

Mom Matters

Actionable insights on the mom market. Compliments of *Parenting* magazine.



At *Parenting* we've invested greatly in exploring and understanding the mom market. Our primary source of insight is the *Parenting* MomConnection panel, our online consumer panel of 5,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This month:

Consumer electronics and food—what media influence mom?

Looking at categories.

Multitasking is a big buzz word for mom, and it's not just what she does with her life—it's also what she does with her media. How does media influence mom to take action or purchase a new product? We recently fielded a study on MomConnection® to customize the answer to that question for a group of key product categories. In this issue of Mom Matters, we look at the results for two of them: consumer electronics and food.

Consumer electronics:

What moves mom to take action?

% of moms who said "I would be more likely to take action such as visit a website or go to the store after seeing/hearing an article about consumer electronics here" (multiple selections):

Internet	65%
Magazines	52%
Television	44%
Newspapers	24%
Radio	8%

Consumer electronics:

What moves mom to buy?

% of moms who said "Seeing/hearing about a consumer electronics product here could be the thing that finally gets me to buy/try something I have been considering" (multiple selections):

Internet	66%
Magazines	48%
Television	43%
Newspapers	22%
Radio	7%

Food: What moves mom to take action?

% of moms who said "I would be more likely to take action such as visit a website or go to the store after seeing/hearing an article about food here" (multiple selections):

Magazines	73%
Internet	61%
Television	51%
Newspapers	28%
Radio	8%

Food: What moves mom to buy?

% of moms who said "Seeing/hearing about a food product here could be the thing that finally gets me to buy/try something I have been considering" (multiple selections):

Magazines	71%
Internet	58%
Television	56%
Newspapers	26%
Radio	8%

What motivates mom is clear.

Magazines and websites, websites and magazines: These two media are the prime instigators for mom's actions and purchases in both the consumer electronics and food categories. While magazines take the top spot for food (no surprise there, those recipe photos look great in print!), the Internet and magazines share top honors for every question asked.

Tell us what you want to know

Have an issue that needs exploring? A question you'd like answered? Send us your requests for future "Mom Matters" issues and we'll take it from there.

To submit questions or for more information on this or any other aspect of the mom market, please contact your *Parenting* sales rep or Director of Strategic Insights Cheryl Wilbur at 212.779.5264.