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Computer and Cell Phone Usage Up Around the World

## Global Publics Embrace Social Networking

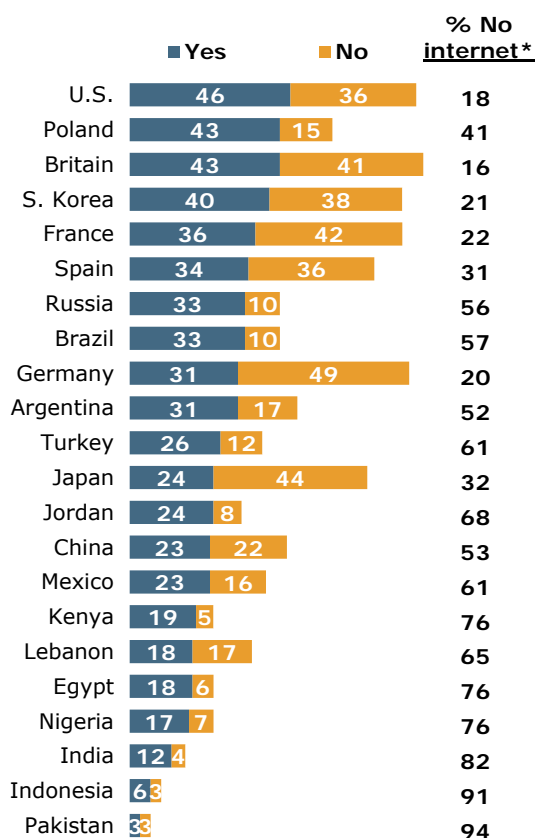
Although still a relatively young technology, social networking is already a global phenomenon. In regions around the world – and in countries with varying levels of economic development – people who use the internet are using it for social networking. And this is particularly true of young people.

Meanwhile, other forms of technology are also increasingly popular across the globe. Cell phone ownership and computer usage have grown significantly over the last three years, and they have risen dramatically since 2002.

While social networking has spread globally, it is particularly widespread in the country where it began. Among the 22 publics surveyed, Americans most often say they use websites like Facebook and MySpace: 46% use such sites; 36% use the internet, but do not access these sites; and 18% say they never go online.

The survey finds three countries close behind the United States in social network usage: in Poland (43%), Britain (43%) and South Korea (40%), at least four-in-ten adults say they use

### Social Networking Usage



\* Respondents who do not use the internet or email.

Based on total sample. "Don't know/Refused" not shown.

Samples in China, India and Pakistan are disproportionately urban. See the Methods section for more information.

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such sites. And at least a third engage in social networking in France (36%), Spain (34%), Russia (33%) and Brazil (33%).<sup>1</sup>

Germans and the Japanese stand out among highly connected publics for their comparatively low levels of participation in social networking. While 31% of Germans use these types of sites, 49% go online at least occasionally but choose not to use them. In Japan, 24% are engaged in social networking, while 44% have internet access but are not engaged.

The survey by the Pew Research Center's Global Attitudes Project, conducted April 7 to May 8, also finds that, while involvement in social networking is relatively low in many less economically developed nations, this is largely due to the fact that many in those countries do not go online at all, rather than disinterest in social networking in particular. When people use the internet in middle and low income countries, they tend to participate in social networking.

For example, in both Russia and Brazil, most respondents do not go online; among those who do use the internet, however, social networking is very popular. In both nations, 33% say they use social networking sites, while only 10% have internet access but are not involved in social networking.

The same general pattern holds true in the two African nations surveyed – in Kenya and Nigeria, when people have the opportunity to go online, they tend to use social networking sites. Roughly one-in-five Kenyans (19%) participate in social networking, while just 5% use the internet but do not participate. Similarly, 17% of Nigerians go to these sites, while only 7% go online but do not access such sites.

Among the 22 countries polled, social networking is least prevalent in Indonesia (6%) and Pakistan (3%). In both nations, more than 90% of the population does not use the internet.

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<sup>1</sup> Respondents in each country were given examples of popular social networking sites in their country; see page 26 for details.

## Demographic Differences in Social Networking

In every nation surveyed, there is a notable age gap on this issue. Social networking is especially popular among people younger than age 30 – in 12 of the countries polled, a majority of this age group uses these types of sites. There are only three countries – Britain, Poland and the U.S. – in which most 30 to 49 year-olds are involved in social networking. And there is no country in which even one-quarter of those age 50 and older are involved.

In 10 countries, a gap of at least 50 percentage points separates the percentage of 18 to 29 year-olds who use social networking sites and the percentage of those age 50 and older who do so.

The age gap is perhaps most striking in Germany, where 86% of people under age 30 take part in social networking, compared with 36% of 30-49 year-olds and just 8% of those 50 and older.

While it is true that the young are more likely to go online, these age gaps are not driven solely by internet usage. Even among internet users, young people are more likely to participate in social networking.

There are relatively few gender gaps across the countries surveyed. For the most part, men and women tend to engage in social networking at roughly the same rates.

However, there are a few exceptions, including Turkey, where about one-third of men (34%) use social networking, compared with only 19% of women. Similarly, in Japan 30% of men report that they are involved in social networking, while just 19% of women say the same.

### Young Much More Likely to Use Social Networking

*% That use social networking (based on total)*

	18-29 %	30-49 %	50+ %	Oldest- youngest gap
U.S.	77	55	23	-54
Germany	86	36	8	-78
Britain	81	58	16	-65
France	78	40	13	-65
Spain	74	36	12	-62
Poland	82	57	12	-70
Russia	65	36	10	-55
Turkey	55	22	3	-52
Jordan	47	12	6	-41
Lebanon	39	12	3	-36
Egypt	37	8	8	-29
S. Korea	81	42	6	-75
Japan	63	31	6	-57
China	49	21	4	-45
India	20	6	3	-17
Indonesia	14	2	0	-14
Pakistan	5	1	0	-5
Brazil	59	29	10	-49
Argentina	54	33	10	-44
Mexico	47	16	6	-41
Kenya	26	13	8	-18
Nigeria	21	15	7	-14

Based on total. In Germany and Britain, there are fewer than 100 respondents 18 to 29 years old (N=94 and 88, respectively).

