

Cover to come

www.worldinternetproject.net

# World Internet Project International Report 2010

## 2010 Participants

<b>Chile:</b>	Pontificia Universidad Católica de Chile, School of Communications
<b>Colombia:</b>	Centro de Investigación de las Telecomunicaciones
<b>Cyprus:</b>	Cyprus University of Technology, Department of Communication and Internet Studies
<b>Czech Republic:</b>	Masaryk University Brno
<b>Italy:</b>	SDA Bocconi, Bocconi University
<b>Macao:</b>	University of Macau
<b>México:</b>	Tecnológico de Monterrey, Proyecto Internet
<b>Portugal:</b>	Lisbon Internet and Networks International Research Programme
<b>Sweden:</b>	World Internet Institute
<b>United States:</b>	Center for the Digital Future, USC Annenberg School for Communication & Journalism

## **World Internet Project: 2010 License**

This copy of the 2010 World Internet Project Report is protected by all relevant copyright and intellectual property laws and may only be used in accordance with this license.

By acquiring this product I agree to the following terms:

1. The copy of the 2010 World Internet Project Report that I have purchased is for my exclusive use, and cannot be distributed in any way. Each copy is digitally encoded with a unique signature and it is my responsibility to ensure that my copy is used consistent to this agreement. Any abuse of this agreement or any distribution traced back to my copy will result in liability for its illegal use.

# International Partners Participating in the 2010 Report

## CHILE

Pontificia Universidad Católica de Chile,  
School of Communications

[www.wipchile.cl](http://www.wipchile.cl)

Sergio Godoy Etcheverry  
Soledad Herrera  
Marcos Sepulveda  
George Lever  
Aldo Myrick

## COLOMBIA

Centro de Investigación de las  
Telecomunicaciones (CINTEL)

[www.cintel.org.co](http://www.cintel.org.co)

Peter Romero  
Maria Castano  
Ana Maria Trimmino  
Yenny Garcia  
Lina Maria Gomez  
Alejandro Guterrez  
Ivan Ramirez

## CYPRUS

Cyprus University of Technology  
Department of Communications and  
Internet Studies

<http://www.cut.ac.cy/>

Nicolas Demertzis

## CZECH REPUBLIC

Masaryk University Brno

[www.fss.muni.cz/ivdmr](http://www.fss.muni.cz/ivdmr)

David Smahel  
Petr Lupac

## ITALY

SDA Bocconi, Bocconi University

[www.sdabocconi.it/home/it](http://www.sdabocconi.it/home/it)

Andreina Mandelli

## MACAO

University of Macau, Macao Internet Project (MIP)

[www.macaointernetproject.net](http://www.macaointernetproject.net)

Angus Cheong  
Mei Wu  
Xiaoquin Li

## MEXICO

Tecnológico de Monterrey, Proyecto Internet

[www.wipmexico.org](http://www.wipmexico.org)

Fernando Gutierrez  
Octavio Islas  
Amaia Arribas  
Arturo Caro

## PORTUGAL

Lisbon Internet and Networks International  
Research Programme (LINI)

<http://www.lini-research.org>

Gustavo Cardoso  
Rita Espanha  
Vera Araujo  
Carlos Cunha  
Tiago Lapa da Silva

## SWEDEN

World Internet Institute

[www.wii.se](http://www.wii.se)

Johan Bang  
Olle Findahl  
Janne Elvelid  
Sheila Zimic  
Jessica H. Nordin

## UNITED STATES

Center for the Digital Future

USC Annenberg School for Communication  
& Journalism

[www.digitalcenter.org](http://www.digitalcenter.org)

Jeffrey I. Cole  
Michael Suman  
Phoebe Schramm  
Liuning Zhou  
Andromeda Salvador  
Jae Eun Chung

(For the complete list of international partners in the World Internet Project, see page <<.)

w w w . w o r l d i n t e r n e t p r o j e c t . n e t

# **World Internet Project International Report 2010**

Preparation of the 2010 report by:

Jeffrey I. Cole  
Michael Suman  
Phoebe Schramm  
Liuning Zhou  
Andromeda Salvador  
Jae Eun Chung

Written by Harlan Lebo

Production editing by Monica Dunahee

Cover design by Andromeda Salvador

Special recognition is due to Anna Galacz, Eric Gerhardt, and the Hungarian team for  
their role in creating the codebook and merging the data

# World Internet Project 2010

Copyright © 2010 University of Southern California

## **Copies:**

You are welcome to purchase additional copies of The World Internet Project Report for research or individual use. To download the full text and graphs in this report, go to [www.digitalcenter.org](http://www.digitalcenter.org).

## **Attribution**

Excerpted material from this report can be cited in media coverage and institutional publications. Text excerpts should be attributed to The World Internet Project. Graphs should be attributed in a source line to:

**The World Internet Project 2010, USC Annenberg School Center for the Digital Future**

## **Reprinting**

Reprinting this report in any form other than brief excerpts requires permission from the USC Annenberg School Center for the Digital Future.

## **Questions**

E-mail: [info@digitalcenter.org](mailto:info@digitalcenter.org)

Center for the Digital Future  
USC Annenberg School for Communication & Journalism  
11444 W. Olympic Suite 120  
Los Angeles, CA 90064  
(310)235-4444  
[www.digitalcenter.org](http://www.digitalcenter.org)

# Contents: World Internet Project 2010

**Introduction: World Internet Project 2010 ..... <<**

**Highlights..... <<**

**International Status Reports ..... <<**

Chile ..... <<

Colombia ..... <<

Cyprus ..... <<

Czech Republic ..... <<

Italy ..... <<

Macao ..... <<

Mexico ..... <<

Portugal ..... <<

Sweden ..... <<

United States of America ..... <<

**Findings ..... <<**

**Internet Users and Non-Users ..... <<**

1. Internet Use in the World Internet Project Countries and Regions ..... <<

2. Internet Use Among Men and Women..... <<

3. Internet Use and Education Levels - Adult Users ..... <<

4. Age and Internet Use..... <<

5. Internet Use and Income Level ..... <<

6. Internet Use at Home ..... <<

7. Internet Use at Work ..... <<

8. Internet Use at School ..... <<

9. Internet Access from Other Locations ..... <<

10. Years Online ..... <<

11. Internet Connections: Broadband, Modem, and Cell Phone..... <<

12. Wireless Devices and Internet Access..... <<

13. Cell Phone: Hours Per Week..... <<

14. Internet Access by Wireless Computers: Hours Per Week..... <<

15. Internet Non-Users – Reasons for Not Going Online ..... <<

<b>Access to Online Information Sites.....</b>	<b>&lt;&lt;</b>
16. Overview: Access to Online Information Sites .....	<<
17. Searching for Products Online .....	<<
18. Internet Surfing.....	<<
19. Travel Information .....	<<
20. Internet Use to Look for Jobs or Work .....	<<
21. Health Information .....	<<
22. Religious or Spiritual Web Sites .....	<<

## **Access to Online Services**

23. Overview: Access to Online Services .....	<<
24. Playing Games Online.....	<<
25. Downloading or Watching Videos .....	<<
26. Downloading or Listening to Music .....	<<
27. Online Radio.....	<<
28. Betting Online .....	<<
29. Sexual Content.....	<<
30. Travel Reservations or Bookings .....	<<
31. Paying Bills.....	<<
32. Online Banking Services.....	<<
33. Investing in Stocks, Bonds, or Funds .....	<<
34. Looking for Jokes or Humor .....	<<
35. Finding or Checking a Fact.....	<<
36. Looking up the Definition of a Word .....	<<

## **Online Purchasing**

### **Views about Credit Card Security**

37. Internet Purchasing: Frequency.....	<<
38. Buying Online: How Many Purchases Per Month? .....	<<
39. Concerns about Credit Card Security .....	<<

<b>The Internet and Social Connections.....</b>	<b>&lt;&lt;</b>
40. Online Contact for Hobbies and Recreation.....	<<
41. Online Contact for Political Engagement .....	<<
42. Online Contact for Religion .....	<<
43. The Internet and Professional Connections .....	<<
44. Internet Use: Contact with Family .....	<<
45. Internet Use: Contact with Friends .....	<<
46. Face-to-Face Time with Family .....	<<
47. Face-to-Face Time with Friends .....	<<
48. Time Spent Socializing with Friends: Users vs. Non-Users .....	<<
49. Time Spent Socializing with Family: Users vs. Non-Users .....	<<
50. Internet Use and Productivity at Work.....	<<



## **The Internet and the Political Process ..... <<**

- 51. The Internet for Understanding Politics..... <<**
- 52. The Internet and Engaging Public Officials ..... <<**
- 53. The Internet and Political Empowerment ..... <<**
- 54. Does the Internet Give Users More Involvement in Government? ..... <<**

## **Media Reliability and Importance ..... <<**

- 55. Information on the Internet: Is it Reliable? ..... <<**
- 56. Information on the Internet: Is it Reliable? (Users vs. Non-Users) ..... <<**
- 57. Views about the Importance of Media as Information Sources ..... <<**
- 58. The Internet: Importance as an Information Source ..... <<**
- 59. Television: Importance as an Information Source ..... <<**
- 60. Television: Importance as an Information Source: Users Vs. Non-Users ..... <<**
- 61. Newspapers: Importance as Information Sources..... <<**
- 62. Newspapers: Importance as Information Sources: Users vs. Non-Users..... <<**
- 63. Radio: Importance as an Information Source ..... <<**
- 64. Radio: Importance as an Information Source: Users vs. Non-Users ..... <<**
- 65. Using the Internet to Look for News ..... <<**
- 66. Views about the Importance of Media as Sources of Entertainment..... <<**
- 67. The Internet: Importance as a Source of Entertainment..... <<**
- 68. Television: Importance as an Entertainment Source..... <<**
- 69. Television – Importance as an Entertainment Source: Users vs. Non-Users..... <<**
- 70. Newspapers as Sources of Entertainment..... <<**
- 71. Newspapers as Entertainment Sources: Users vs. Non-Users ..... <<**
- 72. Radio as an Entertainment Source ..... <<**
- 73. Radio as an Entertainment Source: Users vs. Non-Users ..... <<**
- 74. Comparison: The Internet's Importance as a  
Source of Information or Entertainment..... <<**
- 75. Television Viewing: Users vs. Non-Users ..... <<**
- 76. Radio Listening: Users vs. Non-Users ..... <<**
- 77. Newspaper Reading: Users vs. Non-Users..... <<**
- 78. Multitasking while Using the Internet ..... <<**

## **Online Communication ..... <<**

- 79. E-mail Use..... <<**
- 80. Instant Messaging..... <<**
- 81. E-mails and Attachments ..... <<**
- 82. Participation in Chat Rooms..... <<**
- 83. Online Telephone Calls ..... <<**
- 84. Work on Blogs..... <<**
- 85. Reading Blogs..... <<**

<b>The Internet and Education.....</b>	<b>&lt;&lt;</b>
<b>86. The Internet and School-Related Work .....</b>	<b>&lt;&lt;</b>
<b>87. Distance Learning .....</b>	<b>&lt;&lt;</b>

**Appendix 1:**

<b>The World Internet Project – International Contacts.....</b>	<b>&lt;&lt;</b>
---	-----------------

**Appendix 2:**

<b>Research Methods .....</b>	<b>&lt;&lt;</b>
-------------------------------	-----------------

# World Internet Project 2010

Welcome to the findings of the 2010 World Internet Project.

This report presents the second published results of the World Internet Project, collaboratively produced by the Center for the Digital Future in the USC Annenberg School for Communication and Journalism in the USA and nine other member countries and regions. This work on the impact of the Internet has evolved during nine years of exploration and reveals an international picture of change brought about by online technology.

We originally created this project in 1999 because the Internet represents the most important technological development of our generation; the effects of the Internet may surpass those of television and could someday rival those of the printing press.

In little more than a decade, the Internet has become a worldwide phenomenon, transforming entertainment, communication, information-gathering, and education across the globe. The scope of change varies widely from country to country -- a prime reason for a comparative international study.

By beginning our study of the Internet early in its evolution, we have built a broad base of knowledge and analyze the effects of the Internet as it evolves, and not as postscripts after it has matured.

This global perspective is increasingly useful as it becomes clear that individual countries and regions are taking the technological lead in a variety of ways. For example, some countries and regions now have near-universal access to the Internet through a broadband connection. The implications of these differences are significant; how is always-on, high-speed online access shaping the lives of individuals in these leading countries?

To achieve our objectives, the 30 countries and regions that are partners in the World Internet Project conduct surveys of individuals in thousands of households, compiling the responses of Internet users and non-users. We explore how online technology affects the lives of those who use the Internet, and how the views and behavior of users differ from those of people who are not online.

The World Internet Project partners are expanding their exploration of Internet use as technology evolves. As new types of access become available -- such as the growth of broadband five years ago, wireless access today, or when other methods now unknown come tomorrow -- the project will track them.

## **The World Internet Project: Why An Ongoing Study Of The Internet?**

The research by the global network of partners in the World Internet Project differs from most other studies of online technology in four principal ways:

### **1. The World Internet Project looks at the social impact of the Internet**

Most Internet studies gather data about who is online, how long they are online, and what they do online. The World Internet Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.

### **2. The project focuses on Internet non-users as well as users**

The World Internet Project follows how the behavior and views of Internet users differ from those of non-users. Especially important as we go along is noting changes in the behavior and views of individuals who are initially non-users and later become users.

### **3. The World Internet Project engages government and private industry decision-makers who can create policy based on our findings**

Our work involves public and private organizations that use our results. Many WIP partners work closely with corporations – some of which are direct competitors – and foundations, all of whom are engaged with us in an ongoing dialogue about the issues we explore in our studies.

## **The World Internet Project: Key Areas**

As you will see in these pages, the World Internet Project includes findings that compare the actions and views of Internet users and non-users. The survey is organized into nine general subject areas and 88 specific categories:

- Internet users and non-users
- Access to online information sites
- Access to online services
- Online purchasing and views about credit card security
- The Internet and social connections
- The Internet and the political process
- Media reliability and importance
- Online communication
- The Internet and education

We hope these findings from the first World Internet Project report will enlighten you about the many ways in which online technology is transforming our world.

Jeffrey I. Cole, Ph.D.  
Director, USC Annenberg School Center for the Digital Future  
Founder and Organizer, World Internet Project

## **Highlights: World Internet Project 2010**

# Highlights: World Internet Project 2010

(The numbering in the Highlights refers to the section number of the report.)

## Internet Users and Non-Users

**1. Internet Use in the World Internet Project Countries and Regions** -- Only half of the 10 countries that reported new findings in the current World Internet Project (WIP) found that more than a majority of their respondents are users of the Internet.

In the current project, only three countries -- Macao, Sweden, and the United States -- reported more than 60 percent of respondents as Internet users. Mexico (32 percent) and Portugal (37 percent) reported the lowest percentages of Internet users. (Page <<)

**2. Internet Use Among Men and Women** -- In six of the WIP countries, eight percent or more men than women use the Internet. However, in four of the WIP countries, the gap in Internet use between men and women is four percent or less, with the Czech Republic, Portugal, Sweden, and the United States reporting only slightly higher percentages of men than women as users. (Page <<)

**3. Internet Use and Education Levels - Adult Users** -- All of the WIP countries reported that the percentage of Internet use grows among users with higher levels of education. However, Internet use continues to be generally low among adults who have less than a high school education. Four of the WIP countries reported that 41 percent or less of adults with only a secondary school education use the Internet. (Page <<)

**6. Internet Use at Home** -- All of the World Internet Project countries reported at least six hours per week of Internet use at home through a wired PC, with use ranging from a low of 6.4 hours per week in Colombia to a high of 12.8 hours per week in Portugal. (Page <<)

**7. Internet Use at Work** -- Internet users who are employed and have a wired PC at work in Chile (Santiago) (11.9 hours) and Cyprus (10.7 hours) reported the highest number of hours per week online at work outside the home. Users in Colombia reported the lowest, with 5.8 hours per week. (Page <<)

**10. Years Online** -- Internet experience is extensive in the WIP countries. Users in the United States reported the most years online -- an average of 10.4 years -- and all of the other WIP countries other than Colombia reported at least five years online. (Page <<)

**11. Internet Connections: Broadband, Modem, and Cell Phone** -- In all of the participating countries except Mexico, large majorities of users go online at home through a broadband connection. (Page <<)

**15. Internet Non-Users: Reasons for Not Going Online** -- In six of the 10 WIP countries, “no interest/not useful” is the most-cited reason by non-users (Cyprus, Italy, Mexico, Portugal, Sweden, and the United States). “No interest” or “not useful” was cited by a study-high 78 percent of non-users in Sweden, and more than half of non-users in Cyprus (55 percent).

The cost of going online is not a significant factor in most of the WIP countries; all of the countries except the Czech Republic reported less than 15 percent of respondents who said that going online was too expensive or they cannot afford the fees. (Page <<)

## Access to Online Information Sites

**17. Searching for Products Online** -- High percentages of users in most of the reporting countries and regions go online for product information. In eight of the current WIP countries and regions, more than one-third of users said they go online at least weekly to look for information about a product. (Page <<)

## Access to Online Services

**35. Finding or Checking a Fact** -- Large percentages of Internet users go online regularly to find or check facts. Forty percent or more of users in all of the WIP countries and regions except Cyprus and Sweden go online at least weekly for fact finding or fact checking. (Page <<)

## Online Purchasing and Views about Credit Card Security

**37. Internet Purchasing: Frequency** -- Purchasing online is not yet a typical experience for Internet users in most of the WIP countries and regions. The WIP countries and regions reported a wide range of online buying frequency; for example, in seven of the reporting countries and regions, more than 60 percent of Internet users never go online to buy. However, the extremes reporting this response are notable -- only 13 percent in the United States and 22 percent in Sweden reported never buy online, compared to 87 percent in Colombia and 78 percent in Mexico. (Page <<)

**39. Concerns about Credit Card Security** -- Levels of concern about the security of credit card information during online purchasing are very high. At least two-thirds of Internet users age 18 or older in all of the WIP countries and regions reported some level of concern when or if they bought something online. (Page <<)

## The Internet and Social Connections

**41. Online Contact for Political Engagement** -- Generally, low percentages of users reported that the Internet has increased their contact with people who share their political interests. (Page <<)

**44. Internet Use: Contact with Family** -- In six of the WIP countries and regions, at least 30 percent of users said that Internet use increased contact with their families. However, six of the countries and regions reported at least double-digit percentages of users who said that going online decreases contact with their families. The highest percentages reporting decreases in family contact (either somewhat or greatly decreased) are Cyprus (19 percent), Colombia (13 percent), and Mexico and Portugal (11 percent), and Italy (10 percent). (Page <<)

**45. Internet Use: Contact with Friends** -- More users reported that Internet use had a positive effect on contact with friends, compared to those who said that going online affects contact with family. (Page <<)

**46. Face-to-Face Time with Family** -- Large majorities of users said that they spend the same amount of time face-to-face with members of their household since being connected to the Internet at home. More than 60 percent of Internet users in all of the WIP countries and regions reported that Internet use had no effect on face-to-face time in their household. (Page <<)

**47. Face-to-Face Time with Friends** -- Compared to responses about how the Internet affects face-to-face time with family, in general larger percentages of users said that going online has no effect on face-to-face time spent with friends. More than three-quarters of users in all of the WIP countries and regions except Colombia and Mexico said that since being connected to the Internet, their face-to-face time spent with friends has remained the same. (Page <<)

**50. Internet Use and Productivity at Work** -- Large percentages of Internet users in all of the WIP countries and regions except Sweden said that using the Internet at work has improved their performance or productivity. The highest percentages who reported that the Internet improved work performance or productivity somewhat or a lot were in Chile (Santiago), Cyprus, and Italy (81 percent). Only Sweden reported under half of Internet users (39 percent) who said going online at work improved performance or productivity. (Page <<)

In all of the WIP countries and regions, very small percentages reported that the Internet has diminished their productivity. (Page <<)

## The Internet and the Political Process

**51. The Internet for Understanding Politics** -- In seven of the WIP countries and regions reporting in the current study, less than half of users believe that the Internet can help people better understand politics. (Page <<)

**52. The Internet and Engaging Public Officials** -- Low percentages of users believe that Internet use will make public officials care more about what people like them think. The only country or region that reported a majority of users agreeing with this statement was the Czech Republic (59 percent). (Page <<)

**53. The Internet and Political Empowerment** -- Low percentages of users said that the Internet gives users more political power or influence. (Page <<)



**54. Does the Internet Give Users More Involvement in Government?** -- Compared to views about the Internet's role in giving users more political power, larger -- but generally low -- percentages of users in most of the WIP countries and regions said the Internet gives users more of a say in government actions. (Page <<)

## Media Reliability and Importance

**55. Information on the Internet: Is it Reliable?** -- While large percentages in the WIP countries and regions reported that most of the information online is generally reliable, very high percentages of users said that only half or less of the information online is reliable.

Among Internet users, 40 percent or more in five of the WIP countries and regions say that most or all of online information is reliable.

However, in all of the WIP countries and regions, 40 percent or more of users said that one half or less of information on the Internet is reliable. (Page <<)

**57-58. The Internet: Importance as an Information Source** -- Even though large percentages of Internet users consider less than half of online information as being reliable, the Internet is nevertheless considered an important source of information for them by large majorities in all of the WIP countries and regions. In all of the WIP countries and regions except Sweden, larger percentages of users ranked the Internet as an important or very important source of information than they did for television, newspapers, or radio. (Page <<)

**65. Using the Internet to Look for News** -- Large percentages of Internet users in most of the WIP countries and regions go online to seek local, national, or international news. In all of the reporting countries and regions, more than 25 percent of users go online to look for news at least daily, and more than half go online for news at least weekly. (Page <<)

**67. The Internet: Importance as a Source of Entertainment** -- In all of the WIP countries and regions except Macao, more than 40 percent of users said the Internet is an important or very important source of entertainment. At the other extreme, in all of the responding countries and regions except Cyprus, less than 30 percent of users said that the Internet was not important or important at all as an entertainment source. (Page <<)

**78. Multitasking while Using the Internet** -- Large percentages of Internet users in all of the WIP countries and regions multitask while online by using other technologies -- such as listening to music, watching television, or talking on the telephone.

At least 60 percent of users in all of the WIP countries and regions reported multitasking some of the time or most of the time while online, with a high of 81 percent in the United States and 78 percent in Chile (Santiago). (Page <<)

## Online Communications

**79. E-mail Use** -- Large percentages of users in almost all of the WIP countries and regions check their e-mail at least daily. All of the WIP countries and regions except Colombia reported that at least half of users check their e-mail daily or several times a day. (Page <<)

**80. Instant Messaging** -- In most of the WIP countries and regions, moderate percentages of Internet users routinely do instant messaging. In eight of the countries and regions, 30 percent or more of users said they use instant messaging daily or several times a day; in Chile (Santiago), more than half (54 percent) of Internet users said they use instant messaging at least daily, while 47 percent in Portugal and 45 percent in Mexico reported the same level of use. (Page <<)

## The Internet and Education

**86. The Internet and School-Related Work** -- Very large percentages of Internet users who are students go online to find information for their school-related work. In six of the WIP countries and regions, more than 30 percent of Internet users who are students (not employed) go online at least daily to get information for school work.

In all of the WIP countries and regions except Italy, more than two-thirds of students go online for school-related work at least weekly. Mexico reported the highest daily use by far (76 percent).

Even though large percentages of students go online for school-related work in all of the WIP countries and regions, surprisingly high percentages of students never go online for schoolwork, or do so less than monthly; all of the WIP countries and regions except Chile (Santiago), Mexico, and the United States reported double-digit percentages of these students. (Page <<)

# **World Internet Project 2010**

## **International Partners: Status Reports**

## The Internet in Chile

Pontificia Universidad Católica de Chile  
School of Communications  
[www.wipchile.cl](http://www.wipchile.cl)

Chile is one of the most technologically advanced countries in South America together with Uruguay and Argentina, in a middle position between the most advanced economies and the rest of the developing world. In fact, most of its welfare and technology indicators are similar to those from Mediterranean and Eastern European countries.

A highly centralized country, 40 percent of the population lives in the capital, Santiago de Chile. The percentage of Internet users nationwide grew from 26 percent of the population in 2000, to 48 percent in 2008. Most users access the Internet through broadband (81 percent in 2008), although the definition of what is “broad” is considerably more relaxed in Chile than in the USA or Japan. Accordingly, official government bodies speak of dedicated connections instead, as the bytes-per-second rate offered by some providers can be as low as 124 kbps (although rates this low are becoming less and less common).

In contrast, mobile phones are almost universal; there is almost one cell phone per inhabitant. Yet more than two thirds of those gadgets work through prepaid cards, since a considerable percentage of the population cannot afford a monthly plan.

Therefore, although Chile’s Internet situation is similar to that of Hungary, the Czech Republic, Spain, or Italy (just to mention a few WIP affiliates), below the surface many socio-economic hindrances and inequalities exist. Indeed, the Chilean information economy (i.e., the aggregate of sectors consisting of transferring information from one state to another) has stayed rather stagnated (at approximately 51 percent of GNP) since the mid-1990s.

These factors can be interpreted both in pessimistic and optimistic terms. Take, for instance, the high percentage of proxy users. These are non-users who rely on somebody else (usually a close relative or friend) to look for valuable information on the Internet on their behalf. In Santiago, where direct users account for 58 percent of the population, 35 percent were proxies and therefore a mere 7 percent were really isolated from cyberspace. In contrast to richer countries such as the UK, where most proxy users declare not to be interested in accessing the Internet directly, in Chile most of them say they happily would do so if they had enough money.

Partly due to cultural reasons, Internet use in general is more oriented to entertainment and socializing than in the most advanced nations of the Northern hemisphere. From that point of view at least, Chilean web users are more comparable to Italians and Chinese instead of the more industrialized, business-oriented (and perhaps more lonely) North Americans or Scandinavians. That explains why Facebook, the social networking site, has grown faster than in most other countries, and so have photologs and blogs, especially among teens. It does not matter that most users attribute little credibility to what is found on these instruments; their main purpose relates to socializing and self-expression.

## The Internet in Colombia

**Centro de Investigación de las Telecomunicaciones (CINTEL)**  
[www.cintel.org.co](http://www.cintel.org.co)

Commercial Internet access services were first offered in Colombia in 1995. Ever since, the number of subscriptions and users, access speed, and traffic have increased year-by-year.

Since 2002, Internet use in Colombia has grown at an increasingly accelerated pace since 2002. According to the Commission of Telecommunications Regulation of Colombia (CRT -- the national telecommunications regulatory authority), Internet penetration reached 15.8 percent in December 2006, and by June 2007 it was up to 23.1 percent. By June 2007, the number of Internet users in Colombia passed 10 million -- an increase of more than 50 percent since December 2006.

### Online Access

Colombians once preferred public Internet rooms (*Café Internet*) to access the Internet. But increasingly users prefer to access the Internet from home.

Broadband connections are now more popular than telephone modems for accessing the Internet in Colombia. In 2006 dedicated (always-on) subscriptions surpassed dial-up modem use.

Competition in the broadband market has been fostered by a broader DSL offering, as well as increased competition between public switched telephone network operators and cable operators. More intense competition has also pushed broadband prices downward to more affordable levels for Colombian population.

Until October 2007, access between 150 kbps and 500 kbps was considered broadband. Since this date the Colombian Regulatory Authority has defined broadband access as equal to or above 512 kbps; this policy affects our comparisons between narrowband and broadband during different periods.

In the early days of the Internet in Colombia, cable was the most popular broadband access technology, followed by DSL. But by 2004 DSL had a higher growth rate, and as of December 2006 these connections surpassed those of cable.

### Internet Subscriptions

Despite a high rate of growth, Internet use in Colombia still lags behind most developed nations. Nevertheless, increasing competition among operators and government diffusion programs should improve Internet penetration.

**Online Activities**

The most popular Internet activities in Colombia are e-mail and instant messaging; however, there are an increasing number of users who demand entertainment content, such as games, music, and video.

**Government Connections**

In recent years the national government has developed Internet services through which people can interact with the government officials. For example, people can visit web sites that provide information about various governmental departments and that allow them to pay their taxes online. The government has also taken steps to stimulate general use of the Internet.

**Virtual Communities**

In the more general social sphere, virtual communities have become significant for many Internet users in Colombia. For example, a march against the Colombian guerrilla organization FARC was coordinated by a small group of young people through Facebook. This initiative organized more than 10 million Colombians around the world to march in their home cities and express their opposition to FARC.

**The Future**

The use of the Internet in Colombia is increasing, as are the ways in which the Internet is used. This will no doubt lead to important changes in the behavior of Colombians.

\* \* \* \* \*

# The Internet in Cyprus

Cyprus University of Technology

Department of Communications and Internet Studies

[www.cut.ac.cy](http://www.cut.ac.cy)

Cyprus is a thriving European country with a high standard of living and low rate of unemployment. Spending on education is well above the European Union and Organization for Economic Co-operation and Development averages. Development and use of information and communication technologies has, however, been relatively poor. In 2007, out of the 27 EU countries, Cyprus' Internet penetration was fifth worst for businesses (88 percent) and households (39 percent), eighth worst in businesses' broadband connection (69 percent), fourth worst in households' broadband connection (20 percent), fourth worst in e-government (businesses), and tenth worst in e-government (households)

Internet penetration *has* increased over the last few years--from 31 percent in June 2005 to 48 percent in late 2008, according to our WIP data. And the development of e-content in Cyprus is driven by market usage. The most popular uses of the Internet involve consumption-oriented and tourism-centred activities (e.g., retrieving information for products and making travel arrangements), entertainment (e.g., surfing the web and listening to music), news, health, and communicating with other people (e.g., use of e-mail and instant messaging and participating in chat rooms). Online purchasing and e-banking are limited and formal educational uses are substantially under-developed.

## WIP 2010: Some Considerations

The WIP study in Cyprus, first carried out in late 2008, confirms the picture outlined by the formal statistics above. It also highlights the important gaps/divides that exist in Cypriot society and the obstacles to its transition to an Information and Knowledge Society.

Due to a low Internet penetration rate and a substantial rate of ex-users (13 percent), we are unlikely to see a major change in the near future. One could say that a majority of non-users seem to be immune to technological progress. Although Internet costs are still high in Cyprus, this is not the main reason for the lack of robust uptake or willingness to stake a claim in the Information Society. The main reasons are "no interest/not useful" for non-users and "consumes time/no interest" for ex-users. This suggests that further diffusion of ICT technologies in Cyprus has to take into account processes of re-invention in order to key into needs specific to the Cypriot context, such as broadening e-content development beyond strictly market-oriented and tourism-centred content.

Policy related to ICT development has to take into account the broad digital divides that seem firmly rooted in Cypriot society. More research is required to identify the specific attributes and dimensions of the divides in Cyprus, but the factors of socio-economic status, nationality, gender, and age are certainly involved. In view of the pressing problem of aging European societies, specific measures are needed to target older people. And the needs of the more vulnerable/under-privileged (less affluent, non-Cypriots, unemployed, rural populations, etc.) should be addressed, not only in terms of facilitating business and family contacts, but also in terms of participation/representation and societal integration.

And in regard to the political realm, most users think that the Internet neither enhances their political efficacy nor heightens the responsiveness of the political system to its citizenry. Citizens do not experience effective bottom-up participation as a result of Internet use, which is striking given that there is a general recognition of the Internet's strategic use by formal political actors. This may be due to a lack of experience with e-democracy projects in general. But more work is required in order to explore lessons learned from the "e-voices Cyprus" experiment, which aimed at creating an open dialogue platform between Greek Cypriots and Turkish Cypriots in 2004.

\* \* \* \* \*



# The Internet in the Czech Republic

Masaryk University Brno  
[www.fss.muni.cz/ivdmr](http://www.fss.muni.cz/ivdmr)

## 1989: Czechoslovakia Gets Connected

The communist regime in Czechoslovakia had no interest in building a connection to the blossoming worldwide computer network. After the fall of the regime, the telecommunication infrastructure was in a desperate state: there were almost no digital switches, some parts of the analogue network had been in use since the 1950s, and the telecommunication services were atrocious compared to standards in the developed world.

For example, in 1993 the average waiting time for establishing a new telephone station was 47 months. That year, there were an average of 34 residence telephone stations in fixed network per 100 flats (source: Ministry of Transport and Communications of the Czech Republic).

As a result, the first networks in Czechoslovakia used a traditional telecommunication infrastructure. The very first was FidoNet. In May 1990, the first academic UNIX computer was connected to the EUnet network. In October 1990, the first Czech node of the European Academic and Research Network (EARN) became operational in the Czech Technical University in Prague. (The transfer rate of the first line between Prague and Linz, Austria, was 9600 bps.) Until the mid-1990s computer network use was restricted to computer science academicians, enthusiasts, and a few people working in computer-related industry.

Development of the Internet was limited by the absence of an adequate communication infrastructure. With this in mind, plans were made to interconnect all of the important Czech academic centers.

## Constructing a Backbone

The idea of constructing a national academic backbone emerged in 1991. The project was named the Federal Educational and Scientific Network (FESNET). The structure of the network was designed with Prague serving as the central hub. Showing some foresight, TCP/IP was favored over the European x.25 protocol.

After the split of Czechoslovakia on January 1, 1993, the backbone was renamed the Czech Educational and Scientific Network (CESNET). In 1994, the Czech Republic joined the European TEN-34 project (Trans-European Network Interconnect at 34 Mbit/s), the goal of which was the construction of a pan-European network interconnecting universities and research centers. In 1997, problems arose over the commercial use of the backbone. As a solution, commercial clients remained at the original CESNET network, whereas the non-commercial traffic was assigned to TEN-34.

### **Czech Internet Politics: 1989-2005**

In 1991, the government set out to transform Czechoslovak telecommunications. Because of the poor state of the infrastructure, part of the state telecommunications company was sold and became a monopoly. While this decision allowed for the restoration of the telecommunications infrastructure during the 1990s, the main investor in the new monopoly (the state-owned company TelSource) was guided by conservative practices that delayed the informationalization of the Czech Republic. Liberalization of the telecommunication market finally started in 1996 after prompting by the European Union. A new telecommunications act that fully replaced the older standard from 1964 was passed in 2000. But a key problem remained: the state was both the owner of the major telecommunications company and the regulator of the telecommunications market. One negative result of this was the tardy arrival of ADSL technology and broadband Internet in general -- at least compared with the implementation in other European countries.

In 2002, the Ministry of Education, Youth, and Sport started the “Internet to Schools” project. This led to the installation of Internet connections at more than 90 percent of primary and secondary schools in the Czech Republic. In 2003, the Ministry of Informatics was established to manage activities related to the “informationalization” process. Among its efforts to increase Internet use were the National Program of Computer Literacy and an e-government project. In 2005, the Electronic Communications Act significantly simplified the process of entering and pursuing electronic communication business.

### **The Czech Internet Catches Up**

Until the mid-1990s the possibilities of private Internet use were severely limited by existing law. One solution was using the CESNET academic network, to which the telecommunications law did not apply. After 1995, the situation steadily improved, but the price of Internet connection remained a major obstacle for the majority of citizens and small businesses (a monopoly in dial-up services that kept prices high continued until 2002). Dissatisfaction with the situation and high dial-up connection costs led to “The Internet Against Monopoly” action of 1998. Since then, the situation has steadily improved, although a lag in Internet access has continued.

A combination of monopoly obstacles, the hilly landscape of Prague, and the Czech do-it-yourself tradition led to the blossoming of Wi-Fi non-commercial (or partly commercial) communities. In 2005, 32 percent of all broadband connections in the Czech Republic were wireless (according to conservative estimates of Eurostat). This means that the absolute number of 180,000 connections represented about two thirds of all Wi-Fi connections in EU25 (the population of the Czech Republic represents only 2 percent of EU25).

By 2000, an estimated 10 percent of the Czech population used the Internet. The demographic profile of the Internet users mirrored other economically developed countries during the 1990s; the majority of users were young, technically skilled people with higher education, mostly from Prague or Brno. In 2008, 57 percent of the Czech population age 12 years and older said they used the Internet -- up from 50 percent in 2005. Among business enterprises, 95 percent had Internet access in 2008, and 83 percent of them had a broadband connection (at least 144 kbs) (source: Czech Statistical Office).

*The World Internet Project - Czech Republic was supported by the Czech Ministry of Education, Youth and Sports (MSM0021622406, 1P05ME751).*

## The Internet in Italy

**WIP Italy SDA Bocconi**  
[www.sdabocconi.it/home/it](http://www.sdabocconi.it/home/it)

Italy, with a population of 59.9 million, had a GDP of 2.293 billion US Dollars in 2008, ranking seventh in the world. But unfortunately, in the realm of technology Italy's ranking often drops dramatically. OECD Information Technology Outlook 2008 (using 2007 data), evaluating households with broadband access, placed Italy in 27<sup>th</sup> place out of the 30 countries considered.

About half (48.4 percent) of the Italian population over 15 years old used the Internet in 2008, a big increase since 1996, when they were just 4.5 percent (Osservatorio Internet Italia SDA Bocconi). But this growth does not seem so spectacular when we compare Italian Internet penetration with the adoption of this technology in other countries with a similar level of economic development. France in 1999 showed a lower percentage of adoption than Italy (6.5 percent of households versus 7.7 percent); but after eight years France led Italy with 10 percent higher adoption (OECD 2008). And more than 6 percent of Italians are ex-users. According to our data, the main reasons for not using the Internet are lack of interest and low technological literacy. But some non-users also cited problems with access to a computer or to the Internet.

E-commerce is not widely engaged in because of concerns with security, and not many Italians think that the Internet has empowered them as political players. Nevertheless, the Internet has had a significant positive impact on peoples' lives. People think it is an important source of information and entertainment. And the use of this technology has had a positive effect on social relations. Only relationships concerning religion seem to have been influenced negatively. On the other hand the use of the Internet has increased contacts with family, friends, and people with the same professional interests. Moreover, respondents say that it has significantly increased their work productivity.

Cost-related factors do not seem to explain the lower adoption rate in Italy, even though the World Bank Price Basket for Internet Service (US\$/month) in Italy is 25, while in other countries it is lower (20.0 in the USA and Germany). Supporting this idea that costs are not significant predictors of adoption in Italy, the Price Basket for Mobile Services is higher in Italy (14.1 US\$/month in Italy vs 6.7 US\$/month in USA), but this has not hindered the diffusion of mobile services.

A recent study commissioned by the Italian government on the state of the Internet digital divide in the country found that 13 percent of the population (7.8 millions people) do not have access (the possibility to connect) to the Internet, or can have access only with a bandwidth considered not efficient (lower than 640 kb/s). Since the diffusion of the Internet is an important driver of social and economic enrichment of the country, it is important to understand how this strategic technology gap can be reduced.

The reasons behind this gap are complex. They relate to demographics, economics, culture, social issues, policy, and even geography. Only 68 percent of the Italian population live in urban settings (versus 81 percent in the US). Italy has a significantly older population, and a relatively small percentage of people with advanced degrees. It is well known that age and education affect digital adoption. Notable for Italy is that, compared to other OECD countries in 2008, there is a large difference in Internet penetration of the lower versus the higher educated. There are countries (e.g., Germany) where this difference is slight. So while the percentage of those with access among the highly educated in Italy is similar to countries like Austria and Germany, the overall percentage is much lower.

Looking at economic factors, according to World Bank statistics, Italian ICT expenditures as percentage of GDP in 2007 was 5.8 percent (versus 7.5 percent in USA). And the E-government Web Measure index was 0.51 (compared to 0.95 for the US). One importance economic barrier to Internet diffusion is the extreme fragmentation of the economic productive system, which is populated by small and even micro enterprises.

Another is the big difference in economic development between the north and south of the country. This geographical divide can be mitigated by economic investment in infrastructure. For example, the Telecom Socrate program for bringing cable to disadvantaged areas has already placed the southern Campania and Puglia regions at the forefront of broadband use according to a recent study commissioned by the government. Local entrepreneurs who consider digital technology strategic for their competitiveness can also have an effect, as has been seen by the advance of broadband in the Marche region. And regional policies can also make a difference. For example, local governments in Piedmont, Valle d'Aosta, and Sardinia have helped bring ADSL access to small towns, even though these mountainous regions pose serious problems for infrastructure development. In short, structural barriers cannot be totally removed, but economic and political decisions have a significant impact.

Also important to consider are two powerful recent drivers of Internet diffusion: mobile access and social media. Both are highly social types of digital platform, and therefore potentially reflective of the cultural and social characteristics of the Italian population. Italy has one of the highest rates of mobile penetration in the world (146 subscriptions for each 100 residents, compared to 123 for the UK and 89 for the USA, according to World Bank data). The increasing diffusion of 3G devices and iPhone connections (featuring broadband and supported by a rich catalogue of applications) is quickly transforming cell phones into Internet devices. And rates of adoption of the social media are high. The Italian Facebook has 12,450,000 users. About 70 percent of the population between the ages of 19 and 24 is on this social network, and the average time spent there per day is 23 minutes. An OECD study on user-generated content has described the leading role Italy has played since 2006. Based on these considerations and data, we expect to see radical changes in Italian digital life soon.

\* \* \* \* \*

## The Internet in Macao

University of Macau, Macao Internet Project (MIP)  
[www.macaointernetproject.net](http://www.macaointernetproject.net)

The Internet was first introduced in Macao in 1994 at the University of Macau. It opened to public use in 1995.

By the end of 2008, 81 percent of total household in Macao has computers that are online. Among all online connections, 97 percent are broadband. Between 2001 and 2008, broadband penetration increased from 22 percent to 97 percent.

### Internet Users and Access in Macao

In 2008, approximately 338,000 people in Macao ages 6 to 84 -- 66 percent of the population -- were Internet users. Internet users in Macao are more likely to be male, younger, better educated, and with higher monthly household income than non-users. The penetration rate has increased faster for men, younger people, civil servants, better-educated individuals, students, single people, and the high household income group. Among all Internet users, the heaviest users are those under age 24, males, students, unmarried people, managerial/professional or white-collar workers, and those who have a senior middle school degree or below.

Wireless connection is becoming increasingly popular. The adoption rate rose from 11 percent in 2006 to 29 percent in 2008 (with 9 percent directly connected to the ISP or the mobile operators' networks).

### Online Activities

In Macao, the Internet is used more frequently for utilitarian functions (information searching, communication, and news exposure) than for entertainment (online games and audio/video downloads).

More than 75 percent of those online use search engines, read news and communicate by e-mail. Between 50 and 70 percent use the Internet for instant messaging, BBS, downloading music, downloading/uploading pictures, searching the meaning of a word or a fact, searching for information about education, viewing others' blogs, and accessing government Web sites. In addition, online financial management is becoming increasingly popular, with one-third of the users in 2008 participating.

Twenty-eight percent of the Internet users purchase products online; popular online purchases include clothing, electric appliances, books, houseware items, and art crafts, a nine percent point increase from last year.

Users in Macao usually visit Chinese Web sites. Almost 75 percent of users often visit Hong Kong Web sites, and more than 40 percent frequently visit local Macao Web sites. Users typically read Hong Kong and local online news.

### Online Government Services

In Macao, Internet users can access e-government services. They search for and download government-related information and application forms, make inquiries, make complaints, and offer suggestions. Only one percent of them browse government Web sites daily. Most Internet users access government Web sites less than once per month or just several times annually. More than 90 percent of Internet users access government websites for information seeking. Only eight percent of users use the Internet to make inquiries, and four percent use the websites to make complaints or to offer suggestions.

About one-third of Internet users said that they rarely or never access the government's Web sites.

### Communication and Media

Internet users say that using the Internet increases the time they spend on interpersonal communication and social connections. However, going online decreases the amount of time they spend on using other media such as newspapers, magazines, radio, and television, and users say that the time spent watching TV is most affected. Meanwhile, a small proportion of users said that the time spent on other media increases.

### The Internet in Work, Studies, and Personal Lives

Users and non-users both agree that the Internet helps increase efficiency partly or greatly for their work and/or studies, whereas in other areas, such as sociability and family functioning, they do not see the Internet as leading to significant change. Internet users articulate clearer ideas and express stronger attitudes towards the Internet than non-users.

### Media Use and Trust

Despite the fact that Macao residents mainly use the Internet as the communication tool and information source, among public institutions and traditional media they rated the Internet as the least trustworthy. Though many Macao residents embrace the Internet, many still have reservations. Nearly 70 percent of them claim that the information on the Internet should be controlled and regulated. Eighty-five percent of the residents are not willing to provide personal or credit card information via the Internet. In addition, although people acknowledge the merits of the Internet in enhancing efficiency, a sizable number say that the Internet has some negative effects.

### The Future

With dial-up fading, broadband has become the dominant Internet connection method. We expect the use of mobile Internet via notebooks and 3G mobile phones to continue to expand and become increasingly popular. With the Internet providing a huge platform for Macao's people to express their opinions, discussion of the control and regulation of forums and BBS will remain on the public agenda.

In addition, netizens who are under 18 years old occupied the greatest proportion. Their penetration rate is higher than adults for more than 30 percent points. They spent more time than adults on the Internet every week. Therefore, it is meaningful and necessary to pay more attention on the behavior of the youth and the influences of the Internet on them. As the Internet evolves, it will no doubt continue to transform Macao and its people.

## The Internet in Mexico

Tecnológico de Monterrey, Campus Estado de México  
[www.wipmexico.org](http://www.wipmexico.org)

Mexico is one of the top 10 countries in the world for number of Internet users. In our last national survey in Mexico, which we conducted in late 2008 using the World Internet Project (WIP) methodology, we estimated that there are more than 25 million Internet users in our country. Most of the users are situated in Mexico City (6.6 million) and in the northwest part of the country (5.1 million) which includes the following states: Chihuahua, Coahuila, Durango, Nuevo León, San Luis Potosí, Tamaulipas, and Zacatecas.

In terms of access, Mexican users get their connection from many locations. Most people access the Internet from outside the home (e.g., Internet cafes, work, schools, and libraries). We found that 69 percent of Mexican users access the Internet from cafes, libraries, and friends' houses. But they spend more time online from work (12.6 hours per week).

In 2008 there were approximately 6.4 million broadband users in the whole country, which represents about 22 percent of the Internet population. The number of broadband subscriptions is expected to increase in the coming years. This would, of course, give people access to more sophisticated Internet services. This is important because to fully function in the 21st century, people need fast access to the Internet. In order to remain competitive in this digital environment, people need today's technologies, as well as techniques and skills that readily adapt to changes as they happen.

As in many other countries, e-mail is the most popular activity when measured by the amount of time spent, and also when measured by the frequency of online use. Mexican users are still involved in Web 1.0 activities. Although some of the users are attracted to Web 2.0 services (such as blogs and social networking sites), the numbers actually involved are still low. However, our results indicate interest and enthusiasm that, we think, will grow in the coming years.

The Internet is occupying a great portion of peoples' time in Mexico. According to our recent survey, users are spending an average of 7.8 hours online per week, more than 1 hour every day. This rivals the amount of time spent on television (9.0) and radio (10.3), and almost doubles the time spent on newspapers (3.9). And for most users (78 percent), the Internet is a more meaningful source of information than conventional media (television, radio, and newspapers).

The Internet is ideal for the processes of communication and information exchange. In enabling people with common interests to share and come together, the Internet can fill an important space left by the conventional mass communication media.

Today, the Internet is used more for informational purposes, while television is used more for entertainment and relaxation. But use of computers and the Internet at home is rivaling television watching and other media activities during leisure time. After television, the Internet is the most important medium for entertainment purposes, and the difference between these two media is actually insignificant (1 percent).

Some users think it is difficult to watch television and go online at the same time, especially given the amount of interactivity and involvement needed for this new media. That's why they have to decide to which of these two media they will give their attention.

In Mexico, people are watching less television and reading fewer newspapers since they began using the Internet. But radio's niche in the actual media ecology is, in many ways, modest. It survives because it reaches places other technologies do not reach. And people can go online while playing the radio in the background. In this sense, there is a positive relationship between Internet and radio use.

We think the Internet will be even more important than other media in our country once broadband connectivity is increased, and more people can get access through different devices, such as cell phones or some other PDAs. In 2008, The Federal Telecommunications Commission (COFETEL, 2008) estimated about 70.6 million mobile phone subscriptions in Mexico for a penetration rate of 68. percent. But according to the Mexican Internet Association (AMIPCI, 2007), only 29 percent of cell phones had Internet access.

Moreover, although we are observing an increase of connections, a considerable penetration, and increasing amounts of time online, the advertising investment in the Internet represents only 2 percent (79 million dollars) of the total according to the latest research of the Marketing Communication Confederation Industry in Mexico (CICOM, 2007). The survey shows that in 2007, \$3.6 billion were spent in advertising, and almost 60 percent (\$2.4 billion) of the investment was concentrated in television. Nevertheless, the Internet industry is expecting a significant increase in these numbers in the next years as has happened in other countries.

\* \* \* \* \*



# The Internet in Portugal

Lisbon Internet and Networks International Research Programme (LINI)  
[www.lini-research.org](http://www.lini-research.org)

## Internet in Portugal 2008: market developments

In 2008, the Internet market in Portugal experienced a major reconfiguration.

Portugal Telecom (PT), long the dominant company, was challenged by ZON Multimedia, a new operator focusing on cable technology. This led to a more dynamic and innovative marketplace with a greater variety of offerings and pricing strategies.

There was also a significant increase in bundled (or integrated) offerings, which combine television, phone, and Internet. These now constitute 56 percent of the total fixed Internet offerings and have both facilitated Internet adoption and a decrease in prices.

Telecommunications operators also made a huge bet on the mobile Internet market (based on offerings using Internet USB pens for portable PCs). Mobile access has become increasingly available, easy-to-use, and affordable. According to our survey, more than half of Internet users have accessed the Internet through mobile devices, and by the end of 2008 mobile surpassed fixed access.

Finally, in 2008 the Portuguese government continued its far-reaching plan to provide Portuguese citizens with the latest technology to support their participation in a knowledge-based economy. As part of this initiative, the *e-escolinhas* (e-schools) project was launched, offering schoolchildren access to cheap computers (known as *Magalhães*) and Internet surfing.

## Evolution of Internet Users

In 2006, 36 percent of the Portuguese population used the Internet. This grew to 39 percent by 2008. In 2008, 37 percent of women were Internet users, compared to 41 percent of men. In regard to age, 91 percent of people aged 15-18 are online, compared to 78 percent of those aged 19-24, 60 percent of people aged 25-34, 33 percent of people aged 35 to 54 years old, 18 percent of people 55 to 64 years old, and 4 percent of respondents aged 65 years or older. Although the age gap is still considerable in Portugal, Internet penetration among older groups has been increasing.

In regard to education, in 2006, 25 percent of those who have only a basic education (typically achieved by age 11) were online. By 2008 this had increased to almost 53 percent.

### Evolution of Internet Uses

According to an online study conducted by the Portuguese media metrics company Marktest, the top ten most researched phrases on the Internet in Portugal in 2008 included five communication-related expressions (Hi5, Gmail, Hotmail, TMN (Portugal Telecom), and Vodafone). On the other hand, the top 10 overall researched expressions from 2003 and 2006 were more related to information and entertainment.

According to our study of Internet users, many uses are communication-related (e.g., e-mail, instant messaging, visiting social networking sites such as Hi5, the most popular in the country, or Facebook). Comparing data from 2008 with that from 2003, we see the growing importance of the Internet as a means of communication. In those five years the percentage of e-mail users increased from 73 percent to 89 percent, instant messaging became the second most performed online activity, and over half of Internet users visited social networking sites.

Although men tend to perform more activities online than women, the gap narrows when the activity is communication-related, especially in the case of visiting social networking sites (27 percent of men compared to 24 percent of women). But twice as many men as women download or watch video on a daily basis (12 percent versus 6 percent), and more than twice as many men play online games (19 percent versus only 9 percent). The gender gap is lowest for information-related activities (such as looking for news or travel information, or checking facts). Females actually surpass males in seeking information for school and looking for definitions of words.

### Cinema and TV in the Era of Web 2.0

Our survey also included a special section related to cinema and TV in the era of Web 2.0. More than half of Internet users (53 percent) agreed that “most of the Internet users I know have downloaded movies from the Internet in the last month.” Of those, 87 percent said the movies downloaded were mostly new releases. In addition, 26 percent of Internet users said they have an organized movie library on their PCs. And in regard to television, 55 percent of respondents think paying for a television service is still worthwhile, even if many TV programs are available online free of charge.

\* \* \* \* \*

## The Internet in Sweden

World Internet Institute

[www.wii.se](http://www.wii.se)

The Swedes were a little slow to get access to the Internet in the beginning of the 90's. But around 1995 the diffusion took off with a peak 1998-1999 and year 2000 half of the population had access to the Internet. Up to then, during the primary part of the diffusion process, the development followed quite nicely the normal S-shaped diffusion curve. And after the peak, the curve increased at a gradually slower rate as fewer and fewer individuals adopted the Internet. But instead of leveling out completely, the diffusion process has continued and still does so. Every year two, three or four percent new Internet users are added. And not only in Sweden, but also in the other Nordic countries, the penetration rate is still rising.

### The Swedish Media Landscape

Sweden and the other Nordic countries have of tradition been strong newspaper countries. Public education and widespread literacy has given the printed word a high standing in broad sectors of the population during the last 150 years. In 2000, more than 80 percent of the adult population read a newspaper an average day. Most of the newspapers are published in the morning and almost all are local or regional. Typically is that the morning papers are sold via subscription with early morning home delivery, even in remote areas of Sweden. Still 2008 -- when a majority of Swedes are using the Internet and reading online newspapers daily -- 78 percent are reading an off-line newspaper an average day. (*Nordicom (2009). Mediebarometern 2008. Nordicom-Sverige, Göteborgs universitet.*)

Radio and television is dominated, like in many European countries, by the public service organizations, financed by license fees. The public service radio (four channels) has managed to keep a 60 percent audience share. In television, where the competition is stronger, the public television (four channels) audience share is around 40 percent.

Digital television was introduced 1999 but in spite of a lot of advertisement very few bought a digital decoder. The Swedish TV-audience did not feel a need of a digital distribution. Then the politicians decided that there will be a transition anyway, and the Swedes had to buy a digital TV decoder, whether they liked it or not. The analogue transmission was gradually turned off in one region after the other and Sweden became one of the first countries that has completely transformed to digital transmission (October 2007). (*Findahl, O (2007). Television. I Mediesverige 2007. Nordicom, Göteborgs universitet.*) But this was not a voluntary but a forced transition.

### Swedish Internet history

Sweden was technical well ahead in the end of the eighties when the Internet started to become a network of networks. The University computer network, Sunet, had connected the universities and joined the Internet protocol TCP/IP that was used in US. But in other parts of Europe, the EU invested in another protocol, OSI, which the state owned telecom companies favored.

The development continued and it was e-mail that became the “killer application”. TCP/IP became the winning protocol. It was most simple and cheapest and became a standard all over the world and then could the Internet become a network of networks. And as Sweden early had chosen that road, the country got a central position in the beginning. (*IP protocol was invented first in UK and was later developed as TCP/IP by Vinton Cerf.*) But the development did not take off, even if there were more fixed telephones in Sweden than anywhere else in the world. But the state owned Telecom Company, controlling the copper lines, was not interested. And neither the right nor the leftwing government invested much energy in the development of the Internet.

One exception is what is called the “personnel computer reform”. Companies were given the possibility to buy computers to their employees for use at home, and the payment was organized on easy terms through a reduced taxation. This reform was costly, but it is not clear what the effects were. Most of the computers that were bought had probably been bought anyway. (*Roland Steen. Personaldatorer - en utvärdering av arbetsmarknadseffekter. IT-kommissionen 2002.*) Those with the highest salaries had most advantage of this reform, as their taxation was higher.

#### **Here are some statistical figures from 2009:**

*Internet access:* 90 percent of all Swedes over 18 years have access to the Internet somewhere. 83 percent have access to the Internet at home.

*Internet use:* 76 percent of the Swedes use the Internet somewhere. 71 percent use the Internet at home. 79 percent use the Internet at home at least once a week. 62 percent use Internet daily.

*Most popular Internet activities:* 95 percent use e-mail, 89 percent read online news, 90 percent look up information about schedules and products, 77 percent read an online newspaper and the same amount visit web pages that are associated with their hobbies and special interests, 77 percent of Internet users pay their bills online.

*Communities and blogs:* 25 percent of the population over 18 years is a member of a web community. 5 percent have a blog. Of young people, 16-25 yrs, 72 percent are a member of a community and 8 percent have a blog and further 12 percent have had one. These two activities didn't exist in 2000.

*New contacts via the Internet:* Internet use has increased contacts with others within the same profession (say 34 percent), with friends (say 35 percent), with people who share a hobby or an interest (say 25 percent), with family (say 29 percent). However, Internet hasn't increased contacts between people with the same political views (4 percent say that contact has increased, while 9 percent say that they have decreased) and religion (2 percent say contacts have increased vs. 7 percent say the opposite). This is the same pattern as earlier.

*E-commerce:* 41 percent of the population shop at least a few times per year via Internet. That's a rise from 8 percent in 2000.

### Swedish characteristics

World Summit for the Information Society (WSIS) has tried to summarize the technological and social conditions in a country into a measure that is called "Infostate". (*From digital divide to digital opportunities. Measuring infostates for development. Sciades (ed.), 2005. Orbicom*) Sweden, has been at the top from 1995 to 2003. That holds for network, skills, diffusion and intensity.

A more up-to-date measure is "e-readiness" that includes a measure of both the infrastructure of a country and the political, commercial, legal and social conditions that are supposed to facilitate the ICT development. The founder of "e-readiness" is the Economist Intelligence Unit and they publish yearly the e-readiness ranking on a scale from 1 to 10. Sweden has got a high ranking over the years, and is 2009 positioned as number 2. (*Economist Intelligence Unite (2009). E-readiness rankings. The usage imperative. A report from the Economist Intelligence Unite.*)

What is then the reason for the high ranking of Sweden? If we look closer at the different measures we can find that the network, the technological infrastructure and the connectivity has got high marks. However, the difference between Sweden and many other countries is to be found among the elderly. Everywhere around the world the diffusion upwards the ages has been much more sluggish. The Internet in Sweden reaches not only young people and the highly educated, but senior citizens and less educated as well. The "digital divide" still exists, but not at all in the same manner as in many other countries, where senior citizens and less educated are almost entirely excluded.

### Equality and cultural values

During the secondary phase of diffusion, when as many as possible are supposed to adopt the new technology, the economical and social divides between different groups in the society are of importance. Compared to most other countries, the economical equality in Sweden is among the highest. (*Human Development Report 2005. UNDP, 2005.*) That does not mean that everyone in Sweden are rich, but that the ten percent richest are only six times richer than the ten percent most poor.

Except equality, there is another aspect where Sweden takes an extreme position. That has to do with cultural values. It is shown most clearly of the position of Sweden at the Inglehart values map. (*Inglehart, R (1997). Modernization and Postmodernization. Princeton, 1997.*) Most countries of the world can be positioned on this two-dimensional map. One of the dimensions is tied to the cultural influence from the religion that is transformed into more and more of rational and secular values. The second dimension continues from survival-values to more of self-expression values. In the upper corner to the right on the map, where self-expression and secular/rational values dominates, are the protestant countries to be found. And Sweden is positioned furthest out in this corner.

### Skepticism

Even if a lot of Swedes use the Internet and most of them appreciate and are satisfied with it, they are at the same time skeptical to the Internet. In other countries a majority think that most of the information on the Internet is trustworthy and correct. That is not the case in Sweden. (*World Internet Project 2004.*) Neither do the Swedes believe that the Internet will bring any more fundamental changes.

Even if the use of the Internet will make it easier to find information, people do not believe that the democracy will be strengthened, or that the politicians will listen more to what the citizens think. On the whole, the Internet has a minor importance when it comes to politics in Sweden. During the last election campaign, the autumn 2006, the Internet was out of the way. Even among the young generation the traditional media, especially TV and newspapers, were the most important source of information.

#### Four use patterns

From all the data that has been collected within the project "The Swedes and the Internet", we see that some typical patterns of usage emerge. (Findahl, O (2007). *Internet and the Swedes 2007*. Gävle: World Internet Institute.) The most dominant pattern is the "advanced enthusiasts" (8 percent of the Internet users). Young men, who have access to everything and use the Internet for everything, much more than some other people, dominate that group. They share files, network, and blog. These represent most of the web 2.0 activities. The Internet is very important to them.

Their opposites are "the cautious" (22 percent). A group double the size. They do not spend much time on the Internet and when they do, it's in order to find facts and information. The Internet isn't important to them and they do not feel like participants in the information society.

Between these two extremes we find the majority of Internet users, like traditionalists or modernists. The *modernists* (30 percent) are younger than the traditionalists and are mostly interested in communication and entertainment. But they also use the Internet for information and fact-finding. They are positive to the potential of the Internet and regard themselves as participants in the information society.

The *traditionalists* are the largest group (40 percent). They do not spend as much time on the Internet as preceding groups and are mostly interested in its traditional role as a source of information, for checking facts and for practical matters. They are generally positive to the Internet but regard other media as more important.

#### Summary

In today's Sweden, the Internet is in a consolidation phase. Attracting new users is slow, while those who already have access to the Internet are using it more and becoming more versatile. Young people and the younger senior citizens are the groups who show the most growth over the last few years.

#### Growing numbers of pre-schoolers use the Internet

The time we spend on the Internet has tripled in the last seven years, while the Internet has spread to younger users, down to pre-school age. Internet use for children under the age of 7 has doubled during the last few years. Nowadays, one of three pre-schoolers uses the Internet. For school children, from grade one and on, the Internet is already well established. Virtually everyone is an Internet user. School children have become the group, out of all the age groups in the study, with the largest percent of Internet users.

**Broadband offers new opportunities**

The increase in Internet use is due to the fact that two of three in the population have gotten hooked up via broadband. It's opened up a totally new use of the Net. Besides the traditional search for information, the Internet has become an encyclopedia, an aid for finding timetables, schedules and addresses, a dictionary and language resource, a market place and a place for news and perusal of magazines. The Internet has also, especially for the younger users, become a source of entertainment: music, videos and gaming.

**The majority are still cautious traditionalists**

Most Internet users are however not young, but middle-aged. Besides sending e-mail, they use the Internet in a traditional way, focusing on information. Their attitude is positive toward Internet but other media are in many cases more important to them.

*Sponsors: Fiber Optic Valley, SE - The Internet Infrastructure Foundation*

\* \* \* \* \*

## The Internet in the United States of America

Center for the Digital Future  
USC Annenberg School for Communication  
[www.digitalcenter.org](http://www.digitalcenter.org)

The Internet in the United States is characterized by its high penetration rate and its diversified use. Initially Internet service was limited to those in big corporations, academia, and research labs. Since opened to public use, going online has become increasingly affordable for the majority of households thanks to technological development. With the increase of penetration over the years, ordinary users have found the Internet to be a powerful communication tool for social, political, and financial purposes. The wide availability of Internet technology and people's creative use of it have helped transform the communications landscape in the United States.

### Internet Use at Home

In the United States, home is the primary place where people access the Internet. The vast majority of Internet users (91 percent) reported having Internet access at home in 2009, whereas in 2000 only one-fifth of Internet users (21 percent) had such access.

The speed at which people can access the Internet at home has been increasing significantly. The number of people with broadband Internet connection at home has steadily grown. In 2000, a majority of home Internet connection was through telephone modem service (88 percent), whereas in 2009, 82 percent of home Internet users accessed the Internet through broadband.

### Wireless and Mobile Access

Wireless and mobile Internet access has been gaining ground as well. In addition to the sense of instantaneity presented by the Internet, the mobility possible through wireless Internet access offers the possibility of connecting from anywhere. The percentage of Internet users reporting use of the Internet through wireless devices has increased from 3 percent in 2002 to 41 percent in 2009. Internet access via cell phone is also slowly growing, from 5 percent in 2002 to 25 percent in 2009.

A key feature of the Internet is its openness. The unique architecture of the Internet, as opposed to that of traditional media, has allowed the Internet in the United States to grow into a powerful media platform through which people communicate, gather information, socialize, and entertain themselves. Further, as reflected in a newer trend referred to as "Web 2.0," the Internet has broadened the potential of user-creativity, collaboration, and sharing and networking among users in unprecedented ways.



### **Most Popular Internet Uses**

The five most popular online activities overall in the US in 2009 were: 1) e-mailing, 2) web surfing, 3) product information-gathering, 4) news reading, and 5) online shopping.

In 2009, the five most popular online activities that Internet users report engaging in virtually at least once-a-day were: e-mail checking, web surfing, news reading, game playing, and instant messaging.

### **Media Use Online**

Some other online activities are growing at a fast pace. They include traditional media consumption, personal expression and sharing, and online community participation. Traditional media, such as television, newspaper, and radio, are increasingly consumed via the Internet. In an average week in 2003, Internet users spent 17 minutes listening to radio online and 27 minutes reading online newspapers, and no one reported watching television via the Internet. In an average week in 2009, however, Internet users spent 65 minutes, 53 minutes, and 39 minutes on the same activities online, respectively.

### **Self-Expression on the Internet**

An increasing number of those online also use the Internet as a venue for self-expression and sharing. In 2009 they displayed photos on the web (55 percent versus 11 percent in 2003), kept blogs (35 percent versus 3 percent in 2003), and maintained personal Web sites (15 percent versus 9 percent in 2003).

An increasingly important facet of online life involves social networking sites, music and video sharing websites, and user-generated content websites. Also in 2009 a growing percentage (16 percent) of Internet users participated in online communities and generally reported a strong sense of community from their participation. The percentage reporting membership in online communities has doubled since this question was first asked five years ago. And more than half of the online community members reported feeling as strongly about their online communities as they felt about their real-world communities.

### **Social Relationships and Political Involvement Online**

The Internet has also become an important platform for forming and maintaining social relationships. In 2009, 52 percent of Internet users said the Internet was important or very important for maintaining their social relationships. Internet users also report that they have friends online whom they have never met in person (an average of 5.3 friends in 2009).

The Internet has an important political dimension in the United States as well. Most prominently, the movement of political campaigns online is one of the most dramatic trends of our time. Political candidates have increased their online presence not only through campaign websites and supporter blogs, but also by actively embracing social networking sites such as Facebook, MySpace, and YouTube. In 2009, 72 percent of Internet users aged 16 and above said that the Internet had become important for political campaigns, up from 59 percent in 2006.

### **Privacy and Security: Concerns Continue**

Along with the great growth and increasingly diversified use of the Internet in the United States, there are some concerns. For example, as more and more people purchase online, privacy has become a major concern among Internet users. About nine in ten people have some level of concern about the privacy of their personal information when they buy on the Internet. When it comes to credit card security, 50 percent of respondents had concerns about the issue. Yet, this level of concern is lower than when the issue was first tracked in 2001. This trend may reflect the increased use of new tools and solutions to deal with the issue.

As users have become active in disclosing personal information online, safety and security issues have received increasing attention, including problems such as sexual solicitation and harassment via social networking sites, chat rooms, and instant messaging.

### **Children Online**

There are also multiple concerns about children online. [Questions not asked in 2009 thus no data exists]. In general, there has been a continuous increase of adults' reservations about children spending too much time using the Internet. In 2009, 23 percent of adults with children in their household who use the Internet said those children spend too much time online, compared to 11 percent in 2000. This figure is notable in comparison to adults' views about their children's TV watching, which has shown relatively little change during the past several years (the percentage of adults who thought their children spent too much time on the medium was 46 percent in 2000 and 42 percent in 2009).

### **The Digital Future**

The Internet in the United States is ever changing. We expect the Internet to continue to grow in terms of penetration and speed as faster and better technology becomes available. It should also continue to grow in terms of people's innovative use to fulfill their communication needs. The Internet has made human communication more multifaceted, and people's creative use of the Internet has made the Internet a richer medium. This type of interaction will continue to transform the Internet into an ever more dynamic media platform in the years to come.

\* \* \* \* \*

**Findings**

**World Internet Project 2010**

**Internet Users and Non-Users**

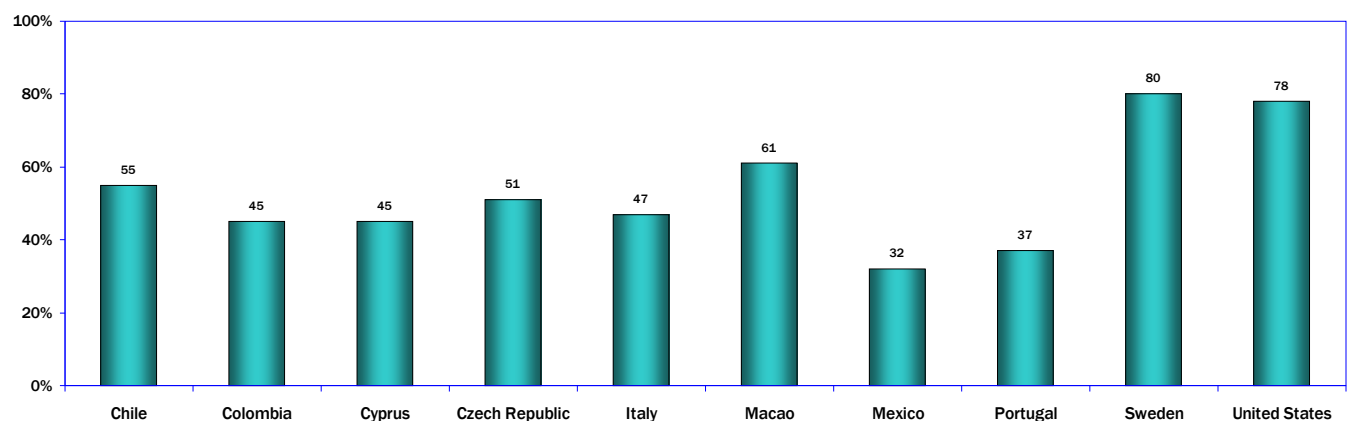
## 1. Internet Use in the World Internet Project Countries and Regions

Only half of the 10 countries that reported new findings in the current World Internet Project (WIP) found that more than a majority of their respondents are users of the Internet.

However, three additional countries in the WIP project -- Colombia, Cyprus, and Italy -- found that nearly 50 percent of respondents are Internet users.

In the current project, only three countries -- Macao, Sweden, and the United States -- reported more than 60 percent of respondents as Internet users. Mexico (32 percent) and Portugal (37 percent) reported the lowest percentages of Internet users.

**Overall Internet Use  
(Respondents Age 18 and Older)**

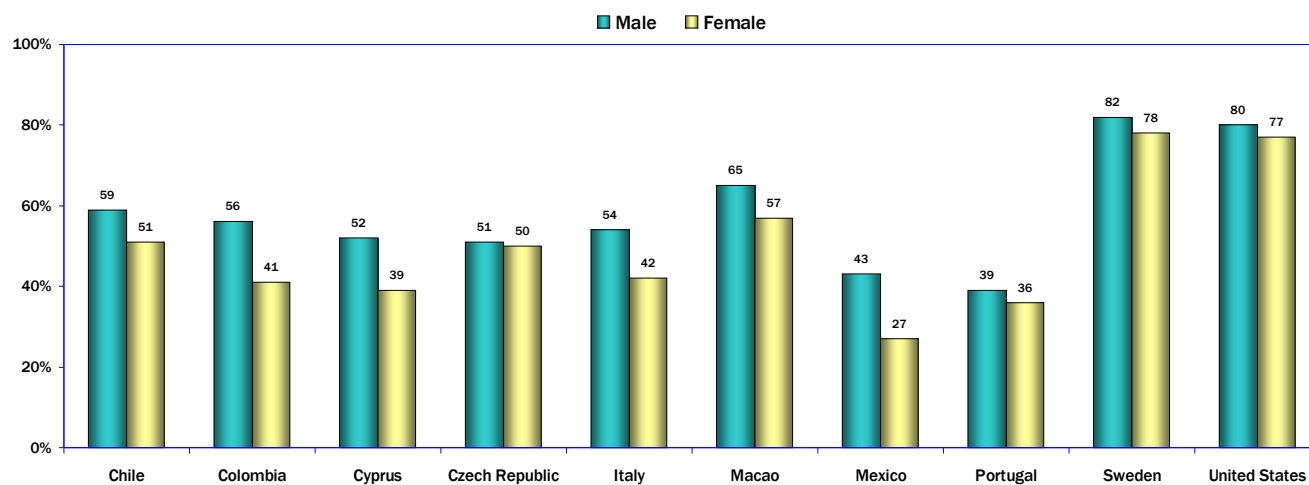


## 2. Internet Use Among Men and Women

In six of the WIP countries, eight percent or more men than women use the Internet (Chile {Santiago}, Colombia, Cyprus, Italy, Macao, Mexico). The gender gap is the largest in Mexico (16 percent more men than women are Internet users) and Colombia (15 percent more men than women).

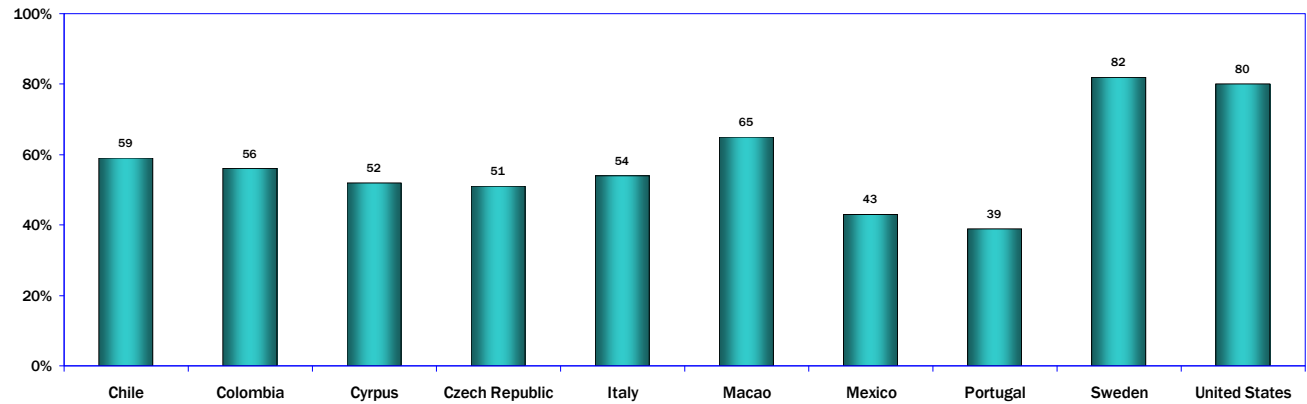
However, in four of the WIP countries, the gap in Internet use between men and women is four percent or less, with the Czech Republic, Portugal, Sweden, and the United States reporting only slightly higher percentages of men than women as users.

**Internet Use by Gender**  
(Respondents Age 18 and Older)



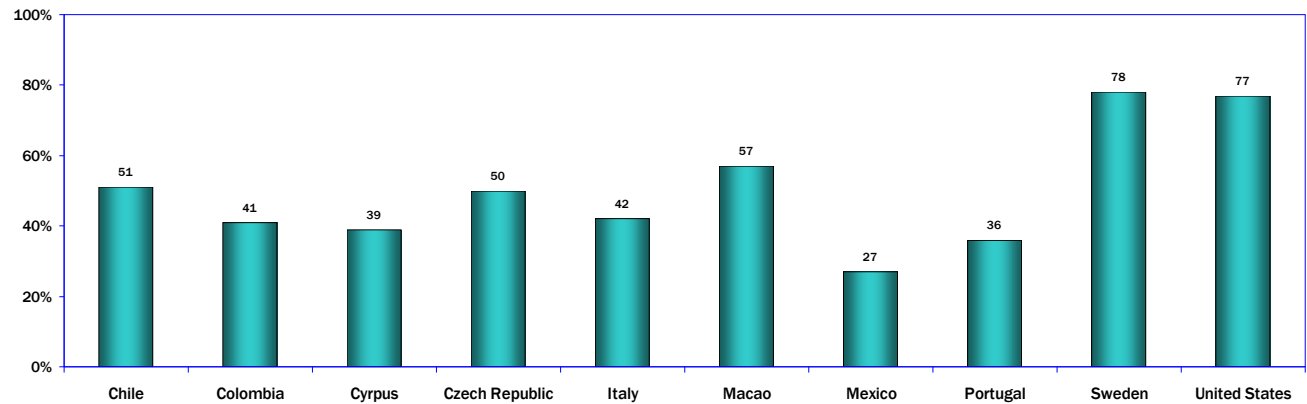
## 2. Gender Divide – Internet Use Among Men and Women: Detailed Responses

### Men (Respondents Age 18 and Older)



Q2 S-2m

### Women (Respondents Age 18 and Older)



Q2 S-2F

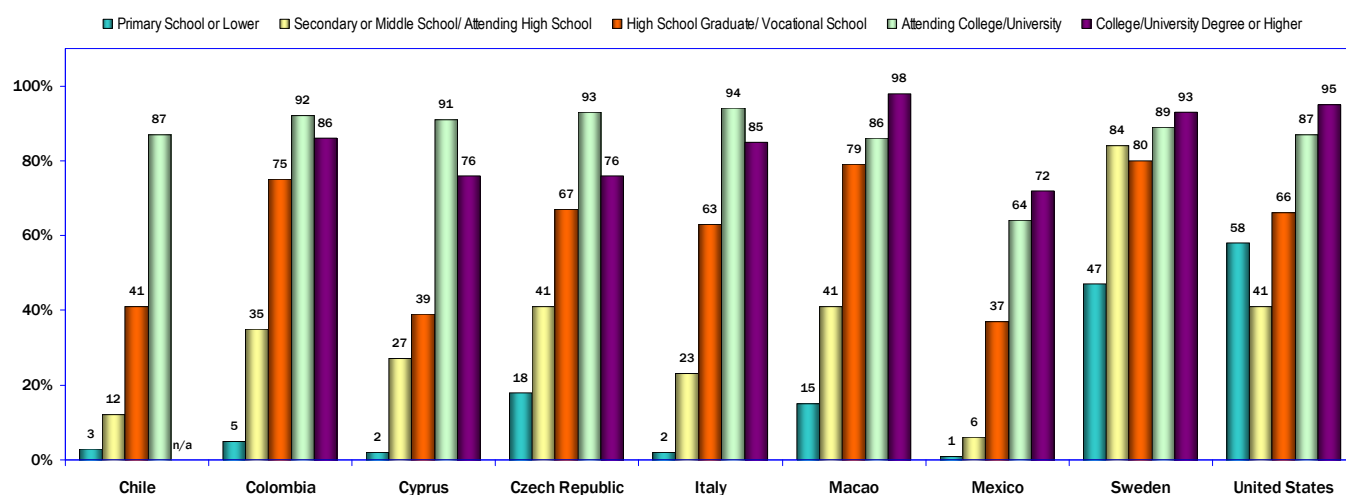
### 3. Internet Use and Education Levels - Adult Users

All of the WIP countries reported that the percentage of Internet use grows among users with higher levels of education.

All of the WIP countries and regions found high percentages of Internet use among respondents with a college degree or higher (75 percent or higher in all of the responding countries except Mexico). Use is also generally high among adult users with a high school education -- 60 percent or higher in six of the WIP countries, and more than one-third in all of them.

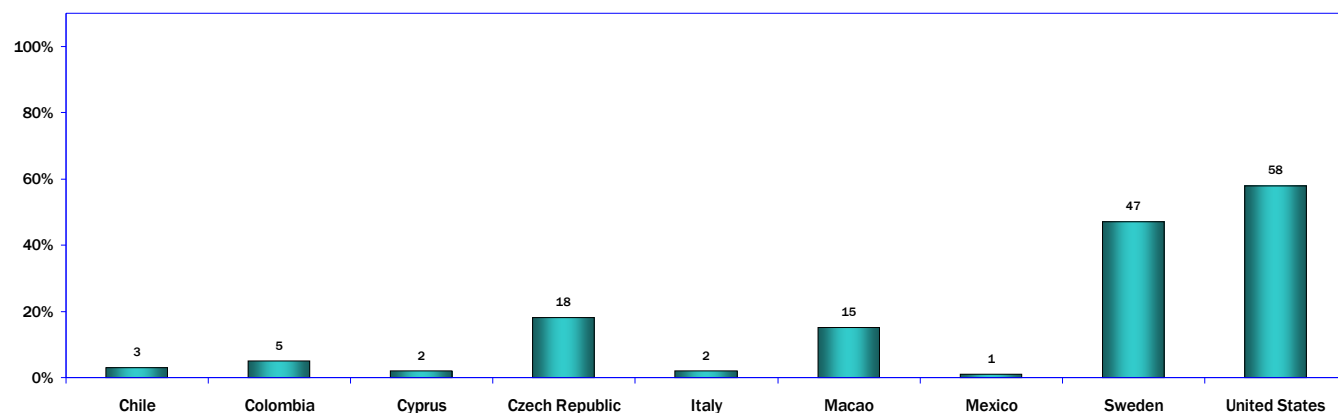
However, Internet use continues to be generally low among adults who have less than a high school education. Four of the WIP countries reported that 41 percent or less of adults with only a secondary school education use the Internet.

**Internet Users by Education Level  
(Respondents Age 18 and Older)**



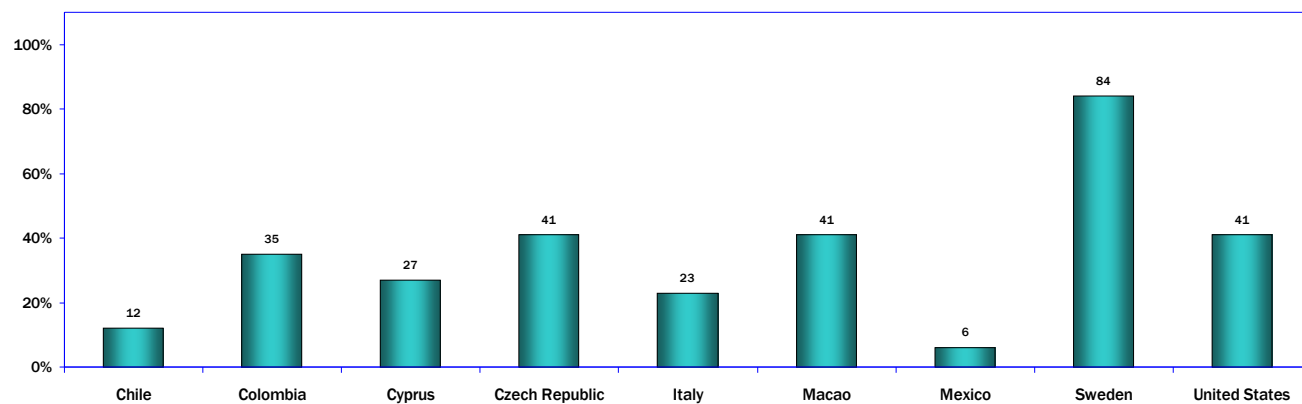
### 3. Internet Use and Education Levels – Adult Users: Detailed Responses

#### Primary School or Lower



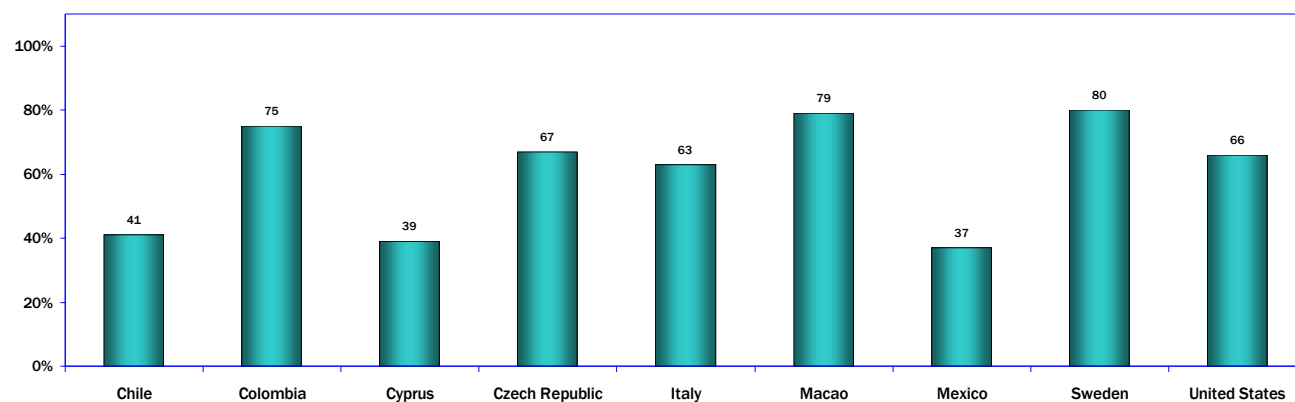
Q2 S-3A

#### Secondary School, Middle School, or Attending High School



Q2 S-3B

#### High School or Vocational School

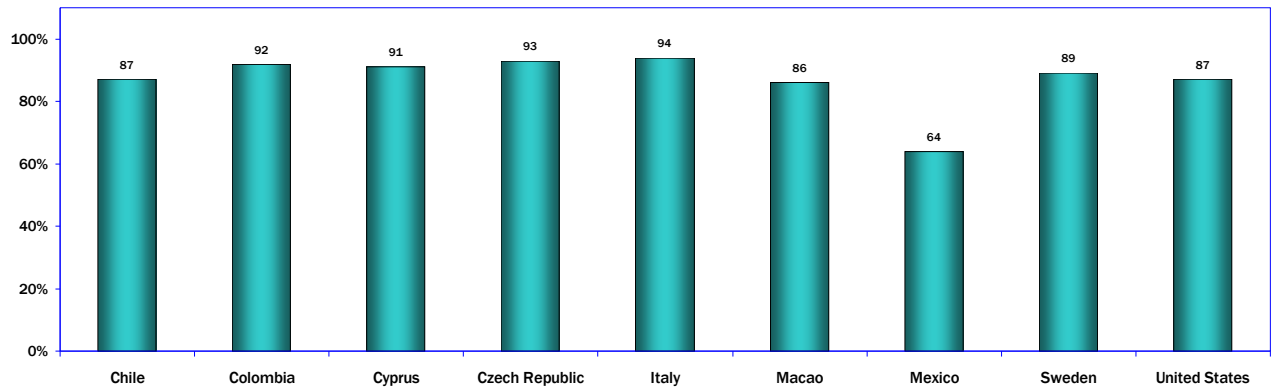


Q2 S-3C



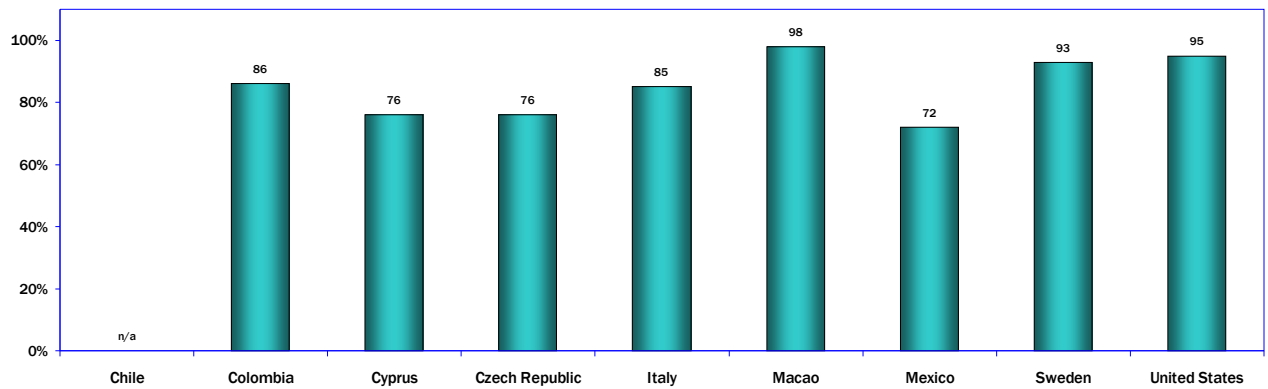
### 3. Internet Use and Education Levels – Adult Users: Detailed Responses

#### Attending University



Q2 S-3D

#### College Degree or Higher



Q2 S-3E

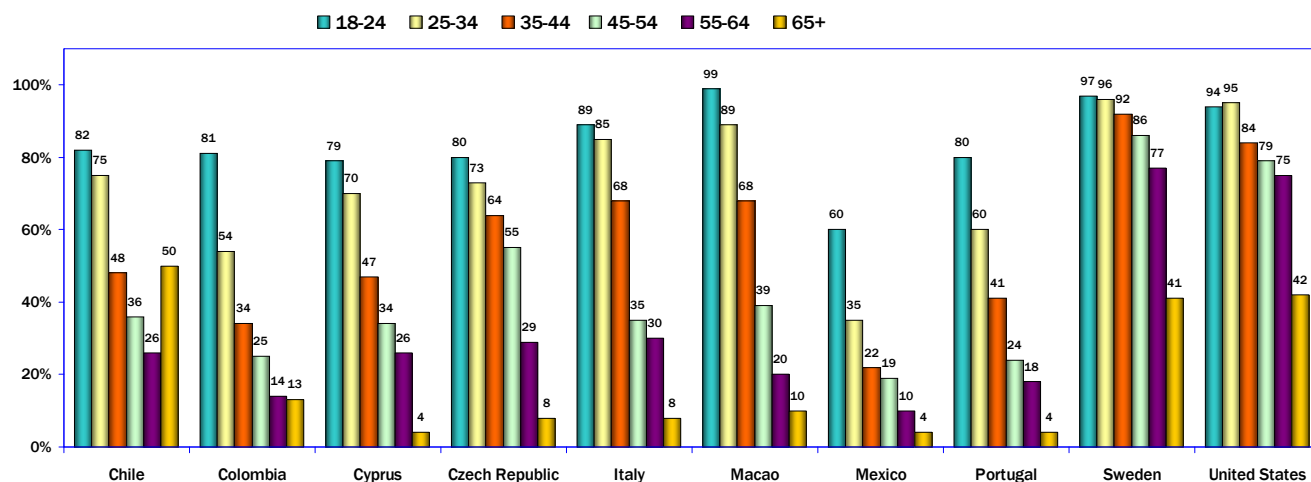
## 4. Age and Internet Use

All of the World Internet Project countries and regions reported that levels of online use are related to age.

In general, Internet use increases as age decreases. In all of the WIP countries, large percentages of respondents under age 24 use the Internet; all of the countries except Mexico reported that 79 percent or more of adults between 18 and 24 years old go online.

The WIP countries also reported continued low percentages of use and a wide range of use among the older groups of respondents. Only Chile (Santiago) reported that 50 percent of adults 65 or older go online, with the United States reporting 42 percent and Sweden reporting 41 percent of users in this age group. Five countries reported 10 percent or less of those 65 or older go online (Cyprus, Czech Republic, Italy, Macao, and Mexico).

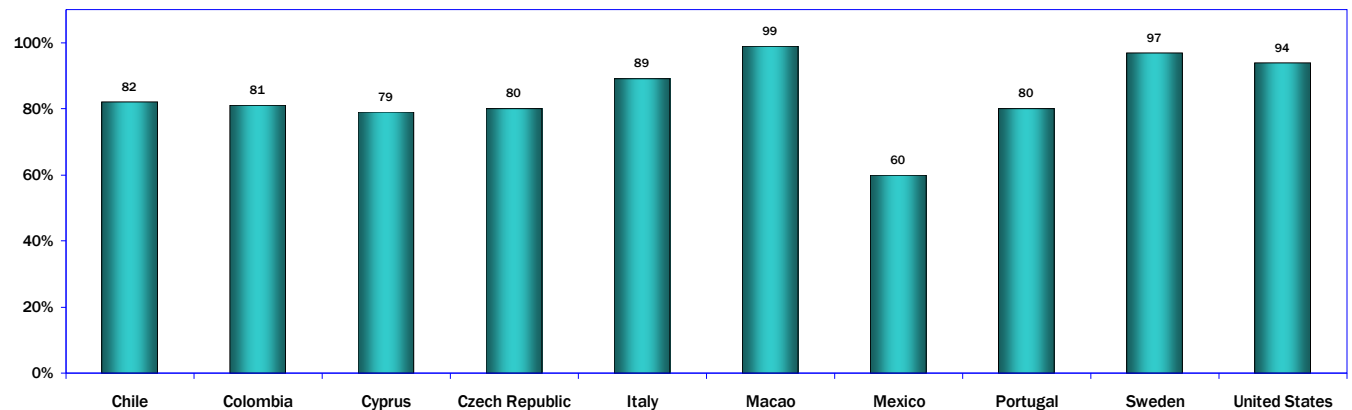
**Internet Use by Age  
(Respondents Age 18 and Older)**



## 4. Age and Internet Use: Detailed Responses

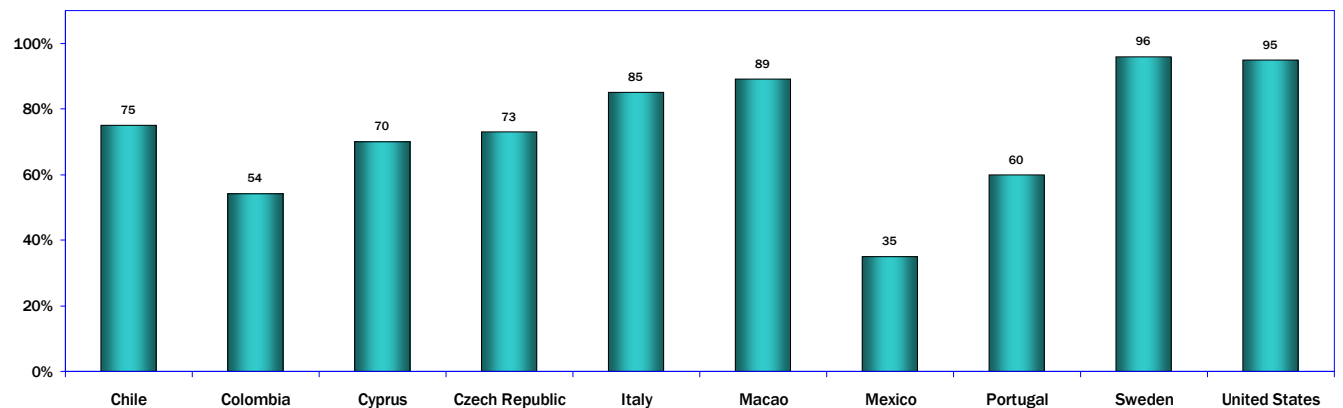
Among those ages 18 to 24, Internet use is extremely high (see below). In three of the WIP countries and regions (Macao, Sweden, and the United States), nearly all respondents in that age range are users.

**Internet Use by Age**  
(Respondents Ages 18 to 24)



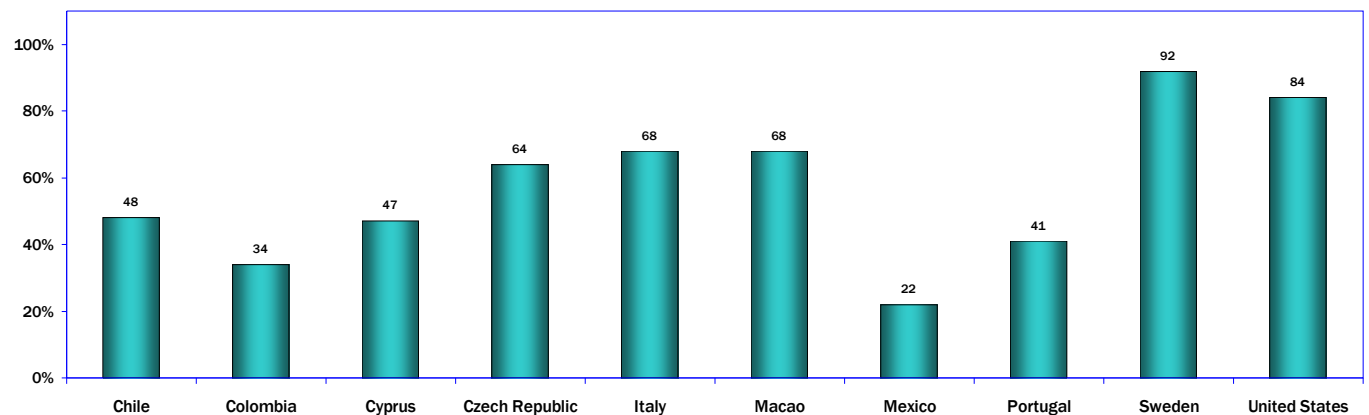
Q2 S-4a

**Ages 25 to 34**



Q2 S-4B

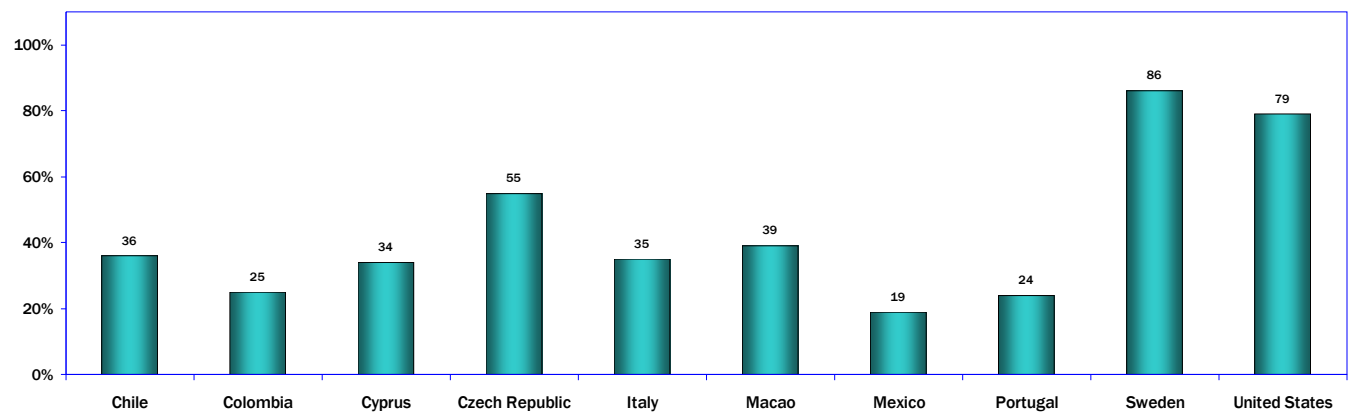
**Ages 35 to 44**



Q2 S-4C

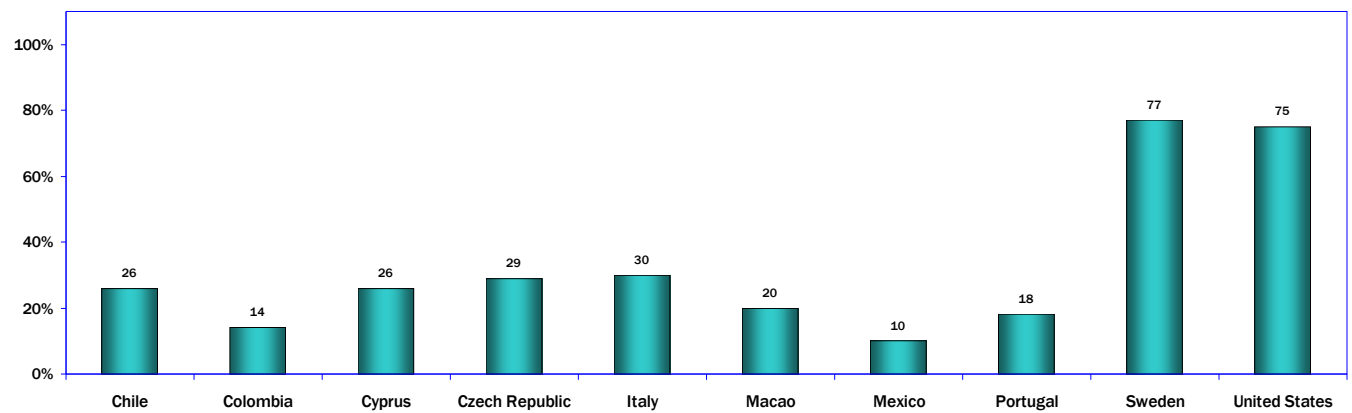
## 4. Age and Internet Use: Detailed Responses

### Ages 45 to 54



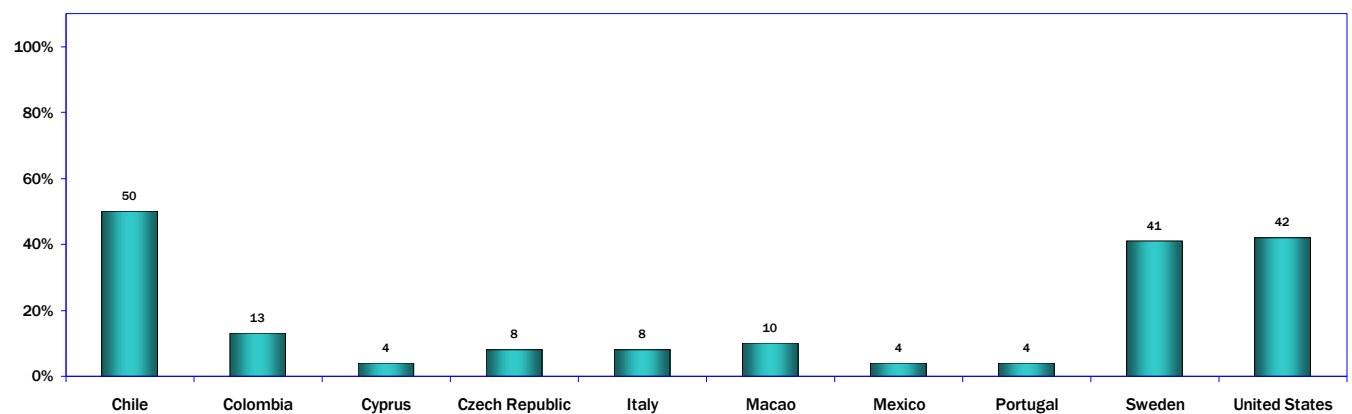
Q2 S-4D

### Ages 55 to 64



Q2 S-4E

### Age 65 and over



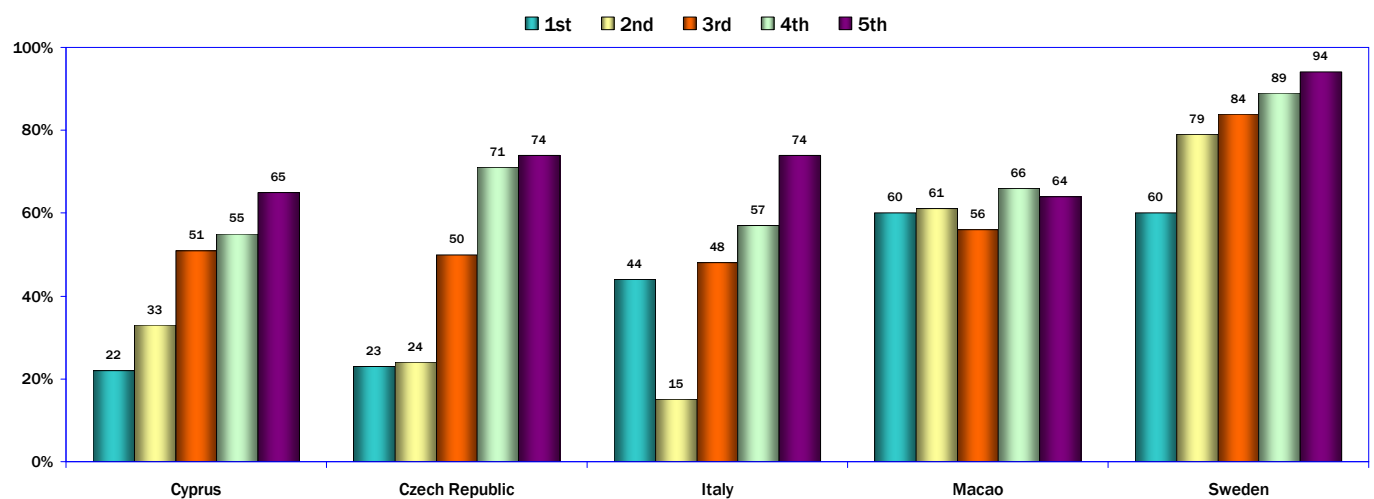
Q2 S-4F

## 5. Internet Use and Income Level

The WIP countries reported wide gaps in Internet use when comparing users at the upper percentage of income with those in the lowest percentage.

The largest differences in use between the highest income groups and the lowest among the WIP countries are in the Czech Republic (51 percent gap) and Cyprus (42 percent gap). The smallest gap is in Macao (4 percent) which reported generally similar Internet use at all income levels.

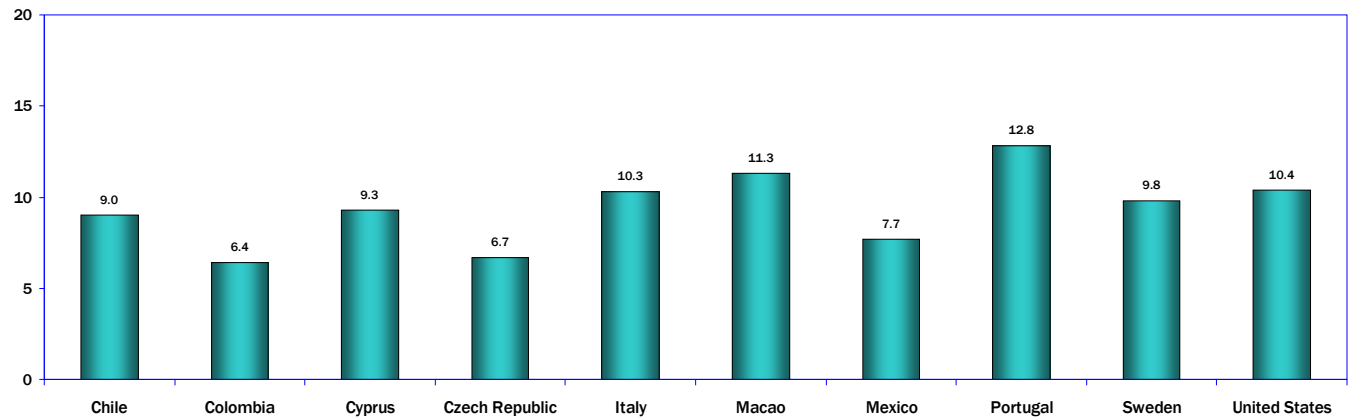
**Internet Use by Income Level  
(Respondents Age 18 and Older)**



## 6. Internet Use at Home

All of the World Internet Project countries reported at least six hours per week of Internet use at home through a wired PC, with use ranging from a low of 6.4 hours per week in Colombia to a high of 12.8 hours per week in Portugal.

**Internet Use at Home, Hours Per Week**  
(All Internet Users with Wired PCs)

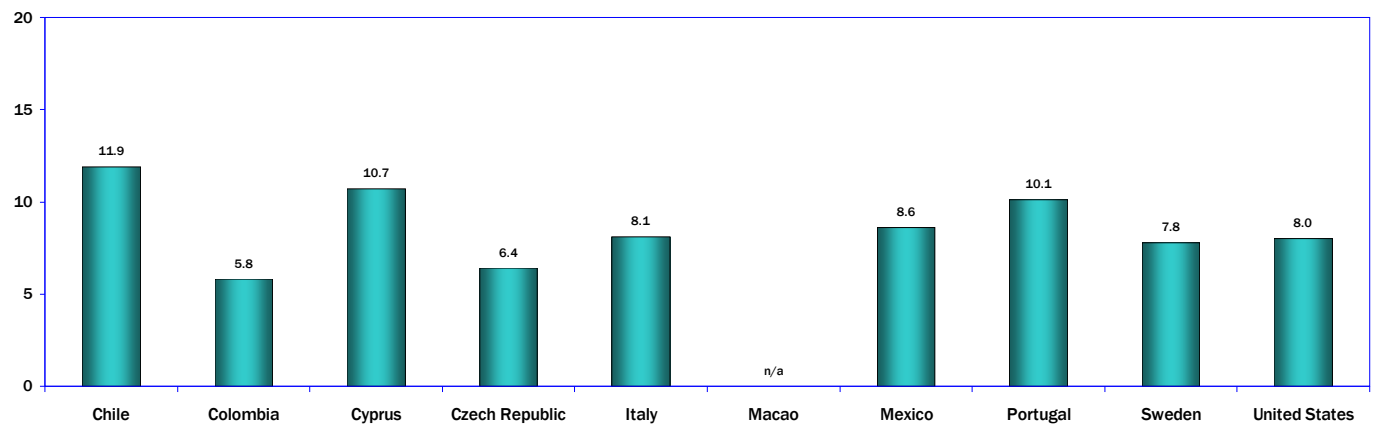


Q4 S-1

## 7. Internet Use at Work

Internet users who are employed and have a wired PC at work in Chile (Santiago) (11.9 hours) and Cyprus (10.7 hours) reported the highest number of hours per week online at work outside the home. Users in Colombia reported the lowest, with 5.8 hours per week.

**Internet Use at Work, Hours Per Week (Not in the Home)  
(Internet Users Who are Employed, With a Wired PC)**



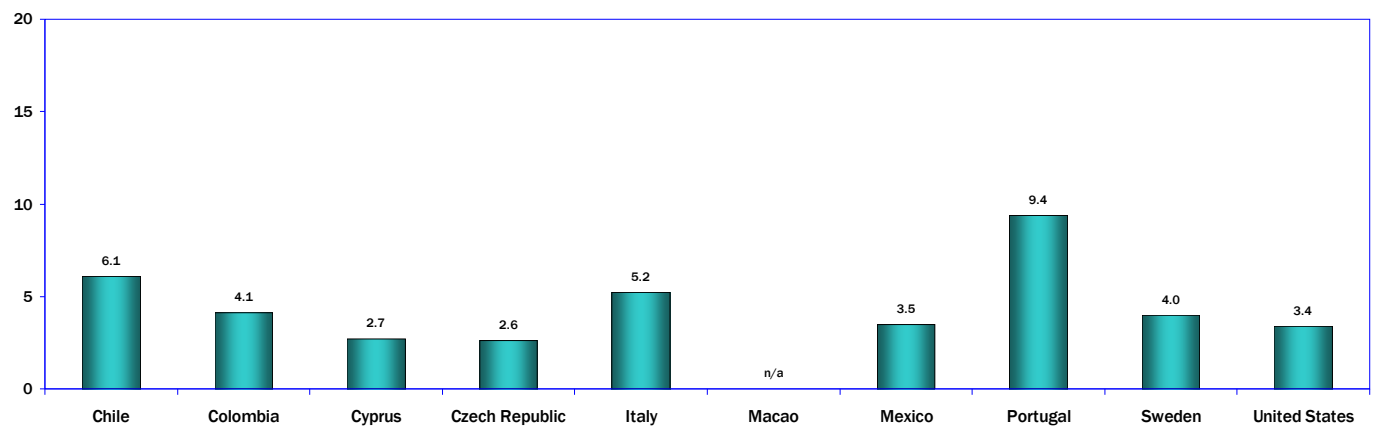
Q4 S-2

## 8. Internet Use at School

Students in Portugal reported the highest number of hours per week online from a wired PC at school -- 3.3 hours more per week than the next highest country, Chile (Santiago), and at least twice as many school Internet use hours as six of the WIP countries.

*(For findings on the use of the Internet for schoolwork, see page <<.)*

**Internet Use at School, Hours Per Week  
(Students Who are Not Employed, Using a Wired PC)**



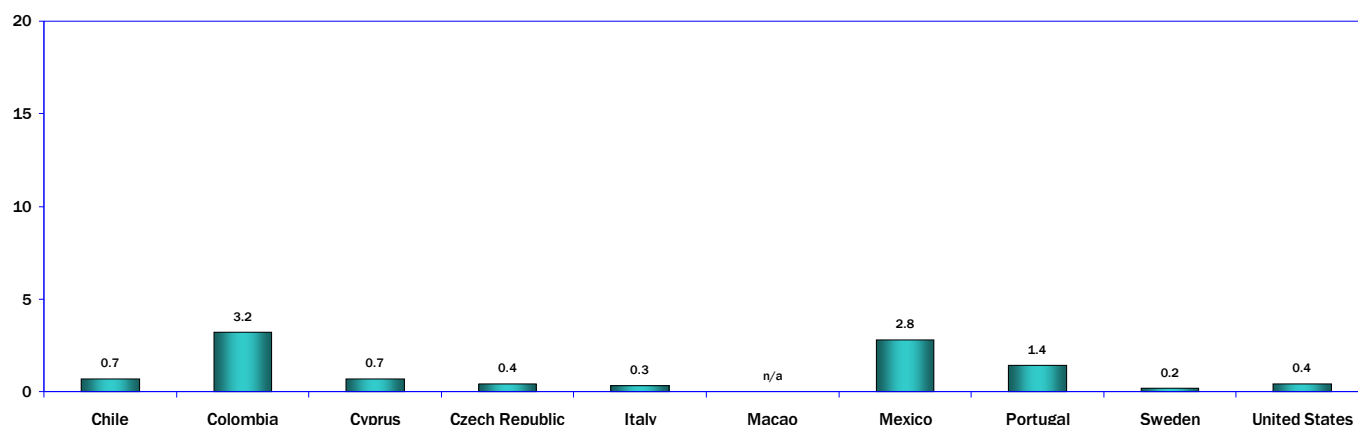


## 9. Internet Access from Other Locations

Respondents in the WIP countries and regions reported some Internet access using a wired PC in locations other than home, school, or work, but that usage is primarily quite low -- under one hour per week in six of the WIP countries and regions.

Colombia -- which has large numbers of users who use public Internet rooms (*Café Internet*) as their preferred method of Internet access -- reported the highest level of this type of online use (3.2 hours per week). In contrast, Sweden reported only an average of 12 minutes per week of Internet access from a wired PC in locations other than home, school, or work.

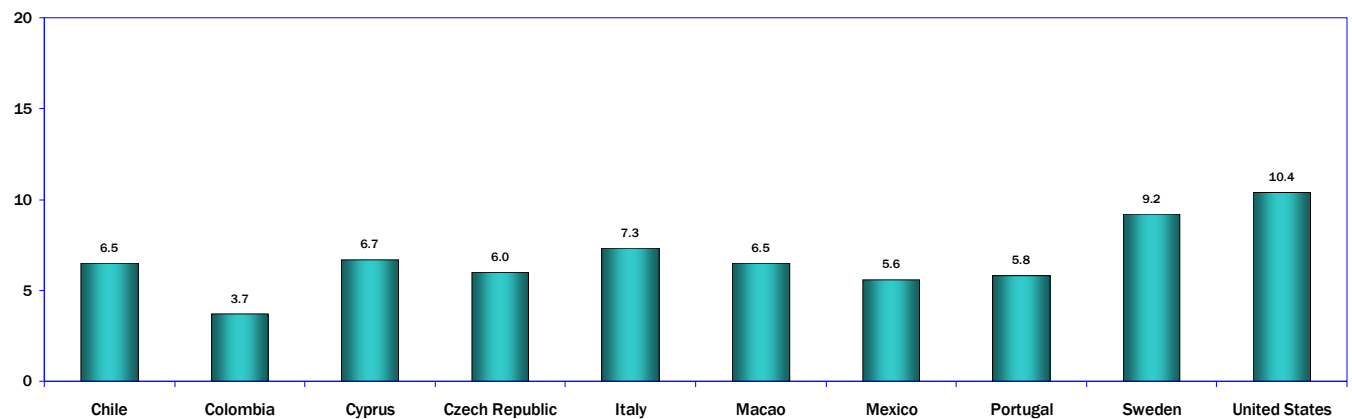
### Weekly Internet Use from Locations other than Home, School, or Work, Hours Per Week (All Internet Users, Using a Wired PC)



## 10. Years Online

Internet experience is extensive in the WIP countries. Users in the United States reported the most years online -- an average of 10.4 years -- and all of the other WIP countries other than Colombia reported at least five years online.

**Internet Use: Total Average Years Online  
(All Internet Users)**



Q5 JC-1

## 11. Internet Connections: Broadband, Modem, and Cell Phone

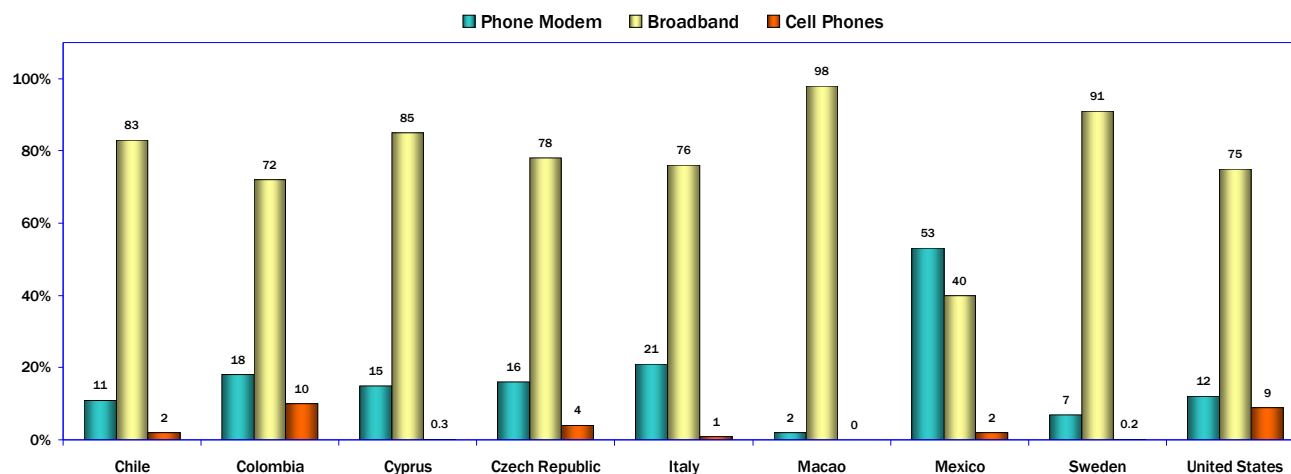
In all of the participating countries except Mexico, large majorities of users go online at home through a broadband connection.

In Macao, access by broadband from home is almost universal (98 percent), and Sweden reported a percentage almost as high (91 percent). The lowest percentage of high-speed access was reported in Mexico, which has 40 percent of users going online from home through a broadband connection.

In all of the other WIP countries, more than 70 percent of Internet access at home is through a broadband connection.

Internet access by cell phone from home is used by very small percentages of users; the highest percentage in the current project was reported by Colombia (10 percent).

**Internet Connection at Home  
(Internet Users Age 18 and Older)**

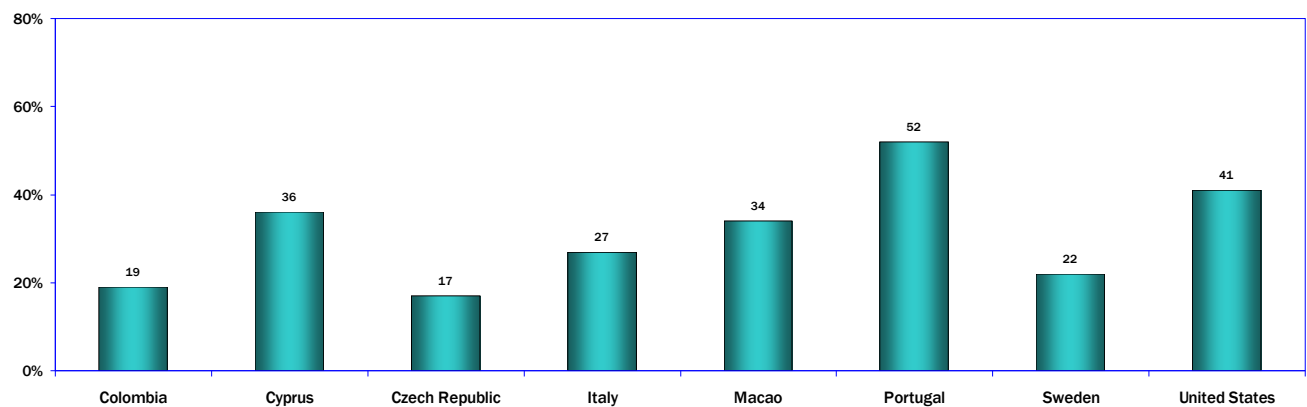


## 12. Wireless Devices and Internet Access

Although the percentage of Internet users who go online through cell phone connection is very low (see previous page), overall wireless access (by either cell phone or wireless computer) is much higher.

