



Mediascope Europe

Digital First for Ireland's Mums Bulletin

June 2013



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Introduction

- As part of its research remit, IAB Europe conducts Mediascope Europe, widely recognised as the industry standard consumer research study on the European media landscape.
- It is a unique example of cross industry collaboration, led by IAB Europe and supported by many leading media companies, local IABs and other trade associations.
- Established in 2003, Mediascope Europe launched its 8th wave of research in 2012.
- An Omnibus + Online methodology was used across 28 countries totalling 51,700 interviews.

About this Bulletin

This bulletin brings you an analysis of Irish digital mum's media usage habits.

It will demonstrate how the media usage of Irish mums is becoming first and foremost digital

The data comes from IAB Europe's Mediascope study. Further information on methodology can be found at:

<http://www.iabeurope.eu/research/mediascope-europe/about-mediascope.aspx>

The presentation also includes the location of some insightful case studies and further information on how to become a member of IAB Europe.

Presentation contents: Digital First for Irish Mums



1. Mums' media use
2. Mums' are active media multi-taskers
3. Using online to communicate and empower
4. Creating a two way relationship with mums
5. Living up to their standards
6. Mums connecting via mobile phones

1. Irish Mums' media use



**90% of Irish mums
go online
(compared to 75% EU mums)**



Mediascope Europe

Base (Omnibus): All Women With Children respondents n=3,775, All IE Women With Children respondents n=202



Irish mums' media penetration

99% of IE mums watch TV
(EU mums 97%)



75% of IE mums read newspapers
(EU mums 54%)



90% of IE mums go online
(EU mums 75%)



91% of IE mums listen to the radio
(EU mums 62%)



61% of IE mums read magazines
(EU mums 49%)



Irish mums' weekly media consumption



13.4 hours a week watching TV
(EU mums 16.5)



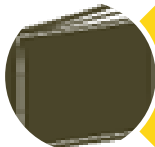
12.1 hours a week online
(EU mums 14.1)



14.5 hours listening to radio
(EU mums 11.7)

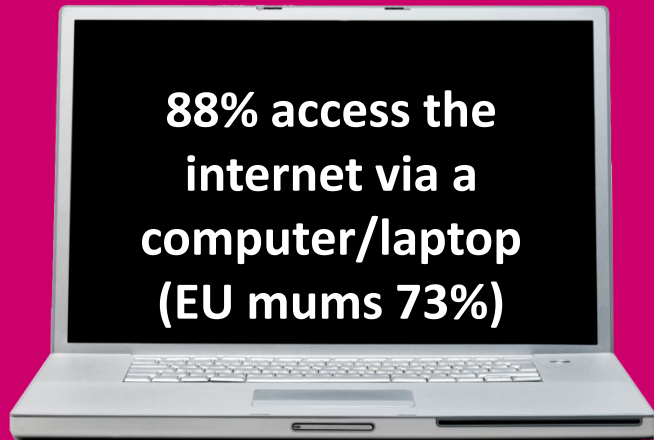


4.9 hours reading newspapers
(EU mums 3.9)



3.4 hours reading magazines
(EU mums 3.6)

Irish mums go online via a range of devices



86% of Irish digital mums are online during TV prime time

06:00-10:00:

36% are online (EU mums 31%)
28% watch TV (EU mums 23%)
79% listen to the radio (EU mums 60%)
31% read newspapers (EU mums 41%)
20% read magazines (EU mums 17%)

21:00-06:00

54% are online (EU mums 45%)
79% watch TV (EU mums 57%)
14% listen to the radio (EU mums 15%)
15% read newspapers (EU mums 6%)
33% read magazines (EU mums 15%)

10:00-17:30

82% are online (EU mums 73%)
43% watch TV (EU mums 52%)
79% listen to the radio (EU mums 68%)
81% read newspapers (EU mums 59%)
62% read magazines (EU mums 62%)

17:30-21:00

86% are online (EU mums 78%)
91% watch TV (EU mums 84%)
35% listen to the radio (EU mums 35%)
48% read newspapers (EU mums 34%)
55% read magazines (EU mums 52%)

2. Irish Mums are active media multi-taskers

Irish digital mums use the internet whilst watching TV

71% of Irish mums go online while they watch TV (EU mums 55%)*

Irish digital mums are online for **34%** of their TV viewing time (EU mums 30%)**

70% of those who use the internet whilst watching TV do so during TV peak time (EU mums 65%***)



Irish digital mums multi-task with more devices

51% of Irish mums use the internet via a computer whilst watching TV

26% via mobile

10% via tablet

43% of EU mums use the internet via a computer whilst watching TV

13% via mobile

11% via tablet

3. Using online to communicate and empower

Internet is crucial to Irish digital mums' communication



76% say they are more able to keep in touch with friends and family since going online
(EU mums 74%)

