

## **FOR IMMEDIATE RELEASE**

**8 March, 2013**

### **Study reveals 1 in 10 British mothers are ‘Alpha Mums’ who strive to have it all**

Nearly one in 10 (9.3%) British mothers can be classified as ‘Alpha Mums’, according to a YouGov SixthSense report released just before Mother’s Day on Sunday.

The market intelligence report found that Alpha Mums have an above average drive ‘to succeed in every aspect’ of their life (32% versus 25% of all mothers), and are more career focused than other working mothers; 43% of Alpha Mums (versus 27% of all working mothers) say ‘my work is a career not just a job’.

#### **Great expectations**

Just over half (51%) of Alpha Mums (versus 46% of all mothers) agree with the statement ‘my priority in life is to make sure my children achieve’. Nearly eight in 10 (78%) say their children do at least one activity outside school/nursery (versus 69% of mothers whose children attend out-of-school/nursery activities), with over a quarter (27%) reporting that their kids take part in three activities or more.

Far more Alpha Mums (70%) with children aged 11+ expect their children to do schoolwork in their free time, versus 57% of all mothers with children of this age.

#### **Life – not just as a mum**

Alpha Mums are significantly more likely than other mothers to watch what they eat, to exercise regularly and to say ‘I make sure I always look good’. Over a quarter (27% versus 21% of all mothers) of Alpha Mums say they make sure they ‘always look good’. A third of Alpha Mums (33%) exercise regularly, compared to only a quarter (25%) of other mothers.

They are generally more likely than other mothers to socialise, which links with the fact that over a third (34%) say they have enough money to spend whatever they want on their own leisure pursuits, versus only 13% of all mothers.

#### **Alpha Mums’ weak spot?**

While the assumption may be that having an immaculate home is part of being an Alpha Mum, they are the most likely to claim they never have time to clean.

Over half (52% versus 47% of all mothers) disagree that ‘it is important to me that my home looks immaculate’. Just over a quarter (26%) of Alpha Mums say they spend a good deal of time thinking about how their home looks, compared to 32% of other mothers, while 56% (versus 49% of other mothers) agree ‘I never have time to clean’.

Commenting on the report findings, YouGov SixthSense Research Director James McCoy said: “From excelling in their careers, to rearing high-achieving children, the type of mothers we call ‘Alpha Mums’ are characterised by a drive to do it all. However, regardless of their drive there is only so much time in the day, and this study reveals that one area where Alpha Mums have decided to spend less time is keeping up with housework. Modern British mothers need to set priorities, and for some maintaining a pristine house is not one of them.”

**- ENDS-**

**Notes to editors:**

Results are based on a survey commissioned by YouGov SixthSense among its online panel, drawing on a sample of 2,020 women aged 16+ who are responsible for children aged 0-18.

For the purposes of this report a sub-group of Alpha Mums was created based on working status, discretionary spend and type of employment. This equated to approaching one in ten of all women who are responsible for children aged 0-18. For comparison purposes, two other groups were defined – Waged Mums and Stay-at-Home Mums.

YouGov SixthSense defines an Alpha Mum as follows: Mother of at least one child under 18, in full- or part-time employment or self-employed, and with monthly household discretionary income of £500 or more.

Fieldwork was undertaken 21-29 December, 2012. The survey was carried out online. All figures, unless otherwise stated, are from YouGov Plc.

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**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

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