



# Marketing to Moms Coalition

## Holiday Shopping

### *2008 Highlights*

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# Marketing to Moms Coalition Holiday Shopping 2008



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# Marketing to Moms Coalition Holiday Shopping 2008

## I. Introduction and Purpose

The *Holiday Shopping 2008* Report was prepared by the Marketing to Moms Coalition.

The Marketing to Moms Coalition is an independent organization dedicated to supporting and promoting an understanding of mothers as the most powerful consumer group in the U.S.

A resource for industry professionals, the coalition is dedicated to providing insights, identifying trends and connecting members. The coalition will deliver on its mission by:

- Sharing Best Practices
- Disseminating proprietary research
- Awarding the HER seal to companies and brands that honor, empower and respect mothers
- Offering networking opportunities for like-minded marketing professionals
- Hosting events and symposia

The purpose of the *Holiday Shopping 2008* Report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on American Moms are approaching Holiday Shopping for retailers, manufacturers and other professionals who market to Moms
3. To establish a benchmark for ongoing tracking (and as point of comparison for other studies)

Founding members of the Marketing to Moms Coalition ([www.marketingtomomscoalition.org](http://www.marketingtomomscoalition.org)) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP, Marketing and Media, Purdue University



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## II. Methodology

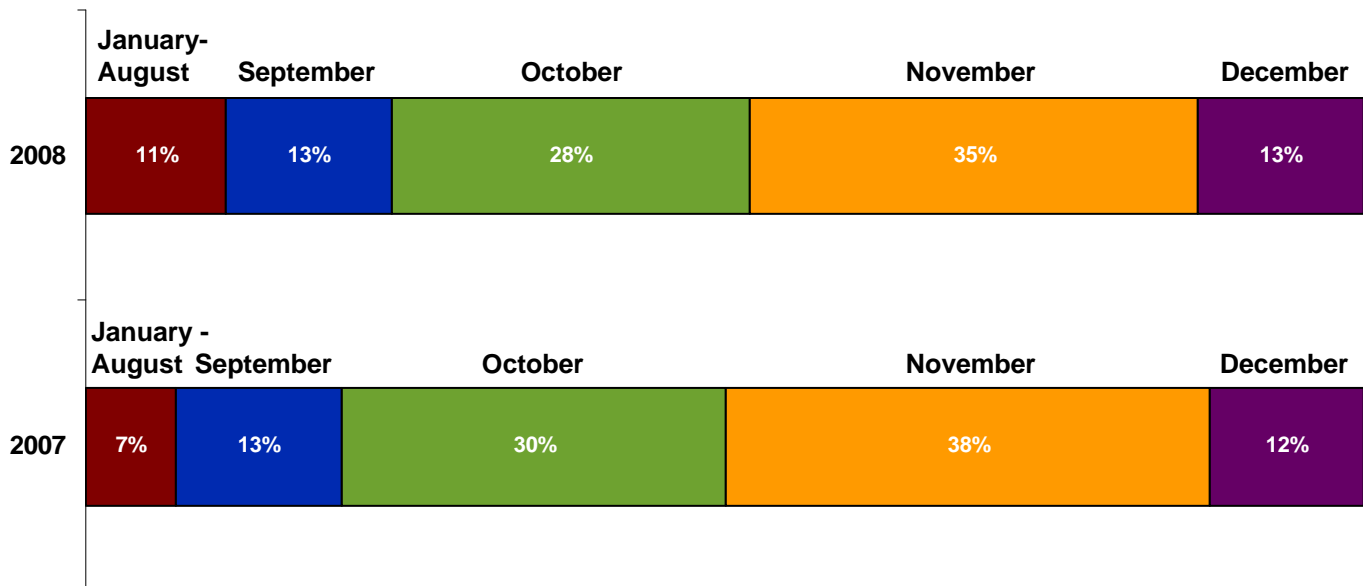
A nationally representative sample of American Moms was contacted in June-July 2008 via an online invitation. This sample was balanced on region, household size, population density, income and ethnicity.

