



Marketing To Moms Coalition

Back to School 2007

For Questions, Please Contact
XXXXX XXXXX
XXXXX



Market to Moms Coalition Back To School 2007

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Marketing to Moms Coalition Back To School 2007

I. INTRODUCTION AND PURPOSE

The *Back to School 2007* Report was prepared by the Marketing 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 *Back to School 2007* Report is:

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



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II. METHODOLOGY

A nationally representative sample of American Moms was contacted in early August 2007 via an online invitation. This sample was balance on region, household size, population density, income and ethnicity.

An ending sample of 1,278 Moms with kids under 18 living at home completed the online questionnaire. In addition to the total sample, we also looked at Back to School Moms with a focus on elementary and middle school age children.

In order to qualify as a “Back to School: Mom, the Moms needed to have at least one child ages 7 to 12 in the household. Looking at this specific group yielded additional insights in certain cases.

Results were analyzed by Insight to Action, Inc.

III. BACK TO SCHOOL IMPACT ON MOMS’ BEHAVIOR

In addition to the obvious impact on the family’s schedule, this study finds that “Back to School” causes a major reevaluation of the family’s priorities, behavior spending. Specifically 57% of Moms plan routines around Back to School. For many Moms ??% One of these priorities is to pack a healthier lunch for their child(ren). There is also a need to reevaluate spending for the year and family routines that ??% of Moms face. All of this points to the fact that for many Moms Back to School is like New Years Day.

School Age Moms 2007

“Please indicate whether you personally agree or disagree with the followings statement”

| | |
|---|------------|
| I plan my routines and spending for the year as part of Back to School | 56% |
| I set my new resolutions and priorities for the school year with Back to School | 46% |
| I plan to pack more healthy lunches for any child(ren) this year | 70% |

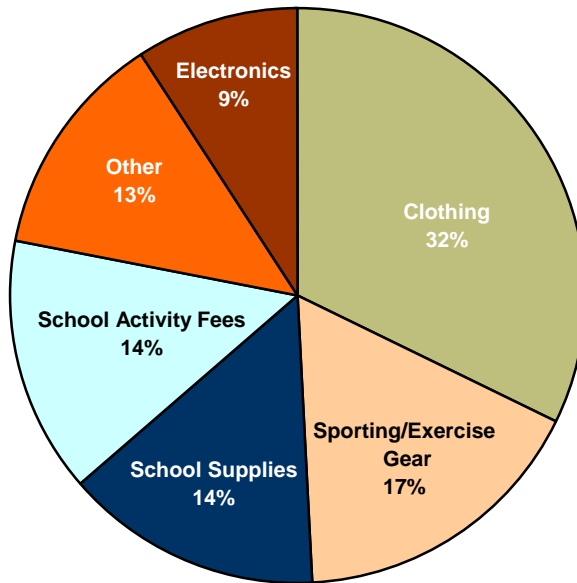


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IV. BACK TO SCHOOL SPENDING TOTAL \$ AND BY CATEGORY

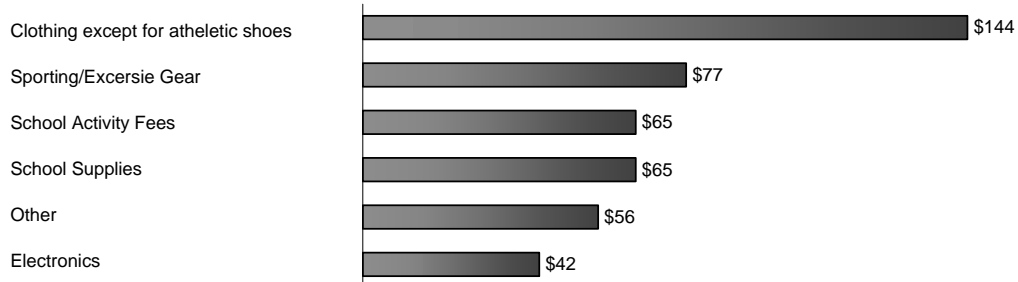
Moms expected to spend more than \$600 on Back to School 2007. This spending includes categories beyond traditional school supplies and clothing like sport/exercise gear, electronics, and school activity fees.

