



## The Parents Network Custom Media Communicating with Millennial Moms

November 4, 2009

# The Changing Face of the Birth Market

- Over 4.3 million births were recorded in 2007—the largest number of births ever recorded in the U.S.
  - Major birth increases in two population segments: the Millennials and the Hispanic population (whose fertility rate is 70% higher than non-Hispanic whites)
- Births are projected to rise to 4.6 million in 2020
- 79% of all first-births and 68% of all births are to Millennial moms (born after 1977)
- Hispanic births now represent 25% of all U.S. births, more than all other minority groups combined
- Hispanic births are expected to represent nearly 1 in 3 births by 2030
- By 2040, the Census Bureau expects the Hispanic population to top 100 million, representing over 1 in every 4 persons in the U.S.
- Mothers are continuing to delay childbirth and are returning to work
  - The average age for a first-time mom is now 25.0, up from 21.4 in 1970
  - Nearly three-fifths (57%) of women with a recent birth are in the labor force

Source: National Center for Health Statistics (NCHS); U.S. Census Bureau.

# More Birth Market Changes

- The U.S. teen birth rate increased in 2006 and 2007 for the first time since 1991, from 40.5 births per 1,000 women aged 15-19 in 2005 to 41.9 in 2006 to 42.5 in 2007
- All measures of childbearing by unmarried women rose to historic levels in 2007, with the number of births, birth rate and proportion of births to unmarried women increasing 3% to 5% over 2006
- The low birth weight has been rising for 4 decades, climbing to 8.2% in 2007
- The preterm birth rate has also been rising, to 12.7% of all births in 2007



# U.S. Breastfeeding Trends

- 77% of infants born from 2005-2006 were breastfed, an increase from 60% among infants born in 1993-1994
- Breastfeeding rates were significantly higher among those with higher incomes (74%) compared with those who had lower incomes (57%)
- Breastfeeding rates were higher among mothers aged 30 and older
- No significant change in the rate of breastfeeding at 6 months of age for infants born between 1993 and 2004



Source: Data Brief Numbers, National Center for Health Statistics, April 2008.

# Millennials are a Unique Generation

Millennial

Born 1977-1996

40.8 million women



Key Characteristics:

- Technologically fluent
- Effortless multi-taskers
- Highly social
- Constantly networking
- Committed to changing the world for the better
- Title 9= Sports involvement, confidence and “girl power”

Gen X

Born 1965-1976

24.2 million women



Key Characteristics:

- Focused on creating a quality family life
- Feel they are entitled to having balance in their lives
- Creative, independent, green, tech-savvy
- Longing for simplicity (cooking, knitting, quilting)

Boomer

Born 1946-1964

40.1 million women



Key Characteristics:

- The original “super moms”
- Offspring among the original “latchkey kids”
- Difficult to say no to their kids
- Their lives are overflowing

Source: The Gamma Report, 2007; Mintel Marketing to Moms, 2007; U.S. Census Bureau, Current Population Survey.

# The Hallmarks of the Millennial Generation

- Authorship
  - Millennials have long had the ability to create marketplace solutions on their own—from blogging to voting someone “off the island”
  - It’s cool to be smart
  - She feels free to experiment and make mistakes
  - Millennials are confident in making decisions affecting their pregnancy and children
  - They don’t expect to be perfect
- Autonomy
  - They relish independence and want things “my own way”
  - Millennials are comfortable in their skin
  - Millennials don’t want to conform their birth method—they want to customize it
    - Only 1 in 4 expectant women take childbirth education classes because they want to choose their own birth plan
- Authenticity
  - They are able to see through the hype
  - 78% of Millennial moms are focusing more on controlling what they can and worrying less about things outside of their control
  - The idea of a supermom has become a thing of the past
  - Expect honesty and integrity

Source: Yankelovich, 10 Things About Echo Boomers; Journal of Prenatal Education; Childbirth Connection, Listening to Mother II, October 2006; Meredith Millennial Research Study, June 2008, Zeldis Research Associates; Maria Bailey, BSM Media; Frank About Women.

