

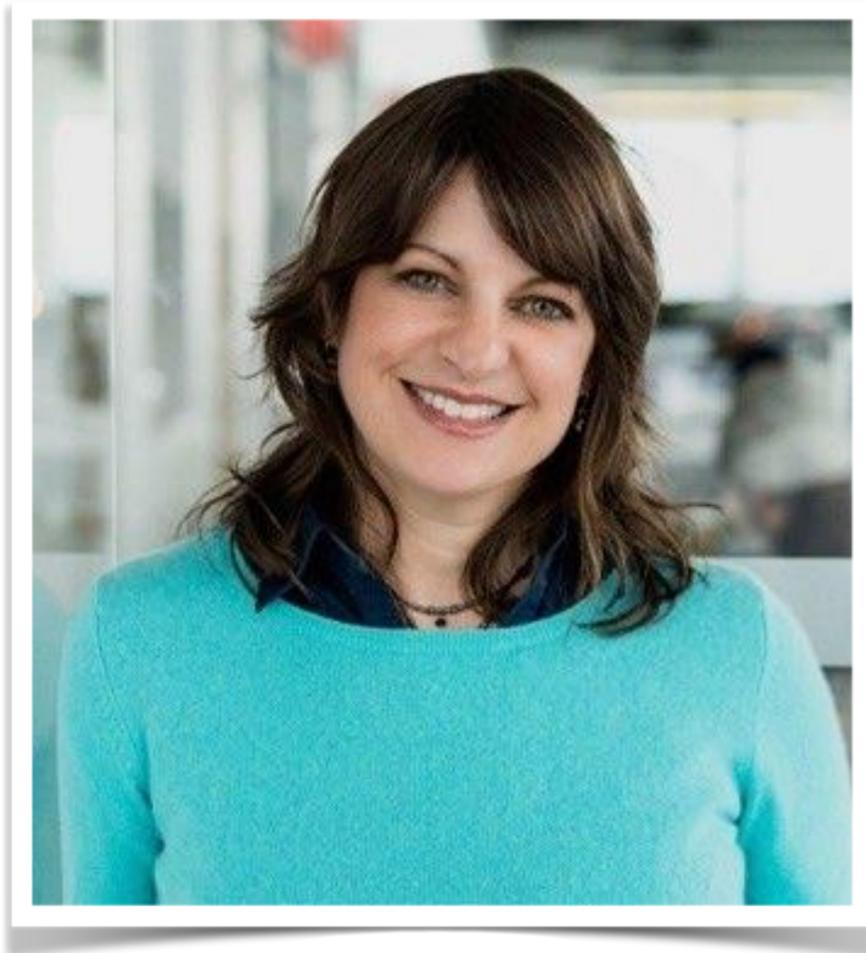
Making a Connection with Millennial Moms

WIC Next Generation: Connect, Empower, Nourish

September 28, 2016

Portland, OR

AN INTRODUCTION



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WHAT WE'LL COVER TODAY

How we engage with each other has changed dramatically over the last 15 years. Today it's not uncommon for young adult cell phone owners to exchange over 100 text messages on any normal day. Combine that with the plethora of social media channels and it's no surprise that it's getting harder to communicate and break through to make a connection. Understanding how today's WIC Moms are most comfortable communicating is critical. Once you understand the best ways of communicating you then need to consider how you communicate. I'll share current behavioral data to provide a deeper level of knowledge to aid in that understanding.

HOW WE'LL COVER IT

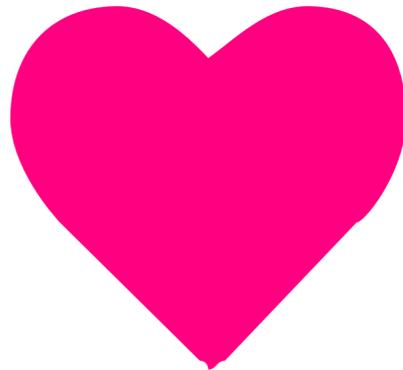
By thinking like a marketer (or a journalist) and examining the:



WHAT IT WILL (*HOPEFULLY*) HELP ANSWER...

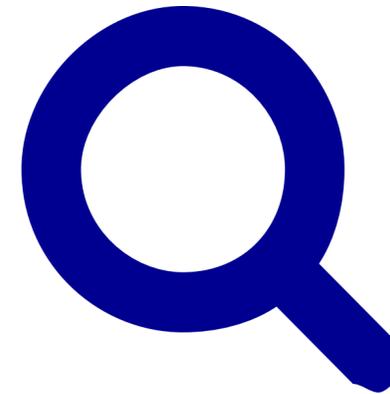
“How can I communicate with Millennial WIC Moms in a more relevant way?”

COMPASSION



+

CURIOSITY



A FEW THINGS TO KNOW BEFORE WE BEGIN

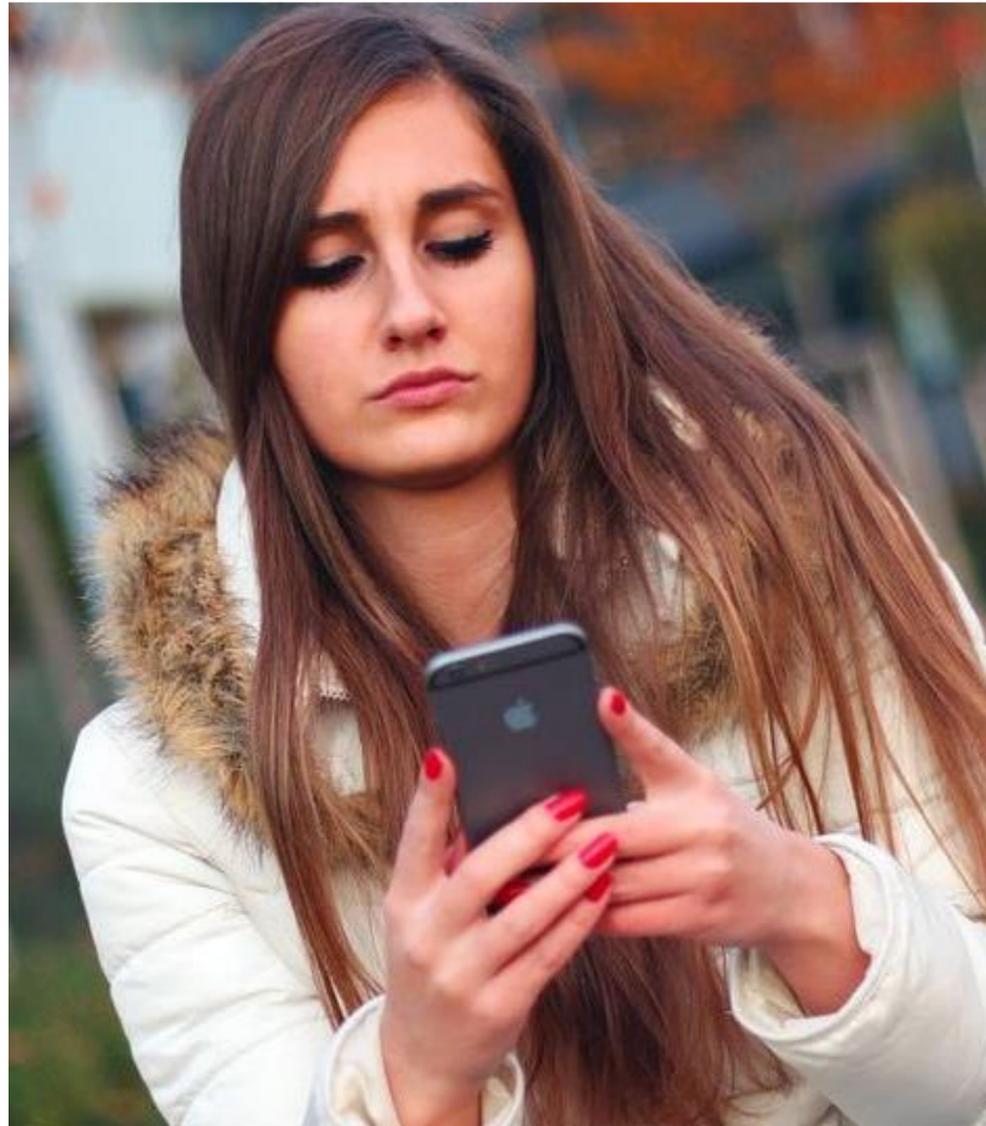
- **This deck will be made available**
- **Wherever possible I've included data for Millennial Moms; not just Millennial women or Millennials**
- **I've looked for data that digs into income levels**
- **You are the experts!**

WHO

KNOW YOUR AUDIENCE – WHAT MAKES US UNIQUE

Millennials Born 1981 – 1997	Gen X Born 1965 – 1980	Boomer Born 1946 – 1964	Silent Born 1928 – 1945
Technology Use (24%)	Technology Use (12%)	Work Ethic (17%)	WWII, Depression (14%)
Music / Pop Culture (11%)	Work Ethic (11%)	Respectful (14%)	Smarter (13%)
Liberal / Tolerant (7%)	Conservative / Trad'l (7%)	Values / Morals (8%)	Honest (12%)
Smarter (6%)	Smarter (6%)	“Baby Boomers” (6%)	Work Ethic (10%)
Clothes (5%)	Respectful (5%)	Smarter (5%)	Values / Morals (10%)

MEET THE MILLENNIALS



Millennials have surpassed Baby Boomers as the nation's largest living generation.

- Ages 19 – 36
- 75.4 Million
- 46% of Millennial women are Moms

Millennials are the most upbeat generation about their financial future even when comparing by age back to prior generations

- 37% of Millennial HHs are struggling with student debt (median debt per youth HH = \$13,000)
- 36% still living at home
- Over 80% say they either currently have enough money to lead the lives they want or expect to in the future

Messaging
Implications

Lead with optimism

DIVERSITY AND SELF EXPRESSION



Most racially diverse generation in American history

- 43% of Millennial adults are non-white

Millennials embrace multiple modes of self-expression.

