

Moms and Media 2013



Methodology Overview

- In February 2013, Arbitron and Edison Research conducted a national telephone survey (landline and cell phone) of 2,021 people aged 12 and older
- The sample yielded 319 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



Mom in 2013 is connected, mobile and of course a multi-tasker

Moms are a highly sought after demographic group in advertising and marketing

She is a decision maker; always planning what's next on her agenda



Mom needs technology

Today's Mom understands the importance and benefits of technology. In fact, she embraces it.



Mom looks to technology to help her navigate her busy day.

Moms are social savvy

They like, they follow and they respond to brands and retailers who are authentic



Advertisers and marketers want to be 'liked' by Mom

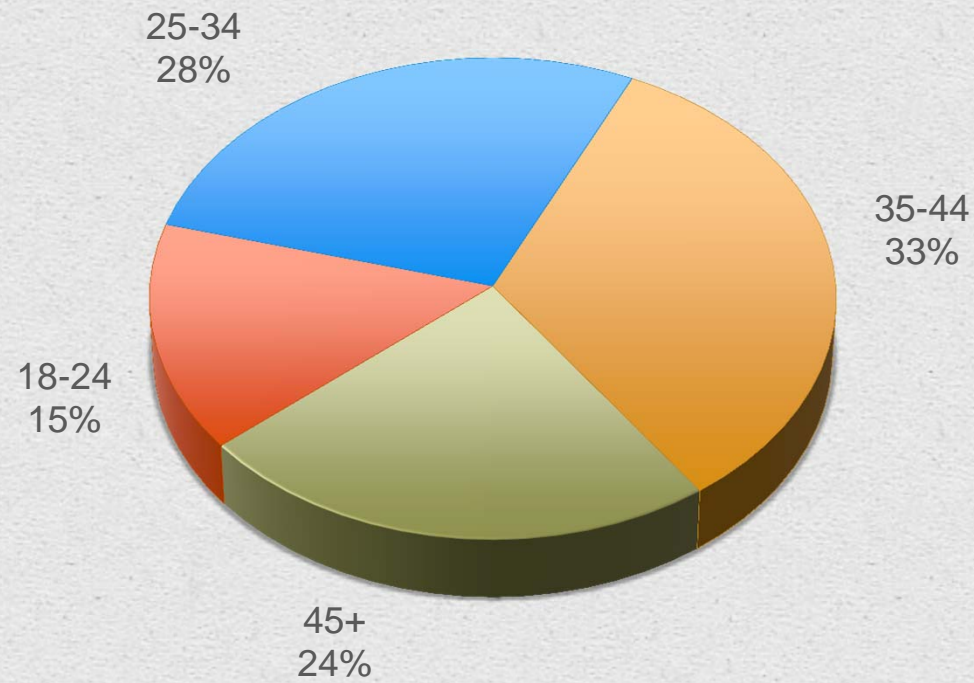
Moms and Media 2013

Themes that emerged from Moms and Media this year:

- Moms continue to take their Internet on the go
- Social networking remains solid and access via cell is rising
- Tablets are gaining traction
- Smartphones are taking on new responsibilities
- Moms still consume traditional media, but blend it with modern technology

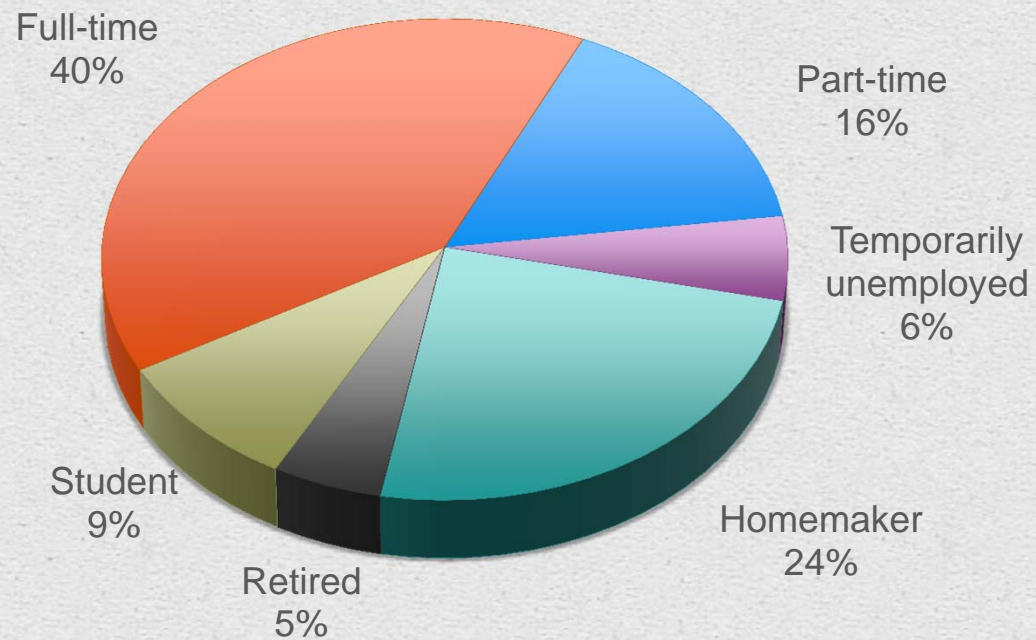
The majority of Moms are over age 35

Age:



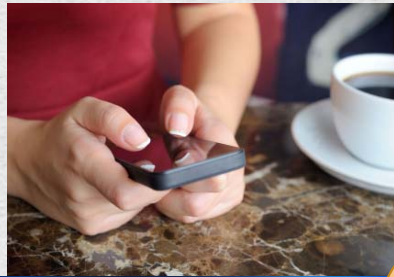
More than half of Moms are employed

Employment status:



