



Home of the

SWANK

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about women

the female-forward brain trust of
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TABLE OF contents

PREVIOUS REPORTS:

- 1 Introduction
- 2 The Life and Times of a SWANK Homeowner
- 3 The Great Outdoors
- 4 Healthy Home, Healthy Life
- 5 Single Dudes and Their Homes
- 6 Smarter Homes

IN THIS REPORT:

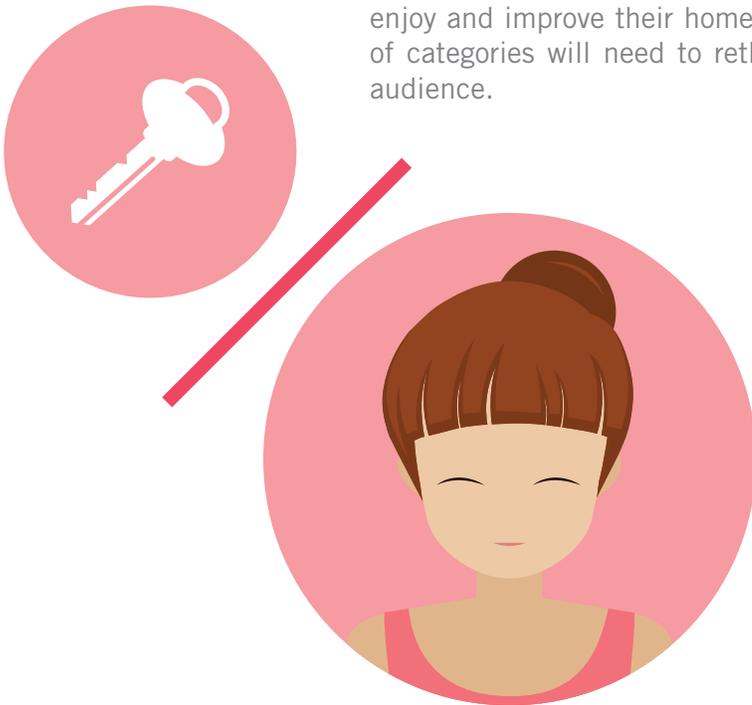
- 7 Mom as a Homeowner

A BRIEF review of the Swank

Over the last few chapters, we introduced you to today's "**SWANK**" (SINGLE WOMAN, AFFLUENT, NO KIDS) Homeowner and shared insights regarding how she approaches home ownership from the purchase process to creating a space all her own. We compared her home shopping behaviors to those of single men homeowners. We've dug into how she incorporates and creates outdoor spaces into her daily home life and the role her home plays in her overall health. In this chapter, we will share what we learned about mom's opinions and purchase behaviors when it comes to the home. But first, let's revisit the Swank.

HOME AND the single woman

Over the past several years, single women have become a significant force in home buying. In fact, they have consistently outpaced single men when it comes to purchasing homes — since 2001, about twice as many single women have bought homes as single men. While much has been made about the number of single women buying homes, little has been said about how these women behave after they've bought the home. So we here at **Frank About Women** decided it was time to investigate this important segment. Because we believe that single women will enjoy and improve their homes differently — and marketers across a huge range of categories will need to rethink how they connect with this critical consumer audience.



Meet the
SWANK

So who is the single woman homeowner? Though single women homeowners represent a hugely diverse spectrum of ages, life stages and socioeconomic levels, today we're looking at Swanks. Think of the Swank as post-**Sex in the City**; instead of focusing her emotional energy on the quest for marriage, she owns her singlehood and the freedom it affords her. She's highly educated, has a higher income, lives alone and has plenty of disposable income to spend as she likes.

OUR methodology

To get a closer look at Swank homeowners and how they may feel, think, act and shop differently than their counterparts, we fielded a proprietary survey among 600 recent homebuyers. All our respondents had purchased a home within the past two years, all were aged 24–49 and all had a household income of \$75,000 or higher. For the purposes of comparison, we divided the respondents into the following unique segments:



THE SWANK: She's a single homeowner in the purest sense — regardless of marital history or relationship status, she's currently living alone and purchased the home for herself.

THE FAMILY WOMAN: She shares her home with a partner/spouse and potentially some children. In this report, we'll take a closer look at "Moms" (those with a partner and kids in the home) as distinct from "Coupled Women" (those sharing their home with a partner, but not kids). But for today, we're looking at these family women as a whole.



THE SINGLE MAN: This is the male counterpart to our Swank. He lives alone and purchased the home for himself.

THE FAMILY MAN: The male counterpart to our Family Woman — he shares his home with a partner/spouse and potentially some children.

We asked these homeowners about a range of topics — from their motivations and emotions during the homebuying process, to their attitudes and experiences shopping as homeowners, and even to their participation in some emerging home trends. Compelling insights emerged — from life stage differences unique to today's shifting landscape to classic gender divides. In this report, we dial up the 411 on mom as the homeowner.

