



2012 US Hispanic Media Mamá

A **21STCENTURYMOM**® Insights Series

June 2012

Media**M****M**

BabyCenter is Mom's #1 resource

And trusted among US Hispanic Moms



Reaching
32MM
women
around the
globe



93% trust the
information
they find on
BabyCenter



More than **8 in
10** feel an
emotional
connection
with the site



83% prefer
BabyCenter
over any other
media source
for parenting
information

Remarkably right. Now

Meeting her needs at every stage of the journey

Apr 19 2012

Sign Up Now



Email

Timed to her exact stage & mind-set



Content

Written by award-winning editors; reviewed by medical experts



Video

Original content on pregnancy, birth & parenting



Social

Where ever she is



Community

Access to thousands of women going through the same thing – at the same time



Mobile

Optimized to support her busy life

BabyCenter is an Insights Engine

Reaching nearly 1MM US Hispanic Moms across acculturation levels

BabyCenter en Español

- Stage based content/email experience (up to Preschooler) allows us to target surveys by stage
- Community
- Tailored to US Hispanics



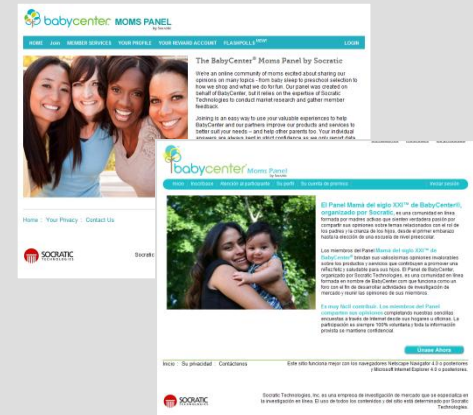
BabyCenter.com

- Recruit English-speaking and bilingual US Hispanics by stage across:
- Core BabyCenter content
- Hispanic Community groups, photo clubs, blogs



BabyCenter Panels

- Target by stage & ethnicity:
- 21st Century Mom® English language panel
- 21st Century Mamá Spanish language panel



Report Methodology

21st Century Media Mom Survey 2,800+ respondents; moms overall, USH moms, compared to the general online population

- 1,400+ Moms Overall, defined as expectant women or moms with kids up to 7 years old
- 381 US Hispanic expectant women or moms with kids up to 7 years old, recruited in English and Spanish
 - 132 English speaking US Hispanics
 - 249 Spanish preferred or bilingual US Hispanics
- 1,400+ members of the online general population age 18+, recruited from the Socratic Forum
 - *Weighted to reflect general population dynamics*

Meet the 21st Century US Hispanic Media Mom

- Ethnography: 35 moms in Chicago & SF, media diaries, friendship groups
- Survey comparing 381 US Hispanic Moms, recruited in English & Spanish, to 1,400+ general market moms and 1,400+ members of the US general online population
- Recruited via the BabyCenter 21st Century Mom® Panels and the Socratic Forum



**Motherhood is
transformational**

Mom is an early adopter of devices

Mamá prioritizes mobile over other devices



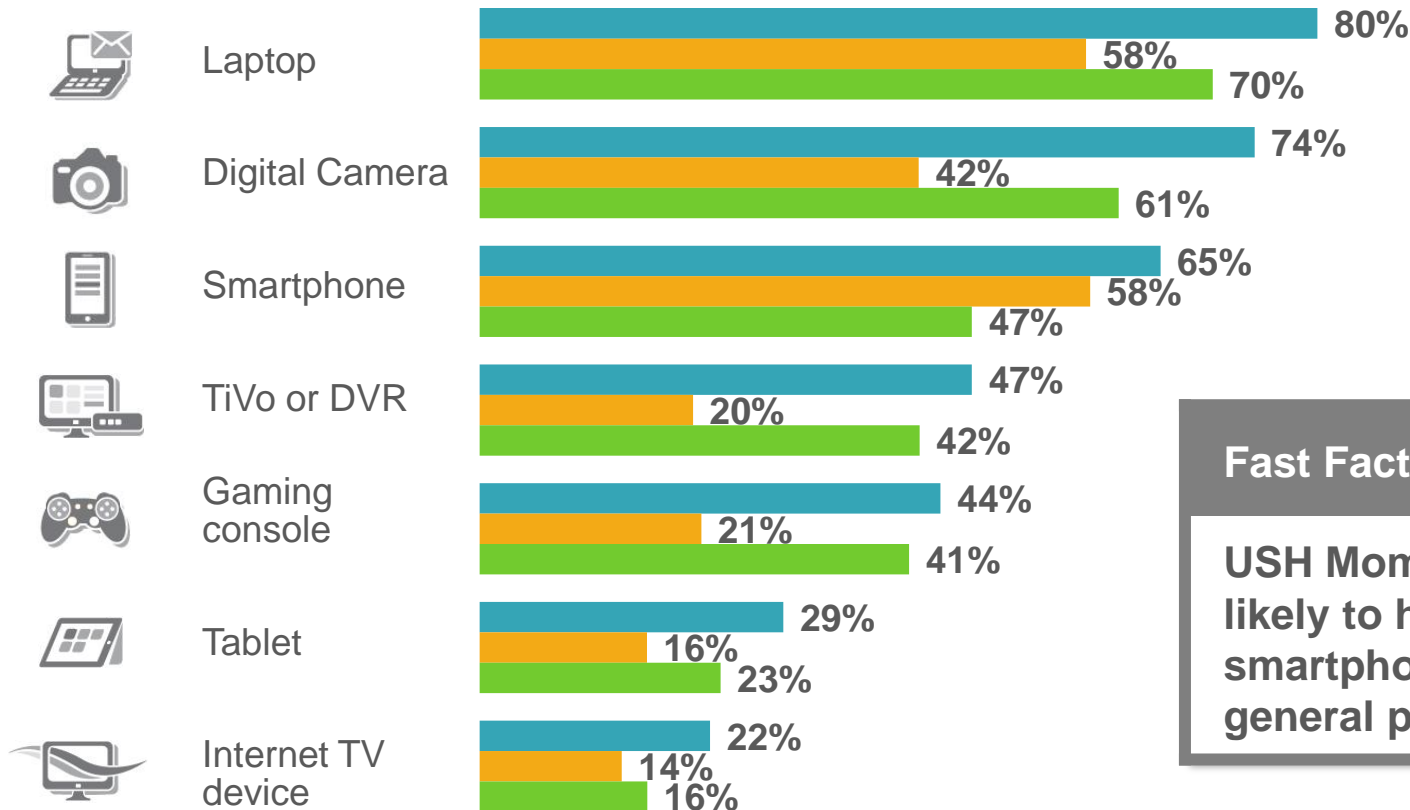
Q:

Which of the following devices do you personally own or use on a monthly basis?