An ending sample of 1,033 Moms with children under 18 living at home completed the online questionnaire. In addition to the total sample, we also looked at variations among Moms with children of different age groups. In order to qualify, Moms needed to have at least one child within the given age group in the household.

Results were analyzed by Insight to Action, Inc.

## III. When Mom's Shopping Starts for the Holidays

Almost 1/3 of Moms begin serious holiday shopping in October, earlier than traditionally recognized. A pattern is seen in 2007 & 2008, with October and November being the most popular time to start shopping for the holidays.



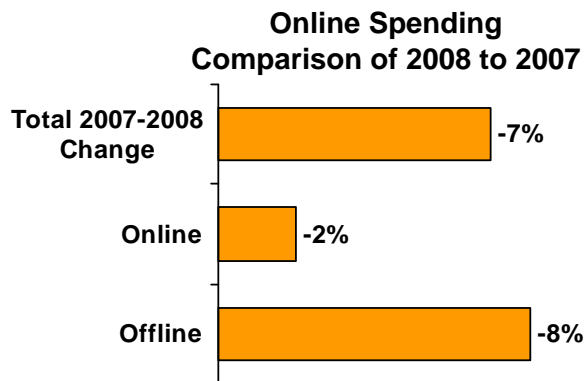
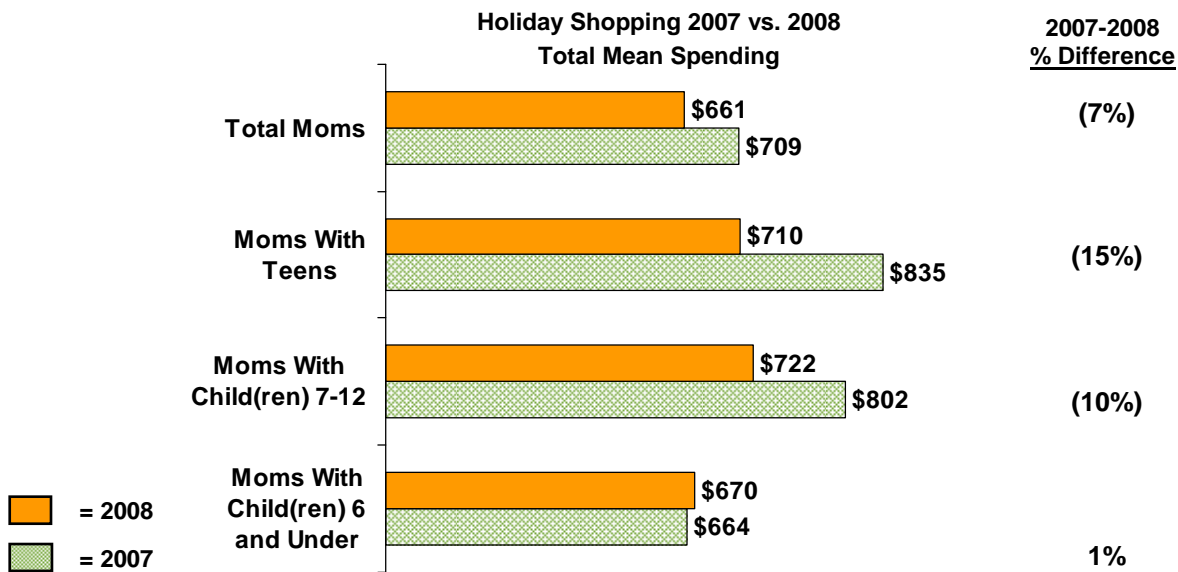


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## IV. Mom's Holiday Shopping Spending - Total

On average moms plan to spend more than \$660 this Holiday season. This is down almost \$50 from last year. The cuts are biggest in Moms with teens and kids 7-12, whereas Moms with the youngest kids 6 and under are holding the line on spending. Anticipated spending has decreased for Moms with school age and teen children. Whereas, Moms with children 6 and under have equal expectations as last year.

