

New Millennium, New Moms

A recent report commissioned by Inforum, a professional women's alliance in Michigan, highlights the ways in which being a mother has evolved as today's women find creative ways to balance career, life, and family. Terry Barclay, Inforum president and CEO states; 'This report confirms the growing power and influence that moms have'. The report's findings include that today's working wife brings home 42% of the family income, and that four out of ten mothers are the primary breadwinners in their families. Mom's make dinner 3.5 nights a week, go out 1.2 times a week, and bring home a prepared meal 1.3 times a week. Finally, 43% of women using the internet seek advice from blogs and other social media outlets.

Study: Women navigate motherhood differently than in the past

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She is taking care of business at home and on the job.

She is savvy about caring for herself and her family -- even if it sometimes gets overwhelming.

She taps the Internet for information and resources to lighten her load, ease her mind and share her burdens.

Increasingly, she not only controls the purse strings, she's putting a bigger share in the purse.

She's "the New Mom," according to a recent report by Waterford-based Sphere Trending, compiled for Inforum, a professional women's alliance in Michigan.

It's the second in a series of reports commissioned by the alliance to examine the status of women in 2010.

"This report confirms the growing power and influence that moms have," says Terry Barclay, Inforum president and CEO. "It's starting to reach a point that they're such a critical mass that employers are going to have to help families balance work and family.

"It used to be moms were the sole carriers of that banner. This gives us a chance to reframe the challenges as challenges of parents, not just women's issues."

Employers attempting to attract top talent, many of whom are women, must recognize that more workers come with a different mind-set -- a mind-set that says I don't want to choose between a career and a family and I'm not going to kill myself to achieve work-family balance, Barclay says.

According to the report, America is increasingly becoming a more matriarchal society.

"As the economy shifts from a manufacturing economy -- depending on muscle -- to more service and creative industries, the jobs are changing," says Susan Yashinsky, vice president for marketing for Sphere Trending. "At the same time, more women are becoming much more educated and more of a force in the economy."

Job growth will be greatest in those fields dominated by women, particularly the service industry, while declining in the manufacturing fields dominated by men, Yashinsky says.

The report compiles data from diverse research and trend information, Yashinsky says.

For the report, Sphere looked at the status of mothers in categories ranging from Prime Timers (senior citizens) to Zoomers -- baby boomers zooming through life -- to Generation Now (women usually living in the moment, capturing life on iPhones, iPads and iTunes).

Meet three women who fit the New Mom mold -- Andrea Steinkamp, a 33-year-old mother of two sons; Sue Makki, 44, a divorced mother of teenage twins who's also helping care for an ailing father, and Connie Smith, 30, a mother who's the primary breadwinner for her family.

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