

# Digital Women Influencers: Millennial Moms

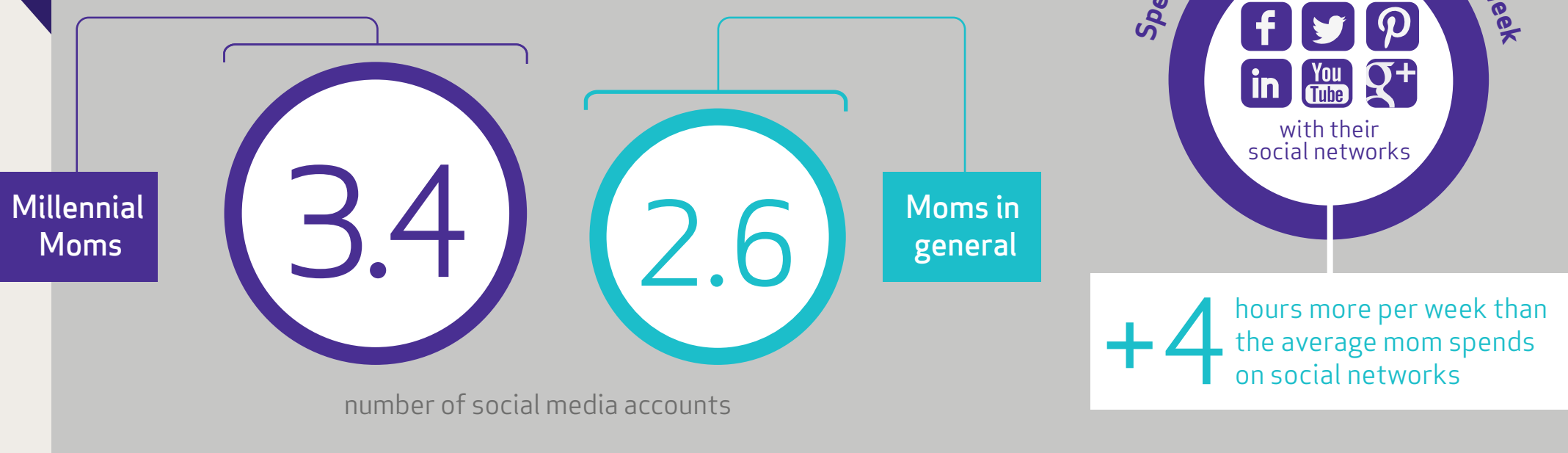
Millennial Moms are mothers who were born between 1978 and 1994. Approximately one in five North American moms (22%) is a Millennial Mom, accounting for approximately 9 million people in the U.S. alone.

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.



