



**mom**  **Index**™

The Mom Quality of Life Index  
Measuring Moms' Lives on a New Scale

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# introduction

“If mamma ain’t happy, ain’t nobody happy” or so the saying goes. Moms are the center of our households, making 80% of the purchase decisions and raising our next generation. As vitally important as moms are, up until now there has not been any one clearly defined metric capturing how moms are faring. Thus, CafeMom, the largest website for moms, decided to create the Mom Quality of Life Index (“MomIndex”), a proprietary new assessment tracking the overall quality of moms’ lives on a quarterly basis.

The MomIndex provides a national mom scorecard and detailed composite picture of the state of Moms across America – indicating what’s going well for them, their concerns and challenges, and their outlook for the future. To capture these perspectives, CafeMom developed a comprehensive survey of over 100 questions comprised of (1) MomIndex scored questions and (2) non-scored State of Mom overall demographic, lifestyle and attitude questions to collect supplemental data and explore further themes.

MomIndex-scored questions gauge levels of life satisfaction overall and across five key dimensions: kids, relationships, self, money, and the larger world. Each is asked in a multiple choice format with a five answer scale ranging from strongly agree through strongly disagree. MomIndex question responses are compiled and calculated on an overall 100 point basis, with 100 indicating perfect life satisfaction. National average scores for each of the five MomIndex sub dimensions - kids, relationships, self, money and world - are also calibrated and averaged on a 100 point scale for additional insights presented in Part 1 of this report.

The first quarterly MomIndex survey was fielded in Q2 2010 with a nationally representative sample of 2000 US moms with at least one child in the household age 18 or under. Insight Express programmed the survey, captured response data, and validated weighting of the sample.

What follows is CafeMom’s first MomIndex report:

- *In Part 1: Mom Quality of Life Index Scores and the State of Mom*, we examine the five dimensions of moms’ lives to learn what is going best for moms today and what their biggest sources of anxiety and frustration are at this time. We conclude with the first national MomIndex score and what it tells us about how satisfied moms are with life today.
- *Part 2: Profiles and Paths to Better Mom Quality of Life* takes a closer look at the cohort of “Most Satisfied Moms” (“MSMs”) – those women scoring 90 or above on the Mom Quality of Life Index -- to uncover key themes and share paths other moms can take to improve their own quality of life. Lastly, we address the importance of mom quality of life measurement for marketers, how marketers can support and benefit from improving moms’ lives, and present some new approaches to winning with moms in this new environment.

We look forward to sharing these perspectives on a regular basis going forward, and recognizing timely changes in mom attitudes and trends impacting moms, marketers, our economy and our society as a whole.

# kids

MomIndex Subscore: 90



94% of moms believe their kids will have the skills and opportunities to reach their dreams.

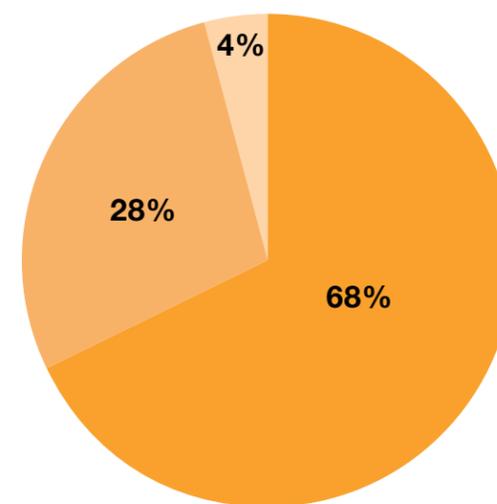
Moms report raising kids to be the aspect of their lives going best, and have surprisingly positive outlooks on their children's futures. Overall, 94% believe their kids will have the skills and opportunities to reach their dreams, and 96% say their kids are growing up with the right values.

For 81% of moms, the amount of quality time spent with their kids each week is satisfactory, and 88% of moms agree their children are spending enough time playing, exercising and having fun.

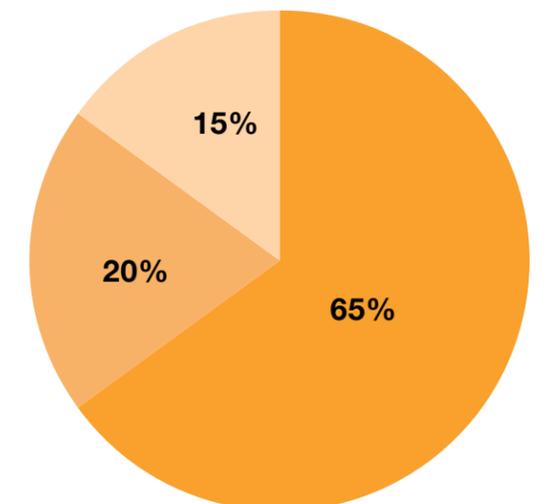
Reflecting back, most moms (65%) are happy with when they became mothers – average age 25.9, with 15% preferring to have kids earlier and 20% later if they were doing it over again. Those moms who wished they had kids earlier were 31.5 years old on average when they had their first baby, while moms who wished they had kids later were 22.1 years old on average when they became mothers. Income levels are correlated with perceived ideal timing of motherhood. For moms with household income less than \$35K/year, 9% would have kids earlier and 28% would have kids later. For moms with more than \$75K/year in household income, the reverse is true -- twice as many would prefer to have had kids earlier (21%) versus later (10%).

If they could go back in time, 28% of moms would choose to have more kids, 68% would have the same number, and only 4% would opt for fewer kids.

If moms could do it all over again...



