



Marketing To Moms Coalition

Back to School 2007

For Questions, Please Contact
Teri Lucie Thompson
206-545-5420



Marketing to Moms Coalition Back To School 2007

TABLE OF CONTENTS

- ▶ Introduction & Purpose
- ▶ Methodology
- ▶ Back to School Impact on Moms' Behavior
 - Plan Routines and Spending for the year
 - Set Resolutions and Priorities
- ▶ Back to School Spending
 - Average Amount (Total)
 - By Category
 - Online vs. Not



Marketing to Moms Coalition Back To School 2007

I. INTRODUCTION AND PURPOSE

The *Back to School 2007* Report was prepared by the Marketing to Moms Coalition.

The Marketing to Moms Coalition is an independent organization dedicated to supporting and promoting an understanding of mothers as the most powerful consumer group in the U.S.

A resource for industry professionals, the coalition is dedicated to providing insights, identifying trends and connecting members. The coalition will deliver on its mission by:

- Sharing Best Practices
- Disseminating proprietary research
- Awarding the HER seal to companies and brands that honor, empower and respect mothers
- Offering networking opportunities for like-minded marketing professionals
- Hosting events and symposia

The purpose of the *Back to School 2007* Report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on how American Moms are approaching Back to School for retailers, manufacturers and other professionals who market to Moms
3. To establish a benchmark for ongoing tracking and as a point of comparison for other studies

Founding members of the Marketing to Moms Coalition (www.marketingtomomscoalition.org) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Teri Lucie Thompson, VP Marketing, Safeco Corporation



Marketing to Moms Coalition Back To School 2007

II. METHODOLOGY

A nationally representative sample of American Moms was contacted in early August 2007 via an online invitation. This sample was balance on region, household size, population density, income and ethnicity.

An ending sample of 1,278 Moms with kids under 18 living at home completed the online questionnaire. In addition to the total sample, we also looked at Back to School Moms with a focus on elementary and middle school age children.

In order to qualify as a “School Age Mom”, the Moms needed to have at least one child ages 7 to 12 in the household. Looking at this specific group of over 500 Moms yielded specific back to school insights.

Results were analyzed by Insight to Action, Inc.

III. BACK TO SCHOOL IMPACT ON MOMS’ BEHAVIOR

In addition to the obvious impact on the family’s schedule, this study finds that “Back to School” causes a major reevaluation of the family’s priorities, behavior spending. Specifically 51% of Moms plan routines and resolutions around Back to School. One of these priorities is to pack a healthier lunch for their child(ren). There is also a need to reevaluate spending for the year and family schedules Moms face. All of this points to the fact that for many Moms, “Back to School” is like New Year’s Day.

School Age Moms 2007

“Please indicate whether you personally agree or disagree with the followings statement”

| | |
|---------------------------------------------------------------------------------|------------|
| I plan my routines and spending for the year as part of Back to School | 51% |
| I set my new resolutions and priorities for the school year with Back to School | 44% |
| I plan to pack more healthy lunches for any child(ren) this year | 63% |

