

What Keeps Gen X And Millennial Moms Up At Night?

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New Braun Survey Reveals Fever as #1 Concern When Caring For Their Sick Children
MARLBOROUGH, Mass., Nov. 15, 2016 /PRNewswire/ -- Despite their generational differences, three out of four Gen X and Millennial moms list fever as their number one concern when caring for their sick children, far above other symptoms of illness, including vomiting, diarrhea, chills, coughing and headache. The findings are part of a new survey by Braun, maker of the #1 best selling thermometer, the ThermoScan® 5 Ear thermometer, and compares behaviors and attitudes of 1,000 Gen X moms (currently aged 37-52) and Millennial moms (currently aged 20-36), when caring for their sick child.

Survey Highlights

- 74% of all moms surveyed said they were either extremely or very concerned about fever in their children – far more than any other symptom. More than 93% expressed some level of concern.
- The Braun survey also reveals all moms regardless of their age and experience, ride an emotional rollercoaster when it comes to caring for their sick child: at first feeling nervous (64%), anxious (64%), and protective (93%) prior to taking their temperature.
- However, taking their child's temperature quickly eases those concerns by helping them feel informed (67%), responsible (64%), prepared (59%), and in control (52%).
- Both groups listed accuracy as the most important attribute of a thermometer (Gen X, 60% vs. millennial, 52%). However, millennial moms prioritized comfort over their Gen X counterparts (31% vs. 20%), followed by ease of use and speed of reading.

"While a thermometer doesn't help cure a fever, it plays an essential role in helping moms feel more confident and in control once it does occur. That's why an accurate thermometer is so important," says Dr. Keri Peterson, a notable Manhattan-based physician. "I like the Braun ThermoScan® thermometer because it takes a temperature

reading from the ear canal in close proximity of the eardrum, which shares the blood supply of the brain's temperature control center."

For parents who don't want to touch or wake up their sick child, Dr. Peterson prefers the Braun No touch + forehead thermometer. "It's a great option because it provides a reading in only two seconds, whether gently touching a child's forehead or from up to two inches away."

A Thermometer to Meet Everyone's Needs

Whether an experienced or first-time mom, Braun thermometers are designed to meet the changing needs of growing families.

Braun No touch + forehead thermometer offers Braun's fastest, most comfortable clinically accurate temperature reading. Innovative Braun technology captures twice as much body heat compared to traditional forehead products. With the confidence of Braun technology, parents can get the same professional accuracy whether gently touching their child's forehead or from up to two inches away. Available nationally at most Mass, Drug and Online retailers for a Manufacturer's Suggested Retail Price of \$59.99.

The Braun ThermoScan® 5 Ear thermometer is the number one best selling thermometer in the US*. The ear canal is the best site to measure a fever because of its close proximity to the eardrum, which shares the blood supply of the brain's temperature control center. Available nationally at most Mass, Drug and Online retailers for a Manufacturer's Suggested Retail Price of \$49.99.

*Based on dollar sales of syndicated thermometer data.

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