

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: What launches mom into cyberspace?

Making the connection to the web

The power of the Internet is not debatable. It's where consumers go to research and make purchases in greater and greater numbers. But what motivates their jump into cyberspace? What media do they trust when seeking information? And, more importantly for us, what gets mom going online?

A recent BIGresearch survey on Internet searches showed that consumers were most motivated to begin an online search after viewing an advertisement in a magazine (47%). Newspapers came in second, followed by TV, and magazine articles.

What is mom's info source?

If consumers in general are using magazines as their springboard for the information search, moms are even more likely to turn to magazines as not only a resource that sends them to the Internet but as an information source themselves.

Where do you go to obtain information?

Magazines	66%
Websites	63%
Friends	49%
Other moms	47%
Family members	46%
Television	28%
Reference books	25%
Other	2%

Source: MomConnection®

She gets her info from magazines—and then gets more online

The results show that mom gets plenty of information from magazines. And when she needs to know more, it's magazines that send her searching. Our research shows that 88% of moms have looked for more information about products after reading about them in a magazine.

Mom: Who do you trust?

If she relies on magazines and the Internet as information sources, she must trust them, right? Just to be sure, we asked moms about their attitudes toward various media. When we asked moms to rank 20 touchpoints for the criterion, "I trust it as a source of information," newspapers, magazines, and Internet websites were the top three responses.

What does this mean for you?

When it comes to credible, reliable, believable information sources, nothing beats print. And when it comes to a launching-off point for more specific research online, print wins again. Moms depend on magazines. Shouldn't you?

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 Research Director Cheryl Wilbur at 212.522.1212.

PARENTING MOM MATTERS
Insights into the mom market.