Millennial Parents in the U.S.

Description: Millennial Parents in the U.S. analyzes the complex world of the more than 20 million 18- to 34-year-olds who are raising children, and highlights the implications for marketers. One consideration is that the demographic and social profile of Millennial parents differs radically from that of their peers without children. For example, Millennial moms are less urban, less secular, less affluent, and less educated than other women in their age group.

The report shows how the increasingly non-traditional structure of Millennial families with children presents something of a minefield for marketers. Traditional images of a nuclear family may not resonate among Millennial moms because a large percentage of them are single moms. On the other hand, more than 80% of 30- to 34-year-old dads are married and live in a recognizably traditional family environment. Many are part of a relationship where both partners are intent on living out egalitarian views about the roles of moms and dads within a family. These demographic and cultural factors may lead marketers down another kind of non-traditional path that includes dads as well as moms in their marketing appeals.

Scope of the Report

This report analyzes Millennial parents with an emphasis on the consumer behavior of Millennial moms. The report focuses on Millennial parents who can be assumed to be present in their children's lives and available to be involved in consumer decisions related to the rearing of their children. The report screens Millennial parents as follows:

Census data profiling the living arrangements of Millennial parents focus on Millennial parents with “co-resident” children. The Census Bureau does not break down data related to 15- to 24-year-olds parents with co-resident children. However, only a miniscule percentage of 15- to 17-year-olds are co-resident parents. This report expects that 18- to 24-year-olds (the youngest Millennial age segment) account for 92% of parents in the 15- to -24-year-old age group. Thus, using Census data for 15- to 24-year-olds serves as a robust surrogate for younger Millennial parents.

When using Simmons National Consumer Study (NCS) data, Packaged Facts defines a Millennial parent as an 18- to 34-year-old who is a parent and lives in the same household with children under 18 years of age. The report often uses Simmons NCS data to compare Millennial parents with Gen-X parents (those in the 35- to 49-year-old age group) and uses the same screening criteria to define Gen-X parents.

Methodology

The primary source of consumer data in this report is the Simmons NCS for Spring 2015—which was fielded from April 2014 through June 2015. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

Other data sources include the U.S. Census Bureau and a range of surveys and studies published by private research organizations including Pew Research Center, The Hartford, Weber Shandwick/KRC Research and Goldman Sachs. The report is also based upon data collected from a wide range of industry sources, including company websites, trade publications, business newspapers and magazines, consumer blogs, and releases from companies.

Contents:

Chapter 1: Executive Summary
Scope of the Report
Methodology
Topline Insights and Opportunities
Millennial Families Different from Previous Generations
Millennial Parents Reflect Economic and Cultural Divide
Vast Demographic Differences Between Parents and Non-Parents
Millennial Family Structure Challenges Marketers
Millennial Parents Collaborate on Buying Decisions
Creating an Authentic Connection
Sharing Through Social Media
Going All Mobile All the Time
Maintaining Tradition
Using Humor

Chapter 3: Social Trends Affecting Millennial Parents

Shift in Attitudes Toward Marriage Defines Millennial Generation

Table 3-1 Marital Status of 18- to 34-Year-Olds, 2014
Figure 3-1 Percent of 18- to 24-Year-Olds Who Have Never Married by Gender, 1997 vs. 2014
Figure 3-2 Percent of 25- to 34-Year-Olds Who Have Never Married by Gender, 2004 vs. 2014

Marriage Comes Later as Cohabiting Becomes More Common
Figure 3-3 Median Age at First Marriage for Men and Women, 2005 vs. 2014
Table 3-2 Percent of 18- to 34-Year-Olds Living with Spouse or Partner by Age Group, 2004 vs. 2014

Many Millennials Continue to Live with Their Own Parents
Figure 3-4 Percent of 25- to 34-Year-Olds Living with Parents, 1990-2014
Table 3-3 Percent of 25- to 34-Year-Olds Living with Parents or Other Relatives by Age Group, 2004 vs. 2014

Millennials Drive Post-Recession Baby Bust
Figure 3-5 Percent of 25- to 34-Year-Old Women Who Are Childless by Age Group, Selected Years 1976-2014
Table 3-4 Births per Thousand 20- to 34-Year-Old Women by Age Group, 2006-2013