- 68% would have the same number of kids
- 28% would have more kids
- 4% would have fewer kids



- 65% happy with when had first child
- 15% would have kids earlier
- 20% would have kids later

# relationships

MomIndex Subscore: 73



**85% of moms agree their partner relationships are strong, but reported having less than an hour a day of quality time with their partners.**

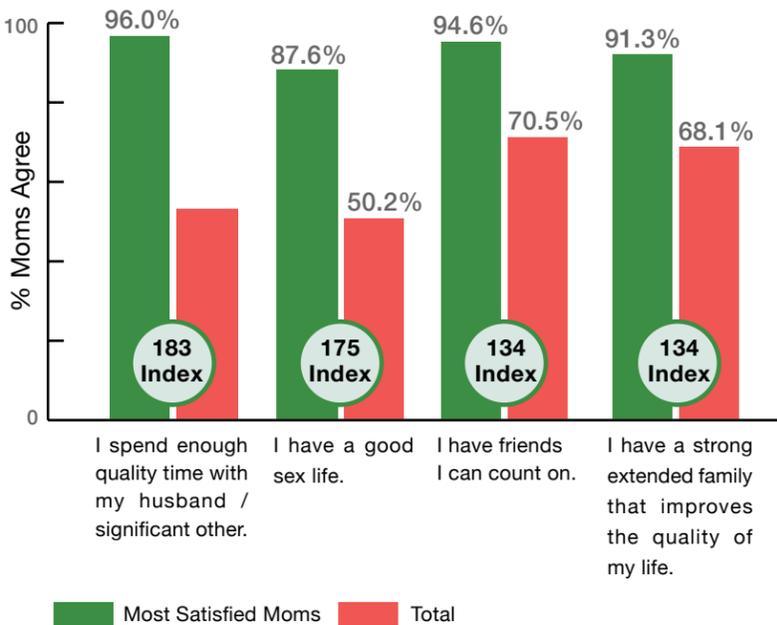
Moms have surprisingly strong relationships with their partners. 85% of moms agree their partner relationships are strong, but reported having less than an hour a day of quality time with their significant others. If they could do it all over again, 80% would choose the same partner, 12% a different partner, and 8% would choose not to get into a relationship.

Couples' time together is a major constraint with 48% of moms indicating they don't get enough quality time with their partners each week. The average is 6 hours 49 minutes each week -- less than one hour per day. Couples are having sex 1.5 times per week on average and 50% of moms are dissatisfied with their sex lives.

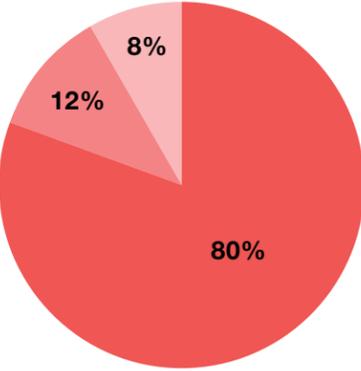
True friends are lacking in most moms' lives, with moms reporting an average of 2 friends, and 30% of moms confiding they don't have friends they can count on. Neighborhoods are not as core an influence as they perhaps once were for moms -- 2 out of 3 moms report their communities are not improving the quality of their lives.

Moms are cultivating quality relationships beyond their local circles. Networks of extended family members, other mothers and online friends are important contributors to mom quality of life recognized by the majority of moms.

The Most Satisfied Moms are more likely vs. moms overall to spend enough quality time with their significant others; these moms reported having stronger relationships with friends and their extended families.



If moms could do it all over again...



- 80% would choose the same partner
- 12% would look for a different partner
- 8% would not get into a relationship at all

# self

MomIndex Subscore: 67



Only 31% of moms are happy with their physical appearance.

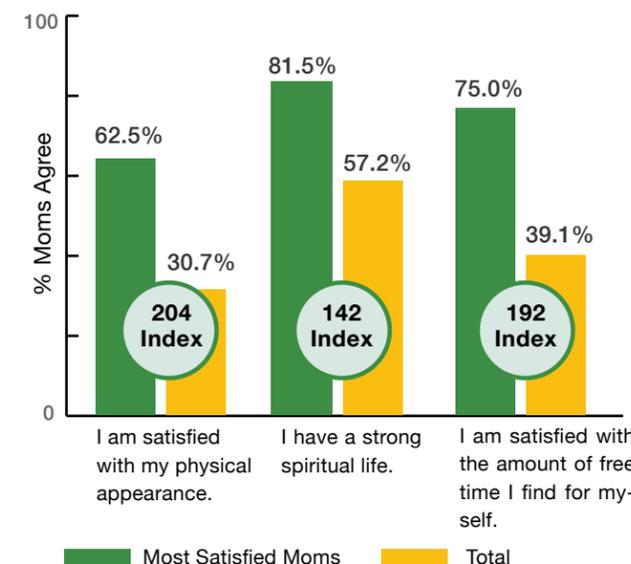
Moms generally feel good about themselves except for how they look. Only 31% of moms are happy with their physical appearance. When it comes to household diet, 87% of moms agree having their kids eat healthy is a top priority, but only 60% say that eating right is a personal priority for them.

Finding time and motivation to exercise regularly are also challenges. On average, moms are exercising 2 times per week, but 36% rarely or never exercise. Sleep is at a premium as well – the average mom sleeps just 6 hours 37 minutes each night. Surprisingly, first-time moms with babies less than a year old are the most likely group to get 8 or more hours of sleep. Moms with kids ages 11-14 have the most sleepless nights – nearly one quarter get 5 hours or less of zzz's per night. The Most Satisfied Moms cohort (those scoring 90 or better on the overall MomIndex) sleep an average of 30 minutes more per night at just over 7 hours.

