

THE BREADWINNER PHENOMENON

THE RAPID PACE AT WHICH MOMS ARE BECOMING THE FAMILY BREADWINNER IS CREATING DISCONNECTS.

KETCHUM'S 2014 MARKETING TO MOMS STUDY SHOWS ALMOST 5 IN 10 WOMEN NOW EARN THE SAME OR MORE THAN THEIR PARTNER. THIS RISE IS CREATING A DISCONNECT – ESPECIALLY FOR MOMS – BETWEEN THEIR EARNING POWER AND HOW MUCH CONTROL THEY FEEL THEY HAVE OVER WHAT'S IMPORTANT.

Have a life
outside of work



TOP WAYS OF DEFINING PERSONAL SUCCESS:

- Raising healthy children (93%)
- Being healthy (90%)
- Having a strong marriage (83%)

Regain control
of my destiny

90%

Feel less control over their personal destiny than 5 years ago

Contribute to
my community



Rediscover a
greater purpose

87%

Don't feel they are living with purpose since becoming primary breadwinner in past 5 years

ABOUT **6 IN 10**

Include high-importance position in community organization as important to how they define success



Find more time

31%

Increased sense of "time starvation" vs. their single counterparts

Keep savoring
life's pleasures

75%

Say they savor life's pleasures



Look after
my health

38%

Rate sleep as one of first things to sacrifice when time-pressured

43%

After sleep, the next thing to go is exercise

Be a
Domestic Goddess

65%

Feel less pressure to keep a perfect house than 5 years ago

Edit
to-do list!

71%

Say their daily to-do list contains more than they can accomplish

SOURCE: KETCHUM 2014 MARKETING TO MOMS STUDY. ALL DATA REFERS TO U.S. MARRIED BREADWINNING MOMS. TO SEE GLOBAL FINDINGS, VISIT WWW.KETCHUMMARKETINGTOMOMS.COM

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break through