

# Moms and Media 2017





# With a tech tool kit, Mom keeps a mobile & social lifestyle in 2017

Internet, smartphones, tablets, social media, online radio, podcasting



# What we have come to expect from Mom

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- She lives in the mobile space
- Her mobile lifestyle dictates how she adopts other behaviors
- She drives social media; checking in multiple times daily
- She doesn't shy away from new media or technology
- She is a heavy media consumer

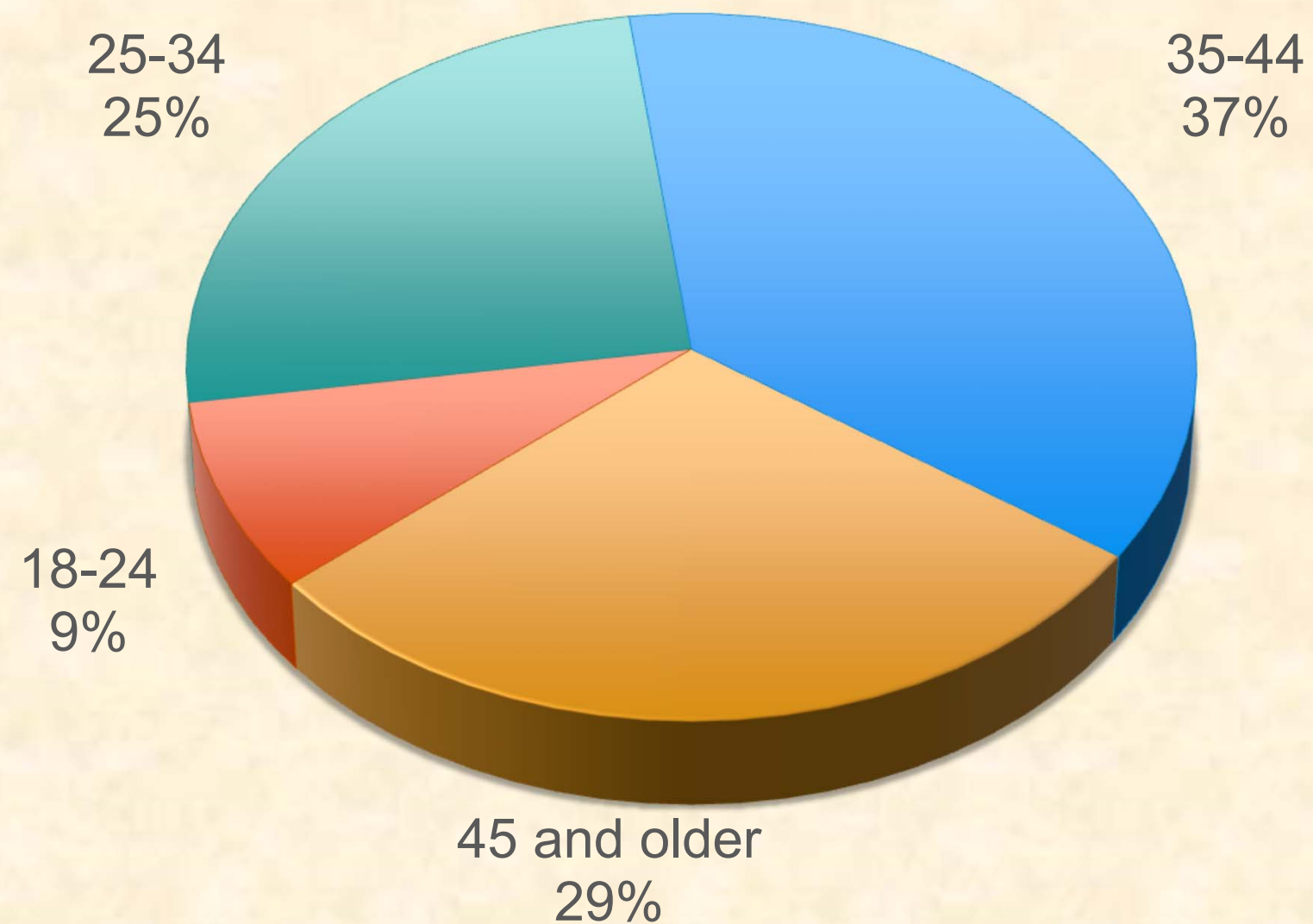


# Methodology Overview

- In January 2017, Edison Research conducted a national telephone survey (landline and cell phone) of 2000 people aged 12 and older
- “Mom” is defined as a woman having a child under 18 living in her household
- The sample yielded 284 Moms
- This study is from the Infinite Dial series which dates to 1998
- Research sponsored by Triton Digital

# The majority of Moms are age 35 and older

Age:





# Two-thirds of Moms are employed

## Employment status:

Full time  
53%

Part time  
14%



Homemaker  
19%





Mom is Mobilized



# Nearly every Mom owns a cell phone in 2017



97%  
of Moms own a  
cell phone



# Smartphones gain even more ground with Moms

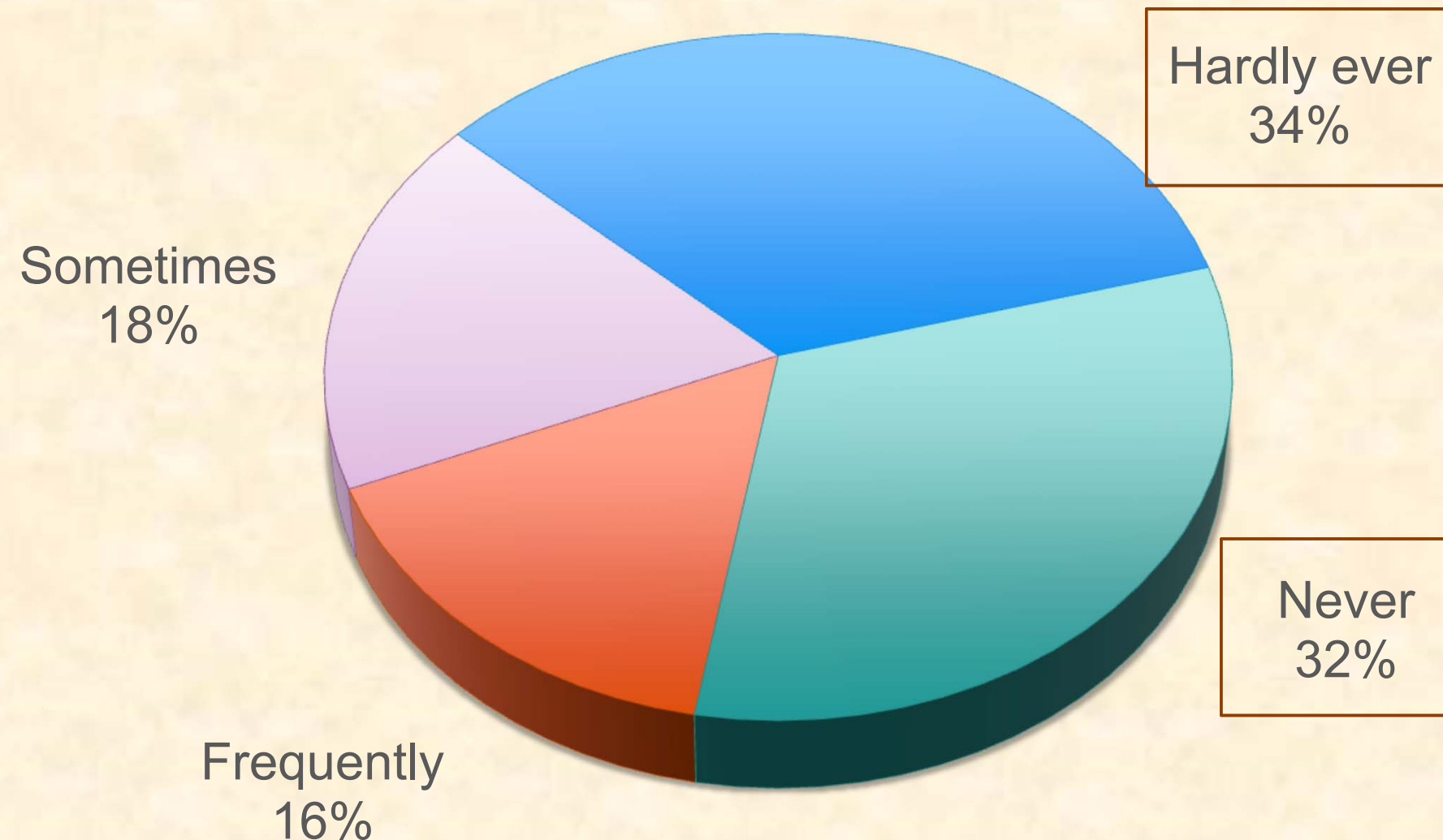
% who own a smartphone





# Running out of battery life not a concern for Smartphone Moms

*“How often do you feel anxiety about your smartphone running out of battery life?”*

