

# The World Internet Project International Report

7<sup>th</sup> Edition



Center for the  
Digital Future

# **THE WORLD INTERNET PROJECT**

## **International Report – Seventh Edition**

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*For the complete list of international partners in the World Internet Project, see page ##.*

# **WORLD INTERNET PROJECT**

## **International Report**

### **Seventh Edition**

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# WORLD INTERNET PROJECT

## International Report

### Seventh Edition

Welcome to the findings of the World Internet Project.

This report represents the seventh published results of the World Internet Project, collaboratively produced by the Center for the Digital Future in the USC Annenberg School for Communication and Journalism in the USA and partner countries worldwide. This work on the impact of the Internet has evolved during 13 years of exploration and reveals an international picture of change brought about by online technology.

The Internet has transformed entertainment, communication, information-gathering, and education across the globe. However, the scope of change varies widely from country to country – a prime reason for a comparative international study.

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. 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 30 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 age 18 and older. 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 explorations of Internet use as technology evolves. As new types of access become available – such as the growth of broadband almost a decade ago, wireless access today, or when other methods now unknown come tomorrow – the project will track them.

#### **The World Internet Project: why an ongoing study of the Internet?**

The research by the global network of partners in the World Internet Project differs from most other studies of online technology in 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 finding**

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 report is organized into nine general subject areas:

- Internet users and non-users
- The Internet and social connections
- Politics and the Internet
- Media use, reliability, and importance
- Online security and personal privacy
- Keeping connected through the Internet
- Research, education, and jobs
- Buying, selling, and financial management
- Online entertainment and personal interest

We hope these findings from the World Internet Project 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 Partners**

### **Status Reports**

# The Internet in Cyprus

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

**By Grace Lee**

While the internet has become a source of mainstream media and communication around the world, technological development in Cyprus has been somewhat more deliberate. The internet has been widely used for governmental and business purposes, only a minority of the public has utilized the internet for individual purposes such as e-commerce and e-banking. For example, only 25 percent of Cypriots living in densely-populated areas (at least 500 inhabitants/km<sup>2</sup>) made an online purchase in 12 months previous to the survey. Also, even if Cypriots are living in most developed areas of the country, only 26 percent have used an internet banking system. Compared to other European countries such as Finland with 92 percent of the populace involved in internet banking and Germany with 75 percent having engaged in e-commerce, the internet has yet to be fully utilized for public use in Cyprus.

Internet service in Cyprus is relatively expensive, yet also relatively slow compared to other nations in the EU. Users pay an average of €60 per month for lower speed internet, while faster Internet connections (300Mbps to 100Mbps) cost an average of €91 per month -- the second-most expensive internet service in the EU following Malta. The main reason for such high prices is the relative paucity of subscriptions on the relatively small island, which ultimately reduces the market and competition. In addition, Another factor that contributes to the internet challenges in Cyprus is the relatively high electricity costs. In order to power up and expand internet connections throughout the country, immense electricity is needed. But electricity costs in Cyprus are almost double that of the continental European countries.

# The Internet in the Czech Republic

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

**By Mathew Byun and Jack Lam**

In the past decade, the Czech Republic has developed significant growth in information and communications technology. According to the World Bank, Internet users as a percentage of the population grew from 35.3 percent in 2005 to 81.3 percent in 2015. The Czech Republic is among the top 50 countries in the Networked Readiness Index.

The internet is becoming more accessible to households in the country. In 2005, 19.1 percent of households had access to the internet; this increased to 73.1 percent in 2015. The use of broadband is also increasing – by 2015, 28 percent of households.

But the core of Internet access in the Czech Republic is through mobile phone subscriptions – now 68.8 percent of inhabitants. The significant preference of mobile broadband over the wired internet can largely be attributed to cost; wireless-broadband subscriptions are generally much more reasonably priced than their wired internet counterparts. This was in part due to the monopoly by Czech Telecom (now O2 Czech Republic) in providing wired internet services, which encouraged entrepreneurs to offer wireless internet services at much more competitive rates.

# The Internet in Israel

Sammy Ofer School of Communications, The Interdisciplinary Center

The Research Center for Internet Psychology (CIP)

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

By Yoel Miller

With a population of just over 8 million and a GDP of 304 Billion, Israel is one of the world's most technologically-advanced market economies. Its skilled workforce and concentration of venture capital allow the country to lead in innovative industries such as high-tech, clean tech, and the life sciences.

Broadband internet in Israel has been available since the late 1990s in theory, but it only became practical for most customers in 2001. By 2008, Israel became one of the few countries with developed broadband capabilities across two types of infrastructure, with cable and DSL reaching more than 95 percent of the population.

In November 1990, the undersea cable EMOS-1 was deployed to connect Israel with Turkey, Greece, and Italy. This was the first Israeli-built undersea cable, and was augmented by CIOS in April 1994. The Israel Internet Association was established in 1994 as an independent entity that acts to promote the internet and its integration into Israel's technological, research, educational, and business infrastructure. The Association is managed by nine board members, all volunteers, and acts within this framework towards developing and advancing services vital for the existence of the internet in Israel, narrowing the country's digital divide, and representing Israel in international forums.

Until 1997, most domestic internet traffic was routed either directly between ISPs, or through the Israeli universities' academic network operated by the IUCC. Since 1997, the Israel Internet Association has been responsible for operating the Israeli Internet Exchange (IIX) through which much of the domestic internet traffic is routed. In 2016 nearly 6 million reported using the internet (approximately 73 percent of the population).

## *Internet Growth and Population Statistics*

Year	Users	Population	% Pop.	Usage Source
2000	1,270,000	6,986,639	18.2 %	ITU
2012	5,313,530	7,590,758	70.0 %	IWS
2016	5,941,174	8,174,527	72.7 %	IWS

# The Internet in Russia

Sholokhov Moscow State University for the Humanities

<http://mggu-sh.ru/en>

**By Nare Melikjanyan**

In 2016, 71 percent of the population of Russia were internet users, which is more than double the amount in 2009 and a dramatic increase from 2 percent in 2000. However, this exponential growth has plateaued, with only slight increase from 2015 to the present.

There is a distinct differences in internet use in different parts of Russia. Most of the population of Russia lives in the urbanized European part of the nation, and the western part of the nation has the highest rate of internet usage. St. Petersburg has the fastest and cheapest internet connections, and the eastern part of the country the slowest and most expensive. The Russian telecom market is the largest in Europe; the biggest market within the country is in the capital of Moscow.

Many Russians use the internet for social media, with the younger millennials preferring VKontakte and 75 percent of 25-35 year olds using Odnoklassniki.ru. These function similarly to Facebook, except that one can stream films and music as well as post photos and message friends. Russians prefer to use Mail.ru for email services (somewhat similar to Yahoo!); it provides news and weather forecasts along with a search engine feature.

In past years, Russia lagged behind most other European countries in internet use, but it has recently caught up. Russia now has the largest Internet audience in Europe with around 63 million daily online users. Russia also has the largest mobile market in Europe, with the cities of Moscow and Saint Petersburg competing for top spot in mobile services.

Politically, the Russian government's employment of the internet for propaganda purposes has been criticized. Since 2013, the Internet "Issledovaniya" has been working to create government support on social media; anti-governmental sentiments found online have been attacked and removed. Such internet censorship in the country is based on the Russian Internet Restriction Bill which was implemented in September 2012. While the bill was originally intended to block sites dealing with drugs, child pornography, and suicide, it has been used to prevent anti-governmental activities. The extent of this internet restriction is hard to estimate.

Russians access the internet through both computer and mobile devices, but computers are more popular. Younger people and those in high population areas are the most frequent users. Older people in more rural areas use the internet less; they prefer to use their mobile devices because of its convenience.

After lagging behind other Europeans, the Russian internet has developed into a service that has implanted itself into the daily lives of the people in a crucial and socially-relevant way.

# The Internet in Sweden

.SE (The Internet Infrastructure Foundation)

World Internet Institute

[www.iis.se](http://www.iis.se) or [www.wwi.se](http://www.wwi.se)

**By Juan Cabrera**

Sweden is one of the world's most connected nations. Sweden holds one of the highest broadband penetration rates in Europe because of government broadband policies and a population quick to adopt emerging technologies. Mobile phone penetration and fibre-broadbands density are among the highest in Europe, and broadband penetration is twice the EU average. Although Sweden has one of the smaller and more advanced mobile markets in Europe, growth and penetration levels far exceed the EU average, largely driven by prepaid cards which are used by nearly half of all customers.

New investments in mobile networks have made mobile broadband a fast-growing sector, with LTE (Long Term Evolution)-based broadband services available in most rural areas not covered by fixed-line infrastructure. The country has a highly-developed market for LTE services. The provider Telia is preparing to launch 5G mobile broadband services during 2018.

In Sweden there are no government restrictions on access to the internet. The country has a strong tradition of freedom and speech and the press. However, there are internet regulations and prohibitions dealing with expressions considered to be hate speech, threats, and expressions of contempt for groups or individuals based on race, color, national or ethnic origin, religious belief, or sexual orientation.



# The Internet in Taiwan

Department of Public Administration, National Chengchi University

Taiwan e-Governance Research Center

[www.teg.org.tw](http://www.teg.org.tw)

**By Weiqi Chen**

Internet use in Taiwan reached 88 percent of the population in 2016. Over 98 percent of those aged 18-34 are online, and large percentages in all age groups go online. However, there are some basic demographic differences in Internet use; for example, more women than men participate in social network websites, especially women between the ages 12 to 20.

Internet access habits among Taiwanese have evolved in recent years. In the early 21st century, internet cafes were omnipresent in Taiwan, especially in major cities such as Taipei and Kaohsiung. These cafes were the places that most citizens used to access the internet, but with the growth of smartphone usage and free Wi-Fi networks in major public spaces, internet cafes now primarily cater to gamers. Today, access device preference are shifting from laptops to mobile phones; nearly seven in 10 internet users in Taiwan aged 12 and up use a mobile phone to go online, especially for playing online games and chatting with friends.

Taiwan has developed a dynamic telecommunications industry defined by an excellent telecommunications infrastructure and a competitive mobile market. The major telecom companies include Chunghwa Telecom (CHT), Taiwan Mobile, Asia Pacific Broadband Wireless (APBW), and China Network Systems (CNS). Taiwan's government has long been a strong driver of internet development with its e-government initiatives launched in 1998.

Taiwan has implemented a four-phase e-government program. The first phase was the completion of basic information and communications deployment. The second was the roll-out of online government services. The third was the integration and interoperability of government services. And the fourth phase is the establishment of a proactive, focused, one-stop e-government. The government has completed the first three phases of the e-government program and is working on the fourth phase to broaden and deepen citizens' online access to government service. The Taiwanese government is well on its way to successfully establishing a technical infrastructure and standards for mobile e-government services to help citizens to access information and services conveniently.

# The Internet in the United States

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

By Holly Melo and Weiqi Chen

With 90 percent of the U.S. population now using the internet, this accounts for about 8.5% of the total amount of internet users in the world. Within the United States, internet usage differs greatly from state to state. For example, there is a noticeable gap between the most highly connected states – Washington (80.0 percent), Minnesota (79 percent), and New Hampshire (79.8 percent) – and the least connected – Mississippi (59 percent), Arkansas (61.4 percent), and New Mexico (60.4 percent). There are also differences related to age, socioeconomic status, and education, with those younger, richer, and more educated more likely to be online. In regards to race/ethnicity, there is little discrepancy among White, African-American, and Hispanic users.

The United States falls behind when it comes to internet connection speed compared to other countries. South Korea (26.7 Mb/s), Sweden (19.1 Mb/s), and Norway (18.8 Mb/s) take the top three spots for the fastest connection, while the U.S. has only a 12.6 average connection speed (Mb/s). America's connection has certainly sped up over the years, but there is still work to do in order to catch up to other countries. The three most popular search engines in the U.S. are Google, Yahoo, and Bing. The most popular activity on the internet is the use of social networking sites, particularly Facebook, YouTube, Twitter, and LinkedIn. Whether Americans use the internet from home, at work, or via a mobile device, the internet continues to serve as an integral part of daily life.

On the regulatory front, the FCC passed a new internet bill that enforces "net neutrality," the principle that the open internet means that consumers can go where they want, when they want. President Obama had been pushing for such regulation since his election in 2008. Rules were finally adopted by FCC on February 26, 2015 and went into effect on June 12, 2015. Open internet rules are supposed to ensure that consumers and businesses have access to a fast, fair, and open internet, one in which consumers can demand and enjoy more and better broadband and internet services. These rules also establish a legal standard to ensure that providers do not unreasonably interfere with or disadvantage consumers' access to the internet. At the same time, broadband providers cannot block, throttle, or create special "fast lanes" for that content.

Although the ruling was celebrated as a victory for consumers by various public interest groups and internet companies, the telecom industry is expected to continue battling the regulations in Congress and before the nation's courts. Nevertheless, on June 14th, 2016, a federal court of appeals fully upheld the FCC's strong net neutrality rule, recognizing that an open internet is essential for innovation and economic growth.

# FINDINGS

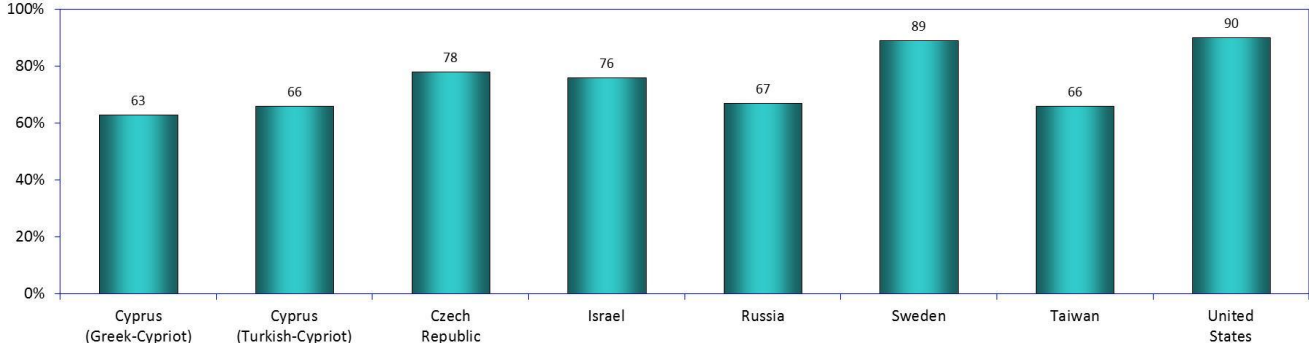
## **1** Internet use and non-use

## 1.1 Internet penetration in the World Internet Project countries

### Overall Internet use

All eight countries reported that a majority of respondents are Internet users. Four countries reported an Internet penetration rate of more than 75 percent: the United States (90 percent), Sweden (89 percent), the Czech Republic (78 percent), and Israel (76 percent).

Internet use – all respondents



(Q3 R-1)

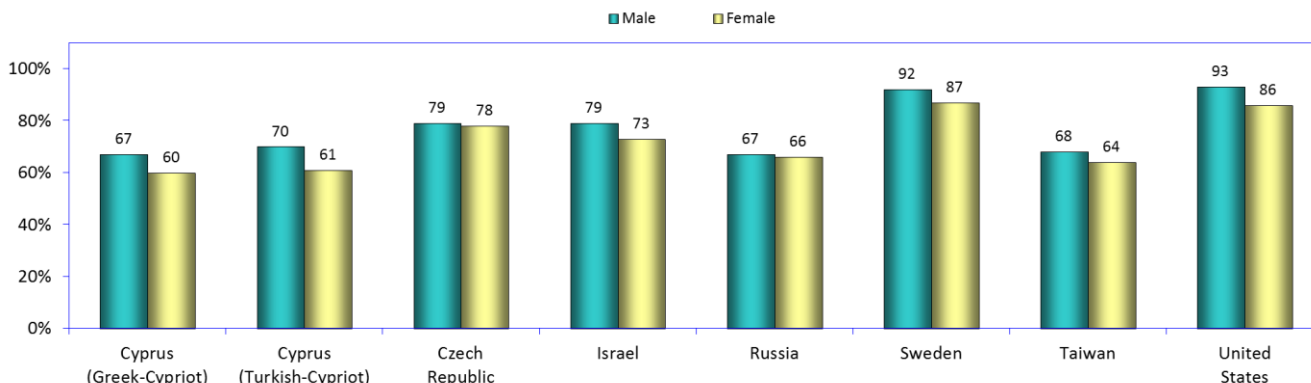
### Internet use among men and women

Some gender disparity in Internet use continues in all of the WIP reporting countries, with every country reporting higher percentages of men than women going online.

The gender gap is the largest in Turkish Cyprus (9 percent more men than women use the Internet), followed by Greek Cyprus and the United States (7 percent more men than women go online), and Israel (6 percent more men than women use the Internet).

The remaining four countries report a gap of 5 percent or less.

**Internet use by gender – all respondents**



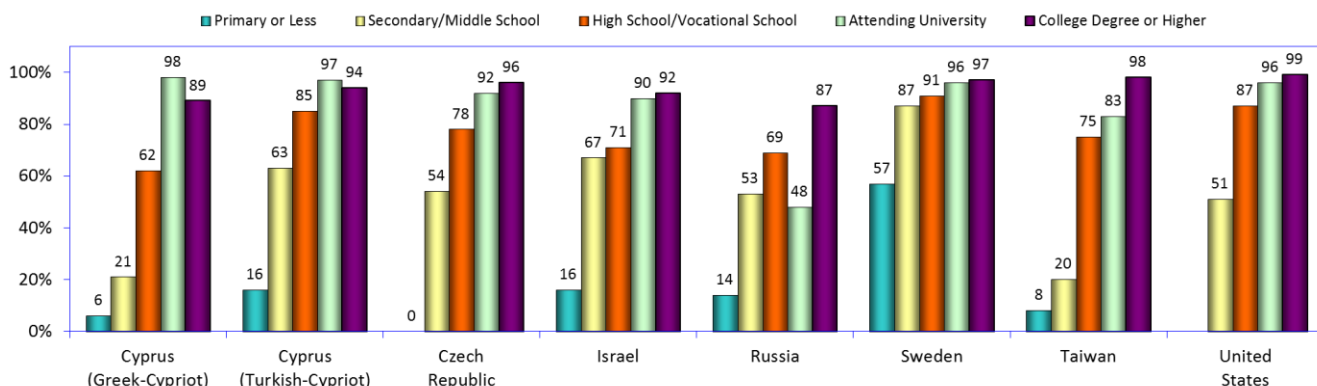
(Q3 G-1)

### Internet use and education levels

Generally, Internet use increases as education levels increase.

The Internet is used by more than 60 percent of respondents with a high school education in all of the WIP countries. Among respondents with a college degree or higher, the Internet penetration rate is more than 90 percent in all WIP countries except Russia (87 percent) and Greek Cyprus (89 percent).

**Internet use and education levels – all respondents**



(Q3 E-1)

### Internet use by age

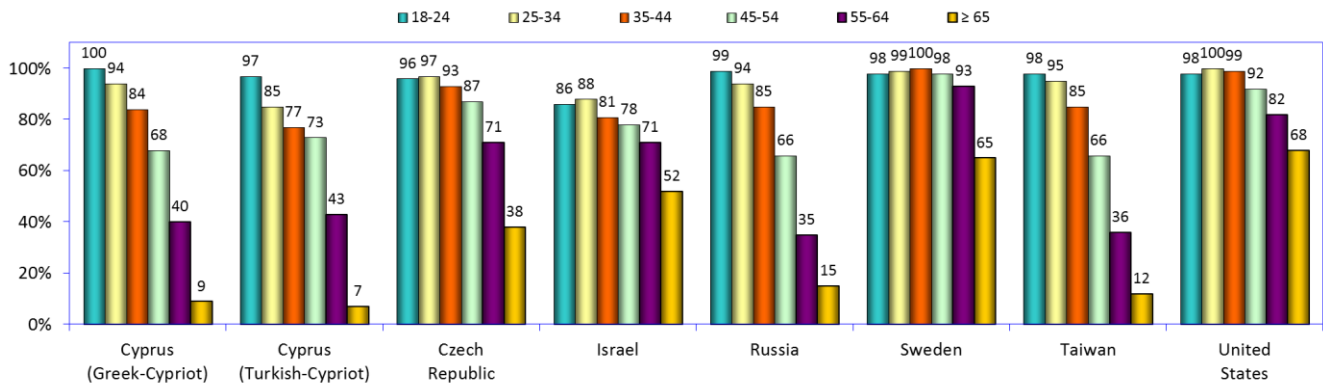
All of the WIP countries reported that, in general, Internet use decreases as age increases.

All of the countries reported that at least 90 percent of respondents age 18-24 go online, except Israel (86 percent). And all of the countries reported at least 90 percent of respondents age 25-34 use the Internet except Turkish Cyprus (85 percent) and Israel (88 percent).

All countries reported that at least 60 percent of respondents ages 35-44 and 45-54 go online. And four of the countries reported more than 50 percent of users age 55-64 go online: Sweden (93 percent), the United States (82 percent), the Czech Republic (71 percent), and Israel (71 percent). The remainder reported more than 30 percent of users age 55-64.

Three countries reported that a majority of respondents 65 and over use the Internet: The United States (68 percent), Sweden (65 percent), and Israel (52 percent). Of the remainder, only the Czech Republic (38 percent) reported that more than a quarter of respondents 65 and over go online.

**Internet use by age – all respondents**



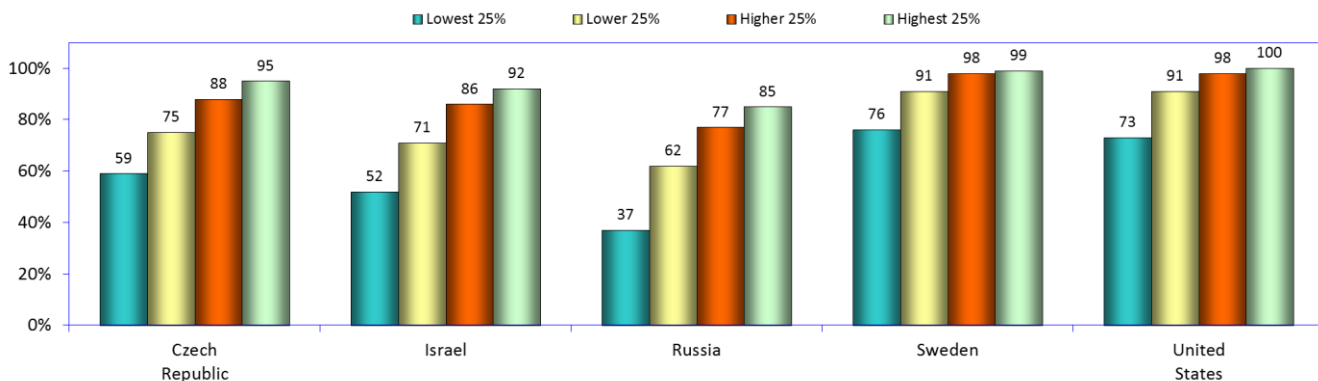
(Q3 A-1)

### Internet use and income level

The WIP countries reported wide disparity in Internet use based on income. The greatest disparity is in Russia with a 48 percent difference between the highest 25 percent and the lowest 25 percent, followed by Israel with a 40 percent difference.

Sweden reported the smallest gap with only 23 percentage points between the highest and lowest.

*Internet use and income – all respondents*



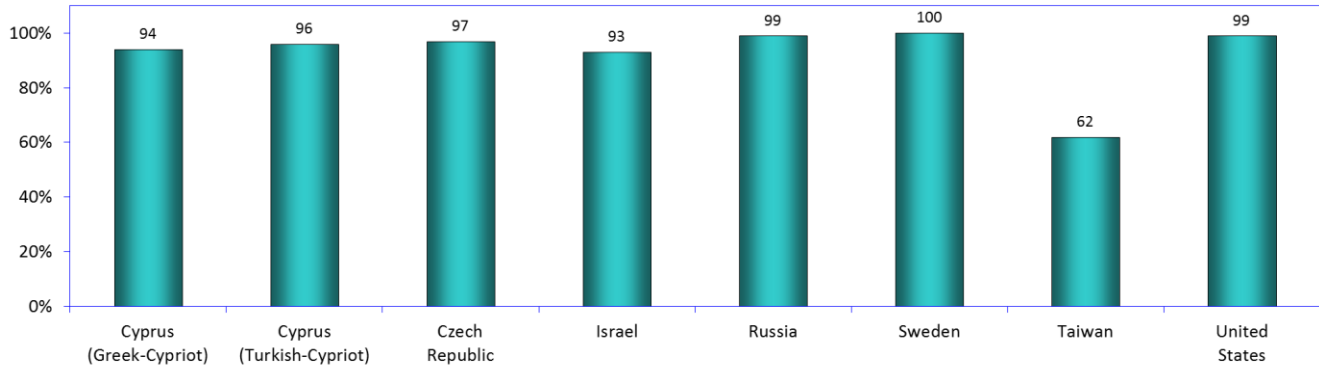
(Q3 I-1)

## 1.2 Internet use: at home, work, school, and other locations

### Internet use at home

Seven of the eight WIP countries found that over 90 percent of respondents use the Internet at home daily.

*Daily Internet use at home – Internet users*

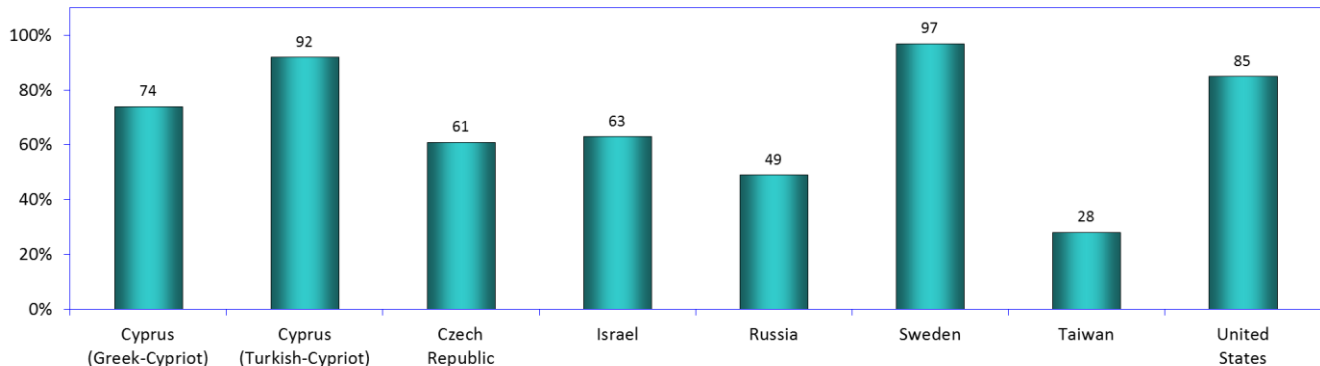


(Q5 U-1)

### Internet use at work

The WIP countries reported a wide range of percentages of employed Internet users who go online at work (outside the home), from 97 percent in Sweden to 28 percent in Taiwan.

*Daily Internet use at work – Internet users who are employed*



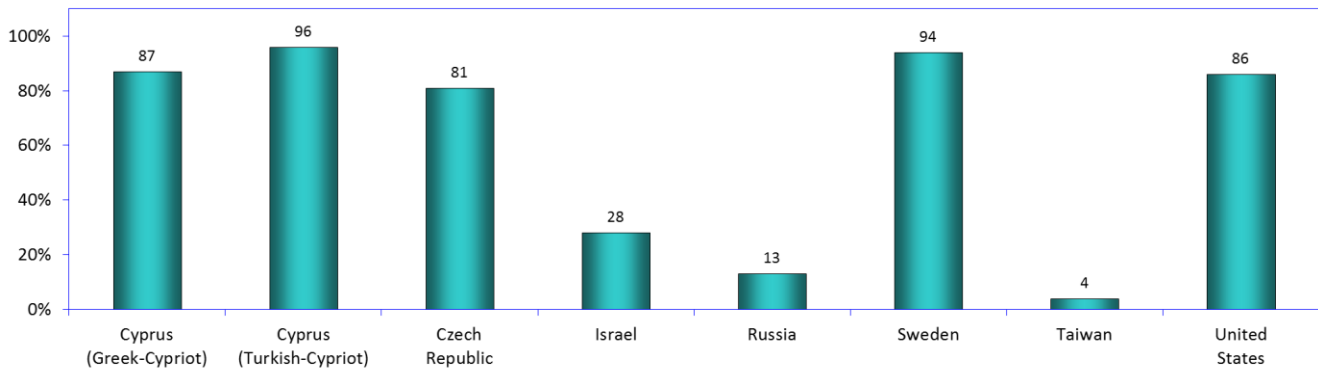
(Q5 U-2)



## Internet use at school

Compared to Internet use at work, percentages reported for daily Internet use at school show an even wider range of responses, from 96 percent in Turkish Cyprus to 4 percent in Taiwan.

