



# ***Marketing to Moms Coalition State of the American Mom 2010 Highlights***

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# Marketing to Moms Coalition SOAM 2010 Highlights



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# Marketing to Moms Coalition SOAM 2010 Highlights



## I. Introduction and Purpose

The *State of the American Mom 2010* 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:

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

The purpose of the *State of the American Mom 2010* report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on American Moms for retailers, manufacturers and other professionals who market to Moms
3. To serve as a benchmark for ongoing tracking (building on the State of the American Mom 2007, 2008, and 2009 study)

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

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Senior Principal, The Cambridge Group
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP, Marketing and Media, Purdue University

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## II. Methodology

A nationally representative sample of American Moms completed the survey in the second quarter of 2010. This sample was balanced on region, household size, population density, income and ethnicity.

An ending sample of 1,273 Moms with kids under 18 living at home completed the online questionnaire. All Moms were recruited online through mail panel provider, Market Tools. This sample included:

- 1,073 English-Speaking Moms
- 200 Spanish-Speaking Hispanic Moms

Results were analyzed by Insight to Action, Inc. using more than 30 factors to understand differences and drivers of trends/behaviors. (See next page for list)

# Marketing to Moms Coalition

## SOAM 2010 Highlights



### Subgroups Available for Analysis

#### Total Moms - 1273

	Sample Size		Sample Size
▶ Marital Status		▶ Number of Children Under 18	
- Single, Never Married	163	- Only Child Moms	527
- Married	872	- Two Child Moms	488
- Living with Partner	105	- Three or More Child Moms	258
- Divorced/Widowed/Separated	133		
▶ Household Income		▶ Age of Oldest/Only Child Under 18 Living at Home	
- Under \$35,000	403	- Oldest/Only Child Age 2 and Under	130
- \$35,000 - \$74,999	511	- Oldest/Only Child Age 3-6	243
- \$75,000 or More	359	- Oldest/Only Child Age 7-12	377
▶ Employment Status		- Oldest/Only Child Age 13-17	523
- Total Working (Net)	749	▶ Age of Children Under 18 Living at Home (Total Count)	
- Full Time Employed	497	- Child(ren) Age 2 and Under	332
- Part Time Employed	199	- Child(ren) Age 3-6	452
- Self-Employed	53	- Child(ren) Age 7-12	713
- Non Working (Net)	524	- Child(ren) Age 13-17	531
▶ Mom's Education Level		▶ Opinion Leaders	
- High School or Less	284	- Opinion Leaders	243
- Some College/College Grad	843	- Middle of the Road/Followers	672
- Graduate or Professional Degree	143	- Late Adopters	358
▶ Ethnicity			
- African American	106		
- Caucasian	800		
- English-Speaking Hispanic	103		
- Spanish-Speaking Hispanic	201		
- All Other	65		



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## III. Overview

The State of the American Mom Report is a large scale quantitative study which covers the many topics that reflect the shifting climate of our country and its impact on Moms. Moms represent a \$2.1 trillion market and are a multi-faceted group. This report recognizes this and therefore isolates each group, providing analysis of that group's specific needs.

In this study, a comprehensive look at Moms' opinions and behaviors is taken by using a questionnaire that includes a large array of topics facing Moms today. Topics range from external factors such as, the impact of the economy on moms' spending and saving habits to internal influences such as the impact of their children's request on products/brands purchased. Each year, the topics are examined to enable on-going tracking and identification of emerging trends

Depth is added to our analysis by looking at these topics not only for total Moms but also by various demographic and psychographic profiles. Specifically, over 30 subgroups were created using basic criteria such as ethnicity and income supplemented by more 'nuanced' criteria such as level of opinion leadership and specific age range of kids. This approach allows us to identify not only the overarching trends but also which groups are the drivers of those trends.

### *Example from Report: Magazines Read Regularly In Print*

We discovered a wide amount of variability in the popularity of print magazines across different subgroups. Looking at moms using one criteria, e.g. 'Total Moms', revealed women and food magazines as the most popular, but cutting the data differently reveals different preferences. Here, for example, we see the #1 type of print magazine for Spanish-Speaking Hispanic moms is parenting followed by fashion at #2. African American moms also stand out for above average readership of fashion, fitness and music magazines.