In all but two of the WIP countries (Colombia and Czech Republic), at least 20 percent of users go online through a wireless connection, and in two countries (the United States and Portugal) more than 40 percent of users go online through a wireless connection.

### Internet Access by Cell Phone or Wireless Computer



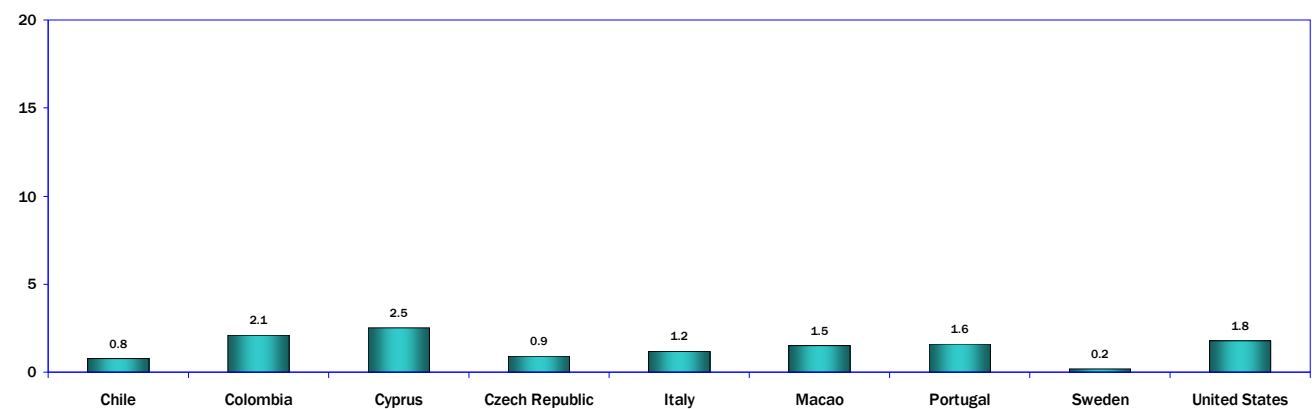
Q4 S-5

### 13. Cell Phone: Hours Per Week

Hours of Internet access through cell phones are still low in the World Internet Project countries and regions.

Cyprus reported the highest average hourly weekly access by cell phone, with 2.5 hours, while Sweden reported the lowest.

**Internet Access by Cell Phone: Hours Per Week**



Q4 S-5A

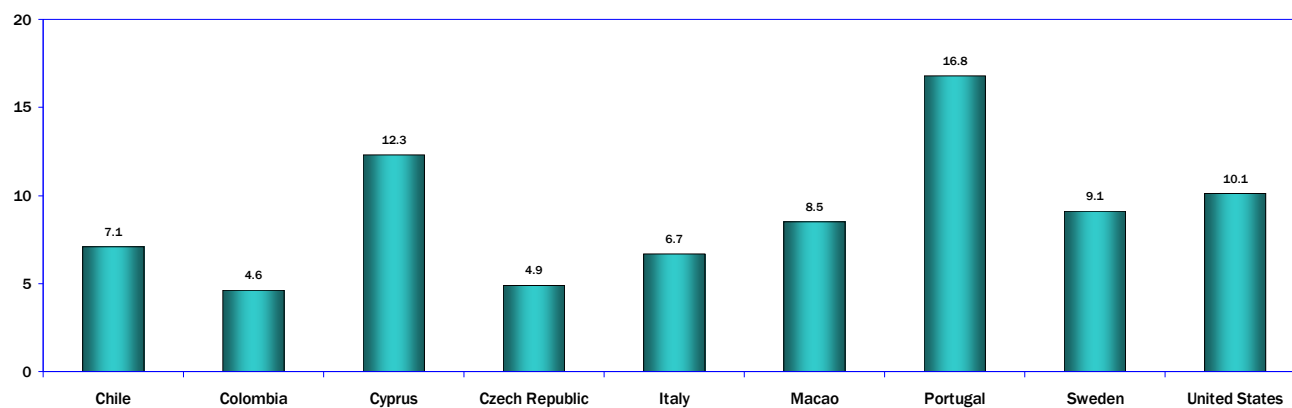
## 14. Internet Access by Wireless Computers: Hours Per Week

Users reported more hours of access through wireless connection on computers -- either desktop or laptop -- compared to cell phone.

Wireless computer users in Portugal reported almost 17 hours online per week (16.8 hours); Cyprus and the United States each reported more than 10 hours per week.

The lowest Internet access by wireless computer was reported in Colombia (4.6 hours per week).

**Internet Access by Wireless Computer: Hours Per Week**  
(Users Who Go Online through a Wireless Computer)



Q4 S-5B

## 15. Internet Non-Users – Reasons for Not Going Online

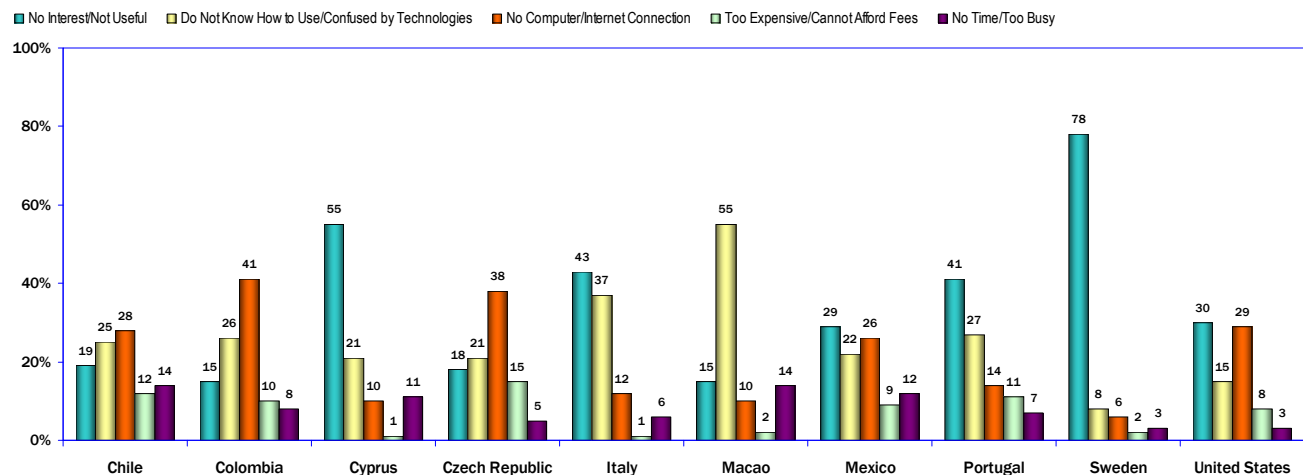
Why are people not online? In six of the 10 WIP countries, “no interest/not useful” is the most-cited reason by non-users (Cyprus, Italy, Mexico, Portugal, Sweden, and the United States). “No interest” or “not useful” was cited by a study-high 78 percent of non-users in Sweden, and more than half of non-users in Cyprus (55 percent).

More than one-quarter of non-users cited “no interest” or “not useful” as their reason for not being online in Italy (43 percent), Portugal (41 percent), the United States (30 percent), and Mexico (29 percent).

The cost of going online is not a significant factor in most of the WIP countries; all of the countries except the Czech Republic reported less than 15 percent of respondents who said that going online was too expensive or they cannot afford the fees.

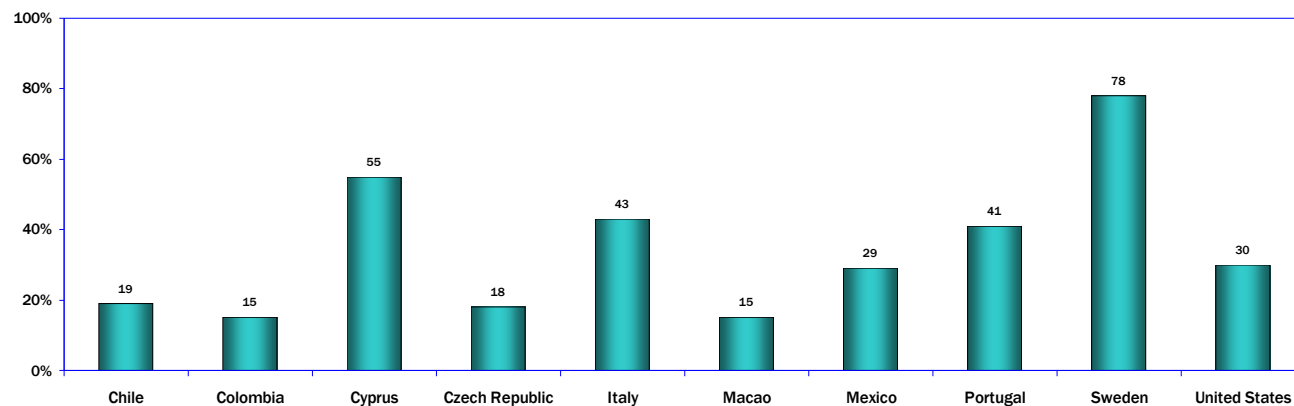
However, eight of the ten WIP countries in the current study reported at least 20 percent of non-users who said they do not go online because they do not know how to use the Internet or they are confused by technology. The highest percentage for this response was reported in Macao (55 percent of non-users), and Italy (37 percent).

### Internet Non-Users: Why Not Online? (Non-Users Age 18 and Older)



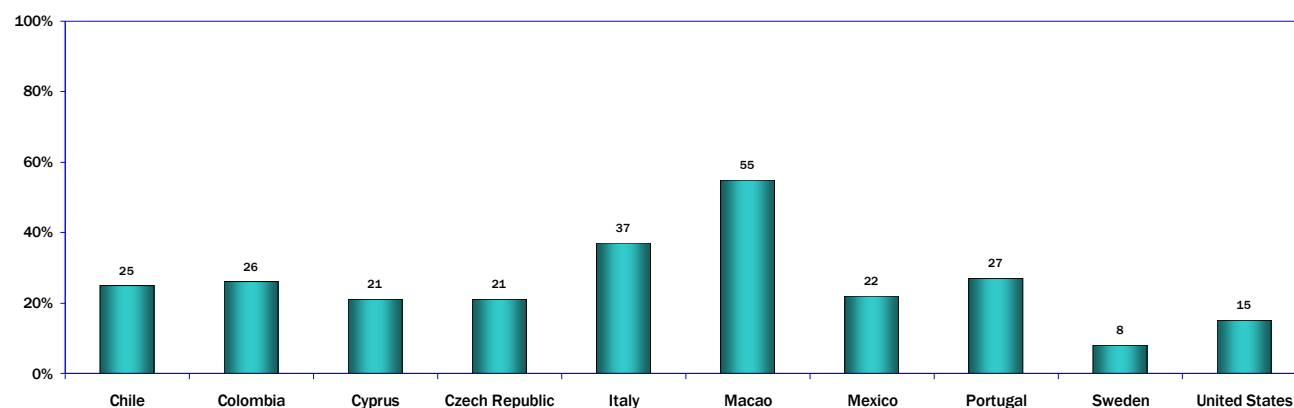
## 15. Internet Non-Users – Reasons for Not Going Online: Detailed Responses

### No Interest in the Internet/Not Helpful



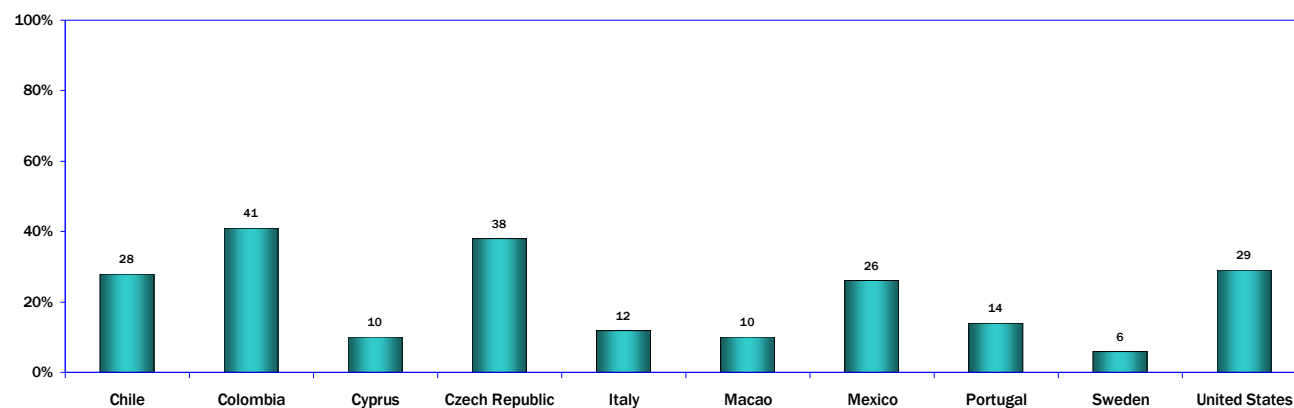
Q3 S-1A

### Do not Know How to Use the Internet/Confused



Q3 S-1B

### No Computer or No Internet Connection

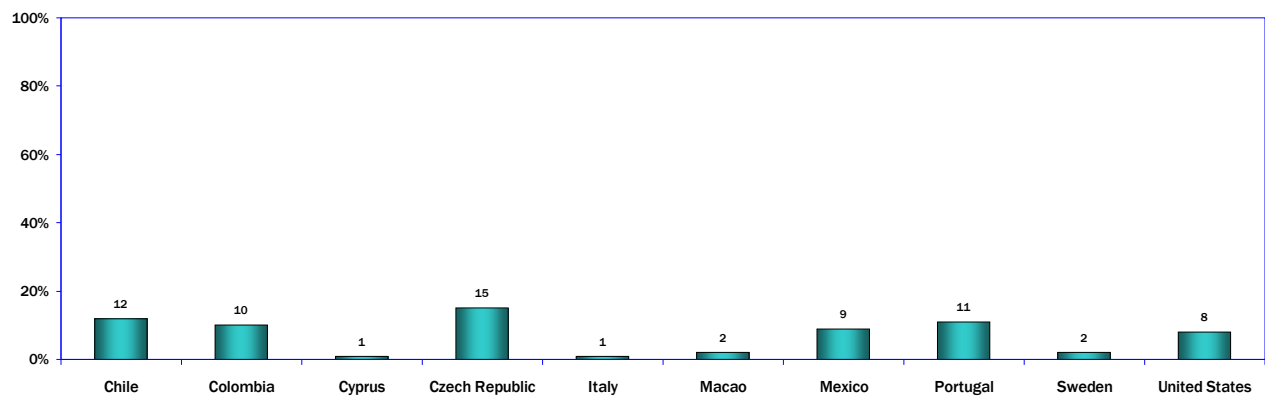


Q3 S-1C



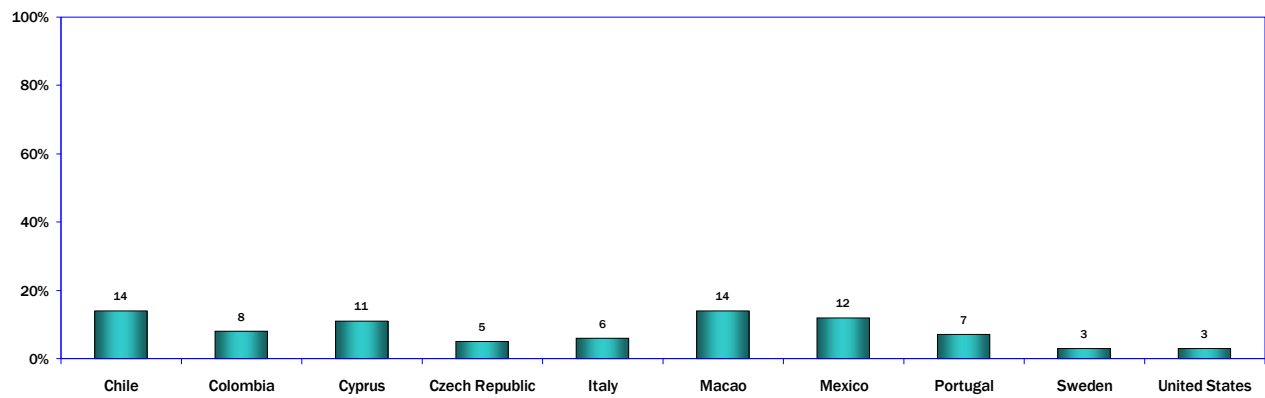
## 15. Internet Non-Users – Reasons for Not Going Online: Detailed Responses

### Too Expensive



Q3 S-1D

### No Time



Q3 S-1E

Findings

## **World Internet Project 2010**

# **Access to Online Information Sites**

## 16. Overview: Access to Online Information Sites

The majority of Internet users in all of the reporting WIP countries and regions typically go online at least weekly to explore a broad range of information sites, but the percentage of users varies widely.

For example, the percentage of users who go online at least weekly to search for travel information (weekly, daily, or several times a day) ranges from a low of 8 percent in Colombia to a high of 37 percent in the Czech Republic. The percentage of users who weekly surf the Web with no particular destination varies from 36 percent in Colombia to 76 percent in the United States.

For specific details on responses to questions about specialized Web sites, see pages <<-<<.

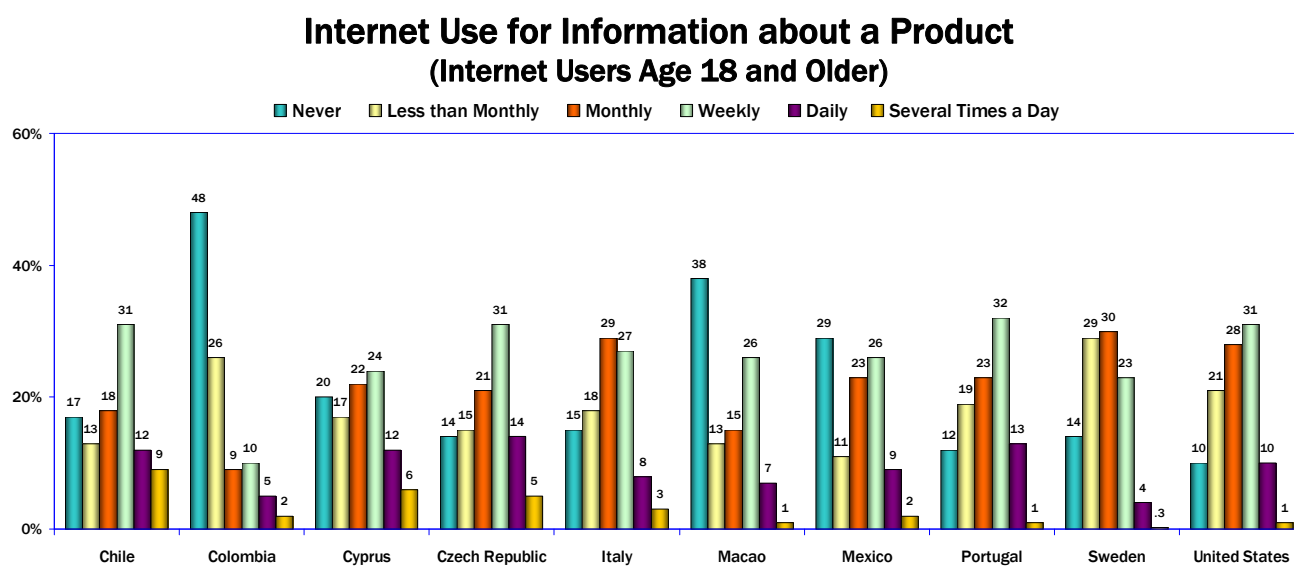
### Access to Online Information Sites Weekly, Daily, Several Times a Day Internet Users Age 18 and Older

	Chile	Colombia	Cyprus	Czech Republic	Italy	Macao	Mexico	Portugal	Sweden	United States
Searching for Products	52	17	42	50	38	34	37	46	28	41
Internet Surfing	75	36	73	66	72	66	N/A	55	43	76
Travel Information	12	8	16	37	17	14	14	21	13	13
Looking for Jobs or Work	16	15	10	14	8	4	N/A	17	9	12
Health Information	25	20	23	28	19	16	42	25	9	21
Religious or Spiritual	5	6	3	5	2	N/A	7	8	2	9

## 17. Searching for Products Online

High percentages of users in most of the reporting countries and regions go online for product information.

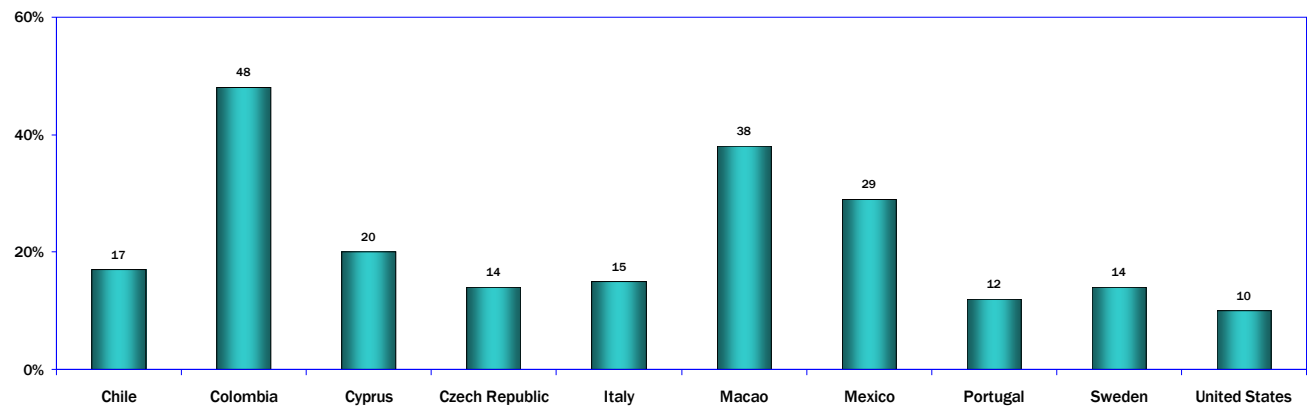
In eight of the current WIP countries and regions, more than one-third of users said they go online at least weekly to look for information about a product.



Q23A M-1A

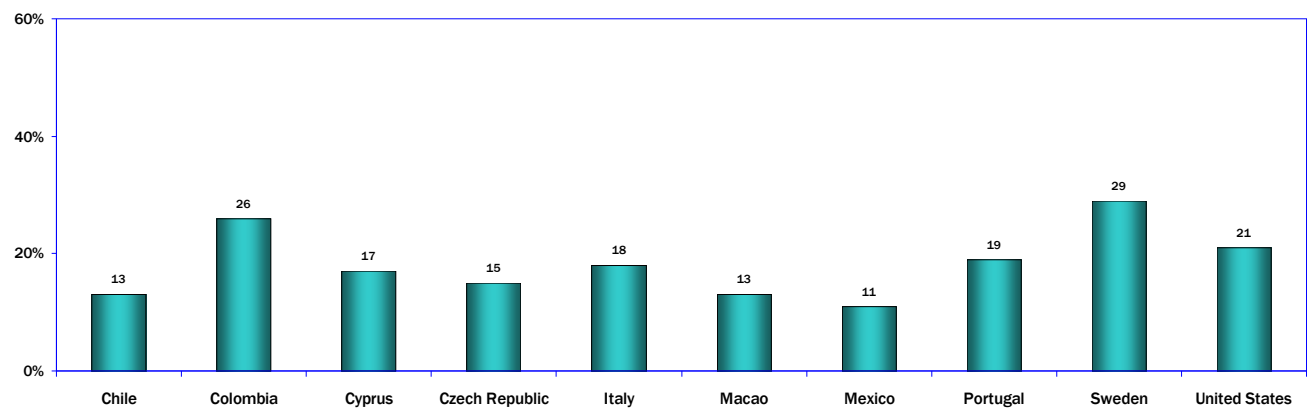
## 17. Searching for Products Online: Detailed Responses

### Never



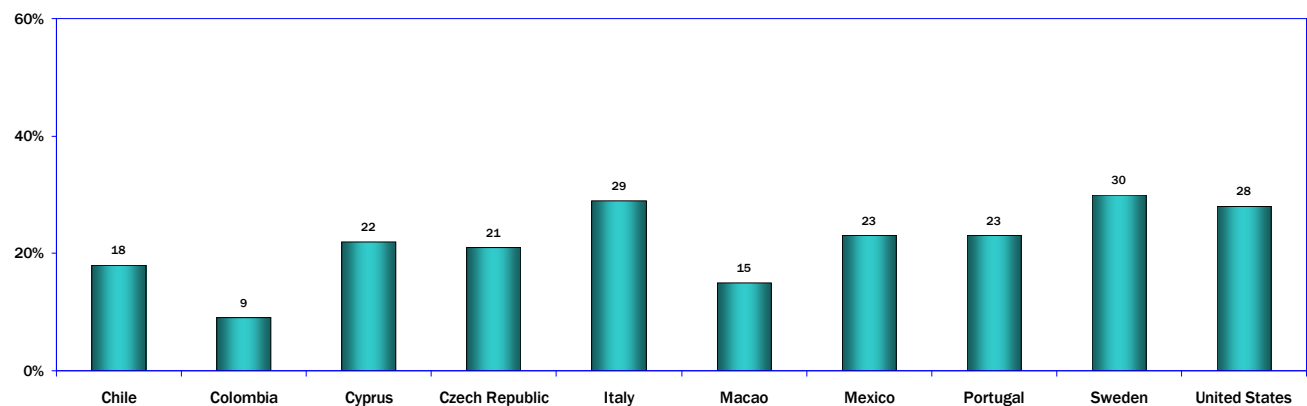
Q23A M-1A-1

### Less than Monthly



Q23A M-1A-2

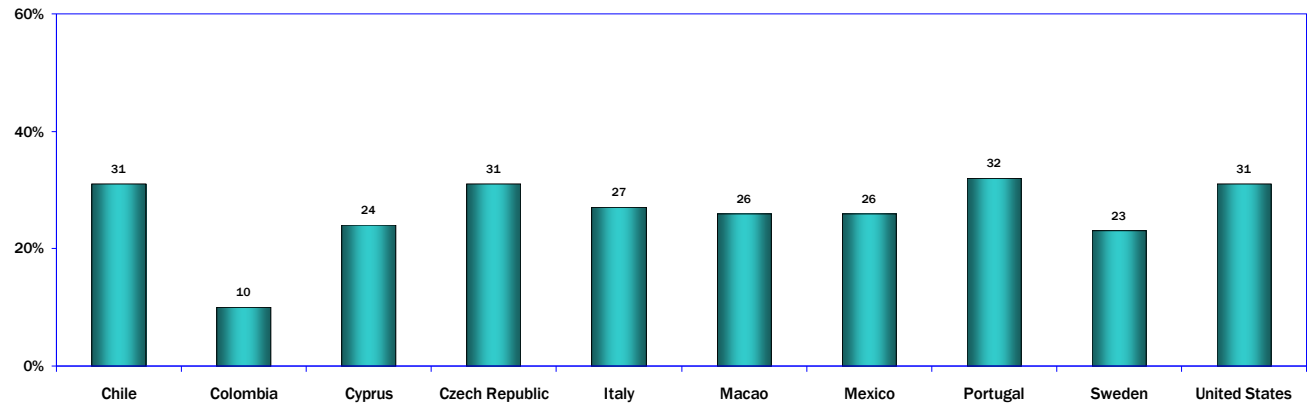
### Monthly



Q23A-M1A-3

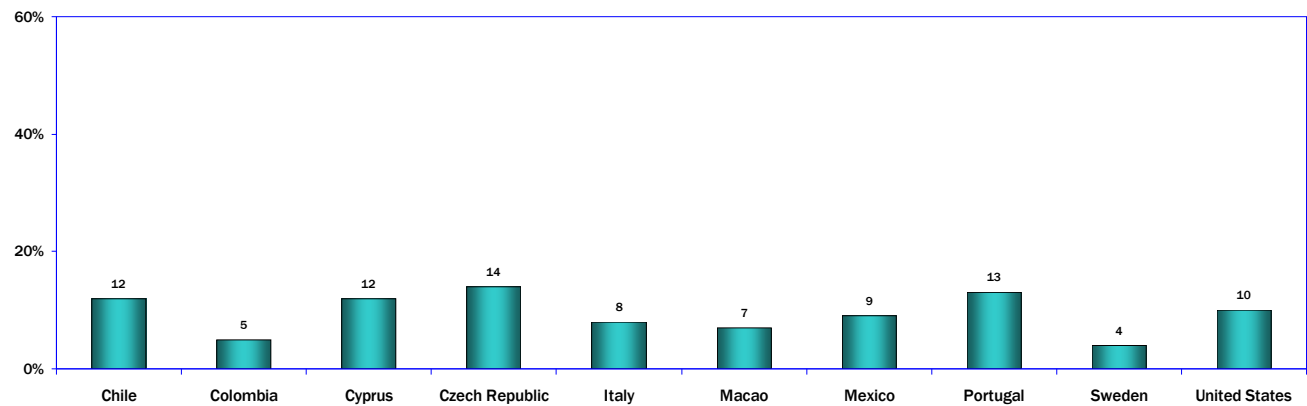
## 17. Searching for Products Online: Detailed Responses

### Weekly



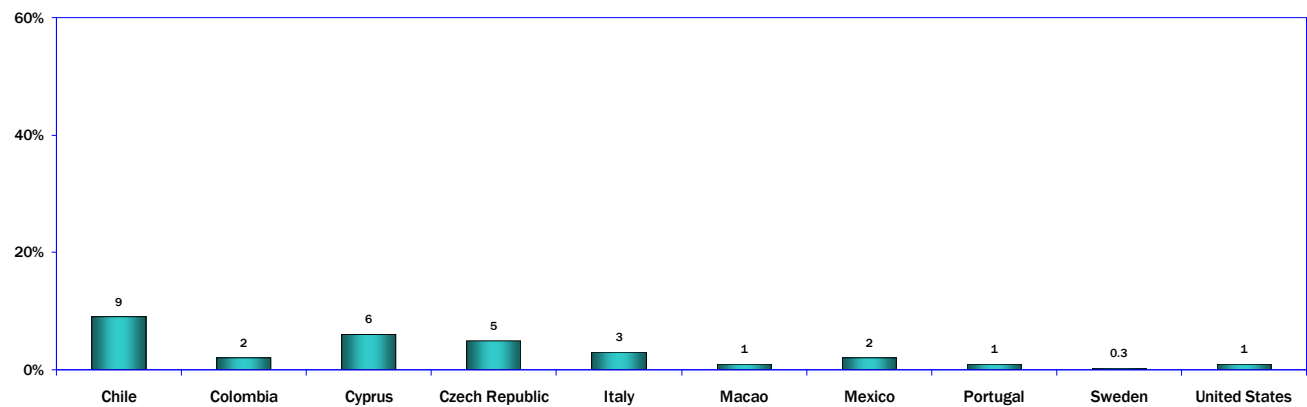
Q23A-M1A-4

### Daily



Q23A-M1A-5

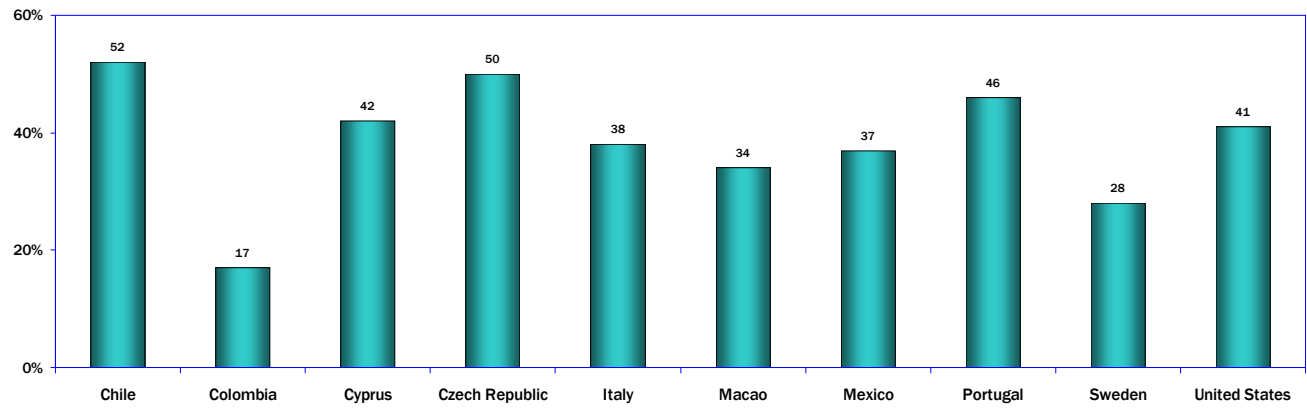
### Several Times a Day



Q23A-M1A-6

## 17. Searching for Products Online: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, Several Times a Day)**



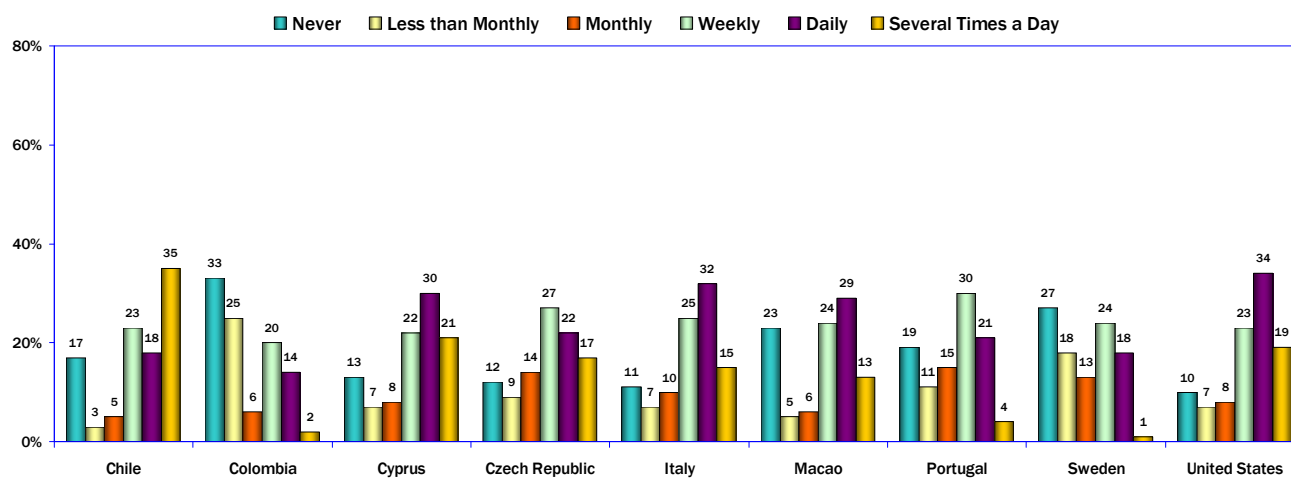
Q23A-M1A-4-6

## 18. Internet Surfing

Internet users reported a wide range of patterns in their Internet “surfing” or general browsing of Web sites.

The range of users who surf the Internet at least once a week runs from a low of 36 percent in Colombia to a high of 76 percent in Chile (Santiago) and the United States.

### Surfing or Browsing Internet Sites (Internet Users Age 18 and Older)

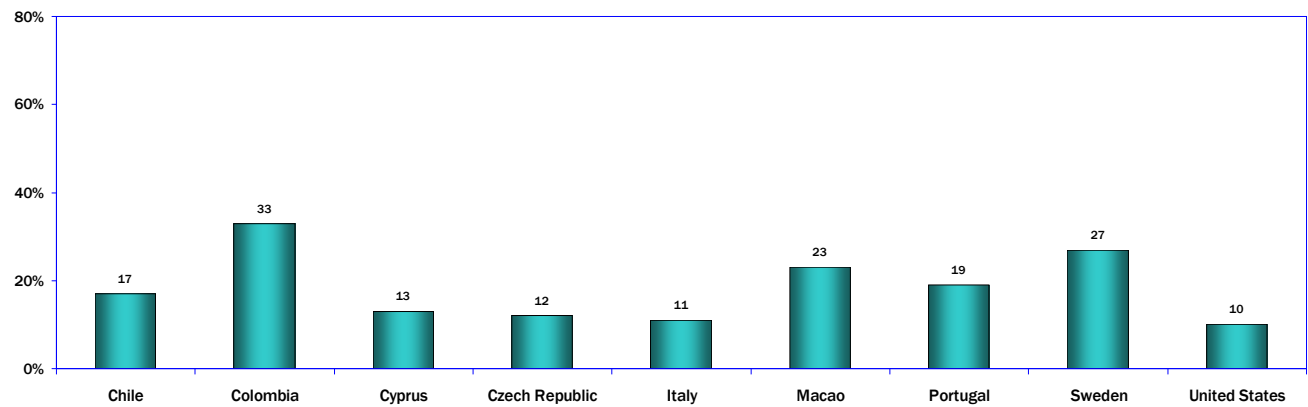


Q22G M-1G



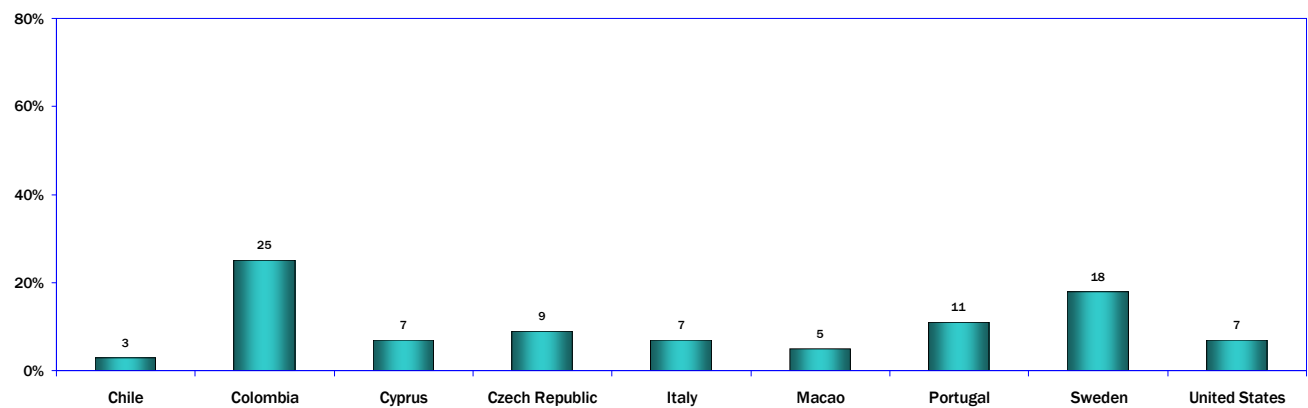
## 18. Internet Surfing: Detailed Responses

### Never



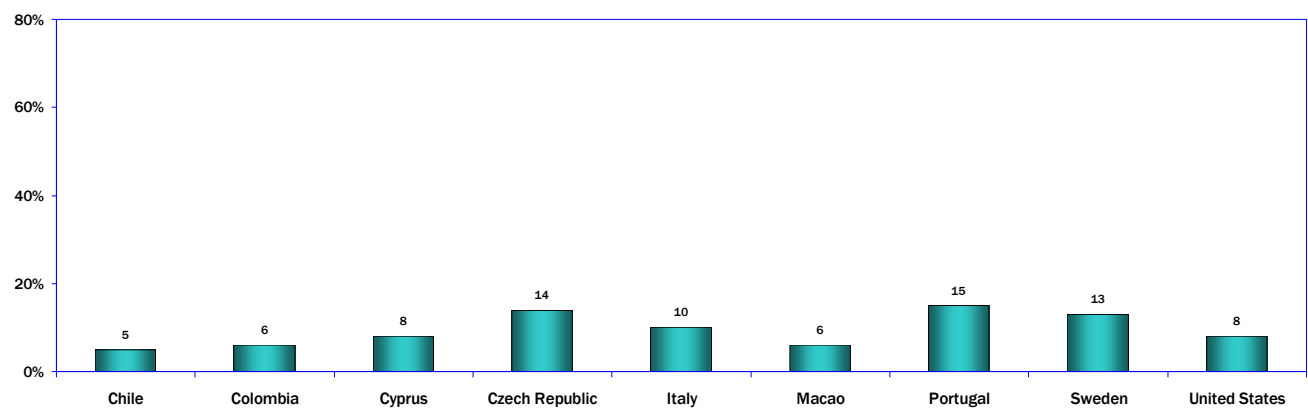
Q22G M-1G-1

### Less than Monthly



Q22G M-1G-2

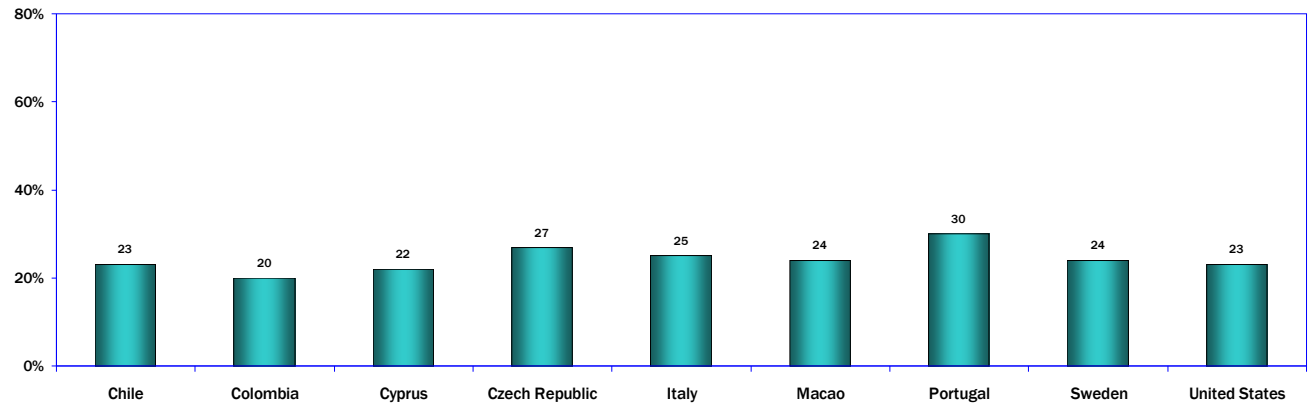
### Monthly



Q22G M-1G-3

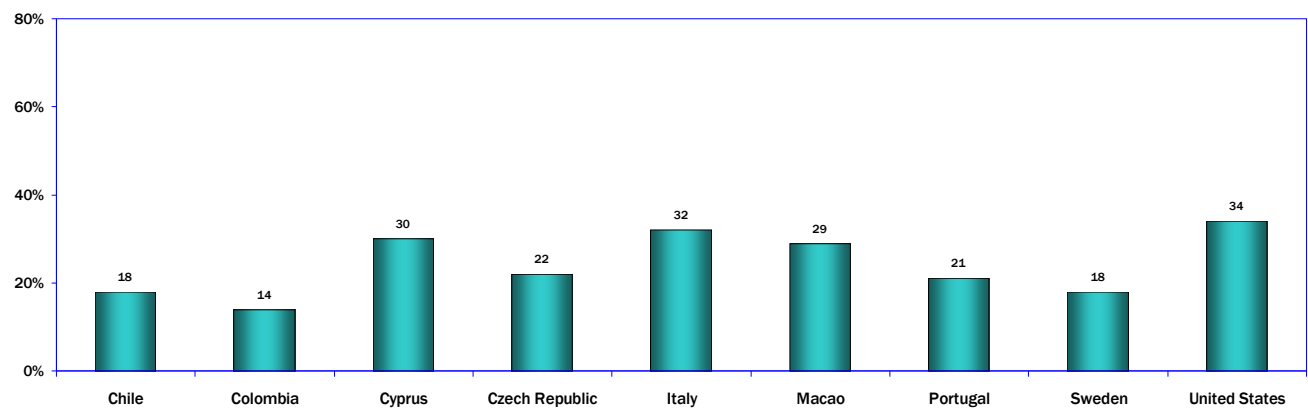
## 18. Internet Surfing: Detailed Responses

### Weekly



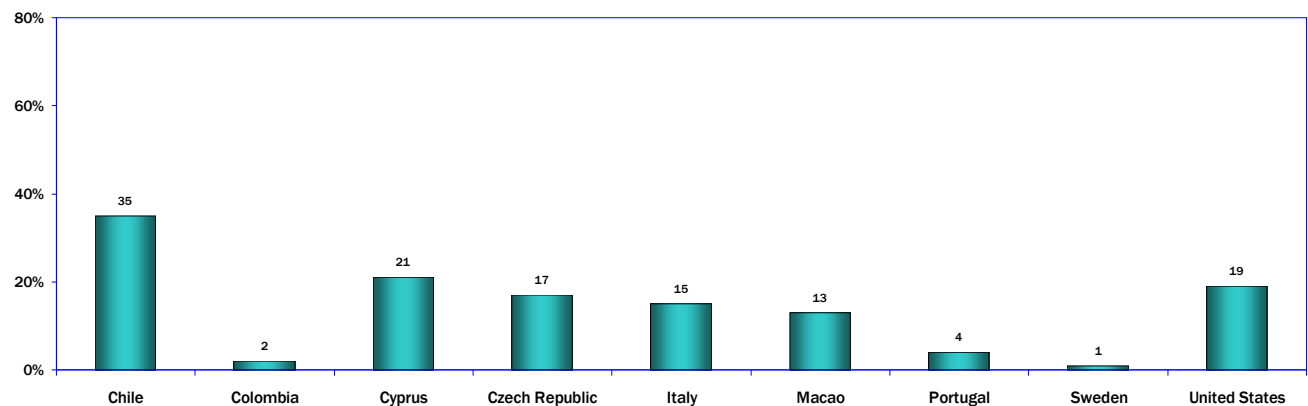
Q22G M-1G-4

### Daily



Q22G M-1G-5

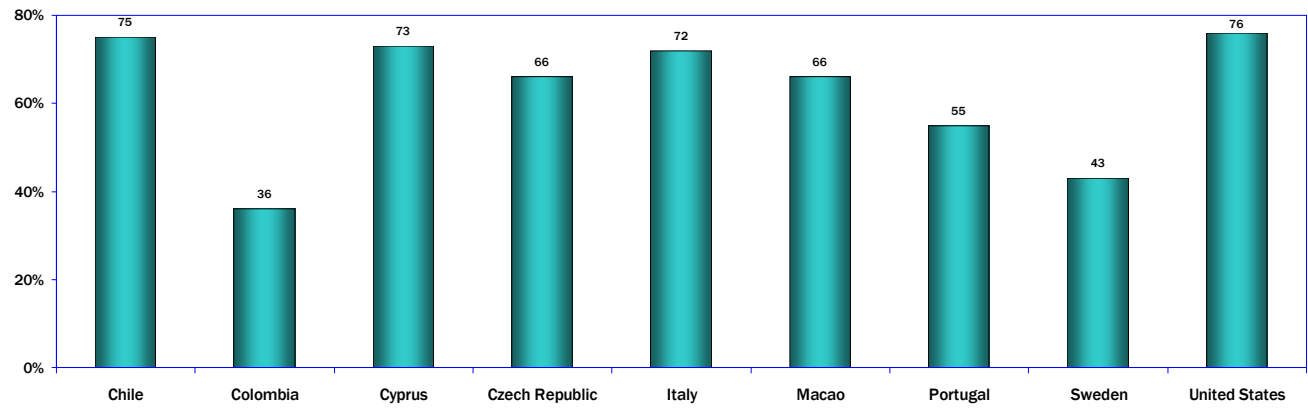
### Several Times a Day



Q22G M-1G-6

## 18. Internet Surfing: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



Q22G M-1G-4-6

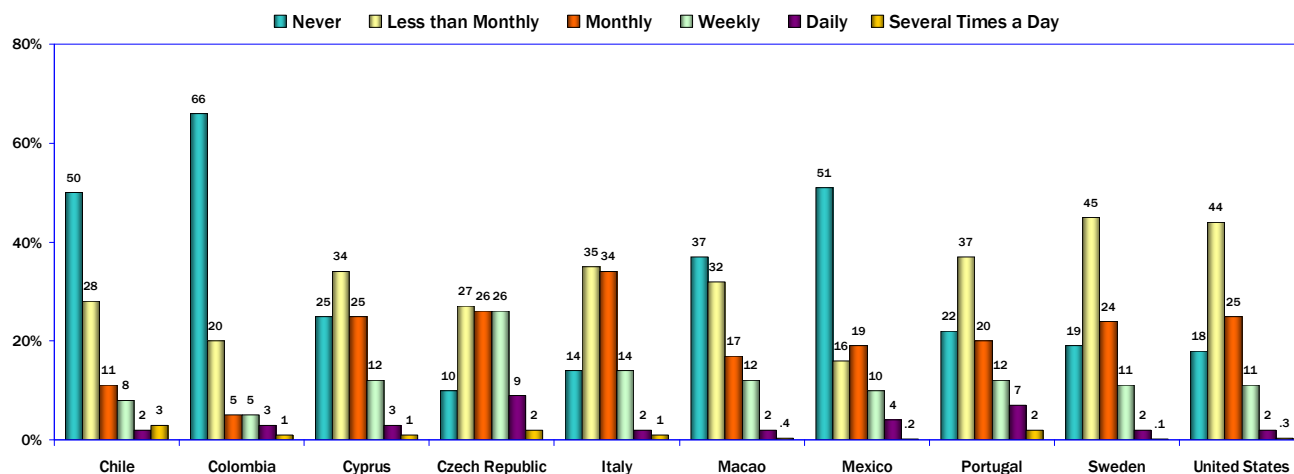
## 19. Travel Information

While substantial percentages of Internet users in all of the WIP countries go online at least occasionally to look for travel information, one half or more of Internet users in three of the countries never go online to look for travel information: Chile (Santiago), Colombia, and Mexico.

One-quarter or more of users in all of the responding countries and regions except for Chile (Santiago) and Colombia go online for travel information at least monthly -- in particular, users in the Czech Republic (64 percent), Italy (51 percent), and Cyprus and Portugal (41 percent).

*(Note: this question looks at respondents' use of the Internet for general information about travel; for the question about using the Internet for travel reservations or bookings, see page <<).*

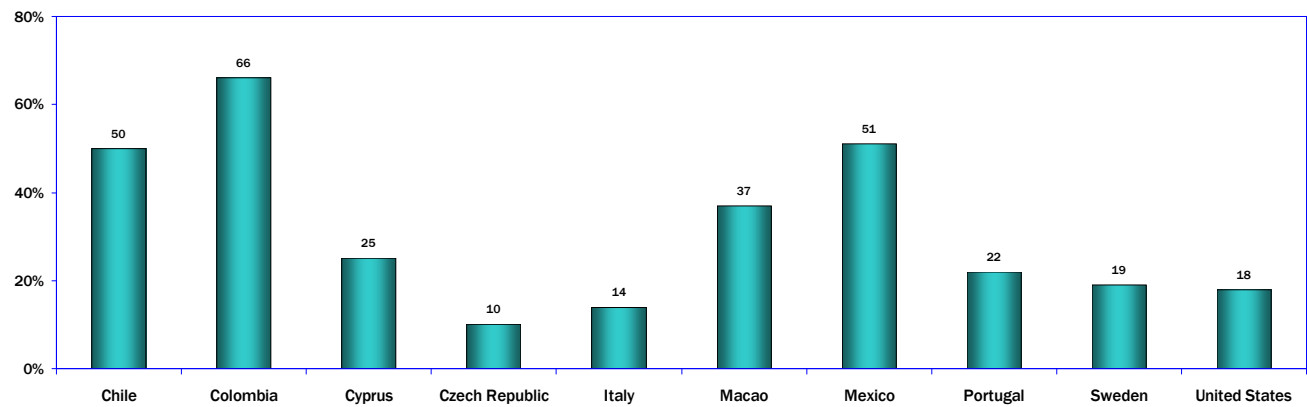
### Internet Use to Look for Travel Information (Internet Users Age 18 and Older)



Q21B M-1B

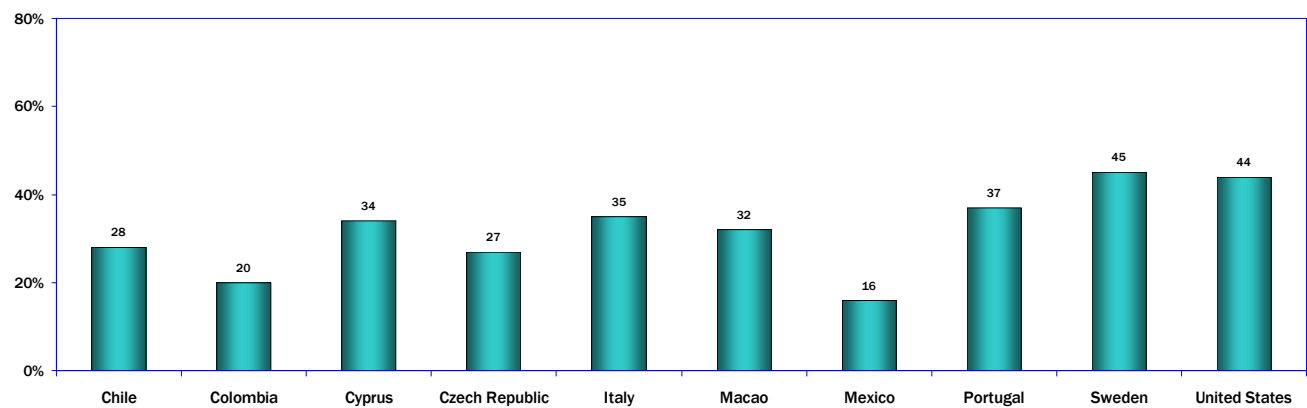
## 19. Travel Information: Detailed Responses

### Never



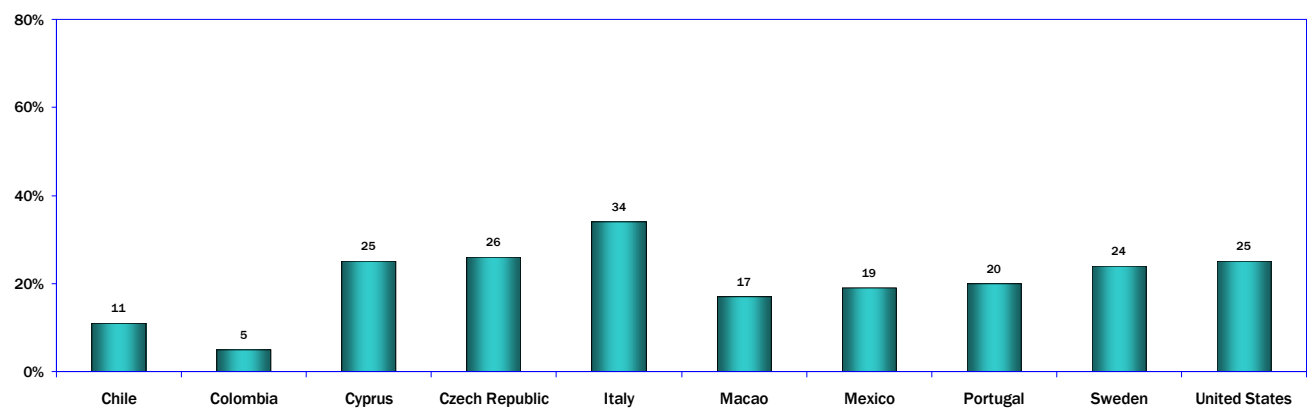
Q21B M-1B-1

### Less than Monthly



Q21B M-1B-2

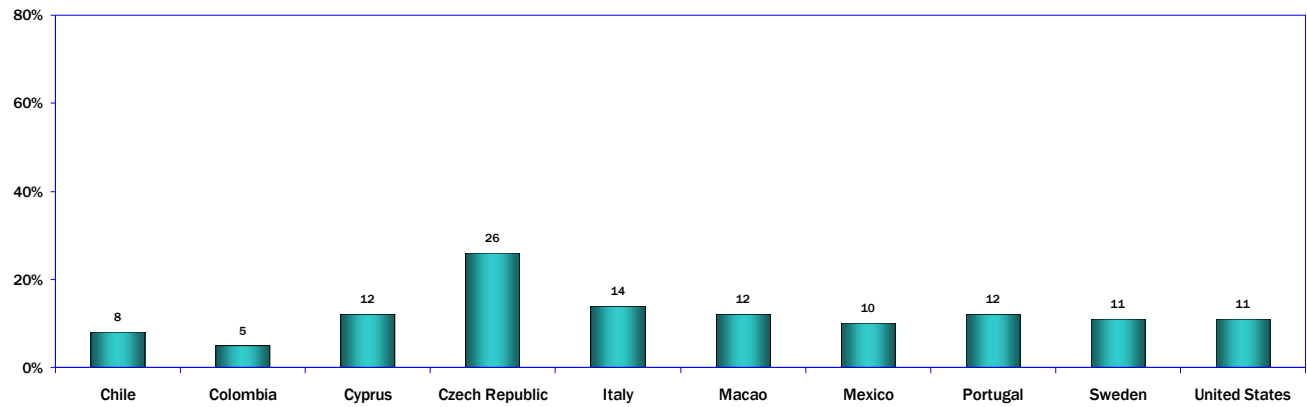
### Monthly



Q21B M-1B-3

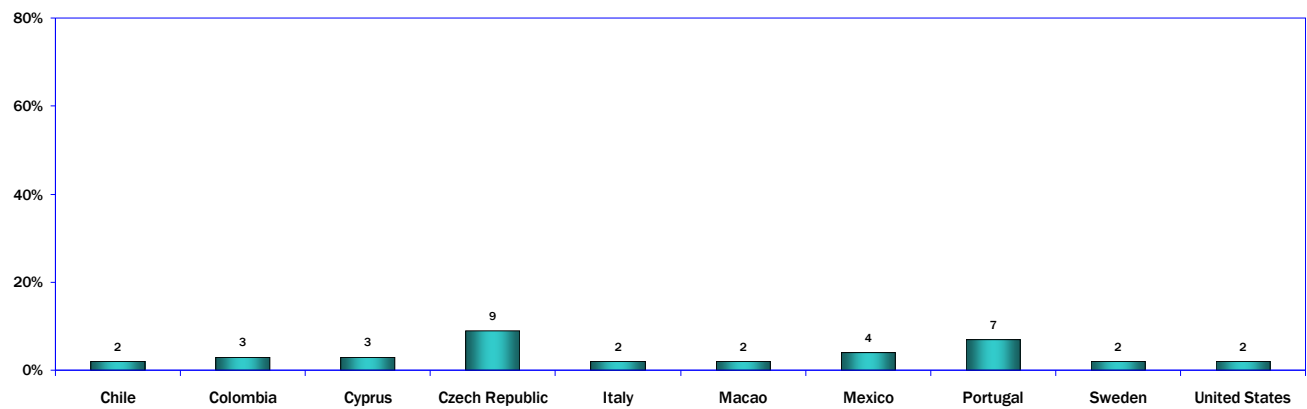
## 19. Travel Information: Detailed Responses

### Weekly



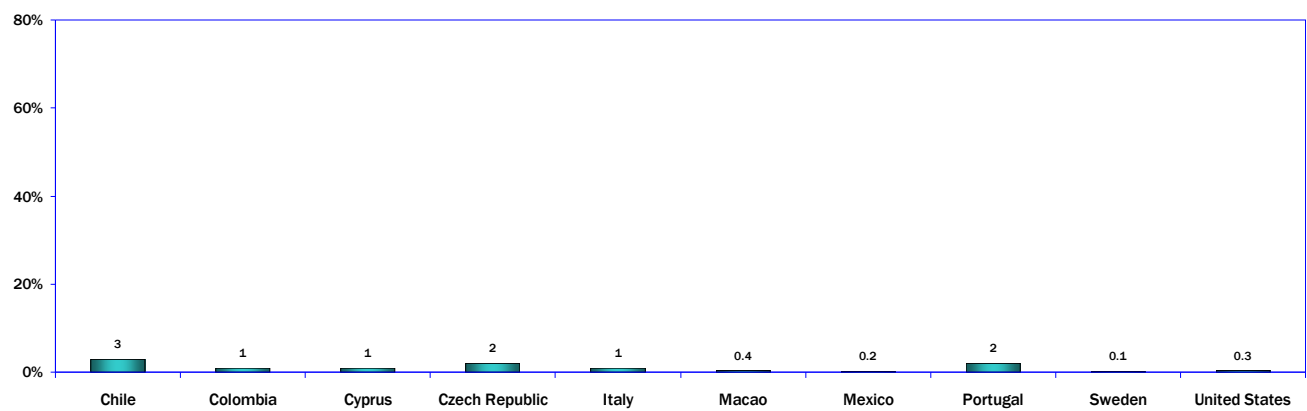
Q21B M-1B-4

### Daily



Q21B M-1B-5

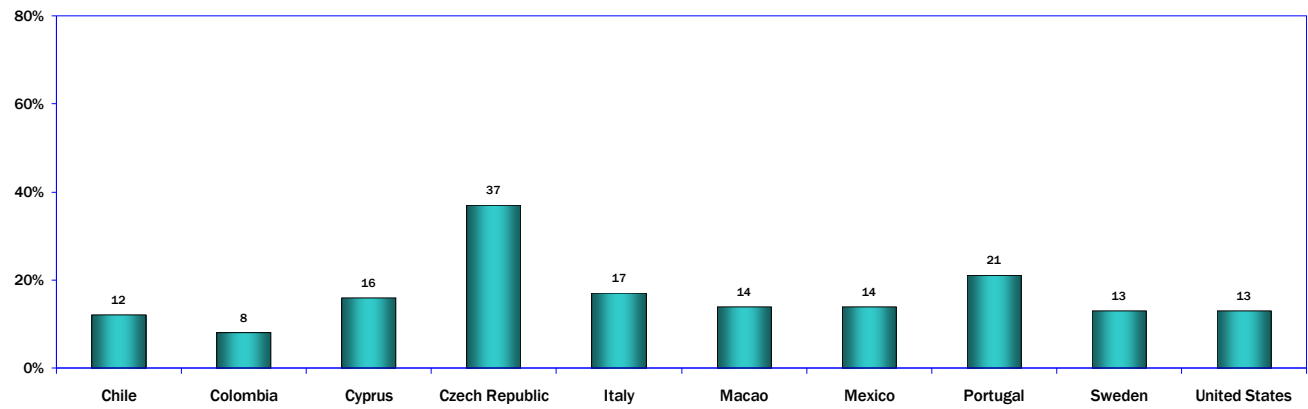
### Several Times a Day



Q21B M-1B-6

## 19. Travel Information: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, Several Times a Day)

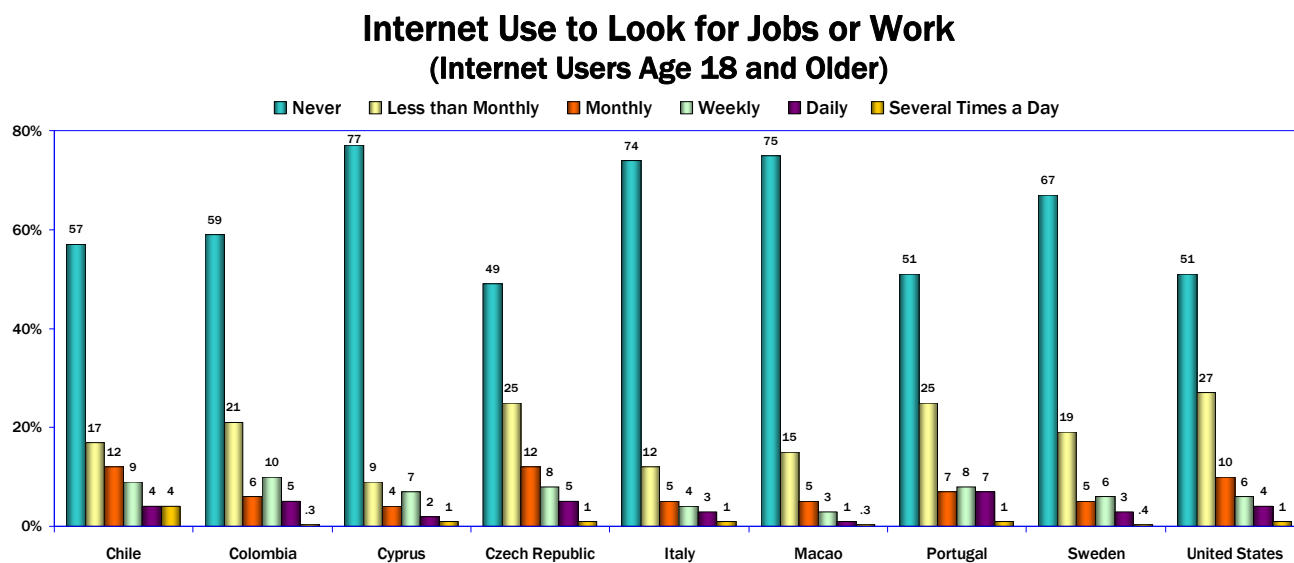


Q21B M-1B-6

## 20. Internet Use to Look for Jobs or Work

Large percentages of users in the WIP countries and regions never go online to do job searches -- at least 49 percent in all of the reporting countries.

However more than 20 percent of users in five of the WIP countries and regions who reported findings in the current study do so at least monthly -- especially in Chile (Santiago) (29 percent), the Czech Republic (26 percent), and Portugal (23 percent).

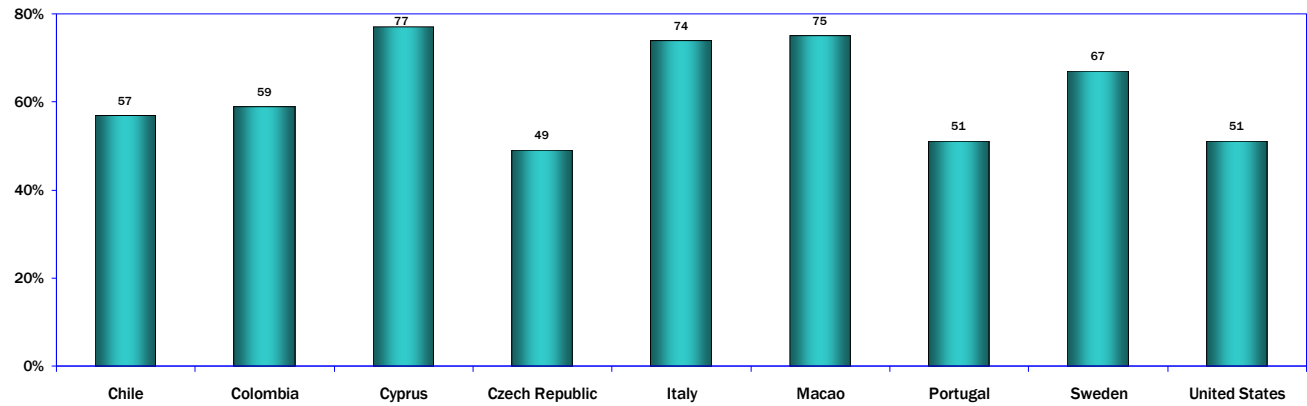


Q21C M-1C



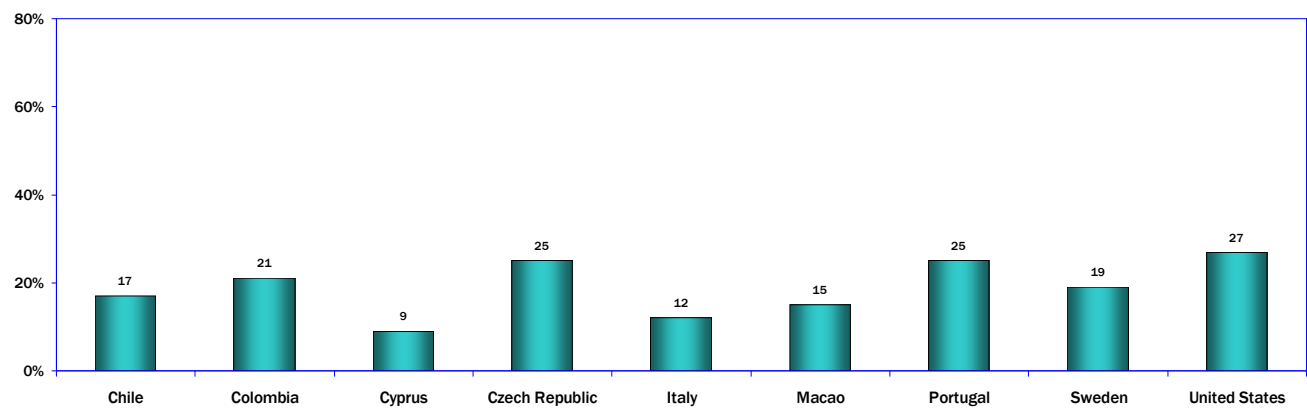
## 20. Internet Use to Look for Jobs or Work: Detailed Responses

### Never



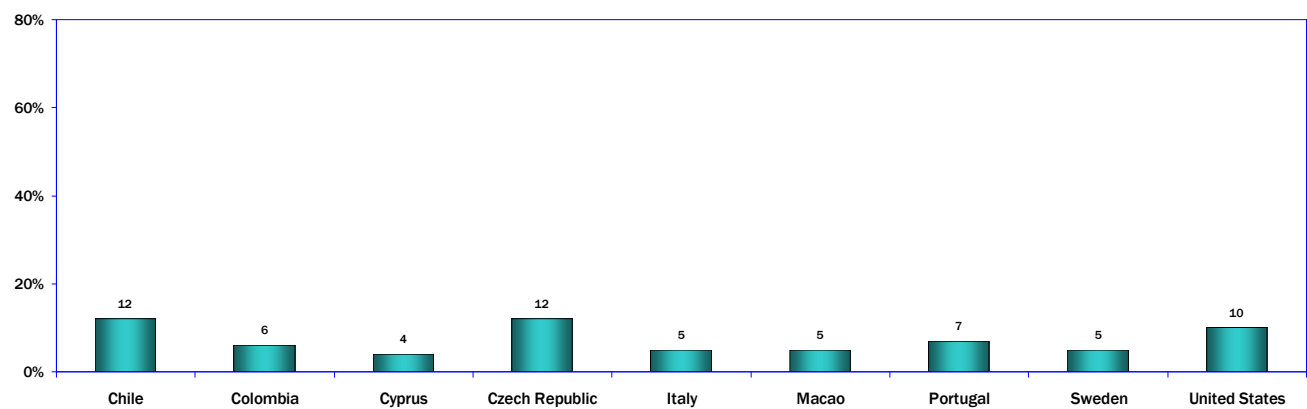
Q21C M-1C-1

### Less than Monthly



Q21C M-1C-1

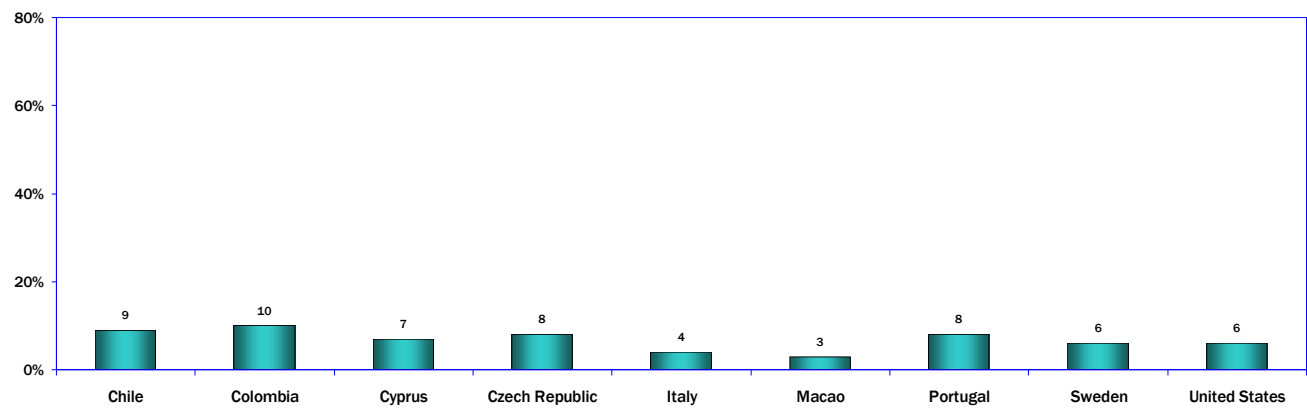
### Monthly



Q21C M-1C-3

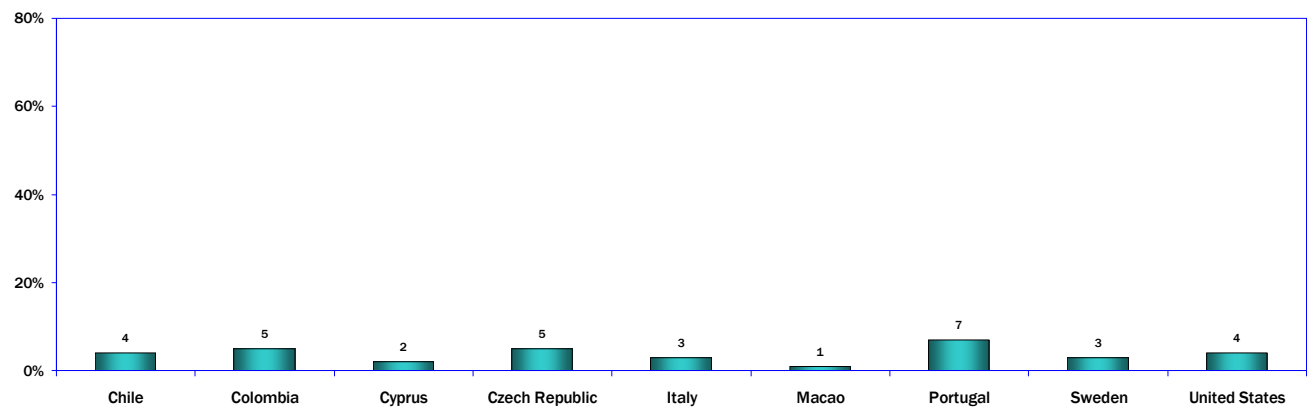
## 20. Internet Use to Look for Jobs or Work: Detailed Responses

### Weekly



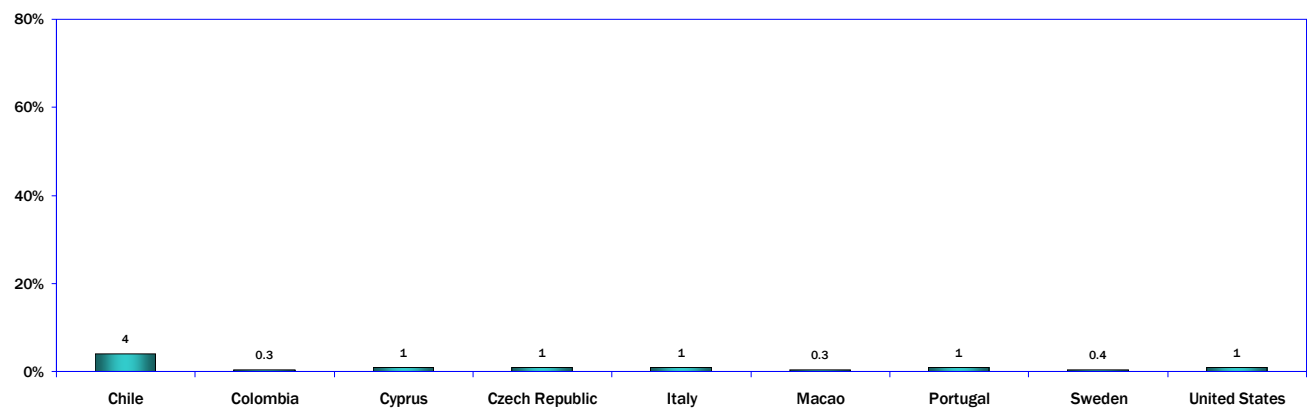
Q21C M-1C-4

### Daily



Q21C M-1C-4

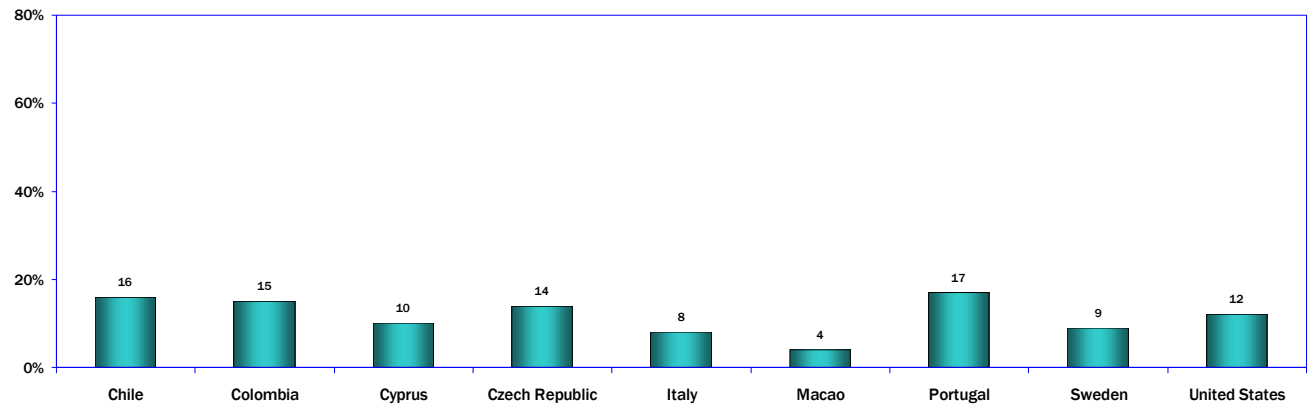
### Several Times a Day



Q21C M-1C-5

## 20. Internet Use to Look for Jobs or Work: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, Several Times a Day)**



Q21C M-1C-4-6

## 21. Health Information

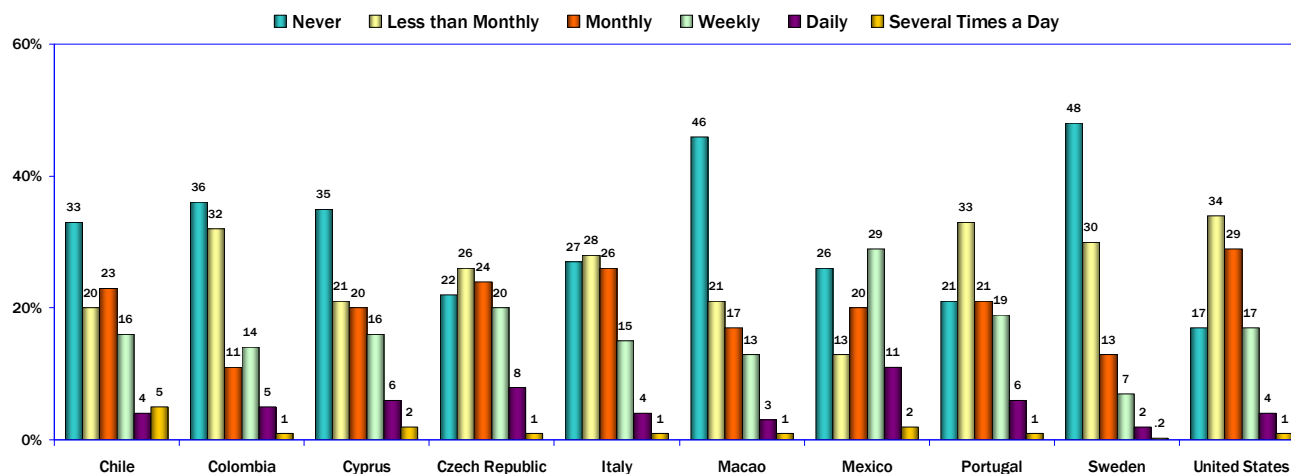
While large percentages of users access online information about health issues, significant percentages of users never do.

In all of the WIP countries and regions except the United States, at least 20 percent of users never use the Internet to look for health information. And in five of the WIP countries and regions, one-third or more of users never go online for health information: Chile (Santiago), Colombia, Cyprus, Macao, and Sweden.

Looking at those who access the Internet for health information, 20 percent or more of users in eight of the WIP countries and regions go online for health information at least weekly. At least 30 percent of users in all of the reporting countries and regions except Sweden seek health information on the Internet at least monthly.

Using the Internet to look for health information at least monthly is particularly high in Mexico (60 percent), the Czech Republic (53 percent), and the United States (51 percent).

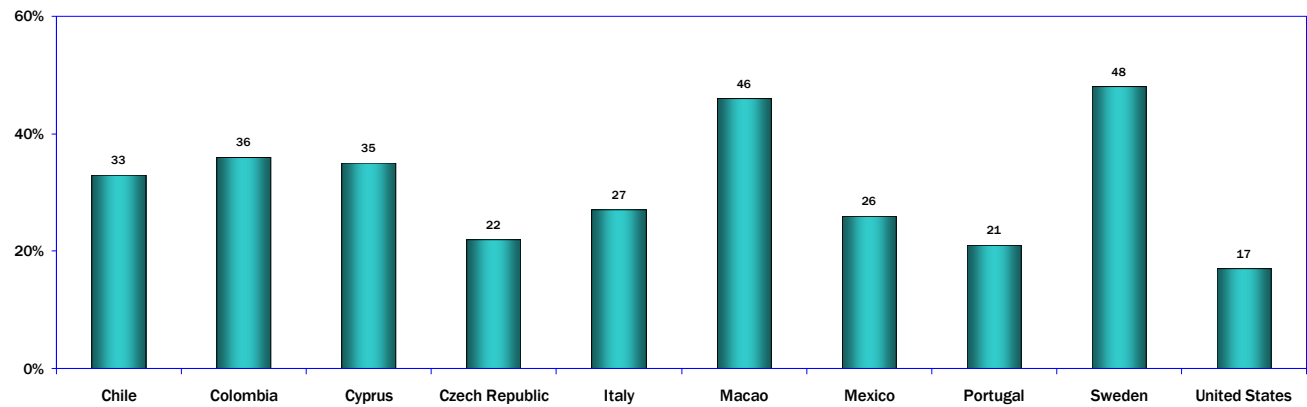
### Internet Use to Look for Health Information (Internet Users Age 18 and Older)



Q21F M-1F

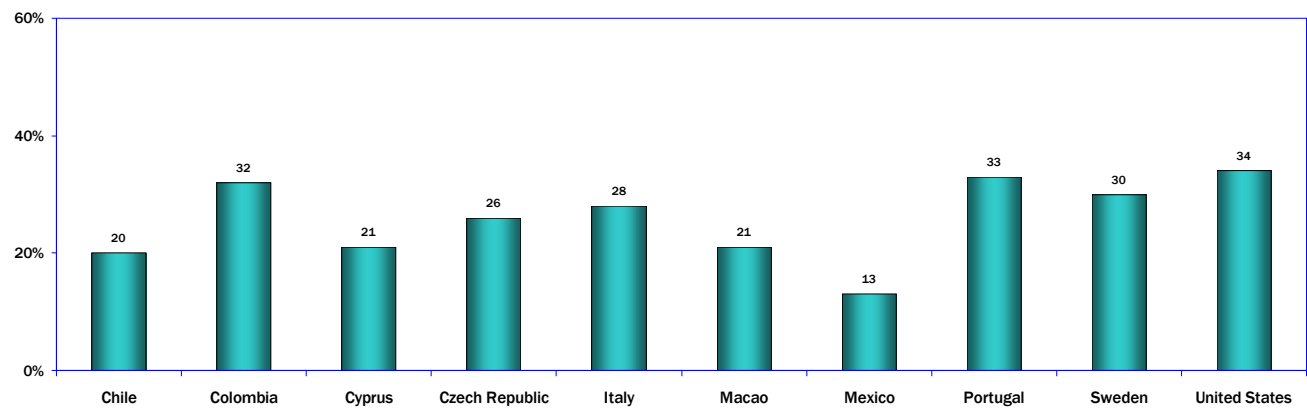
## 21. Health Information: Detailed Responses

### Never



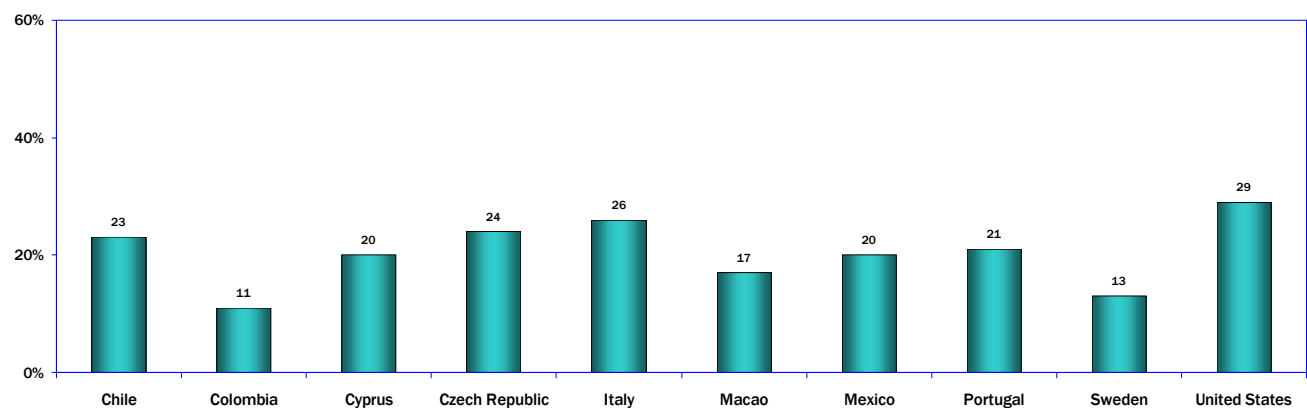
Q21F M-1F-1

### Less than Monthly



Q21F M-1F-2

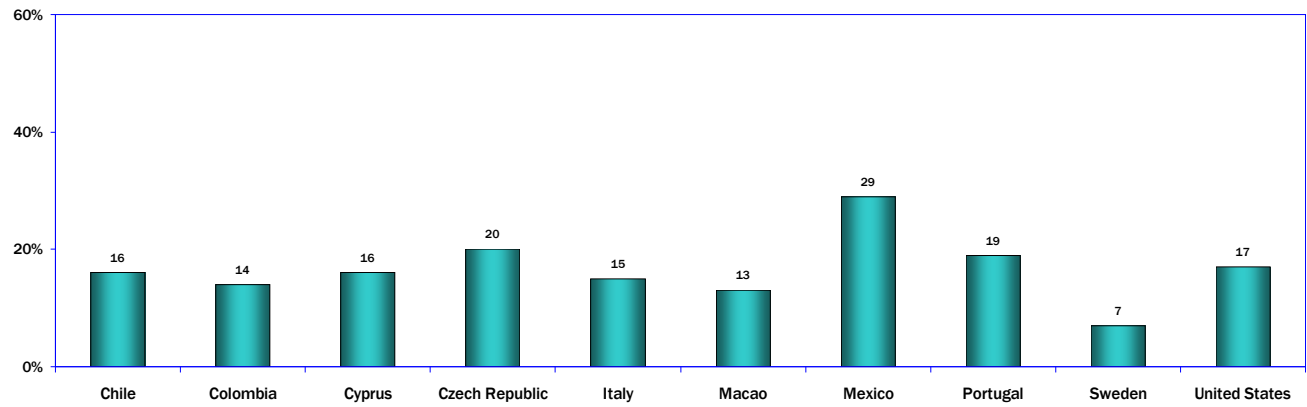
### Monthly



Q21F M-1F-3

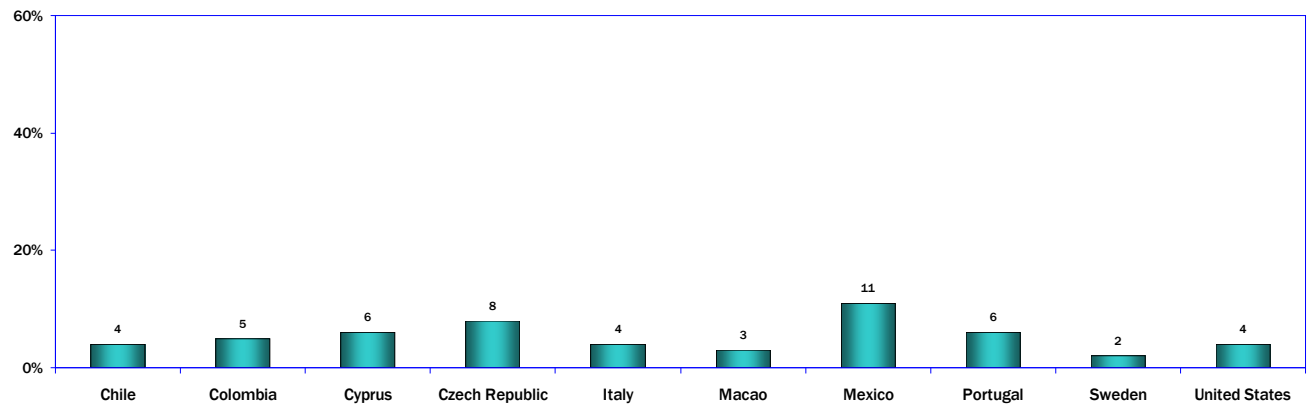
## 21. Health Information: Detailed Responses

### Weekly



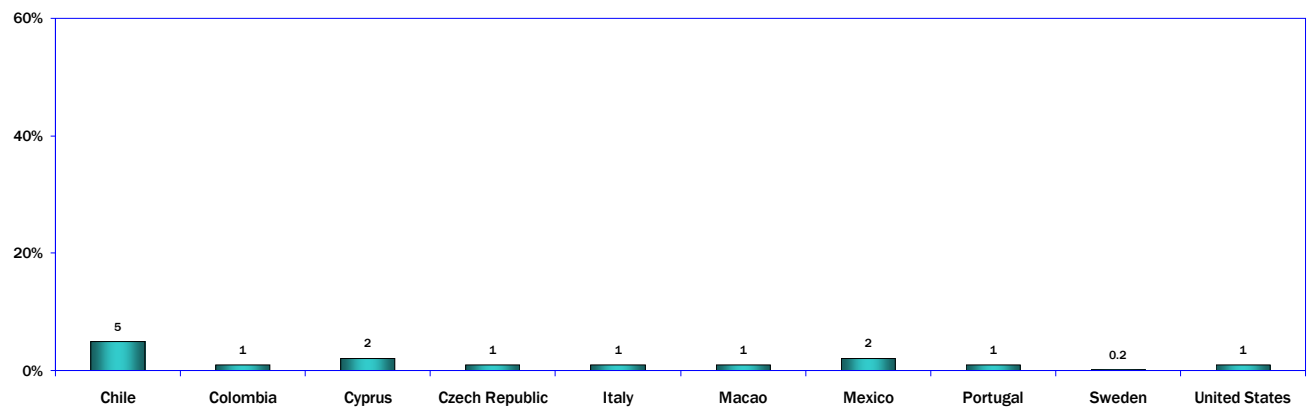
Q21F M-1F-4

### Daily



Q21F M-1F-5

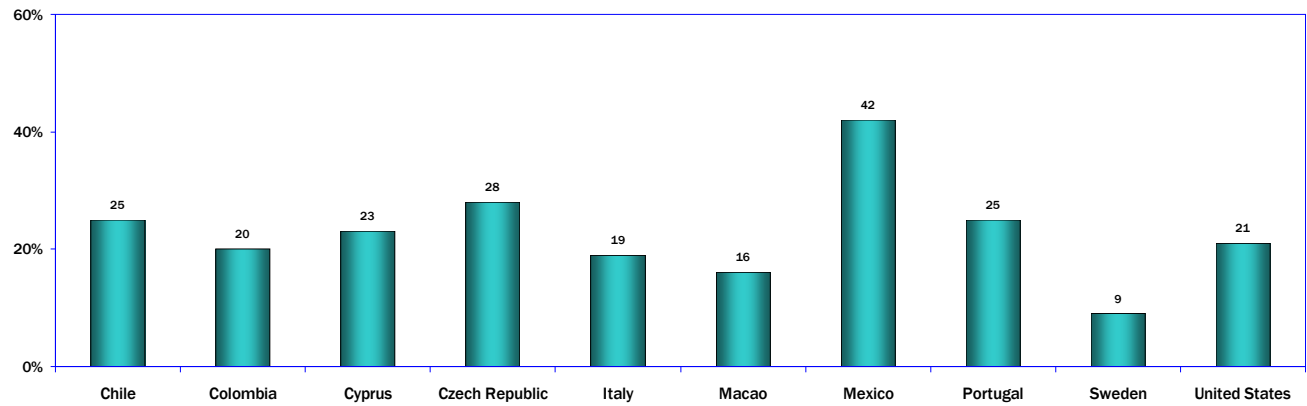
### Several Times a Day



Q21F M-1F-5

## 21. Health Information: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q21F M-1F-4-6

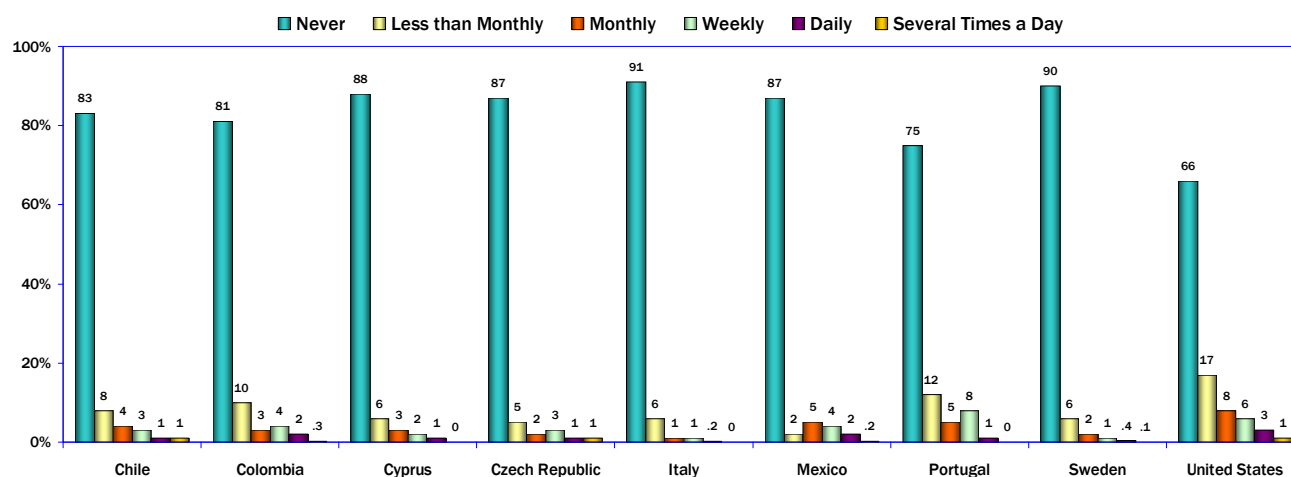
## 22. Religious or Spiritual Web Sites

Very small percentages of users go online to look at Web sites for religious or spiritual information.

In all of the WIP countries and regions except the United States, at least 75 percent of Internet users never go online to look at religious or spiritual Web sites.

In only the United States do more than 15 percent of users go online at least monthly for religious or spiritual Web sites. No WIP country reported more than 10 percent of users who go online at least weekly for religious or spiritual information.

**Internet Use to Look at Religious or Spiritual Web Sites**  
(Internet Users Age 18 and Older)

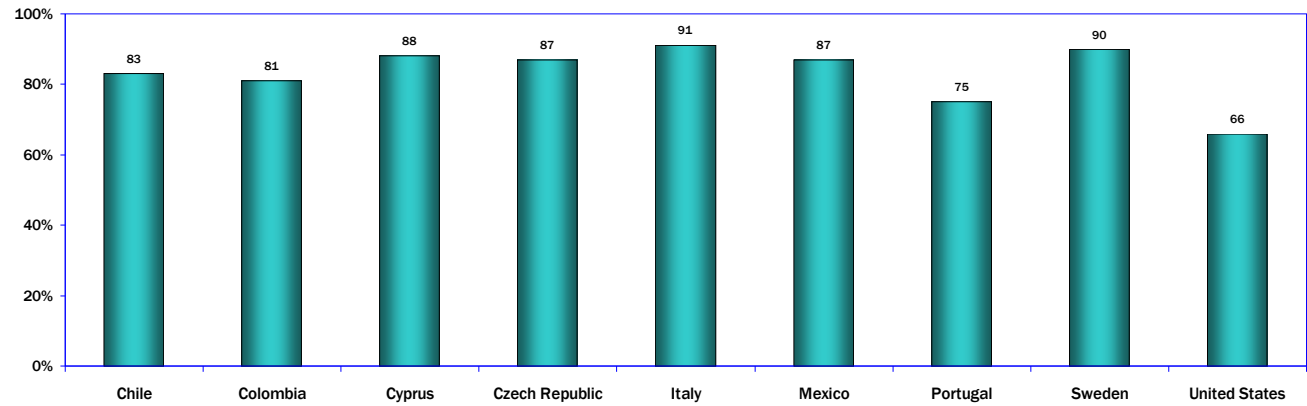


Q22D M-1D



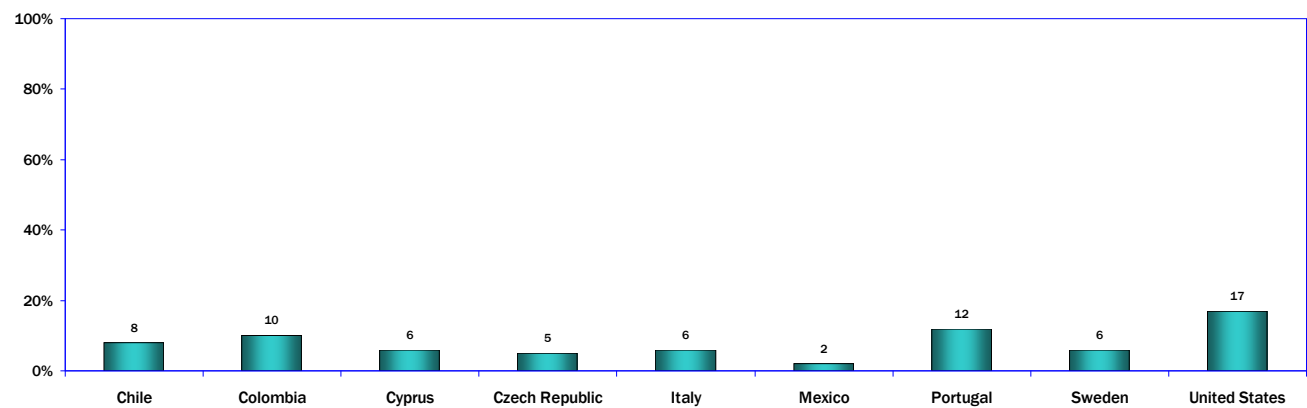
## 22. Religious or Spiritual Web Sites: Detailed Responses

### Never



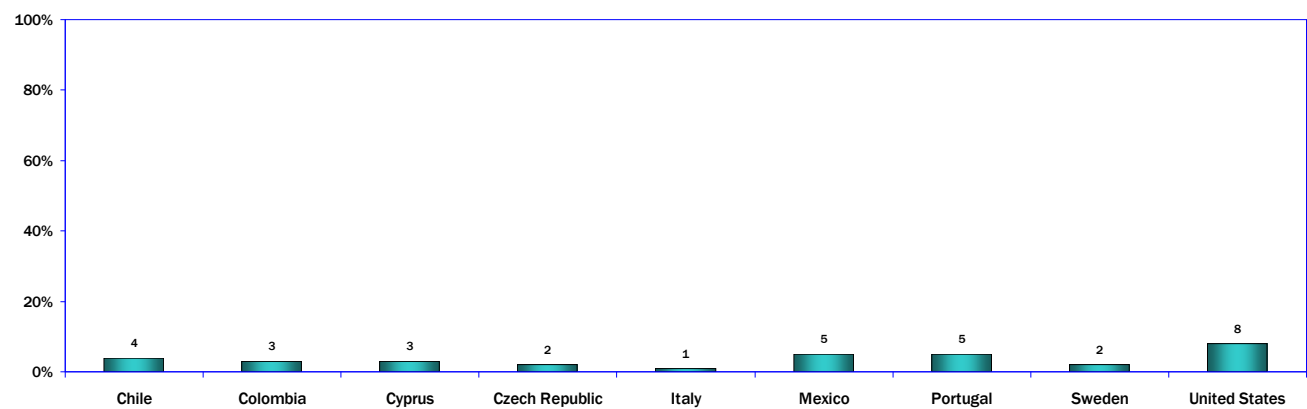
Q22D M-1D-1

### Less than Monthly



Q22D M-1D-2

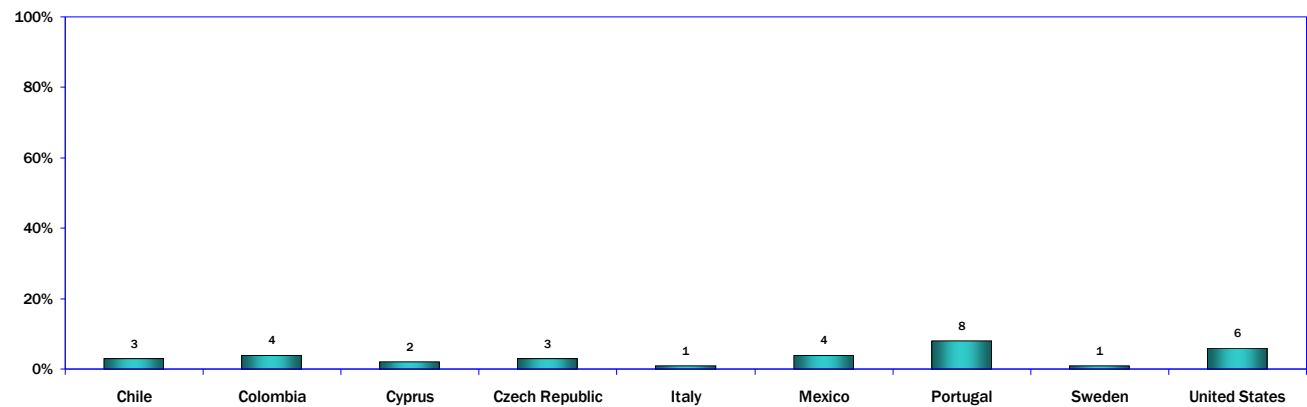
### Monthly



Q22D M-1D-3

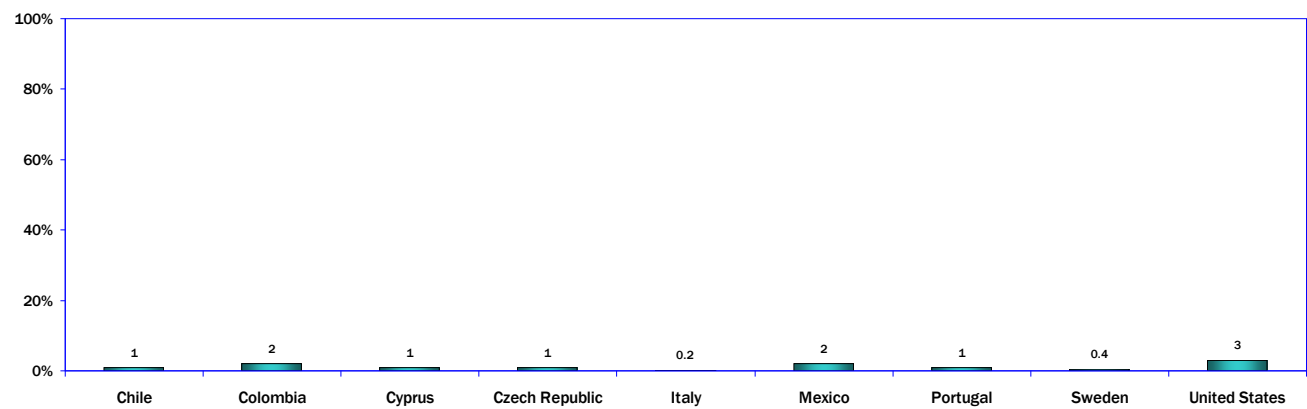
## 22. Religious or Spiritual Web Sites: Detailed Responses

### Weekly



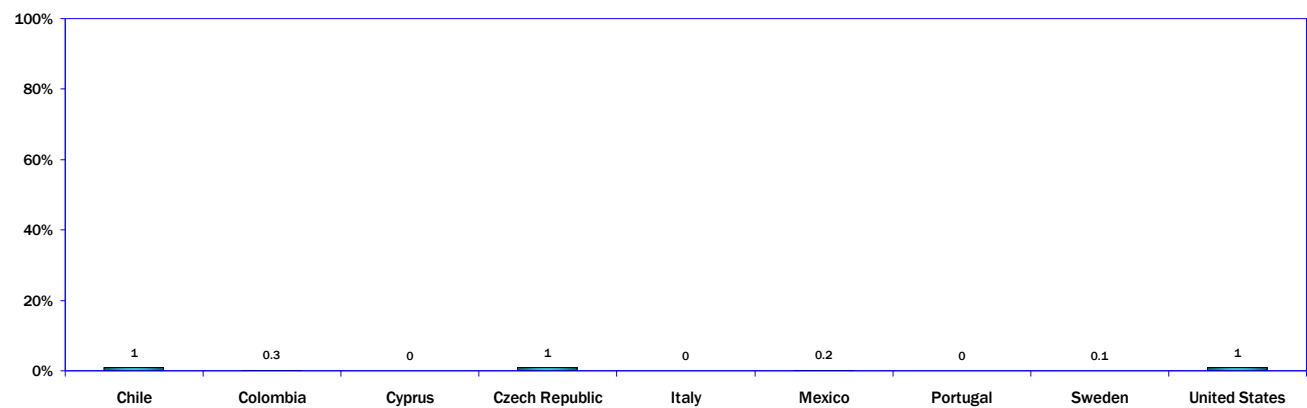
Q22D M-1D-4

### Daily



Q22D M-1D-5

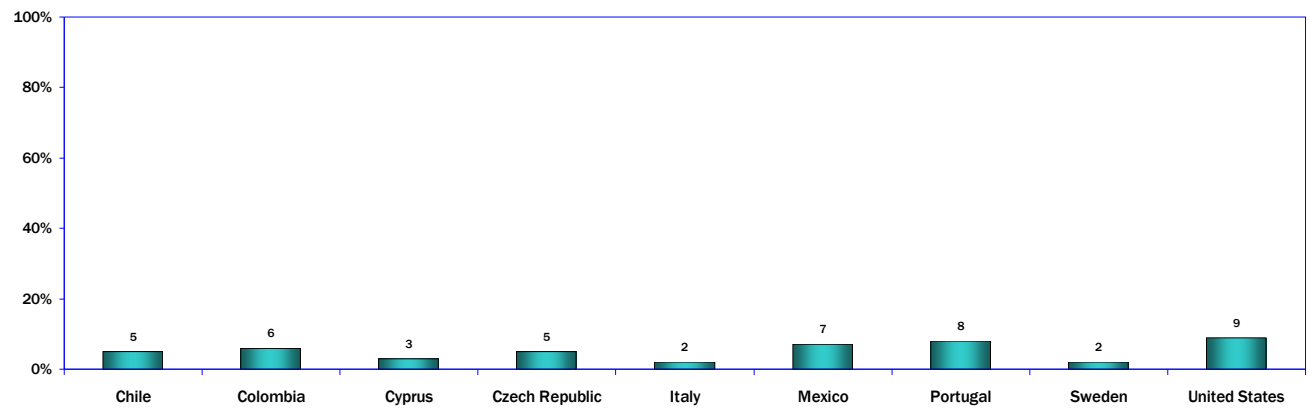
### Several Times a Day



Q22D M-1D-6

## 22. Religious or Spiritual Web Sites: Detailed Responses

**Combined: Weekly or More  
Weekly, Daily, or Several Times a Day**



Q22D M-1D-4-6

**Findings**

**World Internet Project 2010**

**Access to Online Services**

## 23. Overview: Access to Online Services

Internet users in all of the WIP countries and regions go online to access a wide range of services. However, as with using online information sites, the percentage of those who go online at least weekly for services varies widely.

Very low percentages of users who access services on the Internet go online at least weekly to bet, make travel reservations, or invest. At the other extreme, much higher percentages of users go online at least weekly for fact-finding, to look up the definition of a word, or to download music or videos.

For specific details on responses to questions about access to online services, see pages <<<-<<<.

### Access to Online Information Services Weekly, Daily, Several Times a Day: Internet Users Age 18 and Older

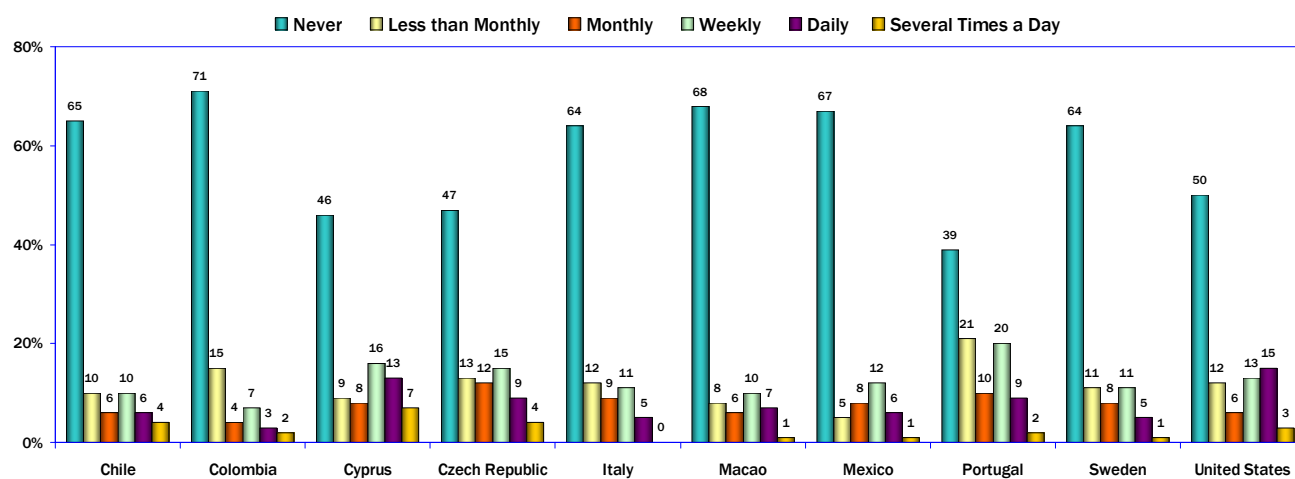
	Chile	Colombia	Cyprus	Czech Republic	Italy	Macao	Mexico	Portugal	Sweden	United States
<b>Games</b>	19	11	36	28	15	19	20	31	17	32
<b>Video</b>	43	32	32	28	31	32	N/A	26	17	24
<b>Music</b>	57	42	48	34	36	35	58	35	25	29
<b>Online Radio</b>	24	14	27	21	12	11	18	26	17	18
<b>Betting</b>	2	2	3	5	2	1	2	N/A	3	3
<b>Sexual Content</b>	4	2	5	13	N/A	6	4	15	3	14
<b>Travel Reservations</b>	1	2	2	8	3	.2	4	8	3	2
<b>Bills</b>	6	3	4	23	2	N/A	2	11	8	23
<b>Banking Services</b>	12	5	21	27	14	18	7	12	35	49
<b>Investing</b>	3	3	2	2	1	12	1	5	7	4
<b>Jokes/Humor</b>	13	13	22	28	8	23	23	22	13	26
<b>Fact-Finding</b>	68	59	36	48	49	48	55	51	28	50
<b>Look up a Word</b>	55	53	40	25	37	43	59	42	19	31

## 24. Playing Games Online

Small percentages of users in all of the WIP countries and regions go online to play games.

The percentage of users who play games online at least weekly exceeds 25 percent in Cyprus (36 percent), Portugal and the United States (31 percent), and the Czech Republic (28 percent).

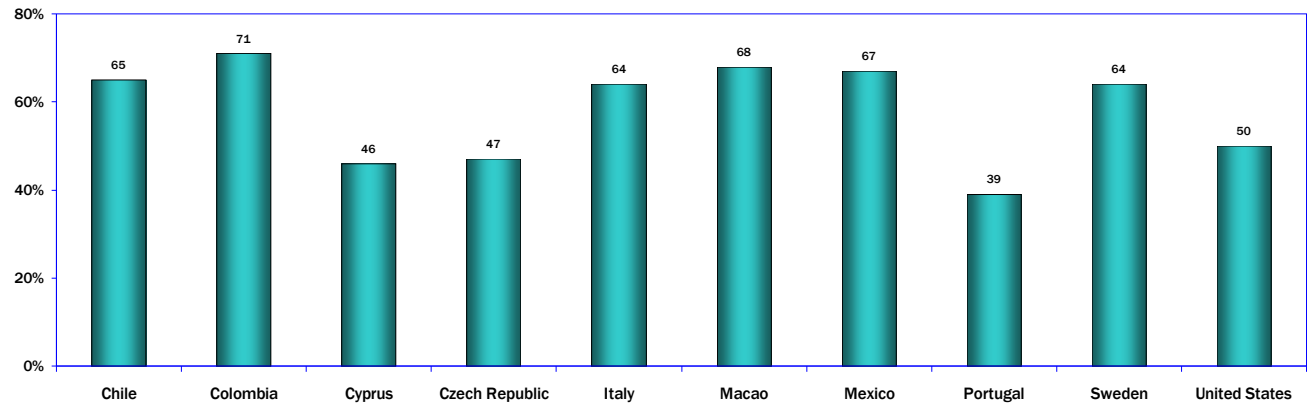
**Internet Use to Play Games  
(Internet Users Age 18 and Older)**



Q22A M-1A

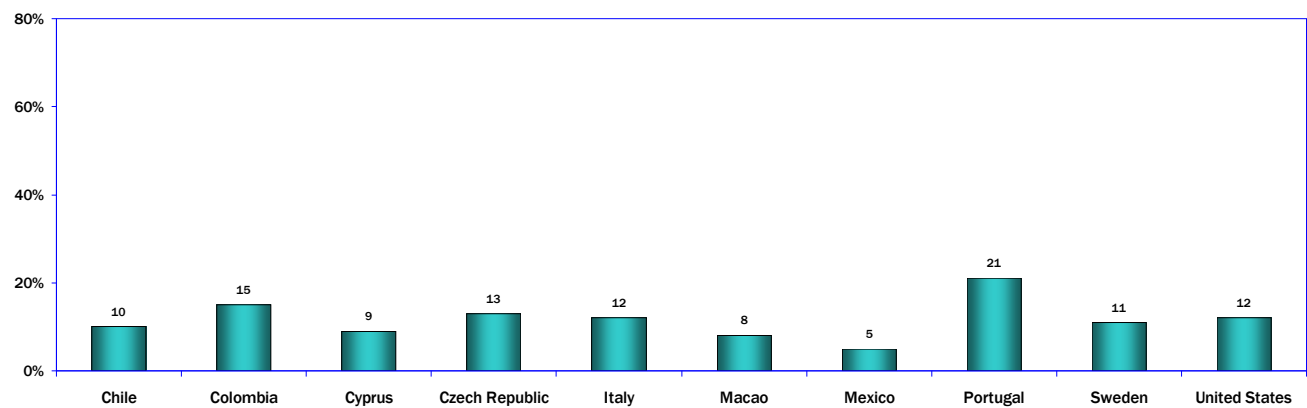
## 24. Playing Games Online: Detailed Responses

### Never



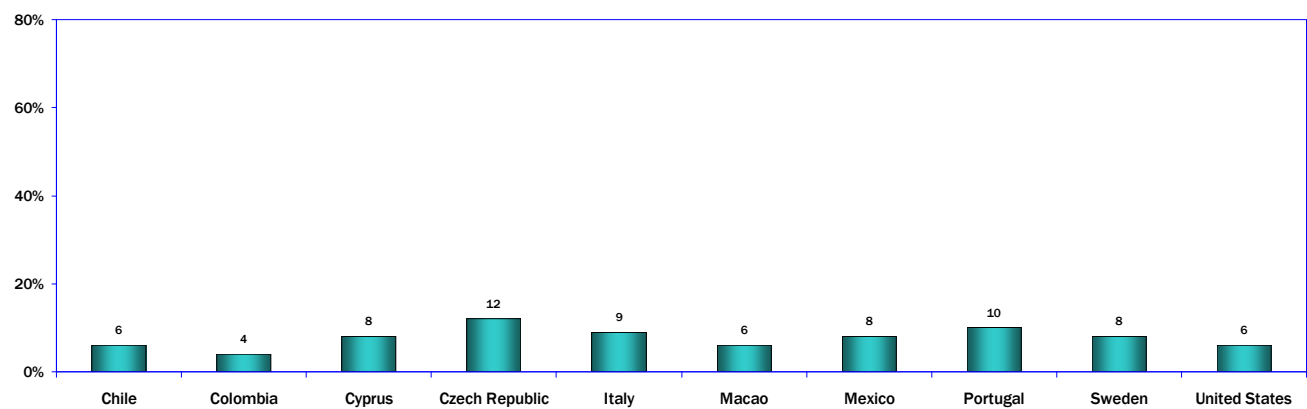
Q22A M-1A-1

### Less than Monthly



Q22A M-1A-2

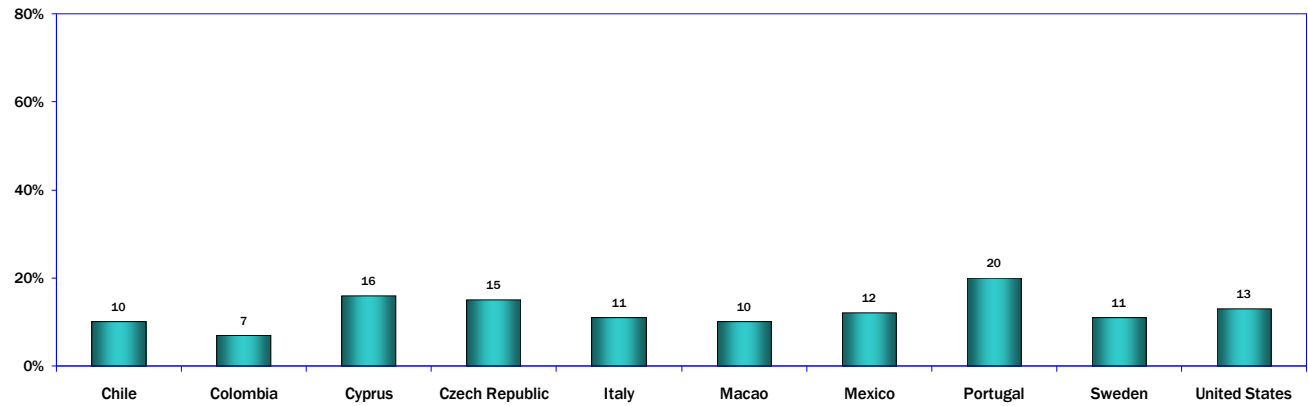
### Monthly



Q22A M-1A-3

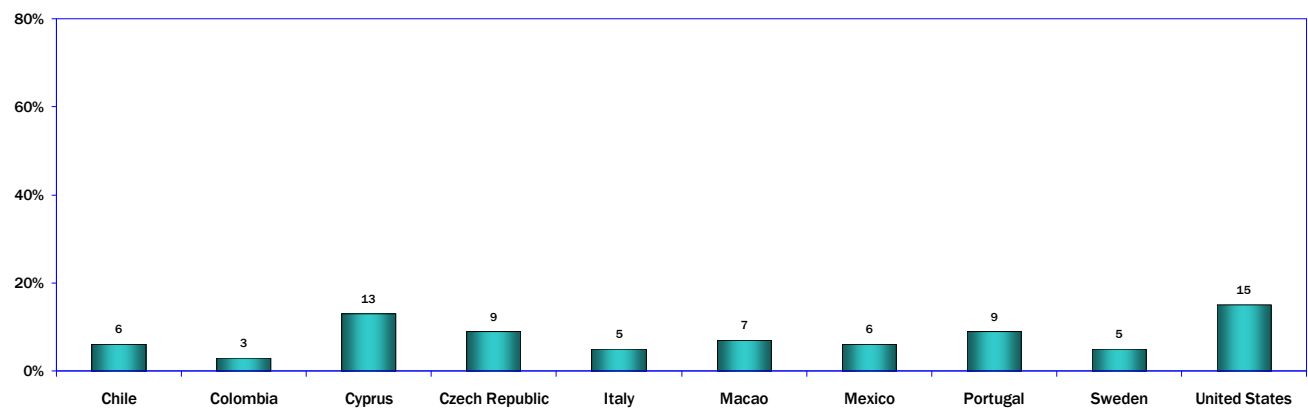
## 24. Playing Games Online: Detailed Responses

### Weekly



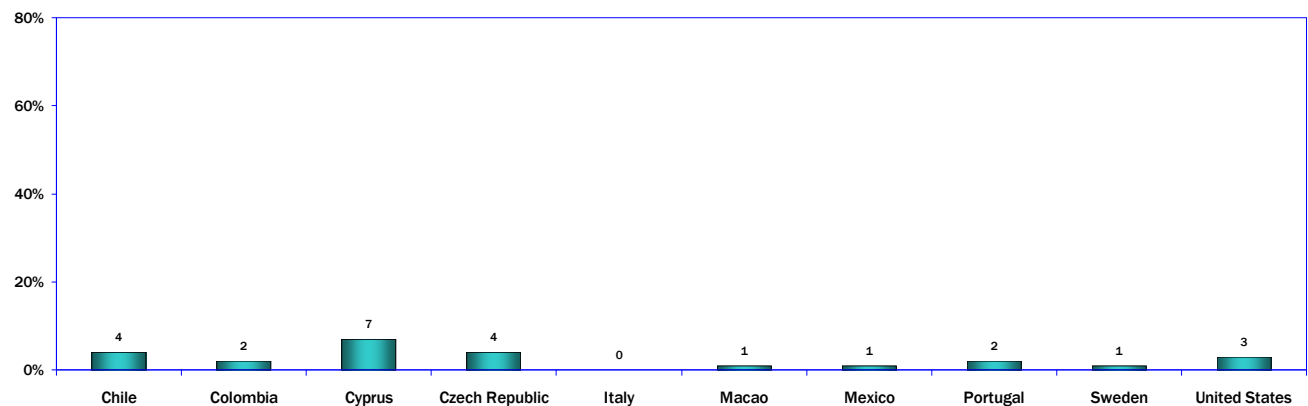
Q22A M-1A-4

### Daily



Q22A M-1A-5

### Several Times a Day

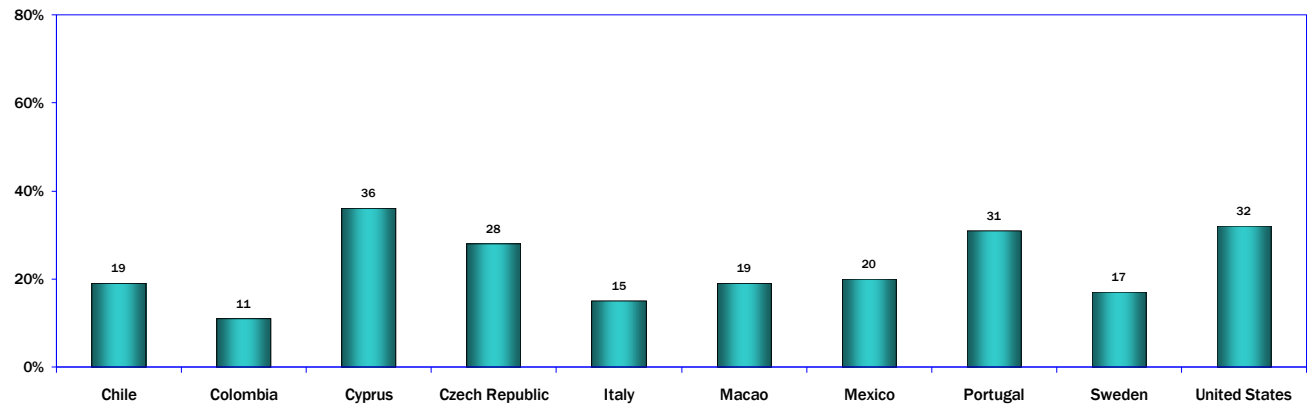


Q22A M-1A-6



## 24. Playing Games Online: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



Q22A M-1A-4-6

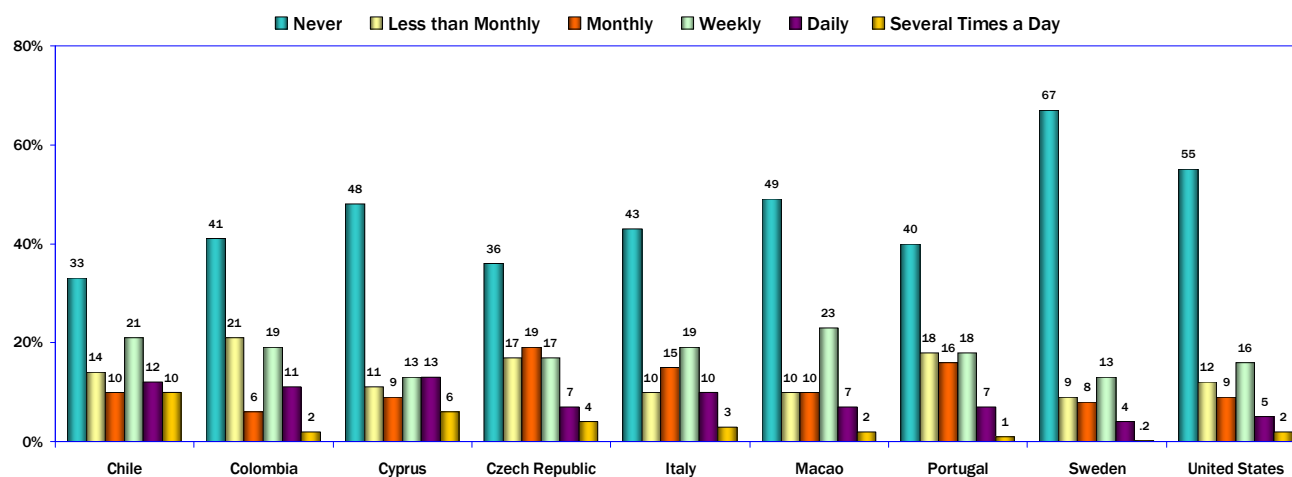
## 25. Downloading or Watching Videos

Even with the explosive growth of online video providers, generally low percentages of users go online to download or watch videos.