Moms Are Connected

Almost all Moms are online

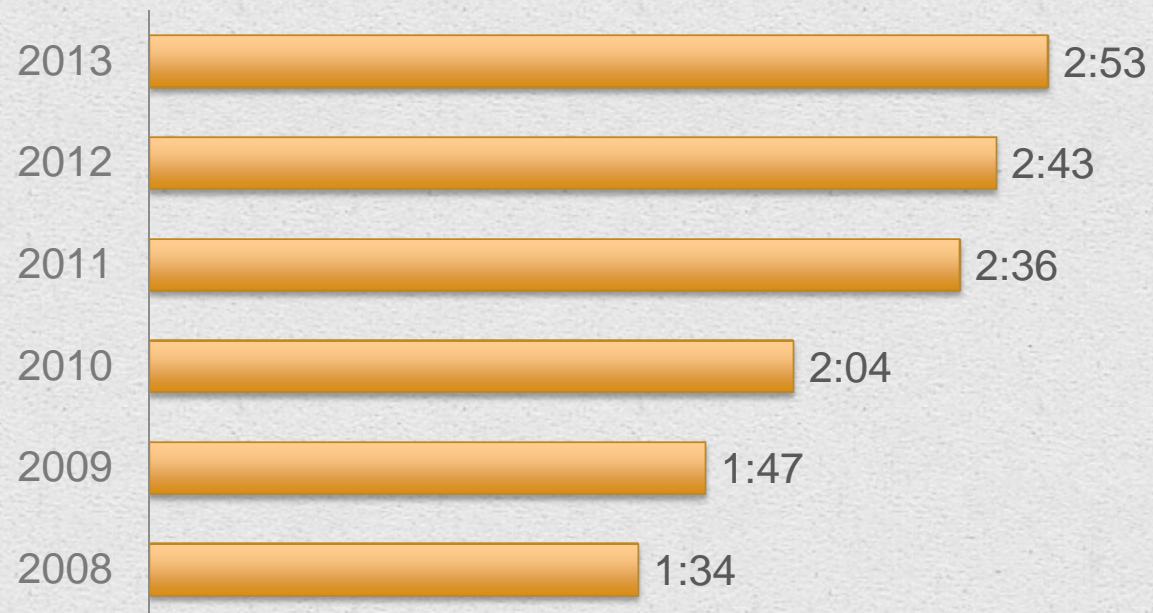


90%
Moms with
Internet access
from any
location



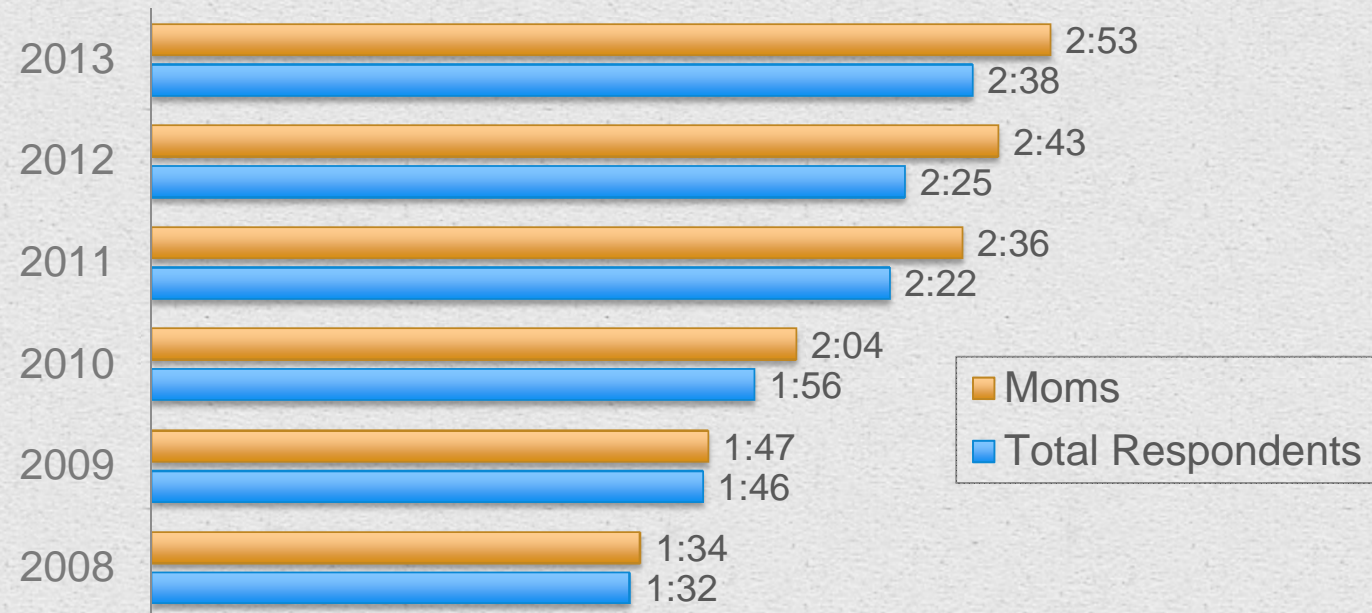
Mom gives Internet even more of her precious time

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



Moms maintain lead over others with time spent online

Hours spent online in the past 24 hours (HH:MM)



Mom gives more than one third of her day to media

Self-reported time spent with Internet, television, radio and newspapers in the last 24 hours

2003

7 hours
3 minutes



2013

8 hours
37 minutes

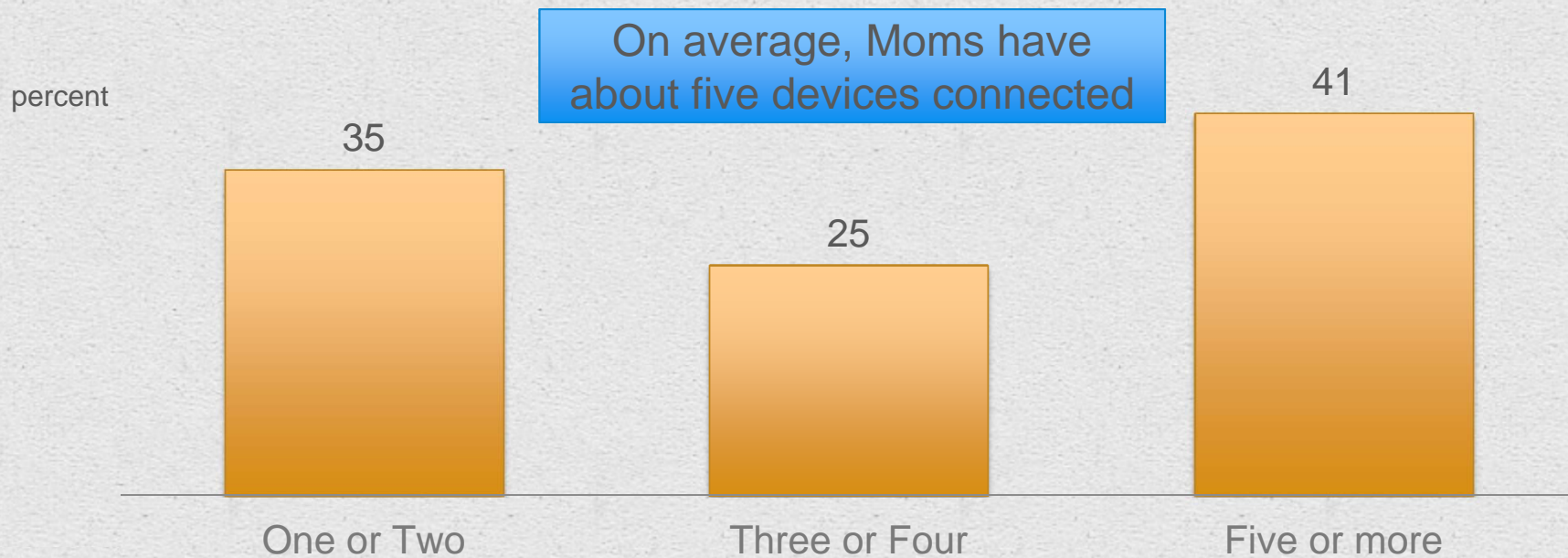
Wi-Fi is a necessity for Mom

% of Moms With Wi-Fi Network in Household



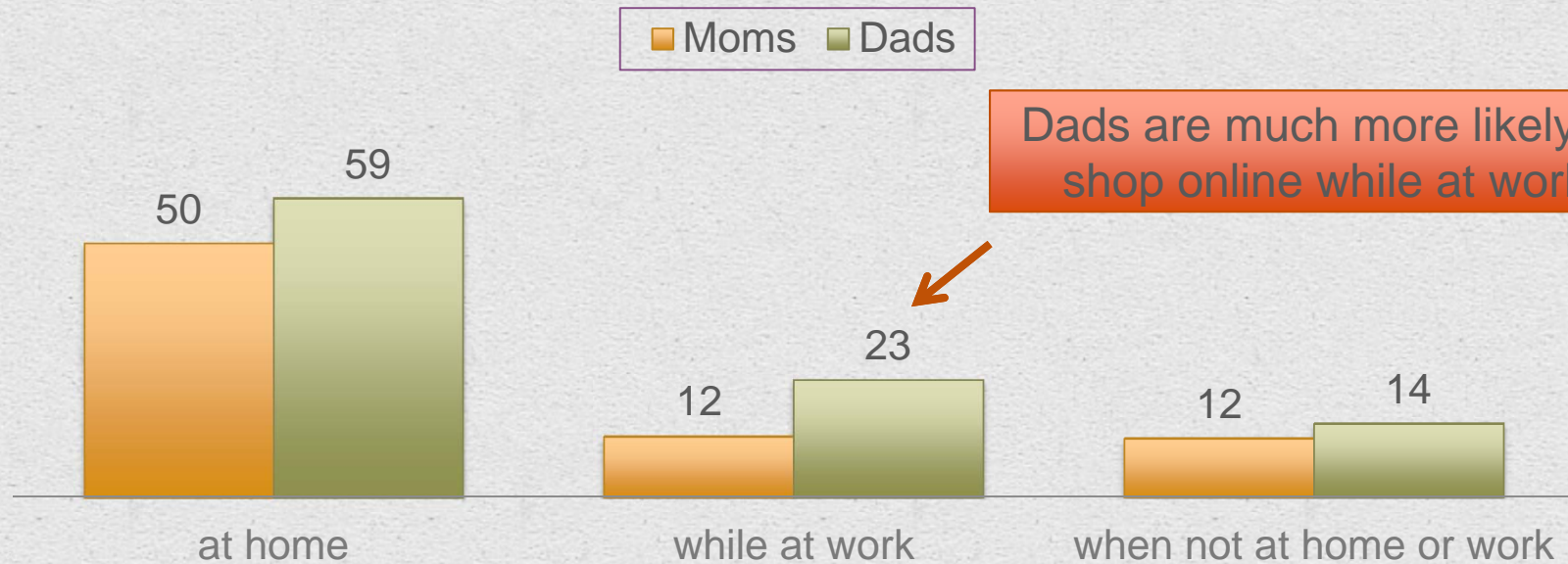
Mom uses Wi-Fi to the fullest

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



Mom shops online, but not as much as Dad does

% saying they shop online at least sometimes...



