Millennial Moms are often portrayed as frantically but adeptly juggling motherhood and careers. However, 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 often feel overlooked by advertisers.

Global communications firm Weber Shandwick, in partnership with KRC Research, 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 are highly connected**

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

- **Millennial Moms**: 3.4 accounts, 2.6 hours per week
- **Moms in general**: 2.6 accounts, 2.6 hours per week

**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.

- **Millennial Moms**: 10.4
- **Moms in general**: 5.7

**Millennial Moms share more info**

Millennial Moms are spreading information on a wide range of products and services (in-person, online or both).

- **Millennial Moms**: 7.8
- **Moms in general**: 5.4

**Millennial Moms are often a misjudged market**

Millennial Moms are often portrayed as frenetically busy while neglecting motherhood and careers. However, 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 often feel overlooked by advertisers.

- 30% are employed full-time and 35% are self-identified homemakers.

**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 life 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.

**For more information, please contact:**

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Visit www.webershandwick.com for more information on Millennial Moms and Digital Women Influencers.

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