**Local News, Digital Media Reach Moms Effectively**

Local news is a key way to target moms, who were responsible for 56% of the spending among women aged 18 to 49 in 2016, per Nielsen data. The study also found that mothers were 21% more likely than other women to have downloaded a digital media app in the past month, while 53% of moms visited broadcast media website in an average month, versus 37% of other women.

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[***http://www.broadcastingcable.com/news/local-tv/nielsen-local-news-key-reaching-moms/162875***](http://www.broadcastingcable.com/news/local-tv/nielsen-local-news-key-reaching-moms/162875)

***Image source:***

[***http://f.tqn.com/y/ipod/1/L/W/V/-/-/pregnant-phone-lady-171061672-resized.jpg***](http://f.tqn.com/y/ipod/1/L/W/V/-/-/pregnant-phone-lady-171061672-resized.jpg)