The World of Digital Moms: 101 Stats That Brands Need to Know
Introduction

Moms adopt new technologies faster than the average American. They keep their smartphones by their side at all times to look up information on-the-go, post photos of their kids and stay connected with friends and family. They quickly transition to their tablet to shop online, browse family dinner recipes, and search for birthday party ideas. They interact with bloggers, brands, and loved ones. They check email, watch videos, and read the news. They manage their family’s calendar and keep their photo memories. Mom is the ultimate Household CEO and many of her actions take place online with technology that didn’t exist 5 or 10 years ago. For moms, technology is a game changer.

For consumer brands, it can be a challenge to keep up with how moms utilize these new and changing technologies. While the information and data is available, there’s hardly enough time to go through it all. At Punchbowl, we’ve done that work for you. In this white paper, you’ll find 101 of the most compelling stats about digital moms. Our comprehensive graphics will help you discover what moms really do online from blogging and interacting with brands to social media and shopping. Ultimately, we hope that this data will help agencies and brand marketers gain insight into this important audience — an audience we know well — the digital mom.
Who Is The Digital Mom?

Just over 50% of all women online are moms.

Moms age 25-54 represent 19% of the online population.

25% of moms regard themselves as technology experts.

70% of moms claim that technology helps them to be better moms.

The average number of email or mobile contacts in Mom’s phone is 171.

Three out of every four moms have wifi in their homes, compared to 60% in 2011.

Nearly 90% of moms have internet access.

49% of married moms would give up their engagement ring before their personal technology.

89% of online moms say they share technology experiences with their children.

Almost 75% of moms think online marketers don’t understand what it’s like to be a mom.

Source: Girlpower Marketing, Nielsen, Edison Research, The Next Web, 21st Century Mom, McCann, M2Moms
The Mommy Blogosphere

**Moms Who Blog**
- 89% of mommy bloggers have kids ages 2-11.
- The average household income of a mommy blogger is $84,000—$14,000 more than the average mom.
- 77% of mom bloggers will only write about products or brands she supports.
- Approximately 3.9 million moms blog in the United States.
- Salt Lake City has the highest percentage of mommy bloggers (35%).
- 1 in 3 bloggers are moms.

**Moms Who Read Blogs**
- The average mommy blogger is 37 years old.
- 40% of online moms 55+ post about products/services on independent sites & blogs.
- Moms are 27% more likely to visit a personal review blog.
- 26% more likely to visit Wordpress.
- 55% of active social media moms make purchases because of recommendations from a personal review blog.
- Nearly 4 in 10 online moms read blogs at least once per month in 2012.

Source: Nielsen, eMarketer, Mashable, The Next Web, Huffington Post, Cahoots, NPD Group
Moms are 20% more likely than the general population to use social media.

36% of moms have made a purchase because of a sponsored ad on a social network.

2/3s of moms believe they can influence companies by voicing their opinion on social networks.

56% of moms follow up on product recommendations received on social media to learn more.

2 out of 3 moms view social networks as a source of information.

More than 1 in 5 moms expect a high level of social media engagement from their friends and family.

Millennial moms have an average of 3.4 social media accounts.

Moms are 4 times more likely to check social media via a smartphone than other users.

Half of moms use social media while watching TV.

Source: Child’s Play Communications, Edison Research, BrandonGaille.com, M2Moms, Media Post, Core Commerce, NPD Group, Girlpower Marketing, Edison Research, Baby Center, eMarketer, Search Engine Journal
51% of moms say they are addicted to their smartphones.

9 out of 10 moms have their phone by their side while shopping, watching TV, in the car, in bed and in the kitchen.

Moms are 284% more likely than the average adult to text their friends rather than call them.

89% of moms with smartphones say their phone is almost always within arm’s reach.

64% of moms own smartphones, 9% more than the general population.

Moms spend an average of 6.1 hours per day on their smartphones.

56% of smartphone owning moms use GPS tracking to monitor their family.

34% of moms did more than half of their shopping via mobile in 2012.

88% of moms say they use their smartphone to search for information.

53% of moms said they purchased a smartphone as a direct result of becoming a mom.

Two-thirds of moms use their smartphone at least once a day to browse the internet.

Source: Mojiva, Uber Media, TechCrunch, Edison Research, Heartland Mobile Council, Tech Journal, She-economy, Converse Digital, eMarketer
The Rise of Tablets

Stay at home moms are 20% more likely than other moms to own a tablet.

31% of moms that own tablets spend more than 10 hours per week using them and less than 2 hours per week on their PC.

