Ipsos

Global @dvisor

Interconnected World - Communication and Social Networking Table of Contents

SECTION EK: TECH TRACKER

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EK1. Which of the following purposes have you used the Internet for in the past three months?

												All Countries										
		Ge	ender		Age		Н	ousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	s Owner	Senior Exec	utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	К	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	19216	9926	9290	7643	6498	5075	5628	7662	5709	9155	9555	5815	6688	6713	10823	8393	13116	6100	2285	16931	3756	15460
Base: All Respondents (wtd)	12000	5991	6009	5274	3996	2729	3739	4511	3590	5307	6193	4387	4065	3548	6455	5545	7977	4023	1335	10665	2212	9788
	10160	5014	5146	4226	3444	2490	3038	3850	3152	4606	5326	3612	3579	2970	5486	4675	6783	3377	1027	9133	1791	8369
For sending/receiving emails	85%	84%	86%	80%	86%	91%	81%	85%	88%	87%	86%	82%	88%	84%	85%	84%	85%	84%	77%	86%	81%	86%
			Α		С	CD		F	FG				KM							R		Т
Visit social networking sites /forums or blogs	7465	3682	3783	3691	2393	1381	2225	2799	2352	3118	4137	2646	2565	2254	3838	3626	4978	2486	782	6683	1341	6124
visit social fletworking sites /forums or blogs	62%	61%	63%	70%	60%	51%	60%	62%	66%	59%	67%	60%	63%	64%	59%	65%	62%	62%	59%	63%	61%	63%
				DE	E			F	FG		I		K	K		N				R		
	1666	1008	658	774	525	367	412	575	647	752	810	425	571	670	1012	655	1204	462	273	1393	466	1200
Voice over IP	14%	17%	11%	15%	13%	13%	11%	13%	18%	14%	13%	10%	14%	19%	16%	12%	15%	11%	20%	13%	21%	12%
		В						F	FG				K	KL	0		Q		S		U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

Detailed Tables

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

										1			!			!	1			!					
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	a South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	19216	512	1008	502	1040	1337	1003	1036	1040	1023	1002	1020	510	1028	1006	519	501	512	506	515	507	1043	512	523	1011
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	10160	452	428	456	400	440	433	443	445	446	468	339	456	426	377	427	449	429	228	437	411	446	461	420	441
For sending/receiving emails	85%	90%	86%	91%	80%	88%	87%	89%	89%	89%	94%	68%	91%	85%	75%	85%	90%	86%	46%	87%	82%	89%	92%	84%	88%
		BDKMNQRTW	DKNR	DKMNOQRTV	KR	DKNRT	DKNR	DKMNRT	BDKMNRT	BDKMNRT	HIKMNOPQRS	R	BDKMNOQRTV	DKNR	KR	KNR	BDKMNRTW	DKNR		DKNR	KNR	BDKMNRT	DKMNOQRTV	KNR	DKNRT
	7465	380	298	285	308	267	301	251	277	324	352	301	414	305	175	342	337	374	210	366	253	354	358	325	306
Visit social networking sites /forums or blogs	62%	76%	60%	57%	62%	53%	60%	50%	55%	65%	70%	60%	83%	61%	35%	68%	67%	75%	42%	73%	51%	71%	72%	65%	61%
	BCDE	FGHIJKMNOP	EGNRT	GNRT	EGNRT	NR	GNRT	NR	GNR	BCEGHNRT	DEFGHIKMNR	EGNRT	HIJKMNOPQF	EGHNRT		BCEGHKMNR	TICEGHKMNRT	EFGHIKMNPI	R N	DEFGHIKMNI	R NR	DEFGHIKMN	DEFGHKMNR	EGHNRT	EGHNRT
	1666	33	50	30	21	44	83	23	62	47	108	126	67	35	43	36	85	181	104	80	81	41	96	159	32
Voice over IP	14%	7%	10%	6%	4%	9%	17%	5%	12%	9%	22%	25%	13%	7%	9%	7%	17%	36%	21%	16%	16%	8%	19%	32%	6%
			ACDGMX			CDGX	BCDEGIMNOL	JX .	ACDEGIMNOL	CDGX	DEGHILMNOP	EFGHILMNO	PICDEGIMNOU	G	DG	A	BCDEGHIMNO	GHIJKLMNO	CDEGHILMN	OBCDEGIMNO	UCDEGHIMNO	DG	CDEGHIMNO	FGHIJLMNOP	RSTUVX

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Global @dvisor: Tech Tracker SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		Α	В	С	D	Е	F	G
Base: All Respondents (unwtd)	19216	2348	2071	7687	5566	7993	3575	1544
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
	10160	881	1279	4041	2874	3447	1601	1086
For sending/receiving emails	85%	88%	85%	90%	82%	86%	80%	72%
		BDEFG	DFG	ABDEFG	G	DFG	G	
Visit assist activating sites (for one on blace	7465	573	1030	2843	2117	2277	1284	901
Visit social networking sites /forums or blogs	62%	57%	69%	63%	60%	57%	64%	60%
			ACDEFG	ADE	AE		ADE	
	1666	77	89	526	631	468	411	343
Voice over IP	14%	8%	6%	12%	18%	12%	21%	23%
				AB	ABCE	AB	ABCE	ABCDE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Argentina										
	Argentina	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inc	ome Earner	Emplo	oyment	Busines	ss Owner	Senior Execu	cutive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	512	220	292	234	D 171	107	F 31	G 193	288	156	J 356	192	171	M 149	N 246	266	345	Q 167	R 42	470	72	440
Base: All Respondents (wtd)	500	245	255	248	141	111*	41**	221	237	162	338	327	118	55	224	276	316	184	31**	469	60*	440
	452	222	230	217	132	103	29	198	225	143	309	291	110	51	201	251	290	162	29	423	58	394
For sending/receiving emails	90%	91%	90%	87%	94%	92%	71%	89%	95%	89%	91%	89%	93%	93%	90%	91%	92%	88%	94%	90%	98%	89%
Visit social networking sites /forums or blogs	380	182	197	206	97	77	27	168	184	105	275	245	92	43	157	223	239	141	21	359	37	343
visit social networking sites /lorums or blogs	76%	74%	77%	83%	69%	69%	66%	76%	78%	65%	81%	75%	78%	78%	70%	81%	75%	77%	69%	76%	62%	78%
				DE							- 1					N						T
Water and ID	33	23	10	19	6	7	1	16	16	10	23	17	7	8	15	18	19	14	3	29	4	28
Voice over IP	7%	9%	4%	8%	4%	7%	2%	7%	7%	6%	7%	5%	6%	15% KI	7%	6%	6%	7%	10%	6%	7%	6%

EK1. Which of the following purposes have you used the Internet for in the past three months?

