



Deep Dive Into
Millennial Parents

Emily Mogami & Maya Joseph | 2024 Truth Seekers

McCann

2024 STRATEGY INTERNS

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(She/Her)



Maya Joseph
(She/Her)



Agenda

WHAT WE DID

The Project

HOW WE DID IT

Our Methodology

WHAT WE FOUND

Research & Findings

Observations | Insights | Provocations | Activations

WHAT YOU WANT TO KNOW

Q&A

The Project

What we did.

Conduct a research analysis on Millennial Parents
(using primary and secondary research methods).

Leverage both **qualitative** and **quantitative** methodologies to inform 5 strategic insights, each insight with 1 or more provocations.

Our Methodology

How we did it.

PRIMARY

INTERVIEWS (3 weeks)

- 13 McCanners
- 20-30 mins long
- 20+ Questions
- Topics:
 - Self Identity
 - Desires
 - Fears
 - Values
 - Habits

SURVEY

- Suzy
- 200 responses
- 12 questions
- Topics: Gaps of the interviews

SECONDARY

- Desk research
- Social listening



Pew Research Center

CANVAS8

McKinsey
& Company

GWI.

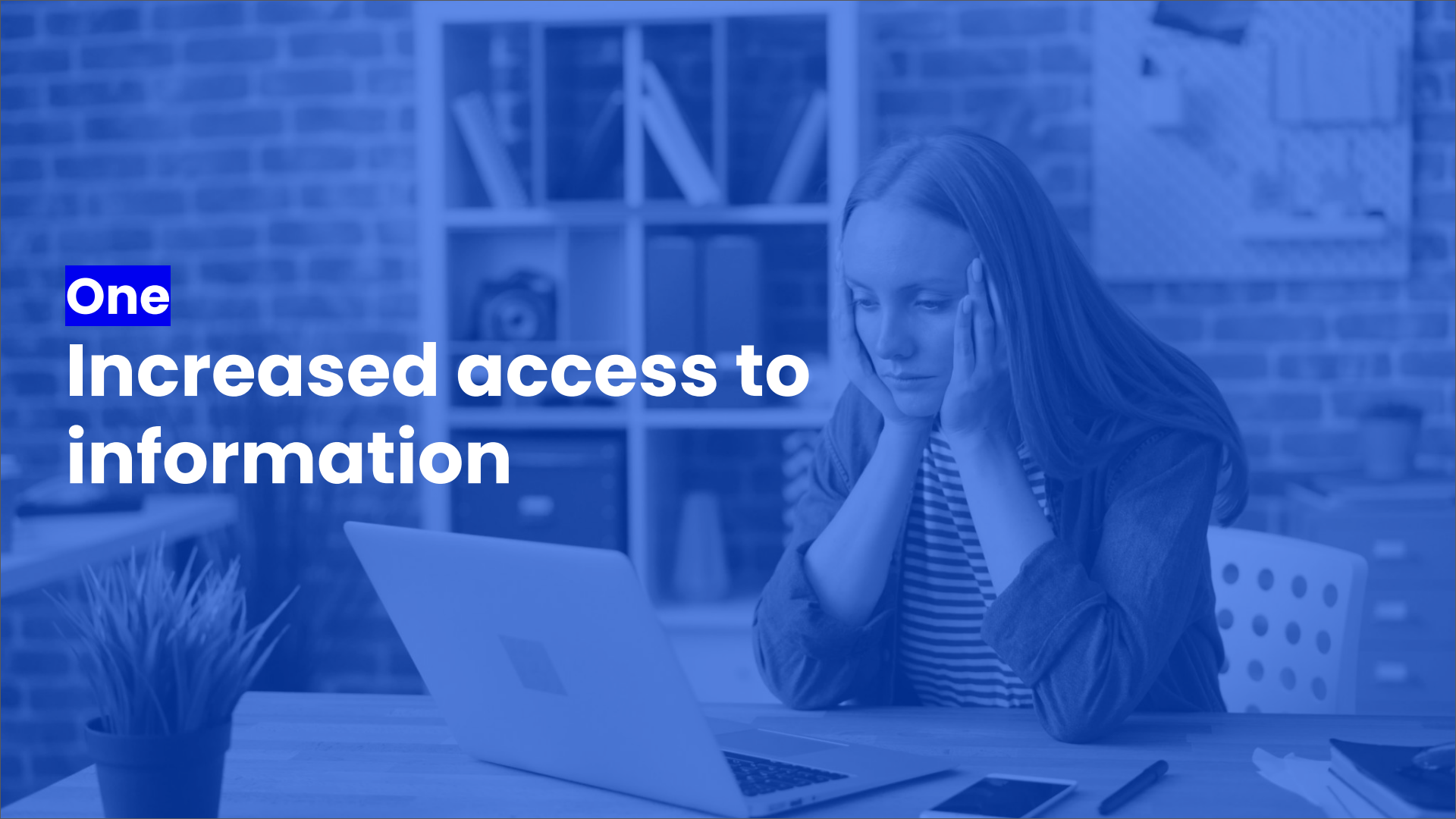


Research & Findings

What we found.