*Daily Internet use at school – Internet users: students who are not employed*

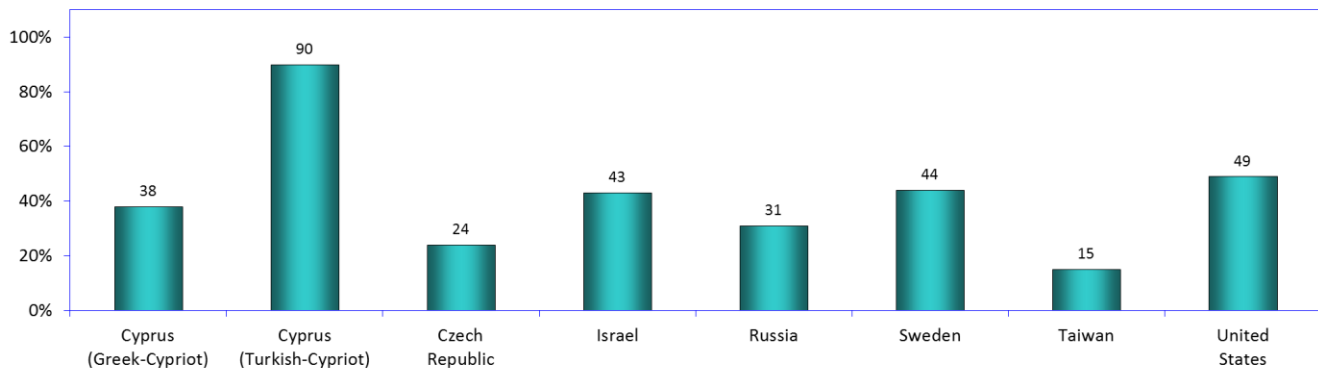


(Q5 U-3)

## Internet use at other locations

The number of users who reported using the Internet from other locations shows wide variances across all countries, from Turkish Cyprus (90 percent) to Taiwan (15 percent).

*Daily Internet use at locations other than home, school or work – Internet users*

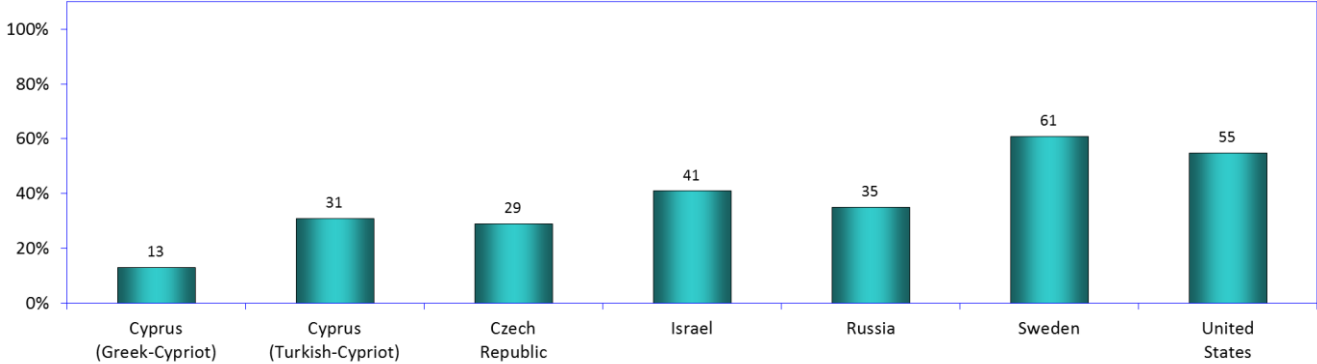


(Q5 U-4)

**Internet use on the move**

Five out of seven WIP countries reporting on daily Internet use found that more than 30 percent of users go online every day while on the move (such as in cars and buses, and on the street).

*Daily Internet use on the move – Internet users*



(Q5 U-5)

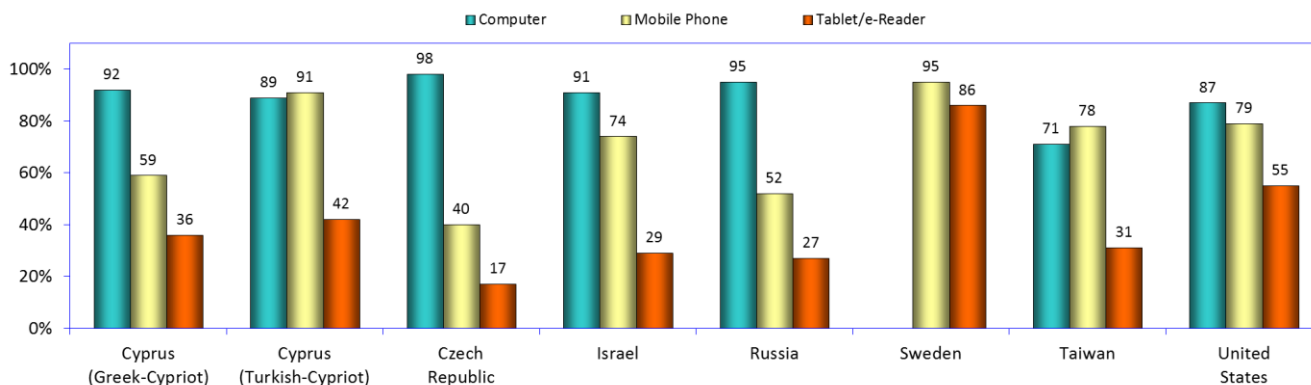
### 1.3 Devices: Internet access and use

Computers remain the principal means of Internet access across most WIP countries.

All countries reported that at least 70 percent of users access the Internet through a computer. All countries except the Czech Republic reported more than half of users accessing the Internet by phone.

Tablets and e-readers are used by less than half of people to access the Internet, with the exception of Sweden (86 percent) and the United States (55 percent).

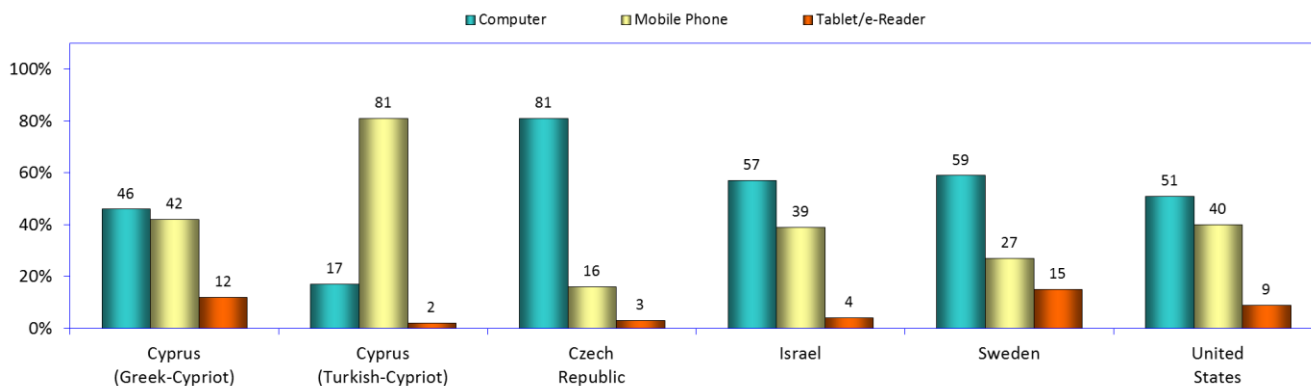
*Devices used for Internet access – Internet users*



(Q6 U-1)

Among users who report using more than one device to access the Internet, computers are still generally the most common device used; only Turkish Cyprus reported that mobile phones were the most common device. Three countries show phone usage within 20 percentage points of use of computers: Israel (18 percentage points), the United States (11 percentage points), and Greek Cyprus (4 percentage points).

*Primary device used for Internet access – Internet users who use more than one device to go online*

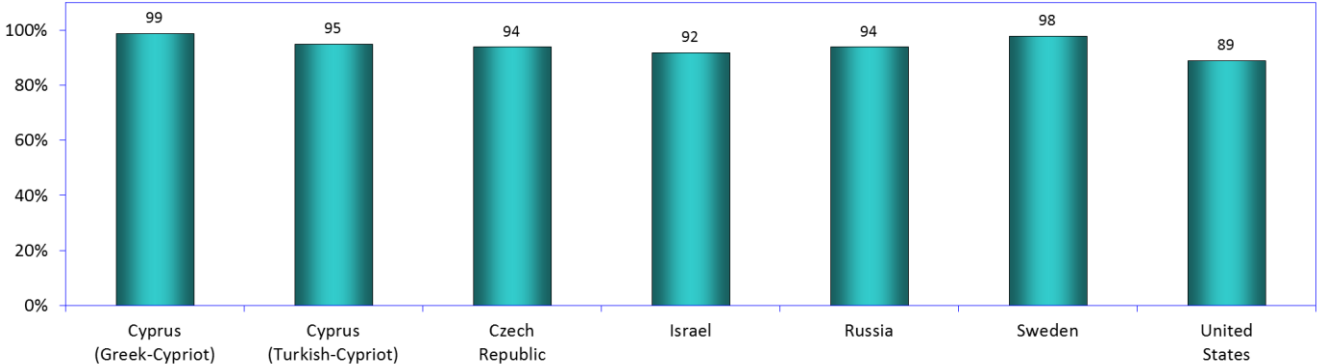


(Q6A U-1)

## 1.4 Internet connections at home

In all but one of the countries, Internet access at home among users is near-universal – 90 percent or more. Only the United States reported slightly less (89 percent).

*Internet access at home – Internet users*

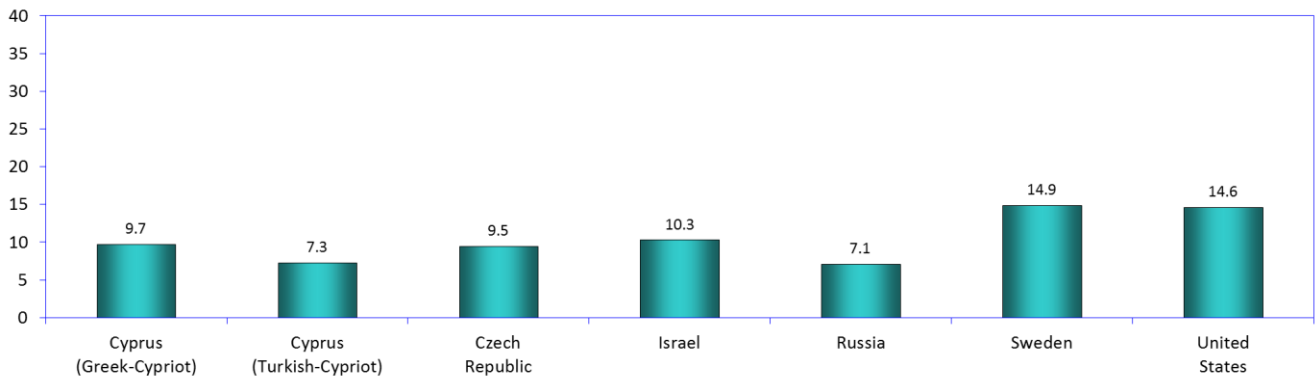


(Q15 U-1)

## 1.5 Years online

Internet experience varies widely in the WIP countries. The most experienced users are found in Sweden and the United States (just under 15 years), and the least experienced in Russia and Turkish Cyprus (just over seven years).

*Number of years online – Internet users*



(Q7 U-1)

## 1.6 Internet non-users: reasons for not going online

Internet non-users reported a variety of reasons for not going online: no interest or not useful, lack of knowledge or confusion about going online, no computer or Internet connection, the expense, or lack of time.

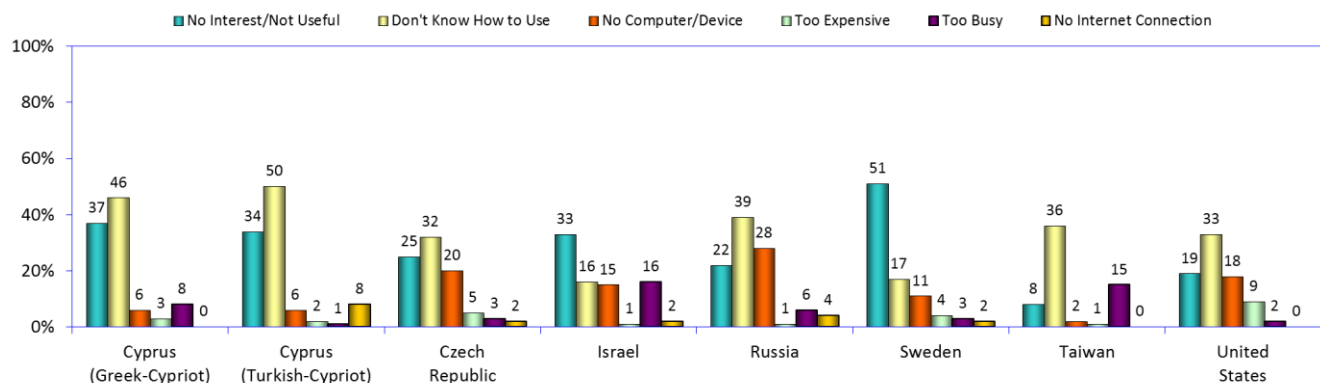
As in the previous WIP studies, the main reasons for not going online varied from country to country.

In all but two countries, lack of operational knowledge was the most common reason, ranging from Turkish Cyprus (50 percent) to the Israel (16 percent). In each, more than one-third of non-users reported confusion or lack of knowledge as the principal barrier to going online.

In two countries, lack of interest in the Internet was reported as the principal reason for staying offline: Sweden (51 percent) and Israel (33 percent).

In all but one case, less than 5 percent reported the lack of Internet connection as the principal reason: Greek Cyprus, the United States, and Taiwan (zero percent), and the Czech Republic, Israel, and Sweden (2 percent), and Russia (4 percent). Similarly, in all but one country less than five percent of respondents indicated that expense was the main barrier: Sweden (4 percent), Greek Cyprus (3 percent), Turkish Cyprus (2 percent), Israel, Russia and Taiwan (1 percent).

**Reasons for not going online – Internet non-users**



(Q4 N-1)

## **2** Politics and the Internet

## 2.1 The Internet and the political process

The Internet plays an important role in the political process. But what kind of impact does digital technology have on the political process: does the Internet create political empowerment, help citizens participate in governance, build understanding of politics, and create greater engagement with public officials?

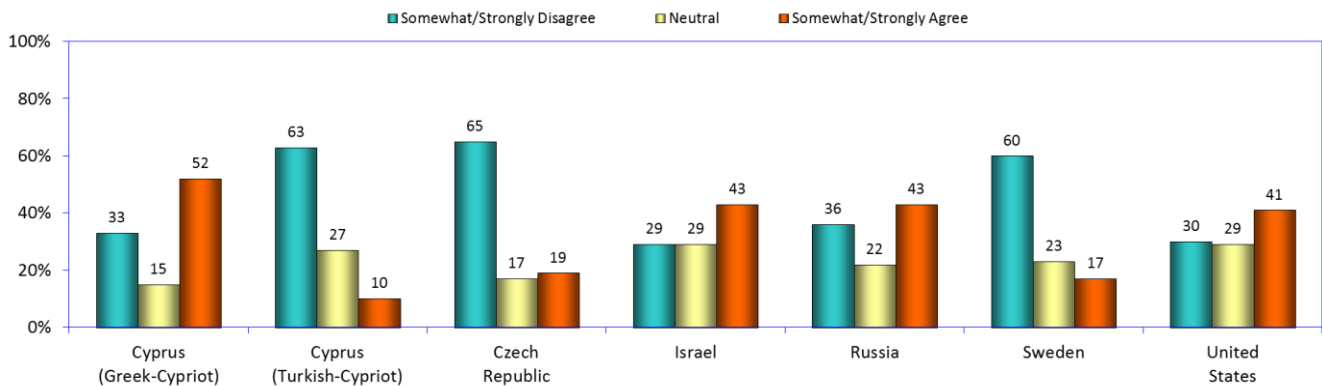
### Does the Internet give users more political power?

Views vary across the WIP countries about the role of the Internet in giving users more political power.

Four countries report at least a plurality of users agreeing that Internet use results in greater political power: Greek Cyprus (52 percent), Israel and Russia (43 percent) and the United States (41 percent).

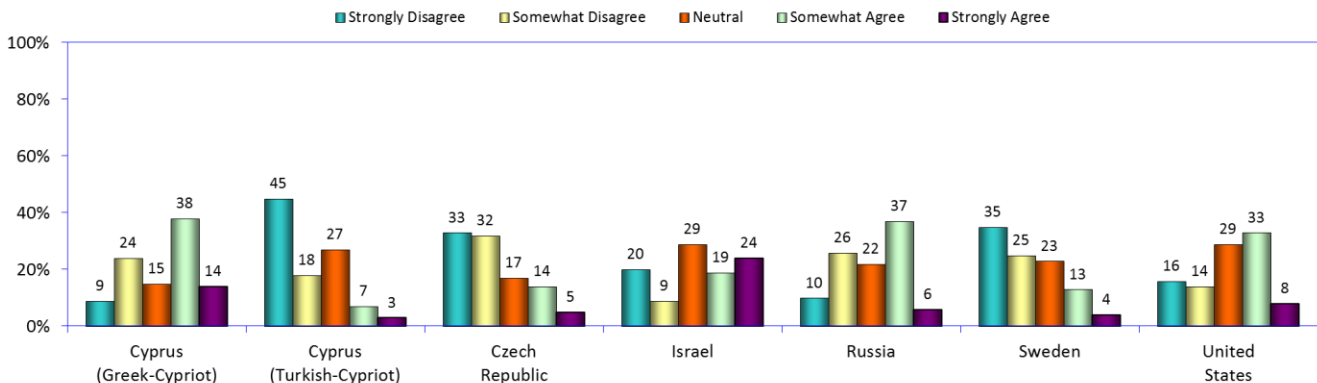
Three countries report a higher percentage of users disagreeing: the Czech Republic (65 percent), Turkish Cyprus (63 percent) and Sweden (60 percent).

*By using the Internet, people like you can have more political power – Internet users*



(Q9A U-2)

When viewed in detail, “strongly disagree” is the most common response in Sweden, the Czech Republic and Turkish Cyprus. On the other hand, “strongly agree” is never the most common response.



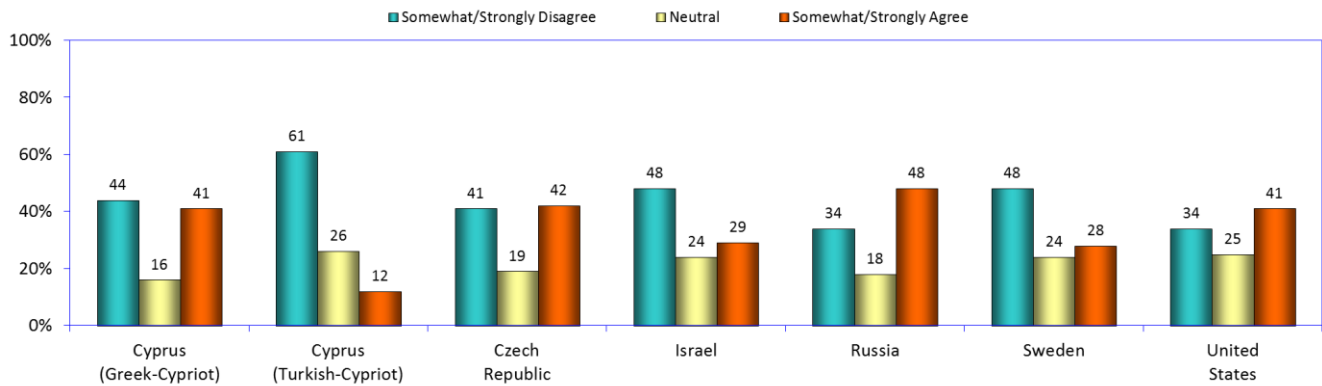
(Q9A U-1)



### Does the Internet give users more say about what the government does?

Overall, users generally disagree with the statement. Only three countries report more users who agree: the Czech Republic (42 percent), Russia (48 percent) and the United States (41 percent). Every country reported at least 30 percent of users disagreeing with the statement.

*By using the Internet, people like you will have more say in what the government does – Internet users*



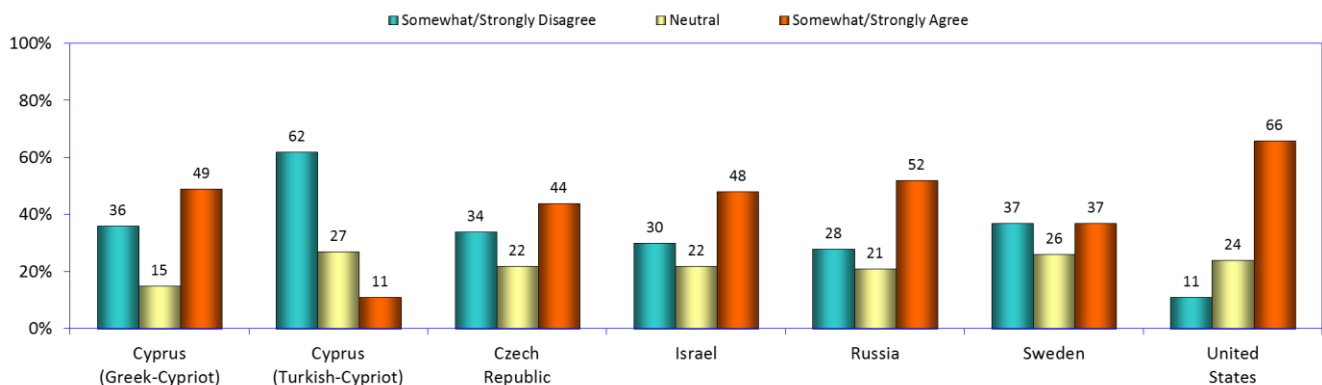
(Q9B U-2)

### Does the Internet help users better understand politics?

In all but two WIP countries, significantly higher numbers of Internet users agree rather than disagree that the Internet helps people better understand politics: the United States (55 percentage point difference), Russia (24 percentage points), Israel (18 percentage points), Greek Cyprus (13 percentage points), and the Czech Republic (10 percentage points).

Only one country (Turkish Cyprus) had higher numbers of users who disagree with the statement and one (Sweden) reported equal numbers of users who agree and disagree.

*By using the Internet, people like you can better understand politics – Internet users*



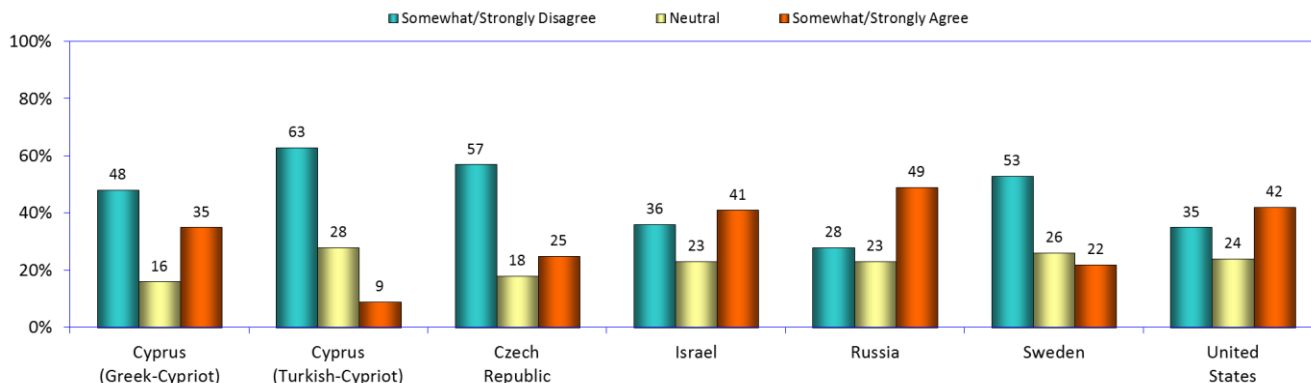
(Q9C U-2)

### Does the Internet encourage public officials to care more about what people think?

Can digital technology be used to encourage public officials to care more about what people think? A majority of users in three countries disagree with this statement: Turkish Cyprus (63 percent), the Czech Republic (57 percent), and Sweden (53 percent).

Of the three countries reporting more users agreeing with the statement, none reported over 50 percent and two of them reported a gap of less than ten percentage points between agreement and disagreement: Israel (5 percentage points) and the United States (7 percentage points).

***By using the Internet, public officials will care more about what people think – Internet users***



(Q9D U-2)

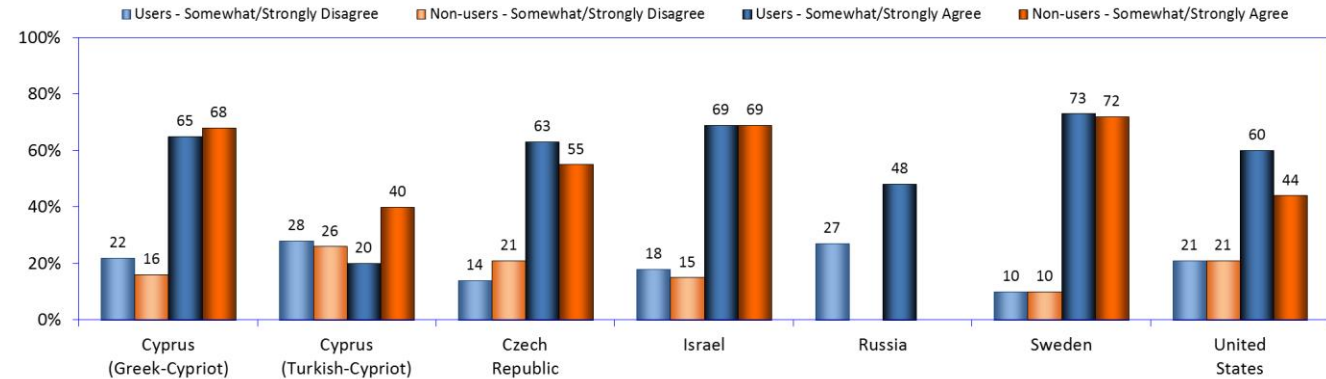
## 2.2 Freedom of expression online and offline: users and non-users

### Comfort expressing views about politics in general

When asked if they would be comfortable saying whatever they think about politics, significant percentages of users and non-users agree; users and non-users reported in near-equal percentages that they would be comfortable saying whatever they think about politics.

In only two countries, the gap between users and non-users responding agree or strongly agree exceeded 10 percent: Turkish Cyprus (20 percentage points) and the United States (16 percentage points).

#### *In general, I feel comfortable saying whatever I think about politics – all respondents*



(Q21A R-1)

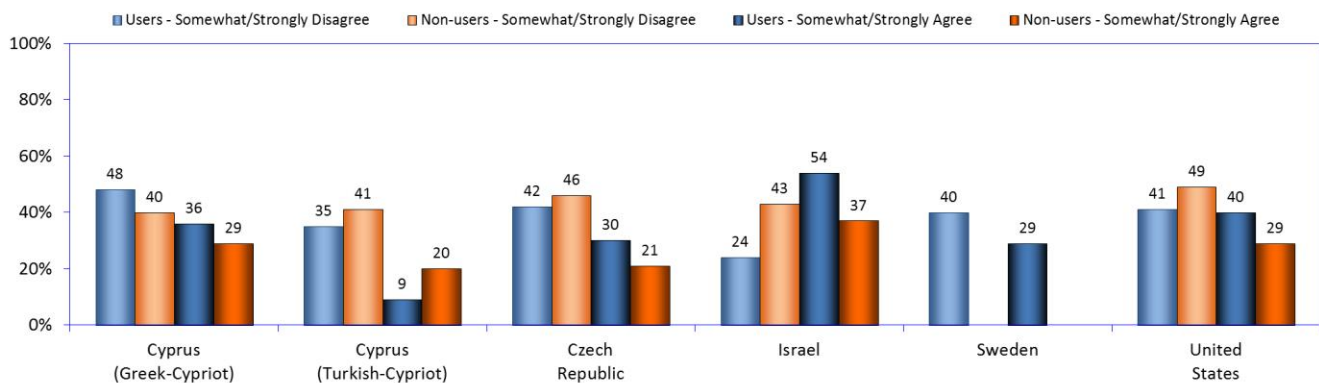
## Feeling safe expressing views about politics while online

Is it safe for users to say whatever they want about politics while online? Views on this issue are split among the WIP countries.

