

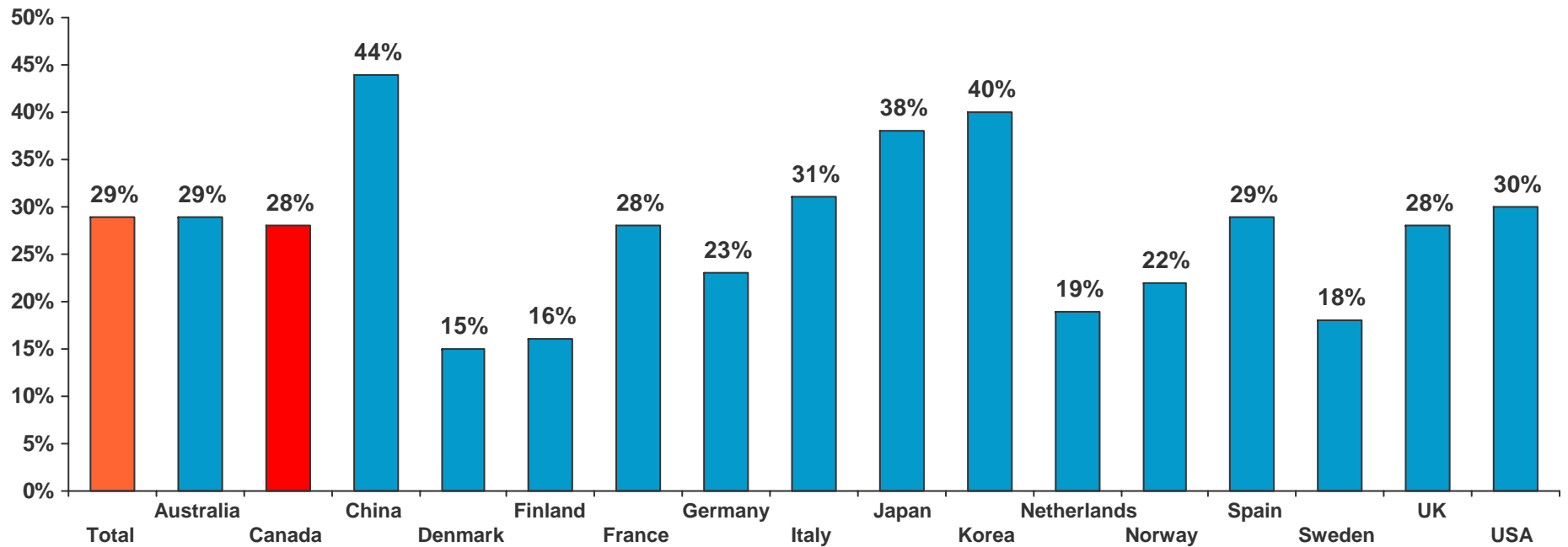
A young man with dark hair, wearing a dark blue long-sleeved shirt, is smiling broadly while holding a silver mobile phone to his ear. The background is a bright, out-of-focus indoor setting.

# Digital World, Digital Life

December 2, 2008

# Percentage of Leisure Time Spent Online

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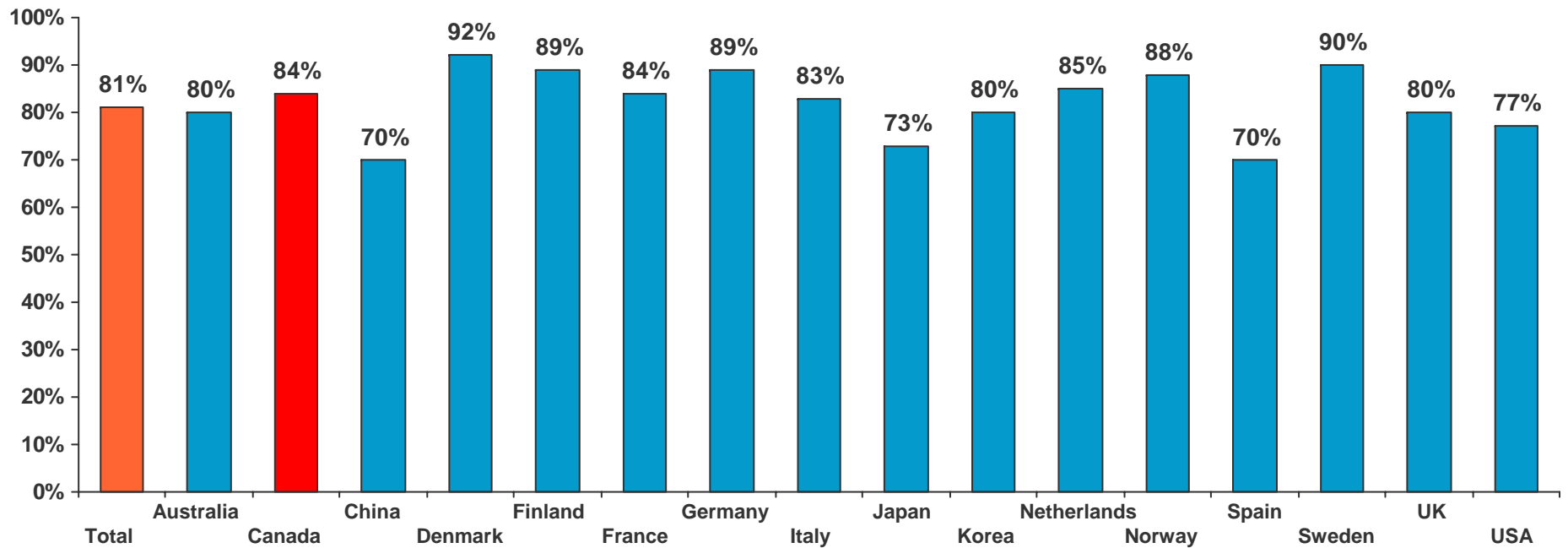


