WORLD INTERNET PROJECT
INTERNATIONAL REPORT

Third Edition

2012

www.worldinternetproject.net

World Internet Project
International Report

Third Edition

Participants

Australia	ARC Centre of Excellence for Creative Industries and Innovation (CCi) Institute for Social Research, Swinburne University of Technology
Chile	Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/ Santiago Chamber of Commerce (CCS)
Colombia	CINTEL -- Centro de Investigación de las Telecomunicaciones
Cyprus	Cyprus University of Technology Department of Communication and Internet Studies
Hungary	ITHAKA -- Information Society and Network Research Center
Israel	The Research Center for Internet Psychology (CIP) Sammy Ofer School of Communications, The Interdisciplinary Center
Japan	Toyo University
Mexico	Tecnológico de Monterrey, Proyecto Internet
New Zealand	Institute of Culture, Discourse and Communication AUT University of Technology
Poland	Gazeta.pl Research and Analyses Unit
Portugal	Lisbon Internet and Networks International Research Programme (LINI)
Sweden	.SE (The Internet Infrastructure Foundation) World Internet Institute
Taiwan	Taiwan e-Governance Research Center Department of Public Administration, National Chengchi University
United Arab Emirates	American University of Sharjah, Department of Mass Communication
United Kingdom	Oxford Internet Institute
United States	Center for the Digital Future USC Annenberg School for Communication & Journalism

World Internet Project: License

International partners participating in the third edition of the World Internet Project International Report

United States (Organizer)
Center for the Digital Future
USC Annenberg School for Communication & Journalism
www.digitalcenter.org

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

Chile
Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/ Santiago Chamber of Commerce (CCS)
www.wipchile.cl

Colombia
CINTEL -- Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Cyprus
Cyprus University of Technology
Department of Communication and Internet Studies
www.cut.ac.cy

Hungary
ITHAKA -- Information Society and Network Research Center
www.ithaka.hu

Israel
The Research Center for Internet Psychology (CIP)
Sammy Ofer School of Communications, The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Japan
Toyo University
www.soc.toyo.ac.jp/~mikami/wip/en/index.html

Mexico
Tecnológico de Monterrey, Proyecto Internet
www.wip.mx

New Zealand
Institute of Culture, Discourse and Communication, AUT University of Technology
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

Sweden
.SE (The Internet Infrastructure Foundation), World Internet Institute
www.iis.se
www.wii.se

Taiwan
Taiwan e-Governance Research Center, Dept. of Public Administration, National Chengchi University
www.teg.org.tw
http://pa.nccu.edu.tw

United Arab Emirates
American University of Sharjah, Department of Mass Communication
www.aus.edu

United Kingdom
Oxford Internet Institute (OII)
www.oii.ox.ac.uk/microsites/oxis

(For the complete list of international partners in the World Internet Project, see page 201.)

www.worldinternetproject.net

World Internet Project
International Report

Third Edition

Preparation of the World Internet Project report by:

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

Michael Suman, Ph.D., Research Director
Phoebe Schramm, Associate Director
Robert Lunn, Ph.D., Senior Research Analyst
Liuning Zhou, Ph.D., Research Associate
Andromeda Salvador Tang, Research Assistant
Katherine Ognyanova, Graduate Associate

Written by Harlan Lebo

Production editing by Monica Dunahee

Cover design by Andromeda Salvador Tang

World Internet Project
International Report

Third Edition

Copies:

You are welcome to download additional copies of The World Internet Project International Report for research or individual use. To download the full text and graphs in this report, go to 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 International Report (third edition),
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

Center for the Digital Future
USC Annenberg School for Communication & Journalism
11444 W. Olympic Blvd. Suite 120
Los Angeles, CA 90064
(310) 235-4444
www.digitalcenter.org
www.worldinternetproject.net

Contents

World Internet Project
International Report

Third Edition

Welcome to the findings of the World Internet Project.

This report presents the third published results of the World Internet Project, collaboratively produced by the Center for the Digital Future in the USC Annenberg School for Communication & Journalism in the USA and 15 of the other 33 partner countries. This work on the impact of the Internet has evolved during 12 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 analyzed the effects of the Internet as it evolves, and not as postscripts after it has matured.

To achieve our objectives, the 34 countries 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 over the last decade, 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 three 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.

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::

- 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 third 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

World Internet Project
International Report

Third Edition

Highlights

Highlights: World Internet Project – Third Edition

(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

All but three of the 16 countries in the 2009 and 2010 World Internet Project found that more than half of their respondents are users of the Internet. *(Page 53)*

2. Internet Use Among Men and Women

Each of the countries in the World Internet Project reported that more men than women use the Internet. *(Page 54)*

5. Internet Use and Income Level

Several WIP countries reported wide gaps in Internet use when comparing more affluent users to less affluent users. All of the WIP countries that reported income data except Japan, Sweden in 2010, and the United Arab Emirates found differences of at least 20 percent in Internet use between the upper half and the lower half. *(Page 57)*

6. Internet Use at Home

All of the World Internet Project countries reported an average of at least six hours per week of Internet use at home through a wired PC. *(Page 58)*

7. Internet Use at Work

Only two of the WIP countries in 2009 -- Taiwan and the United Arab Emirates -- reported an average of more than 10 hours per week online at work outside the home with a wired PC. In 2010, only one country -- Chile -- reported an average of more than 10 hours per week on the Internet at work outside the home (in general). *(Page 59)*

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

More than 70 percent of Internet users in all of the WIP countries except Cyprus (Turkish-Cypriots) go online through a broadband connection. *(Page 64)*

16. Internet Non-Users – Reasons for Not Going Online

"No interest" or "not useful" is the most-cited reason for not going online by non-users in 12 of the WIP countries. The cost of going online does not affect a large percentage of respondents in any of the WIP countries. Compared to the cost of going online, lack of knowledge was reported by larger percentages in most countries. *(Page 68)*

Access to Online Information Sites

18. Searching for Products Online

Large percentages of users in most of the World Internet Project countries go online at least weekly to look for product information. In nine of the WIP countries, one-third or more of users said they go online weekly, daily, or several times a day to look for information about a product. *(Page 71)*

19. Internet Surfing

Internet users in the WIP countries reported a wide range of Internet use for "surfing" or browsing of websites. One-half or more of Internet users in Australia, Chile, Cyprus, Hungary, Israel, New Zealand, Poland, Portugal, Taiwan, the United Arab Emirates, the United Kingdom, and the United States in 2009 and 2010 reported going online at least weekly to browse the Internet. However, in some WIP countries percentages of users who go online at least weekly to browse the Internet are much lower, such as 37 percent in Sweden in 2009, 31 percent in Colombia, and 29 percent in Japan. *(Page 72)*

20. Travel Information

Substantial percentages of Internet users in most of the WIP countries go online at least monthly to look for travel information. *(Page 73)*

22. Health Information

Large percentage of users in most of the World Internet Project countries go online to look for health-related information at least weekly. *(Page 75)*

23. Religious or Spiritual Websites

Very large percentages of users in all of the WIP countries except the United Arab Emirates never go online to look at websites for religious or spiritual information. *(Page 76)*

Access to Online Services

25. Playing Games Online

While small percentages of users in all of the World Internet Project countries go online at least occasionally to play games, large percentages never use the Internet to play games. *(Page 80)*

26. Downloading or Watching Videos

The WIP countries report wide differences in Internet use to download or watch videos. Forty percent or more of Internet users in 12 countries never download or watch videos online. However, eight WIP countries report significant percentages that go online at least weekly -- at least 30 percent of users. *(Page 81)*

27. Downloading or Listening to Music

Compared to Internet use to download or watch videos (see the previous page), larger percentages of users go online to download or listen to music. In all of the WIP countries except Japan, 20 percent or more of users download or listen to music online at least weekly. *(Page 82)*

28. Online Radio

Modest numbers of Internet users in the WIP countries go online to listen to radio. In all of the WIP countries except for Cyprus (Turkish-Cypriots), more than half of users never go online for radio. *(Page 83)*

31. Travel Reservations or Bookings

Making travel reservations is not an everyday occurrence for most Internet users. However, surprisingly high percentages of users in most of the WIP countries go online at least monthly to make travel reservations or to book travel. *(Page 86)*

32. Paying Bills

Bill paying online is done by moderate percentages of users in most of the WIP countries. However, in seven of the WIP countries -- Chile, Colombia, Cyprus (Turkish-Cypriots), Hungary, Japan, Mexico, and Taiwan -- more than 70 percent of users never go online to pay bills. *(Page 87)*

33. Online Banking Services

Compared to Internet users who go online to pay bills, somewhat higher percentages of users go online to use the online services provided by banks. *(Page 88)*

34. Investing in Stocks, Bonds, or Funds

In all of the WIP countries except Sweden, the United Arab Emirates, and the United States in 2010, 80 percent or more of users never go online to invest in stocks, bonds, or funds. *(Page 89)*

36. Finding or Checking a Fact

Large percentages of Internet users in all of the WIP countries go online to find or check facts. Forty percent or more of users in Australia, Chile, Colombia, Cyprus, Hungary, Israel, New Zealand, Poland, the United Arab Emirates, the United Kingdom, and the United States go online at least weekly for fact finding or fact checking. *(Page 91)*

Online Purchasing
Views about Credit Card Security

39. Internet Purchasing: Frequency

Internet users in the World Internet Project countries reported a wide range of online buying frequency. In 10 of the WIP countries, more than 40 percent of Internet users never buy online. In 11 countries, 20 percent or more of users buy online at least monthly. No WIP country reported more than 20 percent of users who buy online at least weekly. However, in seven of the countries, at least 10 percent of users buy weekly or more. *(Page 101)*

40. Buying Online: How Many Purchases Per Month?

While relatively large percentages of users in the WIP countries reported buying online at least monthly, the actual number of monthly purchases is low. All of the WIP countries in 2009 reported less than two online purchases on average per month. *(Page 103)*

41. Concerns about Credit Card Security

Levels of concern in the WIP countries about the security of credit card information during online purchasing are very high. At least 60 percent of Internet users age 18 or older in all of the WIP countries except Poland reported some level of concern when or if they bought something online. *(Page 104)*

The Internet and Social Connections

42. Internet Use and Contact for Hobbies and Recreation

Notable percentages of users in all of the World Internet Project countries reported that going online has increased their contact with people who share their hobbies or recreational activities. In 11 of the WIP countries, at least 30 percent of users said Internet use somewhat increased or greatly increased their contact with people who share their hobbies or recreational activities. *(Page 108)*

43. Contact for Political Interests

Large percentages of users in most of the WIP countries said the Internet has had no effect on their contact with those who share their political interests. However, 13 of the WIP countries had double-digit percentages of users who reported that their contact with people who share their political interests since going online has somewhat increased or greatly increased. *(Page 110)*

44. Contact for Religious Beliefs

Most respondents said that Internet use has not changed contact with people who share their religious beliefs. In all of the WIP countries except Mexico and the United Arab Emirates, more than 50 percent of respondents said that their contact with people who share their religious beliefs has remained the same since going online. *(Page 112)*

45. The Internet and Professional Connections

Several WIP countries reported significant percentages of users who said their contact with people who share their profession has increased or greatly increased since going online. Eight countries that reported at least 40 percent of users who said the Internet somewhat increased or greatly increased their contact with people who share in their profession. However, in six of the WIP countries, more than 60 percent of users said the Internet has no impact on contact with people who share their profession. *(Page 114)*

46. Internet Use: Contact with Family

In 11 of the WIP countries, at least 30 percent of users said that Internet use somewhat increased or greatly increased contact with their families. WIP countries also reported modest percentages of users who said contact with their families had decreased since using the Internet. *(Page 116)*

47. Internet Use: Contact with Friends

Compared to those who said that going online has an effect on contact with family, more users reported that Internet use had a positive effect on contact with friends. In all of the WIP countries except Cyprus (Greek-Cypriots), Taiwan, and the United Kingdom, more than 30 percent of users said their contact with friends somewhat increased or greatly increased since going online. *(Page 118)*

48. Face-to-Face Time with Family

Most Internet users in the WIP countries in 2009 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. *(Page 120)*

49. Face-to-Face Time with Friends

When compared to responses about how the Internet affects face-to-face time with family, larger percentages of users in several of the WIP countries in 2009 said that since going online, they spend about the same amount of face-to-face with friends. *(Page 121)*

50. Time Spent Socializing with Friends: Users vs. Non-Users

Internet users in all of the WIP countries except Australia reported spending either the same amount of time or more time socializing face-to-face with friends than do non-users. *(Page 123)*

51. Time Spent Socializing with Family: Users vs. Non-Users

Compared with responses about time spent socializing with friends (see the previous page), responses were more varied among the WIP countries when users and non-users were asked about time spent socializing face-to-face with family. *(Page 124)*

52. Internet Use and Productivity at Work

Large percentages of Internet users in all of the WIP countries in 2009 said that using the Internet at work has improved their performance or productivity. *(Page 125)*

The Internet and the Political Process

53. The Internet for Understanding Politics

Moderate to large percentages of users age 18 and older in most of the World Internet Project countries believe that the Internet can help people better understand politics. *(Page 127)*

54. The Internet and Engaging Public Officials

Although relatively large percentages of users age 18 and older in the WIP countries said that the Internet can help people better understand politics, much lower percentages of users believe that Internet use will make public officials care more about what people like them think. *(Page 129)*

55. The Internet and Political Empowerment

Low percentages of users age 18 and older said that the Internet gives people more political power or influence. *(Page 131)*

56. Does the Internet Give Users More Involvement in Government?

Generally low percentages of users age 18 and older in most of the WIP countries said the Internet gives users more of a say in government actions. *(Page 133)*

58. The Internet and Personal Privacy: Government and Companies

In a new question about personal privacy, the WIP countries reported a range of responses regarding their concerns about the government and companies checking what respondents do online. Each of the five WIP countries that asked this question reported higher percentages of respondents who said they were worried about companies checking what they do online, compared to the percentages concerned about government checking what respondents do online. *(Page 136)*

Media Reliability and Importance

59. Information on the Internet: Is it Reliable?

Significant percentages of users in all of the WIP countries reported that most of the information online is generally reliable. However, even larger percentages of users in most of the countries said that only half or less of the information online is reliable. *(Page 139)*

61. Views about the Importance of Media as Information Sources

In all of the WIP countries, 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 Colombia (89 percent) and the lowest in Sweden (55 percent). Twelve countries reported larger percentages of users who ranked the Internet as an important or very important source of information for them compared to television, newspapers, or radio: Australia, Chile, Colombia, Hungary, Israel, Mexico, New Zealand, Portugal, Taiwan, Cyprus (Turkish-Cypriots), the United Arab Emirates, and the United States in 2009 and 2010. *(Page 145)*

62. The Internet: Importance as an Information Source

While more than 50 percent of Internet users in most of the WIP countries believe that one-half or less of online information is generally reliable, the Internet is nevertheless considered an important source of information for them by large majorities in all of the WIP countries. More than 60 percent of users in all of the WIP countries except for Sweden in 2009 said that the Internet is an important or very important source of information for them. *(Page 146)*

63. Television: Importance as an Information Source

While more than half of users in most of the WIP countries reported that the Internet was an important information source for them, large percentages of users also said that television is an important source of information for them. More than 40 percent of users in all of the WIP countries reported that television is an important or very important information source for them. *(Page 148)*

65. Newspapers: Importance as Information Sources

Even as print newspaper circulation continues to drop in many countries and access to online news sources rises, newspapers rank high as important sources of information among large percentages of Internet users in all of the WIP countries. At least 40 percent of users in all of the WIP countries ranked newspapers as an important or very important source of information for them. *(Page 153)*

67. Radio: Importance as an Information Source

Radio is considered an important source of information by Internet users in most of the WIP countries. In all of the WIP countries except Cyprus (Greek-Cypriots), Taiwan, and the United Arab Emirates, more than 40 percent of users said that radio is an important or very important source of information for them. *(Page 158)*

69. Using the Internet to Look for News

Large percentages of Internet users in most of the WIP countries go online to seek local, national, or international news. All of the WIP countries except the United Kingdom reported 25 percent or more of users who go online to look for news at least daily. However, in Chile, Cyprus, Mexico, Japan, and the United Kingdom, 20 percent or more of users never go online to look for news. *(Page 163)*

70. Views about the Importance of Media as Sources of Entertainment

In one country in 2009 -- Mexico -- more users said that the Internet was an important or very important source of entertainment for them (compared to television, newspapers, or radio). A higher percentage of users in the other eight WIP countries ranked television as important or very important to them. In 2010, only in Chile and Portugal did more users say the Internet was important or very important as a source of entertainment for them (compared to television, newspapers, or radio). *(Page 164)*

71. The Internet: Importance as a Source of Entertainment

Large percentages of Internet users in most of the WIP countries said the Internet is an important or very important source of entertainment for them. In every WIP country except New Zealand, more than 40 percent of users said the Internet is an important or very important source of entertainment. *(Page 165)*

72. Television: Importance as an Entertainment Source

Fifty percent or more of users in all of the WIP countries said that television is an important or very important source of entertainment for them. However, users in nine of the WIP countries reported at least double-digit percentages of those who said that television was not important or not important at all for entertainment for them. *(Page 167)*

74. Newspapers as Sources of Entertainment

Relatively low percentages of Internet users in most of the WIP countries said that newspapers are important sources of entertainment for them. In five WIP countries, 40 percent or more of users say that newspapers are important or very important sources of entertainment for them: Colombia, Hungary, Poland, Portugal, and Taiwan. *(Page 172)*

76. Radio as an Entertainment Source

Large percentages of Internet users in all of the WIP countries said that radio is an important or very important source of entertainment for them. However, in nine WIP countries, more than 25 percent of users said radio is not important as an entertainment source for them. *(Page 177)*

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

Higher percentages of users in all of the WIP countries said that the Internet is important or very important as a source of information for them, compared to the percentages of those who ranked the Internet as important or very important for entertainment. *(Page 182)*

Offline Media Use: Internet Users vs. Non-Users

79. Television Viewing: Users vs. Non-Users

All of the WIP countries that reported a comparison of television viewing offline by Internet users and non-users showed that non-users spent more time than users each week watching television offline. *(Page 183)*

80. Radio Listening: Users vs. Non-Users

All of the WIP countries that reported a comparison of offline use of radio by Internet users and non-users showed that non-users spent more time or the same amount of time as users listening to offline radio. *(Page 184)*

81. Newspaper Reading: Users vs. Non-Users

Internet non-users in the WIP countries spend more time or the same amount of time reading offline newspapers as users. However, only one WIP country -- Sweden in 2009 and 2010 -- reported more than three hours of average weekly reading of offline newspapers by either users or non-users. *(Page 185)*

82. Multitasking while Using the Internet

Very large percentages of Internet users in all of the WIP countries multitask while online by engaging in other media and communication activities -- such as listening to music, watching television, or talking on the telephone. *(Page 186)*

Online Communication

83. E-mail Use

Large percentages of users check their e-mail at least daily; in all of the WIP countries except Taiwan, 60 percent or more of users reported that they check their e-mail daily or several times a day. *(Page 189)*

84. Instant Messaging

In most of the WIP countries, only moderate percentages of Internet users routinely do instant messaging. Eight WIP countries reported 30 percent or more of Internet users who go online for instant messaging at least daily. In six of the WIP countries, at least 50 percent of users said they never use instant messaging. *(Page 191)*

85. E-mails and Attachments

Internet users in the WIP countries frequently send email with attachments. In 10 of the WIP countries, at least 50 percent of users age 18 and older send emails with attachments at least weekly. *(Page 192)*

86. Participation in Chat Rooms

Very small percentages of users reported participating in chat rooms. In all of the WIP countries except for Cyprus (Turkish-Cypriots) and the United Arab Emirates, less than 25 percent of users participate in chat rooms at least weekly. *(Page 193)*

Blogs

88. Work on Blogs

Large percentages of Internet users in the WIP countries never work on blogs; in all of the WIP countries, 60 percent or more of users never work on personal blogs. *(Page 195)*

89. Reading Blogs

Although few users work on blogs, larger percentages of users read them. In seven of the WIP countries, 20 percent or more of users read blogs at least weekly. *(Page 196)*

The Internet and Education

90. The Internet and School-Related Work

Large percentages of Internet users age 18 and older who are students go online to find information for their school-related work. In 10 of the WIP countries, more than 30 percent of Internet users who are students (not employed) go online at least daily for school-related work. In all of the WIP countries except Chile and New Zealand, more than 60 percent of students go online for school-related work at least weekly. *(Page 198)*

World Internet Project
International Report

Third Edition

International Partners: Status Reports

The Internet in Australia

ARC Centre for Creative Innovation
Institute for Social Research
Swinburne University of Technology
www.cci.edu.au/projects/digital-futures

Geography and history have shaped the Internet in Australia. The growth of Internet use has been a story in two parts: rapid acceptance of dial-up access during the 1990s, followed by more slowly accelerating broadband take-up in the new millennium. While broadband use is now increasing, its current status is the result of a distinctive communications landscape, characterized by infrastructure and competition issues, and policy questions that have taken many years to resolve.

Australia has a small population concentrated in a few major cities dispersed across a large area. Providing communication services to support Australians who live outside of major cities has long been a critical problem for governments. At the same time, the policy decisions that have led to comparatively low levels of enrollment in subscription television have also influenced the adoption of broadband.

The issue of lagging broadband take-up became important during the 2007 national election and again in 2010 with the two major parties putting forward distinct options for the development of high-speed Internet infrastructure. Following its election in 2007, Australia's new Labour government committed itself to public funding for a new network based on fibre-to-the-node technology. The objective was to provide a minimum 12 Mbps connection to 98 percent of the Australian population by 2012.

But subsequently the government changed track, deciding instead to develop a more ambitious fibre-to-the-home broadband network for an estimated cost of $43 billion. The new objective was to provide minimum speeds of 100 Mbps to 93 percent of Australian households by 2018. Demonstration sites have been chosen and the rollout has commenced. Our research found that just under a quarter of Australians support the National Broadband Network, with stronger support from Internet users compared to non-users and slightly stronger support amongst younger people.

The 2010 Federal election ended with neither of the two major parties winning a majority. The ambitious broadband plan of the incumbent Labour government was a major factor in gaining the support of at least two of the three non-aligned Members of Parliament needed to form a minority Labour government following this election.

The other major Internet policy issue in Australia has involved the government's intention to introduce a mandatory Internet filtering system. This system would compel ISPs to block overseas websites containing material that was categorized as "Refused Classification." This has generated significant debate and has attracted widespread international attention.

The majority of Australians agree with the government that the Internet is currently not over-regulated. Just over four in ten think that the current amount of regulation is about right. A further four in ten would like more regulation. There is very strong support for restricting children's access to the Internet. An overwhelming 82.8 percent felt there should be some restrictions but almost all of these people felt that responsibility should be shared by parents, schools, government, and Internet service providers.

The overwhelming majority of Australians in 2009 were Internet users. More than four in five Australians had used the Internet in the three months leading up to our 2009 survey. One in eight Australians have never used the Internet, while six percent have used the Internet at some point, but are not current users.

Internet use in Australia varies greatly among different groups. Younger people, students, employed persons, and those with higher levels of educations and income are all more likely to use the Internet than retired people, home-makers, older people, and those with lower levels of educations and income. Men are slightly more likely than women to be Internet users, but this gap is narrowing. More than eight in ten Australians have home Internet access, and the majority of those now have broadband connection.

Overall Internet use has increased the time people spend communicating with friends and family, and this effect has strengthened in the last two years. On the other hand, for a significant proportion of people, their Internet use has resulted in less time spent *face-to-face* with household members, but this effect has not changed in the last two years.

E-mail is the most popular means for communicating online and its use has grown in the last two years. More than 8 in 10 Australians check their e-mail at least once a day. Instant messaging is also a popular and growing communications tool with more than a quarter messaging daily. There has been strong growth in the use of the Internet to make telephone calls with almost 3 in 10 now doing this. Those born overseas record even higher levels of Internet telephony, underlining the importance of the Internet as a communications tool.

The Internet has become a very important source of information dissemination in Australia. It is more important to users than the traditional media of newspapers, radio, and television. Despite this, Australians are currently resistant to paying for online newspapers. Seven in ten said that they would not consider paying for an online newspaper; only 13 percent were willing to pay anywhere near the cost of a hard-copy newspaper.

Australia's relatively small and spatially dispersed domestic consumer market would appear well suited to online commerce. The size of the Australian market and its dispersal across a large area means that many specialty consumer goods may be expensive or hard to obtain through traditional distribution channels. In 2007 less than half of our sample of Internet users purchased at least one product a month. By 2009, this had increased to two-thirds. Older Australians are less likely to purchase goods online.

The Internet is an increasingly important source of entertainment, and is now challenging television as Australians' most important entertainment medium. We expect that as broadband access improves in both speed and coverage, entertainment uses of the Internet will evolve further and grow in significance.

Downloading or listening to music online, surfing or browsing the web, finding information about food such as recipes, looking for information about restaurants, and visiting sites dedicated to particular artists are the most popular entertainment-related Internet activities. All of these activities recorded significant growth between 2007 and 2009.

While downloading content increased in the last two years, Internet users were still more likely to access their movies and music off-line than online. Even in terms of digital music, users are more likely to copy CDs of their own or others than to buy online. Downloading or watching video online is strongly related to age, with six in ten young Australians downloading or watching video content online at least weekly, compared to only 1 percent of those aged 65 or above.

Australians' preparedness to substitute digital for hard copy content does not appear to have increased in the last two years. Half of our Internet users would not consider downloading music or movies instead of buying a hard copy at any price. Only around one in twenty users would be prepared to pay a price comparable to that of an offline version.

The new government's ambitious plans for broadband delivery in Australia promise to make the next few years a period of dynamism and innovation in Australian's use and experience of the Internet.

The Internet in Chile

Pontificia Universidad Católica de Chile
School of Communications
www.wipchile.cl

Chile is one of the most technologically advanced countries in South America, occupying a middle position between the world's most advanced economies and the rest of the developing world. Nationally, half of the population uses the Internet. In the capital Santiago, where 40 percent of Chileans dwell, 58 percent do. The *2009 World Economic Forum* report ranks Chile 40th among 134 countries in terms of the "Networked Readiness Index 2009/2010." Chile's score of 4.13 points is the highest in Latin America (on a scale of 1 to 7).

Most of Chile's welfare and technology indicators are similar to those of Eastern European countries. Its GDP per capita of $14,700 at purchasing power parity (PPP) ranked 78th in the world in 2009. Technically speaking, Chile is an information economy: the aggregate of economic sectors, which is characterized by transforming information from one state to another, plus the quantification of information processing activities in the non-information sectors, slightly exceeds half of the country's GDP. Yet information-related activities have stagnated at around 51 percent of the economy since the mid-1990s. This means that despite being comparable to South Korea or the United States in terms of information processing as the main source of wealth creation, Chile is at a lower, less dynamic level. Chile's workforce composition and related indicators reflect these trends, i.e. those of a country half way through to the digital *nirvana*.

Chileans on average use the Internet 3.4 hours per day. Youngsters and wealthier people are more likely to be online and use the Internet on average for more hours per day. Among those aged 12 to 17, 83 percent are online. User age explains why information-seeking for homework, entertainment, and social networking dominate online activities in Chile. Indeed, since the last WIP Chile survey in 2008, Facebook became the second most used application after e-mail. Pragmatic, transactional usages such as e-commerce are more prevalent among adults.

In contrast to the Internet, mobile phones are almost universal; at 17 million plus phones in Chile reported in 2010 there was more than one mobile per inhabitant. Yet more than two thirds of them work through prepaid cards because many people cannot afford a monthly plan. The most widespread usage of mobile is talk. Advanced applications such as downloading ringtones, accessing the Internet, or taking photographs are prevalent only among the more technologically sophisticated.

Chile has a distinct set of public policies oriented towards promoting universal access to ICT. In 1992, the Ministry of Education started the *Plan Enlaces* to ensure Internet access to public schools where most children are educated. This has been widely recognized as an important contributor to bridging the access gap among schoolchildren, as well as promoting digital literacy.

The first version of a public-private *Digital Agenda*, coordinated by the Department of Economic Development, was implemented between 2004 and 2006, targeting citizens and businesses. A new version is currently in place for the period of 2007 to 2012. The Chilean government states that the purpose of the *Digital Agenda* is to "contribute to social and economic development through the usage of ICT by means of enhancing education quality, transparency, productivity, and competitiveness, as well as ensuring a better government, allowing enhanced citizen participation and commitment."

The Internet in Colombia

Centro de Investigación de las Telecomunicaciones (CINTEL)
www.cintel.org.co

In the last five years, Internet access in Colombia has been increasing, thanks to government policies and competition among telecommunications operators. During that period there was migration from switched to dedicated access connections; as a result, dedicated Internet connections constituted 99.1 percent of the fixed connections in 2010. Also the number of mobile and fiber optic access connections has increased.

The total number of subscribers to fixed and mobile access was 4.38 million in 2010, a 400 percent increase since 2006. Considering that the population of Colombia is 45 million and that there are 12 million homes, nine percent of the population and 20 percent of the households had Internet through ISP subscription. As for users, according to DANE (Colombia's national statistical center), 36 percent of the population were Internet users; 14.7 million people over age five used Internet at least once during 2010. Of those, 91 percent accessed in urban areas, in contrast to nine percent in rural areas, indicating a serious urban/rural digital divide.

The percentage of mobile subscribers with connections to the Internet through mobile phone (data card) and USB modems increased to 39 percent of Internet subscribers in 2010. Mobile Internet access is provided by three mobile network operators, two mobile virtual network operators, and three ISPs.

In Colombia the definition of broadband was updated in 2010. According to the *Comisión de Regulación de Comunicaciones* (the national telecommunications regulatory authority), fixed broadband now refers to connections with download speeds of at least 1.024 kbps and upload speeds of at least 512kbps.

On the supply side, in 2010 the number of ISPs was less than in 2006. In fact, despite the existence of 38 ISPs, four have 84 percent of the market share (with each of these four controlling about 20 percent). According to the Ministry of ICT and calculations made by CINTEL, during the last quarter of 2010 the average retail price of access in the residential segment was $19.30 US per month per Mbps.

On the demand side, the frequency of usage among users is increasing and the use of tablets is exploding. The use of wireless Internet through mobile devices is also increasing significantly. Facebook is the most-used social network. Concern about online security is high compared to previous years. Internet users in Colombia increasingly communicate through video call, in addition to e-mail. They are also sharing ideas in blogs, and downloading music and video, as well as a significant increase in the audience for online radio stations.

The Internet in Cyprus

Cyprus University of Technology
Department of Communications and Internet Studies
www.cut.ac.cy

Cyprus is often referred to as the last divided country in the European Union, as Greek-Cypriots inhabit the south and Turkish-Cypriots the northern part of the island. In 2009 the population in the south was 803,200, and in the north 264,169. The Republic of Cyprus is a free market, service-based economy with high levels of literacy and education. The World Bank classifies Cyprus among the high income countries, but the north is substantially less economically developed. But despite the wide difference in standards of living, there is no divide in terms of Internet access between Greek-Cypriots and Turkish-Cypriots, according to the latest WIP survey which was conducted in both communities.

In 2010, it seems that the Internet is a firm part of everyday life in Cyprus. Access to the Internet among Greek-Cypriots rose from 47.5 percent to 58 percent in less than two years. Educational and professional needs remain the two most important reasons for starting to use the Internet. In the north, there is an equally rapid adoption rate, as the percentage of Internet users more than doubled since 2007.

Despite the steady rise of Internet use, Cyprus is still near the bottom of the rankings for most information society indicators compared to the rest of the EU-27, according to the Europe's Digital Competitiveness Report. Yet, there have been significant improvements, especially for enterprises. There was an increase in broadband penetration in enterprises to 87 percent in 2009, which is above the EU average level. Moreover, some IS policy decisions in 2009 regarding government, health, commerce, and expansion of broadband access to remote regions has laid foundations for further development.

The WIP survey shows that among Greek-Cypriots, 5 percent are former users who quit using the Internet mainly because of the high connection costs. This reason was mentioned by 15 percent in 2010, compared to only 2 percent in 2008. Internet users' concerns are confirmed by the statistical data. In 2008 Cyprus was among the ten countries in Europe with the least expensive broadband prices (as percentage of monthly GNI per capita). But from 2008 to 2009 Cyprus not only was among the five EU27 countries that saw an increase in the Fixed Broadband Internet Price Basket index (percentage of GNI capita), it is the country with the highest increase of Internet connection costs (49 percent relative change). This undoubtedly threatens the continuance of the high pace of Internet adoption in Cyprus. This is particularly important in view of the continuing digital divide in Cyprus in terms of age, income, and formal education. On the other hand, within the Greek-Cypriot community there has been a significant increase in the usage rate among women (42 percent in 2008, 54 percent in 2010). And in the Turkish-Cypriot community, Internet use appears to be relatively balanced in terms of gender.

About one quarter of Cypriot Internet users access the Internet by mobile phones or other portable devices. Access via mobile phone is on the rise in Cyprus, but most mobile users are still young, educated, and relatively well off. Whereas access is gender balanced, women spend more time than men using the Internet via mobile devices.

For Cypriots, the most popular online activities are communication (e-mail, instant messaging), entertainment (surfing the web, playing games, listening to music) and social networking. This is the case in both communities, despite the fact that a significant percentage of Turkish-Cypriots connect to the Internet though a dial-up modem at home (34 percent), whereas the overwhelming majority of Greek-Cypriots (85 percent) have a broadband connection at home.

Although most Cypriots recognize the overall importance of the Internet in their lives, this does not seem to concern the political realm. Not many Cypriots think that the Internet empowers them as political actors, or that the Internet makes government officials more responsive to citizens' needs. About half of Greek-Cypriot users see the Internet as a space for unhindered political expression and criticism of the government. About the same percentage of Greek-Cypriot users ask for more regulation, unworried about state or big business surveillance.

Regarding intercommunity relations, the majority of Cypriots on both sides of the green line do not see the Internet as a platform for discussion between members of the two communities regarding the future of the island.

The Internet in Hungary

ITHAKA – Information Society and Network Research Center
www.ithaka.hu

Internet and Hungary in 2009 – the age of stagnation

The growth of Internet penetration in Hungary has slowed. In 2007, 35 percent of all Hungarian households had an Internet connection. This increased to only 37 percent by 2009. The percentage of the whole population age 14 and above that uses the Internet has also exhibited only moderate growth over the last two years (two percent). In 2009, 47 percent of Hungarians in that age range were online. Spread of broadband has also slowed, most likely because of the growing popularity of different types of wireless access. In 2009, 11 percent of the households connected to the Internet had a wireless network.

Many of the inequalities regarding Internet access and use have not really changed in the last few years. However, regional inequalities have been reduced both in computer and Internet access. The regions formerly lagging have been catching up. At the same time, there are still dramatic differences in Internet usage in regard to age, education, income, and ethnicity. While almost all teenagers are using the Internet, only 35 percent in the 50-60 years old group and eight percent of those older than 60 do. Those having a university or college degree are four times as likely to be Internet users than those who only finished elementary school. The same difference can be observed between the highest and lowest income groups. The inequalities between the Hungarian Roma and non-Roma populations are also stark: while 45 percent of non-Romas are using the Internet, only every fifth Roma is.

Non-use of the Internet occurs for material reasons, but cognitive and attitudinal factors also play a crucial role. This was illustrated by the fact that even though the price of Internet service subscriptions decreased significantly in the middle of the decade, the rate of Internet users did not increase at a similar pace. In 2009, 74 percent of Internet non-users reported some cognitive factors as the main reason for not going online. One third are simply not interested, and another one third felt no need for the Internet.

From 2007 to 2009 the average time spent online increased significantly. Also, the proportion of overall time spent online from home increased. This shows that the Internet is becoming more of a regular daily activity embedded in people's daily lives rather than only a work-related tool.

This can be seen in the varied forms of Internet usage reported by respondents. E-mail is still the most important online communication form. Instant messaging is also widely used, especially among younger people (45 percent of Hungarian Internet users send and receive instant messages). Browsing news online has always been one of the most popular activities, but for 2009 finding information about products and services, health related issues, and travelling possibilities also became widespread.

Nevertheless, using the Internet for transactions is still rather rare among Hungarian Internet users. In 2009 only 24 percent of users bought something online, which is only a two percent growth since 2007. Other transactions are even less popular and have not shown any increase. Less than 20 percent of users are banking online, and the percentage of those who are paying bills or arranging bookings on the Internet is even lower. The main reason behind this resistance is most probably the low level of trust in the Hungarian society, which is not especially related to the Internet but rather a general attitude of the population, especially concerning financial issues. A good number of studies have revealed that Hungarians are very suspicious about financial institutions (e.g., banks and insurance companies), which can be a major inhibitor in the diffusion of such online services.

This low level of trust is less evident in the case of services or usage forms where other kinds of personal information is potentially at risk. Social networking, for example, is very popular among Hungarian users. Between 2007 and 2009 the percentage of users of these services has grown by 15 percentage points. Currently 66 percent of the respondents are members of at least one social networking site. This services and content that social networking provide may be able to attract new users and help broaden the population of Internet users.

The Internet in Israel

The Research Center for Internet Psychology (CIP)
Sammy Ofer School of Communications, The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

The survey, sponsored by the Israel Democracy Institute (IDI) and based on a representative population sample, addressed the differences between the Jewish and Arab sectors and revealed several aspects of the variance between these cultures regarding their Internet use.

Among the findings:

Adult Users

The Arab and Jewish mature sectors (age 18 and older) revealed differences in their Internet use habits: 22.6 percent of the Jewish sector does not use the Internet at all, in comparison to 38.7 percent of the Arab sector. The main reasons for this non-use are lack of interest or knowledge, religious sensitivities, or insufficient resources. The statistics reveal other differences between the sectors: for example, the Jewish sector uses the Internet in a 2:1 ratio at home versus work, whereas the Arab sector uses the Internet in a 5:1 ratio. This finding may reflect the professional differences between the two sectors.

Youth Users

Internet use among the youth of both sectors is significantly higher (92 percent). In addition, 96 percent of the Israeli youth surfs the web while engaging in additional activities such as listening to music, watching television, or talking on the phone. The youth from both the Jewish and Arab sectors also use the Internet in richer and more versatile ways than do older users, including the use of text, chat, and social networking sites such as Facebook. Youth from both sectors said they have increased their social relationships with friends and family as a result of their use of the Internet.

Politics

Israeli youth tend to focus on news and entertainment. Israeli adults are news hounds as well, but they are also quite concerned with health matters. Arab users on average are twice as likely to read world and local news as the Jewish sector (35.5 percent versus 17.4 percent). This may reflect the lack of trust in the formal Israel national news media among Israeli Arabs, and the need of the Arab sector for an alternative communication medium.

In general, the survey participants report that they do not feel that the Internet has strengthened their ability to influence the political agenda. This may reflect the fact that although the Israeli government invests a lot of resources in the field of online electronic government, these initiatives are not interactive and are mainly designated for instrumental uses such as payments and completing online forms. Therefore the Internet does not yet serve as a satisfactory tool for civil empowerment.

The Internet in Japan

Department of Media and Communications
Toyo University
www.medialabo.info/wip

Growth of the Internet in Japan

The Internet was first introduced to Japan in 1984. A network called JUNET connected computers in three universities in Tokyo. In 1986, it was linked to the CSNET in the United States, giving Japan its first international connection through the Internet. Commercial service of the Internet was initially offered in 1992 to the public.

Until the mid-1990s, Internet connection was limited to computers only. In 1997, it became possible to exchange e-mails with @addresses for mobile phone users and PC Internet users. Furthermore, in February 1999, NTT Docomo launched the first wide platform for mobile Internet services called "i-mode," providing e-mail, browsing, the downloading of files, and other services on the Internet for the first time. Mobile phone has since helped expand Internet access rapidly. According to a survey by the Ministry of Internal Affairs and Communications (MIC), the number of Internet users from mobile phones and other handheld devices surpassed the number of users from desktop and laptop computers in 2007.

Expanding Broadband

Another characteristic of the Japanese Internet is the high level of broadband connection. In 2001, 70.6 percent of the Internet access by household was narrowband. By 2004, as a result of the collaborative effort between government and private industries, the infra-structure of the broadband Internet reached the highest level of the world. In 2008, the number of FTTH (Optical fiber network) subscribers surpassed ADSL subscribers. In 2010, the rate of broadband access was 77.9 percent; narrowband access was 21.2 percent. Due to the high penetration of the broadband Internet, rich content services such as video sharing (e.g., YouTube or NikoNiko doga), music downloading, and online video game are flourishing, although the rate of usage of these services is still low compared to more traditional online activities.

Penetration and Usage of the Internet

The penetration rate of the Internet in 2010 was 84.2 percent. This figure is 12 percent higher than the 2008 number. In regard to the comparison between PC and mobile phone use, access through PC among Japanese was 63.4 percent and access through mobile phone was 80.8 percent, which means that mobile phones are the dominant means of Internet access.

Looking at use of Internet services, the most frequently used application was e-mail (95 percent), followed by sending message with attached file (30.5 percent). Usage rate of messenger or chat service was only about 6 percent. In regard to the use of social media such as writing blogs, uploading photos, updating status on one's micro-blog, etc., usage rates varied from 7.9 percent to 10.4 percent. Younger people are more likely to use social media than the older generation.

Online Activities

The most popular online activities (percentage of weekly or less frequent use) in Japan in 2010 were: 1) e-mailing (95.0 percent), 2) news reading (66.7 percent), 3) blog reading (32.3 percent), 4) attaching files in e-mail (30.5 percent), 5) product information-gathering (29.0 percent), and 6) web surfing (28.7 percent). It is notable that the percentage of blog readers increased from 16.8 percent in 2008 to 32.3 percent in 2010.

On the other hand, less popular activities include uploading pictures (10.4 percent), writing on blogs (9.9 percent), writing on microblogs (7.9 percent), uploading videos (4.1 percent), and writing on BBS (3.6 percent).

Reliability and Importance of the Internet

Compared to the traditional media (television, newspaper, and radio), the reliability of the Internet was rated the lowest in 2010, as was the case in 2008. On the other hand, the perceived importance of the Internet significantly increased from 2008 to 2010, both as an information source and an entertainment source, although the importance level was still lower for television and newspapers.

The Internet in Mexico

Tecnológico de Monterrey, Campus Estado de México
www.wip.mx

In the last few years, the use of the Internet in Mexico has gone from being an activity for the few to being a habit that today is shared by more than 40 million Mexicans. In the words of Dr. Jeffrey Cole, "when Internet penetration surpasses 30 percent of the population, it goes from being an activity to becoming a habit, with a tendency to grow in subsequent years." That is definitely what is happening in Mexico. Today, the Internet population is growing 10 times faster than the general population.

Currently, 1 in 10 households in Mexico has a computer, and 9 in every 10 within the higher socio-economic levels do. The lack of economic resources is the main reason that Mexicans say they do not have a computer. But more than 40 percent of Mexican Internet users use public computers in shared spaces.

Economic capacity is only one of the many barriers that the users face: the quality and price of connection services also pose major limitations. Today 35 percent of Mexican Internet users say that their Internet connection is poor or bad, and broadband penetration in the country is only approximately 14 percent. Rates for mobile telephony and broadband Internet in Mexico are amongst the highest for member countries in the OCDE. But even though a number of companies have entered the market making it more competitive, prices for connectivity are still very high when compared with the rest of the world.

Last year, Mexican Twitter users joined forces to stop a special tax rate on products and services (IEPS) that would affect telecommunication, including Internet connectivity prices. This movement on the net was joined by over 10,500 users in Mexico, which shows that many Internet users here are very active. The average consumption of digital media in Mexico (25.8 hours per month) is 2 hours above the world average.

Social networks are quite popular in Mexico. There are also high levels of use of e-mail (77 percent) and instant messaging (71 percent). Today, Mexican Internet users spend more that 50 percent of their time online in these three activities (social network, e-mail, and IM).

One of the biggest areas of opportunity in digital development in Mexico is the retail industry. Today, only three in every 10 users visit retail sites, and less than five percent have made an online purchase. Among the hindrances to online purchasing are problems with payment processes and platforms and the fear of identity or information theft.

Last year online advertising grew 35 percent, reaching a total of 3,392 million pesos, which is 11 times the 2005 figure. Of this, display advertising is most common with around 61 percent of the total online advertising investment. But in comparison to advertising investment in countries like Spain or Brazil, digital media in Mexico has considerable potential for growth.

The Internet in New Zealand

Institute of Culture, Discourse and Communication
AUT University of Technology
www.wipnz.aut.ac.nz

Internet Infrastructure

The Internet was adopted relatively swiftly in New Zealand, leading to high overall Internet access figures – 83 percent of respondents in our 2009 WIP survey stated that they use the Internet. The growth of broadband, however, has been much slower than in the rest of the developed world. In terms of the technical infrastructure, there have been considerable issues with the performance and coverage of the central telecommunications network. Specifically, outside of the central business districts of the main urban centres, there is a lack of fibre and an over-reliance on aging copper cables.

In 2006, government regulation forced Telecom, NZ's largest telecommunications company, to open its network to competitors, increasing market competition and improving broadband services to end users. With increasing speeds and higher data caps on subscription plans, uptake of broadband has increased in the last four years. In June 2006, New Zealand was ranked 22nd out of 30 OECD countries in terms of broadband uptake, with 11.7 percent of New Zealanders having high speed connections. By 2010, New Zealand's ranking had increased to 17th, with 24.5 percent having broadband.

The dominant broadband technology remains DSL, which is used by three quarters of broadband subscribers. Broadband upload speeds have increased substantially over the last few years. More than three quarters of broadband subscribers now have upload speeds of greater than 256 Kbps, compared to one quarter of subscribers in 2007.

Developing Broadband Strategies

Despite these improvements, the need for broadband development in New Zealand is still a high profile issue. The Internet was a key topic of policy debate in the lead-up to the 2008 general election, which resulted in a new government led by the National Party. One of National's campaign platforms was the proposal of substantive new broadband investment policies, including the Ultra-fast Broadband Initiative, which has committed to building "fibre to the premises" networks. The creation of public/private partnerships, with the support of $1.5 billion of government funding, is set to develop fibre-optic infrastructure that can provide download speeds of over 100 Mbps and upload speeds of at least 50 Mbps.

The Ultra-Fast Broadband initiative has committed to delivering fibre connectivity to schools, hospitals, and 90 percent of businesses by 2015, and to three-quarters of all New Zealanders by 2020. This commitment marks a sea-change in telecommunications policy and will radically influence the role of the Internet in New Zealand society. In addition to these government-assisted developments, there are private enterprise plans to build a new 5.12 Terabits/sec capacity fibre cable across the Pacific, connecting New Zealand and Australia to the USA.

This heavy investment in infrastructure has lead to a dynamic political and economic context in which issues surrounding the development and use of the Internet are high on the country's agenda. One manifestation of this heightened national interest was the inaugural NetHui conference held in 2011, which followed the format of multi-stakeholder collaboration introduced internationally by the Internet Governance Forum. The conference provided a platform for community focused discussions on issues such as Internet access, cybercitizenship, governance, openness, and education.

The two WIP surveys conducted in New Zealand to date demonstrate that New Zealanders already use the Internet in myriad ways. The data suggests that, despite problems with infrastructure, the Internet has become firmly embedded into New Zealand society, and is highly valued for education and training, information, commerce, entertainment, and socialising. As New Zealand moves towards a high speed Internet environment, a number of current trends in Internet use are likely to accelerate while the prominence of other more traditional online activities is likely to decline.

Internet issues in policy

While much public discourse is focused on the development of high speed broadband infrastructure, recent years have seen other Internet-related policy changes. These changes deal with issues such as cyber-security, privacy, and intellectual property. "Anti-spam" legislation (the Unsolicited Electronic Messages Act) was passed in 2007, prohibiting the sending of unsolicited commercial e-mails. The new law also requires all commercial e-mails to include a functional unsubscribe facility along with accurate information about the person who authorised the sending of the message.

In 2011, the Copyright (Infringing File Sharing) Amendment Act 2011 came into force to prevent illegal file sharing. Individuals can now be fined for copyright infringement in online file sharing using peer-to-peer protocols. This new policy will affect the downloading habits of many Internet users. Alongside these law changes, other policy changes have focused on security and privacy issues. 2011 saw the launch of a "Cyber Security Strategy" that aims to increase awareness about online security and develop resources to deal with security breaches. Meanwhile, a review of the Privacy Act by the Law Commission has recommended a range of policy changes that will protect the security of Internet users' personal information.

In addition to these changes in government policy, the importance of tracking developments in Internet use is also increasingly acknowledged, with Statistics New Zealand having recently initiated a project to improve and consolidate the collection of ICT-related information.

The Future

In sum, Internet use in New Zealand is dynamic, and the Internet's profile has never been higher. Despite problems with infrastructure, Internet use in New Zealand is evolving rapidly, especially given the shift towards broadband subscriptions. At such a juncture in the history of the Internet, WIP New Zealand is well positioned to identify and track key trends and transformations as they arise. With the roll-out of fibre to schools, businesses, and households over the coming years, providing high speed access for both download and upload, Web 2.0 (and "3.0") activities are likely to continue to grow in popularity. Meanwhile, Internet access through the cellular network is also likely to increase dramatically as products such as the iPhone become widespread. With speed and mobility, Internet-based activities are likely to become more and more a part of the fabric of everyday life for New Zealanders.

The Internet in Poland

Gazeta.pl Research and Analyses Unit
Badania.gazeta.pl

Internet penetration in Poland slightly exceeds 50 percent. The number of Internet users in Poland is still growing. Currently, the Internet is used at least from time-to-time by slightly more than half of Poles age 15 and older. Among Poles who have Internet access, most have Internet access at home. The Internet is used slightly more often by men than women. Internet usage is strongly correlated with age (inversely) and education. The older or less-educated the respondents, the lower the chance they use the net or have access to it (only a seventh of those over age 60 are users). Locality size is also clearly correlated with Internet penetration; the smaller the town, the less likely its inhabitants use or have access to the Internet. Those in school compose the group with the highest percentage of Internet access; nearly all students use the net. They are followed by company owners, three quarters of whom use the Internet, and employees (two-thirds are online).

The lowest penetration was found among groups who do not currently work, especially pensioners and retirees. It is interesting to note that even among Internet non-users, every fifth lives in a home that has Internet access. Thus it is lack of motivation or skills, rather than lack of hardware, that creates usage barriers for one in five non-users. It is also noteworthy that having children in the household is a strong indicator of Internet use.

The Internet is mainly used at home. The majority of Internet users access the Internet at home, though more than half of students, employees, and company owners use it at school or work. Only a sixth of Internet users use it in other places, such as Internet cafes, libraries, or other people's homes. Nearly all Internet users have a computer. While the majority of Internet users have a PC, a relatively high percentage (one-third) own a laptop. Only a fifth of Internet non-users have a computer. Few respondents have both a PC and a laptop; this could indicate that PCs and laptops are not perceived to be complementary devices, but rather substitutes for each other.

Broadband is the most popular type of Internet access. Three quarters of respondents with Internet access have broadband (an even higher percentage of inhabitants of cities with more than half a million people do).

The popularity of mobile Internet continues to grow. Currently 11 percent of Internet users have it. A relatively high percentage of Internet users still access the net through a telephone modem. Only eight percent of Internet users use the net on mobile devices. They do so approximately half an hour a day (although nearly a third use it less than half an hour a week). However, those who access the web through mobile devices use the Internet in general for about three hours a day (including connections other than mobile). Thus their mobile Internet use is a supplementary form of online browsing for them.

The average number of years of Internet usage is nearly six. One fifth of Internet users have used the net 10 or more years; only five percent have used it less than a year. Length of Internet usage is correlated with level of education; the more educated the respondents, the longer they have used the Internet. With respect to age, those who have used the net the longest (more than six years) are mostly 20-39 years old.

The Internet is used on average approximately two hours a day. Men tend to spend more time on the Internet than women. The older the respondents, the less time they spend online. Interestingly, those with a primary education use it longer than those with a vocational education. With respect to locality size, inhabitants of mid-size cities (50,000-200,000) spend the most time in the Internet. The occupational groups that use the net the most are students and company owners.

Home is the main place where the Internet is used. Users are online at home for an average of about 1.5 hours a day. Those who are employed use the Internet at work on average about 40 minutes a day, while company owners spend more time online than employees. Students use the Internet at school for approximately 20 minutes a day. Internet usage elsewhere seems to be rather rare. Internet users claim to use it in places other than home, work, or school for half an hour a week on average.

The amount of time spent on the Internet is comparable to the amount of time spent in front of the television, but this varies by age. The younger the respondents, the more time they spend on the Internet as opposed to television; the older the respondents, the more time they spend watching television instead of using the Internet. The respondents generally spend less time listening to the radio than using the Internet, but an age-related pattern was likewise observed in this case. The youngest groups of respondents devote more time to the Internet than to radio, while the oldest group uses radio more than the Internet.

More than half of Internet users do other things at least occasionally while using the net. A fifth of users said they usually do something else while using the Internet. Listening to music is the activity that most often accompanies Internet use. A third of multitaskers listen to the radio or watch television while using the net.

Partners:

Agora S.A.
Gazeta.pl
TP Group
Orange

The Internet in Portugal

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

Internet use may be an increasingly pervasive activity in the developed world, however in Portugal going online is still far from a universal experience. According to findings produced in 2010 for the World Internet Project, less than a majority of Portuguese respondents (47 percent) have an Internet connection at home and the percentage of users is even smaller (about 43 percent). The higher percentage of respondents with an Internet connection at home, compared to the percentage of actual users suggests that access and use of the Internet are not related in some cases. For instance, some adults might acquire Internet access at home, but the users might be the children in the household.

Several issues affect the low percentage of users in Portugal. Especially notable is the large percentage of non-users (45.4 percent) who said they are not interested in the Internet or do not find it useful. Lack of technical knowledge is also an issue; 26.1 percent of non-users in Portugal said that they do not know how to use the Internet or are confused by the technology.

However, like other European and developed countries, lack of access or the expense of using the Internet is not the primary explanation for non-use. No access is cited as a reason for not going online by 10.2 percent of non-users, while only 9.3 percent said that the Internet is expensive or that they cannot afford the fees. Nevertheless, the percentage of respondents who do not go online because of economic reasons may rise as a consequence of the current economic conditions, or because of concerns in Portugal about social, political and economic developments, which could lead to a setback in the development of a knowledge and informational economy in this country.

In spite of the relatively low percentage of Internet users in Portugal, a significant percentage of users have adopted high-speed access. The most common type connection at home is broadband by cable or ADSL (62.3 percent).

The low percentages of older residence who are Internet users is a point of concern in Portugal. While 91.1 percent of young individuals aged between 15 and 24 years old are internet users, only 19.9 percent of Portuguese who are 55-64 years old and just 4.3 percent of Portuguese age 65 years or older are Internet users. The very low percentage of users who are over 65 is a significant issue in Portugal; the social exclusion that can come during retirement is exacerbated by digital exclusion.

The Internet in Sweden

World Internet Institute
www.wii.se

In 2010, Sweden ranked first on three lists that attempt to "measure" readiness and conditions to become successful information-technology countries. One was the ICT Development Index from the UN and ITU, which calculates a combined measurement for Internet access, use, and proficiency. Sweden also ranks first in both the Digital Economy Rankings index and the World Economic Forum's Network Readiness index.

In recent years, Sweden, along with the other Nordic countries, has been at the forefront of Internet diffusion. Sweden remains in the leading position with, depending on what age range the estimate is based on, 91 percent (where those over the age of 75 are excluded) or 84 percent of adults online.

Recently there has been special interest in the older generations as 18 percent of the population is older than 65 years of age and most non-users belong to this group. A campaign to increase the digital participation among those who still are nonusers has been launched with involvement of libraries and a variety of educational associations.

Even if 97 percent of the users have access to a broadband connection (84 percent of the population), not everyone, especially in remote areas, has a high capacity (100 MB) connection. The government has set aside money to address this problem.

There have been significant changes in the use of mobile Internet. The number of users has not increased significantly, but actual usage itself has risen considerably. In Sweden, as in much of Europe, the telecom companies have focused on business people and developed mobile phones featuring a rather expensive and complicated technology. In comparison with Japan and South Korea, the use of mobile Internet has not become so popular, especially among younger people, although new telephones and new pricing systems have been introduced.

Two of every three Internet users searches for health information online; this is more than twice the percentage in 2000. Eight in ten use the search engine Google -- however, this does not mean that people do not still search for information elsewhere. Physicians, nurses, and care personnel remain key information sources. The most significant differences are between the young well-educated groups (80 percent use the Internet to retrieve health-related information) and retirees with low levels of education (only 17 percent search for health-related information on the Internet) .

Those who were surrounded by computers and the Internet from the beginning of their lives are now growing up. In 2000, those in their early teen years began to familiarize themselves with the Internet. In that year, half of 13 year olds had tried the Internet. Four years later, in 2004, half of nine year olds had begun to at least occasionally use the Internet. In 2010 this 50 percent online figure was down to 3.9 years of age.

Blogging has never been a wide-spread activity in Sweden (only six percent of all Swedes in 2010), but it has become part of the Internet culture among young Swedish women. This begins in the early teen years, when the boys are still mostly interested in gaming . Already at the age of 12, half of all girls are active on blogs. And among those females between the ages of 16 and 25, two thirds actively write or have written a blog, and three of four read others' blogs.

After a successive rise for years in the percentage of those who share files, there was a decline in 2009. But in 2010, file sharing increased again to a somewhat higher level than in 2008. Young men dominate in this area, even more than before. Half of all young men between the ages of 16 and 25 share files, and another 25 percent have shared files at some point in the past.

The Internet in Taiwan

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

Taiwan, with a population of 23 million and a GDP of $825 billion (ranked 19th by IMF in 2010), is one of the most technologically advanced countries in East Asia. In the 2011 World Competitiveness Rankings of IMD (International Institute for Management Development), Taiwan is ranked sixth out of 59 leading industrial countries in overall performance, as well as in the category of technological infrastructure.

Internet, People, and Social Life

With advanced technological infrastructure at hand, more than 55 percent of the people in Taiwan have access to the Internet, while about 39 percent are non-users, consisting mostly of people 50 years of age or older and with lower levels of education and household income. Among those who have access to the Internet at home, almost 90 percent use broadband, 4.6 percent enjoy wireless environment, and less than 2 percent still use narrowband devices. Overall, 23 percent of Internet users connect to the Internet through wireless devices, while 16 percent access the Internet using a cell phone or PDA. Regarding time spent online, 58 percent spend more than one hour per day. People between the ages of 20 and 29 compose the largest group spending over three hours on the Internet per day.

According to our survey, 63.3 percent of non-users said that they do not use the Internet because it is "unnecessary/unimportant to daily life." Only 3.7 percent ascribed their non-use to cost ("cannot afford the cost"). For ex-users, about 72 percent of respondents gave "unnecessary/unimportant to daily life" and "no-time" as the reasons for their non-use. When asked whether they would be willing to use the Internet in the future, more than 84 percent replied, "probably yes."

In terms of the effects of Internet usage on people's social lives, more than 75 percent of respondents revealed that the Internet had no negative effects on their relationships with friends or family. About 25 percent of respondents said that their relationships with people sharing their hobbies/recreational activities or those sharing their profession have improved. E-mail and MSN, online tools for connecting people, are the most frequently used online tools.

Internet as Media

About 81 percent of users consider the Internet an important platform for themselves for collecting information, compared to 67.5 percent for television and 61 percent for newspapers. When asked which kinds of media are important for entertainment, Internet users, ex-users, and non-users considered television to be more important than the Internet. In regard to the credibility of information posted on the Internet, only 36.8 percent of users consider it highly credible, while ex-users and non-users have much less faith.

For those who surf the Internet for information, news, travel, and health information are their main targets. Many Internet users in Taiwan, especially younger users, like to surf for news and read blogs. For those who seek entertainment, downloading and listening to music and browsing websites are the most common activities. About one-fourth of Internet users play games at least once a day, and mostly younger users download music and video. In regard to learning, finding a definition of a word and checking a fact are the two most frequent tasks. In general the Internet is not very popular for learning, and is rarely applied to educating or training.

Using Internet: Purchasing and E-Government

For the purchasing function of the Internet, 80 percent of Internet users collect product information, while 56 percent of them actually purchase online. Probably because of lack of confidence in the online encryption technology, most people in Taiwan will not make travel reservations, pay bills, or use banking services online. More than 70 percent of Internet users never use online checking or banking services, or make investments online. More than 80 percent of users worry that their personal information might be revealed while engaging in online transactions.

Considering the Internet as a tool for participating in public policy, 73.4 percent of Internet users agree that "they have more opportunity to speak on policies," 65.2 percent agree that they are able to have "more understanding about politics," and 55.5 percent agree that Internet is a platform that makes "public officials care more about citizens' opinions." Younger Internet users, especially those between the ages of 15 and 19, are more likely to believe in the possibility of achieving political influence through the Internet. About 62 percent of users say they would use e-government services. Although e-government services are expanding, most respondents do not have a positive attitude toward online voting.

Conclusion

Although Taiwan has witnessed a great leap forward in the development of Internet devices, infrastructure, and usages, there is still much room for improvement. Almost 70 percent of non-users say that they will not use the Internet in the future because of cost or lack of perceived need. Incentives are needed to make the Internet relevant to more people's lives. For ex-users and non-users, television is still the most frequently used medium. The question of how to integrate the Internet and television may be key for Taiwan's future Internet growth. Increasing Internet users' confidence in the reliability and security of online purchasing transaction is also important. Lastly, the Internet could have a positive effect on future generations' participation in public affairs. Governments should make use of the Internet to connect public policies to people and increase the efficacy of public administration.

The Internet in the United Arab Emirates

American University of Sharjah, Department of Mass Communication
www.aus.edu

In 2011, the state of Bahrain passed the United Arab Emirates (UAE) for leadership in Internet connectivity rates within the Arab world for the first time. There are several reasons for the decline in the UAE's leadership position. One factor has been the global economic downturn, which greatly affected the UAE in general and Dubai in particular, which has the highest degree of Internet penetration among the seven Emirates. Since the downturn, a number of Internet users disconnected, citing the high cost of connectivity or the lack of need for Internet access.

A second reason is the lack of competition in the telecommunications market in the UAE. Etisalat, the national telecommunications provider, enjoys a near monopolistic position in the market. Du, Etisalat's only competitor in ISP provisioning and mobile phone services, has a market share of barely 5 percent. Etisalat's connectivity costs are too high for many prospective subscribers, and its overwhelming market leadership means that Etisalat is not motivated to build out its ISP services to less profitable regions of the country, preferring to concentrate on exploiting its advantage in the far more profitable areas where its infrastructure has matured.

The UAE continues to lead the Arab region in harnessing information ad communication technology to transform its society. The UAE leads the Arab region in social networking, and in particular in the use of Facebook. Users can be found connected to Facebook or using other social networking services almost everywhere in the UAE: in schools, in cafes, in malls, and even in stores while shopping. The ubiquity of social networking activities signals the growing use of mobile Internet connectivity, and such connectivity is spreading fast.

Along with social networking, the Internet in the UAE is mainly used to maintain and preserve personal relationships. Public usage through participation in blogs and forums is far less popular. While UAE users prove to be heavy consumers of Internet content, they are not heavy producers of content. This is even more pronounced when it comes to politics online; users refuse to answer survey questions and prove hostile in discussing their attitudes towards politics and self-expression online. This may be related to the censorship and limited freedom of expression in the country. The UAE is considered by organizations such as Reporters without Borders to be "under surveillance" because of the restrictions on online political activism.

The most popular online media-related activity in the UAE is reading newspapers, followed by downloading or listening to music. UAE expatriates note the Internet enables them to stay connected and up-to-date with their home country; of even greater importance for them is the use of the Internet to stay in touch with their family and friends.

The Internet in the United Kingdom

Oxford Internet Institute (OII)
www.oii.ox.ac.uk/microsites/oxis

In Britain, the Internet has diffused only gradually since 2005 to reach 70 percent of households and individuals age 14 and over in Britain, increasing from 58 percent in 2003 and 66 percent in 2007. However, this diffusion of the Internet in Britain is one limited perspective on the Internet as innovation. The Internet is being reinvented year-by-year, if not week-by-week, as users and providers tag items, create applications, blog, set up and maintain websites, and search for information as a part of their everyday life and work. The dramatic changes that have occurred in the Internet of 2009 involved the transformation of its infrastructure, including:

- The move to broadband by nearly all (96 percent) Internet households.
- The increasing use of wireless and mobile devices, doubling since 2007, to enable more flexible and mobile Internet access.

There have been major trends in the increase of several other online services even since 2005, including:

- Continued growth in reliance on search engines to look for information, rather than choosing to go to specific Web pages. In 2009, 64 percent report mainly using search engines to find information, up from 56 percent in 2007 and 20 percent in 2005.
- An increased centrality of the Internet as a first and often major source of information about a widening variety of matters, from local events to health and medical information.
- A remarkable rise in social networking with nearly half (49 percent) of all Internet users either having updated or created a social networking profile in the last year, up from 17 percent in 2007.
- Steadily increasing proportions of users employing the Internet to obtain services, from online shopping and banking to government services.
- A marked increase in the creation and production of content by users, linked to the increasing facility of new Web 2.0 platforms to support user-generated content.
- Users consider the Internet a more reliable source of information than television, radio, or newspapers. Users also consider the Internet to be more important than television or newspapers for information, but not as significant as a source of entertainment, when compared to spending time with other people or watching television.
- Media habits have changed significantly, with the Internet playing a more central role in such activities as obtaining the news, being entertained, and learning, which is related to perceived declines in viewing television and reading books.

As in previous years, the 2009 survey reinforces two separate but related explanations for the continuing divide among Internet users and non-users. Some are excluded on the basis of social or economic barriers to access. Britons with lower incomes, lower socioeconomic status, less schooling, or disabilities are more likely to be non-users. Others are excluded by choice, such as individuals who choose not to use the Internet even when it is available in their household. Choices are often linked closely with social situations, such as unemployment or age.

The Internet in the United States of America

Center for the Digital Future
USC Annenberg School for Communication
www.digitalcenter.org

As the Digital Future Project enters its second decade, the Internet in the United States is not merely a medium for communication and information gathering, but also a platform where users socialize, entertain themselves, and conduct online transactions. Innovative uses of the Internet, such as online communities and social media, have taken root to re-define the Internet over the past few years.

Communication Technology Ownership

Different communication technologies have spread as they have become more affordable. In 2002, only 71 percent of the households in the U.S. owned computers. In 2010, that number had grown to 85 percent, and 15 percent of the total households owned four or more computers. Among those households with one or more computers at home, 72 percent owned a laptop in 2010, compared with only 18 percent in 2003. Also, ownership of cell phones has become more prevalent. In 2005, about 71 percent of the population had a cell phone, while in 2010 86 percent owned one. Ownership of these communication technologies has made it possible for households and individuals to join communication networks and enjoy the benefits of Internet access.

Most Popular Internet Uses

Once online, Internet users engage in a variety of activities, ranging from communication to information gathering and online purchase. In 2010, the five most popular online activities that Internet users report engaging in at least once-a-day were: e-mail checking, web surfing, news reading, visiting social networking and video sharing websites, and fact checking.

Media Use Online and Offline

Traditional media, such as television, newspaper, and radio, are increasingly consumed via the Internet. In an average week in 2001, Internet users spent 17 minutes listening to radio online and 28 minutes reading online newspapers, and no one reported watching television via the Internet. In an average week in 2010, however, Internet users spent 68 minutes, 60 minutes, and 48 minutes on the same activities online, respectively. Yet, that does not mean that traditional media had diminished as important sources of information for Internet users. To the majority of Internet users, television (64.2 percent), radio (52.6 percent) and newspaper (53.3 percent) were still important or very important sources of information. In addition, traditional media were held in high regard by Internet users. For instance, among Internet users who visit websites regularly, only two percent questioned the reliability and accuracy of the information on news pages posted by established media such as *The New York Times*.

Self-Expression on the Internet

An increasing number of those online also use the Internet as a venue for self-expression and sharing. In 2010, more of them displayed photos on the web (62 percent versus 11 percent in 2003), or kept blogs (41 percent versus 3 percent in 2003).

An increasingly important facet of online activities involves social networking, as well as music and video sharing. In 2010, 62 percent of the Internet users visited social networking or video-sharing websites. And 61.8 percent of them used micro-blogs, a large increase from 48.5 percent in 2009. Also in 2010 a growing percentage (17 percent) of Internet users participated in online communities and generally reported a strong sense of connectedness 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 2010, 58 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 6.2 friends in 2010).

The Internet has an important political dimension in the United States as well. 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 2010, 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, with more people purchasing online, privacy remains 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, 89 percent of respondents reported concerns about the issue. Yet, this level of concern is lower than the 94 percent in 2001 when the issue was first tracked. This 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. In general, there has been a continuous increase of adults' reservations about children spending too much time using the Internet. In 2010, 28 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 41 percent in 2010).

The Digital Future

The Internet in the United States is ever changing. For example, as wireless Internet, mobile access, and social media have become well-established, collective buying sites such as Living Social and Groupon have emerged. Innovators and entrepreneurs will not stop re-inventing the Internet. It will undoubtedly continue to grow into a richer medium as people develop innovative ways of fulfilling their communication and social needs. The interaction between human beings and Internet technology will continue to transform the Internet into an ever more dynamic media platform in the years to come.

World Internet Project
International Report

Third Edition

About the Findings

The third edition of the World Internet Project (WIP) features highlights of findings on 91 major issues involving the impact of online technology in 16 partner countries: Australia, Chile, Colombia, Cyprus (separate findings for Greek-Cypriots and Turkish-Cypriots), Hungary, Israel, Japan, Mexico, New Zealand, Poland, Portugal, Sweden, Taiwan, the United Arab Emirates, the United Kingdom, and the United States.

Because several of the WIP participating countries conduct bi-yearly studies, we have included findings for the two most recent years in this report. For most sections, you will find two charts: one for 2009 and one for 2010.

Sweden and the United States each conduct annual studies. Their findings for a specific year are included in each chart.

For details about research methods used in each WIP country, see page 204.

This report explores only a sample of the findings from the WIP countries. For more detailed data or questions about specific demographic breakdowns, contact the Center for the Digital Future at the addresses listed at the beginning of this report.

Notes:

- All references to "the WIP countries" in this report refer only to the partner countries that collected data in 2009 and 2010.
- All respondents in this report are age 18 and older.

World Internet Project
International Report

Third Edition

Internet Users and Non-Users

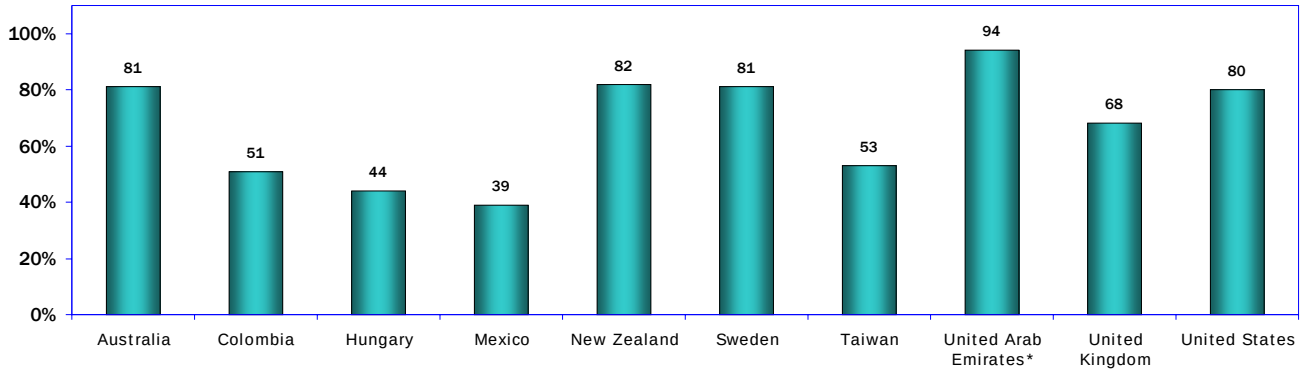
1. Internet Use in the World Internet Project Countries

All but three of the 16 countries in the 2009 and 2010 World Internet Project found that more than half of their respondents are users of the Internet.

Eight of the WIP countries reported that 80 percent or more of respondents are Internet users (Australia, Israel, Japan, New Zealand, Sweden, the United Arab Emirates, and the United States).

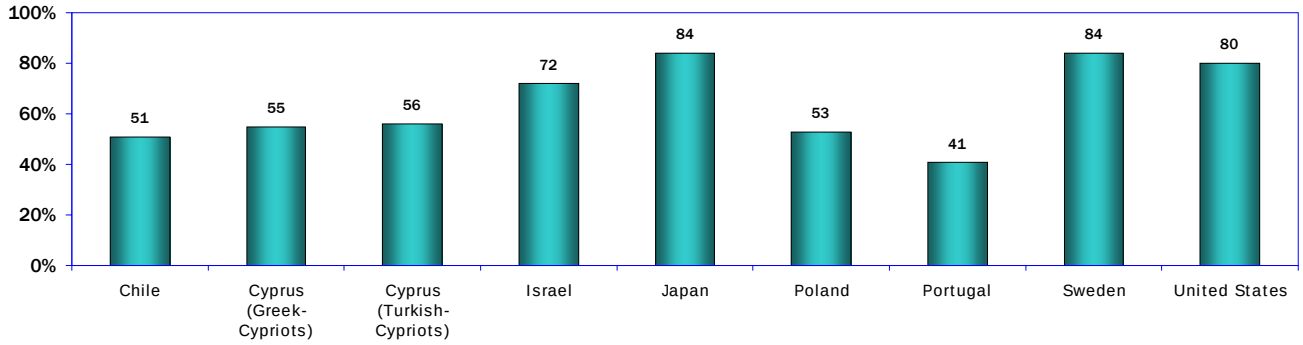
Hungary (44 percent), Portugal (41 percent), and Mexico (39 percent) reported the lowest percentages of Internet users.

Overall Internet Use
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q2 K-1 2009
(* See page 206 for details about the UAE sample.)

Overall Internet Use
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q3 K-1 2010

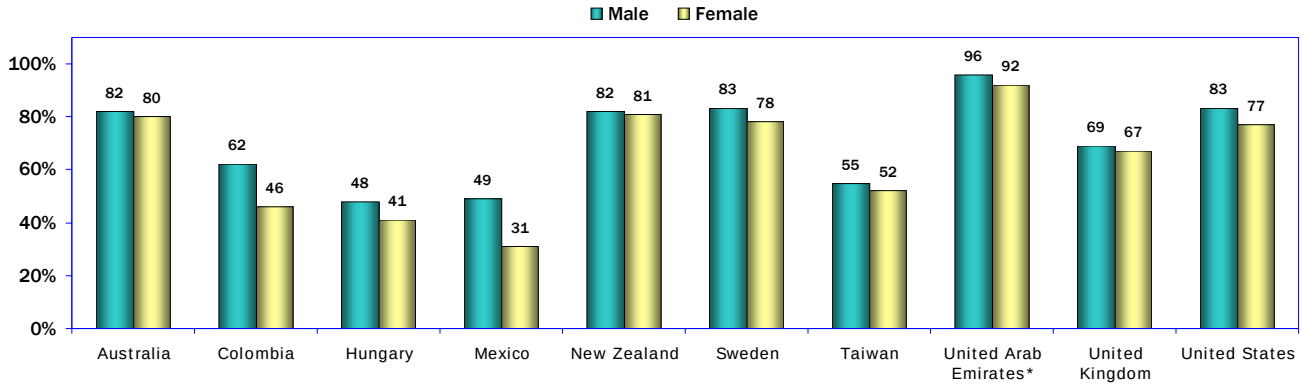
2. Internet Use Among Men and Women

All of the countries in the World Internet Project reported that more men than women use the Internet.

