

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: Advertising to kids—what's on mom's mind?

Thanks for the help or get out of my face?

It's a hot topic right now: Should marketers be advertising directly to kids? The American Academy of Pediatrics says Congress should prohibit commercials for "junk food" on TV shows watched by young kids. And just this month, Kelloggs announced that they would phase out ads to children under 12 unless its products meet specific nutritional criteria. How does mom feel about all this?

How do you feel about advertising to your kids? % of moms who agree with the following statements:

- Some ads are creative and fun to watch/read, just don't confuse them with reality **91%**
- I want you to tell me how your product will make MY life easier, as well as appeal to my kid **83%**
- It's my responsibility to teach my kids to be smart consumers **82%**
- Advertising is a good way to find out about products my kids may need or want **76%**
- Kids should ignore all ads **57%**

Mom wants to be the one in charge, part 1.

Yes, some moms think kids should ignore all advertising. But far greater percentages have a more reasoned approach. Mom wants to take responsibility for how media and advertising are dealt with in the home, a part of her larger job of teaching her kids to be competent adults. Kids need to be smart consumers—and the vast majority of moms feel that advertising can help them learn how.

Mom wants to be the one in charge, part 2.

If mom wants government and marketers to stay out of her decision-making process, she also wants her own kids to do the same. Most moms feel that young kids shouldn't have a say in what gets purchased, proving that the nag factor only goes so far:

How old should your child be to participate in making brand decisions?

1 – 4 years	11%	} 89%
5 – 9 years	35%	
10 – 12 years	32%	
13 – 18 years	22%	

What does this mean for you?

While marketing to kids may be something of a sensitive subject to mom, she's really clear about who should be in charge of the final decision: mom. Appreciate her clear desire to be in control of what happens at home and you'll gain her respect, and maybe her loyalty.

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 Research Director Cheryl Wilbur at 212.522.1212.

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Insights into the mom market.