**Magazines Moms Read Regularly in *Print* - By Ethnicity**  
(of Moms Who Read Magazines Regularly)

	Total Moms	African American	Caucasian	English Speaking Hispanics	Spanish Speaking Hispanics
<b>% of Moms Read Print Magazines</b>	<b>92%</b>	<b>93%</b>	<b>92%</b>	<b>93%</b>	<b>88%</b>
Women's magazines (e.g., Redbook, O, The Oprah Magazine)	39%	46%	41%	43%	19%
Food/Cooking	35%	33%	35%	36%	29%
Parenting	27%	26%	27%	32%	22%
Family	26%	33%	22%	28%	40%
Celebrity/Entertainment (e.g., People, US, In Touch)	26%	32%	24%	28%	28%
Fashion/Style/Beauty	24%	33%	19%	36%	31%
Health/Fitness	23%	33%	21%	24%	24%
Home Decorating/Improvement	18%	17%	16%	21%	22%
General Interest (e.g., Readers Digest)	12%	15%	13%	10%	10%
Other types of magazines	10%	8%	10%	3%	10%
Travel	9%	10%	8%	10%	14%
Do-It-Yourself	9%	13%	8%	14%	8%
Music	8%	20%	6%	8%	15%
Current Events/Newsweeklies (e.g., Time, Newsweek)	8%	11%	7%	10%	12%

■ = 8 points above Total  
■ = 8 points below Total

Note\*: Only print magazines with 8%+ total readership shown

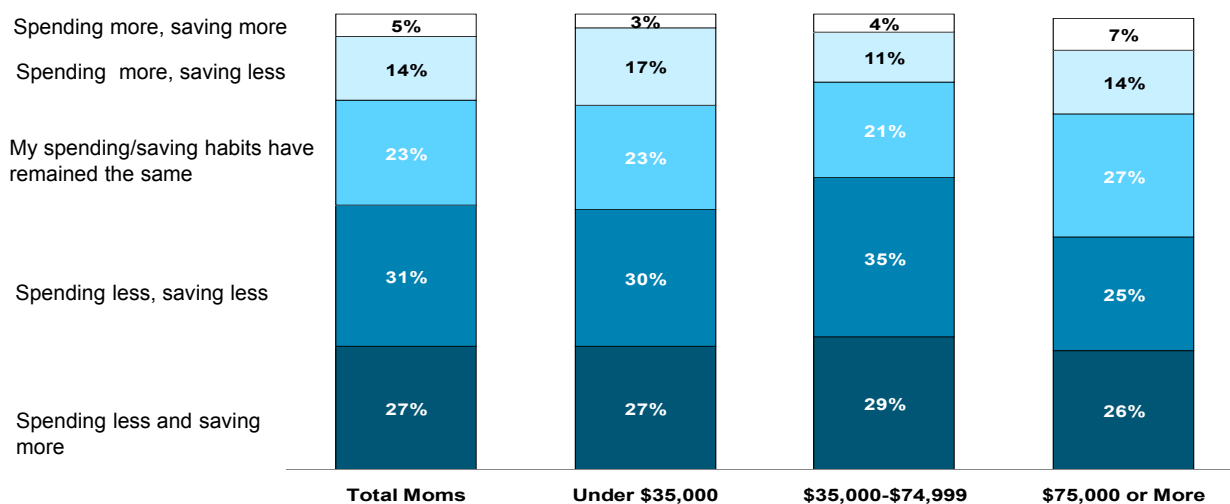
# Marketing to Moms Coalition SOAM 2010 Highlights



## IV. Key Highlights – Mom’s Spending and Shopping Habits

Moms are skeptical about the health of the U.S. economy with 84% indicating the economy is staying the same or getting weaker. Consequently most moms have altered their spending/saving habits. Across income groups, 50% + of moms indicate they are spending less, including moms with higher incomes (51%)

Spending and Saving Habits Compared to Last Year  
(By Working Status)



Following suit, coupon usage while shopping is becoming more common. In the past year, over half of moms, particularly moms with lower income, claim they have increased their use of coupons.

