

## **Research on Moms**

Mothers are predominant in our society, representing the majority share in every age group, according to MRI's Fall 2001 study [*MRI (Mediamark Research, Inc.) is an independent consumer research firm. Its data is considered the industry standard by which print advertisers make buying decisions*]. Mothers represent the largest percentage (66%) of women aged 25 to 49 years old.

The Census Bureau ([www.census.gov](http://www.census.gov)) supports the vitality of the the Mom Market:

- There's an estimated 82.5 million mothers of all ages in the U.S.
  - The number of full-time stay-at-home mothers nationwide is increasing: 6.8 million, compared to 5.2 million five years ago.
  - Some 42% of at-home mothers have children aged 3 and under
  - Nearly 10.6 million children are being raised by full-time moms – up 13% in less than a decade.
  - There are 4 million new moms, women who have babies each year.
  - The parenting book market is immense, indicating a strong demand for information.
  - **Books in Print** lists **19,607** “parenting” books under the sub-categories of motherhood, child rearing and general.
  - **Amazon.com** lists **48,646** results in its book section for “parenting.”
- According to Cision (formerly Bacon's) MediaSource Research Module, a

leading independent media research source, there are more than 124 magazines (40+ million in circulation combined) under “parenting and family,” not to mention related categories.