Countries that reported at least 30 percent of users going online at least weekly to download or watch videos were Chile (Santiago) (43 percent), and Colombia, Italy, and Macao (32 percent).

One-third or more of Internet users in all of the WIP countries and regions never go online to download or watch videos.

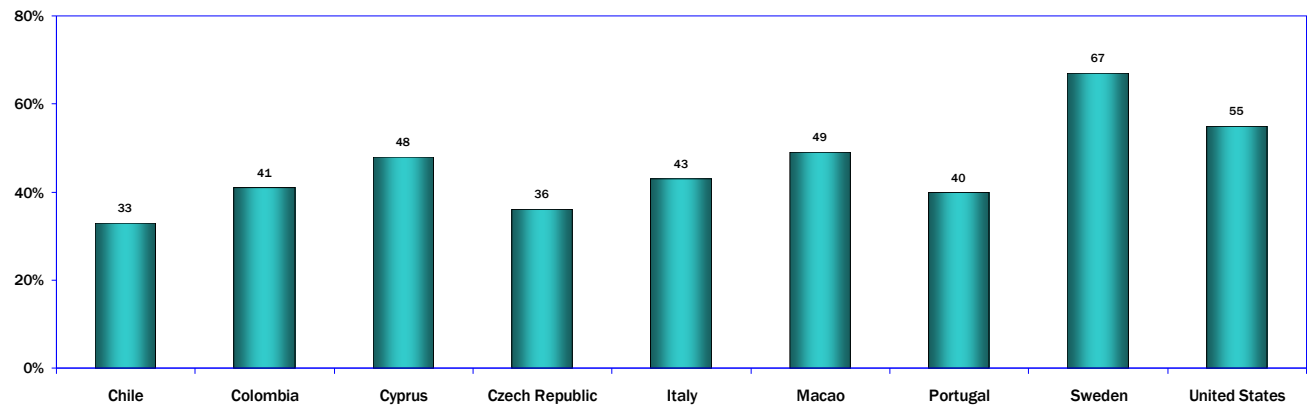
**Internet Use to Download or Watch Videos**  
(Internet Users Age 18 and Older)



Q22C M-1C

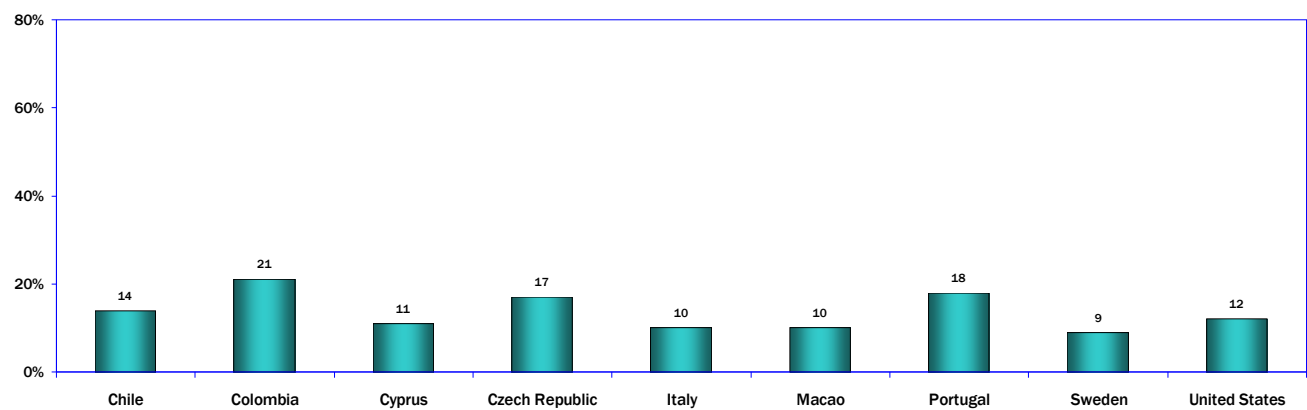
## 25. Downloading or Watching Videos: Detailed Responses

### Never



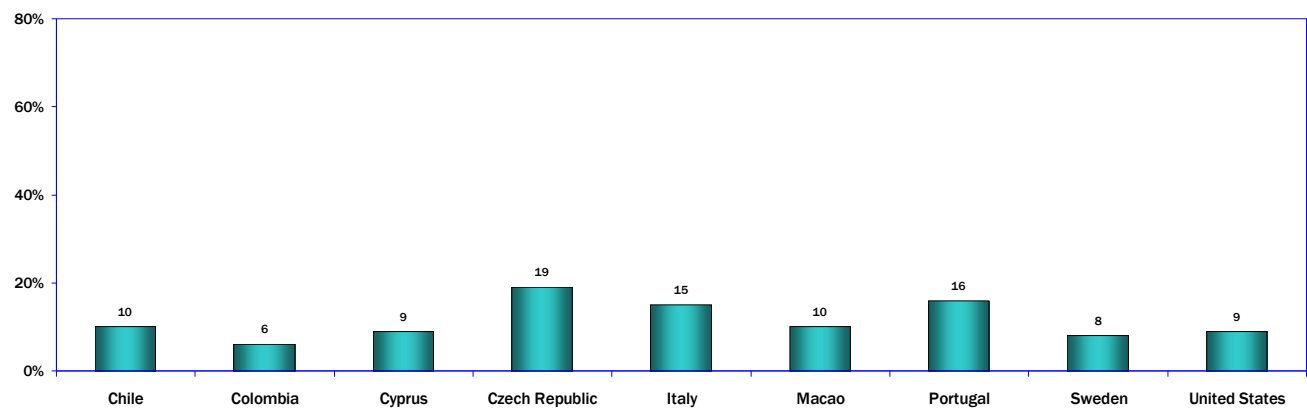
Q22C M-1C-1

### Less than Monthly



Q22C M-1C-2

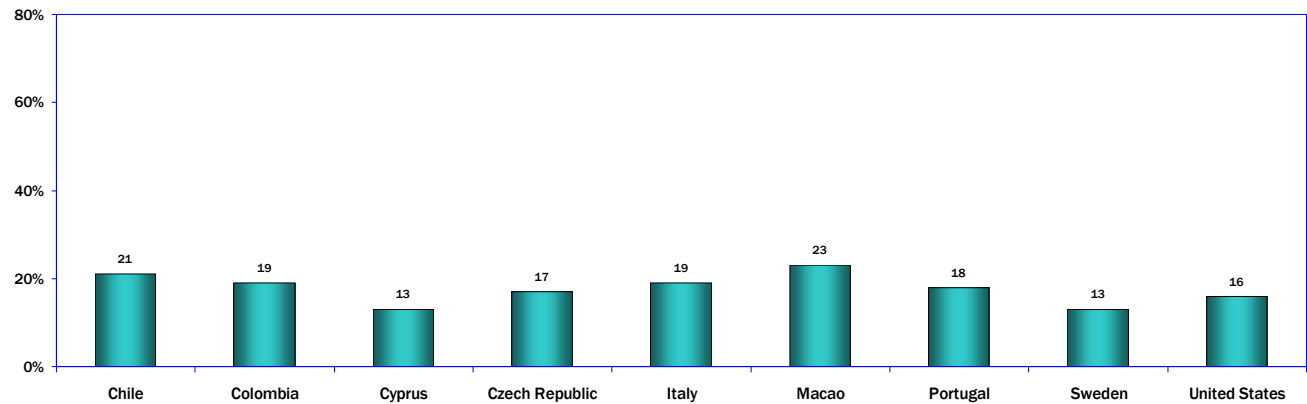
### Monthly



Q22C M-1C-3

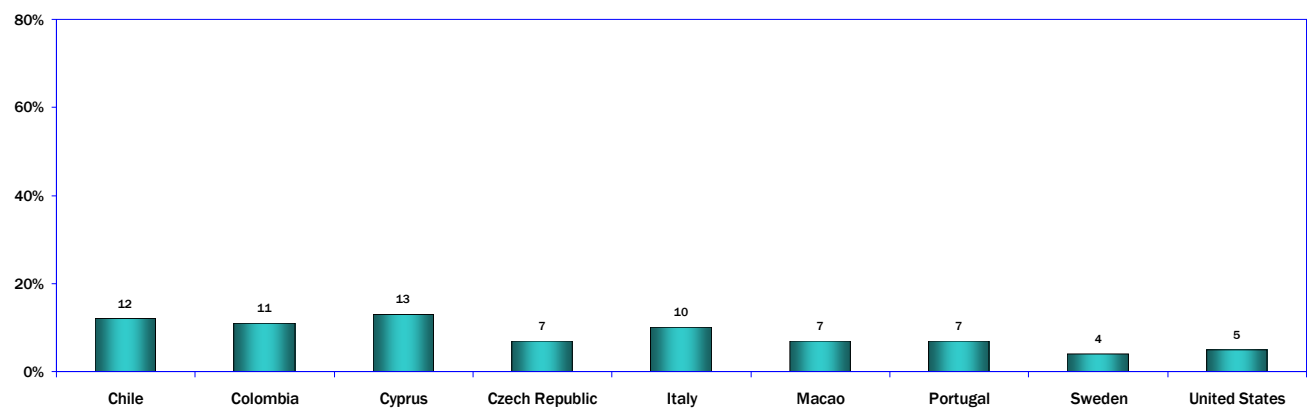
## 25. Downloading or Watching Videos: Detailed Responses

### Weekly



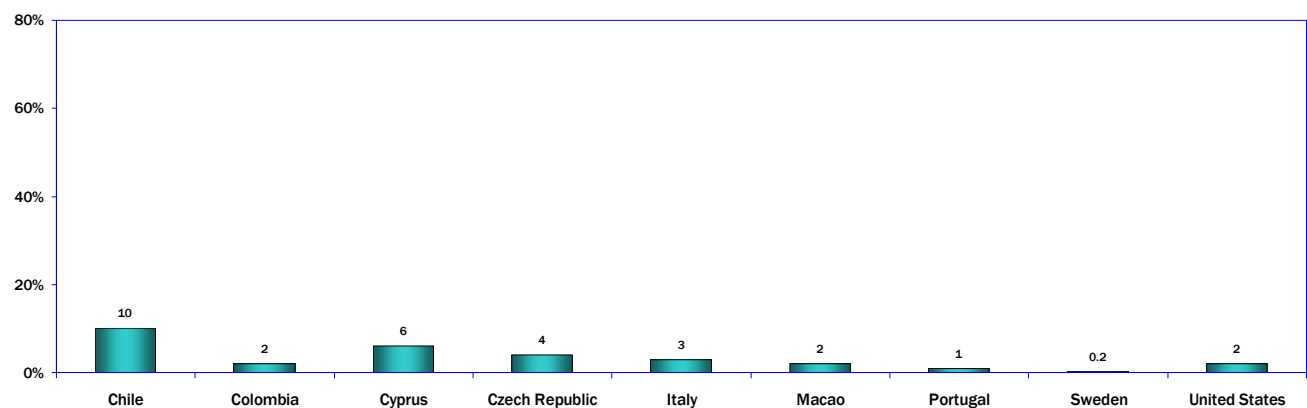
Q22C M-1C-4

### Daily



Q22C M-1C-5

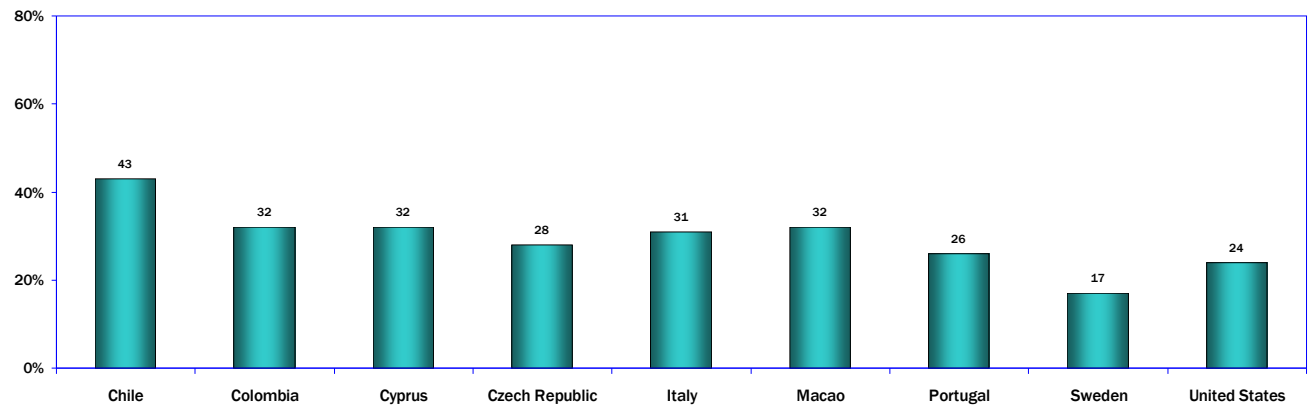
### Several Times a Day



Q22C M-1C-6

## 25. Downloading or Watching Videos: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, or Several Times a Day)**



Q22C M-1C-6

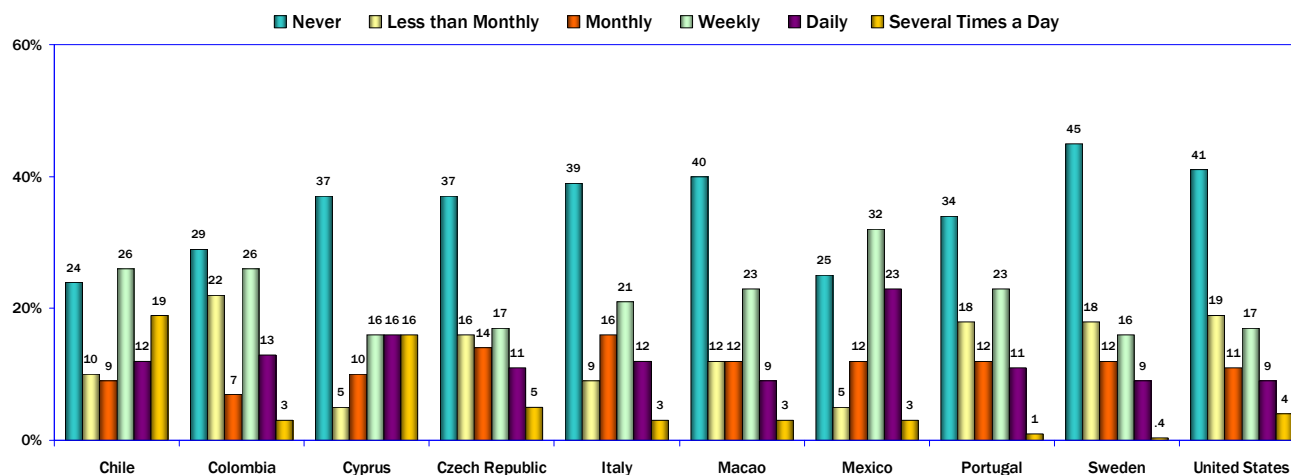
## 26. Downloading or Listening to Music

Although generally low percentages of users go online to download or watch video, larger percentages of users go online to download or listen to music.

In four WIP countries and regions (Chile, Cyprus, Italy, and Mexico), at least half of users go online monthly or more to listen to music or download songs.

In Chile (Santiago), Colombia, Cyprus, and Mexico, at least 40 percent of users download or listen to music online at least weekly.

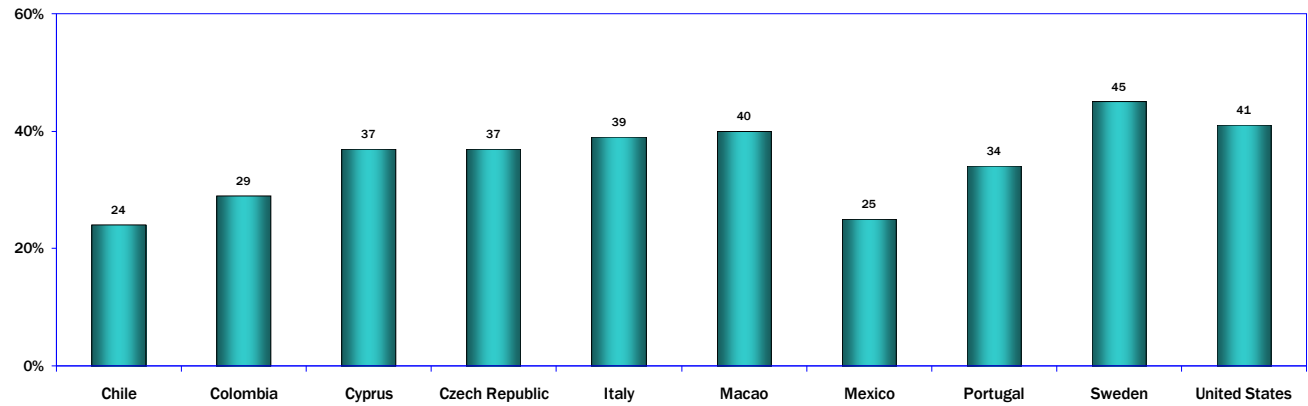
### Internet Use to Download or Listen to Music (Internet Users Age 18 and Older)



Q22B M-1B

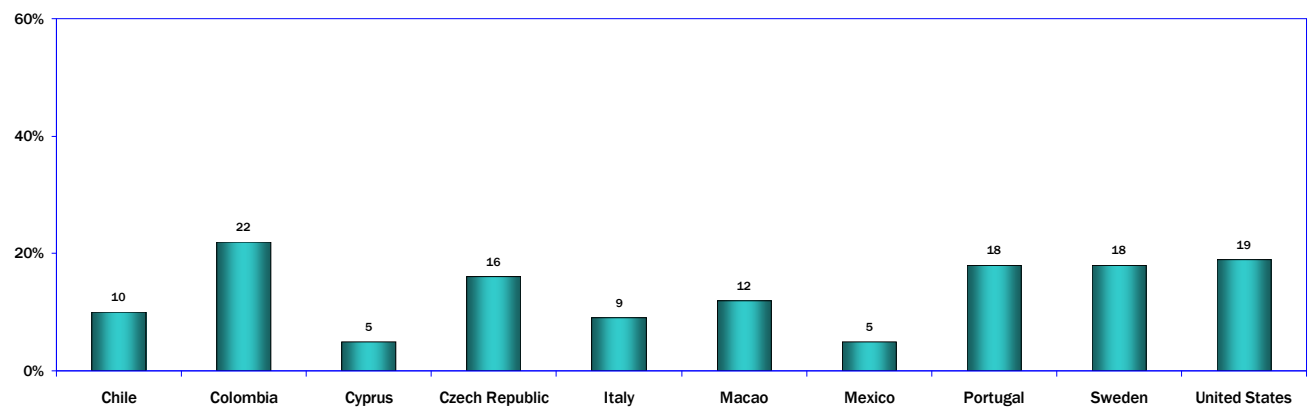
## 26. Downloading or Listening to Music: Detailed Responses

### Never



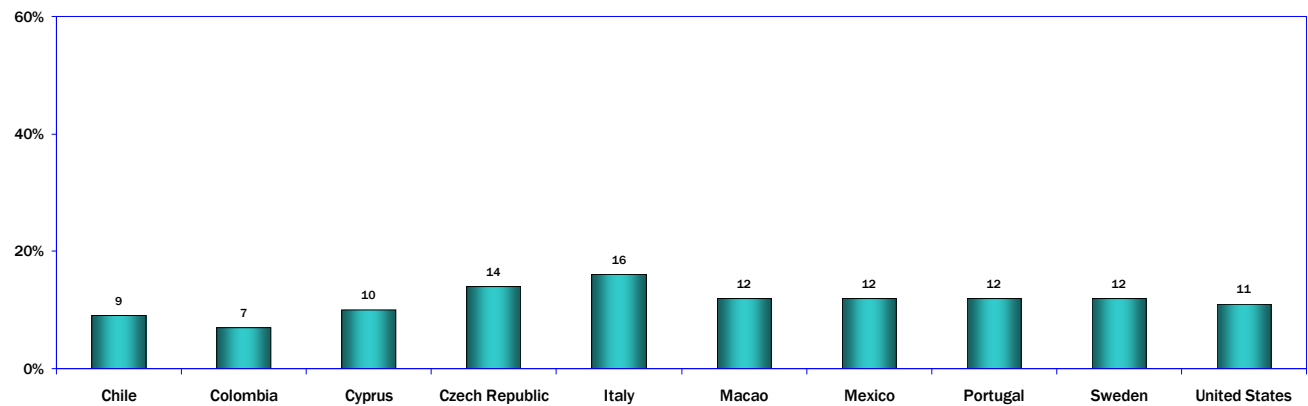
Q22B M-1B-1

### Less than Monthly



Q22B M-1B-2

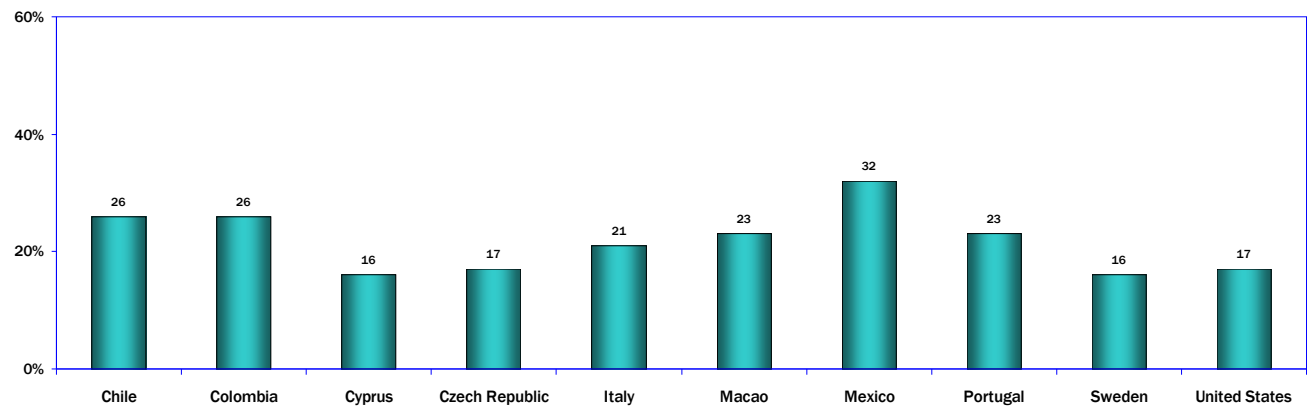
### Monthly



Q22B M-1B-3

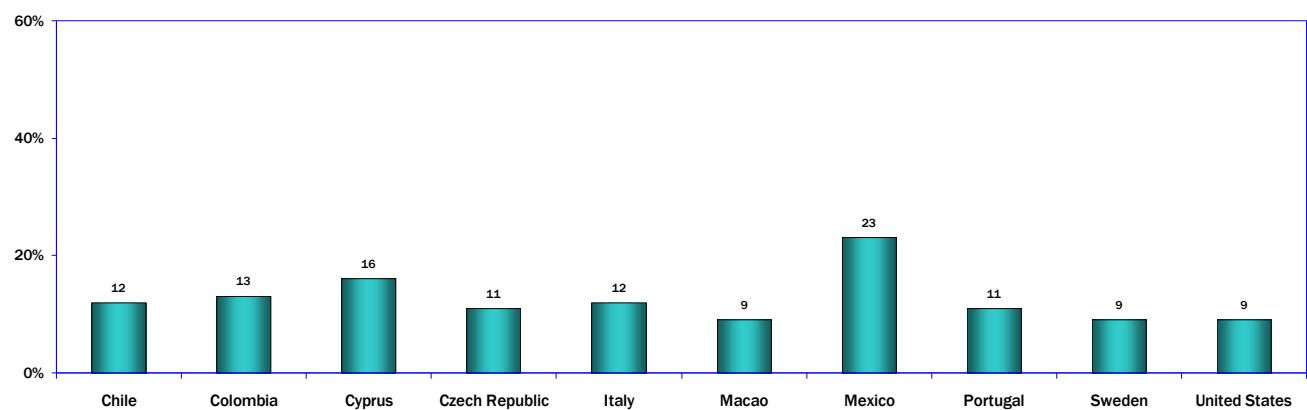
## 26. Downloading or Listening to Music: Detailed Responses

### Weekly



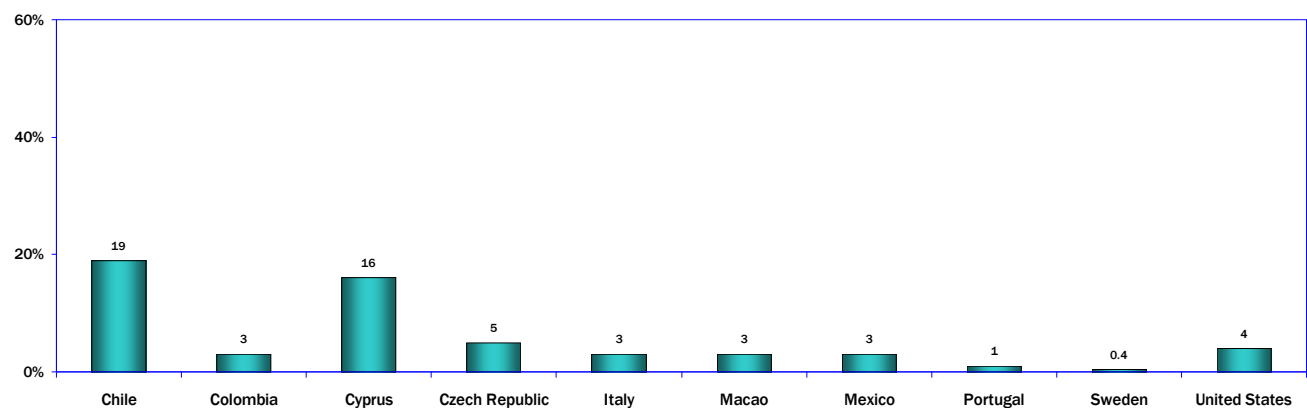
Q22B M-1B-4

### Daily



Q22B M-1B-5

### Several Times a Day

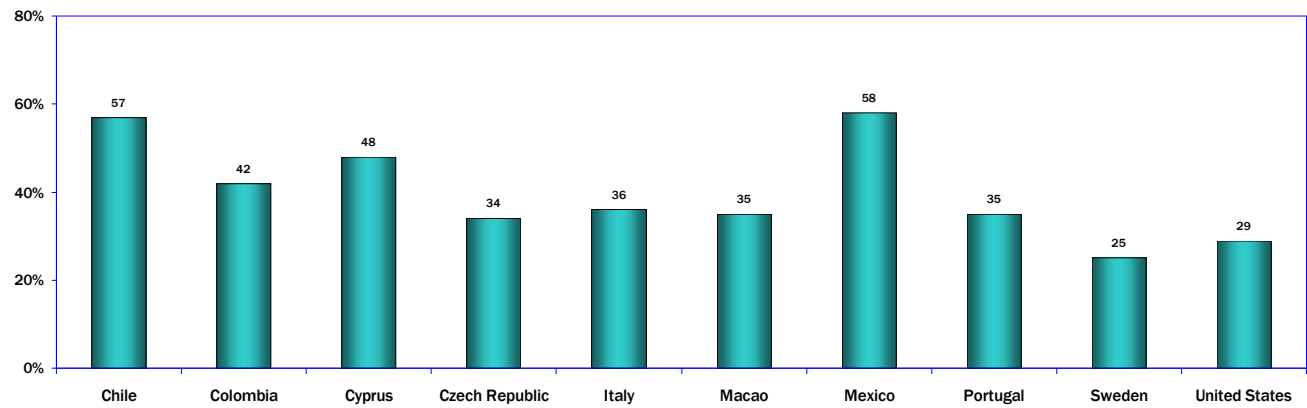


Q22B M-1B-6



## 26. Downloading or Listening to Music: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



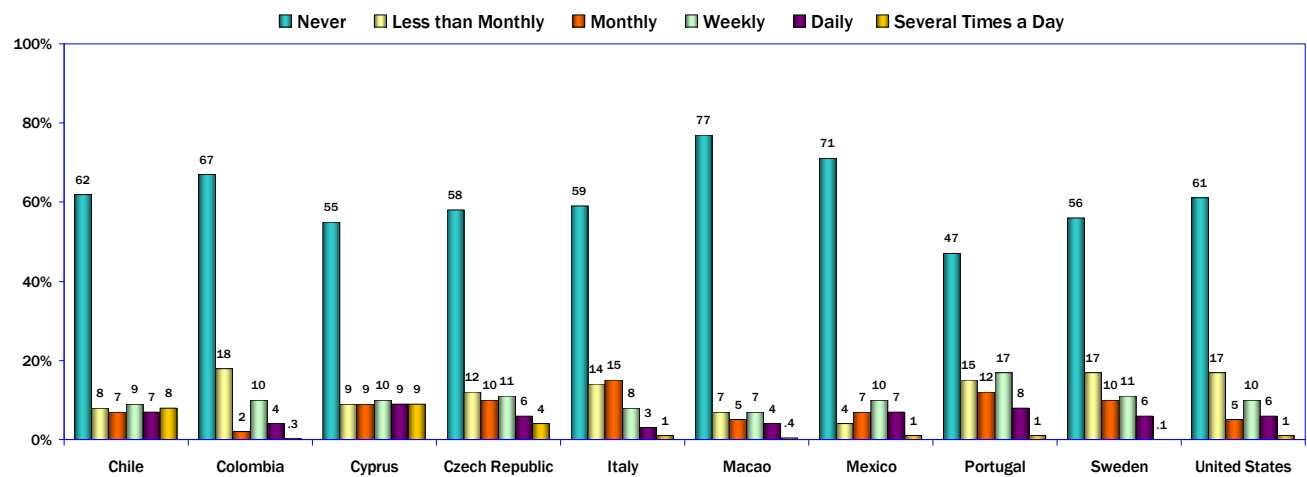
Q22B M-1B-6

## 27. Online Radio

Compared to users who go online to download music, much lower percentages of users listen to online radio.

Only Chile (Santiago), Cyprus, and Portugal reported that one-quarter or more users go online at least weekly to listen to online radio stations.

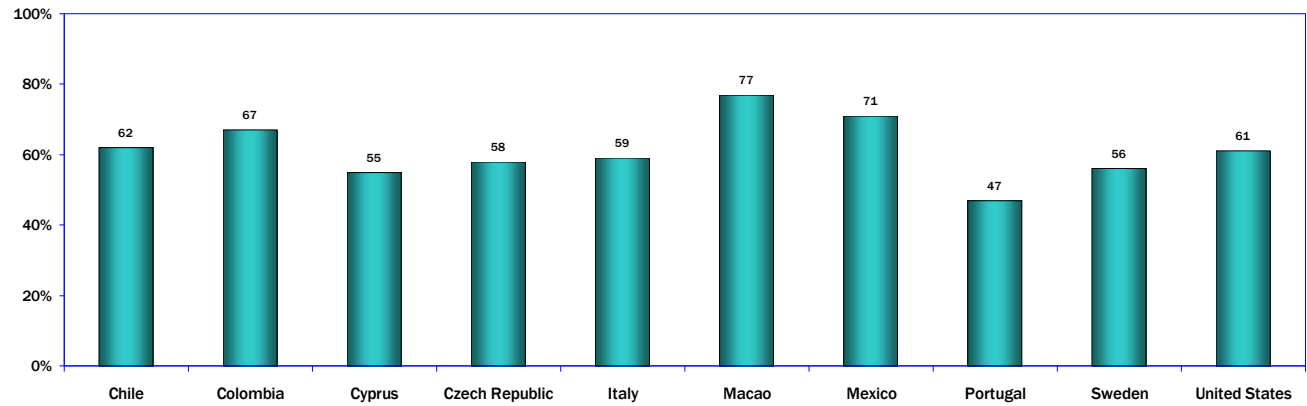
### Internet Use to Listen to Online Radio Stations (Internet Users Age 18 and Older)



Q22E M-1E

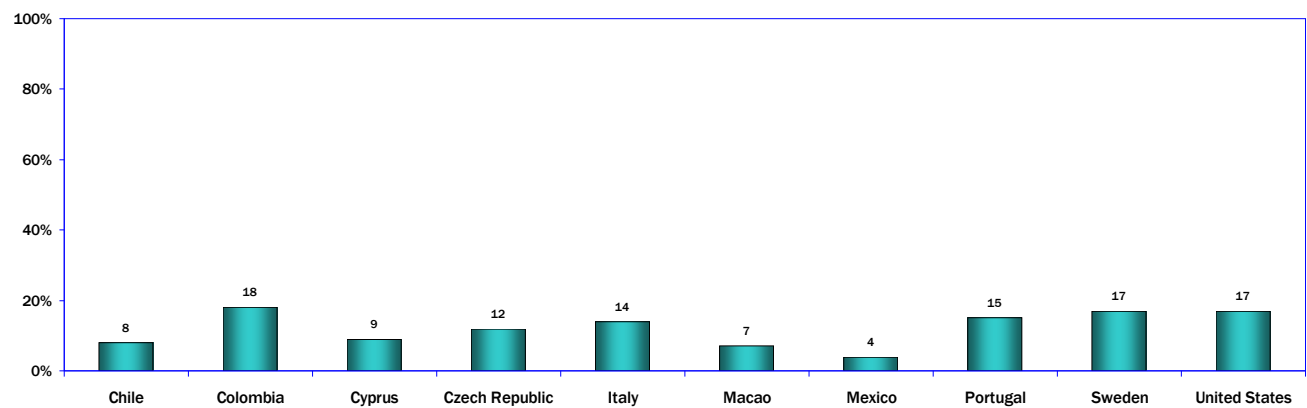
## 27. Online Radio: Detailed Responses

### Never



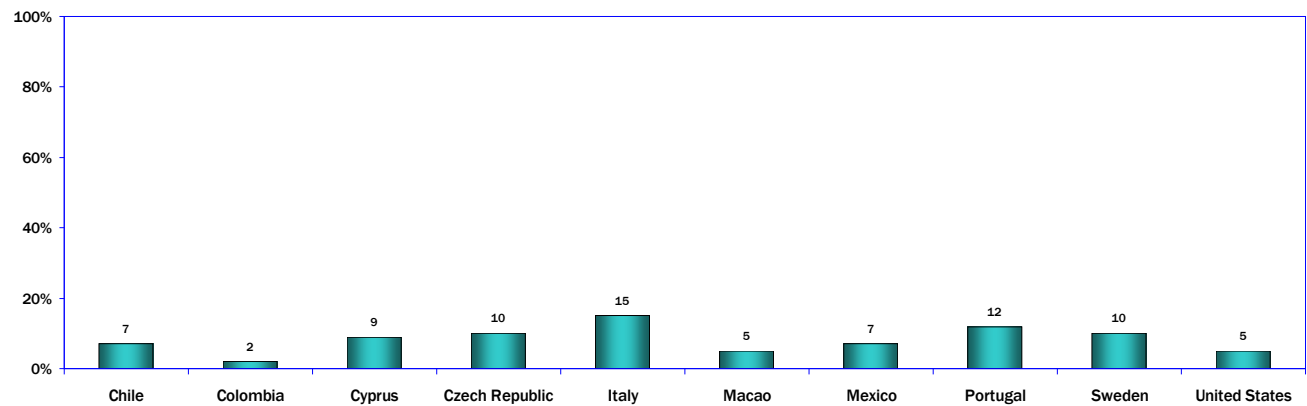
Q22E M-1E-1

### Less than Monthly



Q22E M-1E-2

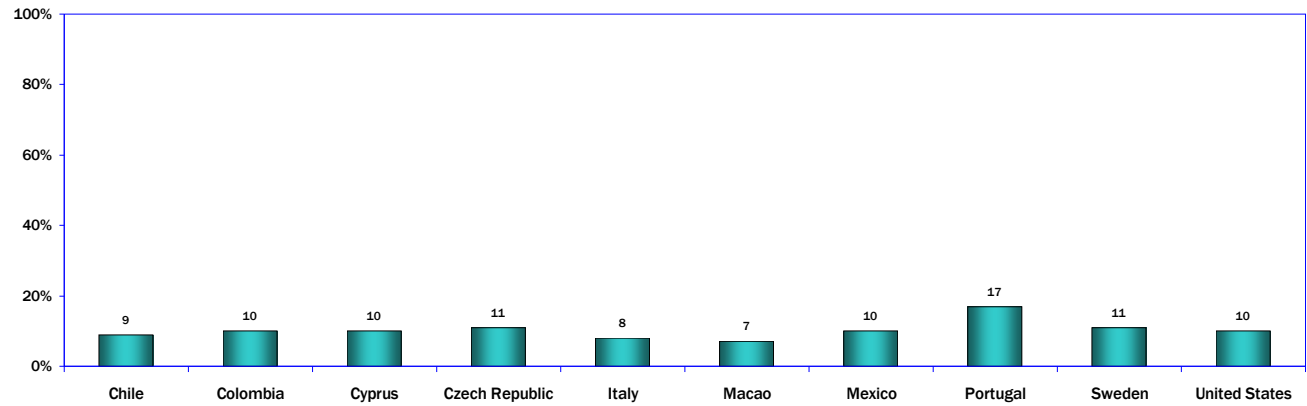
### Monthly



Q22E M-1E-3

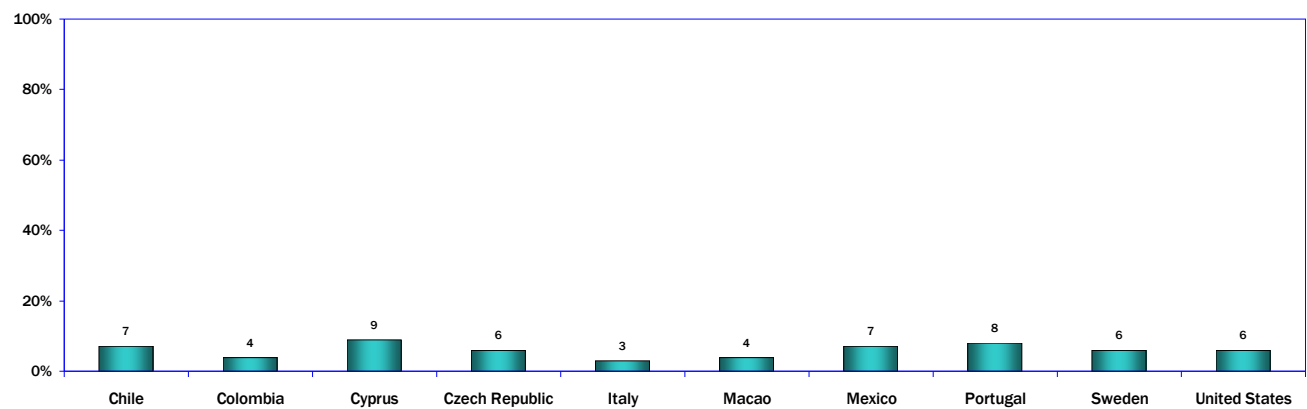
## 27. Online Radio: Detailed Responses

### Weekly



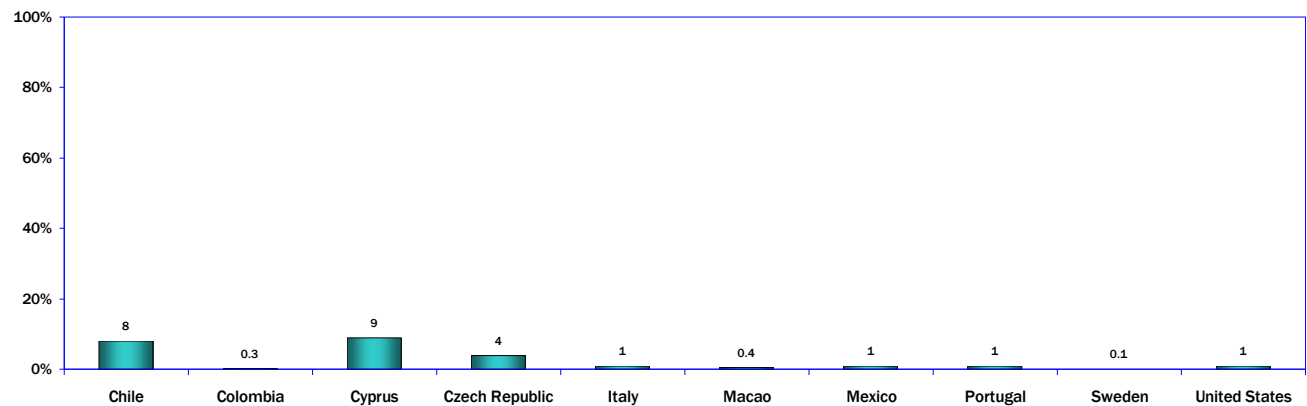
Q22E M-1E-4

### Daily



Q22E M-1E-5

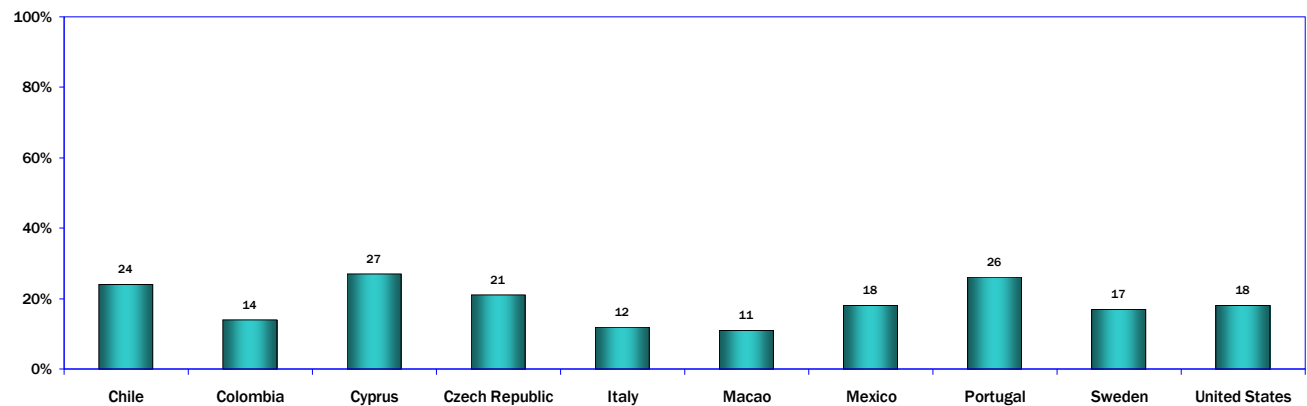
### Several Times a Day



Q22E M-1E-5

## 27. Online Radio: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



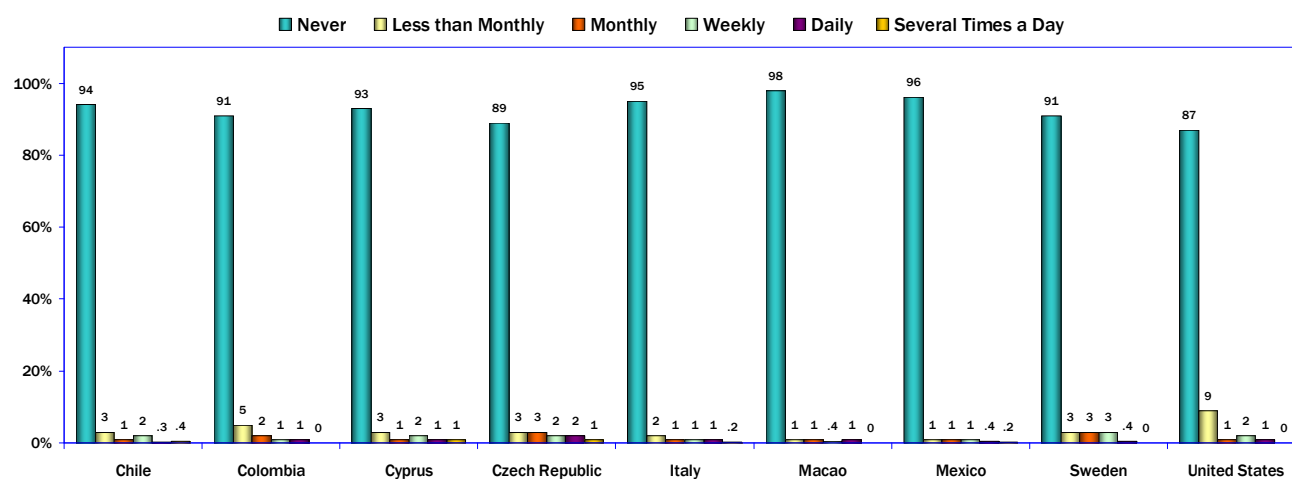
Q22E M-1E-4-6

## 28. Betting Online

Using the Internet to bet, gamble, or enter sweepstakes is rare in the WIP countries and regions. The largest percentages of users who bet at least weekly were reported in the Czech Republic (five percent) and Cyprus (four percent).

In all of the responding countries and regions, more than 85 percent of users never bet, gamble, or enter sweepstakes online.

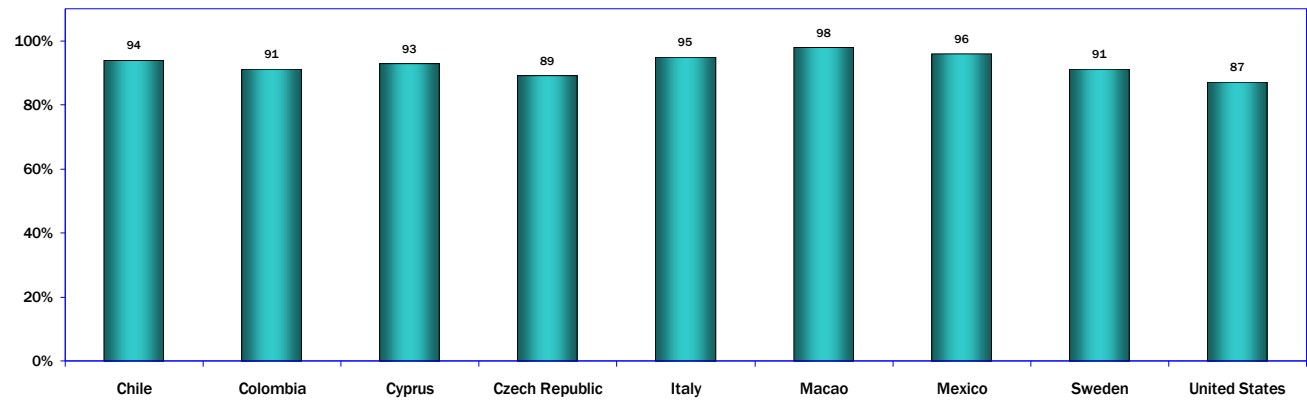
### Internet Use to Bet, Gamble, or Enter Sweepstakes (Internet Users Age 18 and Older)



Q22F M-1F

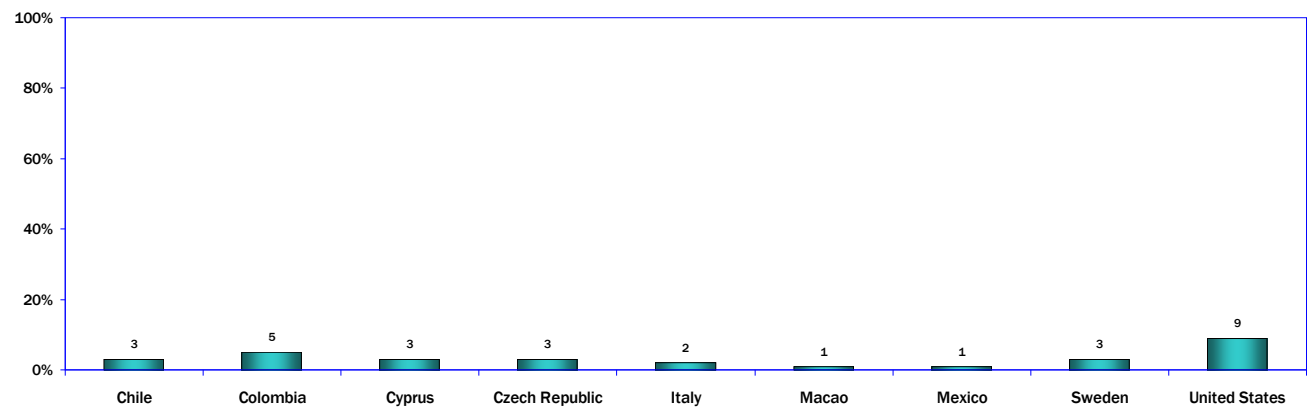
## 28. Betting Online: Detailed Responses

### Never



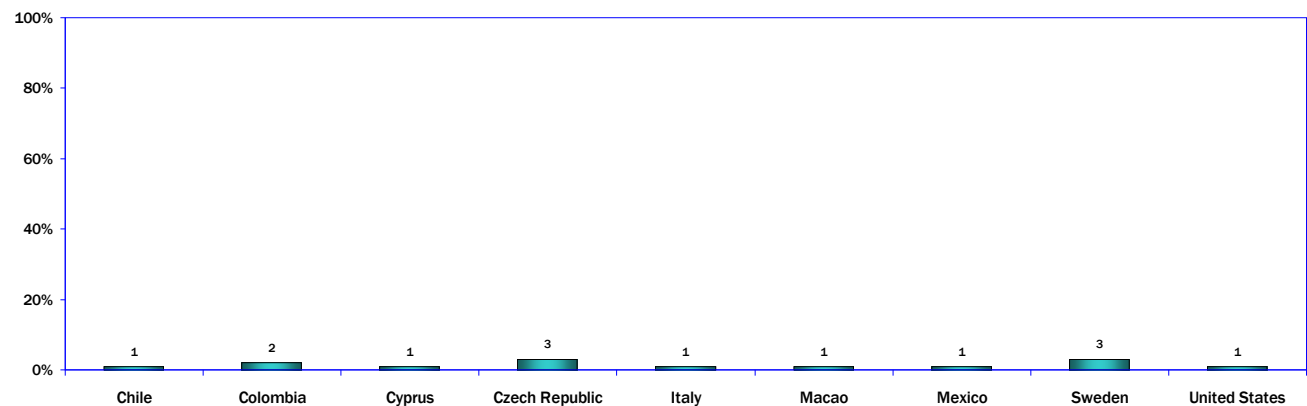
Q22F M-1F-1

### Less than Monthly



Q22F M-1F-2

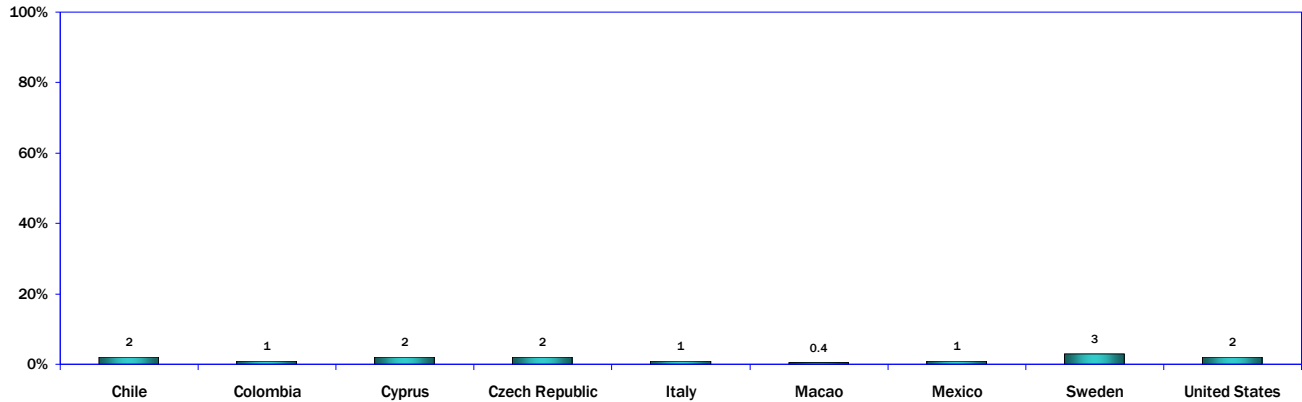
### Monthly



Q22F M-1F-3

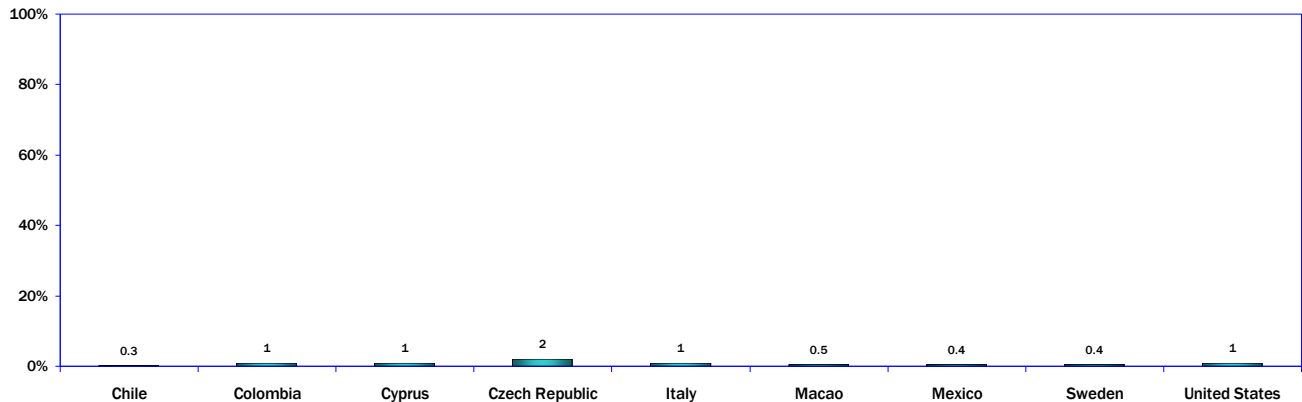
28. Betting Online: Detailed Responses

Weekly



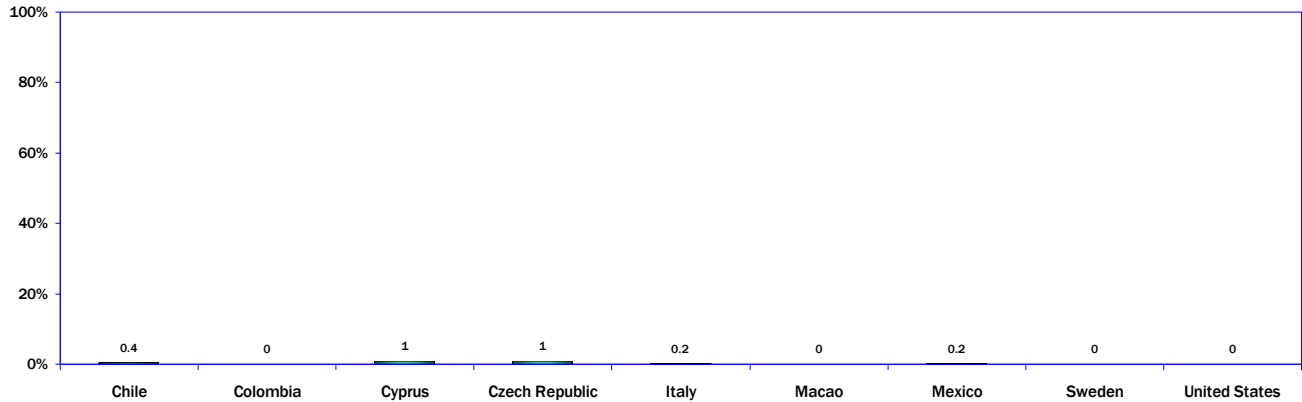
Q22F M-1F-4

Daily



Q22F M-1F-5

Several Times a Day

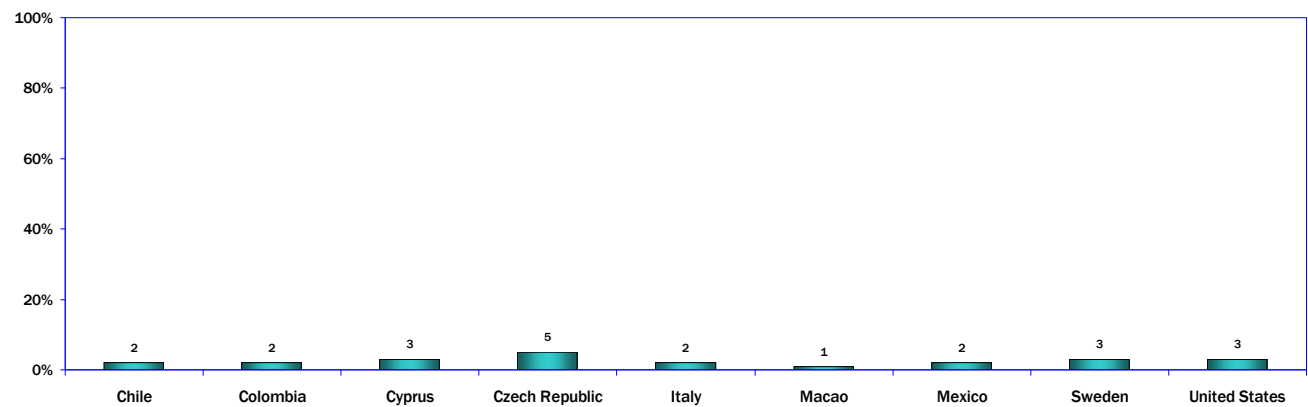


Q22F M-1F-6



## 28. Betting Online: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



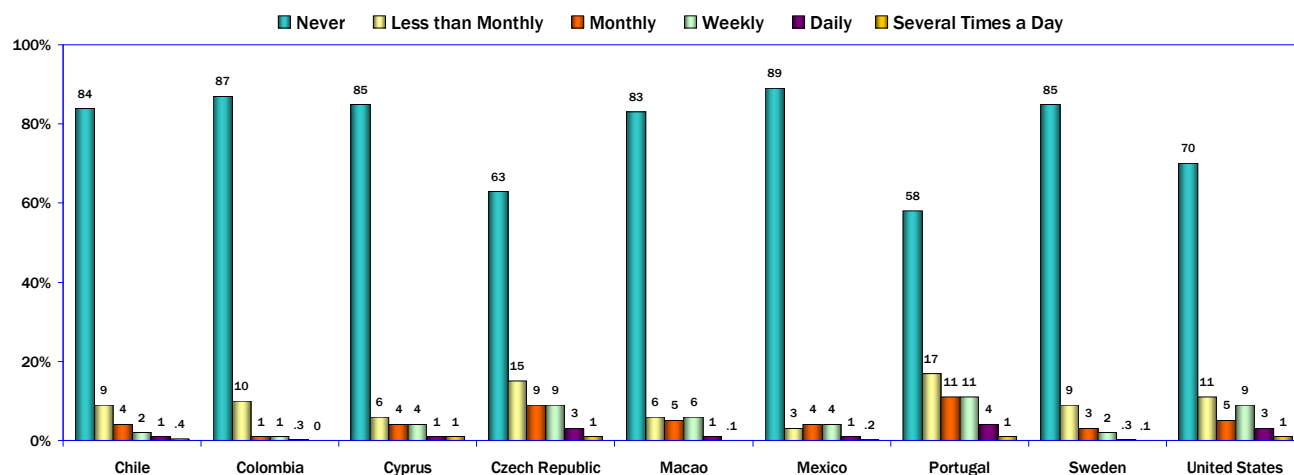
Q22F M-1F-4-6

## 29. Sexual Content

In most of the WIP countries and regions, few users say they go online regularly to look at Web sites with sexual content. Seventy percent or more of users in all of the WIP countries and regions except the Czech Republic and Portugal said they never go online to look at sexual content.

Only in the Czech Republic, Portugal, and the United States did more than 10 percent of users say they go online at least weekly to look for sexual content.

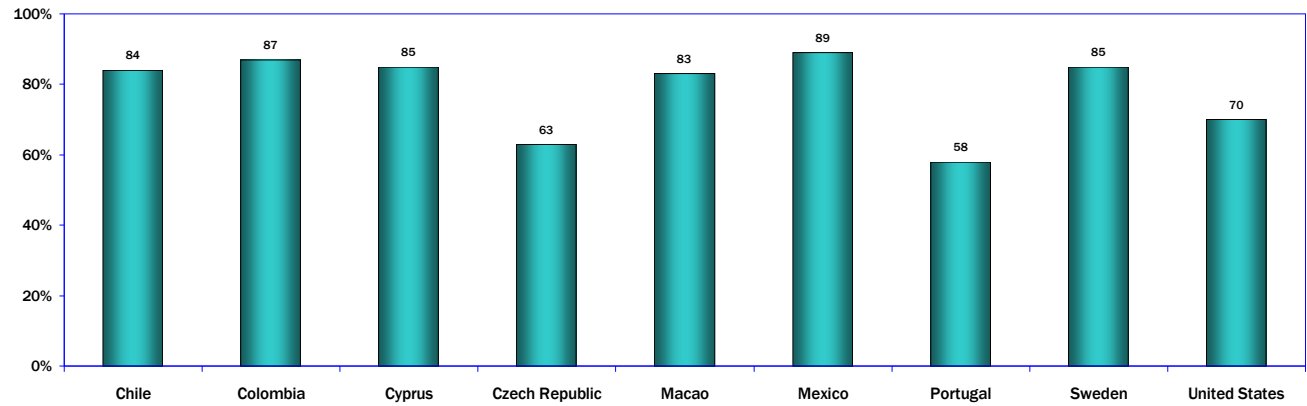
### Internet Use to Look at Sites with Sexual Content (Internet Users Age 18 and Older)



Q22H M-1H

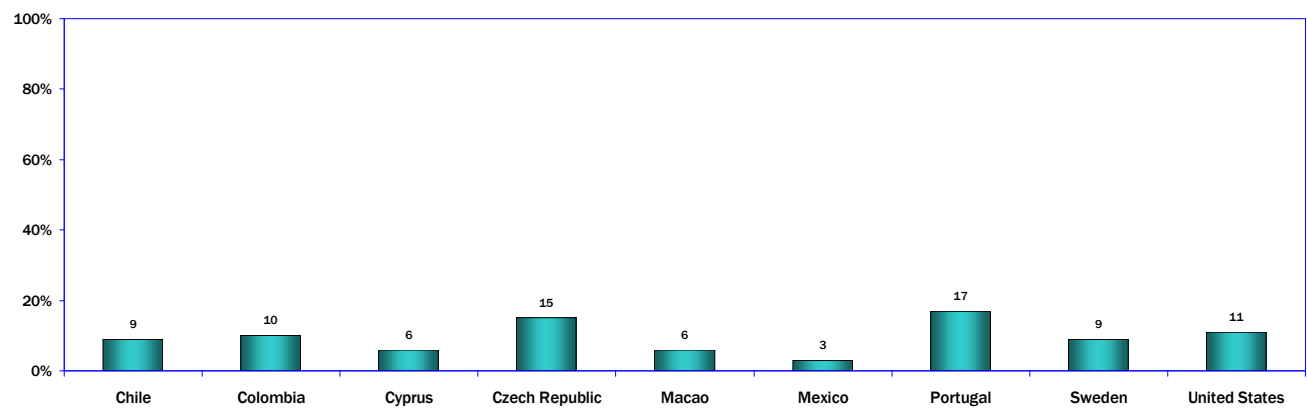
## 29. Sexual Content: Detailed Responses

### Never



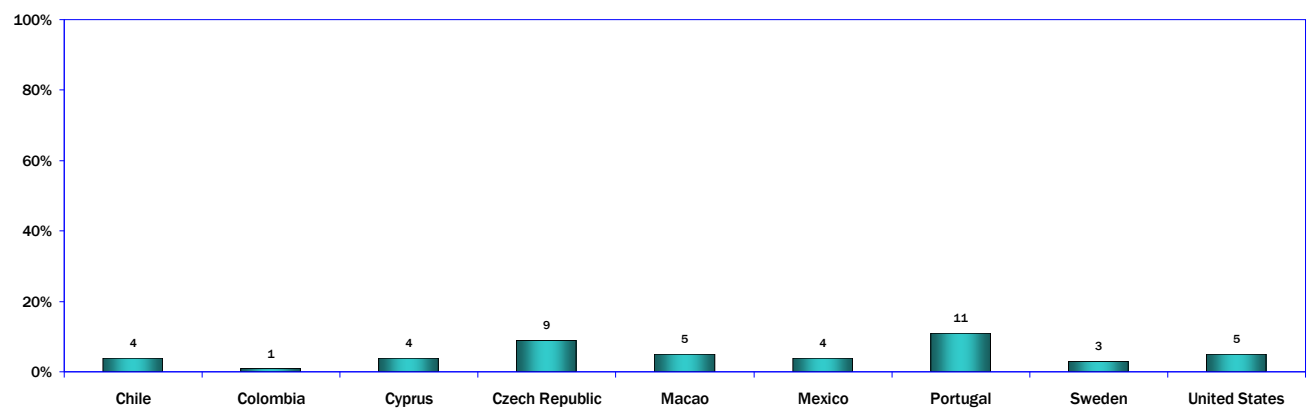
Q22H M-1H-1

### Less than Monthly



Q22H M-1H-2

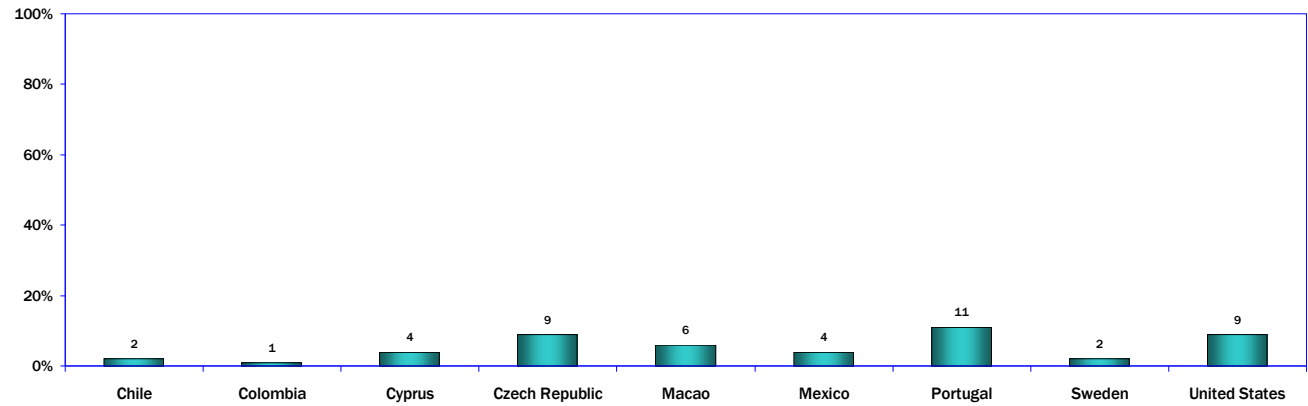
### Monthly



Q22H M-1H-3

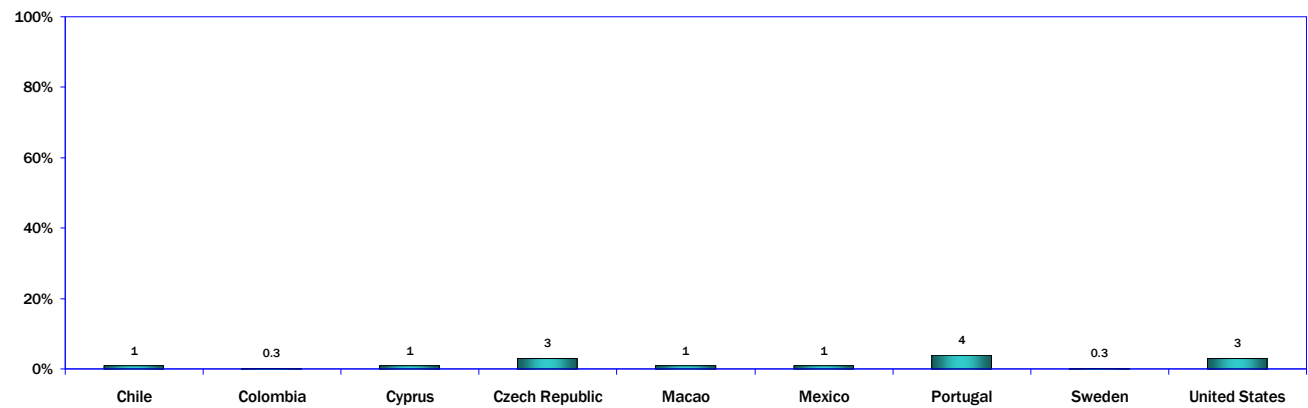
## 29. Sexual Content: Detailed Responses

### Weekly



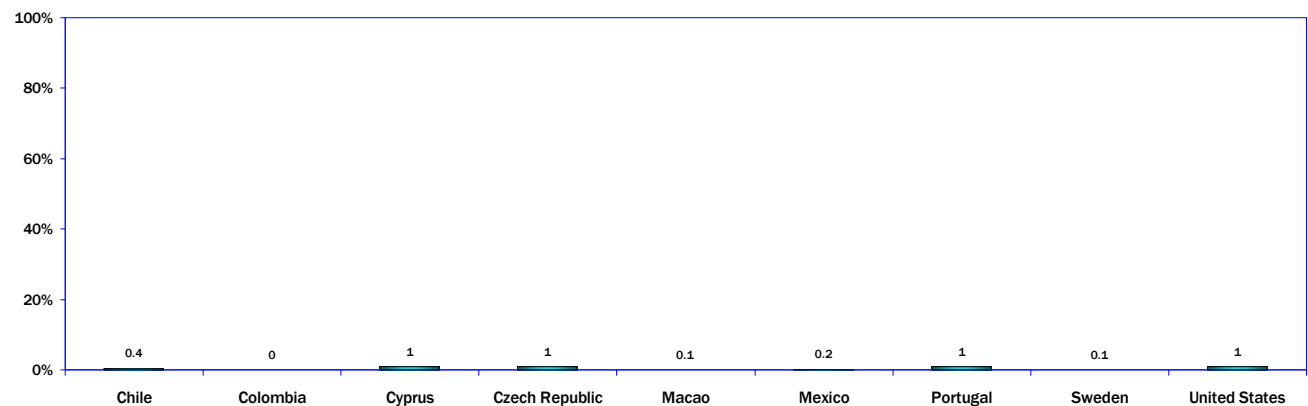
Q22H M-1H-4

### Daily



Q22H M-1H-5

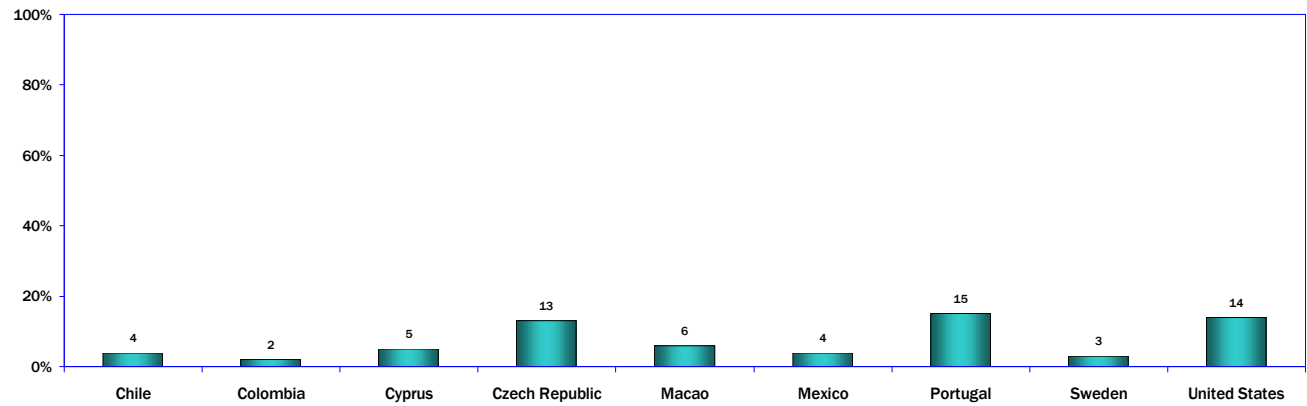
### Several Times a Day



Q22H M-1H-6

## 29. Sexual Content: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q22H M-1H-4-6

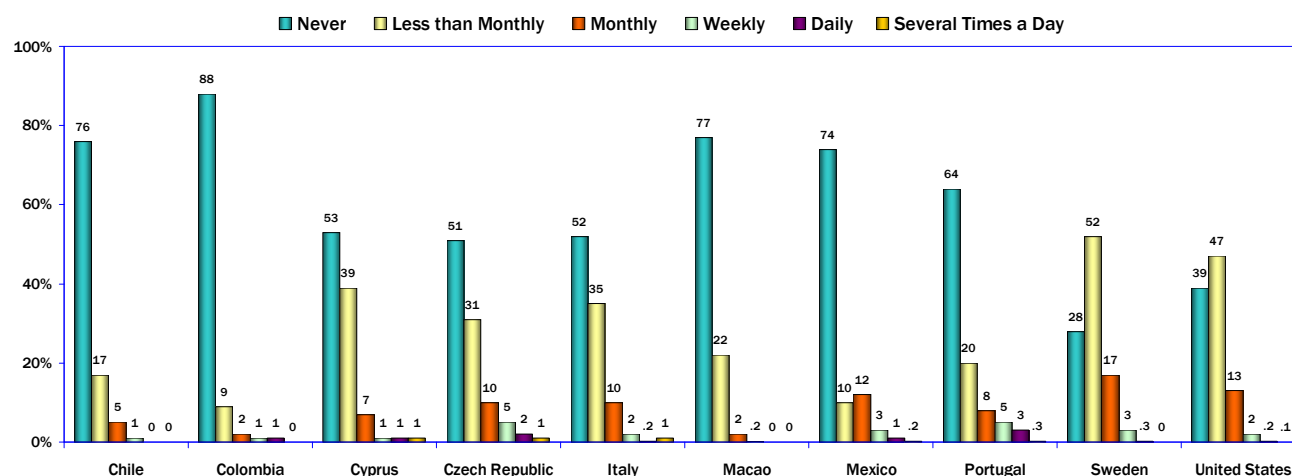
### 30. Travel Reservations or Bookings

Given that making travel reservations is not a frequent everyday occurrence for most people, surprisingly high percentages of users in all of the WIP countries and regions go online at least monthly to make travel reservations or to book travel.

In five WIP countries and regions, 15 percent or more of users go online at least monthly to make travel reservations: Sweden (20 percent), Czech Republic (18 percent), Mexico and Portugal (16 percent), and the United States (15 percent).

*(For findings about seeking travel information online, see page <<.)*

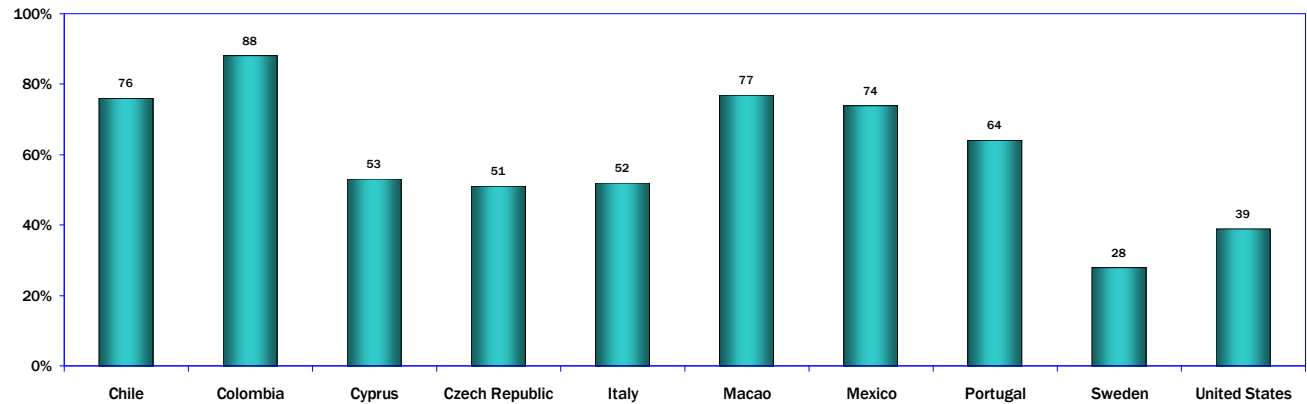
#### Internet Use to Make Travel Reservations or Bookings (Internet Users Age 18 and Older)



Q23C M-1C

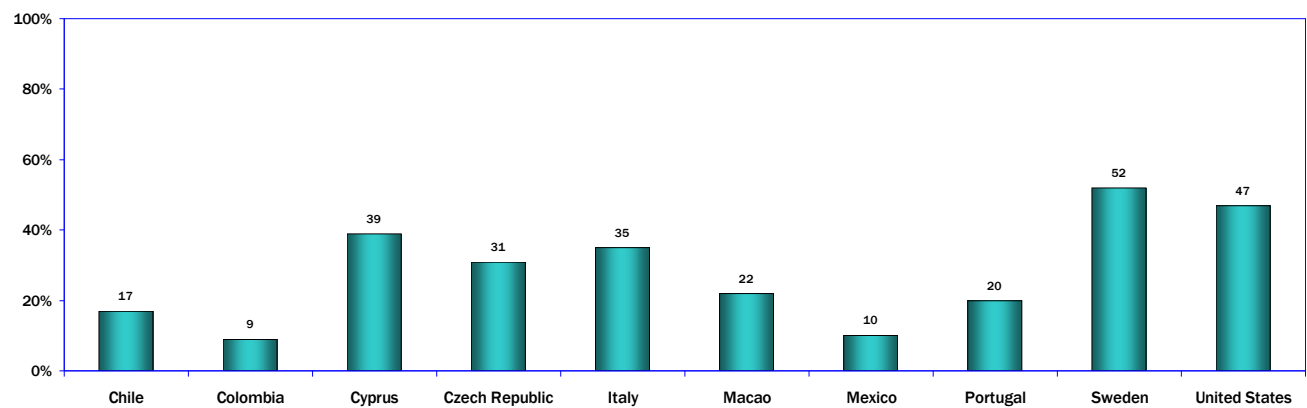
### 30. Travel Reservations or Bookings: Detailed Responses

#### Never



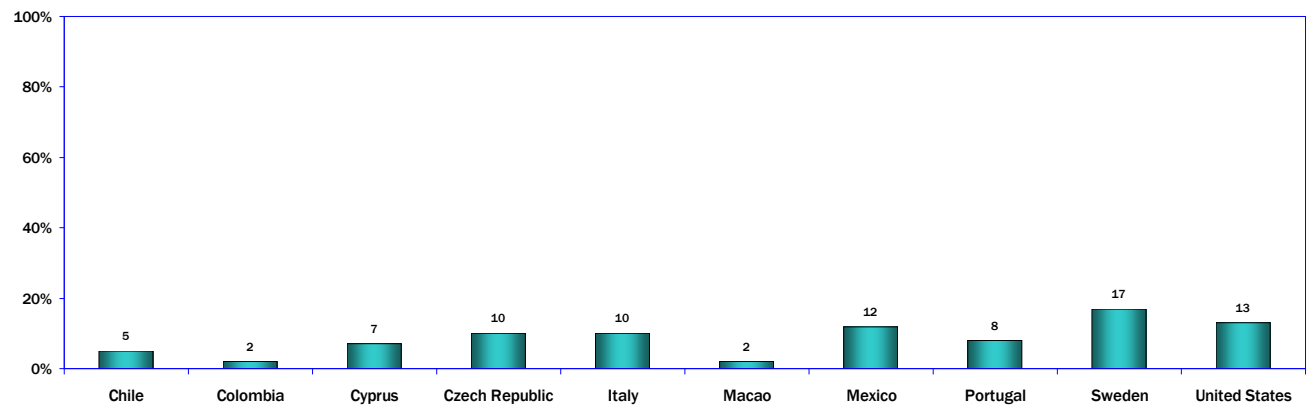
Q23C M-1C-1

#### Less than Monthly



Q23C M-1C-2

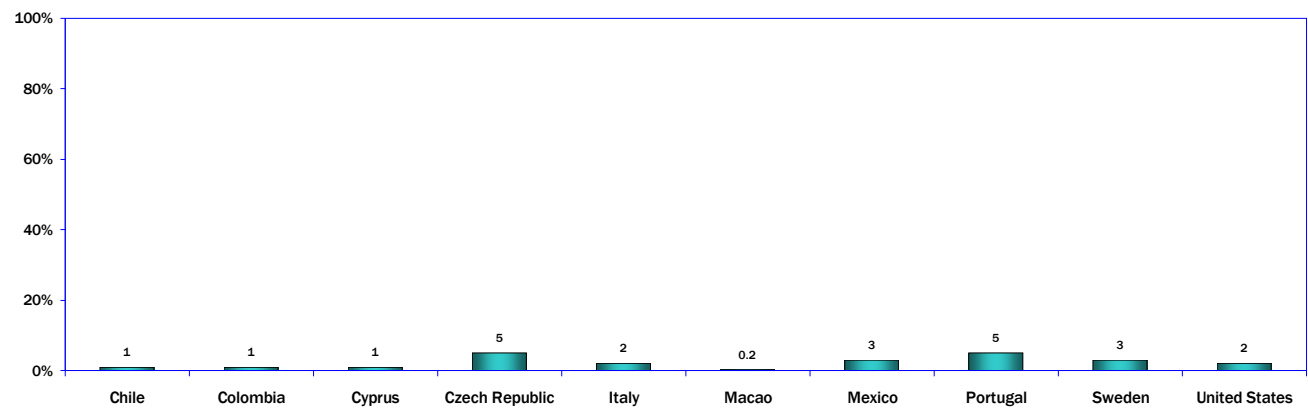
#### Monthly



Q23C M-1C-3

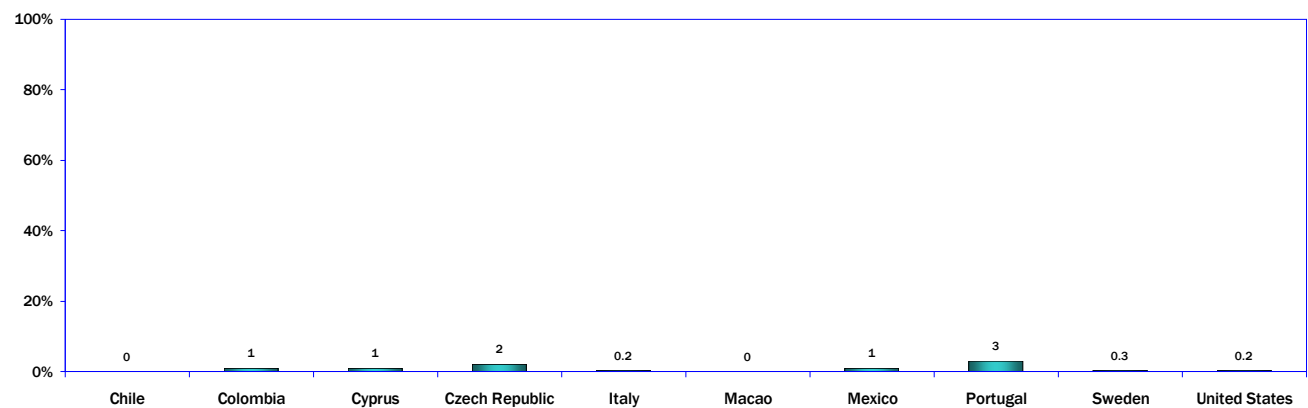
### 30. Travel Reservations or Bookings: Detailed Responses

#### Weekly



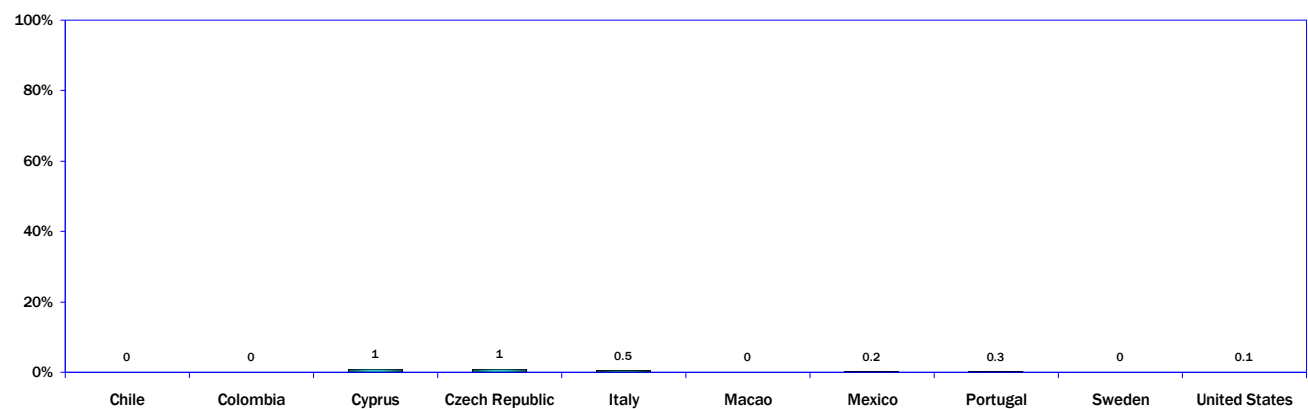
Q23C M-1C-4

#### Daily



Q23C M-1C-5

#### Several Times a Day

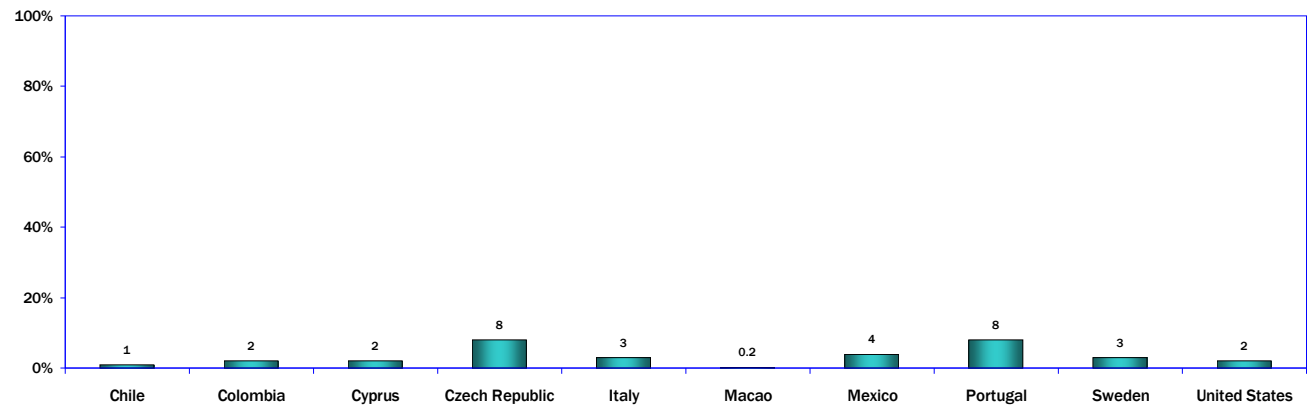


Q23C M-1C-6



### 30. Travel Reservations or Bookings: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q23C M-1C-4-6

### 31. Paying Bills

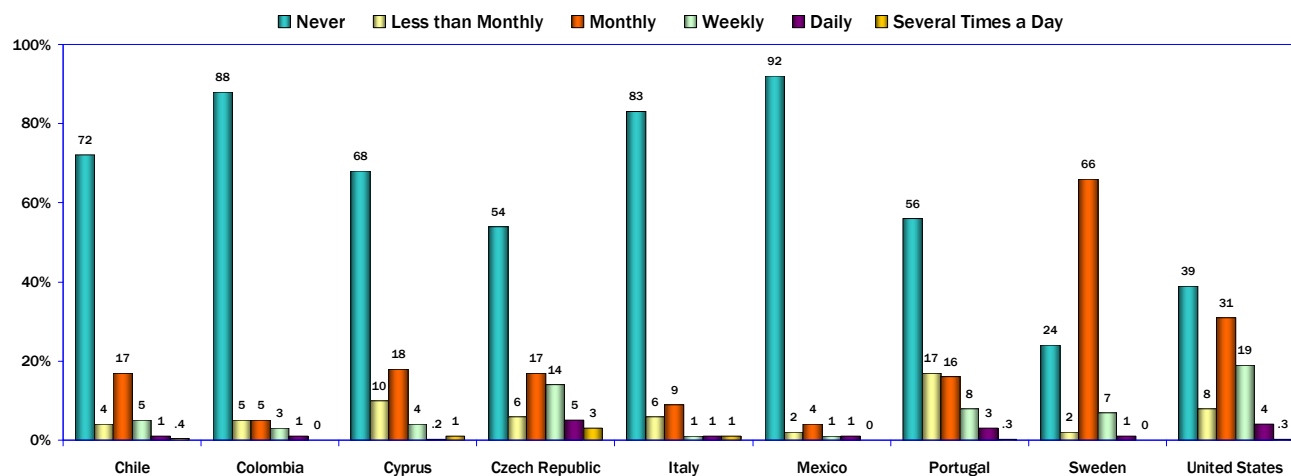
Bill paying online is done by moderate percentages of users in most of the WIP countries and regions.

Online bill payment is most common in Sweden; 74 percent of users reported going online to pay bills on at least a monthly basis (a typical bill paying cycle). Four other WIP countries and regions reported 25 percent or more of users paying bills online at least monthly: the United States (54 percent), the Czech Republic (39 percent), and Portugal (27 percent).

Large percentages of users in all of the WIP countries and regions except Sweden and the United States never go online to pay bills; in six of the WIP countries and regions, two-thirds or more of users never pay bills on the Internet.

*(For data on users who use online banking services, see page <<.)*

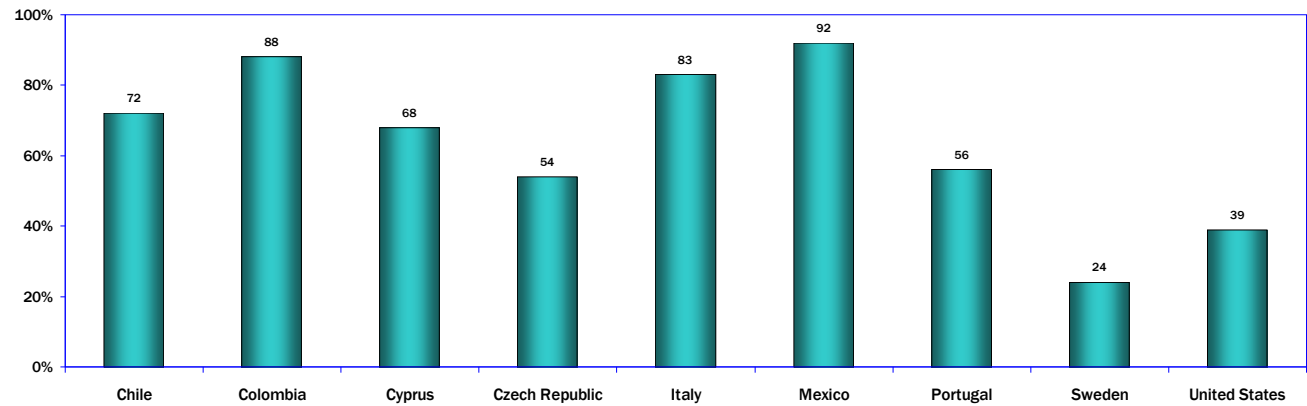
#### Internet Use to Pay Bills (Internet Users Age 18 and Older)



Q23D M-1D

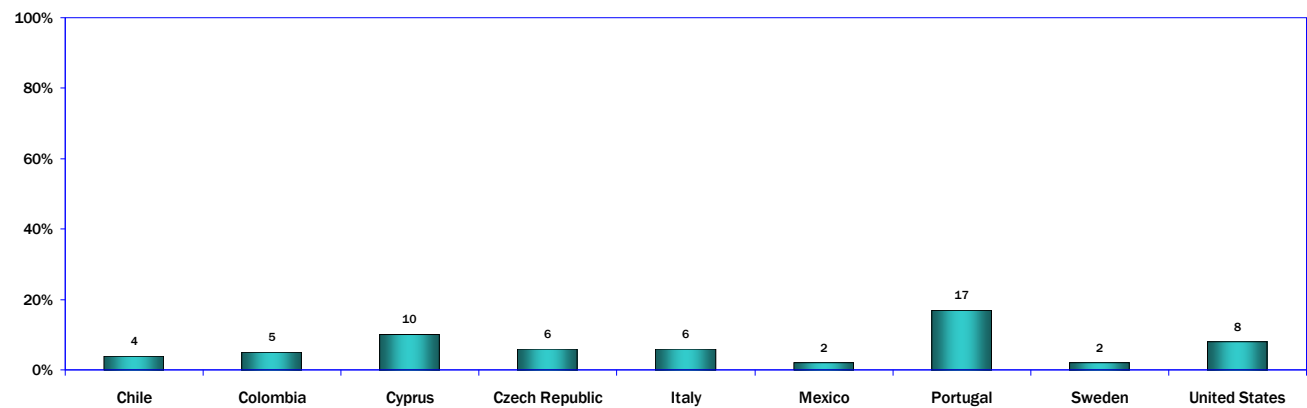
### 31. Paying Bills: Detailed Responses

#### Never



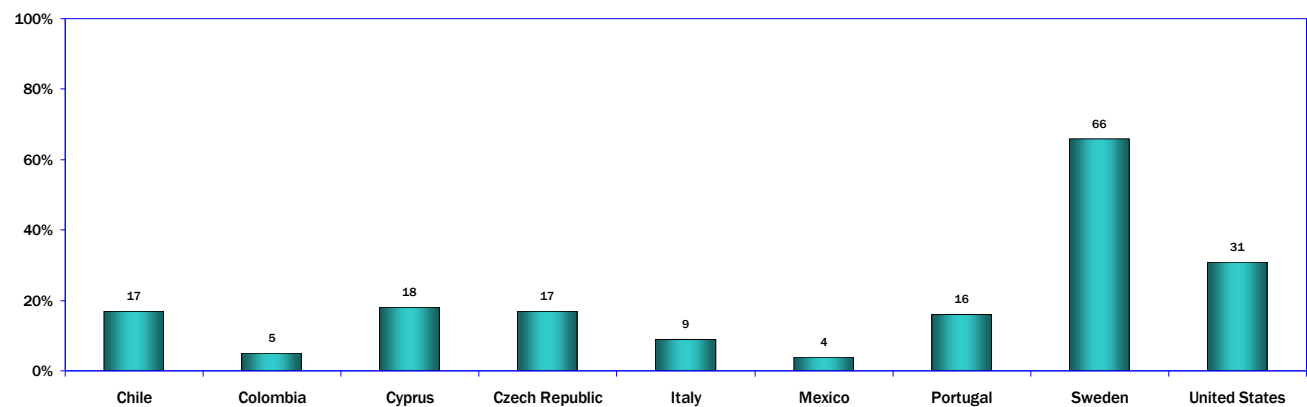
Q23D M-1D-1

#### Less than Monthly



Q23D M-1D-2

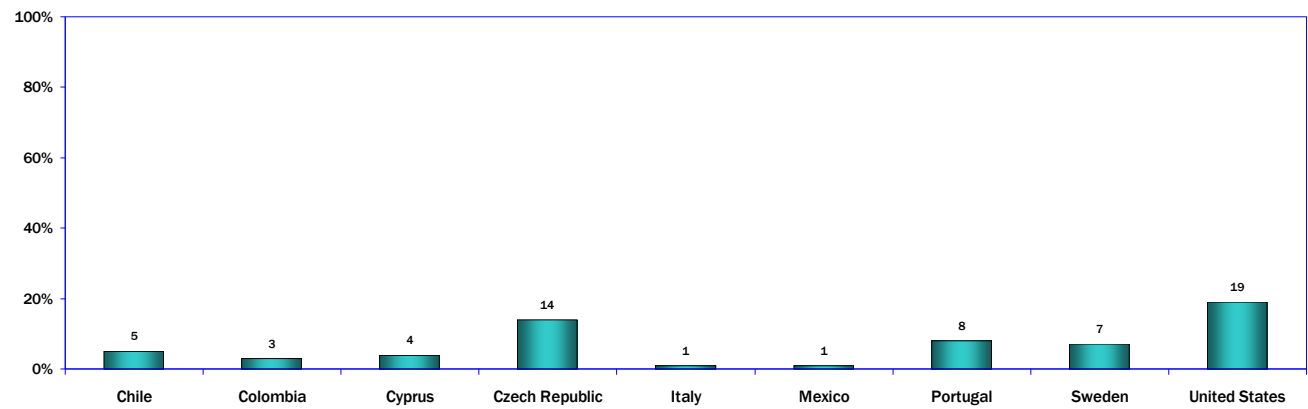
#### Monthly



Q23D M-1D-3

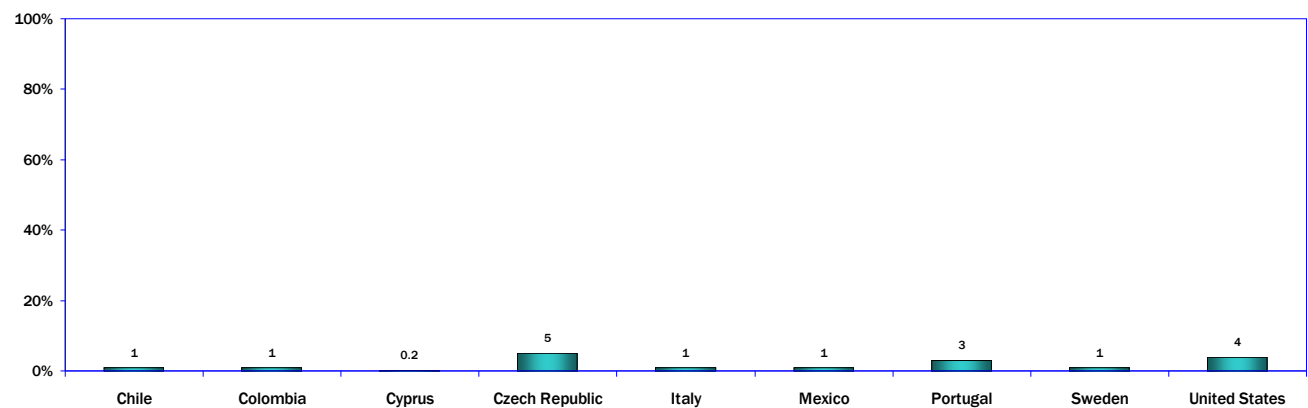
### 31. Paying Bills: Detailed Responses

#### Weekly



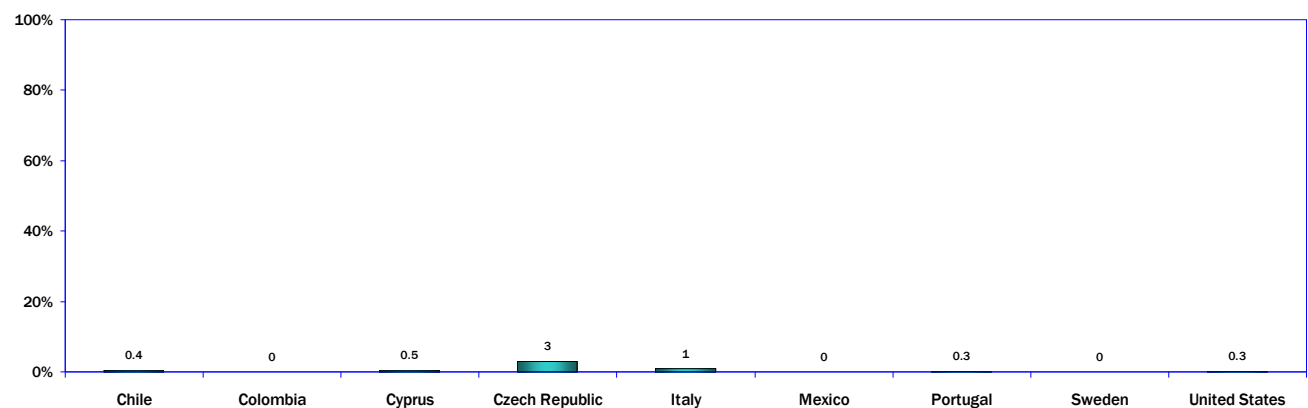
Q23D M-1D-4

#### Daily



Q23D M-1D-5

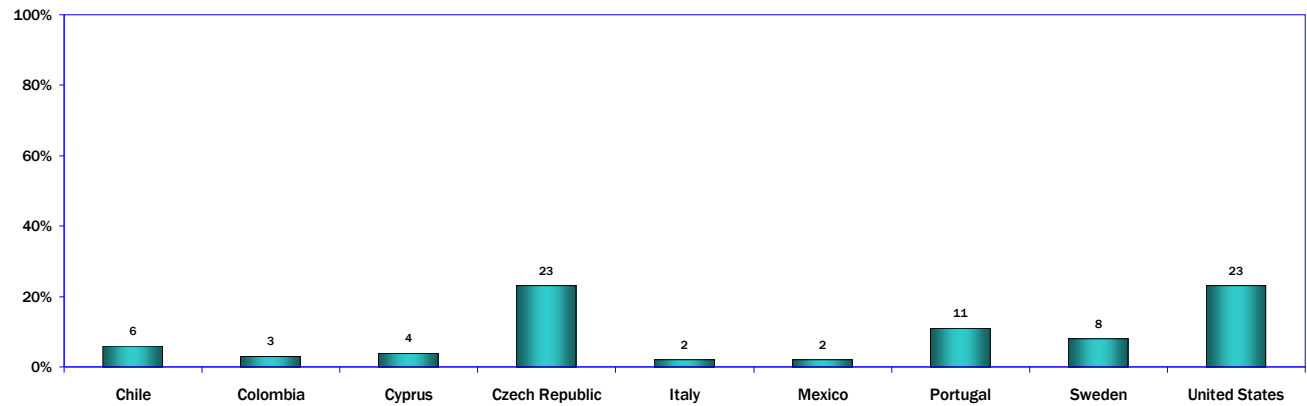
#### Several Times a Day



Q23D M-1D-6

### 31. Paying Bills: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q23D M-1D-4-6

## 32. Online Banking Services

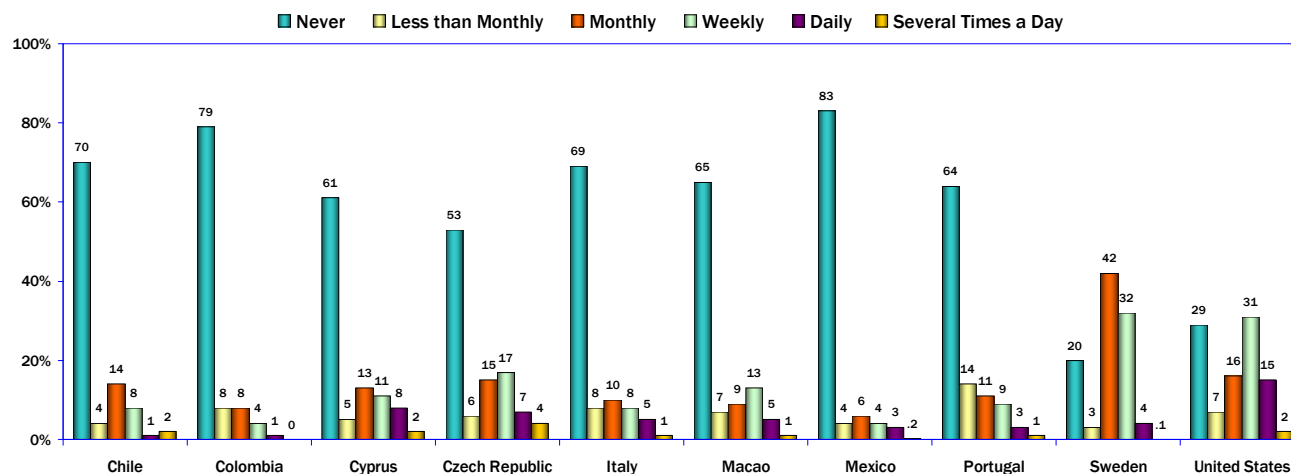
Compared to those who use the Internet to pay bills (page <<), somewhat higher percentages of users go online to use the online services provided by banks.

In seven of the responding countries and regions, 25 percent or more of users go online for online banking services at least monthly

At least 10 percent of users in eight WIP countries and regions go online for these services at least weekly: Chile (Santiago), Cyprus, the Czech Republic, Italy, Macao, Portugal, Sweden, and the United States.

*(For data on users who pay bills online, see page <<.)*

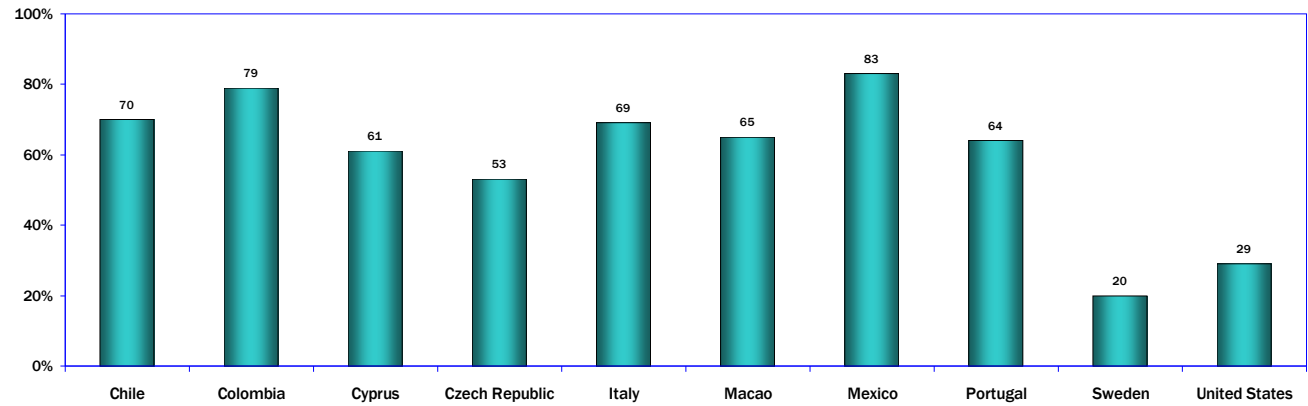
### Internet Use for Bank Online Services (Internet Users Age 18 and Older)



Q23E M-1E

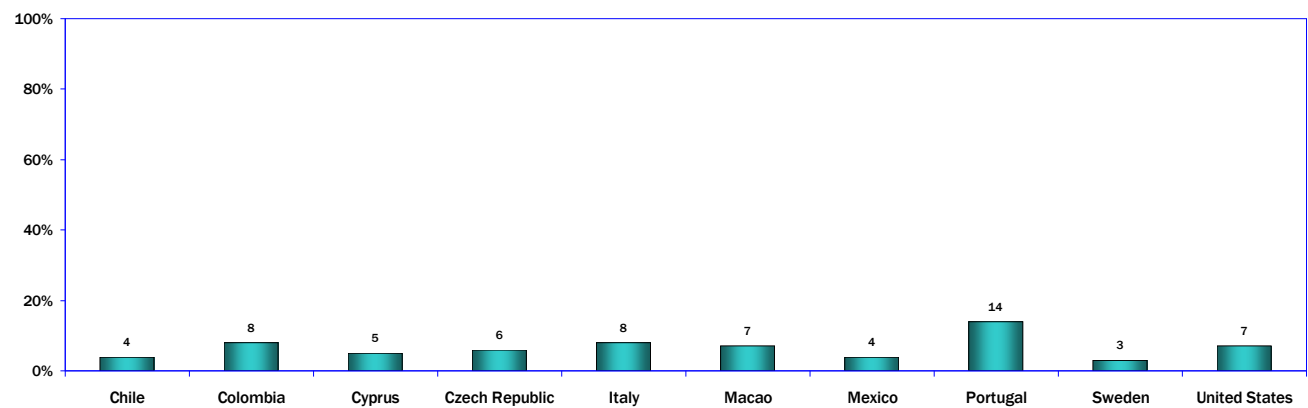
## 32. Online Banking Services: Detailed Responses

### Never



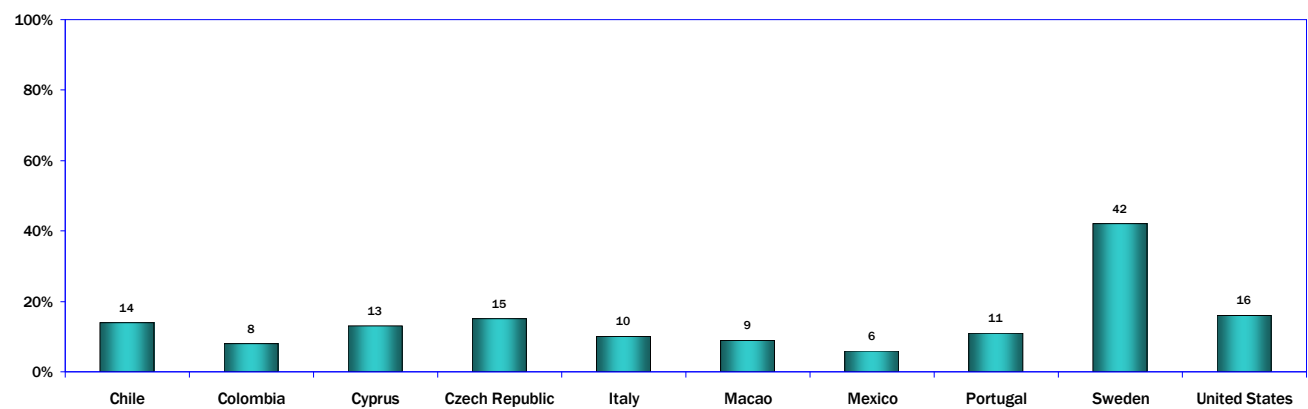
Q23E M-1E-1

### Less than Monthly



Q23E M-1E-2

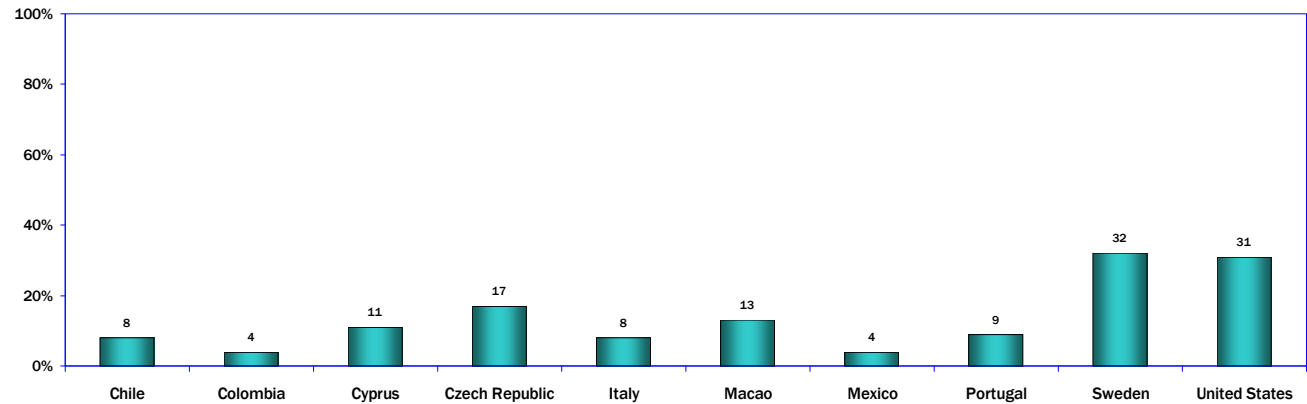
### Monthly



Q23E M-1E-3

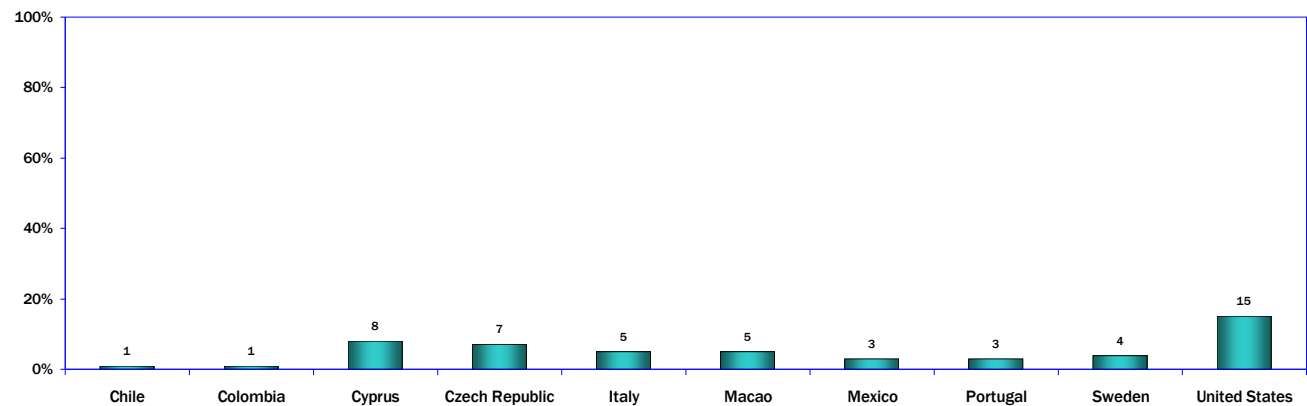
## 32. Online Banking Services: Detailed Responses

### Weekly



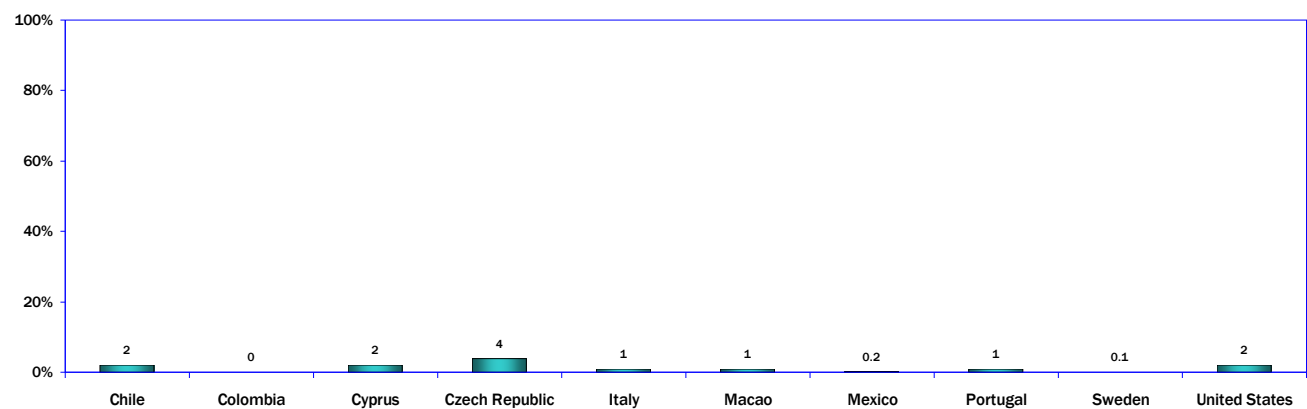
Q23E M-1E-4

### Daily



Q23E M-1E-5

### Several Times a Day

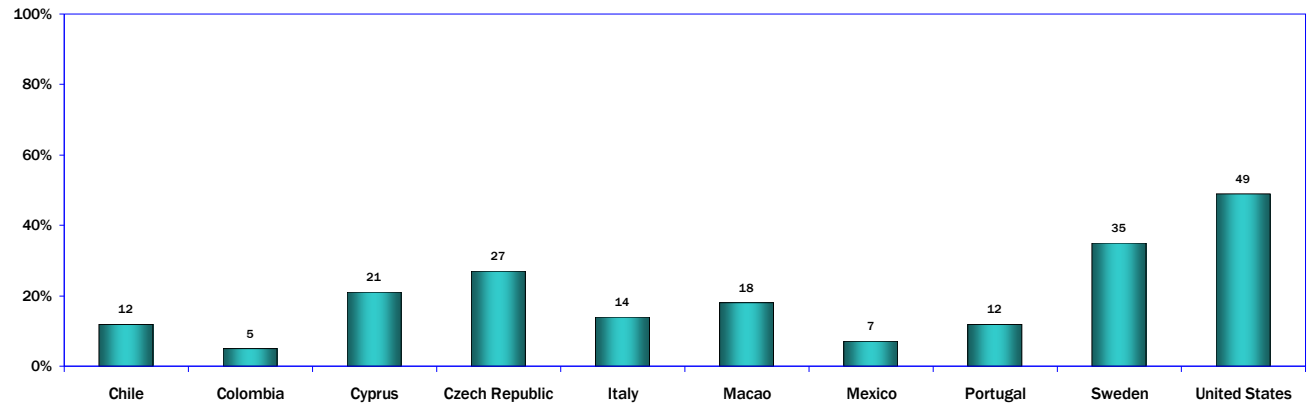


Q23E M-1E-6



## 32. Online Banking Services: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, or Several Times a Day)**



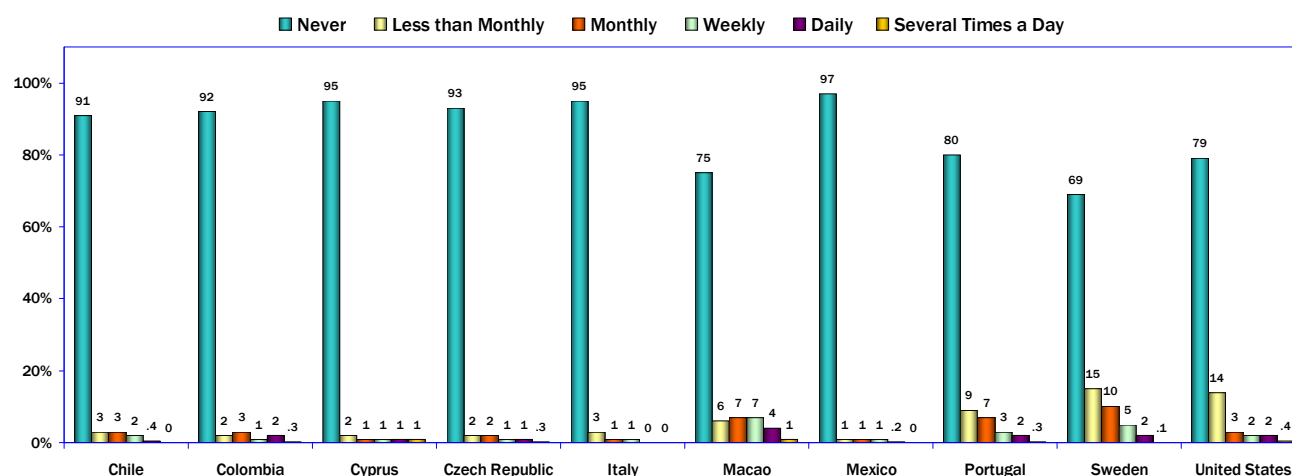
Q23E M-1E-6

### 33. Investing in Stocks, Bonds, or Funds

Going online to invest on a regular basis is done by very small percentages of users in the WIP countries and regions. Only Macao (12 percent) reported a double-digit percentage of users who go online at least weekly to invest in stocks, bonds, or funds.

