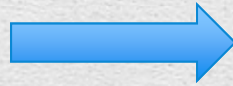


# Moms and Media 2014



## Mom in 2014 is connected and mobile

With her purchasing power, Mom is a force in advertising and marketing



She is mobile, and keeps close to her smartphone





# Why it matters that Mom is mobile



Mobile devices allow Mom to:

- Be online everywhere
- Regularly interact with brands and retailers
- Engage with other consumers
- Leverage social media passion and usage
- Be constantly accessible



# Methodology Overview

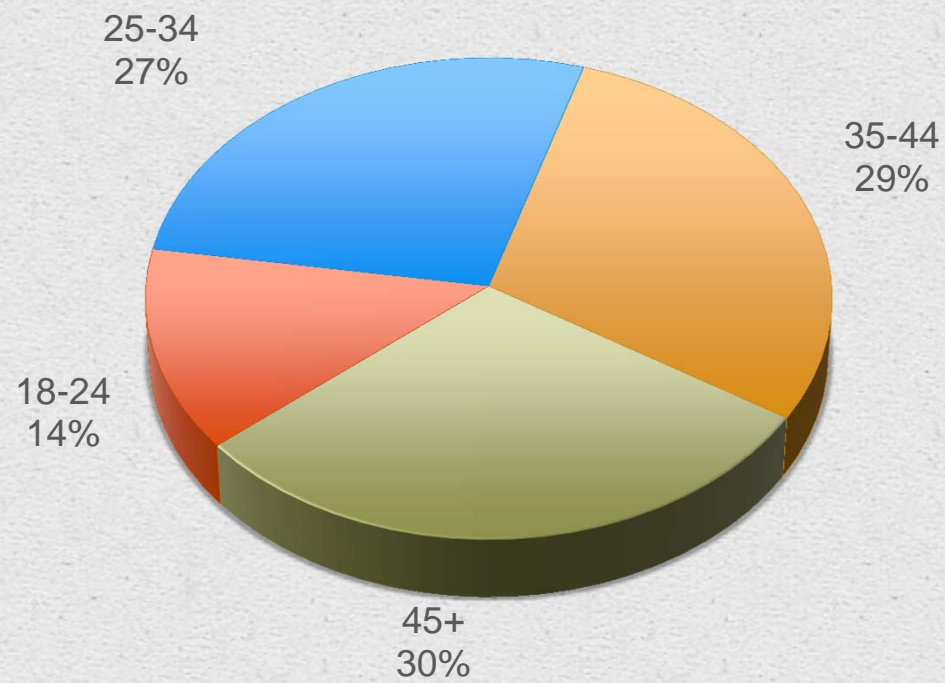
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- In January 2014, Edison Research conducted a national telephone survey (landline and cell phone) of 2,023 people aged 12 and older
- The sample yielded 362 Moms
- “Mom” is defined as a woman having a child under 18 living in her household
- This study is from the Infinite Dial series which dates back to 1998
- Research was sponsored by Triton Digital



## The majority of Moms are over age 35

Age:



# More than half of Moms are employed

Employment status:

Full time 45%  
Part time 15%



Homemaker 19%





# Mobile is a must for Mom



## Nearly all Moms have a cell phone



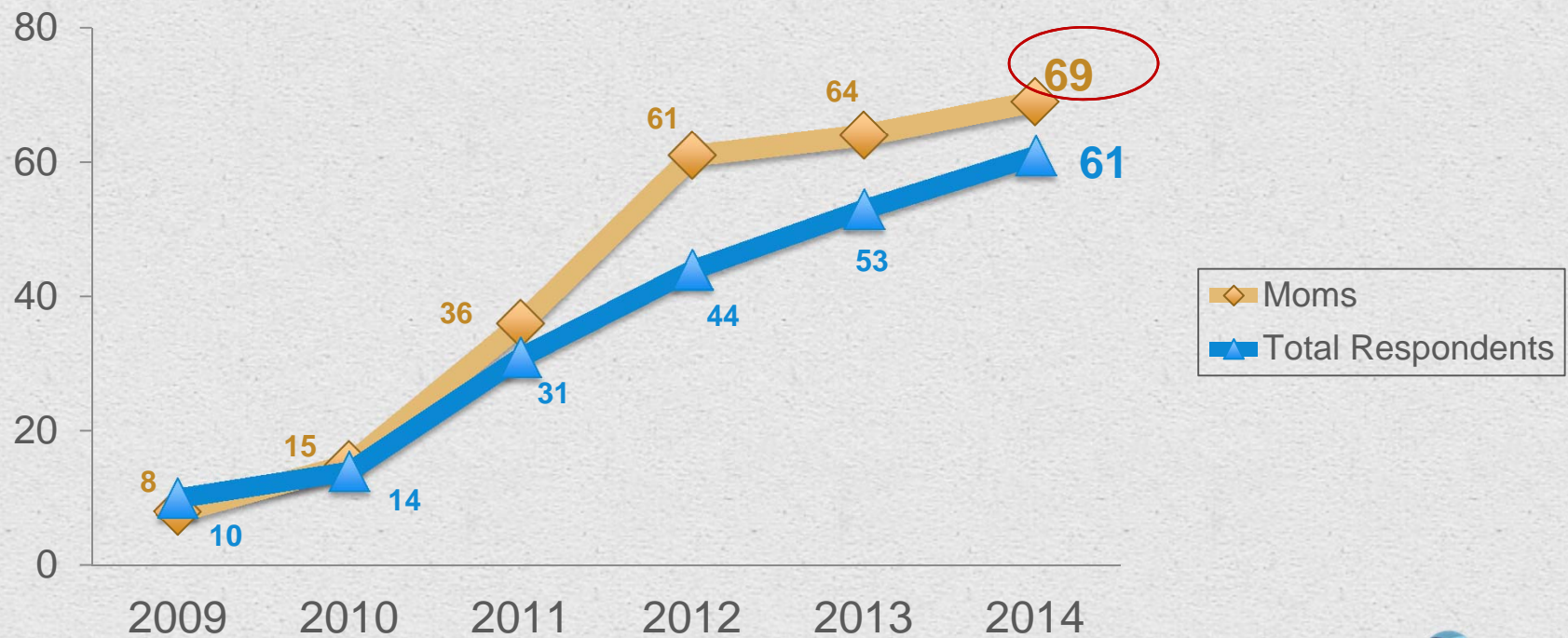
92%

of Moms own a cell phone



## Mom remains ahead with smartphone ownership

% who own a smartphone

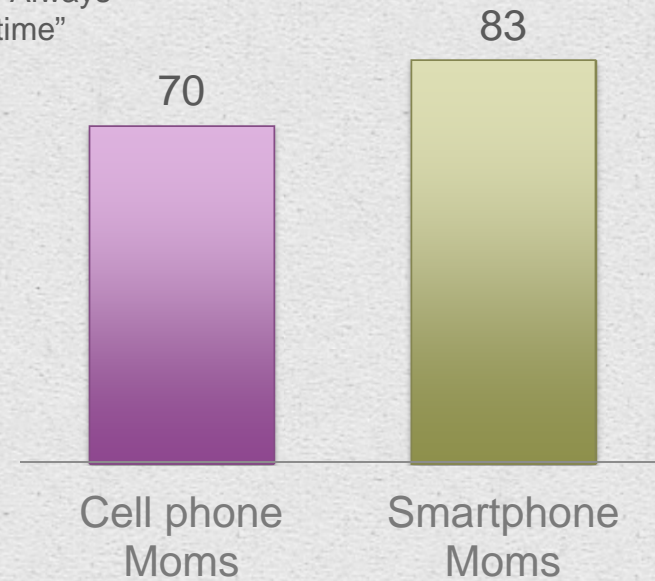


# Mom keeps her phone close

*"How often is your cell phone within arm's length?"*



Percent saying "Always" or "Most of the time"





