

# REAL MUMS

Reaching today's online mums

## First for celebs

The web provides **51%** of online mums with their gossip fix

## Hot shopping tips

**62%** regularly shop online for the household

**30%** shop for themselves

## Pamper time

"I'll open a bottle of wine, paint my toenails and go online"

Your guide to what's on

**63%** of online mums watch video clips online for entertainment

 Microsoft Advertising

**PLUS:** how the web is transforming mums' lives for the better