

# Moms and Media 2012



# Methodology Overview

- In February 2012, Arbitron and Edison Research conducted a national telephone survey (landline and cell phone) of 2,020 people aged 12 and older
- The sample yielded 299 Moms
- “Mom” is defined as a woman having a child under 18 living in her household
- This study is from the Infinite Dial series which dates back to 1998

# Today's Moms are mobile, complex consumers

Moms remain the most targeted demographic in advertising and marketing

She is not your average consumer: her busy lifestyle dictates how she shops, communicates and interacts.



# Today's Moms rely on technology

Mom is on the go and seeks technology that can keep up with her



She is much too dynamic and tech-savvy for “old school” marketing approaches

# Today's Moms are social and responsive

Moms today want an experience; she wants to know she is understood by those trying to appeal to her



Advertisers and marketers are creating new ways to reach Moms through social media, blogs and online panels.

# Moms and Media 2012

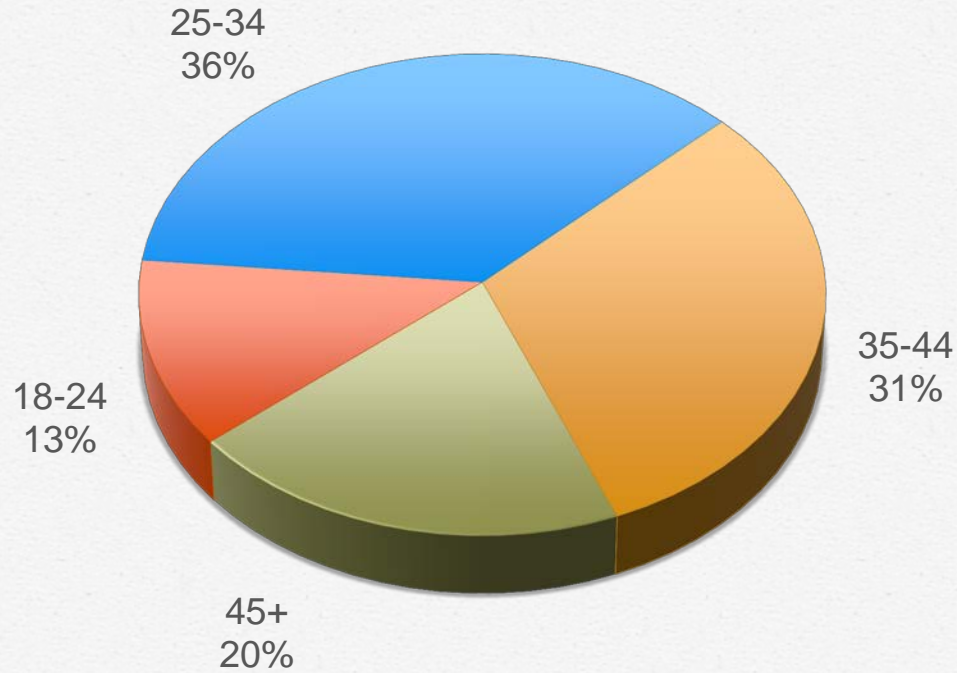
---

Themes that emerged from Moms and Media this year:

- Internet is essential and increasingly mobile with Moms
- Social networking, specifically Facebook, is solid and thriving
- Moms are curious about 'Daily Deals' websites and services
- Smartphones are becoming a necessity
- Traditional and modern media continue to blend in "The Motherhood"

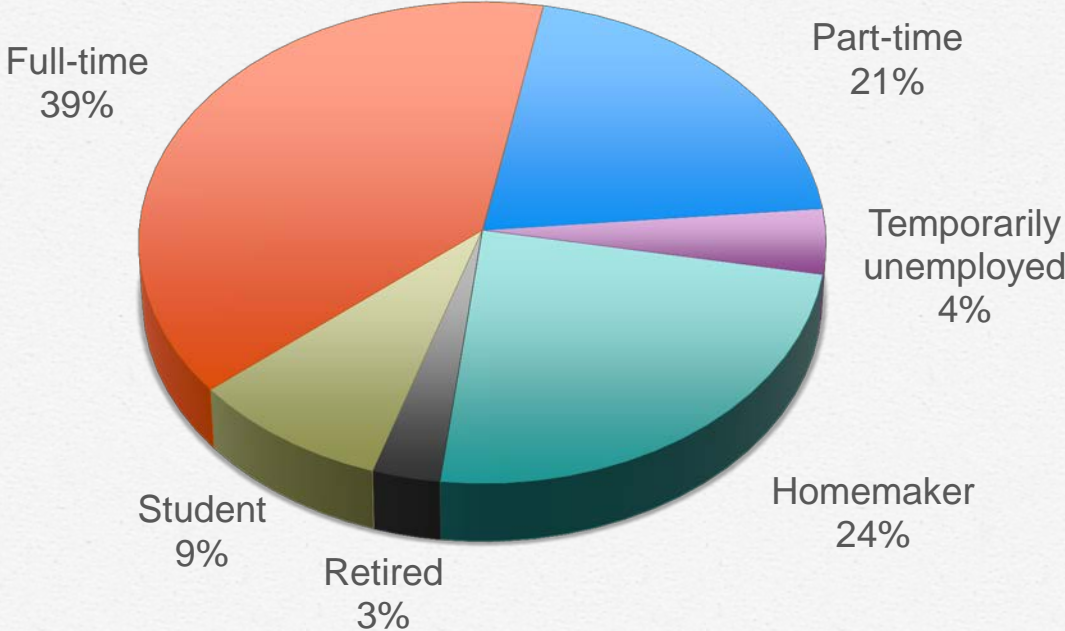
# About half of Moms are over 35

Age:



# Most Moms are employed

Employment status:





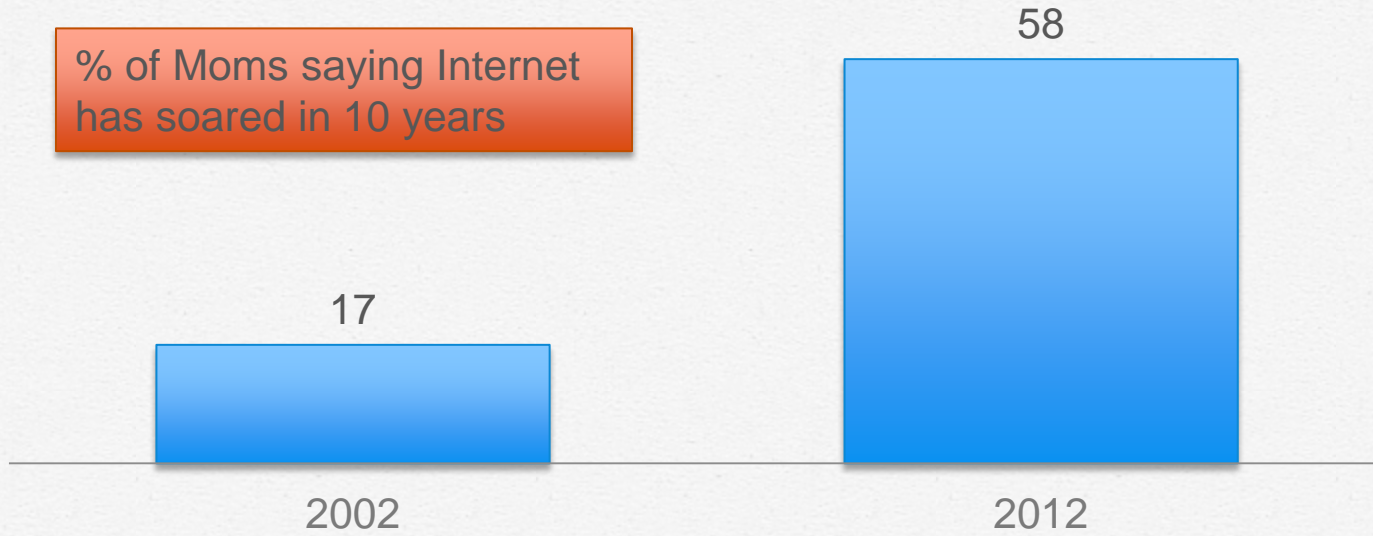
# Moms Are Connected

# Just about all Moms are online



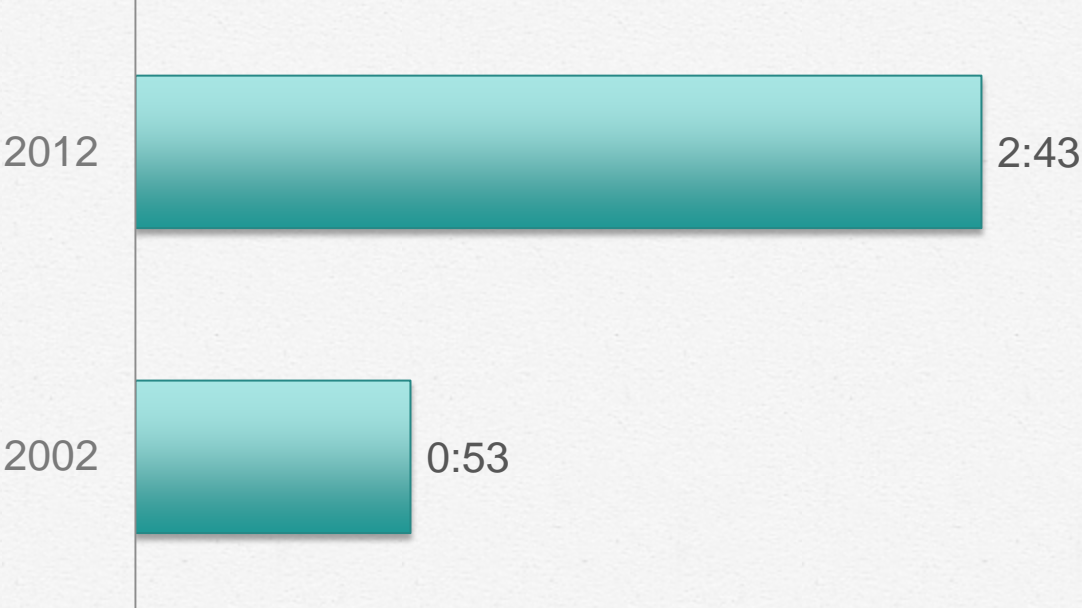
# Over a decade, Internet has become 'Most Essential' to Mom

*“Among the Internet, Newspapers, Radio and Television, which ONE is most essential to your life?”*