# Mom is texting multiple times a day

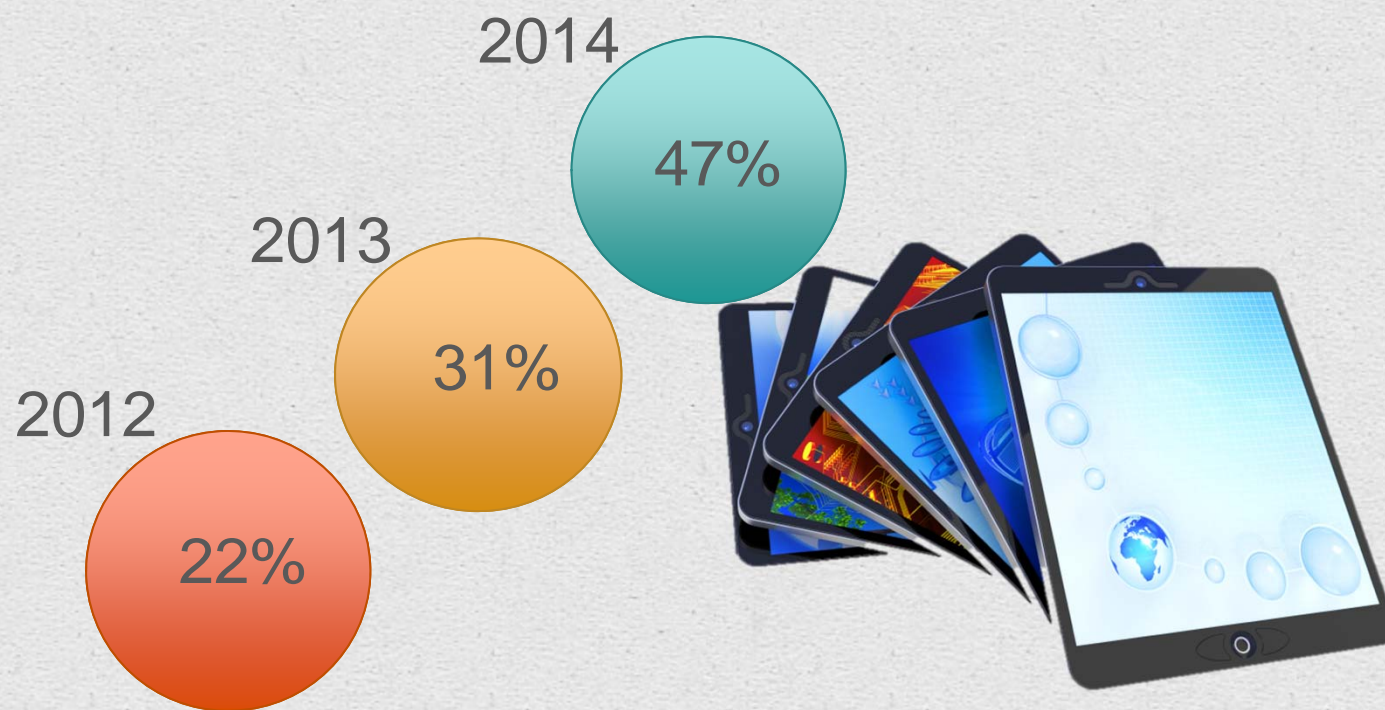
*"How often do you send or receive text messages on your cell phone?"*

Percent saying at least  
"Several times per day"



*Base: Those who own a cell phone*

## Tablet ownership continues to soar with Mom

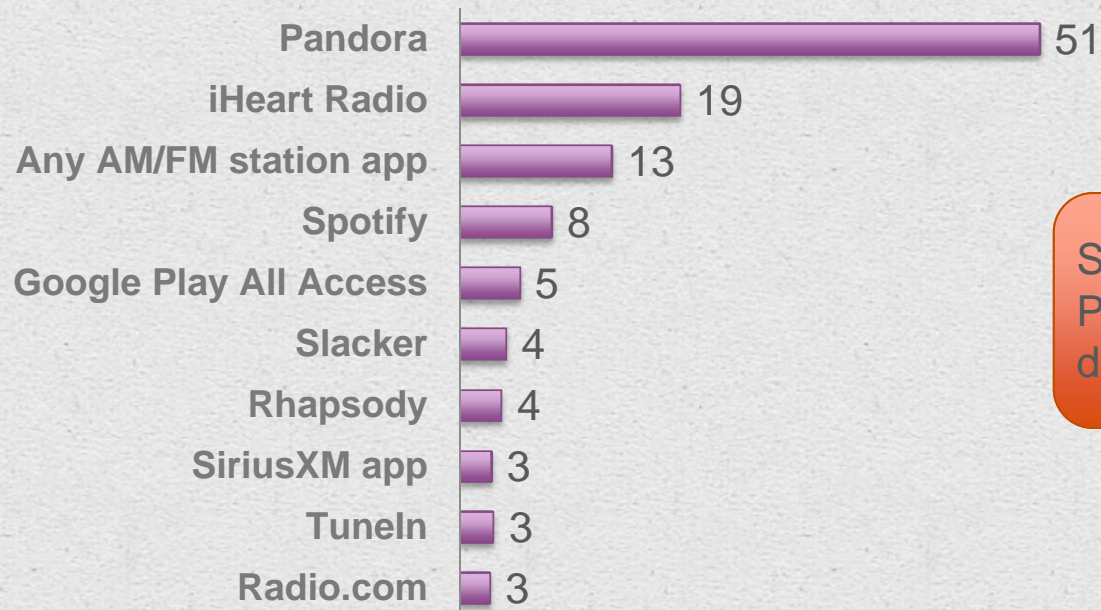


*Moms owning any type of tablet*



# Smartphone Moms make their music mobile too

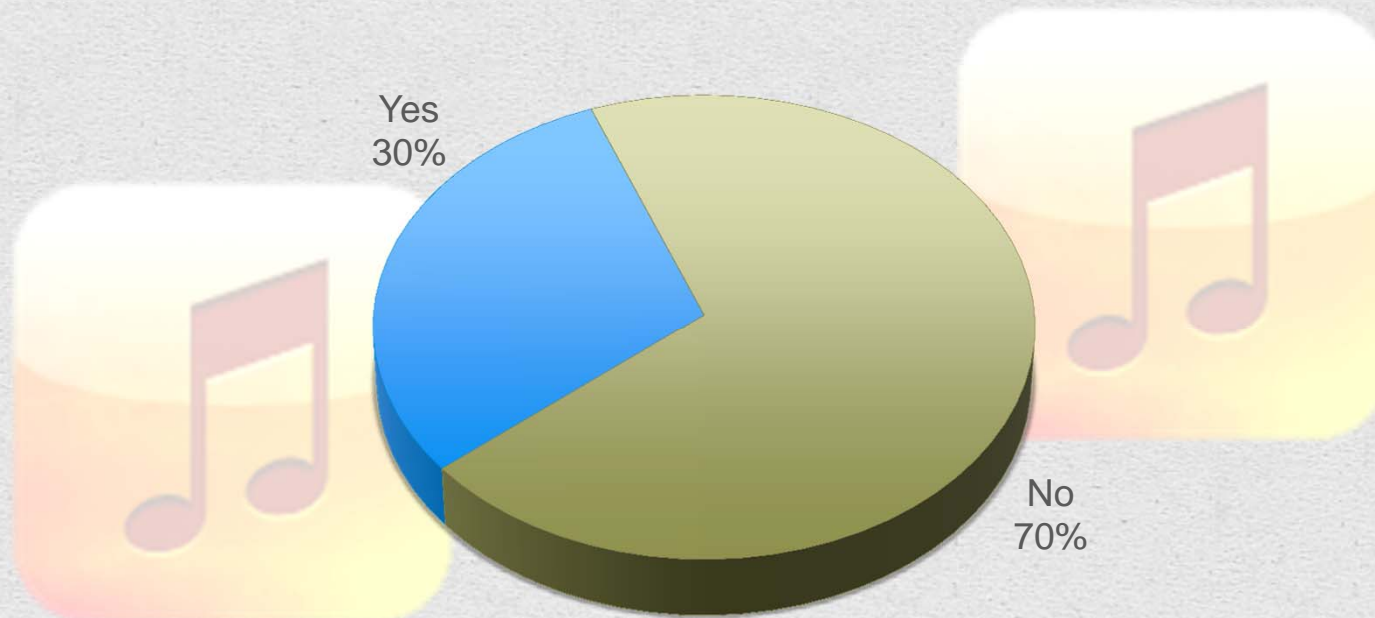
% of Smartphone Moms who have downloaded each app