											India										
India	Ge	ender		Age		н	ousehold Inco	me	Marita	Status	maia	Education		Chief Inco	ome Earner	Emplo	oyment	Busine	ss Owner		cutive/Decision
Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
1020	755	265	812	180	28	275	457	H 288	587	J 433	K 3	73	M 944	741	279	948	72	298	722	659	361
500	258	242	276	164	60**	134	201	164	298	202	5**	43*	452	314	186	441	59*	130	370	311	189
339 68%	173 67%	166 69%	170 62%	116 71%	53 88%	80 60%	135 67%	124 75% F	214 72% J	125 62%	-	27 62%	312 69%	212 67%	127 68%	303 69%	36 61%	75 57%	264 71% R	210 67%	129 69%
301	158	143	165	99	37	73	119	109	184	117	0	25	276	185	116	267	34	75	226	189	112 59%
126 25%	73 28%	52 22%	72 26%	34 21%	20 34%	27 20%	56 28%	42 26%	77 26%	49 24%	4 83%	6 15%	115 26%	82 26%	44 24%	112 25%	14 25%	36 27%	90 24%	82 26%	44 23%
	Total 1020 500 339 68% 301 60%	Total Male A 1020 755 500 258 339 173 68% 67% 301 158 60% 61%	Total Male Female A B 1020 755 265 500 258 242 339 173 166 68% 67% 69% 301 158 143 60% 61% 59% 126 73 52	Total Male Female Under 35 A B C 1020 755 265 812 500 258 242 276 339 173 166 170 68% 67% 69% 62% 301 158 143 165 60% 61% 59% 60% 126 73 52 72	Total Male Female Under 35 35 to 49 A B C D 1020 755 265 812 180 500 258 242 276 164 339 173 166 170 116 68% 67% 69% 62% 71% 301 158 143 165 99 60% 61% 59% 60% 60% 126 73 52 72 34	Total Male Female Under 35 35 to 49 50 to 64 A B C D E 1020 755 265 812 180 28 500 258 242 276 164 60°* 339 173 166 170 116 53 68% 67% 69% 62% 71% 88% 301 158 143 165 99 37 60% 61% 59% 60% 60% 62% 126 73 52 72 34 20	Total Male Female Under 35 35 to 49 50 to 64 Low A B C D E F 1020 755 265 812 180 28 275 500 258 242 276 164 60** 134 339 173 166 170 116 53 80 68% 67% 69% 62% 71% 88% 60% 301 158 143 165 99 37 73 60% 61% 59% 60% 60% 62% 54% 126 73 52 72 34 20 27	Total Male Female Under 35 35 to 49 50 to 64 Low Medium A B C D E F G 1020 755 265 812 180 28 275 457 500 258 242 276 164 60** 134 201 339 173 166 170 116 53 80 135 68% 67% 69% 62% 71% 88% 60% 67% 301 158 143 165 99 37 73 119 60% 61% 59% 60% 60% 62% 54% 59% 126 73 52 72 34 20 27 56	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High A B C D E F G H 1020 755 265 812 180 28 275 457 288 500 258 242 276 164 60** 134 201 164 339 173 166 170 116 53 80 135 124 68% 67% 69% 62% 71% 88% 60% 67% 75% 301 158 143 165 99 37 73 119 109 60% 61% 59% 60% 60% 62% 54% 59% 66% 126 73 52 72 34 20 27 56 42	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married A B C D E F G H I 1020 755 265 812 180 28 275 457 288 587 500 258 242 276 164 60** 134 201 164 298 339 173 166 170 116 53 80 135 124 214 68% 67% 69% 62% 71% 88% 60% 67% 75% 72% 301 158 143 165 99 37 73 119 109 184 60% 61% 59% 60% 60% 62% 54% 59% 66% 62% 126 73 52 72 34 20 27 56 42 77	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other A	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low	India Gender Age	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High	India Gender Age	India Gender Age	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed	India Gender Age	India Gender Age	Not Not	Not Not

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Mexico										
	Mexico	G	ender		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	540	A 317	B	U	D	E	F	G	H	1	J	K	L	M	N	0	P	Q	R	3	T	U
Base: All Respondents (unwid)	519 500	238	202 262	192 270	201 150	126 80*	338 393	166 101*	15 6**	268 212	251 288	129 321	149	241 76	330 252	189 248*	398 340	121 160*	83 44*	436 456	143 86*	376 414
base. All Respondents (wtd)									-					67							78	
For any displayment in a second	427 85%	199 84%	228 87%	213 79%	137 92%	76 95%	332 85%	89 88%	100%	181 86%	246 85%	265 83%	94 92%	89%	229 91%	198 80%	298 88%	129 81%	37 85%	390 85%	91%	349 84%
For sending/receiving emails	65%	04%	0/70	79%	92% C	95% C	00%	00%	100%	00%	65%	03%	92%	09%	91%	00%	00%	0176	00%	00%	91%	04%
Visit social networking sites /forums or blogs	342	176	166	203	81	58	258	81	4	159	183	217	69	56	162	180	233	109	31	311	65	277
Visit social networking sites /forums or blogs	68%	74%	63%	75%	54%	72%	66%	79%	64%	75%	63%	68%	67%	73%	64%	73%	68%	68%	71%	68%	75%	67%
				D		D		F														
	36	26	10	31	2	3	28	7	1	12	24	25	3	7	16	20	28	8	5	31	9	26
Voice over IP	7%	11%	4%	11%	1%	4%	7%	7%	14%	6%	8%	8%	3%	10%	6%	8%	8%	5%	11%	7%	11%	6%
		В		D										L								

EK1. Which of the following purposes have you used the Internet for in the past three months?

