

Moms Search to Shop

Overview

Microsoft recently released data resulting from a usage study targeting "moms," and completed in cooperation with Performics and ROI Research, which showed that of the nearly 1,000 moms surveyed, 89 percent use the Internet at least twice/day, and 90 percent have been using it for more than seven years. 86 percent of respondents said search engines are the most efficient way to find information.

Respondent Demographics

- Respondents are highly educated and affluent
- 46 percent of the moms are employed, with 26 percent employed full-time and 20 percent work part-time
- The majority of respondents are between the ages of 35 and 49
- 60 percent of the respondents have college or higher education
- And about 1/3 of the respondents have HHI of \$100k+
- A third have a single child and 40 percent have two children at home



"... we gained a much better understanding of just how much moms rely on search engines to accomplish a wide range of tasks, literally on a daily basis."

- Stuart Larkins
Vice President
Search for DoubleClick Performic

Key Findings

The data illustrates heavy search engine usage in support of online purchases, offline purchases, coordinating travel and many other planning activities among moms.

- 70 percent use search engines to gather information before making any online purchase.
- 57 percent use search engines to gather information before making any offline purchase.
- 64 percent use search engines to find out where to purchase products offline.
- With regard to purchases made in the eight product categories under study, 92 percent of respondents say search engines were helpful in providing valuable information prior to purchasing, and 79 percent say the same for the offline purchases they made.

"Moms are the key decision makers in purchase of auto, travel, retail and CPG products. However, there is very limited industry data on how they use search engines in the purchase process. The Searcher Moms Study answered the need for insights on search engine usage of this valuable consumer segment and is critical for the development and success of countless marketing campaigns."

- Pavan Lee (Li, Peiwen)
Research Manager, Microsoft

Internet Use

- Respondents spend the most time with the Internet and television. Three-quarters spend one hour or more per day using both the Internet and watching television
- 76 percent spend one hour or more per day using the Internet, and 36 percent spend three or more hours per day
- Respondents are heavy Internet users: 89 percent are online twice a day or more, and over two-thirds (69%) say their average online session lasts 16 minutes or more
- 95 percent have been using the Internet for more than five years
- 97 percent go online once a day or more



Reporting on search behavior, the responses indicate that:



- 86 percent feel that search engines are the best way to find information, and 89 percent always start with the same search engine
- 82 percent will modify and search again if the initial results do not provide what they are looking for, and nearly two-thirds will view multiple results pages before abandoning a search
- 57 percent primarily search using a browser toolbar
- 40 percent say they will try a different search engine if their first search is unsuccessful

In the eight product categories included in the study:
Information prior to purchasing offline specifically

- 72 percent compared prices on consumer packaged goods (72%)
- 71 percent used search engines to find retail locations for consumer packaged goods



"... marketers (advertising to) this audience... should... integrate a well planned Search campaign. Sixty-four percent of women reported using a search engine to gather more information after seeing an advertisement."

- Scott Haiges
President of ROI Research Inc.

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