



from bellies to babies & beyond

MEDIA RELEASE

Distribution Monday 07 November 2011

Mums-to-be listen to other mums above all

According to the ABS, there are now 295,000 births in Australia each year. Although this puts births at an all-time high, having “one for your country” hasn’t quite sunk in with the average fertility rate stalling at 2 children per woman. Findings released today from Birth.com.au, Australia’s leading conception and pregnancy website, reveal that although pregnancy itself doesn’t necessarily change over the decades, the woman giving birth does. The study set out to uncover the transformation that pregnancy brings in women today and what marketers need to know to successfully connect with this coveted demographic.

Introducing the new mum-to-be

The latest ABS data shows that:

- at least 28% of women giving birth today were born in a country other than Australia,
- she is more mature in age; the average age of women now giving birth is 30.6 years, and
- she is less likely to be married today than twenty years ago, with 65% of mums-to-be married (v. 80% 20 years ago).

Let the nesting begin

With pregnancy comes a significant shift in her interest and priorities. She takes a deeper interest in her health, home and finances as she prepares for a child. She is acutely aware of the changes she will need to make to accommodate her growing family. Her perspective broadens, the future seems more important and her priorities shift from herself to others.

- 85% of pregnant women become increasingly interested in the health of themselves and their unborn child,
- 80% show more interest in food, diet and eating,
- 78% in their finances and saving, and
- 67% in their home.

Changes, preference and attitudes towards brands

Changes in her life also mean changes in her purchase criteria – at all levels and across most categories. She has new standards as she considers everything from vitamins to automobiles. This phase also stimulates a lengthy, new shopping list as her body changes, her discomfort rises and

she seeks preventative care and relief. She is noticing brands more and what they mean to her personally.

- 91% look for deals on frequently bought products like nappies, wipes and other products,
- 84% listen to what other mums recommend,
- 83% say that brands that they know and trust will be important to their purchase decisions,
- 82% seek advice from family and friends, and
- 71% take more notice of advertising that relates to their baby's needs.

Though most believe that brands are of superior quality and worth paying a little extra for, a significant proportion think private labels are just as good. Brands are less a part of her identity than for her mum's generation and thus require more salient connections. Mums-to-be learn about products and brands via many channels – but other mums recommendations resonate the most with her.

- 66% put more stock in what other mums (or mums-to-be) say than they do in a brand name.
- 55% believe that brands are usually a superior quality and worth paying a little extra for (compared to private label brands).
- Pregnancy-focused websites and email newsletters are the most significant resource for all pregnant women (both first time mums and mums who already have kids) for pregnancy information, advice and tools. 72% visit weekly at a minimum.
- These are turned to more often than pregnancy books, doctors, family members and friends.
- Facebook rules her online habits with 78% visiting weekly and 58% daily.

Reflecting on the results, Alex Brooks Executive Editor of Kidspot.com.au (parent company of Birth.com.au) remarked:

“Though much about pregnancy and birth remains the same decade to decade, our study reveals the social and psychological shifts today's pregnant woman makes on her journey towards motherhood, including her feelings towards brands and buying. Social and digital channels are now indispensable in her quest for information, advice and connections. Other mums' views on products are more important than a well known brand – and are now readily accessible. Her own identity is less wrapped up in the brands she buys and uses. This presents marketers with both opportunities and threats at a time when these women enter a transformational stage and are at their most open to marketing messages. New communication strategies, including strong word of mouth and advocacy amongst mums online are essential.”

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About the study

This Birth research report explores pregnancy and mums-to-be in Australia today – her interests, her perspective, the transformation that occurs during the 9 months before birth and finally her

attitudes towards brands. It also examines some of the fundamental changes that occur upon becoming pregnant, from her information sources to her purchasing habits. This study is based on a quantitative study of 664 mums-to-be conducted in September 2011 using online survey software across www.kidspot.com.au and www.birth.com.au. In addition, the survey invitation was posted on three Facebook pages accessing an additional sample of mums-to-be and an email invite to ensure broad representation of pregnant women across Australia.

About Birth.com.au

Birth is the most reliable source of Australian “expert” information on conception, pregnancy & giving birth, through to the first few months of a baby’s life. The site attracts over 300,000 unique browsers per month. Birth’s engaged users are active in the Birthtalk forums and established pregnancy community. The site is consulted by approximately 78 per cent of expectant mums in Australia and is owned by Kidspot.com.au Pty Ltd.

About Kidspot Pty Ltd

The Kidspot portfolio includes:

- **Kidspot.com.au** - the leading parenting website in Australia. 1.2M mums rely on the comprehensive directory, parenting information & advice, community, family-friendly recipes and kid’s activities each month.
- **Kidspot.co.nz** – the New Zealand sister website, which is the country’s leading parenting website.
- **The Spot** – Australia’s leading directory for parents which showcases over 4,000 listings from over 1600 advertisers.
- **Research Studies** – Kidspot has conducted three of the largest national research studies of women and mothers in the past two decades, providing invaluable insights for marketers and agencies
- **Mums Say** – a sampling and engagement program driving branded conversations online via access to over 15,000 women
- **Baby and Kids Market** – a group of offline parent-to-parent community markets held across Australian cities. Managed by Kidspot, they make up the largest market of its kind.
- **Kidspot Facebook Page** – Over 31,000 fans, making it one of the largest and most active fan bases of any Australian media company
- **justb.** – a social offering of conversation, style, food, health and wellbeing published by Kidspot. Offering what women need and crave all in one place—with a shared voice and unified mission to have her opinions heard, as well as absorb the events of the day and what her peers and others she respects are saying about them.
- **SheSpot** - a female-centric advertising network which offers a straightforward way to reach 2.5M Australian women across 7 premium online properties including:
www.kidspot.com.au
www.birth.com.au
www.beautyandlace.com.au
www.bestrecipes.com.au
www.easyweddings.com.au
www.weightwatchers.com.au
For more information visit www.shespot.com.au