	Total Moms	Under \$35,000	\$35,000-\$74,999	\$75,000 or More
Using <b>More</b> Coupons than last year	54%	63%	55%	42%
Using the <b>Same</b> amount of Coupons as last year	42%	32%	40%	53%
Using <b>Less</b> Coupons than last year	5%	5%	4%	5%

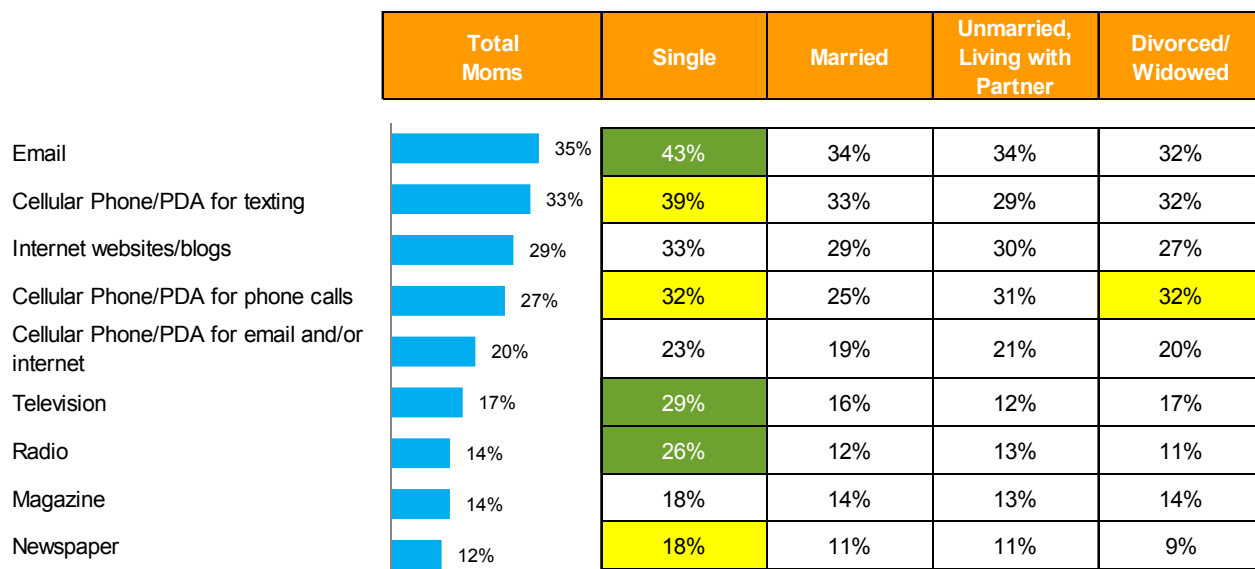
# Marketing to Moms Coalition SOAM 2010 Highlights



## IV. Key Highlights – Mom’s Media Habits

The trend toward using more “cutting edge” media continues with over one-third of moms planning to increase their use of email and cellular phones for texting. Among marital status groups, Single moms are leading the trend and are increasing their usage of all media at much higher rates.

