

## Online Leisure - UK - December 2010

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### What is this report about?

Younger web users are still far more socially and entertainment-focused and older users retain more basic, information-oriented habits. However, as major sites such as Facebook and YouTube expand to embrace a mainstream audience, the web habits of all users are growing more sophisticated.

This report explores current usage patterns of the internet for leisure purposes as well as how the web is used for booking leisure experiences. The report includes an examination of developments in broadband connectivity, macroeconomic and demographic factors, current areas of online leisure innovation and a detailed analysis of when and how people browse for leisure, what people do online and attitudes to the leisure internet.

### What have we found out?

- The three most popular online leisure activities are reading the news, social networking and information research/reference, each carried out by over six in ten adult internet users over the past three months.
- While younger surfers still dominate the web, older users are catching up. Eight out of ten 16-34-year-old internet users have visited a social-networking site in the past three months so have as many as half of 45-64s. Older consumers are also catching up when it comes to viewing video/film clips online.
- 25-34-year-olds are, however, the pivotal online group. This is the only age group showing above-average engagement with all activities surveyed, while they also have the most varied communication habits and above-average propensity to book leisure events and services online.
- Evening browsing peaks among 16-24-year-olds. Daytime slots, while having lower levels of internet traffic, have a more mature age profile than evenings.
- Mobile internet usage remains very youth focused: over a third of 16-34-year-olds currently use the internet for leisure while on the move but this falls to just one in seven over-35s.
- Four in ten internet users have booked leisure activities online over the past three months. Those most likely to book leisure activities online are 25-34-year-olds, ABs, ABC1 families and those with household income above £25,000.

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