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The U.S. is the only country in which women are significantly more likely than men to use social networking. While 52% of American women engage in social networking, just 41% of men do so. This gap is not driven by a difference in access – similar percentages of women (18%) and men (17%) say they do not access the internet.

## Technology Trends

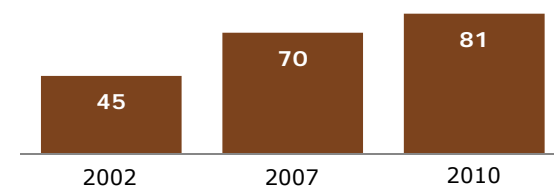
More people around the world are using computers and cell phones than was the case just three years ago, and the increase is especially dramatic compared with 2002. Internet usage has also become more widespread in recent years, and more now say they send or receive email at least occasionally.

Looking across the 16 countries for which trends are available, the median percentage of people who own a cell phone has increased by 36 percentage points since 2002. The current median is 81%, compared with 45% earlier in the decade. In 2007, the median percentage owning cell phones across these 16 countries was 70%.

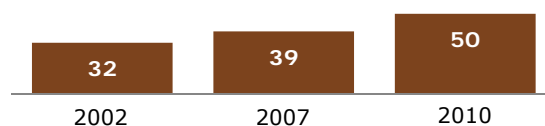
The increase in cell phone ownership has been especially dramatic in Russia. About eight-in-ten Russians (82%) now say they own a cell phone, compared with just 8% in 2002; in 2007, about two-thirds (65%) had a cell phone. In Kenya, cell phone ownership has increased sevenfold, from 9% in 2002 to 65% in 2010, and far more also own cell phones in Jordan (up by 59 percentage points), Argentina (49 points), China (40 points) and Indonesia (38 points) than did so in 2002.

### Cell Phones, Computers Increasingly Common

*% Own cell phone*



*% Use computer*



Based on median % across the 16 nations where 2002, 2007 and 2010 data are available.

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### Cell Phone Ownership Trends

	<i>% Saying they own a cell phone</i>			<i>Pct point change</i>	
	2002	2007	2010	02-10	07-10
	%	%	%		
Jordan	35	57	94	+59	+37
Kenya	9	33	65	+56	+32
China	50	67	90	+40	+23
Indonesia	8	27	46	+38	+19
Russia	8	65	82	+74	+17
Argentina	28	63	77	+49	+14

Only the six countries with double-digit increases in cell phone ownership between 2007 and 2010 shown.

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Computer usage has also increased considerably, although at a slower pace than cell phone ownership. Currently, across the 16 countries where trends are available the median percentage of computer users is 50%; in 2007, the median was 39% and, in 2002, a median of 32% said they used a computer at least occasionally.

In Russia, where just about one-in-five (19%) said they used a computer at least occasionally in 2002 and 36% said that was the case in 2007, nearly half (47%) now use a computer. Four other countries have also seen a double-digit increase in computer usage compared with just three years ago. That is the case in Argentina (from 35% in 2007 to 50% in 2010), Turkey (from 29% to 42%), China (from 40% to 50%), and Kenya (from 12% to 22%).

As people have gained more access to computers and cell phones, internet and email usage have also increased. A median of 45% across the 18 countries for which 2007 trends are available now say they use the internet at least occasionally; three years ago, when the Pew Global Attitudes Project first asked this question, a median of 35% said that was the case. The median percentage that sends or receives email at least occasionally has also risen, although not as steeply, from 29% in 2007 to 34% in 2010.

As is the case with cell phone ownership and computer usage, internet usage has become especially more widespread in Russia. More than four-in-ten Russians (44%) now say they use the internet at least occasionally, compared with just a quarter in 2007. In three of the four Western European countries surveyed – Spain, Britain and Germany – where a majority already said they used the internet three years ago, the percentage saying that is the case has increased by double digits. For example, about two-thirds (68%) in Spain now say they use the internet; a much narrower majority (54%) said that was the case in 2007.

In six of the 18 countries for which trends are available, the percentage saying they send or receive email at least occasionally has increased by 10 percentage points or more since 2007. In Poland, about half (51%) now say they use email, compared with just about a third (34%) three years ago, and, in Russia, twice as many say they communicate via

### Internet and Email Usage Up

*% Use internet*



*% Use e-mail*



Based on median % across the 18 nations where 2007 and 2010 data are available.

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email as said so in 2007 (33% vs. 16%). Double-digit shifts are also evident in Spain (up 13 percentage points), Argentina (13 points), Britain (10 points) and Turkey (10 points).

While access to computers, cell phones, the internet and email has become more widespread across much of the world, fewer in Lebanon now say they use this type of technology than did so in 2007. The declines in reported computer and email usage among Lebanese respondents are especially notable. Just over half (52%) now say they use computers, compared with 61% in 2007; and while just about a third (35%) say they send or receive email at least occasionally, 56% said that was the case three years ago.

## Young, Educated More Connected

Across the world, the adoption of these technologies is consistently more common among the young and the well-educated. Specifically, people younger than age 30 and those with a college education are especially likely to say they use the internet and own a cell phone. Significant differences across age and educational groups also characterize computer and email usage.

For example, while nine-in-ten Poles ages 18 to 29 utilize the internet at least occasionally, only a quarter of those 50 and older say the same. In China, more than eight-in-ten (83%) of those ages 18 to 29 say they use the internet, compared with only 16% of those 50 and older.