In all of the WIP countries and regions except for Sweden, 75 percent or more of users never go online to invest.

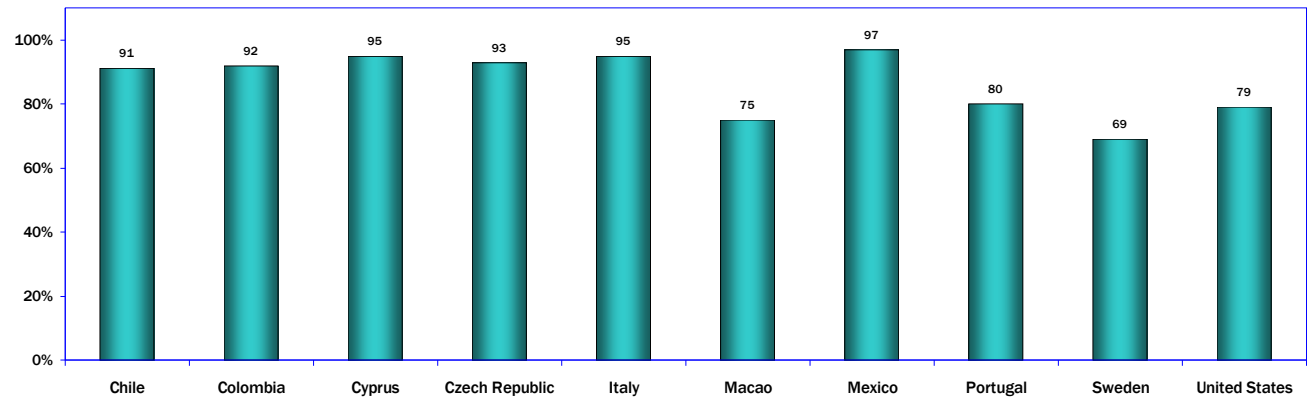
**Internet Use to Invest in Stocks, Bonds, or Funds**  
(Internet Users Age 18 and Older)



Q23F M-1F

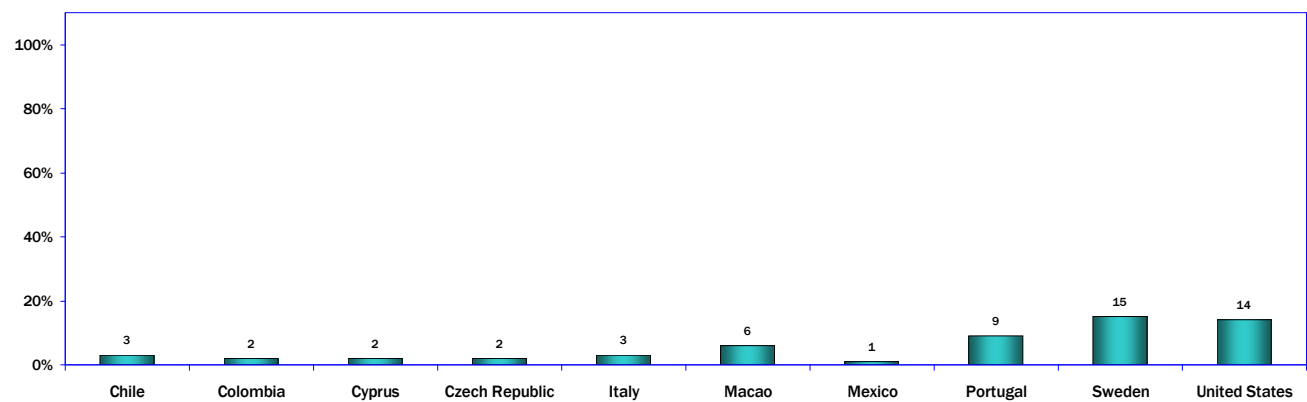
### 33. Investing in Stocks, Bonds, or Funds: Detailed Responses

#### Never



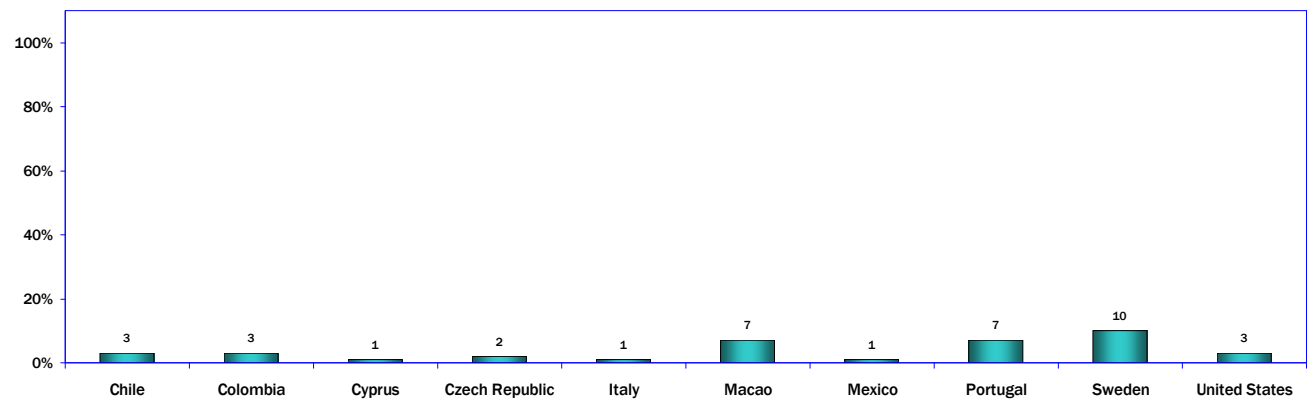
Q23F M-1F-1

#### Less than Monthly



Q23F M-1F-2

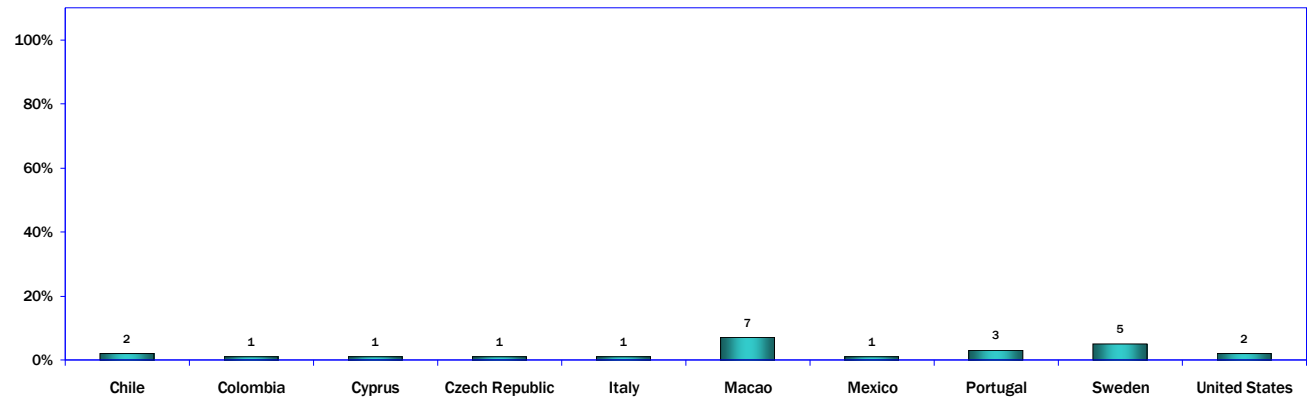
#### Monthly



Q23F M-1F-3

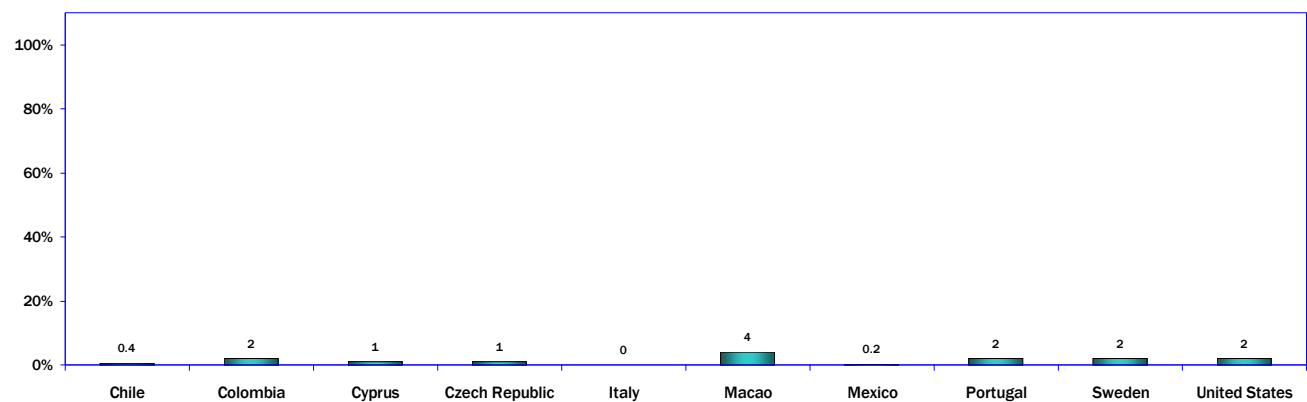
### 33. Investing in Stocks, Bonds, or Funds: Detailed Responses

#### Weekly



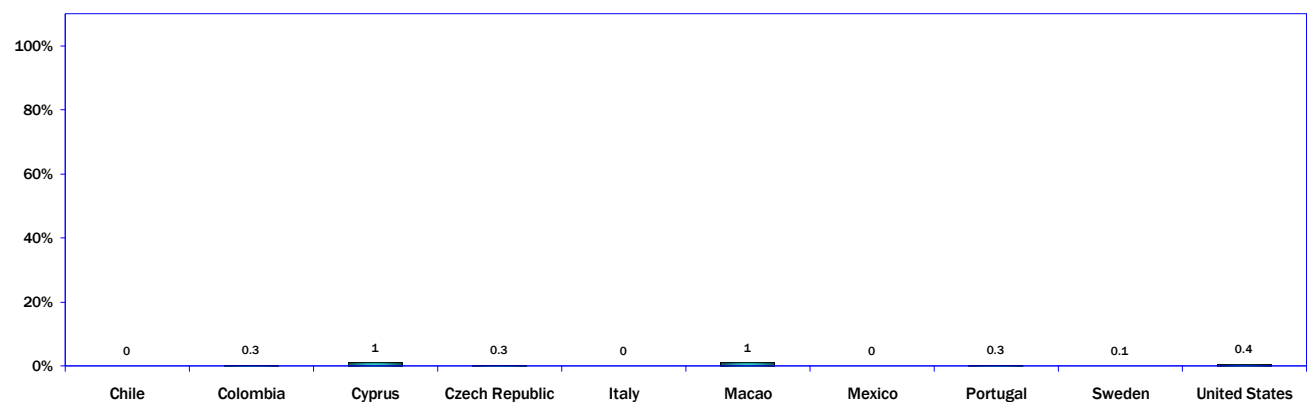
Q23F M-1F-4

#### Daily



Q23F M-1F-5

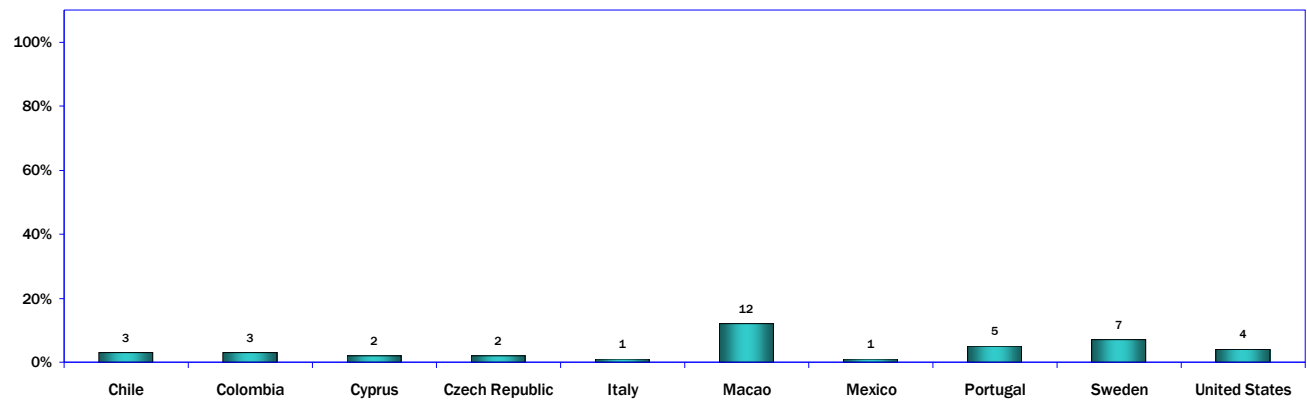
#### Several Times a Day



Q23F M-1F-6

### 33. Investing in Stocks, Bonds, or Funds: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, or Several Times a Day)**



Q23F (M-1F-4-6)

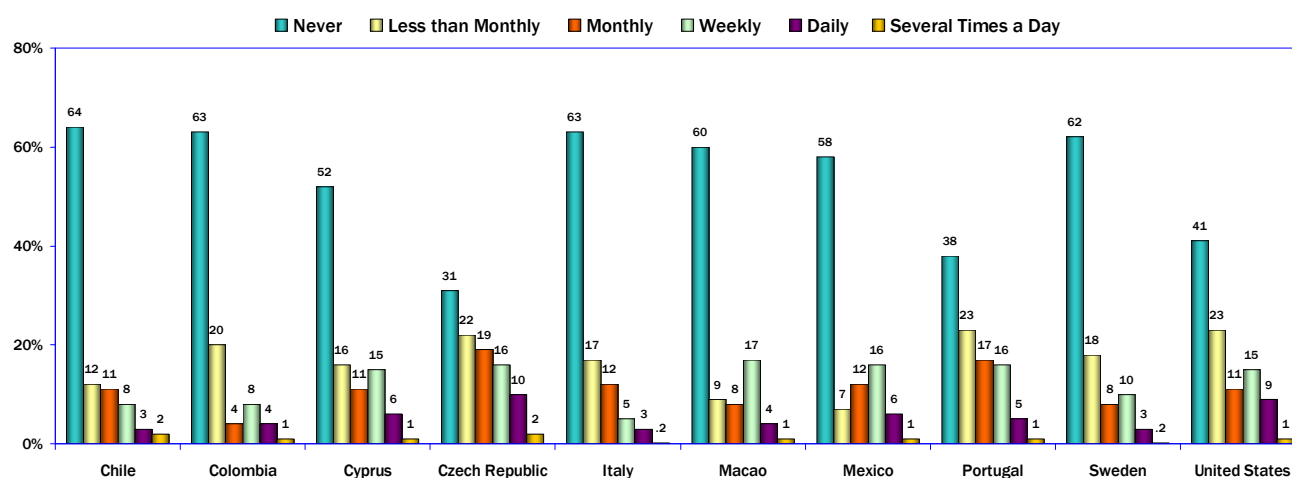
### 34. Looking for Jokes or Humor

Modest percentages of Internet users regularly look for jokes or humor online.

In six of the WIP countries and regions, between 20 and 30 percent of users look for jokes or humor online at least weekly: Cyprus, the Czech Republic, Macao, Mexico, Portugal, and the United States.

In all of the WIP countries and regions except the Czech Republic, Portugal, and the United States, more than half of users never look for jokes or humor online.

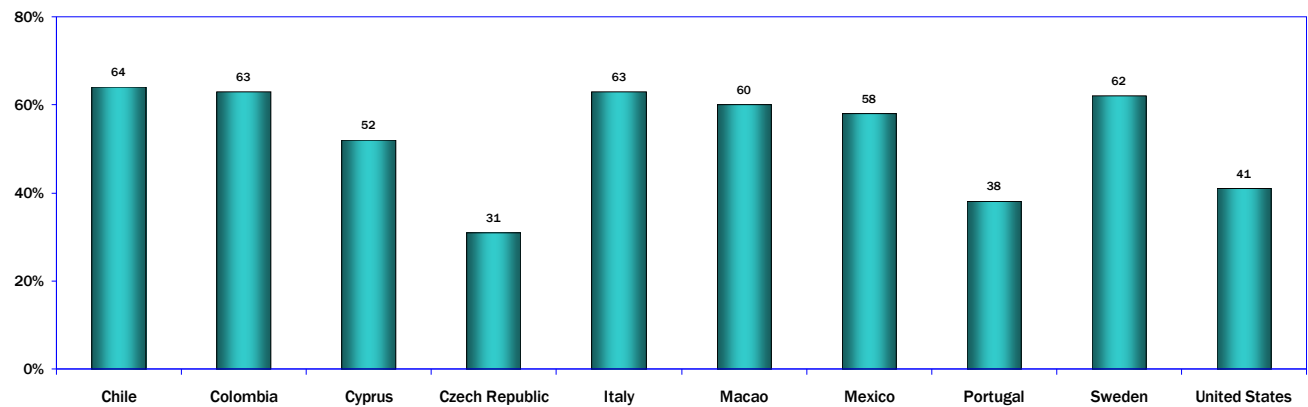
#### Internet Use to Look for Jokes or Humor (Internet Users Age 18 and Older)



Q21E M-1E

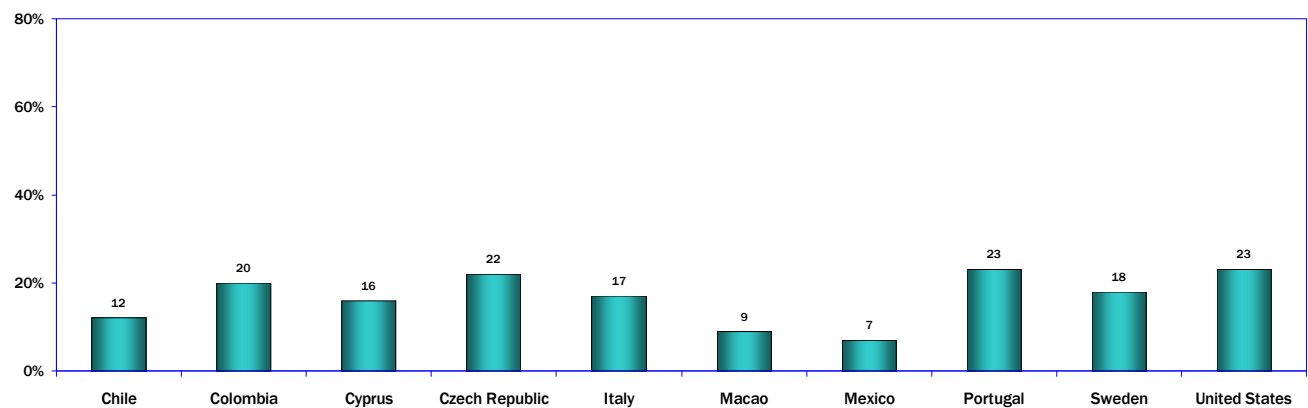
### 34. Look for Jokes/Humor: Detailed Responses

#### Never



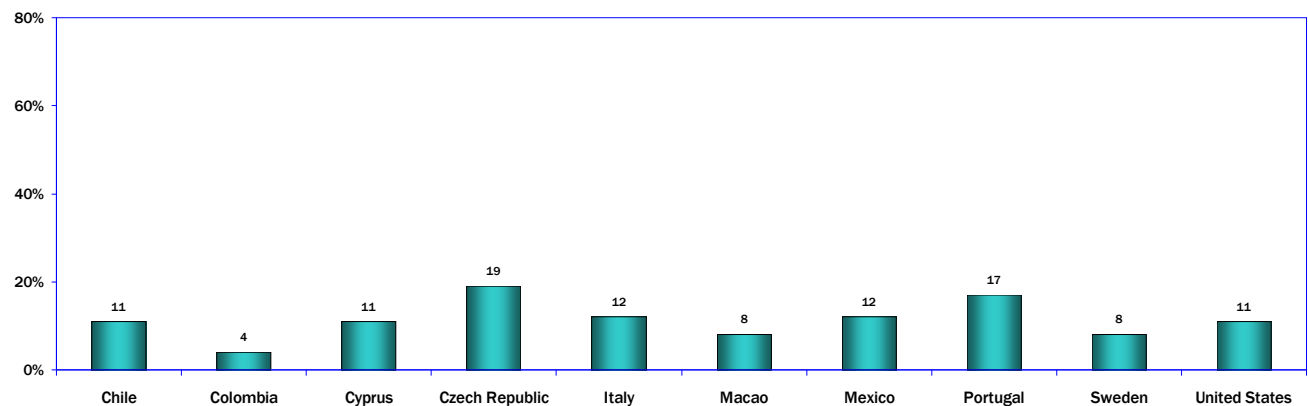
Q21E M-1E-1

#### Less than Monthly



Q21E M-1E-2

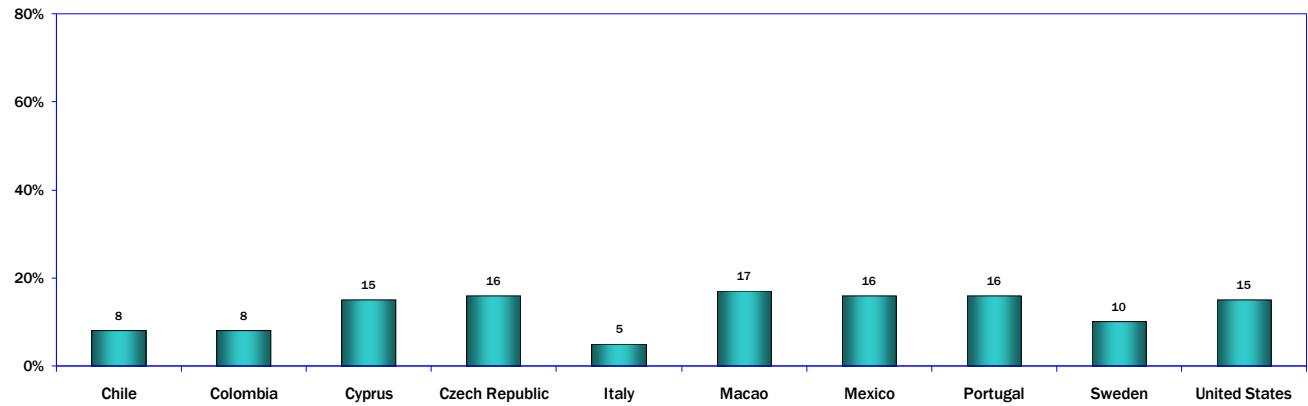
#### Monthly



Q21E M-1E-3

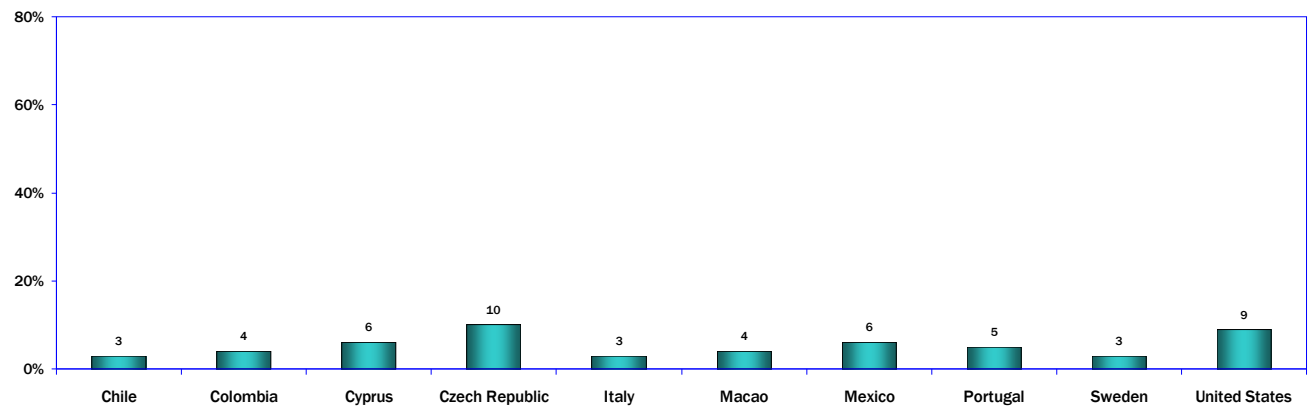
### 34. Look for Jokes/Humor: Detailed Responses

#### Weekly



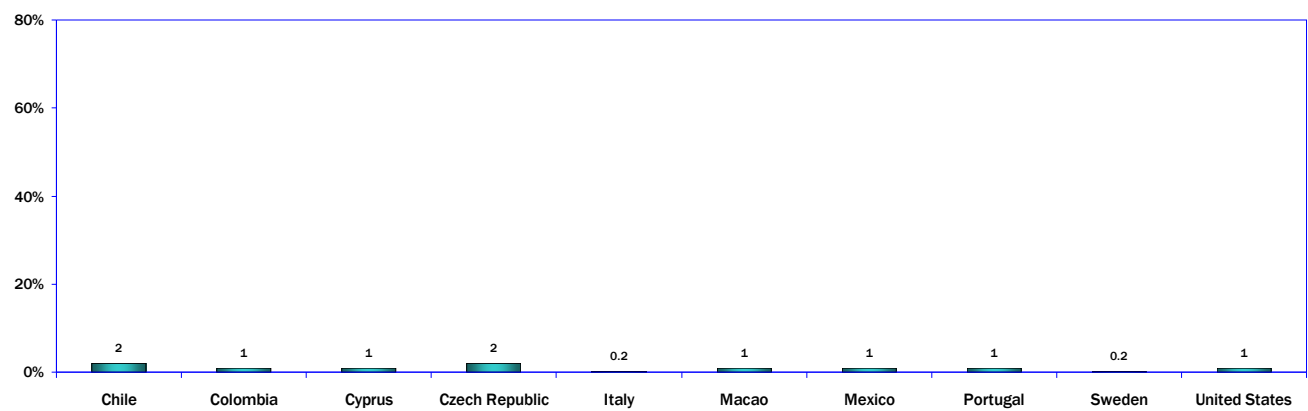
Q21E M-1E-4

#### Daily



Q21E M-1E-4

#### Several Times a Day

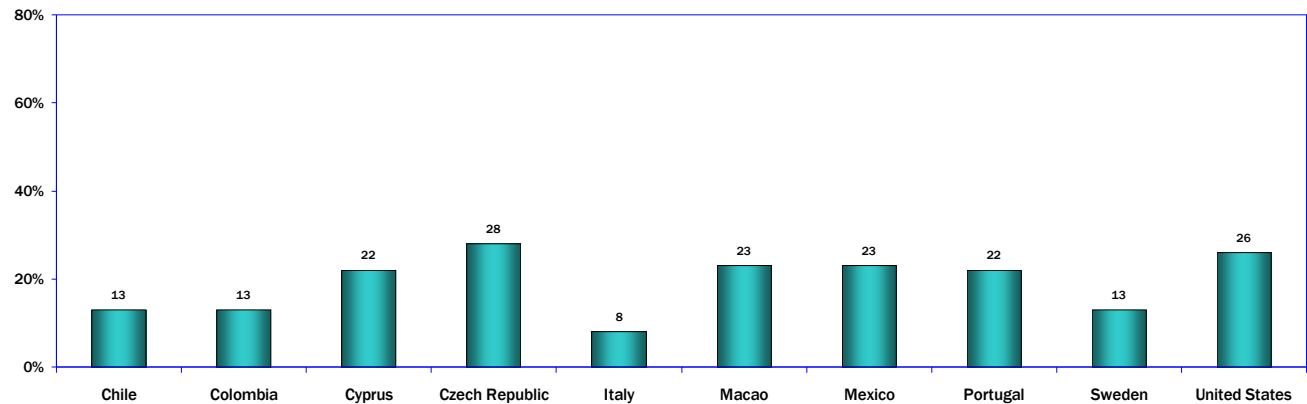


Q21E M-1E-5



### 34. Look for Jokes/Humor: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



Q21E M-1D-5

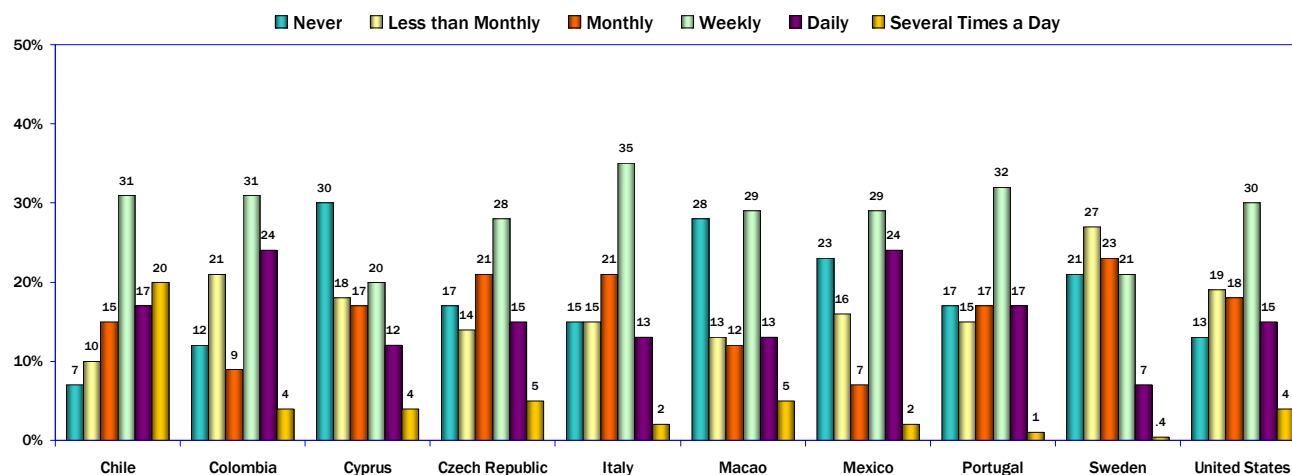
## 35. Finding or Checking a Fact

Large percentages of Internet users go online regularly to find or check facts.

Forty percent or more of users in all of the WIP countries and regions except Cyprus and Sweden go online at least weekly for fact finding or fact checking.

Going online at least weekly to find or check a fact was especially high in Chile (Santiago) (68 percent), Colombia (59 percent), and Mexico (55 percent).

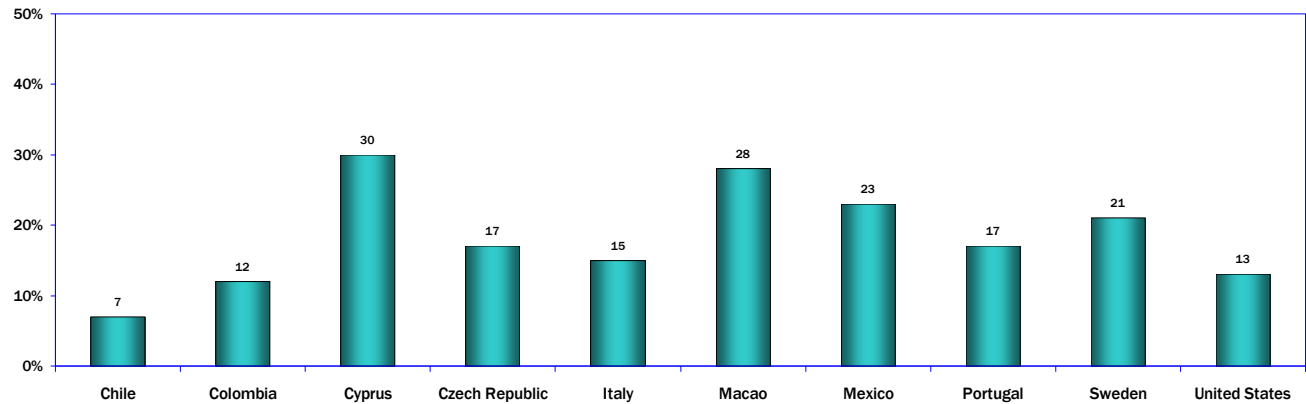
### Internet Use to Find or Check a Fact (Internet Users Age 18 and Older)



Q24B M-1B

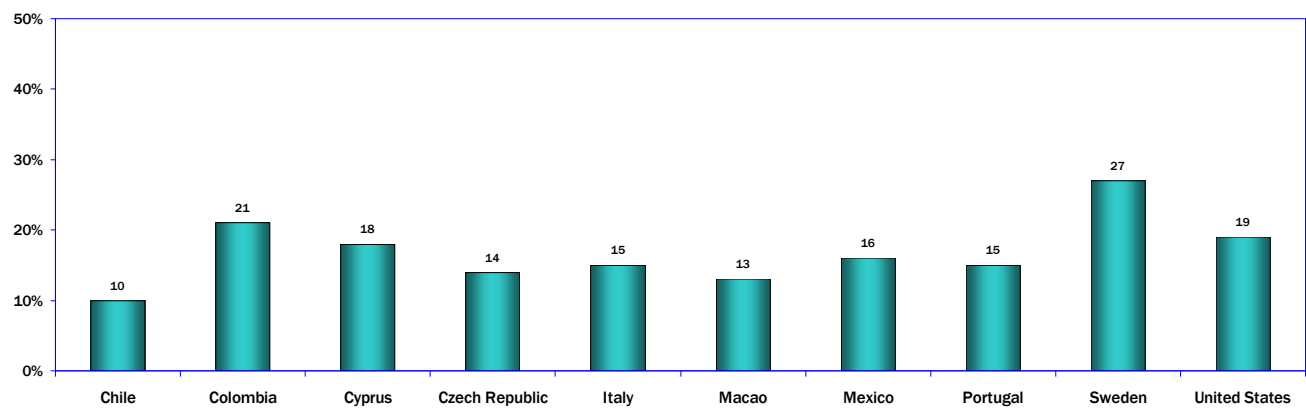
### 35. Finding or Checking a Fact: Detailed Responses

#### Never



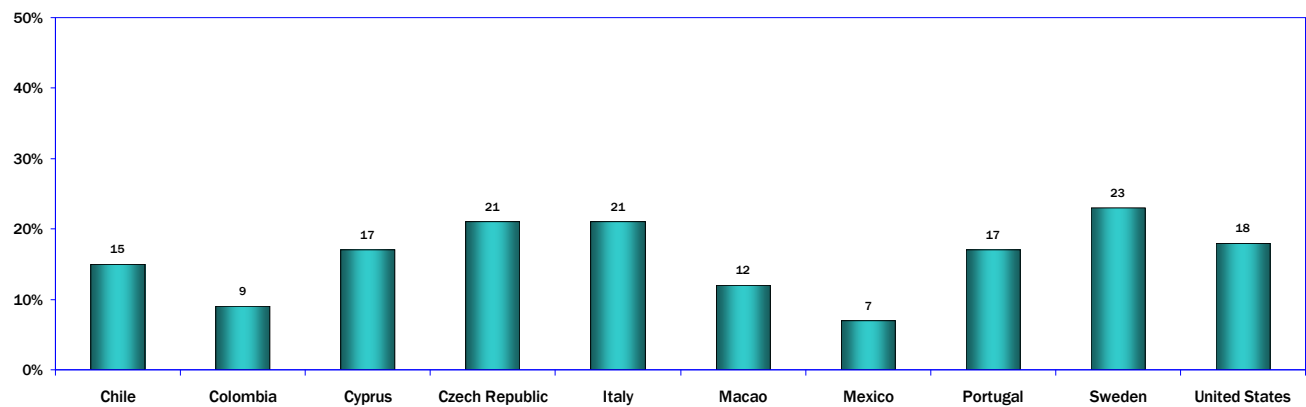
Q24B M-1B-1

#### Less then Monthly



Q24B M-1B-2

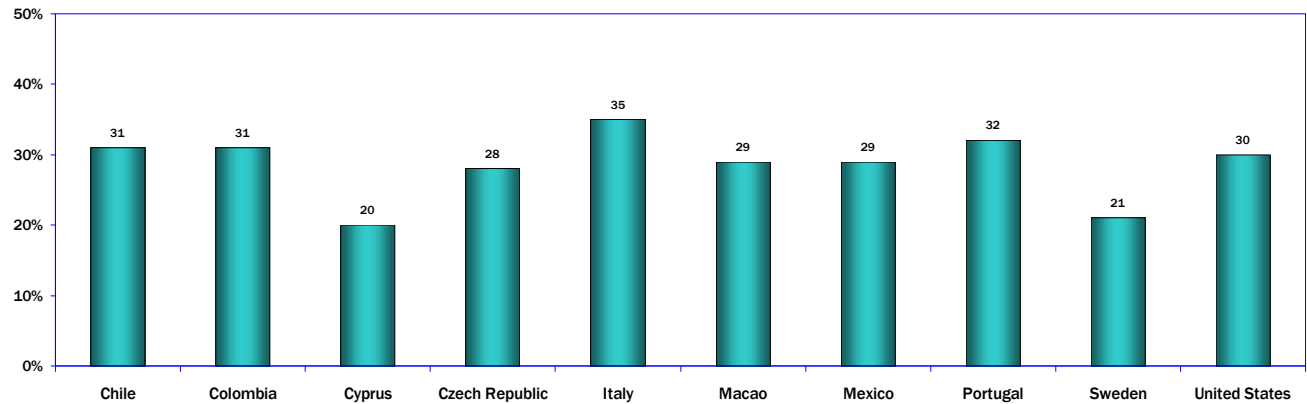
#### Monthly



Q24B M-1B-3

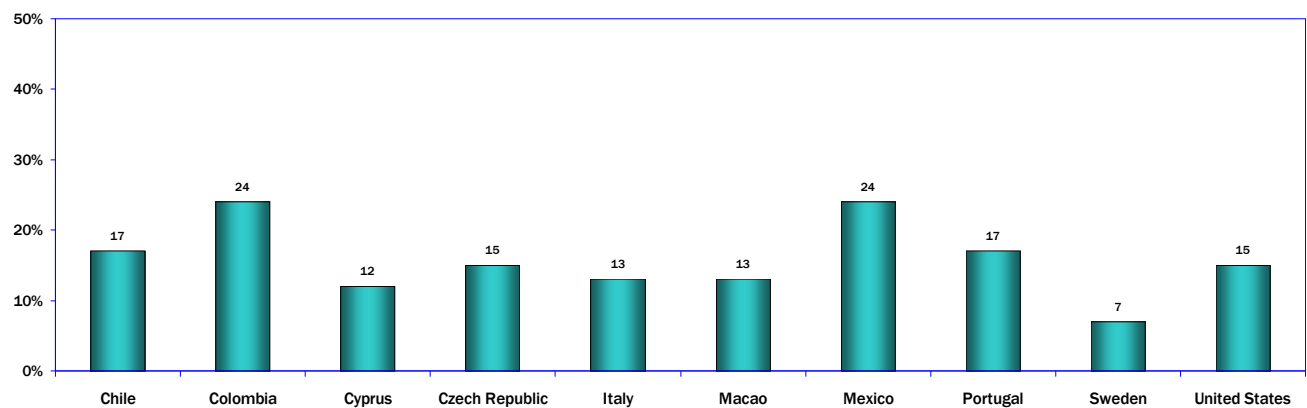
### 35. Finding or Checking a Fact: Detailed Responses

#### Weekly



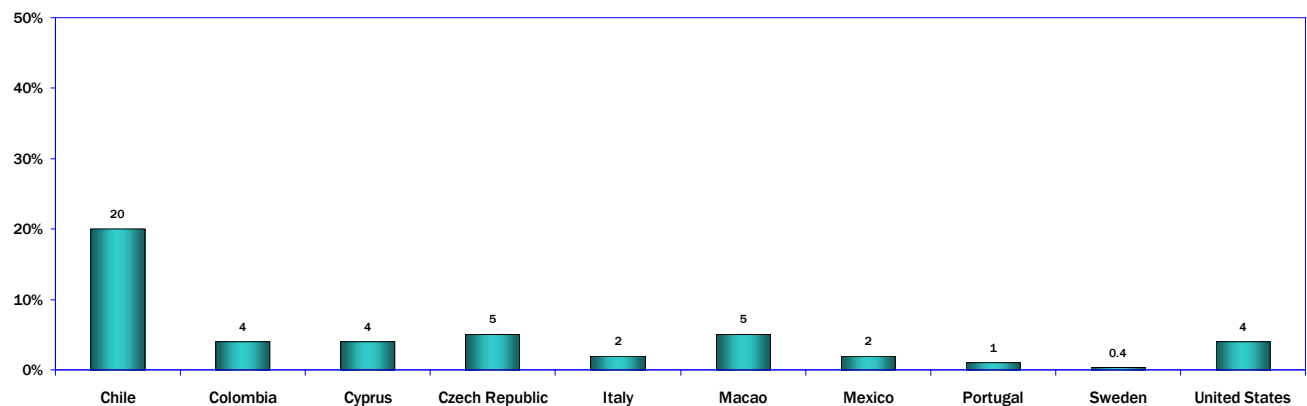
Q24B M-1B-4

#### Daily



Q24B M-1B-5

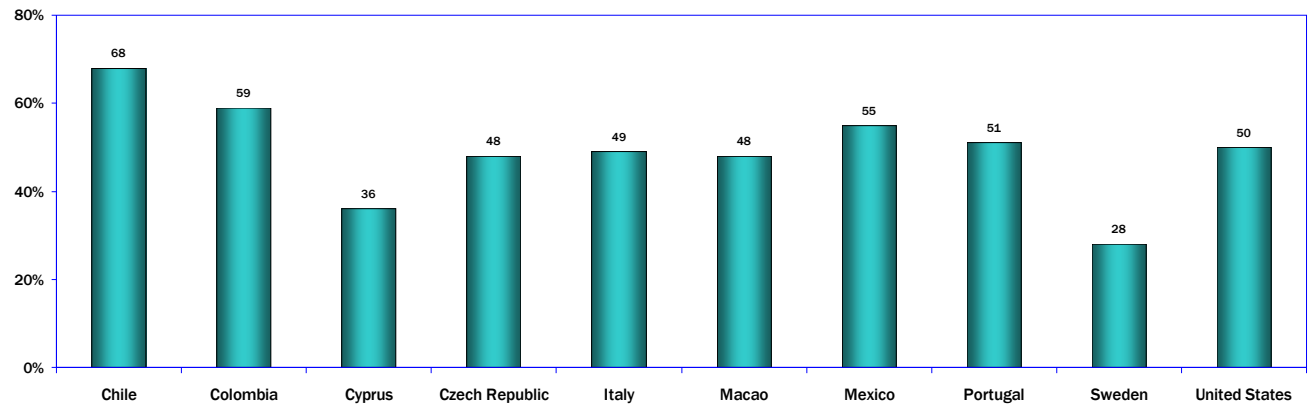
#### Several Times a Day



Q24B M-1B-6

### 35. Finding or Checking a Fact: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



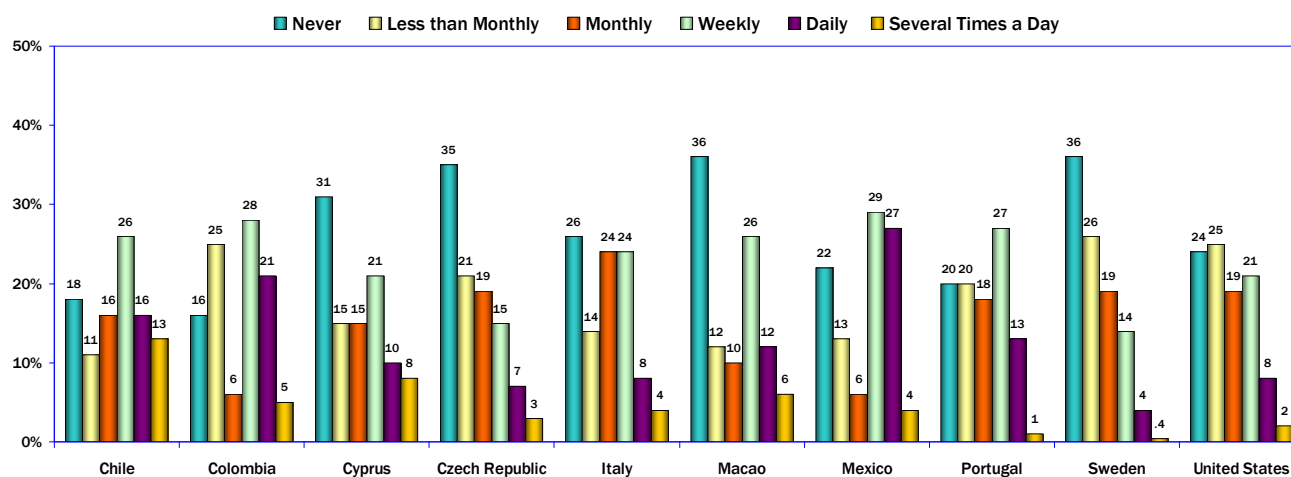
Q24B M-1B-4-6

### 36. Looking up the Definition of a Word

Large percentages of users go online to look up the definition of a word on a regular basis.

Thirty percent or more of users in all of the WIP countries and regions except the Czech Republic and Sweden go online at least weekly to look up a word.

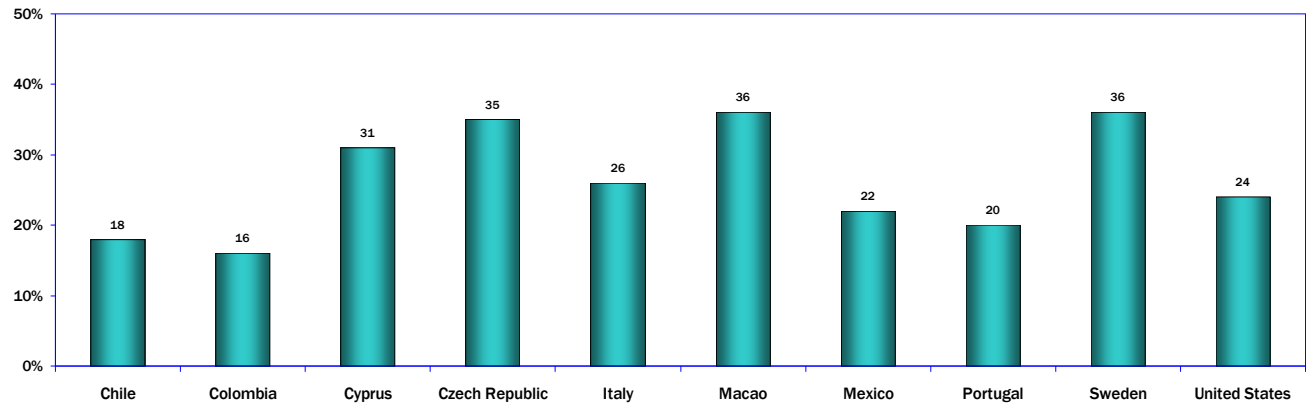
#### Internet Use to Look Up the Definition of a Word (Internet Users Age 18 and Older)



Q24A M-1A

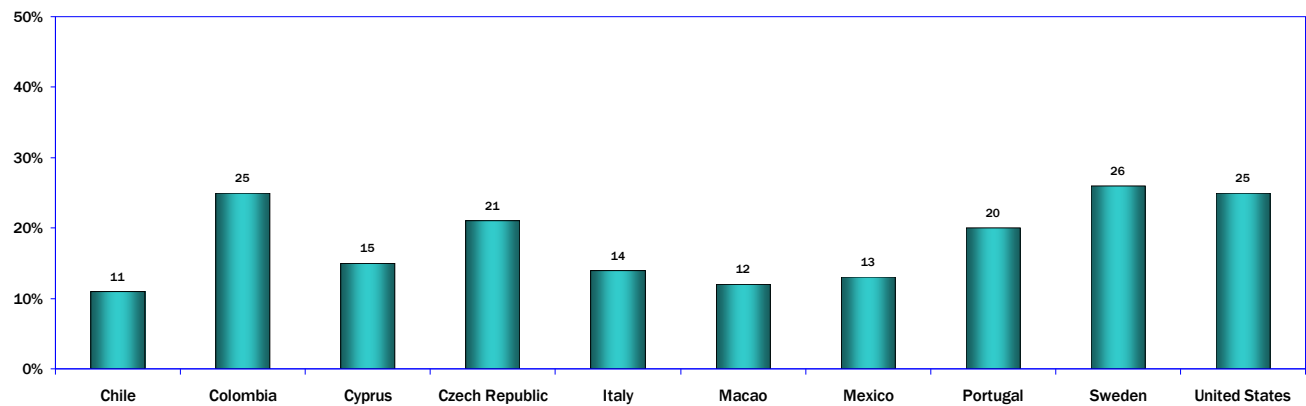
### 36. Looking up the Definition of a Word: Detailed Responses

#### Never



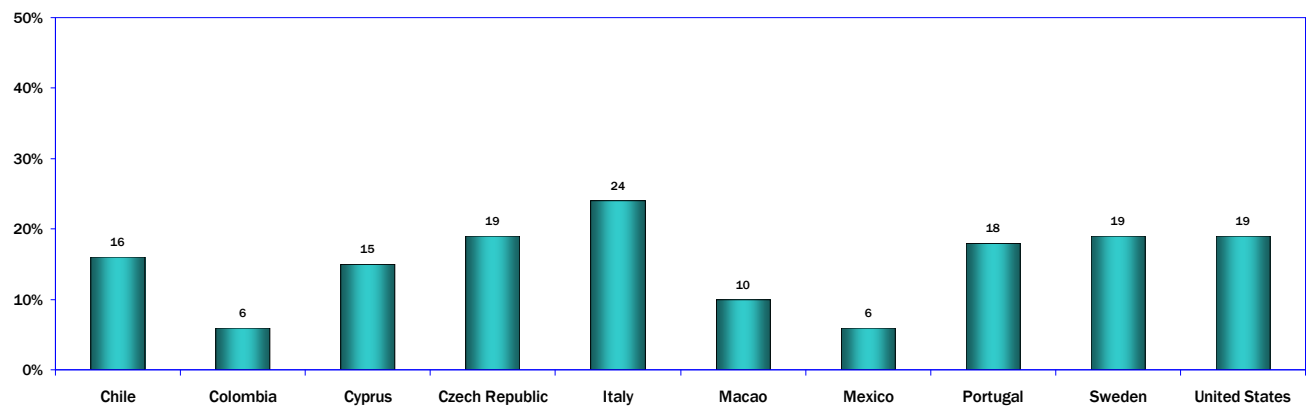
Q24A M-1A-1

#### Less than Monthly



Q24A M-1A-2

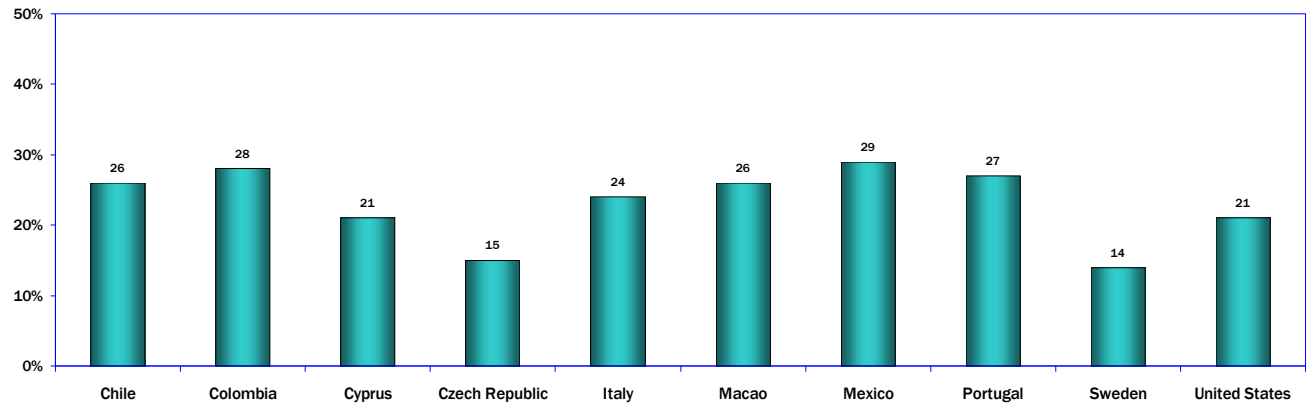
#### Monthly



Q24A M-1A-3

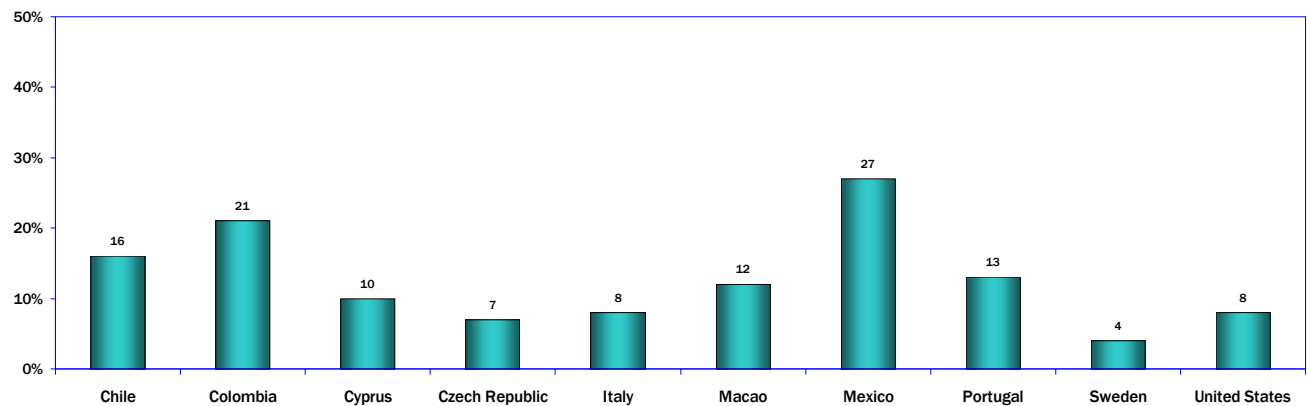
### 36. Looking up the Definition of a Word: Detailed Responses

#### Weekly



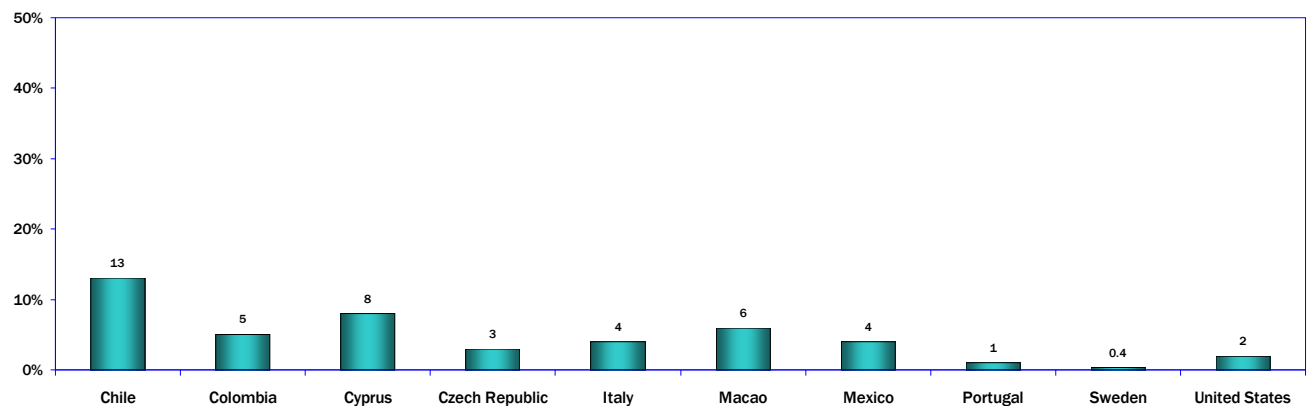
Q24A M-1A-4

#### Daily



Q24A M-1A-5

#### Several Times a Day

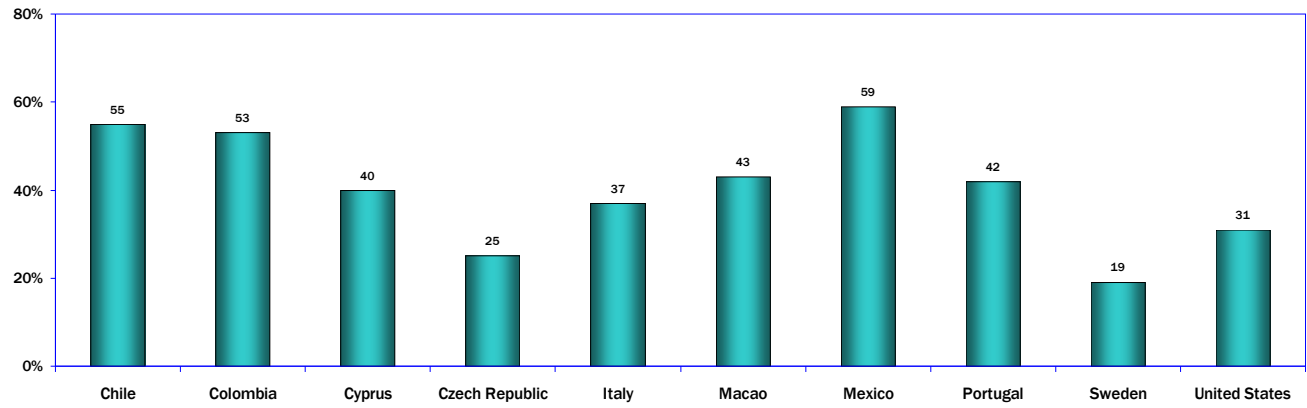


Q24A M-1A-6



### 36. Looking up the Definition of a Word: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, or Several Times a day)



Q24A M-1A-4-6

**Findings**

**World Internet Project 2010**

**Online Purchasing**

**Views about Credit Card Security**

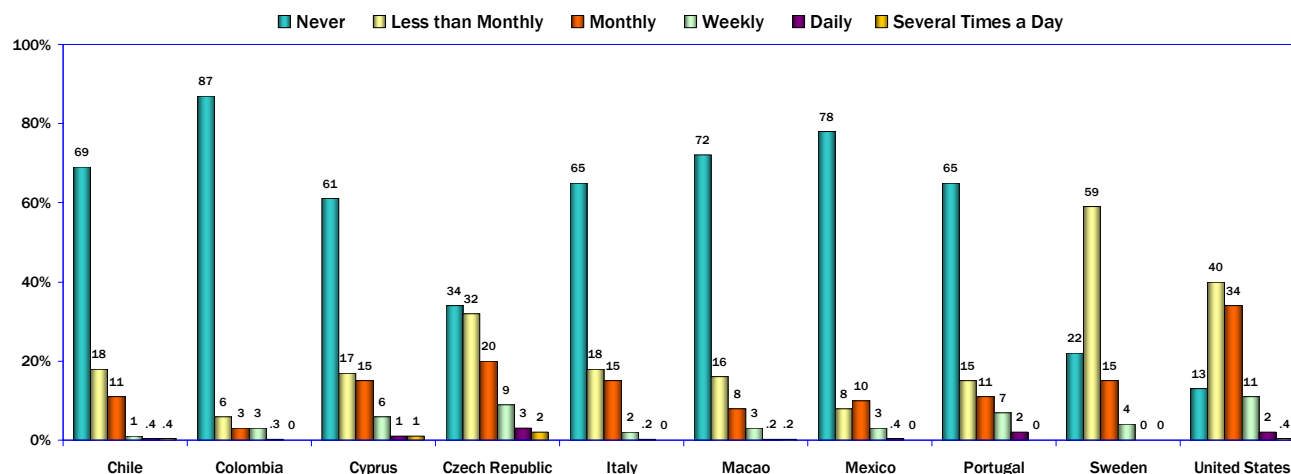
### 37. Internet Purchasing: Frequency

Purchasing online is not yet a typical experience for Internet users in most of the WIP countries and regions.

The WIP countries and regions reported a wide range of online buying frequency; for example, in seven of the reporting countries and regions, more than 60 percent of Internet users never go online to buy. However, the extremes reporting this response are notable -- only 13 percent in the United States and 22 percent in Sweden reported never buy online, compared to 87 percent in Colombia and 78 percent in Mexico.

Among all Internet users, only two countries and regions reported double-digit percentages of users who buy online at least weekly: the Czech Republic (14 percent) and the United States (13 percent). And four WIP countries and regions had 20 percent or more of users who buy online at least monthly: the United States (47 percent), the Czech Republic (34 percent), Cyprus (23 percent), and Portugal (20 percent).

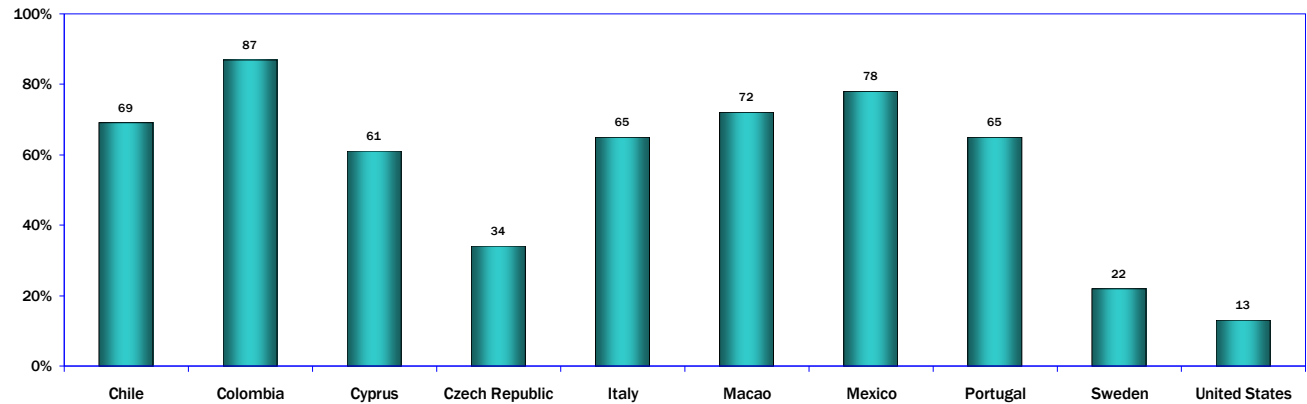
#### Online Purchasing (Internet Users Age 18 and Older)



Q23B M-1B

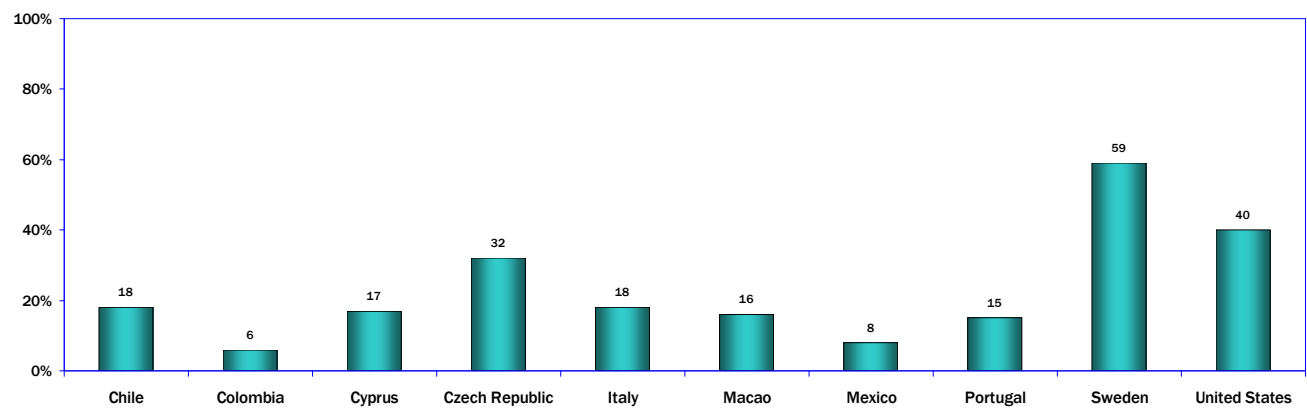
### 37. Internet Purchasing: Detailed Responses

#### Never



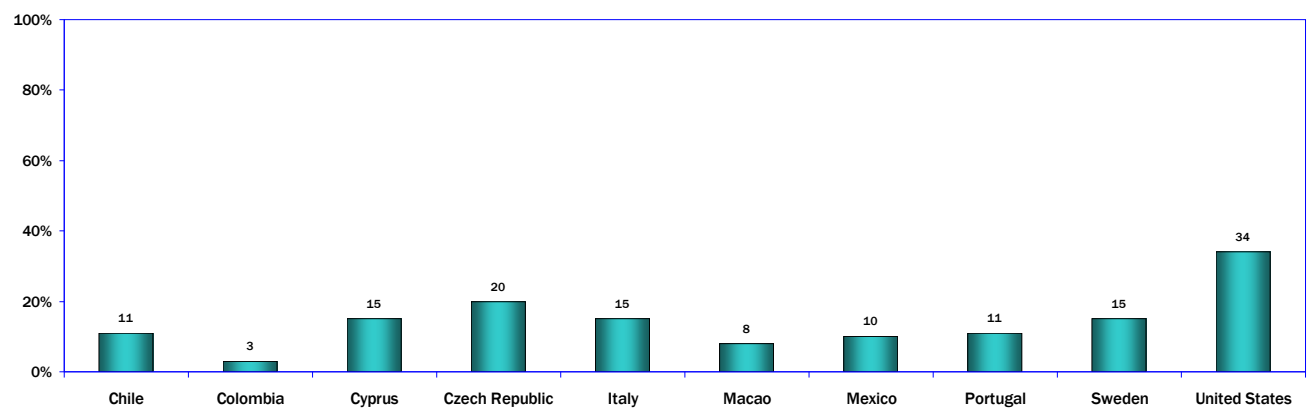
Q23B M-1B-1

#### Less than Monthly



Q23B M-1B-2

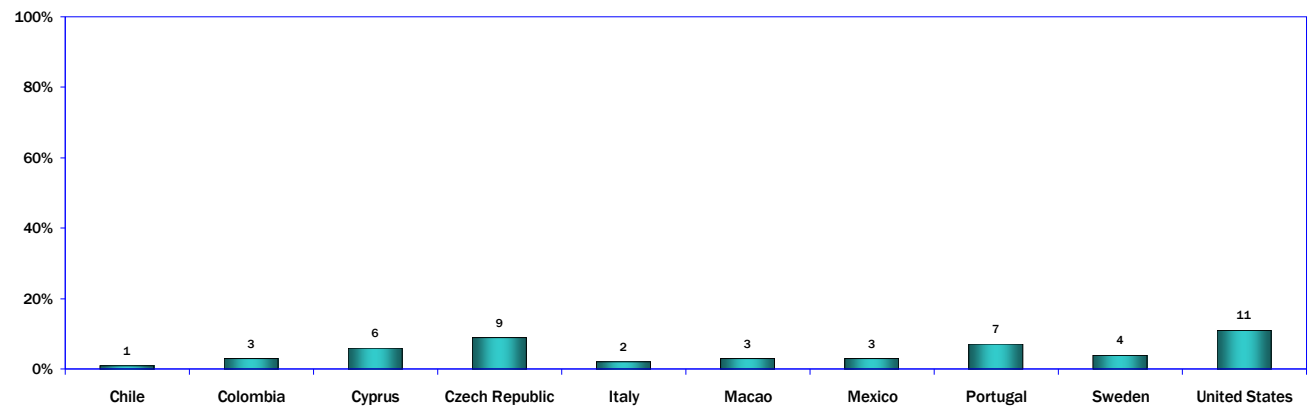
#### Monthly



Q23B M-1B-3

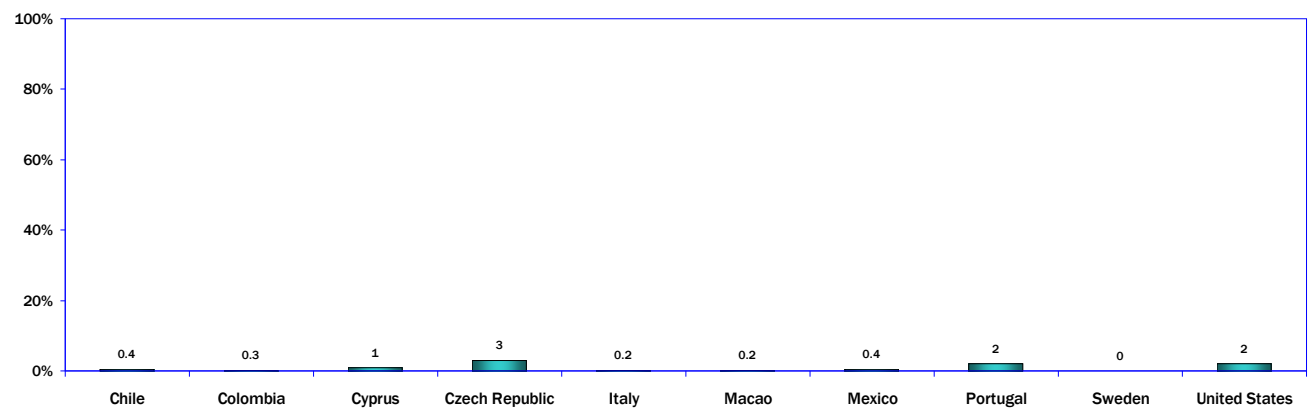
## 37. Internet Purchasing: Detailed Responses

### Weekly



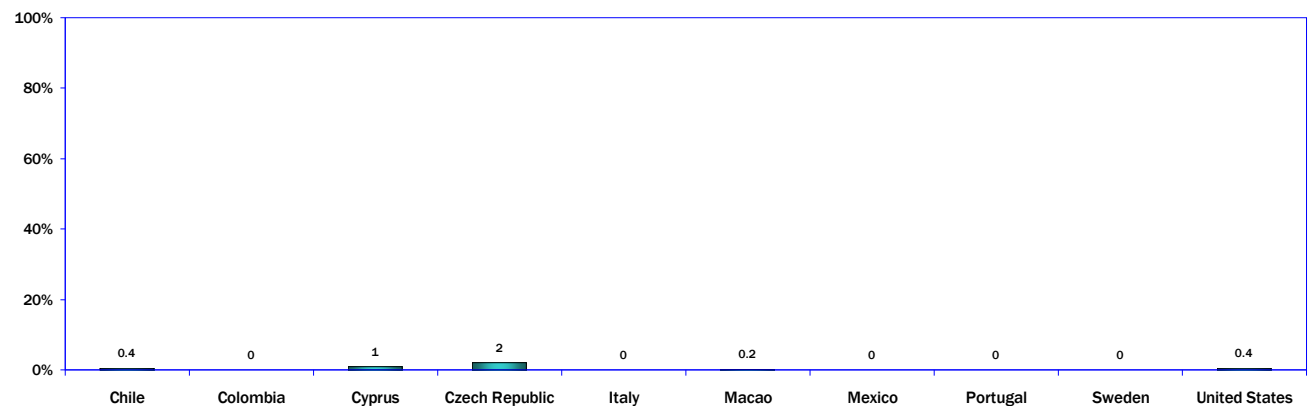
Q23B M-1B-4

### Daily



Q23B M-1B-5

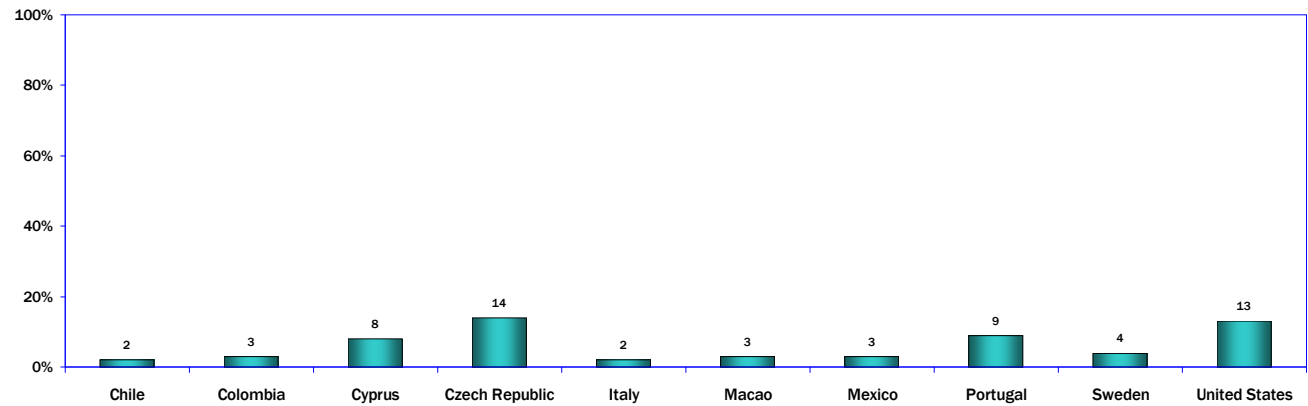
### Several Times a Day



Q23B M-1B-6

### 37. Internet Purchasing: Detailed Responses

#### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



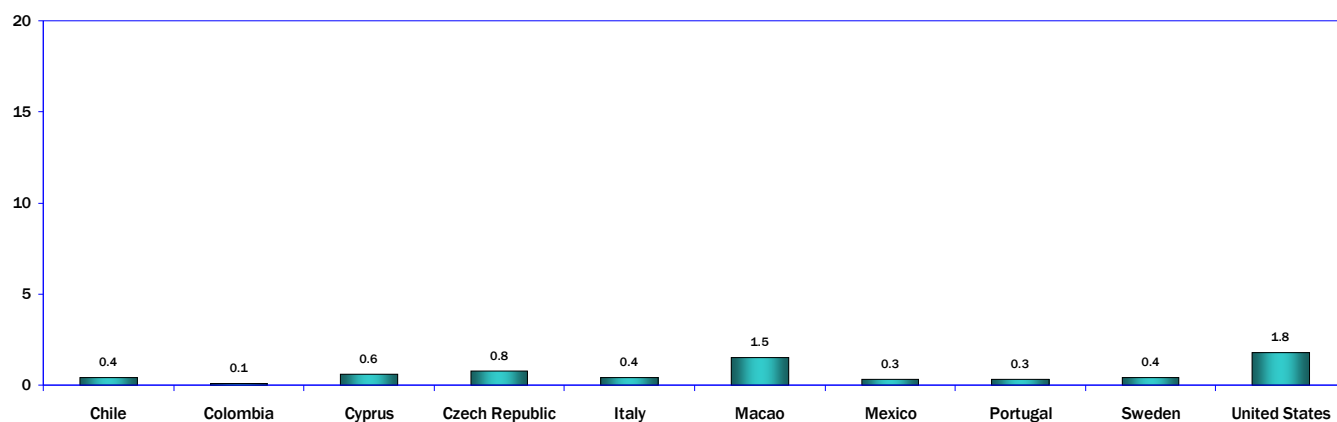
Q23B M-1B-4-6

### 38. Buying Online: How Many Purchases Per Month?

The frequency of online purchasing remains at relatively low levels in most of the countries and regions in the World Internet Project, with only Macao and the United States reporting more than one purchase per month.

*(For findings on how often users go online to find product information, see page 86.)*

#### Internet Purchases: Monthly (Internet Users Age 18 and Older)



(Not including payments for Internet connection, or bill payments for non-Internet services such as gas or phone)

### 39. Concerns about Credit Card Security

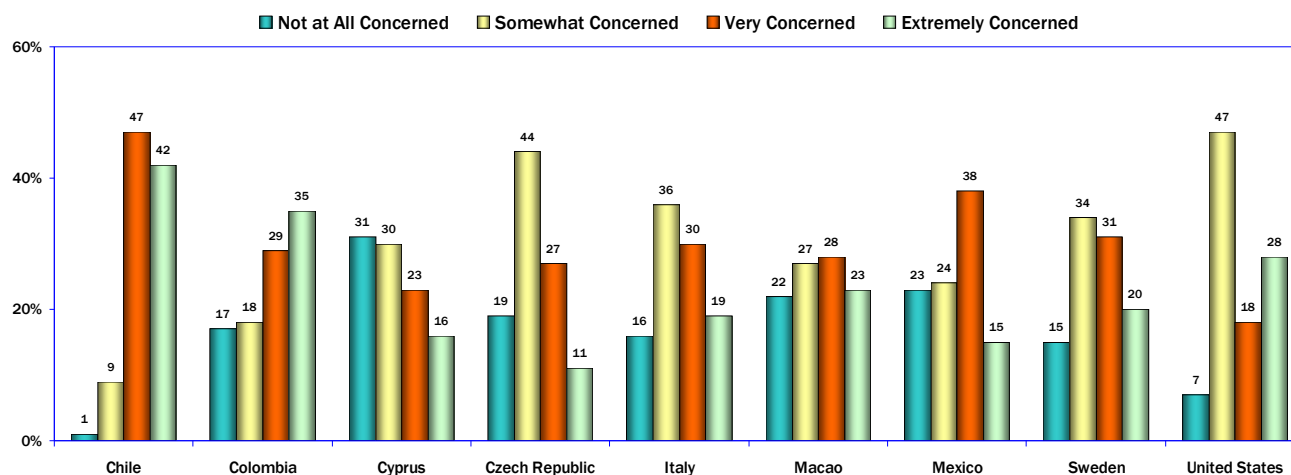
Levels of concern about the security of credit card information during online purchasing are very high. At least two-thirds of Internet users age 18 or older in all of the WIP countries and regions reported some level of concern when or if they bought something online.

Only Cyprus reported more than 30 percent of Internet users with no concern when or if they bought online.

In seven of nine countries that reported on this question, 40 percent or more of respondents are very concerned or extremely concerned about the security of credit card information when buying online: Chile (Santiago) (89 percent), Colombia (64 percent), Macao (51 percent), Mexico (53 percent), Sweden (51 percent), Italy (49 percent), and the United States (46 percent).

Even in Cyprus, with its relatively high level of non-concern, 39 percent of users nevertheless reported that they are very concerned or extremely concerned about online purchasing.

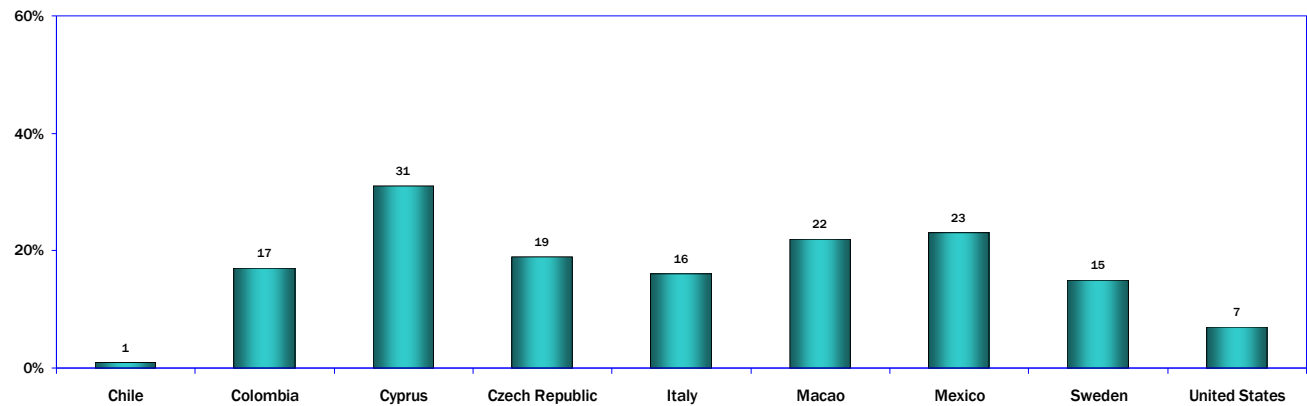
#### Concerns about the Credit Card Security when or if Users Ever Bought Something Online (Internet Users Age 18 and Older)





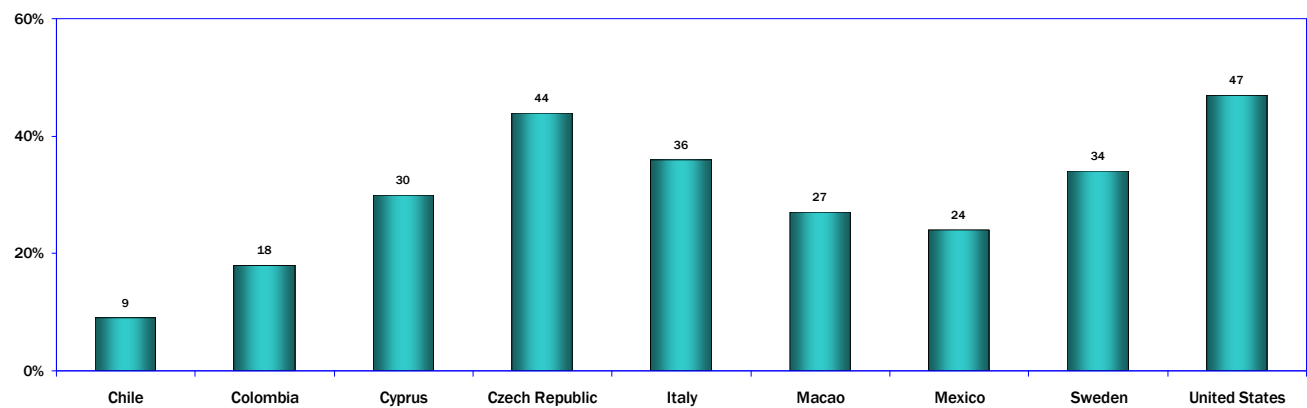
### 39. Concerns about Credit Card Security: Detailed Responses

#### Not at all Concerned



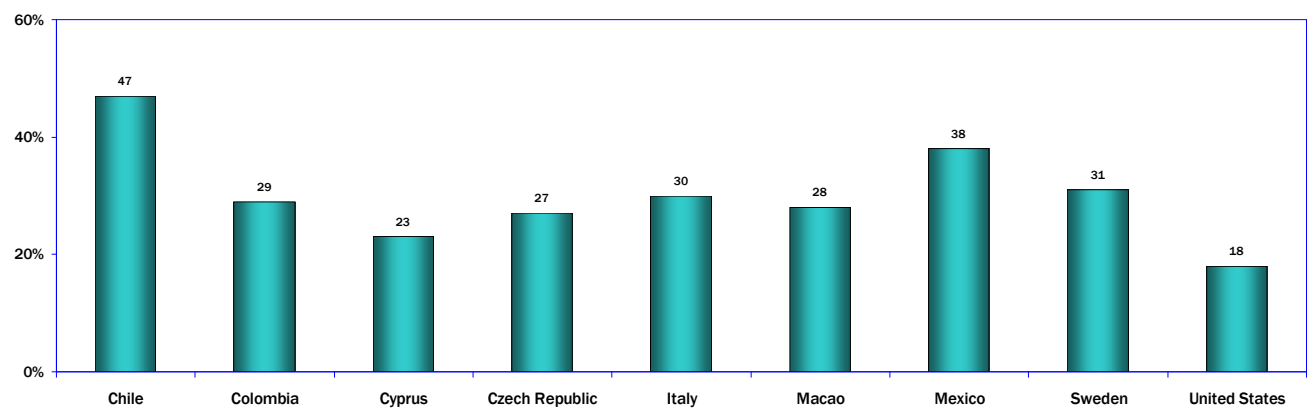
Q7 S-1A

#### Somewhat Concerned



Q7 S-1B

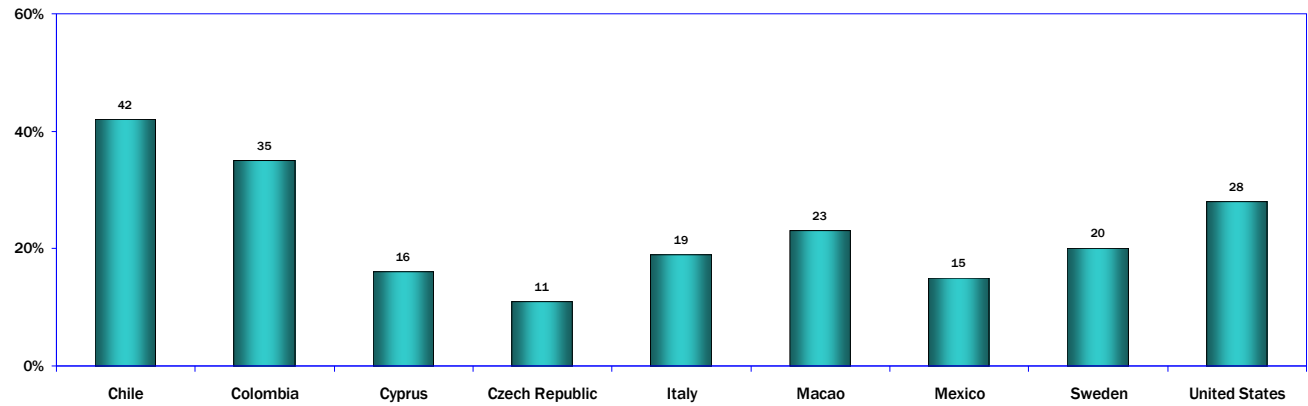
#### Very Concerned



Q7 S-1C

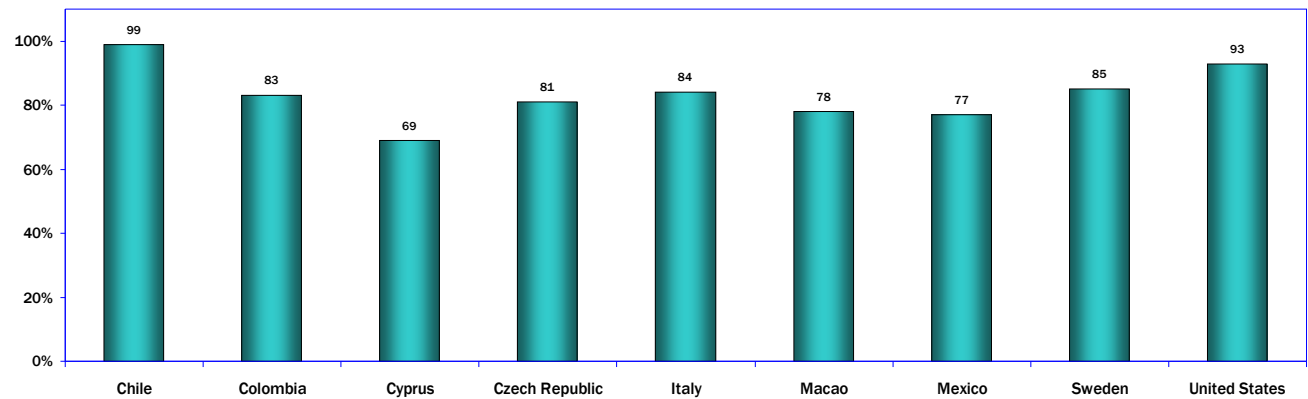
### 39. Concerns about Credit Card Security: Detailed Responses

#### Extremely Concerned



Q7 S-1D

#### Combined: All Concerned (Somewhat Concerned, Very Concerned, Extremely Concerned)



Q7 S-1B-D

**Findings**

**World Internet Project 2010**

**The Internet and Social Connections**

## Internet Use and Online Connections to Others

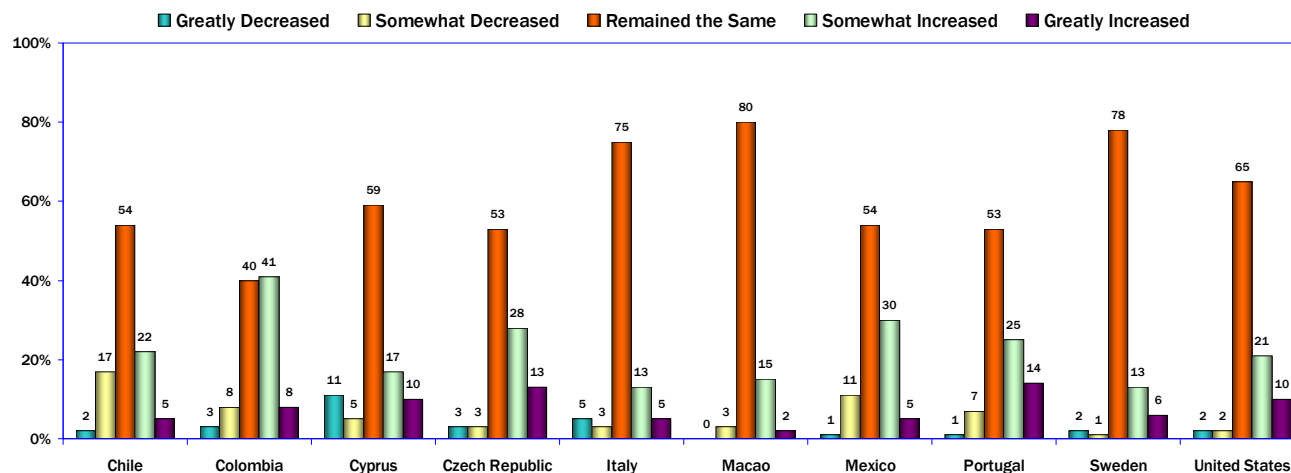
### 40. Online Contact for Hobbies and Recreation

Significant percentages of users in all of the World Internet Project countries and regions reported that going online has increased their contact with people who share their hobbies or recreational activities.

In seven of the WIP countries, at least one-quarter of users said that the Internet somewhat or greatly increased their contact with people who share their hobbies or recreational activities, with the highest percentage reported by Colombia (49 percent).

However, all of the WIP countries and regions except Colombia reported more than half of users who said the Internet has no impact on their contact with people who share their hobbies or recreational activities.

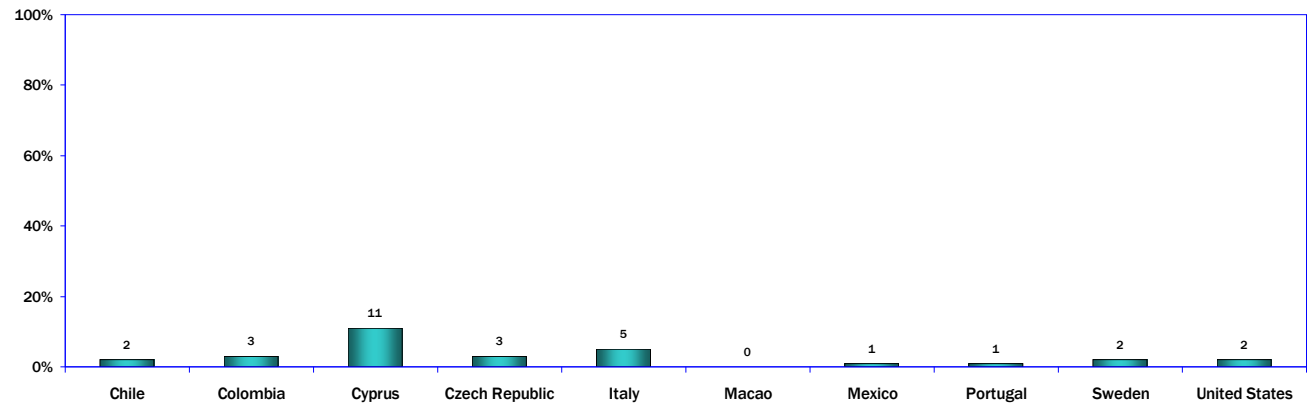
#### Internet Use: Effect on Contact with People Who Share Users' Hobbies or Recreational Activities (Internet Users Age 18 and Older)



Q8A M-1A

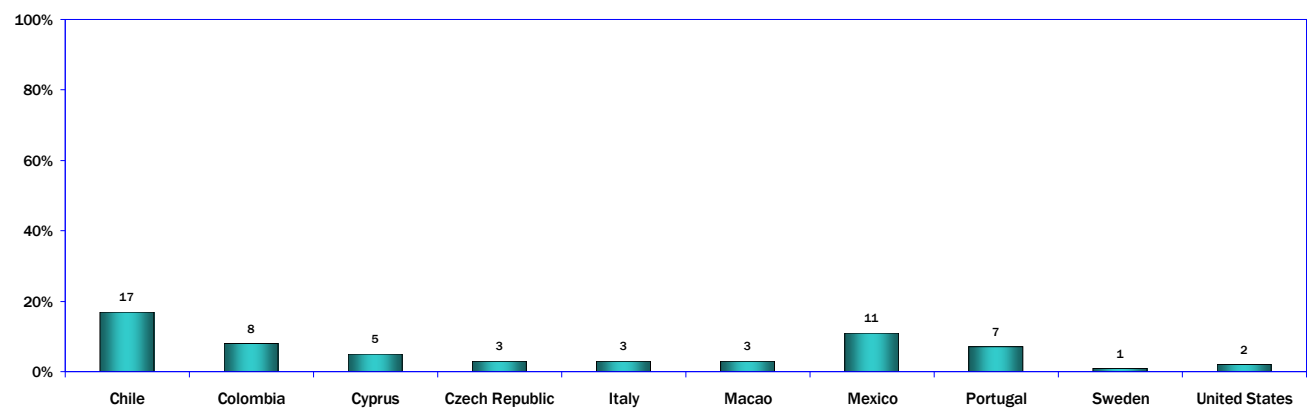
## 40. Online Contact for Hobbies and Recreation: Detailed Responses

### Greatly Decreased



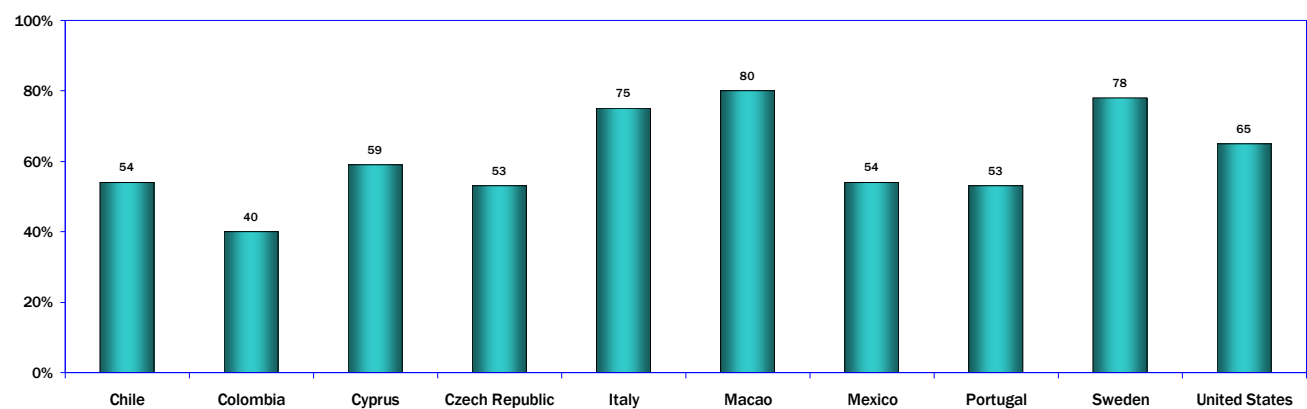
Q8A M-1A-1

### Somewhat Decreased



Q8A M-1A-2

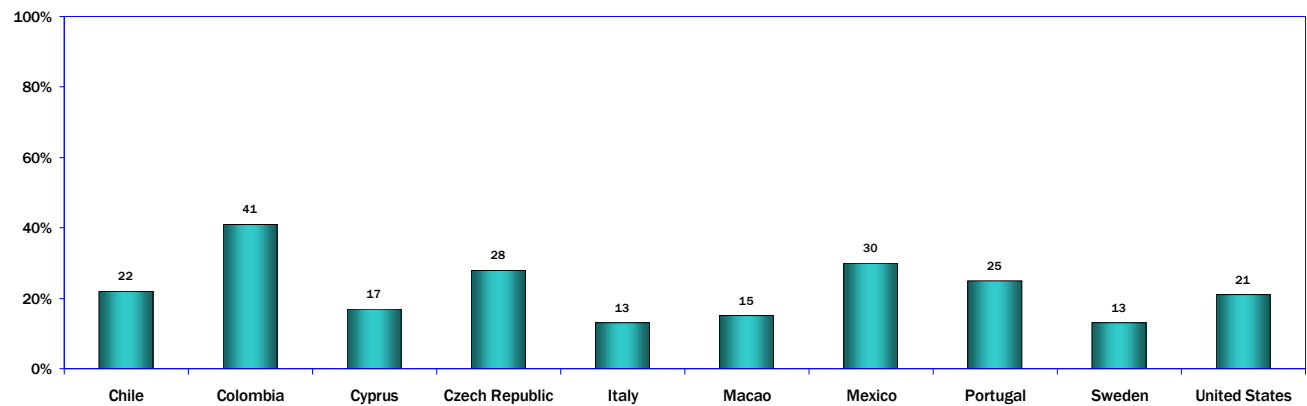
### Remained the Same



Q8A M-1A-3

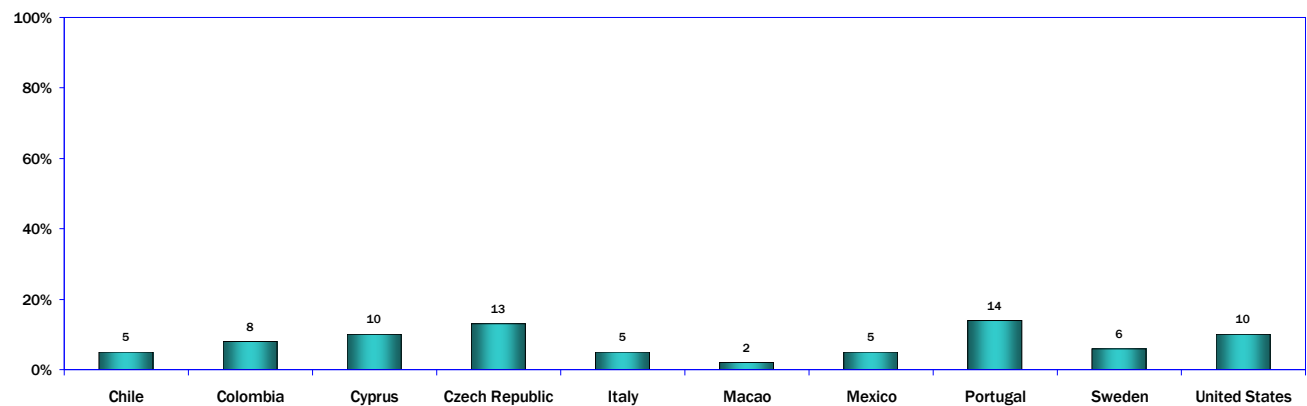
## 40. Online Contact for Hobbies and Recreation: Detailed Responses

### Somewhat Increased



Q8A M-1A-4

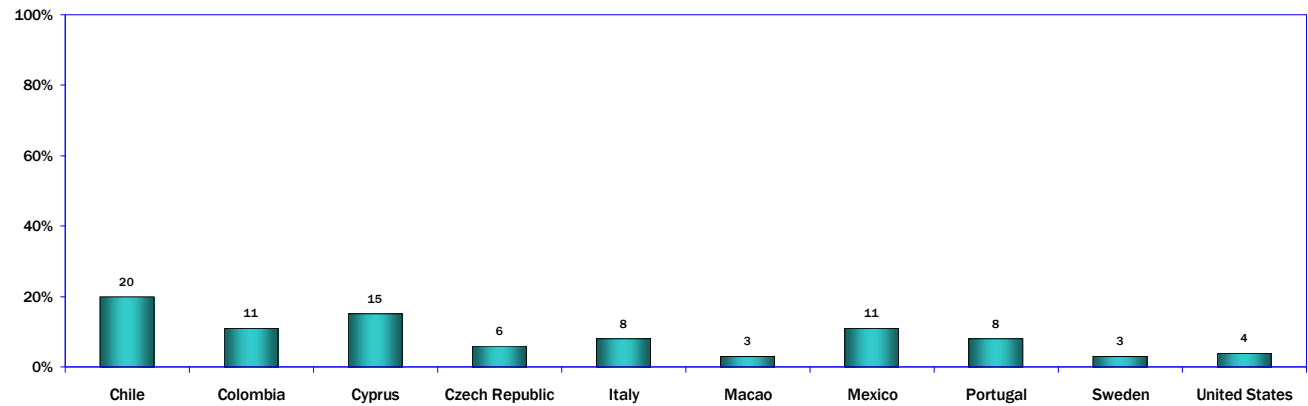
### Greatly Increased



Q8A M-1A-5

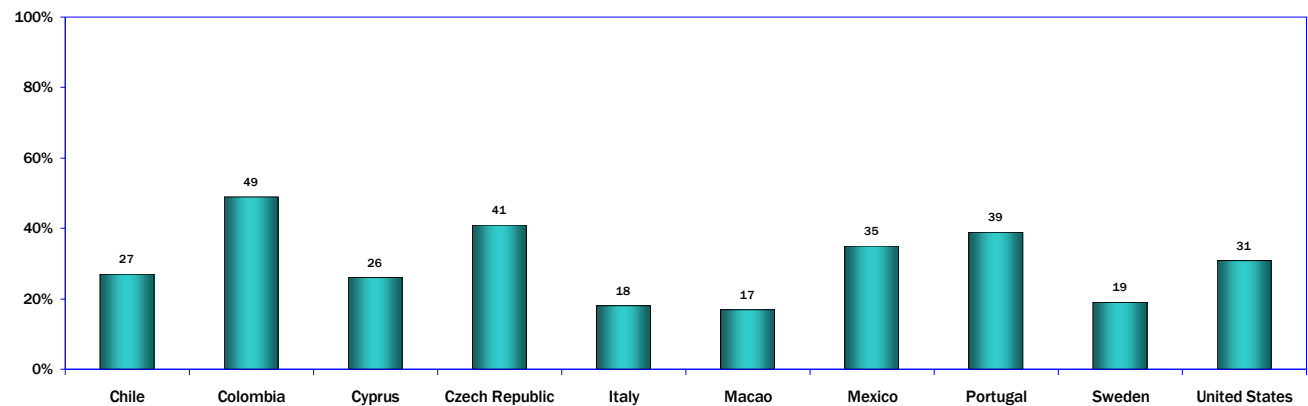
## 40. Online Contact for Hobbies and Recreation: Detailed Responses

### Combined: Somewhat Decreased and Greatly Decreased



Q8A M1A-1-2

### Combined: Somewhat Increased and Greatly Increased



Q8A M-1A-4-5

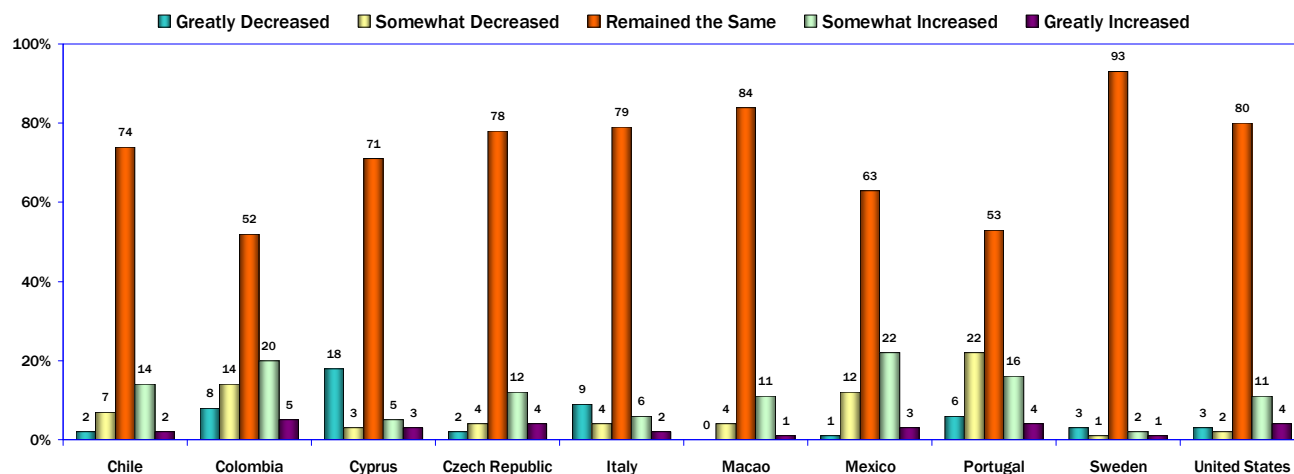
## 41. Online Contact for Political Engagement

Generally, low percentages of users reported that the Internet has increased their contact with people who share their political interests.

However, seven of the 10 WIP countries and regions that reported on this question had double-digit percentages of users who reported increased contact with people who share their political interests. Colombia and Mexico (25 percent) reported the highest percentages of increased contact with those who share political interests.

In all of the WIP countries and regions, at least half of users said the Internet has no impact on their contact with people who share their political interests. The highest percentages were reported by Sweden (93 percent), Macao (84 percent), the United States (80 percent), Italy (79 percent), and the Czech Republic (78 percent).

**Internet Use: Effect on Contact with People  
Who Share Users' Political Interests  
(Internet Users Age 18 and Older)**

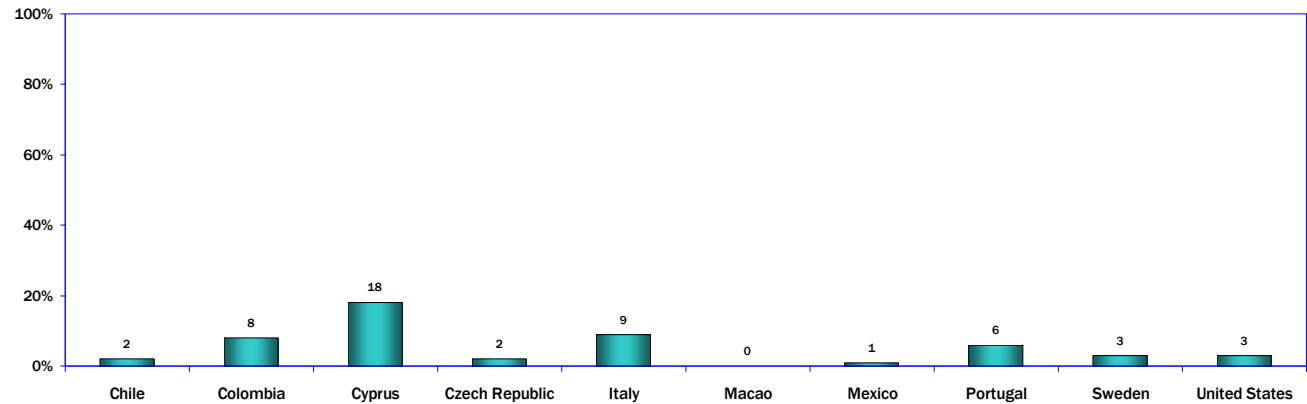


Q8B M-1B



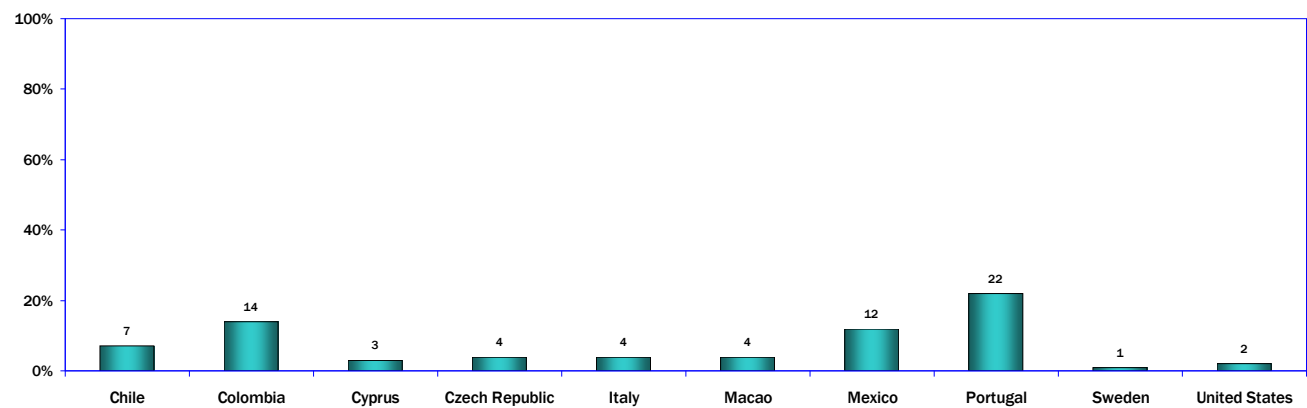
## 41. Online Contact for Political Engagement: Detailed Responses

### Greatly Decreased



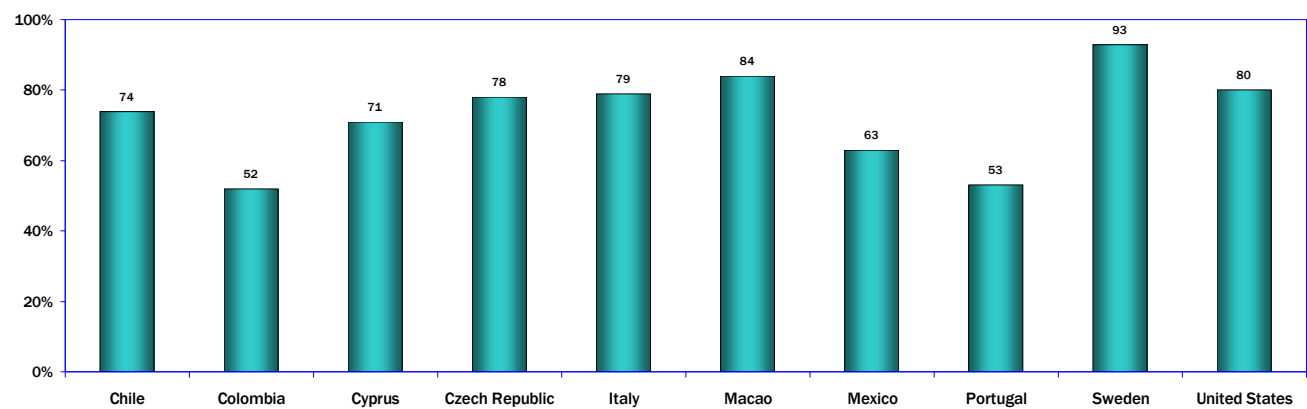
Q8B M-1B-1

### Somewhat Decreased



Q8B M-1B-2

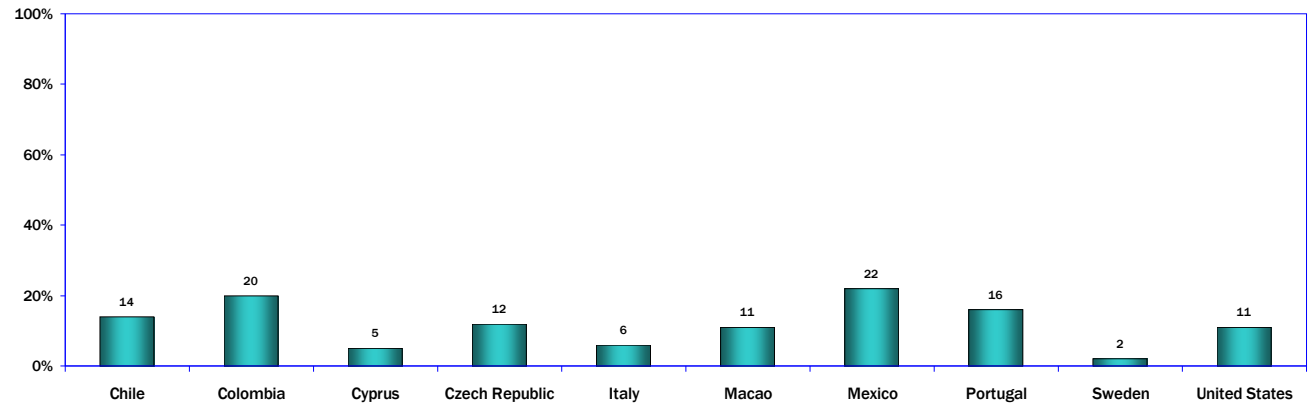
### Remained the Same



Q8B M-1B-3

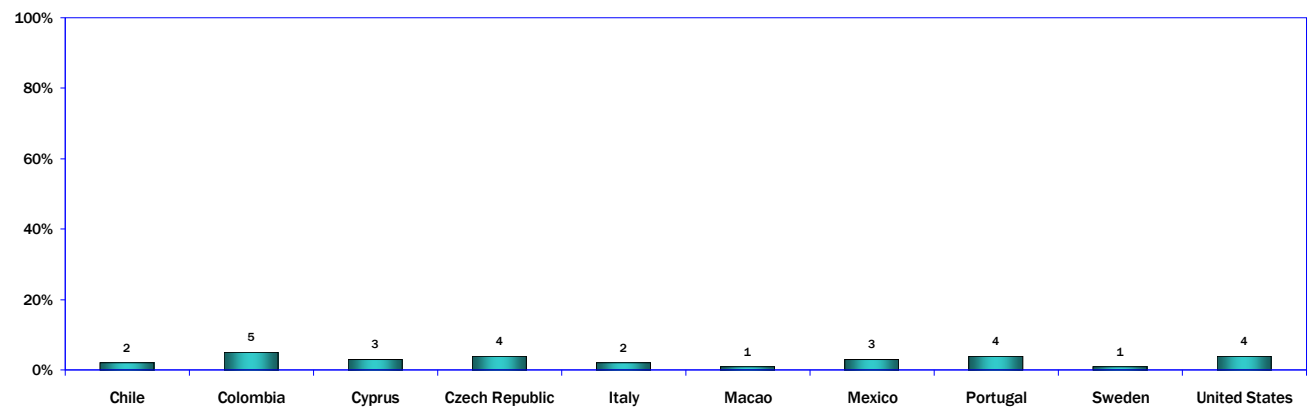
## 41. Online Contact for Political Engagement: Detailed Responses

### Somewhat Increased



Q8B M-1B-4

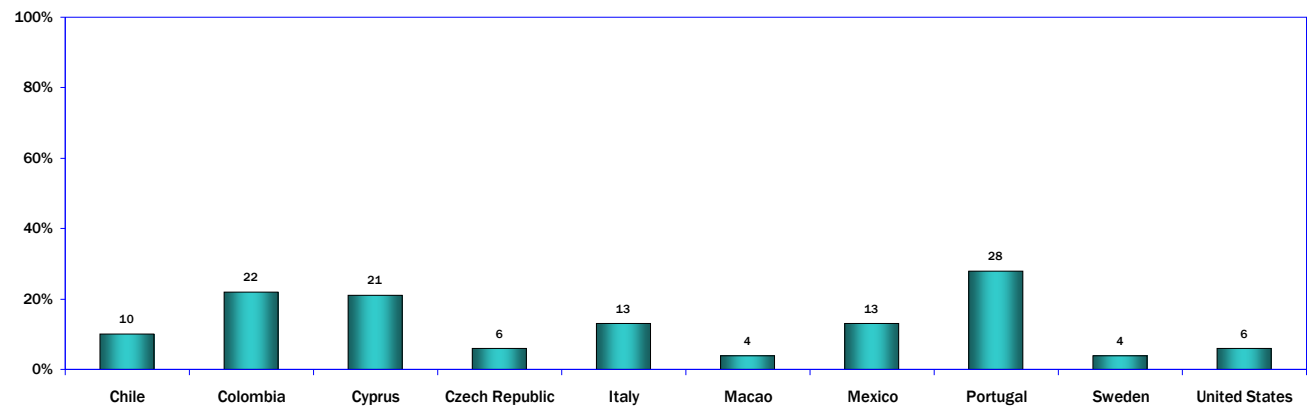
### Greatly Increased



Q8B M-1B-5

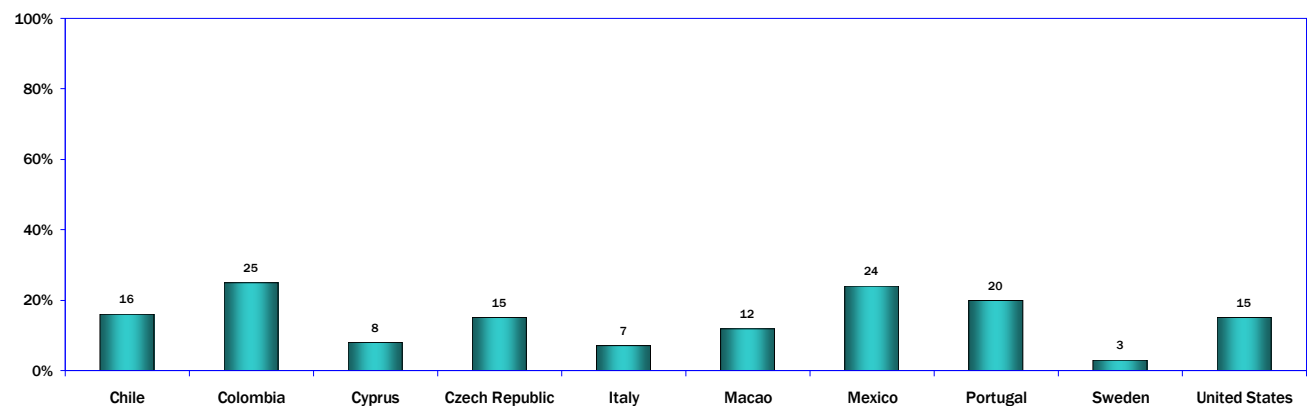
## 41. Online Contact for Political Engagement: Detailed Responses

### Combined: Greatly Decreased or Somewhat Decreased



Q8B M-1B-1-2

### Combined: Somewhat Increased or Greatly Increased



Q8B M-1B-4-5

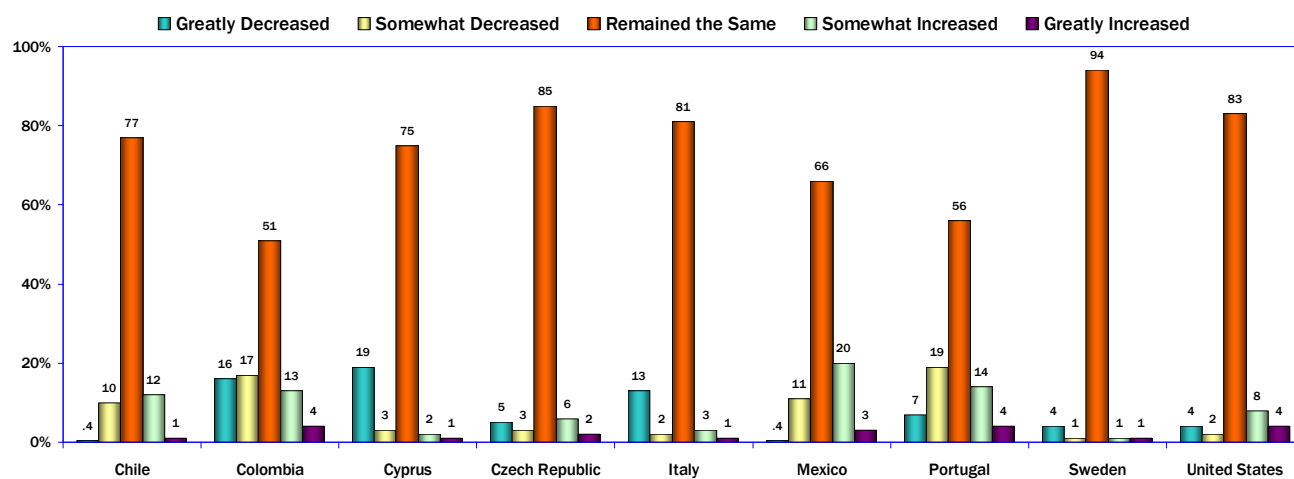
## 42. Online Contact for Religion

Small percentages of respondents in most of the WIP countries and regions said that Internet use has increased their contact with people who share their religion.

