



Woman Trends



Summer
2007

Connecting you with 80% of primary purchasing decision makers . . .

Family Matters

Kid Time. A recent study conducted by the University of Maryland found that both women and men are spending more time with their children. In 1965 mothers devoted 10 hours a week to the primary care of their children; by 2003, that number increased to 14 hours.

Although the data indicate that fathers still dedicate only half as much time (7 hours a week) as mothers on such care, fathers have nearly tripled the time they allot with their children since 1965. In 2000, beyond primary care single mothers attended to, on average, their children for 44 hours every week, while married mothers committed 51 hours, and married fathers allocated 33 hours. How do fathers spend time this time with their children? An estimated 30% of children under the age of 6 who live with married parents eat breakfast with their fathers every day while 64% of the same cohort has dinner with dad every evening.

Currently, more than a quarter of households (27%) have only one parent. And while half of America's children will live in a single-parent household at one point in their lifetime, most will live with their mothers, as 75% of single-parent homes are headed by women. Eighty percent of Black children experience part—if not all—of their childhood without a father.

To satisfy what appear to be greater parental expectations, many moms are cutting back in other areas. An estimated 5.6 million mothers eschewed office time to stay at home with the kids in 2005, a figure that has quadrupled over the past decade. The amount of time mothers tend to housework is also down 40% in the past 38 years, due to better appliances, paid help, and more chipping in from dad. During that same time period, men doubled the number of hours they spend on housework. The gender imbalance is still obvious, however, as women still devote about twice as much time to cooking and cleaning as their male counterparts. (*Washington Post, U.S. Census Bureau, Ebony, Vanity Fair, Women's Educational Media*) (Continued on page 2)

going green

Charity Starts at Home. Making the house "green" is no longer about retro-fitting the kitchen with the avocado appliances of mom's youth. From the bathroom to the garden to the laundry room, retailers and manufacturers everywhere know that the demand for eco-friendly products is on the rise.

According to a March 2007 online survey by Wal-Mart, 58% of Americans completely agree that they "feel good about [themselves] when [they] buy products that use less energy." More than three-quarters of consumers say they spend more than \$1 every week on "green" products and 20% say they spend more than \$25 per week on the same. Still, half of all survey respondents indicated that it is sometimes difficult to identify eco-friendly products. Not everyone is "sold" on greening. A Frank About Women poll recently found that 25% of women believe that green products are "just the latest gimmick," compared to 16% of men holding that opinion. Women (18%) are also more likely than men (9%) to say that green products are lower in quality and that purchasing and using such products does not impact the environment (20% of women vs. 10% of men). (*AdWeek, www.livebetterindex.com*) (Continued on page 3)

Getting There

Take Your Family to Work Week? Employed men are now much more likely to resist business travel than they were five years ago. The reason? Not the agony of airport security and flight delays so much as the thrill of kids. Women are even less enthusiastic about taking the show on the road with 77% of less willing to take a job that requires a lot of travel. Fifty-five percent of men agree.

To compensate for the sometimes-demanding days away from home required by their employers, more men and women are starting to take their families with them on their business trips. In 2006, 14% of business travelers brought spouses and children along, up from just 3% in 2000. Bringing the family on a business trip can be much less expensive than a regular vacation since the employee flies for "free" and the family can all crash in company-paid hotel room. However, not every business traveler prefers to transform their work travel into a family vacation; some say that having to go to board meetings while their families frolic is not exactly their idea of "quality time" spent "together." (*USA Today, The Star-Ledger, Seattle Post-Intelligencer*) (Continued on page 4)

Inside this Issue...



Family Matters.....	1
Going Green.....	1
Getting There.....	1
Minority Report.....	5
Living Well.....	6

Dollars & Debt.....	7
Food Bites.....	8
Gadgets & Gizmos.....	9
Lifestyle.....	10 & 11