



'Mothers are increasingly reliant on internet' – study

Women – and particularly mothers – are increasingly using the internet to help them manage their lives.

A study into how 35- to 45-year-olds and their families use the internet has identified two categories of internet-using mothers – the “Manager Mum”, who uses the Web for functional tasks such as banking, grocery shopping or study, and the “Indifferent Mum”, who uses it for occasional shopping and the odd task or game.

Paul Toeman, commercial director of digital marketing

agency Panlogic, which commissioned the research, says: “Manager Mums have very different needs and expectations of online to other women, and to men. They’re still making most of the buying decisions in the family, so they’re doing online shopping, they’re researching ‘olidays and so on. The internet is a vital support for them.”

Toeman adds that women are more likely than men to recommend good sites to friends, “but they have to be sites that give them a tangible benefit quickly.”

However, the research shows that 35- to 45-year-old men are not using the Web to organise their social lives, in stark contrast to younger women. “It’s likely they’ll still use the phone for that,” Toeman says.

The Panlogic research found that the digital family is firmly established, with 33 per cent of people confessing they would be lost without the internet. For four out of every five adults, the internet has become a part of everyday life.

The study found that more



Toeman: Internet offers vital support to mothers

than half of all adults have been using the internet for approximately the past seven years. Two-thirds of families who took part in the survey have PCs just for their children: 88 per cent of primary school children use the internet at home, with this figure rising to 95 cent among 11- to 18-year-olds.