



Rowan Davies



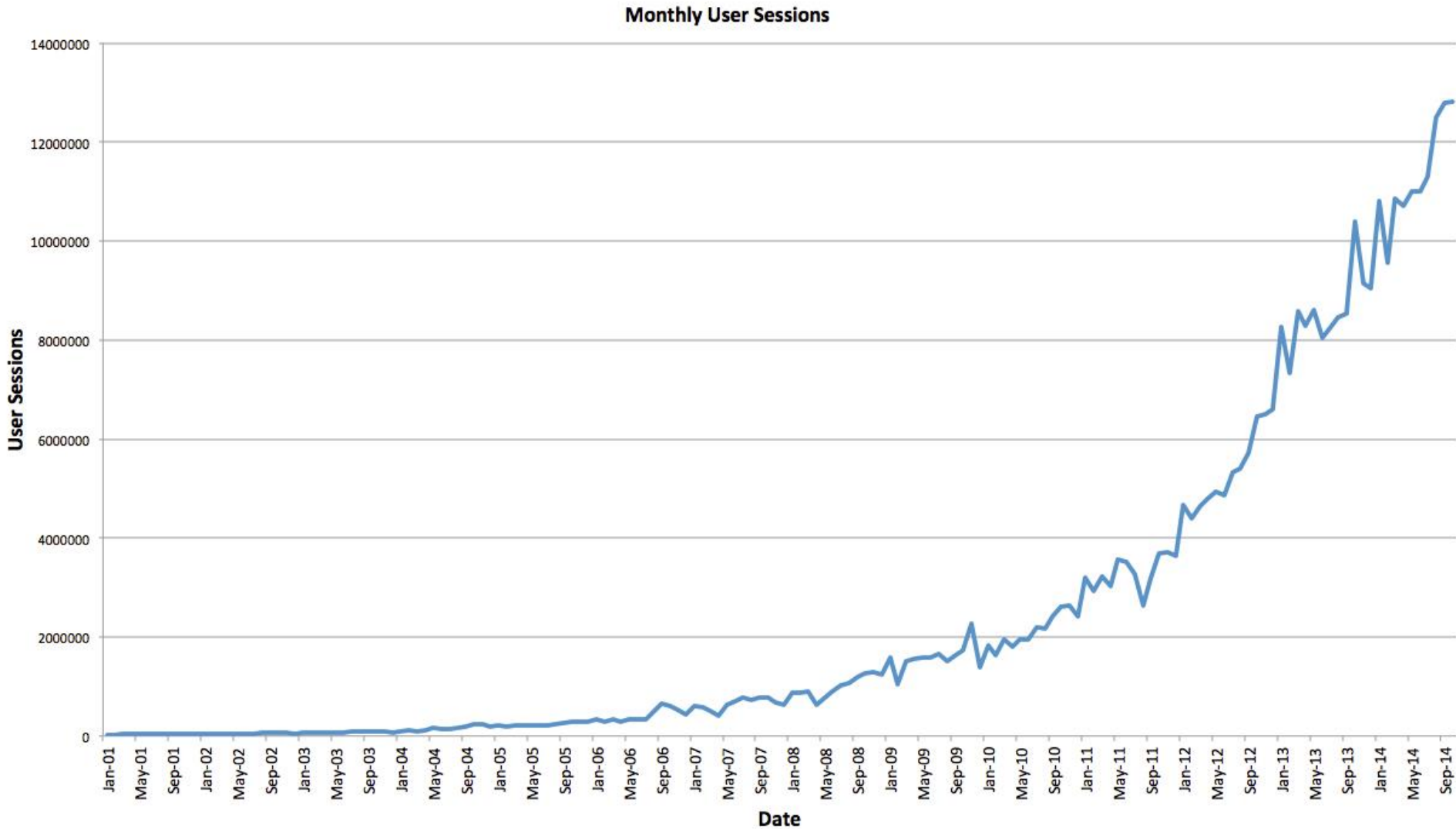


Rowan Davies
Head of Policy and Campaigns
rowan@mumsnet.com

Mumsnetters: who are they?