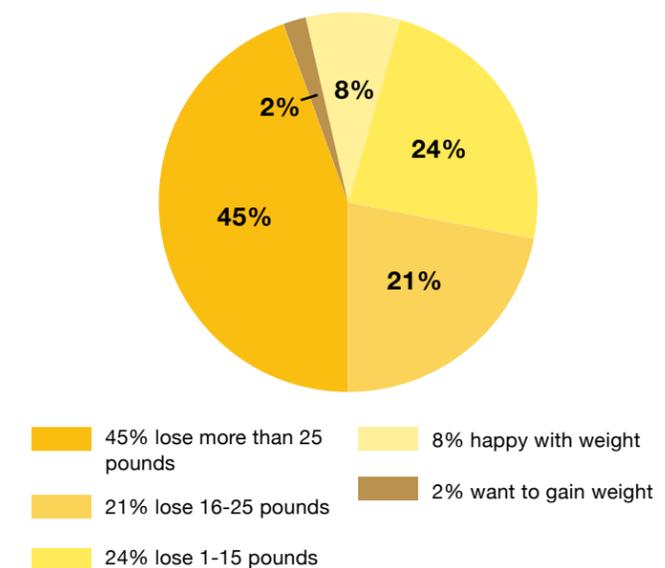
Almost half of moms (47%) agree their lives are filled with stress and anxiety. That percentage of stressed moms jumps to 59% among single moms and 65% for those who are unemployed and searching for a job. In addition, the more children a mom has, generally the more likely she is to report having a stress-filled life. Less income can also mean more stress. Moms in families making under \$35K/year are more likely than average to report stress and anxiety versus their \$75K+/year household income counterparts who are less stressed as a group than the average.

Perhaps contributing to overall stress levels, moms get precious little time to themselves and to pursue their own interests. 61% of moms indicate they do not have enough personal free time (averaging 48 minutes per day). Only 39% of moms feel challenged and able to express their talents.

The Most Satisfied Moms are more likely to take time for themselves, be happy with their physical appearance, and have greater emotional and spiritual well-being.



How much weight moms want to lose...



# money

MomIndex Subscore: 65

Only 45% of moms agree their family finances are on the right track.

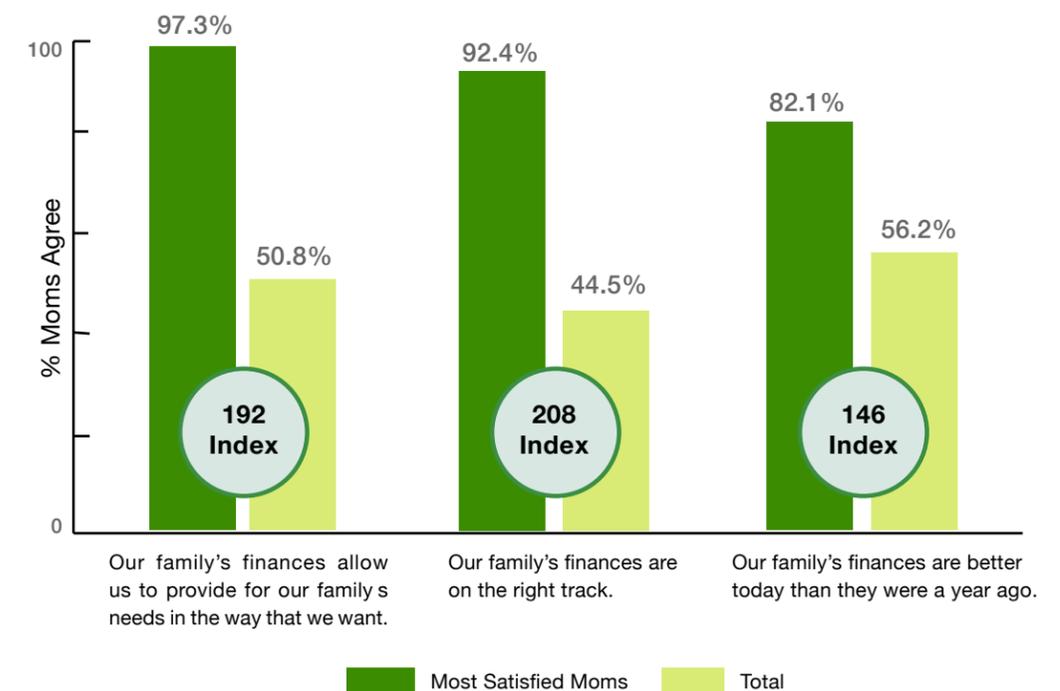


Money is the number one source of anxiety for moms. 1 in 5 reported family income was negatively impacted in the past year by job loss. Among working moms, 20% lost a job in the past year. 21% of husbands/significant others lost a job in the past year, and 19% of moms are now the primary earners for their households. Many of those employed have also seen income reduced – 28% of partners and 19% of moms are reported to be making less money now than a year ago.

Moms are learning to do more with less but managing finances in the current economic climate remains challenging. Moms cite their top parenting challenge to be “managing the expense of raising a family.” 49% say they can’t provide for their families in the way that they want, and 1 in 3 families do a poor job managing finances month to month.

Despite these challenges, moms remain optimistic in financial outlook. 56% say their family finances are better today than a year ago, and 76% share a positive outlook that their financial situations will be better next year.

Nearly all of the Most Satisfied Moms indicated that their finances allow them to provide for their children in the way that they want and that their family finances are on the right track.



# world

MomIndex Subscore: 56



Only 14% of moms trust government to help improve their lives.

