



WOMOM

A Scary Mommy Modern Woman Study
commissioned by Nielson

3 KEY TAKEAWAYS

1

She's got brains, and makes those dollars

Womoms who follow Scary Mommy are 43% more likely to have a college education and are making 51% more than Womoms who don't. This means she's an influencer at home and in her community.

2

Womoms are influencers.

And the ones who follow Scary Mommy are even more so; they're 23% more likely to advocate for brands they like and trust. And they're 24% more likely to spend their money on brands they associate with quality.

3

They're also more influenceable.

Womoms that follow Scary Mommy are 25% more open to brand suggestions. Their comfort and trust in our brand primes them to be more influenced by what we message than they would be by other platforms and competitors.