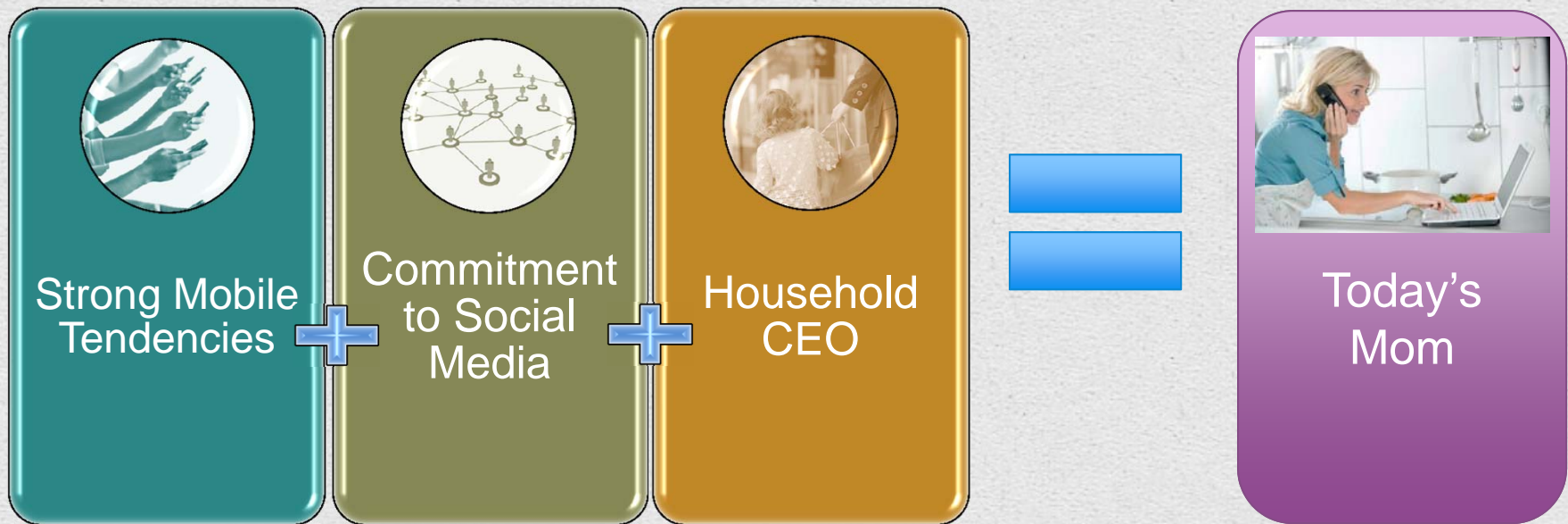


# Moms and Media 2015



# Mom in 2015 remains connected and even more mobile



## Why is Mom's opinion so important?

- She's coordinating the household; making decisions
- Her mobile lifestyle makes her constantly accessible
- She shows no sign of slowing her mobile behavior
- She is engaged and very active on social media
- Technology is good fit with her busy, on-the-go schedule
- Mom will continue to welcome new media into her day

# Methodology Overview

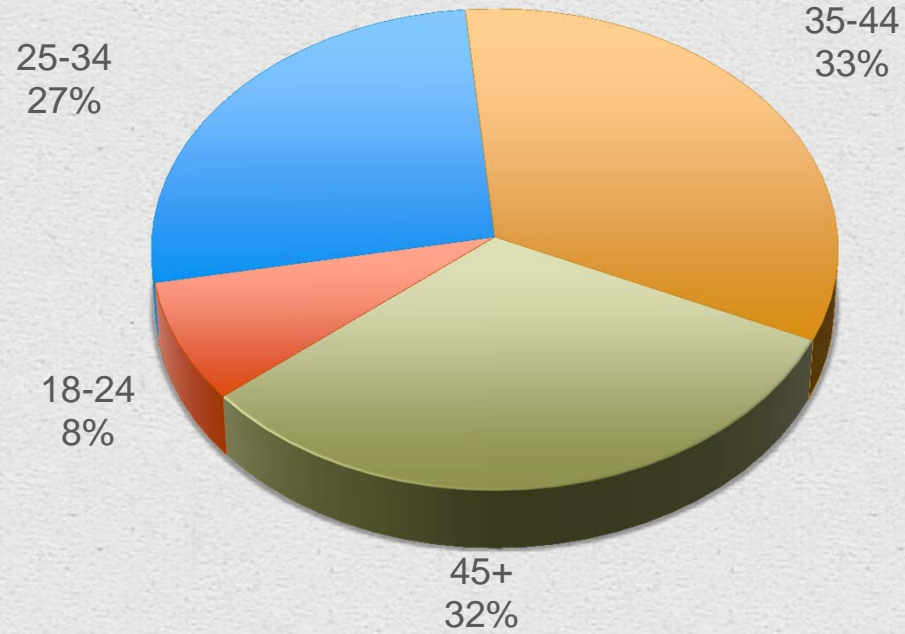
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- In January 2015, Edison Research conducted a national telephone survey (landline and cell phone) of 2002 people aged 12 and older
- The sample yielded 370 Moms
- “Mom” is defined as a woman having a child under 18 living in her household
- This study is from the Infinite Dial series which dates to 1998
- Research sponsored by Triton Digital



## About one-third of Moms are under age 35

Age:



# Well over half of Moms are employed

Employment status:



43%

Full time



Part time

15%



25%

Homemaker

# Mom is mobile

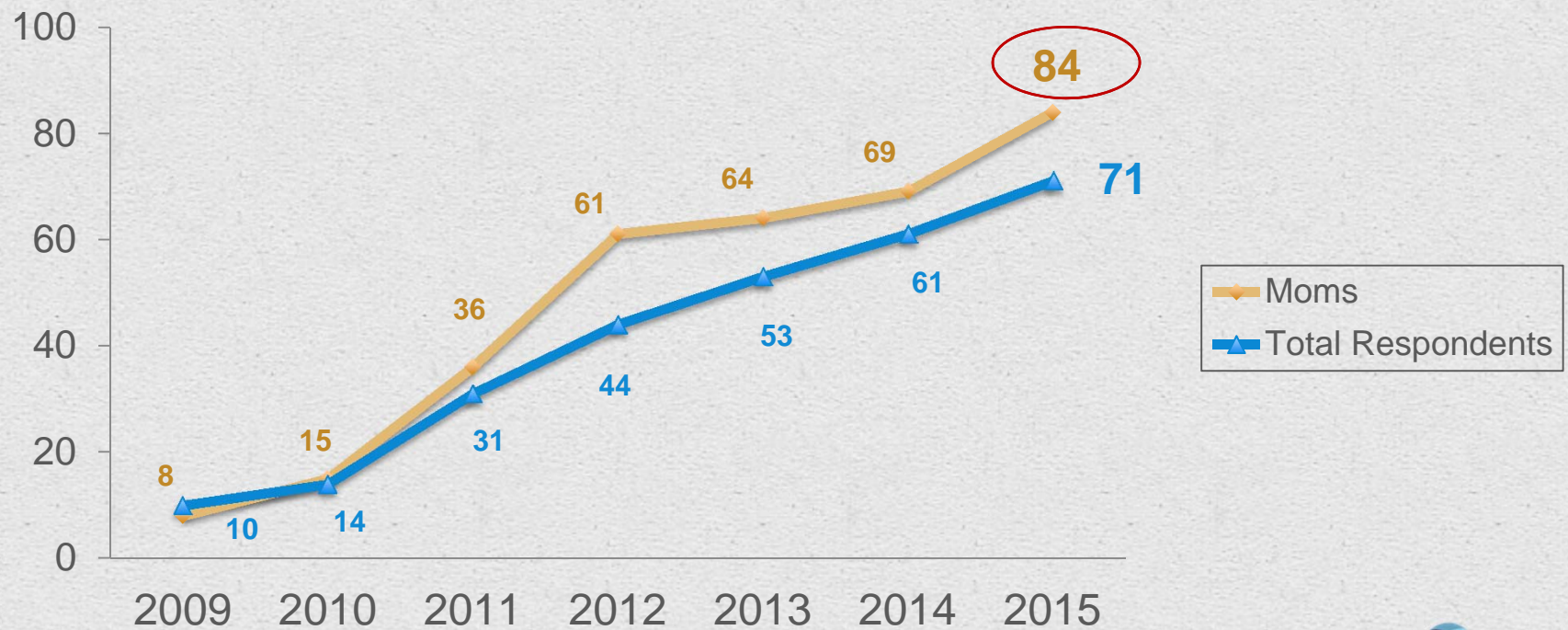
# Nearly all Moms have a cell phone in 2015





