

# Perception vs. Reality

Exploring the Disconnect  
Between Moms and  
Marketers

May 2016

# Report Methodology



## In-depth Survey

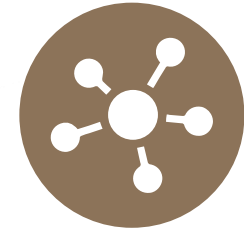
501 women trying to conceive, pregnant and moms with children up to age 5 in the US recruited through BabyCenter



## In-Home Focus Groups

18 sessions in Chicago, San Diego, San Francisco

Moms and dads



## 3rd-Party Sources

Audience measurement, national statistics and estimates



# Motherhood drives major lifestyle shifts

“I never really put as much time as I want to into a certain thing, I’m always kind of trying to balance, and I never really quite feel like I do as well as I wanna do. – *Carrie*”

## ...that all moms can relate to

### Her time is no longer her own

12 hours of parenting time added to her day; 13 fewer hours for herself

### Fundamental values change

Time with family (+60%) trumps time with friends (-58%)

### Baby is precious, but pricey

\$238K average cost of raising a child to age 18

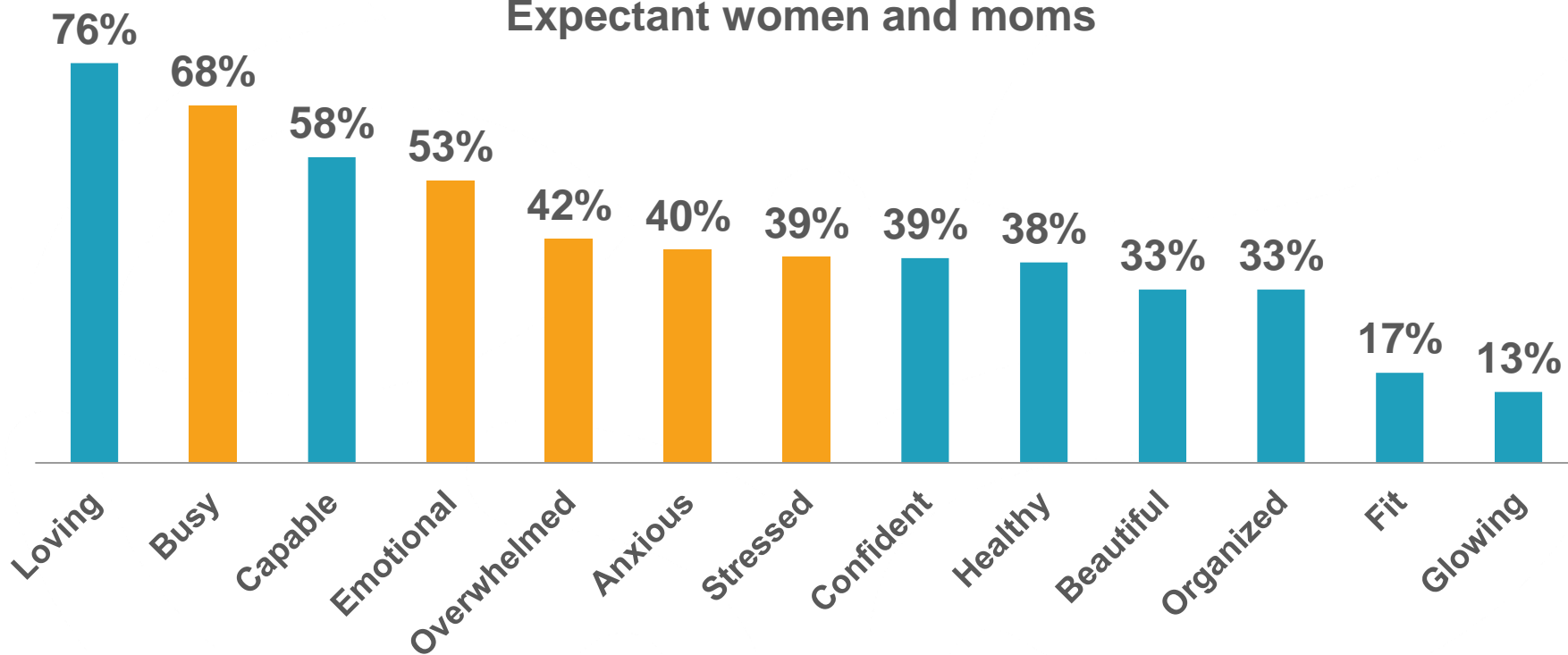
Source: BabyCenter 21st Century Mom® Insights Series, “Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers”, May 2016. BabyCenter Motherhood Transformations Study, 2014. BabyCenter 21st Century Mom® Insights Series, 2015 State of Modern Motherhood Report; BabyCenter Cost of Raising a Child, 2015.