Moms

US Hispanic Moms

Gen. Pop.



Fast Facts:

USH Moms are **24%** more likely to have a smartphone than the general population.

English speaking USH Mamás adopt technology earlier

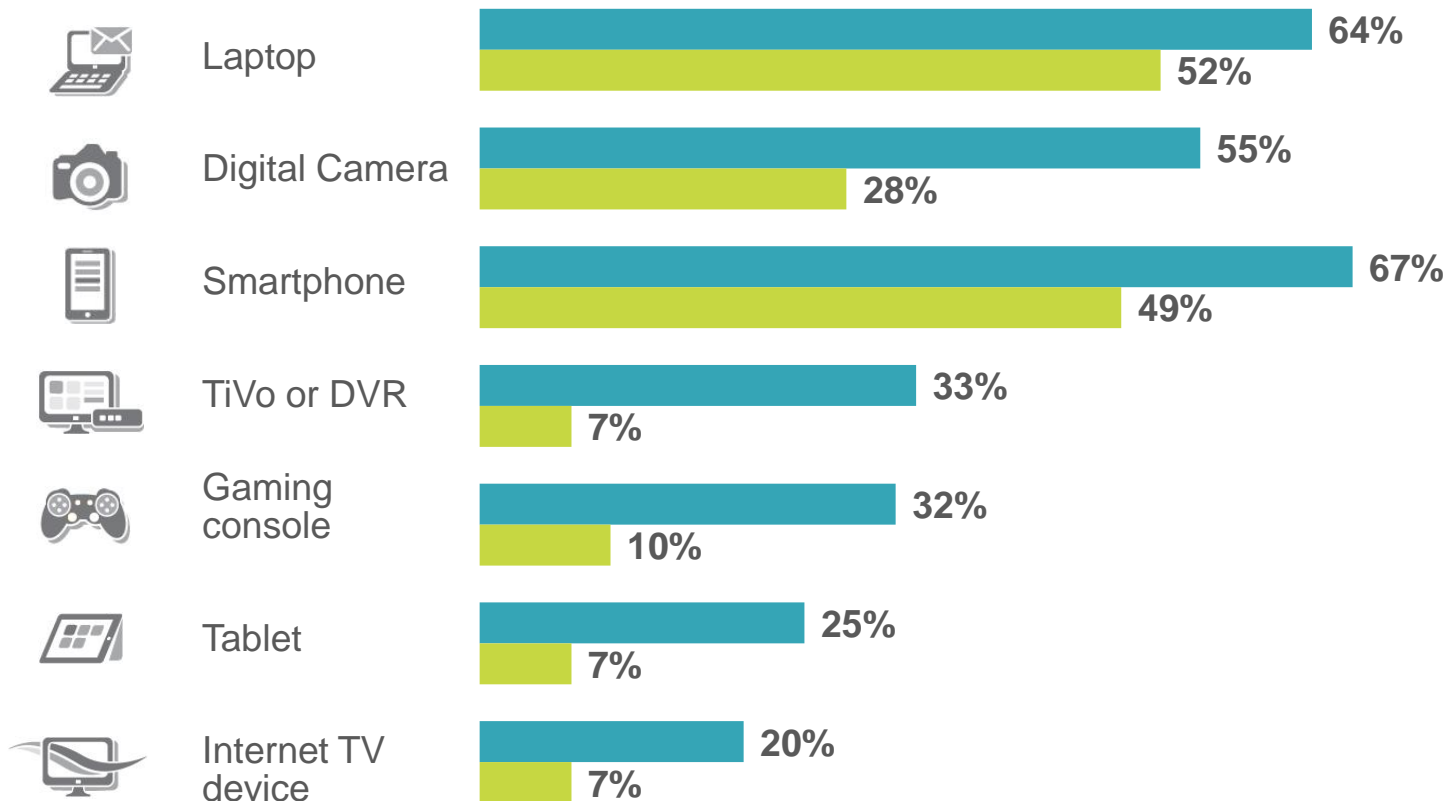


Q:

Which of the following devices do you personally own or use on a monthly basis?

