



Marketing To Moms Coalition

State of the American Mom

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Marketing to Moms Coalition State of the American Mom 2007



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State of the American Mom 2007

I. INTRODUCTION AND PURPOSE

The *State of the American Mom 2007* Report was prepared by the Marketing to Moms Coalition.

The Marketing to Moms Coalition is an independent organization dedicated to supporting and promoting an understanding of mothers as the most powerful consumer group in the U.S.

A resource for industry professionals, the coalition is dedicated to providing insights, identifying trends and connecting members. The coalition will deliver on its mission by:

- Sharing Best Practices
- Disseminating proprietary research
- Awarding the HER seal to companies and brands that honor, empower and respect mothers
- Offering networking opportunities for like-minded marketing professionals
- Hosting events and symposia

The purpose of the *State of the American Mom 2007* Report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on American Moms for retailers, manufacturers and other professionals who market to Moms
3. To establish a benchmark for ongoing tracking and as a point of comparison for other studies

Founding members of the Marketing to Moms Coalition

(www.marketingtomomscoalition.org) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP Marketing, Safeco Corporation



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II. METHODOLOGY

A nationally representative sample of American Moms was contacted in early August 2007 via an online invitation. This sample was balance on region, household size, population density, income and ethnicity.

An ending sample of 1,279 Moms with kids under 18 living at home completed the online questionnaire.

Results were analyzed by Insight to Action, Inc.



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III. KEY HIGHLIGHTS – MOM’S PRIORITIES

The 2007 State of the American Mom report was commissioned by the Marketing to Moms Coalition, an independent industry group dedicated to helping corporations understand the needs and desires of mom, and their status as the most important consumer segment in the U.S. -- responsible for more than \$2.1 trillion in spending today. The large scale study surveyed a nationally representative group of 1,279 moms. Among key findings, the top five priorities for moms in order of importance include:

1. Her relationship with her children
2. Quality of education and teachers
3. Safety – in the physical world as well as online
4. Drug and alcohol use prevention
5. Healthy eating and exercise

Due to the large sample size, it is possible to examine the data according to over 20 subgroups, including mom’s working status, age of kid, gender of kid, household income, ethnic origin, degree of permissiveness, traditional values, etc. These detailed results are part of the version that is sold, with a sample below by mom’s working status.

	Total Moms	Total Working	Full-Time	Part-Time	Self-Employed	Non Working
Healthy food/diet for my child(ren)	74%	74%	73%	74%	80%	75%
Relationship between my child(ren) and me	95%	95%	95%	94%	98%	94%
Quality of my child(ren)'s education	94%	95%	95%	94%	97%	92%
Safety of my child(ren) in physical world	90%	89%	89%	88%	93%	90%
Quality of my child(ren)'s teachers	88%	90%	89%	92%	92%	87%
Drug/alcohol use by my child(ren)	85%	84%	86%	79%	84%	85%
Safety of my child(ren) in cyber world, e.g., cyber bullying, stalking	77%	76%	77%	73%	82%	78%
Physical exercise/fitness for my child(ren)	71%	69%	68%	70%	77%	73%
Peer influence on my child(ren)	68%	69%	68%	66%	79%	67%
Quality of my child(ren)'s extracurriculars	55%	53%	53%	52%	52%	58%
Kid's household responsibilities/chores	54%	53%	54%	47%	66%	55%
Quality of my child(ren)'s playdates	49%	46%	46%	40%	59%	54%
Quality of my child(ren)'s sports programs	42%	40%	42%	35%	36%	46%

= 8 points above

= 8 points below

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III. KEY HIGHLIGHTS – ATTENDANCE AT EXTRACURRICULAR EVENTS AND THE CELL PHONE LIFELINE

The State of the American Mom also shows a shift in perception among working moms vs. stay at home mothers. Surprisingly, more working mothers say they attend their child's school and extracurricular events than mothers who do not work outside of the home.

We are a sports dominated culture and this shows up in kids extracurriculars. Sports are the most popular extracurricular at approximately 50% of Moms. The "Arts" enjoy moderate participation: music (21%), art/drawing/sculpture (15%), dance (15%), and theater/drama (7%).

70% of Moms across all ethnic groups are likely to have their child participate in at least one extracurricular.

