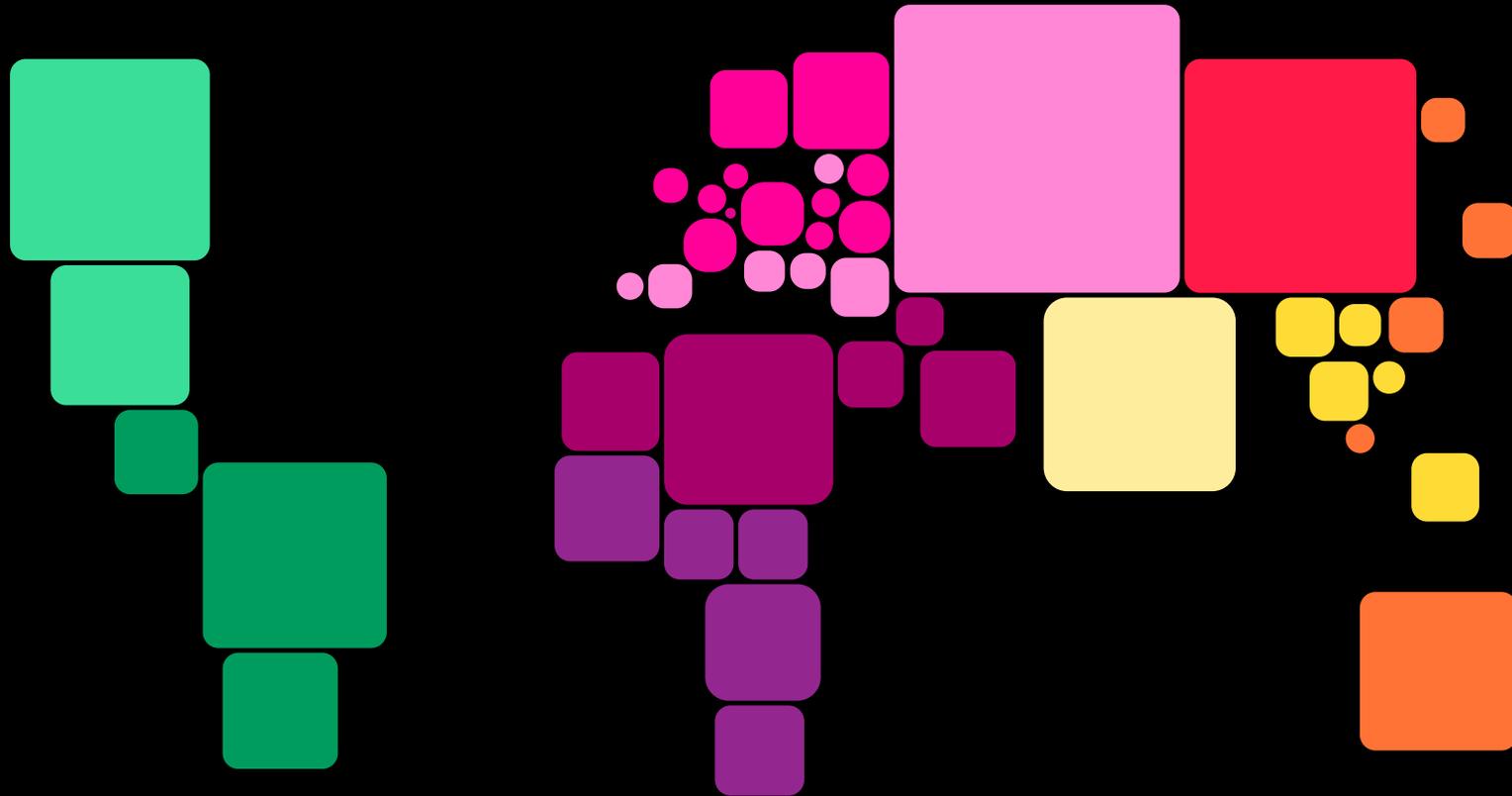


Drivers of online behaviour





“The internet is everywhere, but it is not everywhere in the same way”

Ian Ang



Digital consumers needs sit along an axis between entertainment and personal management with the most frequent activities of social networking, email and news, sport, weather sitting along this axis.

Despite social networking and email being communication platforms, they align to very different consumers needs which helps to explain how social networking is able to drive a greater volume of use than email, but also why consumers continue to use both platforms.

However, these platforms remain amongst the most intrusive for brands to contact consumers in. By aligning to the shopping and browsing patterns of consumers, brands stand a better chance of avoiding rejection.

