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.

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