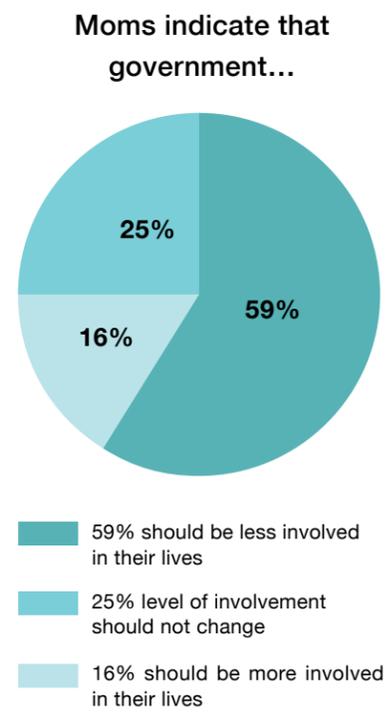
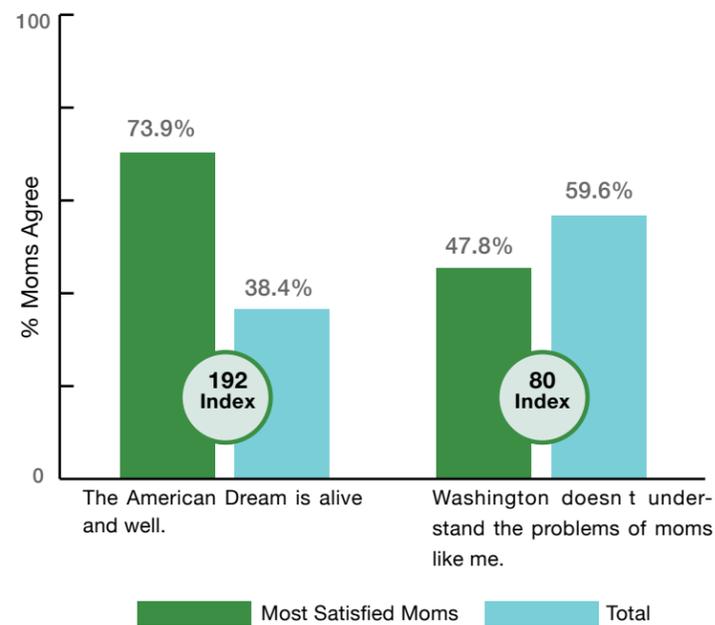
Moms are frustrated with the state of the broader world, and remain distrustful of the government and corporations to solve their problems and address their needs. 22% believe America is headed in the right direction, and only 14% trust the government to help improve their lives. In fact, 59% feel government should be less involved in their lives.

Most moms have lost faith in the American Dream. Only 38% believe the American Dream is still alive and well for them. Looking ahead to the future for our next generation, only 24% of moms believe the world is changing in ways that will make their children's lives better.

Moms are also distrustful of corporations – their values, their understanding of moms, and how they advertise.

- Just 7% agree corporations understand their needs and work to make their lives better.
- Only 6% trust the messages in brand advertising versus the 91% that trust recommendations from their friends and “moms like me.”

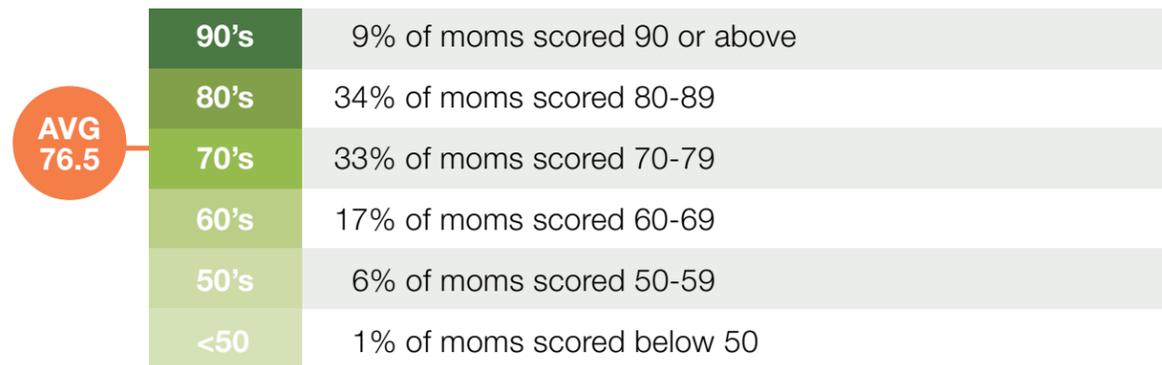
Nearly 3 in 4 of the Most Satisfied Moms indicated that the “American Dream is alive and well.” These moms were less likely to feel that Washington doesn’t understand their everyday problems.



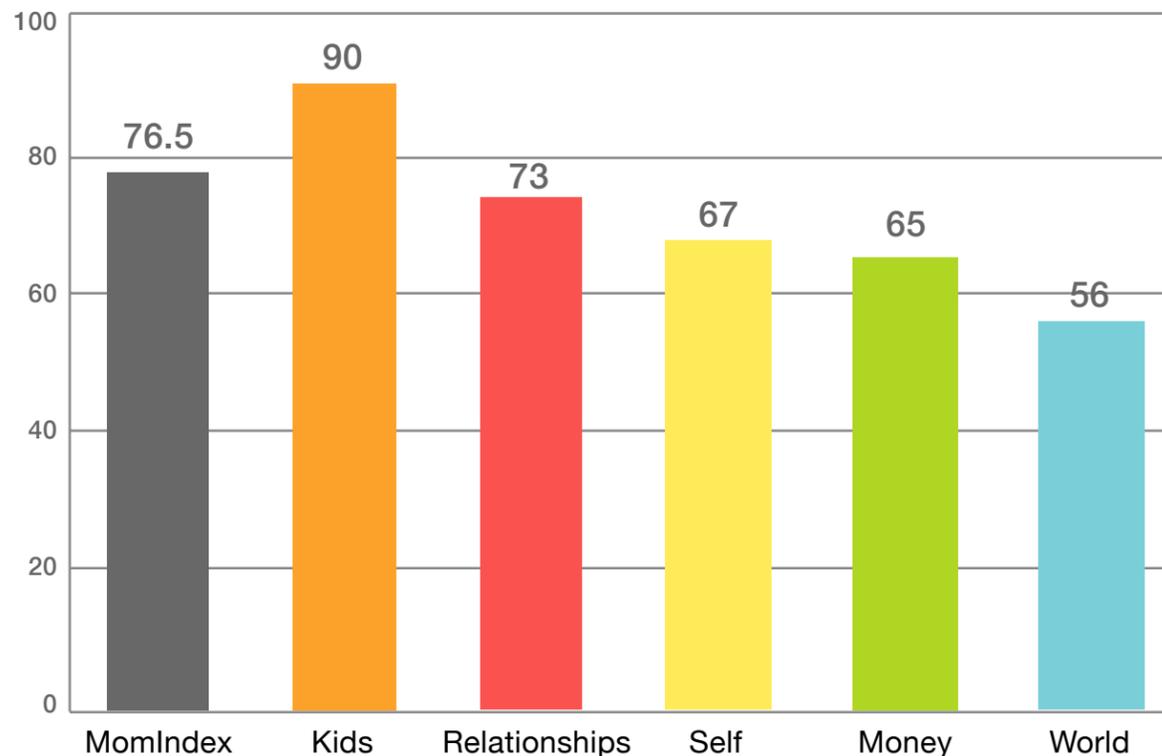
## And the first MomIndex Score is...