- One-in-five have posted a video of themselves online
- Nearly 25% have a piercing in some place other than an earlobe
- 38% have a tattoo, of those...
 - Almost 50% have 2-5 tattoos
 - 8% have 6 or more

Messaging
Implications

Include visual diversity

NERD CULTURE MADE MAINSTREAM

Millennials embrace their geekdom.

- On track to be the most educated generation to date
- 60% of Millennial women have at least some college education



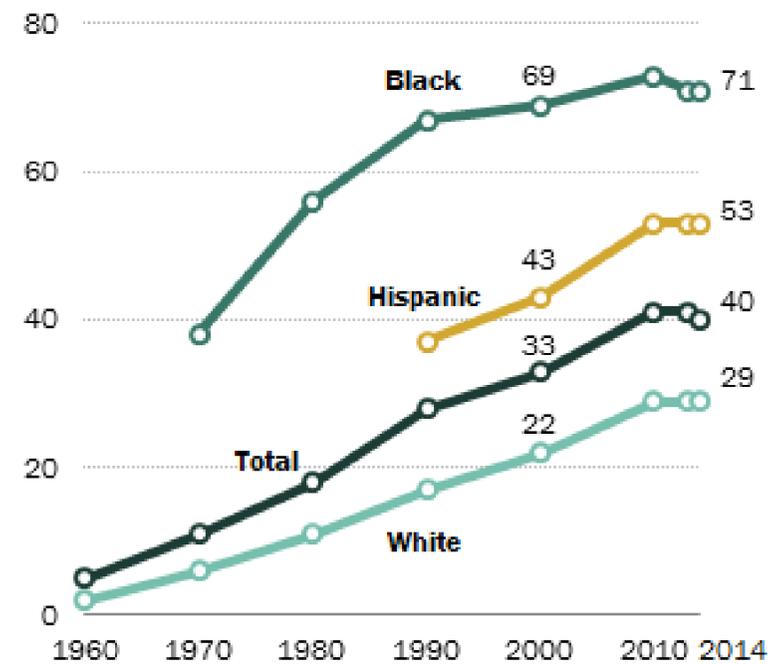
Messaging
Implications

Don't talk down to her

STARK REALITIES

The decoupling of marriage and childbearing

% of births to unmarried women



Note: Whites and blacks include only single-race non-Hispanics. Hispanics are of any race. 2014 data are preliminary. Data for Asians only not available.

Source: National Center for Health Statistics natality data

PEW RESEARCH CENTER

American families are changing.

- American adults who have never been married is at a historic high
- Two-parent households are on the decline with divorce, remarriage and cohabitation on the rise
- 40% of all births are to unmarried couples (2014)
- 60% of births out of wedlock to women with only a high school degree vs. only 10% of births out of wedlock to college-educated mothers*
- 26% of children (in 2014) were living in single-parent households; a threefold increase from 9% in 1960

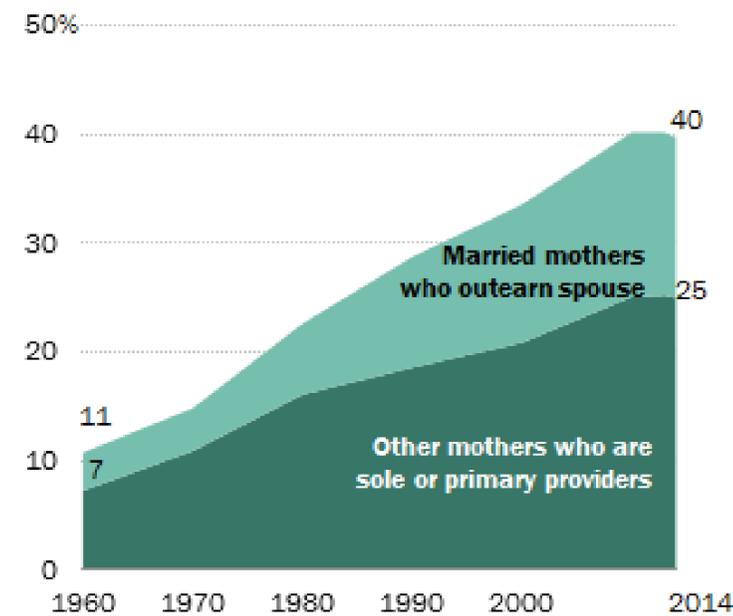
Messaging
Implications

Provide time saving how-tos

WORK LIFE BALANCE?

In four-in-ten families, mom is the primary breadwinner

% of families with children under 18 in the household



Note: Based on families where the mother or father is the household head. "Married mothers" include only those whose spouse lives in the household. "Other mothers who are sole or primary providers" include unmarried mothers and married mothers who live apart from their spouse.

Source: Pew Research Center analysis of decennial census 1960-2000 and American Community Survey data 2010-2014 (IPUMS)

PEW RESEARCH CENTER

Though the Great Recession pushed some Moms into stay-at-home status, a large majority are in the workforce.

- For 40% of families with children under 18 at home Mom is the sole or primary breadwinner
- 64% of mothers with children under 6 years of age are in the work force*

Many of these working mothers feel stressed by trying to balance work and family.

- 38% of mothers who work full-time and 25% who work part-time said they find it "very difficult" to balance work and family"**

Messaging
Implications

Don't assume she's in the kitchen

Source: Pew Research Center
*US Department of Labor Bureau of Labor Statistics, "Employment Characteristics of Families," April 23, 2015

**April 2015 survey from Care.com and Yahoo Parenting

POP CULTURE ICONS



Millennials didn't grow up with June Cleaver and Donna Reed.

- Millennial youth Mom role models were realer, rawer, more open about their flaws—and still darn good moms
- Millennials grew up on Moms like Patty Chase from *My So-Called Life* the breadwinner in their family
- Harriette Baines-Winslow from *Family Matters*, who held her own in a two-income family
- Moms like Molly Weasley of Harry Potter fame and Marge Simpson, kept their families together in the midst of constant chaos

EXPECTATIONS FOR DADS/PARTNERS

The roles of Moms and Dads are converging.

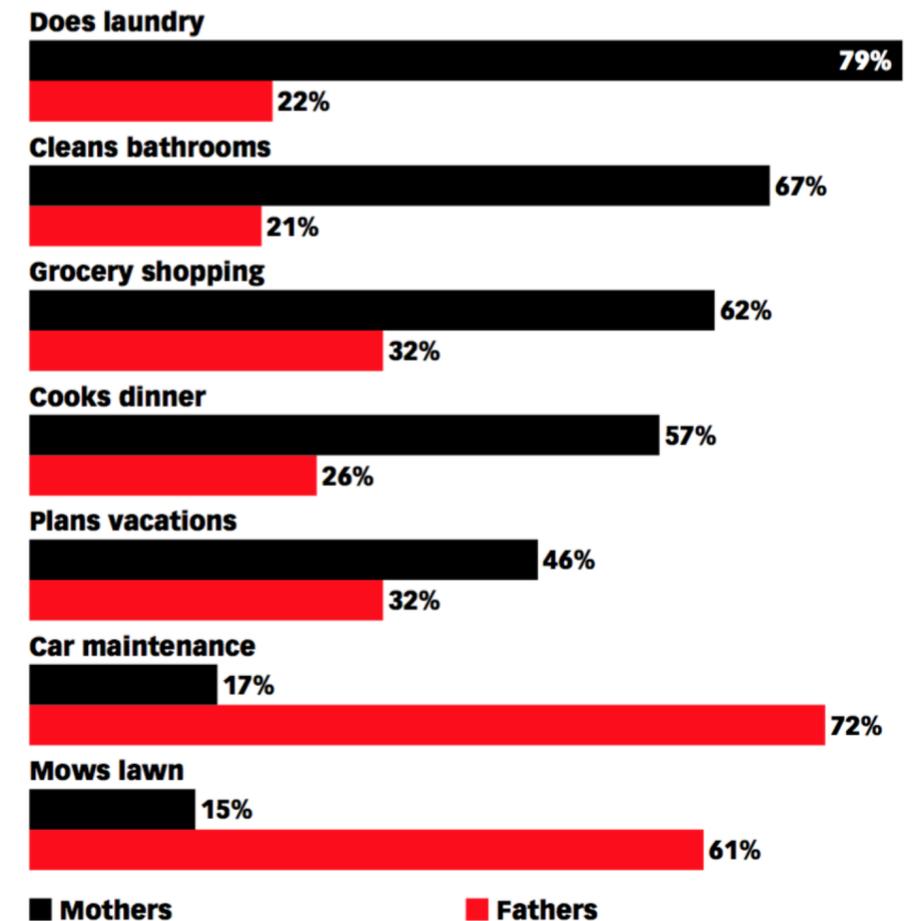
- Nearly half of two-parent households have a mom *and* dad who both work full time
- Dads are doing more housework and child care, while moms are doing more paid work outside the home
- Millennial dads are more likely than Boomer or Gen Xer dads to say they take the lead on:
 - doing laundry
 - shopping for groceries
 - filling out school permission slips
 - scheduling appointments for their kids
- But while more dads are saying that they're doing more, and moms are saying that dads are doing more, moms don't appear to be doing less

Messaging
Implications

Show her a competent father

Household Chores Conducted by US Mother vs. Father Internet Users, May 2014

% of respondents in each group



Note: working mothers and fathers; primarily responsible for handling each chore

Source: Working Mother Research Institute, "Chore Wars," April 28, 2015

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www.eMarketer.com

ATTITUDES TOWARDS SHOPPING



The internet has changed the way Mom's shop.