Smartphone Moms favor Pandora, but show diversity with audio apps

## Three in ten Moms turn to mobile while in car to hear online radio

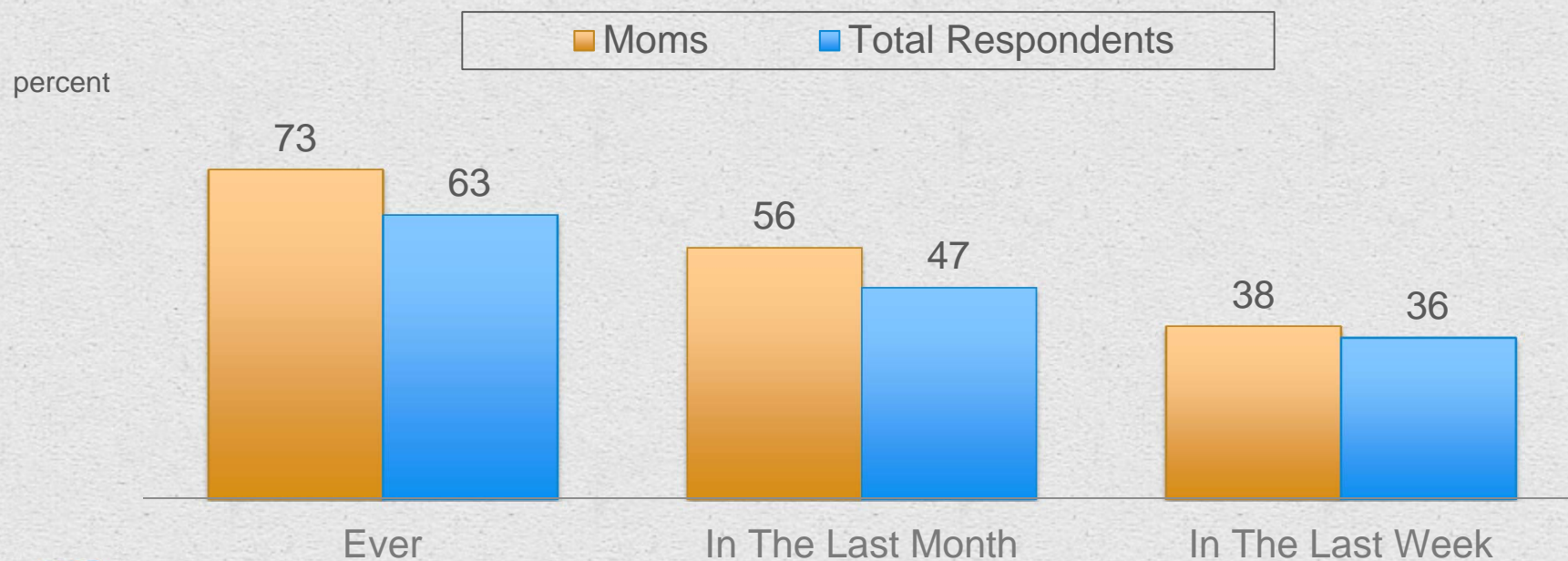
% of Cell Phone Moms who have *EVER* listened to online radio through the stream from a cell phone connected to the car audio system





