

FOR RELEASE JUNE 19, 2018

# Social Media Use Continues to Rise in Developing Countries but Plateaus Across Developed Ones

Digital divides remain, both within and across countries

BY Jacob Poushter, Caldwell Bishop and Hanyu Chwe

#### FOR MEDIA OR OTHER INQUIRIES:

Jacob Poushter, Senior Researcher
Rhonda Stewart. Senior Communications Manager

202.419.4372

www.pewresearch.org

#### **RECOMMENDED CITATION**

Pew Research Center, June, 2018, "Social Media Use Continues To Rise in Developing Countries, but Plateaus Across Developed Ones"

## **About Pew Research Center**

Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, content analysis and other data-driven social science research. It studies U.S. politics and policy; journalism and media; internet, science and technology; religion and public life; Hispanic trends; global attitudes and trends; and U.S. social and demographic trends. All of the center's reports are available at <a href="www.pewresearch.org">www.pewresearch.org</a>. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

© Pew Research Center 2018

# **Table of Contents**

About Pew Research Center	
Social Media Use Continues to Rise in Developing Countries but Plateaus Across Developed Or	nes 3
Majorities use the internet in much of the world, but sub-Saharan Africa and India still lag	5
Smartphones are increasingly common around the globe	7
Rate of social media use varies in developed world	8
Tracking internet use, smartphone ownership and social media use over time	9
1. Across 39 countries, three-quarters say they use the internet	10
Globally, young people use the internet more than older generations	11
2. Smartphone ownership on the rise in emerging economies	14
Smartphone ownership growing	15
3. Social network adoption varies widely by country	16
Generational divide on social media use	18
Acknowledgments	20
Methodology	21
Appendix A: Economic categorization	22
Appendix B: Country-specific examples of smartphones	24
Appendix C: Country-specific examples of social networking sites	25
Appendix D: Detailed tables	26
Topline Questionnaire	29

# Social Media Use Continues to Rise in Developing Countries but Plateaus Across Developed Ones

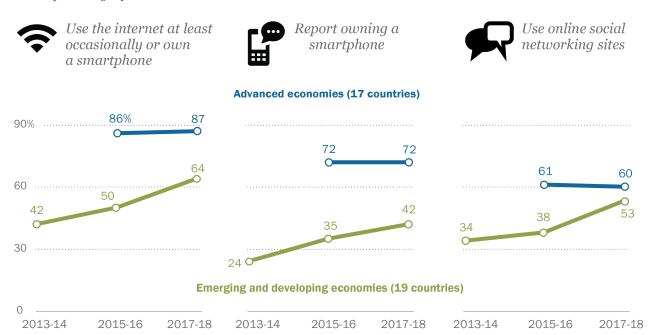
Digital divides remain, both within and across countries

By Jacob Poushter, Caldwell Bishop and Hanyu Chwe

In recent years, there have been <u>doubts raised</u> about the <u>overall benefits</u> of internet access and social media use. Concerns or no, the share of people who use the internet or own a smartphone continues to expand in the developing world and remains high in developed nations. When it comes to social media use, people in emerging and developing markets are fast approaching levels seen in more advanced economies. In addition, as people in advanced economies reach the upper bounds of internet penetration, the digital divide continues to narrow between wealthy and developing countries.

# Internet and social media use shows no growth in advanced economies but continues to rise in emerging and developing countries

Median percentage of adults who ...



Note: Percentages are based on total sample. Medians based on 17 advanced economies and 19 emerging and developing economies surveyed in a combination of years from 2013 to 2018. Most recent year available used for trend analysis. Analysis excludes China, Colombia and Tunisia due to incomplete trend data.

Source: Spring 2017 Global Attitudes Survey. Q63, Q65 & Q71. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018.

There has been a steady increase in internet use over the past five years among the 19 emerging and developing economies surveyed. Between 2013 and 2014, a median of 42% across these countries said they accessed the internet at least occasionally or owned a smartphone. By 2017, a median of 64% were online. Meanwhile, internet use among the 17 advanced economies surveyed has remained relatively flat, with a median of 87% across these nations using the internet at least occasionally in 2017, similar to the 86% who said this in 2015 or 2016.