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# How she responds to the changes

- Positive emotions
- Negative emotions

## Expectant women and moms

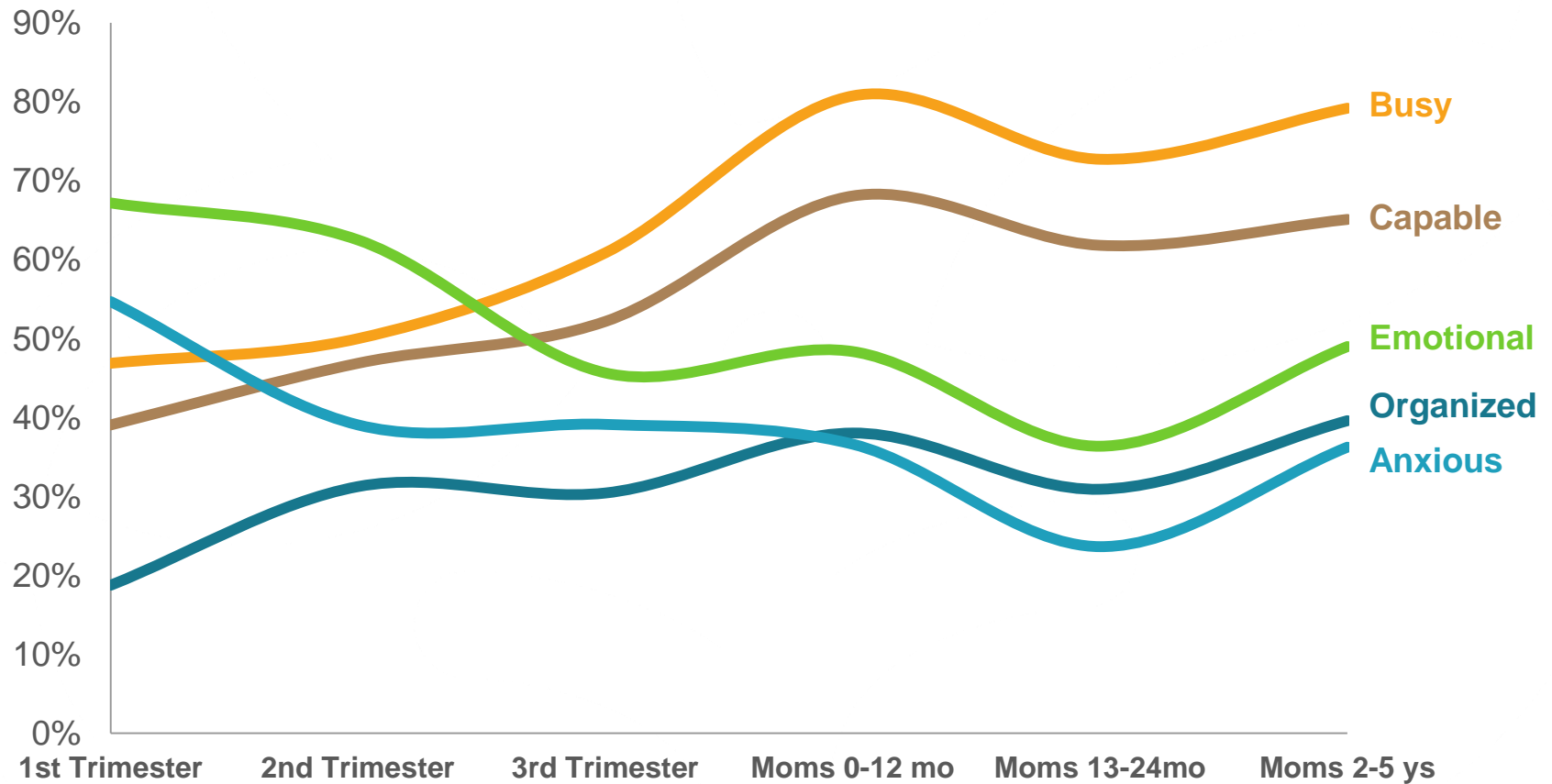


Source: BabyCenter 21st Century Mom® Insights Series, "Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers", May 2016.

