

Leisure & entertainment among 15-19 year olds

The report on *India Leisure and Entertainment Trends 2008* by The Knowledge Company, Technopak, says that 15-19 year olds comprise 15% of all 15-55-year-old urban Indian (those residing in 5 lakh plus population towns) leisure consumers belonging to SEC A, B and C households. Though they are a relatively smaller group, research on their behaviour is revealing because their transition from young adolescents to teenage consumers over the last few years has coincided with the rapid economic growth in India and the consequent increase in availability of time, money and facilities for entertainment. As a result, the range of activities engaged in by this group is likely to be a reflection of the changes that have happened over the last few years.

Activities considered entertainment

The entertainment consciousness of this young group is more developed. Individuals belonging to this group typically have a broader range of activities that they consider leisure and entertainment and they are also likely to have engaged in more entertainment activities than their older counterparts.



Expectedly, outdoor activities and those that require more physical effort (including dancing) are in the consideration set of a larger proportion of this age group. An individual from this segment has more than double the likelihood of regularly engaging in indoor/outdoor sports or net-based leisure and is three times more likely than a typical Indian to play sports regularly. Infact, the 15-19 year olds

comprise almost half of the entire universe of indoor/outdoor sports enthusiasts. In addition, someone from this group has 50% greater chance of engaging in arts and entertainment pursuits such as dance, music, visiting museums/art galleries, watching plays etc.

The consideration of and engagement in

most other activities (except hobbies) too is higher for these individuals. This is possibly a function of the life stage they are in, preferring adventure, exploration and physical activity and also benefiting from being more technology savvy. A majority in this age group consider net-based leisure activities and gaming in their consideration set and

Activities stated as entertainment vs. % of those engaged in activities

Leisure and entertainment activities	% stating activities as engagement	15-19 yr olds % engaged in activities
Arts and entertainment	100	100
Watching movies	88	83
Other activities – dancing (Indian, Western), visiting art galleries/museums, watching plays, playing a musical instrument	66	48
Fitness/outdoor activities	92	80
Outdoor/indoor sports	52	43
Fitness-related activities (jogging, walking, yoga, cycling, gym, fitness club)	88	69
Adventure sports	16	4
Social activities	98	96
Social activities (eating out, visiting coffee shops)	81	73
Other outdoor recreation	97	94
Religious activities (visiting temples/places of religious interest)	73	69
Other outdoor activities – Watching a sport/game, driving out/driving around, picnicking, wildlife viewing	80	70
Indoor recreation	97	95
Reading	85	79
Hobbies/creative activities/card-board games		
Other indoor recreation (includes cooking, home decoration, painting etc.)	85	78
Travelling out/vacations in the last one year	60	46
Leisure on the net	70	50
Surfing the net	45	24
Chatting on the net	43	23
Playing computer games/gaming/video games	58	41

Base: All individuals in the age group of 15-19 years from SEC A, B and C households
Source: The Knowledge Company, Technopak.

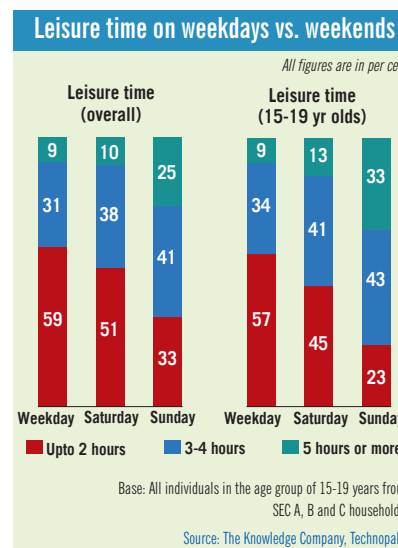
activities like net-based leisure and gaming. Interestingly, a relatively higher proportion has also been investing time on reading.

Most enjoyed activities

Watching television is the most enjoyed activity for a lower proportion of this group. But a higher proportion watches movie-based channels (viz. Zee Cinema, Star Gold etc.) and sports channels. Infact more than half of these youngsters regularly watch sports-based channels. In addition, their viewership of cartoon channels is twice that of older age groups. Listening to music is enjoyed by as many people as those who watch TV. Their preferences are slightly different, and regarding the source of music, at 6%, the proportion of 15-19 year olds who use MP3 players in order to listen to music is twice that of the general population.

