1. There are currently an estimated 13 million Millennial moms in the U.S. (48% K-5 parents are Millennials)
2. Millennial Moms will spend approximately $750 billion a year.
3. She is the daughter of a Baby Boomer or Gen Xer and “You’re special!” was the mantra of her childhood.
4. Millennial Moms have a desire to serve others.
5. Cause marketing is effective in connecting with Millennial Moms.
6. She is networked and connected.
7. She wants it now and she wants it fast.
8. Customization is a way of life.
9. Relationships are really important to the Millennial Mom.
10. Millennial Moms seek financial security.
11. Millennial Moms are pragmatic.
12. Education is valued by Millennial Moms
13. The Millennial Mom doesn’t like to shop alone and her mom is a top companion of choice.
14. Loyalty programs are important to Millennial Moms.
15. Religion is on the decline among Millennials.
16. Images are important to Millennial Moms.
17. They are creative and not afraid to try DIY.
18. She splurges on experiences and celebrations for her family, while saving on more practical items.
19. Being a good parent is more important than being a good spouse.
20. She co-parents more than any other generation.
21. Her role models are her own parents and they want them to be involved in the lives of their children.
22. They have given birth to the term “shadow parent”.
23. It’s not enough to be part of a group; she wants to be a contributor.
24. She’s used to having her conversations interrupted.
25. After their mothers, Millennial Moms go to their friends more often than their pediatrician.
26. Millennial Moms are willing to spend to save time.
27. Millennial Moms are digital story tellers.
28. Smartphones are the camera of choice.
29. Millennial Moms love taking photos and videos.
30. Wearable technology is her bling.
31. Millennial Moms are early adopters of new media.
32. Millennial Moms have a smart phone and is on it an average of 3-4 hours per day.
33. Millennials access the Internet through their smartphones.
34. Don’t call Millennial Moms on the phone.
35. YouTube is the search engine of Millennial Moms.
36. They do not resonate with celebrity endorsements.
37. Sharing is her new form of socializing.
38. Millennial Moms love Instagram.
39. Millennial Moms won’t buy products without reading reviews.
40. Millennial Moms are the first generation to call social media a business.