In four of the WIP countries in 2009, six percent or more men than women use the Internet: Colombia, Hungary, Mexico, and the United States. The gender gap is the largest in Mexico (18 percent more men than women are Internet users) and Colombia (16 percent more men than women). In five of the WIP countries in 2010, six percent or more men than women go online: Chile, Cyprus (Greek-Cypriots), Israel, Poland, and Portugal.

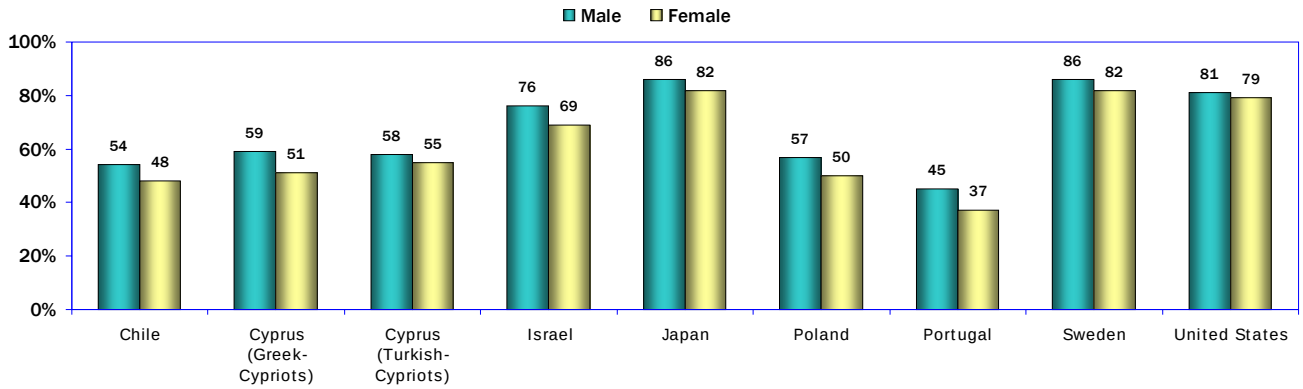
However, in eight of the WIP countries, the gap in Internet use between men and women is four percent or less: in 2009, Australia, New Zealand, Taiwan, the United Arab Emirates and the United Kingdom; in 2010, Cyprus (Turkish-Cypriots), Japan, Sweden, and the United States.

Internet Use by Gender
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q2 K-3 2009
(* See page 206 for details about the UAE sample.)

Internet Use by Gender
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q3 K-3 2010

3. Internet Use and Education Levels

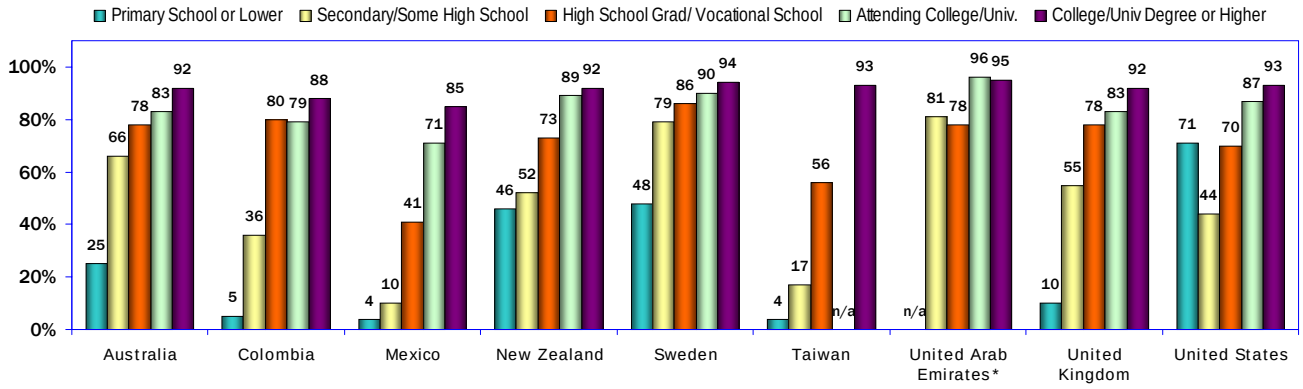
All of the WIP countries reported that Internet use increases among respondents with the highest levels of education.

All of the WIP countries reported that at least three-quarters of respondents with college degrees are Internet users, and Australia, Chile, Japan, New Zealand, Sweden, Taiwan, the United Arab Emirates, the United Kingdom, and the United States reported 90 percent or more of college degree holders are users.

Internet use is also above 60 percent among adult users with a high school education in 10 countries.

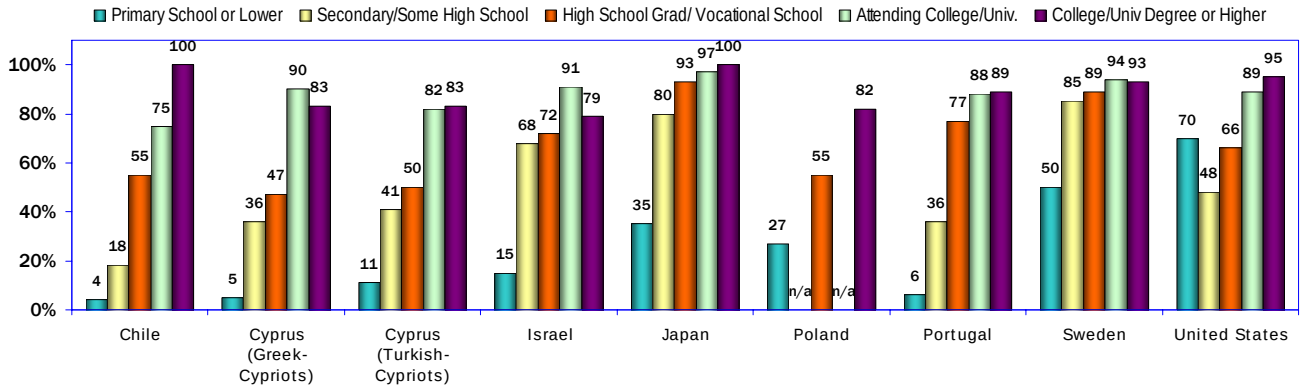
Most of the WIP countries reported much lower levels of Internet use among adults with less than a high school education. Eight of the WIP countries reported that less than half of adults with only a secondary school education use the Internet.

Internet Users by Education Level
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q2 K-5 2009
(* See page 206 for details about the UAE sample.)

Internet Users by Education Level
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q3 K-5 2010

4. Age and Internet Use

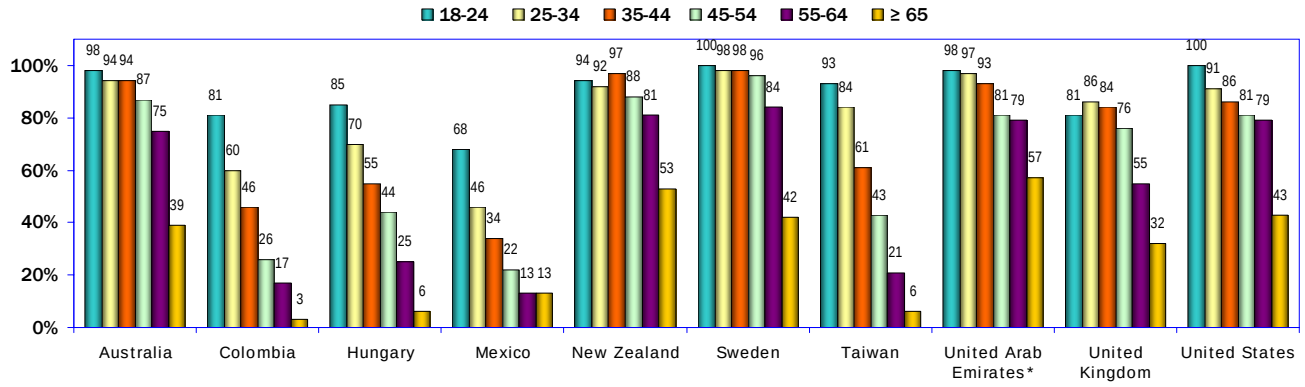
All of the World Internet Project countries reported that levels of online use are related to age; Internet use increases as age decreases.

In all of the WIP countries, large percentages of respondents age 24 or under use the Internet; in all of the countries except Mexico, more than 80 percent of adults between 18 and 24 years of age go online.

The WIP countries also reported low percentages of use among the oldest group of respondents (for this report, users age 65 or older who go online). Only the United Arab Emirates (57 percent), New Zealand (53 percent), the United States (43 percent in 2009 and 48 percent in 2010) and Sweden (42 percent in 2009 and 50 percent in 2010) reported more than 40 percent of respondents age 65 or older who go online.

Seven countries reported that 10 percent or less of those 65 or older go online: Colombia, Cyprus, Hungary, Portugal, Taiwan, and Poland.

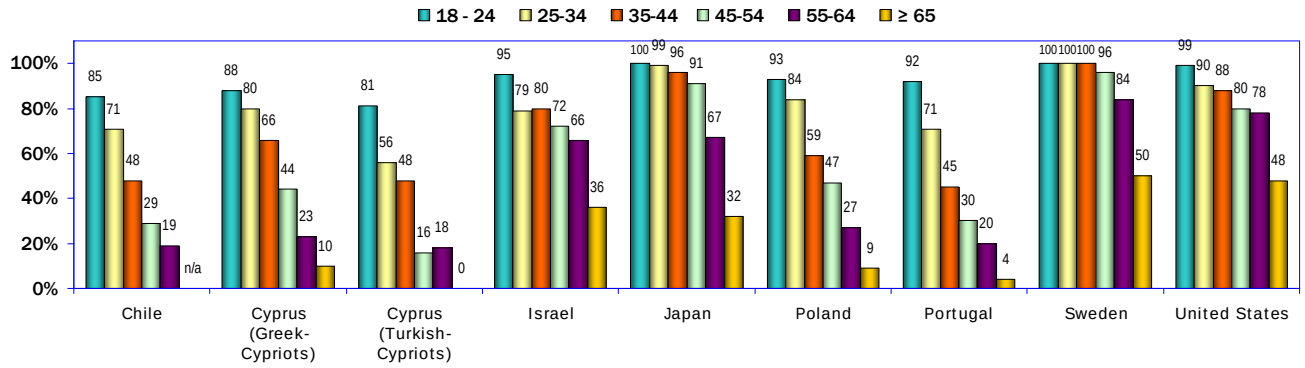
Internet Use by Age
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q2 K-2 2009

(* See page 206 for details about the UAE sample.)

Internet Use by Age
(Respondents Age 18 and Older -- 2010 Reporting Countries)



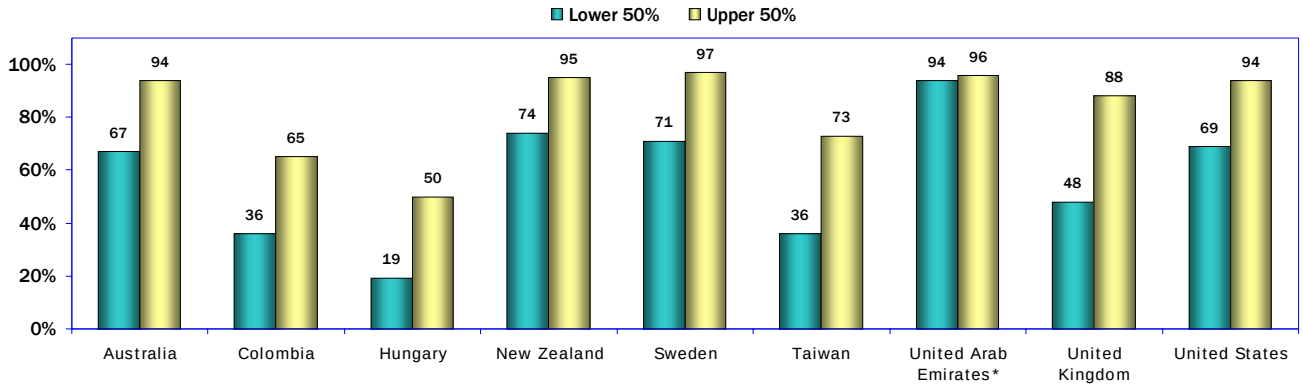
Q3 K-2 2010

5. Internet Use and Income Level

Several WIP countries reported wide gaps in Internet use when comparing more affluent users to less affluent users.

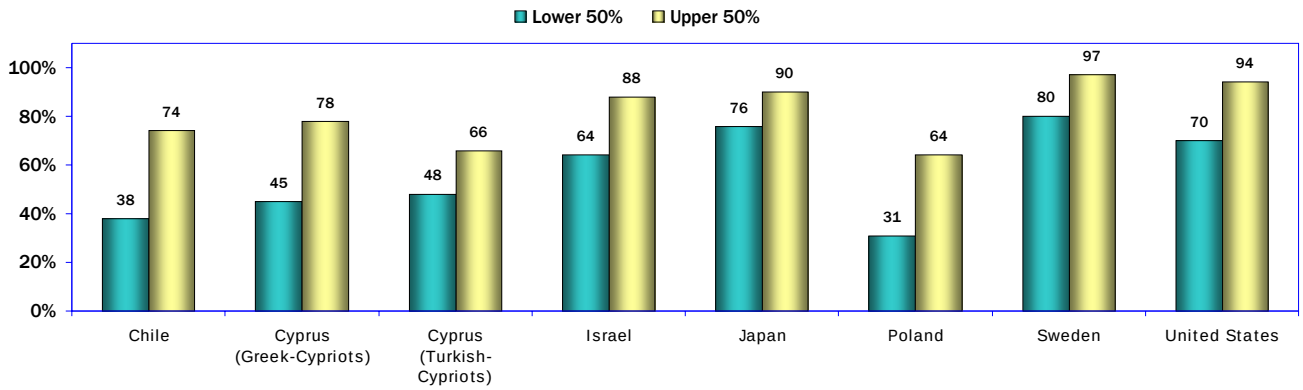
All of the WIP countries that reported income data except Japan, Sweden in 2010, and the United Arab Emirates found differences of at least 20 percent in Internet use between the upper half and the lower half: the United Kingdom (40 percent), Taiwan (37 percent), Chile (36 percent), Cyprus (Greek-Cypriots 33 percent), Poland (33 percent), Hungary (31 percent), Colombia (29 percent), Australia (27 percent), Sweden in 2009 (26 percent), the United States in 2009 (25 percent), Israel and the United States in 2010 (24 percent), and New Zealand (21 percent).

Internet Use by Income Level
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q2 K-4 2009
(* See page 206 for details about the UAE sample.)

Internet Use by Income Level
(Respondents Age 18 and Older -- 2010 Reporting Countries)

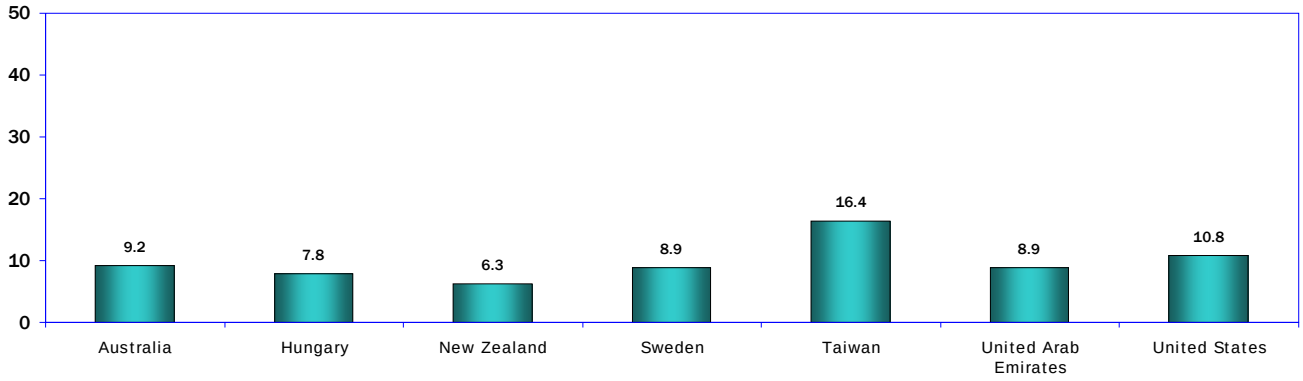


Q3 K-4 2010

6. Internet Use at Home

All of the World Internet Project countries in 2009 reported an average of at least six hours per week of Internet use at home through a wired PC, with online use ranging from a low of 6.3 hours per week in New Zealand to a high of 16.4 hours per week in Taiwan.

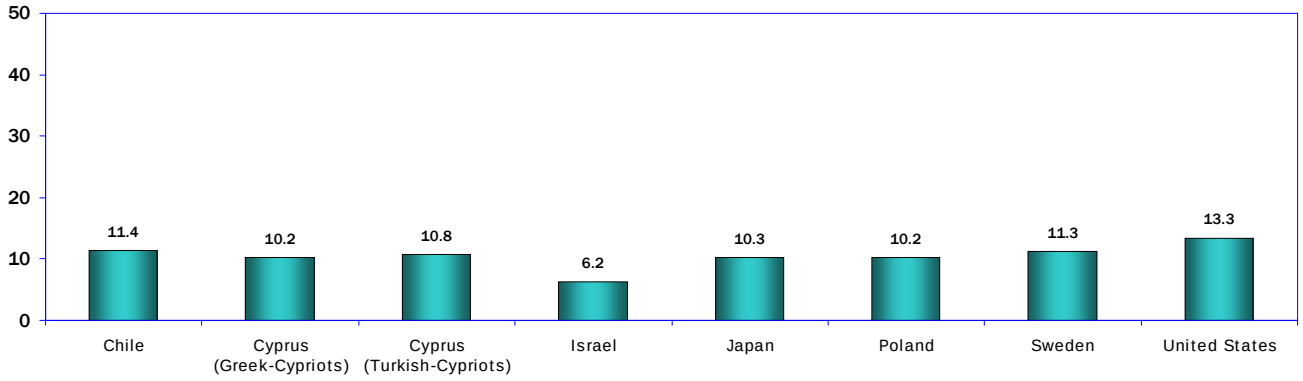
Average Use of the Internet at Home from a Wired PC, Hours Per Week
(Internet Users with Wired PCs -- 2009 Reporting Countries)



Q4 K-1A 2009

All of the WIP countries in 2010 reported six or more hours of Internet use per week at home (in general), with a low of 6.2 hours in Israel to a high of 13.3 hours in the United States.

Average Use of the Internet at Home from a Wired PC, Hours Per Week
(Internet Users with Wired PCs -- 2010 Reporting Countries)

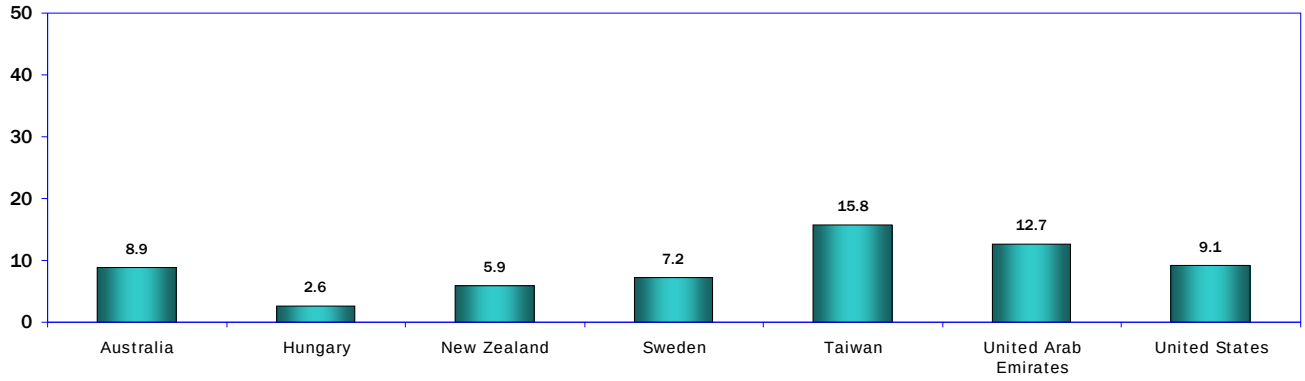


Q5 K-1A 2010

7. Internet Use at Work

Only two of the WIP countries in 2009 -- Taiwan and the United Arab Emirates -- reported an average of more than 10 hours per week online at work outside the home with a wired PC.

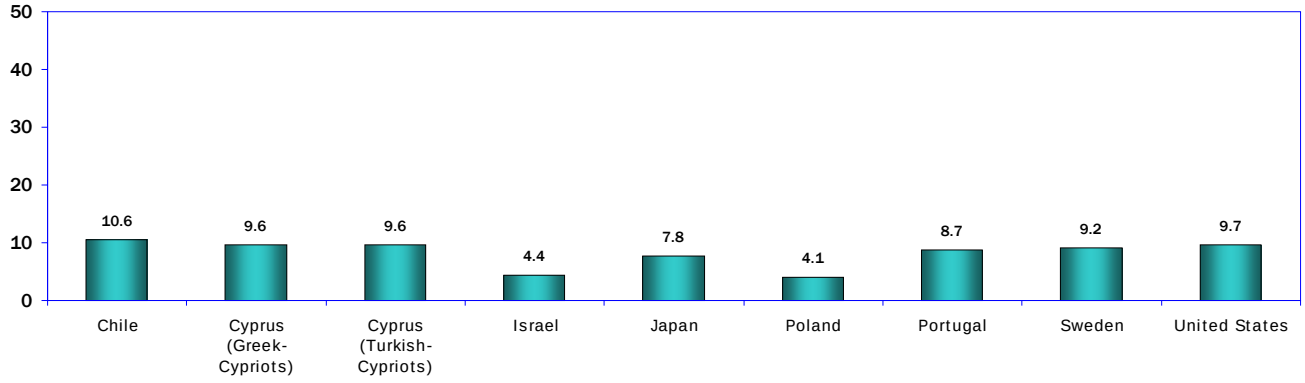
Average Use of the Internet at Work from a Wired PC, Hours Per Week
(Internet Users Who are Employed, With a Wired PC -- 2009 Reporting Countries)



Q4 K-1B 2009

In 2010, only one country -- Chile -- reported an average of more than 10 hours per week on the Internet at work outside the home (in general).

Average Use of the Internet at Work, Hours Per Week
(Internet Users Who are Employed -- 2010 Reporting Countries)



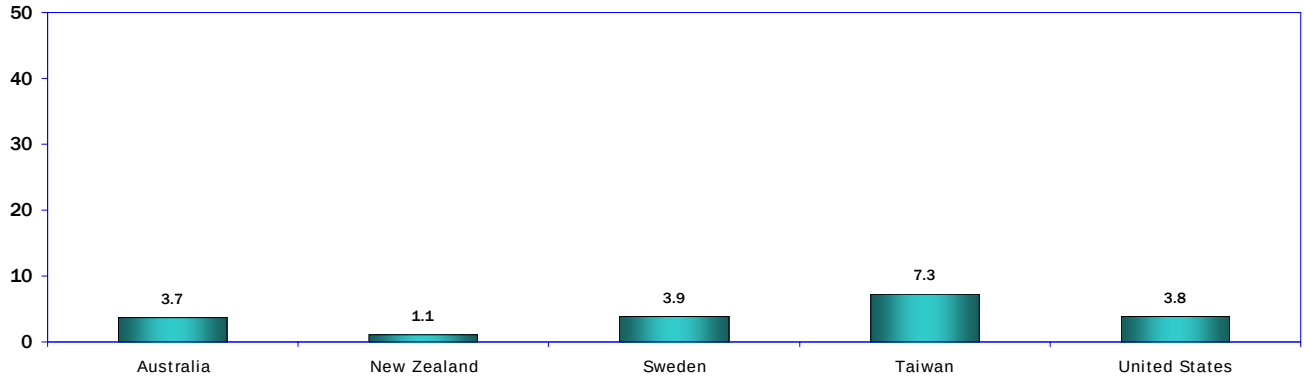
Q5 K-1B 2010

8. Internet Use at School

Students in one WIP country in 2009 reported more than four hours per week online from a wired PC at school: Taiwan.

For findings on the use of the Internet for schoolwork, see page 198.

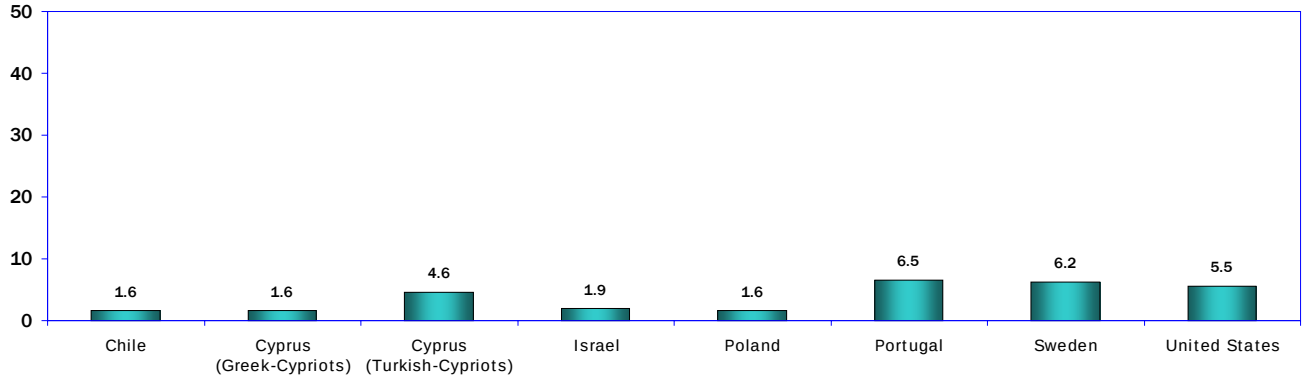
Average Use of the Internet at School from a Wired PC, Hours Per Week
(Student Users Age 18 and Older Who are Not Employed -- 2009 Reporting Countries)



Q4 K-1C 2009

In 2010, Turkish-Cypriots, Portugal, Sweden, and the United States reported more than four hours per week of Internet use at school (in general).

Average Use of the Internet at School, Hours Per Week
(Student Users Age 18 and Older Who are Not Employed -- 2010 Reporting Countries)

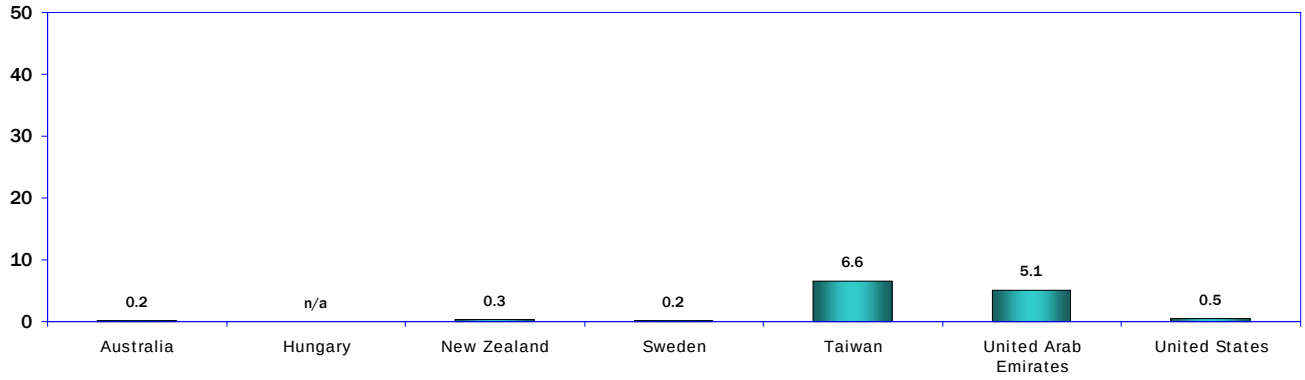


Q5 K-1C 2010

9. Internet Access from Other Locations

Internet users in the WIP countries in 2009 reported only marginal online use (less than one hour per week) of a wired PC from locations other than home, school, or work. Only two countries -- Taiwan and the United Arab Emirates -- reported more than one hour per week of average online use from a wired PC at locations other than home, school, or work.

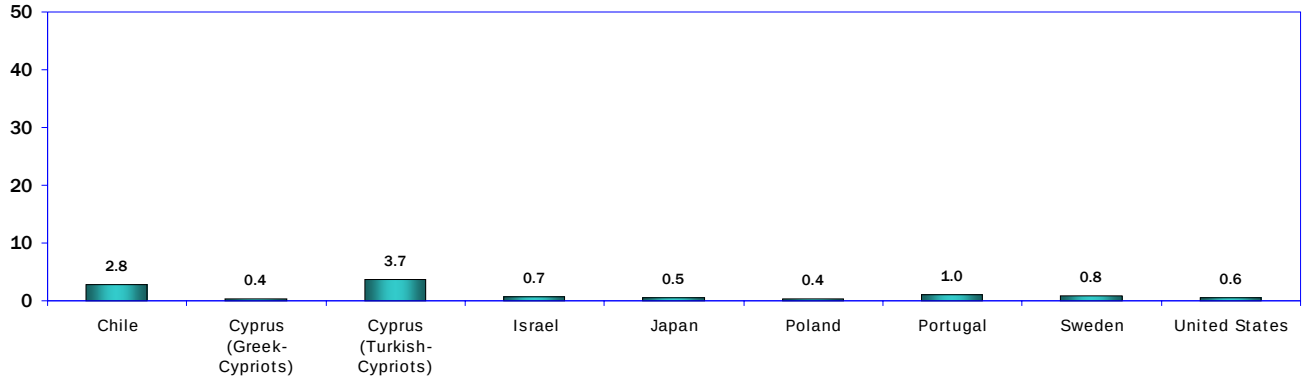
Average Use of the Internet from Locations other than Home, School, or Work, Hours Per Week (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q4 K-1D 2009

In 2010, three countries reported one hour or more of average online Internet use per week from locations other than home, school, or work (in general): Chile, Cyprus (Turkish-Cypriots), and Portugal.

Average Use of the Internet from Locations other than Home, School, or Work, Hours Per Week (Internet Users Age 18 and Older -- 2010 Reporting Countries)

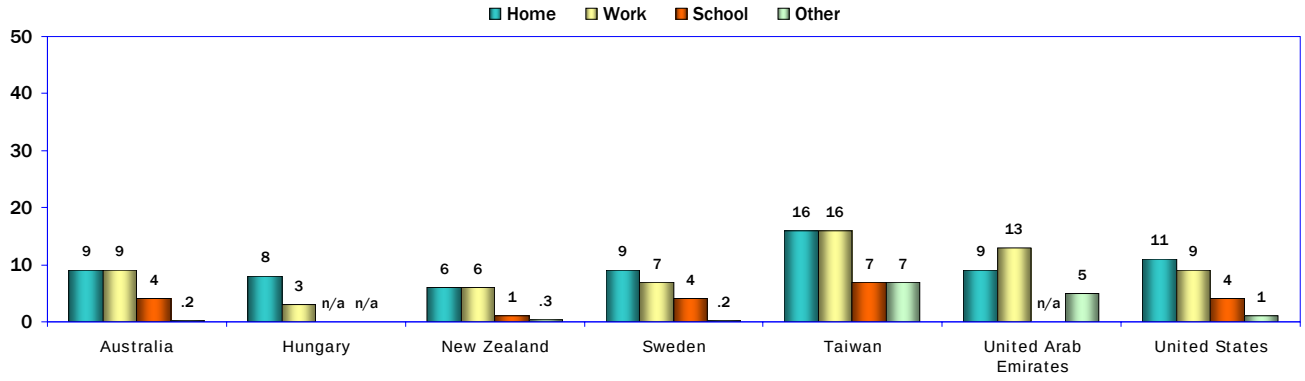


Q5 K-1D 2010

Comparison: Internet Use at Home, Work, School, and Other Locations

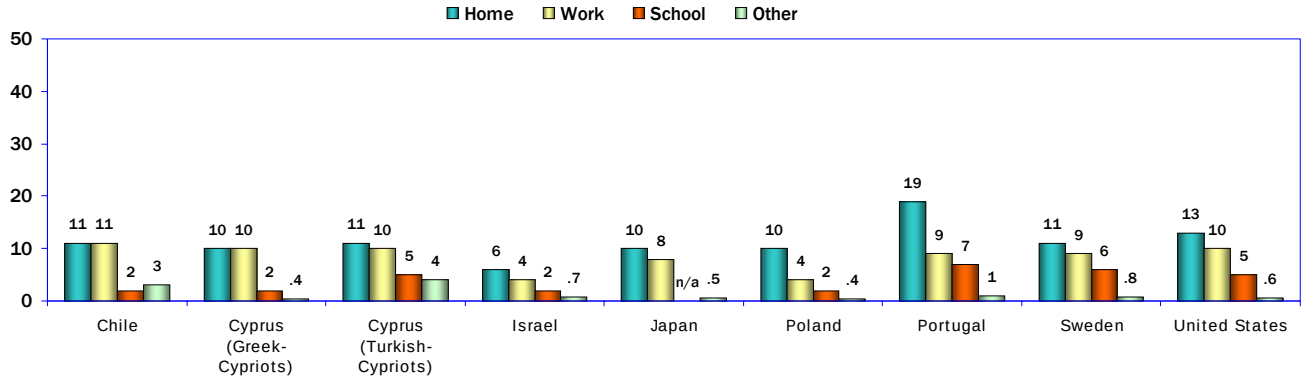
(See the previous four pages for details on each of these findings.)

Internet Use through a Wired PC at Home, Work, School, or Other Locations, Hours Per Week (2009 Reporting Countries: Home -- Internet Users; Work -- Internet Users Who are Employed; School -- Student Users Who are Not Employed; Other Locations -- Internet Users)



Q4 K-1 2009

Internet Use through a Wired PC at Home, Work, School, or Other Locations, Hours Per Week (2010 Reporting Countries: Home -- Internet Users; Work -- Internet Users Who are Employed; School -- Student Users Who are Not Employed; Other Locations -- Internet Users)



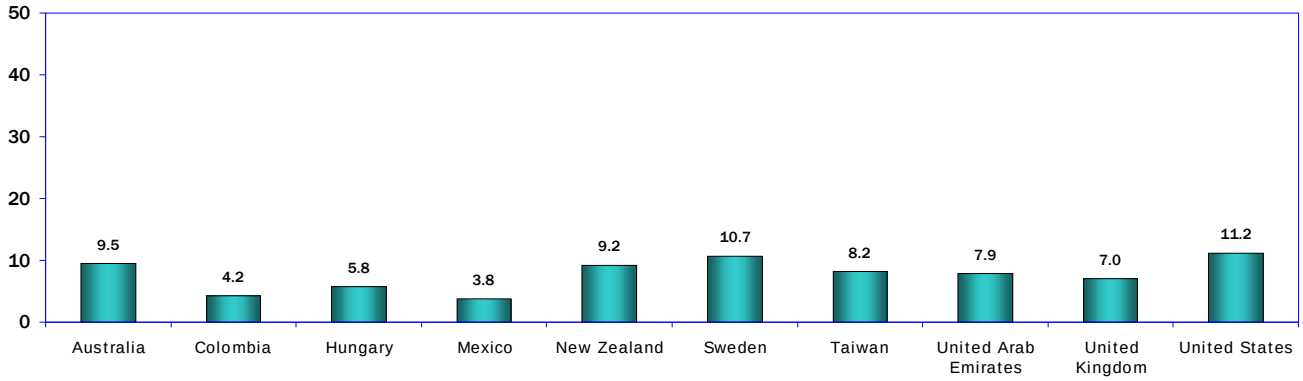
Q5 K-1 2010

10. Years Online

Internet users in most of the World Internet Project countries have been online for an average of at least five years.

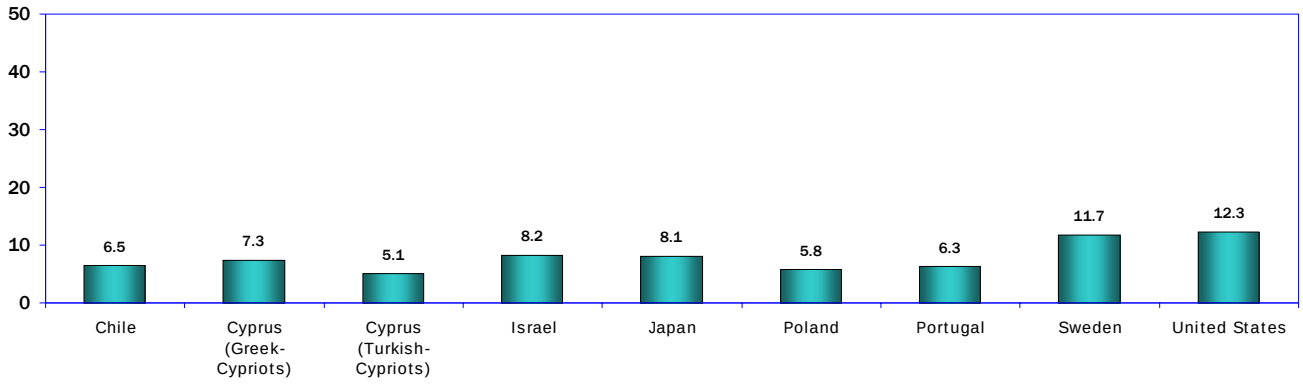
Users age 18 and older in all of the WIP countries except for Colombia and Mexico have been online for an average of at least five years; in Sweden in 2010 and the United States in 2010, users 18 or over have been online an average of 10.7 years or more.

Internet Use: Total Average Years Online
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q5 K-1 2009

Internet Use: Total Average Years Online
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q7 K-1 2010

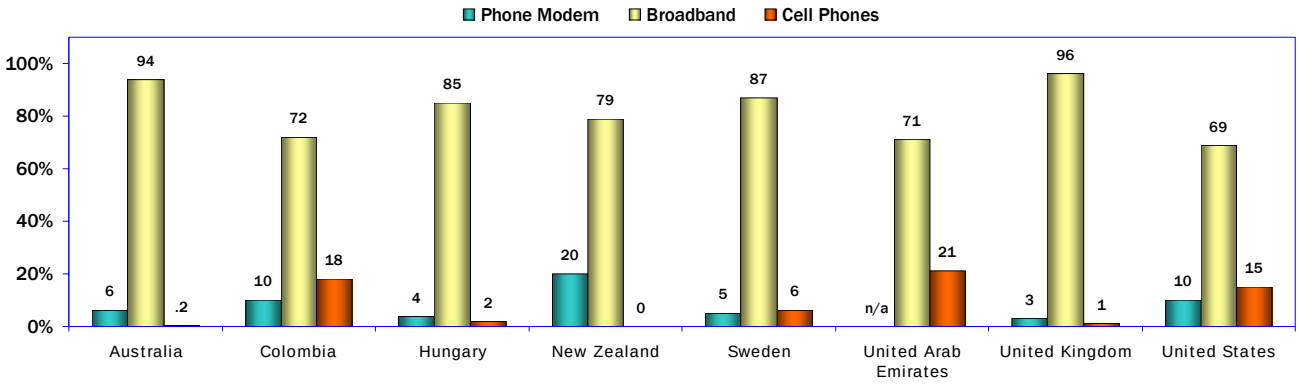
11. Internet Connections: Broadband, Modem, and Cell Phone

More than 70 percent of Internet users in all of the WIP countries except Cyprus (Turkish-Cypriots) go online through a broadband connection.

In six countries -- Australia, Cyprus (Greek-Cypriots), Hungary, Portugal, Sweden, and the United Kingdom -- at least 85 percent of users go online with broadband. Only in Cyprus (Turkish-Cypriots) and New Zealand do 20 percent or more of users go online with a telephone modem.

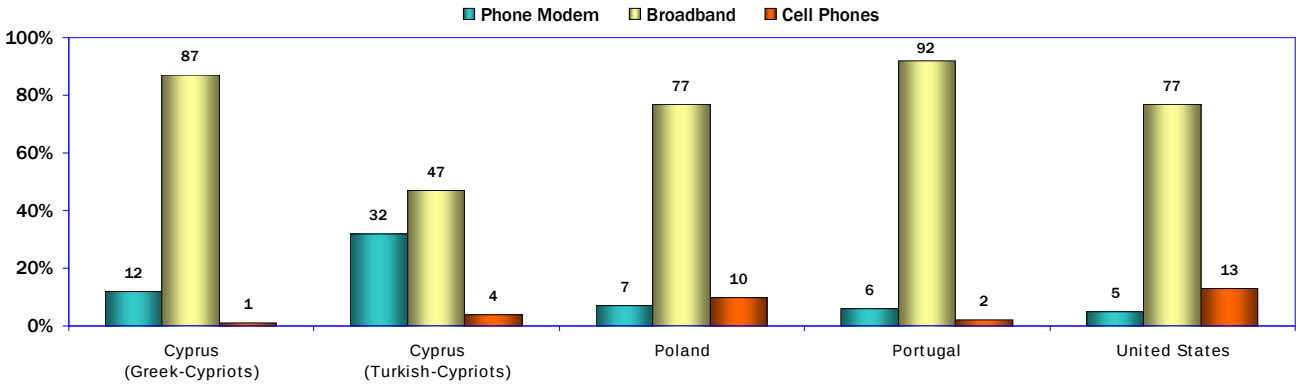
Internet access by cell phone is reported by at least five percent of users in Colombia, Poland, Sweden, the United Arab Emirates, and the United States.

Internet Connection at Home
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q19 K-2 2009

Internet Connection at Home
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



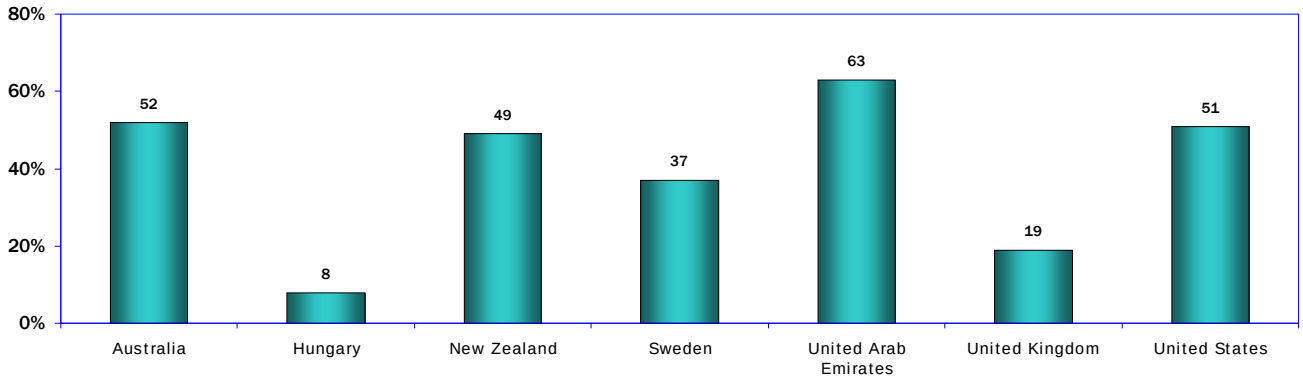
Q18 K-2 2010

12. Wireless Devices and Internet Access

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

In 2009, all of the WIP countries except for Hungary and the United Kingdom reported that at least 37 percent of users go online through a cell phone or a wireless computer.

Internet Access by Cell Phone or Wireless Computer
(All Internet Users -- 2009 Reporting Countries)

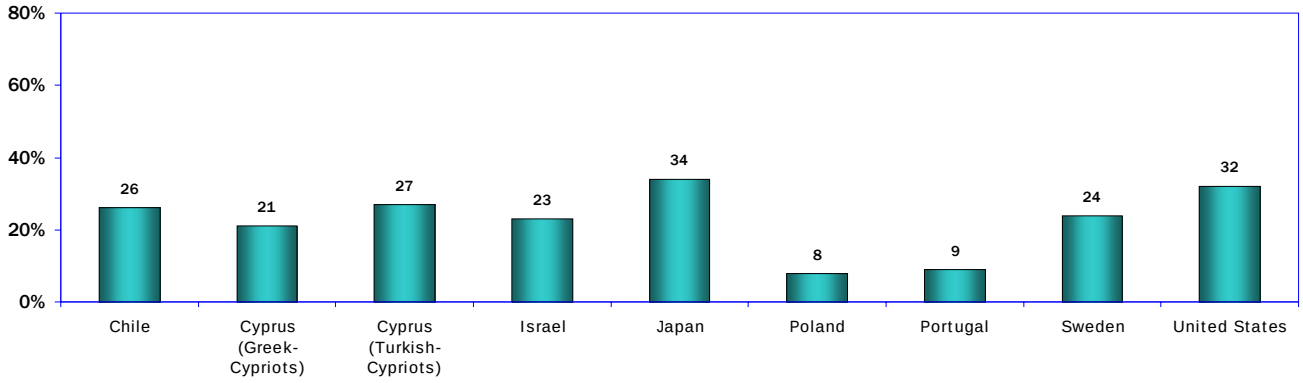


Q4 K-2 2009

13. Internet Access by Wireless Devices Such as the Cell Phone

In 2010, all of the WIP countries except Poland and Portugal reported more than 20 percent who access the Internet by cell phone.

Internet Access by Wireless Devices Such as Cell Phones
(All Internet Users -- 2010 Reporting Countries)



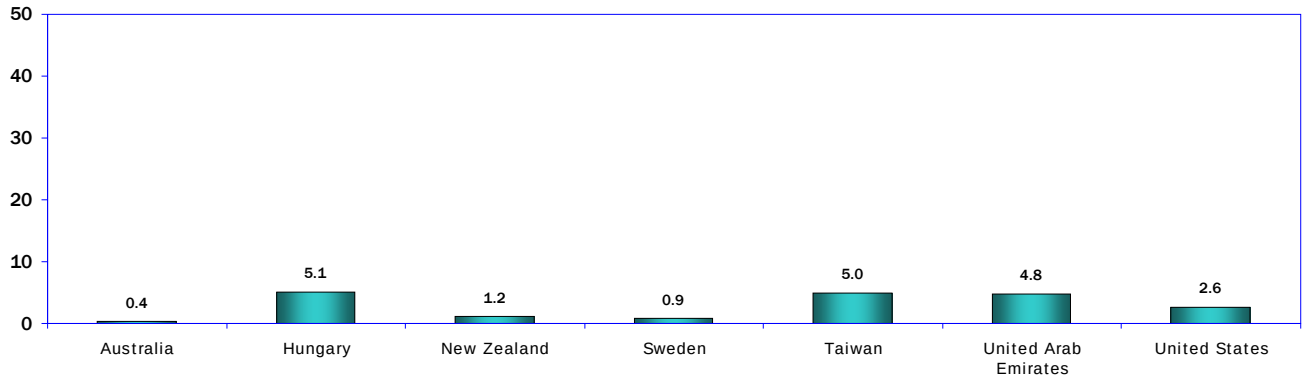
Q6 K-1 2010

14. Handheld Devices: Hours Per Week

While Internet access through handheld devices remains relatively low, users in Hungary, Japan, Portugal, Taiwan, the United Arab Emirates, and the United States in 2010 reported at least three hours per week on average online through a handheld device.

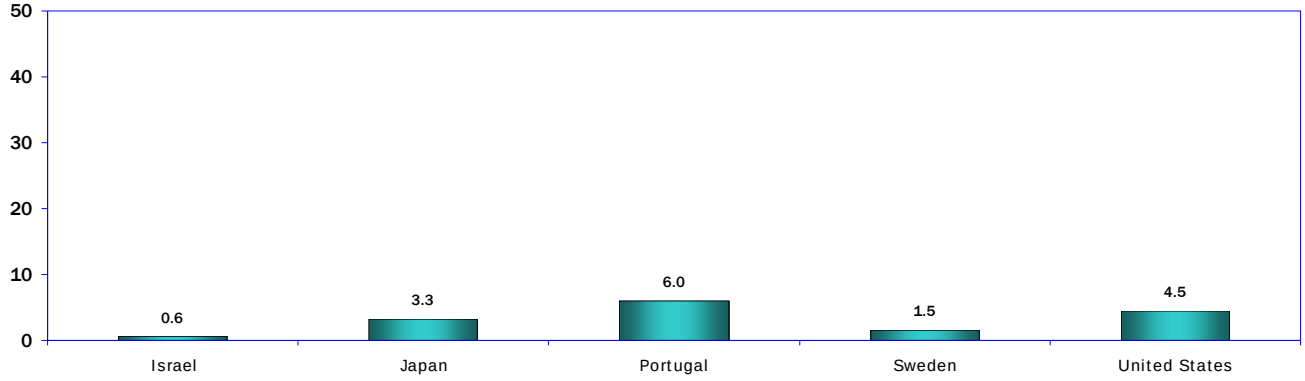
Internet users in Australia and Sweden in 2009, and Israel in 2010 reported less than one hour per week on average of online access through a handheld device.

Internet Access by Handheld Devices: Average Hours Per Week
(Those Using the Internet from a Wireless Device -- 2009 Reporting Countries)



Q4 K-3 2009

Internet Access by Handheld Devices: Average Hours Per Week
(Those Using the Internet from a Wireless Device -- 2010 Reporting Countries)



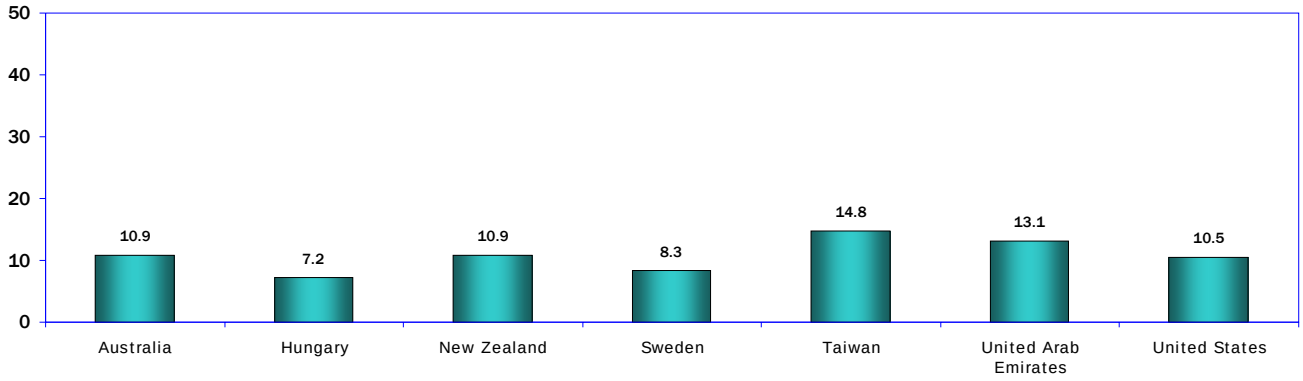
Q6 K-2 2010

15. Internet Access by Wireless Computers: Hours Per Week

The WIP countries in 2009 reported more hours of access through wireless connection on computers -- either desktop or laptop -- compared to access by cell phone.

Internet users in five countries reported more than 10 hours per week on average of Internet access by wireless computer: Taiwan (14.8), the United Arab Emirates (13.1), Australia and New Zealand (10.9), and the United States (10.5).

Internet Access by Wireless Computer: Average Hours Per Week
(Users Who Go Online through a Wireless Computer -- 2009 Reporting Countries)



Q4 K-4 2009

16. Internet Non-Users – Reasons for Not Going Online

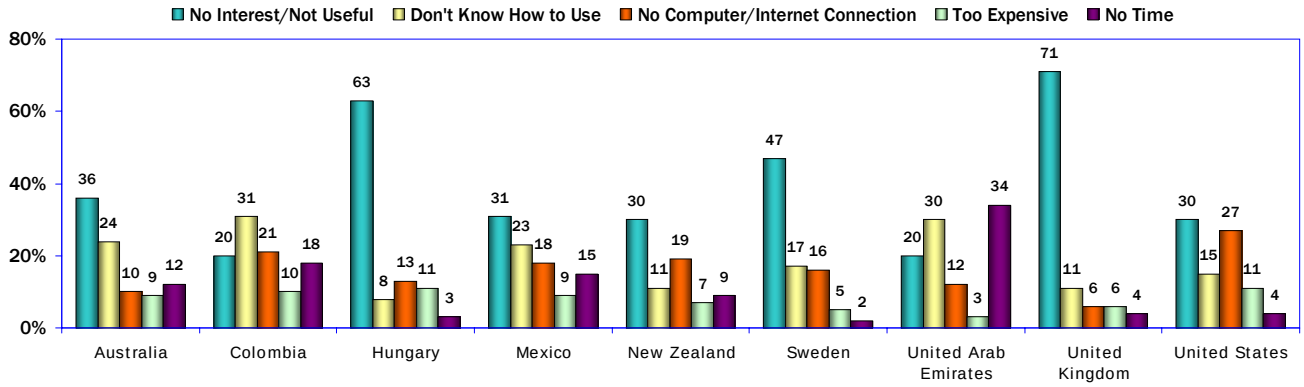
Internet non-users reported several reasons for not going online, and "no interest" or "not useful" is the most-cited reason by non-users in 12 of the WIP countries: Australia, Cyprus, Hungary, Israel, Japan, Mexico, New Zealand, Poland, Portugal, Sweden in 2009 and 2010, the United Kingdom, and the United States in 2009.

More than half of non-users in Cyprus (Greek-Cypriots), Hungary, Poland, Sweden in 2010, and the United Kingdom cited "no interest" or "not useful" as their reason for not going online.

The cost of going online does not affect a large percentage of respondents in any of the WIP countries. Less than 20 percent of non-users in all of the countries said that expense prevented them from going online. In 13 countries, 10 percent or less of non-users reported expense as an issue.

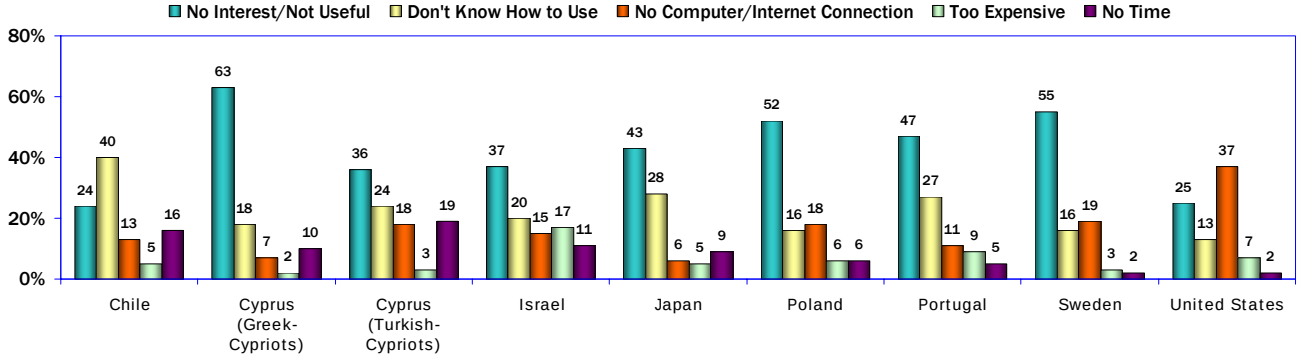
Compared to the cost of going online, lack of knowledge was reported by larger percentages in most countries. In nine WIP countries, at least 20 percent of non-users said they do not go online because they do not know how to use the Internet; high percentages were reported in Chile (40 percent), Colombia (31 percent), the United Arab Emirates (30 percent), Japan (28 percent), and Portugal (27 percent).

Internet Non-Users: Why Not Online?
(Non-Users Age 18 and Older -- 2009 Reporting Countries)



Q3 K-1 2009

Internet Non-Users: Why Not Online?
(Non-Users Age 18 and Older -- 2010 Reporting Countries)



Q4 K-1 2010

World Internet Project
International Report

Third Edition

Access to Online Information Sites

17. Overview: Access to Online Information Sites

Summing up findings on the use of Internet information sites that are accessed weekly, daily, and several times a day, users in the WIP countries reported a wide range of online access. For example, the percentage of users who go online at least weekly to search for products in 2010 ranges from a low of 17 percent in Sweden to a high of 49 percent in the United States.

For specific details on responses to questions about specialized websites, see pages 71-76.

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

	2009										2010								
	Australia	Colombia	Hungary	Mexico*	New Zealand	Sweden	Taiwan	United Arab Emirates	United Kingdom	United States	Chile	Cyprus (Greek-Cypriots)	Cyprus (Turkish-Cypriots)	Israel	Japan	Poland	Portugal	Sweden	United States
Searching for Products	55	26	38	11	46	24	49	53	n/a	41	36	43	46	36	29	30	28	17	49
Internet Surfing	77	31	70	19	83	37	90	76	76	79	76	69	56	75	29	76	50	40	79
Travel Information	23	17	18	4	23	15	22	31	n/a	13	10	22	22	24	6	16	13	14	14
Looking for Jobs or Work	18	25	19	n/a	16	9	6	28	12	19	14	9	18	8	4	14	13	9	17
Health Information	21	26	19	9	22	9	33	43	11	25	23	29	47	34	31	24	16	10	24
Religious or Spiritual	5	19	4	3	9	2	7	31	3	12	4	6	17	20	0	8	7	3	12

* Mexico data is "Daily" and "Several Times a Day" only

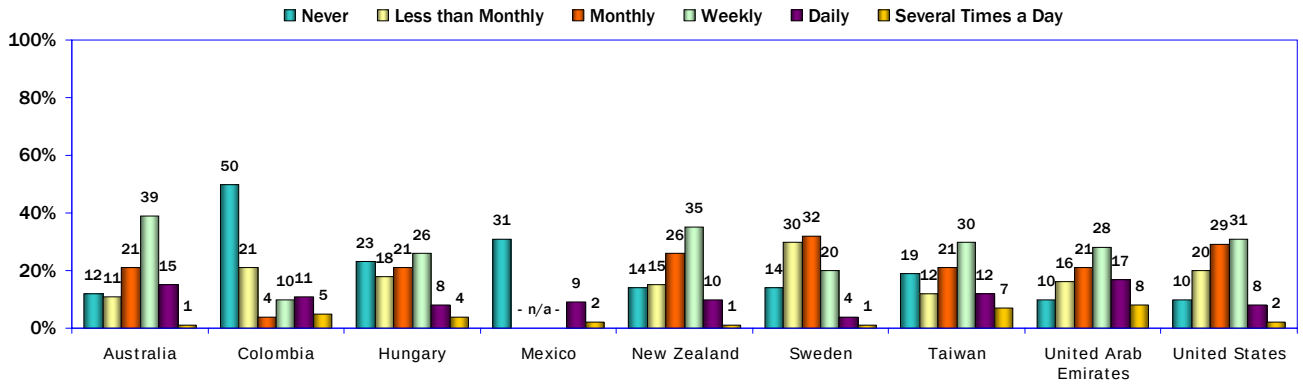
18. Searching for Products Online

Large percentages of users in most of the World Internet Project countries go online at least weekly to look for product information.

In nine of the WIP countries, one-third or more of users said they go online weekly, daily, or several times a day to look for information about a product: Australia, Chile, Cyprus, Hungary, Israel, New Zealand, Taiwan, the United Arab Emirates, and the United States in 2009 and 2010.

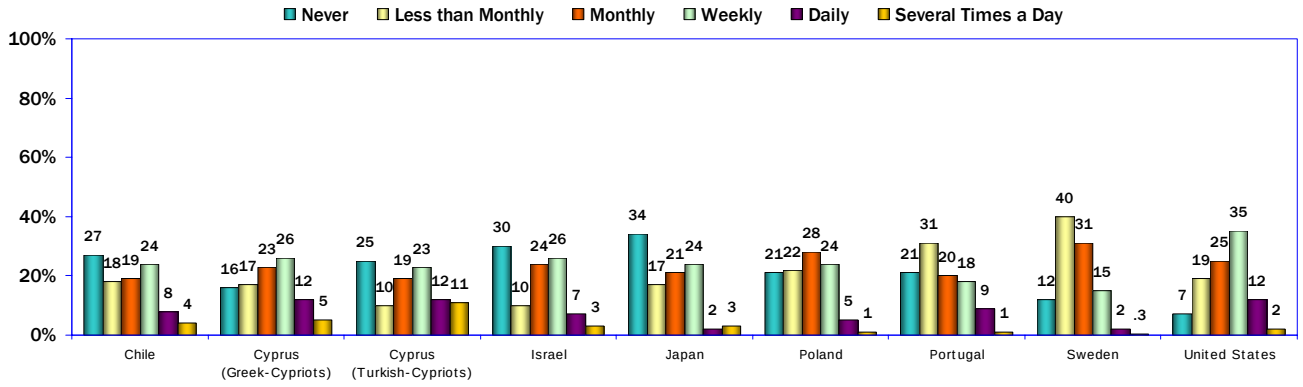
For findings about buying online, see page 100.

Internet Use for Information about a Product
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23A K-1 2009

Internet Use for Information about a Product
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22A K-1 2010

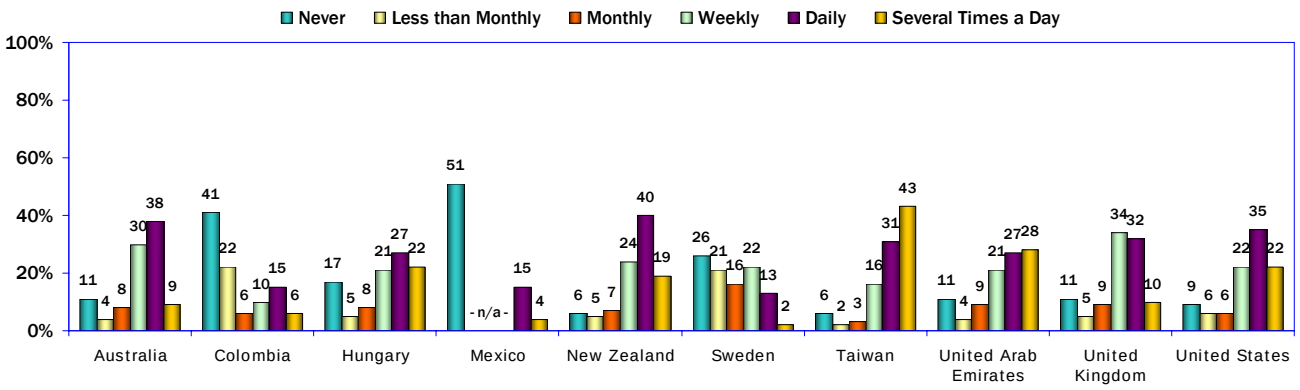
19. Internet Surfing

Internet users in the WIP countries reported a wide range of Internet use for "surfing" or browsing of websites.

One-half or more of Internet users in Australia, Chile, Cyprus, Hungary, Israel, New Zealand, Poland, Portugal, Taiwan, the United Arab Emirates, the United Kingdom, and the United States in 2009 and 2010 reported going online at least weekly to generally browse the Internet. Percentages range as high as 90 percent in Taiwan, 83 percent in New Zealand, and 79 percent in the United States in 2009 and 2010.

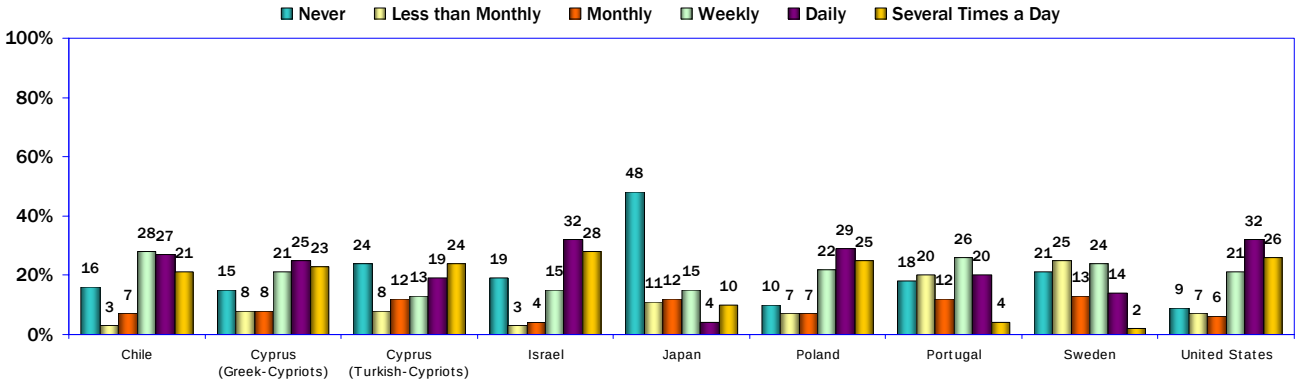
However, in some WIP countries, percentages of users who go online at least weekly to browse the Internet are much lower, such as 37 percent in Sweden in 2009, 31 percent in Colombia, and 29 percent in Japan.

Surfing or Browsing Internet Sites
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22G K-1 2009

Surfing or Browsing Internet Sites
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21G K-1 2010

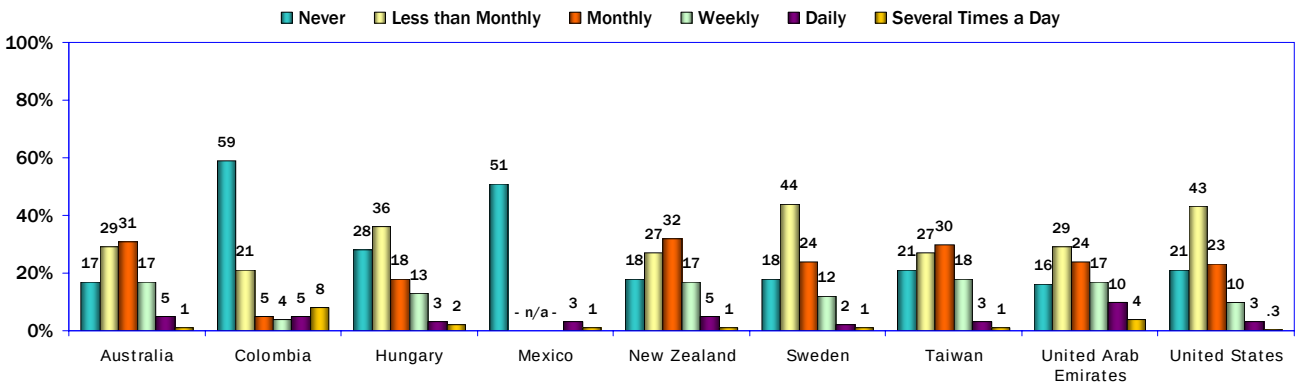
20. Travel Information

Substantial percentages of Internet users in most of the WIP countries go online at least monthly to look for travel information. Among the highest percentages: Israel (59 percent), New Zealand and the United Arab Emirates (55 percent), Australia (54 percent), Taiwan (52 percent), Cyprus (Greek-Cypriots 44 percent), Cyprus (Turkish-Cypriots 42 percent), Hungary (36 percent), and Sweden in 2009 (39 percent).

However, in eight WIP countries, more than 25 percent of users never go online to look for travel information. In four of these countries, more than 40 percent never go online to look for travel information: Chile and Colombia (59 percent), Mexico (51 percent), and Japan (45 percent).

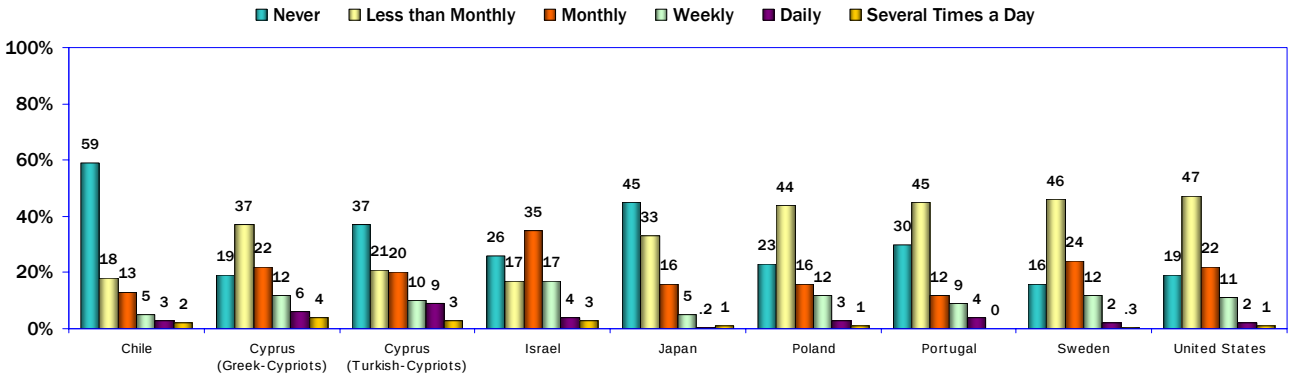
(Note: this question looks at respondents' use of the Internet for general information about travel; for the question about using the Internet for travel reservations or bookings, see page 86).

Internet Use to Look for Travel Information
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q21B K-1 2009

Internet Use to Look for Travel Information
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



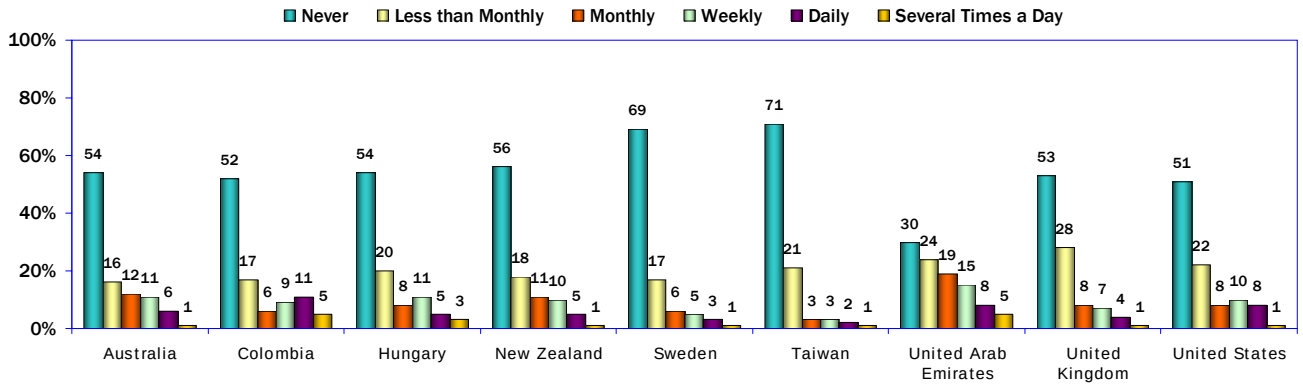
Q20B K-1 2010

21. Internet Use to Look for Jobs or Work

Even in a faltering global economy, large percentages of users in the WIP countries never go online to do job searches -- at least 40 percent in all of the reporting countries except for the United Arab Emirates. In Cyprus (Greek-Cypriots), Israel, Taiwan, and Japan, more than 70 percent of users never go online to look for jobs or work.

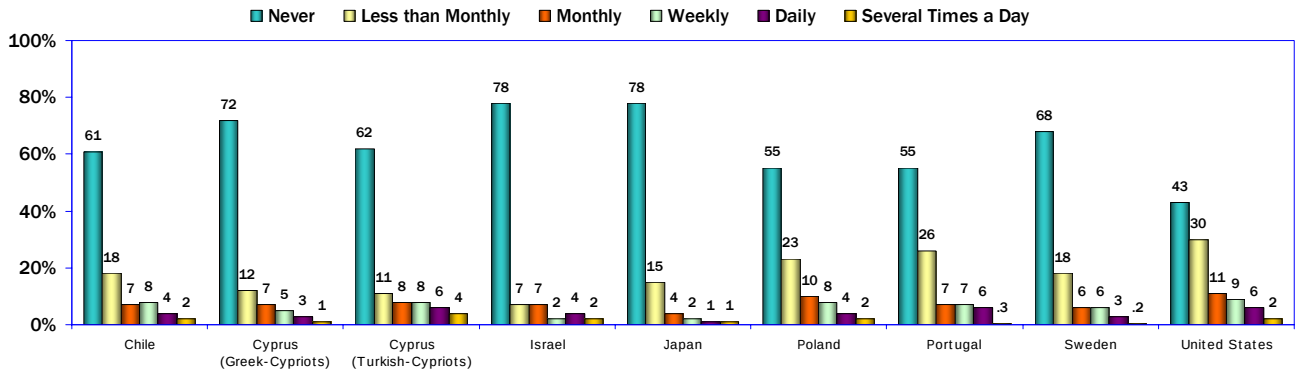
However, in 11 countries, 20 percent or more of users go online to look for jobs or work at least monthly: the United Arab Emirates (47 percent); Colombia (31 percent); Australia (30 percent); the United States in 2010 (28 percent); Hungary, New Zealand and the United States in 2009 (27 percent); Cyprus (Turkish-Cypriots 26 percent); Poland (24 percent); Chile (21 percent); and Portugal and the United Kingdom (20 percent).

Internet Use to Look for Jobs or Work
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q21C K-1 2009

Internet Use to Look for Jobs or Work
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q20C K-1 2010

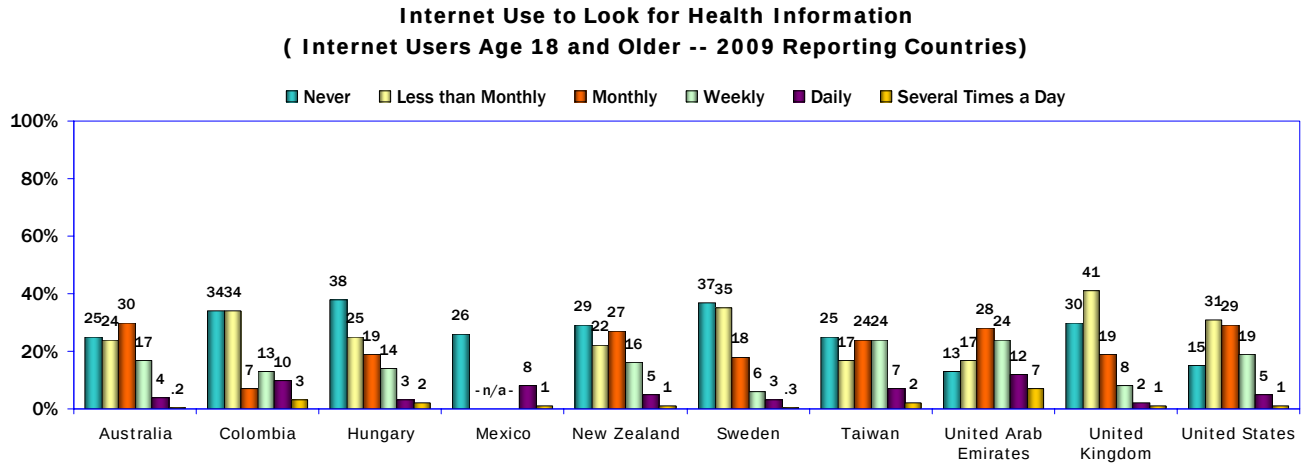
22. Health Information

Large percentage of users in most of the World Internet Project countries go online to look for health-related information at least weekly. However, significant percentages in several countries never use the Internet as a source for health-related content.