A guide to the Digital life activities



Social

Connecting and sharing with others online, uploading pictures to a photo sharing site or internet dating



Knowledge

Source general information & learn online. Includes: 'googling' online encyclopaedias and self educating online etc



Organise

Planning & organising your life online, including journey planners, using maps services



News

Keeping up to date with current affairs, sports, culture and the weather



Admin

Using internet banking, paying or checking your bills ,topping up mobile phone/travel cards, doing tax return etc



Interest

Specialty websites that help you pursue your personal interests & hobbies or a blog/forum you read or write



Email

Personal email account. Checking inbox, writing and composing email messages



Shopping

Purchasing online, whether it be groceries, cinema tickets, clothing, gifts, flights or even services



Gaming

Games you play on or via the Internet, either single-player games or multi-player games (not via a console)



Multi-media

Watching video, listening to music or radio streaming or watching on-demand TV programs



Browsing

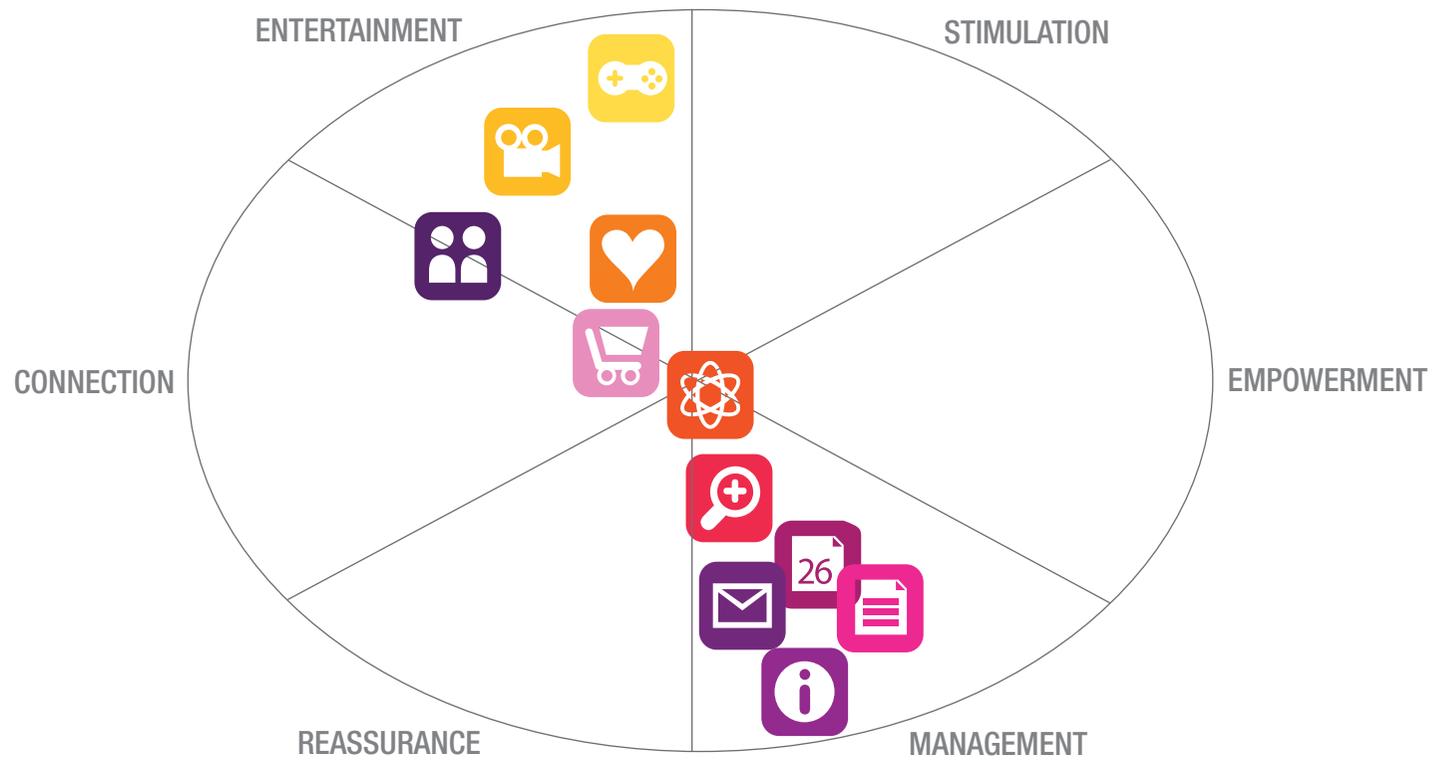
Browsing for things to buy online or offline; e.g. consumer reviews, websites, search engines

Consumers needs span an axis between social entertainment and personal management

NeedScope profiling of activities.

