

Marketing to Moms - Canada - September 2018

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"Canadian moms pride themselves on being reliable (74%) and see themselves as being more successful than a 'typical' mom in terms of managing stress and time. Having said this, guilt looms when allowing time for themselves."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- **Moms feel they are reliable but carry guilt**
- **An uphill battle: moms are not totally onboard with media portrayals**
- **Moms want sales, but don't necessarily look for them ahead of time**

Moms are reliant on other moms as a key resource contributing to their success in the role, meaning that encouraging word of mouth – both online and off – is a key avenue for brands to connect with moms. The approach taken to shopping is one that prioritizes discount and deals, though they are less likely to put energy into finding sales ahead of their shopping trips. If assistance was available, the large majority of moms would get help with cooking and cleaning

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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