

Moms and Media 2011





Methodology Overview

- In February 2011, Arbitron and Edison Research conducted a national telephone survey (landline and cell phone) of 2,020 people aged 12 and older
- The sample yielded 330 Moms
- “Mom” is defined as a woman having a child under 18 living in her household
- This recent study is one in a series that has been conducted since 1998 which allows for tracking data



Today's Moms Are Not Their Mothers

Today's Mom is **"THE"** demographic group to target

Mom is the Chief Purchasing Officer of the household

- She has buying power and advertising influence
- Technology is her friend, not foe
- To reach her is to understand her

Marketing to Moms has exploded

- Internet is key to Mom; she's online more than average
- Social networking is changing the pathway to Moms
- Her cell phone is not just for emergencies; its her connection and she won't be without it

Mom is unique in her media habits

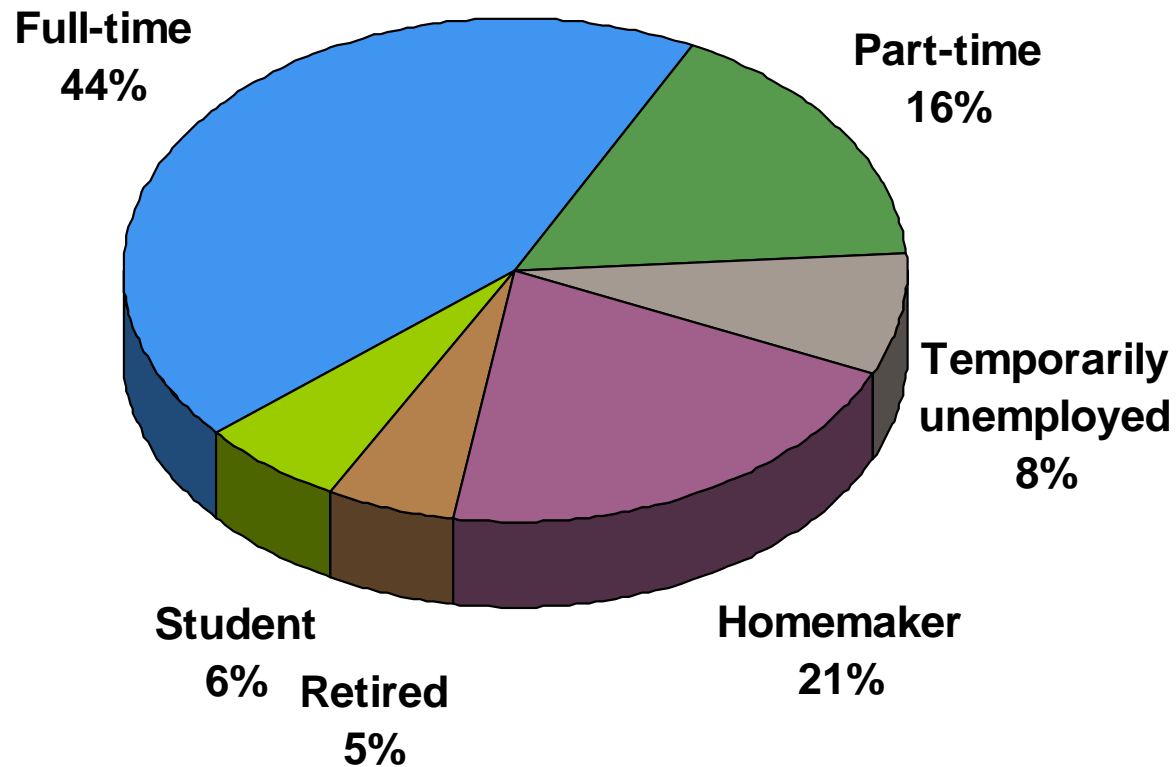
- She embraces modern technology for its convenience
- But she still engages in traditional forms like radio, striking a balance that suits her busy 2011 lifestyle





The Moms in 'Moms and Media'

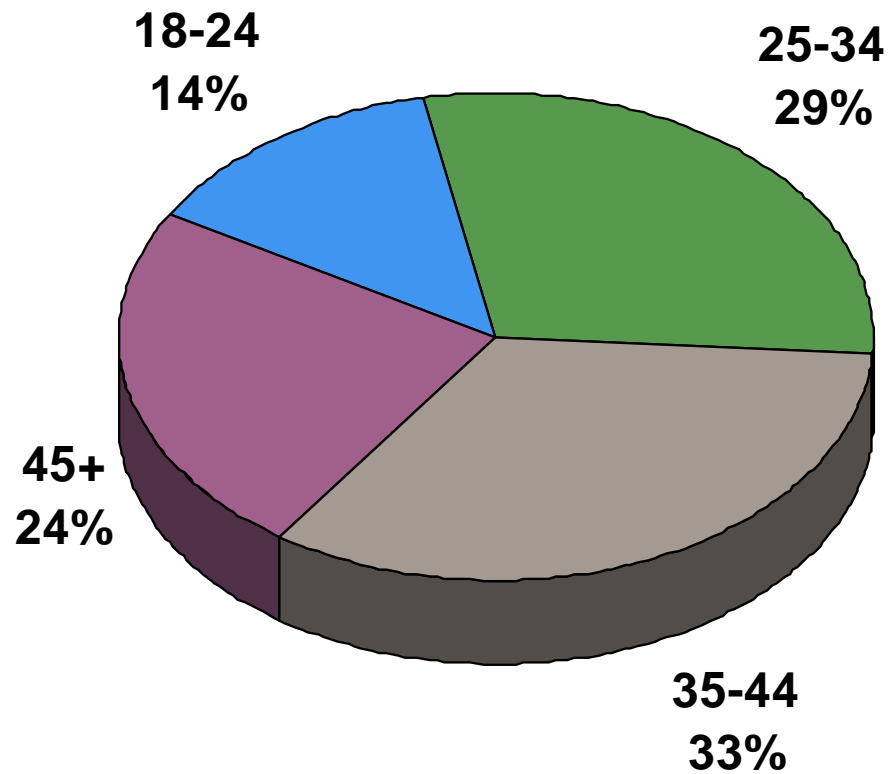
**Employment
status:**





The Moms in 'Moms and Media'

Age:



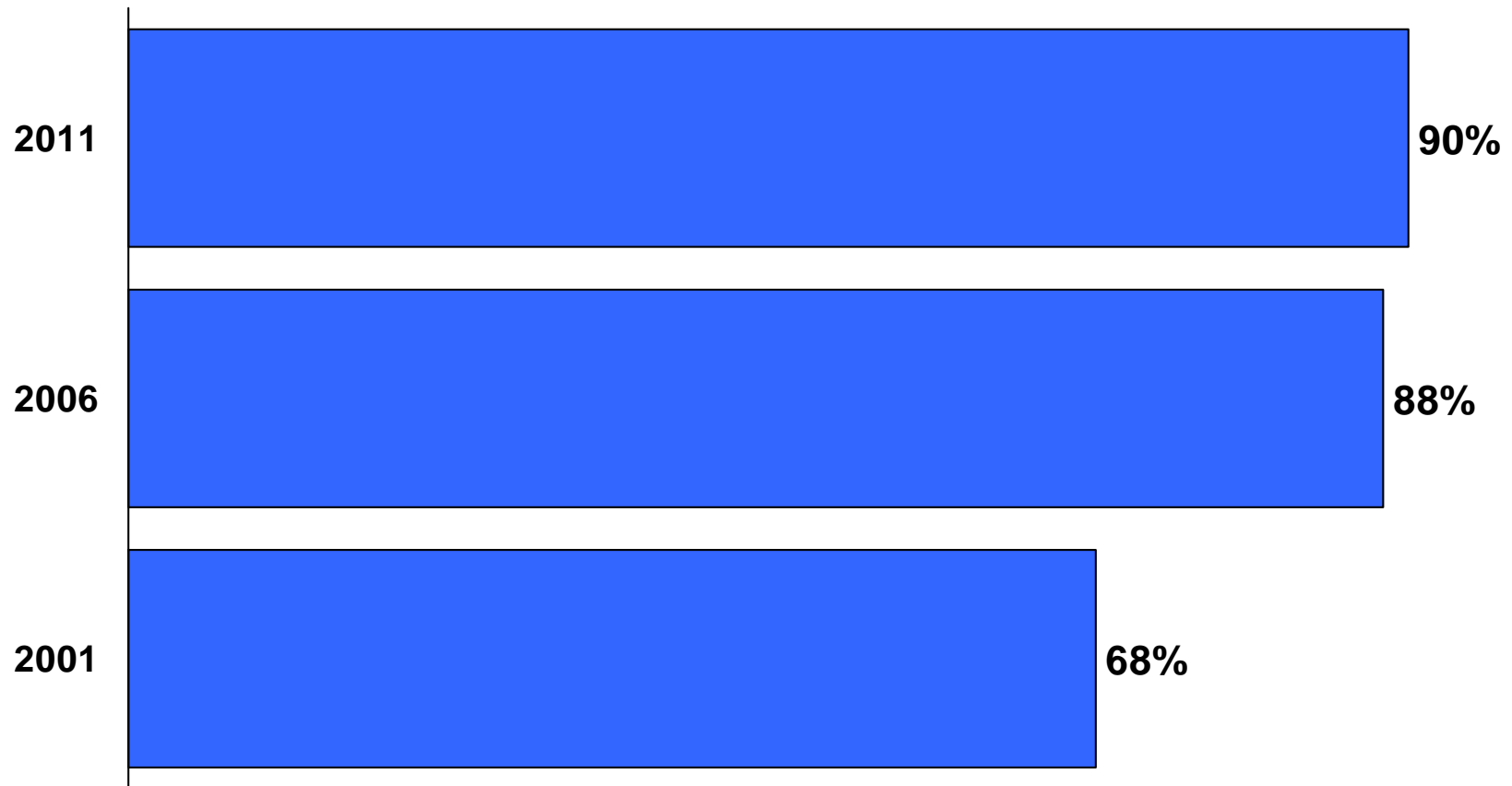
Moms Must Stay Online to Get Things Done





Availability of Internet access has allowed Moms to move online

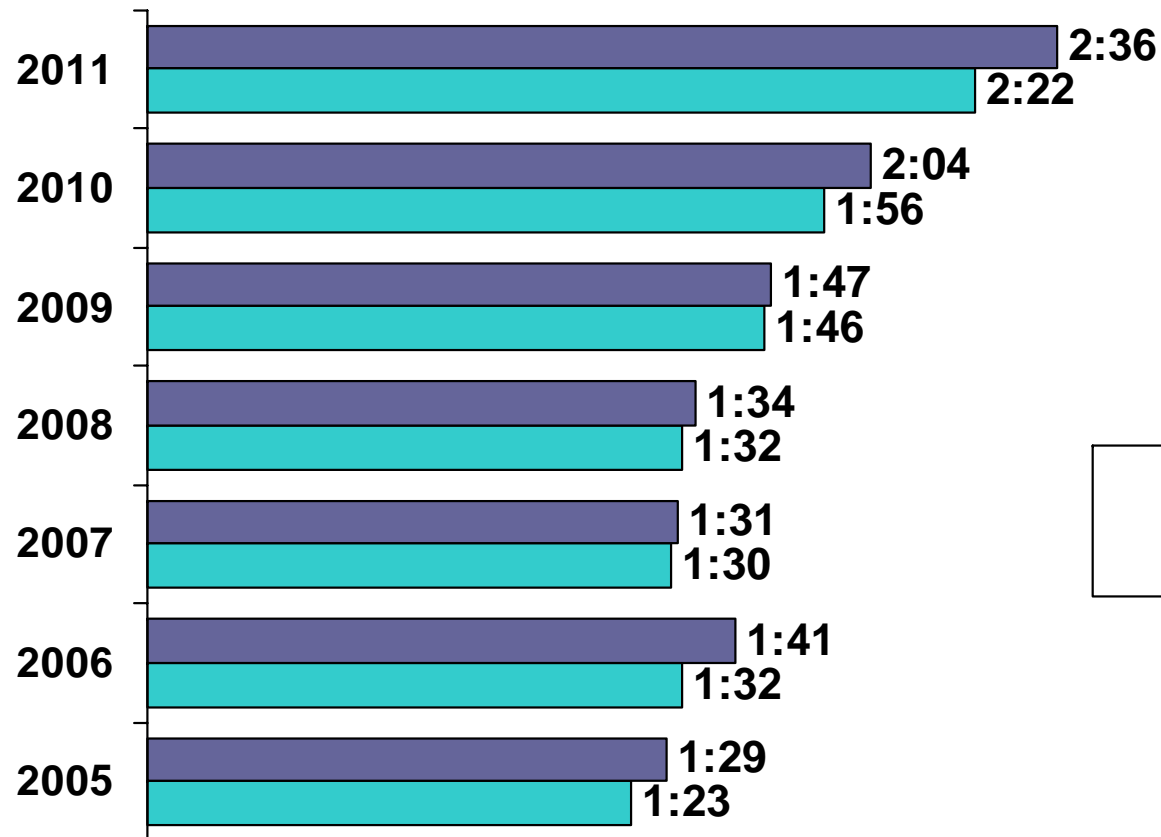
% with Internet Access From any Location





Moms spend more time online than others 12+

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



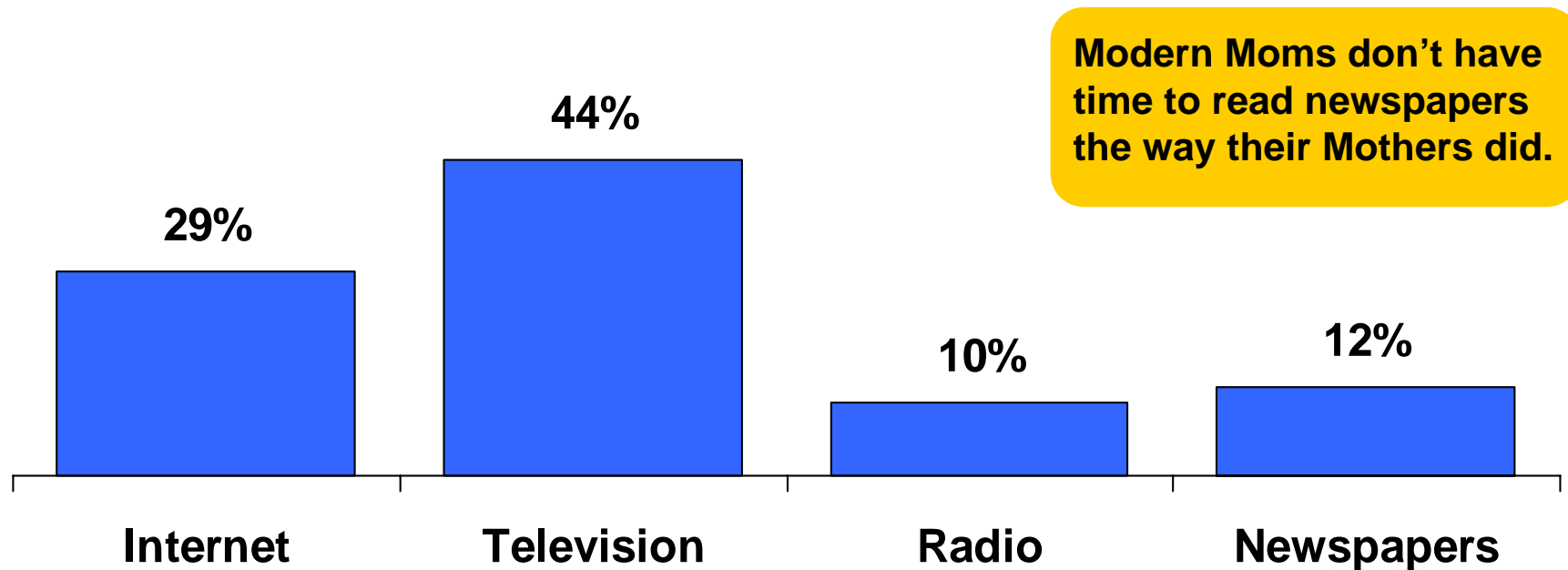
**Moms lead
by 14 min.
in 2011**





Internet is second only to television for news in the metro

“Among Internet, television, radio and newspapers, which one do you use most for news/information about your *metro* area?”

