

A close-up photograph of a woman with dark hair kissing a young child on the cheek. The woman is wearing a light-colored, possibly white, top. The child is also wearing a light-colored top. The background is blurred, showing what appears to be a colorful patterned surface.

# Moms Turn to Online Video: The Opportunity for Brands

**You**Tube Insights

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Whether they are researching the next family vacation or squeezing in a workout during nap time, today's moms are turning to YouTube in their moments of need. Check out the video below to see how brands are answering those needs, sparking a discussion, or providing a little inspiration in return.

**T**oday's moms aren't so different from their moms, or even their moms' moms. They have many of the same parenting questions, and they experience similar joys—watching their children learn new things, for example. But the resources they use to manage the complexities of motherhood have changed. Moms still seek advice and a broad range of opinions, but they're often turning to the web to do so.

To better understand the role of the internet in moms' lives, we partnered with TNS to survey 1,500 women ages 18–54 who watch videos online and have kids under the age of 18. Results showed that 83% of those moms search for answers to their questions online.<sup>1</sup> And of those, three in five moms use *online* video to answer those questions.<sup>1</sup>

When moms have those [I-want-to-know, I-want-to-go, I-want-to-buy, I-want-to-do moments](#), they often turn to YouTube. So much so that moms say they visit YouTube more than any other site or app for online video.<sup>2</sup> Whether to research the next family vacation, get in a quick workout during nap time, decide which tablet is the best option for the kids to share, offer homework help with the fractions lesson, or learn how to set up the new printer for her own small business, Mom turns to YouTube in her moments of need, no matter how big or small.

With Mother's Day fast approaching, we want to celebrate moms and all they do. Check out the video below to see how Mom is turning to YouTube in her moments of need—and how brands are answering her needs, sparking a discussion, or providing a little inspiration in return.



## Sources

1 Google/TNS, Moms Audience Study, April 2015.

2 Google/TNS, Moms Audience Study, April 2015. Question: Which websites or apps do you visit at least once a month to watch videos? Platforms surveyed: YouTube, Netflix, Facebook, Digital stores (e.g Google Play, iTunes, Amazon), Yahoo, Hulu, Instagram, Disney Junior, ABC.com, CBS.com, Nickelodeon.com, Twitter, Cartoon Network, Premium TV sites or apps (e.g HBO, HBO GO, Showtime), FOX.com, NBC.com, Sprout, Vine, Crackle, AOL, Vimeo, other.