# 76.5

On a scale of 100 points with 100 representing perfect life satisfaction, the first MomIndex score is a 76.5. This represents a “C+” average for moms nationwide.



Looking across the subscores for the five dimensions - Kids, Relationships, Self, Money and World – Kids represents the highest level of life satisfaction with 90 out of 100 possible points, while Money at 65 and World at 56 are the two dimensions of least life satisfaction.



## profiles and paths to better mom quality of life

### Key Success Factors from the Most Satisfied Moms

In addition to assessing moms’ current levels of life satisfaction, we sought to learn more about key factors contributing to mom happiness. To do so, we went to the experts – the 9% of 90+ scoring MomIndex moms (a group we refer to as the “Most Satisfied Moms” or “MSMs”) and conducted deeper analysis on a variety of demographic, psychographic and lifestyle factors to learn how this group differs from the majority of their mom counterparts.

Higher quality of life has often been associated with demographic factors like higher education levels, greater household income and quality of marriage. While MomIndex response data indicated correlations with these characteristics, our analysis found that while demographics can positively impact moms’ lives, they were not the only determinants. In fact, it is interesting to see that among the MSMs, 61% are not college graduates, 34% manage on household income of under \$35K/year, and 13% are single moms -- yet all manage to achieve comparatively high levels of life satisfaction. Strong demographics also don’t guarantee a ticket to the top of the mom quality of life pyramid. Upon closer look at those moms scoring in the 60’s on the MomIndex, 47% report strong marriages, 31% possess a college degree or more, and 14% have household income over \$75K/year, yet still came in less satisfied with their lives than most moms.

**Demographics are not destiny.** Moms of any socio-economic level can glean other broadly applicable lessons from the Most Satisfied Moms on ways to improve the quality of their lives.

**Being happy with her kids is necessary, but not sufficient for achieving high mom quality of life.** This is a core foundation for mom happiness. When moms are battling with their kids, struggling for discipline, and feeling lousy about the job they are doing as mothers, these negative forces make it near impossible to achieve a “passing grade” in life satisfaction under such conditions. Being happy with your kids, though, is not necessarily the whole picture of life satisfaction for moms. Other elements must be present to move up the pyramid toward the Most Satisfied Moms’ level of life satisfaction.

### Three Paths to Greater Mom Happiness

Three paths emerged to an improved quality of life from our study:

- 1. Connections:** Strong relationships outside her household including bonds with friends, extended family, local community, and online friends strongly impact life satisfaction for the better.
- 2. Control:** Moms who feel they are in control of the issues they face day to day have greater life satisfaction.
- 3. Self Expression:** Moms that feel challenged and like they make a difference outside the immediate family show higher levels of life satisfaction.

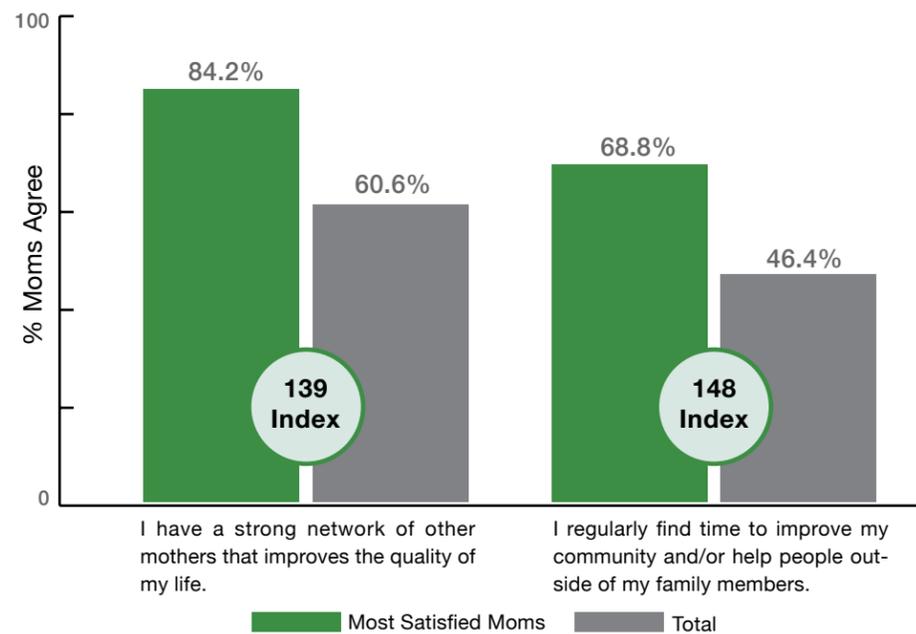
# paths to happiness: connections

Connections outside the home – bonds with friends, online friends, extended family and communities – are all important contributors to better mom quality of life.

Here are a few suggestions for ways moms can improve their connections and increase life satisfaction:

- Invest in creating and maintaining friendships.
- Seek and cultivate online friends with similar interests.
- Network with other moms - at kids' schools, in local mom groups, or in online communities.
- Find opportunities to contribute to and get more involved in the local community.

**The Most Satisfied Moms are more likely to have a strong network of other mothers and to give back to the community.**



Most Satisfied Moms



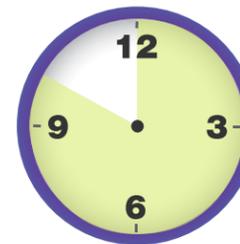
Average Mom



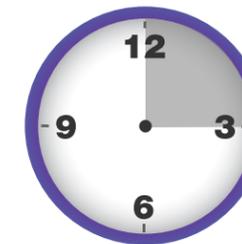
The Most Satisfied Moms have 5+ true friends vs. 2 average.



