

**This Just In... reports are a quick summary of new health marketing and communication research and trends. These brief “nuggets” spotlight new findings with communication practice implications for CDC and its public health partners.**

Brought to you by the Marketing and Communication Strategy Branch in the Division of Health Communication and Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention (CDC).

## A new study reveals moms’ most trusted sources of information.

**Research objective:** To determine the latest trends in moms’ media usage and resources nationwide.

**Methods:** A national random sample of 550 moms with at least one child under 18 living at home was recruited by Current Lifestyle Marketing to complete an online questionnaire. The survey asked moms to name top trusted sources, which media they use the most, and what kind of sources they turn to for particular kinds of advice. Respondents represent a cross-section of household incomes, marital status, regions of the country, as well as a mix of full-time working moms outside of the home, part-time employed moms, work-from-home moms and full-time home caretakers.

**Findings:** The results indicate that the evening news is still the most trusted source of information ahead of newspapers, online updates, and even morning talk shows. However, no media beats advice from a physician or friend and family member.

### The top 10 trusted sources are:

- |                              |                                 |
|------------------------------|---------------------------------|
| (1) Pediatricians (58%)      | (6) Web sites (33%)             |
| (2) Friends and family (55%) | (7) Parenting books (32%)       |
| (3) Evening news (39%)       | (8) Morning TV talk shows (31%) |
| (4) Internet searches (38%)  | (9) Newspaper articles (28%)    |
| (5) Physician office (37%)   | (10) Magazine articles (25%)    |

The results also showed that moms go to certain sources depending upon what they are looking for and what they need. For example, when it comes to parenting advice, moms say they ask their own parents first and are least likely to ask their friends. But when it comes to relationships, they ask their friends first. Moms tend to talk to physicians first about health issues, nutrition and diet, and parenting. The Internet is most used for travel, event planning and cooking information, while magazines are used for fashion, home improvement and beauty information. Home and garden shows seem to be making an impact, as the top advice sought from TV is home improvement, followed by cooking and fashion. Meanwhile newspapers are used for information on shopping and dining, careers and fashion.

### *Practice implications for health marketers and communication professionals:*

Moms continue to be voracious media consumers yet the findings reveal that we are seeing more moms make discerning choices about where they go for information. In addition, these findings show that there may be a new focus on fluff vs. fact—moms are perceiving media like morning shows and magazines as entertainment versus other sources they say they trust more like the evening news and newspapers (BSM Media, 2009). To successfully target the mom segment means communicating with them in their lingo. Start by doing some research on where moms mingle. Increasingly, that means online according to a recent BSM Media survey which found that 71% of moms use the internet to get product information. Consider marketing to social network and blogging sites. Moms are all about relationships, so if you want to approach them, make sure to start with a personal note (BSM Media, 2009). While it has taken a while to gain traction, consider using podcasts which have become an increasingly effective way to push health behavior recommendations to more moms. Approximately 85% of moms now have mp3 players, plus moms spend more time riding in their cars than any other demographic which makes it a convenient place for listening to podcasts (BSM Media, 2009).

**Formal Citation:** Bailey, M. (2008, September 18). New survey reveals moms’ media habits. Marketing to Moms Coalition and Current Lifestyle Marketing. (Non-peer reviewed research report)

**Also see:** Bailey, M. (2009). Marketing with moms: Moms get techie in 2009 with new media and technology. BSM Media, Inc.

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