The 15-19 year olds readership of magazines is lower than that of older age groups, but a slightly higher proportion read books/novels regularly. Newspaper reading is centered around current affairs and sports and not on politics, which is the case with their older counterparts. Leisure on the net, gaming and fitness activities/sports are the other engagements that figure prominently in the 15-19 year olds list of most enjoyed activities.

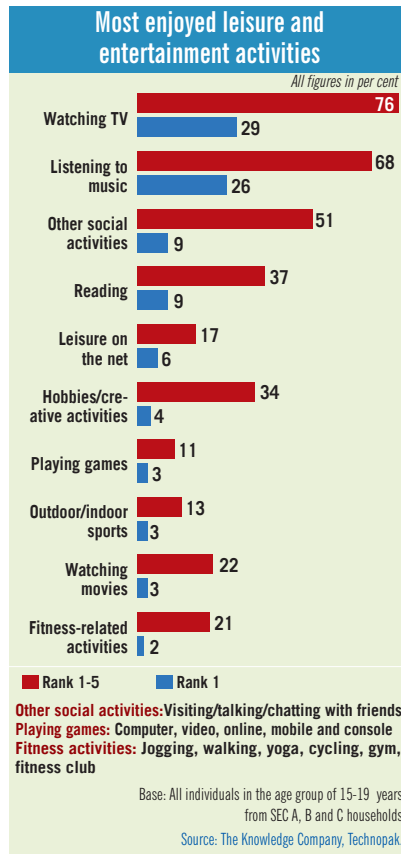
When it comes to internet-based leisure (including chatting, surfing, social networking, blogging etc.), these teenagers constitute almost a third of the entire group, being second only to the 20-30 year olds who are consummate internet leisure seekers. An individual from this group is most likely to access the internet from a café. These youngsters comprise 44% of the entire gaming universe. Computers are the preferred gaming medium for them and sports and adventure are the two most popular genres of games they indulge in.



many have also engaged in these activities at least once. Individuals belonging to this group invest a lot of time on entertainment, especially on Sundays.

Individuals belonging to the 15-19 year age group typically devote 10% of their leisure time to fitness-related activities (including indoor/outdoor sports) as compared to 6% of time spent on such activities by an average Indian. They are less likely to spend leisure time indoors (16% as compared to 21% overall leisure time) primarily because they spend much less time on hobbies and creative activities as compared to others (6% compared to 14% overall leisure time) although, interestingly, the time they spend on reading is slightly higher.

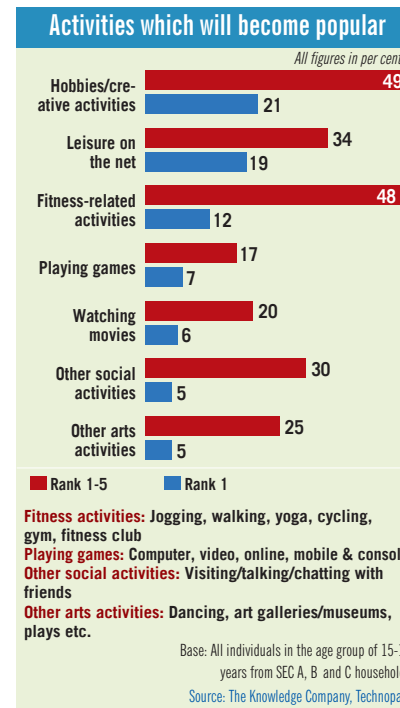
The 15-19-year-old leisure consumer invests more time across all leisure and entertainment activities, except for watching movies and pursuing hobbies wherein there is a slight decline. People from this age group spend more time on new-age leisure



Needs met by leisure & entertainment

These 15-19 year olds engage in leisure and entertainment activities for their pay-offs, to improve skills/learn new things or to bond better with friends/relatives who are an integral part of their lives. The important reasons for engaging in activities are:

- Relaxation
- Fun



- Mood improvement/enhancement
- Opportunity to discover/learn new things
- To bond with friends/relatives
- Time for self
- Refreshing experience
- Time with family
- Skill enhancement
- Making new friends

Leisure on the net and gaming will become one of the most enjoyed activities in future. There will be emphasis on fitness activities. Though the time invested on hobbies/creative pursuits by a 15-19-year-old is lower than that done by older age groups (infact it has been going down), as a group they are keen on enjoying such activities.