

Mums Lounge

Audience Survey 2022



Average Age:

43

Average people
living in household

4

Average weekly
grocery spend

\$218.61

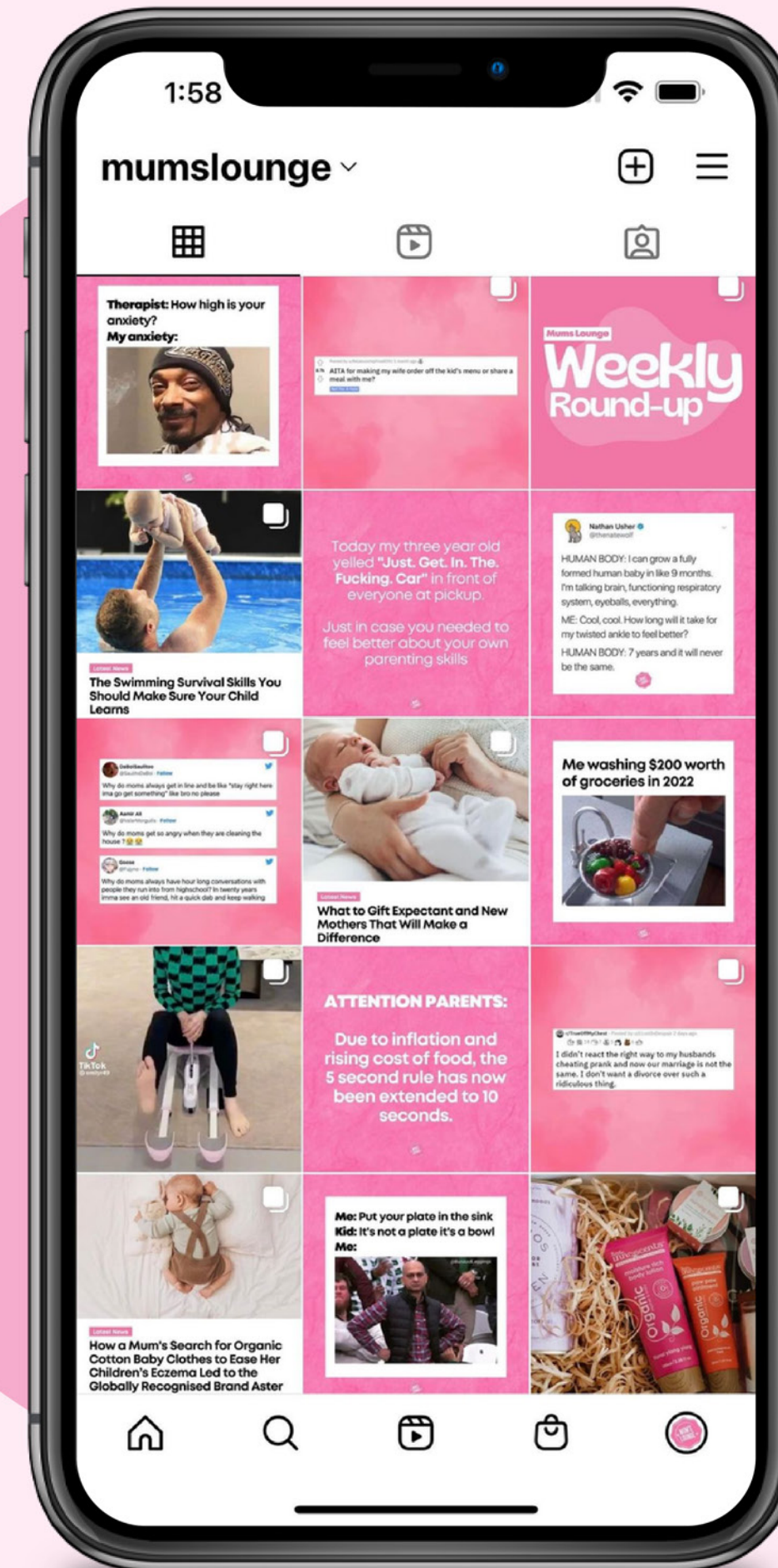
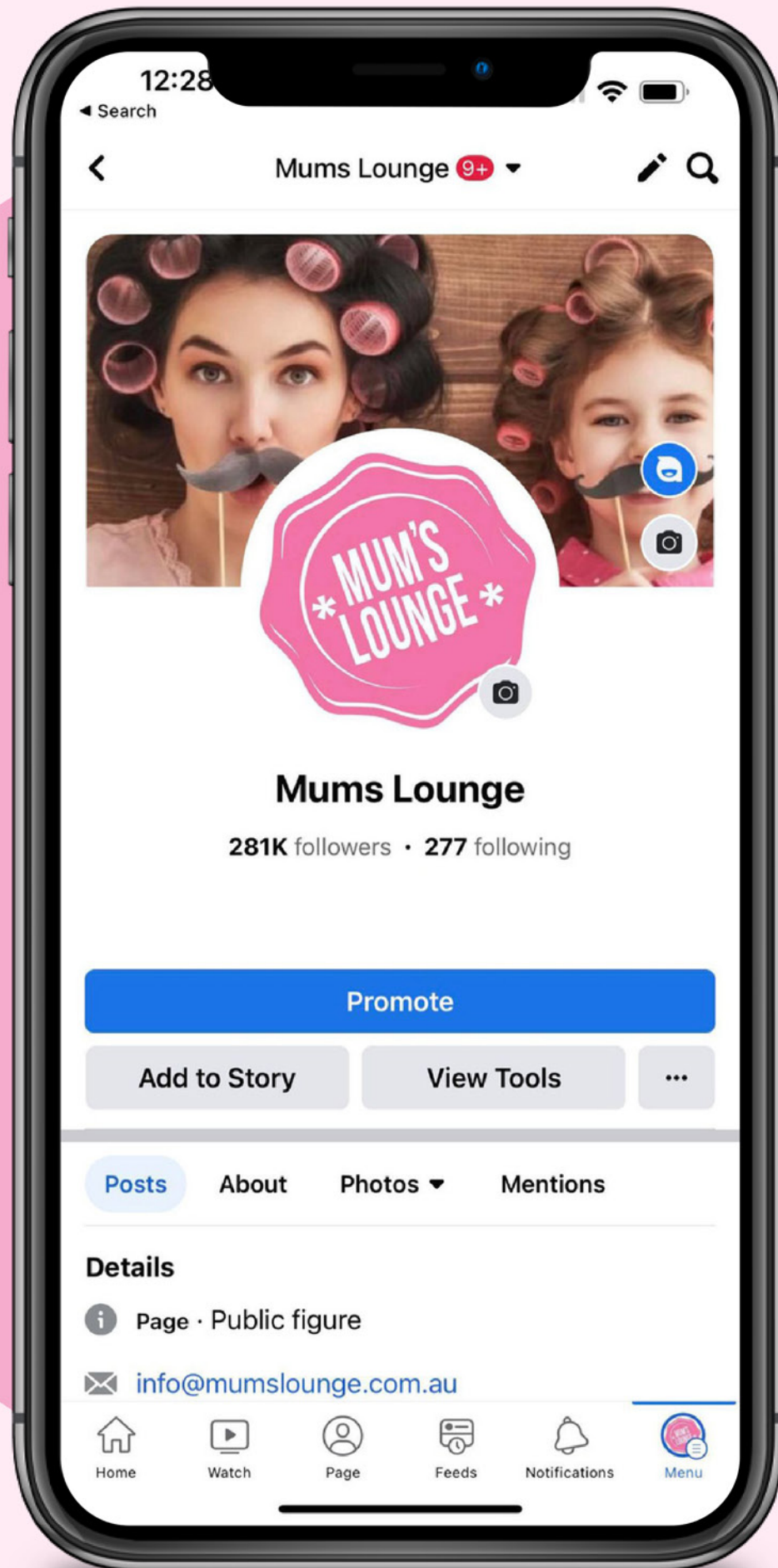
Average weekly
fuel spend

\$58.46

Audience Breakdown

Our key findings surrounding demographic and spending behaviours.

