



Moms and Media 2016

For Mom, 2016 brings the usual tech tools plus new media



Smartphones
Internet
Social Media
Podcasting
Online Radio
Audiobooks

Why do we pay attention to Mom's behavior?

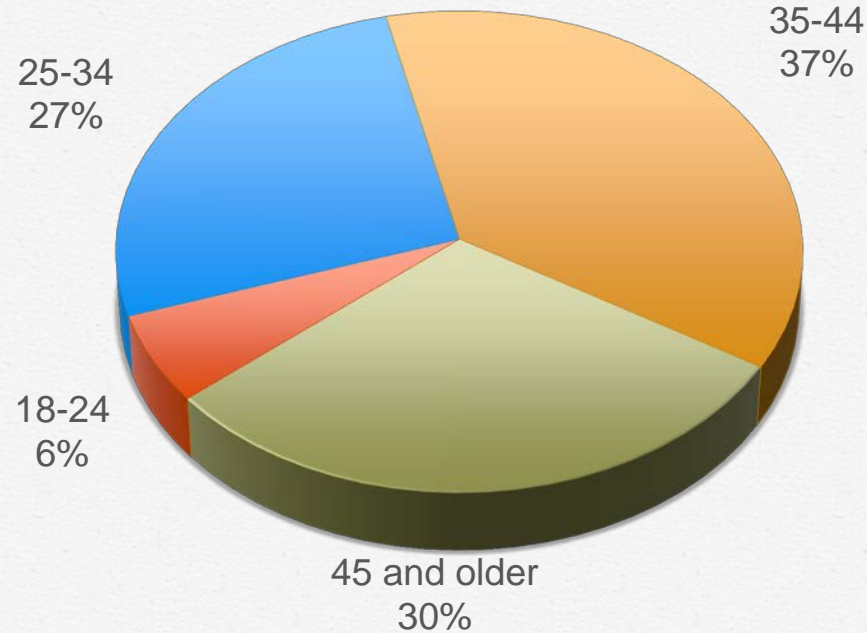
- She's making purchasing decisions for herself and the entire household
- Her lifestyle is mobile, allowing for engagement at any time or anywhere
- She is very active on social media, using multiple sites
- As a multi-tasker, Mom will find time for new media in her day
- She isn't afraid to try new technology

Methodology Overview

- In January 2016, Edison Research conducted a national telephone survey (landline and cell phone) of 2001 people aged 12 and older
- “Mom” is defined as a woman having a child under 18 living in her household
- The sample yielded 319 Moms
- This study is from the Infinite Dial series which dates to 1998
 - 2016 marks the sixth installation of the Moms and Media report
- Research sponsored by Triton Digital

Two-thirds of Moms are age 35 or older

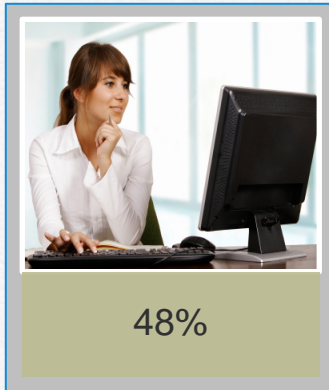
Age:



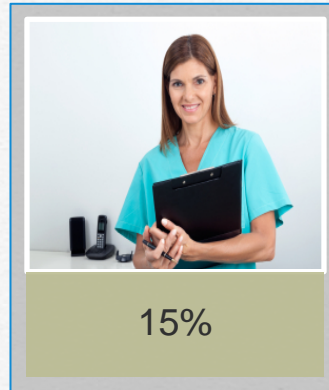
The majority of Moms are employed

Employment status:

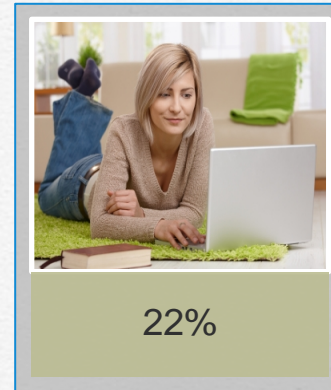
Full time



Part time

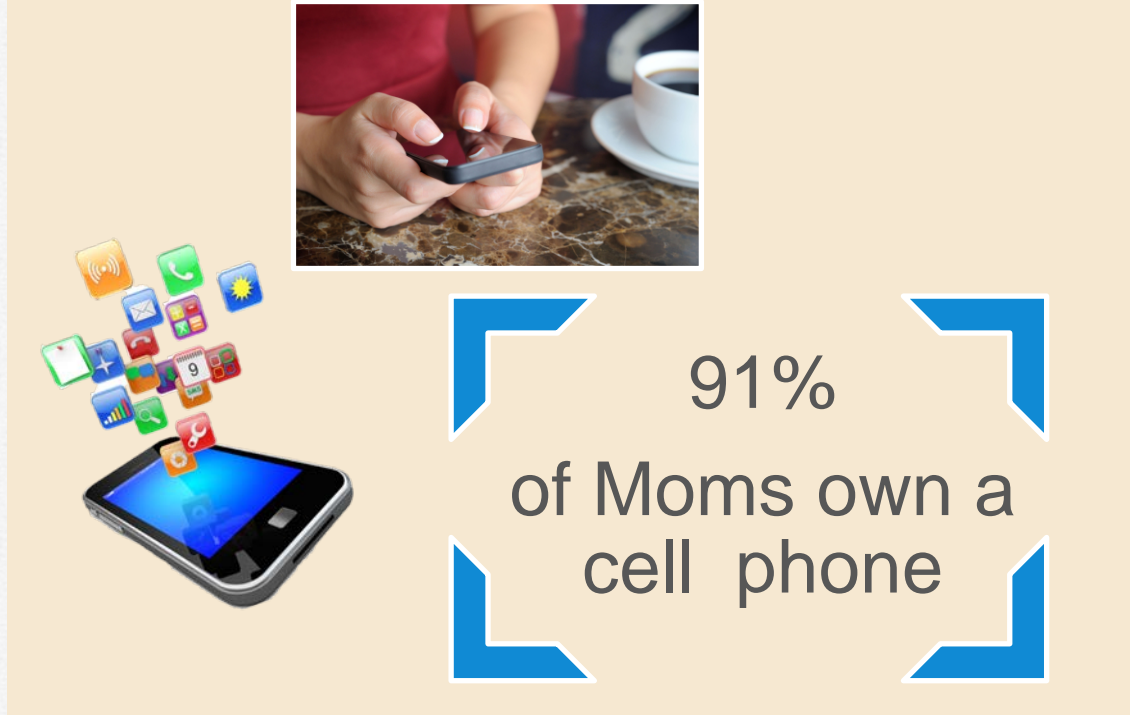


Homemaker



Mobile Mom

Nine in ten Moms are cell phone equipped in 2016



Smartphones have claimed the mobile space

% who own a smartphone



Tablets hold steady with Moms

Tablet ownership



2012
22%

2013
33%

2014
47%

2015
64%

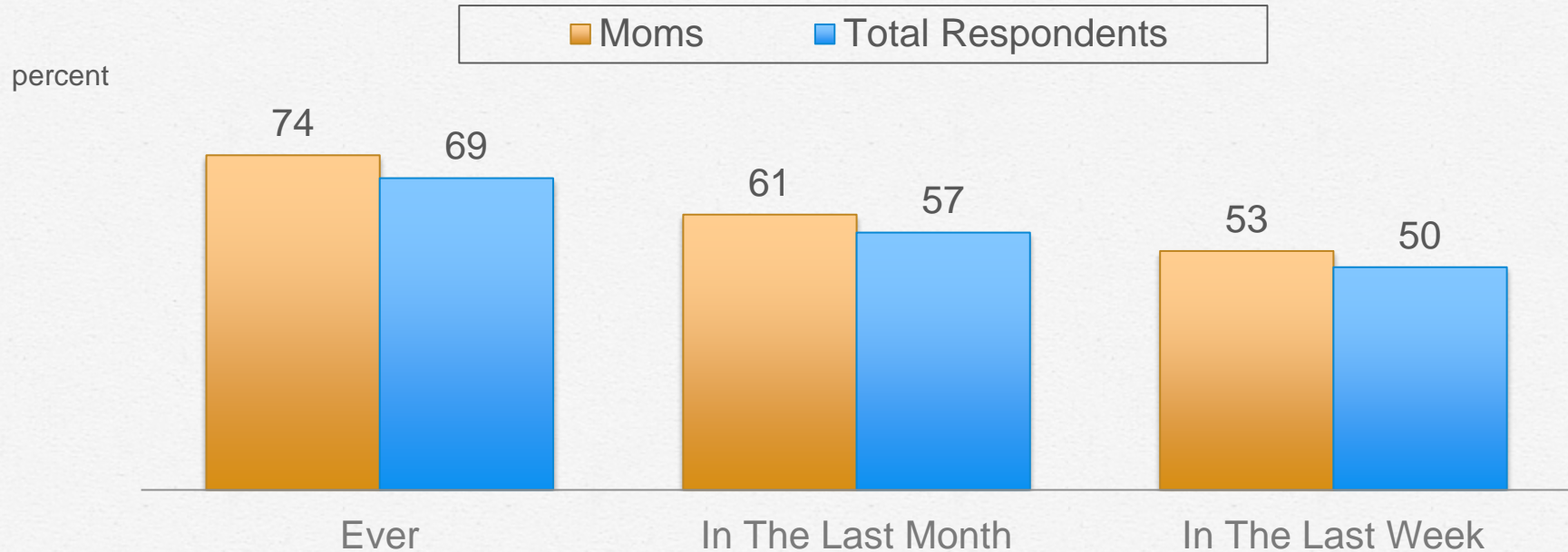
2016

64%

Moms owning any type of tablet

Online radio finds a place with Mom

% who have listened to online radio:



Includes AM or FM radio stations on the Internet *and* Internet-only audio sources

Average time spent weekly with online radio

Self-reported hours spent with **all** sources of online radio in the last week



Includes AM or FM radio stations on the Internet *and* Internet-only audio sources

Mom finds weekly time for online radio

Time spent with online radio is replacing time that used to be spent listening to...

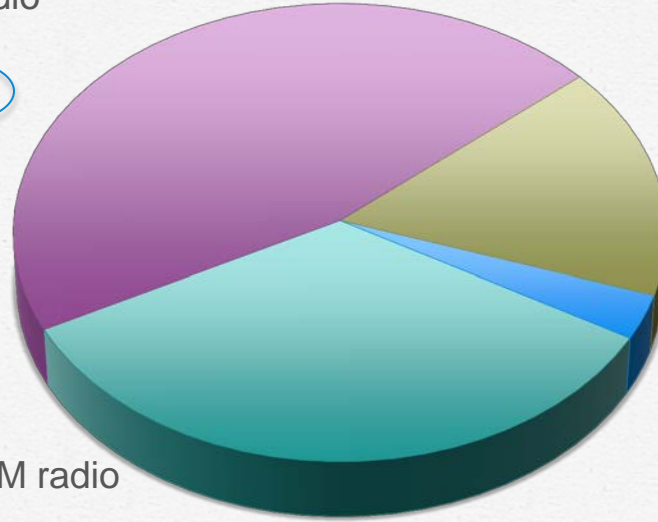
New time, not taken
from other audio
sources

