

Plusnet reveals nine out of ten mums rely on the internet for parental advice

Submitted by: pr-sending-enterprises

Wednesday, 14 March 2012

Plusnet has revealed that a staggering eight out of 10 (82%) mums rely on the internet for parental advice.

According to the survey* carried out by home phone and business broadband (<http://www.plus.net/business/broadband/>) company, two in five (41%) mums say they do their weekly shop online to save time, with almost the same amount again (40%) banking online to avoid long in-branch queues. A massive 99% of mums spend up to four hours of their own 'me time' online each day.

The new generation of mothers are an internet-savvy audience with more than half (51%) researching their children's homework online. Asking more than 3,300 mums, the study found that a quarter of mothers consider themselves as "networking mothers" who use online forums and other social media to get parenting advice. It is clear the internet has a big part to play in motherhood with well over a third of these networking mums (39%) finding it a vital resource when their child is ill and they need to look up symptoms.

It is not just parenting issues that these networking mums are clued up on, as half of those asked also liked the fact that while housebound with the kids, they can seek "adult conversation" from peers online through sites such as Twitter and Facebook.

Speaking about the survey results, Plusnet ambassador and Dancing on Ice Star Jennifer Ellison said: "It's great that mums can find a quick way to get advice online when it's needed. I personally really value being able to use the net to speak to my family when I'm away. Doing Dancing on Ice has made me realise how valuable something like video calls are - it's fantastic to be able to see your little boy as well as talk to him on the phone. I'm also a big fan of online shopping - the last thing I want to do after a hard day's training is go shopping - and I'd much rather spend any spare time with my family."

The study conducted by Plusnet among the netmums community, also asked about favourite 'mum moments' in film and TV. Mother's instincts struck a chord with this audience, with nearly a third (31%) voting for the most touching moment as that in the 2003 movie "Cheaper by the Dozen", when Kate Baker, (played by actress Bonnie Hunt), sacrifices her career to care for her children at home. Meanwhile, Rachel Green from sitcom 'Friends' was voted the most admired mum character with more than a third (35%) of the results.

Jamie Ford, CEO of Plusnet said: "Through this study we can see how vital the internet is when you are a parent, in fact even us Dads are partial to turning to the net, especially for things like help with homework. With more and more people using the web for everyday needs Plusnet is committed to providing reliable and competitively priced broadband (<http://www.plus.net/broadband/>), perfect for family life."

-ENDS-

Notes to editors:

*Research carried out by netmums 15th February 2012-8th March 2012, with 3,360 respondents

About Plusnet:

Plusnet offers cheap broadband and phone packages (<http://www.plus.net/packages/>), including Plusnet Value and Plusnet Extra broadband, both available to purchase with home phone, fibre broadband (<http://www.plus.net/fibre-broadband>) and a prioritisation service, Plusnet Pro.

Plusnet Value offers speeds of up to 20Mb with a monthly usage limit of 10GB. Plusnet Extra offers speeds of up to 20Mb with a monthly usage limit of 60GB and free McAfee security.

Despite usage limits on its home broadband products, Plusnet offers unlimited downloads between midnight and 8am every day. This does not count towards a customer's monthly usage allowance.

PR Contact:

Natalie Ryan

Kazoo

Third Floor

6 Ramillies Street

London

W1F 7TY

020 7479 4391