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MUMS & MEDIA

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a local view



MUMS  LOCAL



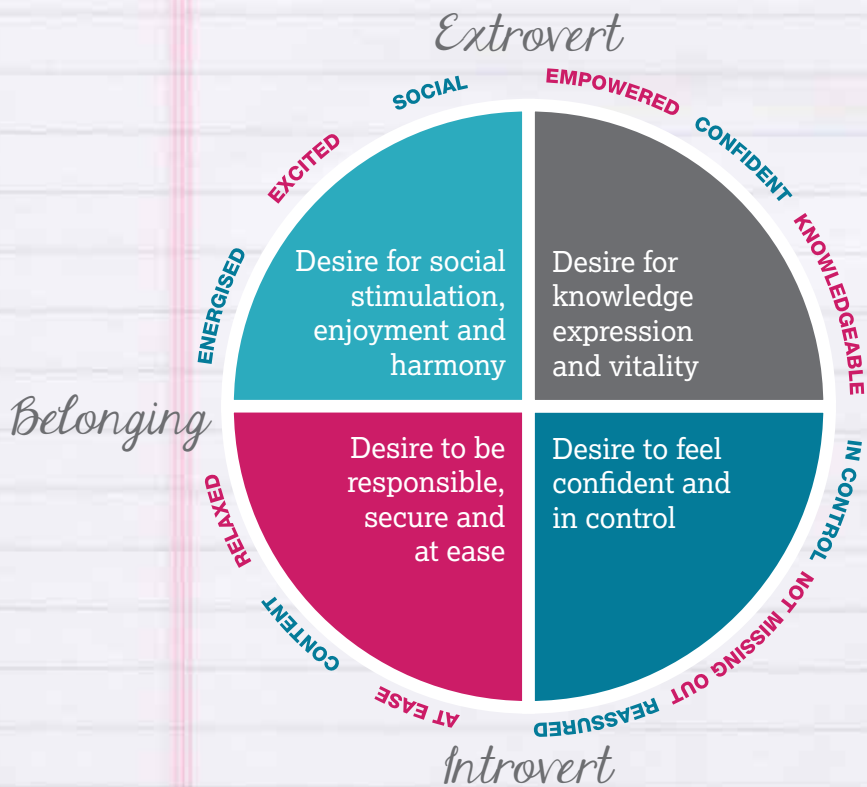
UNDERSTANDING MUMS

Mums are a powerful consumer group and a significant audience segment of our News Community newspaper readership- 80% of local mums read their local paper over a month.*

To provide insight into the relationship mums have with their local paper and media generally, we explored the emotional drivers of their media choices. The research utilised needs state theory to explore the emotions mums are feeling when they use different media, the 'why' behind the 'what' she is consuming.

We began by interviewing mums and identifying a range of universal emotional needs they experience when they are using media, then quantified these findings using a representative sample of 1028 mums nationally**.

The study shows the emotional needs that local newspapers meet for mums relative to other media; confirming their role as a communications channel for connecting with mums.