Being Social in the Motherhood

Facebook familiarity holding steady with Moms



93%
of Moms
have heard of
Facebook

More than 7 in 10 Moms have a profile on Facebook

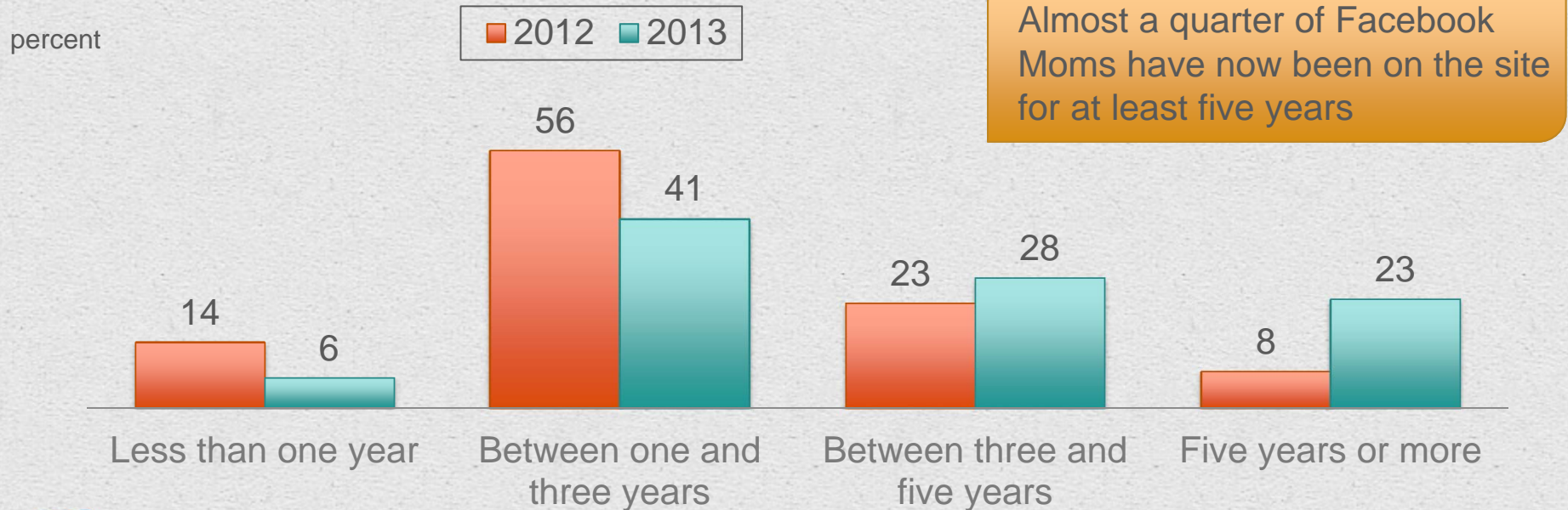
% of Moms who have a profile page on Facebook

Growth has leveled off in the last year



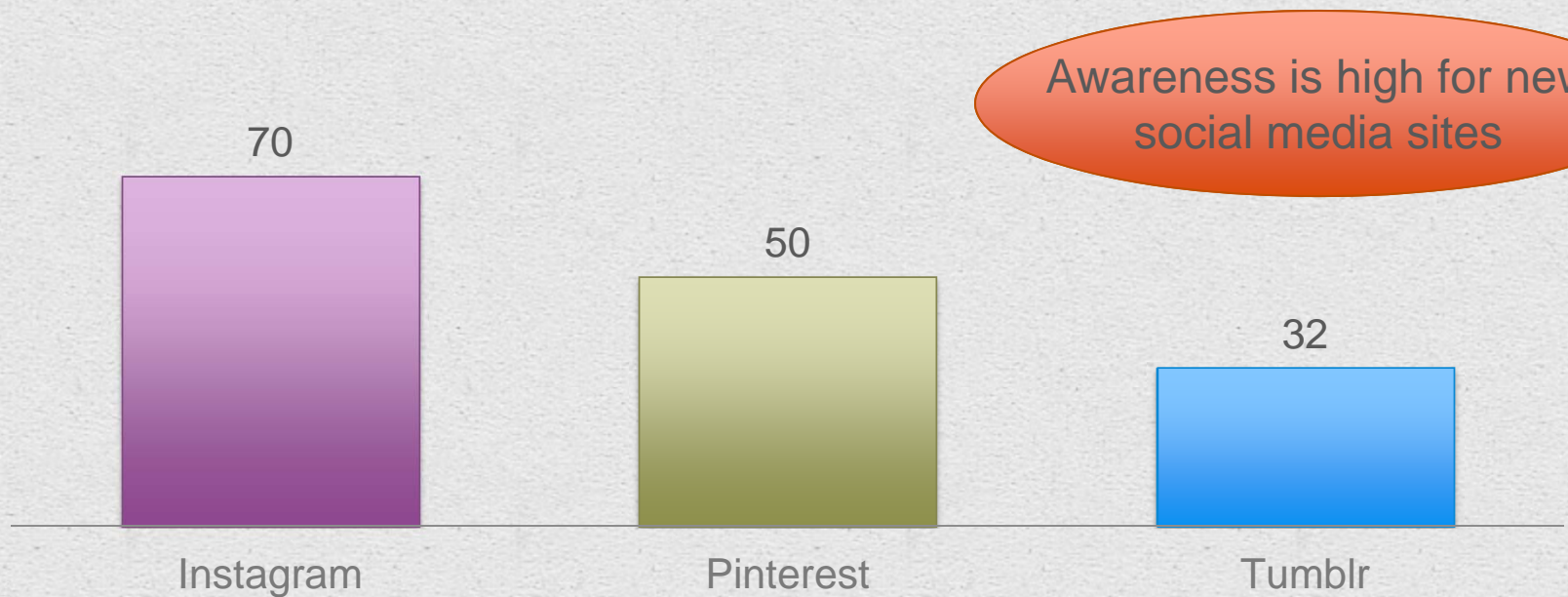
Mom is becoming a Facebook veteran

“How long have you been a Facebook user?”



New social media are on Mom's radar

% of Moms familiar with each



Pinterest is out ahead faster with Moms

% of Moms who have...