English Speaking USH Moms

Spanish Speaking USH Moms

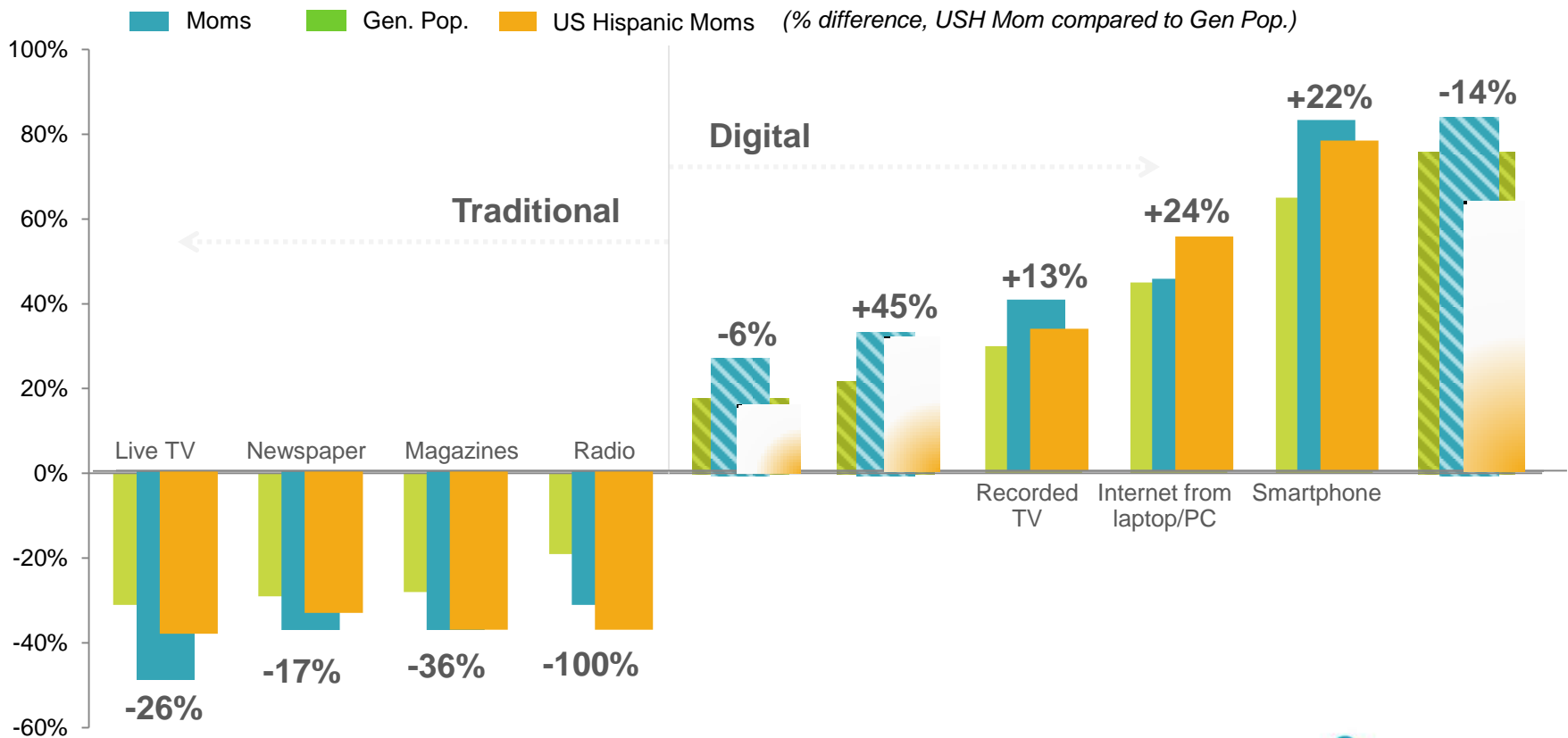


Once she has the device, her media behaviors are disrupted



Q:

Compared with 3 years ago, which of these are you using more or less? (Among device owners)

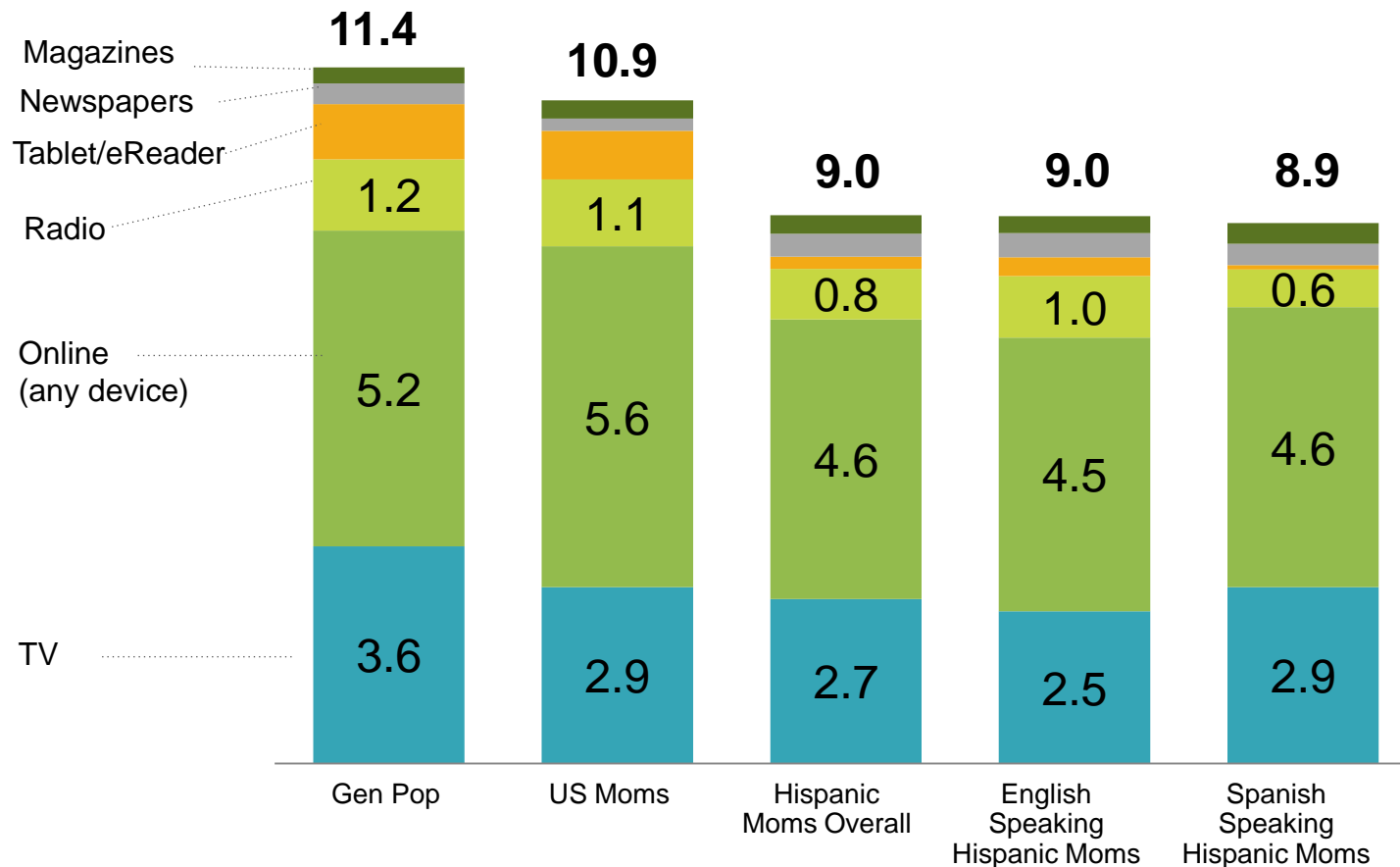


Mamás spend up to 2 hours less time with media



Q:

In a typical day, how many hours do you spend with the following media?