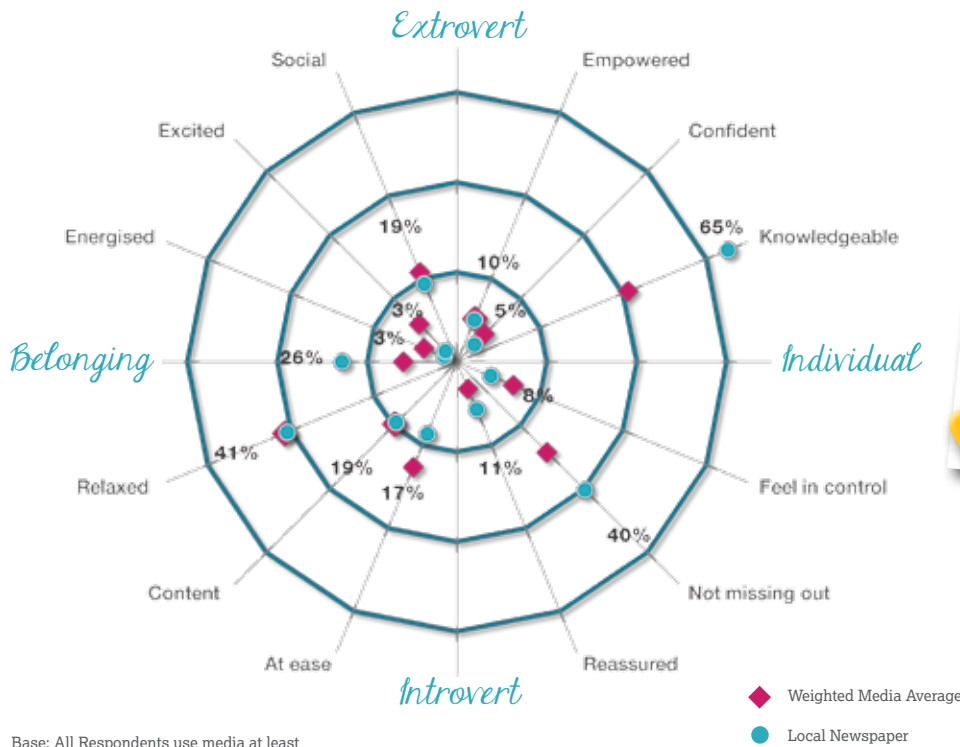
Twelve emotions were used to identify how mums feel in relation to nine core media.



80% of mums agree that they want to know where to find what their family need locally**

** Source: Understanding Mums & Media, Vision Critical Australia October 2012

WHEN MUMS ARE USING MEDIA* THEY FEEL...



Base: All Respondents use media at least weekly. Percentages show scores for local newspapers. All respondents read local newspaper at least weekly (n=629)



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"Is this the right place? Are my kids in the right school? Have I made the right decisions in my life?"

Key emotional needs that drive mums' media usage

- a need for knowledge
- a fear of missing out
- a need for relaxation
- a need to feel social
- the need to belong

The need to feel knowledgeable...

Mums take on a lot of the responsibility for organising and managing the family's home life. So she needs to be knowledgeable and just as importantly, feel knowledgeable. The need for knowledge is the strongest emotion driving mums media use. The best in delivering to this need are newspapers – both local, metro and online news sites. Whilst she needs to be in touch with the world at large, she also needs knowledge close to home and the local paper has a unique role to play in resourcing her life.



"There is security and comfort in knowing what's going on." Local Mum

The need to feel that she is not missing out...

As a parent mums are making decisions every day that shape not only their own lives but their children's lives as well. So mums need to feel that they are making the best decisions and choosing the best options. She wants to ensure that she and most importantly her whole family is not missing out. To help satisfy this need they look to media - social media, online news and local newspapers.

*Media included in this study: Local Newspapers, Metro Newspapers, Online News, Radio, TV, Magazines, Outdoor, Shopping/Searching Online, Online Social Media.

The need for relaxation...

We all need to relax and have down time from our busy lives; mums probably need to relax more than anyone. Media can be a great source of relaxation, offering an escape from everyday pressures. Not surprisingly media most aligned with entertainment rated highest in meeting this need - TV, magazines and radio topped the list. However, mums also indicated that they find the local newspaper a relaxing read, which they read in their down time.



"When I am reading my local paper, it's down time. Relaxed time."

Local Mum

The need for social contact...

Becoming a mum can mean that your time is no longer your own and this means less opportunity to talk and socialise with friends. When they can't socialise in person, mums use social media to help fulfil this need for social contact. Radio also delivers to this need along with magazines, plus her local newspaper is important for her local networks and keeps her finger on the pulse of what's going on locally.

The need to belong ...

To feel a sense of belonging is a universal need and it drives us all to connect with others. Social media is built on this need by enabling easy contact with friends and like minded people. Mums look to social media to keep them connected to friends, whilst the local paper supports their need for belonging in a grass roots local context.