- 44% are doing more shopping on the internet than before
- 43% are finding what they want in store and going to the internet to find a better deal
- Nearly 40% are using their phone while shopping
- 82% of Millennial Moms strongly agree or agree that they follow brands to learn about deals and coupons (vs. 54% for non-Moms)*
- Moms are using apps like Ibotta—turning saving money into a game**

Messaging
Implications

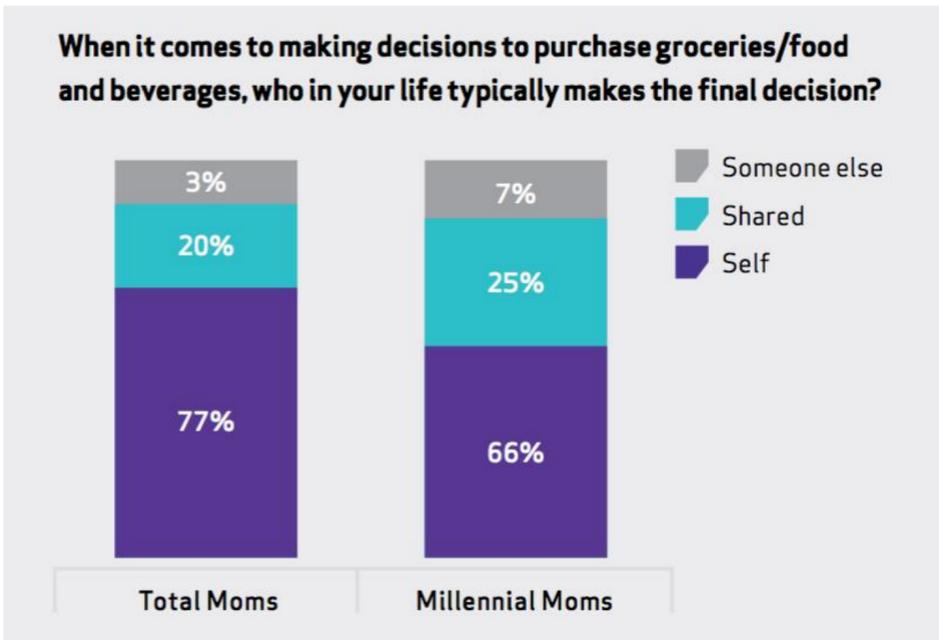
Show her the value

Source: Simmons Research, "National Consumer Study," 1.28.16

*Influence Central's *Consumer Insights Group*, June & July 2015

**eMarketer interview with Lauren Fitzgerald, *The Mom Complex*, 1.27.16

ATTITUDES TOWARDS FOOD



Decisions as to what to buy is more often a shared decision for Millennial Moms.

- Only 66% say they themselves alone make the grocery decisions

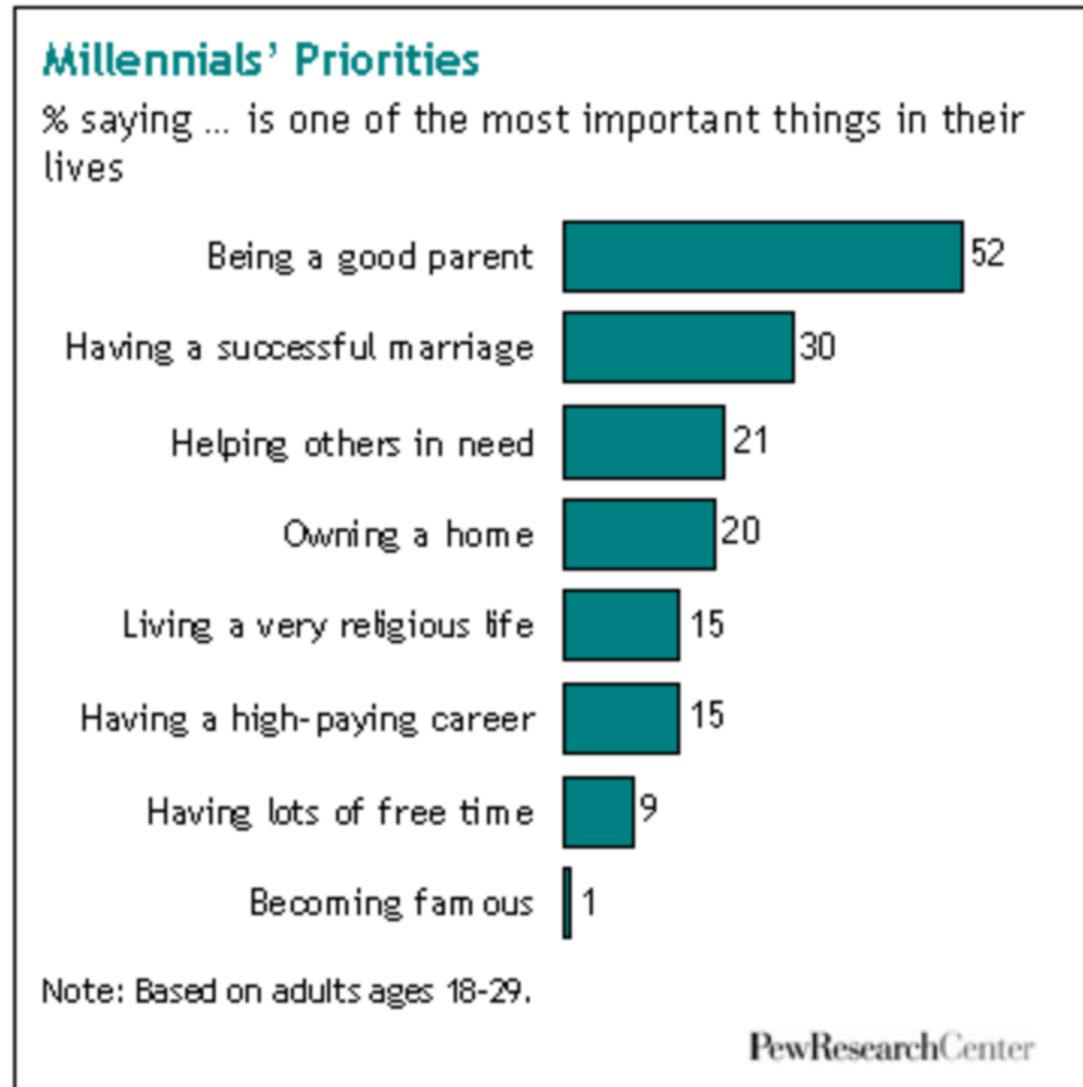
Healthy eating is a priority for Millennial Moms despite income levels.

- 60% report eating healthier foods than their parents, and 50% consume more organic products
- Millennial parents with restrictive budgets are also deeply concerned with health; they demonstrate a strong interest in cooking at home, and specifically seeking out healthy recipes

Messaging
Implications

Give her healthy recipes

WHERE ARE HER PRIORITIES?



Being a good Mom is really important.

"Imagine a switch being flipped, as soon as Millennial women have a baby, they begin to align themselves with a mom group as opposed to a Millennial group."

Stacy DeBroff, CEO of Influence Central



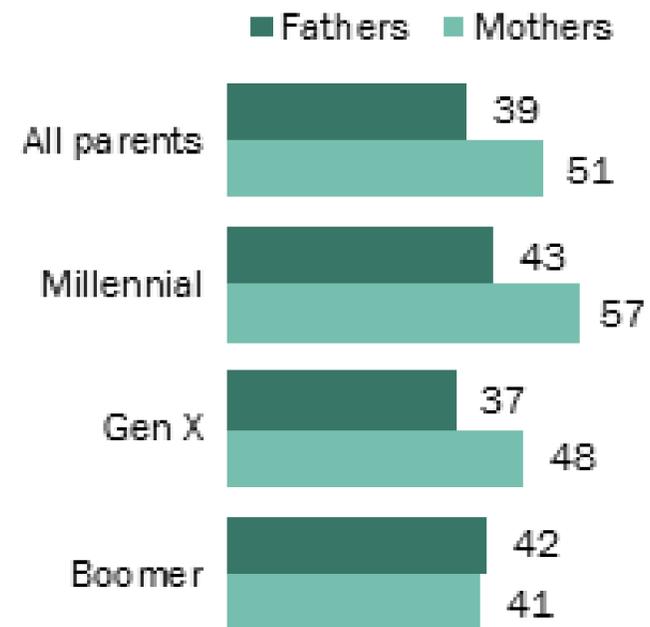
Messaging
Implications

Encourage her to make it her own

HOW IS SHE DOING?

Millennial moms give themselves high marks for parenting

% saying they are doing a very good job as a parent



Source: Pew Research Center survey of parents with children under 18, Sept. 15-Oct. 13, 2015

About half of American parents say they are doing a very good job raising their kids.

- 57% of Millennial moms say they are doing a very good job raising their kids

Parents care a lot about how others – in their immediate family and beyond – see their parenting skills.

- Roughly nine-in-ten parents who are married or cohabiting (93%) say it matters a lot that their spouse or partner sees them as a good parent
- 72% of those with a living parent want their own parents to think they're doing a good job raising their kids
- 52% also care a lot that their friends and people in their community (45%) see them as good parents

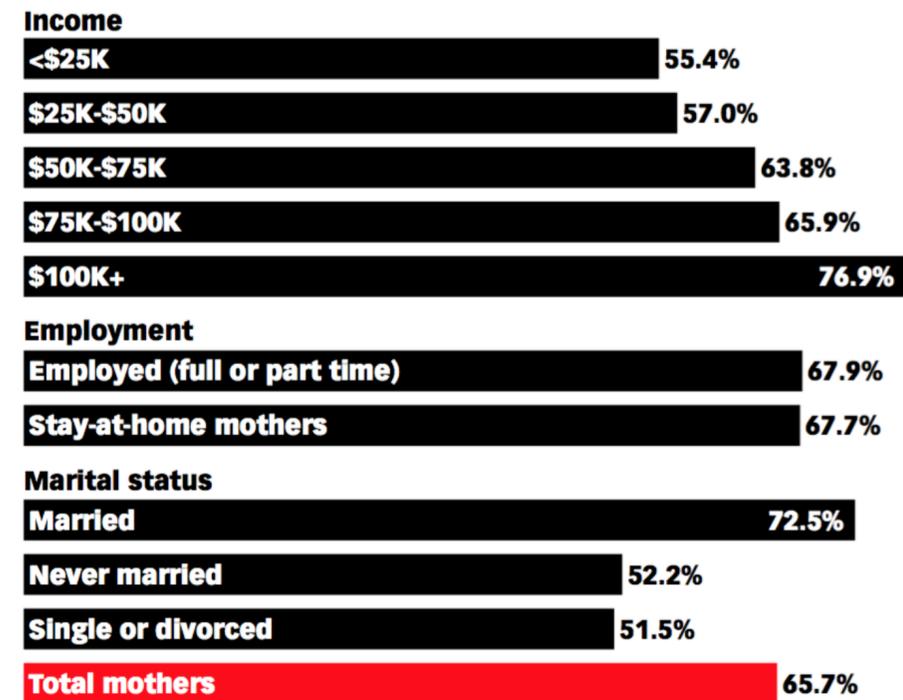
Messaging
Implications

Pat her on the back

IS SHE HAPPY?

