



Communicating with Today's WIC Mom: *The Millennial Generation*

Presented: October 18, 2011

Meet the Millennials

- Born 1977–1994
 - 37 million women
 - 14+ million moms
 - 30+ million moms by 2030
- The new face of motherhood
 - Fertility rates highest level in 15 years
 - 76% of all births
 - 85% of first births
- More diverse
 - Almost half of births (48%) belong to a racial or ethnic group other than “non-Hispanic white”
 - One in nine (11%) are U.S.-born of an immigrant parent
 - Hispanics account for the largest % of population boom
 - Has fertility rate 27% higher than total population
 - Now represent 1 in 4 U.S. births



Millennials are Tech-Native

- First generation to have grown up on the internet
- Millennial moms don't always live next door to their parents, so they turn to their peers, blogs and web communities — it takes an online village to raise a child
- WIC new moms* fall right in line:
 - 99% use electronic information resources
 - 89% use parenthood advice and information websites
 - 72% visit retailer websites
- 54% of all WIC moms signed up for an e-newsletter for expectant or new moms (*63% of total moms did*)

“It isn't technology for the sake of technology. It's about making connections and staying connected.”

“It's like breathing. I use it without even noticing.”

* Percent of WIC new moms (i.e., baby 0-12 months) who use indicated information resource once a month or more; examples of parenthood advice and information websites include BabyCenter.com and Parents.com.

Millennials Want to Feel Connected

Millennials place high importance on feeling connected to other women; the same is true for WIC moms:

- 82% use social networks (e.g. Facebook, Myspace, Twitter, etc.)

Friendships with other women provide them with:

- Perspective and non-judgmental support
- Adult interaction and socialization
- Advice and honest assessments

They find this support in a variety of places:

- Best friends
- Mothers
- Social network friends
- Mommy groups



Millennials Want Community and Information All the Time, Everywhere

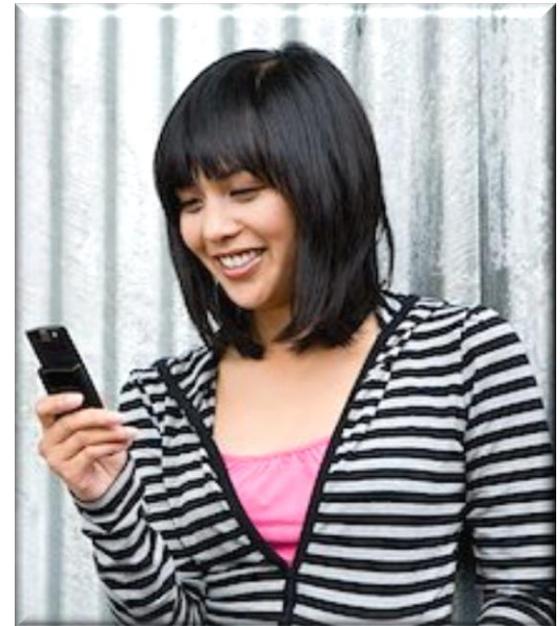
Mobile is essential

Viewed as a functional tool that they cannot live without

- 73% of adults 18 – 29 who have a cell phone use it daily for non-voice activity (i.e. texting, internet access, video, etc.)
- 64% use their phone to quickly retrieve information
 - 2 out of 5 (42%) say they have had trouble doing something because they did not have their phone

Mobile is mass market with WIC new moms

- 90% have a mobile device
- 26% have a smartphone (*compared to 34% of total moms*)
 - Most (79%) with a smartphone access the internet from their phone (*89% of total moms do*)



Millennial Moms Rely on Information from Experts and Other Moms

Rely on Experts for:

- Health-related issues
- Child development
- Safety issues
- Scientific studies
- Nutrition information

Rely on Other Moms for:

- Parenting tips and strategies
- Sleep issues
- Feeding issues
- Product recommendations
- Inspiration



WIC Moms Are Media Omnivores

Number of Media/Information Sources Used Monthly+



WIC Moms: 10

Total Moms: 10



Expectant WIC Moms: 11

Total Expectant Moms: 12



New WIC Moms: 11

Total New Moms: 11



Hispanic WIC Moms: 17

Total Hispanic Moms: 17



Source The Meredith Parents Network MomTrak®, *Moms & Media: Always On*, January 2011, Base: Average Media and Information Sources Used Monthly+ (out of 20 General Market; 30 for Hispanic Market); WIC Moms (N=140)/Total Moms (N=1,002), Expectant WIC Moms (N=85)/Total Expectant Moms (N=463), New WIC Moms (N=166)/Total New Moms (N=625), Hispanic WIC Moms (N=78)/ Total Hispanic Moms (N=254)

