



733 West McDowell Road
Phoenix, AZ 85007
602-258-LANE (5263)
www.eblane.com

E. B. LANE

Memorable ideas at work

Media Contact:

Melanie McBride

Vice President, Director of Public Relations

Tel: 480-862-9094

E: MMcBride@EBLane.com

Study Reveals Moms' Seismic Shift in Values Results in Significant Impact on the Economy Now and Generations to Come

Middle Class Moms & the Recession - E. B. Lane says America is going back to the basics of family and experiences

PHOENIX, (June 2009) – This is not the first recession that has taken place in America, and it will not be the last. Nonetheless, if the cycle of recovery repeats itself, the most lasting benefit from the pain is a watershed shift of consumer attitudes. For this purpose, Phoenix-based marketing agency, E.B. Lane conducted an in-depth study and is publishing the market-changing results in a white paper, *Middle-Class Moms & the Recession*. See: <http://tinyurl.com/mommkt>

Women primarily are responsible for either making or influencing 85 percent of all purchasing decisions in the United States. The white paper, being released nationwide, explores the fundamental shift of values with this key demographic through a five-week social exploratory sampling of moms located in Braintree, Massachusetts and Denver, Colorado.

In the midst of this recalibration, a lucrative and influential audience segment – middle-class moms, are enthusiastically rightsizing their lives – and feeling great about it. This seismic shift is creating new opportunities for marketers and retailers of all products and services, if they realize that this reset of values is about getting back to the basics and embracing those things that matter most; experiences and people.

“As experts in consumer spending, we sensed significant changes in values all across the country. A shift in values will always result in a change of consumer attitudes and spending,” said Beau Lane, CEO, E.B. Lane. “The magnitude of this recession will not only change our spending practices temporarily until the economy turns around, this will reset our principles of monetary value for years to come.”

E.B. Lane retained research and brand consultancy, SenseTruth, headquartered in Seattle, Washington. Income, occupation and education were categorical factors considered, as were number of children, wage earners and the need for childcare. While these women came from a wide range of family units, all had one or more child living at home.

The results of the social exploratory reveals that the recession has impacted the various facets of her life in different ways, depending on her family self, work self, social self, public self and material self. Nonetheless, one overriding theme present with all facets of her life is her heightened focus and recommitment to experiences and family.

Middle-Class Moms & the Recession uncovers and explores insights that would be determined leading indicators of the massive impact the recession has had on the economy now, and as conditions improve. The following themes are a thumbnail view of insights revealed in *Middle-Class Moms & the Recession*.

<u>What's Out</u>	<u>What's In</u>
Disposable lives	Sustainable lives
Accumulating things	Accumulating experiences
Immediate satisfaction	Planning ahead
Eating out	Cooking at home
Neiman Marcus	Thrift stores
SUVs	Bikes
Casino's	Board games
Personal Trainers	Walking the Dog
Practicality	Frugality
Charge cards	Coupons

About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive and public relations agencies, with annual capitalized billings of more than \$65 million. We have decades of proven research practices, yet continually seek the most current and effective techniques for an ever-changing consumer environment.

With this in mind, E.B. Lane partnered with [SenseTruth](#) based on our standard to conduct research methodology that unearths emotional truths far beyond insights that surface from traditional methods of staged focus groups. It is not enough for us to merely gather statistics; we conduct psychological evaluation that reveals emotions far beyond the surface.

Built on a strong foundation of consumer marketing experience with national brands, such as Walmart, Washington Post subsidiary, Cable One, and the Arizona Super Bowl, E.B. Lane is an agency team of seasoned marketing experts who are proud to share insights from *Middle-Class Moms & the Recession*.

About SenseTruth

[SenseTruth](#) specializes in qualitative and observational research designed to unearth those aspects of belief and behavior that are most true. We're experienced in all forms of qualitative research and chances are, we'll recommend a mix of approaches. This makes things more interesting, tackles the problem from various angles, and gives you more opportunities to find the most powerful truths.

E.B. Lane, Advertising, Interactive and Public Relations

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Tel: 602-258-5263

Website : www.EBLane.com

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