Only Chile (Santiago), Colombia, Mexico, Portugal, and the United States reported more than 10 percent of users who said that Internet use has increased their contact with people who share their religion.

In all of the WIP countries and regions, more than half of users said the Internet had no impact on their contact with people who share their religion.

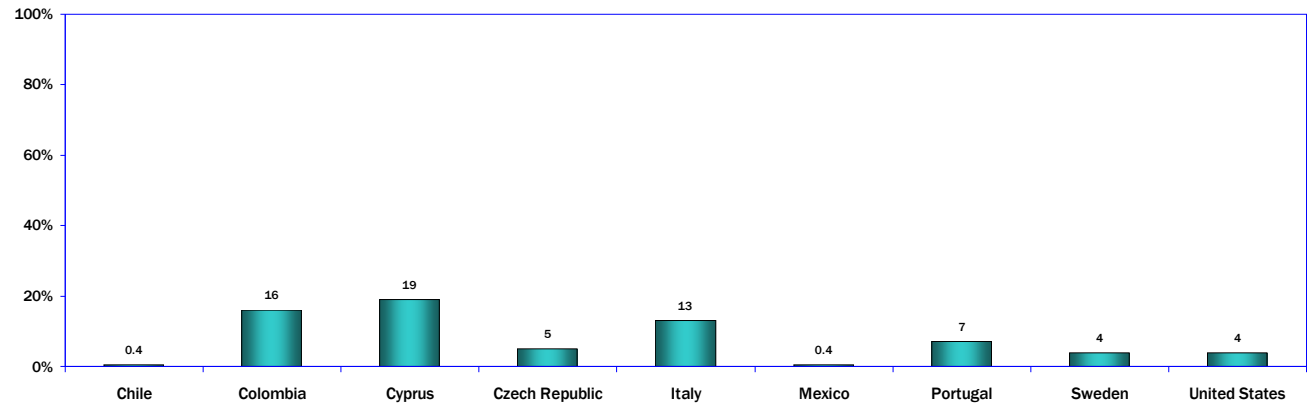
### Internet Use: Effect on Contact with People Who Share Users' Religion (Internet Users Age 18 and Older)



Q8C M1-C

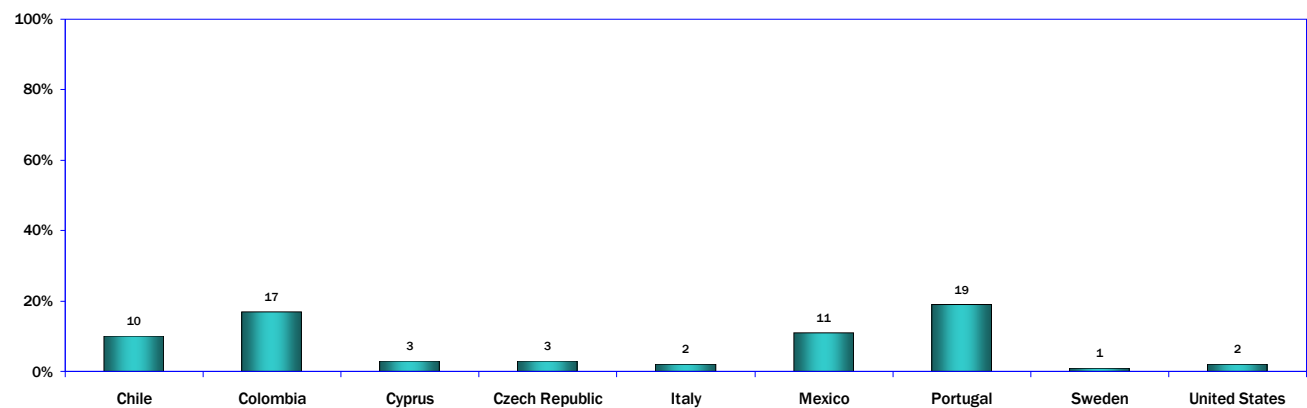
## 42. Online Contact for Religion: Detailed Responses

### Greatly Decreased



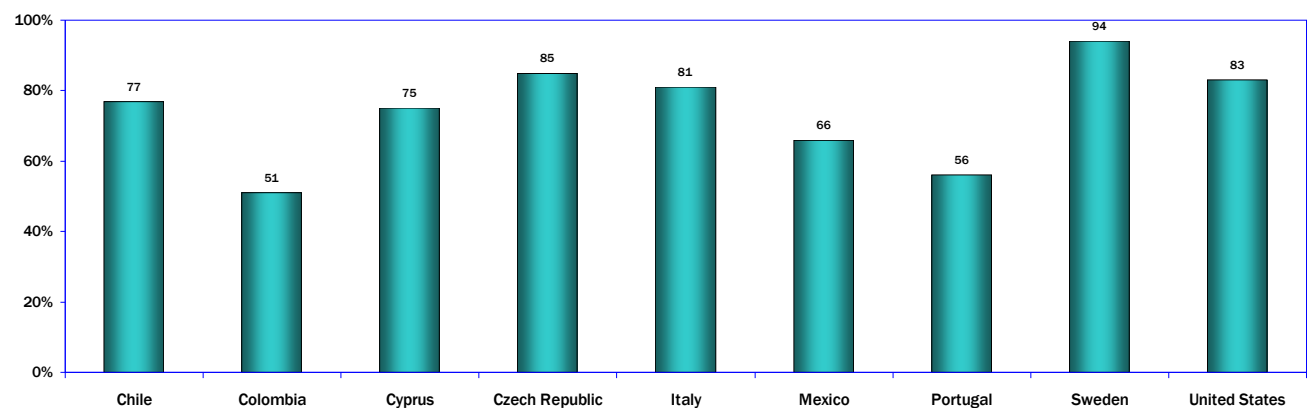
Q8C M1-C-1

### Somewhat Decreased



Q8C M1-C-2

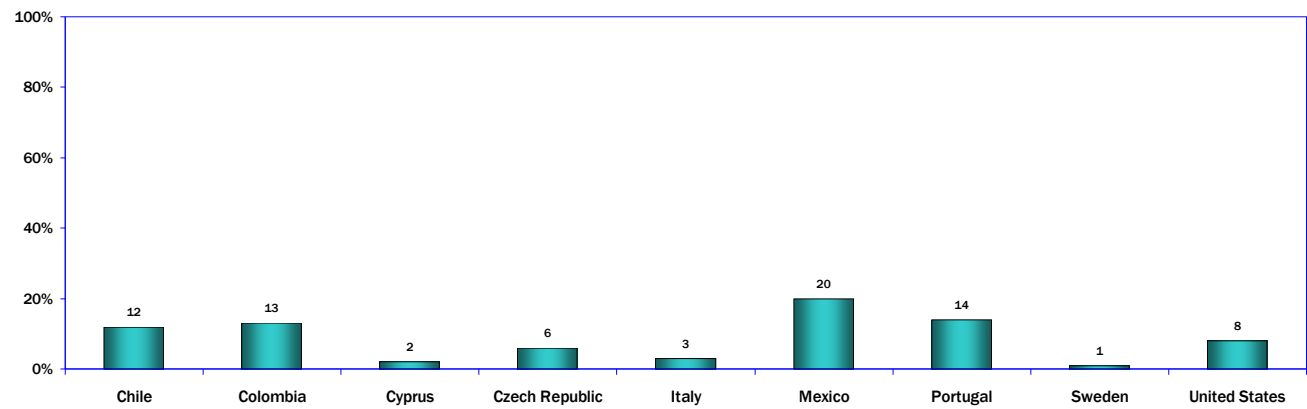
### Remained the Same



Q8C M1-C-3

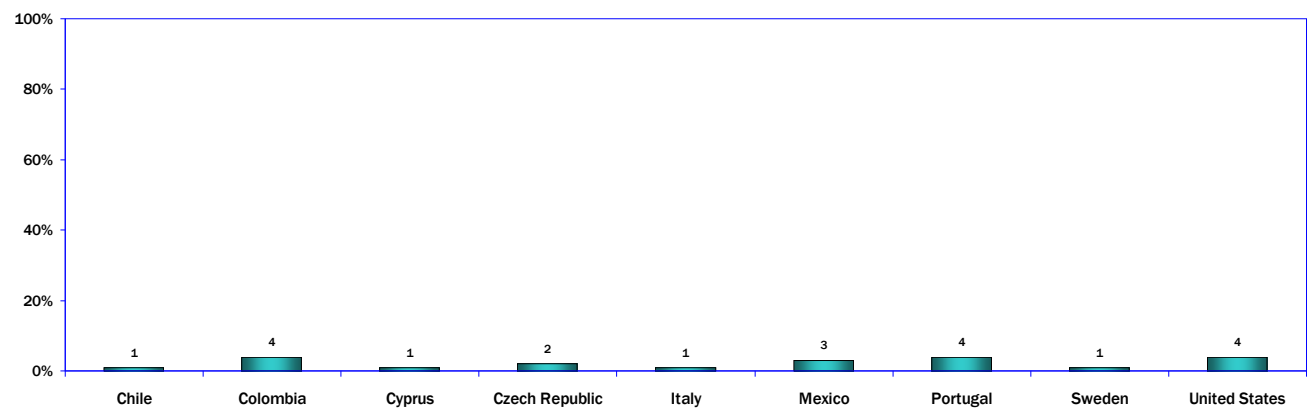
## 42. Online Contact for Religion: Detailed Responses

### Somewhat Increased



Q8C M1-C-4

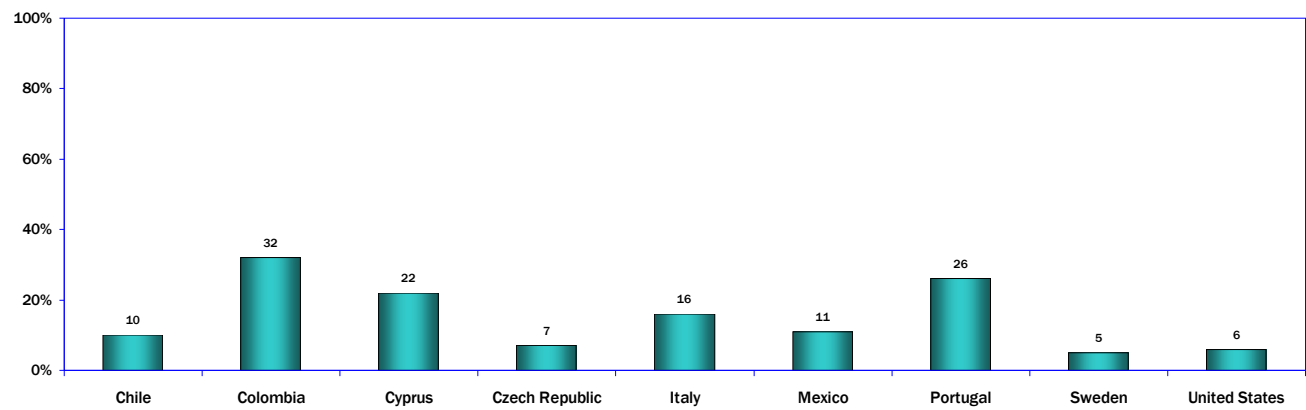
### Greatly Increased



Q8C M1-C-4

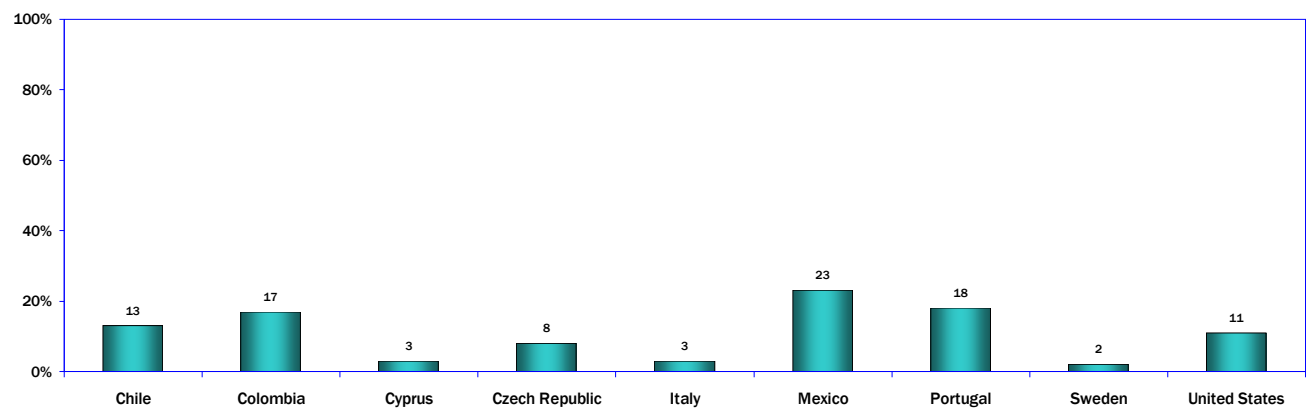
## 42. Online Contact for Religion: Detailed Responses

### Combined: Somewhat Decreased and Greatly Decreased



Q8C M1C-1-2

### Combined: Somewhat Increased and Greatly Increased



Q8C M1C-4-5

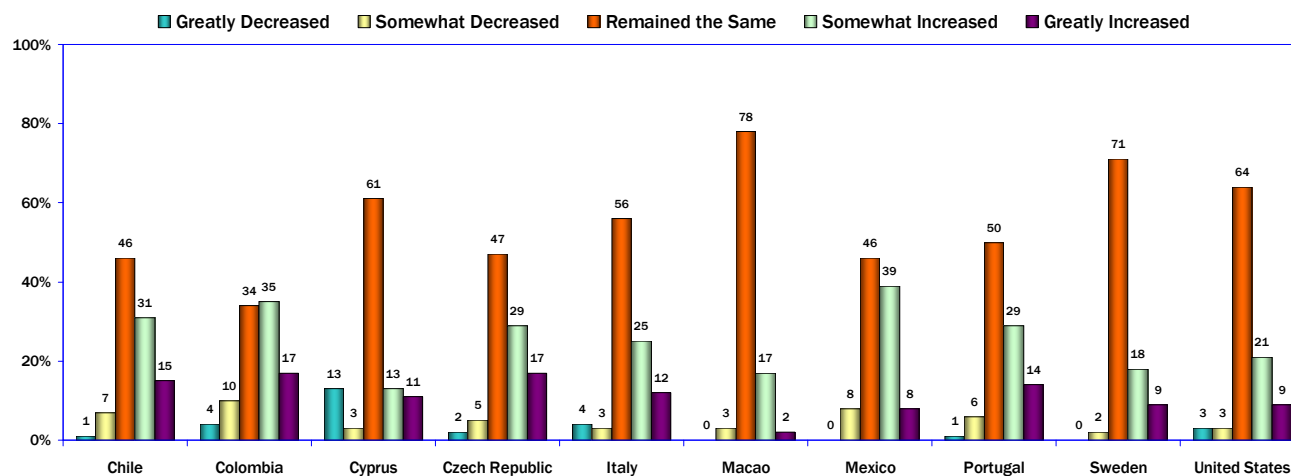
### 43. The Internet and Professional Connections

Compared to findings about political engagement and religion, high percentages of users reported that going online has increased their contact with people in their profession.

The countries that reported at least 40 percent of users who said the Internet increased contact with people in their profession were Colombia (52 percent), Mexico (47 percent), Czech Republic and Chile (Santiago) (46 percent), and Portugal (43 percent).

However, all of the WIP countries and regions except Colombia have at least 40 percent of users who said that the Internet has no impact on contact with people who share their profession.

**Internet Use: Effect on Contact with People  
Who Share Users' Profession**  
(Internet Users Age 18 and Older who are Employed or Retired)

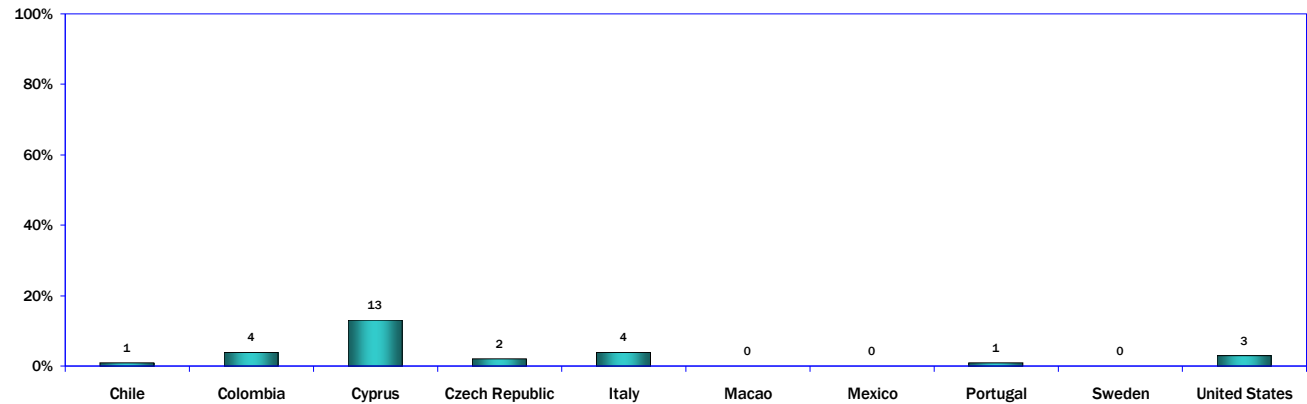


Q8F M-1F



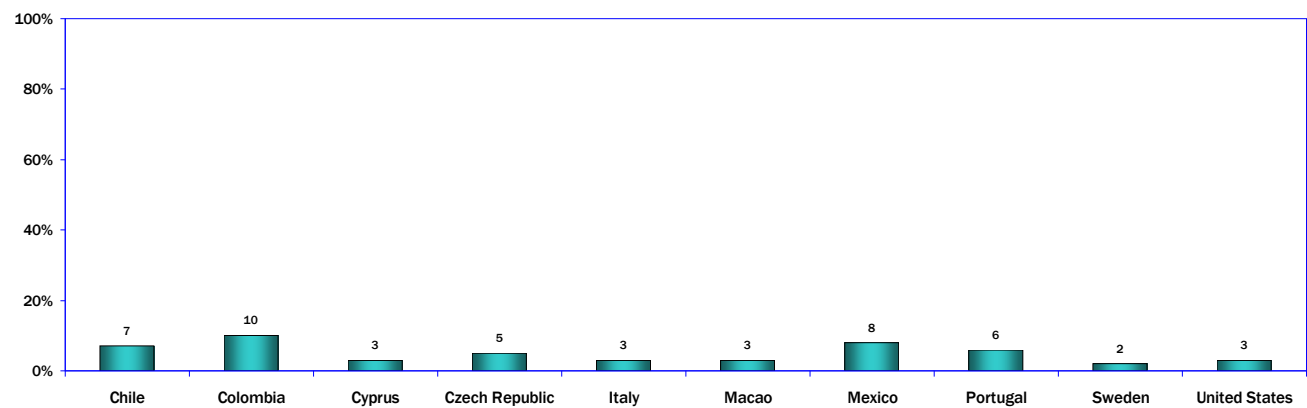
### 43. The Internet and Professional Connections: Detailed Responses

#### Greatly Decreased



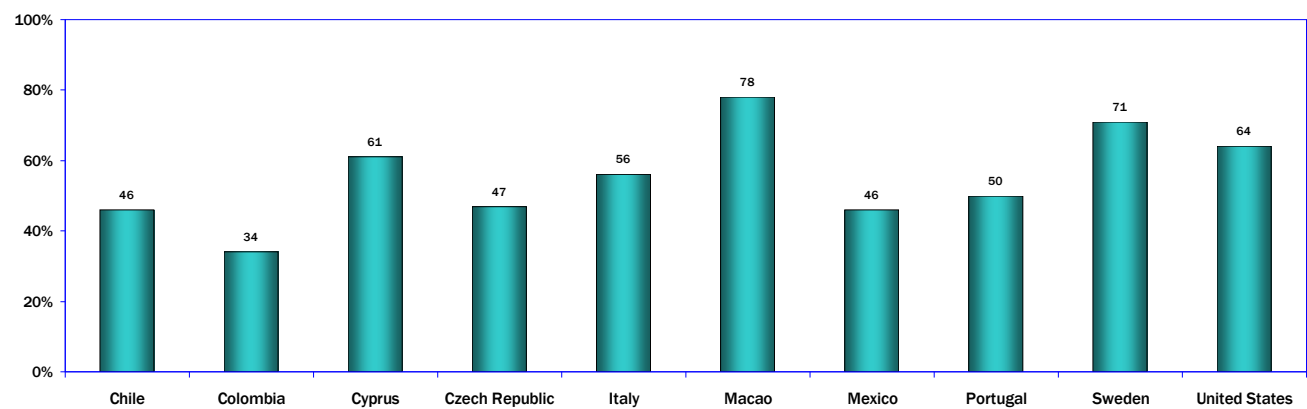
Q8F M-1F

#### Somewhat Decreased



Q8F M-1F-2

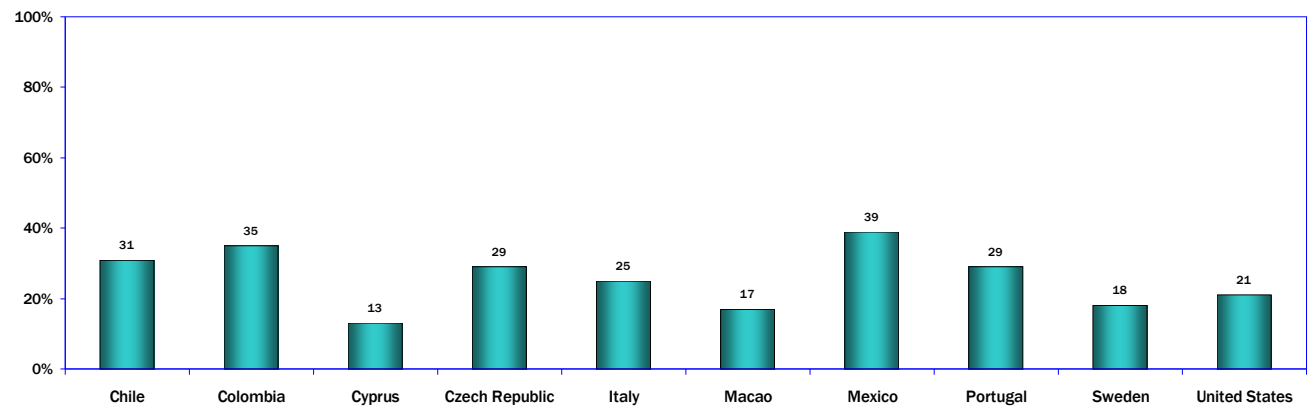
#### Remained the Same



Q8F M-1F-3

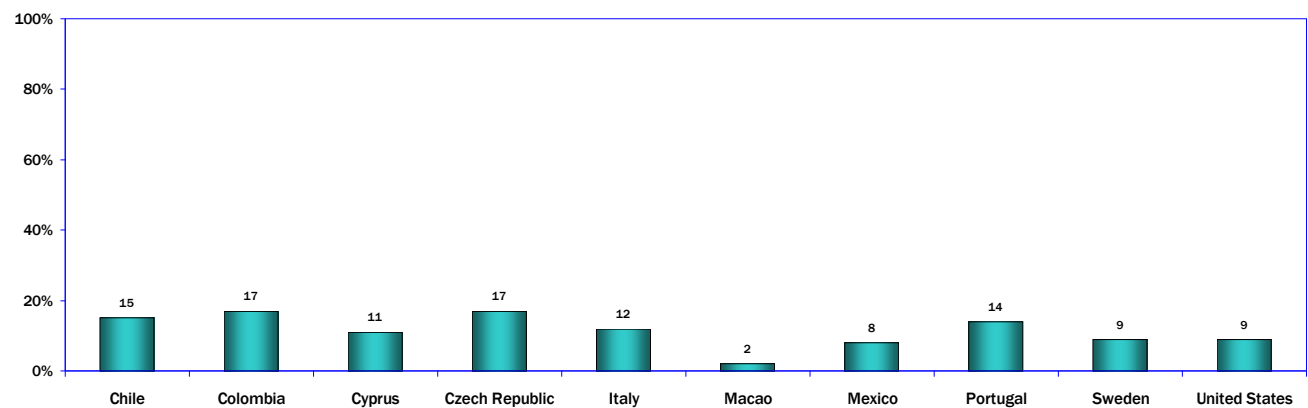
### 43. The Internet and Professional Connections: Detailed Responses

#### Somewhat Increased



Q8F M-1F-4

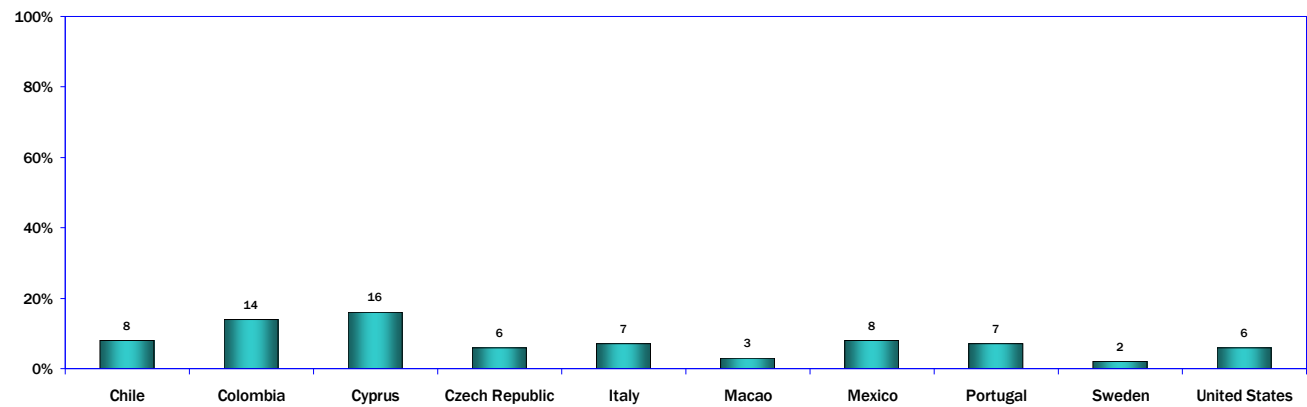
#### Greatly Increased



Q8F M-1F-4

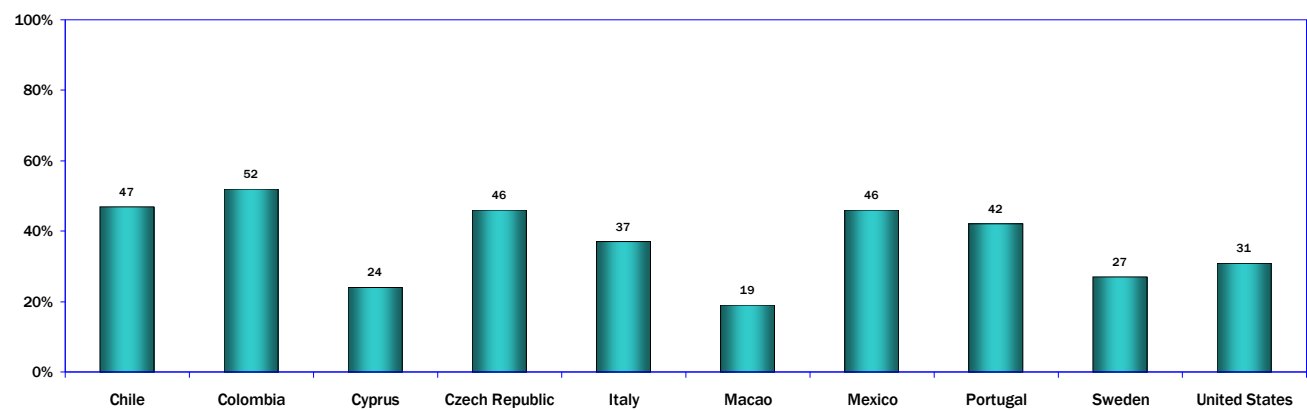
### 43. The Internet and Professional Connections: Detailed Responses

#### Combined: Somewhat Decreased and Greatly Decreased



Q8F M-1F-1-2

#### Combined: Somewhat Increased and Greatly Increased



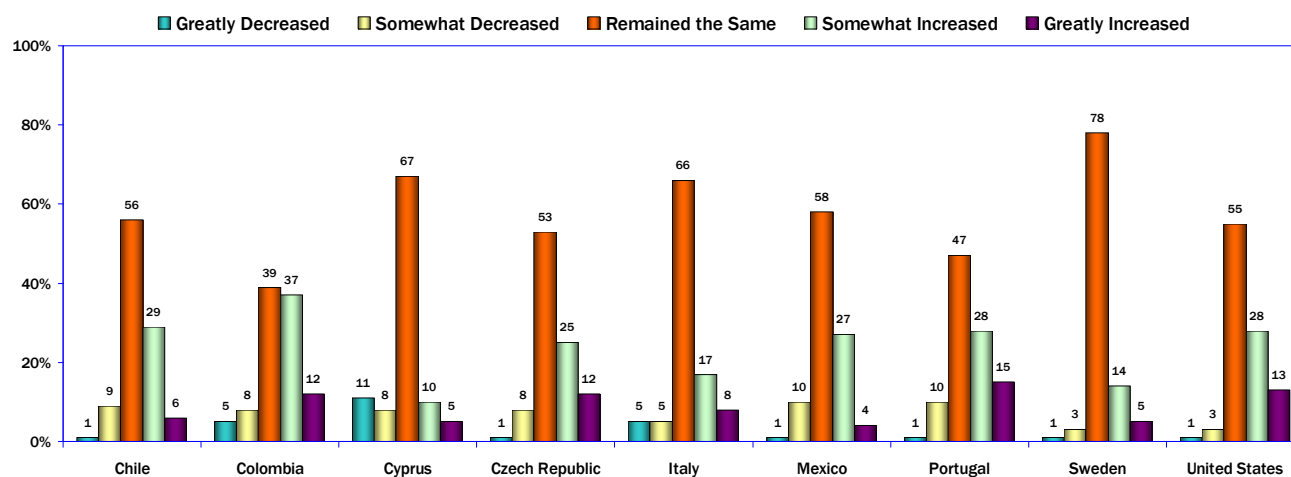
Q8F M-1F-4-5

## 44. Internet Use: Contact with Family

In six of the WIP countries and regions, at least 30 percent of users said that Internet use increased contact with their families.

However, six of the countries and regions reported at least double-digit percentages of users who said that going online decreases contact with their families. The highest percentages reporting decreases in family contact (either somewhat or greatly decreased) are Cyprus (19 percent), Colombia (13 percent), and Mexico and Portugal (11 percent), and Italy (10 percent).

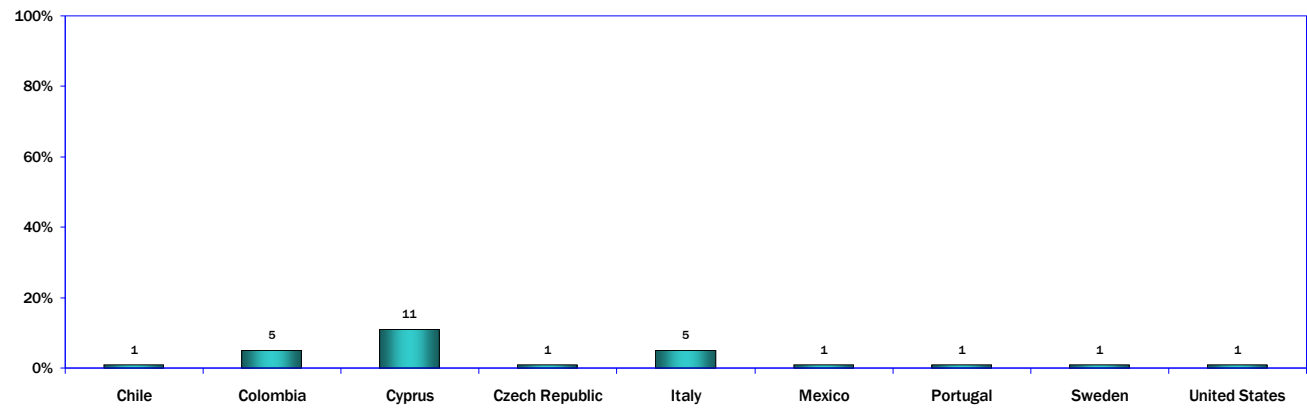
### Internet Use: Effects on Contact with the Users' Family (Internet Users Age 18 and Older)



Q8D M-1D

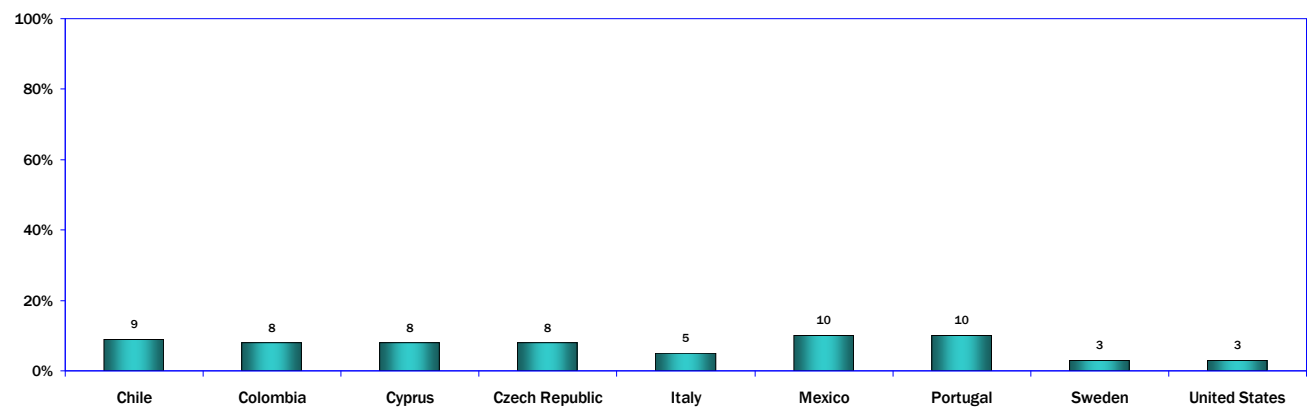
## 44. Internet Use: Contact with Family: Detailed Responses

### Greatly Decreased



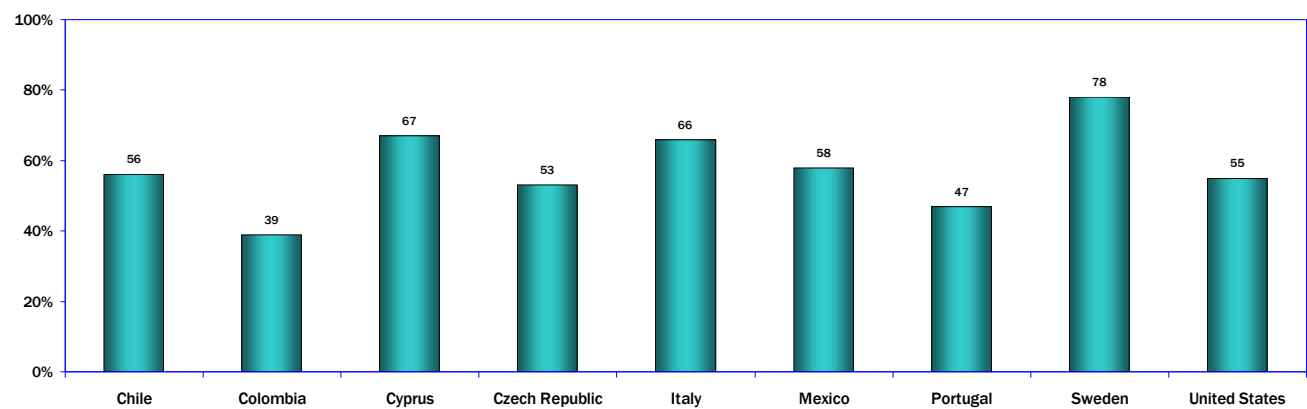
Q8D M-1D-1

### Somewhat Decreased



Q8D M-1D-2

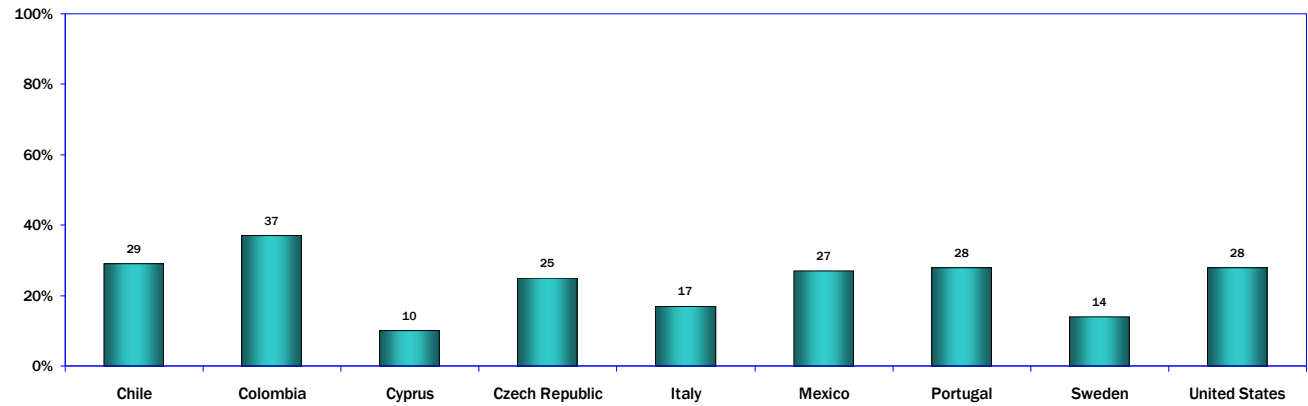
### Remained the Same



Q8D M-1D-3

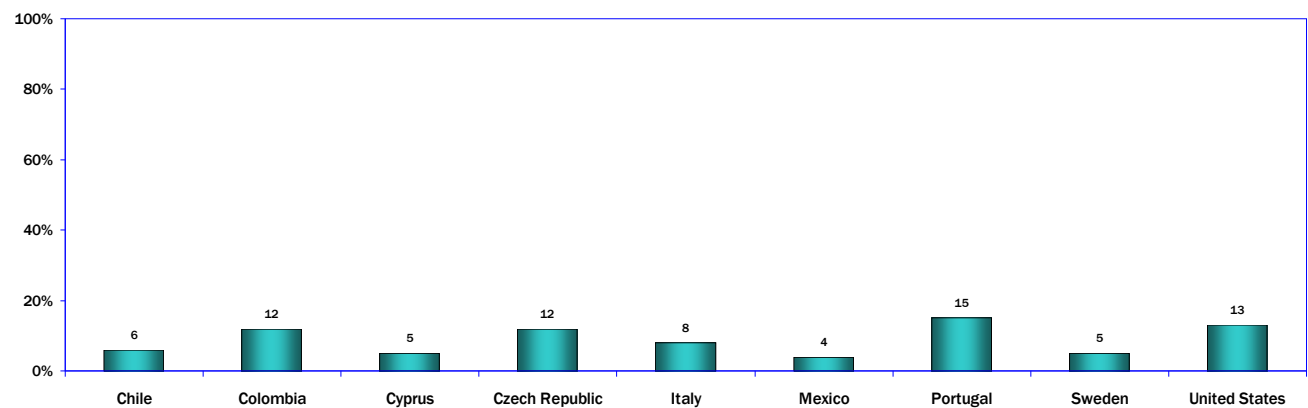
## 44. The Internet and Professional Connections: Detailed Responses

### Somewhat Increased



Q8D M-1D-4

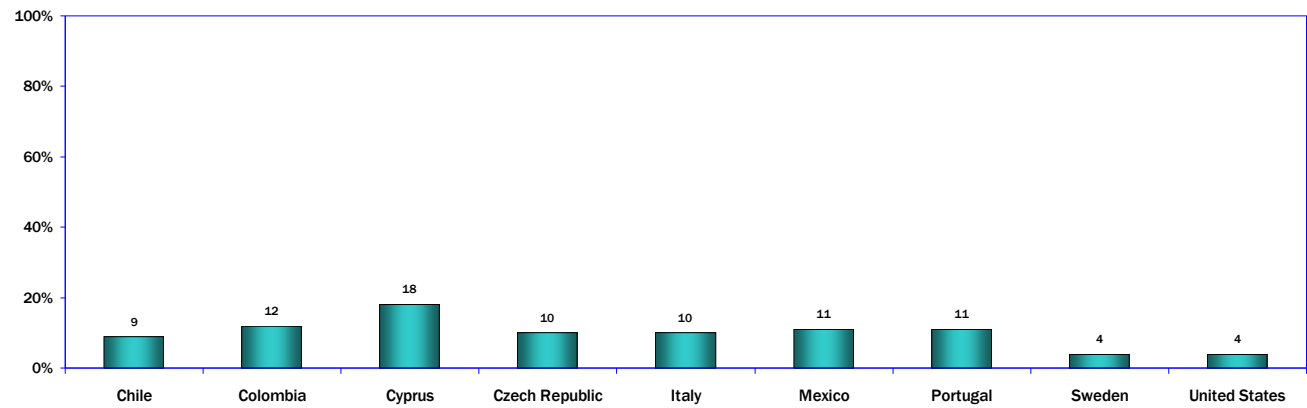
### Greatly Increased



Q8D M-1D-5

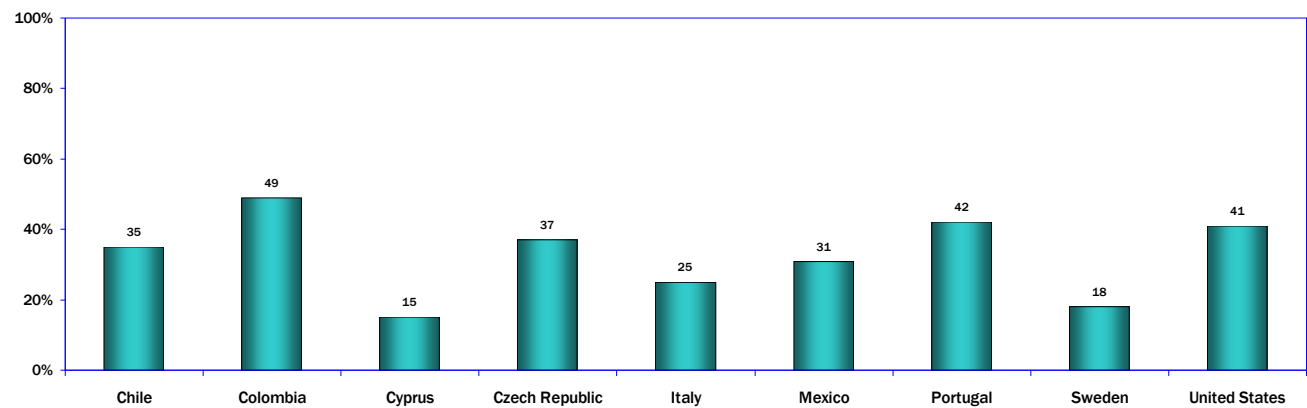
## 44. Internet Use: Contact with Family: Detailed Responses

### Combined: Somewhat Decreased and Greatly Decreased



Q8D M1D-1-2

### Combined: Somewhat Increased and Greatly Increased



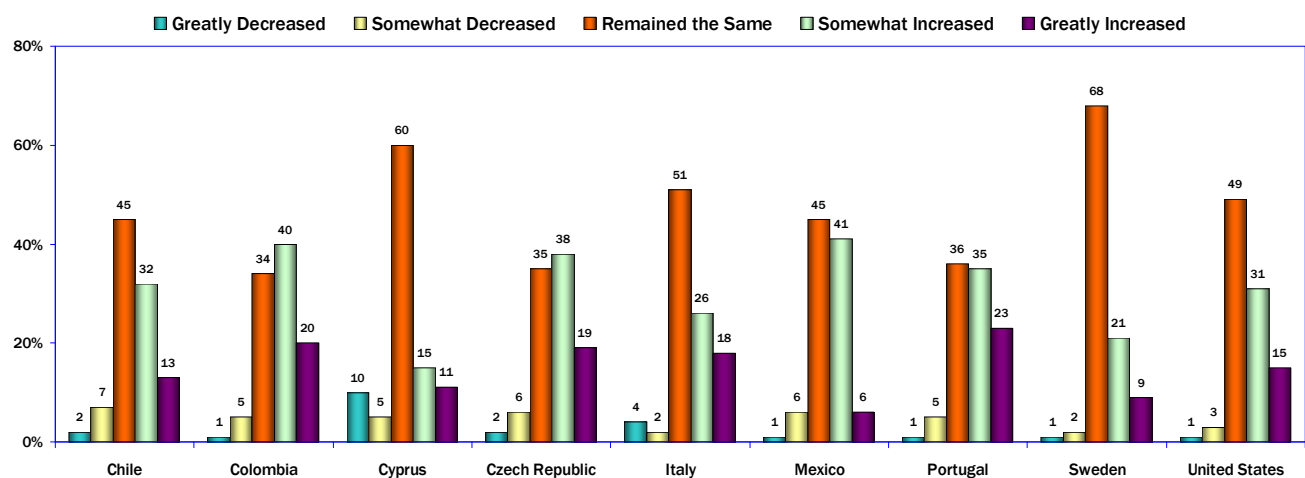
Q8D M1D-4-5

## 45. Internet Use: Contact with Friends

More users reported that Internet use had a positive effect on contact with friends, compared to those who said that going online affects contact with family.

More than 40 percent of users in Colombia (60 percent), Portugal (58 percent), Czech Republic (57 percent), Mexico (47 percent), the United States (46 percent), Chile (Santiago) (45 percent), and Italy (44 percent) reported that contact with friends somewhat increased or greatly increased because of Internet use.

### Internet Use: Effects on Contact with the Users' Friends (Internet Users Age 18 and Older)

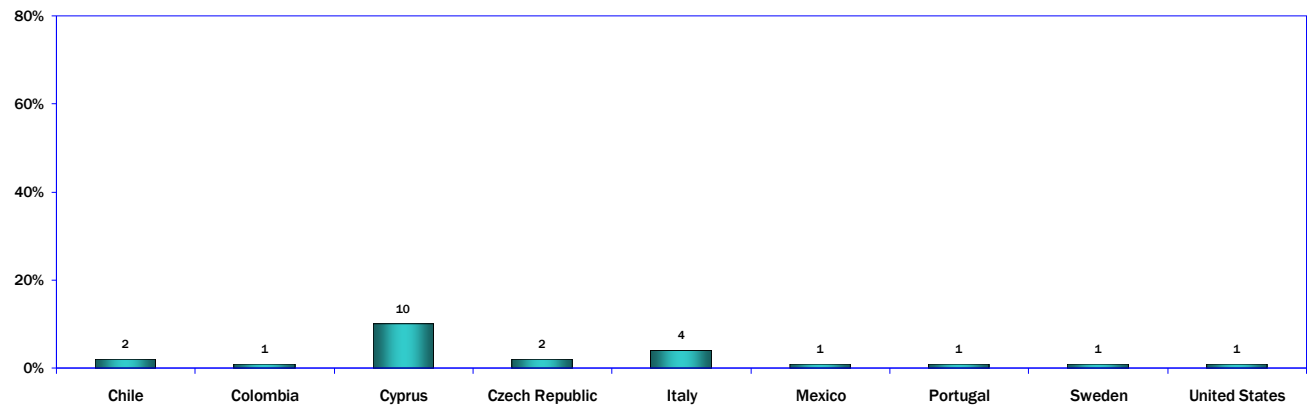


Q8E M-1E



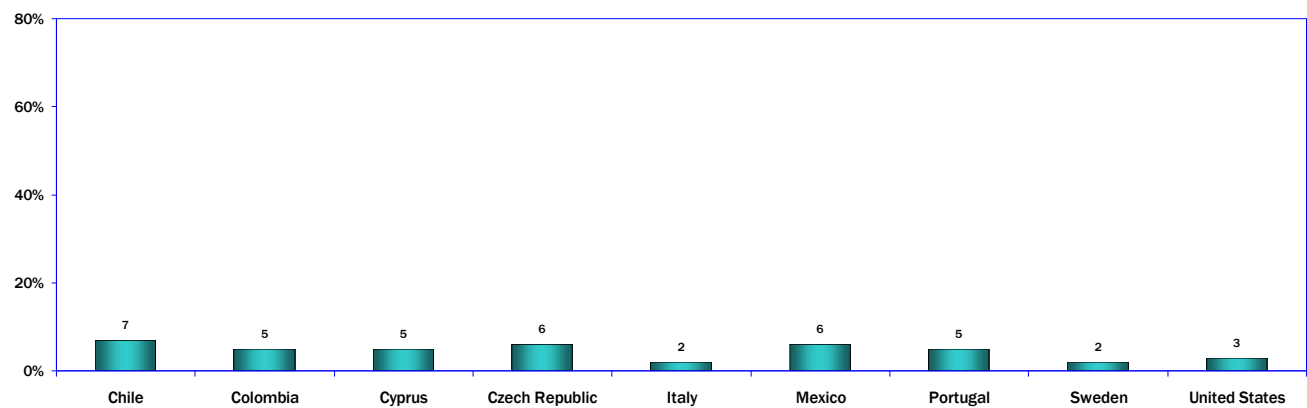
## 45. Internet Use: Contact with Friends: Detailed Responses

### Greatly Decreased



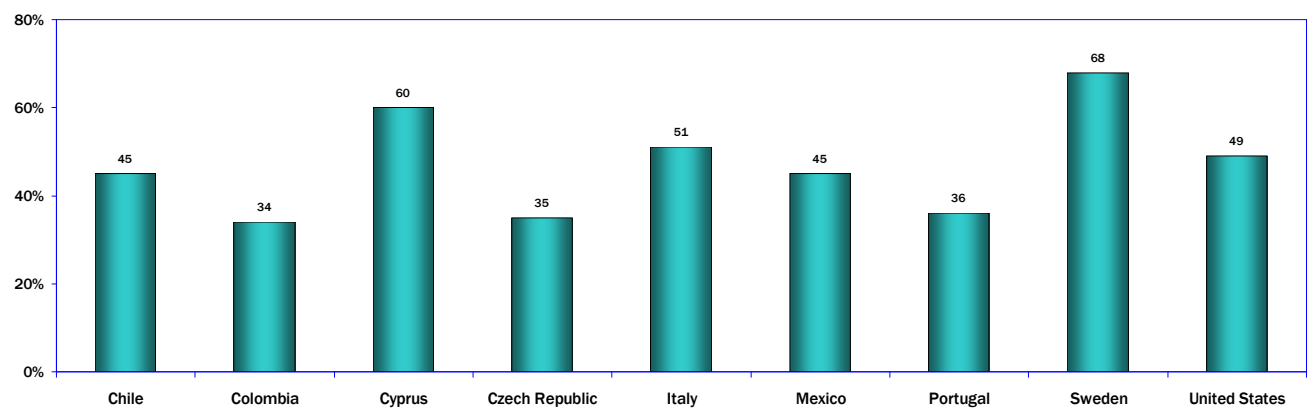
Q8E M-1E-1

### Somewhat Decreased



Q8E M-1E-2

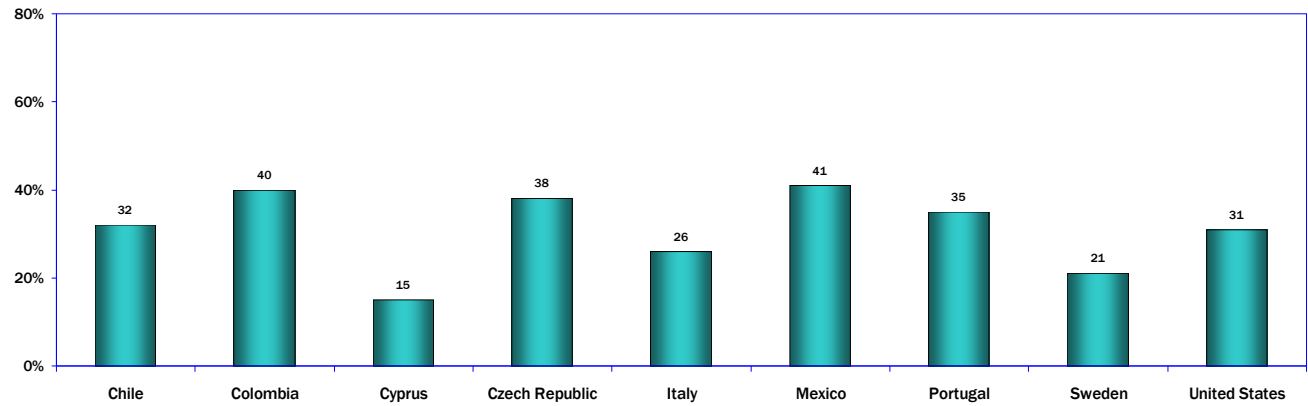
### Remained the Same



Q8E M-1E-3

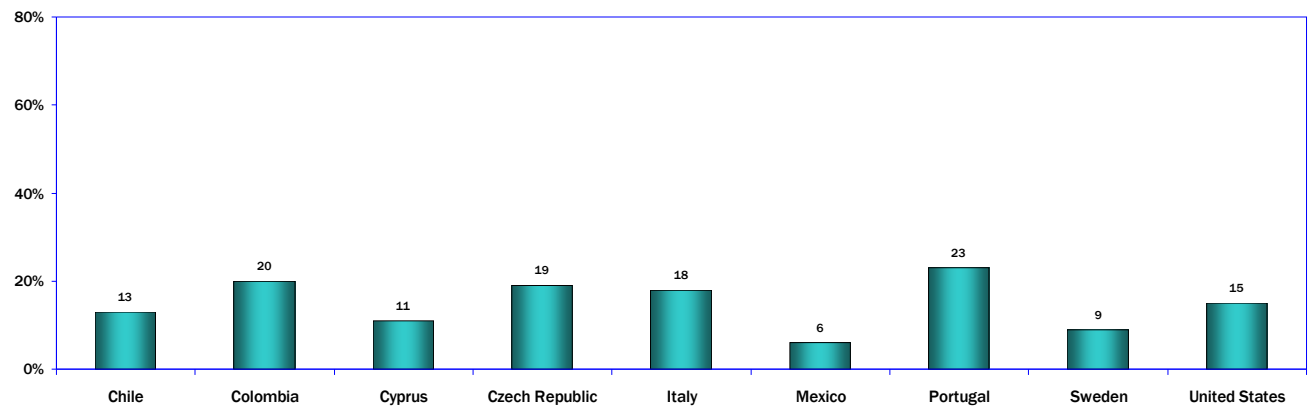
## 45. Internet Use: Contact with Friends: Detailed Responses

### Somewhat Increased



Q8E M-1E-4

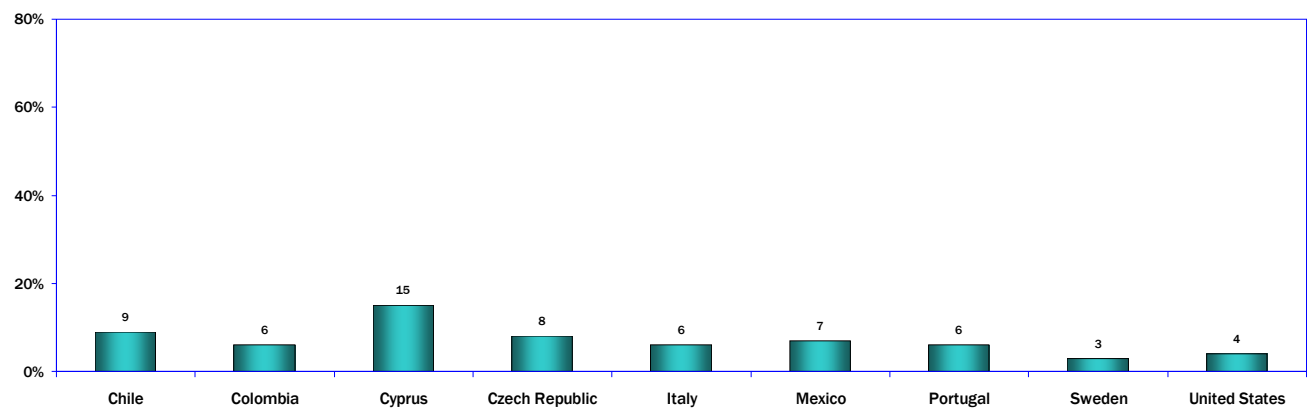
### Greatly Increased



Q8E M-1E-4

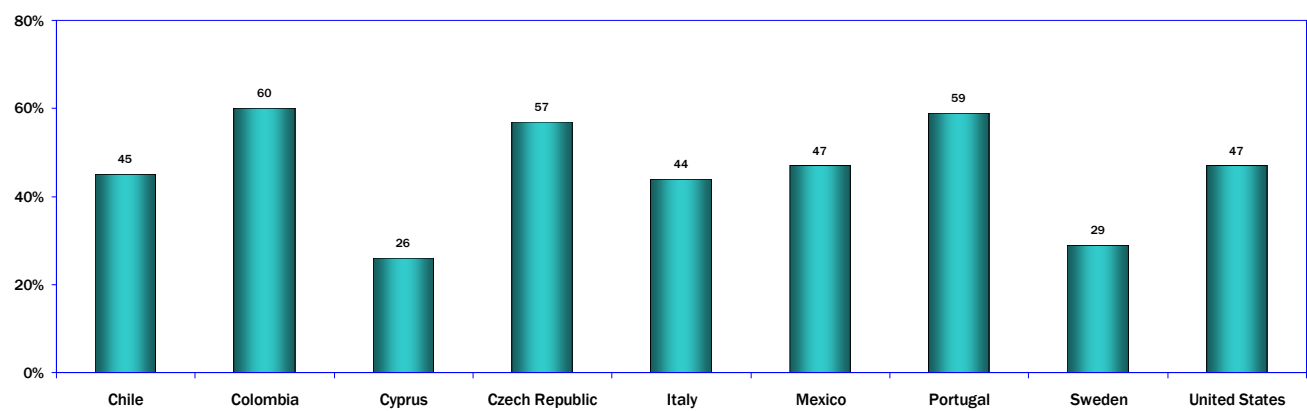
## 45. Internet Use: Contact with Friends: Detailed Responses

### Combined: Somewhat Decreased and Greatly Decreased



Q8E M1E-1-2

### Combined: Somewhat Increased and Greatly Increased



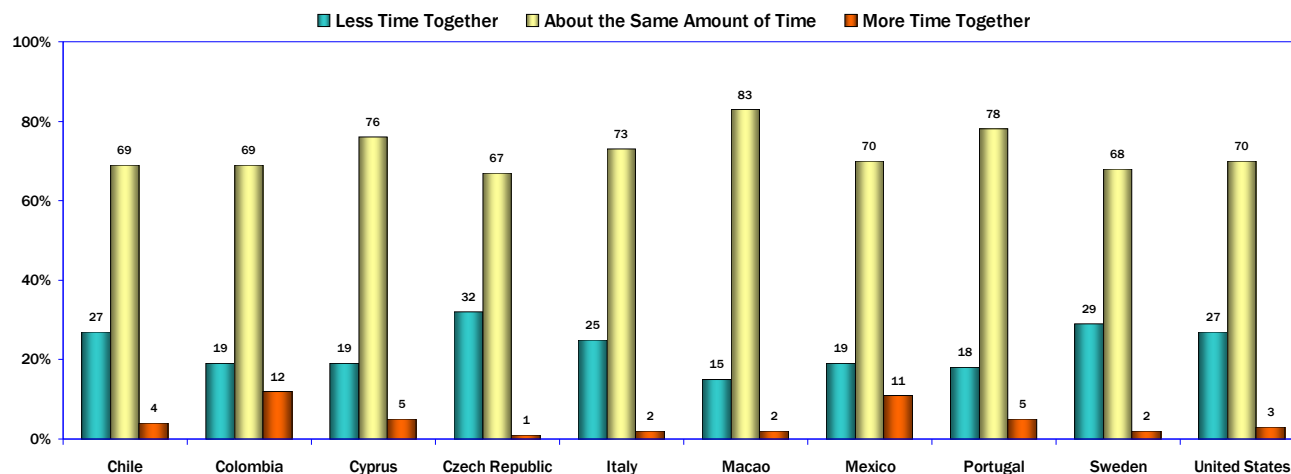
Q8E M1E-4-5

## 46. Face-to-Face Time with Family

Large majorities of users said that they spend the same amount of time face-to-face with members of their household since being connected to the Internet at home. More than 60 percent of Internet users in all of the WIP countries and regions reported that Internet use had no effect on face-to-face time in their household.

Of particular note is that in all of the WIP countries and regions, although the time spent by most users with members of their households is unchanged, of those users that do report change, much larger percentages are reporting that they spend less time than more time.

### Face-to-Face Time Spent with Household Members Since Being Connected to the Internet at Home (Internet Users Age 18 and Older Who Use the Internet at Home, and Have More Than One Person in the Household)



Q9A M-1

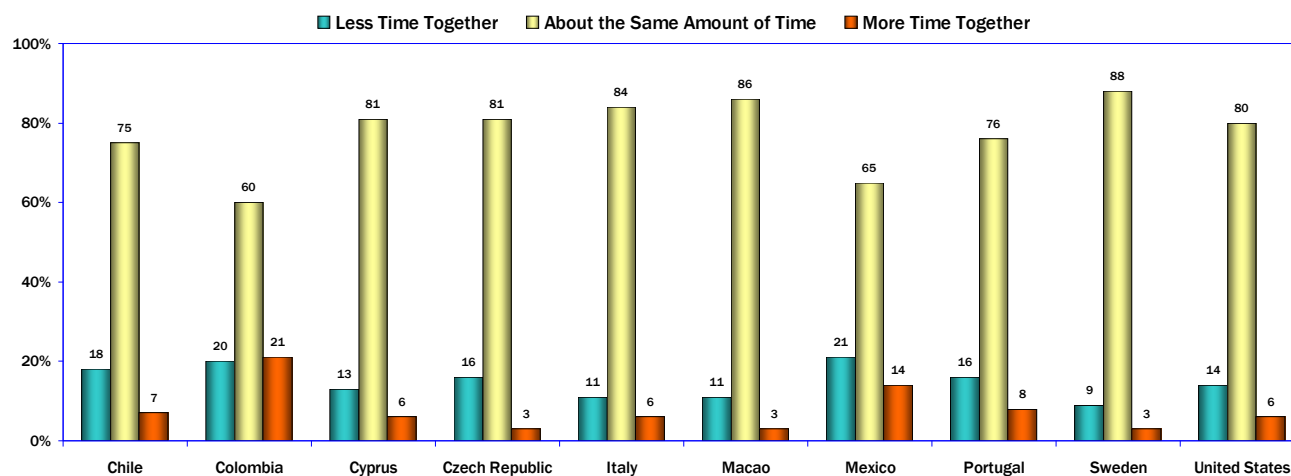
## 47. Face-to-Face Time with Friends

Compared to responses about how the Internet affects face-to-face time with family (see the previous page), in general larger percentages of users said that going online has no effect on face-to-face time spent with friends.

More than three-quarters of users in all of the WIP countries and regions except Colombia and Mexico said that since being connected to the Internet, their face-to-face time spent with friends has remained the same. In six of the reporting countries, 80 percent or more of Internet users said face-to-face time spent with friends is about the same since being connected to the Internet.

Only two of the 10 countries reporting on this question -- Colombia and Mexico -- had 20 percent or more of Internet users who said they spend less time with friends since being connected to the Internet.

### Face-to-Face Time Spent with Friends Since Being Connected to the Internet (Internet Users Age 18 and Older)

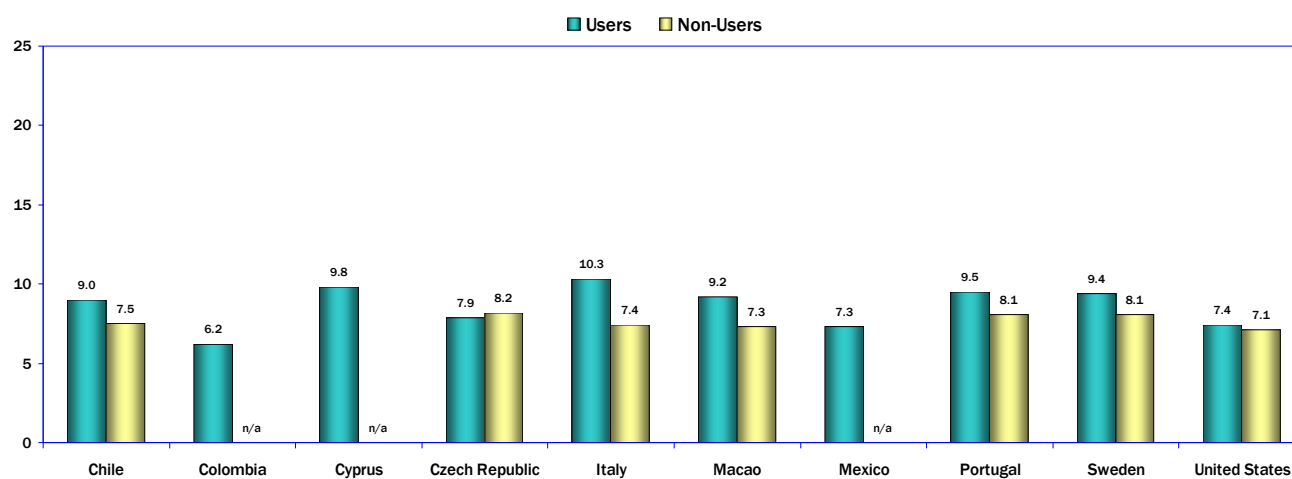


Q9B M-1

## 48. Time Spent Socializing with Friends: Users vs. Non-Users

Internet users in all of the WIP countries and regions except the Czech Republic reported spending the same amount of time or more time socializing face-to-face with friends than do non-users.

### Time Spent Socializing Face-to-Face with Friends Outside of School or Outside of Office Hours (Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)



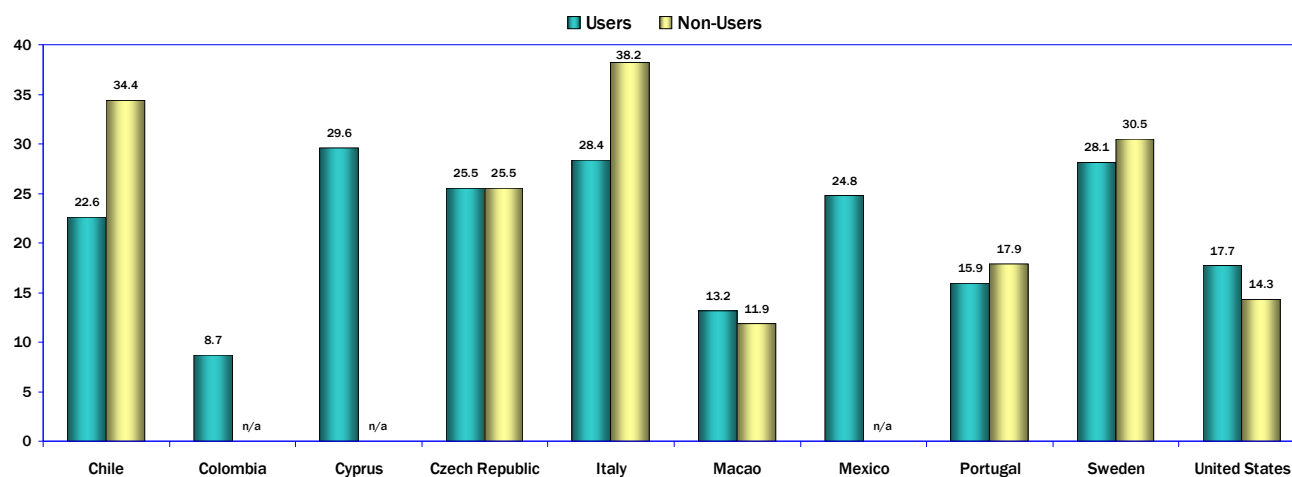
Q16 JC-1

## 49. Time Spent Socializing with Family: Users vs. Non-Users

Compared with responses about time spent socializing with friends (see the previous page), responses varied considerably from country to country when users and non-users were asked about time spent socializing face-to-face with family.

In four of the WIP countries and regions, non-users reported more time spent socializing with family than users did: Chile, Italy, Portugal, and Sweden.

**Time Spent Socializing Face-to-Face with Family, Hours Per Week  
(Internet Users vs. Non-Users Age 18 and Older)**



Q17 JC-1

## 50. Internet Use and Productivity at Work

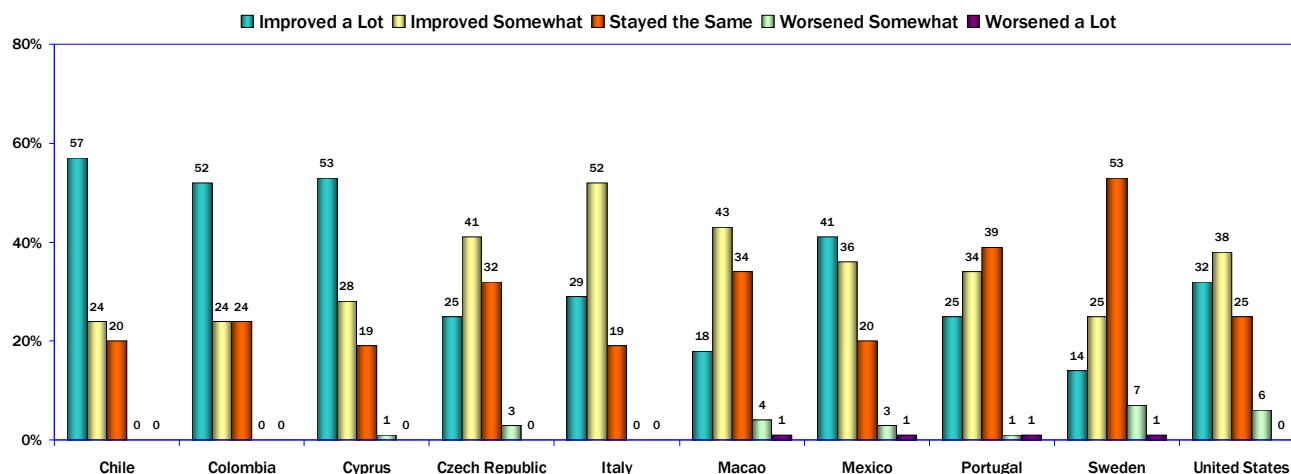
Large percentages of Internet users in all of the WIP countries and regions except Sweden said that using the Internet at work has improved their performance or productivity.

The highest percentages who reported that the Internet improved work performance or productivity somewhat or a lot were in Chile (Santiago), Cyprus, and Italy (81 percent). Only Sweden reported under half of Internet users (39 percent) who said going online at work improved performance or productivity.

In all of the WIP countries and regions, very small percentages reported that the Internet has diminished their productivity. The largest percentages who said the Internet worsened their productivity somewhat or a lot were reported in Sweden (eight percent) and the United States (six percent).

The highest percentages reporting that the Internet had no effect on productivity were in Sweden (53 percent), Portugal (39 percent), Macao (34 percent), and the Czech Republic (32 percent).

### Internet Access at Work: Effects on Work Performance/Productivity (Internet Users Aged 18 and Older Who Use the Internet at Work)

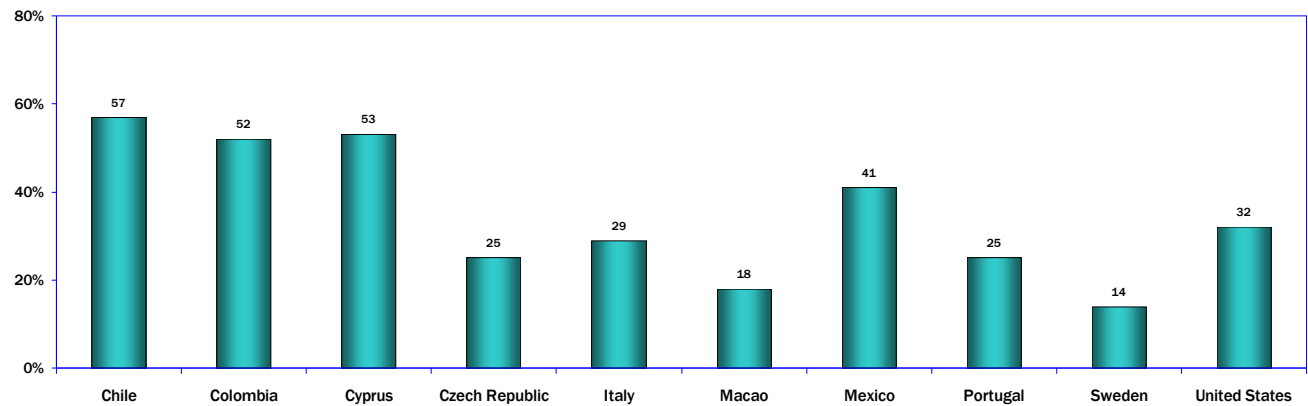


Q10 M-1



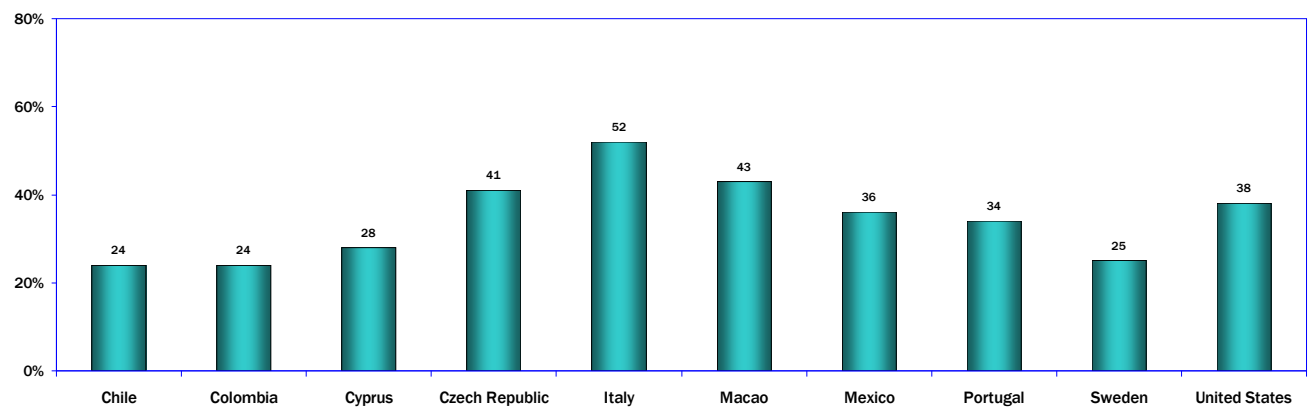
## 50. Internet Use and Productivity at Work: Detailed Responses

### Productivity Improved a Lot



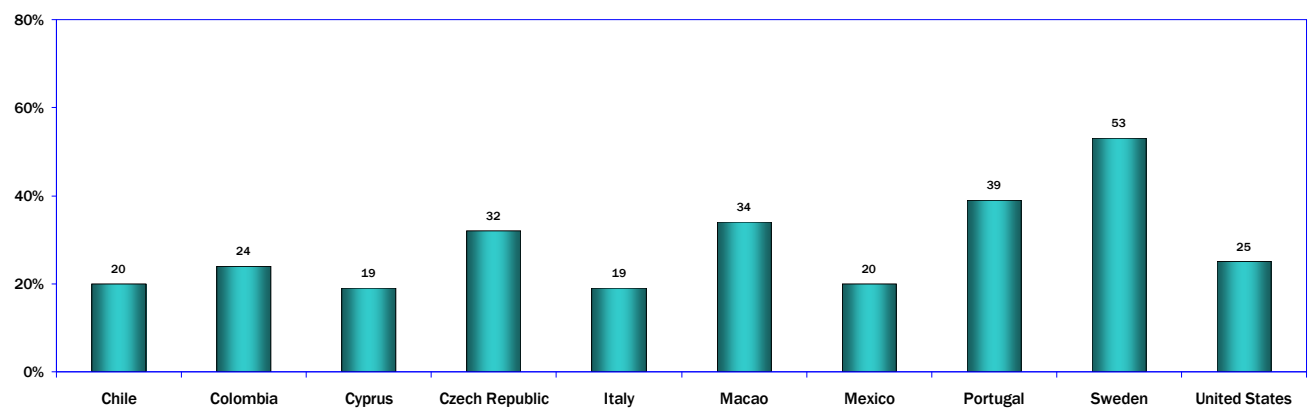
Q10 M-1A

### Productivity Improved Somewhat



Q10 M-1B

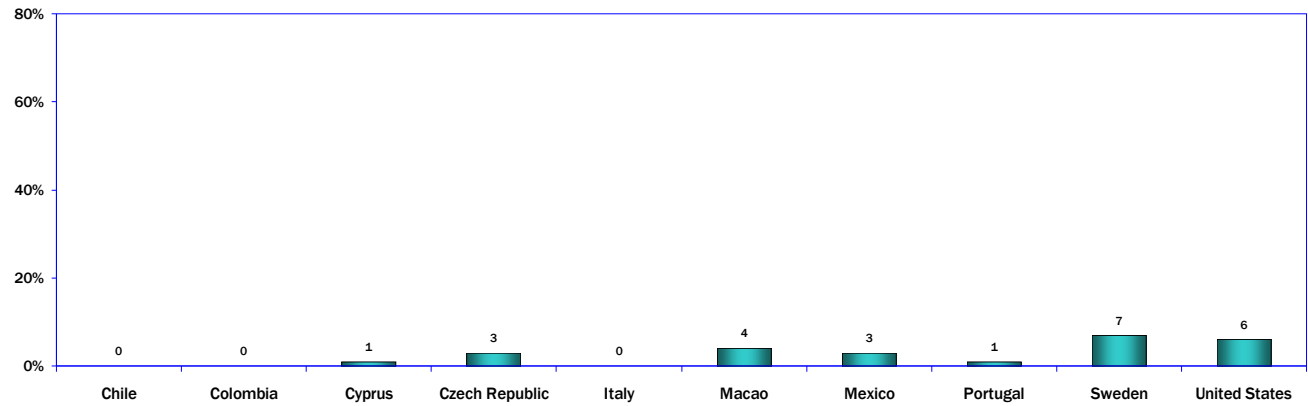
### Productivity Stayed the Same



Q10 M-1C

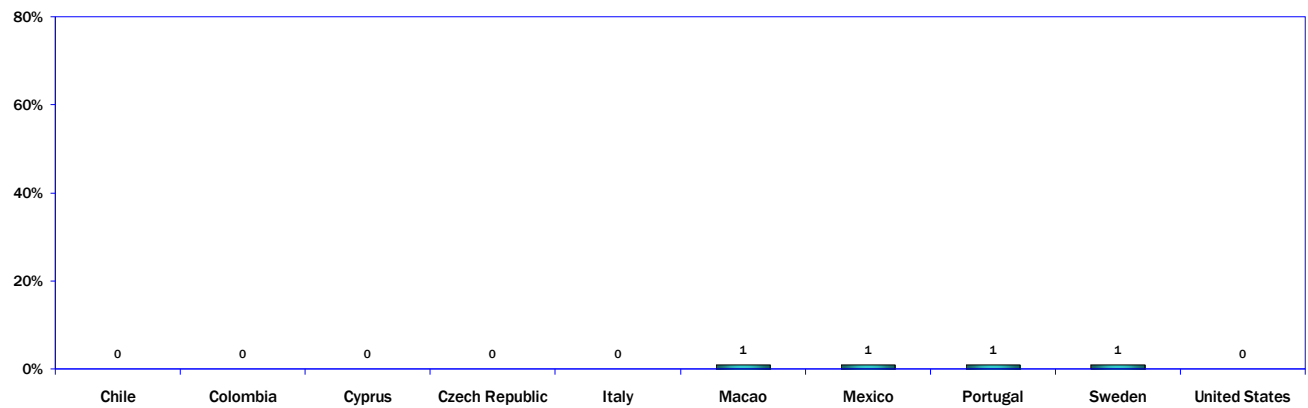
## 50. Internet Use and Productivity at Work: Detailed Responses

### Productivity Worsened Somewhat



Q10 M-1D

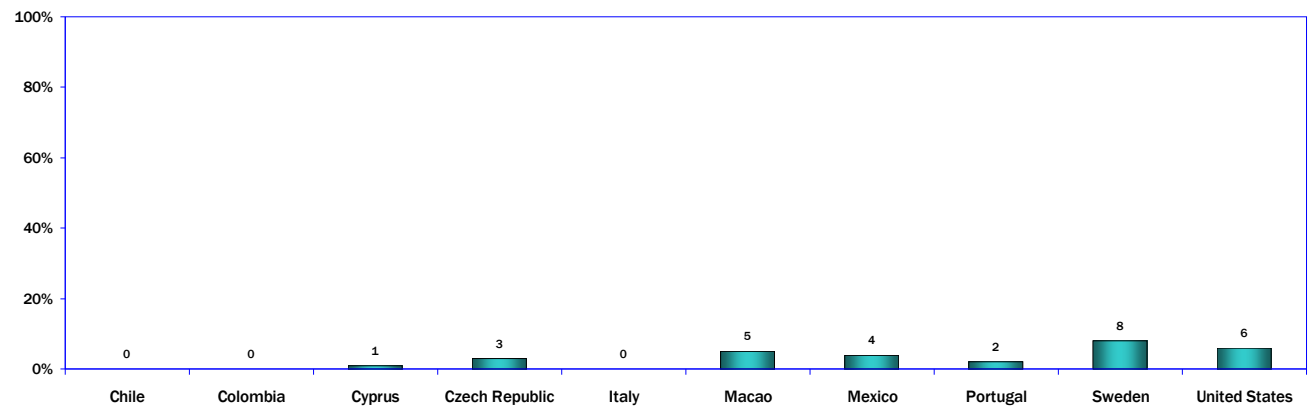
### Productivity Worsened a Lot



Q10 M-1E

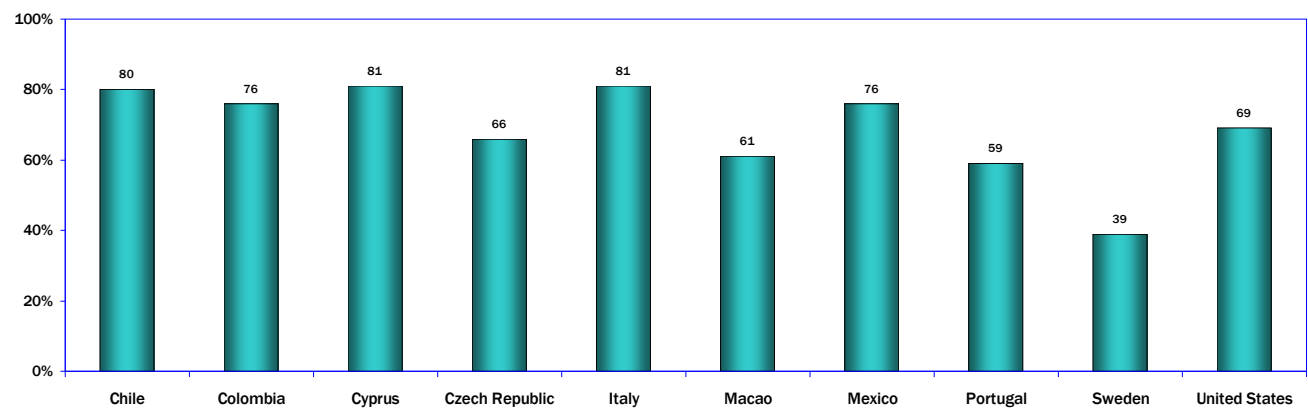
## 50. Internet Use and Productivity at Work: Detailed Responses

### Combined: Productivity Worsened Somewhat or a Lot



Q10 M1D-E

### Combined: Productivity Improved Somewhat or a Lot



Q10 M-1A-B

**Findings**

**World Internet Project 2010**

**The Internet and the Political Process**

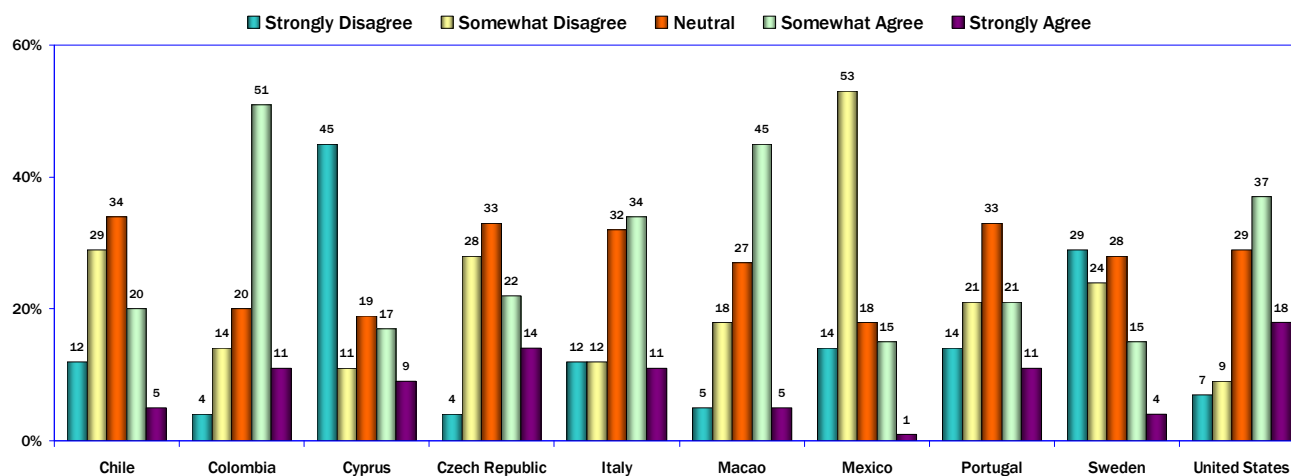
## 51. The Internet for Understanding Politics

In seven of the WIP countries and regions reporting in the current study, less than half of users believe that the Internet can help people better understand politics. The lowest percentages who agree with this statement were reported in Mexico (16 percent) and Sweden (19 percent).

Conversely, large percentages in several WIP countries agree that the Internet can help people better understand politics, especially Colombia (62 percent), the United States (55 percent), and Macao (50 percent).

In five WIP countries or regions, more than 30 percent of users disagreed or strongly disagreed that the Internet can help people better understand politics: Cyprus (56 percent), Sweden (53 percent), Chile (Santiago) (41 percent), Portugal (35 percent), and the Czech Republic (32 percent).

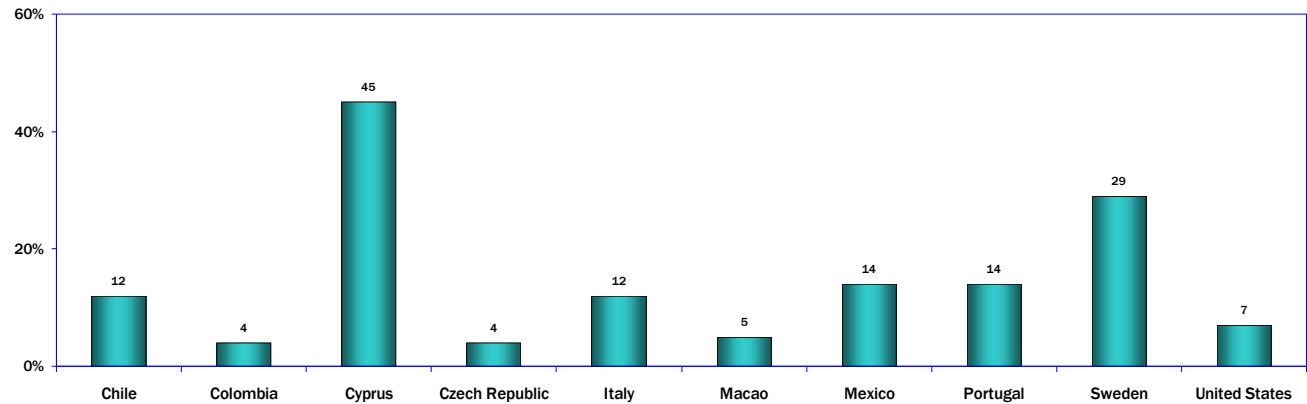
### By Using the Internet, People Like You can Better Understand Politics (Internet Users Age 18 and Older)



Q11C M-1C

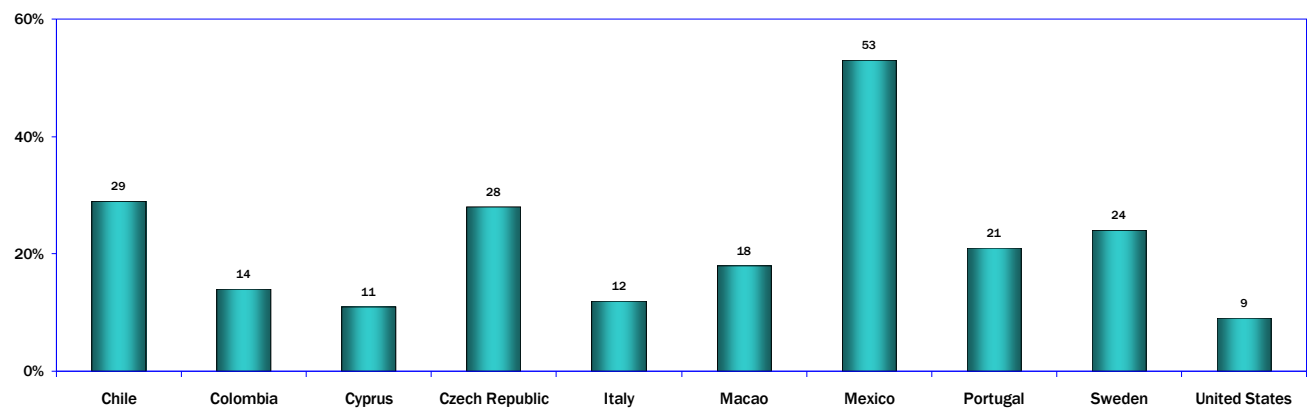
## 51. The Internet for Understanding Politics: Detailed Responses

### Strongly Disagree



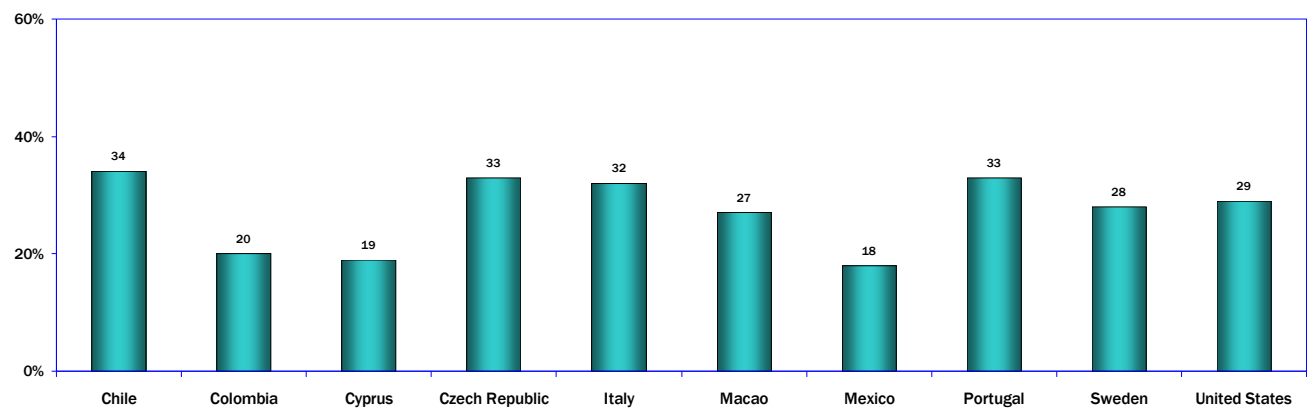
Q11C M-1C-1

### Somewhat Disagree



Q11C M-1C-2

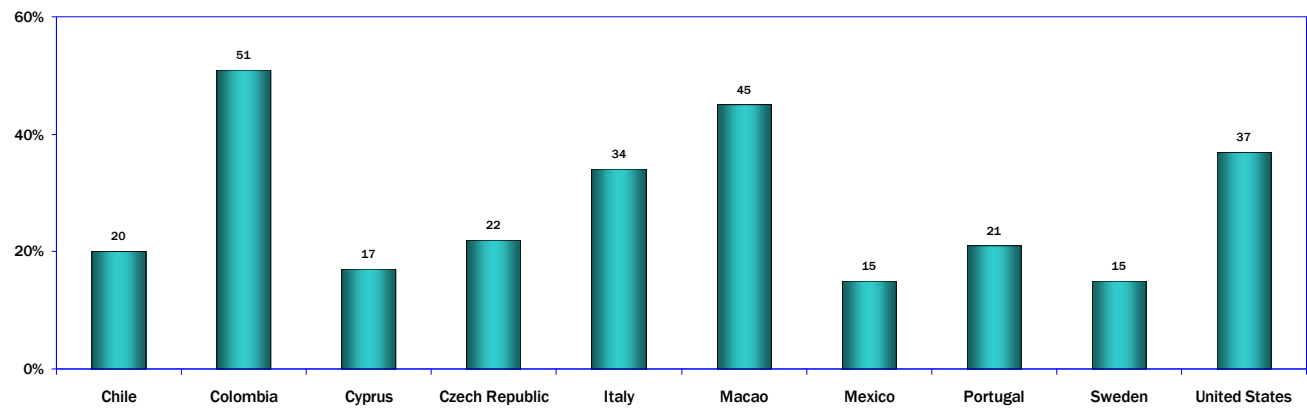
### Neutral



Q11C M-1C-3

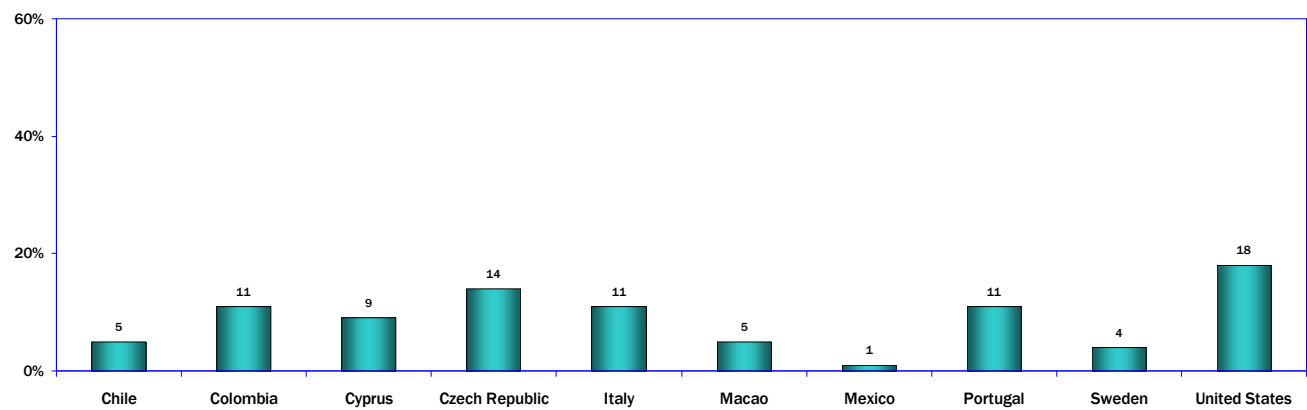
## 51. The Internet for Understanding Politics: Detailed Responses

### Somewhat Agree



Q11C M-1C-4

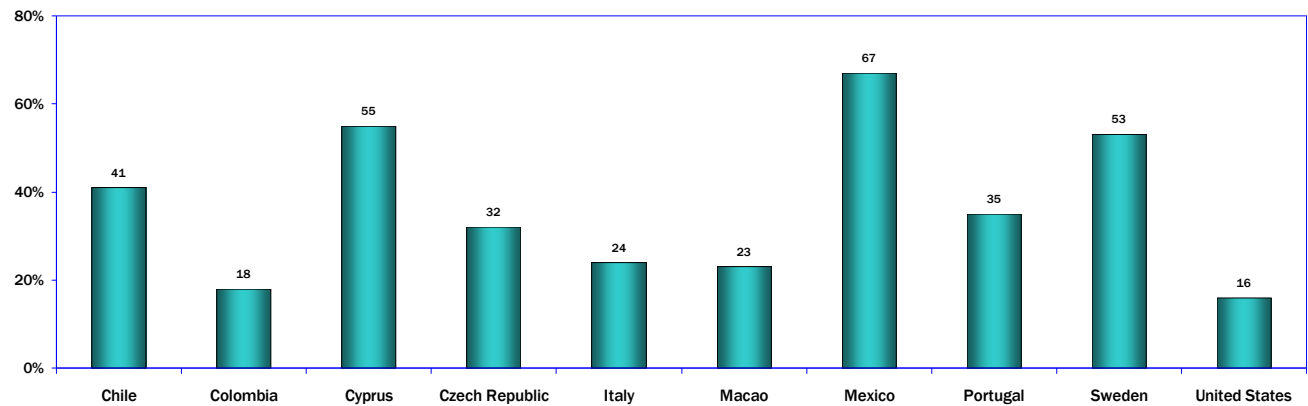
### Strongly Agree



Q11C M-1C-5

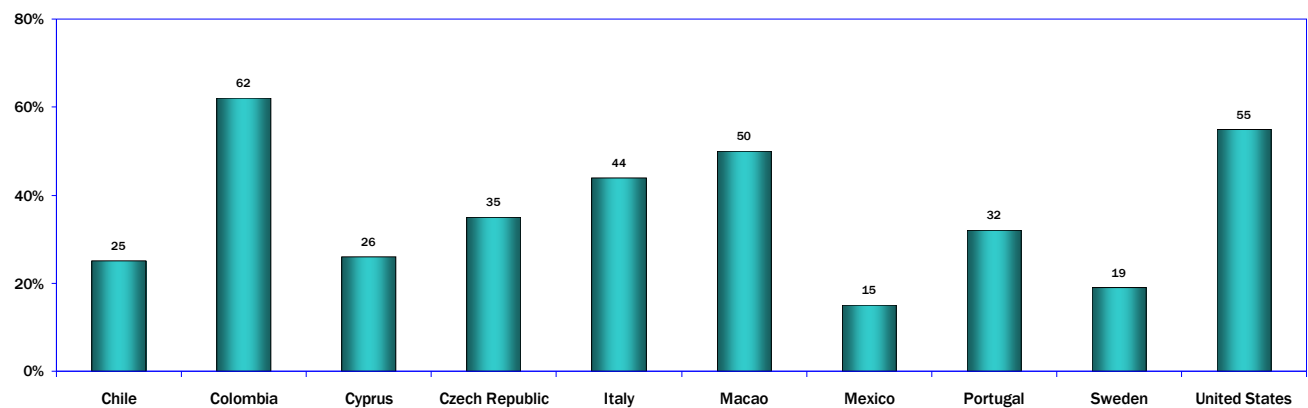
## 51. The Internet for Understanding Politics: Detailed Responses

### Combined: Somewhat Disagree and Strongly Disagree



Q11C M-1C-1-2

### Combined: Somewhat Agree and Strongly Agree



Q11C M-1C-4-5

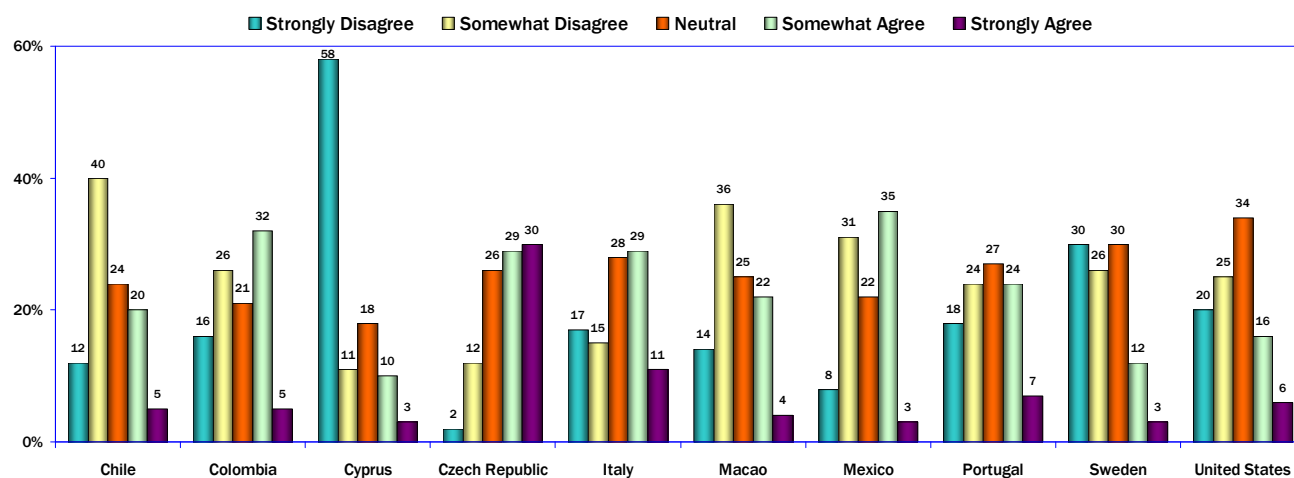


## 52. The Internet and Engaging Public Officials

Generally low percentages of users believe that Internet use will make public officials care more about what people like them think. The only country or region that reported a majority of users agreeing with this statement was the Czech Republic (59 percent).

The lowest percentages of agreement were reported in Sweden (15 percent) and Cyprus (13 percent).

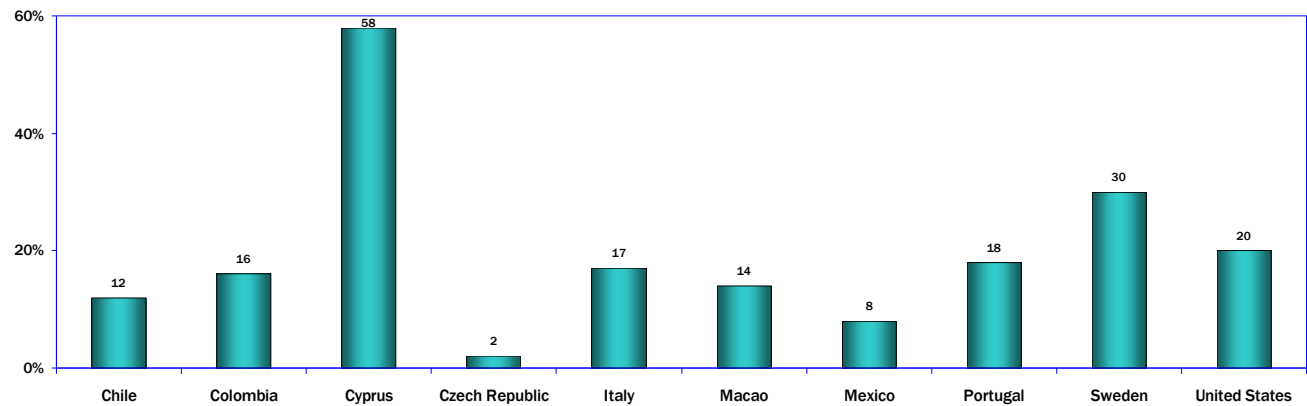
### By Using the Internet, Public Officials Will Care More about What People Like You Think (Internet Users Age 18 and Older)



Q11D M-1D

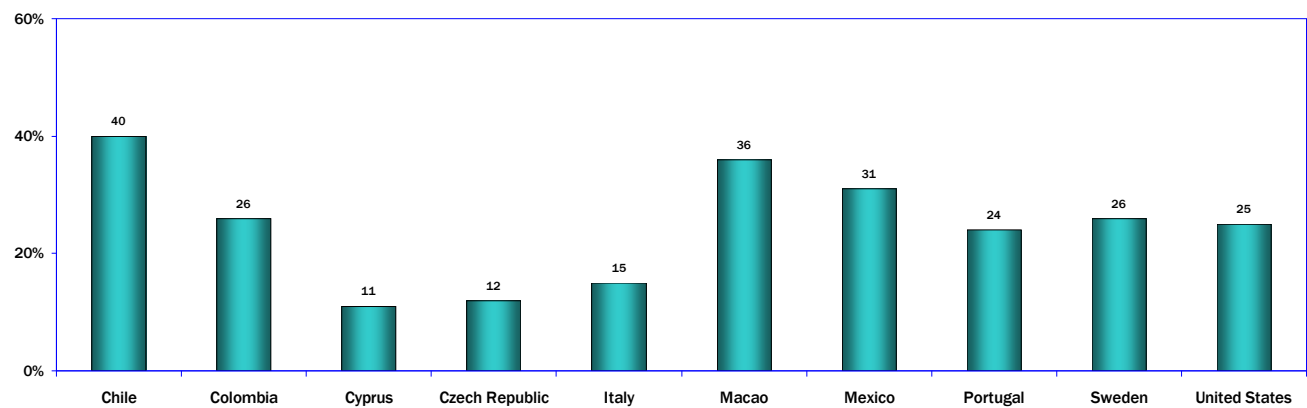
## 52. The Internet and Engaging Public Officials: Detailed Responses

### Strongly Disagree



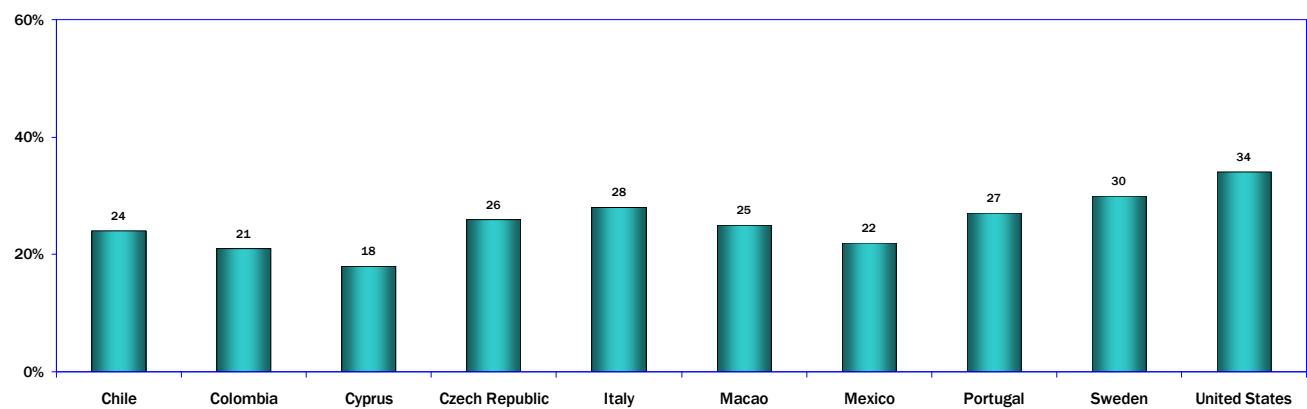
Q11D M-1D-1

### Somewhat Disagree



Q11D M-1D-2

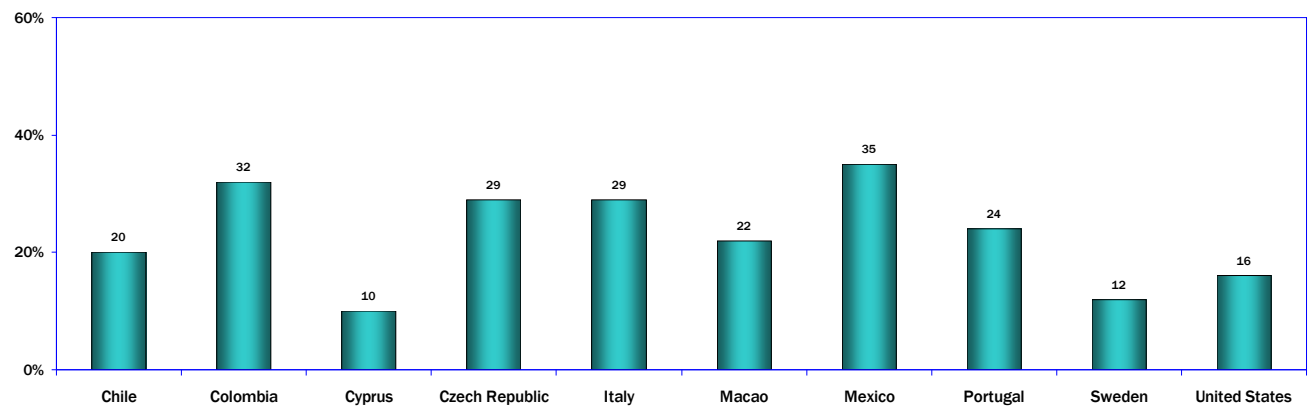
### Neutral



Q11D M-1D-3

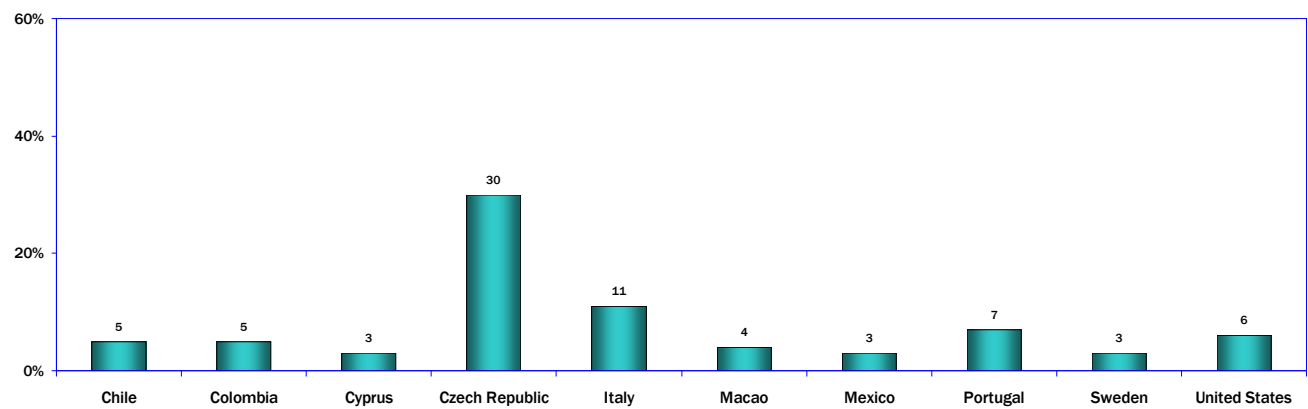
## 52. The Internet for Engaging Public Officials: Detailed Responses

### Somewhat Agree



Q11D M-1D-3

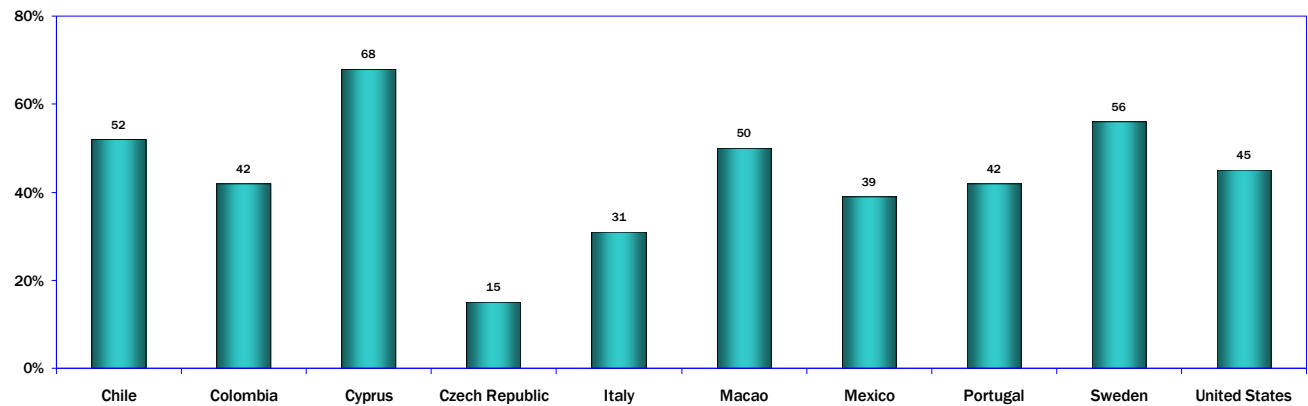
### Strongly Agree



Q11D M-1D-5

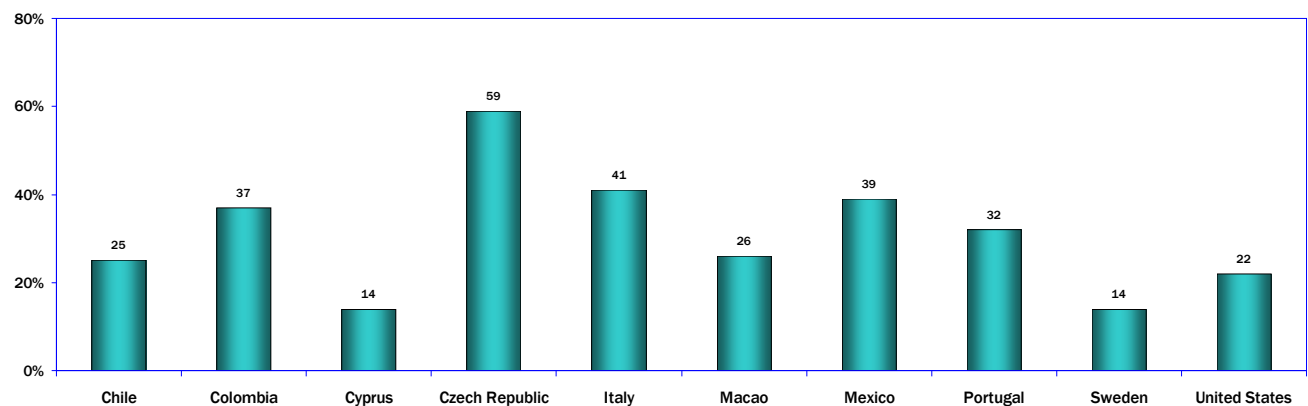
## 52. The Internet and Engaging Public Officials: Detailed Responses

### Combined: Somewhat Disagree and Strongly Disagree



Q11D M1D-1-2

### Combined: Somewhat Agree and Strongly Agree



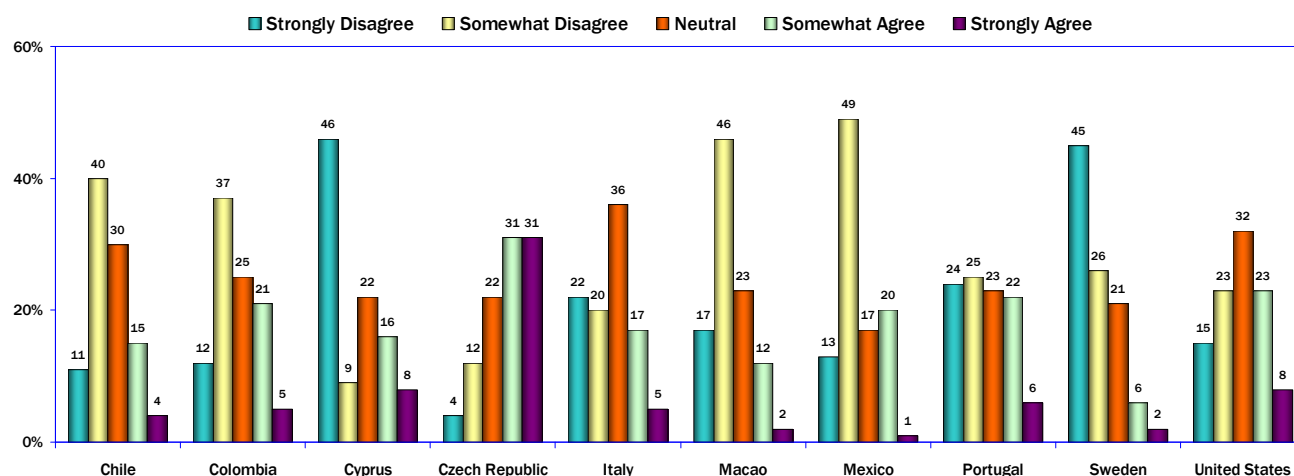
Q11D M-1D-4-5

### 53. The Internet and Political Empowerment

Low percentages of users said that the Internet gives users more political power or influence. Only the Czech Republic reported more than a majority of users who agree with this statement (62 percent). Six countries and regions reported 25 percent or less agreement with this statement.