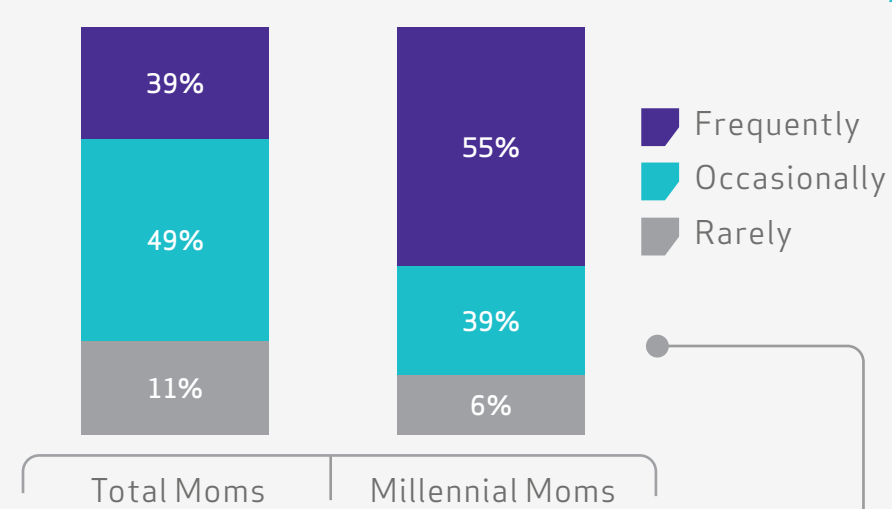
## MILLENNIAL MOMS ARE HIGHLY CONNECTED

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



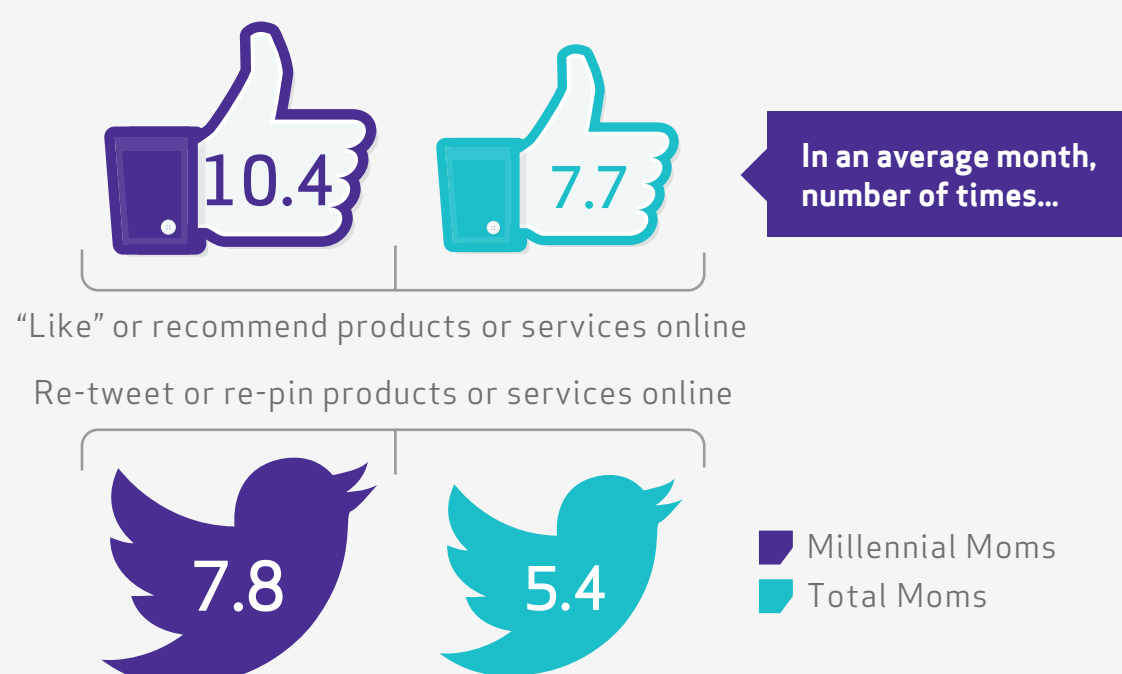
## MILLENNIAL MOMS ARE HIGHLY INFLUENTIAL

How often do other people ask your opinion when making purchase decisions?



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

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.



