



Nielsen Online

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## News Release

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### WHERE THE MOMS ARE: SHOPPING, BLOGGING, NETWORKING AND STRATEGIZING ONLINE

#### Power Moms Represent Nearly 20 Percent of the Online Population, According to Nielsen

**New York, NY – May 07, 2009** – Power Moms—women age 25-54 with at least one child—today represent 19.2 percent of the active online population, and they wield more influence than ever before, according to Nielsen Online, a service of The Nielsen Company.

#### What a Mom Wants: Established Moms go Power Shopping

While the importance and use of the Internet among moms is seemingly universal, where they spend their time online differs between specific demographic categories. Established Moms, those aged 40-50 with three or more children at home, are heavy online shoppers. Shopzilla.com was the No. 1 online destination for this demographic group; Established Moms are 92 percent more likely than the average user to visit Shopzilla. Target and Wal-Mart Stores were No. 2 and 3, with composition indexes of 160 and 155, respectively.

“Established Moms gravitate to online shopping destinations where they are likely to be receptive to highly relevant promotions to allow her to indulge herself while saving on her family’s needs,” said Jessica Hogue, research director, Nielsen Online. “However, marketers shouldn’t rule out the rising prominence of social networking sites among this cohort, which is one of the fastest growing demographics on Facebook.”

Top Visited Sites among Women, 40-50, with 3+ Children in the Household		Top Visited Sites among Women, 25-34, with 1 or 2 Children in the Household	
Site	Composition Index	Site	Composition Index
Target	276	Shopzilla.com Network	192
Craigslist	253	Target	160
Blogger	227	Wal-Mart Stores	155
Wal-Mart Stores	227	Glam Media	147
Amazon	187	Amazon	135
Facebook	185	AOL Instant Messenger	129

Wikipedia	184	AOL Media Network	122
eBay	178	Wikipedia	121
Yahoo! Mail	162	Yahoo! Mail	117
Myspace.com	160	eBay	116
YouTube	142	Facebook	114
AOL Media Network	140	Myspace.com	112

Source: Nielsen @Plan, Spring 2009 Survey, U.S., 18+  
Average Index is 100

### It Takes an (Online) Village: Newbie Moms Socialize

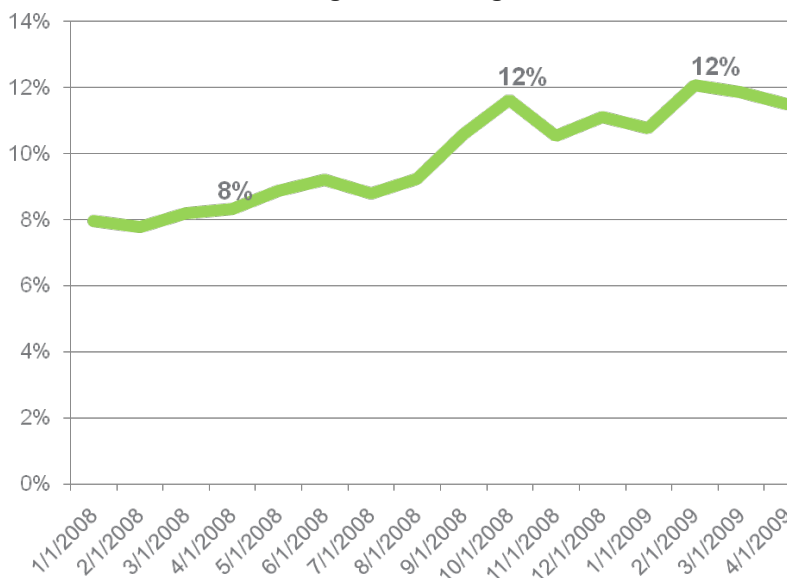
Top sites visited by Newbie Moms, women aged 25-34 with one or two children in the home, include several social networking destinations. Newbie Moms are more than twice as likely as the average Web user to visit Blogger, and 85 percent more likely to visit Facebook.

“For Newbie Moms social networking is literally woven into their day-to-day existence,” remarked Ms. Hogue. “Newbie Moms use the Internet to gather information about everything from nursery décor to choosing the right pediatrician. As they navigate caring for a newborn, returning to work or managing a growing household, the Internet acts as a lifeline to answer worrisome middle-of-the-night questions and to build community. Many Newbie Moms today blog about their experiences and use social networks as an efficient way to quickly broadcast their latest pictures and family updates.”

### Power Moms Talk about Saving Money

Across the board, moms are increasingly concerned about the economy and seek money saving strategies and solutions online, which in part fuels the [digital coupon renaissance](#) taking place. Within Nielsen Online’s Power Mom blogger segment, composed of more than 10,000 parenting and mom-oriented blogs, the economy and money saving conversations permeate more than 12 percent of total messages posted during March and April 2009, up from 8 percent the year prior.

### Percent of Power Mom Blogs Containing Conversations about Saving Money



Source: Nielsen Buzzmetrics, Buzz volume for money saving/economy topics.  
Percentage of total buzz within Mom Bloggers segment

The growth in content to help moms manage the family budget has also ushered in a powerful new



set of mom bloggers: “Savvy Spenders.” In Nielsen’s forthcoming Power Mom 50, a collection of viral mom bloggers, many in the “Savvy Spenders” category made the list. “Mom Approved” blogs – those featuring brand-sponsored product reviews and giveaways – also feature prominently in the Power Mom 50.

“Mom bloggers review everything from beauty products to cars to inkjets, enabling marketers unparalleled reach to their target consumers. In an increasingly connected world, moms seek the wisdom of their online counterparts as trusted advisors,” commented Ms. Hogue.

**Savvy Spender Mom Blogs**

**Mom-Approved Mom Blogs**

<a href="http://www.commonsewithmoney.com">www.commonsewithmoney.com</a>	<a href="http://www.fromdatestodipers.com">www.fromdatestodipers.com</a>
<a href="http://www.5dollardinners.com">www.5dollardinners.com</a>	<a href="http://www.designmom.com">www.designmom.com</a>
<a href="http://www.couponmom.com/blog/serendipity">www.couponmom.com/blog/serendipity</a>	<a href="http://3baybchicks.blogspot.com">3baybchicks.blogspot.com</a>
<a href="http://www.moneysavingmom.com">www.moneysavingmom.com</a>	<a href="http://www.lookwhatmomfound.com">www.lookwhatmomfound.com</a>
<a href="http://freebies4mom.blogspot.com">freebies4mom.blogspot.com</a>	<a href="http://www.mommymandy.com">www.mommymandy.com</a>

Source: Nielsen BuzzMetrics

To learn more about the important role of Power Moms, read Jessica Hogue’s article in Nielsen’s [Consumer Insight](#).

**About Nielsen’s Power Mom Initiative:**

Nielsen Online’s Power Mom 50 is a collection of leading voices in the mom blogosphere based on a blend of blog posts and comments, and inbound/outbound captured via Nielsen BuzzMetrics, as well as Twitter followers and other metrics. The complete list is available [here](#).

On May 27, Nielsen Online’s Research Director, Jessica Hogue and Karen Benezra, vice president of the Life360 Project, will present a free Webinar examining today’s Power Mom through the lens of her online behavior and introduce groundbreaking insights from recent video ethnographic studies that focus on the role of technology in mom’s world. Visit [www.nielsen-online.com](http://www.nielsen-online.com) for more information in the coming days.

**About Nielsen Online:**

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