

Pain & Passion of Modern Families



Dinnertime Sucks

Dinnertime is the #1 pain point for parents.

Mealtime is not what it used to be.

- A meal last 18 minutes.
- 80% of families don't know what they are having for dinner by 4 p.m.
- 1 in 5 meals are eaten in the car.



Nutrition is Confusing

The #1 concern for parents is childhood obesity.

Childhood obesity is on the rise.

- In 1980, there were zero childhood cases of the condition.
 - In 2010, there were 57,636.
 - Childhood obesity has tripled in the past 30 years.
- 20% of kids 6-11 are obese.



Scheduling is a Chore

Scheduling is difficult not only in volume, but also with all the different formats calendars come in.

Family life has evolved

- 52% of all millennial births are to unmarried women.
- 73% of moms are in the workforce.
- 50% of all women will live in a step-family at some point in their life.

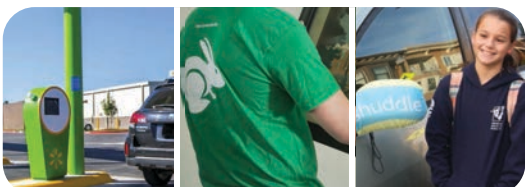


Going at it Alone

Families are moving away from their extended families and are looking for ways to help build their village.

Families outsource in different ways.

- Low-Mid income families will barter with each other.
- Mid-High income families will use paid services.



Life On-the-Go

Outside of home and work, American families spend most of their time in the car.

