

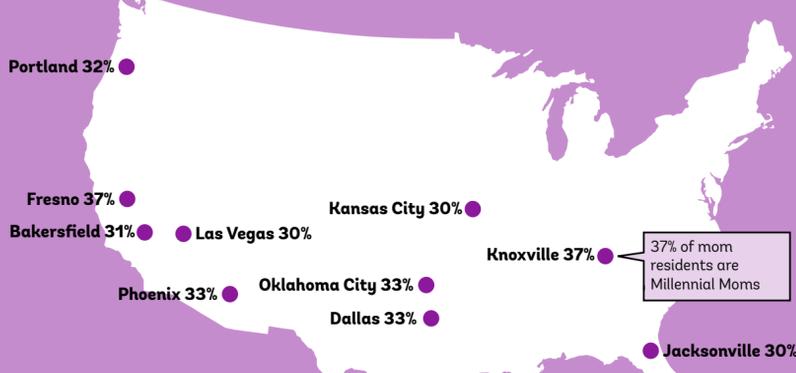
Millennial Moms.

Much has been written about the rising influence of the Millennial generation. Defined by local consumer insight firm Scarborough as adults age 18-29. Millennials are not only an important group for marketers due to their media engagement and youth, but because increasingly, Millennials are becoming America's next generation of parents. How are Millennial Moms (women who are age 18-29 and are parents of children under 18 years old) more involved in their local communities? What are the business opportunities present with this consumer group? How can you engage with Millennial Moms on mobile? Keep reading to see how Millennial Moms compare to all moms and for Scarborough's insights into how to engage them in their local markets.

MILLENNIAL MOMS EMBRACE THEIR LOCAL MARKETS



Top 10 Local Markets for Millennial Moms



18% more likely to self-identify as Black

22% more likely to self-identify as Hispanic

52% are unmarried

30% have an annual household income of \$50K+

8% are students

MILLENNIAL MOMS REPRESENT OPPORTUNITIES FOR FINANCIAL SERVICES

Professional Services Household used in the past year:

68%

more likely to use check cashing

47%

more likely to use coin cashing

35%

more likely to use wire transfer

Financial Services used by household:

Millennial Moms are less likely to use financial services of every kind, including accounts, loans or investment opportunities

Millennial Moms do use personal loans and debit cards.

Millennial Moms are 28% more likely to have used no credit cards in the past 3 months



MILLENNIAL MOMS HAVE MAJOR LIFESTYLE CHANGES PLANNED FOR THE NEXT YEAR



33% plan to look for a new job



27% plan to go back to school



15% plan to attend adult continuing education classes



13% are planning the birth of a child



11% plan to buy a home



11% plan to get married

MILLENNIAL MOMS ARE OVERWHELMINGLY MOBILE

Millennial moms are more likely to participate in every mobile activity Scarborough measures



11% more likely to own a smartphone

WAYS USED SMARTPHONE, PAST 30 DAYS:

53% social networking

22% shopping

18% more likely to use Daily Deals

60%

more likely to have sent 20+ text messages yesterday

24%

more likely to say they plan to change wireless carriers in the next 12 months

19%

had a wireless bill last month of \$150+

MILLENNIAL MOMS' HAVE INFLUENTIAL SHOPPING BEHAVIORS



68% made any internet purchase in the past 12 months

40% bought clothing or accessories

28% bought books

23% bought toys or game

20% of Millennial Moms spend 20+ hours per week online

29% more likely to agree they like to share their opinions about products and services by posting reviews and ratings online*

25% more likely to agree they're always one of the first of their friends to try new products or services

18% more likely to agree they're a "Spender" rather than a "Saver"

18% more likely to agree brand name is the best indication of quality

78%

more likely to think social networking is very important for showing support for their favorite brands*

71%

more likely to post a blog entry in the past 30 days on social media*

47%

more likely to think social networking is very important for receiving exclusive offers, coupons or other discounts*

28%

more likely to rate or review products or services on social media*

SOURCE: Scarborough USA+ Study, Release 1, 2013 (Current 6 Months)/ GfK MRI Attitudinal Insights Data

Agree = Agree Mostly or Somewhat

*Among Moms with access to the internet