# Millennial Moms Rely on Information from Experts and Other Moms

## Rely on Experts For:

- Health-related issues
- Child development
- Safety issues
- Scientific studies
- Nutrition information

## Rely on Other Moms For:

- Parenting tips and strategies
- Sleep issues
- Feeding issues
- Product recommendations
- Inspiration



# Moms Turn to Different Sources for Parenthood Information

## Top 5 Resources for Moms:

1. Family/Friends
  2. Magazines
  3. Health/Parenthood Sites
  4. Medical/Healthcare Provider
  5. Books
- WIC moms however show a greater inclination to turn to TV as a resource—38% rely on it compared to just 29% of non-WIC moms.



# Magazines and the Internet Fulfill Different Needs

## Magazines provide me-time and authoritative content

- Most enjoyable way to get parenting information 66%
- Most credible/trustworthy source of parenting info 58%
- Provides parenting information/advice that is easiest to understand 53%
- Most inspirational 49%

## The internet provides convenient, timely information

- Easiest or most convenient to use 65%
- Most relevant and up-to-date parenting information 57%


## Both provide content where and when she wants it

- Provides expert content 51%
- The most supportive and reassuring content 49%
- Most useful source of parenting information/advice 47%
- Most influences my purchasing and brand decisions 44%

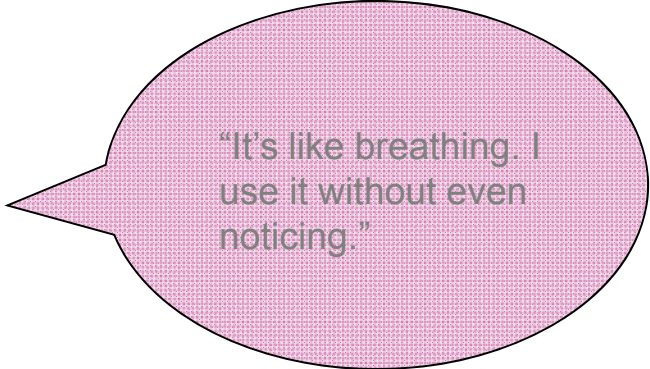
Source: "Second-Time Moms Survey," *American Baby*, 2008 (Base: Millennials).

# Millennials are Tech-Native

- First generation to have grown up on the internet—how many ways are you plugged in?
- 2007 was the first year women outnumbered men online
- Use technology to seamlessly integrate all areas of their lives
  - 20% of all women regularly participate in online discussion
  - 66% of women go online to pass the time
  - 83% of women have used the internet for health information
- Millennial moms don't always live next door to their parents, so they turn to their peers, blogs and web community—it takes an online village to raise a child



"It isn't technology for the sake of technology. It's about making connections and staying connected."



"It's like breathing. I use it without even noticing."

# Millennials Want to Feel Connected

- Millennials place a high importance on feeling connected to other women
- 56% of blogs are created by women
- 45% of women say that digital communication has improved their relationships
- 20% of women actively participate in online communities
- Friendship with other women provides them with:
  - Perspective and non-judgmental support
  - Adult interaction and socialization
  - Advice and honest assessments
- They find this support in a variety of places:
  - Best friends
  - Their mothers
  - “Online” friends through social networking
  - Mom groups



# Online Connection Saves One Baby's Life



# Use of Social Media Continues to Grow

- 75% of Internet users report participating in some form of social media
  - 80% of Millennial women use the Internet to socialize
- Nearly 48% of Internet users have visited video sharing sites
  - YouTube now reaches a larger audience (34.6%) than Wikipedia (29.1%)
- Facebook has boomed and now reaches 17.9% of the Internet population
- Twitter is 14 times bigger than one year ago (measured by unique page views in February 09 vs. February 08)



# New Moms Lead Social Media Use

- New moms want to share their experiences with other moms and social media is the perfect place to do it
  - More than 2 in 3 new moms have visited a social networking site (Index 286)
  - More than 2 in 3 have a blog (Index 270)
  - More than 1 in 2 have 1+ social networking profiles (Index 184)
- Word-of-mouth is powerful on social networks
  - 62% of women have reviewed or talked about products within their social networking profile pages
  - Consumers now rely on social media as much as consumer websites for product and brand information



