

## **NEW SURVEY REVEALS MOMS' MEDIA HABITS**

### **Study by Marketing to Moms Coalition and Current Lifestyle Marketing Reveals How and Why Moms Engage in Media**

**CHICAGO (Sept. 18, 2008)** – The evening news may be taking a dip in the ratings, but a new survey of moms shows that it's still the most-trusted source of information – ahead of newspapers, online updates and even highly-coveted morning talk shows. The study, conducted by the Marketing to Moms Coalition sponsored by the agency Current Lifestyle Marketing, shows the latest trends in moms' media usage and resources nationwide.

“Moms continue to be voracious media consumers, but we are seeing more moms make discerning choices about where they go for information,” said Amy Colton, Marketing to Moms Coalition founding board member and senior vice president at Current. “The survey shows that there may be a new focus on fluff vs. fact – moms are perceiving media like morning shows and magazines as more entertainment versus other sources they say they trust more, like the evening news and newspapers.”

But no media beats advice from a physician or friend and family member. The survey asked moms to name top trusted media sources, which media they use the most, and what kind of sources they turn to for particular kinds of advice. It also delved into the time of day particular media is used. Among the key findings:

#### **Top 10 Trusted Sources**

1. Pediatricians (58%)
2. Friends and family (55%)
3. Evening news (39%)
4. Internet searches (38%)
5. Physician office collateral (37%)
6. Web sites (33%)
7. Parenting books (32%)
8. Morning TV talk shows (31%)
9. Newspaper articles (28%)
10. Magazine articles (25%)

### **Different Sources Used for Different Advice**

The survey showed moms go to certain sources depending upon what they are looking for and what they need. For example, when it comes to parenting advice, moms say they ask their own family first and are least likely to ask their friends. But when it comes to relationships, they ask their friends first. Moms tend to talk to physicians first about health issues, nutrition and diet, and parenting. The Internet is most used for travel, event planning and cooking information, while magazines are used for fashion, home improvement and beauty information. Home and garden shows seem to be making an impact, as the top advice sought from TV is home improvement, followed by cooking and fashion. Meanwhile, newspapers are used for information on shopping and dining, careers and fashion.

### **What Makes Moms Go Online**

The survey asked why moms go online, and also asked which type of websites they visit the most.

#### **Top 10 Reasons to be Online**

1. Checking/sending email
2. Checking the weather
3. Paying bills/online financial
4. Reading news
5. Playing games
6. Researching health topics
7. Shopping for herself
8. Researching brands
9. Buying gifts for others
10. Shopping for her children

### **Sparking the Girlfriend Grapevine**

As marketers continue to seek the magic bullet of mom word of mouth, the survey asked what topics moms are most likely to share with friends and family. Top answers included:

- Joke
- Inspirational phrase
- Video clip
- News clip
- Upcoming event or invite
- Blog post

“Media usage may be changing, but at the end of the day the principles remain the same,” said Colton, a mother of three children. “Moms ask their own moms for advice, talk to their doctors when it comes to health and wellness, and need to share a laugh. No one needs to laugh more than a stressed out mom!”

For more information about the survey and the Marketing to Moms Coalition, visit [marketingtomomscoalition.org](http://marketingtomomscoalition.org). A complete survey report with all findings is available for purchase.

**About the Survey**

The 2008 Marketing to Moms Coalition Annual Media Habits Survey was sponsored by Current Lifestyle Marketing, an independent specialist agency that is part of The Interpublic Group of Companies' (IPG) Constituency Management Group (CurrentLifestyleMarketing.com). A sample of 550 moms with at least one child under 18 living at home completed the online questionnaire. Respondents represent a cross-section of household incomes, marital status and regions of the country. Mom respondents represent a mix of full-time working moms outside of the home, part-time employed moms, work-from-home moms and full-time home caretakers. Results were analyzed by Insight to Action, Inc.

**About the Marketing to Moms Coalition**

The Marketing to Moms Coalition is an independent organization dedicated to supporting and promoting an understanding of mothers as the most powerful consumer group in the U.S. A resource to industry professionals, the Coalition provides insights, identifies trends, connects members and recognizes companies and brands that honor, empower and respect mothers. The Coalition's founding members are Maria Bailey, BSM Media; Bridget Brennan, Female Factor; Michal Clements, Insight to Action; Amy Colton, Current; and Teri Lucie Thompson, Purdue University.

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