**Q6C – What percentage of your leisure time do you spend online?**

# Top Ten Online Leisure Activities – No.1

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USED A SEARCH ENGINE TO FIND INFORMATION

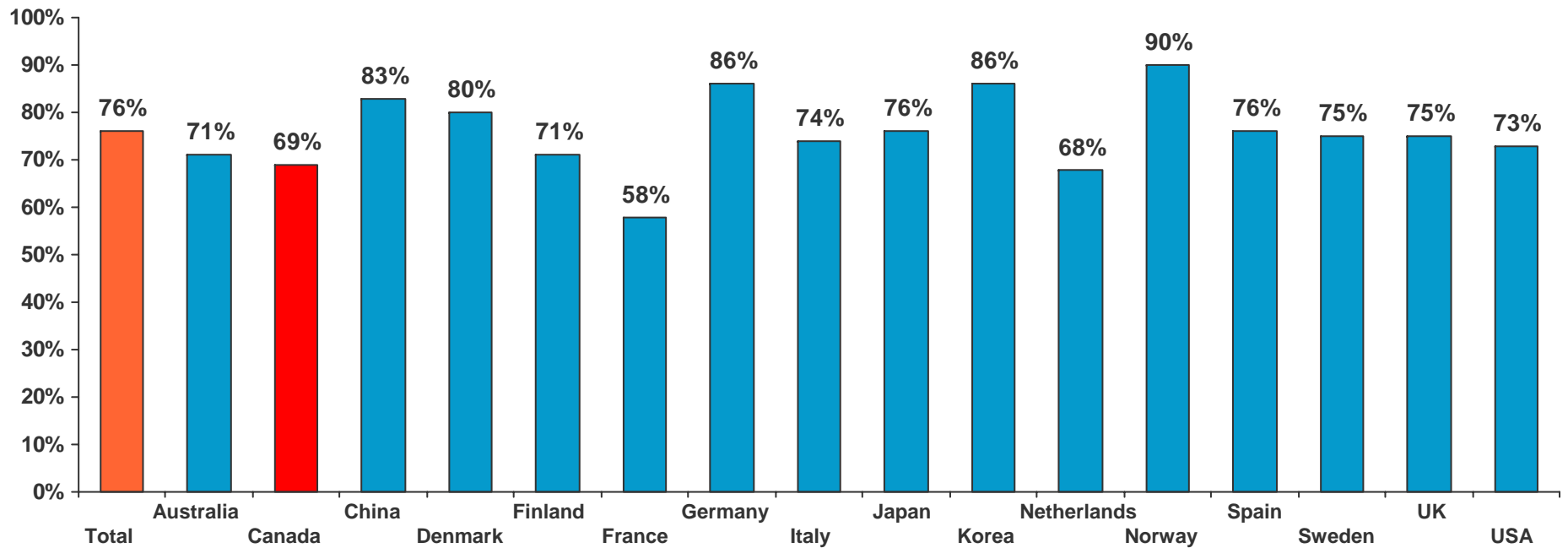


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.2

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## LOOKED UP THE NEWS

