

# The Power of the PANK®

## Engaging New Digital Influencers

PANKs, or Professional Aunts No Kids, are women who have a special bond with a child who is not their own. They could be aunts, godmothers, cousins, neighbors or moms' friends. What makes them a PANK is the strength of their relationship with a child.

Weber Shandwick partnered with Savvy Auntie® and KRC Research to survey North American PANKs and confirmed that they are a highly appealing demographic for marketers because of their dynamic influence and digitally-connected lifestyle in the marketplace.



### PANKs are a sizable segment of the population

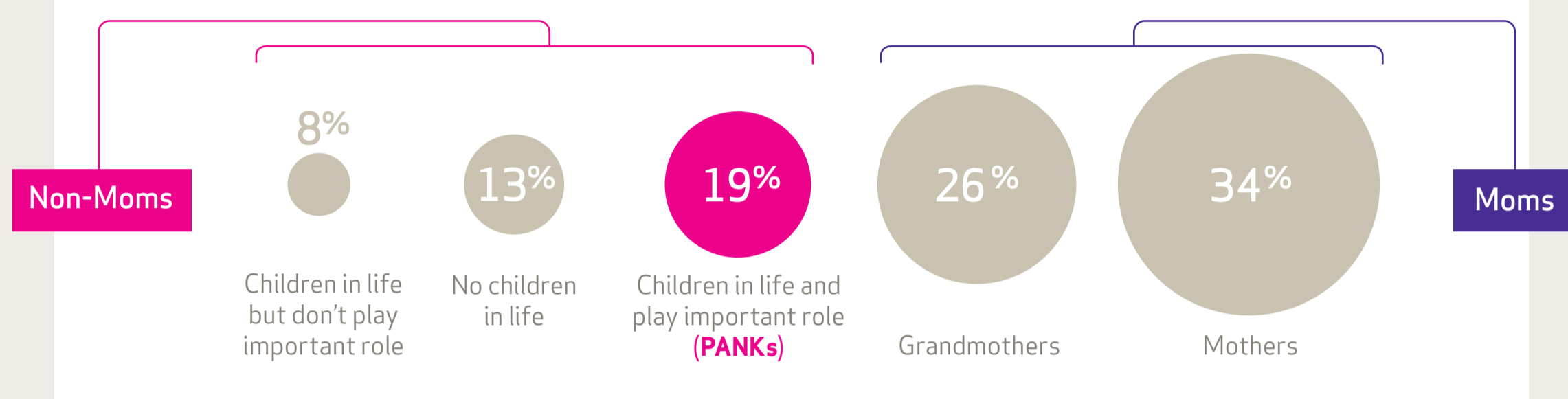


**1 in 5**  
women is a PANK,  
according to our study

that's

**23 million**  
Americans

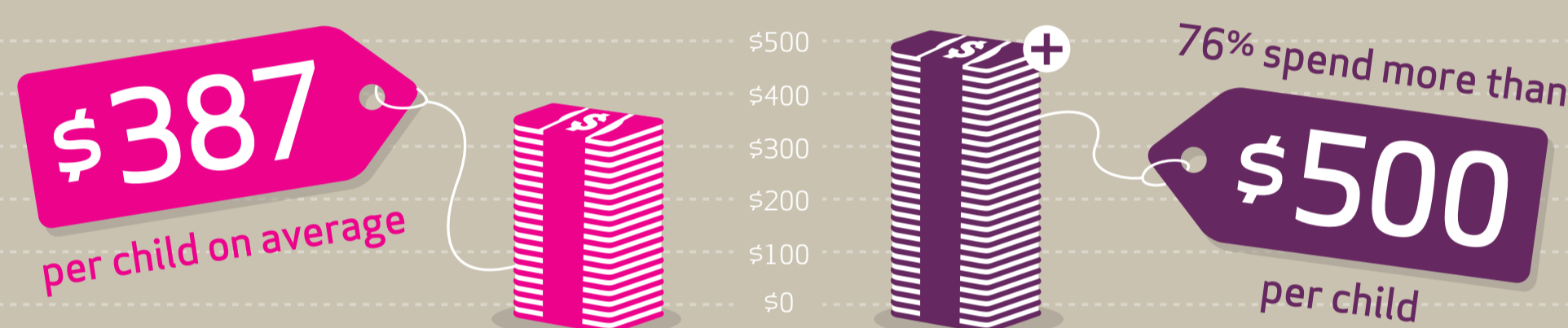
1 = 1 mil



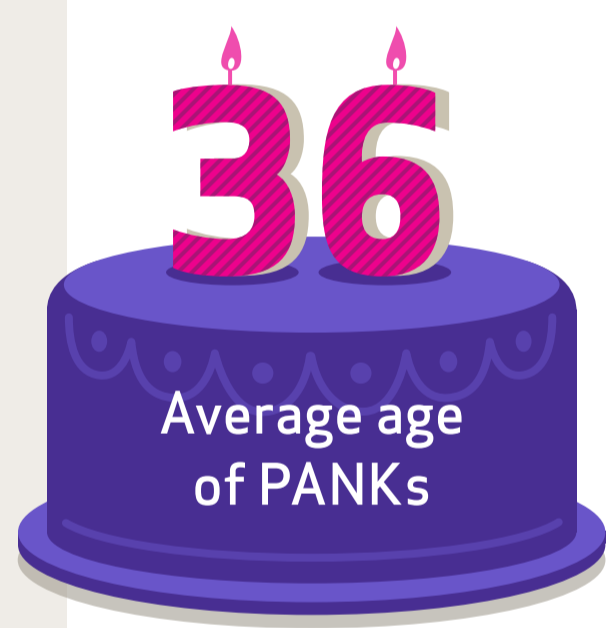
### PANKs spend money on kids and assist kids' parents financially

**\$9,000,000,000**

Annual PANK spending on children estimate (that's \$9 billion)

