



Digital World, Digital Life
↳

A world more connected
↳

A more digital life
↳

How digital 2.0 are we?
↳

How is the internet affecting
real life decisions?
↳

Is our digital life a
social life?
↳

In conclusion
↳

December 2008

digital world digital life

snapshots of our online behaviour and
perspectives around the world



www.tnsglobal.com

next page
↳

Digital World, Digital Life

Across the 16 countries surveyed we found that respondents on average spend a third of their leisure time online, belong to two social networking sites and have regular contact with 16 people who they have 'virtually' met on the internet. Ignoring the impact of the internet on many aspects of our lives is just not an option anymore. Whether it is email, e-commerce, forums, blogs or virtual reality, eBay or Bebo, Google Earth or Second Life, most of us are aware of what the web has to offer. A significant proportion of us are highly engaged with the internet in one form or another.

Around the world, countries have welcomed in the new digital era at various speeds and to different degrees. Asia is rapidly embracing social media and Europe is incorporating the internet more and more into its daily business and personal communications, North America has become the most vigilant when it comes to revealing personal information online. What all countries have in common is an overwhelming growth in awareness of the internet and its capabilities.

In this report – Digital World, Digital Life – we try to capture how the internet fits into the lives of residents from sixteen countries across the world. How digital are their lives? How do they use the internet? Is a digital life the same as a social life or does a social life today require a complementary digital life? This study takes a comprehensive look at these issues and offers answers to these questions and many more.

We hope you enjoy reading Digital World, Digital Life and that you find it useful.



Arno Hummerston
Managing Director

TNS Global Interactive
*Supporting Interactive
Growth for TNS*

Method note: The data was collected using a sample of 27,522 18 to 55 year olds conducted online across 16 countries. The sample was sourced from TNS's specialist consumer panels in each country.

Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting
real life decisions?

Is our digital life a
social life?

In conclusion

digital world
digital life

page 1

previous page

next page

A world more connected



Fact: Internet penetration is increasing. More and more people are getting online.

A result of this is that, as a medium, it is becoming increasingly important to us and integrating itself ever more into our daily lives.

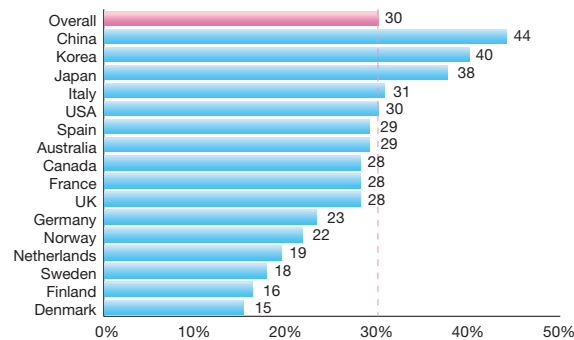
At the same time, we constantly hear that people are working harder and longer, making the time we spend for ourselves increasingly valuable.

If our leisure time is precious then why globally do we spend almost a third of it using the internet? Is it because we are making more efficient use of our valuable time by using the internet, so allowing us to fit more into our lives? Or is it because online life itself has become a key leisure activity?

We found no conclusive evidence that an increase in leisure time increases the amount of time we spend online. We looked at online behaviour in terms of how much leisure time people had during the week. Respondents who stated that they felt they only had 1 to 2 hours of leisure time on a week day spent the same proportion of their leisure time online (30%) as respondents who stated that they enjoyed between 7 to 8 hours of leisure time on a week day.

As one might expect, younger people under 25 do spend more of their time online; well over a third - 36% - of our sample say they spend more than 30% of their time online. However, there are quite a few

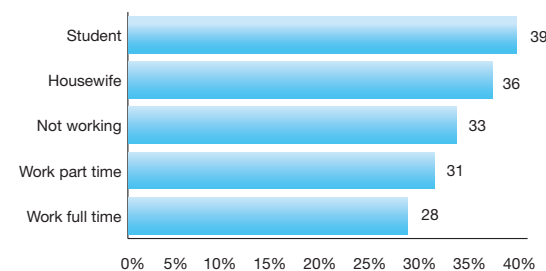
What percentage of leisure time do you spend online?



major differences across the world in this respect. Chinese respondents aged under 25 spent half (50%) of their leisure time online, whereas in the US, under 25's spend around a third (30%) of their leisure time online. There also appears to be large country variations in which specific groups of people spend a great deal of their time online.

What percentage of leisure time do you spend online?

(All countries average)



Take the students in our survey as an example; they spend 39% of their time online, a higher percentage amongst our respondents than any other group. Perhaps this is no surprise as this group tends to be in the younger age categories – they have the time and the need to spend significant time online.

continued...

Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

In conclusion

However, if one looks at another distinct group – housewives – there are large differences around the globe. Amongst our Asian respondents, housewives typically spend less of their leisure time online than either students or the general working population. However, in the US, housewives in our study stated that they spend 38% of their leisure time online (more than any other group) and in the UK this was even more pronounced with housewives stating that they spent almost half (47%) of their leisure time online. This trend can be further explained by looking at the rapid expansion of online food shopping, particularly in the UK, Germany and France. UK online shopping expenditure now tops £1 billion a month.*

If the world is to take the lead from countries such as Japan and Korea, that are seen as innovative pioneers in the online world, then we can expect to spend even more time online. In those countries, respondents said they currently spend around two fifths of their leisure time online, although – as this report will underline later – their usage of the internet is quite different to the rest of the world. On the other hand, people in Scandinavia and the Netherlands spend between 15% and 20% of their leisure time logged on. This compares with the average across all countries surveyed, which is approximately 30%.

Whichever way you look at this, online life is clearly popular. People spend a large proportion of time online, with nearly half of our respondents logging on several times a day from home and three quarters doing so at least once a day.

Mobile internet (just don't call it WAP)...

Looking to the future, it is encouraging for the mobile operators and an industry that has invested heavily in data connectivity that already 1 in 10 of respondents surveyed connects to the internet at least once a day via mobile handsets. Again, looking to Asia for adoption trends, we can see huge growth prospects. Among our Japanese and Chinese respondents, over a quarter of people access the internet over mobile connections frequency of once a day. But take away these two Asian giants, and the overall daily mobile connectivity figure worldwide drops to 5%.

Internet use has become a major part of our lives. In the pages that follow, we will look at how people use and perceive the internet. Our aim is to provide further understanding of the increasingly digital nature of our lives.



Digital World, Digital Life

A world more connected

A more digital life

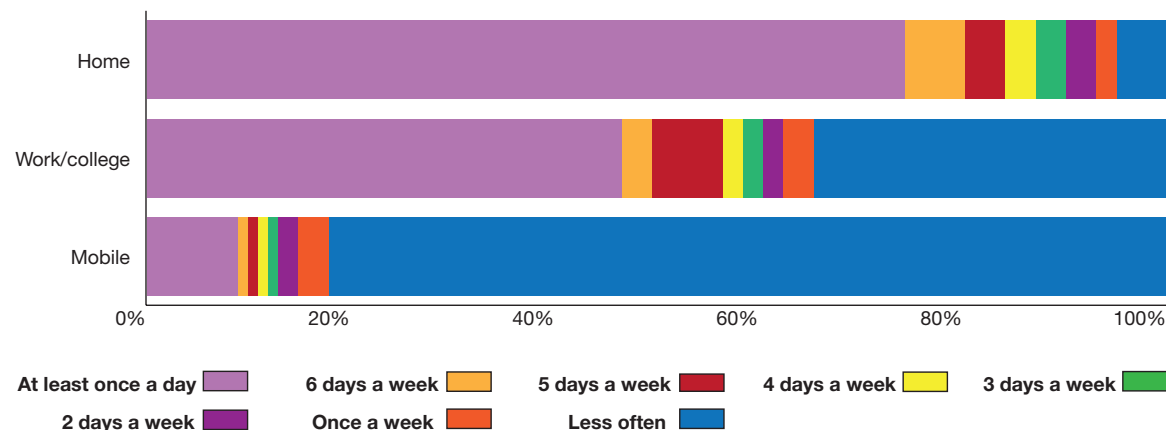
How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

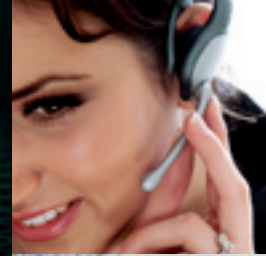
In conclusion

Frequency of use by location



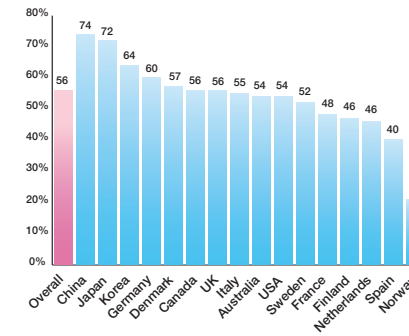
* Source: Mintel 2008

A more digital life



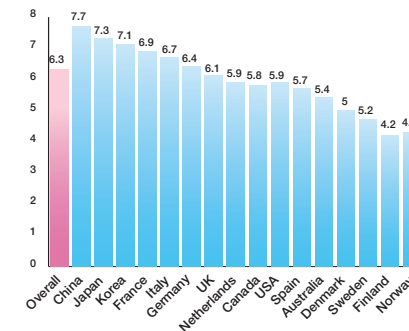
Importance of the Internet in our personal life

(percentage corresponds to the number of people giving an 8, 9 or 10 on a scale of 1 to 10 where 1 is 'not very important' and 10 is 'very important')



How much would not having the Internet affect your daily routine and personal activities

(average score out of 10 where 1 is 'would not impact at all' and 10 is 'would impact hugely')



life and personal life. More people in China feel they would be affected – with 62% stating this situation would have a substantial effect on their personal activities, compared with only 15% in Finland. In Germany, Italy and Korea, the effects are even more keenly felt. Over half the respondents in these countries think there would be a substantial impact from having no internet.

continued...

