

e-Rewards' Expectant and New Mother Panel at a Glance

Reaching expectant, first-time and experienced new mothers to participate in market research has traditionally been challenging due to their ever-evolving maternal stage. Accurately targeting for the various stages of conception, pregnancy and new motherhood has posed significant challenges for market researchers. Recognizing this challenge, e-Rewards has employed our Dynamic Profile Enrichment® capability to create the most comprehensive and up-to-date panel of aspirational, expecting, first-time, and experienced new mothers.

Expectant and New Mother Sub-panel:

To develop the expectant and new mother sub-panel, we profiled our female members regarding their aspirations to conceive, if they are currently pregnant or have recently had a child. We then track their progress through the various stages of conception, pregnancy and the first few years of their child's life. By maintaining e-Rewards' accurately profiled and up-to-date sub-panel of expectant and new mothers, we enable our clients to quickly and cost-effectively gain access to this hard-to-reach audience.

Key Panel Member Attributes

Plans for Parenthood

Conception

- Currently Trying to Conceive
- Plan to have a Child in the Future
- Planning to Adopt

Trying to Conceive

- Time Range
- Use of Fertility Treatments

Pregnancy

Due Date

- Month
- Year

Stages of Pregnancy

- First Trimester
- Second Trimester
- Third Trimester

Uncommon Circumstances

- High-risk Pregnancy
- Multiple-birth Pregnancy

Plans for Newborn

Feeding

- Breast Feeding
- Pumping
- Bottle Feeding

Baby Registry - Retailers

Child Care

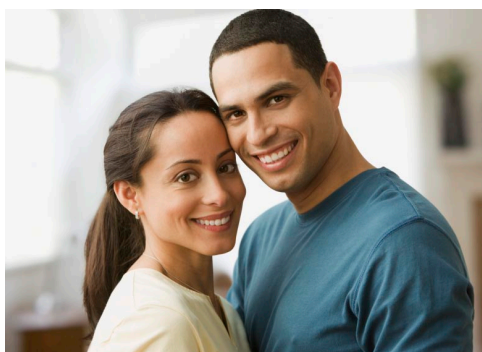
- Stay at Home - Sole Provider
- Stay at Home - with Assistance
- Return to Work - Day Care
- Return to Work - In-home Assistance

New Mother Type

First-time Mother

Repeat Mother

- Number of Children in Household
- Age of Children in Household
- Gender of Children in Household



e-Rewards®
MARKET RESEARCH

To learn more about e-Rewards' Expectant and New Mother Panel or for a custom quote, contact us at ask@e-rewards.com or 1-888-203-6245.

www.e-rewardsresearch.com