Back to School Moms 2007
Spending By Category



Average Amount
Per Household
\$449

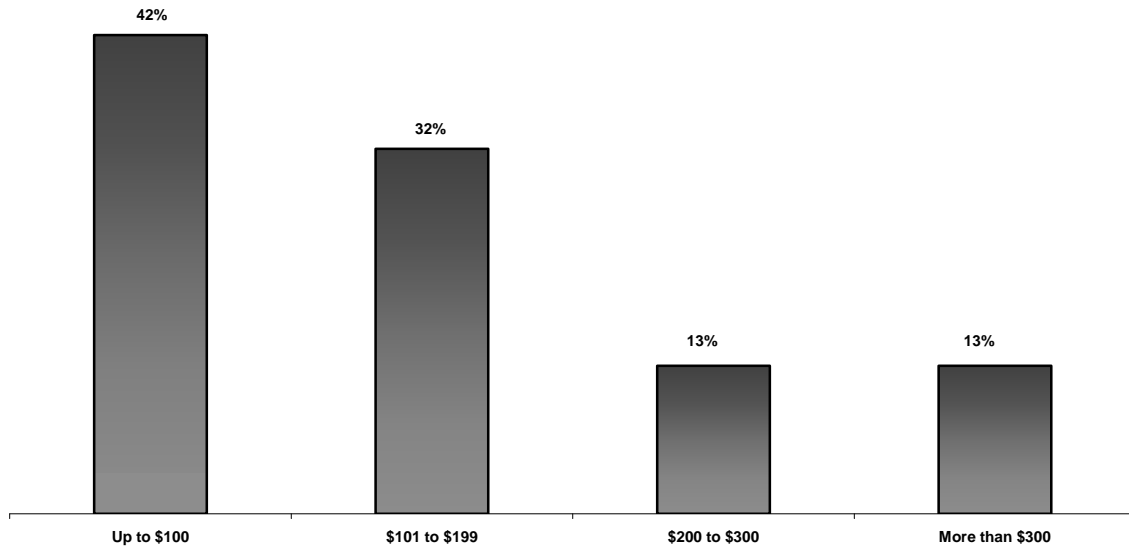
Back to School Moms 2007
Mean Spending By Category



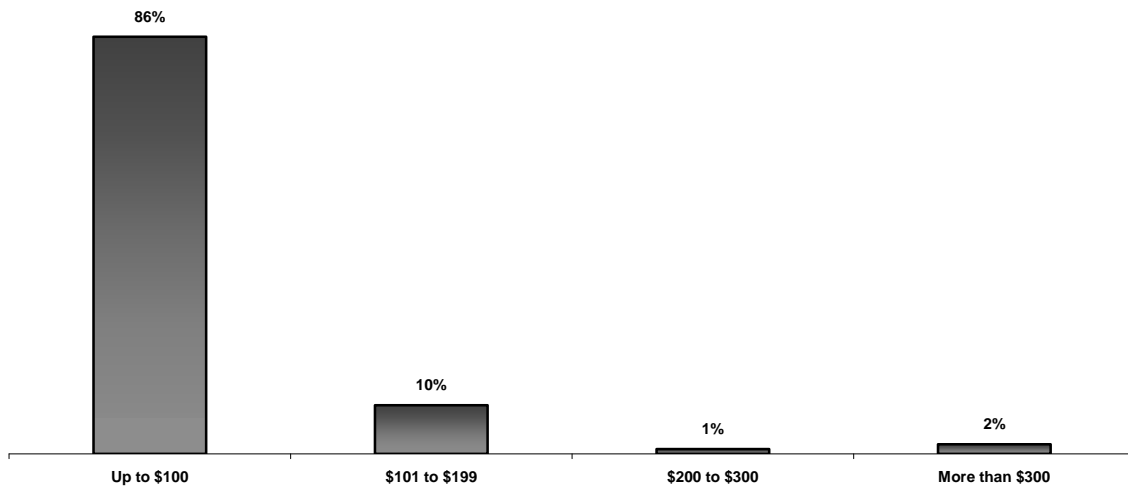


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School Age Moms 2007
Amount Spent - Clothing Except Athletic Shoes
Mean = \$171



