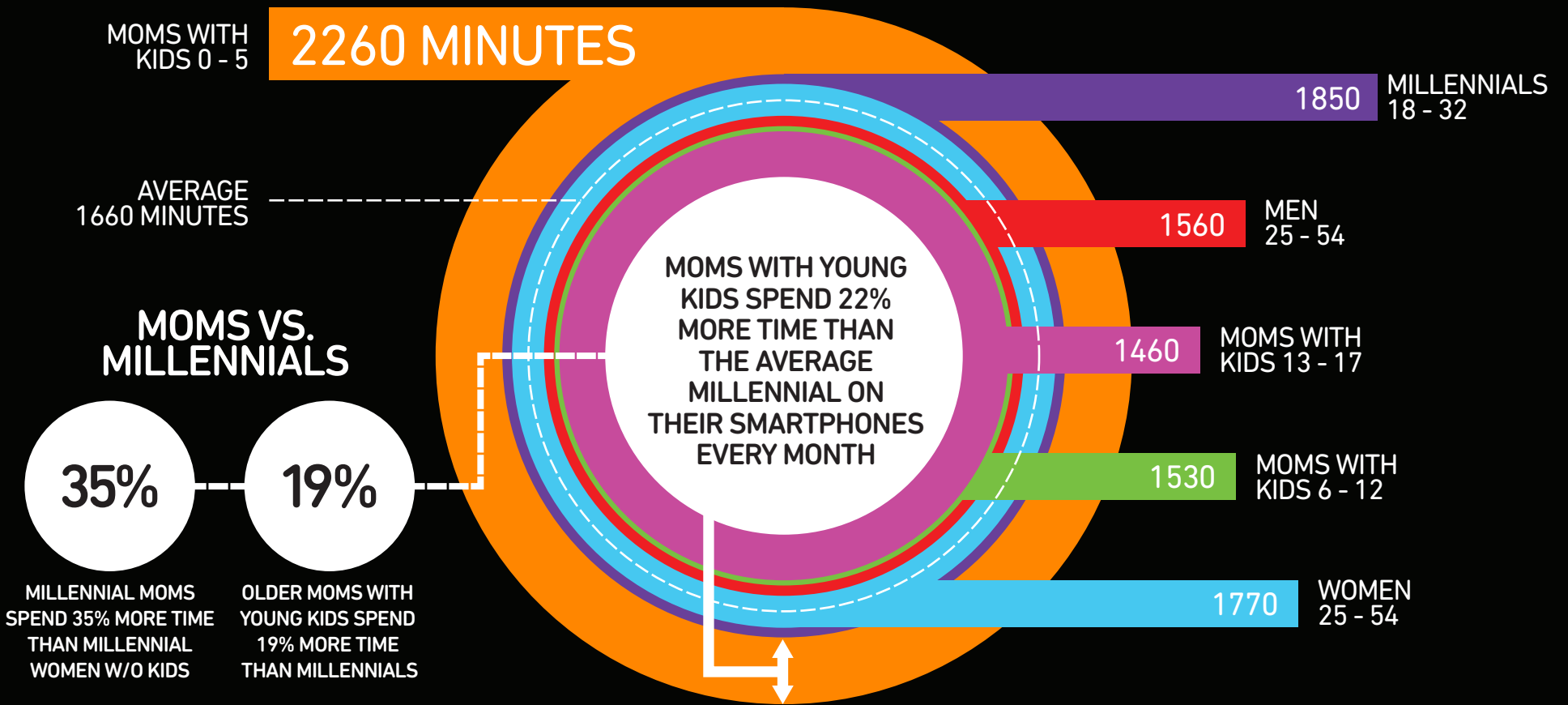


Mobile Moms, Mobile First



MOMS WITH YOUNG KIDS SPENT MORE TIME ON THEIR SMARTPHONES THAN ANY OTHER ADULT

Average time spent per month using apps/mobile websites



SMARTPHONES ARE HARD-WORKING, MULTI-ROLE LIFELINES FOR MOMS WITH YOUNG KIDS



ESCAPE HATCH



SOCIAL HUB



PERSONAL SHOPPER



PERSONAL ASSISTANT



EVENT PLANNER



CANVAS



INFORMER

THE THREE BIGGEST ROLES = THREE BIG OPPORTUNITIES FOR MARKETERS

MINUTES SPENT PER MONTH, MOMS OF YOUNG KIDS

MINUTES SPENT PER MONTH, ALL SMARTPHONE USERS

1119 MINUTES



ESCAPE HATCH



864 MINUTES

606 MINUTES



SOCIAL HUB



410 MINUTES

165 MINUTES



PERSONAL SHOPPER



126 MINUTES

Sources: In-depth video interviews conducted with moms of kids ages 0-5 in July 2013, N=753 moms of kids ages 0-17 surveyed in August 2012 and June 2013; minutes of use from a custom opt-in panel of N=663 adult participants (ages 18-54)