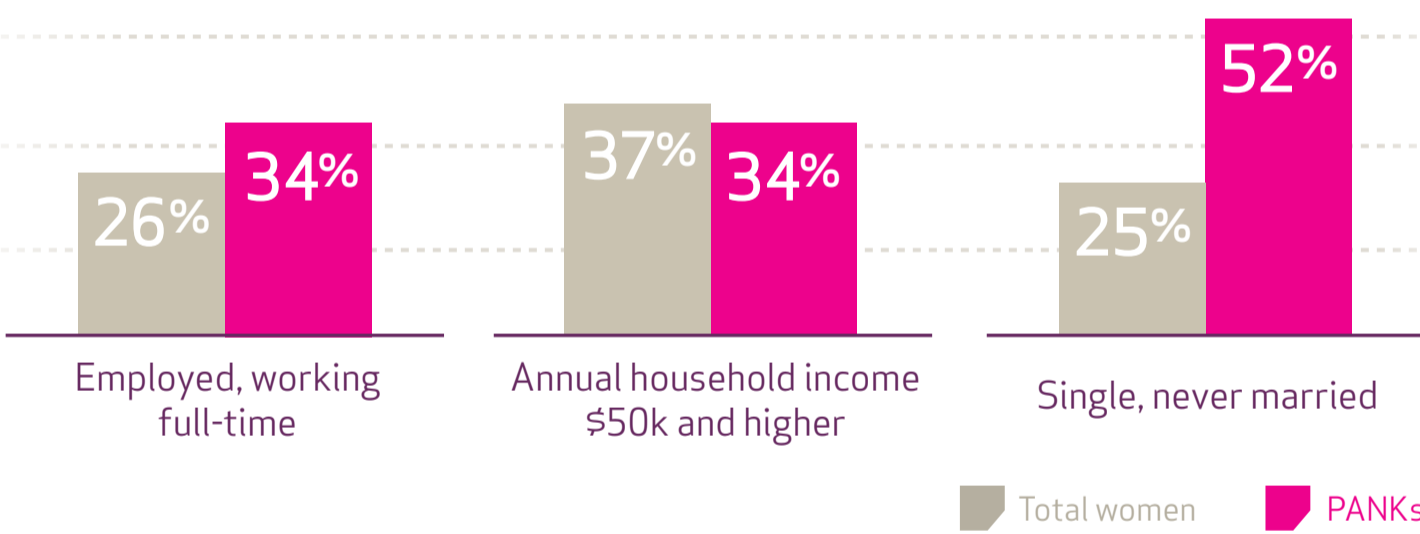


### PANKs are an attractive lifestyle demographic

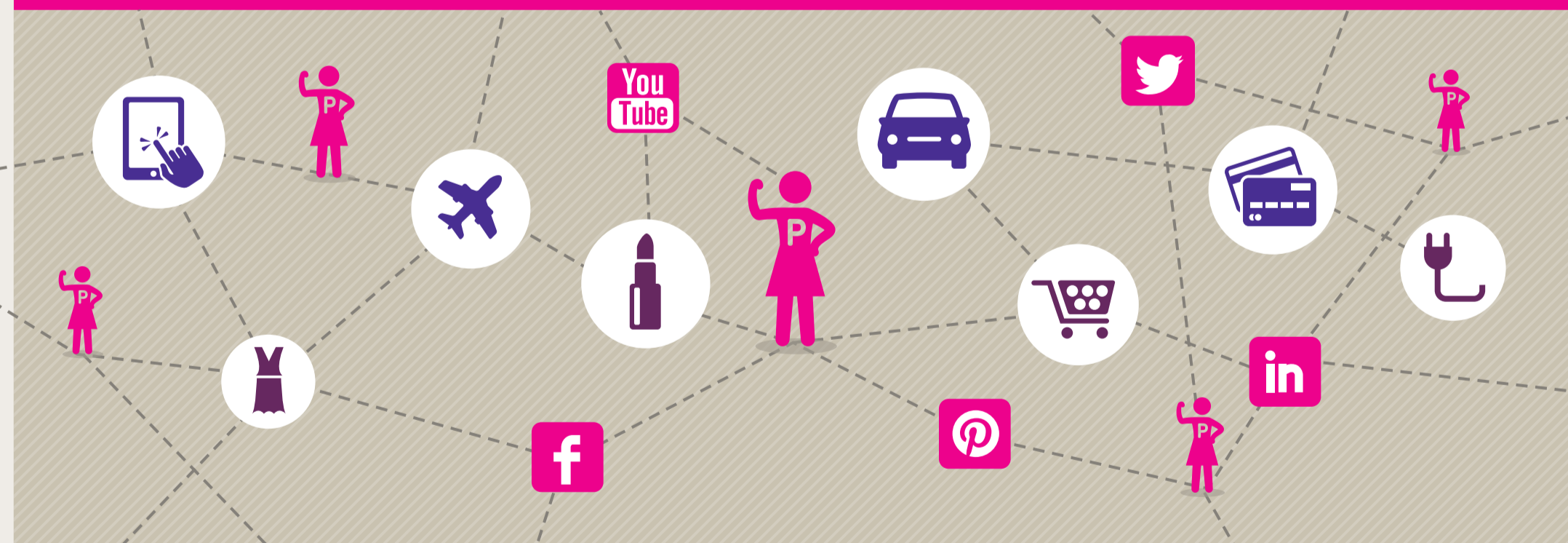


vs. 46 years  
for women overall

PANKs have a higher rate of full-time employment than the average woman and an annual household income that matches that of the average woman.



### PANKs are avid info-sharers



### PANKs are well-connected (and connect well)

While PANKs are no more likely to be on social media than the average woman, they do have more accounts and nearly 200 more connections – driven by Facebook friends and YouTube channel subscribers – and spend slightly more time per week using social networks.

**2.8**  
Number of social media  
accounts/profiles  
vs. 2.2 for women overall

**1,784**  
Social network connections  
vs. 1,595 for women overall

For more information, please contact:

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