In four of the countries, 40 percent or more of users disagree that on the Internet it is safe to say whatever they want about politics, while only two countries report 40 percent or more of users who agree with this statement.

Generally, non-users are more doubtful about the safety of expressing their views. In four countries, more non-users express disagreement with the statement: Turkish Cyprus (41 percent of non-users and only 35 percent of users disagree; the Czech Republic (46 percent of non-users and only 42 percent of users); Israel (43 percent of non-users and only 24 percent of users); and the United States (49 percent of non-users and only 41 percent of users).

*On the Internet it is safe to say whatever you think about politics – all respondents*



(Q21B R-1)

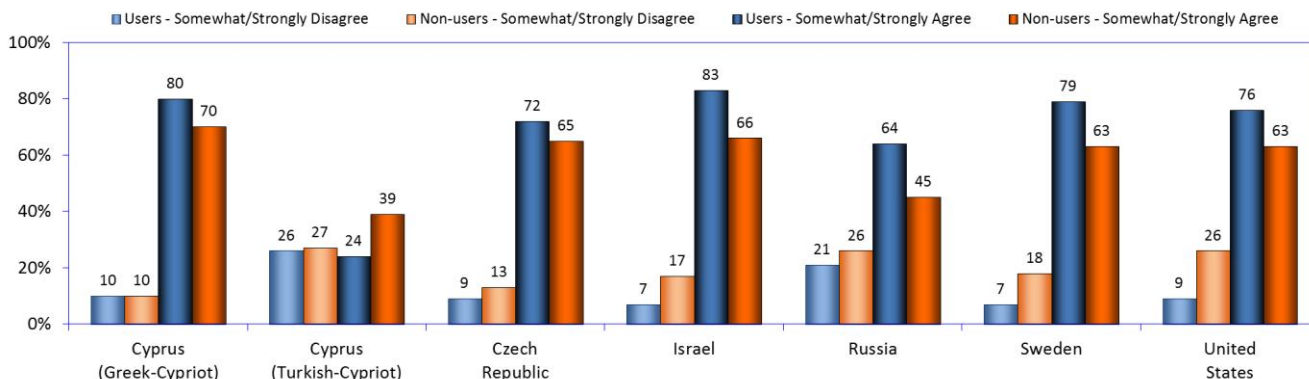
### Criticizing the government on the Internet

In all but one reporting country, a majority of users, and nearly as large percentages of non-users, agree that they should have the freedom to criticize their government while online.

For those who disagree, the gap between users and non-users in all but one country is 11 percentage points or less. Only the United States reported a larger gap (17 percentage points).

The gap between users and non-users who agree is significantly larger – seven countries reported between 7 and 19 percentage points higher agreement by users than non-users. Only one country, Turkish Cyprus, reported higher numbers of non-users who agree than users.

**People should be free to criticize their government on the Internet – all respondents**



(Q21C R-1)

### Expressing ideas on the Internet, even if they are extreme

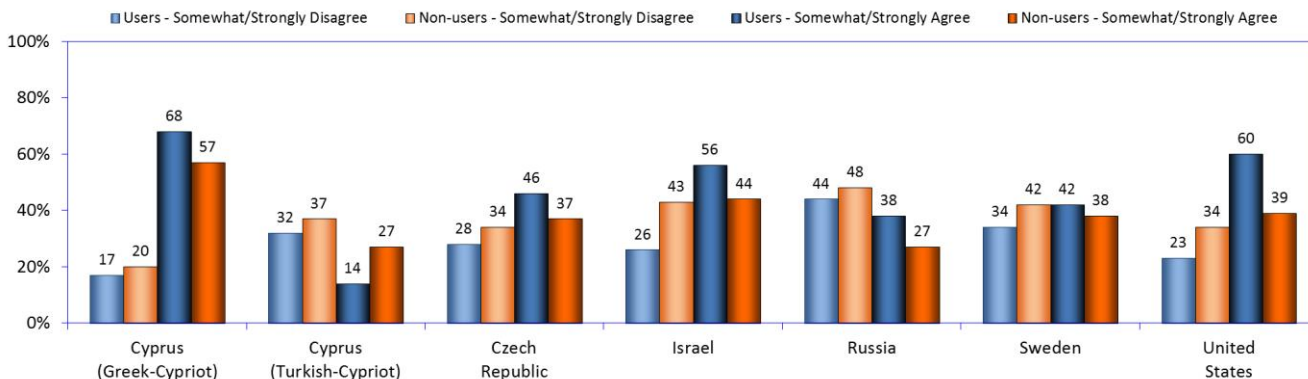
Nearly all of the WIP countries reported higher percentages of users than non-users who agreed that it is acceptable for people to express their extreme ideas online.

Of these countries, the greatest difference was reported by the United States (21 percentage points), followed by Israel (12 percentage points).

Only Turkish Cyprus reported more agreement among non-users.

All countries report higher percentages of non-users who disagree with the statement. The greatest gap was reported by Israel (13 percentage points).

*It is OK for people to express their ideas on the Internet, even if they are extreme – all respondents*



(Q21D R-1)

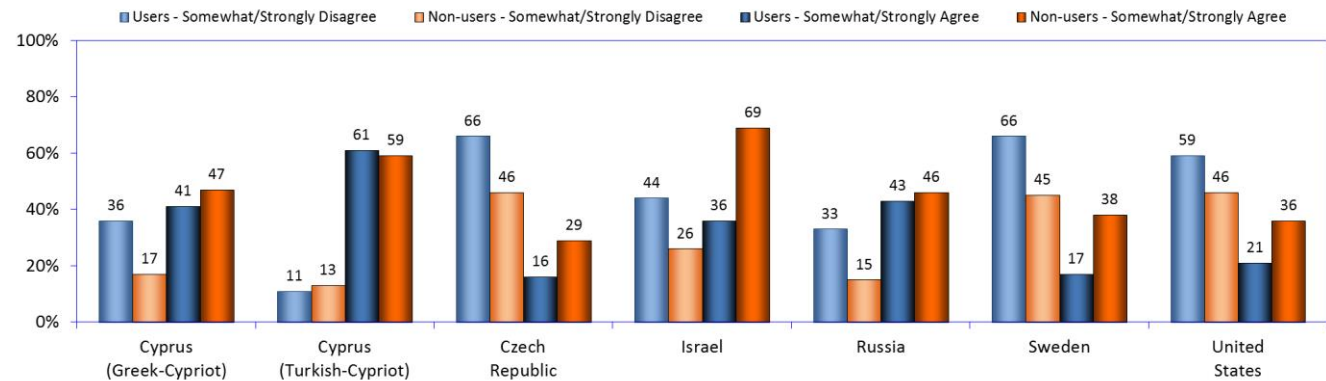
## Government regulating the Internet

Should the government regulate the Internet more than it does now? Responses to this question were varied both across countries and among users and non-users.

In all but one country, non-users feel that there should be more government regulation with gaps ranging from 3 percentage points (Russia) to 33 percentage points (Israel).

In all but one country, smaller numbers of non-users report they do not feel more regulation is needed, with a gap between users and non-users ranging from 21 percentage points to 13 percentage points.

**The government should regulate the Internet more than it does now – all respondents**



(Q21E R-1)

## **3** Media use, reliability, and importance



### 3.1 Media reliability: information on the Internet

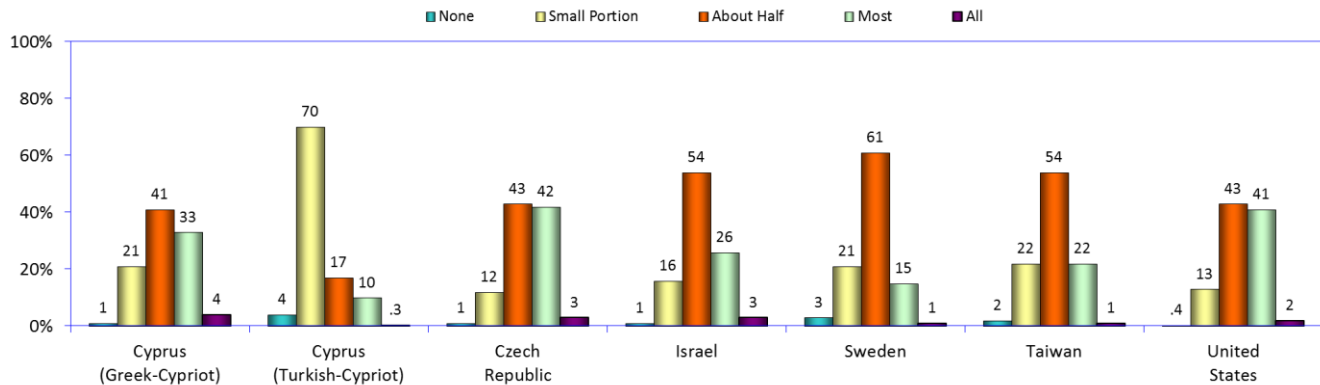
#### Users' trust of information on the Internet

In six of the countries, most users report that about half of the information online is reliable. Only Turkish Cyprus reported less than 40 percent of users who believe about half of the information is correct and instead reports that more than two-thirds of users believe only a small portion is reliable.

Only three countries reported more than 30 percent of users who feel most or all information is reliable: the Czech Republic (45 percent), Greek Cyprus (37 percent), and the United States (43 percent).

Every country has a measurable but very small percentages (less than 5 percent) of users who believe none of the information on the Internet is reliable. The same is true for users reporting all of the information on the Internet is reliable.

*How much of the information on the Internet overall is generally reliable? (Internet users)*



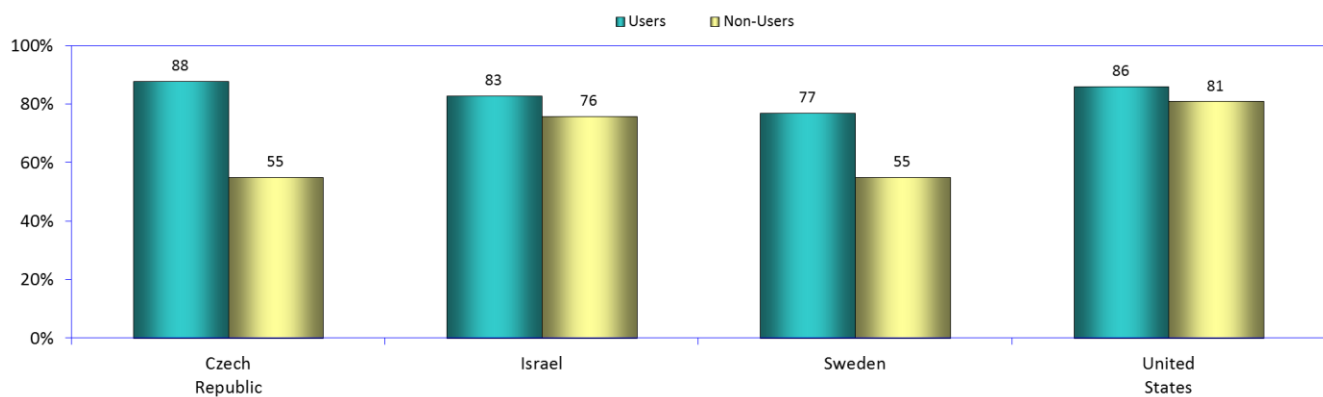
(Q10 U-1)

### Reliability of information on the Internet: users vs. non-users

In all WIP countries, a larger percentage of Internet users than non-users believe at least half of the information on the Internet is reliable.

The greatest difference was reported by the Czech Republic (33 percentage points), followed by Sweden (22 percent). In Israel and the United States, non-users report very similar attitudes as users with less than eight percentage points between them.

*Internet reliability – Internet users and non-users responding half, most or all*



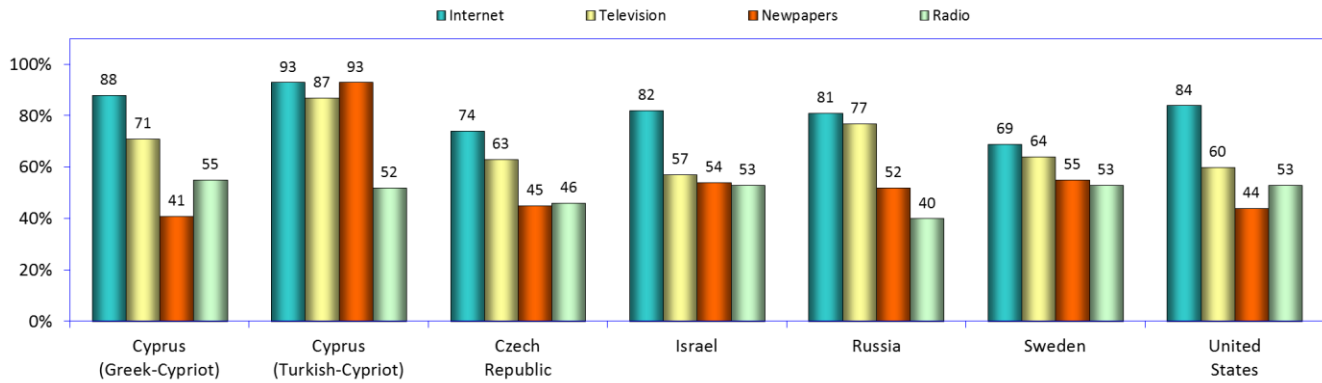
(Q10R-2)

### 3.2 Media importance: media as information source (users and non-users)

At least 69 percent of users in all WIP countries consider the Internet as an important or very important source of information and also rate it as the most important source. In all countries, television is ranked second (in Turkish Cyprus, the Internet is tied with newspapers).

All but one country reported that 40-55 percent of users consider newspapers important or very important sources of information. And all countries reported that 40-55 percent of users ranked radio as important or very important.

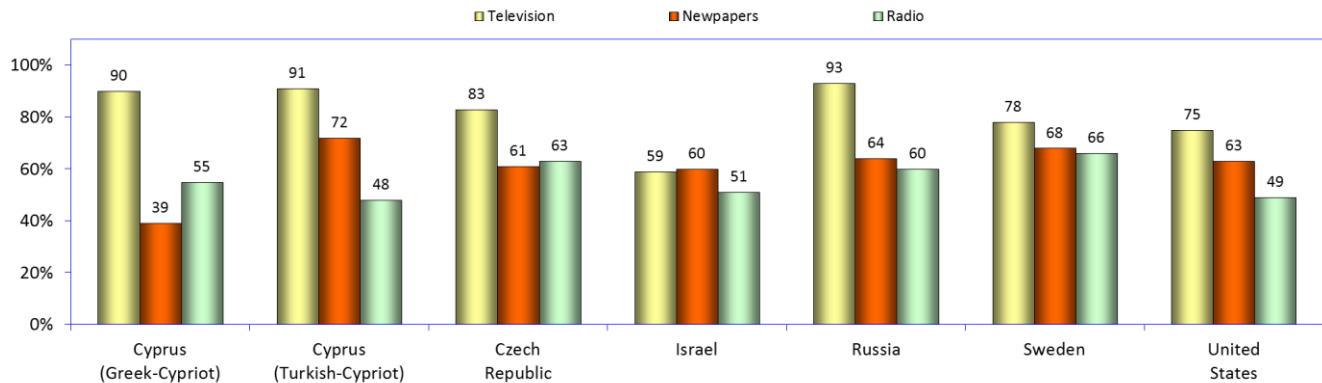
*Importance of media as information sources -- Internet users responding important and very important*



(Q11A-DU-1)

Among non-users, television ranks above newspapers and radio as important media sources of information in all but one country. In Israel, newspapers ranked 1 percentage point higher than television. Radio edged out newspapers for second place in two countries: Greek Cyprus (55 percent) and the Czech Republic (63 percent).

*Importance of media as information sources -- Internet non-users responding important and very important*



(Q11A-D N-1)

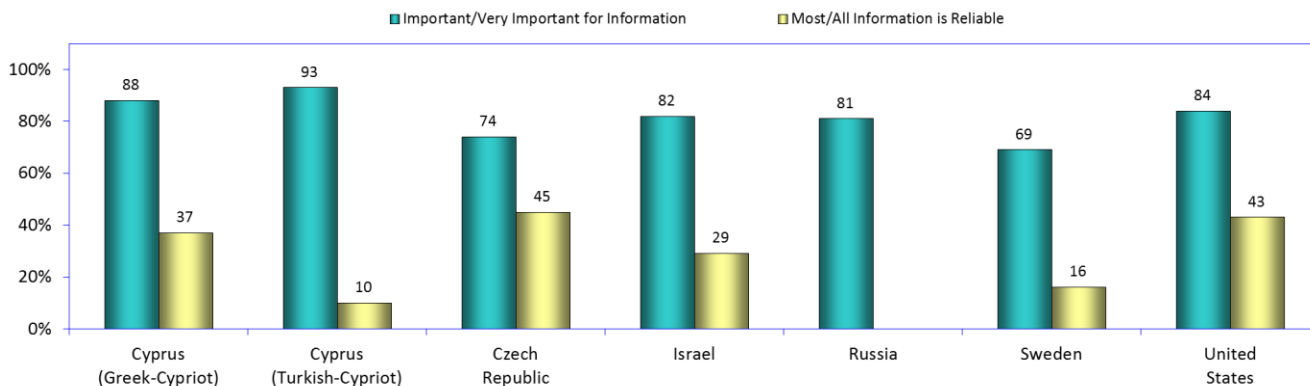
### 3.3 The Internet: Important for information, but reliable?

Even though large majorities of users in all of the WIP countries consider the Internet to be an important source of information, significant percentages also have little faith in the reliability of the information they find online.

In all of the WIP countries, more than two-thirds of users said the Internet is important or very important as a source of information; in five of the countries, those responses exceeded 80 percent.

However, attitudes about the reliability of that information are more critical: in all six of the WIP countries reporting, less than 50 percent of users believe that most or all of the information online is reliable. The most extreme disconnection is reported by Turkish Cyprus where 93 percent of users report that the Internet is important for information, but 90 percent report that half or less of the information is reliable. The Czech Republic reported the closest attitudes with only 29 percentage points between attitudes.

*Internet as information source – important and reliable? (Internet users)*

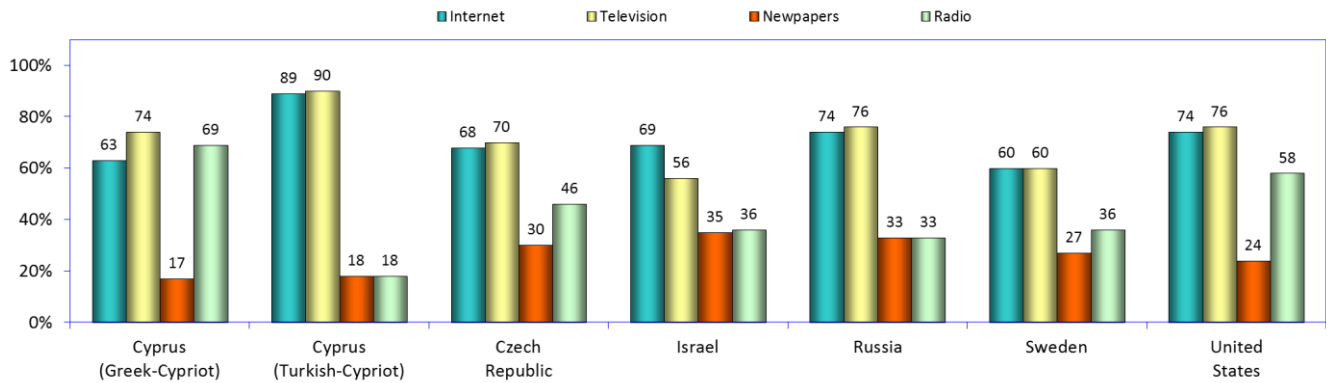


(Q11AxQ10U-1)

### 3.4 Media importance: media as entertainment sources

The Internet ranks as the top entertainment source in only one of the WIP countries (Israel), and in one country (Sweden) is tied with television for the top spot. In the rest of the countries, television is the principal source of entertainment. In five countries, radio is ranked third over newspapers and is tied for third in the remaining two.

*Importance of media as entertainment sources – Internet users responding important and very important*



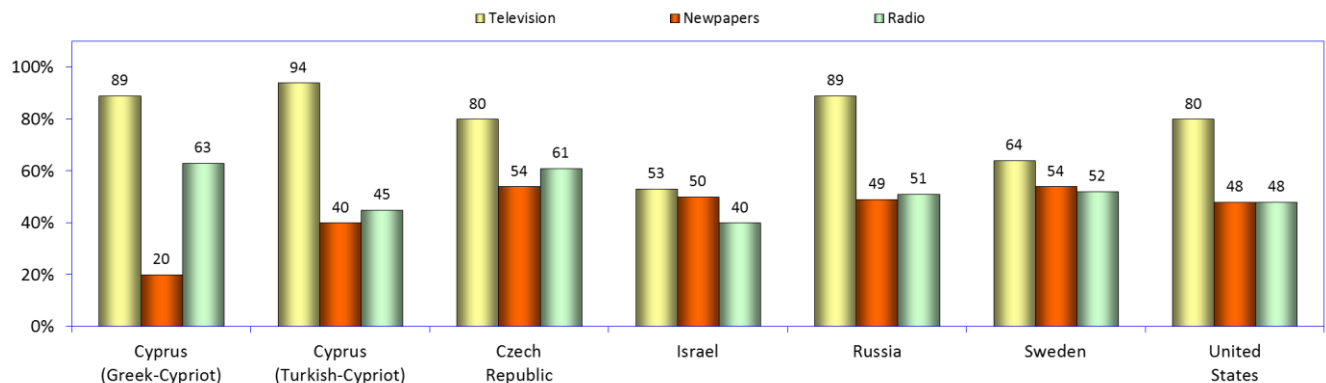
(Q12A-D U-1)

Among non-users, larger percentages in most countries consider television an important source of entertainment compared to newspapers and radio. Only Israel reports lower numbers for television among non-users.

Significantly higher numbers of non-users consider newspapers to be important or very important for entertainment. Only Greek Cyprus reports roughly the same numbers for newspapers for both users and non-users.

Radio is more variable. In two countries (Greek Cyprus and the United States), more users than non-users considered radio to be important or very important for entertainment. Of the other countries, four reported significant differences in radio’s importance for entertainment among users and non-users: Turkish Cyprus (27 percentage point difference), Russia (18 percentage points), Sweden (16 percentage points), and the Czech Republic (15 percentage points).

*Importance of media as entertainment sources – Internet non-users responding important and very important*



(Q12A-D N-1)

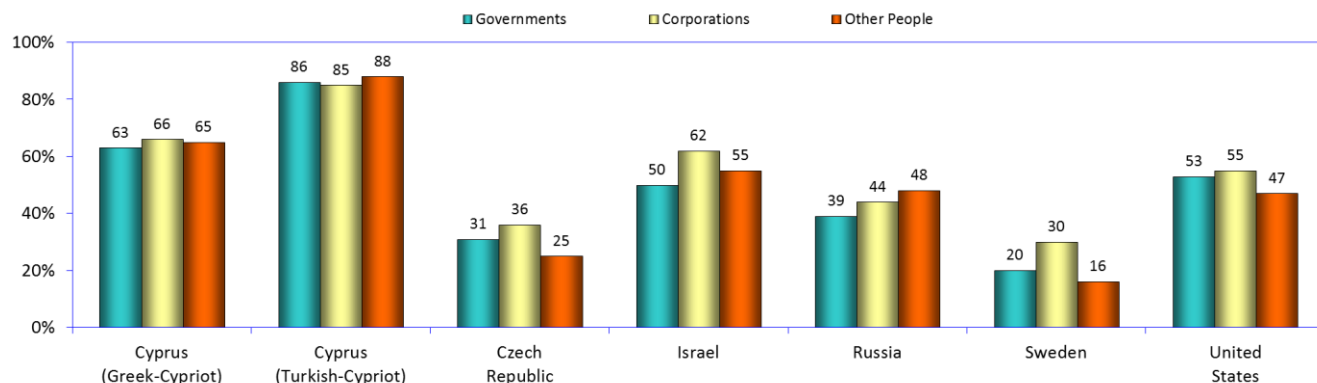
## **4** Online security and personal privacy

## 4.1 Online privacy

In every WIP country, users are more concerned about corporations or individuals violating their privacy online than about governments violating their online privacy. In five countries, users are most concerned about corporations violating their privacy online – as much as 12 percentage points higher than concerns about governments.

In two countries, Internet users express the greatest concern over other people violating their privacy: Turkish Cyprus and Russia.

**Concerned that governments, corporations or others will violate privacy online – Internet users responding somewhat and strongly agree**

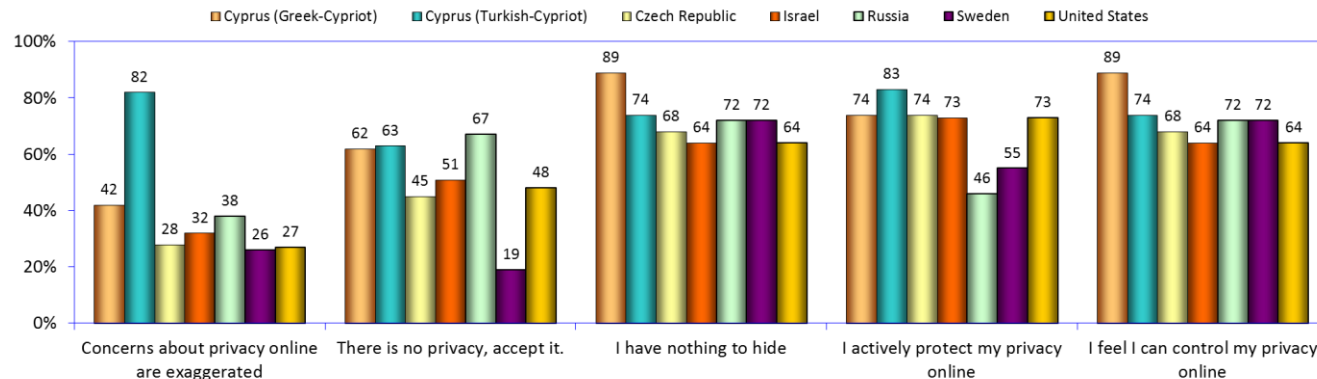


(Q14B-DU-1)

Some paradoxical views are expressed in the data about general online privacy concerns. While a majority of users in all countries say they have nothing to hide, an equally high number in all but one country report that they actively protect their privacy online.

Similarly, all countries report a majority of users that feel they can control their privacy online and four report that a majority of users hold the logically opposing view “There is no privacy.”

**Attitudes toward online privacy – Internet users responding somewhat and strongly agree**

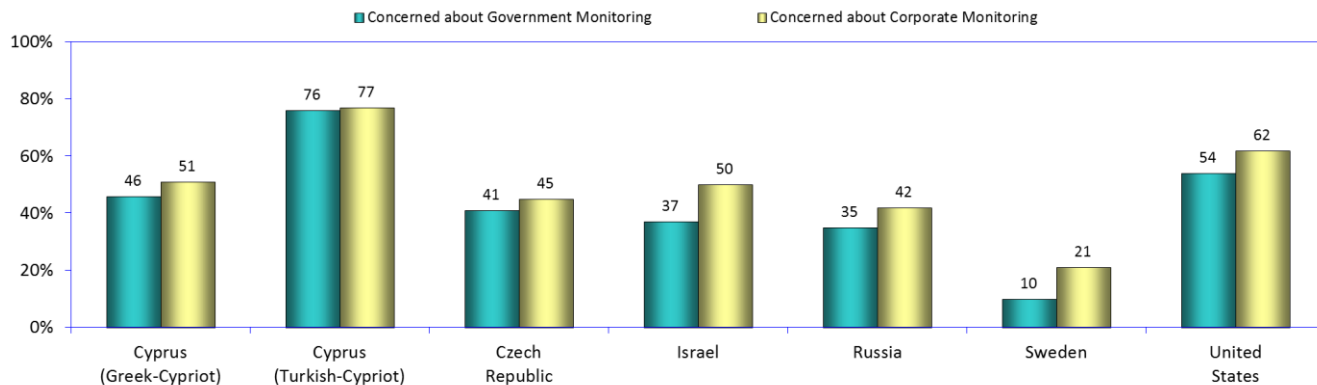


(Q14A, E-H U-2)

## 4.2 At a glance: government and corporations checking online activities

In every WIP reporting country, more users are concerned about corporations than governments monitoring their online activities. Israel has the greatest difference with 13 percentage points, followed by Sweden (11 percentage points), the United States (8 percentage points), Russia (7 percentage points), and Greek Cyprus (5 percentage points).

