# Working vs. Stay at Home Mamas Media Habits

THEMANAGEMENTPERSPERCTIVE
by Shenoun Abdulkhair Group

There are

**4.483.000** urban women

**2.603.000** (58%) are aged 18-49

**992.000** (38%) of them have kids

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**62%**
**624.000**
have kids <14 y.o. and work

**27%**
**368 000**
have kids <14 y.o. and don't work

**9%**
of both Working Moms and Stay-at-Home Moms are main shopper in their household

38% of urban women aged 18-49 are mothers. Almost all of them are main shoppers in their household. It is very unusual for Romanian women to have more than two children. While the majority of the working mothers have 1 child, stay-at-home mothers tend to have 2 children.

Just 47% of stay-at home moms have kids up to 2 years old, being in maternity leave for the majority of them, staying at home is a long term choice.

## No. of kids

## Child's Age

Mothers are similarly represented in both age segments: 18-34 and 35-49, sustained probably by the steady increasing age when women have their first child.

Mothers of 35 or older tend to be more active professionally, most probably benefiting from prefer-ential stability or working on their careers.

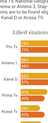
Stay-at-home mothers overcome those that work up to age 29.

When reaching 30 years and after, the number of working mothers increase with every year that goes by reaching a steady proportion of 75% after the age of 40.

## Working Moms vs Stay at Home Moms

Working moms are more likely to be well educated, with university degree, living in a M1 with medium income and are employed in 54% of the cases being the main income earner in the household.

Stay-at-home moms on the other hand are more likely to be married, but also in a uncertified relation-ship, living in a smaller city, belonging to degree; living in small urban, in households with low to medium income.







## Technology

Stay-at-home mothers tend to live in households that are less technologized the phone of the stay-at-home mothers is a simple smartphone possession to E-book readers or professional cameras.




## Media Channels

TV is the main consumed media channel daily, though Stay-at-Home mothers spend in average more time watching it than Working moms.

Radio, newspapers, ads in public transportation (probably while commuting) and the internet are being consumed more by Working mothers, than those staying at home.




## Attitudes towards media chanels

Mothers react differently to information from classical media chanels.

Stay-at-Home moms don't only put more emphasis on the TV as their main source of information, but tend to consider it their main source of fun and build their daily schedule around their favorite shows.

While Working moms find reading a magazine entertaining and tend to read more magazines than their daily ritual. They also consider radio ads or debates for informing and rely more on comments on the inter-net.







## TV

Pro TV and Antena 1 are TV six most watched appeal similar to both moms.

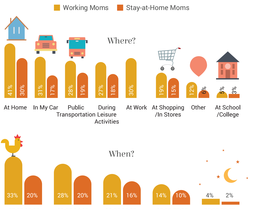
While Working moms tend to watch: Pro Tv, National Geographic, Pro Cinema or Antena 3. Stay-at-home moms tend to watch slightly more on Kanal D or Acasa TV.

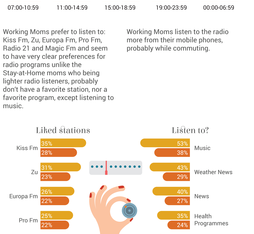
Stay-at-Home moms tend to watch more movies and more relaxed probably by more free time on their hands and the possibility to schedul-ing their daily plan to catch every episode.

# Radio

Working moms are more exposed to radio, being more receptive to ads or debates.

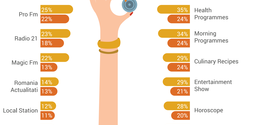
Listening to the radio happens in the morning and the first part of the day for Working Moms, while Stay-at-Home mothers tend to listen less, but constant throughout the day.

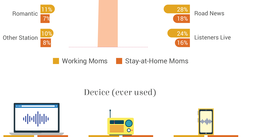


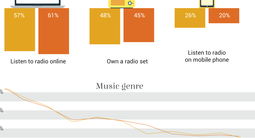




Working Moms prefer to listen to: Kiss Fm, Zu, Europa Fm, Pro Fm, Radio 21 and Magic Fm and seem to have very clear preferences for radio programs unlike the Stay-at-Home moms who being lighter radio listeners, probably don't have a favorite station, nor a favorite program, except listening to music.

Working Moms listen to the radio more from their mobile phones, probably while commuting.



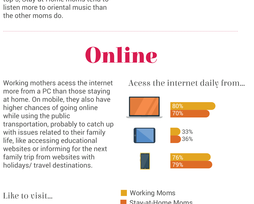



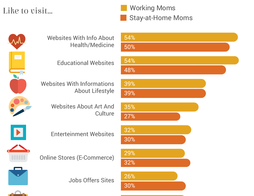

They all like listening to pop, old songs or Latino.
Even though it is not among their top 5, Stay-at-Home moms tend to listen more to oriental music than the other moms do.

Working Moms
Stay-at-Home Moms

# Online

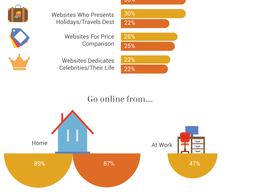
Working mothers acess the internet more from a PC than those staying at home. On mobile, they also have higher chances of going online while using the public transportation, probably to catch up with issues related to their family life, like accessing educational websites or informing for the next family trip from websites with holidays/ travel destinations.




The Internet helps Working moms keep up with the news, perform rapid searches or stay connected with the close ones – her family, her colleagues, her friends.

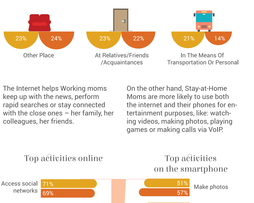
On the other hand, Stay-at-Home Moms are more likely to use both the internet and their phones for entertainment purposes, like: watching videos, making photos, playing games or making calls via VoIP.

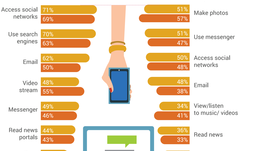



# Magazines

Even if they have different reading availability, both Stay-at-Home and Working Moms show similar interests, majority polarizing around family well being (nourishment, health, children education).

The difference is in the amount of read titles: Stay at Home Moms are mainly consuming weekly magazines, from where they extract all necessary info, while Working Moms are mixing information from multiple types of magazines, relying on several information sources.

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