



# 2010

**Moms of Tweens:  
More “In Tune”  
Than You Think**



## **About the Survey**

The BIGresearch Simultaneous Media Usage® Survey (SIMM 15) was compiled for the Retail Advertising & Marketing Association, a division of the National Retail Federation, and was conducted October 15 – December 28, 2009.

The Retail Advertising and Marketing Association is a trade association representing over 1500 retail companies and their advertising and marketing executives, plus their supporting partners from the advertising agency, media and service-provider areas. RAMA sponsors the largest single gathering of retail marketing and advertising professionals in the industry today. RAMA also produces the Racie Awards Competition, the most prestigious creative contest in retail. [www.rama-nrf.org](http://www.rama-nrf.org).

BIGresearch® consumer intelligence provides analysis of behavior in areas of products and services, retail, financial services, automotive and media. The BIGresearch Consumer Intentions and Actions® Survey (CIA™) of 8,000+ respondents is conducted monthly and the Simultaneous Media Usage® Survey (SIMM®) of 15,000+ respondents is conducted semi-annually. More information is available at [www.bigresearch.com](http://www.bigresearch.com)

As the world's largest retail trade association and the voice of retail worldwide, the National Retail Federation's global membership includes retailers of all sizes, formats and channels of distribution as well as chain restaurants and industry partners from the U.S. and more than 45 countries abroad. In the U.S., NRF represents the breadth and diversity of an industry with more than 1.6 million American companies that employ nearly 25 million workers and generated 2009 sales of \$2.3 trillion. [www.nrf.com](http://www.nrf.com)

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# 2010 RAMA Moms of Tweens Survey

## Introduction

When it comes to mom, marketers simply can't get enough, especially when it comes to back-to-school shopping. As the National Retail Federation's [latest](#) back-to-school survey found, an estimated \$21 billion is at stake, meaning retailers this summer are chomping at the bit to get mom's, and their children's, attention. RAMA's first report, [All About Moms](#), was such a big hit, RAMA wanted to dig deeper at a specific subset : **Moms of Preteens**. This report will provide insights into media influencers such as coupons, moms' favorite radio stations, the importance of online social networking communities and even how these women prefer to communicate with others after searching for something online.

RAMA's third collaboration with BIGresearch set out to unearth everything there is to know about moms of "tweens", and how they compare to the average adult over 18 years old. Tweens, as described by Wikipedia, are children between the ages eight and 12 and are also known as pre-teens, tweenagers, tweenie's, Generation We and even Generation Z. Having been born between 1998 and 2004, pre-teens were raised thinking cell phones, the Internet and email have been around forever. Technology is embraced as a part of tweens' ability to make friends, do homework, play games, socialize with millions of strangers and even something as simple as research new clothing trends.

While there were some similarities throughout the research in areas such as new media and simultaneous media usage and media influences on apparel and grocery purchases, there were also striking differences in categories such as top websites used for fun and entertainment, preferred radio formats and favorite leisure activities.

## Demographics

Breaking out the demographics, moms with preteens are on average a few years younger than the average adult. The average age of women with preteen children is 38.9, versus the average adult who is 45.1 years old.

Also, moms with preteens largely hold professional or managerial jobs, not unlike other adults, (37.5% vs. 30.9%) but more moms with tweens label themselves as homemakers (13.9% vs. 4.7%) or clerical or service workers (16.1% vs. 9.8%) than the average adult over 18 years old.

Please tell us which age range you are in:	Moms w/Tweens	All 18+
18-24	9.7%	13.0%
25-34	21.7%	17.8%
35-44	45.1%	19.0%
45-54	16.7%	19.3%
55-64	3.3%	14.4%
65+	3.6%	16.6%
Total	100.0%	100.0%
<i>Average</i>	38.9	45.1