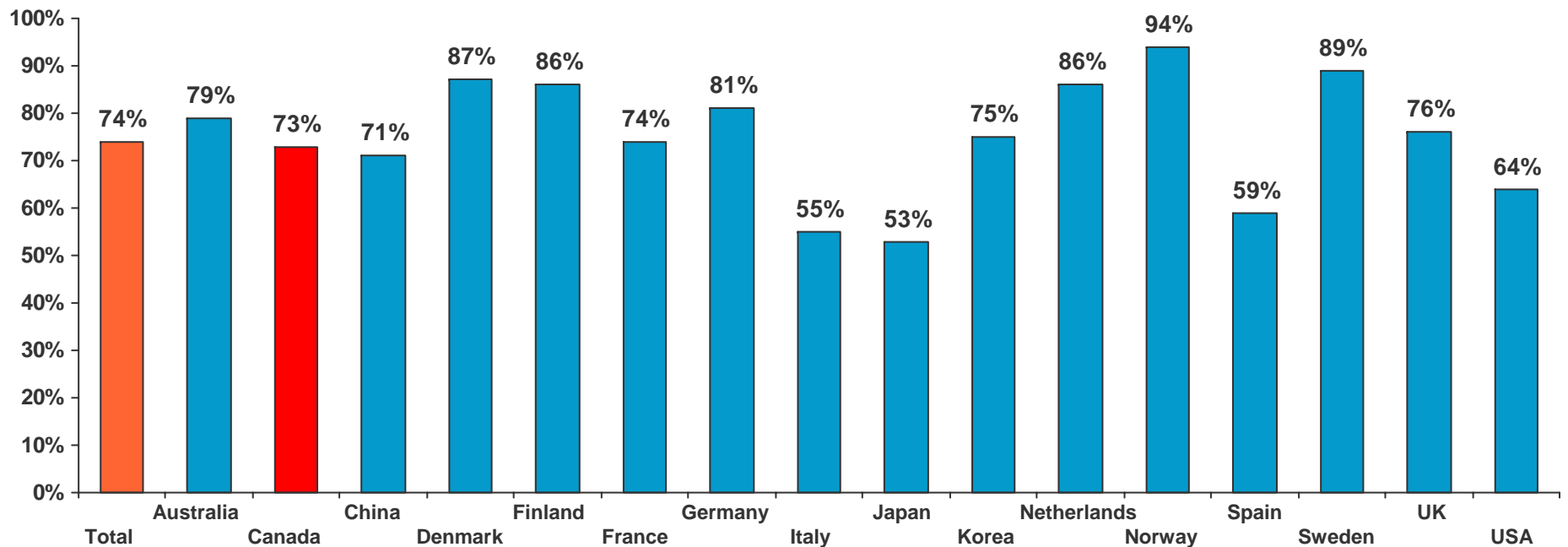


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.3

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## USED ONLINE BANKING

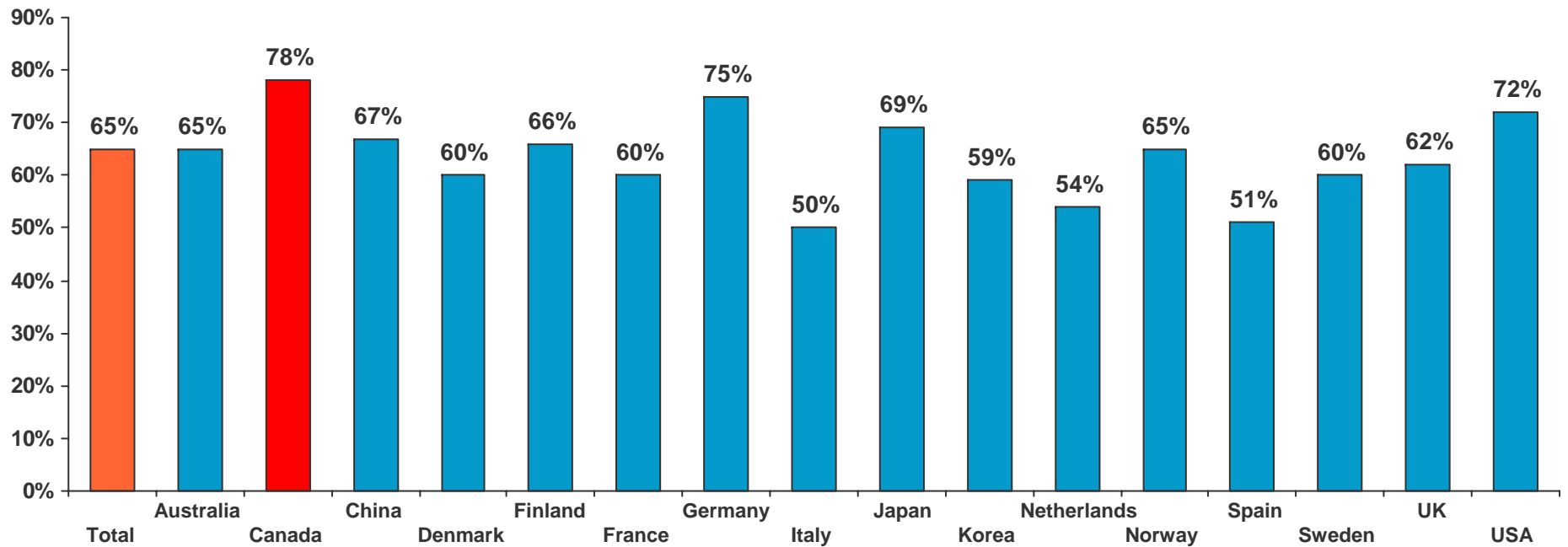


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.4

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## LOOKED UP THE WEATHER

