

The #1 Activity on the Internet is To View a Video

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The percentage of all adult internet users who watch video online jumped 14 points in the past two years, from 52% in May 2008 to 66% in May 2010, according to the study "[Generations 2010](#)" by Pew Internet Research. In fact, **watching video is the #1 activity on the Internet for all adults -- an important point for law firm marketers to know.**

While Millennials (ages 18-33) are still the most likely generation to watch online video, as 80% have done so, other generations have seen significant growth—55% of Older Boomers (ages 56-64) have watched video, up from 30% in 2008. Even one in five members of the G.I. Generation (age 74+) have watched videos online as well.

Over the past few years, comedy video viewership has grown more than any other type of video asked about in Pew's surveys: in 2009 half of all online adults (50%) had watched a comedy video online. **So humor probably plays well in online law firm marketing video.**

Activity	Teens Ages 12-17	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+	All online adults Age 18+
Go online	93%	95%	86%	81%	76%	58%	30%	79%
Teens and/or Millennials are more likely to engage in the following activities compared with older users:								
Watch a video	57	80	66	62	55	44	20	66
Use social network sites	73	83	62	50	43	34	16	61
Send instant messages	67	66	52	35	30	29	4	47
Play online games	78	50^	38^	26^	28^	25^	18^	35^
Read blogs	49^	43	34	27	25	23	15	32
Visit a virtual world	8	4	4	4	3	3	1	4

While the youngest and oldest Internet visitors may differ, the biggest online trend is that certain key internet activities are becoming more uniformly popular across all age groups. These include:

- Email
- Search engine use
- Seeking health information
- Getting news
- **Buying products**
- Making travel reservations or purchases
- Doing online banking
- Looking for religious information
- **Rating products, services, or people**
- Making online charitable donations
- **Downloading podcasts**

Even in areas that are still dominated by Millennials, older generations are making notable gains. Some of the areas that have seen the fastest rate of growth in recent years include **older adults' participation in communication and entertainment activities online, especially in using social network sites such as Facebook.**

Among the major trends in online activities:

- While the youngest generations are still significantly more likely to use social network sites, the fastest growth has come from internet users 74 and older: **social network site usage for this oldest cohort has quadrupled since 2008, from 4% to 16%.**
- The percentage of all adult internet users who watch video online jumped 14 points in the past two years, from 52% in May 2008 to 66% in May 2010.
- 51% of all online adults listen to music online, compared with 34% the last time this question was asked, in June 2004. While Millennials used to be by far the most avid listeners, Gen Xers and Younger Boomers are catching up.
- 53% of online adults have used a classified ads website such as Craigslist, up from 32% in September 2007.

Blogging popular with older Americans

Few of the activities covered in this report have decreased in popularity for any age group, with the notable exception of blogging. Only half as many online teens work on their own blog as did in 2006, and Millennial generation adults ages 18-33 have also seen a modest decline—a development that may be related to the quickly-growing popularity of social network sites.

At the same time, however, **blogging's popularity increased among most older generations**, and as a result the rate of blogging for all online adults rose slightly overall from 11% in late 2008 to 14% in 2010. Yet while the act formally known as blogging seems to have peaked, internet users are doing blog-like things in other online spaces as they post updates about their lives, musings about the world, jokes, and links on social networking sites and micro-blogging sites such as Twitter.

For the full 29-page report, please visit

<http://www.pewinternet.org/Reports/2010/Generations-2010.aspx>

For more on this topic, call:

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