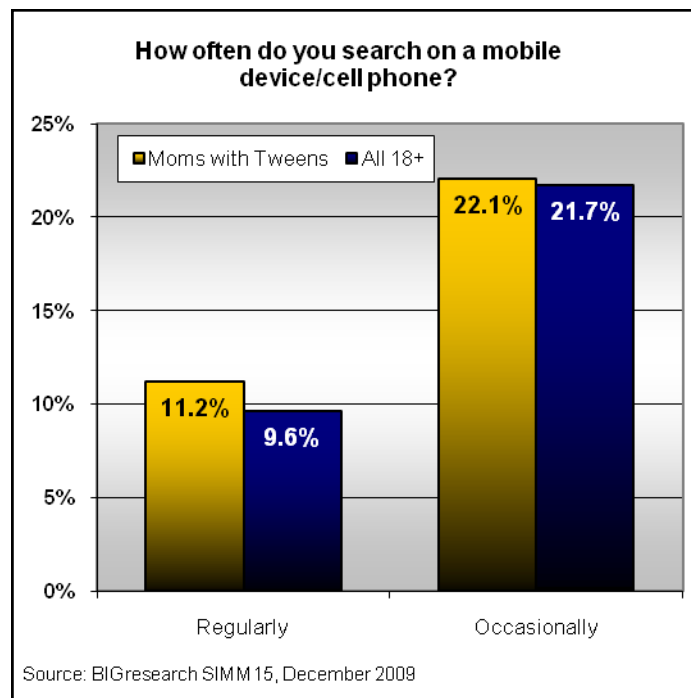
Source: BIGresearch SIMM15, December 2009

Which one of the following categories best describes your current occupation?		
	Moms w/tweens	All 18+
Business Owner	3.3%	6.2%
Professional/Managerial	37.5%	30.9%
Salesperson	2.4%	3.5%
Factory worker/Laborer/Driver	1.1%	3.4%
Clerical or Service Worker	16.1%	9.8%
Homemaker	13.9%	4.7%
Student, High School or College	6.4%	6.6%
Military	0.5%	0.8%
Retired	3.3%	15.7%
Unemployed	4.9%	7.4%
Disabled (Unable to work)	1.6%	2.8%
Other (please specify):	9.1%	8.2%
Total	100.0%	100.0%

Source: BIGresearch SIMM15, December 2009

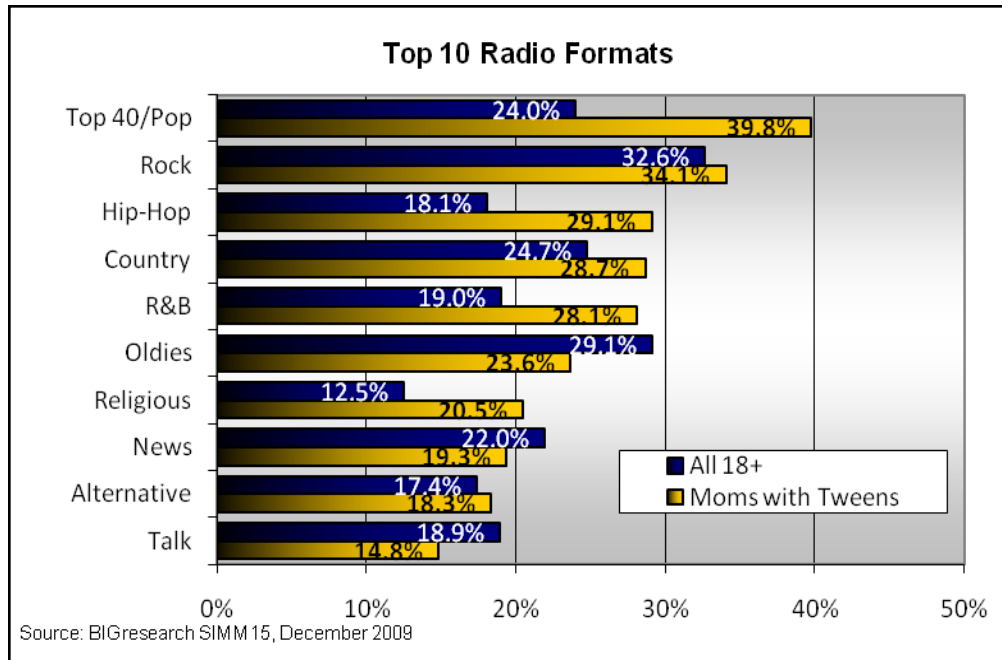
## Mom Likes to Search Online on Her Phone

Mobile is a very big, hot topic these days. Shopping and price comparison applications have made saving money and time easier than ever, so there's no question as to why mom would want to use a device to search for something. Whether to find the nearest store that has a specific product or to compare prices to avoid multiple store visits, mom knows how to make the most out of her mobile device and its options. When asked how often they searched on a mobile device/cell phone, 33.3 percent of moms with tweens said regularly or occasionally, slightly higher than the number of adults 18+ who said the same (31.5%).

