



Below is a summary of IPC Weeklies latest digital research – Mums Online, which combines qualitative and quantitative research from the Origin Panel studies; Women's Space 1 and 2, Online Ads and Women's Space Live.

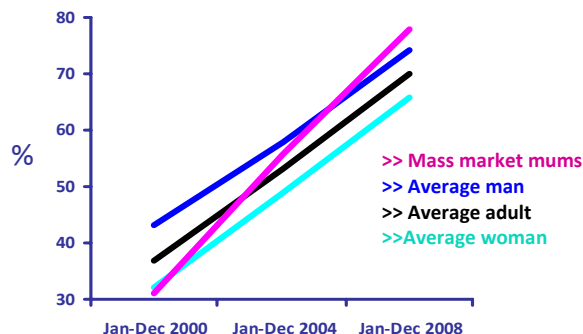
The research digs deep into the digital lives of mass market mums providing an in-depth knowledge of their online activities and how they have grown to become such an important (and previously underestimated) digital audience. 3 key themes covered in the full research are:

1). Mass Market Mums have become a key digital audience:

NRS figures show the numbers of mums online has grown at a phenomenal rate over the past decade from just 31% in 2000 to 78% in 2008, an increase of 151%!

Mass Market Mums have now caught up with and overtaken major demographic groups in terms of internet penetration - now over 10% ahead of the average woman! (66%).

They are now confident and frequent users of the internet with 74% logging on each day and a further 21% most days.



2). Mums are embracing the internet using it for more and more activities:

Mass Market Mums really are using the internet to its full potential - using it for everything from internet shopping (54%) to managing their finances (60%). They are becoming more and more adventurous with many activities showing considerable increases year on year, particularly social networking which has seen a 26% increase from 38% in 2007 to 64% in 2008.

3). How to engage mums with digital advertising

Mums are increasingly open to online ads with 1 in 3 agreeing its part of the online experience. To engage mums with online ads there's four main things to consider; **brand, trust, relevance and creative**.

Mums are most likely to notice online ads for well known / familiar **brands** with 35% saying recognising the brand makes the ad standout. This also rings true for where mums see the ads with almost half saying they're more likely to respond to an ad if it's on a site they know and **trust** – evidence that being featured on a familiar and trusted website provides a halo effect for ad's.

It is essential that ads are **relevant** to them; ads such as health and beauty, clothes and family brands proved to be most popular with mums due to their day to day involvement with those categories. It is also vital that the ads **creative** fits the audience with mums appreciating colour, high quality design and entertainment as well as new information, deals and offers.



The above summary provides just an overview of our Mums Online research. If you would like to see a full version of the study please contact:

Andy Marrs on 020 314 83645 or andrew.marrs@ipcmedia.com