
























MOM© MY OMNIBUS FOR MUMS, PARENTS

 January 	 Feb-15th Omnibus MOM© Kids 	 Mar-15th Omnibus MOM© Baby 
 Apr-16th Omnibus MOM© Baby 	 May-15th Omnibus MOM© Kids 	 Jun-15th Barometer Magicmaman  
 Jul-16th Omnibus MOM© Baby 	 August 	 Sep-17th Omnibus MOM© Baby 
 Oct-15th Omnibus MOM© kids 	 Nov-15th Barometer Magicmaman  	 Dec-17th Omnibus MOM© Baby 

Each month, benefit from our offer of syndicated fields, omnibus to pre and post test, get feedback, validate your projects ... from parents, future and young moms

OMNIBUS MOM© 8 waves

Representative sample
 • IDM's access panel

Baby : 360 parents with children under 3 years old

Kids : 540 parents with children from 3 to 12 years old

Online fieldwork
 France and international
 Budget : from 600€ HT

BAROMETER MAGICMAMAN 2 waves

Representative sample
 • IDM's access panel

1 200 pregnant women and moms with children up to 3 years old : 300 pregnant women, 300 moms with a child under 1 year old, 300 moms with a child from 1 to 2 years old, 300 moms with a child from 2 to 3 years old

Online fieldwork
 France
 Budget from 950€ HT