



Digital Women Influencers: Millennial Moms



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KRC RESEARCH

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INTRODUCTION

Millennial Moms are mothers who were born between 1978 and 1994. Approximately one in five moms (22%) is a Millennial Mom, accounting for approximately 9 million people. Global communications firm Weber Shandwick explored Millennial Moms with the purpose of identifying opportunities that marketers and communicators could tap into in this new era of online consumer engagement.

Millennial Moms is one of several segments dimensionalized by Weber Shandwick in partnership with KRC Research in a study called [Digital Women Influencers](#). The study consisted of an online survey of 2,000 North American women and was conducted to identify segments of women who are influential in social media.

While Millennial Moms have been widely covered in published research, we decided to look at them in terms of how they influence their online and offline networks. In doing so, we uncovered insights about their experiences and behaviors that could affect how this group is marketed to and engaged with.

The following report reveals [7 Insights about Millennial Moms](#). ▶

Other segments that Weber Shandwick has reported on have been largely overlooked and under-leveraged by marketers. These are [The Women of Social Media](#) and [PANKs®](#) – Professional Aunts No Kids, a term coined by Melanie Notkin, founder of Savvy Auntie®, the multiplatform lifestyle she designed for this powerful segment.

1

MILLENNIAL MOMS ARE HIGHLY CONNECTED

Millennial Moms have more social network accounts and spend more time on their social networks than moms overall.

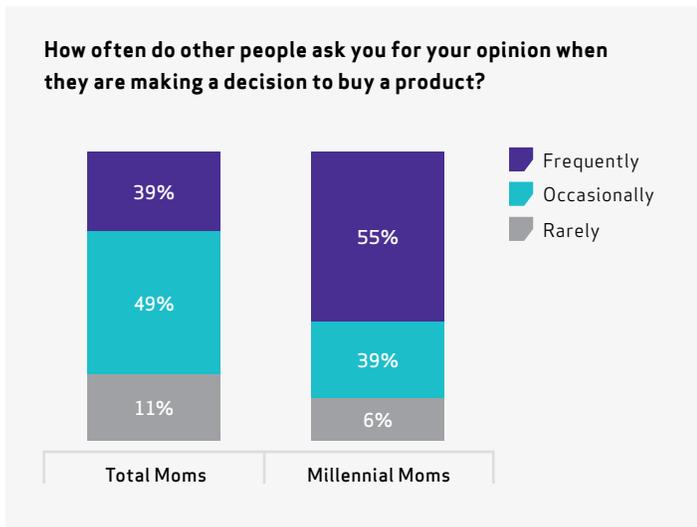
- ▶ Have 3.4 social media accounts, on average (vs. 2.6 for moms in general).
- ▶ Spend an average of 17.4 hours per week with their social networks, 2 hours more than they spend watching TV and nearly 4 hours more than the average mom spends on social networks.

2

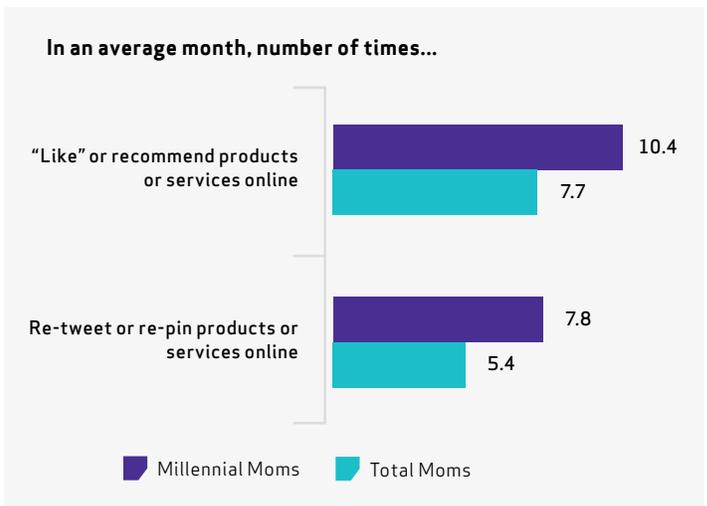
MILLENNIAL MOMS ARE HIGHLY INFLUENTIAL

Millennial Moms are decision-influencers. They are more likely than moms overall to provide opinions and recommendations. They also cite themselves as key advisors among their circle of friends.

