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Placecast: Parents adopting mobile fastest

When you have small children in the house, everything needs to be simple, especially advertising. It's common knowledge, but a new report indicates which advertising platform may hold the most promise for brands trying to engage the parent demographic: mobile.

by [Kristina Knight](#)

For the mobile platform, marketers may do better targeting the parents of younger children. According to a new Harris Poll, commissioned by Placecast, parts of children under age six are the most mobile. This consumer group is the most receptive to mobile ads.

More specifically, these consumers are interested in text-based advertising. Opt-in text alerts, for example, are high on the 'yes' list.

"This report points to great potential for marketing to people with kids via mobile devices. Mobile moms and dads may not have the time to open an app and search for information, but they see the value and ease of receiving text alerts," said Alistair Goodman, Placecast CEO. "In today's economy, more people are seeking money saving opportunities that savvy mobile marketers can provide.

The study indicates:

- 35% of parents interested in opt-in text alerts (children under age 6)
- 32% of parents interested in opt-in text alerts (children aged 6-17)
- 25% of households without children interested in opt-in text alerts

These parents are signing up for alerts such as mobile/online coupons. In households with children under age 6, 38% reported an interest in receiving coupons online, for example, compared to only 18% of households without children under age 6.

Other findings include:

- 25% of women between ages 35-54 are interested in mobile messages
- 22% of men between ages 35-54 are interested in mobile messages
- Families with young children feel their mobiles are 'important'
- Women with children are more attached to their mobiles than women without children

Two thousand adults were surveyed for the study.

Tags: [Harris Poll](#), [mobile marketing](#), [mobile messaging](#), [opt-in text messages](#), [Placecast](#)

<http://www.bizreport.com/2010/08/placecast-parents-adopting-mobile-fastest.html>

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