

 **FIRST THINGS FIRST**



Engaging Millennial Parents Online: Research, Insights and Implications

Dan Puglisi & Bethany Cone

READY FOR SCHOOL. SET FOR LIFE.

ABOUT US

◎ Dan Puglisi

Sr. Director, Marketing & Brand Advancement
dpuglisi@azftf.gov

◎ Bethany Cone

Communications Coordinator
bccone@azftf.gov

PURPOSE OF RESEARCH

A detailed understanding of the specific information needs and online habits of Arizona parents of young children:

- ⦿ What are they looking for?
- ⦿ Where are they looking for it?
- ⦿ Who do they trust?

ELEMENTS

- ⦿ Literature review
- ⦿ Stakeholder / program interviews
- ⦿ Home visitor survey (n=127)
- ⦿ Parent survey (n=304)
- ⦿ Social conversations audit

FINDINGS

- ⦿ Today's parents
- ⦿ Digital usage
- ⦿ Information needs

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Today's Parents

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TODAY'S PARENTS

90% of new parents are **millennials**.



- born between 1980 – 2000
- **26%** of total U.S. population



What is the average age of
first-time mothers in the U.S.?

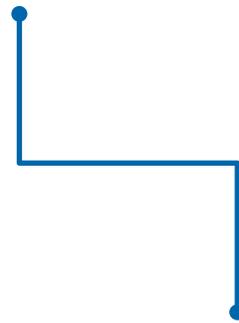
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26 years old

In AZ, likely 2-3 years younger

TODAY'S PARENTS

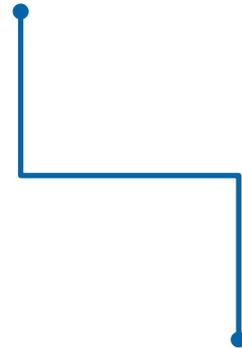
Single motherhood is more common than ever before.



- **61%** are single parents
- **87%** among those who did not complete high school

TODAY'S PARENTS

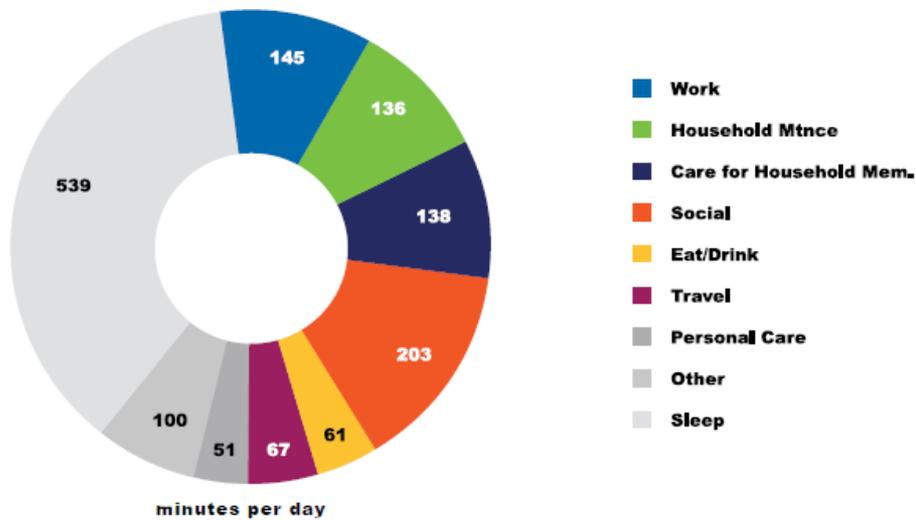
Fathers are more involved in day-to-day care of children.



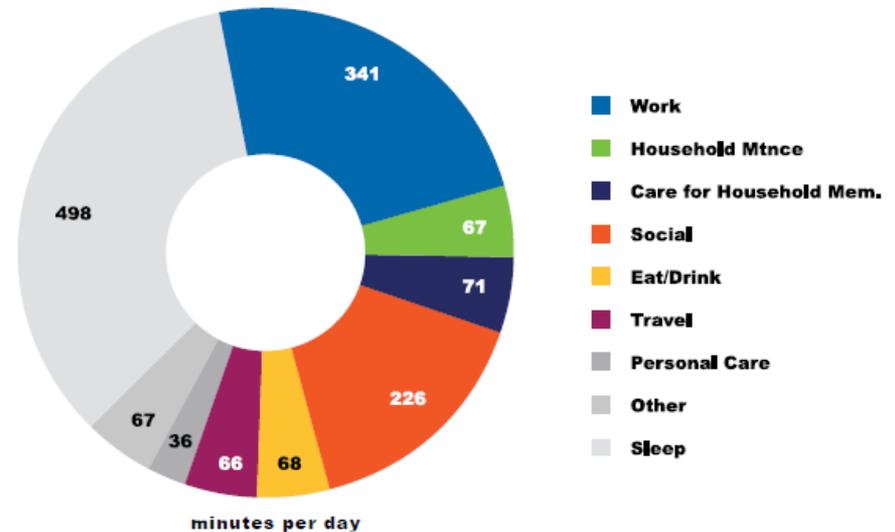
- **62%** of moms say dads help
- Moms spend **2x** time

TODAY'S PARENTS

Average Day of a Millennial Mother



Average Day of a Millennial Father



Source: Young Invincibles 2015

Data: 2013 American Time Use Survey, United States Census Bureau

TODAY'S PARENTS

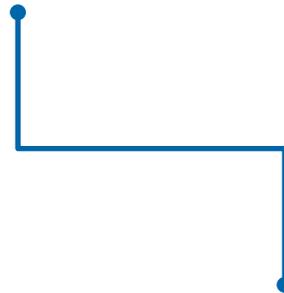
Moms are more likely to **work** than ever before.