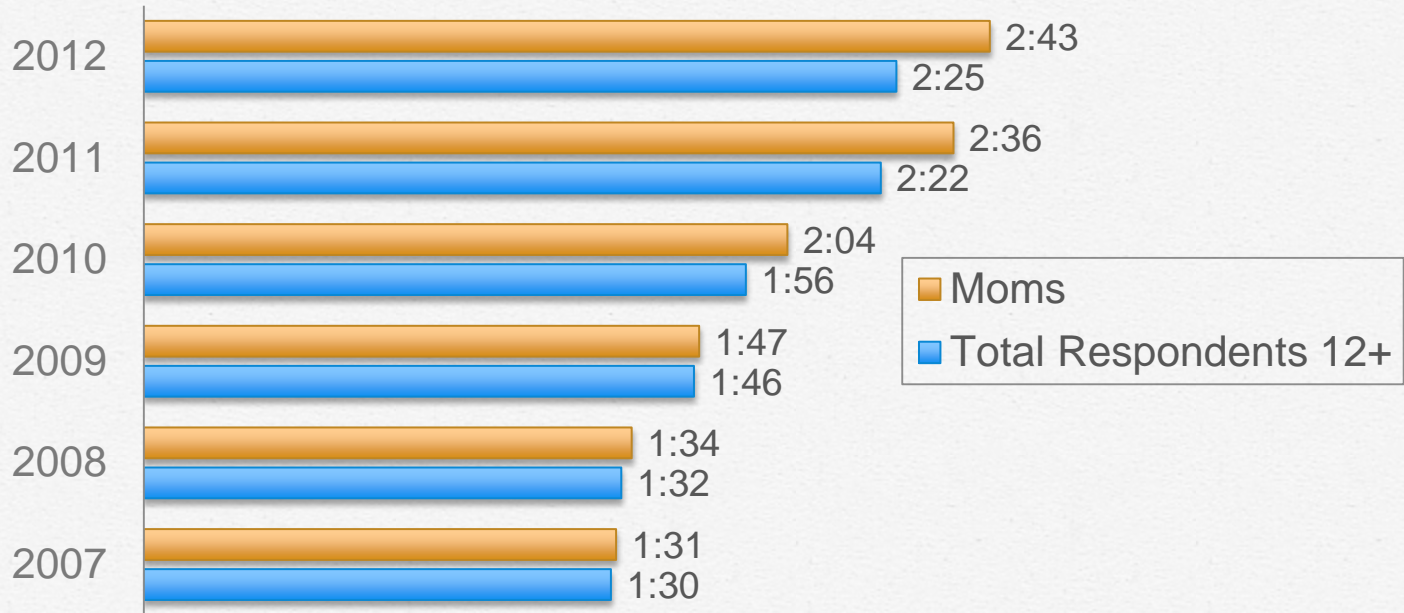
# Internet now takes a lot more of Moms' time

Self-reported hours spent with Internet in the last 24 hours (HH:MM)



# Moms are outpacing others 12+ with time spent online

Self-reported hours spent with Internet in the last 24 hours (HH:MM)



# Since 2002, Moms are spending about an hour more with media per day

Self-reported time spent with Internet, television, radio and newspapers in the last 24 hours (HH:MM)