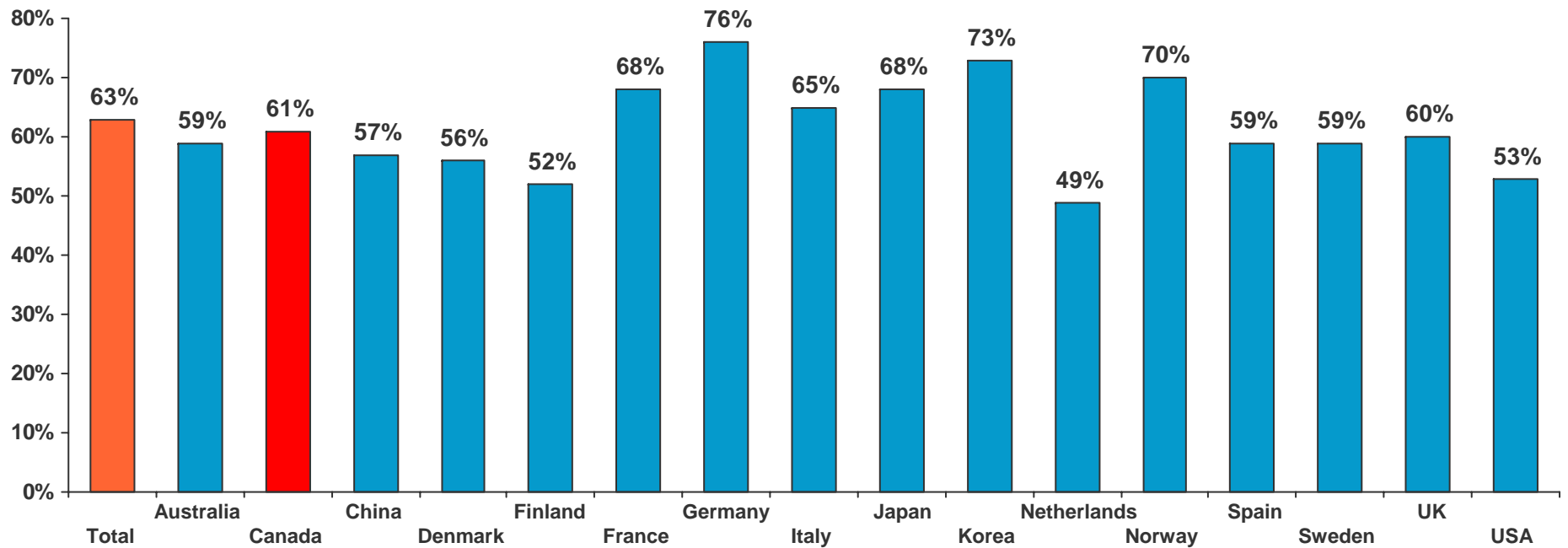


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.5

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RESEARCHED A PRODUCT OR SERVICE BEFORE BUYING

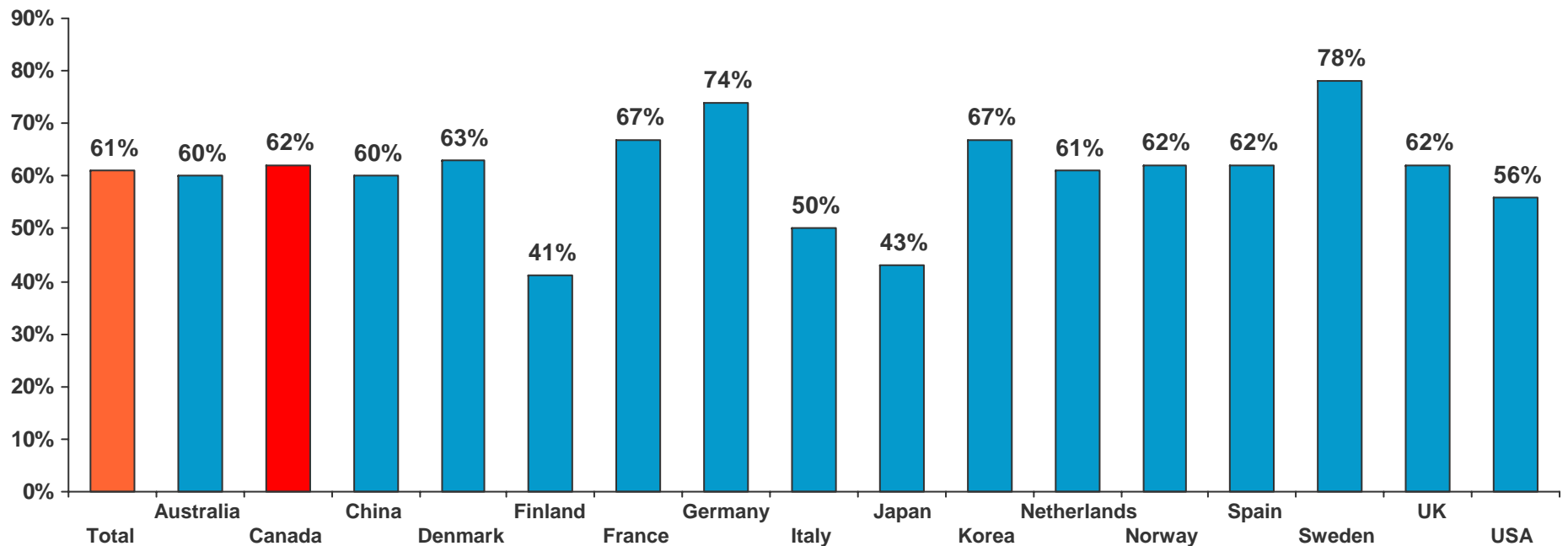


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.6

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VISITED A BRAND OR PRODUCT WEBSITE