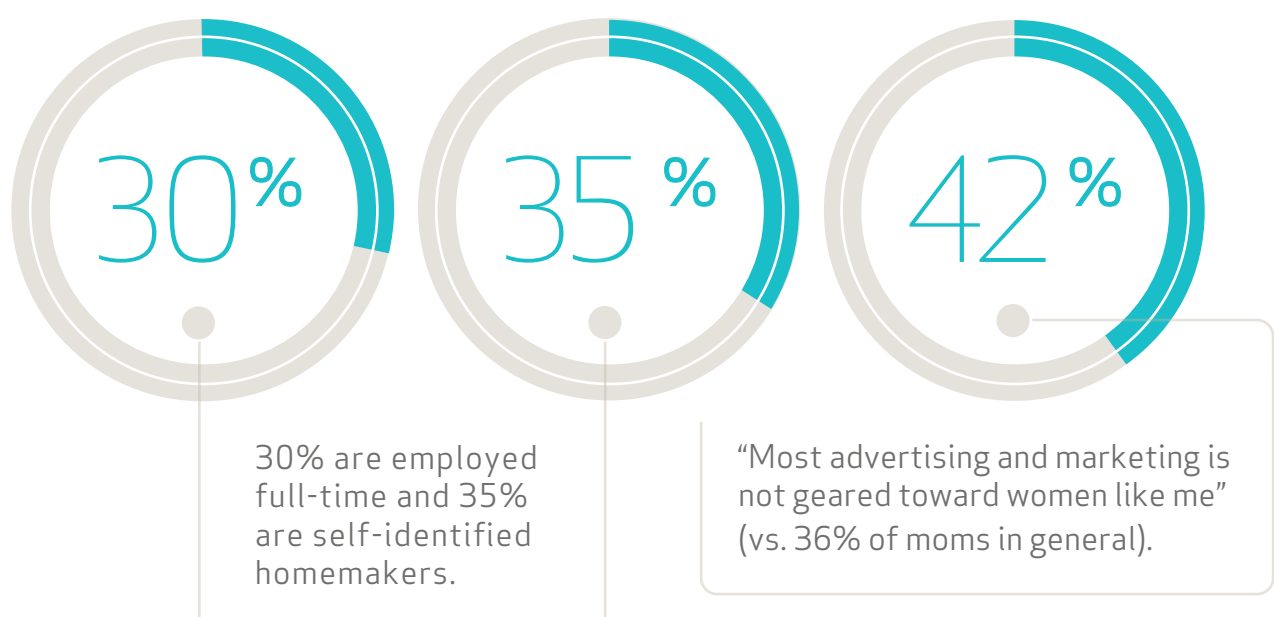
## MILLENNIAL MOMS SHARE MORE INFO

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



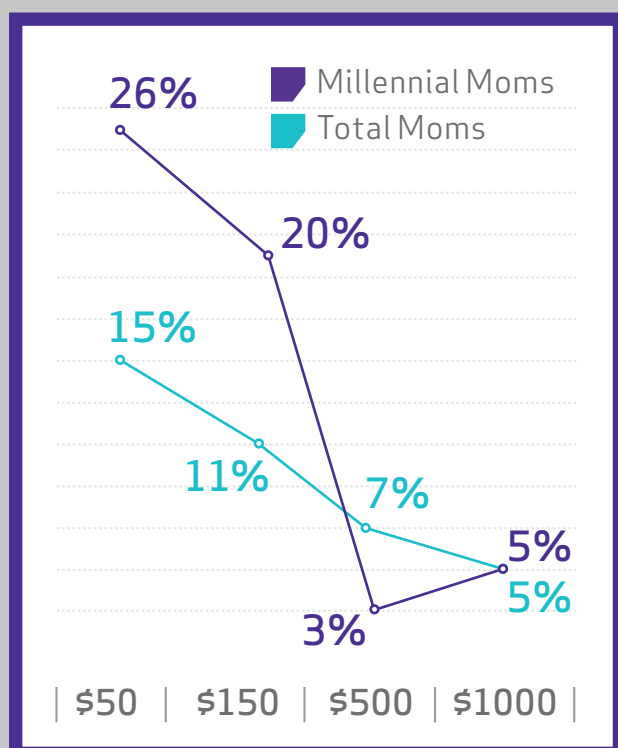
## MILLENNIAL MOMS ARE OFTEN A MISJUDGED MARKET

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.



## MILLENNIAL MOMS VALUE LIFE MANAGEMENT ASSISTANCE

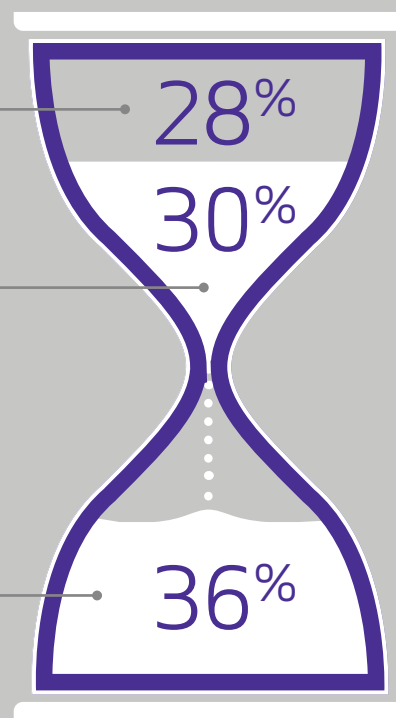
Willingness to pay a monthly fee of... to have someone manage your busy life



Lack of time/busy schedule and would rather not do myself

Trying to simplify my life

Lack of time/busy schedule, but would do myself if I could



Why pay for life management outsourcing?

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.

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KRC RESEARCH

#MillennialMoms