# Online radio finds a place with Mom

% 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

**12 hours  
4 minutes**

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

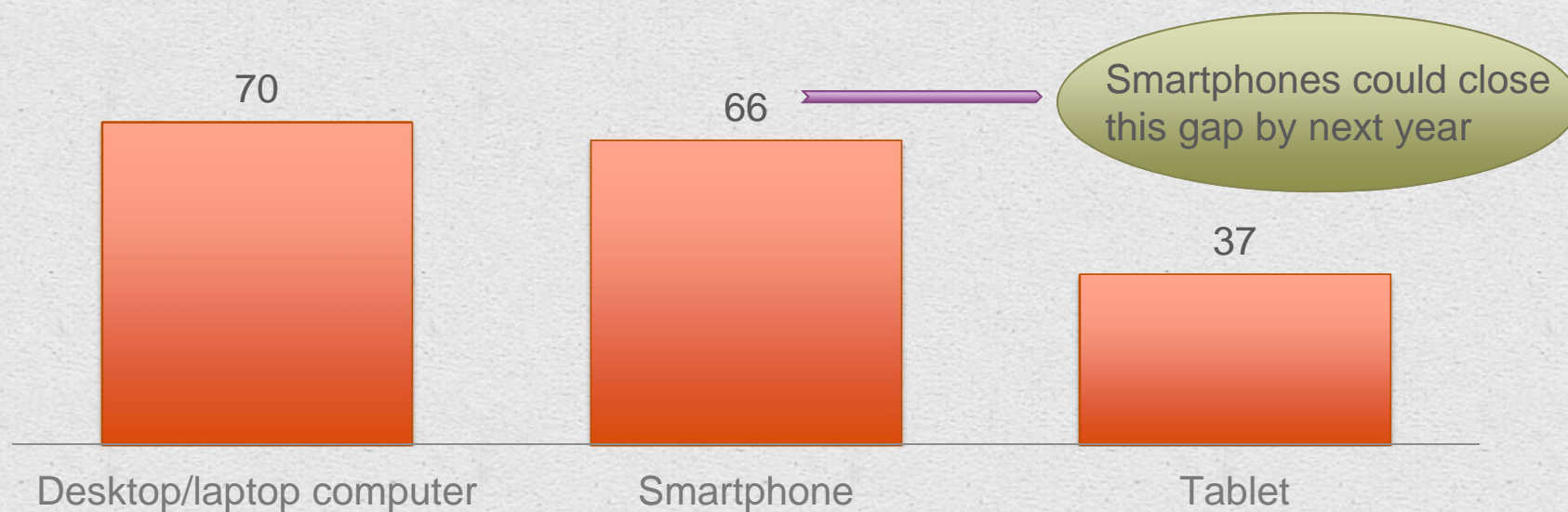




## For Mom's online radio, it's a close race for computers and smartphones

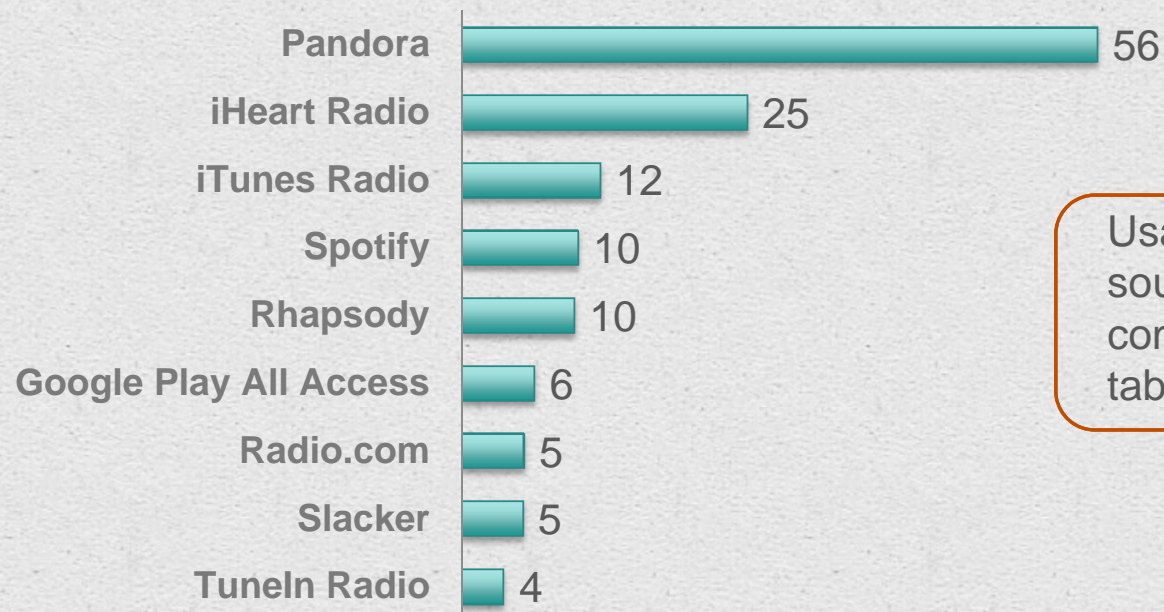
% of Moms who have listened to online radio in the last week and ever listen via...

percent



## Amid many choices, Mom chooses Pandora as the clear leader for Internet-only audio

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



Usage is through many sources including:  
computer, cell phone,  
tablet and television



# Mom Needs an Internet Connection



## Almost all Moms are online



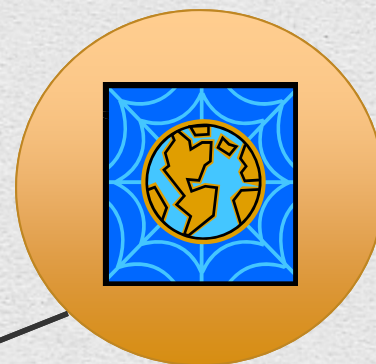
**92%**  
Moms with  
Internet access  
from any  
location





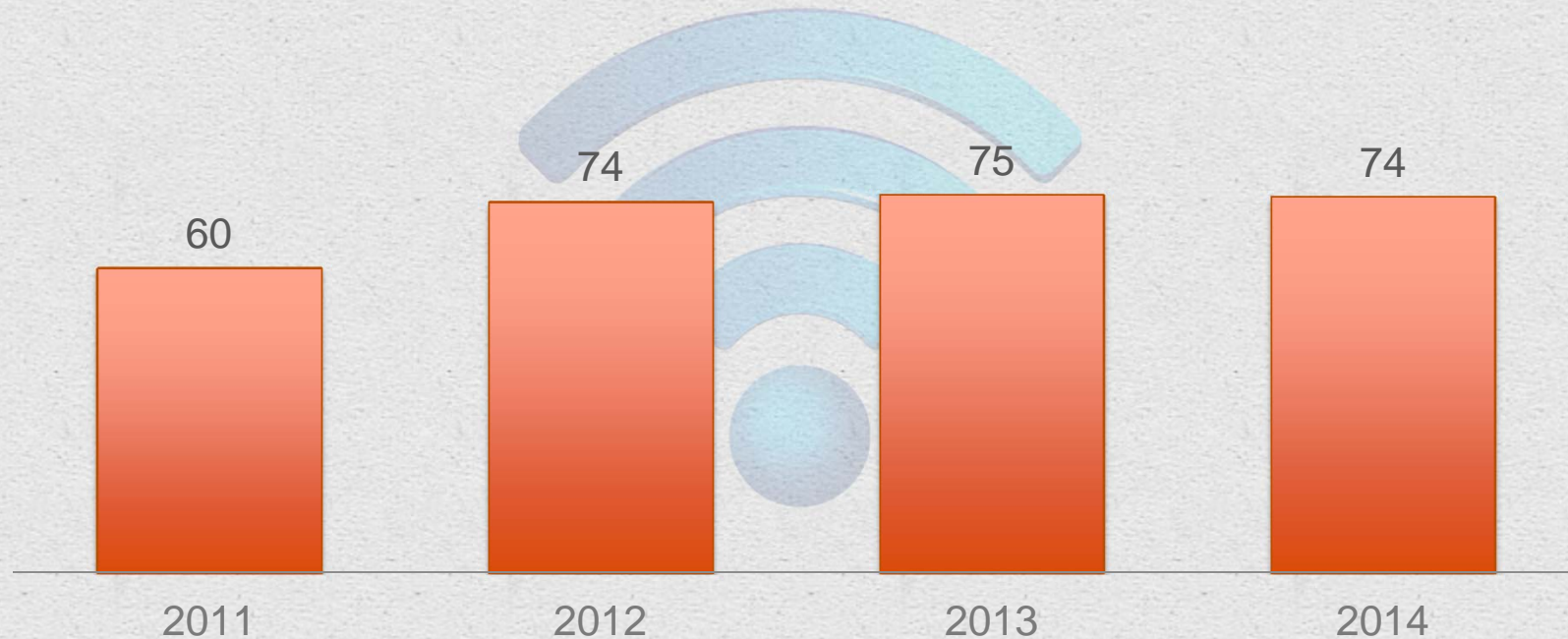
## Mom connects online at home

**86%**  
Moms with  
Internet access  
at home



## Wi-Fi remains a necessity for Mom

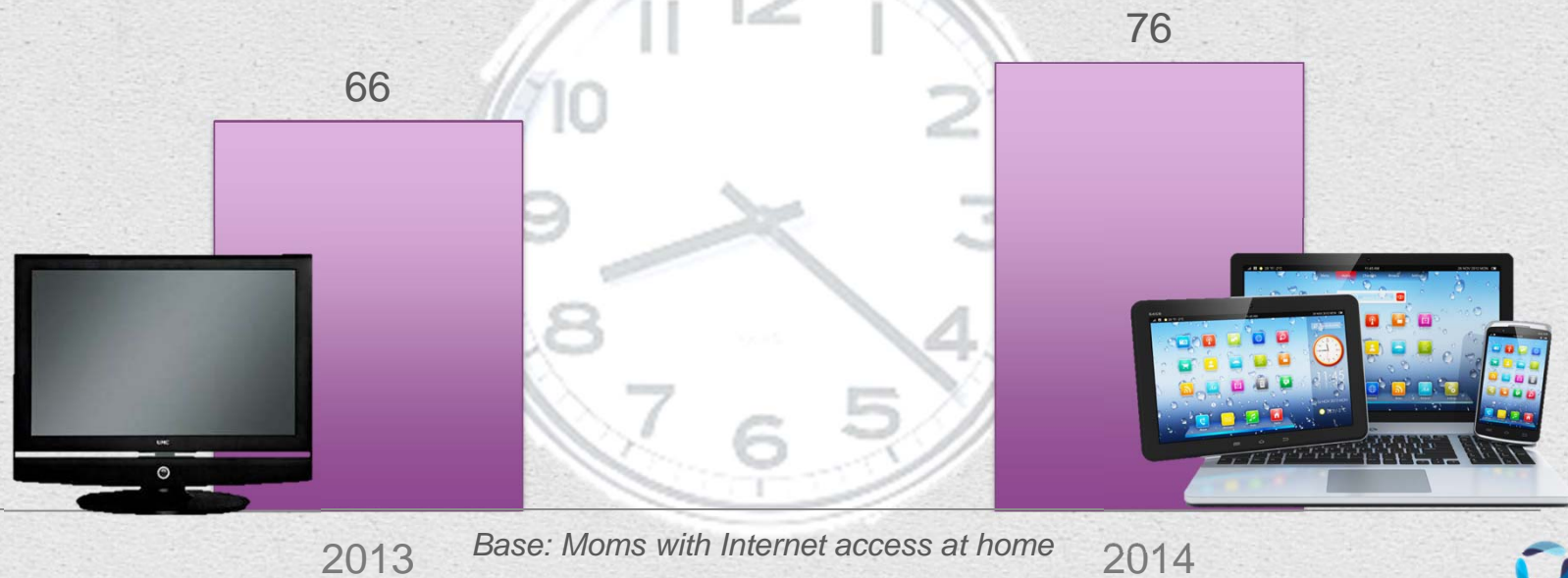
% of Moms With Wi-Fi Network in Household





