

Lifestyles of Mums - UK - September 2013

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"Brands that are responsive to mums' concerns and aim to grow with their preferences (which are increasingly expressed via social media channels) will be in a stronger position when competing for their consumer loyalty."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- What impact will the changes to the parental leave law have on mums' role in their families?
- What does raising happy children mean to modern mums?
- Do mums prioritise academic achievement for their children?
- What factors drive mothers' engagement online?

The British economy is slowly healing, yet many pressures affecting the younger generation in particular remain in sharp focus. The impact of increased tuition fees means that university is dropping off the radar for many mothers, with parents starting to put more focus on children being good with money and getting a good job. Continued challenges faced by first-time home-buyers and other financial difficulties of independent living see mums willing to support their children for as long as it takes.

This report explores in detail how mothers' aspirations for their children interconnect with what families do to encourage children in their development. The report also examines the role social media sources play in mums' interactions with other parents and brands, and how it shapes their relationship with their children.

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