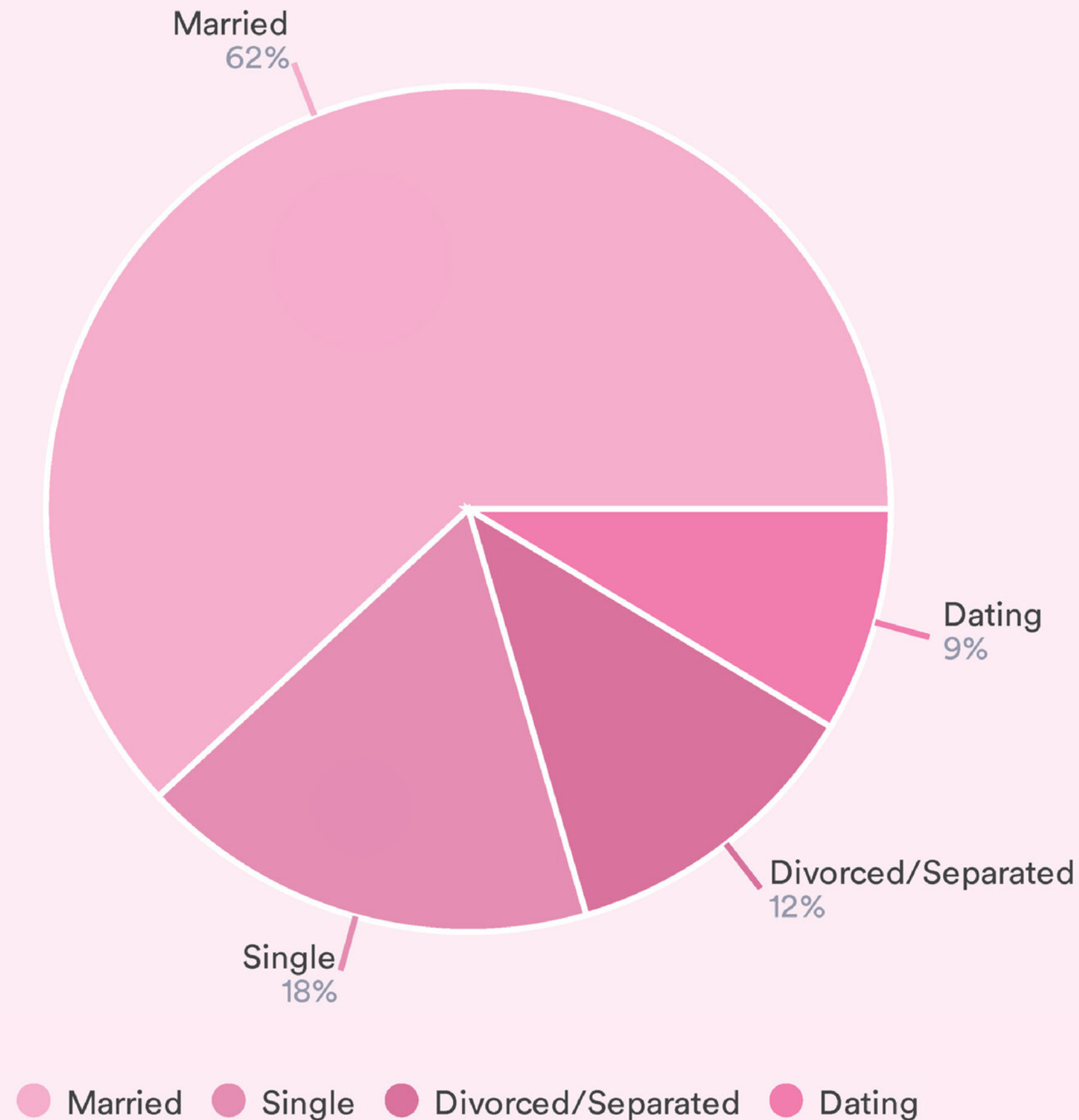
Mum's Lounge was founded 12 years ago, and has maintained a demographic that has aged simultaneously. With a younger demographic targeted via Instagram, 43 remains the average age of a Mum's Lounge audience member, compared to our 2020 survey where the average was 42.



Quick Stats

Relationship Status

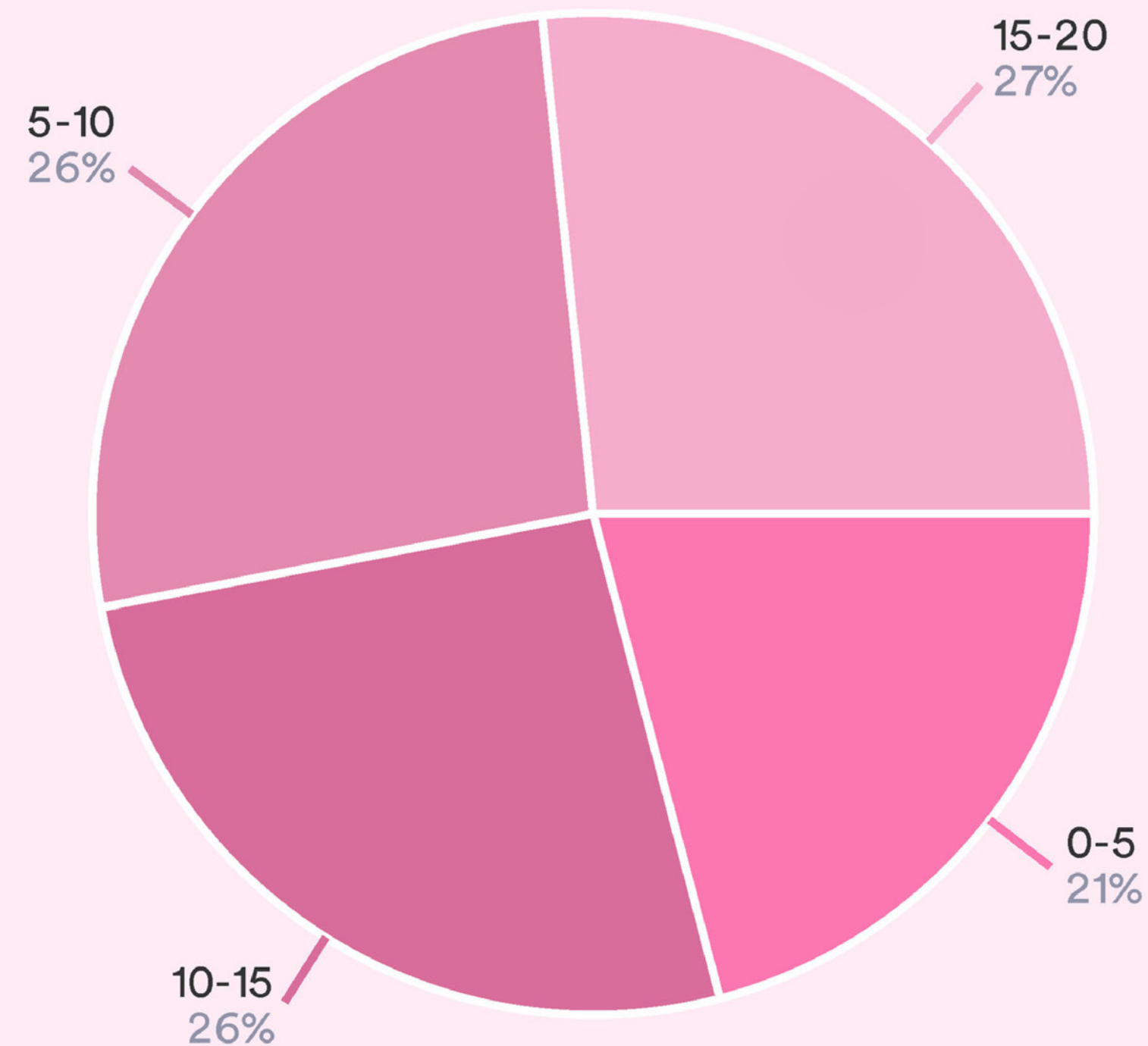
With a wide range of relationships in our Mum's Lounge audience, we're able to speak to unique parenting experiences such as single-parenting, dating and family separation.



