

*For Immediate Release*

## **New Survey Reveals Canadian Moms' Media Habits**

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Vancouver, BC/Toronto, ON (May 6, 2009) - With moms controlling 85 percent of household spending and more companies focusing their marketing efforts on gaining the attention and loyalty of this powerful consumer market, **limelitePR**, Canada's first PR firm wholly focused on connecting companies with moms, has conducted a nationwide survey in conjunction with Toronto-based **urbanmoms.ca** to investigate **Canadian moms' media habits**. Results reveal that moms trust and refer to **websites and TV** for current and relevant information, are most interested in **local stories** and receive **more information digitally** than by traditional mediums such as magazines and newspapers.

"In order to develop impactful campaigns for our clients, we felt it was important to determine the most trusted and valuable mediums for the mom market," says limelitePR Principal Jeanette Miller. "What this survey has produced is a deeper understanding of where moms currently turn for relevant information. We strongly believe that Canadian moms' reliance on digital sources will grow as younger Gen Y moms move up the ranks but word-of-mouth (aka word-of-mom) will continue to reign as #1."

The survey garnered over 700 respondents from coast to coast and polled Canadian moms on the sources they most commonly refer to and receive in their home.

The **limelitePR** and **urbanmoms.ca** survey highlights include:

- 73% of moms receive 4 or more e-newsletters
- 43% of moms consider websites the most trusted, valuable source for accurate & relevant information
- 37% of moms subscribe to 1-2 magazines, with 20% receiving no print subscriptions at all
- 40% of moms refer to TV programs as their source for news and current events
- Canadian moms are most interested in local stories (30%) but parenting/family stories and lifestyle stories (food, fashion, trends) also garner worthy attention at 20% each.
- Moms' community of peers and friends (including online community) overwhelmingly influence moms' decisions by being the primary source when looking for information and recommendations on products or services.

"Mothers and community is not a recent trend. Throughout history moms have been depended on each other for connection and information. However, technology now enables moms to connect and share virtually which provides a trusted voice with a vastly broader scope and reach," says Jen Maier, urbanmoms.ca founder.

"The survey results demonstrate that moms refer to online sources for stories about their community and rely on their peers and network to provide them with practical information that will make a positive impact on their families' lives. We believe that it's important to have multiple points of contact in order to create brand loyalty in the mom market," says Miller.

Visit [www.prandmoms.blogspot.com](http://www.prandmoms.blogspot.com) for a comprehensive breakdown of the survey results.

**About limelitePR** limelitePR is a boutique public relations firm that is dedicated to creating a buzz and connecting leading brands with moms across Canada and the USA. By conducting traditional media relations, blogger outreach, and creating influencer mom-market activities and programs, the limelitePR team develops an integrated PR approach that will generate brand awareness at a consumer level, which directly increases sales and maintains brand recognition.

**About urbanmoms.ca** urbanmoms.ca, founded by Jen Maier, Toronto marketer and mom of 2, is Canada's leading **online community** for moms. Based on the philosophy that when a woman has children she doesn't magically conform to a one-dimensional world of motherhood, urbanmoms.ca provides women with a forum to connect and build relationships while directly influencing some of Canada's leading brands.

For more information contact: Jeanette Miller, principal limelitePR

O: 778.786.1495 M: 778.552.2949

E : [jeanette@limelitepr.com](mailto:jeanette@limelitepr.com) T: @limelitePR