The Most Satisfied Moms spend 10+ hours per week connecting with friends vs. < 3 hours per week on average.



Most Satisfied Moms



Average Mom

## Meet a Connector Mom

After working in the law for about fifteen years, Jeanmarie decided to try being a stay at home mom and homeschooling her three daughters. While staying home with the kids can be isolating for some moms,



Jeanmarie used the opportunity to get more connected to her community. Jeanmarie stays very busy by participating in multiple groups at her church, leading three Girl Scout troops, and teaching literature in a homeschooling co-operative. "By belonging to these groups it's very easy to establish relationships with other moms that have the same agenda, goals, and desires as me," says Jeanmarie.

Jeanmarie has also made an effort to deepen her friendships with friends she's met locally and through online networks. Jeanmarie says, "My relationships with friends really support me, build me up, and encourage me."

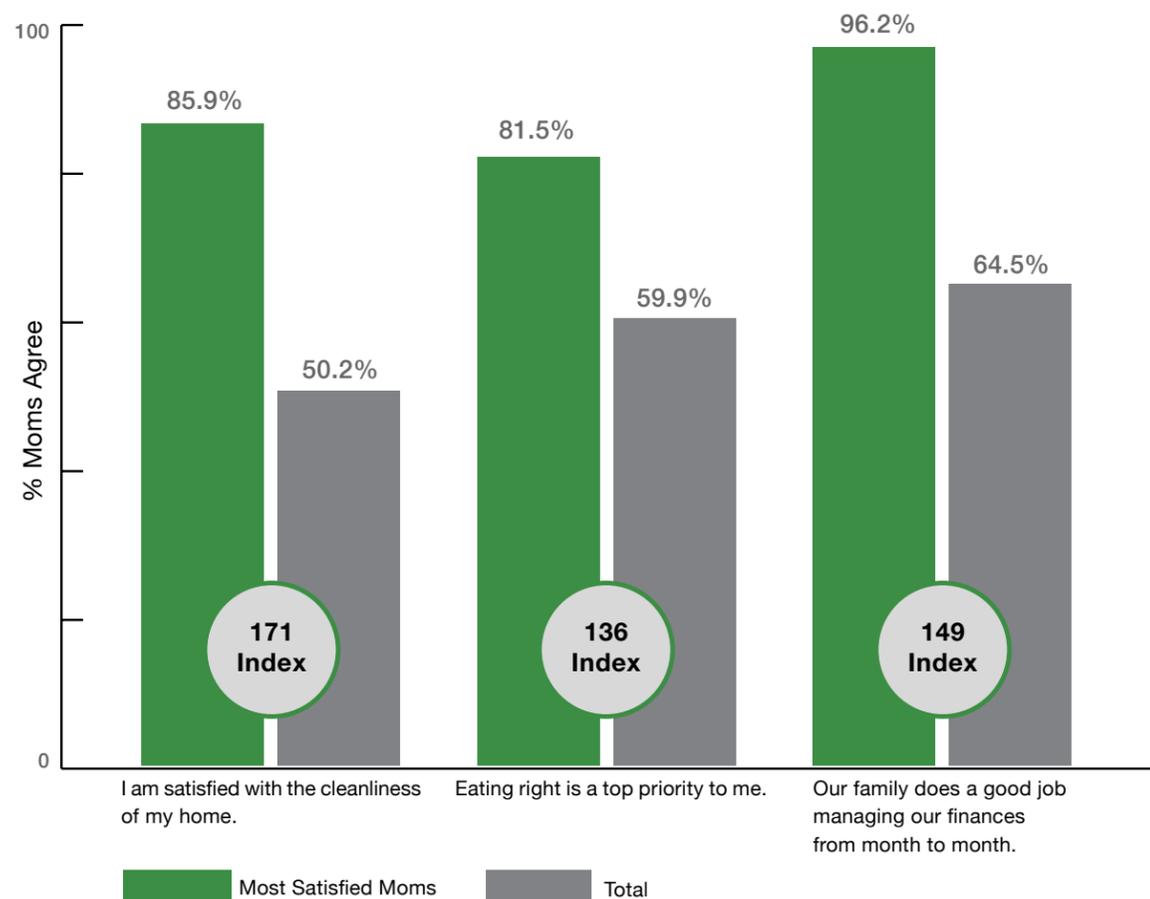
# paths to happiness: control

Moms that feel more control over their finances, households, kids, and health have greater life satisfaction overall.

Here are a few suggestions for ways moms can increase life satisfaction by taking charge more:

- Learn how to best manage household finances regardless of income level.
- Keep a clean home - at a satisfactory level.
- Determine best ways to maintain discipline with kids.
- Invest time and energy in their own health and physical appearance by taking control of diet and exercise habits.

**The Most Satisfied Moms are more likely vs. moms overall to report that their households are well-managed; these moms also report being able to maintain a healthy diet.**



One in three families that do a good job managing their household finances have less than \$35K in annual household income.



## Meet a Control Mom



Anysia was pregnant with her second child when her 6 year old son was diagnosed with a rare kidney disease. "It was

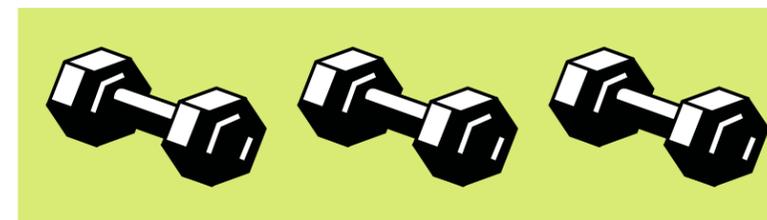
really daunting," says Anysia, "I felt like I had no sense of control."