# Mom now shares even more of her TV viewing time with Internet usage when at home

% of Moms who use Internet while watching TV

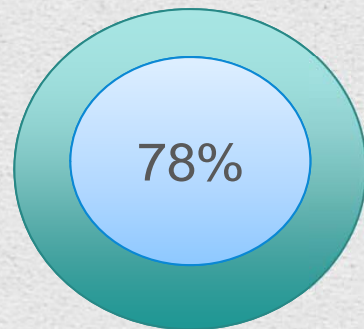




# Liking, Sharing and Posting



# Mom's social media usage



Moms who have a profile page on any social networking website or use Pinterest, Instagram, Tumblr or Twitter



## About 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 continue to check in regularly on social media

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



# Just about all Moms know about Facebook

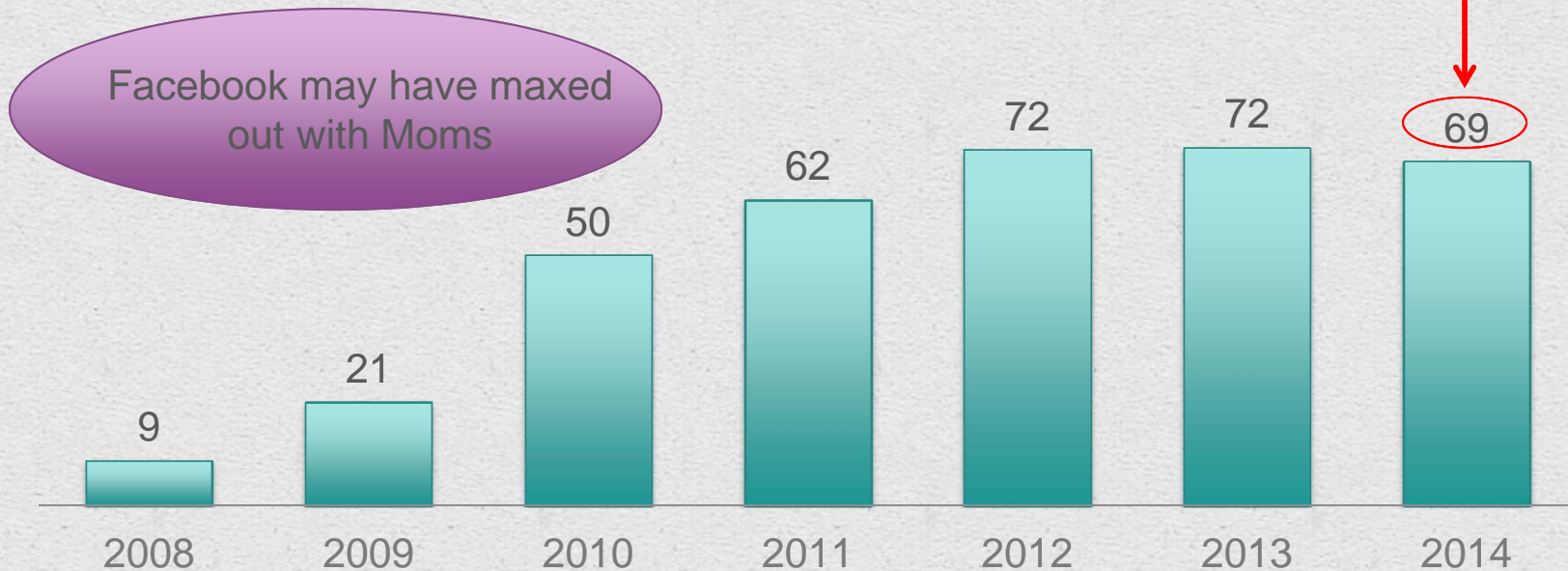


**96%**  
of Moms  
have heard of  
Facebook



## After stalling last year, is Facebook slipping with Mom?

% of Moms who have a profile page on Facebook