**Usage of Media Compared to Last Year – % of Moms Using More Often  
(By Marital Status)**



= 8 points below Total  
 = 8 points above Total  
 = 5-7 points above Total



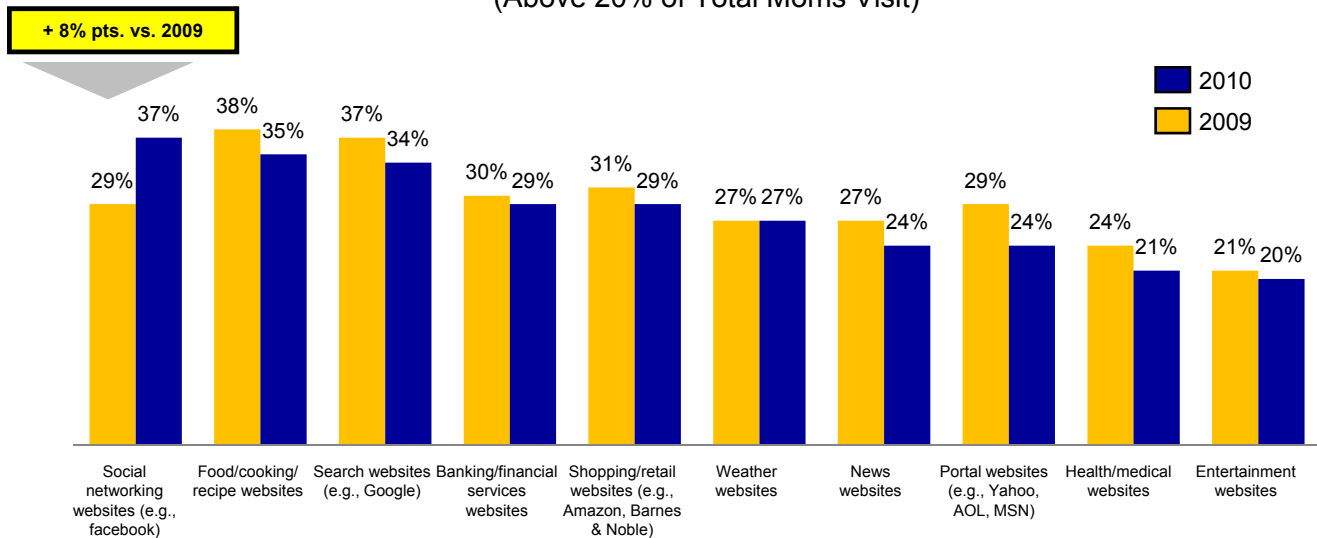


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## IV. Key Highlights – Social Networking

As of 2010, social networking sites are now moms' #1 type of site visited regularly, edging out food/cooking and even search websites which are also popular.

**Types of Websites/Blogs Moms Visit Regularly**  
(Above 20% of Total Moms Visit)



Today nearly 60% of moms are facebook users – this is significantly greater than 2009's 39%. Among ethnic subgroups, Hispanic moms skew higher on intensity of usage, updating their facebook status 5-6 times a week. Spanish Speaking moms are also more likely to indicate it's the *best* method to communicate with their friends (85%)

	Total Moms	African American	Caucasian	English Speaking Hispanic	Spanish Speaking Hispanic
<b>% use facebook</b>	59%	65%	59%	56%	57%
<b>Reasons for Using facebook (Among users)</b>					
It provides a way for me to reconnect with old friends that I haven't seen in ages	93%	90%	94%	90%	94%
It provides a break in the day	80%	75%	80%	79%	80%
It's the best method my friends and I have to communicate	75%	77%	72%	79%	85%
It provides up-to-the minute info	63%	70%	59%	74%	69%
I use it to connect with people for business/work reasons	33%	46%	27%	41%	43%
<b>Mean Times Facebook Status is Updated Per Week</b>	4.6	5.3	3.9	5.8	6.9

■ = 8 points above Total

■ = 8 points below Total



## IV. Key Highlights – Mom’s Nutrition Concerns

When shopping for food for their child, the top ingredients moms look out for are whole grains, vitamins/minerals, and fiber. Compared to total moms, moms of younger children (Infant-6 Years) are even more concerned and likely to look for/avoid a range of ingredients when shopping for food for their children

**Importance of Food Ingredients/Characteristics for *Child(ren)***  
(Top 2 Box Agreement Very/Somewhat Important)  
**By Age of Oldest Child**

	Total Moms	Moms with Oldest Child Age 2 and Under	Moms with Oldest Child 3-6	Moms with Oldest Child 7-12	Moms with Oldest Child 13-17
Whole grains	83%	88%	84%	83%	79%
Vitamins and minerals	82%	79%	84%	82%	81%
Fiber	78%	76%	79%	75%	79%
Sugar	75%	74%	76%	75%	75%
Fat	73%	66%	71%	74%	77%
Sodium	72%	77%	68%	71%	74%
Calories	70%	65%	67%	71%	72%
No artificial ingredients or additives	68%	75%	73%	68%	65%
No high fructose corn syrup	66%	68%	68%	63%	66%
All natural	65%	71%	70%	65%	60%
No artificial sweeteners	65%	75%	69%	62%	61%
Carbohydrates	61%	59%	60%	59%	65%
No artificial colors	58%	67%	63%	58%	55%
Local to my area	51%	57%	50%	49%	51%
Organic	40%	53%	45%	38%	36%
Gluten free	31%	31%	32%	32%	30%
Lactose free	25%	25%	25%	24%	26%

= 5 -7 points above Total

= 8 points above Total

= 8 points below Total

# Marketing to Moms Coalition SOAM 2010 Highlights



## V. Complete Contents and Purchasing the Report

The report is divided into three sub-reports, each focusing on different subgroups of Moms:

Report 1	Report 2	Report 3
<ul style="list-style-type: none"><li>▶ Working Status</li><li>▶ Ethnicity</li><li>▶ Household Income</li></ul>	<ul style="list-style-type: none"><li>▶ Marital Status</li><li>▶ Mom's Education Level</li><li>▶ Opinion Leadership</li></ul>	<ul style="list-style-type: none"><li>▶ Number of Children under 18</li><li>▶ Age of Oldest/Only Child Under 18 Living at Home</li><li>▶ Age of Children Under 18 Living at Home (Total Count)</li></ul>

The topics covered include the following (complete table of contents on the following pages):

- Family Economics
- Shopping Tendencies
- Food and Nutrition
- Health and Fitness
- Information Sources
- Media Habits
- Social Networking
- Demographics

The complete *State of the American Mom 2009 Report* is available for sale for \$5,000 from the Marketing to Moms Coalition, Ltd. To purchase this report, please contact: Michal Clements (312) 425-3600



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Detailed Table of Contents  
Introduction and Purpose

### II. Methodology and Sample

Methodology  
Sample Composition

### III. Family Economics

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Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Moms Spending Comparison – Major Spending Items  
Approach to Major Spending Items

- Did Not Plan to Purchase This Year
- Will Actually or Have Already Purchased This Year
- Put On Hold

#### **By Ethnicity**

Attitudes on the American Economy  
Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Approach to Major Spending Items

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#### **By Household Income**

Attitudes on the American Economy  
Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Approach to Major Spending Items

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Mass Merchandisers Shopped in Past 3 Months

Coupon Usage

How Coupons are Obtained

Child Requests for Product/Brands

Items Moms Buy for Themselves as a Treat

#### **By Ethnicity**

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#### **By Income**

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How Coupons are Obtained

Child Requests for Product/Brands

Items Moms Buy for Themselves as a Treat

### V. Food and Nutrition

Executive Summary

#### **By Working Status**

Number of Times Per Week Family Eats Dinner Together

Percent of Moms Changing the way Their Family Eats to be More Healthy

Eating/Serving Meal Types

Types of Restaurant Eating at

Approach to Leftovers

Source of Recipes/M meal Ideas

Cooking Habits

Fruits and Vegetables Eaten/Served

Importance of Produce Characteristics

Healthy Eating Habits

Top 10 Most important Food Ingredients/Characteristics

Importance of Food Ingredients/Characteristics *for Child(ren)*

Importance *for Mom*



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#### By Ethnicity

Number of Times Per Week Family Eats Dinner Together  
Percent of Moms Changing the way Their Family Eats to be More Healthy  
Eating/Serving Meal Types  
Types of Restaurants Eating at  
Approach to Leftovers  
Source of Recipes/M Meal Ideas  
Cooking Habits  
Fruits and Vegetables Eaten/Served  
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Healthy Eating Habits  
Importance of Food Ingredients/Characteristics *for Child(ren)*  
Importance *for Mom*

#### By Income

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Physical Activities Moms Encourage Their Kids to Participate in  
Most Popular Physical Activities Summary  
Most Popular Physical Activities for Children  
Most Popular Physical Activities for Moms

#### By Ethnicity

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#### By Income

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Trusted and Valued Sources

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Advice Received From Family and Friends

Topics Moms are Most Likely to Go For Advice from:

- Family
- Friends
- Medical Professional
- Internet
- Magazine
- TV
- Newspaper
- Social Media
- Other Sources

#### **By Ethnicity**

Most Trusted and Valued Sources

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Use of Media Compared to Last Year

Favorite Topic to Get Information on in Print or Online

Number of Magazines Moms Read Regularly

Number of Magazines Read Regularly

Magazines Read Regularly in Print

Magazines Read Regularly Online

PCs with Internet in the Home

Activities done Online

Type of Websites/Blogs Visited

% of Moms That Use Web Communities

#### **By Ethnicity**

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PCs with Internet in the Home

Activities done Online

Type of Websites/Blogs Visited

% of Moms That Use Web Communities

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What Moms Share Online  
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#### **By Working Status**

Child Demographics  
Mom Demographics

#### **By Ethnicity**

Child Demographics  
Mom Demographics

#### **By Income**

Child Demographics  
Mom Demographics

### **State of the American Mom Report 1 Appendix**

Websites/Blogs Read Regularly – By Working Status  
Websites/Blogs Read Regularly – By Ethnicity  
Websites/Blogs Read Regularly – By Income



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#### **By Education Level**

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#### **By Opinion Leadership Groups**