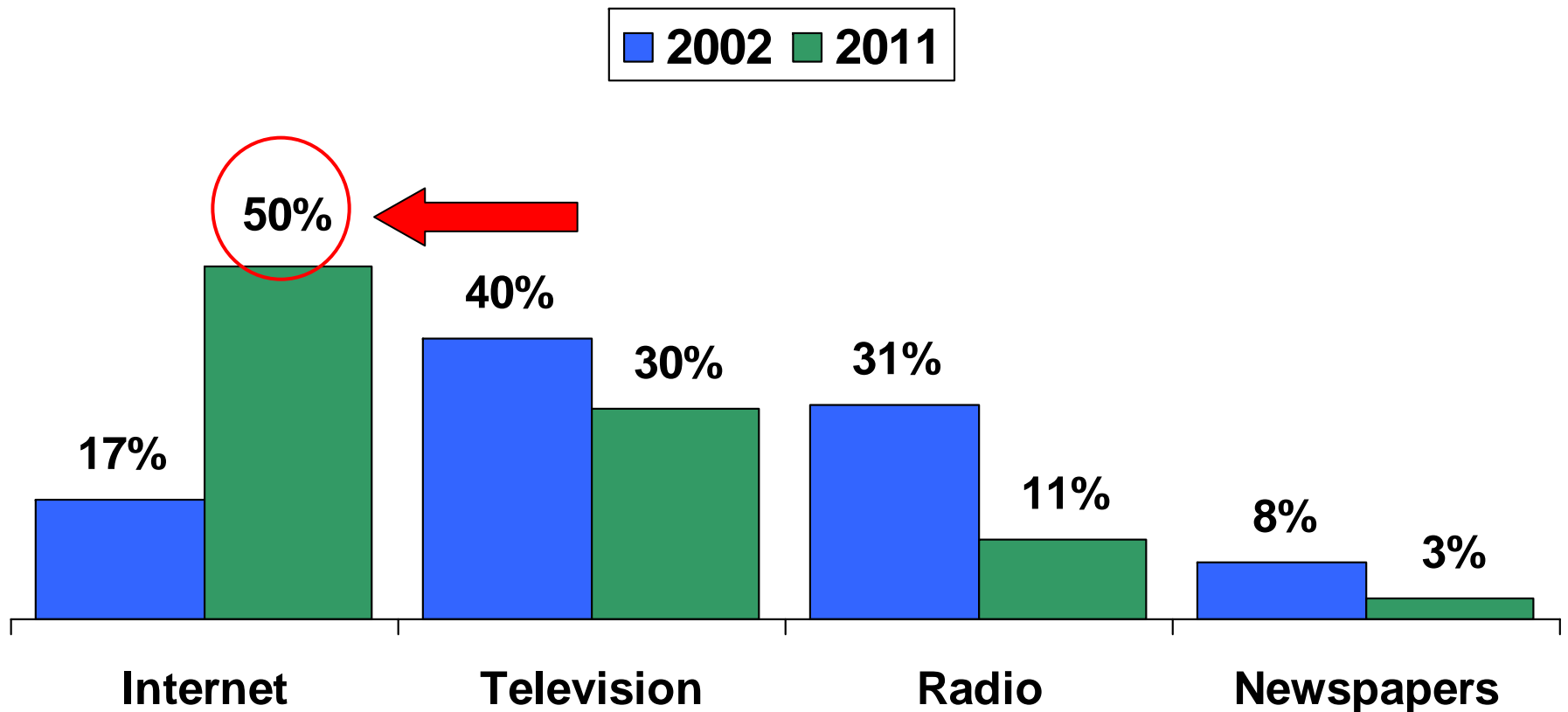


Modern Moms don't have time to read newspapers the way their Mothers did.



Internet is now undeniably the 'Most Essential' medium for Mom

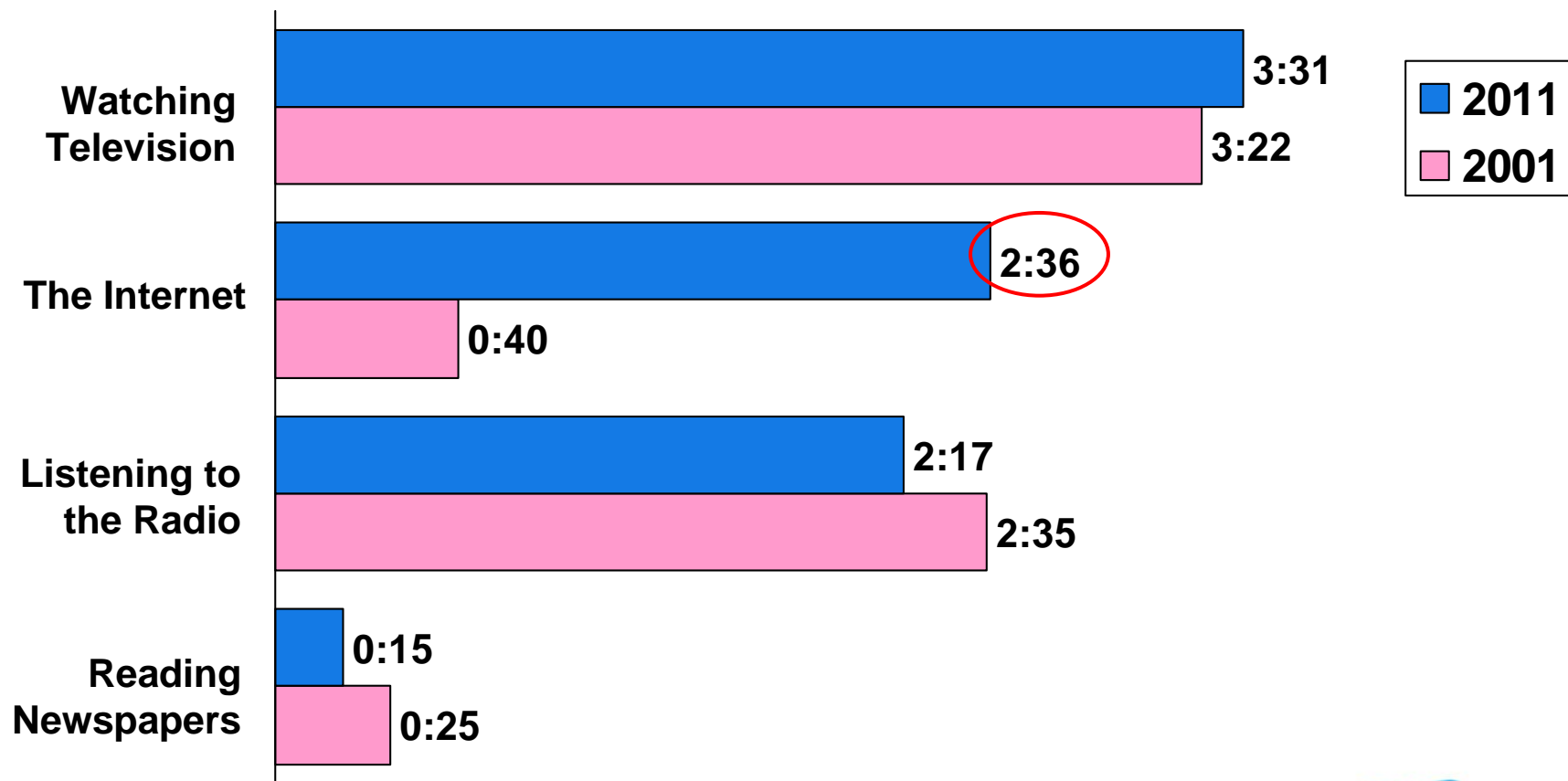
"Among Internet, television, radio and newspapers, which one is *most essential* to your life?"





Internet has made tremendous gains with Moms

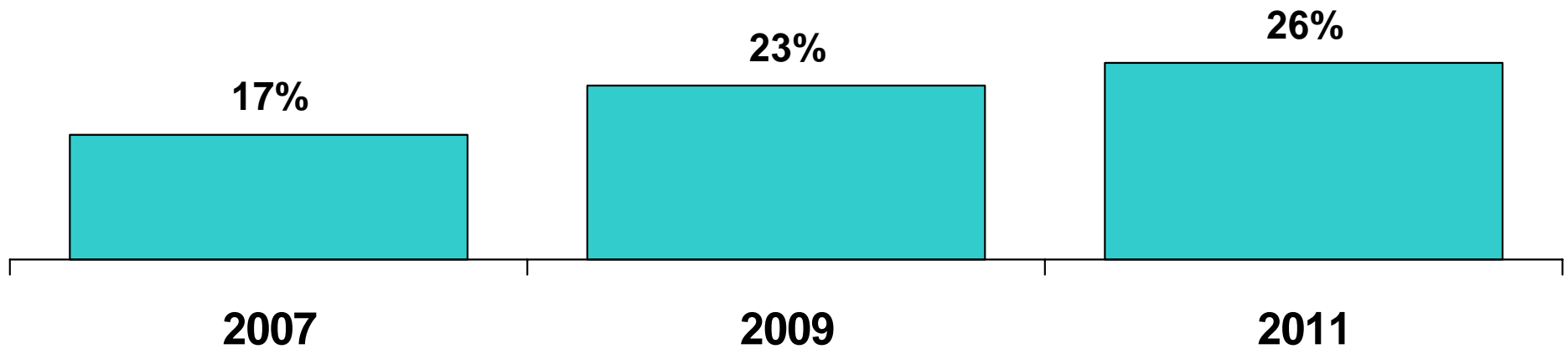
Self-reported hours spent with media in the last 24 hours (HH:MM)





One quarter of Moms now have *three* or more computers

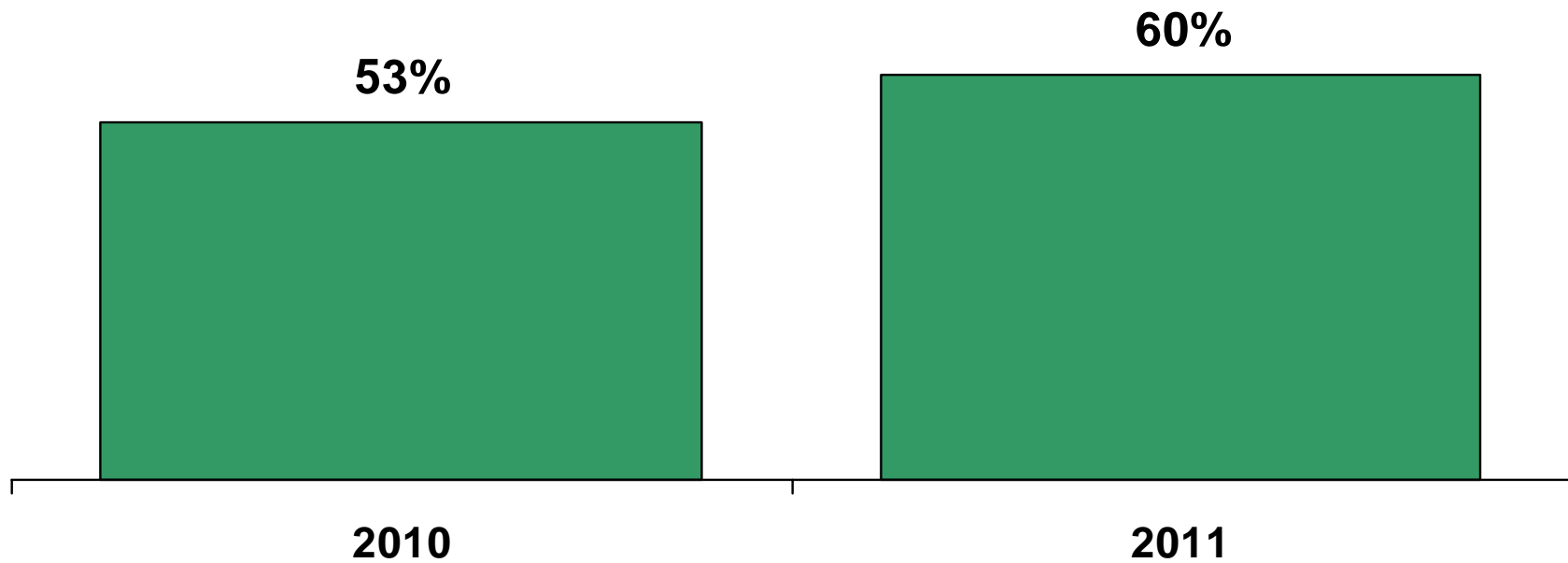
% With Three or More Working Computers in Household