To understand why the internet is such a large part of people's lives, we looked first at how people perceive it.

The most surprising finding of this report is the question of the importance of the internet. Almost a quarter of our respondents rated the internet at 10 out of 10 for importance in their personal life, and 56% of people rated it as 8 or higher in importance. In fact, the average across all people surveyed was 7.5. This goes some way to explaining why usage of the internet takes up so much of our leisure time. In countries where the proportion of leisure time spent on online is highest, the internet is also seen as being more important. Around three quarters of all internet users in

China and Japan thought it was very important (scoring 8 or higher) – and Korea is not far behind.

There also appears to be differences in the importance of the internet among key groups in our study. Looking at the importance of the internet in our personal life, we see that geographical location seems to make a difference. For example, more of our respondents from city centres (64%) say that the internet is very important in their personal life compared to 50% of our respondents from rural areas. Interestingly, when we look at the importance of the internet in our work life, the younger groups (under 25) attach slightly less importance to the internet than the ones over 25. Some other interesting groups for personal use are – once again – housewives in the UK (81% giving a 'very important'

rating) and students in various countries, especially Korea (85% of all students giving a 'very important' rating). Regarding work life, we can see interesting differences among Koreans living in rural areas, with 87% giving a 'very important' rating. Another interesting finding is that the internet is seen by our US respondents as having a less important role in their work life, with only 34% in the US giving a 'very important' rating.

How would we feel about a world without internet? An additional way of looking at the importance of the internet is to look at the impact on people's lives were there no internet. In general, 2 out of 5 people (43%) think such a situation would have a substantial impact (scoring 8 or above out of 10, where 10 implies a 'huge impact'). This is the same for both work

Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

In conclusion

digital world
digital life

page 4

previous page

next page

To try and show why the internet is perceived to be so important we should look to how people view it – what are the descriptions they use to represent the internet?

Predominantly, people see the internet as a medium for sending and receiving messages. Over half of all people throughout the survey describe it in this way. Email has historically been the ‘killer app’ of the internet and the main reason for people to get connected. This is clearly still the case, although we can now include the new communication channels possible through networking and community websites. Where email started (and continues), other ‘message’ formats are following and making communication the major function attributed to internet use.

In addition to communication, people see the internet as a source of information – again, not a big surprise. The notion of the internet as ‘an encyclopaedia of information’ is also one that resonates with many people – with almost a half of all people describing it in this way and 39% defining it as a source of news.

In addition to these descriptions we can say that:

Two in five people see the internet as an ‘essential’ tool when working or studying

A quarter of the respondents view it as a ‘playground’ for having fun

Only 6% see it as a commercial vehicle that provides space for companies and products to promote themselves

...but 25% see the internet as a market place for buying and selling

With so many people seeing the internet as a communication and information tool, a more detailed look at behaviour is required to really appreciate what people are doing. Interestingly, in terms of specific activities people engage in online, we found that communication through social networks, communities and chatrooms is comparatively low. The focus is very much on finding information and undertaking everyday ‘chores’.

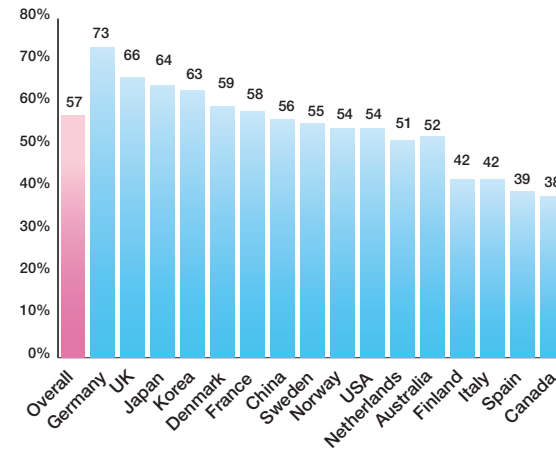
The top 10 things people have done on the internet in the last month (all countries)

81%	used a search engine to find information
76%	looked up the news
74%	used online banking
65%	looked up the weather
63%	researched a product or service before buying it
61%	visited a brand or product website
56%	paid bills
51%	watched a video clip
50%	used a price comparison site
44%	listened to an audio clip

Taking the top 5 activities that people undertake while online, 3 are related to information gathering (looking up news and weather, and using search engines to find information). These activities – along with use of online banking and researching a product or service – are all by definition very practical. This then bears out the proposition we made earlier that being online helps people to make the most of their remaining leisure time by fulfilling certain tasks quickly and efficiently. Our highest ranking classic leisure activity – ‘watching a video clip’ – only comes in at number 8, with 1 in 2 people saying they have done this in the past month.