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# Motherhood is a journey

**Q: Which of the following words do you use to describe yourself while pregnant / in motherhood?**



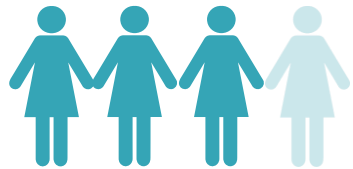
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# 3 in 4

Millennial moms feel it is important to be “perfect”



Source: BabyCenter 21st Century Mom® Insights Series, “Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers”, May 2016. BabyCenter 21st Century Mom® Insights Series, 2015 State of Modern Motherhood Report.

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# Parenting continues to be viewed as a competitive sport

**64%**

say parenting today is more  
competitive than it used to be

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**47%**

feel social media  
contributes to the stress

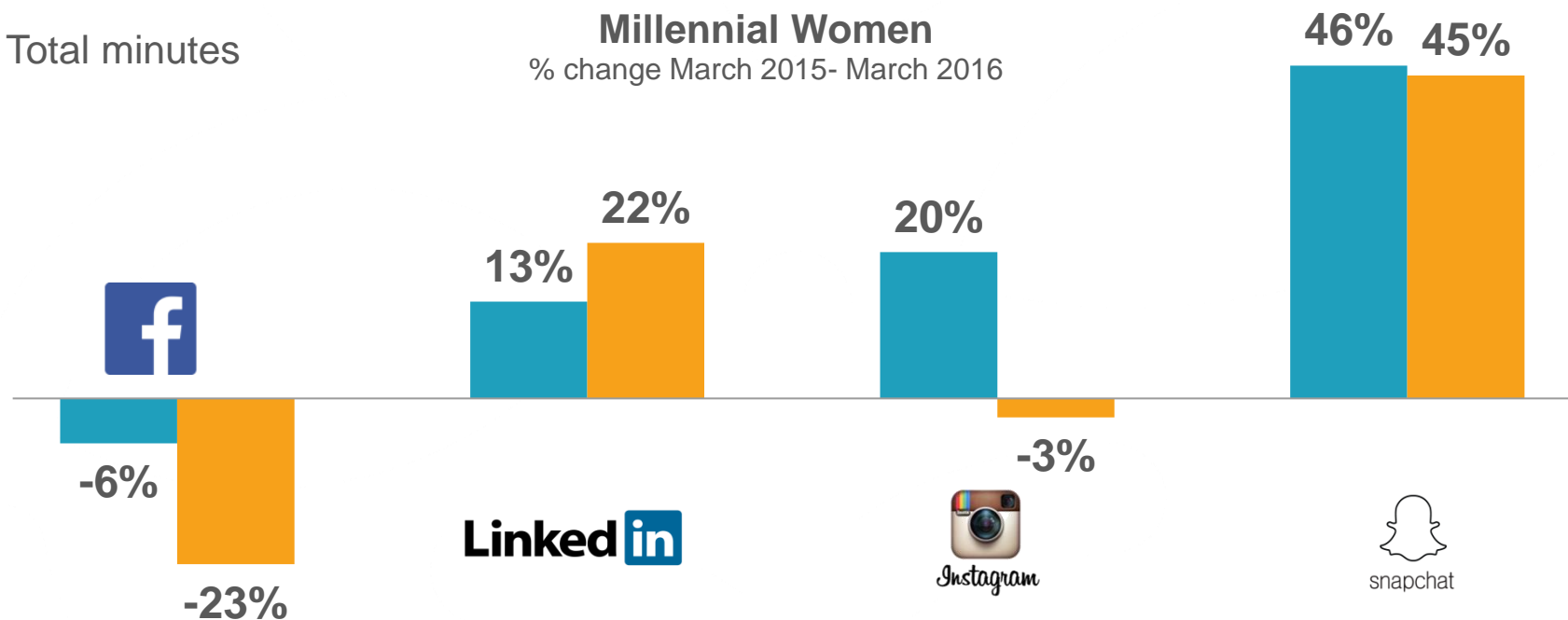
Source: BabyCenter 21st Century Mom® Insights Series, "Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers", May 2016.