46%

Owned CDs and
digital music files
17%

SiriusXM
3%

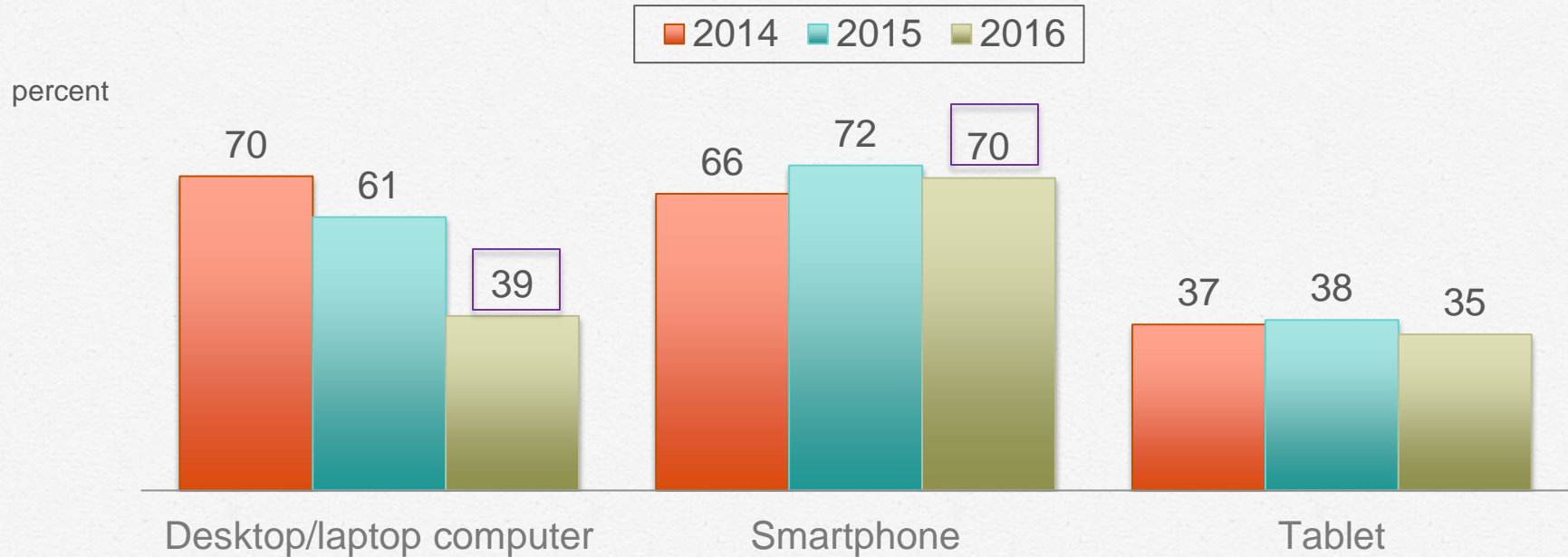
Local AM/FM radio
34%



Base: Moms who have listened to Internet radio in the last week

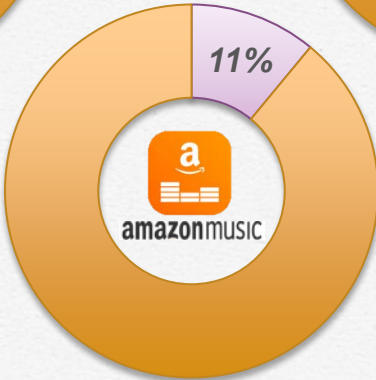
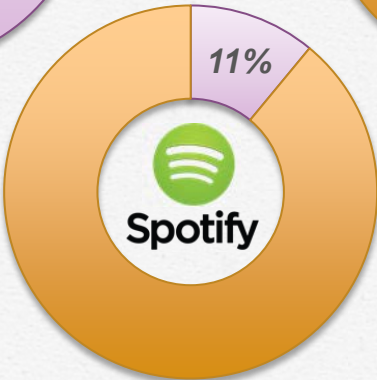
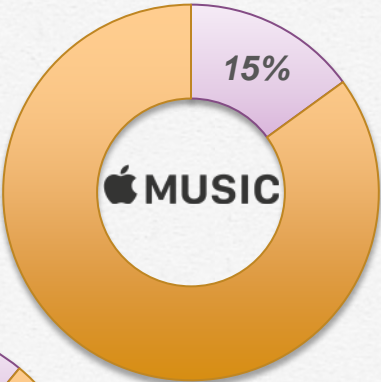
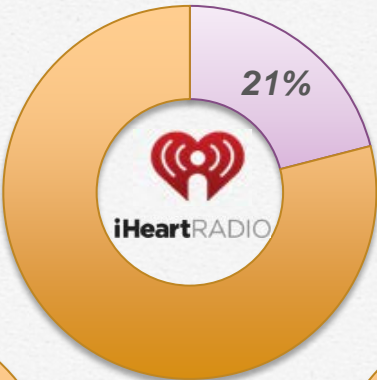
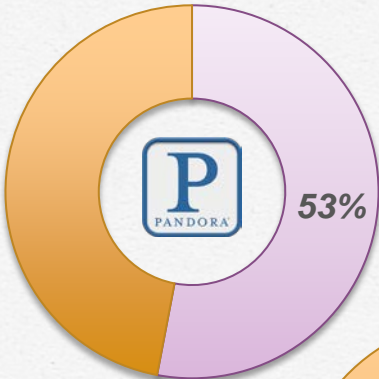
Computers are fading for Mom's online radio

% of Moms who have listened to online radio in the last week and listen via...



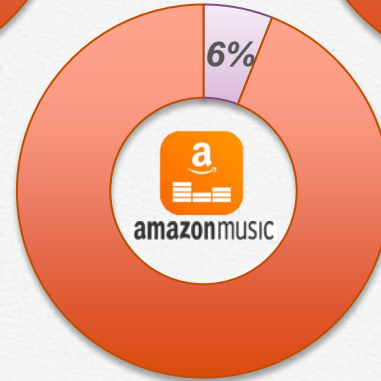
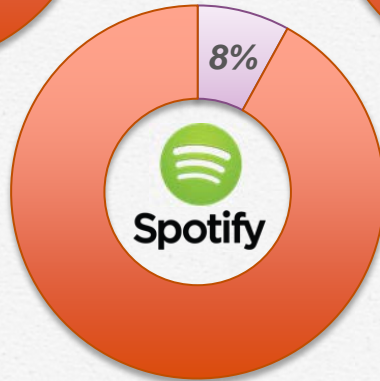
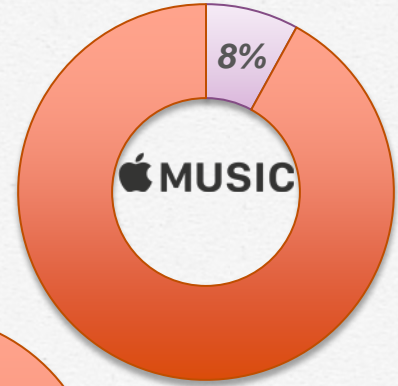
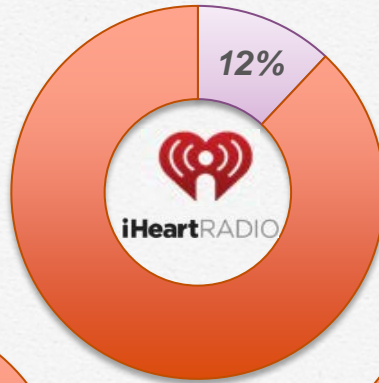
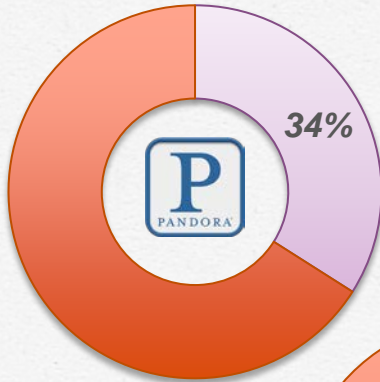
More than half of Moms have used Pandora