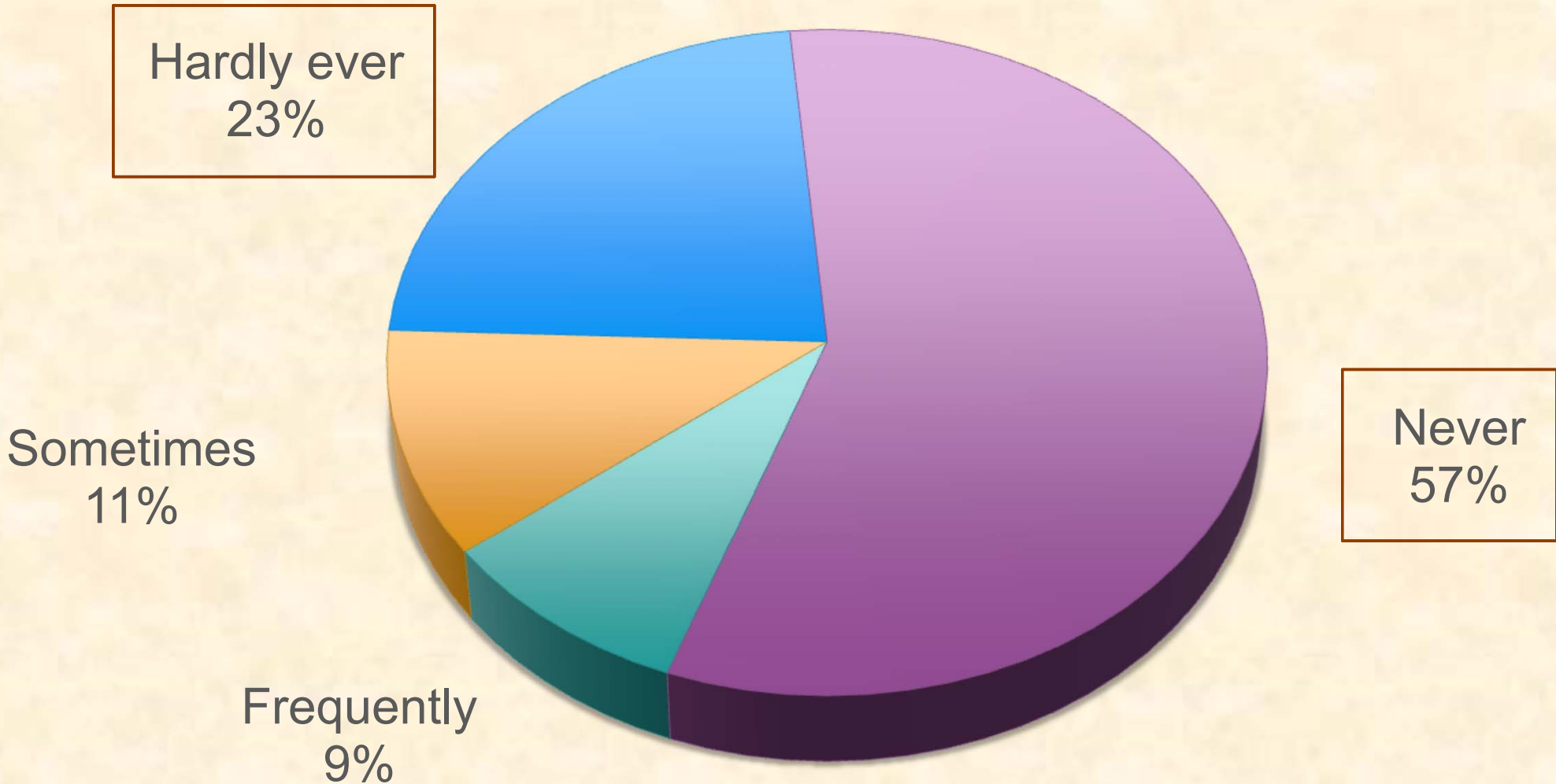


*Base: Moms who own a smartphone*



# Few Smartphone Moms worry about data plan overage

*“How often do you feel anxiety about going over your mobile data plan?”*

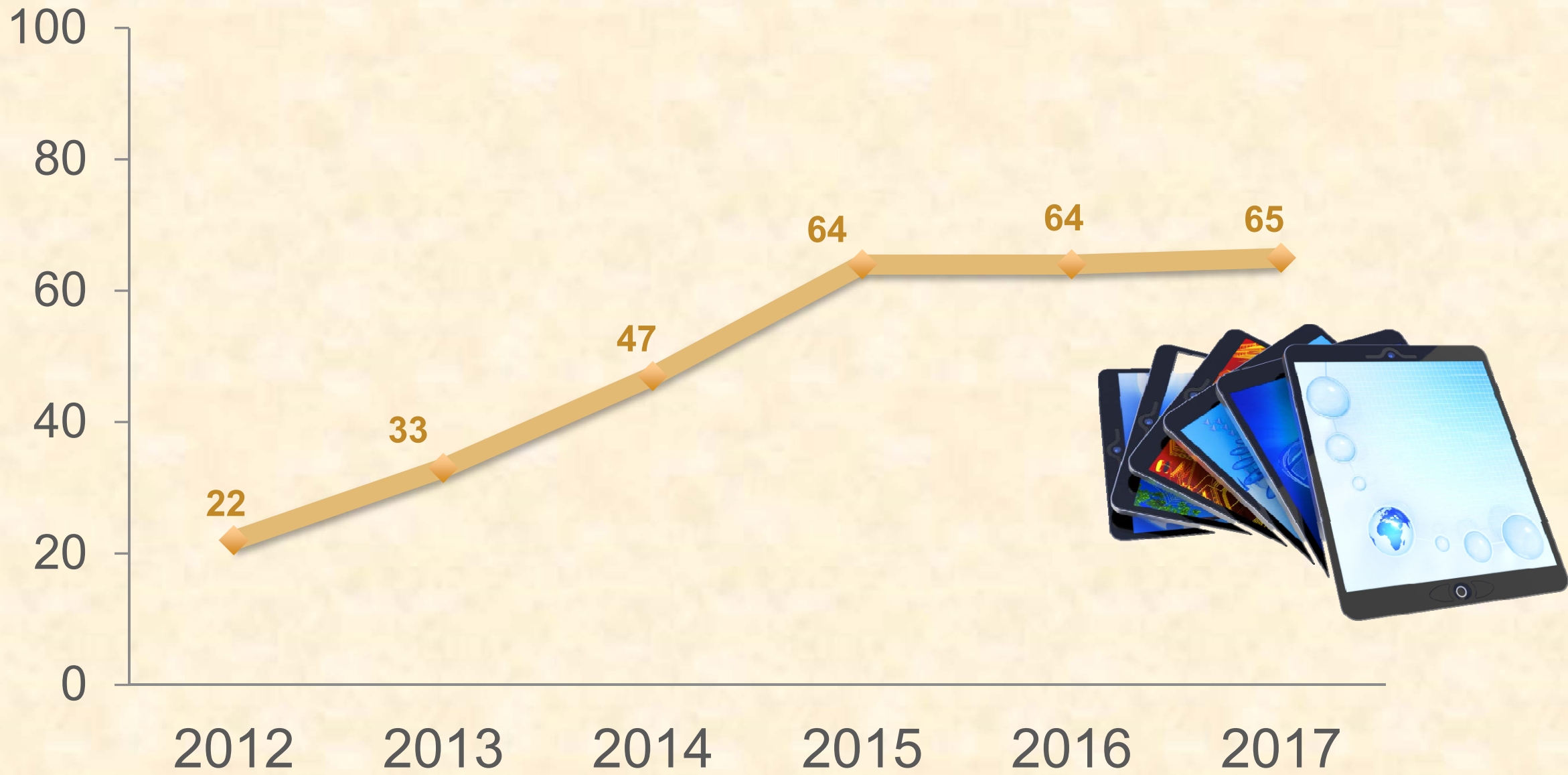


Base: Moms who own a smartphone



# Tablets lose momentum with Moms

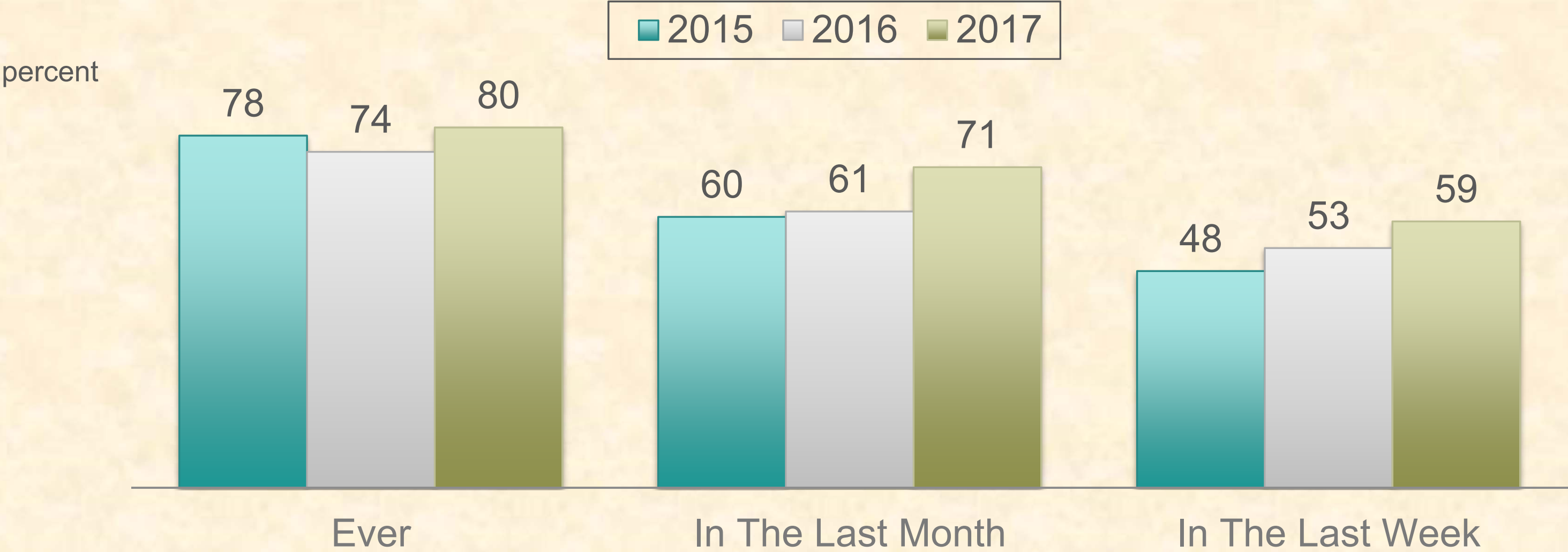
% of Moms who own a tablet





# Online radio streams forward with Moms

% of Moms who have listened to online radio:





# 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

2017  
**13 hours  
54 minutes**





# One-third of Moms find new 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

34%

Owned CDs and  
digital music files

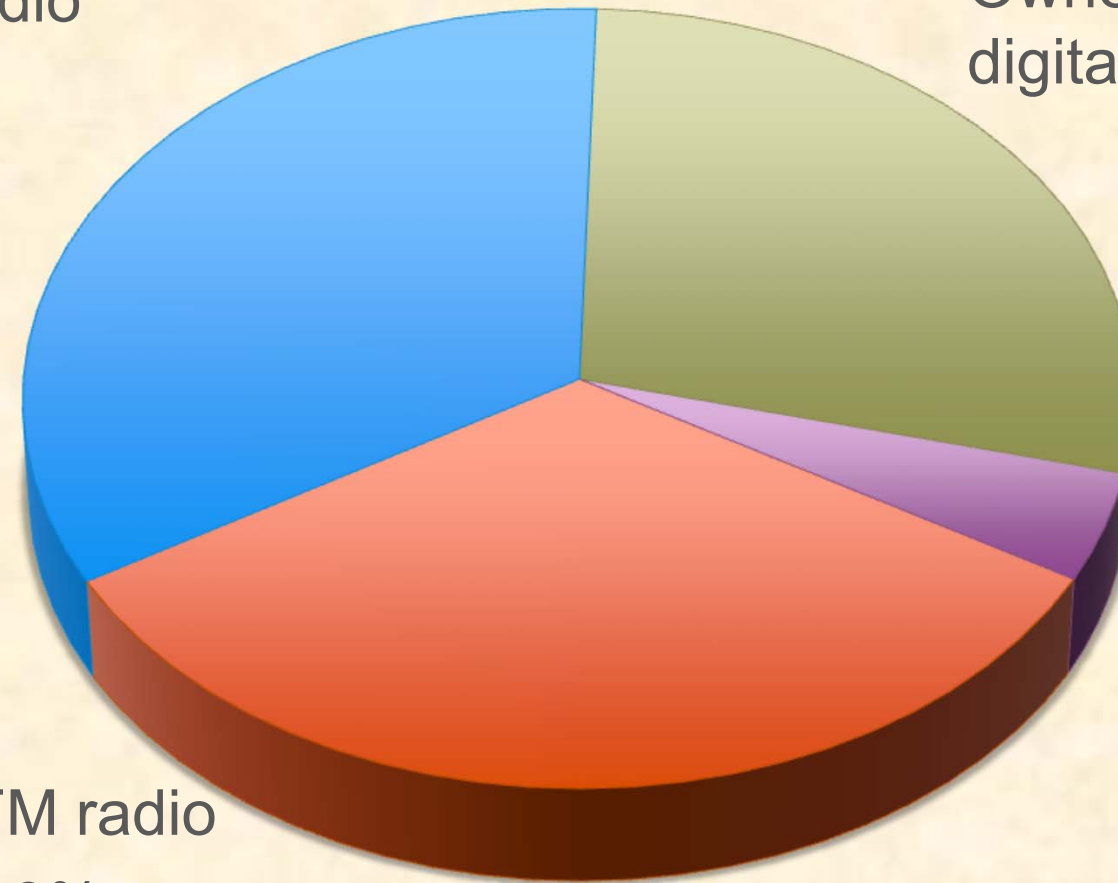
28%

SiriusXM

5%

Local AM/FM radio

33%

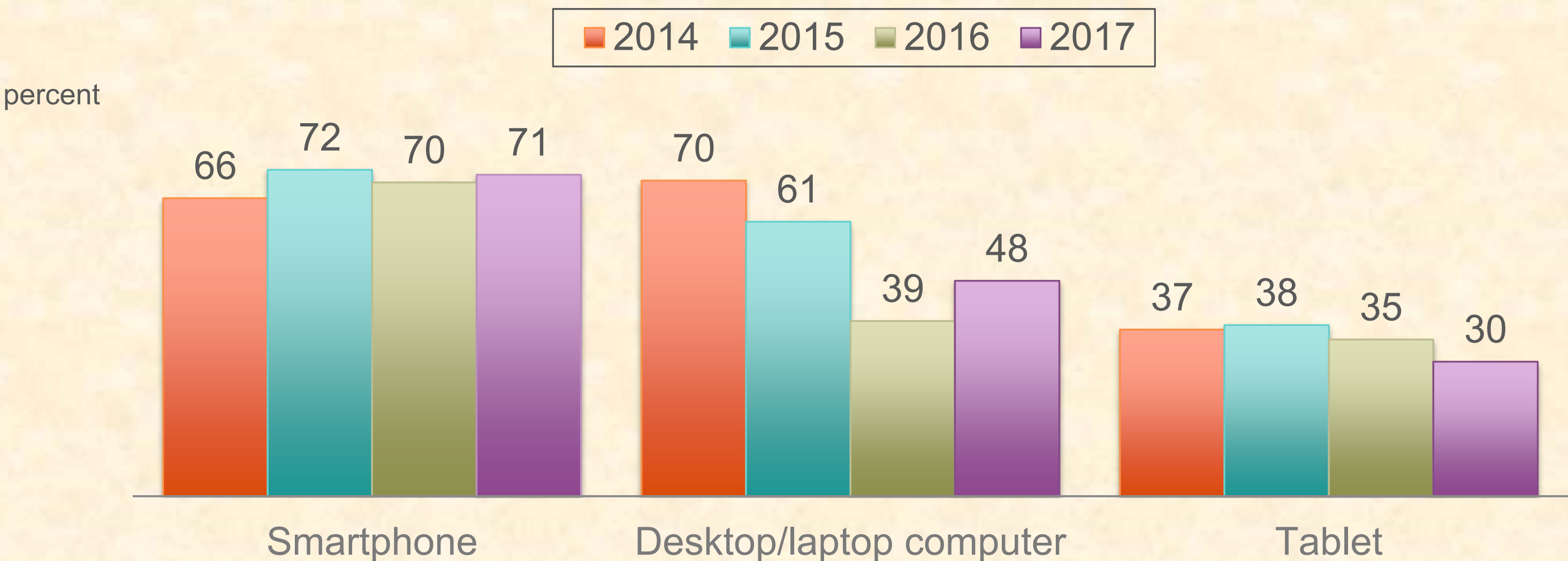


*Base: Moms who have listened to Internet radio in the last week*



# Smartphones remain strong for Moms' online radio

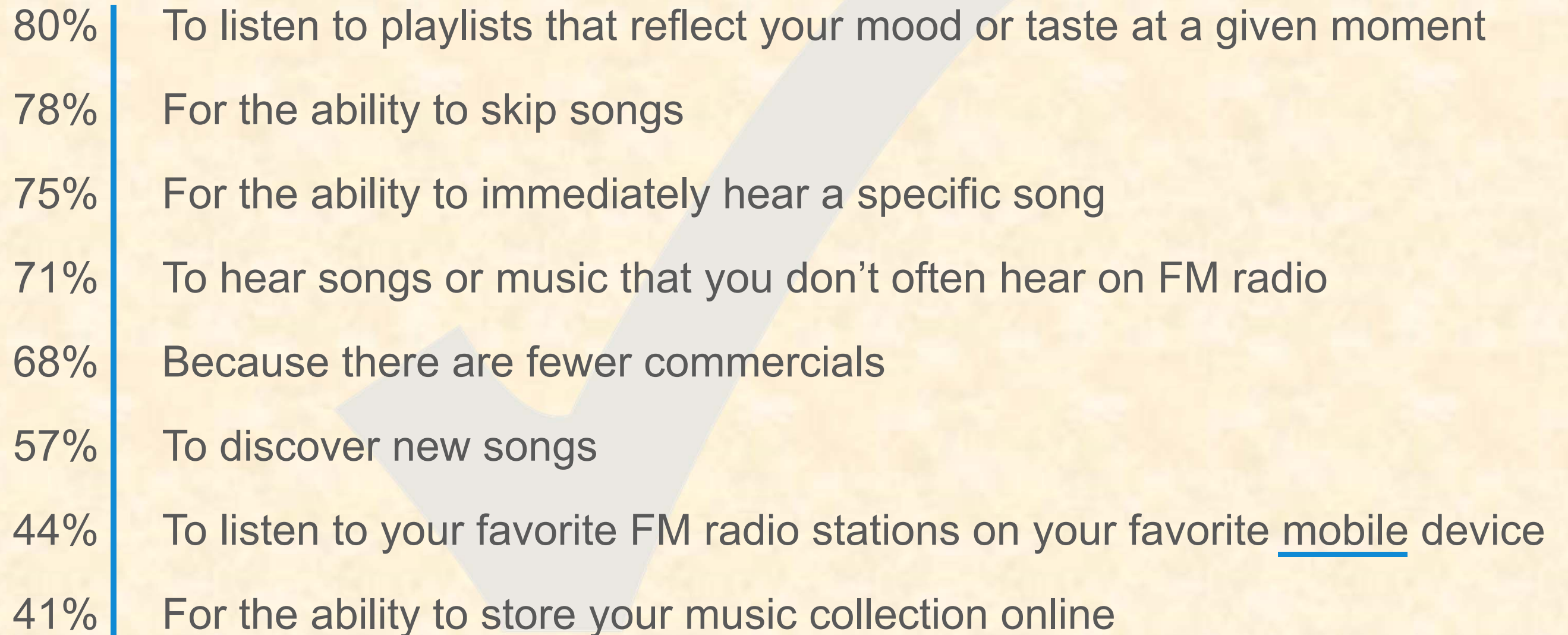
% of Moms who have listened to online radio in the last week and listen via:





# Moms listen to Internet Audio for flexibility and choice

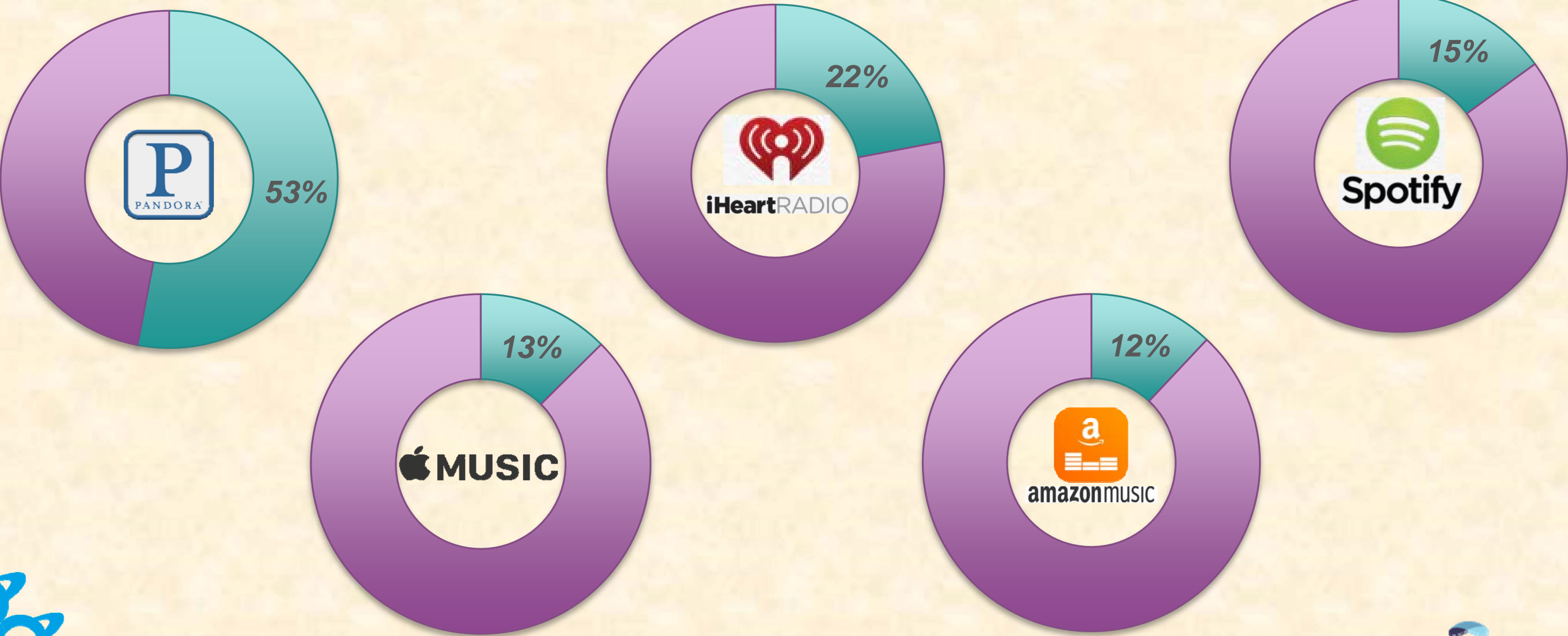
## Reasons:





# More than half of Moms use Pandora

% of Moms who currently ever use each Internet-only audio source



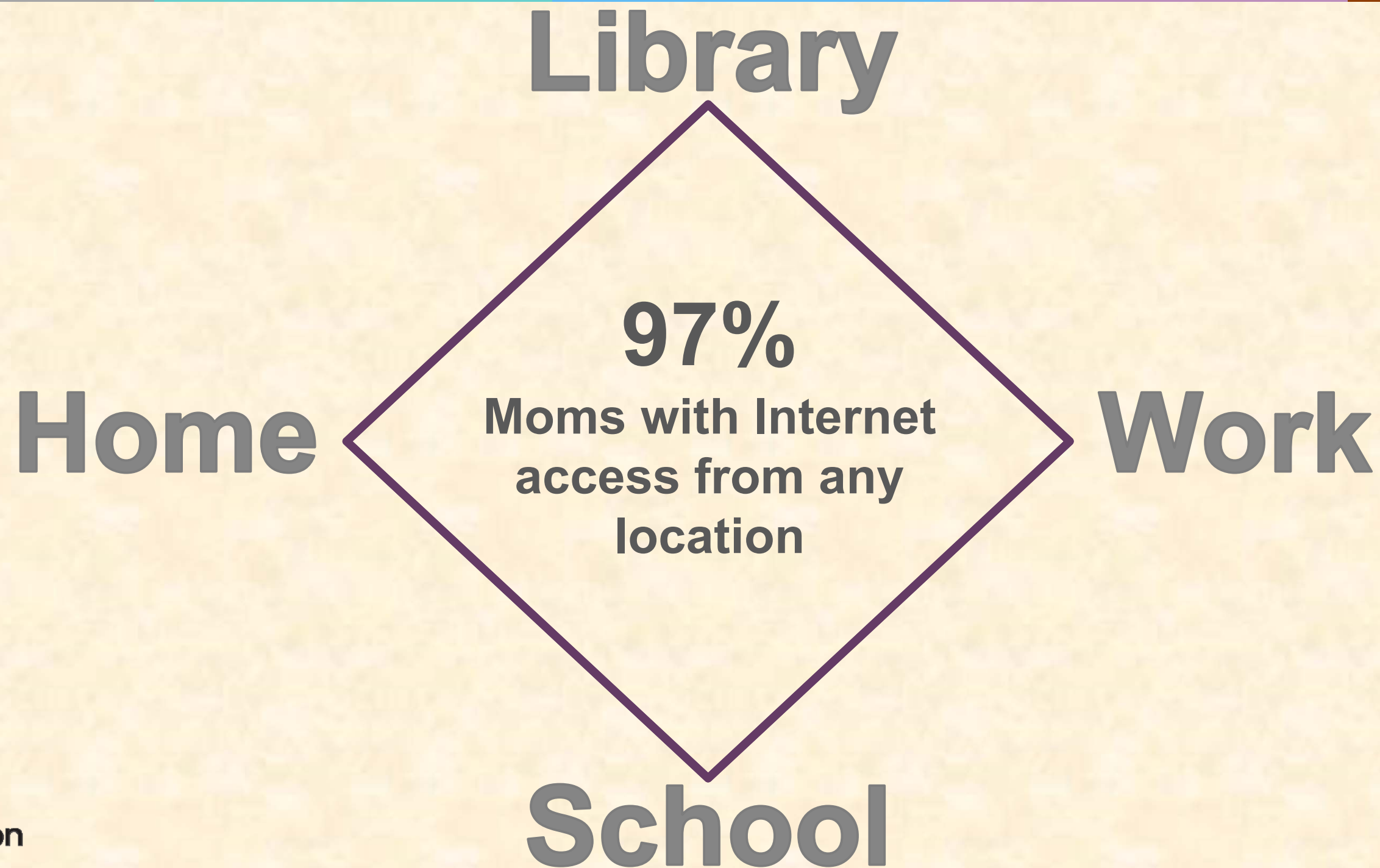




Internet connected



Nearly every Mom is online





# Moms gives most of their daily media time to the Internet

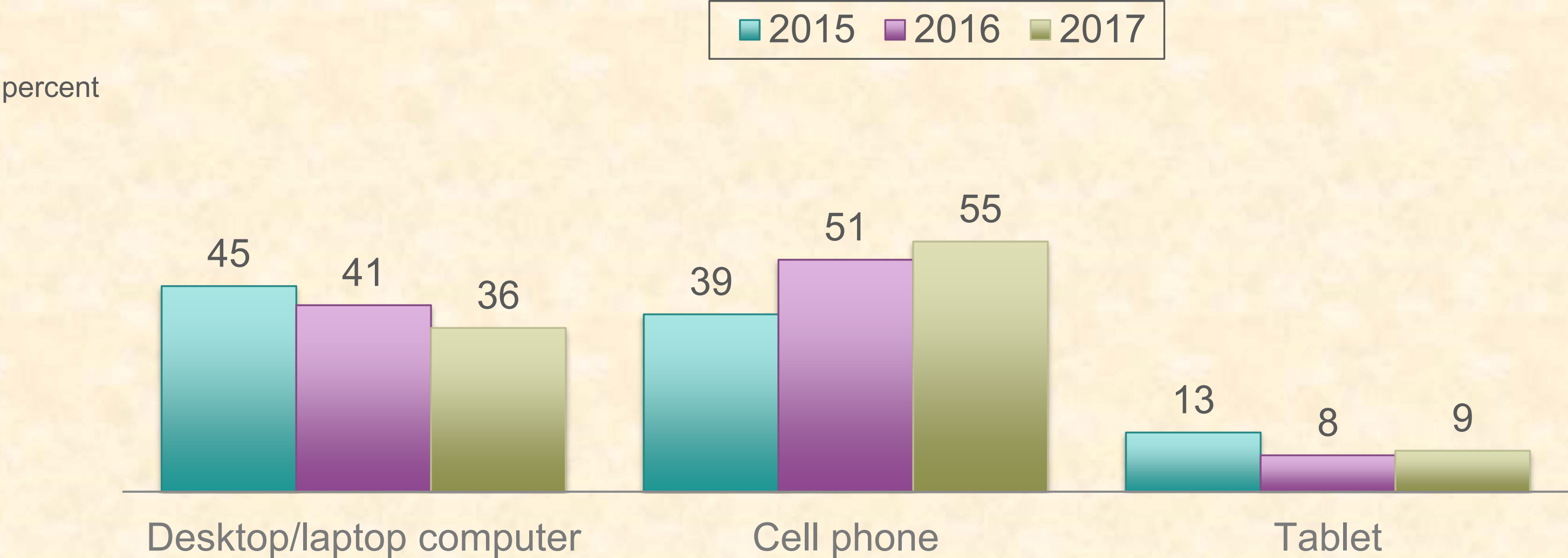
Self-reported hours spent with media in the last 24 hours (HH:MM)





# Most Moms choose cell phone for accessing the Internet most

*“Which one way do you access the Internet most?”*



*Base: Moms with Internet access at home*





Socially connected



# In 2017, more than 9 in 10 moms use social media

Moms who use **any** social networking website or service

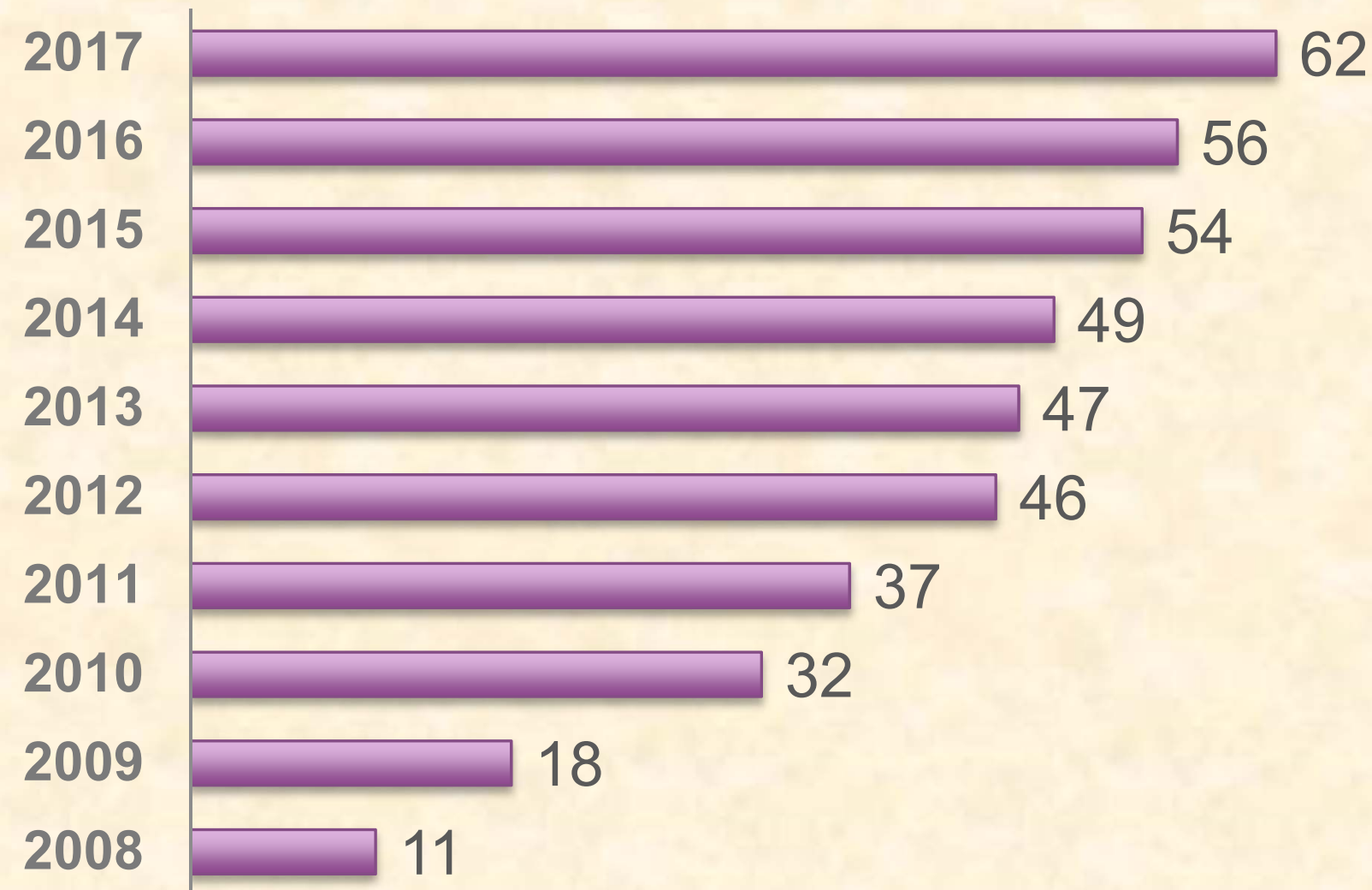
2013	73%
2014	78%
2015	86%
2016	88%
2017	<b>93%</b>





# Social Media Moms continue to check in multiple times daily

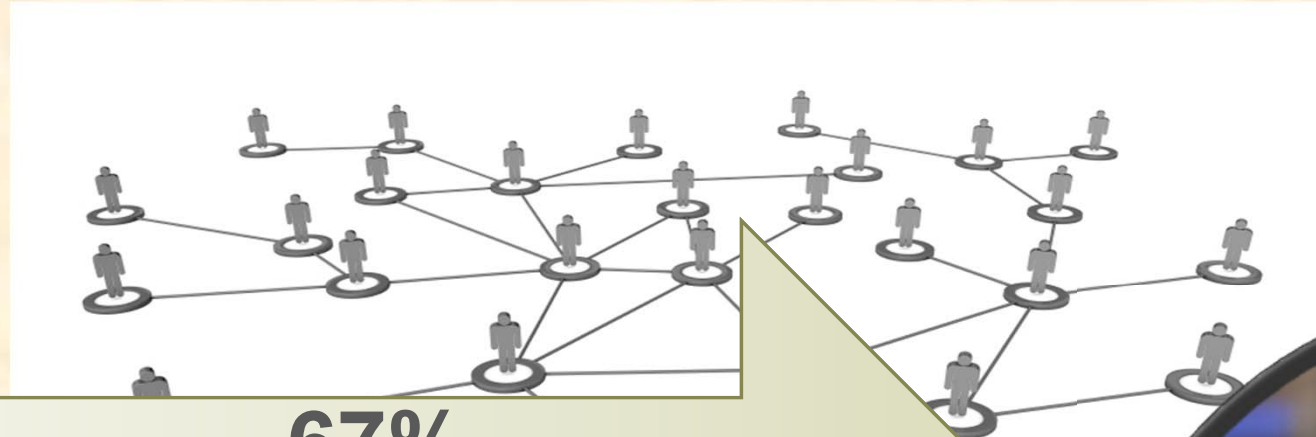
% of Moms using social networking Web sites **several times** per day