An account with



17%

A board on



22%

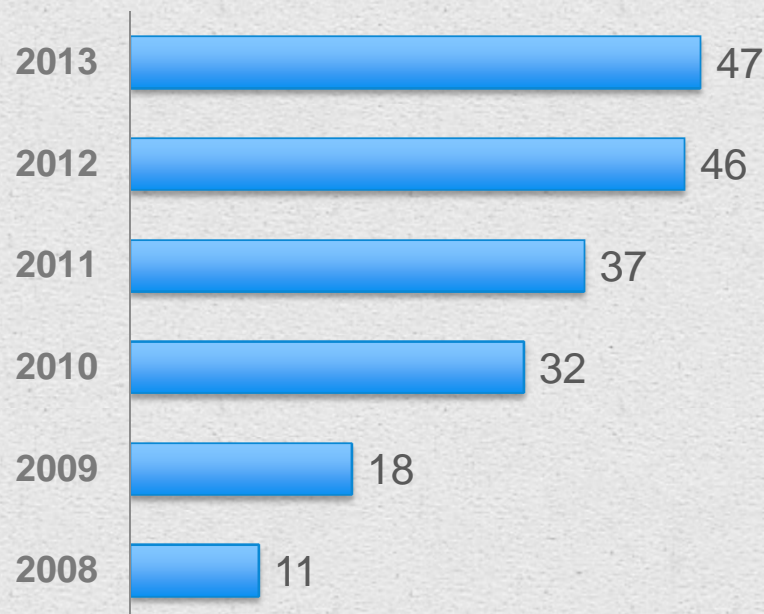
An account with



3%

Almost half of social media Moms check in multiple times on a daily basis

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



Moms show no sign of breaking the social networking habit

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

Mom checks Facebook constantly

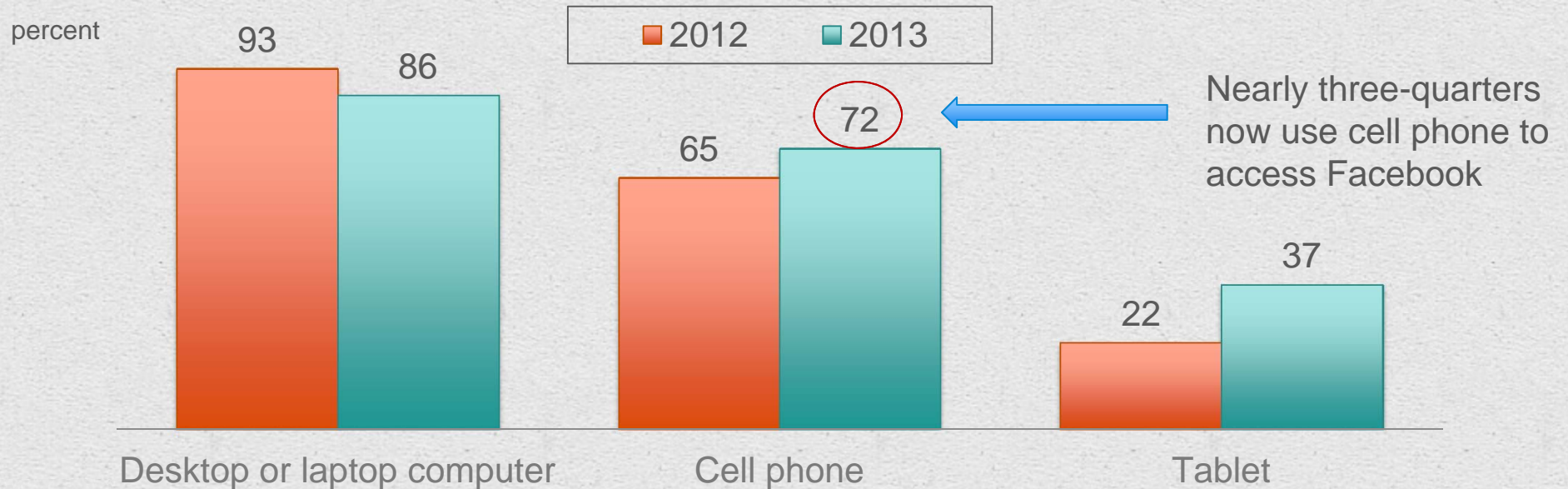
Average number of times checking Facebook in 24 hours



Base: Those with a profile page on Facebook

Cell phones continue gaining traction for Facebook access

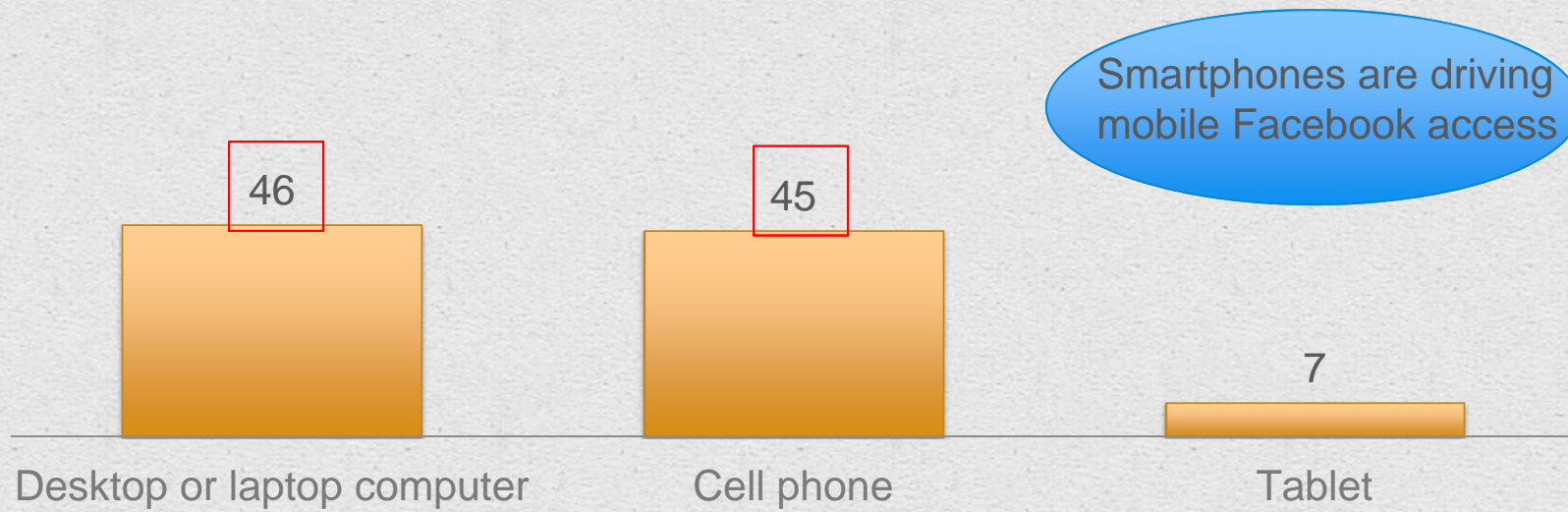
“Which of the following ways do you *ever* access Facebook?”



