

In the minds of the Supermoms



The role of the modern women continues to evolve. Beyond the household, women today can be active in the workplace and seen in various fields including business, sports and engineering. Supermom speaks to 1,500 women of SEC A and B across Singapore, Malaysia and Indonesia to gather their thoughts on their roles as the traditional caregiver, homemaker and that of a woman in today's society.

70% believe that they are unique and incomparable

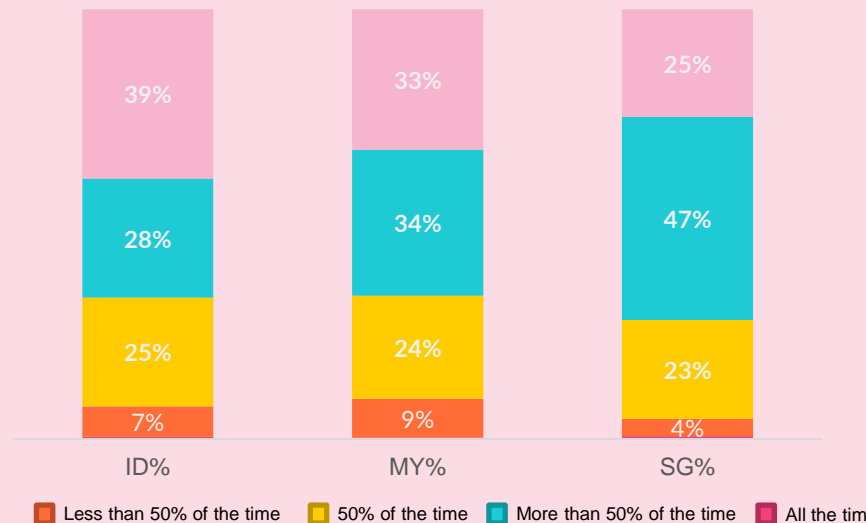
But only **50%** feel equal



>90% of women often believe they decide their own life

And often believe that they **have the power** to change their course of life if need be.

>72% of SG Women are true to themselves
at least more than 50% of the time
+6% on average as compared to her ID and MY neighbours



~80% often are responsible for their own feelings and thoughts of others

Though when it comes to accepting people's differences, the number drops by least 10%



“Others before myself”

3 in 5 prioritise the needs of others before their own

>70% of women are satisfied with their marriage most of the time



>90% of women are happy with their children most of the time

>75% of women are managing their parents well most of the time



“No matter who you are, you are loved, cherished and valued by your community, your tribe, your family and the people around you”

~Supermom 2023~

~ 57% often face their fears

The highest % belonged to our Indonesian mothers

“Meaning and Purpose”

>75% found their meaning and purpose in their lives