- **64%** of moms w/ kids < 6
- **2x** previous generation

TODAY'S PARENTS

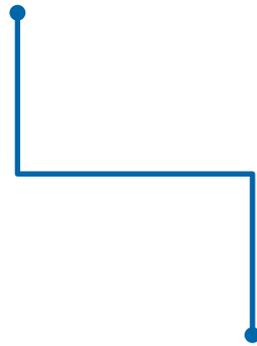
They are more likely to lack the support of **extended family**.



- **50%** said their families don't live nearby

TODAY'S FAMILIES

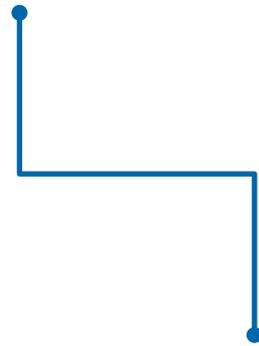
More **grandparents** are caring for grandchildren.



- **14%** of AZ children under age 6 live w/ grandparents
- **30%** of these households have no parent of child present

TODAY'S PARENTS

Moms feel **pressure** to be/appear to be a good parent.



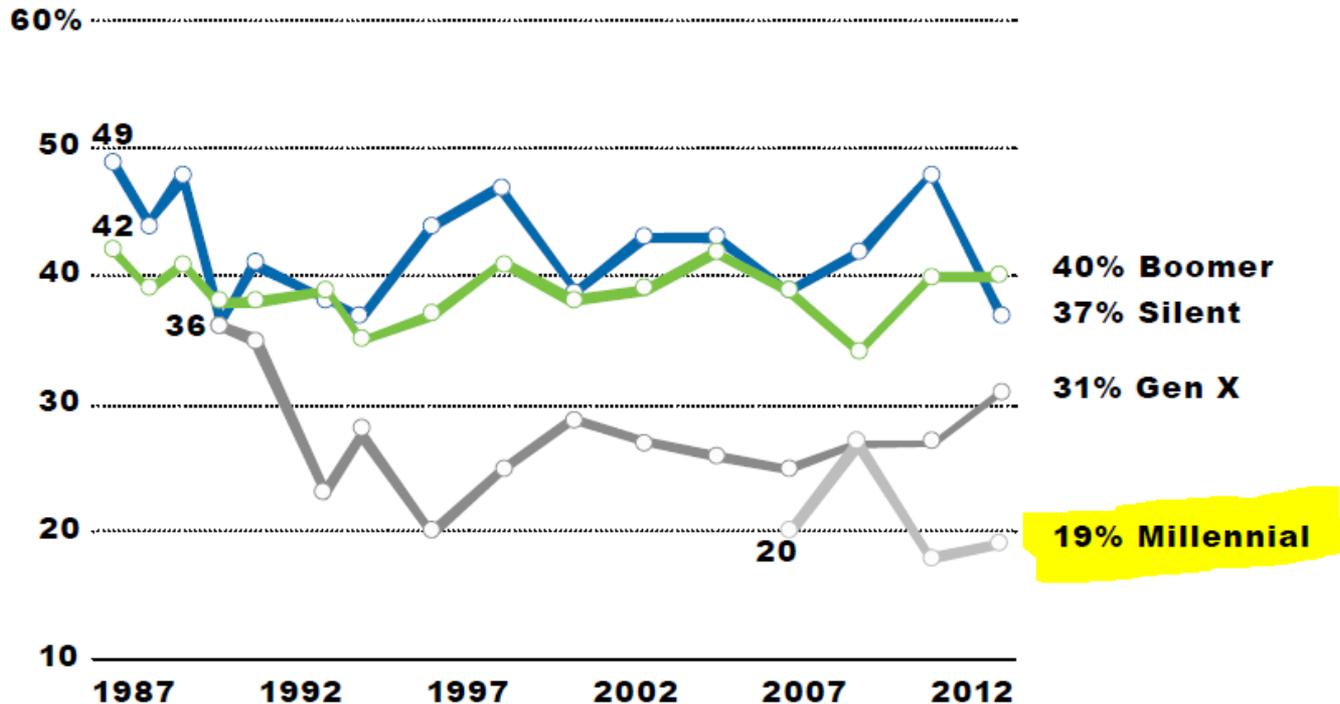
- **80%** said it's important to be "the perfect mom"
- **64%** feel parenting is more competitive than it used to be



What % of millennials said that,
*“generally speaking, most people
can be trusted”*

Millennials Less Trusting of Others

% saying that, generally speaking, most people can be trusted



Question wording: "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?"