Millennial Moms Still Responsible for Most Births
Table 3-5 Births in the United States by Age of Mother, 2013 (in thousands)
Table 3-6 20- to 34-Year-Old Women by Number of Children Ever Born by Age Group, 2014
Table 3-7 20- to 34-Year-Old Women by Number of Children Ever Born by Age of Mother, 2014

Chapter 4: Demographic Profile of Millennial Parents

Overview
Millennial Moms Far Outnumber Millennial Dads
Table 4-1 Number of Parents with Co-Resident Children by Age Group and Gender, 2014 (in thousands)

Majority of Older Millennials Are Parents
Figure 4-1 Percent of 15- to 34-Year-Olds Who Are Parents with Co-Resident Children Under 18 by Age Group, 2014
Table 4-2 Percent of 15- to 34-Year-Olds Who Are Parents and Have Co-Resident Children under 18 by Age Group and Type of Living Arrangement, 2014

Table 4-3 Percent of 15- to 34-Year-Old Women Who Are Parents and Have Co-Resident Children under 18 by Age Group and Type of Living Arrangement, 2014
Table 4-4 Percent of 15- to 34-Year-Old Men Who Are Parents and Have Co-Resident Children Under 18 by Age Group and Type of Living Arrangement, 2014

Most Millennial Parents Live with a Partner
Table 4-5 Living Arrangements of 15- to 34-Year-Old Parents with Co-Resident Children Under 18 by Age Group, 2014

Many Millennial Moms Are on Their Own
Figure 4-2 Percent of 15- to 34-Year-Old Moms with Co-Resident Children under 18 and with No Partner Present by Age Group, 2014
Table 4-6 Living Arrangements of 15- to 34-Year-Old Mothers with Co-Resident Children Under 18 by Age Group, 2014
Table 4-7 Living Arrangements of 15- to 34-Year-Old Fathers with Co-Resident Children Under 18 by Age Group, 2014

Key Demographic Characteristics of Millennial Parents
Multicultural Moms Increasingly Important Segment
Figure 4-3 Non-Hispanic Whites as Percent of Births, Selected Years 1990-2013
Table 4-8 18- to 34-Year-Old Parents by Race and Hispanic Origin, Age Group and Gender, 2015

Table 4-9 18- to 34-Year-Old Parents by Region of Residence, Age Group and Gender, 2015
Table 4-10 18- to 34-Year-Old Parents by Place of Residence, Gender and Age Group, 2015

Millennial Moms Behind in Educational Attainment
Table 4-11 18- to 34-Year-Old Parents by Educational Attainment, Gender and Age Group, 2015

Table 4-12 Employment Status and Future Work Plans of 18- to 34-Year-Old Moms, 2015
Table 4-13 Employment Status of 18- to 34-Year-Old Dads by Age Group, 2015