Tablets represent 35% of moms' connected devices, compared to 25% of the general population.

Half of tablet owners use their device to research products before going to the store.

Moms are 13% more likely to own a tablet.

Over three quarters of moms with connected devices own an iOS device.

One-third of moms own a tablet.

An incredible 97% of tablet-owning moms made a purchase on one in the last month.

93% of moms shopped significantly more on their tablets and smartphones in 2012 than they did in 2011.

Games account for 48% of the time moms spend in apps on their iPads.

Source: TechCrunch, BizReport, Marketing Profs, Mojiva, Flurry Analytics, Forward Push Media, Marketing Charts
Online Shopping Behaviors

- 25% of moms are registered “daily deals” users, versus 14% of the general population.
- 36% of moms shop for deals to stick to a budget, while 23% love the thrill of saving money.
- Three out of four women identify themselves as the primary shoppers for their household.
- Nearly all moms, 95%, seek out digital direct offers.
- Of moms with smartphones, 62% use shopping apps.
- Moms are 50% more likely to buy toys and 35% more likely to shop for clothes online than the average consumer.
- 78% of women use the internet for product information before making a purchase.
- Nearly 6 in 10 moms have bought something because a brand posted a coupon or discount on a social networking site.
- 56% of online moms share coupons on social media.
- 46% of moms want to receive information on their mobile device while in the store.
- 68% of moms use their smartphones while shopping.

Almost 60% of moms use their smartphone to read email.

77% of moms sign up for reward program emails.

78% of moms use the email app on their smartphone to filter incoming messages.

Women click 10% more frequently than men on mobile emails.

Emails with personalized subject lines are 22% more likely to be opened.

44% of moms like to receive emails from select retailers and they usually read those emails on their smartphone.

At 63%, showing product prices is the most compelling way to get moms to click through your email.

40% of moms only look at who the email is from when deciding when to open.

35% of non-moms opt out of emails -- compared to just 25% of moms.

Source: AIO, Tailored Mail, BrandonGaille.com, Salesforce, eMarketer, Lucid Marketing, BabyCenter
How They Engage With Brands

The top two factors moms look for in brands are reliability and trustworthiness.

81% of moms will engage more with a brand if they are offered a reward.

92% of moms will buy more from a brand when rewarded.

Almost three-quarters of moms prefer a loyalty program at the parent company level versus the brand level.

70% of moms have posted about a brand’s product or services on social media.

73% of moms use parent-focused social media for brand recommendations.

Moms are 38% more likely than the average American to follow or become a fan of a brand online.

60% of visits to baby care websites are search engine traffic.

59% of moms would sign up for regular email updates in exchange for rewards.

47% of moms are more likely to use product samples offered online than non-mothers.

Source: Marketing Charts, ComScore, BabyCenter, Nielsen
“Me” Time for the Digital Mom

- 39% of moms report that going online represents the most peaceful part of their day.
- 47% of moms have watched a video online in the last week.
- Social moms spend 82% more than the general population on toys & games.
- Moms spend 4.1 hours per day online on their computers, compared to 2.8 hours watching TV.
- 62% of moms own a gaming console.
- Games are the most popular category of apps that moms use on their connected devices.
- 58% of moms would get rid of their TV if they had to give up one digital device.
- 51% of moms have TiVo or DVR.
- Two-thirds of moms use the internet while watching TV.
- 78% of online moms listed websites as their top source for recipes, surpassing magazines and cookbooks.

Source: TechCrunch, Edison Research, Sheconomy, MarketingProfs, MediaPost, eMarketer
About Punchbowl

Punchbowl® is the one-stop site that helps smart moms and savvy professionals celebrate special occasions, milestone events, and holidays. Our audience visits Punchbowl® early and often to plan celebrations for such occasions as birthdays, baby showers, and family events. Punchbowl® is their go-to site for keeping track of important birthdays and anniversaries as well as for sending beautiful digital greeting cards for all occasions. We offer a number of ways to connect your brand to our audience including licensing, custom sponsorships, email marketing and traditional media placements. We will help you generate brand engagement, increase awareness, and drive customer acquisition.

To learn more, visit www.punchbowl.com/partner
Email our team at info@punchbowl.com

Want to learn more about the celebrations industry?

Other companies look to Punchbowl® to provide insight into the world of social expressions and celebrations. We’ve assembled an expert team to help agencies and brand marketers understand the celebrations market through research, trends, and data. Our Trends & Data team scours the Internet to compile data about the industry and makes that information available for marketers through free white papers.

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