

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.

NewMediaMetrics is a strategic marketing and analytics company that employs a proprietary analytical process that quantifies consumer Emotional Attachment (EA), which has been proven to be highly predictive of both Consumer Purchase and Media Behavior. For more information, visit newmediametrics.net.

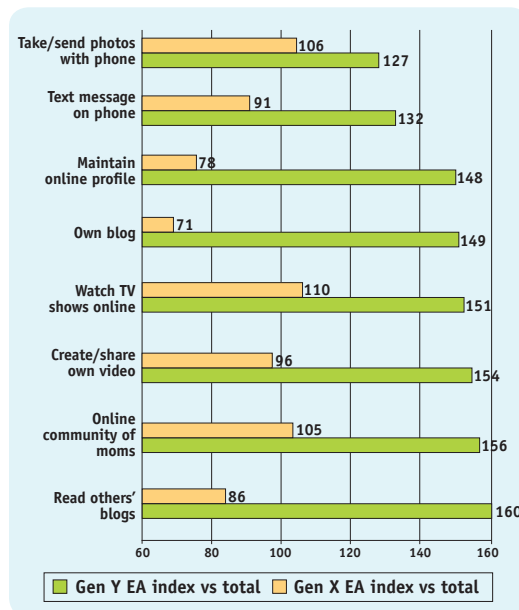
Moms behaving online

Technology is constantly evolving, and so are moms' behaviors and activities online. As the number of Gen Y moms entering the marketplace continues to grow, we want to better understand how they explore their role through digital means. With the help of NewMediaMetrics, we asked moms who visited Parenting.com about their online habits to see how Gen Y moms compared to their Gen X counterparts.

Differences among digital mommies

In this survey comparing the online behaviors of Gen X versus Gen Y moms, we found that while both groups share similar objectives of exploring mom-related issues online, Gen Y moms tend to have much higher attachment to interactive tools like blogs, social networking sites, and video sharing that allow them to connect directly with other moms.

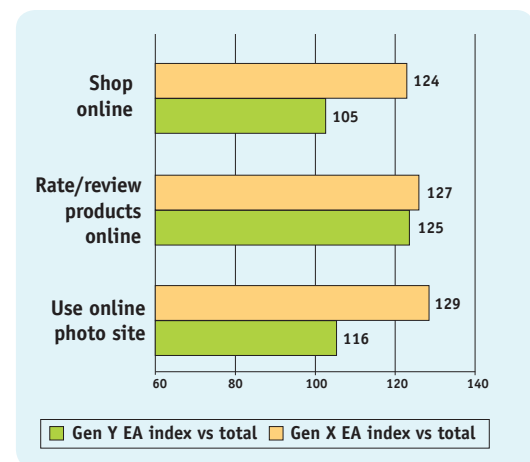
What Gen Y moms are most attached to



Our findings show that Gen Y moms make use of digital tools and activities that allow them to create and own content (i.e., online profiles, blogs), as well as connect and interact with other moms (i.e., text messages, photos and video, online community). These behaviors demonstrate Gen Y moms' confidence in their use of

these technologies as forms of communication and self-expression. It also reveals a trend among the younger Gen Y moms of relying on the common experience of members of their cohort to help them navigate their journey through parenthood.

What Gen X moms are most attached to



Gen X moms use online technologies very differently. They tend to engage in more task-oriented activities, such as online shopping, researching and reviewing products, and organizing photos. This illustrates a significant generational shift in how they behave in comparison to their Gen Y successors when it comes to the use of digital tools.

What does this mean for you?

Both Gen X and Gen Y mom cohorts use technology as a resource to help them meet their needs as parents. However, there is a clear distinction in how the members of each group access and interact with their world digitally. It's essential for marketers to understand these unique characteristics and use this knowledge to drive their mom-targeted marketing strategies.

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.