

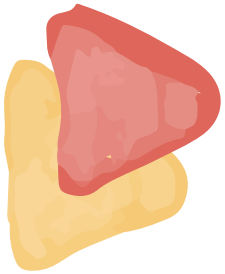
#ISOMums

Understanding the impacts of home isolation

Released June 2020

MARKETING
TO MUMS





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ABOUT THIS REPORT

This research report is proudly brought to you by Marketing to Mums, Australia's only marketing and research consultancy dedicated to delivering strategies to attract and deeply engage with mothers, the world's most powerful consumer. Marketing to Mums provides strategic, research and educational support to brands.

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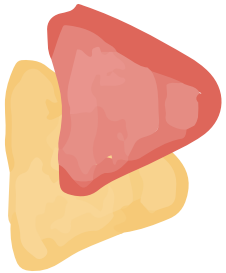
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ABOUT KATRINA



#ISOMums report is authored by Katrina McCarter, the CEO and founder of Marketing to Mums. Katrina is a Marketing Strategist, Bestselling Author, International Award-winning Speaker and Business Advisor. Katrina is best known for her depth of understanding of the mother market and her ability to identify key opportunities often overlooked by brands and businesses.

Katrina is considered a global authority on marketing to mothers. She is the author of *Marketing to Mums* (2016) and *The Mother of All Opportunities* (2019). She is the host of Marketing to Mums, the world's first (and only) podcast on marketing to mothers where she interviews brand leaders, researchers and marketing specialises to better understand mum's changing behaviours and help brands drive their sales and profit.

Katrina is an award-winning international speaker where she shares her research and strategies. In 2018 she was voted the best speaker in New York after delivering the closing keynote address at M2Moms® – the Marketing to Moms conference.

Katrina is a sought-after media commentator and has featured in TV, radio, print and digital media. In 2019, 2018 and 2017 she was named a finalist in B&Ts Women in Media awards. In 2020 she was named on Remodista's Women2Watch, a list of 100 women who are seen as global pioneers of digital disruption.



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“Marketing to Mums’ #ISOMums study reveals the ups and downs of home isolation experienced by Australian mothers. The study identifies emerging behaviours, drivers and sentiment formed during isolation and is of critical importance to brands, retailers and business owners.

Marketing to Mums’ #ISOMums delivers insights that help brands make informed choices and adapt their strategies for better commercial outcomes delivering massive opportunities for businesses that can get it right. Marketing to Mums’ #ISOMums study represents an opportunity for brands and business owners to rethink their strategy and relationship with the largest, most influential consumer in Australia, Mums. ”






Katrina McCarter
CEO, Marketing to Mums

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EXECUTIVE SUMMARY

The Marketing to Mums #ISOMums study analysed the views of 1385 parents and carers, predominantly Millennial mothers, over a 30 day period between 4th May and 4th June 2020. The study looked at their views and behaviours around seven key areas; Key Worries, Stress levels, Self-Care, Remote Learning, Telehealth, Children's Activities and Shopping. It also identified what mums felt were the best and worst things about home isolation across Australia.


The major findings of the study included:


-  The number one worry keeping mums awake at night was their partner either being unemployed or becoming unemployed.
-  The number one worry keeping pregnant women awake at night was the possibility of having to give birth in a hospital which had Covid patients.
-  **61%** had reduced their supermarket visits and became more active in the kitchen with **32%** baking more and many citing they were improving their cooking skills, trying new recipes and reducing their reliance on ready-made meals and takeaway.
-  **17%** found remote learning torture giving them new respect for teachers, with further **20%** feeling they were on edge and found the experience 'next level'.
-  **43%** felt their stress levels went up and down depending on how much media they were consuming and how their kids were dealing with isolation. Overall, mothers were seen as a highly resilient group with **38%** stating that they were just getting on with things.


EXECUTIVE SUMMARY


- ▶ Most mothers were addressing self-care through increased sleep, exercising every day and speaking with friends and family regularly. Only a quarter felt they had completely neglected their self-care.
- ▶ **40%** of mothers had engaged in telehealth services and many would welcome it as an ongoing service offering. Pregnant women and new mothers, however, were largely dissatisfied with telehealth.
- ▶ The media anticipated baby boom may not come to fruition with only **5%** stating their sex life has been busier since home isolation commenced. In fact, respondents were three times more likely to be reading more than enjoying a busier sex life.
- ▶ Mums identified the worst aspects of home isolation included cabin fever, a lack of love and affection, absence of their support network as being challenging. Pregnant women felt they were unable to share their pregnancy with friends and family.
- ▶ Mums revealed that the best thing about home isolation was slowing down, spending quality time with their partner and children, improving the house, indulging or finding new hobbies, saving money and decluttering.
- ▶ Mums feel that isolation has changed them and that they are re-evaluating their relationships and place of living. We have seen a strong acceleration of an existing trend towards sustainability and minimalism and mothers have become far more conscious of their spending.


EXECUTIVE SUMMARY

 **Marketing to Mums believes** that home isolation has forever altered the behaviours of many mothers across Australia which will have significant impact for brands and future consumption.

 **Marketing to Mums expects** to see many young families relocate to regional areas over the next twelve months, driven by cheaper housing and the opportunity to enjoy a slower, more sustainable life.

 **Marketing to Mums believes** affordability will emerge as a key consideration in coming months, so brands need to be anticipating a longer decision making and research/consideration period. Payment plans are recommended for larger purchases.

 **Many families will** look to consciously prolong their less scheduled pre-Covid lifestyles. This is likely to impact children's activity providers, over coming months. Opportunities to continue at home, on-demand activity offerings may still be attractive to parents in a post isolation environment.

 **Marketing to Mums believes** that if parents are able to maintain more flexible, work from home arrangements, in the longer term, we will see less demand on ready-made meals and more adventurous cooking increasing demand for speciality ingredients. This will be driven by the considerable time saved from the daily commute. Food manufacturers should be watching these flexible arrangements offered by employers longer term to monitor impacts.

RESEARCH METHODOLOGY

Marketing to Mums' #ISOMums research was conducted via an online survey taken between 4th May and 4th June 2020. A total of 1385 Australian pregnant women, parents and carers participated in the online survey.

The survey participants break up is as follows:

- 414** Pregnant with first child
- 179** Pregnant with second or third child
- 48** First time mother with child aged 2+
- 371** First time mother with child aged under 2 years
- 308** Mother of two or more children
- 65** Dads, Grandparents, Carers, Foster parents

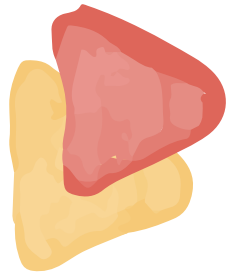
The sample were heavily skewed to Millennial mothers:

- 3%** Gen Z
- 84%** Millennials
- 11%** Generation X
- 1%** Baby Boomers
- 1%** Opting not to reveal their age



THESE WOMEN WERE FROM ALL OVER AUSTRALIA AND HAD A DIVERSE RANGE OF WORK ARRANGEMENTS.