Quick Stats

Age of Kids

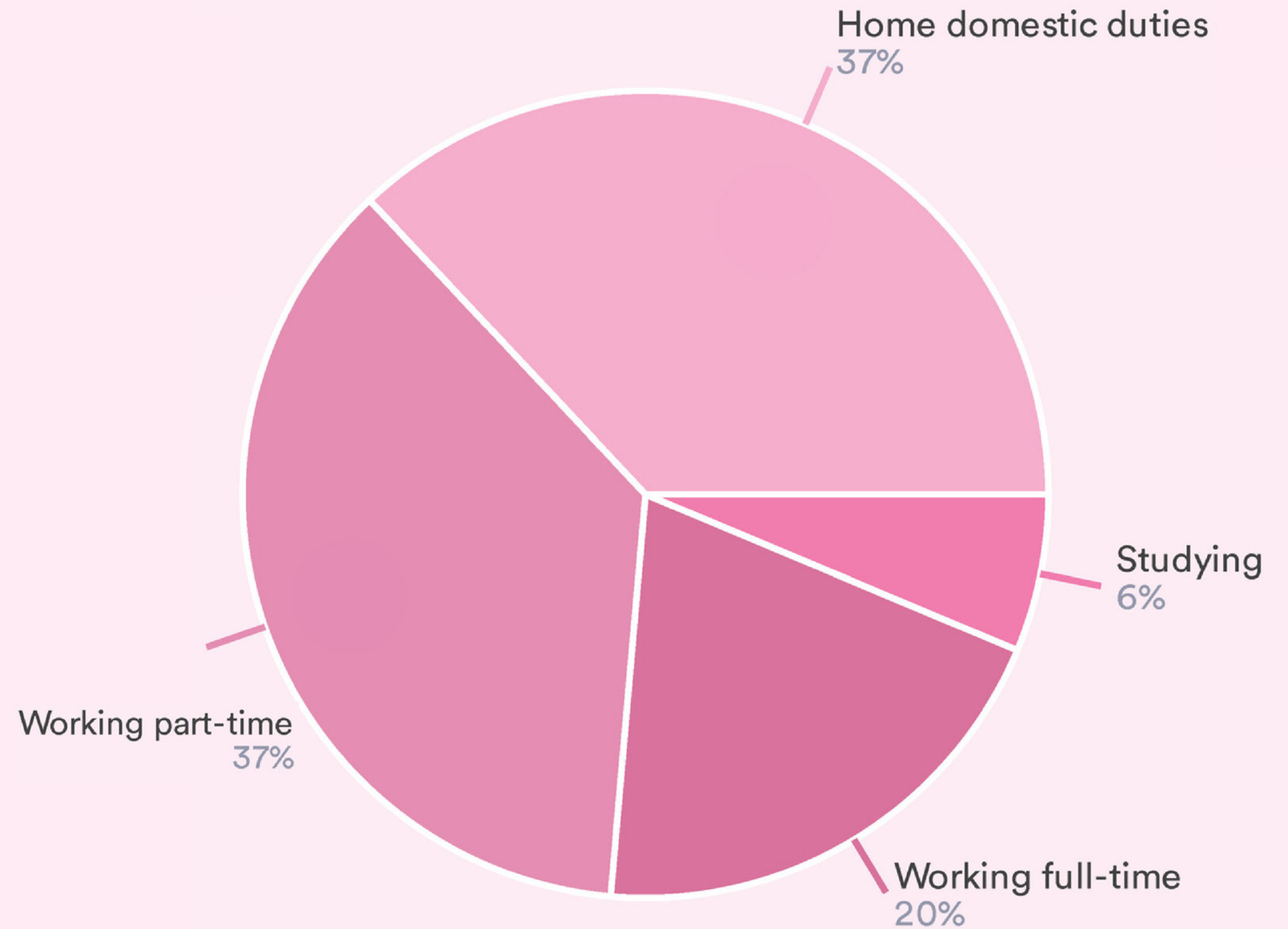
From birth to young adults, Mum's Lounge covers topics pertaining to all stages of parenting.



Quick Stats

Employment Status

Working life for Australian parents is as varied as ever, with flexible working arrangements and workforce interruptions.

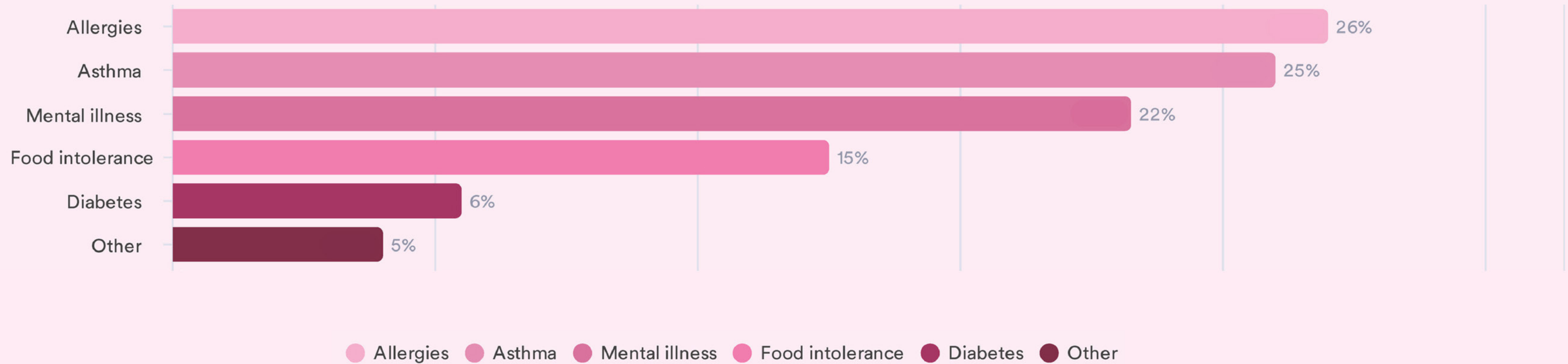


● Home domestic duties (eg. Stay at home parent) ● Working part-time ● Working full-time ● Studying

Quick Stats

Household Illnesses

In 2022, the parenting population is more educated on illness than ever before. With a vast number of our audience experiencing food intolerances within the home, as well as the unsurprising growing rate of mental health challenges in children, parents are highly aware of illness within the home.



Quick Stats

Streaming Services

With Netflix remaining the dominant streaming service among Mum's Lounge readers, most respondents reported subscribing to at least 2 services. Interestingly, Foxtel has dropped from 30% to 7% compared to our 2020 survey.



33%



14%



14%



10%



7%



22%



Mums Lounge Audience Survey 2022

Groceries

A photograph of a woman and a young girl hugging each other. They are lying on a light-colored blanket with a small star pattern. The woman is on the right, wearing a dark headband and a light-colored sweater. The girl is on the left, wearing a light-colored sweater. The image is overlaid with a semi-transparent pink filter.