% of Moms who have ever used each Internet-only audio source



A third of Moms have used Pandora in the last week

% of Moms who have used each Internet-only audio source in the **past week**



Moms



Internet

Almost all Moms are online

Home

93%

Moms with Internet
access from any
location

Library

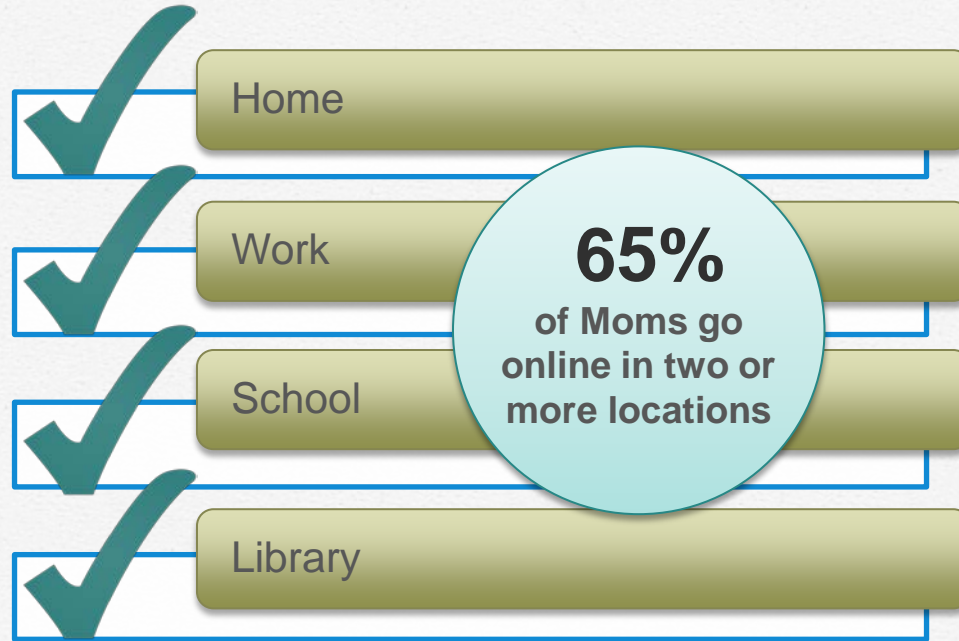
School



Work

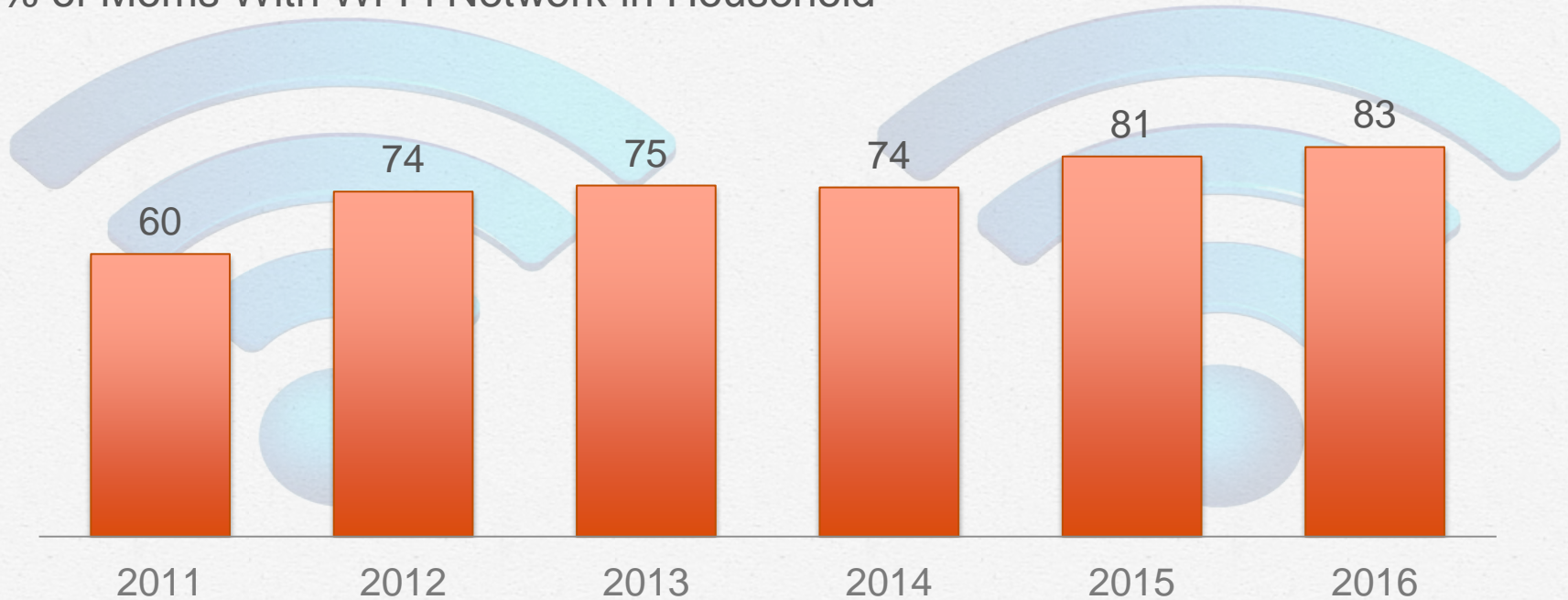
Two thirds of Moms are going online in multiple locations

“At how many locations do you go online?”



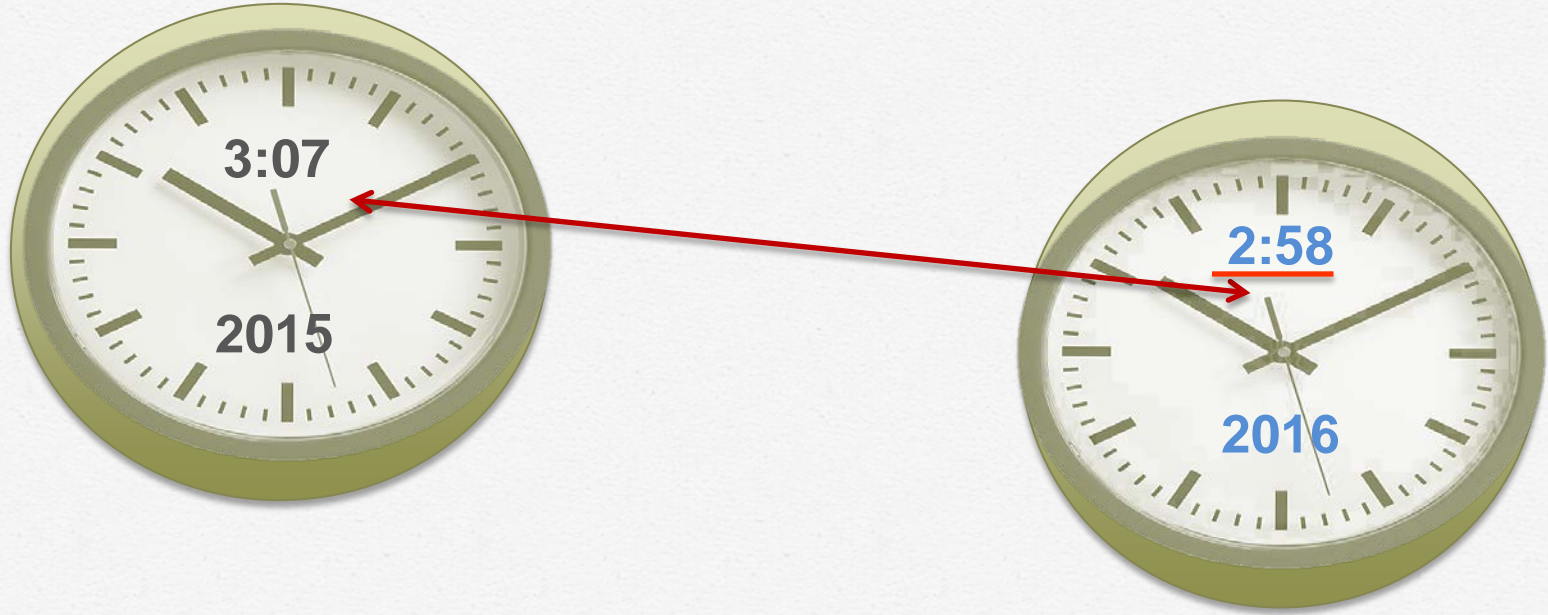
Wi-Fi remains constant with Mom

% of Moms With Wi-Fi Network in Household



Average time spent with Internet is down a pinch in 2016

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



Half of Moms access the Internet most via cell phone

"Which one way do you access the Internet most?"