**Comparison: government and corporate checks of user online behavior – Internet users (somewhat and very concerned)**



(Q21F/G U-2)

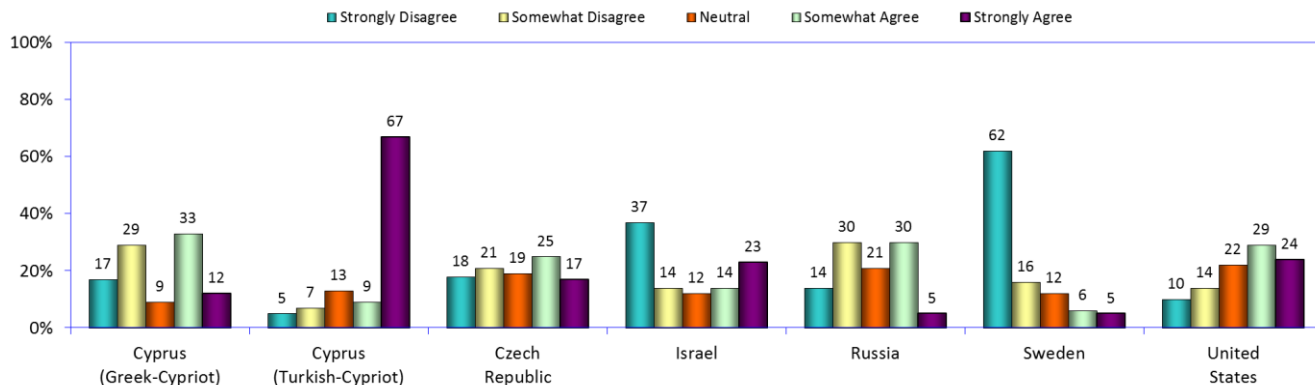


### 4.3 Concerns about government checking online activities

More than 40 percent of Internet users in four of the WIP countries somewhat or strongly agreed that they were concerned with government checking what they do online: Turkish Cyprus (76 percent), the United States (53 percent), Greek Cyprus (45 percent), and the Czech Republic (42 percent).

On the other hand, at least 40 percent of users in four countries somewhat or strongly disagreed that they were concerned about the government checking what they do online: Sweden (78 percent), Israel (51 percent), Greek Cyprus (46 percent), and Russia (44 percent).

**Concerned about government checking user behavior online – Internet users**



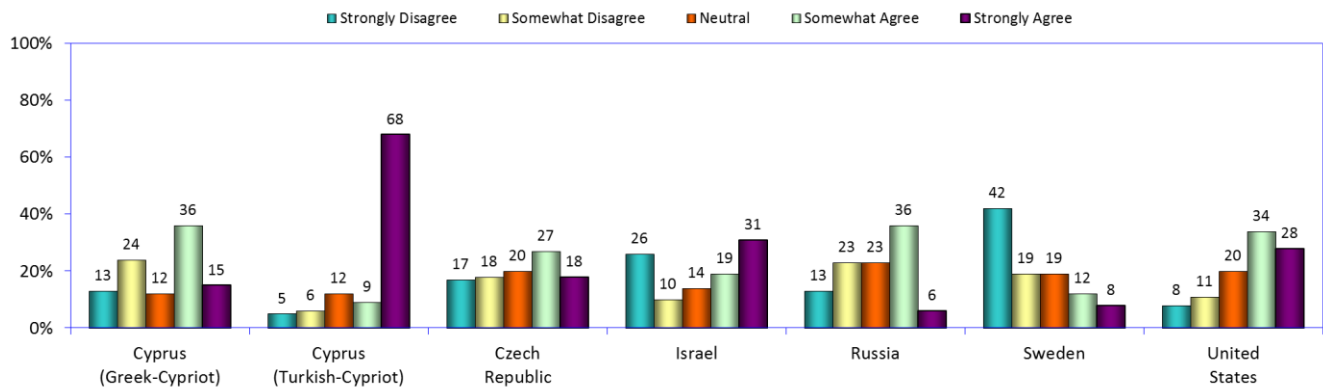
(Q21F U-1)

## 4.4 Concerns about corporations checking online activities

More than 40 percent of Internet users in four of the WIP countries somewhat or strongly agreed that they were concerned with corporations checking what they do online: Turkish Cyprus (77 percent), the United States (62 percent), Greek Cyprus (51 percent), Israel (50 percent), the Czech Republic (45 percent), and Russia (42 percent).

On the other hand, at least 40 percent of users in only one country, Sweden, somewhat or strongly disagreed that they were concerned about corporations checking what they do online.

**Concerned about corporations checking user behavior online – Internet users**



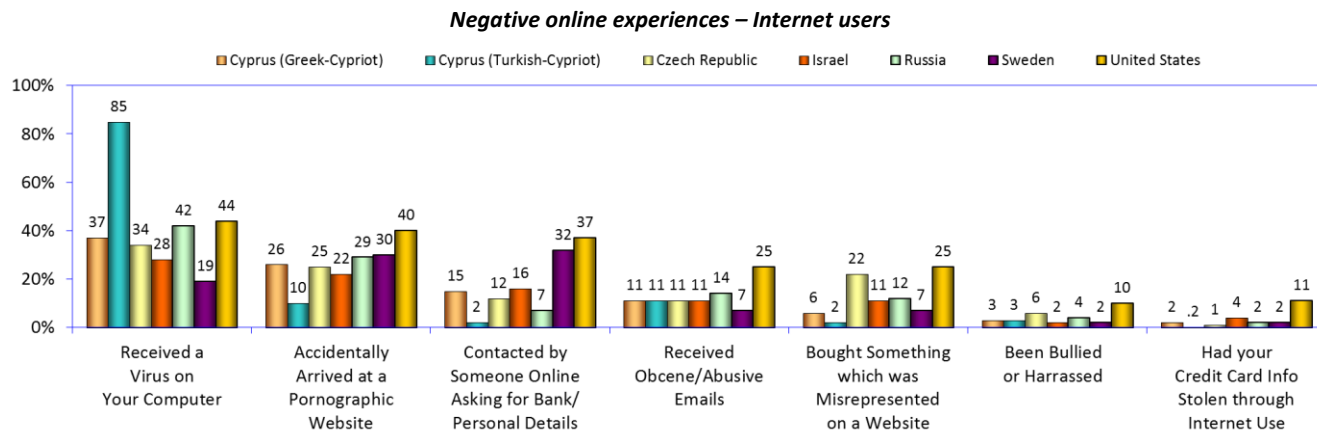
(Q21G U-1)

## 4.5 Negative online experiences

In most countries, less than half of users have received a virus on their computer or device in the last year.

More than 20 percent of users have arrived accidentally at a pornographic websites in all countries except the Turkish Cyprus.

The United States reports the highest percentage of users with negative online experiences in nearly every category (all except having received a computer virus).



(Q8 U-1)

## **5** Keeping connected through the Internet

## 5.1 Internet as a communication tool

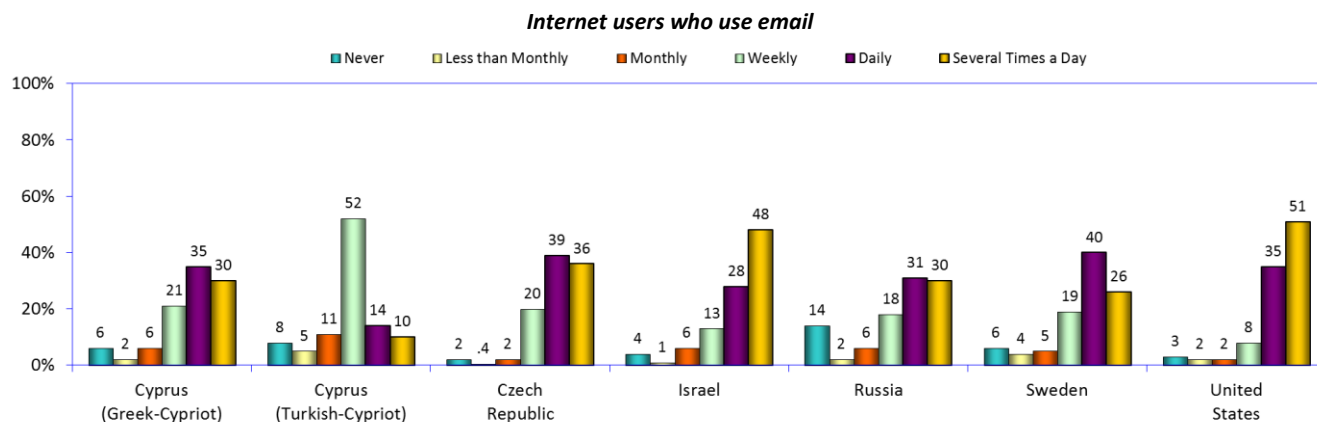
### Email

Even though communicating through social networks has become a popular online activity, using email continues to be a regular daily routine for large percentages of Internet users.

More than 60 percent of users in 7 of the 8 WIP reporting countries check email daily or several times a day: United States (86 percent), Israel (76 percent), the Czech Republic (75 percent), Sweden (66 percent), Greek Cyprus (65 percent), and Russia (61 percent).

Only Turkish Cyprus reported less than half of users sending or receiving emails every day (24 percent).

In most WIP countries, 15 percent or less of users check emails only occasionally (monthly or less): Sweden (15 percent), Greek Cyprus (14 percent), Israel (11 percent), the United States (7 percent), and the Czech Republic (4 percent).



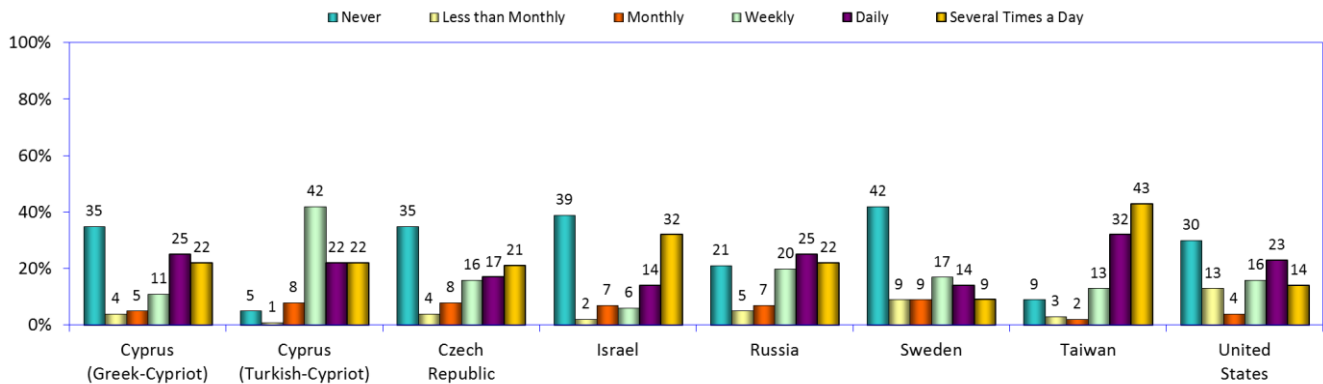
(Q16A U-1)

### Instant messaging

Compared with sending and receiving email, instant messaging is used less frequently in the WIP countries.

Nonetheless, seven countries reported that 50 percent or more of users access instant messaging at least weekly: Taiwan (88 percent), Turkish Cyprus (86 percent), Russia (67 percent), Greek Cyprus (58 percent), the Czech Republic (54 percent), the United States (53 percent), and Israel (52 percent).

**Internet users who use instant messaging**

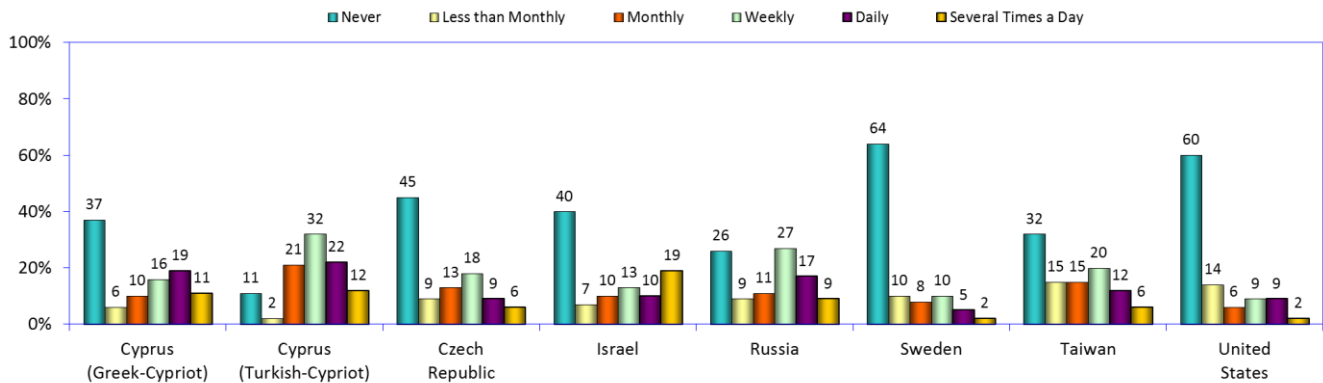


(Q16B U-1)

### Web-based phone calls

While all countries report some people going online daily to make or receive web-based calls, only four countries reported more than 25 percent of daily users: Turkish Cyprus (34 percent), Greek Cyprus (30 percent), Israel (29 percent), and Russia (26 percent).

**Internet users who make or receive phone calls over the Internet**



(Q16C U-1)

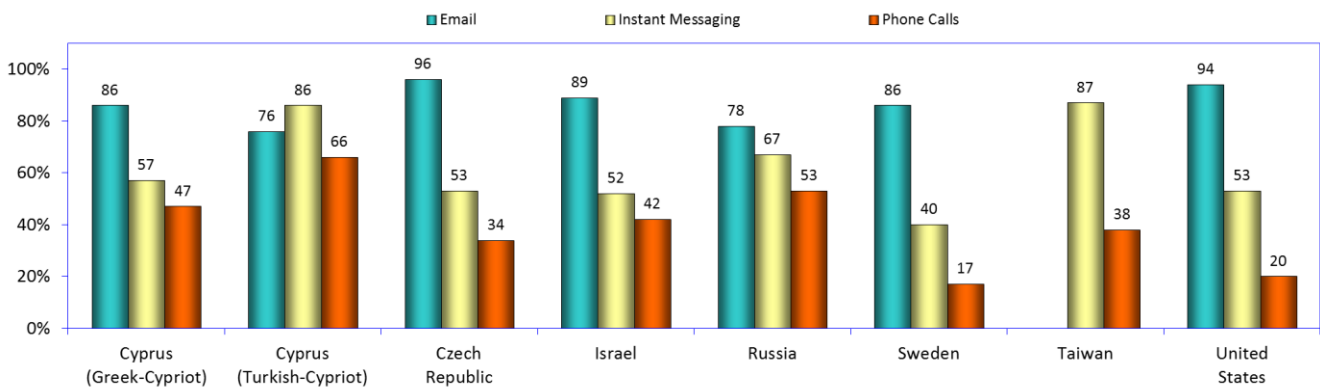
### Overview of Internet use for communication: at least weekly

In all reporting WIP countries, more than 75 percent of users check email at least weekly.

Instant messaging is less common with only two countries indicating that more than 80 percent of users send Instant Messages at least weekly. However, all but one country report that at least 50 percent of users participate in instant messaging at least weekly.

All but two countries report at least 30 percent of their users send or receive VOIP phone calls weekly.

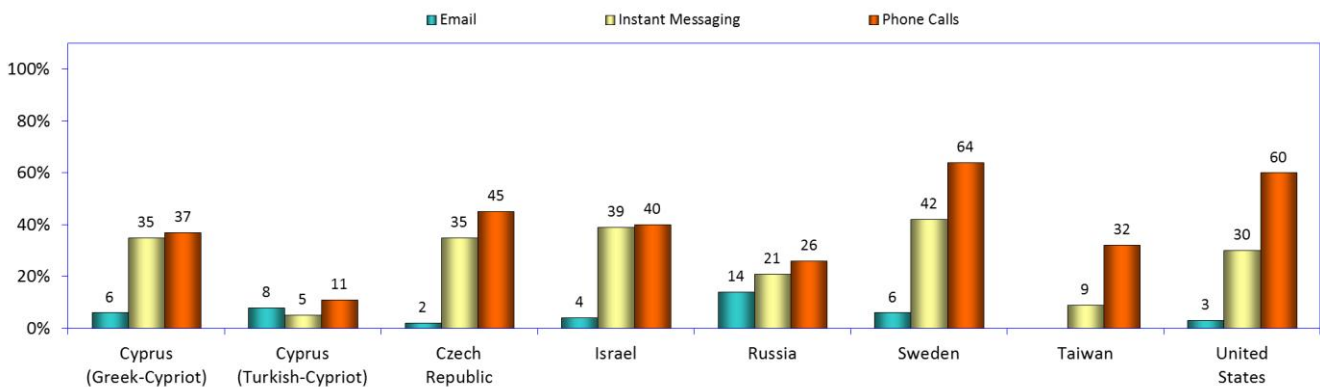
**Internet as a communication tool – Internet users at least weekly**



(Q16A-C U-1)

High percentages of users never make/receive phone calls.

**Internet as a communication tool – Internet users never**

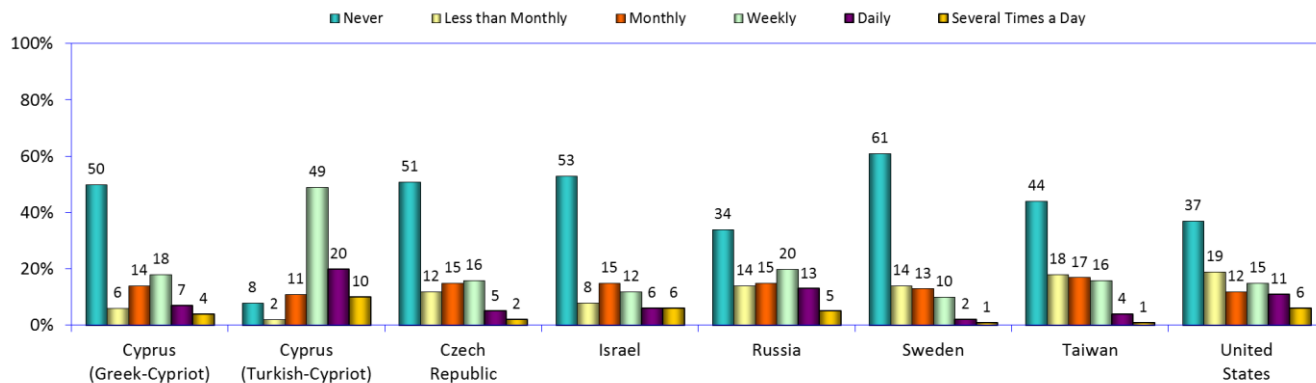


(Q16A-C U-2)

## 5.2 Social media: user-generated content

At least 25 percent of users in every country post their own content online monthly or more. Three countries report that more than 30 percent of users post content at least weekly: Turkish Cyprus (79 percent), Russia (38 percent), and United States (32 percent).

*Internet users who post their own personal content*



(Q16F U-1)



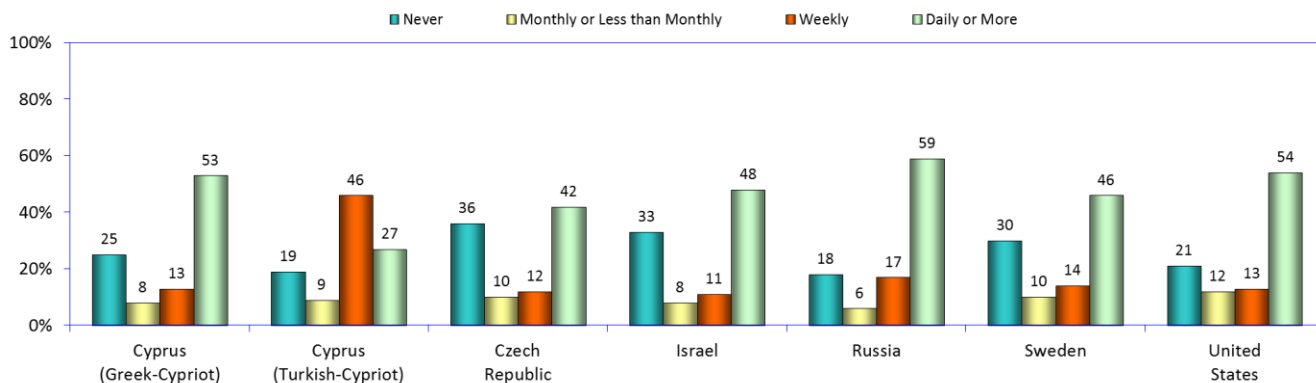
### 5.3 Social media: content posted by others

#### Visit social networking sites

A majority of users in all countries visit social networking sites at least weekly: Russia (76 percent), Turkish Cyprus (73 percent), the United States (67 percent), Greek Cyprus (66 percent), Sweden (60 percent), Israel (59 percent), and the Czech Republic (54 percent).

As with email, there are few users who visit social networking sites only occasionally. Instead, most countries report that users either visit these sites frequently, or not at all.

*Internet users who visit social networking sites*

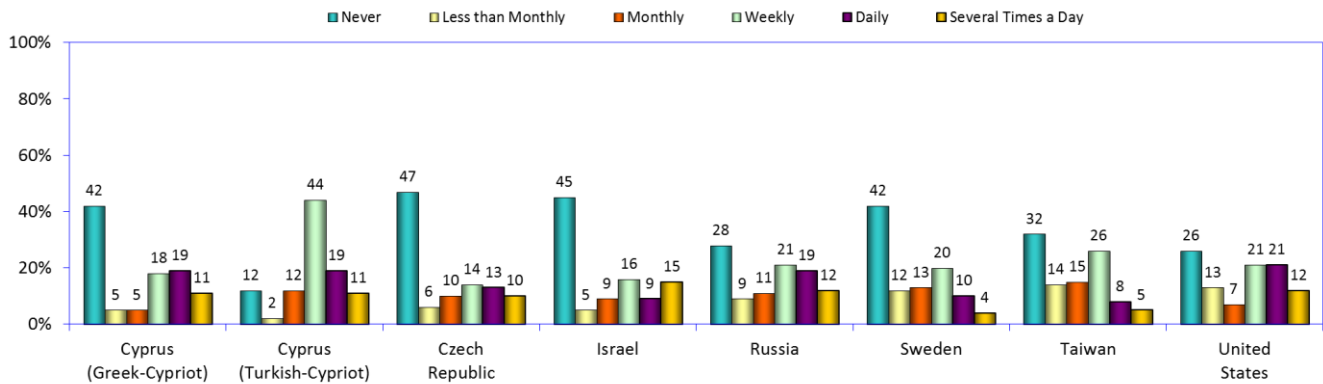


(Q18IU-2)

### Post messages or comments on social networking sites

All WIP countries reported a majority of users who post messages/comments on social networking sites. Three countries reported that a majority of users post on social networking sites at least weekly: Turkish Cyprus (74 percent), the United States (54 percent), and Russia (52 percent).

*Internet users who post messages/comments on social networking sites*

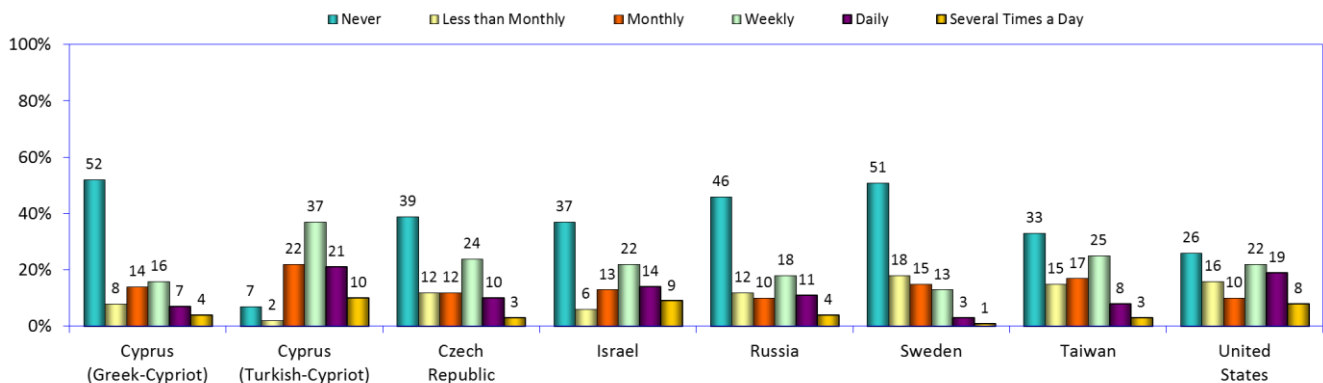


(Q16EU-1)

### Re-post or share links or content created by others

Six WIP countries report a majority of users that re-post/share content created by others. Further, each of these six report that 30 percent or more of their users re-post or share content at least weekly: Turkish Cyprus (68 percent), the United States (49 percent), Israel (45 percent), the Czech Republic (37 percent), Taiwan (36 percent), and Russia (33 percent).

*Internet users who repost/share content created by others*

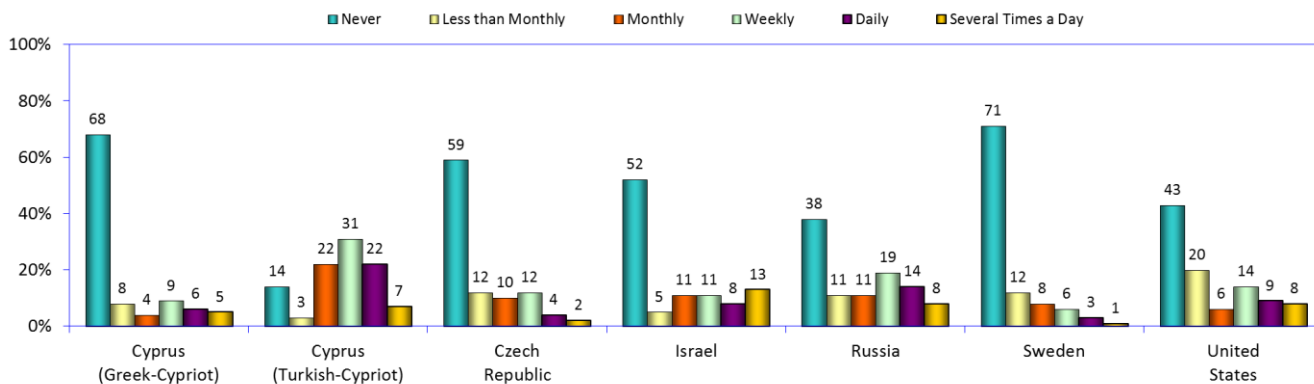


(Q16G U-1)

### Post messages or comments on discussion boards

Only three of the WIP countries reported a majority of people who post messages/comments on discussion boards. Four WIP countries report that more than 30 percent of users post on discussion boards weekly, daily, or several times a day: Turkish Cyprus (60 percent), Russia (41 percent), Israel (32 percent), and the United States (31 percent).