												O service										
	Spain	Ge	ender		Age		н	lousehold Inco	me	Marita	Status	Spain	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
December 1		A	В	С	D	E	F	G	H	1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd) Base: All Respondents (wtd)	1043 500	479 252	564 248	384 205	393 182	266 113	678 320	320 158	45 22*	458 203	585 297	657 249	85 115*	301 136	531 255	512 245	541 259	502 241	90 39*	953 461	103 49*	940 451
Bade. 7 in readpointed (wite)	446	222	224	178	167	101	281	146	19	184	262	224	100	123	227	219	229	217	34	412	41	405
For sending/receiving emails	89%	88%	90%	87%	92%	90%	88%	92%	85%	90%	88%	90%	87%	90%	89%	89%	88%	90%	87%	89%	84%	90%
No. 20 and a second sec	354	173	181	160	126	67	229	113	12	128	226	174	83	97	169	186	182	172	27	327	33	322
Visit social networking sites /forums or blogs	71%	69%	73%	78%	69%	60%	72%	71%	56%	63%	76%	70%	73%	71%	66%	76%	70%	71%	69%	71%	67%	71%
				DE	E		Н									N						
	41	23	18	16	14	11	27	12	2	13	28	14	9	17	23	18	20	21	6	35	7	34
Voice over IP	8%	9%	7%	8%	8%	10%	8%	8%	10%	6%	10%	6%	8%	13%	9%	7%	8%	9%	16%	8%	15%	7%
		1		1	1		l		l					K		1			S		U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

EK1. Which of the following purposes have you used the Internet for in the past three months?

												South Africa										
	South Africa	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status	South Ame	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	515	A 234	281	141	214	160	21	G 86	H 408	315	200	201	164	M 150	N 301	214	461	Q 54	R 153	362	216	299
Base: All Respondents (wtd)	500	240*	260*	287*	134	80	47**	107**	346	230	270*	218*	124	158*	258	242*	427	73**	121*	379	177*	323*
For sending/receiving emails	437 87%	189 79%	248 95% A	247 86%	116 87%	75 93% D	29 61%	97 91%	311 90%	208 91%	229 85%	180 83%	109 88%	149 94%	225 87%	212 88%	376 88%	62 85%	113 94%	324 85%	167 94% U	271 84%
Visit social networking sites /forums or blogs	366 73%	177 74%	189 73%	229 80%	90 68%	47 59%	24 51%	79 74%	263 76%	159 69%	207 77%	151 69%	84 68%	131 83%	185 72%	181 75%	317 74%	50 68%	93 77%	273 72%	138 78%	228 71%
With a search	80	48	31	E 41	23	15	2	17	60	39	41	38	18	L 24	48	32	73	6	31	48	47	33
Voice over IP	16%	20%	12%	14%	17%	19%	5%	16%	17%	17%	15%	17%	14%	15%	19%	13%	17%	9%	26% S	13%	27% U	10%

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Great Britai										
	Great Britain	Ge	ender		Age		Н	lousehold Inco	me	Marita		Great Britain	Education		Chief Inco	ome Earner	Emplo	oyment	Busine	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1023	A 481	542	329	340	354	F 223	G 589	211	454	J 569	K 326	332	M 365	N 566	457	630	Q 393	R 103	920	135	888
Base: All Respondents (wtd)	500	246	254	185	165	150	109	287	104	214	286	160	161	179	274	226	310	190	48	452	64	436
For sending/receiving emails	446 89%	212 86%	234 92% A	153 82%	147 89% C	146 97% CD	97 89%	254 89%	95 91%	194 91%	252 88%	137 86%	147 91% K	163 91% K	245 89%	201 89%	277 89%	169 89%	43 88%	404 89%	58 91%	388 89%
Visit social networking sites /forums or blogs	324 65%	147 60%	177 70%	136 74%	112 68%	75 50%	65 60%	188 66%	70 68%	137 64%	187 66%	102 64%	105 65%	117 65%	167 61%	157 69%	201 65%	123 65%	31 65%	292 65%	44 68%	280 64%
	47	33	A 14	E 21	E 12	14	9	28	10	19	28	9	17	21	31	N 16	32	15	7	40	9	38
Voice over IP	9%	13%	6%	11%	8%	9%	8%	10%	10%	9%	10%	6%	11%	12%	11%	7%	10%	8%	14%	9%	14%	9%
		В											K	K	0						U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

EK1. Which of the following purposes have you used the Internet for in the past three months?

												US										
	us	G	ender		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C C	D D	50 to 04	F	G	H	Married	J	K	Mediani	M	N	0	P	O	R	S	T	U
Base: All Respondents (unwtd)	1011	459	552	313	340	358	151	262	598	580	431	440	336	235	466	545	548	463	114	897	123	888
Base: All Respondents (wtd)	500	247	253	182	159	159	76	110	314	284	216	232	127	141	233	267	277	223	59	441	65	435
	441	211	230	150	146	145	64	96	281	251	190	202	119	120	200	241	240	201	46	395	52	389
For sending/receiving emails	88%	85%	91%	82%	92%	91%	84%	88%	89%	88%	88%	87%	93%	85%	86%	90%	87%	90%	78%	90%	80%	89%
			Α		С	С							KM			N				R		Т
No. 20 - 10 - 10 - 10 - 10 - 10 - 10 - 10 -	306	135	171	133	99	75	46	66	194	165	142	127	81	99	134	172	166	141	31	275	38	268
Visit social networking sites /forums or blogs	61%	54%	68%	73%	62%	47%	60%	60%	62%	58%	66%	55%	63%	70%	57%	65%	60%	63%	52%	62%	58%	62%
			A	DE	E						I		K	K		N				R		
	32	23	10	15	10	7	5	6	22	17	15	6	10	17	19	13	18	15	5	28	7	25
Voice over IP	6%	9%	4%	8%	6%	5%	6%	5%	7%	6%	7%	3%	8%	12%	8%	5%	6%	7%	8%	6%	11%	6%
		В											K	K	0						U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

EK1. Which of the following purposes have you used the Internet for in the past three months?