One

**Increased access to
information**



OBSERVATION:

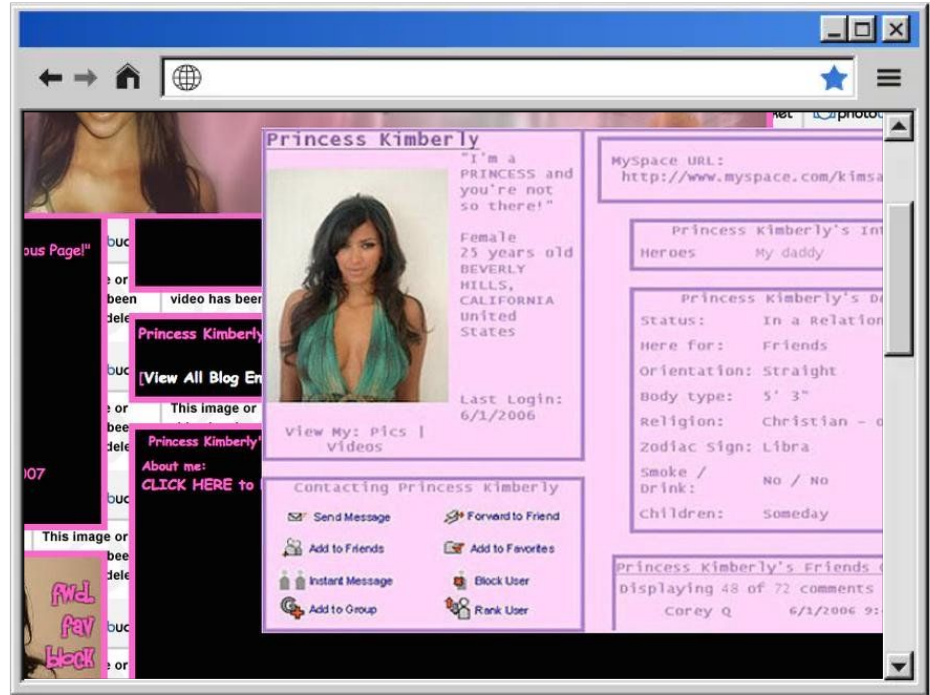
Millennials are special. They were the first kids to come of age with selfies and smartphones.

10-26 when the first iPhone came out

Spent afterschool on AIM and stalked crushes on MySpace.

"I remember... opening the door and seeing my dad with a cell phone and thinking it's amazing. Then social media came but thankfully I was in college, not highschool.

-Father, 39



OBSERVATION:

So the internet is friend, not foe. Especially when it comes to parenting.

They go to google to answer questions, and they go to social media to learn from and be validated by others



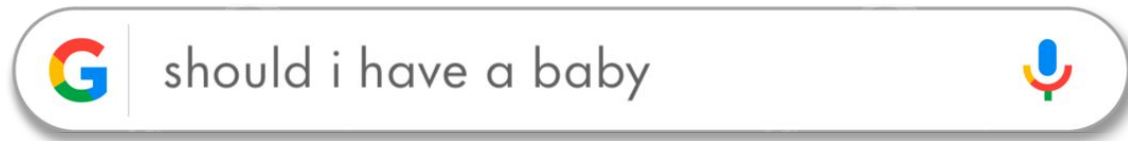
1 in 4 have gotten parenting advice from an influencer

48% posted baby in the womb vs. 10% of Gen X

"I love scrolling Twitter anonymously which is very millennial. We Google everything all the time. Like feeding regular food or if his temperature is too high or what age is okay for timeout.

- Father, 36

#1 "Should I" Google Search in Pennsylvania (2019)



OBSERVATION:

**But it's not like they went through zoom school like Gen-Z.
They aren't quite used to using the internet as a classroom.**

Millennial parents say they're trying their best, but they're also suffering from information overload

**Found info posted online
overwhelming**

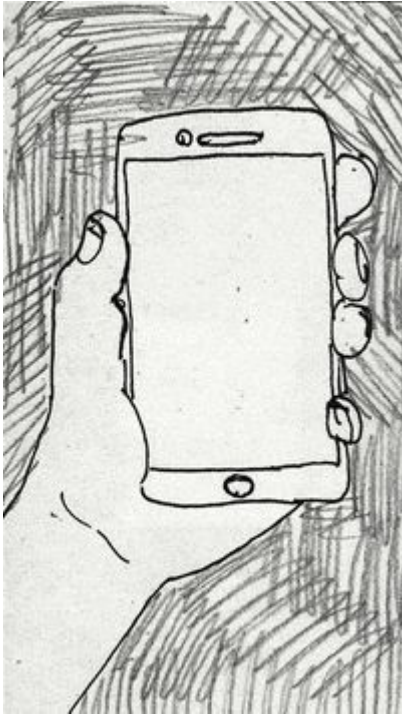
Millennials	58%
Gen X	46%
Boomers	43%

“There is no wisdom or manual anymore for how to raise children in this age. **All we have is tons of increasingly dramatic theories that are more designed to get clicks or sell something or whatever.** I think people are probably doing their best with the information they have at this point.”

