

Marketing to Moms - US - October 2018

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The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list.

- Dana Macke, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- **Moms, kids, and technology**
- **Moms and social media**
- **Moms at work and at home**
- **Moms and finances**

One way brands can provide moms more value is by helping her balance all the contradictions she faces: wanting her kids to understand technology, but not be consumed by it; wanting to be a full-time parent, and also a part of the working world; wanting to connect with other moms, but perhaps not feeling comfortable sharing the intimate details of family life.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Moms, kids, and technology

Moms are for technology

Moms are against technology

Figure 1: Moms' attitude toward kids and technology, July 2018

Moms and social media

Moms embrace social media

Moms fear social media

Figure 2: Moms' attitudes toward social media, July 2018

Moms at work and at home

Moms want to stay home

Moms want to go to work

Figure 3: Attitudes toward working inside and outside of the home, by employment status, July 2018

Moms and finances

Moms have stable finances

Moms worry about having enough

Figure 4: Current financial state, February 2018

What it means

The Market – What You Need to Know

Birth rate continues to fall

Mature moms

Most moms are working moms

Moms' mind on their money

Sharing is caring

Moms by the Numbers

Birth rate continues to drop, but share of moms goes up

Figure 5: Annual births and general fertility rate, 2006-17

Small families remain the norm

Figure 6: Average number of own children under 18 per family by type of family, 1960-2017

New families are old families

Figure 7: Birth rates by age of mother, 2010 and 2016

Even with demographic shifts, most children are born to moms <40

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Figure 8: Share of births by age of mother, 2016

Moms are working, particularly while their kids are school aged

Figure 9: Labor force participation rate of mothers by age of youngest child, 1975 and 2015

Moms and Money

Moms less positive about their financial affairs

Figure 10: Opinion of current financial situation, July 2018

Moms and dads differ in their outlook

Figure 11: Opinion of future financial situation, July 2018

Childcare is a primary expense

Figure 12: National average weekly cost of childcare, 2013-17

Keeping finances apart

Figure 13: Sharing bank accounts, July 2018

How Moms Spend Their Time

Moms shift from unpaid to paid work

Figure 14: Tide PODS® | Denim Hacks Made Simple Using Tide PODS® Plus Downy, September 2017

Figure 15: Average hours per day spent on paid/unpaid work, 2017

Moms can take a lesson from dads on self-care

Figure 16: Time spent on leisure and sports, 2017

Facebook is moms' platform of choice

Figure 17: Daily social media usage, September 2018

On Moms' Minds – What You Need to Know

Going beyond milestones

Social media support

Fun with food

Breastfeeding still a battle

When a baby book won't do

What They're Into

Targeting moms beyond the birth day

Figure 18: American Greetings Commercial | Tattoo | #GiveMeaning, May 2017

Figure 19: The New Volvo XC60 – Moments, June 2017

Showing the stronger side of moms

Figure 20: Once a Mother, Always a Giant | Brawny Paper Towels, May 2017

Figure 21: TV Commercials | Spring 2017 | All Hail the Carhartt Woman, May 2017

Figure 22: YETI Presents: My Mom Vala, May 2018

New media as support group

Kristen Bell lets moms off the hook

Figure 23: #Momsplaining with Kristen Bell: PregnancyRealness, January 2018

Food solutions for moms and kids

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Figure 24: Bring Your Kitchen To Life: House

What They're Over

Families rethink screen time

Over-parenting is over

Figure 25: Don't Call Me Precious – Anthem (English subtitles), June 2018

What's Next

Expanding beyond the baby space

Lactation innovation heats up

HopSkipDrive handles the carpool

Making memories for moms

Brands consider kid-friendly uses for digital assistants

Figure 26: Echo Dot Kids Edition, April 2018

The Consumer – What You Need to Know

Moms find apps useful, but maybe not crucial

Moms approve of tech use, to some degree

Moms may feel they never have enough

Tech and college prep are areas for guidance

Bullying is a big worry

Moms ready to Bon Voyage when kids leave home

Most working moms would rather be at home full-time

Trends Impacting Moms

Redefining Adulthood and Millennial moms

Moms On Display

Switch On or Switch Off

Moms' Use of Technology

Mobile and social are important – and still have room to grow

Mobile apps help moms manage

In their words – using mobile apps

Social media plays a supporting role

In their words – using social media

Figure 27: Moms' use of mobile apps and social media, July 2018

Moms lead on the social front

Figure 28: Use of mobile apps and social media, by moms and dads, July 2018

As kids age, moms keep track

Figure 29: Moms' use of mobile apps, by age of kids, July 2018

Moms with older kids less inclined to share

Figure 30: Moms' use of social media, by age of kids, July 2018

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Kids and Technology

Split decision on the importance of technology

In their words – is technology helpful or hurtful?

Figure 31: Moms' attitude toward kids and technology, July 2018

Technology is an issue, even for younger kids

In their own words: At what age should kids get a phone?

Figure 32: Moms' attitude toward kids and technology, by age of kids, July 2018

Moms and dads share common opinions on tech

Figure 33: Attitudes toward kids and technology, by moms and dads, July 2018

Managing Time and Money

Finances may be stable, but still might not be enough

Figure 34: Moms' time and money management, July 2018

Moms' trade-off between time and money

Figure 35: Serena Williams: Until We All Win, March 2018;

Figure 36: Moms' time and money management – Select items, July 2018

Free time is moms' greatest luxury

Figure 37: World's Toughest Job - #worldstoughestjob – Official Video, April 2014

Figure 38: Time and money management – Select items, by gender and parental status, July 2018

Making Household Decisions

Moms have confidence, but could still use a boost

Figure 39: Decisions about finances and health, July 2018

Moms may be open to more info around tech usage

Figure 40: Decisions about raising kids, July 2018

College prep may be a question mark

Figure 41: Updated 2018 Subaru Forester Spotlight Teaser, June 2018

Figure 42: Decisions about kids' futures, July 2018

Men more confident across the board

Figure 43: Confidence in making decisions, July 2018

Issues of Importance

Mental health on moms' minds

In their own words: challenges kids face

Figure 44: Top issues of importance, July 2018

Tech addiction may be a concern, but not the top priority

Figure 45: Top issues of importance – Select items, by gender and parental status, July 2018

Top issues impact kids of all ages

Figure 46: Top issues of importance – Select items, by age of children, July 2018

Moms' Dreams for Herself

Travel is on moms' wish list

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Moms' lack of time and money limit their ability to travel

In their own words: moms' dreams for herself

Bigger commitments may seem too daunting

Health comes before vanity

Giving back is another priority

Figure 47: Moms' dreams for herself, July 2018

A wardrobe upgrade is a treat for moms

Figure 48: Stitch Fix online advertisement, September 2017

Figure 49: Trunk Club email, August 2018

Figure 50: Moms' dreams for herself, July 2018

Income shapes top desires

Figure 51: Moms' dreams for herself – Select items, by household income, July 2018

Working Inside and Outside of the Home

End of the mommy wars

Working and stay-at-home moms feel the need to justify their decision

Working is more likely a necessity than a choice

Figure 52: Attitudes toward working inside and outside of the home, by employment status, July 2018

Purpose comes from kids, but also a career

Figure 53: Attitudes toward professional goals, by employment status, July 2018

Dads derive more from the working world

Figure 54: Attitudes toward professional goals, by gender of parent, July 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – Moms by the Numbers

Figure 55: Annual births and general fertility rate, 2006-17

Figure 56: Birth rates, by age of mother, 2010-16

Figure 57: Births, by age of mother, 2016

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