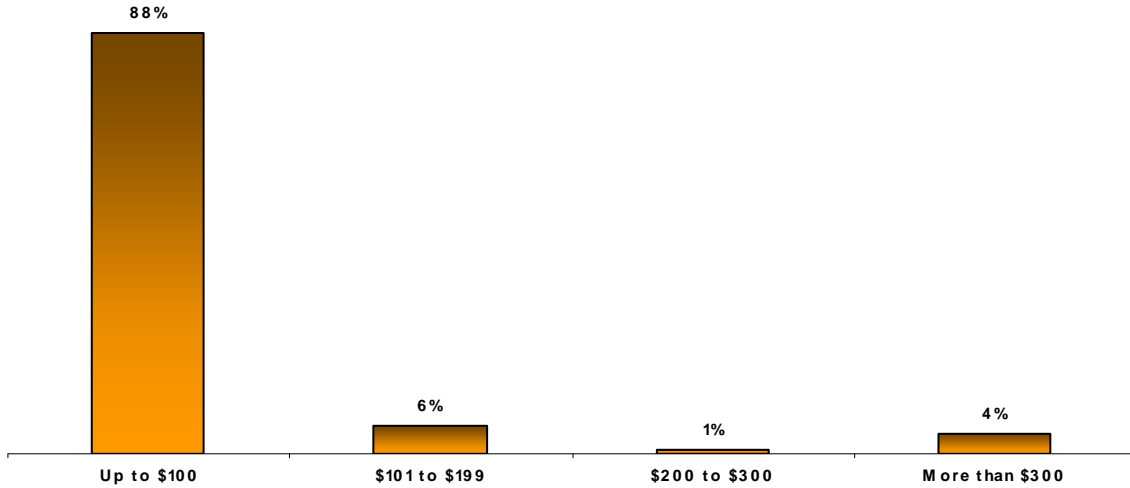
School Age Moms 2007
Amount Spent - Non Electronic School Supplies
Such as Paper, Books, Markers
Mean = \$171



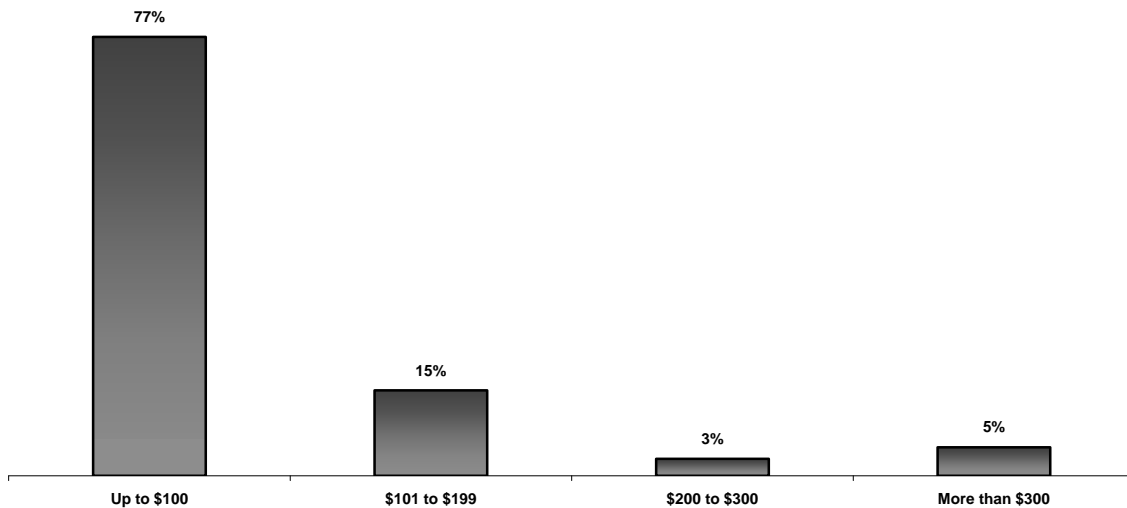


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School Age Moms 2007
Amount Spent - Electronics
Such as Calculators, Computers
Mean = \$171



