



Marketing to Moms Coalition

Moms Annual Media Survey 2008

For Questions, Please Contact
Michal Clements
847.475.4200



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I. INTRODUCTION AND PURPOSE

The *Moms Annual Media Survey 2008* Report was prepared by 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 for industry professionals, the coalition is dedicated to providing insights, identifying trends and connecting members. The coalition will deliver on its mission by:

- Sharing Best Practices
- Disseminating proprietary research
- Awarding the HER seal to companies and brands that honor, empower and respect mothers
- Offering networking opportunities for like-minded marketing professionals
- Hosting events and symposia

The purpose of the *Moms Annual Media Survey 2008* Report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on how American Moms are gathering parenting information and their media habits to be used by retailers, manufacturers and other professionals who market to Moms
3. To establish a benchmark for ongoing tracking and as a point of comparison for other studies

Founding members of the Marketing to Moms Coalition (www.marketingtomomscoalition.org) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP Marketing, Safeco Corporation



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II. METHODOLOGY

A nationally representative sample of American Moms was contacted during the month of April 2008 via an online invitation. In order to qualify, Moms needed to have at least one child under 18 living at home.

An ending sample of 550 Moms 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.

III. QUESTIONS ASKED

Information Sources:

- The information source(s) that you trust and value the most
- Communication with certain groups to gather information as a mom by word-of-mouth or email with other individuals
- Who are you most likely to go for advice on the different topics

Media Habits:

- How often do you use different types of media
 - What time of day are you more likely to use them
- The TV channels or programs do you watch regularly
- Your favorite section of the newspaper
- The types of magazines you read regularly
 - Where do you get them
- Internet
 - Activities you use the internet for and websites do you visit regularly
 - Information shared online with other moms
 - Blogging

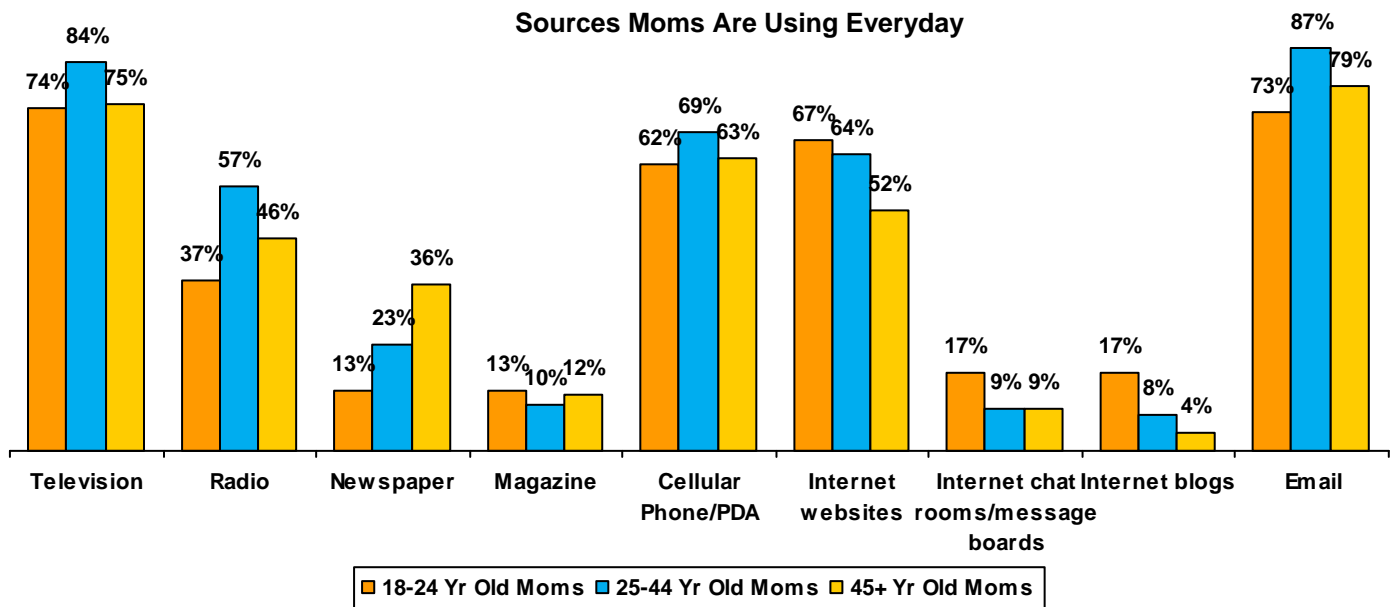
This report will highlight some of the information learned from this study. A full detailed report is available for purchase from the Marketing to Moms Coalition.