2002

7:33

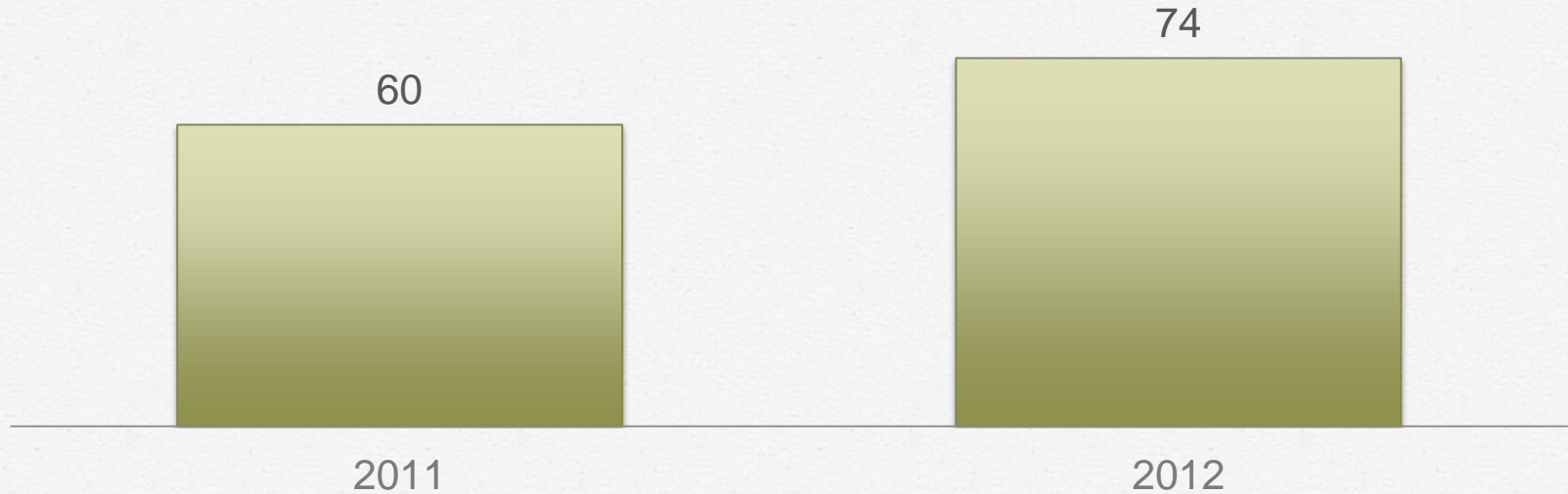


2012

8:26

# Wi-Fi at home surges with Mom

% of Moms with Wi-Fi network in household



# Moms connect online at home using many devices

*“How many total devices are connected to the Internet in your home?”*

percent

On average, Moms have about 4 devices connected





# Tablets are gaining momentum with Moms

Moms

22%



Total  
Respondents 12+

16%

# Moms Are Even More Social

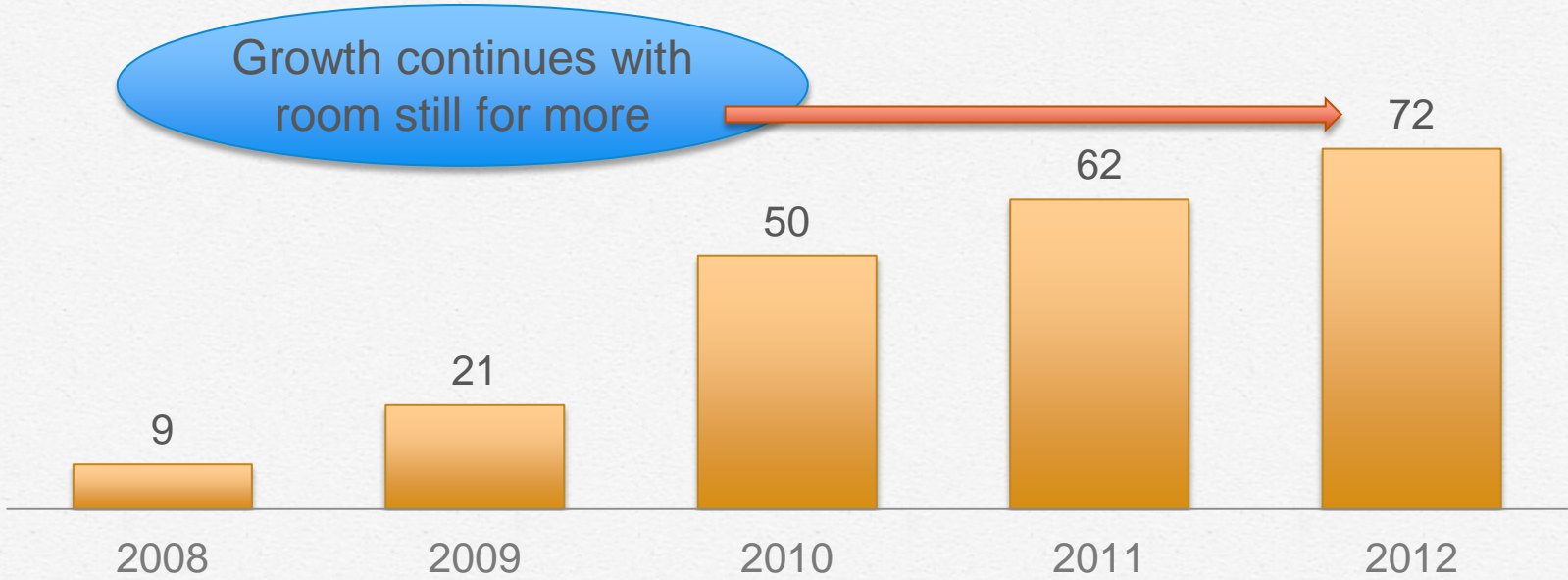
# Facebook is common language to Moms

**94%**  
Percentage of  
Moms who have  
heard of Facebook



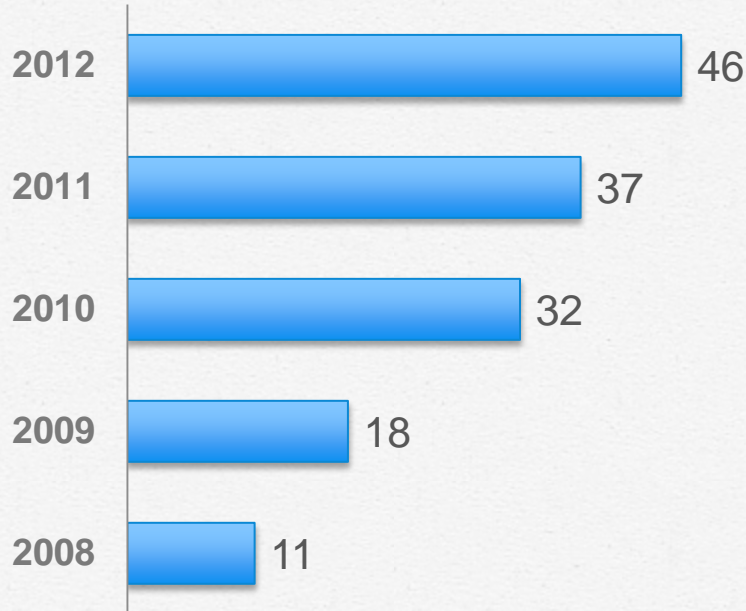
# Moms have a high profile on Facebook

% of Moms who have a profile page on Facebook



# Moms are not ready to kick the social networking habit

% of Moms using social networking websites **several times** per day

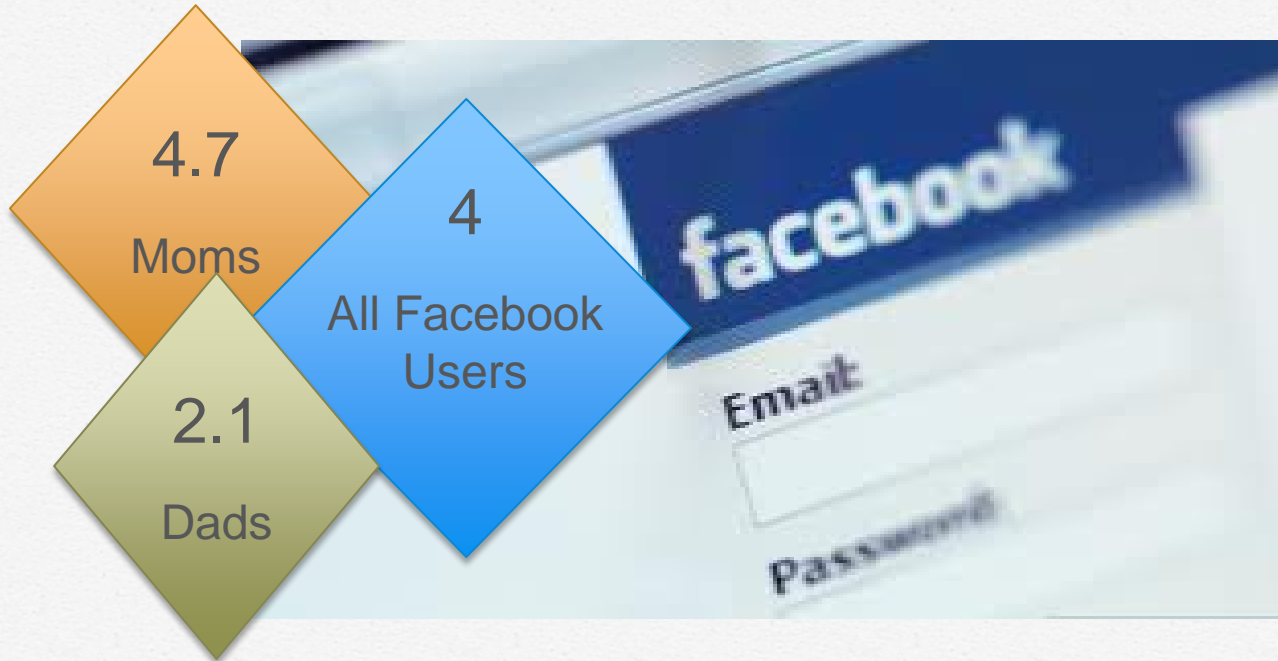


Smartphones allow for access any time and many times

Base: Moms with a profile page on a social networking site

# Moms are checking Facebook the most

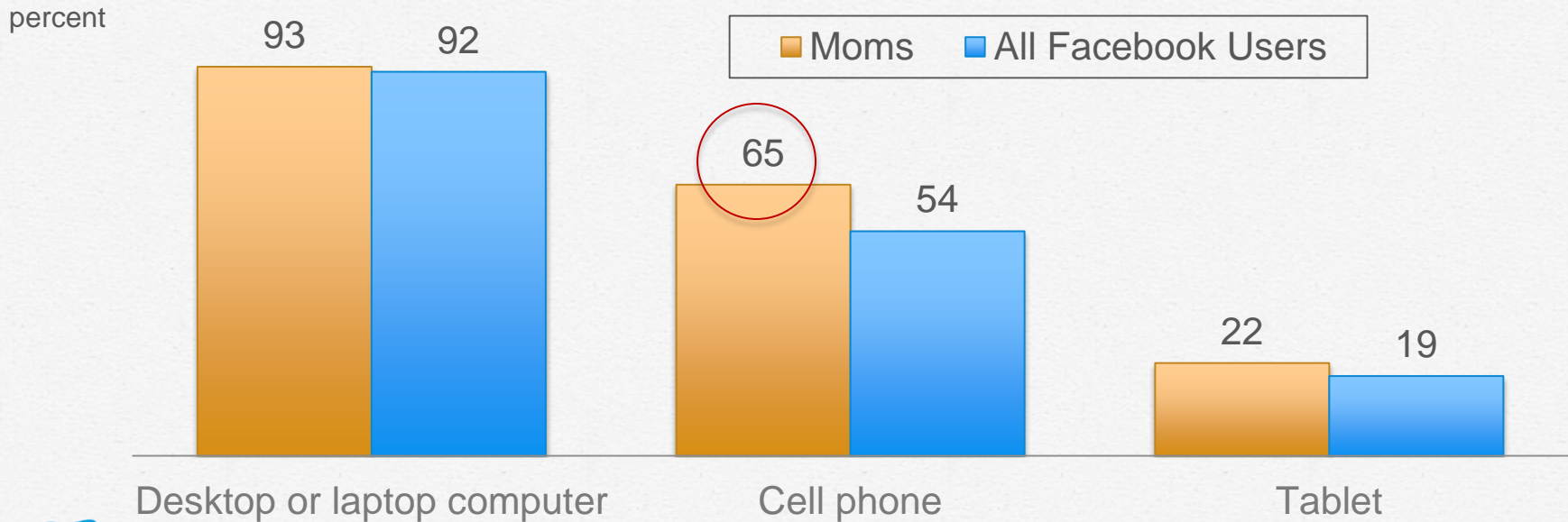
Average number of times checking Facebook in 24 hours



*Base: Those with a profile page on Facebook*

# Moms are more likely to access Facebook via cell phone

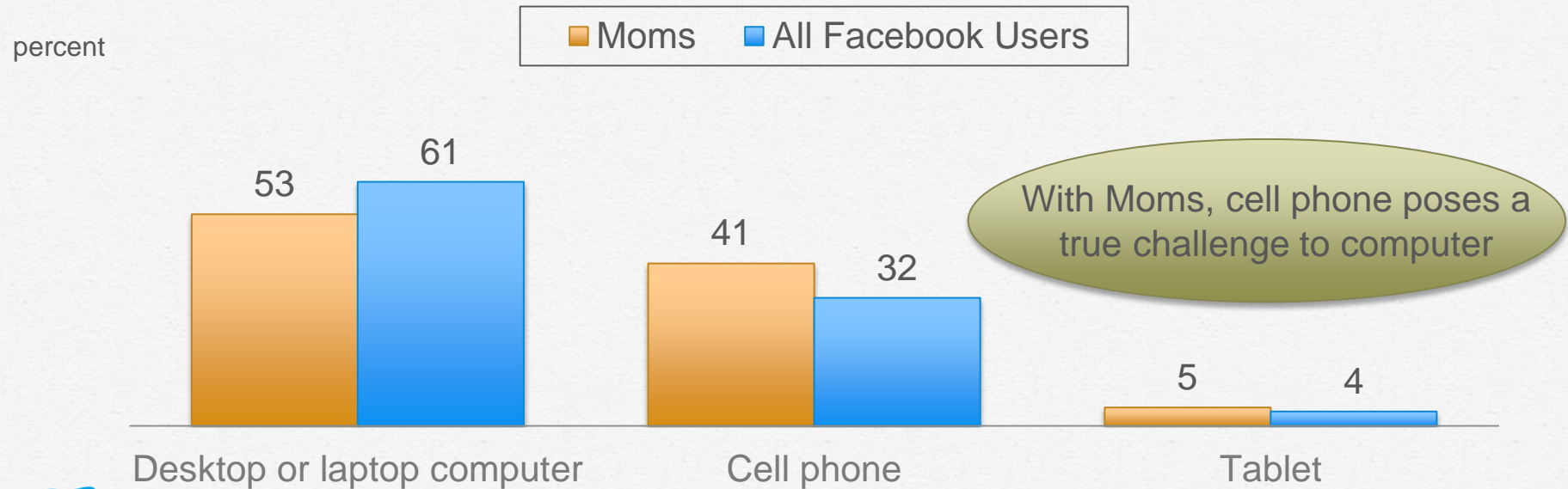
“Which of the following ways do you *ever* access Facebook?”



Base: Those with a profile page on Facebook

# With Moms, cell phones are closing in on computers for accessing Facebook most

“Which one way do you access Facebook *most*?”



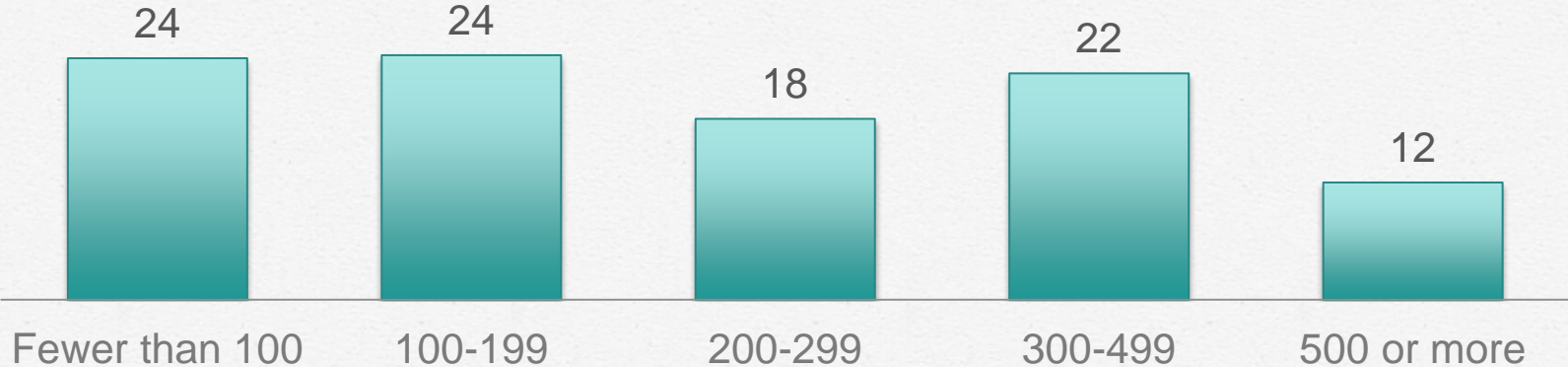


# Moms make friends on Facebook

“Approximately how many Facebook friends do you have?”

