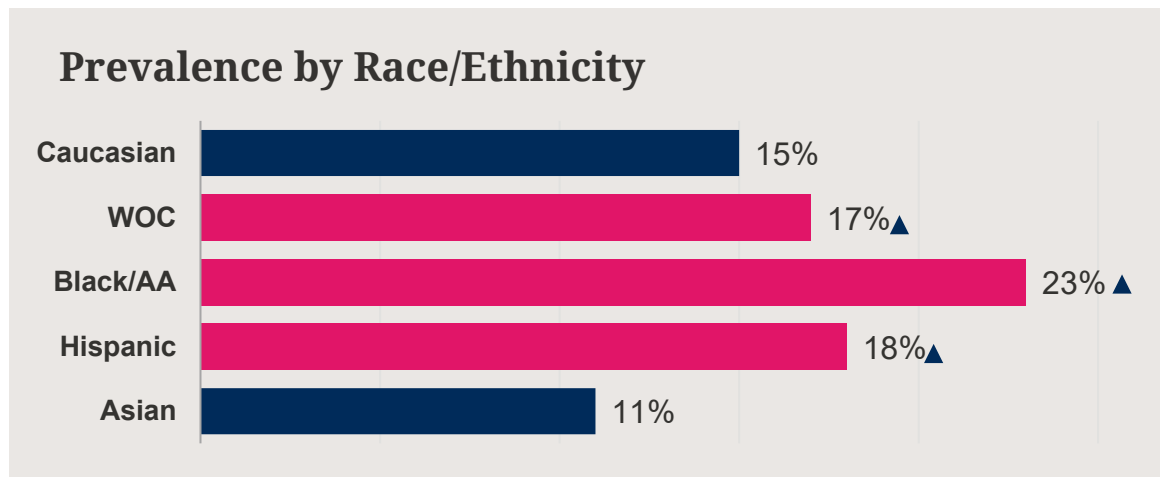
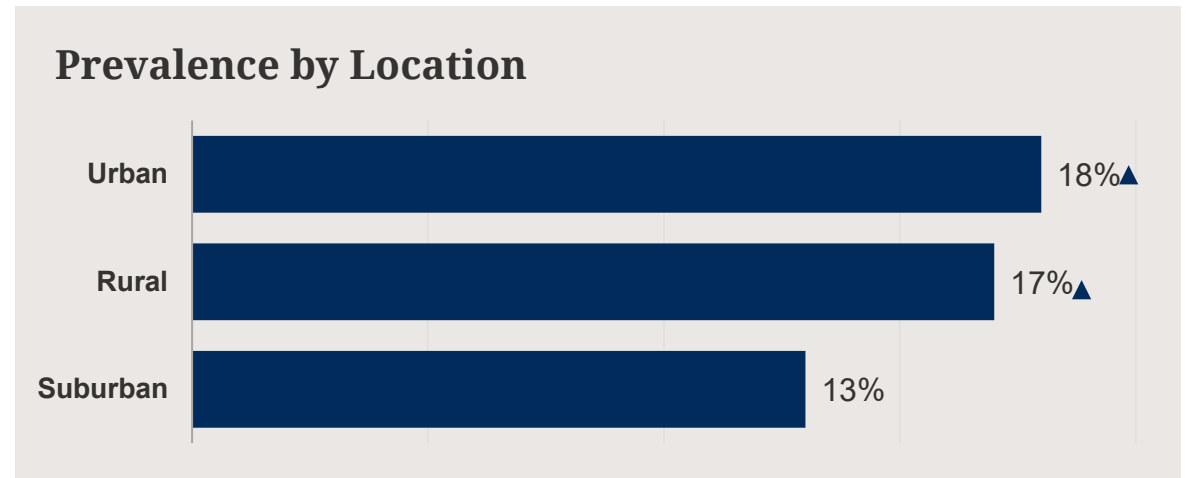
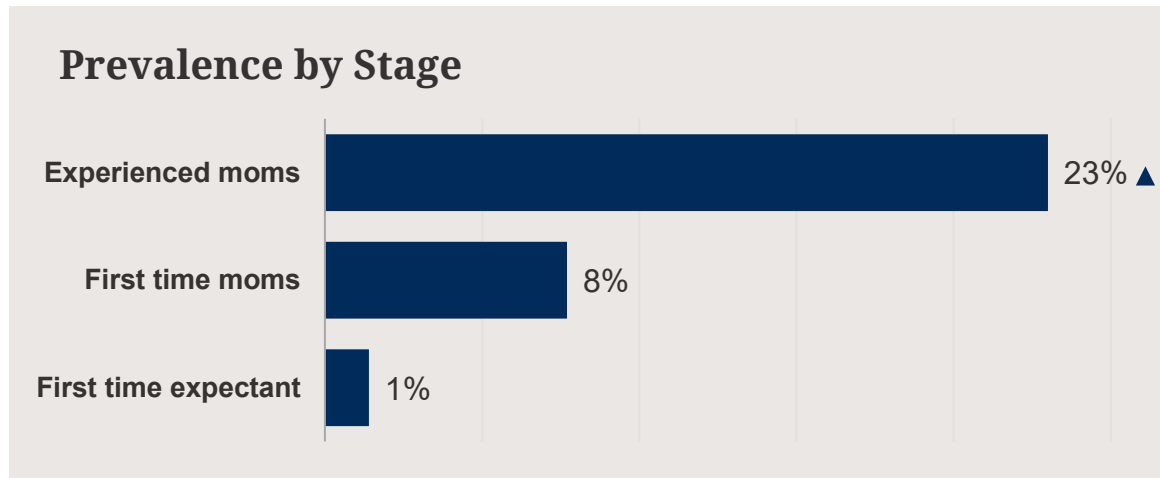
Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy?



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); BabyCenter Preeclampsia Survey, July 2015 (n=1,657) Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy?

▲ Indicates significant difference between one or more comparison group

Preeclampsia Prevalence: Results by subgroup



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2,864); Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy?

▲ Indicates significant difference between one or more comparison group

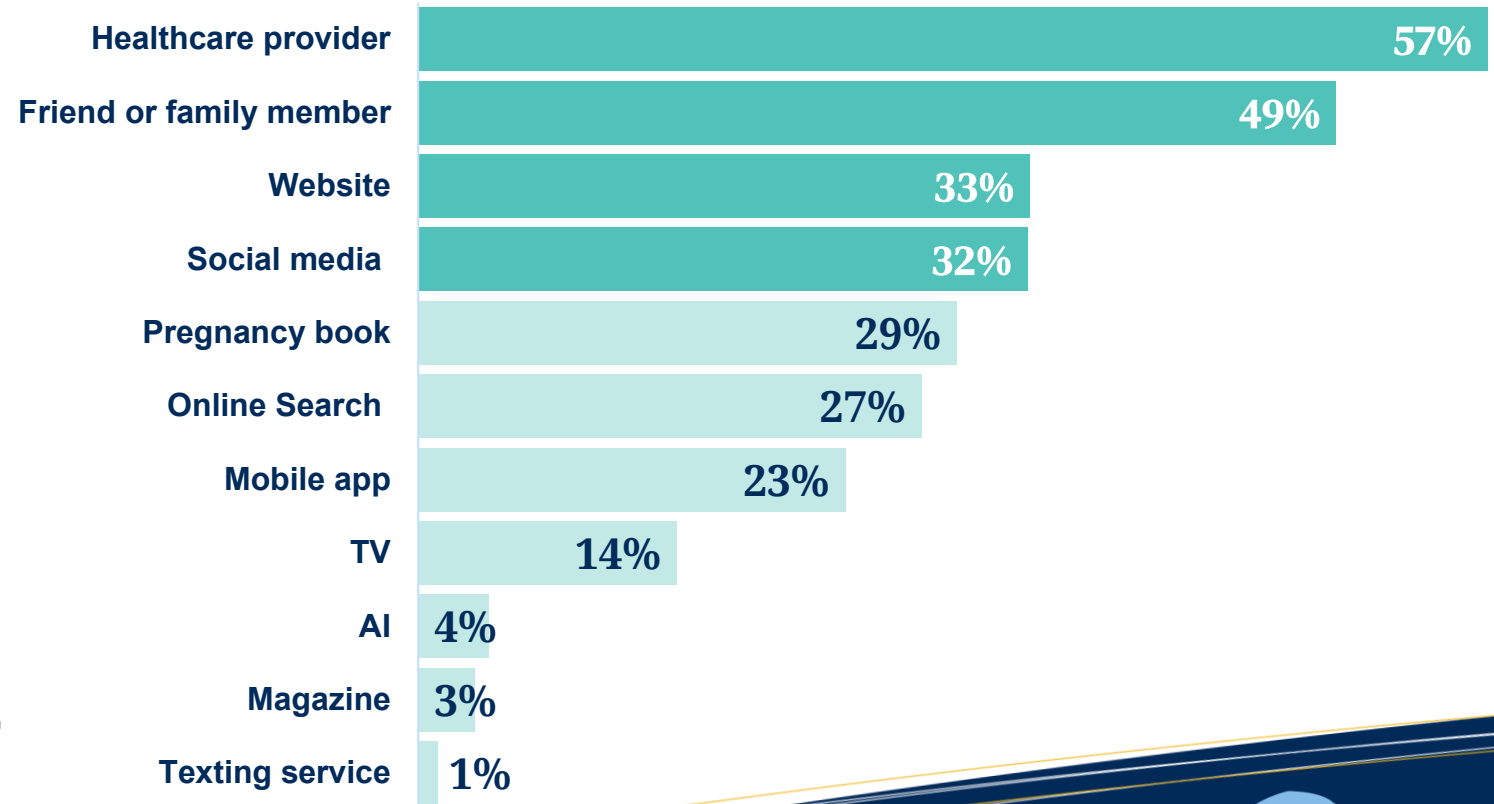


2. Sources of Information

Top sources for preeclampsia education

Q: Where have you heard of preeclampsia? Choose all that apply.