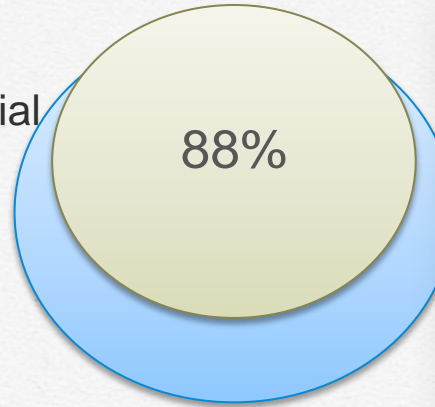


Base: Moms with Internet access at home

#Mom: Post & Tag

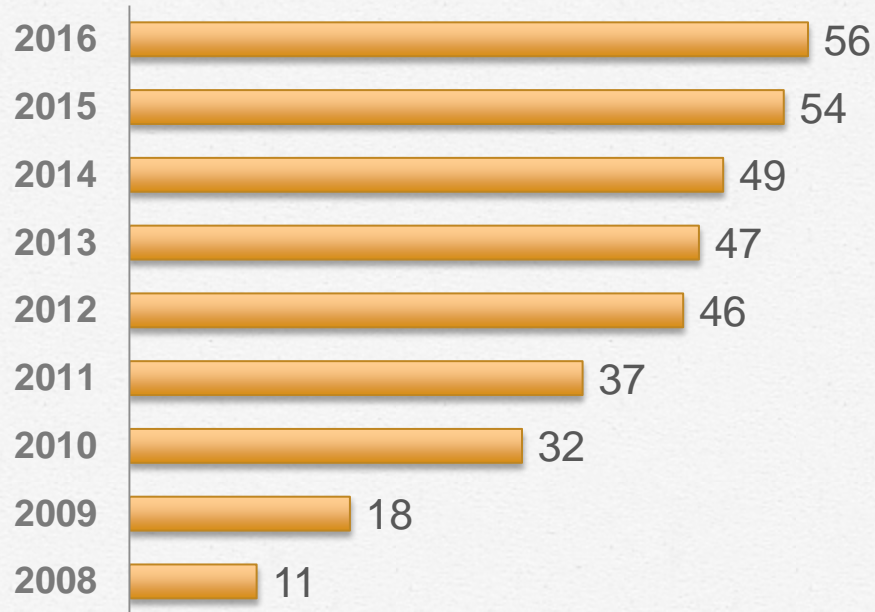
Mom's social media usage

Moms who use any social networking website or service



The majority of social media Moms check in multiple times daily

% of Moms using social networking Web sites **several times** per day



Base: Moms who currently use social networking Web sites/services

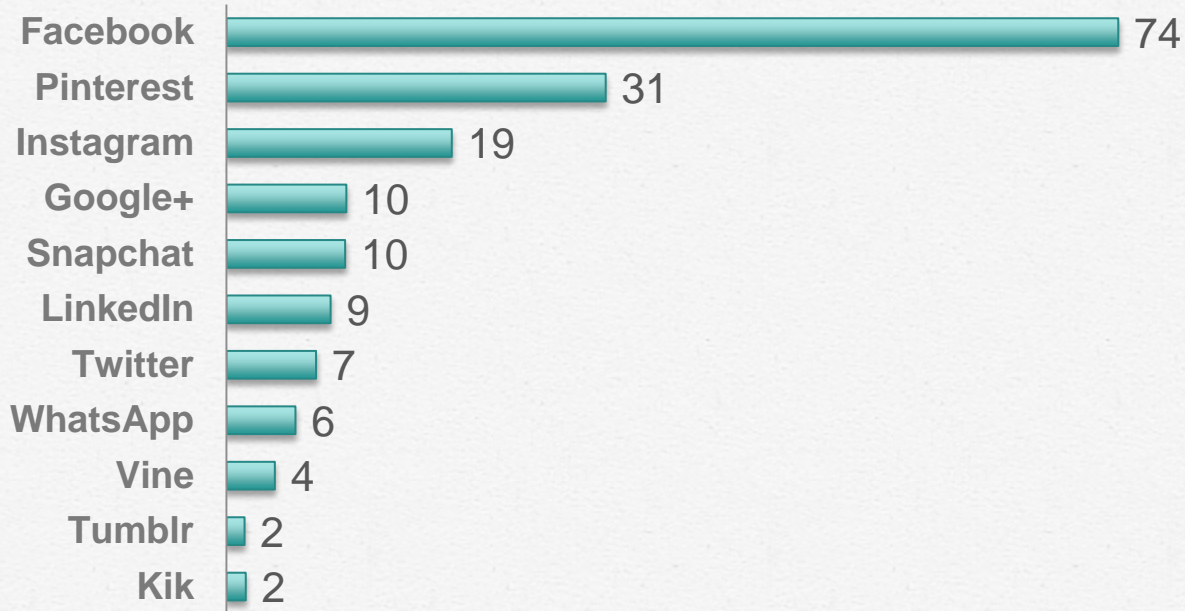
Most smartphone Moms check in multiple times daily



62%
of Smartphone Moms
use social media several
times a day

Moms are using multiple social media sites during the week

% of Moms using each social networking Web site in the **past week**



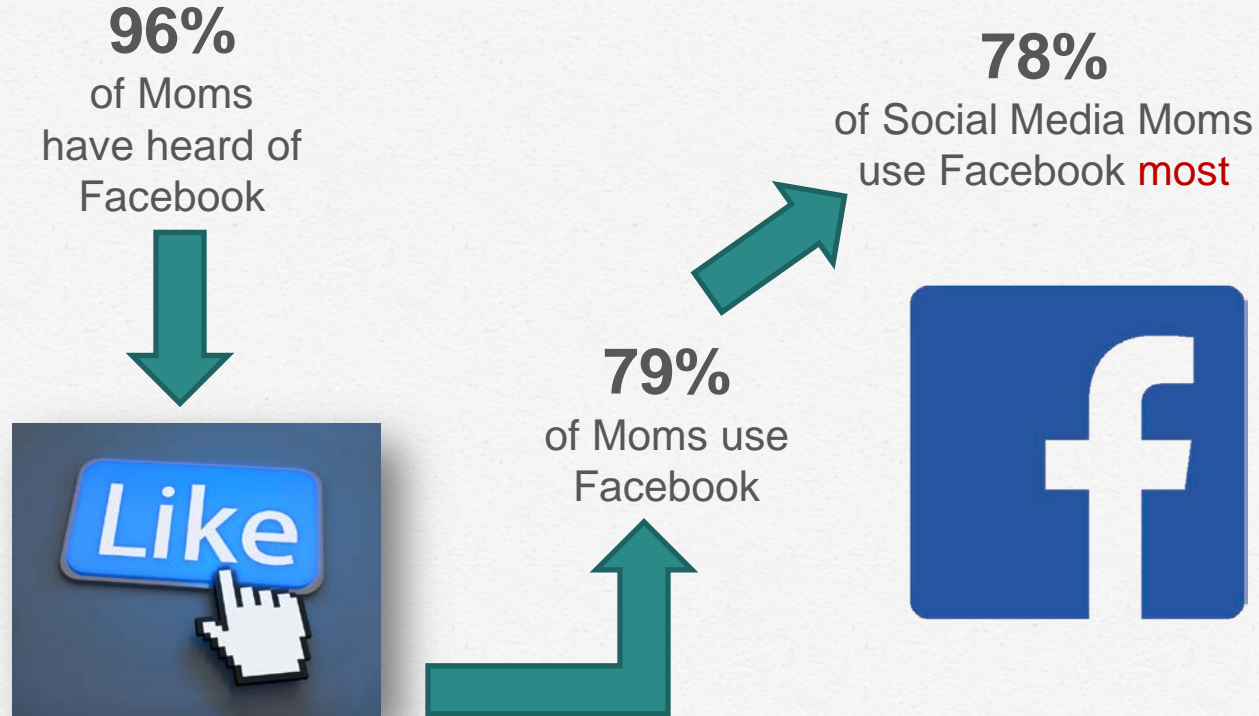
Half of Moms now use Pinterest

% of Moms who use...



<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
22%	29%	43%	51%
17%	24%	26%	29%

