

A photograph of a woman with dark hair and bangs, wearing a striped shirt, sitting on the floor and looking at a tablet held by a young boy with glasses. A young girl with curly hair, wearing a denim jacket, stands next to them, also looking at the tablet. They are in a room with a wooden chair and a blue patterned blanket in the background.

Modern Moms on YouTube Are Finding Their Own Way to Parent

Written by
Kate Stanford

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Did you know moms watch YouTube more for "me" time than "we" time? In honor of Mother's Day, we're looking at all the ways #AllTheMoms watch online video. Here are six trends among moms on YouTube according to new research commissioned by Google in partnership with Ipsos Connect.

think with **Google**

Happy Mother's Day
to #AllTheMoms



Motherhood is a unifying force. Though moms' favorite videos are as diverse as they are, moms on YouTube are united in their top three reasons for tuning in: Their #1 reason for watching YouTube is entertainment, followed by learning, and then co-watching with their kids.¹ Here are six consumer insights to help you get to know [#AllTheMoms on YouTube](#):

1. Moms are more likely to be mobile

Moms are significantly more likely than dads to use smartphones.² Cricket Wireless earned a spot on the [YouTube Ads Leaderboard](#) last year for winning over tech-savvy moms in a movement for #PhotoMombing:

PhotoMombing!
Because Moms Are
the Bomb!



2. Mom time on YouTube is usually "me" time

The #1 reason moms watch YouTube is for their own entertainment or relaxation.³ We all know moms have earned those minutes of "me" time. Clinique taps into that trend in this collaboration with YouTube creator [What'sUpMoms](#):

Am I Getting OLD?!!
(Funny Clinique Ad)



3. Moms want guidance—video guidance

Moms' #2 reason to watch YouTube is for tips: Seven in 10 moms come to YouTube for parental guidance.⁴ And the majority of moms seeking answers—from the mundane to the major—turn to online video to find them.⁵ When there's a spike in "[prom hair](#)" interest on YouTube, creators like [Cute Girls Hairstyles](#) are ready with a family-friendly tutorial:

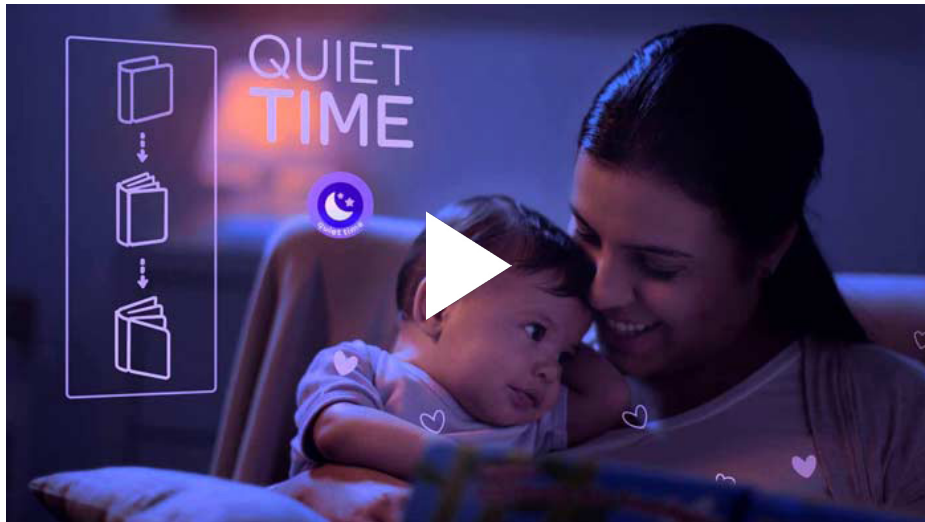


3 Prom Hairstyles | Updo
| Cute Girls Hairstyles

4. They're open to parenting guidance from brands

Over 70% of moms are open to videos by brands or companies on YouTube when seeking guidance across parenting topics.⁶ And they're finding branded videos: More than half of moms who turned to YouTube videos for guidance on parenting topics watched videos made by brands or companies.⁷ [Johnson's Baby](#) is a great example of a brand that was there in a moment of need, with step-by-step tutorials for putting baby to sleep:

How To Get Baby To
Sleep with a Bedtime
Routine | JOHNSONS®



5. Moms watch YouTube to connect with their best friends

Seven in 10 moms say they consider their child one of their best friends.⁸ After seeking entertainment and tips, moms' #3 reason for watching YouTube is to co-watch with their children—their besties.⁹ Hasbro created an original YouTube series called "[Hanazuki](#)" with the idea that parents and kids would watch together. The show implies it's OK to have and explore different moods and feelings, which can spark healthy conversation between parents and kids:

Hanazuki - Season 1
Trailer



6. Moms pursue their personal passions on YouTube

From rock climbing to baking, moms pursue their personal passions on YouTube. But they're significantly less likely than dads to say they've continued to do so since having children.¹⁰ Meet Jenny from the [Missouri Star Quilt Company](#), a mother and a grandmother who found a way to make her passion into her profession by creating YouTube tutorials:

Missouri Star Quilt Co.
uses YouTube and
Video Ads to grow their
business



See how other brands celebrate the uniqueness of modern moms with this playlist: [Ads That Recognize #AllTheMoms](#).

Kate Stanford

Director of YouTube Advertiser Marketing, Google



Sources

1-4,6-10 Google/Ipsos Connect, U.S., "Human Stories: Gen X and Millennial Parents," n=1,242 females aged 18–54 who go online at least monthly, with children 18 years or younger living in their household; n=813 males aged 18–54 who go online at least monthly, with children 18 years or younger living in their household, Sept. 2016.

5 Google/TNS, Moms audience study, Apr. 2015.