US Mothers Who Are Happy with Their Life as It Is, by Demographic, March 2015

% of mothers



Source: Experian Marketing Services, "Winter 2015 Simmons National Consumer Study," May 27, 2015

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www.eMarketer.com

Happiness is mixed

- 53% of Moms say being a parent is rewarding and enjoyable all of the time with an additional 35% saying most of the time
- Parents who have only young children (under age 6) are more apt to say that parenting is enjoyable and rewarding

Recent analyses have found that income, marital status and church attendance are all linked to overall happiness.

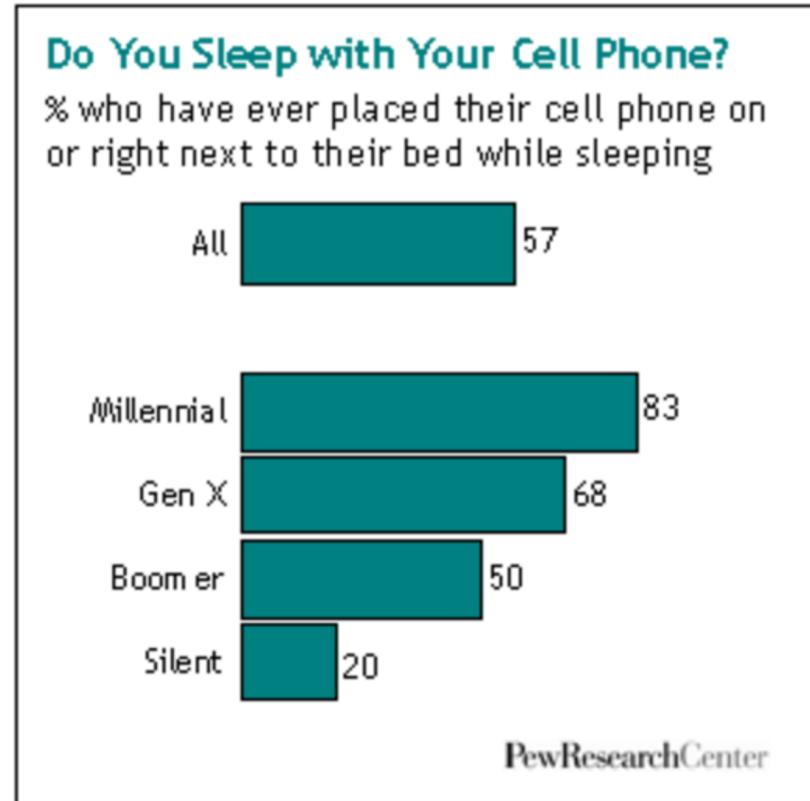
- 21.5% more wealthy Moms are "happy with their life as it is"
- 25% of working mothers "cry alone at least once a week."*

Messaging
Implications

Acknowledge it's hard

WHERE

TETHERED TO HER PHONE



Only 13% of all Americans today don't use the internet, of these only 5% are aged 18-49*

“Millennial moms have admitted they literally can't live without their smartphones. ...It's their everything.”**

- 95% of Millennial Moms own a Smartphone, compared with 87% of non-Moms
- 84% of smartphone owning moms have it with them always or most of the time
- 81% of Millennial Moms prefer to text, rather than talk on the phone (19%)
- 83% of Millennials sleep next to their cell phone
- Nearly 20% of Millennials check their smartphones during sex

“More moms are using mobile devices to manage their entire lives, whether that's their work or personal life.”***

Messaging
Implications

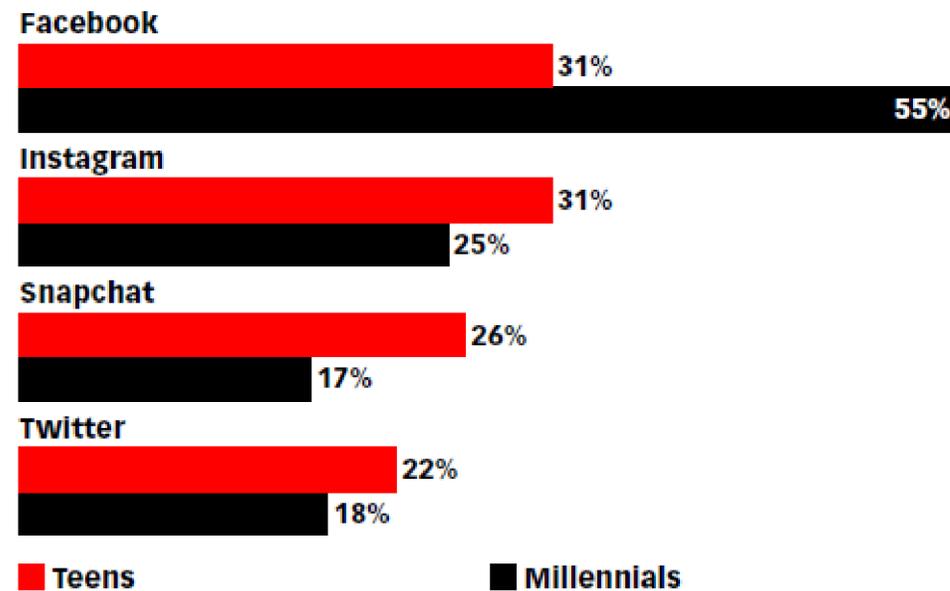
Communicate via text

Source: Edison Research
*Pew Research Center, 9.7.16
**eMarketer interview with Megan Lazovick, Edison Research, 8.11.16
***eMarketer interview with Kelley Skoloda, Ketchum, 6.10.15

ALWAYS ON SOCIAL MEDIA

Social Media Sites/Apps Used Daily by US Teen vs. Millennial Internet Users, April 2016

% of respondents in each group



Note: teens ages 13-17; millennials ages 18-34
Source: CivicScience as cited in company blog, April 12, 2016

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Millennial Moms juggle multiple social media platforms.

- Millennial Moms have 3.4 social media accounts, on average vs. 2.6 for non-millennial moms**
- 92% check Facebook multiple times per day*
- 56% check Instagram multiple times per day*
- 49% check Twitter multiple times per day*
- 42% check Pinterest multiple times per day*

She spends an average of 17.4 hours per week with her social networks.**

- 2 hours more than watching TV**
- Nearly 4 hours more than the non-millennial mom spends on social networks**

Messaging
Implications

Start a social conversation

Source: *Influence Central's Consumer Insights Group, June & July 2015
**KRC Research "Digital Women Influencers"

CONNECTED BUT AT WHAT COST?

Social media can affect the way moms feel about themselves or their parenting skills.

- Of millennial moms who use social media, 61% feel that social media posts can make them feel inadequate vs. 50% of non-millennial moms*
- Some mothers feel judged as parents and feel obligated to put up a “perfect” front**
- 26% of social-using mothers said they “always” feel judged about their parenting; 42% “sometimes”***
- 49% of Millennial Moms feel they can only share “good/positive things” on social media**

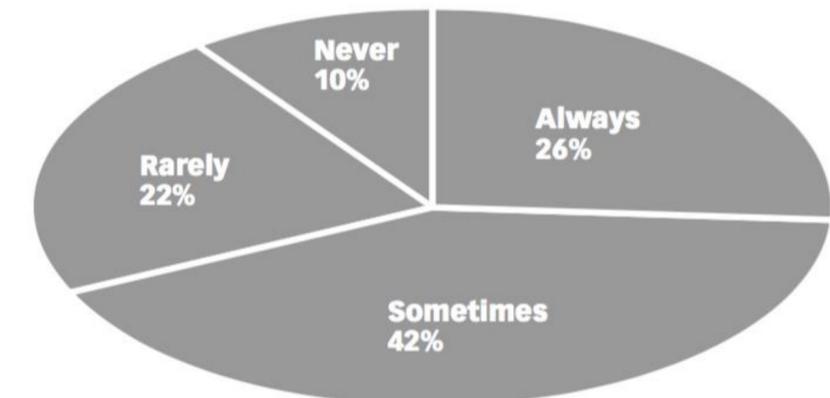
“It can make you feel inadequate and like being a mom is a competition.”+

Messaging
Implications

Don't judge her

Frequency with Which US Mother Social Media Users Feel Their Parenting Decisions Are Judged by Other Mothers, Feb 2015

% of respondents



Note: mothers with children under age 21 who have a profile on Facebook, Instagram or Pinterest
Source: Edison Research, "The Research Moms," May 20, 2015

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Sources: *eMarketer interview with Megan Lazovick, Edison Research, 8.11.16

