



## Press information

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# **NEARLY A THIRD OF OUR LEISURE TIME IS SPENT ONLINE** ***New study into Digital Leisure Time shows that the web is taking over our home lives***

**LONDON. December 8th:** New figures released today reveal the staggering amount of time Brits now spend on the internet in their spare time – with the league table topped not by students, but by housewives.

TNS' *Digital World, Digital Life* suggests that UK adults spend a significant chunk of their daily leisure time online. Whether emailing friends, doing internet shopping or blogging, we are all addicted to our PCs, with those surveyed by TNS now spending nearly a third of their total leisure time on the internet (28%) – rising to 32% of those aged 18-24.

What comes as most surprising is the difference in *proportion* of leisure time spent online amongst occupational groups. While one might expect students (39%) or the unemployed (32%) to spend above average time on the web, the group that spends the highest proportion of their leisure time on the internet is housewives. In this, Britain beats every other country surveyed, with housewives recording almost half (47%) of their free time on the net – despite them having just 5.8 free hours on a week day, barely above the UK average of 5.2.

What the study also reveals is that a lot of activities which we traditionally did in our spare time are now being done online. For example paying the bills – over three quarters of us (76%) have used the internet for banking in the past month and two thirds of us (66%) of us have also paid bills online. Banking is only narrowly beaten by general search engine browsing (80%) as the most popular activity done in the last month. Three quarters of us have used one of the many news sites (75%) in the last month whilst 62% of us have now checked the weather online, all suggesting that the internet has become our 'one stop shop' for multi-tasking in minimum time. Interestingly, arguably more pleasurable activities such as using a chatroom (13%) or downloading a film (12%) are far less popular.

Arno Hummerston, Managing Director, TNS Global Interactive, said: "If our leisure time is so precious, then why do we on average spend almost a third of it using the internet? We believe it is because we are making more efficient use of our valuable time by using the internet – allowing us to fit more into our lives. Being online helps people fulfil certain tasks and activities quickly and efficiently. By spending productive time online, we are actually making more time for leisure. With more social and entertainment activities available online, it is also easy to understand why our lives are becoming more digital."

**\* In the past month, which of the following have you done online? (UK respondents)**

1	Used a search engine to find information	80%	17	Viewed or contributed to a forum	29%
2	Used online banking	76%	18	Viewed or contributed to a message board	26%
3	Looked up the news	75%	19	Sold something online	22%
4	Paid bills	66%	20	Viewed or contributed to a Wiki	19%
5	Looked up the weather	62%	21	Viewed or contributed to a blog	16%
6	Visited a brand or product website	62%	22	Visited an adult only website	16%
7	Used a price comparison site	60%	23	Advertised something online	15%
8	Research a product/service before buying	60%	24	Used a chatroom	13%
9	Watched a video clip	55%	25	Downloaded a film	12%
10	Listened to an audio clip	44%	26	Downloaded a podcast	11%
11	Participated in an online auction	39%	27	Visited a business networking site	10%
12	Visited a social networking site	37%	28	Used an online dating website	8%
13	Looked at property for sale or rent	36%	29	Contributed to a blog	7%
14	Looked at sports scores and info	35%	30	Shared videos online	7%
15	Downloaded music	32%	31	Entered a Virtual world or community	7%
16	Shared photos online	33%	32	Don't know	1%

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**About Digital World, Digital Life**

TNS completed analysis of the results of its 16-country study into online behaviour and perspectives around the world at the end of 2008. A total of 27,522 people aged 18 to 55 years old were interviewed online in the following countries: Australia, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Korea, Netherlands, Norway, Spain, Sweden, the United Kingdom and the United States. In the UK, 2500 were interviewed.

The research focused on four themes. First, the survey looked at how we are using the internet for entertainment, information and commerce. Second, the survey analysed whether people are using online channels when making major life decisions – health, family, education, investment etc. Third, how far social media has developed? Last, how much trust do people have in online sources of information versus traditional media or straightforward recommendations from friends?

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