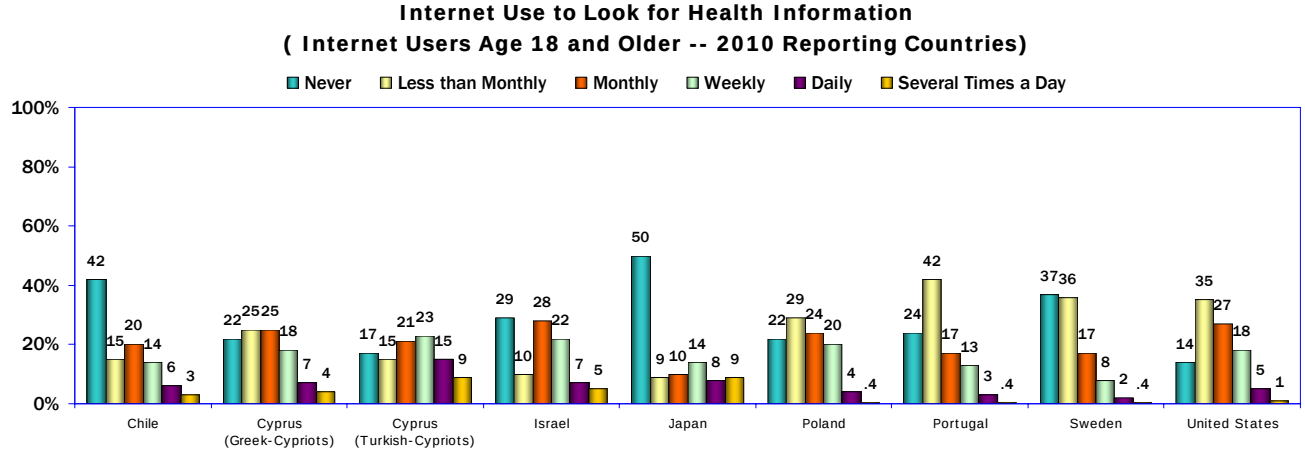
In 11 of the WIP countries, 20 percent or more of users go online for health information at least weekly: Australia, Chile, Colombia, Cyprus, Israel, Japan, New Zealand, Poland, Taiwan, the United Arab Emirates, and the United States in 2009 and 2010.

Use of the Internet to look for health information at least monthly is particularly high in the United Arab Emirates (71 percent), Cyprus (Turkish-Cypriots 68 percent), Israel (62 percent), Taiwan (57 percent), Cyprus (Greek-Cypriots 54 percent), the United States in 2009 (54 percent) and 2010 (51 percent).

In all of the WIP countries except Cyprus (Turkish-Cypriots), the United Arab Emirates, and the United States, at least 20 percent of users never use the Internet as a source of health information. Countries reporting particularly high percentages of users who never use the Internet to find health-related content are Japan (50 percent), Chile (42 percent), Hungary (38 percent), and Sweden (37 percent).



Q21F K-1 2009



Q20F K-1 2010

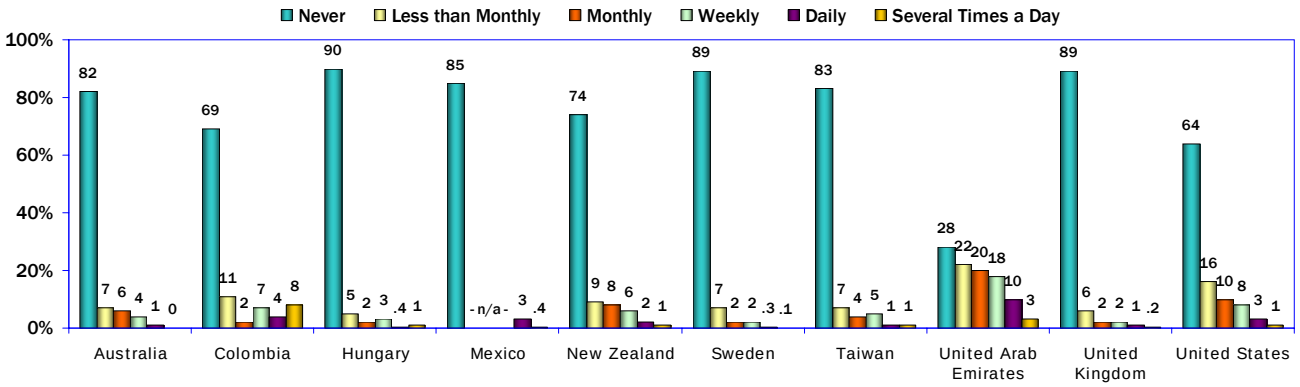
23. Religious or Spiritual Websites

Very large percentages of users in all of the WIP countries except the United Arab Emirates never go online to look at websites for religious or spiritual information.

Eighty percent or more of users in Australia, Chile, Cyprus (Greek-Cypriots), Hungary, Japan, Mexico, Sweden, Taiwan, and the United Kingdom never use the Internet to look at religious or spiritual websites.

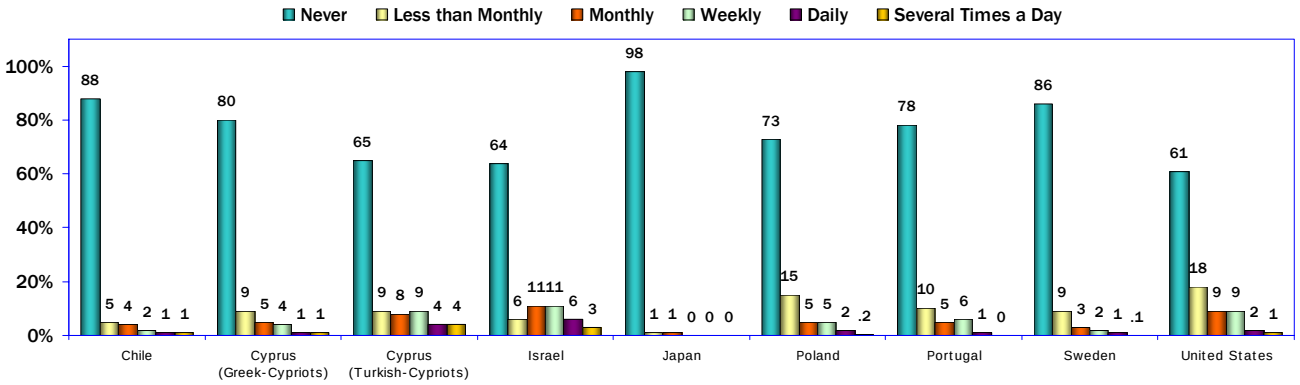
The United Arab Emirates reported the largest percentages by far of users who go online for religious or spiritual websites, with 51 percent using the Internet for this at least monthly. Five countries reported more than 10 percent of users who use the Internet at least weekly to look at religious or spiritual websites: the United Arab Emirates (31 percent), Israel (20 percent), Colombia (19 percent), Cyprus (Turkish-Cypriots 17 percent), and the United States (12 percent in both 2009 and 2010).

Internet Use to Look at Religious or Spiritual Websites
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22D K-1 2009

Internet Use to Look at Religious or Spiritual Websites
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21D K-1 2010

World Internet Project
International Report

Third Edition

Access to Online Services

24. Overview: Access to Online Services

Internet users in all of the WIP countries 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 *(see page 79)*. For example, very low percentages of users who access services on the Internet went online at least weekly in 2009 and 2010 to bet, make travel reservations, or invest. Much larger percentages of users in most WIP countries go online at least weekly to do fact-finding, download or listen to music, or look up a word.

In some specific categories, WIP countries reported extremely different responses. For example, 62 percent of users in Australia reported using banking services at least weekly in 2009, compared to four percent in Mexico.

For specific details on responses to questions about access to online services, see pages 80-92.

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

	2009										2010								
	Australia	Colombia	Hungary	Mexico	New Zealand	Sweden	Taiwan	United Arab Emirates	United Kingdom	United States	Chile	Cyprus (Greek-Cypriots)	Cyprus (Turkish-Cypriots)	Israel	Japan	Poland	Portugal	Sweden	United States
Games	23	21	33	13	23	14	43	39	21	30	19	38	n/a	24	24	27	27	18	36
Video	31	33	26	n/a	23	13	30	55	16	30	33	43	n/a	41	20	20	19	18	37
Music	35	42	38	29	25	22	39	56	34	34	37	51	n/a	46	18	35	25	33	33
Online Radio	11	23	15	8	12	16	10	18	n/a	21	16	25	36	21	1	23	18	16	21
Betting	4	15	5	1	3	3	2	10	3	3	3	6	18	4	1	4	4	2	4
Sexual Content	10	13	8	1	5	4	7	n/a	3	13	4	6	14	10	4	9	12	4	14
Travel Reservations	5	12	2	1	3	5	1	12	12	5	2	5	9	3	1	3	5	3	3
Bills	40	13	2	1	29	10	5	20	9	26	6	5	11	7	1	13	7	9	26
Banking Services	62	16	6	4	60	35	10	28	32	50	8	23	11	22	5	30	10	39	54
Investing	6	13	2	1	1	7	9	15	9	6	3	3	6	5	3	3	4	7	3
Jokes/ Humor	17	21	25	6	18	11	16	37	12	25	13	19	51	14	9	30	21	11	26
Fact-Finding	43	49	43	23	51	30	26	67	52	56	55	44	68	43	25	49	25	34	59
Look up a Word	34	47	30	30	35	19	32	63	23	37	49	43	65	39	21	30	16	25	39

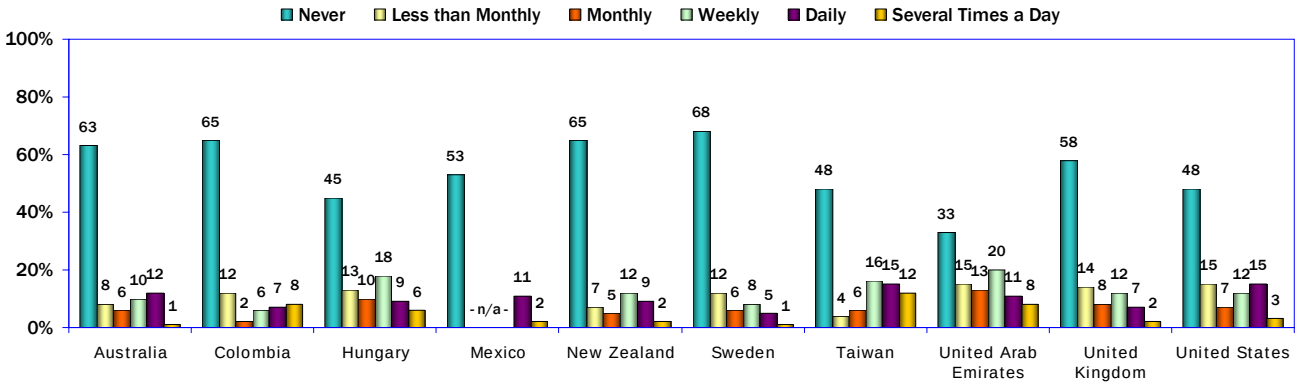
25. Playing Games Online

While small percentages of users in all of the World Internet Project countries go online at least occasionally to play games, large percentages never use the Internet to play games.

More than 25 percent of users go online at least weekly to play games in Taiwan (43 percent), the United Arab Emirates (39 percent), Cyprus (Greek-Cypriots 38 percent), the United States in 2010 (36 percent), Hungary (33 percent), the United States in 2009 (30 percent), and Poland and Portugal (27 percent).

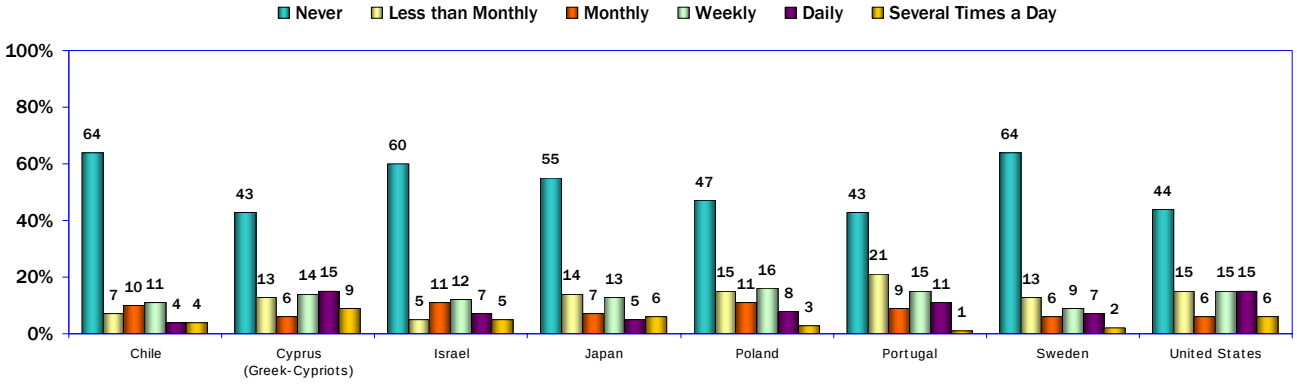
Sixty percent or more of Internet users in six WIP countries never go online to play games: Australia, Chile, Colombia, Israel, New Zealand, and Sweden.

Internet Use to Play Games
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22A K-1 2009

Internet Use to Play Games
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21A K-1 2010

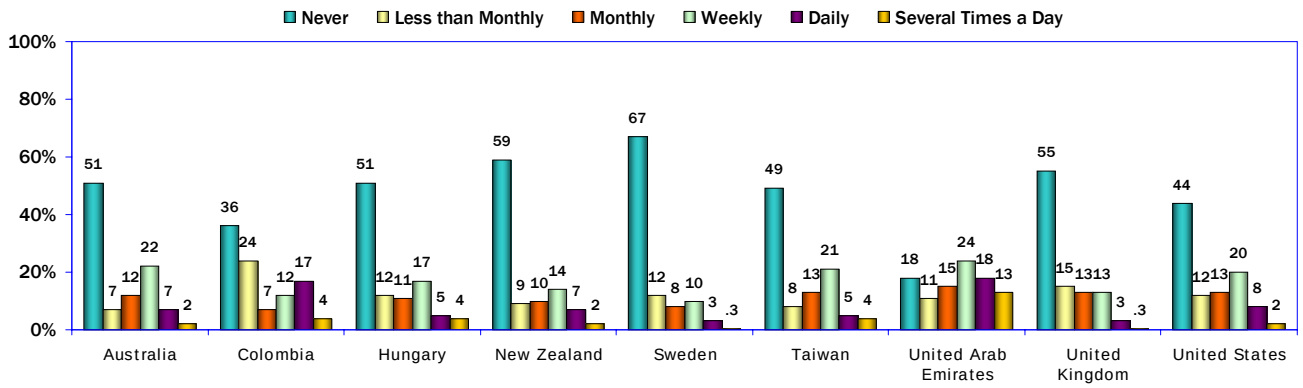
26. Downloading or Watching Videos

The WIP countries reported wide differences in Internet use to download or watch videos.

Forty percent or more of Internet users in Australia, Chile, Hungary, Israel, Japan, New Zealand, Poland, Portugal, Sweden in 2009 and 2010, Taiwan, the United Kingdom, and the United States in 2009 and 2010 never download or watch videos online.

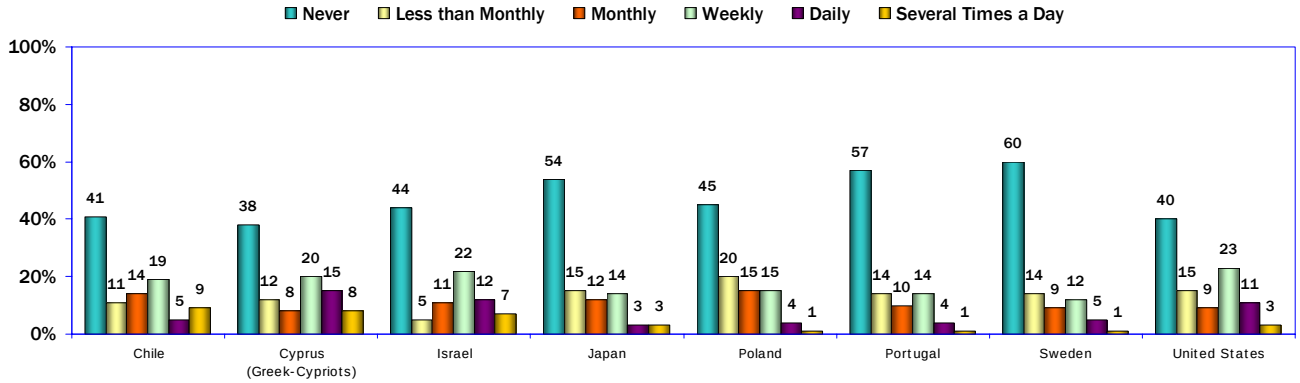
However, several WIP countries reported significant percentages that go online at least weekly. Countries that reported at least 30 percent of users going online at least weekly to download or watch videos were the United Arab Emirates (55 percent), Cyprus (Greek-Cypriots 43 percent), Israel (41 percent), the United States in 2010 (37 percent), Chile (33 percent), Colombia (33 percent), Australia (31 percent), Taiwan and the United States in 2009 (30 percent).

Internet Use to Download or Watch Videos
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22C K-1 2009

Internet Use to Download or Watch Videos
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21C K-1 2010

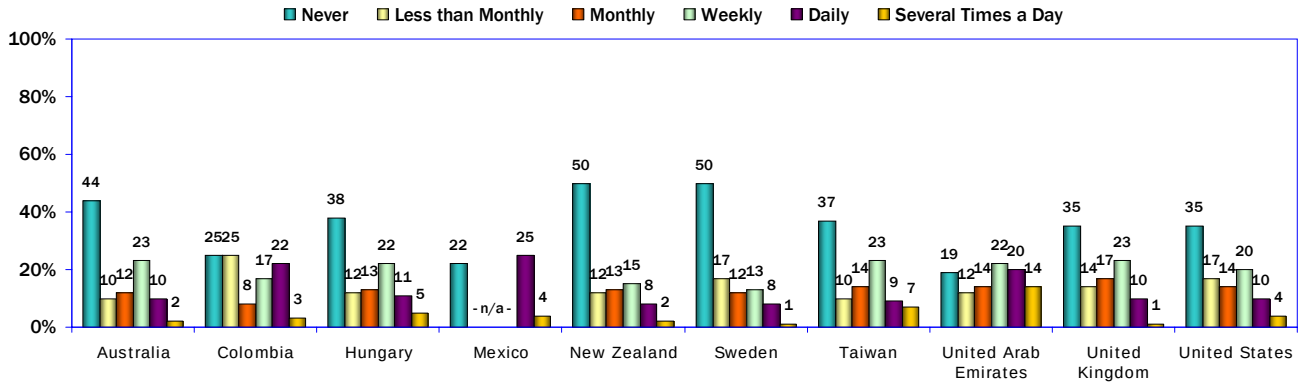
27. Downloading or Listening to Music

Compared to Internet use to download or watch videos (see the previous page), larger percentages of users go online to download or listen to music.

In all of the WIP countries except Japan, 20 percent or more of users download or listen to music online at least weekly. In four WIP countries, at least 40 percent of users go online at least weekly to listen to music or download songs: the United Arab Emirates (56 percent), Cyprus (Greek-Cypriots 51 percent), Israel (46 percent), and Colombia (42 percent).

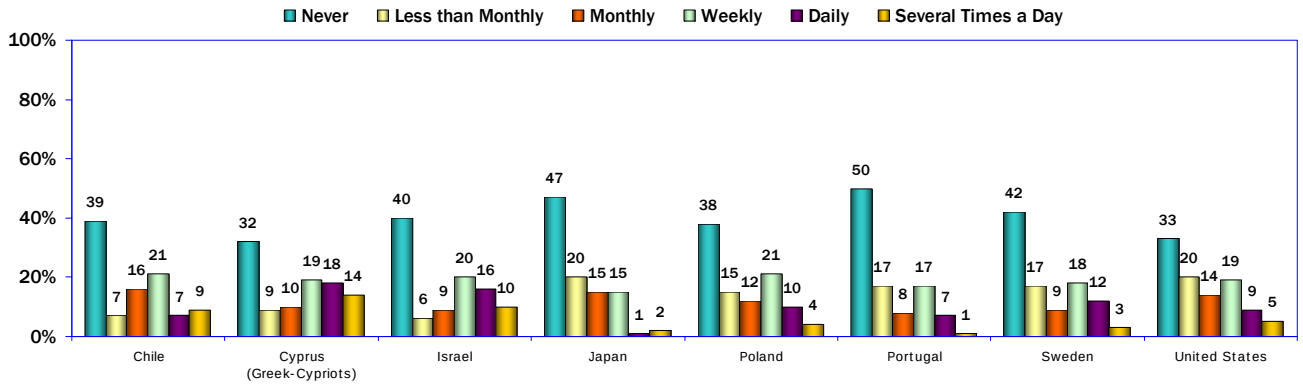
However, in 13 WIP countries, 30 percent or more of Internet users never go online to download or listen to music: New Zealand, Portugal, and Sweden in 2009 (50 percent), Japan (47 percent), Australia (44 percent), Sweden in 2010 (42 percent), Israel (40 percent), Chile (39 percent), Hungary and Poland (38 percent), Taiwan (37 percent), the United Kingdom and the United States in 2009 (35 percent), the United States in 2010 (33 percent), and Cyprus (Greek-Cypriots 32 percent).

Internet Use to Download or Listen to Music
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22B K-1 2009

Internet Use to Download or Listen to Music
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



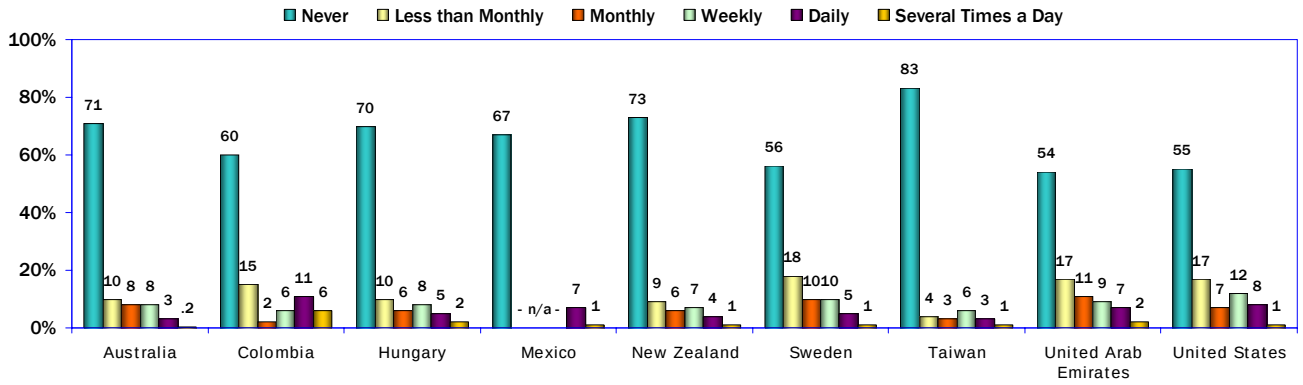
Q21B K-1 2010

28. Online Radio

Modest numbers of Internet users in the WIP countries go online to listen to radio. In all of the WIP countries except for Cyprus (Turkish-Cypriots), more than half of users never go online for radio.

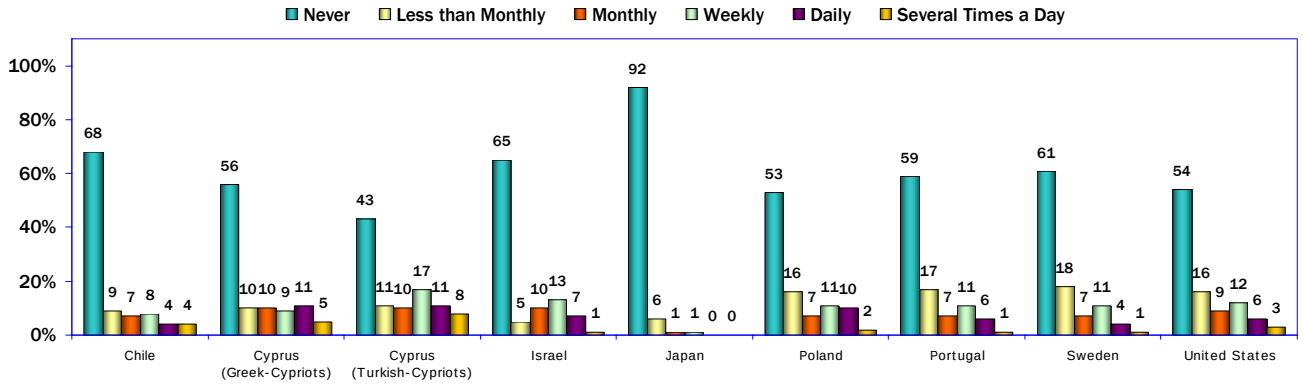
Only Cyprus (both Greek-Cypriots and Turkish-Cypriots) reported one-quarter or more users who go online at least weekly to listen to online radio.

Internet Use to Listen to Online Radio Stations
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22E K-1 2009

Internet Use to Listen to Online Radio Stations
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



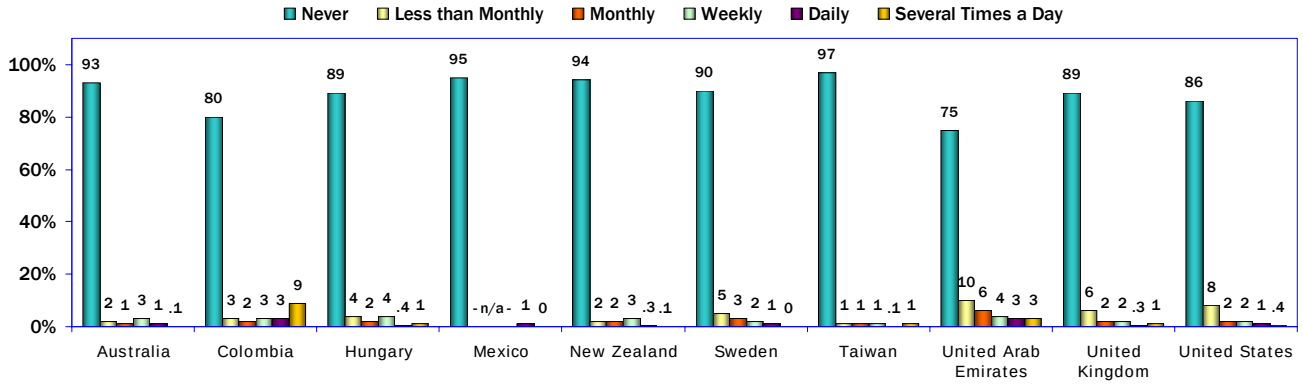
Q21E K-1 2010

29. Betting Online

Going online to bet, gamble, or enter sweepstakes is rare in the WIP countries. The largest percentages of users who bet at least weekly were reported in Cyprus (Turkish-Cypriots 18 percent), Colombia (15 percent), and the United Arab Emirates (10 percent).

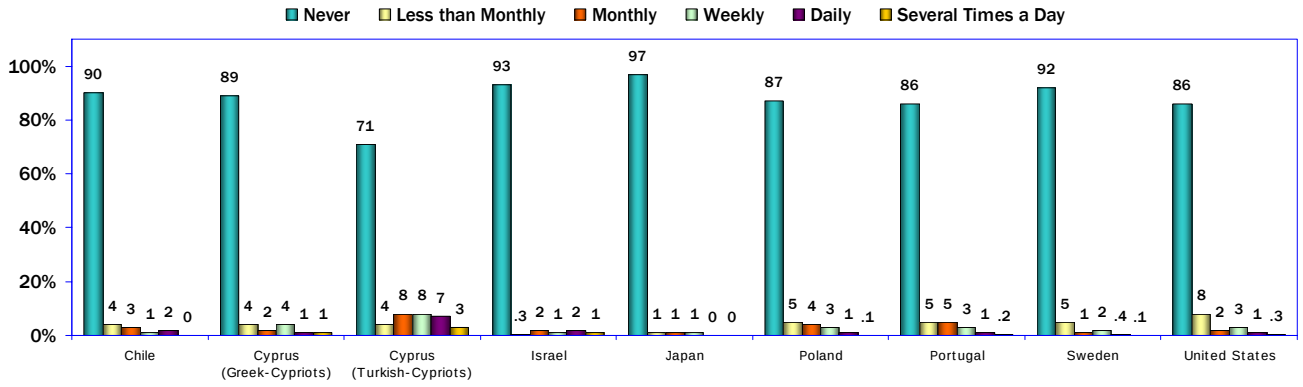
All of the responding countries reported 70 percent or more of users who never bet, gamble, or enter sweepstakes online.

Internet Use to Bet, Gamble, or Enter Sweepstakes
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22F K-1 2009

Internet Use to Bet, Gamble, or Enter Sweepstakes
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21F K-1 2010

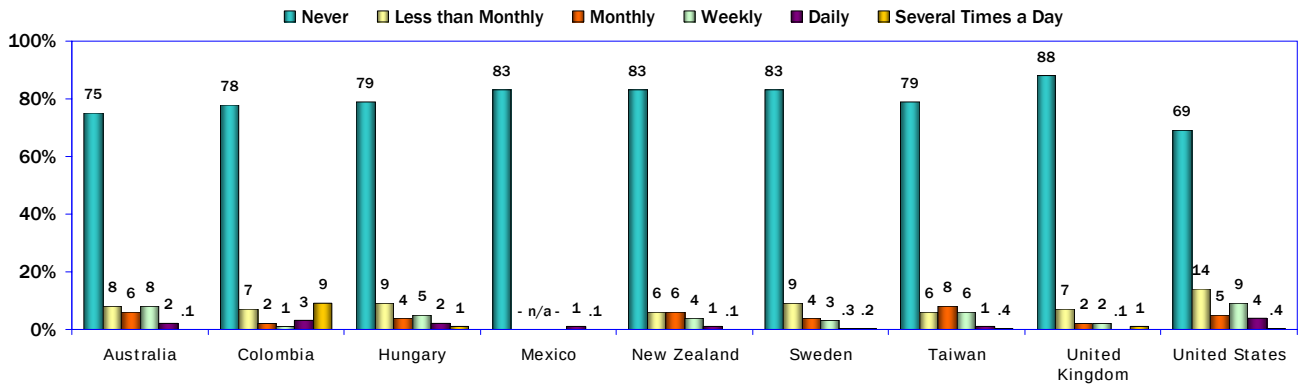
30. Sexual Content

In all of the WIP countries except Portugal and the United States, 70 percent or more of users said they never go online to look at websites with sexual content.

The only countries that reported 10 percent or more of users that go online at least weekly for sexual content were Cyprus (Turkish-Cypriots) and the United States in 2010 (14 percent), Colombia and the United States in 2009 (13 percent), Portugal (12 percent), and Australia and Israel (10 percent).

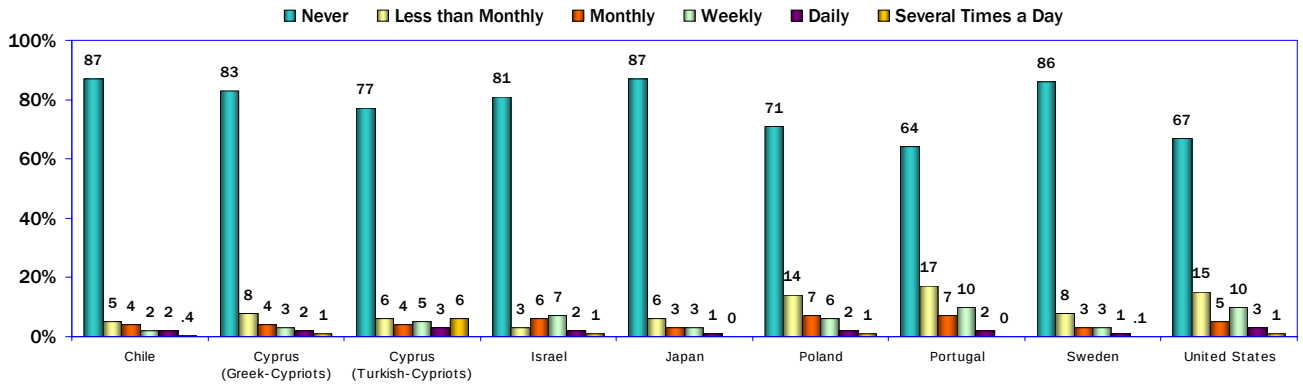
(Note: In all surveys collecting data on sexual behavior, responses are historically unreliable; respondents generally underreport their sexual behavior.)

Internet Use to Look at Sites with Sexual Content
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q22H K-1 2009

Internet Use to Look at Sites with Sexual Content
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q21H K-1 2010

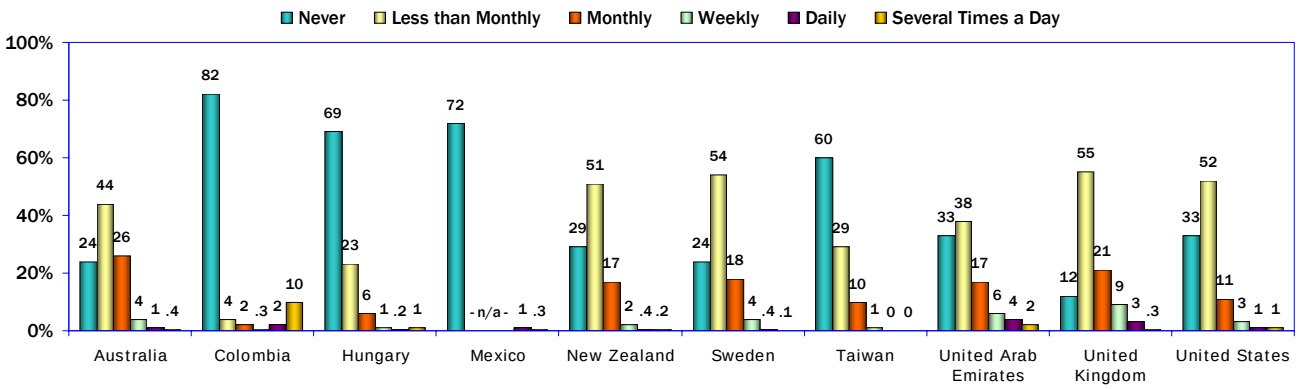
31. Travel Reservations or Bookings

Making travel reservations is not an everyday occurrence for most Internet users. However, surprisingly high percentages of users in most of the WIP countries go online at least monthly to make travel reservations or to book travel.

In seven WIP countries, more than 15 percent of users go online at least monthly to make travel reservations: the United Kingdom (33 percent), Australia (31 percent), the United Arab Emirates (29 percent), Sweden in 2009 (23 percent), Cyprus (Turkish-Cypriots) and Sweden in 2010 (21 percent), New Zealand (20 percent), and the United States in 2009 (16 percent).

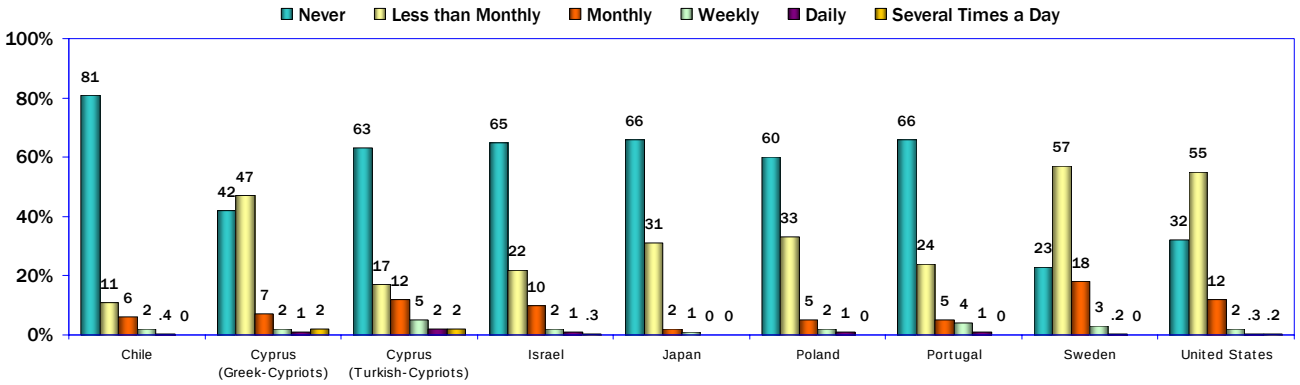
For findings about seeking travel information online, see page 73.

Internet Use to Make Travel Reservations or Bookings
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23C K-1 2009

Internet Use to Make Travel Reservations or Bookings
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q22C K-1 2010

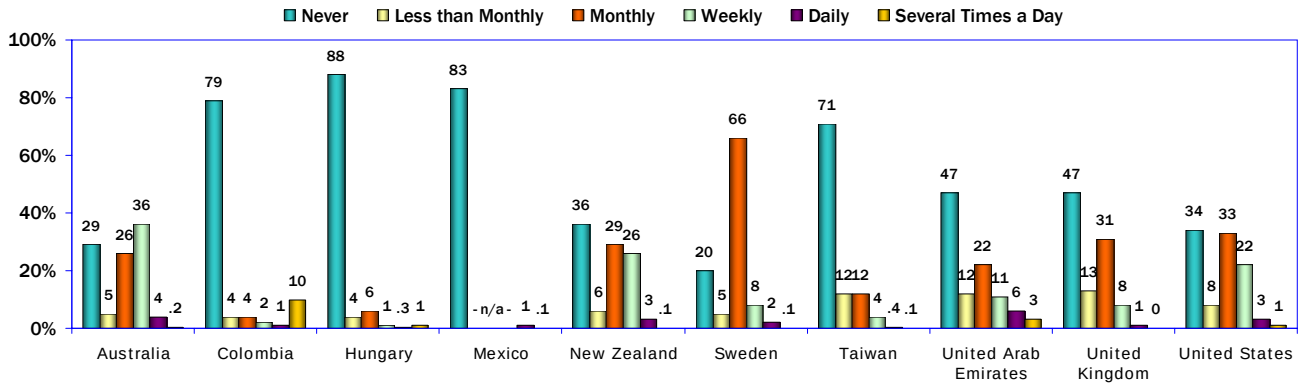
32. Paying Bills

Bill paying online is done by moderate percentages of users in most of the WIP countries. However, in seven of the WIP countries -- Chile, Colombia, Cyprus (Turkish-Cypriots), Hungary, Japan, Mexico, and Taiwan -- more than 70 percent of users never go online to pay bills.

Online bill payment is most common in Sweden, where 76 percent of users in 2009 and 78 percent of users in 2010 reported going online to pay bills on at least a monthly basis (a typical bill paying cycle). Eight other WIP countries reported 25 percent or more of users paying bills online at least monthly: Australia (66 percent), the United States in 2010 (62 percent), the United States in 2009 (59 percent), New Zealand (58 percent), Poland (44 percent), the United Arab Emirates (42 percent), the United Kingdom (40 percent), Israel (28 percent), and Cyprus (Greek-Cypriots 25 percent).

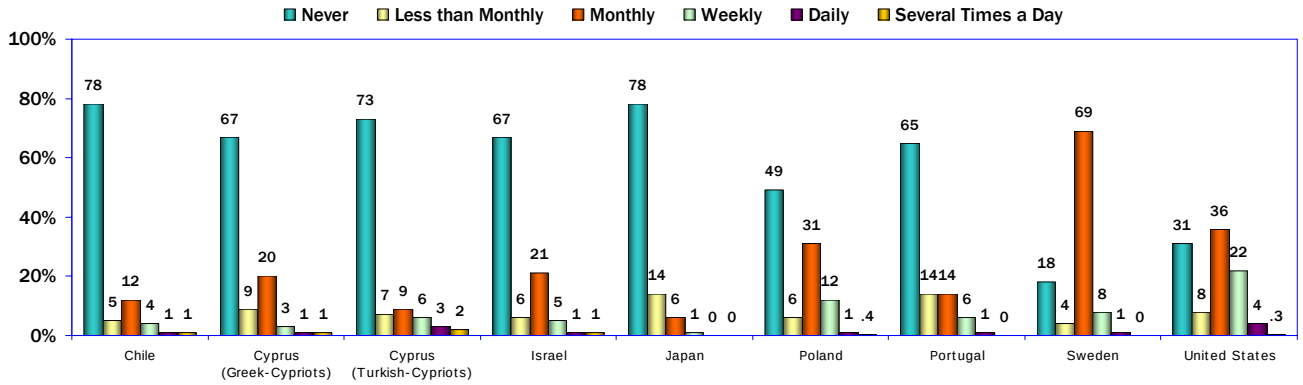
For data on users who use online banking services, see page 88.

Internet Use to Pay Bills
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23D K-1 2009

Internet Use to Pay Bills
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q22D K-1 2010

33. Online Banking Services

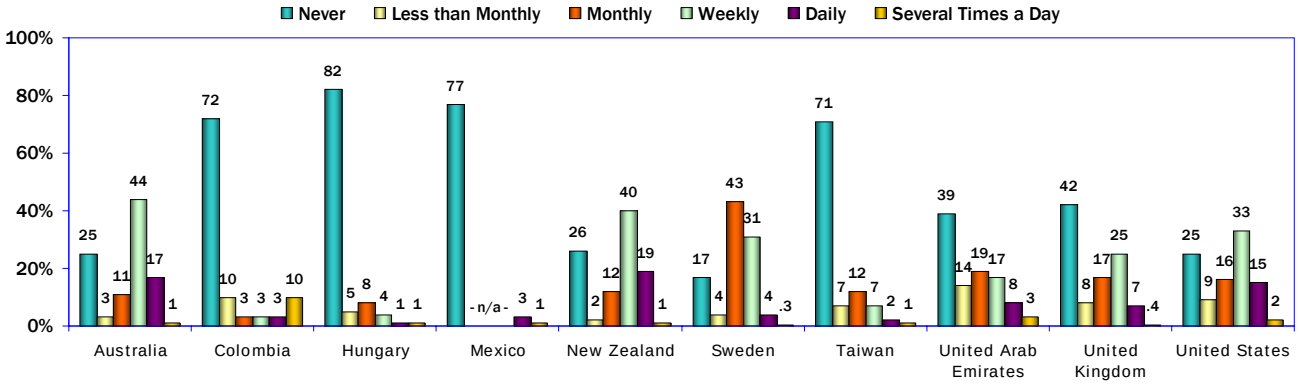
Compared to Internet users who go online to pay bills (see the previous page), somewhat higher percentages of users go online to use the online services provided by banks.

In nine of the WIP countries, 25 percent or more of users go online for online banking services at least monthly: Sweden in 2010 (82 percent), Sweden in 2009 (78 percent), Australia (73 percent), New Zealand (72 percent), the United States in 2010 (71 percent), the United States in 2009 (66 percent), the United Kingdom (49 percent), the United Arab Emirates (47 percent), Poland (48 percent), Israel (40 percent), and Cyprus (Greek-Cypriots 35 percent).

Ten percent or more of users in six countries go online at least daily for banking services: New Zealand (20 percent), Australia (18 percent), the United States in 2009 and 2010 (17 percent), Colombia (13 percent), Cyprus (Greek-Cypriots 12 percent), and the United Arab Emirates (11 percent).

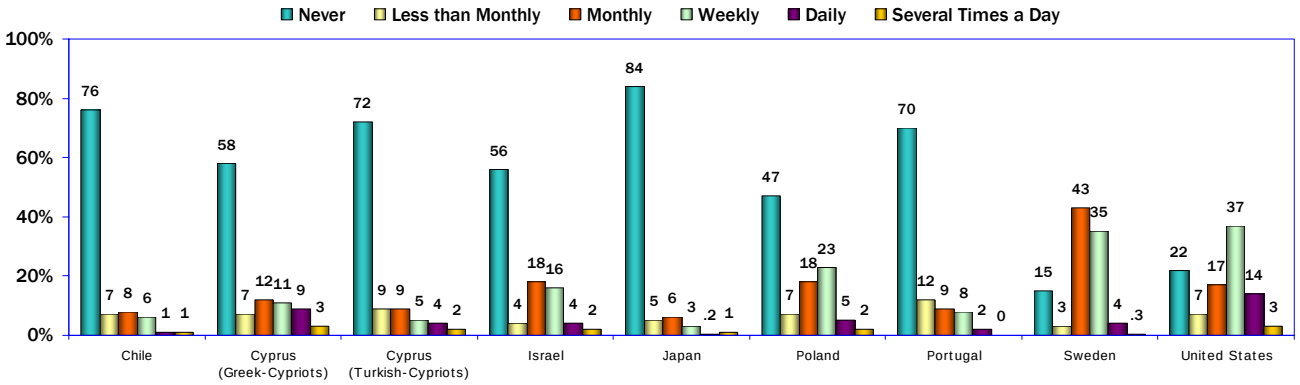
However, more than half of users in nine countries never go online for banking services: Chile, Colombia, Cyprus, Hungary, Israel, Japan, Mexico, Portugal, and Taiwan.

Internet Use for Online Banking Services
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23E K-1 2009

Internet Use for Online Banking Services
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



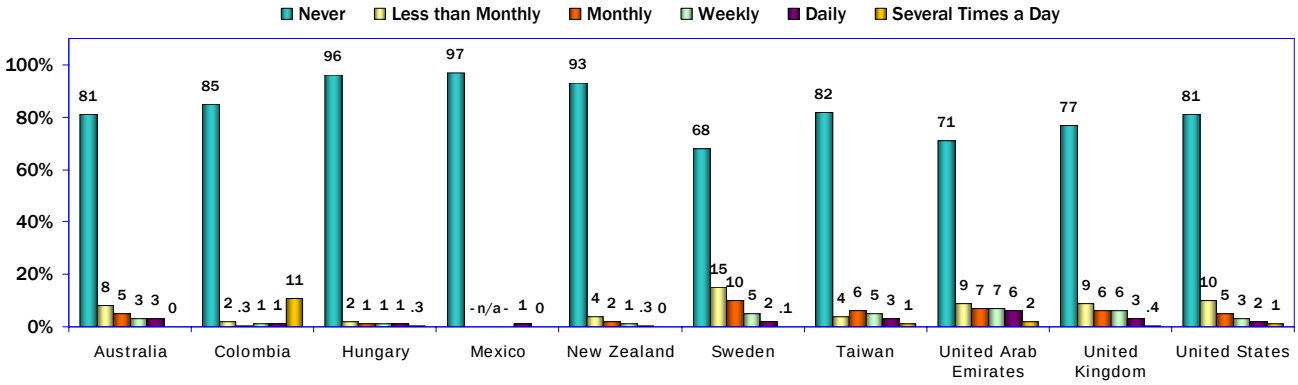
Q22E K-1 2010

34. Investing in Stocks, Bonds, or Funds

Only small percentages of users in most of the WIP countries go online to invest in stocks, bonds, or funds. In all of the WIP countries except Sweden, the United Arab Emirates, and the United States in 2010, 80 percent or more of users never go online to invest in stocks, bonds, or funds.

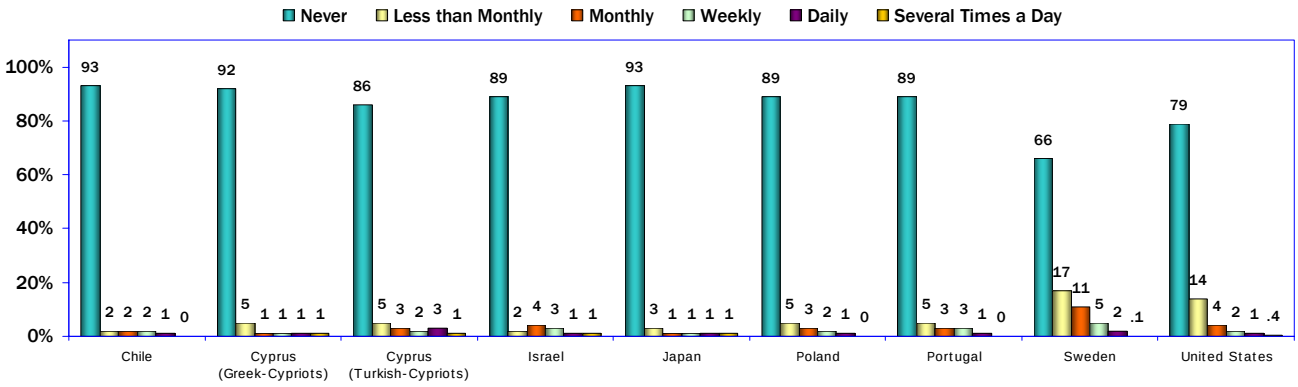
In seven of the WIP countries, more than 10 percent of users go online at least monthly to invest: the United Arab Emirates (22 percent), Sweden in 2010 (18 percent), Sweden in 2009 (17 percent), Taiwan and the United Kingdom (15 percent), Colombia (13 percent), and Australia and the United States in 2009 (11 percent).

Internet Use to Invest in Stocks, Bonds, or Funds
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23F K-1 2009

Internet Use to Invest in Stocks, Bonds, or Funds
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



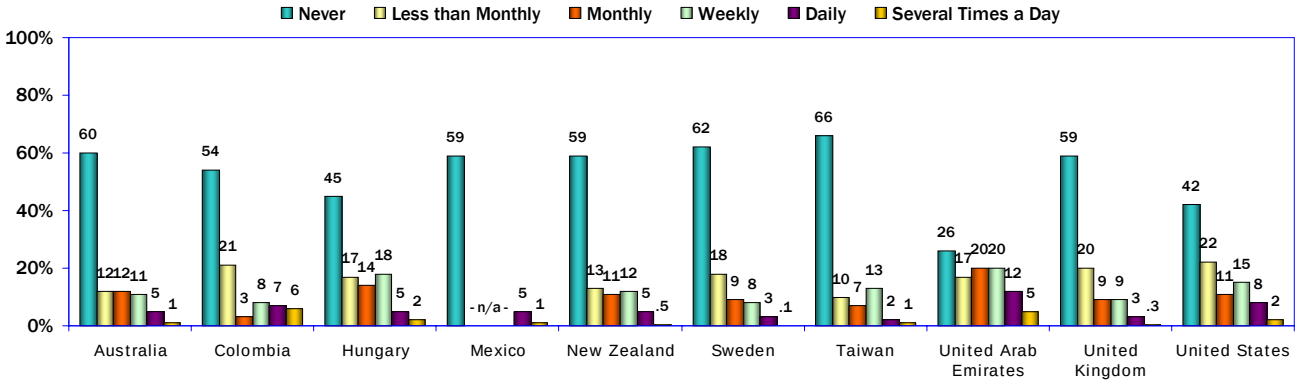
Q22F K-1 2010

35. Looking for Jokes or Humor

In seven of the WIP countries, more than 20 percent of users look for jokes or humor online at least weekly: Cyprus (Turkish-Cypriots 51 percent); the United Arab Emirates (37 percent); Poland (30 percent); the United States in 2010 (26 percent); Hungary and the United States in 2009 (25 percent); and Colombia and Portugal. (21 percent).

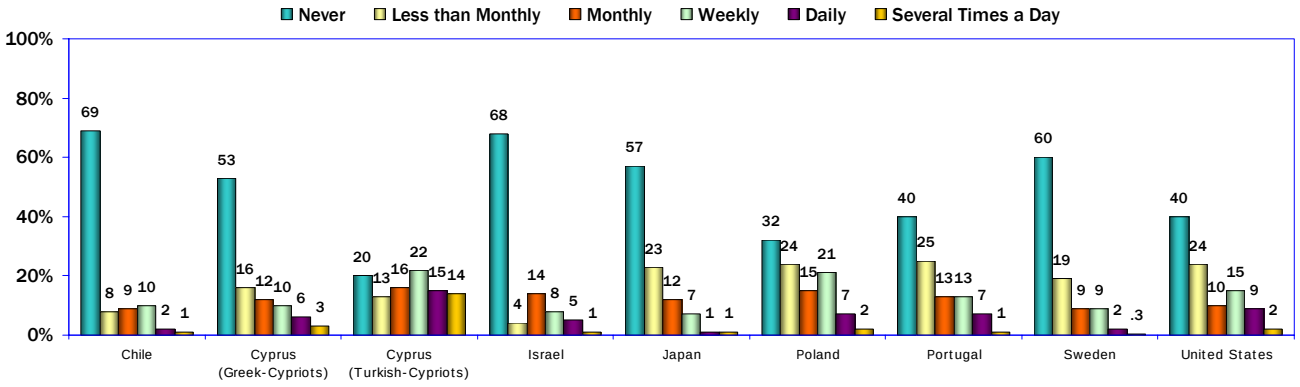
In all of the WIP countries except Cyprus (Turkish-Cypriots), the United Arab Emirates, and Poland, 40 percent or more of users never look for jokes or humor online.

Internet Use to Look for Jokes or Humor
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q21E K-1 2009

Internet Use to Look for Jokes or Humor
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q20E K-1 2010

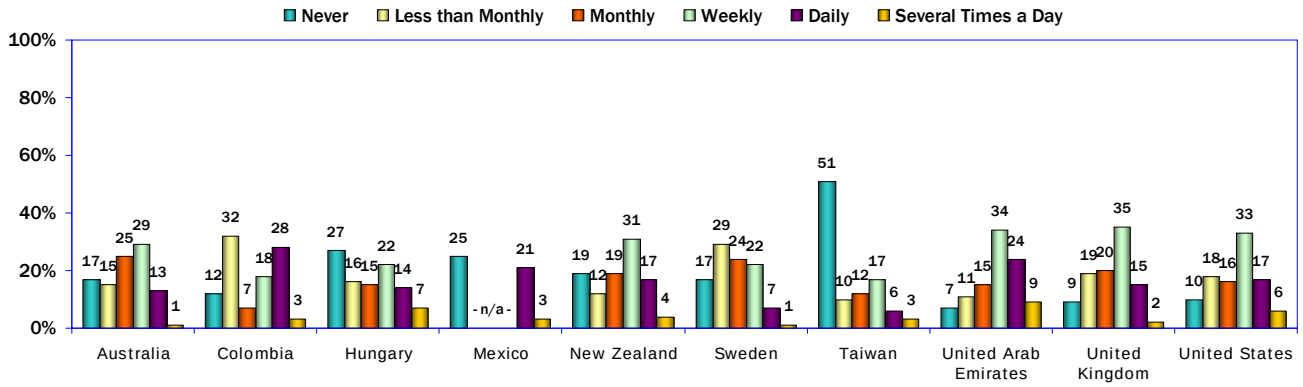
36. Finding or Checking a Fact

Large percentages of Internet users in all of the WIP countries go online to find or check facts.

Forty percent or more of users in 11 of the WIP countries go online at least weekly for fact finding or fact checking: Cyprus (Turkish-Cypriots 68 percent); the United Arab Emirates (67 percent); the United States in 2010 (59 percent); the United States in 2009 (56 percent); Chile (55 percent); New Zealand and the United Kingdom (52 percent); Colombia and Poland (49 percent); Cyprus (Greek-Cypriots 44 percent); and Australia, Hungary, and Israel (43 percent).

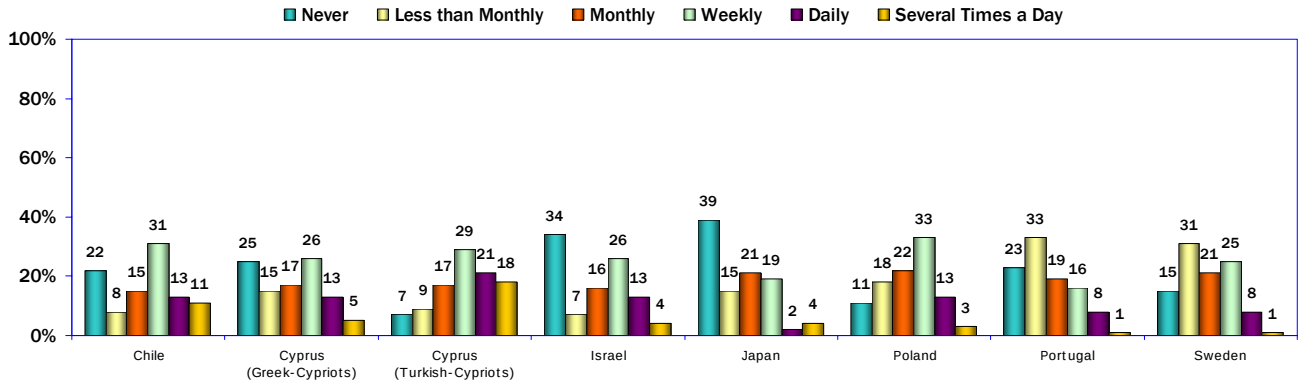
Only in Taiwan do more than half of users never go online to find or check a fact.

Internet Use to Find or Check a Fact
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q24B K-1 2009

Internet Use to Find or Check a Fact
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



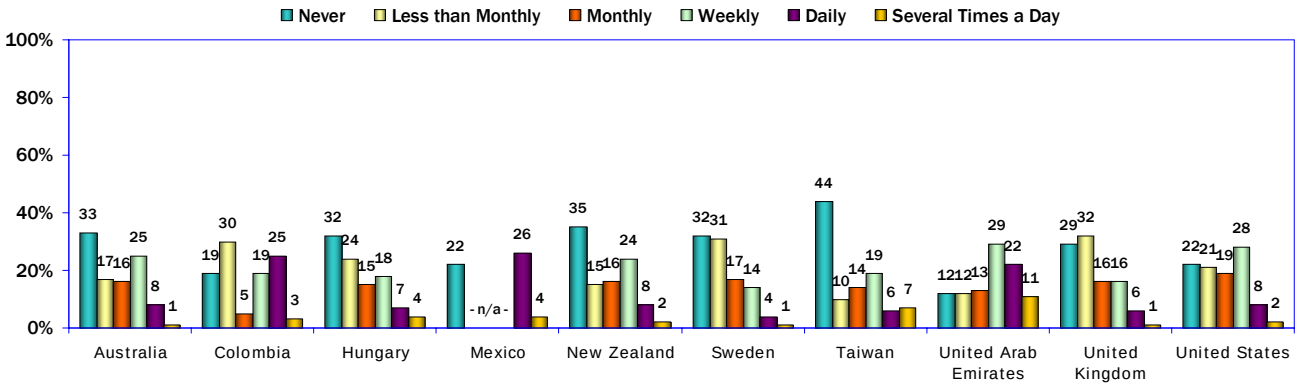
Q23B K-1 2010

37. 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.

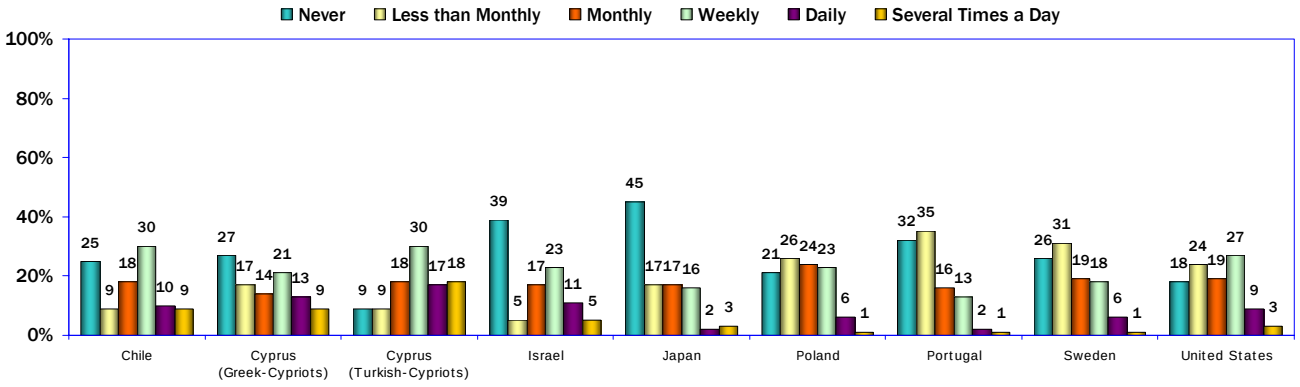
Thirty percent or more of users in all of the WIP countries except Hungary, Japan, Portugal, Sweden, and the United Kingdom go online at least weekly to look up a word.

Internet Use to Look Up the Definition of a Word
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q24A K-1 2009

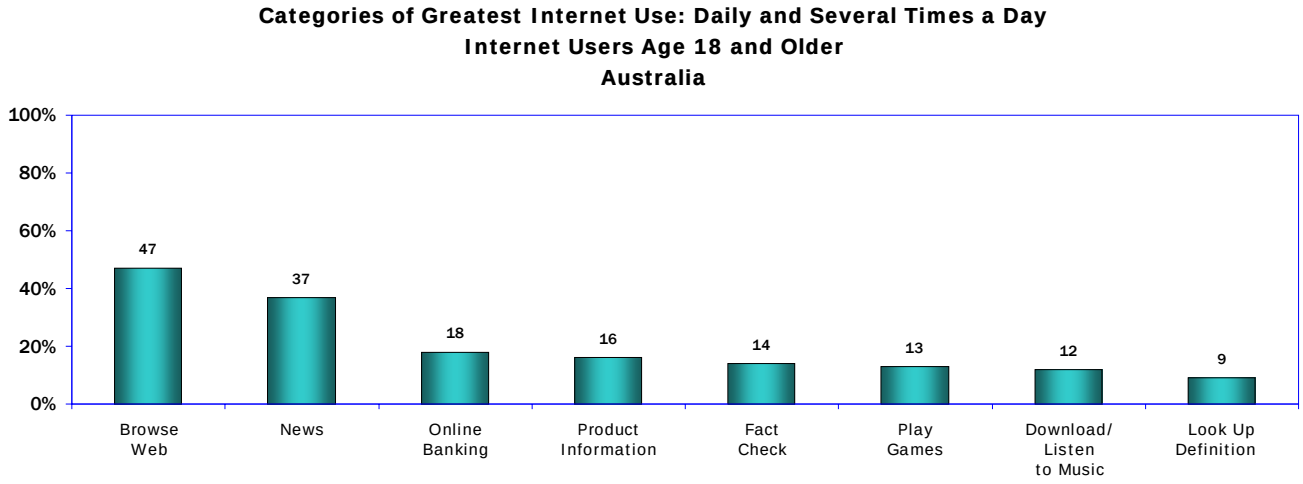
Internet Use to Look Up the Definition of a Word
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



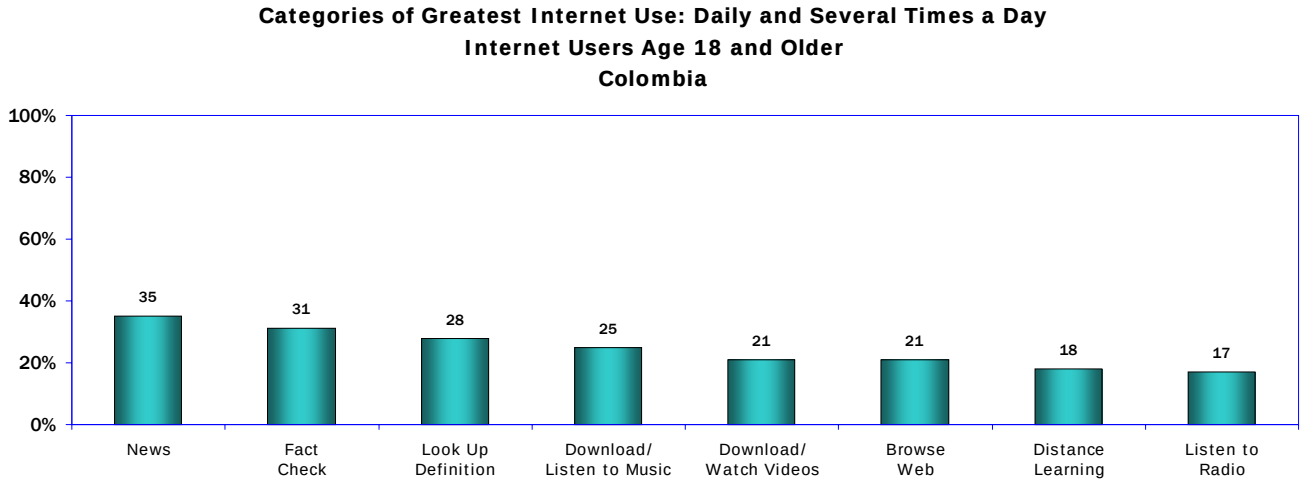
Q23A K-1 2010

38. At-a-Glance: Categories of the Greatest Internet Use in Each Country

The next eight pages show the summary findings for specific types of frequent Internet use in each of the WIP countries. These charts show percentages of Internet use that occur daily and several times a day.



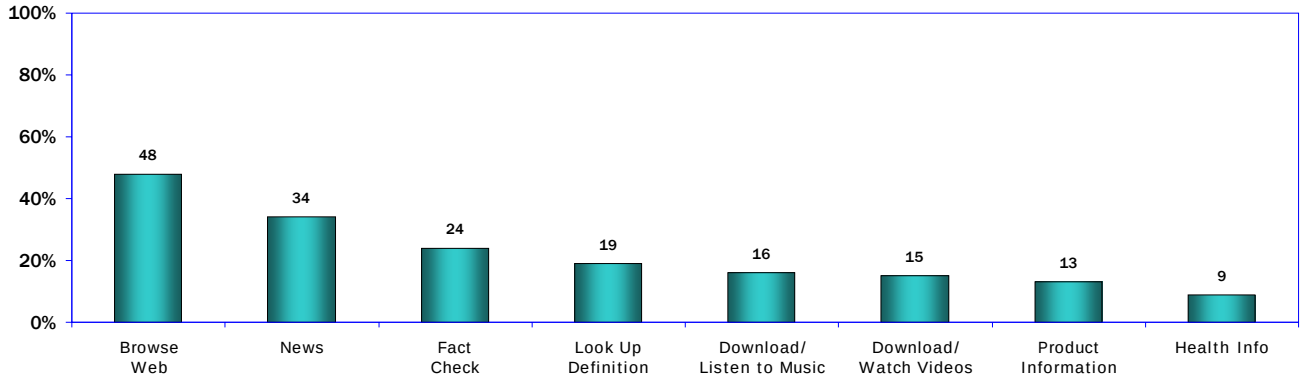
Q21-24 COMB MD-1 2009



Q21-24 COMB MD-2 2009

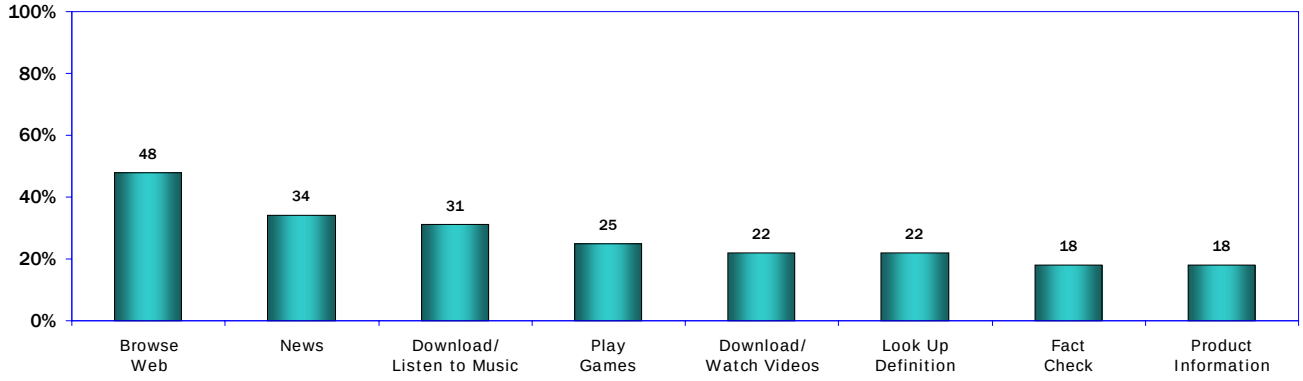
38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Chile



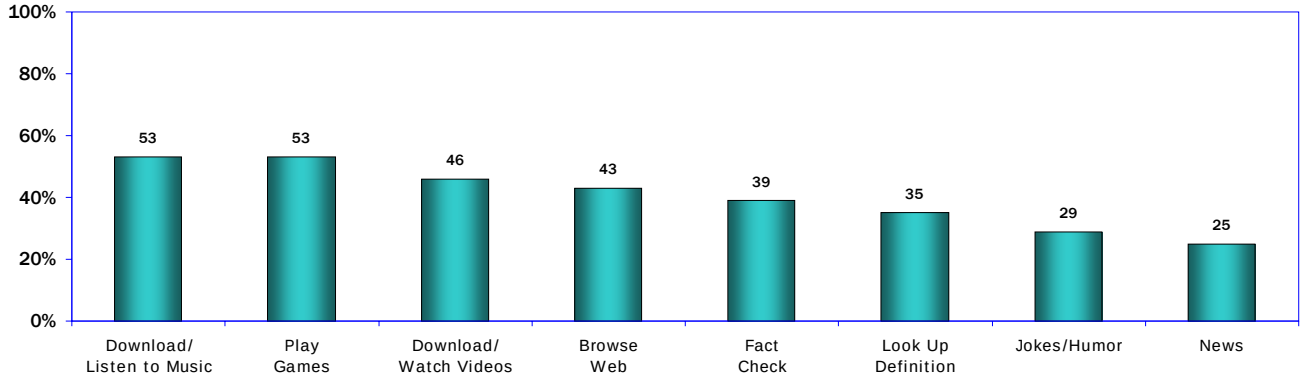
Q20-23 COMB MD-1 2010

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Cyprus (Greek-Cypriots)



Q20-23 COMB MD-2 2010

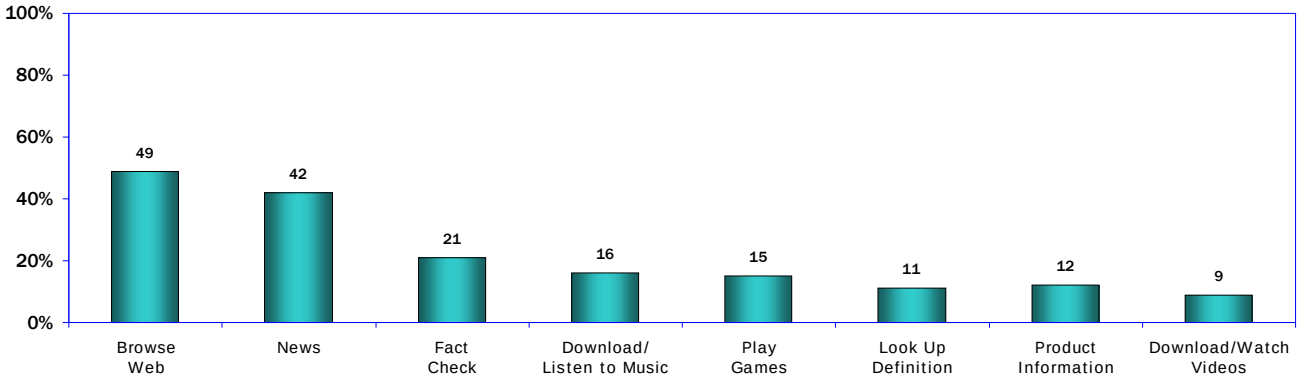
Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Cyprus (Turkish-Cypriots)



Q20-23 COMB MD-3 2010

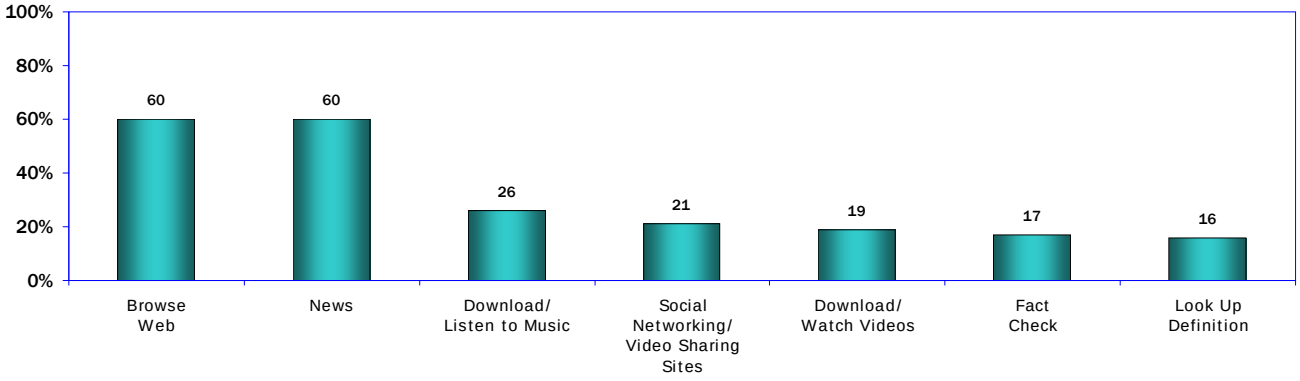
38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)

Categories of Greatest Internet Use: Daily and Several Times a Day
Internet Users Age 18 and Older
Hungary



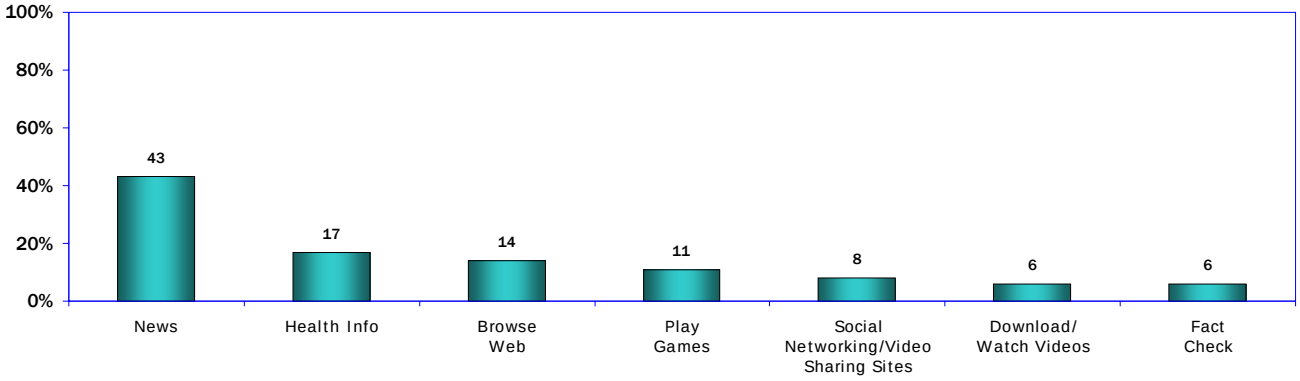
Q21-24 COMB MD-3 2009

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Israel



Q20-23 COMB MD-4 2010

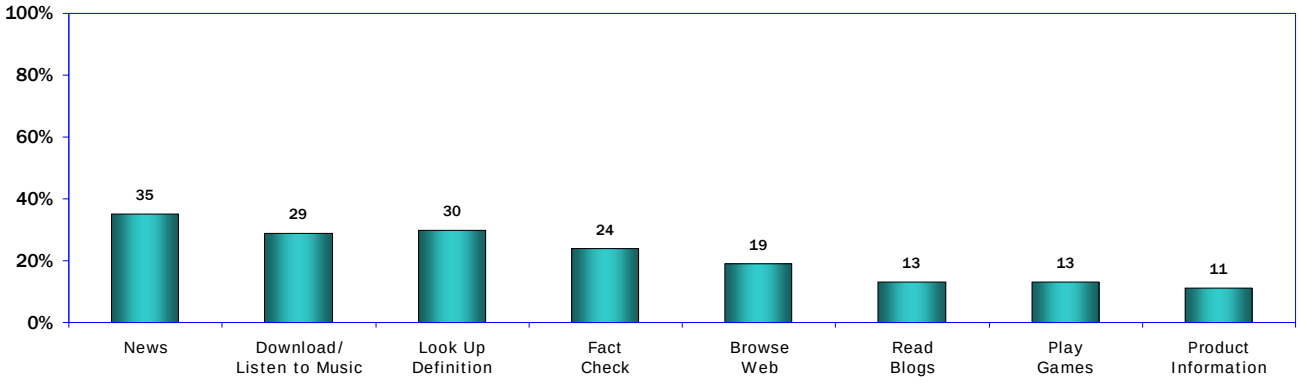
Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Japan