Offline holiday spending (-8%) will take the biggest hit, while online holiday spending is essentially flat at -2%.

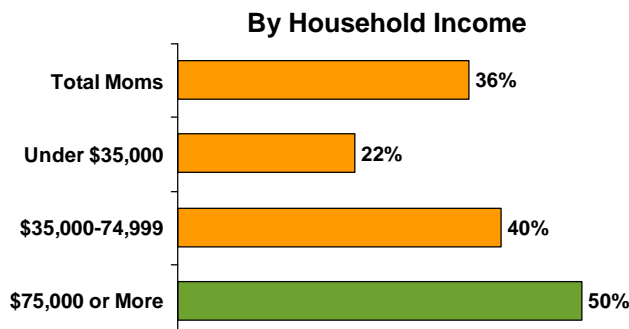
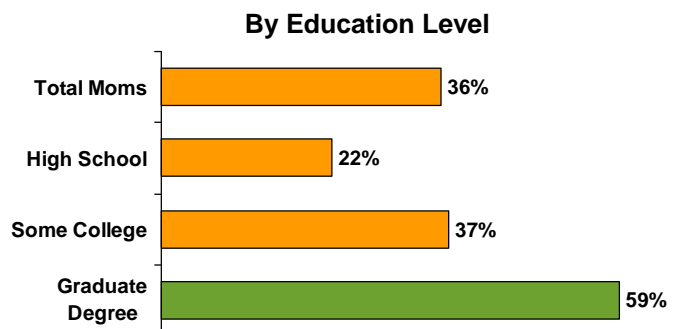
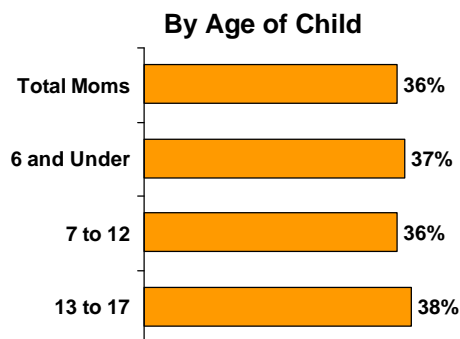
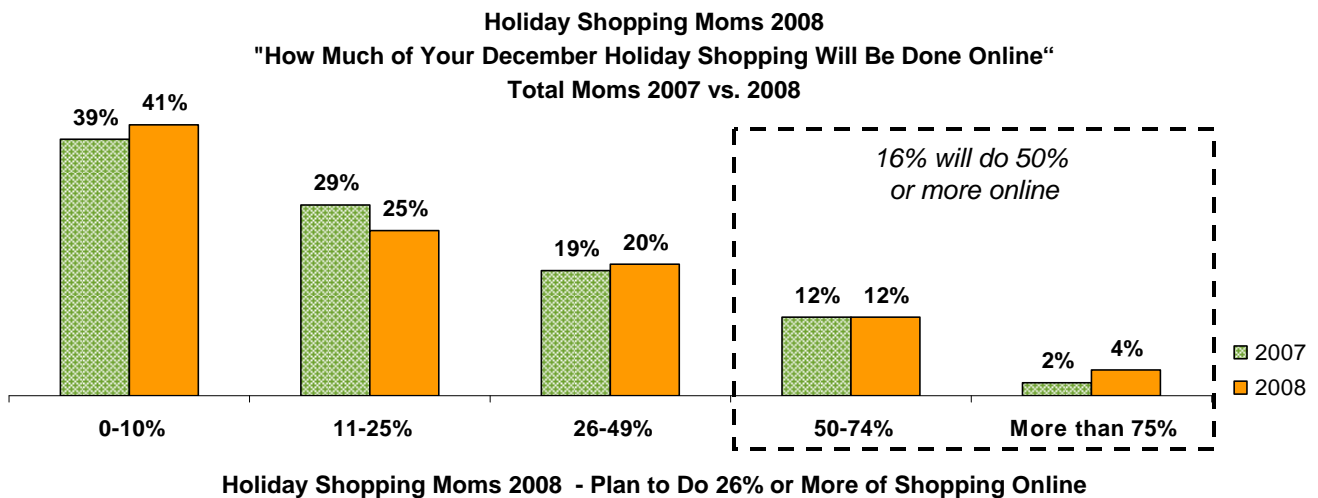




