

Uncovering Mum's Online Secrets

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The online habits of Malaysian and Singaporean mothers are not too far apart, according to a new study conducted by Starcom MediaVest Group (SMG) and Microsoft Advertising.

The survey was conducted across eight Asian markets and showed that Malaysia has the highest number of mothers engaging in online social communities for information search across the entire region - Singapore held the second highest spot.

The report was titled "The Secret Online Lives of Asian Moms Uncovered" and aimed to help advertisers better target this specific demographic.

Other findings from the survey revealed Malaysian and Singaporean mothers invested an average of 42.4 hours and 39.8 hours per week respectively on media, out of which 53% (Malaysia) and 54% (Singapore) of the time was spent online.

Malaysian mothers also scored highly (85%) for saying they are able to make better decision with the aid of the internet.

Half of the Malaysian mothers surveyed said they engage in at least 16 online activities weekly such as emails (97%), search engines (87%), search for info on products and services (83%), instant messenger (76%), and social network sites (76%).

The exercise was run in China, India, Hong Kong, Taiwan, Malaysia, Japan, Singapore, and South Korea using in-home interviews as well as online surveys through Microsoft Advertising's digital platforms.

A total of 2,859 Asian mothers between the ages 20 and 49, participated in the survey.

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