											Saudi Arabi	a									
Saudi Arabia	Ge	ender		Age		H	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busine	ss Owner		cutive/Decision r/Leader
Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
506	379	127	404		- E	132		148	0	J 0		93 L		N 290	216	379	_			194	312
500	283	217*	295	172*	33**	145*	136*	133*	.**	.**	160*	101**	239	283	217*	336	164*	164*	336	192*	308
228 46%	145 51%	83 38%	105 35%	102 59% C	22 67%	50 34%	43 31%	86 65% FG	-	0	55 34%	44 44%	129 54% K	137 49%	91 42%	158 47%	71 43%	55 34%	173 52% R	76 40%	152 49%
210 42%	133 47%	77 36%	105	89 52%	16 50%	54 37%	40	83 62%	0	0	50 31%	45 44%	115 48%	125 44%	85 39%	144 43%	66 40%	53 32%	157 47%	65 34%	146 47%
.=,,,				С				FG					K	,,					R		T
104 21%	65 23%	39 18%	67 23%	37 22%	0	24 16%	31 23%	35 26%	0 -	0	19 12%	28 28%	57 24%	71 25%	33 15%	77 23%	27 17%	40 24%	64 19%	40 21%	64 21%
	Total 506 500 228 46% 210 42%	Total Male A 506 379 500 283 228 145 46% 51% 210 133 42% 47% 104 65	Total Male Female A B 506 379 127 500 283 217* 228 145 83 46% 51% 38% 210 133 77 42% 47% 36% 104 65 39	Total Male Female Under 35 A B C 506 379 127 404 500 283 217* 295 228 145 83 105 46% 51% 38% 35% 210 133 77 105 42% 47% 36% 36% 104 65 39 67	Total Male Female Under 35 35 to 49 A B C D 506 379 127 404 96 500 283 217* 295 172* 228 145 83 105 102 46% 51% 38% 35% 59% C C 210 133 77 105 89 42% 47% 36% 36% 52% C C 0 0 0 104 65 39 67 37	Total Male Female Under 35 35 to 49 50 to 64 A B C D E 506 379 127 404 96 6 6 500 283 217* 295 172* 33** 228 145 83 105 102 22 46% 51% 38% 35% 59% 67% C 210 133 77 105 89 16 42% 47% 36% 36% 52% 50% C 104 65 39 67 37 0	Total Male Female Under 35 35 to 49 50 to 64 Low A B C D E F 506 3379 127 404 96 6 132 500 283 217* 295 172* 33** 145* 228 145 83 105 102 22 50 46% 51% 38% 35% 59% 67% 34% C 210 133 77 105 89 16 54 42% 47% 36% 36% 52% 50% 37% C 104 65 39 67 37 0 24	Total Male Female Under 35 35 to 49 50 to 64 Low Medium A B C D E F G 506 3379 127 404 96 6 132 140 500 283 217* 295 172* 33** 145* 136* 228 145 83 105 102 22 50 43 46% 51% 38% 35% 59% 67% 34% 31% C 210 133 77 105 89 16 54 40 42% 47% 36% 36% 52% 50% 37% 29% 104 65 39 67 37 0 24 31	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High A B C D E F G H 506 379 127 404 96 6 132 140 148 500 283 217" 295 172" 33" 145" 136" 133" 228 145 83 105 102 22 50 43 86 46% 51% 38% 35% 59% 67% 34% 31% 65% C FG 210 133 77 105 89 16 54 40 83 42% 47% 36% 36% 52% 50% 37% 29% 62% Total FG 7 7 7 24 31 35	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other A B C D E F G H I J 506 3379 127 404 96 6 132 140 148 0 0 500 283 217' 295 172' 33** 145' 136' 133' -** -** -** 228 145 83 105 102 22 50 43 86 0 0 0 0 46% 51% 38% 35% 59% 67% 34% 31% 65% - - - - - FG -	Saudi Arabia Gender Age	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Married Complex Low Low	Saudi Arabia Gender Age	Saudi Arabia Gender Age	Saudi Arabia Gender Age Household Income Marital Status Education Chief Income Earner Employed	Saudi Arabia Gender Age Household Income Marital Status Education Chief Income Earner Employment	Saudi Arabia Gender Age Household Income Marital Status Education Chief Income Earner Employment Busine	Saudi Arabia Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Owner	Saudi Arabia Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Owner Maker

Detailed Tables

SECTION EK: TECH TRACKER

Global @dvisor Global @dvisor: Tech Tracker

EK1. Which of the following purposes have you used the Internet for in the past three months?

		<u> </u>										Canada																	
	Canada	Ge	ender		Age		н	lousehold Incom	ne	Marital	Status		Education		Chief Inco	ome Earner	Emp	oloyment	Business	Owner	Senior Execu Maker/		n						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not i Employed	Yes	No	Yes	No	CANADA- PRAIRIES	CANADA- ATLANTIC	CANADA- ALBERTA	BRITISH	NORTHWES T TERRITORIE	CANADA-	CANADA- QUEBEC
		Α	В	С	D	Е	F	G	н	1	J	K	L	М	N	0	Р	Q	R	S	T	U	V	W	Х	Υ	Z	а	b
Base: All Respondents (unwtd)	1337	667	670	379	488	470	277	568	492	591	746	479	683	175	726	611	930	407	163	1174	203	1134	82	96	132	176	0	471	380
Base: All Respondents (wtd)	500	247	253	178	177	145	110	209	181	209	291	186	223	91	266	234	344	156	58	442	73	427	30*	35*	51	67	-**	175	142
	440	213	227	149	157	133	92	184	163	184	256	157	204	79	230	210	301	139	52	388	68	372	27	33	44	61	0	150	125
For sending/receiving emails	88%	86%	90%	84%	89%	92%	84%	88%	90%	88%	88%	84%	91%	87%	86%	90%	88%	89%	89%	88%	92%	87%	90%	95%	86%	91%	-	85%	88%
						С			F				K								U			а					
Male and a second as a few Managers of black	267	117	150	112	96	59	61	110	96	99	168	90	130	47	135	132	181	86	32	235	42	225	15	23	29	41	0	89	69
Visit social networking sites /forums or blogs	53%	47%	59%	63%	54%	41%	55%	53%	53%	47%	58%	48%	58%	52%	51%	57%	53%	55%	55%	53%	57%	53%	49%	66%	57%	61%	-	51%	49%
			A	DE	E						- 1		K			N								Vab		ab			
	44	29	15	19	14	11	9	19	17	20	24	9	23	13	28	17	33	11	7	37	10	35	2	1	5	10	0	18	8
Voice over IP	9%	12%	6%	11%	8%	8%	8%	9%	9%	10%	8%	5%	10%	14%	10%	7%	10%	7%	12%	8%	14%	8%	6%	4%	10%	15%	-	10%	6%
		В											K	K							U					Wb		Wb	