Source: General Social Survey data, 1987-2012
PEW RESEARCH CENTER

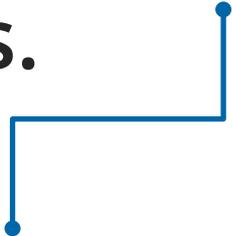
TODAY'S PARENTS

Their understanding of **early childhood development** varies.

- **86%** said early experiences can impact later school performance
- Only **half** said that language is better learned from face-to-face interaction vs. TV

TODAY'S PARENTS

Their understanding of **early childhood development** varies.



Program managers interviewed emphasized that income level does not necessarily correlate to knowledge about child-rearing. While most of the clientele in their programs is low income, they also work with economically diverse families. They see need for information across income levels.

“It doesn’t matter what your level of education is, sometimes they lack the information to implement or reinforce the positive behaviors. They focus more on the negative.”

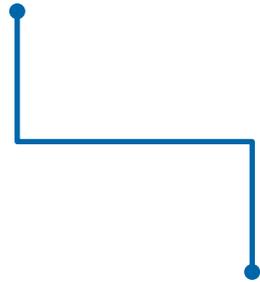
Program Manager

“Parents are very confused about child development. They ask things like, ‘Is it realistic to say a 2 year old should do chores?’ They have no idea what to expect.”

Program Manager

TODAY'S PARENTS

Millennial parents may face significant **economic challenges.**



- **30%** of AZ parents age 18-34 are at the poverty level
- **> half** of millennials live paycheck-to-paycheck

TODAY'S PARENTS

Key **challenges** for Arizona parents:

- Living expenses
- Child care/quality child care
- Post-partum depression/
mental health
- Health care
- Community safety
- Health insurance
- Work-life balance
- Co-parenting
- Adequate family time
- Parental leave

“They’re worried about their child being ready for kinder, but they’re also worried about what they or their child will eat tomorrow. All want to be great parents, but they have their priorities set for them.”

Program Manager

“All the stressors - basically they have to deal with those before we can get down to them being able to focus on parenting. We work with parents to help them make positive change so that they can continue to support their children on their own. My families really struggle with the domestic violence, mental health and substance abuse. It’s difficult to parent with those things going on.”

Program Manager

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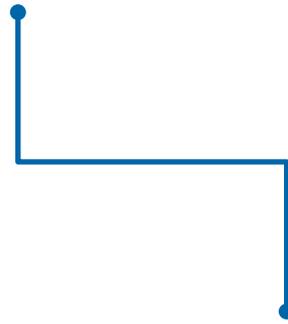


Digital Usage

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DIGITAL USAGE

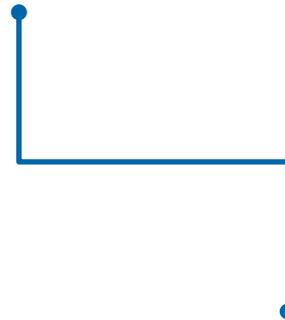
Millennials are **digital natives** and the most connected generation, across race and income groups:



- **96%** of 18-29 year olds access the internet

DIGITAL USAGE

Millennials are frequent, active participants on **social media**.

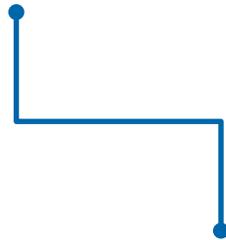


- **89%** of 18-29 year olds use social media

Age	f	🐦	📷	📌	in	💬
18 - 29	87%	37%	53%	34%	23%	49%

DIGITAL USAGE

Mobile devices are widely used.



- **90%** of millennial moms own a smartphone
- High usage spans income levels; **87%** among those with income < \$20K
- **74%** use it to access the internet “many times a day”
- New/expectant parents are **2.7x** more likely than non-parents to use a smartphone as their primary device



How many texts do millennials
send or receive every day?