- ▶ More likely to be asked for opinions on purchase decisions:



- ▶ More frequently provide unsolicited online recommendations:



- ▶ 74% report they are sought out more often than other friends as advisors on a wide range of topics. With an average of 24 close friends (the average mom has 22, on average), their advisements are potentially far-reaching.

- ▶ Asked for a product recommendation an average of 9.6 times per month (vs. 6.3 times for moms overall).

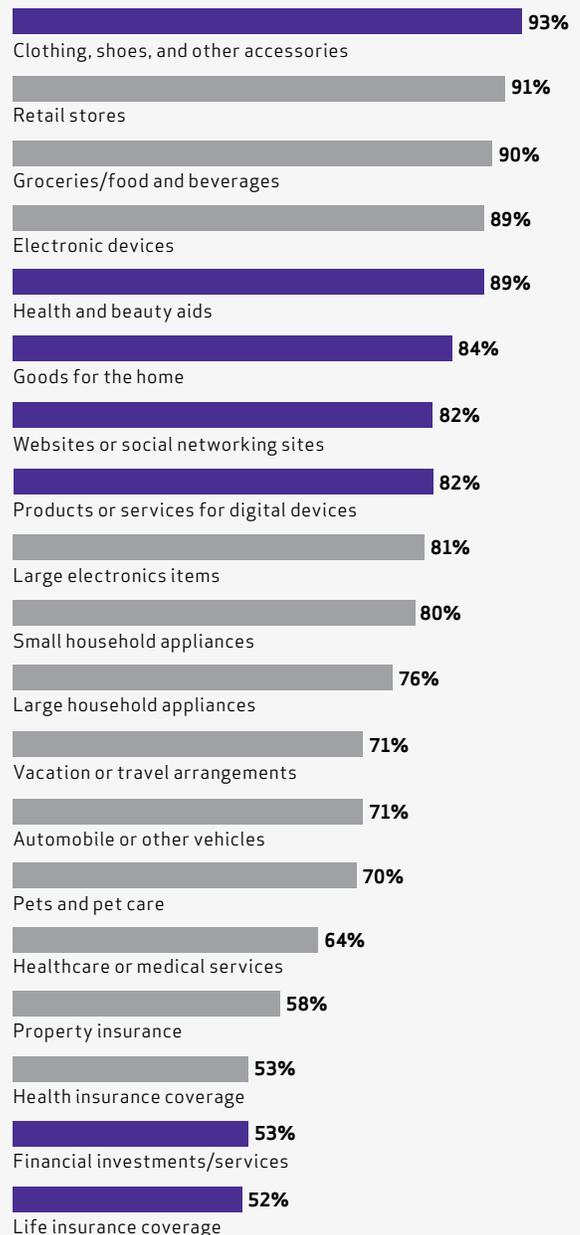
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MILLENNIAL MOMS SHARE MORE INFO ABOUT PRODUCTS & SERVICES

Millennial Moms are spreading information on a wide range of products and services. Nine in 10 or more of them are sharing information about apparel, retail stores and groceries/food and beverages. What may come as a surprise to some technology sector professionals is the degree to which these women share information about electronic devices and products or services for digital devices.

Additionally, Millennial Moms are more likely than average moms to spread information about several categories. Some products categories of which they are exceptionally good info-sharers are financial investments and life insurance. Despite their relative youth, Millennial Moms are savvy when it comes to products that protect the financial wellbeing of their families.

Do you typically share information about the following kinds of products or services with others (in-person, online or both)?



■ 5 points or more above total moms

4

MILLENNIAL MOMS MAY HAVE A DIFFERENT PERSPECTIVE ON MOTHERHOOD

Millennial Moms are experiencing motherhood from a much different perspective than older moms. They are twice as likely to be single – whether that is by choice or circumstance – but yet just as likely as the average mom to be the majority income contributor in a multi-resident household.