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Use of Social Networking Sites

Use of Facebook and Twitter

"Trusted and Valued" Social Media Source

Top Things Shared Online

# Marketing to Moms Coalition SOAM 2010 Highlights



## Report 2 Detailed Table of Contents

### **IX. Social Networking (Cont.)**

#### **By Marital Status**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

#### **By Education Level**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

#### **By Opinion Leadership Groups**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

### **X. Demographics**

Executive Summary

#### **By Marital Status**

Child Demographics  
Mom Demographics

#### **By Education Level**

Child Demographics  
Mom Demographics

#### **By Opinion Leadership Groups**

Child Demographics  
Mom Demographics

### **State of the American Mom Report 2 Appendix**

Websites/Blogs Read Regularly – By Marital Status  
Websites/Blogs Read Regularly – By Education Level  
Websites/Blogs Read Regularly – By Opinion Leadership Groups



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## Report 3 Detailed Table of Contents

### I. Introduction and Purpose

Detailed Table of Contents  
Introduction and Purpose

### II. Methodology and Sample

Methodology  
Sample Composition

### III. Family Economics

Executive Summary

#### **By Number of Children**

Attitudes on the American Economy  
Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Moms Spending Comparison – Major Spending Items  
Approach to Major Spending Items

- Did Not Plan to Purchase This Year
- Will Actually or Have Already Purchased This Year
- Put On Hold

#### **By Age of Oldest Child**

Attitudes on the American Economy  
Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Approach to Major Spending Items

- Did Not Plan to Purchase This Year
- Will Actually or Have Already Purchased This Year
- Put On Hold

#### **By Age of Children Under 18 Living at Home**

Attitudes on the American Economy  
Spending and Saving Habits Compared to last year  
Experiences Faced Due to Economy in the Past Year  
Items Moms are Cutting Back On (in General)  
Everyday Items Willing to Sacrifice Quality On for Better Value  
Approach to Major Spending Items

- Did Not Plan to Purchase This Year
- Will Actually or Have Already Purchased This Year
- Put On Hold





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## Report 3 Detailed Table of Contents

### IV. Shopping Tendencies

Executive Summary

#### **By Number of Children**

Mass Merchandisers Shopped in Past 3 Months

Coupon Usage

How Coupons are Obtained

Child Requests for Product/Brands

Items Moms Buy for Themselves as a Treat

#### **By Age of Oldest Child**

Mass Merchandisers Shopped in Past 3 Months

Coupon Usage

How Coupons are Obtained

Child Requests for Product/Brands

Items Moms Buy for Themselves as a Treat

#### **By Age of Children Under 18 Living at Home**

Mass Merchandisers Shopped in Past 3 Months

Coupon Usage

How Coupons are Obtained

Child Requests for Product/Brands

Items Moms Buy for Themselves as a Treat

### V. Food and Nutrition

Executive Summary

#### **By Number of Children**

Number of Times Per Week Family Eats Dinner Together

Percent of Moms Changing the way Their Family Eats to be More Healthy

Eating/Serving Meal Types

Types of Restaurant Eating at

Approach to Leftovers

Source of Recipes/M meal Ideas

Cooking Habits

Fruits and Vegetables Eaten/Served

Importance of Produce Characteristics

Healthy Eating Habits

Top 10 Most important Food Ingredients/Characteristics

Importance of Food Ingredients/Characteristics *for Child(ren)*

Importance *for Mom*



# Marketing to Moms Coalition SOAM 2010 Highlights

## Report 3 Detailed Table of Contents

### V. Food and Nutrition (Cont.)

#### By Age of Oldest Child

Number of Times Per Week Family Eats Dinner Together  
Percent of Moms Changing the way Their Family Eats to be More Healthy  
Eating/Serving Meal Types  
Types of Restaurants Eating at  
Approach to Leftovers  
Source of Recipes/M meal Ideas  
Cooking Habits  
Fruits and Vegetables Eaten/Served  
Importance of Produce Characteristics  
Healthy Eating Habits  
Importance of Food Ingredients/Characteristics *for Child(ren)*  
Importance *for Mom*

