

Parenting

Mom Matters

August 2006 - Issue #12

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: How does mom feel about her kids heading back to school?

How much is hype and how much is real?

Judging by what we read in the papers, moms are up in arms about what's going on in schools these days. There's way too much homework! School lunches are unhealthy! School days are too short! School years are, too! But are moms really that unhappy with what's happening in the classroom? Don't ask the press. Just take a look at our latest research.

Should the school *day* be lengthened?

No, children spend enough time at school. They need time for extracurricular activities and just to be kids. **72%**

Yes, but the extended hours should be voluntary. **18%**

Yes, there's not enough time in the day to teach kids what they need to know. **10%**

Should the school *year* be lengthened?

No, kids need a break from school—they're already pushed hard enough as it is. **39%**

No, but there should be more voluntary summer offerings—three months is too long for struggling learners to retain skills. **32%**

Yes, frequent breaks throughout the school year make more sense for both parents and kids. **29%**

Is homework the issue?

Clearly mom is happy with the length of the school day and year. Is the amount of homework bugging her? Not according to our research. 50% of moms think the amount of homework is just fine, and another 35% think it's just "a little too much." Is school

lunch the raging controversy we read about? Nope: Two-thirds of moms are happy with the choices offered. Maybe it's technology that's on mom's mind? Not according to our research:

Do you feel comfortable with the role that technology plays in your child's education?

Yes, there's just the right amount of technology used in the classroom to enhance traditional learning methods. **70%**

No, there's too much importance placed on technology at the expense of traditional learning methods and personal interaction. **15%**

No, there should be more. I feel like my child is behind in comparison to his or her peers. **15%**

What does this mean for you?

What exactly is bugging mom when it comes to kids and school? Maybe nothing. The real message here is: Don't judge what's on mom's mind by what you hear in the press. A good story isn't necessarily a true story. Educate yourself by checking out the in-the-trenches research. To find out what mom is really thinking about and acting on, talk to the people who talk to mom.

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 212.522.1212.

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Insights into the mom market.