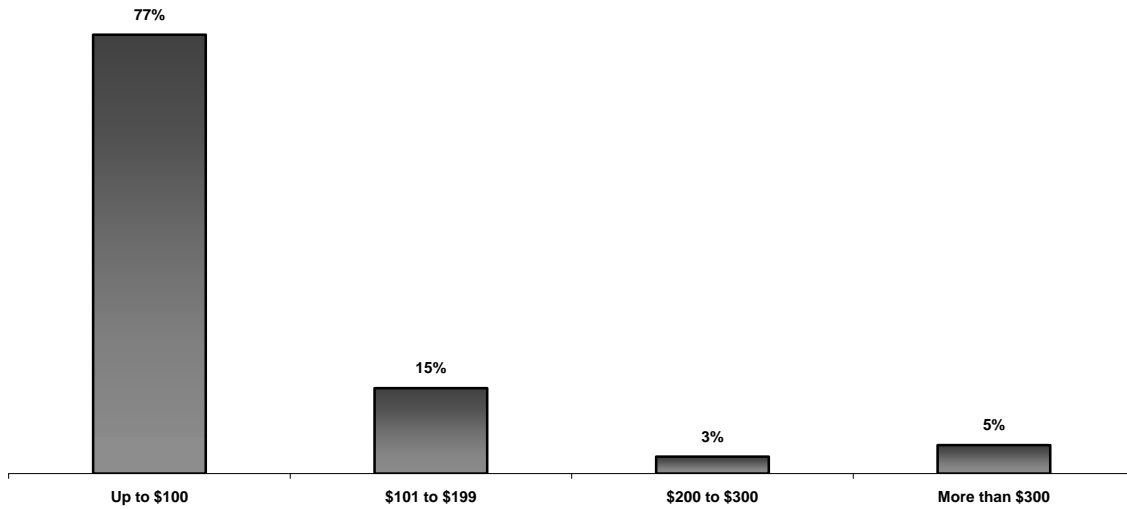
School Age Moms 2007
Amount Spent - Sporting Exercise Equipment
Mean = \$171



