

2019 Indonesian Digital Mum Survey+



She's the CHO - Chief Household Officer

91%

of Indonesian mums say they are the **primary or co-decision maker** for household

Therefore, she is the **main focus** and **target audience** for brands



71%

 of mums

spend 5 - 10 mio per month for their monthly household expenditures

Who are they?



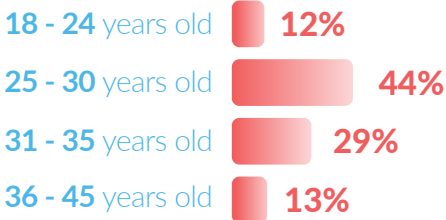
Housewives

Working mums

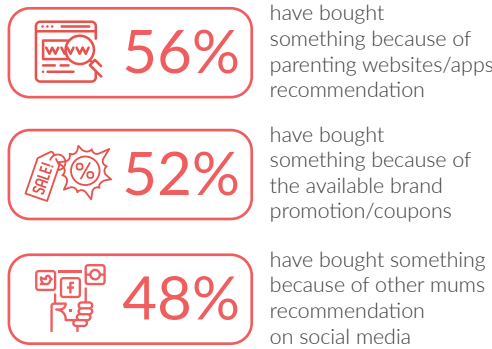
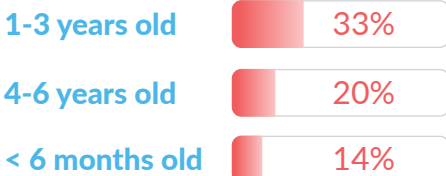
39%

61%

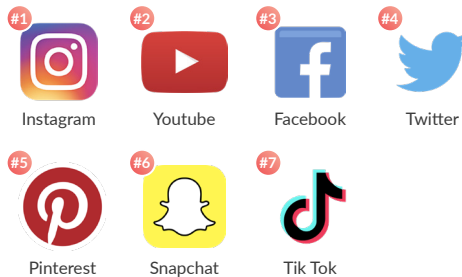
Mum's Age



Child's age



Social media rank



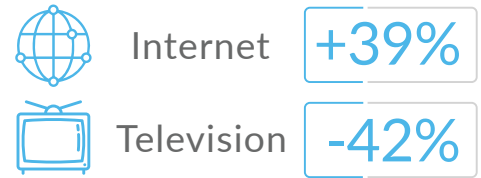
Favourite e-commerce platform*



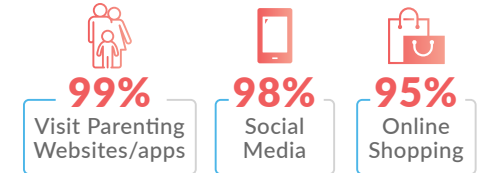
53% of mums do online shopping at least once a week

Internet habits

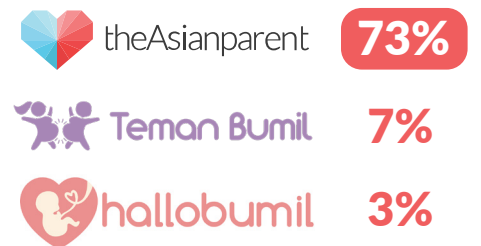
After becoming a mum



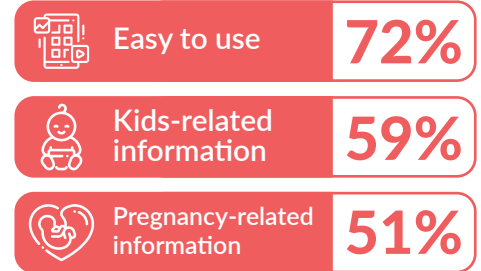
Top 3 activities mums do online*



Favorite parenting apps



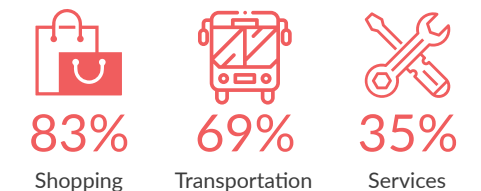
Considerations using parenting apps*



E-money/Digital money most used*



Top 3 activities they use it for*



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*Multiple answer applied