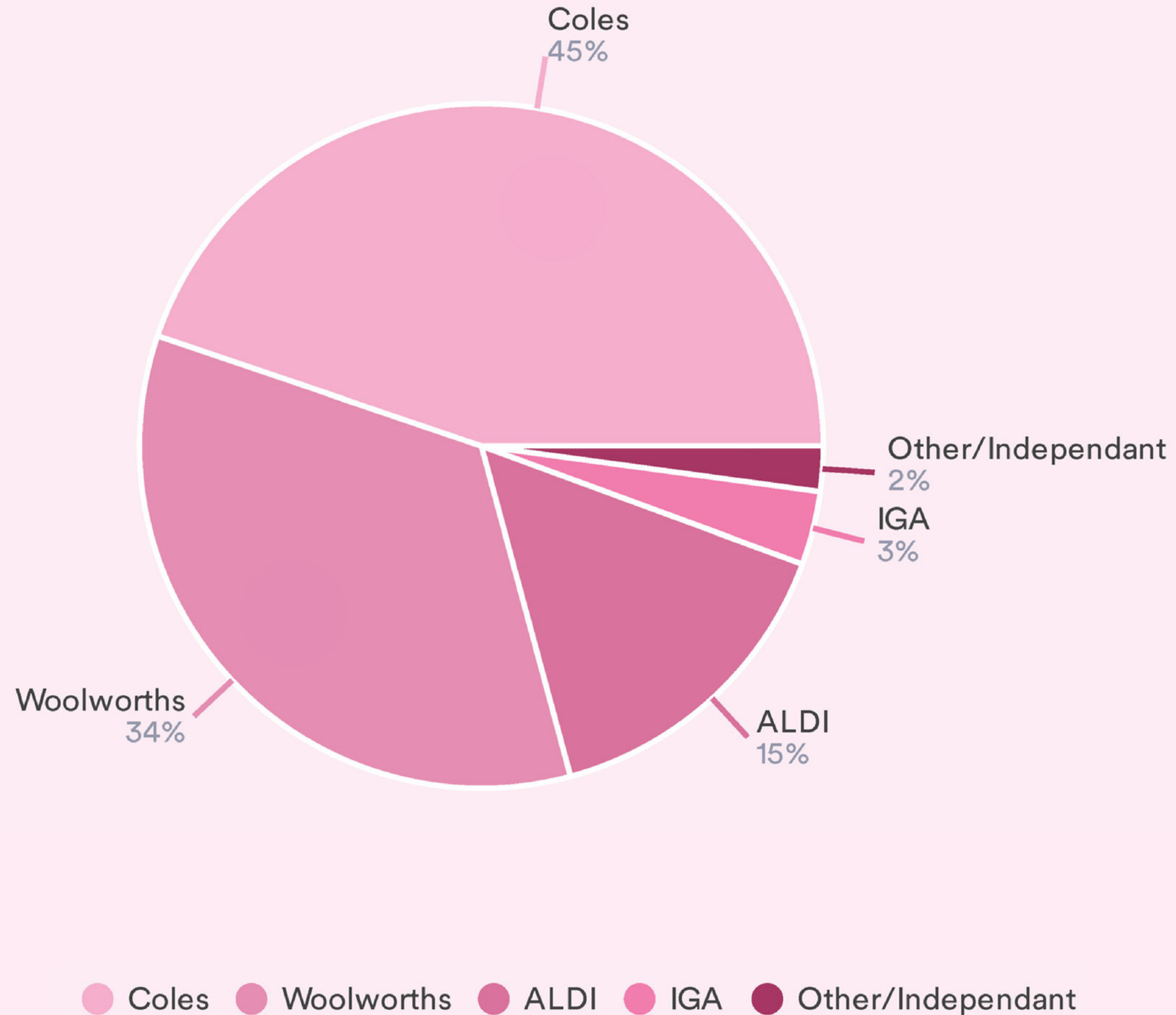
**"The rising cost of groceries has
meant we have to be picky with fresh
produce"**

LISA
Mums Lounge 2022 Survey

Groceries

Preferred Grocery Stores

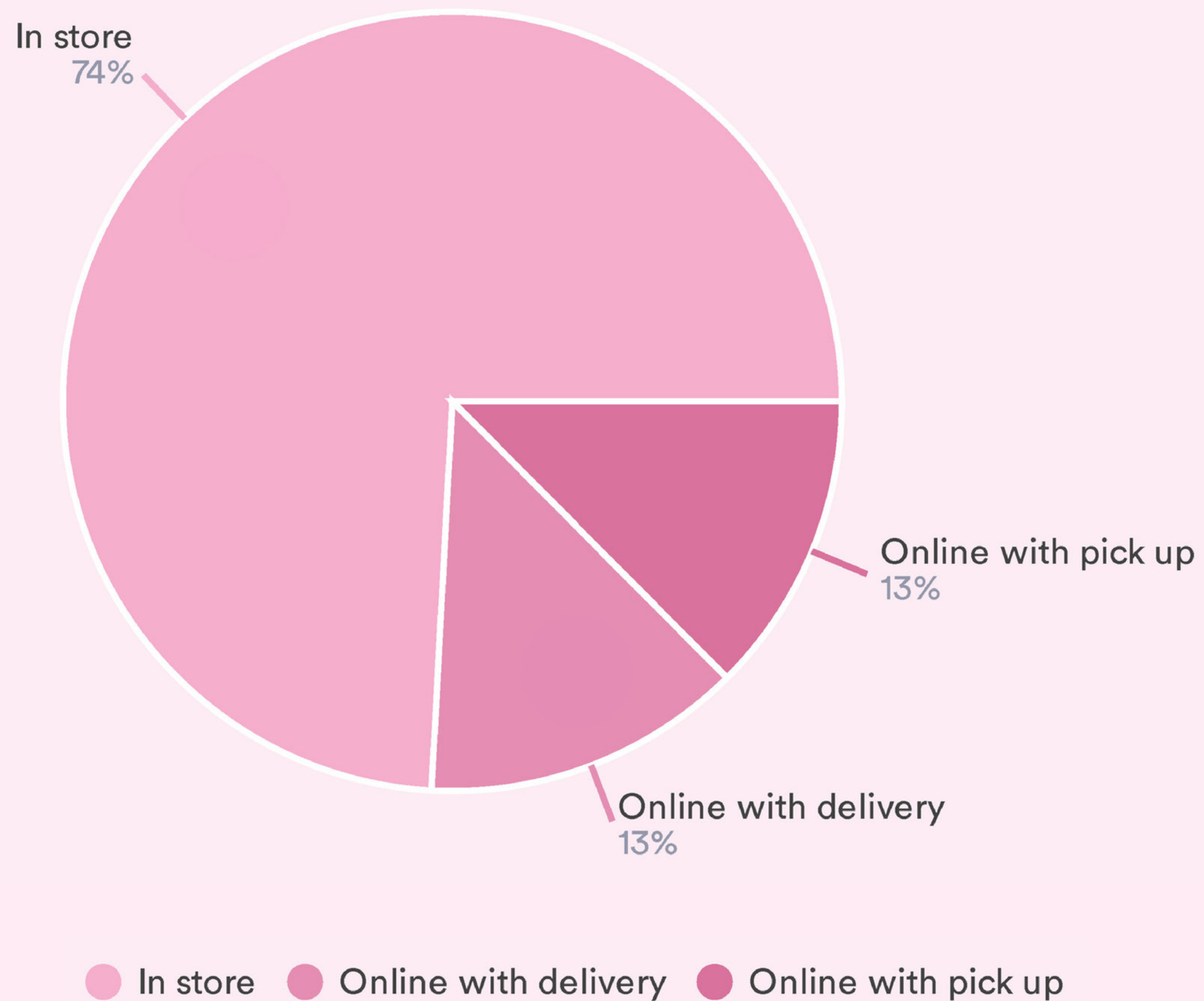
Compared to our 2020 survey, Coles has held strong as #1 pick for the Mum's Lounge audience. However, this lead has dipped by 8%, with Woolworths growing by 8%, with Woolworths growing by 4%. ALDI has also risen by 3%.



Groceries

Preferred Way to Shop

Despite small growth in the newer shopping options available post-COVID, trends indicate that Australian parents still prefer to shop in store.