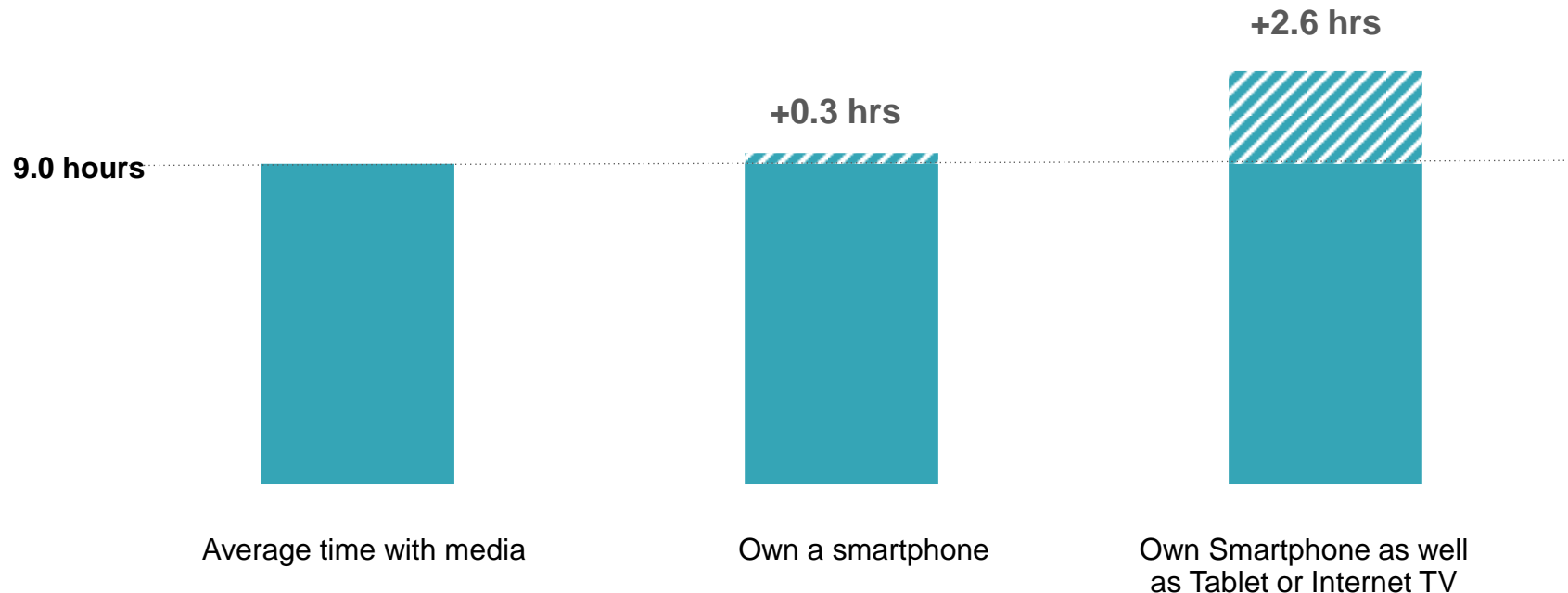
More devices = more time spent with media



Q:

In a typical day, how many hours do you spend with the following media?

Average Daily Time with Media



Source: BabyCenter 21st Century Mom® Insights Series, UK Media Mom Report, April 2012.

Own Smartphone: n=188

Own 2+ devices n=53, weighted n=91

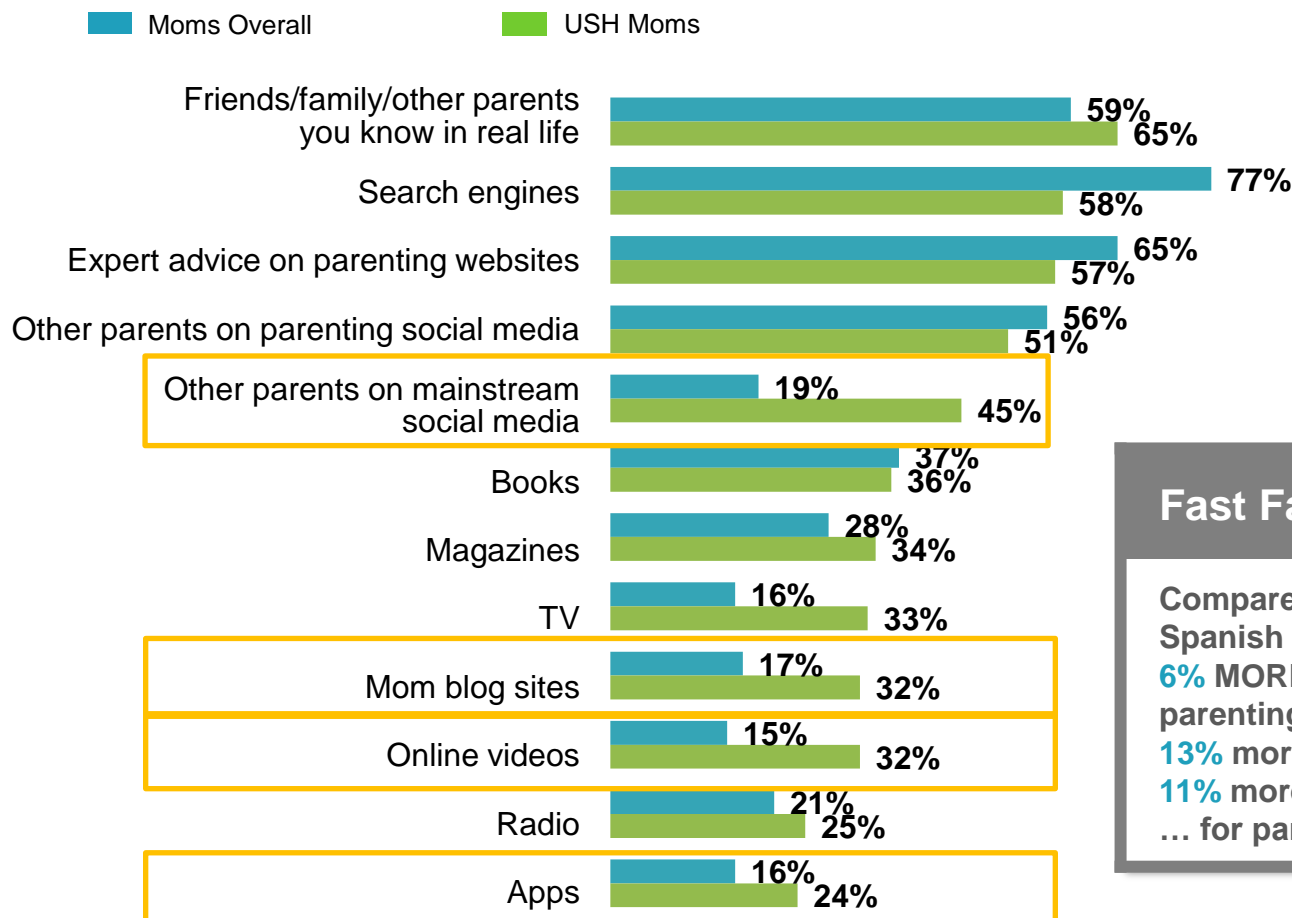
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Digital becomes increasingly important due to its role in supporting her



