



**For Immediate Release**

**Working Moms are Ripe for Mobile Marketing  
Spending 21% More than National Average on Cellular Phone Bills Monthly;  
More Likely to Download Content to Cell Phone**

NEW YORK (September 24, 2009) – Working Moms\* are among the country’s highest spenders on cellular phone services, spending 21% more than the average cellular user on their wireless bills monthly. The average cellular bill for Working Moms is \$94, versus \$78 for all cell phone users. Further, they avidly use their mobile phone to download content. Working Moms are 42% more likely than the average cellular user to download content to their phone. These are just some of the findings in a complimentary report from Scarborough profiling the Working Mother, available for download at [www.scarborough.com/freestudies.php](http://www.scarborough.com/freestudies.php). The data analysis examined the distinctive consumer patterns and marketing appeal of women who work full-time and have one or more children at home, and the free study includes information on their shopping habits, media patterns, demographics and lifestyles.

“The Working Mother is the gatekeeper for purchases related to clothing, feeding and making a home for her family. Her high spending on cellular services together with her propensity to download content via her cell phone imply that mobile marketing could be an important platform for reaching her with product announcements, offers and other promotions,” said Howard Goldberg, senior vice president of agency services, Scarborough Research.

Marketers of cellular products have a particularly important consumer target in the Working Mom. Not only is this group sizable - accounting for nine percent of the U.S. adult population (21.6 million adults) and 11% of all cellular users – but they also are more likely to utilize certain cellular features such as texting and downloading. Further, Working Moms are 14% more likely than other cellular users to plan to switch wireless carriers during the next year, which suggests that providers need to further establish brand loyalty within this group.

In terms of what contributes to their cellular usage, time spent in the car may be a factor. Working Moms are nine percent more likely than the average adult to have driven 1,000 or more miles during the past month.

The complimentary study from Scarborough Research, "Shopping Insights on Today's Working Mom," is available for download at [www.scarborough.com/freestudies.php](http://www.scarborough.com/freestudies.php), and it covers select shopping, media and lifestyle information from Scarborough.

\* Working Moms are women who are employed full time and have one or more children in the household.

#### **About Scarborough Research**

Scarborough Research ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).

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