**Edison Research

***Crowdtap interview study

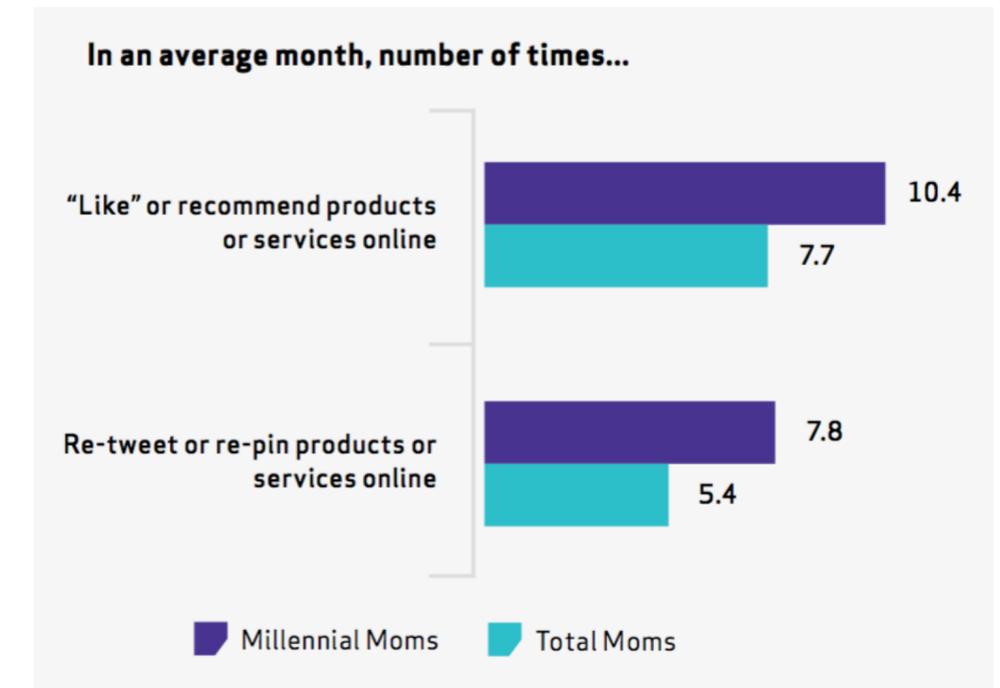
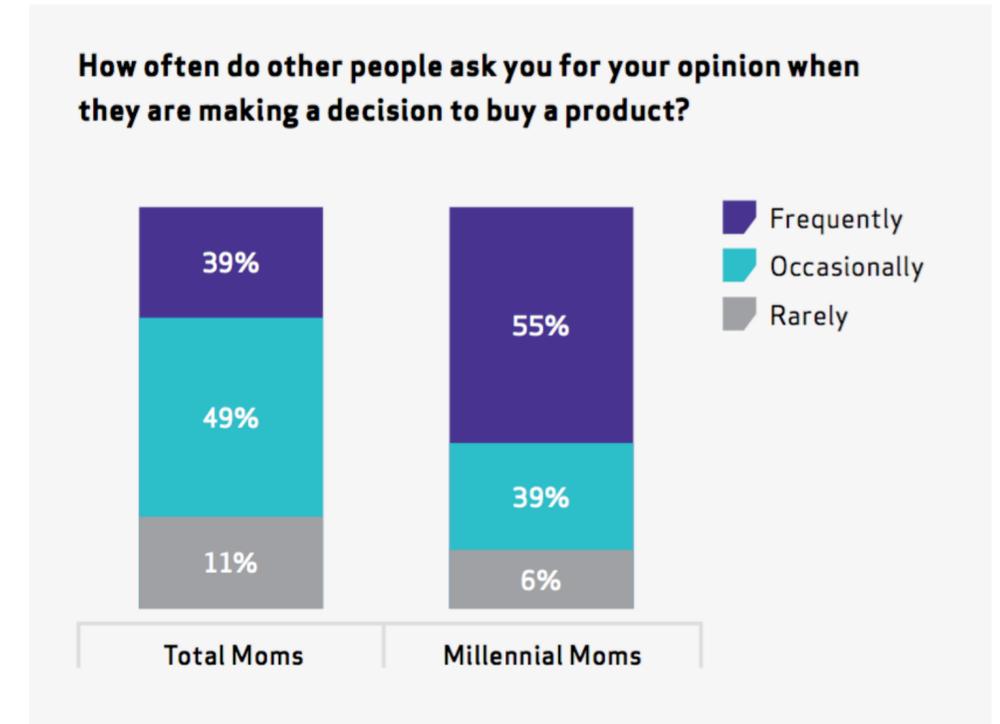
+BabyCenter, "2015 Cost of Raising a Child," 9.17.15

WHY

BECAUSE SHE'S HIGHLY INFLUENTIAL

Millennial Moms will share, listen and tell you what she thinks.

- 99% of Millennial Moms post their own reviews vs. 82% of non-Mom Millennials*
- 89% of Millennial Moms post when they have a positive or strongly positive encounter vs. 72% of non-Moms Millennials*
- 74% of Millennial Moms report they are sought out more often than other friends as advisors on a wide range of topics**
- 78% agree/strongly agree that they are more likely to purchase a product if an influencer recommends it vs. 53% of non-Mom Millennials*
- She has an average of 24 close friends (the non-millennial mom has 22, on average), their advisements are potentially far-reaching**



Source: *Influence Central's *Consumer Insights Group*, June & July 2015
**KRC Research "Digital Women Influencers"
Data visualizations KRC Research "Digital Women Influencers"

IT'S IN HER DNA TO USE THE INTERNET

She's accessing entertainment.

- 70% of Millennial Moms report renting/streaming movies from Netflix*
- 46% saying they “prefer to watch most of my TV shows online”*

And solution seeking.

- 69% are accessing “Food/Recipes”*
- 39% are sharing short videos, at least weekly*
- Over indexing in YouTube content tailored to “family”, “how to” and “animals”**

But you can't assume you're getting her undivided attention.

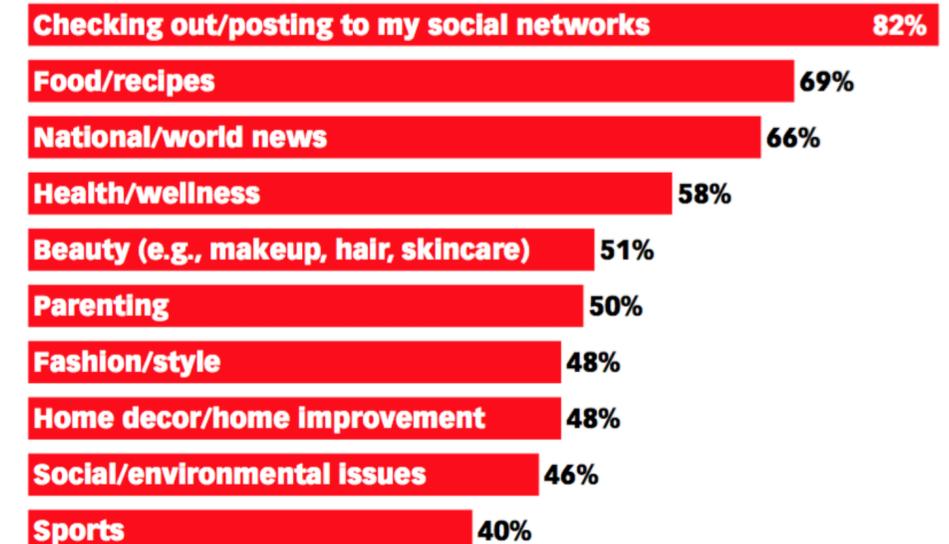
- 74% of Millennial Moms said they use different media devices simultaneously***

Messaging
Implications

Recipes, recipes, recipes

Content Categories Accessed Digitally by US Mother Internet Users, Nov 2015

% of respondents



Note: n=4,292; at least once per week via any device
Source: AOL, "Mega Audience II: Moms," Jan 6, 2016

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www.eMarketer.com

Sources: *AOL, "Mega Audience II: Moms," survey, 1.6.16
**Millard Brown Digital's Compete Clickstream panel, Q1 2015
***Mindshare Mindreader survey, Set 2015

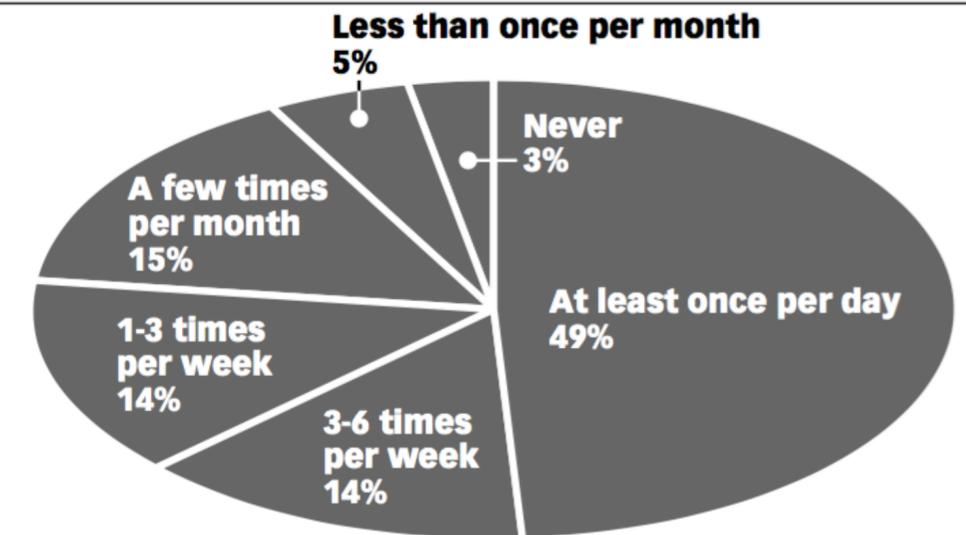
SHE'S LOOKING FOR PARENTING ADVICE

Only 40% of Millennial Moms turn first to their own Moms for parenting advice.*

77% say the internet has made them a better parent:**

- 91% say it's helped them find tips on fun activities
- 87% say it's helped them quickly find parenting tips and advice
- 81% say it's helped them find Moms going through similar life experiences
- 79% say it's helped them connect with other Moms, day or night
- 75% say it's helped them find reputable medical or health advice

US Millennial Mother Internet Users Who Use Social Media for Parenting Purposes, by Frequency, Oct 2015
% of respondents



Note: n=562 ages 20-35 with at least 1 child under age 10
Source: Crowdtap, "Meet the (Millennial) Parents," Jan 26, 2016

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www.eMarketer.com

Messaging
Implications

Make it easy for her to find

Sources: *Crowdtap, "Meet the (Millennial) Parents," Jan 26, 2016
**Influence Central's *Consumer Insights Group*, June & July 2015