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## V. Online Holiday Shopping - Percent of Mom's Holiday Shopping That Will be Done Online

16% of Moms plan to do 50% or more of their holiday shopping online. Moms with higher education and a higher household income plan to do more online shopping than other Moms.

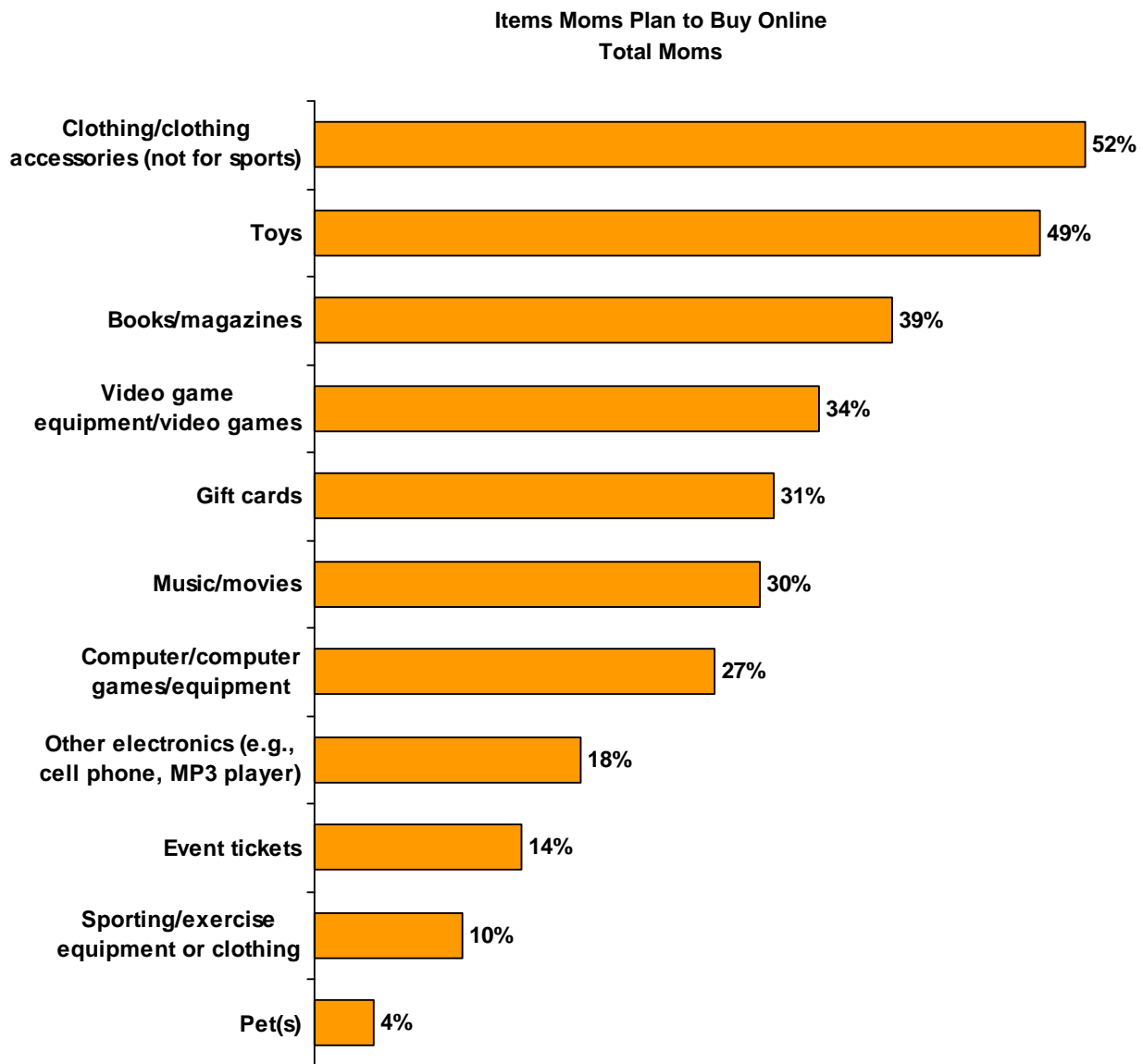




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## Items Plan to Purchase Online

Clothing/clothing accessories and toys are the items that Moms most anticipate buying online for the holidays.





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## VI. Retailers Moms Plan to Shop for the Holidays

The majority of Moms plan to shop at Mass Merchandisers/Supercenters (87%), followed by department stores (37%).



Regardless of household income, Mass Merchandisers are the retailer that most Moms plan to shop. However, Higher Household Income Moms (\$75,000 or more) plan to shop at department, specialty clothing, electronic, club and sporting goods stores more than those with lower incomes. Lower Household Income Moms plan to shop at Dollar stores more than those with higher income and have the highest likelihood (91%) to shop at Mass Merchandisers.

**Retailers Moms Plan to Shop for the Holidays  
By Income**

	Total Moms	Under \$35,000	\$35,000-74,999	\$75,000 or More
Mass Merchandisers/Super Centers	87%	91%	86%	81%
Department Stores	37%	24%	41%	52%
Shoe Stores	35%	36%	35%	33%
Specialty Clothing Store	35%	23%	39%	49%
Dollar Stores	33%	41%	30%	23%
Electronics Stores	28%	22%	28%	41%
