

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: Holiday spending review. New year spending preview.

As goes mom, so goes the spending.

An uneasy economy created an uneasy consumer. Retailers expected a chilly season (and we don't mean the weather), and America delivered. According to MasterCard Advisors, a division of the credit card company, spending between Thanksgiving and Christmas rose just 3.5% over 2007, as compared to 6.6% in 2006 and 8% in 2005. And, as always, mom is the engine that drives the direction, since the bulk of holiday spending—and spending all year 'round—is done by mom.

Compared to last year, how much did you spend on your holiday season?

	2006	2008
Quite a lot less	11%	15%
A bit less	21%	21%
About the same	34%	36%
A bit more	24%	21%
Quite a lot more	10%	7%
	32%	36%
	34%	28%

Less spending does not lower holiday satisfaction.

Despite the spending drop, moms are generally quite satisfied with how their holidays turned out.

It was a "miracle on our street"—everything was fantastic.	10%
We followed our usual traditions, did what we normally do, and everything was swell.	59%
This year we shook it up a bit and tried some new things and it was great.	16%
Thank goodness it's 2008—I have never been so glad to see the end of the holidays.	15%

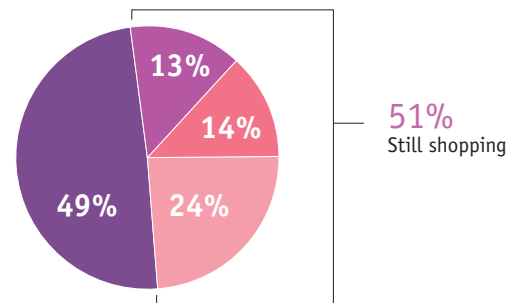
Shopping hot, spending not.

Interestingly, it wasn't a lack of shopping that fueled the spending decline. Moms are still shopping—they're just shopping smarter, making comparisons, looking for bargains. Online price

comparisons are a common tactic, as is the increasing popularity of gift cards, which provide immunity from the temptation to overspend. All of this comes as no surprise—in fact, in last month's issue of "Mom Matters" moms told us overwhelmingly that "getting a bargain" was their number one holiday spending motivator.

When it comes to spending, mom is *not* all spent.

Despite a lagging holiday, most moms are ready, willing, and able to face the stores in the weeks ahead. % of moms who agree with the following statements.



13% It's business as usual, the shopping machine never rests.

14% Can't wait to get out there and take advantage of the post-holiday sales.

24% I've definitely slowed down, but will be back up to cruising speed next week.

49% Stick a fork in me, I'm done. I am all shopped out.

(Fielded January 2-6, 2008)

What does this mean for you?

Don't neglect post-holiday marketing—the shopping engine is still in gear for the majority of moms. And the holidays themselves are a pleasure, no matter how hard mom had to search for a bargain. Advice for marketers: Concentrate on the pleasures of the season and remember that mom is truly an all-year-round shopper.

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.