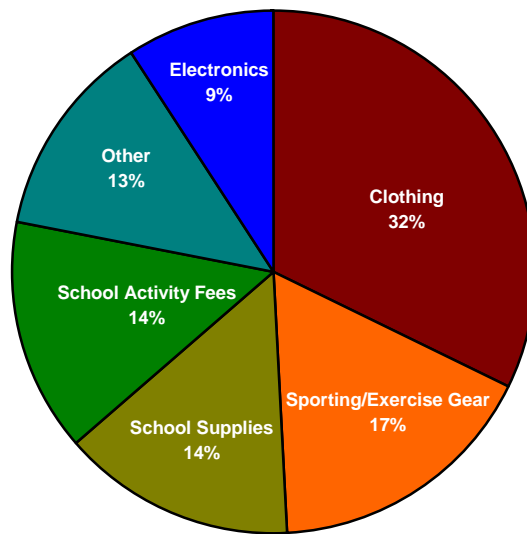


Marketing to Moms Coalition Back To School 2007

IV. BACK TO SCHOOL SPENDING TOTAL \$ AND BY CATEGORY

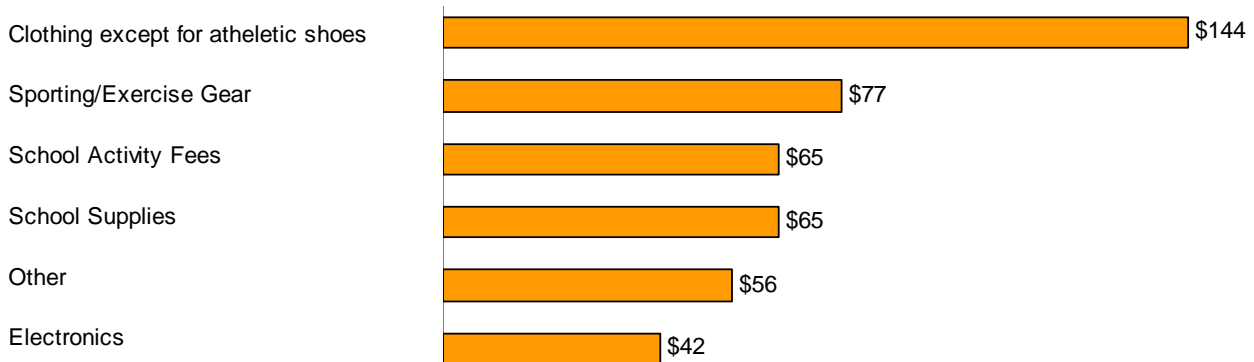
School Age Moms will spend more than \$400 on Back to School 2007. This spending includes categories beyond traditional school supplies and clothing like sport/exercise gear, electronics, and school activity fees. In households with 2 children between ages 7 to 12, the total amount goes over \$600.

Back to School Moms 2007
Spending By Category



Average Amount
per Household
\$449

Back to School Moms 2007
Mean Spending By Category



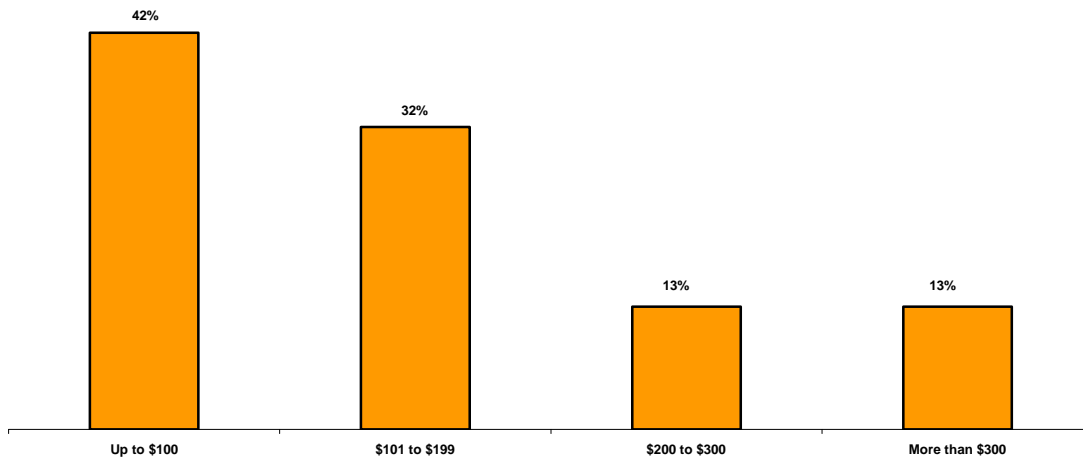


Marketing to Moms Coalition Back To School 2007

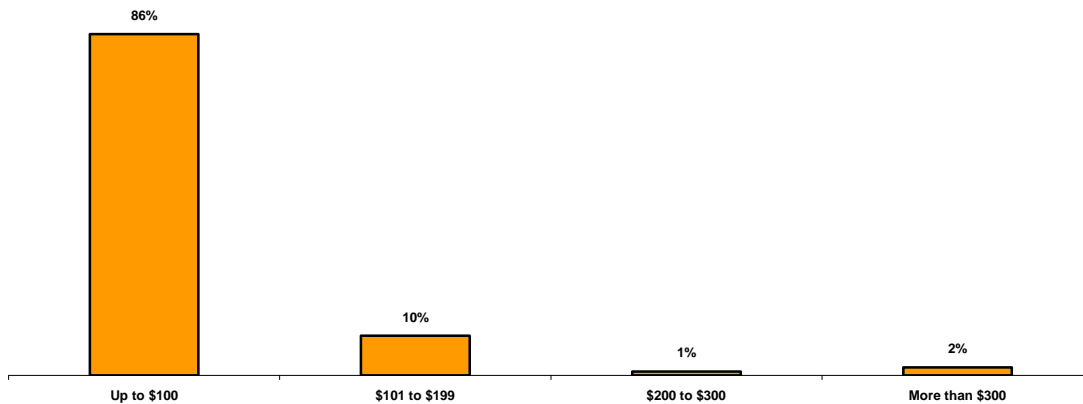
IV. BACK TO SCHOOL SPENDING TOTAL \$ AND BY CATEGORY (CONT.)