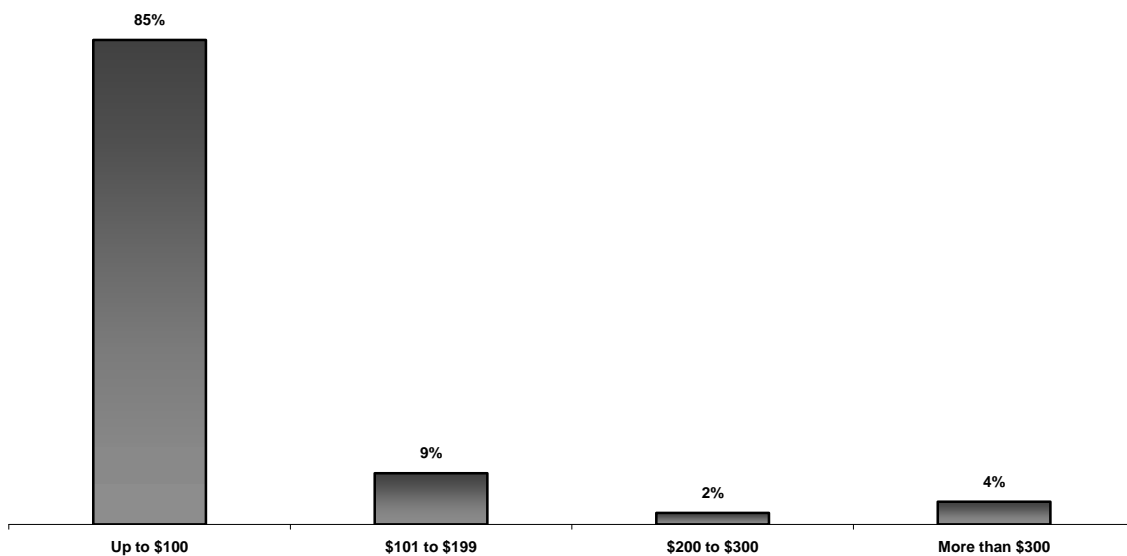


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School Age Moms 2007
Amount Spent - School Activity Fees
Mean = \$171



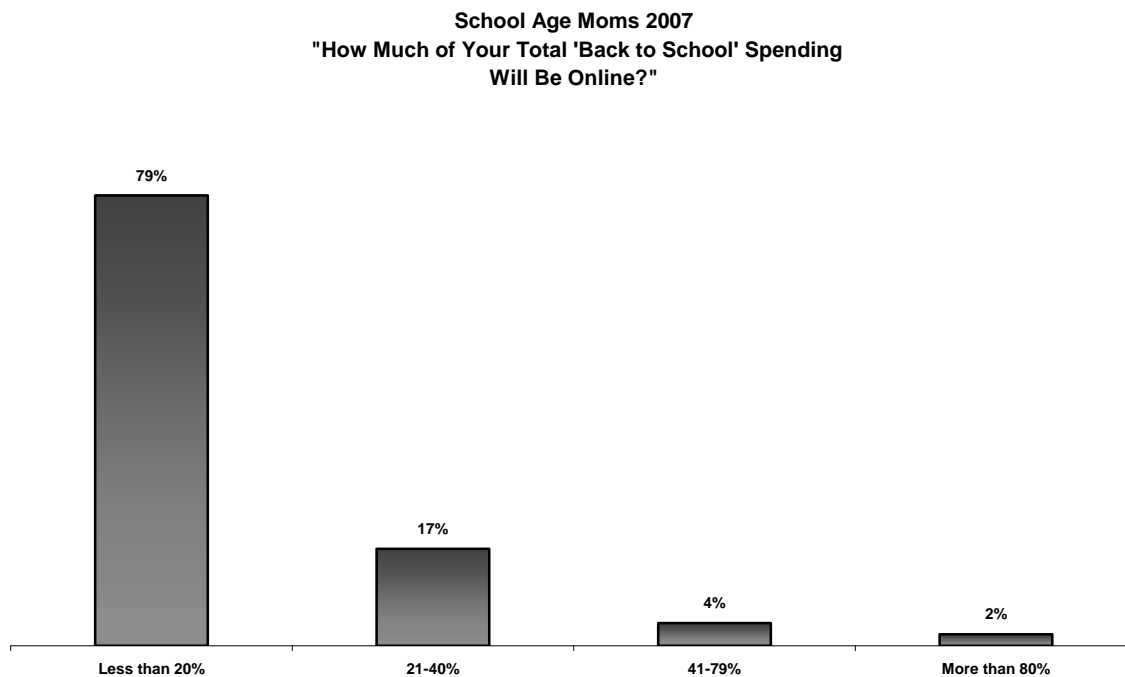
School Age Moms 2007
Amount Spent - Other
Mean = \$171



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V. BACK TO SCHOOL SPENDING - ONLINE

Most "Back to School" spending is still done offline; however, we find that 32% of Moms plan to fulfill 20% or more of their spending online.



This translates to aforementioned \$ per family online of \$___ mean across the U.S.

School Age Moms 2007

| Present | Average \$ Per Household |
|---------------|-----------------------------|
| Online – 22% | \$134 |
| Offline – 78% | \$476 |