The same pattern holds for cell phone ownership. For instance, nearly all Poles under age 50 own a cell phone (96% of those ages 18 to 29 and 94% of those ages 30 to 49), but only a slim majority (53%) of those ages 50 and older say they have a mobile phone. Similar gaps of more than 30

## Internet Usage Trends

*% Saying they use the internet*

	2007 %	2010 %	Change
Russia	25	44	+19
Spain	54	68	+14
Poland	45	58	+13
Turkey	26	39	+13
Kenya	11	24	+13
China	34	46	+12
Argentina	35	47	+12
Britain	72	83	+11
Germany	66	77	+11

Only the nine countries with double-digit increases in internet usage between 2007 and 2010 shown.

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## Cell Phones, Internet Usage High Among the Young

*% Saying they use the internet*

	18-29 %	30-49 %	50+ %	Oldest- youngest gap
China	83	44	16	-67
Poland	90	77	25	-65
Russia	78	49	18	-60
Japan	98	83	42	-56
Turkey	67	39	11	-56

*% Saying they own a cell phone*

	18-29 %	30-49 %	50+ %	Oldest- youngest gap
Poland	96	94	53	-43
Lebanon	94	81	54	-40
Mexico	65	55	29	-36
India	82	74	49	-33
Brazil	84	79	51	-33

Only the five countries with the largest gaps shown.

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percentage points between the young and old appear in Lebanon, Mexico, Brazil, India and Indonesia.

Age gaps in internet usage and cell phone ownership exist in nearly all of the 22 countries polled, regardless of a country's level of economic development or technological advancement.

The education gap in internet usage and cell phone ownership is just as striking. In Jordan, nearly nine-in-ten (88%) of those who have attended college use the internet, while only one-in-five of those who did not attend college say the same.

Education gaps of more than 50 percentage points are also found in Egypt, Kenya, Brazil, Turkey and Mexico.

Similarly, the college educated are consistently more likely than those with less education to say they own a cell phone. This is especially true in Pakistan, where 77% of people with at least some college education have a cell phone, compared with 35% of those without a college education. In Mexico, 86% of those who have attended college own a cell phone, while just 45% of those who have not attended college own one.

### Limited Gender Gaps

There are limited gender differences in use of technology such as computers, cell phones, and the internet. For instance, double-digit gaps in internet usage exist in only six of the 22 nations surveyed, with men consistently more likely than women to say they use the internet. About seven-in-ten (72%) Japanese men use the internet, but only 57% of women say the same. And in India, while overall internet usage is low, men are twice as likely as women to say they use the internet (22% vs. 11%). Double-digit differences also appear in Turkey, Germany, Nigeria and Kenya.

However, in most of the countries surveyed, there are no substantial gender differences in internet usage. This holds true in countries with high technology usage, such as the United States and France, as well as in countries with less internet usage, such as China and Jordan.

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### Education and Internet Usage, Cell Phone Ownership

*% Saying they use the internet*

	No college %	College %	Gap
Jordan	20	88	+68
Egypt	9	71	+62
Kenya	14	68	+54
Brazil	36	89	+53
Turkey	35	88	+53

*% Saying they own a cell phone*

	No college %	College %	Gap
Pakistan	35	77	+42
Mexico	45	86	+41
Kenya	60	87	+27
Nigeria	64	91	+27
Poland	73	97	+24

Only the five countries with largest gaps shown. In Turkey, there are fewer than 100 respondents who have attended college (N=88).

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There are also limited gender differences in cell phone ownership. In all, double-digit gender gaps for cell phone ownership exist in only five of the 22 nations polled. The largest gap is in Pakistan, where a majority of men (52%) own a cell phone, compared with about a quarter of women (23%).

### Few Countries Have Internet Gender Gap

*% Saying they use the internet*

	Men %	Women %	Gap
U.S.	82	81	-1
Germany	84	69	-15
Britain	86	79	-7
Spain	69	67	-2
France	77	78	+1
Russia	47	42	-5
Poland	58	58	0
Turkey	47	31	-16
Lebanon	37	33	-4
Jordan	32	32	0
Egypt	21	24	+3
Japan	72	57	-15
India	22	11	-11
Indonesia	13	6	-7
Pakistan	9	2	-7
S. Korea	81	75	-6
China	47	46	-1
Mexico	43	34	-9
Brazil	46	40	-6
Argentina	49	47	-2
Nigeria	29	14	-15
Kenya	29	19	-10

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## About the Pew Global Attitudes Project

The *Pew Research Center's Global Attitudes Project* conducts public opinion surveys around the world on a broad array of subjects ranging from people's assessments of their own lives to their views about the current state of the world and important issues of the day. The project is directed by Andrew Kohut, president of the Pew Research Center, a nonpartisan "fact tank" in Washington, DC, that provides information on the issues, attitudes, and trends shaping America and the world. The *Pew Global Attitudes Project* is principally funded by The Pew Charitable Trusts.

The *Pew Global Attitudes Project* is co-chaired by former U.S. Secretary of State Madeleine K. Albright, currently principal, the Albright Stonebridge Group, and by former Senator John C. Danforth, currently partner, Bryan Cave LLP.

Since its inception in 2001, the *Pew Global Attitudes Project* has released numerous major reports, analyses, and other releases, on topics including attitudes toward the U.S. and American foreign policy, globalization, terrorism, and democracy.

*Pew Global Attitudes Project* team members include Richard Wike, Juliana Menasce Horowitz, Jacob Poushter, and Elizabeth Mueller Gross. Other contributors to the project include Pew Research Center staff members Jodie T. Allen, Carroll Doherty, Michael Dimock, Michael Remez, and Neha Sahgal. Additional members of the team include Mary McIntosh, president of Princeton Survey Research Associates International, and Wendy Sherman, principal at the Albright Stonebridge Group. The *Pew Global Attitudes Project* team regularly consults with survey and policy experts, regional and academic experts, journalists, and policymakers whose expertise provides tremendous guidance in shaping the surveys.