# Mom soars ahead with smartphone ownership

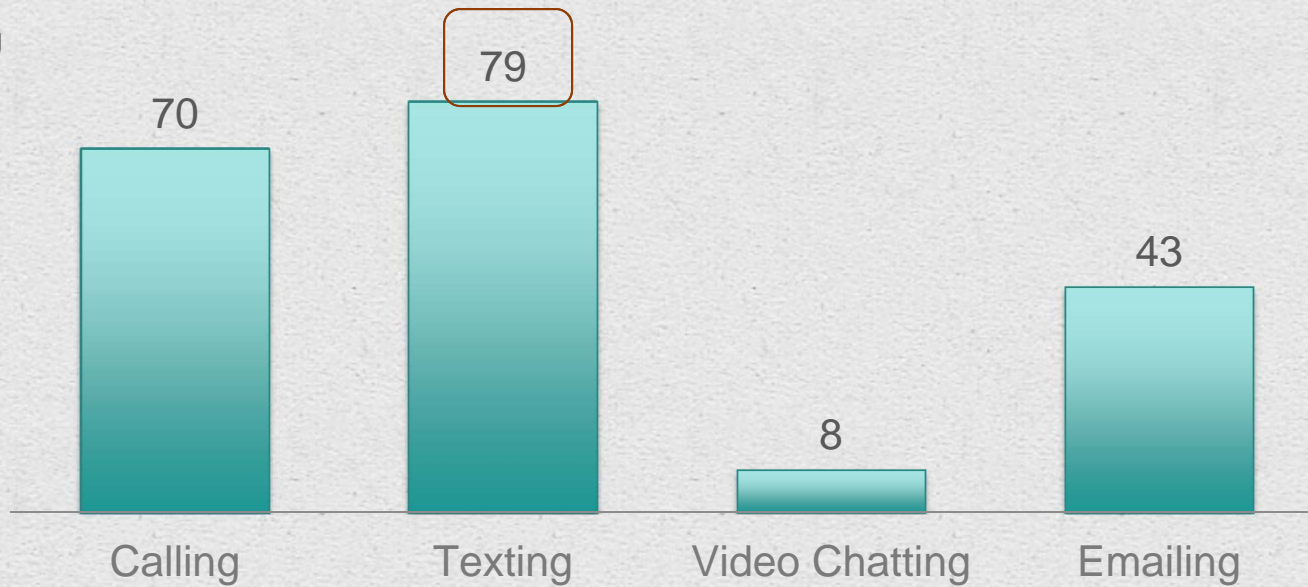
% who own a smartphone



# Mom prefers texting

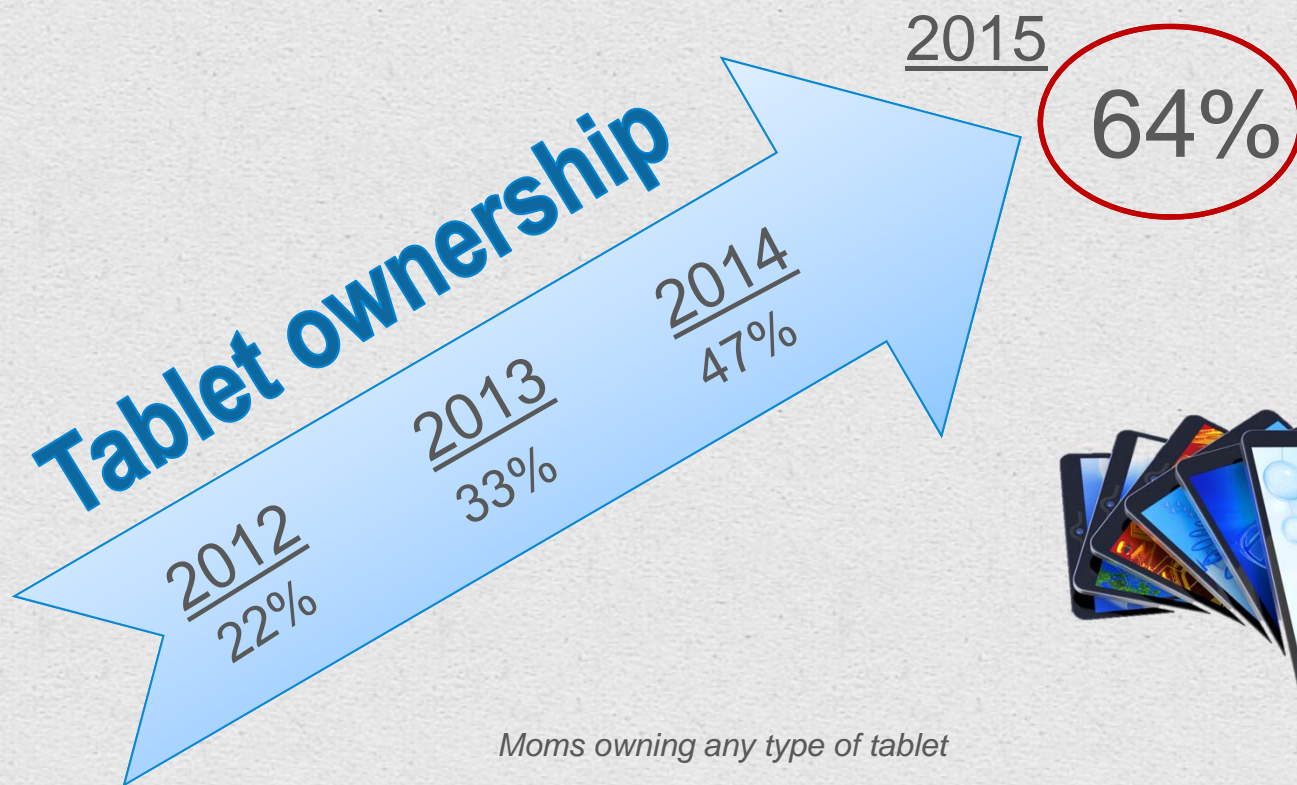
*“How often do you communicate with others via...”*

Percent saying  
“Frequently”



*Base: Moms who own a cell phone*

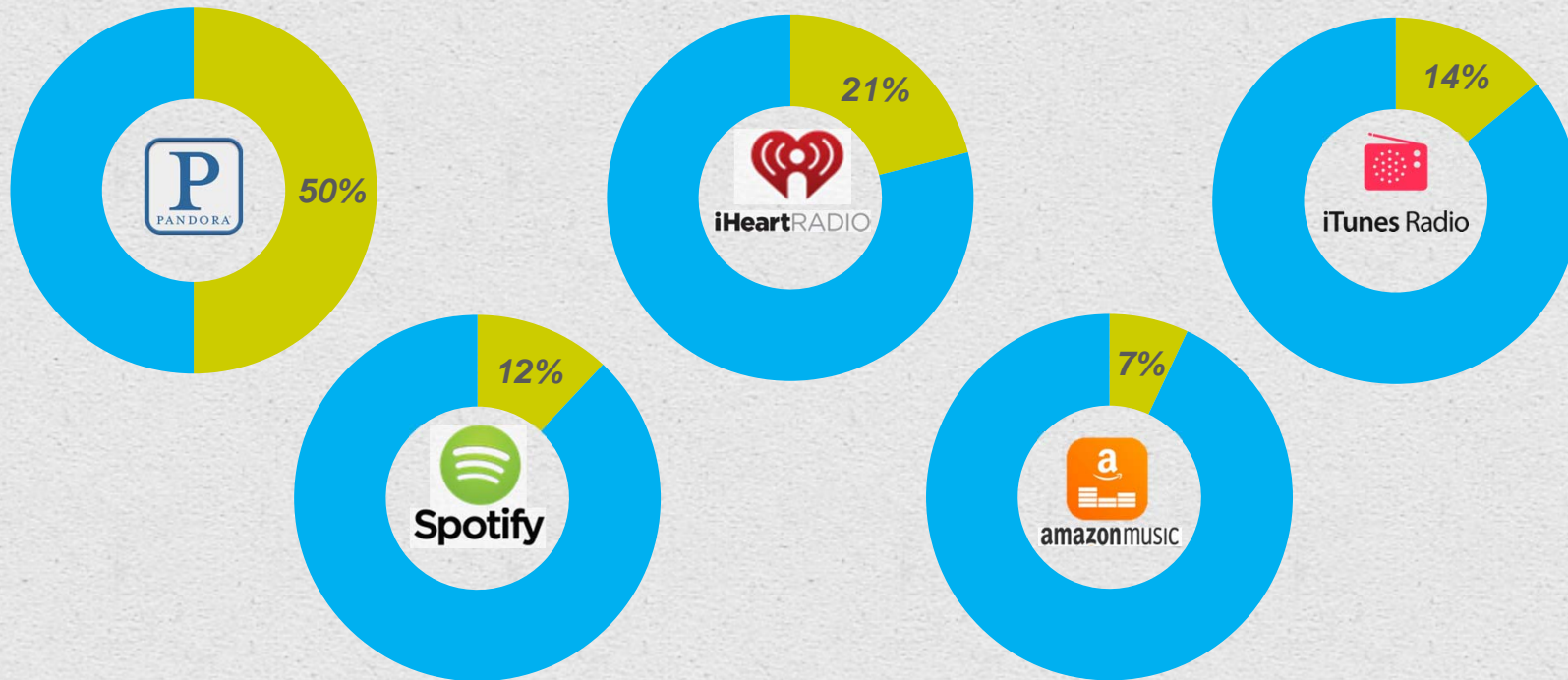
# Tablets continue to be a welcome addition in Mom's toolkit