"My community feels to me like an extended family"

Local Mum



"I love to read about the things that touch my life and things to do with the kids."

Local Mum

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Weekend
January 5-6

Sunny
Top temp:
29C

Saturday

ART EXHIBITION
The Palm Beach New Year Open and Boat Carnival is on today bringing clubbies together from across the peninsula. Registration is from 6.30am. Competitors will start from under-13s and go right through to masters. **Details:** 0411 727 242.

LIFESAIVING CARNIVAL
The Newport Arms' beer garden on Kalinya

SATURDAY SUNSETS
The Newport Arms' beer garden on Kalinya

SYDNEY FESTIVAL

What better way to get in the groove on Sydney Festival than with a little bit of dancing? Held at the Domain tonight from 7-11pm, is the Daptone Super Soul Revue - a huge outdoor dance party. Acts will include Sharon Jones & The Dap-Kings, Charles Bradley, Menahan Street Band Budos Band and Sugarman 3. **Details:** sydneyfestival.org.au

Sunday

OCEAN SWIM
Newport is hosting the latest leg of the Pittwater Ocean Series. Hundreds are expected to turn out for the event which is 2km and 800m



Frenchs
Organic Food
are on
Sunday, offering
fresh food to
kickstart your
healthy new year.



HOW MEDIA CONNECT WITH MUMS' NEEDS

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Each media meet the emotional needs of mums' in differing ways and can fulfil complimentary communications roles in connecting with mums.

Local newspapers are unique in that they are the only media that help mums resource their family's life locally.

NEED	MEDIA AVERAGE	PRIMARY MEDIA	MEDIA AVERAGE	SECONDARY MEDIA	MEDIA AVERAGE
KNOWLEDGEABLE	41%	METRO PAPER ONLINE NEWS LOCAL PAPERS	77% 69% 65%	SEARCHING/SHOPPING ONLINE OUTDOOR MAGAZINES	44% 38% 36%
NOT MISSING OUT	28%	SOCIAL MEDIA ONLINE NEWS LOCAL PAPERS METRO PAPERS	49% 45% 40% 31%	RADIO SEARCHING/SHOPPING ONLINE TV MAGAZINES	22% 20% 19% 19%
RELAXED	42%	TV MAGAZINES RADIO	86% 74% 60%	LOCAL PAPERS METRO PAPERS SOCIAL MEDIA	41% 33% 33%
SOCIAL	22%	SOCIAL MEDIA RADIO	69% 28%	MAGAZINES LOCAL PAPERS	20% 19%
BELONGING	12%	SOCIAL MEDIA LOCAL PAPERS	41% 26%	RADIO	13%



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onions and garlic
milk
multi-grain bread
broccoli and asparagus
sour cream
pumpkin
chicken drumsticks
salmon pieces
tissues
toilet paper
washing powder

passata
spaghetti
tea bags
sugar
honey
ice cream (maybe)
stock
juice
potatoes

ENGAGING MUMS

What else are mums doing when they are...