Millennial Moms Less Affluent than Other Women Their Age
Table 4-14 18- to 34-Year-Olds by Household Income and Age Group, Parents vs. Non-Parents, 2015
Homeownership Picks Up Among Older Millennial Parents
Table 4-15 18- to 34-Year-Olds by Housing Tenure and Age Group, Parents vs. Non-Parents, 2015
Chapter 5: The Mindset of Millennial Parents
Social and Political Values
Millennial Parents More Conservative Politically than Others Their Age
Table 5-1 Political Engagement of 18- to 34-Year-Olds, Parents vs. Non-Parents by Gender, 2015
Table 5-2 Political Engagement of 25- to 34-Year-Old Parents, 2005 vs. 2015
Table 5-3 Political Engagement of 18- to 49-Year-Old Parents by Age Group, 2015
Social Values Also Trend Conservative
Table 5-4 Selected Social and Political Attitudes of 18- to 34-Year-Olds, Parents vs. Non-Parents, 2015
Table 5-5 Selected Social and Political Attitudes of 25- to 34-Year-Old Parents, 2005 vs. 2015
Table 5-6 Selected Social and Political Attitudes of 18- to 49-Year-Old Parents by Age Group, 2015
Social Values of Millennial Parents Reflect Broad Demographic Patterns
Table 5-7 Selected Social and Political Attitudes of 18- to 34-Year-Old Parents by Selected Demographic Variable, 2015
Balancing Work and Family
Many Millennial Parents Espouse Traditional Roles
Figure 5-1 Percent of 18- to 34-Year-Olds Agreeing “A Woman’s Place is in the Home,” Parents vs. Non-Parents by Gender, 2015
Figure 5-2 Percent of 18- to 49-Year-Old Parents Agreeing “A Woman’s Place is in the Home,” Parents vs. Non-Parents by Gender and Age Group, 2015
Two-Earner Households Common
Figure 5-3 Percent of Married and Employed 18- to 34-Year-Old Dads with Working Spouse, 2015
Most Millennial Moms Are Working Moms
Figure 5-4 Percent of 18- to 34-Year-Old Moms Employed by Type of Employment, 2015
Millennial Parents Driven to Succeed
Table 5-8 Attitudes Toward Work and Money of 18- to 49-Year-Old Working Moms by Age Group, 2015
Table 5-9 Attitudes toward Work and Family of 18- to 49-Year-Old Dads by Age Group, 2015
Figure 5-5 Percent of 18- to 49-Year-Old Working Moms and Dads Ranking Above Average on Work-Centered Scale by Age Group, 2015
Millennial Parents Struggle to Change Traditional Family Roles
Millennial Dads Lead Way with Paternity Leave
How Millennial Parents View Their Economic Prospects
Millennials Exude More Confidence Even in Bad Times
Figure 5-6 Percent of Highly Confident Consumers by Age Group, 2004-2015
Consumer Confidence Increases with Parenthood
Table 5-10 Measures of Consumer Confidence of 18- to 34-Year-Olds, Parents vs. Non-Parents, 2015
Millennial Moms Have More Faith in the Future than Gen-X Moms
Figure 5-7 Percent of Moms and Dads Ranking Above Average on Consumer Confidence Scale, 2015
Social Life and Social Media
Millennial Moms More Concerned About Conventional Behavior
Table 5-11 Attitudes Toward Behavior, 18- to 34-Year-Old Parents vs. Non-Parents, 2015
Millennial Moms Are Influencers
Table 5-12 Attitudes Toward Setting Trends and Influencing Others, 18- to 34-Year-Old Parents vs. Non-Parents, 2015
Millennial Parents Look to Digital Media for Social Life
Figure 5-8 Percent of 18- to 49-Year-Old Parents Visiting Social Networking Sites Three or More Times per Day, 2015
Table 5-13 Use of Social Media, 18- to 34-Year-Old Parents vs. Non-Parents, 2015
Chapter 6: Highlights of Consumer Behavior
The Path to Purchase
Millennial Moms Share Purchasing Decisions
Table 6-1 Living Arrangements of 15- to 49-Year-Old Mothers with Co-Resident Children Under 18 by Age Group, 2014
Table 6-2 Percent of Purchasing Decisions Made Jointly with Spouse/Partner by 18- to 49-Year-Old Moms by Age Group and Category of Purchase, 2015 (percent of those making purchase in category in last 12 months)
Advertising Succeeds with Millennial Moms
Figure 6-1 Percent Agreeing “Advertising Helps Me Choose Products for My Kids,” 18- to 49-Year-Old Moms by Age Group, 2015
Product Placement Succeeds
Figure 6-2 Percent Agreeing “When I’m in a Store or Online and I See a Brand Name Product I Recognize...