Our leisure time is also enriched through the ability to shop online and find information that makes shopping offline – in the real world – easier. As 57% of those people online have actually purchased something on the internet in the last 4 weeks it appears that both confidence and adoption are high. In addition, 28% have made purchases as a result of finding information on the internet in the last 4 weeks. Is the internet saving us time and giving us more choice as to how we spend the rest of our time?

Percentage who have bought or ordered goods or services on the Internet in the last month



Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

In conclusion

digital world
digital life

page 5

previous page

next page



In a TNS study concluded in 2002 (the Global eCommerce Report), only 15% of our global sample (covering 37 countries) said they had made a purchase online in the previous 4 weeks. Even in the US – the most advanced market for online purchasing at the time – only 32% were purchasing on the internet. In 2008, Germany emerges as the stand-out country for online purchasing with almost three quarters of Germans saying they have bought online in the previous 4 weeks. How things change.

Selling stuff

One of the interesting uses of the internet uncovered by this study is that 1 in 5 people claim to have sold something online in the last 4 weeks. In addition, 1 in 10 have advertised something online. This trading is a new use of our time and, while it may not contribute to a more efficient life style, it could be suggested that it contributes funds to extend our leisure time capabilities. This trend is particularly strong in Germany where almost half (48%) of our respondents say they have sold something online in the last 4 weeks.

What is bought online? Why?... and why not?

Having determined that online purchasing is popular, it is interesting to note what we buy and the differences compared to the TNS Global eCommerce Report in 2002. Books remain the most popular purchase, as they were in 2002. More people are now buying books but not by substantial levels (23% of those making an online purchase in 2002 compared with 35% in 2008). Similarly CDs have only increased by 3% to 18% since then.

Unsurprisingly our digital life is being tempered by our desires to continue to do things in the real world. The main reason we don't want to buy something is that we would prefer to see (and feel, touch, smell and possibly hear) the product first. Maybe we are unwilling to trust the virtual representation of the product but, as we shall see later, we spend a lot of effort investigating and getting recommendations or reviews prior to purchase. Maybe the benefits of careful investigation are outweighed by the concern that we don't know what we will get (which caused 13% not to buy online), or by security concerns (18%) or simply by the feeling that it is still easier and more fun to buy things from a store (11%).

“ Across the globe people no longer see the internet as an important tool for communications, but as a vital tool for communication. The nature of its relationship to the user may change from person to person, but what's consistent, is that it has become an inseparable part of our lives.”

Scott Ernst, President TNS Compete



How Digital 2.0 are we?

Engaging with social media has been the driver and the buzz phenomenon of the last couple of years. Many words have been used (Web 2.0, Social Networking, Communities etc) and many (completely different) definitions have been put forward. Given the lack of clarity and the confusion, this whole space has been surprisingly popular. However, it is the basic functionalities that have really been adopted here – not the hype or latest web-babble.

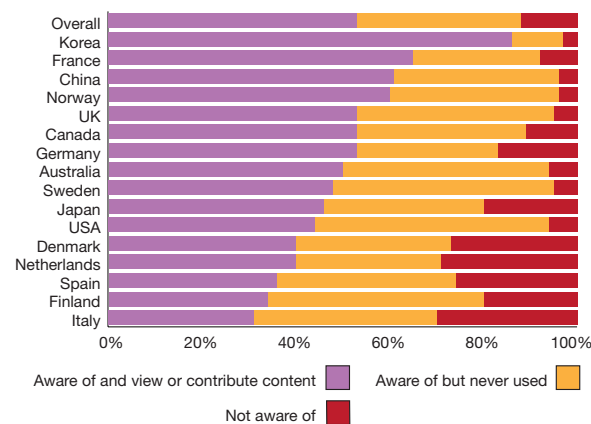
The 4 most adopted (and some might argue, adoptable) communication, social and engagement-based propositions are social networking sites, blogs, sharing photos & video, and forums. These may have their roots in the earliest internet protocols of FTP and newsgroups but with this new collaborative culture and enhanced technical environment they have been given new life. Wholesale adoption and commitment, demonstrated by participation, is still in its infancy. People are more likely to view these sites than contribute to them. However, for the networking sites, involvement and posting are clearly the main objectives.