The highest levels of disagreement were in Sweden (71 percent), Macao (63 percent), and Mexico (62 percent).

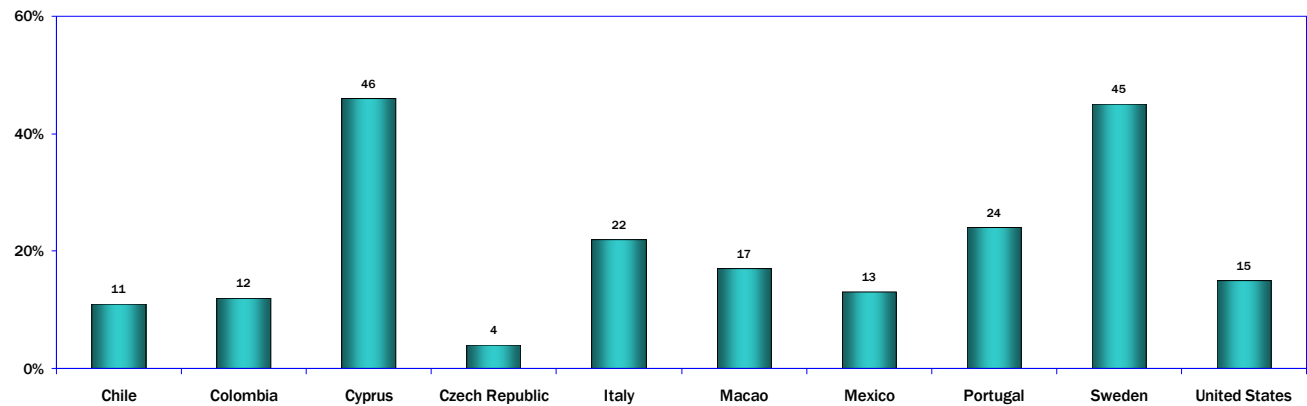
#### By Using the Internet, People Like You Can Have More Political Power (Internet Users 18 and Older)



Q11A M-1A

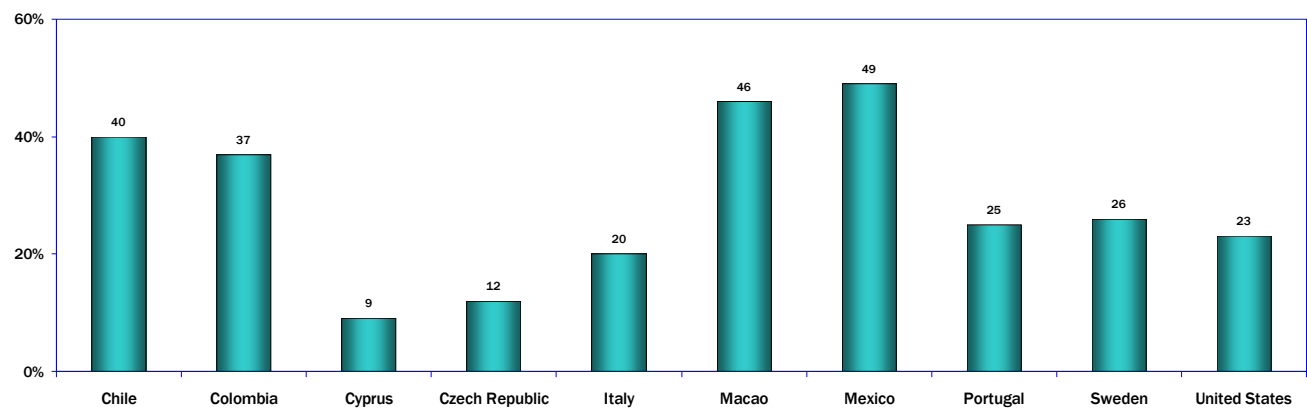
### 53. The Internet and Political Empowerment: Detailed Responses

#### Strongly Disagree



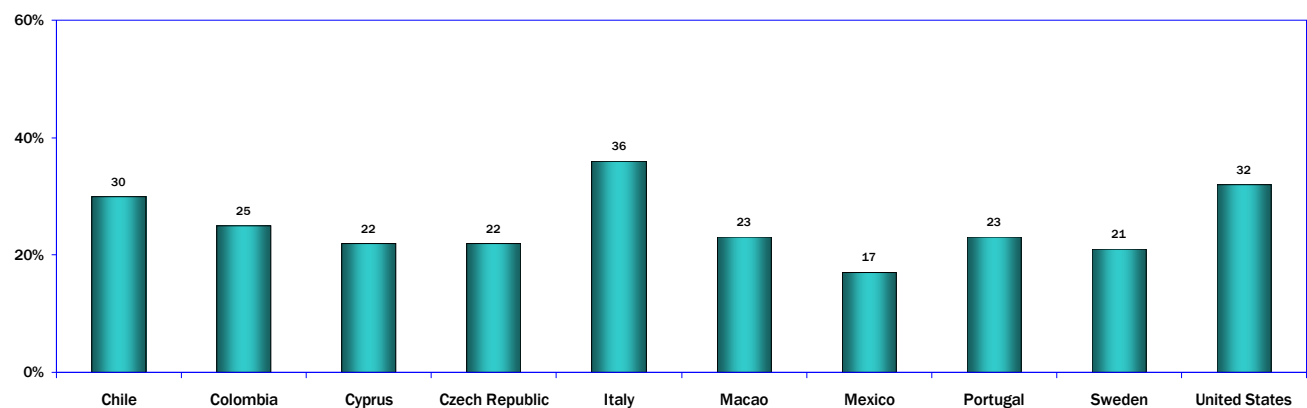
Q11A M-1A-1

#### Somewhat Disagree



Q11A M-1A-2

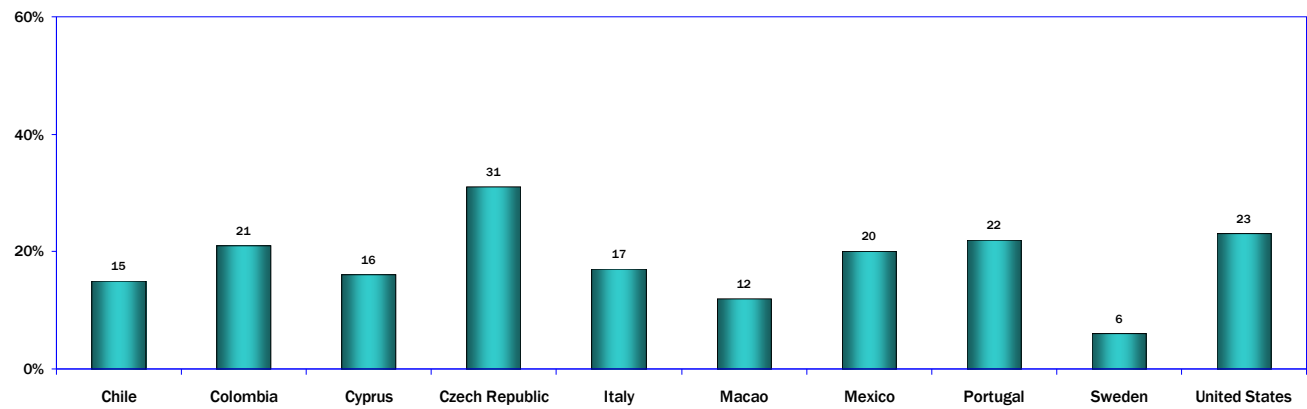
#### Neutral



Q11A M-1A-3

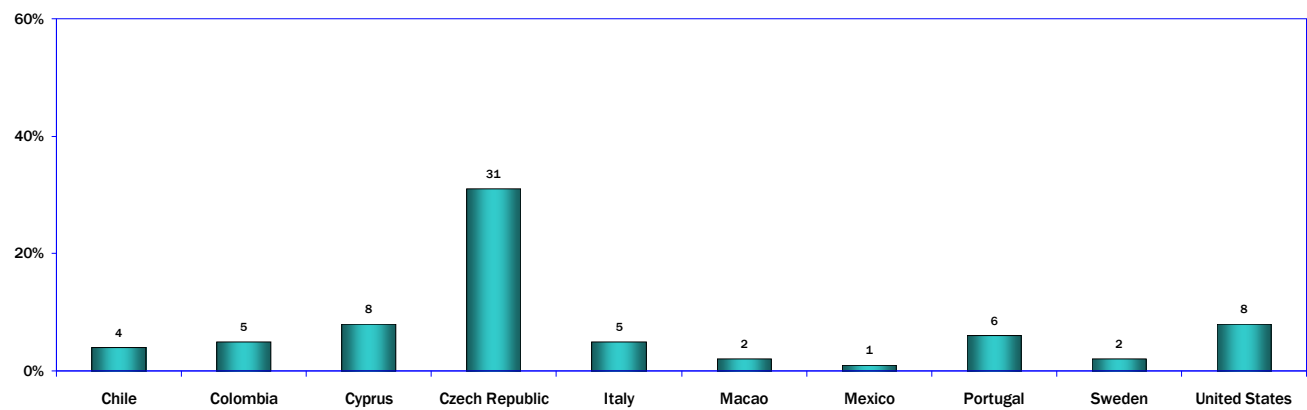
### 53. The Internet and Political Empowerment: Detailed Responses

#### Somewhat Agree



Q11A M-1A-3

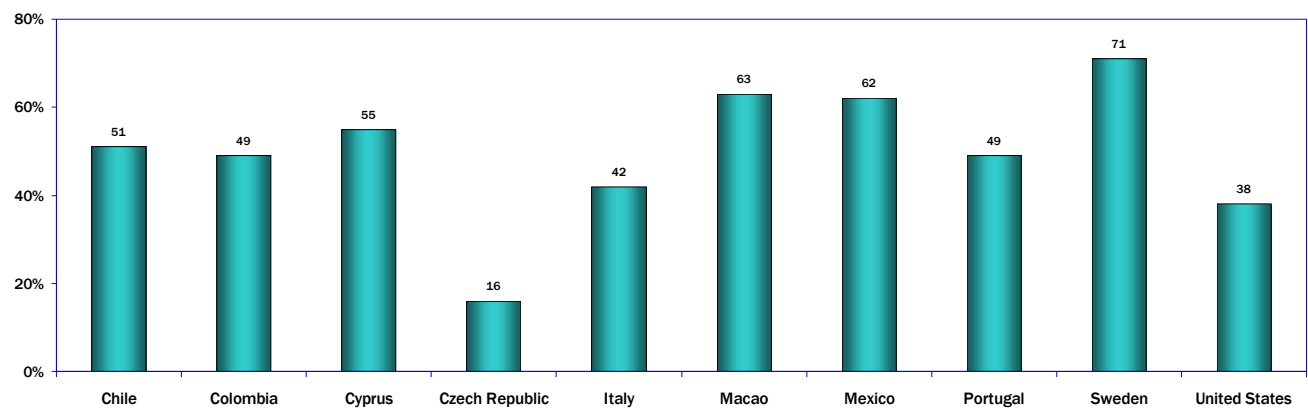
#### Strongly Agree



Q11A M-1A-5

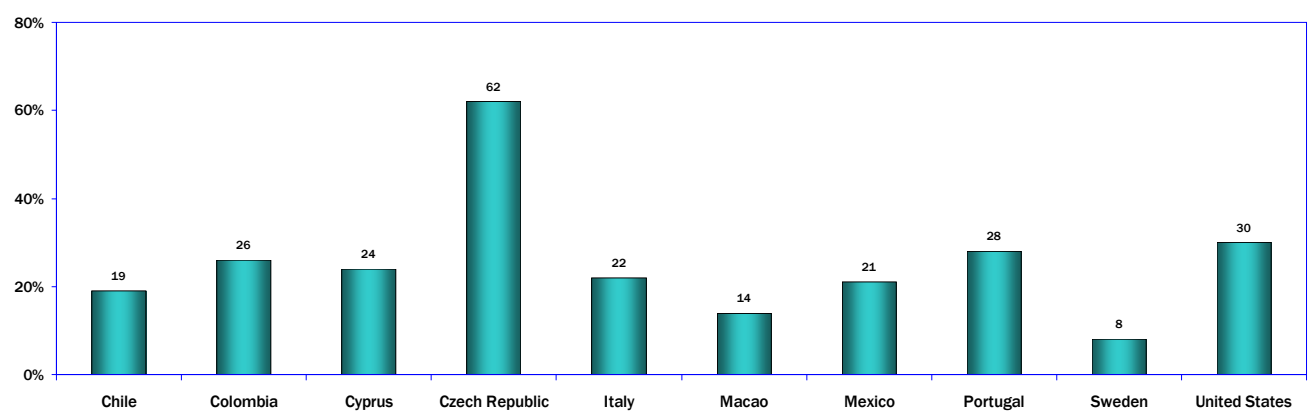
### 53. The Internet and Political Empowerment: Detailed Responses

#### Combined: Somewhat Disagree and Strongly Disagree



Q11A M1A-1-2

#### Combined: Somewhat Agree and Strongly Agree



Q11C M1C-4-5



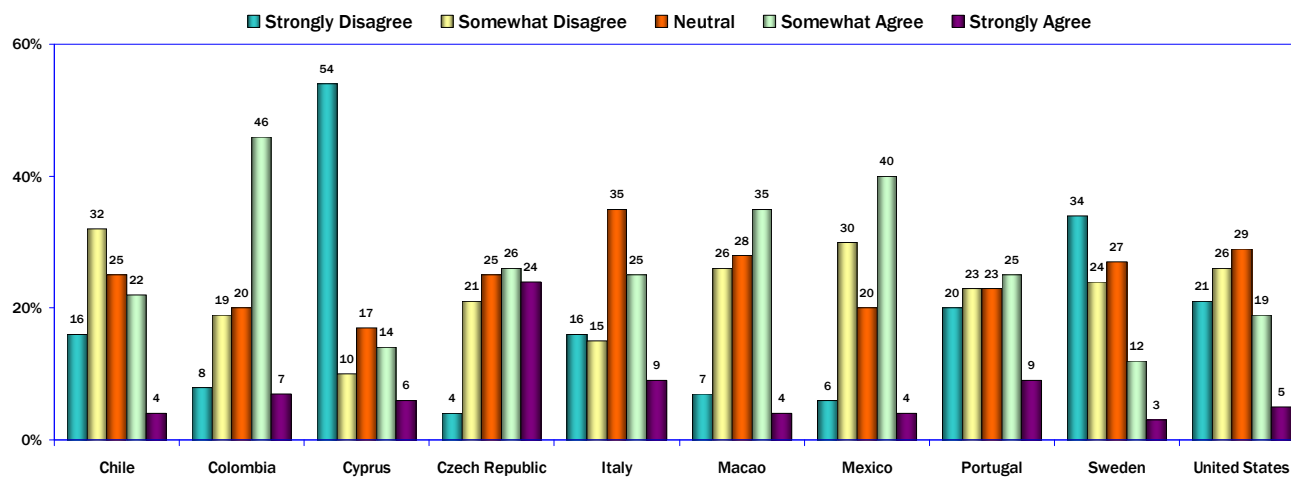
## 54. Does the Internet Give Users More Involvement in Government?

Compared to views about the Internet's role in giving users more political power, larger -- but generally low -- percentages of users in most of the WIP countries and regions said the Internet gives users more of a say in government actions.

Colombia (53 percent) and the Czech Republic (50 percent) reported the highest level of agreement with this statement. Three countries and regions reported 25 percent or less agreement with this statement, and six countries and regions reported 25-50 percent.

The highest levels of disagreement with this question were in Cyprus (64 percent), Sweden (58 percent), Chile (Santiago) (48 percent), and the United States (47 percent).

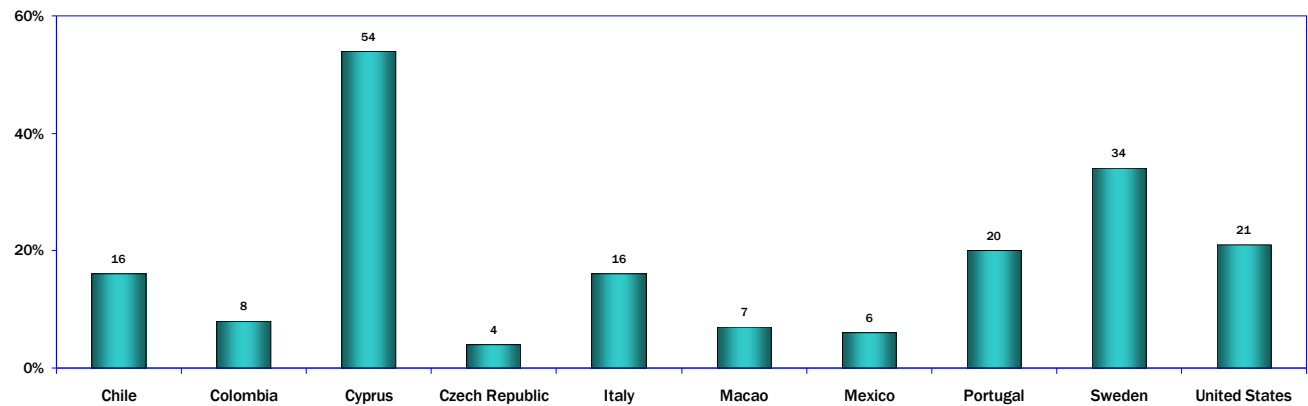
### By Using the Internet, Will People Like You Will Have More Say about what the Government Does (Internet Users Age 18 and Older)



Q11B M-1B

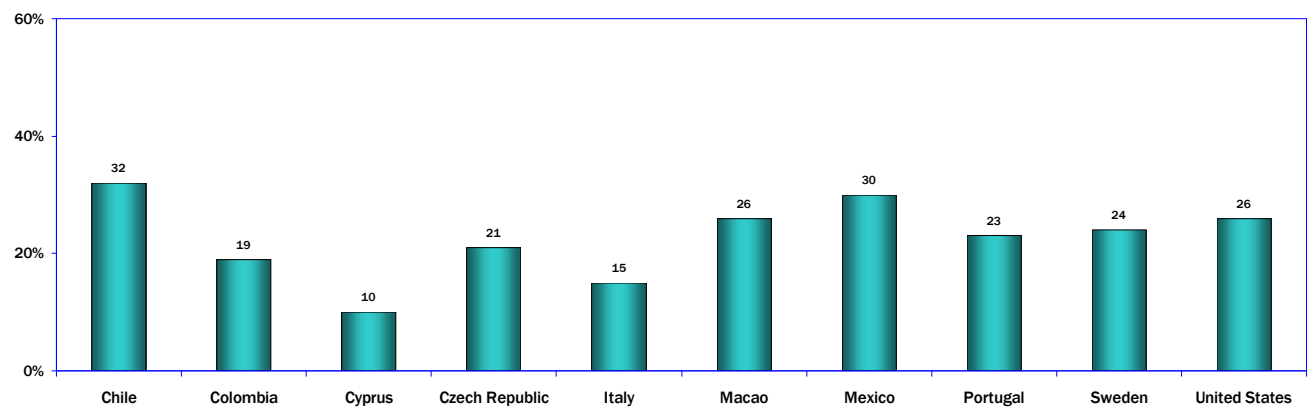
## 54. The Internet and Involvement in Government: Detailed Responses

### Strongly Disagree



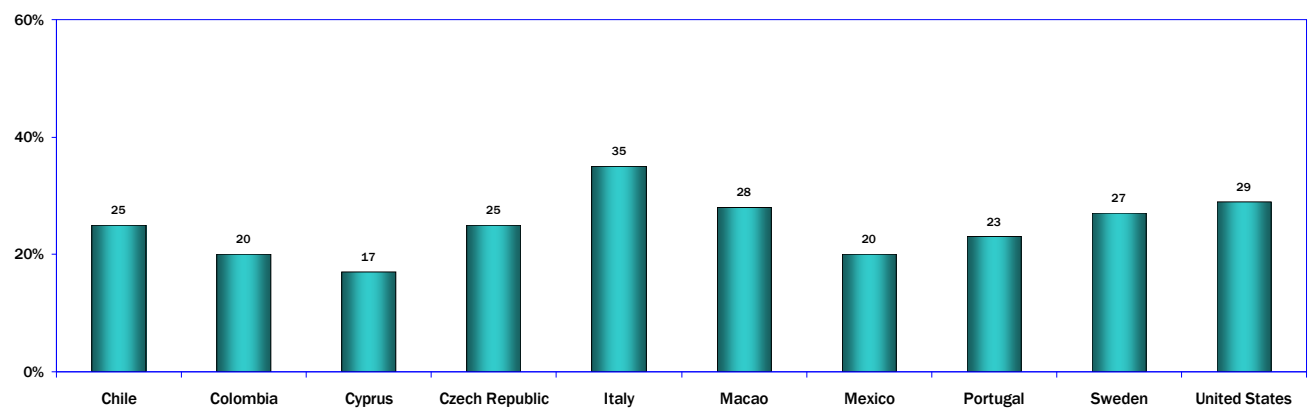
Q11B M-1B-1

### Somewhat Disagree



Q11B M-1B-2

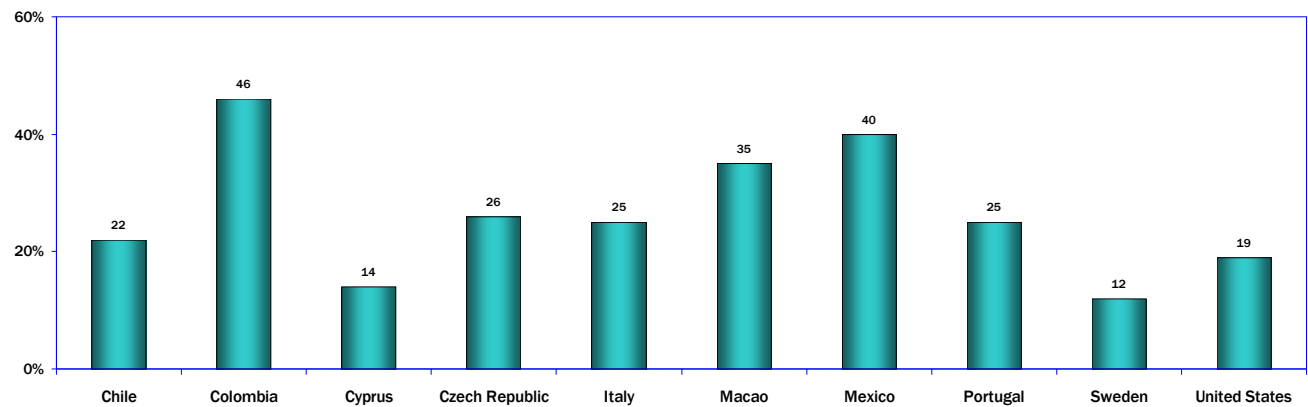
### Neutral



Q11B M-1B-3

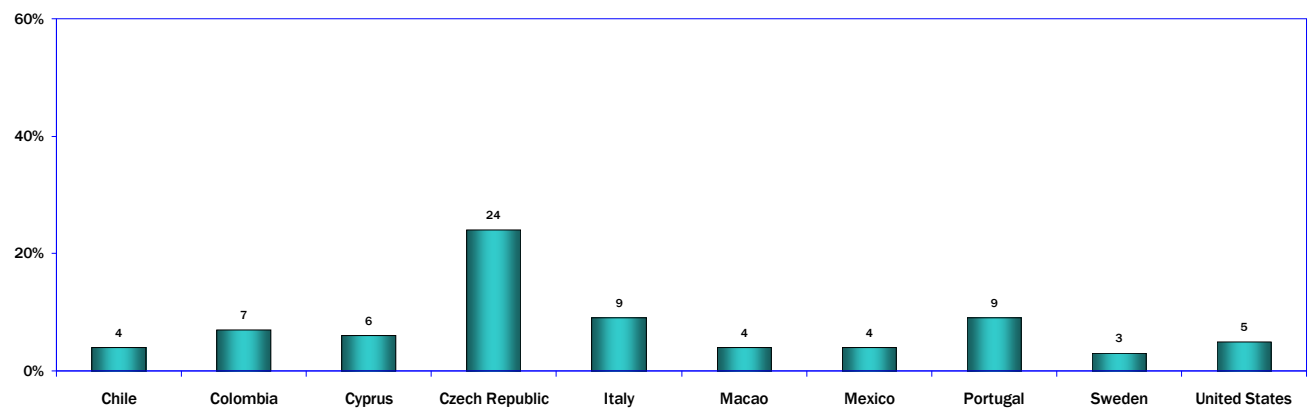
## 54. The Internet and Involvement in Government: Detailed Responses

### Somewhat Agree



Q11B M-1B-4

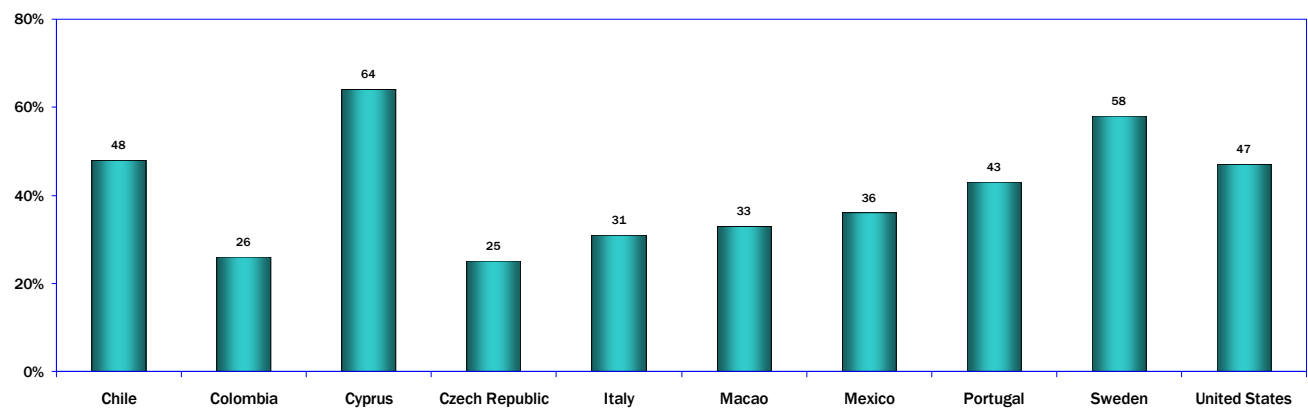
### Strongly Agree



Q11B M-1B-5

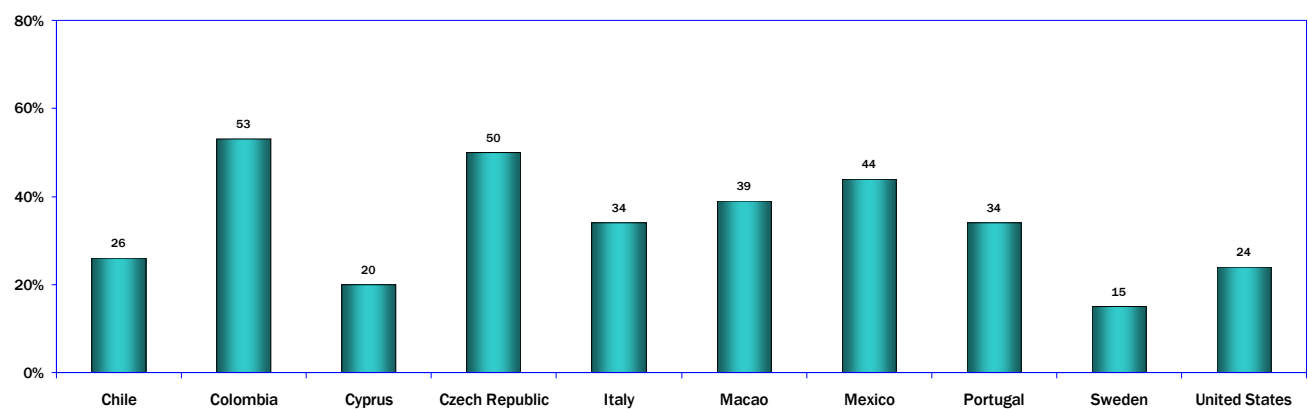
## 54. The Internet and Involvement in Government: Detailed Responses

### Combined: Somewhat Disagree and Strongly Disagree



Q11B M-1B-1-2

### Combined: Somewhat Agree and Strongly Agree



Q11B M-1B-4-5

## **Findings**

# **World Internet Project 2010**

## **Media Reliability and Importance**

## 55. Information on the Internet: Is it Reliable?

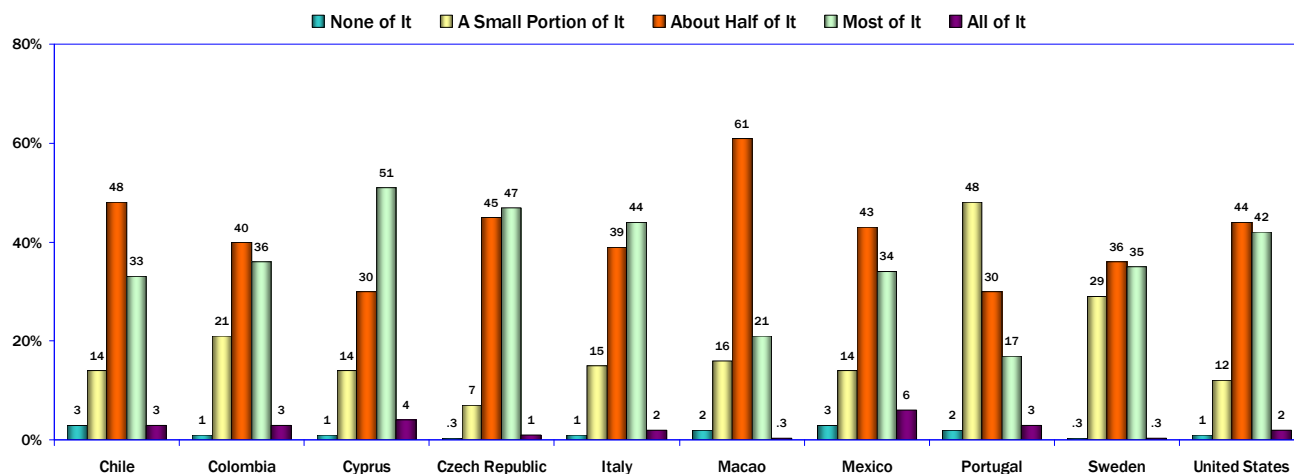
While large percentages in the WIP countries and regions reported that most of the information online is generally reliable, very high percentages of users said that only half or less of the information online is reliable.

Among Internet users, 40 percent or more in five of the WIP countries and regions say that most or all of online information is reliable.

Countries and regions that reported high percentages of respondents who said that most or all information online is reliable were Cyprus (55 percent), the Czech Republic (48 percent), Italy (46 percent), and the United States (44 percent).

However, in all of the WIP countries and regions, 40 percent or more of users said that one half or less of information on the Internet is reliable. Countries and regions in which a majority of respondents said that about half, a small portion, or none of the information online is reliable were: Macao (79 percent), Sweden (65 percent), Chile (Santiago) (65 percent), Colombia (62 percent), Mexico (60 percent), the United States (57 percent), Italy (55 percent), and the Czech Republic (52 percent).

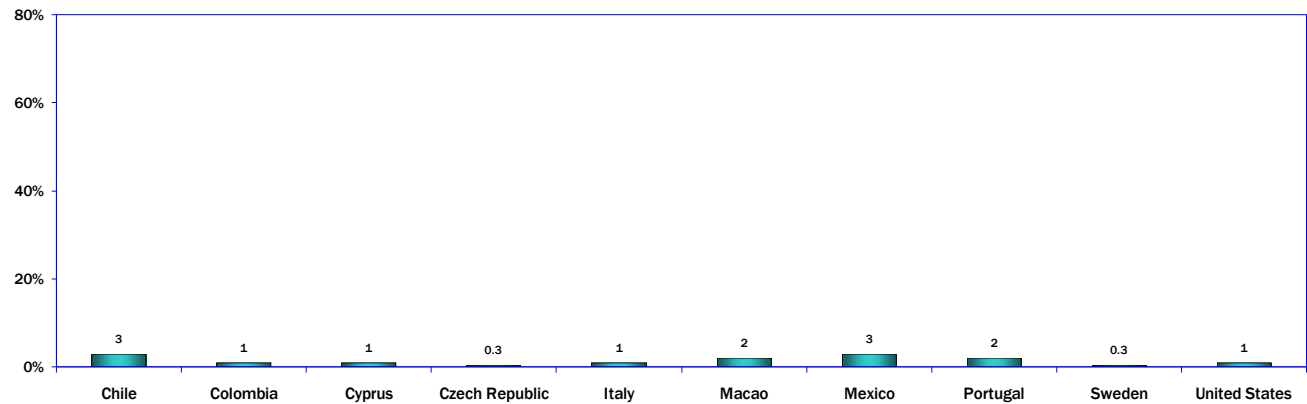
### How Much of the Information on the Internet Overall is Generally Reliable? (Internet Users Age 18 and Older)



Q12 M-1

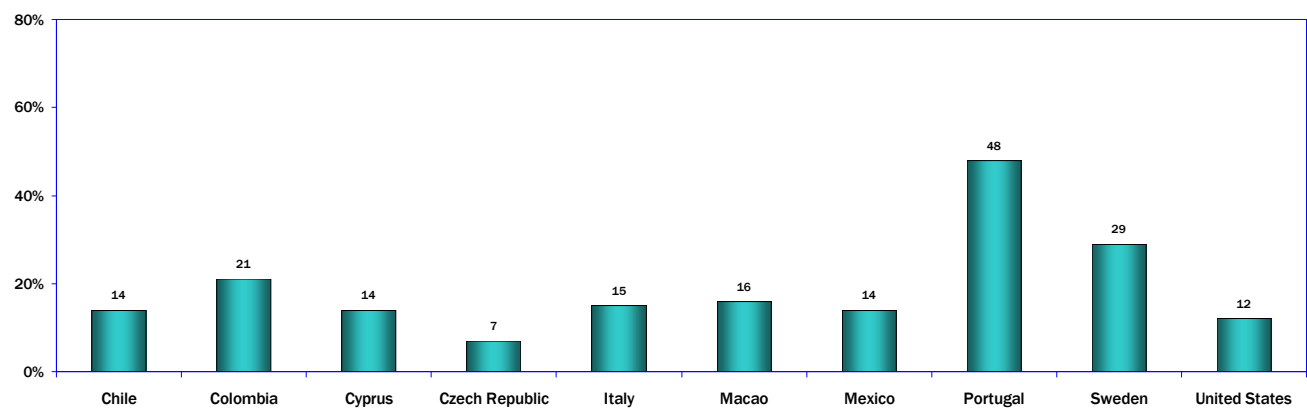
## 55. Information on the Internet: Is it Reliable? (Detailed Responses)

### None of it



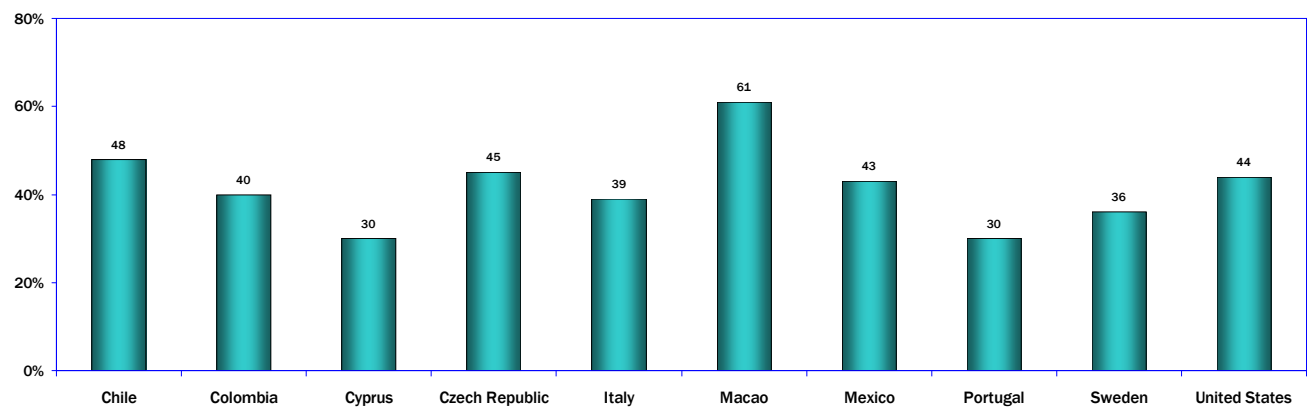
Q12 M-1-1

### A Small Portion



Q12 M-1-2

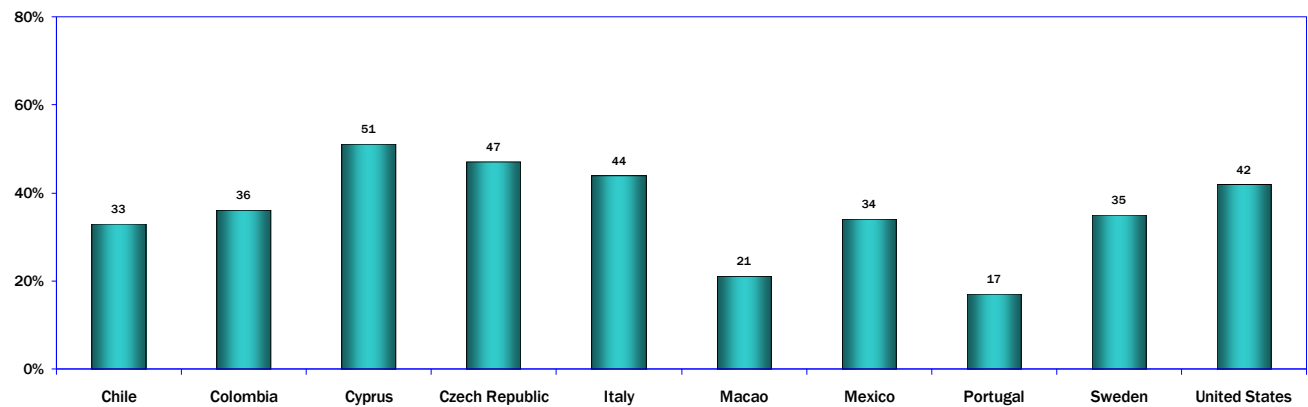
### About Half



Q12 M-1-3

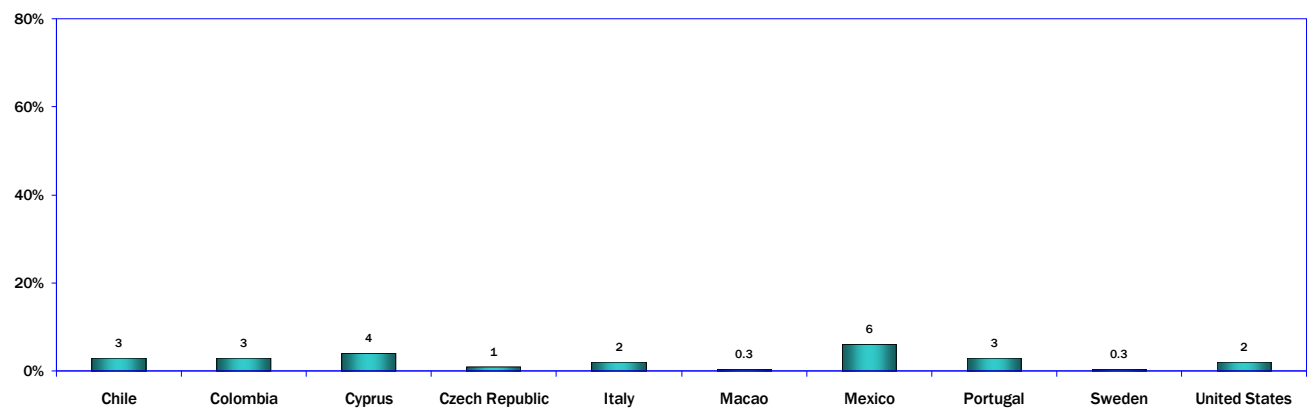
## 55. Information on the Internet: Is it Reliable? (Detailed Responses)

### Most of it



Q12 M-1-4

### All of it

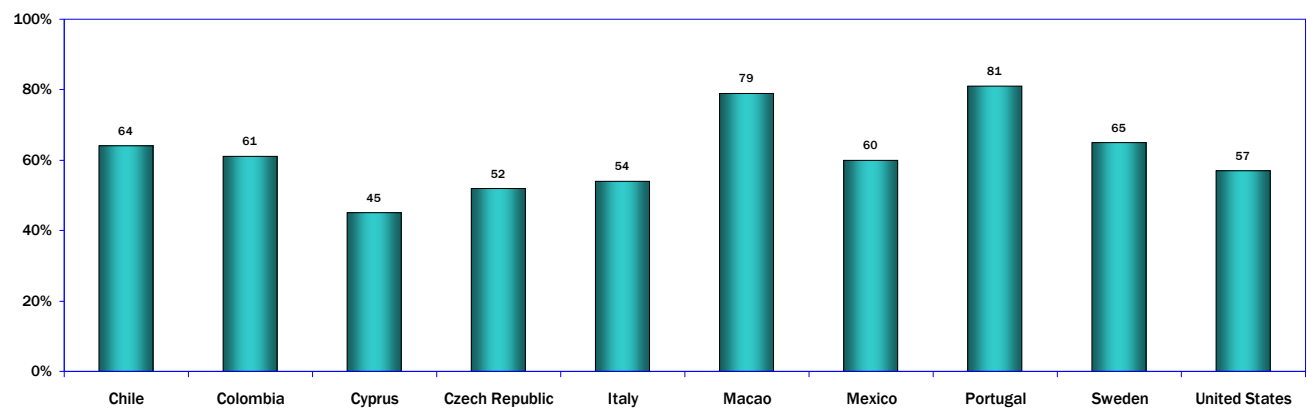


Q12 M-1-5



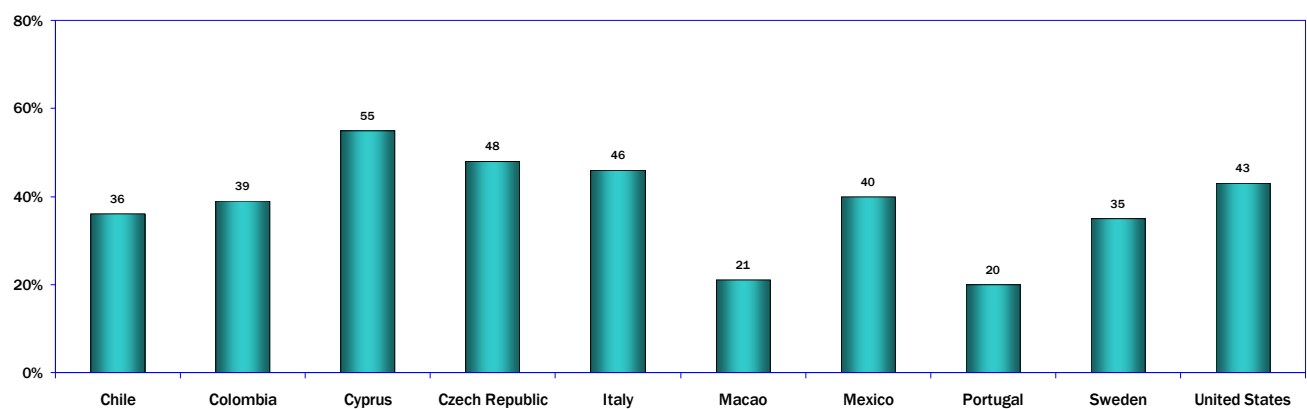
## 55. Information on the Internet: Is it Reliable? (Detailed Responses)

### Combined: None, a Small Portion, About Half



Q12 M1A-1-3

### Combined: Most of it, All of it



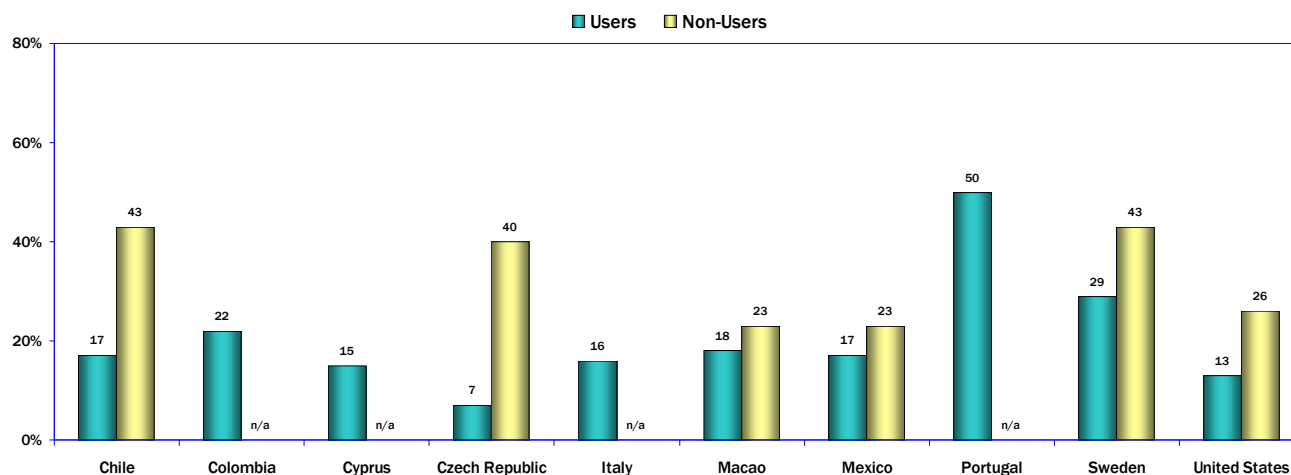
Q12 M1A-4-5

## 56. Information on the Internet: Is it Reliable? (Users vs. Non-Users)

Comparing users to non-users shows large differences in views about the reliability of information on the Internet.

In all of the WIP countries, larger percentages of non-users than users believe that none or only a small portion of information on the Internet is generally reliable. Conversely, larger percentages of users than non-users in all of the WIP countries said that most or all of online information is reliable (see the next page).

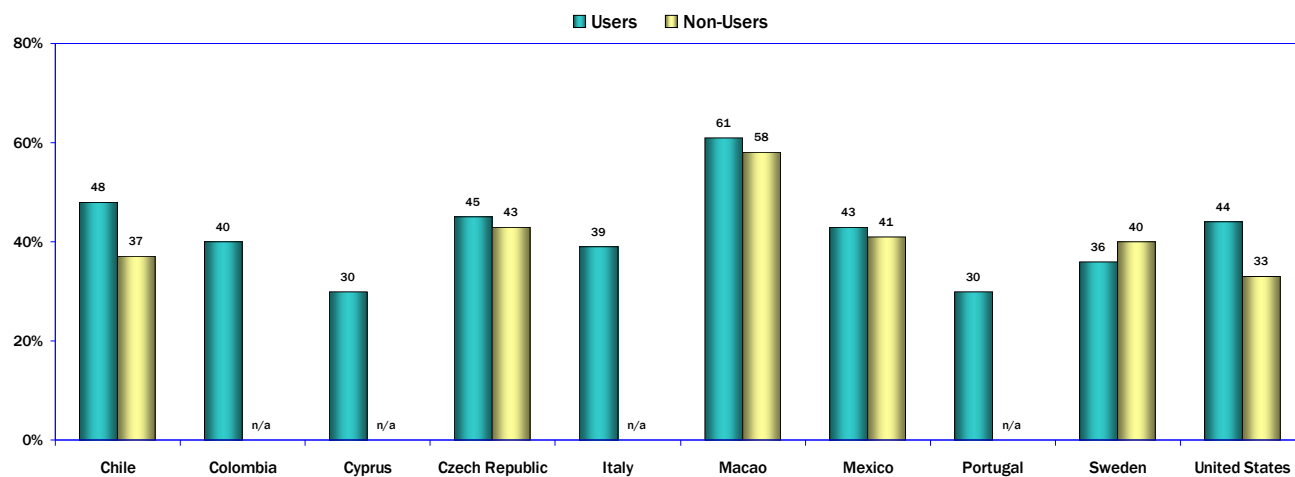
### How Much of the Information on the Internet Overall is Generally Reliable? (Internet Users vs. Non-Users Age 18 and Older) (None or only a small portion)



Q12 M-3

## How Much of the Information on the World Wide Web Overall is Generally Reliable?

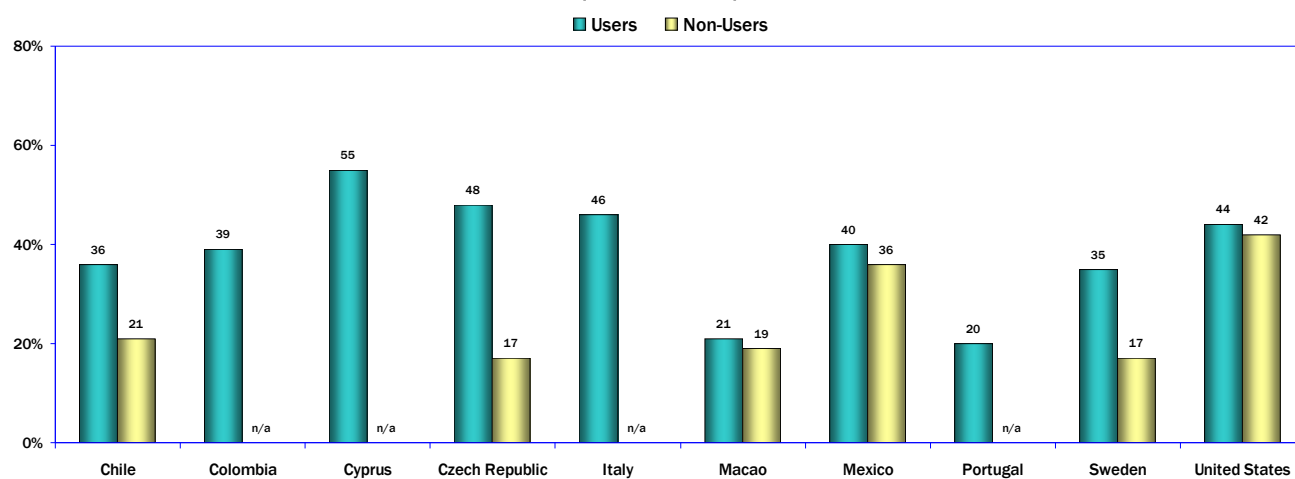
(Internet Users vs. Non-Users Age 18 and Older)  
(About Half)



Q12 M-4

## How Much of the Information on the World Wide Web Overall is Generally Reliable?

(Internet Users vs. Non-Users Age 18 and Older)  
(Most or All)



Q12 M-5

## 57. Views about the Importance of Media as Information Sources

In all of the WIP countries and regions except Sweden, larger percentages of users ranked the Internet as an important or very important source of information for them than they did for television, newspapers, or radio.

In all of the WIP countries and regions, more than half of users said that the Internet is an important or very important source of information for them, with the highest percentage in the United States (79 percent) and the lowest in Sweden (58 percent).

Details on rankings of individual media as information sources appear on pages <<<-<<<.

### **Comparison: Importance of Media as Information Sources** **Internet Users Age 18 or Older Ranking the Media as “Important” or “Very Important”**

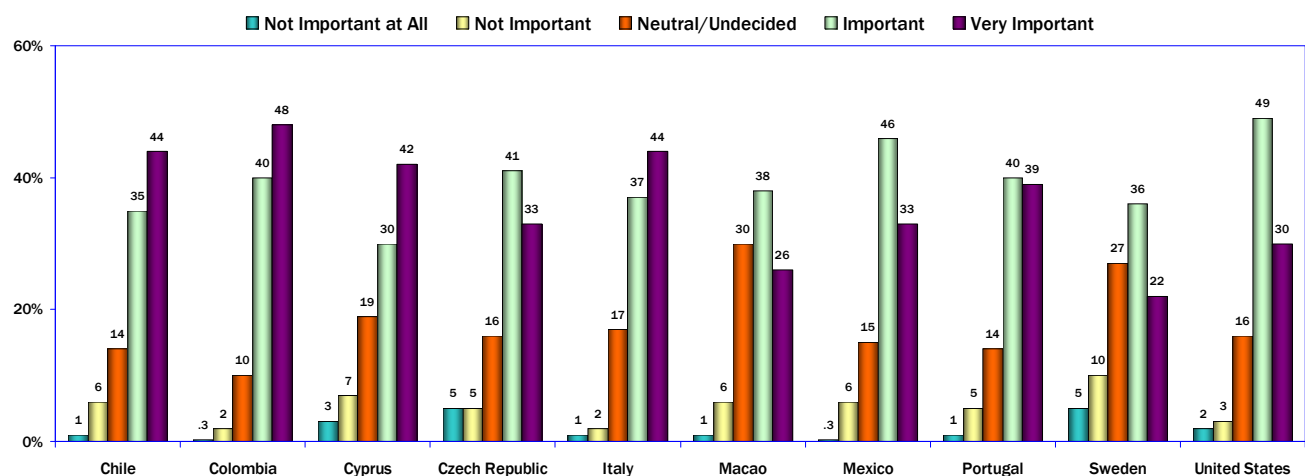
	Internet	Television	Newspapers	Radio
Chile	79	61	68	51
Colombia	88	68	70	72
Cyprus	71	71	48	42
Czech Republic	75	69	52	42
Italy	80	58	62	43
Macao	64	52	63	22
Mexico	79	62	73	52
Portugal	79	77	67	58
Sweden	58	68	55	49
United States	79	69	60	59

## 58. The Internet: Importance as an Information Source

Even though large percentages of Internet users consider less than half of online information as being reliable (see page <<), the Internet is nevertheless considered an important source of information for them by large majorities in all of the WIP countries and regions.

More than 60 percent of users in all of the WIP countries and regions except for Sweden said that the Internet is an important or very important source of information for them.

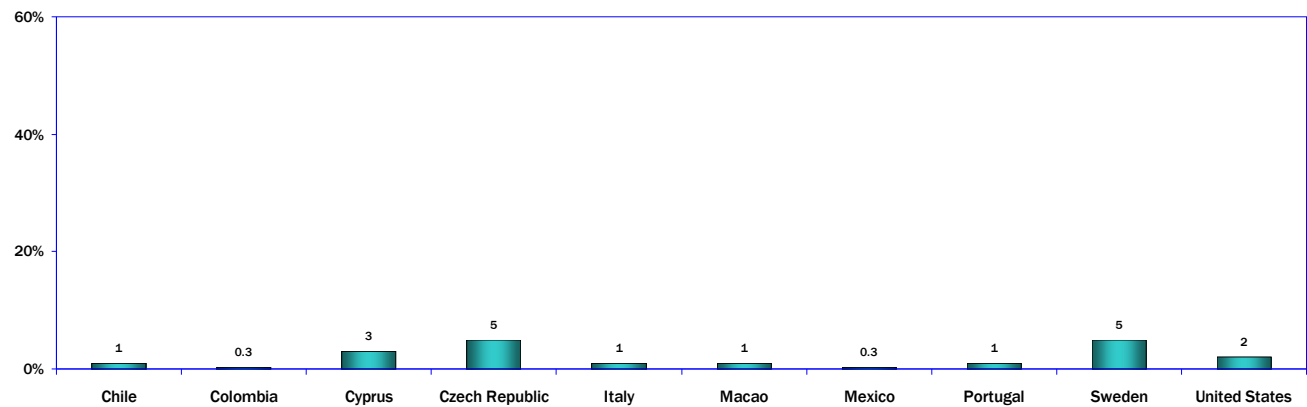
### The Internet: Importance as an Information Source (Internet Users Age 18 and Older)



Q13A M-1A

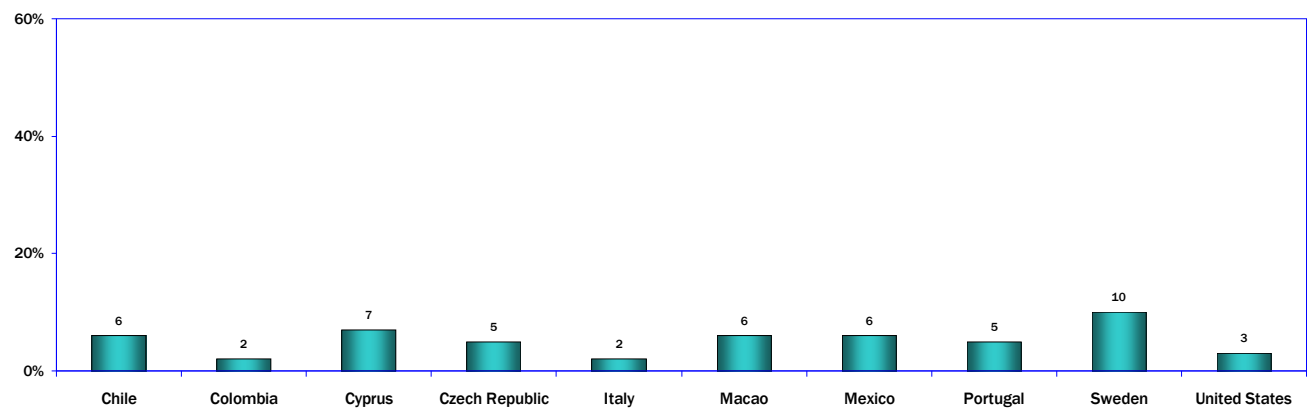
## 58. The Internet: Importance as Information Source: Detailed Responses

### Not Important at All



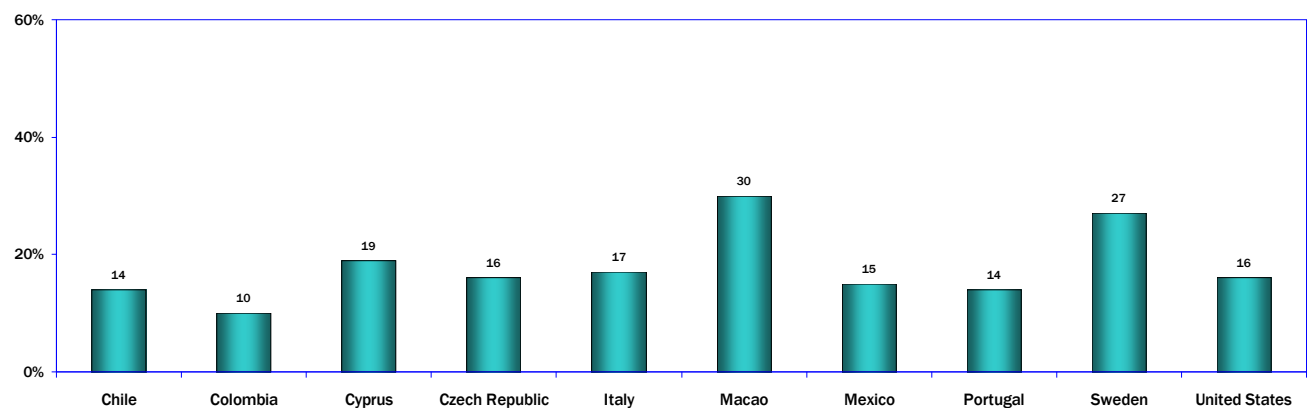
Q13A M-1A-1

### Not Important



Q13A M-1A-2

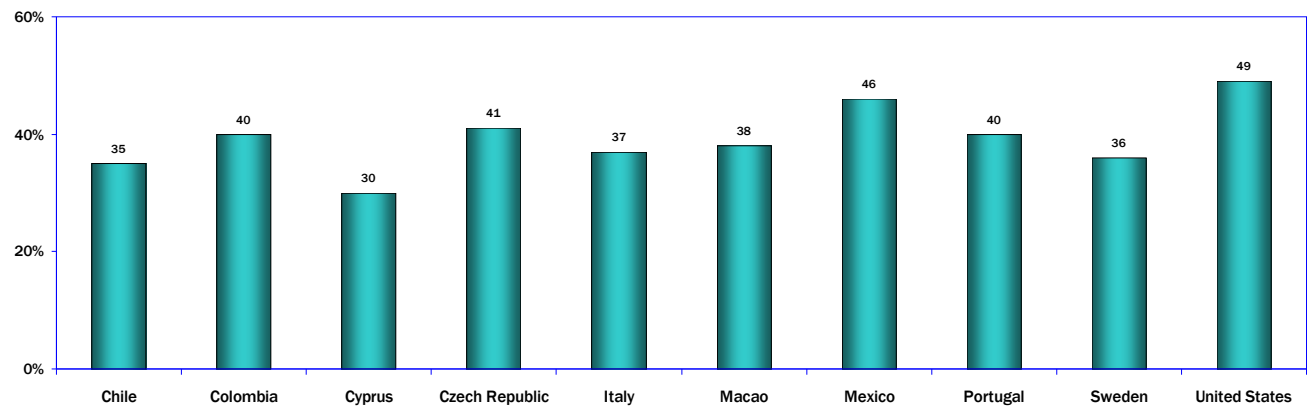
### Neutral/Undecided



Q13A M-1A-3

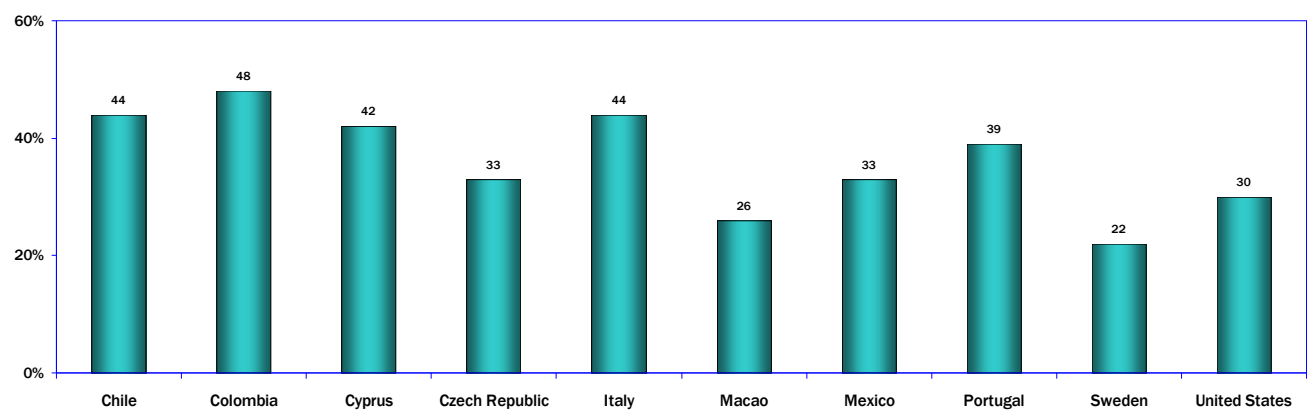
## 58. The Internet: Importance as Information Source: Detailed Responses

### Important



Q13A M-1A-4

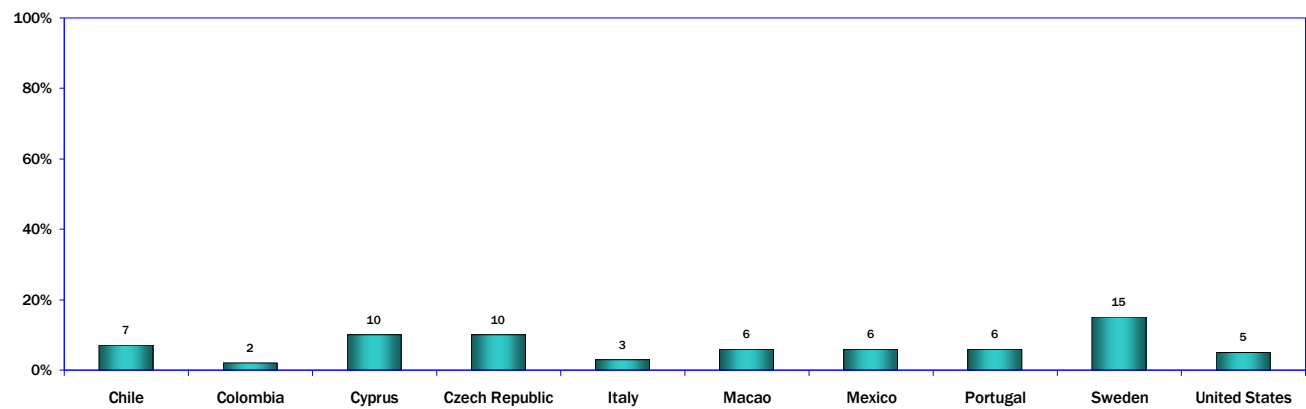
### Very Important



Q13A M-1A-5

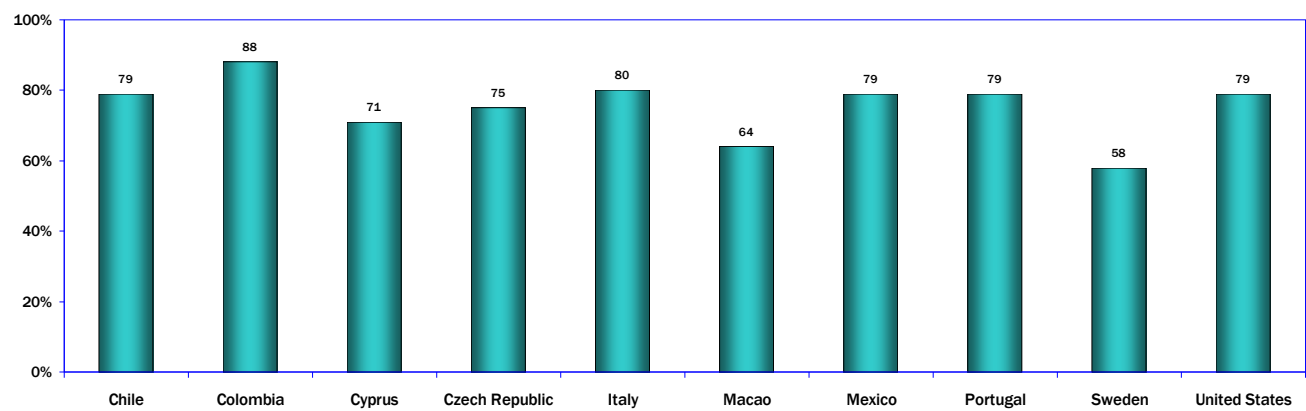
## 58. The Internet: Importance as Information Source: Detailed Responses

### Combined: Not Important at All/Not Important



Q13A M-1A-1-2

### Combined: Important/Very Important



Q13A-M-1A-4-5



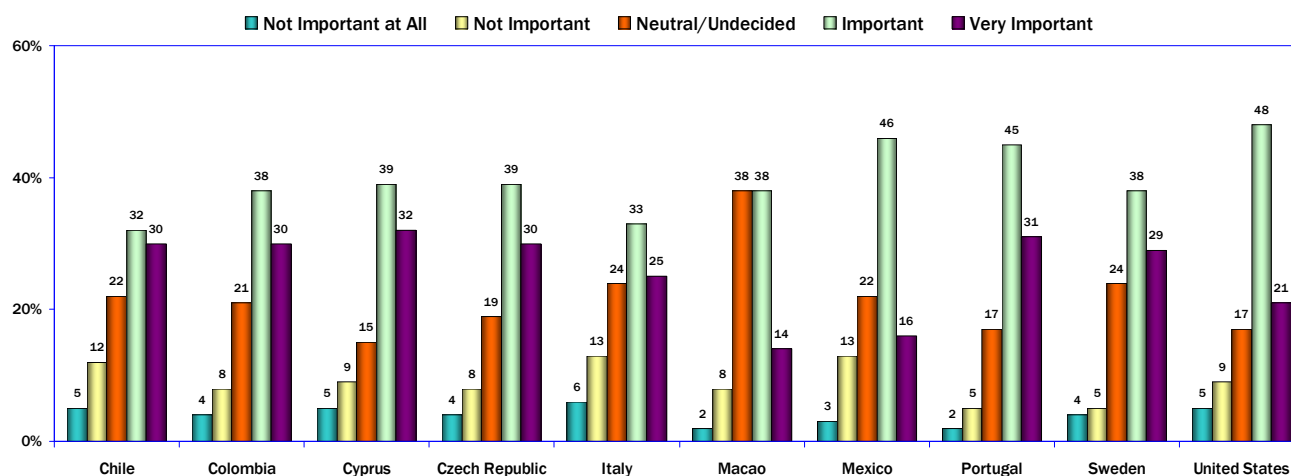
## 59. Television: Importance as an Information Source

Large percentages of Internet users said that television is an important source of information for them.

However, comparing the views of users about the Internet versus television as information sources, higher percentages of users in all of the WIP countries and regions except Sweden ranked the Internet as important or very important for them (*see page <<>*).

Nevertheless, even with the rise of the Internet, television remains an important source of information in much of the world. In all of the WIP countries, less than 20 percent of users said that television was not important as an information source for them.

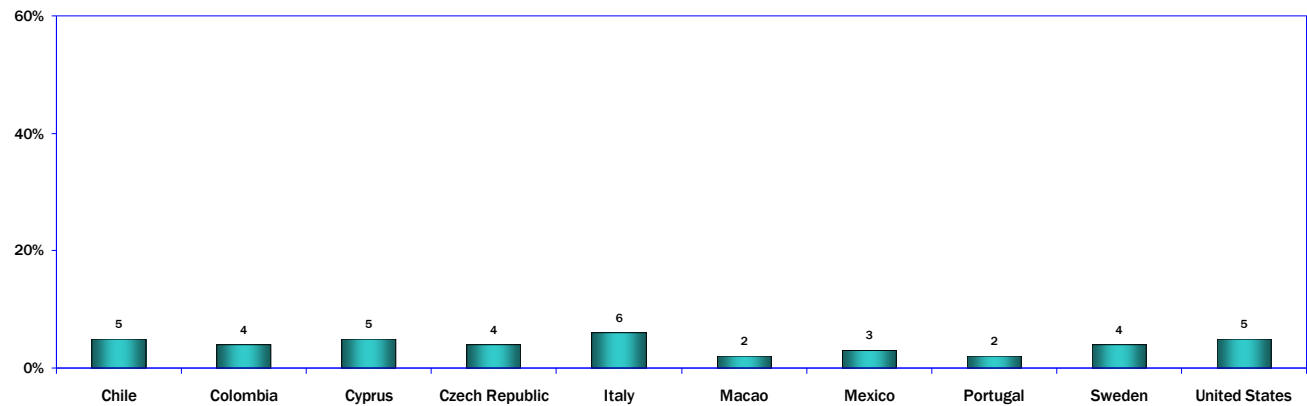
### Television: Importance as an Information Source (Internet Users Age 18 and Older)



Q13B M-1

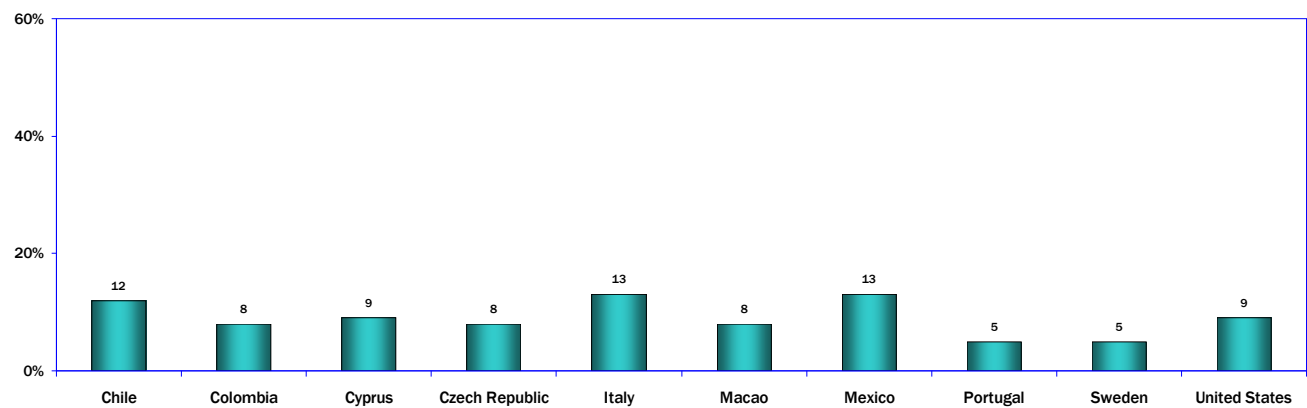
## 59. Television: Importance as an Information Source: Detailed Responses

### Not Important at All



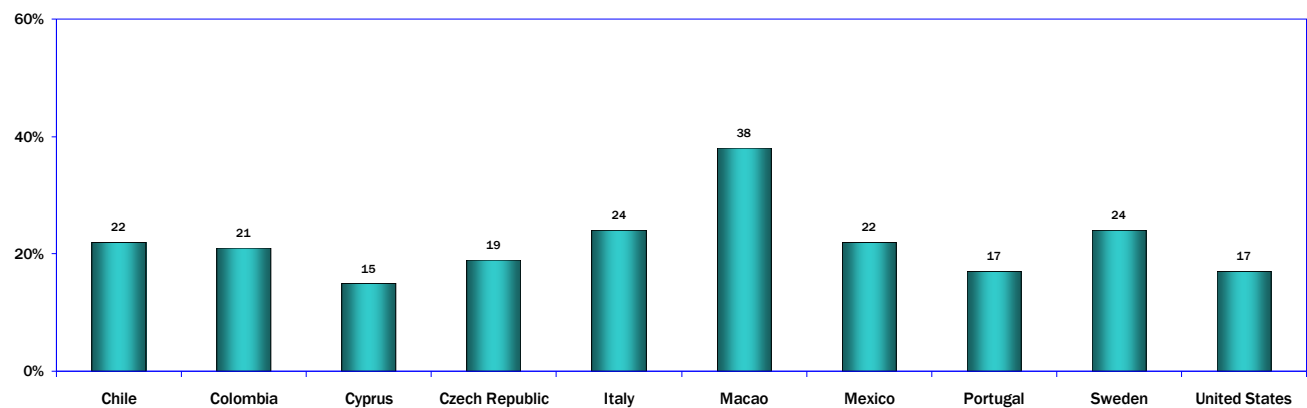
Q13B M1-B-1

### Not Important



Q13B M1-B-2

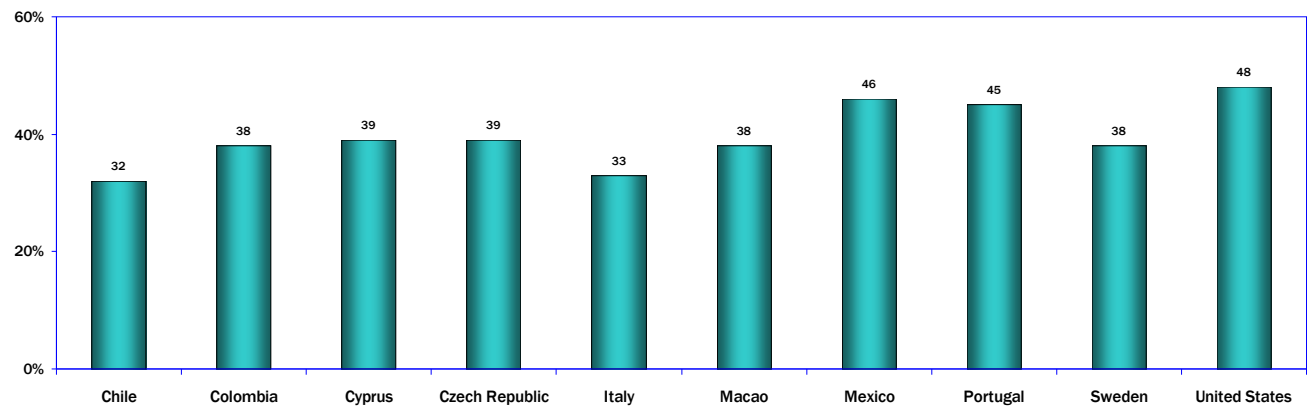
### Neutral/Undecided



Q13B M1-B-3

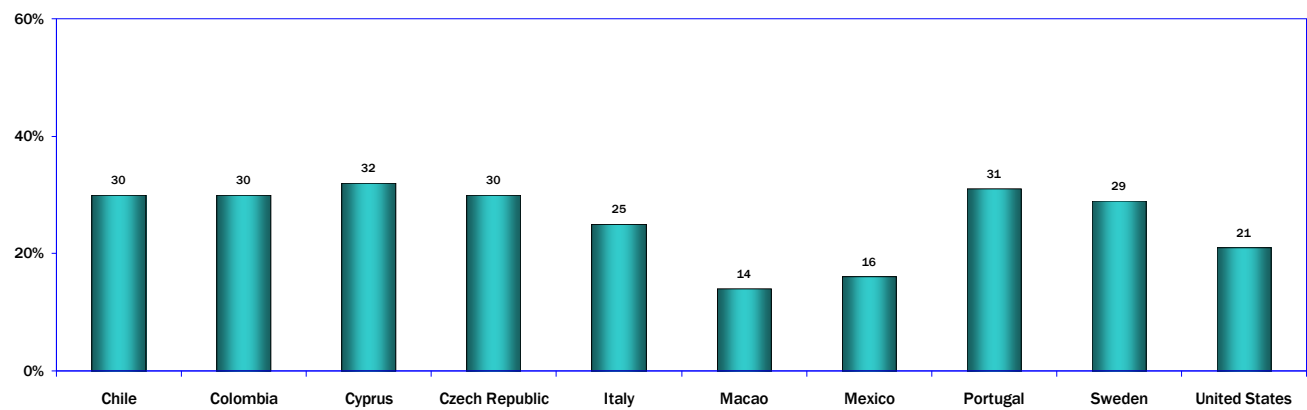
## 59. Television: Importance as an Information Source: Detailed Responses

### Important



Q13B M1-B-4

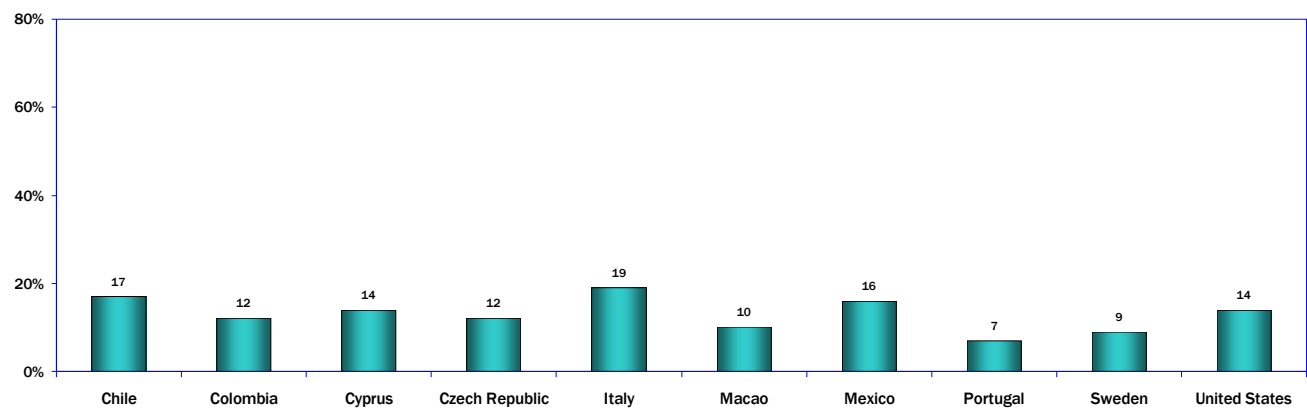
### Very Important



Q13B M1-B-5

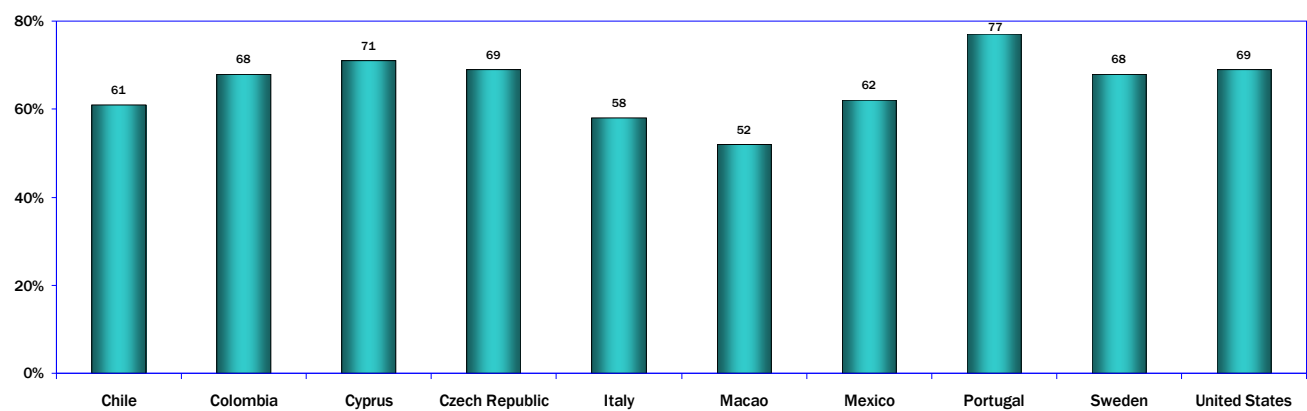
## 59. Television: Importance as an Information Source: Detailed Responses

### Combined: Not Important at All/Not Important



Q13B M-1B-1-2

### Combined: Important/Very Important



Q13B M-1B-4-5

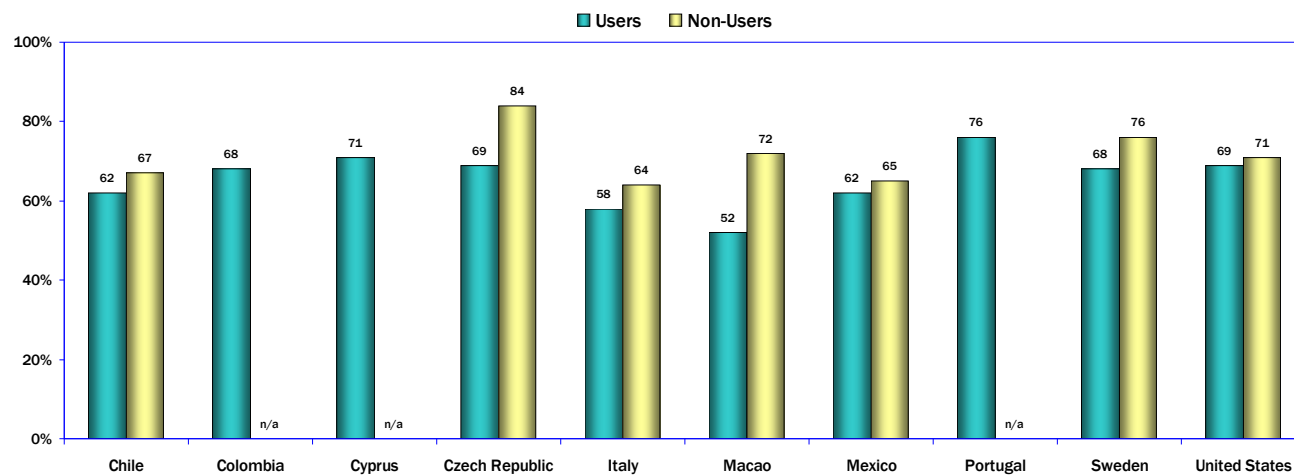
## 60. Television: Importance as an Information Source: Users Vs. Non-Users

Comparing Internet users and non-users, significant percentages of users and non-users in all of the WIP countries and regions said that television continues to be an important or very important source of information.

More than 60 percent of non-users in all of the WIP countries and regions said television was important or very important for information. And more than a majority of users in all of the reporting countries said that television was important or very important as an information source.

The largest differences between non-users and users on this subject was reported by Macao (20 percent more non-users than users) and the Czech Republic (15 percent).

### Television: Importance as an Information Source (Internet Users vs. Non-Users Age 18 and Older Responding “Important” or “Very Important”)



Q13B M-5

## 61. Newspapers: Importance as Information Sources

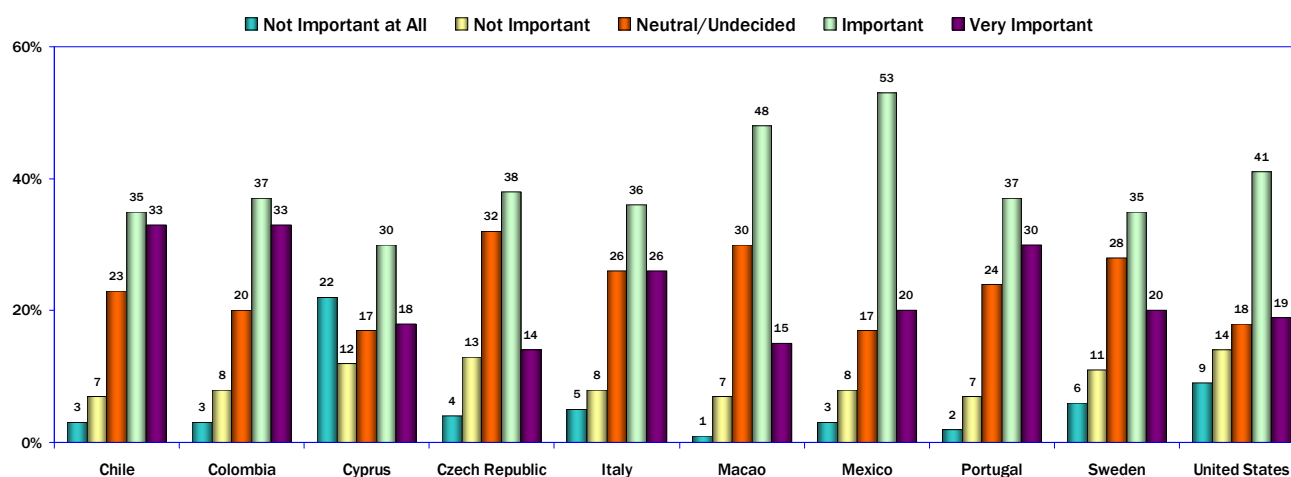
Even as print newspaper circulation declines in many countries and use of online news sources increases, offline newspapers were ranked highly as information sources among Internet users.

At least 45 percent of users in all of the WIP countries and regions ranked newspapers as an important or very important source of information.

However, none of the WIP countries reported a higher percentage of users who thought newspapers were an important or very important source of information compared to the Internet (see page <<).

The largest percentage of respondents who consider newspapers as important information sources are Mexico (73 percent), Chile (Santiago) (68 percent), and Portugal (67 percent).

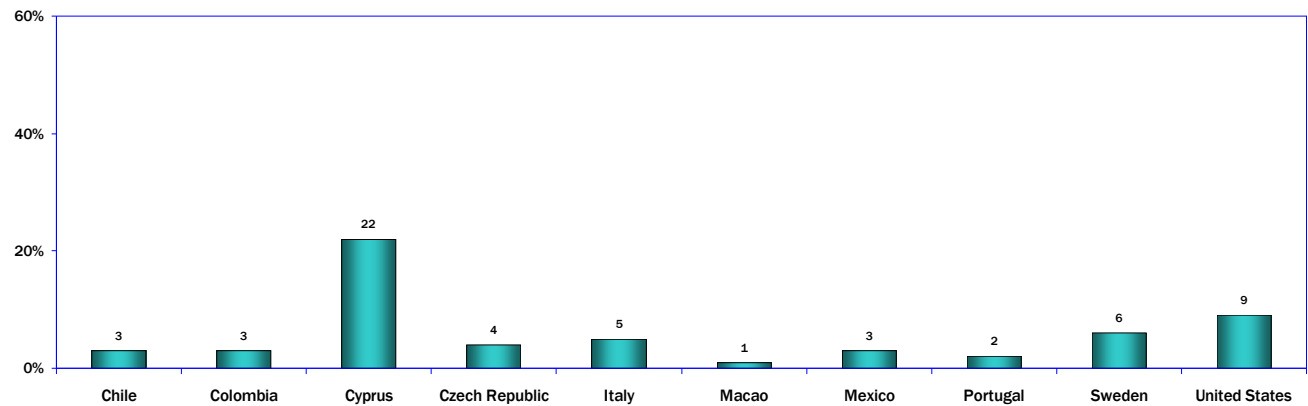
### Newspapers: Importance as an Information Source (Internet Users Age 18 and Older)



Q13C M-1

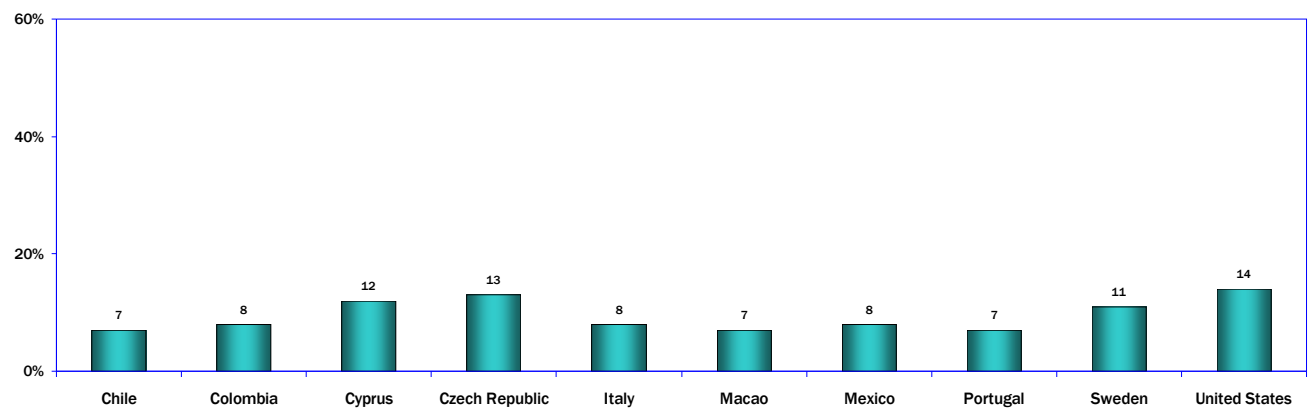
## 61. Newspapers: Importance as Information Sources: Detailed Responses

### Not Important at All



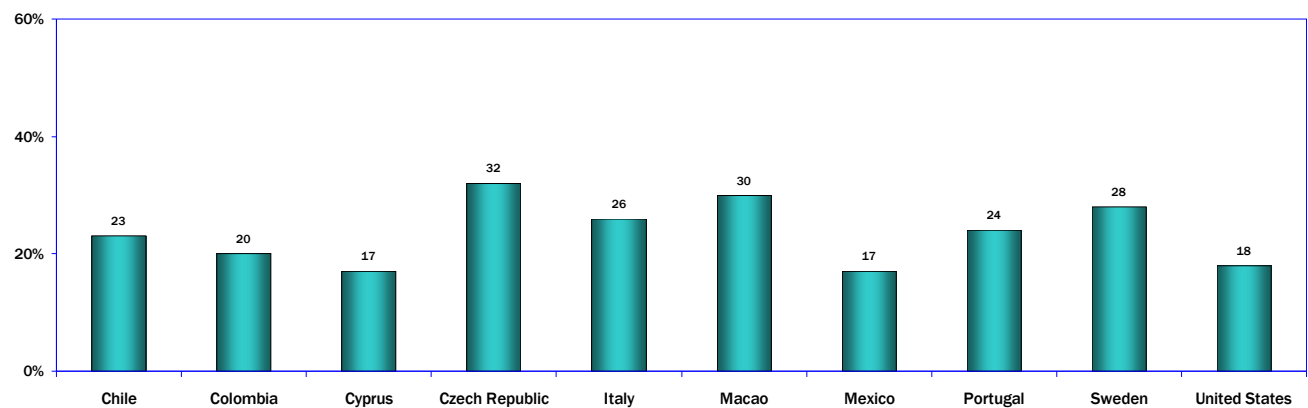
Q13C M-1C-1

### Not Important



Q13C M-1C-2

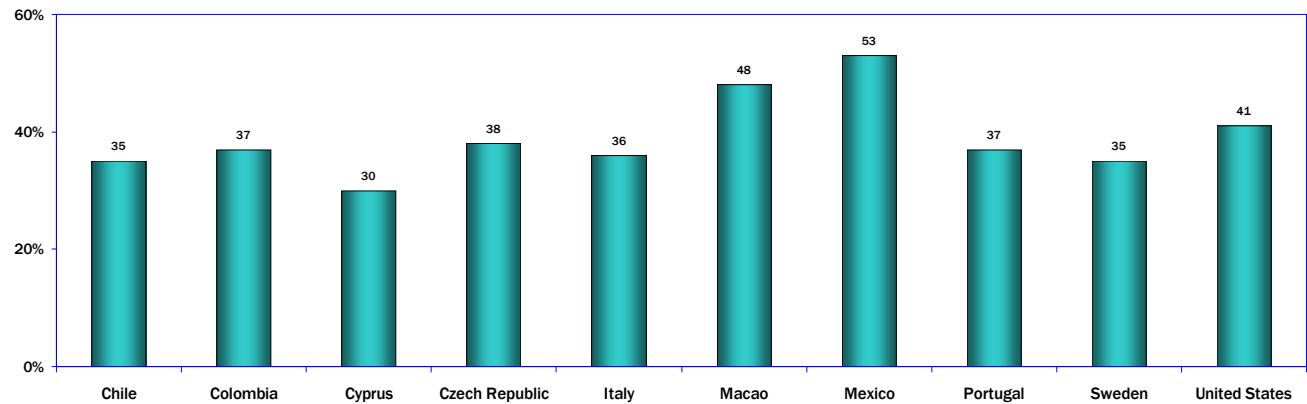
### Neutral/Undecided



Q13C M-1C-3

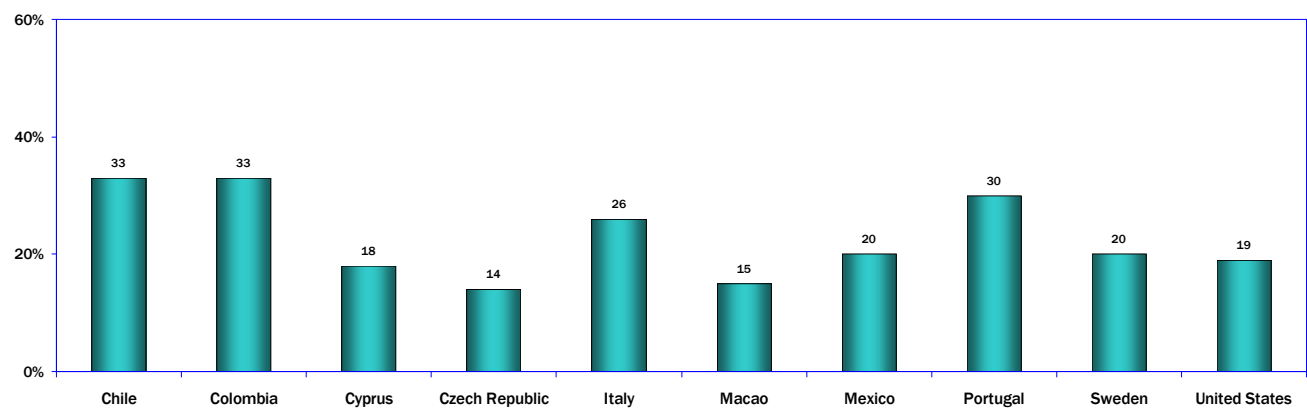
## 61. Newspapers: Importance as Information Sources: Detailed Responses

### Important



Q13C M-1C-4

### Very Important

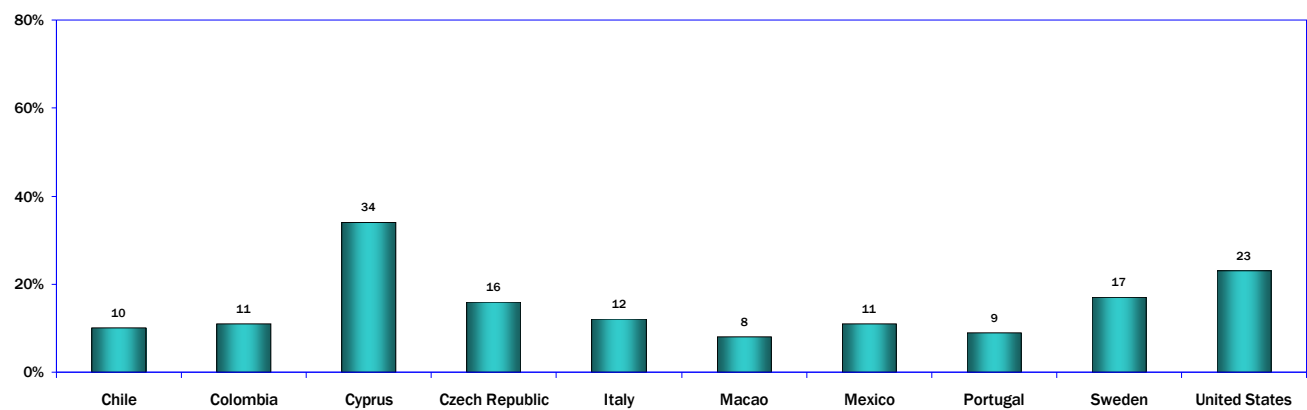


Q13C M-1C-5



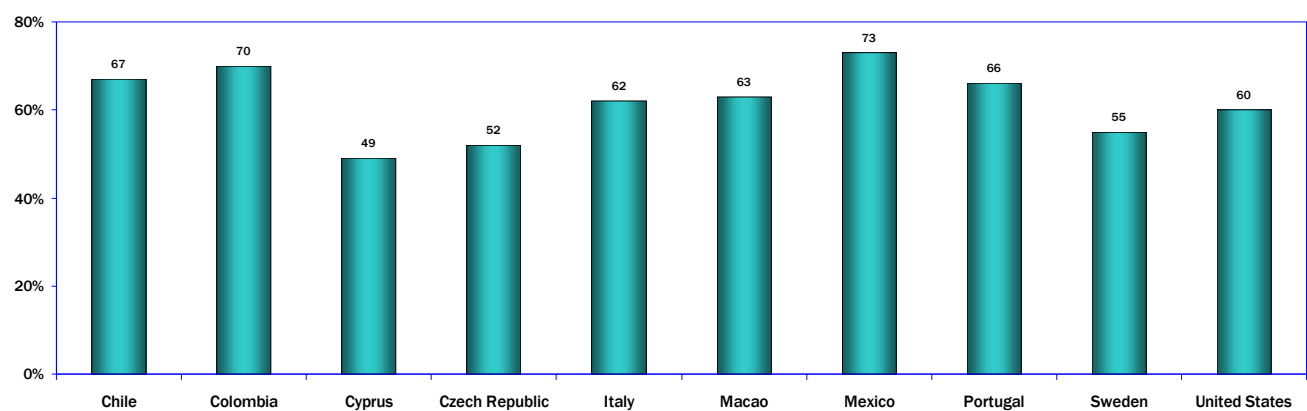
## 61. Newspapers: Importance as Information Sources: Detailed Responses

### Combined: Not Important at All/Not Important



Q13C M-1C-1-2

### Combined: Important/Very Important



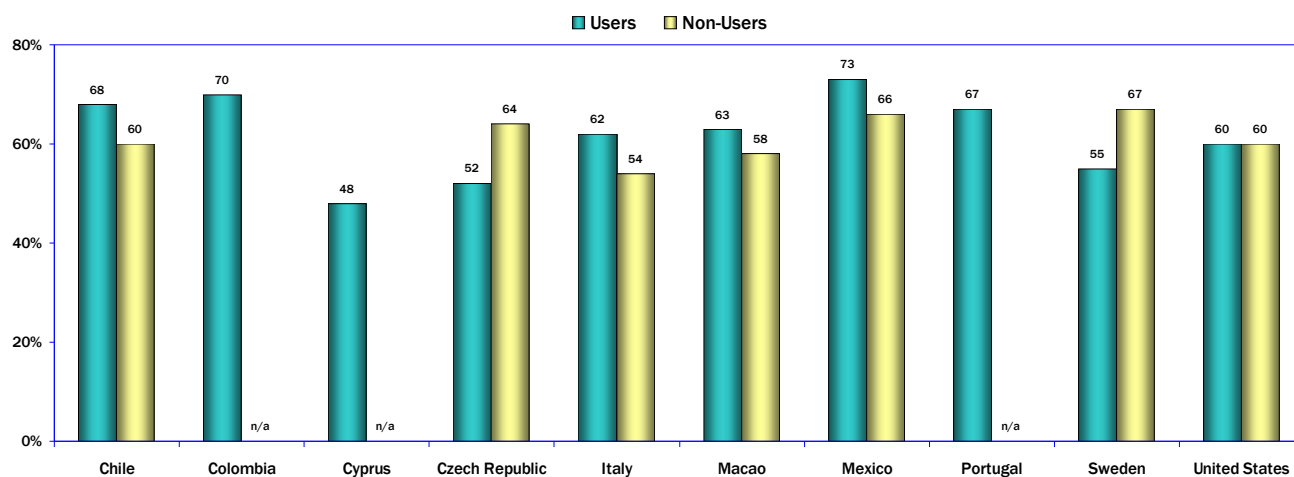
Q13C M 1C-4-5

## 62. Newspapers: Importance as Information Sources: Users vs. Non-Users

Even though many users go online to obtain news (see page <<), larger percentages of users than non-users in four WIP countries continue to consider newspapers as important or very important sources of information: Chile, Italy, Macao, and Mexico.

In all of the reporting countries except Cyprus, at least half of users and non-users consider newspapers as important or very important sources of information.

### Newspapers: Importance as a Sources of Information (Internet Users vs. Non-Users Age 18 and Older Responding “Important” or “Very Important”)



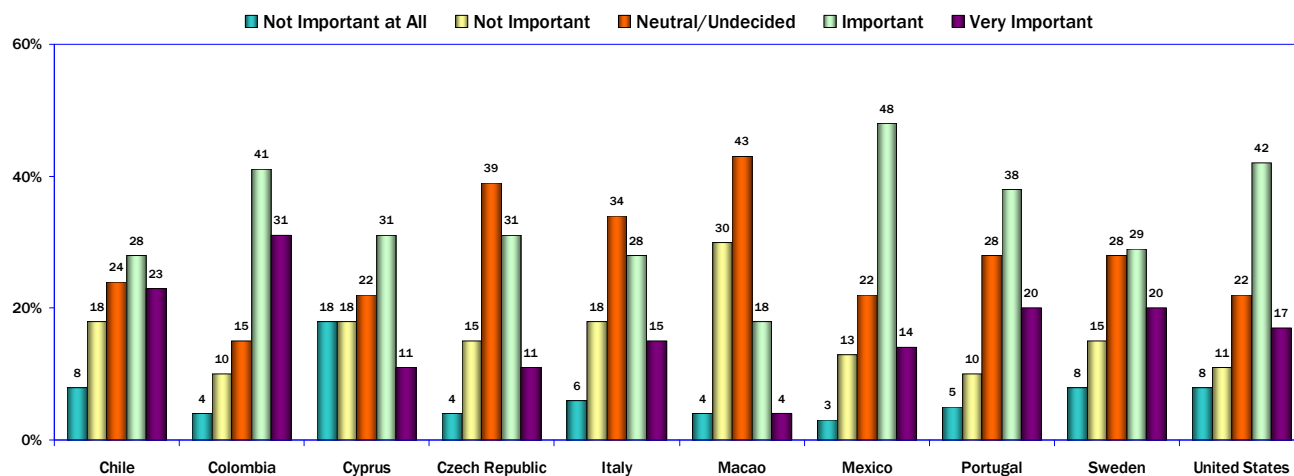
Q13C M-5

### 63. Radio: Importance as an Information Source

In five of the WIP countries and regions, less than half of Internet users said that radio was an important or very important information source: Cyprus, the Czech Republic, Italy, Macao, and Sweden.

However, in two of the reporting countries -- Colombia and Mexico -- more than 60 percent of users said that radio was an important or very important information source.

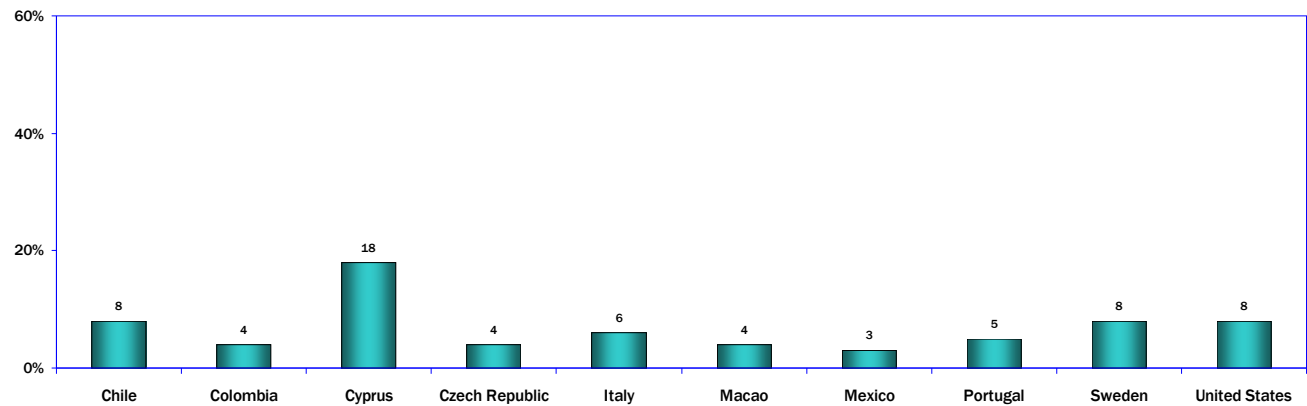
#### Radio: Importance as an Information Source (Internet Users Age 18 and Older)



Q13D M-1

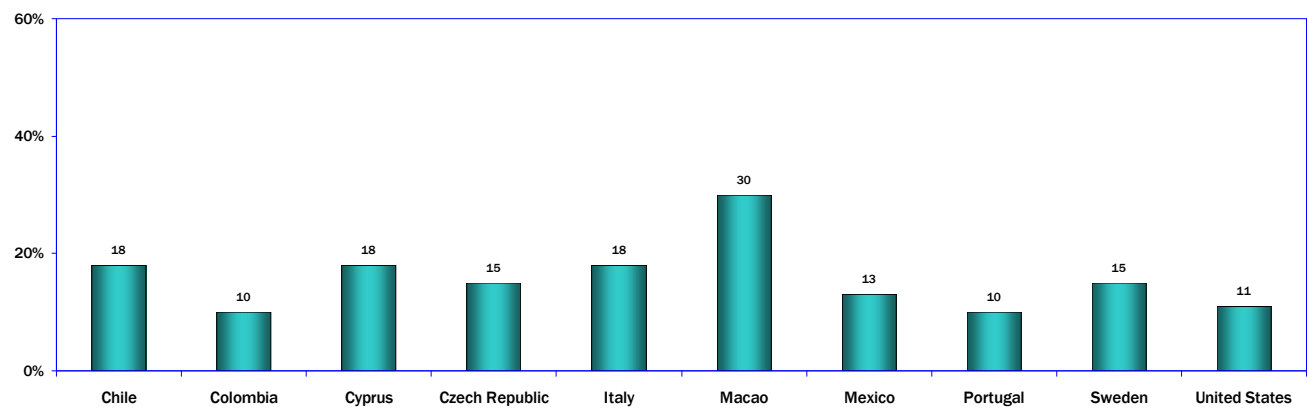
### 63. Radio: Importance as an Information Source: Detailed Responses

#### Not Important at All



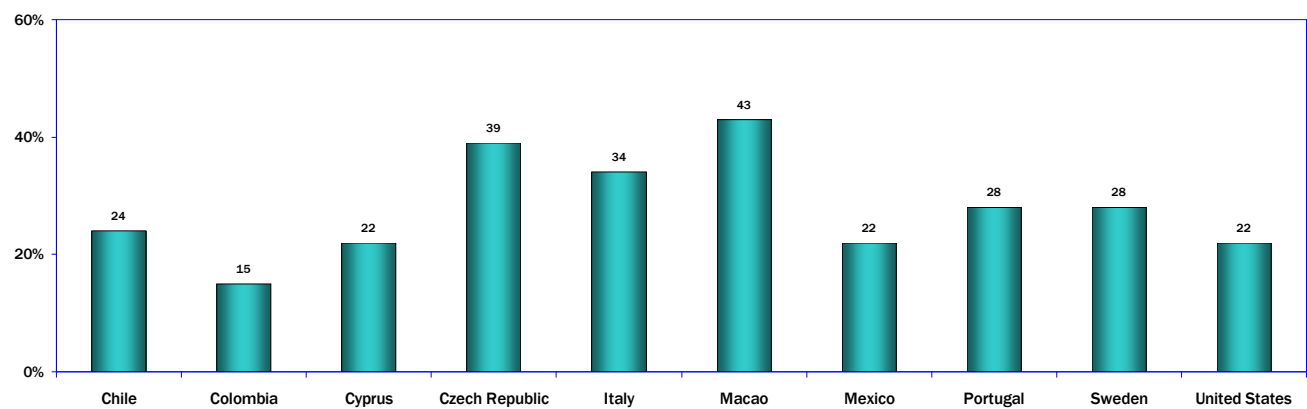
Q13D-M1D-1

#### Not Important



Q13D-M1D-2

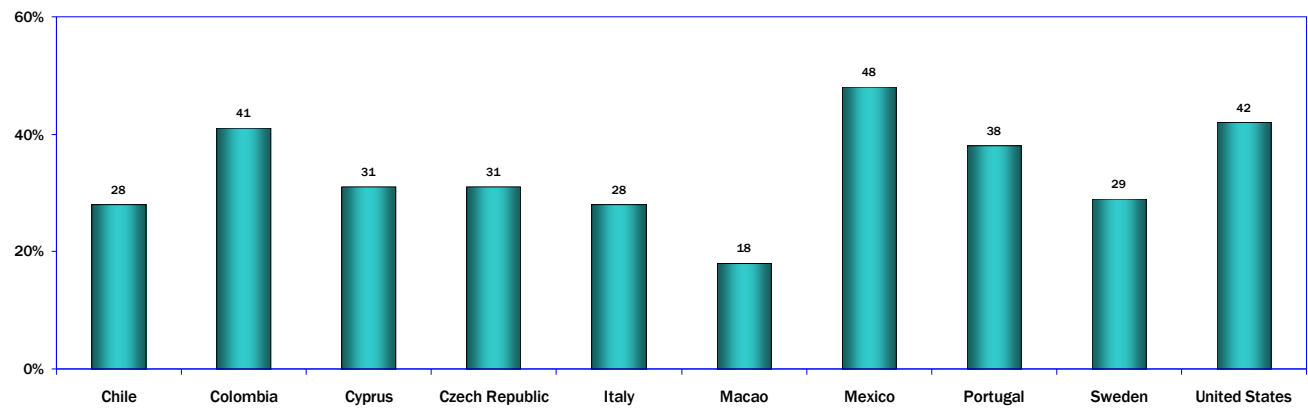
#### Neutral/Undecided



Q13D-M1D-3

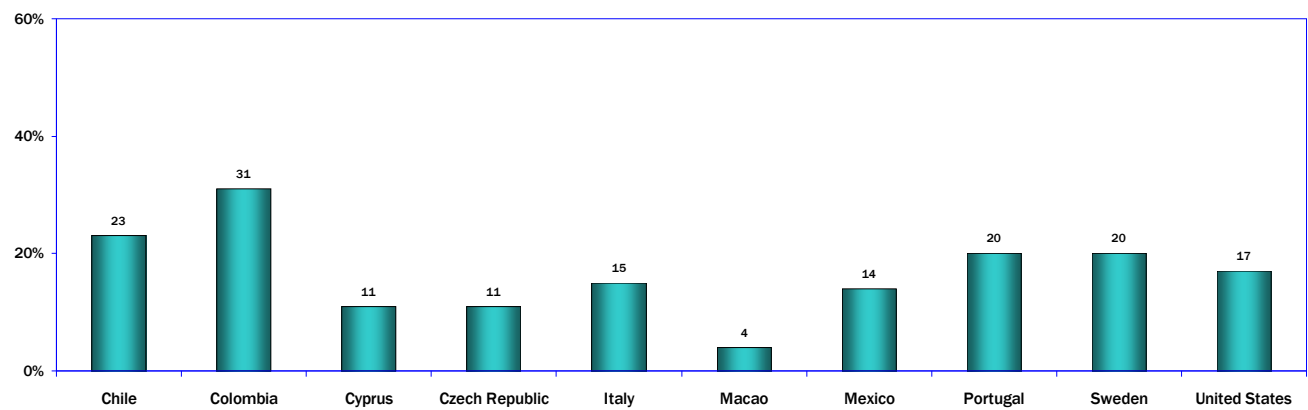
### 63. Radio: Importance as an Information Source: Detailed Responses

#### Important



Q13D-M1D-4

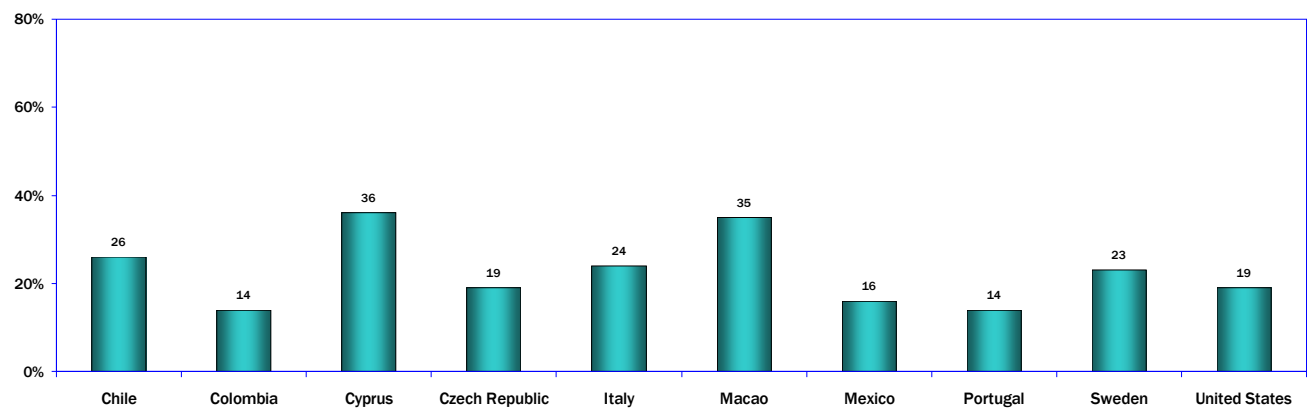
#### Very Important



Q13D-M1D-5

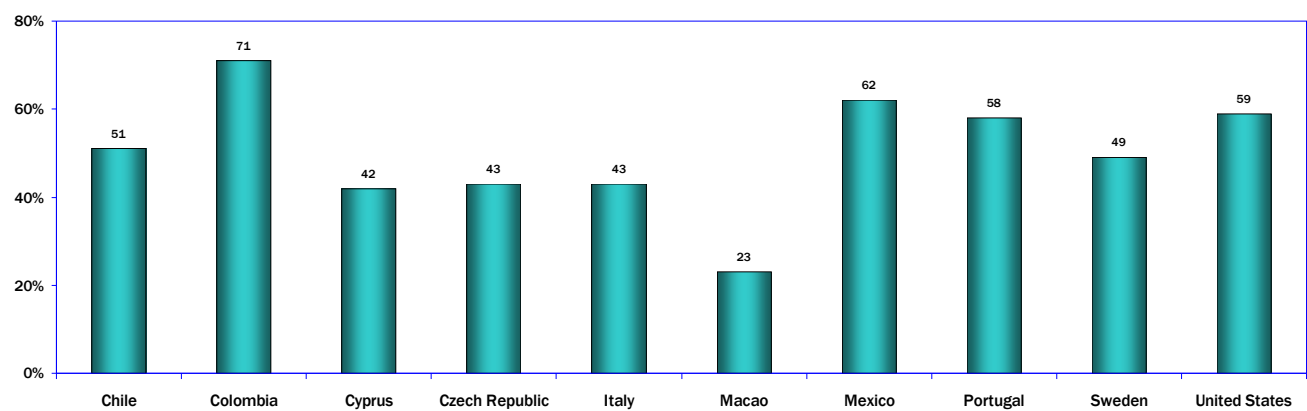
### 63. Radio: Importance as an Information Source: Detailed Responses

#### Combined: Not Important at All/Not Important



Q13D M-1D-1-2

#### Combined: Important/Very Important



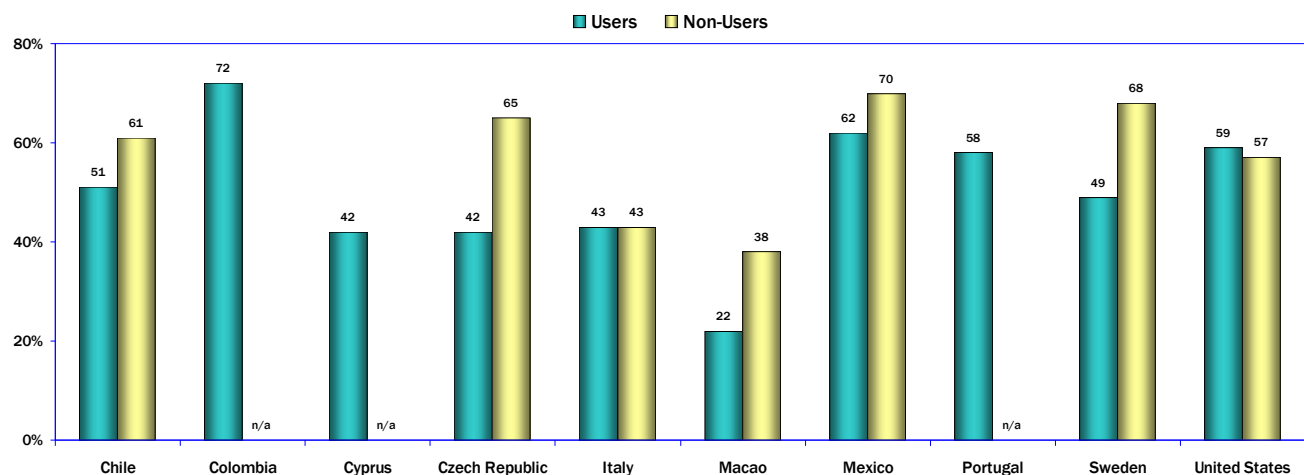
Q13D M-1D-4-5

## 64. Radio: Importance as an Information Source: Users vs. Non-Users

Higher percentages of Internet non-users compared to users in all of the WIP countries and regions except Italy and the United States said that radio was an important or very important source of information.