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



# Two-thirds of Smartphone Moms check in multiple times daily



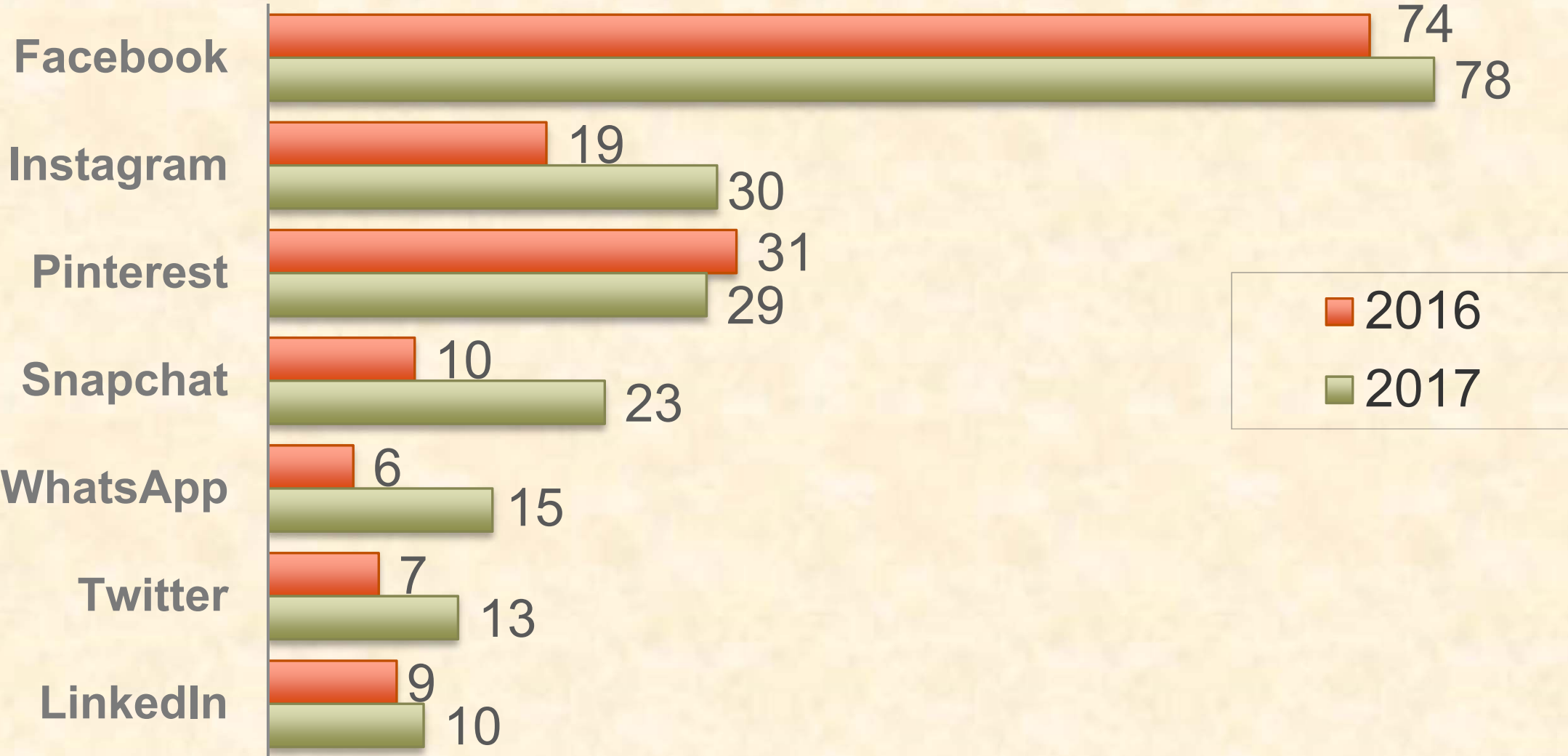
**67%**  
of Smartphone Moms  
use social media several  
times a day





# Moms get social with multiple sites during the week

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





# Snapchat and other social sites catch Moms' attention in 2017

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





# Snapchat is finding a place with Moms

% of Moms who use...



<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
22%	29%	43%	51%	47%
17%	24%	26%	29%	37%
--	--	10%	13%	29%



# Facebook is still the one for Moms

**84%**  
of Moms use  
Facebook



**72%**  
of Social Media Moms  
use Facebook **most**





# Twitter comes back some in 2017 with Moms

% of Moms who ever use Twitter



<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
9%	10%	13%	18%	17%	15%	21%



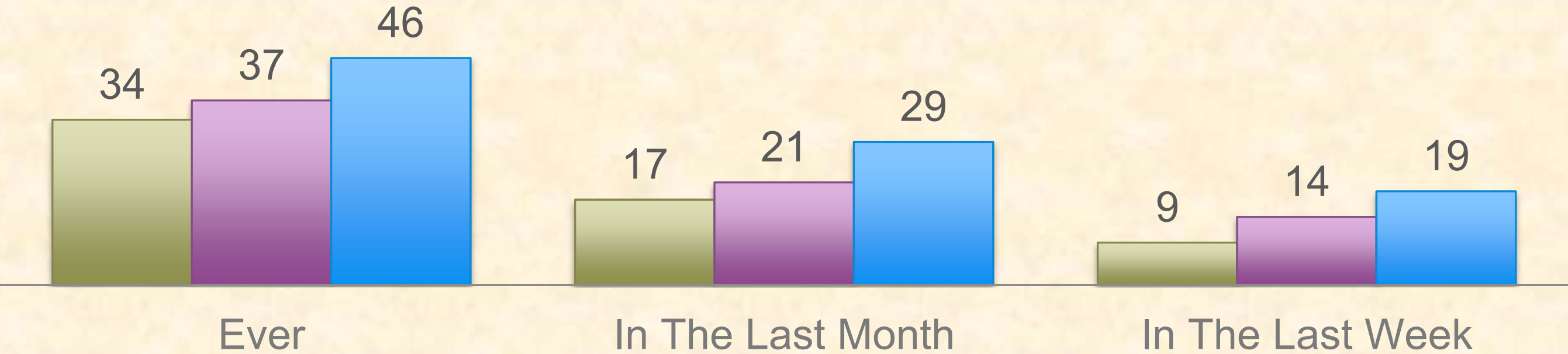
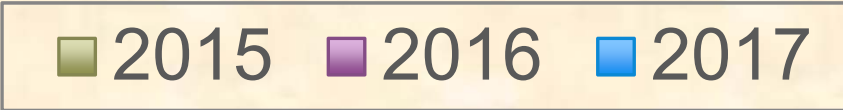
# Podcasts and other media



# Podcasts gain even more traction with Moms

% who have listened to a podcast:

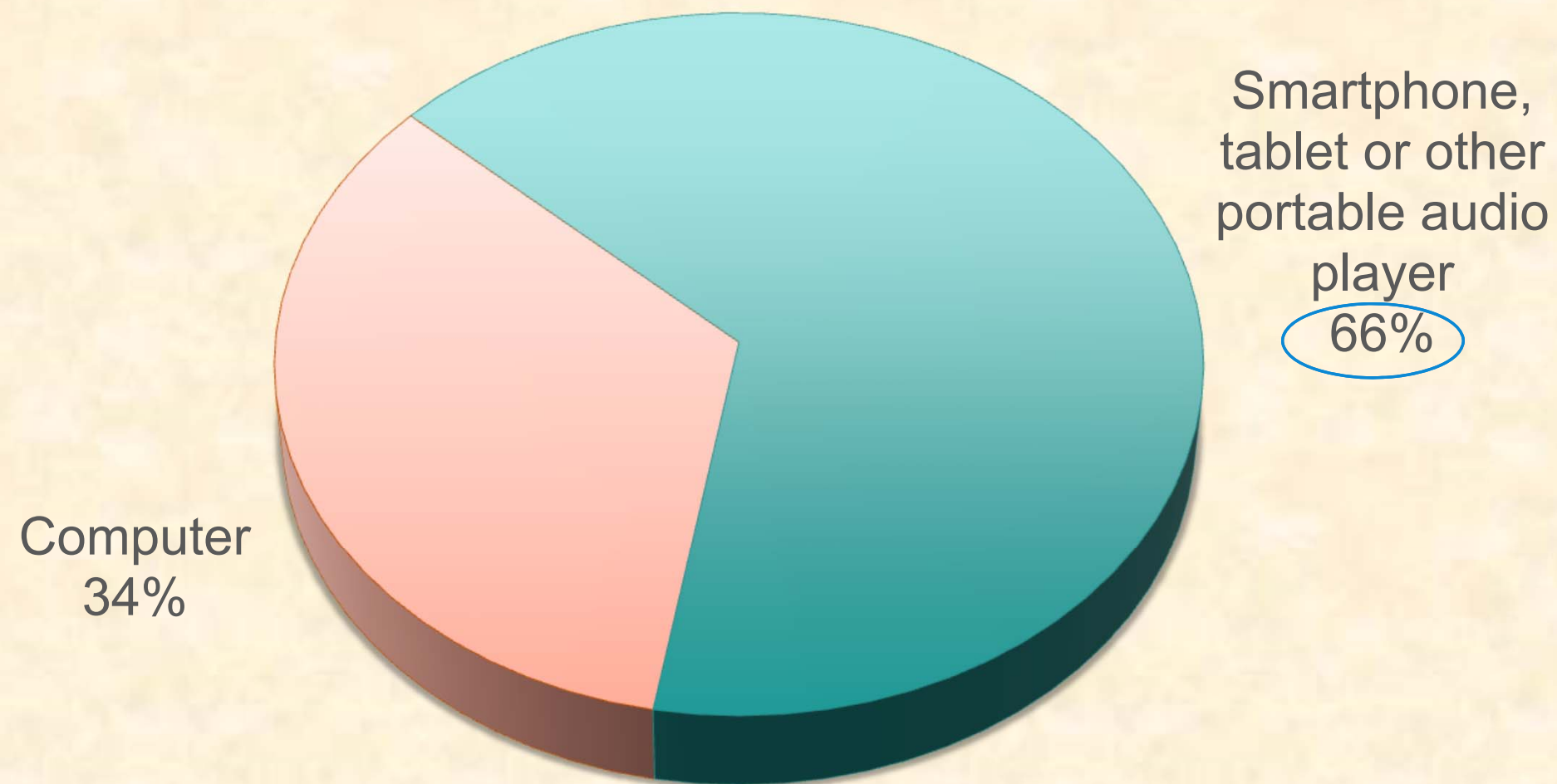
percent





# Mobile devices win over computer for Moms' podcasts

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



*Base: Moms who have listened to a podcast*



# Most Moms listen to podcasts at home; but other places are showing a bit of growth

*“Where do you listen most often to podcasts?”*



Home

Work

Car

Someplace else

<u>2015</u>	<u>2016</u>	<u>2017</u>
60%	56%	54%
18%	16%	17%
11%	19%	13%
8%	9%	17%