Q:

How often do you use the following for parenting-related information? (Daily or Weekly)



Fast Facts:

Compared to English speakers, Spanish speakers are:
6% MORE likely to use expert advice on parenting sites
13% more likely to use mom blog sites
11% more likely to use online videos
... for parenting information

Moms are social super-heroes

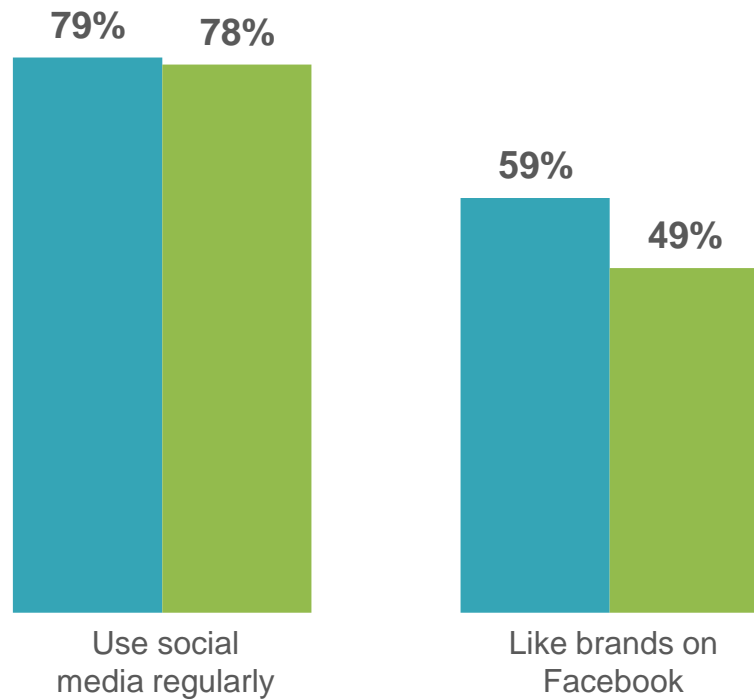


Q:

Do you use social media regularly? Please describe how much you use each of the following.

Moms Overall

USH Moms



“Facebook is the window to the outside world for stay-at-home moms. With the first child, it's your connection to friends, the broader outside world.”

-BabyCenter Mom

For Mamá, every moment matters

Far more likely to be engaged in other activities while watching TV

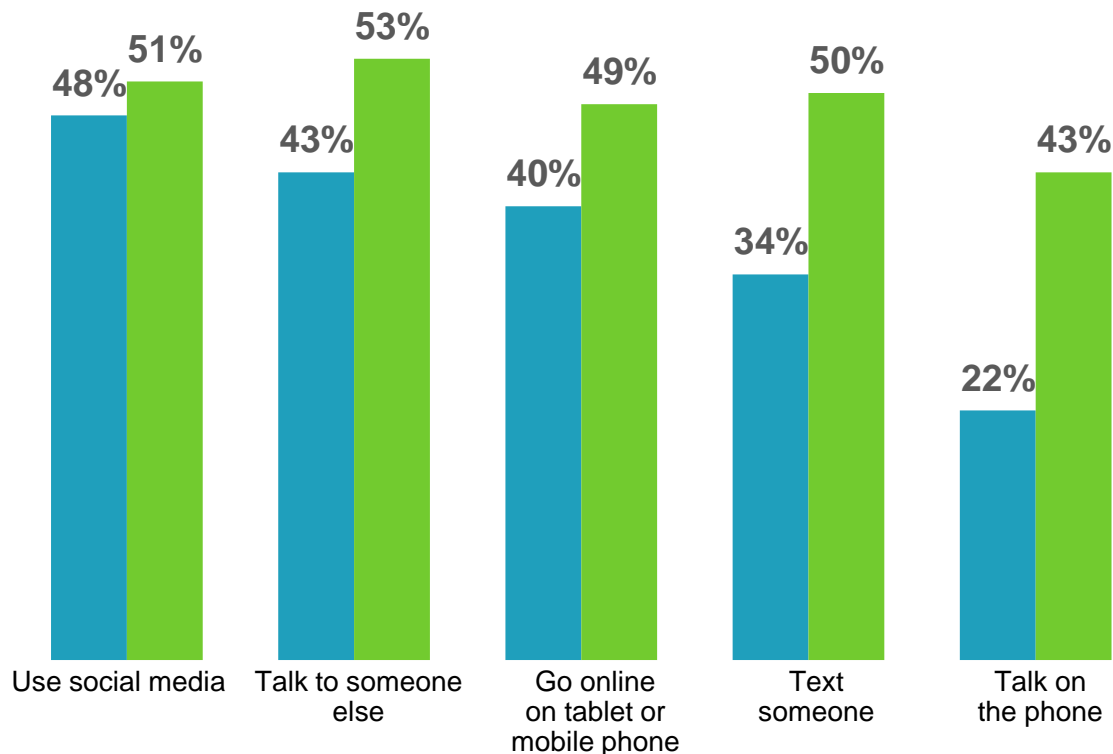


Q:

When you are watching movies, TV, or other video, how often do you also do the following? (always/often)

Moms Overall

USH Moms



Fast Facts:

Half of USH Moms overall use social media while watching TV

Compared to more English speakers, Spanish speakers are **37%** more likely to be using social media and **13%** more likely to go online with a mobile device (if they own one).

