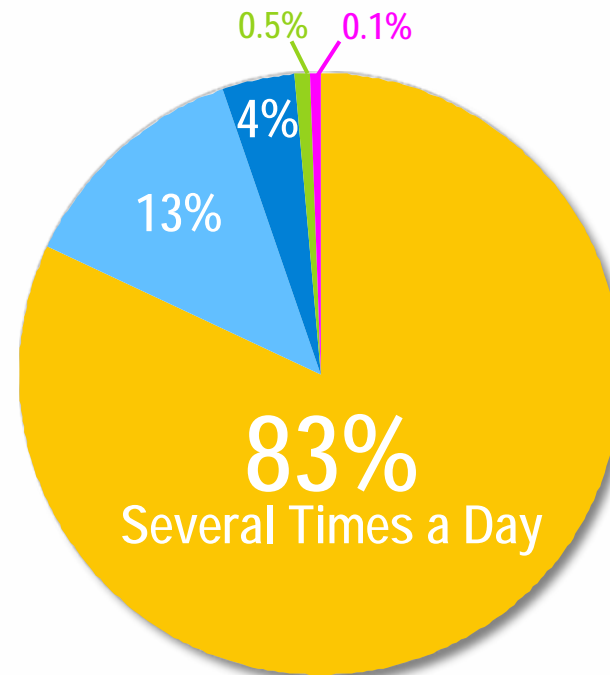


How Often Do Moms Use the Internet?



Moms spend an average of **22.4 hours a week** on the Internet

- Several times a day
- Once a day
- 4-6 times a week
- 2-3 times a week
- 1 time per week or less



Research study by DJG Marketing, Beta Research and Kaboose 10/2006

5,736 email invitations were sent to Beta Research panel members who had been previously identified as females born in the US.

2,732 replied for a response rate of 47.6%

1,196 of these respondents completed the survey and qualified as Mothers Ages 25-54 with Children Ages 3-12 in the Household

