

Women and The Internet

According to a recent survey by Burst Media, women are the biggest internet users and many rely on the internet to help manage their daily routine. Around 1800 women aged 25+ took part in the survey last month.

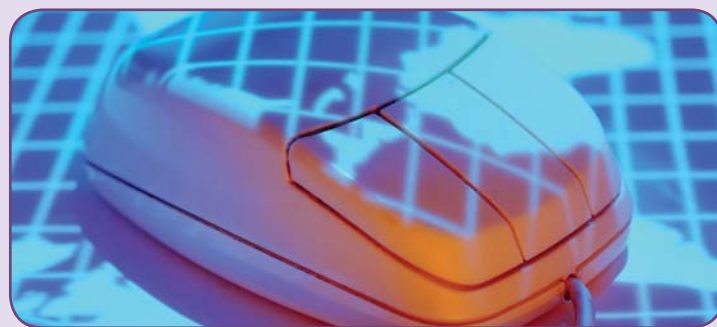
The results of the Burst survey show that women now outnumber men online. This contrasts with a similar survey in 2006 which indicated 64% of men accessed the internet daily compared to 54% of women. Today, women are using the internet more and more as part of their daily lives - indeed 66.1% said their lives would be disrupted if they were without internet access for a week or more – and 43.6% claimed it would cause serious disruption.

The Burst survey threw up some interesting figures and trends. It seems morning and afternoon internet access is predominantly work-focused, with all age groups spending time online between the hours of 7am and 4pm. Of these, two thirds use the internet for work whilst the remaining third use it for personal surfing.

Silver surfers like to make an early start: 53.1% of women over 65 say they regularly go online before 7am. Between 4pm and 7pm, personal use of the internet increases to 52% with 1 in 10 using the internet for family reasons. Moving into the evening we find 70.8% of lady surfers are online for personal use (7 pm to midnight).

Women are often first in line when it comes to computer use too. Two thirds say they usually get first crack at using the home computer. The priorities change slightly

for those with families (39.1% said their children tended to grab the computer first) but for those in 2-person households, 81.3% said they were first in line to use the home's computer.



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