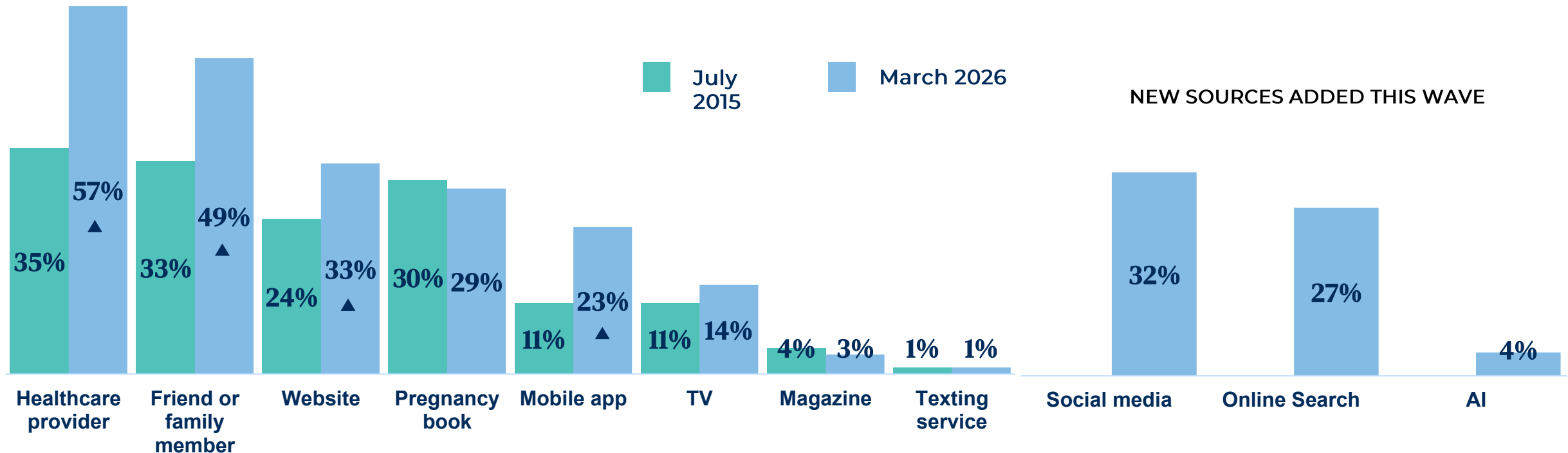
60%
have heard of
preeclampsia from a
digital resource



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Where have you heard of preeclampsia? If you've had preeclampsia in a previous pregnancy please think back to that pregnancy and how you first heard about it. Please select all that apply.

Significant shifts in patient education in the past decade

Q: Where have you heard of preeclampsia? Choose all that apply.

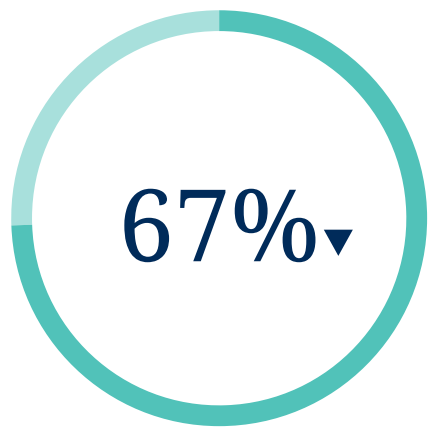


Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; BabyCenter Preeclampsia Survey, July 2015 (n=1,262) Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Where have you heard of preeclampsia? If you've had preeclampsia in a previous pregnancy please think back to that pregnancy and how you first heard about it. Please select all that apply.

▲ Indicates significant difference between one or more comparison group

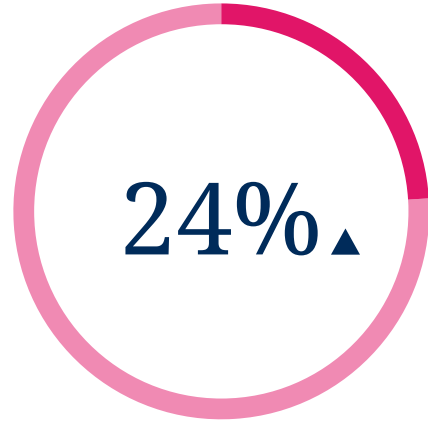
Her obstetrician is the most consulted HCP