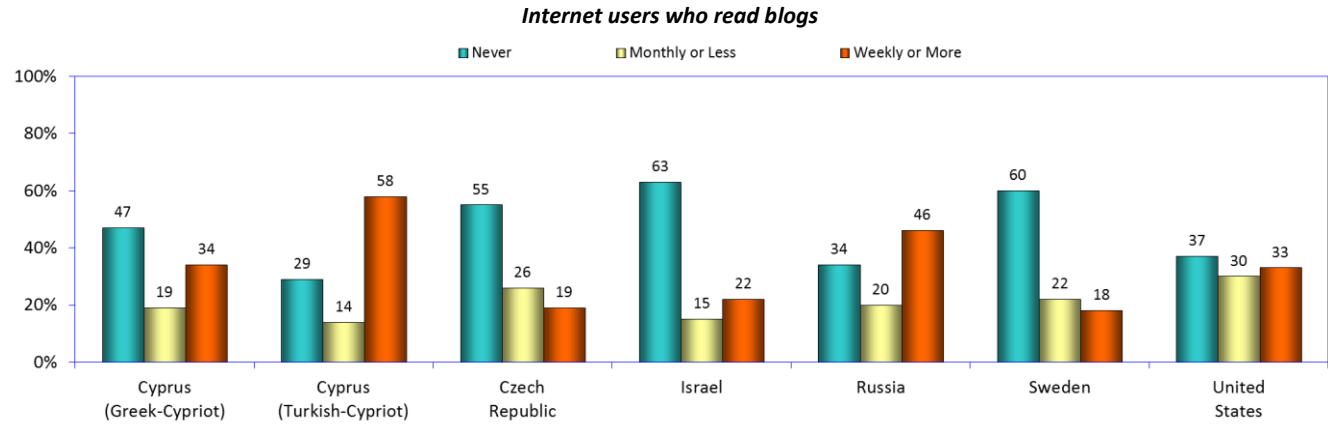
*Internet users who post messages/comments on discussion boards*



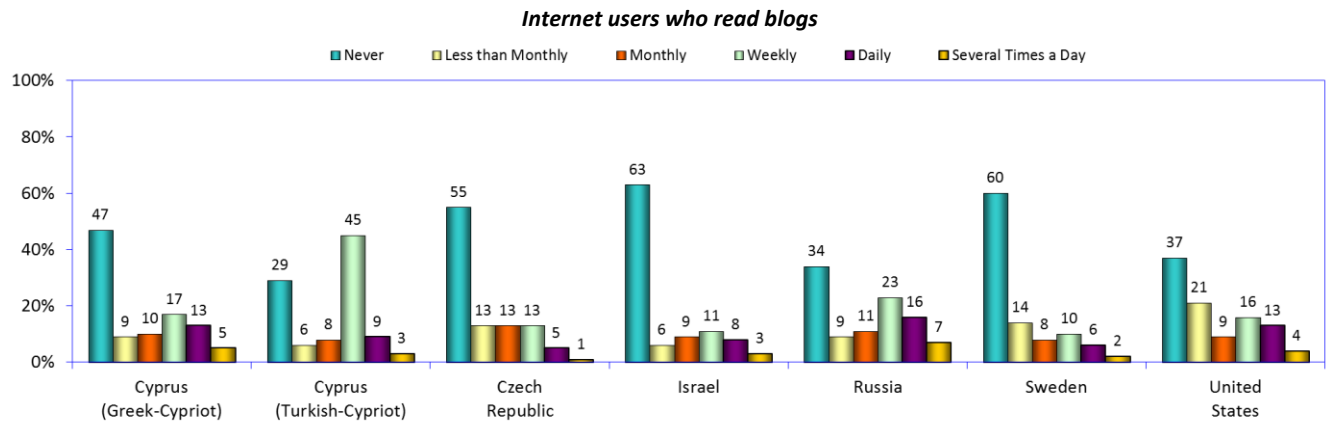
(Q16DU-1)

## Read blogs

Four countries reported that a majority of users read blogs. In most countries, users who read blogs do so frequently (at least weekly). Only the Czech Republic, Israel, and Sweden reported slightly more occasional blog readers.



(Q17D U-2)



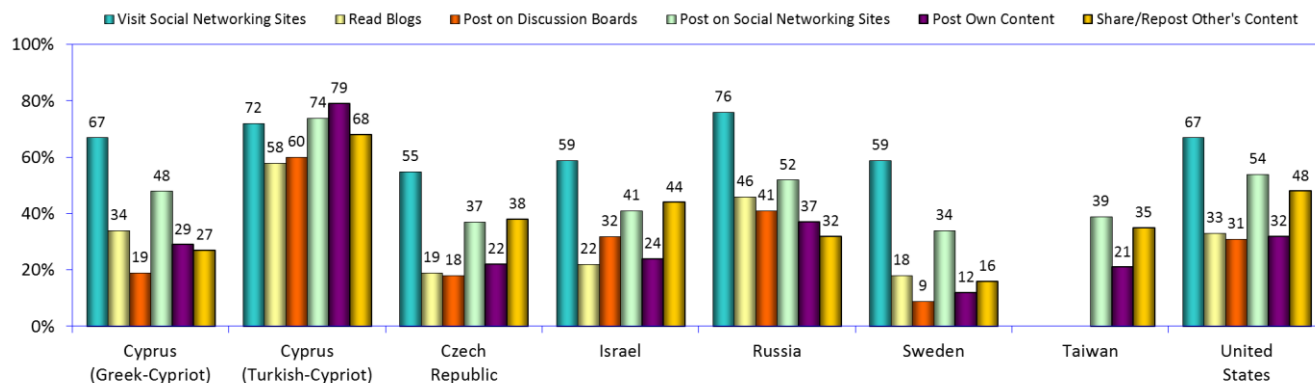
(Q17D U-1)

## 5.4 At-a-glance: social networking sites

A majority of users in all reporting countries visit social networking sites at least weekly. Similarly, at least 30 percent of users in all countries post comments or messages on social networking sites.

Usage patterns vary across the other categories, but in all but two cases (Sweden - post on discussion boards and post own content), all countries report at least 15 percent of users participating in the activities on at least a weekly basis.

**Social networking – Internet users weekly, daily and several times a day**



(Q16D-G 17D 18I U-1)

## **6** Research, education, and jobs

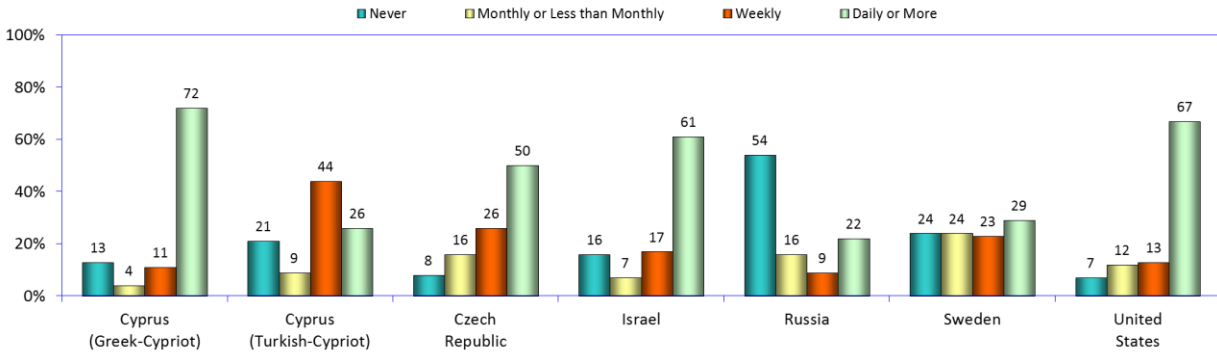
## 6.1 Research

### Surfing the Web

In all but one country, more than 75 percent of users go online to surf the web.

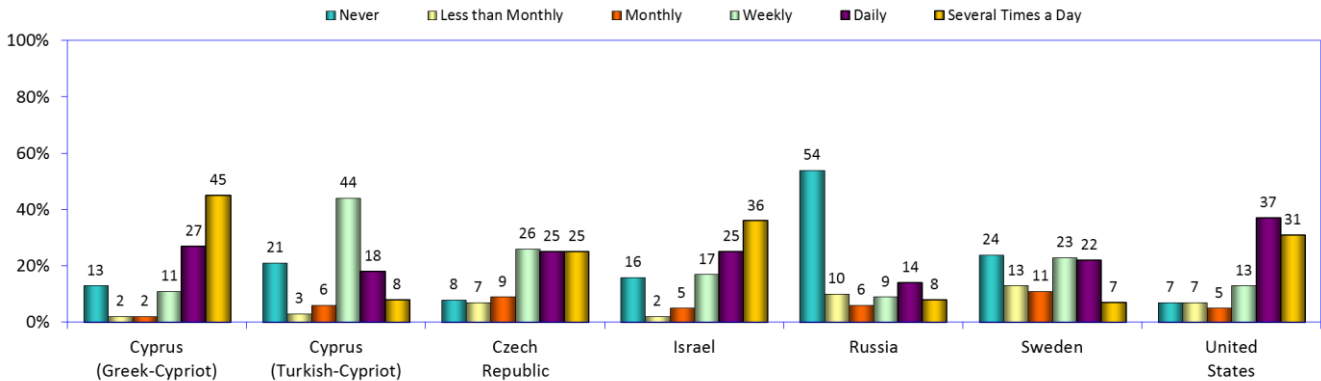
In five countries, 70 percent or more of users surf the web at least weekly: Greek Cyprus (83 percent), the United States (80 percent), Israel (78 percent), the Czech Republic (76 percent), and Turkish Cyprus (70 percent).

*Internet users who surf or browse the Web*



(Q18G U-2)

*Internet users who surf or browse the Web*



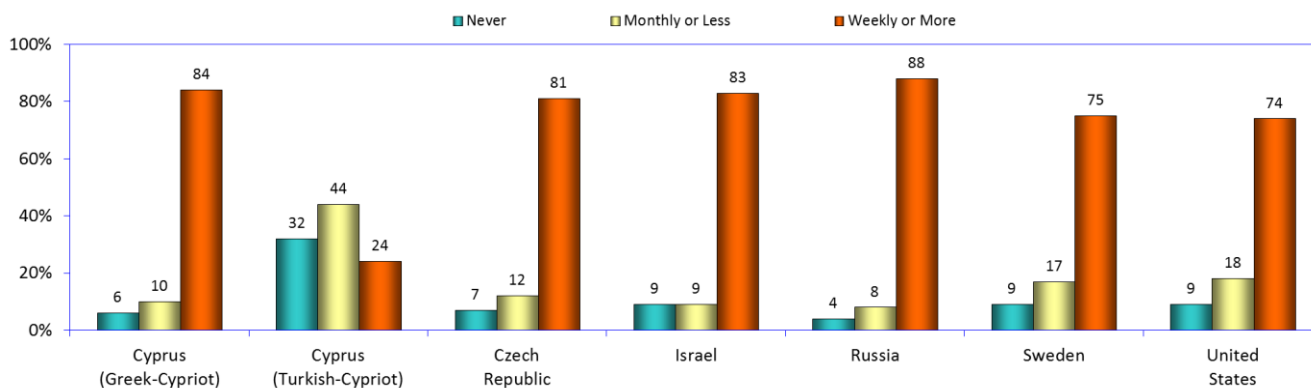
(Q18G U-1)

### Looking for news

Looking for news is one of the most common activities on the web. In five of the WIP countries, 50 percent or more of users look for news online daily or several times a day: Greek Cyprus and Israel (67 percent), Russia (66 percent), the Czech Republic (54 percent), and the United States (52 percent).

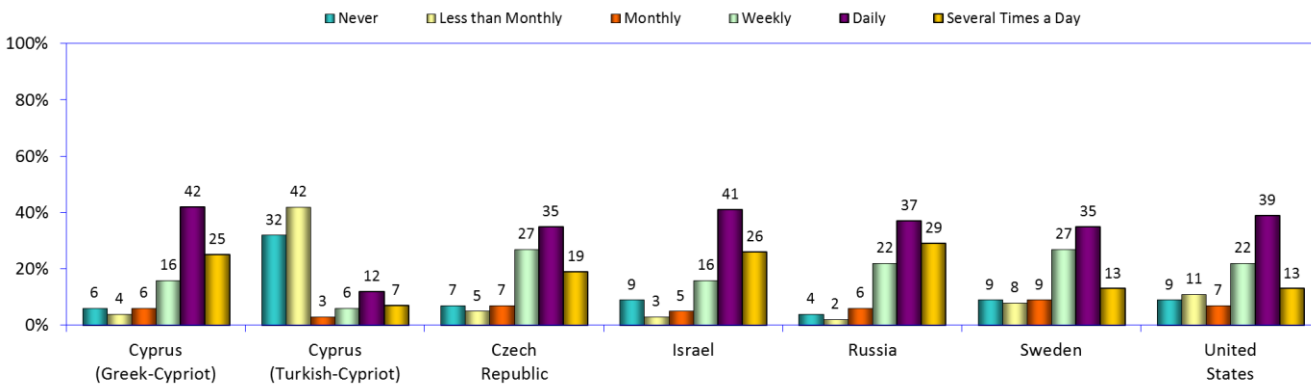
And all but one country reported over 70 percent of users who look for news at least weekly. Turkish Cyprus reported the highest number of users who only occasionally look for news (44 percent).

**Internet users who look for news**



(Q17A U-2)

**Internet users who look for news**



(Q17A U-1)

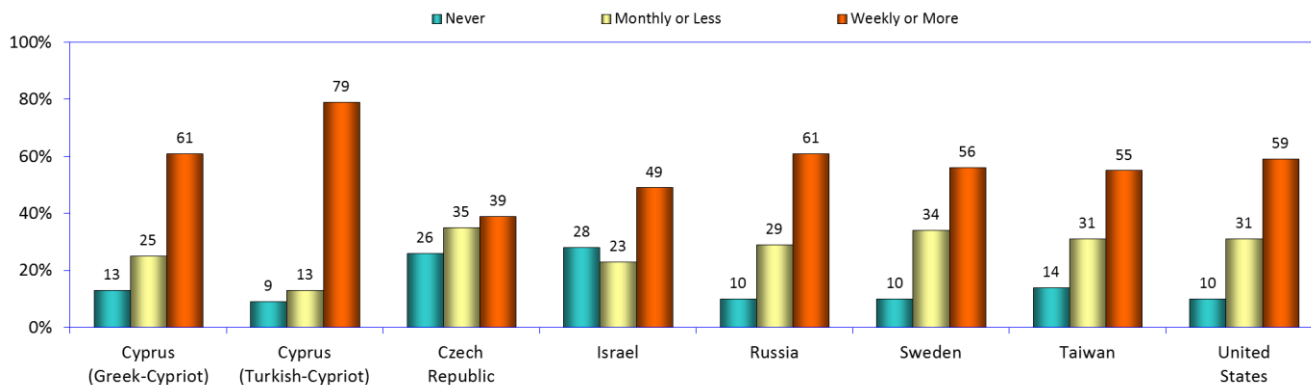


## Fact checking

All of the WIP countries report that at least a plurality of users who go online to check a fact at least weekly.

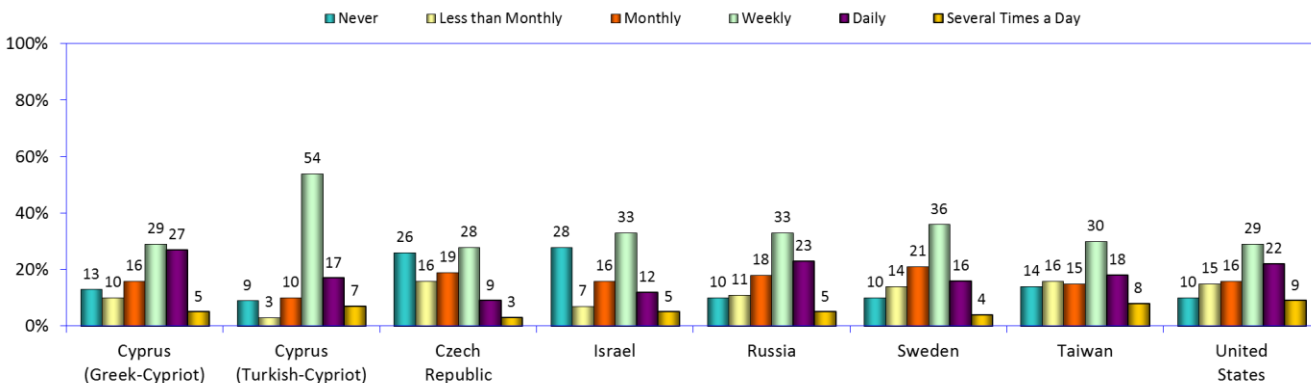
Four of these report that a quarter or more of their users check facts online at least daily: Greek Cyprus (32 percent), the United States (31 percent), Russia (28 percent), and Taiwan (26 percent).

**Internet users who find or check a fact online**



(Q20B U-2)

**Internet users who find or check a fact online**



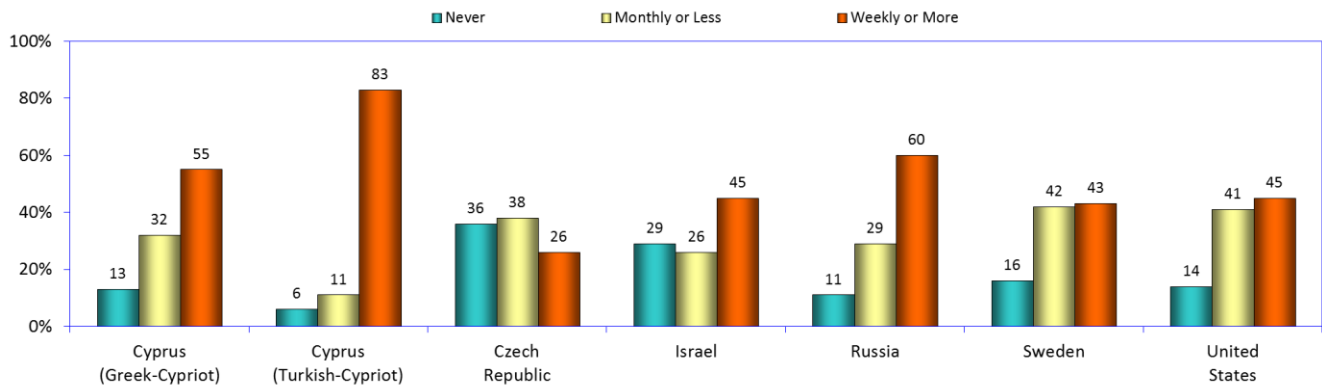
(Q20B U-1)

## Definitions

In all of the WIP reporting countries, over 60 percent of users go online to look for definitions of words.

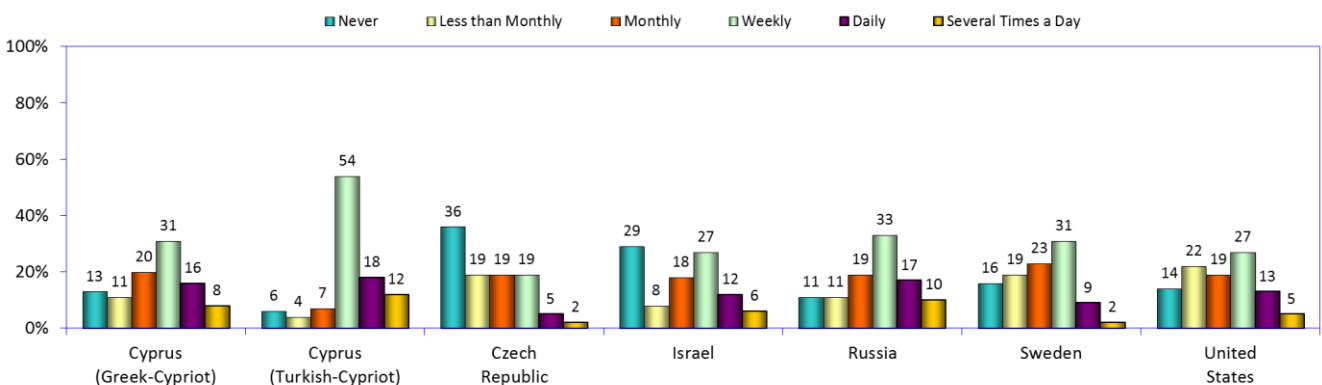
All but the Czech Republic reported that 40 percent or more of their users look up definitions online at least weekly. And three countries report that at least 20 percent of their users look up definitions at least daily: Turkish Cyprus (30 percent), Russia (27 percent), and Greek Cyprus (24 percent).

*Internet users who look up definitions of words online*



(Q20A U-2)

*Internet users who look up definitions of words online*



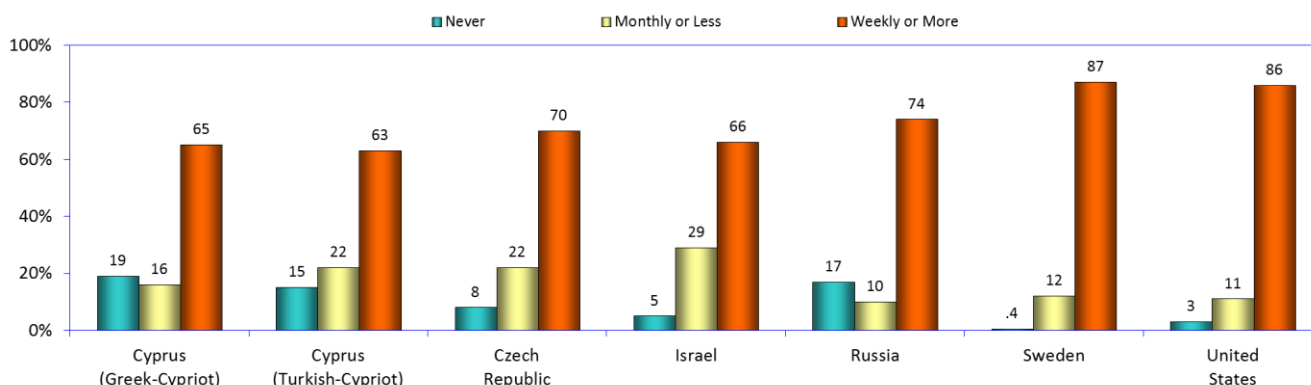
(Q20A U-1)

### Research for school

All of the reporting WIP countries report that at least 60 percent of their student users go online at least weekly to conduct research for school.

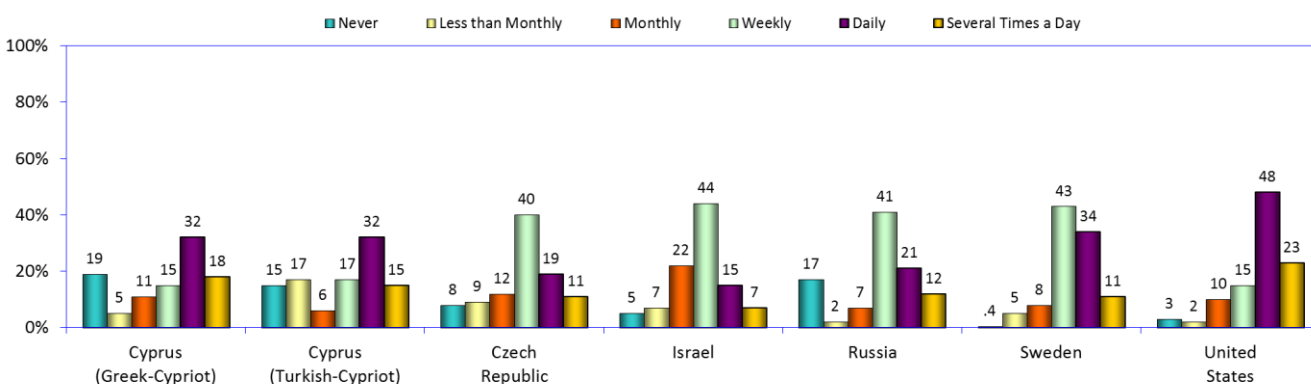
In six WIP countries, more than a quarter of student users go online once a day or more often for school research: the United States (71 percent), Greek Cyprus (50 percent), Turkish Cyprus (47 percent), Sweden (45 percent), Russia (33 percent), and the Czech Republic (30 percent).

**Internet users who go online for information for school-related work (Internet users who are students and not employed)**



(Q20C U-2)

**Internet users who go online for information for school-related work (Internet users who are students and not employed)**



(Q20C U-1)

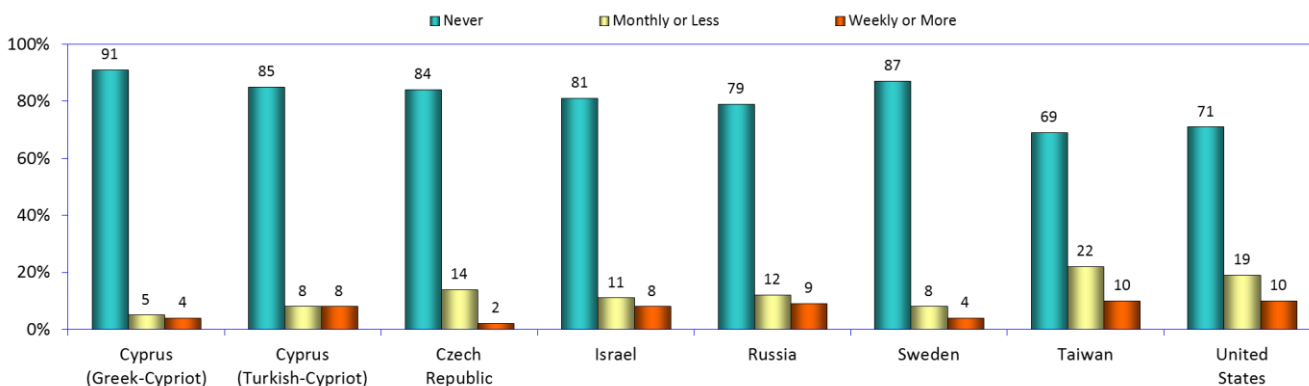
## 6.2 Jobs and education

### Distance learning

All countries reported measurable percentages of Internet users who go online to participate in distance learning for job training or an academic degree.

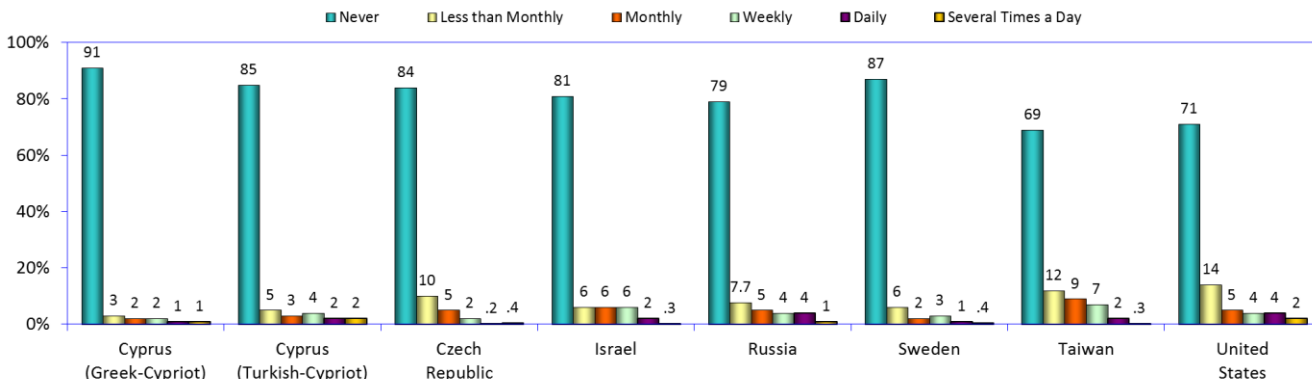
In all but one country, the number of users going online only occasionally for distance learning is higher than those accessing distance learning weekly or more. In three countries, this difference is significant: the Czech Republic and Taiwan (12 percentage points), and the United States (9 percentage points).

*Internet users who go online to participate in distance learning for job training or an academic degree*



(Q20D U-2)

*Internet users who go online to participate in distance learning for job training or an academic degree*



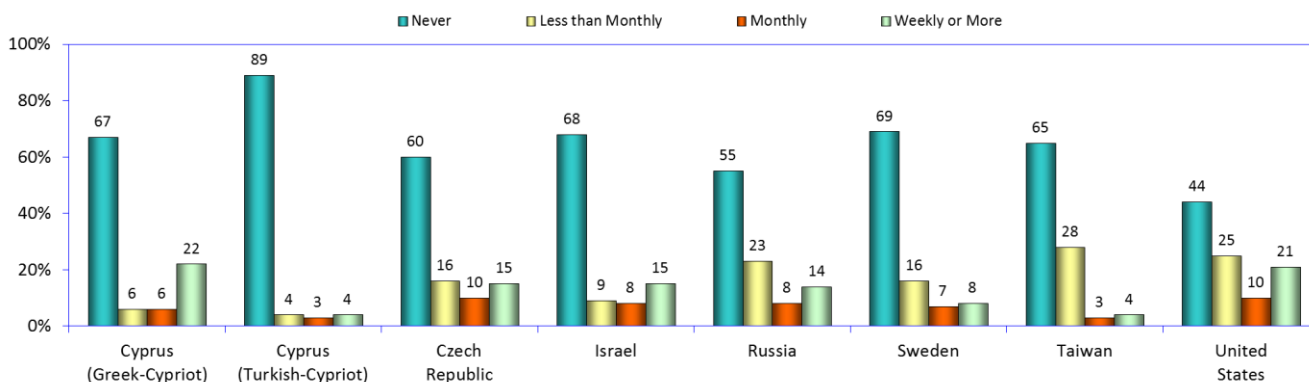
(Q20D U-1)

### Job searching

Online job searching is relatively common in most of the WIP countries.