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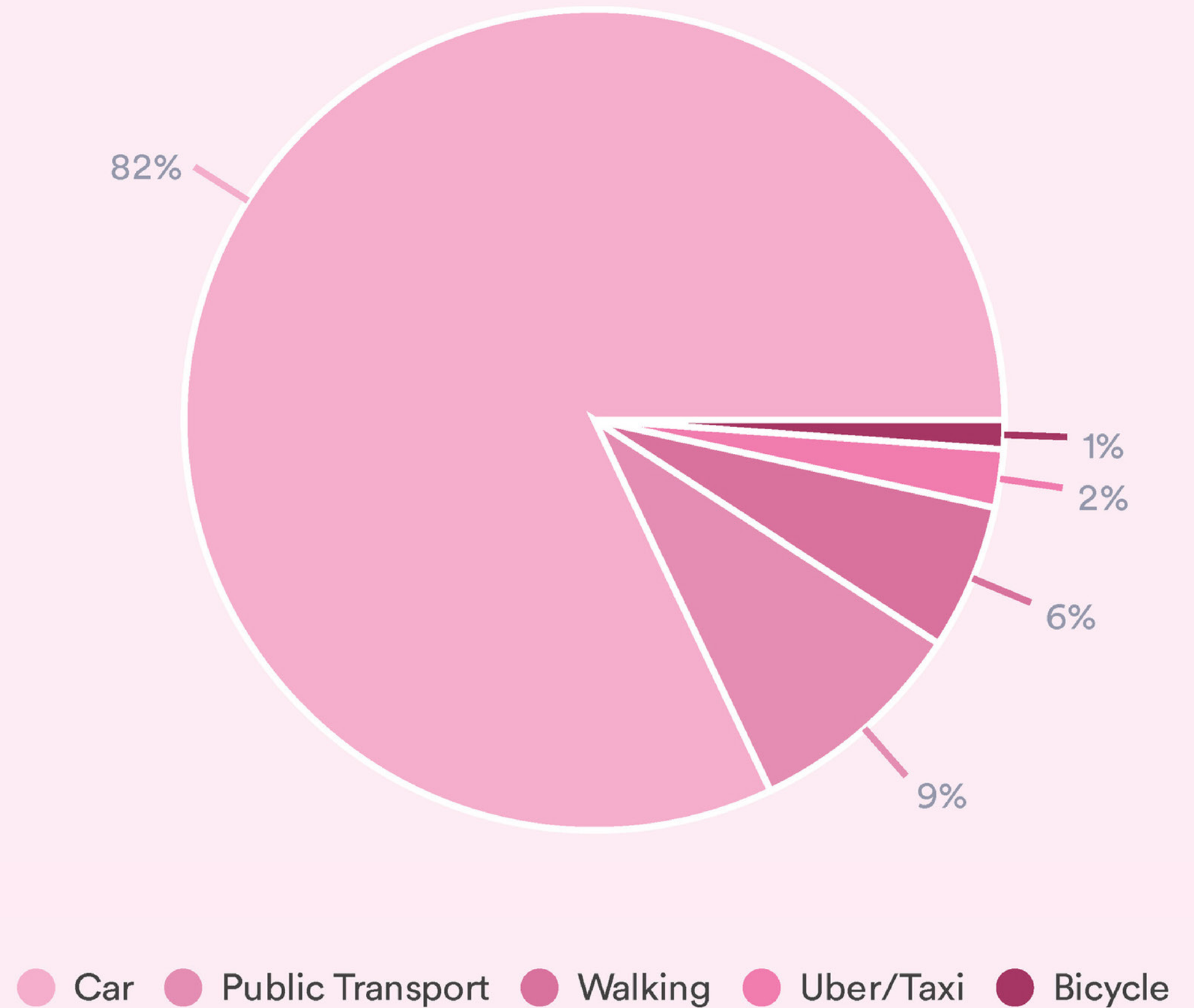
Travel



Travel

Primary Mode of Transport

The growing cost of fuel has impacted many parents' lifestyles, including a small uptick in walking as a means of transport.

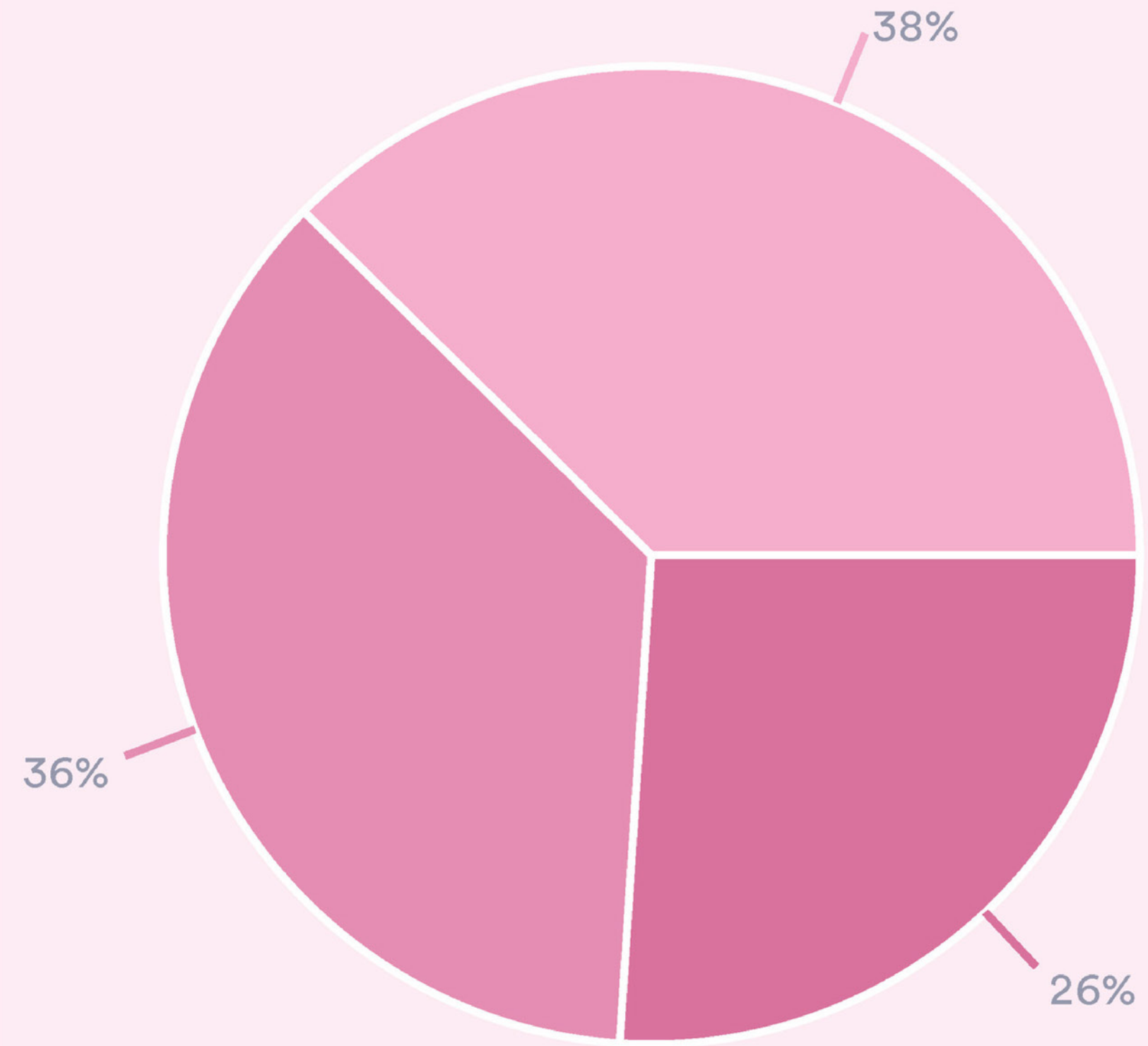


Travel

Interstate Travel Plans

We asked our audience if they were considering interstate travel in the next 12 months.

Respondents were open to the idea of travelling interstate, but remain cautious of border closures and illness.