Q20-23 COMB MD-5 2010

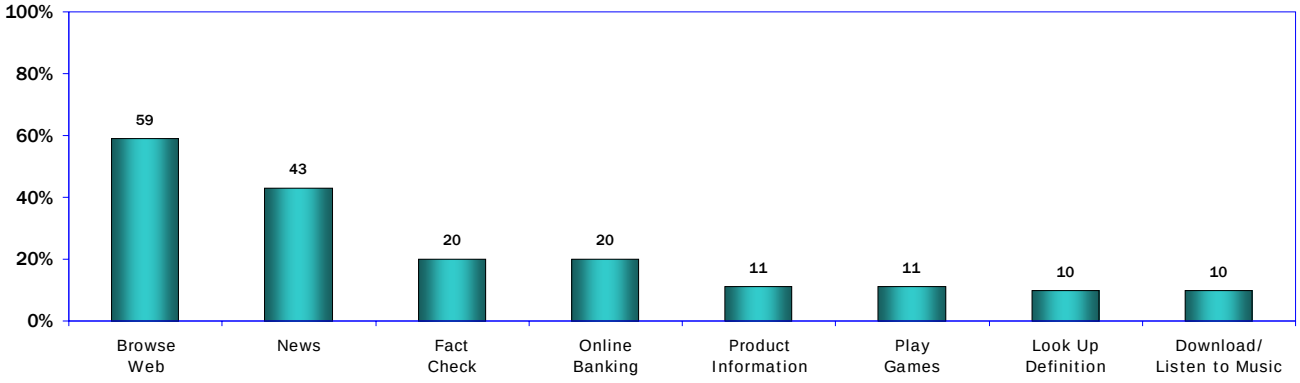
38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)

Categories of Greatest Internet Use: Daily and Several Times a Day
Internet Users Age 18 and Older
Mexico



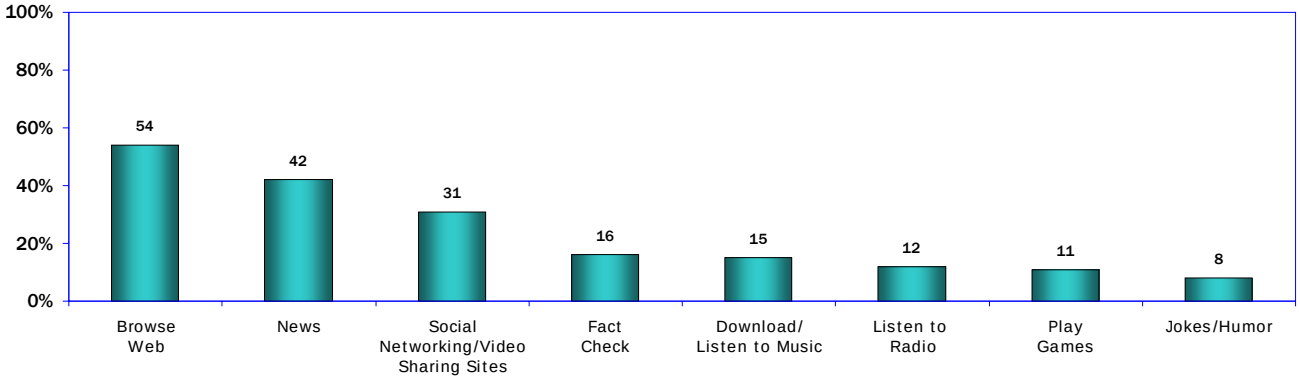
Q21-24 COMB MD-4 2009

Categories of Greatest Internet Use: Daily and Several Times a Day
Internet Users Age 18 and Older
New Zealand



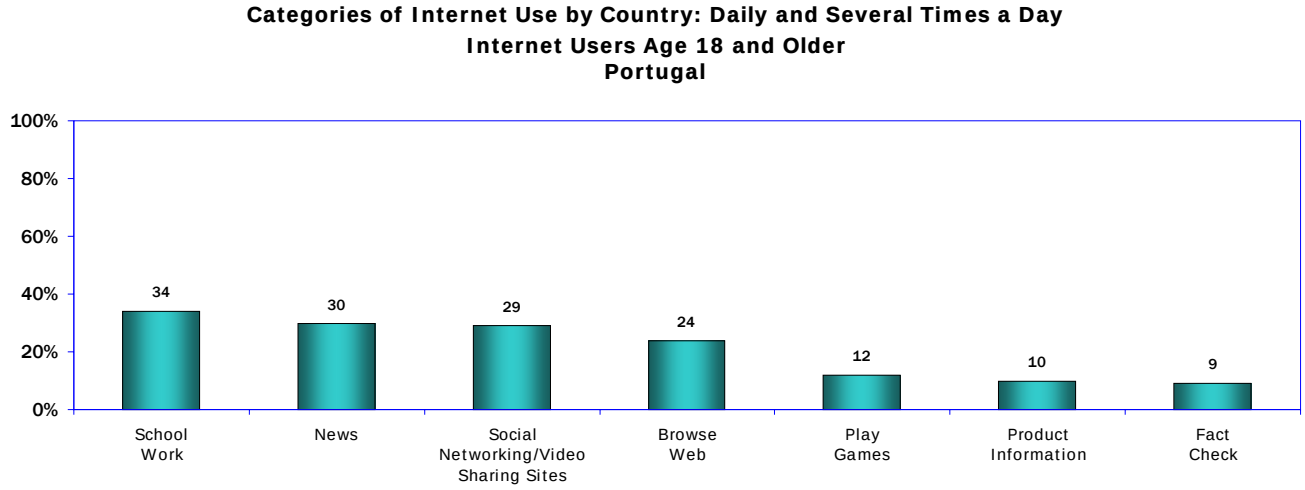
Q21-24 COMB MD-5 2009

Categories of Internet Use : Daily and Several Times a Day
Internet Users Age 18 and Older
Poland

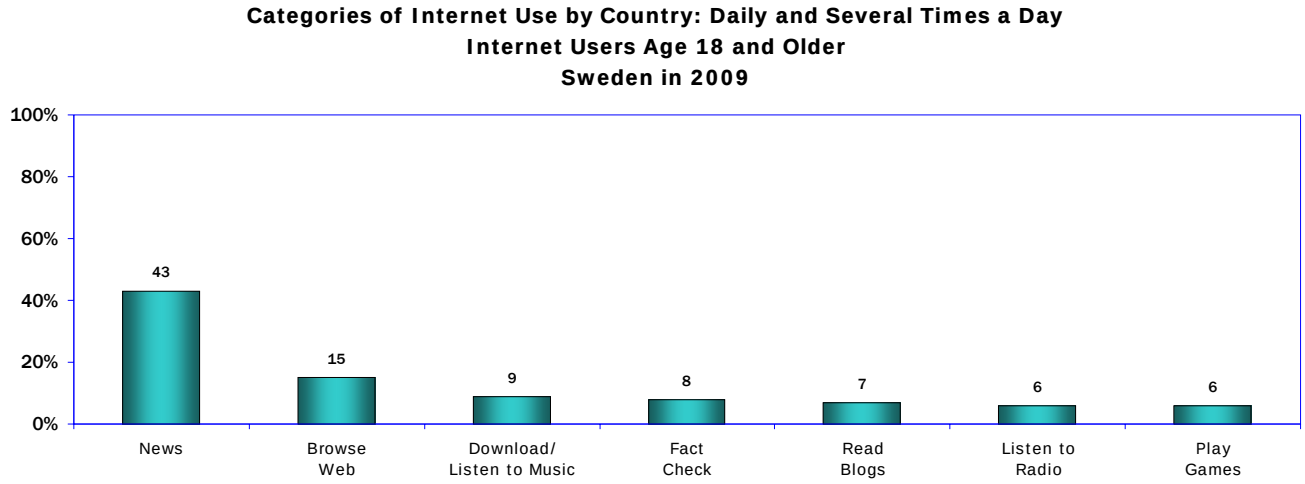


Q20-23 COMB MD-6 2010

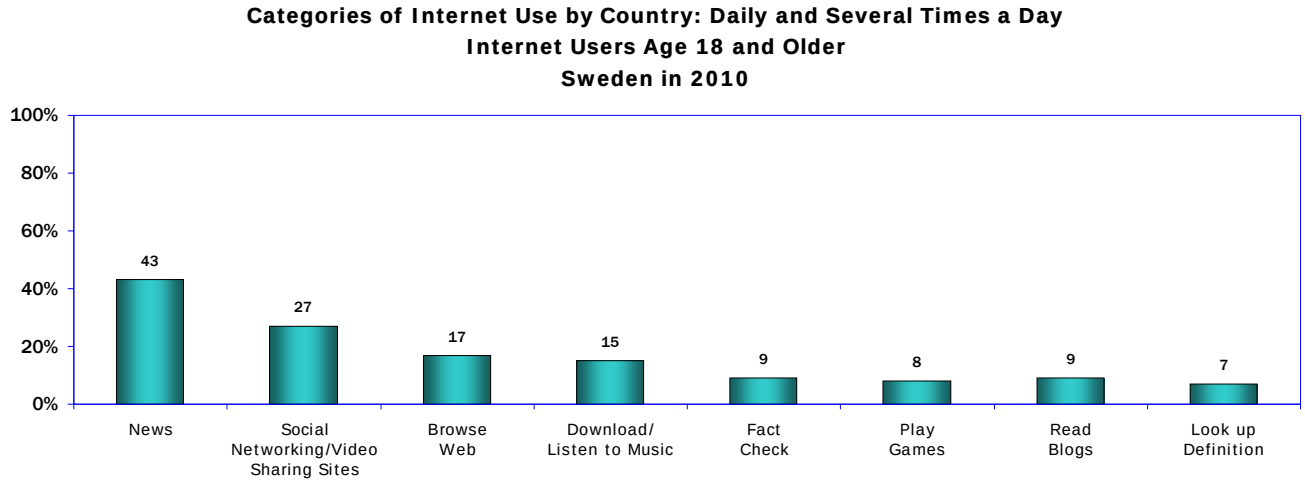
38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)



Q20-23 COMB MD-1 2010



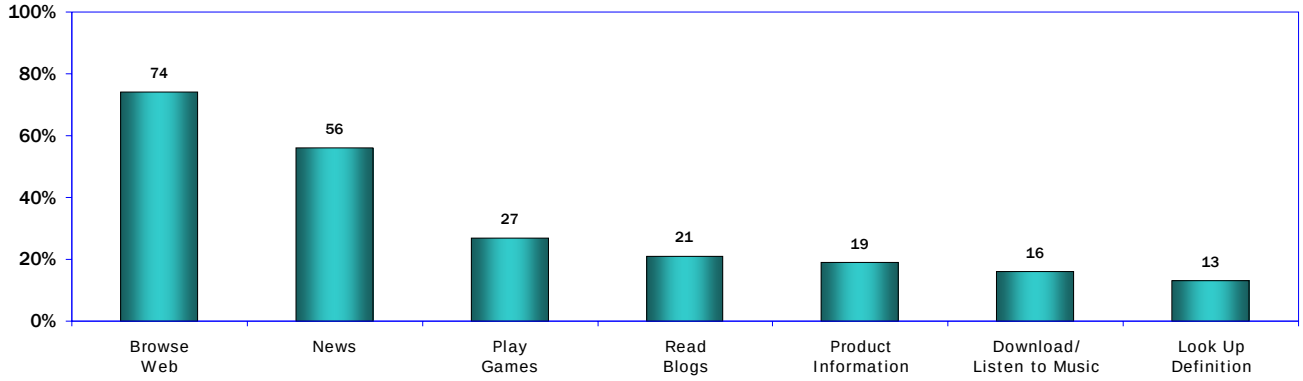
Q21-24 COMB MD-6 2009



Q20-23 COMB MD-7 2010

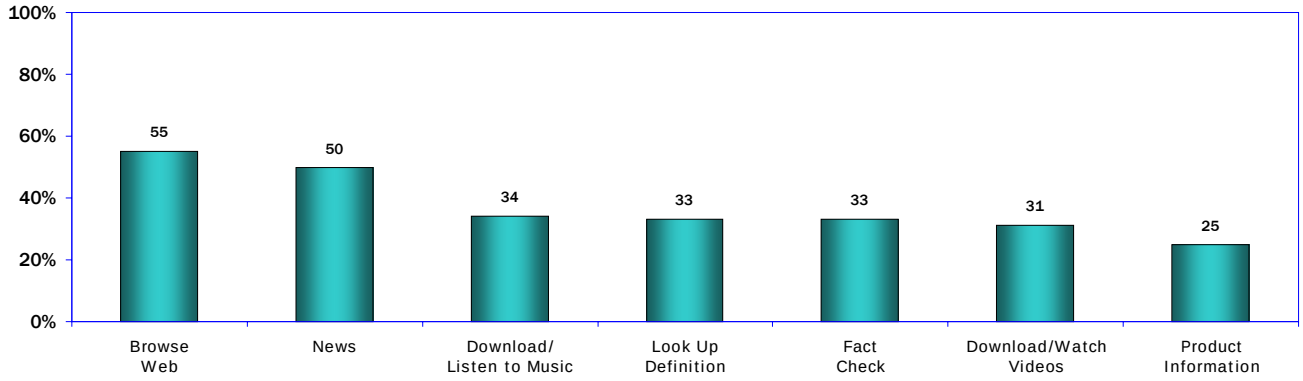
38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
Taiwan



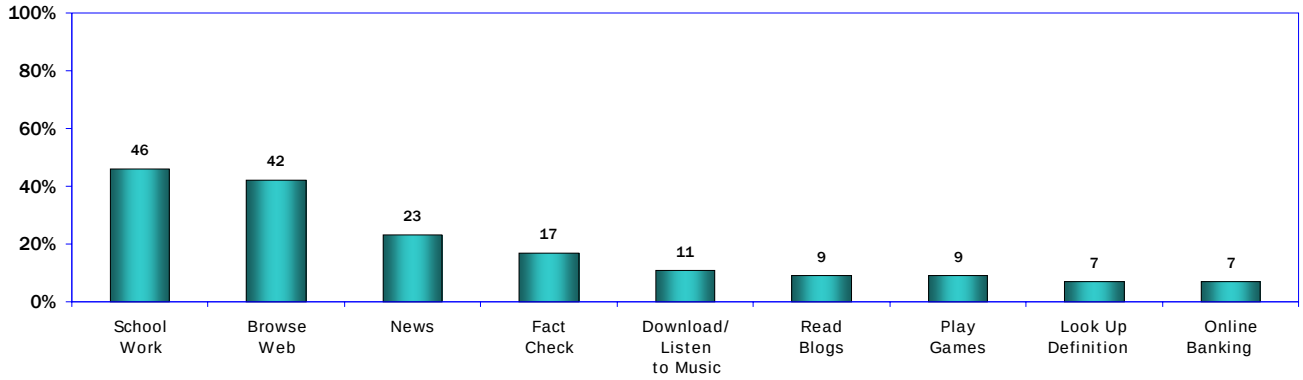
Q21-24 COMB MD-7 2009

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
United Arab Emirates



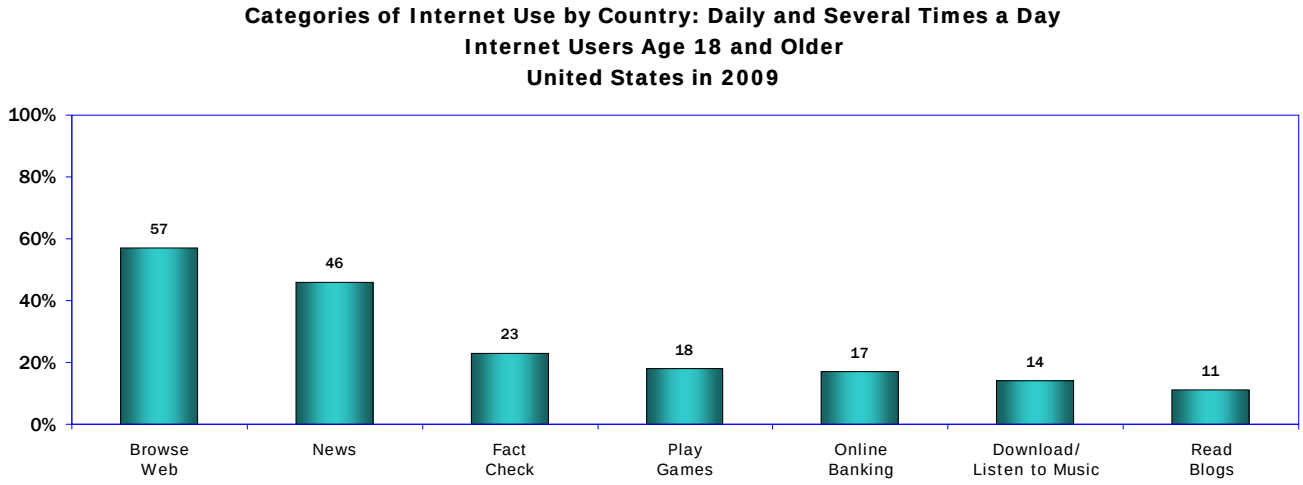
Q21-24 COMB MD-8 2009

Categories of Internet Use by Country: Daily and Several Times a Day
Internet Users Age 18 and Older
United Kingdom

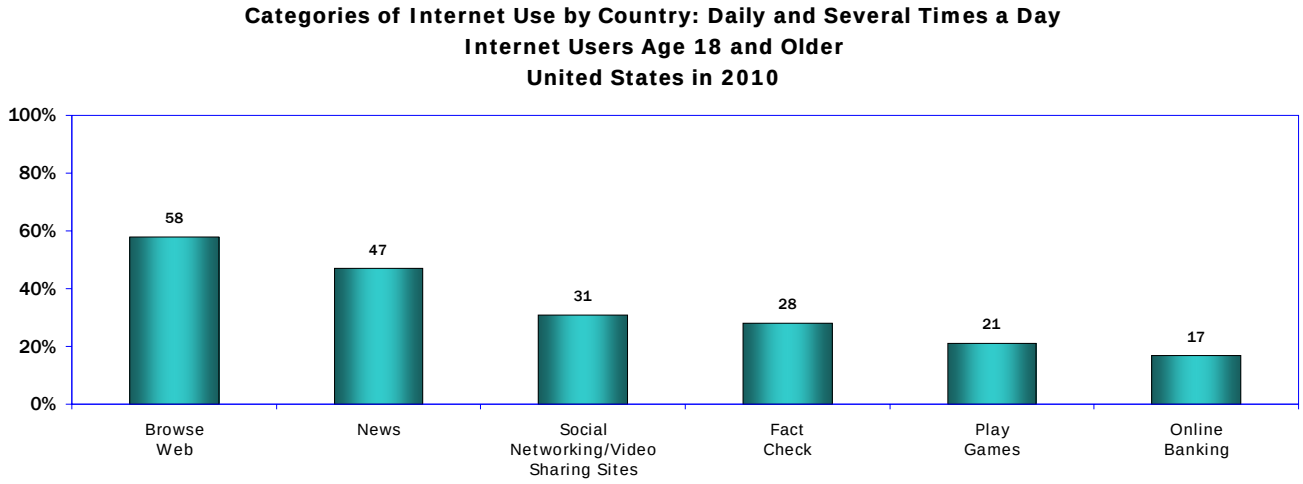


Q21-24 COMB MD-1 2009

38. At-a-Glance: Categories of the Greatest Internet Use in Each Country (continued)



Q21-24 COMB MD-9 2009



Q20-23 COMB MD-8 2010

World Internet Project
International Report

Third Edition

Online Purchasing

Views about Credit Card Security

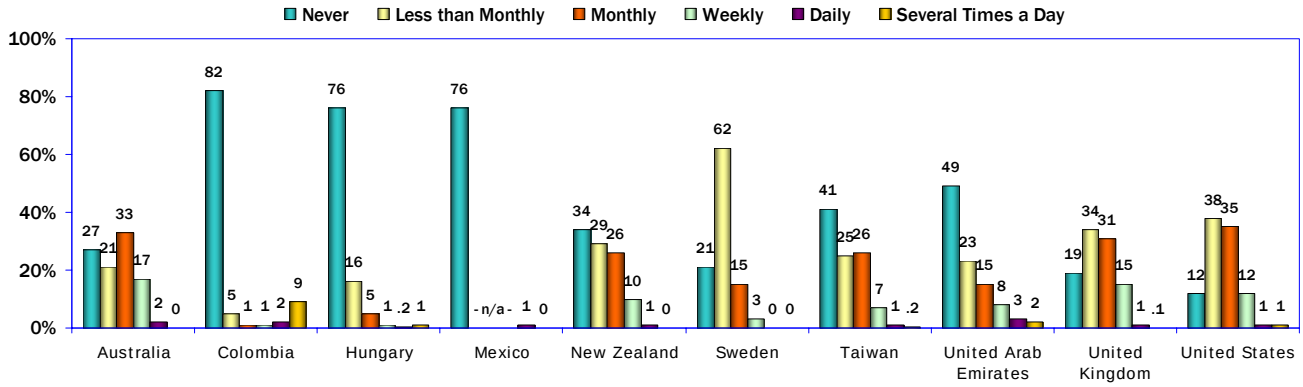
39. Internet Purchasing: Frequency

Overall, the WIP countries reported these percentages of users who buy online at least monthly *(see page 102)*: Australia and the United States in 2010 (52 percent), the United States in 2009 (49 percent), the United Kingdom (47 percent), New Zealand (37 percent), Sweden in 2010 and Taiwan (34 percent), Poland (29 percent), the United Arab Emirates (28 percent), Israel (24 percent), Cyprus (Greek-Cypriots 23 percent), Japan (22 percent), Cyprus (Turkish-Cypriots 20 percent), Portugal and Sweden in 2009 (18 percent), Chile (14 percent), Colombia (13 percent), and Hungary (seven percent).

Internet users in the World Internet Project countries reported a wide range of online buying frequency. In 10 of the WIP countries, more than 40 percent of Internet users never buy online: Colombia (82 percent), Hungary and Mexico (76 percent), Chile (72 percent), Cyprus (Turkish-Cypriots 69 percent), Portugal (64 percent), Israel (58 percent), Cyprus (Greek-Cypriots) and the United Arab Emirates (49 percent), Japan (47 percent), and Taiwan (41 percent). In Sweden and the United States, less than one-quarter of users never buy online.

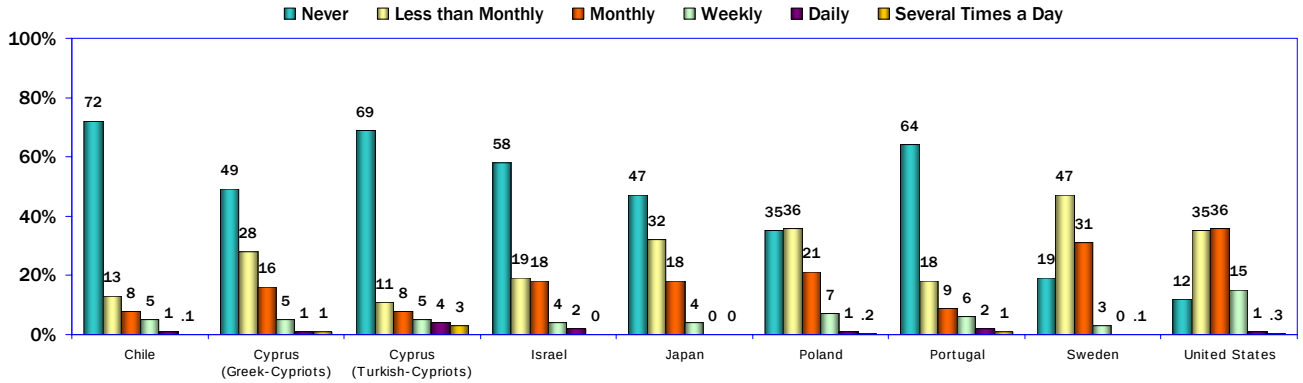
No WIP country reported more than 20 percent of users who buy online at least weekly. However, in seven of the countries, at least 10 percent of users buy weekly or more: Australia (19 percent), the United Kingdom and the United States in 2010 (16 percent), the United States in 2009 (14 percent), the United Arab Emirates (13 percent), Colombia and Cyprus (Turkish-Cypriots 12 percent), and New Zealand (11 percent).

Online Purchasing
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q23B K-1 2009

Online Purchasing
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

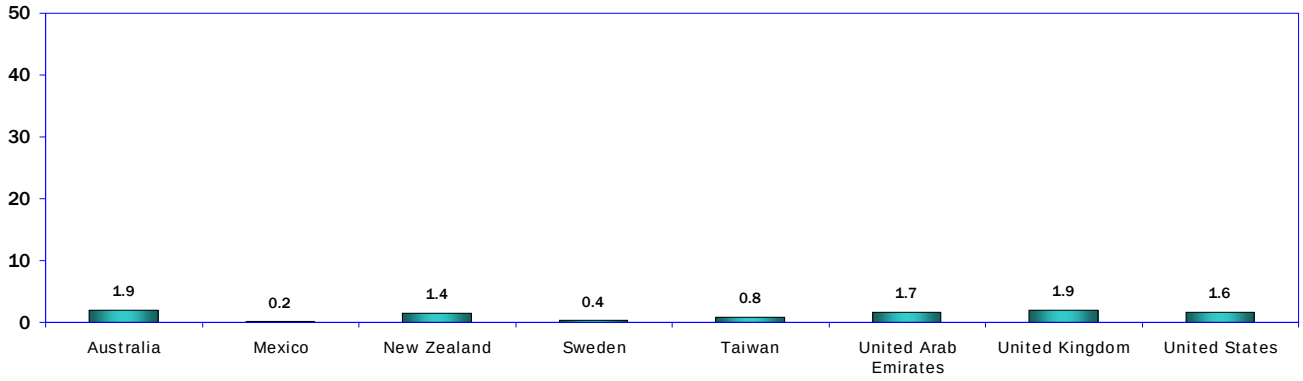


Q22B K-1 2010

40. Buying Online: How Many Purchases Per Month?

While relatively large percentages of users in the WIP countries reported buying online at least monthly (see the previous page), the actual number of monthly purchases is low. All of the WIP countries in 2009 reported less than two online purchases on average per month.

Internet Purchases: Monthly
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



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

Q6 K-1 2009

41. Concerns about Credit Card Security

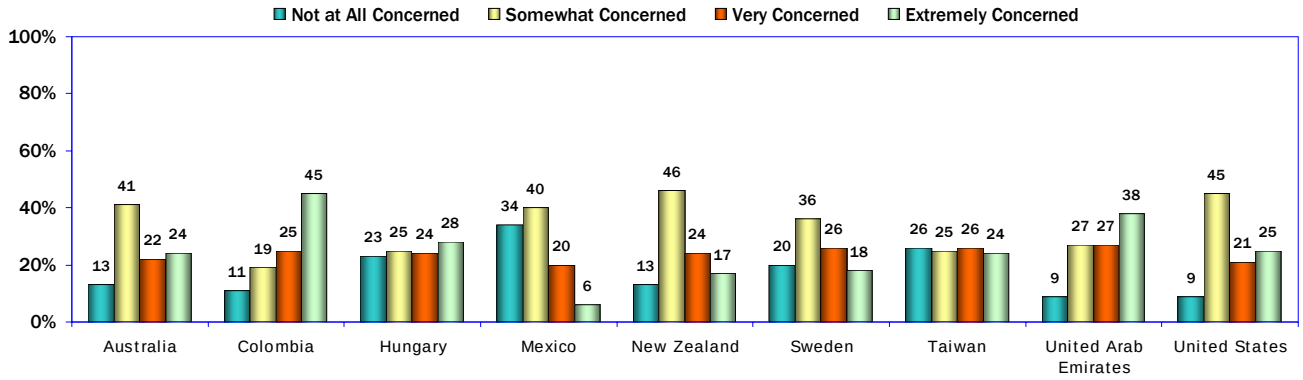
The levels of concern in the World Internet Project countries about the security of credit card information during online purchasing are very high. At least 60 percent of Internet users age 18 or older in all of the WIP countries except Poland reported some level of concern when or if they bought something online.

In seven WIP countries, at least 50 percent of users reported the highest levels of concern (very concerned or extremely concerned): Japan (88 percent), Colombia (70 percent), Cyprus (Turkish-Cypriots) and the United Arab Emirates (65 percent), Israel (55 percent), Hungary (52 percent), and Taiwan (50 percent).

However, in seven countries, 20 percent or more of users reported no concern about their credit card security when or if they buy online: Poland (42 percent), Mexico and Cyprus (Turkish-Cypriots 34 percent), Cyprus (Greek-Cypriots 32 percent), Taiwan (26 percent), Portugal (24 percent), Hungary and Sweden in 2010 (23 percent), and Sweden in 2009 (20 percent).

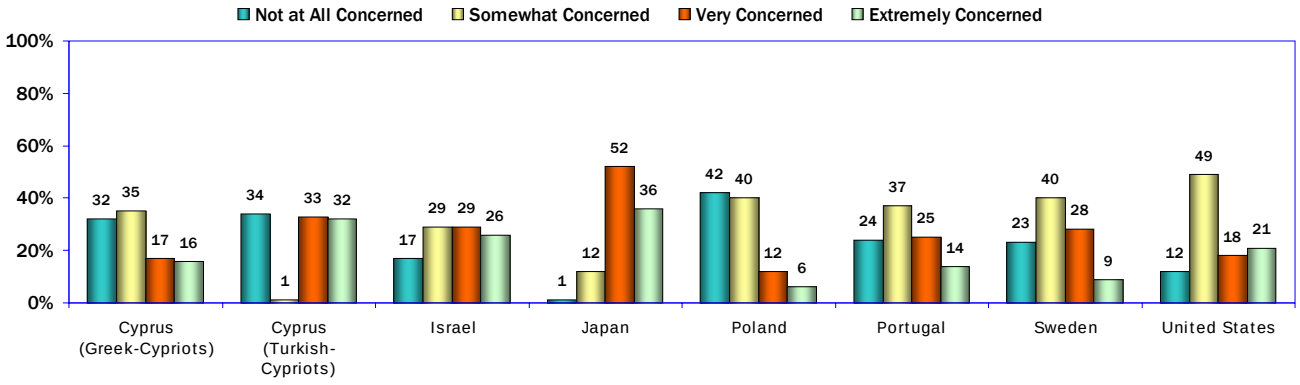
For comparisons of both ends of the spectrum of concern (not at all concerned and extremely concerned), see the next two pages.

Concerns about Credit Card Security
when or if Users Ever Bought Something Online
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



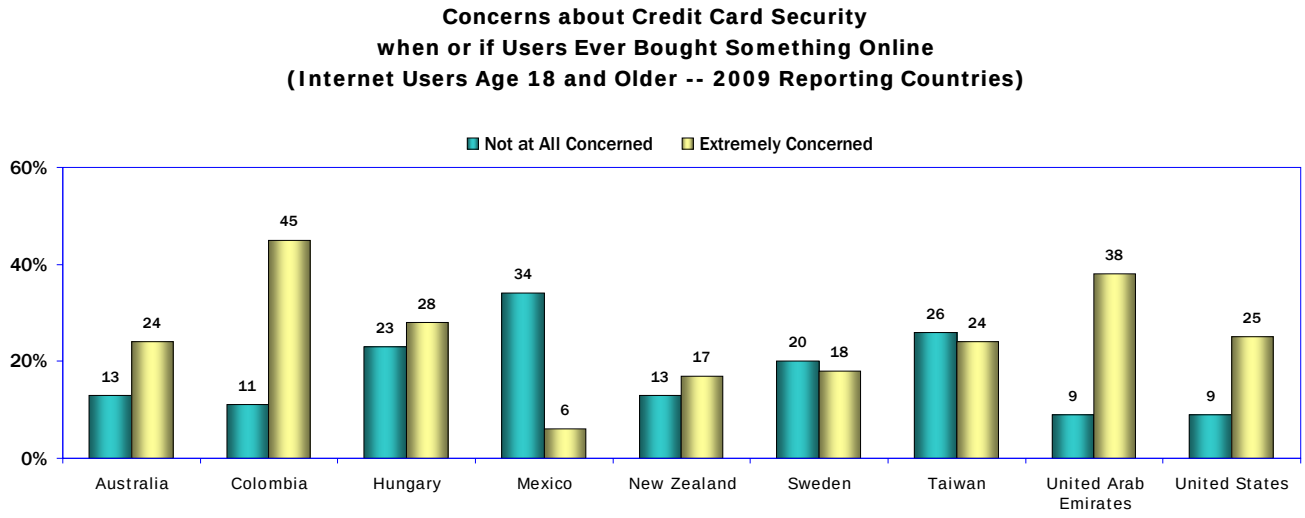
Q7 K-1 2009

Concerns about Credit Card Security
when or if Users Ever Bought Something Online
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

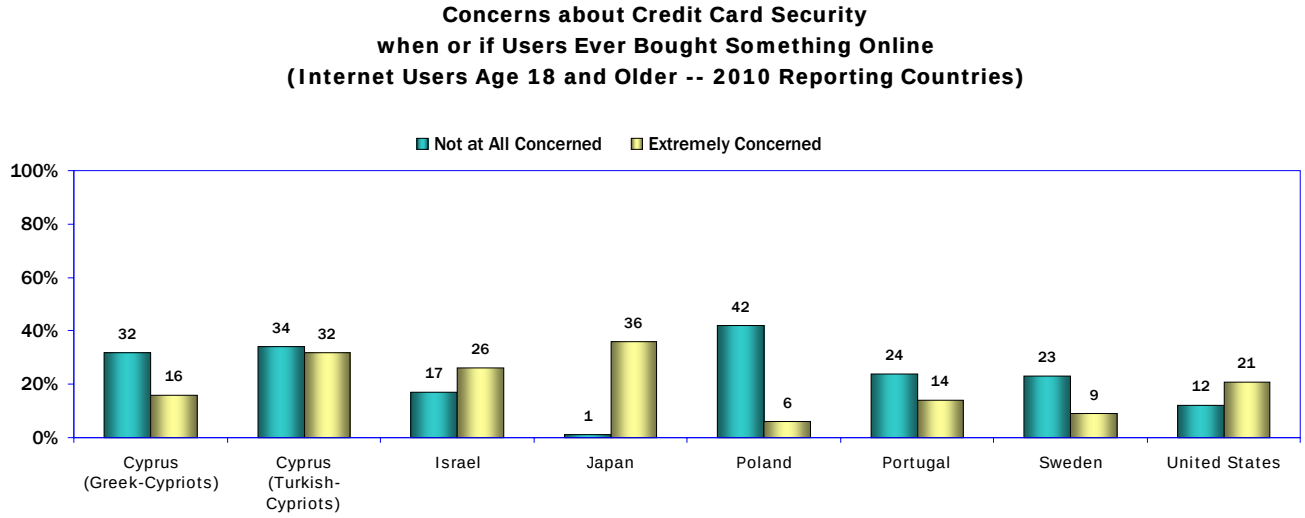


Q8 K-1 2010

41. Concerns about Credit Card Security (continued)



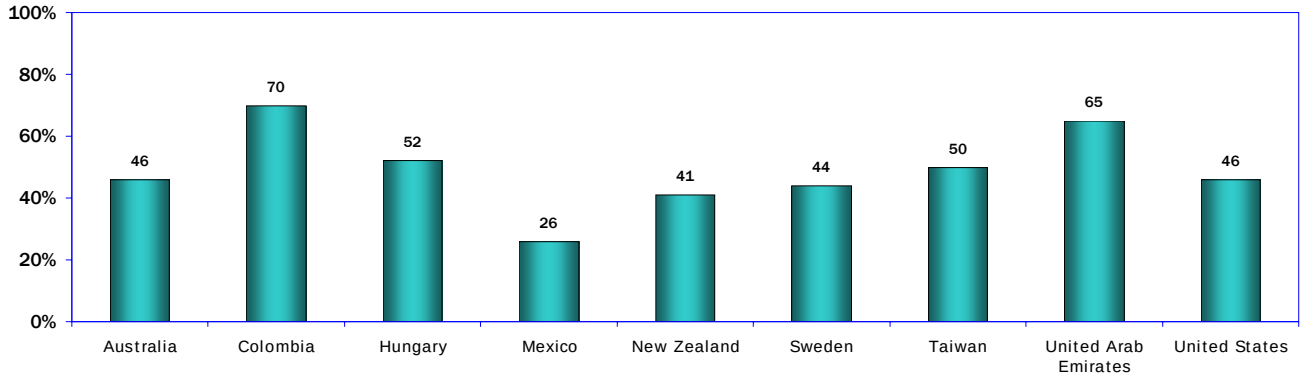
Q7 MD-1A 2009



Q8 MD-1A 2010

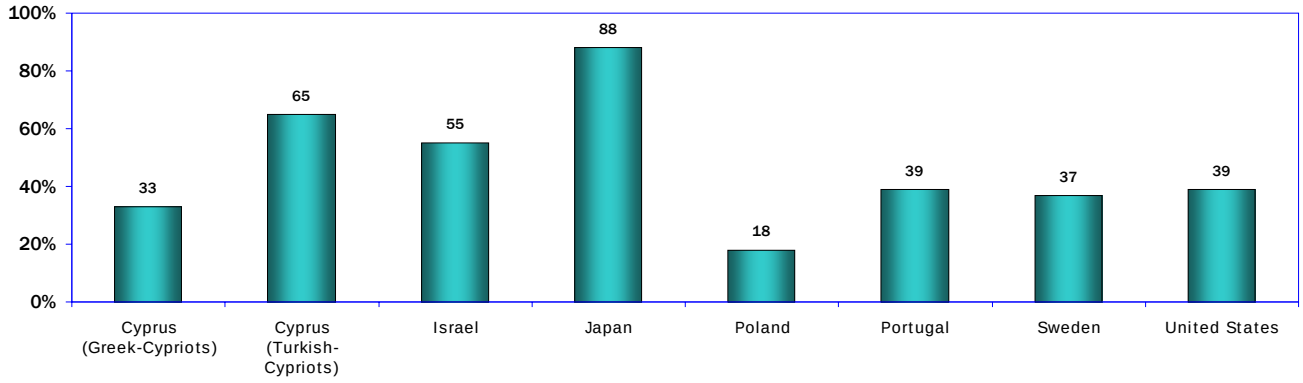
41. Concerns about Credit Card Security (continued)

**Concerns about Credit Card Security
when or if Users Ever Bought Something Online -
Very or Extremely Concerned
(Internet Users Age 18 and Older -- 2009 Reporting Countries)**



Q7 MD-1B 2009

**Concerns about Credit Card Security
when or if Users Ever Bought Something Online -
Very or Extremely Concerned
(Internet Users Age 18 and Older -- 2010 Reporting Countries)**



Q8 MD-1B 2010

World Internet Project
International Report

Third Edition

The Internet and Social Connections

42. Internet Use and Contact for Hobbies and Recreation

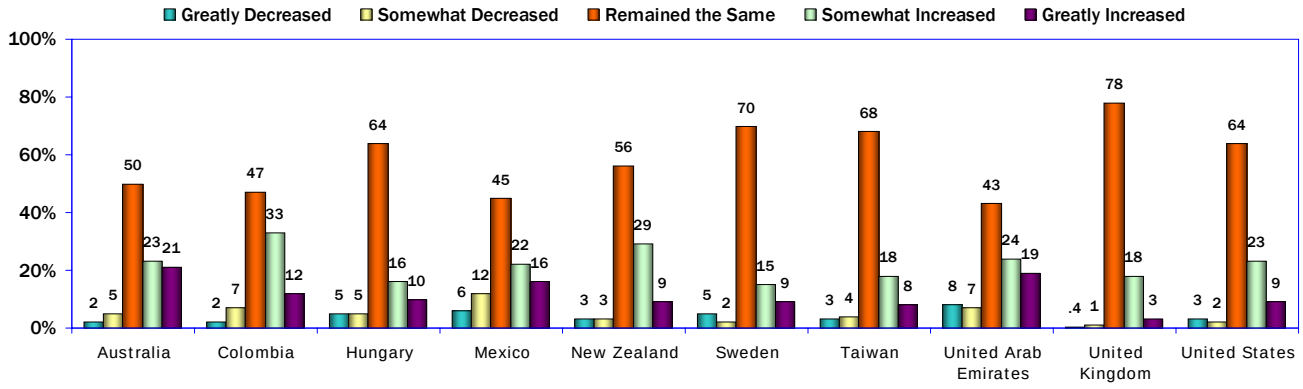
Notable percentages of users in all of the World Internet Project countries reported that going online has increased their contact with people who share their hobbies or recreational activities.

In 11 of the WIP countries, at least 30 percent of users said that Internet use somewhat increased or greatly increased their contact with people who share their hobbies or recreational activities: Colombia (45 percent), Australia (44 percent), the United Arab Emirates (43 percent), Portugal (42 percent), Japan (41 percent), Mexico and New Zealand (38 percent), Poland (37 percent), Cyprus (Turkish-Cypriots 33 percent), the United States in 2009 (32 percent), and Israel (30 percent).

However, all of the WIP countries reported more than 40 percent of users who said the Internet has no impact on their contact with people who share their hobbies or recreational activities.

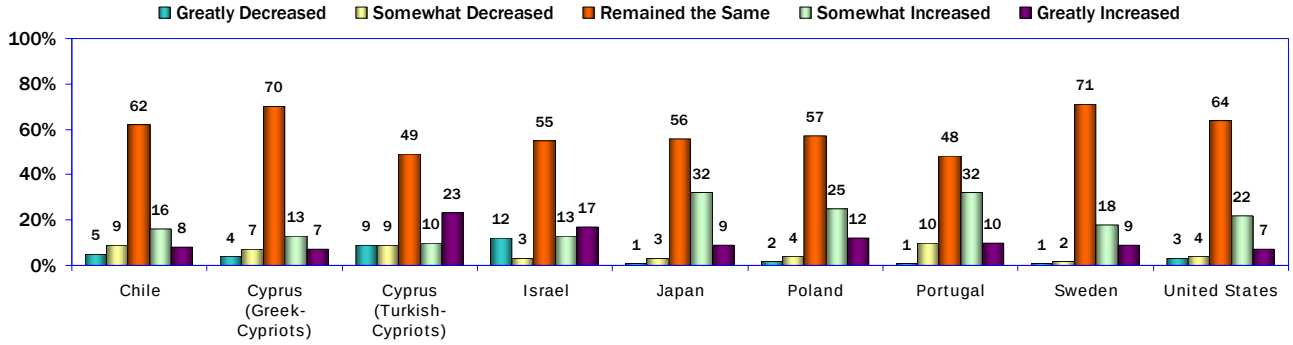
See the next page for a country comparison of users whose online contact has increased with people who share their hobbies or recreational activities.

Internet Use: Effect on Contact with People Who Share Users' Hobbies or Recreational Activities (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8A K-1 2009

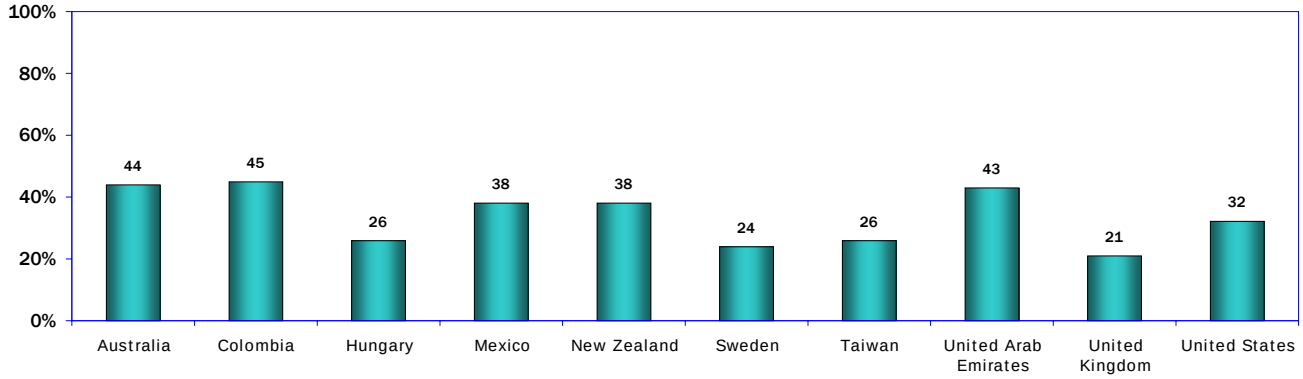
Internet Use: Effect on Contact with People Who Share Users' Hobbies or Recreational Activities (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9A K-1 2010

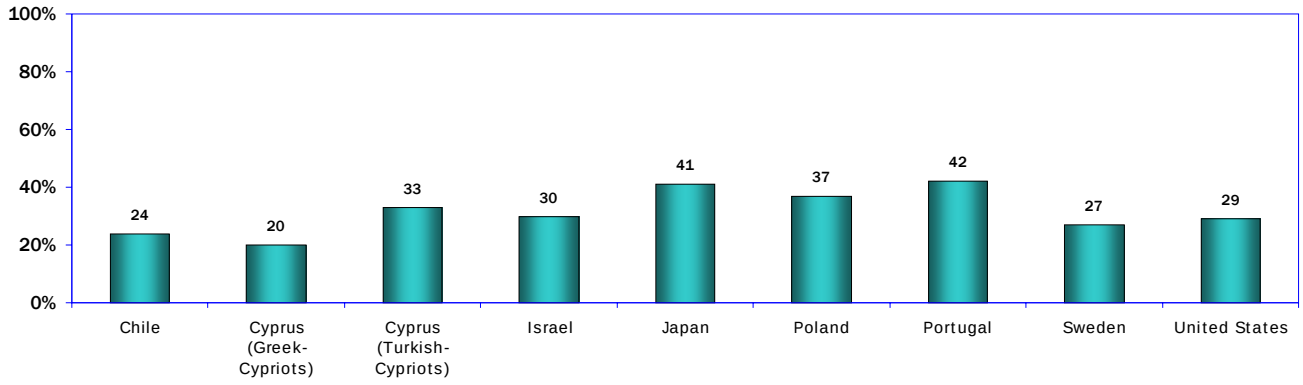
42. Contact for Hobbies and Recreation (continued)

Internet Use: Effect on Contact with People Who Share Users' Hobbies or Recreational Activities - Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8A MD-1 2009

Internet Use: Effect on Contact with People Who Share Users' Hobbies or Recreational Activities - Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9A MD-1 2010

43. Contact for Political Interests

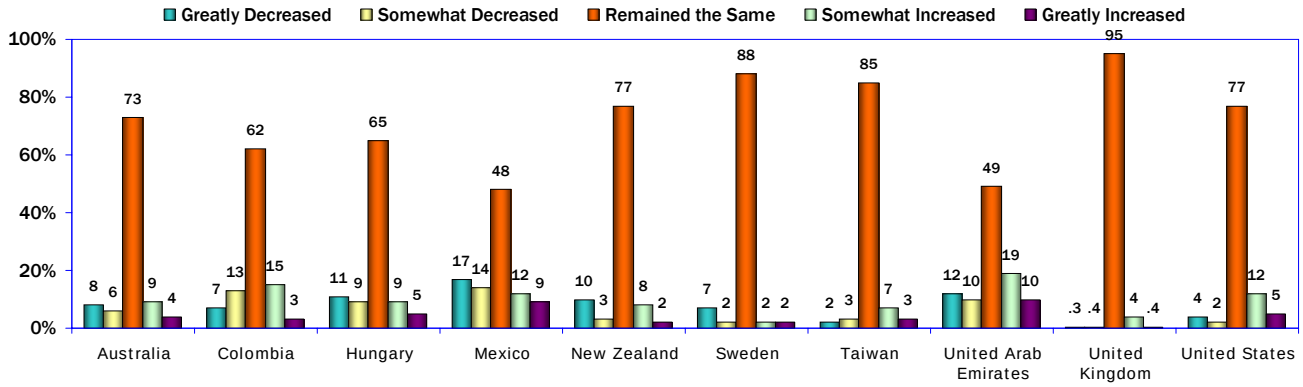
Large percentages of users in most of the WIP countries said Internet use has had no effect on their contact with those who share their political interests.

In all of the responding countries except for Mexico and the United Arab Emirates, more than half of users said their contact with people who shared their political interests has stayed the same as a result of Internet use. In eight of the countries, this response surpassed 70 percent: Australia, Cyprus (Greek-Cypriots), Japan, New Zealand, Poland, Sweden, Taiwan, and the United States in 2009 and 2010.

However, 13 of the WIP countries had double-digit percentages of users who reported that their contact with people who share their political interests as a result of Internet use has somewhat increased or greatly increased: the United Arab Emirates (29 percent), Portugal (27 percent), Chile and Cyprus (Turkish-Cypriots 24 percent), Mexico (21 percent), the United States in 2010 (20 percent), Colombia and Poland (18 percent), the United States in 2009 (17 percent), Israel (16 percent), Hungary (14 percent), Australia (13 percent), New Zealand and Taiwan (10 percent).

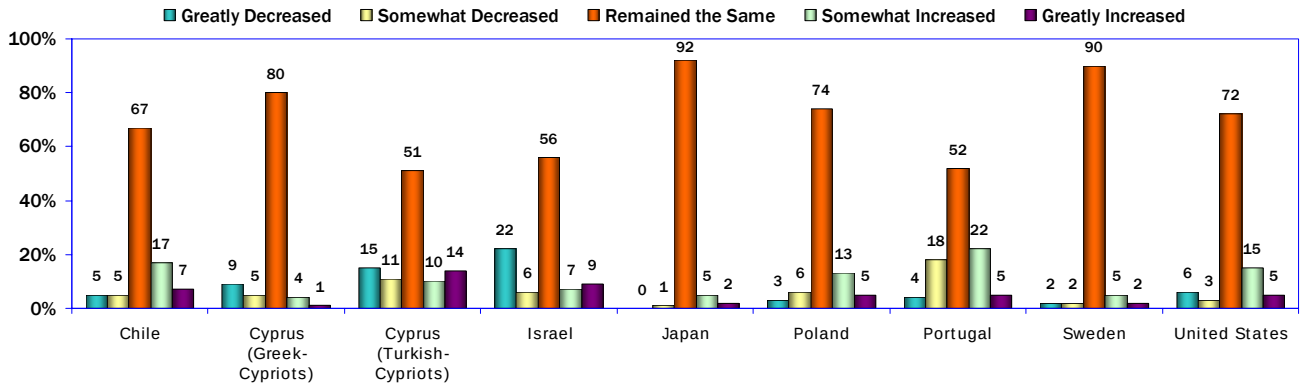
See the next page for a country comparison of users whose contact has increased with people who share their political interests because of the Internet.

Internet Use: Effect on Contact with People Who Share Users' Political Interests
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8B K-1 2009

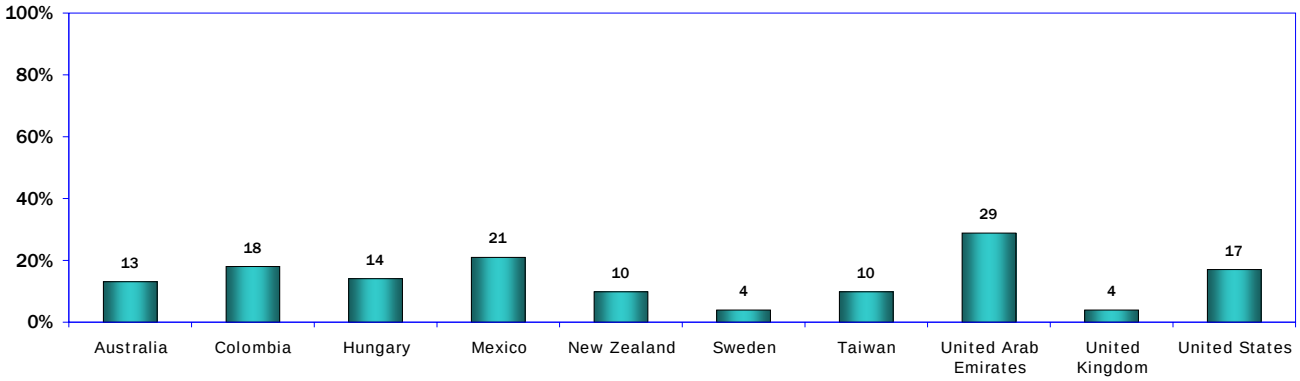
Internet Use: Effect on Contact with People Who Share Users' Political Interests
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9B K-1 2010

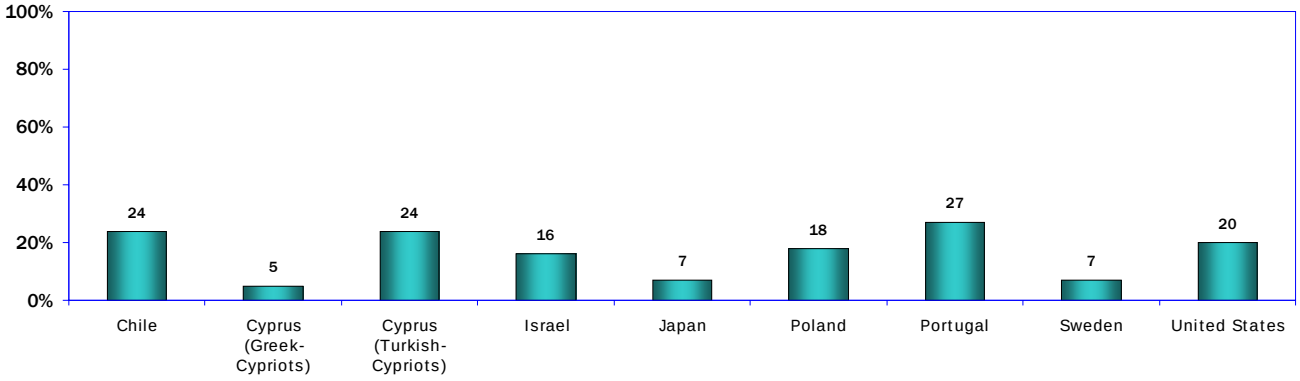
43. Contact for Political Interests (continued)

Internet Use: Effect on Contact with People Who Share Users' Political Interests - Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8B MD-1 2009

Internet Use: Effect on Contact with People Who Share Users' Political Interests - Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9B MD-1 2010

44. Contact for Religious Beliefs

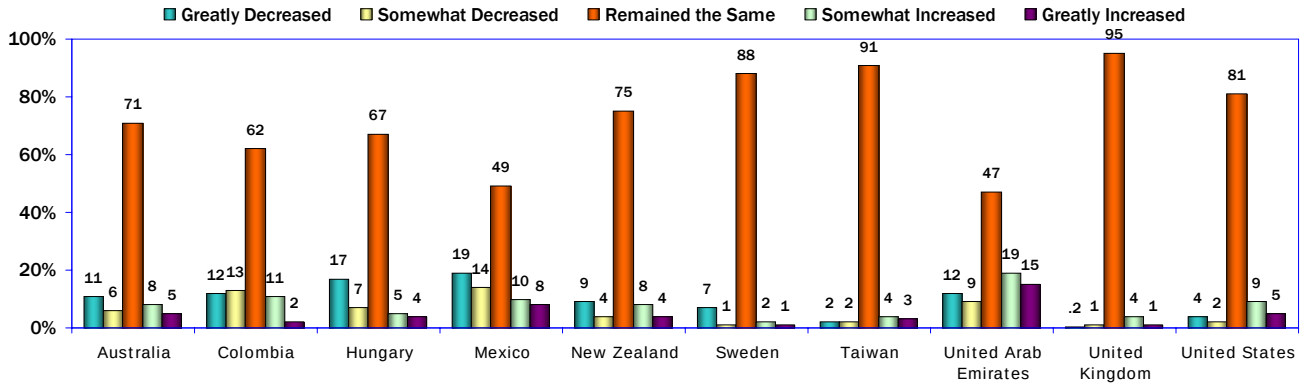
Most respondents said that Internet use has not changed the amount of contact they have with people who share their religious beliefs.

In all of the WIP countries except Mexico and the United Arab Emirates, more than 50 percent of respondents said that their contact with people who share their religious beliefs has remained the same because of Internet use. The highest of these responses were in Japan (97 percent), the United Kingdom (95 percent), Sweden in 2010 (92 percent), Taiwan (91 percent), Sweden in 2009 (88 percent), Cyprus (Greek-Cypriots 82 percent), and the United States in 2009 (81 percent).

The highest percentages of users who said their contact with people who shared their religious beliefs has somewhat increased or greatly increased because of Internet use were reported in the United Arab Emirates (34 percent), Cyprus (Turkish-Cypriots 24 percent), Portugal (23 percent), Israel (21 percent), Mexico (18 percent), and Chile and the United States in 2010 (17 percent).

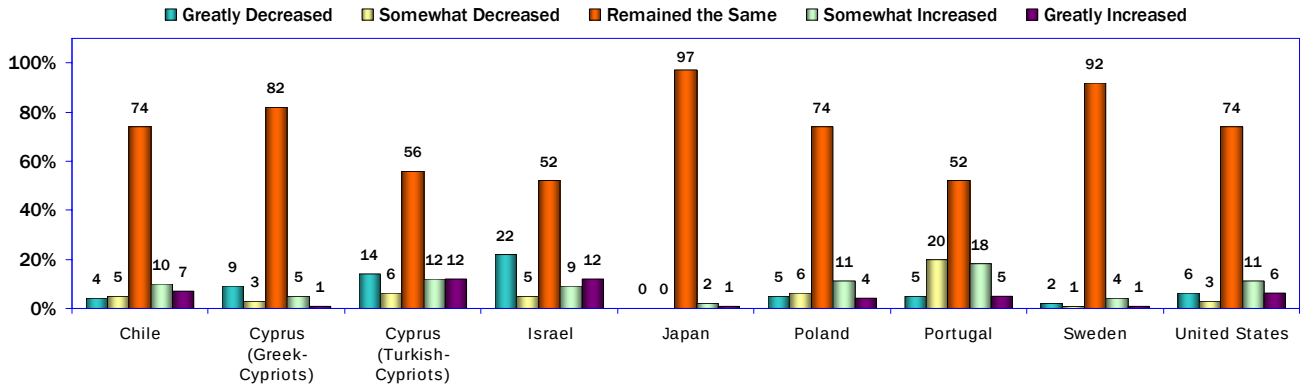
See the next page for a country comparison of users whose contact has increased with people who share their religious beliefs because of Internet use.

Internet Use: Effect on Contact with People Who Share Users' Religious Beliefs
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8C K-1 2009

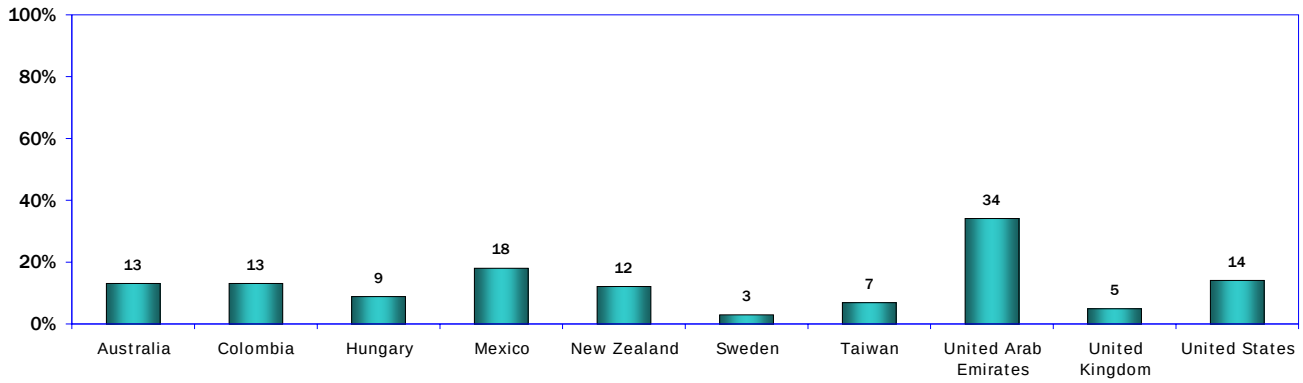
Internet Use: Effect on Contact with People Who Share Users' Religious Beliefs
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9C K-1 2010

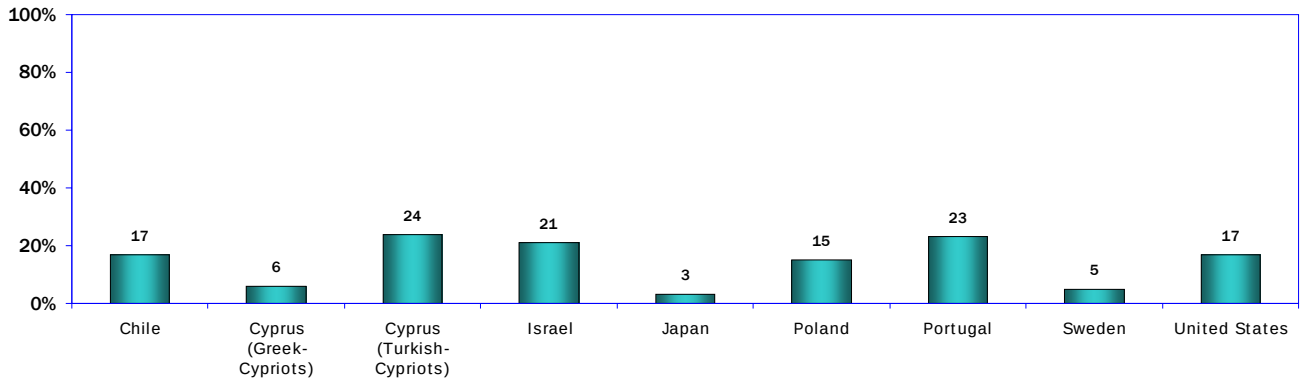
44. Contact for Religious Beliefs (continued)

Internet Use: Effect on Contact with People Who Share Users' Religious Beliefs Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q8C MD-1 2009

Internet Use: Effect on Contact with People Who Share Users' Religious Beliefs Somewhat or Greatly Increased (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q9C MD-1 2010

45. The Internet and Professional Connections

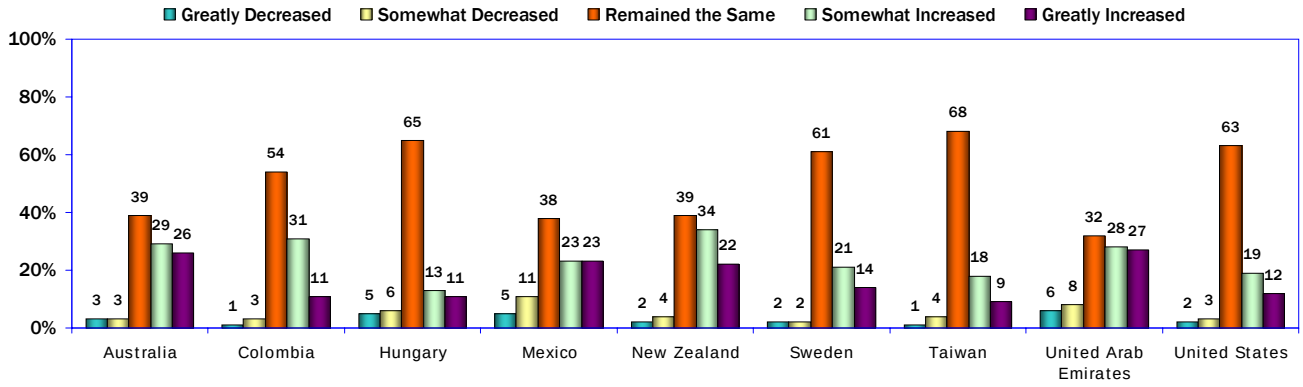
Several of the WIP countries reported significant percentages of users who said their contact with people who share their profession has increased or greatly increased because of Internet use.

Countries that reported at least 40 percent of users who said the Internet somewhat increased or greatly increased their contact with people who share their profession are the United Arab Emirates and Australia (55 percent), New Zealand (56 percent), Poland (50 percent), Portugal (47 percent), Mexico (46 percent), Chile (43 percent), and Colombia (42 percent).

However, in six of the WIP countries, more than 60 percent of users said the Internet has no impact on contact with people who share their profession: Cyprus (Greek-Cypriots 76 percent), Sweden in 2010 and Taiwan (68 percent), the United States in 2010 (67 percent), Hungary (65 percent), the United States in 2009 (63 percent), and Japan and Sweden in 2009 (61 percent).

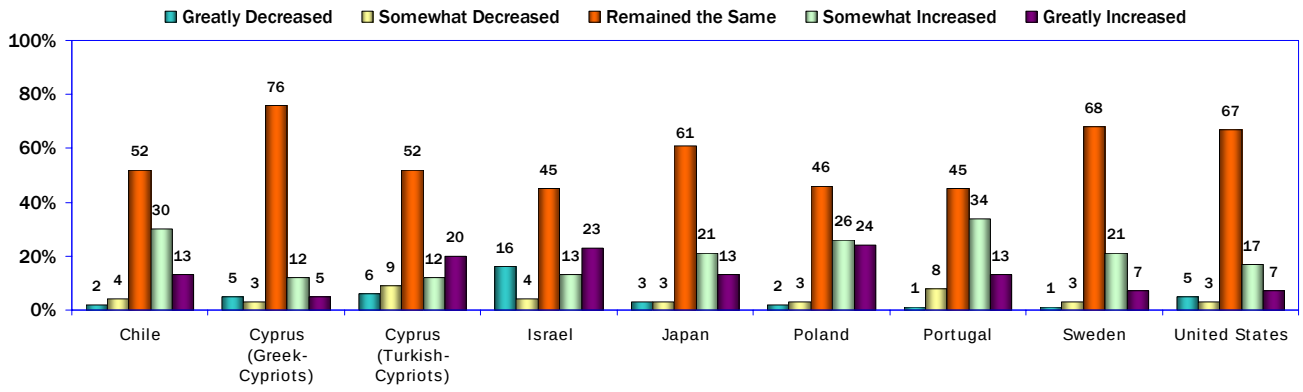
See the next page for a country comparison of users whose contact has increased with people who share their profession because of Internet use.

Internet Use: Effect on Contact with People Who Share Users' Profession
(Internet Users Age 18 and Older Who are Employed or Retired -- 2009 Reporting Countries)



Q8F K-1 2009

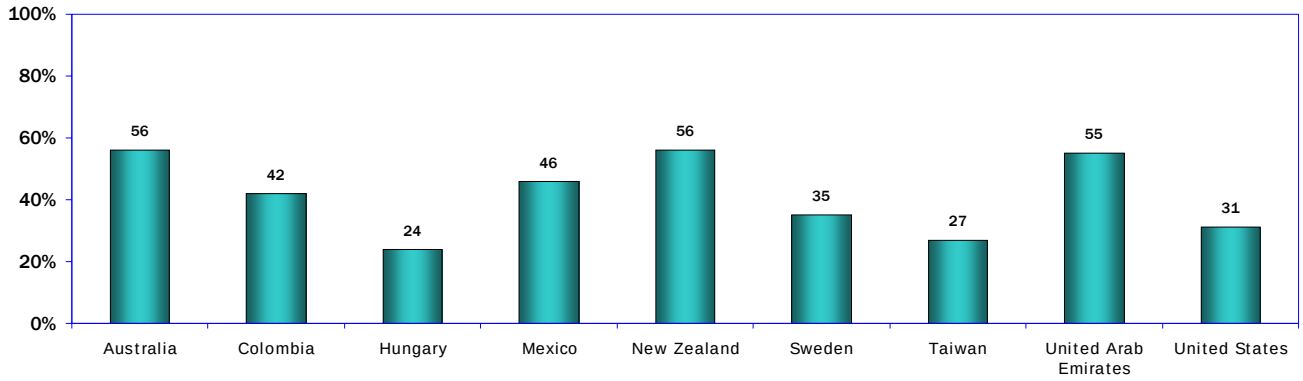
Internet Use: Effect on Contact with People Who Share Users' Profession
(Internet Users Age 18 and Older Who are Employed or Retired -- 2010 Reporting Countries)



Q9F K-1 2010

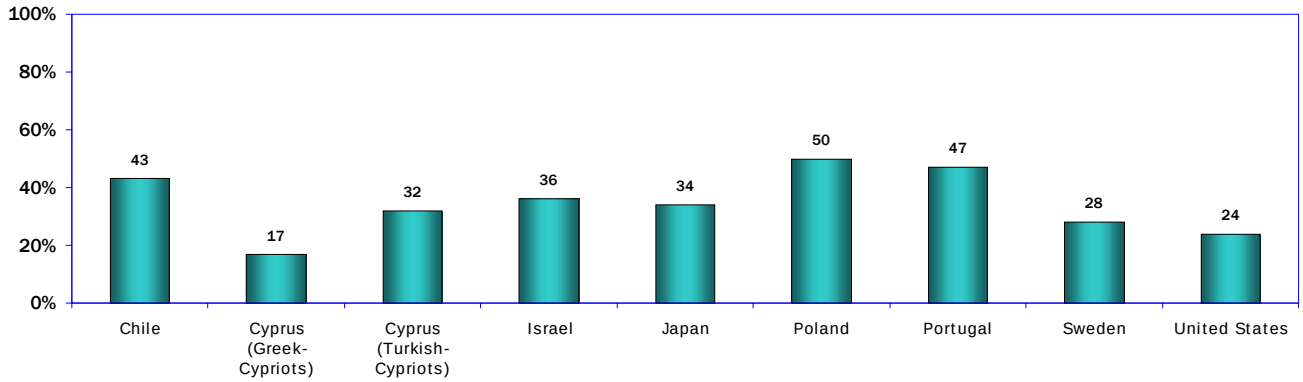
45. The Internet and Professional Connections (continued)

Internet Use: Effect on Contact with People Who Share Users' Profession
Somewhat or Greatly Increased
(Internet Users Age 18 and Older Who are Employed or Retired -- 2009 Reporting Countries)



Q8F MD-1 2009

Internet Use: Effect on Contact with People Who Share Users' Profession
Somewhat or Greatly Increased
(Internet Users Age 18 and Older Who are Employed or Retired -- 2010 Reporting Countries)



Q9F MD-1 2010

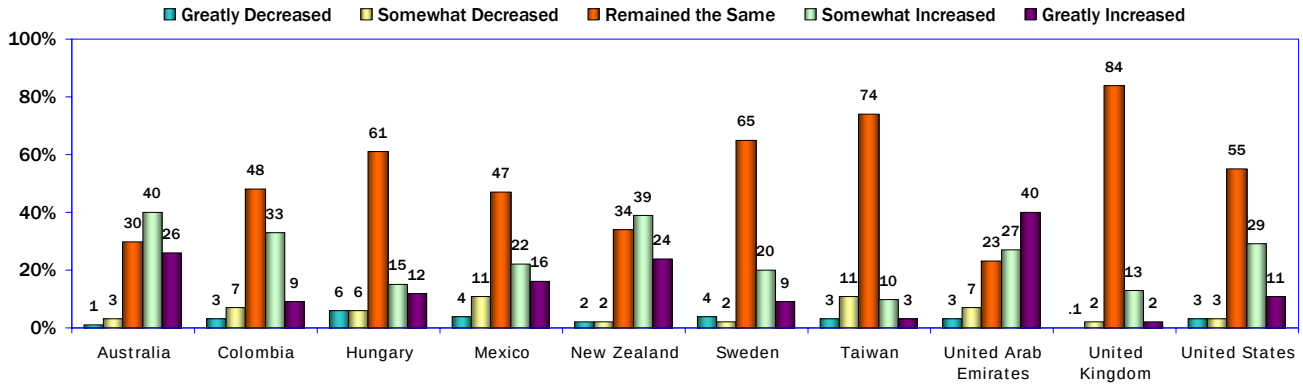
46. Internet Use: Contact with Family

Compared to other questions about the effect of Internet use on contact with others, users reported a broader range of responses when asked about the effects of Internet use on contact with the user's family.

In 11 of the WIP countries, at least 30 percent of users said that Internet use somewhat increased or greatly increased contact with their families: the United Arab Emirates (67 percent), Australia (66 percent), New Zealand (63 percent), Portugal (48 percent), the United States in 2010 (43 percent), Colombia (42 percent), Israel and the United States in 2009 (40 percent), Poland (39 percent), Mexico (38 percent), Chile (35 percent), and Cyprus (Turkish-Cypriots 34 percent).

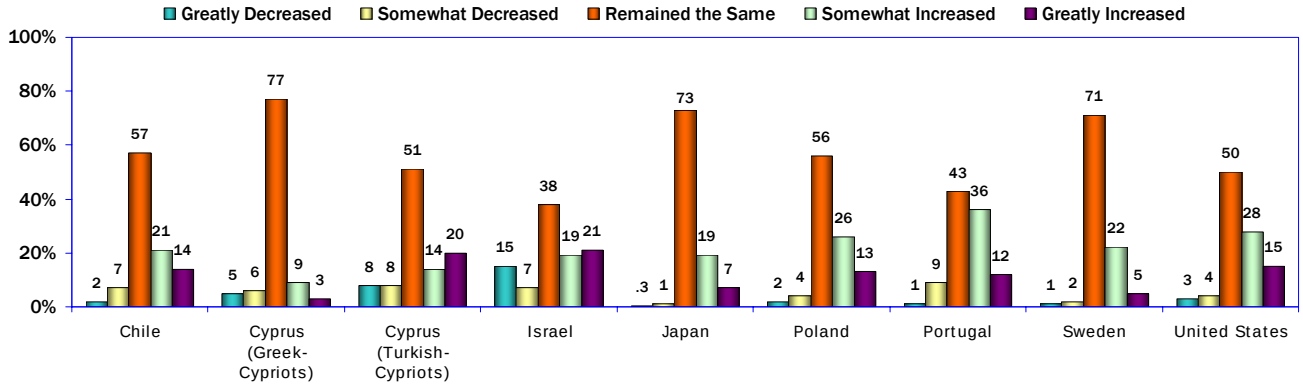
WIP countries also reported modest percentages of users who said contact with their families had decreased because of Internet use: Israel (22 percent); Cyprus (Turkish-Cypriots 16 percent); Mexico (15 percent); Taiwan (14 percent); Hungary (12 percent); Cyprus (Greek-Cypriots 11 percent); Colombia, Portugal, and the United Arab Emirates (10 percent); Chile (9 percent); the United States in 2010 (7 percent); Poland, Sweden, and the United States in 2009 (6 percent); Australia and New Zealand (4 percent); Sweden in 2010 (3 percent); the United Kingdom (2 percent); and Japan (1 percent). See detailed comparisons on the next page.

