

Parenting Mom Matters

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Actionable insights on the mom market. Compliments of *Parenting* magazine.



At *Parenting* we've invested greatly in exploring and understanding the mom market. Our primary source of insight is the *Parenting* MomConnection panel, our online consumer panel of 5,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This Month: "I Am Woman/Sell Me More"

The beauty of mom.

Gwyneth. Sarah Jessica. Angelina and Demi. The *Desperate Housewives*. What do these women have in common? They're moms. And they're gorgeous, as beautifully put together as any woman anywhere. Because moms *are* women: Our MomConnection study shows that a full 70% are powerfully interested in beauty and fashion. And another 25% is just waiting to be asked to the party (by your invitation?).

Mom still sees herself as hot and happening

% who agree with these statements about beauty and fashion:

I love it—just because I'm a mom doesn't mean I don't care!	18%
I have less time but still like to indulge myself	52%
Those people don't understand my life—I feel left out of the party	25%
I feel guilty if I even think about this stuff!	5%

Baby comes, beauty goes?

Not true. The numbers prove mom still cares about looking good. But how she gets there has changed. Mom needs ease and efficiency: She doesn't have hours to spend finding the perfect lipstick. A simpler beauty routine, products that do double-duty, a no-bull approach, and a more efficient way to shop for beauty products are all ways to mom's heart...and pocketbook.

What puts mom in the mood to buy beauty?

% of moms who agree with the statement:

The items work in my mom life as well as my work/social life	80%
The items are right where I shop for the kids—surprise, something for me!	72%
The store has special "mom-zones" where I can find affordable indulgences for me	85%
I can set up automatic online reordering for health and beauty items	68%
I can research products online before going to the store	78%

What does this mean for you?

Mom's life has changed. But not her desire to look good. Understand the changes and help her achieve her goals and mom—and the billions of dollars she controls—will be yours. Don't treat her like a lady. Treat her like a *woman*.

Tell us what you want to know

Have an issue that needs exploring? A question you'd like answered? Send us your requests for future "Mom Matters" issues and we'll take it from there.

To submit questions or for more information on this or any other aspect of the mom market, please contact your *Parenting* sales rep, Associate Publisher Julie Arkin, or Research Director Cheryl Wilbur at 212.522.8989.

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Insights into the mom market.