#### By Age of Children Under 18 Living at Home

Number of Times Per Week Family Eats Dinner Together  
Percent of Moms Changing the way Their Family Eats to be More Healthy  
Eating/Serving Meal Types  
Types of Restaurants Eating at  
Approach to Leftovers  
Source of Recipes/M meal Ideas  
Cooking Habits  
Fruits and Vegetables Eaten/Served  
Importance of Produce Characteristics  
Healthy Eating Habits  
Importance of Food Ingredients/Characteristics *for Child(ren)*  
Importance *for Moms*

### VI. Health and Fitness

Executive Summary

#### By Number of Children

Critical Concerns for Your Family  
Physical Activities Moms Encourage Their Kids to Participate in  
Most Popular Physical Activities Summary  
Most Popular Physical Activities for Children  
Most Popular Physical Activities for Moms

#### By Age of Oldest Child

Critical Concerns for Your Family  
Physical Activities Moms Encourage Their Kids to Participate in  
Most Popular Physical Activities for Children  
Most Popular Physical Activities for Moms

#### By Age of Children Under 18 Living at Home

Critical Concerns for Your Family  
Physical Activities Moms Encourage Their Kids to Participate in  
Most Popular Physical Activities for Children  
Most Popular Physical Activities for Moms

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## Report 3 Detailed Table of Contents

### VII. Information Sources

Executive Summary

Trusted and Valued Sources

#### **By Number of Children**

Most Trusted and Valued Sources

Trusted Online Sources

Top Five Types of Advice From Different Sources

Advice Received From Family and Friends

Topics Moms are Most Likely to Go For Advice from:

- Family
- Friends
- Medical Professional
- Internet
- Magazine
- TV
- Newspaper
- Social Media
- Other Sources

#### **By Age of Oldest Child**

Most Trusted and Valued Sources

Topics Moms are Most Likely to Go For Advice from:

- Family
- Friends
- Medical Professional
- Internet
- Magazine
- TV
- Newspaper
- Social Media
- Other Sources

#### **By Age of Children Under 18 Living at Home**

Most Trusted and Valued Sources

Topics Moms are Most Likely to Go For Advice from:

- Family
- Friends
- Medical Professional
- Internet
- Magazine
- TV
- Newspaper
- Social Media
- Other Sources



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## Report 3 Detailed Table of Contents

### **VIII. Media Habits**

Executive Summary

#### **By Number of Children**

Use of Media Compared to Last Year

Favorite Topic to Get Information on in Print or Online

Number of Magazines Moms Read Regularly

Number of Magazines Read Regularly

Magazines Read Regularly in Print

Magazines Read Regularly Online

PCs with Internet in the Home

Activities done Online

Type of Websites/Blogs Visited

% of Moms That Use Web Communities

#### **By Age of Oldest Child**

Use of Media Compared to Last Year

Favorite Topic to Get Information on in Print or Online

Number of Magazines Read Regularly

Magazines Read Regularly in Print

Magazines Read Regularly Online

PCs with Internet in the Home

Activities done Online

Type of Websites/Blogs Visited

% of Moms That Use Web Communities

#### **By Age of Children Under 18 Living at Home**

Use of Media Compared to Last Year

Favorite Topic to Get Information on in Print or Online

Number of Magazines Read Regularly

Magazines Read Regularly in Print

Magazines Read Regularly Online

PCs with Internet in the Home

Activities done Online

Type of Websites/Blogs Visited

% of Moms That Use Web Communities

### **IX. Social Networking**

Executive Summary

Type of Websites/Blogs Visited

Use of Social Networking Sites

Use of Facebook and Twitter

"Trusted and Valued" Social Media Source

Top Things Shared Online

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## Report 3 Detailed Table of Contents

### **IX. Social Networking (Cont.)**

#### **By Number of Children**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

#### **By Age of Oldest Child**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

#### **By Age of Children Under 18 Living at Home**

What Moms Share Online  
Use of Facebook  
Use of Twitter  
Use of Other Social Media  
Children's Use of Social Networking

### **X. Demographics**

Executive Summary

#### **By Number of Children**

Child Demographics  
Mom Demographics

#### **By Age of Oldest Child**

Child Demographics  
Mom Demographics

#### **By Age of Children Under 18 Living at Home**

Child Demographics  
Mom Demographics

### **State of the American Mom Report 3 Appendix**

Websites/Blogs Read Regularly – By Number of Children  
Websites/Blogs Read Regularly – By Age of Oldest Child  
Websites/Blogs Read Regularly – By Age of Children Under 18 Living at Home