Household Wi-Fi continues to rise

% of Moms With Wi-Fi Network in Household

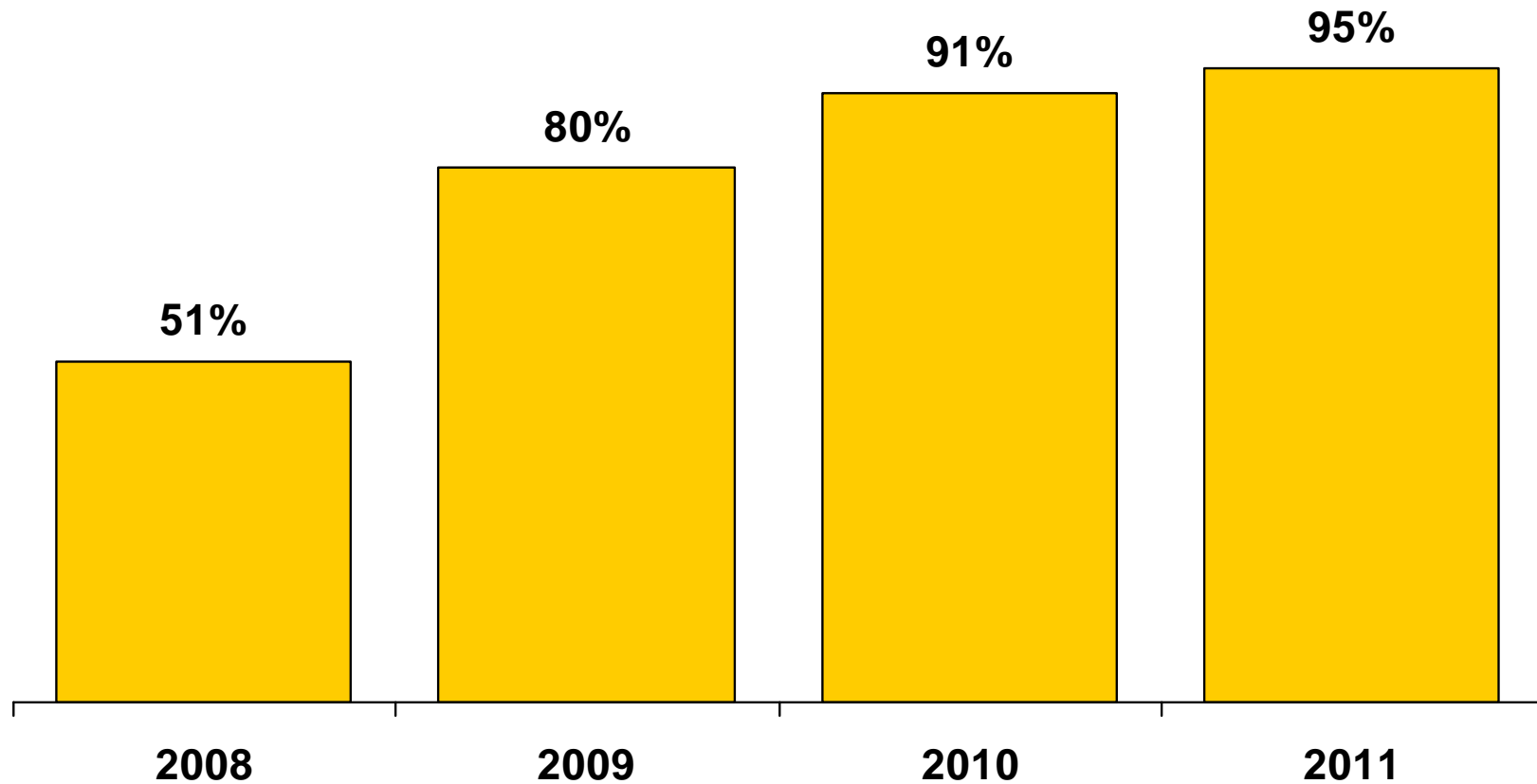


Moms Are Social



Moms are well aware of Facebook

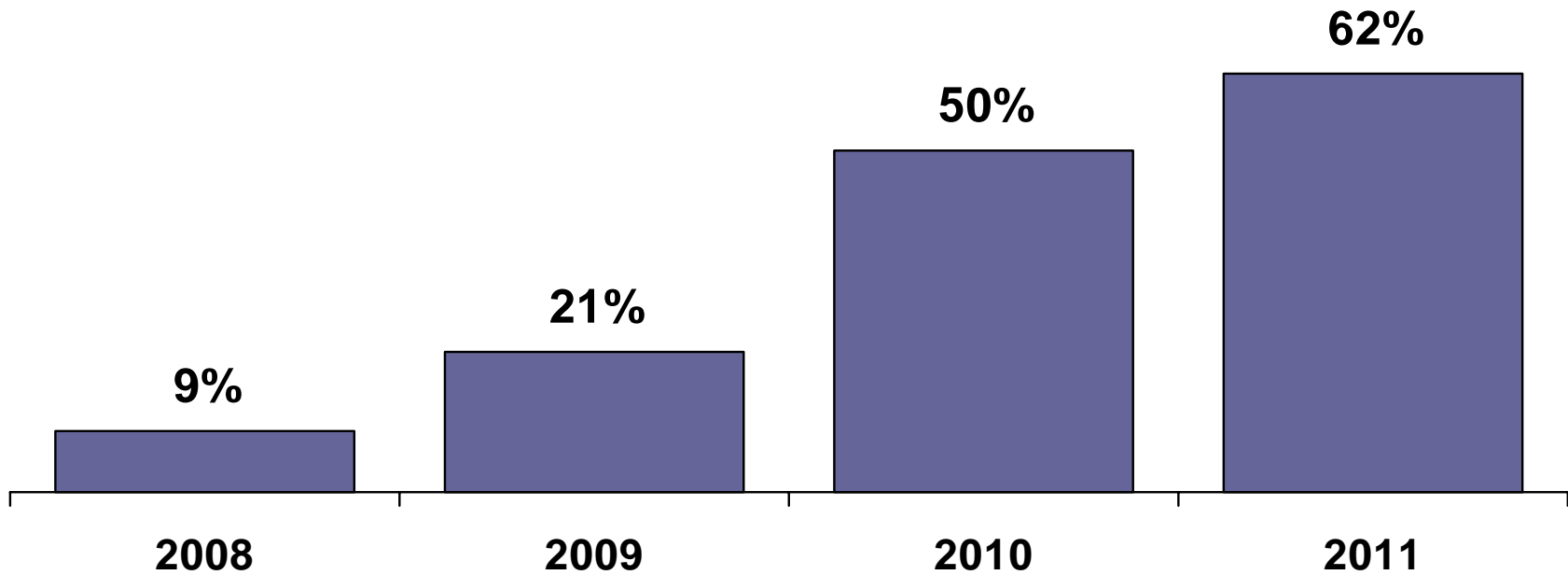
% of Moms who have heard of Facebook





Moms have a face on Facebook

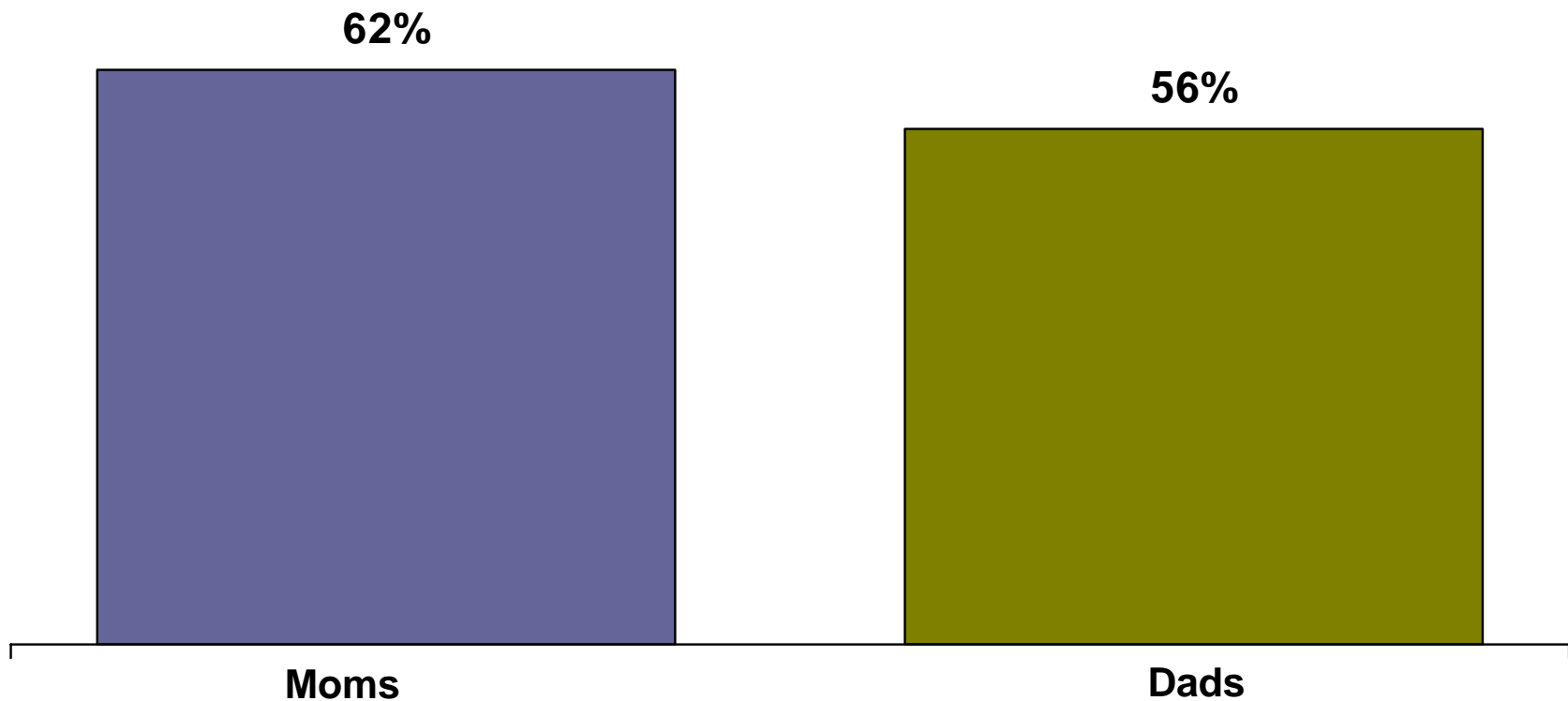
% of Moms who have a profile page on Facebook





Moms have more presence on Facebook than Dads

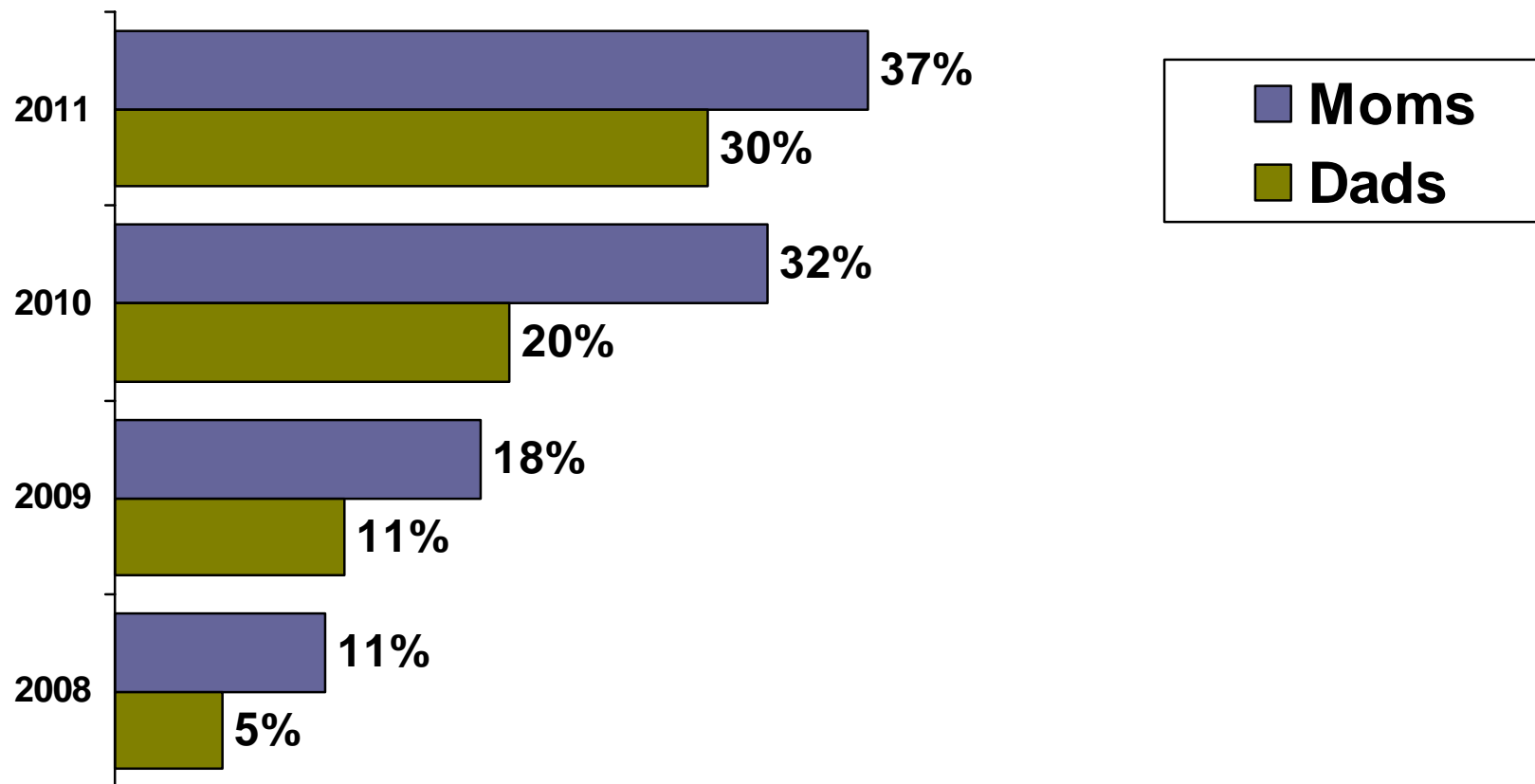
Moms vs. Dads with profile page on Facebook





Moms are social networking more times per day than Dads

Moms & Dads using social networking Web sites or services **several times** per day



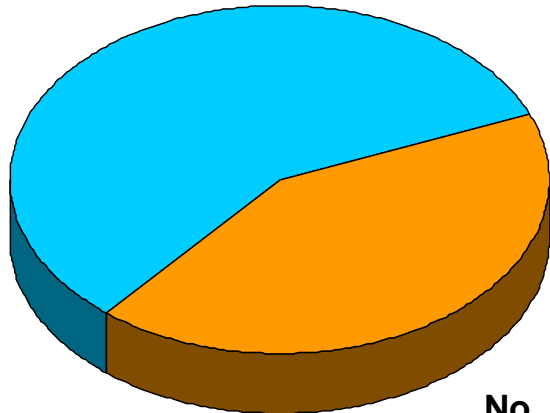


Moms are updating status via the web site

% who ever **post status updates** to any social networking web sites or services