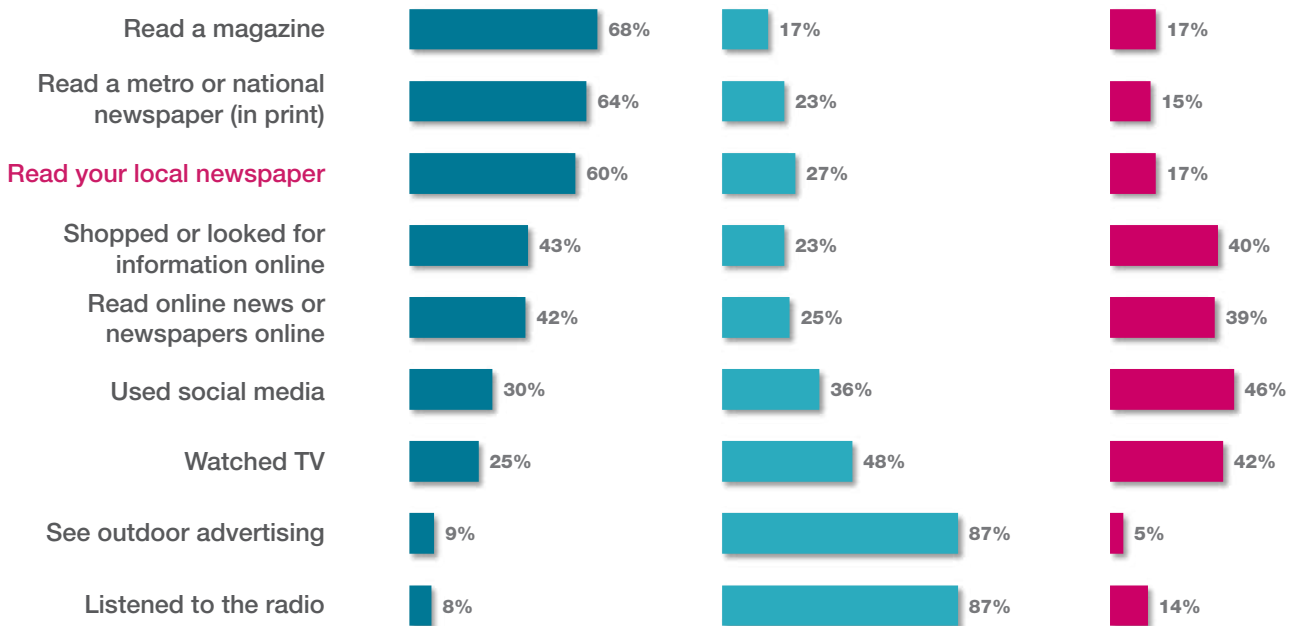


Print media is consumed with the highest focus

Nothing else, just focusing on that media

Doing another activity at the same time

Using Some Other Kind of Media



Mums lead busy lives so they are big multi taskers and this applies to media as well. Reading is a focused activity and they told us that they are most likely to solely be doing this activity when reading magazines, metro papers and their local newspaper.

They are often busy tending to their children's needs so that TV, radio and outdoor in particular are often background media.

In terms of using multiple media at the one time, online media and watching TV are the media most likely to be done whilst using another media.

STUDY METHODOLOGY

Understanding Mums & Media, Vision Critical Australia, October 2012

Phase 1 - Qualitative Interviews

In person interviews to understand how Mums use various media throughout their day and to scope out the range of emotions mums experience when using media.

48% from external sample, primarily light or non local newspaper readers with a booster sample on newspaper readers in age categories under-represented by the Know the Locals Panel.

not working) and local newspaper readership (once per week or more often, 1-3 times per month, less often or never)

Interviews collected between October 8, 2012 and October 18, 2012

Phase 2 - Quantitative

Online survey of 1028 mums. 52% from the Know the Locals Panel, all local newspaper readers.

Data is weighted to be representative of Australian Mums on age (18-29, 30-39, 40+), working status (working,

MUMS ♥ LOCAL



Her local paper is the media that helps her support her family's everyday, local needs.

79% of mums agree that their local newspaper helps them get the most out of where they live.

Feeling connected to their community

For most mums, feeling connected to their local community means:

- Knowing where to find what their family needs locally **80%**
- Feeling safe in their local community **80%**
- Knowing what opportunities are available for their family locally **72%**
- Knowing people in their local neighbourhood **67%**
- Knowing where to find the best prices available locally **66%**

Getting the most out of where they live...

They love to read about:

- Local events **96%**
- Local shopping **96%**
- Local specials **95%**
- Local crime **91%**
- Savings coupons they can use locally **90%**
- Health & Fitness **89%**
- Food & Cooking **88%**
- Local people **87%**
- Local restaurants and cafes **84%**
- Local schools **81%**

75% of mums agree it is important for mums to know what is going on in their family's local community.

64% say it's important to them to feel connected to their local community.

Two out of three mums do most of their living locally.

NATIONAL SALES CONTACTS



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