Moms owning any type of tablet

# Music is mobile for smartphone Moms

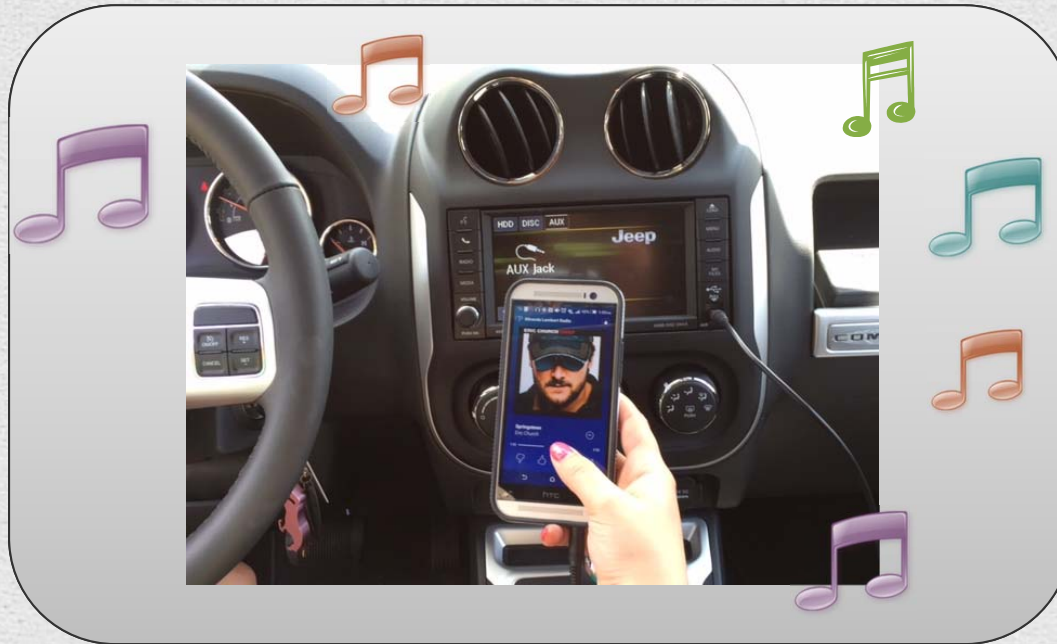
% of Smartphone Moms who have downloaded each app



## Moms go mobile to hear online radio while in the car

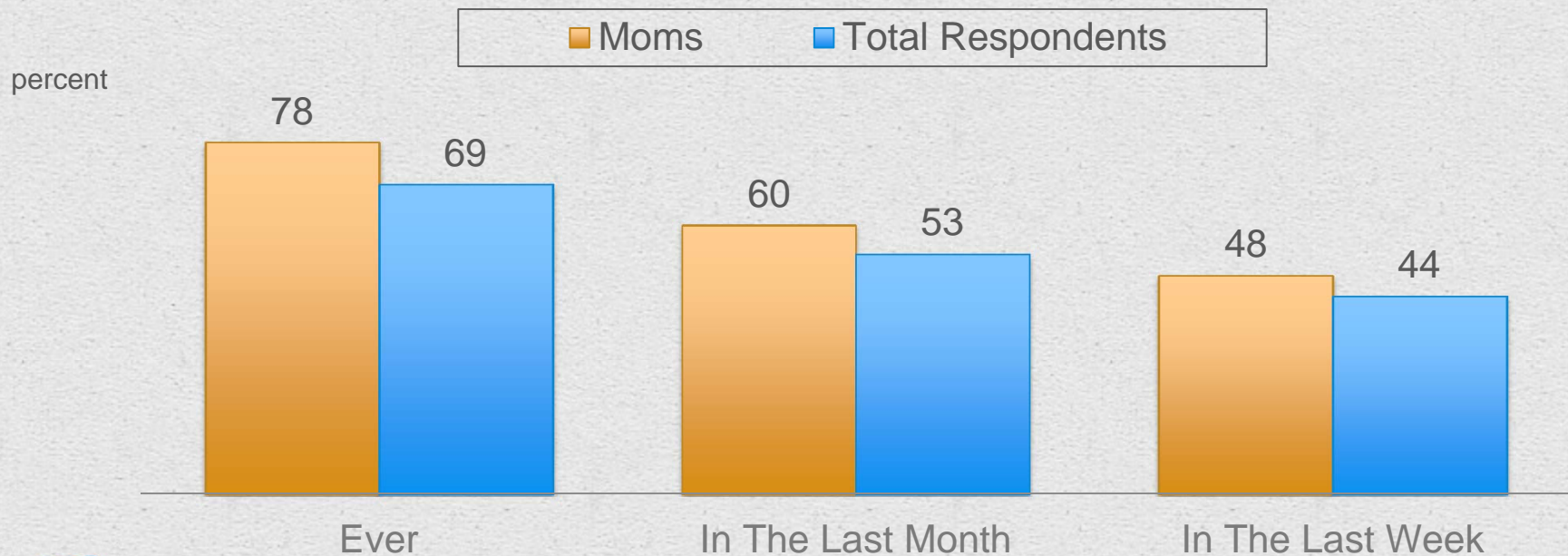
% of Cell Phone Moms who have *EVER* listened to online radio through the stream from a cell phone connected to the car audio system

