

The National Motherhood Decisions Survey

95 Percent of Moms Have Felt Judged or Criticized for Their Parenting Decisions

The National Motherhood Decisions Survey, conducted by Mom Central on behalf of the StrongMoms Empower™ campaign, highlights the external pressures felt by moms on many common parenting decisions. The survey also sheds light on the consequences of judging and highlights the need to create a more supportive and less judgmental environment to empower moms to feel good about the decisions they make for their children and their families.

Campaign	
StrongMoms Empower™ Campaign	The StrongMoms Empower campaign, brought to you by Similac®, is a call-to-action to create a more supportive and less judgmental environment to empower moms to feel good about the decisions they make for their children and their families.
Survey Headlines	
Current Parenting Environment	<p>Nearly All Moms Feel Judged on Their Parenting Decisions</p> <ul style="list-style-type: none"> • 95 percent of moms have felt judged or criticized for their parenting decisions. <ul style="list-style-type: none"> ○ Moms feel most judged on decisions related to parenting approaches (79 percent), work (71 percent) and infant feeding (67 percent). • Parenting Approaches: Strict or Lenient – Moms Can’t Win <ul style="list-style-type: none"> ○ In regard to parenting approaches, moms felt most judged on: <ul style="list-style-type: none"> ▪ How they discipline their kids (56 percent) ▪ Sleeping strategy decisions (53 percent) ▪ Being too strict (33 percent) ▪ Spoiling (33 percent) • Breastfeeding and Formula Feeding Moms: Both Sense Judgment <ul style="list-style-type: none"> ○ Nearly nine in 10 moms (86 percent) have felt criticized for using infant formula while more than seven in 10 moms (75 percent) have felt criticism for breastfeeding. • Food and Snacks: Too Healthy or Too Unhealthy – Both Feel Pressure <ul style="list-style-type: none"> ○ Moms feel the most pressure to ensure her children eat enough fruits and vegetables (39 percent) and eat less sweets (31 percent). <ul style="list-style-type: none"> ▪ Other areas moms feel judgment or disapproval include: <ul style="list-style-type: none"> • Being too strict with healthy food (27 percent) • Providing too much fast food (23 percent) • Who is Judging Mom? Other Women. <ul style="list-style-type: none"> ○ 77 percent of moms report feeling judged by fellow moms in person while 60 percent feel judged by other moms online. ○ Additionally, 72 percent agree that women without children are also guilty of judging them.
Consequences Of Not Supporting Mom	<p>Feelings of Judgment Increase Negative Feelings</p> <ul style="list-style-type: none"> • Intense judgment causes moms to feel stressed (52 percent), angry (49 percent), insecure (44 percent) and inadequate (38 percent). <p>Moms Consciously Make Decisions Based on Perceived Critical Opinion</p> <ul style="list-style-type: none"> • Nearly one in three (31 percent) moms consciously make parenting decisions specifically to avoid criticism from others.
Empowering Moms	<p>When Critical Perception Is Removed, Both Moms and Kids Benefit</p> <ul style="list-style-type: none"> • When moms believe their decisions are supported, they feel more confident (98 percent), more relaxed (96 percent), happier (95 percent) and more fulfilled (95 percent). • Moms also notice a positive impact on her kids when she feels supported (93 percent).

<p>Survey Methodology & Demographics</p>	<p>Mom Central Consulting, a third-party leading social media consultant, fielded this online survey to its 20,000 member Testing Panel database. Results from more than 1,000 participants were collected and analyzed.</p> <ul style="list-style-type: none"> ○ Survey launched on February 26, 2013 and closed on February 28, 2013. ○ A total of 1,157 targeted moms participated in the 17-question online survey. ○ Participants were eligible to take the survey if they had at least one child in the household less than five years of age. ○ Other mother and child demographics: <ul style="list-style-type: none"> ○ The majority (82 percent) of participants were between 25 and 39 years of age. ○ 27 percent of participants had one child, 40 percent of participants had two children and 33 percent had three or more children. ○ 56 percent of participants were full-time stay-at-home moms, while 43 percent of participants returned to varying levels of employment after giving birth. ○ 64 percent of participants report a household income of \$35,000-\$99,999.
<p>Mom Central Consulting</p>	<p>Mom Central Consulting (www.momcentralconsulting.com), a leading social media consulting firm focused on the mom market, works annually with more than 300 national brands to reach, influence and activate moms in powerful word of mouth programs. Mom Central Consulting has offices in Boston, Chicago, New York, Washington, D.C., and Toronto, Canada.</p>
<p>For More Information</p>	<p>For more information about the The National Motherhood Decisions Survey, please contact Lindsay Delco of Abbott at (614) 624-5499 or Lindsay.Delco@Abbott.com.</p>

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