Among people who say they contribute to blogs or forums, about 3 in 5 do so “several times a month” or less frequently. For photo and video sharing sites, more than three quarters are infrequent contributors. The situation is fairly diverse between countries though, as China and Italy have high numbers of frequent contributors to blogs, forums and photo/video sharing sites (almost 50% higher than the average). In Finland, on the other hand, people contribute to all of these activities far less frequently.

Social Networking – the thing of the moment

Focusing on the current vogue of social networking sites, as they embody the notion of Web 2.0 for the majority, we found that they are living up to the hype and publicity, as almost a third of all people in our study claim to contribute to social networking sites, with an extra 23% saying they have viewed or accessed them at some time, but not contributed. These contribution numbers increase to approximately half of the online population in Korea and Norway and the level is only slightly lower in France. However, while these numbers seem high, if we look in more detail at this behaviour we see that

Involvement in social networking sites (%)



actual contribution is reasonably infrequent. Only 2 in 5 of those that contribute to these sites do so several times a week or more.

Our survey has evidence that there is room for multiple social networks within some individuals' lives. The average number per person overall is about 2, but in some countries, notably Korea and China, the figures are higher (almost 4, and over 3, respectively). In fact, these two countries drive the overall average above the level of 2, so realistically in other countries the average is below 2.

continued...



Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

In conclusion

digital world
digital life

page 7

previous page

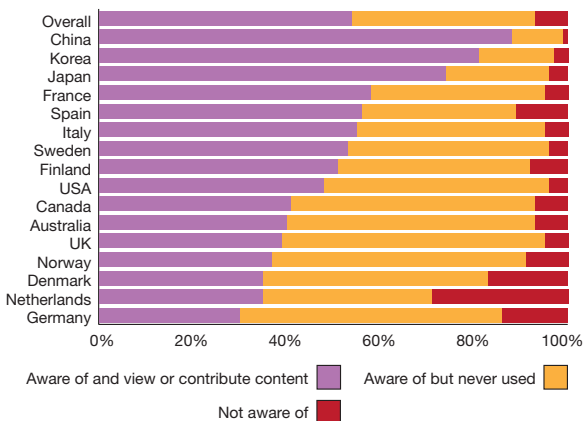
next page



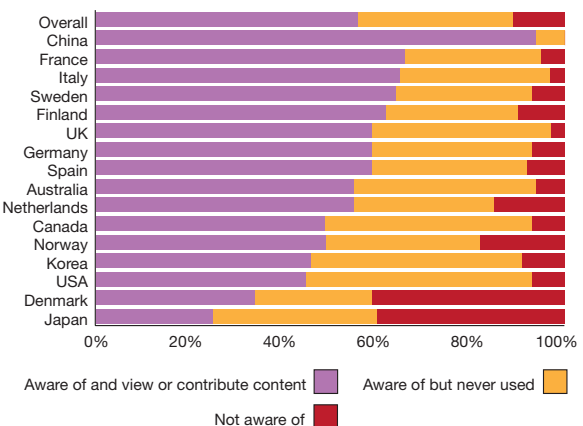
Reflecting the high usage, opinions of social networking sites appear to be fairly positive. Over a third describe them as fun and over a quarter as 'interesting'. However, these opinions are diversified across countries...

- France and Korea are extremely positive about social networking sites compared with other nations (with large proportions of people describing them as fun and interesting).
- China considers social networking sites to be more dangerous, complicated and boring than any others.
- Norway appears to have quite a frivolous attitude to them – with higher than average numbers thinking they are fun, while leading the nations in considering them a waste of time too!
- After China, the US has the most negative opinion as is plain from the below average numbers of positive descriptions. The one fifth of those aware of these sites in the US consider them to be dangerous and a quarter think they are a waste of time.

Involvement in blogs (%)



Involvement in forums (%)



Virtual worlds or communities (the way of the future?)

The dream of virtual worlds connected via the internet has long been written about and false dawns have often been heralded. Now we have the technological capabilities to create virtual worlds, it is Asia that is once again leading the adoption. Almost two thirds of Chinese and half of Koreans have participated in virtual worlds.

However, it appears that this technology still has some way to go before it is a mainstream application. In 10 out of the 16 countries a quarter or fewer of the online population have had any interaction with virtual worlds.

Looking to the future

“ Social networking is perhaps the most noticeable sign of consumers’ daily digital lives. Its fun and social aspects are clearly visible through MySpace, Facebook, and Second Life. What is not easily apparent is the potential that this platform offers businesses for customer collaboration and co-creation of value. All indicators suggest that both consumers and businesses will continue to invest even greater energy in social media and social networking in the coming years.”

