



# Marketing to Moms Coalition

## Holiday Shopping 2007

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## TABLE OF CONTENTS

- ▶ Introduction & Purpose
- ▶ Methodology
- ▶ Holiday Shopping - When It Starts
- ▶ Holiday Shopping Spending
  - Total Spending
  - Average Amount Given To Children
- ▶ Holiday Shopping - Online

# Marketing to Moms Coalition Holiday Shopping 2007



## I. INTRODUCTION AND PURPOSE

The *Holiday Shopping 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 *Holiday Shopping 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 Holiday Shopping 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](http://www.marketingtomomscoalition.org)) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP Marketing, Safeco Corporation



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## II. METHODOLOGY

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

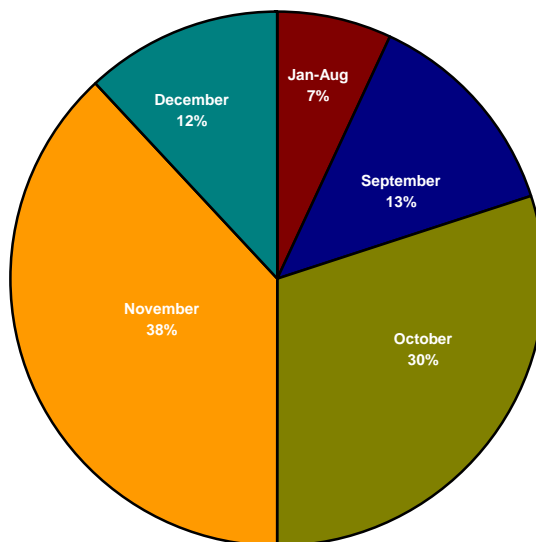
An ending sample of 1,278 Moms with kids under 18 living at home completed the online questionnaire. In addition to the total sample, we also looked at variations among Moms with children of different age groups. In order to qualify, Moms needed to have at least one child within the given age group in the household.

Results were analyzed by Insight to Action, Inc.

## III. HOLIDAY SHOPPING – WHEN IT STARTS

Almost 1/3 of Moms begin serious holiday shopping in October, earlier than traditionally recognized.

**Holiday Shopping 2007**



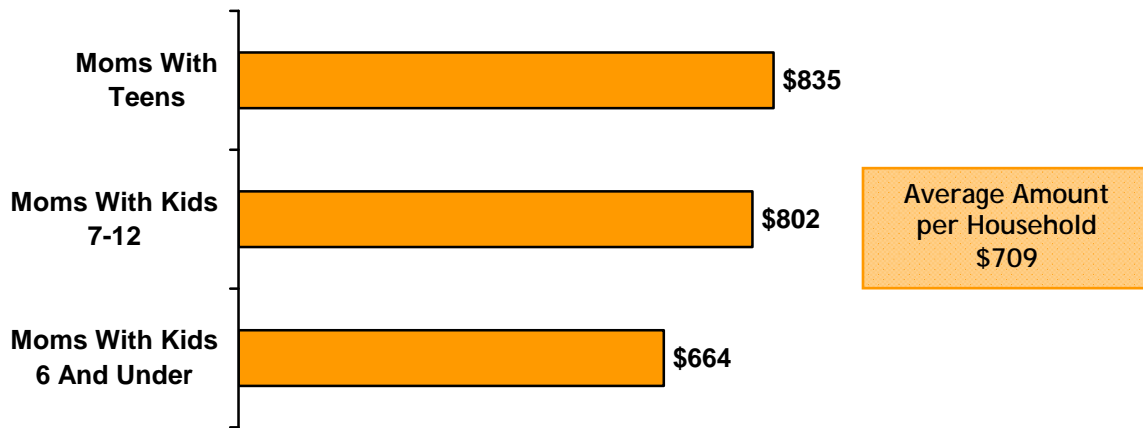


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## IV. HOLIDAY SHOPPING SPENDING - TOTAL

On average, moms plan to spend more than \$700 this Holiday season. Moms with a child 7-18 years-old anticipate above average spending, while moms with children 6 and under have lower spending expectations. Teen moms have highest spending.