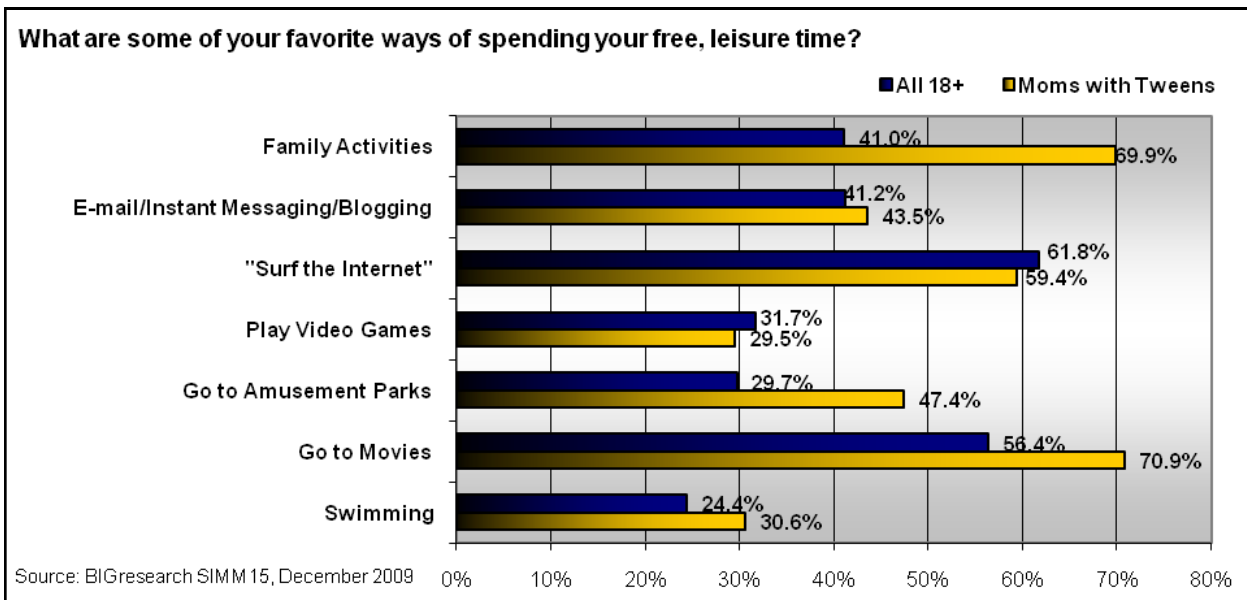


## Moms of Preteens Like Pop Radio and Going to the Movies

Maybe it's for the sake of looking cool in front of their children's friends while driving to baseball practice, or maybe it's because they have actually learned to enjoy the sound of the music that blares down the hall every evening. Whatever the reason, moms of tweens more often than not listen to the same music as their pre-teens listen. According to the survey, 39.8 percent of moms with pre-teens listen to Top 40/Pop music, compared to 24 percent of other adults over 18. Their second favorite? Rock music, at 34.1 percent, which is slightly higher than the average adult (32.6%).



It's no secret that moms are strapped for time, especially during the summer months when back-to-school shopping is a must. When the opportunity comes along for mom to spend a few leisurely moments doing what she likes most, the survey found a few of mom's favorite ways to spend free time include going to the movies (70.9%), family activities (69.9%), surfing the Internet (59.4%) and going to amusement parks (47.4%).



## Moms with Tweens Prefer Facebook More Than Average Adult

Almost half (48.2%) of moms surveyed say they regularly use Facebook, compared to 39.9 percent of other adults. As mentioned in a [previous RAMA report](#), many women use

Facebook for more than keeping up with

friends. Of course, mom could also be using Facebook as a means to “keep up” with their pre-teens and their new social lives.

How often do you use any of the following websites? REGULARLY			
	<i>Moms with Tweens</i>	<i>All 18+</i>	<i>More/Less</i>
Facebook	48.2%	39.9%	More
LinkedIn	2.1%	4.2%	Less
MySpace	11.2%	11.0%	More
YouTube	25.2%	26.6%	Less
Twitter	5.7%	6.5%	Less
Source: BIGresearch SIMM 15, December 2009			