The largest differences between users and non-users in their views about the importance of radio as an information source were found in the Czech Republic (23 percent more non-users than users) and Sweden (19 percent).

### Radio: Importance as a Source of Information (Internet Users vs. Non-Users Age 18 and Older Responding “Important” or “Very Important”)



Q13D M-5

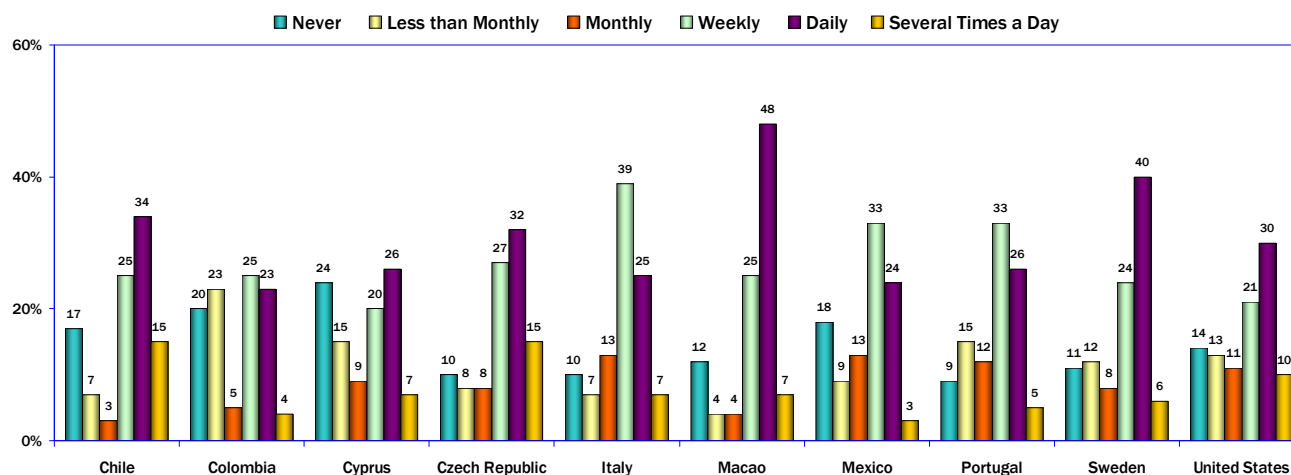
## 65. Using the Internet to Look for News

Large percentages of Internet users in most of the WIP countries and regions go online to seek local, national, or international news. In all of the reporting countries and regions, more than 25 percent of users go online to look for news at least daily, and more than half go online for news at least weekly.

The highest percentages of users who go online at least weekly were in Macao (80 percent), Chile (Santiago) (74 percent), Italy (71 percent), and Sweden (70 percent).

In all of the WIP countries and regions except Colombia and Cyprus, less than 20 percent of users never go online to look for news.

### Using the Internet to Look for News – Local, National, or International (Internet Users Age 18 and Older)

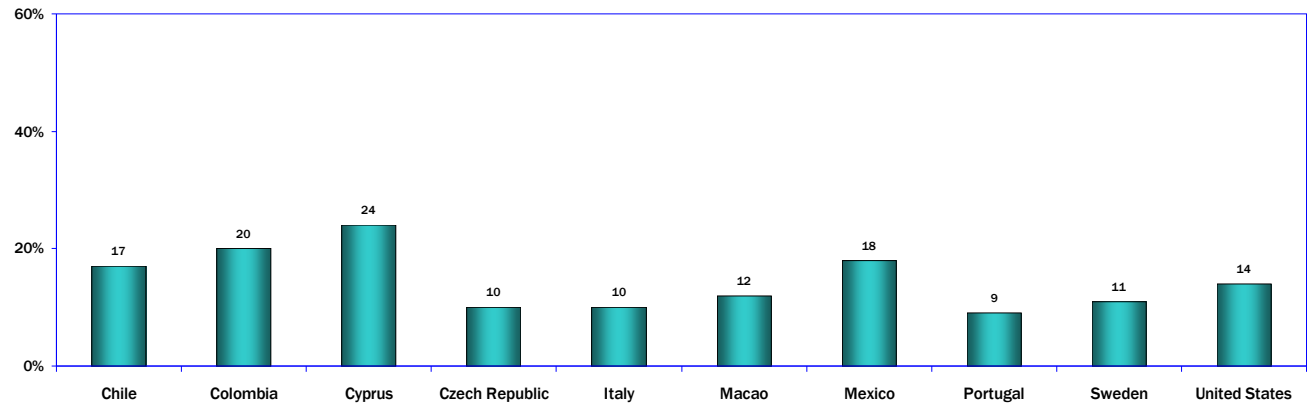


Q21A M1A



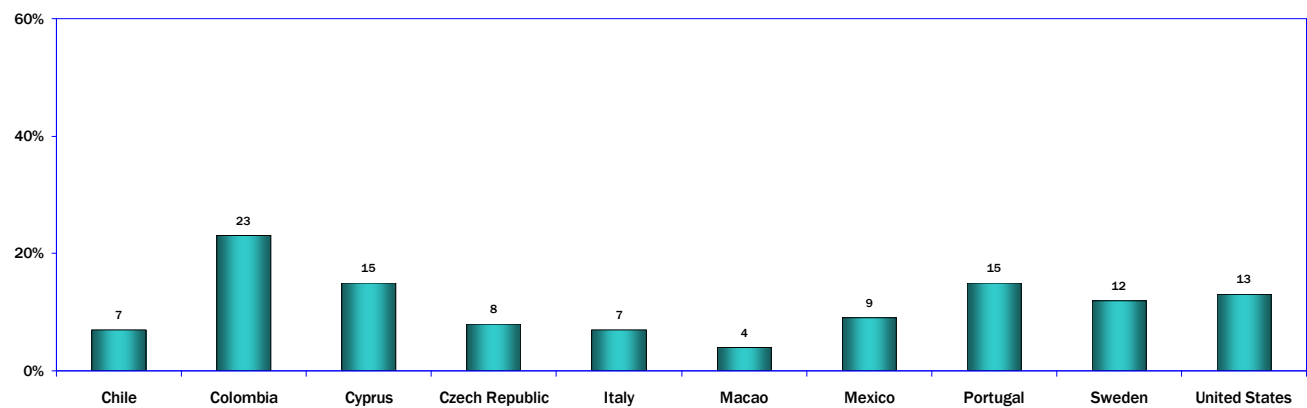
## 65. Using the Internet to Look for News: Detailed Responses

### Never



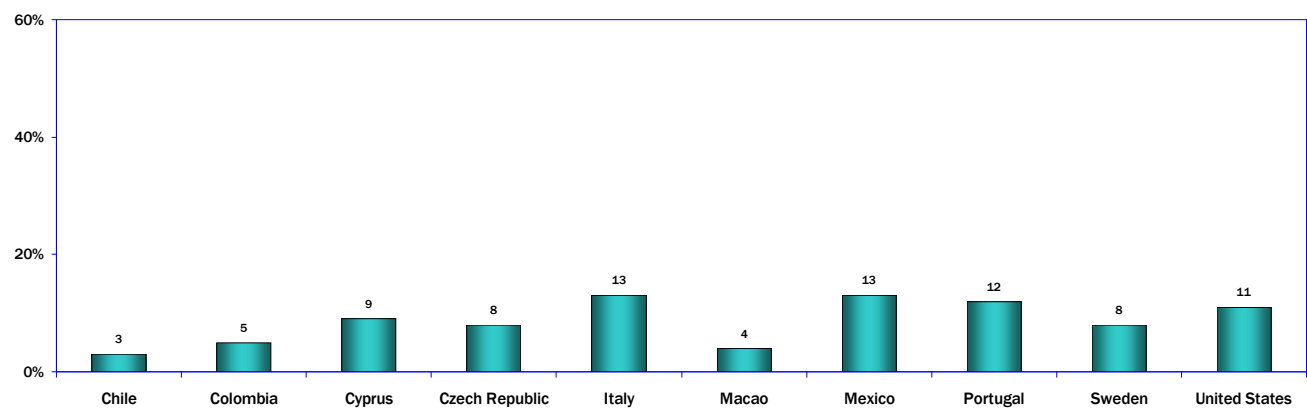
Q21A M1A-1

### Less than Monthly



Q21A M1A-2

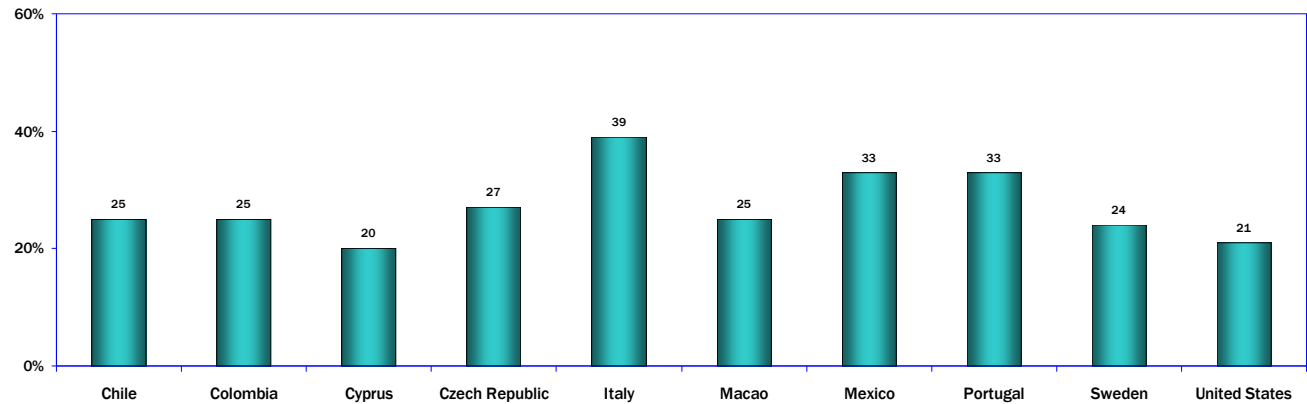
### Monthly



Q21A M1A-3

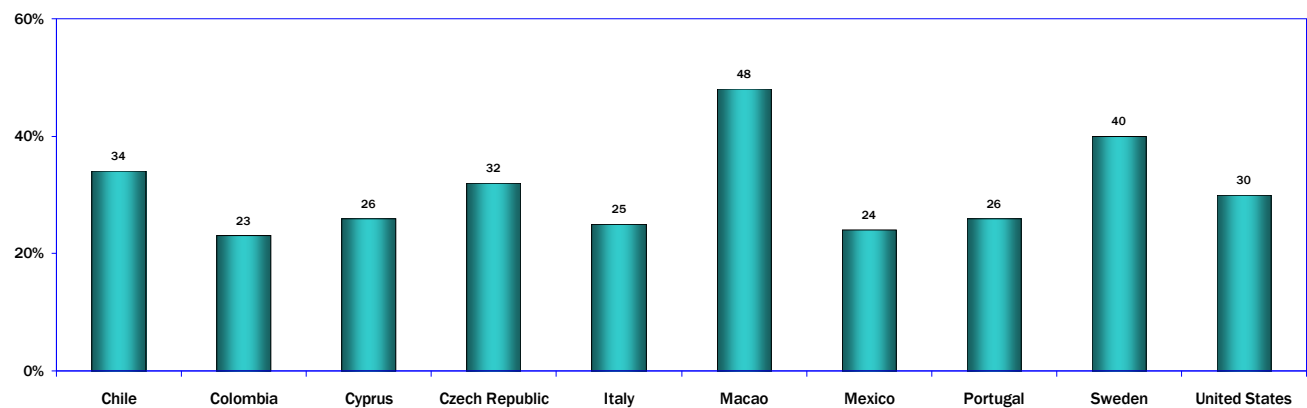
## 65. Using the Internet to Look for News: Detailed Responses

### Weekly



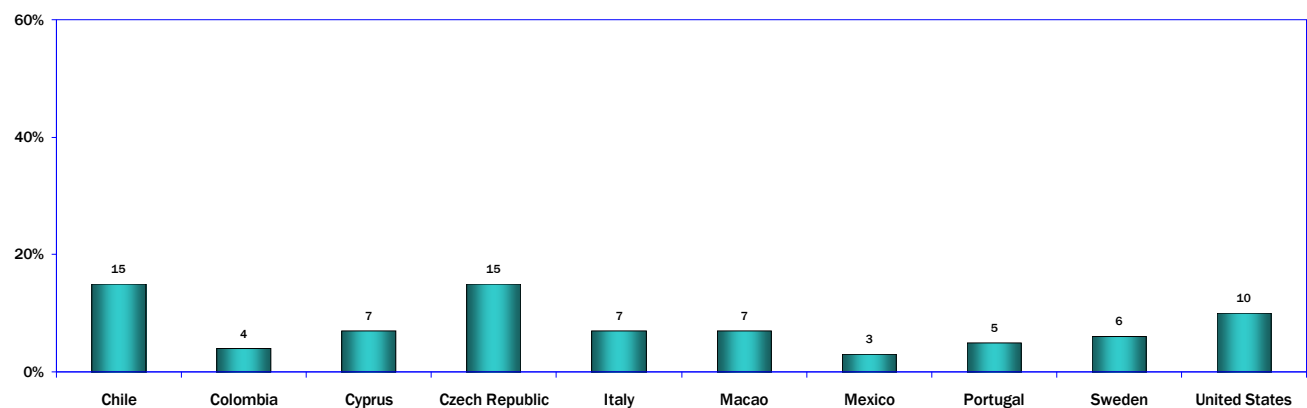
Q21A M1A-4

### Daily



Q21A M1A-5

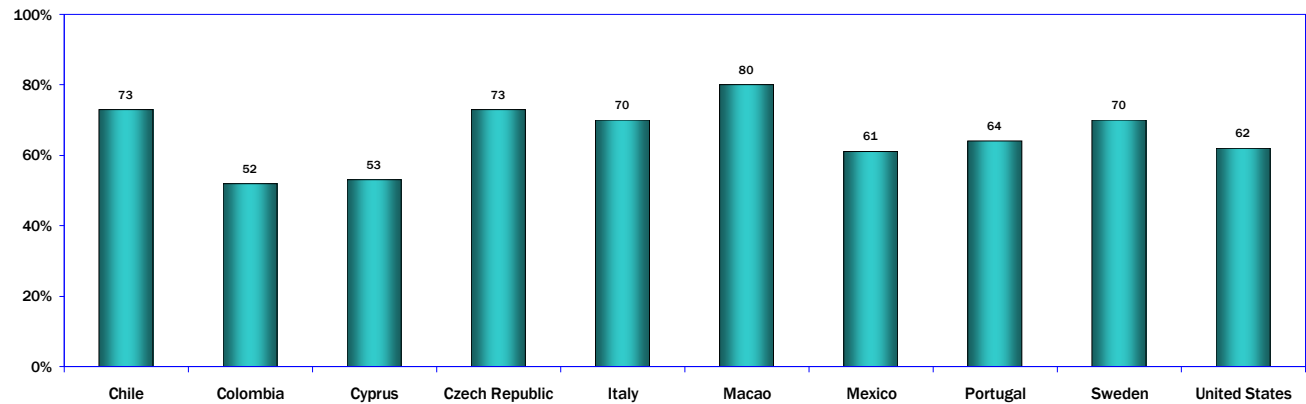
### Several Times a Day



Q21A M1A-6

## 65. Using the Internet to Look for News: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, or Several Times a Day)**



Q21A M1A-6-4-6

## 66. Views about the Importance of Media as Sources of Entertainment

While more than half of Internet users in all of the WIP countries and regions said that going online is an important or very important method of accessing information for them (see page <<), somewhat lower percentages of users in most of the participating countries and regions ranked the Internet highly in importance for entertainment.

In all of the WIP countries and regions except for Colombia and Portugal, lower percentages ranked the Internet as an important or very important source of entertainment for them than they did for television.

However, more than 40 percent of users in all of the WIP countries and regions except Macao ranked the Internet as an important or very important source of entertainment for them.

In Cyprus, the Czech Republic, Italy, Macao, Mexico, Sweden, and the United States, a highest percentage of users reported television as an important or very important source of entertainment for them compared to the other three media.

For details on rankings of individual media as sources of entertainment, see pages <<<-<<<.

### **Comparison: Importance of Media as Entertainment Sources: Internet Users Age 18 or Older Ranking the Media as “Important” or “Very Important”**

	Internet	Television	Newspapers	Radio
Chile	55	57	30	58
Colombia	72	70	40	60
Cyprus	51	73	20	50
Czech Republic	50	67	33	39
Italy	57	61	33	42
Macao	34	46	36	14
Mexico	55	58	42	54
Portugal	79	69	50	53
Sweden	43	67	24	33
United States	64	80	33	61

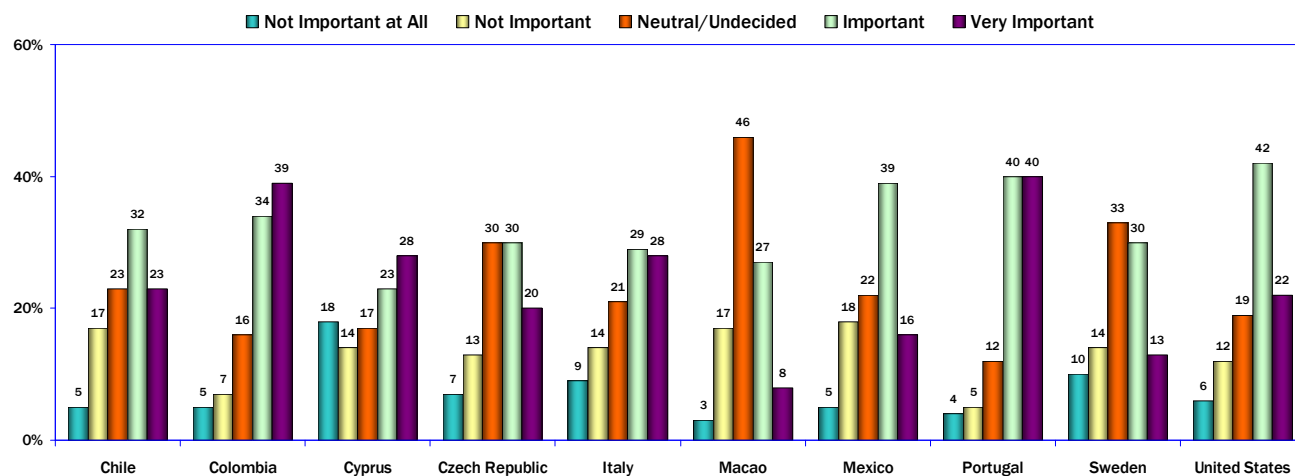
## 67. The Internet: Importance as a Source of Entertainment

In all of the WIP countries and regions except Macao, more than 40 percent of users said the Internet is an important or very important source of entertainment.

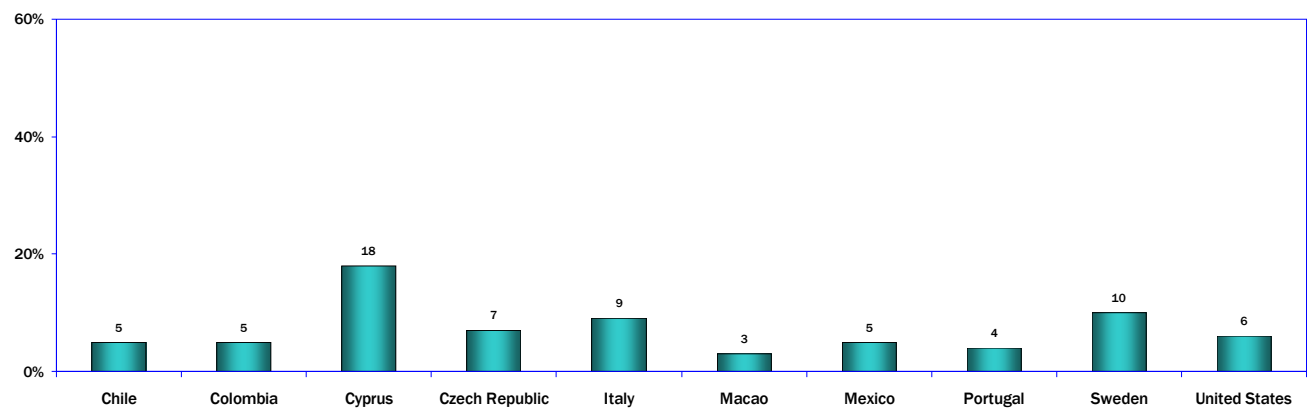
The highest percentages were reported by Portugal (80 percent), Colombia (73 percent), the United States (64 percent), Italy (57 percent), and Chile (Santiago) and Mexico (55 percent).

At the other extreme, in all of the responding countries and regions except Cyprus, less than 30 percent of users said that the Internet was not important or important at all as an entertainment source.

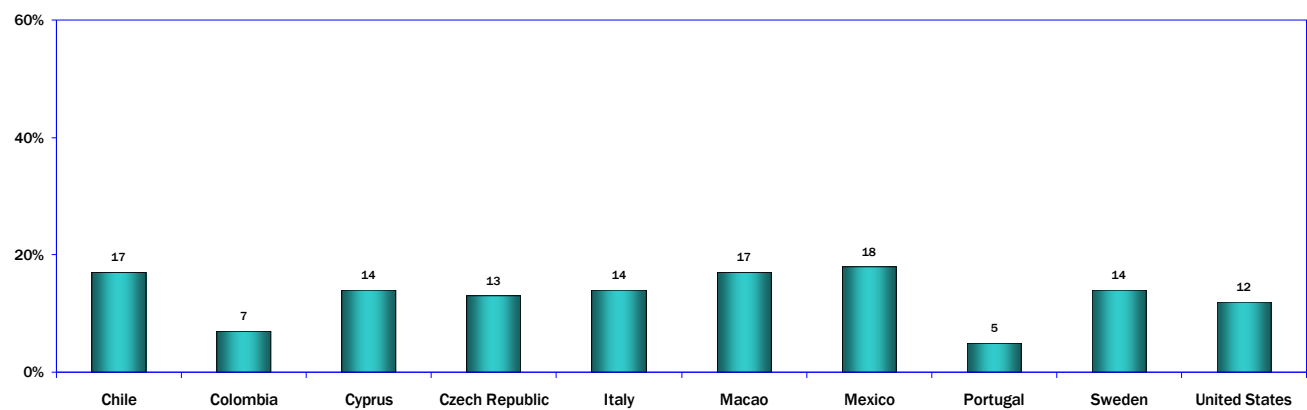
### The Internet: Importance as a Source of Entertainment (Internet Users Age 18 and Older)



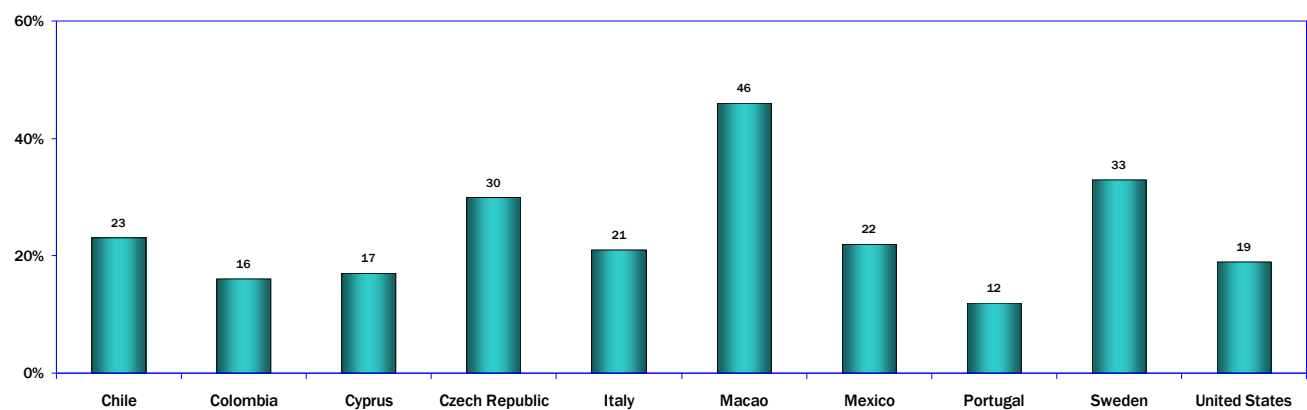
Q14A M-1A

**67. The Internet: Importance as a Source of Entertainment: Detailed Responses****Not Important at All**

Q14A M-1A-1

**Not Important**

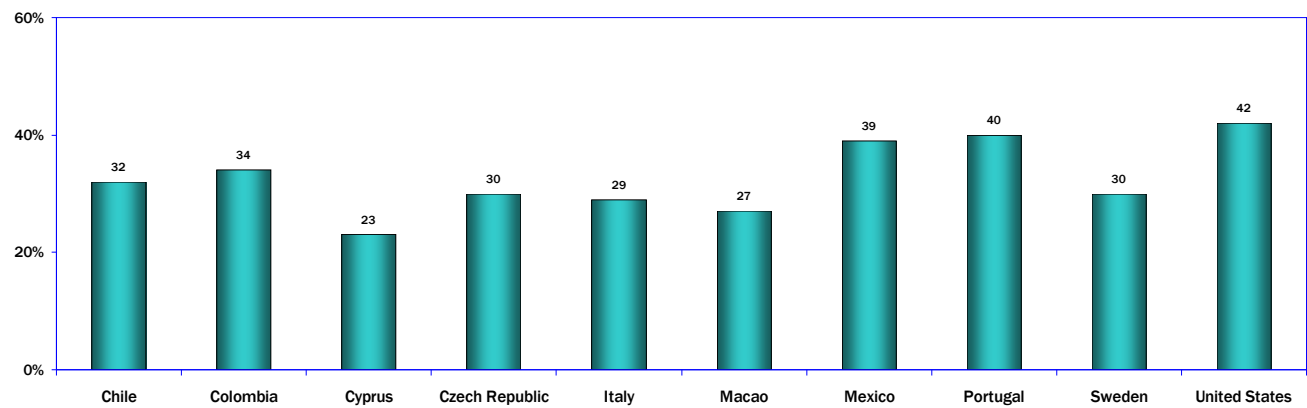
Q14A M-1A-2

**Neutral/Undecided**

Q14A M-1A-3

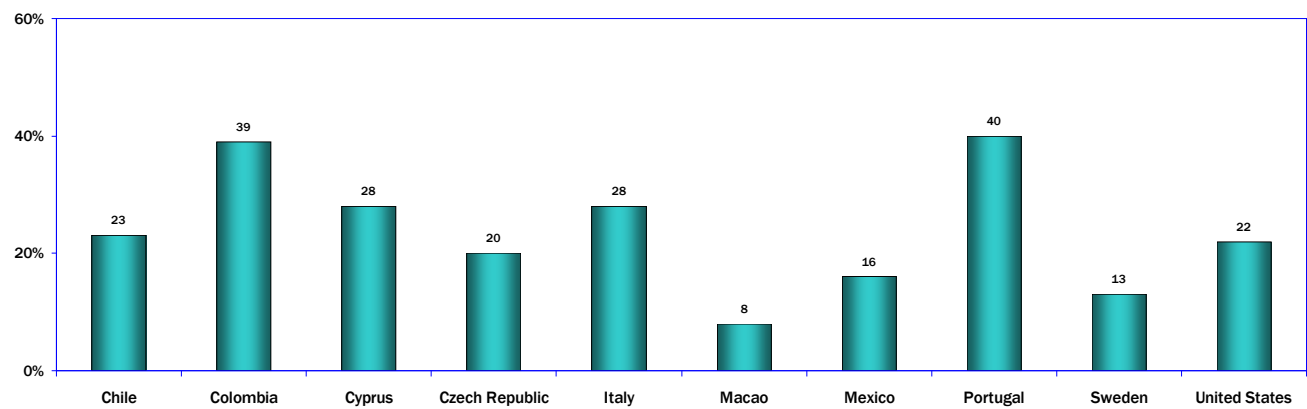
## 67. The Internet: Importance as a Source of Entertainment: Detailed Responses

### Important



Q14A M-1A-4

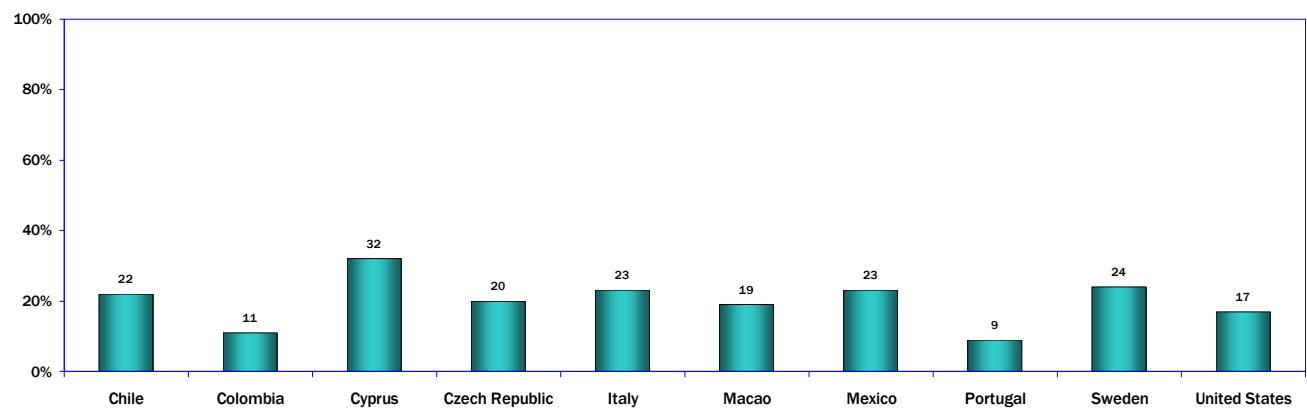
### Very Important



Q14A M-1A-5

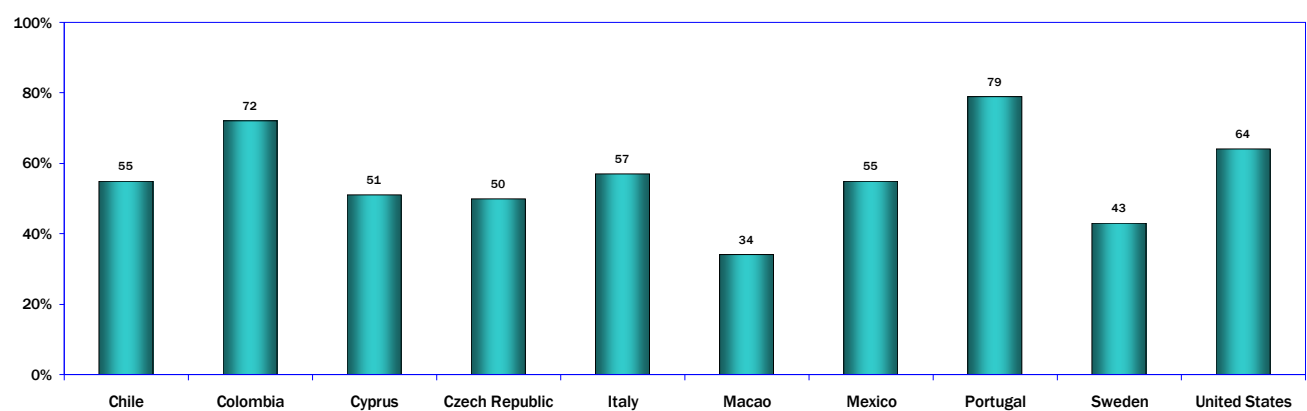
## 67. The Internet: Importance as a Source of Entertainment: Detailed Responses

### Combined: Not Important at All/Not Important



Q14A M-1A-1-2

### Combined: Important/Very Important



Q14A M-1A-4-5

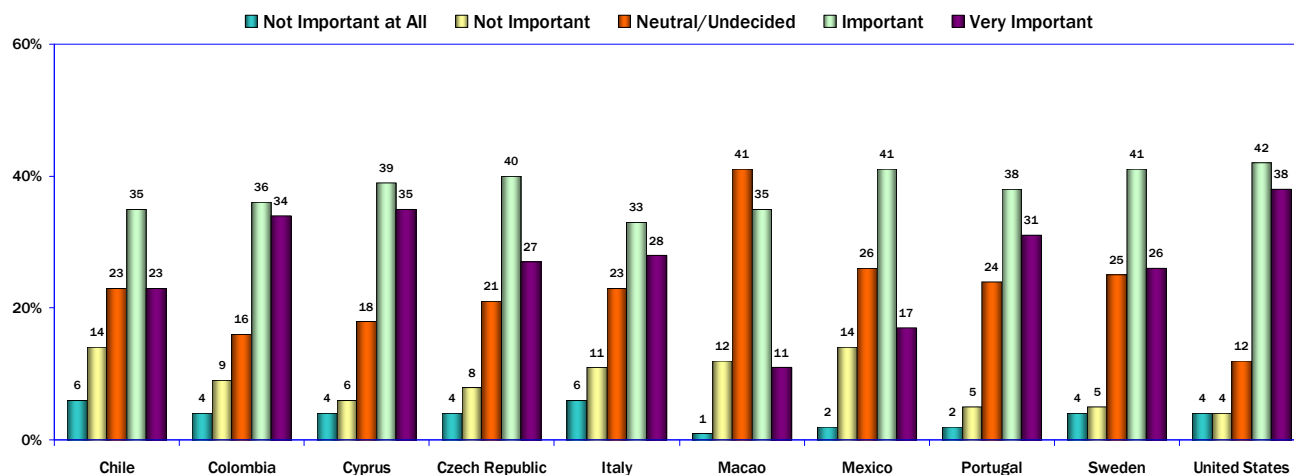


## 68. Television: Importance as an Entertainment Source

More than half of users in all of the WIP countries and regions said that television is an important or very important source of entertainment. In three countries -- the United States (80 percent), Cyprus (74 percent), and Colombia (70 percent) -- 70 percent or more of users rank television as important for entertainment for them.

Users in seven of the WIP countries and regions reported at least double-digit percentages of those who said that television was not important or not important at all for entertainment for them.

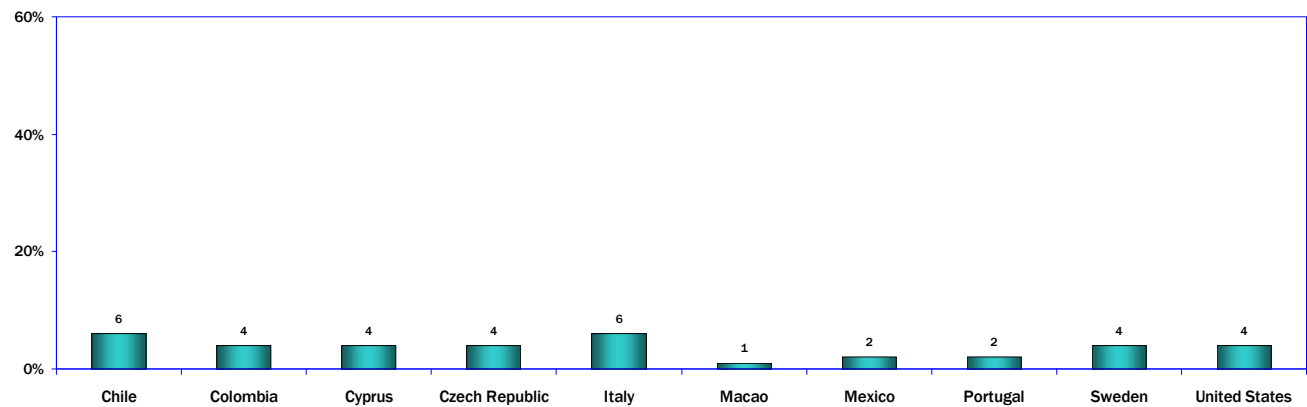
### Television: Importance as a Source of Entertainment (Internet Users Age 18 and Older)



Q14B M-1

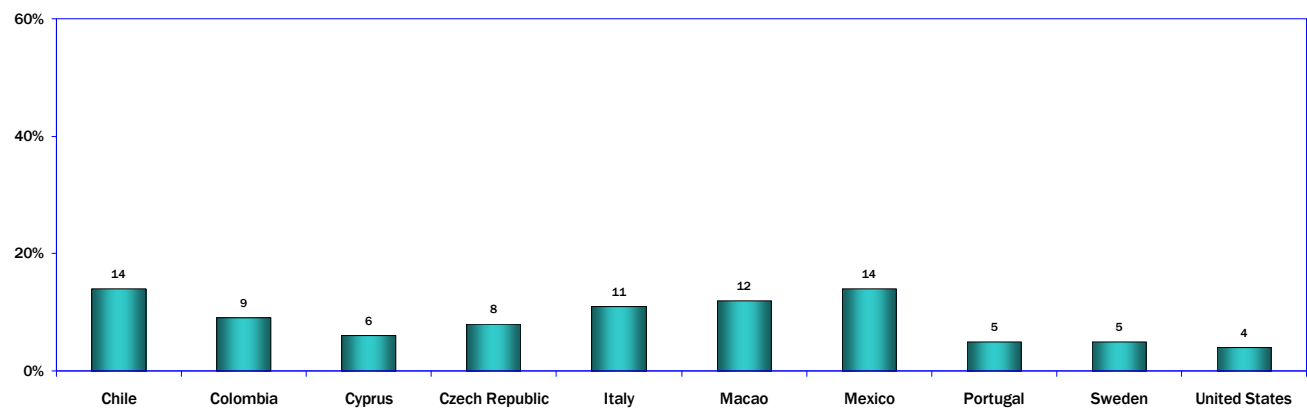
## 68. Television: Importance as an Entertainment Source: Detailed Responses

### Not Important at All



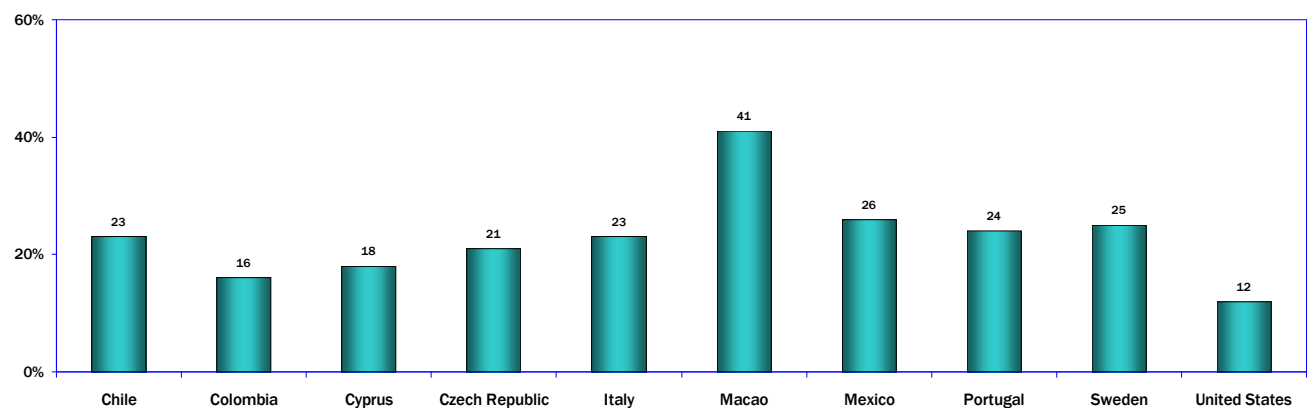
Q14B M-1B-1

### Not Important



Q14B M-1B-2

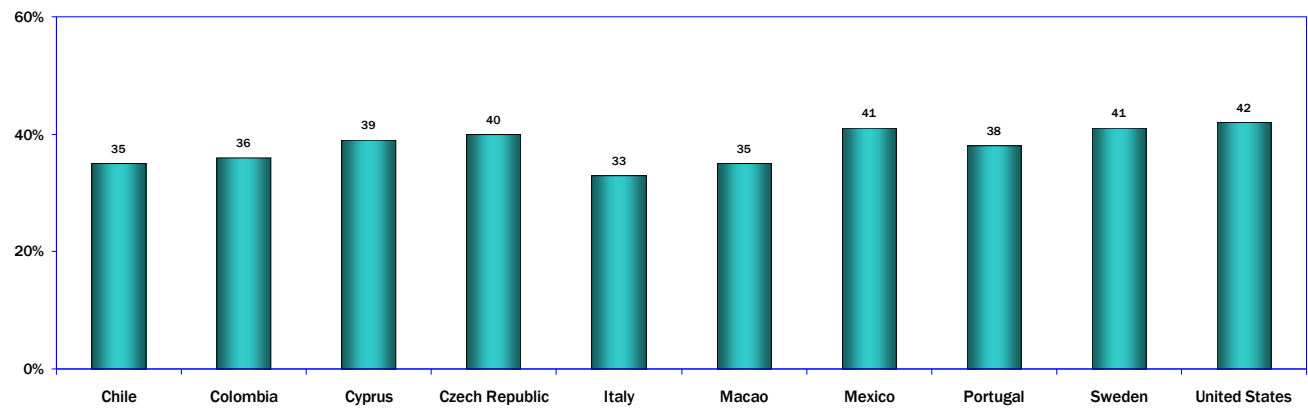
### Neutral



Q14B M-3

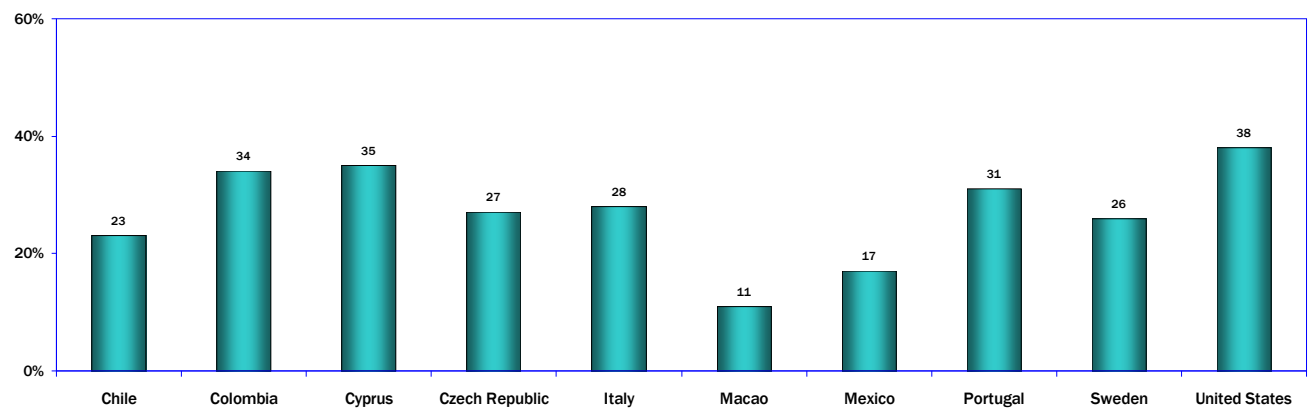
## 68. Television: Importance as an Entertainment Source: Detailed Responses

### Important



Q14B M-4

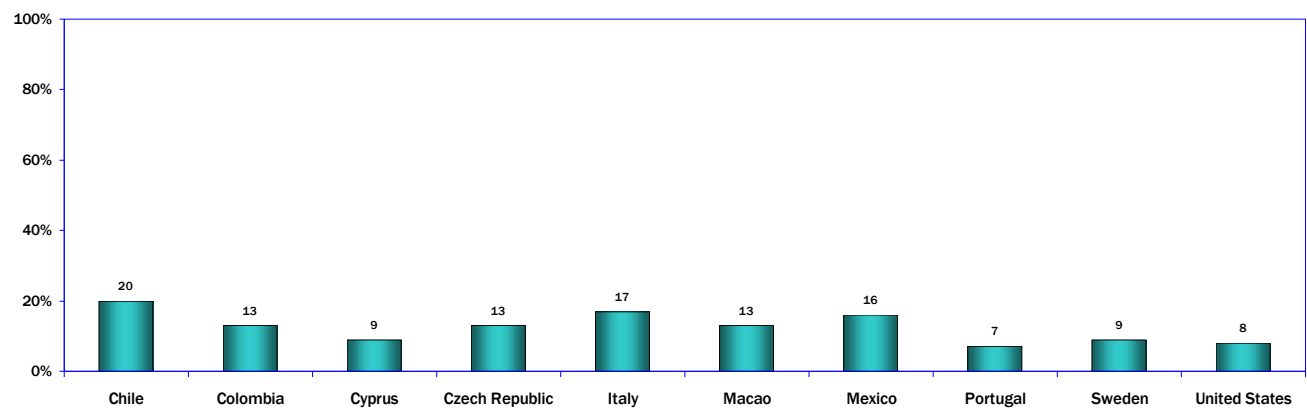
### Very Important



Q14B M-1B-5

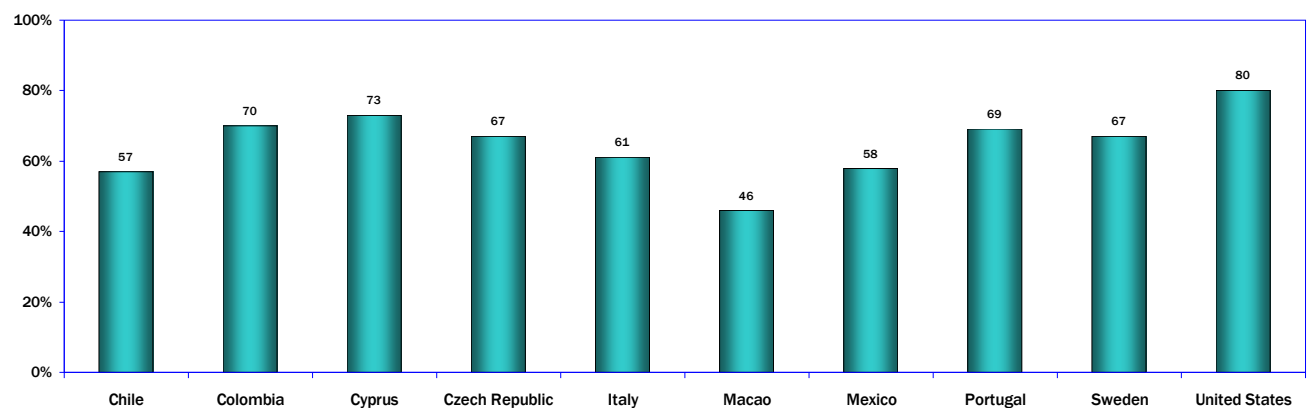
## 68. Television: Importance as a Source of Entertainment

### Combined: Not Important at All/Not Important



Q14B M-1B-1-2

### Combined: Important/Very Important



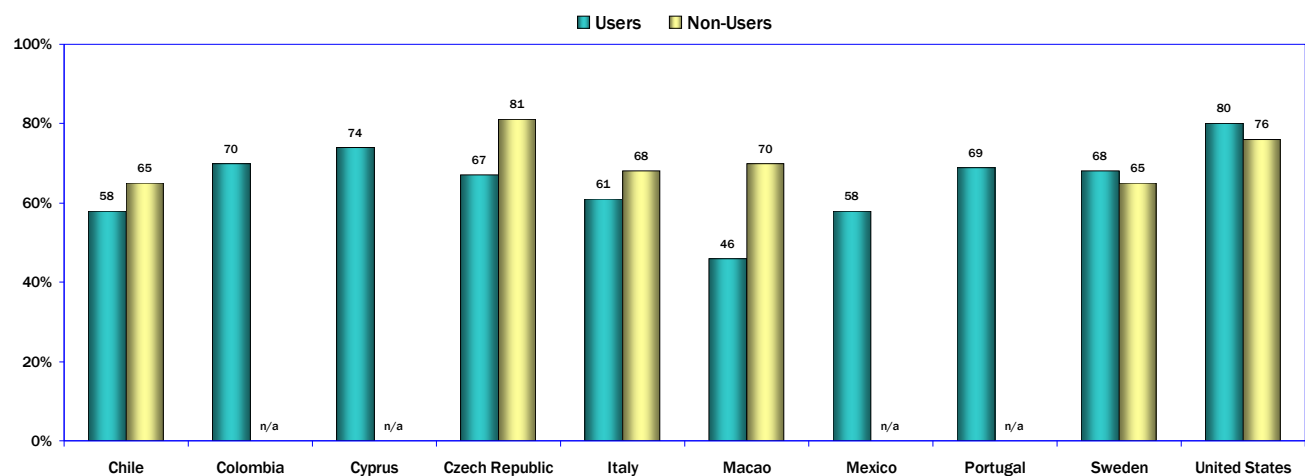
Q14B M-4-5

## 69. Television – Importance as an Entertainment Source: Users vs. Non-Users

Comparing the views of Internet users and non-users about the importance of television for entertainment shows that higher percentages of non-users than users in four WIP countries and regions regard television as an important source of entertainment for them: Chile, the Czech Republic, Italy, and Macao.

However, in Sweden and the United States, larger percentages of users than non-users consider television as an important entertainment source for them.

### Television: Importance as a Source of Entertainment (Internet Users vs. Non-Users Age 18 and Older Responding “Important” or “Very Important”)



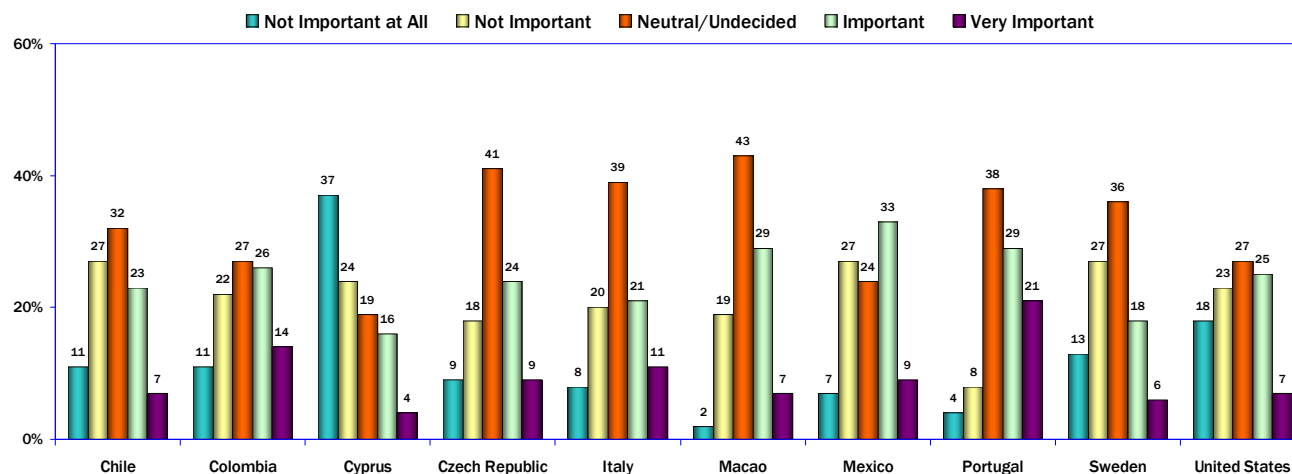
Q14B M-5

## 70. Newspapers as Sources of Entertainment

Modest percentages of Internet users in most of the WIP countries said that newspapers are important sources of entertainment for them.

In only three of the WIP countries and regions -- Colombia, Mexico, and Portugal -- did 40 percent or more of users say that newspapers are important or very important sources of entertainment for them.

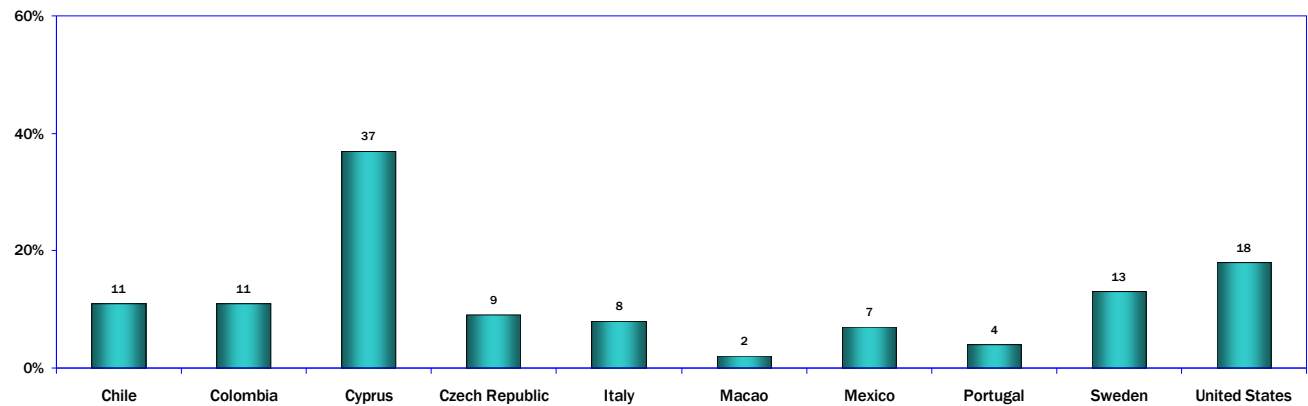
### Newspapers: Importance as Sources of Entertainment (Internet Users Age 18 and Older)



Q14C M-1

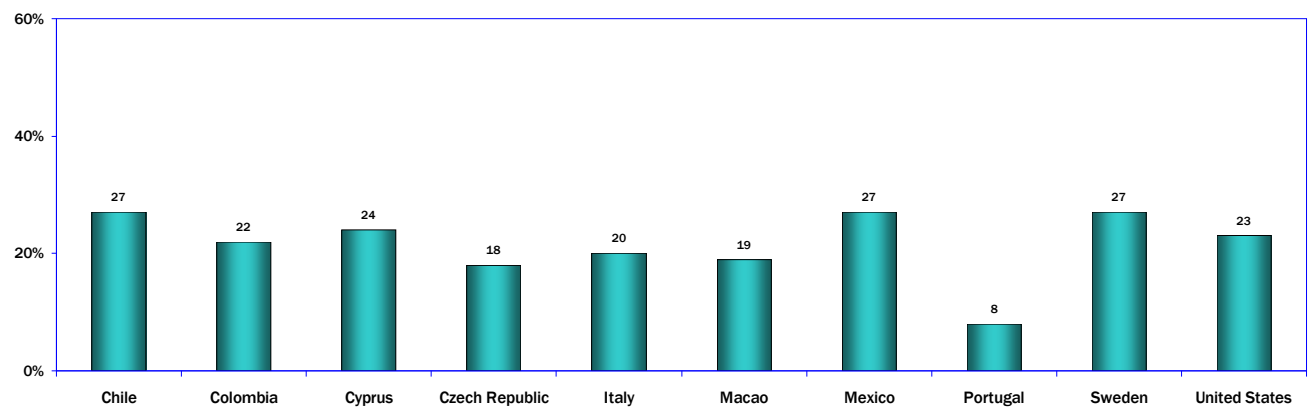
## 70. Newspapers as Sources of Entertainment: Detailed Responses

### Not Important at All



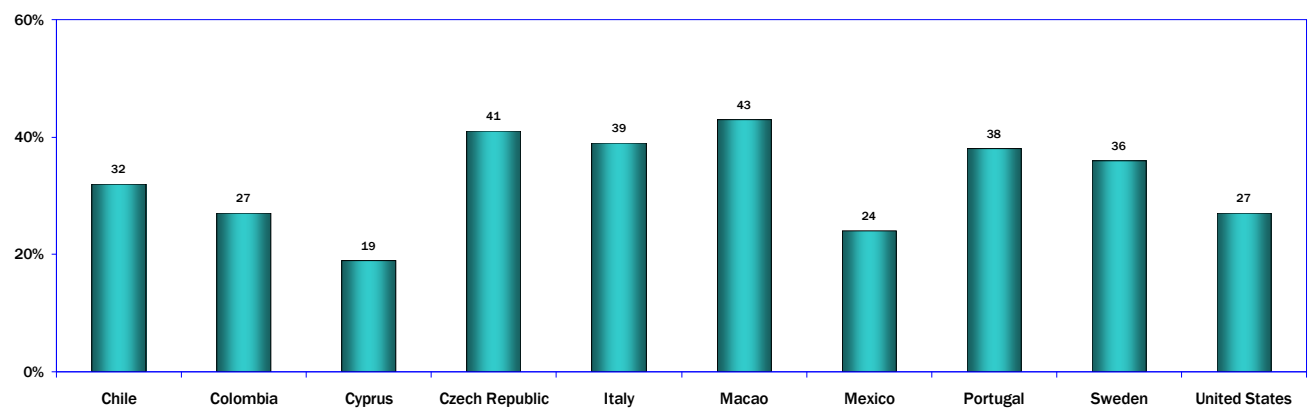
Q14C M-1C-1

### Not Important



Q14C M-1C-2

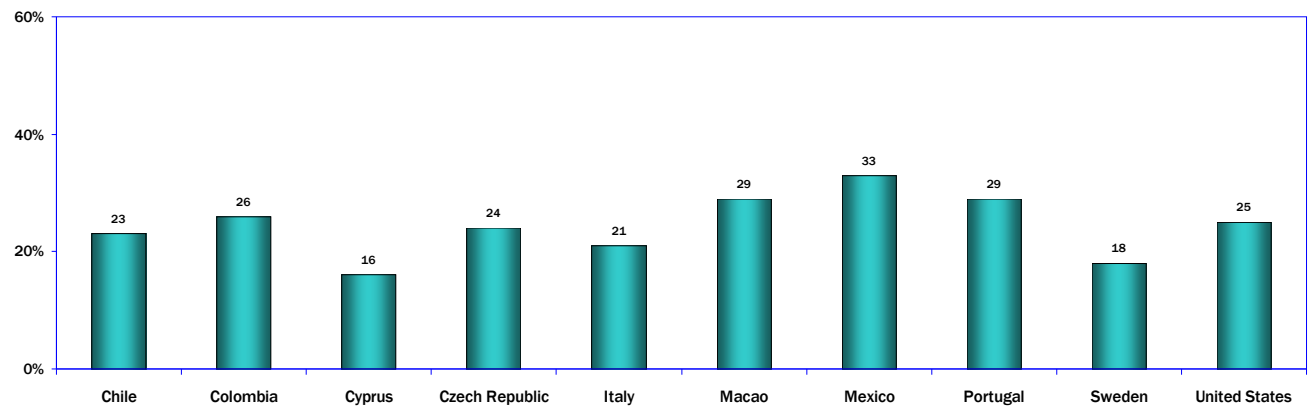
### Neutral



Q14C M-1C-3

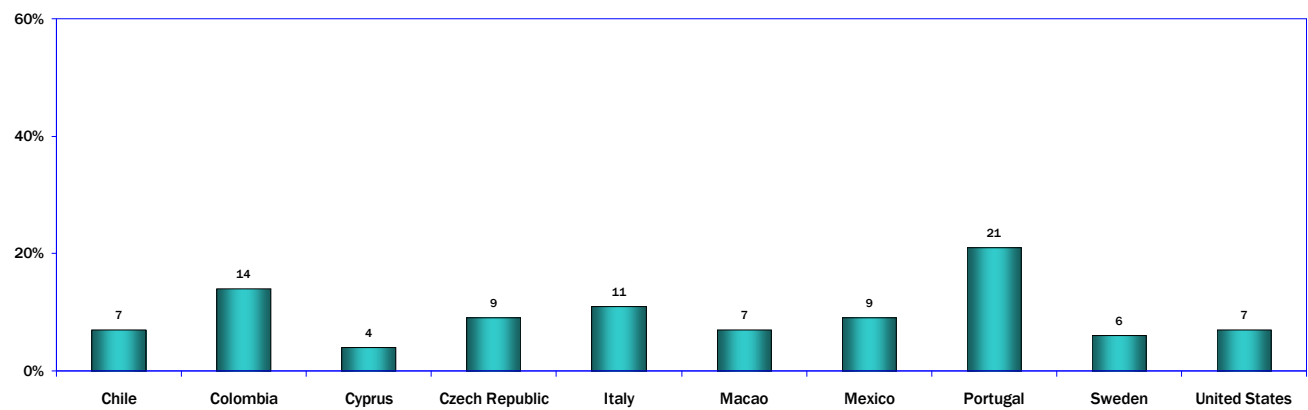
## 70. Newspapers as Sources of Entertainment: Detailed Responses

### Important



Q14C M-1C-4

### Very Important

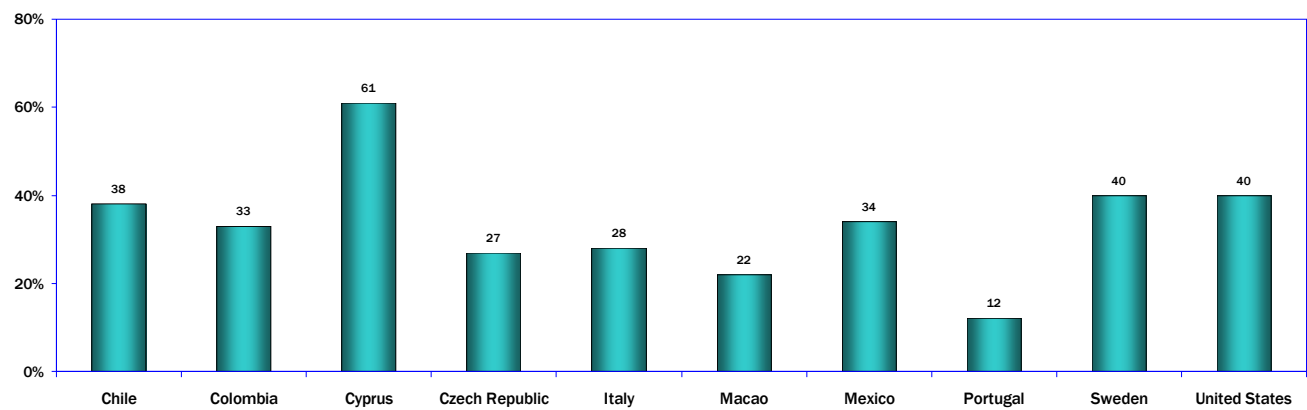


Q14C M-1C-5



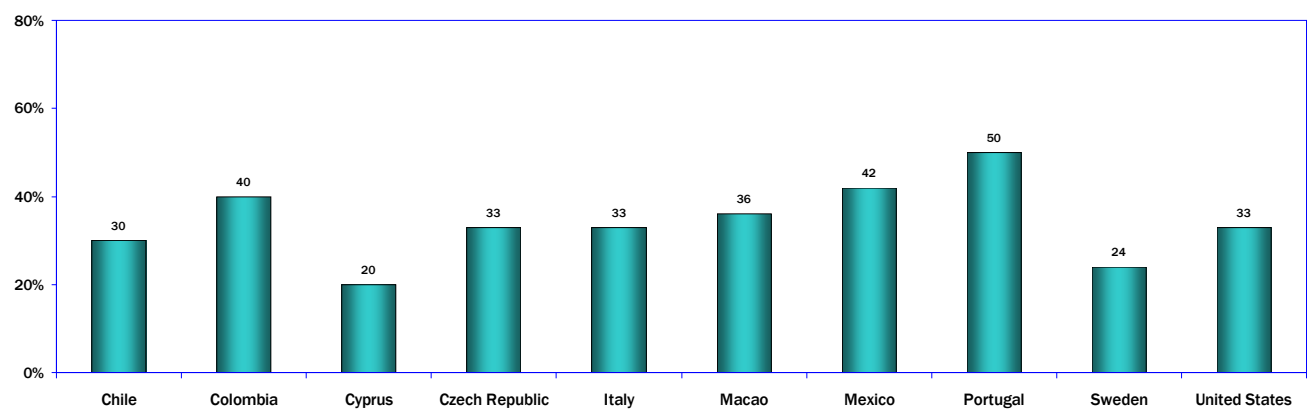
## 70. Newspapers as Sources of Entertainment: Detailed Responses

### Combined: Not Important at All/Not Important



Q14C M-1C-1-2

### Combined: Important/Very Important



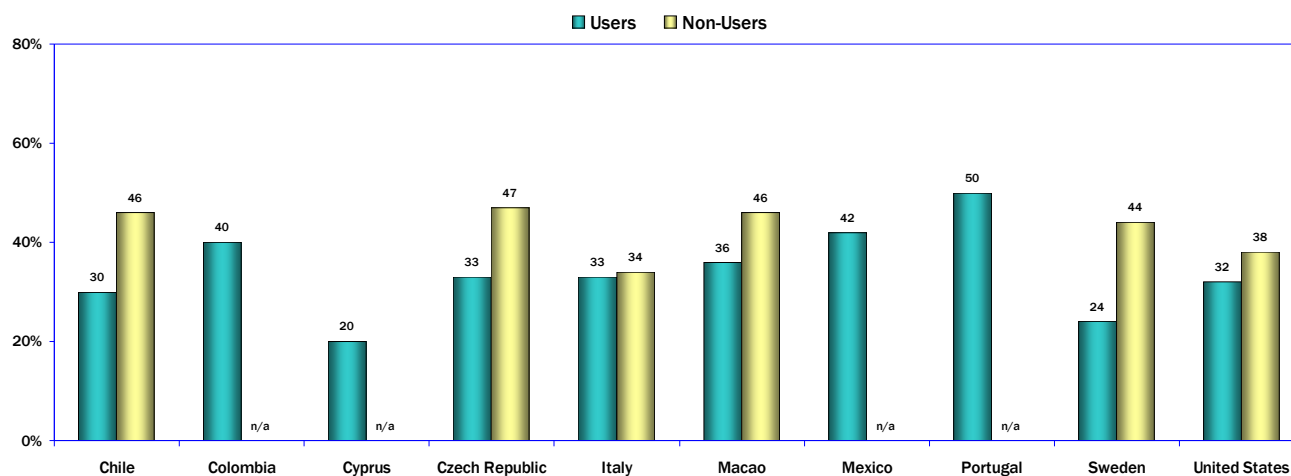
Q14C M-1C-4-5

## 71. Newspapers as Entertainment Sources: Users vs. Non-Users

Comparing the views of users and non-users about the importance of newspapers for entertainment, higher percentages of non-users than users in all of the WIP countries and regions said that newspapers were important or very important for them.

The biggest gap in the percentages of views was in Sweden (20 percent more non-users than users said newspapers are important as sources of entertainment) and Chile (Santiago) (16 percent more non-users than users).

### Newspapers: Importance as Sources of Entertainment (Internet Users vs. Non-Users Age 18 and Older Responding “Important” or “Very Important”)



Q14C M-5

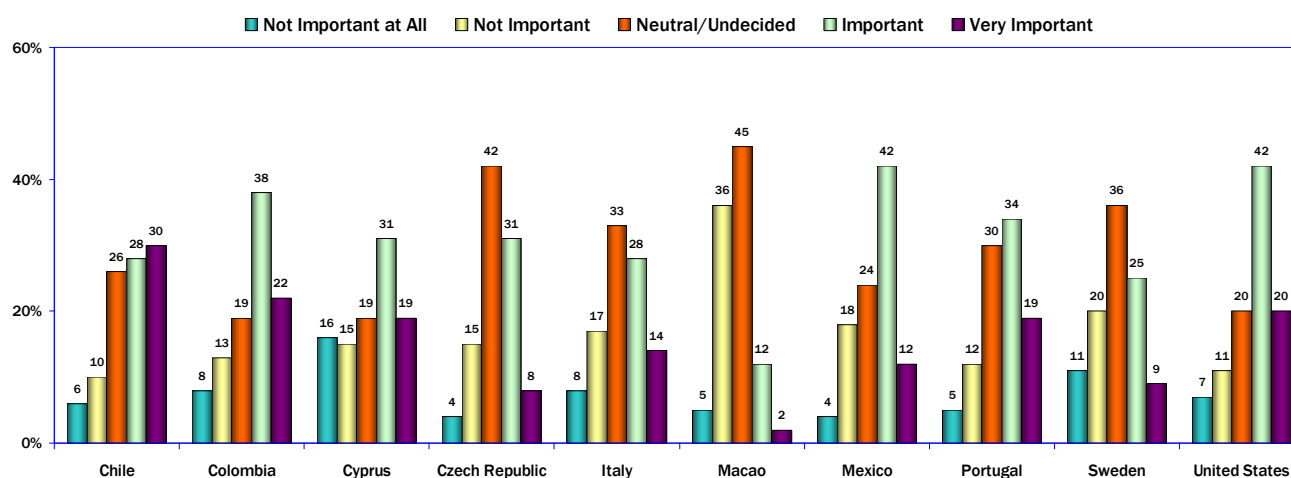
## 72. Radio as an Entertainment Source

Even as online music sources continue to proliferate, offline radio remains an important source of entertainment for Internet users.

In seven of the WIP countries and regions, more than 40 percent of users said that radio is important or very important for entertainment for them: Chile, Colombia, Cyprus, Italy, Mexico, Portugal, and the United States.

Macao was the only country region that reported less than one-quarter of users who said that radio was important as an entertainment source for them.

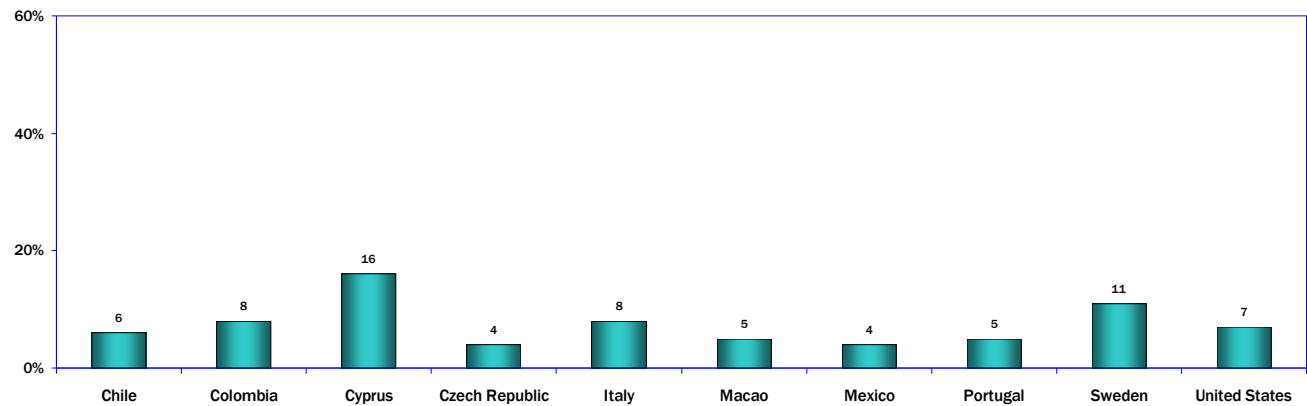
**Radio: Importance as a Source of Entertainment  
(Internet Users Age 18 and Older)**



Q14D M-1

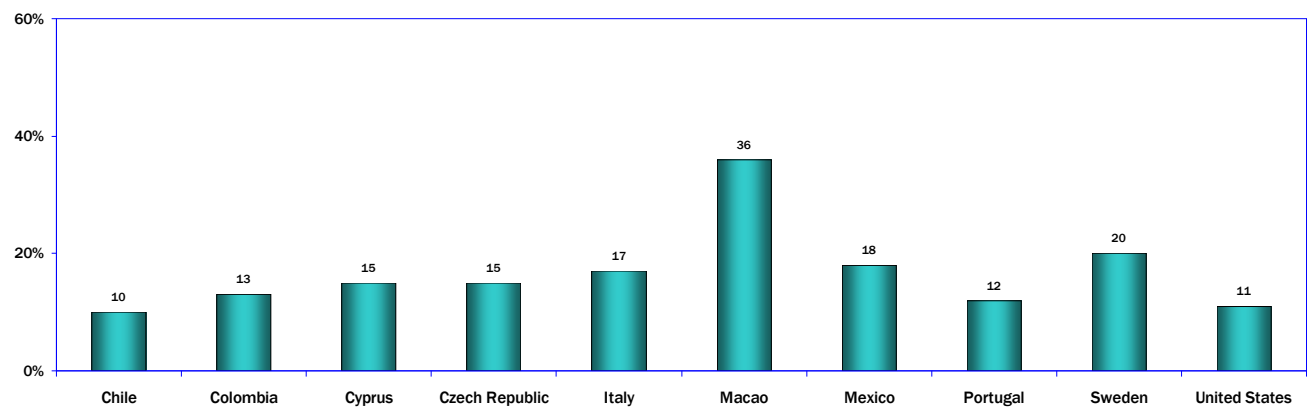
## 72. Radio as an Entertainment Source: Detailed Responses

### Not Important at All



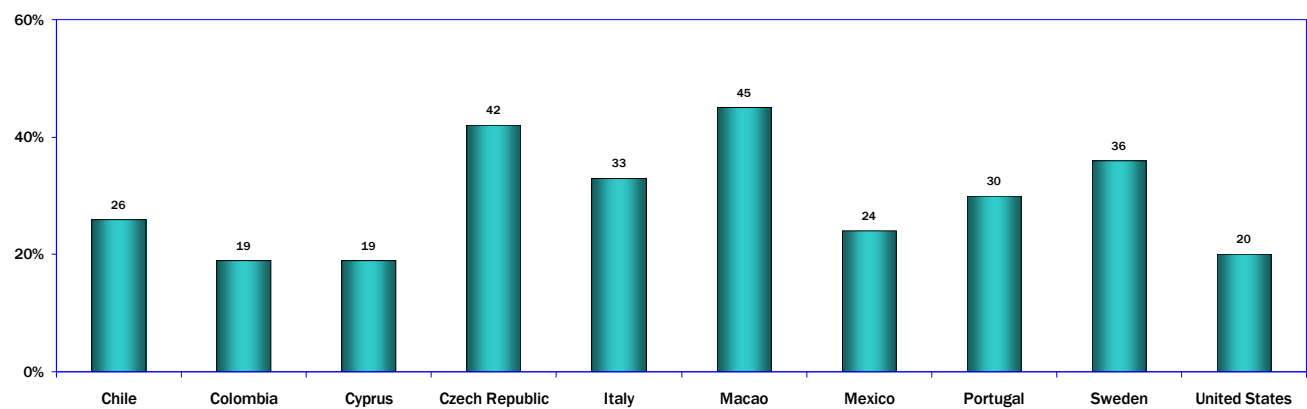
Q14D M-1D-1

### Not Important



Q14D M-1D-2

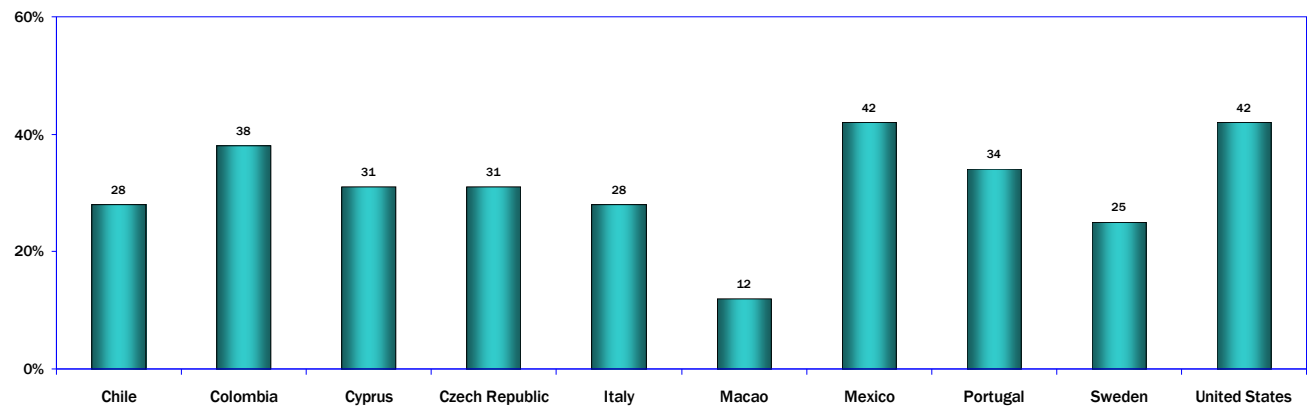
### Neutral



Q14D M-1D-3

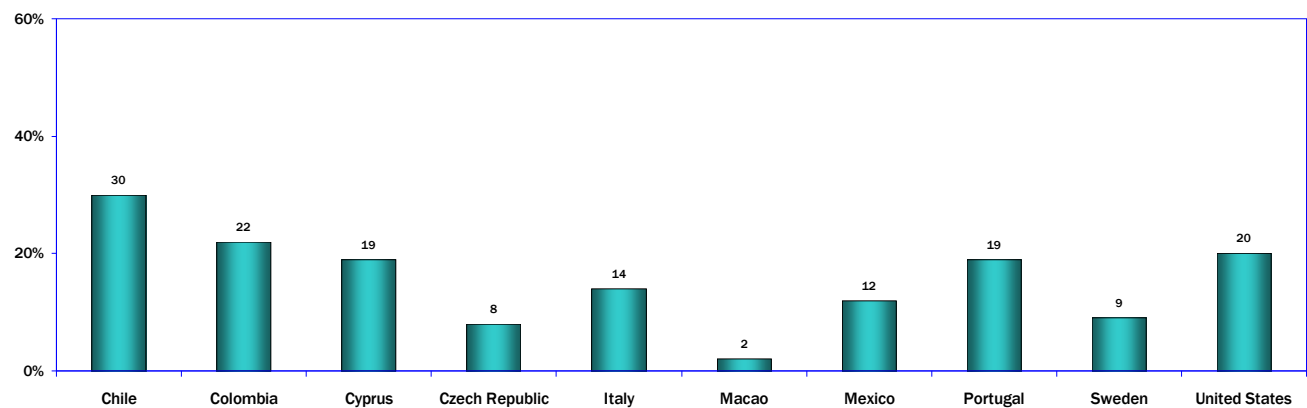
## 72. Radio as an Entertainment Source: Detailed Responses

### Important



Q14D M-1D-4

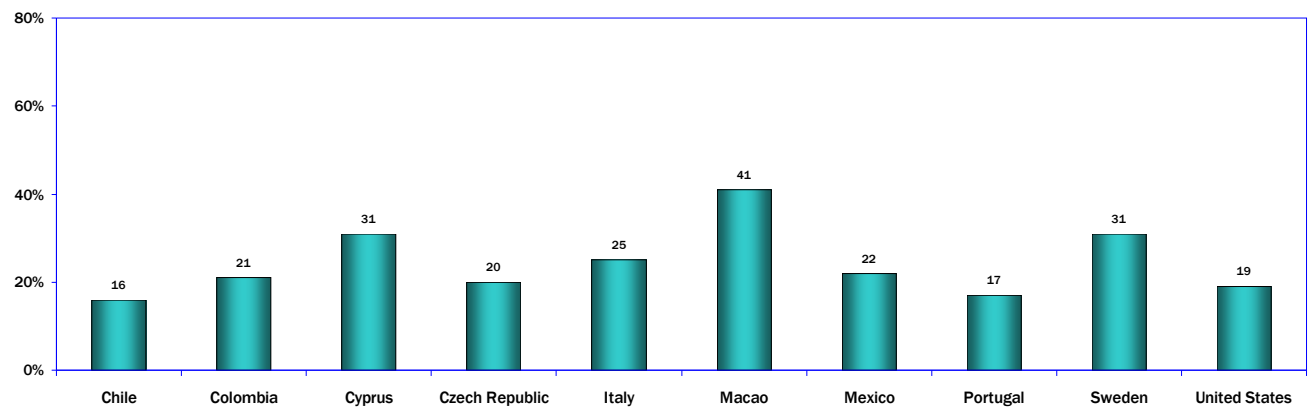
### Very Important



Q14D M-1D-3

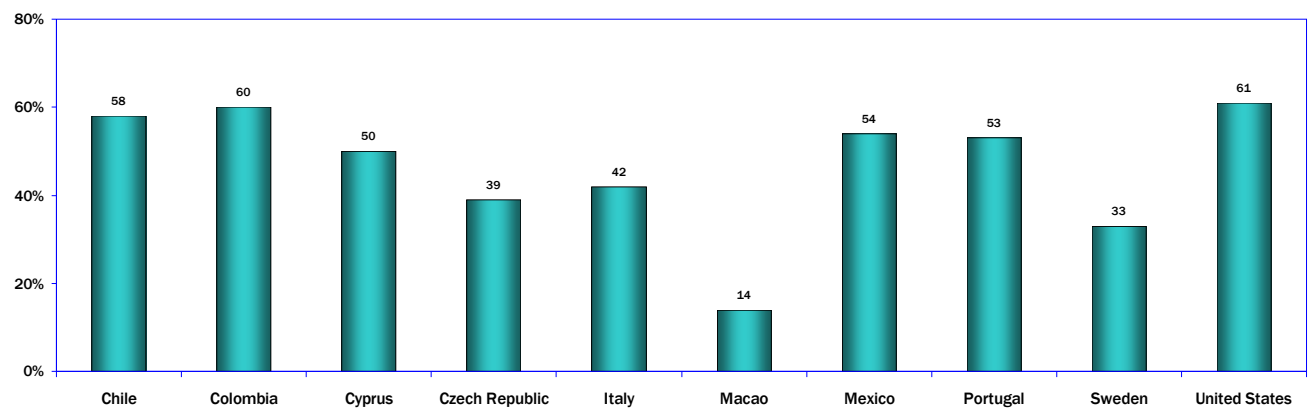
## 72. Radio as an Entertainment Source: Detailed Responses

### Combined: Not Important at All/Not Important



Q14D M-1D-1-2

### Combined: Important/Very Important

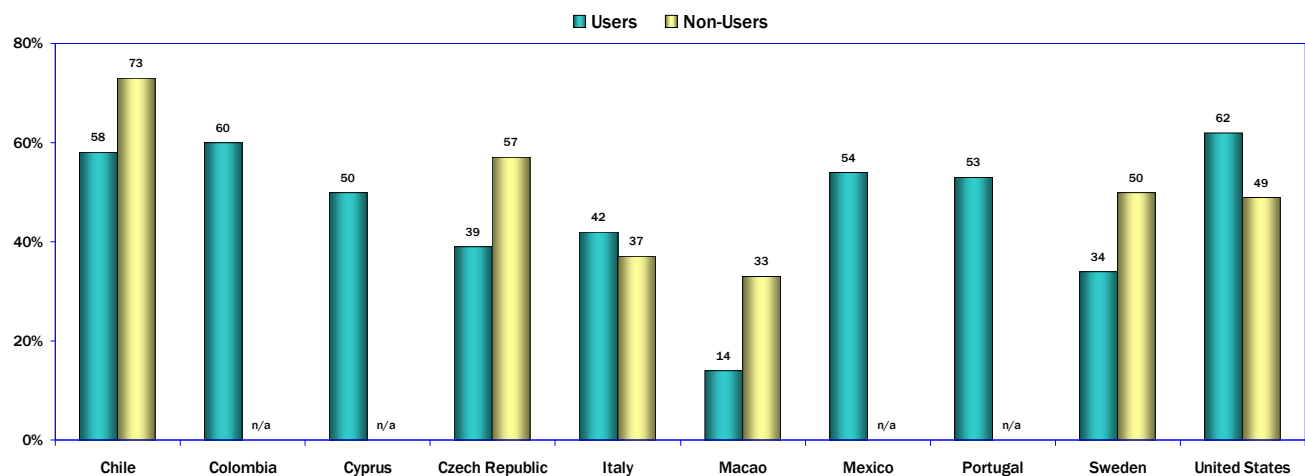


Q14D M-1D-4-5

### 73. Radio as an Entertainment Source: Users vs. Non-Users

Comparing the views of users and non-users about the importance of radio for entertainment, higher percentages of non-users than users in all of the WIP countries and regions except Italy and the United States said that radio was an important or very important source of entertainment.

**Radio: Importance as a Source of Entertainment**  
(Internet Users vs. Non-Users Age 18 and Older Responding  
“Important” or “Very Important”)



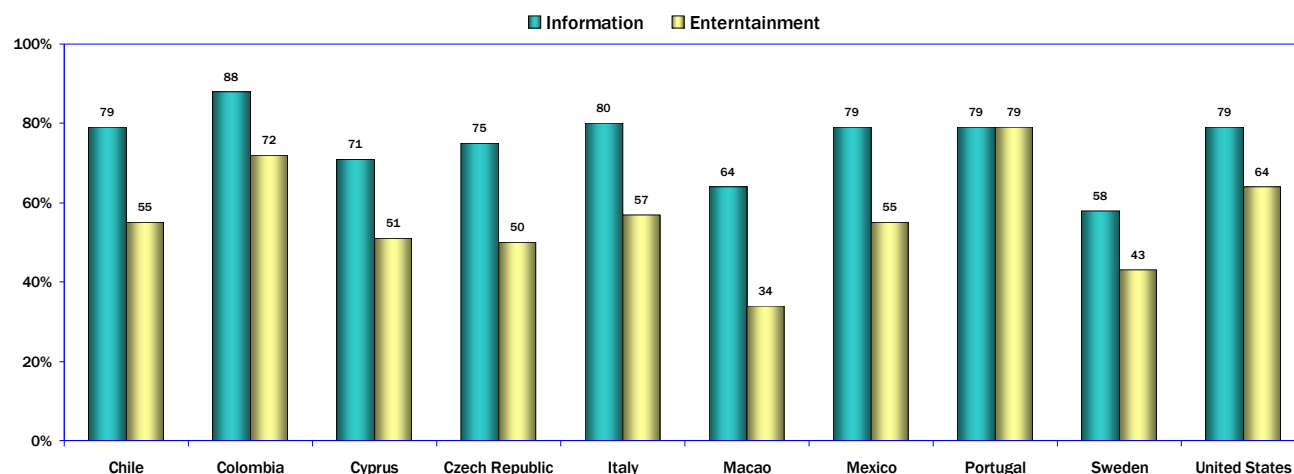
Q14D M-5

## 74. Comparison: The Internet's Importance as a Source of Information or Entertainment

Higher percentages of users in all of the WIP countries and regions said that the Internet is an important or very important source of information, compared to the percentages of those who ranked the Internet as important or very important for entertainment.

The largest disparities in the percentages of those who ranked the Internet important or very important for information vs. entertainment were found in Macao (30 percent), the Czech Republic (25 percent), Chile and Mexico (24 percent), and Italy (23 percent).

### Importance of the Internet as a Source of Information or Entertainment: Internet Users Age 18 or Older Ranking the Internet as "Important" or "Very Important"



Q13B and A



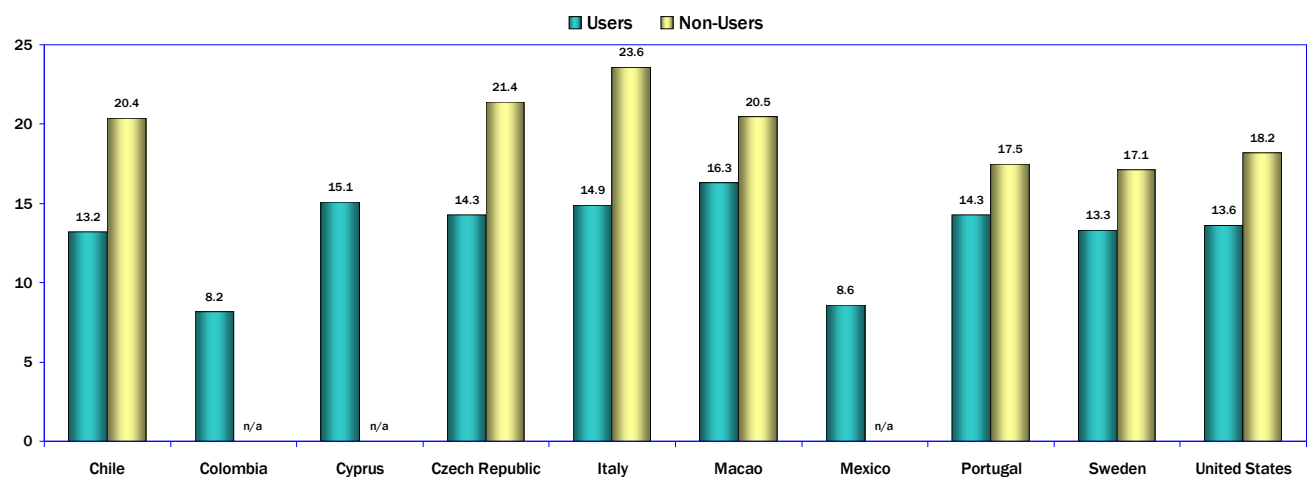
## Offline Media Use: Internet Users vs. Non-Users

### 75. Television Viewing: Users vs. Non-Users

In all of the WIP countries and regions, Internet non-users spent more time than users each week watching television offline, and in several of the countries, the difference is considerable.

The difference between users and non-users in the amount of time spent watching television was largest in Italy (8.7 hours), Chile (Santiago) (7.2 hours), and the Czech Republic (7.1 hours).

**Hours Spent Watching Television Offline**  
(Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)



Q15JC-1

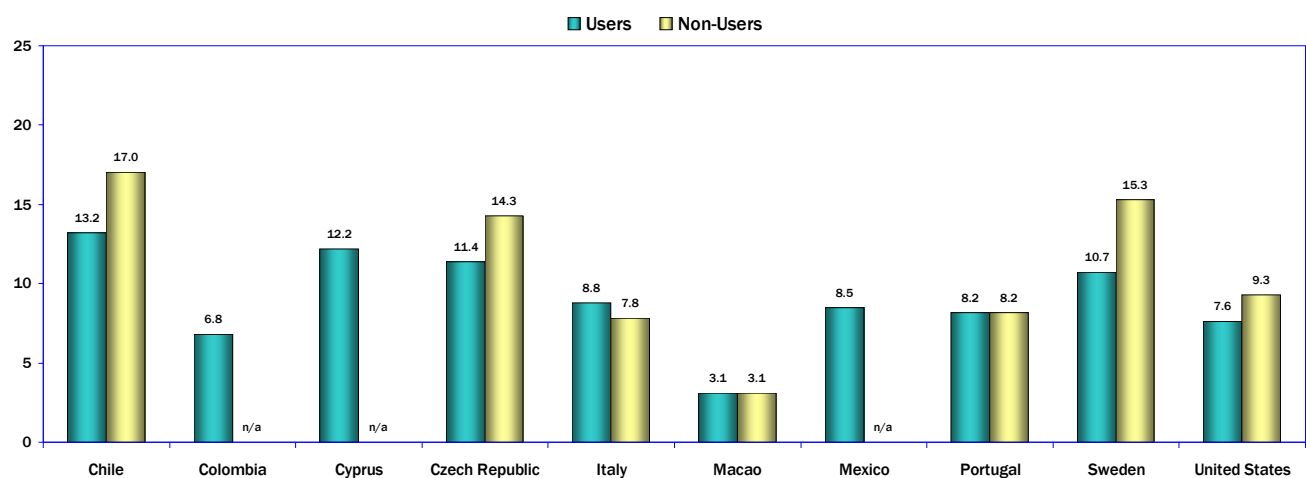
## 76. Radio Listening: Users vs. Non-Users

Internet non-users in four of the WIP countries and regions spent more time than users listening to the radio offline: Chile, the Czech Republic, Sweden, and the United States.

The largest difference in radio listening among users and non-users was reported by Sweden (4.6 hours) and Chile (Santiago) (3.8 hours).

In Italy, Internet users spent one hour more per week than non-users listening to offline radio, while in Macao and Portugal, the hours reported by users and non-users were identical.

**Hours Spent Listening to the Radio Offline**  
(Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)

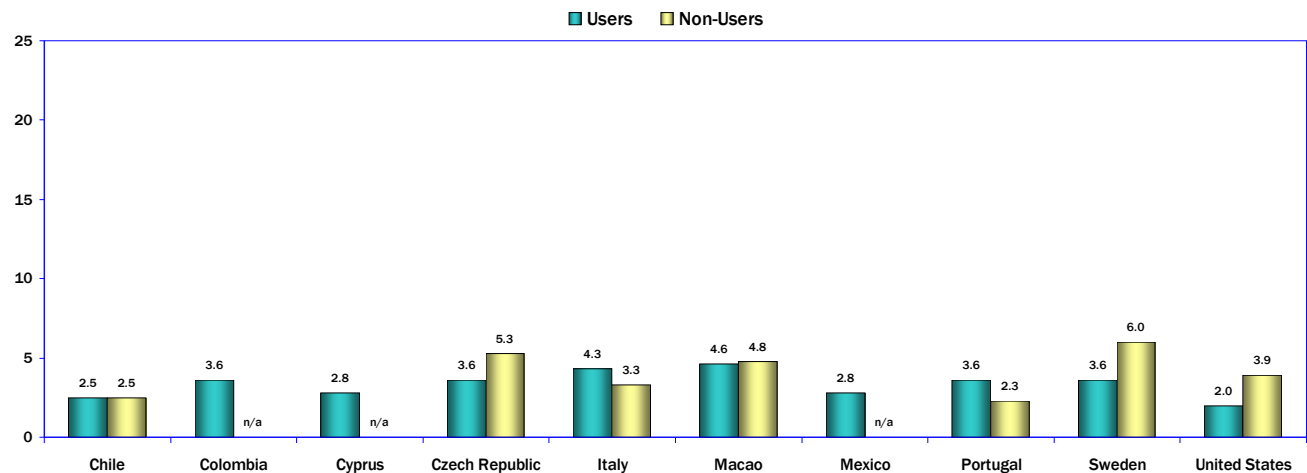


Q15JC-2

## 77. Newspaper Reading: Users vs. Non-Users

Non-users in four of the WIP countries and regions spent slightly more time reading offline newspapers than users. However, Internet users still spend more time or the same amount of time reading newspapers offline in two of the reporting countries.

**Time Spent Reading the Newspaper Offline**  
(Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)



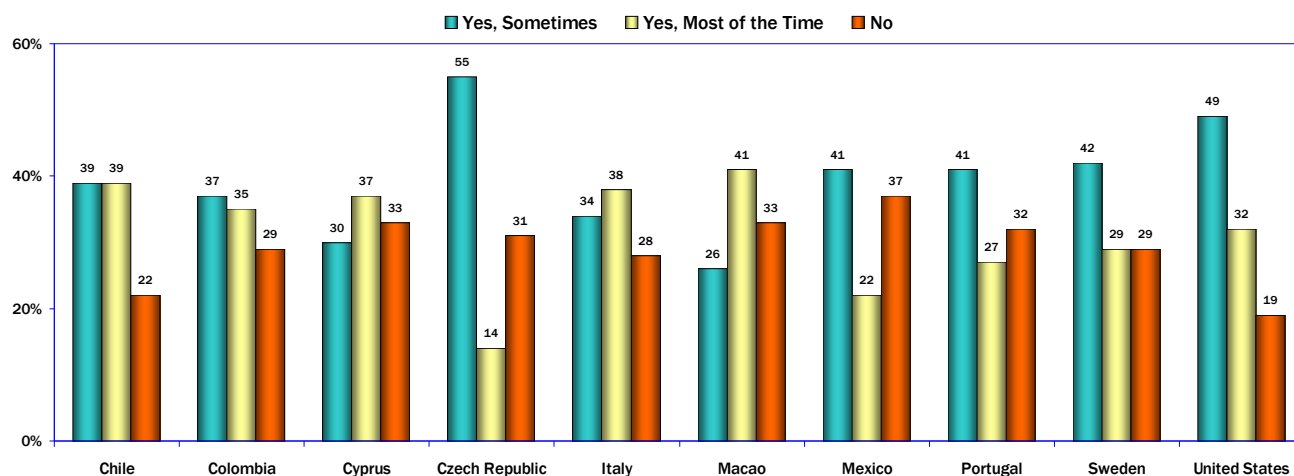
Q15 JC-3

## 78. Multitasking while Using the Internet

Large percentages of Internet users in all of the WIP countries and regions multitask while online by using other technologies -- such as listening to music, watching television, or talking on the telephone.

At least 60 percent of users in all of the WIP countries and regions reported multitasking some of the time or most of the time while online, with a high of 81 percent in the United States and 78 percent in Chile (Santiago).

### Do You Do More Than One Activity While You are Online, Such as Listening to Music, Watching TV, or Using the Telephone? (Internet Users Age 18 and Older)



Q18 JC-1

**Findings**

**World Internet Project 2010**

**Online Communication**

## 79. E-mail Use

Large percentages of users in almost all of the WIP countries and regions check their e-mail at least daily.

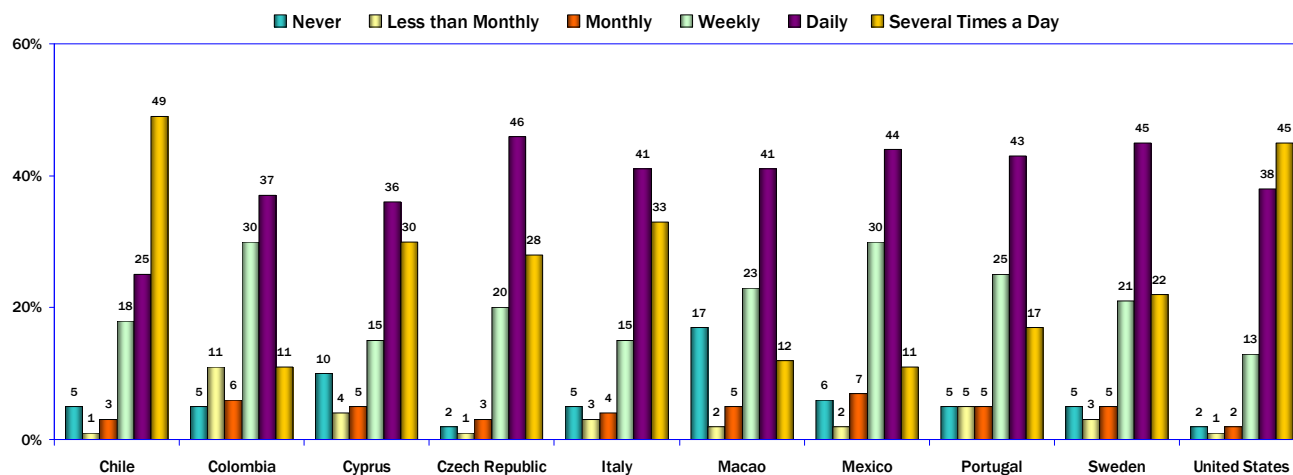
All of the WIP countries and regions except Colombia reported that at least half of users check their e-mail daily or several times a day.

Users in the United States check their e-mail most often; 83 percent of users do so daily or several times a day. Other countries that reported high percentages of users who check e-mail daily or several times a day are Chile (Santiago), the Czech Republic, and Italy (74 percent), Sweden (67 percent), and Cyprus (66 percent).

Small percentages of Internet users do not access e-mail at all. In all of the reporting countries except Macao, less than 10 percent of those who go online do not use e-mail.

However, significantly larger percentages reported checking e-mail weekly or less: Colombia (46 percent), Mexico (39 percent), Portugal (35 percent), Macao (30 percent), Sweden (29 percent), Cyprus and the Czech Republic (24 percent), Chile (Santiago) and Italy (22 percent), and the United States (16 percent).

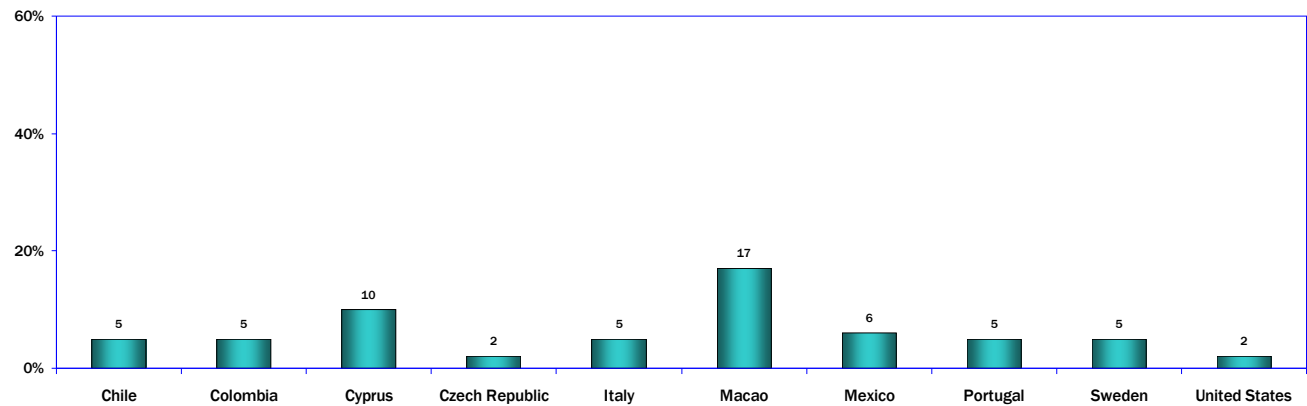
**E-mail Use: Frequency  
(Internet Users Age 18 and Older)**



Q20A M-1A

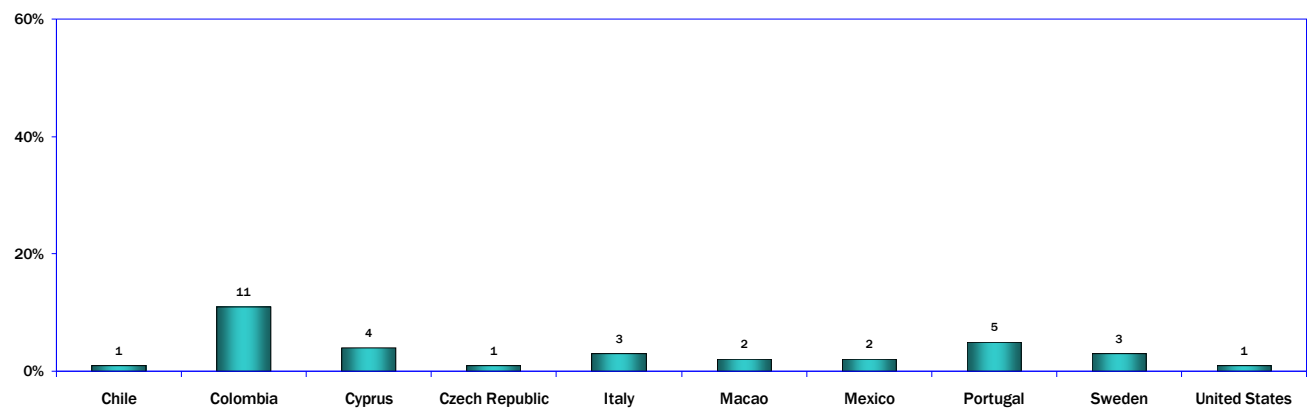
## 79. E-mail Use: Detailed Responses

### Never



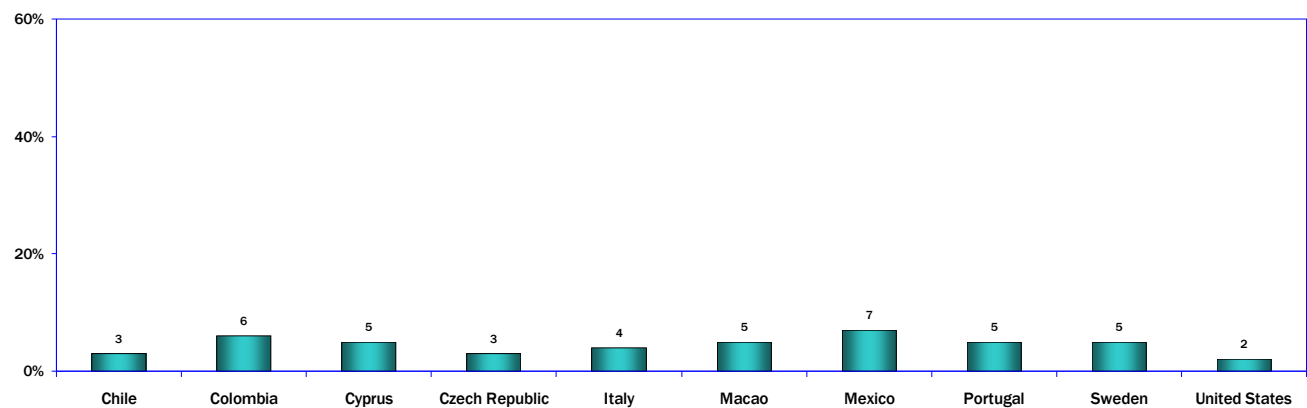
Q20A M-1A-1

### Less than Monthly



Q20A M-1A-2

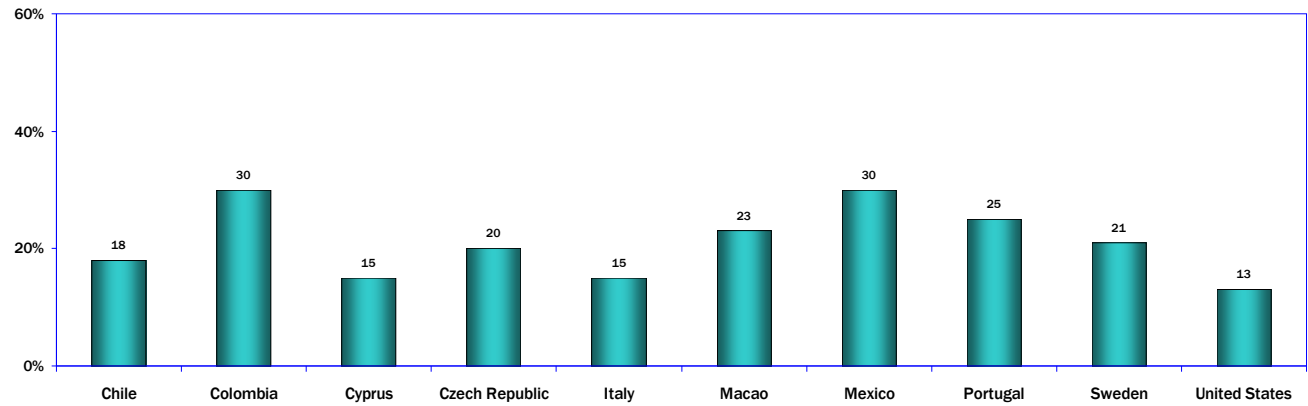
### Monthly



Q20A M-1A-3

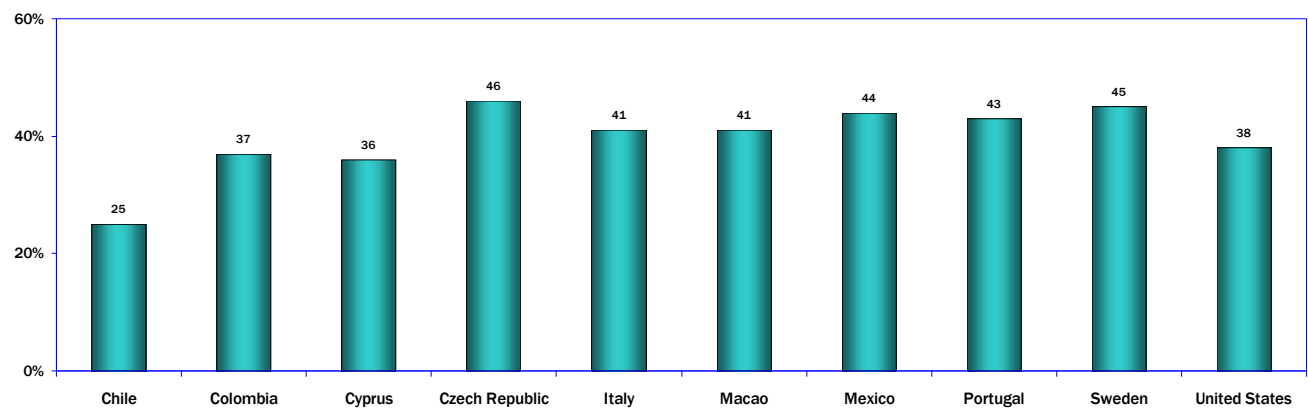
## 79. E-mail Use: Detailed Responses

### Weekly



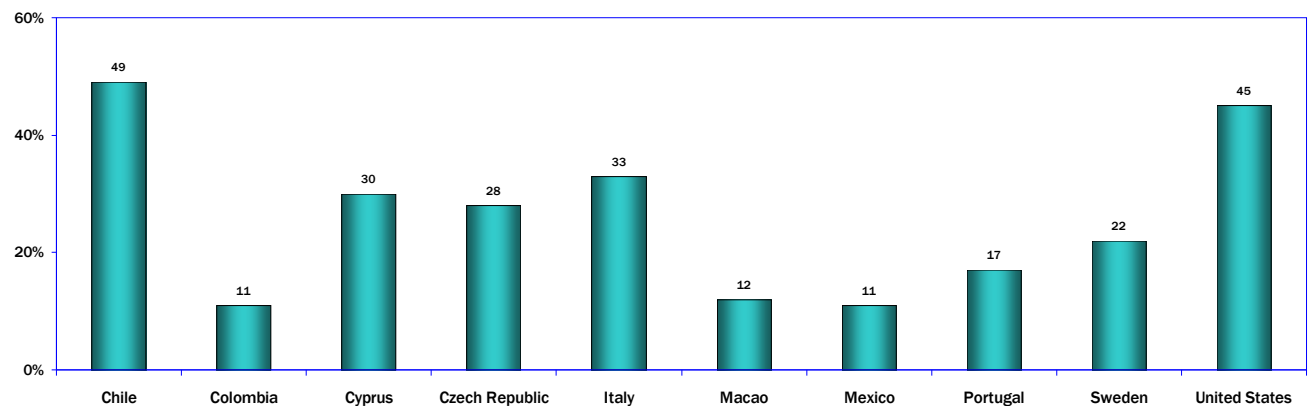
Q20A M-1A-4

### Daily



Q20A M-1A-5

### Several Times a Day

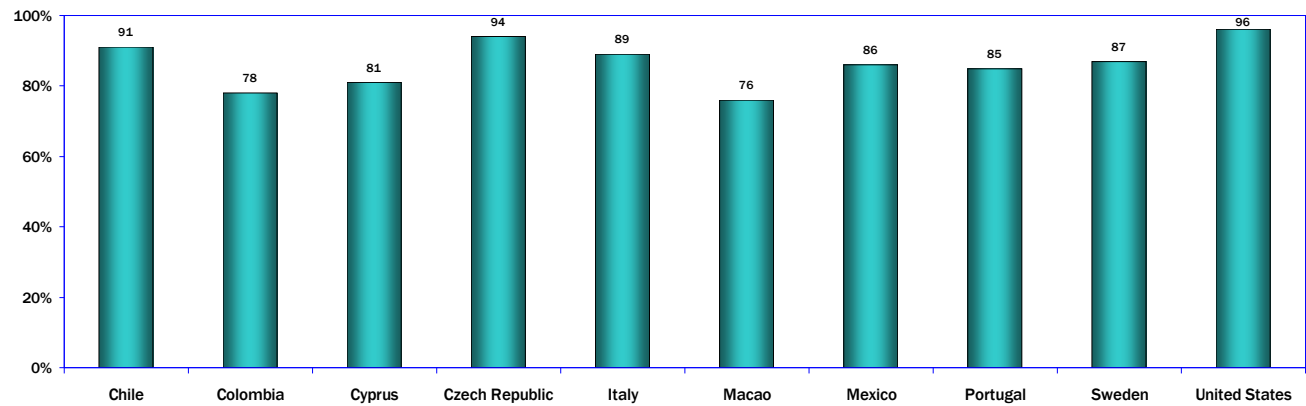


Q20A M-1A-6



## 79. E-mail Use: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q20A M-1A-4-6

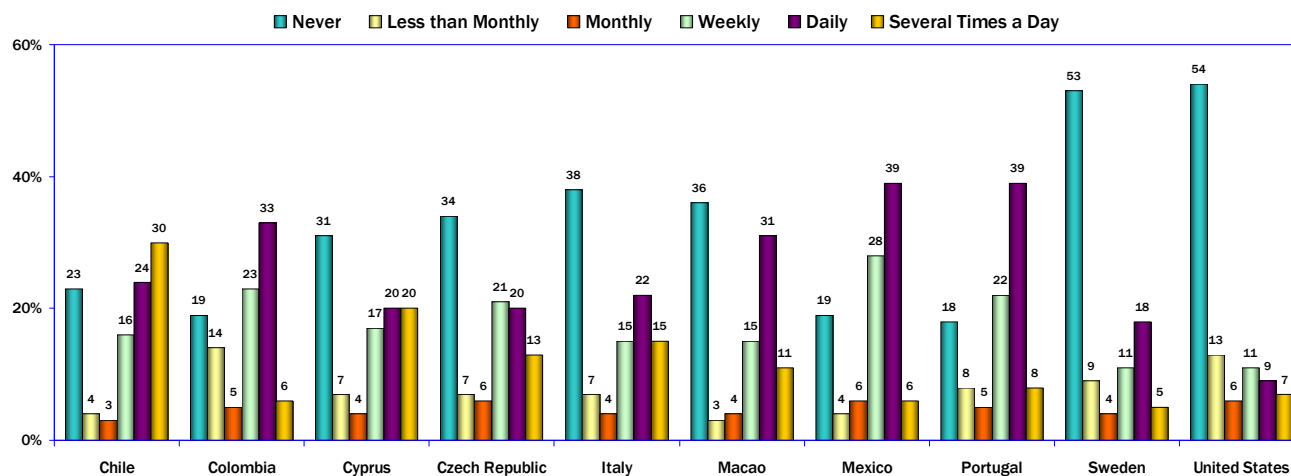
## 80. Instant Messaging

In most of the WIP countries and regions, moderate percentages of Internet users routinely do instant messaging.

In eight of the countries and regions, 30 percent or more of users said they use instant messaging daily or several times a day; in Chile (Santiago), more than half (54 percent) of Internet users said they use instant messaging at least daily, while 47 percent in Portugal and 45 percent in Mexico reported the same level of use.

In six of the WIP countries and regions, at least 30 percent of users said they never use instant messaging. The United States (54 percent) and Sweden (53 percent) reported by far the largest percentages of users who never participate in instant messaging.