For Mom, cell phone is equal to computer for accessing Facebook most

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

percent

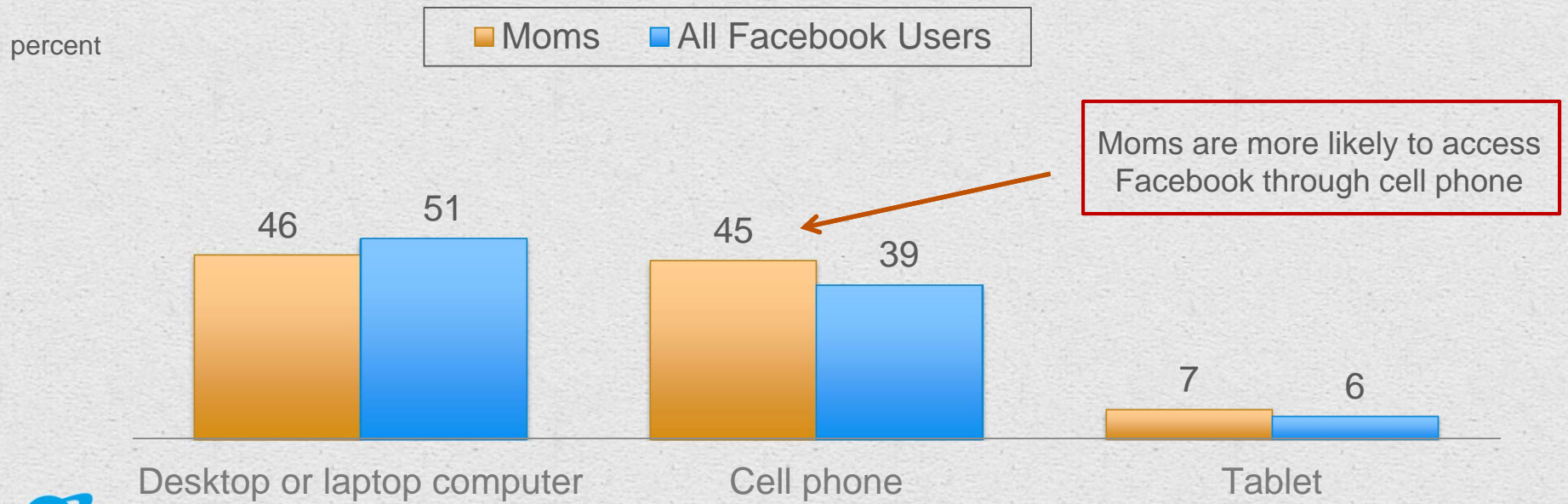


Base: Moms with a profile page on Facebook



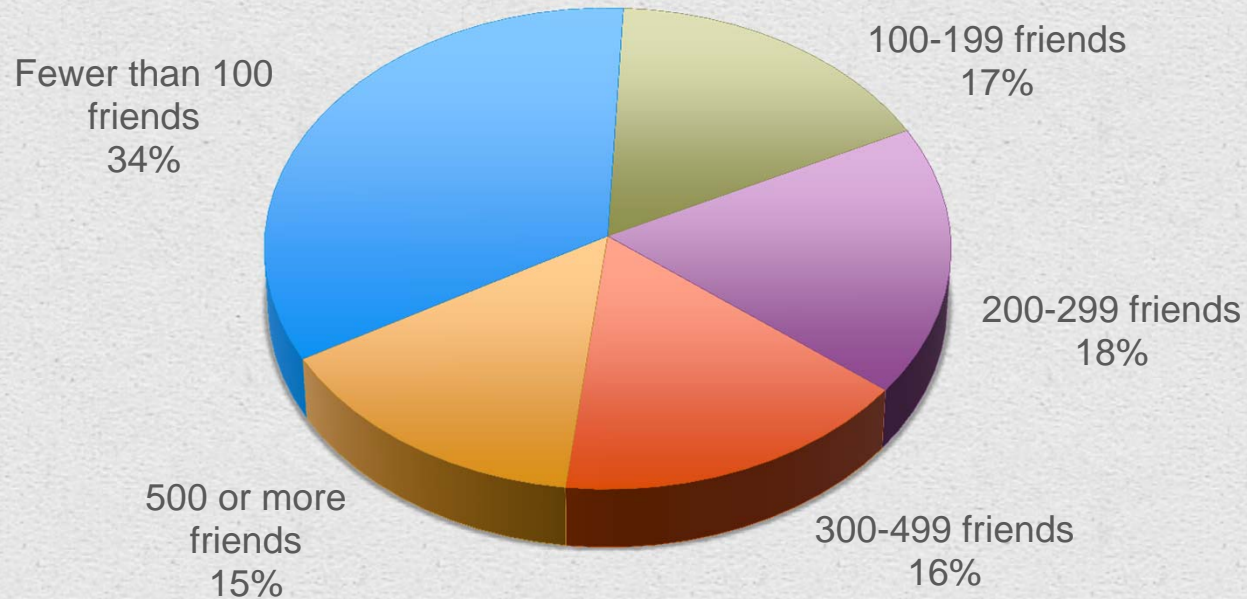
Mom's Facebook access is not the same as others

"Which one way do you access Facebook *most*?"



Half of Facebook Moms have more than two hundred friends

“Approximately how many Facebook friends do you have?”



Base: Moms with a profile page on Facebook

Mom has more friends this year on Facebook

Average number of Facebook friends for Moms



Moms have more Facebook friends than Dads

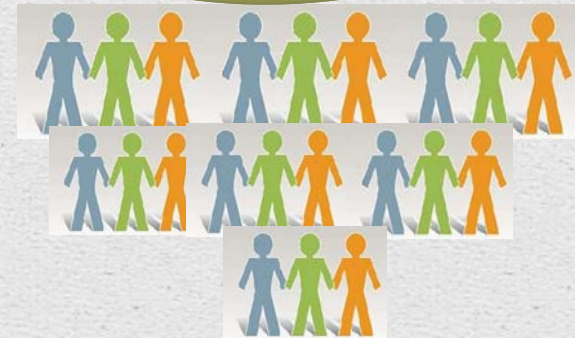
303

Average number
of Facebook
friends for Moms



291

Average number
of Facebook
friends for Dads



Base: Those with a profile page on Facebook

Moms are slightly more likely to follow brands on social networking sites

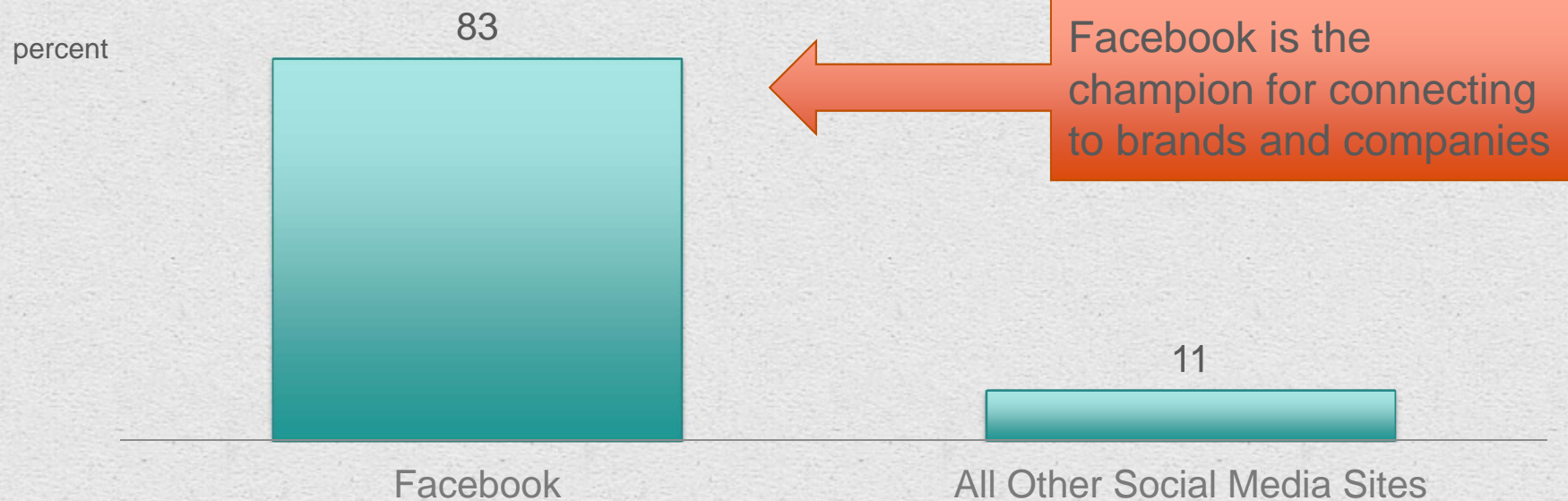
“Do you follow any companies or brands on any social networking sites such as Facebook or Twitter?”

percent



Mom chooses Facebook most to connect with brands

“Which ONE social networking site or service do you use most to connect with brands or products?”

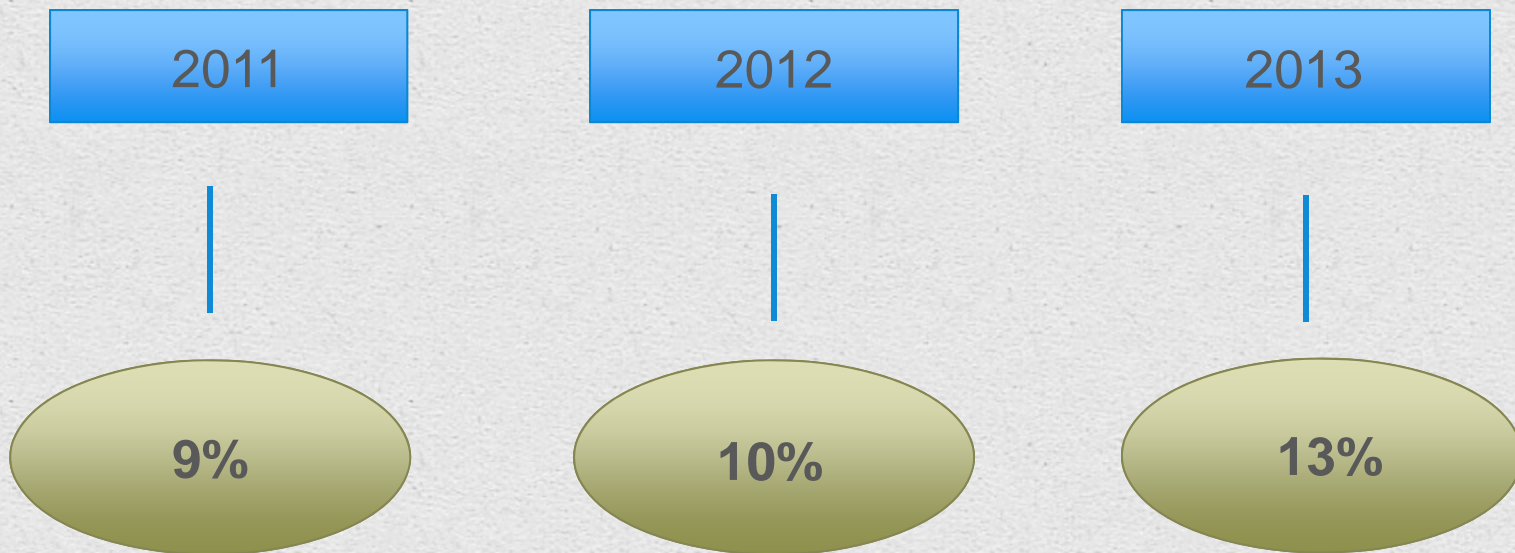


Mom is very aware of Twitter...