February 2012

EK1. Which of the following purposes have you used the Internet for in the past three months?

												France										
	France	Gı	ender		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1036	Α	B	C	D	E	F	G	H or 4	1	J	K	L	M	N	0	P	Q	R	3	T	U
Base: All Respondents (unwtd)	1036 500	511 247	525 253	369 191	326 161	341 148	257 123	525 257	254 119	386 178	650 322	429 168	302 209	305 124	619 295	417 205	650 316	386 184	27 13**	1009 487	56 25*	980 475
Base. All Respondents (wtu)																						
	443	217	225	166	141	135	102	232	109	161	281	137	192	114	262	181	277	166	10	433	21	421
For sending/receiving emails	89%	88%	89%	87%	88%	91%	83%	90% E	91% F	90%	87%	82%	92% K	92%	89%	88%	88%	90%	76%	89%	84%	89%
-													IX.	- 10								
	251	120	131	124	74	53	57	132	61	70	181	73	102	75	146	105	162	89	5	246	14	237
Visit social networking sites /forums or blogs	50%	48%	52%	65%	46%	35%	46%	51%	51%	39%	56%	44%	49%	61%	49%	51%	51%	48%	40%	50%	55%	50%
				DE	E						_			KL								
	23	16	6	9	6	7	2	12	9	11	12	6	7	10	16	7	15	8	0	22	3	20
Voice over IP	5%	7%	3%	5%	4%	5%	2%	5%	7%	6%	4%	3%	4%	8%	5%	3%	5%	4%	3%	5%	10%	4%
		В						F	F					KL							U	

EK1. Which of the following purposes have you used the Internet for in the past three months?

												C										
	Germany	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status	Germany	Education		Chief Inc	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1040	A 479	561	C 307	D 398	E 335	F 279	G 353	H 408	512	J 528	K 214	L 646	M 180	N 658	O 382	756	Q 284	R 88	952	T 173	U 867
Base: All Respondents (wtd)	500	479 253	247	172	182	146	139	353 166	195	236	264	113	285	180	318	182	357	143	41*	952 459	83	417
For sending/receiving emails	445 89%	220 87%	225 91%	147 85%	163 89%	136 93%	118 85%	150 90%	178 91%	212 90%	233 88%	98 86%	255 89%	93 92%	283 89%	162 89%	320 90%	125 88%	34 83%	411 90%	71 85%	374 90%
For sending/receiving emails	0976	07 /0	9170	0370	0370	C	6376	50 /s	F	30 /6	00 /0	00 /0	0970	32 /0	0370	0370	30 /0	0070	0370	30 /6	6376	5076
Visit social networking sites /forums or blogs	277	133	144	127	98	52	84	93	100	108	169	53	166	57	172	105	187	90	21	256	41	236
visit social networking sites /lorums or blogs	55%	53%	58%	74%	54%	35%	60%	56%	51%	46%	64%	47%	58%	56%	54%	58%	52%	63%	50%	56%	49%	57%
				DE	E		Н				ı		K					P				
	62	33	28	27	18	16	19	22	21	27	34	7	38	16	41	20	40	21	6	56	14	48
Voice over IP	12%	13%	12%	16% D	10%	11%	14%	13%	11%	12%	13%	6%	13% K	16% K	13%	11%	11%	15%	14%	12%	17%	11%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

Global @dvisor Global @dvisor: Tech Tracker

EK1. Which of the following purposes have you used the Internet for in the past three months?

															Aus	stralia													
	Australia	Ge	nder		Age		н	ousehold Incom	e	Marital	Status		Education		Chief Inco	ome Earner	Emplo	yment	Business (Owner	Senior Execu Maker/l					REGION			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SAINT	WA
		Α	В	С	D	E	F	G	Н	1	J	К	L	M	N	0	Р	Q	R	S	T	U	V	W	Х	Y	Z	а	ь
Base: All Respondents (unwtd)	1008	488	520	307	366	335	207	535	266	508	500	319	345	344	577	431	706	302	116	892	156	852	671	336	301	341	199	93	73
Base: All Respondents (wtd)	500	248	252	197	163	141	111	270	119	231	269	132	294	74	271	229	337	163	52*	448	69	431	319	180	141	168	104	45*	40*
	428	205	223	157	144	127	89	233	106	198	230	107	259	62	237	192	294	134	48	380	60	368	267	160	115	145	91	40	36
For sending/receiving emails	86%	83%	89%	80%	89%	90%	80%	86%	89%	86%	86%	82%	88%	84%	87%	84%	87%	82%	92%	85%	87%	85%	84%	89%	81%	86%	88%	89%	90%
			A		С	С			F				K																
Visit social networking sites /forums or blogs	298	138	160	136	101	62	63	160	76	123	175	78	170	51	149	150	202	96	28	271	36	263	188	110	88	93	66	28	24
Visit social fletworking sites /forums or blogs	60%	56%	64%	69%	62%	44%	56%	59%	64%	53%	65%	59%	58%	68%	55%	65%	60%	59%	53%	60%	52%	61%	59%	61%	62%	55%	63%	62%	61%
			A	E	E						- 1			KL		N													
	50	34	16	14	19	17	8	26	16	27	23	8	29	13	31	19	35	15	7	44	10	40	28	22	10	24	10	3	3
Voice over IP	10%	14%	6%	7%	12%	12%	8%	10%	13%	12%	8%	6%	10%	18%	11%	8%	10%	9%	12%	10%	14%	9%	9%	12%	7%	14%	10%	6%	8%
		В												KL												X			

