

## **FOR IMMEDIATE RELEASE**

### **LESS THAN A THIRD OF AMERICANS FEEL ADVERTISERS UNDERSTAND MOMS AND THEIR NEEDS**

*New Study by Russell Research Indicates Advertisers Are Falling Short In Their Understanding and Portrayal of Moms*

East Rutherford, NJ, April 9, 2010 – A recent study conducted by Russell Research, a national research firm, indicates that only 29% of Americans believe advertisers understand moms and their needs well. About the same amount (30%) of moms themselves think advertisers understand them and their needs.

Additionally, less than a quarter of moms, 22%, believe that advertisers portray them realistically in advertisements. These numbers match those of the general population, as only 22% of all adults surveyed think advertisers portray moms realistically in their advertisements.

“As other recent surveys have shown, moms today control 85% of their household spending. The findings of this new study suggest advertisers have some real work to do in terms of effectively reaching moms and competing for their dollars” summarizes Russell Research partner Larry Hooper.

Moms were also asked to rate a variety of product categories according to their portrayal of moms in their advertising. Using Maximum Difference Analysis, 20 product categories ranging from baby products to automobiles were rated. Moms were asked which product category portrayed them best in their advertising and which portrayed them worst. The top three categories were Baby Products, Grocery Stores and Children’s Drinks, while the bottom three were Fast Food Chains, Automobiles and Sodas.

Hispanics were significantly more likely than Caucasians or African Americans to believe that advertisers understand moms and their needs well and that moms are portrayed realistically. Sixty one percent of Hispanics believe advertisers understand moms and their needs well (a rating of 8 to 10 out of 10) vs 53% for African Americans and 46% of Caucasians. A little over a third (34%) of Hispanics feel advertisers portray moms realistically, vs 29% of African Americans and 18% of Caucasians. Interestingly, males age 18 to 34 were also more likely to give advertisers higher marks in their understanding and portrayal of moms.

#### **Methodology**

The study was conducted online between March 30 and April 1, 2010, among 1,048 online adults, ages 21 or older, across the United States. Figures for gender, age, and geography were weighted where necessary to match their actual proportions in the population. A total of 353 mothers were interviewed.

In order to achieve the objectives of this study the Maximum Difference Scaling (Max Diff) technique was chosen. This is a highly discriminating technique for identifying consumers’ relative preference/importance among large sets of items. For this study it was used to identify which product categories portray moms the best in their advertising and which portray them the worst. This technique arrays the characteristics or attributes from best to worst.

#### **About Russell Research, Inc.**

Founded in 1946, Russell Research is one of the pioneer firms in the market research industry. Today,

Russell Research is among the industry's top custom research firms, with a seasoned staff of strategically-driven research professionals providing expertise and service for a wide range of customer and business product categories. Russell Research's diverse group of clients include Fortune 1000 companies as well as mid-size and smaller enterprises, government agencies, advertising agencies, consultancies, and public relations firms.

**Media Information:**

If you have any questions about this study or you are interested in seeing the full set of tabulated data, please contact:

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