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## A Mother's Work is Sometimes Done Online

7 May 2004

A study released by [America Online \(AOL\)](#) shows that 80% of mothers in the US who are online use the Net to do chores and other activities, helping them save time every week.

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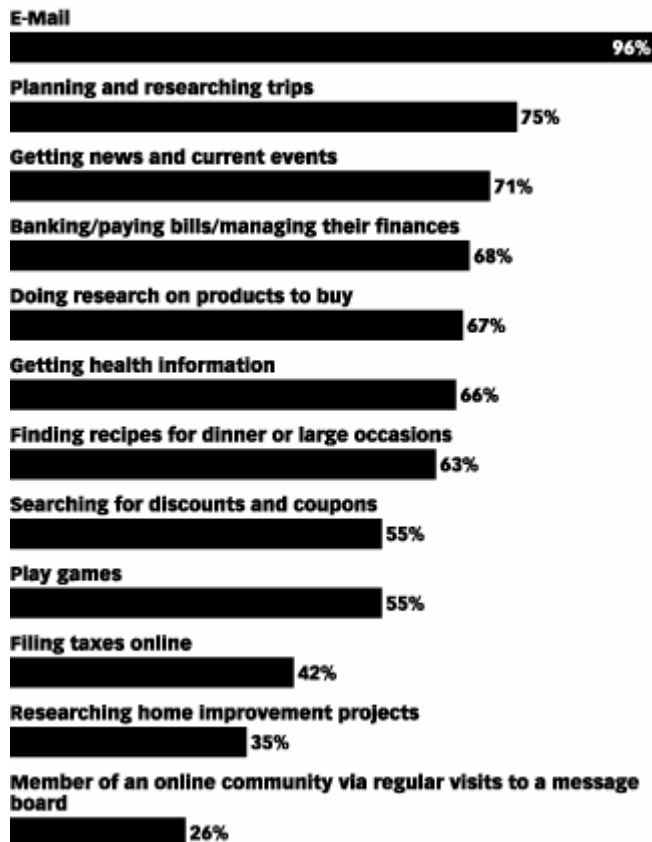
[Opinion Research Corporation](#) conducted the poll for AOL, interviewing a national sample of 1,653 women from April 6 through April 12, 2004. Those who opted into the study were all ages 18 and older, with Internet access and children under 18. The questions ranged widely regarding when, where, why, and in what way mothers use the Net.

As ever, mothers have their hands full with both family and work-related obligations, and 89% of the respondents said they don't have enough time in the day to get everything done. As a remedy, four-fifths said they use the Internet to help them save time by doing chores and activities online instead of offline, resulting in an extra two hours a week in time saved. Mothers engage in numerous activities online, with almost all using e-mail, and many using the Net to do things that used to involve more time and effort. Even activities like planning trips, online banking and product research -- which used to involve leaving the house -- are easily completed online by the mothers responding to the AOL survey.

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### Online Activities of US Mothers, April 2004 (as a % of respondents)

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Source: America Online (AOL) Opinion Research Corporation, May 2004

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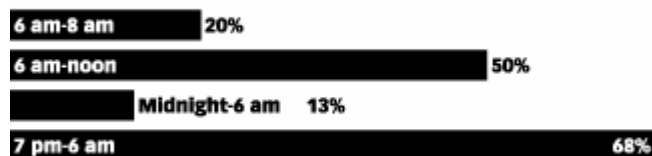
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As a result of their busy schedules, many moms use the morning and evening as their Net time. Fully one-fifth of respondents go online between 6 am and 8 am, and 13% are on after midnight.

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### Time of Day that US Mothers Go Online, April 2004 (as a % of respondents)

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Source: America Online (AOL) Opinion Research Corporation, May 2004

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Among other findings, more than one-half moms said the Internet helps them stay more organized, and over one-quarter are members of an online community. Overall, mothers who use the Internet spend an average of seven hours per week online, not including at-work usage. Finally, it seems that one other activity moms are engaged in while at the computer may be cleaning the keyboard, based on what they find clogging the keys. With moms so busy these days, it's not surprising that plenty dual-task by eating and surfing online.

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**Items Found Stuck in the Computer Keyboards of US Mothers, April 2004 (as a % of respondents)**

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<b>Cracker and/or bread crumbs</b>	<b>46%</b>
<b>Lint</b>	<b>24%</b>
<b>Spilled coffee</b>	<b>15%</b>
<b>A piece of a child's toy</b>	<b>9%</b>

Source: America Online (AOL) Opinion Research Corporation, May 2004

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Mothers are using the Net as a time-saving resource, but how are their kids using the Net? For more on how kids use the Net – and how their parents regulate their time online – read eMarketer's [Kids versus Teens](#) report.

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