February 2012

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b * small base

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Japan	Go	ender		Age		н	ousehold Inco	me	Marita	l Status	Japan	Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		utive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not	Yes	No	Yes	No
Base: All Respondents (unwtd)	1006	A 487	B 519	C 328	D 329	E 349	F 593	G 350	H 63	I 558	J 448	K 316	L 217	M 473	N 470	O 536	P 632	Q 374	R 101	S 905	T 137	U 869
Base: All Respondents (wtd)	500	251	249	185	152	163	296	173	31*	270	230	156	105	239	234	266	315	185	49	451	68	432
For sending/receiving emails	377 75%	191 76%	186 75%	129 70%	113 75%	134 83%	222 75%	129 75%	26 83%	197 73%	179 78%	111 71%	80 76%	186 78%	185 79%	192 72%	242 77%	134 73%	38 78%	338 75%	51 75%	326 75%
Visit social networking sites /forums or blogs	175 35%	86 34%	88 35%	85 46%	55 36%	CD 35 21%	109 37%	57 33%	8 26%	69 26%	105 46%	58 37%	33 31%	84 35%	80 34%	95 36%	103 33%	72 39%	19 39%	155 34%	25 36%	150 35%
Voice over IP	43	24 10%	19	DE 14 8%	10 7%	18	24 8%	15 9%	3	28 10%	1 15 7%	11 7%	8 8%	24 10%	21 9%	22 8%	27 8%	P 16 9%	8 15%	35 8%	11	32 7%
10.00 010. 11	070	1070	0,0	0,0	170	D	070	0,0	1170	J	170	170	070	1070	0.70	0,0	0,0	0,0	S	0,0	U	170

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

EK1. Which of the following purposes have you used the Internet for in the past three months?

												South Korea	a									
	South Korea	Ge	ender		Age		н	ousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	507	256	251	191	205	111	89	224	194	291	216	25	155	327	264	243	338	169	73	434	109	398
Base: All Respondents (wtd)	500	253	247	211	185	104	91*	223	186	273	227	28**	158	314	251	249	324	176	69*	431	103	397
	411	209	202	165	159	87	68	185	158	230	181	17	127	268	212	199	275	137	56	356	86	326
For sending/receiving emails	82%	83%	82%	78%	86%	84%	75%	83%	85%	84%	80%	59%	80%	86%	84%	80%	85%	78%	81%	83%	83%	82%
									F								Q					
Visit social networking sites /forums or blogs	253	124	129	129	86	38	34	121	98	123	130	14	73	166	117	136	158	95	31	223	46	207
visit social networking sites /forums or blogs	51%	49%	52%	61%	46%	37%	38%	54%	53%	45%	57%	49%	46%	53%	46%	55%	49%	54%	44%	52%	45%	52%
				DE				F	F		ı											
	81	36	45	19	32	31	9	30	43	56	25	1	17	64	47	34	62	19	18	63	24	57
Voice over IP	16%	14%	18%	9%	17%	30%	10%	13%	23%	21%	11%	3%	10%	20%	19%	14%	19%	11%	26%	15%	24%	14%
					С	CD			FG	J	· ·			L			Q		S		U	

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Russia										
	Russia	Ge	ender		Age		н	lousehold Inco	me	Marita	Status	Russia	Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	512	A 235	277	203	170	139	F 24	G 41	H 447	247	J 265	75	290	M 147	N 326	186	450	Q 62	R 33	479	70	442
Base: All Respondents (wtd)	500	240	260	211	180	109	28**	43*	429	231	269	146*	266	88	314	186	437	63*	28**	472	64*	436
For sending/receiving emails	429 86%	204 85%	225 87%	181 86%	150 84%	98 90%	17 61%	37 85%	375 87%	198 86%	231 86%	119 81%	229 86%	81 92% K	272 87%	157 84%	382 87% Q	47 74%	25 89%	404 86%	57 89%	371 85%
Visit social networking sites /forums or blogs	374 75%	168 70%	206 79%	170 81%	129 72%	75 68%	18 65%	29 66%	327 76%	165 71%	208 78%	101 70%	205 77%	67 76%	240 76%	134 72%	327 75%	47 73%	22 78%	352 75%	52 81%	322 74%
			Α	Е																		
Voice over IP	181 36%	96 40%	85 33%	70 33%	63 35%	48 44%	8 28%	18 43%	155 36%	75 32%	107 40%	52 36%	87 33%	42 48%	121 39%	60 32%	158 36%	23 36%	13 46%	168 36%	29 44%	153 35%
														L								

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Sweden	Ge	ender		Age		н	lousehold Inco	me	Marital	Status	Sweden	Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		utive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	512	A 246	266	119	D 176	217	F 207	G 254	51	159	J 353	331	L 81	M 100	N 358	154	319	Q 193	R 54	S 458	65	U 447
Base: All Respondents (wtd)	500	253*	247*	185*	156*	159*	184*	247	69*	155*	345	105	263*	132*	341	159*	338	162*	69**	431	87**	413
For sending/receiving emails	461 92%	225 89%	236 96%	176 95%	140 90%	146 92%	174 94% H	232 94% H	55 80%	132 85%	329 96% I	97 92%	245 93%	120 91%	307 90%	155 97%	310 92%	152 93%	55 81%	406 94%	76 87%	386 93%
Visit social networking sites /forums or blogs	358 72%	170 67%	189 77%	158 85%	112 72%	89 56%	138 75%	171 69%	49 71%	103 66%	255 74%	73 69%	179 68%	106 80%	226 66%	133 83%	234 69%	125 77%	45 66%	313 73%	57 66%	301 73%
				Е	E									K		N						
Voice over IP	96 19%	78 31%	18 7%	37 20%	28 18%	30 19%	27 15%	49 20%	20 30%	40 26%	56 16%	14 13%	51 20%	31 23%	74 22%	22 14%	71 21%	25 15%	13 19%	83 19%	19 22%	77 19%
		В												K								