# Millennials Want to Feel Connected, No Matter Where They Are

- Mobile is mass market
  - 81% of all women 18+ have a cell/mobile phone
  - 81% of Millennials carry their cell phone everywhere they go
  - Millennial women lead in adoption of new media mobile applications:
    - 28% of Millennial women are interested in watching video on their phone vs. 16% of all women
- Recession Proof
  - Viewed as a functional tool they cannot live without, 71% of consumers plan to use a mobile service daily
  - 24% of Millennials say their cell phone/blackberry is the “last thing they would sacrifice out of economic necessity” if forced to give something up



# Millennials: The Leaders of Mobile Usage

- Social media is driving mobile browsing
  - The activity has increased over 200% over the past year
  - 52% of all mobile users access the web from their phones
  - 25% of all mobile users access video and social networks via their mobile device
- Millennials are the leaders in mobile internet usage and text messaging
  - 85% of 18-29 year olds have sent or received text messages
- Moms, in particular, love to text: 60% of all moms send text messages
  - In the past year, the growth rate for text messaging among Hispanic (49%) and African American moms (57%) outpaced that of Caucasian moms (39%).
  - In fact, African American and Hispanic moms are more likely to look at ads sent via text (Index 159 and 125, respectively).
  - They are also more likely to use texting to respond to ads (Index 231 and 149).



# The New Breed of Eco-Aware Mom

- Millennials volunteer at a disproportionate rate and think globally about the environment, their community and society
- Phrases like “BPA-free” are now on the radar of more moms, and they’re looking for guidance
- Millennials want to lead by example and are stretching the “take responsibility for your actions” mantra
- The timeless need for convenience underscores all: “Greenvenient”

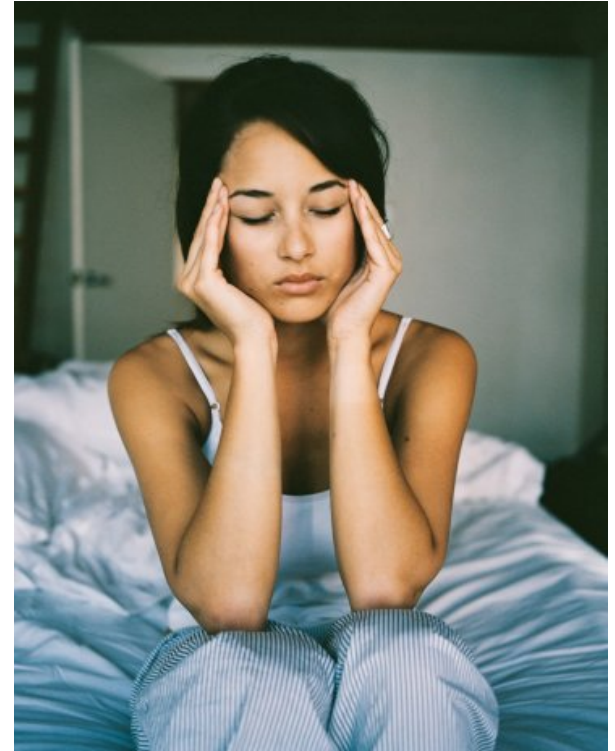
“I’ve become more aware of the world and the long-term implications of events. I am making more of an effort to be environmentally conscious...by doing my part, I’m hoping to help ensure that my child gets the same things out of life that I did.”  
– New Millennial Mom



Source: Mother Naturals: “Understanding the New Breed of Eco-Aware Mom,”  
Iconoculture, April 2008.

# What is Keeping Moms Up at Night?

- 95% are worried about external influences on their kids
- 95% are worried about children-to-children problems
- 93% are worried about finances
  - Millennial moms are more worried about debt, the cost of raising kids, and housing costs vs. moms of all ages
- 90% are worried about health
  - Millennial moms are more worried about the health of their children, their personal health and partners', and food safety vs. moms of all ages
- 81% are worried about the quality of education



