



19 FACTS YOU SHOULD KNOW ABOUT MILLENNIAL MOMS

DEMOGRAPHICS AND KEY TRENDS

As a generation, Millennials are the most populous generation in America's history.



There are an estimated **75.4 million** Millennials in America.

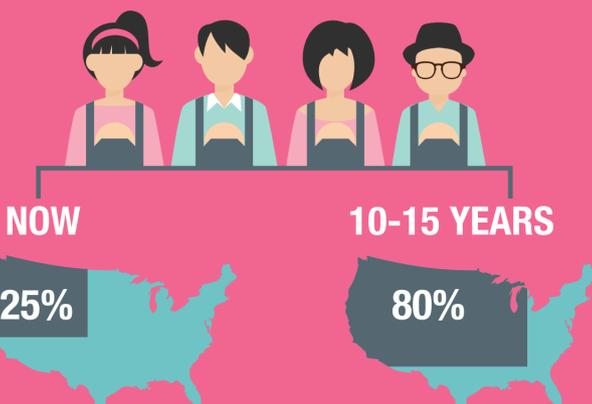
About 1 in 5 of the **43.5 million** mothers in America are Millennials.



Within the past year, Millennial Moms account for **85%** of the 1.5 million new mothers.



In the coming 10 to 15 years, **80%** of Millennials will be parents.



Millennials in America are expected to be spending **\$200 billion** annually by 2017 and about \$10 trillion throughout their lifetime.



Millennial Moms spend **1.7 hours** online every day, and rely heavily on their smartphones and social media platforms to help them with everything from finances to transportation to parenting advice.



PURCHASING POWER

70% of Millennial Moms consider themselves to be the main decision maker when it comes to purchases for her family.



HOW THEY USE THE INTERNET, APPS AND SOCIAL MEDIA

More than **3 out of 4** Millennial Moms use the Internet for parenting advice, and they are twice as likely to use the Internet for parenting advice than they are to ask other people, such as relatives or friends.



8 in 10 Millennial Moms use their mobile phone to shop.



At least once a day, Millennial Moms use their mobile devices for these activities:



Millennial Moms spend an average of **17.4 hours** per week on social networks.



35% of Millennial women say social media and online interactions are key purchase influencers.



The top five apps used by Millennial Moms



SHOPPING HABITS AND LOYALTY PROGRAM PREFERENCES

More than **8 in 10** Millennial Moms join loyalty programs specifically to save money.



Millennial shoppers typically look for four things in a brand: **authenticity, meaningfulness, uniqueness** and **innovation**.



Millennial Moms love brands that seamlessly integrate technology, particularly mobile technology, into daily tasks to help them use their time more effectively. They also support brands that promote **safety, healthiness, nutrition** and **education**.

