

Mom Matters

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:

Happy holidays at retail?

With the economy showing signs of slowing down, plenty of retailers have been nervous about holiday spending this year. Will consumers go for the gold, whether online or at brick and mortar stores?

A recent Maritz Poll found that 37% of respondents planned to shop on the day after Thanksgiving, slightly more than last year's 34%. And Cyber Monday racked up \$733 million, the first time a single day of online retail spending has broken the \$700 million threshold.

But making plans translates into even bigger shopping days where mom is concerned: According to a recent MomConnection survey, a whopping 52% of moms shopped over the Black Friday weekend. And even more impressive, although the percentage of general Internet users shopping online on Cyber Monday is 6%, the percentage of moms doing so is a powerful 16%—proving that when it comes to shopping in any venue, mom truly leads the way.

When it comes to holiday shopping, what motivates mom?

Sure, the number one motivator is price, and has been for the past three years of our survey. But what else motivates mom to spend money during the holiday season? Of the ten statements the top five are:

Price/getting a bargain	83%
I'm trying to create the best holiday experience for my family	50%
It makes my kids happy	47%
Ease/convenience of shopping experience	46%
It makes me happy	31%

She's spending, she's shopping...but what is she feeling?

The numbers haven't changed significantly over the past three years. Most moms find the holidays stressful (a little) and joyful (a lot). Perhaps to the surprise of marketers who tend to emphasize the struggles of the holiday season, mom is not a lot of "Scrooge" and very "It's A Wonderful Life."

Choose the phrase that best describes your attitude towards holiday shopping.

	2005	2006	2007
Call me Santa, I love every minute of it.	22%	21%	20%
It can be stressful, but overall it's a wonderful time of year.	57%	61%	61%
Too much to do in too little time—I'd like it more if I had more help.	16%	14%	15%
Scrooge is my middle name. Can we please skip the holidays?	5%	4%	4%

What does this mean for you?

She likes it, she really likes it. Don't waste your marketing message stressing the stress of the holidays. Offer her some solid, meaningful assistance that can make a busy time of year easier and you'll have mom (and all her holiday spending) in the palm of your hand.

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 or Director of Strategic Insights Cheryl Wilbur at 212.779.5264.