



Syndicated research 2014

Mom's behavior in childcare purchases

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Why ? Key indicators for your marketing actions

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- In January 2014, IDM has conducted a quantitative research based on a special target : Mother with their young child under 12 months of age which are already or in the path to purchase on baby's products.
- IDM has investigated key question to help marketer better understand their target and benefit from key indicators.



How ? A quantitative research based on a specific target and a strong sample.

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A recruitment within the IDMs panel based on a representative sample of 680 children's mothers **under 12 month of age** in Mainland France divided in two sub-samples:

- 340 mothers having a child between 0-5 months of age
- 340 mothers having a child between 6-11 months of age

- **A representative sample** based on the INSEE demographics for the specific group of population (mothers with children 0 to 1 year old)
- **Quotas :**
 - Number of children (first time mom and subsequent time mom)
 - Economic group of the household (CSP+/CSP-)

Fieldwork : online survey – January 10 to 23rd 2014

DATA AND KEY RESULTS

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► Scope of the research: Covering small and big childcare equipment

Big Childcare

- High chair
- Baby bouncer
- Pushchair
- Baby car seats (3 types)

Small childcare

- Baby cooker
- Breast pump
- Baby bottle warmer
- Sterilizer
- Nappy disposal
- Baby carriers

Key information for each product's families :

Type of purchase or acquisition

Moment of purchase

Channel of purchase

Profile of buyers

DELIVERABLES AND BUDGET

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- ▶ **Deliverables : PPT report**

- ▶ **BUDGET : 5900 € pre-tax**

More informations ...

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