A similar story is seen in smartphone use. In 2013-14, about a quarter of people in emerging and developing economies reported owning a smartphone, i.e., a mobile phone that can access the internet and apps. By 2017, that share had risen to 42%. Among the advanced economies, 72% report owning a smartphone in 2017, the same rate as in 2015-16.

Social media use has also increased in emerging markets. In 2015-16, roughly four-in-ten adults across the emerging nations surveyed said they used social networking sites. As of 2017, 53% use social media. Over the same period, social media use has been generally level in many of the advanced economies surveyed.

Despite growing internet use and smartphone ownership, the world remains digitally divided. It is still the case, for example, that people in wealthier countries have higher rates of internet use and smartphone ownership. However, among people who use the internet, those in developing countries often turn out to be more likely than their counterparts in advanced economies to network via platforms like Facebook and Twitter.

Within countries, too, digital divides persist. Age, education, income and in some cases gender still differentiate who uses the internet and who does not, who is active on social media and who is inactive.

These are among the major findings of a Pew Research Center survey conducted in 37 countries from Feb. 16 to May 8, 2017, among 40,448 respondents. It also includes analysis from Pew Research Center surveys <u>conducted in the United States</u> among 2,002 people in 2018 and <u>in China</u> among 3,154 people in 2016.

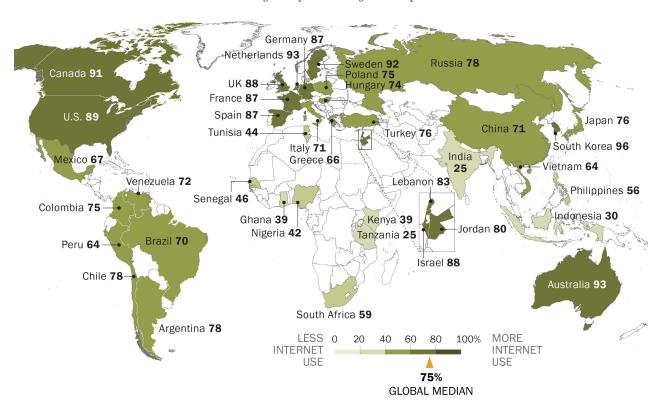
# Majorities use the internet in much of the world, but sub-Saharan Africa and India still lag

While the gap in internet use between emerging and advanced economies has narrowed in recent years, there are still large swaths of the world where significant numbers of citizens do not use the internet.

Internet penetration rates — as measured by internet use or smartphone ownership — remain high in North America and much of Europe, as well as in parts of the Asia-Pacific. Among the countries surveyed, South Korea stands out as the most heavily connected society, with 96% of adults reporting internet use. Yet, others are not far behind. In Australia, the Netherlands, Sweden, Canada, the U.S., Israel, the United Kingdom, Germany, France and Spain, roughly nine-in-ten report internet use.

# Internet penetration rates are high in North America, Europe and parts of the Asia-Pacific

Adults who use the internet at least occasionally or report owning a smartphone



Note: Percentages are based on total sample.

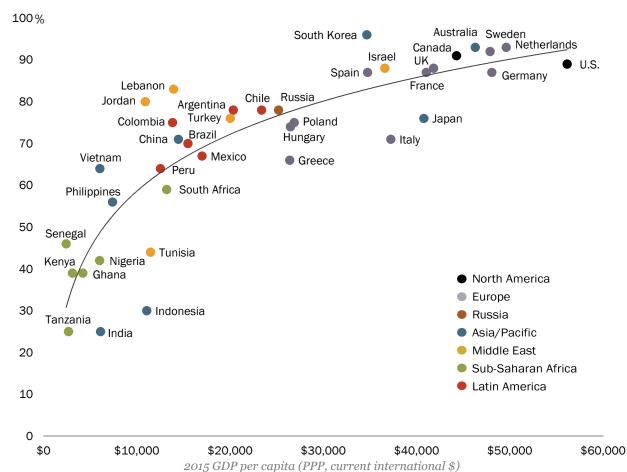
Source: Spring 2017 Global Attitudes Survey. Q63 & Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from 2016 Global Attitudes Survey.