percent

On average, Moms have 255 Facebook friends



# Teenage kids are friends too

**77%**

The percentage  
of Moms who  
are Facebook  
friends with  
their children

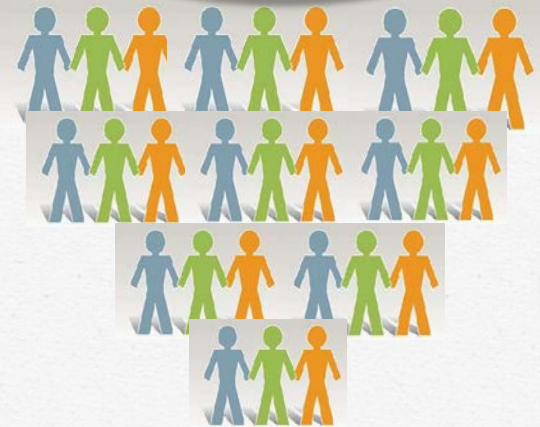


*Base: Facebook Moms with children aged 12 -17*

# Dads have more friends on Facebook

263  
Average number  
of Facebook  
friends for Dads

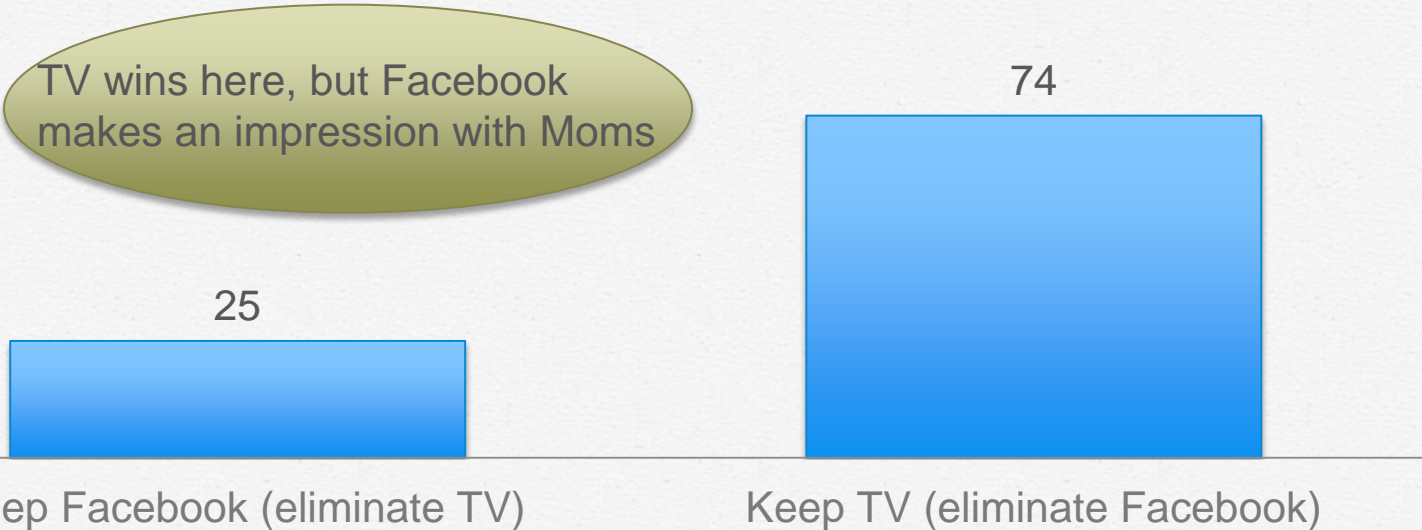
255  
Average number  
of Facebook  
friends for Moms



# One-quarter of Facebook Moms would choose Facebook over TV

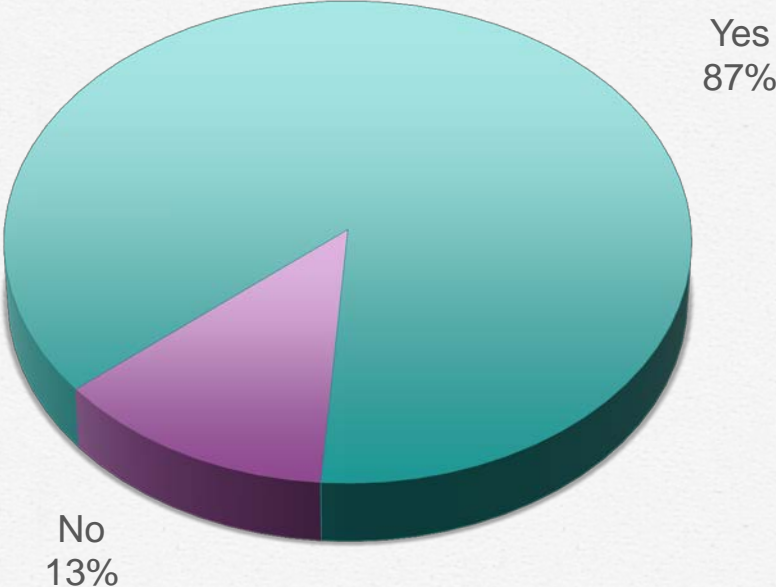
*“Suppose you could never watch television again or you could never use Facebook again. Which would you be more willing to eliminate from your life?”*

percent

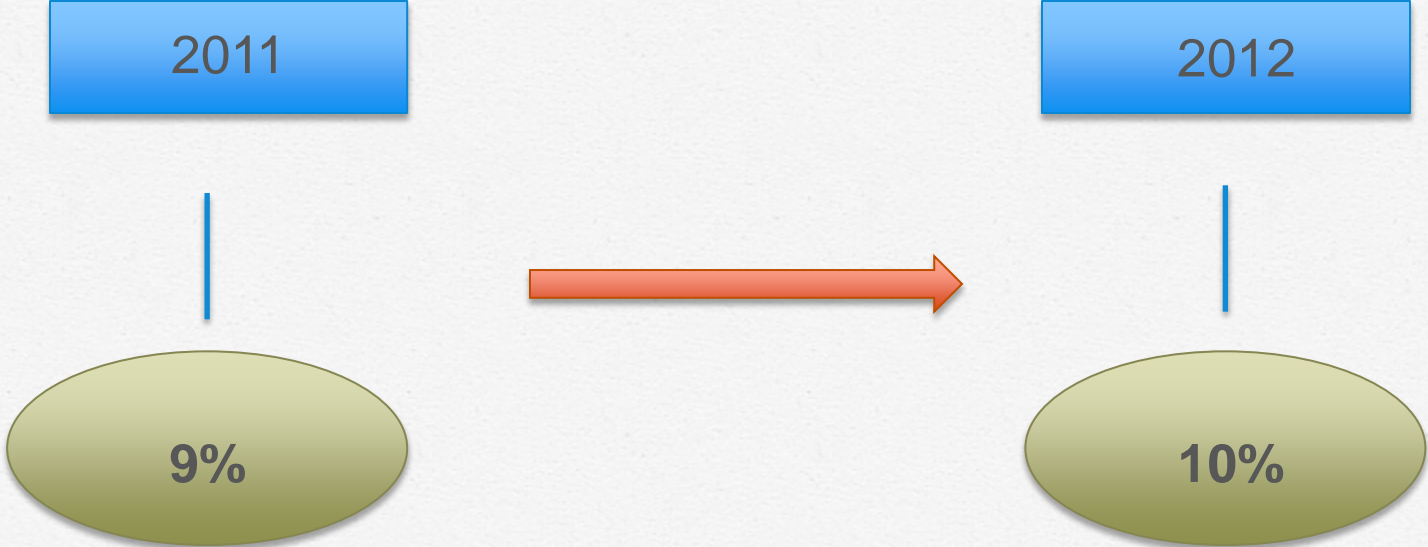


# Moms are aware of Twitter

% of Moms who have heard of Twitter



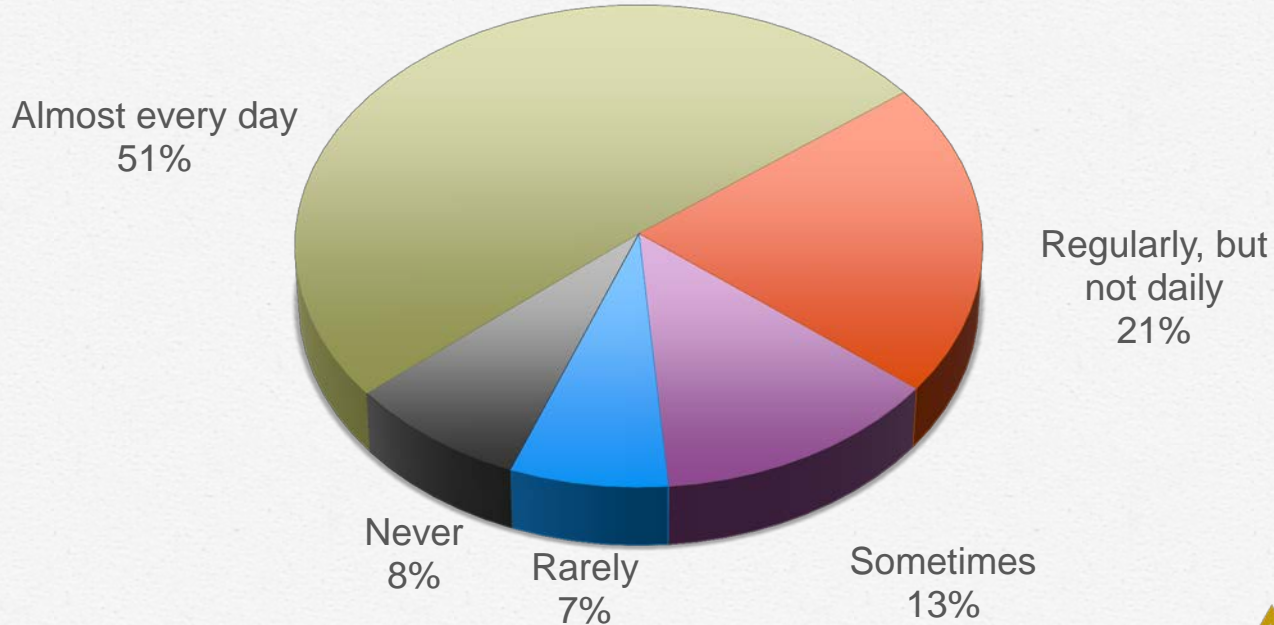
# Moms still don't Tweet in 2012



The percentage of Moms who ever use Twitter

# Moms hear about Tweets but still don't engage

*“How often do you hear about Twitter feeds - commonly called Tweets - through traditional media outlets such as TV, radio, newspapers or websites other than Twitter?”*



