

*Millennial moms*  
are more likely than  
**BOOMER MOMS**  
to value career success



**72%**  
Millennials



**55%**  
Boomers

**BOOMER MOMS**  
are more likely than  
*Millennial moms*  
to say success =  
well-adjusted kids



**98%**  
Boomers



**89%**  
Millennials

Source: Ketchum Breadwinner PhiMOMenon Study

