

## Pregnancy

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

##### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

##### Regional interest

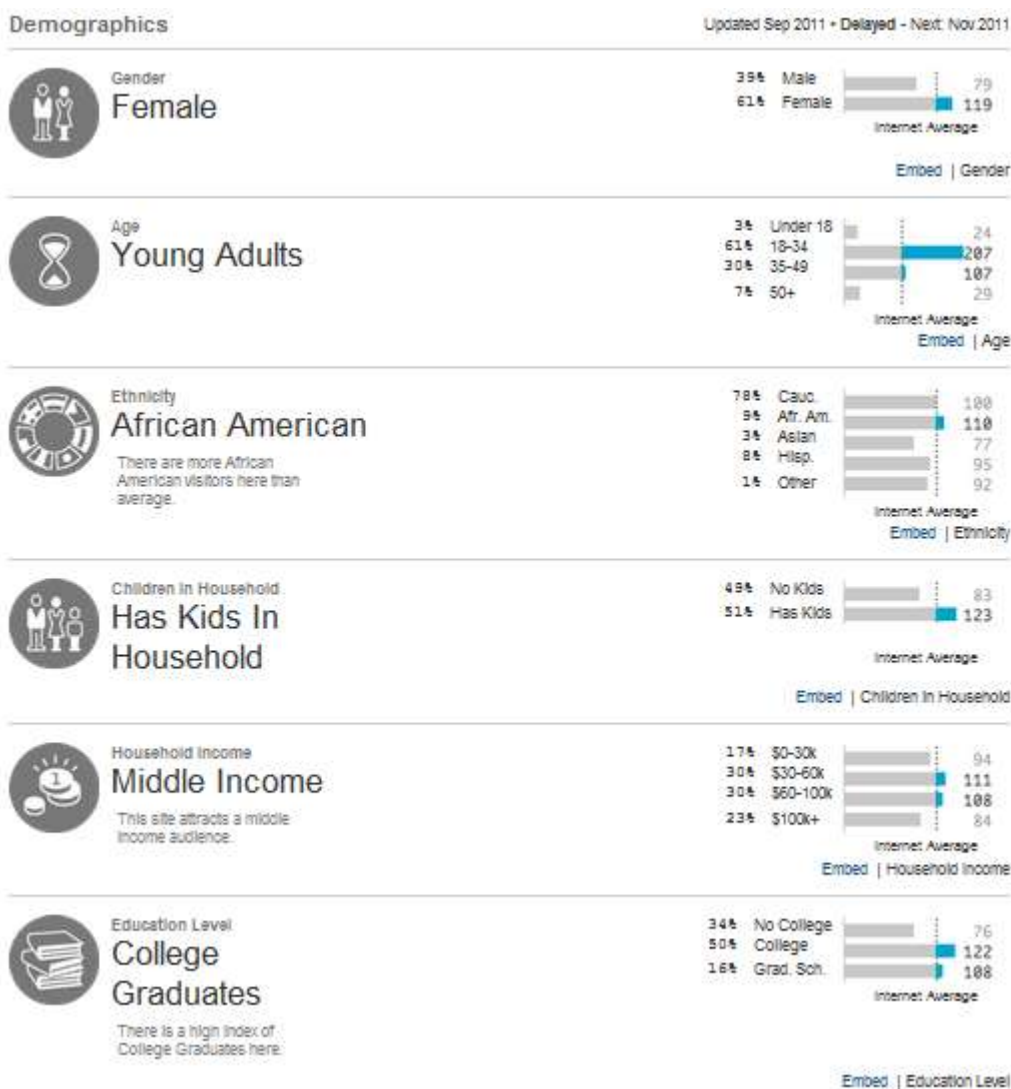
1.	<a href="#">Botswana</a>	100
2.	<a href="#">Zimbabwe</a>	96
3.	<a href="#">Namibia</a>	89
4.	<a href="#">Zambia</a>	83
5.	<a href="#">Fiji</a>	75
6.	<a href="#">Uganda</a>	69
7.	<a href="#">Kenya</a>	67
8.	<a href="#">Trinidad and Tobago</a>	64
9.	<a href="#">Jamaica</a>	57
10.	<a href="#">United States</a>	51