84% use email everyday
(EU mums 83%)
98% weekly

68% use personal social networks daily (EU mums 59%)
78% weekly

17% use instant messaging daily (EU mums 26%)
29% weekly

Irish digital mums are active social media networkers

23% update their social network profile weekly (EU mums 30%)
5% daily**

78% use a personal social network weekly (EU mums 72%)
68% daily*

17% comment on forums weekly (EU mums 25%)
7% daily**

18% upload photos/videos weekly (EU mums 30%)
2% daily**

54% post updates on social networks weekly (EU mums 43%)
20% daily**

23% post location based updates weekly (EU mums 19%)
13% daily**

29% use social networks to contact someone specific weekly (EU mums 49%)
15% daily**

Internet makes managing their lifestyles easier

55% say they are able to choose better products/services since going online
(EU mums 61%)

46% manage finances better
(EU mums 47%)

30% better equip themselves for lifestyle changes
(**36%** mums with 0-4s)
(EU mums 29%)

67% book holidays/make travel arrangements more easily
(EU mums 45%)



17% more able to manage health
(EU mums 28%)

4. Creating a two way relationship with Irish mums

Internet important to Irish digital mums when choosing brands

NET important when choosing a brand

1. Travel tickets 82%
(EU mums 54%)

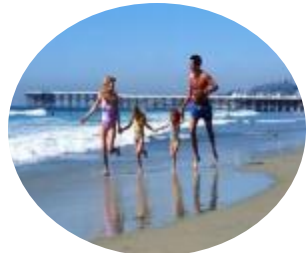
2. Holidays 81%
(EU mums 57%)

3. Insurance 71%
(EU mums 36%)

4. Mobiles/contracts 64%
(EU mums 56%)

5. Cars 59%
(EU mums 51%)

6. Electrical goods 56%
(EU mums 59%)



7. Clothes & accessories 53%
(EU mums 56%)

8. Finance prods/service 49%
(EU mums 41%)

9. Car hire 46%
(EU mums 32%)

10. Toys 41%
(EU mums 42%)

11. Health products 40%
(EU mums 47%)

12. Designer/luxury 35%
(EU mums 28%)

Online brand communication is important to Irish digital mums

58% are inclined to find out more about products they see advertised online
(EU mums 54%)

55% agree the way a brand communicates online is important in influencing their opinion of the brand
(EU mums 48%)

29% are more likely to buy brands they follow on social networking sites
(EU mums 33%)

19% feel more able to follow favourite brands since going online
(EU mums 31%)

61% say they often visit the sites of their favourite brands
(EU mums 48%)



5. Living up to their standards

Irish digital mums are keen online shoppers

Irish digital mums do
21% of their
shopping online
(EU mums 21%)

Irish digital mums do more online shopping than their EU counterparts

66% are mostly responsible
for online shopping in the HH
(EU mums 50%)

98% have researched
products online
(EU mums 98%)

94% have made online
purchases
(EU mums 89%)

Spend on average **607**
euros in 6 months
(EU mums 542 euros)

Average of **15** online
purchases in 6 months
(EU mums 17)

6. Irish mums connect via mobile phones



Irish mums are more likely to have a mobile phone with internet access (91% vs EU mums 73%)

56% of Irish mums own a smartphone (EU mums 50%)
Increases to 62% of mums with kids 0-4



Irish mums use mobiles for a variety of internet activities

51% use a personal social network (EU mums 44%)

47% send and receive emails (EU mums 53%)

38% use mobile search engines (EU mums 50%)

38% use mobile instant messenger (EU mums 37%)

35% download/play games (EU mums 41%)

34% download or use a mobile app (EU mums 50%)

32% download/listen to music (EU mums 48%)

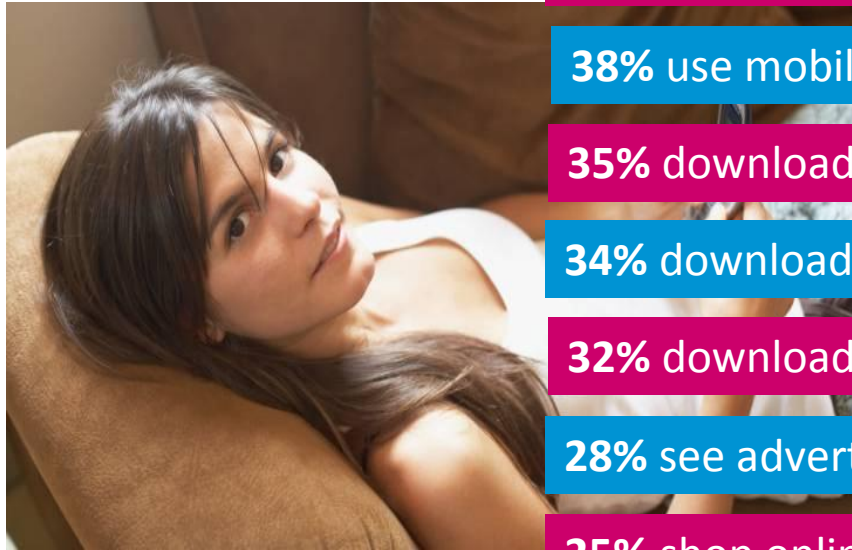
28% see advertising through site/app (EU mums 31%)

25% shop online via an app (EU mums 15%)

24% shop online via web browser (EU mums 21%)

23% watch film, TV, video clips (EU mums 31%)

17% make a video call (EU mums 29%)



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