A

88

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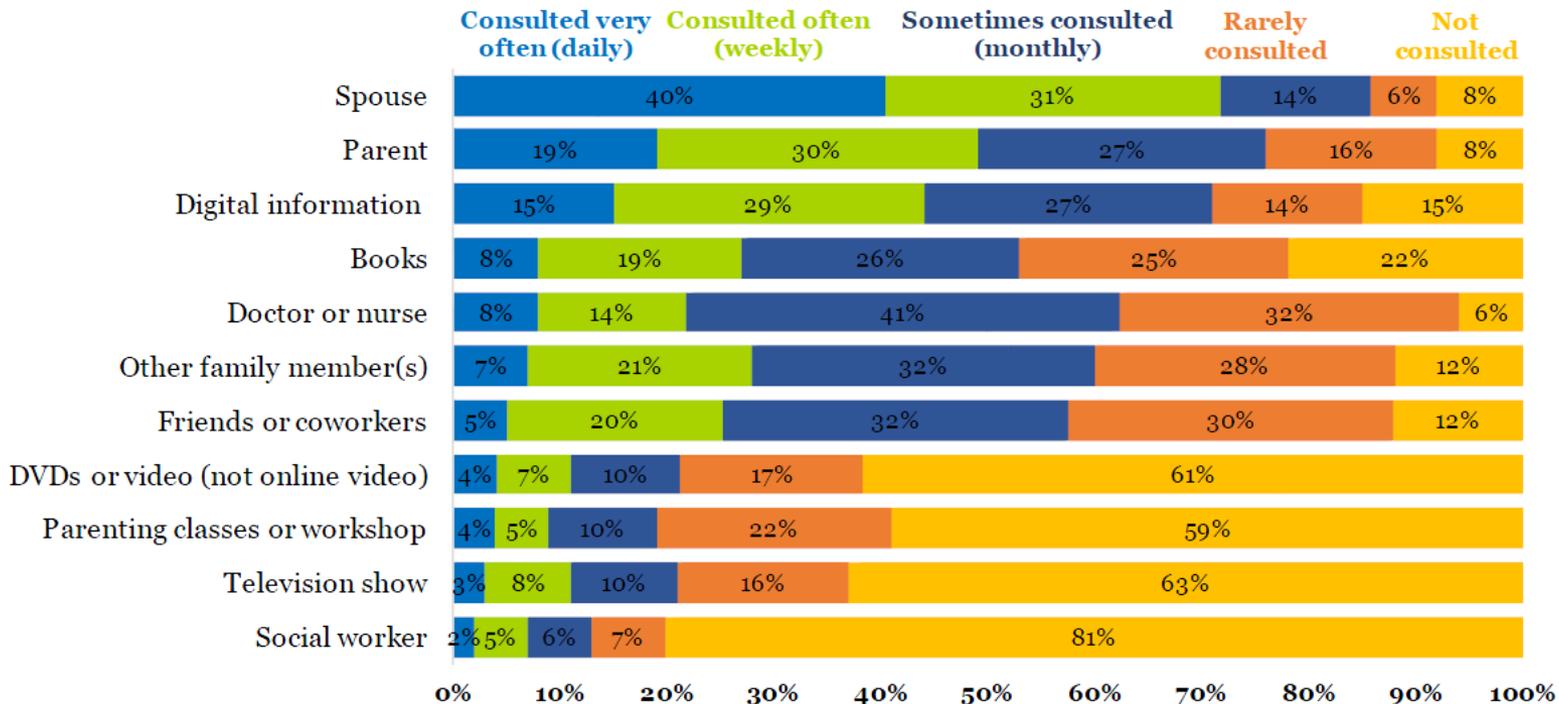


Information Needs

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INFORMATION NEEDS

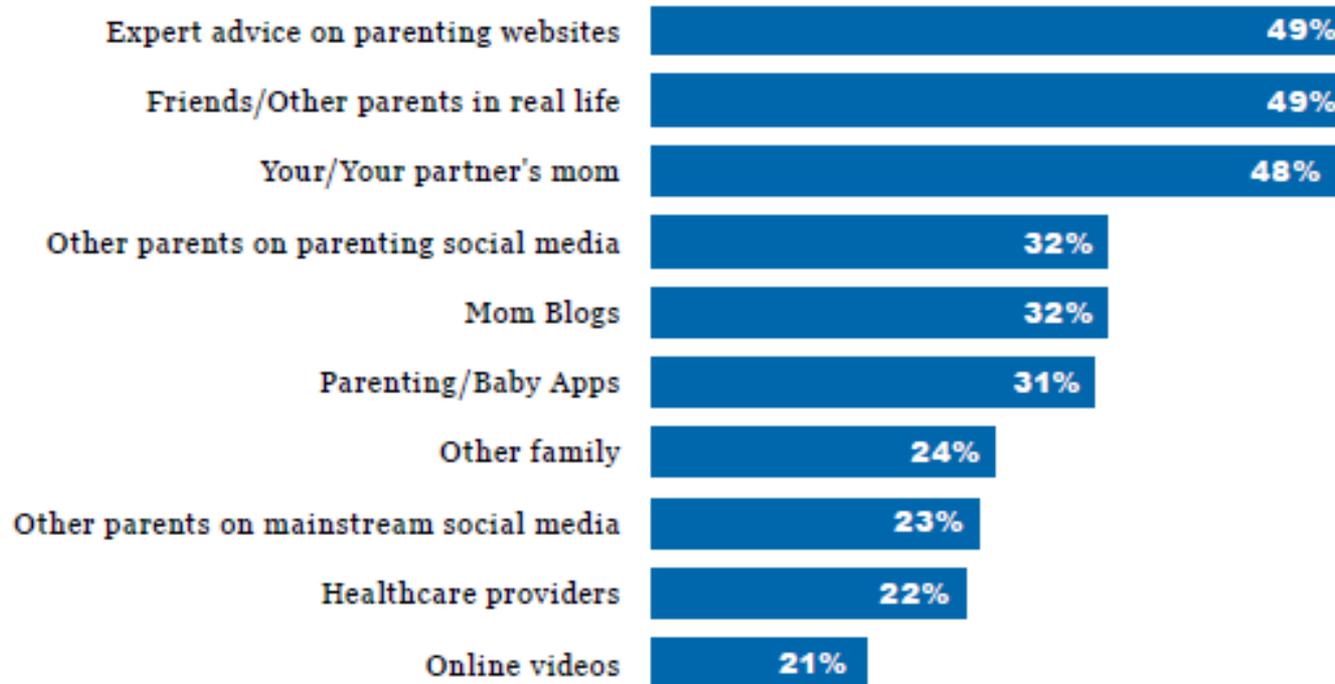
Where do today's families go for information about parenting?