2010

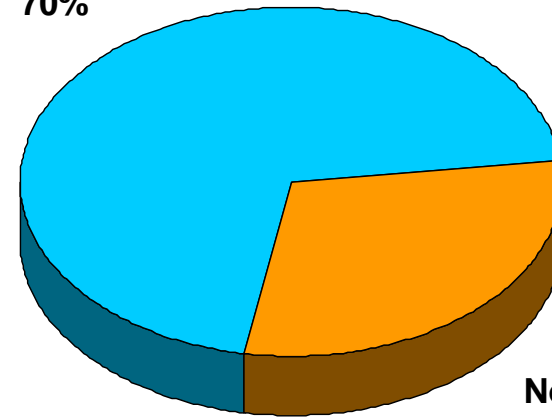
Yes
58%



No
42%

2011

Yes
70%



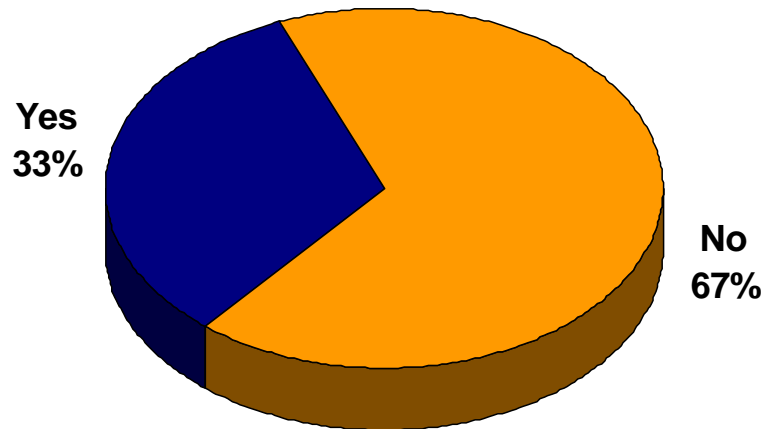
No
30%



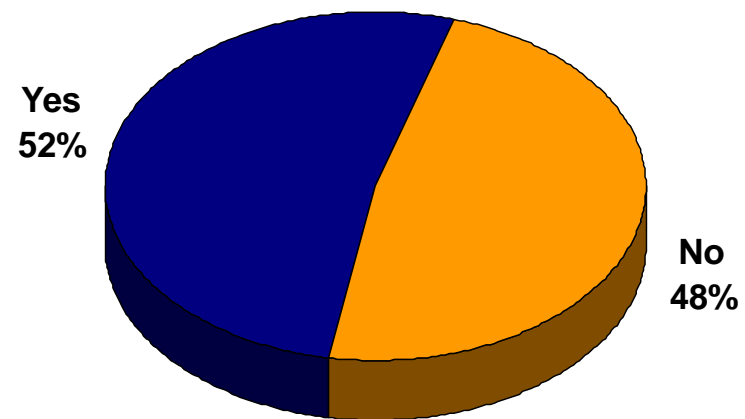
More Moms are social networking via mobile phone

% who ever access social networking web sites or services using a **mobile phone**.

2010



2011

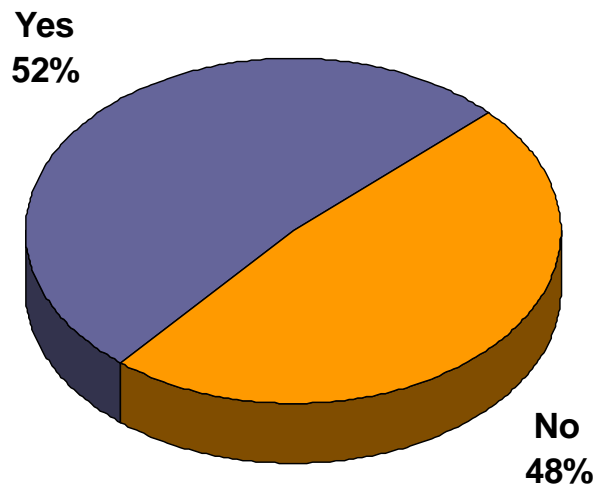




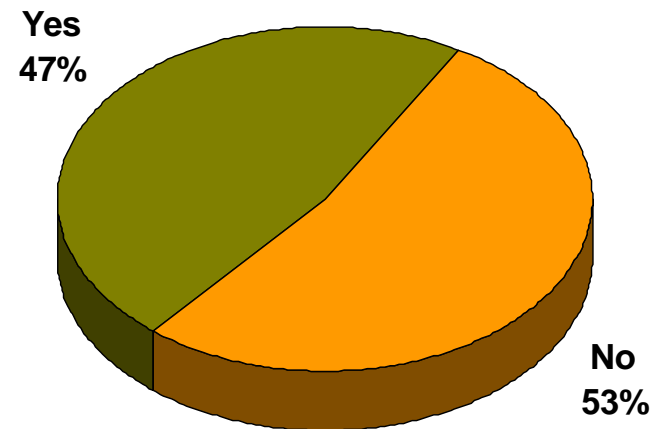
Moms use mobile phones for social networking slightly more than Dads

Moms vs. Dads accessing social networking web sites or services using a **mobile phone**

Moms



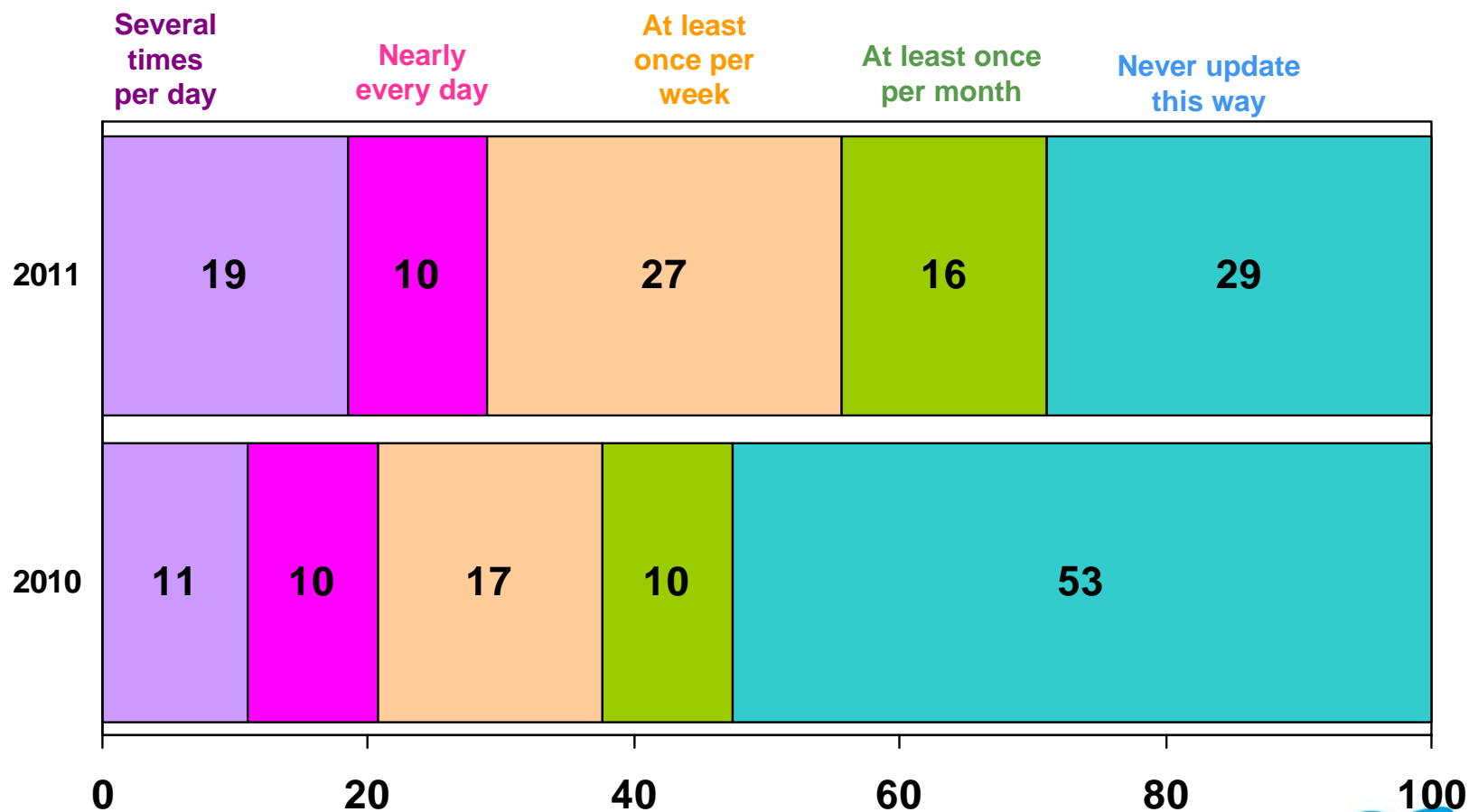
Dads





Posting via mobile phone is on the rise

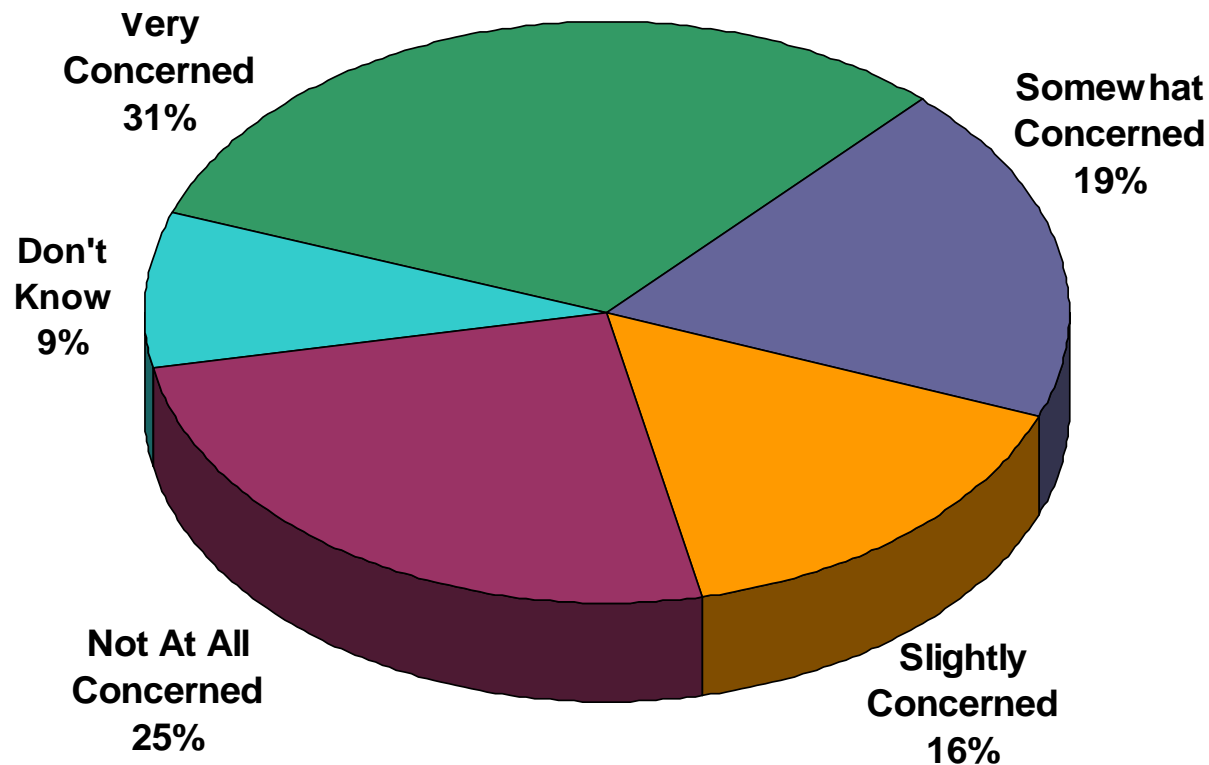
“How often do you update your status on social networks *by mobile phone*?”





Moms show some concern about privacy on Facebook

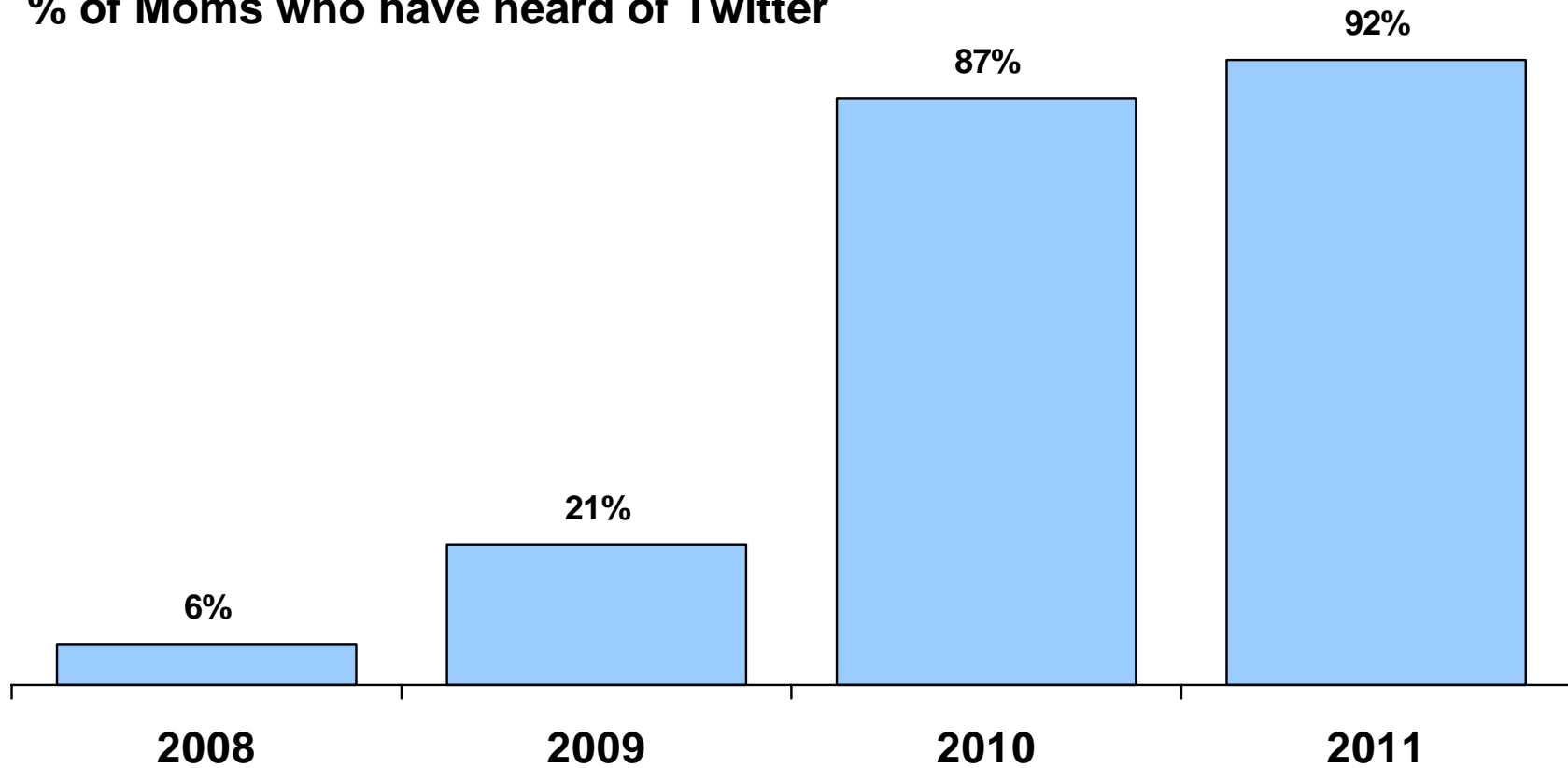
“How do you feel about the privacy of your personal information on Facebook?”