Mobile is her shopping sidekick

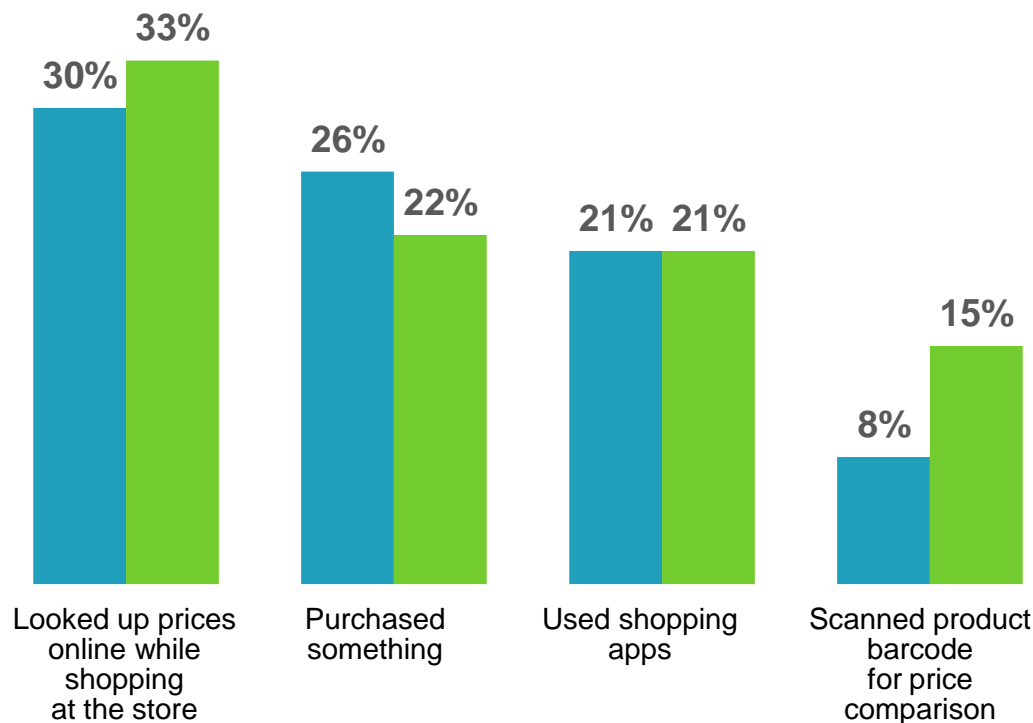


Q:

Which of the following have you done in the past 30 days with your smartphone or tablet?

Moms Overall

USH Moms



Fast Facts:

USH Mamas are **88%** more likely to have scanned a barcode for price comparisons, compared to moms overall.

Compared to Spanish speakers, English speakers are mobile shopping mavens:

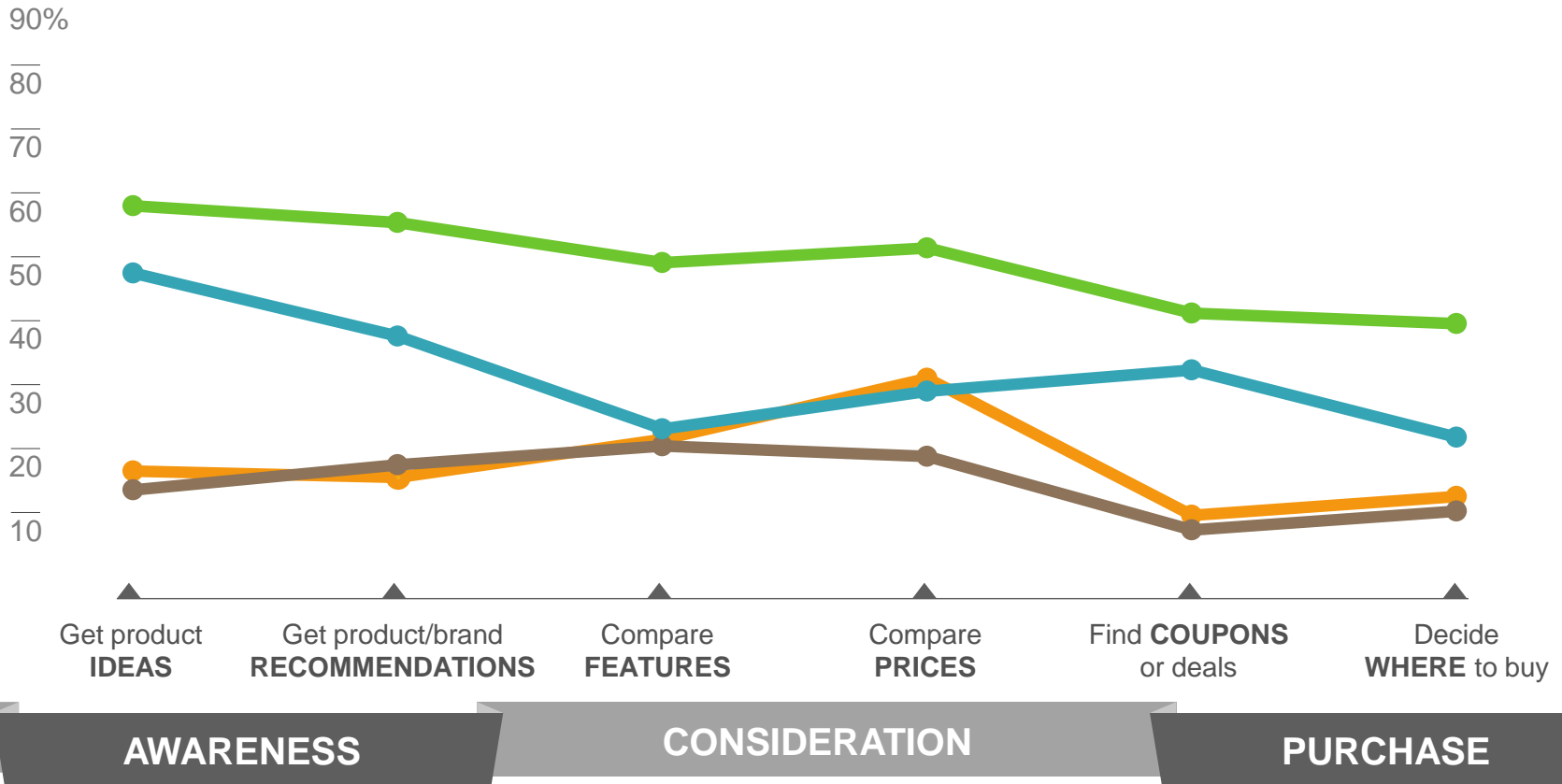
- 179% more likely to look up prices online while shopping in-store
- 81% more likely to use shopping apps
- 177% more likely to have scanned a bar code for price comparison

