

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: Mom gets schooled!

How does mom feel about back to school?

The media loves an angry mom, and judging by the back-to-school stories in the press, moms are up in arms about what's going on (or not going on) in schools. Too much homework! Unhealthy lunches! Not enough hours! But are moms really so unhappy? Don't ask the papers—just take a look at our latest research.

Issue #1: Homework

% of moms with children in school who agree with the following statements:

There's way too much.	8%
A little too much.	26%
Just right.	53%
Not enough.	13%

Issue #2: Lunch

% of moms with children in school who agree with the following statements:

I'm happy with the lunch selections provided, and my child often prefers the healthier choices.	30%
I'm happy with the selections provided, but my child still prefers the unhealthy options.	23%
No, more healthy options should be provided.	28%
It's a work in progress—healthy options are being added, but there should still be more.	19%

Mom is still satisfied.

These figures reflect only small changes when compared to last year's back-to-school survey. Slightly more moms feel that there is too much homework and slightly fewer are happy with school lunch choices, but overall mom is pleased with how things at school are being handled in terms of homework and lunch.

Issue #3: Should the school day be lengthened

% of moms with children in school who agree with the following statements:

No, children spend enough time in school.	69%
Yes, there's not enough time to teach what they need to know.	6%
Yes, but extended hours should be voluntary enrichment programs.	25%

Issue #4: Should the school year be lengthened

% of moms with children in school who agree with the following statements:

No, kids need a break.	32%
No, but there should be more voluntary summer offerings.	34%
Yes, frequent breaks throughout the year make more sense.	34%

Moms are more satisfied than last year.

In these areas as well, moms are more satisfied than last year. In addition, 70% (slightly more than last year) feel that there is just the right amount of technology in the classroom.

What does this mean for you?

Don't judge what's on mom's mind by what you hear in the press. Educate yourself by checking out the in-the-trenches research. To find out what mom is really thinking about, talk to the people who talk to mom.

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 Research Director Cheryl Wilbur at 212.522.1212.