% of Moms who have heard of Twitter



...But tweeting is still slow to catch on



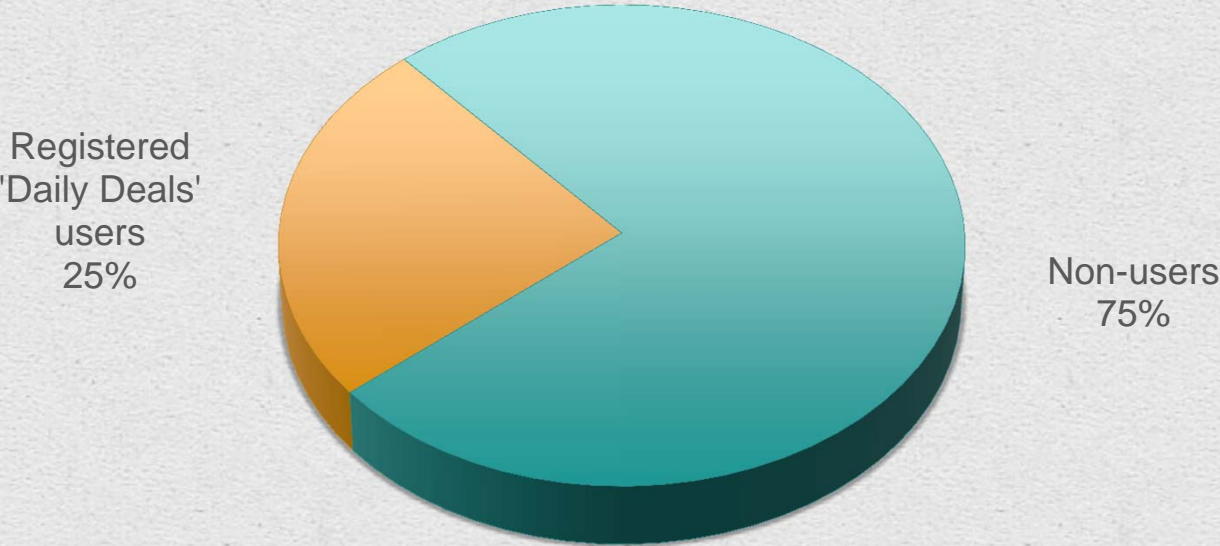
The percentage of Moms who ever use Twitter

Let's Make A Deal



About one quarter of Moms use 'Daily Deals'

% of registered 'Daily Deals' users



Mom is more likely to be a 'Daily Deals' user

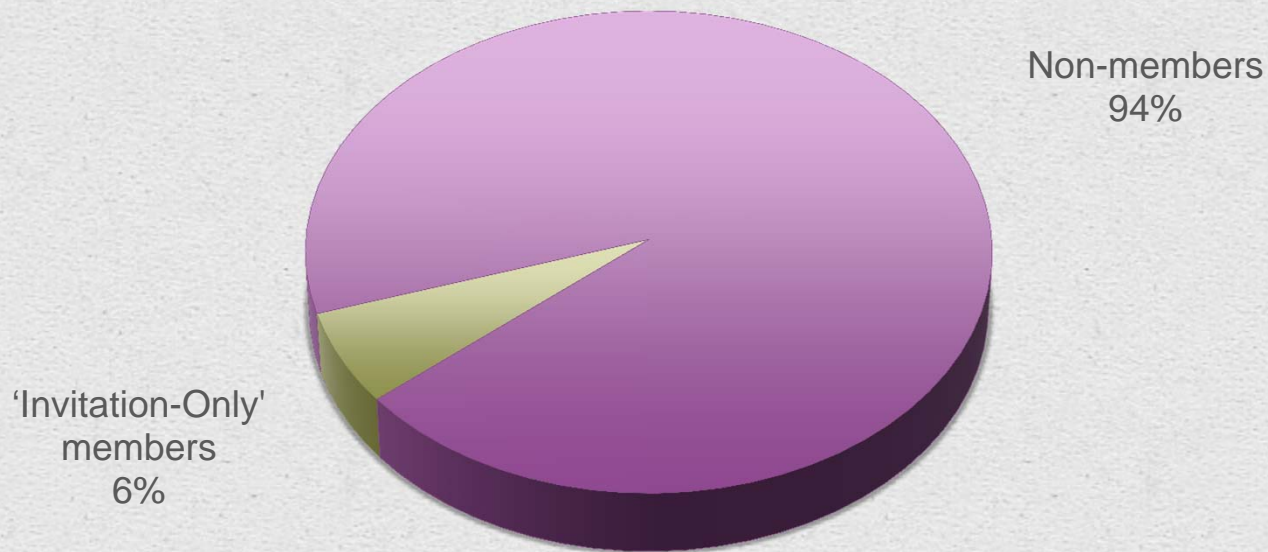
% of registered 'Daily Deals' users

percent



'Invitation-Only' sales sites are a new option for Mom

% of 'Invitation-Only' registered members
(Fab, Touch of Modern, Gilt Groupe and The Foundary)