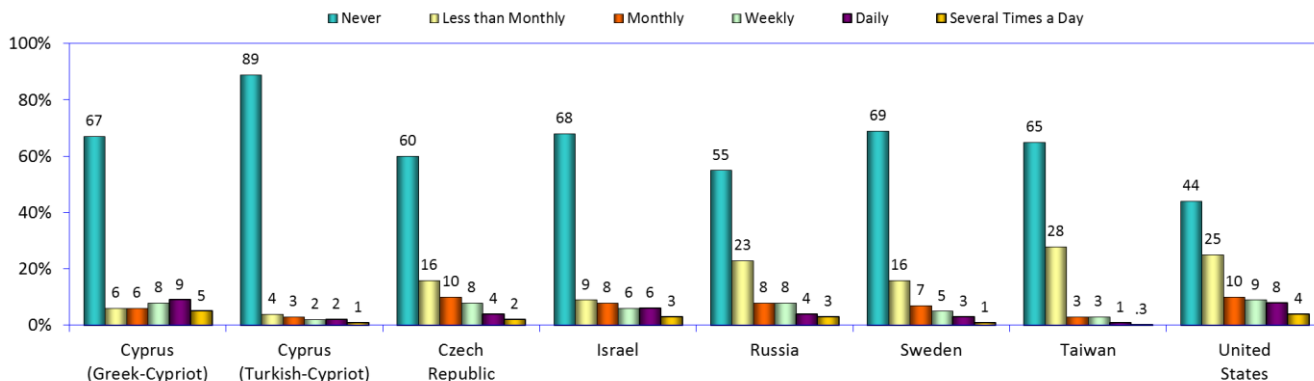
Seven of the WIP countries report that a quarter or more of their users go online to find jobs or work at least occasionally. Only the United States reported that a majority of users (56 percent) go online to look for employment.

**Internet users who go online to look for jobs or work**



(Q17CU-2)

**Internet users who go online to look for jobs or work**



(Q17C U-1)

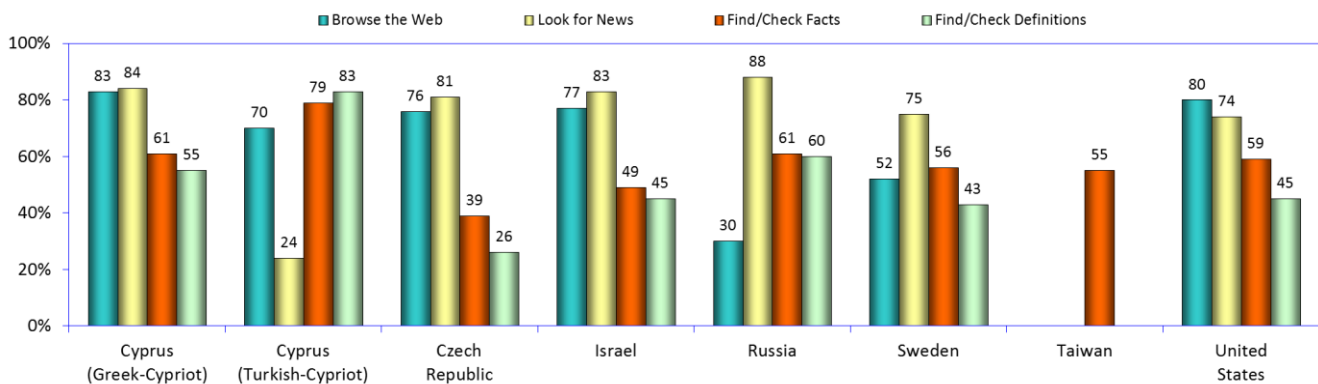
## 6.3 At-a-glance: research, education and job searching on the Internet

### Research

Users regularly go online to conduct various types of research.

A majority of users in all but one reporting country (Russia 30 percent) go online at least weekly to browse the web. Similarly, a majority of users in all but one country (Turkish Cyprus 24 percent) go online for news at least once a week. Six countries report that a majority of users go online to find/check a fact and three countries report that a majority of users go online to look up definitions of words at least weekly.

*Research online at least weekly – Internet users*



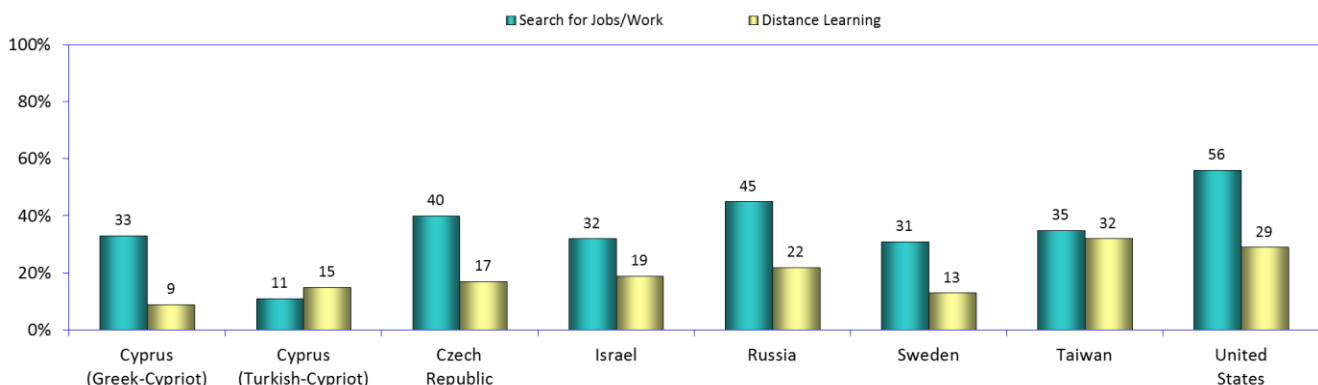
(Q17A, 18G, 20A-B U-1)

### Distance learning and job searching

All but one of the participating WIP countries report more than 30 percent of users go online to look for work or jobs.

Distance learning is less common as only one WIP countries reported more than 30 percent of users who access distance learning. An additional two reported more than 20 percent of users go online for distance learning.

*Distance learning or job searching less than monthly or more – Internet users*



(Q17C 20D U-1)

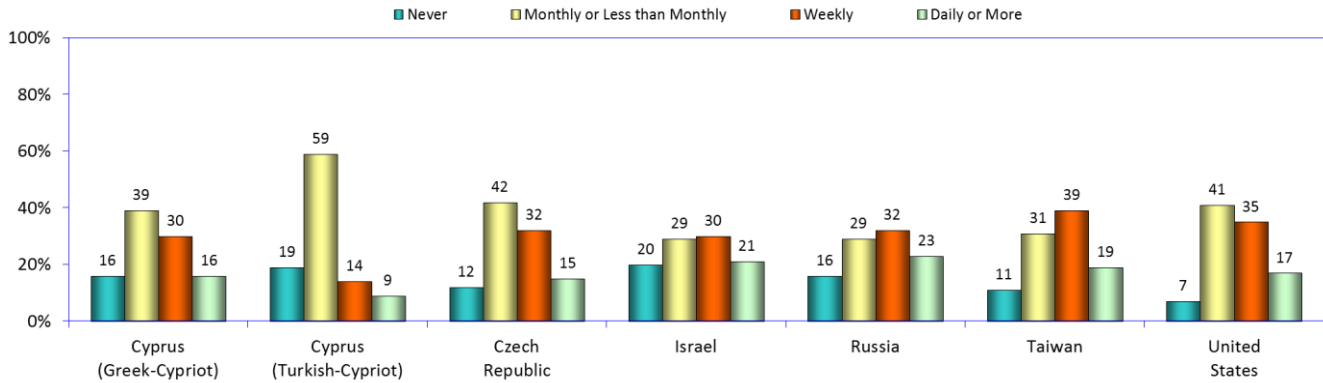
## **7** Buying, selling, and financial management

## 7.1 Buying and selling

### Get information about a product

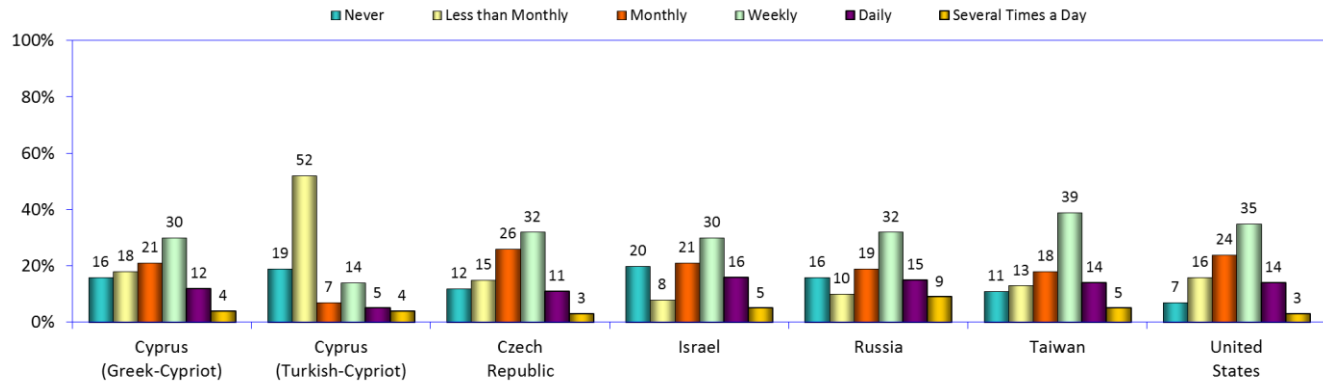
In all but one reporting country, more than 40 percent of users look for product information online at least weekly: Taiwan (58 percent), Russia (55 percent), the United States (52 percent), Israel (51 percent), the Czech Republic (47 percent), and Greek Cyprus (46 percent). Only Turkish Cyprus reported less than 40 percent (23 percent).

*Internet users who go online to look for product information*



(Q19A U-2)

*Internet users who go online to look for product information*



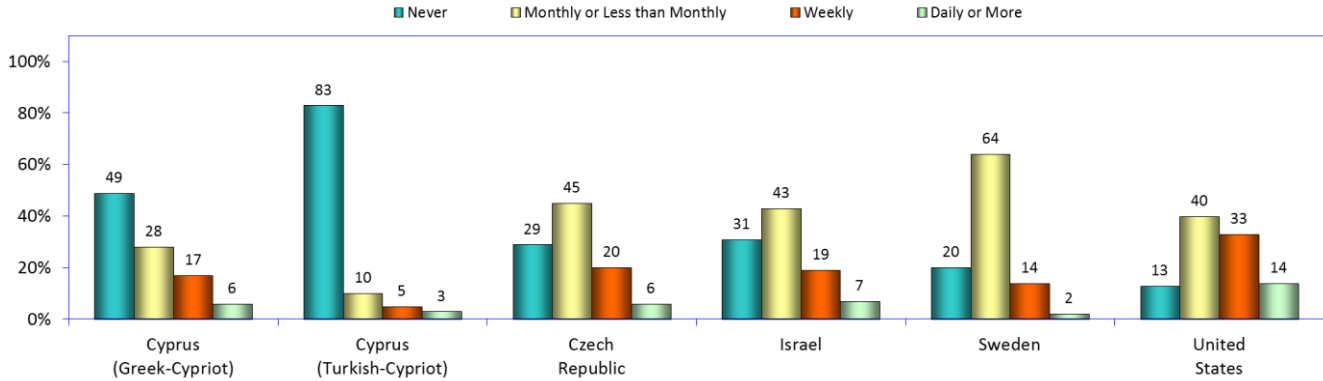
(Q19A U-1)



### Compare prices of products or services

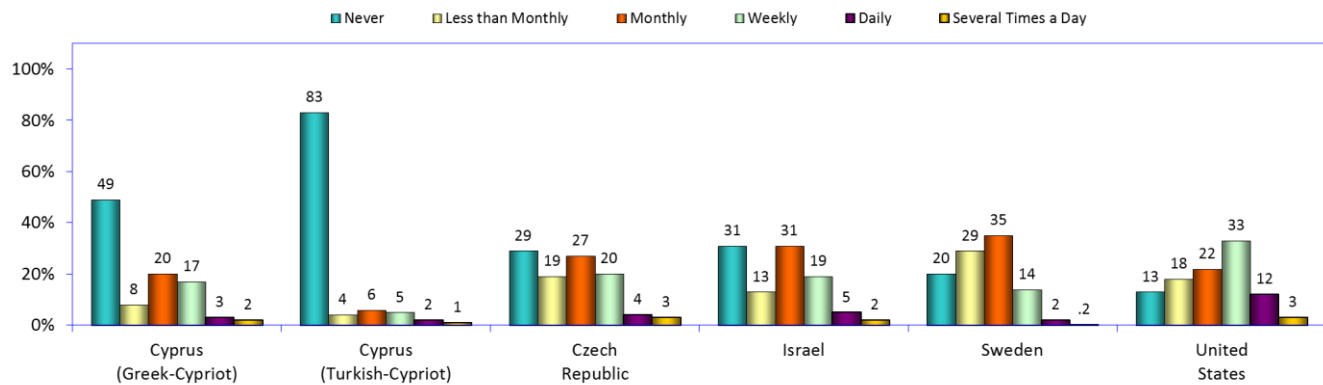
A majority of users in all but one reporting country go online at least occasionally to compare prices: the United States (87 percent), Sweden (80 percent), the Czech Republic (71 percent), Israel (69 percent), and Greek Cyprus (51 percent).

*Internet users who go online to compare prices*



(Q19G U-2)

*Internet users who go online to compare prices*



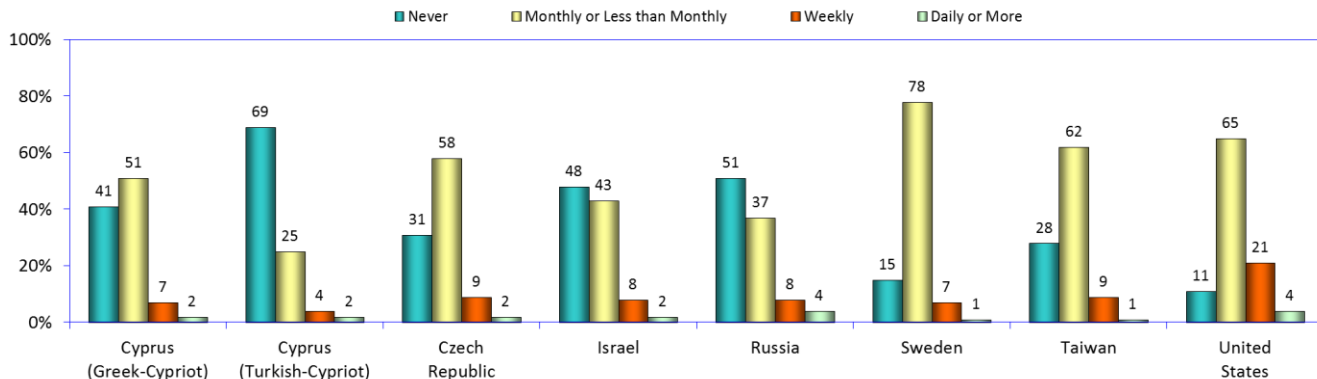
(Q19G U-1)

### Buy things online

Online purchasing has become a common activity in most WIP countries. All but two countries reported at least half of their users make online purchases. However, in all countries the largest number of users who purchase online do so only occasionally.

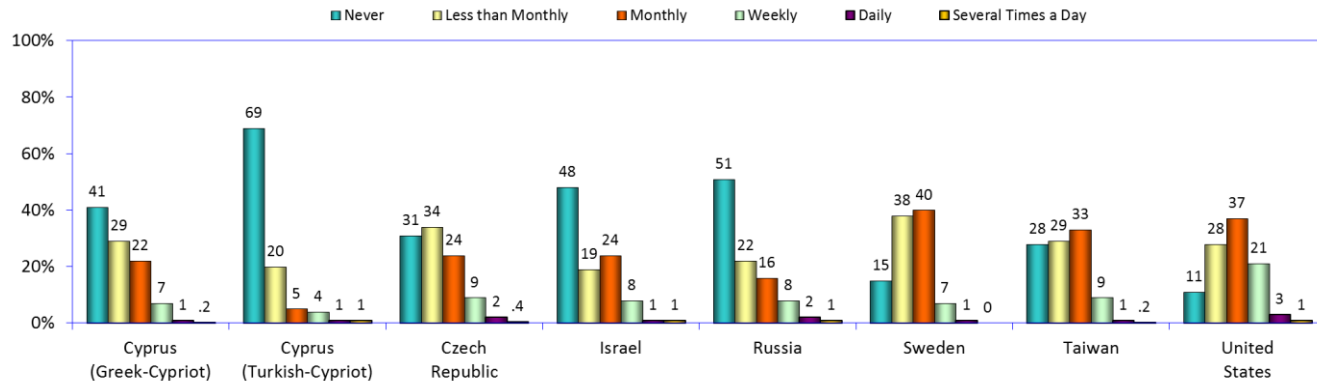
Nearly all countries report that 12 percent or less of users purchase online at least weekly. Only the United States reports a higher figure (25 percent).

*Internet users who go online to make online purchases*



(Q19BU-2)

*Internet users who go online to make online purchases*



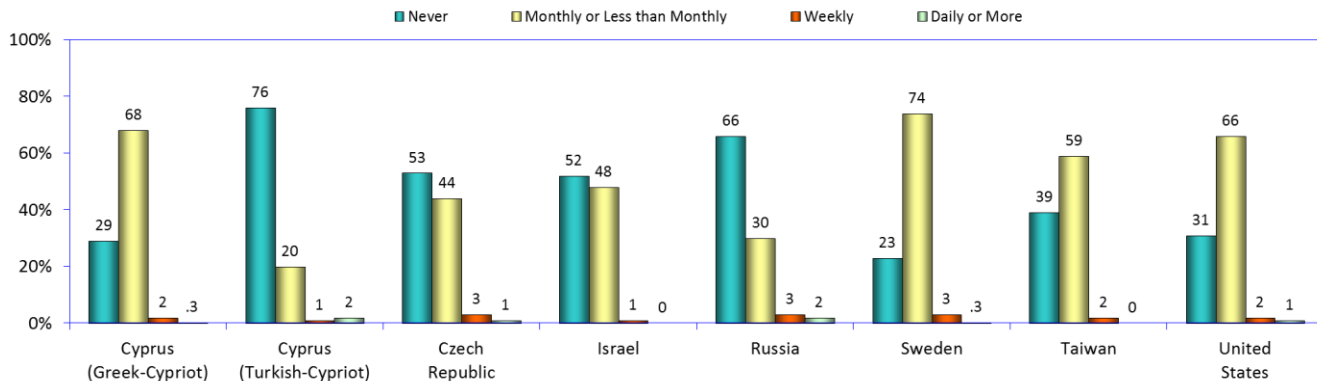
(Q19BU-1)

### Make travel bookings or reservations

In keeping with travel being typically an “occasional” event, at least 40 percent of users in six countries go online occasionally to make travel arrangements.

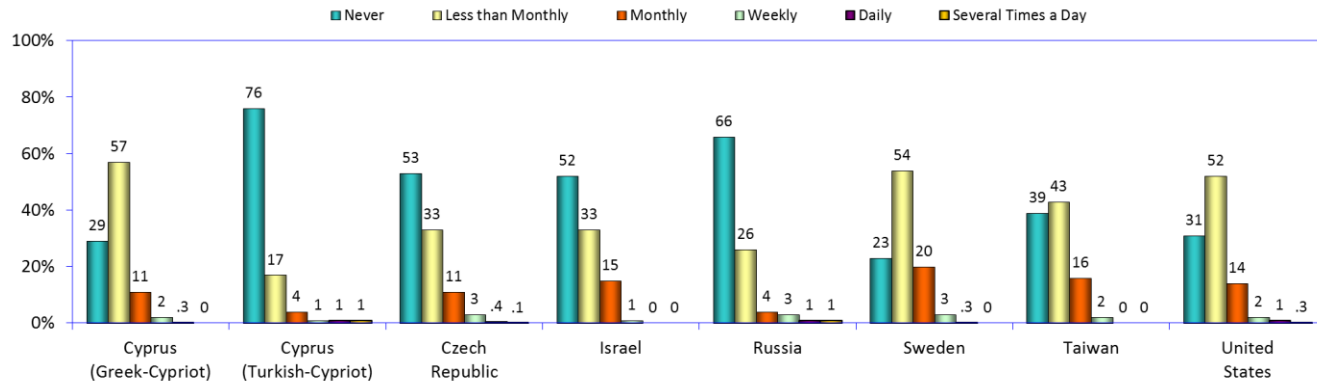
A negligible number of users in each country go online weekly or more to make travel arrangements: Russia (5 percent), the Czech Republic (4 percent), Turkish Cyprus, Sweden and the United States (3 percent), Taiwan and Greek Cyprus (2 percent), and Israel (1 percent)

**Internet users who go online to make travel arrangements**



(Q19C U-2)

**Internet users who go online to make travel arrangements**

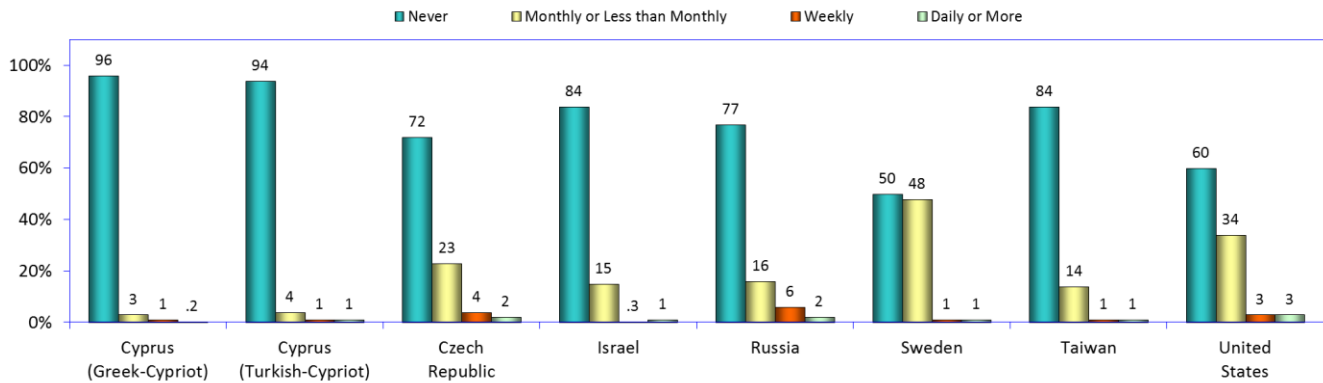


(Q19C U-1)

## Sell things online

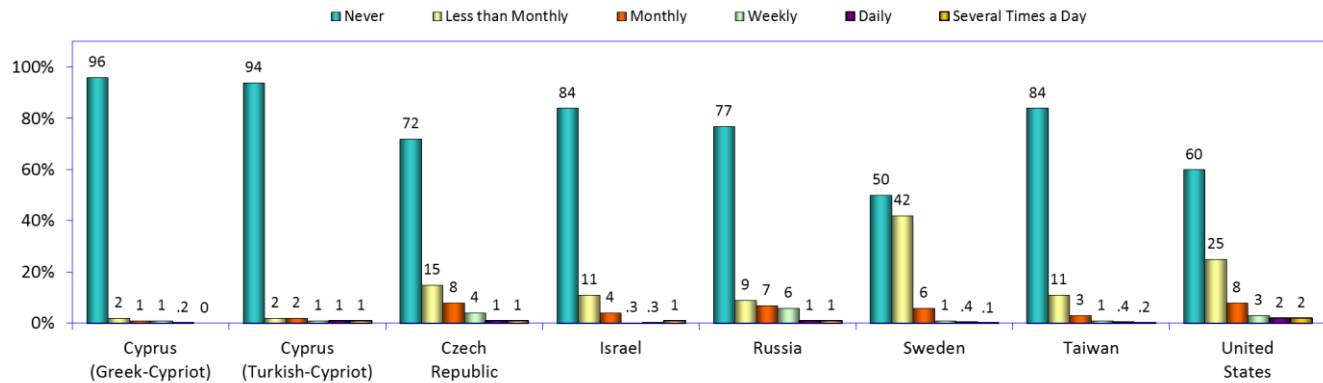
Three countries reported more than one quarter of users sell things online, and all countries reported measurable numbers: Sweden (50 percent), the United States (40 percent), the Czech Republic (29 percent), Russia (24 percent), Israel and Taiwan (16 percent), Turkish Cyprus (6 percent), and Greek Cyprus (4 percent).

*Internet users who go online to sell things*



(Q19HU-2)

*Internet users who go online to sell things*



(Q19HU-1)

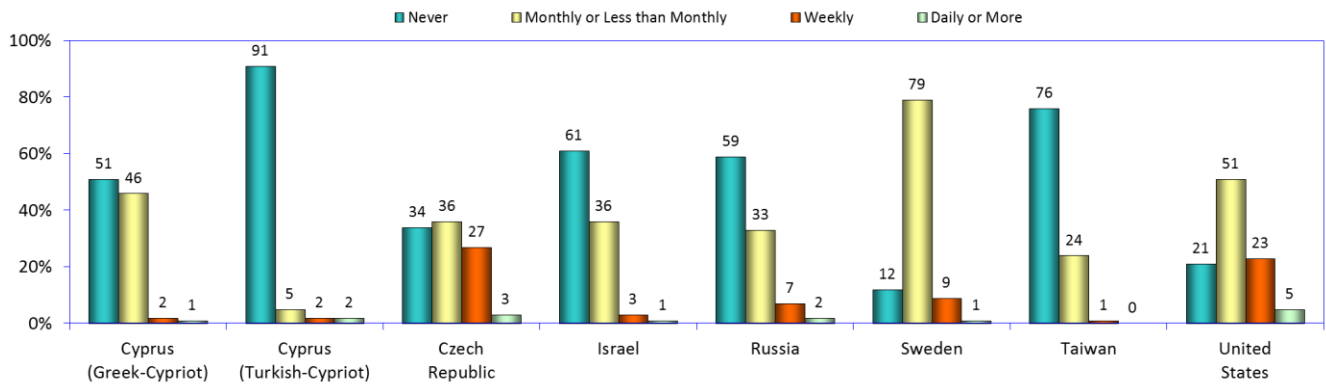
## 7.2 Financial management

### Pay bills

Going online to pay bills is more common, but still it is typically only done on an occasional basis. Six WIP countries reported that more than 25 percent of users pay bills online.

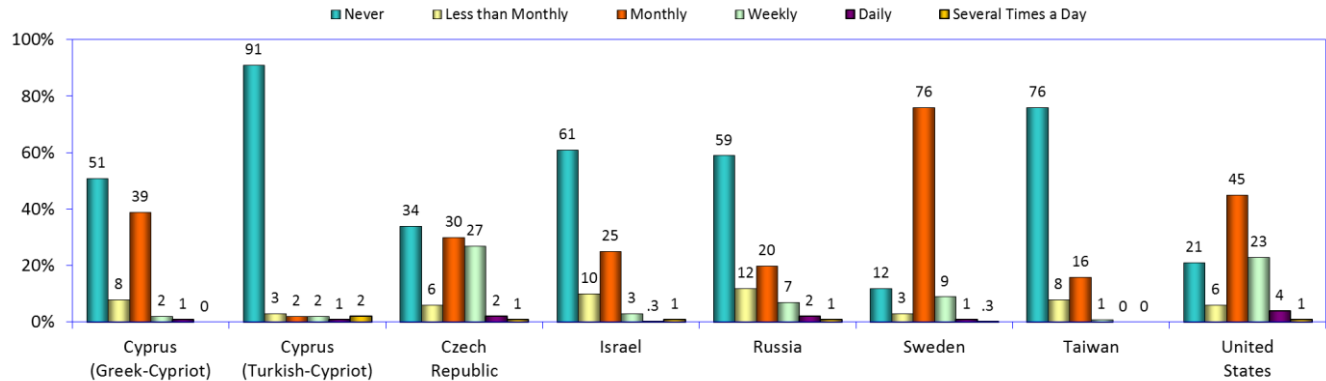
In all countries, users who pay bills online are far more likely to do so monthly/less than monthly. In six countries, 10 percent or less of users pay bills weekly or more often: Sweden (10 percent), Russia (9 percent), Turkish Cyprus and Israel (4 percent), Greek Cyprus (3 percent), and Taiwan (1 percent).