EK1. Which of the following purposes have you used the Internet for in the past three months?

												to to a set										
	Indonesia	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status	Indonesia	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	510	A 335	175	C 275	D 192	E 43	F 69	G 279	H 162	317	J 193	185	L 33	M 292	N 282	O 228	P 448	Q 62	50	S 460	T 123	U 387
Base: All Respondents (wtd)	500	250	250	281	162	57*	75*	267	158	272	228	195	32**	273	233	267	423	77*	47*	453	115	385
For sending/receiving emails	456 91%	234 94%	222 89%	249 89%	150 93%	57 100%	65 86%	247 93%	144 91%	252 93%	204 89%	176 91%	31 96%	249 91%	217 93%	239 89%	384 91%	72 94%	40 85%	416 92%	102 88%	355 92%
For sending/receiving emails	9176	94%	09%	09%	93%	C	00%	93%	9176	93%	09%	91%	90%	9176	93%	09%	91%	94%	63%	92%	00%	9270
Visit social networking sites /forums or blogs	414	213	201	241	131	42	60	229	125	231	184	159	30	225	189	226	353	61	35	379	92	323
visit social networking sites /forums or blogs	83%	85%	80%	86%	81%	74%	80%	86%	79%	85%	80%	81%	94%	83%	81%	84%	83%	80%	75%	84%	80%	84%
	67	43	24	38	23	5	12	31	23	35	31	23	5	39	32	35	57	9	11	56	20	46
Voice over IP	13%	17%	10%	14%	14%	9%	16%	12%	15%	13%	14%	12%	16%	14%	14%	13%	14%	12%	23%	12%	18%	12%
		В																				

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Turkey										
	Turkey	Ge	ender		Age		н	lousehold Inco	me	Marita	Status	rurkey	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		cutive/Decisior r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	523	A 414	109	399	119	- E	F 49	G 237	237	236	J 287	177	81	M 265	N 283	240	362	Q 161	R 61	462	163	360
Base: All Respondents (wtd)	500	252	248*	263	215*	22**	41**	199	260*	256*	244*	180*	70*	250*	265*	235	301	199*	49*	451	140*	360
For sending/receiving emails	420 84%	219 87%	201 81%	222 85%	175 81%	22 100%	22 53%	169 85%	229 88%	231 91% J	189 77%	147 82%	58 83%	215 86%	222 84%	198 84%	265 88%	155 78%	43 88%	377 84%	130 93% U	290 81%
Visit social networking sites /forums or blogs	325 65%	193 77%	132 53%	192 73%	123 57%	9 40%	19 45%	135 68%	171 66%	177 69%	148 60%	110 61%	54 77%	160 64%	168 63%	157 67%	214 71%	110 56%	40 82%	285 63%	104 75%	220 61%
		В		D													Q		S			
Voice over IP	159 32%	93 37%	66 27%	101 39%	55 25%	13%	23 55%	61 31%	75 29%	70 28%	89 36%	66 37%	18 26%	75 30%	77 29%	82 35%	90 30%	69 35%	21 43%	138 31%	50 36%	109 30%

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Hungary	Ge	ender		Age		н	lousehold Inco	me	Marita	l Status	Hungary	Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		utive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1002	A 458	544	280	D 317	405	F 606	G 262	3 3	427	J 575	366	467	M 169	N 505	O 497	P 468	Q 534	R 64	938	T 59	943
Base: All Respondents (wtd)	500	244	256	202	145	153	295	130	1**	192	308	130	294	76	233	267	239	261	31*	469	29*	471
For sending/receiving emails	468 94%	231 95%	237 93%	187 93%	136 93%	146 95%	273 93%	124 95%	1 68%	180 94%	288 94%	114 88%	281 96% K	73 95% K	218 94%	250 94%	224 94%	244 94%	30 98%	438 93%	29 99%	93%
Visit social networking sites /forums or blogs	352 70%	168 69%	185 72%	149 74%	96 66%	107 70%	205 70%	92 71%	1 39%	130 68%	222 72%	83 64%	214 73%	56 73%	162 69%	191 71%	163 68%	189 72%	20 65%	332 71%	18 61%	334 71%
													K									
Voice over IP	108 22%	58 24%	50 19%	38 19%	30 21%	40 26%	63 21%	28 21%	1 39%	45 23%	63 20%	20 16%	64 22%	23 30%	55 24%	53 20%	52 22%	56 21%	11 37%	97 21%	8 27%	100 21%
						С							K	KL					S		1	1

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Poland	Ge	ender		Age		н	lousehold Inco	me	Marita	Status	Poland	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		cutive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	501	A 250	B 251	C 225	D 152	124	F 394	91	H 16	245	J 256	78	18 318	M 105	N 285	O 216	P 270	Q 231	R 45	S 456	73	U 428
Base: All Respondents (wtd)	500	248	252	215	161	124	401	83*	16**	248	252	104*	327	69	284	216	262	238	43*	457	66*	434
For sending/receiving emails	90%	220 89%	229 91%	180 84%	148 91% C	121 98% CD	362 90%	74 89%	13 84%	229 92%	220 87%	88 84%	301 92% K	60 87%	255 90%	194 90%	239 91%	210 88%	39 92%	410 90%	61 91%	388 90%
Visit social networking sites /forums or blogs	337 67%	166 67%	171 68%	163 76%	92 57%	82 66%	273 68%	51 62%	13 80%	152 61%	185 73%	80 76%	214 65%	44 64%	185 65%	152 71%	173 66%	164 69%	22 51%	315 69%	35 53%	302 70%
	85	55	30	D 34	24	28	64	18	2	40	I 45	15	56	14	52	33	48	37	6	R 79	12	T 73
Voice over IP	17%	22%	12%	16%	15%	22%	16%	22%	22%	16%	18%	14%	17%	21%	18%	15%	18%	15%	14%	17%	19%	17%

EK1. Which of the following purposes have you used the Internet for in the past three months?