Rather than despairing, Anysia channeled her energy towards getting her organic personal care company off the ground. "It really was actually beneficial. It gave me a positive way to channel all this stress in my life. When I was at the hospital waiting for him to come out of surgery I'd be there with my laptop putting products up on our website."

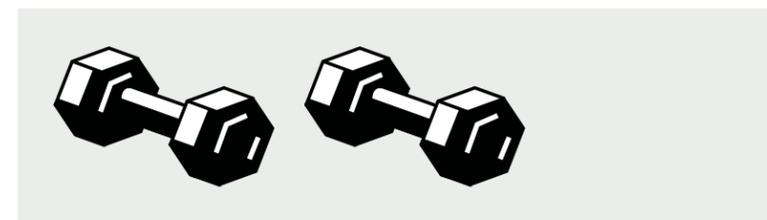
Anysia feels starting a business can be a great way to gain control. "You're working on your own terms and hours," says Anysia. "You're working around baseball schedules while contributing to the income of the family."

The Most Satisfied Moms work out 50% more than average.

Most Satisfied Moms



Average Mom



1 dumbbell = 1 workout/week

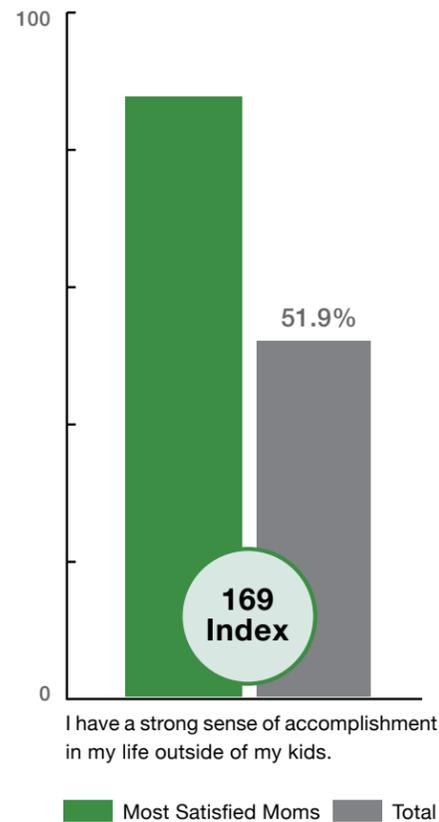
# self expression

A mom's quality of life improves when she has the opportunity to express her talents and feel challenged beyond her day to day life at home.

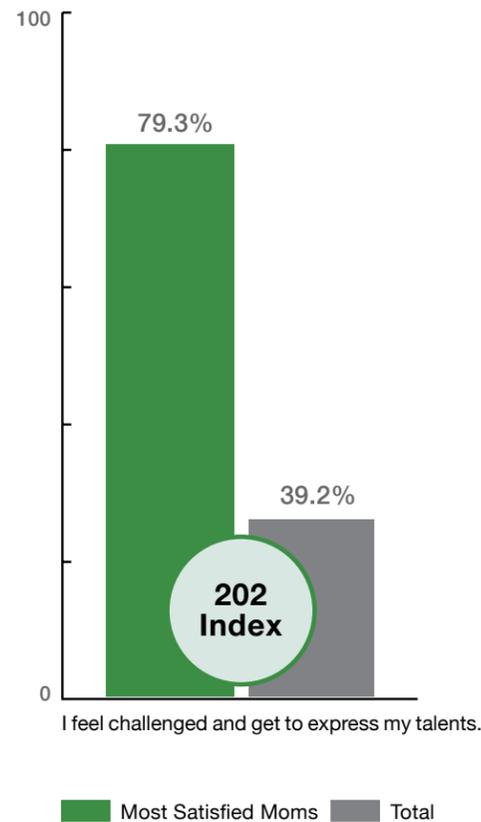
Some ways moms can find outlets for self expression include:

- Taking a regularly scheduled time-out for "me" time away from the demands of other roles and responsibilities.
- Exploring creative outlets like photography, writing, blogging, music, dancing or other areas she enjoys.
- Discovering a new area of personal challenge by participating in a hobby or taking a class.
- Finding a professional opportunity that is also personally rewarding.

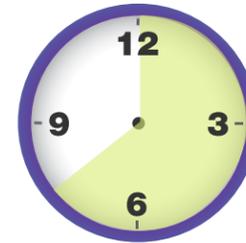
Of the Most Satisfied Moms, 87.5% have a strong sense of accomplishment outside of their kids vs. 51.9% average.



Twice as many of the Most Satisfied Moms feel challenged and get to express their talents.

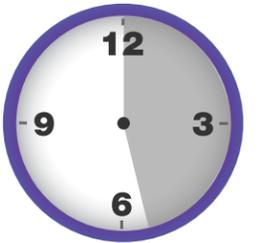


Most Satisfied Moms



The Most Satisfied Moms have about 7.5 hours per week of "me time" vs. the 5.5 hours per week average.

Average Mom



## Meet Self Expressor Moms



Ellen was a mom to three young children when she decided it was time for her to pursue her dream of writing

a novel. "Being a mom took so much out of me," says Ellen. "Writing was this piece of my life that I always meant to do, that I felt I was procrastinating on."

Writing a novel with a young family is no small feat, but Ellen made it happen by waking up at 5am every morning and writing before the family awoke. Two years later she had a finished manuscript.

Ellen now has two published books, a third hitting shelves soon, and a fourth in progress.

"I had always had the dream to be a novelist," she says, "I just needed to address that one other part of me that wasn't part of my life as a mom."



Cathy spent years in corporate America before deciding to stay home with her four children. Staying home

made cultivating her own interests even more important to her, and she began exploring her passion for photography.