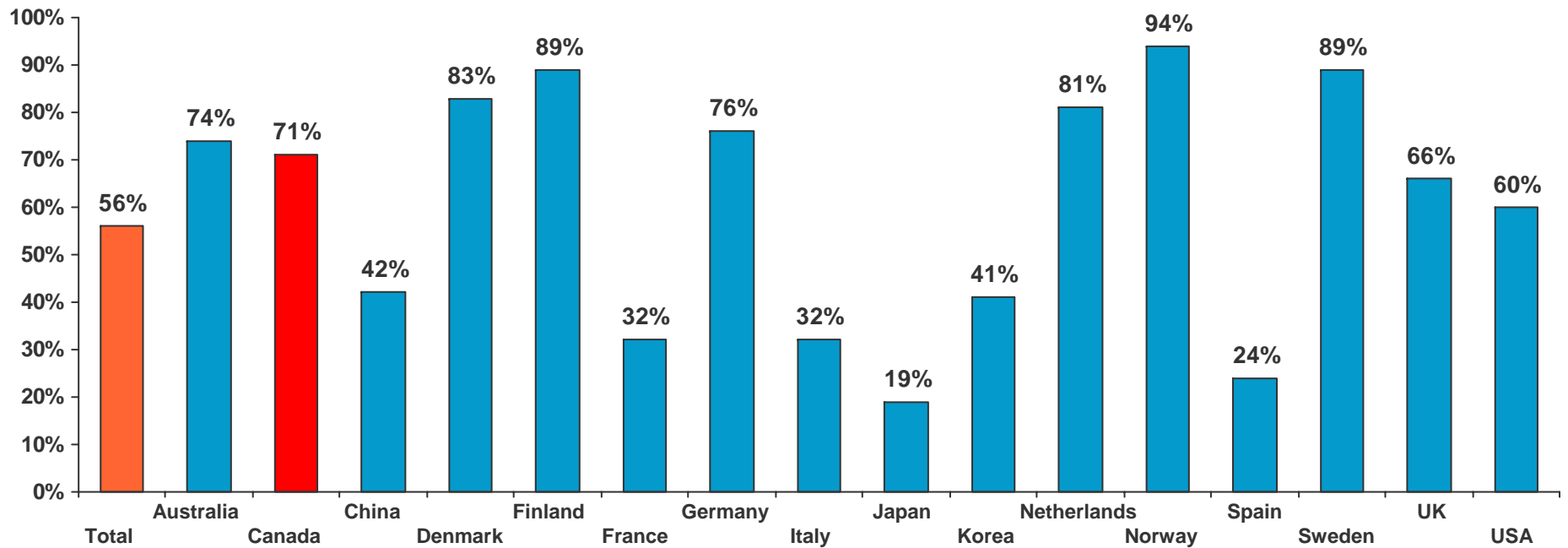


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.7

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## PAID BILLS

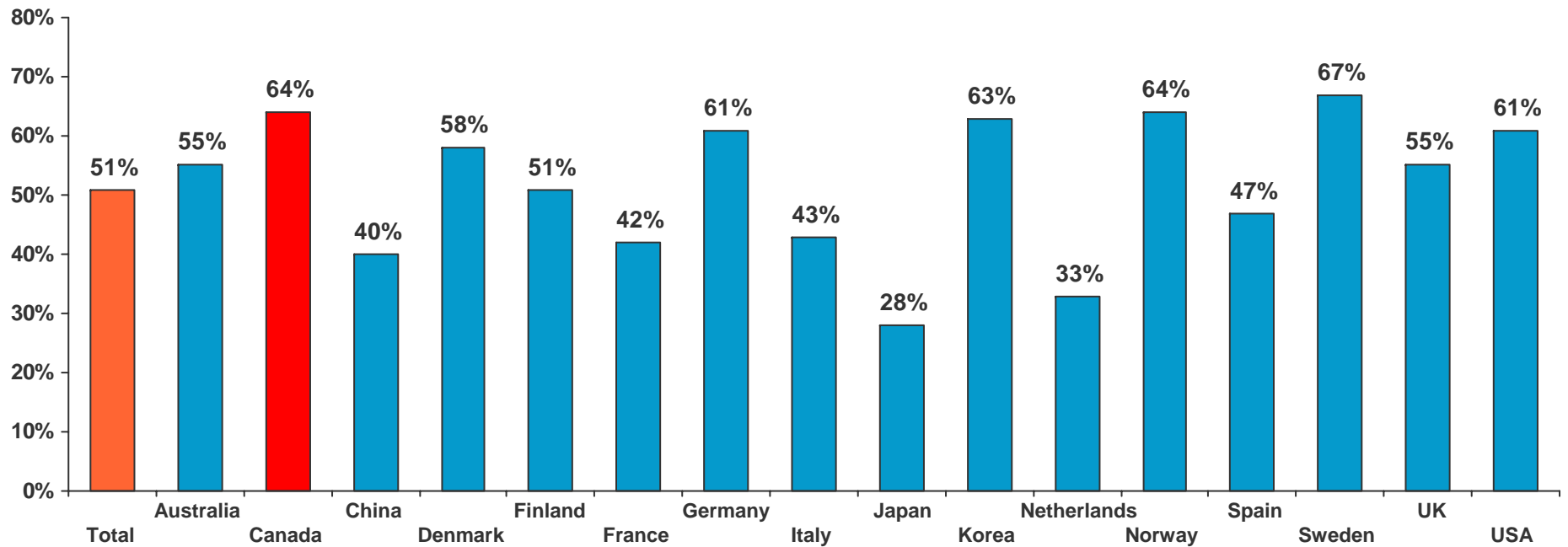