HOW

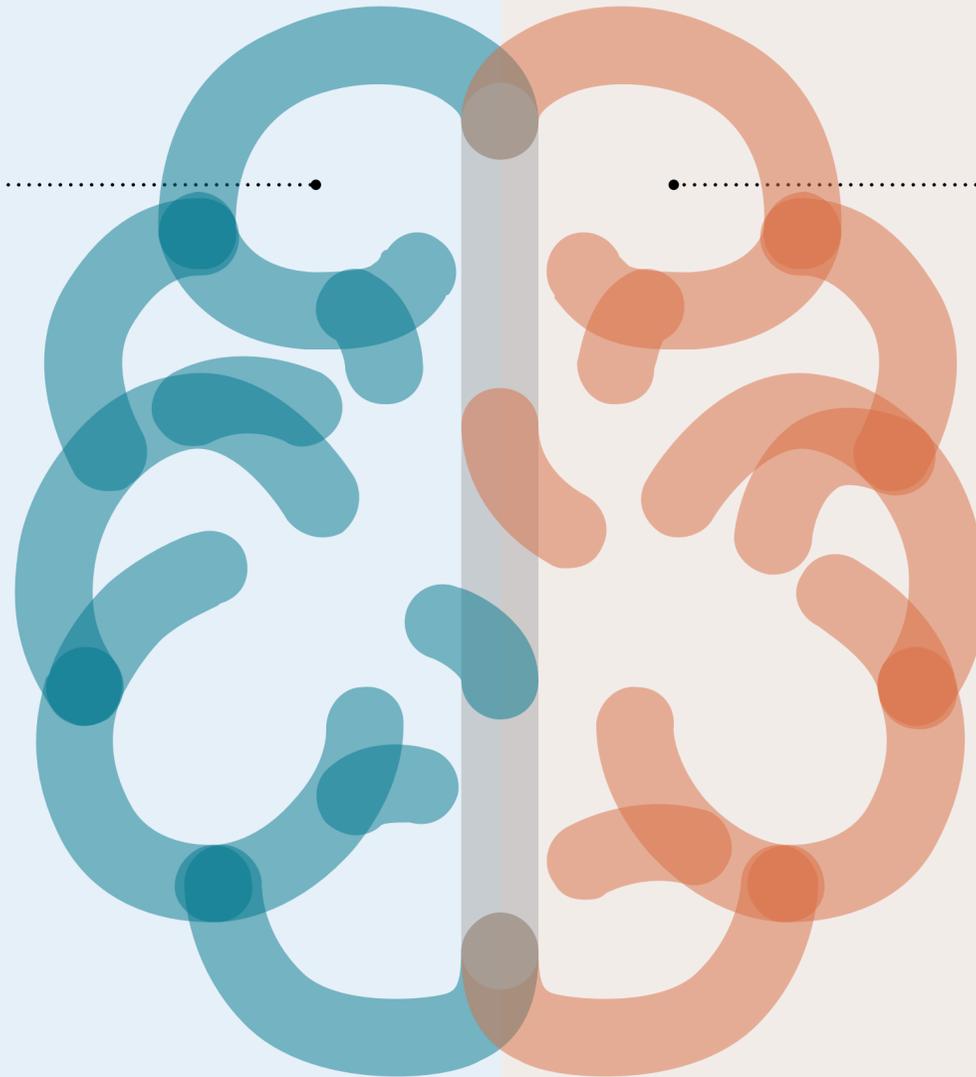
BY FULFILLING HER BASIC NEEDS

Rational Needs

Utility

Information

Education



Emotional Needs

Personal Identity

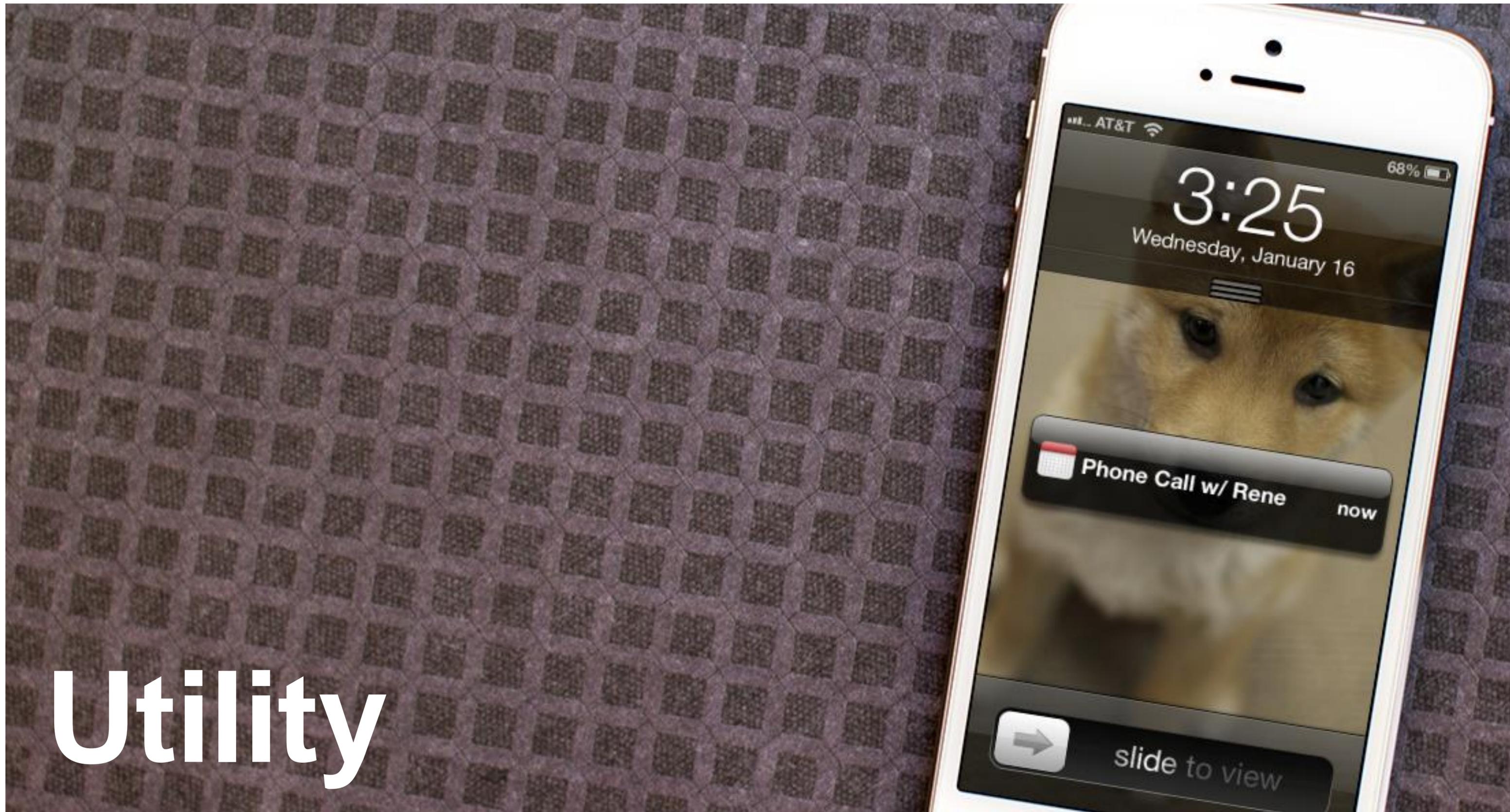
Community

Entertainment

Diversion

Inspiration

Utility





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Information

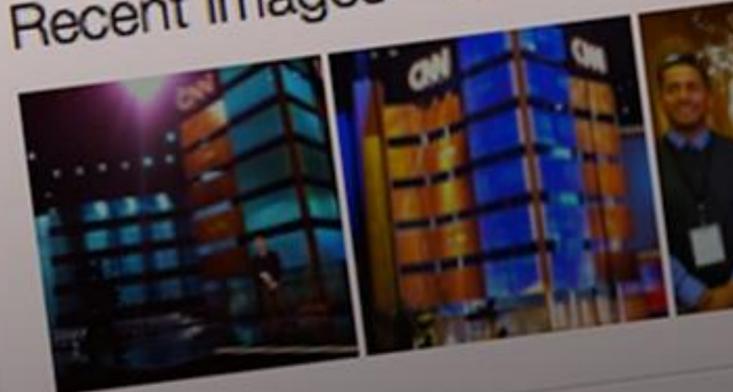
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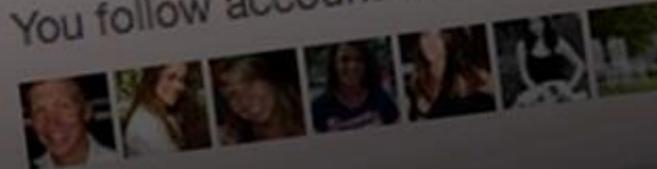
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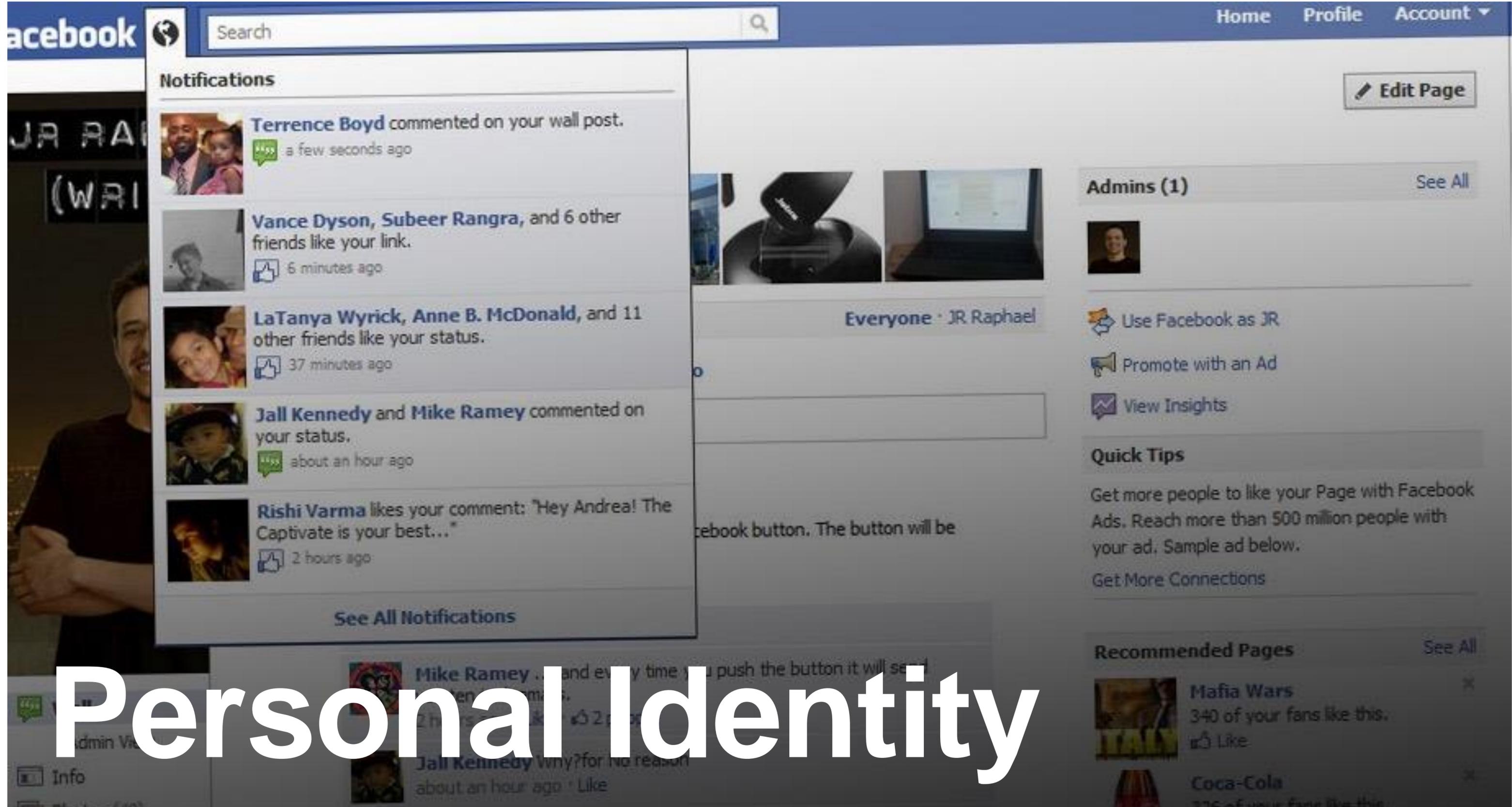