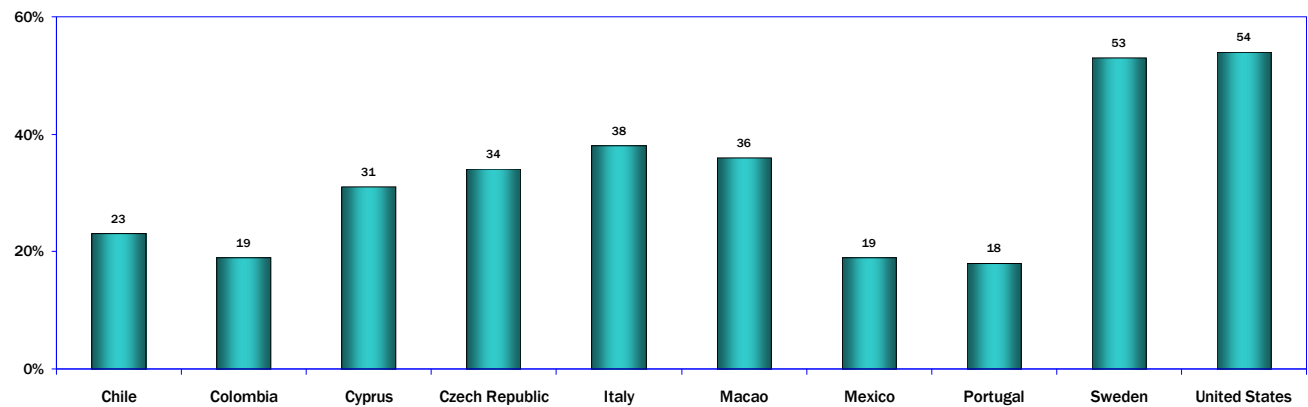
### Internet Use for Instant Messaging (Internet Users Age 18 and Older)



Q20B M-1B

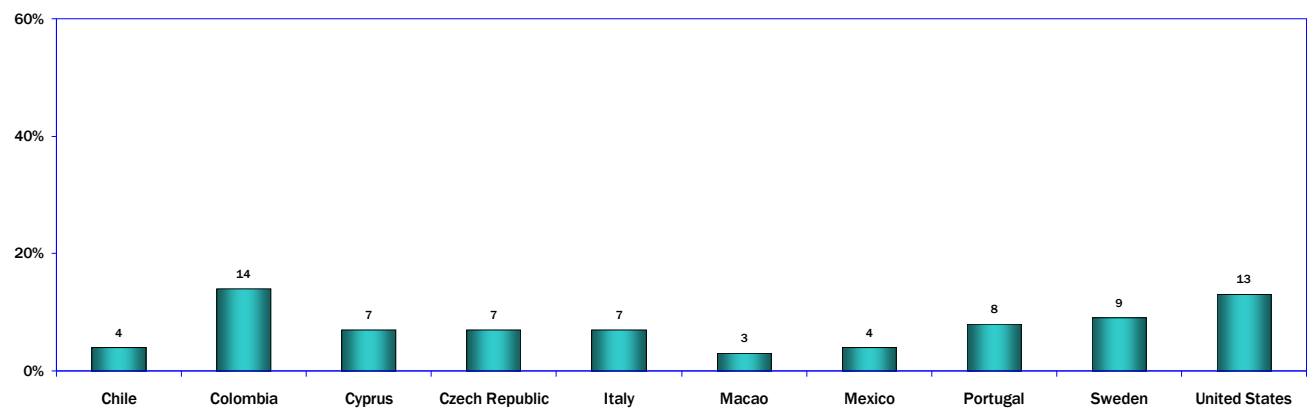
## 80. Instant Messaging: Detailed Responses

### Never



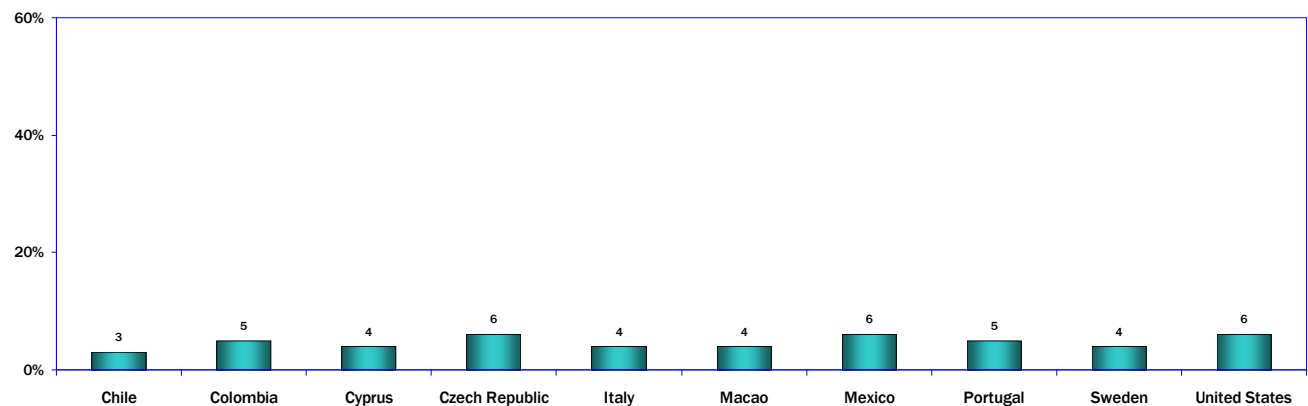
Q20B M-1B-1

### Less than Monthly



Q20B M-1B-2

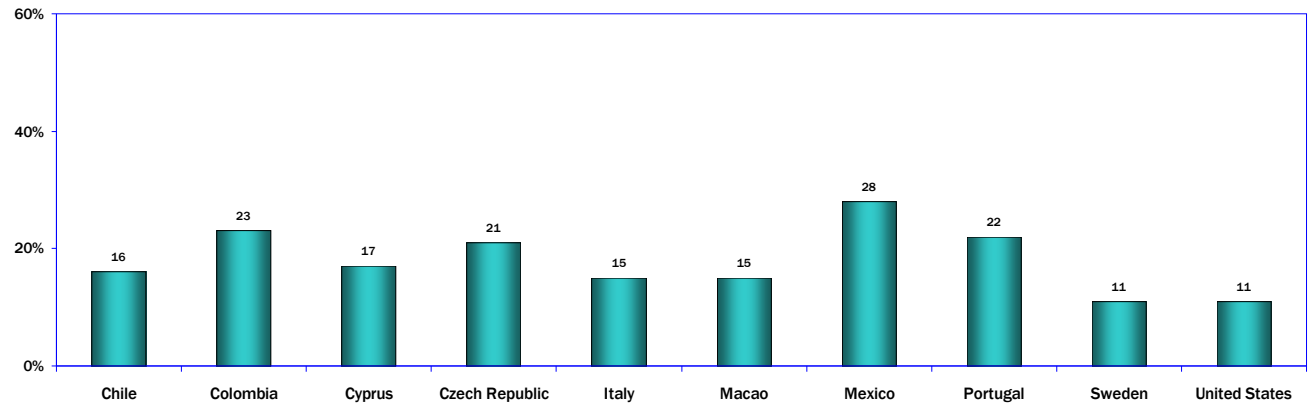
### Monthly



Q20B M-1B-3

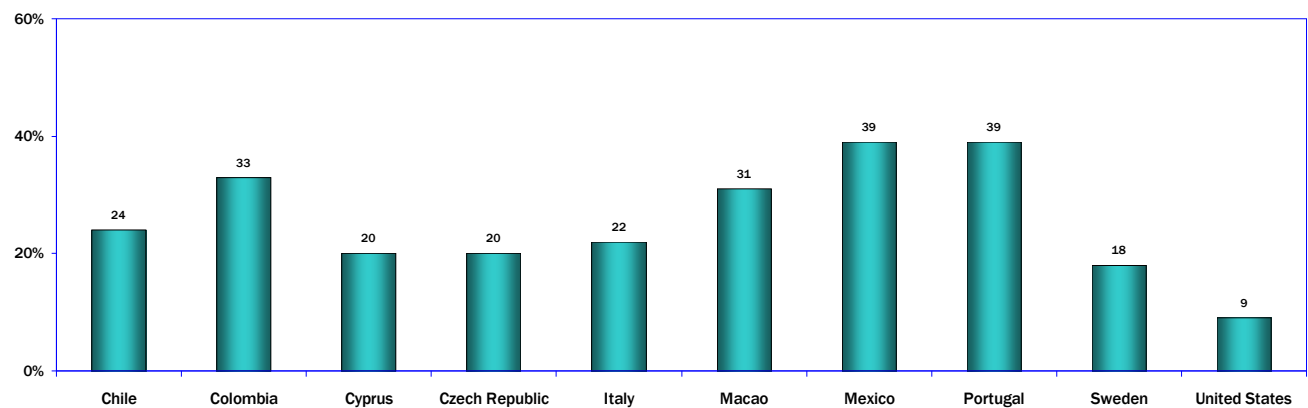
## 80. Instant Messaging: Detailed Responses

### Weekly



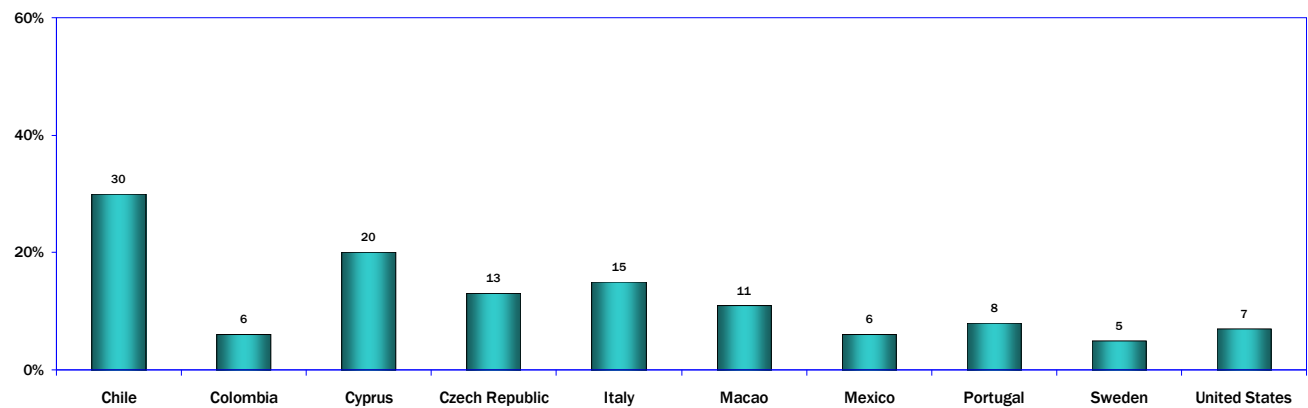
Q20B M-1B-4

### Daily



Q20B M-1B-5

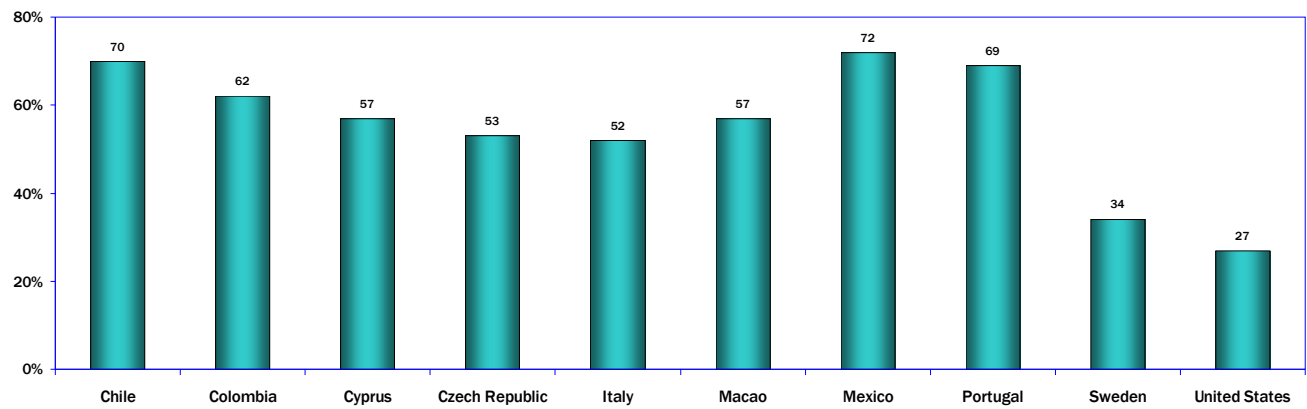
### Several Times a Day



Q20B M-1B-6

## 80. Instant Messaging: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q20B M-1B-4-6

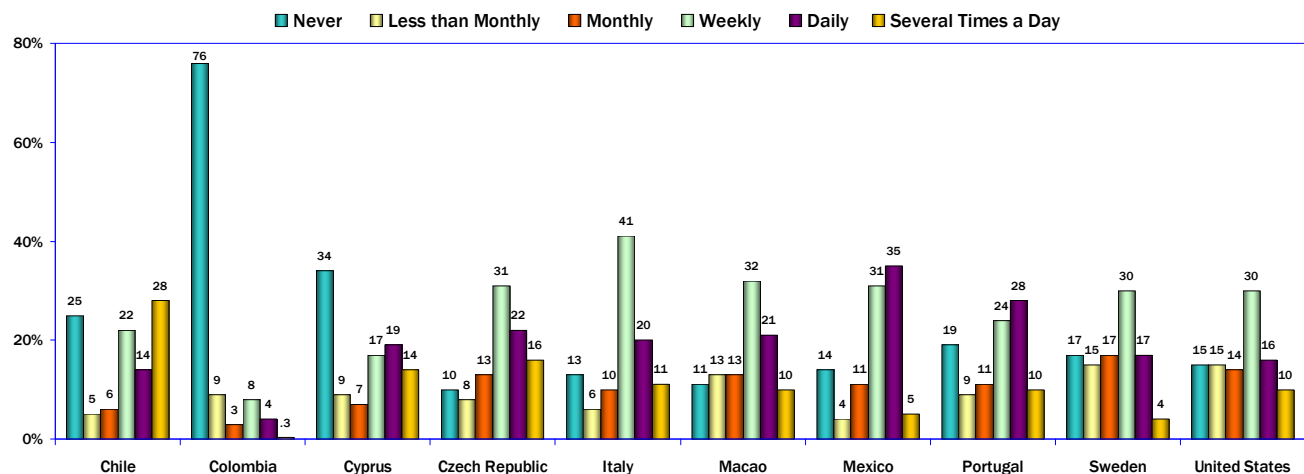
## 81. E-mails and Attachments

Internet users in the WIP countries frequently send e-mail with attachments. In nine of the 10 WIP countries and regions, more than half of users reported sending e-mails with attachments at least weekly.

In Chile (Santiago), Cyprus, the Czech Republic, Italy, Macao, Mexico, and Portugal, more than 30 percent of users reported sending e-mails with attachments at least daily (daily or several times a day).

In most of the WIP countries and regions, very small percentages of Internet users never send e-mails with attachments; in seven of the reporting countries, less than 20 percent of users never send attachments with their e-mail.

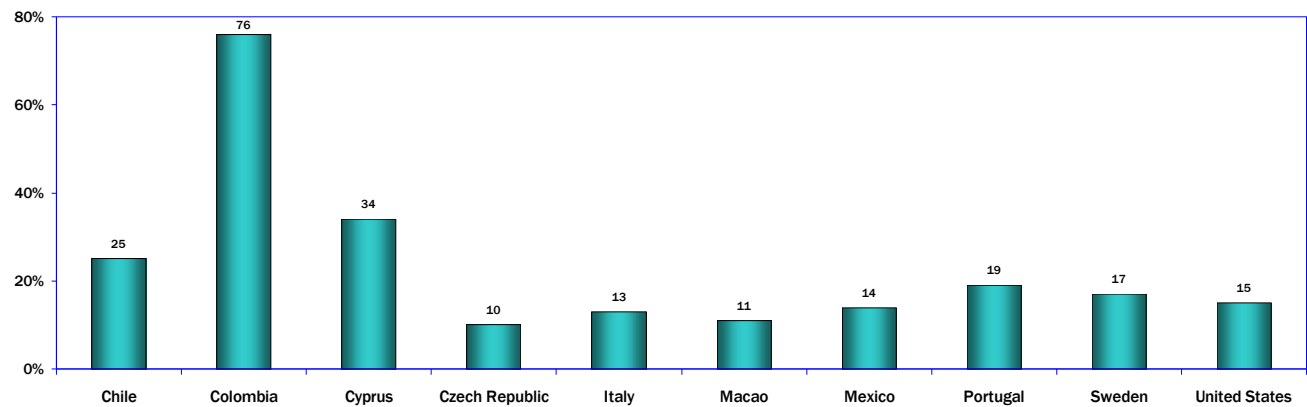
**Internet Use to Send Attachments with E-mails**  
(Internet Users Age 18 and Older)



Q20D M-1D

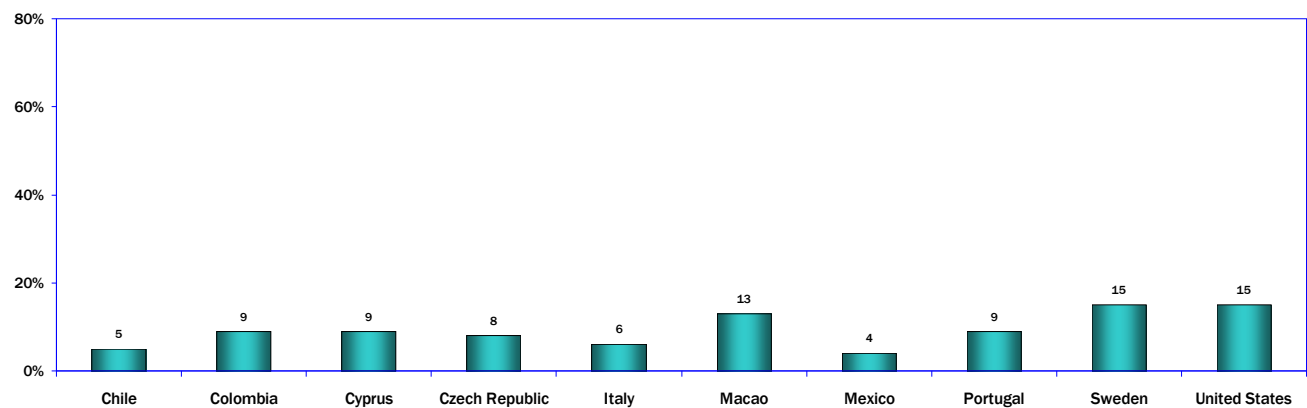
## 81. E-mails and Attachments: Detailed Responses

### Never



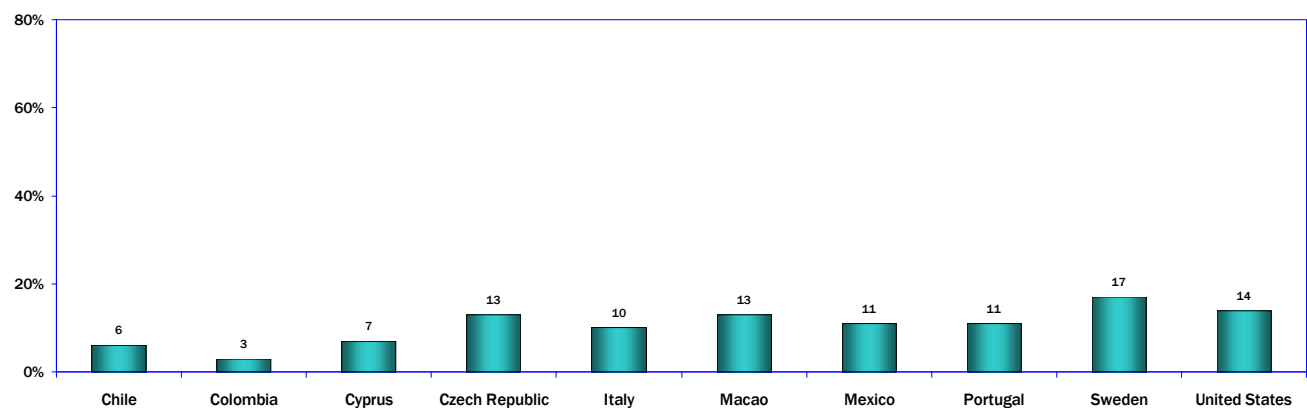
Q20D M-1D-1

### Less than Monthly



Q20D M-1D-2

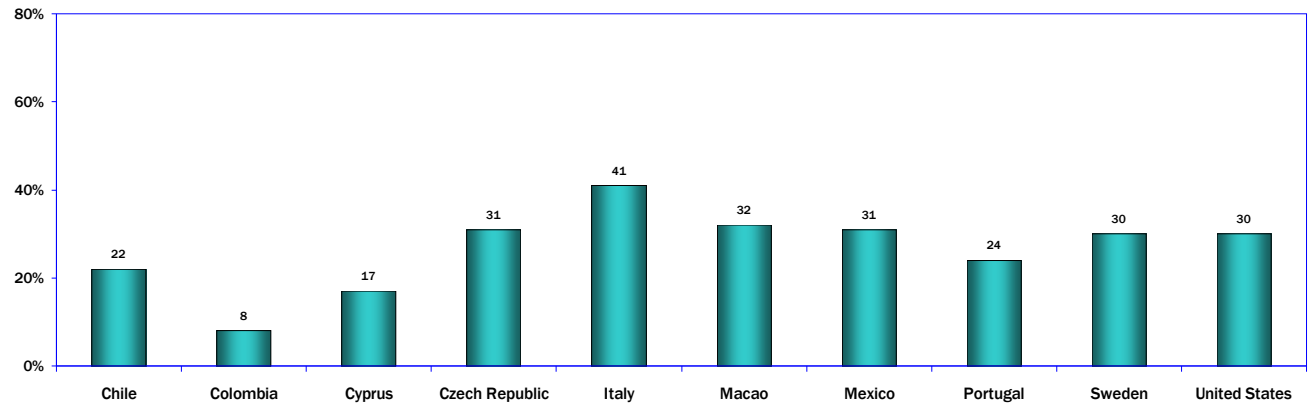
### Monthly



Q20D M-1D-3

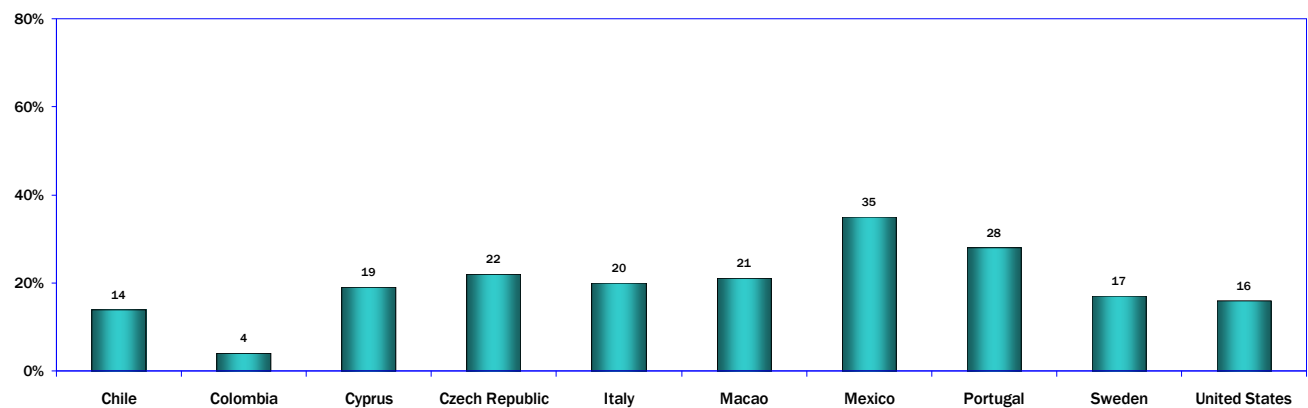
## 81. E-mails and Attachments: Detailed Responses

### Weekly



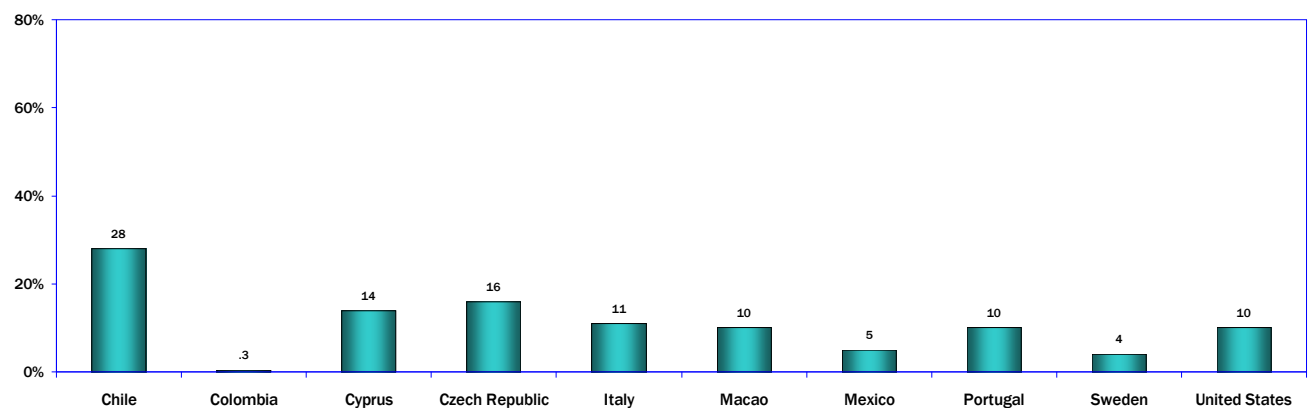
Q20D M-1D-4

### Daily



Q20D M-1D-5

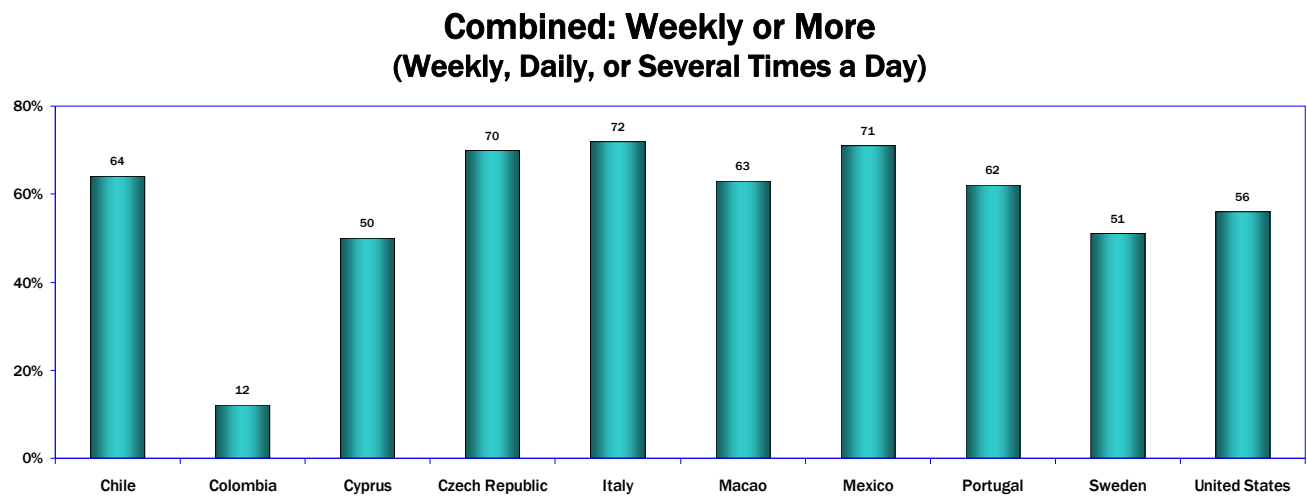
### Several Times a Day



Q20D M-1D-6



## 81. E-mails and Attachments: Detailed Responses



Q20D M-1D-4-6

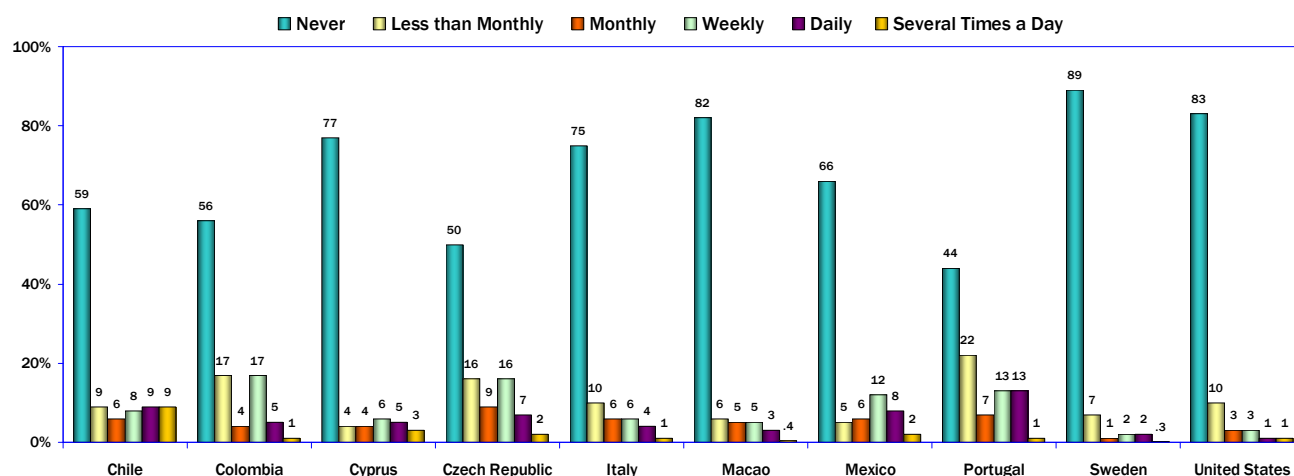
## 82. Participation in Chat Rooms

Small percentages of users reported participating in chat rooms. In all of the WIP countries, less than 30 percent of users participate in chat rooms at least weekly.

The highest levels of participation in chat rooms at least weekly were reported in the Czech Republic and Portugal (27 percent), and Chile (Santiago) (26 percent).

In all of the WIP countries except Portugal, 50 percent or more of users never participate in chat rooms.

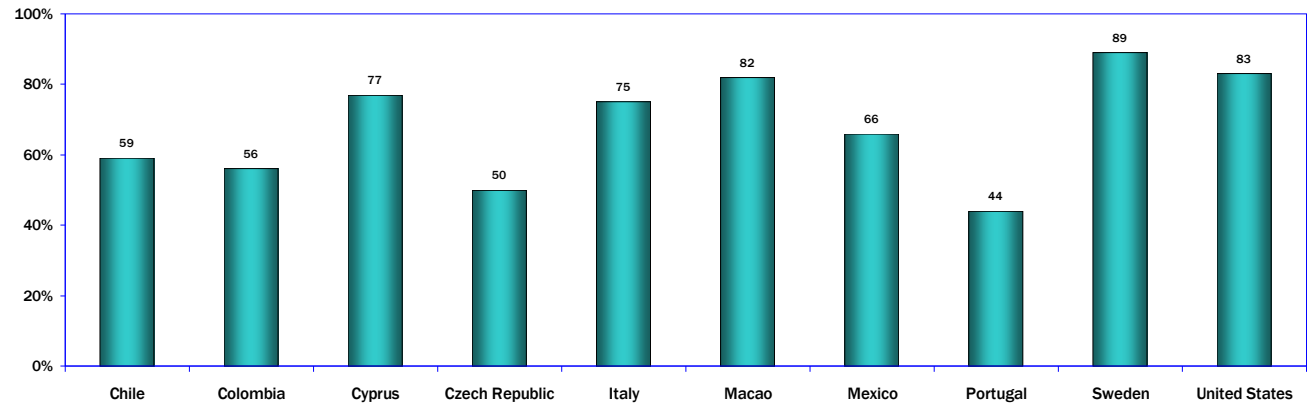
**Internet Use to Participate in Chat Rooms**  
(Internet Users Age 18 and Older)



Q20C M-1C

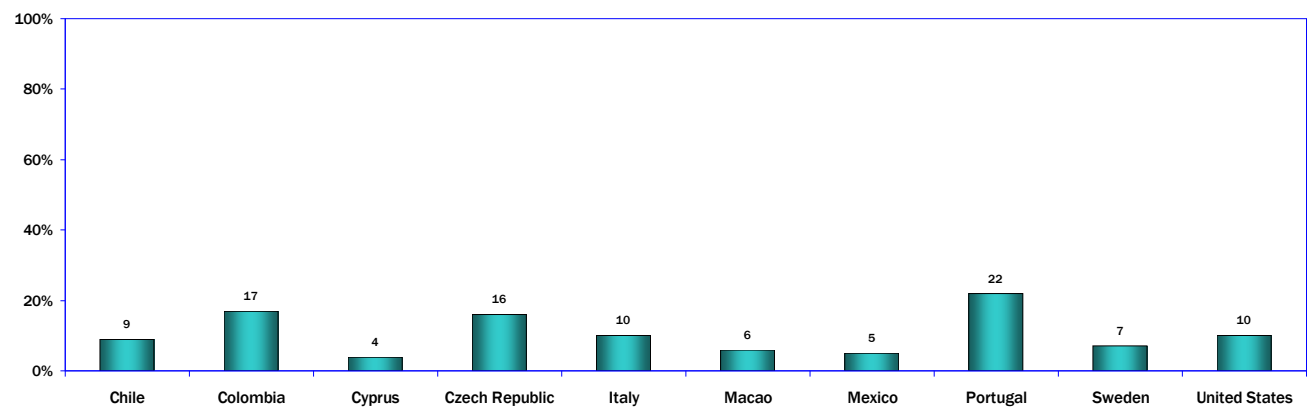
## 82. Participation in Chat Rooms: Detailed Responses

### Never



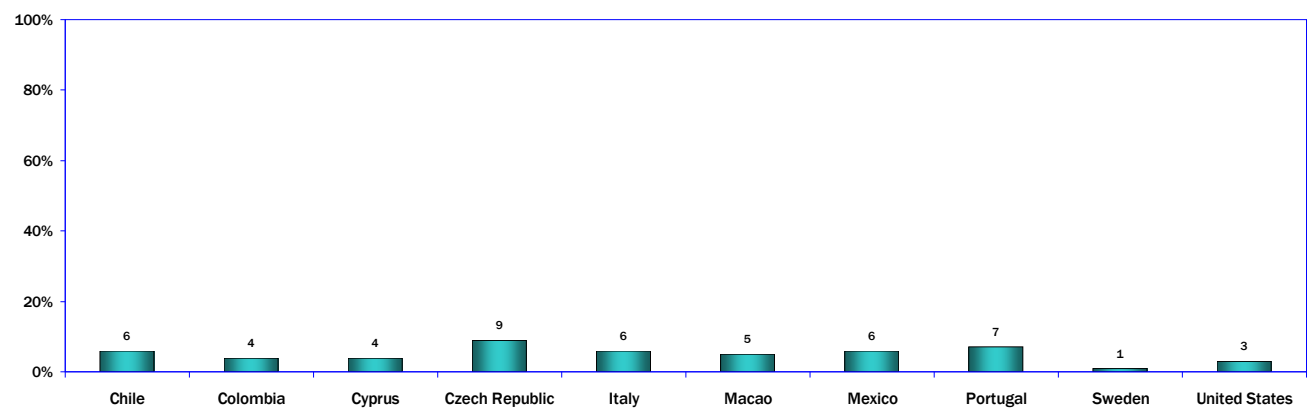
Q20C M-1C-1

### Less than Monthly



Q20C M-1C-2

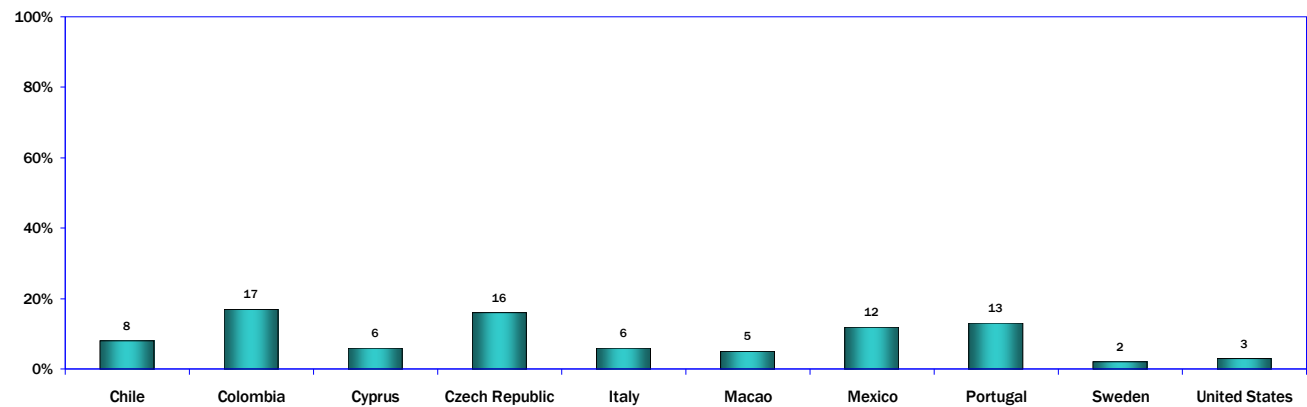
### Monthly



Q20C M-1C-3

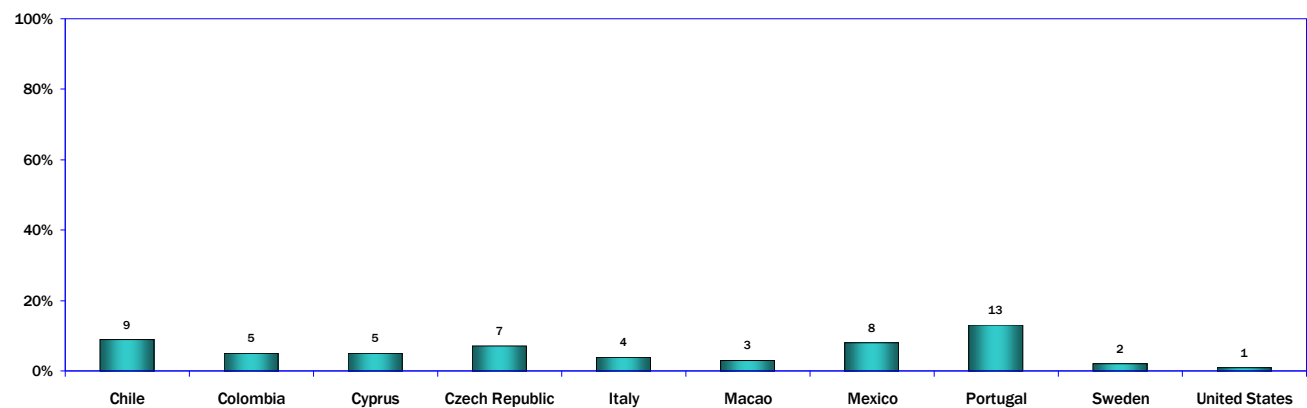
## 82. Participation in Chat Rooms: Detailed Responses

### Weekly



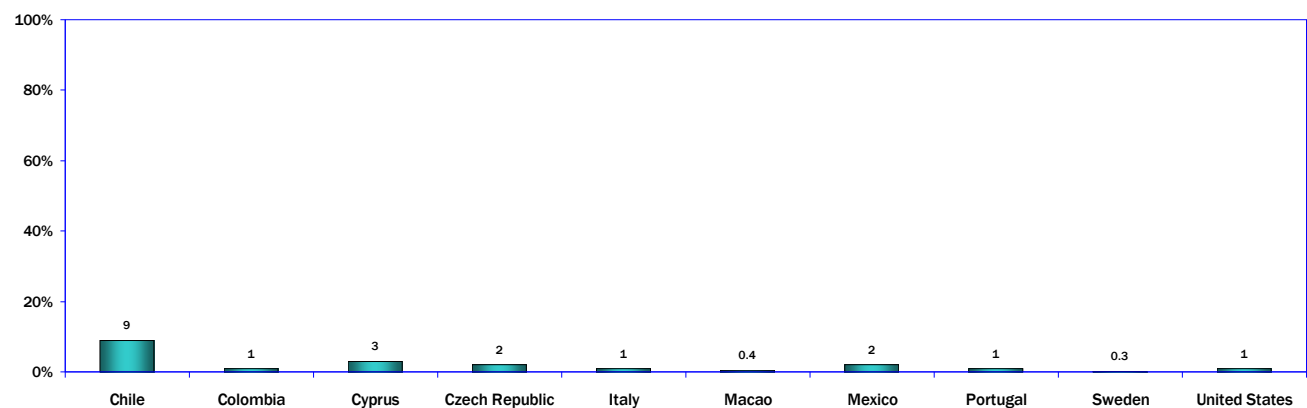
Q20C M-1C-3

### Daily



Q20C M-1C-3

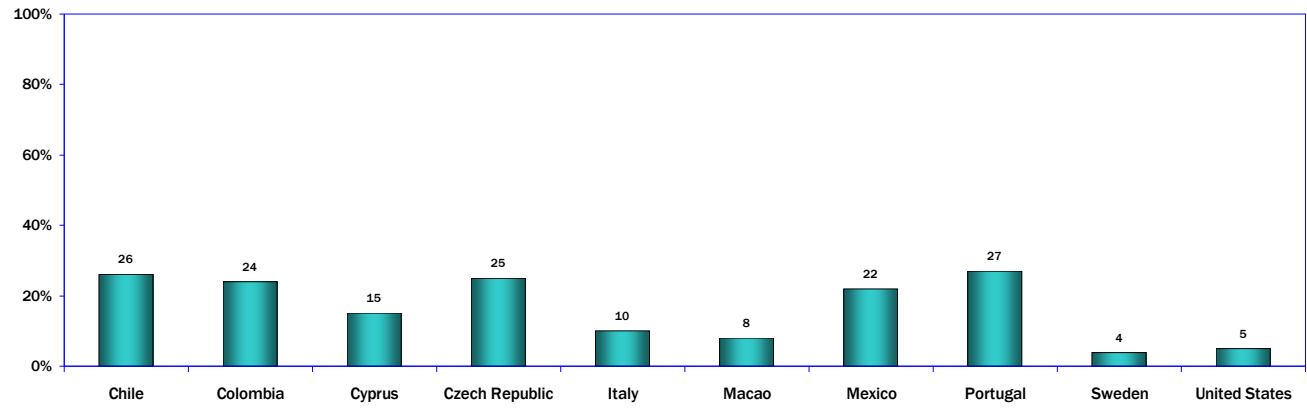
### Several Times a Day



Q20C M-1C-3

## 82. Participation in Chat Rooms: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



Q20C M-1C-3-4-6

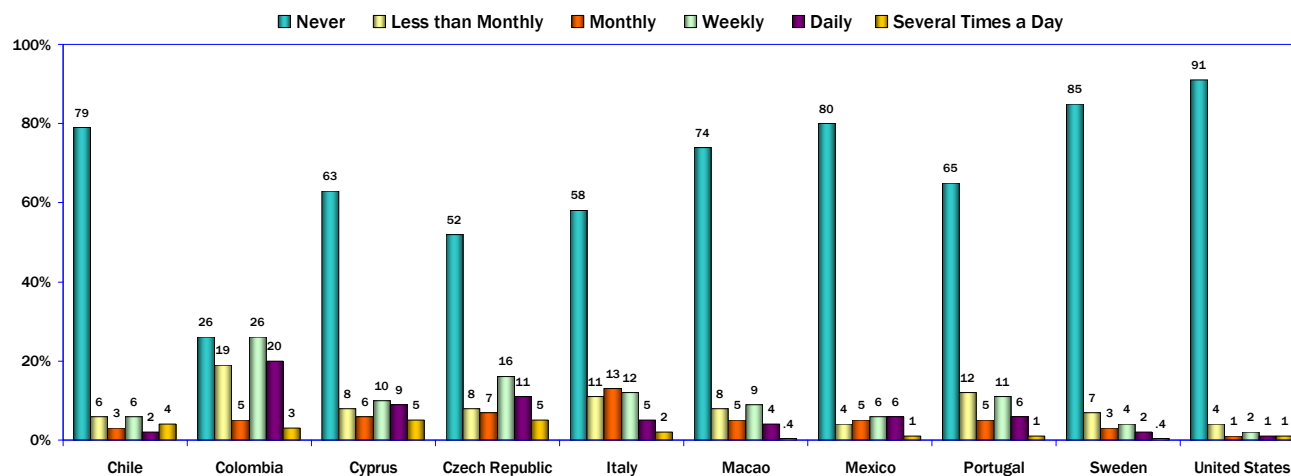
### 83. Online Telephone Calls

Making or receiving telephone calls through the Internet is done by moderate percentages of users in all of the WIP countries and regions. In only four of the WIP countries and regions, 30 percent or more of users make telephone calls on the Internet at least monthly: Colombia, Cyprus, the Czech Republic, and Italy.

Colombia reported the highest level of Internet telephoning, with 49 percent of users saying they go online to make or receive telephone calls at least weekly.

In all of the WIP countries and regions except Colombia, more than half of users never make or receive telephone calls on the Internet.

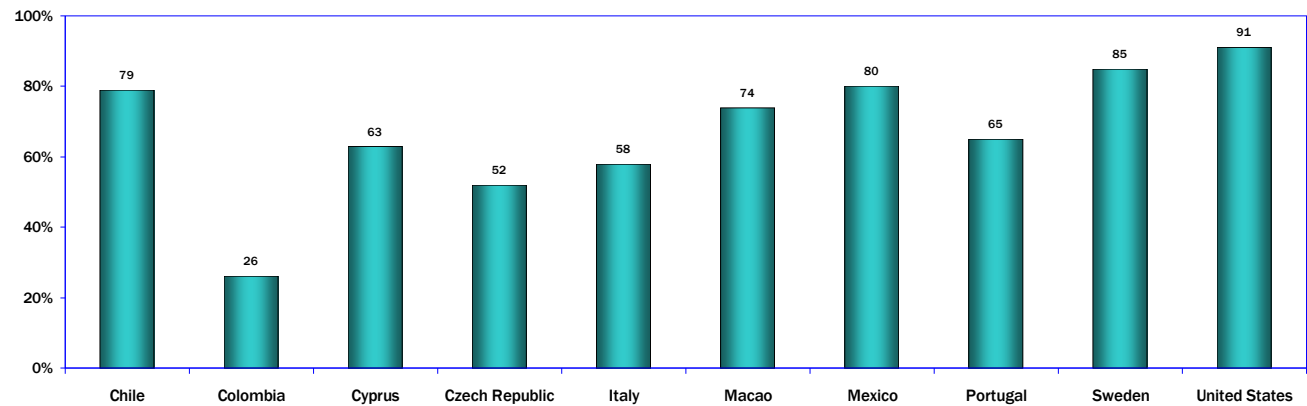
**Internet Use to Make or Receive Telephone Calls  
(Internet Users Age 18 and Older)**



Q20E M-1E

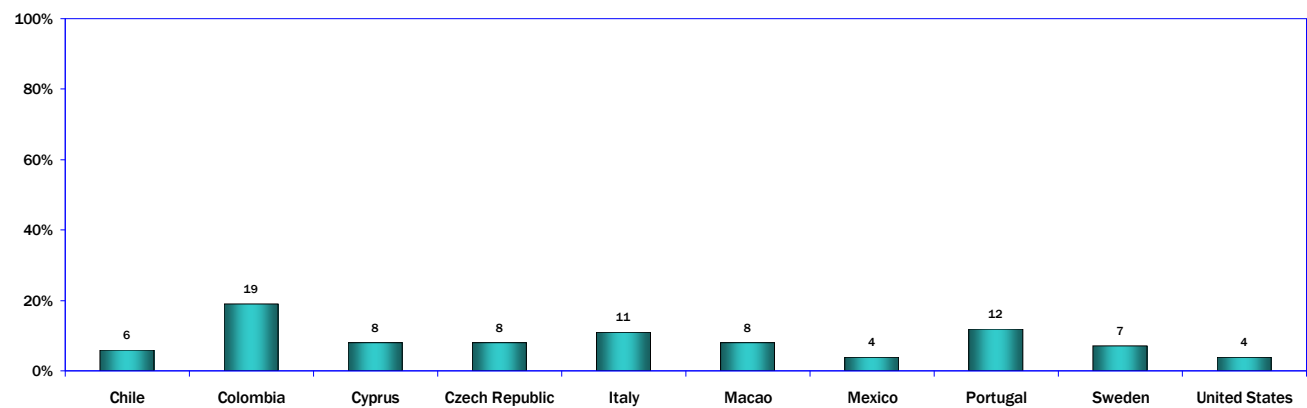
## 83. Online Telephone Calls: Detailed Responses

### Never



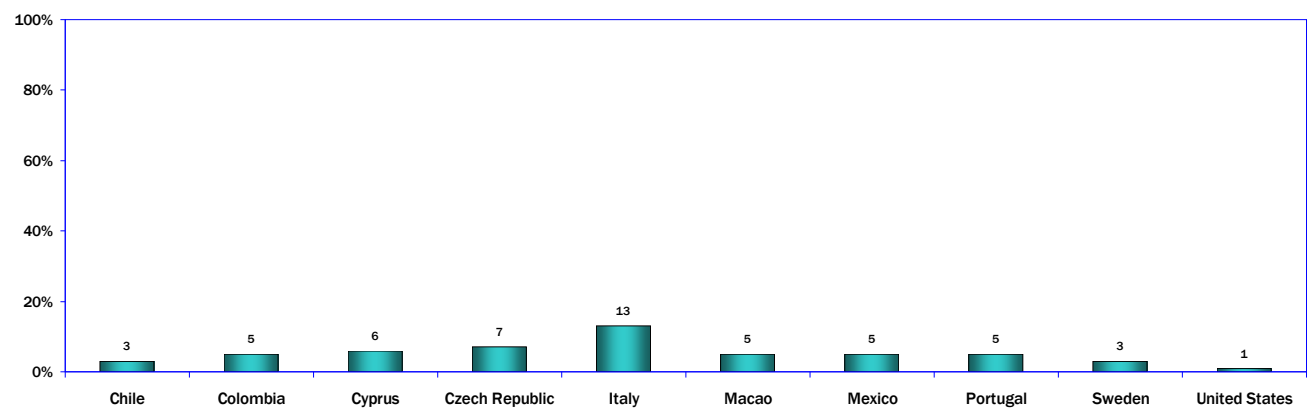
Q20E M-1E-1

### Less than Monthly



Q20E M-1E-2

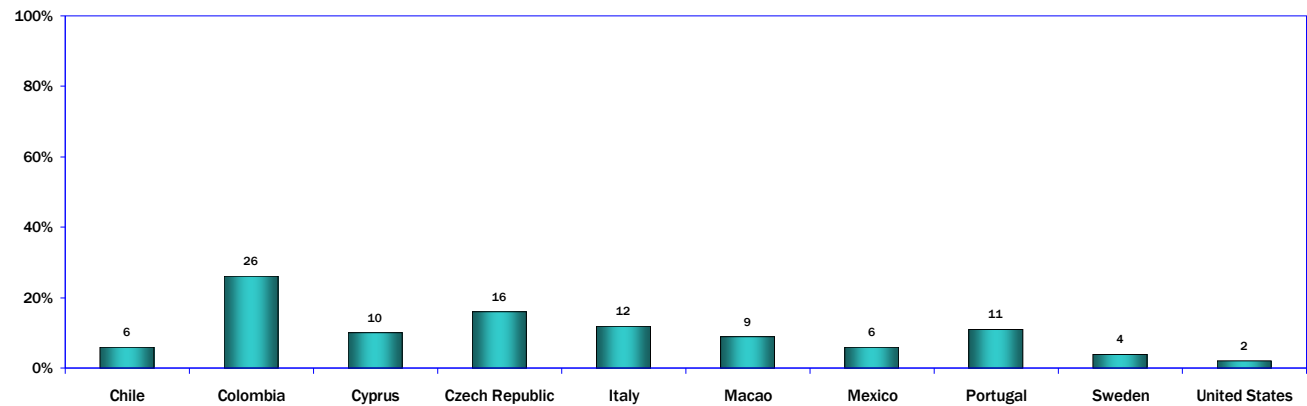
### Monthly



Q20E M-1E-3

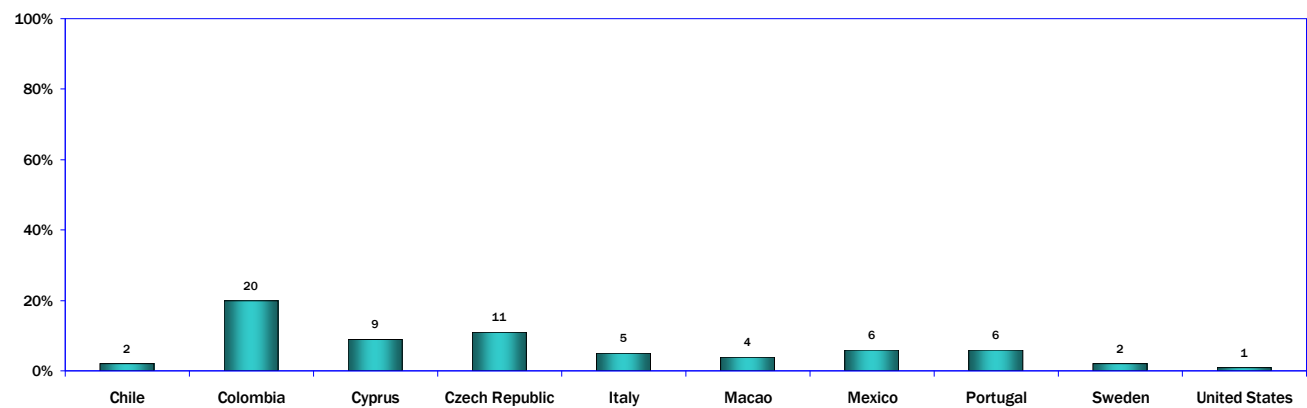
## 83. Online Telephone Calls: Detailed Responses

### Weekly



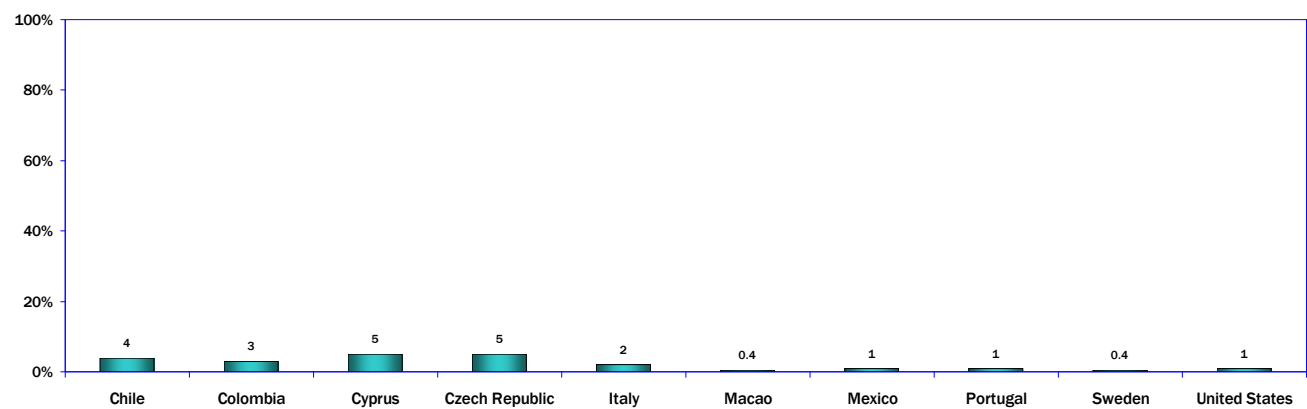
Q20E M-1E-3

### Daily



Q20E M-1E-3

### Several Times a Day

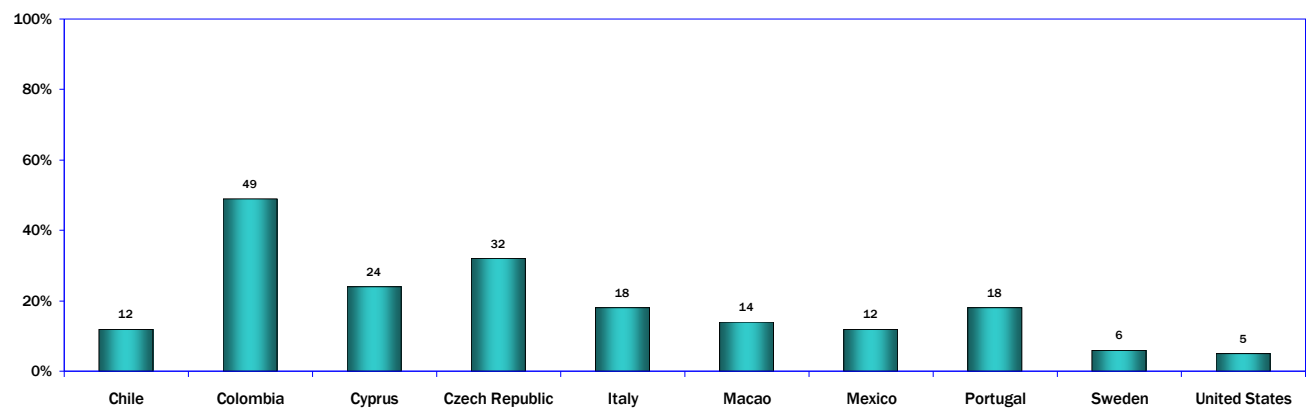


Q20E M-1E-3



## 83. Online Telephone Calls: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, or Several Times a Day)



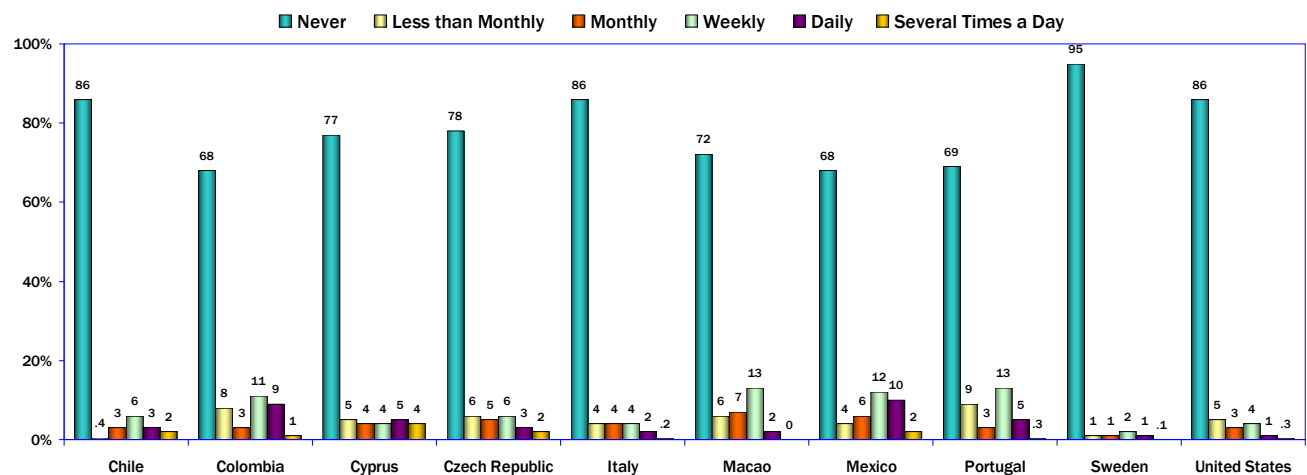
Q20E M-1E-3-4-6

# Blogs

## 84. Work on Blogs

Most Internet users do not work on blogs. However, in Chile (Santiago), Colombia, Cyprus, the Czech Republic, Macao, Mexico, and Portugal, 10 percent or more of users work on their blog at least weekly.

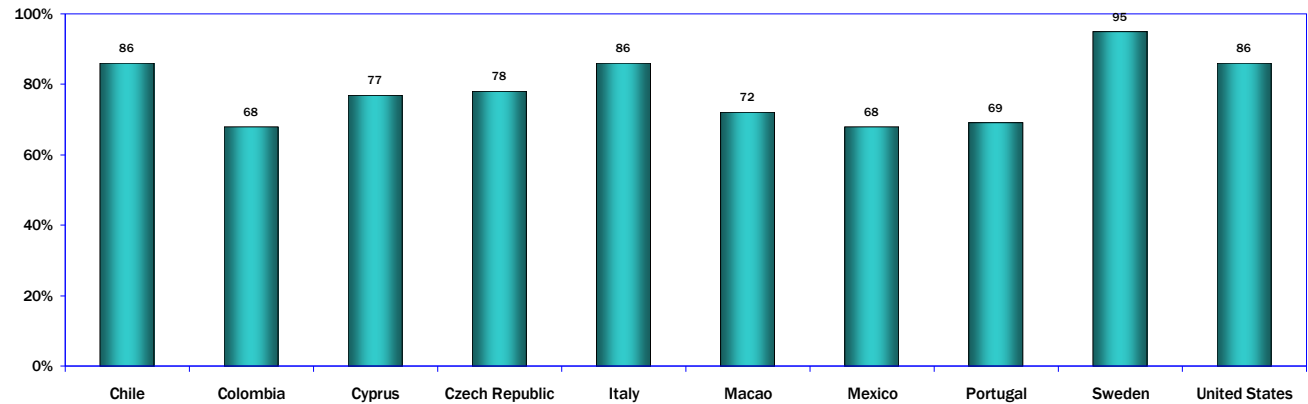
**Internet Use to Work on Personal Blogs  
(Internet Users Age 18 and Older)**



Q20F M-1F

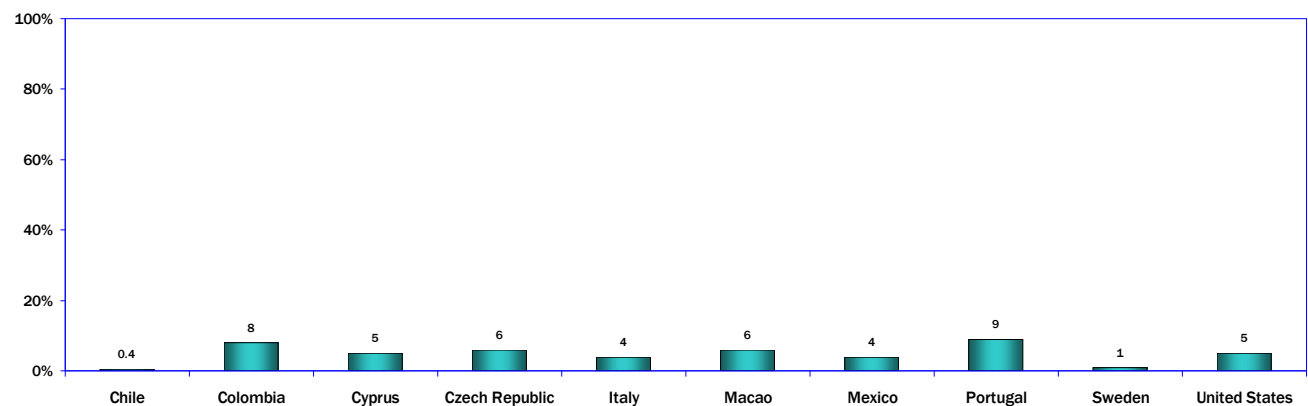
## 84. Work on Blogs: Detailed Responses

### Never



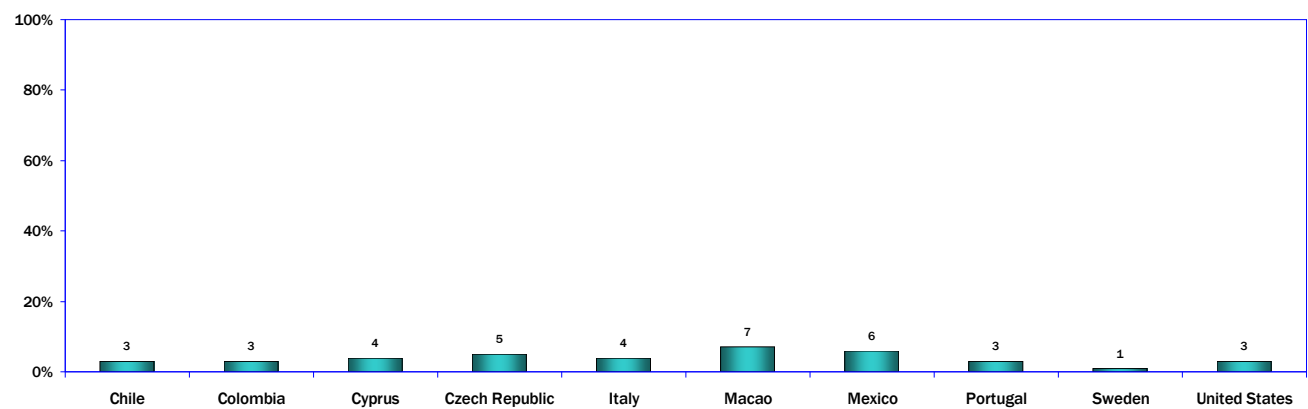
Q20F M-1F-1

### Less than Monthly



Q20F M-1F-1

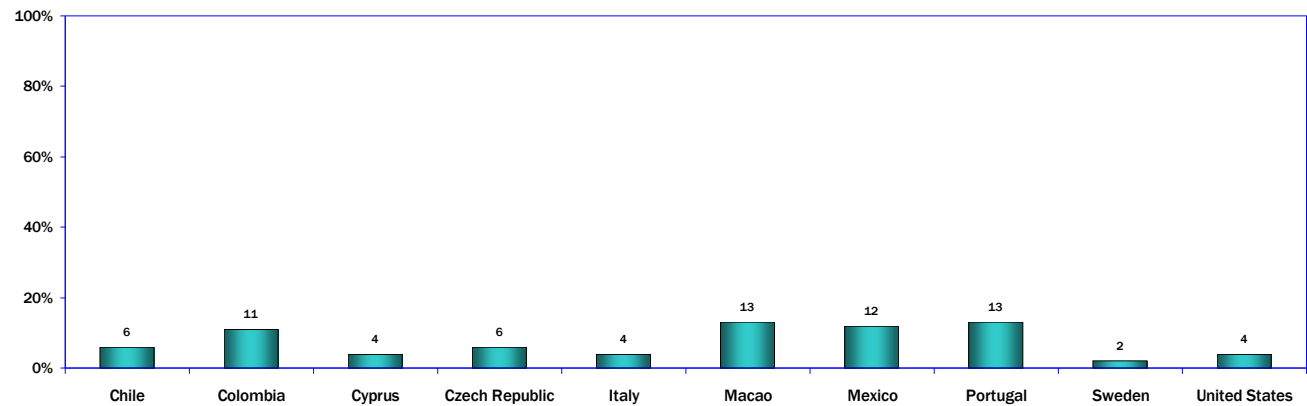
### Monthly



Q20F M-1F-1

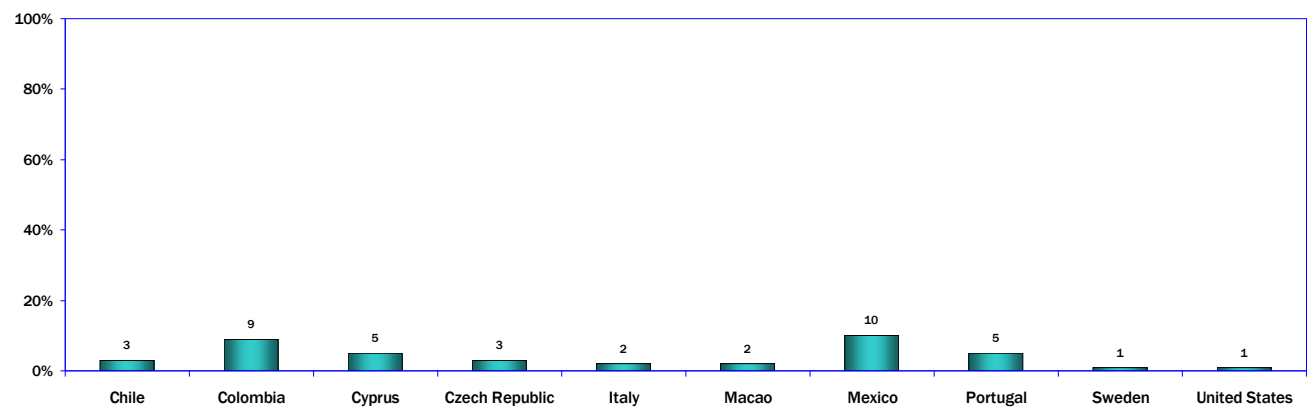
## 84. Work on Blogs: Detailed Responses

### Weekly



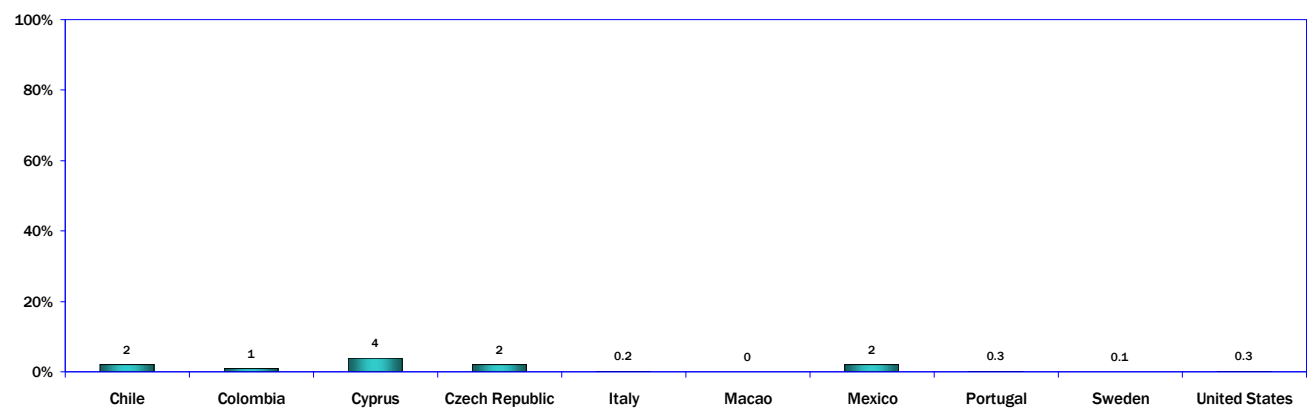
Q20F M-1F-2

### Daily



Q20F M-1F-2

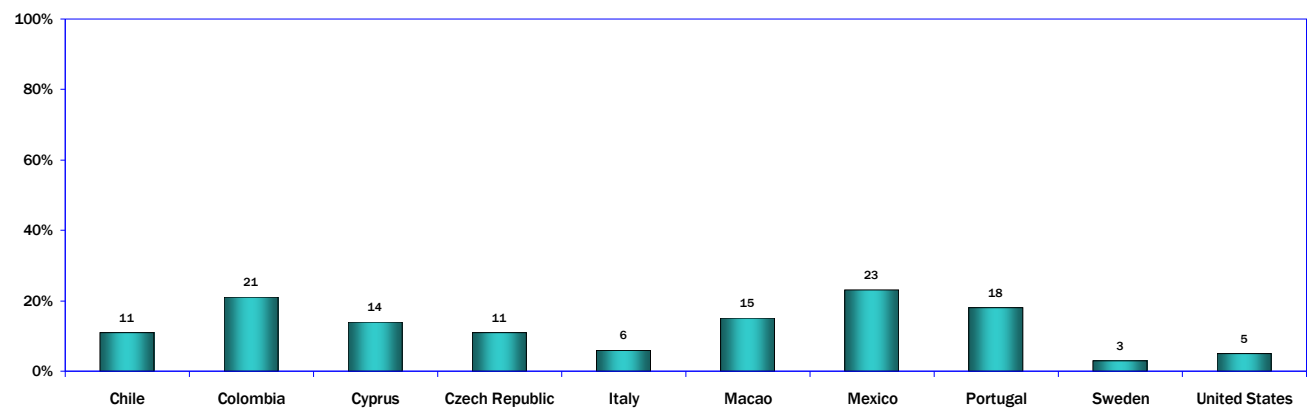
### Several Times a Day



Q20F M-1F-2

## 84. Work on Blogs: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



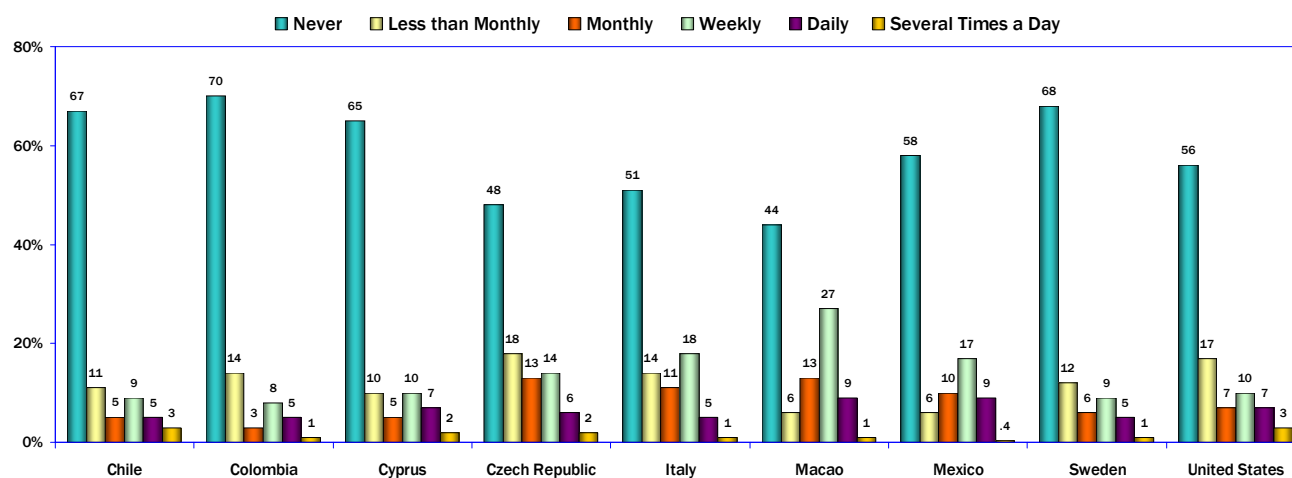
Q20F M-1F-2-4-6

## 85. Reading Blogs

Larger percentages of users read blogs than work on their own. In five countries and regions, 20 percent or more of users read blogs at least weekly: Macao (37 percent), Mexico (26 percent), Italy (24 percent), the Czech Republic (22 percent), and the United States (20 percent).

More than half of users in all of the WIP countries and regions except for the Czech Republic and Macao never read blogs; in four of the countries, 65 percent or more never read blogs: Chile, Colombia, Cyprus, and Sweden.

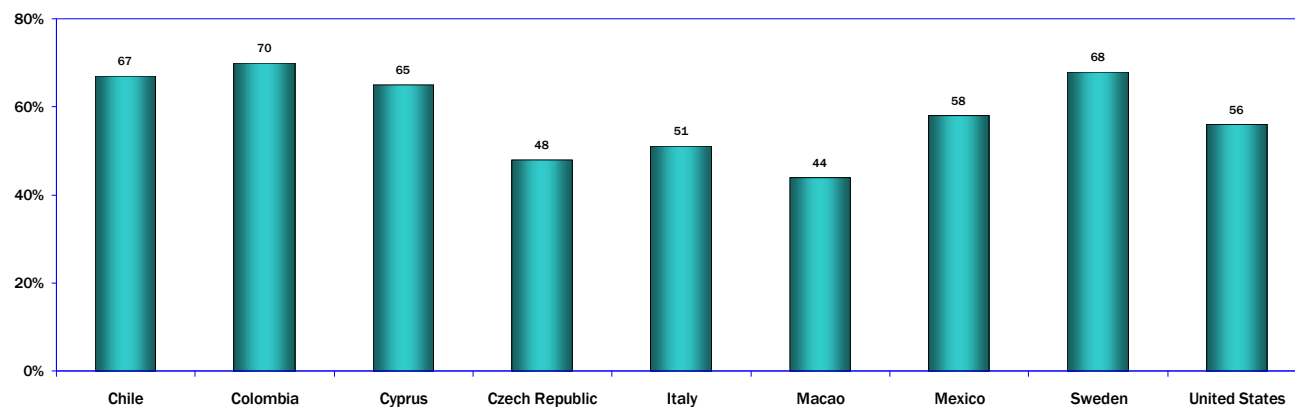
### Internet Use to Read Blogs (Internet Users Age 18 and Older)



Q21D M-1D

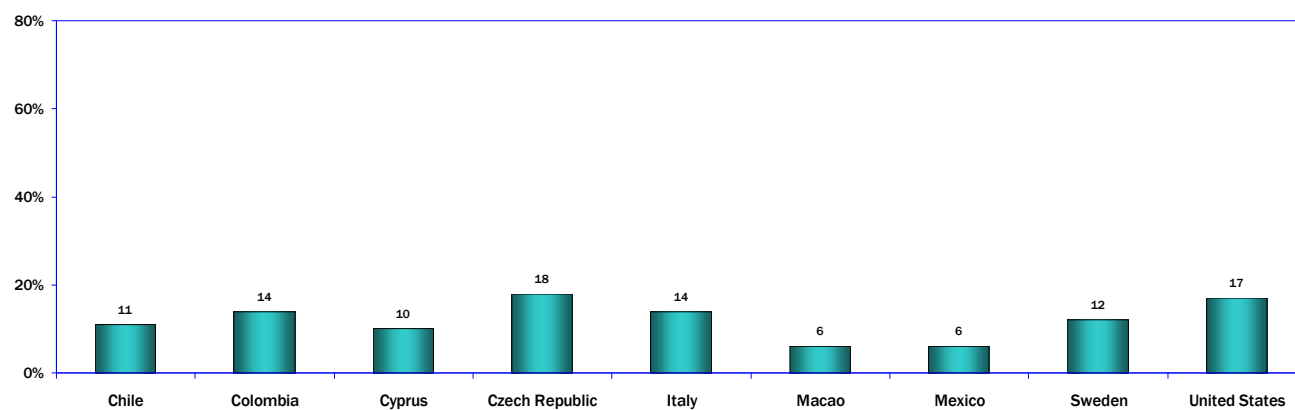
## 85. Reading Blogs: Detailed Responses

### Never



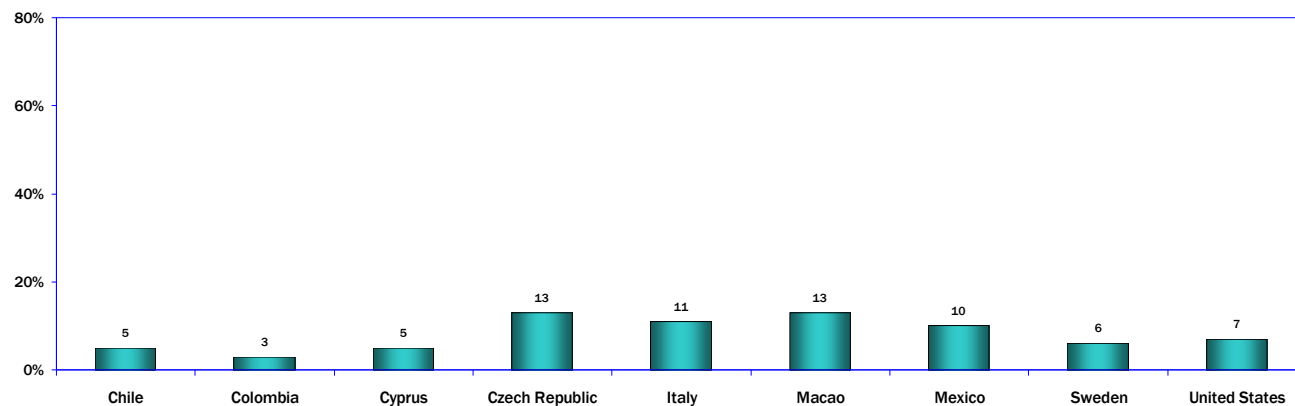
Q21D M-1D-1

### Less than Monthly



Q21D M-1D-2

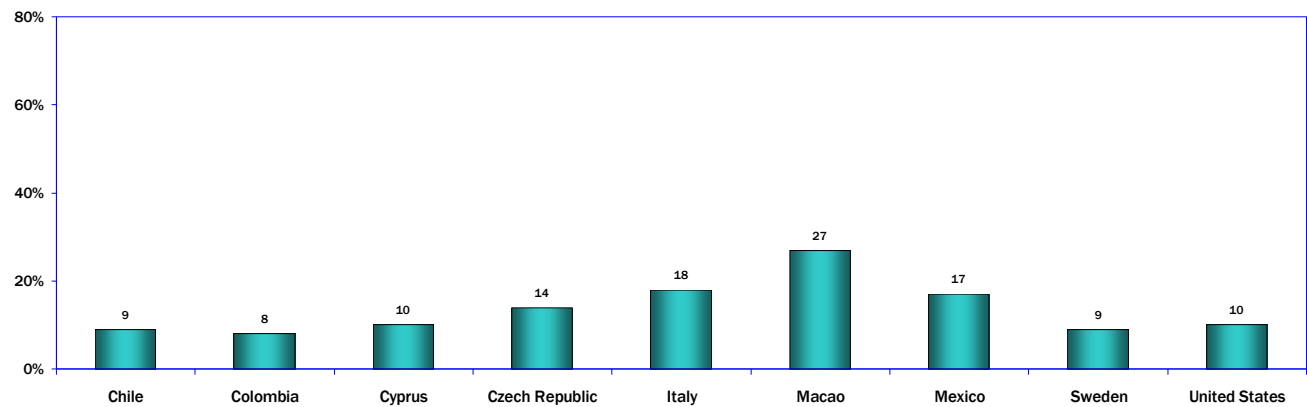
### Monthly



Q21D M-1D-3

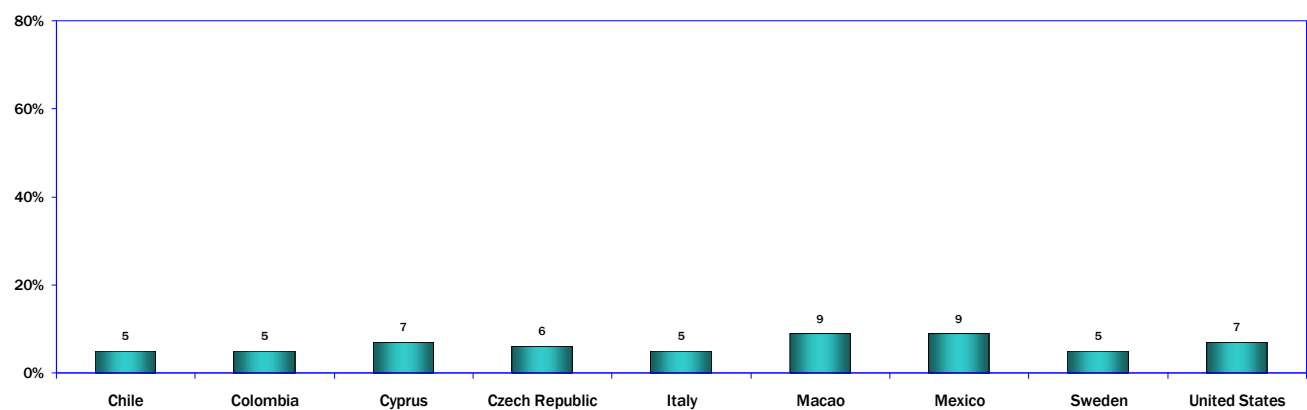
## 85. Reading Blogs: Detailed Responses

### Weekly



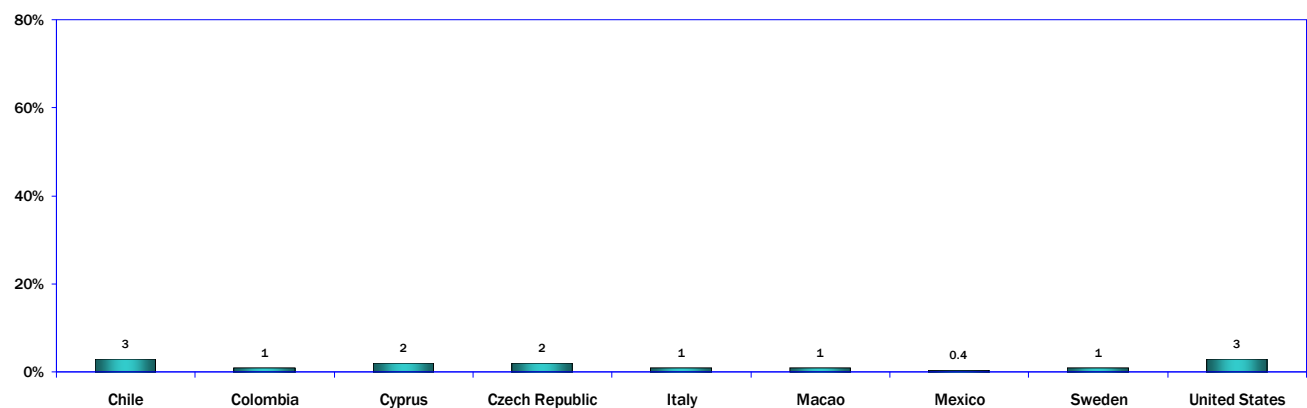
Q21D M-1D-4

### Daily



Q21D M-1D-4

### Several Times a Day

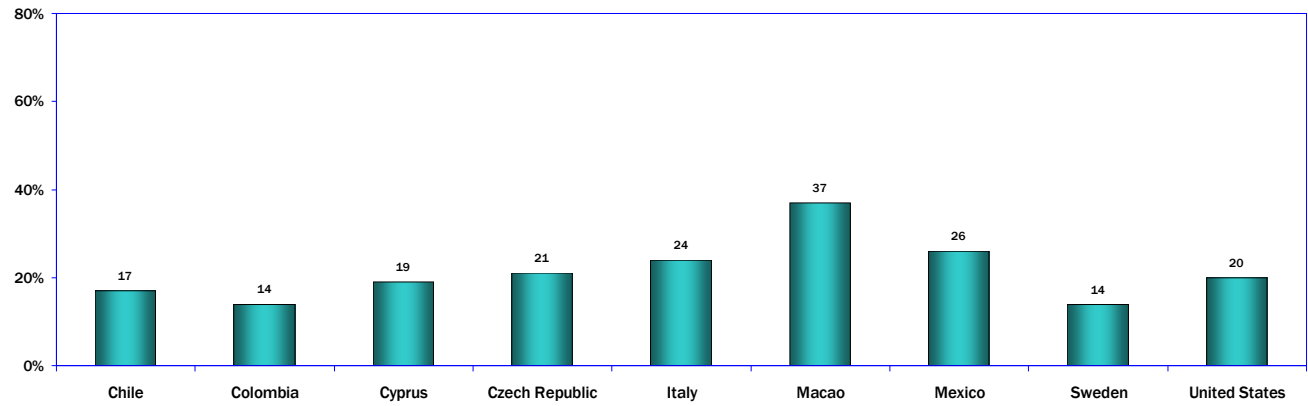


Q21D M-1D-5



## 85. Reading Blogs: Detailed Responses

**Combined: Weekly or More  
(Weekly, Daily, Several Times a Day)**



Q21D M-1D-5

**Findings**

**World Internet Project 2010**

**The Internet and Education**

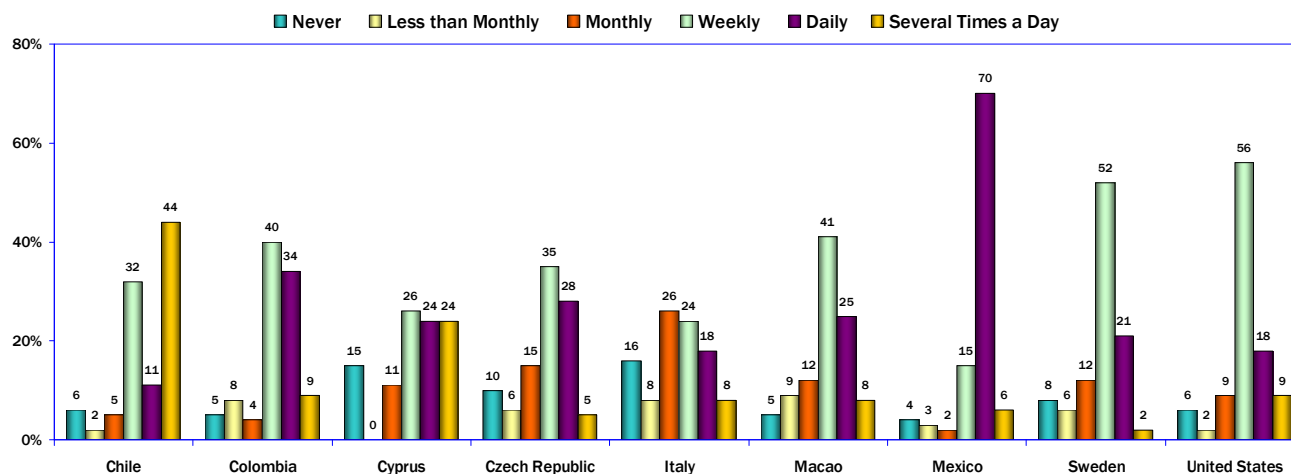
## 86. The Internet and School-Related Work

Very large percentages of Internet users who are students go online to find information for their school-related work. In six of the WIP countries and regions, more than 30 percent of Internet users who are students (not employed) go online at least daily to get information for school work.

In all of the WIP countries and regions except Italy, more than two-thirds of students go online for school-related work at least weekly. Mexico reported the highest daily use by far (76 percent).

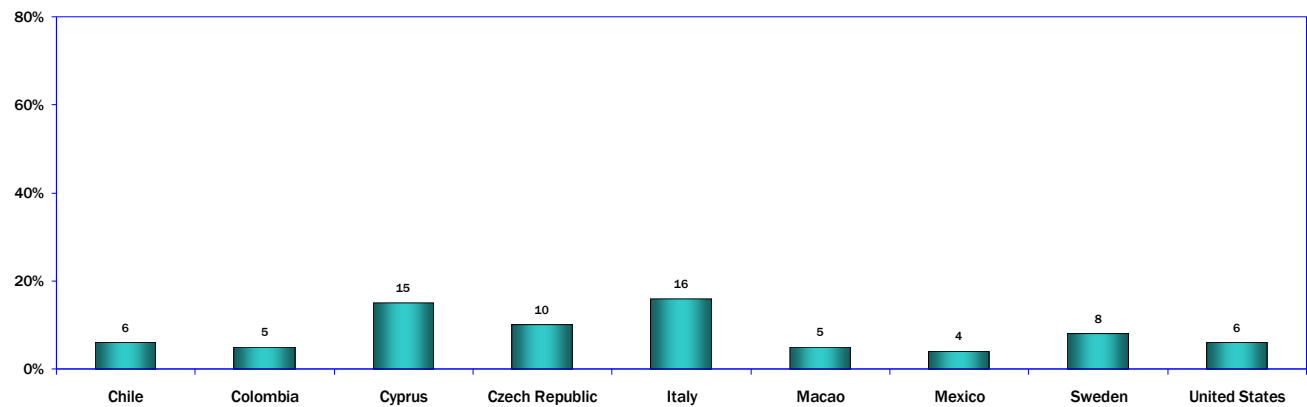
Even though large percentages of students go online for school-related work in all of the WIP countries and regions, surprisingly high percentages of students never go online for schoolwork, or do so less than monthly; all of the WIP countries and regions except Chile (Santiago), Mexico, and the United States reported double-digit percentages of these students.

### Using the Internet for School-Related Work (Student Users Who are Not Employed)



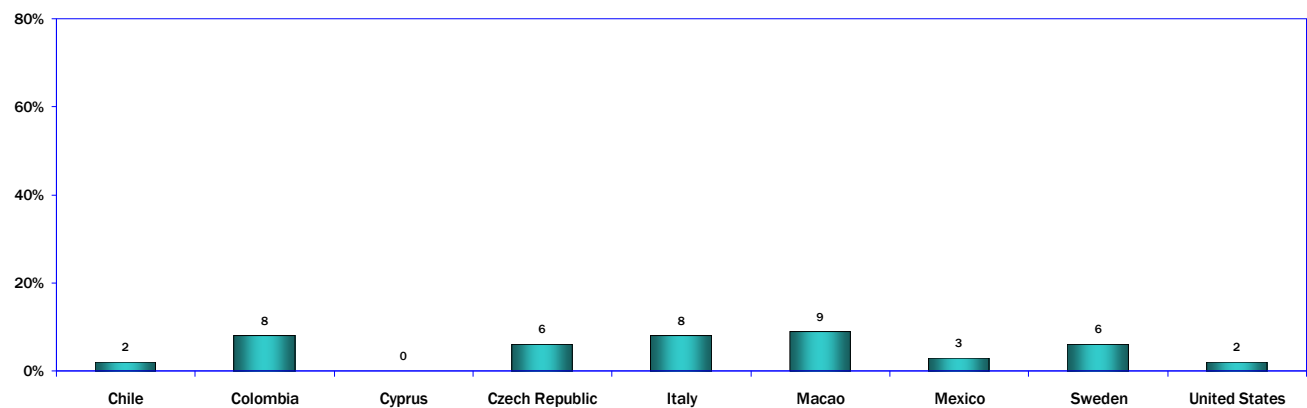
## 86. The Internet and School-Related Work: Detailed Responses

### Never



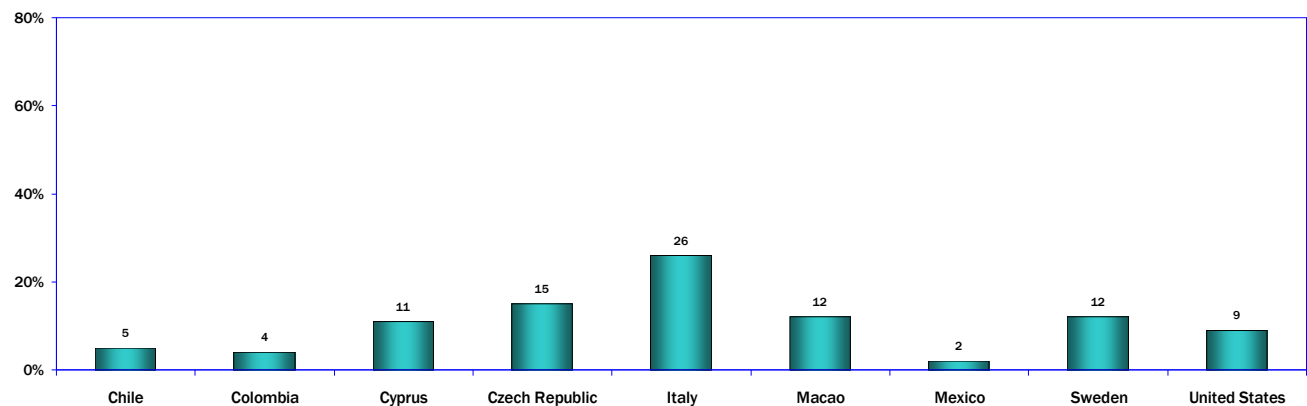
Q24C M-4C-1

### Less than Monthly



Q24C-4C-2

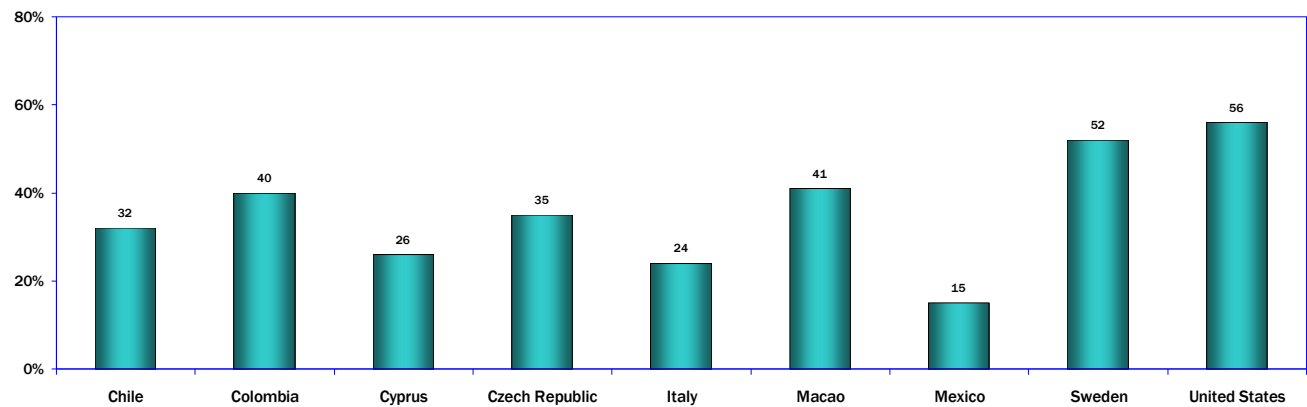
### Monthly



Q24C M-4C-3

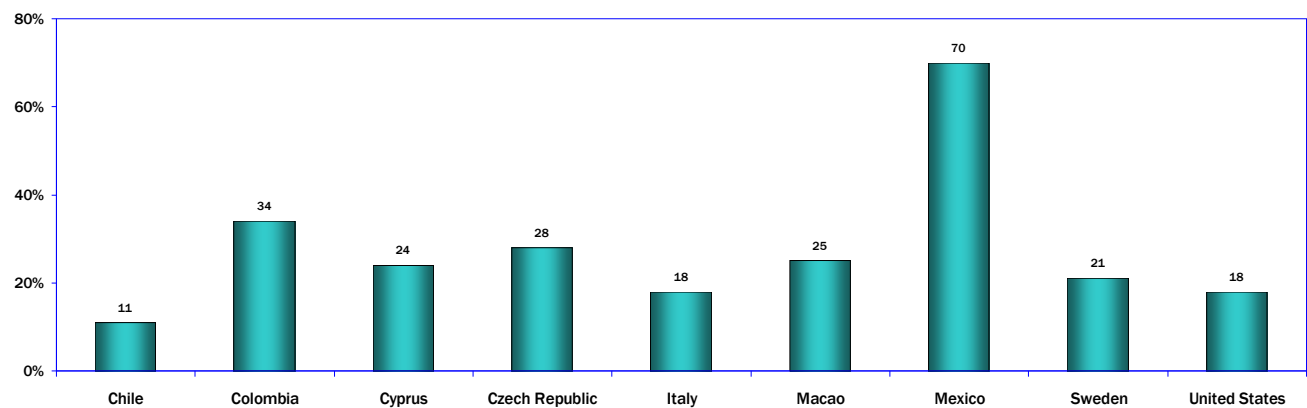
## 86. The Internet and School-Related Work: Detailed Responses

### Weekly



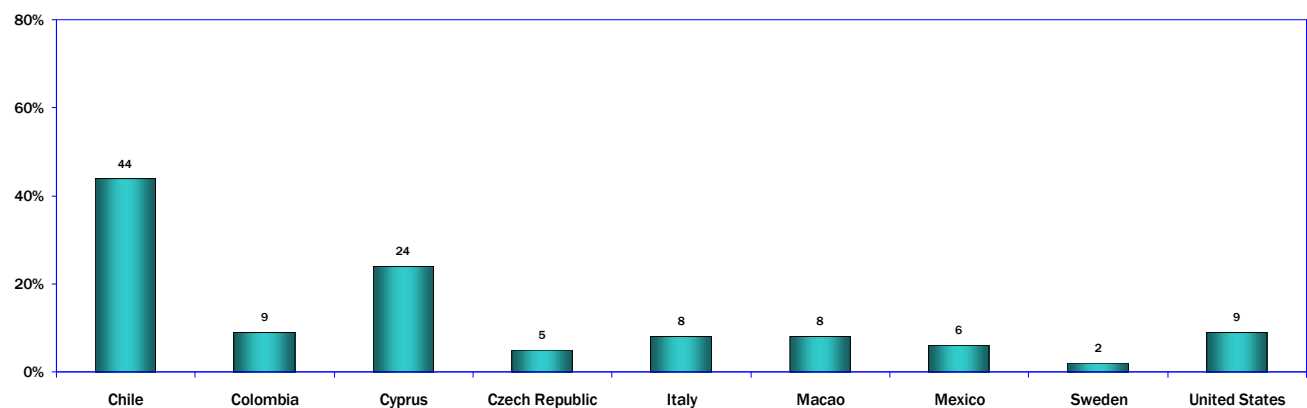
Q24C M-4C-4

### Daily



Q24C M-4C-5

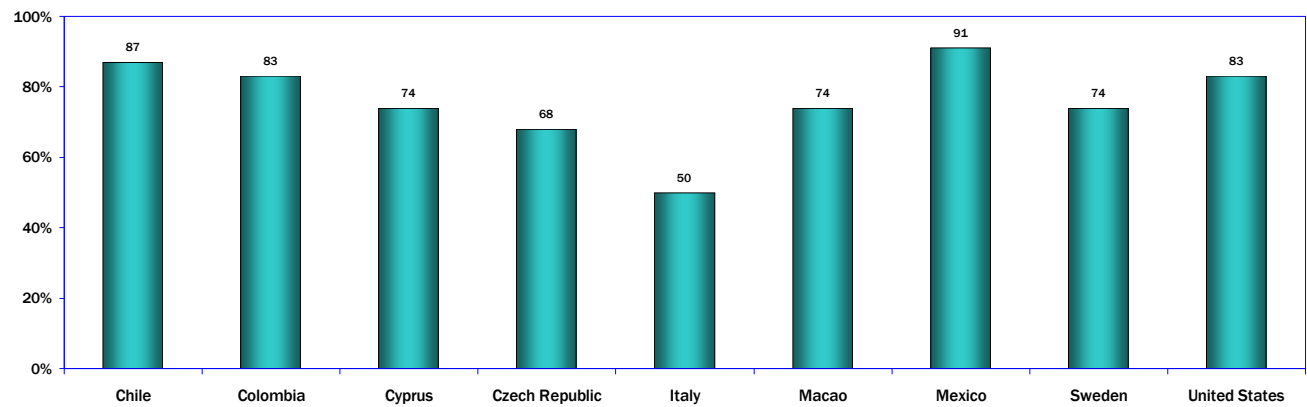
### Several Times a Day



Q24C M-4C-6

## 86. The Internet and School-Related Work: Detailed Responses

### Combined: Weekly or More (Weekly, Daily, Several Times a Day)



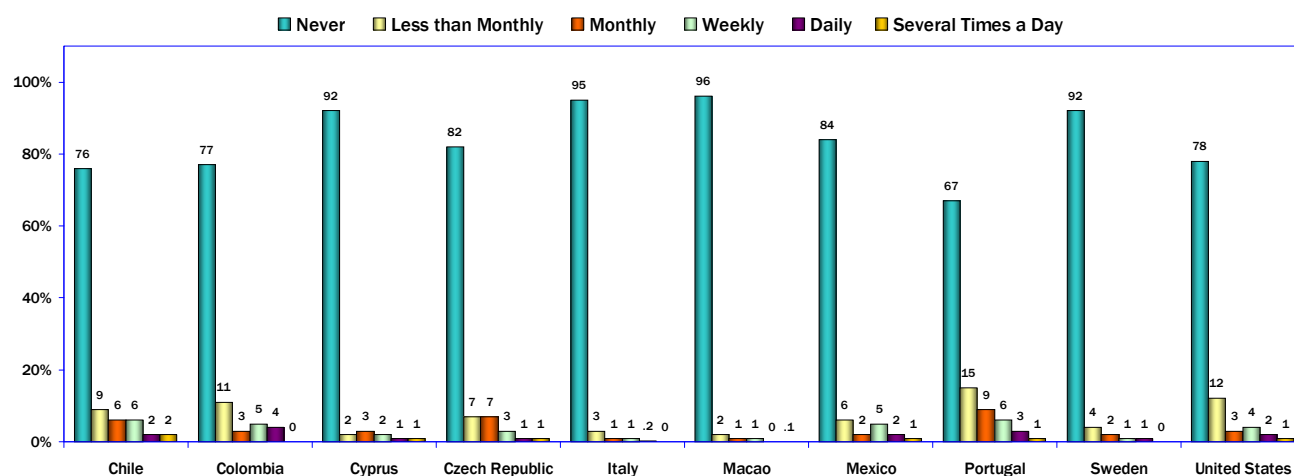
Q24C M-4C-4-6

## 87. Distance Learning

Very small percentages of Internet users go online to participate in distance learning for job training or an academic degree; however, Chile (Santiago), Colombia, Czech Republic, Mexico, Portugal, and the United States reported that 10 percent or more of users go online at least monthly for job training or an academic degree.

More than two-thirds of Internet users in all of the WIP countries and regions said they never participate in distance learning for an academic degree or job training.

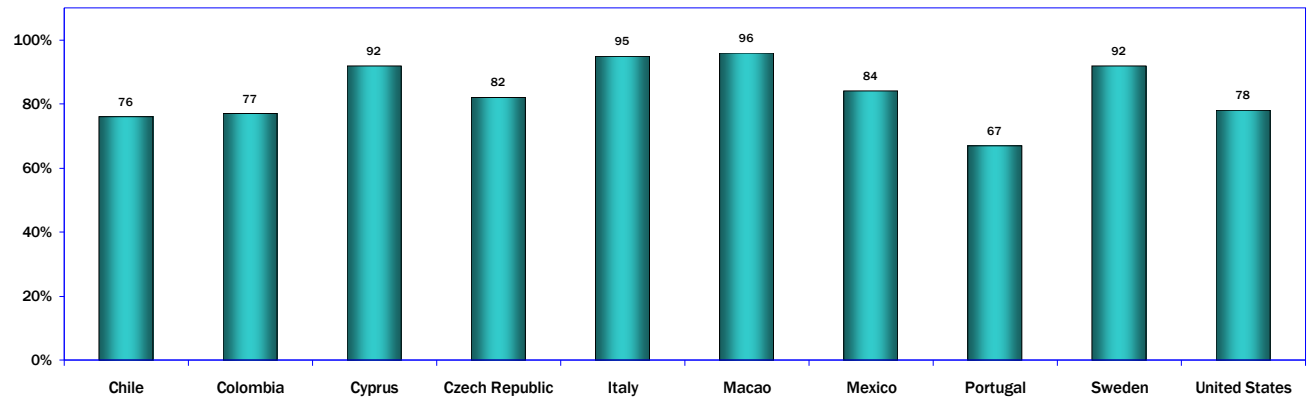
**Internet Use to Participate in Distance Learning  
for an Academic Degree or Job Training  
(Internet Users Age 18 and Older)**



Q24D M-1D

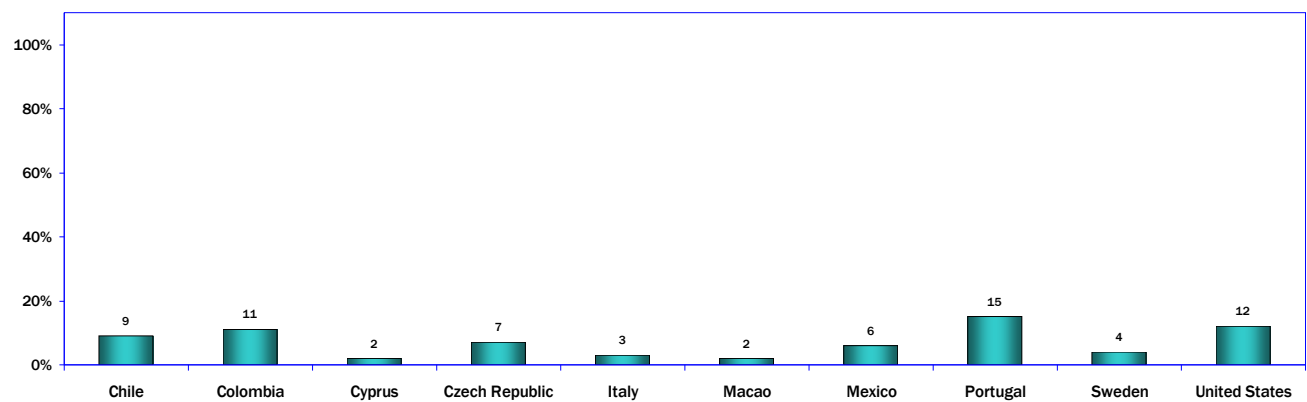
## 87. Distance Learning: Detailed Responses

### Never



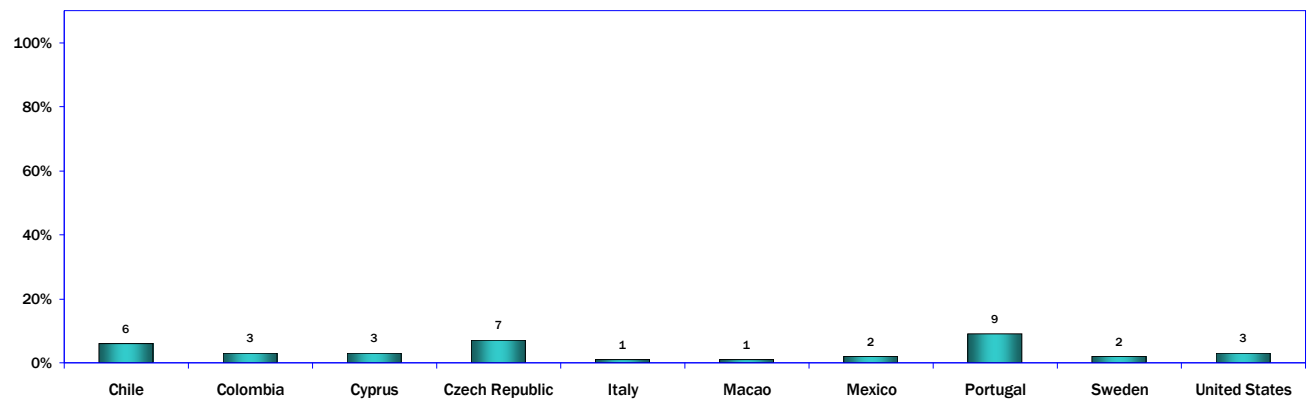
Q24D M-1D-1

### Less than Monthly



Q24D M-1D-2

### Monthly

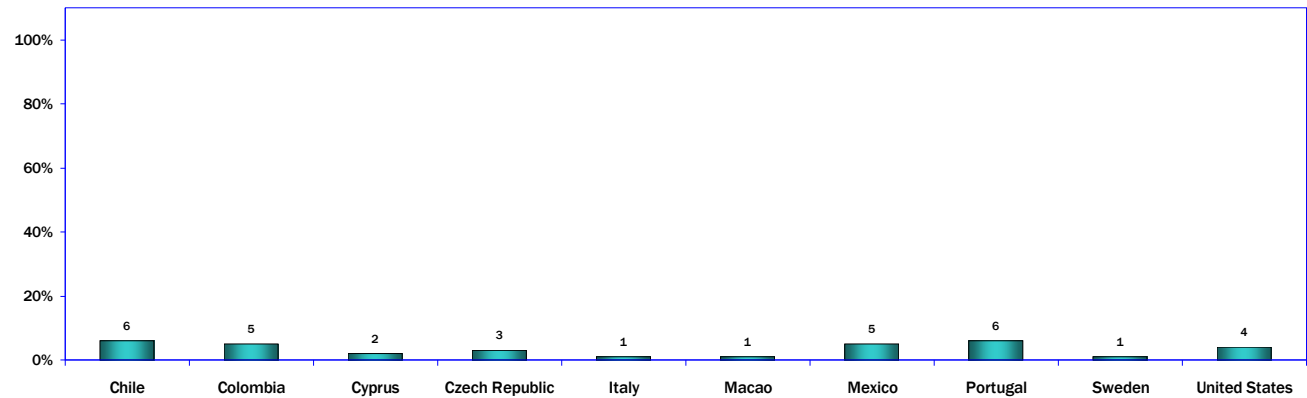


Q24D M-1D-3



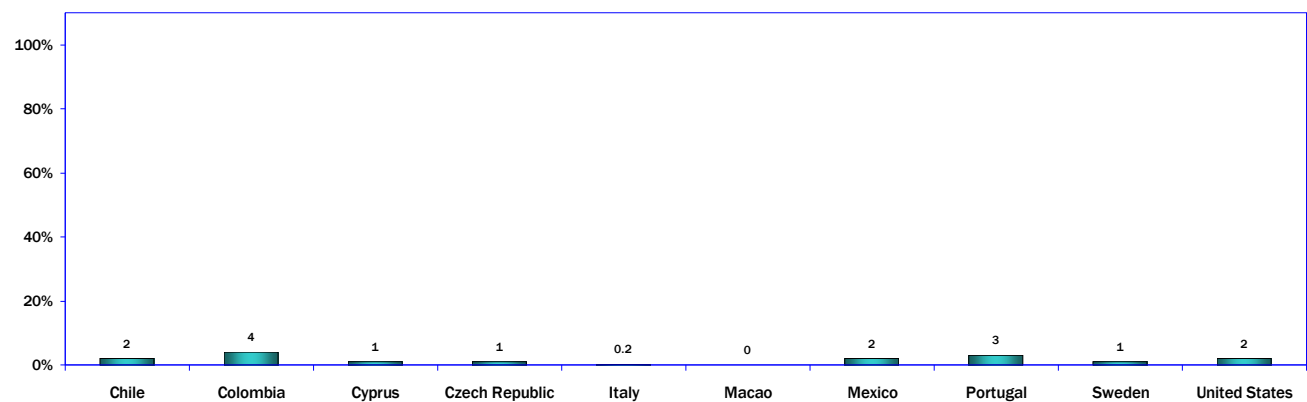
## 87. Distance Learning: Detailed Responses

### Weekly



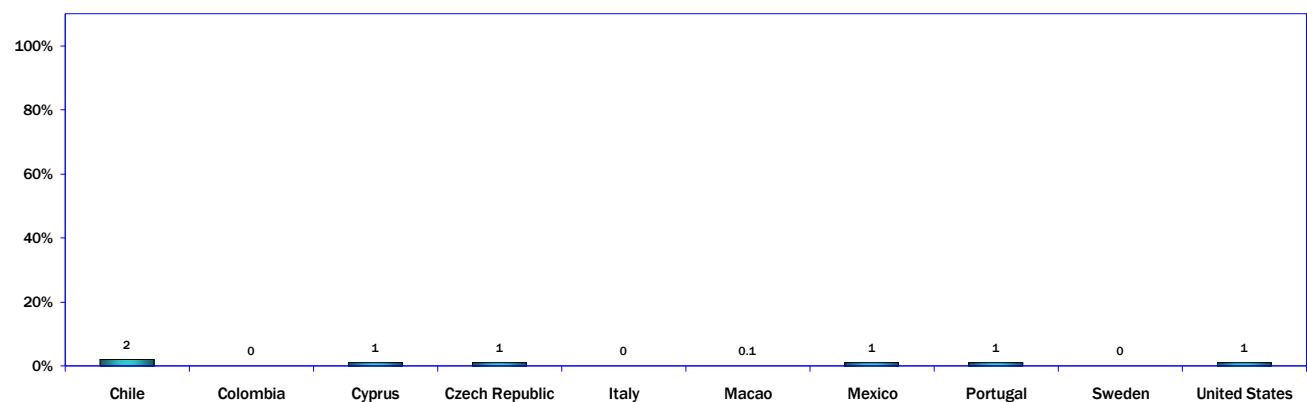
Q24D M-1D-4

### Daily



Q24D M-1D-5

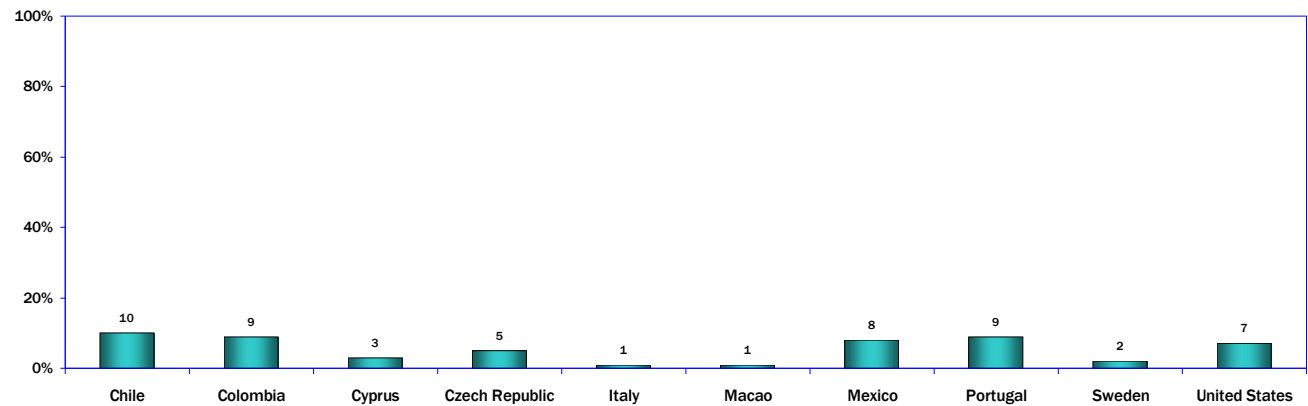
### Several Times a Day



Q24D M-1D-6

## 87. Distance Learning: Detailed Responses

### Combined: Weekly of More (Weekly, Daily, or Several Times a Week)



Q24D M-1D-4-6

## Appendix 1

### The World Internet Project – International Contacts

#### United States (Organizer)

Center for the Digital Future  
USC Annenberg School for Communication & Journalism  
[www.digitalcenter.org](http://www.digitalcenter.org)

#### Argentina

Institute of Applied Economics & Fundación de Investigaciones  
Económicas Latinoamericanas  
[www.fiel.org.ar](http://www.fiel.org.ar)

#### Australia

ARC Centre of Excellence for Creative Industries and Innovation (CCi)  
Institute for Social Research, Swinburne University of Technology  
[www.cci.edu.au/projects/digital-futures](http://www.cci.edu.au/projects/digital-futures)

#### Bolivia

Universidad NUR  
[www.nur.edu](http://www.nur.edu)

#### Canada

Canada Internet Project (CIP)/Recherche Internet Canada (RIC)  
[www.cipiconline.ca](http://www.cipiconline.ca)

#### Chile

Pontificia Universidad Católica de Chile, School of Communications  
[www.wipchile.cl](http://www.wipchile.cl)

#### China

Chinese Academy of Social Sciences  
[www.wipchina.org/en](http://www.wipchina.org/en)

#### Colombia

Centro de Investigación de las Telecomunicaciones (CINTEL)  
[www.cintel.org.co](http://www.cintel.org.co)

#### Cyprus

Cyprus University of Technology  
Department of Communication and Internet Studies  
[www.cut.ac.cy](http://www.cut.ac.cy)

#### Czech Republic

Faculty of Social Studies, Masaryk University Brno  
[www.fss.muni.cz/ivdmr](http://www.fss.muni.cz/ivdmr)

**France**

Center for Political Research at Sciences-Po

[www.cevipof.msh-paris.fr](http://www.cevipof.msh-paris.fr)

**Germany**

Deutsches Digital Institut

[www.deutsches-digital-institut.de](http://www.deutsches-digital-institut.de)

**Hungary**

ITHAKA -- Information Society and Network Research Center

[www.ithaka.hu](http://www.ithaka.hu)

**Iran**

University of Alzahra

[www.Alzahra.ac.ir](http://www.Alzahra.ac.ir)

**Israel**

The Research Center for Internet Psychology (CIP)

Sammy Ofer School of Communications, The Interdisciplinary Center

[www.idc.ac.il/communications/cip/en](http://www.idc.ac.il/communications/cip/en)

**Italy**

SDA Bocconi, Bocconi University

[www.sdabocconi.it/home/it/](http://www.sdabocconi.it/home/it/)

**Japan**

Toyo University

[www.soc.toyo.ac.jp/~mikami/wip/en/index.html](http://www.soc.toyo.ac.jp/~mikami/wip/en/index.html)

**Macao**

University of Macau, Macao Internet Project (MIP)

[www.macaointernetproject.net](http://www.macaointernetproject.net)

**Mexico**

Tecnológico de Monterrey, Proyecto Internet

[www.wipmexico.org](http://www.wipmexico.org)

**New Zealand**

Institute of Culture, Discourse and Communication, Auckland University of Technology

[www.wipnz.aut.ac.nz](http://www.wipnz.aut.ac.nz)

**Poland**

Gazeta.pl Research and Analyses Unit

<http://badania.gazeta.pl>

**Portugal**

Lisbon Internet and Networks International Research Programme (LINI)

<http://www.lini-research.org>

**Russia**

Analytical Center, Video International

[www.vi.ru/index.aspx?lang=ENG](http://www.vi.ru/index.aspx?lang=ENG)

**Singapore**

Singapore Internet Research Centre (SiRC)  
Nanyang Technological University  
[www.ntu.edu.sg/sci/sirc](http://www.ntu.edu.sg/sci/sirc)

**South Korea**

Yonsei University  
[www.yonsei.ac.kr](http://www.yonsei.ac.kr)

**Spain**

Internet Interdisciplinary Institute (IN3)  
Open University of Catalonia (UOC)  
[www.uoc.edu/in3/pic/eng/communication.html](http://www.uoc.edu/in3/pic/eng/communication.html)

**Sweden**

World Internet Institute (WII)  
[www.wii.se](http://www.wii.se)

**Taiwan**

Taiwan e-Governance Research Center  
Department of Public Administration, National Chengchi University  
[www.teg.org.tw](http://www.teg.org.tw)  
<http://pa.nccu.edu.tw/>

**United Arab Emirates**

American University of Sharjah, Department of Mass Communication  
[www.aus.edu](http://www.aus.edu)

**United Kingdom**

Oxford Internet Institute  
[www.oii.ox.ac.uk/microsites/oxis](http://www.oii.ox.ac.uk/microsites/oxis)

## Appendix 2

### Research Methods

#### Chile (Santiago)

The latest WIP survey in Chile was conducted between September and November 2008. A random probability sample was used. Face-to-face interviews of 640 people aged 12 to 60 years were conducted in the capital, Santiago. Of the final sample, 214 persons belonged to the panel of interviewees who were contacted in the previous surveys of 2003, 2004, and 2006. Selection of the 426 remaining cases was based on a three-stage, random procedure at the street block, household, and individual level for each household. Internet users were oversampled in order to get more precise data about web usage; the plan called for 400 users and 200 non-users. Both groups were selected and interviewed separately, with slightly different questionnaires used for each.

#### Colombia

The Colombian WIP survey was conducted between March 8 and March 18 and covered 913 municipalities. A simple random sample was drawn from the total population of small, medium, and large municipalities with fixed telephone lines. A total of 831 respondents, aged 12 and above, were interviewed by telephone (429 non-Internet users and 402 Internet users).

#### Cyprus

The Cyprus Internet Project was conducted using face-to-face interviews between December 1st and 17th, 2008 in all five of the districts in the Republic of Cyprus. A random sample of individuals aged 15 years and older was drawn using a multistage stratified methodology. Respondents were selected in each household using age and gender quotas proportionate to the total population according to the Census of 2001. Fifty-eight interviewers were employed and monitored by five supervisors. Although all five districts were involved, this report does not refer to the Northern Turkish-Cypriot part of the country/island.

#### Czech Republic

The World Internet Project survey in the Czech Republic was carried out by the STEM agency in September 2008 using face-to-face interviews. The survey addressed 1,520 respondents 12 years of age and up. The research sample was stratified and representative of the Czech Republic in terms of sex, education, age, region, and the size of the respondent's domicile.

#### Italy

The Italian survey was conducted by telephone from April 15th to June 3rd. The telephone numbers were chosen randomly from a telephone directory. The final sample consisted of 1,004 individuals aged 16 and above. The final sample matched quotas of the Italian population (using the Census 2001 numbers from the Italian statistics institute) according to gender, age, geographic area, and education.

## **Macao**

The 2008 survey was conducted by trained university students, using a computer-assisted telephone interviewing (CATI) system between November 22 and December 14, 2008. A random sample of 2,003 residents aged between 6 and 84 years old who speak Chinese (including Cantonese, Mandarin and other dialects) was successfully interviewed. Prior to formal analysis, the data were weighted against the latest Macao Population Census Estimates, in terms of cross-distribution of age and gender.

## **Mexico**

The World Internet Project survey in Mexico was conducted throughout the country, including all 32 states, in cities with over 50,000 inhabitants. The field work was conducted during the months of October and November, 2008. A total of 2,035 interviews were completed among Internet users and non users between the ages of 12 and 70.

## **Portugal**

The World Internet Project survey in Portugal was carried out by OberCom from December 2, 2008 to March 5, 2009, using face-to-face interviews. The field work was carried out by the research company Metris GfK. The survey included 1,038 respondents aged 15 and above. The research sample was stratified and representative of the Portuguese Continental population in terms of sex, age, education level, and region.

## **Sweden**

The Swedish study is planned according to a revolving panel design. In 2000, the first year of the study, a random sample of the Swedish population was pulled from the national registration database. Each year a new random sample of people - chosen through a stratified selection, based on age and gender - is introduced to replace those who leave the panel. Around two thousand Swedes, aged 18 years and above, are interviewed by telephone every year. In 2008 there were 2,057 respondents aged 16 years and older. The composition of the sample is close to the composition of the population. 16 percent 16-25 years; 18 percent 26-35 years; 18 percent 36-45 years; 15 percent 46-55 years; 16 percent 56-65 years; 11 percent 66-75 years; 7 percent 76+ years. Data was collected from February 1 to April 31, 2008.

## **United States of America**

Interviews were conducted in English and took place between April 9 and June 30, 2008. Data was collected from 2,030 respondents, aged 12 and above, through a combination of telephone and web surveys. For both the original sample drawn in 2000, and the replacement samples selected in subsequent years, a national Random Digit Dial (RDD) telephone sample was used. To correct for discrepancies between the sample data and Census data, the sample data was weighted by gender, age, income, and education.

\* \* \* \* \*

<<<Back cover to come