**Internet users who pay bills online**



(Q19D U-2)

**Internet users who pay bills online**



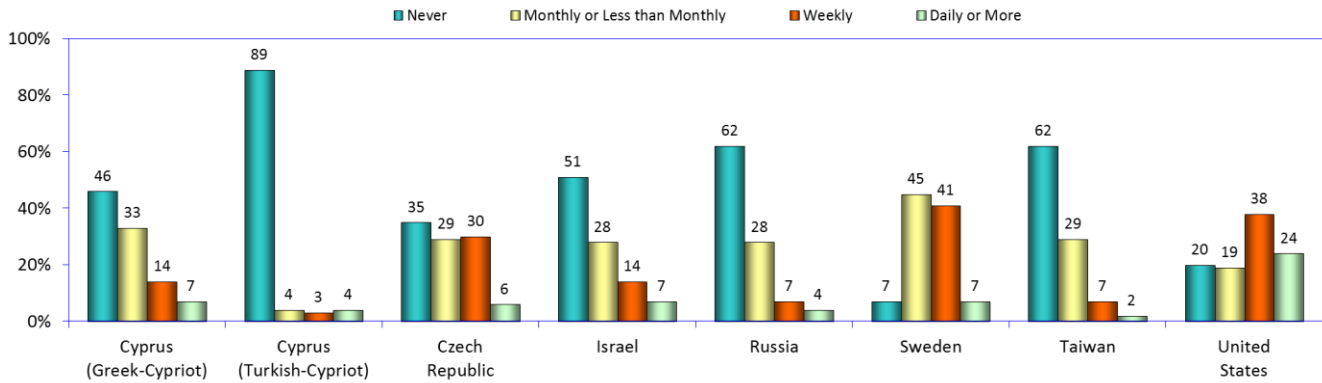
(Q19D U-1)

### Use of bank online services

Seven countries report that at least 25 percent of users access their banks' online services and four of those report more than 50 percent: Sweden (93 percent), the United States (81 percent), the Czech Republic (65 percent), and Greek Cyprus (54 percent).

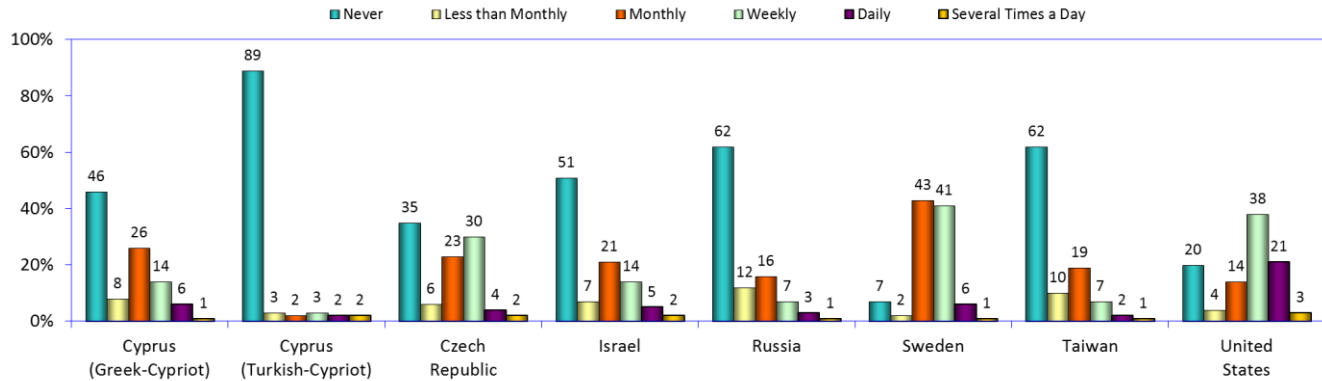
Significant numbers of users in most countries go online at least weekly for online banking: the United States (62 percent), Sweden (48 percent), the Czech Republic (36 percent), and Israel and Greek Cyprus (21 percent),

*Internet users who use their bank's online services*



(Q19E U-2)

*Internet users who use their bank's online services*



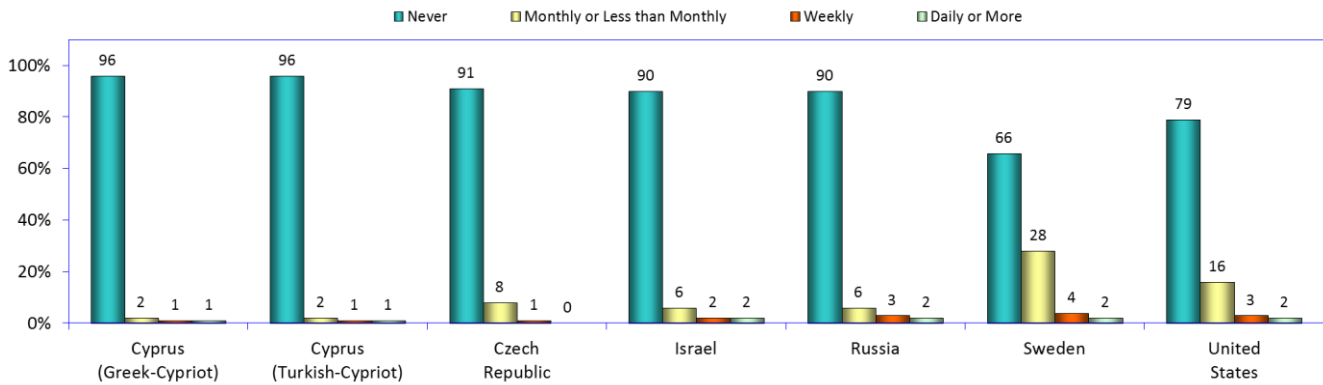
(Q19E U-1)

## Investing

Very small numbers of users in nearly all countries participate in online investing.

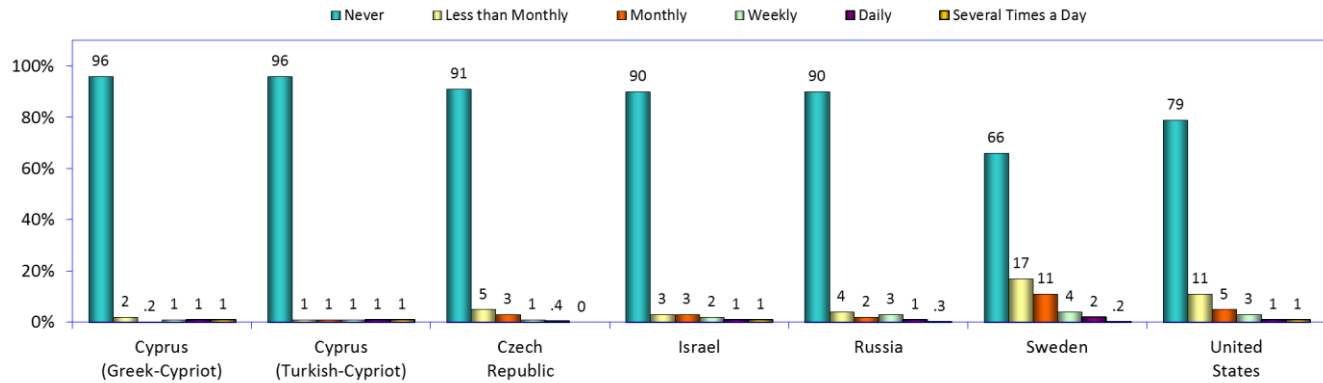
Only two countries report more than 10 percent of users who invest online: Sweden (34 percent) and the United States (21 percent).

*Internet users who invest online*



(Q19F U-2)

*Internet users who invest online*



(Q19F U-1)

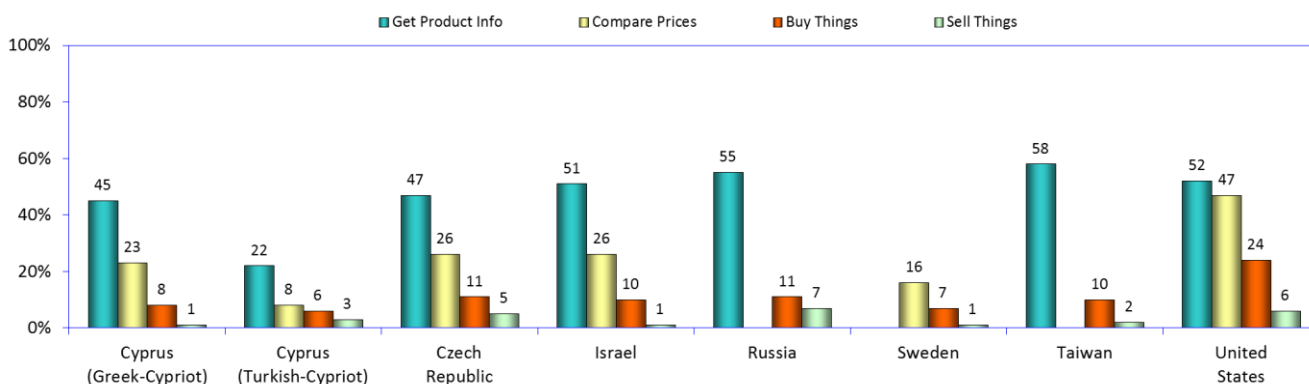
### 7.3 At-a-glance: online buying and selling

More than 40 percent of users in six of the reporting countries look for product information online at least weekly. Only one country (the United States) reports similar figures for online price comparisons.

Only one country (the United States) reports more than 15 percent of users go online to buy things at least weekly. The other countries reported that between 6 and 11 percent of users purchase online that often.

And all countries reported a measurable amount of users who sell online at least weekly. Russia reported the largest figure (7 percent), followed by the United States (6 percent) and the Czech Republic (5 percent).

**Buying and selling online – at least weekly**



(Q19 A-B-G-H U-2)



## **8** Online entertainment and personal interest

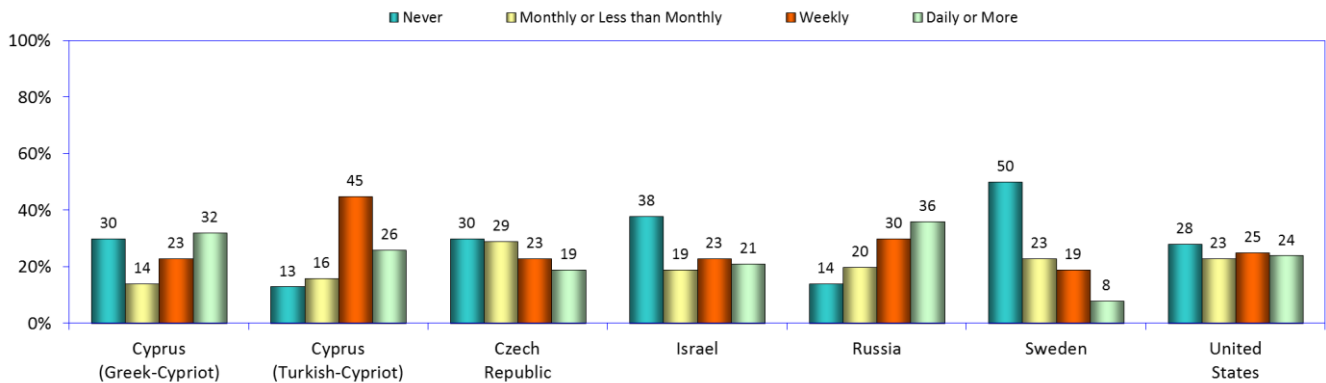
## 8.1 Entertainment

### Download or watch videos

Only one WIP country (Sweden) reported that more than 40 percent of users never download or watch videos.

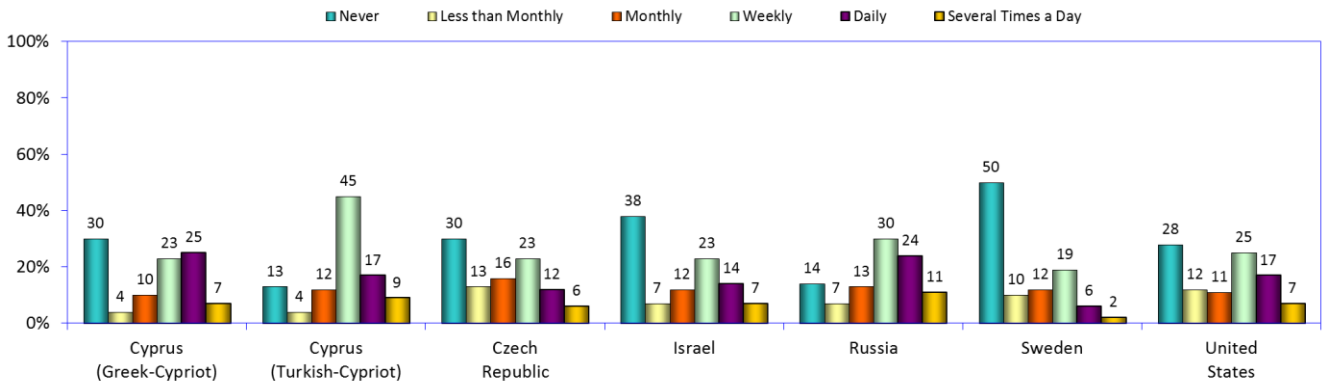
Interestingly, every country reported that most users who go online to download/watch videos do so frequently (weekly or more often): Turkish Cyprus (71 percent), Russia (66 percent), Greek Cyprus (55 percent), the United States (49 percent), Israel (44 percent), the Czech Republic (42 percent), and Sweden (27 percent).

*Internet users who go online to download or watch videos*



(Q18CU-2)

*Internet users who go online to download or watch videos*



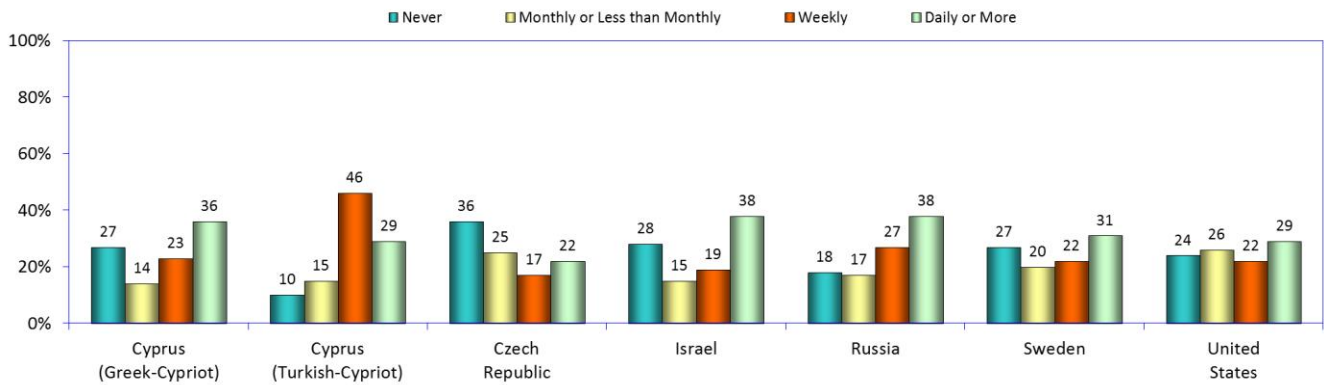
(Q18C U-1)

## Download or listen to music

Very large majorities of Internet users go online to download or listen to music. All countries reported more than 50 percent of users accessing online music. The Czech Republic had the lowest number of users (64 percent).

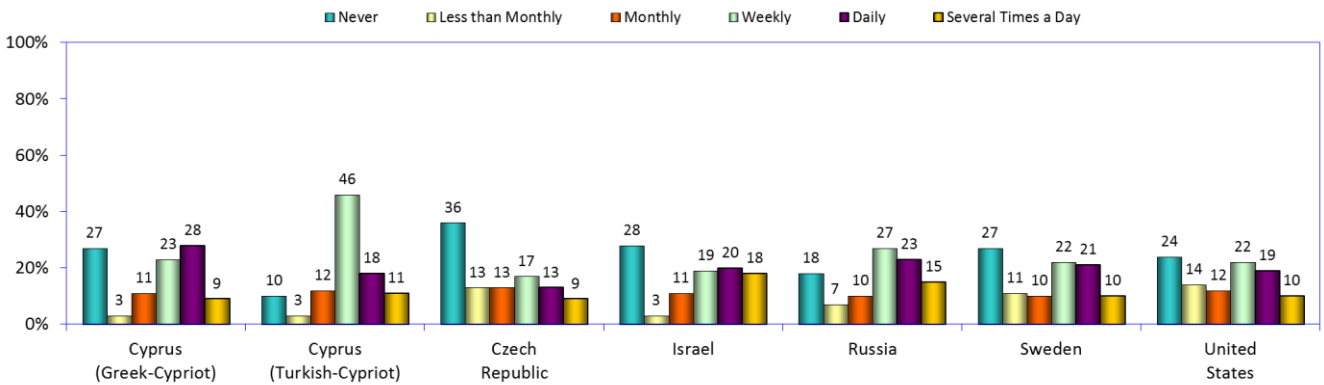
In five countries, the most users access music online at least daily: Israel and Russia (38 percent), Greek Cyprus (36 percent), Sweden (31 percent), and the United States (29 percent).

*Internet users who go online to download or listen to music*



(Q18BU-2)

*Internet users who go online to download or listen to music*



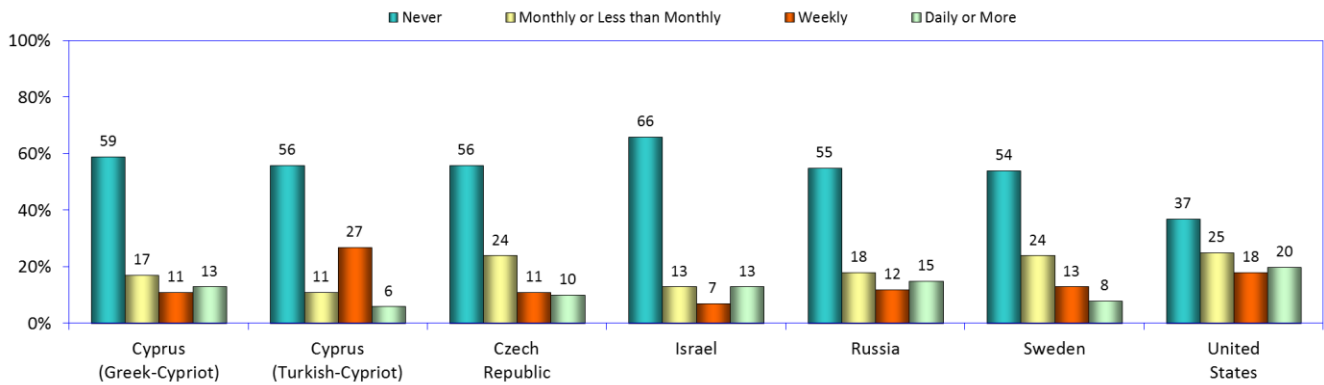
(Q18B U-1)

## Online radio

Six countries reported that more than 40 percent of users listen to online radio stations. Only the United States reported that a majority (63 percent) of users listen to online radio.

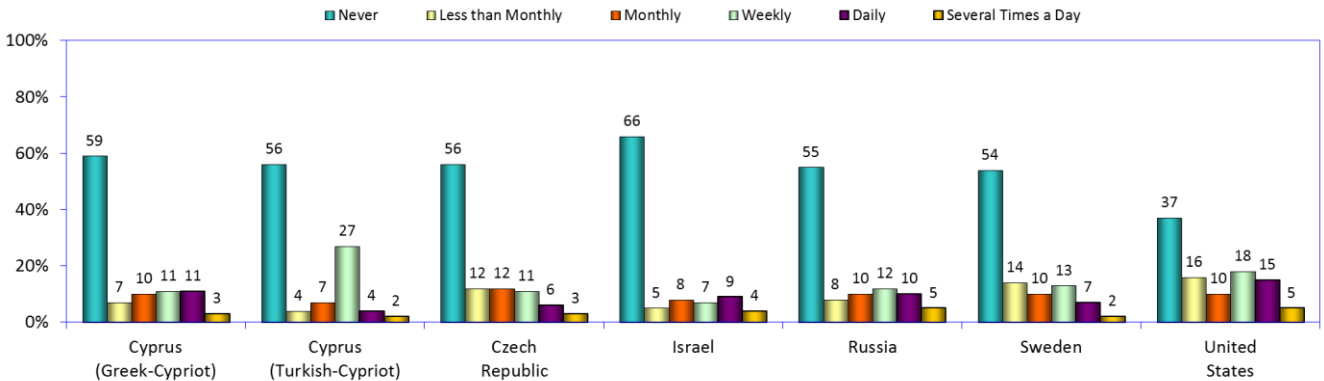
Among all countries, 20 percent or more of users listen regularly (weekly or more): the United States (38 percent), Turkish Cyprus (33 percent), Russia (27 percent), Greek Cyprus (24 percent), Sweden and the Czech Republic (21 percent), and Israel (20 percent).

*Internet users who access the Internet for online radio*



(Q18EU-2)

*Internet users who access the Internet for online radio*



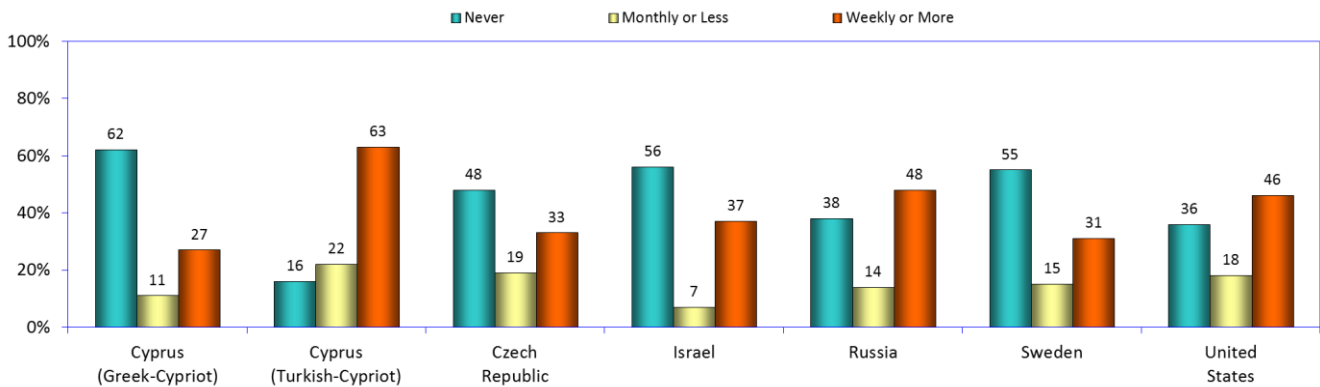
(Q18E U-1)

## Online games

All but one WIP country reported that at least 40 percent of users go online for games. Only Greek Cyprus (38 percent) reported slightly lower numbers of users accessing online games. And those who go online for games are far more likely to do so regularly.

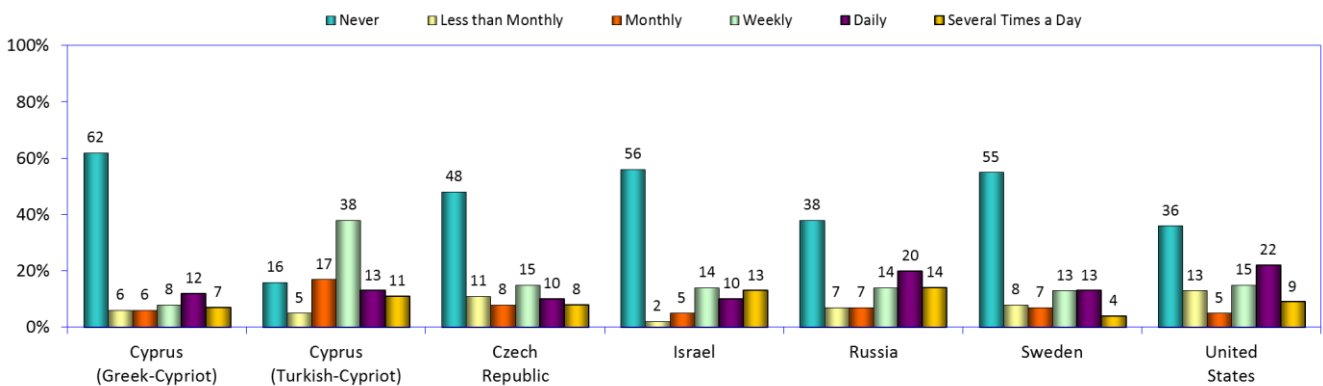
The Turkish Cyprus (41 percentage points) reported the largest gap of regular over occasional usage, followed by Russia (34 percentage points), Israel (30 percentage points), the United States (28 percentage points), Sweden and Greek Cyprus (16 percentage points), and the Czech Republic (14 percentage points).

*Internet users who play online games*



(Q18AU-2)

*Internet users who play online games*



(Q18A U-1)

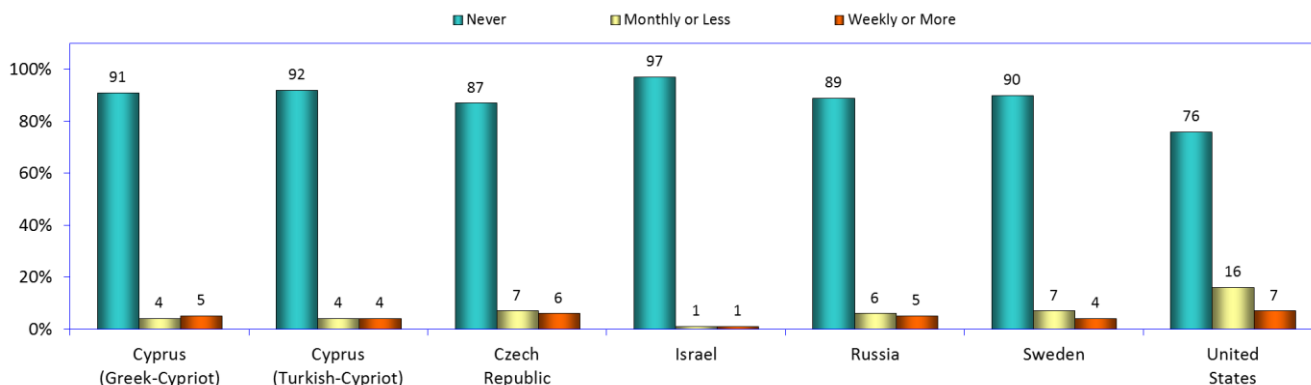
### Online gambling

Internet users in the WIP countries rarely go online to bet, gamble, or enter sweepstakes.

In all of the WIP countries, 75 percent or more of users never go online to bet, and in none of the countries do more than 7 percent of users go online to bet weekly or more.

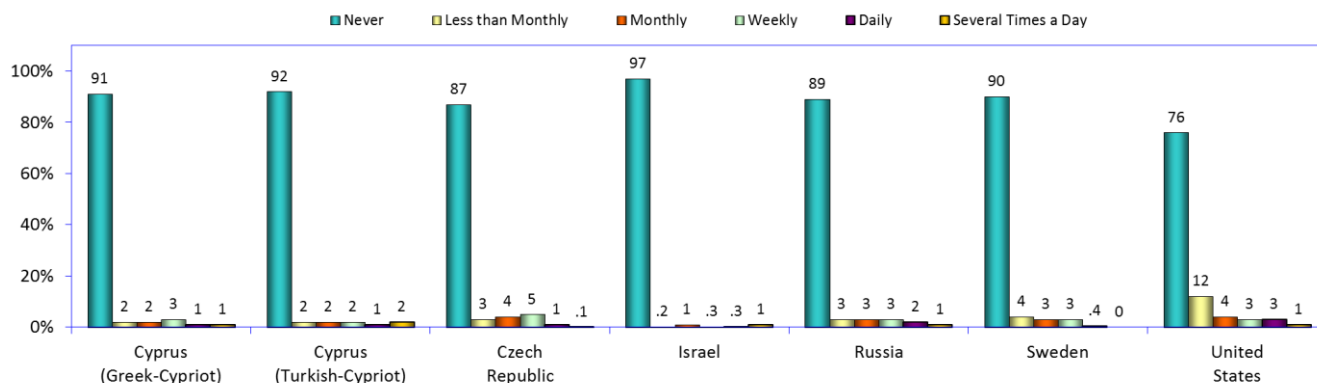
The largest percentage of users who bet, gamble, or enter sweepstakes at all was reported in the United States (23 percent total) followed by the Czech Republic (13 percent total).