Time: 0:05

Jun 29, 2012 10:55 AM

Differentiation is the process by which cells become specialized|

Education



Personal Identity



GriefShare Support Group



← Events

Join

GriefShare Support Group - Open to the public

Community

Going (1)

Wednesday

11:00am until 12:00pm

Because you watched Trainspotting >




Stranger Things
 ★★★★★ 2016 TV-14 1 Season
 A lost boy. A government lab steeped in terrible secrets. A mother who won't rest until her son is found.

+ 

Trending Now



Recently Added

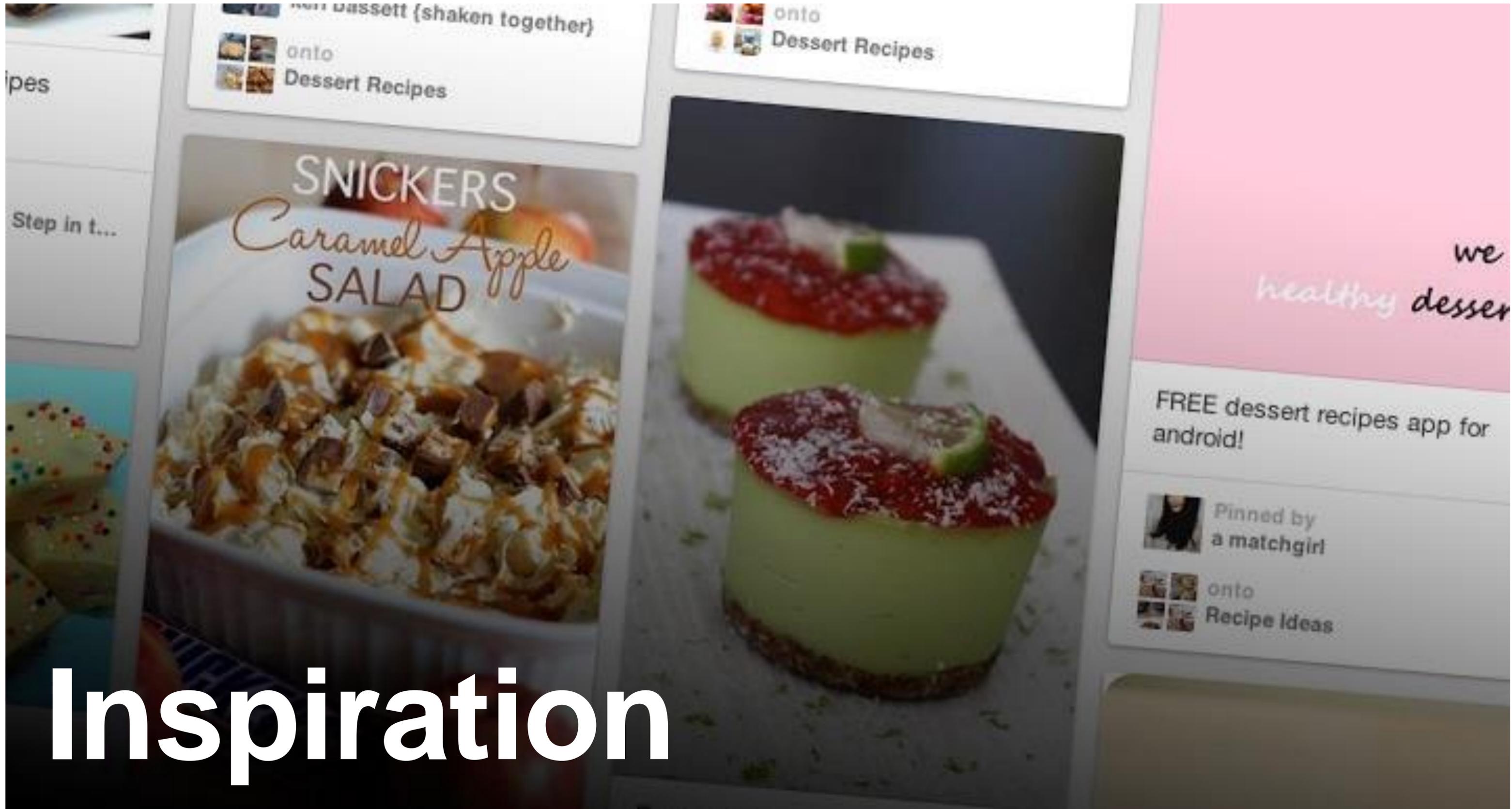


Entertainment

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Diversion



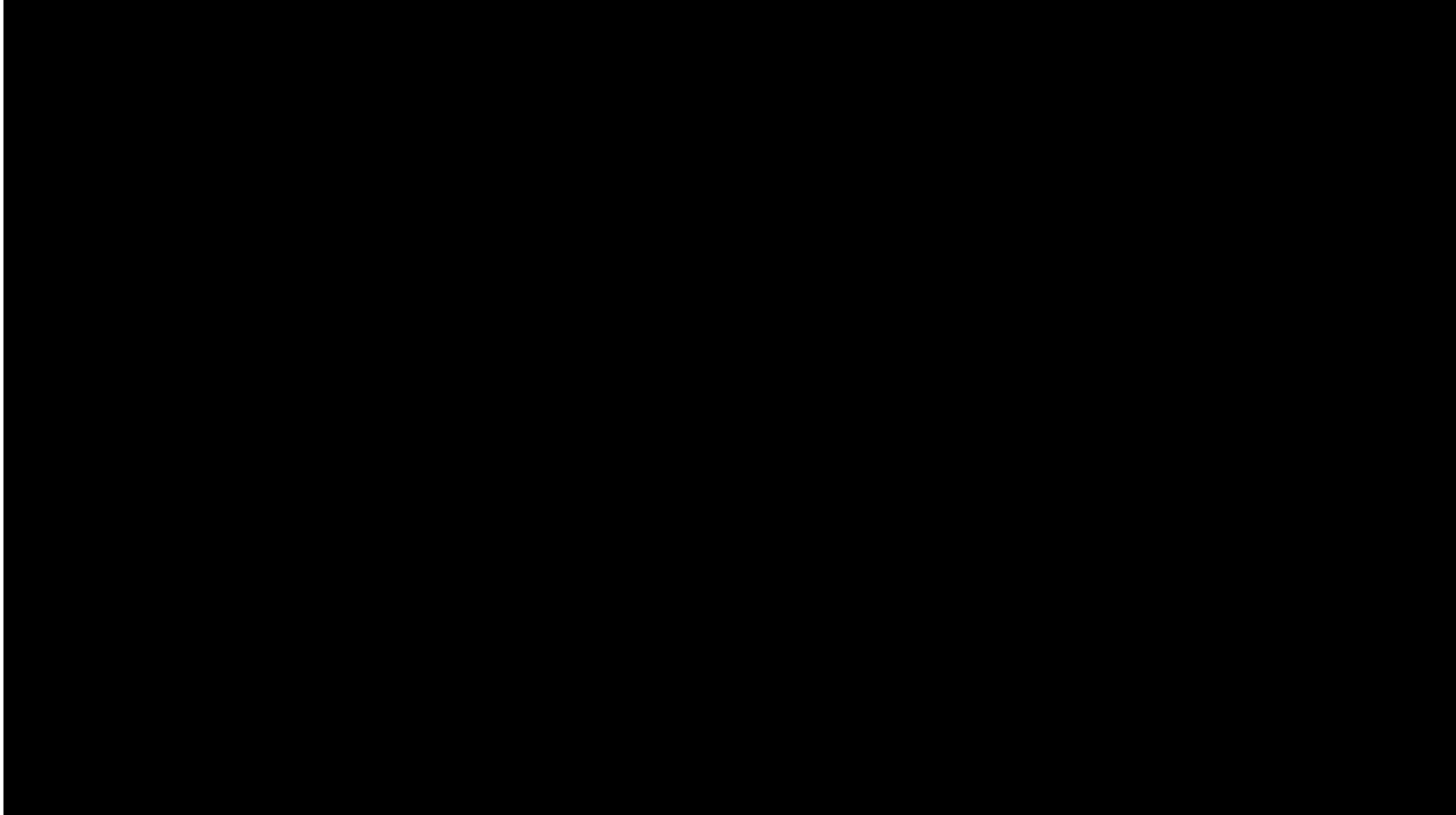
Inspiration

WHAT

MESSAGING IMPLICATIONS SUMMARY

- Lead with optimism
- Include visual diversity
- Don't talk down to her
- Provide time saving how-tos
- Don't assume she's in the kitchen
- Keep it real
- Show her a competent father
- Show her the value
- Give her healthy recipes
- Encourage her to make it her own
- Pat her on the back
- Acknowledge it's hard
- Communicate via text
- Start a social conversation
- Don't judge her
- Make it easy for her to share
- Recipes, recipes, recipes
- Make it easy for her to find
- Utility
- Information
- Education
- Personal Identity
- Community
- Entertainment
- Diversion
- Inspiration