Mom remains committed to Facebook



Almost a third of Moms use Facebook to follow politics



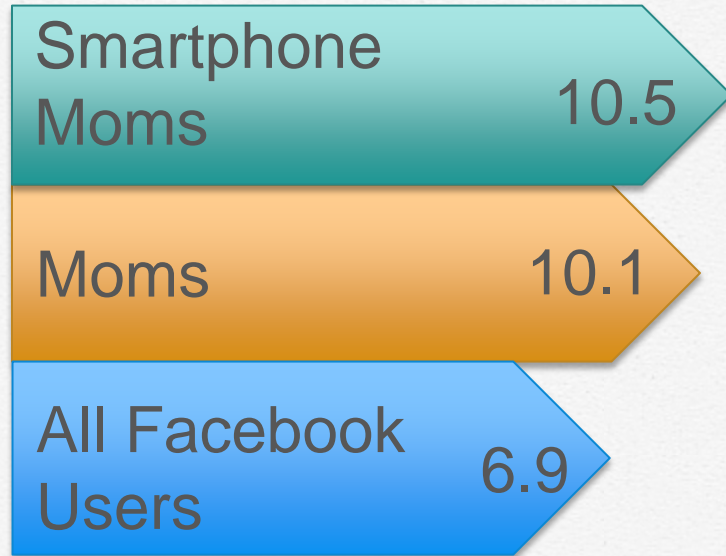
30%

of Moms use Facebook
to follow political news
or candidates



Moms compulsively check Facebook daily

Average number of times checking Facebook in 24 hours



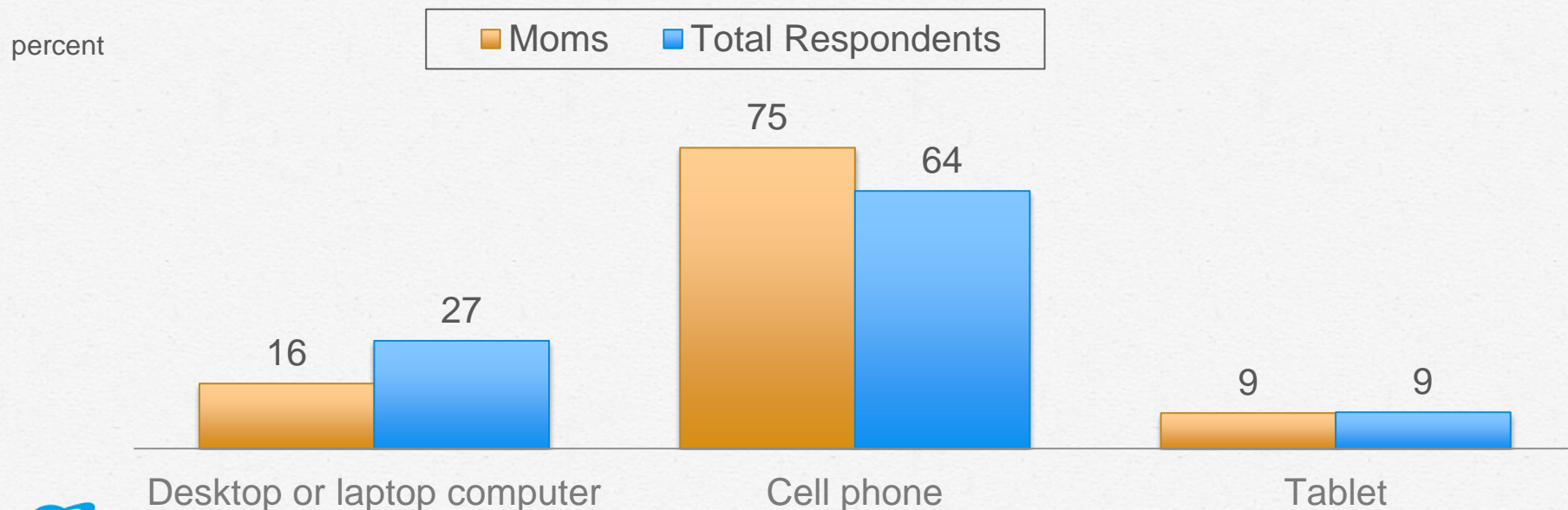
2016



Base: Those who used Facebook in the last month

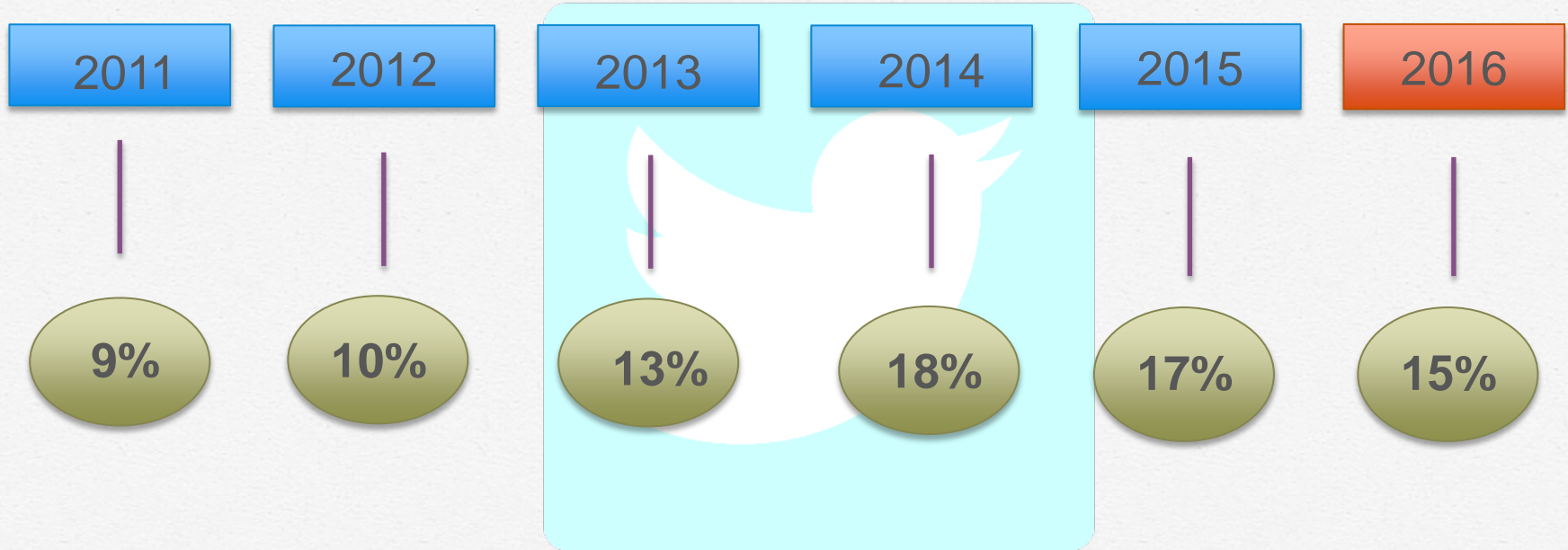
Mom is more likely than others to access Facebook via cell phone

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



Base: Those who used Facebook in the last month

Twitter slips a bit in 2016 with Mom

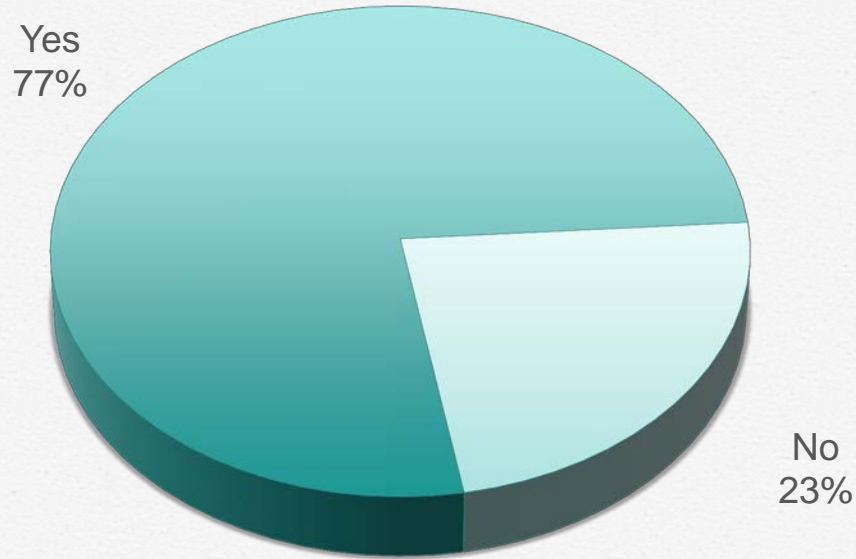


Percentage of Moms who ever use Twitter

Multimedia Mom

Moms still listen to AM/FM radio

“Have you listened to any AM/FM radio stations, either over the air or online, in the last week?”