WHAT'S KEEPING MUMS AWAKE DURING ISO?



We asked mums what was their greatest worry during the global pandemic. There were clear differences between pregnant women and mothers.



MOTHERS

#1 worry keeping mums awake at night is that their partner being unemployed or potentially unemployed.

This worry was most dominant among first time mothers with children aged under two years. This is significant for brands as affordability among this segment is likely to be a dominant consideration in purchase decisions as they exercise greater caution.

The top 3 worries keeping mums awake at night are:

- #1** My partner being unemployed or potentially unemployed
- #2** Not seeing my parents/grandparents
- #3** Someone I love dying



PREGNANT WOMEN

#1 worry keeping pregnant women awake was the possibility of having to give birth in a hospital which had Covid patients being treated.

Interestingly, pregnant women who already had a child, were more likely to identify this as their biggest worry than pregnant women expecting their first child.

The top 3 worries keeping pregnant women awake at night are:

- #1** Potentially having to give birth in a hospital which is treating Covid patients
- #2** My partner being unemployed or potentially unemployed
- #3** Not seeing my parents/grandparents

The worries of mothers were distinctly different from the dads, carers and grandparents who participated in the survey. Dads', carers' and grandparents' greatest worry was someone they loved dying.

IN MUMS' WORDS

“Being pregnant in isolation, this is my only pregnancy I'll ever have so I'm heartbroken to miss out of everything that everyone else gets, baby showers, lunch with friends, mum's groups, being able to just have my family near me! I feel like I'm doing this completely alone :(my baby is via donation so I don't even have a partner for support :(”

“My baby catching the virus.”

“Not knowing when this pandemic will pass.”

“My baby missing out on developmental elements of being able to socialise with other people/babies.”

“I'm scheduled to be induced at 34 weeks and I'm worried about being in hospital with COVID being around and my daughter being so fragile.”

“How my antenatal care has been affected, worried that problems are not being noticed due to not having enough in person appointments.”

“Not having family support when baby is due because of travel restrictions.”

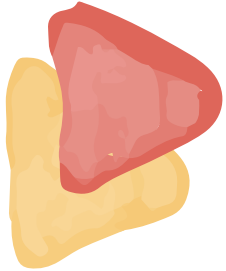
“My husband is an emergency doctor and I am terrified he will contract the virus and not be allowed into the hospital for the birth. All of our family live overseas so I am terrified of giving birth alone, especially as this is our first baby.”

“Navigating becoming a mum without our planned support.”

“Going it alone throughout this first pregnancy and not being able to share it with family and friends. Also online appointments/ check-ups instead of physical ones and not knowing bubs is okay.”

“Missing out on the social and developmental aspects of having a newborn in isolation.”

BEHAVIOURAL CHANGES



We asked mums what behavioural changes they have made since the pandemic began.

- #1** I've reduced the frequency of my supermarket visits (61%)
- #2** I'm doing lots of shopping online (41%)
- #3** I'm watching far more Netflix (37%)
- #4** I'm baking more than ever (32%)
- #5** I'm cleaning the house far more than I have in the past (32%)

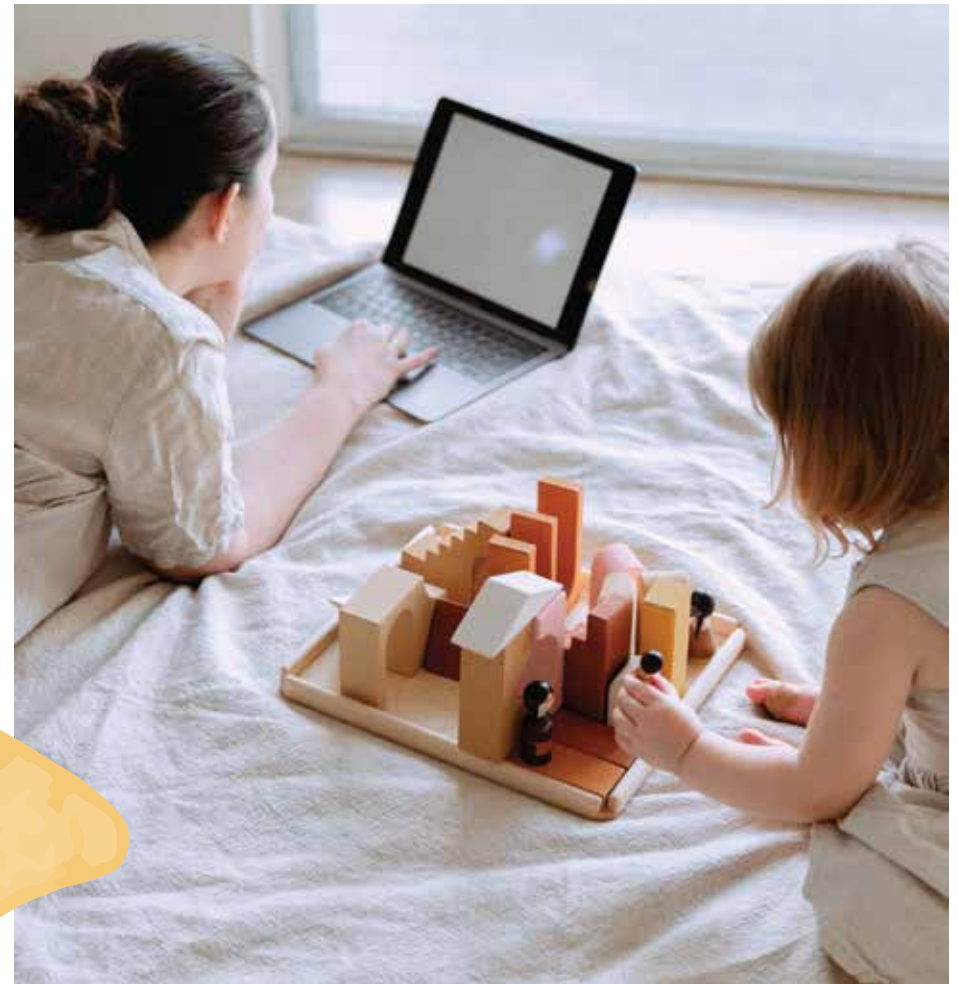
The anticipated baby boom predicted by many may be a fizzle with only 5% of survey respondents stating that their sex life was busier since home isolation commenced while 15% stated that they were reading more. Old fashioned family fun returned with 9% playing more board games and 15% stating they were playing with their kids more than ever. Only 6% claimed to be drinking more alcohol.

IN MUMS' WORDS

"I've unfriended some people from Facebook as I have re-evaluated what and who are important to me."

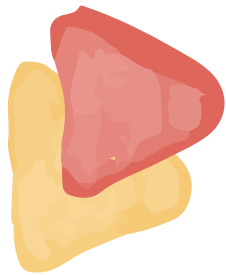
"I'm more motivated to increase my savings plan (with a new strategy I've been reading up on) when I start working again so that I'm even better prepared for a downturn in the economy next time."