– Someone on Reddit

OBSERVATION:

And sure social media is informative, but it also breeds toxicity, judgement, and comparison.



“We deal with “**mommy judgement**... there are a lot of people being affected by that subliminal messaging. That is unique now because of how accessible and how often we look at social media.”

- Mother. 33

“[Social media] gives you the **sense of inferiority** at times cause your kids lunch is basic or the kids don't have matching outfits.”

- Mother, 39

42% Feel pressure to keep up with their peers vs **26% of Gen X**

OBSERVATION:

All the eyes, ears, and opinions make millennial parents second guess themselves.

BUSINESS INSIDER

“The reason they're struggling is because they have access to too much information about parenting, resulting in them **second-guessing everything and losing trust in their natural parenting instincts.**”

The New York Times

“When we have two hours after bedtime, we are still researching the best things for them,” she said, adding, **“You’ll never do it perfectly, so then you’re chasing more.”**”

Insight

Millennial parents work hard to find answers, but they lose themselves in the process.

PROVOCATIONS:

What are ways our brands can reassure parents without overloading them with information?

How do we replace messages about doubting a current choice, with ones that inspire confidence in an alternative?

Three

Nuances of gentle parenting



A woman in a dark sweater stands in a doorway, looking towards the camera. The image is part of a vertical strip of three identical photos.

**DO NOT COMPARE ME TO MY
FATHER!**

A woman in a dark sweater stands in a doorway, looking towards the camera. The image is part of a vertical strip of three identical photos.

**DO NOT COMPARE ME TO MY
FATHER!**

OBSERVATION:

**It seems like a MP's worst fear is hearing
"You're just like your mother/father."**

88%

Say their current style is different to how they were raised.

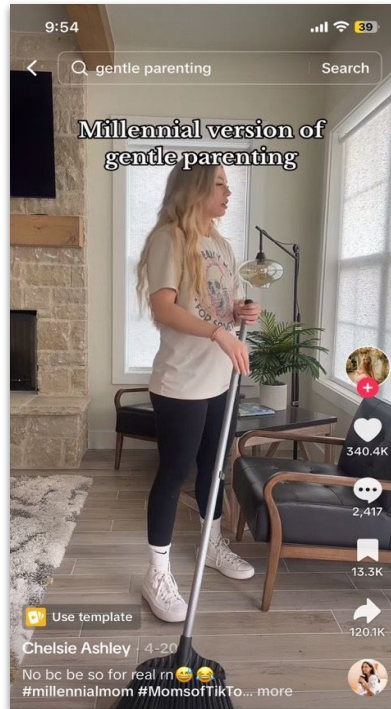
73%

think they parent better than their parents.

"Through therapy, journaling and working with a life coach, I've learned how to re-parent myself so I can be a better parent and have patience."

OBSERVATION:

Prime example, gentle parents. Almost synonymous with millennials.



3 in 4

millennial parents practice gentle parenting (Lurie)



OBSERVATION:

Which is more than just talking instead of yelling. It's also:

Valuing your child's perspective

“What I see amongst my generation, it's more about **trying to understand what the kid is going through and meeting them where they're at.**”

- Mother, 39

Encouraging self discovery over tradition

81% of Millennials think it's more important to be happy than to be “successful”

Millennial parents are trying to push against the helicopter ness. For example, baby-led weaning. **They eat what they want with their hands, they explore on their own**

- Father, 29

Instilling confidence over obedience

Instilling pride and love from the start. At bathtime I put lotion on him and tell him we care for our skin and love our skin.

- Mother, 39

Self-confidence. **I'd love for my daughter to have a self assurance.** A level of confidence to do anything.

- Mother, 29

OBSERVATION:

The common claim is that they are correcting their childhood. But don't forget, their childhood is a result of different times.

“Media is talking about how hard you need to correct what your parents did wrong... **They had so many hardships we haven't faced**, their generation did the best they could..”