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# Is pressure driving Millennial women away from Facebook?

● Total uniques

● Total minutes



Source: BabyCenter 21st Century Mom® Insights Series, "Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers", May 2016. comScore Media Metrix multiplatform data, US, March 2015 vs. March 2016.

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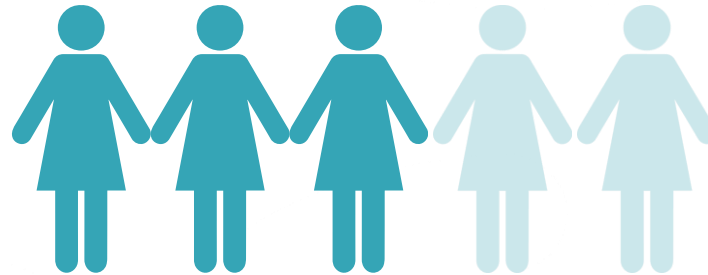


**If you don't  
know her**

**...you can't reach her**

**3 in 5**

**say it is important that brands  
portray them realistically**



Source: BabyCenter 21st Century Mom® Insights Series,  
"Perception vs. Reality: Exploring the Disconnect Between  
Moms and Marketers", May 2016.

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# Life-stage deepens the disconnect



% that agree advertisers portray them realistically

Pregnant

21%

Moms

16%

Gap

-23%

Source: BabyCenter 21st Century Mom® Insights Series, Mind the Gap: The Disconnect between Moms and Marketers, May2016.

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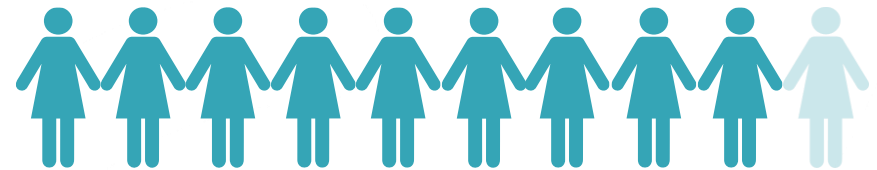
# She seeks out new brands

# ...that meet her new needs

“When I had my daughter I thought I needed to start using only chemical-free and organic products.  
— *Vicky*”

## 9 in 10

**Pregnant women and moms re-evaluate brands and product choices**



# The shift happen across multiple categories

Percent of moms  
who changed criteria

**63%** Groceries/Food/Bev

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**52%** Cleansers/Detergent

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**48%** Personal Care/Cosmetics

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**42%** Financial Services

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**41%** Apparel/Accessories/Shoes

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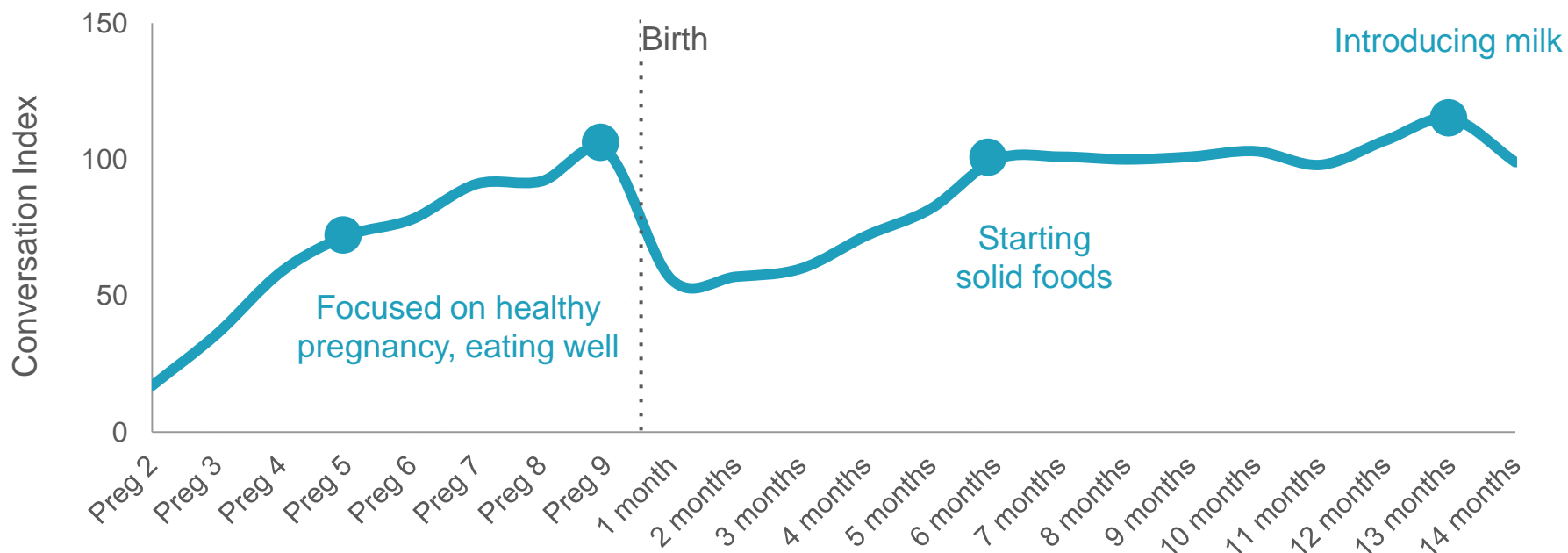
**35%** Consumer Electronics