INFORMATION NEEDS

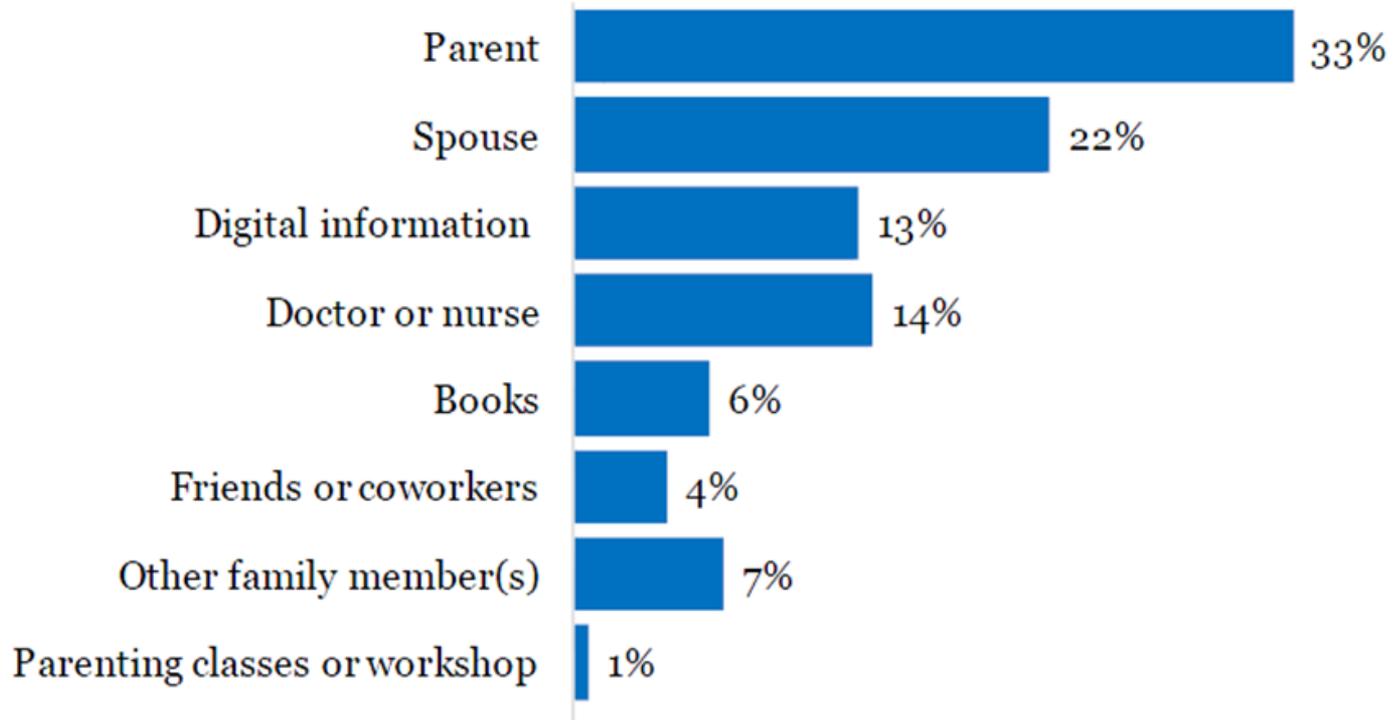
Q: How often do you use these resources for parenting-related information? *% using weekly or more often*

U.S. Millennial Moms



INFORMATION NEEDS

Who do they **trust most** for parenting information?