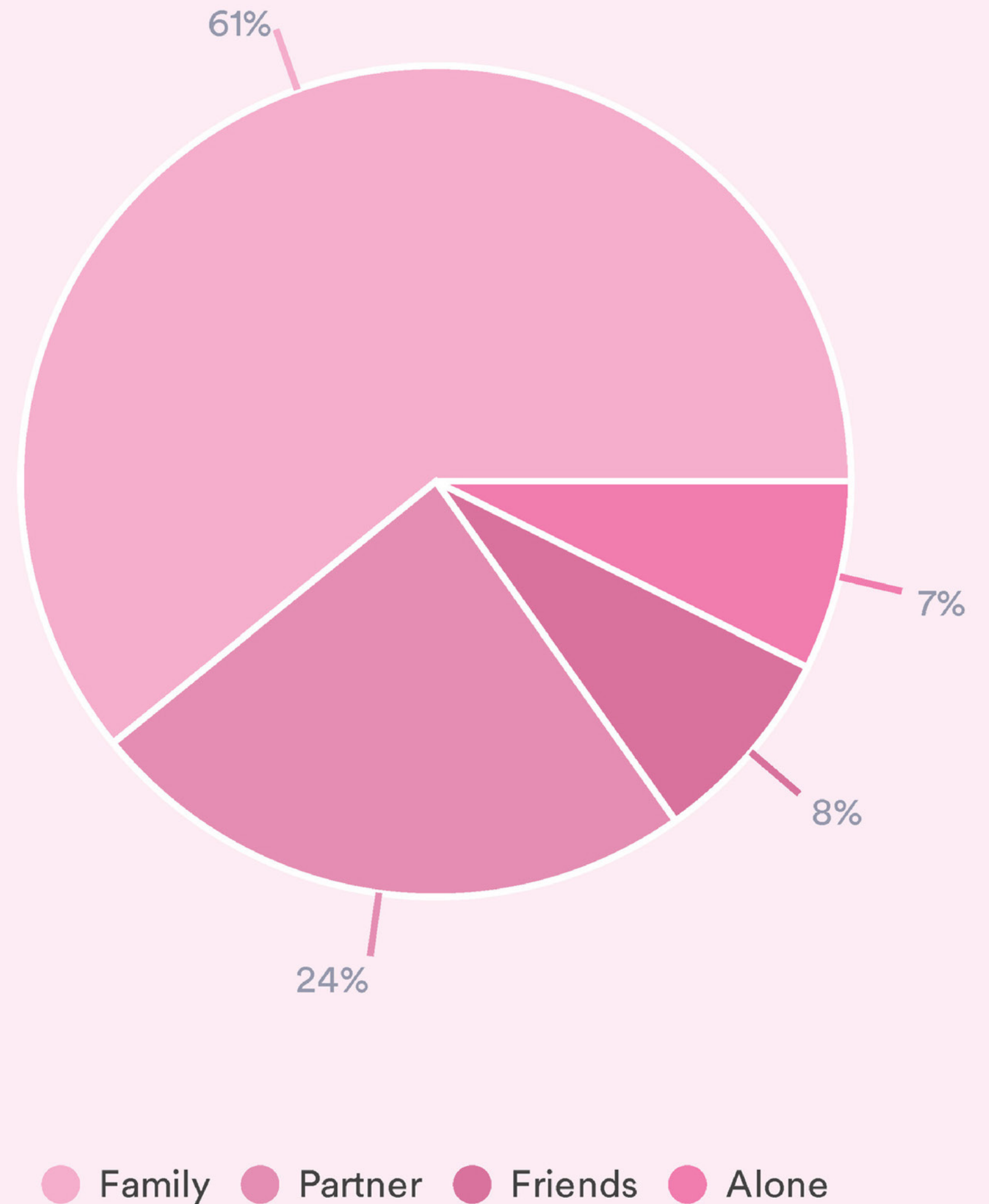
● No ● Yes ● Maybe

Travel

Travel Partners

Family holidays were the most popular choice, establishing the need for a getaway with the kids.

Additionally, almost a quarter of respondents are planning mini-breaks or vacations with their partner in the coming year, showing that quality-time without children is also a high priority for Australian parents.



Travel

Where They are Travelling

1. Queensland 36.80%
2. Victoria 25.60%
3. NSW 0.128
4. Overseas 0.056
5. Tasmania 0.056
6. WA 0.056
7. SA 0.056
8. NT 0.016
9. ACT 0.008



How COVID-19 changed attitudes towards travel

It has made me realise the urgency to travel while we can. I will not let it stop us, but keeping well is a priority and travelling during warmer months is important to us.

OLIVIA
Mums Lounge 2022 Survey

I still worry I'll be locked out of our country or even my state.

PAULINE
Mums Lounge 2022 Survey

Yes, less likely to go overseas. Also considering travel insurance for interstate travel, which I wouldn't do before.

LISA
Mums Lounge 2022 Survey

Although we wanted to travel it was something we couldn't do, so we decided to start a family instead. But now that we can travel again, we will as soon as we get the opportunity.

BETHANY
Mums Lounge 2022 Survey



Mums Lounge Audience Survey 2022

Clothing

Average monthly
extracurricular spend
for kids

\$258.8

Average clothing
spend on children
each month

\$14.8

Average monthly
clothing spend on
self

\$42.4

Clothing Quick Stats

Preferring to buy clothes for children seasonally, Australian parents are more likely to allocate money towards extracurricular activities for their kids.

Clothes

Favourite Brands for Kids

The top five favourite stores to shop for children's clothing remains the same as they were 2 years ago when we last surveyed our audience, although this year, Target has nudged Kmart out of the top spot.

1



Target

2



Kmart

3



Big W

4



Best &
Less

5



Cotton
On

6



Myer

Clothes

A key insight from the survey was the rise in pre-loved or 'op shop' clothing. This could be due to the environmental crisis or online trends, along with the rise in cost of living.

Favourite Brands for Themselves

1



Kmart

2



Target

3



Cotton
On

4



Myer

5



Best &
Less

6



Pre-
Loved

A woman with blonde hair is looking down at a smartphone in her hands. The image is overlaid with a large, semi-transparent pink shape that contains text. The background is a soft-focus photograph of the woman and her phone.

Mums Lounge Audience Survey 2022

Social Media

What Aussie Parents Use Mum's Lounge For

I think it's a lovely little community for Mums to take a seat back and read, relax, learn, laugh and feel seen

AMY

Mums Lounge 2022 Survey

I love the email and content that comes my way from you. It'll have me laughing and or crying (sometimes both!) every single time.

JEMMA

Mums Lounge 2022 Survey

Fantastic content, very thoughtful and really informative articles.

KIMBERLEY

Mums Lounge 2022 Survey

Love it. Always learning something or being entertained!

JO

Mums Lounge 2022 Survey

Quick Stats

Social Platforms

With the dropping rate of Facebook users as well as the increase in youth-based platforms such as Snapchat and TikTok, data shows platforms are becoming more "mix and match" than ever before.