42%



# 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

2015

**13 hours  
36 minutes**

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



# How Mom finds weekly time with 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

32%

Owned CDs and  
digital music files

24%

SiriusXM

2%

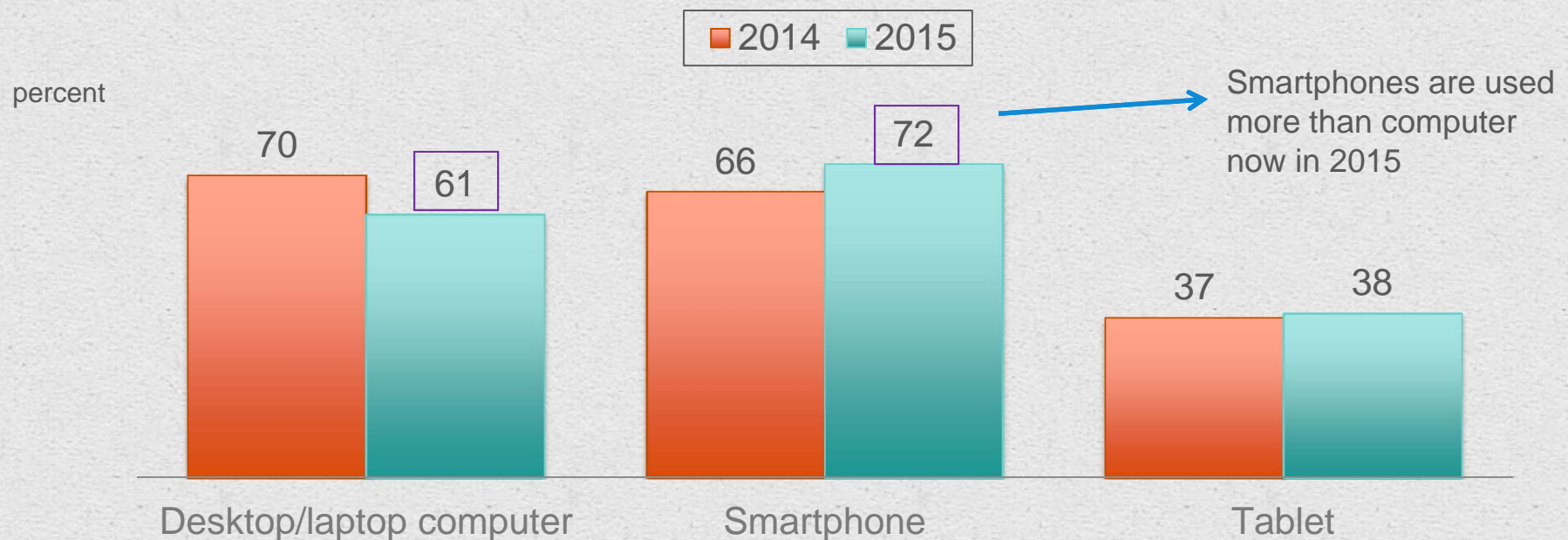
Local AM/FM radio

42%



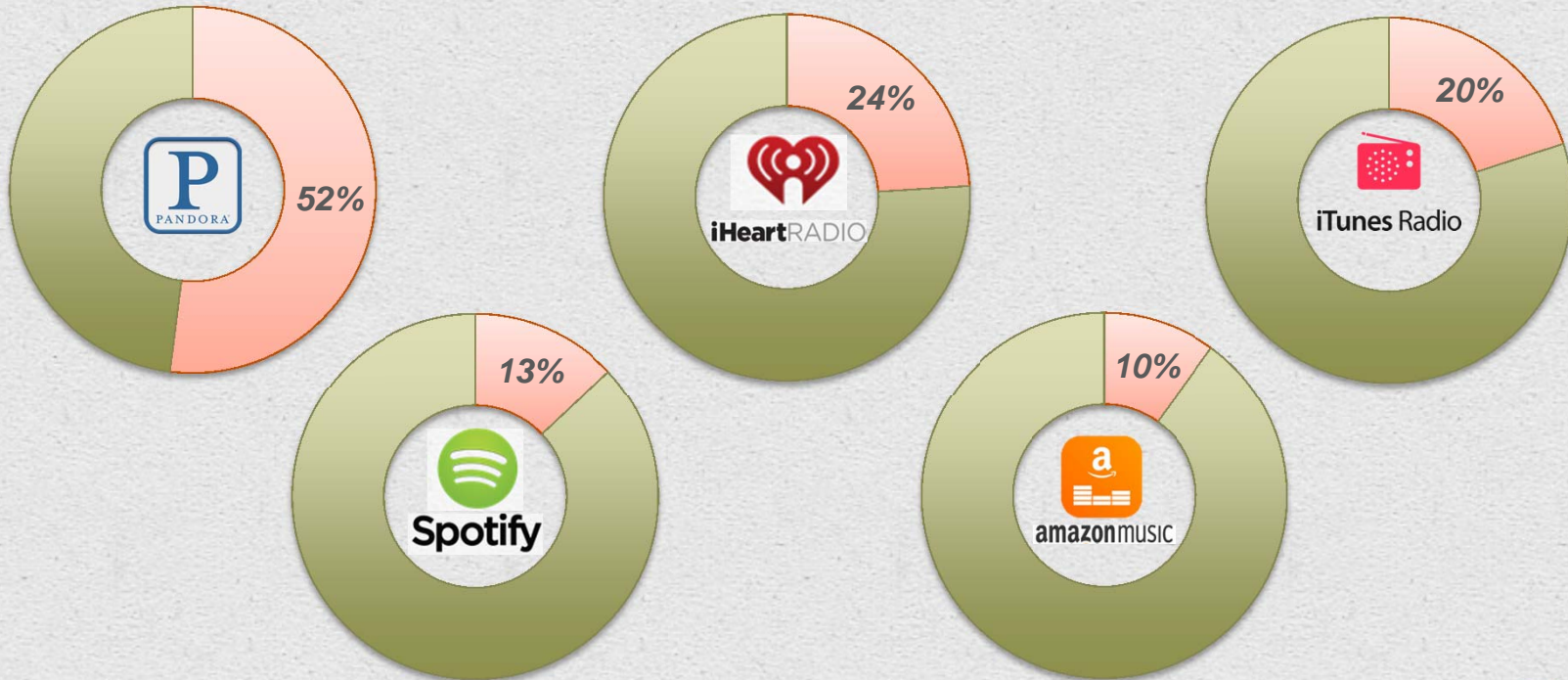
# For Mom's online radio, smartphones are now the primary devices for listening

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



# Half of Moms have used Pandora

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



# Mom's Internet Connection

Almost all Moms are online

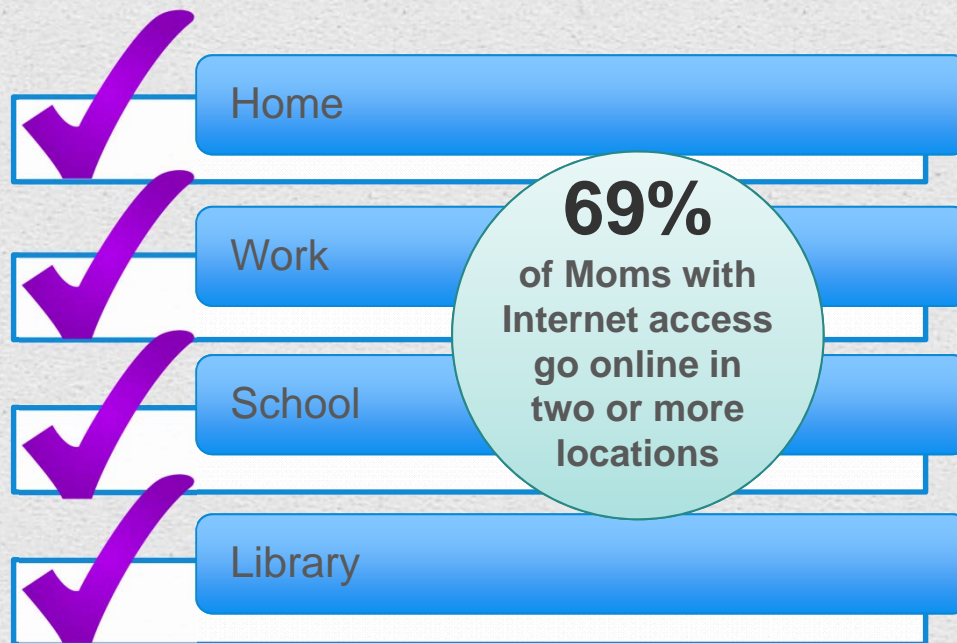
# Home Library Work School

**94%**  
Moms with Internet  
access from any  
location



# Mom is going online in multiple locations

*“At how many locations do you go online?”*



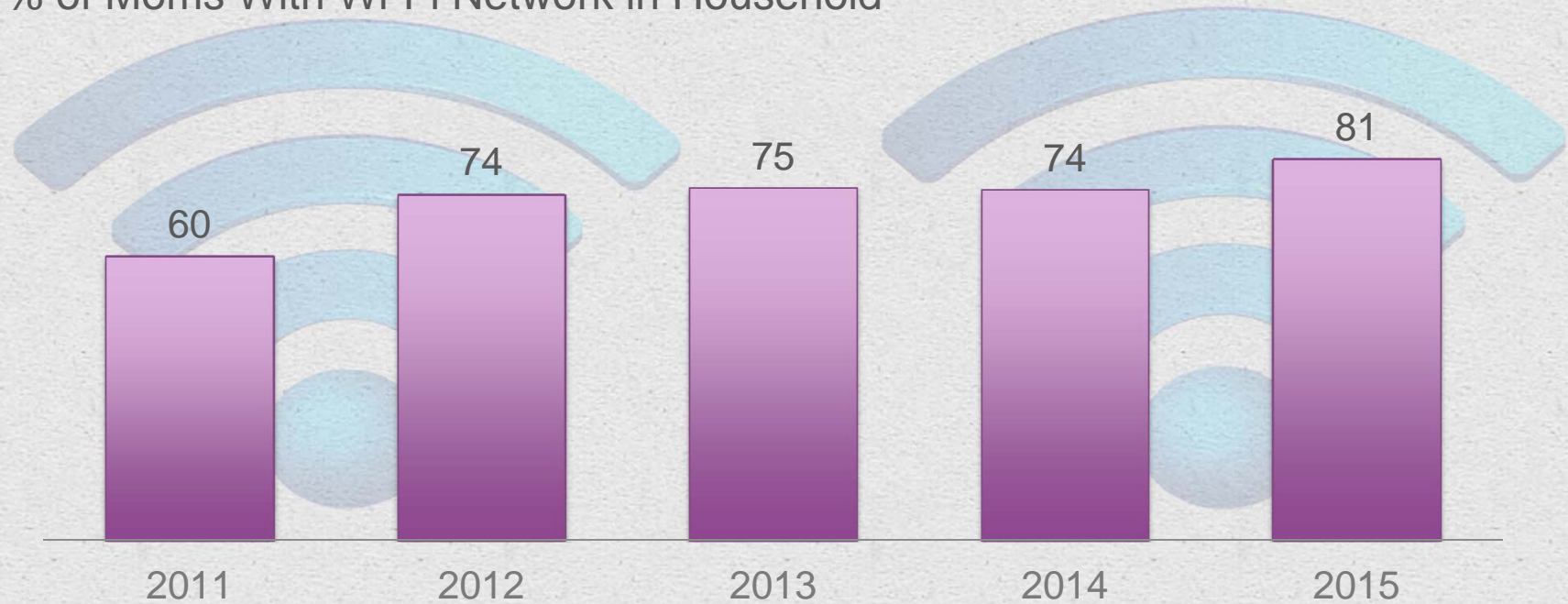
## Nine out of ten Moms connect online at home