All of the project's reports and commentaries are available at [www.pewglobal.org](http://www.pewglobal.org). The data are also made available on our website within two years of publication. Findings from the project are also analyzed in *America Against the World: How We Are Different and Why We Are Disliked* by Andrew Kohut and Bruce Stokes, published by Times Books. A paperback edition of the book was released in May 2007.

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### Pew Global Attitudes Project Public Opinion Surveys

<u>Survey</u>	<u>Sample</u>	<u>Interviews</u>
Summer 2002	44 Nations	38,263
November 2002	6 Nations	6,056
March 2003	9 Nations	5,520
May 2003	21 Publics*	15,948
March 2004	9 Nations	7,765
May 2005	17 Nations	17,766
Spring 2006	15 Nations	16,710
Spring 2007	47 Publics*	45,239
Spring 2008	24 Nations	24,717
Spring 2009	25 Publics*	26,397
Fall 2009	14 Nations	14,760
Spring 2010	22 Nations	24,790

\* Includes the Palestinian territories.

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## Methodological Appendix

<u>Country</u>	<u>Sample size</u>	<u>Margin of Error (pct. points)</u>	<u>Field dates</u>	<u>Mode</u>	<u>Sample design</u>
United States	1,002	±4.0	April 15 – May 5	Telephone	National
Britain	750	±4.0	April 15 - May 2	Telephone	National
France	752	±4.0	April 15 – April 23	Telephone	National
Germany	750	±5.0	April 15 – April 30	Telephone	National
Spain	755	±4.0	April 14 - May 4	Telephone	National
Poland	750	±4.5	April 9 - May 8	Face-to-face	National
Russia	1,001	±3.5	April 7 - May 1	Face-to-face	National
Turkey	1,003	±4.0	April 12 - April 30	Face-to-face	National
Egypt	1,000	±4.0	April 12 - May 3	Face-to-face	National
Jordan	1,000	±4.0	April 12 - May 3	Face-to-face	National
Lebanon	1,000	±4.0	April 12 - May 3	Face-to-face	National
China	3,262	±2.5	April 9 - April 20	Face-to-face	Disproportionately urban
India	2,254	±3.0	April 9 – April 30	Face-to-face	Disproportionately urban
Indonesia	1,000	±4.0	April 16 – April 29	Face-to-face	National
Japan	700	±4.0	April 9 - April 26	Telephone	National
Pakistan	2,000	±3.0	April 13 – April 28	Face-to-face	Disproportionately urban
South Korea	706	±4.5	April 11 – April 23	Face-to-face	National
Argentina	803	±4.0	April 13 – May 4	Face-to-face	National
Brazil	1,000	±4.5	April 10 - May 6 April 14 – April 20	Face-to-face	National
Mexico	1,300	±4.0	May 1 – May 6	Face-to-face	National
Kenya	1,002	±3.5	April 9 – April 23	Face-to-face	National
Nigeria	1,000	±4.0	April 18 – May 7	Face-to-face	National

Note: For more comprehensive information on the methodology of this study, see the “Methods in Detail” section.

## Methods in Detail

### About the Spring 2010 Pew Global Attitudes Survey

Results for the survey are based on telephone and face-to-face interviews conducted under the direction of Princeton Survey Research Associates International. All surveys are based on national samples except in China, India, and Pakistan, where the samples were disproportionately urban.

The descriptions below show the margin of sampling error based on all interviews conducted in that country. For results based on the full sample in a given country, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus the margin of error. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Country:	<b>Argentina</b>
Sample design:	Multi-stage cluster sample with stratification by metropolitan area and interior of the country and proportional to population size, socio-economic status and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Spanish
Fieldwork dates:	April 13 – May 4, 2010
Sample size:	803
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>Brazil</b>
Sample design:	Multi-stage cluster sample stratified by all five regions and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Portuguese
Fieldwork dates:	April 10 – May 6, 2010
Sample size:	1,000
Margin of Error:	±4.5 percentage points
Representative:	Adult population
Country:	<b>Britain</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of all telephone households (roughly 97% of all British households) and proportional to region size
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	April 15 – May 2, 2010
Sample size:	750
Margin of Error:	±4.0 percentage points
Representative:	Telephone households (including cell phone only households)

Country:	<b>China<sup>2</sup></b>
Sample design:	Multi-stage cluster sample stratified by China's three regional-economic zones (which include all provinces except Tibet, Xinjiang, Hong Kong and Macao) with disproportional sampling of the urban population. Eight cities, towns and villages were sampled covering central, east, and west China. The cities sampled were Beijing, Shanghai, Guangzhou, Wuhan, Harbin, Taiyuan, Xian and Kunming. The towns covered were Conghua, Guangzhou, Guangdong; Pulandian, Dalian, Liaoning; Linan, Hangzhou, Zhejiang; Tengzhou, Zaozhuang, Shandong; Shangzhi, Harbin, Heilongjiang; Gaoping, Jincheng, Shanxi; Daye, Huangshi, Hubei; and Pengzhou, Chengdu, Sichuan. Two or three villages near each of these towns were sampled.
Mode:	Face-to-face adults 18 plus
Languages:	Chinese (Mandarin, Cantonese, Sichuan, Hubei, Shanxi, Shandong, Shanghai, Zhejiang, Yunnan, Beijing, Dongbei, and Shaanxi dialects)
Fieldwork dates:	April 9 – April 20, 2010
Sample size:	3,262
Margin of Error:	±2.5 percentage points
Representative:	Disproportionately urban (the sample is 67% urban, China's population is 43% urban). The sample represents roughly 42% of the adult population.
Country:	<b>Egypt</b>
Sample design:	Multi-stage cluster sample stratified by all four regions (excluding Frontier governorates for security reasons – less than 2% of the population) proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Arabic
Fieldwork dates:	April 12 – May 3, 2010
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population

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<sup>2</sup> Data were purchased from Horizon Market Research based on their self-sponsored survey "Chinese People View the World."