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.8

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## WATCHED A VIDEO CLIP

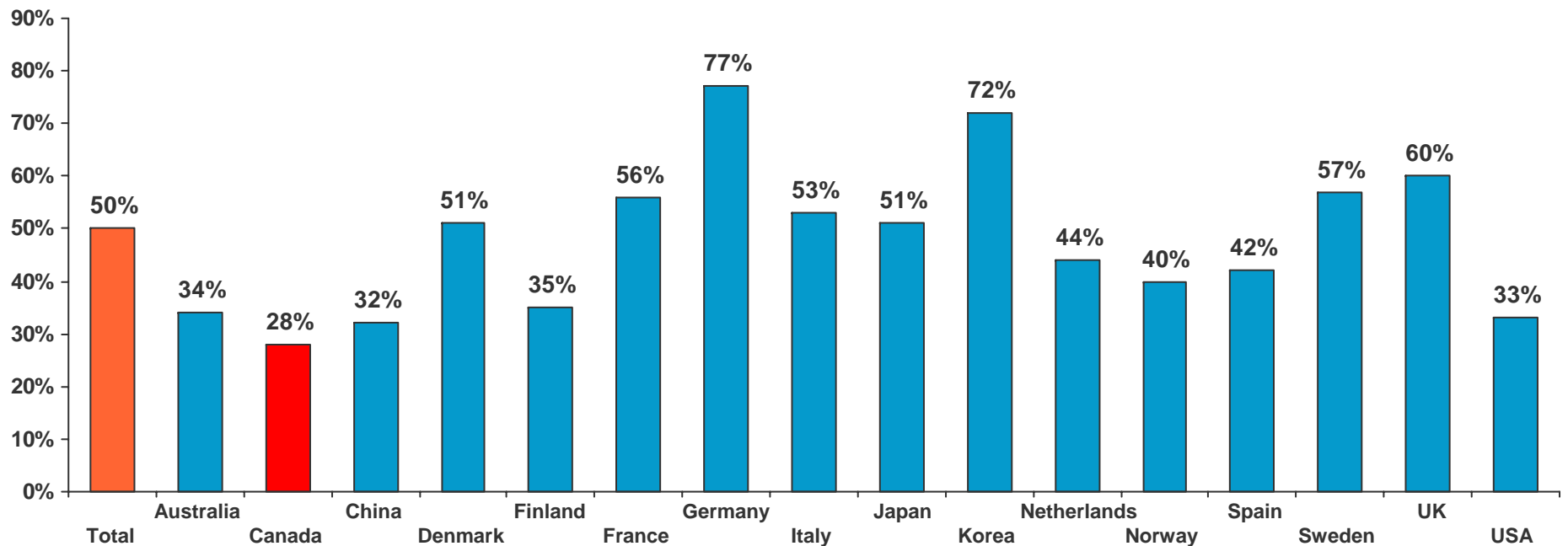


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.9