Internet Use: Effects on Contact with the Users' Family
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



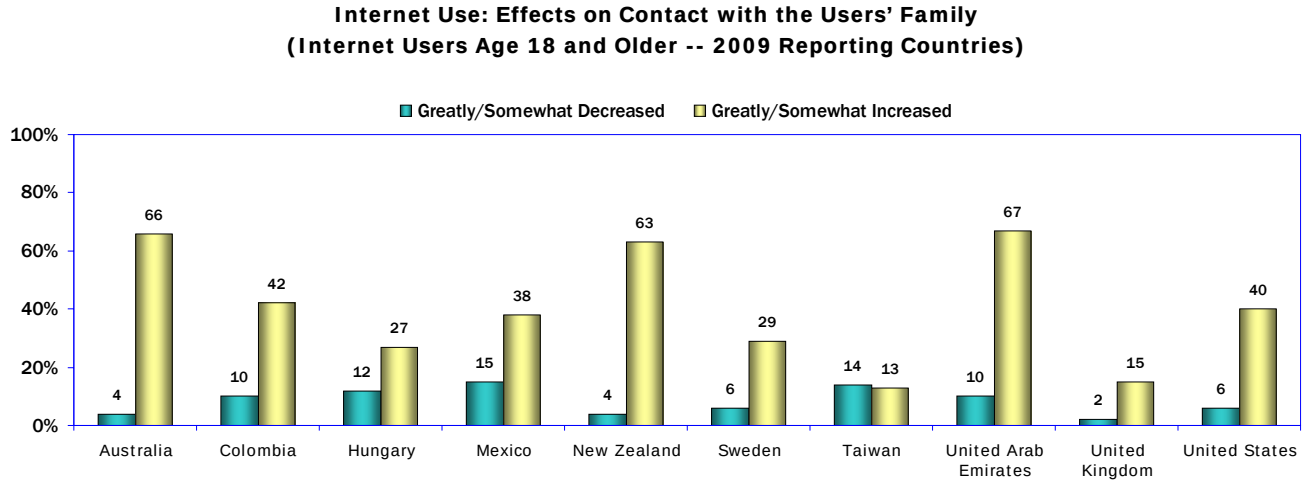
Q8D K-1 2009

Internet Use: Effects on Contact with the Users' Family
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

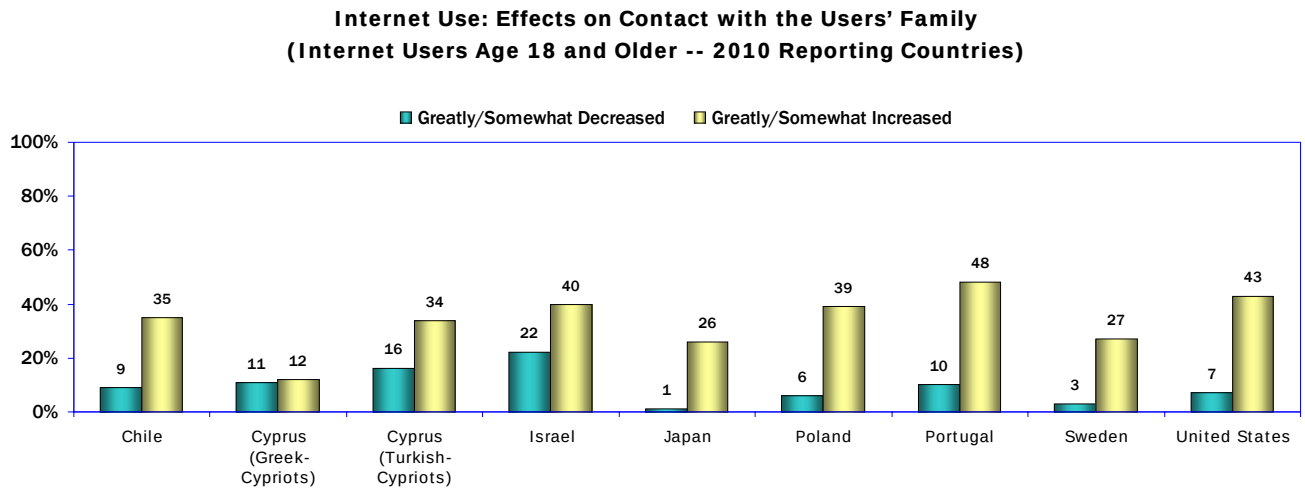


Q9D K-1 2010

46. Internet Use: Contact with Family (continued)



Q8D MD-3 2009



Q9D MD-3 2010

47. Internet Use: Contact with Friends

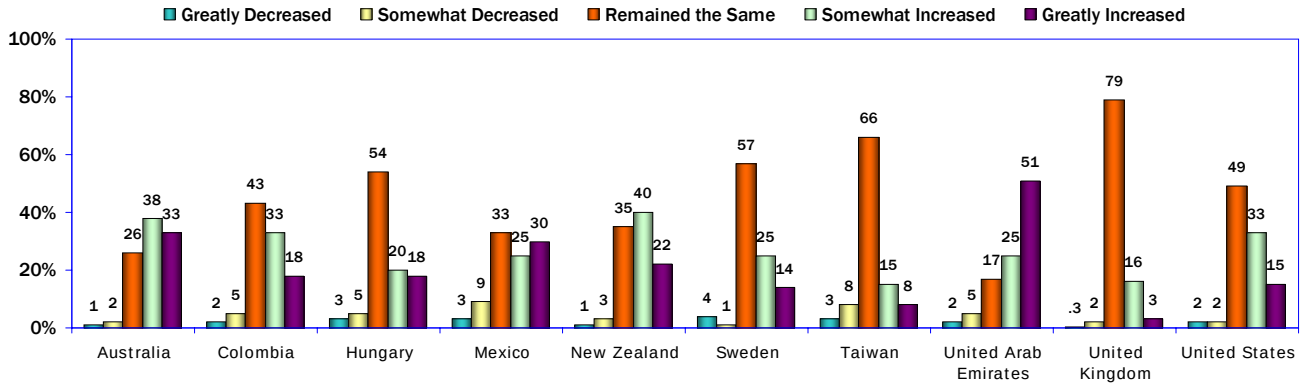
Compared to those who said that going online has an effect on contact with family, more users reported that Internet use had a positive effect on contact with friends.

In all of the WIP countries except Cyprus (Greek-Cypriots), Taiwan, and the United Kingdom, more than 30 percent of users said their contact with friends somewhat increased or greatly increased since going online: the United Arab Emirates (76 percent), Australia (71 percent), New Zealand (62 percent), Portugal (61 percent), Mexico (55 percent), Colombia (51 percent), Poland (50 percent), Chile and the United States in 2009 and 2010 (48 percent), Israel (45 percent), Cyprus (Turkish-Cypriots 42 percent), Japan (41 percent), Sweden in 2009 (39 percent), and Hungary and Sweden in 2010 (38 percent).

In 11 WIP countries, more than 40 percent of users said their contact with friends has remained the same since because of Internet use.

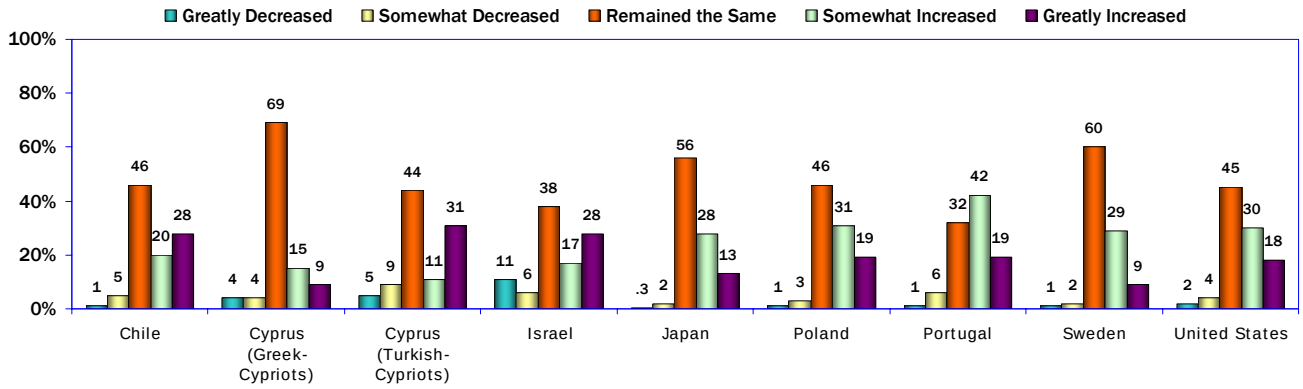
In only four countries did more than 10 percent of users say that since going online their contact with friends has somewhat decreased or greatly increased: Israel (17 percent), Cyprus (Turkish-Cypriots 14 percent, Mexico (12 percent), and Taiwan (11 percent). See detailed comparisons on the next page.

Internet Use: Effects on Contact with the Users' Friends
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



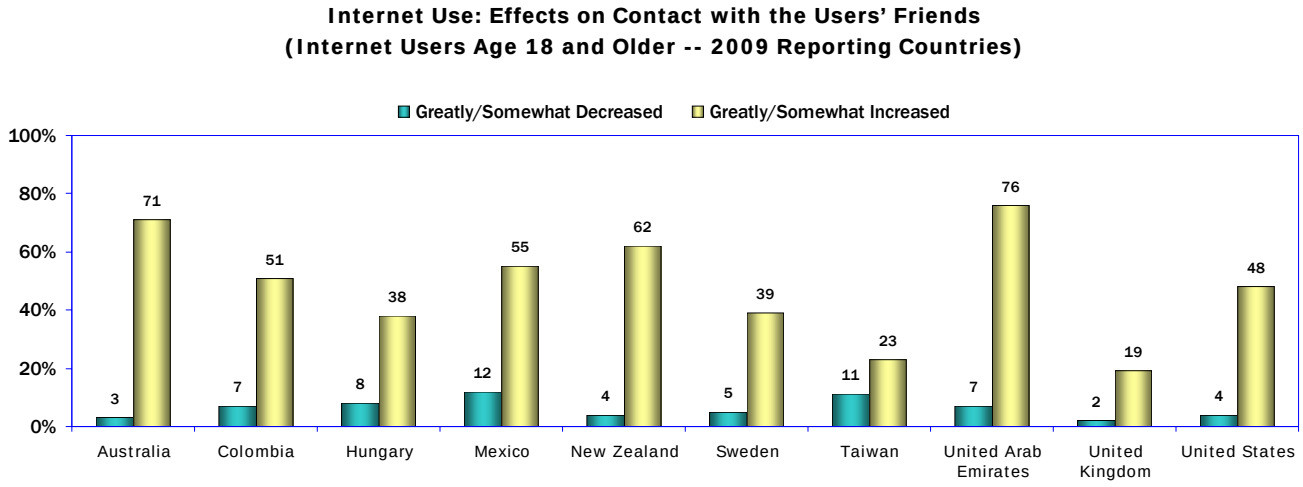
Q8E K-1 2009

Internet Use: Effects on Contact with the Users' Friends
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

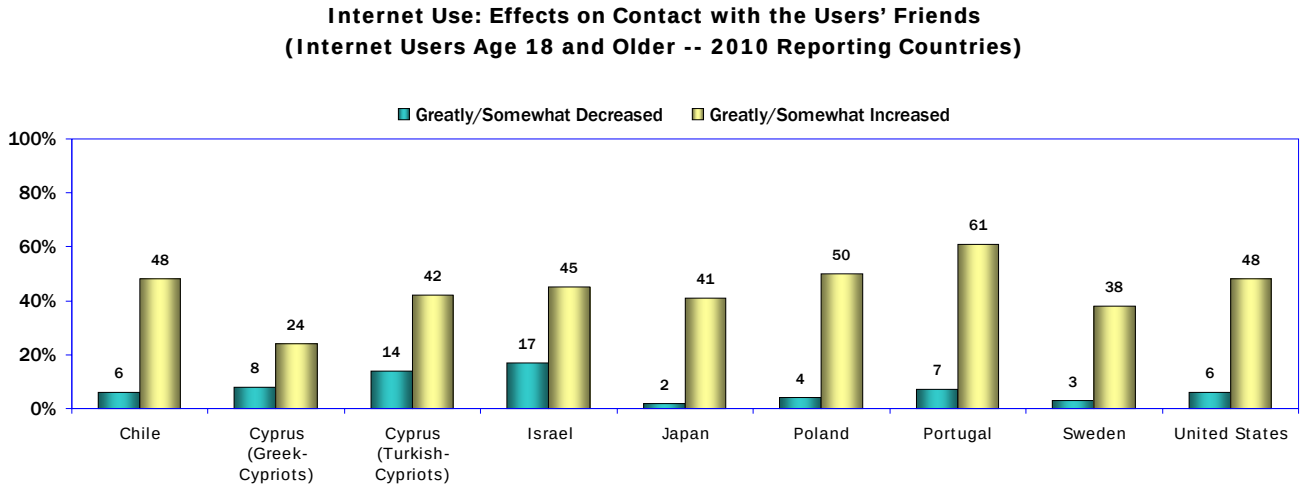


Q9E K-1 2010

47. Internet Use: Contact with Friends (continued)



Q8E MD-3 2009



Q9E MD-3 2010

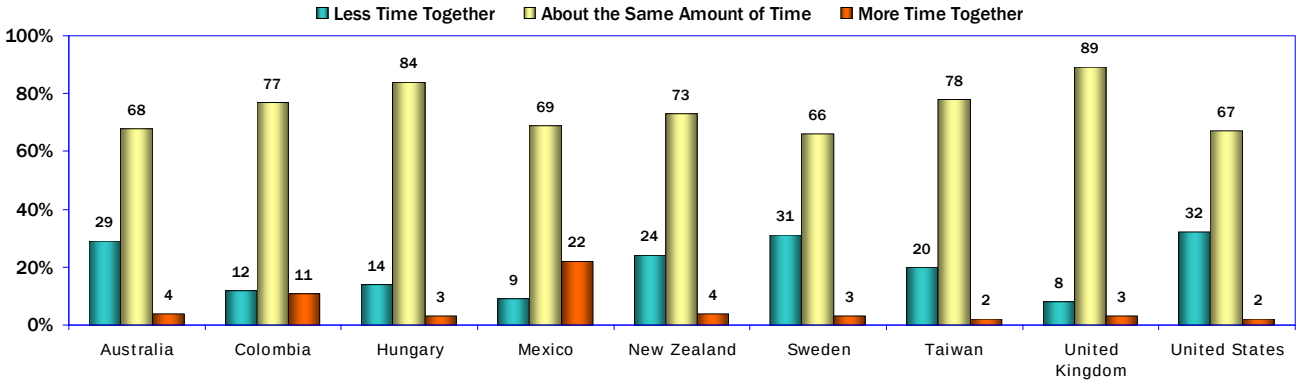
48. Face-to-Face Time with Family

Most Internet users in the WIP countries in 2009 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 two-thirds of Internet users in all of the WIP countries in 2009 reported that Internet use had no effect on face-to-face time in their household.

However, in all of the WIP countries in 2009 except Mexico, of users who reported that their face-to-face time with members of their household changed since being connected to the Internet at home, higher percentages reported that they spend less time rather than more time.

For comparisons of responses about face-to-face time with family and with friends, see page 122.

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 K-1 2009

49. Face-to-Face Time with Friends

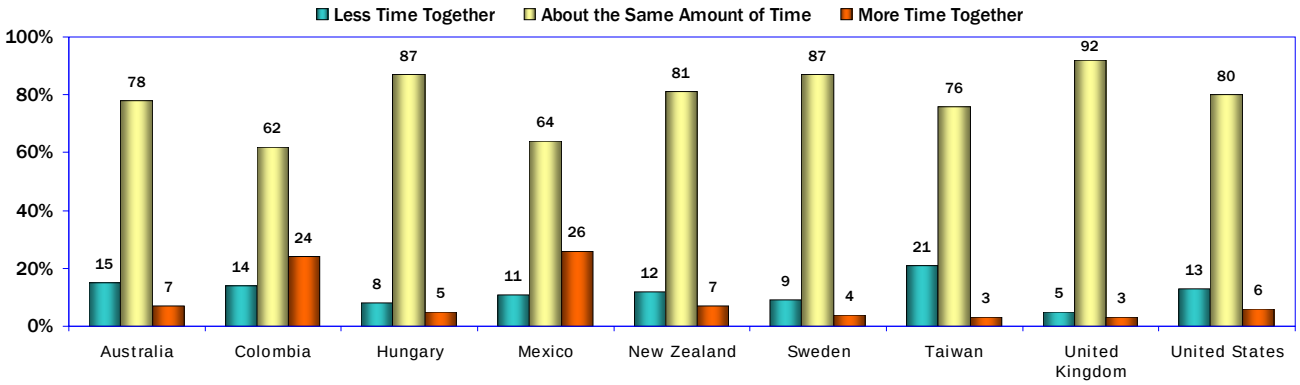
When compared to responses about how the Internet affects face-to-face time with family (see the previous page), larger percentages of users in several of the WIP countries in 2009 said that since going online, they spend about the same amount of face-to-face with friends.

More than three-quarters of users in all of the WIP countries except Colombia and Mexico said that since being connected to the Internet, their face-to-face time spent with friends has remained the same.

Six of the WIP countries in 2009 reported more than 10 percent of users who said they spend less time with friends since being connected to the Internet. Only Taiwan reported more than 20 percent of Internet users who said they spend less time with friends since being connected to the Internet.

For comparisons of responses about face-to-face time with family and with friends, see page 122.

Face-to-Face Time Spent with Friends
Since Being Connected to the Internet
(Internet Users Age 18 and Older -- 2009 Reporting Countries)

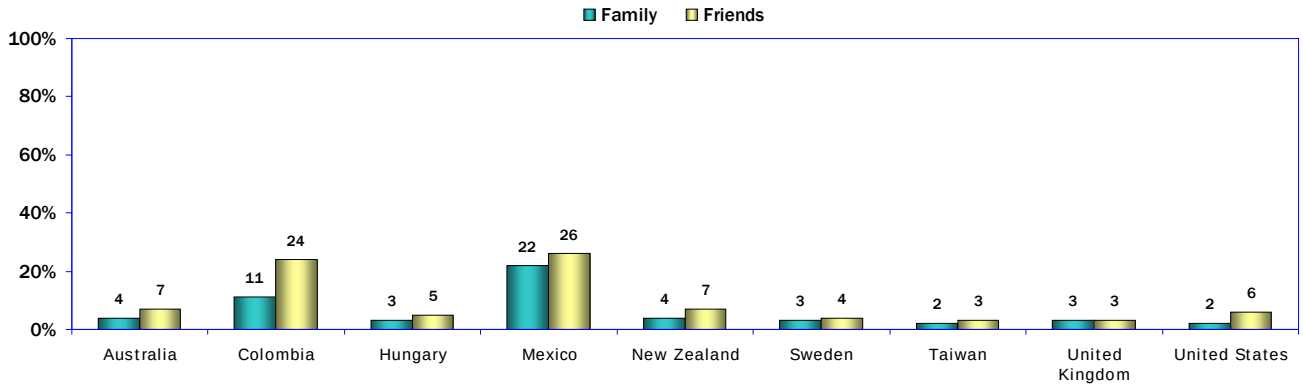


Q9B K-1 2009

48. and 49. Face-to-Face Time with Family and Friends

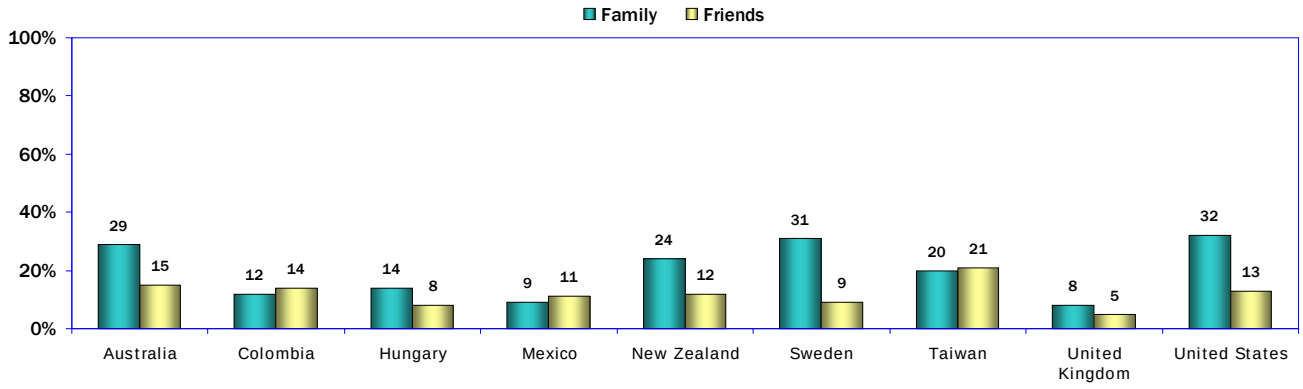
These charts compare how the Internet affects face-to-face time with family (see page 120) and friends (see page 121).

Face-to-Face Time Spent with Friends/Family
Since Being Connected to the Internet
More Time
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q9B MD-1 2009

Face-to-Face Time Spent with Friends/Family
Since Being Connected to the Internet
Less Time
(Internet Users Age 18 and Older -- 2009 Reporting Countries)

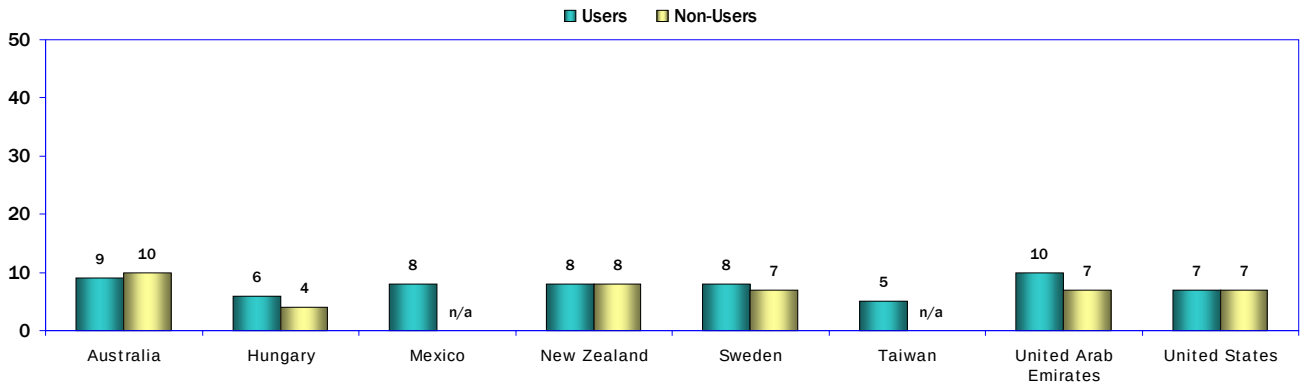


Q9B MD-2 2009

50. Time Spent Socializing with Friends: Users vs. Non-Users

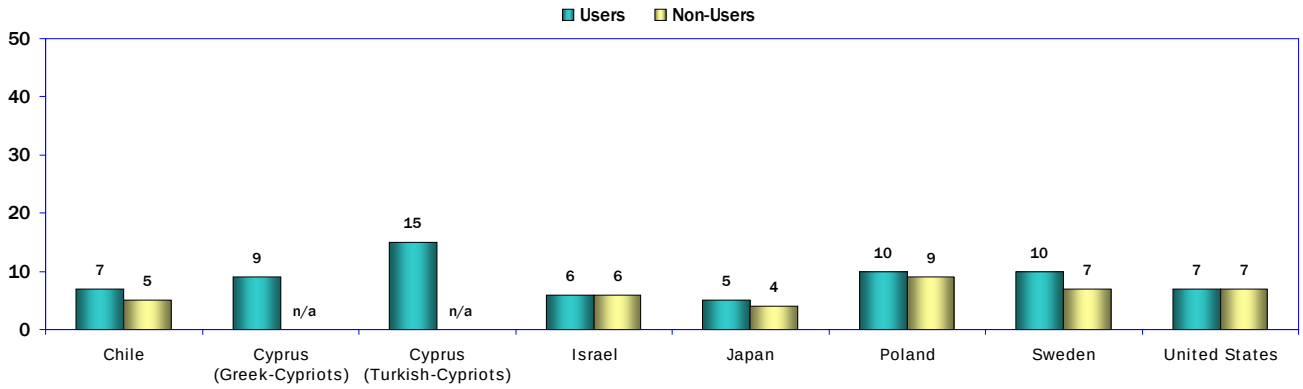
Internet users in all of the WIP countries except Australia reported spending either the same amount of time or more time socializing face-to-face with friends than do non-users.

Time Spent Socializing Face-to-Face with Friends
Outside of School or Outside of Office Hours
(Respondents Age 18 and Older -- Weekly Hours: 2009 Reporting Countries)



Q16 K-1 2009

Time Spent Socializing Face-to-Face with Friends
Outside of School or Outside of Office Hours
(Respondents Age 18 and Older -- Weekly Hours: 2010 Reporting Countries)



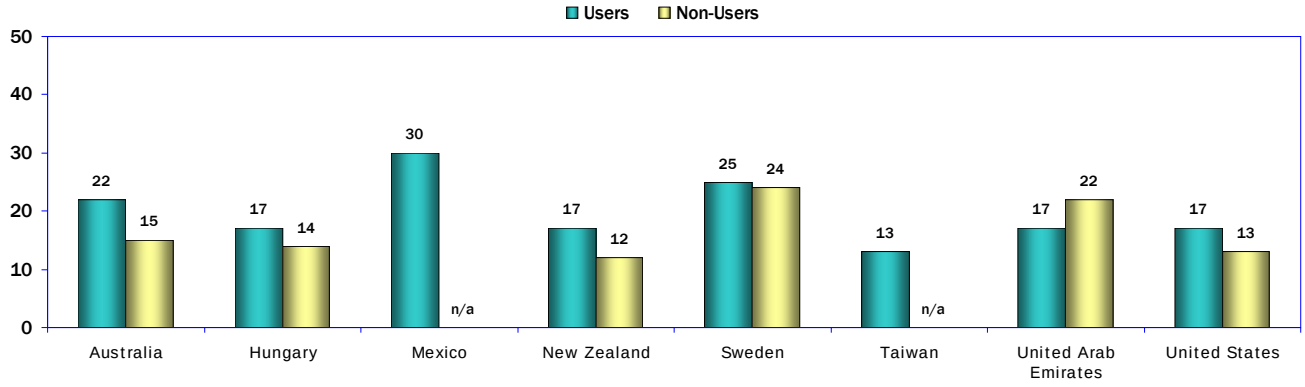
Q15 K-1 2010

51. Time Spent Socializing with Family: Users vs. Non-Users

Compared with responses about time spent socializing with friends (see the previous page), responses were more varied among the WIP countries when users and non-users were asked about time spent socializing face-to-face with family.

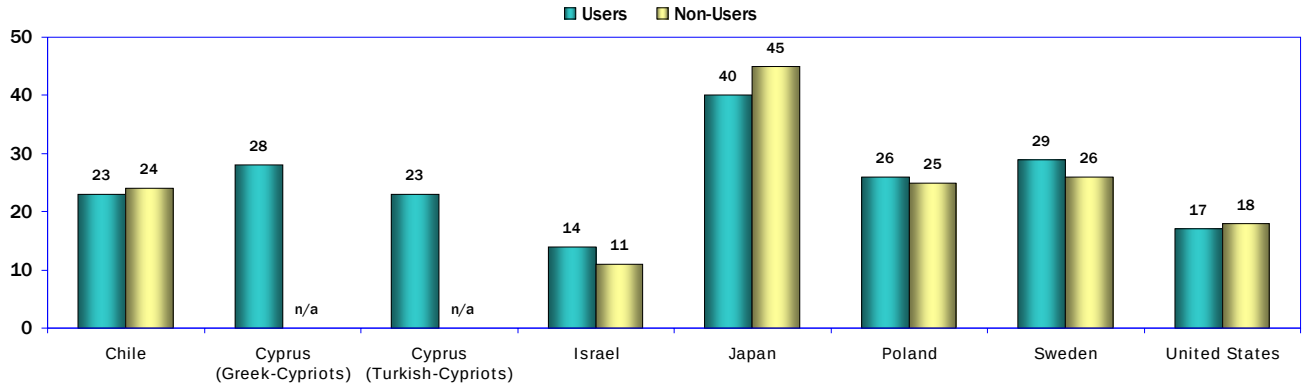
In four of the WIP countries, non-users reported spending more time socializing with family than users did: Chile, Japan, the United Arab Emirates, and the United States in 2010.

Time Spent Socializing Face-to-Face with Family, Hours Per Week
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q17 K-1 2009

Time Spent Socializing Face-to-Face with Family, Hours Per Week
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q16 K-1 2010

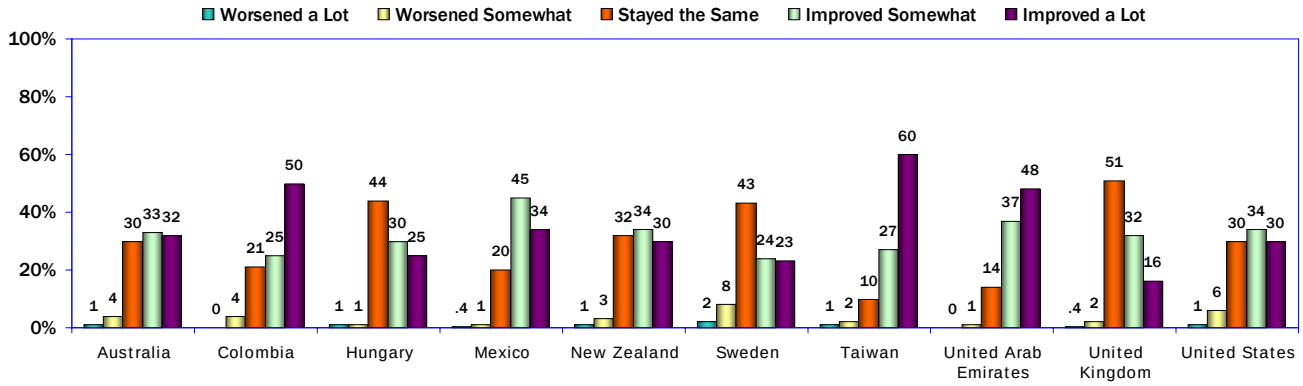
52. Internet Use and Productivity at Work

Large percentages of Internet users in all of the WIP countries in 2009 said that using the Internet at work has improved their performance or productivity. All of the WIP countries in 2009 reported more than 40 percent of users who said the Internet improves work performance or productivity somewhat or a lot: Taiwan (87 percent), the United Arab Emirates (85 percent), Mexico (79 percent), Colombia (75 percent), Australia (65 percent), New Zealand and the United States (64 percent), Hungary (55 percent), the United Kingdom (48 percent), and Sweden in 2009 (47 percent).

Very small percentages reported that the Internet has diminished their productivity; only Sweden reported at least 10 percent of users who said that since using the Internet at work their productivity or performance has worsened somewhat or a lot.

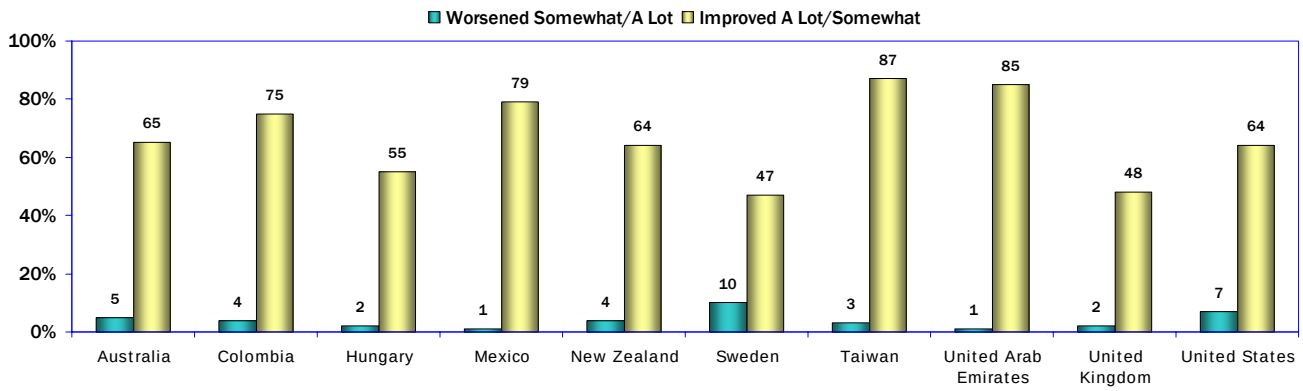
Six of the WIP countries in 2009 reported 30 percent or more of users who said their work performance or productivity stayed the same since using the Internet at work: the United Kingdom (51 percent), Hungary (44 percent), Sweden (43 percent), New Zealand (32 percent), Australia and the United States (30 percent).

Internet Access at Work: Effects on Work Performance / Productivity
(Internet Users Who Use the Internet at Work: 2009 Reporting Countries)



Q10 K-1 2009

Internet Access at Work: Effects on Work Performance / Productivity
(Internet Users Who Use the Internet at Work: 2010 Reporting Countries)



Q10 MD-1 2009

World Internet Project
International Report

Third Edition

The Internet and the Political Process

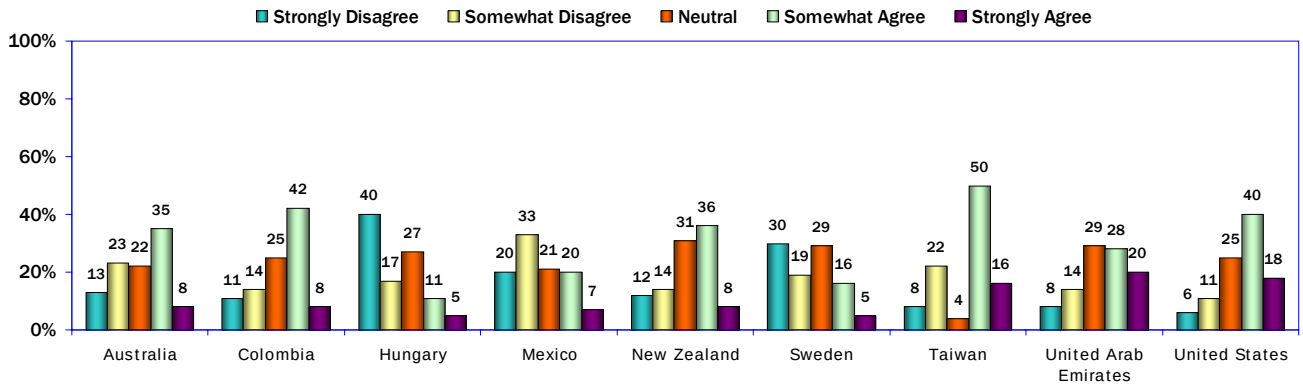
53. The Internet for Understanding Politics

Moderate to large percentages of users age 18 and older in most of the World Internet Project countries believe that the Internet can help people better understand politics.

Eleven of the WIP countries reported 30 percent or more of users who somewhat agree or strongly agree that the Internet can help people better understand politics: Taiwan (66 percent), the United States in 2009 and 2010 (58 percent), Colombia (50 percent), the United Arab Emirates (48 percent), New Zealand (44 percent), Australia (43 percent), Poland (39 percent), Portugal and Sweden in 2010 (38 percent), Israel (35 percent), and Cyprus (Turkish-Cypriots 30 percent). The lowest percentages who agree with this statement were reported in Hungary (16 percent) and Chile (20 percent).

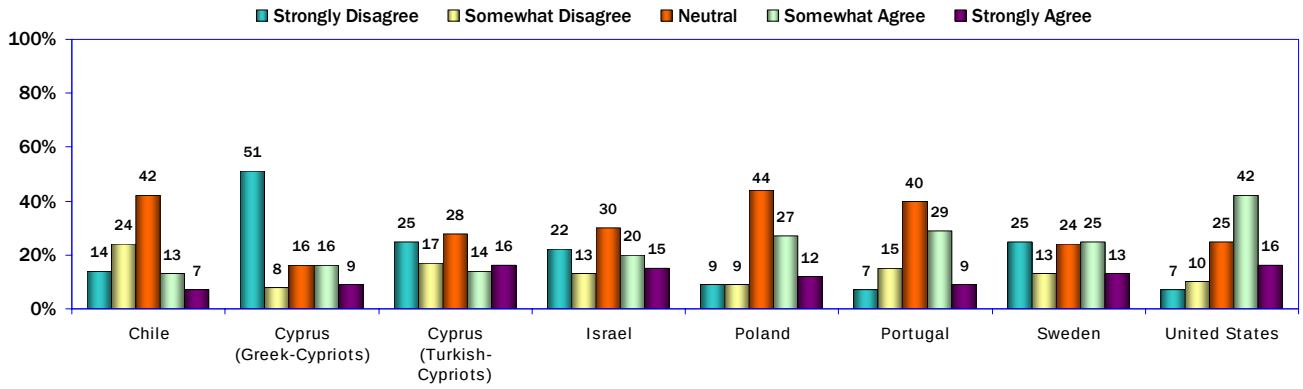
However, at the same time relatively large percentages in many of the WIP countries disagree that the Internet can help people better understand politics. In eight WIP countries, 30 percent or more of users somewhat disagree or strongly disagree that the Internet can help users better understand politics: Cyprus (Greek-Cypriots 59 percent), Hungary (57 percent), Mexico (53 percent), Sweden in 2009 (49 percent), Cyprus (Turkish-Cypriots 42 percent), Chile and Sweden in 2010 (38 percent), Australia (36 percent), Israel (35 percent), and Taiwan (30 percent). See the next page for comparisons of agreement and disagreement.

By Using the Internet, People Like You can Better Understand Politics
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11C K-1 2009

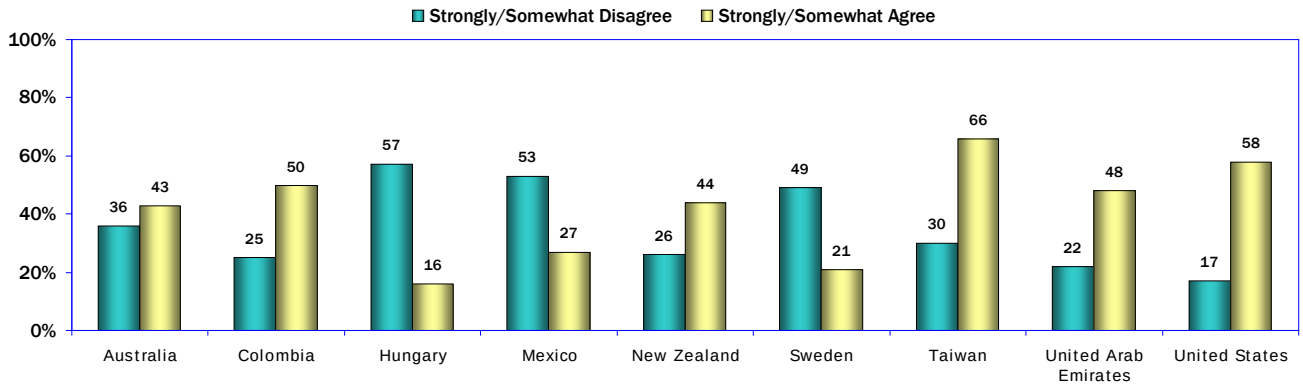
By Using the Internet, People Like You can Better Understand Politics
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10C K-1 2010

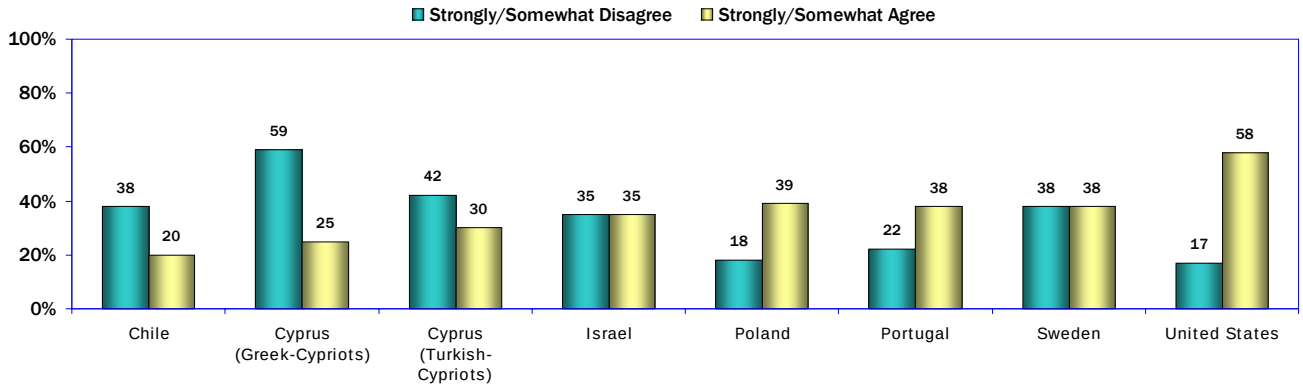
53. The Internet for Understanding Politics (continued)

By Using the Internet, People Like You can Better Understand Politics
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11C MD-1 2009

By Using the Internet, People Like You can Better Understand Politics
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10C MD-1 2010

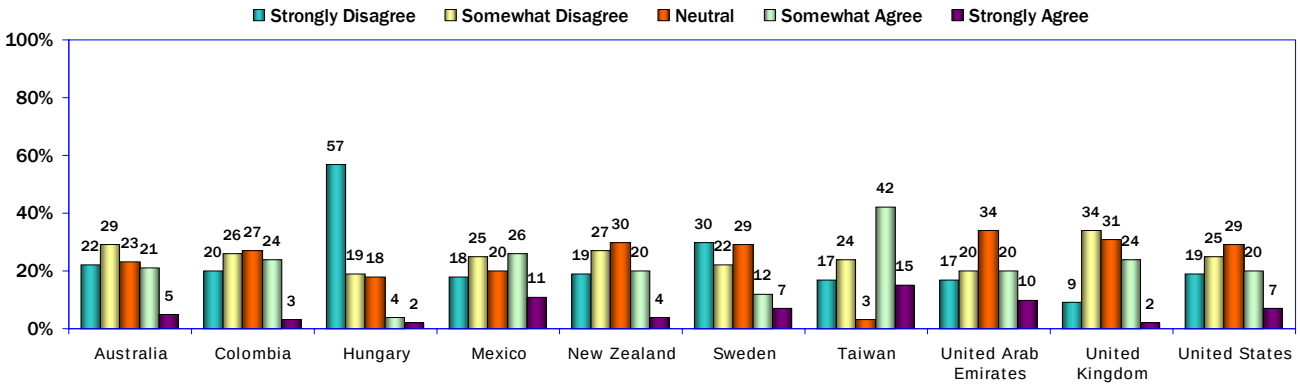
54. The Internet and Engaging Public Officials

Although relatively large percentages of users age 18 and older in the WIP countries said that the Internet can help people better understand politics, much lower percentages of users believe that Internet use will make public officials care more about what people like them think. Of all the WIP countries, only Taiwan (57 percent) and Portugal (45 percent) reported more than 40 percent of users who somewhat agree or strongly agree with this statement.

More than 40 percent of users in 12 WIP countries somewhat disagree or strongly disagree that the Internet will make public officials care more about what people like them think: Hungary (76 percent), Cyprus (Greek-Cypriots 74 percent), Cyprus (Turkish-Cypriots 56 percent), Sweden in 2009 (52 percent), Australia (51 percent), Sweden in 2010 (50 percent), Colombia and New Zealand (46 percent), the United States in 2009 (44 percent), Mexico and the United Kingdom (43 percent), Chile (42 percent), Taiwan and the United States in 2010 (41 percent), and Israel (40 percent).

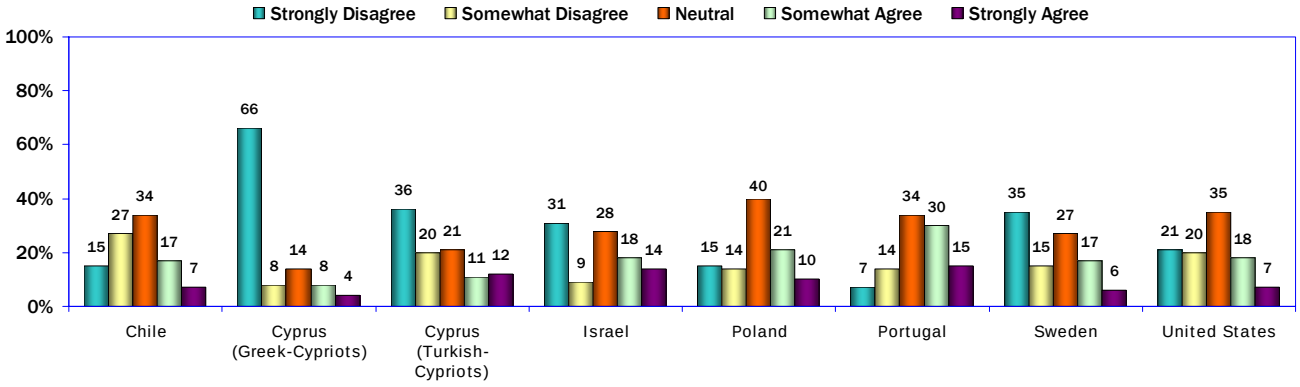
See the next page for comparisons of agreement and disagreement.

By Using the Internet, Public Officials Will Care More about What People Like You Think
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11D K-1 2009

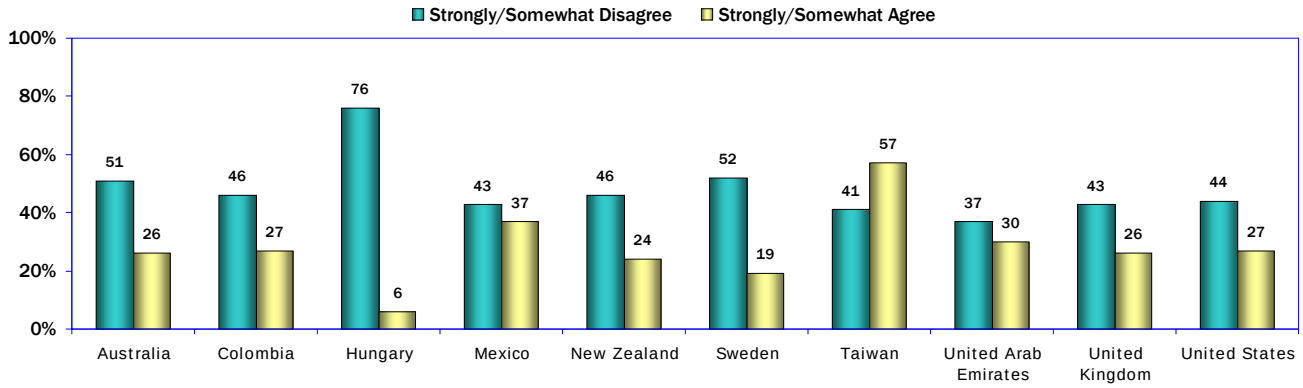
By Using the Internet, Public Officials Will Care More about What People Like You Think
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10D K-1 2010

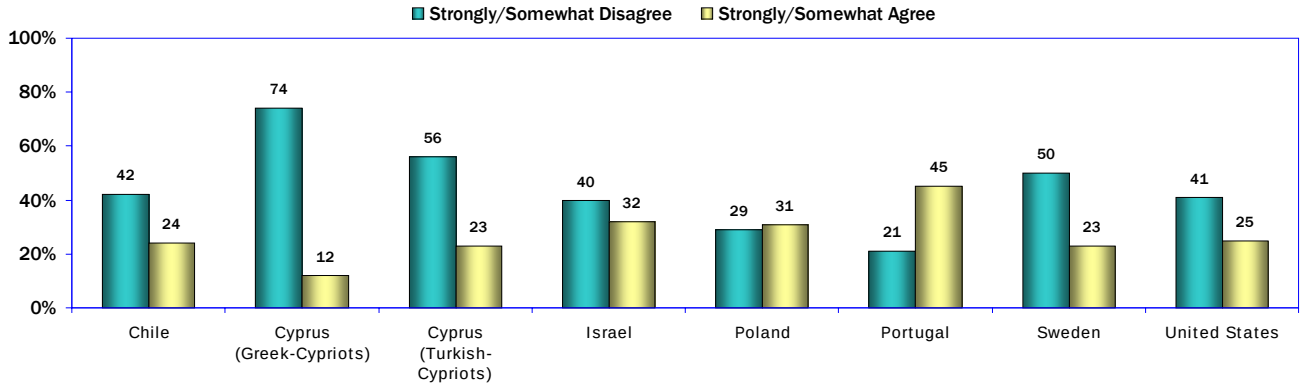
54. The Internet and Engaging Public Officials (continued)

By Using the Internet, Public Officials Will Care More about What People Like You Think (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11D MD-1 2009

By Using the Internet, Public Officials Will Care More about What People Like You Think (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10D MD-1 2010

55. The Internet and Political Empowerment

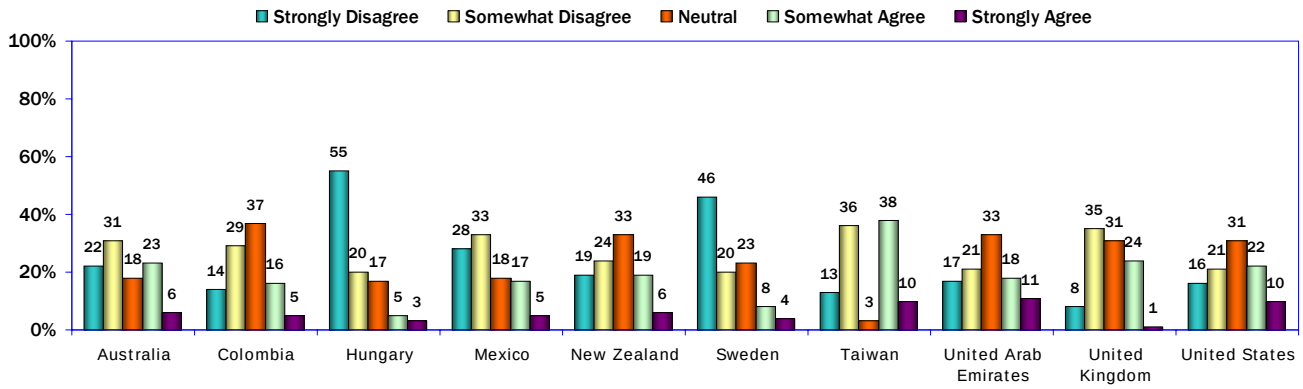
Low percentages of users age 18 and older said that the Internet gives people more political power or influence. Only Chile (66 percent) reported more than half of users who somewhat agree or strongly agree that by using the Internet people like them can have more political power.

Other than Chile, in four WIP countries 30 percent or more of users somewhat agreed or strongly agreed with this statement: Taiwan (48 percent), Israel (35 percent), the United States in 2010 (34 percent), Portugal (33 percent), and the United States in 2009 (32 percent).

Conversely, large percentages in all of the WIP countries except Chile somewhat disagreed or strongly disagreed that using the Internet will give people like them more political power. Ten countries reported more than 40 percent of users who disagreed with this statement: Hungary (75 percent); Sweden in 2009 (66 percent); Cyprus (Greek-Cypriots 66 percent); Mexico (61 percent); Sweden in 2010 (59 percent); Australia (53 percent); Cyprus (Turkish-Cypriots 52 percent); Taiwan (49 percent); the United Kingdom, Colombia, and New Zealand (43 percent); and Israel (41 percent).

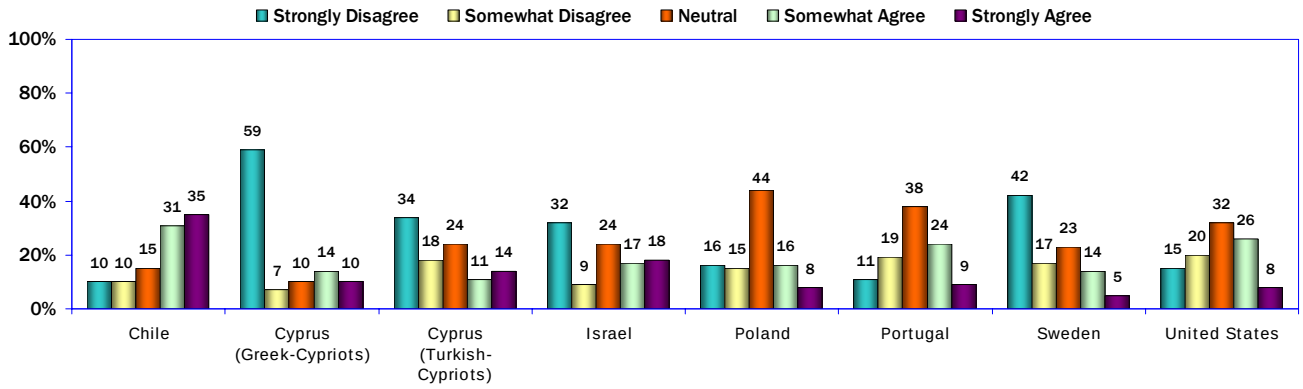
See the next page for comparisons of agreement and disagreement.

By Using the Internet, People Like You Can Have More Political Power
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11A K-1 2009

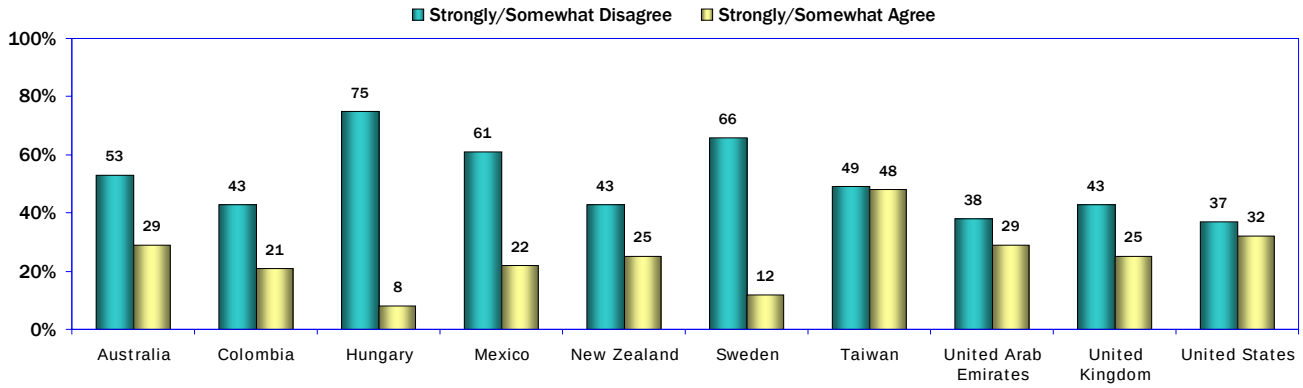
By Using the Internet, People Like You Can Have More Political Power
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10A K-1 2010

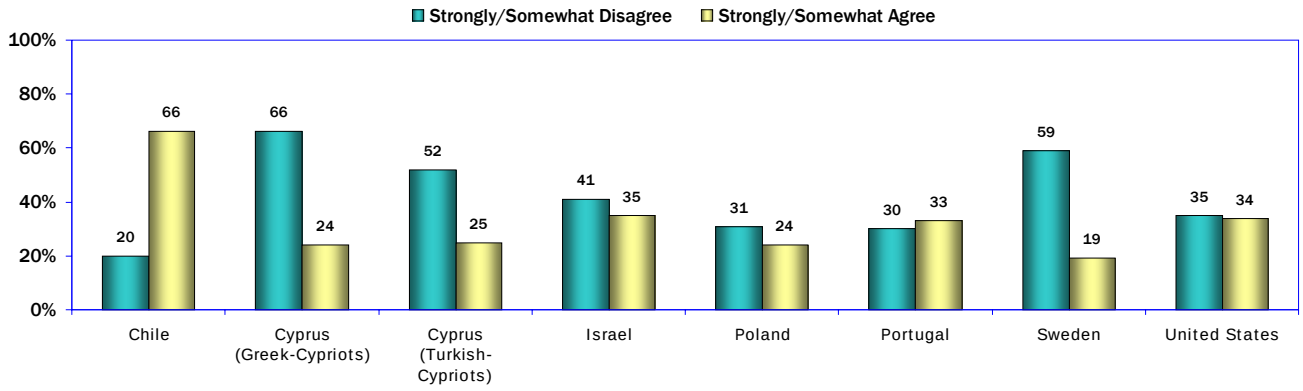
55. The Internet and Political Empowerment (continued)

By Using the Internet, People Like You Can Have More Political Power
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11A MD-1 2009

By Using the Internet, People Like You Can Have More Political Power
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10A MD-1 2010

56. Does the Internet Give Users More Involvement in Government?

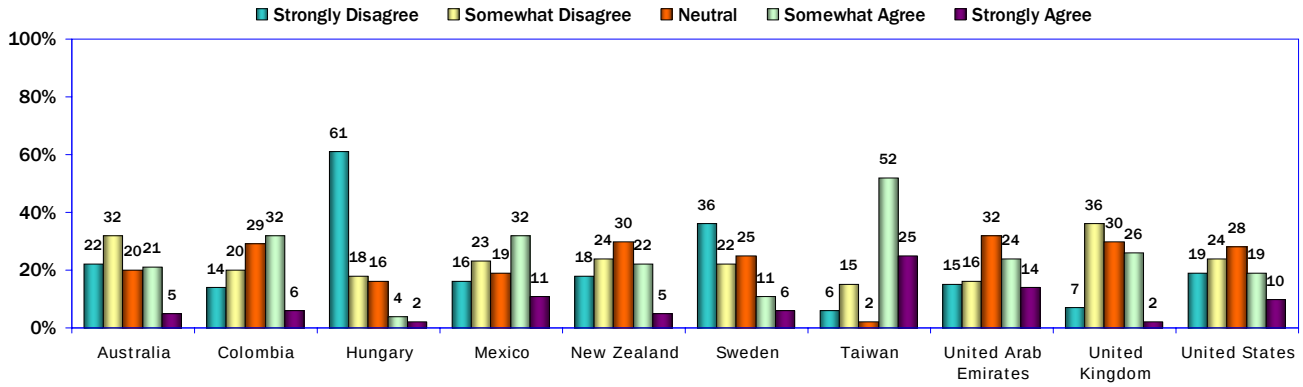
Generally low percentages of users age 18 and older in most of the WIP countries said the Internet gives users more of a say in government actions. Only Taiwan (77 percent) reported more than half of users who somewhat agreed or strongly agreed that by using the Internet, people like them have more say about what the government does.

Other than Taiwan, in five WIP countries 30 percent or more of users agree: Mexico (43 percent), Poland (41 percent), Colombia and the United Arab Emirates (38 percent), and Portugal (37 percent).

Large percentages of users in all of the WIP countries other than Taiwan and Poland somewhat disagreed and strongly disagreed that by using the Internet, people like them have more say about what the government does. Eight countries reported 40 percent or more who disagreed with this statement: Hungary (79 percent), Cyprus (Greek-Cypriots 72 percent), Sweden in 2009 (58 percent), Israel and Australia (54 percent), Sweden in 2010 (51 percent), Cyprus (Turkish-Cypriots 50 percent), the United Kingdom and the United States in 2009 (43 percent), and New Zealand (42 percent).

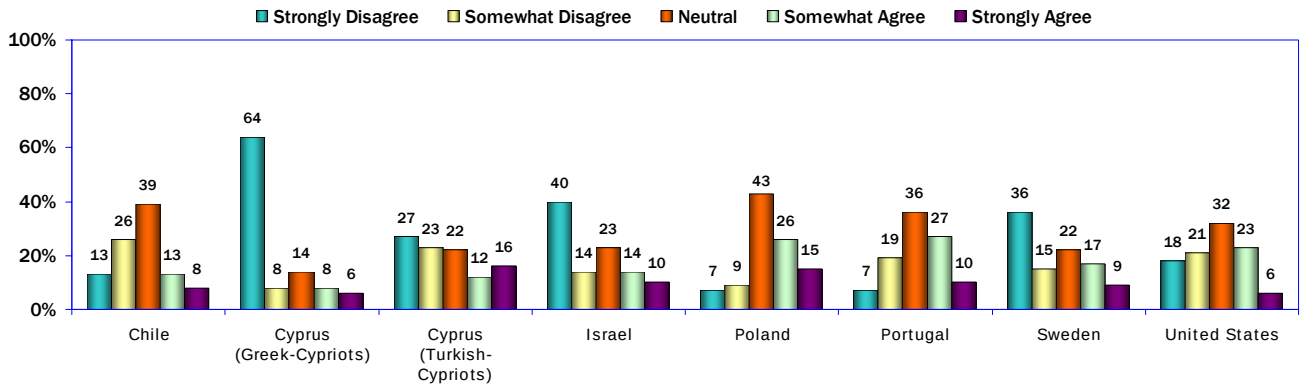
See the next page for comparisons of agreement and disagreement.

By Using the Internet, Will People Like You Have More Say about What the Government Does
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11B K-1 2009

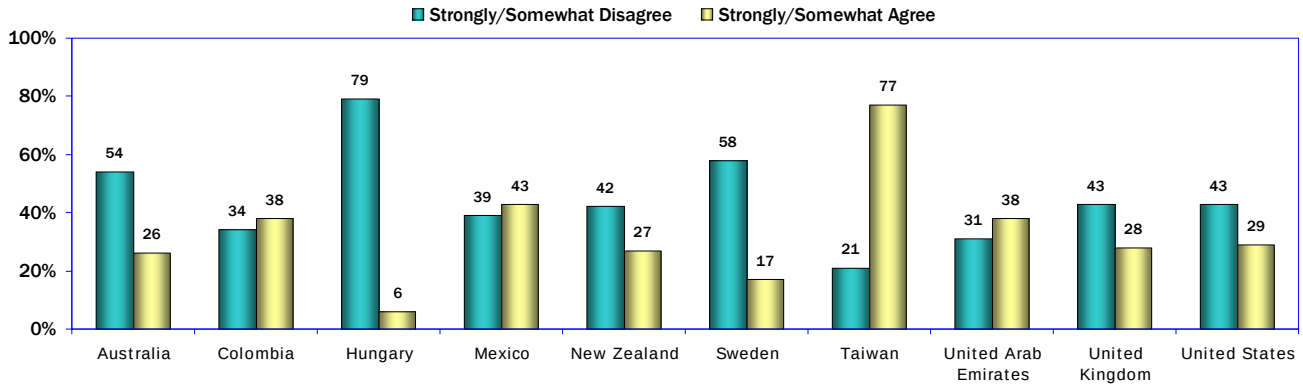
By Using the Internet, Will People Like You Have More Say about What the Government Does
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10B K-1 2010

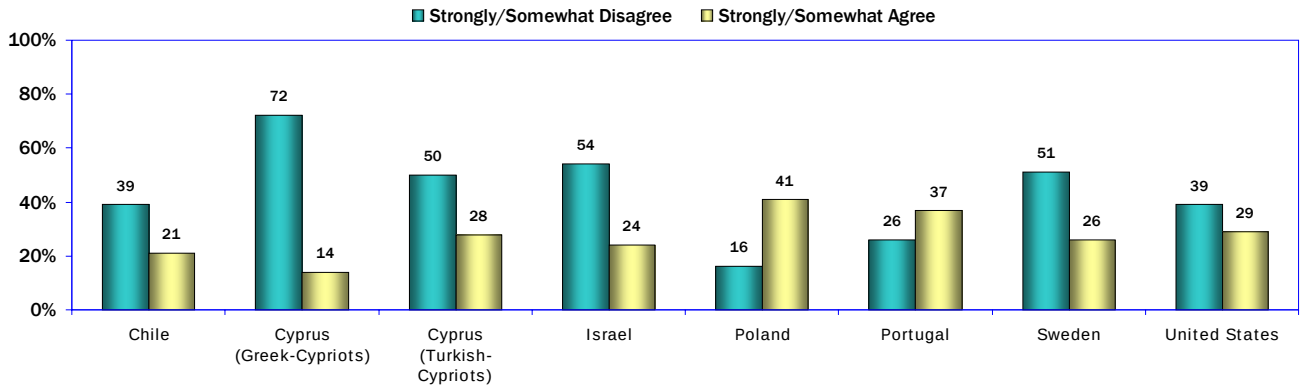
56. Does the Internet Give Users More Involvement in Government? (continued)

By Using the Internet, Will People Like You Have More Say about What the Government Does (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11B MD-1 2009

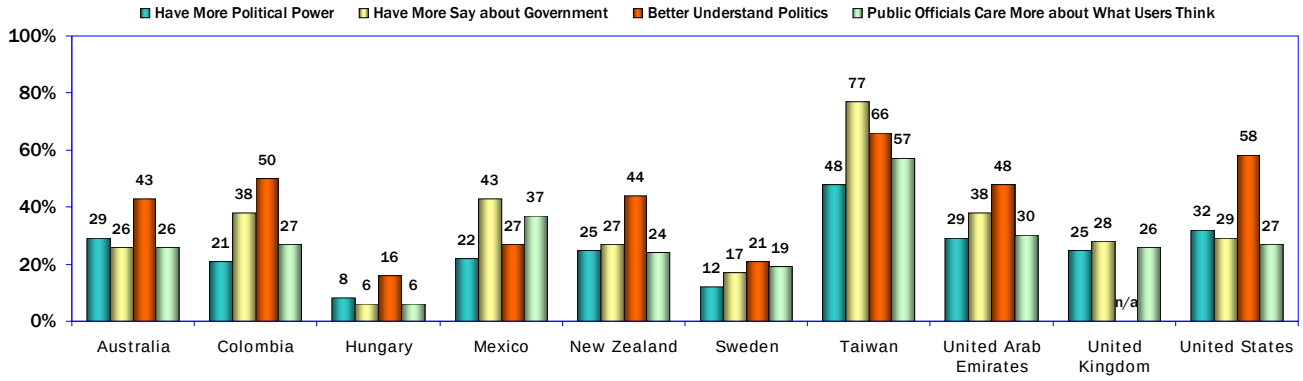
By Using the Internet, Will People Like You Have More Say about What the Government Does (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10B MD-1 2010

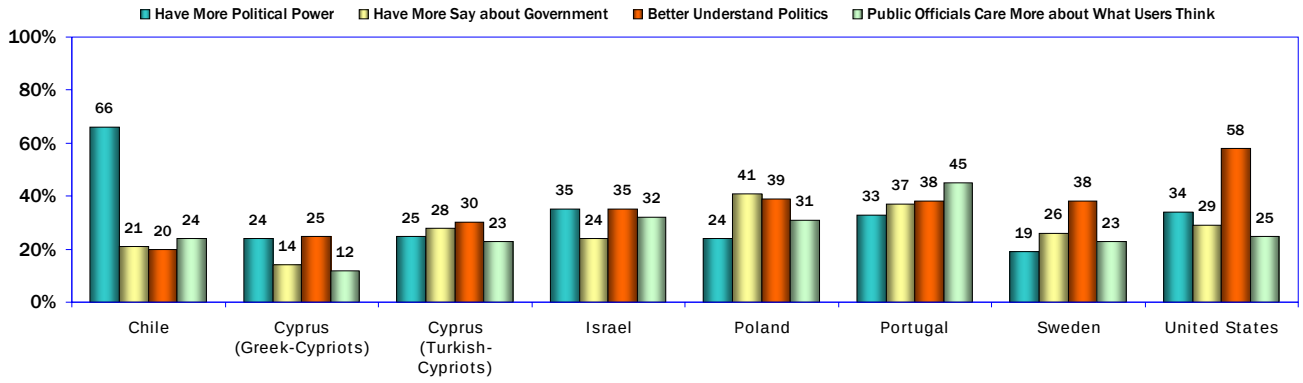
57. Country Comparison: Responses to Questions about the Internet and the Political Process

Views about the Internet and the Political Process
Strongly Agree and Somewhat Agree
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q11A-D MD-1 2009

Views about the Internet and the Political Process
Strongly Agree and Somewhat Agree
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q10A-D MD-1 2010

58. The Internet and Personal Privacy: Government and Companies

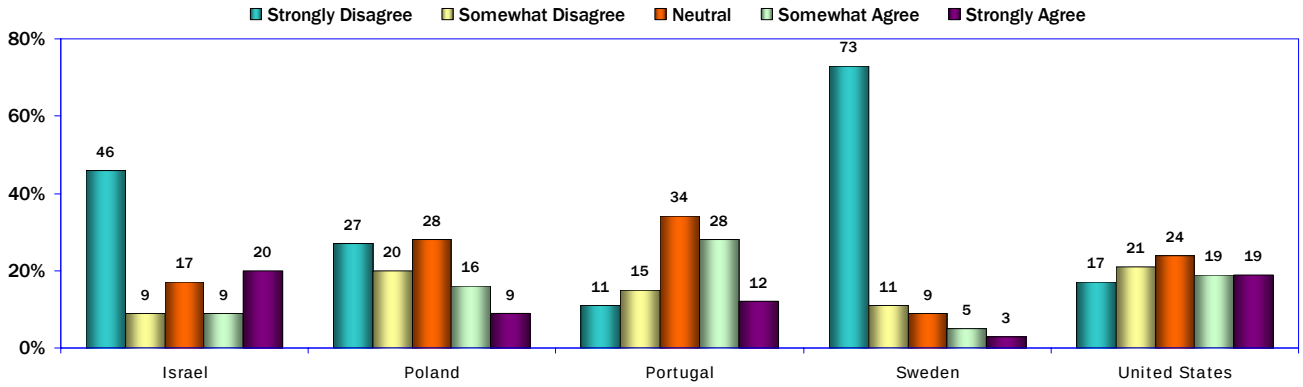
In a new question about personal privacy, the WIP countries reported a range of responses regarding their concerns about the government and companies checking what respondents do online.

When asked if they are worried about the government checking what they do online, respondents who somewhat agree or strongly agree were: Portugal (40 percent), the United States (38 percent), Israel (29 percent), Poland (25 percent), and Sweden (8 percent).

However, each of the five WIP countries that asked this question reported even higher percentages of respondents who said they were worried about companies checking what they do online: the United States (49 percent), Portugal (42 percent), Israel (41 percent), Poland (31 percent), and Sweden (12 percent).

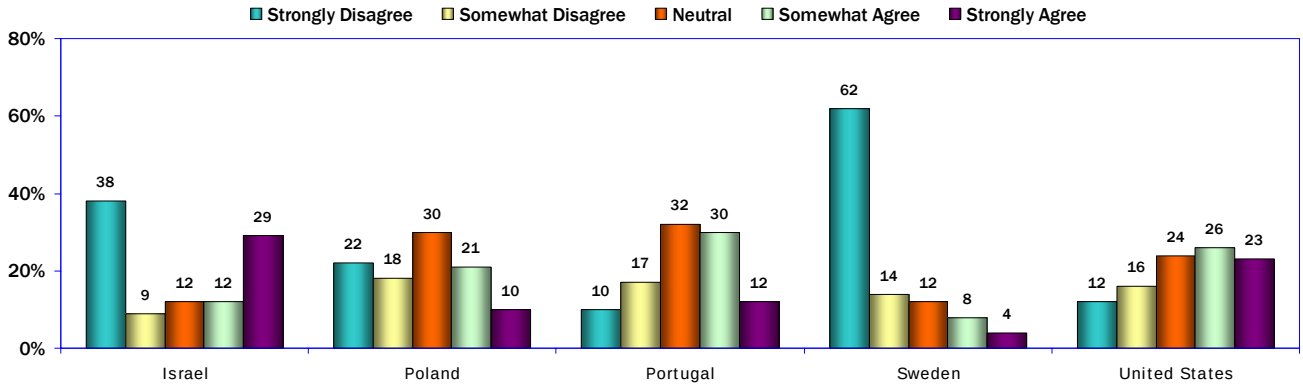
For a comparison of concerns about government and companies, see the next page.

I am worried about the government checking what I do online
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q24F K-1 2010

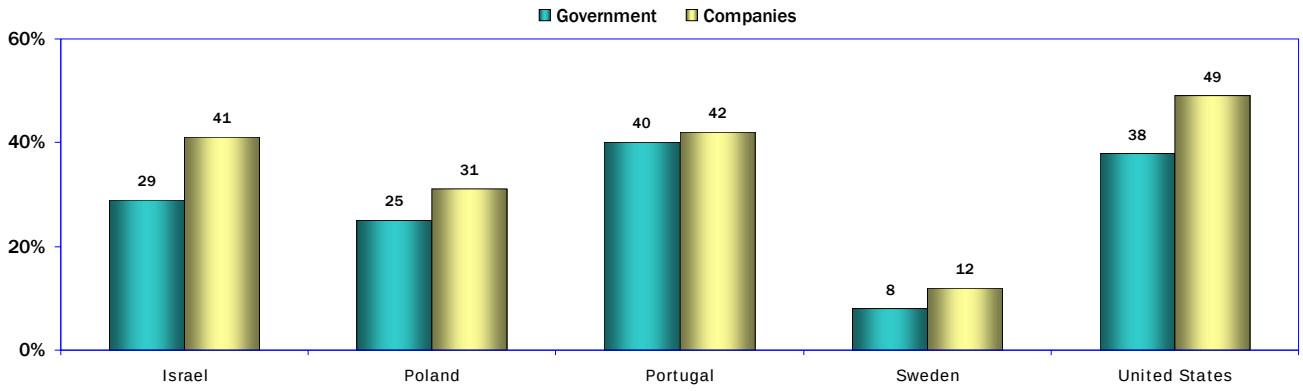
I am worried about companies checking what I do online
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q24G K-1 2010

58. The Internet and Personal Privacy: Government and Companies (continued)

I am worried about the government and companies checking what I do online
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q24 F&G COMP MD-1

World Internet Project
International Report

Third Edition

Media Reliability and Importance

59. Information on the Internet: Is it Reliable?

Significant percentages of users in all of the WIP countries reported that most of the information online is generally reliable. However, even larger percentages of users in most of the countries said that only half or less of the information online is reliable.

Twelve countries that reported 40 percent or more of respondents who said most or all information online is reliable: Cyprus (Greek-Cypriots 61 percent), Hungary (58 percent); New Zealand (48 percent); Poland (47 percent); Cyprus (Turkish-Cypriots 45 percent); Mexico (44 percent); Israel (43 percent); the United Arab Emirates (42 percent); the United States in 2010 (41 percent); and Australia, Colombia, Sweden in 2009; Taiwan, and the United States in 2009 (40 percent).

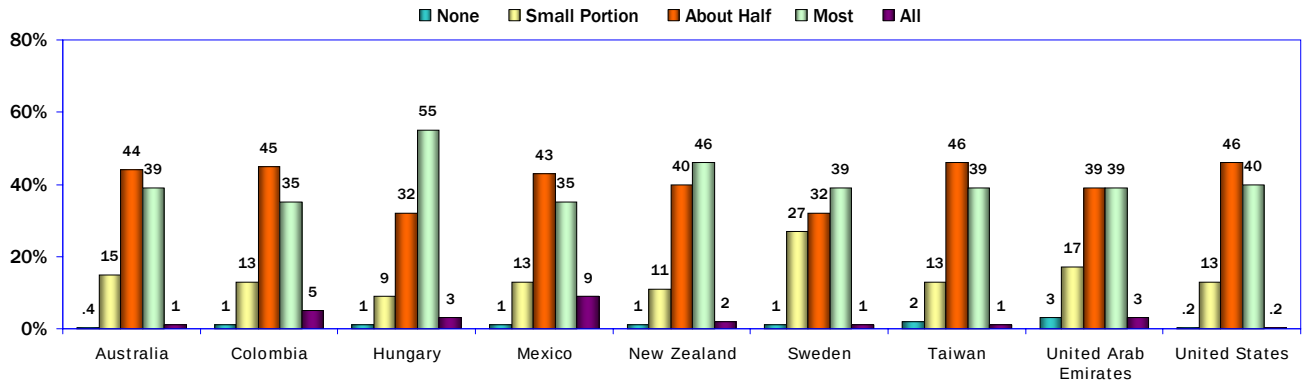
Two WIP countries reported less than 40 percent of users who said that most or all of information online is reliable: Chile (35 percent), and Sweden in 2010 (19 percent).

However, in twelve of the WIP countries, 50 percent or more of users said that one half or less of information on the Internet is reliable: Sweden in 2010 (81 percent); Chile (65 percent); Taiwan (61 percent); Sweden in 2009 and the United States in 2010 (60 percent); Australia, Colombia, Israel, the United Arab Emirates, and the United States in 2009 (59 percent); Mexico (57 percent); Cyprus (Turkish-Cypriots 55 percent); Poland (53 percent); and New Zealand (52 percent).