**Country:** **France**  
**Sample design:** Random Digit Dial (RDD) sample representative of all telephone households (roughly 99% of all French households) with quotas for gender, age and occupation and proportional to region size and urban/rural population  
**Mode:** Telephone adults 18 plus  
**Languages:** French  
**Fieldwork dates:** April 15 – April 23, 2010  
**Sample size:** 752  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Telephone households (including cell phone only households)

**Country:** **Germany**  
**Sample design:** Random Last Two Digit Dial (RL(2)D) probability sample representative of roughly 95% of the German population proportional to population size  
**Mode:** Telephone adults 18 plus  
**Languages:** German  
**Fieldwork dates:** April 15 – April 30, 2010  
**Sample size:** 750  
**Margin of Error:** ±5.0 percentage points  
**Representative:** Telephone households (excluding cell phone only households – roughly 5%)

**Country:** **India**  
**Sample design:** Multi-stage cluster sample in eight states and all four regions representing roughly 61% of the Indian population – Uttar Pradesh and National Capital Territory of Delhi in the north, Tamil Nadu and Andhra Pradesh in the south, West Bengal and Bihar in the east, and Gujarat and Maharashtra in the west with disproportional sampling of the urban population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Hindi, Bengali, Tamil, Telugu, Gujarati  
**Fieldwork dates:** April 9 – April 30, 2010  
**Sample size:** 2,254  
**Margin of Error:** ±3.0 percentage points  
**Representative:** Disproportionately urban (the sample is 77% urban, India's population is 28% urban); towns and villages are under-represented.

Country:	<b>Indonesia</b>
Sample design:	Multi-stage cluster sample representative of roughly 88% of the population (excluding Papua and remote areas or provinces with small populations) proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Bahasa Indonesia
Fieldwork dates:	April 16 – April 29, 2010
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population (excludes 12% of population)
Country:	<b>Japan</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of all landline telephone households stratified by region and population size
Mode:	Telephone adults 18 plus
Languages:	Japanese
Fieldwork dates:	April 9 – April 26, 2010
Sample size:	700
Margin of Error:	±4.0 percentage points
Representative:	Telephone households (excluding cell phone only households – less than 5%)
Country:	<b>Jordan</b>
Sample design:	Multi-stage cluster sample stratified by region and Jordan's 12 governorates and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Arabic
Fieldwork dates:	April 12 – May 3, 2010
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>Kenya</b>
Sample design:	Multi-stage cluster sample stratified by all eight regions and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Kiswahili, English
Fieldwork dates:	April 9 – April 23, 2010
Sample size:	1,002
Margin of Error:	±3.5 percentage points
Representative:	Adult population

**Country:** **Lebanon**  
**Sample design:** Multi-stage cluster sample stratified by Lebanon's six major regions (excluding a small area in Beirut controlled by a militia group and a few villages in the south Lebanon, which border Israel and are inaccessible to outsiders) and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Arabic  
**Fieldwork dates:** April 12 – May 3, 2010  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **Mexico**  
**Sample design:** Multi-stage cluster sample stratified by Mexico's geographical regions and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Spanish  
**Fieldwork dates:** April 14 – April 20, 2010 (N=800)  
May 1– May 6, 2010 (N=500)  
**Sample size:** 1,300  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **Nigeria**  
**Sample design:** Multi-stage cluster sample stratified by all six geo-political regions and Lagos and the urban/rural population and proportional to population size  
**Mode:** Face-to-face adults 18 plus  
**Languages:** English, Hausa, Yoruba, Pidgin, Igbo  
**Fieldwork dates:** April 18 – May 7, 2010  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **Pakistan**  
**Sample design:** Multi-stage cluster sample of all four provinces stratified by province (the FATA/FANA areas, Azad Jammu and Kashmir were excluded for security reasons as were areas of instability in Khyber Pakhtunkhwa [formerly the North-West Frontier Province] and Baluchistan – roughly 16% of the population) with disproportional sampling of the urban population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Urdu, Punjabi, Pashto, Sindhi, Saraiki, Balochi, Hindko  
**Fieldwork dates:** April 13 – April 28, 2010  
**Sample size:** 2,000  
**Margin of Error:** ±3.0 percentage points  
**Representative:** Disproportionately urban, (the sample is 55% urban, Pakistan's population is 33% urban). Sample covers roughly 84% of the adult population.

**Country:** **Poland**  
**Sample design:** Multi-stage cluster sample stratified by Poland's 16 provinces and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Polish  
**Fieldwork dates:** April 9 – May 8, 2010<sup>3</sup>  
**Sample size:** 750  
**Margin of Error:** ±4.5 percentage points  
**Representative:** Adult population

**Country:** **Russia**  
**Sample design:** Multi-stage cluster sample stratified by Russia's seven regions (excluding a few remote areas in the northern and eastern parts of the country and Chechnya) and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Russian  
**Fieldwork dates:** April 7 – May 1, 2010  
**Sample size:** 1,001  
**Margin of Error:** ±3.5 percentage points  
**Representative:** Adult population

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<sup>3</sup> Ten interviews were conducted on April 9. Interviewing was suspended April 10-13 due to the death of President Lech Kaczynski and resumed on April 14.