**90%**  
Moms with  
Internet access  
at home

# Wi-Fi continues to be necessary; gets a bump in 2015

% of Moms With Wi-Fi Network in Household



# Average time spent with Internet

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



Moms spend :16 more online





# Rewind fifteen years, Mom's average time spent with Internet

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

2000

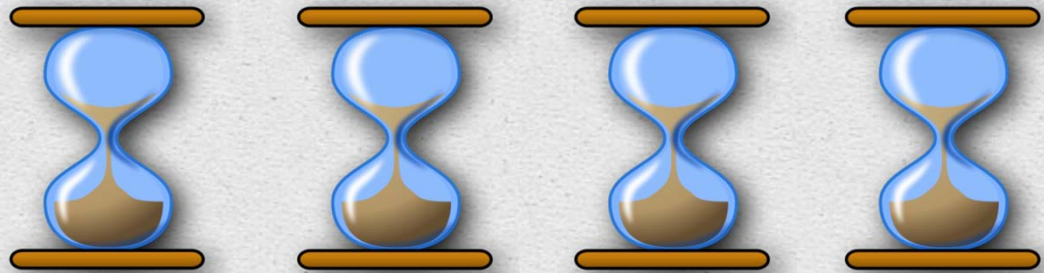


2015



Mom's time with the Internet is almost eight times what it was in 2000

## Three in ten Moms are heavy Internet users

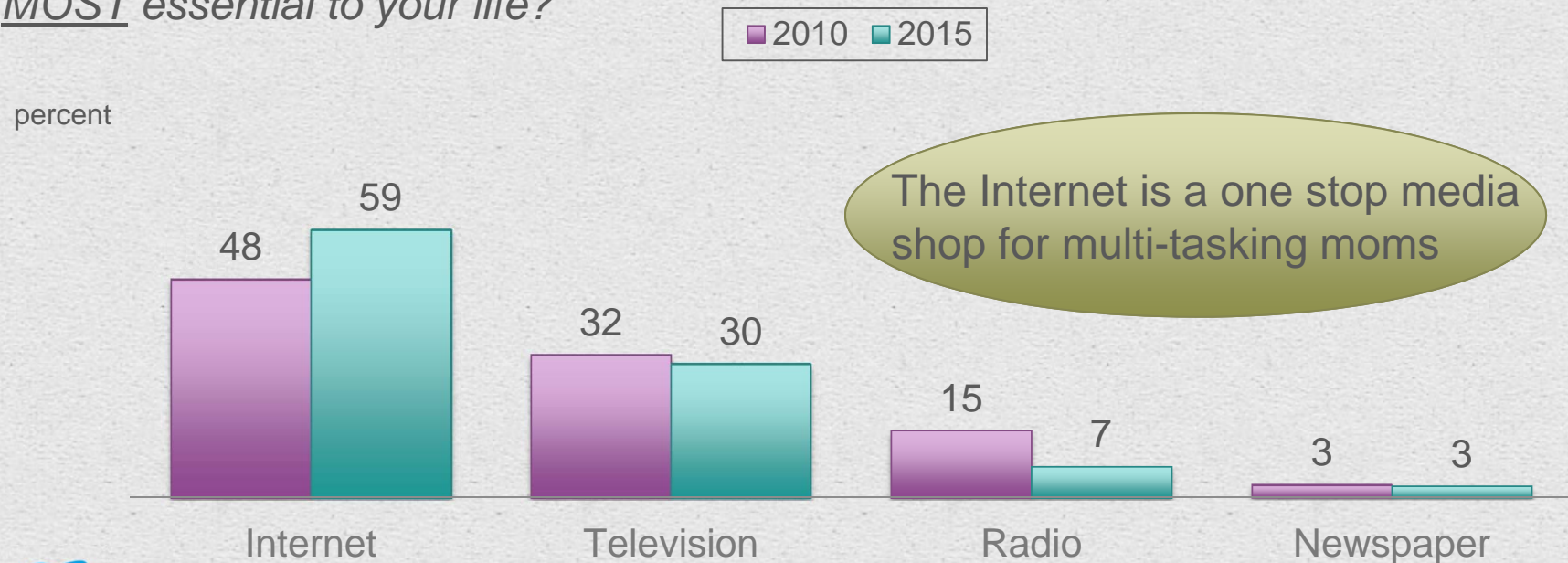


**30%**

of Moms spent four hours *or more* online in the last 24 hours

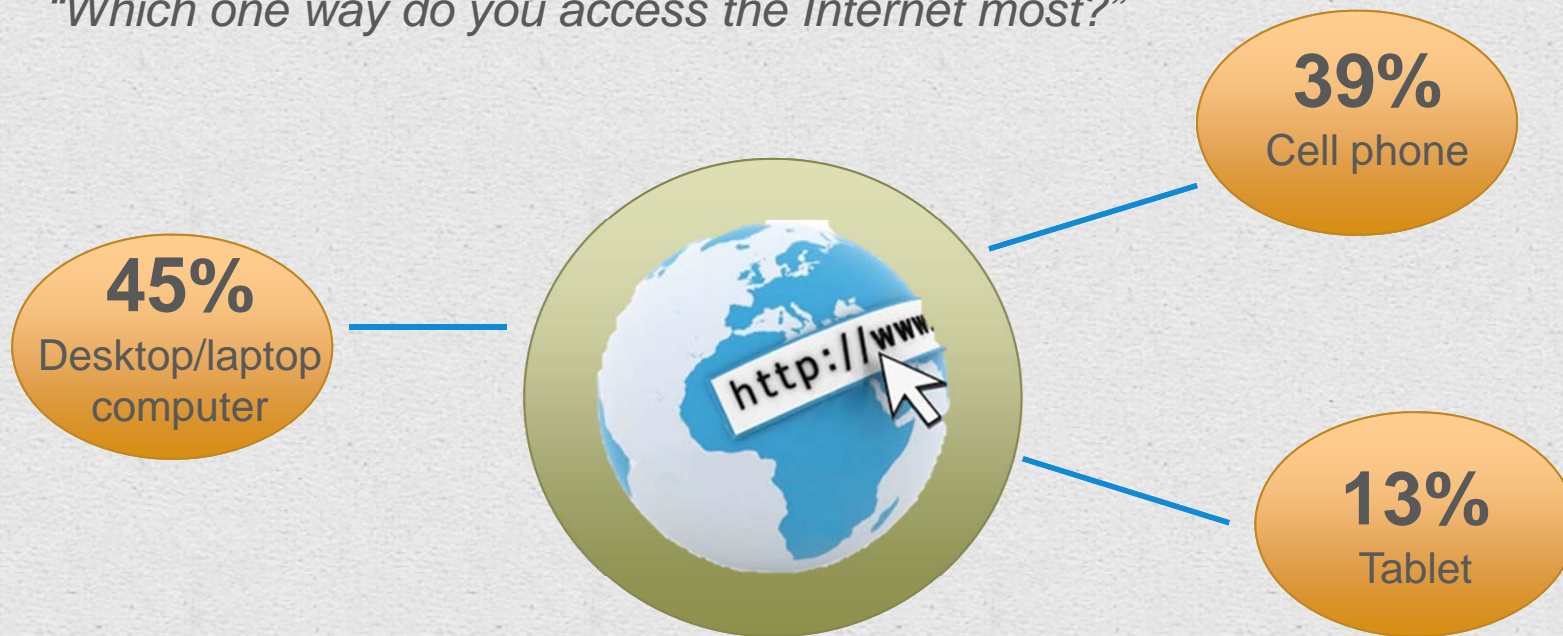
## Internet secures itself as most essential for Moms

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



# Mom accesses the Internet most via computer but cell phone is not far behind

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



# Ever the Social Mom

# Mom's social media usage

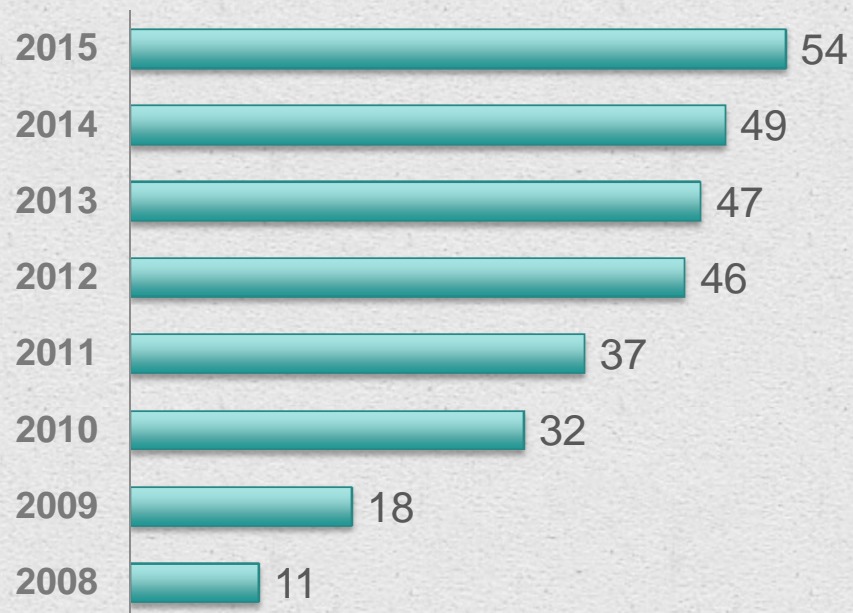
Moms who use any social networking website or service

86%



# Now more than half of social media Moms check in multiple times daily

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



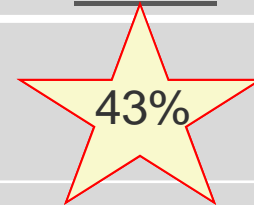
Base: Moms who currently use social networking Web sites/services

# Pinterest sees a surge with Mom in 2015

% of Moms who use...

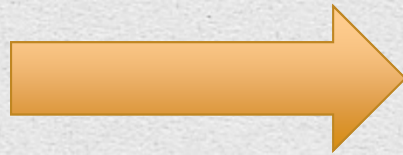


	<u>2013</u>	<u>2014</u>	<u>2015</u>
Pinterest	22%	29%	43%
Instagram	17%	24%	26%
Vine	N/A	8%	6%
tumblr.	3%	5%	3%





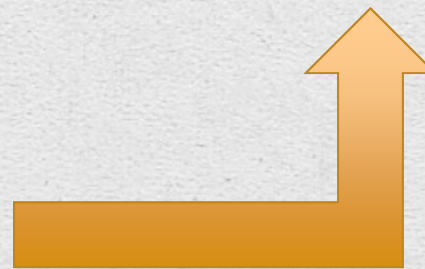
# Facebook is firmly Mom's choice for social media