"I've found myself doing less. I'm finding it hard to even get up and go out for a walk. I've been suffering very bad morning sickness and this pandemic has brought my anxiety level to its highest. During a stressful time, you need people around you."



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REMOTE LEARNING EXPERIENCE



337 of our mums shared their remote learning experiences with us.

17% described it as torture and they have greater respect for teachers

20% felt they were on edge and found the experience 'next level'

42% said it was hard but they were coping

18% said they actually liked it

3% said they actually preferred it and might even consider home schooling as a long term option.

IN MUMS' WORDS

“The kids themselves have a new appreciation for school realising how much easier it is to learn at school rather than home.”

“Definitely appreciate all the work the teachers do. There's a reason why I became a nurse not a teacher. I just don't have that teaching ability. I honestly take my hat off to them.”

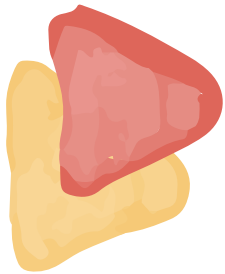
“Home schooling is by far one of the hardest jobs and I give all parents props for doing it (those that had to home school and those who always have) or even just surviving the past few months while home schooling.”

“The hardest part is dividing attention between the child I'm home schooling and my toddler and then finding time to rest and cook... the balance isn't easy.”

“Home schooling was by far the worst thing of home isolation. Trying to force your already disinterested children into completing work which is completely pointless to them. Trying to run home schooling like a regular school day was impossible, three hours was the most we could manage.”



STRESS



We asked mums how they felt through home isolation. Stress levels were mixed with the majority of respondents citing that their stress levels went up and down. It did show what a resilient consumer segment mothers are with 38% stating that they were just getting on with things.

43% felt their stress levels went up and down depending on how much media they were consuming and how their kids were dealing with isolation.

38% felt there was no change to their stress levels. They were just getting on with things.

12% felt their stress levels were at an all-time high. They said they couldn't remember a time when they felt this anxious and stressed.

7% felt strangely calmer in isolation.

IN MUMS' WORDS

“To start with I was very anxious. When the supermarkets shelves were stripped bare and the town felt like a ghost town. As that has calmed down I feel a lot calmer about everything.”

“I am enjoying the slower pace of life and I’m not ready for everything to return to normal.”

“I’m more concerned about something happening to myself or partner and who would look after our newborn. Covid and the media make me feel anxious.”

“So much of a better work-life balance now I’m working from home. More time for exercise, cooking meals and spending time with my partner.”

“I'm more stressed about what life will be like after isolation. I kinda like it and don't want it to return to normal.”

“High risk pregnancy paired with the pandemic, I’m stressed!”

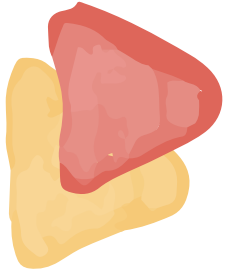
“The last 2 week's I've suffered incredible with anxiety and insomnia. Everything all just got to me. This week I'm feeling better still having moments of panic attacks but I'm trying to say 3 things a day to be positive about.”

“More stress now the restrictions are easing up.”

“My stress levels are up and down but not because of media, just work related stress due to fear of becoming unemployed due to poor performance.”

“I actually prefer being at home more. I feel safer so less stressed.”

SELF-CARE



Mums have been managing their work, businesses and their children's remote learning so we wanted to understand what mums were doing to look after themselves. 75% of mothers were doing numerous activities to manage their wellbeing through Covid. Only one quarter of mums surveyed stated that they had really neglected their self-care.

The top 5 self-care activities mums are focusing on were:

- #1** Going to bed early and getting plenty of sleep (31%)
- #2** Talking to friends and family on phone or on computer all over the world (29%)
- #3** Exercising every day (28%)
- #4** Doing some home treatments such as face masks, painting my nails, doing a hair treatment etc. (23%)
- #5** Reading more (19%)

IN MUMS' WORDS

“Watching a lot of Netflix and playing card games with my eldest child.”

“Doing online course to make my time more productive and to gain additional knowledge.”

“We are having weekly 'Through the Fence' catch ups with our neighbours on a Saturday night.”

“I enrolled in Masters as I am out of work and want to do something productive for my family's future.”

“I'm more focused on looking after my 7 month old than myself to be honest.”

“My partner and I have dessert every night. Not healthiest but a treat to ourselves for another day done.”

“No matter what I do to try and destress, nothing works and I still feel like I have the weight of the world on my shoulders.”

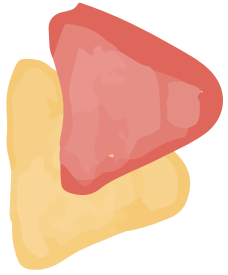
“I'm too busy being pregnant, working full time, parenting a pre-schooler that's at home being schooled to have energy for anything else.”

“I have a newborn... what even is self-care?”



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TELEHEALTH SERVICES






Telehealth has been warmly welcomed by mothers across the country. They have found the experience much more convenient, safer and overall easier in managing their day. Many women are hoping it stays as they prefer it for psychology and simple medical consultations like renewing a script. Telehealth clearly speaks to a mothers growing value on time. They enjoyed not having to travel to their doctor and sit in a waiting room.

40% of mothers had engaged in telehealth services such as doctors, occupational therapist, speech pathologist.

60% of mothers had not engaged in telehealth services during home isolation.

There were key segments of mothers who were dissatisfied with telehealth. These included:

-  Women seeking antenatal classes did not feel telehealth provided an adequate solution.
-  Women experiencing their first pregnancy.
-  Women also expressed they valued in-person sessions with their child's allied health professionals.

Despite the gains in time and efficiency telehealth provided many families, women were quick to mention that they did feel there was a trade-off and that the telehealth calls felt more impersonal.

IN MUMS' WORDS

"I'm currently pregnant and have had a few online consults with my doctor and midwives. For me they were fine as no treatment was needed. Very quick and professional and saves the commute and waiting room."

"I have telehealth appointments with my midwife. As this is my second child, I am not too stressed. If it were my first pregnancy I would be very stressed and anxious with not having face to face appointments."

"It was ok but I do prefer seeing doctor in person."

"Telehealth appointment with the GP was perfect because I was too unwell to leave the house."

"I received the results of some tests done previously and was surprised at the service I got and I was calmer and able to think of more questions."

"I don't feel as if the treatment is as good. I would prefer to have face to face appointments and that professional advice where the specialist could physically see my child. Especially with maternal health checks. I feel they are a little pointless over the phone."

"Great experience using GP and paediatrician by telehealth. They really listened and I felt like they knew you weren't wasting their time as you wouldn't bother during void if not important."

"I had a midwife appointment through Telehealth. It was great, I got to stay in my pjs. It was only the first initial midwife appointment where they ask a heap of questions regarding my health, family health etc so it was an easy appointment and felt equal as appointments I've had before."