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



67%▼

Obstetrician



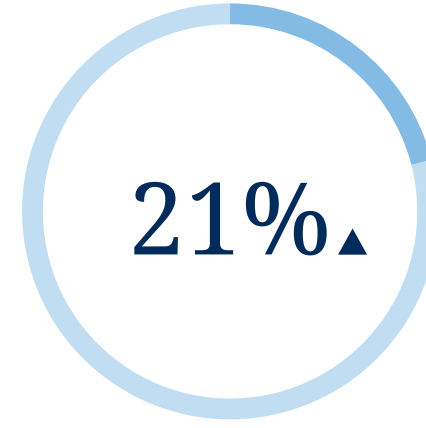
24%▲

Primary Healthcare
Provider



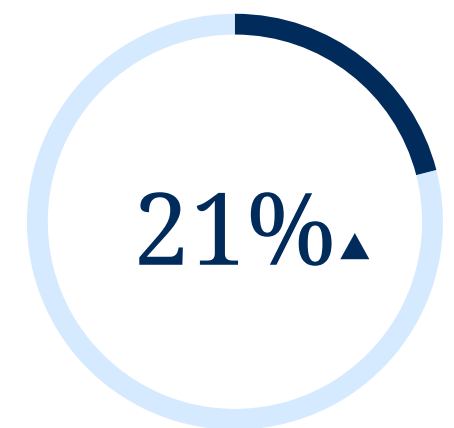
22%▲

Nurse



21%▲

Nurse Practitioner



21%▲

Midwife

2015 74%

16%

12%

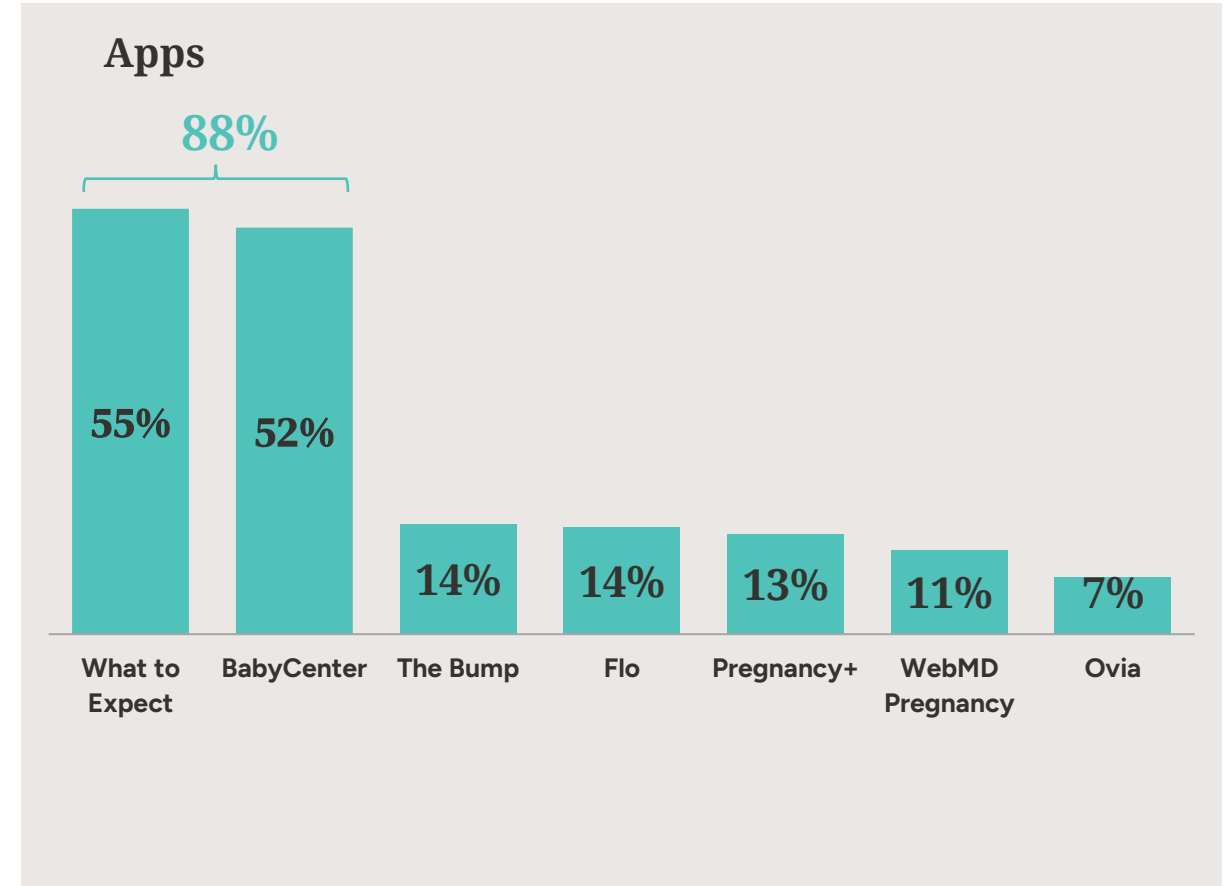
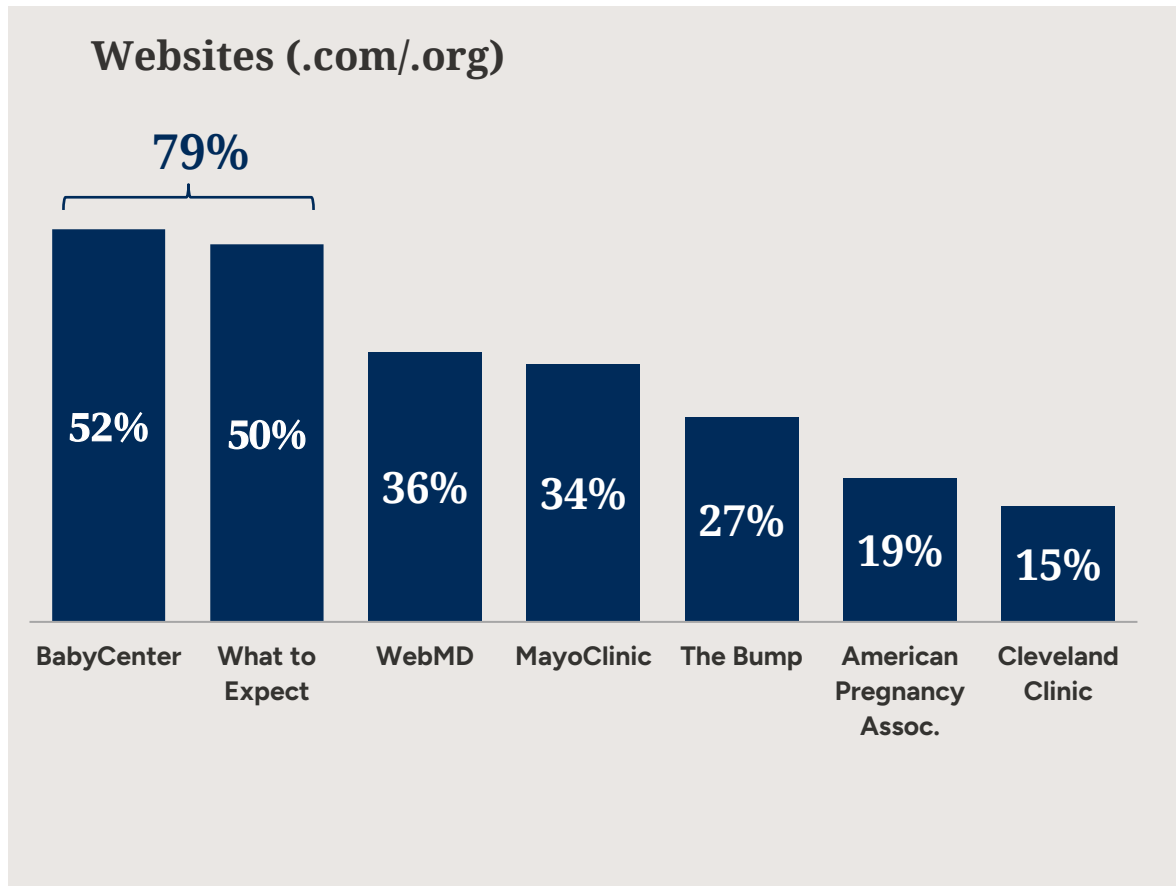
9%

17%

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=1342); BabyCenter Preeclampsia Survey, July 2015 (n=504) Q: Which healthcare provider talked to you about preeclampsia? (Please select all that apply).; *Data amongst those who have heard about preeclampsia from a healthcare provider

▲ Indicates significant difference between one or more comparison group

Moms rely on a variety of websites and apps to find information about preeclampsia



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=786 | n=536); 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).

Q: Through which mobile app did you learn about preeclampsia? (Please select all that apply); Data amongst those who have heard of preeclampsia via a website or app.



3. Knowledge & Attitudes

Nearly all understand
the severity of
preeclampsia

96%

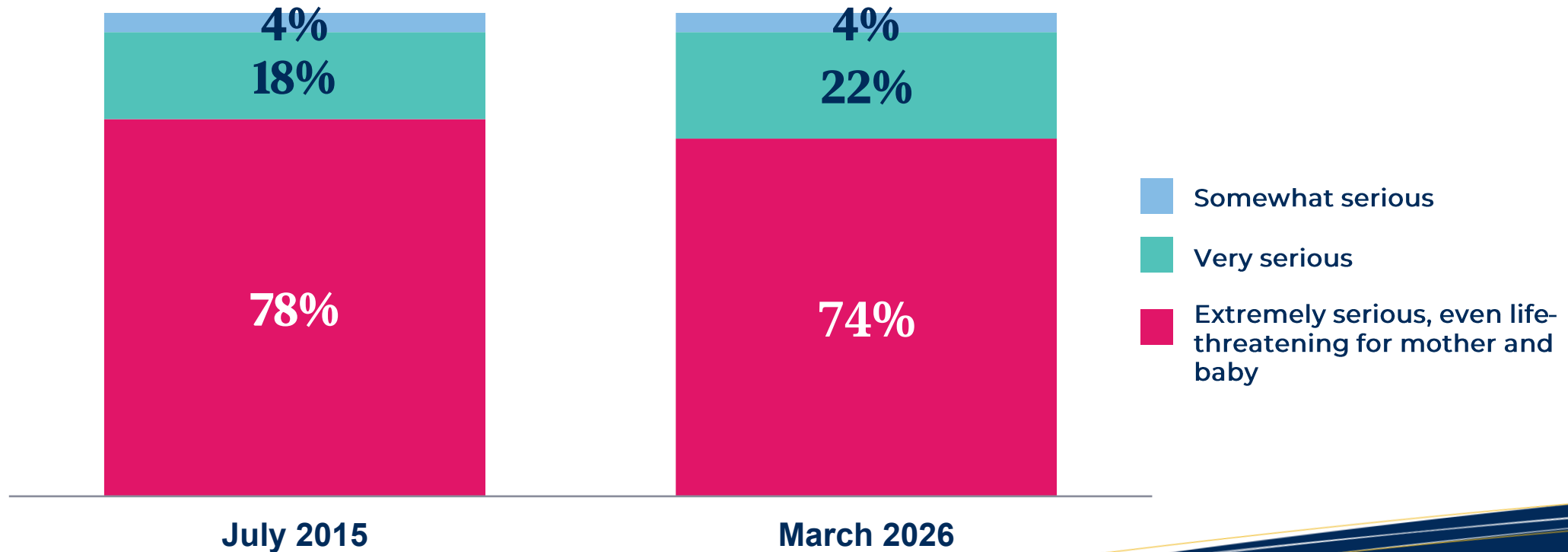
of respondents believe preeclampsia is
extremely or very serious, even life-
threatening for mother and baby



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026, Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: How serious of a health issue do you think preeclampsia is?

Women continue to understand the seriousness of the condition

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



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026, Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); BabyCenter Preeclampsia Survey July 2015, Total Responding who have either heard or may have heard of Preeclampsia (n=1,332); Q: How serious of a health issue do you think preeclampsia is?