MAN BOOBS EXAMPLE: [HTTPS://YOUTU.BE/FZ4C9ZRVZZK](https://youtu.be/fz4c9zrvzzk)



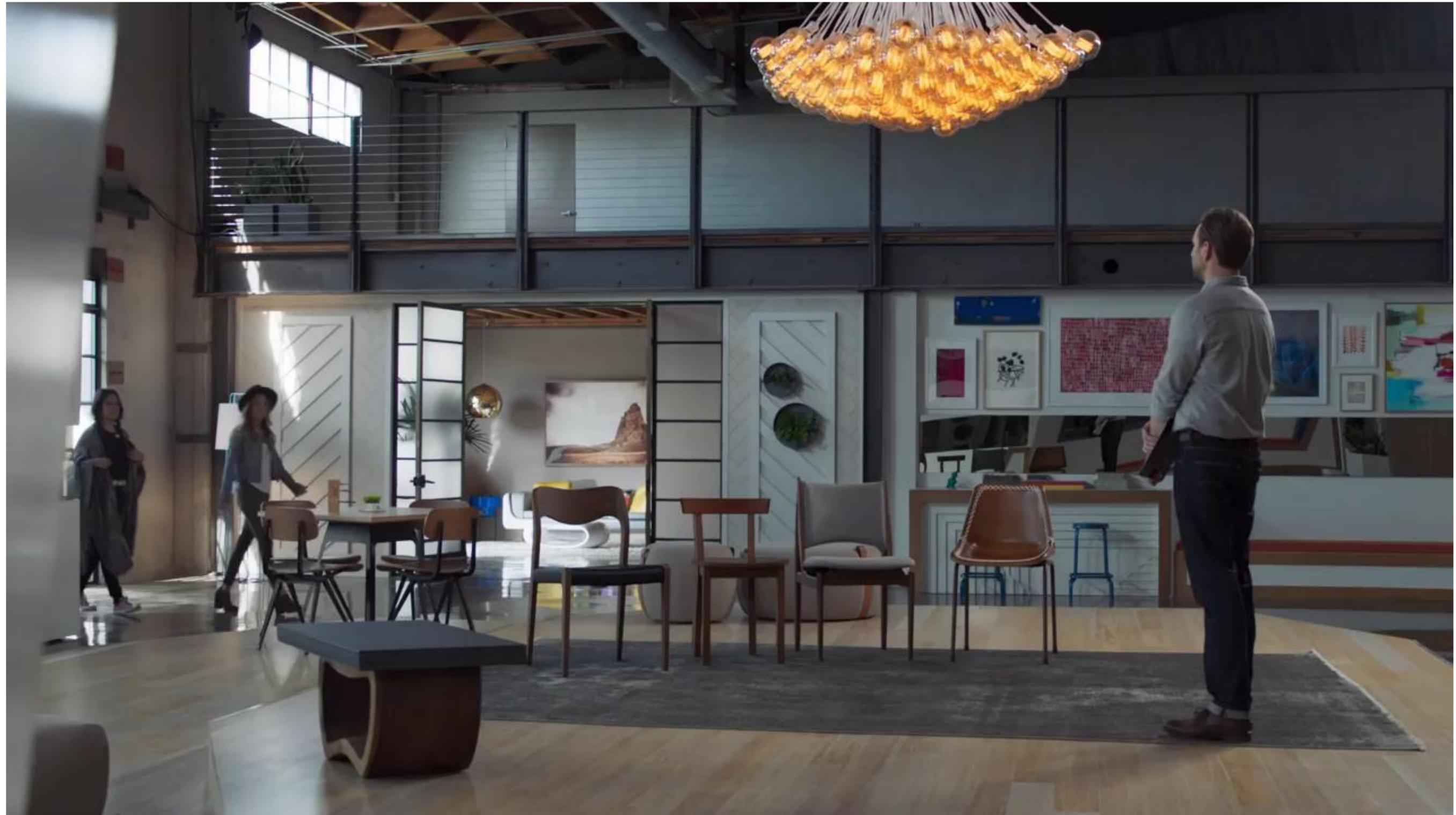
MESSAGING IMPLICATIONS FULFILLED

- Lead with optimism
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- Personal Identity
- Community
- Entertainment
- Diversion
- Inspiration

STEREOTYPICAL PERCEPTIONS: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=3XZUCYTQZQU](https://www.youtube.com/watch?v=3XZUCYTQZQU)



WHAT ELSE?

SUMMARY

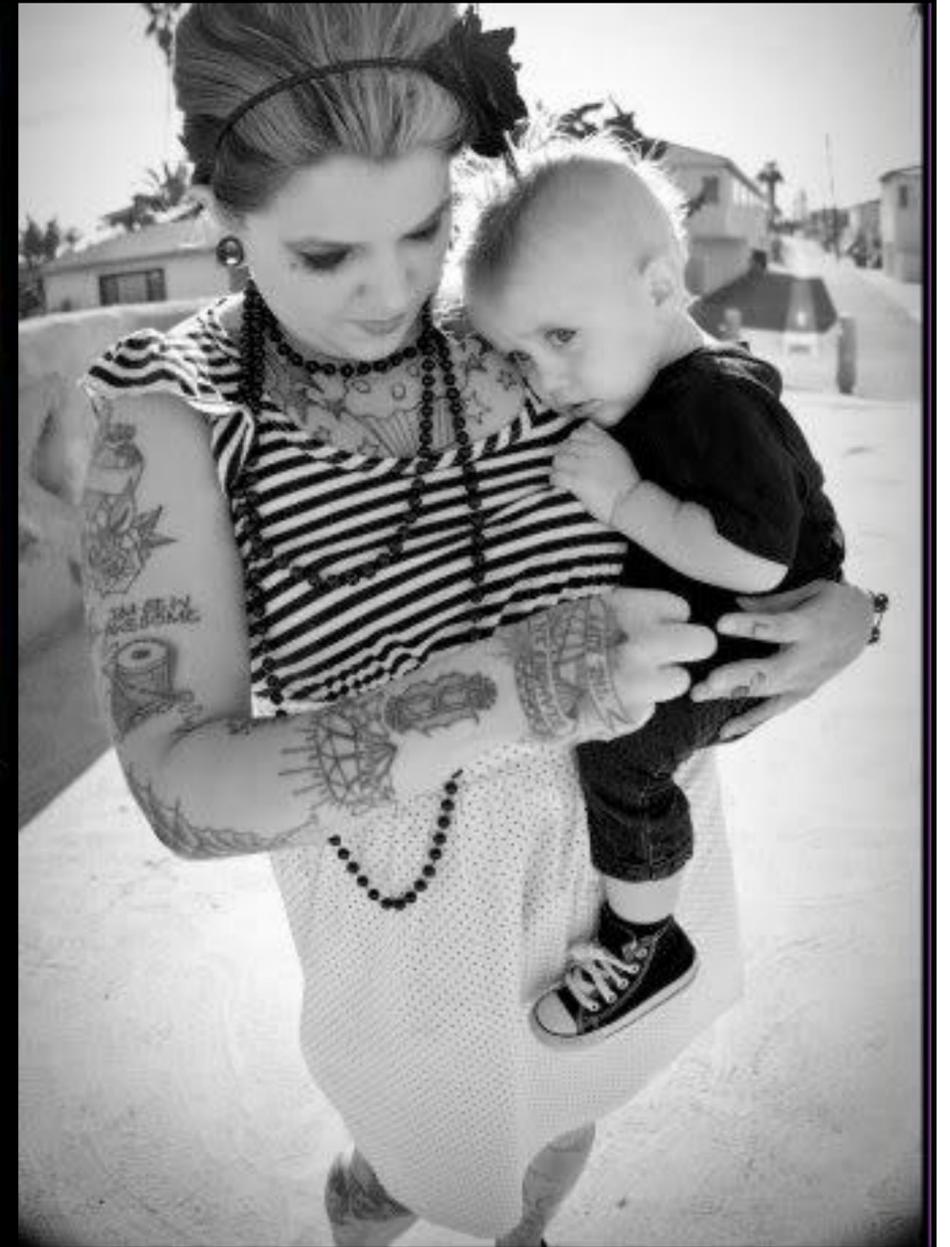
CONSIDERATIONS TO HELP YOU COMMUNICATE WITH MILLENNIAL MOMS

1. **Communicate via the channels she's most comfortable using**
2. **Whatever you tell her she's probably going to tell someone else**
3. **Invite her into a social conversation**
4. **She wants your advice on how to do it but she needs to do it her way**
5. **Save her time and money**
6. **Even though motherhood is really important don't forget she's a multidimensional woman**
7. **Acknowledge her stress but play to her aspirations**
8. **Be honest, transparent and tell it like it is**



Thank You

Q&A



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@ByGeorgiaGal