Busy Moms are Mobile



Reach Mom on her cell phone

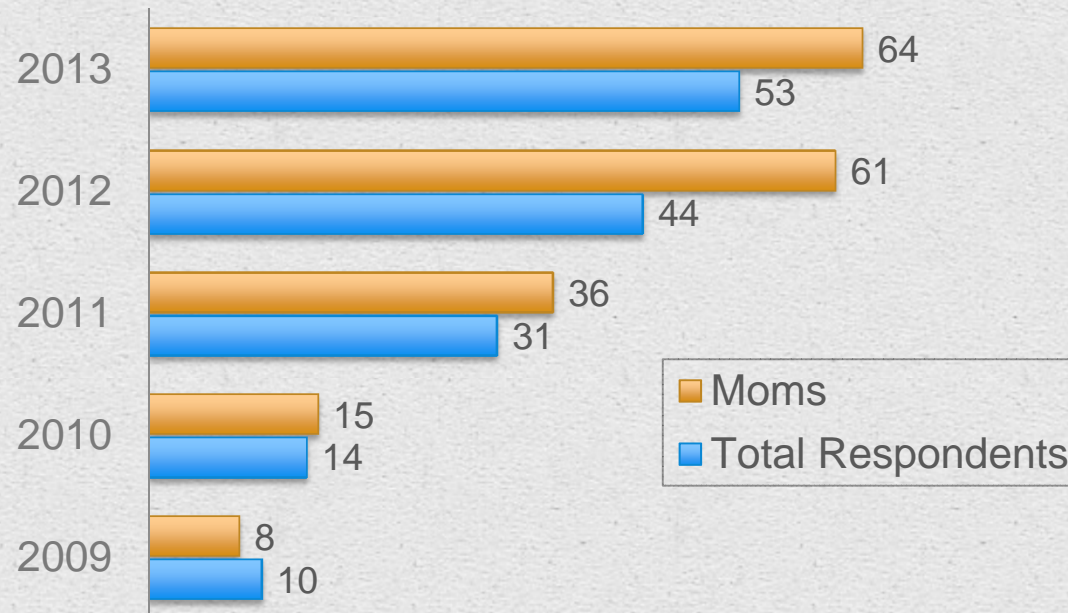


95%
of Moms own a
cell phone



Moms continue to lead smartphone ownership

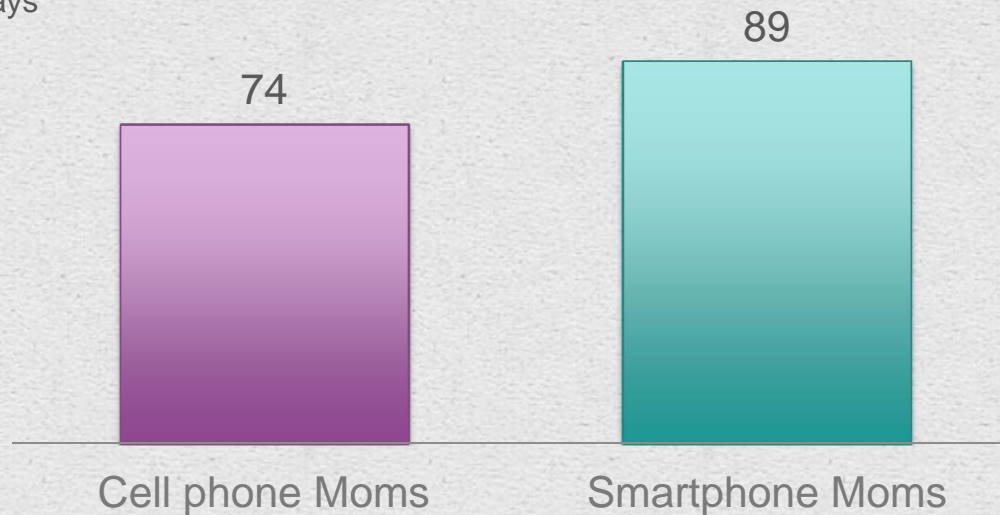
% who own a smartphone



Cell phone is usually close by Mom

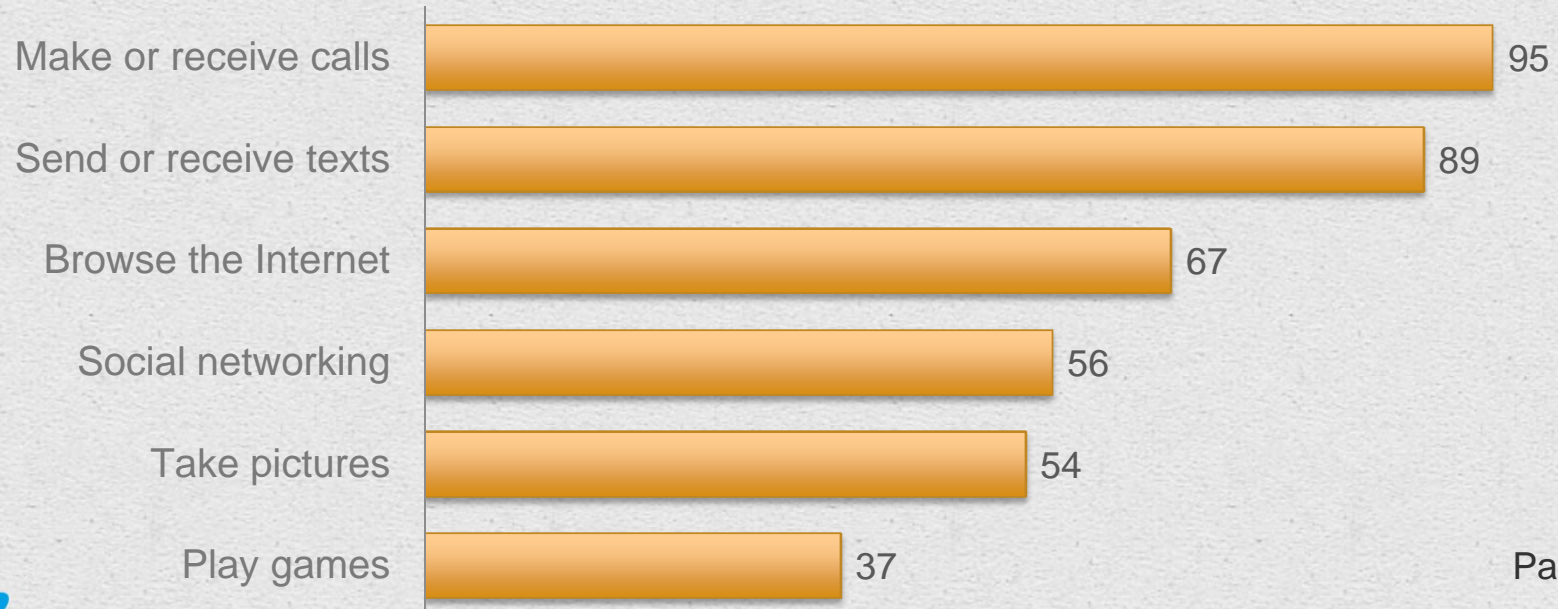
“How often is your cell phone with you or nearby, when it is within arm’s length?”

Percent saying “Always”
or “Most of the time”



Smartphones are not just for calling

% who use their smartphone at least once per day for each item



Base: Moms who own a smartphone

Smartphones are not just for calling

% who use their smartphone at least once per day for each item



Base: Moms who own a smartphone

Mom is more of a smartphone photographer

% saying they use their smartphone at least once per day to take pictures

54%
Smartphone Moms



39%
Smartphone Total

Tablet ownership jumps with Mom in just one year

2012

22%

2013

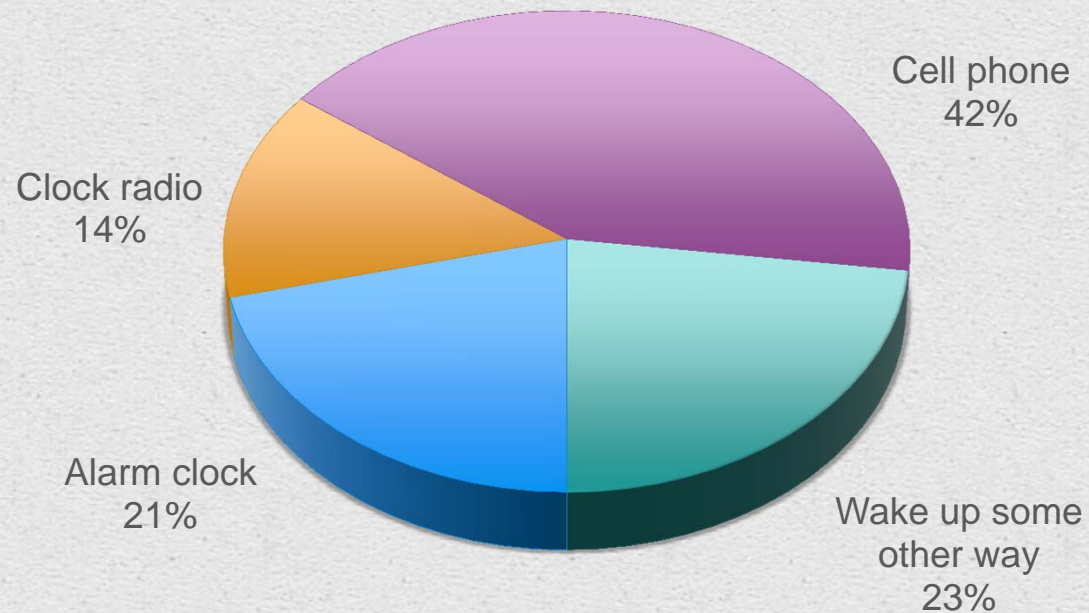
31%



Moms blend traditional and modern media habits

The cell phone is the wake up call for Mom

“Which ONE of the following do you use most often to wake up in the morning?”