# Finances Weigh Deeply On the Minds of Moms

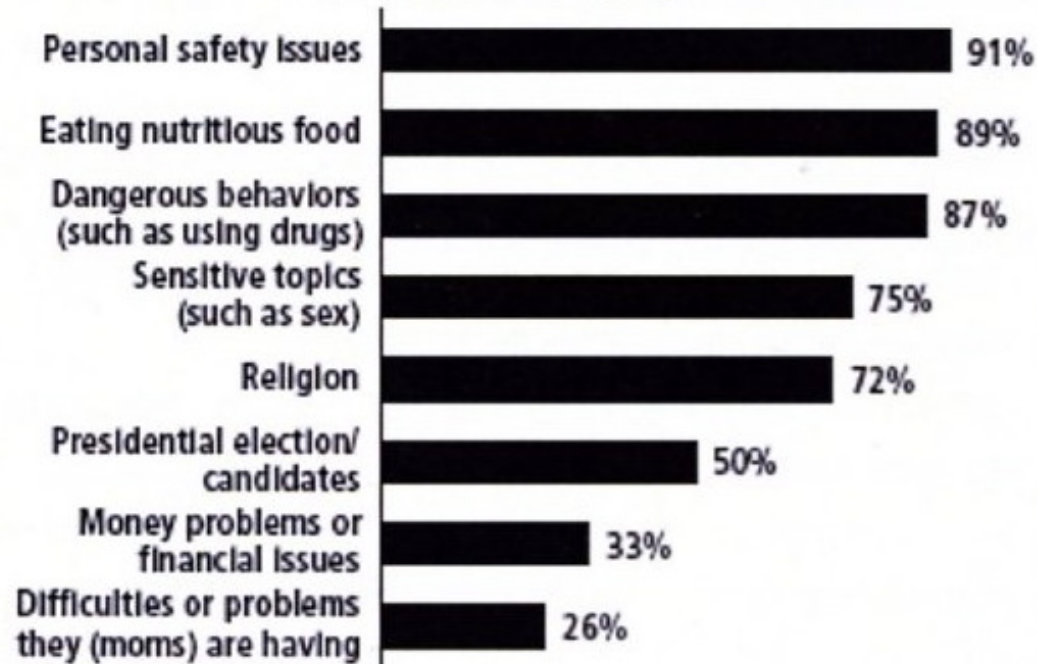
- Because moms often manage household finances, they are being confronted with tough decisions due to the current financial crisis
  - 40% of moms with at least one child under the age of 18 in the house feel stressed about their current family life
  - Nearly 90% of all moms saw the economy getting weaker before the Wall Street collapse
- Now more than ever, moms are trying to find ways to simplify their lives and to save time and money
  - 75% of moms are using leftovers in an effort to save money
  - 63% of moms are trying to do more one-stop shopping, often doing so in bulk, to make more meals at home
  - 46% enlist their older children to help with household chores



Source: "State of the American Mom," Marketing to Moms Coalition, October 2008.

# What is She Talking to Her Kids About?

## WHAT MOMS TALK ABOUT WITH THEIR CHILDREN, 2008



SOURCE: Just Kid Inc.

# Implications for You

# How to Communicate with the Newest Generation of Moms

- Instant Gratification
- Personalization
- Diversification
- Connect with Her as a Multi-Dimensional Mom
- Start a Dialogue and Give Her a Vote



Source: Dawn Costantini, The Newest Generation of Moms; Frank About Women.

# Instant Gratification

- More than any other generation of moms, Millennials are time-pressed—and convenience is key
- Millennials grew up on the speed of the Internet and shorter commercial messaging
- Demand quick access and immediate action
- Millennial moms look for quicker responses to accommodate their hectic schedule
- Mobile is playing an increasingly more important role in their lives as it acts as a multi-functional information device



Source: Lucid Marketing, Marketing to Moms.

# Personalization

- Technology has given this group the ability to personalize their lives
- Today's mom has custom web pages, iPods tailored to their own taste and the ability to watch their favorite TV shows on their own schedules
- Message should be personalized and interactive to catch her attention



Source: Lucid Marketing, Marketing to Moms; GfK Need to Know Reports June 2009.

# Diversification

- Millennials represent the most diverse generation of moms to date
- Represent more cultures and ethnicities, but are also quick to embrace different cultures
- Messages must reflect diversity in imagery and message to appeal to all Millennials



# Connect with Her as a Multi-Dimensional Mom

- Connect with what matters to her as a mom but do so with a generous appeal of her non-mom self
- Recognize that she is multi-dimensional and doesn't want to give up her pre-mom identity



Source: Frank About Women.