# Category Spotlight

## Conversations about organics reflect the change



### Conversations about “Organic”



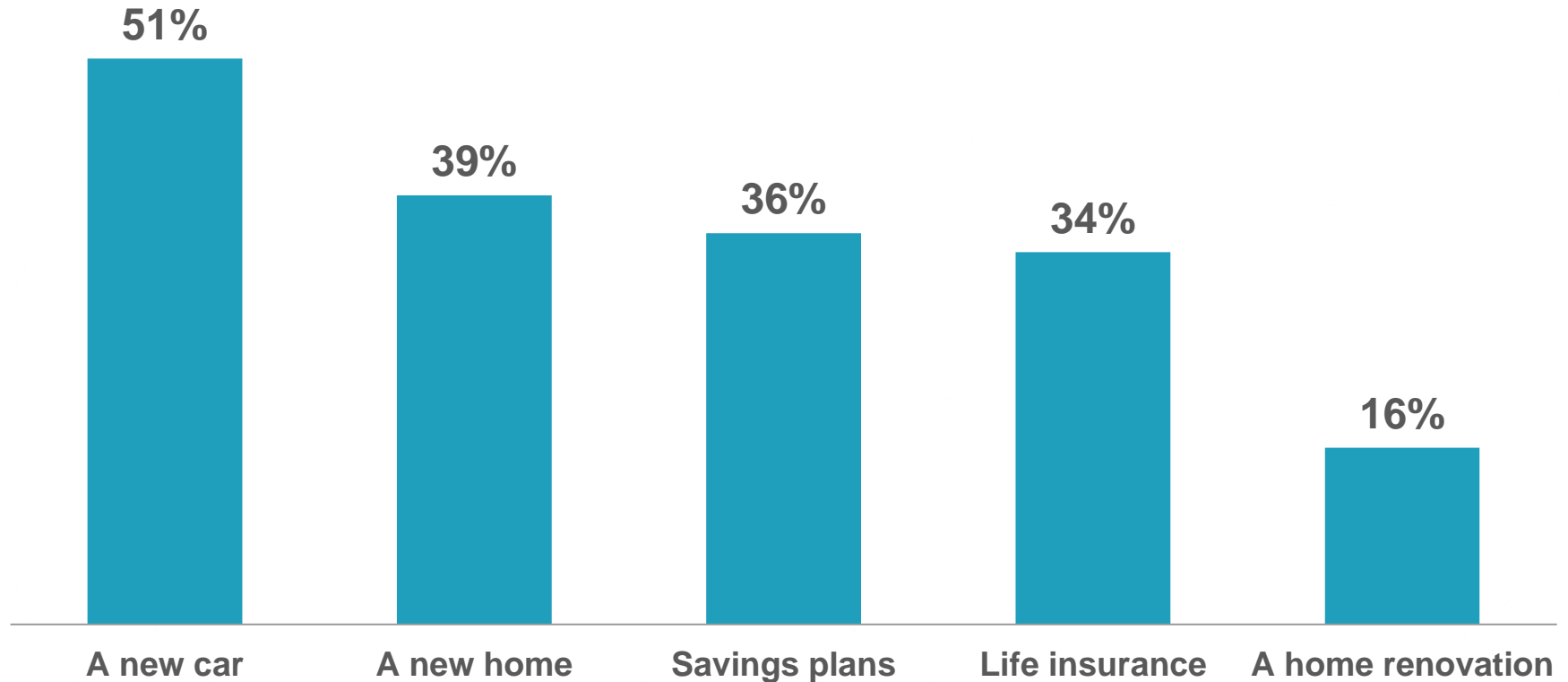
“We only give LO organic or local produce. Once we start LO on meat we will make sure it's hormone/antibiotic free. – *BabyCenter Mom*”