**97%**  
of Moms  
have heard of  
Facebook

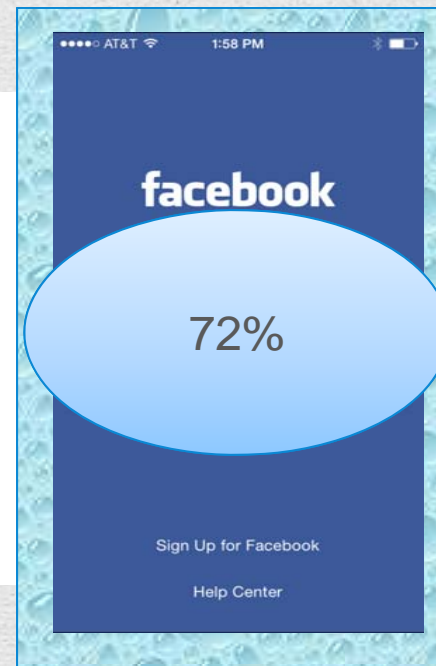
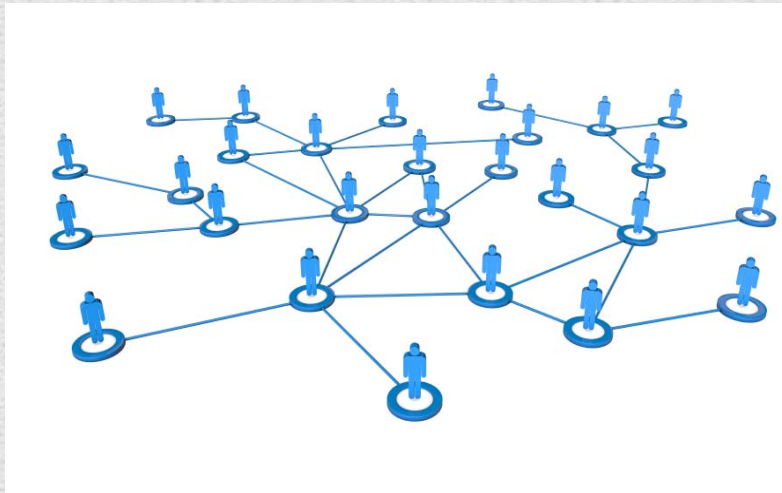


**78%**  
of Moms use  
Facebook

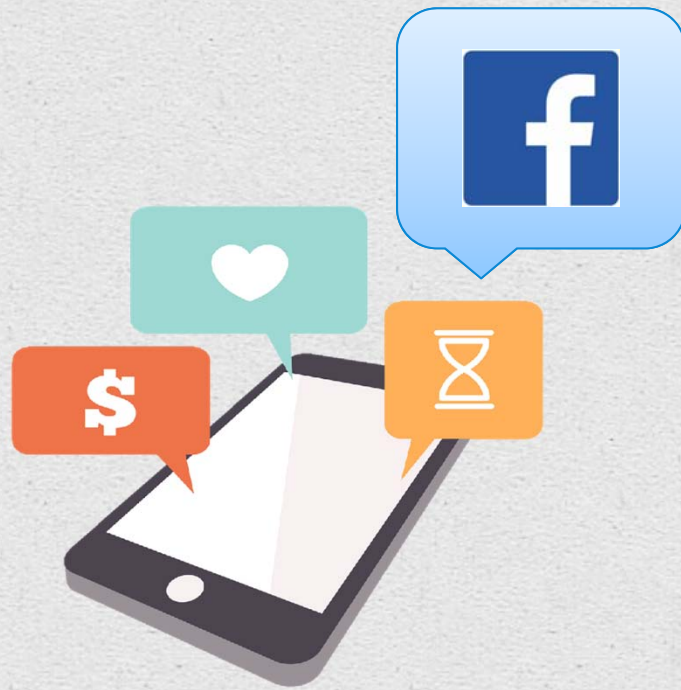


# Almost three quarters of Moms use Facebook most

Social media Moms who use Facebook *most*



## Half of smartphone Moms check in multiple times daily



**51%**  
of Smartphone Moms  
use Facebook several  
times a day

# Mom checks in often to get her daily Facebook fix

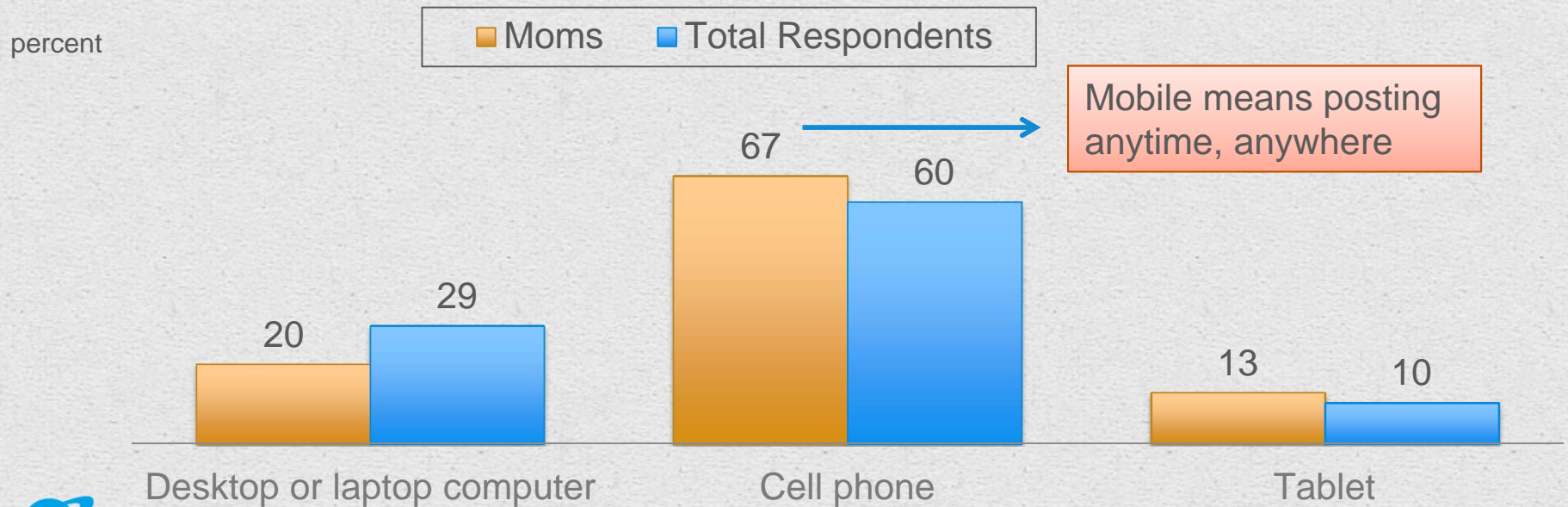
Average number of times checking Facebook in 24 hours

2015



# Mom is more likely than others to access Facebook via mobile

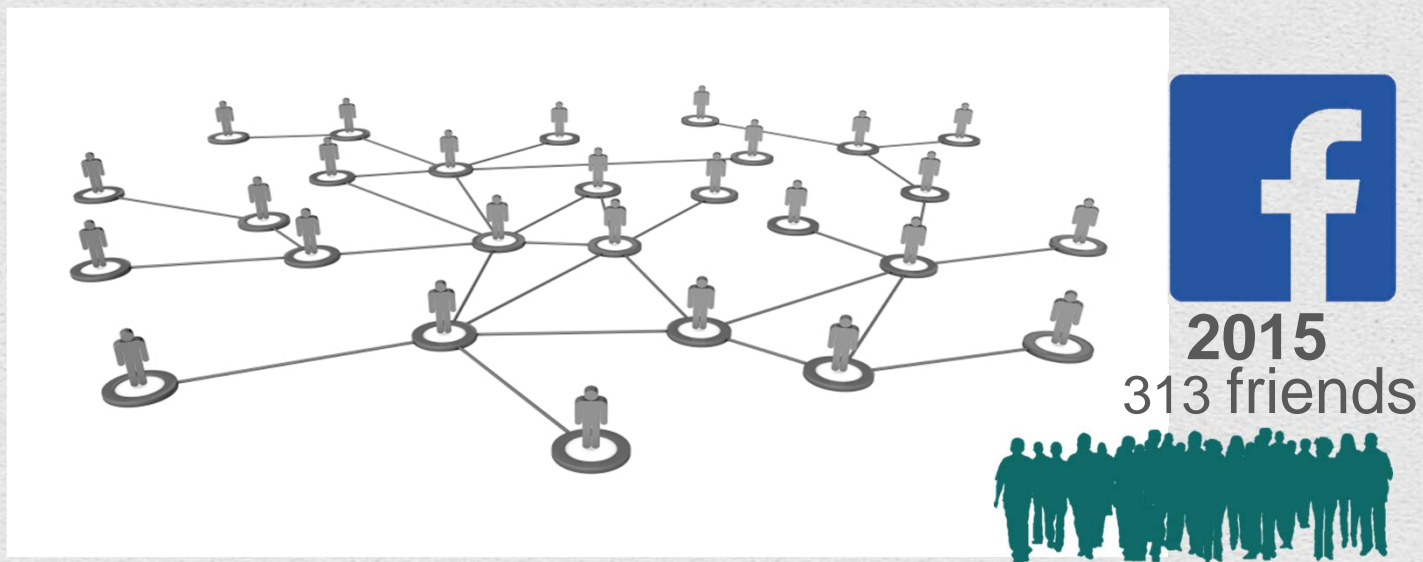
“Which one way do you access Facebook *most*?”