"I've been very impressed in how our health professionals have embraced the phone consultations and have worked hard to continue bringing healthcare into the home."

IN MUMS' WORDS

"I've had two telehealth calls with my GP and I've found the service to be equal to what I would expect in a face to face service."

"My daughter has started speech pathology. Our first appointment was a telehealth appointment. I love the idea around telehealth if you're too unwell to leave the house or potentially contagious. However certain services like speech pathology requires full body visual as a means of communicating and interacting. So I'm very grateful that they've now opened their offices again."

"It was equal, felt like I was able to write down things to remember them."

"The telehealth meant we didn't have to wait at a doctors surgery for an hour for our appointment. It also meant that for my babies check-up appointments we weren't around sick people. The negative was that we missed physical examinations which I obviously can't do myself."



IN MUMS' WORDS

“I found it worse but not because of anything the doctors did, I just felt that they were incapable of providing the same level of care as they normally would face to face.”

“I think it's better for the psychologist and GP check ins where it's just to touch base. Would love to keep Telehealth appointments going forward!”

“Loved it, had a telehealth appointment for pregnancy and it's much quicker than going to the hospital to see them, able to do it from work so i don't have to take leave to visit them and husband could conference in from his workplace too without taking time off work and missing it.”

“GP for myself and children Paediatrician for both kids Music Therapy for one child OT for one child It has been a great experience for us. It has been easy and straight forward.”

“It was frustrating because I had waited over a month for the appointment and then it was moved to a video call, I felt like my 4 month old son wasn't able to properly assessed as he wasn't physically seen/weighed etc.”

“Fertility appointments and geneticist appointment, care was equal.”

“I'm not enjoying pregnancy check-ups via telehealth because I feel like I need to know what to tell them etc, I worry if I don't pick something up I'll be jeopardising my own, or my babies, health.”

“I feel if you already have a relationship with your doctor then telehealth is a great way to save time and effort for both your doctor and yourself. I hope that telehealth continues after restrictions are lifted.”

“It fits into my busy schedule better.”

IN MUMS' WORDS

“I was more comfortable having a telehealth appointment with my psychologist than in person.”

“Antenatal classes, feel like I have missed out on the full experience as we have been unable to physically practice the techniques or have a good understanding of demonstrations.”

“We had a telehealth appointment with an orthopaedic surgeon for our daughter. Cutting out travel time and being able to do something at home while waiting for the appointment to start was a massive bonus. We didn't feel like we lost anything by not seeing the doctor in person.”

“Increased convenience, but less accurate diagnosis.”

“As a first time mum to be, I felt a face to face appointment would have been more personal and reassuring, especially with so many worries and questions.”

“Antenatal appointments via telehealth do not work!!”

“Felt impersonal and I feel like getting a second opinion. It was convenient for me not to go in with my 6 month old daughter however I feel more at ease when consulting with a doctor in person.”

“I have had a few appointments for myself and my husband has had a few for himself too over the phone. I feel like it's more personal and you can engage in the conversation more in person; make eye contact, see facial expressions, read body language, etc.”

IN MUMS' WORDS



"My antenatal appointments and GP appointments are over the phone. GP appointment was better than having to go in. However with my antenatal appointments I would prefer to see my midwife face to face."

"It's considerably more difficult and feels less personal."

"I saw my Obstetrician via telehealth. I have had no prior pregnancies to compare it to, but this is a high risk pregnancy and I'm not feeling as taken care of as I should be. I am feeling an overwhelming sense of responsibility on my shoulders to monitor my own health and babies health, even though I have no idea what is normal or not."

"It's not as easy to build up rapport via a screen."

IN MUMS' WORDS

“I’ve been doing telehealth with my GP and midwife and hate it. I feel like I’m pregnant without support. Especially as a first time mum I have so many concerns about weight and blood pressure etc that aren’t being checked which makes me uneasy.”

“The maternal child health nurse had phone consults which I felt the experience was much worse than the in person treatment as there was nobody to look at my son and tell me he was meeting his milestones. It was less than 5 minute chat which I felt was made more difficult due to the remoteness of where I live as I have very poor phone reception.”

“My daughter’s dietician, speech therapist, physio therapist and respiratory doctor have all called me for over the phone consultations and some have been very good and beneficial but others like the physio I really need her to go back in to see them.”

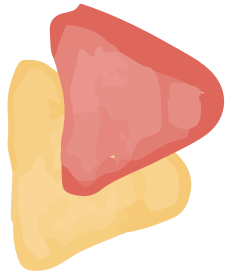
“I saw my baby's OT and physiotherapist via telehealth Experience was less helpful than in person. No demonstrations of what to do with baby to help her development.”

“I feel like I am not getting the care I deserve during my pregnancy.”

“I really liked the option to do a telehealth phone call with our GP, it saved me from having to get both my kids in the car and wait down at a busy medical centre with them. I’ve had two appointments over the phone and the doctors were really good. I wish we had that option available all the time.”

“My 6 week obstetrician check-up was over the phone. I felt fairly cheated.”

CHILDREN'S ACTIVITIES



A total of 688 mothers had children who participated in children's activities prior to home isolation. Of these, our study found that 24% of mothers were looking forward to going back to normal, 36% would return to their children's activities but admitted they would feel nervous and would want the provider to increase their precautions, 27% stated that they wouldn't go back to children's activities if schools weren't back and 12% stated that they will be rethinking all activities coming out of home isolation as they sought to be less busy.

Imperative in encouraging families back to activities will be clearly communicated increased safety measures to make them feel more comfortable. It is likely, that some families will consider reducing the number of extra-curricular activities they engage in, so increased engagement and communicating the key benefits will be critical to being top of mind. This will be particularly important over the winter months when some children's activities are paused. Continuing to offer remote classes, where possible, should be considered as an ongoing service delivery to cater for mums wanting to reduce the busyness of their pre-Covid lives.

IN MUMS' WORDS

“We were doing swimming lessons and we only had 2 before we had to stop but my daughter loved them. I would be anxious though to take her unless there were very strict rules in place.”

“We weren't able to start swimming lessons because as soon as my son was old enough the pools were shut.”