Bases: All respondents 48804

-  **SOCIAL:** Sociable, friendly
-  **EMAIL:** Effective, effecient
-  **KNOWLEDGE:** Knowledgeable, informed
-  **ORGANISE:** Under control, on top of things
-  **ADMIN:** Under control, on top of things
-  **SHOPPING:** Fun, pleasure
-  **BROWSING:** Knowledgeable, informed
-  **NEWS:** Intelligent, thinking
-  **INTEREST:** A sense of freedom, escape
-  **MULTIMEDIA:** Amused, entertained
-  **GAMING:** Fun, pleasure

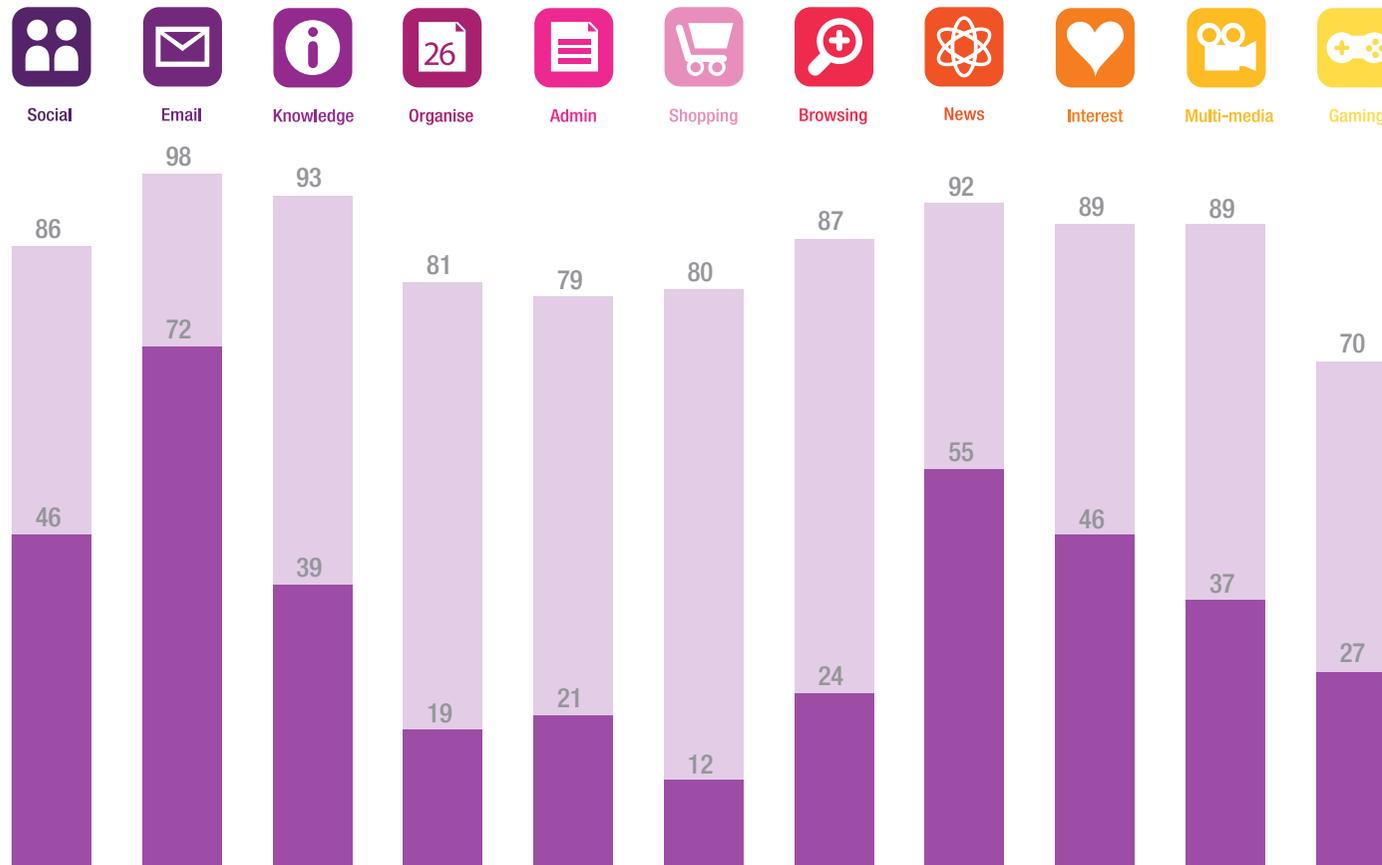


The most frequent activities span this axis

■ DAILY
■ EVER

% DOING ACTIVITY DAILY

