

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.

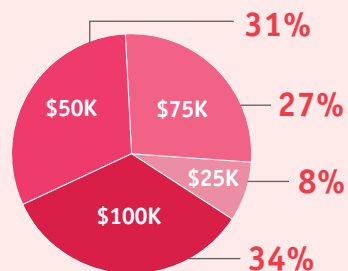
This month:

What being a mom means to her

The value of mom.

You can't put a price on motherhood—but that's exactly what we asked moms to do. And they believe the job they do as a mom is worth a great deal.

Which of the following is a fair annual salary for the work you do in your job as a mom?

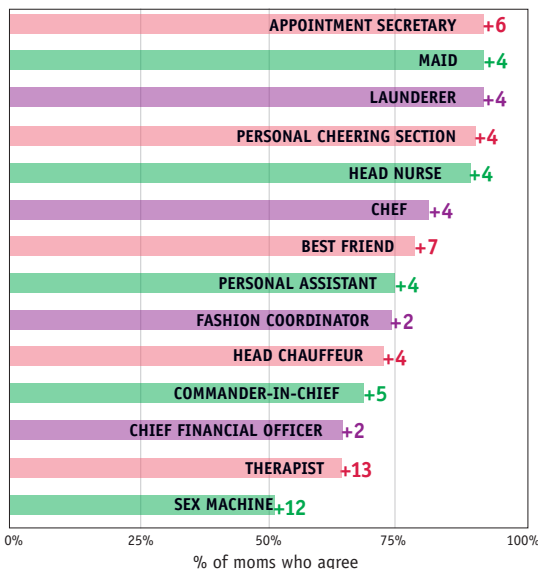


Moms are doing even more.

The moms surveyed today reported an increase in the number of roles they take on as compared to three years ago, indicating that moms are wearing more hats and juggling more than ever.

How many of these roles would you say apply to you? Please select all that apply.

2008 (shown with increase in percentage points from 2005 results)



43% of moms surveyed said that thinking about all the things they do in a day made them realize that they should **earn more** than they had previously stated (56% would still pick the same yearly salary).

Rolling with the punches.

When asked which statement best describes how they deal with the challenges in their everyday lives, the vast majority of moms (87%) were positive and eager for support and guidance.

I get better at this as time goes on, but enjoy most days even with the chaos. **38%**

I rock and roll with the punches—some days are better than others, and I could always use more help! **49%**

What does this mean for you?

Never underestimate the impact of becoming a mom—on her life, her attitudes, and her values. The complex daily life of motherhood is constantly evolving; she is taking on more than ever before but is flexible, positive, and open to advice and new ideas. And no matter how many roles she fills, she always sees her world through the lens of motherhood.

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.