Country:	<b>South Korea</b>
Sample design:	Multi-stage cluster sample stratified by Korea's 15 regions (excluding Koreans living on small islands – less than 3% of the population) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Korean
Fieldwork dates:	April 11 – April 23, 2010
Sample size:	706
Margin of Error:	±4.5 percentage points
Representative:	Adult population
Country:	<b>Spain</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of telephone households (except the autonomous cities of Ceuta and Melilla representing less 1% of the Spanish population) stratified by region and proportional to population size
Mode:	Telephone adults 18 plus
Languages:	Spanish
Fieldwork dates:	April 14 – May 4, 2010
Sample size:	755
Margin of Error:	±4.0 percentage points
Representative:	Telephone households (including cell phone only households)
Country:	<b>Turkey</b>
Sample design:	Multi-stage cluster sample in all 26 regions (based on geographical location and level of development (NUTS 2) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Turkish
Fieldwork dates:	April 12 – April 30, 2010
Sample size:	1,003
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>United States</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of all telephone households in the continental U.S. stratified by county
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	April 15 – May 5, 2010
Sample size:	1,002
Margin of Error:	±4.0 percentage points
Representative:	Telephone households in continental U.S. (including cell phone only households)

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Methodological notes:

- Data based on national samples except in China, India, and Pakistan, where the samples are disproportionately urban.
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Since 2007, the Global Attitudes Project has used an automated process to generate topline. As a result, numbers may differ slightly from those published prior to 2007.
- Trends from Egypt in 2002 are not shown because those results were based on disproportionately urban samples. Since 2006, the samples have been nationally representative in Egypt.
- Previous trends from Brazil are not shown because those results were based on disproportionately urban samples, while the 2010 samples are nationally representative.
- Trends from Nigeria and India are not shown because the 2010 samples more accurately represent the income, education and rural-urban distributions in those nations than did previous samples. These variables are highly correlated with technology use and may affect the comparability of results.
- 2002 and 2007 trends from Japan are not shown. Those surveys were conducted face-to-face, while the 2010 survey was conducted by phone and excluded those who only use cell phones. Because the questions analyzed in this report relate to technology use, the change in survey mode may have affected the comparability of results.
- Questions previously released in “Obama More Popular Abroad Than At Home, Global Image of U.S. Continues to Benefit” include Q5, Q7a-f, Q7j, Q7l-m, Q7p, Q9, Q9RUS, Q9aRUS-Q9cRUS, Q12-Q15, Q18, Q23a-c, Q24-Q25b, Q30-Q31, Q34a-f, Q34h, Q37-Q46, Q48-Q49, Q51, Q54-Q55, Q61, Q67a-Q68b, Q73, Q77, Q79a-f, Q82-Q87CHI, Q96, Q98, and Q119a-Q119cc.
- Questions previously released in “Gender Equality Universally Embraced, But Inequalities Acknowledged” include Q6, Q33, Q47, Q69a-c, Q80-Q81, and Q93.

- Questions previously released in “Widespread Support For Banning Full Islamic Veil in Western Europe” include Q59 and Q59fra.
- Questions previously released in “Concern About Extremist Threat Slips in Pakistan” include Q19a-m, Q24b, Q27a-g, Q35a-h, Q52-Q53, Q70-Q71, Q74-Q76, Q78, Q79pak-pakc, Q94-Q95, Q99a-c, Q100, Q103-Q110c, and Q115-Q118.
- Questions previously released in “Mexicans Continue Support for Drug War” include Q111-Q114.
- Questions previously released in “Turks Downbeat About Their Institutions” include Q27a-g.
- Questions previously released in “Brazilians Upbeat About Their Country, Despite Its Problems” include Q7s, Q11, Q19a-k, Q20-Q22, Q26, Q27a-i, Q34g, and Q34m.
- Questions previously released in “Indians See Threat From Pakistan, Extremist Groups” include Q7q-r, Q19a-l, Q24b, Q26, Q27a-i, Q32, Q32b, Q36a-d, Q56, Q72, Q74-Q76, Q87, Q88CHI, and Q101a-Q103.
- Questions previously released in “Muslim Publics Divided on Hamas and Hezbollah” include Q7n-o, Q17, Q52-Q53, Q94-Q95, and Q108a-d.
- Questions held for future release: Q1-Q4, Q7g-i, Q7k, Q7t, Q34i-l, Q97, Q119b, and Q126.

		Q62 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?			Total
		Yes	No	DK/Refused	
United States	Spring, 2010	81	19	0	100
	Spring, 2007	80	20	0	100
	Spring, 2006	78	22	0	100
	May, 2005	76	24	1	100
	Summer, 2002	73	27	0	100
Britain	Spring, 2010	81	19	0	100
	Spring, 2007	76	24	0	100
	Spring, 2006	75	24	0	100
	May, 2005	76	24	0	100
	Summer, 2002	59	41	0	100
France	Spring, 2010	81	19	0	100
	Spring, 2007	73	27	0	100
	Spring, 2006	64	36	0	100
	May, 2005	61	39	0	100
	Summer, 2002	60	40	0	100
Germany	Spring, 2010	83	17	0	100
	Spring, 2007	76	24	0	100
	Spring, 2006	76	24	0	100
	May, 2005	67	32	0	100
	Summer, 2002	63	37	0	100
Spain	Spring, 2010	70	30	0	100
	Spring, 2007	55	45	1	100
	Spring, 2006	56	44	0	100
	May, 2005	64	36	0	100
Poland	Spring, 2010	59	40	2	100
	Spring, 2007	50	50	0	100
	May, 2005	46	53	1	100
	Summer, 2002	33	67	0	100
Russia	Spring, 2010	47	51	2	100
	Spring, 2007	36	63	1	100
	Spring, 2006	38	62	0	100
	May, 2005	35	65	0	100
	Summer, 2002	19	81	0	100
Turkey	Spring, 2010	42	58	0	100
	Spring, 2007	29	70	1	100
	Spring, 2006	25	73	1	100
	May, 2005	39	60	1	100
	Summer, 2002	23	77	1	100
Egypt	Spring, 2010	32	68	0	100
	Spring, 2007	28	72	0	100
	Spring, 2006	19	78	3	100
Jordan	Spring, 2010	41	59	0	100
	Spring, 2007	38	62	1	100
	Spring, 2006	38	61	2	100
	May, 2005	31	69	0	100
	Summer, 2002	30	69	1	100
Lebanon	Spring, 2010	52	48	0	100
	Spring, 2007	61	39	0	100
	May, 2005	53	47	0	100
	Summer, 2002	50	50	0	100

