

Parenting

Mom Matters

August 2005

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 6,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This Month: Moms & Retail—Who's in Control?

Could retailers be fooling themselves?

Both retailers and shoppers agree: Customer service is important. According to a recent survey by the National Retail Foundation, 55% of merchants believe that they have become more committed to customer service. But do those merchants know what their customers really want? Our research shows that to mom, service might not be what they think it is!

Just what does mom want from retailers?

% of moms more likely to shop at a retailer offering:

- Stylish clothes and cool brands at good prices **96%**
- Easy-to-find brands that other moms recommend **91%**
- Something to make shopping fun for kids **90%**
- Answers to her questions before she goes to the store **89%**

Mom wants to be the one in charge.

What are mom's shopping priorities? Nice clothes, good prices, fun for the kids, and information. While the presence of stylish clothes at good prices is mom's number one concern, the ability to get questions answered before heading for the store still draws a whopping 89% positive response. But the

research also shows that when it comes to the phenomenon of personal shoppers, mom can take it or leave it.

What does mom care less about?

% of moms who are not (or only slightly more) likely to shop at a retailer offering:

- Personal shopper **67%**
- Tracking of purchase history **49%**
- Automatic re-ordering online **48%**
- A map of the store layout before she goes to the store **47%**

What does this mean for you?

Don't waste your time—or mom's—talking about frills like personal shoppers. Put mom in charge of her own shopping experience with useable, relevant information she can access before even going to the store. That's the way to her heart and pocketbook.

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, Advertising Director Julie Arkin, or Research Director Cheryl Wilbur at 212.522.8989

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Insights into the mom market.