Moms know about Twitter

% of Moms who have heard of Twitter

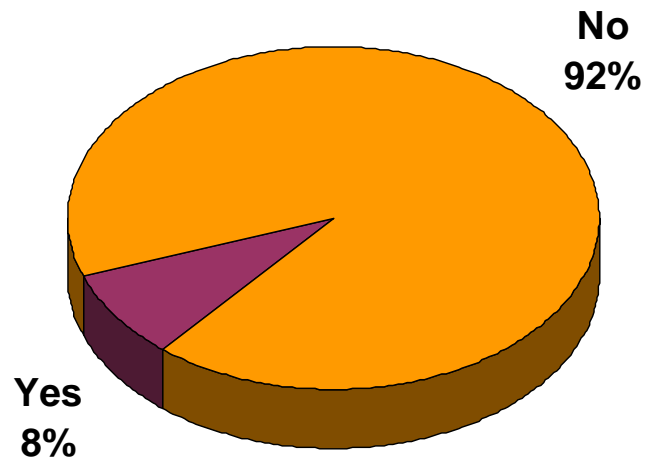




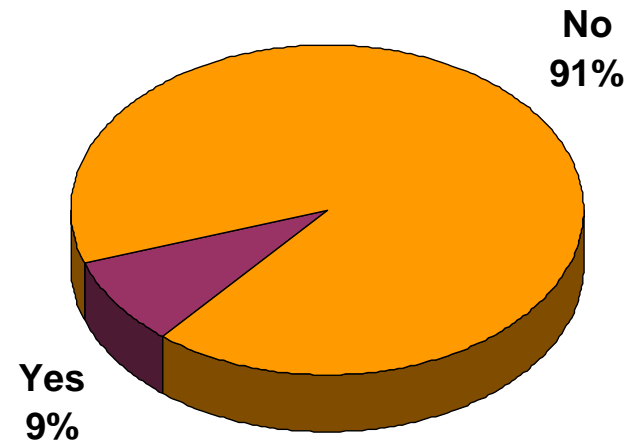
Moms are still not Tweeting

% who currently ever use Twitter

2010



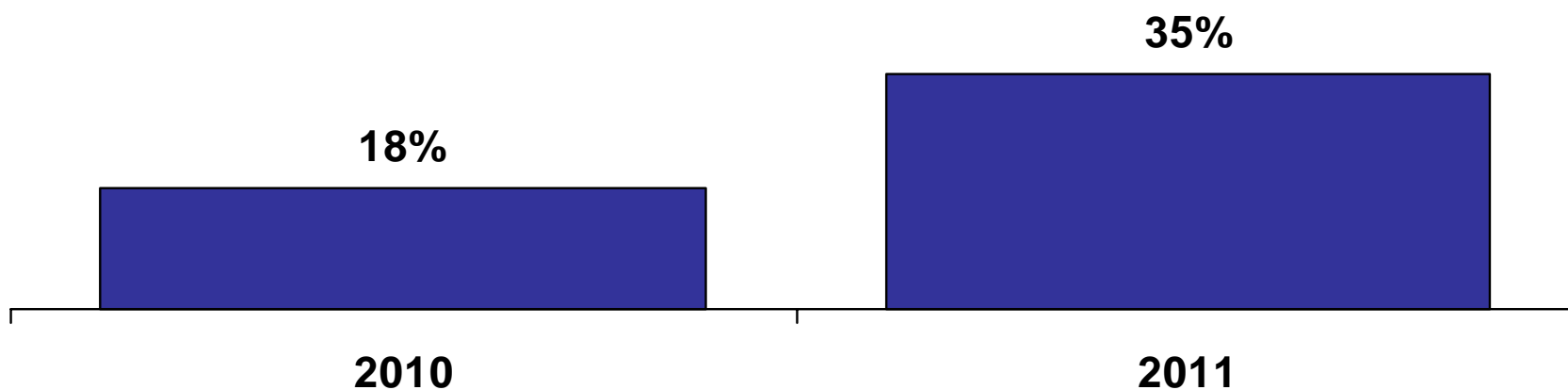
2011





More than one third of Moms follow brands

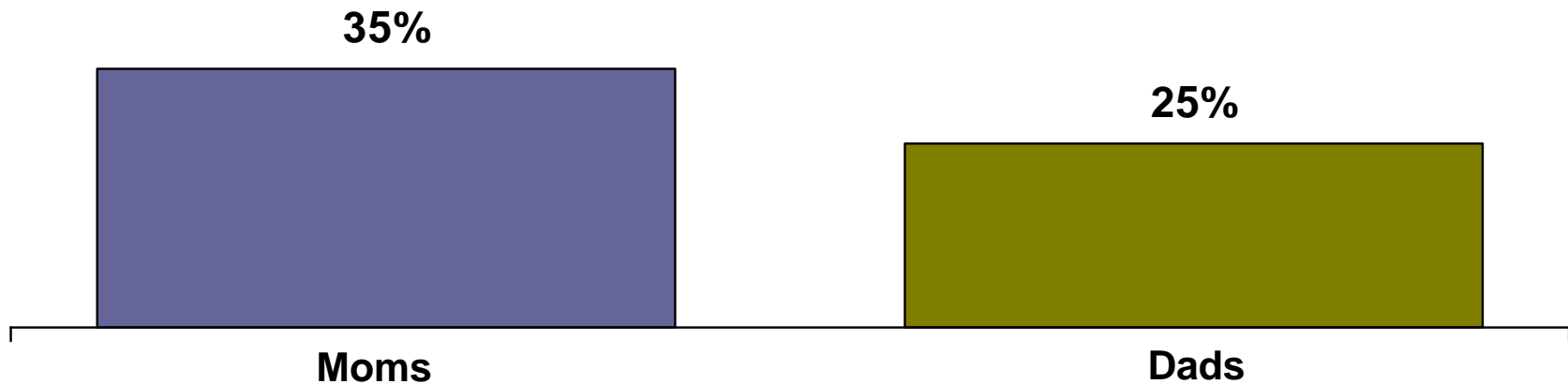
% of Moms who follow a company or brand on social media





Moms follow brands more than Dads

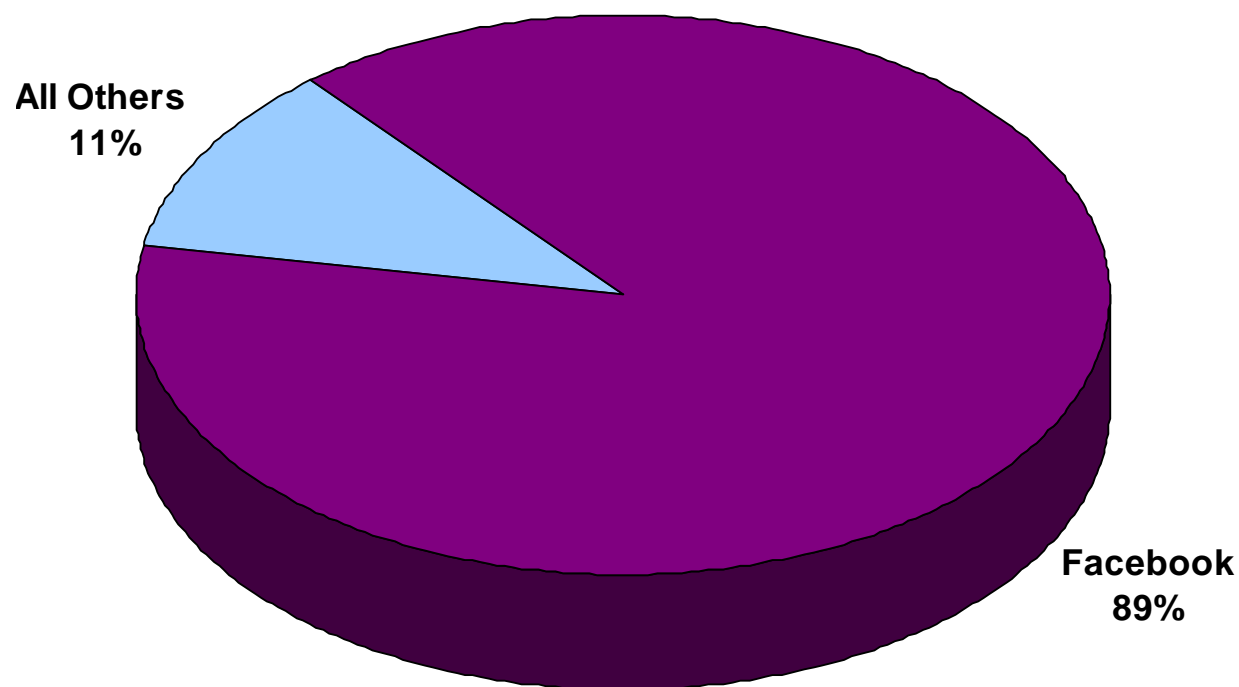
Moms vs. Dads following a company or brand on social media





