

Mom

Bloggers

Scarborough Infographic

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#MomBloggers

Mom Bloggers

14%

Of all American women with children in the household



Have read or contributed to a **blog** in the past 30 days



52% Are more likely than all moms to have completed a **college or post-graduate education**

37
YEARS
OLD

Roughly the same **average** age as all moms



Average household income for Mom Bloggers is **\$84,000** (\$14,000 higher than all moms)



87% More likely to buy **eco-friendly products**

89%

Have children **between 2 and 11** years of age

Mom Bloggers VOTE

76% of Mom Bloggers assert that they "always" vote in **presidential elections**

45% of Mom Bloggers "always" vote in **state elections**

Mom Bloggers self-identify as:



29%
Democrat



25%
Republican



9%
Independent



12%
Independent but closer to Democrat



9%
Independent but closer to Republican

\$\$\$!

Mom Bloggers are **more than twice as likely** as all moms to have **contributed to a political organization** in the past 12 months

How Mom Bloggers Use The Internet



90%
Have visited a **social networking website** in the past 30 days



77%
Check the **weather**



70%
Pay **bills online**



46%
Browse the web for **coupons**

More Mom Blogger info on the next page →



MOM BLOGGERS & Other Media Consumption

38% More likely to have visited a broadcast TV website in the past 30 days

51% More likely to have visited a newspaper website in the past 30 days

20% More likely to listen to the radio

58% Of Mom Bloggers watch the local news on TV

Mom Bloggers

BUYING IS MOTIVATED BY ENVIRONMENTAL CONCERNS AND AWARENESS



69% More likely than moms overall to buy organic food on a regular basis



49% More likely to purchase locally grown food



49% More likely than all moms to buy eco-friendly cleaning products

MOM BLOGGERS CARE



More than **twice** as likely to have contributed to an arts/cultural organization than all moms

75%

More likely to have contributed to a social care/welfare organization



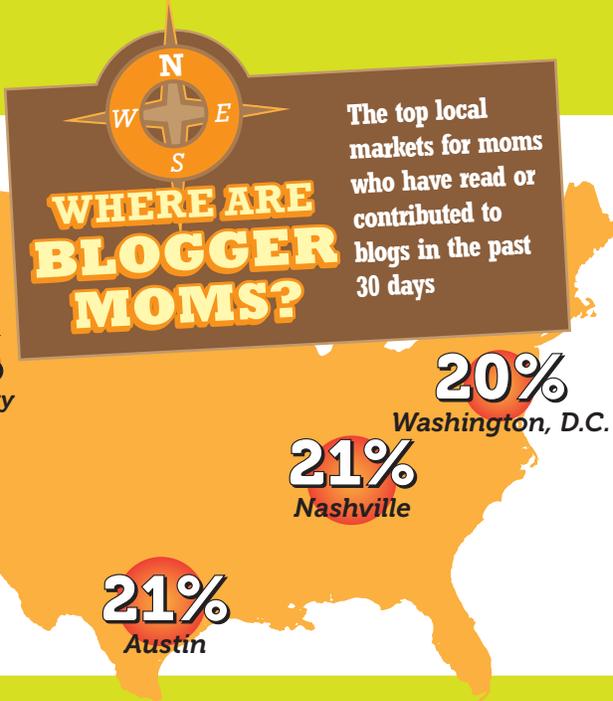
64% More likely to have contributed to an environmental organization



85% More likely than moms overall to support a politician based on environmental issues

38%

More likely to have done volunteer work in the past year



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#MomBloggers