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on americanpregnancy.org)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



## Psychographics (data based on americanpregnancy.org)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Parenting	161.4x	<div></div>
Baby	36.1x	<div></div>
Kids	6.8x	<div></div>
Toys	6.7x	<div></div>
Health News & Info	4.8x	<div></div>
Schools/Universities	2.8x	<div></div>
Nonprofit	2.7x	<div></div>
Games - Online Play	2.5x	<div></div>
Books	2.4x	<div></div>
Apparel	2.4x	<div></div>
Government	2.4x	<div></div>
Real Estate	2.3x	<div></div>
Taxes	2.3x	<div></div>
Job Search	2.2x	<div></div>
Magazines	2.2x	<div></div>

## **Frequently Asked Questions**

- Is there evidence that pregnancy causes the mother to develop an autoimmune disease?
- What were your pregnancy symptoms and how soon did they start?
- What are the pregnancy symptoms before pregnancy occur?
- What is a chemical pregnancy and how does it work?
- When during pregnancy do you start to get heavy white discharge?
- What besides pregnancy can make me miss a period?
- How early in pregnancy do these get bigger?
- What stage of pregnancy is smoking and drinking the most damaging?
- Can signs of pregnancy start to occur within less than a week after intercourse?
- What pregnancy tests detect better than others?
- How will pregnancy effect a tattoo on my hip bone?
- How do you deal with stress during pregnancy?
- How long does the pregnancy hormone last in a woman after giving birth?
- How did your second pregnancy compare to your first pregnancy?
- How big did your breast grow during pregnancy?
- What do flutters feel like and how early in pregnancy do they start if it's a 3rd pregnancy?
- What are some pregnancy magazines to subscribe to?

- How long does a pregnancy test show positive after giving birth?
- How soon can you get pregnancy symptoms and what are the symptoms?
- Does a normal 38 weeks pregnancy start from conception or implantation?
- What is early pregnancy like for someone with endometriosis?
- How long after an ectopic pregnancy will it take to get my period ?
- What other than pregnancy can cause you to miss your period on the pill?
- By what week of pregnancy are most pregnancies detected on the hpt?
- How far along pregnancy do you start feeling morning sickness?
- How early can you start having pregnancy symptoms?
- How far into your pregnancy did you give lovenox injections in your stomach?
- What pregnancy test is it that tells you how far along you are?
- How many pregnancy tests did you take before your 1st appointment?
- How soon in pregnancy should nipples start leaking clear liquid?
- What month of pregnancy do stretch marks usually occur?
- How long into pregnancy does urinating frequently generally start?
- How soon during pregnancy do you start getting yeast infections?
- How soon into pregnancy might you start having food cravings?
- How long after pregnancy will it be before a naval enlisted woman is deployable?
- When do pregnancy symptoms start acting up?
- How accurate is a pregnancy blood test 7 to 8 days after conception?



- What is the longest pregnancy for human being?
- How was your second pregnancy and delivery different from your first?
- What were your earliest pregnancy symptoms the second time around?

## **Problems & Frustrations**

- **Bleeding during intercourse**

I am 9 weeks and 6 days pregnant and my fiancé and I were having sex last night when I started bleeding really bad. My doctor had said we should be able to have intercourse with no problems.. However, that's clearly not the case.. I stopped bleeding about 5-7 minutes after I started and in that time I probably bled enough to almost fill a light tampon. This really, really worries me. We are very concerned. I'm about 7 hours away from my doctor because I have been visiting family and I need to know what's wrong. Please, help me..