41%



28%



11%



7%



7%

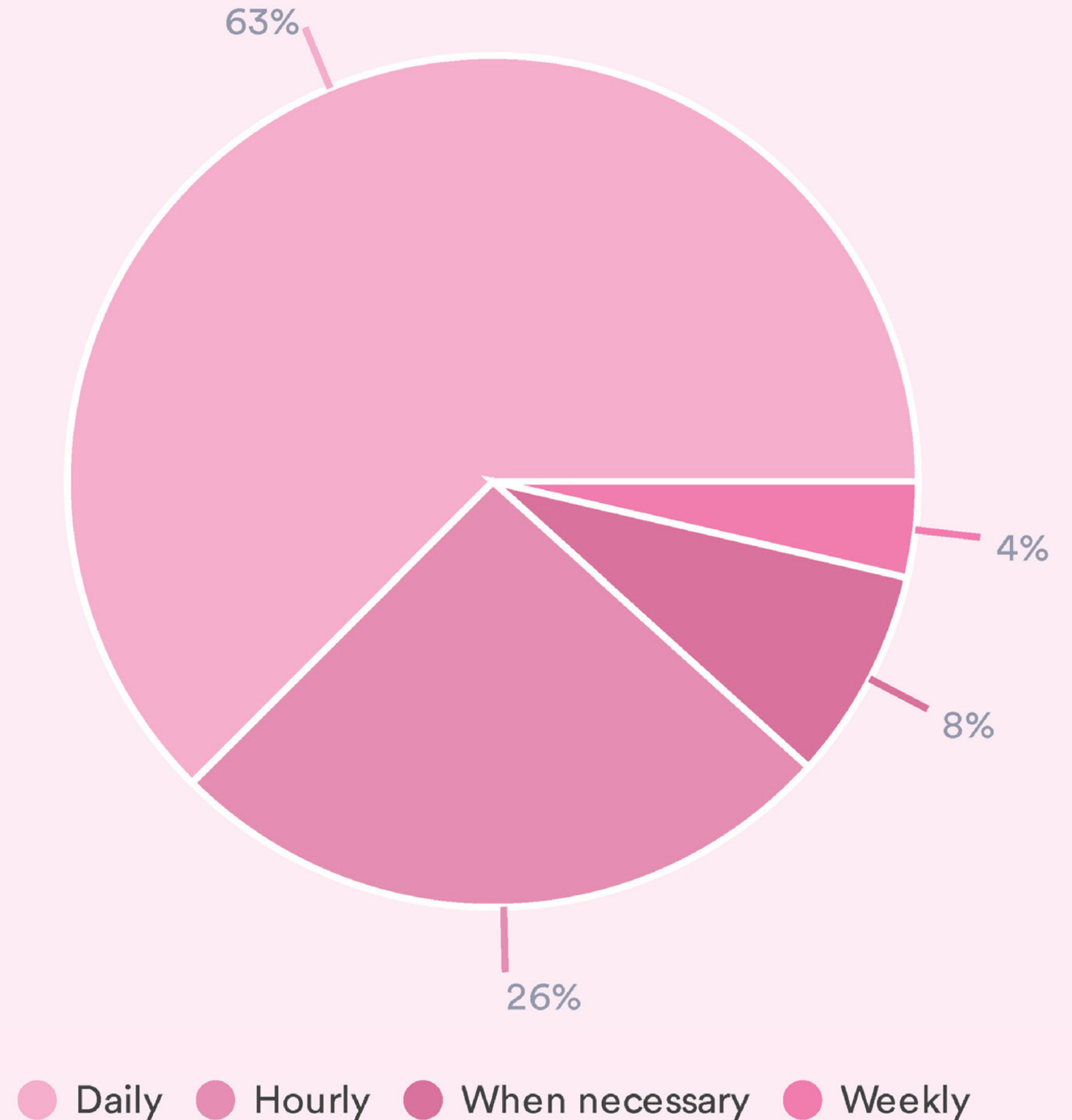


5%

Social Media

Social Media Usage

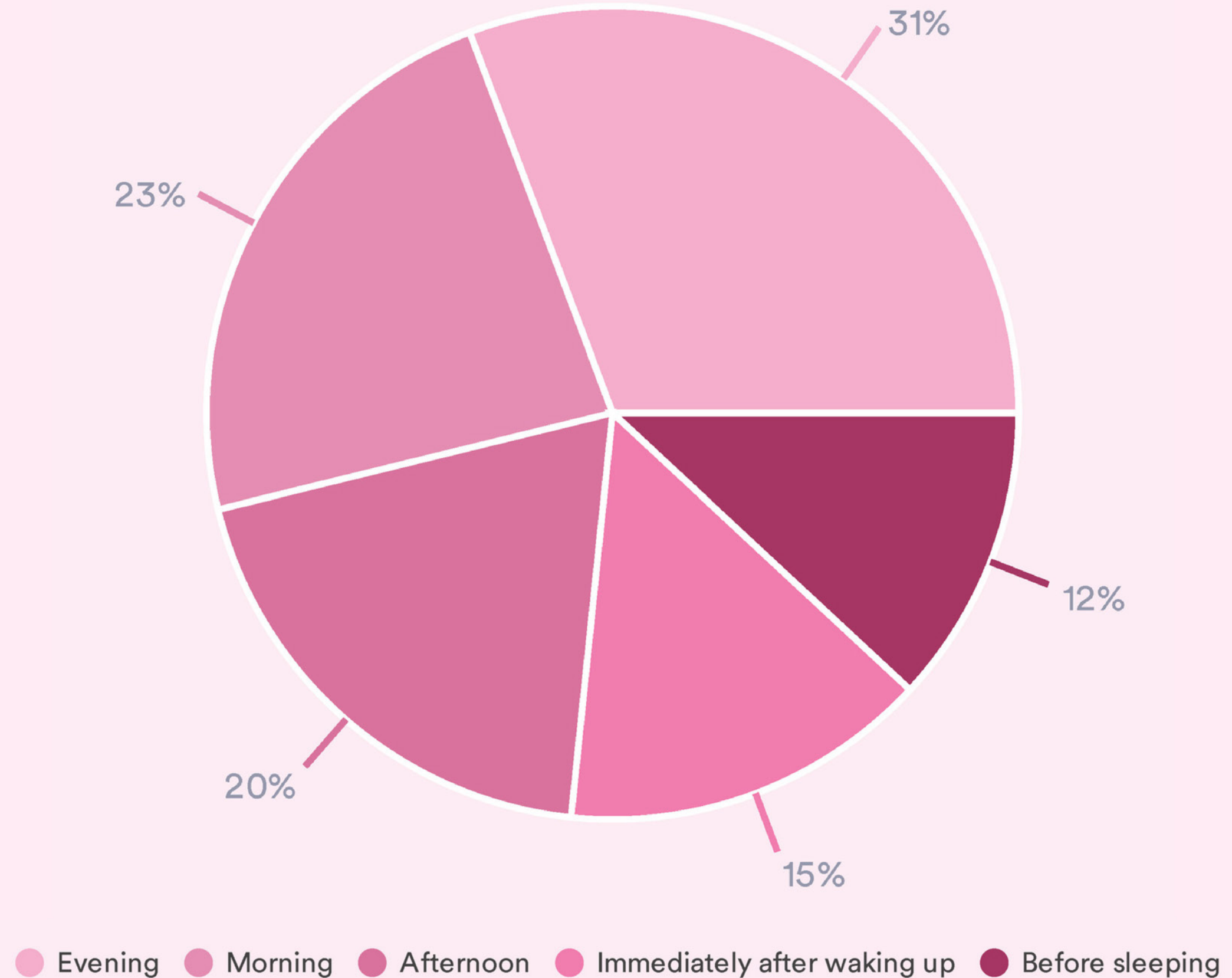
Our survey revealed that our audience is very active on social media, with 63% logging onto their preferred platforms daily, and a whopping 26% admitting to engaging with social media on an hourly basis.



Social Media

Times of Day Spent on Social Media

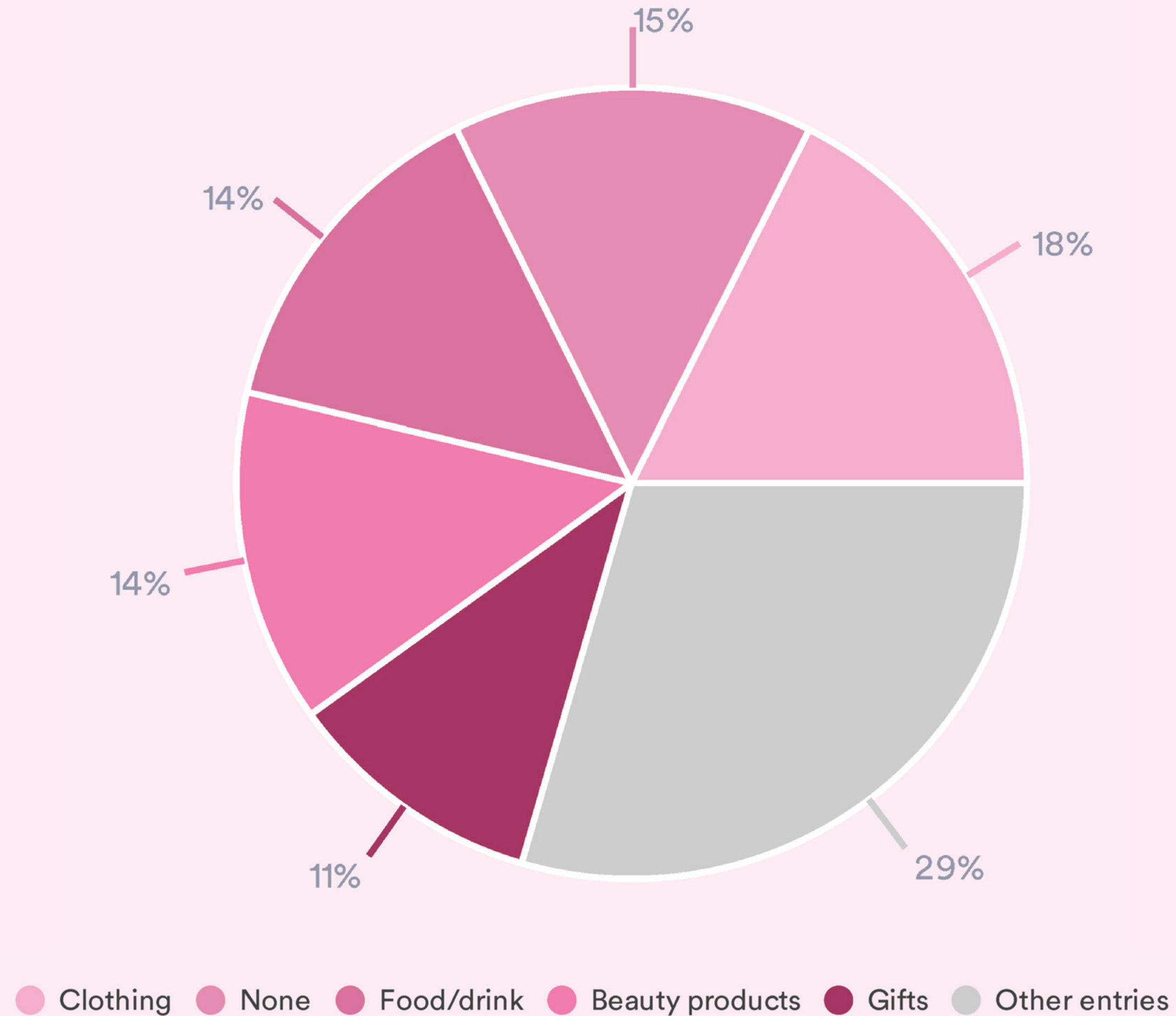
Evenings remain prime time for social posting, however our demographic reports usage the entire day through.



