

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.

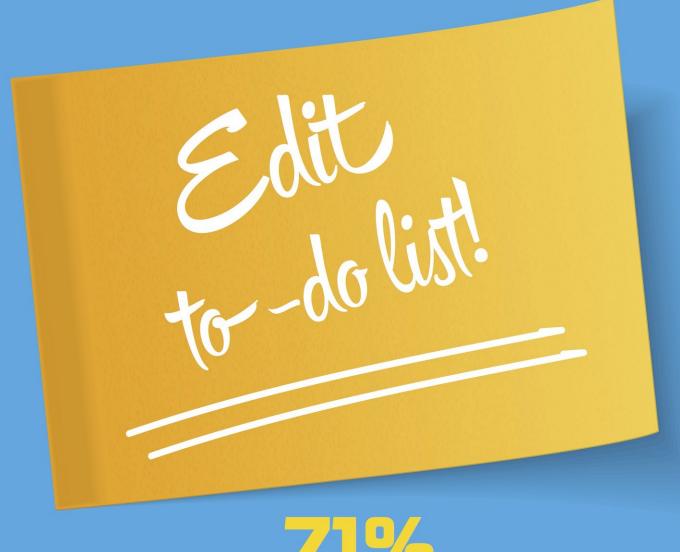


Feel less pressure to keep a perfect house than 5 years ago

**65%** 

sacrifice when time-pressured 43%

After sleep, the next thing to go is exercise



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 MEDIA CONTACT: ALICIA.STETZER@KETCHUM.COM



break through