Demand for education and health literacy



Knowledge of Vulnerability

86% correctly believe that any pregnant woman, even a healthy one, is at risk for preeclampsia



Emotional Impact Disconnect

Surprisingly, only 29% report feeling afraid of developing preeclampsia, and only 16% indicated experiencing fear and stress during pregnancy.

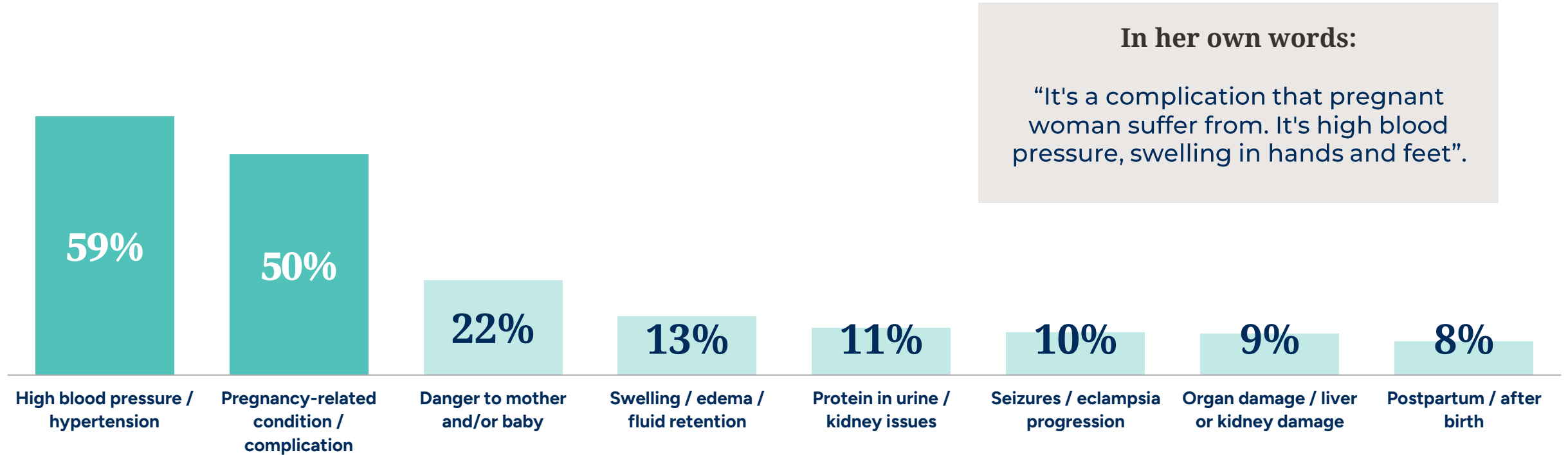


Critical Need for Education

78% believe comprehensive information about preeclampsia throughout pregnancy and postpartum is crucial.

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Thinking about early on in your pregnancy, how well do each of the following describe you?

Most associate preeclampsia with hypertension, but awareness of other symptoms is limited



In her own words:

“It's a complication that pregnant woman suffer from. It's high blood pressure, swelling in hands and feet”.

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Please describe what you think “preeclampsia” is in your own words.