- Mother, 33

Millennial



1. 9/11
2. Obama election
3. War in Iraq
4. Gay marriage
5. Tech revolution
6. Orlando shooting
7. Hurricane Katrina
8. Columbine
9. Bin Laden
10. Sandy Hook

Gen X



1. 9/11
2. Obama election
3. Cold War
4. Tech revolution
5. War in Iraq
6. Gulf War
7. Challenger
8. Gay Marriage
9. Hurricane Katrina
10. Columbine

“My grandparents were more strict. “You have to do this” there's no conversation. If you do something bad we'll beat your ass. **The world was different, it was men-driven, wars happening.**”

- Father, 39

Boomer



1. 9/11
2. JFK
3. Vietnam War
4. Obama election
5. Moon landing
6. Tech revolution
7. Civil Rights
8. Cold War
9. MLK
10. War in Iraq

Silent



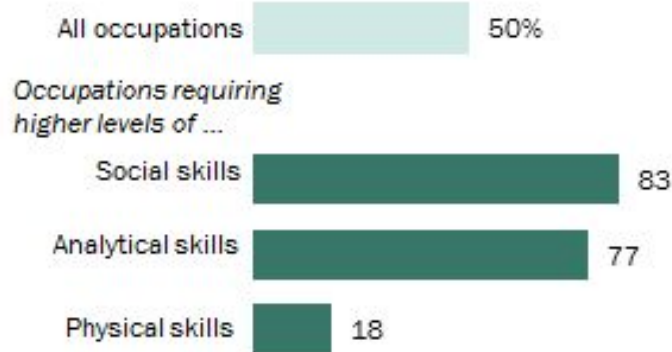
1. 9/11
2. WW2
3. JFK
4. Vietnam War
5. Moon landing
6. Obama election
7. Tech revolution
8. Civil Rights
9. Korean War
10. War in Iraq

OBSERVATION:

So zoom out. You realize gentle parenting is one way everyone is transitioning into a softer world.

Employment growth is more rapid in occupations requiring higher social or analytical skills

% change in employment, 1980-2015



GLAMOUR

Women are dating with higher standards and demanding more from their relationships. Apparently, it's hurting men

"Psychology Today puts it this way: "[Women] prefer men who are emotionally available, good communicators, and share similar values." And because men are... not always the best at all of those things, women are ditching them."

Insight

Parents aren't just more gentle, life is.

PROVOCATIONS

How can we bring a sense of pride/celebration to gentle parenting?

Are there ways we can bring parents closer to their child's perspective?



Five

**The true experience of
'family-time'**

OBSERVATION:

If we're being honest, 'Family-friendly' is code for child-friendly. Parents are an afterthought.

FAMILY • PARENTING

I Always Knew I'd Be Going Places — Just Not These Places

By [Denise Stirk](#)

“Nothing beats a happy child, and as parents, **we often put our children's happiness over our own.**”

Enter Chuck E. Cheese's, Monkey Joe's, and all the other places that we'd rather not go to, but continue to visit because of the sheer joy it brings our children.”



OBSERVATION:

But no one wants to admit that they hate hanging out with their kid.

Why do I feel guilty about not taking children out often enough? 26 replies

Why you shouldn't feel guilty about taking a trip without your kids and tips on how to do it!

by Kristin Douglas June 09, 2017

Don't Feel Guilty For Wanting Time Away From Your Children

It's healthy to crave alone time, and it's necessary.

Do you feel guilty for not enjoying every second with your children?

@zzar45 you think I don't love my children because I don't necessarily enjoy what a three year old enjoys? Anyway it isn't that. I like it when we have an actual outing or purpose, even if it's a kids theatre visit or something because it's enjoyable and structured somehow. But I'm struggling to find things on at the moment.

33. "I hate when other parents, especially mothers, give me grief when I'm honest that I don't *enjoy* being a mother. I love my little boy, and I love

OBSERVATION:

And that millennial-guilt-complex is super strong. They're hyper focused on swallowing their feelings for their kid.

I have a feeling I won't be as strict [as my parents]. There was a little corporal punishment and I won't do that. **But I understand the instinct.**

- Father, 36

My biggest fear is projecting my fears or biases on him... I don't want him to feel stifled.

- Mother, 39



OBSERVATION:

**Thing is, there *are* a few things that 3 year olds AND 30 year olds love.
It just isn't prioritized.**

TELEVISION

**The secret behind why parents — and kids
— love 'Bluey'**



“I like reading mystery books and playing Clue with my kid. I thought it was gonna be a big chore but it intersected with my own joy of true crime and solving puzzles.

It hits that sweet spot of what I enjoy with kids: fulfilling, interesting, and scratches that itch I have. **Things I naturally enjoy and that my kids can naturally enjoy.**”
- Mother

Insight

Our culture of parental sacrifice stifles
opportunities for true 'family-friendly' fun.

PROVOCATIONS

How can we create “family-friendly” opportunities that are truly inclusive of the whole family?

What can we do to take the shame out of parents prioritizing their interests?

THANK YOU!