See page 141 for comparisons of agreement and disagreement.

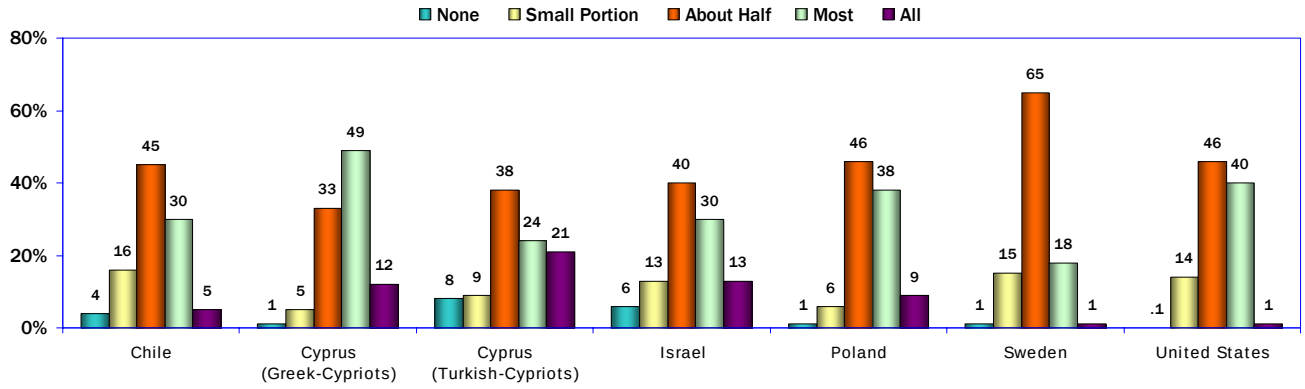
59. Information on the Internet: Is it Reliable? (continued)

How Much of the Information on the Internet Overall is Generally Reliable?
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



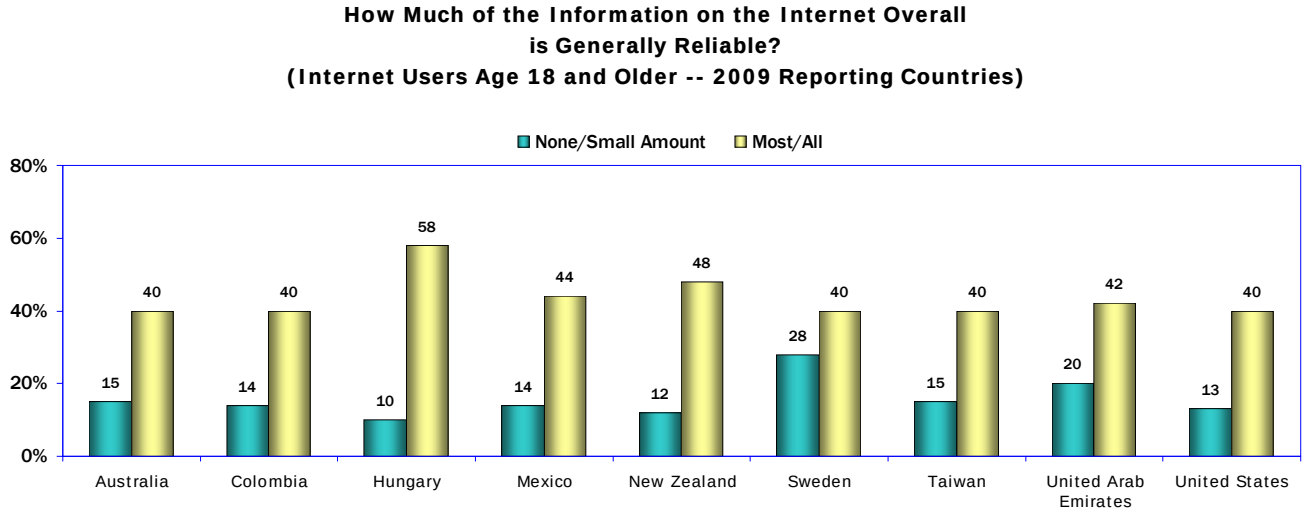
Q12 K-3 2009

How Much of the Information on the Internet Overall is Generally Reliable?
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

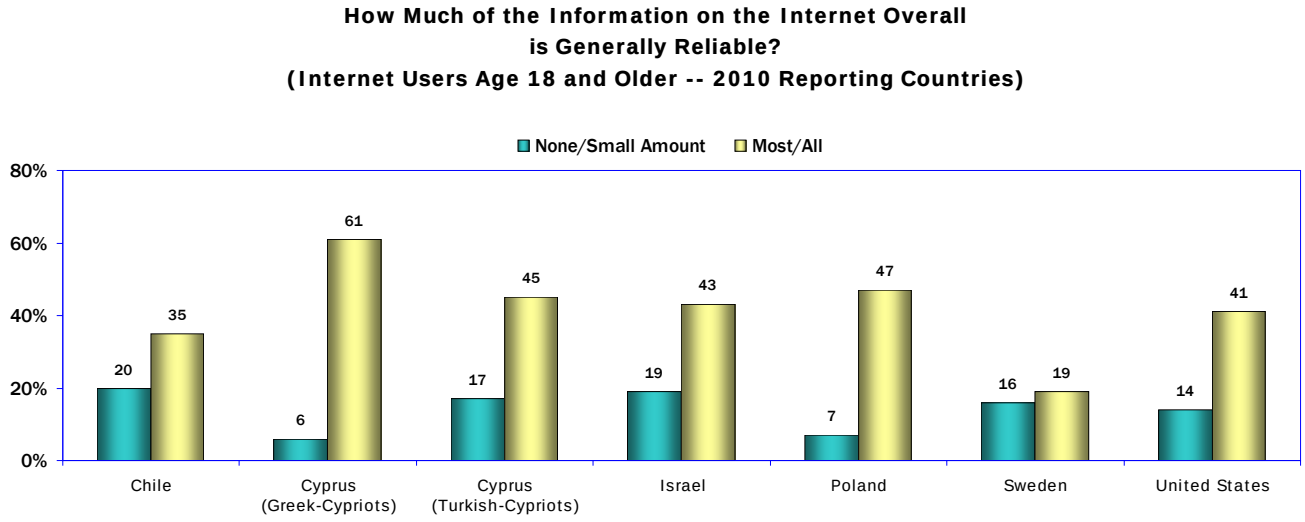


Q11 K-3 2010

59. Information on the Internet: Is it Reliable? (continued)



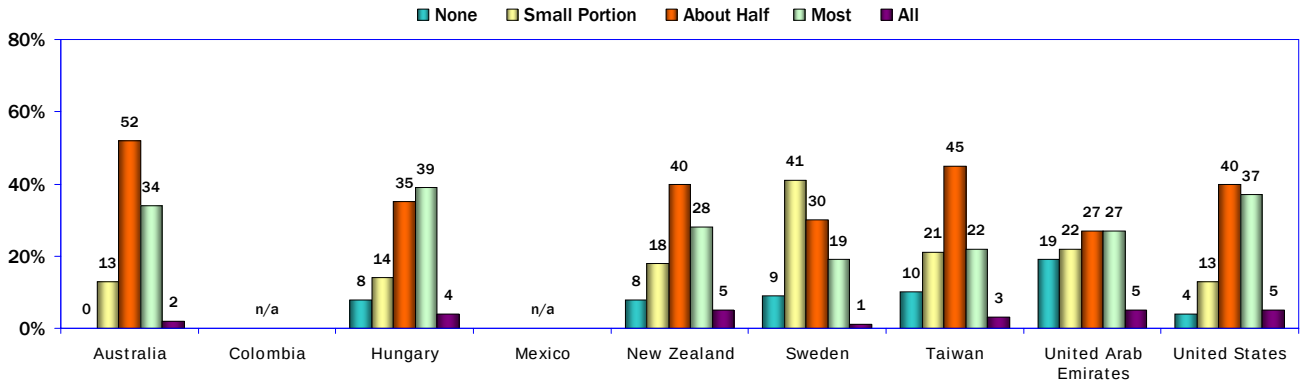
Q12 MD-3 2009



Q11 MD-3 2010

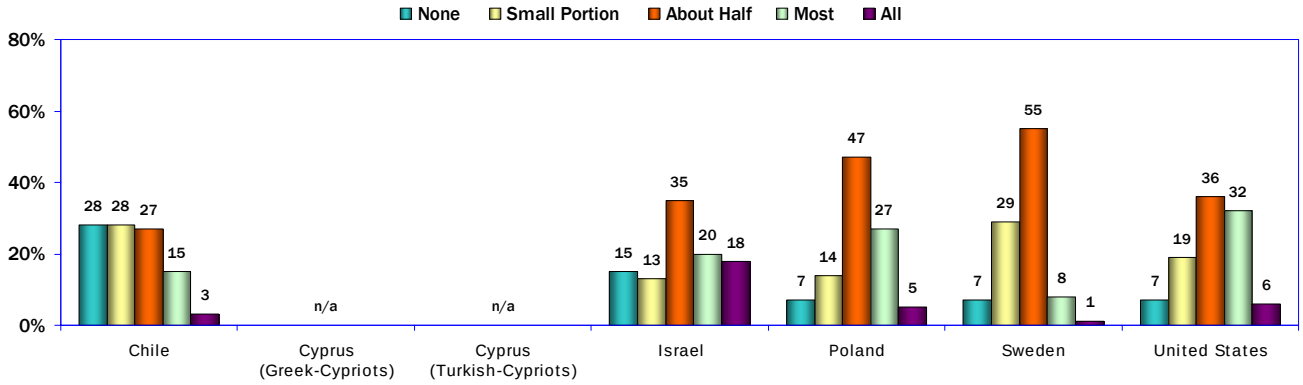
59. Information on the Internet: Is it Reliable? (continued)

How Much of the Information on the Internet Overall is Generally Reliable? (Internet Non-Users Age 18 and Older -- 2009 Reporting Countries)



Q12 K-2 2009

How Much of the Information on the Internet Overall is Generally Reliable? (Internet Non-Users Age 18 and Older -- 2010 Reporting Countries)



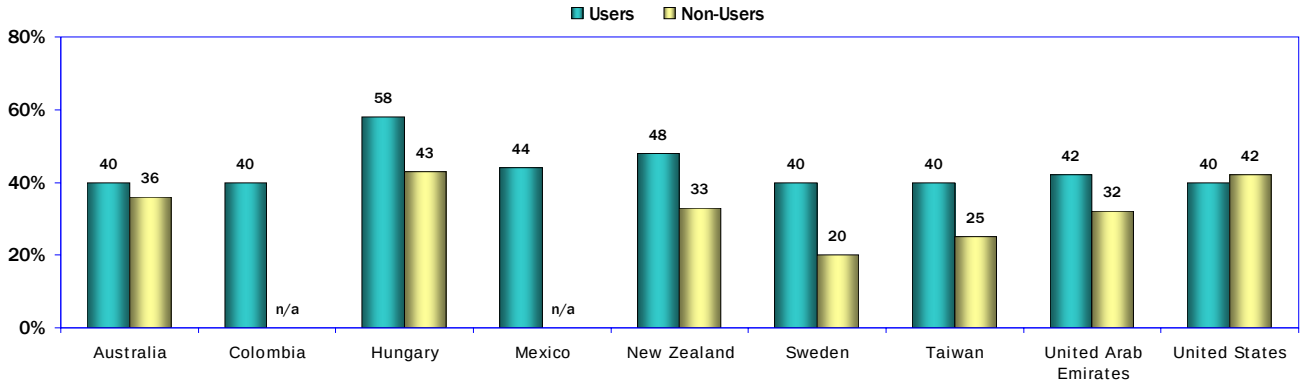
Q11 K-2 2010

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

Comparing users to non-users in the WIP countries shows differences in views about the reliability of information on the Internet. For example, in all of the WIP countries except the United States in 2009, larger percentages of users than non-users believe that most or all of the information on the Internet is generally reliable.

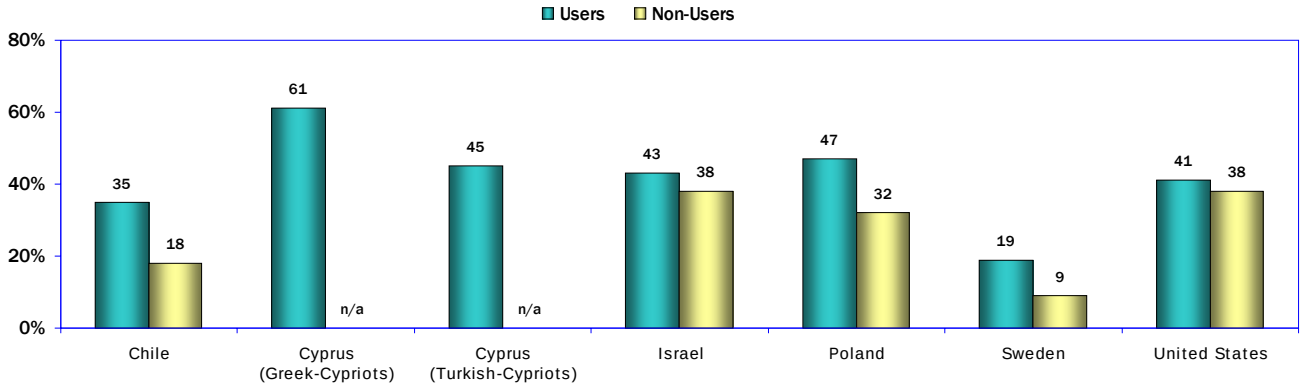
Much larger percentages of non-users than users in most of the WIP countries said that none or a small amount of online information is reliable (see the next page).

How Much of the Information on the Internet Overall is Generally Reliable? - Most and All (Respondents 18 and Older -- 2009 Reporting Countries)



Q12 K-1A 2009

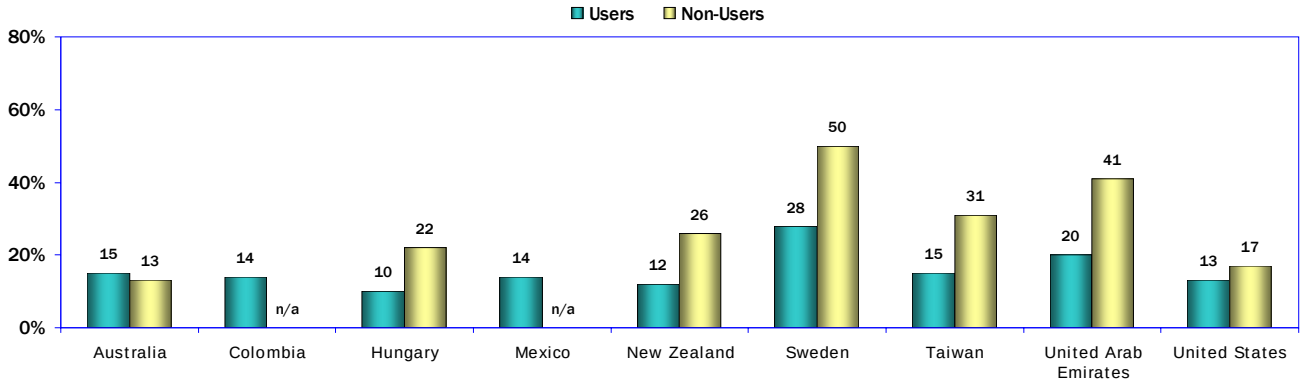
How Much of the Information on the Internet Overall is Generally Reliable? - Most and All (Respondents 18 and Older -- 2010 Reporting Countries)



Q11 K-1A 2010

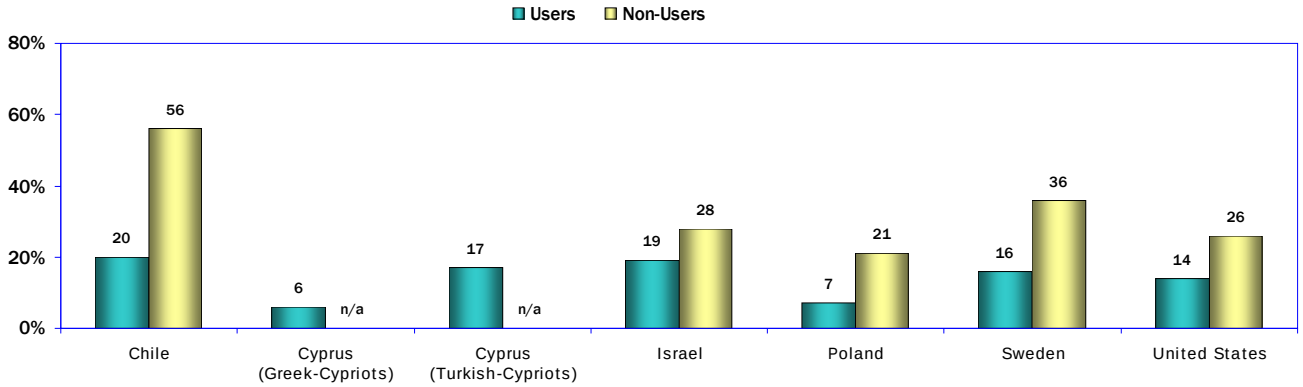
60. Information on the Internet: Is it Reliable? (Users vs. Non-Users) (continued)

How Much of the Information on the Internet Overall is Generally Reliable? - None and Small Amount (Respondents 18 and Older -- 2009 Reporting Countries)



Q12 K-1B 2009

How Much of the Information on the Internet Overall is Generally Reliable? - None and Small Amount (Respondents 18 and Older -- 2010 Reporting Countries)



Q11 K-1B 2010

61. Views about the Importance of Media as Information Sources

In all of the WIP countries, 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 Colombia (89 percent) and the lowest in Sweden (55 percent).

Twelve countries reported larger percentages of users who ranked the Internet as an important or very important source of information for them compared to television, newspapers, or radio: Australia, Colombia, Hungary, Mexico, New Zealand, Portugal, Taiwan, the United Arab Emirates, the United States in 2009, Chile, Cyprus (Turkish-Cypriots), Israel, and the United States in 2010.

Details on rankings of individual media as information sources appear on pages 146-163.

Comparison: Importance of Media as Information Sources
Internet Users Age 18 or Older Ranking the Media as "Important" or "Very Important"

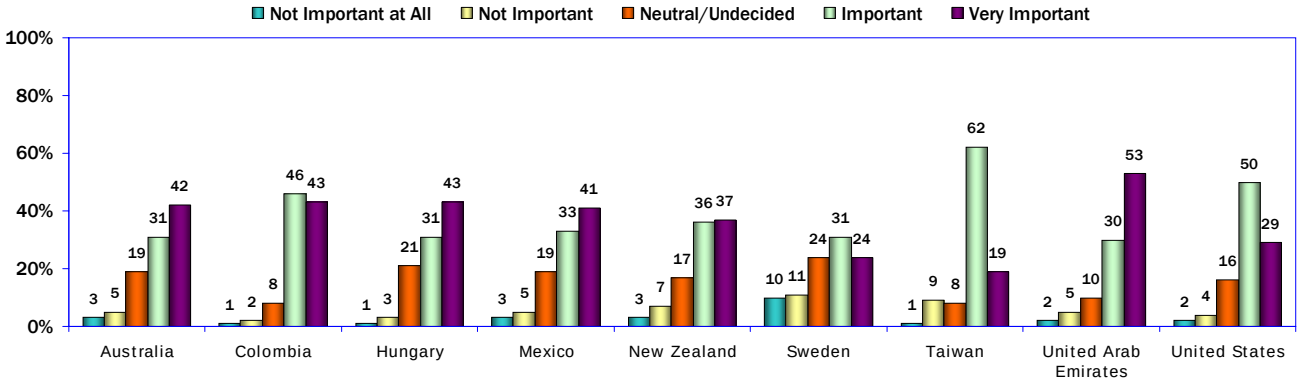
	Internet	Television	Newspapers	Radio
2009				
Australia	73	41	40	49
Colombia	89	69	73	70
Hungary	74	69	59	53
Mexico	74	58	54	51
New Zealand	73	53	52	44
Sweden	55	66	60	54
Taiwan	81	67	62	38
United Arab Emirates	83	64	61	36
United States	79	68	56	56
2010				
Chile	74	64	63	51
Cyprus (Greek-Cypriots)	65	69	42	38
Cyprus (Turkish-Cypriots)	82	69	72	54
Israel	81	61	58	56
Poland	88	90	73	80
Portugal	79	76	58	53
Sweden	67	72	59	54
United States	74	64	54	53

62. The Internet: Importance as an Information Source

While more than 50 percent of Internet users in most of the WIP countries believe that one-half or less of online information is generally reliable (see page 139), the Internet is nevertheless considered an important source of information for them by large majorities in all of the WIP countries.

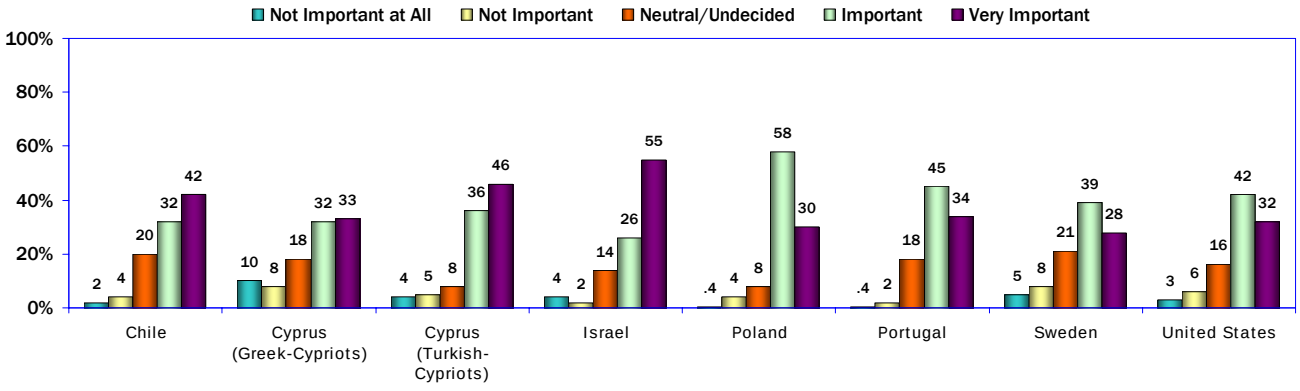
More than 60 percent of users in all of the WIP countries except for Sweden in 2009 said that the Internet is an important or very important source of information for them.

The Internet: Importance as an Information Source
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



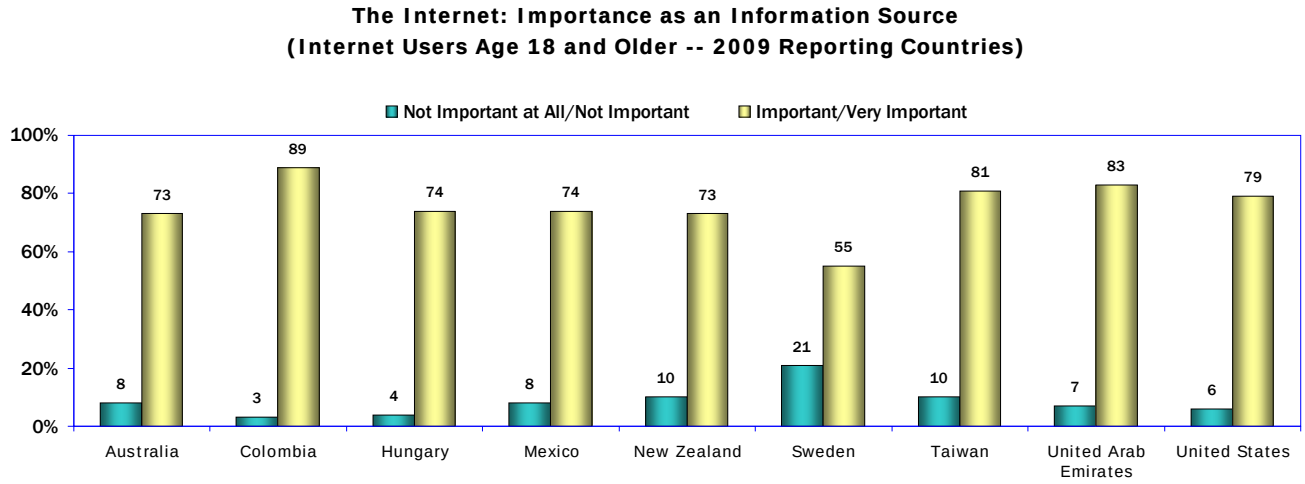
Q13A K-3 2009

The Internet: Importance as an Information Source
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

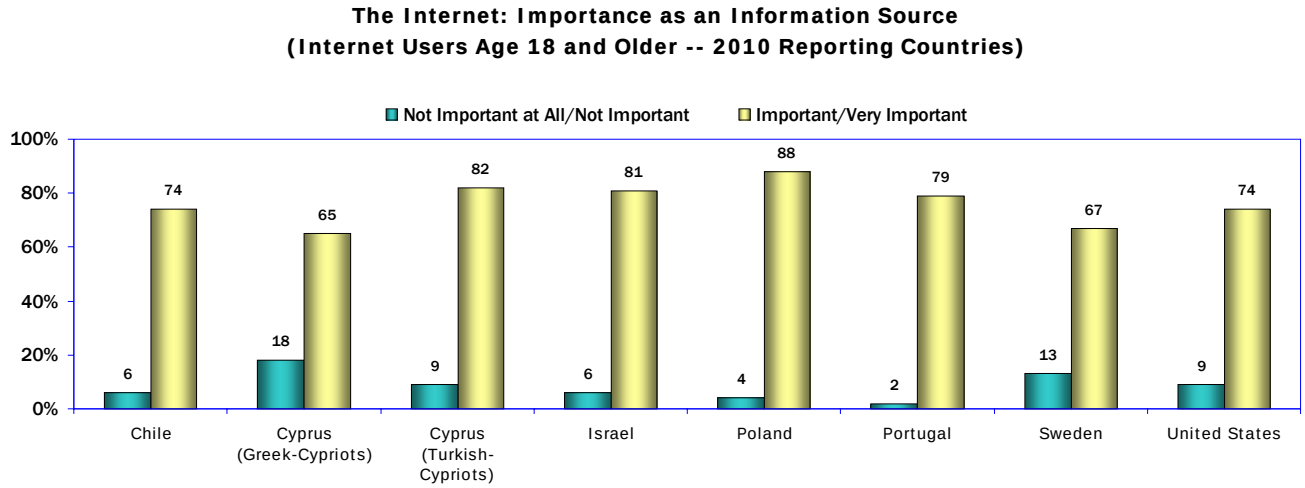


Q12A K-3 2010

62. The Internet: Importance as an Information Source (continued)



Q13A MD-3 2009



Q12A MD-3 2010

63. Television: Importance as an Information Source

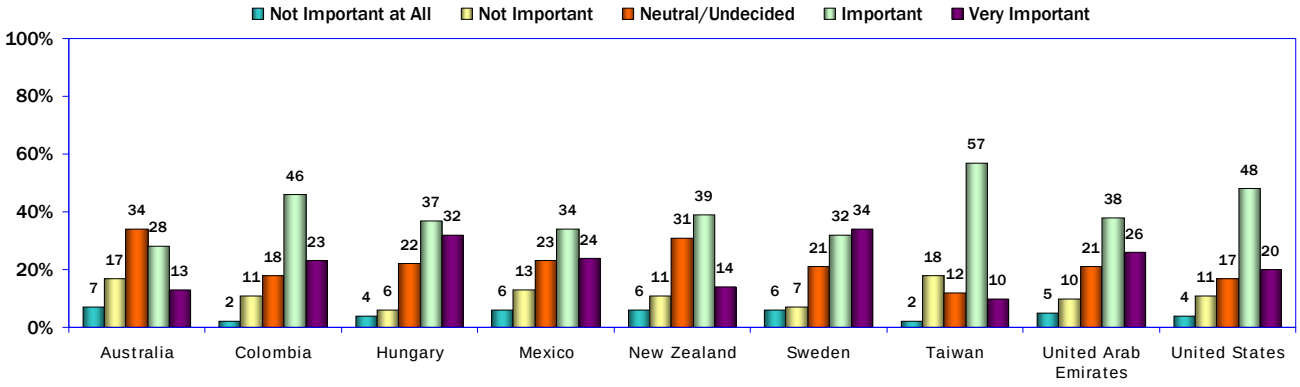
While more than half of users in most of the WIP countries reported that the Internet was an important information source for them (see page 146), large percentages of users also said that television is an important source of information for them.

More than 40 percent of users in all of the WIP countries reported that television is an important or very important information source for them: Poland (90 percent); Portugal (76 percent), Sweden in 2010 (72 percent); Colombia, Cyprus, and Hungary (69 percent); the United States in 2009 (68 percent); Taiwan (67 percent); Sweden in 2009 (66 percent); Chile, the United Arab Emirates, and the United States in 2010 (64 percent); Israel (61 percent); Mexico (58 percent); New Zealand (53 percent); and Australia (41 percent).

Less than 20 percent of users in all of the WIP countries except Australia, Israel, and Taiwan said that television was not important as an information source for them.

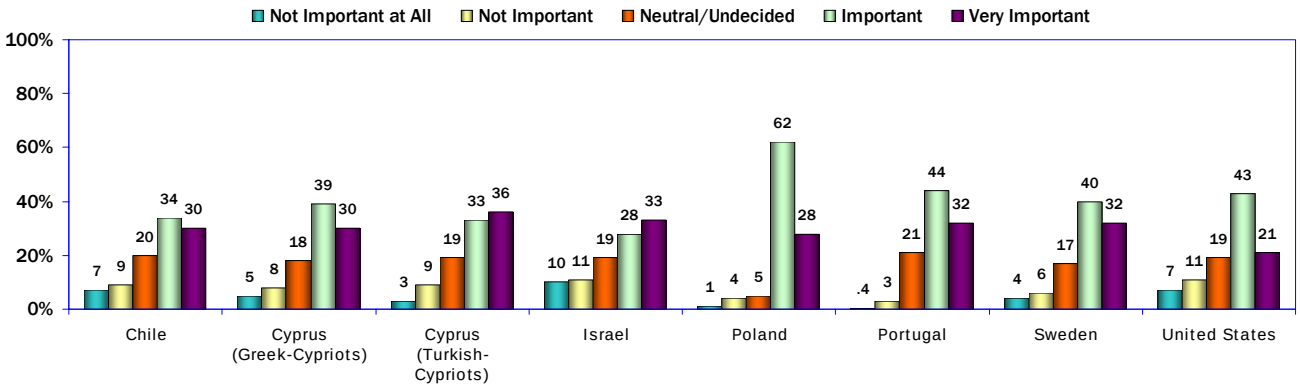
For a comparison of user views about the importance of information sources, see page 145.

Television: Importance as an Information Source
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



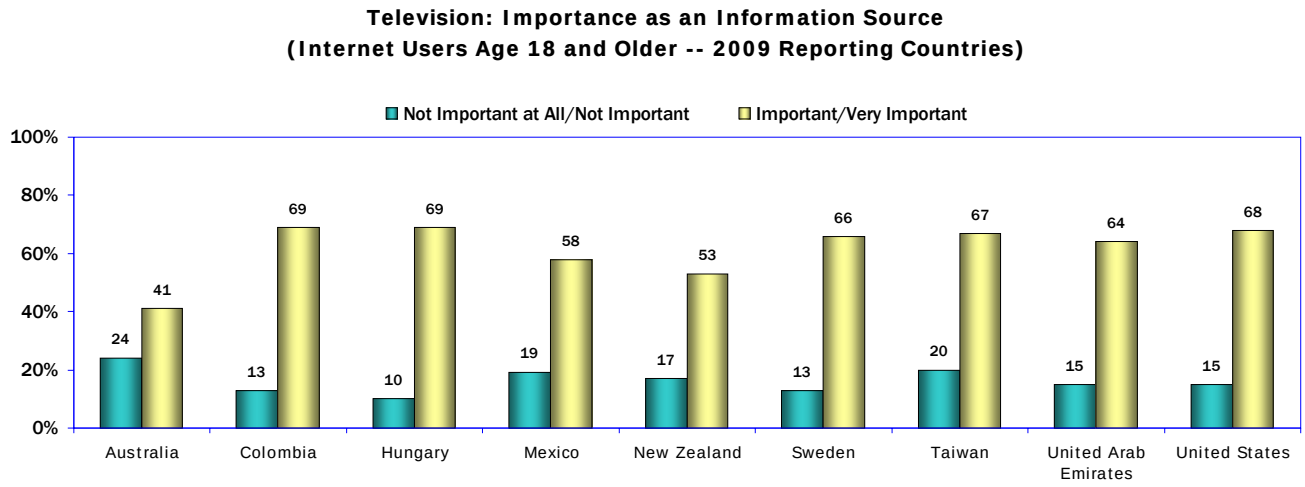
Q13B K-3 2009

Television: Importance as an Information Source
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

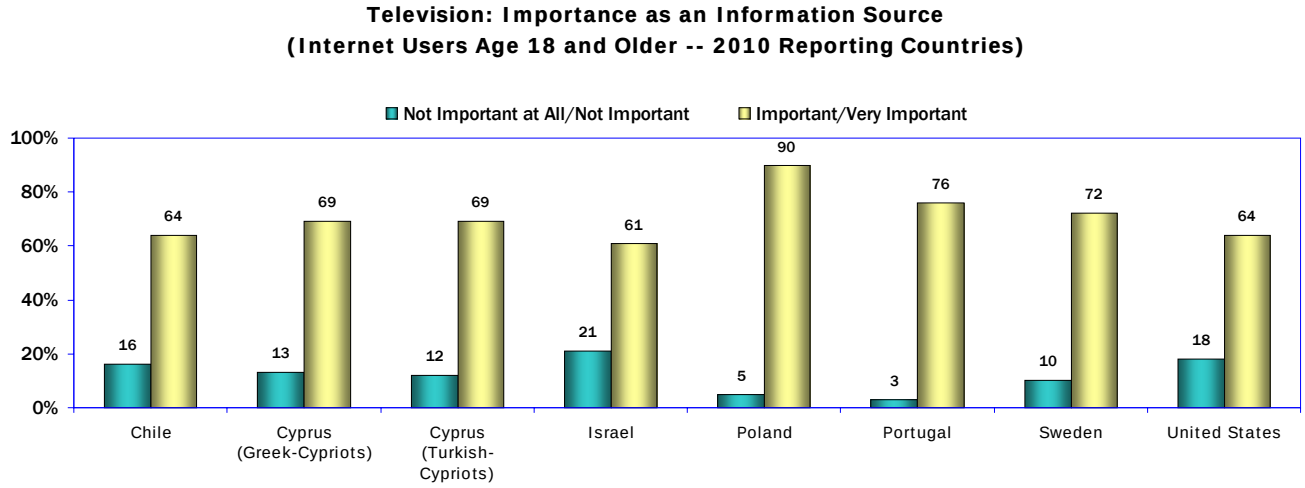


Q12B K-3 2010

63. Television: Importance as an Information Source (continued)

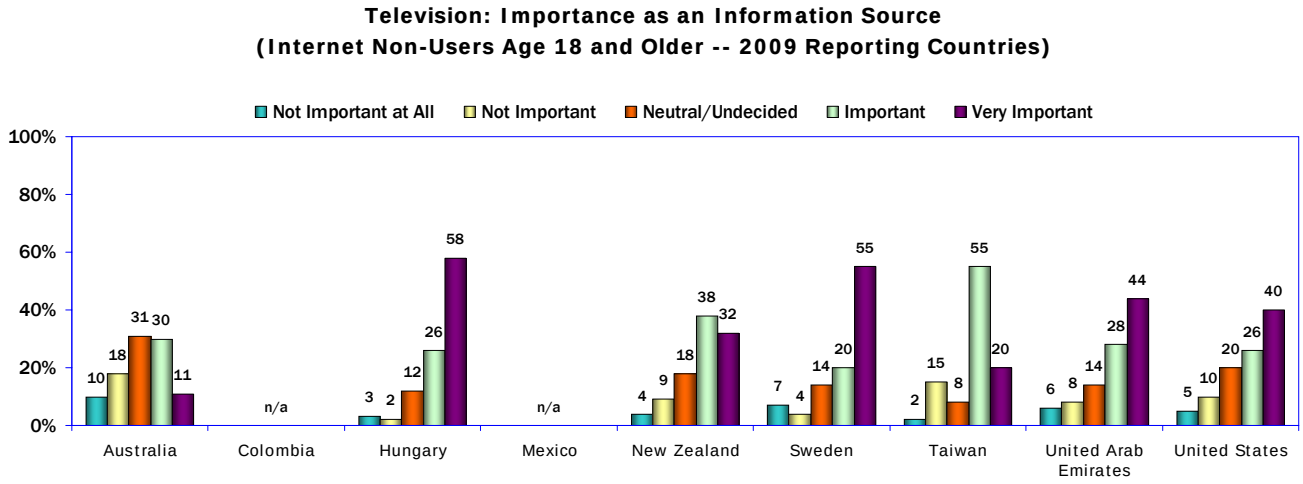


Q13B MD-3 2009

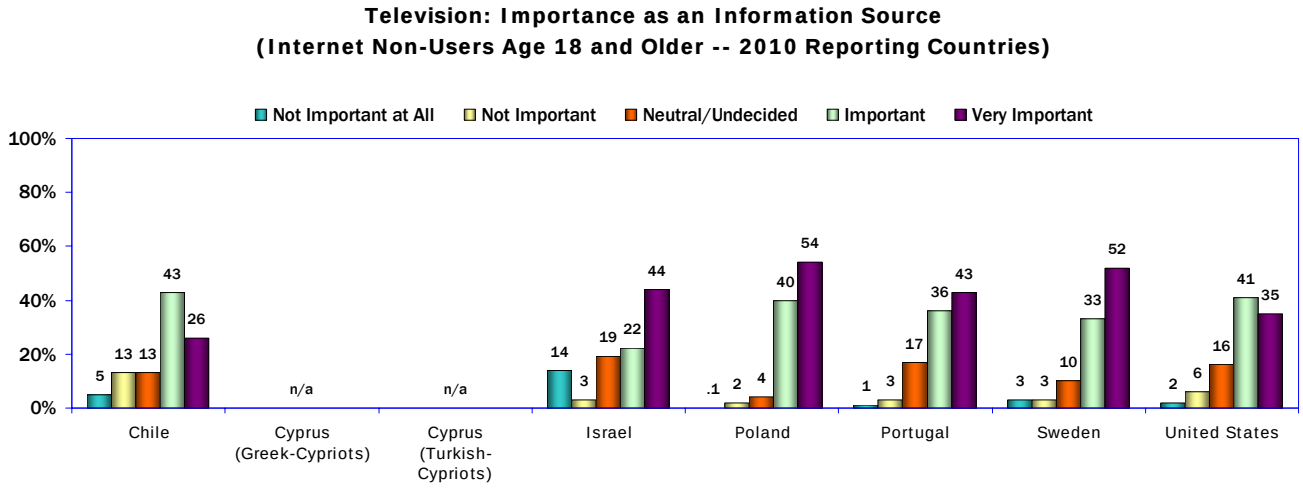


Q12B MD-3 2010

63. Television: Importance as an Information Source (continued)



Q13B K-2 2009



Q12B K-2 2010

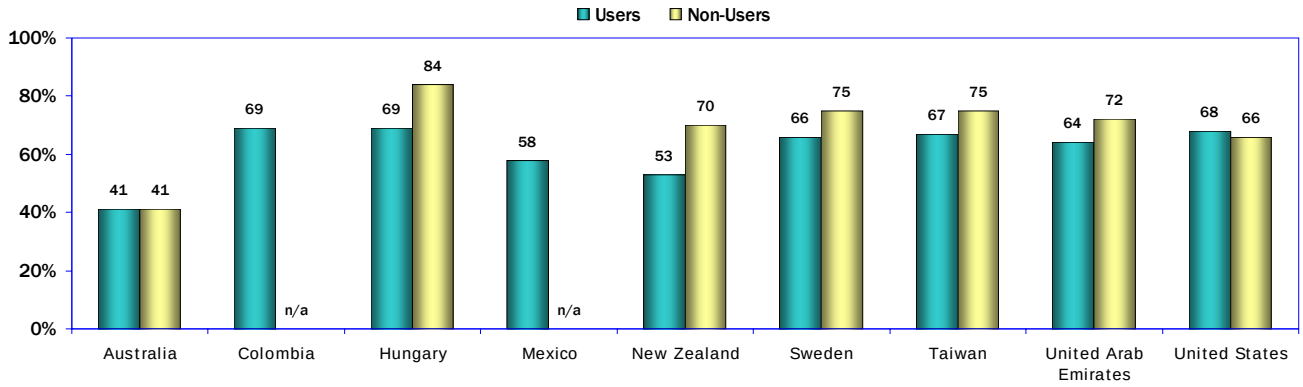
64. Television: Importance as an Information Source: Users Vs. Non-Users

Comparing Internet users and non-users shows only modest differences in views about the importance of television as an information source in most of the WIP countries.

In all of the WIP countries except Australia and the United States in 2009, higher percentages of non-users compared to users said television was an important or very important information source for them.

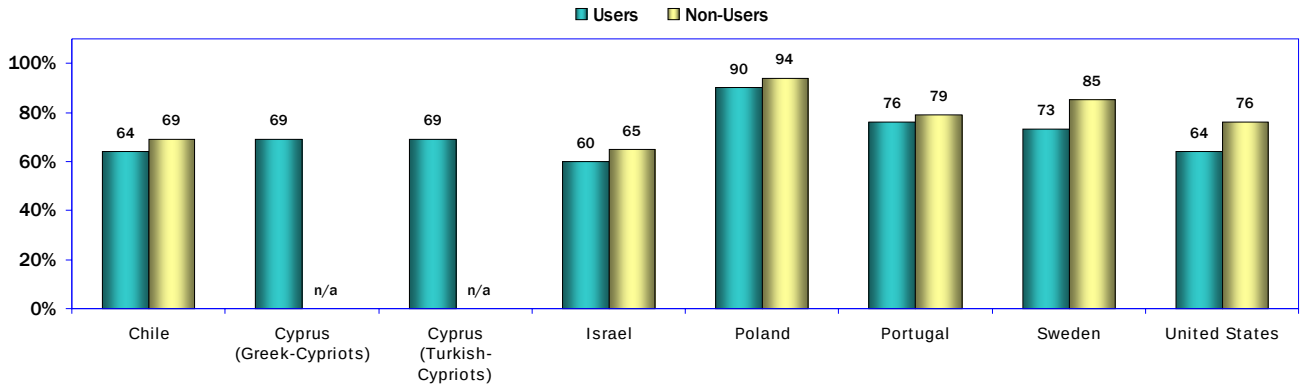
The largest differences between non-users and users on this subject was reported by New Zealand (17 percent), Hungary (15 percent), and Sweden in 2010 and the United States in 2010 (12 percent).

Television: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q13B K-1B 2009

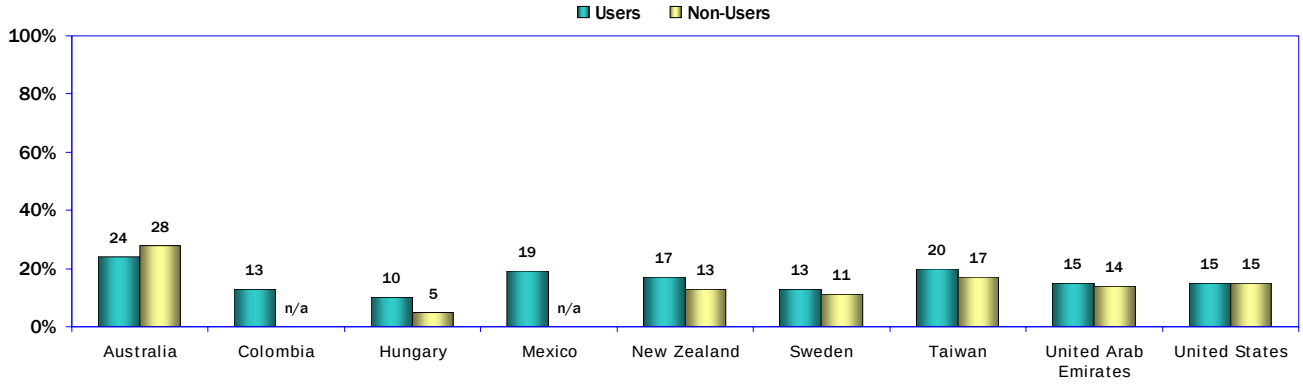
Television: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q12B K-1B 2010

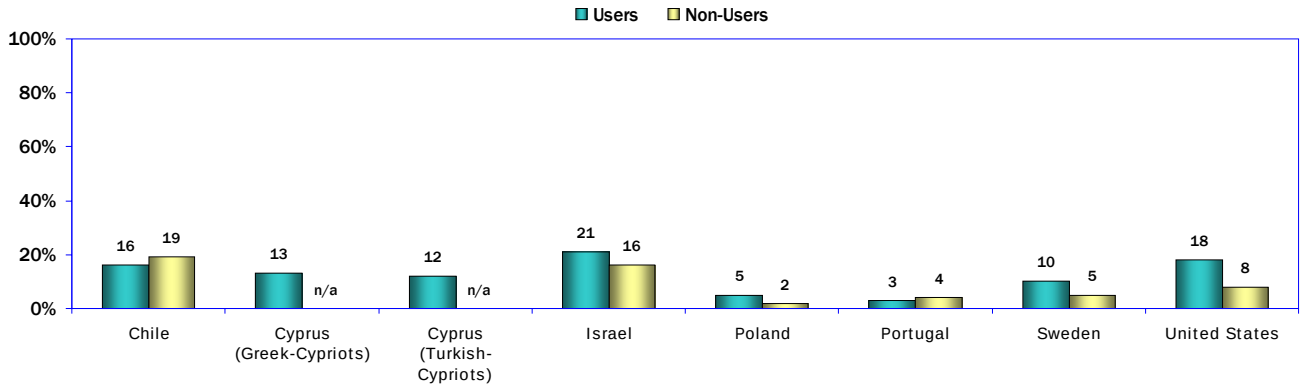
64. Television: Importance as an Information Source: Users Vs. Non-Users (continued)

Television: Importance as an Information Source
Not Important or Not at All Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q13B K-1A 2009

Television: Importance as an Information Source
Not Important or Not at All Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q12B K-1A 2010

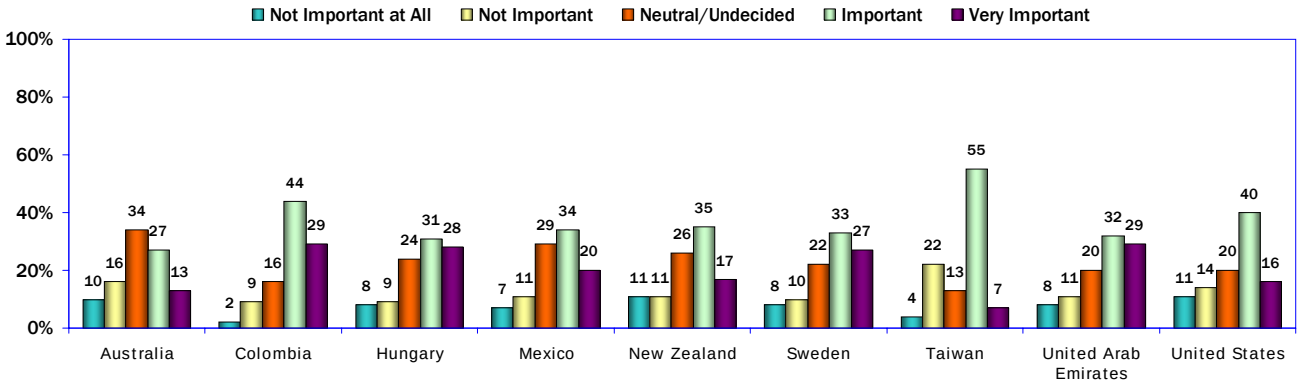
65. Newspapers: Importance as Information Sources

Even as print newspaper circulation continues to drop in many countries and access to online news sources rises, newspapers rank high as important sources of information among large percentages of Internet users in all of the WIP countries.

At least 40 percent of users in all of the WIP countries ranked newspapers as an important or very important source of information for them.

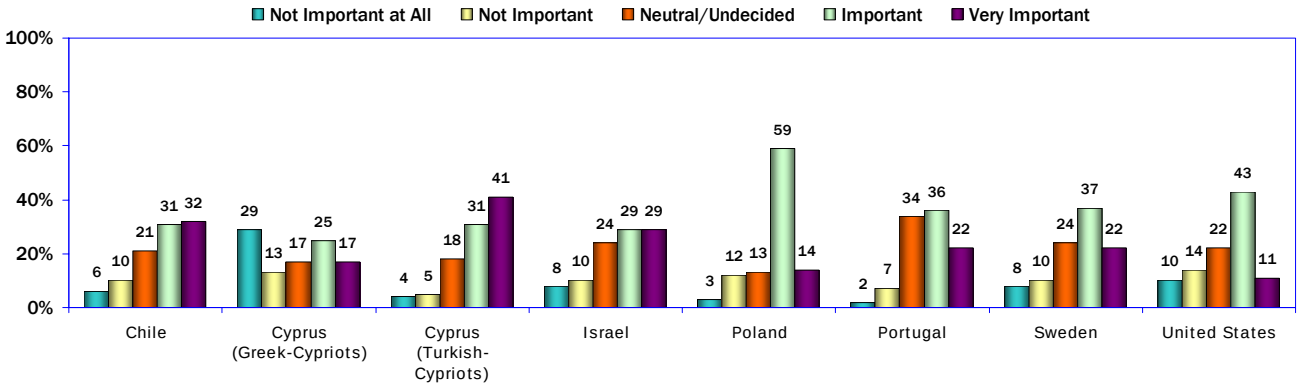
The largest percentage of respondents who consider newspapers as important or very important information sources for them are in Colombia and Poland (73 percent), Cyprus (Turkish-Cypriots 72 percent), Chile (63 percent), Taiwan (62 percent), and the United Arab Emirates (61 percent).

Newspapers: Importance as Information Sources
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q13C K-3 2009

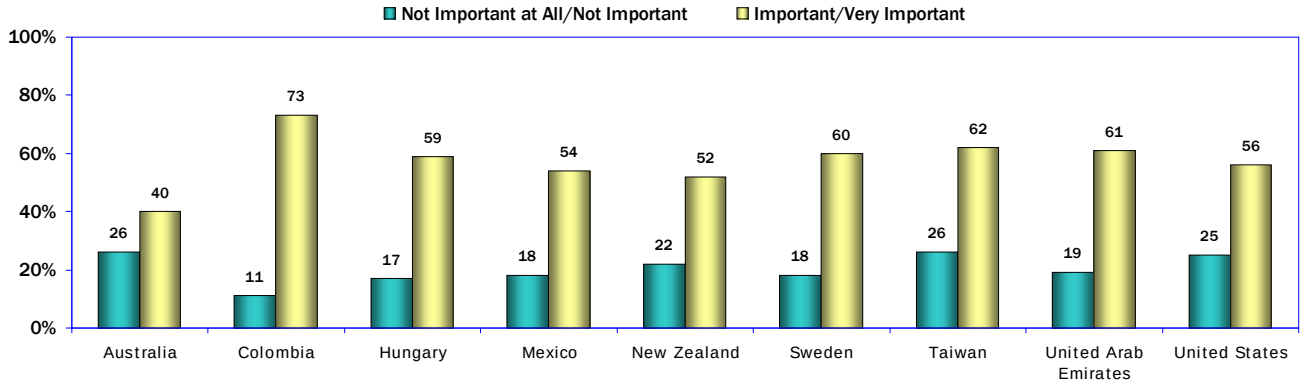
Newspapers: Importance as Information Sources
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q12C K-3 2010

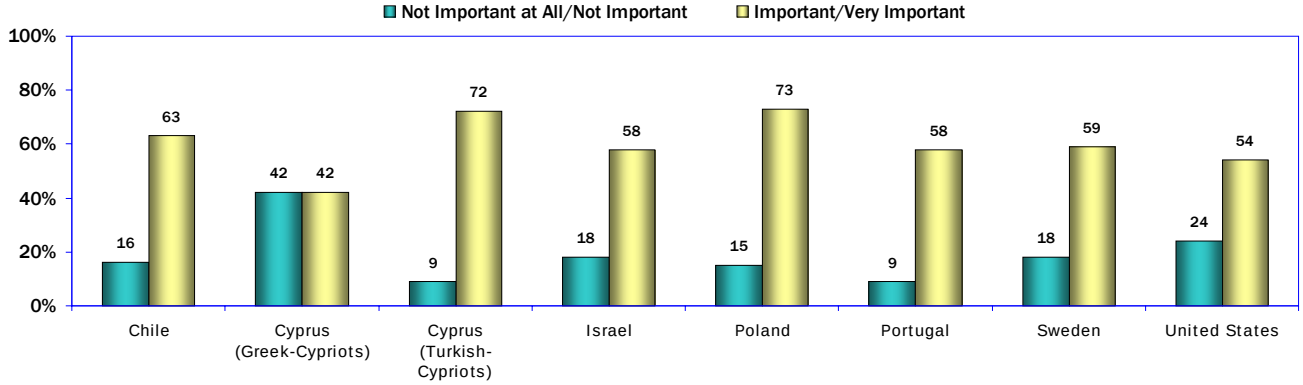
65. Newspapers: Importance as Information Sources (continued)

Newspapers: Importance as Information Sources
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



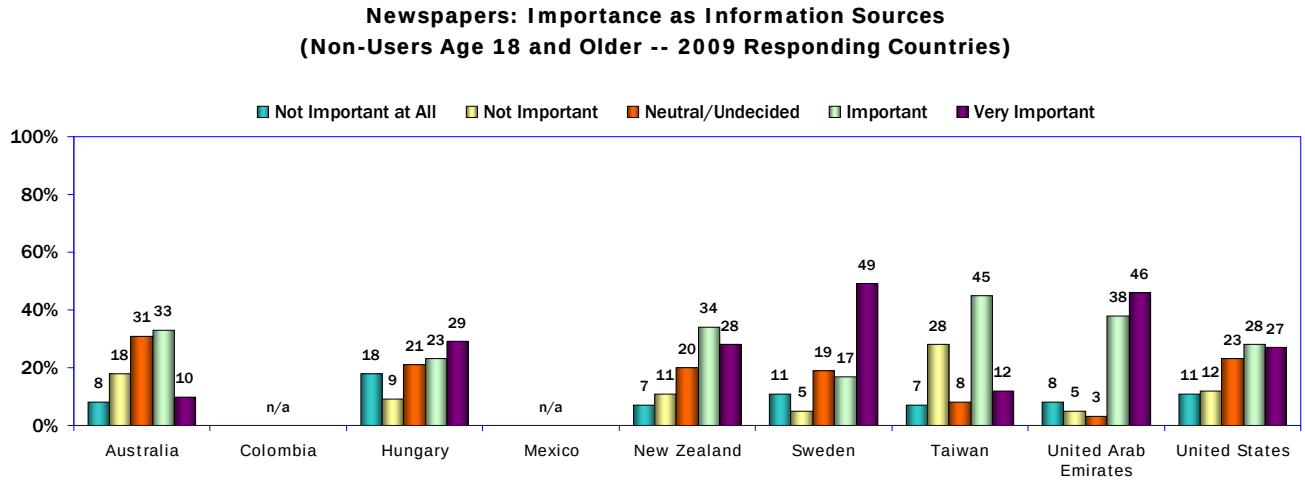
Q13C MD-3 2009

Newspapers: Importance as Information Sources
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

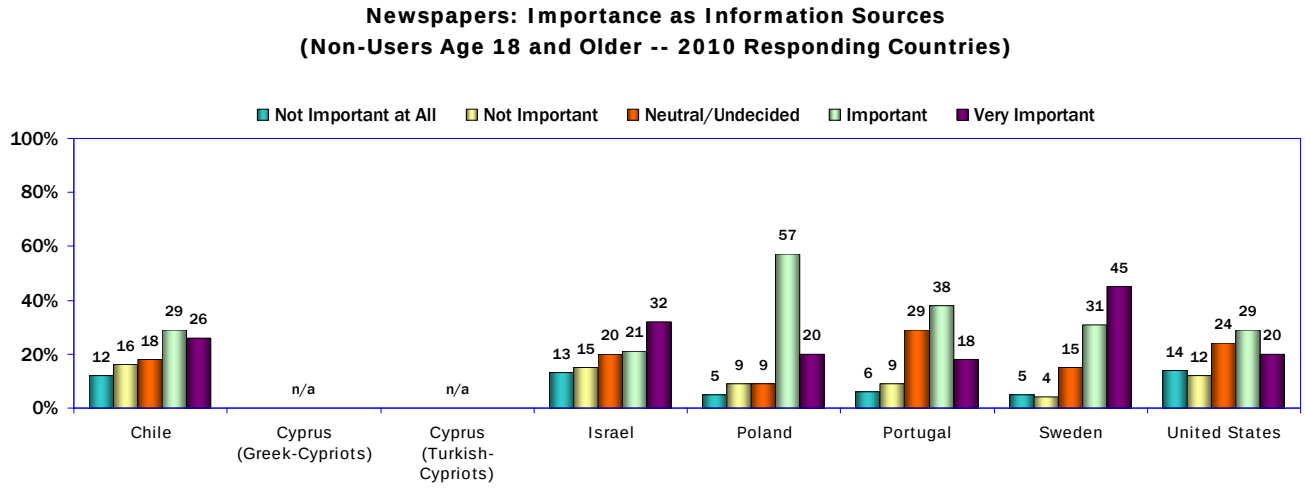


Q12C MD-3 2010

65. Newspapers: Importance as Information Sources (continued)



Q13C K-2 2009



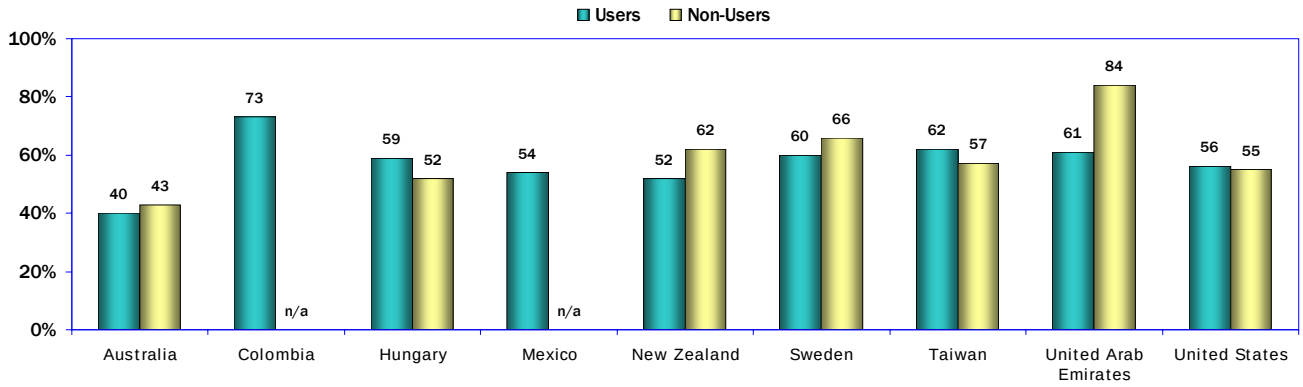
Q12C K-2 2010

66. Newspapers: Importance as Information Sources: Users vs. Non-Users

In most of the WIP countries, larger percentages of non-users than users consider newspapers as important information sources for them.

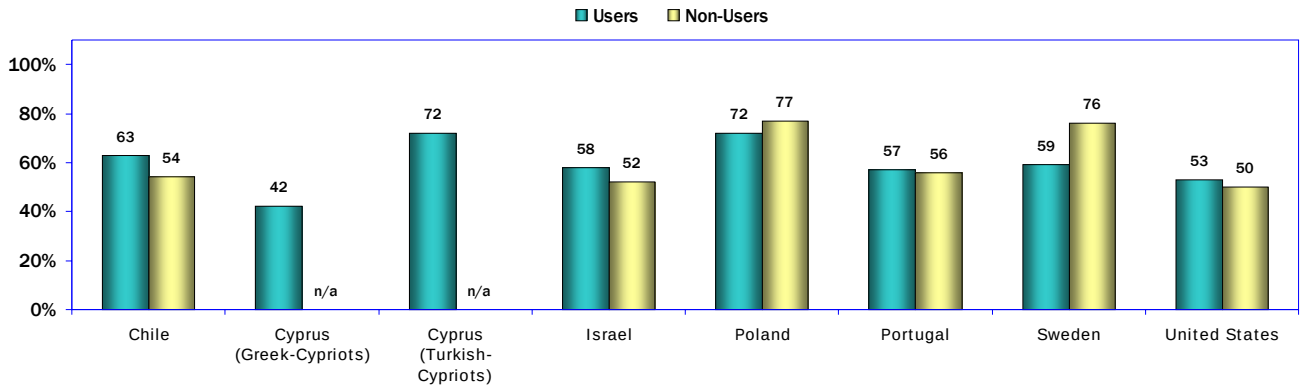
In Chile, Hungary, Israel, Portugal, Taiwan, and the United States in 2009 and 2010, slightly higher percentages of users compared to non-users said newspapers are important or very important information sources for them.

Newspapers: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2009 Responding Countries)



Q13C K-1B 2009

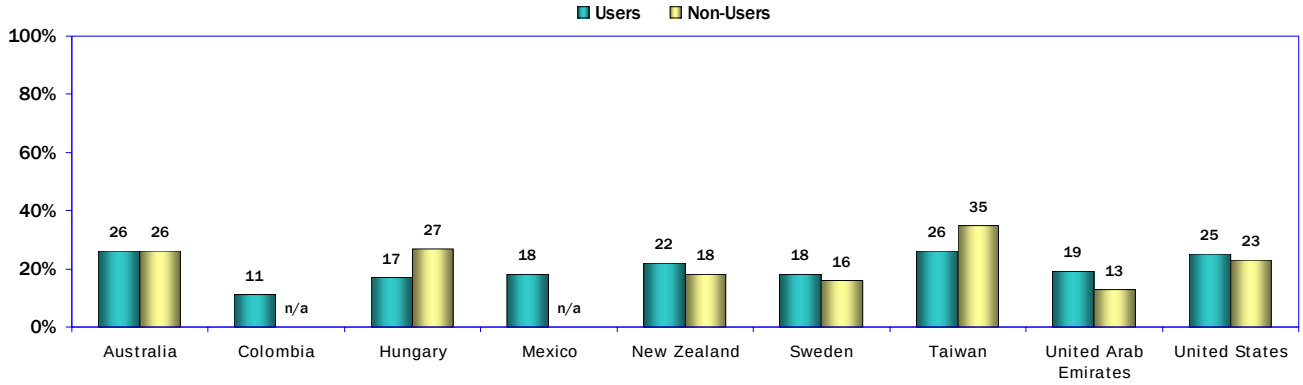
Newspapers: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2010 Responding Countries)



Q12C K-1B 2010

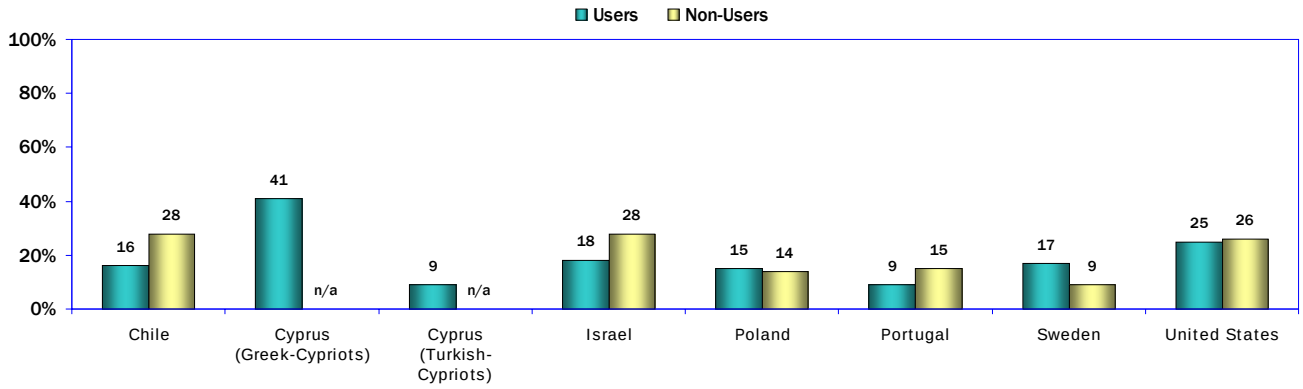
66. Newspapers: Importance as Information Sources: Users vs. Non-Users (continued)

Newspapers: Importance as an Information Source
Not at all Important or Not Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q13C K-1A 2009

Newspapers: Importance as an Information Source
Not at all Important or Not Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



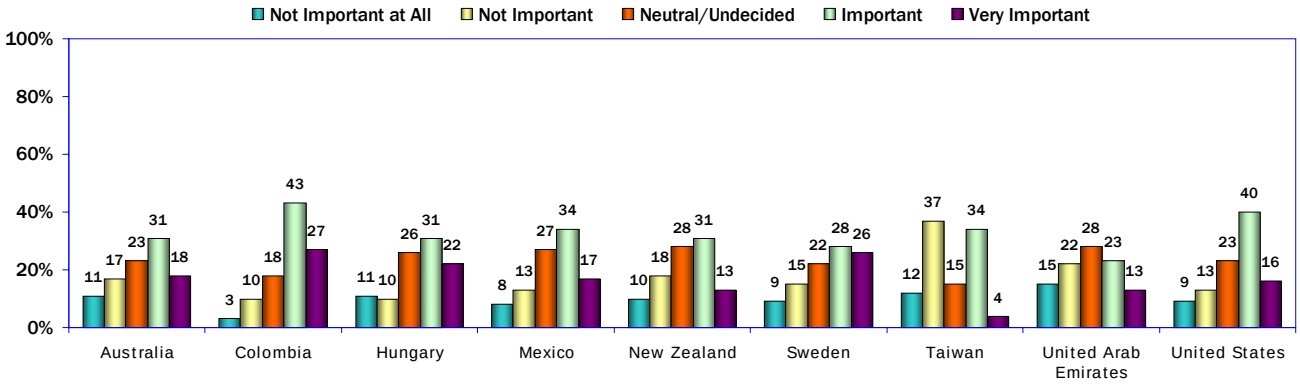
Q12C K-1A 2010

67. Radio: Importance as an Information Source

Radio is considered an important source of information by Internet users in most of the WIP countries.

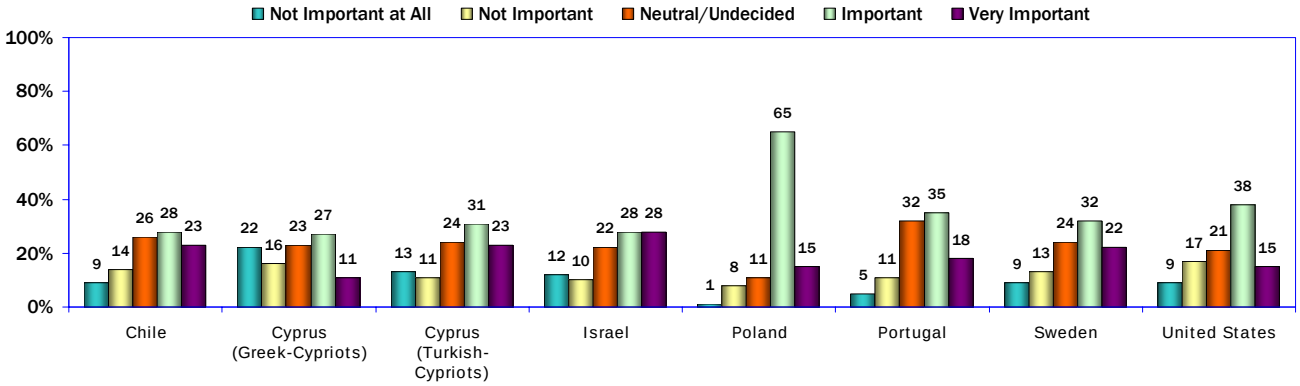
In all of the WIP countries except Cyprus (Greek-Cypriots), Taiwan, and the United Arab Emirates, more than 40 percent of users said that radio is an important or very important source of information for them.

Radio: Importance as an Information Source
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



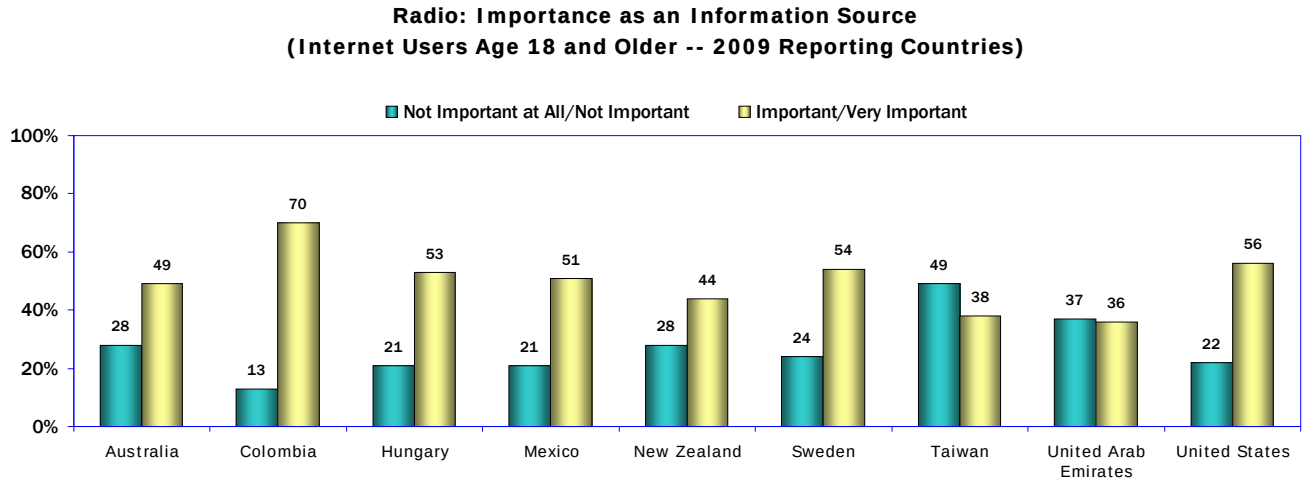
Q13D K-3 2009

Radio: Importance as an Information Source
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

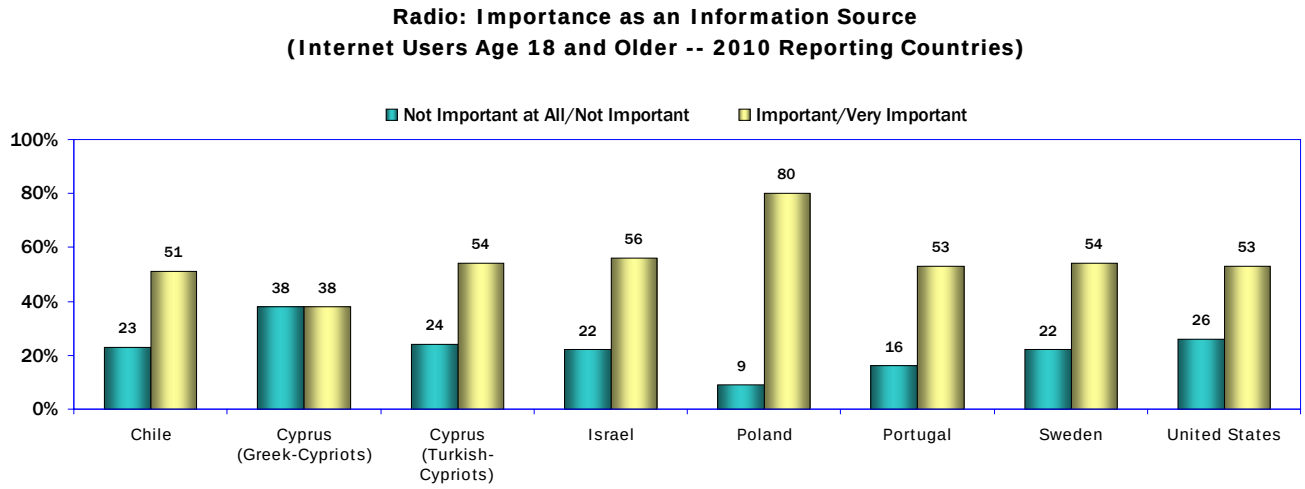


Q12D K-3 2010

67. Radio: Importance as an Information Source (continued)

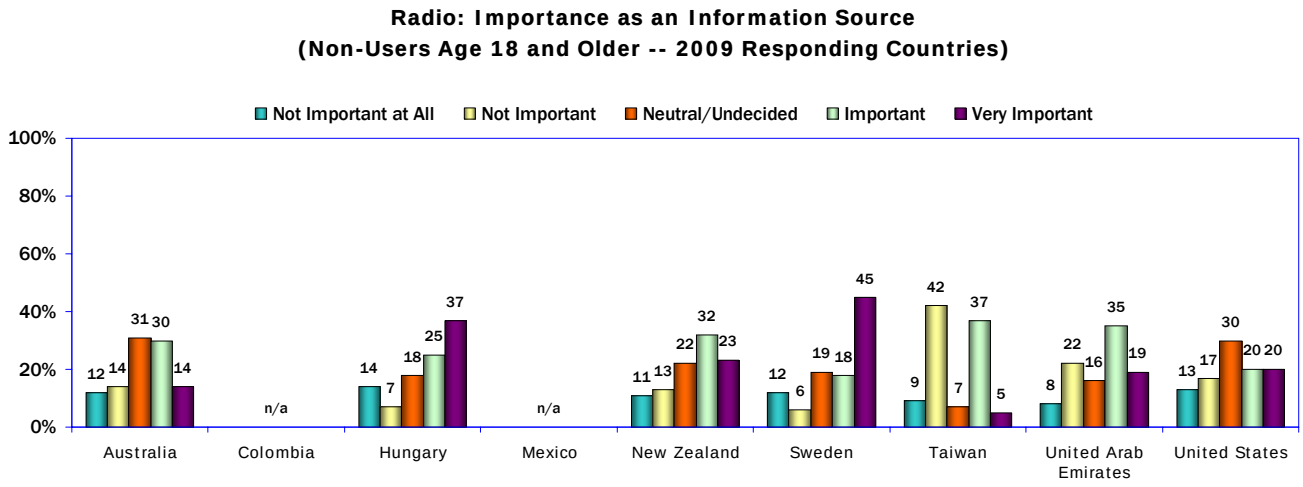


Q13D MD-3 2009

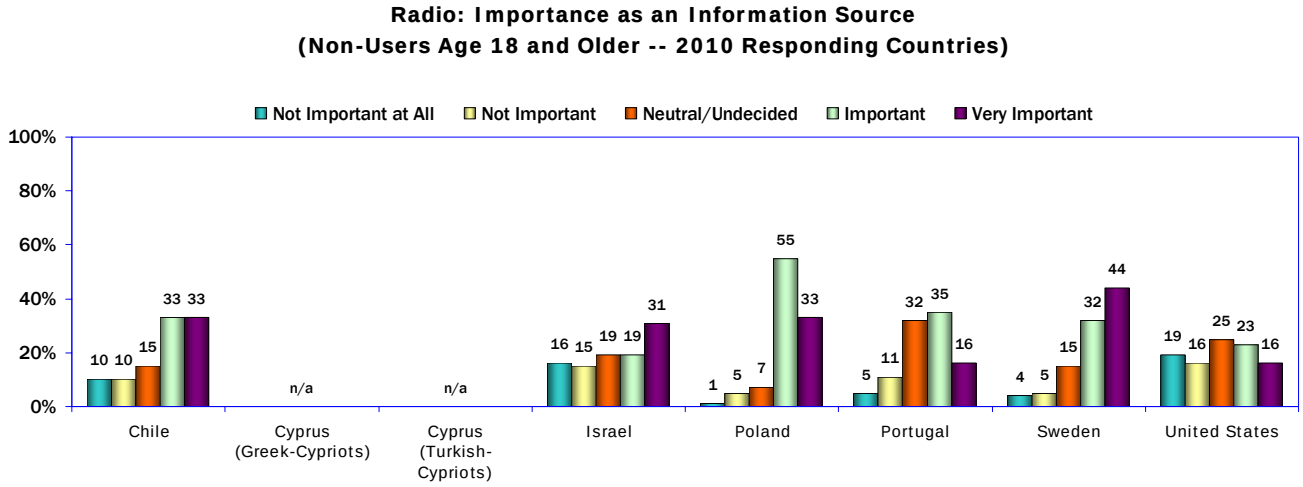


Q12D MD-3 2010

67. Radio: Importance as an Information Source (continued)



Q13D K-2 2009



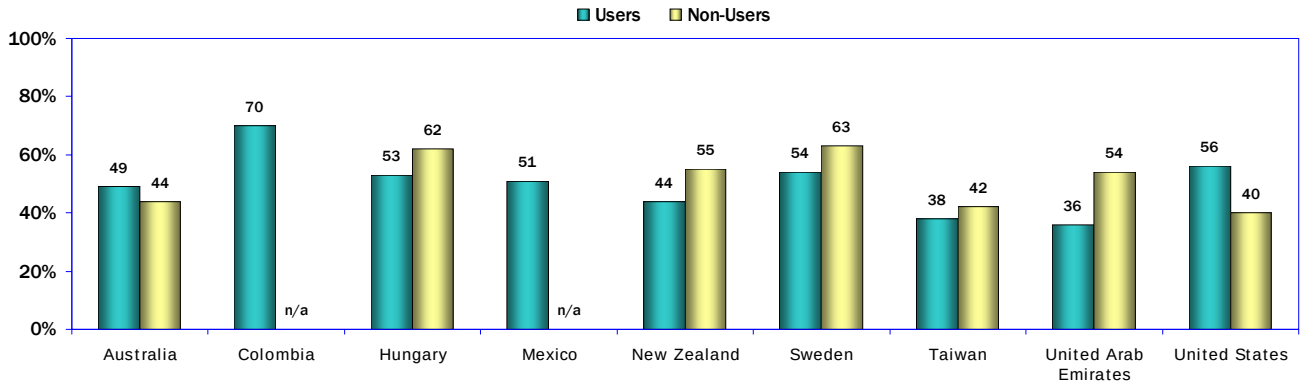
Q12D K-2 2010

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

Lower percentages of Internet users compared to non-users in most of the WIP countries said that radio was an important or very important source of information for them.