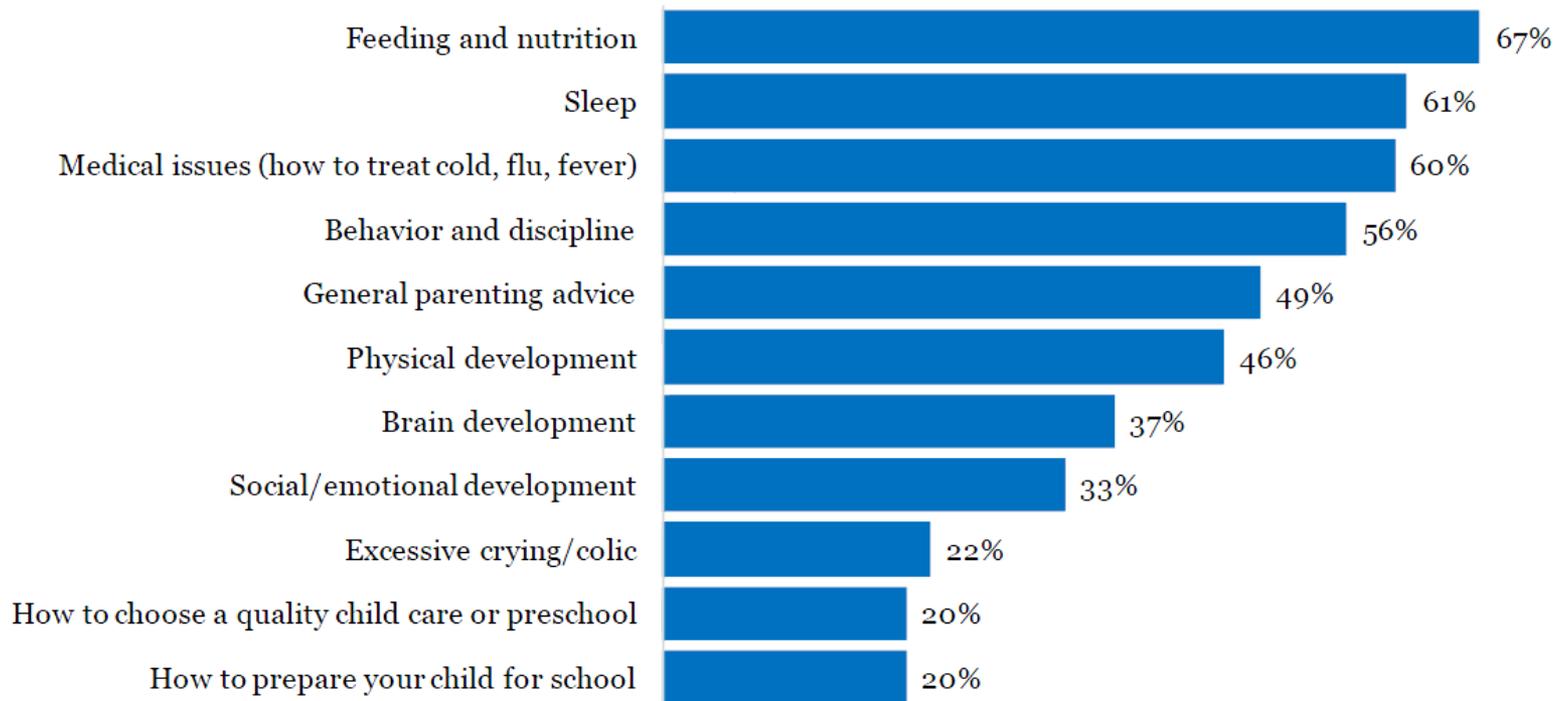


“Families often feel overwhelmed by the amount of parenting and child development information found online.”

Home Visitor

INFORMATION NEEDS

Key **search topics** for Arizona parents:



“It depends on the age group. With newborns, they are concerned about crying. And feeding. If they’re giving them enough, if the baby is eating enough. It varies on the stage - talking, sitting, walking on time. Their teeth. Tantrums is a big one. Sleep patterns. Even food. They ask about what should they be eating. Breastfeeding problems is a big one.”

Program Manager

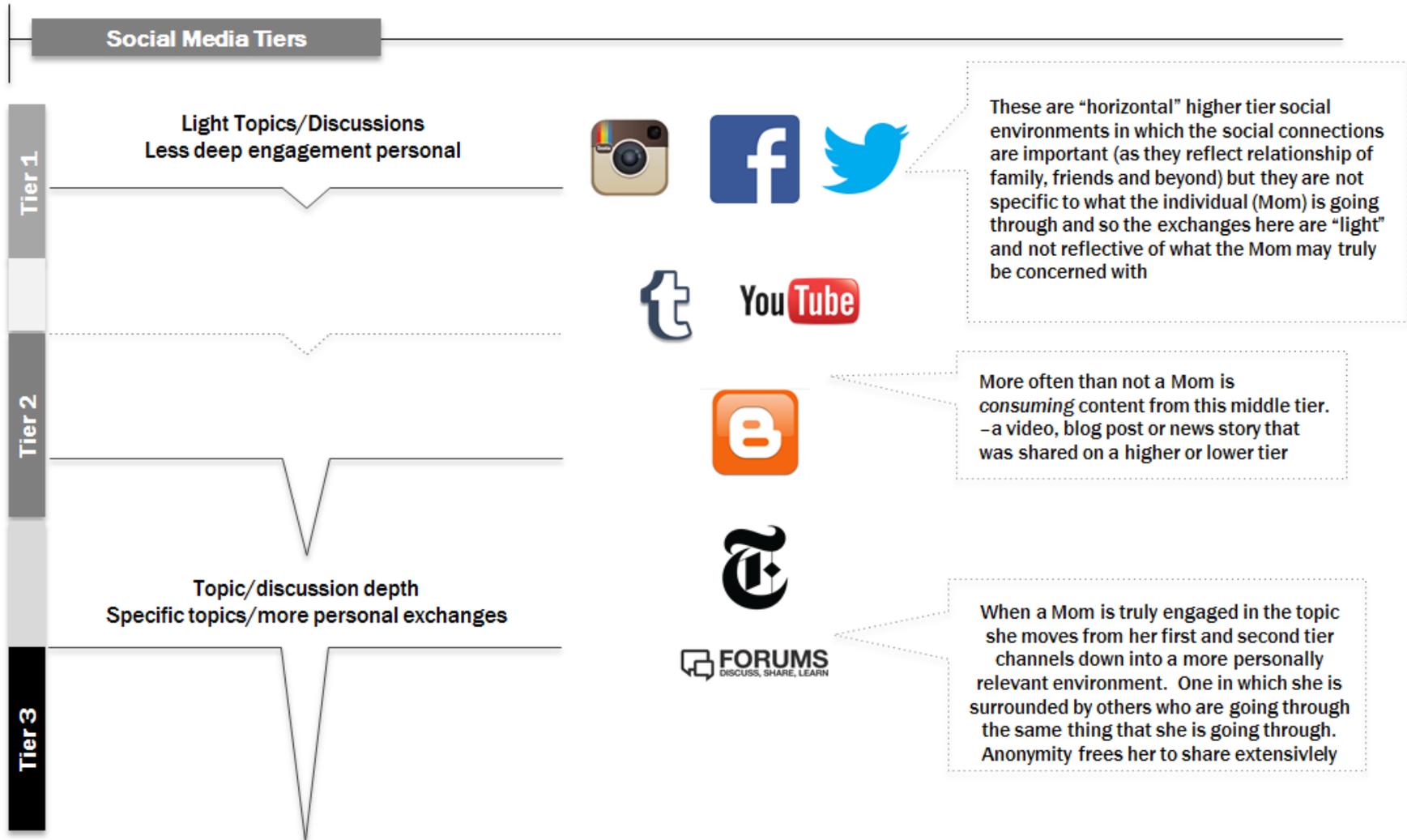
“Most parents that I work with do not seek help or information on child development until the child starts acting out, typically after 2 or when the child enters kinder and the teacher is having to call about the child’s behavior.”