		Q62 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?			Total
		Yes	No	DK/Refused	
China	Spring, 2010	50	50	0	100
	Spring, 2007	40	60	0	100
	Spring, 2006	33	67	0	100
	Summer, 2002	35	65	0	100
India	Spring, 2010	21	78	1	100
Indonesia	Spring, 2010	12	88	0	100
	Spring, 2007	11	89	0	100
	Spring, 2006	14	85	1	100
	May, 2005	16	83	1	100
	Summer, 2002	12	88	0	100
Japan	Spring, 2010	67	33	0	100
	Spring, 2006	60	39	0	100
Pakistan	Spring, 2010	9	90	1	100
	Spring, 2007	9	87	4	100
	Spring, 2006	10	81	9	100
	May, 2005	9	87	4	100
	Summer, 2002	7	90	4	100
South Korea	Spring, 2010	79	21	0	100
	Spring, 2007	81	19	0	100
	Summer, 2002	72	27	0	100
Argentina	Spring, 2010	50	49	0	100
	Spring, 2007	35	64	0	100
	Summer, 2002	30	70	1	100
Brazil	Spring, 2010	45	55	0	100
Mexico	Spring, 2010	39	61	0	100
	Spring, 2007	32	67	1	100
	Summer, 2002	30	69	0	100
Kenya	Spring, 2010	22	77	0	100
	Spring, 2007	12	88	0	100
	Summer, 2002	13	85	2	100
Nigeria	Spring, 2010	29	71	0	100

		Q63 Do you use the internet, at least occasionally?			Total
		Yes	No	DK/Refused	
United States	Spring, 2010	82	18	0	100
	Spring, 2007	78	22	0	100
Britain	Spring, 2010	83	17	0	100
	Spring, 2007	72	28	0	100
France	Spring, 2010	78	22	0	100
	Spring, 2007	71	29	0	100
Germany	Spring, 2010	77	23	0	100
	Spring, 2007	66	34	0	100
Spain	Spring, 2010	68	32	0	100
	Spring, 2007	54	46	0	100
Poland	Spring, 2010	58	42	1	100
	Spring, 2007	45	54	0	100
Russia	Spring, 2010	44	56	0	100
	Spring, 2007	25	74	1	100
Turkey	Spring, 2010	39	60	1	100
	Spring, 2007	26	72	2	100
Egypt	Spring, 2010	23	77	0	100
	Spring, 2007	20	79	1	100
Jordan	Spring, 2010	32	68	0	100
	Spring, 2007	30	68	2	100
Lebanon	Spring, 2010	35	65	0	100
	Spring, 2007	42	58	0	100
China	Spring, 2010	46	53	0	100
	Spring, 2008	38	62	0	100
	Spring, 2007	34	66	0	100
India	Spring, 2010	17	83	1	100
Indonesia	Spring, 2010	9	90	1	100
	Spring, 2007	7	93	0	100
Japan	Spring, 2010	64	36	0	100
Pakistan	Spring, 2010	6	94	1	100
	Spring, 2007	6	90	5	100
South Korea	Spring, 2010	78	22	0	100
	Spring, 2007	80	20	0	100
Argentina	Spring, 2010	47	52	1	100
	Spring, 2007	35	64	1	100
Brazil	Spring, 2010	43	57	0	100
Mexico	Spring, 2010	38	61	1	100
	Spring, 2007	31	68	1	100
Kenya	Spring, 2010	24	76	0	100
	Spring, 2007	11	88	1	100
Nigeria	Spring, 2010	22	78	0	100

		Q64 Do you send or receive email, at least occasionally?			Total
		Yes	No	DK/Refused	
United States	Spring, 2010	77	23	0	100
	Spring, 2007	72	28	0	100
Britain	Spring, 2010	78	22	0	100
	Spring, 2007	68	32	0	100
France	Spring, 2010	71	29	0	100
	Spring, 2007	65	35	0	100
Germany	Spring, 2010	73	27	0	100
	Spring, 2007	65	35	1	100
Spain	Spring, 2010	62	38	0	100
	Spring, 2007	49	51	0	100
Poland	Spring, 2010	51	48	0	100
	Spring, 2007	34	65	1	100
Russia	Spring, 2010	33	66	0	100
	Spring, 2007	16	82	1	100
Turkey	Spring, 2010	31	66	3	100
	Spring, 2007	21	76	3	100
Egypt	Spring, 2010	21	79	0	100
	Spring, 2007	14	84	2	100
Jordan	Spring, 2010	26	74	0	100
	Spring, 2007	21	76	3	100
Lebanon	Spring, 2010	35	65	0	100
	Spring, 2007	56	44	0	100
China	Spring, 2010	33	66	1	100
	Spring, 2008	25	75	0	100
	Spring, 2007	24	75	0	100
India	Spring, 2010	15	84	1	100
Indonesia	Spring, 2010	6	94	1	100
	Spring, 2007	3	96	0	100
Japan	Spring, 2010	59	41	0	100
Pakistan	Spring, 2010	5	94	1	100
	Spring, 2007	5	90	5	100
South Korea	Spring, 2010	62	38	0	100
	Spring, 2007	57	43	0	100
Argentina	Spring, 2010	44	55	1	100
	Spring, 2007	31	68	1	100
Brazil	Spring, 2010	36	64	0	100
Mexico	Spring, 2010	33	66	1	100
	Spring, 2007	27	71	2	100
Kenya	Spring, 2010	20	79	0	100
	Spring, 2007	11	88	1	100
Nigeria	Spring, 2010	21	79	0	100