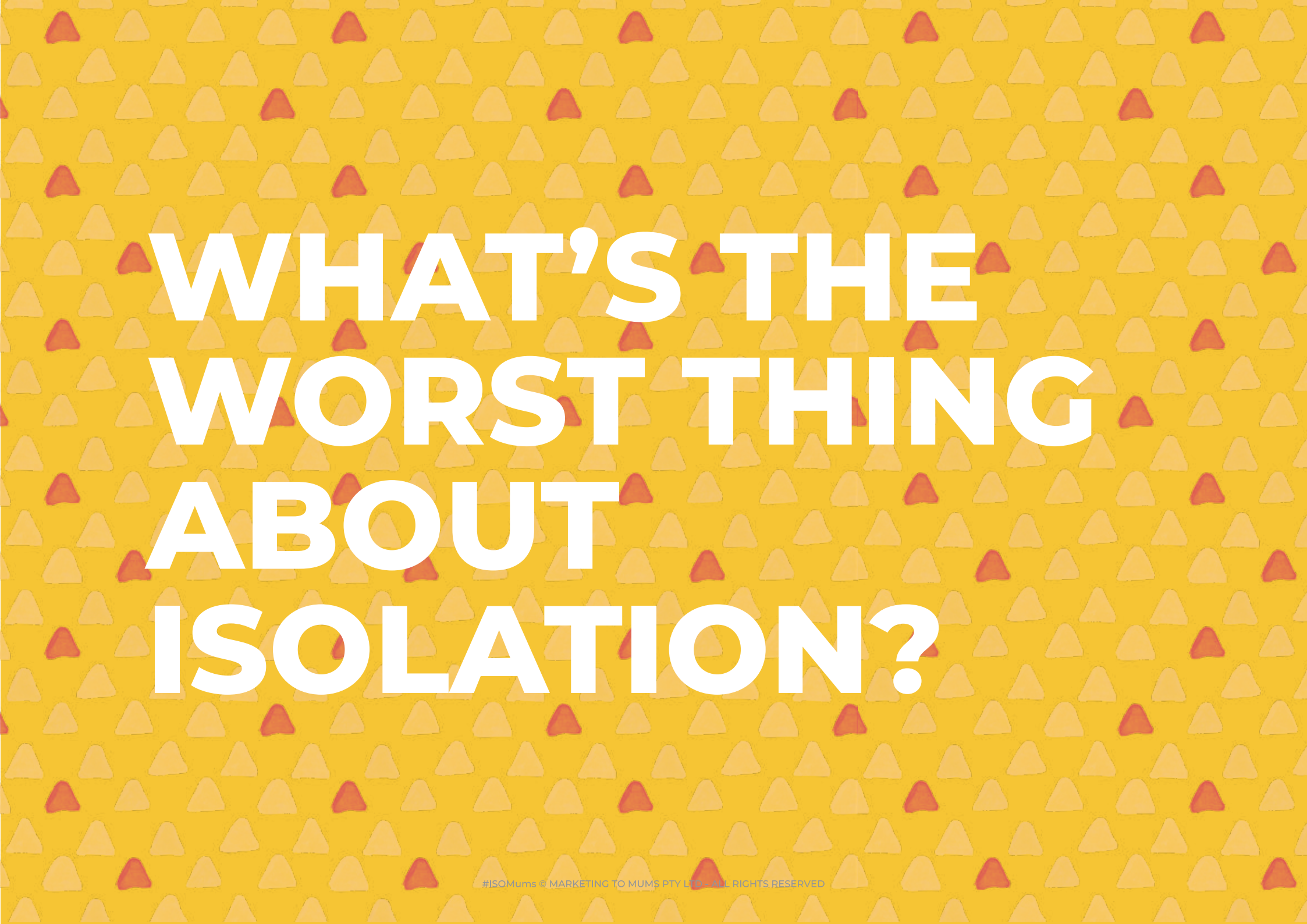
“We only do tennis and friend catch ups. I would like to lay low through winter particularly to reduce chances of sickness. It has been lovely to have no illness for over two months now and I'd like to keep it that way.”

“I wouldn't go back just yet even if schools were back, will have to see how it goes in the next week or so. Once I'm confident it's all contained and not spreading to the area we live then we'll go back to doing children's activities.”

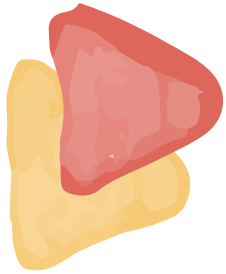
“Yes we are heavily involved in basketball and want to get back into it having moved to a new community.”

“It will likely be sometime before we even attend a gathering as our twins were very premature and immune compromised.”

“I feel that my child (2 ½ years) needs to get back to some normality as he is really starting to struggle with all the restrictions and changes to his life.”



WHAT'S THE WORST THING ABOUT ISOLATION?



Mums revealed that cabin fever was the worst thing about isolation. Many families struggled with the sense of monotony and a feeling of 'ground hog day'. Other cited keeping kids entertained without relying on screens was particularly difficult.

Mums also reported finding the lack of love, affection and connection being a significant challenge. For many, they struggled living with uncertainty also, and this led to feelings of deep loneliness and deteriorating mental wellbeing.

Whilst a lack of support is always highlighted as an ongoing challenge for mothers, home isolation heightened this experience. Mothers didn't have their village for support in raising their children and for many this resulted in a lack of patience, feelings of frustration and feeling emotionally drained. For new mothers, this was particularly hard as they had yet to form relationships with other new mothers in their area and were unable to have grandparents visit.

Pregnant women found not being able to share their pregnancy with loved ones the worst part of isolation. They were unable to get scans done as many health professionals moved to providing a telehealth option. They experienced heightened anxiety.

IN MUMS' WORDS

“Home isolation has peaked my anxiety and has me questioning my parenting capabilities. It has also played a part in realising my unhappiness at being in my marriage: I separated from my husband and partner of 15 years, two weeks ago.”

“It’s made me more frustrated and I’m finding myself snapping over little things!”

“I feel like my identity has shifted to that of just a home maker and I hate it. I hate the monotony and repetitive nature of isolation, and that nothing seems to change, but at the same time, I also like that I don't have to go out anywhere.”

“Missing hugs from friends and family.”

“Having loved ones pass away and not being able to attend funerals or see family in that time.”

“Not being able to separate work from home life.”

“Being lonely.”

“Being confined to our home space and having to come up with exciting things for the kids to do. Also trying to reduce the kids screen time is difficult as they’re “bored” all the time and giving them an iPad to play games or watch YouTube is just easier.”

“Not being able to share my pregnancy with family and friends, especially since we had to do our announcement and gender reveal by ourselves without family and friends.”

“The slow decline of mental health. Even staying as busy as possible, limited interaction with loved ones is very emotionally trying.”

“Having to cancel our family holiday.”

IN MUMS' WORDS

“Home isolation with a toddler and a newborn has been extremely difficult. Having my first child was surprisingly very lonely even when we could have people around and this time it's worse. It's true when they say it takes a village to raise children and during this time we aren't allowed to have our village around so stress levels are higher, we are more exhausted and just missing the adult interaction that I think is important.”

“Not being able to see my friends or join mother's groups with a newborn. It has been very lonely at times.”

“Being a first time mum and not being able to have the support network.”

“Giving birth to my son and not being allowed to have visitors.”

“Not being able to catch up with friends and family for support and advice during pregnancy and not being able to show off my growing bump!”

“The worst thing about home isolation is the overwhelming feeling of being “stuck”. Anxiety becomes worse as time goes on and my temper becomes shorter with my children which I deeply feel bad about because it is not their fault.”

“The repetitiveness, be it work, day to day activities, or exercise.”