Home Visitor

ELEMENTS

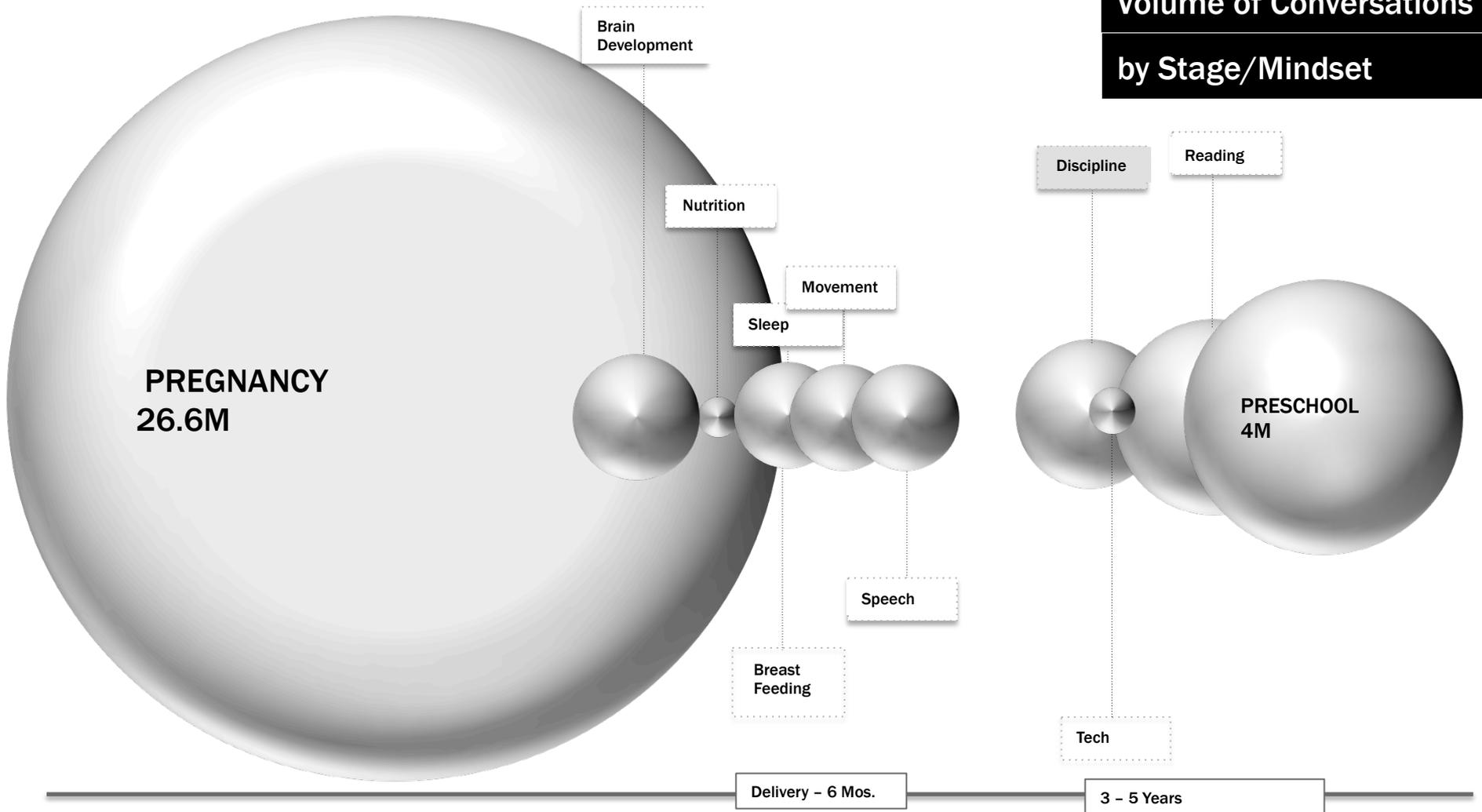
- ⦿ Literature review
- ⦿ Stakeholder / program interviews
- ⦿ Home visitor survey
- ⦿ Parent survey
- ⦿ **Social conversations audit**

