



# The Parents Network Custom Media State of the Mom Market Research Insights

May 25, 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 were 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



Source: "Births: Preliminary Data for 2007," National Center for Health Statistics, March 2009.

# 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

Source: Meredith Millennial Research Study, June 2008. Zeldis Research Associates.


# Millennials Get Their Information from a **Multitude of Sources**

	Magazines	Internet
<b>Magazine Dominant</b>		
Most enjoyable way to get parenting info	66%	22%
Most credible/trustworthy source of parenting info	58%	34%
Provides parenting info/advice that is easiest to understand	53%	36%
Most inspirational	49%	23%
<b>Both</b>		
Provides the most expert content	51%	40%
The most supportive and reassuring	49%	38%
Most useful source of parenting info/advice	47%	45%
Most influences my purchasing and brand decisions	44%	40%
<b>Internet Dominant</b>		
Most relevant and up-to-date parenting info	36%	57%
Easiest or most convenient to use	26%	65%

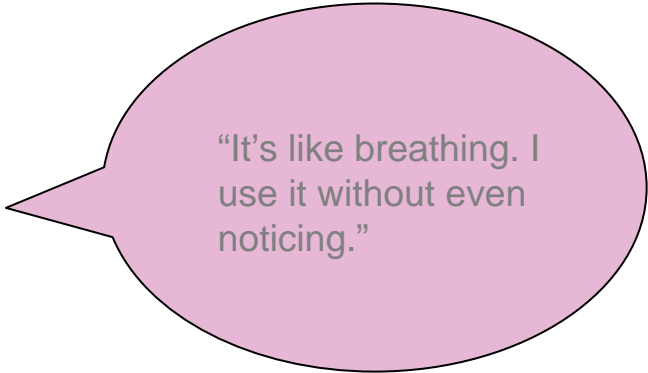
Source: "Second-Time Moms Survey," *American Baby*, 2008.

# 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.”

Source: Mintel's 2007 Marketing to Moms; Iconoculture; New Media Strategies; Burst Media.

# Millennials Want to Feel Connected

- Millennials place a high importance on feeling connected to other women
- 20% of women actively participate in online communities
- 56% of blogs are created by women
- 45% of women say that digital communication has improved their relationships
- 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



Source: Meredith Millennial Research Study, June 2008. Zeldis Research Associates; Pew Internet, Persus Project.

# 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 15.4% of the Internet population
- Twitter is 3 times bigger than one year ago



Source: "The Growth of Social Technology Adoption," Forrester Research, October 2008; Deloitte's 2007 State of the Media Democracy Survey; New Media Strategies.

# 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?

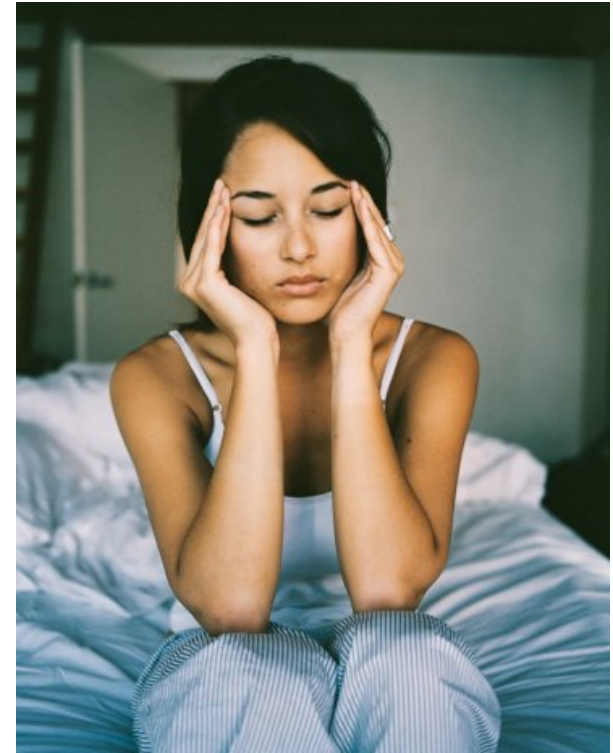
Because moms often manage household finances they are being confronted with tough decisions due to the current financial crisis.

- 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
- Moms are continuing to try to find ways to simplify their lives, now more than ever

## What Moms are Doing to Save Time and Money

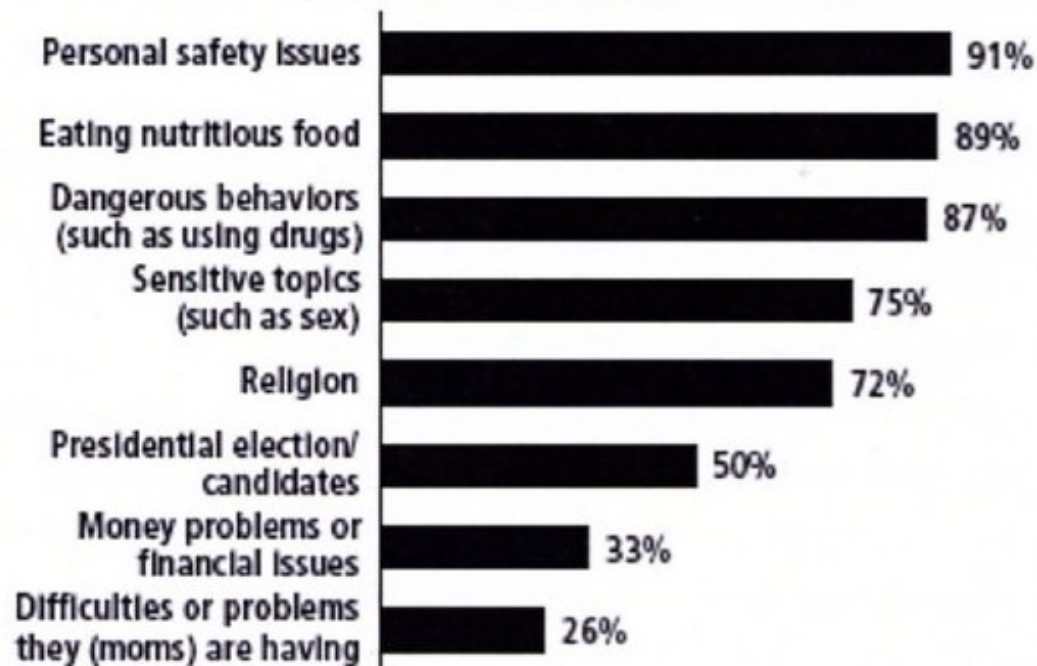
- 75% of moms are using leftovers more this year in an effort to save money
- 63% of moms are trying to do more one-stop shopping, often doing so in bulk, to make more meals at home
- 46% enlist their older children to help with household chores

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.

Source: JustKidsInc.com

# 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



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.

# 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.

# The “Mom Market”:

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