Gaurav Bhalla, Global Innovation Director, TNS

“ Social media – blogs, social networks, consumer-created video – is a long-term trend that is changing how brands must communicate with their customers. Marketers and PR professionals must change their business practices from creating compelling communications, to having a bi-directional conversation with consumers and becoming great listeners and active participants in the word-of-mouth brand dialogues.”

Andrew Bernstein, President TNS Cymfony

How is the Internet affecting real life decisions?

Digital World, Digital Life



A world more connected



A more digital life



How digital 2.0 are we?



How is the internet affecting real life decisions?



Is our digital life a social life?



In conclusion



“ So few decisions are made without any input from online research, from choosing a new home or a school for our children – the input of the internet into the decision making process makes it one of the most important influencers in our life choices. ”

Barry Lemmon, Global Head of Retail & Shopper Insights, TNS

Earlier in this report, we established that the internet is a substantial vehicle for purchasing and also that it has a very valuable place in the research and information gathering process. Indeed, as 8 out of 10 people say, they use the internet as a source of information and more than 3 in 5 specifically research a product or service prior to purchasing. The internet's importance in purchasing is already clear.

Looking in more detail at particular purchases, (both online and offline) and the relative contribution of the internet to the process we see that:

- Of those who had bought a holiday in the previous 4 weeks, 86% thought

the internet played a crucial or important role in the process.

- More than three quarters of those who had bought a PC stated the internet was similarly important. Only 7% said they didn't use the internet at all in the process.
- The Chinese continue to stand out in their internet use and behaviour. No less than 99% of our Chinese respondents said the internet played a role in their purchase of a PC and 98% a role in the purchase of a mobile phone. In general, they appear to utilise the internet in their purchases more than any other nation that we surveyed.

continued...

digital world
digital life

page 9

previous page



next page



Our survey drilled down to specific ways people used the internet when making purchases. Did they simply execute the purchase online? Or did they compare prices or do other research?

Buying – Almost half of our respondents actually made their purchase online. Concert tickets were bought by 85% and holidays by 71% of respondents in the survey across all countries.

Comparing – Many people are now comparing prices online prior to their purchases. We found that almost three quarters (73%) of all respondents compared prices on white goods and well over two thirds compared prices on mobile phones, cars and televisions/DVD players.

Researching – In the age of social networks and increased online engagement with peers and reviewers, it is surprising that as many people (approximately 1 in 10) discussed their purchases with others as sought professional advice. Well over half of all respondents across all product categories researched online the product that they eventually bought. In particular, eight out of ten car buyers (85%) did their research online as well as three quarters (75%) of PC purchasers.

Happy Shoppers – We found that over three quarters (77%) of our respondents, who had shopped online in the past year, were very satisfied (rating 8 to 10 out of 10) with their online shopping experience. The proportion of happy online shoppers was even higher in Germany (89%), Denmark (87%) and Finland (86%).

Thinking about the process you went through when you dealt with this event, how important a role did the Internet play when you...*

	Percentage who said the internet played a 'crucial' or 'important' role
bought a holiday	87%
bought a PC	80%
made a major investment or a financial decision	73%
bought theatre and/or concert tickets	71%
took additional education or training for your career	69%
bought a household good e.g. fridge or washing machine	67%
bought a mobile phone	66%
bought a TV and/or DVD player	66%
bought a house	65%
bought a car	63%
chose a school or a college for your child	56%
bought medication	54%
helped another person deal with a major illness or health condition	53%

What was the specific role that the internet played when you...*

	Researched	Compared prices	Bought
bought theatre and/or concert tickets	47%	47%	84%
bought a holiday	70%	60%	71%
bought medication	53%	34%	55%
bought a PC	75%	71%	49%
bought a mobile phone	72%	64%	47%
bought a household good e.g. fridge or washing machine	68%	73%	47%
bought a TV and/or DVD player	70%	69%	47%
bought a car	85%	68%	18%

* All countries

- Digital World, Digital Life
- A world more connected
- A more digital life
- How digital 2.0 are we?
- How is the internet affecting real life decisions?
- Is our digital life a social life?
- In conclusion

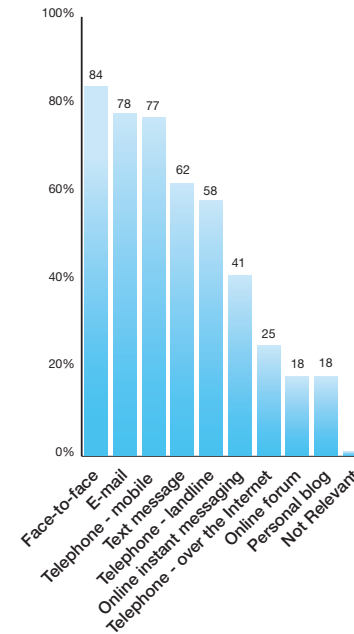


Is our digital life a social life?