*Base: Moms who have listened to a podcast*



# Average time spent weekly with podcasts

Self-reported hours spent with **podcasts** in the last week

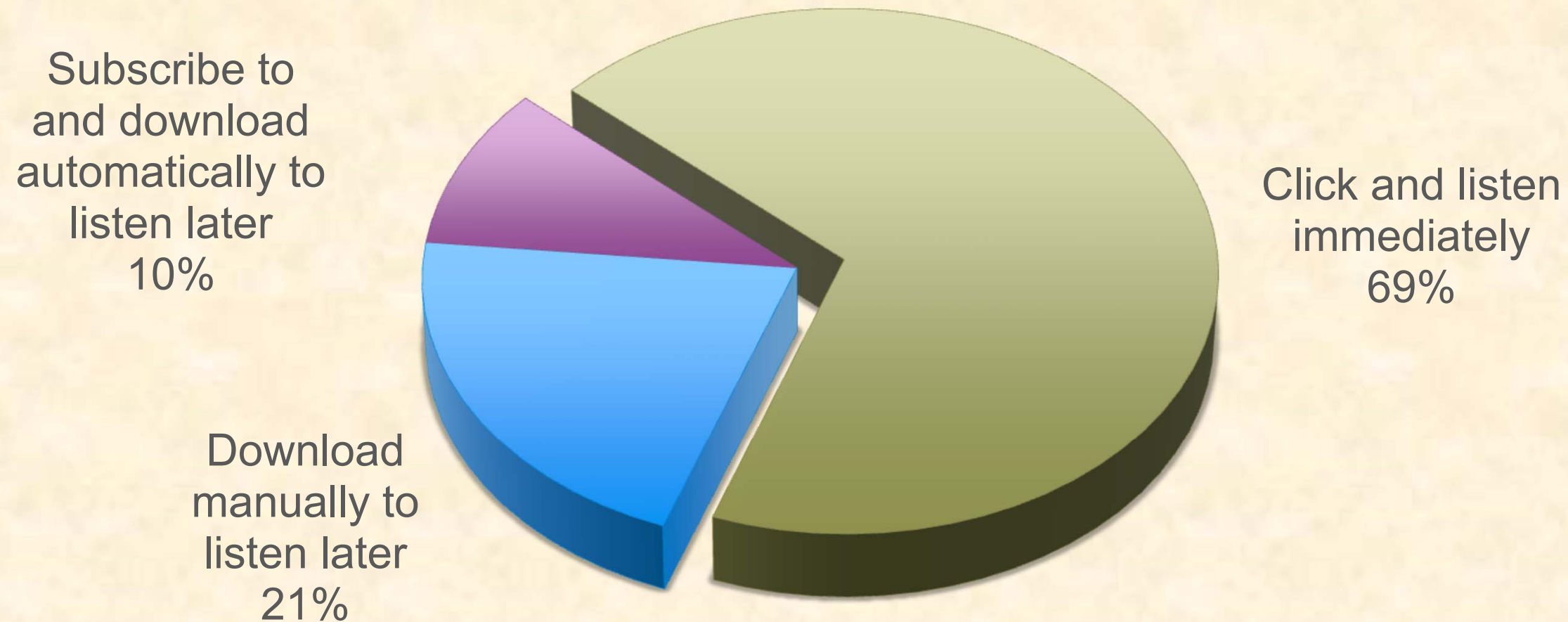
**4 hours  
40 minutes**

Podcast Moms listened to  
an average of **7** podcasts  
in the last week



# Most podcast Moms click and listen immediately

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

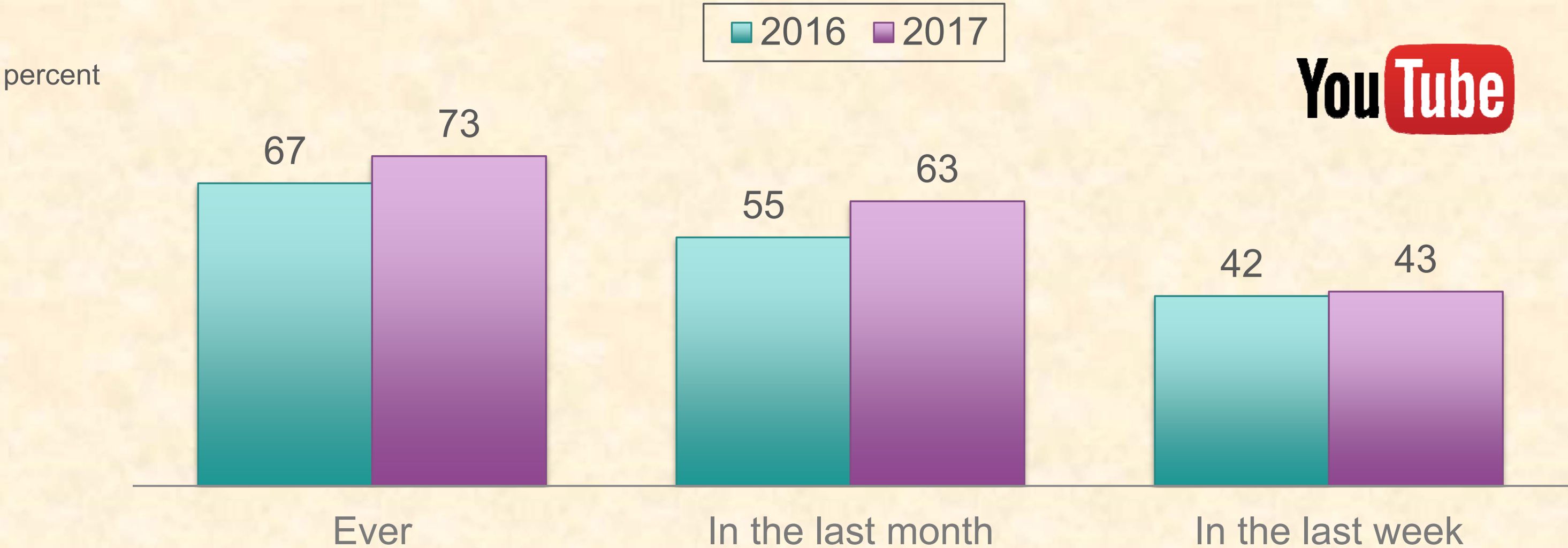


*Base: Moms who have listened to a podcast*



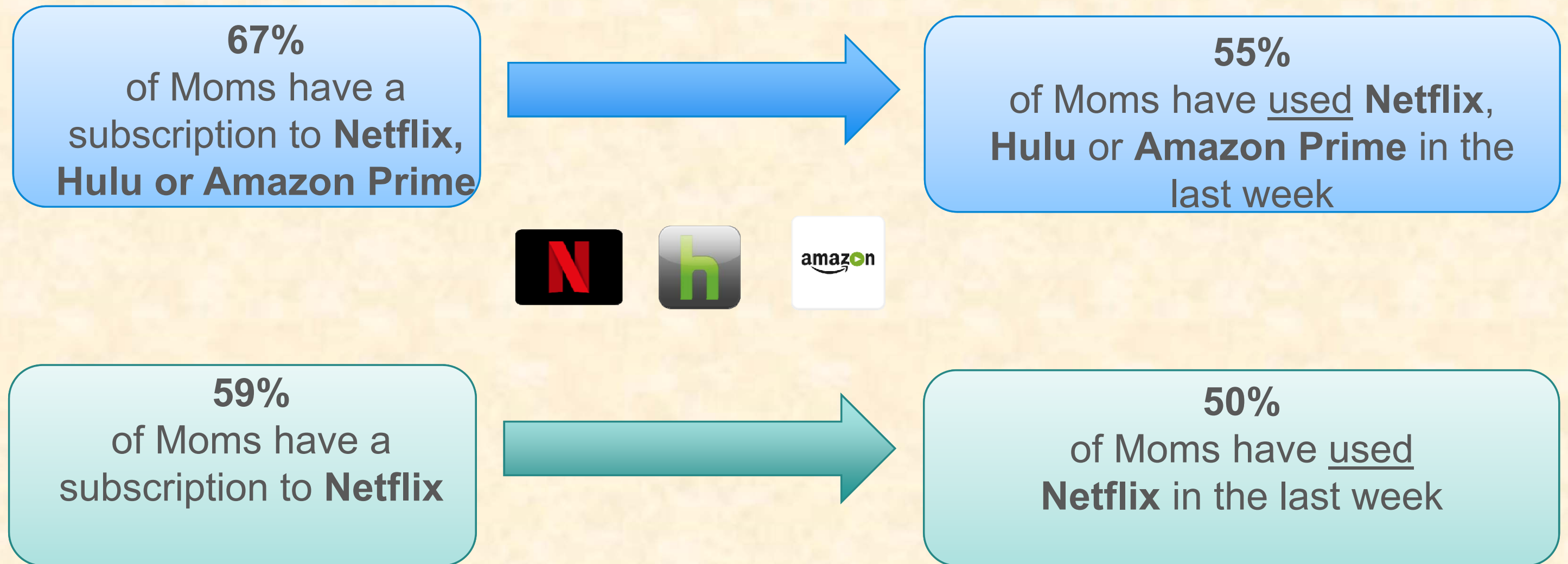
# Moms are checking YouTube for videos and music