												China										
	China	Gender		Age			Household Income			Marita	l Status	Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1003	A 485	518	440	440	123	77	G 302	624	730	273	78	297	M 628	709	294	901	Q 102	R 105	898	328	675
Base: All Respondents (wtd)	500	249	251	200*	194*	106*	92**	185*	223	326	174*	295*	155	50	308	192*	396	104*	46**	454	106*	394
For sending/receiving emails	433 87%	219 88%	214 85%	161 80%	175 90%	97 92%	71 77%	169 91%	194 87%	295 91% J	139 80%	253 86%	136 88%	44 89%	266 86%	167 87%	350 88%	83 80%	35 77%	398 88%	83 78%	351 89% T
Visit social networking sites /forums or blogs	301 60%	163 65%	139 55%	135 67%	116 60%	50 48%	51 55%	119 64%	132 59%	188 58%	113 65%	170 58%	97 62%	35 69%	176 57%	125 65%	251 63%	51 49%	31 69%	270 59%	60 57%	241 61%
				E			_							L							1	
Voice over IP	83 17%	45 18%	38 15%	28 14%	33 17%	21 20%	3%	29 16%	51 23%	55 17%	28 16%	36 12%	31 20%	15 31%	66 22%	16 8%	78 20%	5 5%	12 27%	70 16%	33 31%	50 13%
														KL	0		Q				U	

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Brazil										
	Brazil	Gender		Age			Household Income			Marital	Status	Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (unwtd)	1040	A 545	495	464	340	236	234	G 777	H 29	412	628	165	575	M 300	N 460	580	710	Q 330	112	928	187	853
Base: All Respondents (wtd)	500	245	255	271	144*	85*	175*	317	8**	188	312	363	108	29	196	304	309	191	36**	464	65*	435
For sending/receiving emails	400 80%	188 77%	212 83%	207 76%	118 82%	75 88%	130 74%	262 83%	8 98%	146 77%	254 81%	284 78%	90 83%	26 87% K	146 74%	254 84%	242 79%	157 82%	29 80%	370 80%	55 86%	344 79%
Visit social networking sites /forums or blogs	308 62%	153 63%	155 61%	177 65%	86 60%	45 53%	97 55%	204 64%	7 95%	97 52%	211 68%	218 60%	71 66%	19 65%	101 51%	208 68%	181 59%	128 67%	26 72%	282 61%	45 69%	264 61%
											ı					N						
Voice over IP	21 4%	12 5%	9 4%	14 5%	6 4%	1 1%	7 4%	13 4%	9%	9 5%	12 4%	12 3%	6 6%	3 10%	8 4%	13 4%	15 5%	5 3%	2 5%	19 4%	3 4%	18 4%
														KL								

EK1. Which of the following purposes have you used the Internet for in the past three months?

												Italy										
	Italy	Gender		Age			Household Income			Marita	Status	Education			Chief Income Earner		Employment		Business Owner			utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	1028	501	527	C 373	D 372	283	F 222	G 440	H 366	548	J 480	K 320	564	M 144	N 517	511	P 647	Q 381	118	910	172	856
Base: All Respondents (wtd)	500	250	250	181	183	136	116	213	171	271	229	243	199	58	249	251	299	201	55	445	79	421
	426	216	210	150	160	117	96	176	154	230	196	199	175	52	217	209	256	171	48	379	69	357
For sending/receiving emails	85%	87%	84%	83%	87%	86%	83%	83%	90%	85%	86%	82%	88%	89%	87%	83%	86%	85%	87%	85%	88%	85%
									FG				K	K								
Visit social networking sites /forums or blogs	305	148	156	128	111	65	67	129	108	155	149	137	133	35	138	167	180	124	35	269	50	255
visit social networking sites /forums or blogs	61%	59%	63%	71%	61%	48%	58%	61%	63%	57%	65%	56%	67%	60%	56%	66%	60%	62%	64%	61%	63%	60%
				DE	E						1		K			N						
	35	23	12	13	14	9	5	15	16	15	20	10	19	6	22	14	24	12	5	30	9	26
Voice over IP	7%	9%	5%	7%	8%	6%	4%	7%	9%	6%	9%	4%	10%	10%	9%	5%	8%	6%	9%	7%	12%	6%
	1	В		1	1		1		F		l		K	K	0						U	1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Belgium Control of the Control of th																									
	Belgium	G	Gender		Age		Household Income			Marita	Status	Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	Р	Q	R	S	T	U	٧	W	Х	Y	Z
Base: All Respondents (unwtd)	502	245	257	175	173	154	195	211	96	170	332	143	231	128	313	189	279	223	13	489	37	465	196	157	149	314	188
Base: All Respondents (wtd)	500	251	249	184	169	147	194	207	99*	170	330	172	186	142	303	197	273	227	13**	487	36*	464	189	154	158	321	179
	456	228	228	166	151	139	175	188	93	153	303	154	168	134	280	176	251	204	13	443	33	423	171	147	138	294	161
For sending/receiving emails	91%	91%	92%	90%	89%	95%	90%	91%	94%	90%	92%	89%	90%	94%	92%	89%	92%	90%	100%	91%	91%	91%	91%	96%	87%	92%	90%
																								Х			
Visit social networking sites /forums or blogs	285	140	145	128	91	66	112	111	63	91	194	82	110	93	174	112	162	124	7	278	17	268	106	89	91	185	100
visit social networking sites /forums or blogs	57%	56%	58%	70%	54%	45%	58%	54%	63%	54%	59%	48%	59%	65%	57%	57%	59%	55%	56%	57%	47%	58%	56%	58%	57%	58%	56%
				DE				1					К	К						T		1					
	30	20	10	16	11	4	7	17	6	11	19	4	12	15	17	13	19	11	0	30	5	25	12	12	6	17	13
Voice over IP	6%	8%	4%	9%	6%	3%	4%	8%	6%	6%	6%	2%	6%	10%	6%	7%	7%	5%		6%	14%	5%	6%	8%	4%	5%	7%
				E				F						К							U						

February 2012