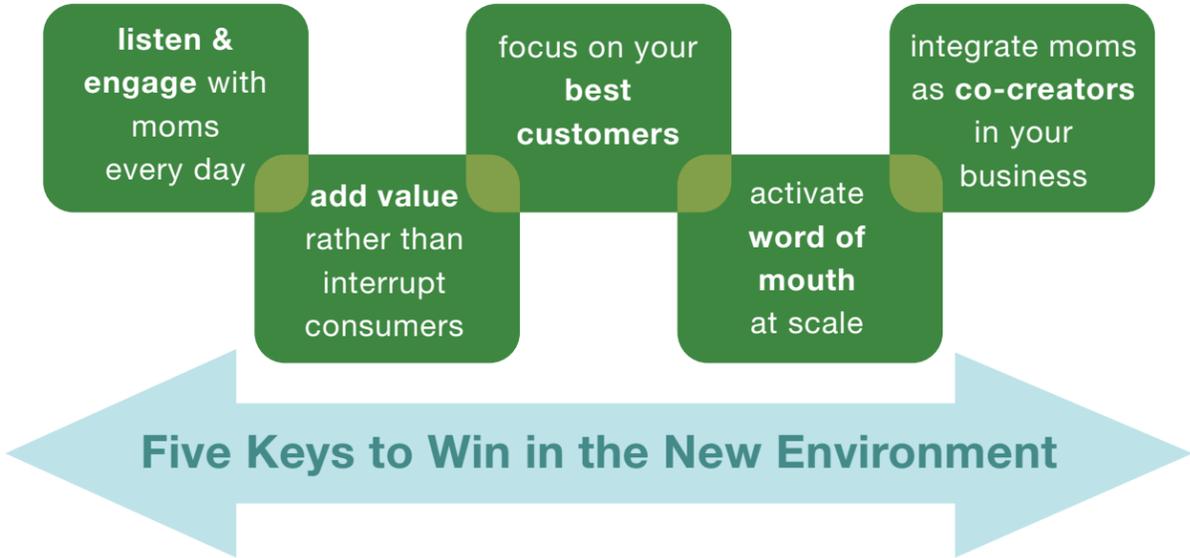
"I definitely like the gratification I'm getting from photography," says Cathy. "It has given me the self esteem that I needed while I'm a stay at home mom."

Photography provides Cathy an outlet for her creativity, while also letting her share her talents with others.

"Photography gives me time away from the mothering," says Cathy, "and at the same time I love the feedback I'm getting from those I share my work with."

# conclusions

## New Ways to Listen, Activate, and Integrate Consumers



Marketers looking to distribute brand messages through traditional media face many hurdles in connecting with moms. Not only is it difficult to find the right media mix that will reach moms at the right time and cut through the clutter in today's fragmented media environment. Getting moms to buy in to company-distributed brand messages is a growing challenge -- only 6% of moms say they trust messages in company advertising.

In today's environment, moms are much more likely to tune into and find credible product information and brand attributes conveyed to them by more trusted personal sources. In fact, 91% of moms surveyed agreed they trust recommendations from their friends and other moms like them, and 78% said the product recommendations they receive from their friends on social media sites are valuable. Under these conditions, it is vital to enlist moms as co-creators and key participants in spreading brand messages.

Given the right opportunities to have influence and impact on corporations, Moms are willing to participate and be co-creators with brands they like:

- 93% of moms would provide feedback that would makes products better for moms like her.
- 87% of moms would provide feedback on what is said in advertising and marketing messages.
- 81% would spread the word about brands if given the opportunity to be a Brand Ambassador.

"Mother knows best." And brands that know moms best - how to add value to their lives and activate and integrate these core consumers in their marketing efforts -- will be poised to win in the new environment.

### Improving Moms' Lives Pays Dividends for Marketers

Understanding the state of moms, regularly assessing their degree of life satisfaction and supporting the key drivers to increased happiness need to be key priorities for marketers. Marketers who are on the pulse of mom needs, helping her address challenges as they arise and feel better about her life and the impact she is having on others will win her loyalty. In fact, 54% of moms surveyed indicated they would buy more from corporations who add value to their lives beyond the specific products they sell.

Marketers can help many moms improve levels of life satisfaction by supporting programs that:

1. Enable moms to make connections and strengthen relationships. Provide platforms that allow them to find friends and connect to other moms like them and opportunities to meet others through online and offline activities.
2. Help moms gain greater control on issues close to them by providing relevant content and tools.
3. Provide experiences for moms to express themselves and feel challenged and engaged.

Brands leveraging tactics that support these three paths to greater happiness and higher personal MomIndex scores stand to make a measurable positive impact on their core consumers' lives. Not only will they be rewarded with moms' customer loyalty, but also reap significant incremental benefits of winning over an increasingly influential base of moms.

Moms with higher MomIndex scores are more influential than those with lower scores. 40% of moms with a 90+ MomIndex score indicate others often seek their recommendations on products, while just 21% of moms with MomIndex scores in the less than 60 range are viewed to be influential on product and shopping recommendations.

MomIndex Score range	% of Moms Indicated as Shopping/Product Influencer
90's	40.2%
80's	36.2%
70's	31.3%
60's	24.5%
<60	21.2%

Higher scoring MomIndex moms have many characteristics in common with social media influentials. These moms have a wider array of strong relationships, are more communicative, invest the time in connecting with others regularly through social and self expressive pursuits, and are looked to as "go to" resources in their social circles.

# about CafeMom



Dedicated to the moms and kids in our lives.

Launched in late 2006, CafeMom is the #1 site on the internet for moms and the premier strategic marketing partner to brands that want to reach moms in a rapidly changing digital environment.

By moms, for moms, CafeMom offers moms Conversation, Advice, Friendship, and Entertainment. CafeMom is also the leader in developing custom programs for leading brands that want to connect with and understand moms online. Through programs that allow leading brands to join the consumer conversation, add value to moms' lives, and get members talking about sponsor brands in an authentic and viral way, CafeMom has become a strategic partner to leading mom companies like General Mills, Target, P&G, Nestle, Kohl's, Johnson & Johnson, Kmart, Unilever, and dozens of others.

CafeMom (CMI Marketing) lead investors are Highland Capital Partners and Draper Fisher Jurvetson. CMI was founded by Andrew Shue and Michael Sanchez.

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