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## Mums with small children driving retail and brand success with mobile marketing and couponing, finds Placecast study

Submitted by [Paul Skeldon](#) on August 16, 2010 – 3:17 pm [No Comment](#)



The presence of children in their household makes mobile phone owners more likely to be interested in receiving mobile opt-in text alerts from brands and retailers, and adults in these households are generally more promotionally active, according to an online survey conducted by Harris Interactive and commissioned by Placecast of more than 2000 adults.

Those mobile phone owners with children under six years old were the most receptive, with 35% being at least somewhat interested in receiving opt-in text alerts about new products, sales or promotions from their favorite merchants, restaurants, or stores. 32% of those with children ages six to 17 in the household showed interest, while only 25% of those without children in the household showed interest in such alerts.

When asked a series of seven questions about promotional activity, adults with children under six years old in their household outpace comparative demographics every time.

The most marked difference is found in the “Signed up to receive coupons online, ie from Groupon, DealOn” category, in which adults with young

children in their household showed double the interest of those with no children: 36% compared to 18%.

Though many in the mobile industry are tuned into the idea that early-adopter males drive the use of consumer electronics, the Placecast survey shows that families with younger children place more importance on their cell phones than those without children. Women, especially between the ages of 35 and 54, are rapidly embracing the device and using it to simplify their lives. 28% of women from 35 to 54 showed interest in mobile marketing messages, compared to 22% of men of the same age.

“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. In today’s economy, more people are seeking money-saving opportunities that savvy mobile marketers can provide,” says Placecast CEO Alistair Goodman.

Kathryn Koegel of Primary Impact Research is a full-time working researcher and mother. She says, “My mobile usage is largely driven by convenience. I want on-the-go information for where to find products. Right now, I’m trying to enjoy my summer but I have the daunting task of back-to-school shopping for both clothes and supplies. I’d like marketers to be able to tell me through my mobile media device what they’ve got in stock and at what price. Kids get really specific lists of what they need to bring and I want to go to one place and get it all – then get back to the beach.”

The survey forms part of a larger body of research work entitled, “[The Alert Shopper](#)”, which is focused on understanding consumer attitudes towards mobile marketing messages.

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A vertical banner for Internet Retailing's 10th anniversary. At the top is the "Internet Retailing" logo with a shopping cart icon. Below it, the text says "...VIEW AGENDAS, WORKSHOPS, EXHIBITORS &amp; REGISTER HERE!". There is a shopping cart icon next to "REGISTER HERE!". Below that, it says "12TH OCTOBER 2010, NOVOTEL HAMMERSMITH, LONDON". At the bottom, there is a logo for "S M I Intelligence in social media" and a section titled "S M I special report: The State of Social Media Jobs 2010". It includes a pie chart and the text "DOWNLOAD THE FREE REPORT NOW!". At the very bottom, it says "DOWNLOAD NOW @ socialmediainfluence.com".

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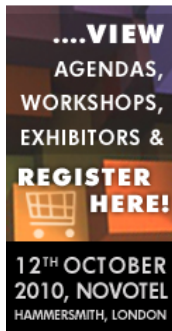


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