

THE TRUTH ABOUT MOM SHAMING

Beech-Nut® knows moms deal with a lot of labels in their day-to-day lives, and not just at the grocery store.



82% of moms are aware of mom shaming as an issue



Nearly **70%** of moms think that the issue of mom judging and shaming has gotten worse

Nearly **80%** of moms say they have been judged or shamed by **someone they know**



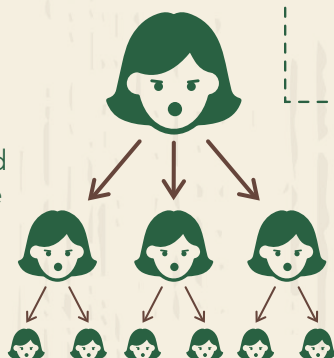
Online or through social media is the most common place moms witness mom shaming and among the most common places they experience it



Mom shaming is so prevalent online that **more than half** of moms have hesitated to post on social media



60% of moms admit to judging another mom, and moms who have experienced shaming or judging are more likely to shame or judge another mom



Nearly **70%** of moms wish they'd received more support as a new mom



We encourage moms to **#ShowMomsLove** and celebrate the one label we all love – “mom.”

METHODOLOGY

This data was derived from a 2017 survey commissioned by Beech-Nut® comprised of 1,000 U.S. millennial moms with at least one child age 5 years or younger.