- **Worried about baby because of trouble eating**

I'm 20 weeks with my first pregnancy, my first son actually, I try to force as much as I can, but yet I feel like it's not enough, and for some reason I rarely ever have an appetite, I do eat in the morning afternoon and at night, and take my prenatal vitamins, and the doctor said he is measuring his exact due date and he looks perfect, but yet I'm not satisfied because I am having trouble eating, I am pretty sure I'm not getting 2000 calories a day like they say you should, probably over 1000 though. It's difficult for me to eat a lot, so I take m prenatal vitamin every day. what can I do to make it better? I don't want to miscarry and I'm worried cause my belly gets sore, I've come this far and I don't want to lose my son.

- **Gestational Diabetes**

I am 12 weeks pregnant and I think I might have gestational Diabetes. I haven't been tested for it. But I have had really bad morning sickness. Everything my midwife has gave me does not work (ginger, pills, sea bands etc..) they said I have low blood sugar but want to wait to test my glucose until I am further into my 2nd trimester. I notice my nausea isn't as bad as I eat natural sweets, like fruit. But I went to a wedding and a birthday party (3 weeks apart) and got sick after eating the cake. I shared a cookie with my daughter and got sick. I just



seem to be getting sick right after I eat any sweet. Obviously I am going to try and stay away from them but my question is.... does this sound like diabetes?

- **Tummy pains**

I am 9 weeks pregnant, and I'm having pains in my tummy. I don't know whether my tummy is going in to spasm or baby kicking or whatever. Recently it's happening more and more. Should I go to a doctor soon?

- **Morning sickness**

I am 10 weeks pregnant with my second baby and at about 7 weeks the morning sickness kicked in, full swing. I am just plain miserable all day. Nauseous, and so tired I can barely get myself off the couch. This being said, I have had no desire for sex and it is causing serious problems in my marriage. My husband and I haven't had sex in almost 2 weeks. No matter how hard I try, I can't get in the mood and if I were just to go along with it for him, I would feel dirty and uncomfortable. We have been fighting about this every single morning and I'm starting to worry about the baby because I get really upset. He acts like I'm holding out on him just to be a b\*tch. I have tried to explain to him that I feel like crap, but he calls me selfish and says that he still has needs. We had another fight about this morning before my husband went to work. I got up and left the room before I got too upset, but now I am noticing a lot of cramping in my lower abdomen that wasn't there before. I am so scared all this stress is going to cause a miscarriage. Am I being selfish? I feel that my husband understand that for a couple months I am going to be sick and he shouldn't pressure me, I will let him know when I am feeling better. Is it too much to ask that he takes care of his needs by himself for a few weeks while I am miserable with ALL DAY sickness?

- **Bad cramps**

I will be 27 weeks pregnant in 2 days..and it seems like I always keep really bad menstrual-like pains, I can tell what is a ligament pain and what isn't..these bad period cramps never seem to go away..it seems like they are pretty constant. And if they do go away they come right back very soon...I have tried telling my doctor about it and she doesn't seem to be worried? she keeps saying its ligament pain, and she hasn't even tried to check me to see if there could be more problems..I have been getting a lot of diarrhoea lately too..like 2 times a day...and I seem to get nauseous from these pains..and it's like I can't even get up or walk or anything, that's how bad they are, and also my pubic bone will ALWAYS either stay sore or it'll feel like it's about to break every once in a while..and like I said..I have tried telling her all of this, yet she doesn't want to check me? what should I do? just wait it out and if there's something wrong then oh well?

- **Underweight and pregnant**

My weight before I was pregnant was 128-130 and I been gaining no more than 4 pounds in my 1st and 2nd trimester per month now that I'm in my 3rd trimester and been just gaining 1 pound per month.. I'm 33 weeks pregnant and gained 11 pounds so far I'm 141 now.. They said my baby is healthy but my stomach is small people think I'm 3 months its giggly and not firm like most preggers. I eat everything under the moon but still not In my 25-35 weight gain range. Is this healthy?