# Start a Dialogue and Give Her a Vote

- Prefers the way of a two-way conversation—doesn't want to be talked at
- She likes being involved
- She wants to feel like she is getting a recommendation from a friend—someone she can relate to



Source: Frank About Women.

# Understanding the WIC Mom Market

# WIC Moms are Experienced Moms

- The majority of WIC moms are experienced moms, and have at least one child in the household.
- Among prenatal moms, WIC moms report having nearly double the number of children in their household compared to their non-WIC mom counterparts (1.5 children vs. 0.8 children, respectively ).



Source: The Parents Network MomTrak™, September 2009.  
Base: Prenatal and Postnatal Moms.

# WIC Moms are Breastfeeding

- The majority of WIC moms (76%) planned to or did breastfeed
- However, nearly half (47%) planned to/or did so for less than six months
- 1 in 5 WIC moms (19%) did not plan to/or did not breastfeed (compared to 13% of non-WIC moms)



Source: The Parents Network MomTrak™, September 2009. Base: New Moms.

# WIC Moms Taking Some Steps to Prepare for Labor & Delivery

## Top 5 Steps Taken in Preparation for Labor/Delivery:

1. Watch TV show on labor delivery
  2. Took hospital tour
  3. Create a birth plan
  4. Attend childbirth class
  5. Watch other mom's birth videos online
- Nearly half of WIC moms (49%) opted to watch a TV show on delivery, with taking a hospital tour a distant second (32%)



# Prenatally, WIC Moms Experience a Range of Emotions



Source: The Parents Network MomTrak™, September 2009. Base: WIC Prenatal Participants.

# After Baby's Birth, Positive Emotions Rise to the Surface



Source: The Parents Network MomTrak™, September 2009. Base: WIC Postnatal Participants.

# WIC Moms are More Likely to Raise Bilingual Kids

- Nearly 2 in 5 WIC moms plan to raise their children bilingual (compared to 1 in 3 non-WIC moms)



Source: The Parents Network MomTrak™, September 2009. Base: New Moms.

# WIC Moms Focus After Baby's Birth

## Top 5 Topics WIC Mom Focus on After Baby's Birth:

1. Comforting baby
  2. Bonding with baby
  3. Stretch marks
  4. Birth control & using formula (tied)
  5. Mom's separation anxiety
- The leading concern of WIC (and non-WIC moms) is, naturally, the well-being of their child.
  - Their most immediate concerns following that however depart from non WIC moms: the focus turns to more personal issues, i.e., stretch marks, birth control where non-WIC moms are more focused on breastfeeding.



# Importance of Dad's Involvement (Before Baby's Birth)

## Top 5 Areas WIC Moms Want Their Partner's Involvement In:

### PRENATAL:

1. Assisting with delivery
2. Feeling baby's movement
3. Attending prenatal doctor visits
4. Sympathizing with mom's changes
5. Pregnancy pampering



# Importance of Dad's Involvement (After Baby's Birth)

**Top 5 Areas WIC Moms Want Their  
Partner's Involvement In:**

POSTNATAL:

1. Diapering baby
2. Baby-proofing
3. Bottle-feeding baby
4. Putting baby to bed
5. Reading to baby



Who is the #1 Celebrity Couple  
that WIC Moms Want  
to Babysit Their Child?

# 50% Say: Barack and Michelle Obama!



Source: The Parents Network MomTrak™, September 2009. Base: WIC Postnatal Participants.

# Only 23% Say: Tom Cruise and Katie Holmes



Source: The Parents Network MomTrak™, September 2009. Base: WIC Postnatal Participants.

# Conclusions

- Breastfeeding – keep up the good job!
- Stress, back pain, inability to lose weight, weight gain...concerns after baby is born
- Help her partner be more involved before and after baby
- Make her part of the conversation – talk with her, not to her
- Peer-to-peer support resonates
- Don't be afraid of technology! Your moms are using it and you can use it to reach them in new and effective ways.