*Internet users who go online to get, gamble, or enter sweepstakes*



(Q18FU-2)

*Internet users who go online to get, gamble, or enter sweepstakes*



(Q18F U-1)

## 8.2 Personal interest

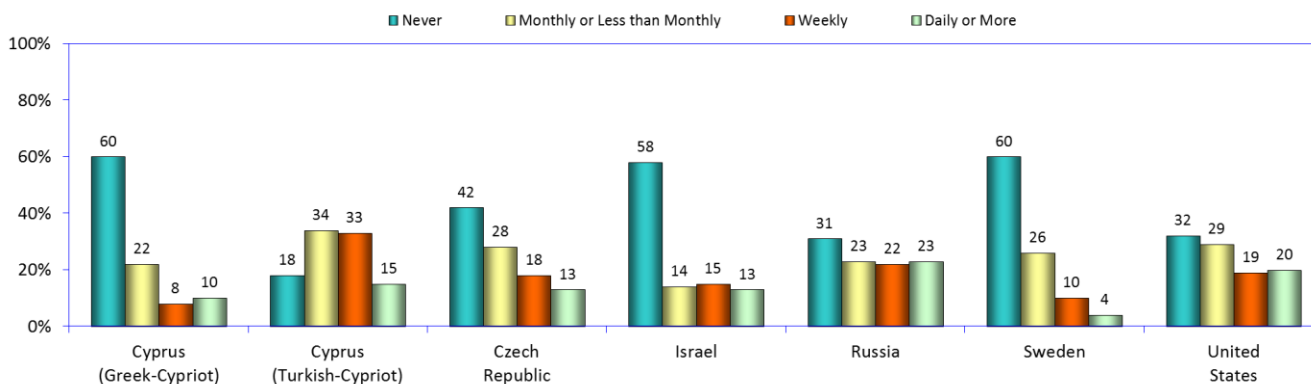
### Looking for jokes or humorous content

Using the Internet to find jokes or humor is popular across all the WIP countries. In every country, 40 percent or more of users go online to find humorous content at least occasionally.

In every country, significant numbers of users go online at least weekly to look for humorous content: Turkish Cyprus (48 percent), Russia (45 percent), the United States (39 percent), the Czech Republic (31 percent), and Israel (28 percent).

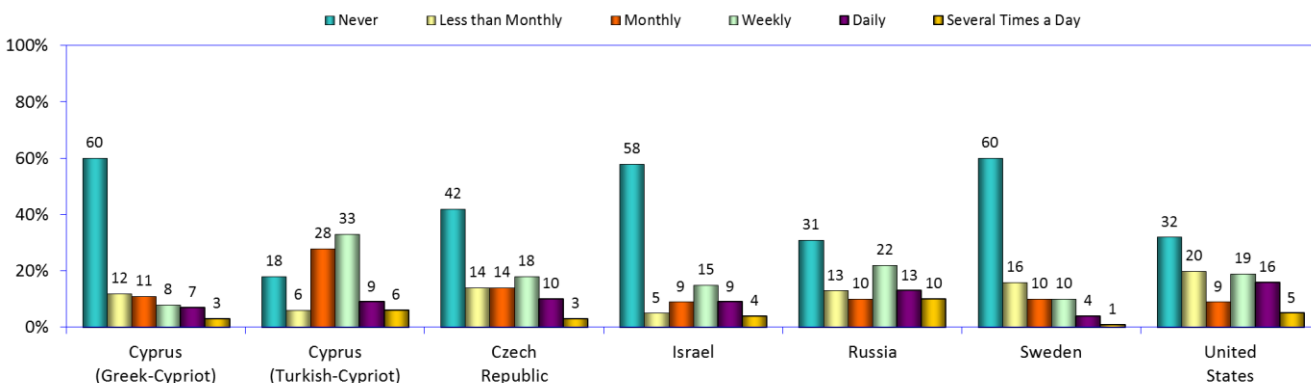
Only two countries reported less than 25 percent of users go online for humor at least weekly: Greek Cyprus (18 percent), and Sweden (14 percent).

*Internet users who go online to search for jokes or humorous content*



(Q17EU-2)

*Internet users who go online to search for jokes or humorous content*



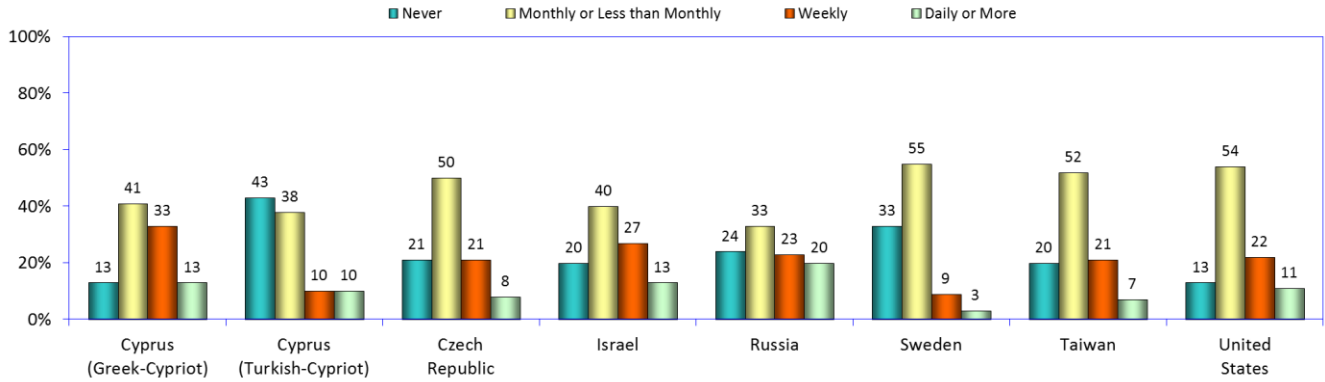
(Q17E U-1)

## Health information

In all but one of the WIP countries, at least 60 percent of users go online for health information.

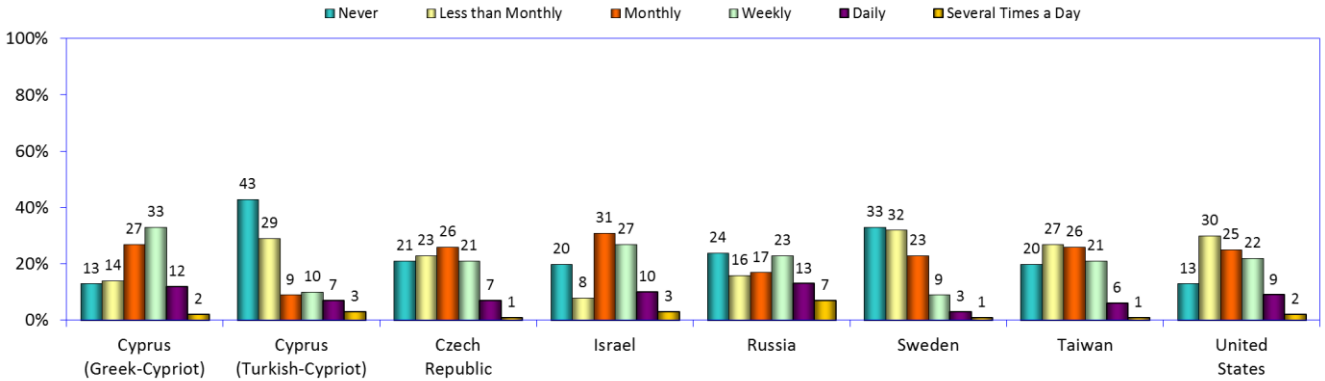
In six countries, more than a quarter of users go online at least weekly for health information: Greek Cyprus (46 percent), Russia (43 percent), Israel (40 percent), the United States (33 percent), the Czech Republic (29 percent), and Taiwan (28 percent).

**Internet users who search online for health information**



(Q17FU-2)

**Internet users who search online for health information**



(Q17F U-1)

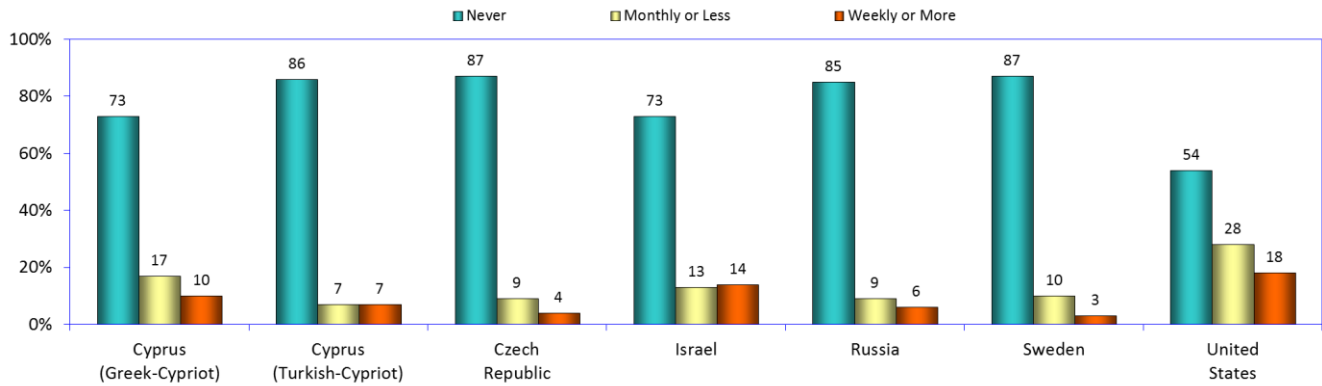


## Visiting religious or spiritual websites

Access of the Internet for religious or spiritual reasons continues to be rare across most WIP countries with only the United States reporting more than 40 percent of users go online for religious purposes.

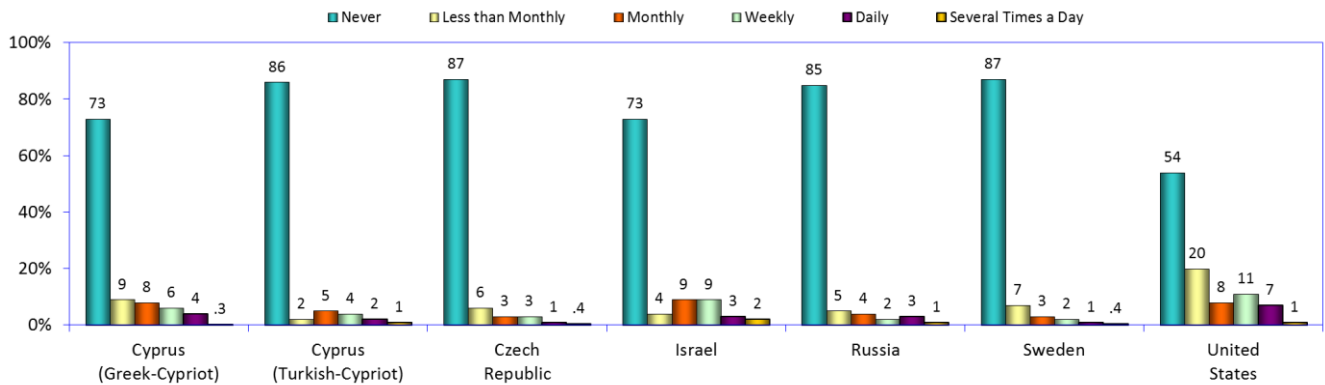
Users who do go online for religious or spiritual purposes are most likely to do so only occasionally (monthly or less). In two countries (Turkish Cyprus and Israel), the number of users who go online frequently is essentially the same as occasional users.

**Internet users who go online to visit religious or spiritual websites**



(Q18DU-2)

**Internet users who go online to visit religious or spiritual websites**



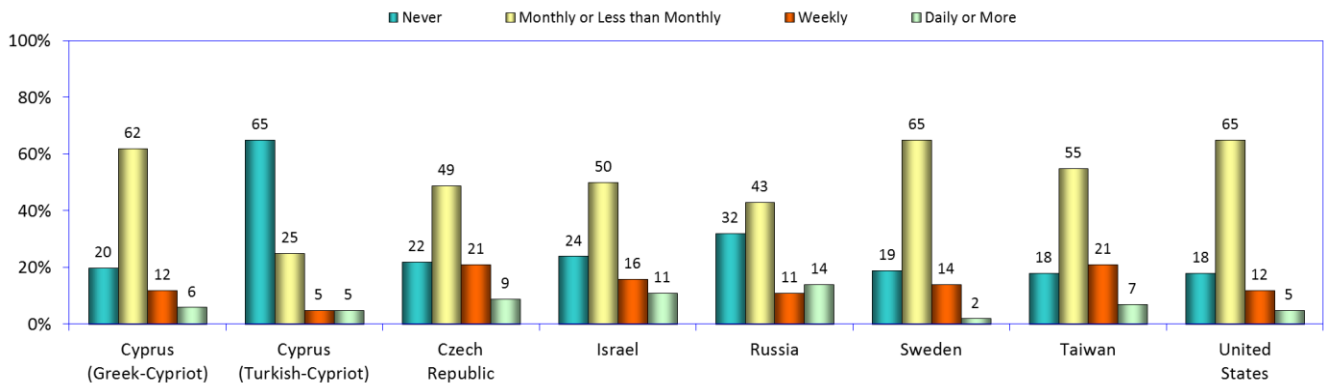
(Q18D U-1)

## Travel information

In all but one country, more than 60 percent of users go online for travel information. Perhaps because for most people travel is an infrequent event, most of those users search for travel information only occasionally (monthly or less).

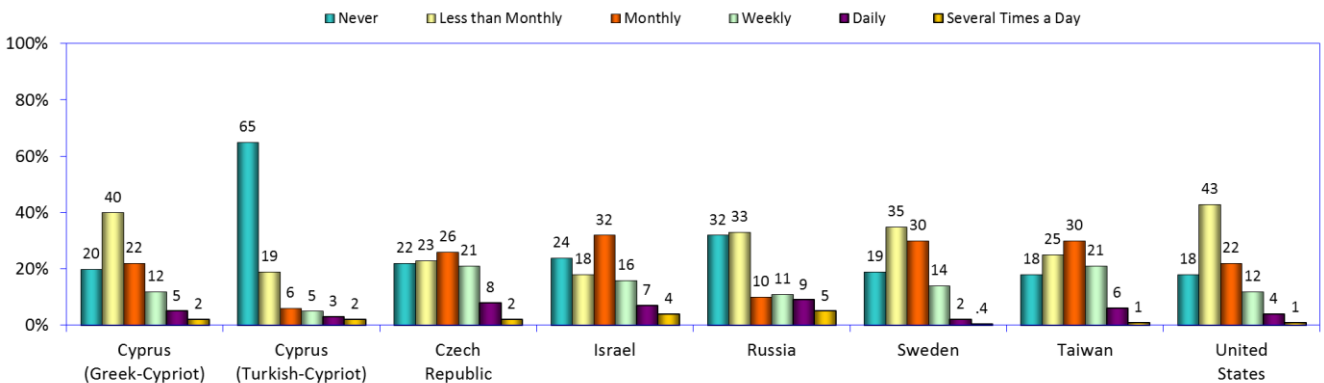
Even so, in four countries, more than 25 percent of users go online weekly or more to search for travel information: the Czech Republic (30 percent), Taiwan (28 percent), Russia (25 percent), and Israel (27 percent). (For information on travel bookings or reservations, see page ##.)

*Internet users who search online for travel information*



(Q17B U-2)

*Internet users who search online for travel information*



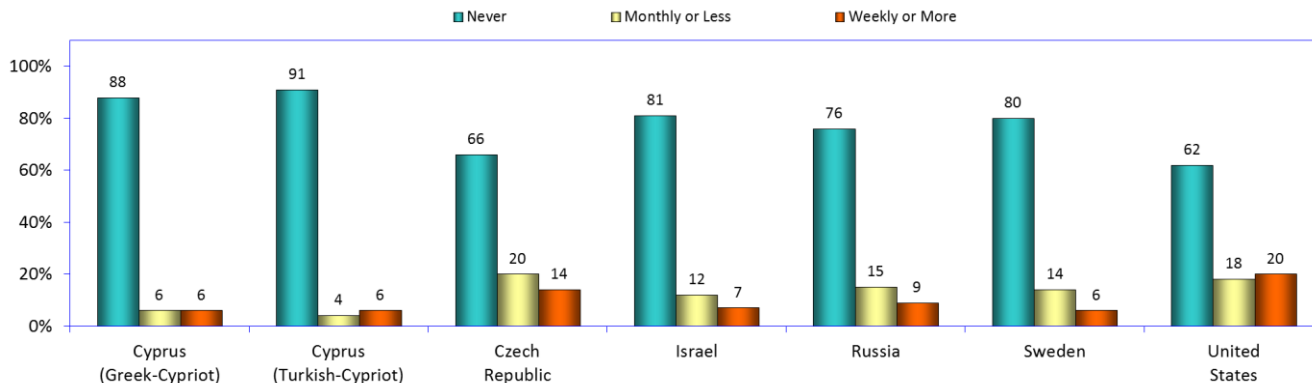
(Q17B U-1)

### Sexual content

A majority of users in all countries say they never go online for sexual content.

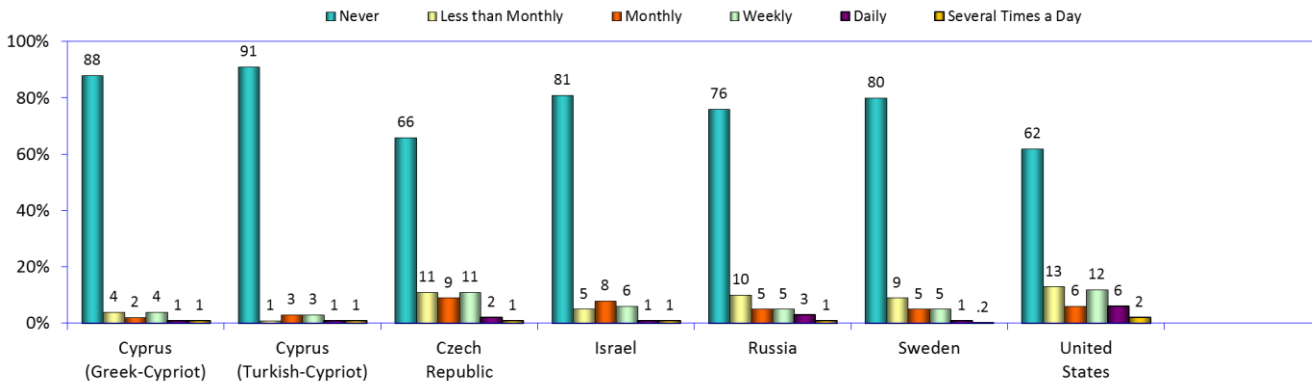
For those users who report going online for sexual content, most do it occasionally. Only two countries reported slightly more users accessing these sites regularly: the United States (20 percent) and Czech Republic (14 percent).

**Internet users who search online for sexual content**



(Q17HU-2)

**Internet users who search online for sexual content**



(Q17H U-1)

### 8.3 At a glance: entertainment and personal interest

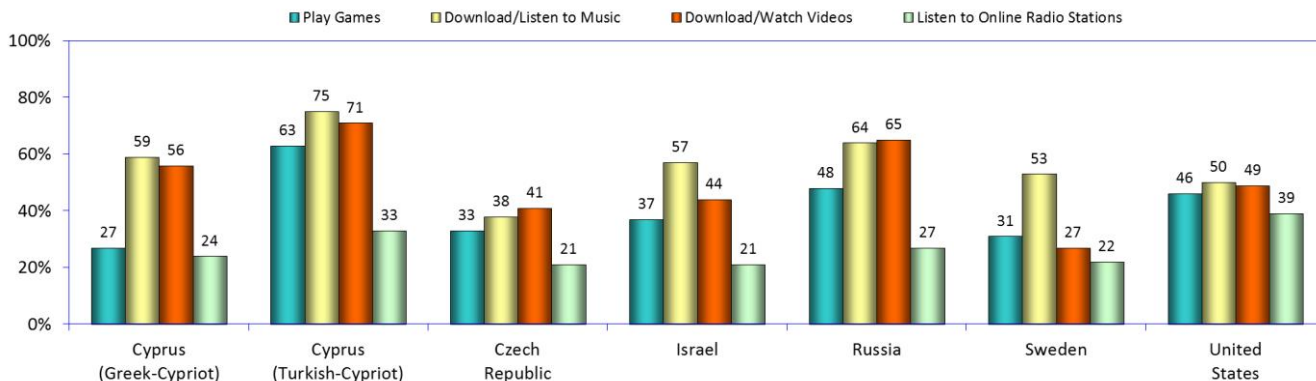
#### Entertainment

Overall, downloading music and videos are the most common Internet entertainment activities.

Five countries reported more than 50 percent of Internet users download/listen to music at least weekly: Turkish Cyprus (75 percent), Greek Cyprus (59 percent), Israel (57 percent), Sweden (53 percent), and the United States (50 percent). Nevertheless, more users download videos (than download/listen to music) at least weekly in two countries: Russia (65 percent) and the Czech Republic (41 percent).

All reporting countries report at least 25 percent of users play games online at least weekly, and three report more than 40 percent of users are online gamers that often: Turkish Cyprus (63 percent), Russia (48 percent), and the United States (46 percent).

*Entertainment at a glance – at least weekly*

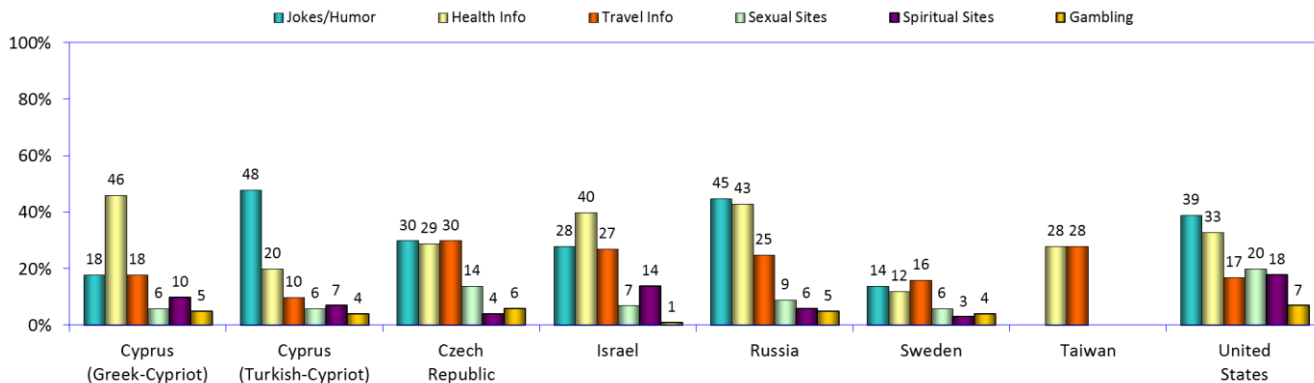


(Q18A-C, E U-1)

### Personal interest

Analysis of access to websites for personal interest shows that many use these sites at least weekly. While use of these sites varies, frequent use of these sites is a common activity in the lives of many users.

**Personal interest at a glance – at least weekly**



(Q17B,E,F 18D,F,H U-1)

# APPENDIX

## APPENDIX 1 |

# World Internet Project: International Contacts

### The World Internet Project – International Contacts

<b>United States</b> (Organizer)	<b>Center for the Digital Future</b> USC Annenberg School for Communication and Journalism <a href="http://www.digitalcenter.org">www.digitalcenter.org</a>
<b>Africa</b>	<b>Contact: Indra de Lanerolle, <a href="mailto:indra.de.lanerolle@gmail.com">indra.de.lanerolle@gmail.com</a></b> (Botswana, Cameroon, Ethiopia, Ghana, Kenya, Mozambique, Namibia, Nigeria, Rwanda, South Africa, Tanzania, Uganda)
<b>Australia</b>	<b>ARC Centre of Excellence for Creative Industries and Innovation (CCi)</b> Institute for Social Research, Swinburne University of Technology <a href="http://www.cci.edu.au/projects/digital-futures">www.cci.edu.au/projects/digital-futures</a>
<b>Belgium</b>	<b>University of Antwerp</b> <a href="http://www.uantwerpen.be/en/rg/mios/mission-and-members">www.uantwerpen.be/en/rg/mios/mission-and-members</a>
<b>Canada</b>	<b>Canadian Internet Project (CIP)/Recherche Internet Canada (RIC)</b> <a href="http://www.cipiconline.ca">www.cipiconline.ca</a>
<b>Chile</b>	<b>Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/ Santiago Chamber of Commerce (CCS)</b> <a href="http://www.wipchile.cl">www.wipchile.cl</a>
<b>China</b>	<b>China Internet Network Information Center (CNNIC)</b> <a href="http://www1.cnnic.cn/">www1.cnnic.cn/</a>
<b>Colombia</b>	<b>CINTEL – Centro de Investigación de las Telecomunicaciones</b> <a href="http://www.cintel.org.co">www.cintel.org.co</a>
<b>Cyprus</b>	<b>Cyprus University of Technology/Department of Communication and Internet Studies</b> <a href="http://www.cut.ac.cy/">www.cut.ac.cy/</a>
<b>Czech Republic</b>	<b>Faculty of Social Studies, Masaryk University Brno</b> <a href="http://www.fss.muni.cz/ivdmr">www.fss.muni.cz/ivdmr</a>
<b>Ecuador</b>	<b>Universidad de los Hemisferios</b> <a href="http://www.uhemisferios.edu.ec">www.uhemisferios.edu.ec</a>
<b>France</b>	<b>Marsouin Network</b> <a href="http://www.marsouin.org">www.marsouin.org</a>
<b>Greece</b>	<b>EKKE: The National Center for Social Research</b> <a href="http://www.ekke.gr">www.ekke.gr</a>
<b>Israel</b>	<b>The Research Center for Internet Psychology (CIP)</b> Sammy Ofer School of Communications, The Interdisciplinary Center <a href="http://www.idc.ac.il/communications/cip/en">www.idc.ac.il/communications/cip/en</a>
<b>Italy</b>	<b>SDA Bocconi, Bocconi University</b> <a href="http://www.sdabocconi.it/home/it/">www.sdabocconi.it/home/it/</a>

<b>Japan</b>	<b>Toyo University</b> <a href="http://www.soc.toyo.ac.jp/~mikami/wip/en/index.html">www.soc.toyo.ac.jp/~mikami/wip/en/index.html</a>
<b>Macao</b>	<b>University of Macau, ERS E-Research (Lab)</b> Macao Internet Project (MIP) <a href="http://www.macaointernetproject.net">www.macaointernetproject.net</a>
<b>Mexico</b>	<b>Tecnológico de Monterrey, Proyecto Internet</b> <a href="http://www.wip.mx">www.wip.mx</a>
<b>Middle East</b>	<b>Contact: Robb Barton Wood, <a href="mailto:rwood@northwestern.edu">rwood@northwestern.edu</a></b> (Bahrain, Egypt, Jordan, Lebanon, Qatar, Saudi Arabia, Tunisia, United Arab Emirates)
<b>New Zealand</b>	<b>Institute of Culture, Discourse and Communication (ICDC), AUT University of Technology</b> <a href="http://www.wipnz.aut.ac.nz">www.wipnz.aut.ac.nz</a>
<b>Portugal</b>	<b>Lisbon Internet and Networks International Research Programme (LINI)</b> <a href="http://www.lini-research.org">http://www.lini-research.org</a>
<b>Qatar</b>	<b>Northwestern University in Qatar (NU-Q)</b> <a href="http://www.qatar.northwestern.edu">www.qatar.northwestern.edu</a>
<b>Russia</b>	<b>Sholokhov Moscow State University for the Humanities</b> <a href="http://mggu-sh.ru/en">http://mggu-sh.ru/en</a>
<b>Singapore</b>	<b>Singapore Internet Research Centre (SiRC)</b> Nanyang Technological University <a href="http://www.ntu.edu.sg/sci/sirc">www.ntu.edu.sg/sci/sirc</a>
<b>South Africa</b>	<b>University of Witwatersrand, Johannesburg</b> The Media Observatory Wits Journalism, <a href="http://www.journalism.co.za">www.journalism.co.za</a>
<b>Sweden</b>	<b>World Internet Institute</b> .SE (The Internet Infrastructure Foundation) <a href="http://www.iis.se">www.iis.se</a> <a href="http://www.wii.se">www.wii.se</a>
<b>Switzerland</b>	<b>University of Zurich, Switzerland</b> Media Change & Innovation Division IPMZ – Institute of Mass Communication and Media Research <a href="http://www.mediachange.ch">www.mediachange.ch</a>
<b>Taiwan</b>	<b>Taiwan e-Governance Research Center</b> Department of Public Administration, National Chengchi University <a href="http://www.teg.org.tw">www.teg.org.tw</a> <a href="http://pa.nccu.edu.tw">http://pa.nccu.edu.tw</a>
<b>Uruguay</b>	<b>Universidad Catolica del Uruguay</b> <a href="http://www.ucu.edu.uy">www.ucu.edu.uy</a>



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