

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:

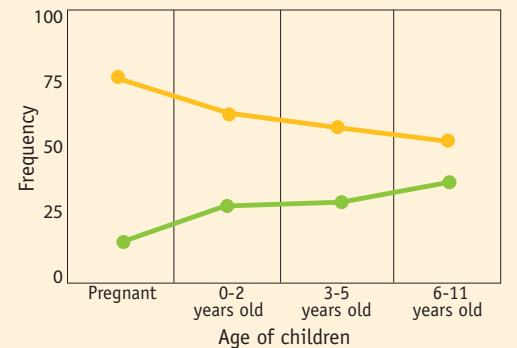
Sharing the load. How involved is dad, really?

The times they are a-changin'...

Recent media attention has been given to how the role of dads today is more participatory. We asked moms to ring in, and the majority (60%) reported that they felt dads are in fact more involved in child rearing now than in generations past.

However, we also saw a trend among Moms surveyed that as their children grew older, they were less likely to agree that today's dads are more involved, and tended to feel increasingly as though their partners still had "a long way to go before they participate enough."

We've been seeing some press lately about how today's dads are more involved in raising their kids than dads of previous generations. What do you say?



— That's how I see it, and I'm glad things have changed.
— Perhaps, but there's a long way to go before they participate enough!

But mom still rules the roost.

Although the majority of moms surveyed agreed that dads are more involved, when asked how often their partner participates in various childcare tasks it became clear that, in some areas, it's mom that makes the calls.

How often does your partner participate in the following childcare tasks?

% indicates moms who selected always or regularly:*

Buying Gear: **36%**

Going to the Doctor: **31%**

This indicates that Mom holds the purchase power when it comes to consumer products for her family, and she's the primary decision maker with regards to her children's health.

The power of mom.

When asked where their partner was most likely to seek out information about child rearing, the top response of the moms surveyed was HER (91%)! Signifying that mom is the primary source of information that steers her family's decisions and choices.

How likely is your partner to seek out information about child rearing in the following places?

% indicates moms who selected extremely, very, or somewhat likely:*

Me	91%
Another dad	72%
Another family member	67%
His mother	66%
Our pediatrician	65%
A website	48%
A book	41%
A magazine	30%
A video	22%
A blog	16%

What does this mean for you?

The conversation should start with mom. She has the single greatest impact on the family as the head of household when it comes to children, child rearing, and matters related to the home. Marketers should reach her early and maintain the conversation as her children grow. Her life only continues to get busier—and she needs all the help she can get!

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.

** of moms with dads present*