

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: Pumped Up at the Pump

Soaring Gas Prices Mean Big Changes

The rising cost of fuel is a major news story this summer that has everyone facing sticker shock at the pump. Gas prices continue to hit record highs: up nearly 9% from last month and 32% higher than the average price a year ago (CNNMoney.com, 6/11/08).

In fact, the cost of gas has already crossed a threshold that's causing many consumers to make significant changes in their everyday lifestyles. According to *The New York Times* (6/15/08), some are going so far as to buy more efficient vehicles or move closer to their workplaces. Other changes include, working from home, dining out less often, carpooling, and taking public transportation.

A Hot Button Topic Driving Moms

Likewise, moms are making changes because of high gas prices...and they're chatting up a storm about it! In online discussions on MomTalk Forums, MomConnection® panel moms are sharing their reactions to rising gas prices and the impact it's having on them.

Hypermiling

To counteract the rising cost of fuel, moms are being resourceful as ever and learning how to stretch a tank of gas further to get the most for their mile.

What MomConnection® moms are saying about how they're conserving gas:

"I condense all shopping trips into one, and only go out to the stores twice a month."

"We walk to the bus stop every day (it's a very long walk, but I just keep thinking about the killer legs and butt I'll have!)."

"I buy in bulk... so I don't have to waste the money going to the store over and over..."

"We're getting new bicycles..."

"We're trading in my SUV this week to buy a small car."

"The price of gas to get back and forth to work and daycare for two kids [means] we are actually saving money by me staying home."

Feeling the Pinch

With gas prices skyrocketing, moms are having to shift their spending habits. Here are some tips they're sharing with each other on how to spend more creatively this summer.

- Clip coupons
- Shop the sales
- Adjust the thermostat
- Visit coupon websites
- Use low-wattage light bulbs
- Make morning coffee at home
- Run the dishwasher only when full
- Cancel high speed Internet and satellite TV
- Make homemade baby food and bread
- Swap kids' clothes with friends
- Use ceiling fans and open windows to conserve A/C

Lending a Helping Hand

Moms continue to show us they care and want to make a difference. They're eager to support each other and share advice with moms who may be struggling in these tough economic times. They are interested in the world at large and motivated to make changes for the greater good. They also make the connection that living green equates to saving money, too.

What does this mean for you?

Mom's shopping habits might be changing but she's still buying—just smarter. Money is tighter, and she's being strategic about how she spends. The more we stay in tune with what matters to her in her daily life, the easier it will be to reach her.

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.