

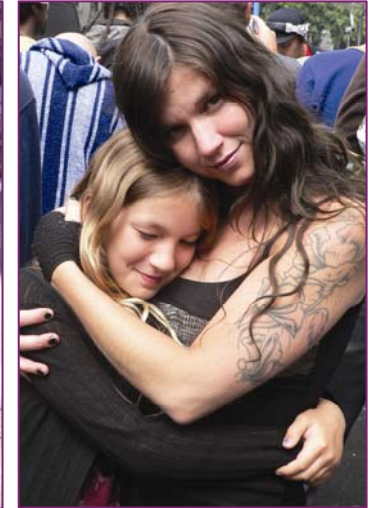


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# Methodology from Mom Report

- Total of 1,000 interviews conducted online with 18- to 40-year-old females; ethnically and geographically representative of the U.S. population.
- To qualify, participants had to be the mother of at least one child 0 to 13 years of age living in her household, be a U.S. resident, and not be employed in advertising, public relations, marketing, or market research.



**GEN X**  
**& GEN Y**

# Generation X

## FACTS

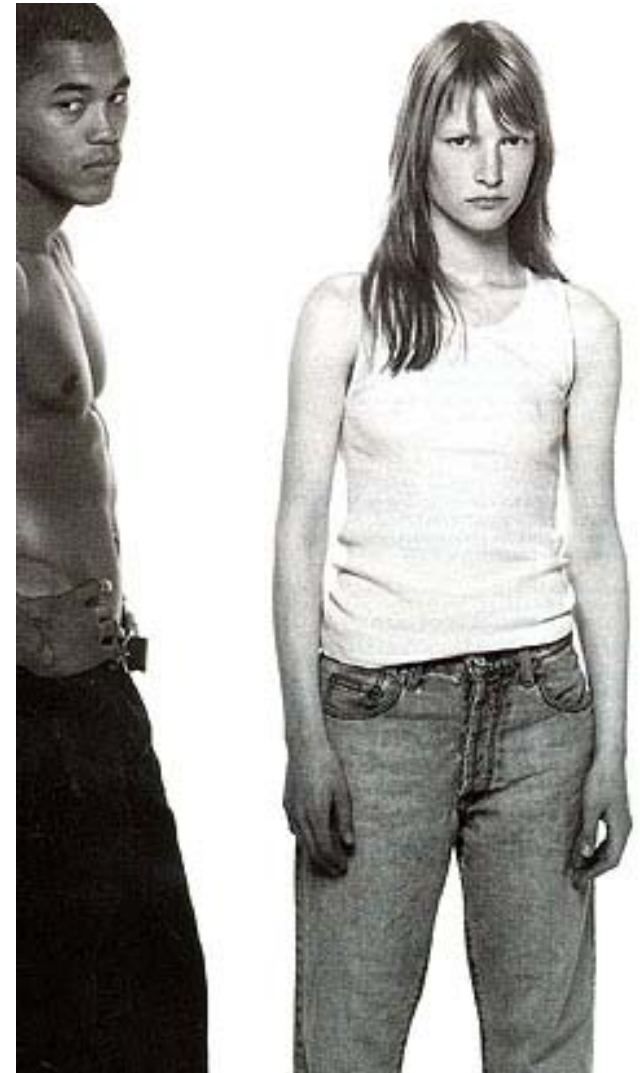
- Born between 1965 – 1977
- Between the Boomers & Gen Y
- Approximately 40 million

## FACTORS

- Middle Child Syndrome
- Breakdown of the Traditional Household
- A World in Decay
- Threat of Death
- Grew up in the 80s/Graduated in the 90s

## CHARACTERISTICS

- Pessimistic/Fearful
- Independent
- Resilient
- Mid-life Crisis (two decades early)
- Trying to Redefine Happiness and Success



# Generation Y

## FACTS

- Born between 1978 – 1992
- Sons & Daughters of Boomers
- Approximately 72 million

## FACTORS

- Living in Xers Shadows
- Protecting the Children Era
- Empowerment of the Young
- The real computer whiz kids
- “I want to be like...”
- Diversity Reigns

## CHARACTERISTICS

- Optimistic
- Overwhelmed and Stressed Out
- Group Oriented
- CIO of Household
- Demand Control
- Empowered & Entitled



# Parenting Then & Now

## THEN BOOMER MOMS



Soccer mom

Kraft Macaroni  
& Cheese



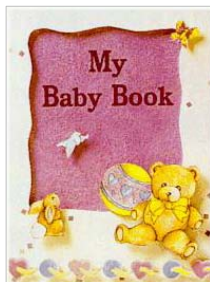
No smoking

Spontaneous play

PTA

Playing in the streets

Baby books



## NOW XY MOMS

Yoga mom

Annie's Organic  
Shells & Cheddar



No sushi



Organized play

Cocktail playgroups

Playing online

Baby blogs



# MACRO TRENDS

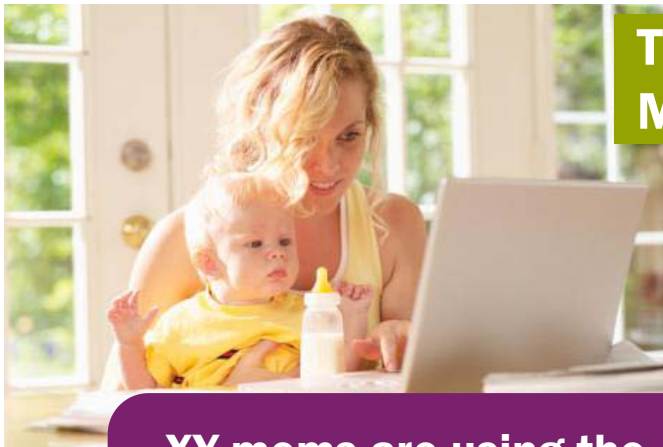
# Macro Trends: PLUGGED IN

## PLUGGED IN

This new generation of mothers are using technology to stay “plugged in” to work, information, community, family, entertainment and the world at large. Gen XY moms are raising their children in the era “On Demand” and, as such, have an expectation of immediacy and control. And while we are hearing murmurings of techie parent backlash à la “Blackberry Orphans,” overall moms today are using technology to make them *better* moms.



# Macro Trends: PLUGGED IN



The Internet is Mom's Lifeline

XY moms are using the internet *more* since they have had a child



flickr™

- 90% Go online everyday while **ONLY 58%** use cell phone daily
- 88% say the Internet has helped them stay connected to the world
- 85% say technology has made their life easier as a mother
- 66% say they rely more on technology as a mom than they ever have before
- 52% use the Internet for sources of parenting information

SINCE HAVING A CHILD I ...

53% Watch less TV

63% See fewer movies

47% Use the Internet more

A world of opportunity

Spike in entrepreneurship

PARENTS OF invention

Giving mom a voice



blocher

mom

theintelligencegroup

Momprenuers® online

# Macro Trends: PLUGGED IN

## WHAT MARKETERS NEED TO KNOW:

- Remember that the place to reach moms is online; Make sure your website is mom friendly, and be aware of your online reputation
- Seed products and services with mom bloggers and within mom online communities
- Provide moms with a forum to communicate about parenting and products and connect with other moms
- Become an online filtered resource and aggregator of products for the postnatal mom
- Provide online tools that make their lives easier: online calendars, to-do lists etc.
- Consider creating branded widgets to live on moms profile pages, or brand sponsored podcasts





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