“The following conversation on repeat 50 -100 times a day was the worst thing : Miss 4:"can we go to the playground" me: "no honey they are closed" miss 4" because of coronavirus" Me: "yes hunny that is why".”

IN MUMS' WORDS



“Even as an introvert who enjoys being alone, it has been especially hard to be away for my normal social network. Being made redundant has meant that I’m not in regular communication with my ex co-workers, and I was unable to spend time with friends to help deal with this.”

“The worst thing about isolation is not being able to take the kids to the park down the road. My children crave the outdoors and playing but being stuck inside has prevented them from being their normal free spirit.”

“Trying to navigate motherhood without "the village", which everyone says is so important in raising a child.”

“The worst part has been the uncertainty. I just want to know that I will still have a job next month, that my family will still be healthy and that the economy won't tank.”

IN MUMS' WORDS

“The uncertainty of what the future will bring. The unpredictability of human behaviour when you are out and about.”

“The breaking of routine. Working from home and spending all my time at home and blurred weekdays, weekends, work time and personal time.”

“The worst thing is I can't see my mum and dad as they are both immune-compromised. And what's worse they can't hold my baby boy. It's just too risky and It's horrible.”

“The worst thing is definitely not being able to see family and go out with friends. I miss the regular activities of Sunday night dinners with family, organising dinner parties at home or going out to have a good meal and socialise with friends.”

“Being a single Mum I am terrified about getting sick. It is very lonely without my family unit around me.”

“I found that been stuck at home with two older kids and a 7 month old extremely hard. I was having to home school, look after the baby and do admin for my husband's business. I was so stressed out and drained emotionally and mentally. I was also getting fed up of seeing the same faces every day from morning to night.”

“My partner and I have just broken up, so we are now stuck with each other in isolation....it's awesome...not.”

“Stress about my pregnancy is significantly heightened as have to worry both about being pregnant and potentially catching Covid.”

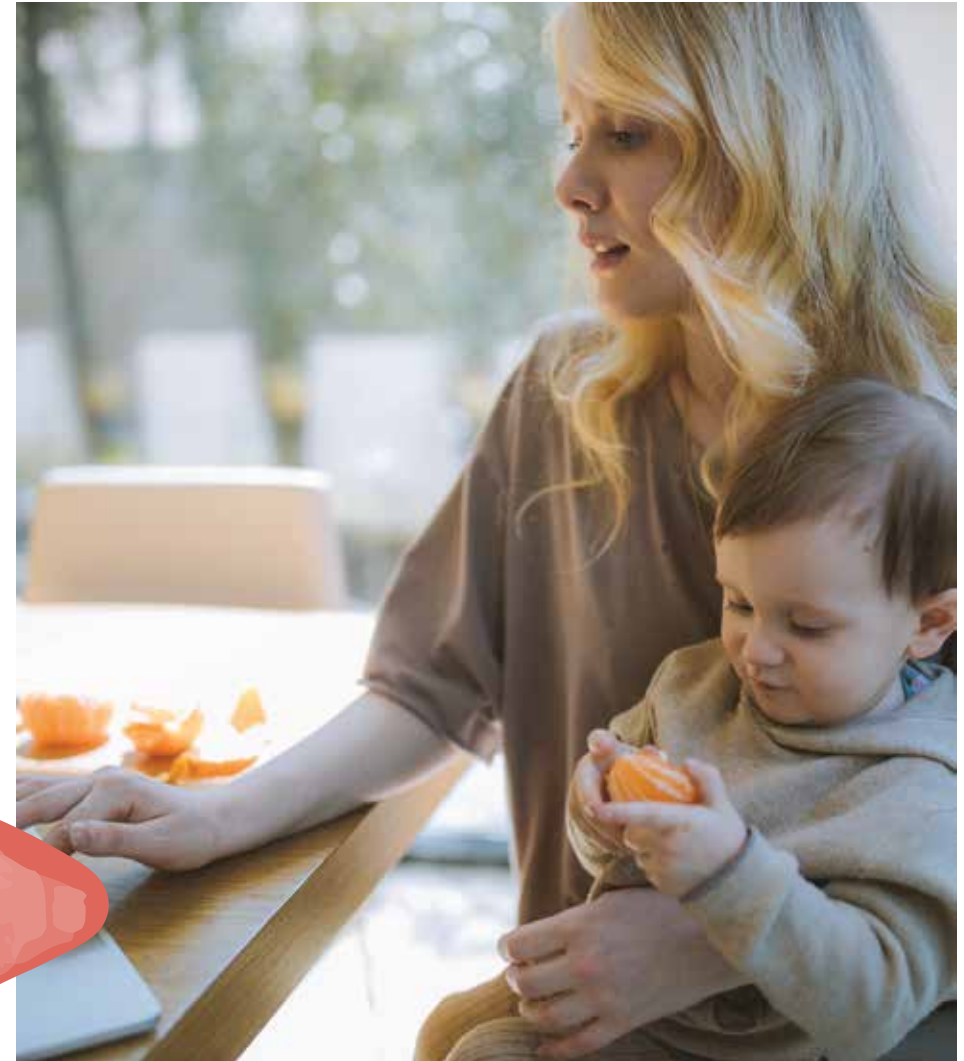
“Feeling like my pregnancy is flying by unnoticed. No one to share it with apart from my husband.”

“The worst thing about COVID-19 restrictions is hospital access for my partner. Dads can only visit NICU for 2 x 1 hour periods per day between the hours of 1pm - 3pm and 5pm - 7pm.”

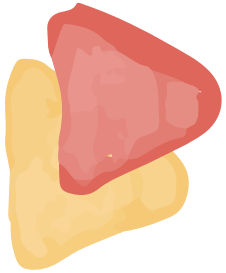
IN MUMS' WORDS

“My extremely difficult, high needs baby turned one, and instead of being able to celebrate a year of having survived her, like I'd been planning since before she was born, I lost my job a week before her birthday and the day was a chaotic mess of several failed attempts at a birthday. I feel so disappointed about it, not to mention sad about losing a job I truly loved and that I'd take solace in. I feel a huge loss of identity, and a feeling of having had something stolen. Again.”

“The loneliness, and the jealousy that I get when my partner goes to work. I can't remember the last time I was without my son, I feel lonely but I actually haven't been by myself since early March.”



**WHAT'S BEEN
THE BEST
THING ABOUT
ISOLATION?**



Mums have loved not having to feel 'on' all the time. They have loved the slow down, no commute, no school drop offs and pick-ups and not having to live up to society's expectation of how they look. Less make up, more comfortable clothes, even ditching the bra and enjoying longer sleep time, have been enjoyed. Women voiced that they have enjoyed using this 'saved' time to enjoy quality time with their partner and kids.

For many it has meant the opportunity to enjoy some 'ME' time. Cooking, baking and watching Netflix has been a common pursuit. Many mothers have been experimenting with new recipes and improving their cooking skills. They are becoming more adventurous and brands should expect to see opportunities for niche ingredients. Mothers are turning away from ready-made meals as they have greater time available to cook from scratch, leading to more healthier families.