Facebook is the only site for Moms to follow brands

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

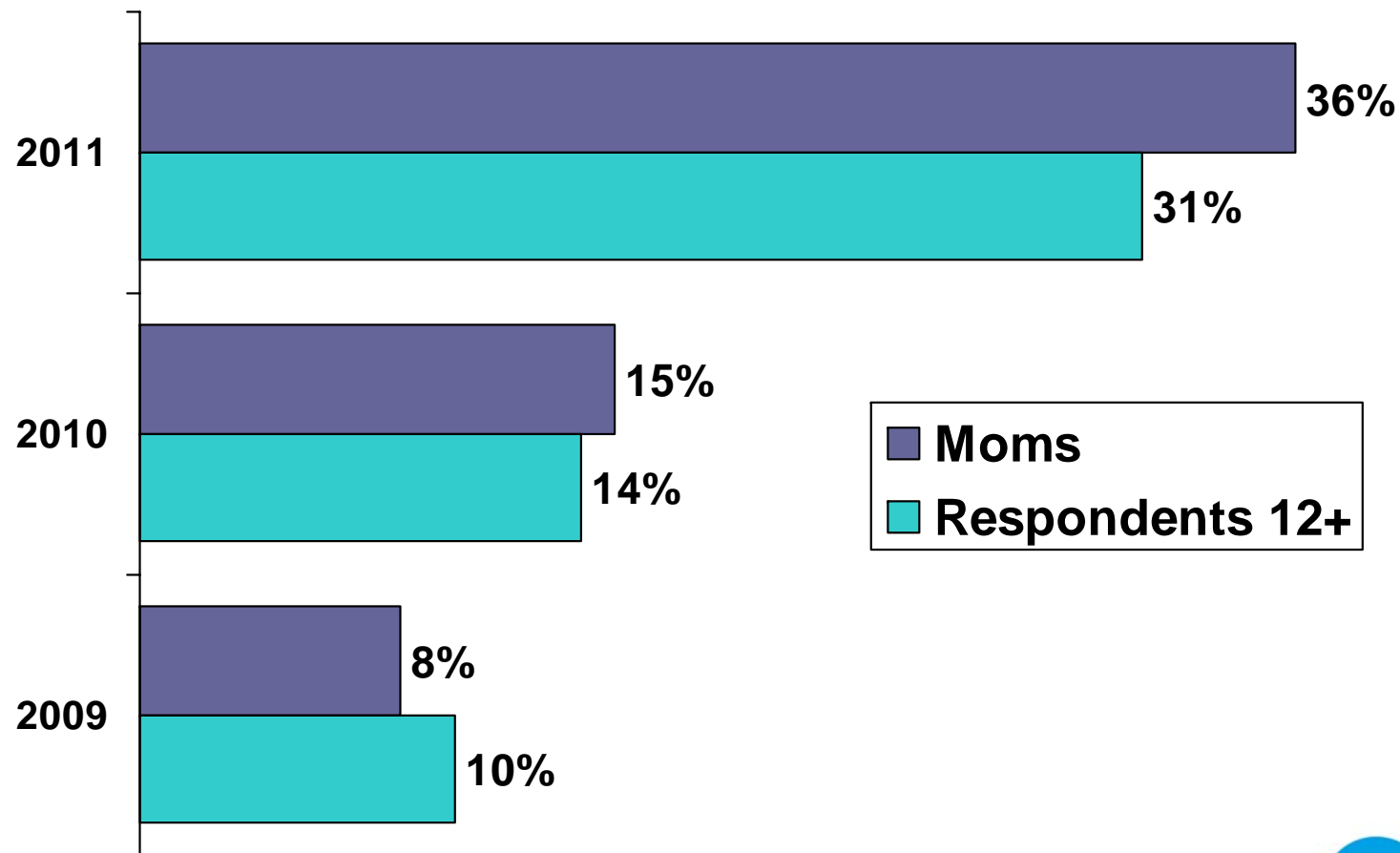


Moms Are Mobile



Moms are out ahead with smartphones

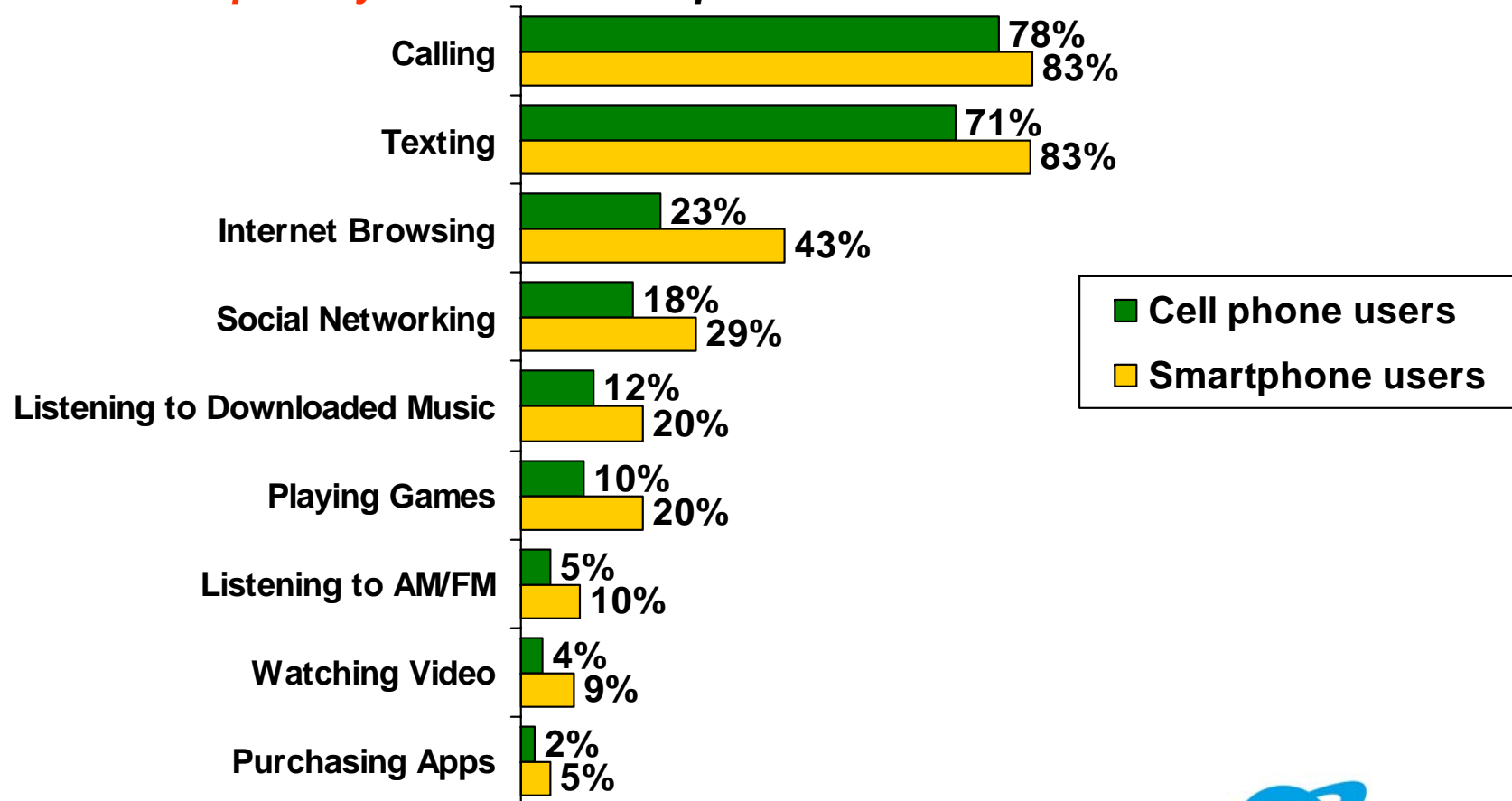
% who own a smartphone





Moms are using cell phone tools regularly

% of cell phone Moms vs. smartphone Moms who do each activity
several times per day on their mobile phone



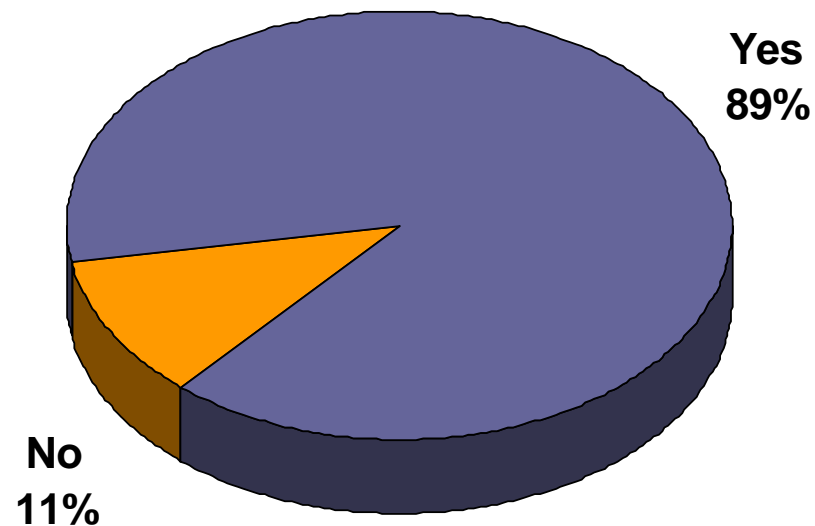
Moms balance traditional and modern media:



Moms are still listening to AM/FM radio

“Have you listened to any AM/FM radio stations in the last week?”

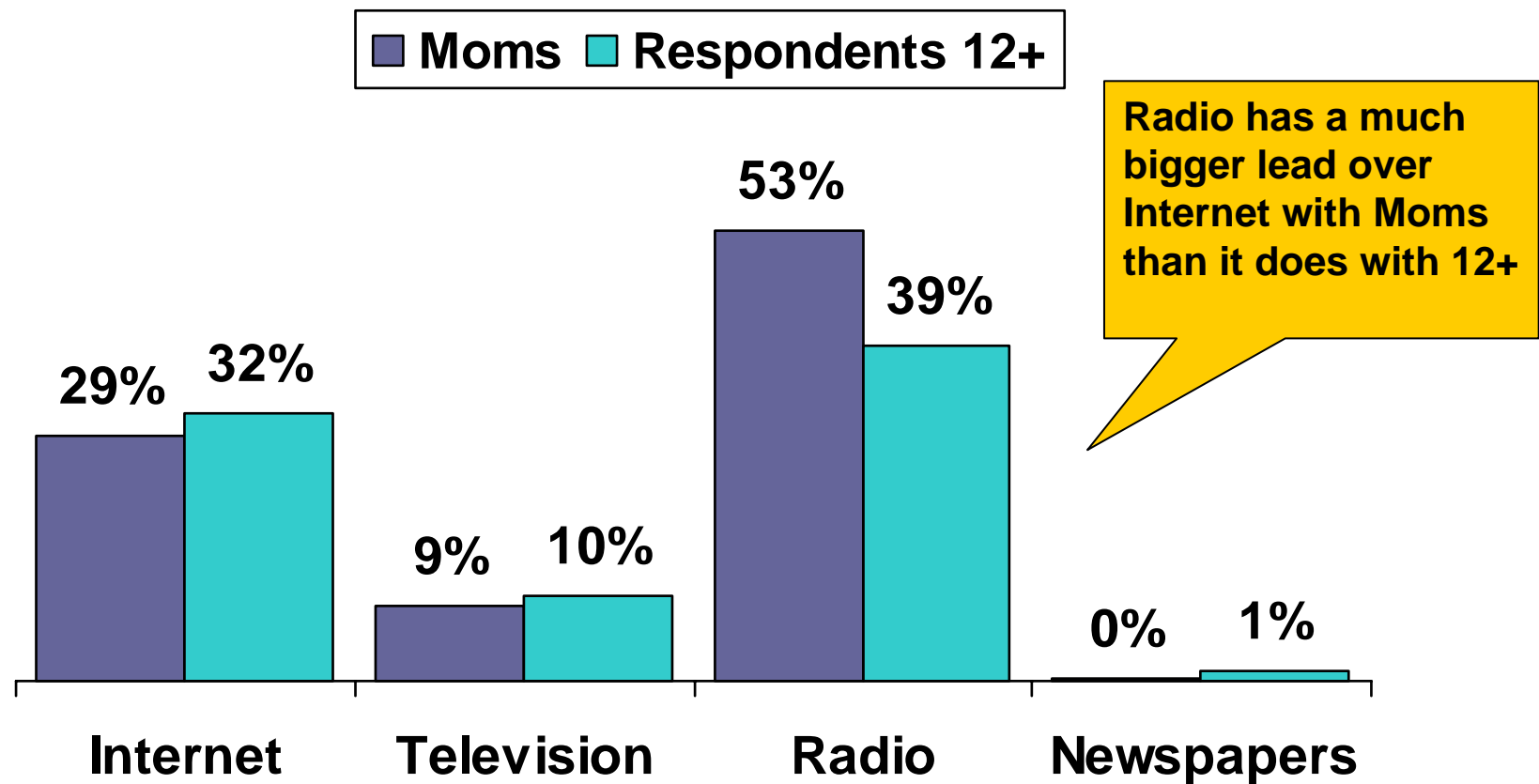
2011





Moms are more likely to choose Radio for new music

Which one do you turn to **FIRST** to learn about new music?

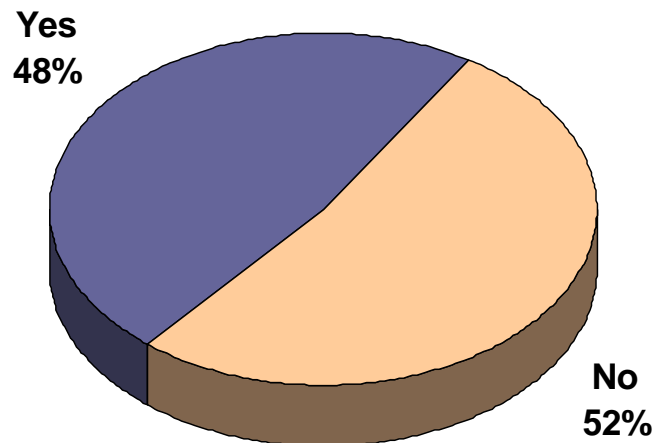




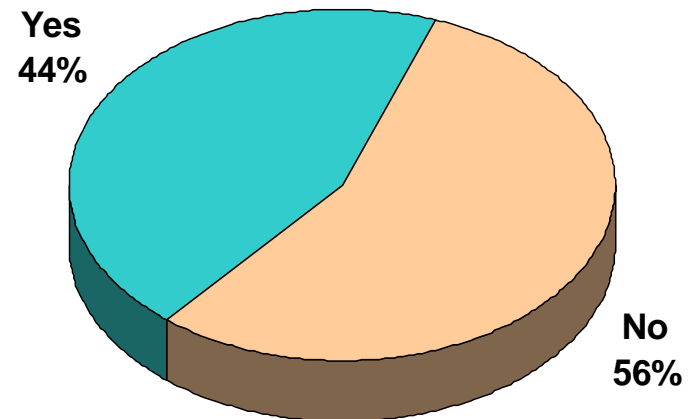
Moms are listening to radio at work slightly more than those 12+

“Do you currently ever listen to the radio while at work?”

Moms



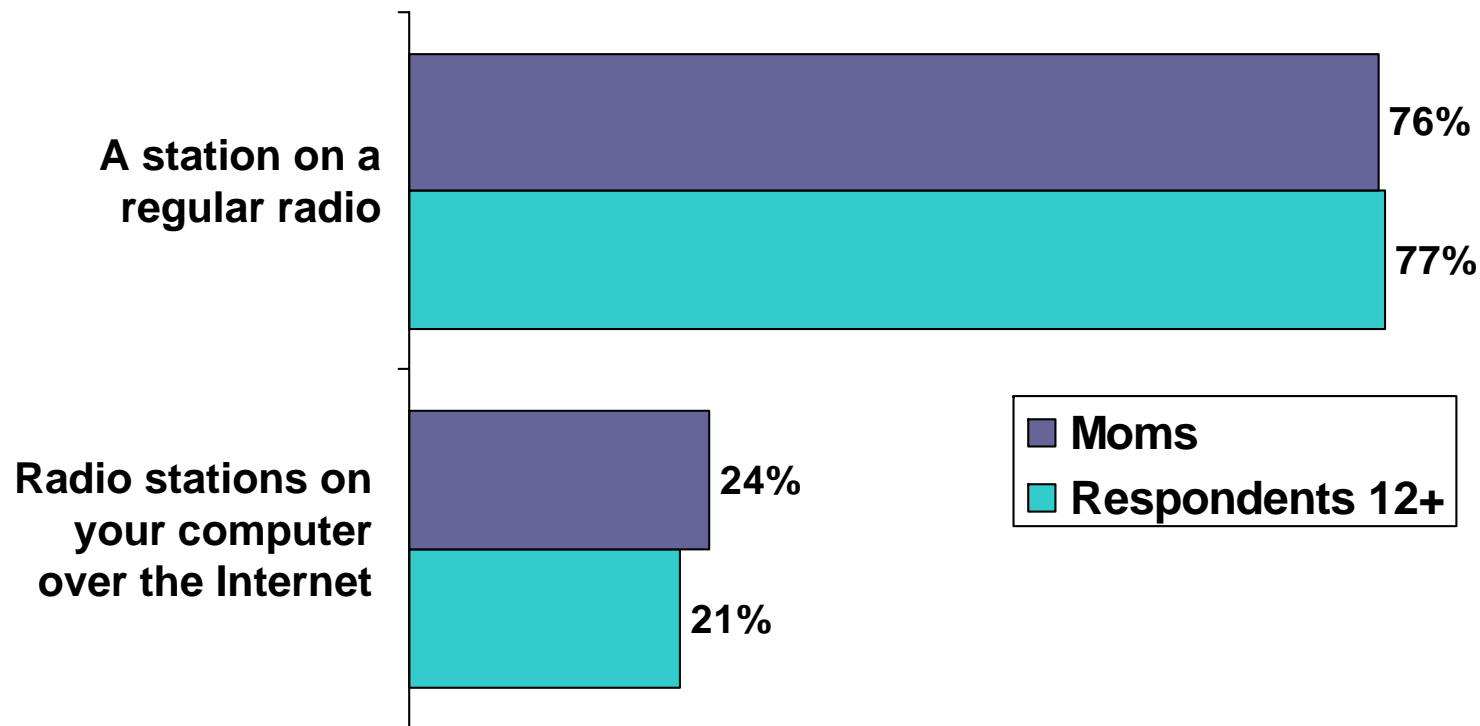
Respondents 12+





Non-traditional listening is having an impact; but regular radio wins at work

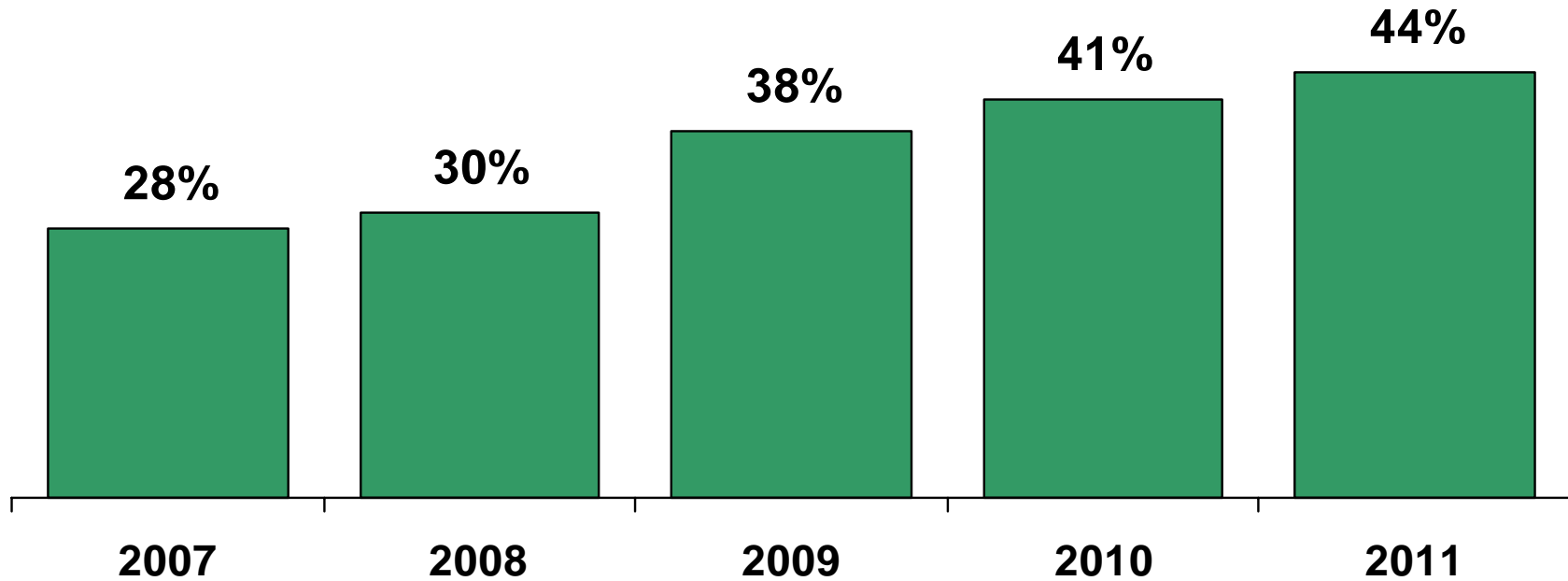
“Thinking about *how* you listen to the radio while at work, do you most often listen to...”





