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[Survey: Parents W/ Children More “Promotionally Active,” Better For Mobile Ads](#)

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[Harris Interactive](#) has come out with another survey done in collaboration with [1020 Placecast](#), a geo-based mobile advertising provider. The survey looked into consumer “receptivity to opt-in mobile marketing and the potential impact for retailers.”

According [to the survey](#), those with children under 6-years old were the most receptive to location-based mobile advertising, with 35% in favor of opt-in alerts that arrived via their mobile phone. In addition, those interested in opt-in alerts about new products, sales or promotions from their favorite merchants, stores or restaurants also included parents with slightly older children, those aged 6-12. In that group, 32% showed interest in this type of mobile marketing.

Not surprisingly, the survey also found that those with young children are the most active online (and mobile) coupon users, with 36% showing interest. That’s double the interest of those without children (18%). Twenty eight percent of women between 35 and 54 stated interest in mobile marketing initiatives, compared with only 22% of men, the survey also found.

On the LBS front, the survey found that only 7% of men and 3% of women showed interest in receiving location-based marketing messages from services like Foursquare and Gowalla, calling the concept “hype” – for now at least. It’s interesting to see these results given that Placecast helped commission the survey. Placecast has a vested interest in location-based mobile marketing but not in a way that Foursquare and Gowalla do, so this so-called “low interest” in check-in solutions is advantageous to Placecast. Either way, the results are interesting. You can view the whole survey and its results [here](#).

This post was written by:

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