Improving the home, cleaning up the garden and de-cluttering were identified by many mothers as a great outcome of home isolation. For many this had led to a greater sense of calm. Others have focused on exploring greater sustainability by implementing veggie gardens, getting chooks. It has led many to challenge their previous spending habits and we've seen the acceleration of the sustainability and minimalist trend Marketing to Mums identified in *The Mother of All Opportunities*.

IN MUMS' WORDS

“Spending more time with my kids and partner.

“Some me time. Catching up on Netflix shows.”

“Uninterrupted time by myself.”

“Not having to commute to work and back. I usually spend up to 3 hours a day in the car, so I'm using that gained time for self-care and exercise.”

“A much better work-life balance. I have at least another 2.5-3 hours in my day that aren't taken up by commuting or working longer hours at work. I'm getting more sleep, eating better and exercising more. I feel so much better!”

“Less rushing. Enjoying going through photo albums and having a good laugh.”

“The best thing about being in isolation with my children is learning more about their personalities and spending time bonding with them.”

“Not wearing a bra or getting up early to get ready and drive to work.”

“We made a baby!”

“I have saved so much money due to kids extracurricular activities being ceased or reduced. I have enjoyed having any remaining classes being via Zoom and not having to be driving around all the time.”

“Trying new recipes.”

“Although it has its moments, it has forced me to slow down and just enjoy life each and every day. It's provided perspective in my life and has allowed me the freedom to explore personal interests that the daily grind has otherwise gotten in the way of.”

IN MUMS' WORDS

“We have been forced to shop differently and with less choices and trying to avoid going to shops we eat what we have rather than changing our minds. We are also cooking at home for most meals and buying less takeaway. We have saved a large amount of money doing this and this has really made us rethink our spending.”

“Less chaos with life 'stuff ' has allowed us to bond with the kids on a deeper level. No rushing to get to school, training, games, play dates, work. Life has become simple.”

“The best thing about isolation is the time I've had to finally go through all those things that go in the "I'll do it later" pile. I have finally had the chance to start culling unwanted things from my house.”

“Spending time with my kids. No schedule. No swimming, gymnastics, ballet. Just us. It's been lovely.”

“Seeing my husband create a really special bond with our son. I think all this time at home, despite unemployment, has strengthened our relationship, formed healthy habits and challenged us to see that sometimes the way we behave may not be the most beneficial for our family, and forced us to look into ways to be better.”

“Less time wasted on travel to and from work which takes up a lot of time out the day. As well as being able to cook more meals from home instead of buying meals at work which has been better nutritionally and my husband has been drinking less alcohol as he has not had work functions to go too which has been healthier for him as well.”

IN MUMS' WORDS

“Spending more time being able to sort through my items and throwing out or selling what doesn’t get used or isn’t needed. By decluttering my surroundings it helps me to release stress and negative thoughts.”

“Being able to wear whatever I want when I want and not have to look my best all the time.”

“I can have morning sickness in privacy.”

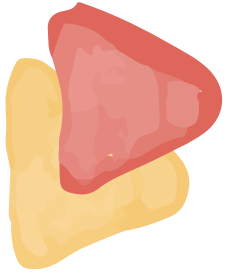
“Being able to get a few odd jobs done around the house.”

“More sleep.”





HOW HAS HOME ISOLATION CHANGED YOU?



Behavioural change themes which emerged from the #ISOMums research are around sustainability, a return to weekly shopping and meal preparation, less ready to go meals and more making from scratch. The research also reveals lots of introspection with people re-evaluating their relationships, friendships and location of living. Marketing to Mums' expects to see some more regional moves with remote work access now established.

Many mothers have become far more conscious of their spending and are seeking to support small businesses. We observed that mothers are reflecting on their longer terms goals and aspirations while in home isolation.

The big theme is minimalism, women wanting to live simpler lives. Many are questioning the busyness of their lives prior to Covid and are seeking to come out of isolation with a pared back schedule.

Health emerged as a key theme also and has become a top priority with many mothers saying they will no longer take it for granted.

IN MUMS' WORDS

"It's made me grateful for the freedom we had previously."

"It's given me a perspective to always look after myself my relationships and my health no matter what."

"I'm better adept to work without the pressure and confines of the office. I've become very self-motivated and producing better work than ever."

"I'm a lot more understanding of others anxieties."

"Home isolation has taught me to become more patient. Life doesn't have to be fast paced and to have and do everything at once."

"It has made me more aware of how us as humans need purpose but also connection."

"It has given me a chance to take stock of my life and give more priority to things that matter to me most."

"I enjoy time with my husband more now that we both work from home. We've actually become closer!"

"The act of isolating and cutting off from daily activities has forced a lot of introspection. Personal issues which I've always pushed to the side have surfaced during this time and forced me to address them and grow as a person. I know I'm better off because of this and have a greater sense of appreciation for the little things in life we take for granted."

"I have been taking stock of what's important. Spending less, giving away or selling things I no longer need. I've used the time to let myself relax after a stressful work life."

IN MUMS' WORDS

“It has altered my perception on working from home. I used to want to work from home all the time but now I appreciate being able to work at the office and have more effective brainstorming sessions with my colleagues and boss.”

“It's made me realise how desperately we need to move away from the city.”

“I feel as though I will continue to spend less money in future.”

“It has made me really think about meal planning more and making comprehensive shopping lists. I have decided I hate shopping in store for my groceries and was very grateful when I could click and collect again.”

“I have learned to live with less, spend more time at home and shop infrequently.”



IN MUMS' WORDS

"It's changed the way I shop. I prefer to help smaller local businesses now compared to the big chain stores."

"I'm realising I don't need to go to the shops as much and spend as much money".

"It has made me reassess our spending, we are saving lots in isolation and realising where we spend unnecessarily."

"I'm more organized with meal preparation as I don't want to go to the supermarket lots."

"I've realised I'd like to become more self-sufficient and support small local businesses more".

"I really don't know if I'll ever go back to shopping in stores again. I enjoy being able to online shop."

"I value the time I have with the kids. I've become more conscious of the crap food we used to eat and have made a decision to make a lot more additive-free from scratch. Also during my weekly shop today I found I was looking at labels more closely trying to buy Australian products."

"It has made me more aware of time efficiency and to plan my shopping trips better."

"I actually love staying home so I like isolation more than most people. I find it less stressful as we have no commitments and our days are much more relaxed. I am more conscious of how much money I waste. I have found better ways to shop to save money and having seen the savings in my hand, I am more inspired to save than if I had simply worked out a budget and calculated what we could save."

"I have become more empathetic, I have an urge to help those less fortunate than myself."

IN MUMS' WORDS

"I recognise now the importance of slowing life down a little, living life more simply, taking time to enjoy what you have and make the most of it."

