

# 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:

### IT'S OFFICIAL.

The U.S. began to sink into a recession a year ago this month. Even with no signs of a quick recovery, a recent MomConnection survey shows that a majority of moms are still feeling positive towards holiday shopping.

### A VERY MERRY FRIDAY

With a sense of cautious optimism, retailers swung open their doors on Friday, November 28th for what they hoped would be the busiest shopping day of the year. They were not disappointed. Of the moms we surveyed, 58% of them said they shopped on Black Friday and the two days after. That's up 11% from last year and up 18% from the year before.

When we asked moms if they ordered any holiday gifts from the internet on Cyber Monday, the Monday immediately following Thanksgiving, 17% of them said they did. That's consistent with last year's findings where 16% of moms said that they shopped online.

### The most important factors that motivate moms to shop

	2008	2007	2006
Price/Getting a bargain	82%	83%	81%
Creating the best holiday experience for my kids	53%	50%	48%
It makes my kids happy	53%	47%	51%
Convenience of shopping experience	40%	46%	43%

### 'TIS THE SEASON TO BE JOLLY

What drove moms to take out their wallets and spend? Although price was still the central issue when shopping, moms ranked experiential factors as an increasingly critical motivator. They said that creating the best holiday experience for their families and making their kids happy were even more important now than in previous

years. Smart marketers who recognize and act on this growing trend have the opportunity to win over moms this holiday season.

### A SHOPPING WONDERLAND

Of our moms surveyed, 60% of them say that holiday shopping can be a stressful experience, but overall it's still a wonderful time of the year. And with 21% of moms saying that they love every minute of it, it's clear that Santa's not the only one stocking up on gifts.

### What best describes your attitude towards holiday shopping?

	2008	2007	2006
Stressful, but still wonderful	60%	61%	61%
Call me Santa, I love every minute of it	21%	20%	21%
Too much to do in too little time	16%	15%	14%
Skip the holidays, Scrooge is my middle name	3%	4%	4%

### WHAT DOES THIS MEAN TO YOU?

Moms maintain a positive approach to holiday shopping, placing special significance on the overall experience it brings to them and their families. Marketers can distinguish themselves in an ultra price-conscious environment, by focusing on the emotional triggers to break the brand decision bottle neck.

### 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.

**Parenting Mom Matters**  
INSIGHTS INTO THE MOM MARKET.