Mobile means posting anytime, anywhere

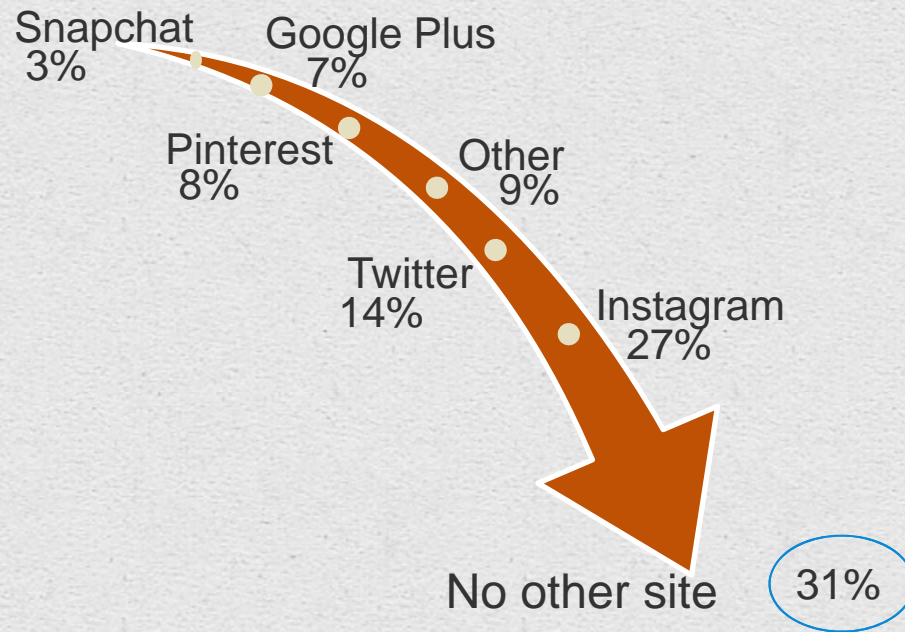
# Mom has a few hundred friends on Facebook

Average number of Facebook friends for Moms

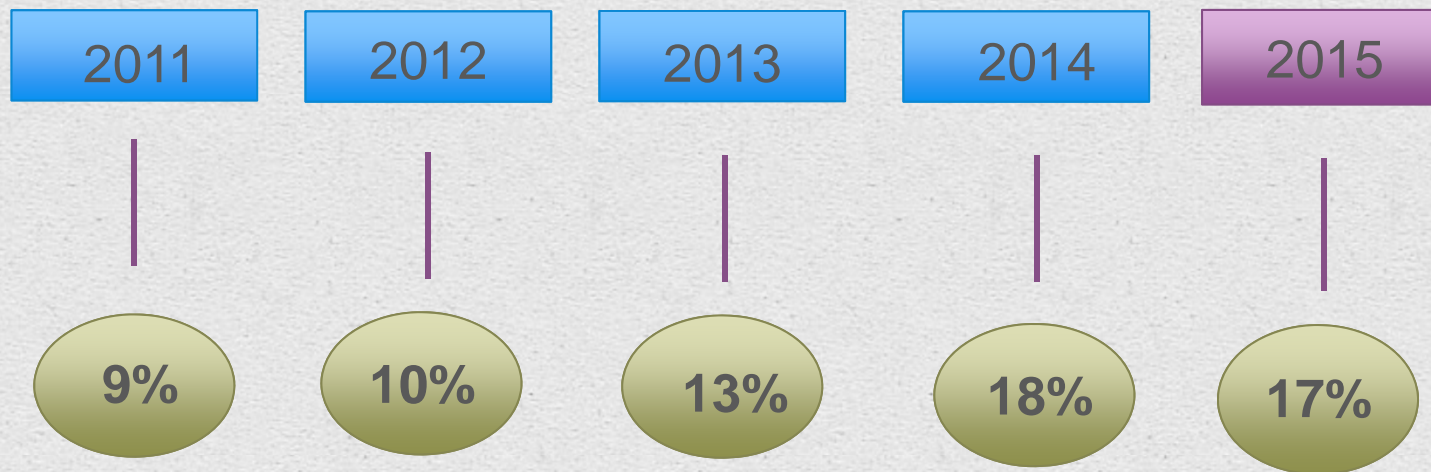


*Base: Moms who used Facebook in the last month*

# If Facebook went away, what would Mom use instead?



## Twitter usage holds steady in 2015 with Mom



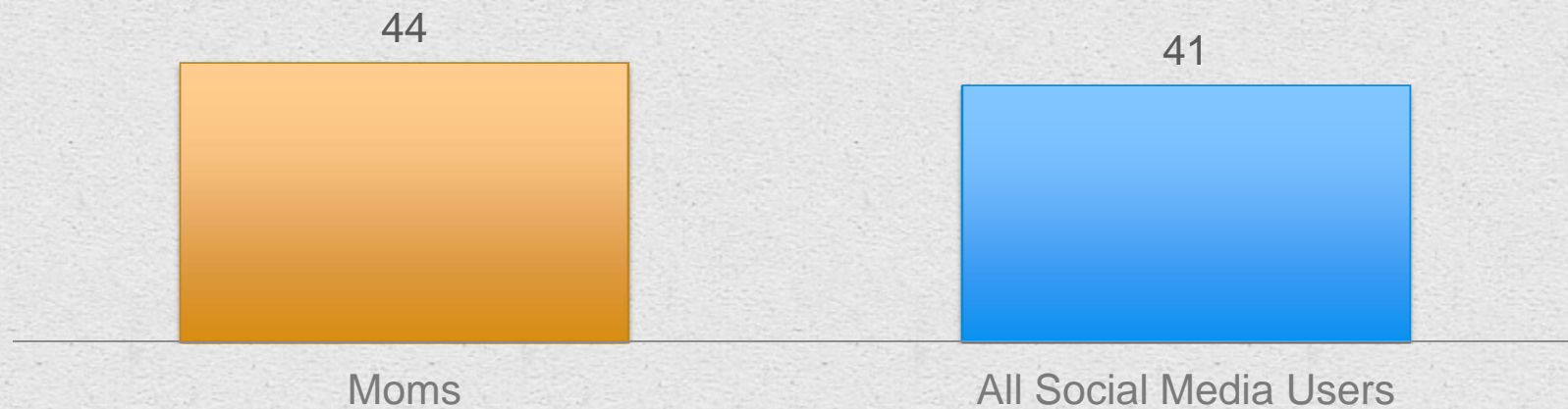
Percentage of Moms who ever use Twitter



## A consumer leader, Mom is also a follower

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

percent



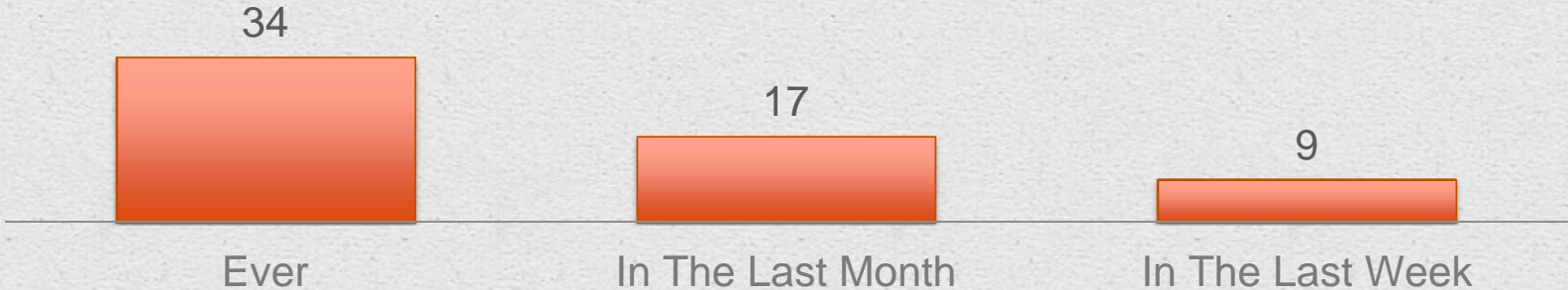
*Base: Those who currently use social networking web sites or services*

# More about Mom

# One-third of Moms have listened to a podcast

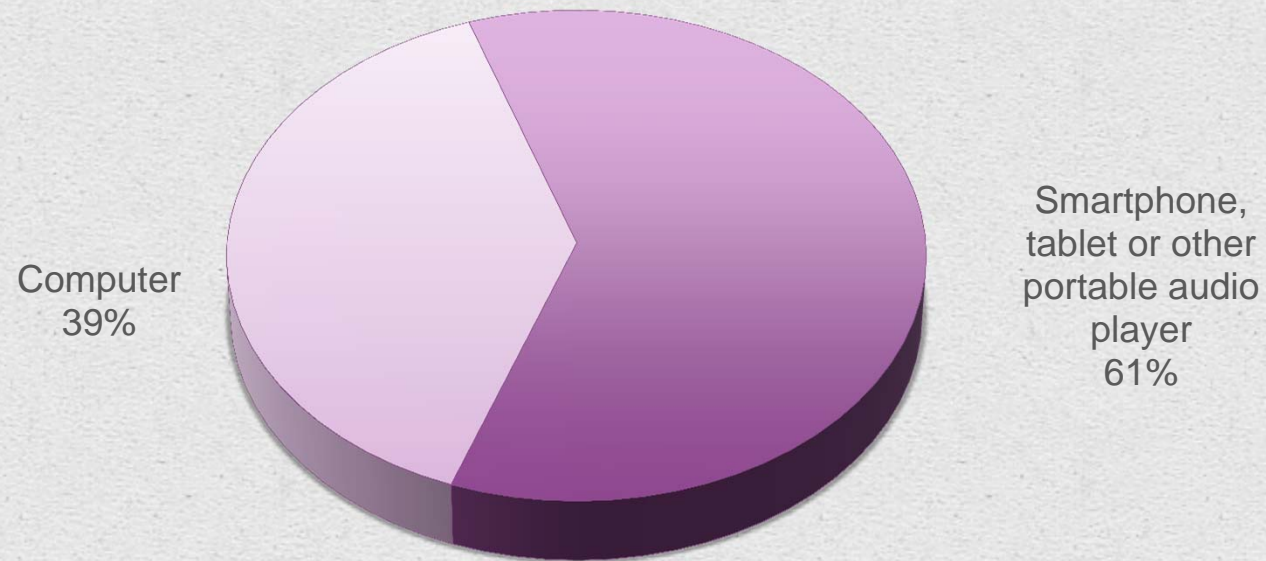
% who have listened to a podcast:

percent



## For podcasts, mobile devices are preferred by Mom

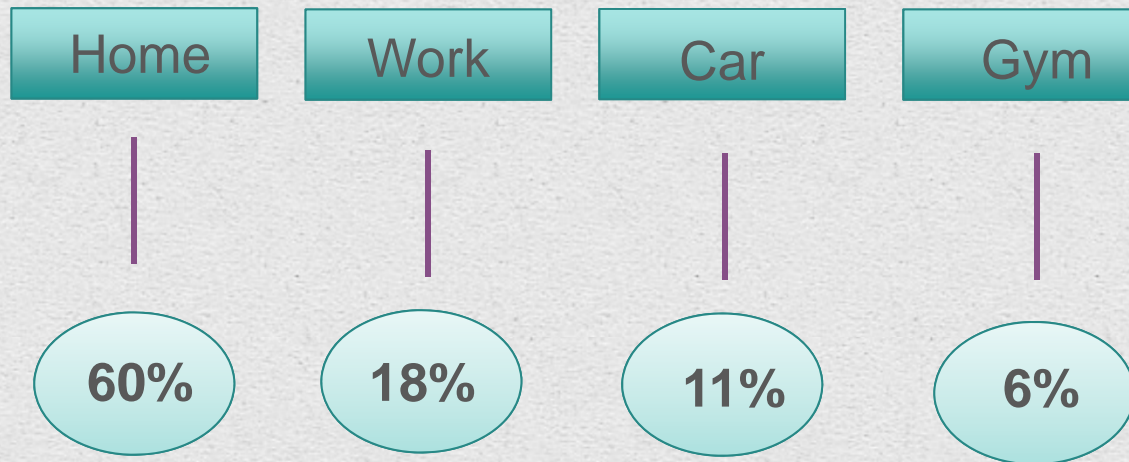
*“On which of the following do you most often listen to audio podcasts?”*



*Base: Moms who have listened to a podcast*

# Home is where the podcast is for Mom

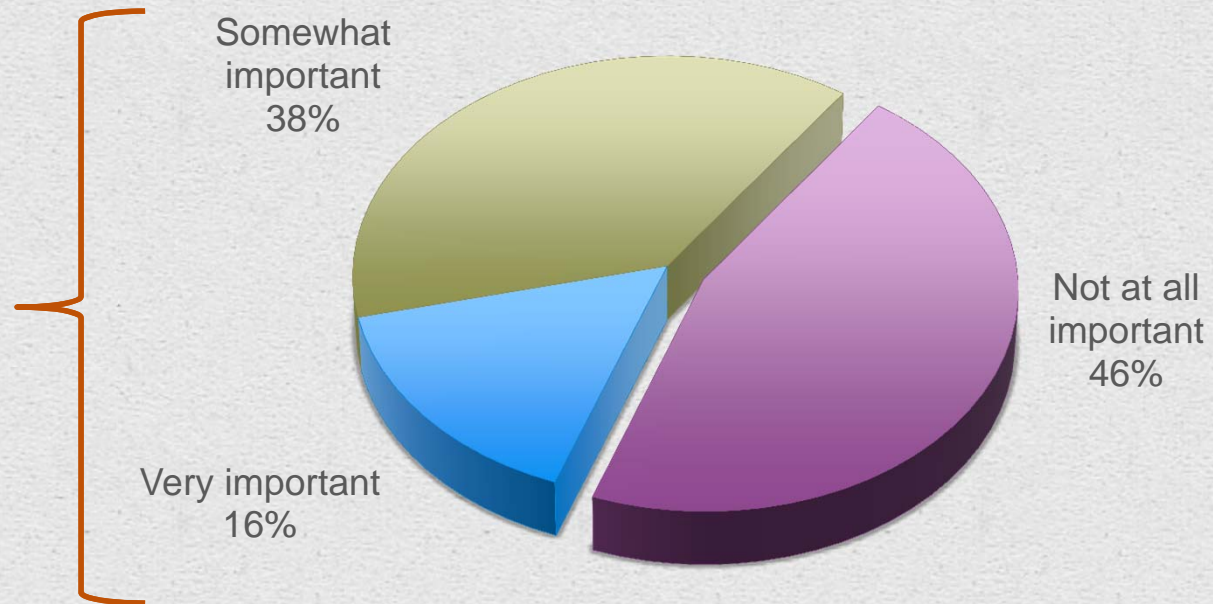
*“Where do you listen most often to podcasts?”*



# The majority of Moms value keeping up-to-date with music

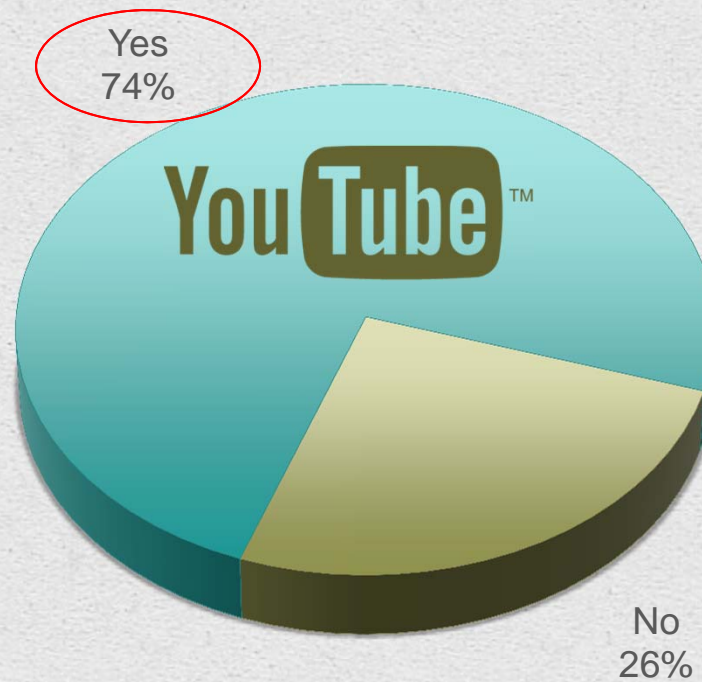
*“How important is it to you to keep up-to-date with music?”*

More than half of Moms think it is important to keep up with new music



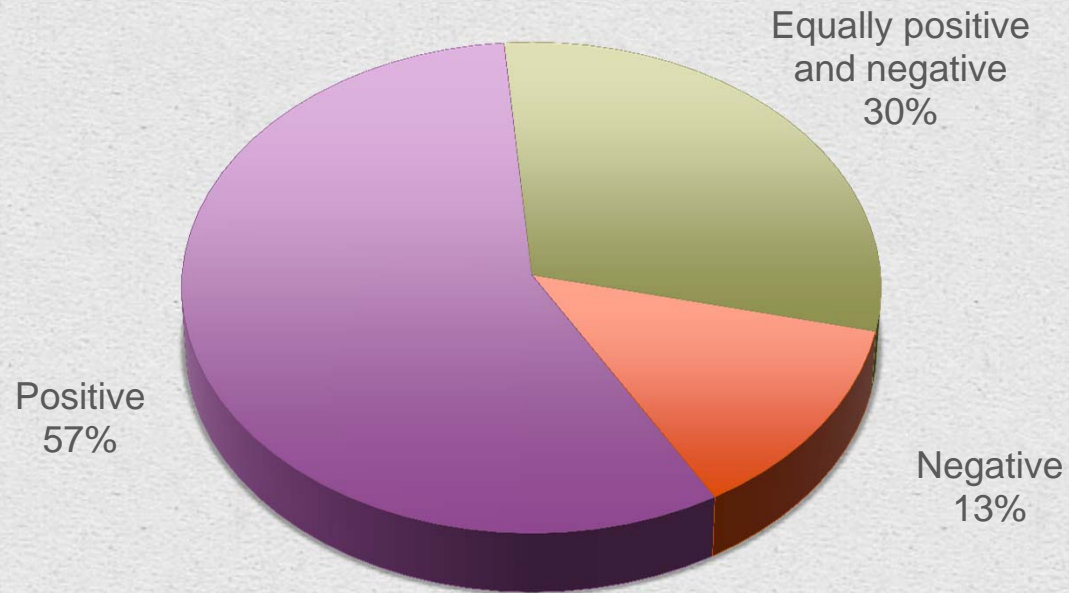
## Mom goes to YouTube for music

*“Have you ever used YouTube specifically to watch music videos or to listen to music?”*



## Mom's take on technology...she likes it

*“Over the last ten years, would you say the changes to society from technology have been...”*





# Conclusions

## What we learned from Mom in 2015

---

- Internet owns a large part of Mom's time
- Her smartphone remains indispensable
- Smartphone ownership among Moms remains well above 12+
- Tablets have secured their place with Mom
- Facebook is firmly Mom's social media network
- Mom favors technology and is finding 'new time' to devote to it



# The Research Moms

*Insights. Ideas. Analysis.*

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