Traditional media is still a part of Mom's day but actual radios are on the decline

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



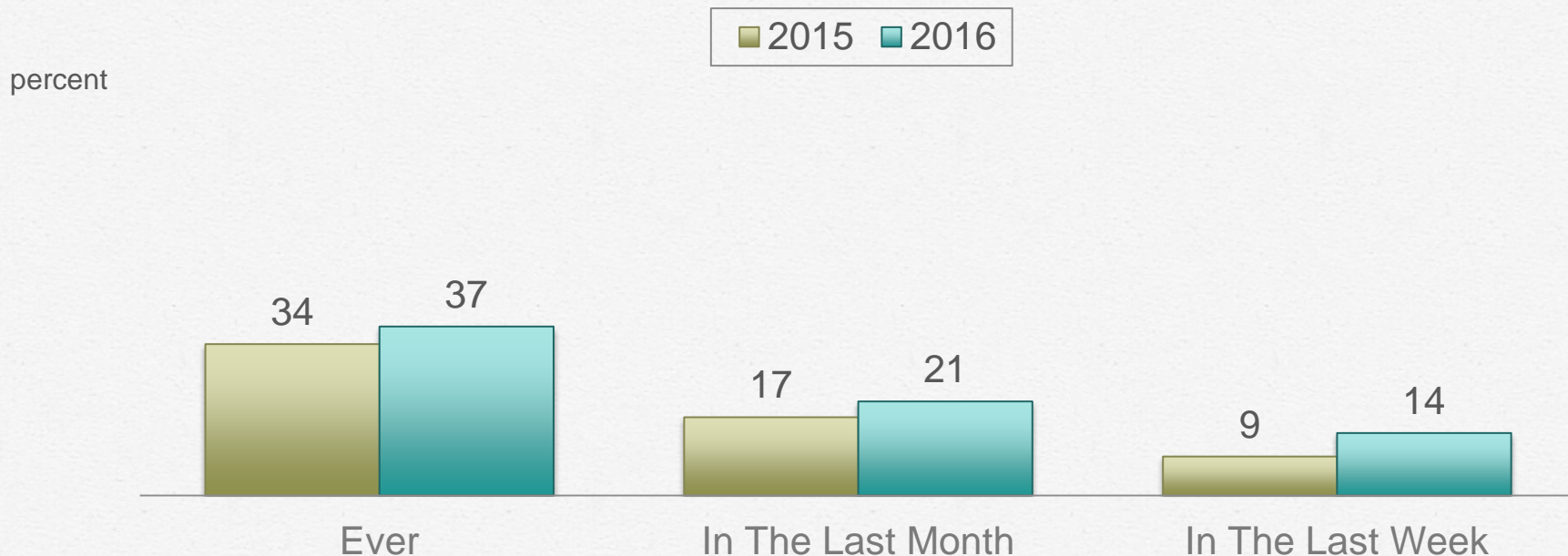
Average number of different
radios in the home



Year	Average Number of Radios
2016	1.9
2008	3.1

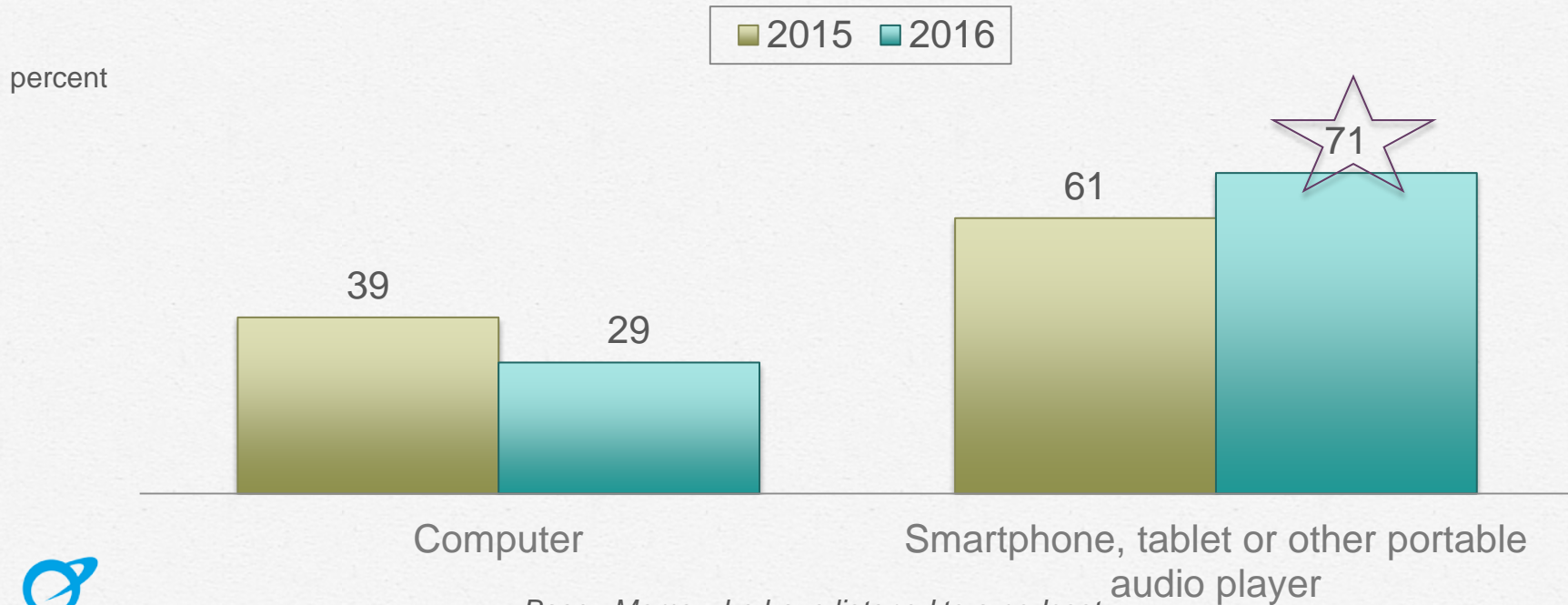
Podcasts continue to gain some traction with Mom

% who have listened to a podcast:



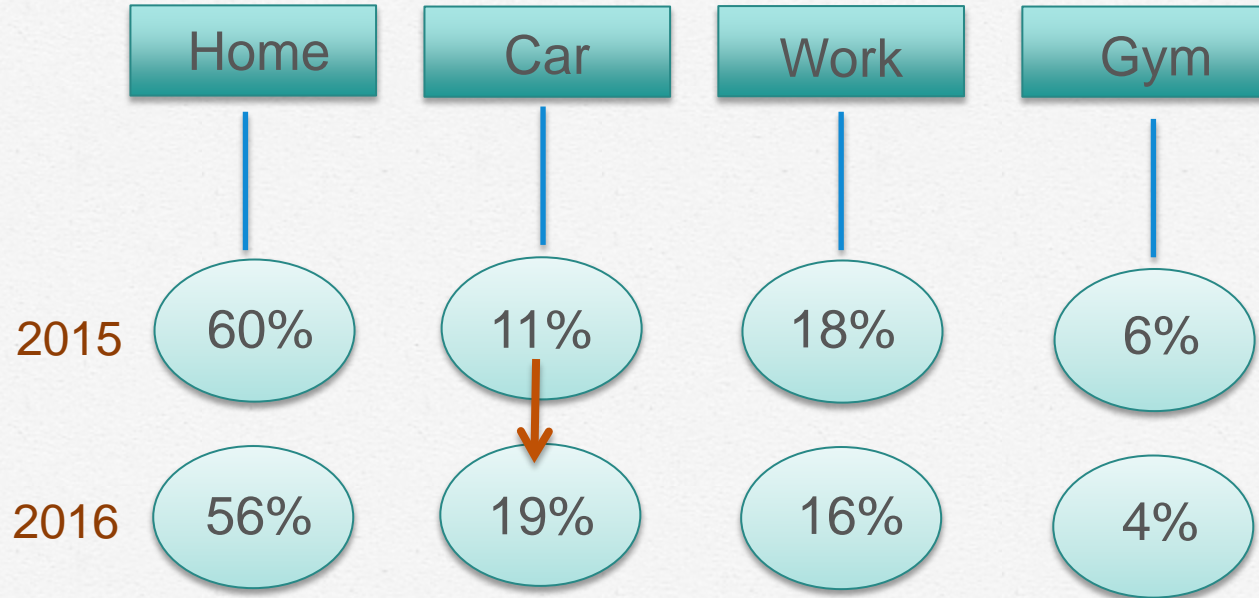
Mobile devices reign in 2016 for Mom's podcasts

"On which of the following do you most often listen to audio podcasts?"