Source: BabyCenter 21st Century Mom® Talk Tracker May 2016. Index is calculated based on average conversations containing the term (or a variation of the term), among BabyCenter Community Birth Clubs. [Search term: Organic. April 2015 – April 2016]

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# Motherhood triggers purchases in the not-so-obvious categories

**Q: Which of these purchases were triggered as a result of planning to / starting a family?**



Source: BabyCenter 21st Century Mom® Insights Series, "Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers", May 2016.

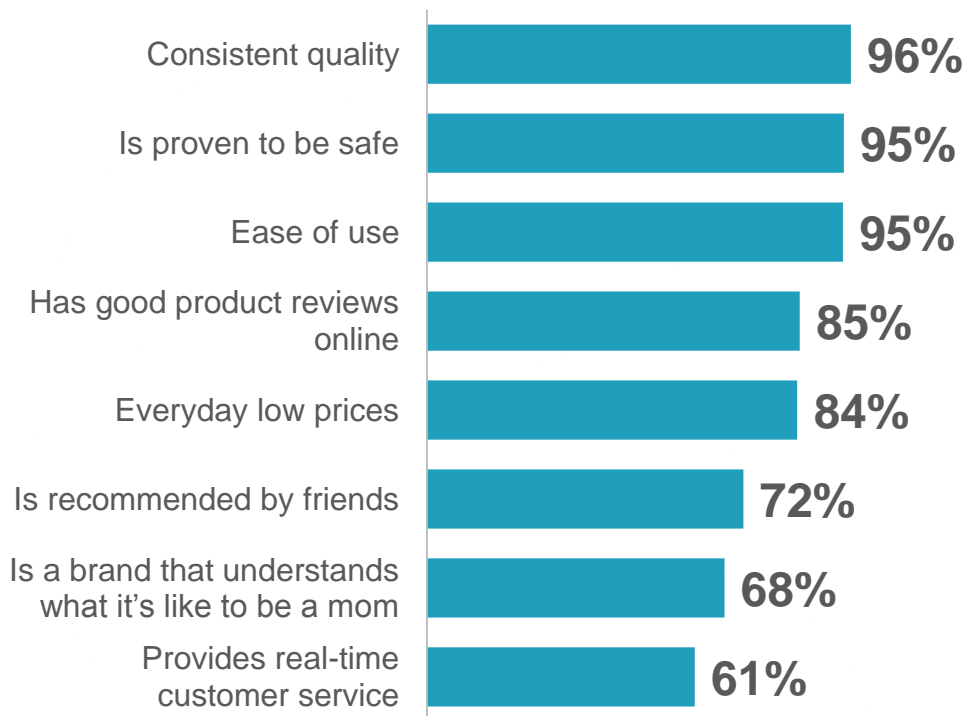
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# Safety, quality, and ease of use are her top priorities

Q: Thinking of your favorite brands, how important are the following?

% Very or somewhat important



Moms are

**+17%**

more likely to say a brand has to be environmentally conscious to be their favorite than pregnant women

(55% compared to 47% for pregnant women)

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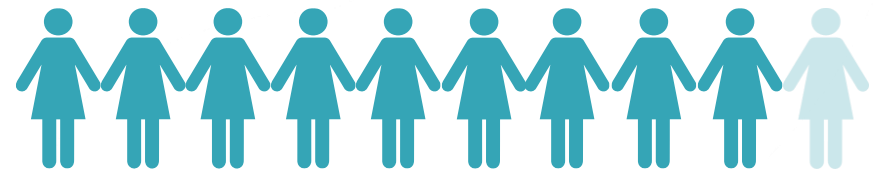
# Moms crowd-source opinions

“Honestly user reviews are so important to me, I scour them on Amazon or Babies ‘R Us. Anything I’m doing I will look at the user reviews and in fact read them closely  
– Alyssa