Awareness of preeclampsia warning signs is mixed

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

% selected at least 1 correct warning sign

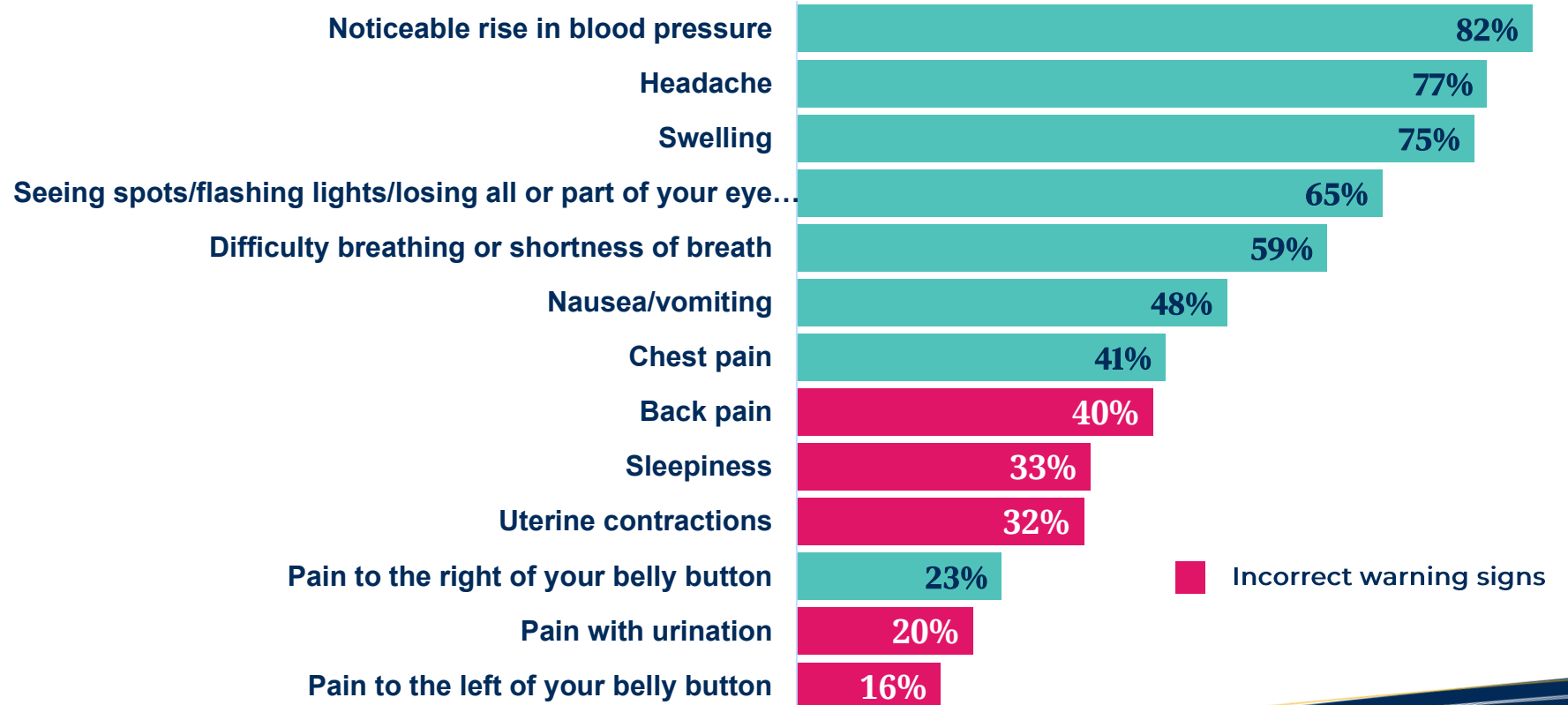
93%

% selected all correct warning signs

8%

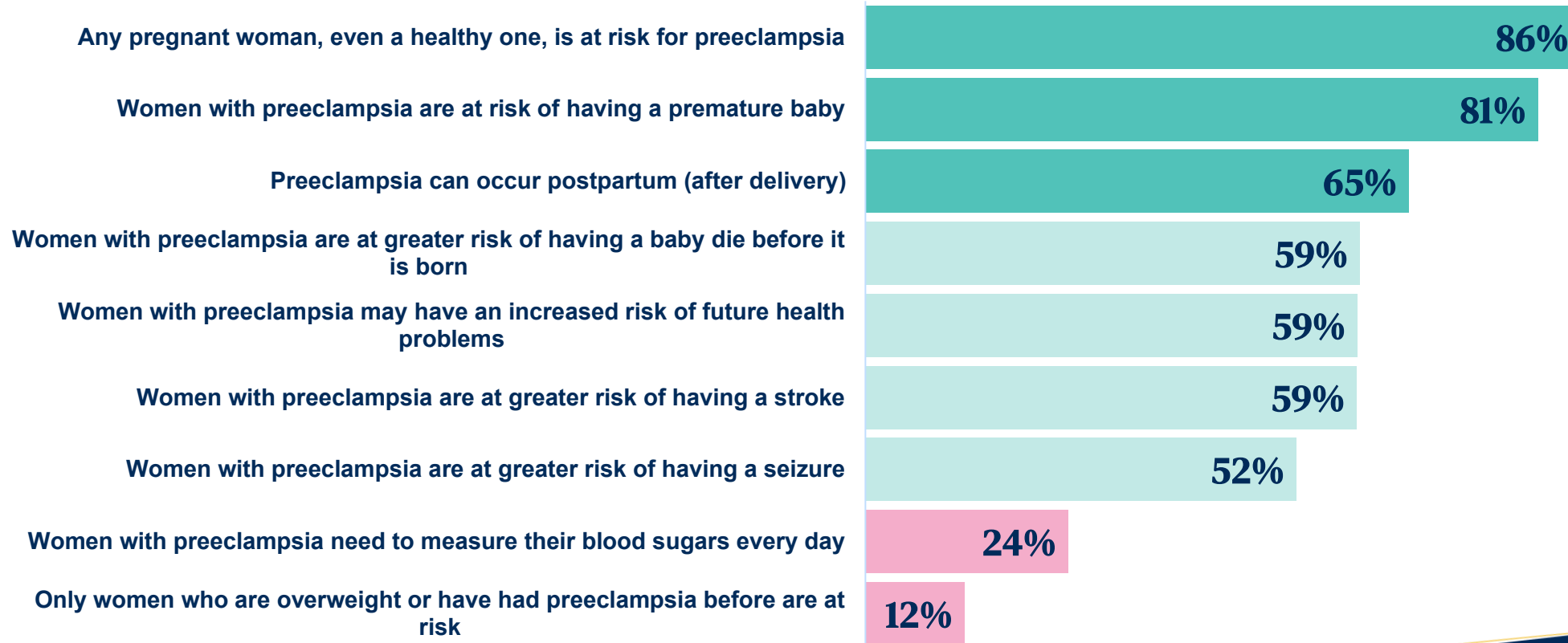
% selected an incorrect warning sign

65%



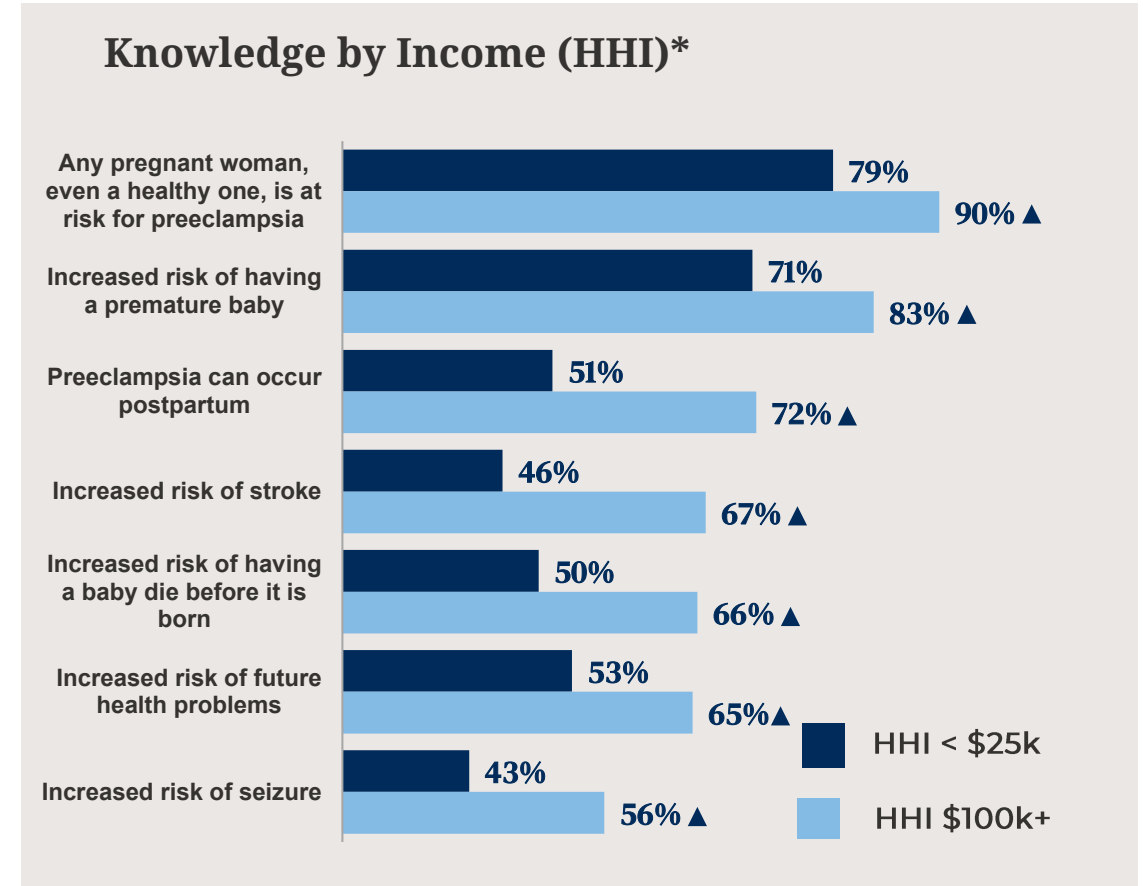
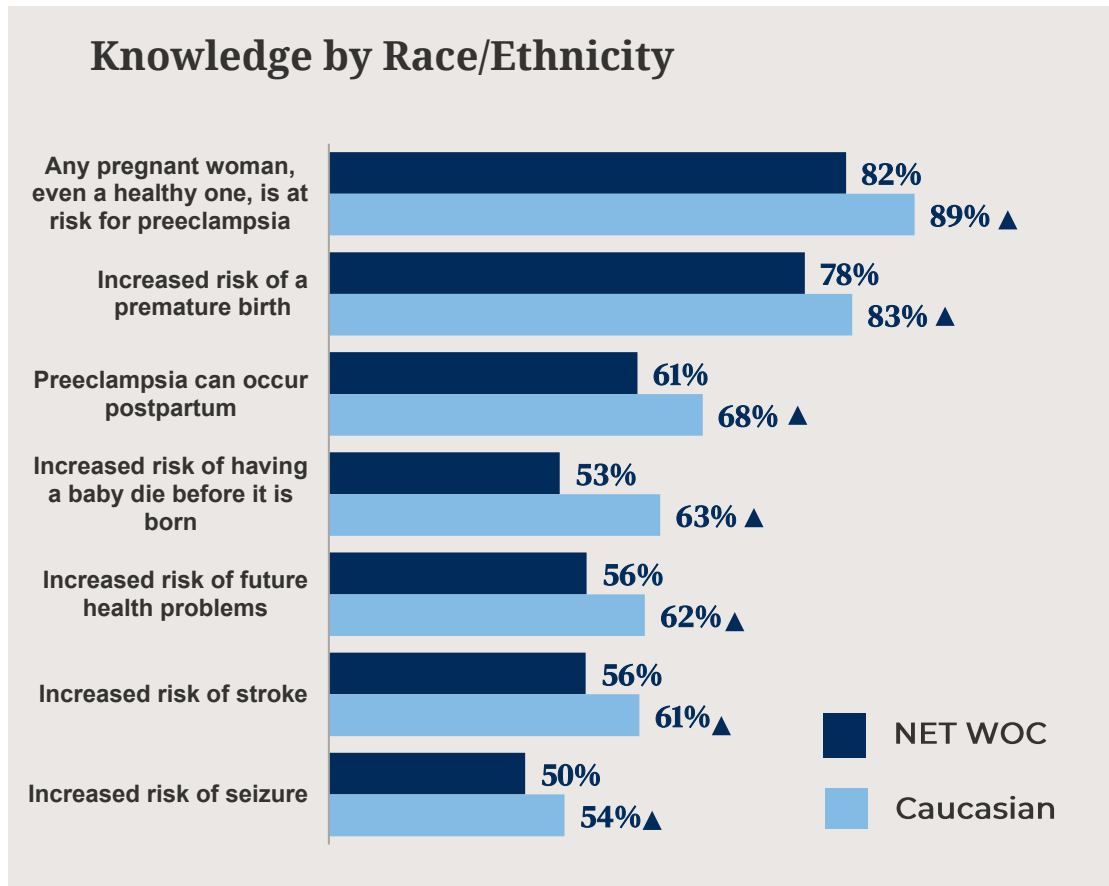
Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Below is a list of symptoms that may or may not be warning signs for preeclampsia. Please indicate which ones you think are, which are not, and which you are unsure about. % Yes

Knowledge of risk factors is high, but some incorrect beliefs persist for a smaller group



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Below is a list of statements about preeclampsia. Please indicate which you think are "true", "false", or whether you're not sure. % True