## The Power of Coupons

Top 10 Media Influences on Purchases			
APPAREL			
<i>Moms with Tweens</i>		<i>All 18+</i>	
Coupons	46.0%	Word of Mouth	33.8%
Word of Mouth	44.5%	Coupons	32.2%
Instore Promotion	39.9%	Instore Promotion	31.3%
Direct Mail	35.8%	Advertising Inserts	27.7%
Magazines	34.2%	Magazines	26.7%
Advertising Inserts	32.9%	Direct Mail	26.0%
Email Advertising	32.9%	Email Advertising	24.7%
TV/Broadcast	23.7%	TV/Broadcast	24.0%
Internet Advertising	22.9%	Newspaper	21.7%
Newspaper	18.5%	Internet Advertising	19.4%
Source: BIGresearch SIMM 15, December 2009			

There's no denying that children can be quite expensive. Between video games, electronic gadgets, cell phones and an apparel budget for the growing child, parents these days are sure to welcome any form of a discount that comes their way. Whether through email, direct mail, newspaper inserts, email advertising or coupons, moms of tweens know how to find a bargain.

When it comes to what drives moms to make a specific grocery or apparel purchase, the survey found that coupons serve as the top media influencer for both grocery (79.1%) and apparel (46.0%) purchases. In comparison to the average adult, coupons (70.8%) are the top media influencer for grocery purchases but word of mouth wins out for apparel purchases (33.8%).

Top 10 Media Influences on Purchases			
GROCERY			
Moms with Tweens		All 18+	
Coupons	79.1%	Coupons	70.8%
Instore Promotion	49.1%	Instore Promotion	42.5%
Word of Mouth	43.2%	Advertising Inserts	39.7%
Advertising Inserts	41.0%	Word of Mouth	38.6%
Direct Mail	37.2%	Newspaper	34.3%
Newspaper	27.5%	Direct Mail	31.9%
TV/Broadcast	24.1%	TV/Broadcast	24.9%
Magazines	22.3%	Magazines	17.4%
Email Advertising	18.6%	Read Article on Product	17.2%
Read Article on Product	16.9%	Cable	15.1%
Source: BIGresearch SIMM 15, December 2009			

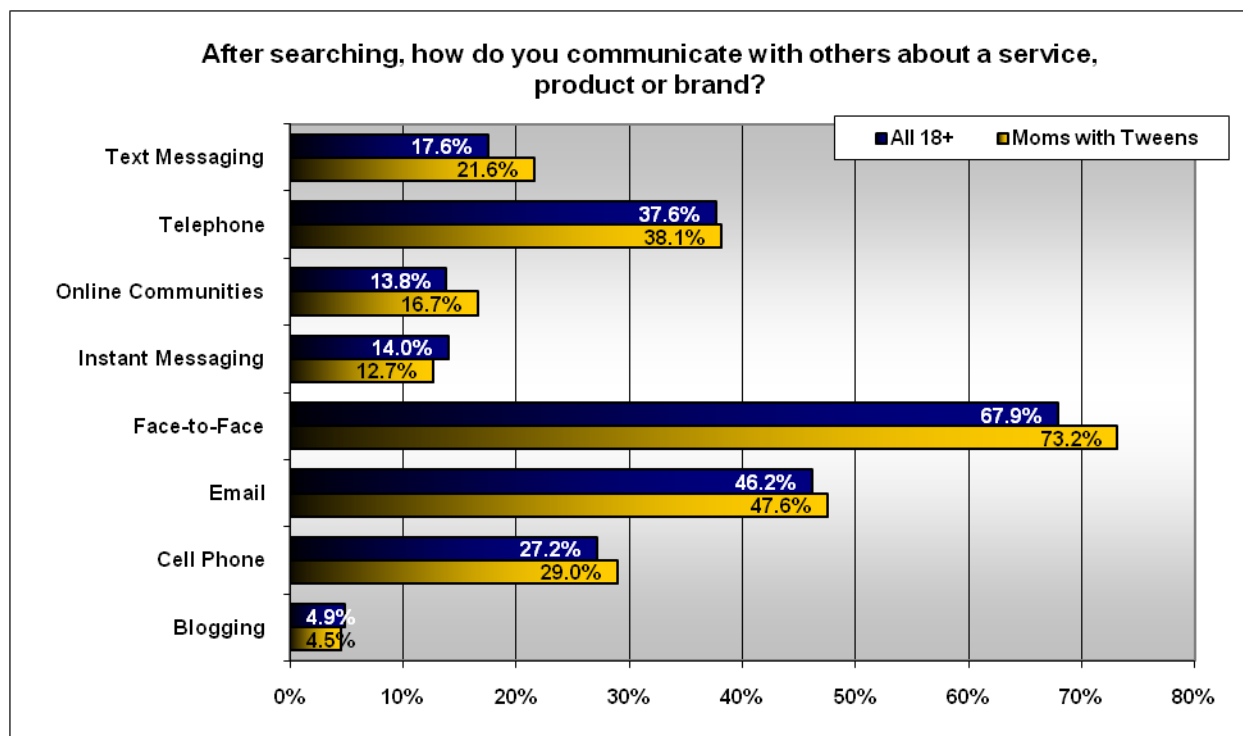
## Communicating With Others After Searching Online