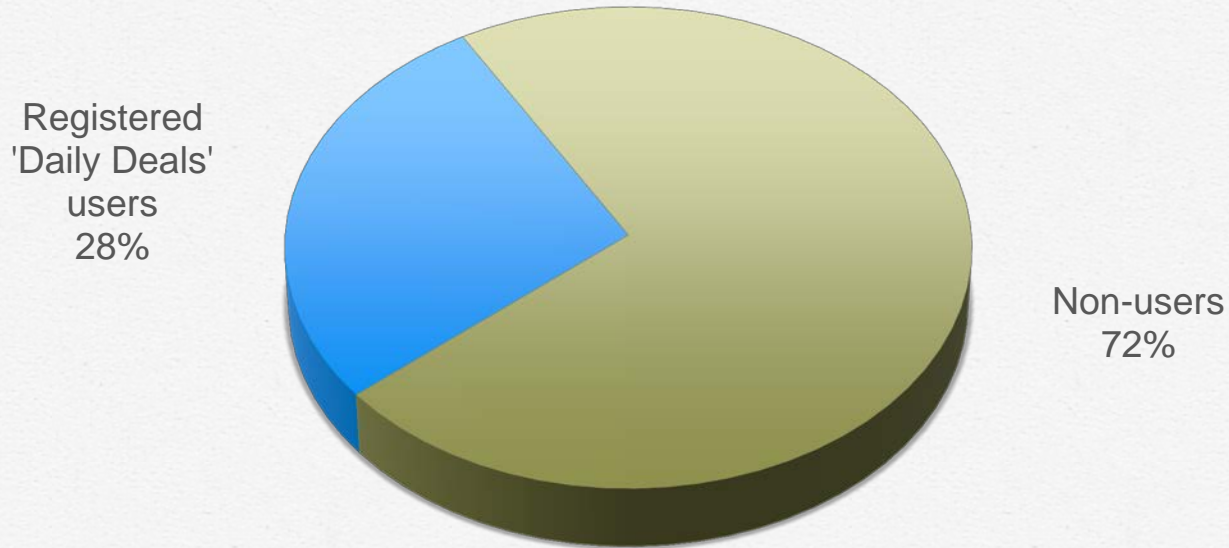
Base: Moms who have heard of Twitter

# A New Kind of Deal



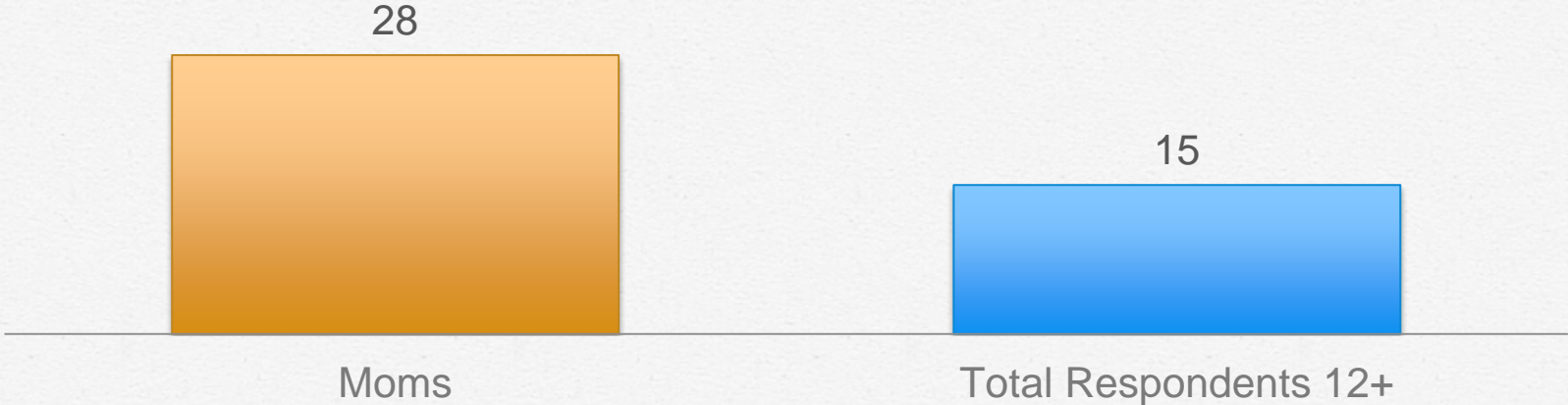
# More than one-quarter of Moms use 'Daily Deals'

% of Moms who are registered 'Daily Deals' users



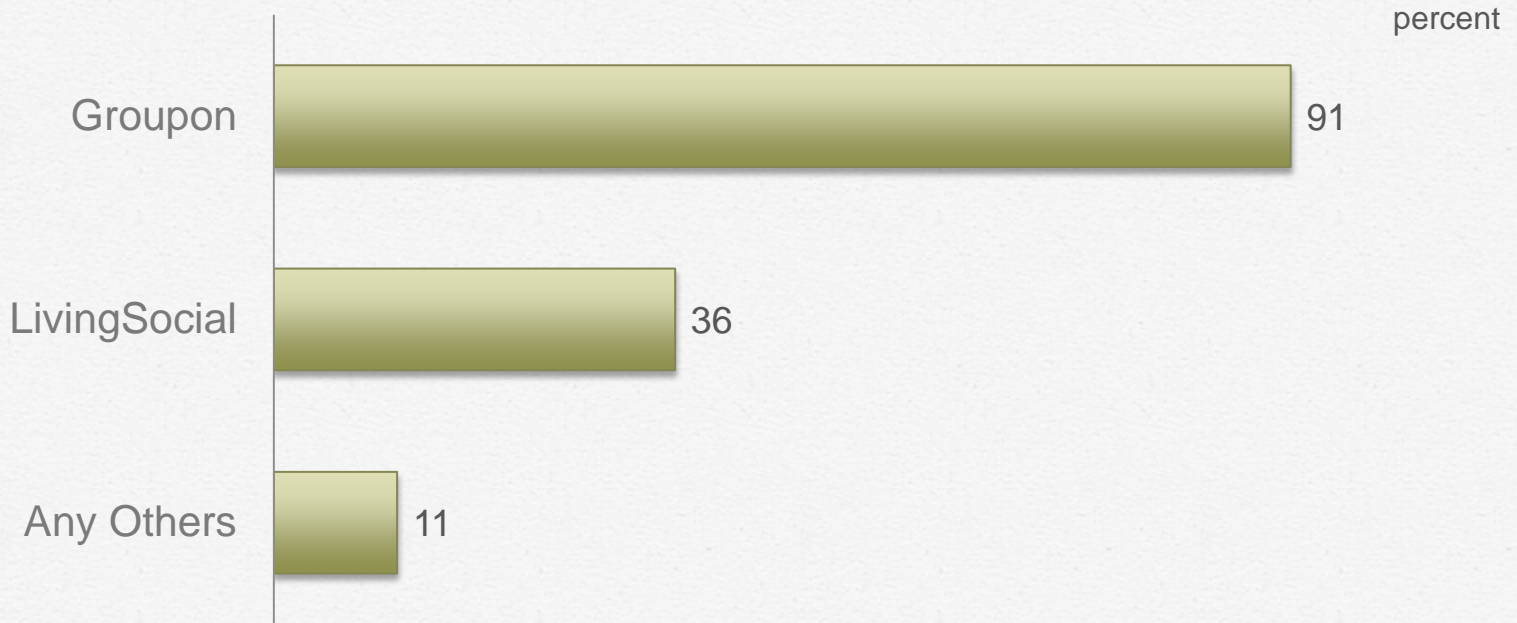
# Moms have discovered 'Daily Deals' faster than the total 12+

% who are registered 'Daily Deals' users



# Groupon is *the* 'Daily Deal' for Moms

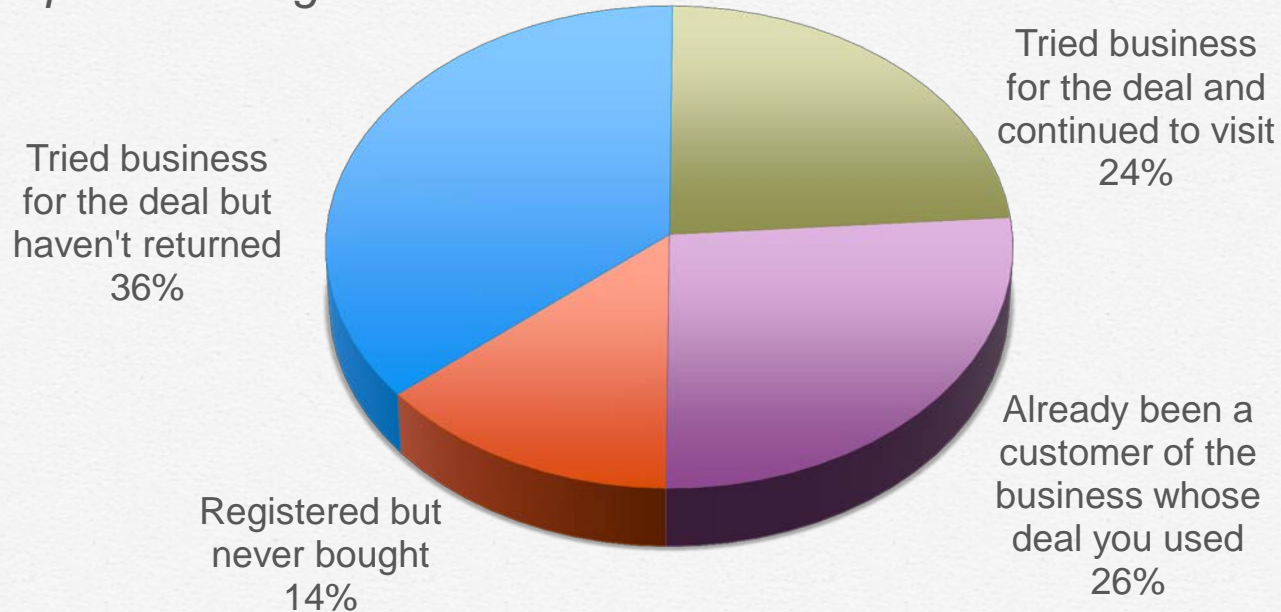
*"Which daily deals services are you registered with?"*



*Base: Moms who are registered users of a daily deals site*

# One-third of Moms came for the deal but didn't return

*“Which best describes your experience with ‘daily deals’ services such as Groupon or Living Social?”*



