

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:

Healthcare and finance—which media influence mom?

Looking at categories.

Welcome to the first-ever “Mom Matters” Part Two. Last month’s issue looked at how the media influences mom to take action or make a purchase in two product categories: consumer electronics and food. This month we’re doing the same thing for healthcare and finance.

Healthcare: What moves mom to take action?

% of moms who said “I would be more likely to take action such as visit a website or call/see my doctor after seeing/hearing an article about healthcare here” (multiple selections):

Magazines	54%
Internet	50%
Television	49%
Newspapers	30%
Radio	12%

Healthcare: What moves mom to buy?

% of moms who said “Seeing/hearing about a flu medication (prevention/treatment) here could be the thing that finally gets me to buy/try something I have been considering” (multiple selections):

Magazines	51%
Television	48%
Internet	43%
Newspapers	24%
Radio	7%

Financial: What moves mom to take action?

% moms who said “I would be more likely to take action such as visit a website or call/see a financial professional after seeing/hearing an article here” (multiple selections):

Magazines	48%
Internet	47%
Television	40%
Newspapers	34%
Radio	11%

Financial: What moves mom to buy?

% of moms who said “Seeing/hearing about a financial service product here could be the thing that finally gets me to buy/try something I have been considering” (multiple selections):

Internet	45%
Magazines	43%
Television	38%
Newspapers	30%
Radio	9%

What motivates mom is clear.

Magazines and websites, websites and magazines: These two media are almost always the prime instigators for mom’s actions and purchases in both the financial and healthcare categories. While magazines take the top spot for healthcare, the Internet and magazines share top honors for nearly every question asked.

What does this mean for you?

Integrate is great: By integrating print and online, marketers can speak to mom in one clear, cohesive message via the media that we know are powerful motivators for action, investigation, and sales.

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.