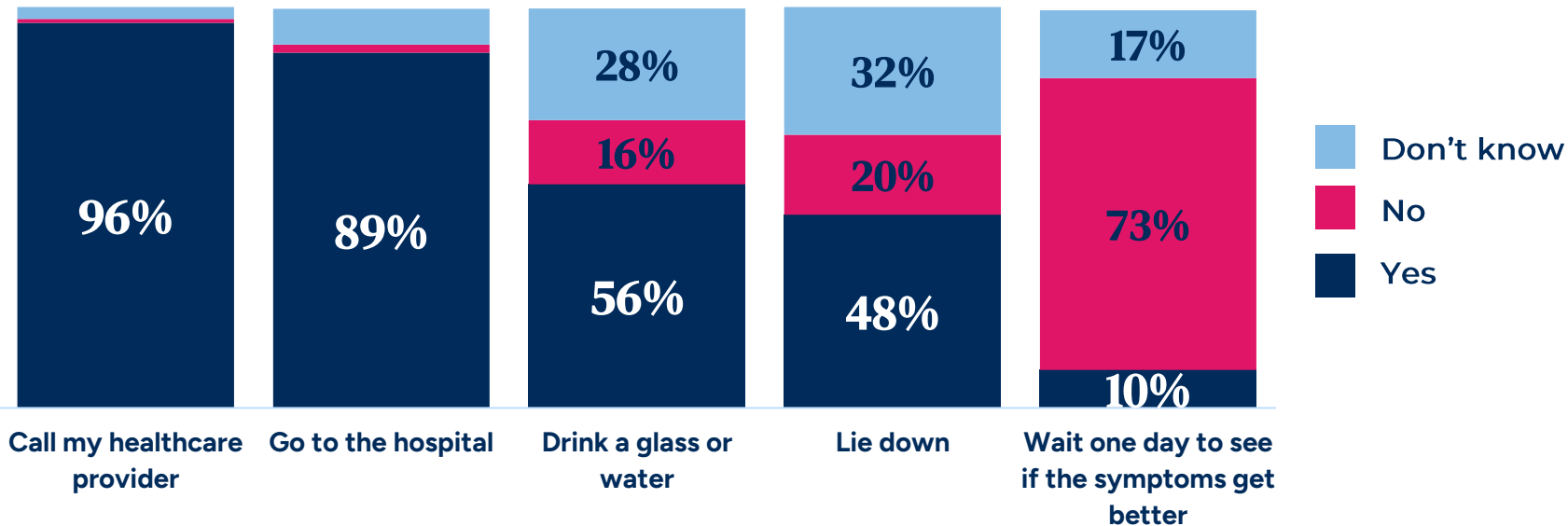
At-risk populations, like WOC and lower income, show less knowledge of risk and complications



Note: survey measured 8 income categories; statistically significant differences were seen between the “Under \$25,000” compared to the “\$100,000 - \$124,999” and “\$125,000 or higher” categories.

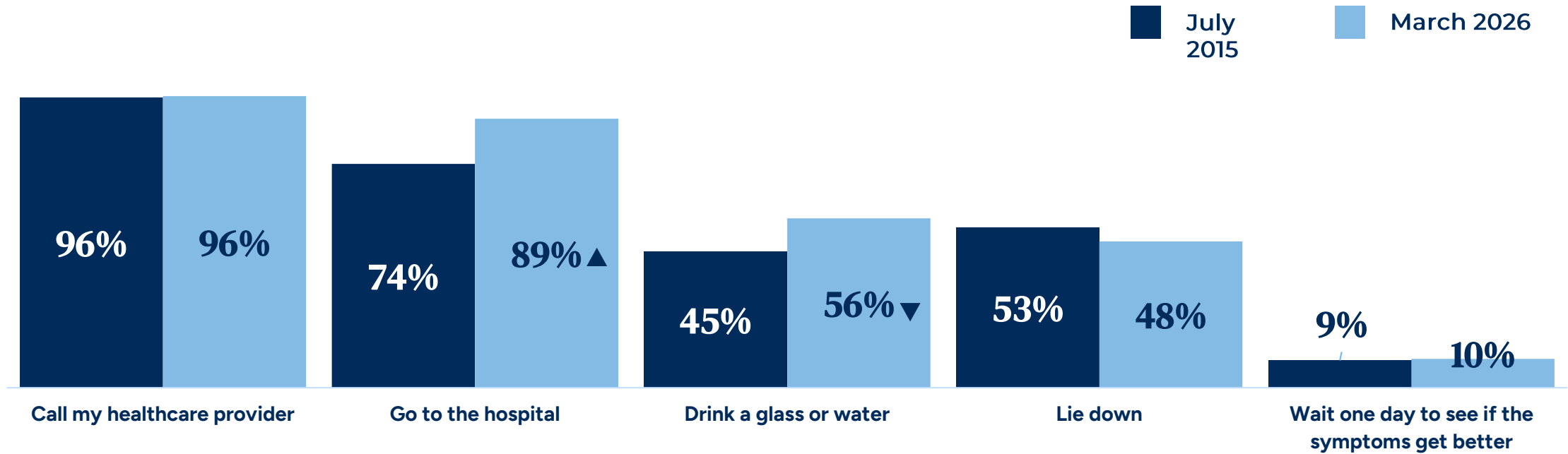
Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Below is a list of statements about preeclampsia. Please indicate which you think are “true”, “false”, or whether you’re not sure. % True ▲ Indicates significant difference between one or more comparison group

Respondents largely recognize the need for urgent medical action, though some confusion exists



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); Q: Please indicate which of the following actions would be appropriate to take if you had the symptoms associated with preeclampsia, which are not appropriate, and which you are not sure about.

Respondents are increasingly prioritizing immediate medical intervention for preeclampsia symptoms



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Total Responding who have either heard or may have heard of Preeclampsia (n=2,355); BabyCenter Preeclampsia Survey, July 2015 (n=997-1,035); Q: Please indicate which of the following actions would be appropriate to take if you had the symptoms associated with preeclampsia, which are not appropriate, and which you are not sure about.

▲ Indicates significant difference between one or more comparison group



4. Living with Preeclampsia

15% of respondents say they have experienced preeclampsia

Cited preeclampsia rates are generally between 5-8% of the US population, but recent reports have found an increase in incidence



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Q: Do you have preeclampsia or have you ever developed preeclampsia in a previous pregnancy?

Of the previous
preeclampsia
patients...

87%

say they went on to have a future healthy
pregnancy or baby



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Amongst diagnosed in a previous pregnancy (n=338); Q: You mentioned having developed preeclampsia in a previous pregnancy, did you have a healthy pregnancy and baby despite the issue?



Most previous preeclampsia patients cite a positive healthcare experience

70%

of previous preeclampsia patients are satisfied with the care they received after diagnosis

80%

of those who went on to have a healthy baby, most say the information they received about preeclampsia during a previous pregnancy helped them recover

7 in 10 are satisfied with the medical care they received after being diagnosed

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



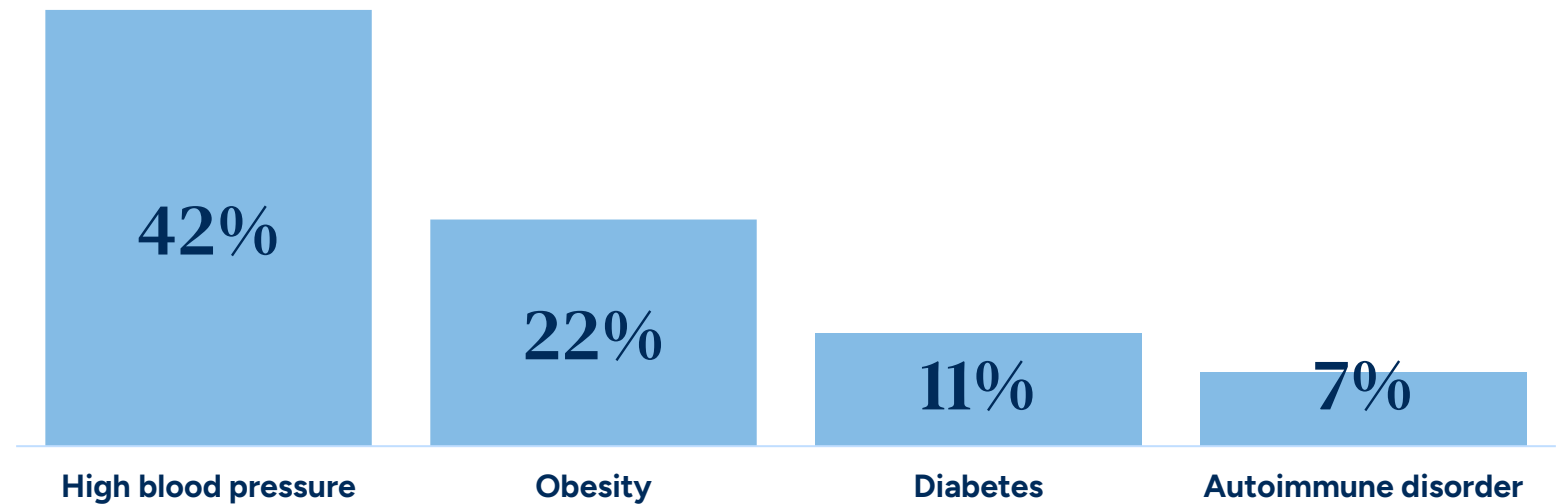
Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026, Amongst diagnosed in a previous pregnancy (n=338); Q: How satisfied are you with the care you received after having been diagnosed with preeclampsia?