INFORMATION NEEDS



INFORMATION NEEDS

Volume of Conversations by Stage/Mindset



INFORMATION NEEDS

- ⦿ Moms have a strong desire to share and seek counsel on **social media**.
- ⦿ Seek counsel when facing a specific challenge

Implications

IMPLICATIONS

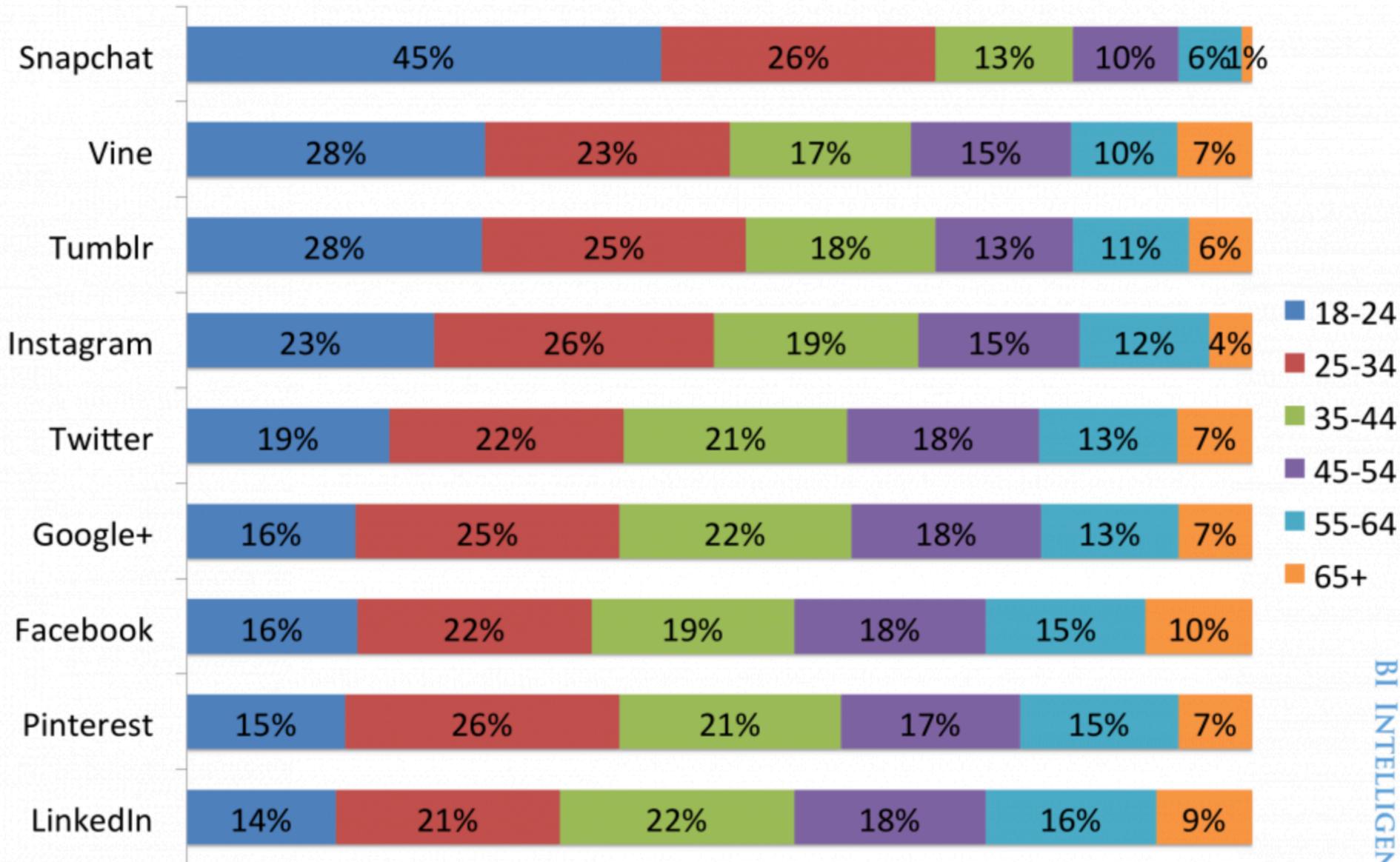
First Things First:

- ⦿ Engaging **content** – answers questions/provides solutions
- ⦿ Focus on **mobile** and **social**



Age Distribution At The Top Social Networks

% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014



IMPLICATIONS

Recognize challenges:

- ⦿ Confusion/competition of information
- ⦿ Time/attention span
- ⦿ Economic pressures
- ⦿ Usefulness/relevance
- ⦿ Language/cultural considerations

THANK YOU