The clothing category had the highest Back to School spending (\$144 average), with 58% of Moms planning to spend more than \$100. School Supplies were estimated at \$65.

School Age Moms 2007
Amount Spent - Clothing Except Athletic Shoes
Mean = \$144



School Age Moms 2007
Amount Spent - School Supplies
Such as Paper, Books, Markers
Mean = \$65



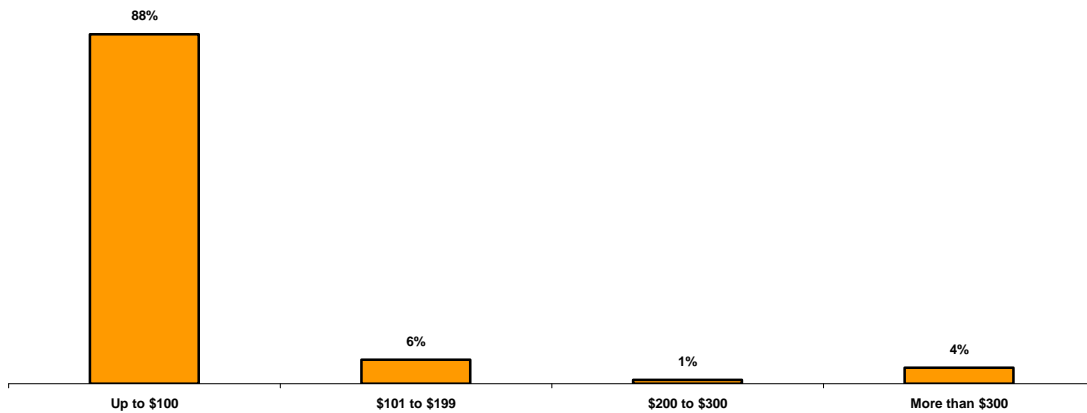


Marketing to Moms Coalition Back To School 2007

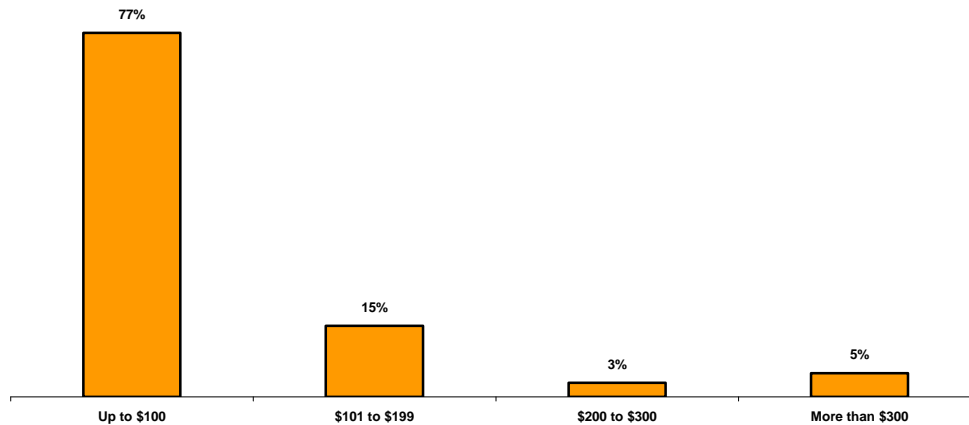
IV. BACK TO SCHOOL SPENDING TOTAL \$ AND BY CATEGORY (CONT.)

Sporting/exercise gear including uniforms, shoes and equipment had the second highest spending at \$77, while electronics generally had modest spending for Back to School.

School Age Moms 2007
Amount Spent - Electronics
Such as Calculators, Computers
Mean = \$42