Internet use continues to lag in many developing economies. Only one-in-four Indians, for instance, report using the internet or owning a smartphone. Regionally, sub-Saharan Africa is one of the least wired parts of the globe.

The global digital divide is largely an economic story. Richer countries, as measured by gross domestic product per capita (purchasing power parity), tend to have higher rates of internet use, while poorer countries tend to have lower rates. This pattern has been consistent across <u>prior surveys</u> and remains today for both internet use and smartphone ownership.

#### Internet use more common in wealthier countries

Adults who use the internet at least occasionally or report owning a smartphone



Note: GDP per capita data not available for Venezuela. Percentages are based on total sample.

Source: Spring 2017 Global Attitudes Survey. Q63 & Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from 2016 Global Attitudes Survey. GDP data from the World Bank accessed June 2, 2017 (China data accessed May 30, 2018).

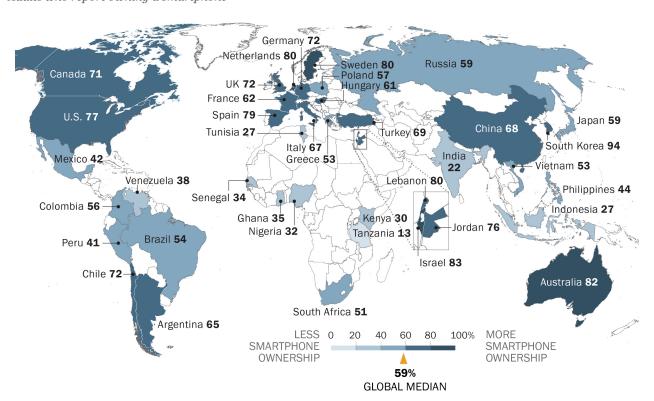
## Smartphones are increasingly common around the globe

Smartphones – mobile phones that can use the internet and access apps – are very common around the world. Across the 39 countries surveyed, a median of 59% report owning a smartphone, such as a Galaxy or iPhone (see Appendix B for country-specific details). A further 31% report owning another type of mobile device, such as a flip or feature phone. Only about onein-ten (8%) across the 39 countries report having no mobile device at all.

The pattern of smartphone ownership is similar to internet use, with people in wealthier countries exhibiting higher rates of ownership. But the gap in smartphone ownership is narrower than in the past, as many move directly from not owning a phone at all to owning a mobile device. Landline phones are simply being skipped by large numbers of people in emerging and developing markets.

### Smartphones are common in Europe and North America, while sub-Saharan Africa and India lag in ownership

Adults who report owning a smartphone



Note: Percentages based on total sample.

Source: Spring 2017 Global Attitudes Survey. Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from 2016 Global Attitudes Survey.

Despite the increasing levels of smartphone use, ownership still lags in India, Indonesia and Africa. Among these, only in South Africa do at least half report owning a smartphone.

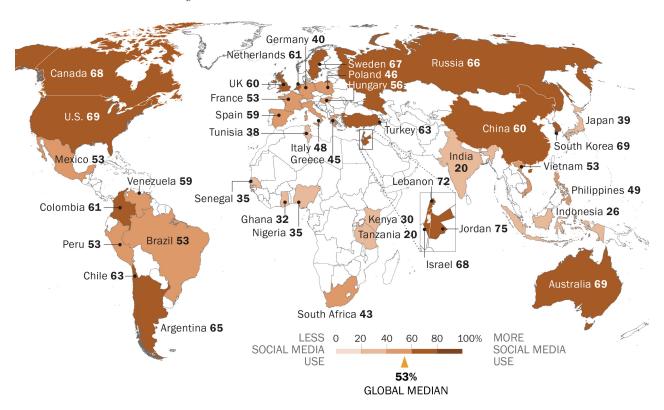
### Rate of social media use varies in developed world

Social media is popular among many internet users. Usage rates are high in many of the advanced economies surveyed. This includes two-thirds or more of *all* adults in the U.S., Australia, South Korea, Canada, Israel and Sweden.