DVR is emerging as the way Moms watch TV

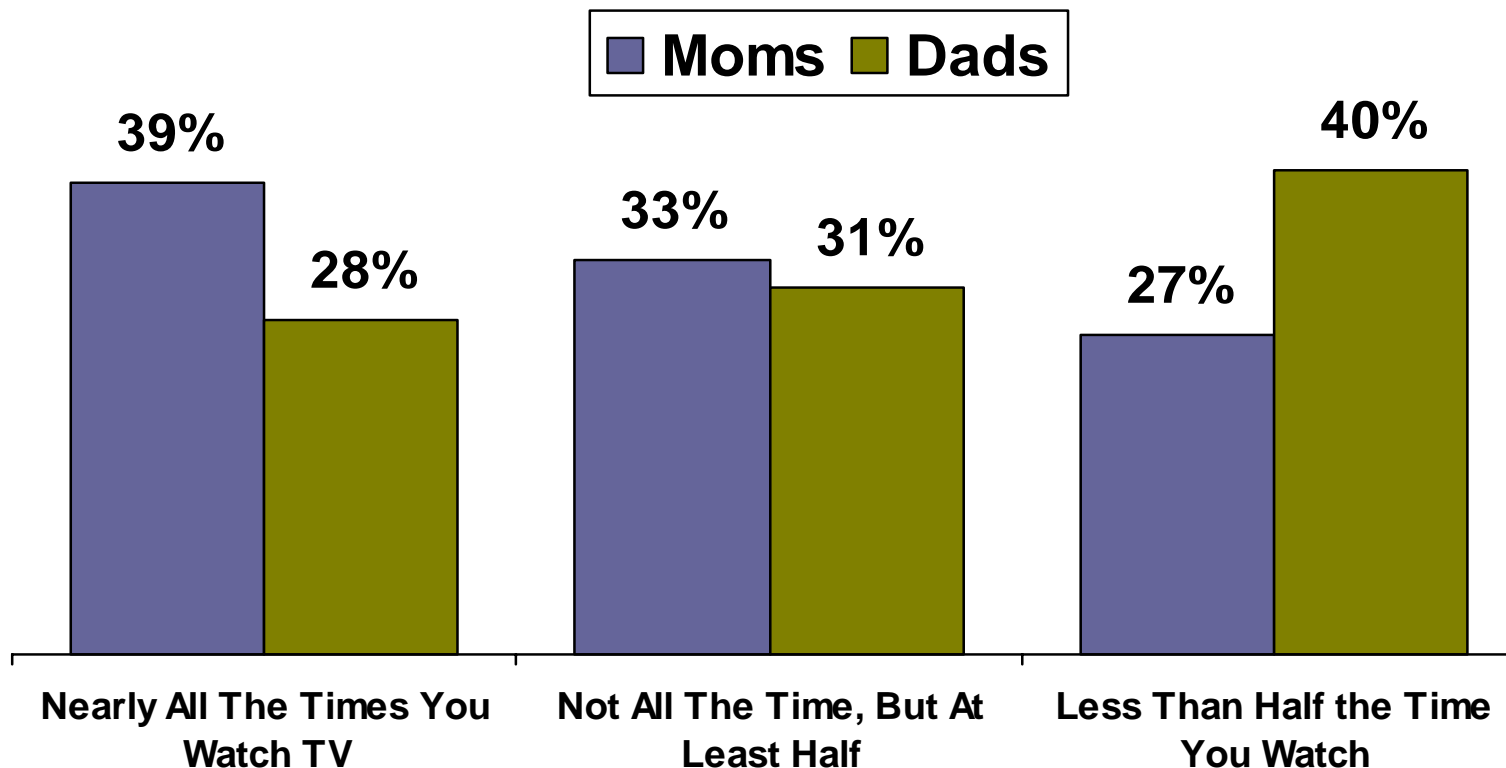
% of Moms who own or use a Digital Video Recorder





Moms are watching DVR more than Dads

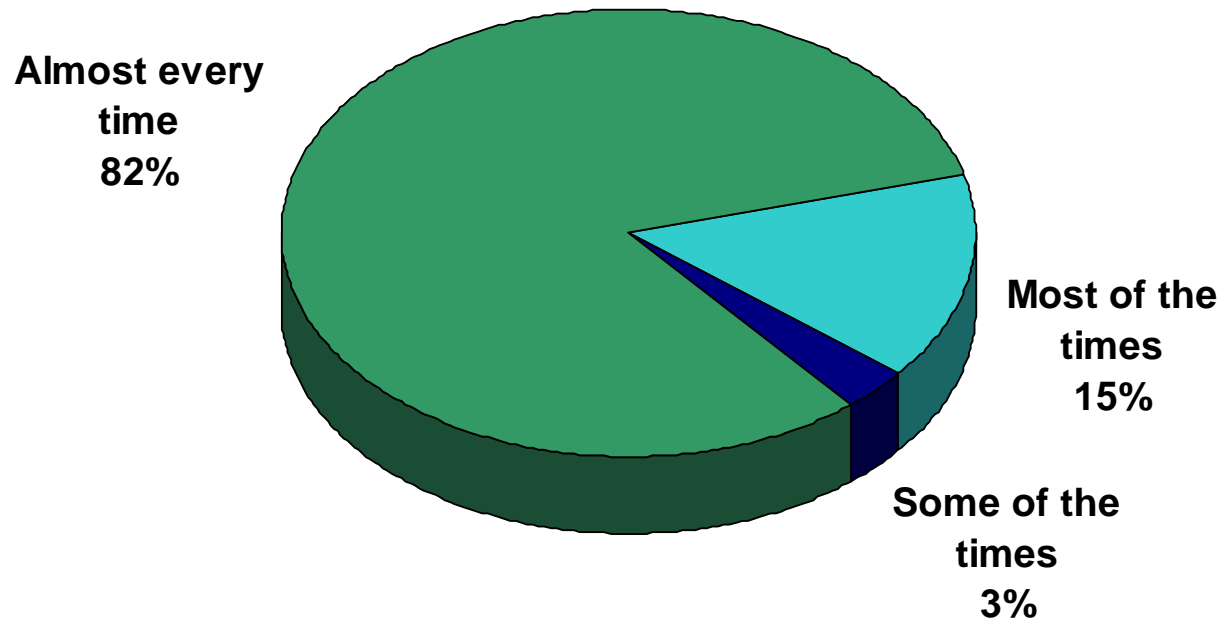
% of **Moms & Dads** who watch time shifted programming recorded from DVR





DVR Moms are not watching commercials

“How often do you fast-forward or skip through commercials when you watch time-shifted programming recorded from your DVR?”



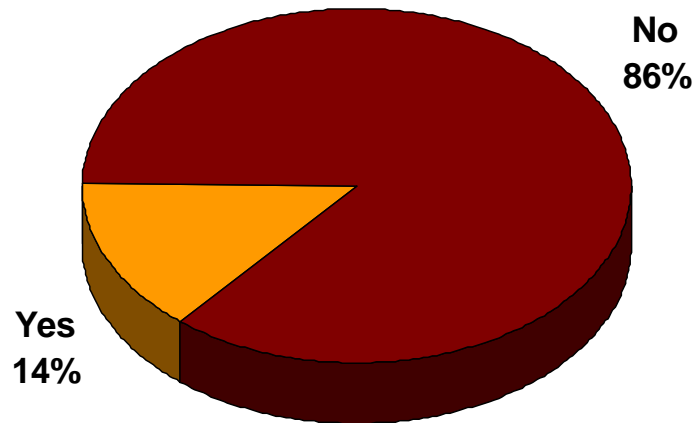
Base: Moms who watch time shifted programming from DVR at least half the time they watch TV



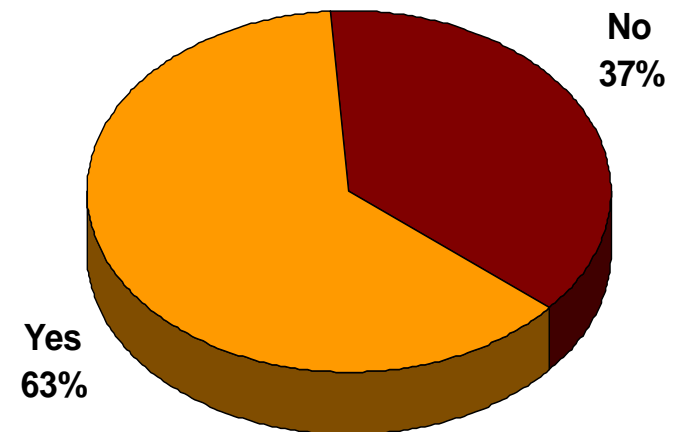
Moms watching video over the Internet has grown

“Have you successfully connected and viewed video over the Internet?”