School Age Moms 2007
Amount Spent - Sporting Exercise Gear
Mean = \$77



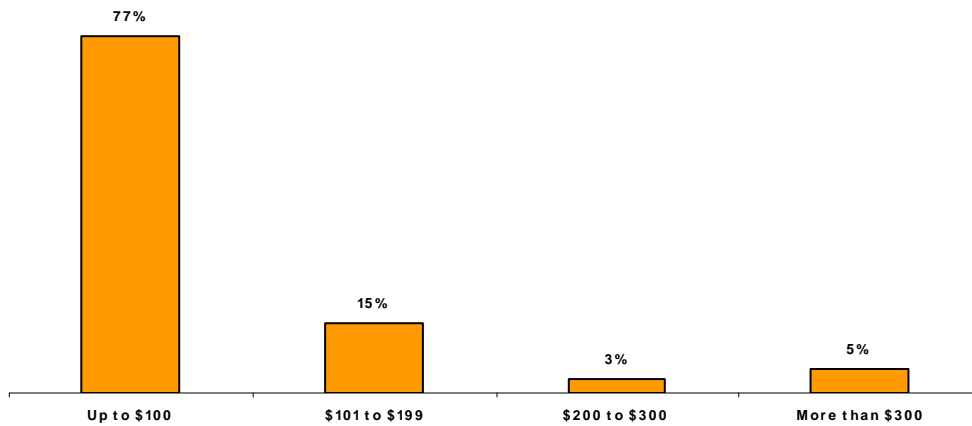


Marketing to Moms Coalition Back To School 2007

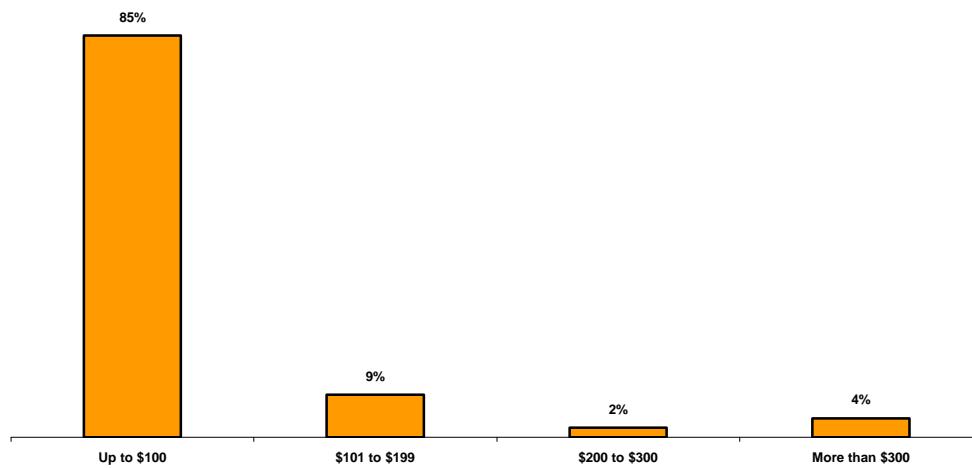
IV. BACK TO SCHOOL SPENDING TOTAL \$ AND BY CATEGORY (CONT.)

School Activity Fees add to the costs for Moms at an average of \$65, while other miscellaneous items add \$56.

School Age Moms 2007
Amount Spent - School Activity Fees
Mean = \$65



School Age Moms 2007
Amount Spent - Other
Mean = \$56



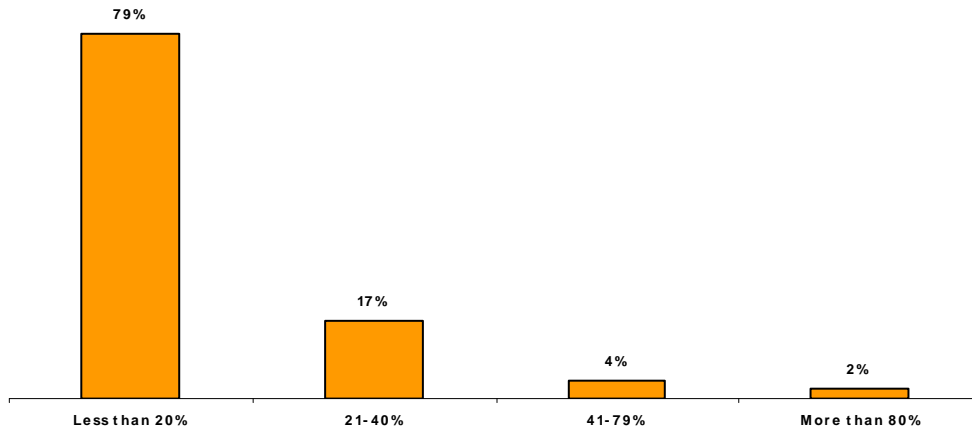


Marketing to Moms Coalition Back To School 2007

V. BACK TO SCHOOL SPENDING – ONLINE

Most “Back to School” spending is still done offline; however, we find that 23% of Moms plan to fulfill 20% or more of the spending online.

School Age Moms 2007
"How Much of Your Total 'Back to School' Spending
Will Be Online?"



This translates to aforementioned \$ per family of \$449 mean across the U.S.

School Age Moms 2007

| Present | Average \$ Per Household |
|---------------|--------------------------|
| Online – 17% | \$76 |
| Offline – 83% | \$373 |