Purchase Decision Influencers

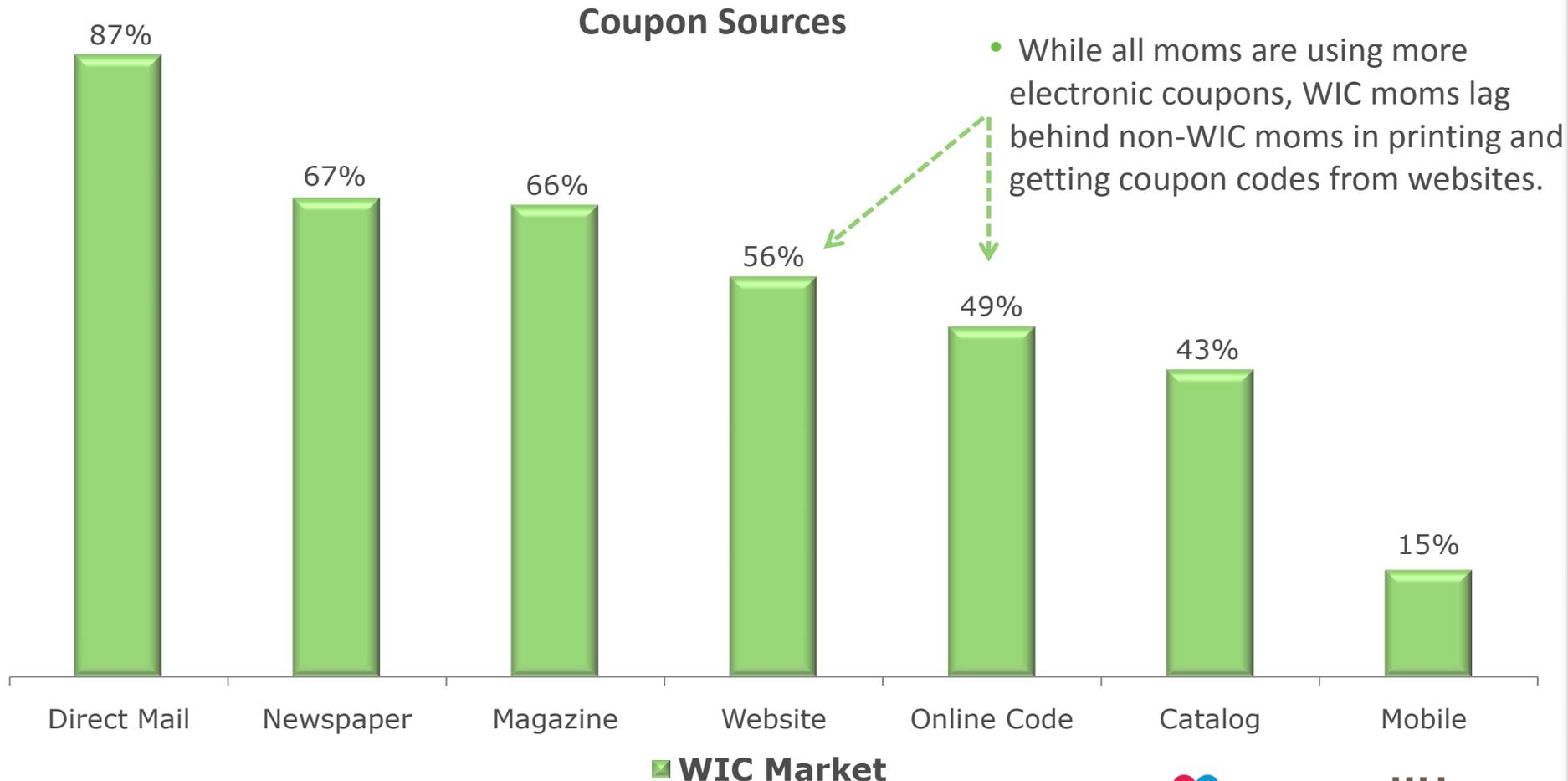
Top 8 Information Sources Moms Use When Shopping for Children's Food & Beverage Needs

1. In-store product displays
2. Television
3. Retailer/company/brand websites
4. Non-parenthood websites
5. Healthcare professionals
6. Retailer/manufacturer/gift registry catalogs
7. Health/medical websites
8. Parenthood magazines



WIC Mom Coupon Usage

- 96% of WIC new moms use coupons, comparable to non-WIC new moms
- The most widespread way for WIC new moms to receive coupons is direct mail (87%)



Source: The Meredith Parents Network MomTrak™, *Moms & Media: Always On*, January 2011

Types of Coupons Used

Overall, WIC new moms use coupons for the same items as non-WIC new moms.

