

# Women & Children Community

## Statistics at a Glance

Total Recruitment Pool	3 Million Registered Users
Stable Panel Size	25,000
Avg. Response Rate	54%
Avg. Freq. of Use	44 days

## Employment Status

Employed by someone else working outside your home	9%
Employed by someone else working from home	47%
Self-employed working outside your home	32%
Self-employed working from home	8%
Homemaker	37%

## Age

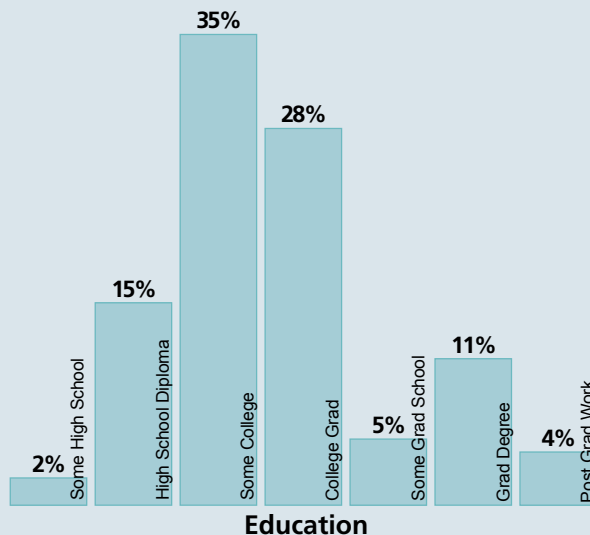
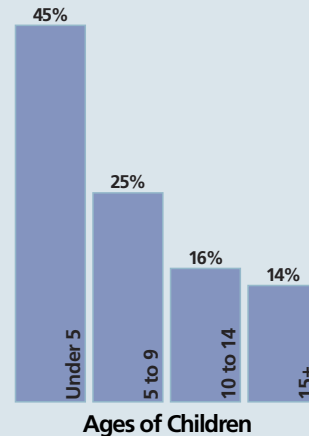
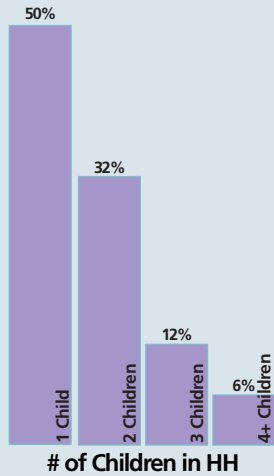
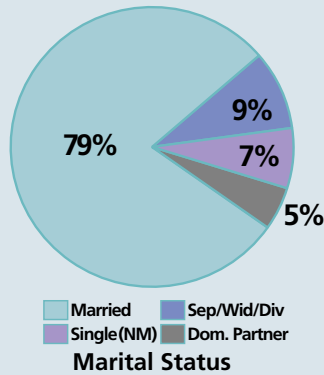
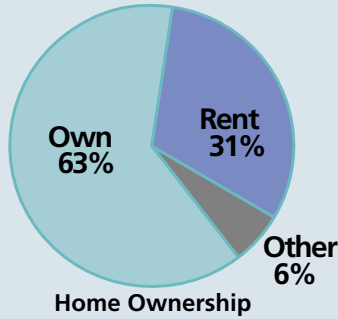
< 25	9%
25-34	18%
35-44	30%
45-54	10%
55-64	2%
65-74	0%
75+	0%

## Household Income

< \$20k	8%
\$20k - \$49,999	34%
\$50k - \$74,999	25%
\$75k - \$99,999	15%
\$100k - \$149,999	11%
\$150k - \$199,999	4%
\$200k +	3%
Avg. HHI (\$)	67,905

## Ethnic Background

American Indian or Alaska Native	1%
Asian	3%
Black or African American	7%
Hispanic or Latino	6%
White	80%
Other	3%



## Market Notes

The Mom Market represents one of the most powerful consumer groups in the United States, spending more than \$3.7 trillion annually on consumer goods and services, plus another \$1.5 trillion as purchasing agents for businesses.

- Mothers control 80% of household spending and are the chief decision makers for the brands and products purchased for their children.
- Females outnumber males in the United States by over six million (roughly 6%) and a significant number have at least one child. There are 141.6 million women with children in the United States.
- Female-owned businesses generate \$1.15 trillion in sales and employ 9.2 million people.
- 80% of all checks written in the United States are signed by women.
- A key factor driving mothers' purchase decisions is the need to be a "great mom."
- By 2005, the percentage of women in the labor force is projected to rise to 61.7%, while the number of men in the workforce will decline from 74.9% to 72.9%.
- Moms check their email account multiple times in a day and spend on average 1.5 hours on the Internet daily.

Source: NTIA and ESA, U.S. Department of Commerce, using U.S. Census Bureau Current Population Survey Supplements