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USED A PRICE COMPARISON SITE

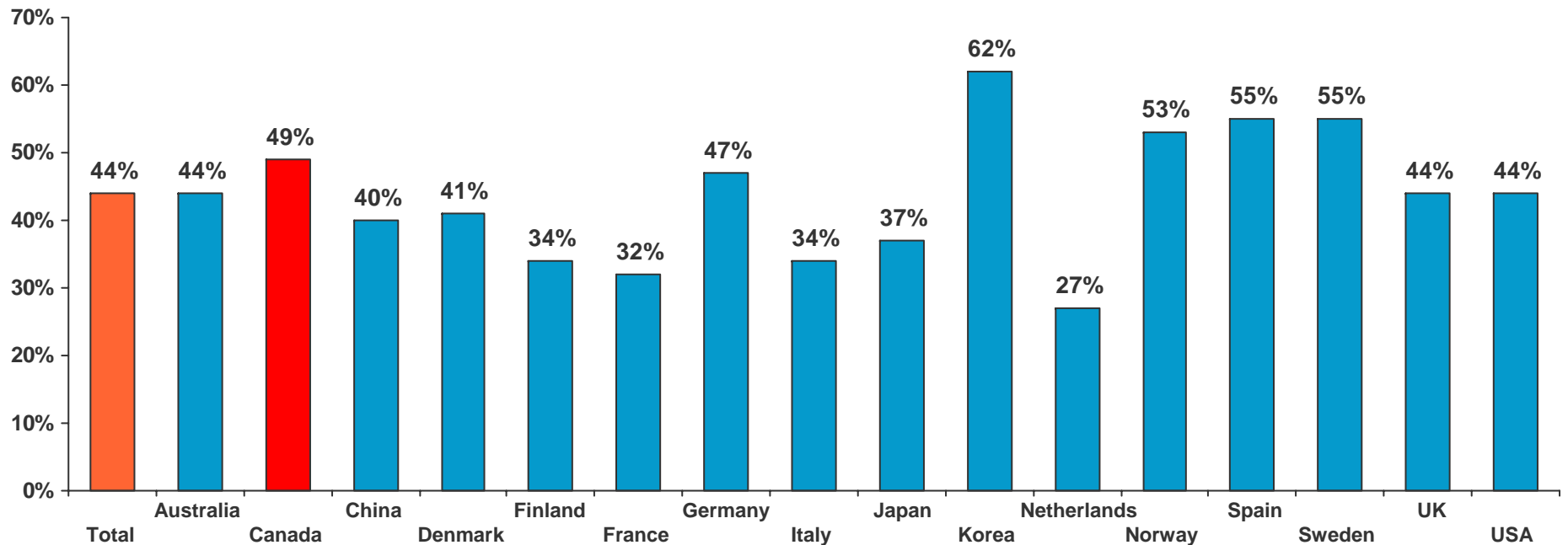


QW3 – In the past month, which of the following have you done online?