% of Moms who have used YouTube specifically to watch videos or listen to music:





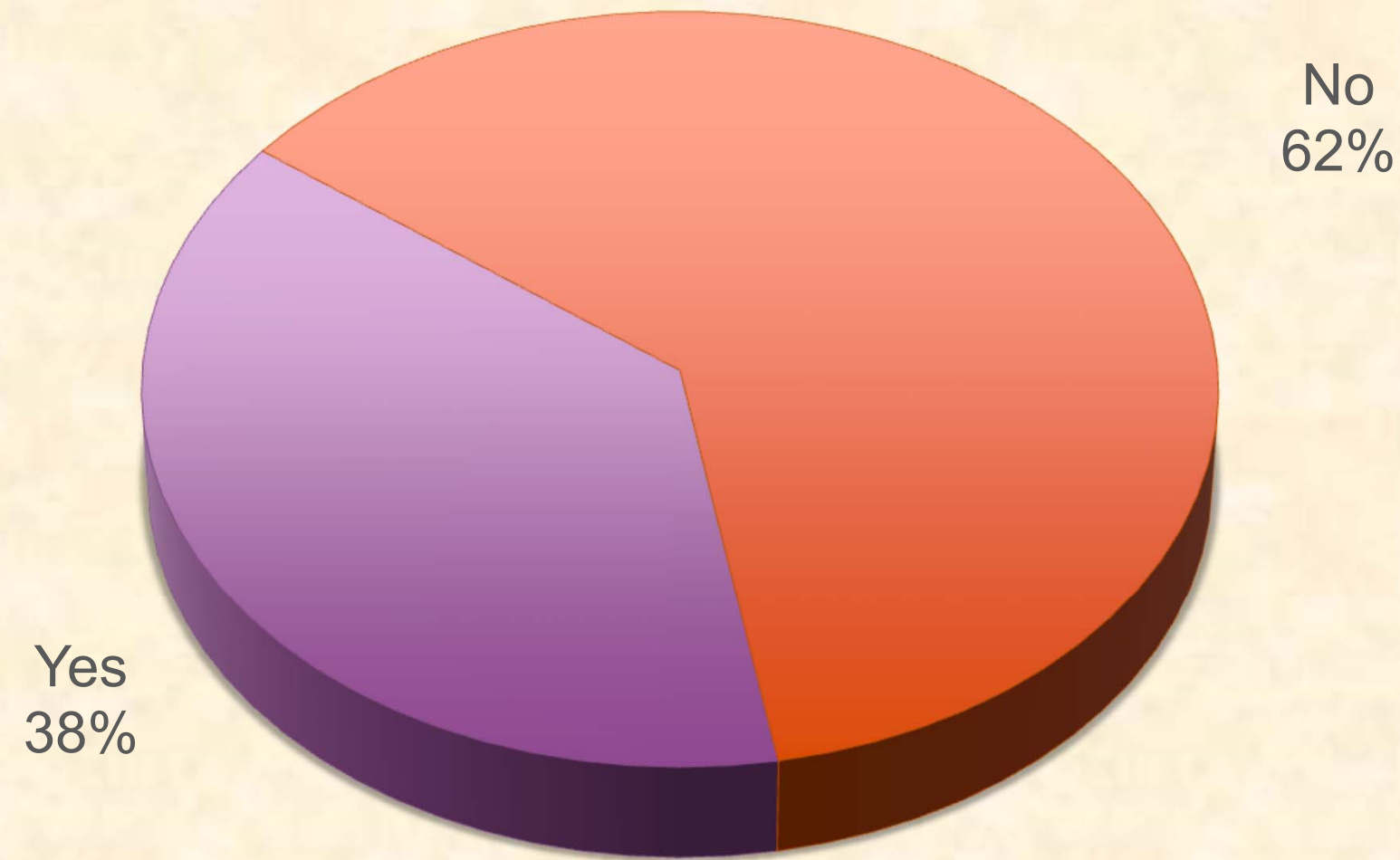
# Moms are onboard with on-demand video





# Nearly 4 in 10 Moms subscribe to Amazon Prime

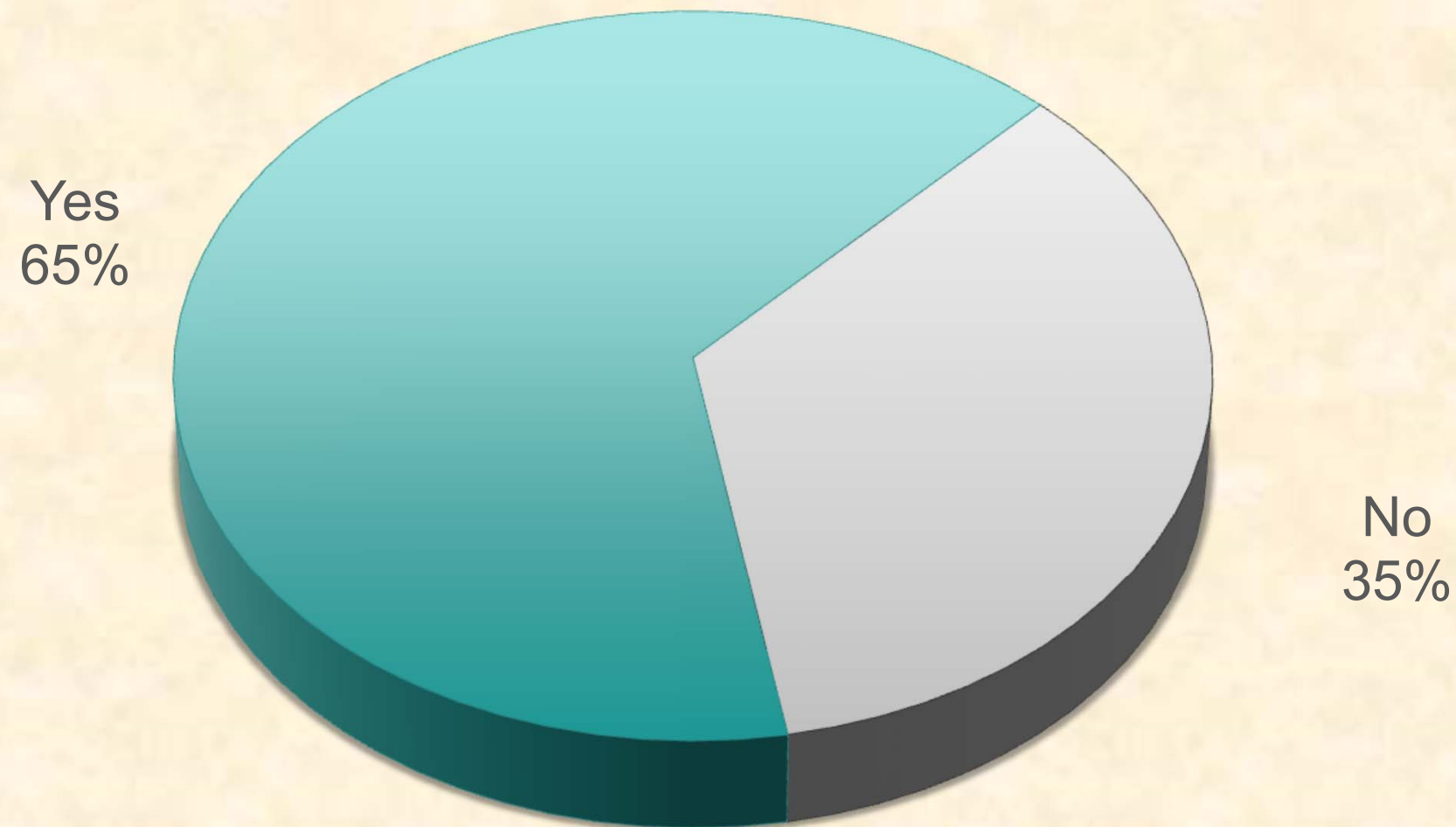
*“Are you a subscriber to the service from Amazon.com called Amazon Prime?”*





# Many 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?”*





# Smart speakers are new to Moms' radar

% of Moms who have heard of each type of smart speaker



\*Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service."



# Smart speaker ownership is just beginning for Moms

% of Moms who own each type of smart speaker



\*Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service."



# Conclusions



# What we learned from Moms & Media 2017

## 1. Mom is highly accessible

Just about every mom is cell phone equipped

## 2. Mom is readily available to engage

Smartphone ownership is huge

Smartphones are the preferred mobile device

## 3. Be creative with new media to reach Mom

Podcasts take up some of Mom's time

Mom chooses 'on-demand' services like YouTube and Netflix

## 4. Mom is loyal to Facebook, but not exclusive

Snapchat is getting attention





How you know.™

## Moms and Media 2017

Presented by Melissa DeCesare  
Vice President, edison research

[mdecesare@edisonresearch.com](mailto:mdecesare@edisonresearch.com)  
[edisonresearch.com](http://edisonresearch.com)



The  
**Research Moms**  
*Insights. Ideas. Analysis.*

[theresearchmoms.com](http://theresearchmoms.com)





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