But high rates of social media use are also found in emerging and developing economies. For example, 75% of adult Jordanians say they use social media; this means that of the eight-in-ten Jordanians who use the internet, 94% are active on social media platforms. Social media use is also widespread among internet users in the Philippines, Indonesia, Lebanon and Tunisia.

# Social media is very popular in the Middle East and North America, but far from ubiquitous in Europe

Adults who use social networking sites



Note: Percentages based on total sample.

Source: Spring 2017 Global Attitudes Survey. Q71. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from 2016 Global Attitudes Survey.

In contrast, in some countries with high rates of internet use, relatively small shares of adults report using social media. In Germany, for instance, where 87% of people use the internet, less than half say they use social media.

# 1. Across 39 countries, threequarters say they use the internet

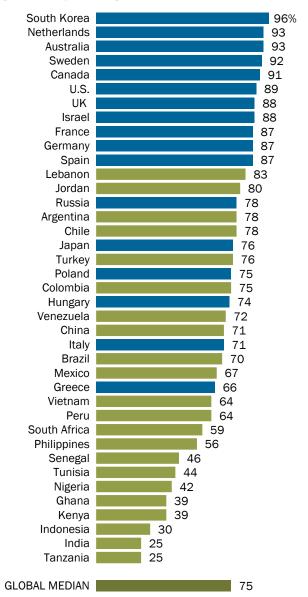
Access to the internet is considered so vital that in 2016 the <u>United Nations passed a</u> nonbinding resolution to make disruption of internet access a violation of human rights. And while governments and private companies are working to increase access to the internet the world over, many in emerging and developing countries remain non-internet users.

Across the 39 countries, a median of 75% say they either use the internet occasionally or own a smartphone, our definition of internet use. In many advanced economies, nine-in-ten or more use the internet, led by South Korea (96%). Greece (66%) is the only advanced economy surveyed where fewer than seven-in-ten report using the internet. Conversely, internet use is below seven-in-ten in 13 of the 22 emerging and developing economies surveyed. Among these countries, it is lowest in India and Tanzania, at a quarter of the adult population.

Regionally, internet use is lowest in sub-Saharan Africa, where a median of 41% across six countries use the internet. South Africa (59%) is the only country in the region where at least half the population is online.

# Most adults in advanced economies use the internet, less so in developing countries

Adults who use the internet at least occasionally or report owning a smartphone



Note: Percentages based on total sample. Countries classified as advanced economies' in **blue**; emerging or developing economies are **green**.

Source: Spring 2017 Global Attitudes Survey. Q63 & Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from Spring 2016 Global Attitudes Survey.

Although they still lag behind most advanced economies in internet use, emerging and developing economies have seen greater gains in recent years. There has been a significant increase in internet use in 11 of the 19 emerging or developing economies surveyed since 2015.

The most substantial increases in internet use since 2015 were in South Africa and Lebanon, which each experienced a 17-percentage-point increase. The Philippines and Senegal also saw large increases in internet penetration since 2015.

### Globally, young people use the internet more than older generations

Across the countries surveyed, young people (18 to 36 years old as of 2017) are more likely than older generations to use the internet. Those with more education are also more likely to use the internet than less-educated adults.

In three countries, there is at least 50-percentage-point gap between younger and older generations: the Philippines (55-percentage-point gap), Tunisia (51 points) and Vietnam (50 points). Among advanced economies, the largest generational divides in internet use are found in Greece (47-point gap), Italy (36 points), Poland (34 points) and Hungary (33 points).

Education is also a dividing factor on internet use, with significant gaps between those with more and less education in all countries surveyed. In all but five, these differences are in the double digits.

