Philippine Digital Moms Survey 2019

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Philippine Digital Moms Survey Results

Overview

The **2019 Philippine Digital Moms Survey** was conducted in September 2019. The objective was to have a better understanding of today's Filipino digital mom, focusing on her media usage and purchasing behavior.

We had a total of **1038 respondents** for this year's study.

Philippine Digital Moms Survey Results

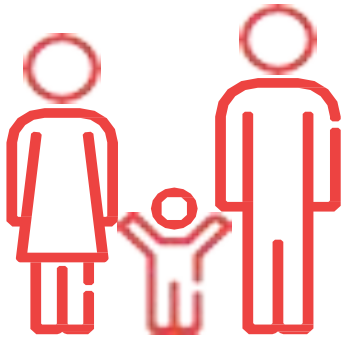
Who is today's Filipino Digital Mom?

21-30 years old

64% Millennial Moms

Number of children

45.13% have 1 child



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Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

65.2%

College graduate

55.73%

SAHM

33.94%

Working full time

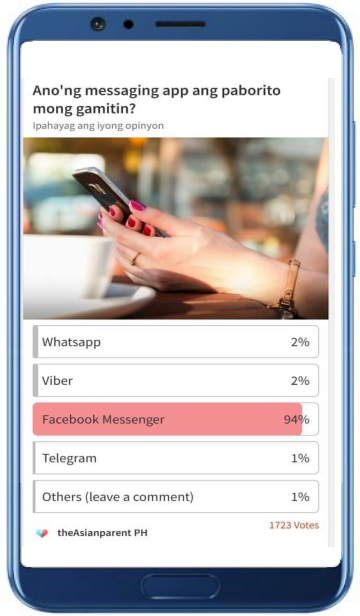
Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Her preferred mode of **communication**

62%
Messaging Apps

38%
SMS/Call



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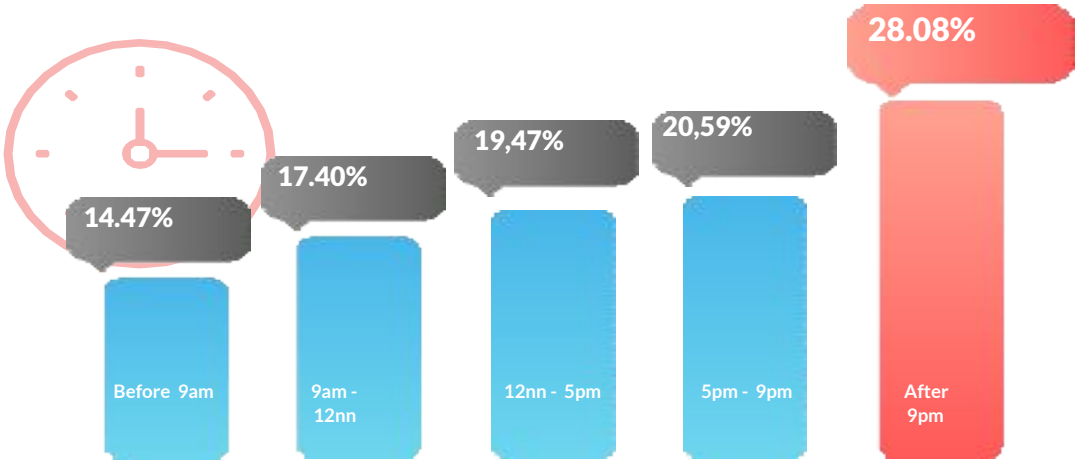
Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

She is online **when kids go to bed**



Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Top 3 online habits of our moms

33% Log into Facebook and other Social Media sites

28% Visit parenting sites

16% Shop online

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Her **daily app visits** include:

33%

31%

27%

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

The report found that for almost a third of the respondents, **Internet consumption or screen time increased by 4 hours in a day**.

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Her shopping habits:

	PHYSICAL STORES	ONLINE
Most of her shopping is done in	57%	43%
Preferred shops for baby essentials	70%	30%

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

She usually **shops online** at:

55%

33%

5%

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Her reasons to **purchase**:

55%
Benefits and use of the product

22%
Promotions and discounts

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Inside her **shopping cart**:

Diapers
(48%)

Clothes
(20%)

Milk
(15%)

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

Her usual **mode of payment**:

75%

7%

5%

Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

88% of moms are th
decision makers
on purchasing baby essentials

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Philippine Digital Moms Survey Results

Who is today's Filipino Digital Mom?

She calls the shots as the
Chief Household Officer (CHO)

Philippine Digital Moms Survey Results
In Summary

Who is today's Filipino Digital Mom?

- She's **young and educated**
- She's a **night owl**
- She's a **social media addict**
- She's an **experiential shopaholic** for baby items
- She is the **CHO**

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