- **Experiencing severe pain**

I am 37 weeks pregnant. A few different times throughout my pregnancy I have experienced the worst pain ever. It was a severe pain in my upper abdomen, right below my breasts, along with severe pain in my upper back. It was so bad I was vomiting. After I vomited several times the pain would subside and I was able to get some rest. When I woke up I felt fine. This has only happened like 4 or 5 different times throughout my pregnancy but it was

literally the worst pain I've ever experienced. Has anyone else experienced this? Does this sound like gallbladder problems? I've researched online and that's the only thing I can come up with that sounds close to my experience.

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I had a MC in April and am now about 5wks pregnant so to say the least I am a bit over concerned. When I first found out I was pregnant every time I coughed or sneezed I would feel a sharp pain in my uterus area and I was sick so I was coughing a lot, that lasted about a week. The past 2 days when I cough or sneeze I haven't felt any pain, I only feel pain if I sneeze really hard. It was alarming to me to all of a sudden not feel that pain anymore. Is this just my body getting used to it or could something be wrong?

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I can't even sit or lay in any position for long and my bump is just aching all the time! just touching my bump also feels achy and tender, also coz she's pushing my stomach up I feel full and sick after barely eating anything, and sometimes feel really breathless when I'm just sitting down ! until she moves again off my lungs? - but there's nothing wrong with the baby or anything in fact she's really healthy. I was really skinny before I got pregnant, plus I'm not really that tall either so I guess it's just that my body isn't used to carrying all this extra weight and everything? even when she moves it feels kind of painful and as if she's bulging right out of my sides and stuff! - thing is I've only just turned 30 weeks ! so I still have 10 weeks at least until the baby is born! and she is only 3 pounds right now too so it's not like she's actually that big? she is in a breech position though and facing into my back, could this make it worse? It's weird coz I don't even have much of a bump even now... it's pretty small actually? the mid wife said its coz I have really strong stomach muscles ----- I love feeling her move around and knowing she's ok but right now I don't even know how I will deal with this for the next 10 weeks! especially with her getting bigger and everything, the feeling gets worse and worse every day ! in fact a few nights ago I finally managed to get comfy and fall asleep at 2 am... by 3 am I was awake again with the achy pain all over my bump and couldn't get back to sleep till almost 6 am ! argh.. I just don't know what else to do? I

thought it might be like this at the end in the last few weeks but not from about 28 weeks! anyone else had this or know if I can do anything that helps? feels like she's going to rip me apart!.... thanks =]

- **Confused by doctors**

As of this Friday I will be eight weeks pregnant. on 6/9/09 we went to the ER because I was having some pain on the left side of my stomach. During that visit test were preformed. Blood test taken showed I was pregnant however once an ultrasound and said all was well follow up with my OB. last week I show my OB for due to more pain in the same area. There she goes over the ultrasound from the week before. come to find out the ultrasound tech couldn't find a gestational sac. they did mention seeing a pocket full of fluid which could be a cyst. the doctor in the ER didn't mention that to me. So due to the pain and since I did have a positive pregnancy test she sent me back to the ER for another ultrasound to rule out an ectopic pregnancy. During that visit they performed another ultrasound they were able to see a gestational sac and told me so far it's a healthy pregnancy. This afternoon I got a call from my doctors office asking me to come in tomorrow so the doctor can go over the results of the ultrasound from the ER with me. I asked why..all she could say was the doctor feels isn't necessary for you to come in and she will be sending you for another ultrasound.

I'm very confused by all this I get good news then bad news then good...I just don't know if I should get too happy with this pregnancy. something seems to come up I'm just frustrated and needed to vent if any of you have gone through this it would make me feel a little better although I know no two people are the same. and things happen for a reason. it's like my last pregnancy I didn't have a positive test of any sort meaning blood test....urine test....or ultrasound until I was almost three months..to this day doctors don't know how the ultrasound techs weren't able to see him...hope this baby is just a little sneak like my little man who just turned two this past may..