## Internet use much more common among the young and those with more education

Adults who use the internet at least occasionally or report owning a smartphone

			Age			Education	
	TOTAL	18-36	37+	Diff	Less education	More education	Diff
U.S.	89	98	84	+14	84	96	+12
Canada	91	99	87	+14	84	96 97	+12
France	87	100	81	+19 +18	81 84	99	+18
Germany	87	100	82 52		54 54	95	+11 +41
Greece	66	99		+47		95	
Hungary	74 74	96	63	+33	68	93	+25
Italy	71	98	62	+36	67	97	+30
Netherlands	93	100	90	+10	90	99	+9
Poland	75	98	64	+34	68	95	+27
Spain	87	100	82	+18	82	100	+18
Sweden	92	100	89	+11	89	98	+9
UK	88	98	84	+14	86	97	+11
Russia	78	98	67	+31	65	85	+20
Australia	93	100	91	+9	91	99	+8
China	71	96	55	+41	55	92	+37
India	25	35	13	+22	11	53	+42
Indonesia	30	48	12	+36	14	62	+48
Japan	76	100	69	+31	69	90	+21
Philippines	56	83	28	+55	27	75	+48
South Korea	96	100	95	+5	93	99	+6
Vietnam	64	88	38	+50	47	90	+43
Israel	88	97	83	+14	84	93	+9
Jordan	80	83	76	+7	73	89	+16
Lebanon	83	95	73	+22	66	96	+30
Tunisia	44	72	21	+51	42	87	+45
Turkey	76	95	60	+35	59	97	+38
Ghana	39	50	25	+25	29	73	+44
Kenya	39	50	21	+29	25	74	+49
Nigeria	42	49	29	+20	11	58	+47
Senegal	46	57	30	+27	37	89	+52
South Africa	59	73	44	+29	41	85	+44
Tanzania	25	30	17	+13	16	66	+50
Argentina	78	97	65	+32	64	95	+31
Brazil	70	90	57	+33	48	95	+47
Chile	78	97	67	+30	47	92	+45
Colombia	75	90	62	+28	49	92	+43
Mexico	67	86	48	+38	50	93	+43
Peru	64	79	50	+29	29	81	+52
Venezuela	72	87	57	+30	51	90	+39

Notes: Percentages based on total sample. All differences shown are statistically significant.

Source: Spring 2017 Global Attitudes Survey. Q63 & Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from Spring 2016 Global Attitudes Survey.

While age and education gaps on internet use were found in all countries surveyed, gender gaps are far less pervasive. There are significant differences between men's and women's use of the internet in just 12 of the countries surveyed. And in only one of these 12 countries – Lebanon – are women more likely than men to use the internet (87% and 79%, respectively).

The gender gap is most apparent in Africa, with men more likely than women to use the internet in Tunisia, Ghana, Kenya, Nigeria, Tanzania and Senegal. There are also double-digit gender gaps on internet use in India and Japan.

# 2. Smartphone ownership on the rise in emerging economies

Mobile phones, like the internet, play an important role in modern society. And in poorer countries where fixed internet use is not as widespread, mobile phones can be extremely important tools – whether helping poor people gain access to financial services or providing much-needed assistance with health or agricultural needs.

While mobile phone ownership is widespread across the countries surveyed, smartphone ownership is far less common. At least three-in-four or more adults report owning a mobile phone in every country surveyed. But while a global median of 59% report owning a smartphone, in just nine of the countries surveyed do about three-quarters or more say they own a smartphone.

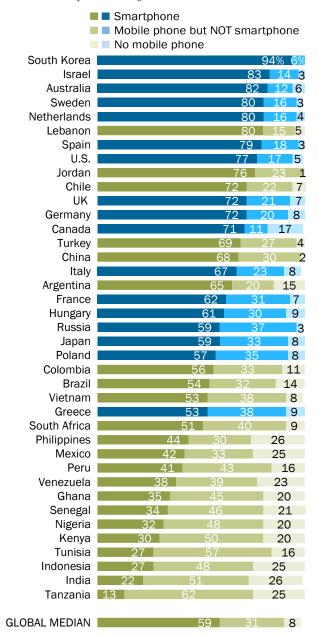
In 12 of the 22 emerging and developing nations surveyed, fewer than 50% report owning a smartphone. And in India and Tanzania, fewer than one-quarter report owning smartphones, the lowest among the countries surveyed.

Among emerging and developing nations, Middle Eastern countries in particular have high rates of smartphone ownership, including 80% in Lebanon and 76% in Jordan.

Similar to internet use, smartphone ownership is lowest in sub-Saharan Africa, where a median of 33% report owning a smartphone.