Not unlike most women, moms with pre-teens enjoy sharing their experiences with other moms. But the method of communication is probably a lot different than it was 20 years ago before texting, instant messaging and blogging became popular. Although three-quarters (73.2%) say they prefer to communicate face-to-face after searching online for a product or service, nearly half (47.6%) prefer to send an email. For the more “hip” moms, 21.6 percent say they text message a friend or family member about a product or service they found online.

Coupons (46.0%) are also the number one driver that triggers moms with pre-teens to search for something online, compared to 35.6 percent of the average adult. Magazines seem to have the most power to trigger an online search for other adults (41.6%). Other powerful triggers for mom include direct mail (29.2%), in-store promotions (28.8%), advertising inserts (26.7%) email advertising (25.7%) and online communities (16.5%).

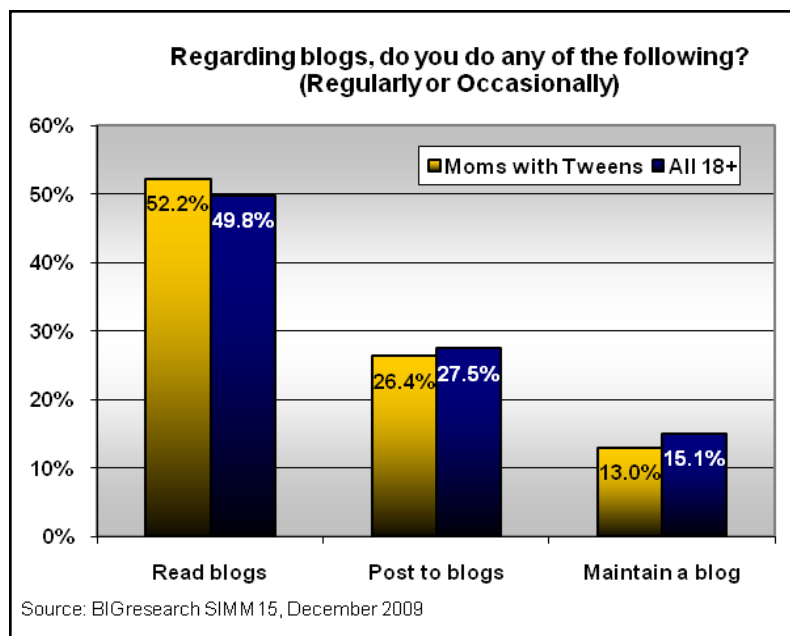
Which of the following triggers you to start an online search? (Check all that apply)		
	Moms with Tweens	All 18+
Coupons	46.0%	35.6%
Magazine	42.0%	41.6%
Read an Article	41.0%	40.2%
Face-to-Face Communication	39.0%	36.1%
TV / Broadcast	33.8%	39.3%
Cable TV	29.2%	32.8%
Direct Mail	29.2%	25.8%
Radio	29.0%	27.4%
Newspaper	28.8%	35.5%
In-Store Promotions	28.8%	22.3%
Advertising Inserts	26.7%	22.2%
Email Advertising	25.7%	23.4%
Internet advertising	22.2%	23.1%
Online Communities (e.g. My Space/ Facebook)	16.5%	14.6%
Source: BIGresearch SIMM 15, December 2009		





## Moms Regularly Read Blogs

“Mommy bloggers”, as they are known, have become a very popular demographic for retailers to target. Many of these women’s websites and blogs are even sponsored because of the visibility among mothers across the country. When it comes to moms of tweens who regularly or occasionally read blogs, more than half (52.2%) check out their favorite site in the blogosphere, compared to 49.8 percent of average adults. Moms with tweens leave the actual work to others, however, as fewer admit to posting to blogs (26.4% vs. 27.5% of other adults) and maintaining a blog (13.0% vs. 15.1% of other adults.)