Mom listens to the radio at work

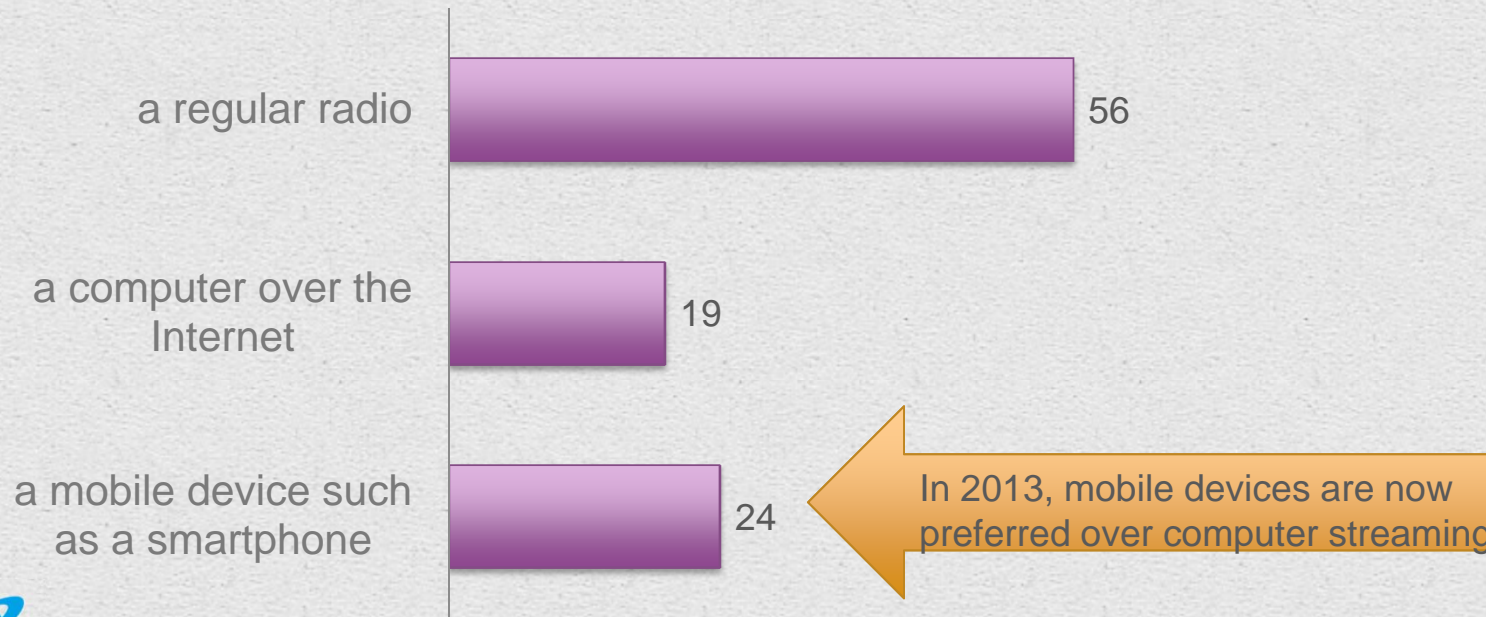


43%
of working
Moms listen to
the radio while
at work

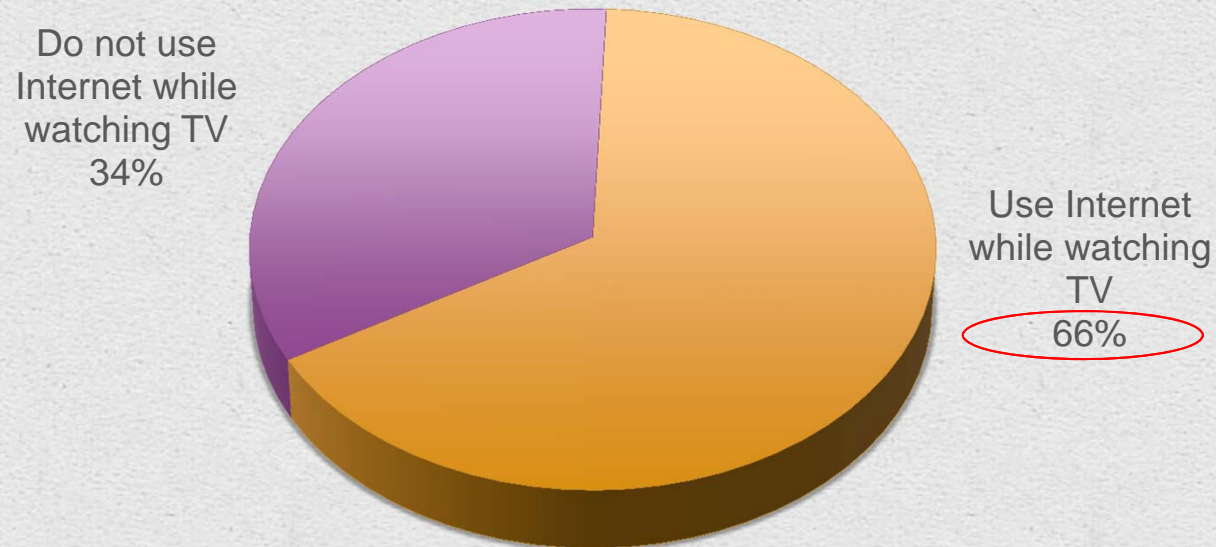


Smartphones have settled in for at-work listening

Among Moms who listen to the radio at work, the % who listen on...

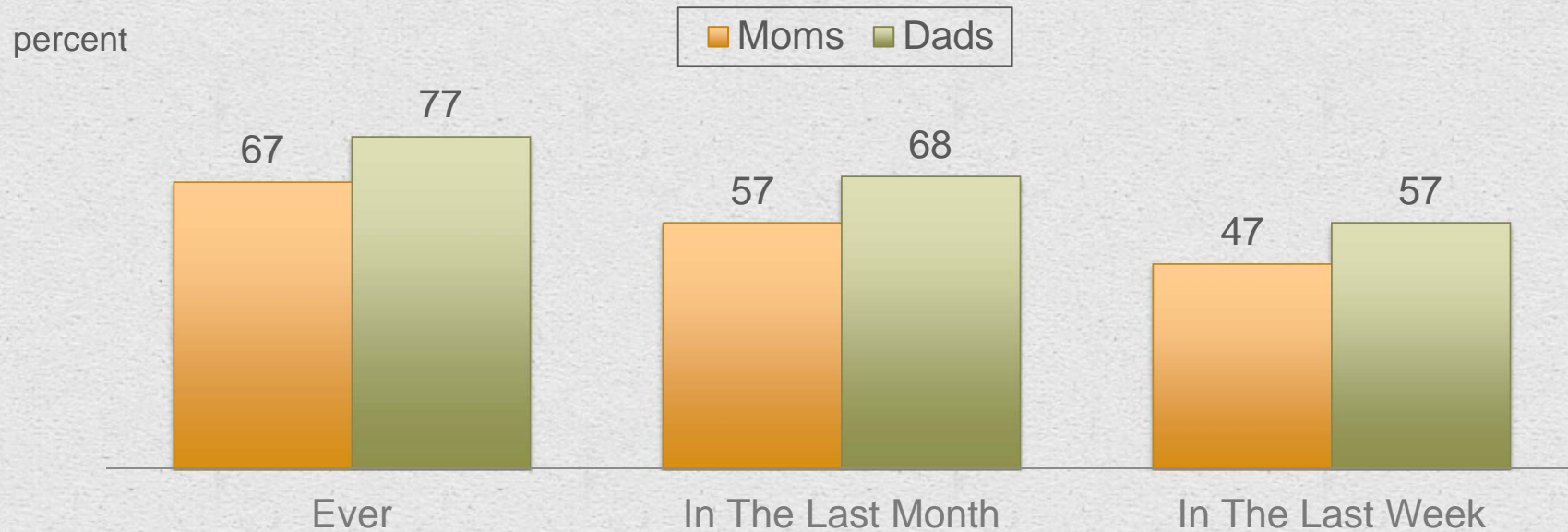


Two-thirds of Moms share some part of their television viewing time with Internet usage



Mom is watching Internet video but Dad is watching more

"Have you viewed video over the Internet..."



Base: Those with Internet access

Conclusions

What Moms told us in 2013

- Internet is a daily staple for Moms; they remain well connected with devices both at home and on the go
- Most Moms use the Internet while watching TV
- Moms continue to heavily use their smartphones for social networking and Internet access
- More than other demographic groups, Moms also utilize smartphones for everyday tasks like waking up, at work listening and taking pictures

What Moms told us in 2013

- Facebook remains *the* social media site for Moms to engage
- Although Facebook profile growth is flat, Moms are adding more 'friends'
- Moms are curious about new, up-and-coming social media sites like Pinterest, Instagram and Tumblr
- Tablets are a growing trend for Moms; blending in to her mobile and busy lifestyle



How you know.™

Moms and Media 2013

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