

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: Shopping and Sharing: What Motivates Mom?

Magazines or websites: what sparks action?

Previous research (check last month's issue) revealed that magazines drive moms to get more information on products and services. But how does that compare to the power of the Internet? Which is a more compelling driver of action and sales? Interestingly, the answer is...they're just about equal, and equally powerful.

What stimulates a search for more information on products and services?

Reading about them in a magazine **88%**
Seeing them advertised online **81%**

What provokes product recognition at retail?

Reading about a brand in a magazine **87%**
Seeing a product advertised online **78%**

Does interest and recognition translate into sales?

Sure, it's great if everybody knows your name and recognizes your logo. But what compels mom's purchases? Our research shows that the media vehicles that provoke actual purchases are the ones mom turns to for *information* rather than *entertainment*. And within that arena, what really gets her to open her wallet...

What gets mom to buy?

Seeing a product in a magazine **72%**
Seeing a product advertised online **59%**

She shops, and she shares.

Magazines and websites motivate interest and action. And since sharing ideas, info, and resources are a vital part of mom's world, it's no surprise that she shares what she learns. In fact, every week moms share information they get from parenting category websites with roughly **50 million consumers!**

93% of moms said they share information from parenting websites with family, friends, or other moms. A third of moms share information at least once a week!

60% of moms said that they have told family members, friends, or other moms about products/services they saw advertised.

What does this mean for you?

Mom is serious about her family, and about the magazines and websites that speak to that fervor. Put your money where her mind is—and where she's motivated to learn, shop, and share.

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.