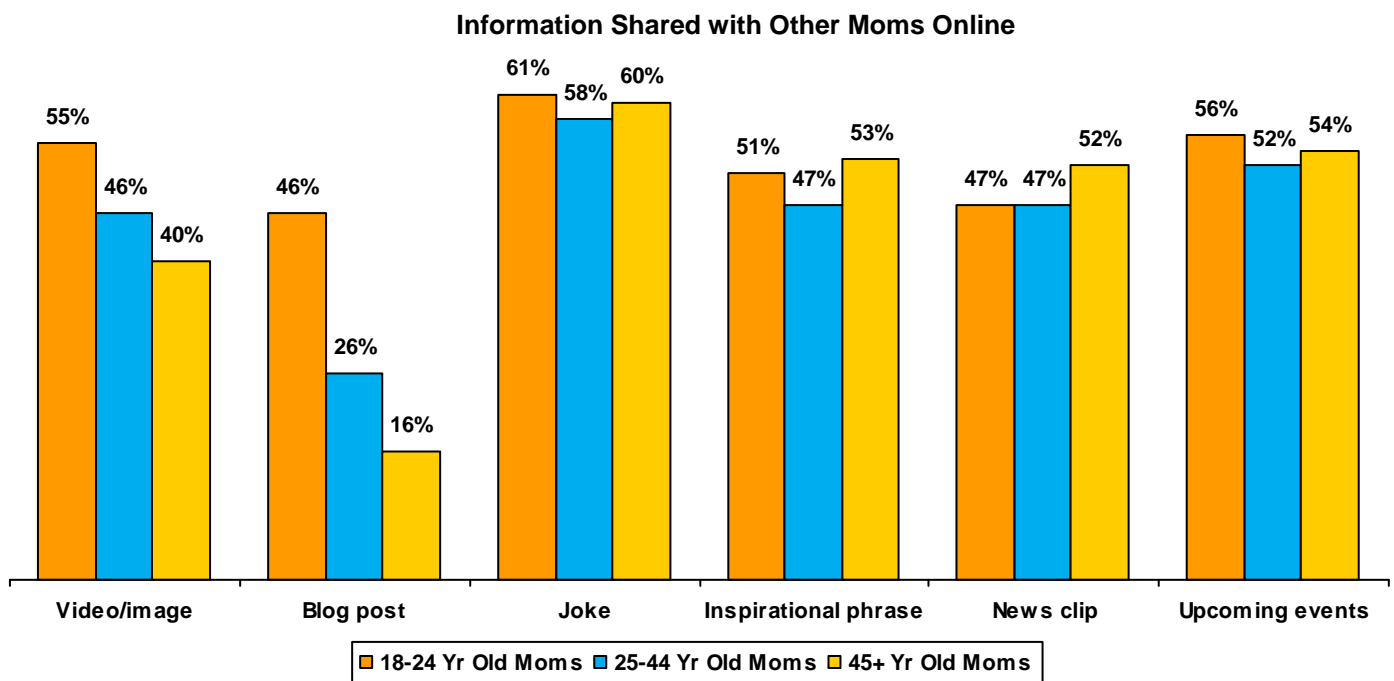
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IV. MEDIA HABITS

The media that moms are using daily the most are television and email, closely followed by cellular phones/PDA and internet websites.



There are some types of information, such as upcoming events, that Moms are more willing to share online than other types, such as blog posts.



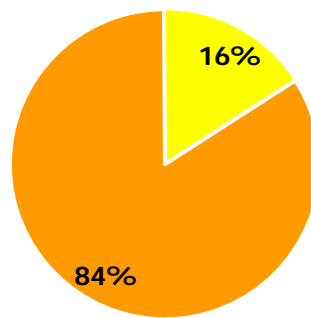


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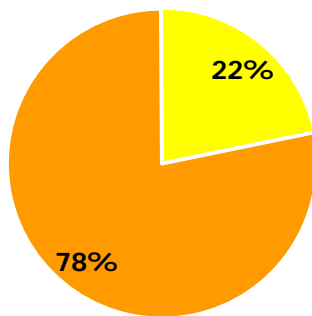
V. BLOGGING

16% of total moms are using formal networks for blogging and slightly more young moms are using them.

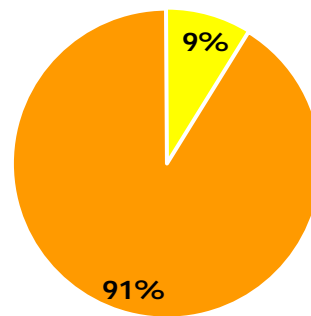
Moms Using Formal Networks for Blogging



Total Moms



Young Moms (18-24 Yrs Old)



Older Moms (45+ Yrs Old)