### Global divide on smartphone ownership

Adults who report owning a ...



Note: Percentages based on total sample. Countries classified as advanced economies in **blue**; emerging or developing economies are **green**.

Source: Spring 2017 Global Attitudes Survey. Q64 & Q65. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from 2016 Global Attitudes Survey.

Asia-Pacific (53%) and Latin America (54%) are closer to Europe (70%) in median smartphone ownership than they are to sub-Saharan Africa.

### Smartphone ownership growing

Smartphone ownership has been on the rise since 2015, with especially large increases occurring in Lebanon (+28 percentage points), Jordan (+25) and the Philippines (+22).

Similar to internet use, smartphone ownership varies by age and educational attainment in every country surveyed. The largest generational divide is in Greece, where 93% of those ages 18 to 36 own a smartphone, compared with 38% of those 37 or older.

The educational divide in smartphone ownership is much more prevalent among emerging and developing economies. The gap in smartphone ownership between those with more and less education is 40 percentage points or more in 12 of the countries surveyed. Just one of these 12 countries is an advanced economy: Greece (40-point gap).

There is also a significant divide by individual income levels when it comes to smartphone ownership. The biggest income gap is in Peru, where six-in-ten among those with higher incomes say they own a smartphone, compared with only 24% among those with lower incomes. But significant, double-digit divides by income

# Smartphone ownership has risen substantially in emerging economies since 2015

Adults who report owning a smartphone

	2015	2017	Change
	%	%	
Lebanon	52	80	+28
Jordan	51	76	+25
Philippines	22	44	+22
Japan	39	59	+20
Vietnam	35	53	+18
Argentina	48	65	+17
Poland	41	57	+16
Peru	25	41	+16
Senegal	19	34	+15
Russia	45	59	+14
South Africa	37	51	+14
Ghana	21	35	+14
France	49	62	+13
Brazil	41	54	+13
Germany	60	72	+12
Turkey	59	69	+10

Note: Based on total sample. Only double-digit increases shown.

Source: Spring 2017 Global Attitudes Survey. Q64 & 065

PEW RESEARCH CENTER

on smartphone ownership exist in all the other countries surveyed, with the exception of Lebanon.

Gender is a less common divide in smartphone ownership, but still exists in 13 of the countries surveyed. Men are at least 10 percentage points more likely than women to own smartphones in India, Mexico, Ghana, Kenya, Chile and Hungary. Notably, Lebanese women are more likely than men to own a smartphone, while men are more likely than women to own a basic mobile phone.

# 3. Social network adoption varies widely by country

Across 39 countries, a median of 53% say they use online social networking sites like Facebook or Twitter. However, that figure conceals large differences around the world, and the relationship between social media use and national wealth is not as strong as it is for overall internet use and smartphone ownership.

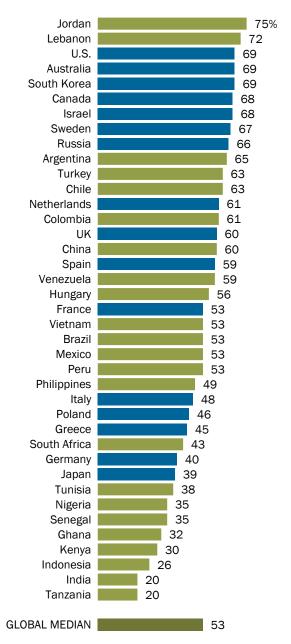
For example, the Middle East stands out for its relatively high levels of social media usage compared with other regions, despite the fact that only one country there, Israel, is an advanced economy. Across the five Middle Eastern and North African countries surveyed, a median of 68% say they use social networking sites. And across the seven Latin American countries surveyed, none of which is considered an advanced economy, 59% use social media, compared with 55% across the 10 European countries surveyed, all considered developed.

Some large advanced economies also stand out for relatively low levels of social media use. In particular, in Germany (40%) and Japan (39%), about four-in-ten use social media – similar to the percentages in South Africa (43%) and Tunisia (38%).

Just one-in-five adults in India and Tanzania use social networks, and all five sub-Saharan African countries surveyed report social media use below the global median.

