

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:

Toy recall follies—what does mom think?

Front page news that impacts mom.

There's been a lot of press recently about toy recalls. Mattel alone has recalled about 21 million of its China-made toys in just five weeks. Worries about the quality and safety of products—especially those for children—have had an impact on the news, on stock prices, even on international relations. But with the biggest toy-shopping time of year approaching, what is mom thinking?

Will the recent toy recalls affect the purchases you make this holiday season?

Yes, I plan to avoid all toys and children's products made in China. **35%**

Yes, I'll be shopping more carefully, but if my child desperately wants one particular toy, I'm going to buy it regardless of where it's manufactured. **35%**

No, I trust that toy manufacturers will have made every effort to remove all tainted toys from store shelves in time for the holidays. **30%**

More cautious consumers.

Although nearly a third trust toy manufacturers to take care of the problem, a powerful 70% of moms will be shopping more cautiously this year. The government and toy manufacturers have already taken note of this sensitive issue. Congress is proposing new legislation, calling for a revamping of the Consumer Product Safety Commission, and asking for funds to increase the inspections and testing. Will increased safety standards ease mom's concerns?

If there were a set of universal safety standards for the whole toy industry, how likely would you be to buy a toy clearly labeled as compliant with those standards, versus one not labeled as such?

Much more likely.	65%
Somewhat more likely.	25%
Neither more nor less likely.	8%
Less likely.	2%

What does this mean for you?

While mom is a cautious consumer (no surprise, there's nothing more important than her family's well-being), she is reassured by appropriate safety standards. Nearly all moms said they would be more likely to buy a product that is labeled as safety compliant. The key, of course, is to clearly communicate your brand's commitment to safety and security.

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.