## ...to make informed decisions

# 9 in 10

pregnant women and moms say online reviews are influential when it comes to purchase decisions



**She rewards  
brands that  
understand her**

**Embrace the real  
motherhood**

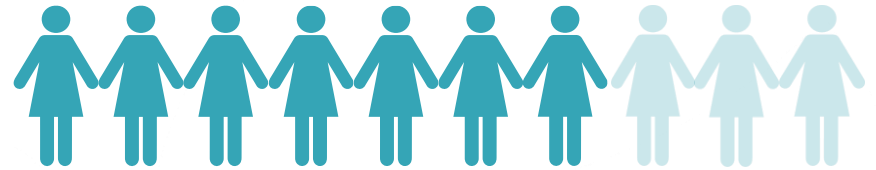
**I pay more attention to ads  
that feature an image of a real  
mom. – *BabyCenter Mom***

Source: BabyCenter 21st Century Mom® Insights Series, "Perception vs. Reality: Exploring the Disconnect Between Moms and Marketers", May 2016.

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**7 in 10**

**say it's important for a  
brand to understand what  
it's like to be a mom**



**52%**

**say they prefer to see real  
moms in ads instead of  
actors**

**Switch points  
happen throughout  
the journey**

**Be there in the  
brand shift moments**

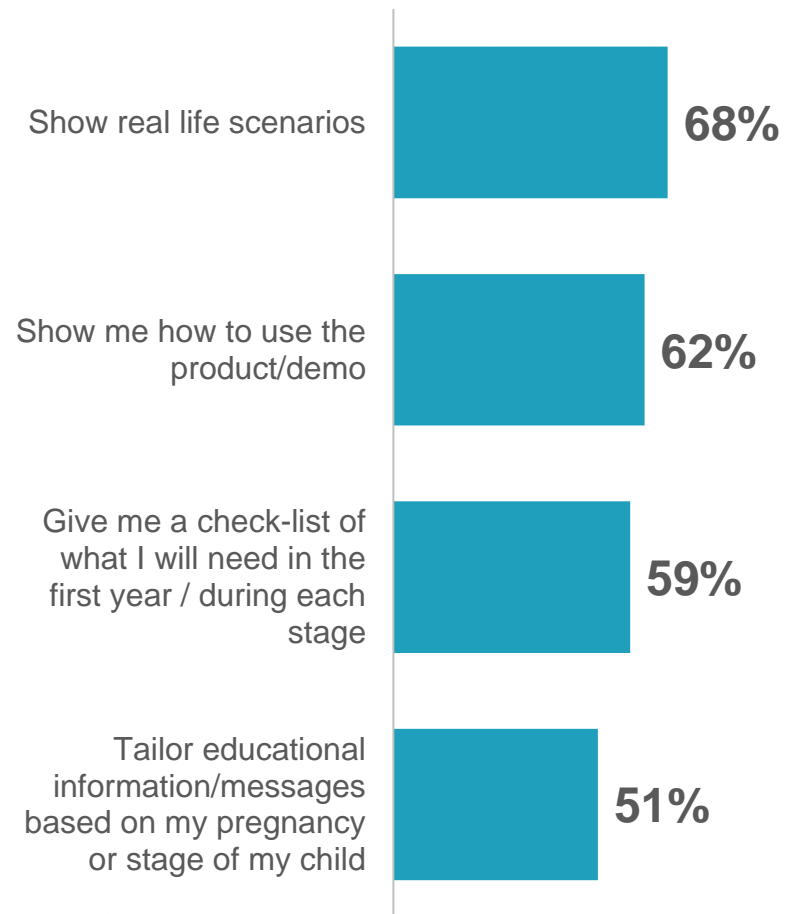
**9 in 10** agree:  
once they find a brand  
or product they love,  
they'll buy it again



**She wants real information – nothing phony**

**Make it easy for her to make decisions**

**Q: What can brands and manufacturers do to help you feel more ready?**



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**Her voice makes  
all the difference**

**Embrace and  
amplify her influence**

**When moms feel good  
about a brand:**

**67%**

**bring it up in conversations**

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**46%**

**will post a positive review online**





# **21<sup>ST</sup> CENTURY MOM<sup>®</sup>** Insights Series

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Email [bcbrandlabs@babycenter.com](mailto:bcbrandlabs@babycenter.com)  
for the full report