

The Mom Market: Market Research

Consider this-- companies are spending billions to capture the mom market, but 70% of mothers feel companies are not doing a good job at speaking to them. The opportunities for companies to capture part of the \$1.6 trillion dollar in mom spending is great.

Research conducted in conjunction with the release of "Marketing to Moms: Getting Your Share of the Trillion Dollar Market" (Prima, 2002) cites the following:

Print Advertising

When moms have time to read, it's magazines they are reading. The average mothers reads 4.1 titles a month with 3 of them being delivered to her home.

- Only 20% of mothers think print advertising is doing a good job speaking to mothers.
- Less than 20% of mothers look to newspapers for information or ads.

Television

Television advertising directed at mothers is capturing the attention of only a small portion of the market.

- Only 25 % of mothers think television advertising is doing a good job connecting with mothers.

Word of Mouth

Word of mouth is the strongest form of marketing within the mom market.

- Fifty-five percent of mothers say they rely on recommendations when making purchases for the home
- The number jumps to 64% when it comes to buying a product for their child.

Online

Moms are online seeking information and spending money on the Internet.

- Seventy-one percent of mothers said they were very likely to use the Internet for product information, advice or general information.
- Only 6 % of moms say they have never purchased a product online.
- [Email Marketing's Impact with Moms](#)

Picture Perfect

Moms like to feel connected with the products and services they buy.

- Seventy-five percent of moms say that ads which feature children in them rank high effectiveness.