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, The author 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
Millennial Parents Depend on Mobile for Brick-and-Mortar Shopping
Millennial Moms Are Digital Influencers
Traditional Orientation of Hispanic Moms Tests Marketers
Marketers Focus on Concerns of Millennial Parents
Social Trends Affecting Millennial Parents
Shift in Attitudes Toward Marriage Defines Millennial Generation
Many Millennials Continue to Live with Their Own Parents
Post-Recession Baby Bust May Morph into Next Baby Boom
Demographic Profile of Millennial Parents
Millennial Moms Far Outnumber Millennial Dads
Majority of Older Millennials Are Parents
Most Millennial Parents Live with a Partner
Many Millennial Moms Are on Their Own
Multicultural Moms Increasingly Important Segment
Millennial Moms Behind in Educational Attainment
Nearly Half of Millennial Moms Work Full-Time
Millennial Moms less Affluent than Other Women Their Age
The Mindset of Millennial Parents
Millennial Parents More Socially Conservative than Others Their Age
Consumer Confidence Increases with Parenthood
Millennial Moms More Concerned About Conventional Behavior
Millennial Parents Look to Digital Media for Social Life
Highlights of Consumer Behavior
Millennial Moms Share Purchasing Decisions
Advertising and Product Placement Succeed with Millennial Moms
Millennial Moms Turn to Smartphones Before the Store
Sales Attract Millennial Moms
Incentive Offers Appeal
Online Coupons Attract Millennial Moms
Millennial Moms Turn to Smartphones in Stores
Millennial Moms Shop Less than Gen-X Moms
Credit Card Use Picks Up
Marketing to Millennial Parents
Millennial Moms Pay More Attention When Watching TV
Younger Millennial Moms Still Like Magazines
Millennial Moms Less Connected to Online Media than Others Their Age
Social Media Matter More to Millennial Mom Consumers
Younger Hispanic Moms Look to Their Heritage
Hispanic Millennial Moms Less Likely to Prefer English
Hispanic Millennial Moms More Traditional than Other Latinas Their Age
Younger Hispanic Moms More Engaged with Big-Screen TV
Chapter 2: Insights and Opportunities
Topline Insights
Millennials Rewrite the Book on Marriage
Millennial Families Different from Previous Generations
Millennial Parents Reflect Economic and Cultural Divide
Millennial Moms Segmented into “Drifters” and “Planners”
Table 2-1 Key Demographic Differences between 25- to 29-Year-Old Moms and Other 25- to 29-Year-Old Women by Marital Status, 2015
Vast Demographic Differences Between Parents and Non-Parents
Table 2-2 Key Demographic and Attitudinal Differences between 25- to 34-Year-Old Moms and Other 25- to 34-Year-Old Women, 2015
Marketing Implications
Millennial Family Structure Challenges Marketers
Single Moms Important
Dads Matter Too
Millennial Parents Collaborate on Buying Decisions
Millennial Parents Depend on Mobile for Brick-and-Mortar Shopping
Millennial Moms Are Digital Influencers
Traditional Orientation of Hispanic Moms Tests Marketers
Marketers Advised to Align with Millennial Parents’ Values
Marketers Focus on Concerns of Millennial Parents
Providing Transparency
Getting Real
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
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
Table 3-8 Marital Status of 18- to 34-Year-Olds by Age Group, 2014
Table 3-9 Marital Status of 18- to 34-Year-Olds by Gender and Age Group, 2014
Table 3-10 Marital Status of 18- to 34-Year-Olds by Mother’s Race and Hispanic Origin, 2014
Table 3-11 Marital Status of 18- to 34-Year-Olds by Father’s Race and Hispanic Origin, 2014
Table 3-12 Marital Status of 18- to 34-Year-Olds by Region of Residence, 2014
Table 3-13 Marital Status of 18- to 34-Year-Olds by Place of Residence, 2014
Table 3-14 Marital Status of 18- to 34-Year-Olds by Educational Attainment, 2014
Table 3-15 Marital Status of 18- to 34-Year-Olds by Employment Status, 2014
Table 3-16 Marital Status of 18- to 34-Year-Olds by Household Income, 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
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
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
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 6-8 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 Ship Less than Gen-X Moms
Table 6-9 Activities of 18- to 49-Year Old Moms While Watching TV, 2015
Younger Millennial Moms Still Like Magazines
Table 7-1 Activities of 18- to 49-Year Old Moms While Watching TV, 2015
Younger Millennial Moms Less Connected to Online Media than Others Their Age
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
Illustration
Dreft “Amazing Baby Days” App
Chuck E. Cheese Looks to Millennial Moms
Vicks Unveils Thermometer for Millennial Moms
Illustration
Vicks SmartTemp Thermometer
Barbie Targets Young Parents with New Campaign
Illustration
Barbie’s “You Can Be Anything” Campaign
Juicy Juice Makeover Designed to Please Moms
Aflac Looks to Expand Reach with Millennial Moms

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3512741/](http://www.researchandmarkets.com/reports/3512741/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Millennial Parents in the U.S.
Web Address: http://www.researchandmarkets.com/reports/3512741/
Office Code: SC2GD493

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 7000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World