WIC new moms frequently use coupons on...

- 55% - Food/Beverages
- 75% - Baby/Toddler Consumables
- 48% - Personal Care Products



What Millennial Moms Want

- Instant Gratification
- Personalization
- Appreciation of Her Diversity
- Recognition as a Multi-Dimensional Mom
- A Voice



Instant Gratification

- More than any other generation, Millennial moms are time-pressed – convenience is key
- Millennials grew up on the speed of the Internet and shorter commercial messaging
- They demand quick access and immediate action
- Mobile is playing an increasingly more important role in their lives as it acts as a multi-functional information device



Personalization

- Technology has given this group the ability to personalize their lives
- Today's mom has custom web pages, iPods tailored to their own taste and the ability to watch their favorite TV shows on their own schedules
- Messages should be personalized and interactive to catch her attention



Diversification

- Millennials represent the most diverse generation of moms to date
- Represent more cultures and ethnicities, but are also quick to embrace different cultures
- Messages must reflect diversity in imagery and message to appeal to all Millennials



Connect with Her as a Multi-Dimensional Mom

- Connect with what matters to her as a mom, but do so with a generous appeal to her non-mom self
- Recognize that she is multi-dimensional and doesn't want to give up her pre-mom identity



Start a Dialogue and Give Her a Voice

- She prefers a two-way conversation— doesn't want to be talked at
- She likes to be involved
- She wants to feel like she is getting a recommendation from a friend— someone she can relate to



Thank you!

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Addendum

The Meredith Parents Network MomTrak[®]

Moms & Media: Always On



Background:

The availability of information is ever-increasing, and overall media consumption among moms is extremely high. With this in mind, The Meredith Parents Network conducted the most recent version of its MomTrak “What Do Moms Want?” research. The Meredith Parents Network is interested in understanding mothers’ information-gathering and sharing habits and identifying the key sources of information for parenthood issues and product and brand information for themselves and their children. The goal of the research is to obtain insights to guide Meredith Corporation’s marketing efforts and to help its advertisers understand moms’ motivations, needs, and information sources.

Objectives:

- Measure moms’ use of both digital and traditional media for parenthood and product/brand information (for both their children and themselves).
- Understand moms’ relationship to various media, including importance in the purchase decision, role of independent resources, and the influence of social media.
- Identify the types of information moms most frequently gather, and in what way this information is obtained (e.g., specific product information by category, brand information, general parenthood “tips,” emotional support, etc.).
- Determine level of engagement with magazines in general and parenthood magazines specifically.
- Gauge the importance of media in the lives of their children, and understand the use of digital technology (e.g., cell phones, other mobile devices, etc...) by children.
- Understand differences in motivations and needs by generation (Gen-X, Millennials, Boomers).

The Meredith Parents Network MomTrak[®]

Moms & Media: Always On



Research Design:

To meet the study objectives, Meredith Corporation contracted Zeldis Research Associates to conduct an online survey among moms in several categories:

- **National sample of moms:** A total of 1,002 interviews with adult moms (age 18+) with kids age 0 through 12, conducted through a nationally representative online consumer panel (Survey Sampling, Inc.). These interviews were allocated among Millennials (34%), Generation X (48%), and Boomers (18%). The results for this national sample were weighted to more accurately represent national census demographics.
- **Parents.com sample of prenatal moms:** A total of 463 online interviews among prenatal women, sampled from Meredith Corporation's parents.com newsletter recipients. Of these, quotas were set by month of pregnancy to ensure even distribution.
- **Parents.com sample of new moms:** A total of 625 online interviews among new moms with babies 0-12 months, sampled from Meredith Corporation's parents.com newsletter recipients. Of these, quotas were set by child's age in months to ensure even distribution.
- **Spanish-speaking Hispanic moms:** A total of 254 interviews were conducted among adult moms (age 18+) of children ages 0 to 12, conducted through a representative online consumer panel of Spanish-speaking Hispanic women (Western Wats Hispanic panel). The survey was conducted in Spanish.

All English-speaking research was conducted from July 1st to July 21st, 2010. Spanish-speaking research was conducted from July 19th through August 10, 2010.