

The Modern Mom Manages 2020

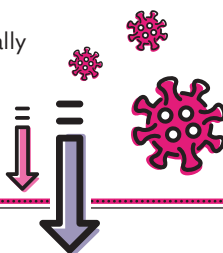


Between a global pandemic, social unrest, and Zoom school, 2020 has offered mothers unique and highly challenging situations. Current moms are balancing more than ever—and have new worries—but remain joyful in their role as moms. Moms today wish to be more fun, flexible, and easy going than their moms were—and are less concerned with “having it all together.” This attitude will be highly helpful during such a stressful time. For their part, brands should focus on making moms’ lives easier, while empathizing with moms who feel at once happy and overwhelmed.

THE BABY BUST

• There will be potentially **500,000 fewer babies** as a result of COVID-19

• 14% of moms under 45 are rethinking having additional children because of COVID-19

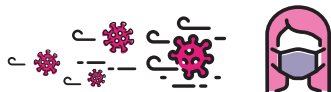


NEW COVID BEHAVIORS

• **64% of moms are worried about the risk of exposure**, which is higher than the general population (59%) (as of August)

• Moms are engaging in the following behaviors now, and at a higher rate than the general population:

- **58% are limiting time in-store**
- **51% are shopping more online**
- **47% are stocking up for groceries/other supplies**
- **30% are using curbside pickup more**



64%



IT'S OKAY NOT TO BE OKAY

- **51% of moms with children five and under are overwhelmed** with their parental responsibilities
- That stat decreases as children age; moms with kids +18 are the least overwhelmed (34%)

• Moms are also worried about the **effects of COVID-19 on education**; moms with children aged 12 are most worried that their child will fall behind in school (41%), followed by those with kids aged 9-11 (39%)

IT'S WORTH THE STRESS

- **Nine in 10 agree they love being a parent**
- **70% strongly agree that being a parent is their most important job**



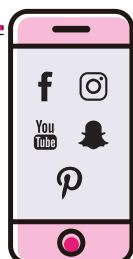
THE TOP WAYS SHE UNWINDS

- 65%** Watch TV/movies
- 54%** Talk to someone
- 49%** Exercise
- 48%** Take a relaxing bath/shower
- 47%** Clean or organize



FEELINGS ON FINANCES

- The short-term is more cause for concern: **moms are more worried about their finances over the next three months (28%) than they are a year from now (24%)**
- They are less positive about the economy both now (45% are worried) and a year from now (44% are worried)



SUPER SOCIAL

Though there is angst around mom shaming on social media—and also privacy concerns related to showing photos of kids on social media—moms are spending a lot of time on social platforms

- 74%** visit Facebook daily
- 46%** visit YouTube daily
- 40%** visit Instagram daily
- 26%** visit Pinterest daily
- 23%** visit Snapchat daily