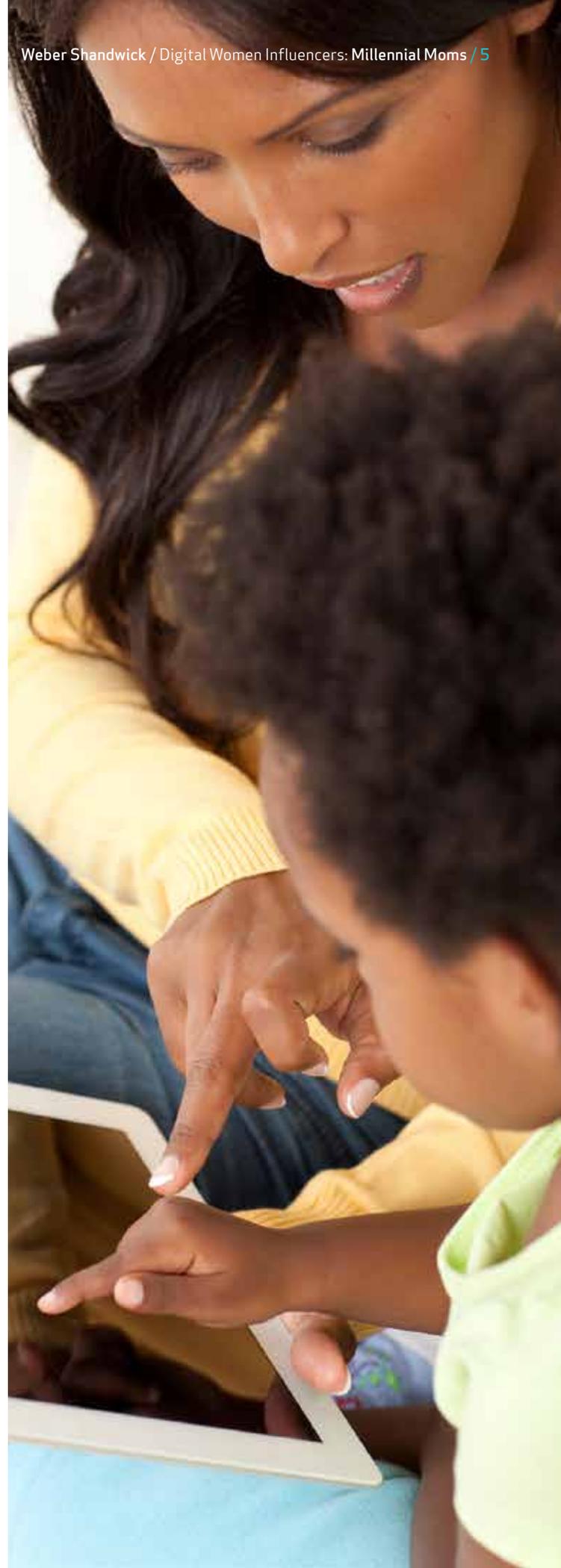
- ▶ 32% are single/never married/not cohabitating with a partner (vs. 16% of moms in general). Approximately six in 10 are married or living with a partner (61%).
- ▶ 33% are the majority contributor to their household's income (vs. 26% of moms in general).
- ▶ 89% live in households of 3 or more people (as do 87% of moms in general).

5

MILLENNIAL MOMS ARE OFTEN A MISJUDGED MARKET

Much is written and portrayed about Millennial Moms frantically but adeptly juggling motherhood and careers. However, our study indicates that when it comes to employment status, homemakers have a slight edge over full-time workers. With such diverse daily experiences, it is not surprising that Millennial Moms are more likely than the average mom to feel overlooked by advertisers.

- ▶ 30% are employed full-time and 35% are self-identified homemakers.
- ▶ 42% believe that “most advertising and marketing is not geared toward women like me” (vs. 36% of moms in general).



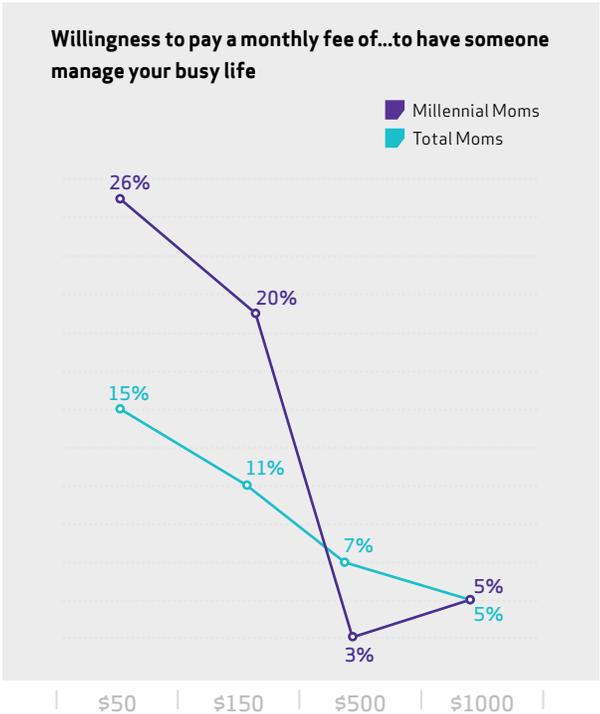
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MILLENNIAL MOMS VALUE LIFE MANAGEMENT ASSISTANCE

Approximately one-quarter of Millennial Moms say they would pay \$50 per month to have someone manage their busy lives and one in five would pay \$150 per month. Interest in “life management outsourcing” at these rates is nearly twice as high among Millennial Moms as moms overall. This may suggest that Millennial Moms lead more harried lives, or perhaps just more willing to spend on assistance.

