

A DAY IN THE LIFE OF AN ONLINE MUM

Whatever the time of day, the web is on hand to help mums juggle work, family and life's everyday demands

9am to 12pm

47% of mums online

In-between dropping kids at school and doing chores, mums tend to use this as their time to get organised: buying groceries or managing the family's finances online.

12pm to 5pm

49% of mums online

For working mums, lunchtime provides a chance to contact friends online or indulge in some me-time by catching up on the latest celeb gossip online.

10pm to 12am

15% of mums online

With the kids in bed, the evening provides an opportunity to indulge in some me-time. Many mums choose to relax by sending emails to friends and watching video clips online.

5pm to 10pm

57% of mums online

It's time to prepare dinner, help with homework and get the kids ready for bed. The web provides a valuable resource for mums in helping them find information and inspiration (like what to cook for that evening's dinner).

THE BABY DIARIES

Mums' lives change as their children grow; whether they are nursing new babies or packing kids off to school, the web is a key support



PRE-SCHOOL MUMS:

Email and social networks keep them in touch with friends and play a big role in sharing pictures of growing families. Forums are a popular destination for mums looking for support.



MUMS WITH SCHOOL-AGE KIDS:

A hectic daily routine sees mums turning to the web for practical help: planning and organising finances and family days out. As their kids get older, mums spend less time on social networks and forums.



WORKING MUMS:

With little me-time, working mums are big fans of social networking for staying in touch with friends and family. The downside of spending less time with their kids – especially older children – is they worry most about them using the web.

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Source: Roy Morgan single source data Sep'10 database