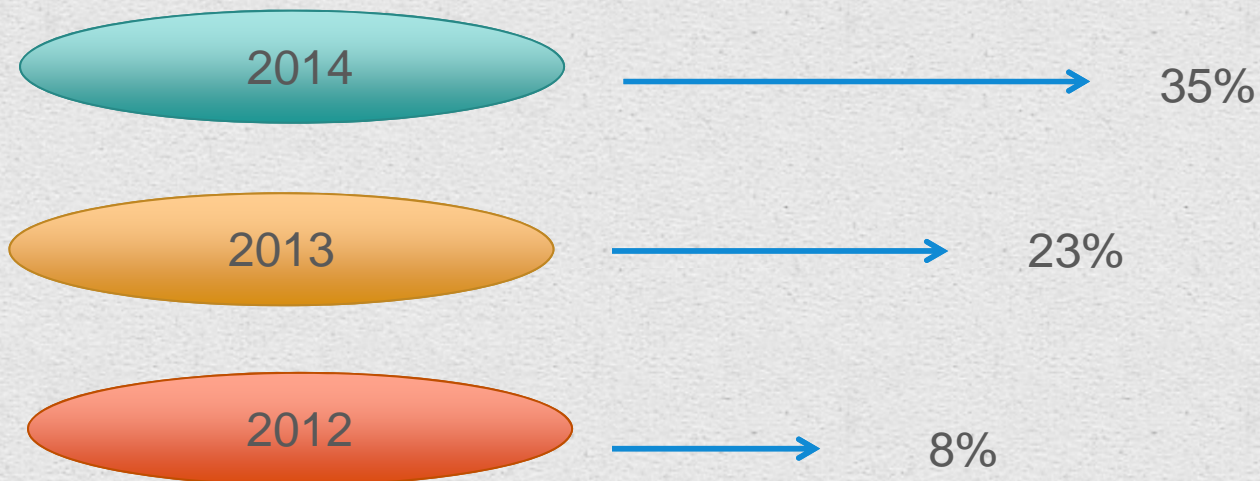




# Mom is a Facebook veteran

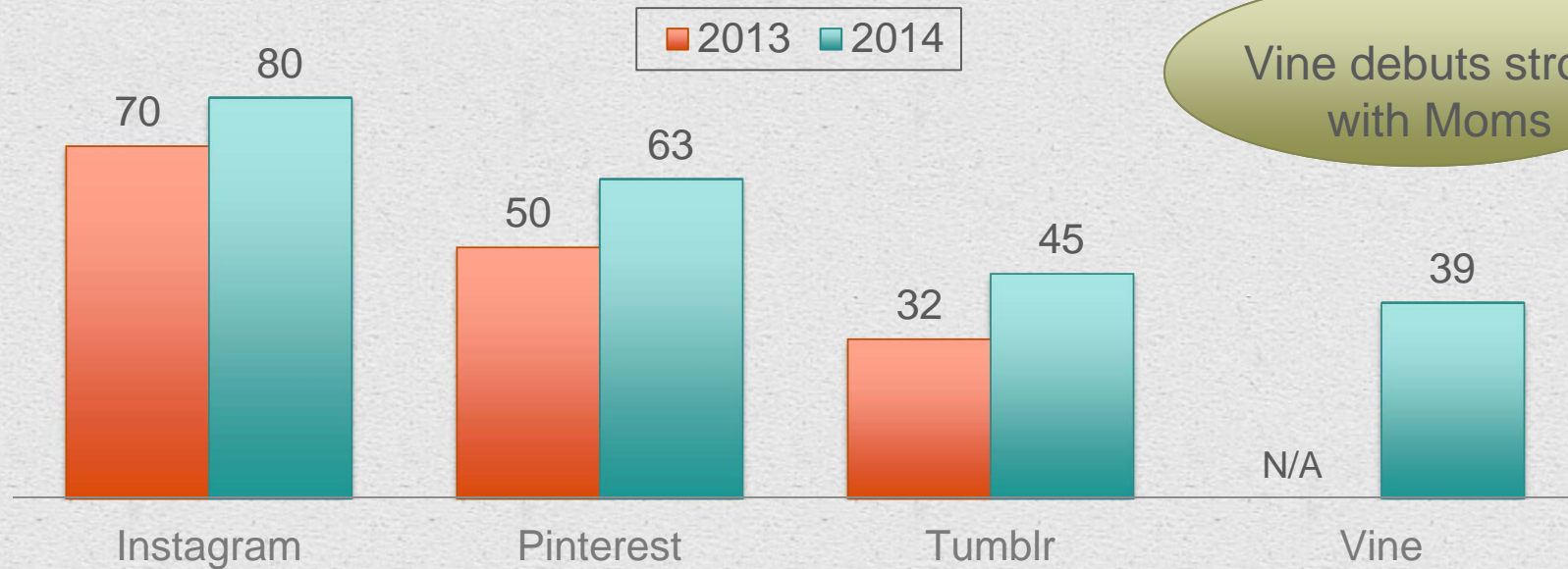
*"How long have you been a Facebook user?"*

% of Moms who have been on Facebook for five years or more



## New social media options are on Mom's radar

% of Moms familiar with each



Vine debuts strong  
with Moms



## Pinterest is finding its way with Mom

% of Moms who use...



2013

22%

2014

29%



17%

24%



N/A

8%

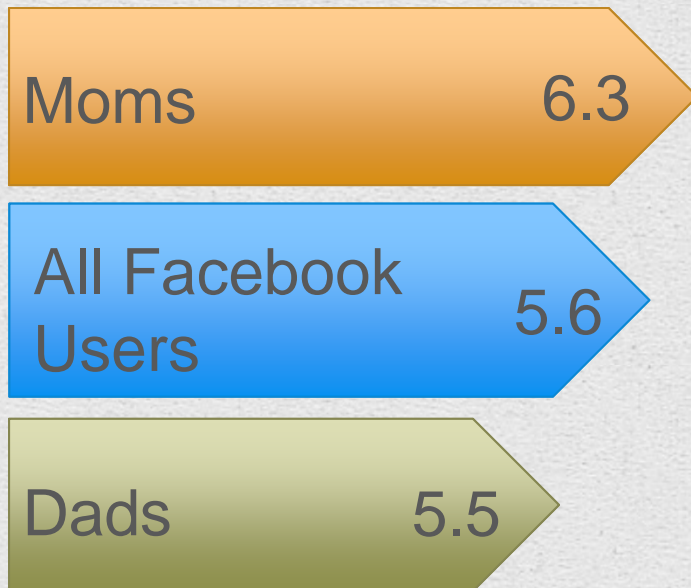


3%

5%

# Mom checks Facebook more than others

Average number of times checking Facebook in 24 hours

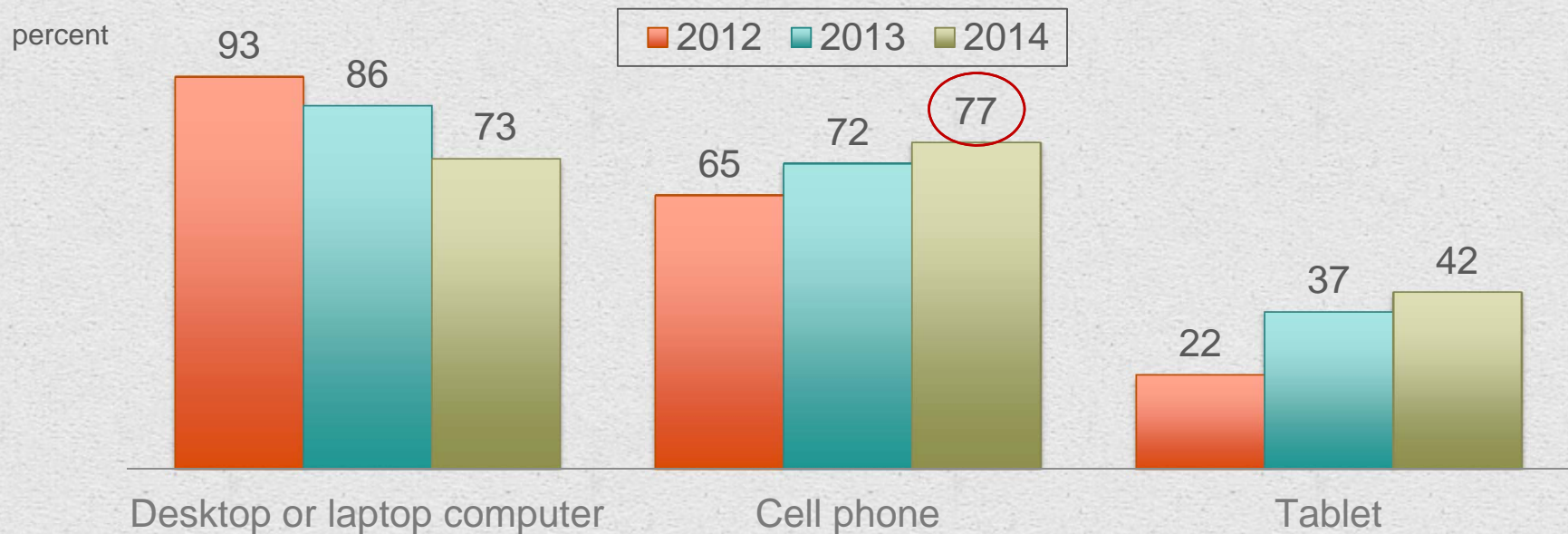


*Base: Those with a profile page on Facebook*



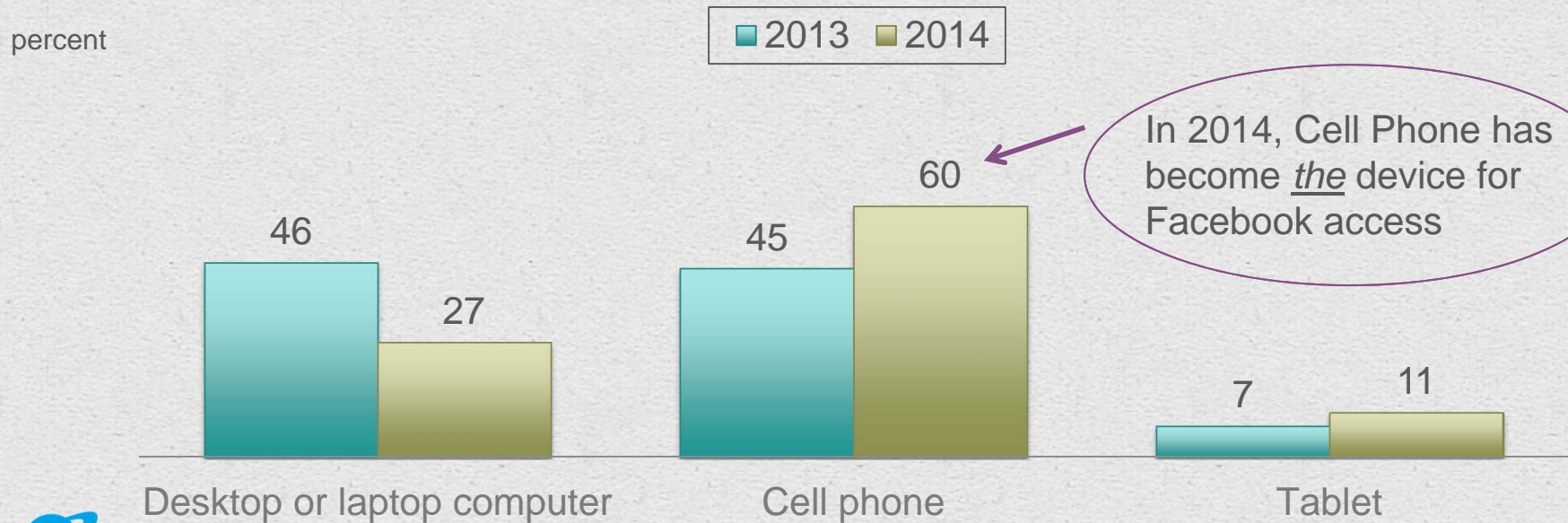
## For Mom, cell phone now surpasses computer for Facebook access

