

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:

HOT POLITICS

The current presidential race is in the national spotlight and on everyone's minds. With Election Day drawing near and the anticipation growing, we wanted to know how moms are feeling about the hotly contested politics of the moment.

TALKING THE TALK

"Change" is the buzzword of both candidates' campaigns, and the stakes have never been higher. But some people are skeptical about the possibility of considerable change. We asked moms to tell us what they felt the likelihood was that the next president would be able to make significant changes to existing national policy.

63%

Nearly 63% of moms surveyed revealed that they believe the incoming president will be able to implement change.

78%

of this group of moms conceded, "the new president will face a lot of obstacles trying to reform national policy, but he'll eventually be able to make some headway."

GIVING CHANGE A CHANCE

The overwhelming sentiment of moms is that change is in the air. They have a positive—but realistic—outlook on the future, and are hopeful that the next president will be able to implement positive change. However, this shouldn't be all that surprising since we know from past MomConnection® research that in dealing with the daily challenges they face, the vast majority of moms—87%—remain optimistic and eager for help.

87%

of moms surveyed remain optimistic and eager for help.

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%

To find out which national issues moms view as most important and in need of change, a recent MomConnection® survey asked moms to rank their priorities. The results showed that health care, oil dependence, middle class tax relief, education, and the economy are the five areas that currently top her "wish list" of national policies in need of reform.

WHAT DOES THIS MEAN FOR YOU?

Moms remain positive, even during these economically and politically uncertain times. As consumers, they are a willing and receptive audience. Marketers should parlay this forward-thinking, optimistic mindset into opportunities to target moms more effectively.

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.

Parenting Mom Matters
INSIGHTS INTO THE MOM MARKET.