		Q65 Do you own a cell phone?			Total
		Yes	No	DK/Refused	
United States	Spring, 2010	82	18	0	100
	Spring, 2007	81	19	0	100
	Summer, 2002	61	39	0	100
Britain	Spring, 2010	91	9	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	76	24	0	100
France	Spring, 2010	84	16	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	65	35	0	100
Germany	Spring, 2010	88	12	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	71	29	0	100
Spain	Spring, 2010	92	8	0	100
	Spring, 2007	84	16	0	100
Poland	Spring, 2010	77	23	0	100
	Spring, 2007	73	26	1	100
	Summer, 2002	40	58	2	100
Russia	Spring, 2010	82	18	0	100
	Spring, 2007	65	35	1	100
	Summer, 2002	8	91	1	100
Turkey	Spring, 2010	77	22	1	100
	Spring, 2007	73	26	1	100
	Summer, 2002	49	50	1	100
Egypt	Spring, 2010	65	35	0	100
	Spring, 2007	60	40	0	100
Jordan	Spring, 2010	94	5	0	100
	Spring, 2007	57	43	0	100
	Summer, 2002	35	65	0	100
Lebanon	Spring, 2010	79	21	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	62	38	0	100
China	Spring, 2010	90	10	0	100
	Spring, 2007	67	33	1	100
	Summer, 2002	50	50	0	100
India	Spring, 2010	74	26	0	100
Indonesia	Spring, 2010	46	54	0	100
	Spring, 2007	27	73	0	100
	Summer, 2002	8	92	0	100
Japan	Spring, 2010	82	18	0	100
Pakistan	Spring, 2010	38	61	1	100
	Spring, 2007	34	65	1	100
	Summer, 2002	5	94	1	100
South Korea	Spring, 2010	97	3	0	100
	Spring, 2007	97	3	0	100
	Summer, 2002	93	7	0	100
Argentina	Spring, 2010	77	23	0	100
	Spring, 2007	63	36	1	100
	Summer, 2002	28	72	0	100
Brazil	Spring, 2010	73	27	0	100



		Q65 Do you own a cell phone?			Total
		Yes	No	DK/Refused	
Mexico	Spring, 2010	51	48	1	100
	Spring, 2007	44	56	0	100
	Summer, 2002	37	63	0	100
Kenya	Spring, 2010	65	35	0	100
	Spring, 2007	33	66	1	100
	Summer, 2002	9	91	0	100
Nigeria	Spring, 2010	74	26	0	100

		Q66 ASK ALL INTERNET USERS (Q63=1 OR Q64=1): Do you ever use online social networking sites like (INSERT COUNTRY SPECIFIC EXAMPLES)?			Total	N
		Yes	No	DK/Refused		
United States	Spring, 2010	56	43	0	100	834
Britain	Spring, 2010	51	49	0	100	597
France	Spring, 2010	46	54	0	100	582
Germany	Spring, 2010	39	61	0	100	632
Spain	Spring, 2010	48	52	0	100	508
Poland	Spring, 2010	74	26	0	100	456
Russia	Spring, 2010	76	23	2	100	453
Turkey	Spring, 2010	68	31	1	100	424
Egypt	Spring, 2010	75	24	0	100	237
Jordan	Spring, 2010	74	25	1	100	323
Lebanon	Spring, 2010	52	47	1	100	442
China	Spring, 2010	50	48	2	100	1528
India	Spring, 2010	67	25	8	100	290
Indonesia	Spring, 2010	63	36	1	100	92
Japan	Spring, 2010	35	64	0	100	523
Pakistan	Spring, 2010	44	51	5	100	147
South Korea	Spring, 2010	51	48	1	100	577
Argentina	Spring, 2010	65	35	0	100	363
Brazil	Spring, 2010	76	24	0	100	362
Mexico	Spring, 2010	58	41	1	100	493
Kenya	Spring, 2010	77	20	3	100	247
Nigeria	Spring, 2010	70	28	2	100	222

## Appendix

In Q66, respondents were asked, “Do you ever use online social networking sites like (INSERT COUNTRY SPECIFIC EXAMPLES)?” The following were used as examples in each country:

<u>Country</u>	<u>Examples used in Q66</u>
United States	Facebook, MySpace
Britain	Facebook, MySpace, Bebo, Twitter
France	Facebook, Copainsdavant.com, Viadeo
Germany	StudiVZ, MeinVZ, StayFriends, MySpace, Facebook, Lokalisten, Xing, Wer-kennt-wen.de
Spain	Facebook, Tuenti, Twitter, MySpace
Poland	Our Class, Grono, Facebook
Russia	Facebook, Odnoklassniki, Vkontakte, Moikrug
Turkey	Facebook, Twitter, MySpace
Egypt	Facebook, MySpace, Twitter
Jordan	Facebook, MySpace, Twitter
Lebanon	Facebook, MySpace, Twitter
China	Facebook, Kaixin.com, Renren.com, MySpace, microblogging sites
India	Facebook, Orkut, Hi5, Friendster, Twitter
Indonesia	Facebook, Twitter
Japan	Mixi, Facebook, Twitter
Pakistan	Facebook, Orkut
South Korea	Cyworld, Facebook
Argentina	Facebook, Sonico, MySpace, Hi5
Brazil	Facebook, Orkut
Mexico	Facebook, Twitter, MySpace, Hi5
Kenya	Facebook, Twitter, MySpace, TAG
Nigeria	Facebook, MySpace, Yahoo! Messenger