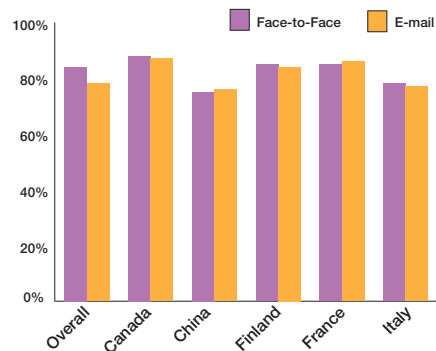
life?

Methods of communicating with friends



Comparison of e-mail and face-to-face communication with friends

(5 countries where email was used as much as face-to-face for communicating with friends)



One of our propositions so far has been that the increase in the time we spend online is due to having more of a social life on the internet. So, is our digital life really a social life?

We haven't reached the point where our digital communications have taken over our preference for face-to-face interaction – yet. It is getting closer though and this is particularly pronounced in some countries.

What has changed, beyond doubt, is that we now communicate in many more and in many different ways with our friends and families. The four most popular methods of communication now are email, and text messaging, as well as face-to-face and mobile

phones. Add to that mix online instant messaging, voice over IP and blogs/forums, and it becomes clear that our traditional methods of communication are constantly being complimented by new communication methods.

What is interesting is that 'traditional' forms of communication prevail when people are in contact with family members (including parents). Email, for example, falls into second place behind face-to-face for contacting our friends (with 78% of us saying we opt for email vs. 84% for face-to-face). When communicating with our parents, e-mail is our fourth most popular form of communication with only 26% of us opting for email over face-to-face.

Emailing was used as much as face-to-face for communicating with friends in the following countries: Canada (88% vs. 88%), France (87% vs. 85%), Finland (85% vs. 84%) and Italy (77% vs. 77%).

In contrast, there are some countries in which the mobile phone is used more than face-to-face for communicating with friends. This is most pronounced in Korea where four fifths (80%) of respondents say that they communicate with friends by mobile phone, but only six out of ten (61%) say they communicate face-to-face with their friends.

continued...

Digital World, Digital Life

A world more connected

A more digital life

How digital 2.0 are we?

How is the internet affecting real life decisions?

Is our digital life a social life?

In conclusion

The same was found in Finland (89% vs. 84%) and in China (82% vs. 78%). Mobile phones and face-to-face are equal in their importance for communicating with friends in Italy (78 vs. 77%) and Norway (88 vs. 88%).

We should not get too carried away with this though. Even though we are more likely to communicate with our friends via email than with our family, only 1 in 10 of us would say that email is the main method of communication with our friends. The leading methods of communication with friends are face-to-face and mobile phone.

With these new modes of communication, and their popularity, our social lives have to some degree become digital lives. But can we also say that our digital lives are social lives?

Over a third of us appear to have relationships with people that do not even extend to the real world, so you could say that this is truly digital social life. We made a point of asking our respondents if they had friends or contacts that they regularly communicate with online but don't know in person. Yet again in China and Korea there are more people than across the other countries surveyed that have these relationships. In China, a staggering three quarters of respondents claim to have this virtual communication with a real-life stranger.

If you aren't yet convinced about the digital and social life interaction, maybe this final set of statistics will do it for you. Collectively, we claim that over a third of all the people we interact with socially are friends that we engage with solely

online. In addition, and on average, we have about 13 friends that we met online! Among our Japanese respondents, 50% of all their relationships are with 'online-only' friends.