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



# Cell phone has made huge gains for accessing Facebook most

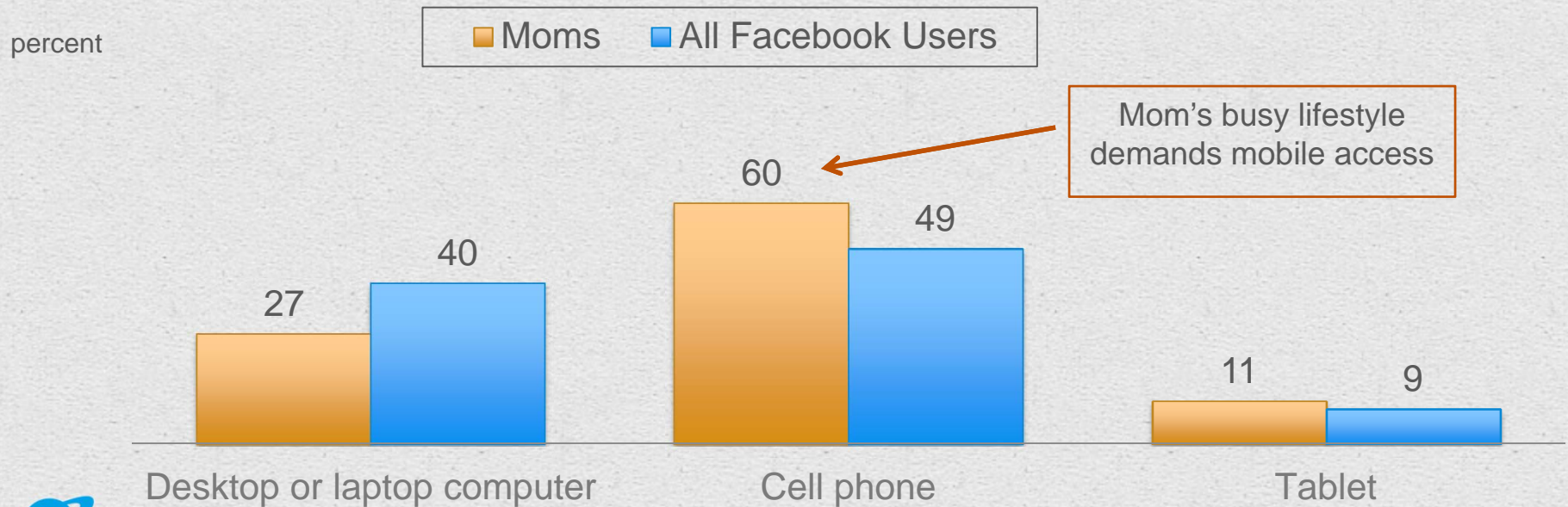
*"Which one way do you access Facebook **most**?"*





# Mom's Facebook access is more mobile than others

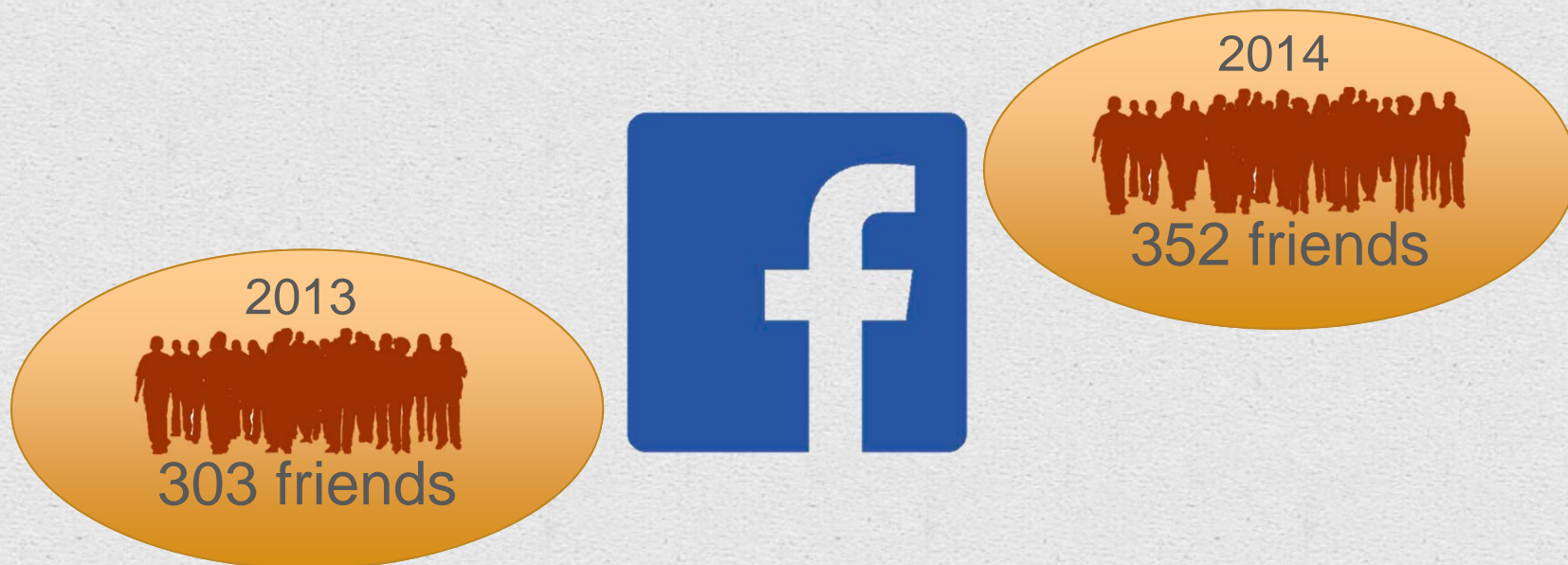
*"Which one way do you access Facebook **most**?"*