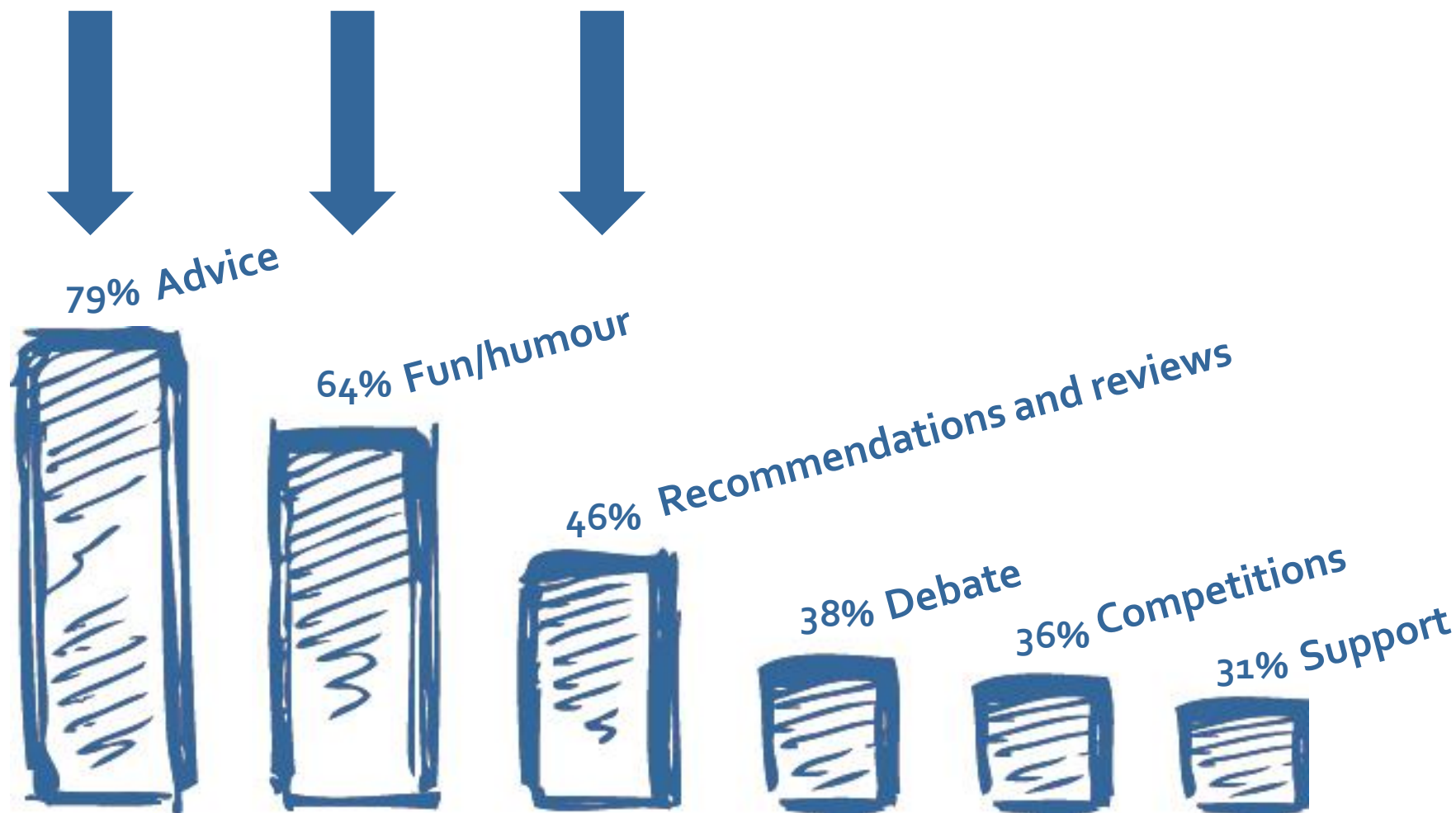


Growth by word of mouth

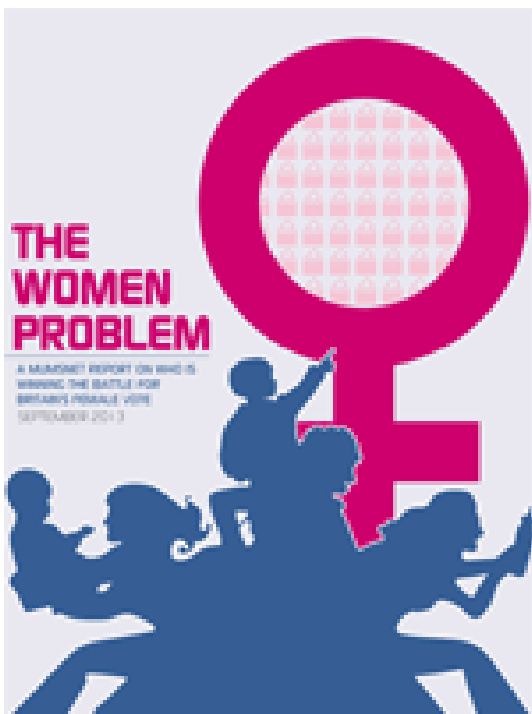


Source: Google Analytics Nov, 2014

Why do people come?



Mumsnet campaigns



Enter Gina Ford...



theguardian

News | Sport | Comment | Culture | Business | Money | I

News > Media > Digital media

Childcare expert threatens to have website shut down



Mumsnet is a valued space for WOMEN

when using Mumsnet because it is a female space

Mumsnet is an online space that is dominated by women



Is this part of its value to you?

74% YES

■ Yes: Part of its value (74%)

■ Not something I consider (22%) ■ Don't know (4%)

85%

say that using Mumsnet helps them to have a better understanding of other people's lives and choices