

For Immediate Release

Necessity is the Canadian Mother's Mobile Device

Vancouver, BC/Toronto, ON (September 9, 2009) – As CEO of the household, busy moms are leveraging their mobile technology to help them be more productive and stay connected. And as Canadian moms prepare for their family's return to a demanding schedule, 24% are also considering an upgrade of the item or service they have deemed a necessity – their mobile device/cell phone service.

This statistic is just one of the results of a nationwide survey conducted by **SavvyMom.ca** and **limelitePR** which set out to investigate Canadian moms' mobile device habits. The results of the survey, which collected the opinions of SavvyMom readers from across Canada, reveal that **70% of Canadian moms consider their mobile devices a necessity** in order to stay organized and manage communication with friends, family and work. Not surprisingly, the device of choice of 30% of respondents was a **multi-functional device** or Smart Phone such as an iPhone, Blackberry or Palm.

The survey garnered over 1,000 respondents from coast to coast and polled Canadian moms on their mobile technology and how they most commonly use it. Respondents included stay at home moms (22%), work from home moms (13%), work outside of home moms (42%), as well as retired, pregnant and maternity-leave moms (23%).

More Than Just a Phone

Although 75% of Canadian moms are primarily using their mobile devices to text and talk with friends, 32% say they use it as a camera, 28% to stay organized, 15% to play music and 15% for web surfing.

Additionally, 32% say they let their children play with their mobile device, with 53% choosing "traveling in the car" as the primary location for this activity.

The Top 5 Mobile Applications Downloaded by Moms:

1. entertainment or novelty apps for moms (51%), with Facebook being one of the most popular choices
2. schedule & calendar gadgets (45%)
3. email applications (42%), Gmail was the most common choice
4. Maps or GPS (39%), with Google Maps repeatedly mentioned
5. entertainment apps for kids (25%)

Additional **Mobile Moms** Survey highlights include:

- 30% use it as a direct link to kids, nanny or babysitter (keeping the kids close)
- 27% of moms said they would like to make online purchases from their mobile device
- 25% have downloaded mobile applications
- 53% discover new mobile device applications via friends and other moms, highlighting the power of word of mouth when it comes to spreading the word about these tools

“While it’s not surprising that the typical Canadian mom has integrated mobile technology into her daily life, understanding the value she attaches to such a device provides marketers with the potential to engage with Canadian moms in a new way,” says Minnow Hamilton, Managing Editor, SavvyMom.ca

“We felt it was important to get a Canadian perspective on mobile technology within the mom market. The survey results demonstrate that Canadian moms view mobile technology as an integral part of their lives or more importantly, as a necessary tool that helps them save time and stay connected,” says Jeanette Miller, Principal of limelitePR.

Visit 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 SavvyMom Media SavvyMom is the trusted resource for time-crunched moms across Canada, delivering tried and tested practical solutions to everyday dilemmas. SavvyMom’s bi-weekly email newsletter reaches 30,000 moms across Canada. More information on SavvyMom Media and its subsidiary programs can be found at www.savvymom.ca, www.momentpreneuraward.com, and www.sharesavvy.ca.

For more information contact:

Jeanette Miller, principal limelitePR
O: 778.786.1495 M: 778.552.2949
E : jeanette@limelitepr.com T: @limelitePR

SavvyMom Contact
Minnow Hamilton, Managing Editor, SavvyMom Media
O : 416.488.6667 x. 22 M : 416.418.6261
E : minnow.hamilton@savvymom.ca T : @savvymomdotca