



Social Networks Are Mother's Little Helper

Survey shows Canadian moms are using social media to stretch their dollar as well as nurture their relationships

Vancouver, BC/Toronto, ON (December 3, 2010) – Wondering what to get the CEO of the household this holiday season? Look no further than the technology mom uses to keep her home life running smoothly. For her, it's the gift that keeps on giving.

In a recent national survey of SavvyMom.ca readers, one-third (32%) of Canadian moms said an iPad or new computer is at the top of her wish list this holiday season. And considering how and when she uses it, you can guarantee it will be put to good use:

- The majority of moms are using social media to keep in touch with friends and family by **sharing pictures** (72%) and **status updates** (69%).
- Eight-in-ten (83%) moms surveyed say they **use Facebook on a regular basis**, with 70% logging in daily and over half (53%) multiple times daily. One-quarter (26%) of respondents use Twitter regularly.
- Don't mistake all that social media activity as 'wasted time' as she's also using it to stretch the household dollar. **Nine-in-ten** (89%) respondents say they are **looking for deals**, offers, discounts, promotions and coupons through social media networks, with **one-third** (34%) of moms 'liking' 11+ companies/brands.
- The second most popular activity for moms over the past month was **downloading coupons (53%)**, followed by reading a blog (50%). The top activity for over six-in-ten (64%) Canadian moms was uploading a photo or video.

One word of caution: do not confuse mom's home-based activities for what she accomplishes 'on the go'. She might be tech-savvy but she's not quite a mobile mama – over six-in-ten (65%) of respondents say they still use a plain old cell phone with no Internet connection, and they want to keep it that way. Only 10% wanted an iPhone, 5% a Blackberry, and 2% a new cell phone on their holiday Wish List.

The Talk Tech Survey collected data from SavvyMom.ca's readers and received 273 responses from moms across Canada.

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Please contact Jeanette@limelitepr.com for a comprehensive breakdown of the survey results.

About LimelitePR Limelite PR is a boutique public relations firm that is dedicated to connecting companies with moms across Canada and the USA.

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 45,000 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.