Why would Millennial Moms pay for life management outsourcing?

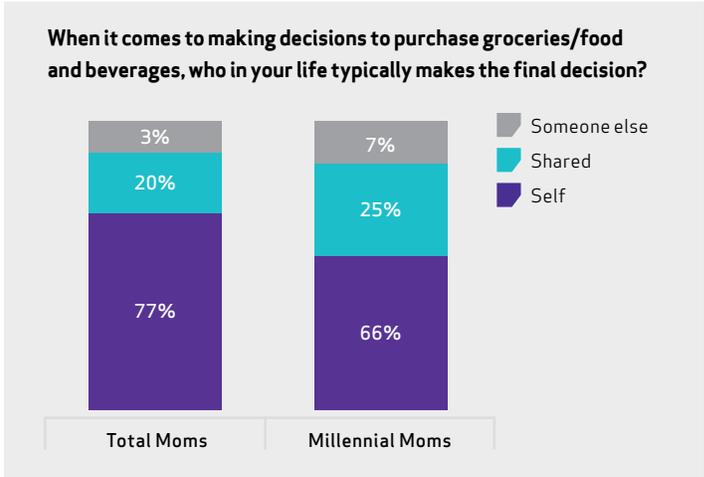
- 36%** ▶ Lack of time/busy schedule, but would do myself if I could
- 30%** ▶ Trying to simplify my life
- 28%** ▶ Lack of time/busy schedule and would rather not do myself



7

MILLENNIAL MOMS COLLABORATE ON GROCERY BUYING DECISIONS

Millennial Moms are more likely than moms in general to share decision-making for groceries with someone else.





Weber Shandwick's Guide to
Engaging Millennial Moms

The findings from **Digital Women Influencers** emphasize Millennial Moms' potential for brand advocacy and viral promotion when successfully engaged. It is not surprising that this age group is so digitally connected, but our data demonstrates how their connectedness makes them highly influential and sought after advisors and so adept at finding and sharing information. Millennial Moms are armed with information and are inherently influential.

Weber Shandwick's Guide to Engaging Millennial Moms

- ▶ **Recognize the potential of Millennial Moms as influencers.** This is true for all sectors, but technology, financial and life insurance sector companies in particular should ensure they are tapping into the opportunities of an influential and interested demographic that they may have traditionally overlooked.
- ▶ **Do not lump all moms into one market segment.** Not all Millennial Moms are in two-parent families with dual-incomes. Many Millennial Moms may have difficulty identifying with images of the traditional two-parent family. Or they may know other moms from their generation who might not fully appreciate being overlooked by marketers. Marketers and communicators need to wipe the mom slate clean and develop campaigns that focus on the mother-child relationship and the independent identity that some Millennial Moms have built for themselves.
- ▶ **Carefully walk the line between portraying moms as homemakers vs. full-time employees,** especially when it comes to targeting Millennials. These women are nearly equally as likely to be either one and will disengage from a brand if they can't associate with the message.
- ▶ **Develop products – including digital ones like apps – that help make Millennial Moms' lives simpler.** They are looking for less complexity in their lives. Whether or not they are willing to pay a premium for simplicity should be determined through additional research, but our findings suggest that Millennial Moms see value in life-managing resources.
- ▶ **Food and beverage brands should explore Millennial Moms' grocery shopping decisions on an in-depth basis** to uncover any special concerns and possibly identify new opportunities. Our research has exposed some questions worth investigating, such as: Are Millennial Moms concerned about making the wrong nutrition decisions for their families? Are they relying on their online connections for advice? What is different about the food and beverage buying decision that makes it more collaborative than other decisions? Do their kids play a more prominent role in this decision process? Are their partners also influential Millennials to whom they go for advice? Since Millennial Moms are so influential, these issues are worth exploring more deeply.

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