from a TV Show, I'm More Likely to Buy It Than Its Competitor,” 18- to 49-Year-Old Moms by Age Group, 2015
Millennial Moms More Receptive to Smartphone Ads
Figure 6-3 Percent Agreeing “I Am More Likely to Purchase Products I See Advertised on My Cellphone,” 18-to 49-Year-Old Moms by Age Group, 2015
Millennial Moms Turn to Smartphones Before the Store
Table 6-3 Use of Mobile/Handheld Devices to Prepare for Shopping Trips in Last 30 Days by 18- to 49-Year Old Moms by Age Group, 2015
In-Store Merchandising Activities Less Likely to Work with Millennial Moms
Table 6-4 In-Store Merchandising Activities Referred to by 18- to 49-Year-Old Moms by Age Group, 2015
Shopping Patterns
Sales Disproportionately Attract Millennial Moms
Table 6-5 Price Sensitivity of 18- to 49-Year-Old Moms by Age Group, 2015
Incentive Offers Appeal to Millennial Moms
Table 6-6 Use of Incentive Offers by 18- to 49-Year-Old Moms by Age Group, 2015
Millennial Moms Drawn to Online Coupons
Table 6-7 Use of Online Coupons by 18- to 49-Year-Old Moms by Age Group, 2015
Table 6-8 Use of Coupons by 18- to 49-Year-Old Moms by Age Group, 2015
Millennial Moms Less Interested than Gen-X Moms in Loyalty Cards
Figure 6-4 Percent of 18- to 49-Year-Old Moms Using Shopper Reward/Loyalty/Discount Cards in Last Four Weeks by Age Group, 2015
Millennial Moms Turn to Smartphones in Stores
Table 6-9 Attitudes of 18- to 49-Year-Old Moms toward Use of the Internet and Cellphones as In-Store Shopping Tools by Age Group, 2015
Millennial Moms Shop Less than Gen-X Moms
Table 6-10 Brick-and-Mortar Shopping by 18- to 49-Year-Old Moms by Retail Category and Age Group, 2015
Table 6-11 Frequency of Online Shopping by 18- to 49-Year-Old Moms by Age Group, 2015
Credit Card Use Picks Up
Table 6-12 Payment Methods of 18- to 49-Year-Old Moms by Age Group, 2015
Figure 6-5 Percent of 18- to 49-Year-Old Moms Paying Bills with Smartphone by Age Group, 2015
Chapter 7: Media Usage and Marketing
Highlights of Media Usage
Millennial Moms Pay More Attention When Watching TV
Table 7-1 Activities of 18- to 49-Year Old Moms While Watching TV, 2015
Younger Millennial Moms Still Like Magazines
Table 7-2 Attitudes of 18- to 49-Year Old Moms Toward Magazines, 2015
Millennial Moms Less Connected to Online Media than Others Their Age
Table 7-3 Use of Online Media by 18- to 49-Year Old Moms in Last 30 Days by Age Group, 2015
Smartphones and Tablets Key Media Platforms
Table 7-4 Media Usage of Mobile/Handheld Device in Last 30 Days by 18- to 49-Year Old Moms by Type of Media and Age Group, 2015
Social Media Matter More to Millennial Moms
Table 7-5 Impact of Social Media on 18- to 49-Year-Old Moms by Age Group, 2015
Marketing to Hispanic Millennial Moms
Younger Hispanic Moms Look to Their Heritage
Table 7-6 Nativity and Cultural Identification of Hispanic Moms by Age Group, 2015
Hispanic Millennial Moms Less Likely to Prefer English
Table 7-7 Percent of Hispanic Moms Preferring English Language by Age Group, 2015
Hispanic Millennial Moms More Traditional than Other Latinas Their Age
Table 7-8 Measures of Acculturation of Hispanic Moms by Age Group, 2015
Younger Hispanic Moms More Engaged with Big-Screen TV
Figure 7-1 Percent of Hispanic and Non-Hispanic Millennial Moms Who Agree “I Typically Avoid Watching TV Commercials,” 2015
Figure 7-2 Percent of Hispanic and Non-Hispanic Millennial Moms Who Download or Stream TV Programs, 2015
Marketing Approaches
Fisher-Price Goes Digital to Target Millennial Moms
Fisher Price Appeals to Moms with Humor
Fisher-Price Invites Moms to “Make Your Baby Royal”
Illustration
Fisher Price Royal Birthday Bash
Nestlé Partners with BabyCenter to Reach Latina Millennial Moms
Nestlé NIDO
Procter & Gamble Caters to Millennial Parents
Dreft “Amazing Baby Days” App
Chuck E. Cheese Looks to Millennial Moms
Vicks Unveils Thermometer for Millennial Moms
Barbie Targets Young Parents with New Campaign
Barbie’s “You Can Be Anything” Campaign
Juicy Juice Makeover Designed to Please Moms
Aflac Looks to Expand Reach with Millennial Moms

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