Online is key throughout the purchase process



Imagine you are going to buy a new product. How would use each of these resources throughout the shopping process?

Traditional media Retail stores Online Mobile phone



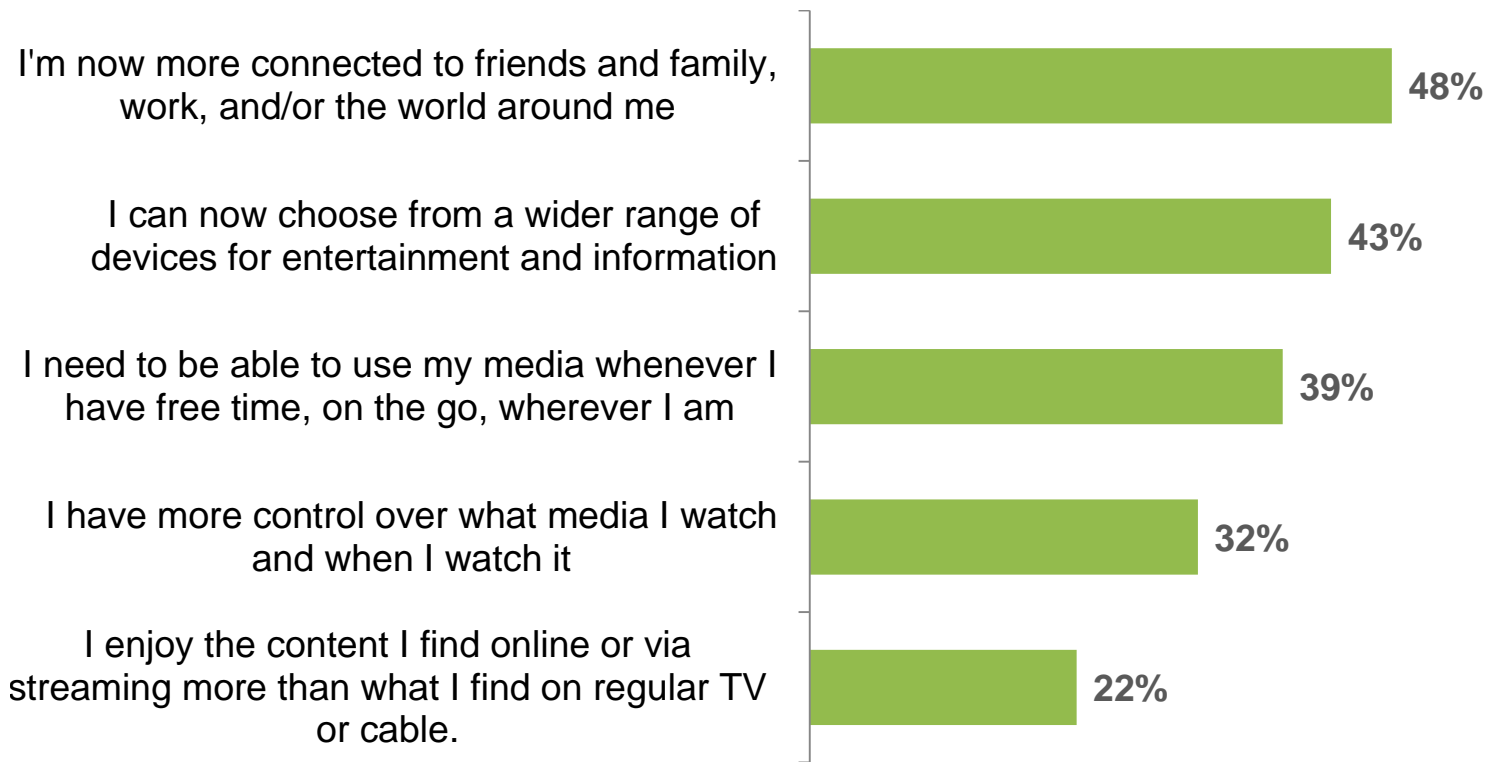
Flexibility & format drives this media shift



Q:

Which of the following reasons describe why your media habits may have changed in the past 3 years?

■ USH Moms



Mom is noticing brands in new ways

USH Mamás are 167% more likely to notice mobile ads



Q:

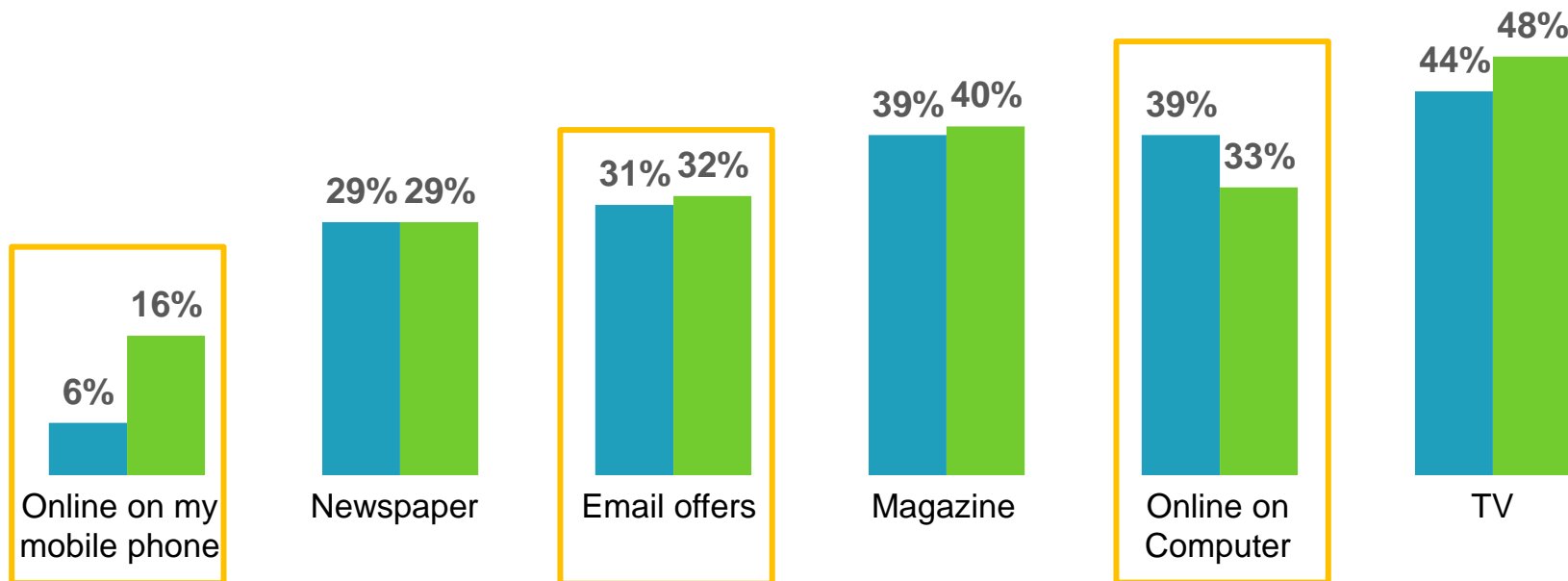
Of all the places you see ads, where do you feel you most often take the time to look at ads?



Moms Overall



USH Moms



She expects more from advertising

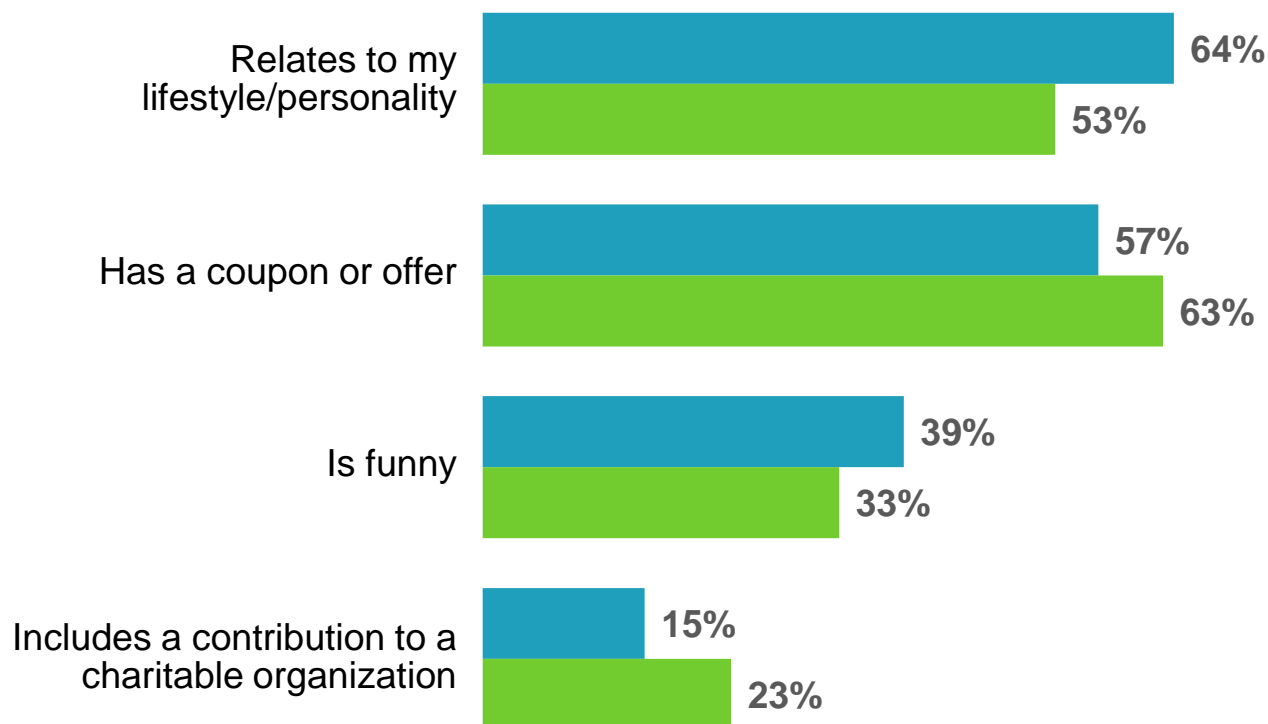


Q:

I am more likely to pay attention to an ad that...

Moms Overall

USH Moms



She also expects more from brands



Q:

What are the most important characteristics of brands that speak to you?



USH Moms



A close-up, slightly blurred photograph of a hand holding a smartphone. The phone's screen displays various app icons. A semi-transparent grid pattern is overlaid on the entire image. A teal banner with a pointed right edge is positioned across the middle of the image, containing white text.

Media Mamá is in Control

And changing the rules for marketers

How do you engage her when...

Everything has changed for her

Priorities, preferences, social circles – **how does your brand fit and support her new life?**

New solutions are a must

Digital solutions make it easier than ever for her to optimize her time, money, and media – **how is your brand empowering her?**

There is no “regularly scheduled programming”

You are competing for her attention – **how are you breaking through?**

She is plugged in

Scanners, comparative shopping, social networks, reviews, WOM – **how are you fitting into her new shopping behaviors?**

New rules for marketing to Media Mom

1

Understand the transformation of motherhood and how it changes woman's media habits

2

Anticipate her new needs, behaviors and how to reach her when she needs you

3

Map her media journey, embrace the disruptors and engage her where she is most receptive

4

Turn insights into action and be always on...because she is



Questions?
We'd love to hear from you.

Email solutions@babycenter.com