2001



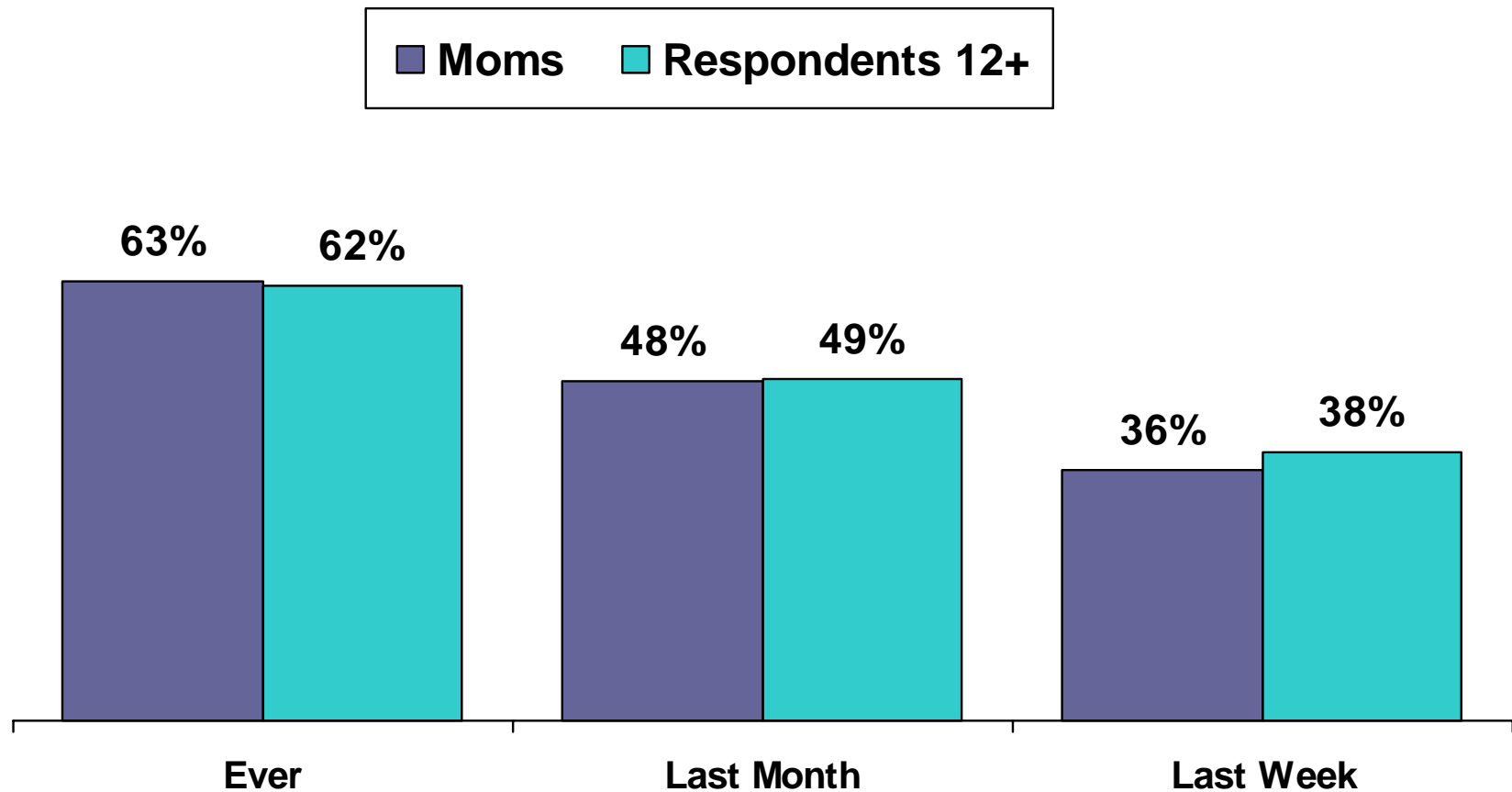
2011





Moms' Internet video viewing is consistent with those 12+

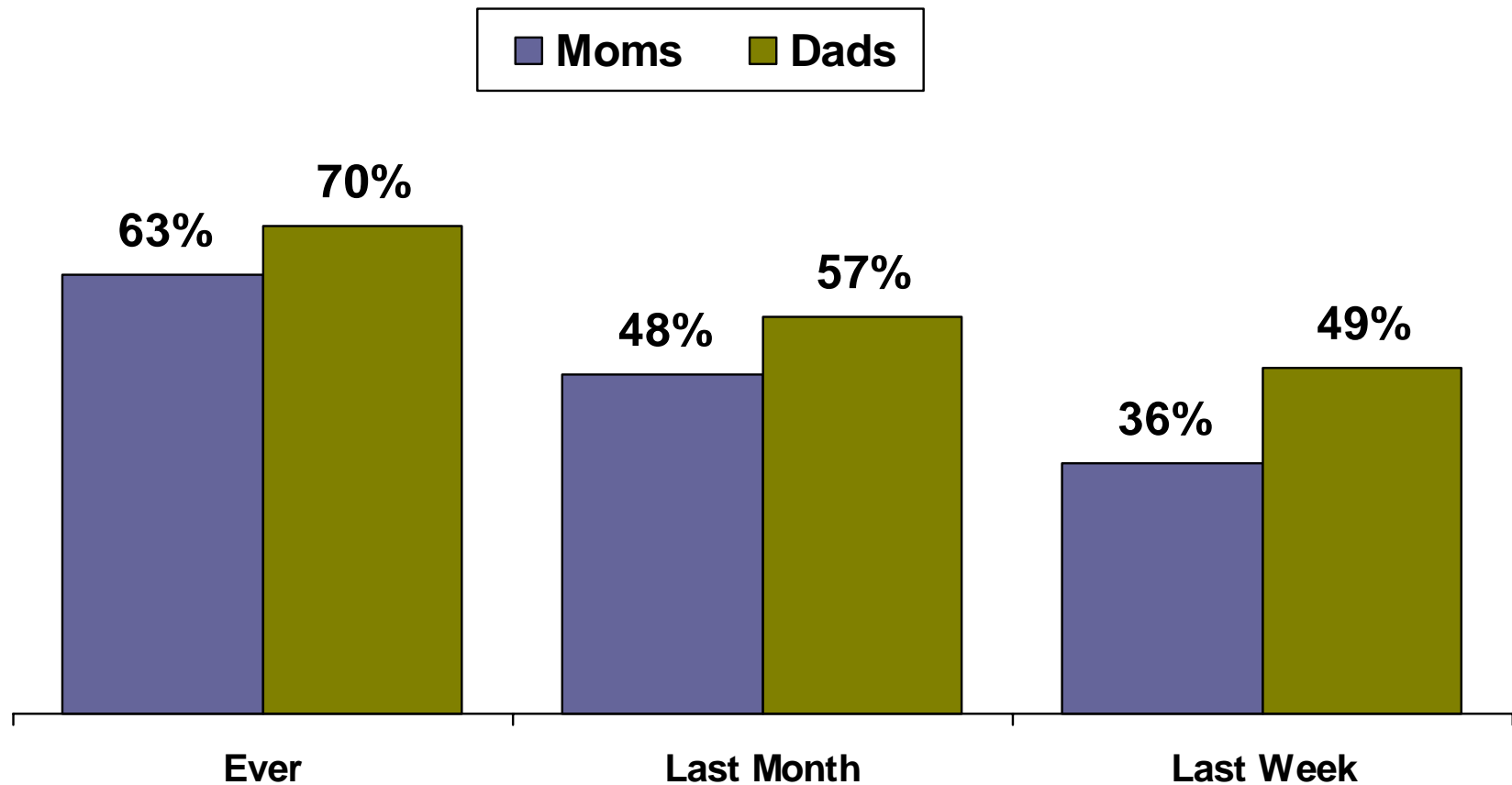
“Have you viewed video over the Internet...”





Moms are watching Internet video less than Dads

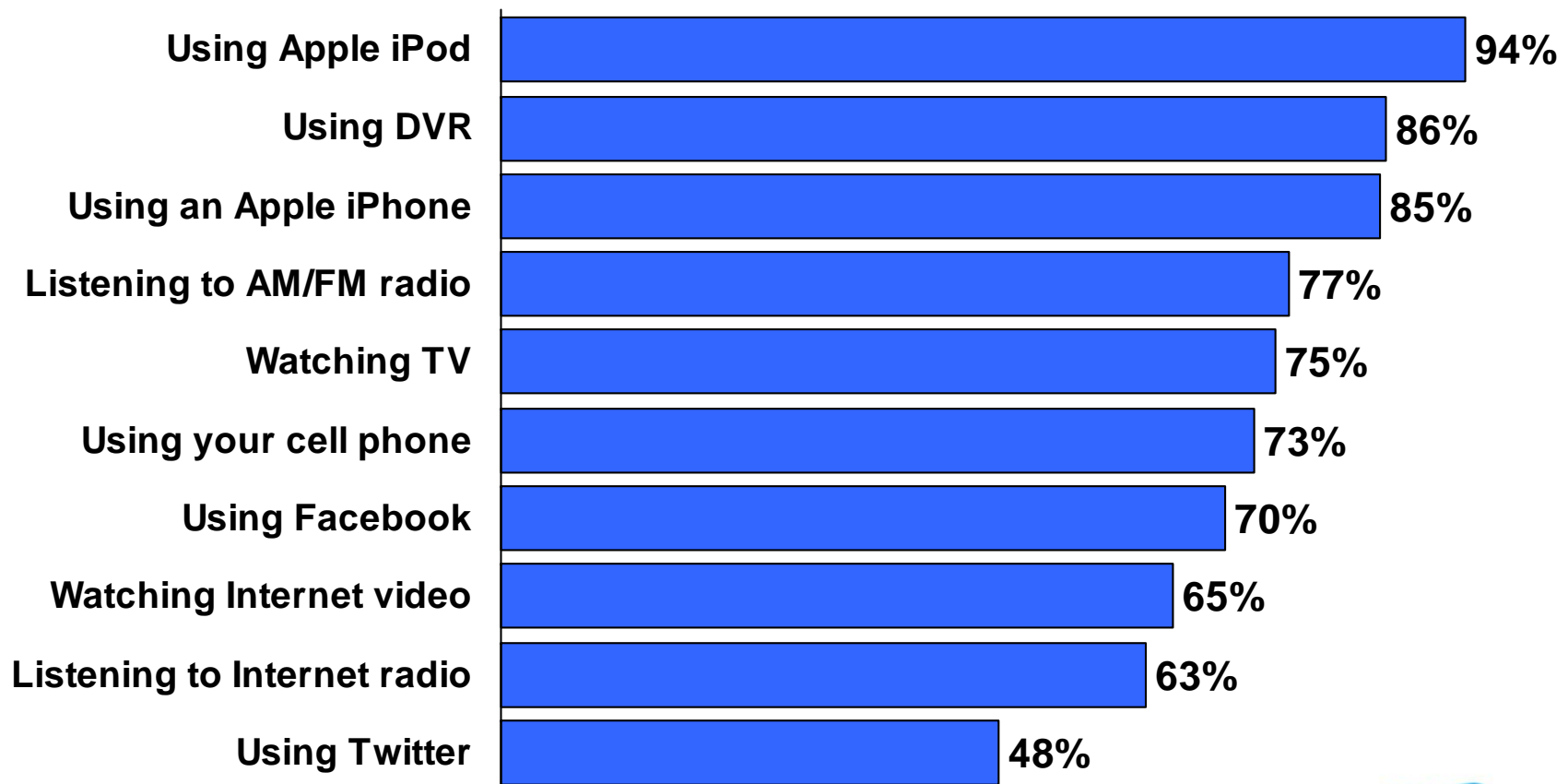
“Have you viewed video over the Internet...”





What do Moms really like?

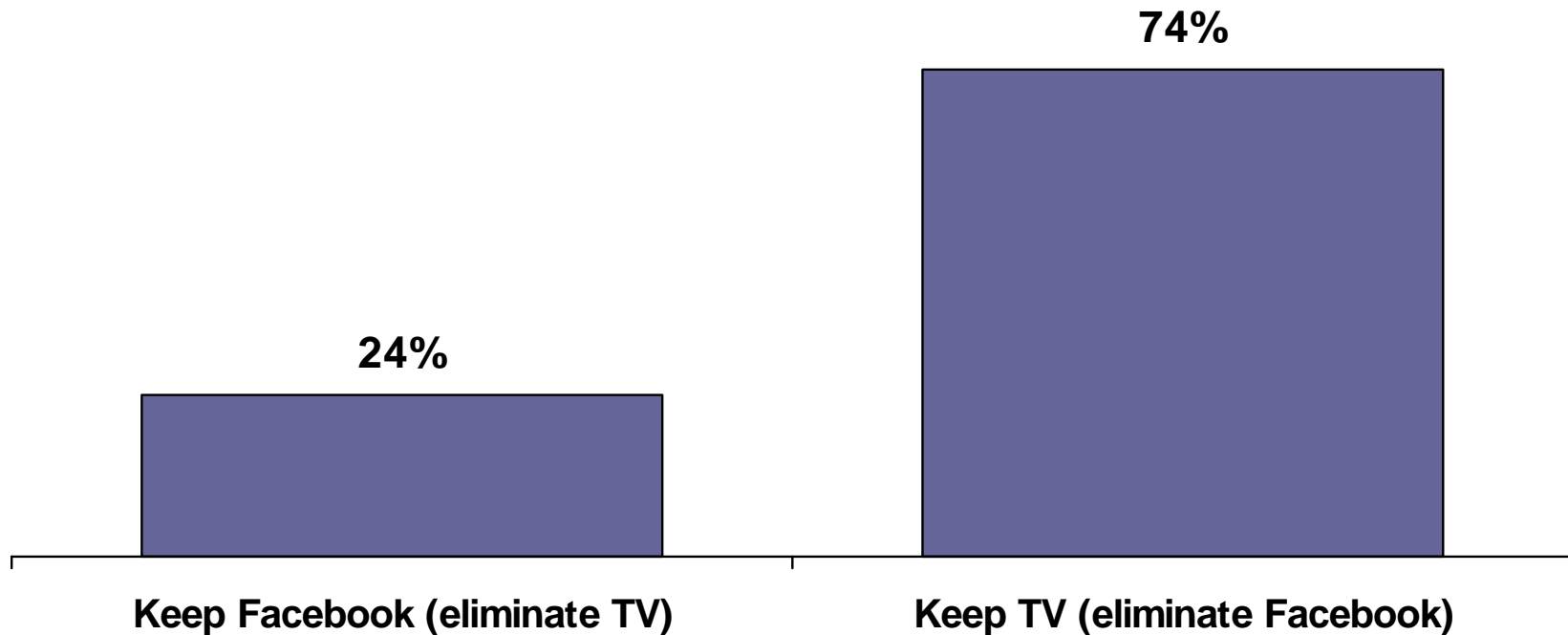
% of Moms who “like” or “really like” each activity





One Quarter of Moms would keep Facebook and eliminate TV

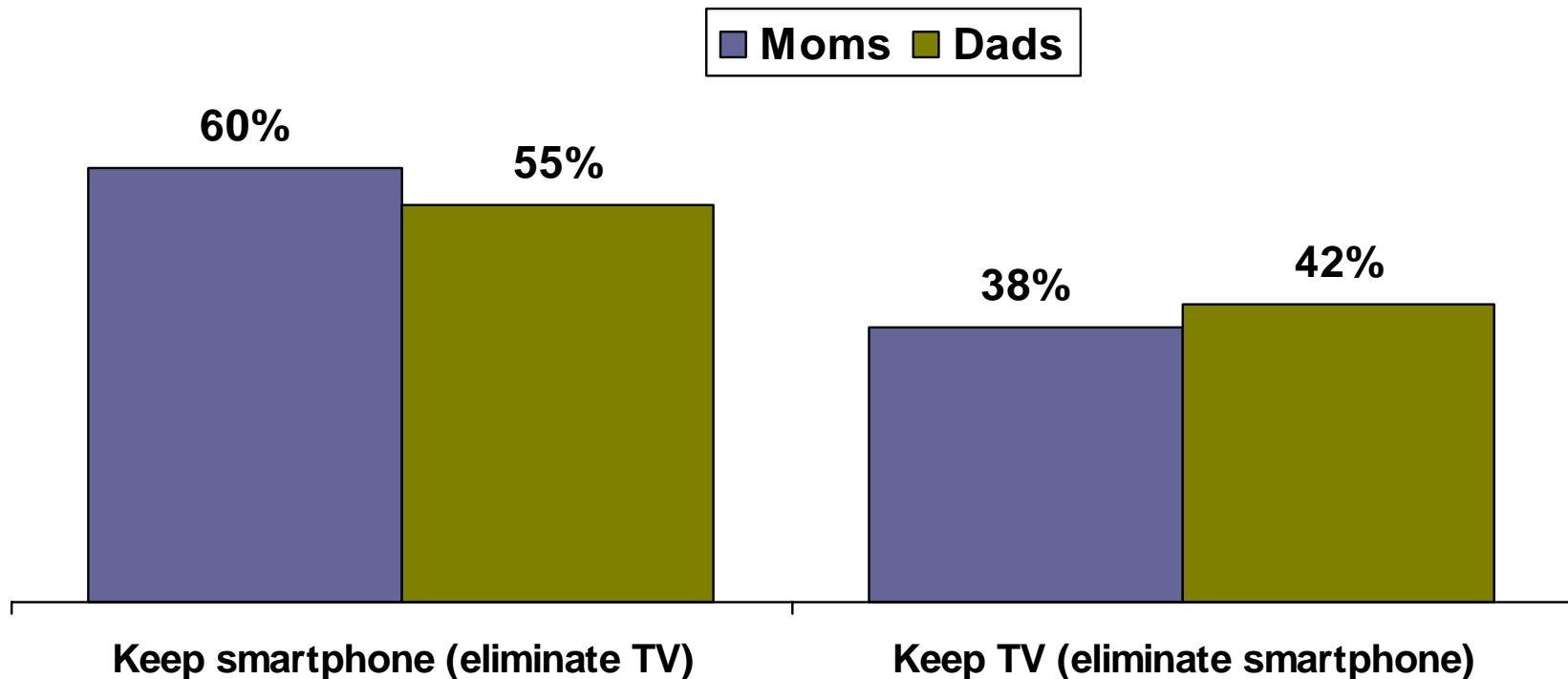
“Suppose you could never watch television again OR you could never use Facebook again. Which would you be more willing to eliminate from your life?”





Smartphones trump TV for both Moms and Dads in 2011

“Suppose you could never watch television again OR you could never use your smartphone again. Which would you be more willing to eliminate from your life?”



Conclusions



Implications from Moms and Media 2011

- Moms will continue to embrace technology to keep connected; especially cell phone and Wi-Fi
- Smartphone usage by Moms will increase even more as its functionality continues to assert itself as invaluable
- Following brands on social media (Facebook) is expected to grow as it becomes even more integrated into marketing and advertising
- Engaging with social media via mobile phone will continue to grow as the technology and availability advances
- Keep an eye on Moms using Twitter; in order for usage to grow it needs to prove itself as a useful tool worthy of her time



How you know.SM