*Base: Moms who are registered users of a daily deals site*

# Moms Are Mobile

# Moms are accessible by cell phone

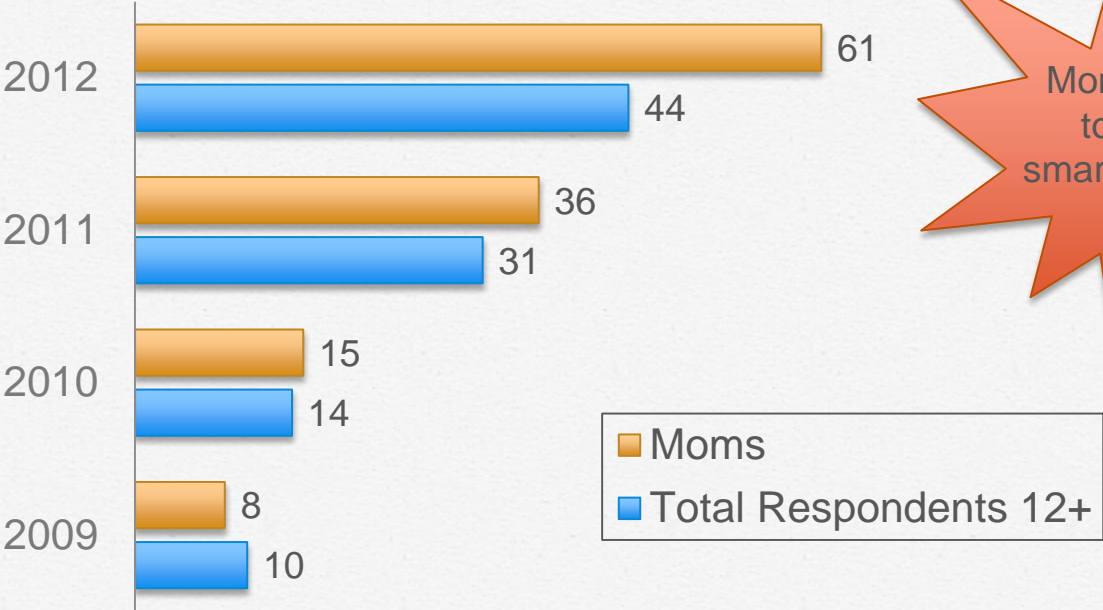


**92%**  
Percentage of Moms  
who own a cell phone



# Smartphones reign supreme with Moms

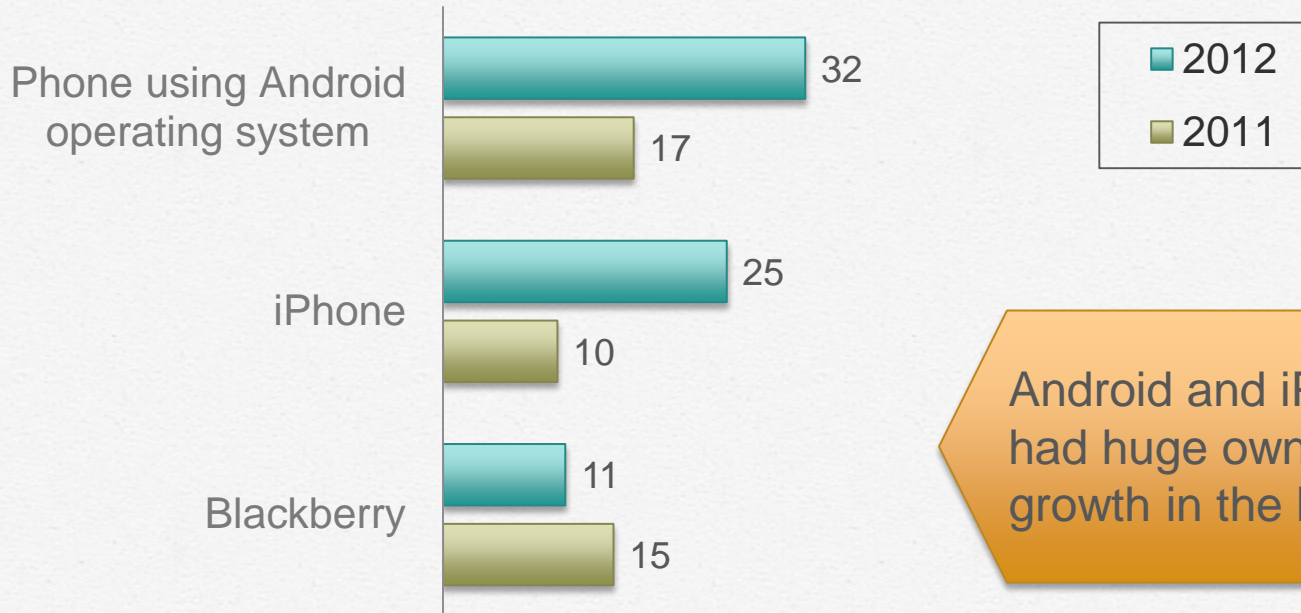
% who own a smartphone



Moms continue to grow the smartphone boom

# Android and iPhone score big gains in ownership with Moms

% of Moms who own each type of smartphone



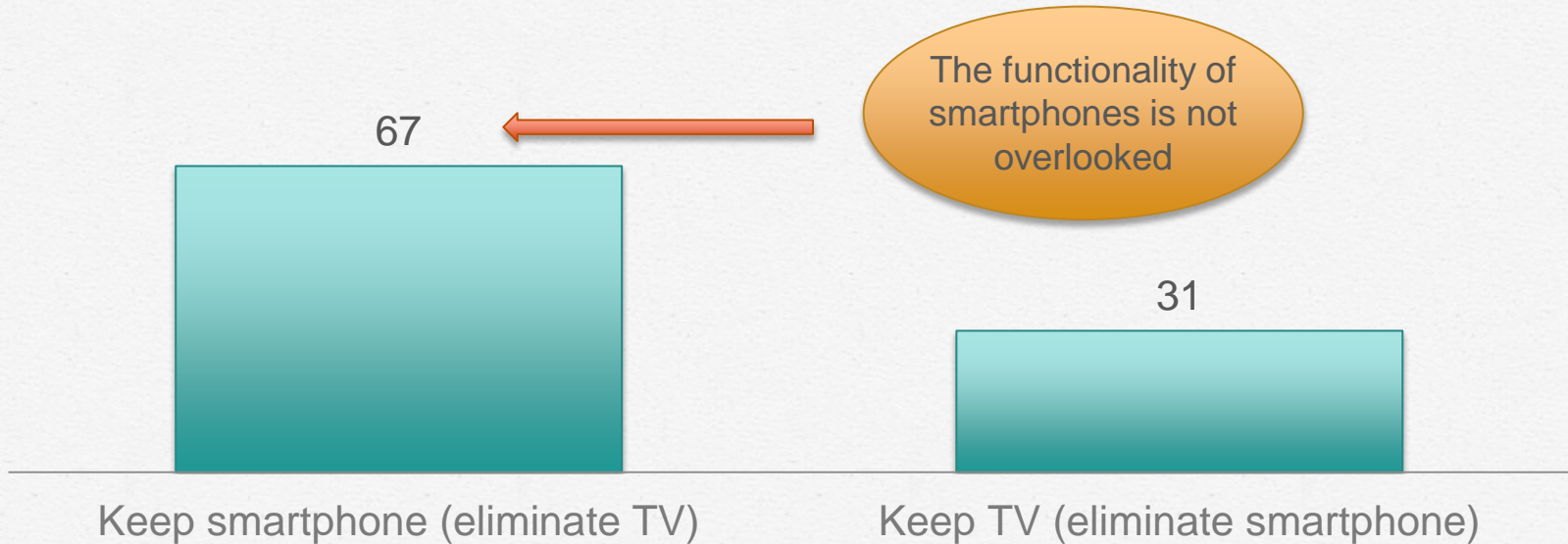
Android and iPhone had huge ownership growth in the last year



# Moms won't part with the smartphone; not even for TV

*“Suppose you could never watch television again or you could never use your smartphone again. Which would you be more willing to eliminate from your life?”*

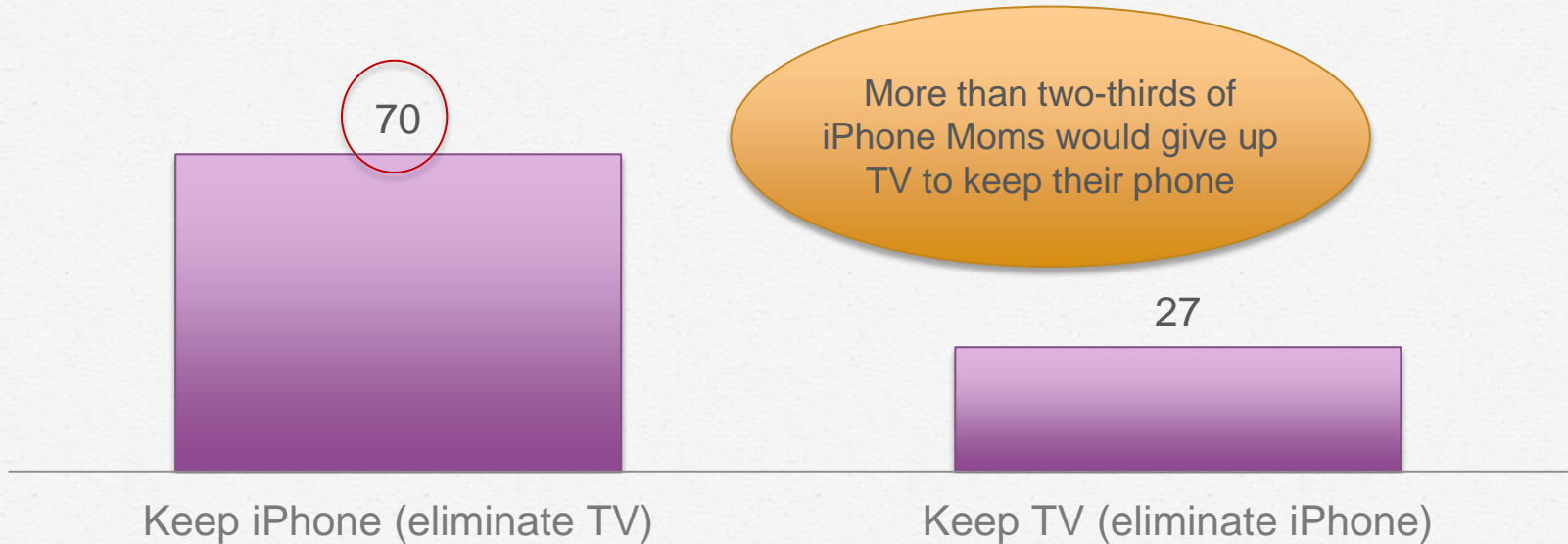
percent



# iPhone has even more loyalty over TV with Moms than non-iPhone smartphones

*“Suppose you could never watch television again or you could never use your iPhone again. Which would you be more willing to eliminate from your life?”*

percent



Keep iPhone (eliminate TV)

