



MOMS:

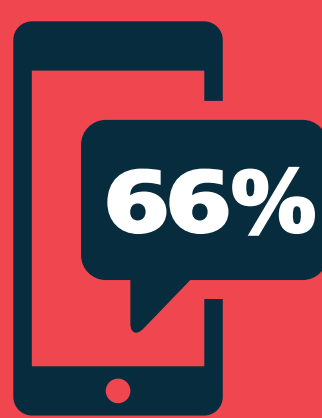
Their Media Habits and Purchasing Power

A recent survey of approximately 250 moms gives insight into their media and social media usage, and how their purchases can be impacted by it.

Media Habits



75% use their cell phone most frequently to access the internet and social media



66% say their primary method of communicating with friends and family is via text

Amount of social media use:



28% spend 1-2 hours using social



21% spend 3-4 hours



69% spend 1-4 hours per day (internet is only slightly less)

Purpose of use:

83% use social to keep in touch

almost half say they use social to keep informed with news

Based on respondents, no other platform compares to the use of Facebook



57% use Facebook daily



20% use it often



77% use regularly

Purchasing Power

A strong majority of moms say they are the primary decision maker on purchasing:



92.3% food and beverages



62.2% healthcare



68.8% education



76.9% travel/hospitality



64% appliances

Media Influence -- how influential are different types of media when moms are considering purchasing goods/services?

77.6% say social media is the most influential media form



64% say traditional

Companies and Causes

Nearly



of respondents said they would pay slightly more for goods and services from a company committed to causes they align with

Nearly



of respondents indicated a commitment to a cause could positively impact their buying decision