*Base: Those with a profile page on Facebook*

# Mom is still making friends on Facebook

Average number of Facebook friends for Moms





## Moms are Facebook 'friendlier' than Dads

352

Average number  
of Facebook  
friends for Moms



2014



327

Average number  
of Facebook  
friends for Dads



## Mom is a follower on social networking sites

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

percent



*Base: Those who use social networking web sites or services*



## Twitter usage sees steady progress with Mom



The percentage of Moms who ever use Twitter



# Mom's Media Habits



## TV reigns in Mom's bedroom

% of Moms who have each in the bedroom

**70%**



**Television**

**47%**



**Radio**

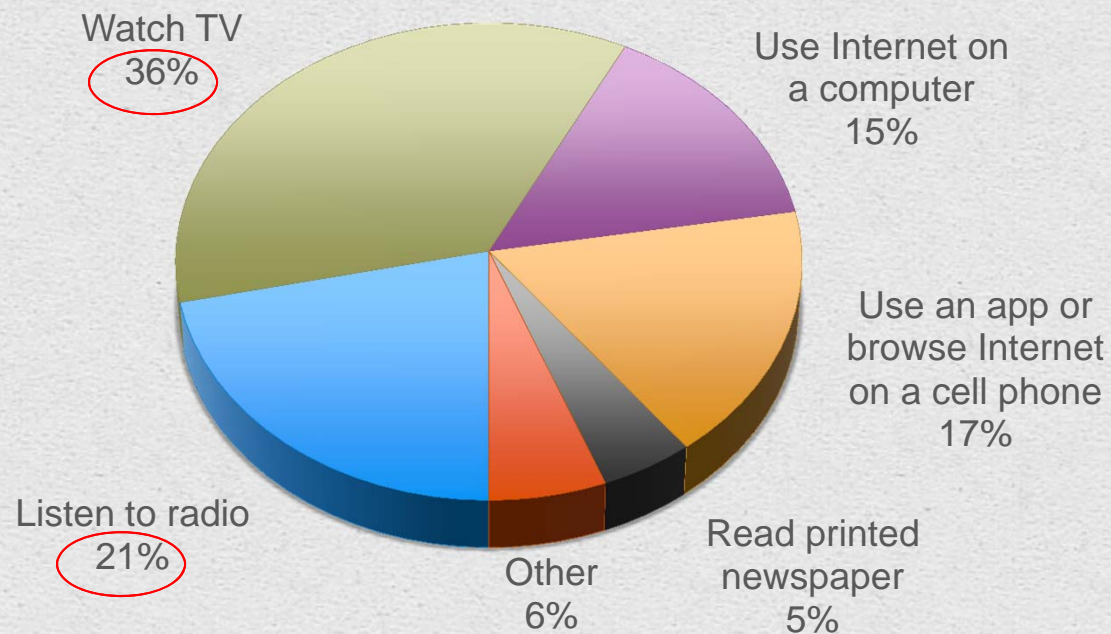
**33%**



**Computer**

## Mom wants easy, hands-free media in the morning

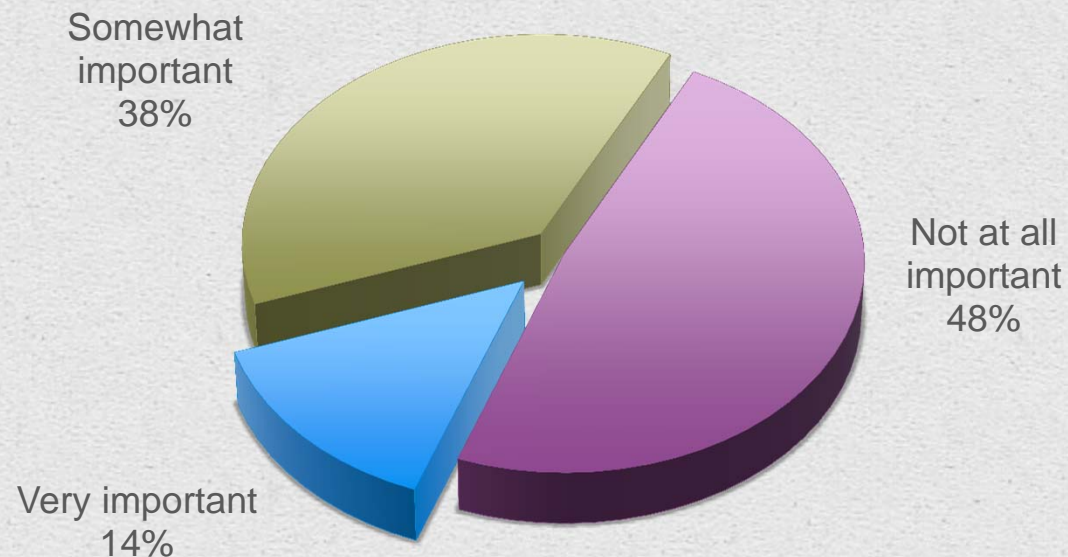
*“Which ONE of the following do you do MOST often at home in the morning?”*





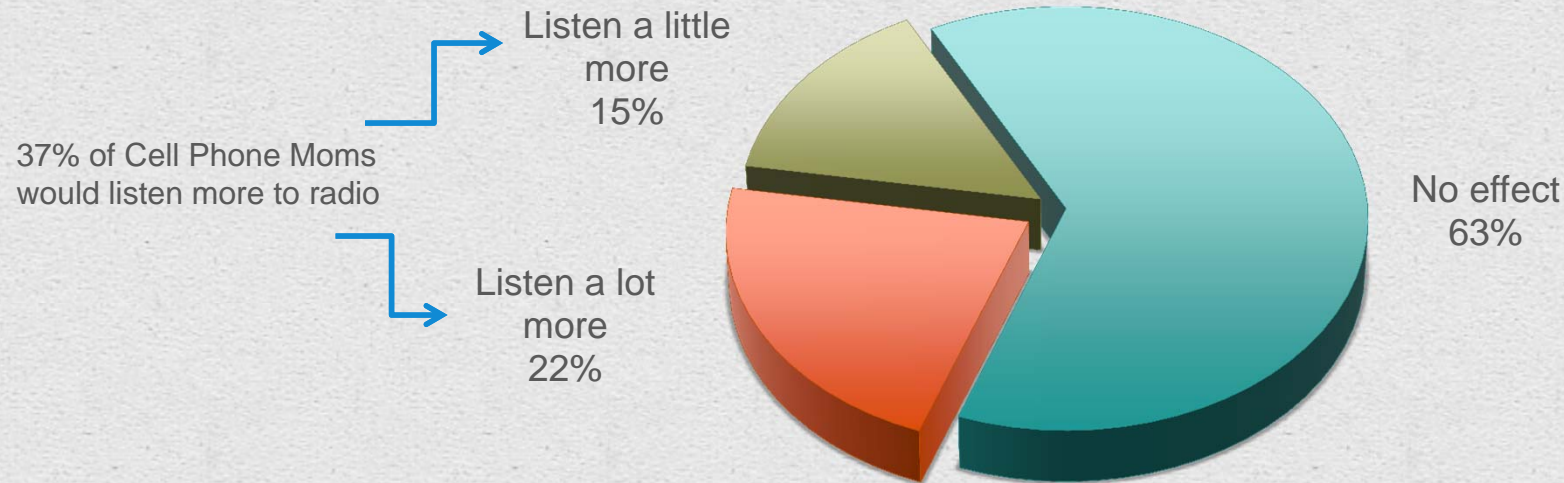
## Many Moms value keeping up-to-date with music

*“How important is it to you to keep up-to-date with music?”*



## A cell phone FM tuner could mean more listening for Mom

*"If your cell phone had an FM radio tuner, would it lead you to listen to FM radio A LOT more, a LITTLE more or would it have no effect?"*





# Conclusions



## Mobile takeaways from Mom in 2014

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- Smartphones increase their already indispensable status, used heavily for social networking and Internet access
- Smartphone ownership among Moms is well above those 12+
- Texting is a popular channel of communication, being used multiple times daily
- Tablets are settling in with Mom's lifestyle



## Other points Mom made in 2014

- While profiles are down, Facebook remains *the* social media network and Mom continues to gain new friends
- TV and radio still have space in Mom's home, but are increasingly shared and integrated with Internet
- Online radio has been discovered and is bringing audio into new spaces; on both computer and smartphone
- Radio still has value but it must adapt in order to stay relevant amid a diverse pool of mobile options

Page 2 of 2





How you know.™

## Moms and Media 2014

Presented by Melissa DeCesare  
Vice President, edison research  
Mom of two

[mdecesare@edisonresearch.com](mailto:mdecesare@edisonresearch.com)  
[@MelissaDeCesare](https://twitter.com/MelissaDeCesare)

[www.edisonresearch.com](http://www.edisonresearch.com)







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