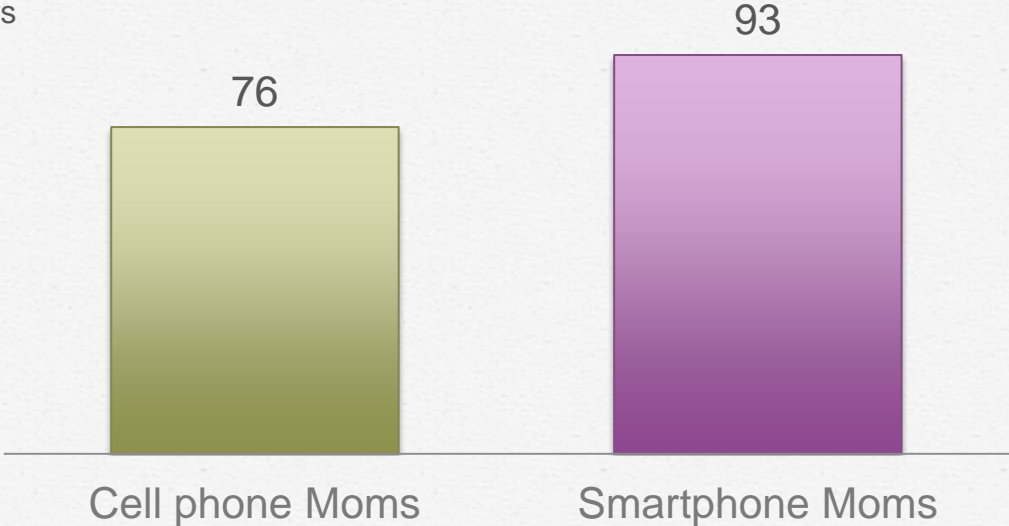
Keep TV (eliminate iPhone)

Base: Moms who own an iPhone

# Most Moms say cell phone is always close by

*“How often is your cell phone with you or nearby, when it is within arm’s length?”*

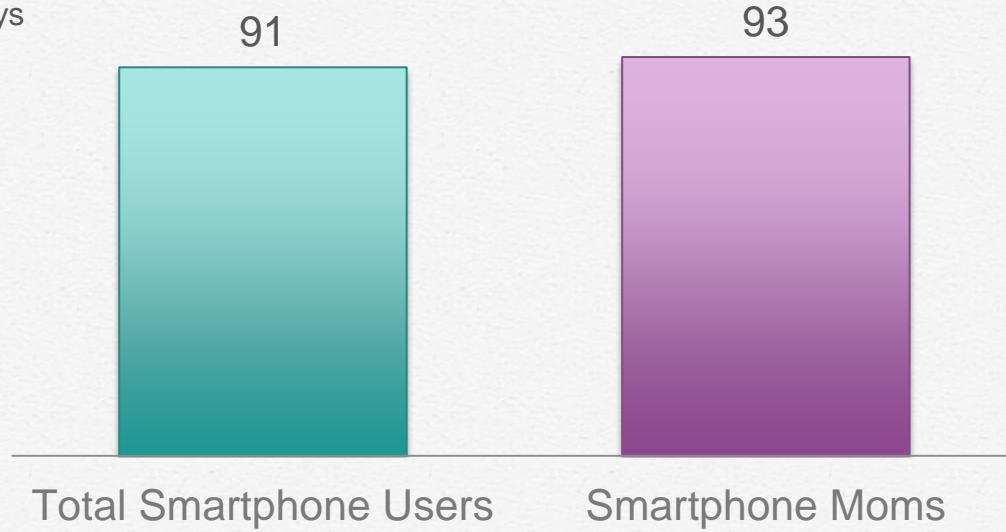
Percent saying Always or Most of the time



# Smartphone Moms match 12+ Smartphone users for keeping the phone nearby

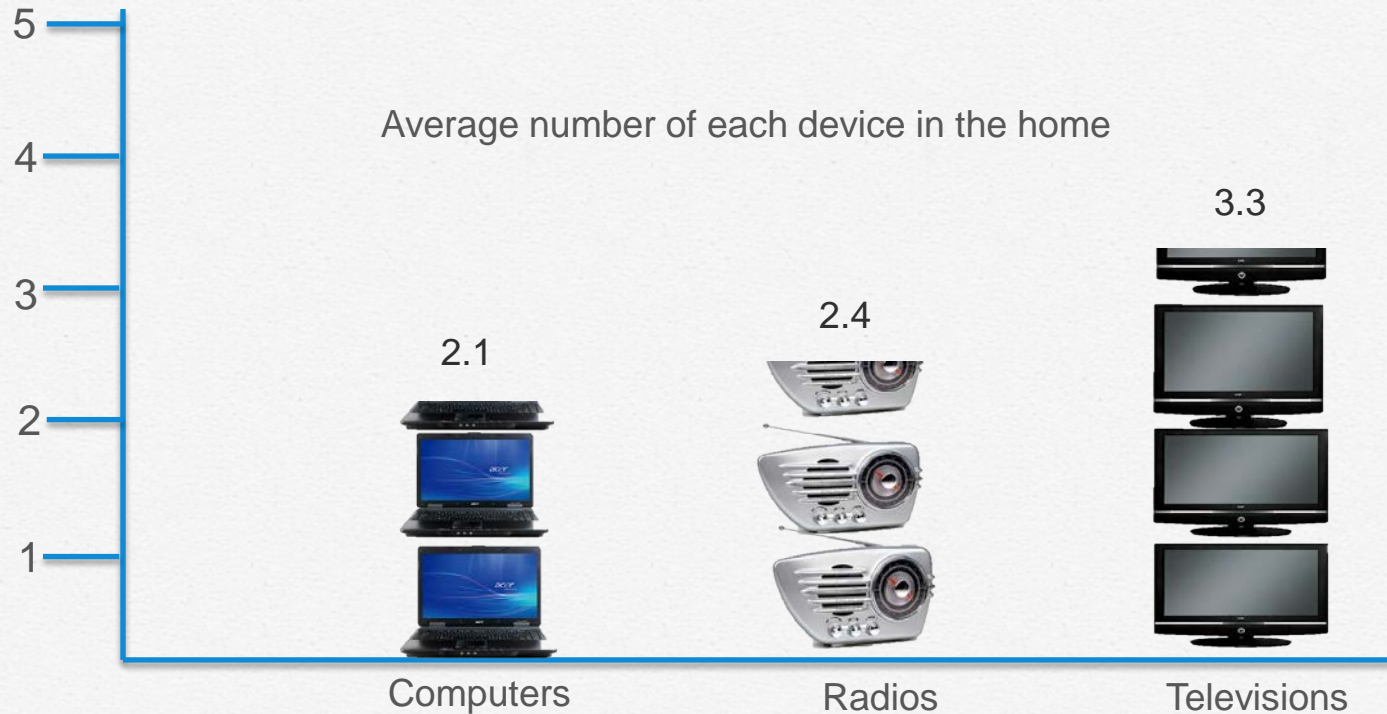
*“How often is your cell phone with you or nearby, when it is within arm’s length?”*

Percent saying Always  
or Most of the time



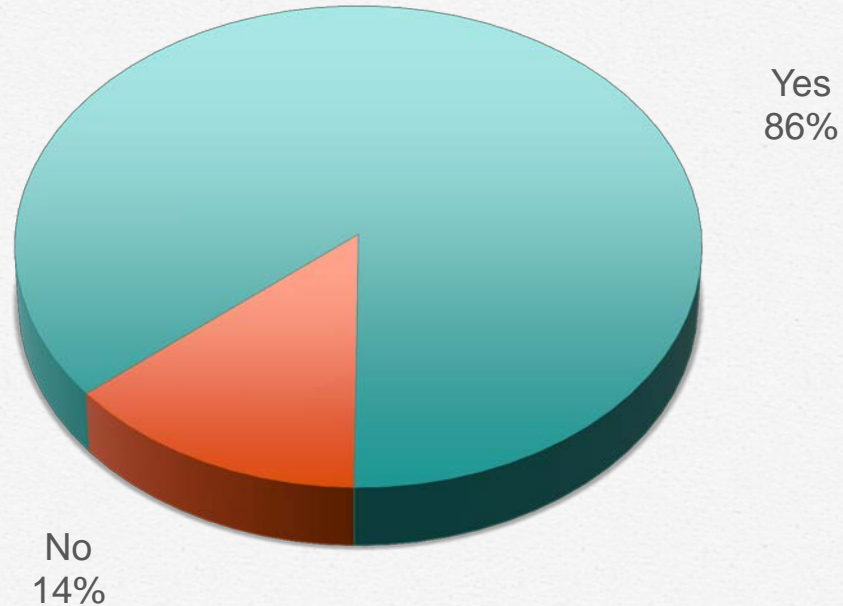
# Moms blend traditional and modern media habits

# With Moms, TV gets more real estate at home



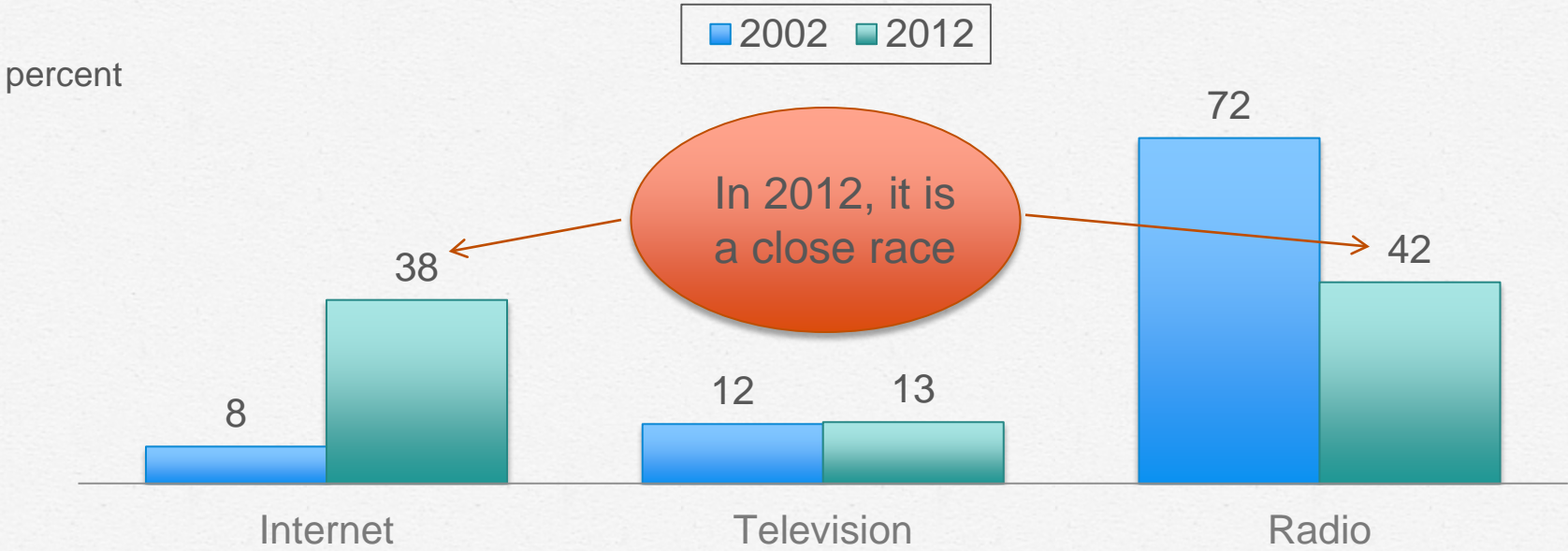
# The majority of Moms listen to AM/FM radio