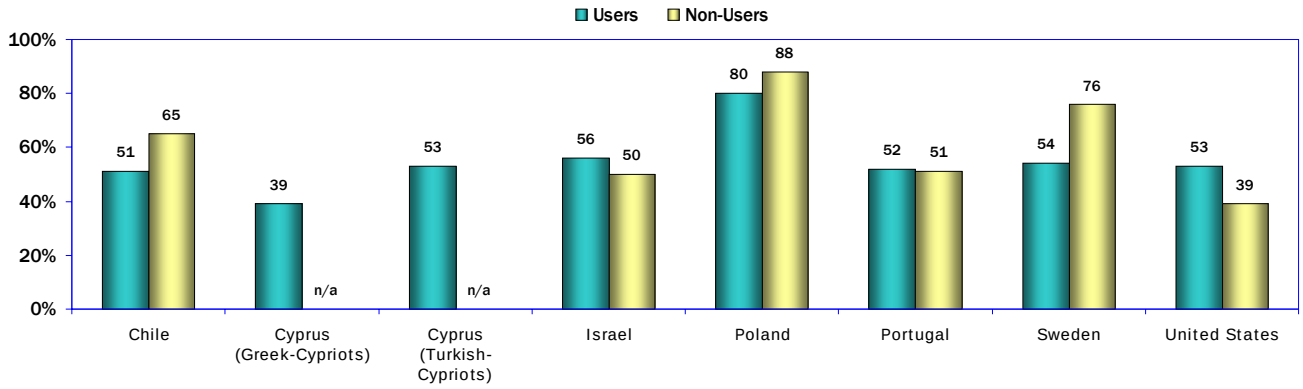
However, in Australia, Israel, and the United States in 2009 and 2010, larger percentages of users compared to non-users said radio is an important or very important source of information for them.

Radio: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



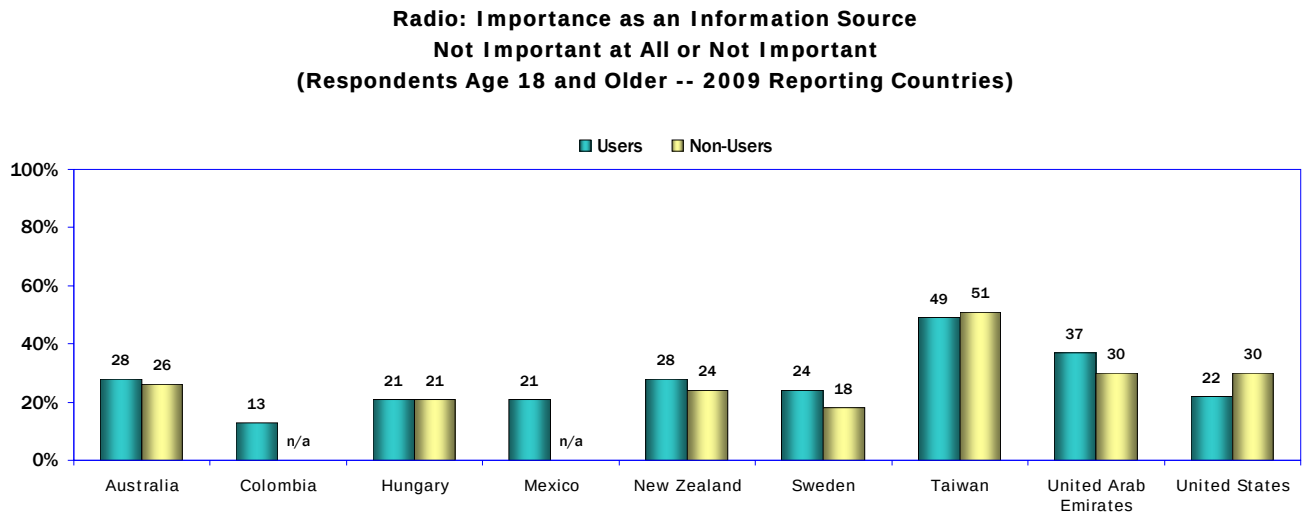
Q13D K-1B 2009

Radio: Importance as an Information Source
Important or Very Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)

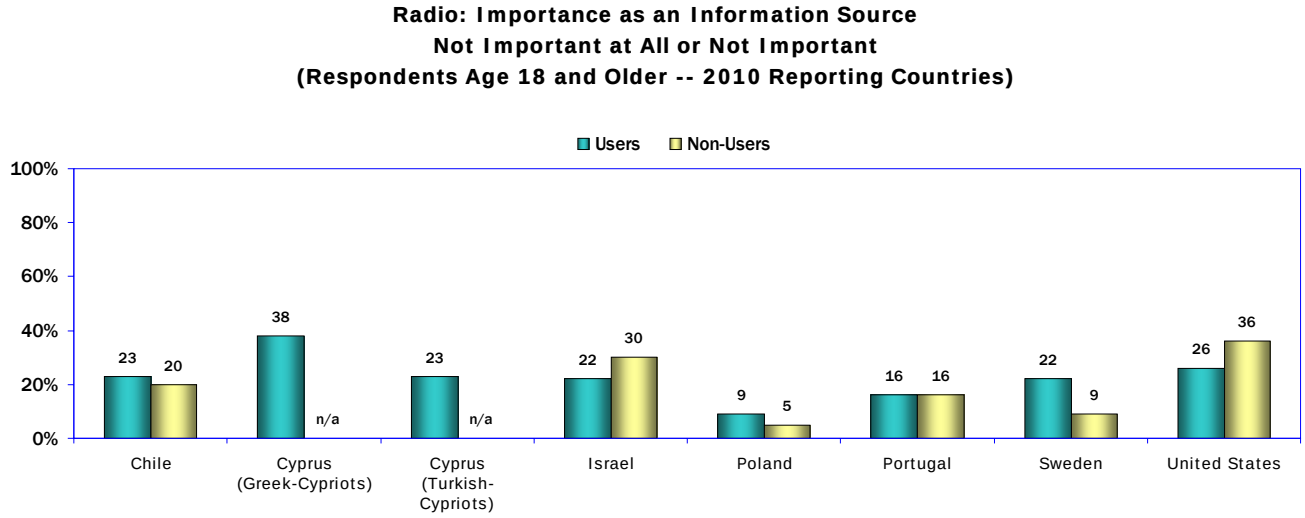


Q12D K-1B 2010

68. Radio: Importance as an Information Source: Users vs. Non-Users (continued)



Q13D K-1A 2009



Q12D K-1A 2010

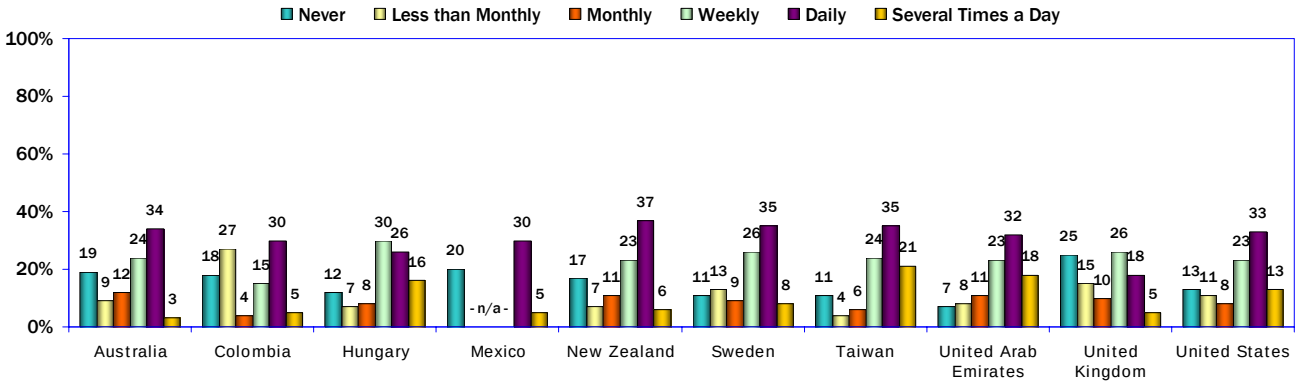
69. Using the Internet to Look for News

Large percentages of Internet users in most of the WIP countries go online to seek local, national, or international news.

All of the WIP countries except the United Kingdom reported 25 percent or more of users who go online to look for news at least daily: Israel (59 percent); Taiwan (56 percent); the United Arab Emirates (50 percent); the United States in 2010 (47 percent); the United States in 2009 (46 percent); New Zealand and Sweden in 2009 and 2010 (43 percent); Hungary, Japan, and Poland (42 percent); Australia (37 percent); Colombia and Mexico (35 percent); Cyprus (Greek-Cypriots 34 percent); Chile (33 percent); Portugal (30 percent); and Cyprus (Turkish-Cypriots 25 percent).

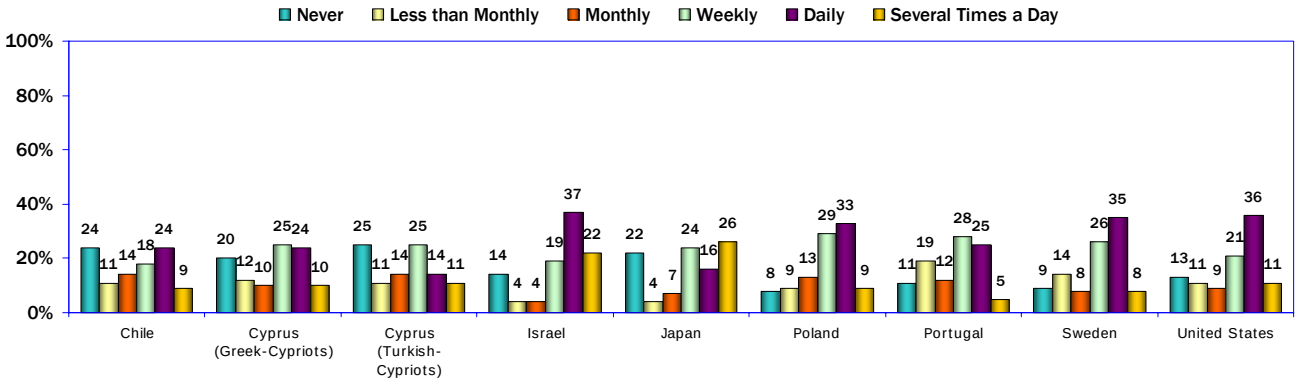
In Chile, Cyprus, Mexico, Japan, and the United Kingdom, 20 percent or more of users never go online to look for news.

Using the Internet to Look for News --
Local, National, or International
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q21A K-1 2009

Using the Internet to Look for News --
Local, National, or International
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q20A K-1 2010

70. Views about the Importance of Media as Sources of Entertainment

In one country in 2009 -- Mexico -- more users said that the Internet was an important or very important source of entertainment for them (compared to television, newspapers, or radio). A higher percentage of users in the other eight WIP countries ranked television as important or very important to them.

In 2010, only in Chile and Portugal did more users say the Internet was important or very important as a source of entertainment for them (compared to television, newspapers, or radio). In the other six countries, more users ranked television as important or very important to them compared to the other media.

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
2009				
Australia	43	56	23	50
Colombia	73	74	42	57
Hungary	56	72	48	57
Mexico	62	60	28	43
New Zealand	38	56	37	44
Sweden	42	66	25	31
Taiwan	63	70	42	29
United Arab Emirates	72	78	32	39
United States	63	78	29	59
2010				
Chile	65	52	26	52
Cyprus (Greek-Cypriots)	47	75	15	47
Cyprus (Turkish-Cypriots)	69	71	37	43
Israel	59	64	36	41
Poland	79	89	52	72
Portugal	73	72	49	48
Sweden	58	73	33	41
United States	70	79	25	57

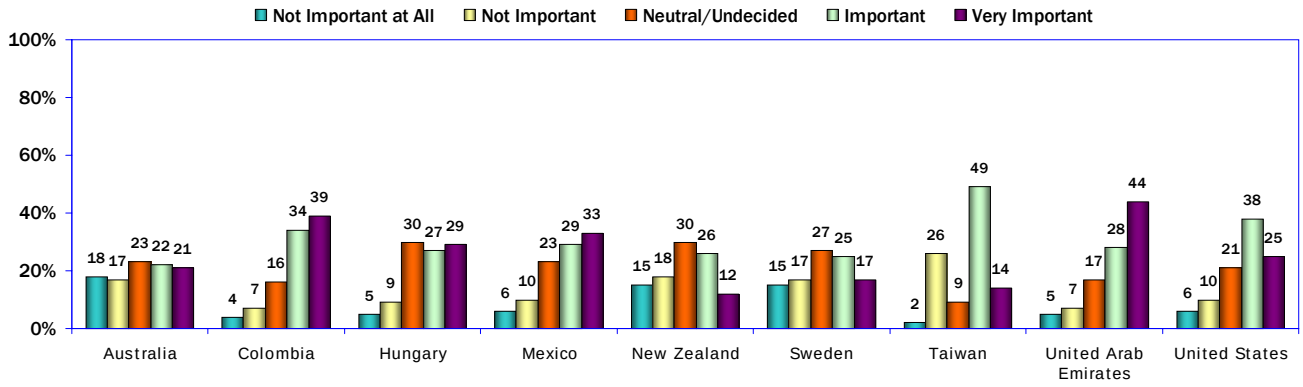
71. The Internet: Importance as a Source of Entertainment

Large percentages of Internet users in most of the WIP countries said the Internet is an important or very important source of entertainment for them. In every WIP country except New Zealand, more than 40 percent of users said the Internet is an important or very important source of entertainment.

The largest percentages of users who said the Internet is an important source of entertainment were reported by Poland (79 percent), Colombia and Portugal (73 percent), the United Arab Emirates (72 percent), the United States in 2010 (70 percent), Cyprus (Turkish-Cypriots 69 percent), Chile (65 percent), Taiwan and the United States in 2009 (63 percent), and Mexico (62 percent).

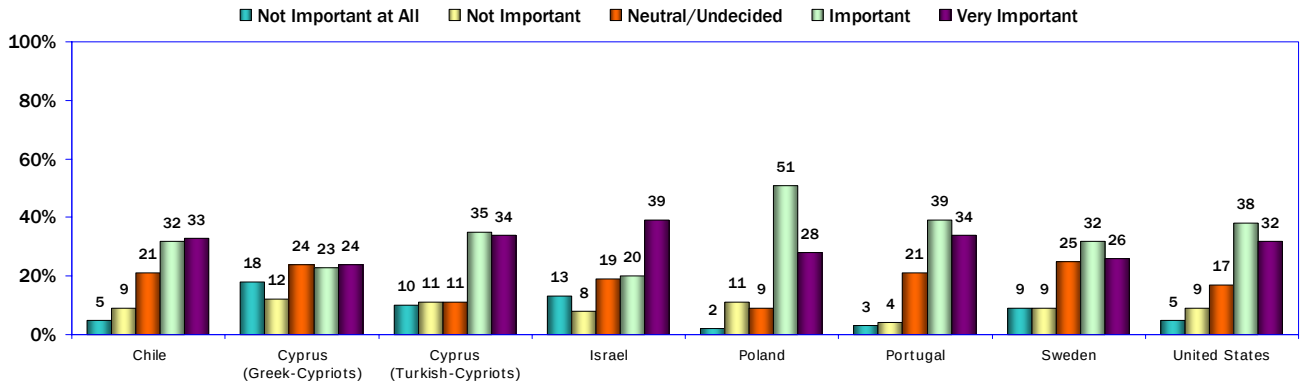
Countries that reported 30 percent or more of users who said the Internet is not important as an entertainment source for them were Australia (35 percent), New Zealand (33 percent), Sweden in 2009 (32 percent), and Cyprus (Greek-Cypriots 30 percent).

The Internet: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



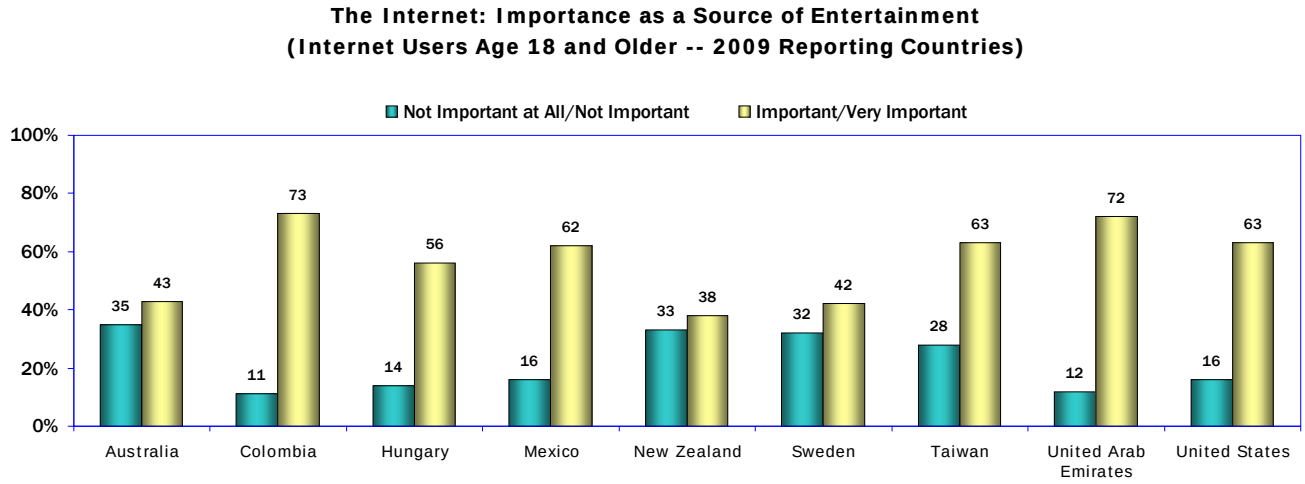
Q14A K-3 2009

The Internet: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

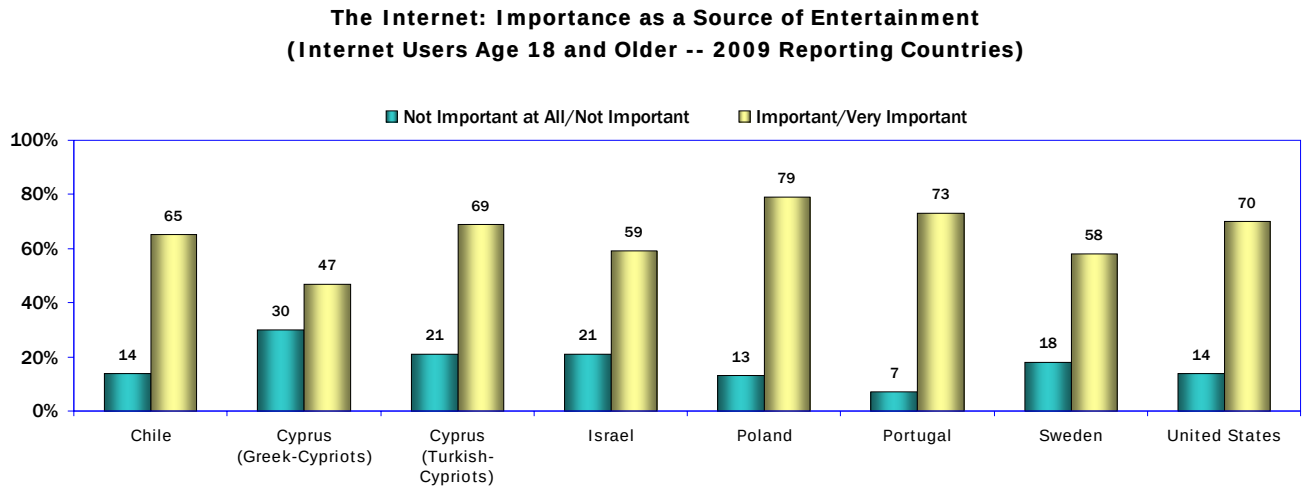


Q13A K-3 2010

71. The Internet: Importance as a Source of Entertainment (continued)



Q14A MD-3 2009



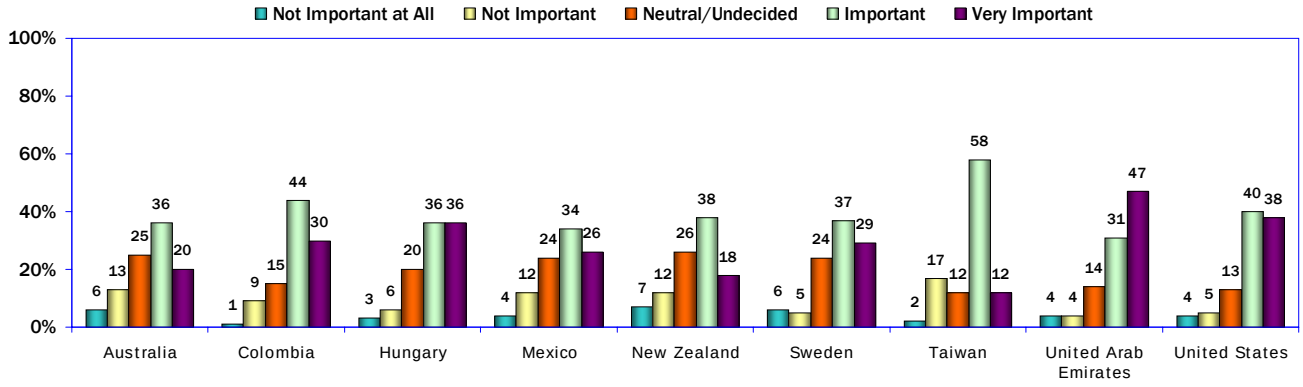
Q13A MD-3 2010

72. Television: Importance as an Entertainment Source

Fifty percent or more of users in all of the WIP countries said that television is an important or very important source of entertainment for them.

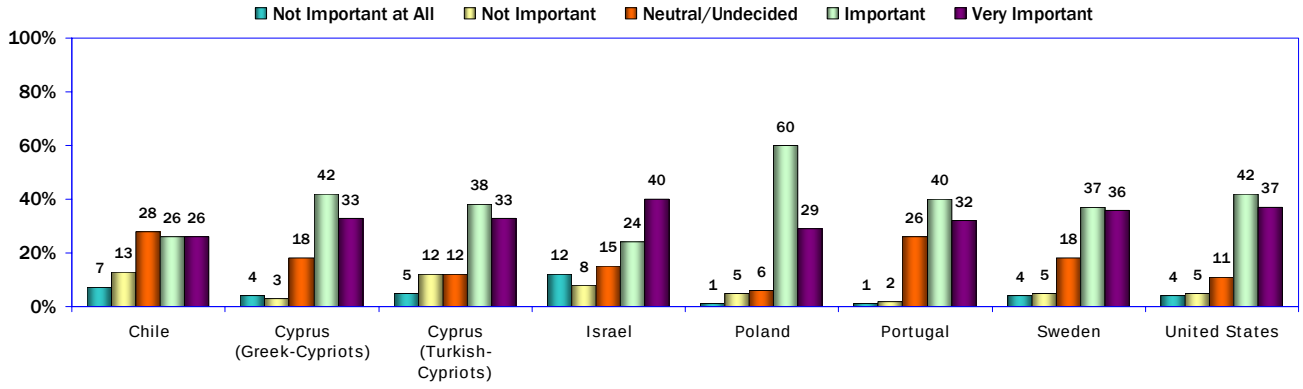
However, users in nine of the WIP countries reported at least double-digit percentages of those who said that television was not important or not important at all for entertainment for them.

Television: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



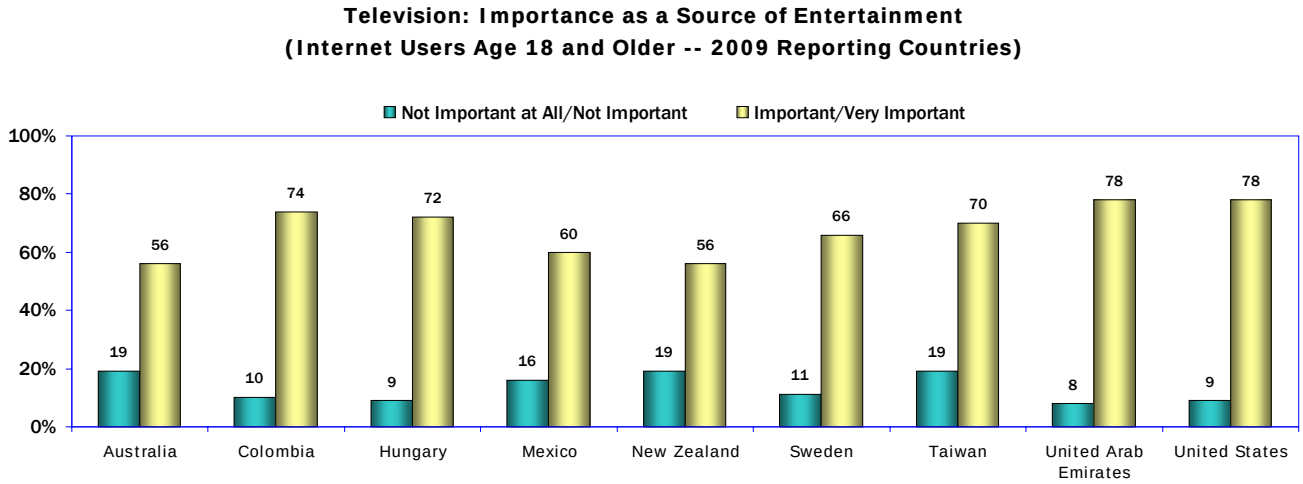
Q14B K-3 2009

Television: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

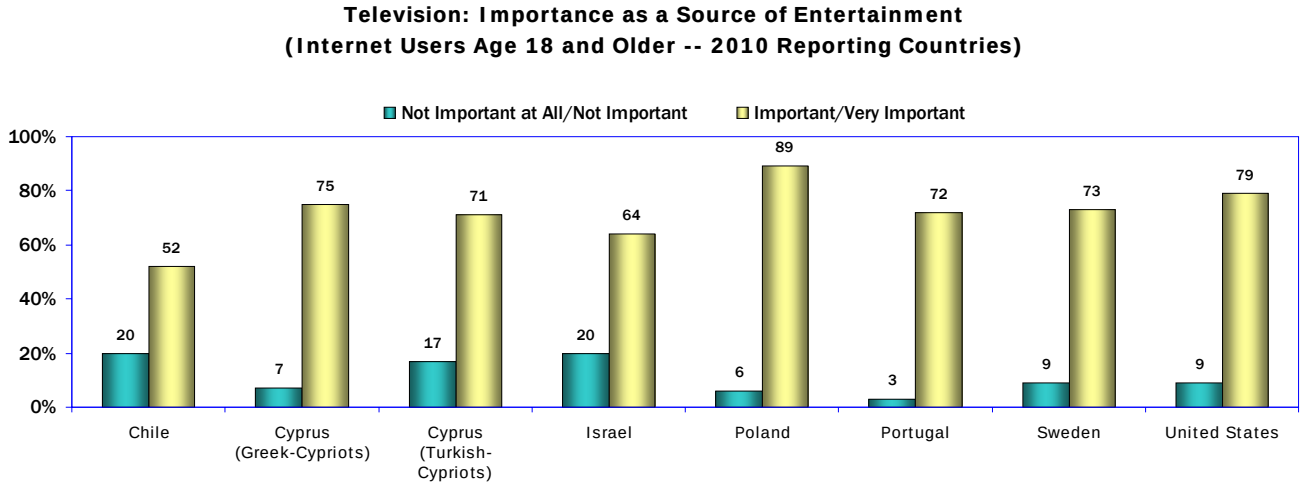


Q13B K-3 2010

72. Television: Importance as an Entertainment Source (continued)

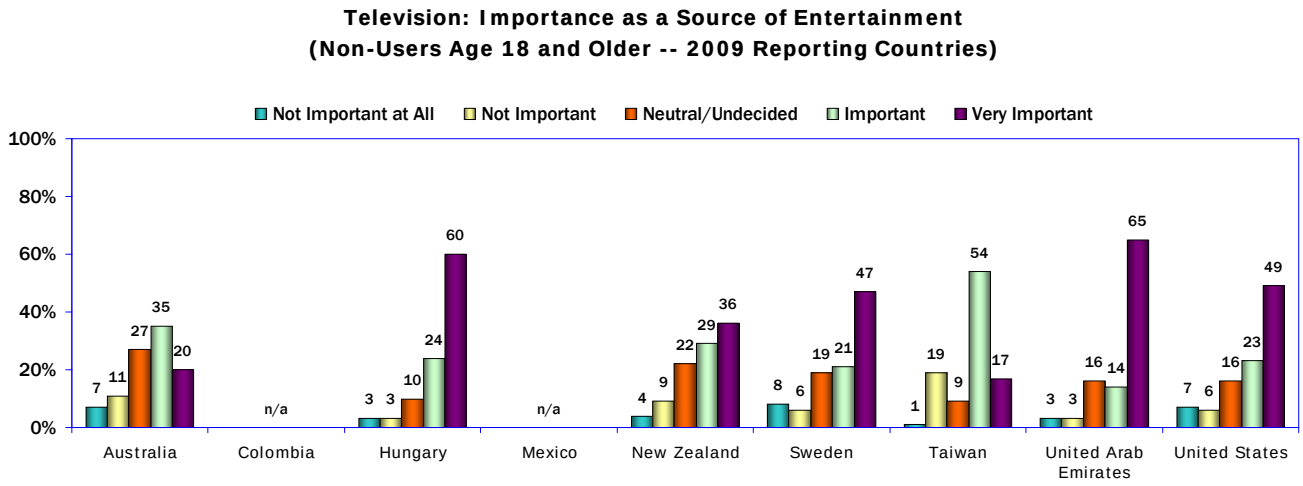


Q14B MD-3 2009

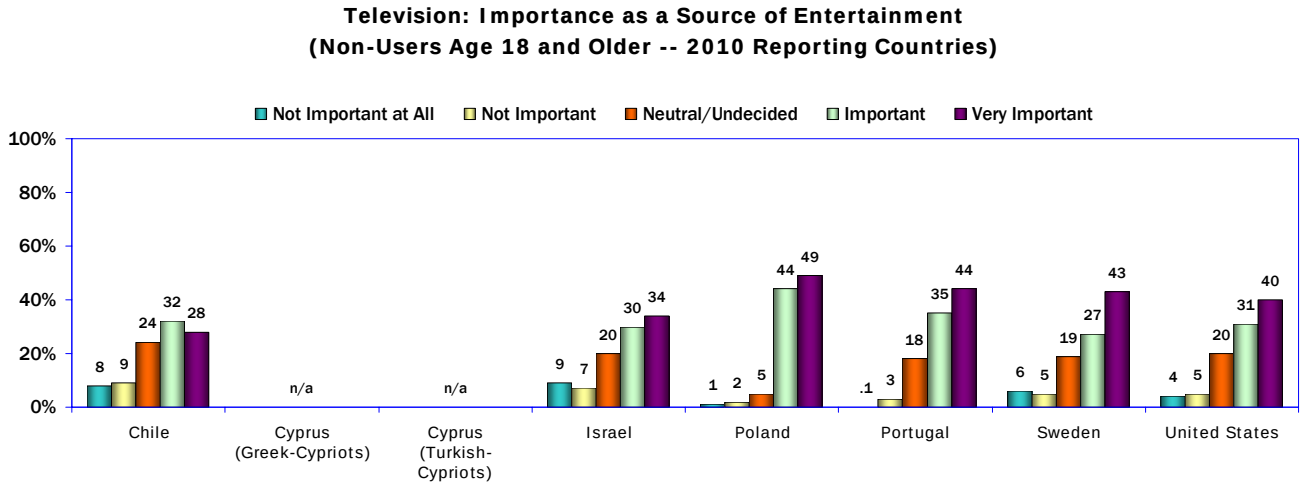


Q13B MD-3 2010

72. Television: Importance as an Entertainment Source (continued)



Q14B K-2 2009

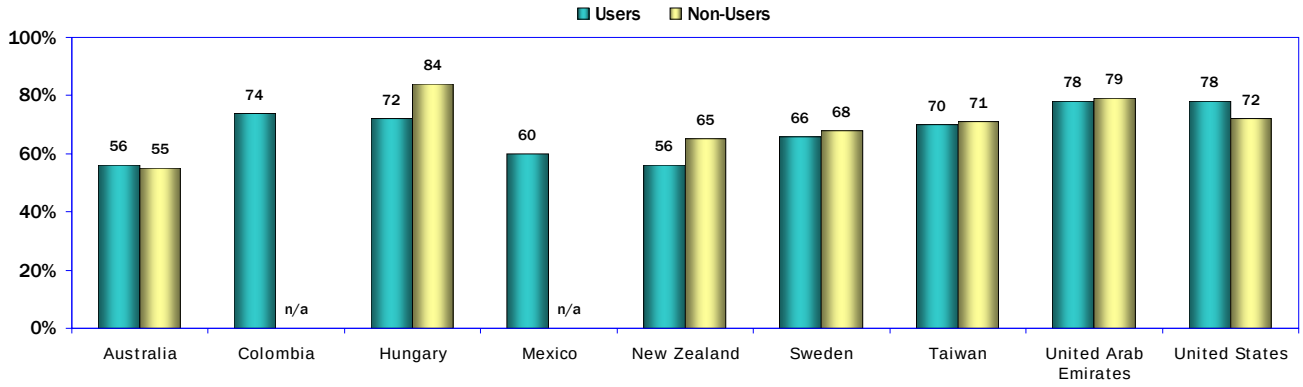


Q13B K-2 2010

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

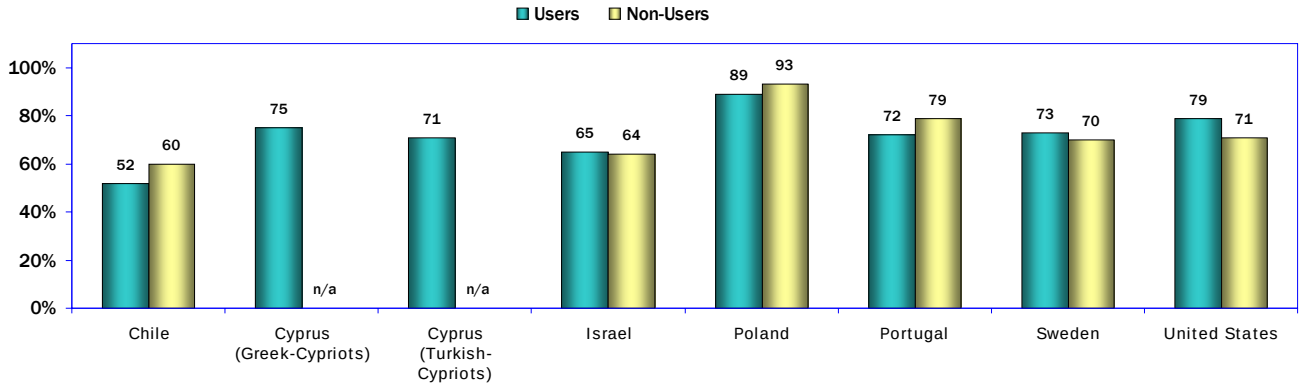
The WIP countries reported moderate differences in views among Internet users and non-users about the importance of television for entertainment for them. Higher percentages or the same percentage of users compared to non-users in four countries reported that television is an important or very important source of entertainment, while higher percentages of non-users compared to users in eight countries reported the same view.

Television: Importance as an Entertainment Source
Important or Very Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



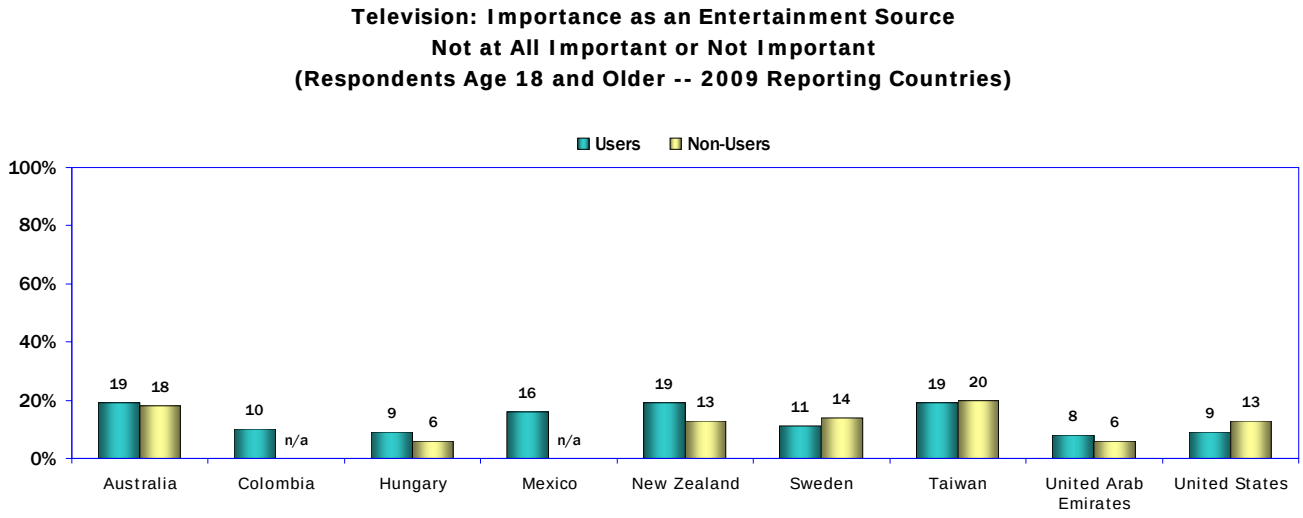
Q14B K-1B 2009

Television: Importance as an Entertainment Source
Important or Very Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)

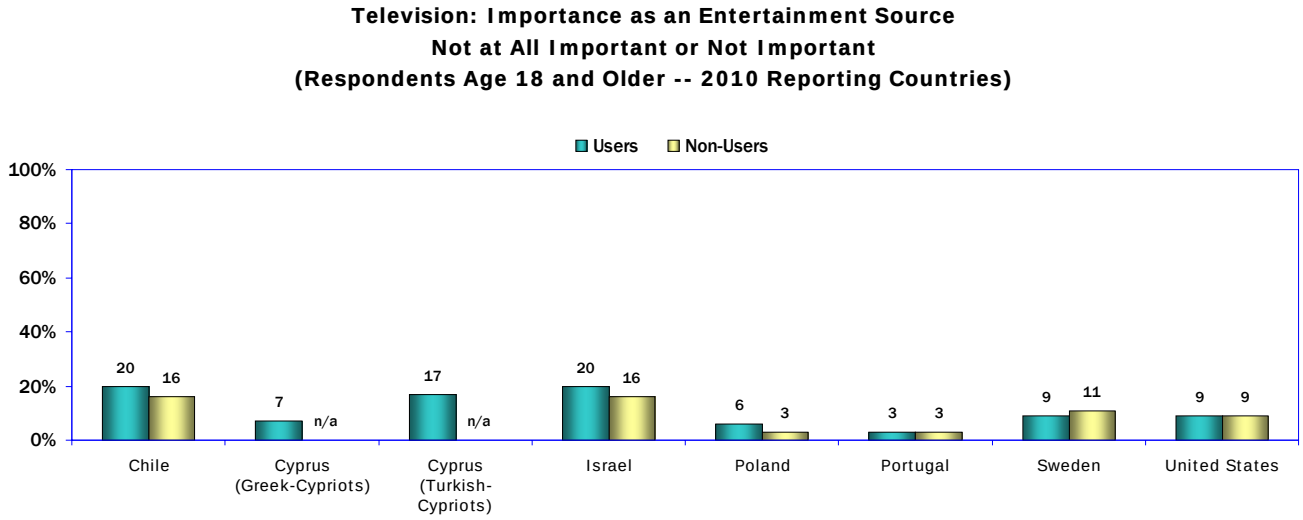


Q13B K-1B 2010

73. Television – Importance as an Entertainment Source: Users vs. Non-Users (continued)



Q14B K-1A 2009



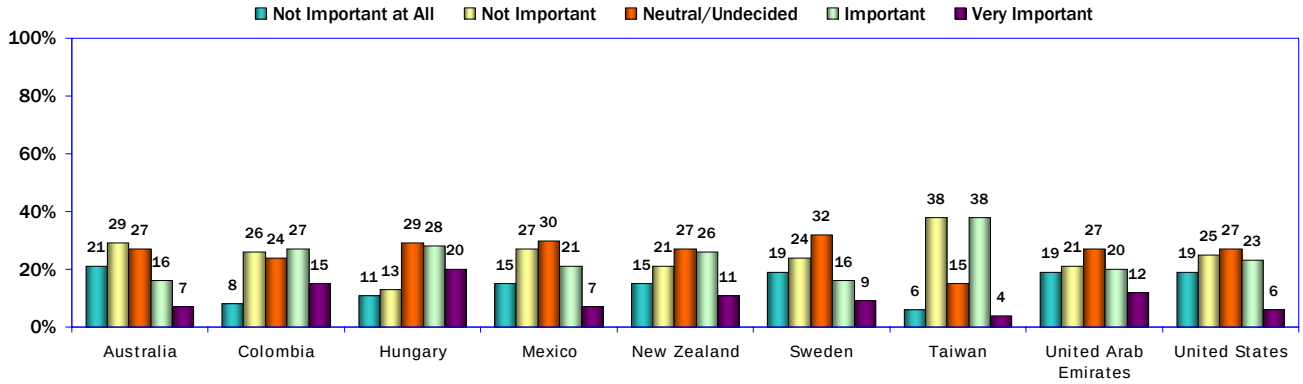
Q13B K-1A 2010

74. Newspapers as Sources of Entertainment

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

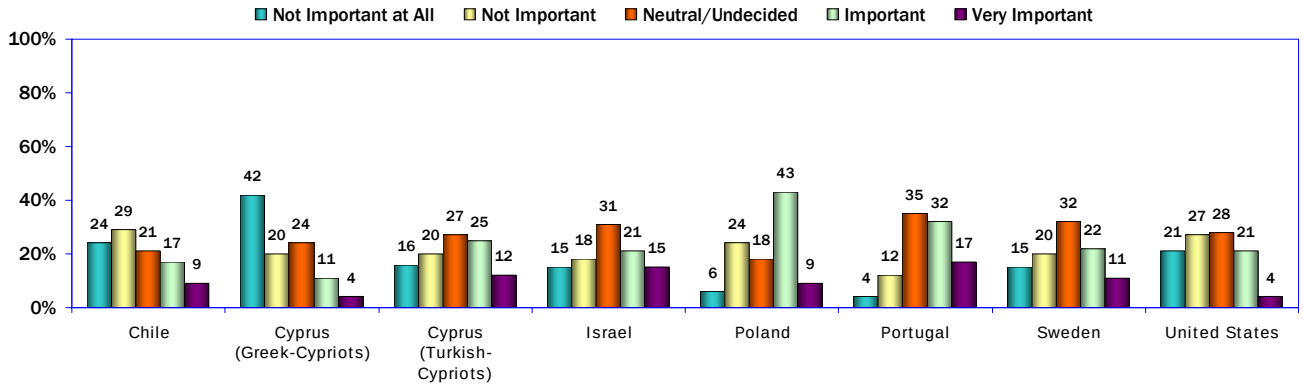
In five WIP countries, 40 percent or more of users say that newspapers are important or very important sources of entertainment for them: Colombia, Hungary, Poland, Portugal, and Taiwan.

Newspapers: Importance as Sources of Entertainment
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



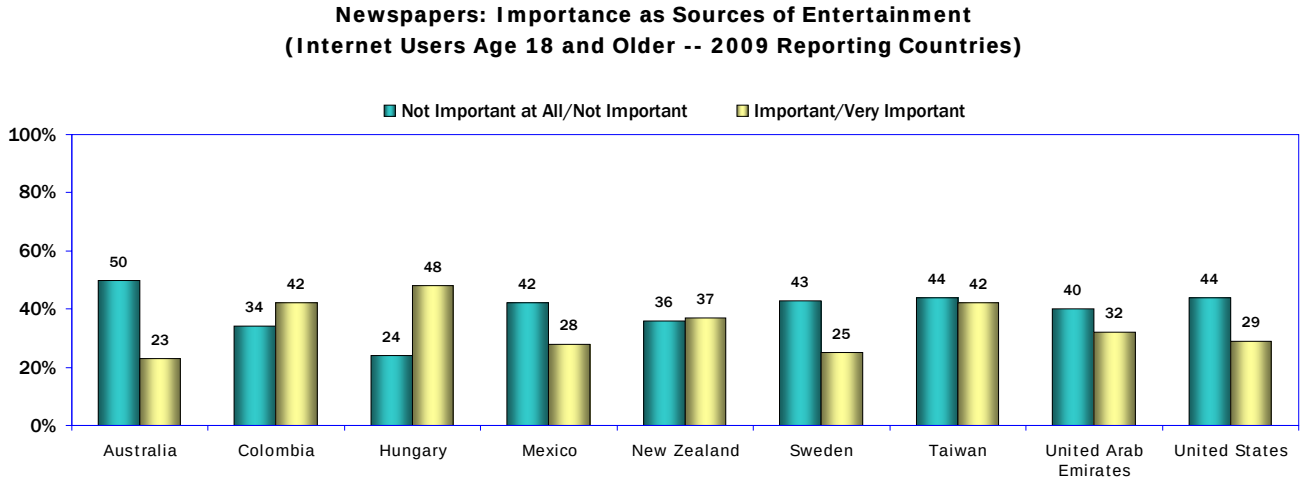
Q14C K-3 2009

Newspapers: Importance as Sources of Entertainment
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

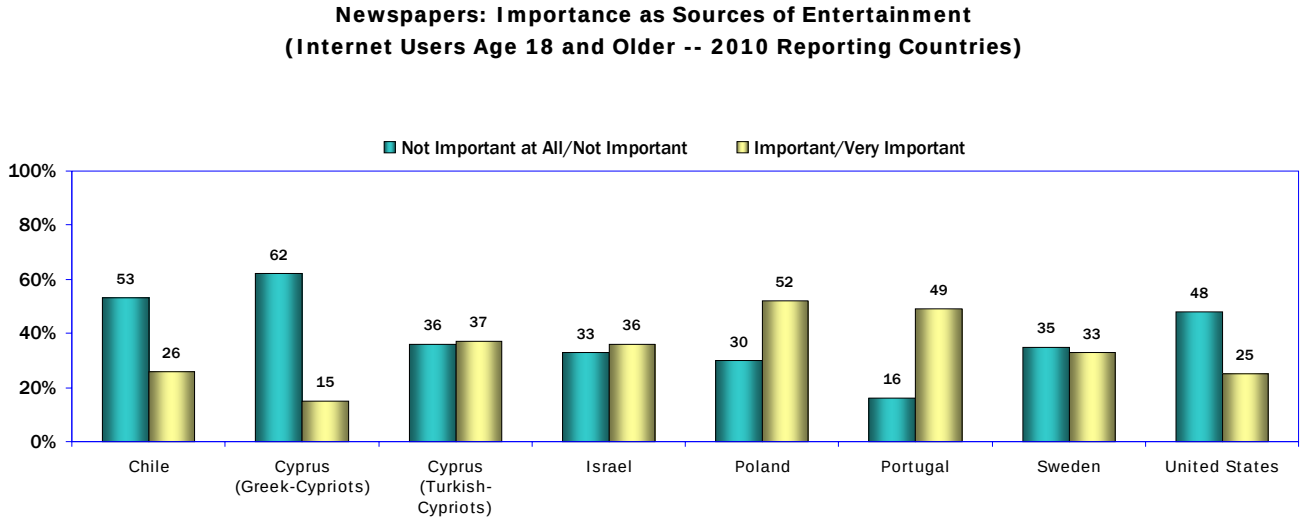


Q13C K-3 2010

74. Newspapers as Sources of Entertainment (continued)

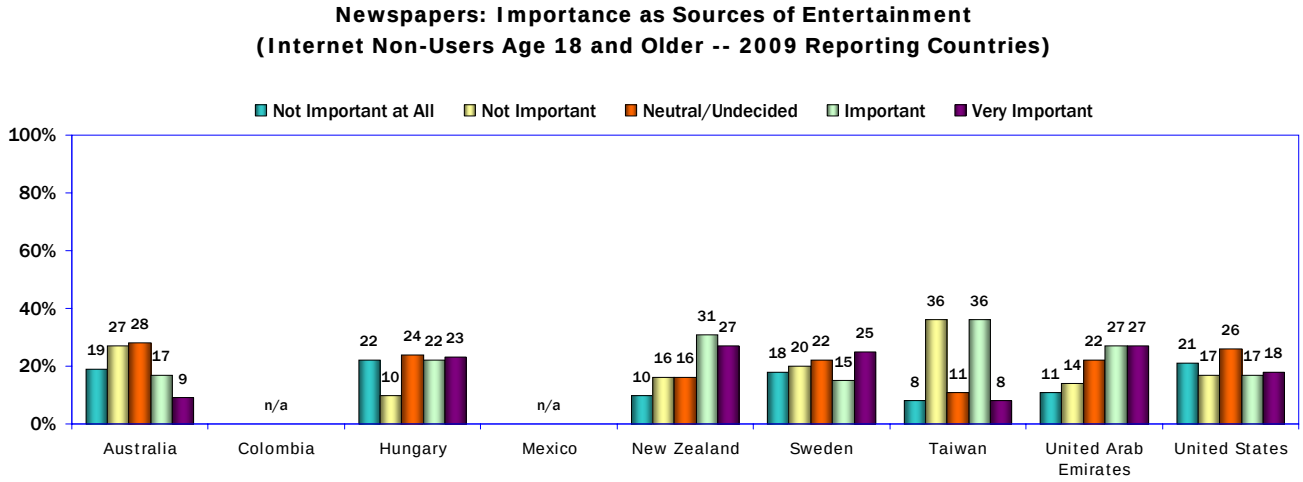


Q14C MD-3 2009

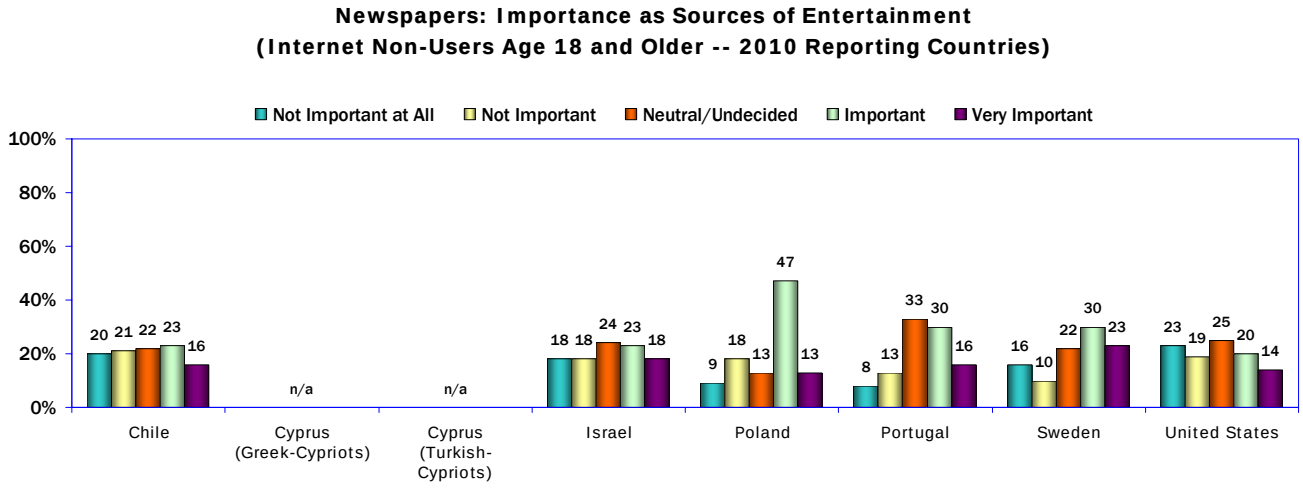


Q13C MD-3 2010

74. Newspapers as Sources of Entertainment (continued)



Q14C K-2 2010



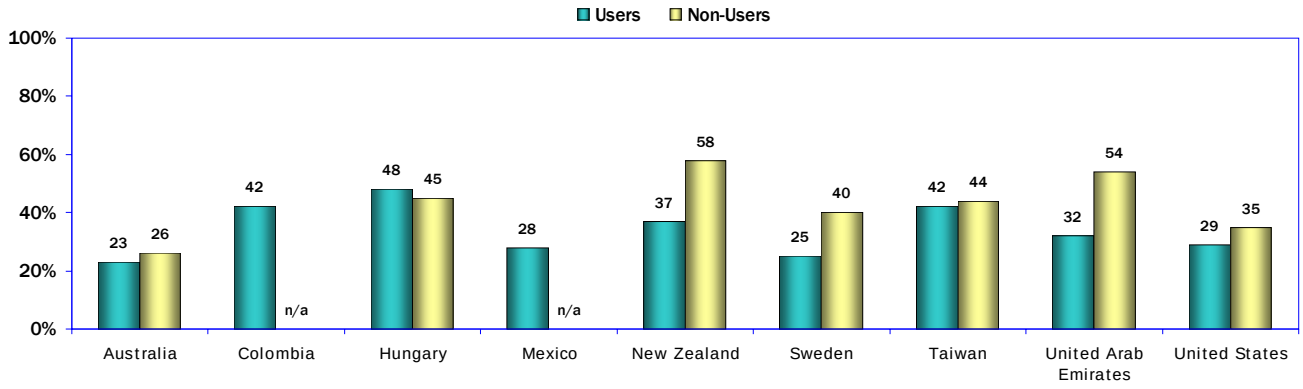
Q13C K-2 2010

75. Newspapers as Entertainment Sources: Users vs. Non-Users

All of the WIP countries except Hungary reported higher percentages of non-users as opposed to users who said newspapers were an important entertainment source for them.

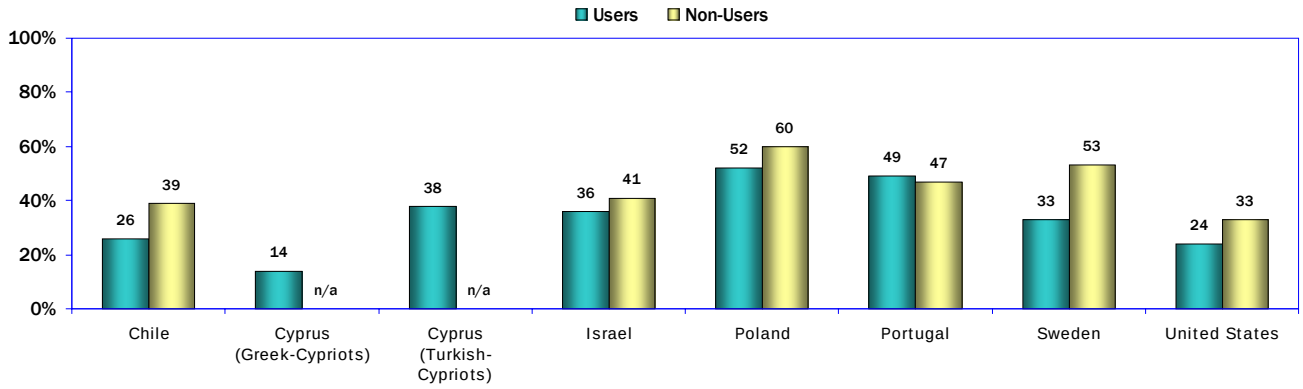
More than half of non-users in New Zealand, Poland, Sweden in 2010, and the United Arab Emirates said that newspapers were important or very important sources of entertainment for them.

Newspapers: Importance as an Entertainment Source
Important or Very Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q14C K-1B 2009

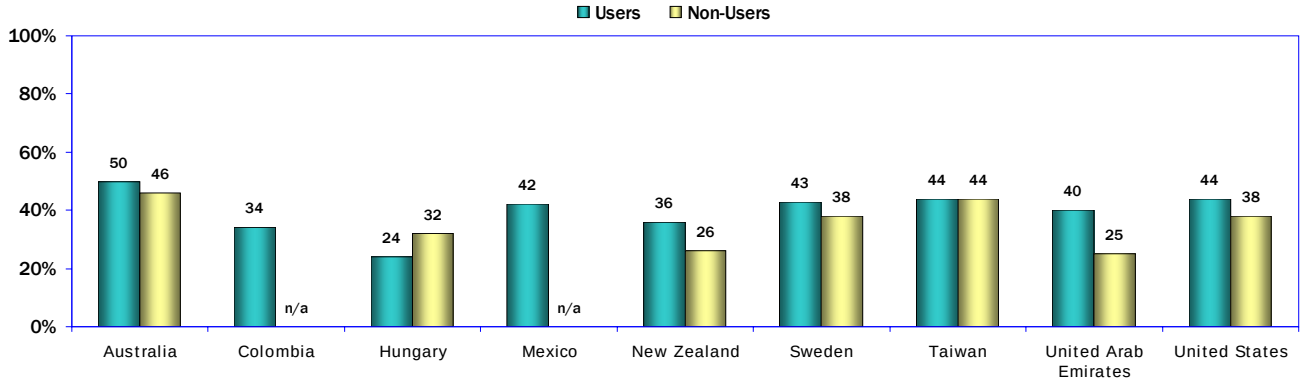
Newspapers: Importance as an Entertainment Source
Important or Very Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q13C K-1B 2010

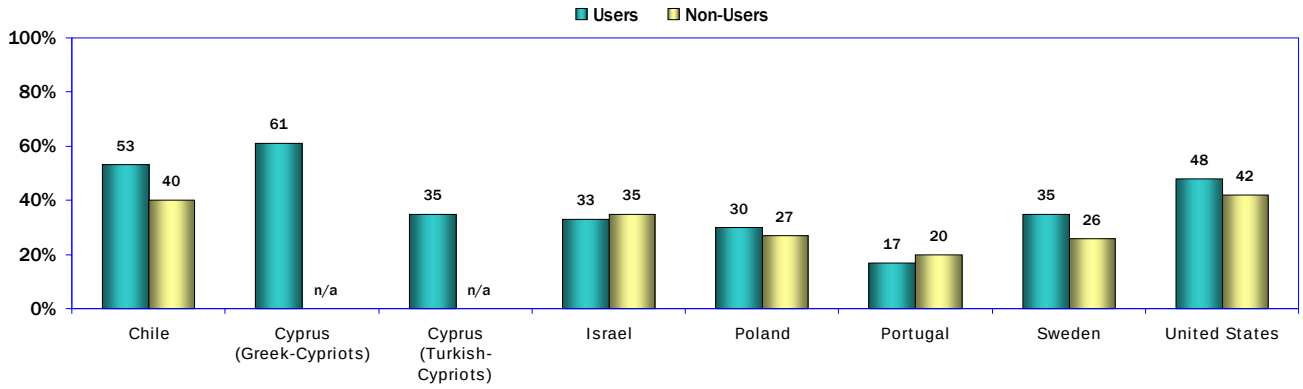
75. Newspapers as Entertainment Sources: Users vs. Non-Users (continued)

Newspapers: Importance as an Entertainment Source
Not at All Important or Not Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q14C K-1A 2009

Newspapers: Importance as an Entertainment Source
Not at All Important or Not Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q13C K-1A 2010

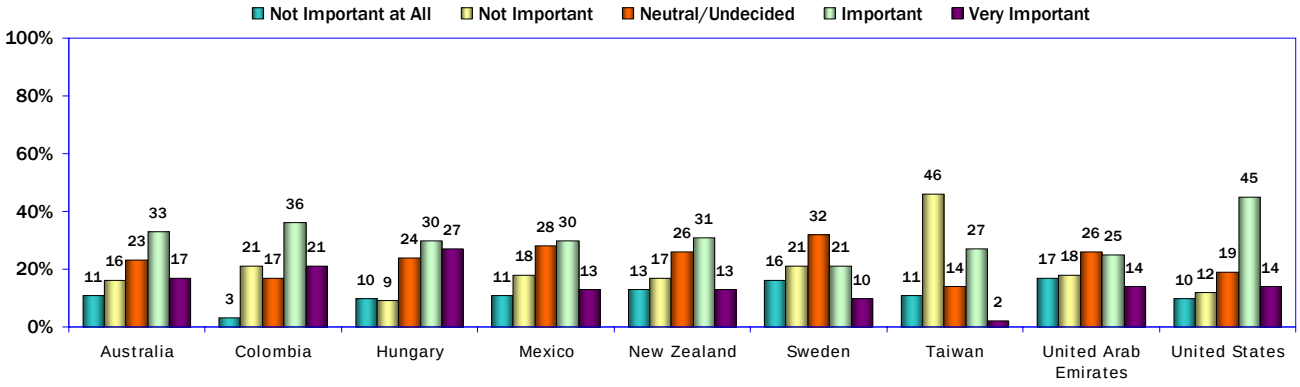
76. Radio as an Entertainment Source

Large percentages of Internet users in all of the WIP countries said that radio is an important or very important source of entertainment for them.

In six of the WIP countries, more than half of users said that radio is important or very important for entertainment for them: Australia, Chile, Colombia, Hungary, Poland, and the United States in 2009 and 2010. All of the WIP countries reported at least 25 percent of users who said radio is important or very important as an entertainment source.

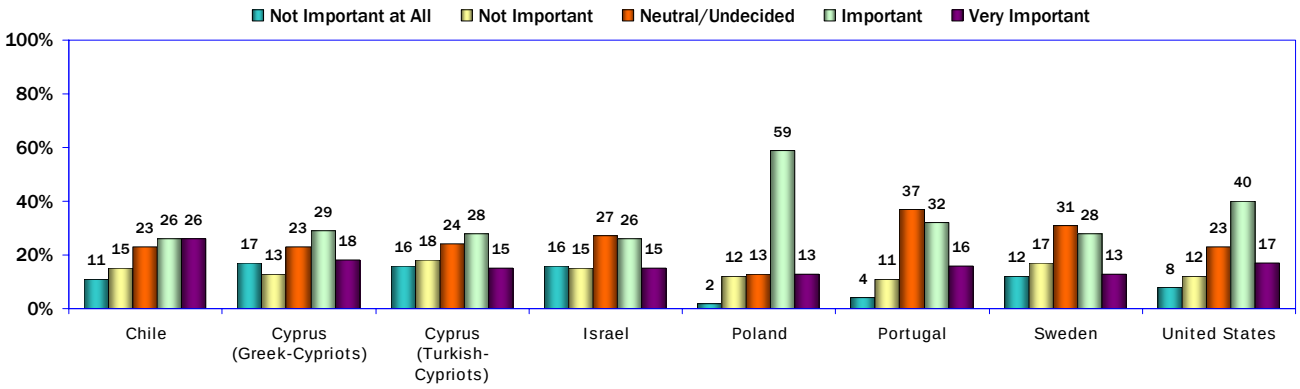
However, in nine WIP countries, more than 25 percent of users said radio is not important as an entertainment source for them: Australia, Chile, Cyprus (Greek-Cypriots), Israel, Mexico, New Zealand, Sweden in 2009 and 2010, Taiwan, Cyprus (Turkish-Cypriots), and the United Arab Emirates.

Radio: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



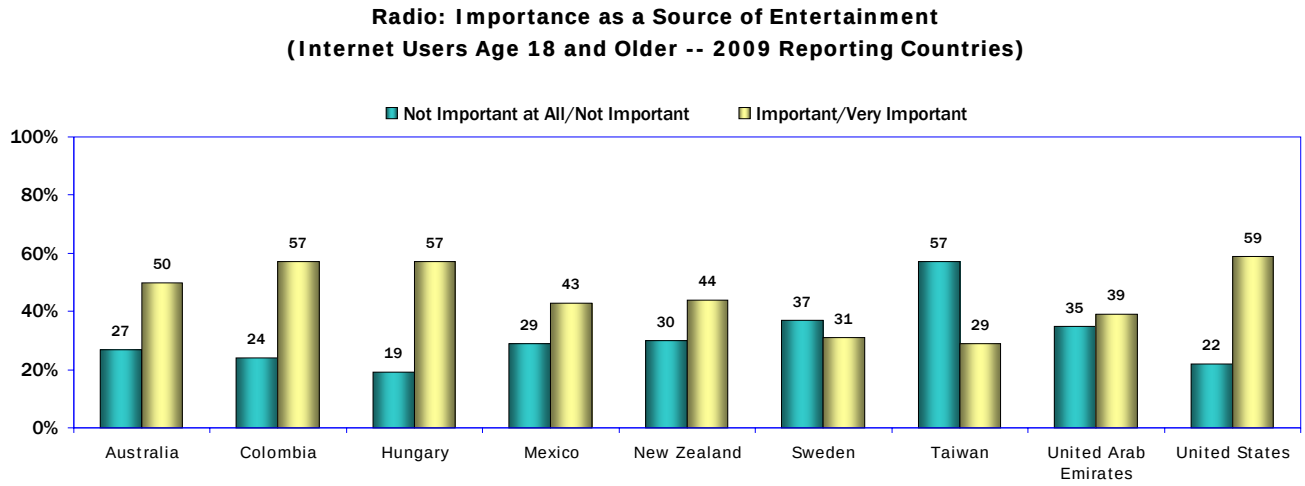
Q14D K-3 2009

Radio: Importance as a Source of Entertainment
(Internet Users Age 18 and Older -- 2010 Reporting Countries)

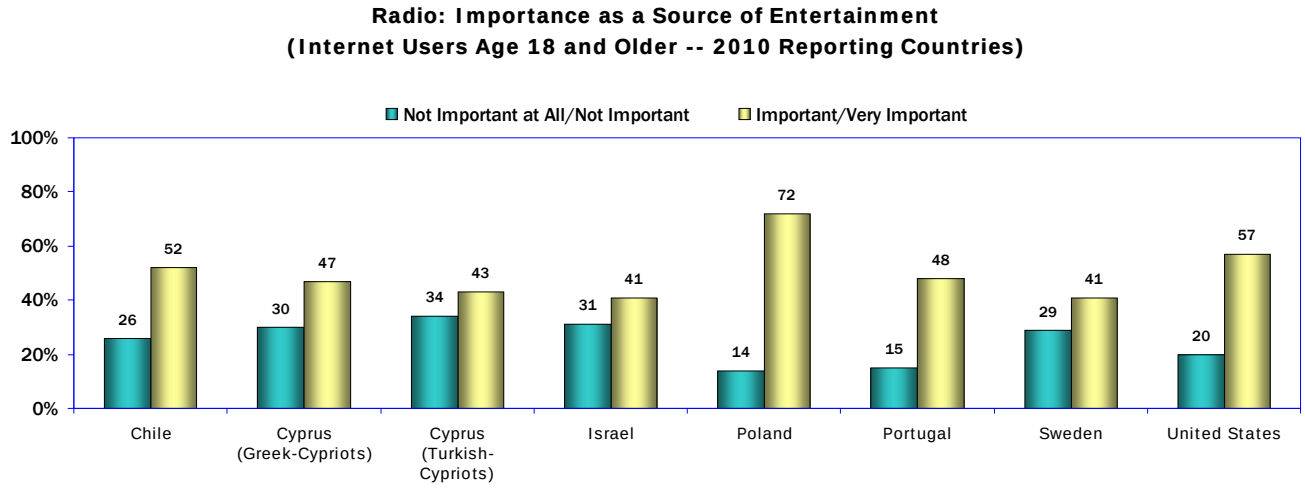


Q13D K-3 2010

76. Radio as an Entertainment Source (continued)

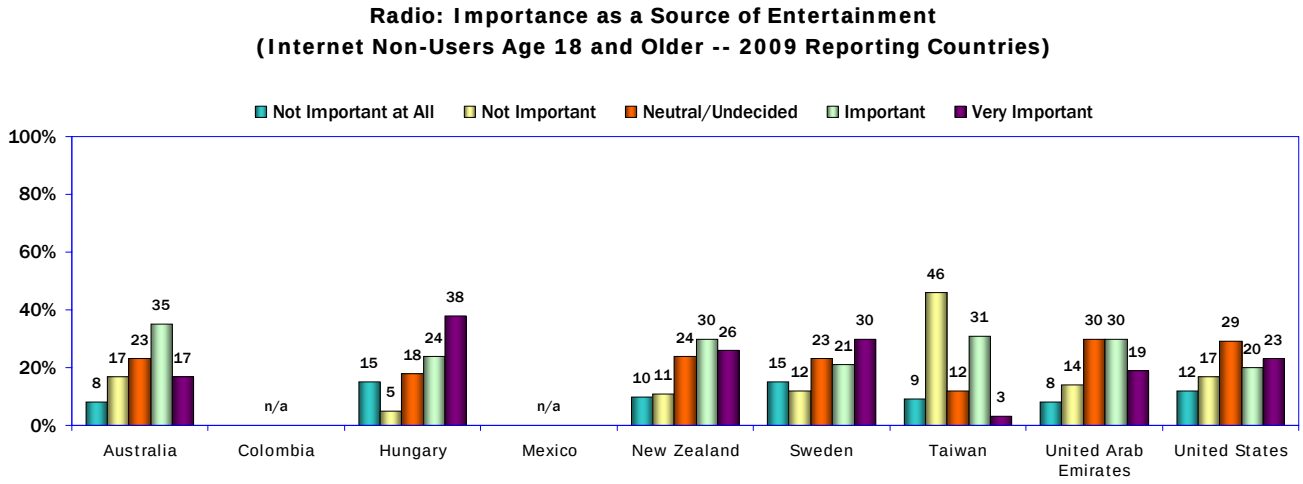


Q14D MD-3 2009

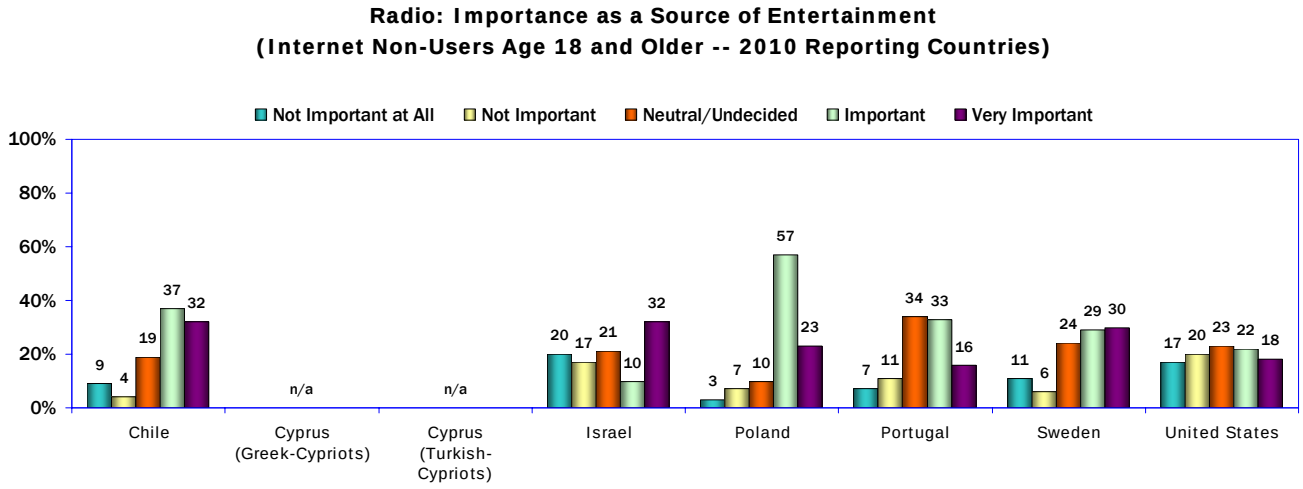


Q13D MD-3 2010

76. Radio as an Entertainment Source (continued)



Q14D K-2 2009

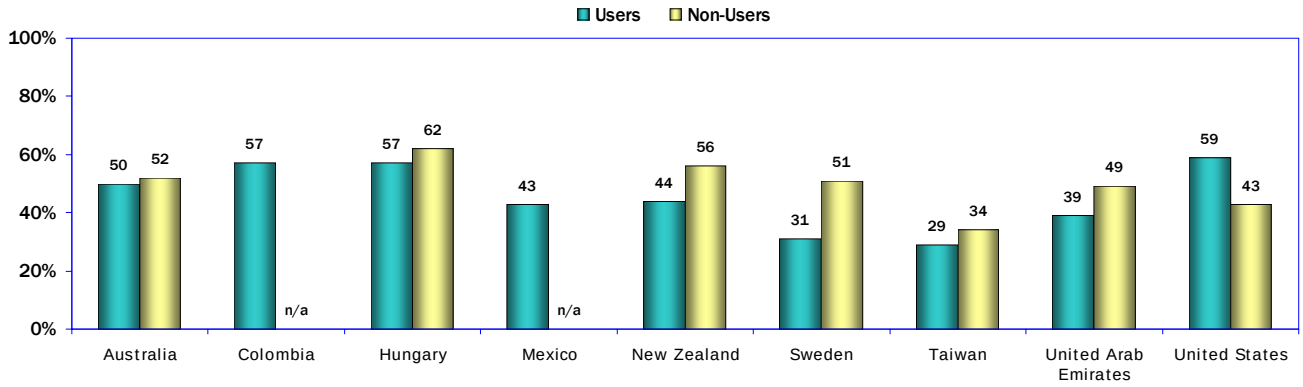


Q13D K-2 2010

77. Radio as an Entertainment Source: Users vs. Non-Users

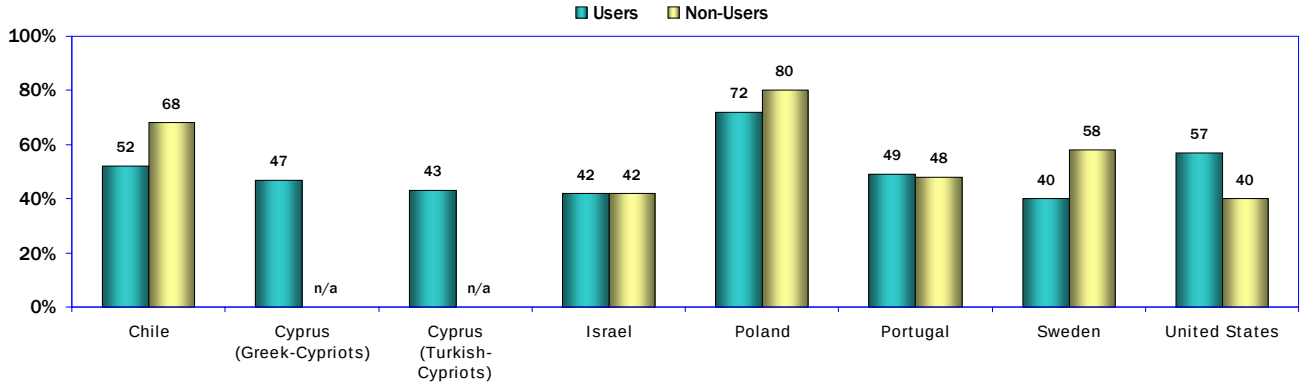
Higher percentages of non-users compared to users in every WIP country except Israel, Portugal, and the United States in 2009 and 2010 said that radio was an important or very important source of entertainment for them.