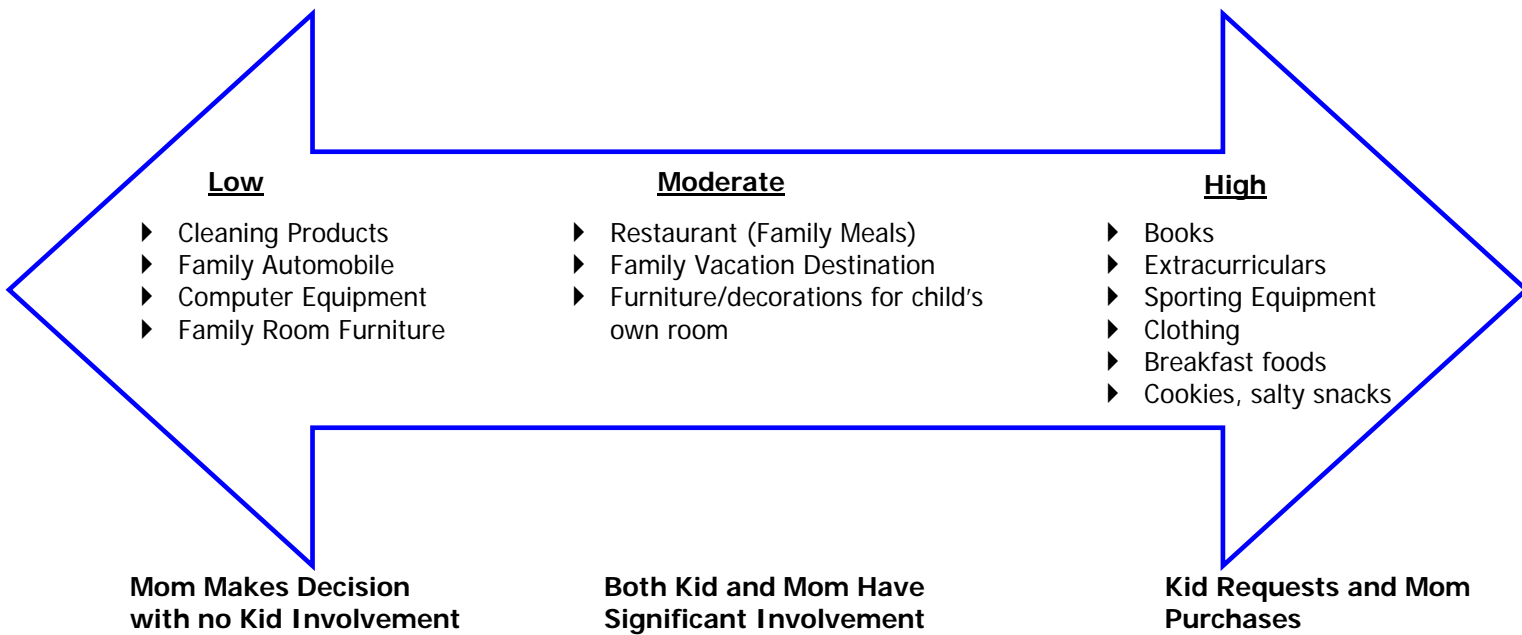
Also of note, African American mothers are the highest cell phone users in the group – relying on technology to talk to their children more frequently throughout the day.



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III. KEY HIGHLIGHTS – KID INFLUENCE

The report examines kid's influence, outright purchasing and pester power across a range of more traditional (cookies, candy) and non-traditional categories (family computer, automobile, travel plans).





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IV. COMPLETE CONTENTS AND PURCHASING THE REPORT

The subgroups available for analysis are shown in the table below.

Marital Status <ul style="list-style-type: none"> - Single/Divorced/Widowed/Separated - Married or Living with Partner 	336 943	Number of Children <ul style="list-style-type: none"> - Only Child Moms - Two Child Moms - Three or More Child Moms 	561 444 274
Age of Children Living at Home <ul style="list-style-type: none"> - Under age 6 - Age 7-12 - Age 13-18 	737 548 442	Employment Status <ul style="list-style-type: none"> - Working Total (Net) - Full-Time Working - Part-time Working - Self Employed - Non-Working 	737 520 156 61 542
Opinion Leadership Groups <ul style="list-style-type: none"> - Opinion Leaders - Middle of the Road/Followers - Late Adoptees 	282 754 242	Child Gender <ul style="list-style-type: none"> - Moms of Boy(s) - Moms of Girl(s) 	925 849
Household Income <ul style="list-style-type: none"> - Under \$35,000 - \$35,000 - \$74,999 - Over \$75,000 	438 494 347	Mom's Education Level <ul style="list-style-type: none"> - High School or Less - Some College/College Grad - Graduate or Professional Degree 	314 857 105
Ethnicity <ul style="list-style-type: none"> - African American - Asian - English-Speaking Hispanic - Caucasian 	197 27 168 847	Practicing Style <ul style="list-style-type: none"> - "Permissives" - "Traditionalists" - "Progressives" 	587 918 898



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The topics covered include the following:

- Most Important Priorities
- Juggling Family Life Demands
- Busy Kid/Busy Mom (Extracurriculars)
- Money and Kid's Allowances
- The Cell Phone Lifeline
- Kid Influence on Household Purchase Decision
- Demographics
- Mom's View of Self (Traditional, Permissive, etc)

The complete set of three 84 page reports is available for sale for \$5,000 from the Marketing to Moms Coalition, Ltd. To purchase these reports, please contact: michal@itoaction.com.