I1: Frequency of online activities.
Bases: All respondents 48804



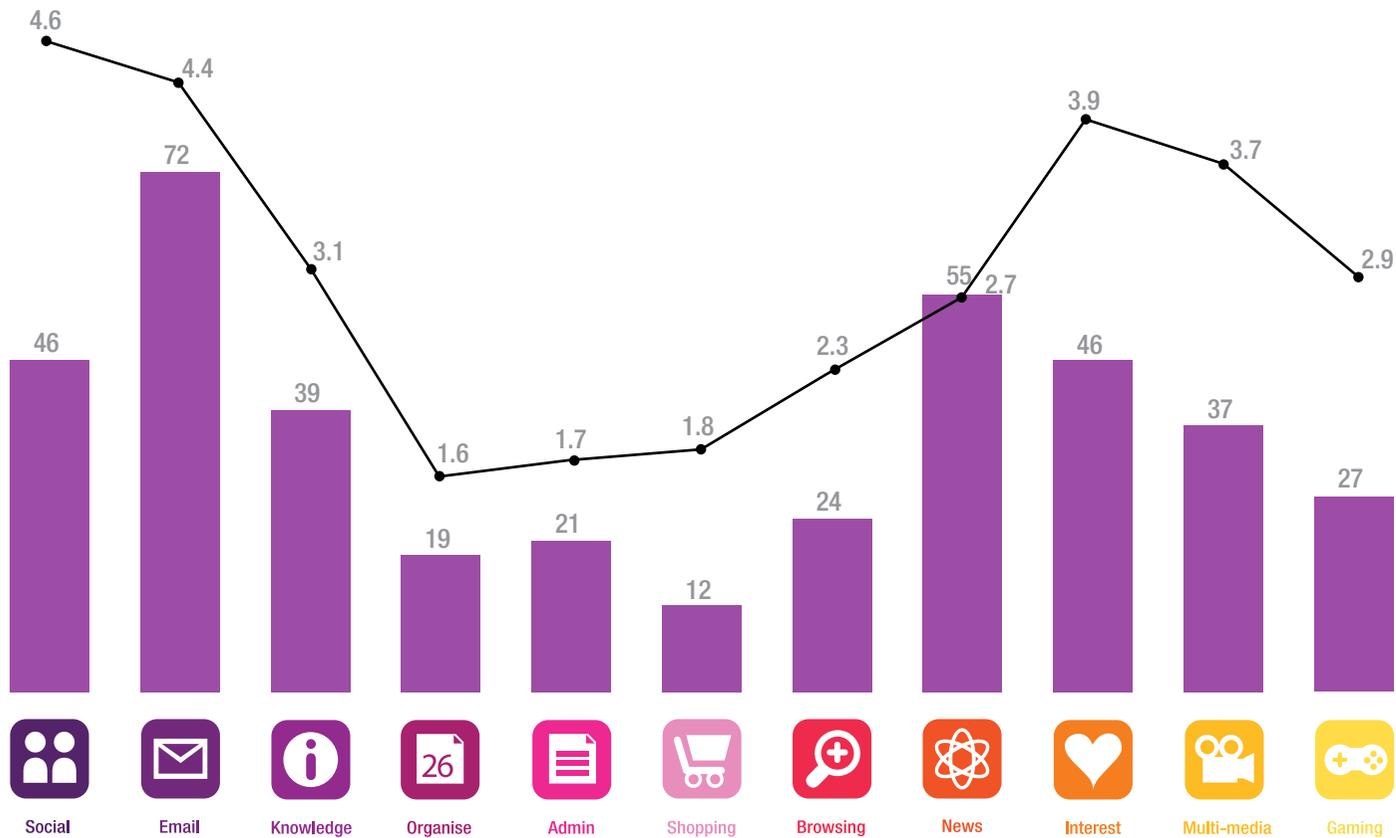
Despite much lower daily use than email, social networking attracts the highest volume of usage

■ % DOING ACTIVITY DAILY

● NO. OF HOURS SPENT ON ACTIVITY PER WEEK

I3: Importance of online activities.

Bases: All respondents 48804



eCommerce is the least intrusive time to interact with consumers; target the path to purchase

■ % ACTIVELY LOOKING FOR BRANDS
■ % WHO FIND BRANDS INTRUSIVE

I4: Intrusiveness of brand contact.
Bases: All respondents 48804