6 in 10 are high-risk for developing preeclampsia

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

62%

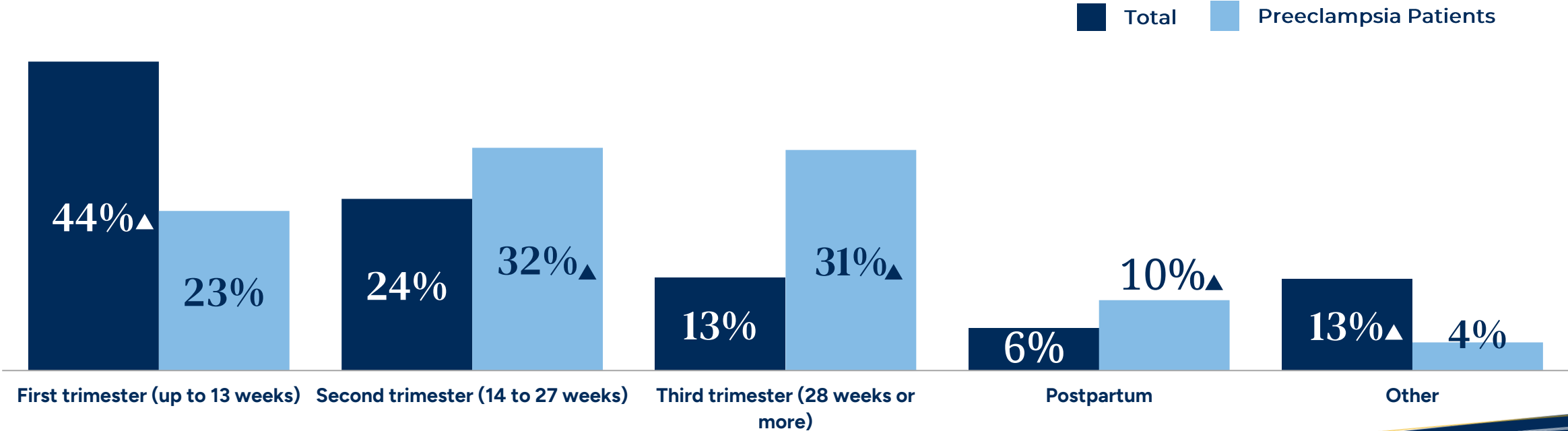
of preeclampsia patients are living with high-risk health conditions



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Amongst currently/have had preeclampsia (n=365) Q: Were you diagnosed with any of the following prior to conceiving your baby? (Please select all that apply).

Preeclampsia patients are more likely to learn about the condition later

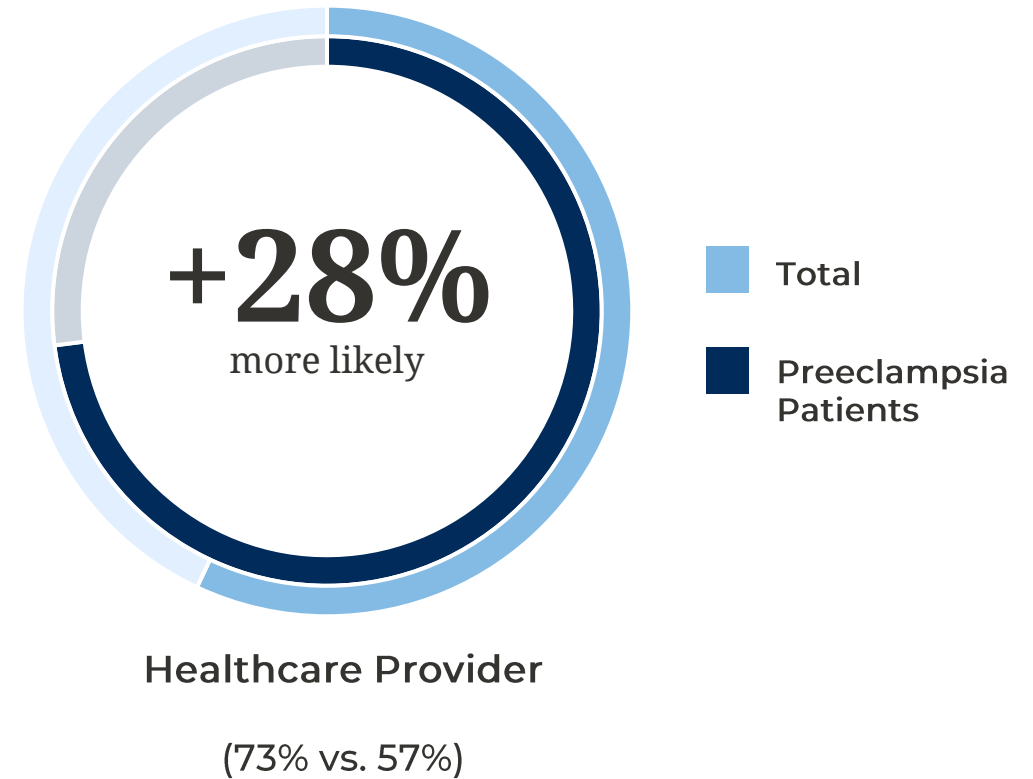
Q: Do you recall when in your pregnancy you first heard about preeclampsia?



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026 (n=2355/365) Q: Do you recall when you first heard about preeclampsia during a previous pregnancy?; Q: Do you recall when in your pregnancy you first heard about preeclampsia
▲Indicates significant difference between one or more comparison group

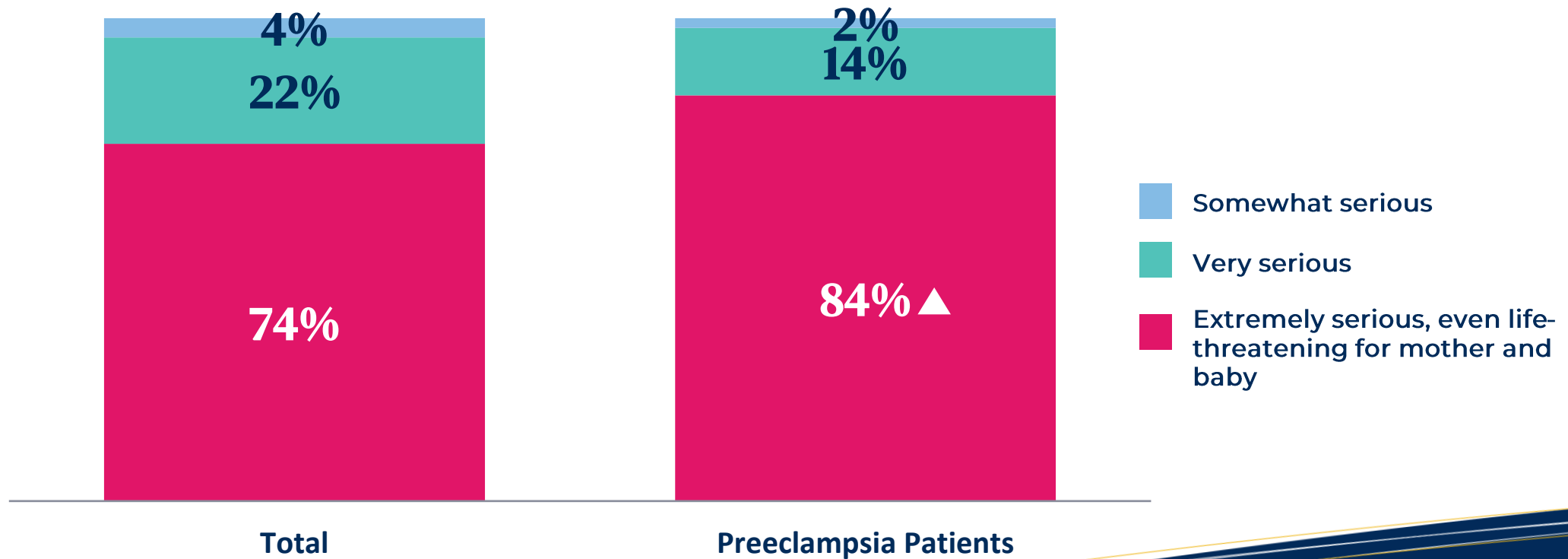


Preeclampsia patients are more likely to hear about the condition from their healthcare provider



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Q: Where have you heard of preeclampsia? If you've had preeclampsia in a previous pregnancy, please think back to that pregnancy and how you first heard about it.
▲ Indicates significant difference between one or more comparison group

Preeclampsia patients are more likely to understand the extreme seriousness of the condition



Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026; Q: How serious of a health issue do you think preeclampsia is?