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At my 20 week scan, baby's femur was measuring 2 weeks behind (27mm), rest of body is measuring fine and no obvious abnormalities were evident..doctor said there probably isn't a problem (you never know if they are hiding something though) and I have to go for a rescan in 5 weeks. to see how much they have grown. was just wondering if this has happened to anyone or if anyone could shed some light on the situation...stupid me have made myself worry looking on Google, and been seeing that this is a soft marker for things like down syndrome (I am at very low risk according to blood tests) and dwarfism along with a bunch of other chromosome defects.. every day I am more worried and am looking for advice if anyone can help me! just to add, she said it's not consistent with dysplasia. hoping someone can help. thanks

- **Baby is not moving**

hi I'm 19 weeks pregnant with my 3rd baby but I still haven't felt it move!! Is this something to worry about??? any advice

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I felt my baby move very clearly. But last two days he does move but not as fast or constantly as before that I felt two days ago. Is there any problem. I am very much tensed. Please anyone help me.

- **Bleeding during pregnancy**

Hi ladies, I have been bleeding on and off for the past 4 weeks, I'm coming into my 12th week this week. The bleeding has been very mild, sometimes darker than others and have had a couple of times with bright red. I have had 3 scans, the last one was only 5 days ago. The baby is fine and growing well. I'm now waiting on my 12 week scan date. They Drs and my midwife don't know why this is happening they said it's just one of those things, they



don't seem to concerned. When it happens now I don't worry as much as I did the first time it happens but I just want to hear some similar stories so I know I'm not alone, I know it's not normal to bleed but at the same time I know it's not uncommon.

- **Diagnosed with Bells Palsy during pregnancy**

I was diagnosed with Bells Palsy on Monday. It's very scary and upsetting. I'm struggling to cope with it and keep crying and naturally very stressed. I'm so worried about the baby. At this moment in time I'm dreading my waters breaking as I have no strength in my mind or body to give birth. I am completely mentally drained and as I'm not getting any sleep at night at all I'm weak. Also I'm guessing in shaking in my legs and arms due to shock. This condition is to do with immune system and I can't help thinking the sooner the baby is out the quicker I will recover as am I right in thinking the baby is drip feeding off my immune system? I have a home visit today from a midwife I've never met before and really want to speak about having a c section asap! I have lots of family and a great oh who will be able to help with the baby and with my recovery. Do u think I am wrong to ask for a c section? I'm so confused and stressed. I've also got an appointment with a maternity consultant tomorrow due to having Bells Palsy while pregnant and was going to mention a c section to her too. Fingers crossed my waters don't break before a decision is made. Any thoughts on this will be appreciated.

- **Distressed by scan**

My wife and I have just been for our 12 week scan, there is a lot of fluid on the top of the baby's head and the head is cone shaped..as you can imagine this is quite distressing and to make matters worse we have to wait until Monday to see the D/W fetal med team at the hospital as there were no available appointments. It says on my wife's notes ""fluid seen in the cerebral cavity slight cone shaped skull. Can anybody shed any light on this please?

- **Uncomfortable because of skin tags**



I'm 38 Weeks pregnant and I've had two skin tags 'down below' I've been too embarrassed to mention to my midwife, she's not very approachable. But since my last appointment at 36 weeks I've developed even more. I've probably got about 8 and I'm uncomfortable anyway due to pressure from baby which I know is normal. I'm just worried they will cause problems at birth or that there not actually skin tags but something awful. I'm getting very worked up about this and have a midwife appointment at 3pm today only it's with a different midwife as mine is on hold. I'm going to have to mention it but not sure what to say. I'll probably end up in tears as I've been stressing which I know isn't doing me or the baby any good. If anyone can offer any advice I would appreciate it very much. "