Drug Stores	23%	23%	22%	26%
Office Supply Stores	22%	18%	22%	29%
Club Stores	21%	12%	23%	35%
Sporting Goods/Sports Stores	17%	10%	18%	28%
Grocery Stores/Supermarkets	16%	12%	19%	17%

■ = 8 points above Total  
■ = 8 points below Total



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## VII. Holiday Gifts

Moms plan to buy different holiday gifts for children depending on the age of the child. The top gifts for children 6 and under are baby/toddler toys, educational toys and items for pretend play. Board games, arts & crafts and books are the top items for children 7-12 years old. For teens the top items Moms plan to buy are clothing, computer equipment and/or games and cell phones.

**Items Most Likely to Purchase as a  
Holiday Gift for Each Age Range**

**Total Moms**

Child Under 6 Years Old	Child 7 to 12 Years Old	Child 13 to 17 Years Old
1. Baby and toddler toys 61%	1. Board games 41%	1. Clothing 23%
2. Educational toys 56%	2. Arts and crafts 35%	2. Computer equipment and/or games 21%
3. Items for pretend play 50%	3. Books 32%	3. Cell phone 21%
4. Dolls 42%	4. Videogame equipment and/or games 31%	4. Videogame equipment and/or games 20%
5. Stuffed animals 42%	5. Clothing 29%	5. Other electronics (e.g., MP3) 20%
6. Action figures 35%	6. Movies 28%	6. Gift certificate 19%
7. Clothing 35%	7. Outdoor toys 26%	7. Movies 18%
8. Arts and crafts 33%	8. Computer equipment and/or games 26%	8. Sporting/exercise equipment/clothing 15%
9. Trains and vehicles 33%	9. Trains and vehicles 25%	9. Books 15%
10. Books 31%	10. Action figures 24%	10. Board games 11%