Radio: Importance as a Source of Entertainment
Important or Very Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q14D K-1B 2009

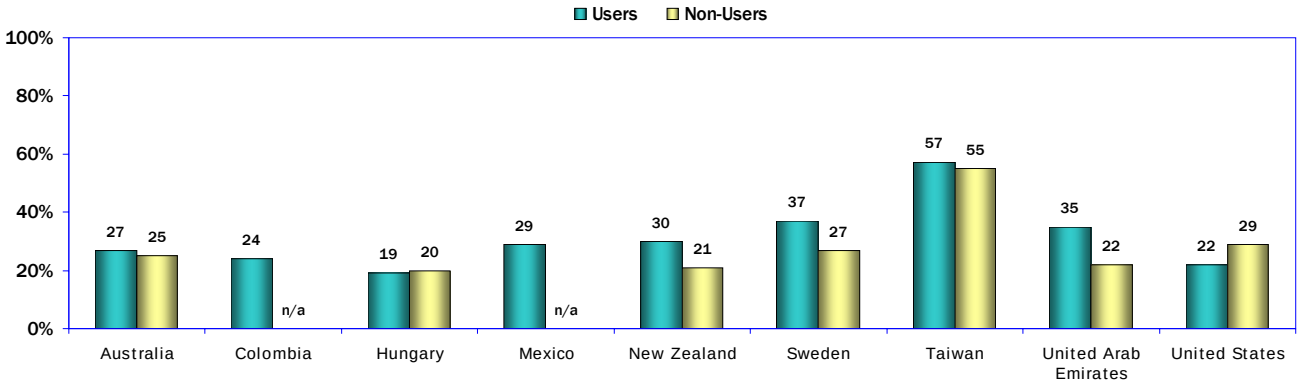
Radio: Importance as a Source of Entertainment
Important or Very Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q13D K-1B 2010

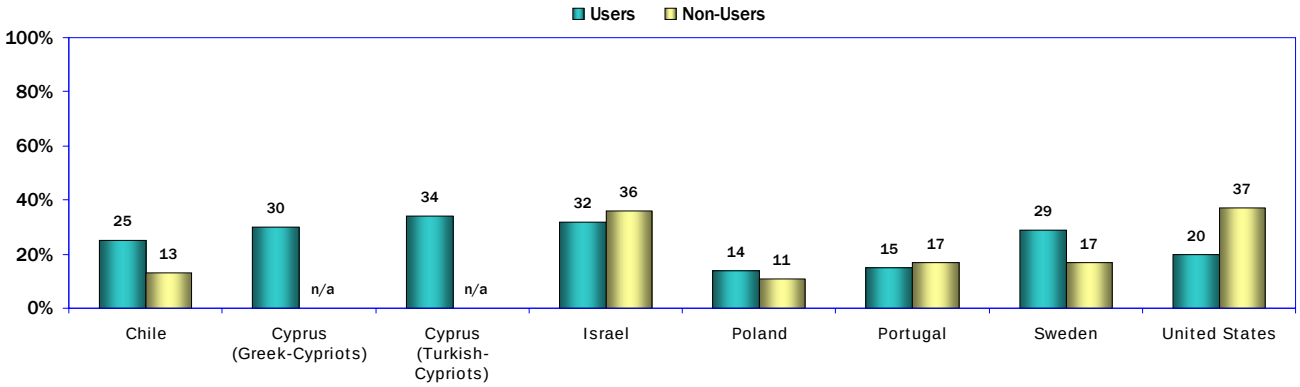
77. Radio as an Entertainment Source: Users vs. Non-Users (continued)

Radio: Importance as a Source of Entertainment
Not at All Important or Not Important
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q14D K-1A 2009

Radio: Importance as a Source of Entertainment
Not at All Important or Not Important
(Respondents Age 18 and Older -- 2010 Reporting Countries)



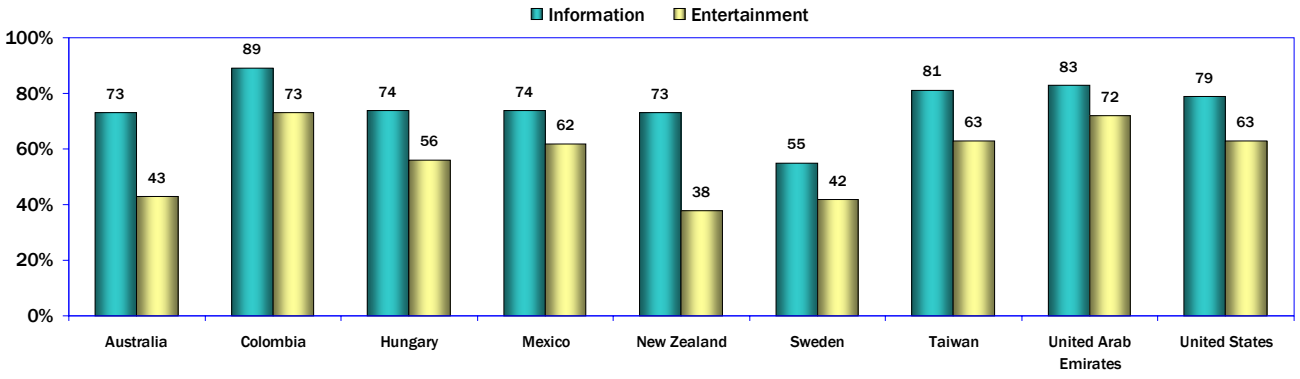
Q13D K-1A 2010

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

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

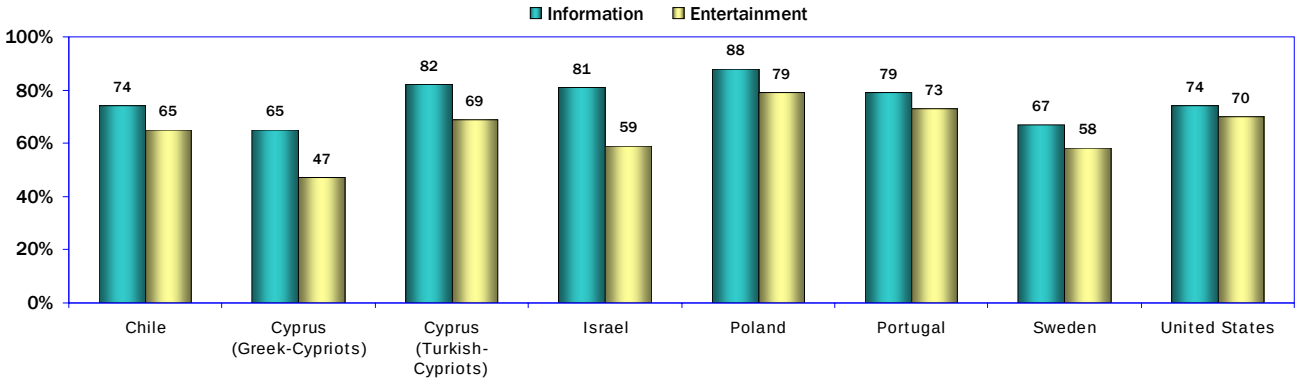
The largest differences in the percentages of those who ranked the Internet important or very important for information vs. entertainment were found in New Zealand (35 percent), Australia (30 percent), and Israel (22 percent).

Importance of the Internet as a Source of Information or Entertainment:
Important or Very Important
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q13A and 14A Combined 2009

Importance of the Internet as a Source of Information or Entertainment:
Important or Very Important
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q12A and 13A Combined 2010

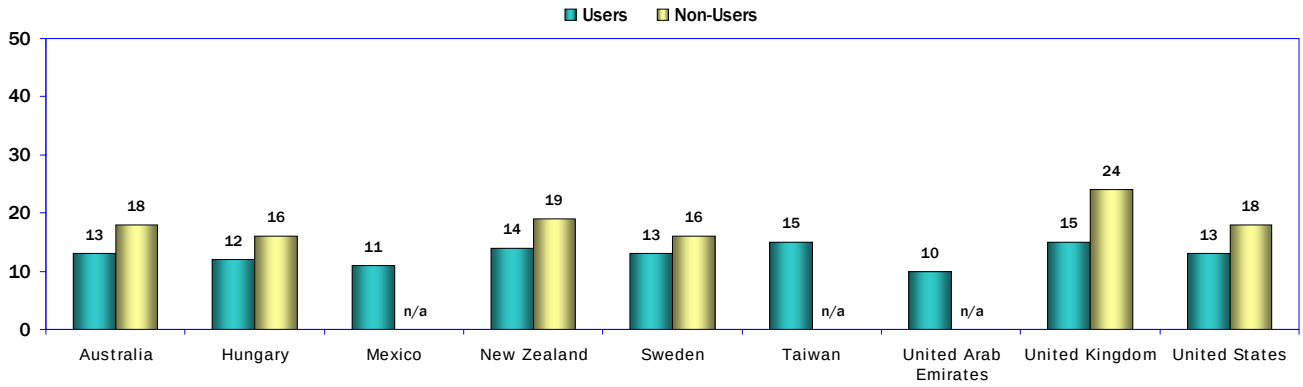
Offline Media Use: Internet Users vs. Non-Users

79. Television Viewing: Users vs. Non-Users

All of the WIP countries that reported a comparison of television viewing offline by Internet users and non-users showed that non-users spent more time than users each week watching television offline.

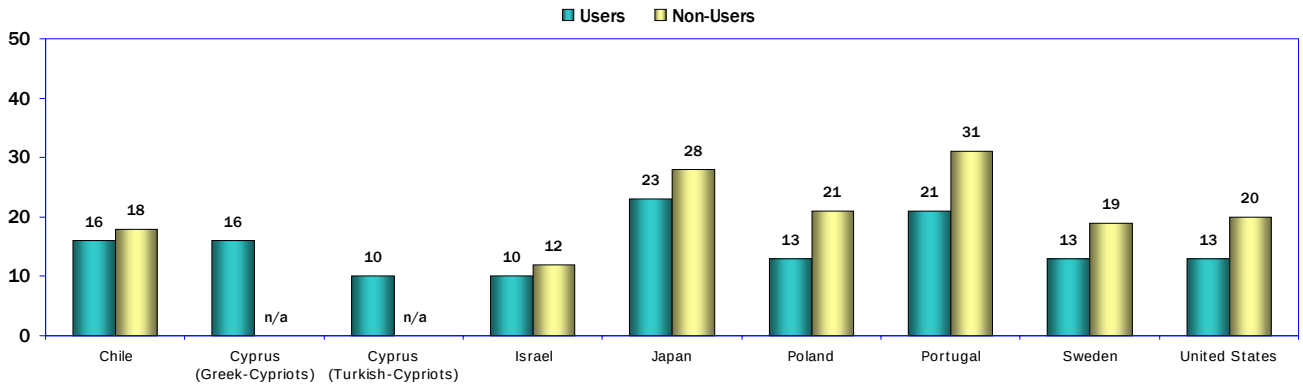
The differences between users and non-users in the amount of time spent watching television each week were: Portugal (ten hours); the United Kingdom (nine hours); Poland (eight hours); the United States in 2010 (seven hours); Hungary (four hours); Sweden in 2010 (six hours); Australia, Japan, New Zealand, and the United States in 2009 (five hours); Hungary (four hours); Sweden in 2009 (three hours); and Chile and Israel (two hours).

Hours Spent Watching Television Offline: Weekly Hours
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q15 K-1 2009

Hours Spent Watching Television Offline: Weekly Hours
(Respondents Age 18 and Older -- 2010 Reporting Countries)



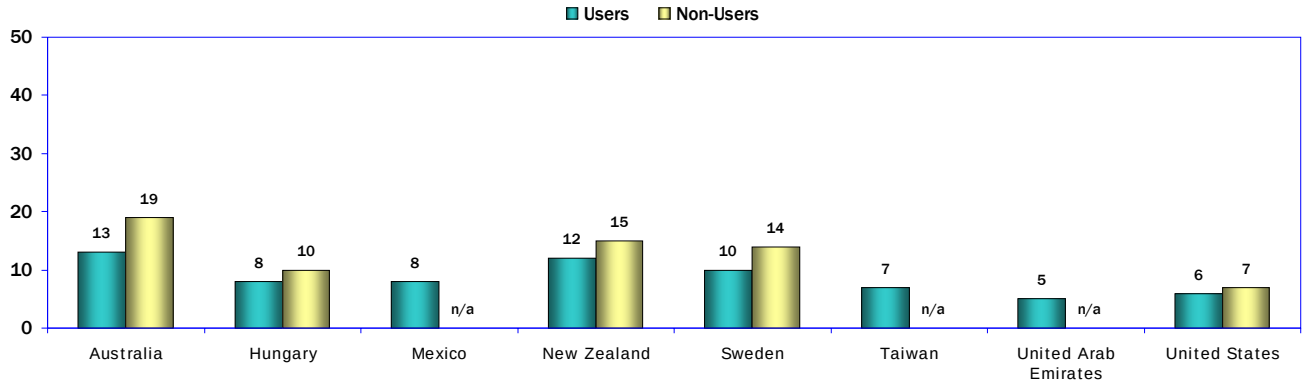
Q14 K-1 2010

80. Radio Listening: Users vs. Non-Users

All of the WIP countries that reported a comparison of offline use of radio by Internet users and non-users showed that non-users spent more time or the same amount of time as users listening to offline radio.

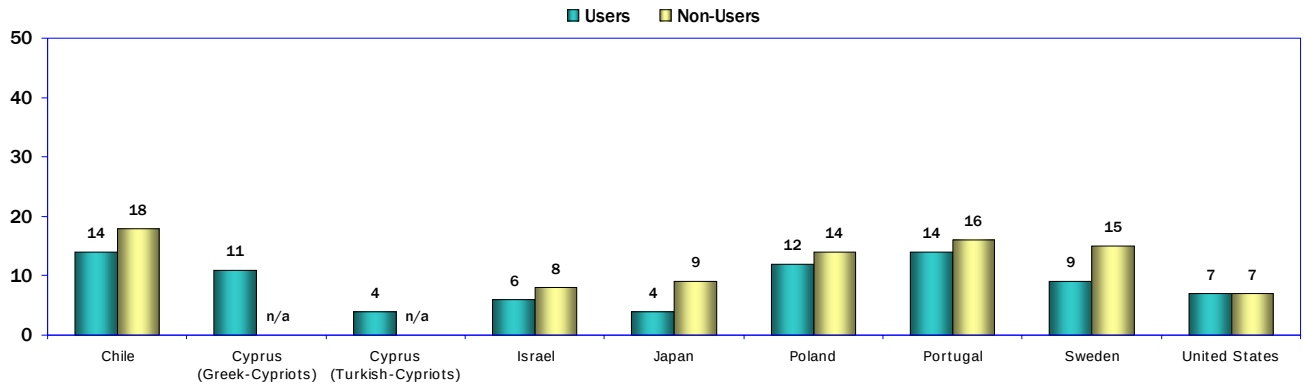
The differences in weekly radio listening hours among users and non-users were: Australia and Sweden in 2010 (six hours); Japan (five hours); Chile and Sweden in 2009 (four hours); New Zealand (three hours); Hungary, Israel, Poland, and Portugal (two hours); and the United States in 2009 (one hour).

Hours Spent Listening to the Radio Offline: Weekly Hours
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q15 K-2 2009

Hours Spent Listening to the Radio Offline: Weekly Hours
(Respondents Age 18 and Older -- 2010 Reporting Countries)

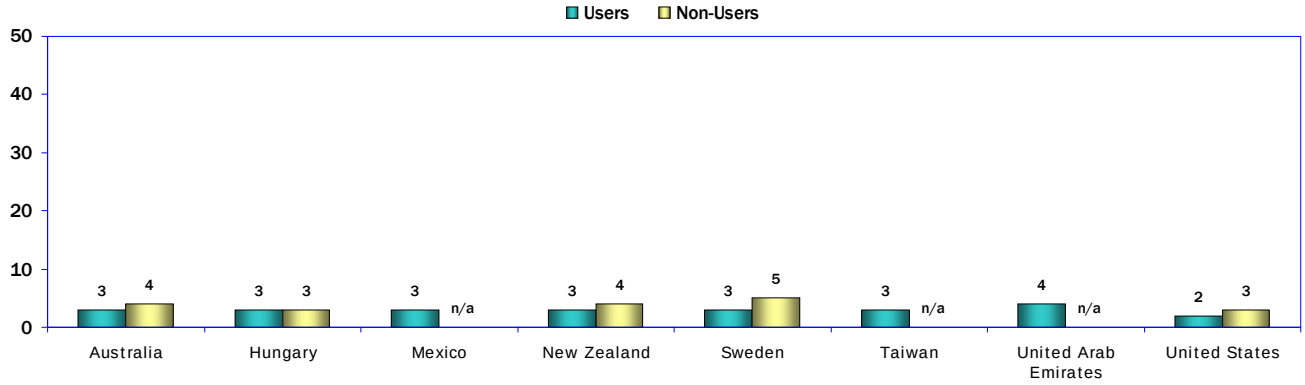


Q14 K-2 2010

81. Newspaper Reading: Users vs. Non-Users

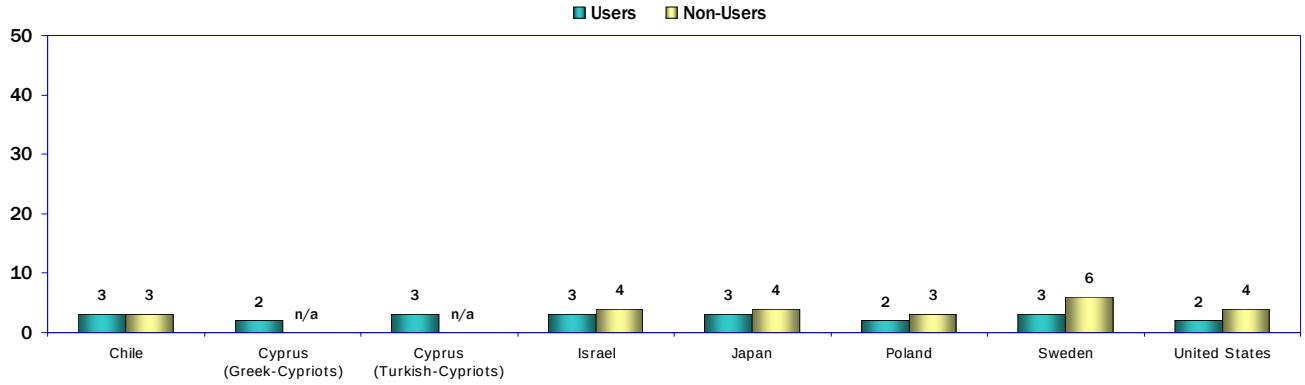
Internet non-users in the WIP countries spend more time or the same amount of time reading offline newspapers as users. However, only one WIP country -- Sweden in 2009 and 2010 -- reported more than three hours of average weekly reading of offline newspapers by either users or non-users.

Time Spent Reading the Newspaper Offline
(Respondents Age 18 and Older -- 2009 Reporting Countries)



Q15 K-3 2009

Time Spent Reading the Newspaper Offline
(Respondents Age 18 and Older -- 2010 Reporting Countries)



Q14 K-3 2010

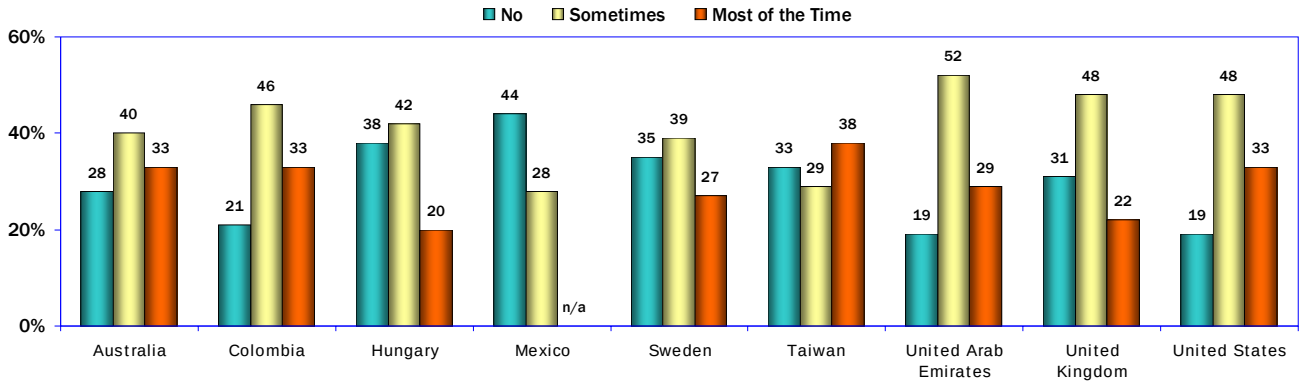
82. Multitasking while Using the Internet

Very large percentages of Internet users in all of the WIP countries multitask while online by engaging in other media and communication activities -- such as listening to music, watching television, or talking on the telephone.

At least half of users in all of the WIP countries except Mexico reported multitasking sometimes or most of the time while online: Cyprus (Turkish-Cypriots 88 percent), the United States in 2010 (85 percent), the United Arab Emirates and the United States in 2009 (81 percent), Colombia (79 percent), Australia (73 percent), Israel (72 percent), Sweden in 2010 (71 percent), the United Kingdom (70 percent), Taiwan (67 percent), Sweden in 2009 (66 percent), Cyprus (Greek-Cypriots 65 percent), Hungary (62 percent), Portugal (58 percent), Japan (57 percent), Poland (56 percent), and Chile (54 percent).

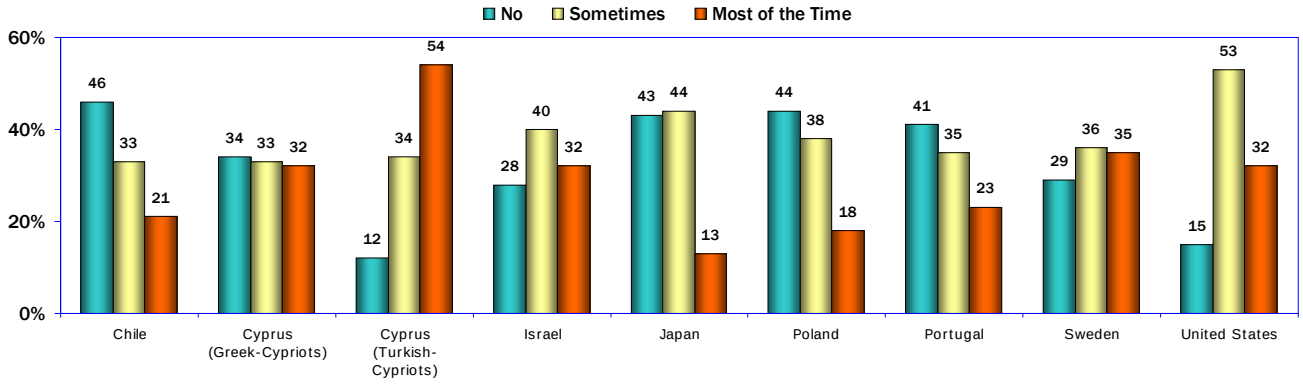
For a comparison by country of those who multitask and those who don't, see the next page.

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 -- 2009 Reporting Countries)



Q18 K-1 2009

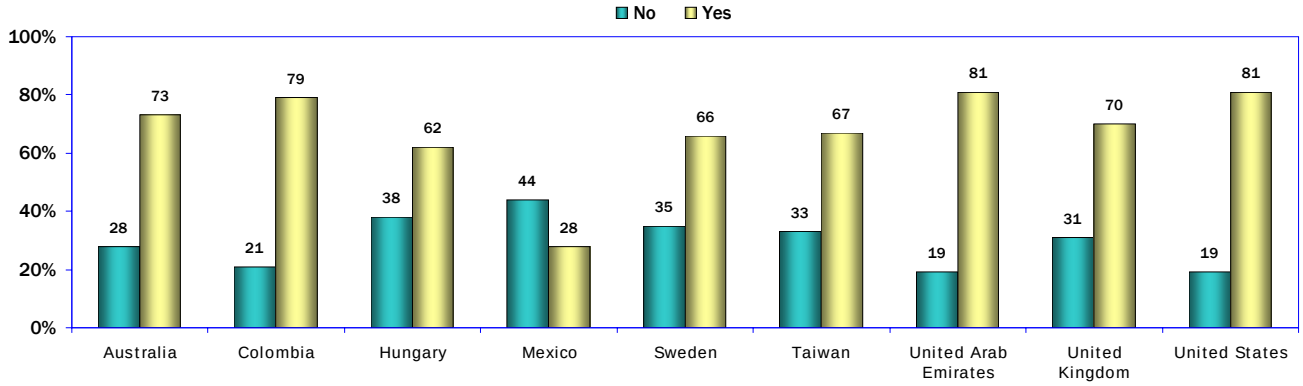
Do You Do More Than One Activity While You are Online, Such as Listening to Music, Watching TV, or Using the Telephone? (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q17 K-1 2010

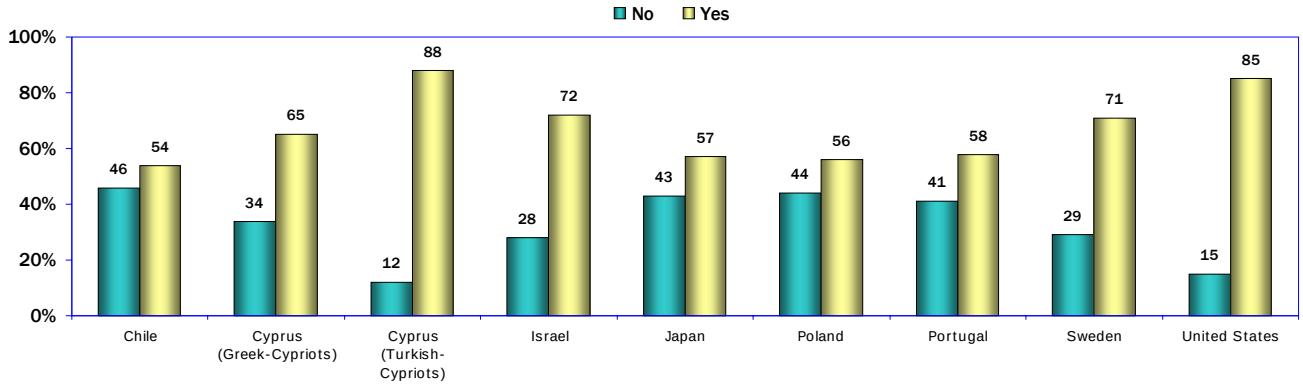
82. Multitasking while Using the Internet (continued)

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 -- 2009 Reporting Countries)



Q18 MD-1 2009

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 -- 2010 Reporting Countries)



Q17 MD-1 2010

World Internet Project
International Report

Third Edition

Online Communication

83. E-mail Use

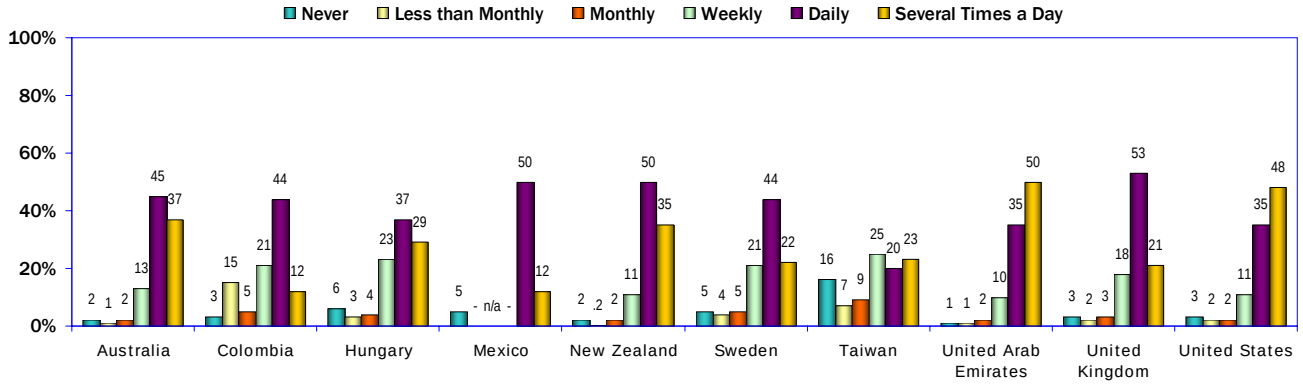
Large percentages of users check their e-mail at least daily; in all of the WIP countries except Taiwan, 60 percent or more of users reported that they check their e-mail daily or several times a day *(see page 190)*.

Users in Japan check their e-mail most often; 70 percent of Internet users age 18 and older in Japan check their e-mail several times a day. The percentages of users who check e-mail daily or several times a day were: New Zealand and the United Arab Emirates (85 percent); the United States in 2009 and 2010 (83 percent); Australia (82 percent); Japan (77 percent); the United Kingdom (74 percent); Chile, Hungary, and Sweden in 2009 (66 percent); Israel (65 percent); Mexico and Sweden in 2010 (62 percent); Cyprus (Greek-Cypriots 60 percent); Poland (57 percent), Portugal and Colombia (56 percent); Cyprus (Turkish-Cypriots 55 percent); and Taiwan (43 percent).

Even after more than a decade of global online access, surprising percentages of Internet users in all of the WIP countries never use e-mail. For example, eight WIP countries reported five percent or more of users who do not use e-mail: Taiwan (16 percent); Israel (14 percent); Poland (13 percent); Cyprus (Greek-Cypriots 12 percent); Chile and Hungary (six percent); and Cyprus (Turkish-Cypriots), Mexico, and Sweden in 2009 and 2010 (five percent).

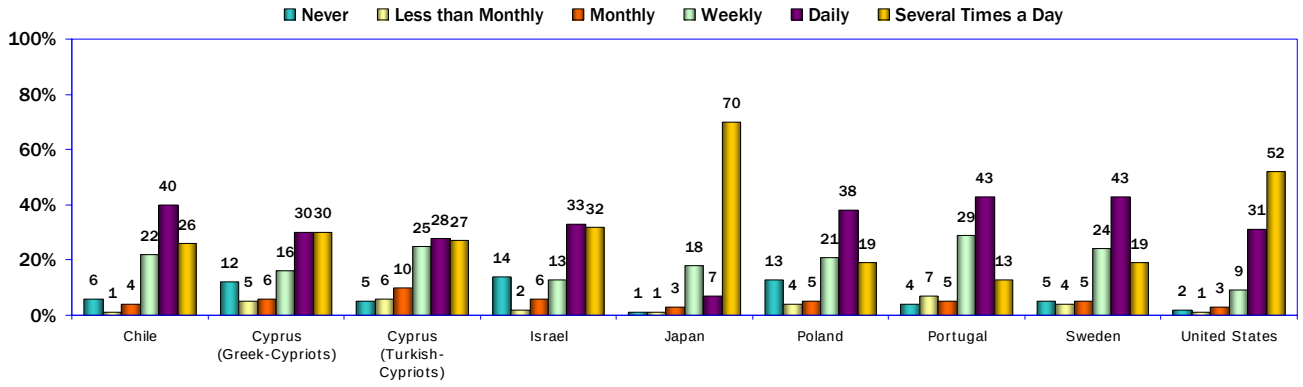
And, significant percentages of Internet users reported checking e-mail less than weekly: Taiwan (32 percent), Colombia and Cyprus (Greek-Cypriots 23 percent), Israel and Poland (22 percent), Cyprus (Turkish-Cypriots 21 percent), Portugal (16 percent), Sweden in 2009 and 2010 (14 percent), Hungary (13 percent), Chile (11 percent), the United Kingdom (8 percent), the United States in 2009 (7 percent), the United States in 2010 (six percent), Australia and Japan (5 percent), and New Zealand and the United Arab Emirates (4 percent).

E-mail Use: Frequency
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20A K-1 2009

E-mail Use: Frequency
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q19A K-1 2010

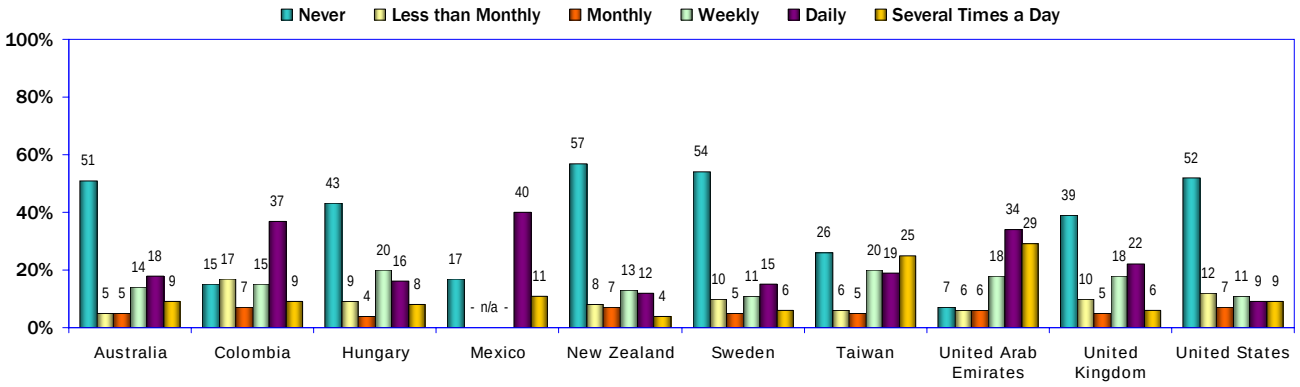
84. Instant Messaging

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

Eight WIP countries reported 30 percent or more of Internet users who go online for instant messaging at least daily: the United Arab Emirates (63 percent), Cyprus (Turkish-Cypriots 53 percent), Mexico (51 percent), Colombia and Portugal (46 percent), Taiwan (44 percent), Chile (42 percent), Cyprus (Greek-Cypriots 34 percent), and Poland (33 percent).

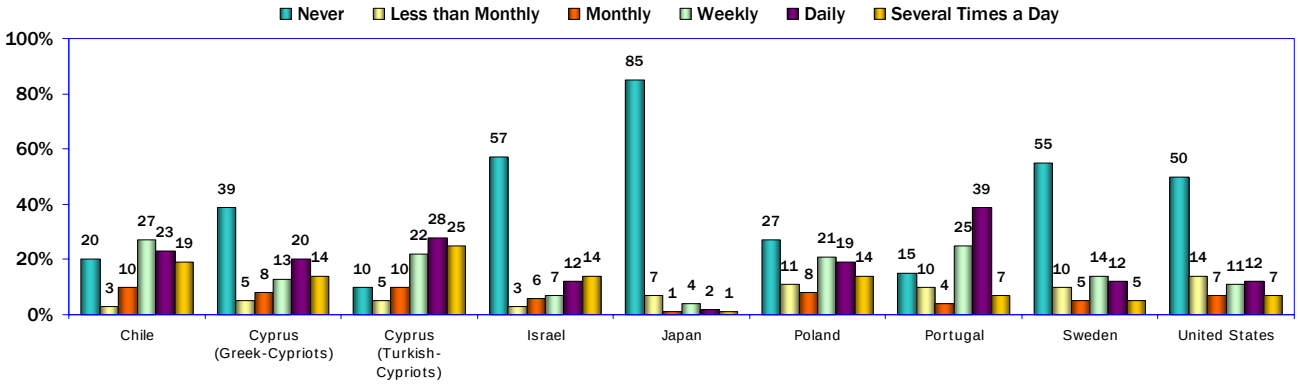
In six of the WIP countries, at least 50 percent of users said they never use instant messaging: Japan (85 percent), Israel and New Zealand (57 percent), Sweden in 2010 (55 percent), Sweden in 2009 (54 percent), the United States in 2009 (52 percent), Australia (51 percent), and the United States in 2010 (50 percent).

Internet Use for Instant Messaging
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20B K-1 2009

Internet Use for Instant Messaging
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



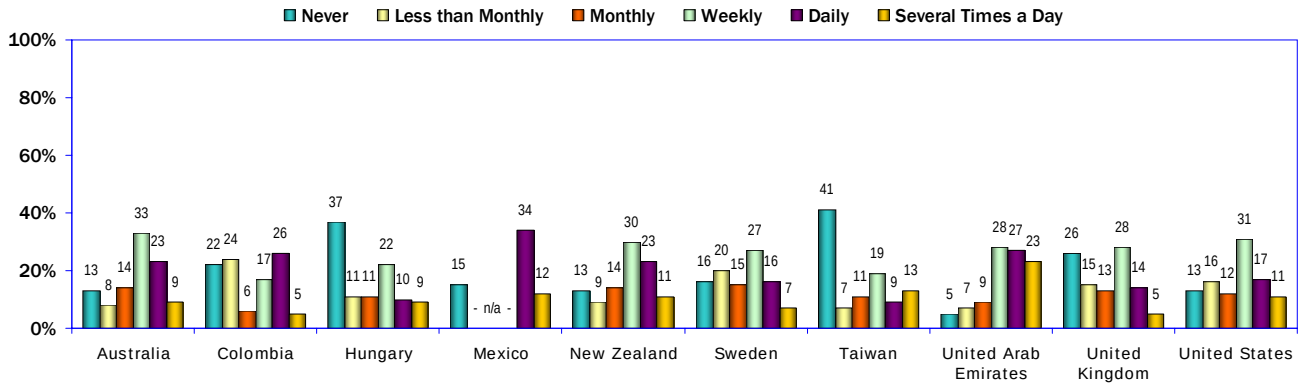
Q19B K-1 2010

85. E-mails and Attachments

Internet users in the WIP countries frequently send email with attachments. In 10 of the WIP countries, at least 50 percent of users age 18 and older send emails with attachments at least weekly: the United Arab Emirates (78 percent); Australia (65 percent); New Zealand (64 percent); Portugal and the United States in 2009 (59 percent); Chile (56 percent); Israel and the United States in 2010 (54 percent); Poland and Cyprus (Turkish-Cypriots 52 percent); Sweden in 2010 (51 percent); and Sweden in 2009 (50 percent).

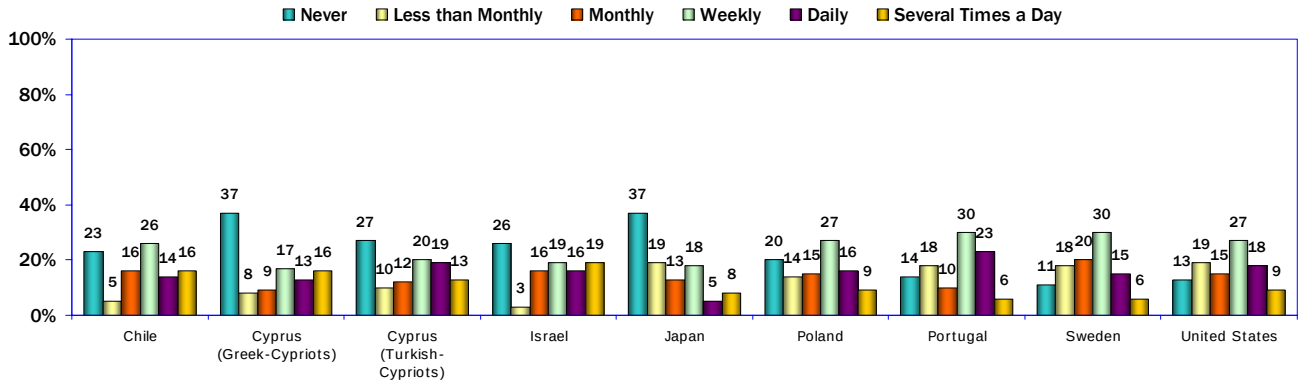
However, significant percentages of users in most of the WIP countries never send attachments. In all of the WIP countries except the United Arab Emirates, at least 10 percent of users never send attachments, and in ten countries, 20 percent or more do not send attachments.

Internet Use to Send Attachments with E-mails
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20D K-1 2009

Internet Use to Send Attachments with E-mails
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



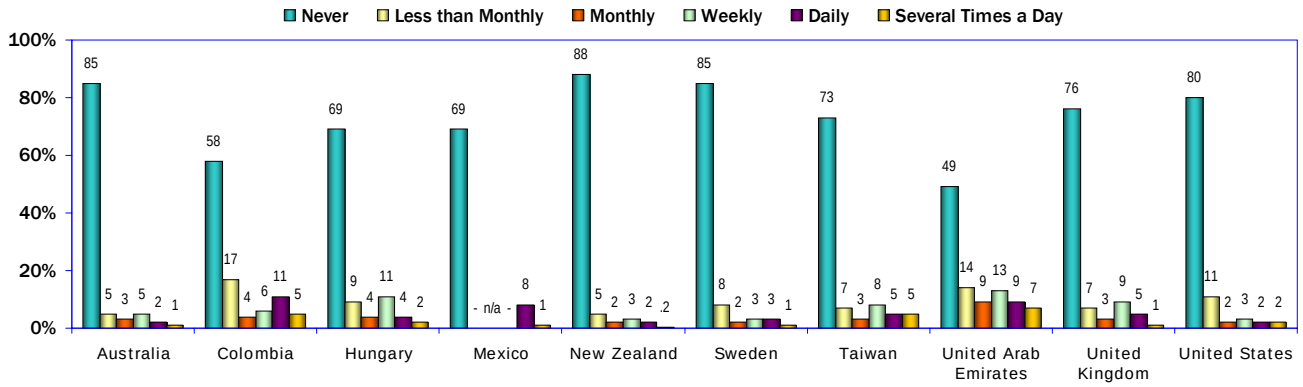
Q19D K-1 2010

86. Participation in Chat Rooms

Very small percentages of users reported participating in chat rooms. In all of the WIP countries except for Cyprus (Turkish-Cypriots) and the United Arab Emirates, less than 25 percent of users participate in chat rooms at least weekly.

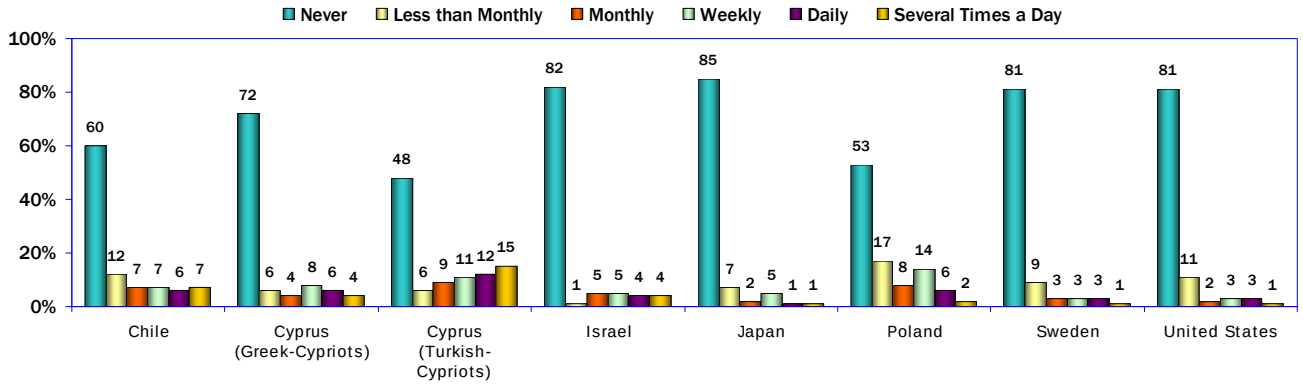
In all of the WIP countries, forty percent or more of Internet users never participate in chat rooms. In six countries, 80 percent or more of Internet users never participate in chat rooms: New Zealand (88 percent); Australia, Japan, and Sweden in 2009 (85 percent); Israel (82 percent); Sweden and the United States in 2010 (81 percent); and the United States in 2009 (80 percent).

Internet Use to Participate in Chat Rooms
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20C K-1 2009

Internet Use to Participate in Chat Rooms
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



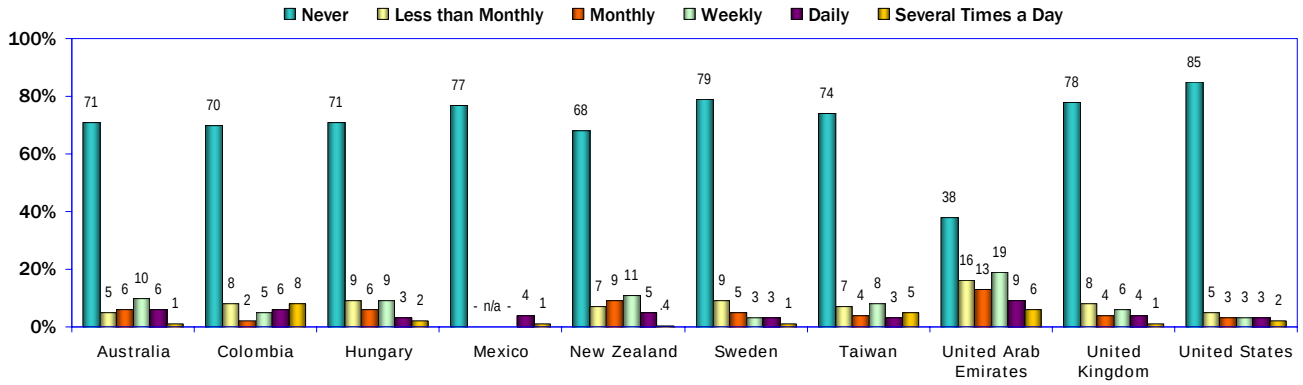
Q19C K-1 2010

87. Online Telephone Calls

Low percentages of Internet users in most of the WIP countries make or receive telephone calls through the Internet. In only four WIP countries do 20 percent or more of users make telephone calls on the Internet at least weekly: Cyprus (Turkish-Cypriots 43 percent), the United Arab Emirates (34 percent), Poland (27 percent), Cyprus (Greek-Cypriots 25 percent), and Israel (22 percent).

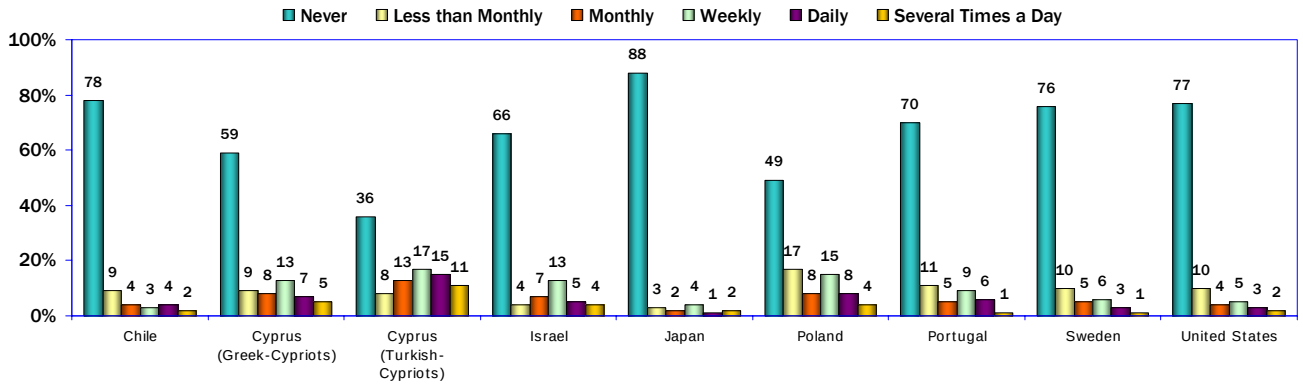
In all of the WIP countries except Cyprus (Turkish-Cypriots), Poland, and the United Arab Emirates, 50 percent or more of Internet users never go online to make or receive telephone calls.

Internet Use to Make or Receive Telephone Calls
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20E K-1 2009

Internet Use to Make or Receive Telephone Calls
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q19E K-1 2010

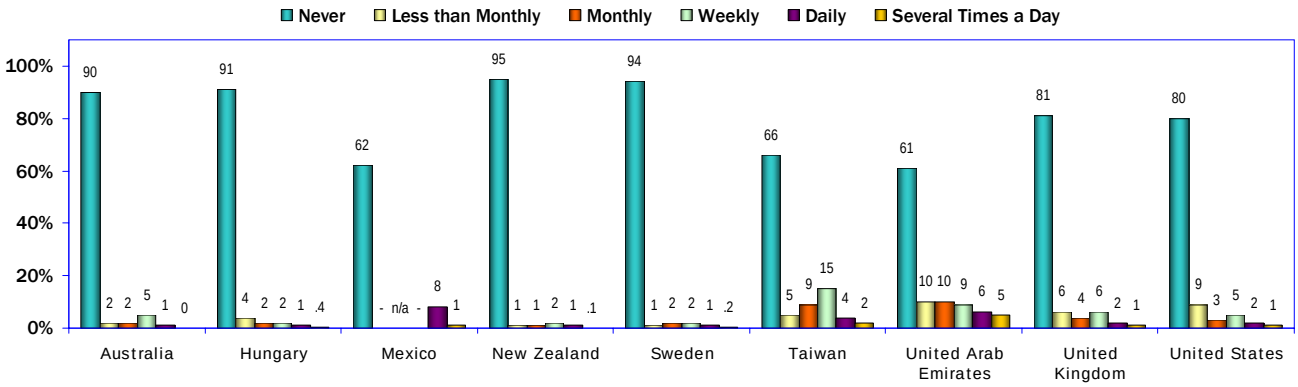
Blogs

88. Work on Blogs

Large percentages of Internet users in the WIP countries never work on blogs; in all of the WIP countries, 60 percent or more of users never work on personal blogs. In 10 of the countries, 80 percent or more of Internet users never work on blogs: New Zealand (95 percent), Sweden in 2010 (94 percent), Sweden in 2009 (93 percent), Hungary (91 percent), Australia (90 percent), Israel (89 percent), Japan (84 percent), Chile and Poland (83 percent), the United Kingdom (81 percent), and the United States in 2009 (80 percent).

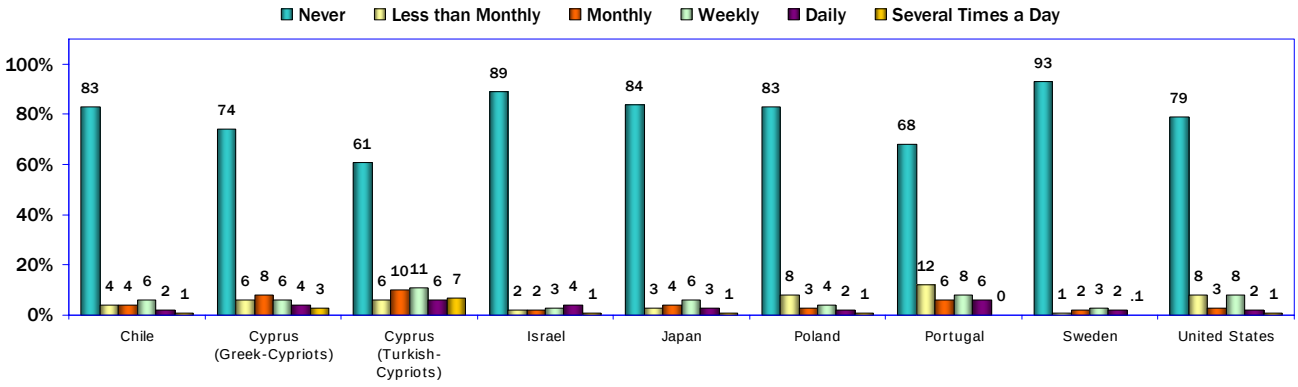
Six countries reported 10 percent or more of users who work on blogs at least weekly: Cyprus (Turkish-Cypriots (24 percent), Taiwan (21 percent), the United Arab Emirates (20 percent), Portugal (14 percent), Cyprus (Greek-Cypriots 13 percent), the United States in 2010 (11 percent), and Japan (10 percent).

Internet Use to Work on Personal Blogs
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q20F K-1 2009

Internet Use to Work on Personal Blogs
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



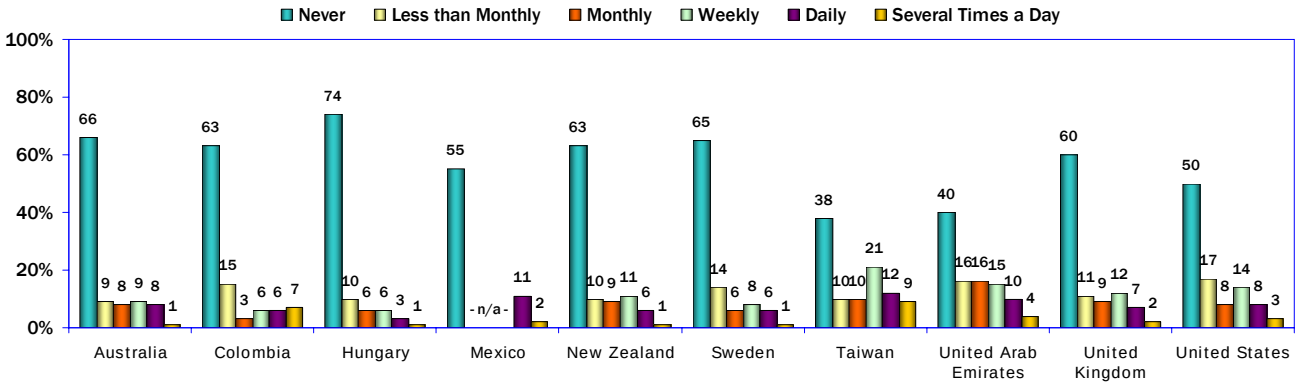
Q19F K-1 2010

89. Reading Blogs

Although few users work on blogs (see the previous page), larger percentages of users read them. In seven of the WIP countries, 20 percent or more of users read blogs at least weekly: Taiwan (42 percent), the United Arab Emirates (29 percent), Cyprus (Turkish-Cypriots) and the United States in 2010 (28 percent), the United States in 2009 (25 percent), Poland (22 percent), Cyprus (Greek-Cypriots) and the United Kingdom (21 percent), and Portugal (20 percent).

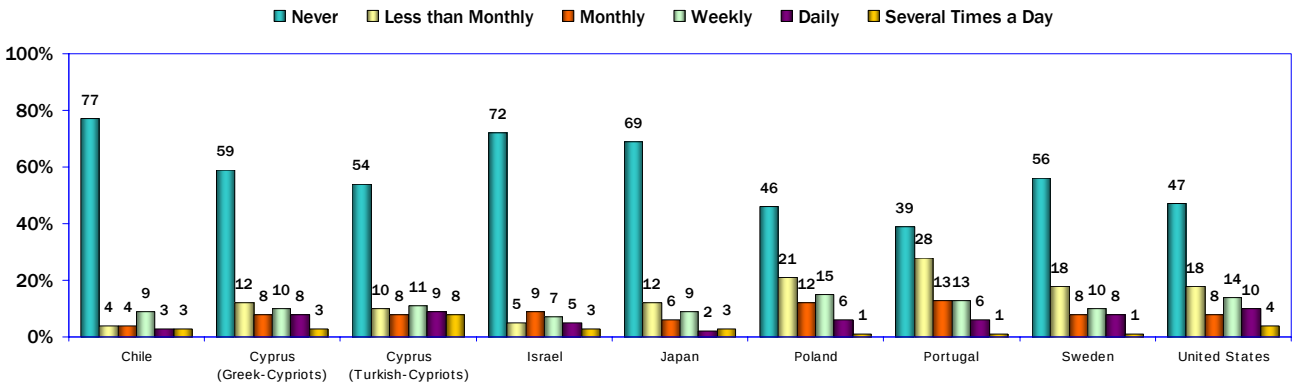
However, 50 percent or more of users in 12 countries never go online to read blogs: Chile (77 percent), Hungary (74 percent), Israel (72 percent), Japan (69 percent), Australia (66 percent), Sweden in 2009 (65 percent), Colombia and New Zealand (63 percent), the United Kingdom (60 percent), Cyprus (Greek-Cypriots 59 percent), Sweden in 2010 (56 percent), Mexico (55 percent), Cyprus (Turkish-Cypriots (54 percent), and the United States in 2009 (50 percent).

Internet Use to Read Blogs
(Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q21D K-1 2009

Internet Use to Read Blogs
(Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q20D K-1 2010

World Internet Project
International Report

Third Edition

The Internet and Education

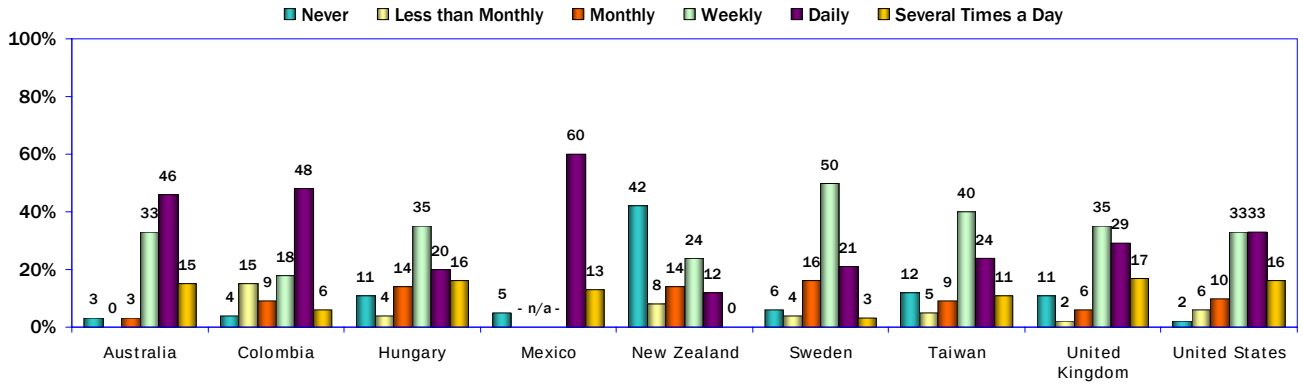
90. The Internet and School-Related Work

Large percentages of Internet users age 18 and older who are students go online to find information for their school-related work. In 10 of the WIP countries, more than 30 percent of Internet users age 18 and older who are students (not employed) go online at least daily for school-related work: Mexico (73 percent), Australia (61 percent), the United States in 2010 (56 percent), Cyprus (Greek-Cypriots 55 percent), Colombia (54 percent), the United States in 2009 (49 percent), Cyprus (Turkish-Cypriots 47 percent), the United Kingdom (46 percent), Hungary and Israel (36 percent), Taiwan (35 percent), and Portugal (34 percent).

In all of the WIP countries except Chile and New Zealand, more than 60 percent of students go online for school-related work at least weekly.

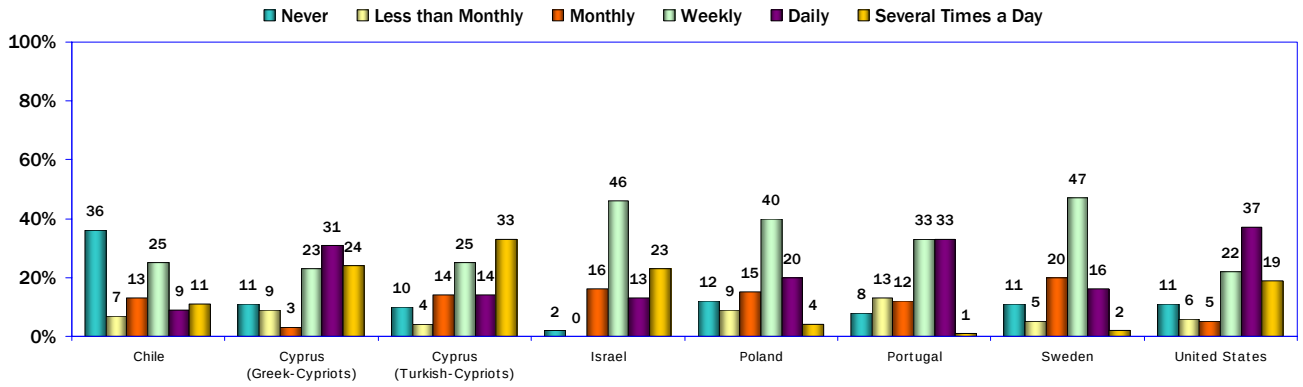
Although large percentages of students go online for school-related work at least monthly in all of the WIP countries that reported on this question, surprisingly high percentages of students who are Internet users never go online for schoolwork, or do so less than monthly. Eleven WIP countries reported at least double-digit percentages of student Internet users who never go online for school-related work or do so less than monthly: New Zealand (50 percent), Chile (43 percent), Poland and Portugal (21 percent), Cyprus (Greek-Cypriots 20 percent), Colombia (19 percent), Taiwan and the United States in 2010 (17 percent), Sweden in 2010 (16 percent), Hungary (15 percent), Cyprus (Turkish-Cypriots 14 percent), the United Kingdom (13 percent), and Sweden in 2009 (10 percent).

Using the Internet for School-Related Work
(Student Users Who are Not Employed, Age 18 and Older -- 2009 Reporting Countries)



Q24C K-1 2009

Using the Internet for School-Related Work
(Student Users Who are Not Employed -- Age 18 and Older -- 2010 Reporting Countries)



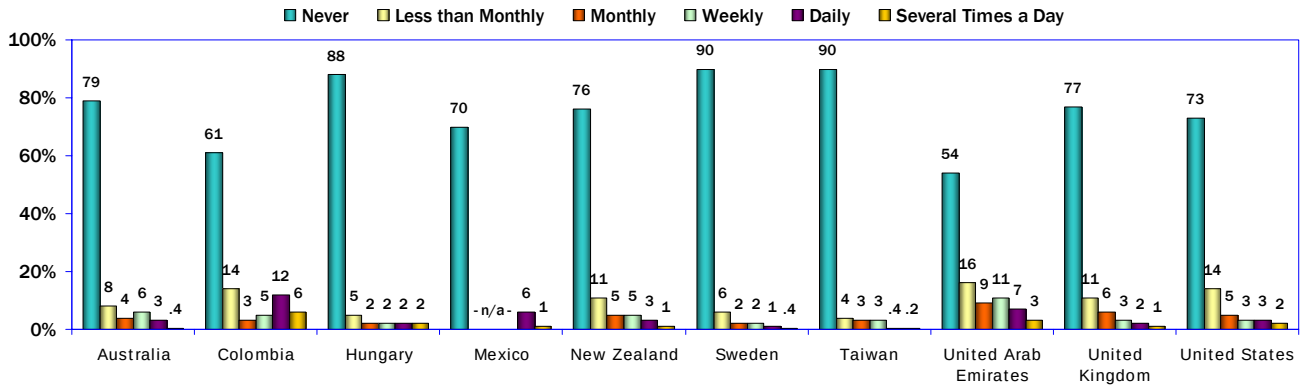
Q23C K-1 2010

91. Distance Learning

Given that online learning is not necessarily a routine part of most Internet users' experience, it is not surprising that small percentages of Internet users go online to participate in distance learning for job training or an academic degree. In all of the WIP countries, more than half of users never go online for job training or an academic degree.

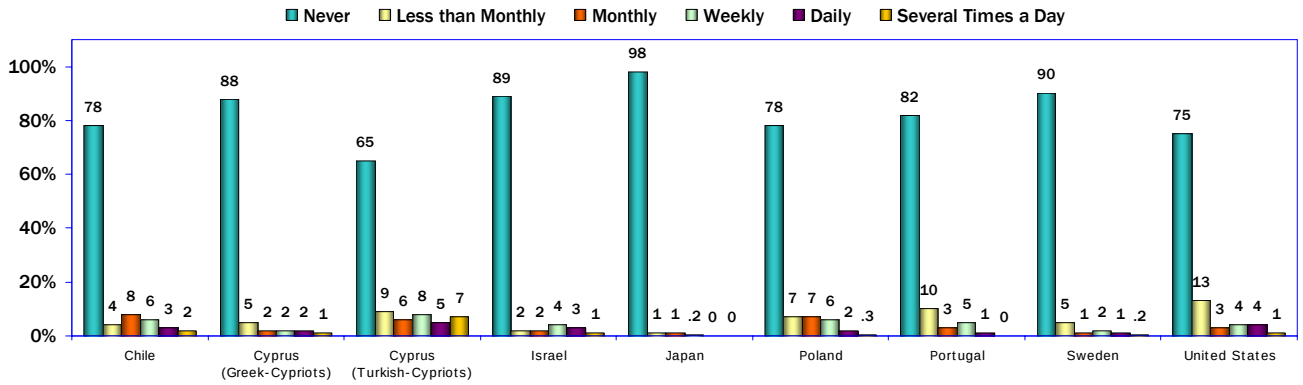
However, eight countries reported 10 percent or more of users who go online at least monthly for job training or an academic degree: the United Arab Emirates (30 percent), Colombia and Cyprus (Turkish-Cypriots 26 percent), Chile (19 percent), Poland (15 percent), New Zealand (14 percent), the United States in 2009 (13 percent), and the United Kingdom and the United States in 2010 (12 percent).

Internet Use to Participate in Distance Learning for an Academic Degree or Job Training (Internet Users Age 18 and Older -- 2009 Reporting Countries)



Q24D K-1 2009

Internet Use to Participate in Distance Learning for an Academic Degree or Job Training (Internet Users Age 18 and Older -- 2010 Reporting Countries)



Q23D K-1 2010

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

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

Brazil
Instituto Brasileiro de Economia e Tecnologia
www.braeti.net

Canada
Canadian Internet Project (CIP)/Recherche Internet Canada (RIC)
www.cipiconline.ca

Cape Verde
Inove Research, LDA
http://research.inove.cv

Chile
Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/
Santiago Chamber of Commerce (CCS)
www.wipchile.cl

China
Chinese Academy of Social Sciences
www.wipchina.org/en

Colombia
CINTEL -- Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Cyprus
Cyprus University of Technology
Department of Communication and Internet Studies
www.cut.ac.cy

Czech Republic
Faculty of Social Studies, Masaryk University Brno
www.fss.muni.cz/ivdmr

Ecuador
Universidad de los Hemisferios
www.uhemisferios.edu.ec

France
Center for Political Research at Sciences-Po
www.cevipof.com

Germany
Deutsches Digital Institut
www.deutsches-digital-institut.de

Great Britain
Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Hungary
ITHAKA -- Information Society and Network Research Center
www.ithaka.hu

India
School of Journalism and Media Studies, IGNOU
www.ignou.ac.in/ignou/aboutignou/school/sojnms/introduction

Iran
University of Alzahra
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

Italy
SDA Bocconi, Bocconi University
www.sdabocconi.it/home/it/

Japan
Toyo University
www.soc.toyo.ac.jp/~mikami/wip/en/index.html

Macao
University of Macau, ERS E-Research (Lab)
Macao Internet Project (MIP)
www.macaointernetproject.net

Mexico
Tecnológico de Monterrey, Proyecto Internet
www.wip.mx

New Zealand
Institute of Culture, Discourse and Communication, AUT University of Technology
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

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

South Africa
The Media Observatory Wits Journalism,
University of Witwatersrand, Johannesburg
www.journalism.co.za

South Korea
Yonsei University
www.yonsei.ac.kr

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

Sweden
.SE (The Internet Infrastructure Foundation)
World Internet Institute
www.iis.se
www.wii.se

Switzerland
Division on Media Change & Innovation
IPMZ -- Institute of Mass Communication and Media Research
University of Zurich, Switzerland
www.mediachange.ch

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

United Arab Emirates
American University of Sharjah, Department of Mass Communication
www.aus.edu

Uruguay
Universidad Catolica del Uruguay
www.ucu.edu.uy

Appendix 2

Research Methods

Australia

The Australian survey was conducted by telephone between September 8th and October 12th, 2009. A random sample of 1,000 Australians aged 18 years or over was selected using a quota sampling method. There were three quota requirements – age (5 groups) x gender x location (capital city/balance), resulting in 20 quota groups. Sample numbers were further grouped by state and territory urban (capital city) and rural (balance) regions, with proportionately greater numbers in New South Wales, Victoria, and Queensland. This was done in order to provide data that was more representative of the Australian population.

Chile

The latest WIP survey in Chile was conducted between October and December 2010. A random and multi-stage probability sample was used (with random selection of street blocks, households, and individuals). Face-to-face interviews of 752 people aged 12 to 60 years were conducted in the capital city of Santiago. The sample was weighed by age, gender, socio-economic level, and usage type to the comprehensive CASEN 2009 survey from the Ministry of Social Planning (MIDEPLAN).

Colombia

The Columbian WIP survey was conducted in March 2009 and covered 105 municipalities. A simple random sample was drawn from the total population of the selected small, medium, and large municipalities with fixed telephone lines. A total amount of 865 respondents, aged 12 and above, were interviewed by telephone in Spanish.

Cyprus

The WIP survey was conducted in May and June 2010 in both communities of Cyprus. For the Greek-Cypriot and Turkish-Cypriot communities, face-to-face interviews were conducted in households that were selected using a multi-stage stratified random sampling design. The samples were composed of people 15 years of age and above living in private homes who were able to express themselves in Greek, Turkish, or English. For the Greek-Cypriot study, 1000 effective interviews were obtained. For the Turkish-Cypriot community, 600 interviews were conducted.

Hungary

For the Hungarian WIP fieldwork in 2009, a multi-layered, proportionally stratified, random sample was created, based on 2001 sample data from the Hungarian Central Statistical Office. The sample contained 2500 persons who were representative of the Hungarian adult population. There was an additional subsample of 160 14-17 olds. Face-to-face interviews took place between March 23 and April 7, 2009. The sample was weighted by gender, age, and education according to 2005 Microcensus data.

Israel

The survey was conducted by phone using the CATI (computer assisted telephone interview) system during December 2010. The respondent pool consisted of 654 participants (504 Jewish, 151 Arabs) aged 13 and above, drawn from a probabilistic sampling model which was utilized to ensure a random and representative selection of respondents. Gender and geographical distribution (area codes) quotas were employed, and the results were weighted by age and place of birth/origin. Quotas and weighting data were calculated according to the 2009 Israeli Census.

Japan

Using the resident directory from March 2009 that covers the entire population of Japan, cities were classified into five categories based on population size. Thirty-five survey areas were randomly sampled from each category. For each sampled area, households, and individuals within those households, were randomly selected. For all selected households, trained personnel visited the prospective respondents, asking them to fill out the questionnaire, and later collected the completed instruments. The survey period was from January 15 to January 27, 2010.

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 December, 2010, and January and February, 2011. A total of 2,000 interviews were completed by telephone among Internet users and non-users between the ages of 12 and 70.

New Zealand

About half of the 2009 sample of 1,250 people (aged 12 and over) were respondents from 2007 who agreed to be re-interviewed as part of an ongoing panel. Of the fresh contacts in the 2009 survey, half were from a random sample, while the other half came from three targeted booster samples that enabled census proportions of ethnic groups to be obtained. The responses for individuals were weighted according to gender, age, ethnicity, household size, and likelihood of landline coverage in a given area, so that the sample is representative of NZ demographics as of the 2006 census. People without land lines and non-English speakers were excluded. Participants were interviewed by telephone from August to September 2009.

Poland

A random quota sample of 2000 Poles aged 15 and above was used, yielding a sample representative of all Poles in that age range. The sample structure was based on data provided by the Central Statistical Office (GUS). The data were collected between May 24 and June 24, 2010 on-site at respondents' homes using the CAPI method (Computer Assisted Personal Interview). To guard against the possibility of overrepresentation of Internet users, the data were compared to the findings of the seven-wave nationwide Omnibus study of Poles aged 15 and above. Subsequently the data was weighted, preserving the demographic structure (in regard to age, sex, education, size of place of living) set by the Central Statistical Office.

Portugal

The sample of 1255 was composed of individuals living in the continental territory of Portugal who were at least 15 years of age (those from the autonomous regions of Azores and Madeira were excluded). The Portuguese sample was gathered through face-to-face interviews. The fieldwork occurred May 14-25, 2010. Respondents were selected using a quota sampling method, which attempted to replicate the general national distribution estimated through the last available census data. Quotas were applied in terms of sex, age (7 groups), schooling (2 groups), occupation (2 groups), region (7 regions), and habitat/dimension of population aggregate (5 groups).

Sweden

The Swedish study uses 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 16 years and above (no upper limit), are interviewed by telephone every year. In 2010 there were 2,010 respondents aged 16 years and older. The composition of the sample is close to the composition of the total Swedish population. Data was collected from February 1 to April 31, 2010.

Taiwan

The data was collected in November 2009 through telephone interviews of respondents over 15 years old. The Taiwan survey included 1,639 respondents.

United Arab Emirates

The 2009 Emirates Internet Project (EIP) survey was conducted from February to May 2009. Interviews were conducted in English and Arabic. Data was collected in face-to-face interviews, primarily at shopping malls and occasionally via door-to-door household interviews. A sample of 1000 was selected. The respondents' age range was 16 years and older. The geographic sample selection was weighted; 95 percent of the respondents reside in Abu Dhabi, Dubai, or Sharjah, the main three of the seven UAE federations. *Note: Abu Dhabi, Dubai, and Sharjah contain the highest level of Internet penetration and have the best Internet infrastructure among the seven UAE federations.*

United Kingdom

The Oxford Internet survey data are collected by face-to-face interviews with a representative sample of the British population. It includes people age 14 years of age and older living in England, Wales, and Scotland, but not Northern Ireland. Interviewers were in the field in February-March 2009. Population proportions can be recovered by using a weighting variable to weight individual cases. The weights are based on age, gender, ACORN group (a standard British measure of social status), and region.

United States of America

Interviews were conducted in English and took place between April 27 and August 30, 2010. Data was collected from 1,926 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.

www.worldinternetproject.net

11444 W Olympic Boulevard, Suite 120
Los Angeles, Caliornia 90064