"I've learned I do not want to get in public transport in peak hours again. I would like to continue working from home as I'm able to perform all my duties just as well or better than when I'm in the office. It's so much better for my health and wellbeing."

"We've really loved the time together the three of us, soaking it all in. We've been video baking regularly with family which is fun."

"I got pregnant!"

"I won't be scheduling my weeks to be so busy in the future. Plenty of home days for the future."

"I am less wasteful with groceries."

"We have definitely slowed down we now play more games together. It has made us realise that we don't need to be going and doing activity every day."

"I have reconsidered what type of life we want to bring our kids up in and now planning to relocate out of Sydney."

"My cooking skills have improved. I used to opt for easy simple but now feel a bit more adventurous in the kitchen."

"I've been wanting chickens and raised garden beds for a few years since we moved in and I find I'm eating more veg now I can just pop outside and cut off a few leaves. And, we're eating more eggs as our true free range eggs are sensational."

"I feel more relaxed and connected to my local community by seeing everyone out exercising along the local walking tracks and at the dog parks."

IN MUMS' WORDS



“It has made me re-evaluate my priorities in life and pay more attention to my finances.”

“It's made me focus on the important things, it's also motivated me to get on with what I need to instead of procrastinating and wasting time.”

“It has made me re think my busy lifestyle I had previously.”

“I've become a better baker.”

“More quality time with my partner has meant a more open and loving relationship.”

“It has made me to be more hygienic and always take precautions about my family and my health. It has made me to be considerate about other needs and care for one another. So we all can live in a safe and harmonious environment and create a better community.”

IN MUMS' WORDS

“It’s made me appreciate the little things like sitting with family and chatting over a cuppa. The little things really are the big things.”

“I appreciate what teachers do, so much more.”

“Definitely not taking our freedom for granted to be able to do what we want, when we want. We are so lucky in Australia to live in an amazing country.”

“It has made me appreciate the great outdoors more.”

“I feel closer to my children and more in a partnership with my husband.”

“Knowing that it’s possible to work from home flexibly and still get work done.”

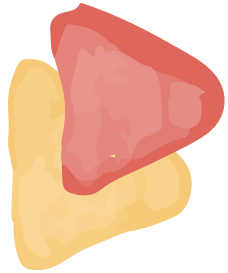
“I am much more frugal with spending as the reduced income is impacting us.”

“I can now see how strong, brave, and adaptive I have been being away from friends and family for 5y with no support or assurance with the kids as everybody else who has all of that seems to be really struggling. So I feel very validated in my experience!”

“It has made me connect with myself more. I've always struggled with putting myself first and loving myself so with all this extra spare time, I can really do things that treat me!”

“I've learned that I am a stronger, more capable and creative person than I realised. I have started to pursue the things I've put on hold previously like story writing, cooking and extra gardening. I have started following a psychologist on Instagram that really encourages so many powerful and helpful behaviours.”

“I am more conscious of personal hygiene and others hygiene.”



CONCLUSION

Australian mothers have spent their home isolation re-evaluating every aspect of their lives. Behaviours have and will continue to change in coming months with enormous ramifications for many businesses and brands. **Now is the time to rethink your communications and strategies for engaging with Millennial mothers.**

Marketing to Mums can assist you better understand these behavioural changes and how they will impact your brand. Let us help guide your strategies to connect and re-engage Australian mothers and their worlds re-open.

**LET MARKETING TO
MUMS HELP YOU
ATTRACT, CONNECT
AND ENGAGE WITH
AUSTRALIAN MOTHERS**



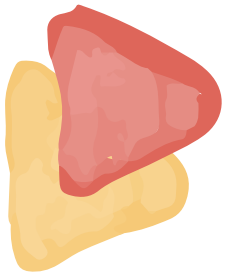
Marketing to Mums can run research projects to clearly identify and understand your segment of the mum market and the impact Covid has had on your consumer. We can then develop strategies to better communicate your messages to truly resonate with this powerful audience.

Want more?

IF YOU FOUND THIS REPORT VALUABLE AND WANT MORE:

- ▶ 1. Send this report to a colleague who will find it valuable.
- ▶ 2. Subscribe to Marketing to Mums the Podcast here: <https://marketingtomums.com.au/newsletter-signup/>
- ▶ 3. Arrange a 15 minute call to explore how Marketing to Mums can assist your business. Send an email to katrina@marketingtomums.com.au with the subject line '15 minute'.





BOOKS

Katrina launched her first book, *Marketing to Mums: How to sell more to Australia's most powerful consumer* in August 2016. It went #1 on Booktopia's Business Bestseller list outselling the likes of Simon Sinek, Timothy Ferriss and Sophia Amoruso.

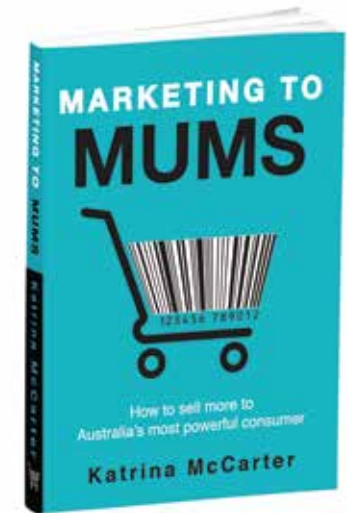
Marketing to Mums offers a simple 8-step framework that shows you how to successfully market your product or services to mums.

- Recognise the diverse nature of mums
- Attract mums to your business, then turn them into raving fans
- Harness the power of social media and word of mouth advertising

The Mother of All Opportunities educates board directors, C-suite and senior executives, big brand marketers and business owners about:

- Why mums represent the biggest growth opportunity globally
- Key global trends that will be impacting your current strategy
- The mum opportunities brands are missing right now across segments, locations and industries
- Why you need to invest in this market and upskill your teams now
- The future of successful marketing to mums

Order your copies at <https://marketingtomums.com.au/book/>



Here's what people say about us



“Katrina McCarter is without doubt a global leader when it comes to the extraordinary opportunity that is the ‘mum’ market. She has an incredible depth of knowledge and experience, backed up with detailed research. Corporations around the world need to listen to what Katrina has to say.”

Andrew Griffiths, Entrepreneurial Futurist

“In a world where technology is personalising everything around us, it is important that marketers think about different segments deeply and clearly and if you are marketing to mums, Katrina is your lady. I recommend her to anyone who needs to make meaningful connections with mums.”

Ryf Quail, Content Director, ad:tech Sydney

“We have been fortunate to feature Katrina McCarter on our M2Moms®-Marketing to Moms program for the past 3 years. Founded in 2005, M2Moms® is the only executive learning event in the world that specializes in helping brands deliver better business results with today’s mom & family consumers. Katrina is one of the leading voices in the world on this topic. She is a global expert whose passion and prowess is boundless and borderless. On the page or on the stage, Katrina McCarter never disappoints. She’s got the goods. “

**Nan McCann Co-Founder & Producer M2Moms®-The Marketing to Moms Conference
M2W®-The Marketing to Women Conference**



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