▲ Indicates significant difference between one or more comparison group

Mom's pregnancy preeclampsia experiences:

In her own words

"I would swell up, unable to move, always in pain. All of my kids were premature due to this. I couldn't make it to full term. One spent 2 months in the NICU because her lungs weren't fully developed".

"I got extremely sick and started having strokes and seizures. I woke up in the hospital with them telling me they have to take my baby out or I was going to die"

"Even with all the info and precautions I took, I still got it and was treated quickly and well because my medical team was knowledgeable and great"

"I lost my child at 25 weeks pregnant due to this issue. It is the worst thing I've ever experienced in my life."

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026

Mom's postpartum preeclampsia experiences:

In her own words

"I was not aware until after my second child was born you could have preeclampsia AFTER the child was born. I was always taught it essentially went away once the baby was born."

"I developed postpartum preeclampsia, which I only discovered due to the pamphlets provided by the hospital in my discharge papers. I highly recommend that everyone who has preeclampsia also understand how anxiety and stress can make things worse"

"I was diagnosed with postpartum preeclampsia and spent a week in the hospital. It is now week two of symptoms and trial meds without a resolution."

"On the day I was getting discharged with my baby from the hospital I mentioned to my nurse that I was super dizzy and didn't feel normal..."

She never checked my vitals before I left. 5 days later I went completely blind and my blood pressure was insanely high. I was rushed to the emergency room and was admitted with postpartum preeclampsia."

Source: Everyday Health Group Pregnancy & Parenting, 2026 Preeclampsia Awareness Study, March 2026

Key Takeaways

General Awareness and Severity Understanding is High

8 in 10 women are knowledgeable about preeclampsia and of this group, 96% of understand that preeclampsia is life-threatening. However, only 29% report feeling afraid of developing it, suggesting a disconnect between general knowledge and perceived personal risk

Critical Gaps in Symptom Awareness

While high blood pressure is widely recognized, recall for “red flag” symptoms, such as shortness of breath and nausea/vomiting, is far lower. 2 in 3 respondents also incorrectly identified condition symptoms.

Demographic Disparities

Knowledge gaps persist across socioeconomic lines, as women in lower income households show significantly lower awareness of life-threatening complications like stroke or seizure compared to higher earners. Racial and ethnic disparities also impact risk literacy, with women of color showing general lower awareness of the condition.

Digital Resources Drive Awareness

Digital platforms are a gateway for condition awareness with 60% of women saying they learn about preeclampsia through digital resources. Healthcare providers also play an important role, especially amongst those who may not seek out the information proactively.

Preeclampsia Foundation Awareness Increases

Data shows Foundation awareness is linked to greater knowledge about the condition, including lesser-known signs and symptoms.

Understanding Preeclampsia Patients

There is a significant education delay for those who develop the condition; only 23% of patients heard about preeclampsia in their first trimester, compared to 44% of the general population. Opportunities exist to educate women about postpartum condition risk, as responses reveal a gap in knowledge.



Appendix: Study design & demographics

Sample background

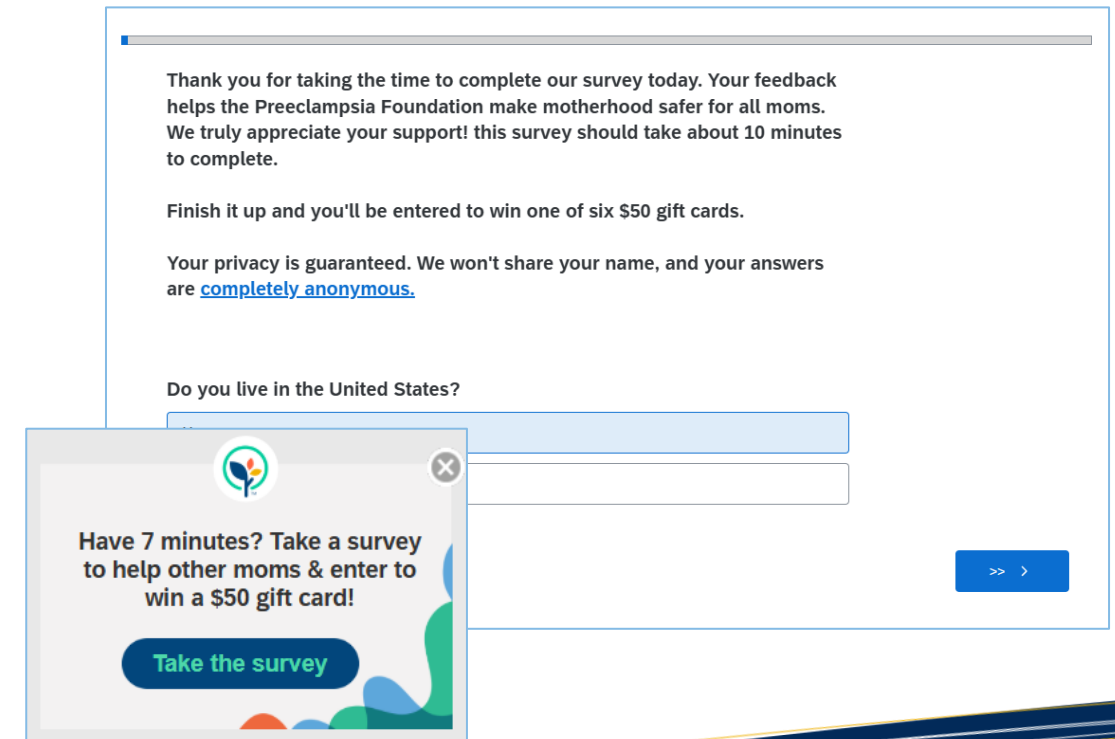
Respondents were recruited on Everyday Health Group Pregnancy & Parenting properties via US site, app and community groups. Panel respondents were recruited via a 3rd party panel provider via email invitation.

All Respondents were Screened for the Following:

- U.S. residents
- Females
- Age 18-49
- Pregnant or has at least 1 child 3 years of age or younger

Rigorous Quality Control Measures were Implemented, Including:

- **Red Herring Validation:** Integrated "Red Herring" trick question to identify and remove disengaged respondents.
- **Condition Alignment (Consistency Checks):** Cross-referenced HBP and preeclampsia history; inconsistent responders were disqualified
- **Study Duration Filter:** Respondents completing the survey in less than 3 minutes were screened out for "speeding" to ensure thoughtful participation
- **Bot Prevention:** Utilized reCAPTCHA verification for respondents recruited via panel; any respondent with a score of 0.5 or less was disqualified as a potential bot



The screenshot shows a survey completion screen with a blue border. The text on the screen reads: "Thank you for taking the time to complete our survey today. Your feedback helps the Preeclampsia Foundation make motherhood safer for all moms. We truly appreciate your support! this survey should take about 10 minutes to complete." Below this, it says "Finish it up and you'll be entered to win one of six \$50 gift cards." and "Your privacy is guaranteed. We won't share your name, and your answers are [completely anonymous](#)." A question "Do you live in the United States?" is followed by two empty input fields. A blue button with ">>" is at the bottom right. A pop-up overlay in the foreground has a logo and says "Have 7 minutes? Take a survey to help other moms & enter to win a \$50 gift card!" with a "Take the survey" button.

Respondent Demographic Profile

	Demographics	Total Completes
Gender	Male	0%
	Female	100%
Age	Gen Z (18-29)	43%
	Millennial (30-45)	56%
	Gen X (46-49)	1%
HHI	Less than \$75K	53%
	\$75K+	35%
	Prefer not to answer	12%
Race/ Ethnicity	Caucasian	59%
	Black/AA	17%
	Asian	5%
	Pacific Islander	1%
	Hispanic/LatinX	18%
	Native American	3%
	Other	4%
Marital Status	Single	17%
	Married	61%
	Living with Partner	19%
	Divorced	1%
	Widowed	0.3%
	Other	1%

	Demographics	Total Completes
Health Insurance	Employer-provided	50%
	Self-purchased	7%
	Medicare/Medicaid	36%
	Other	3%
	Do not have	4%
	Unsure	1%
	Prefer not to answer	3%
Employment Status	Full-time	46%
	Part-time	12%
	Maternity leave	6%
	Stay at home mom	32%
	Other	4%
Education	Some high school	
	High school graduate	5%
	Some college	24%
	College graduate	22%
	Some postgraduate	29%
	Post graduate degree	3%
	Prefer not to answer	17%
Location	Urban	25%
	Suburban	41%
	Rural	23%
	Other	11%

	Demographics	Total Completes
Pregnancy Status	Pregnant	65%
	Not pregnant	35%
First Preg (amongst preg.)	First-time pregnant	44%
	Experienced pregnant	56%
Number of children	None	30%
	1	36%
	2 or more	34%
Age of children	0-6 months	30%
	7-11 months	11%
	Age 1	19%
	Age 2	19%
	Age 3	15%