

## Marketing to Moms: Incl Impact of COVID-19 - US - August 2020

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“In 2020, moms are facing unexpected challenges. Between maintaining their family’s health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full.”

– Ariel Horton, Lifestyle and Leisure Analyst

This report looks at the following areas:

- The impact of COVID-19 on moms.
- Moms’ perception of their personal financial situation, as well as their outlook on the economy.
- The difficult topics, such as racism and bullying, that moms are discussing with their children and how they are approaching these conversations.
- What moms enjoy most about having a family.

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