Mom as a **HOMEOWNER**



MOM: CEO of home

If you want to get something done; ask a mom. She has mad skills. If multitasking were a sport — she would take the gold. That's basically because creating a family and raising kids has built an intricate system of physical and mental muscle power that she never knew she had. It's kind of like when you vacation for a week at the beach, and the first few days of walking in thick sand force you to beg your legs and lower back for forgiveness, but by the end you are master of your calves? Yeah, like that. She's large and in charge of home and hearth. Either get on board with mom or get out of her way.

FIVE TRUTHS

about Mom's approach to home

1. ■ MAKE IT COUNT: Most moms are laser-focused on maximizing space, efficiency and multitasking functionality. 50% of moms said they will spend more money on a purchase if it saves them money in the long run, helps simplify their life or maximizes their space. She's looking for more ROI from each purchase in the home, and you must appeal to her head and her heart.

2. ■ MATTERS OF THE HEART: 80% of moms say they LOVE shopping for interior décor and furnishings. Because of her maturity and life experiences, she's had time to develop her sense of visual style, giving her more confidence with aesthetic choices — she owns it. 70% of moms are confident purchasing home appliances, fixtures and décor. She's less confident with making decisions about security systems (even though she ranks family security high) and HVAC. A little more than half of moms say they don't know where to start.

3. ■ SMART IS THE NEW, WELL, SMART: Mom is more likely to invest in smart home technology; she thinks globally but acts locally. Why? Three-fourths say they feel that smart home technology ensures safety for themselves and their family, followed by saving money in the long run. So it makes total sense that right out of the gate she's buying smart fixtures and smart appliances.

4. ■ "AIN'T NOBODY GOT TIME FOR THAT": Treat her with respect. Period. You better believe she is confident: She comes in to your store or finds your product through multiple channels with a minimum of 10 site visits in category, all in the name of research. If she's not getting the respect she deserves, she'll vote with dollars. Our research indicates a disparity in how men and women feel respected in the home category; about half the time mom feels respected across home categories, compared to 75% of male homeowners who report feeling greatly respected in the home category. Birthright much? Snap to it or risk irrelevance.

5. ■ OUTDOOR LIVING IS MORE THAN JUST LIVING: Mom is 28% more likely than Swanks to prioritize investing in the outdoor space. Mom sees all the possibilities that even a small investment in outdoor space can bring. Such as "I can escape from my kids!", "I can throw my kids outside with less guilt so I can have the house to myself!" or "Dinner al fresco means less cleaning up after my kids!" No, it's not just about avoidance; mom truly sees outdoor as an extension of the home. While she dreams of an upgrade or an addition, don't overlook small purchases as well. A new decorative lantern can feel like instant Shangri-La. Which set of rooms is she least excited about? Basement, laundry room and garage. Go figure. It's hard to achieve nirvana with the wafting scent of dirty gym socks or axle grease.

COMPARED TO SWANKS

MOMS ARE:



↑ **71%** more likely to SAY "I'VE GOT THIS"



↑ **70%** more likely to HAVE COMPLETED AN OUTDOOR RENOVATION



↑ **15%** more likely to BE CONCERNED ABOUT AIR QUALITY IN THE HOME



↑ **27%** more passionate ABOUT USING THE OUTDOOR SPACE TO RELAX AND RECHARGE



↑ **28%** more likely to VIEW THEIR OUTDOOR SPACE AS A PRIORITY



↑ **28%** more excited ABOUT THE HOMEBUYING PROCESS



↑ **15%** more interested in INCORPORATING EXERCISE INTO HER HOME



↑ **37%** more excited ABOUT ENTERTAINING IN THE OUTDOOR SPACE



↑ **93%** more interested in REDECORATING THE BEDROOM

FOUR THINGS EVERY MARKETER SHOULD KEEP IN MIND

1. Mom seeks velocity. You will win if you help her believe that your brand or product can help take her game to the next level. Don't just tell her she'll be more effective; give her the sense that you can be her personal turbo engine. It's not just about helping her be more efficient, faster or better; it's about recognizing her strengths and helping elevate her own performance.

2. Embrace her confidence and amplify it. Be the mirror to her swagger; you give her credit, and she'll give you her loyalty.

3. And please, do we even have to mention the pitfalls of marketing stereotypes? No, we didn't think so; you're beyond all that. You'd never put her in a minivan, on a soccer-field sideline or show her gleefully chatting about magnetic docking kitchen faucets with her girlfriends over delicious nonfat yogurt, would you?

4. Yes, women and men — particularly moms — take in information differently. While both moms and dads value performance, their proof points may differ. Moms want to explore the possibilities that a new purchase will bring: how a brand or product will shift her reality into something more inspiring. Dads tend to want pure performance proof, techs and specs. Neither is wrong, just different. Understand and embrace the difference.

Want to talk about this more? Reach out to Shaun Stripling to see how *Frank About Women* can help your brand better connect with today's homeowners.