Social Media

Items That Have Been Bought In Past 3 Months after Seeing a Social Ad

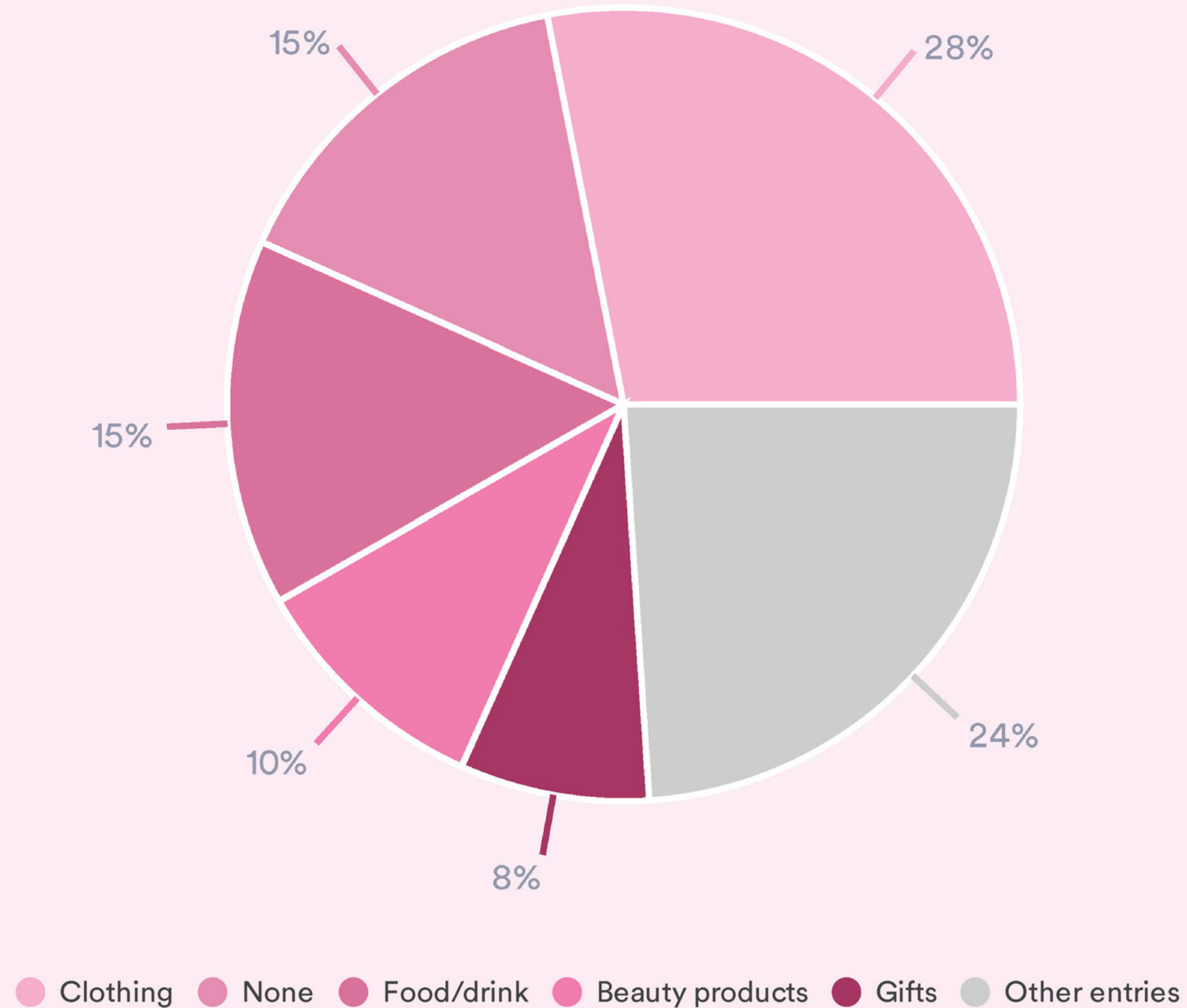
Only 15% of respondents hadn't made a purchase after seeing something advertised on a social media channel in the last 4 weeks



Social Media

Items That Have Been Bought In Past 4 Weeks after Seeing a Social Ad

75% of respondents are regularly purchasing everything from clothing, food and drink, beauty products, gifts etc, as a direct result of spending time online.





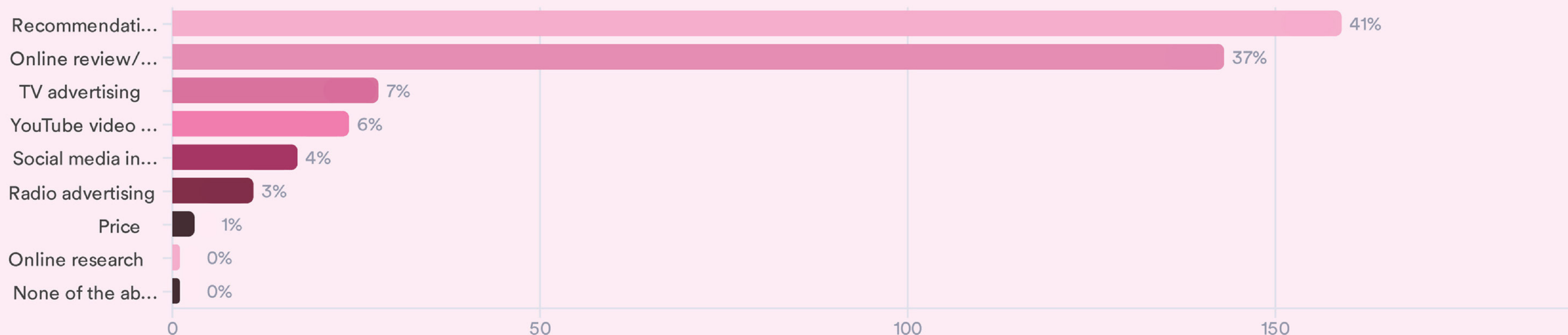
Mums Lounge Audience Survey 2022

Spending

Quick Stats

Buying Influences

41% prefer to rely on word-of-mouth recommendations from family and friends, and 37% prefer to read genuine, warts-and-all blog reviews on trusted websites such as Mum Lounge. In contrast, just 7% said they were influenced by television adverts, 3% by radio advertising and 4% by social media influencers.



Cut backs on spending since COVID

Have not been able to afford the luxuries, as inflation has made it so difficult.

KARIN

Mums Lounge 2022 Survey

With the rising cost of living our budget has changed dramatically and we have had to reassess and plan all our finances and spending.

REBECCA

Mums Lounge 2022 Survey

Kids sport was cut back for a while, but now it's in full swing. We cut back on going out for dinner and extra clothing.

ISABELLE

Mums Lounge 2022 Survey

I don't go on overseas holidays anymore.

SALLY

Mums Lounge 2022 Survey



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