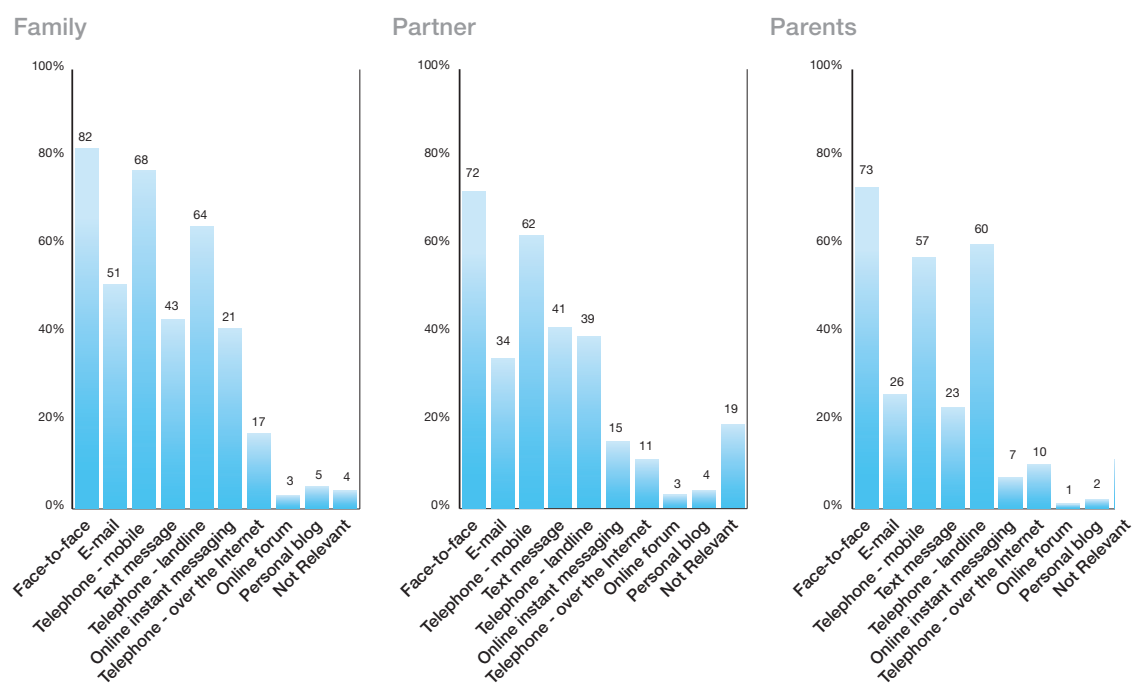
“The internet may mean our primary communication tools have changed, but that has by no means left us without a social life. More and more people are talking internationally and becoming ‘friends’ – a word in itself that has become completely redefined by Web 2.0.”

Andrew Mairon, TNS Global Interactive

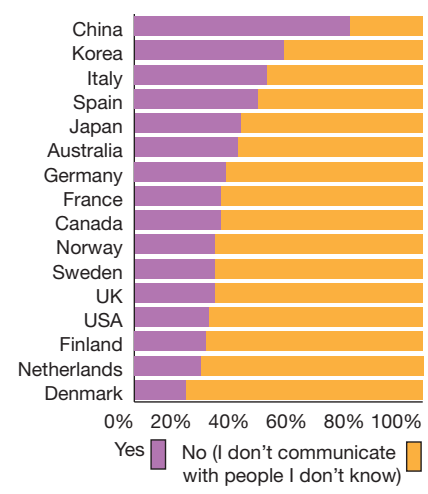
We don't have to worry yet about our whole lives transferring into some virtual realm that we access while never leaving our homes except to work – at least not yet. The internet seems to give us a route to meeting people that actually enriches our real-life, offline lives. Nearly two thirds of us have used the internet to meet people online and have then gone on to meet them in person. Over half of us have gone on to talk to someone on the phone as a result of an initial contact that happened online.

So how do people think the internet has changed their social habits? Almost a third of people think they speak on the phone less because of the interaction they have online. Almost 1 in 5 claim to go out less often owing to their online interaction. But a quarter of us say we interact with friends more often and a similar number say they make new friends more often.

Methods of communicating with Family, Partner and Parents – (all countries)



Do you have friends and contacts that you regularly communicate with that you have met online (and don't know in person)?



- Digital World, Digital Life
- A world more connected
- A more digital life
- How digital 2.0 are we?
- How is the internet affecting real life decisions?
- Is our digital life a social life?
- In conclusion

In conclusion

This report has uncovered some very interesting trends that go some way to explaining how and why people use the internet. The more collaborative and social web that we all hear about is a reality.

We should not ignore the trends. People are using social media more and more. People are spending their leisure time online because it is fun and social. But there are practical dimensions to our digital lives. We still want to do our shopping and pay bills online in order that we can have more time to meet people face-to-face, talk on the phone (and probably watch TV!). It seems that overall we are using our leisure time more productively. We are now able to browse goods, read news and reviews and make quicker and more informed purchase decisions all within the comforts of our own homes. It is now the responsibility of organisations in the 21st century to respond to these fundamental changes in the way that we interact with each other online. TNS is constantly evolving and seeking to better understand these changes through the development of new technical solutions and new research analysis techniques which enable us to obtain and present to others a clear picture of our new digital world and our new digital life.



Contact details

General enquiries:

Arno Hummerston, MD TNS Global Interactive,
arno.hummerston@tns-global.com

Press enquiries:

Laura Cooper, PR Manager,
laura.cooper@tns-global.com



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. 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 has social media developed? Last, how much trust do people have in online sources of information versus traditional media or straightforward recommendations from friends?

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised 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 customised 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

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

Digital World, Digital Life



A world more connected



A more digital life



How digital 2.0 are we?



How is the internet affecting real life decisions?



Is our digital life a social life?



In conclusion



digital world
digital life

page 13

previous page



next page