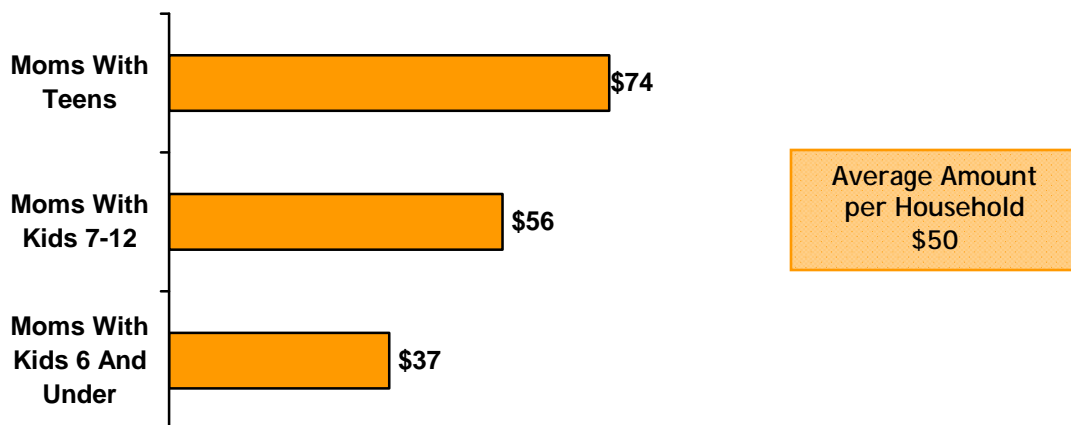
**Holiday Shopping 2007  
Total Mean Spending**



## HOLIDAY SHOPPING SPENDING – AVERAGE AMOUNT GIVEN TO CHILDREN

72% of Moms plan on providing their children with some holiday shopping money. While the average amount is \$50, how much is actually given to a child varies by age, with teens getting more and very young kids getting less.

**Holiday Shopping 2007  
Mean \$ Given To Children for Holiday Shopping**

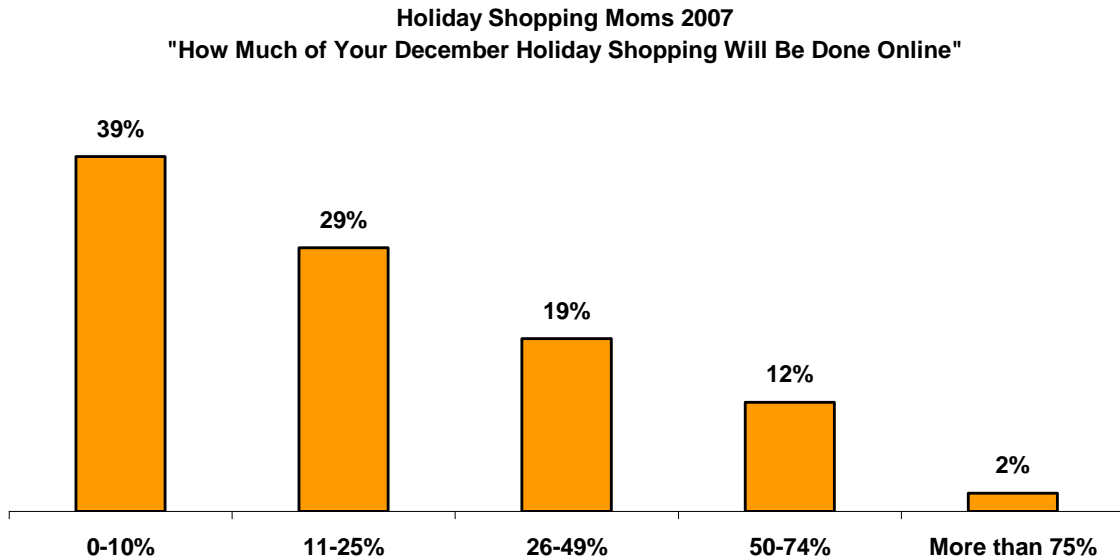




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## V. HOLIDAY SHOPPING – ONLINE

Some Holiday Shopping is done online by Moms. In fact, approximately 14% of Moms plan to do most of their shopping online. 62% of Moms plan to fulfill 11% or more of their shopping online this holiday season.



Heavy online shopping Moms (do 50% of shopping online) are more likely to be Opinion Leaders (32% are among the first to discuss ideas and information with other parents). Users of technology like PDAs (18%), and shop online whenever possible to keep up with schedules in their household (57%). The same Moms also were more likely to shop for Back to School online. On average they plan to spend 39% more on holidays.

Demographically, they are better educated (41% are college plus), married (73%).