*“Have you listened to any AM or FM radio stations in the last week?”*



# Moms still choose radio for new music, but Internet is gaining

*“Which do you turn to first to learn about new music?”*

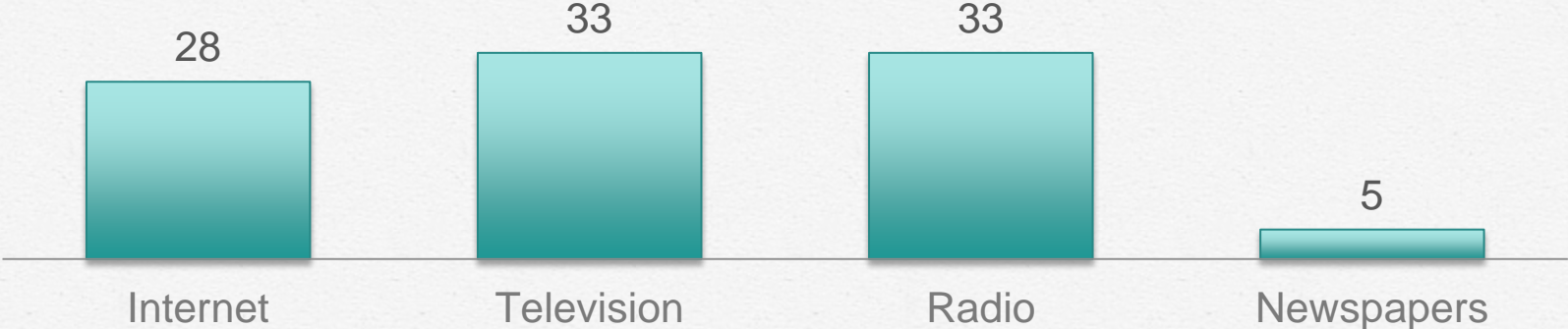




# In the AM, Moms choose media they can multi-task with

*“Which are you most likely to use first thing in the morning?”*

percent



# Moms listen to the radio at work



**45%**

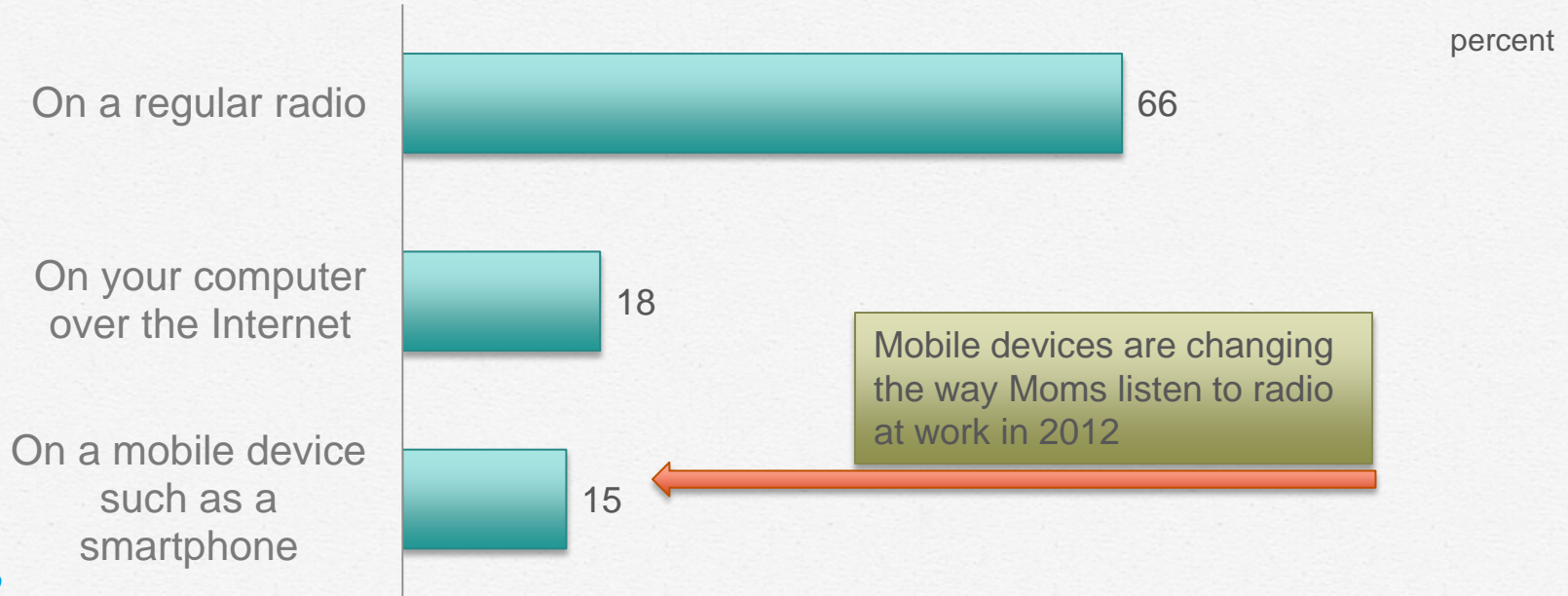
**Percentage of  
Moms who  
listen to the  
radio while at  
work**



*Base: Moms who are employed full or part time*

# Smartphones are making a mark on at-work listening

“Thinking about *how* you listen to the radio while at work, do you most often listen to radio stations...”



Base: Moms who listen to the radio while at work

# Moms like them Apples



**51%**

Percentage of Moms who  
own an Apple iPod, iPhone  
or iPad

# Moms are watching YouTube

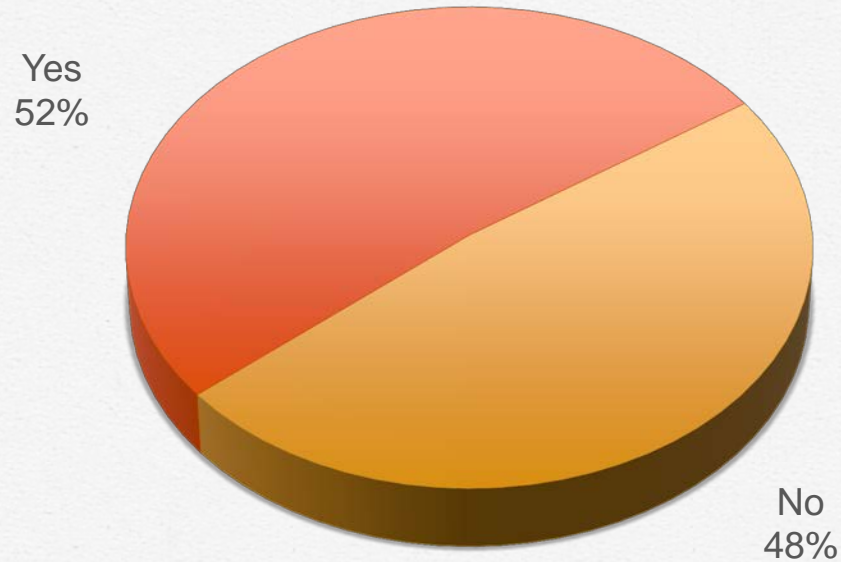
% of Moms who have watched video clips or other Internet programming from YouTube...



Base: Moms with Internet access

# Moms are sharing on YouTube as well

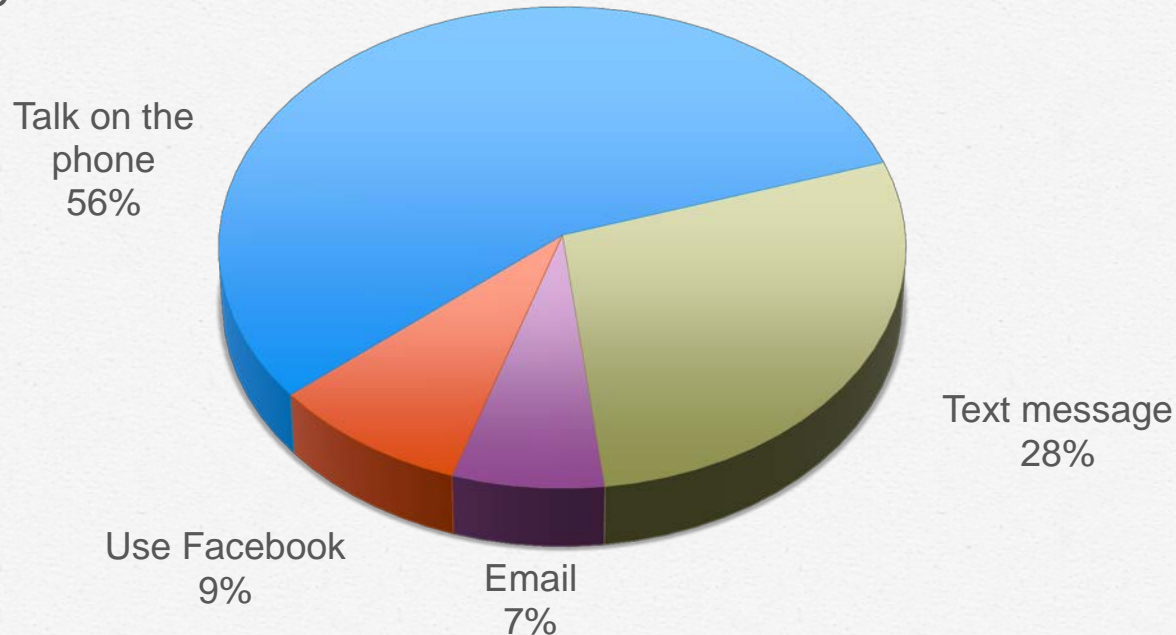
*“Have you shared a YouTube video with anyone in the last month?”*



*Base: Moms who have watched video clips/programming on YouTube*

# Despite their love of technology, Moms still like to talk via phone

*“When not in person, which ONE of the following ways do you communicate with your friends and family most often?”*



# Conclusions



# What Moms told us in 2012

- Internet is firmly “Most Essential” to Moms, so they are well-connected with devices both at home and on the go
- Moms continue to contribute to the smartphone boom, and are finding new ways to incorporate them into everyday life
- Moms consume social media and rely on modern technology but they balance them with traditional forms as needed
- Facebook has growing appeal with Moms, while Twitter remains flat



How you know.<sup>SM</sup>