Listening to podcasts in the car is on the rise for Moms

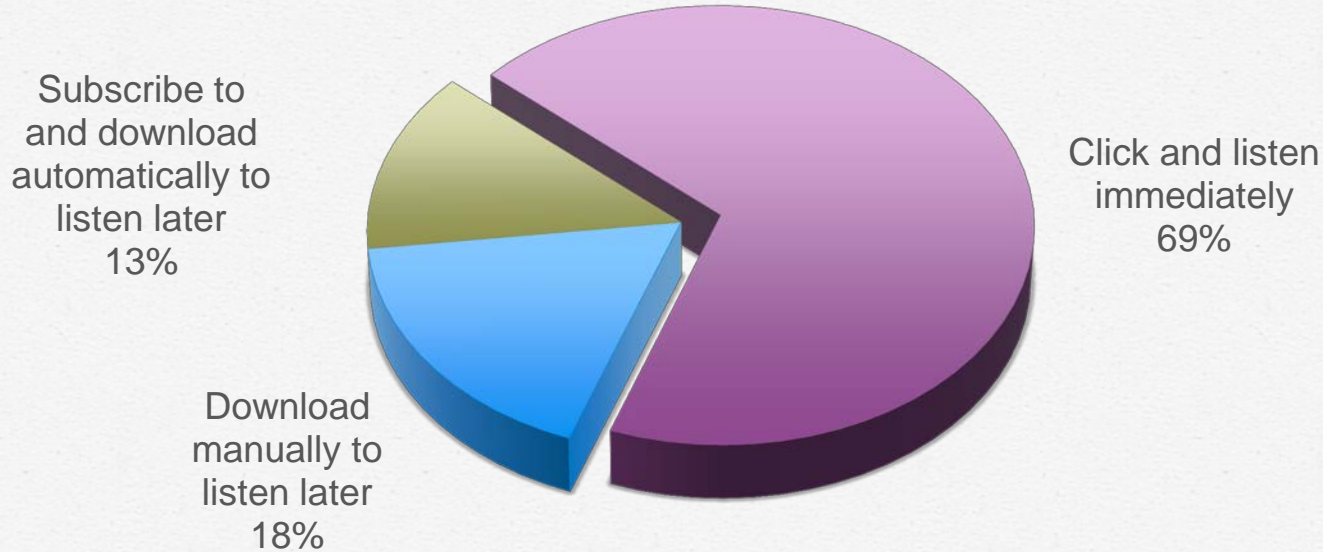
"Where do you listen most often to podcasts?"



Base: Moms who have listened to a podcast

The majority of podcast Moms click and listen immediately

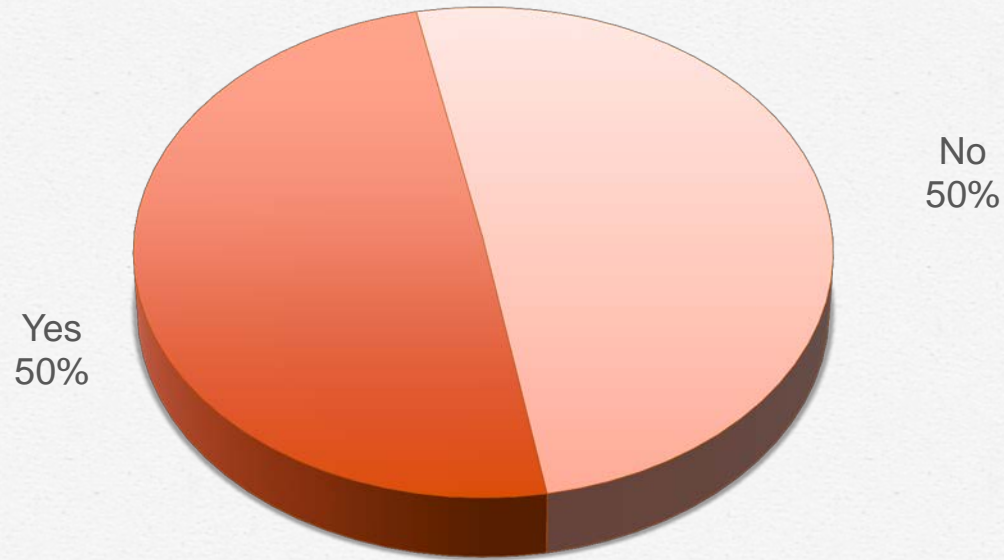
“Which method do you use to listen to podcasts most often?”



Base: Moms who have listened to a podcast

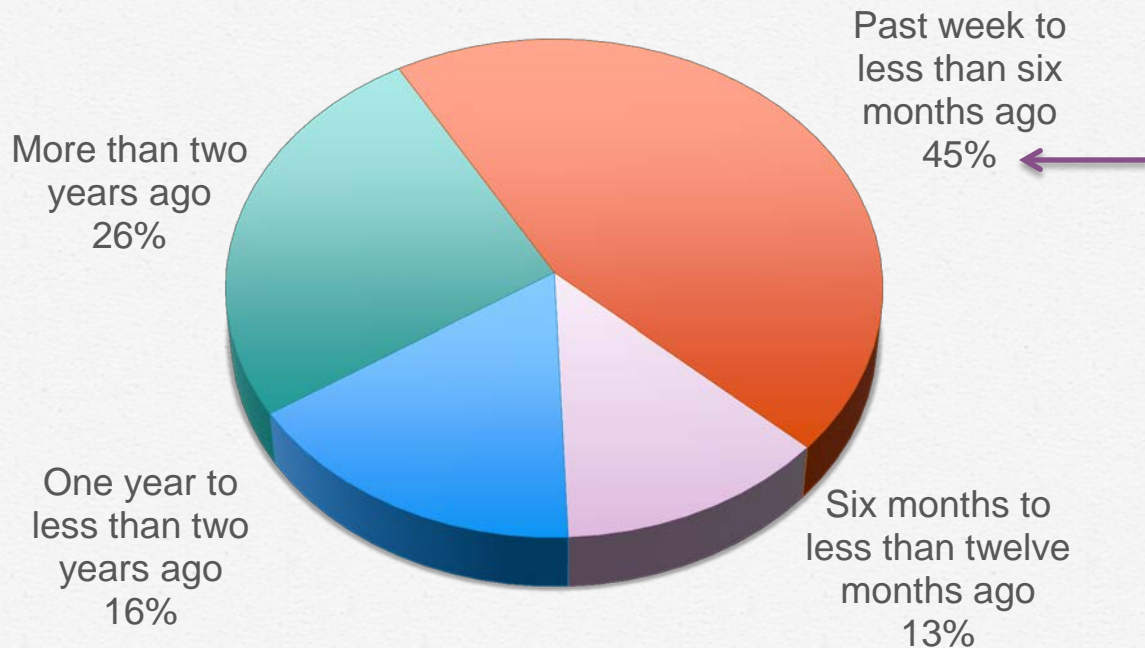
Half of Moms have listened to an Audiobook

“Have you ever listened to an audiobook?”



More than 4 in 10 audiobook Moms have listened recently

“When did you most recently listen to an audiobook?”



Base: Moms who have listened to an audiobook

Audiobook Moms consume more than six per year

Average number of audiobooks listened to in the last 12 months

6.5



Base: Moms who have listened to an audiobook in the last year

Conclusions

Mom takeaways from 2016

- Internet owns a large part of Mom's time; but TV takes its cut too
- Mom is moving away from desktop to mobile for all things
- Mom uses her smartphone for non-traditional media like podcasts and online radio
- Facebook is still Mom's preferred social media network but she dips into multiple sites
- Mom continues to favor technology and makes time for it



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