# Top Ten Online Leisure Activities – No.10

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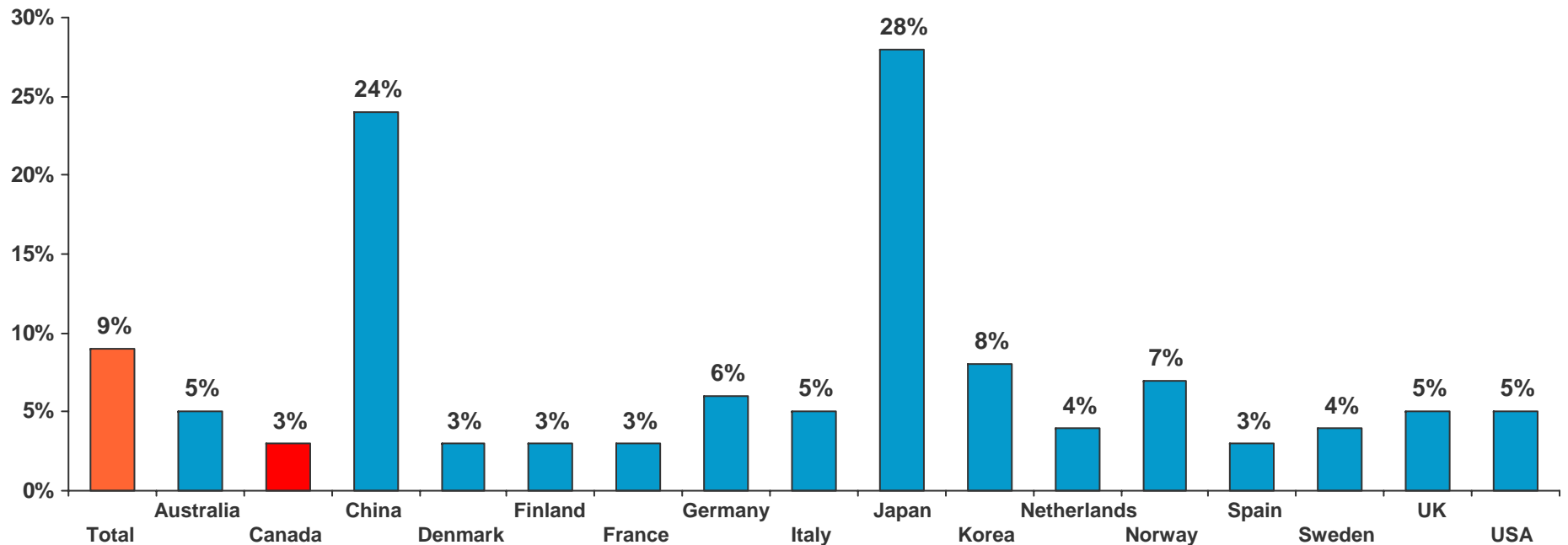
LISTENED TO AN AUDIO CLIP



QW3 – In the past month, which of the following have you done online?

# Percentage of Respondents Accessing Internet from Mobile at Least Once a Day

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**Q7\_4 – In general how often do you personally access the Internet (for any purpose) from each of the following locations? – From Mobile**

## About *Digital World, Digital Life*

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TNS conducted Internet-based interviews in 16 countries with 27,522 people, aged 18 to 55, asking them about their engagement with the Internet.

Our study focused on four themes. First, we looked at how consumers are using the Internet for entertainment, information and commerce. Second, we analyzed the extent to which people are using online channels when making major life decisions, in such areas as health, family, education, and investments. Third, we measured the development of social media. Finally, we investigated the degree to which consumers place trust in online sources of information, compared to traditional offline media or recommendations from friends.

In Canada, TNS Canadian Facts randomly selected a national sample from its Internet access panel and completed interviews with 1,007 Canadians between February 12 and March 5, 2008. The survey data were weighted to reflect the demographic composition of the general adult population aged between 18 and 55.



For further information, contact Michael Ennamorato, Executive Vice President and Director of TNS Canadian Facts' technology and telecommunications research practice.

[michael.ennamorato@tns-global.com](mailto:michael.ennamorato@tns-global.com) • (416) 924-5751 x215

# About TNS

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TNS is a global market information and insight group.

Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

**TNS is the sixth sense of business™.**

For more information about TNS, please visit [www.tnsglobal.com](http://www.tnsglobal.com).



## **The Kantar Group**

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies—including the recently-acquired TNS—the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit [www.kantargrouptns.com](http://www.kantargrouptns.com).