

A photograph of a woman with dark hair and bangs, wearing a striped shirt, sitting on the floor and looking at a tablet. A young boy with glasses and a grey and blue shirt is also looking at the tablet. A young girl with curly hair, wearing a denim jacket and a necklace, is sitting next to them, looking at the tablet. They are under a blanket fort made of white and blue fabric. The background shows wooden chairs and a pink blanket.

# Modern Mums on YouTube Are Finding Their Own Way to Parent

**Written by**  
Kate Stanford

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

think with **Google**

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Happy Mother's Day to  
#AllTheMoms



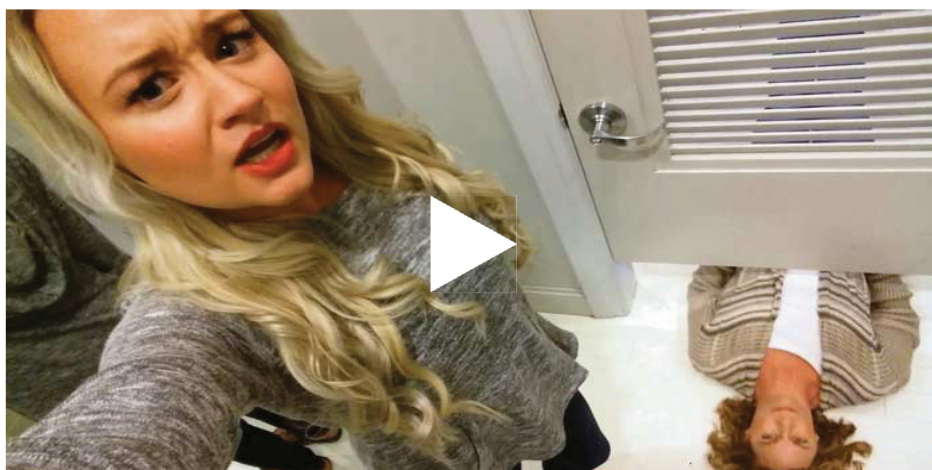
Motherhood is a unifying force. Though mums' favourite videos are as diverse as they are, mums on YouTube are united in their top three reasons for tuning in: Their no.1 reason for watching YouTube is entertainment, followed by learning and then co-watching with their kids.<sup>1</sup> Here are six consumer insights to help you get to know #AllTheMums on YouTube:

## 1. Mums are more likely to be mobile

Mums are significantly more likely than dads to use smartphones.<sup>2</sup> Cricket Wireless earned a spot on the YouTube Ads Leaderboard last year for winning over tech-savvy mums in a movement for #PhotoMombing:

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#PhotoMombing: Because  
Moms Are the Bomb!



## 2. Mum time on YouTube is usually “me” time

The no.1 reason mums watch YouTube is for their own entertainment or relaxation.<sup>3</sup> We all know mums have earned those minutes of “me” time. Clinique taps into that trend in this collaboration with YouTube creator What’sUpMums:

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



## 3. Mums want guidance – video guidance

Mums’ no.2 reason to watch YouTube is for tips: Seven in 10 mums come to YouTube for parental guidance.<sup>4</sup> And the majority of mums seeking answers – from the mundane to the major – turn to online video to find them.<sup>5</sup> When there’s a spike in “prom hair” interest on YouTube, creators like Cute Girls Hairstyles are ready with a family-friendly tutorial:

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3 Prom Hairstyles | Updo |  
Cute Girls Hairstyles



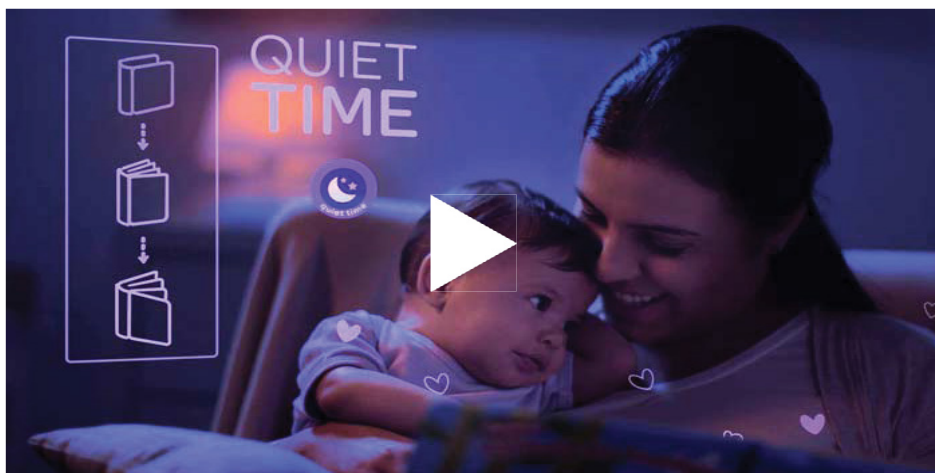


#### 4. They're open to parenting guidance from brands

Over 70% of mums are open to videos by brands or companies on YouTube when seeking guidance across parenting topics.<sup>6</sup> And they're finding branded videos: More than half of mums who turned to YouTube videos for guidance on parenting topics watched videos made by brands or companies.<sup>7</sup> 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:

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

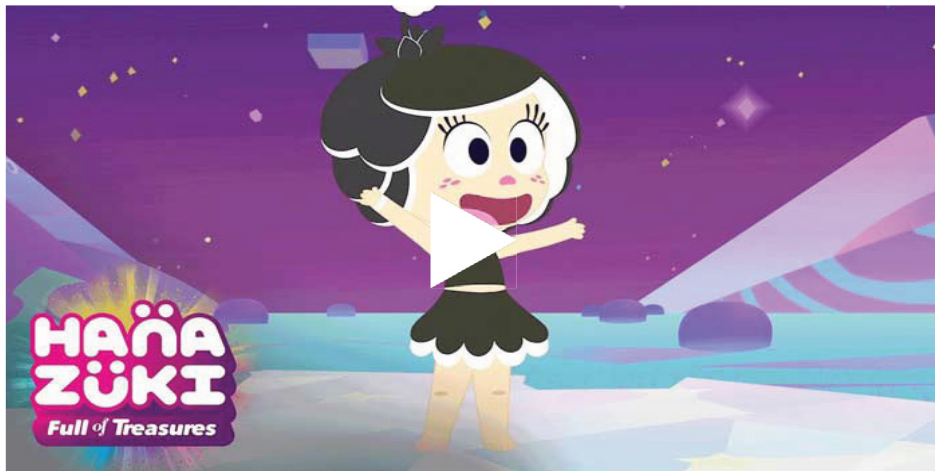


#### 5. Mums watch YouTube to connect with their best friends

Seven in 10 mums say they consider their child one of their best friends.<sup>8</sup> After seeking entertainment and tips, mums' no.3 reason for watching YouTube is to co-watch with their children – their besties.<sup>9</sup> 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:

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Hanazuki - Season 1 Trailer



## 6. Mums pursue their personal passions on YouTube

From rock climbing to baking, mums 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.<sup>10</sup> 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:

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



See how other brands celebrate the uniqueness of modern mums with this playlist: [Ads That Recognise #AllTheMums](#).

## Sources

<sup>1-4, 6-10</sup> Google/Ipsos Connect, US, “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.

<sup>5</sup>Google/TNS, Mums audience study, Apr. 2015.