## Best Ways to Reach Mom

With all the competition during the back-to-school shopping season, retailers must use all available communication vehicles to get mom's attention. The evolving personal schedule that's involved with raising tweens definitely keeps mom on her toes. There's quite a few different ways to catch mom's attention – it might just be a matter of keeping it long enough to actually influence her to check out a certain website or visit a certain store.

The survey found that more moms (27.7%) simultaneously listen to the radio while surfing the Internet than the average adult (24.4%). When moms with preteens do get to listen to the radio, they often simultaneously watch television (11.3%), go online (24.5%), read magazines (12.1%), read the mail (15.7%) and engage in other activities (33.8%).

Regular Simultaneous Media Usage		
When you go online, do you simultaneously...		
	Moms with Tweens	All 18+
<i>Listen to the radio?</i>	27.7%	24.4%
<i>Watch TV?</i>	40.1%	43.0%
<i>Read magazines?</i>	7.8%	8.8%
<i>Read the newspaper?</i>	9.6%	12.8%
<i>Read the mail?</i>	23.5%	24.5%
<i>Engage in other activities?</i>	28.1%	26.5%
Source: BIGresearch SIMM 15, December 2009		
When you listen to the radio, do you simultaneously...		
	Moms with Tweens	All 18+
<i>Read the newspaper?</i>	13.6%	13.1%
<i>Watch TV?</i>	11.3%	9.8%
<i>Go online?</i>	24.5%	21.3%
<i>Read magazines?</i>	12.1%	10.2%
<i>Read the mail?</i>	15.7%	12.8%
<i>Engage in other activities?</i>	33.8%	27.0%
Source: BIGresearch SIMM 15, December 2009		

Additionally, the survey breaks out the “other activities” related to simultaneous media usage as well, finding that moms with pre-teens have very different priorities than other adults. According to the survey, more than three-quarters (75.7%) of moms with pre-teens do laundry and housework (75.7%) while using media (such as surfing the Internet). The number one “other” activity for adults over 18? Eating – with nearly two-thirds (65.2%) making sure to keep themselves well-fed while surfing the net, watching TV, or reading magazines.

<b>When using media, what type of other activities do you engage in? (Check all that apply)</b>			
<b>Top 10 "Other" Activities</b>			
<b><i>Moms with Tweens</i></b>		<b><i>All 18+</i></b>	
Do Laundry	75.7%	Eat	65.2%
Do Housework	75.7%	Do Housework	55.0%
Cook	73.3%	Cook	54.6%
Eat	70.9%	Do Laundry	53.8%
Care for Children	61.8%	Drive/Commute	46.5%
Talk on Phone	59.7%	Talk on Phone	45.4%
Drive/Commute	56.6%	Do Personal Care	39.6%
Do Personal Care	52.1%	Make Grocery List	34.2%
Make Grocery List	48.2%	Exercise/Play Sports	27.0%
Text Messaging on Cell Phone	36.0%	Work/Job	27.0%
Source: BIGresearch SIMM 15, December 2009			

Other activities that mom partakes in while using media include cooking (73.3%), eating (70.9%), caring for children (61.8%), personal care (52.1%) and text messaging on their cell phone (36.0%). Two things missing from mom’s list of activities but which show up as a priority for the average adult include exercise/play sports (27.0%) and work/job (27.0%).

## **Conclusion**

Women with pre-teen children aren't too different from other moms out there, but a few striking differences could help retailers target this extremely important demographic.

To start, these women love listening to pop and rock music, much like their children. They also use their mobile phone for more than just conversation, with more than one-third using their cell phone to search online for something.

Social media has quickly become a favorite for many moms, but nearly half of moms with pre-teens say they regularly use Facebook, more than the average adult and moms in general. It could be they enjoy catching up with friends or enjoy showing off family pictures, but the growing popularity of retailers' social networking sites has also helped mom track coupons and even upcoming store events and promotions.

The survey also found that moms of tweens are more influenced by coupons for grocery and apparel purchases than any other type of media, including in-store promotions, word of mouth, advertising inserts and even direct mail. Coupons are powerful influencers for average adults as well, but when it comes to apparel purchases, other adults prefer word of mouth over coupons as their main influencer.

There's no doubt that moms of tweens are tech-savvy, bargain-hunting, multi-tasking machines. Retailers should continue to find ways to attract mom - and her pre-teens - with coupons, fun and appealing phone applications and even social networking website promotions. This is one demographic with tremendous spending power.



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