#### Wide range of social network use

Adults who use social networking sites



Note: Percentages based on total sample. Countries classified as advanced economies in **blue**; emerging or developing economies are **green.** 

Source: Spring 2017 Global Attitudes Survey. Q71. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. China data from Spring 2016 Global Attitudes Survey.

When looking at social media use among internet users, many countries with relatively limited internet use have seen their share of social media users skyrocket relative to advanced economies. In the Philippines, for example, while overall levels of social media use stand at about half of the population, among internet users, that figure is closer to nine-inten (88%). And in Jordan, an astounding 94% of internet users are also on social networking sites. Only 46% of internet users in Germany use social media, the lowest such measure among the countries surveyed.

In a few countries, social media adoption rose dramatically between 2015 and 2017. For example, only 49% of Lebanese adults used social media in 2015; in 2017 that number is 72%. Similarly, just two years ago only 51% of South Korean adults were on social media, compared with almost 69% in 2017.

# Social media use on the rise in many countries

Adults who use social networking sites

	<b>2015</b> %	<b>2017</b> %	Change
Lebanon	49	72	+23
South Korea	51	69	+18
Vietnam	38	53	+15
Jordan	60	75	+15
Philippines	35	49	+14
Ghana	20	32	+12
Senegal	23	35	+12
South Africa	31	43	+12
Peru	42	53	+11
France	43	53	+10
Mexico	44	53	+9
Argentina	59	65	+6
India	14	20	+6

Note: Based on total sample. All differences statistically significant. Source: Spring 2017 Global Attitudes Survey. Q71.

# Generational divide on social media use

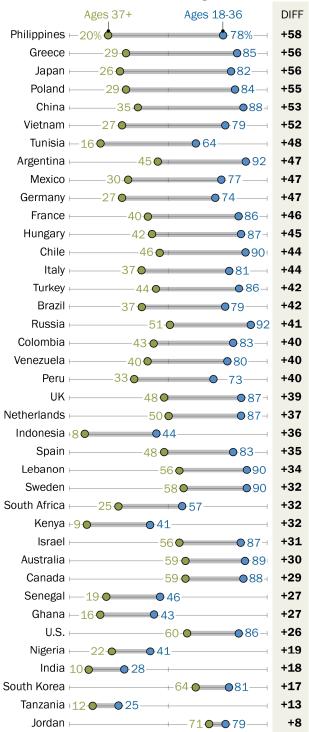
Across the globe, younger adults are much more likely to report using social media than their older counterparts. For example, in the Philippines, nearly eight-in-ten adults age 36 and under (78%) are on social media, compared with just two-in-ten older adults – a 58-percentage-point difference. This generational divide is prominent in every country surveyed.

Divergent aging patterns might also help explain variations in social media use across certain countries. For example, in Japan and Germany, social networking sites are quite popular among young adults; 82% and 74% of those ages 18 to 36 are on social media, respectively. However, the median age is 47 in both <u>Japan and Germany</u>. There simply aren't many young adults in these countries.

By contrast, like many Arab countries, Lebanon and Jordan are experiencing a "youth bulge": The median age is 31 in Lebanon and 23 in Jordan. The age differences in these countries aren't as drastic as in Germany and Japan – a 34-point gap in Lebanon and 8 points in Jordan – but the large youth population contributes to high social media use.

# Younger adults much more likely to use social media

Adults who use social networking sites



Note: All differences are statistically significant.
Source: Global Attitudes 2017 Survey. Q71. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018.
China data from Spring 2016 Global Attitudes Survey.

In some emerging and developing countries, men are much more likely to use social media – in Tunisia, for example, 49% of men use social networking sites, compared with just 28% of women.

However, in advanced countries, social networking is often more popular among women. In the U.S., Spain, Sweden and Israel, women are more likely to use social networking sites, even when accounting for internet use. In Sweden, more women are on social media than men (72% to 63%), even though men are more likely to use the internet than women (94% to 90%).

There are significant differences in social media use across other demographic groups. Those with higher levels of education and those with higher incomes are more likely to use social network sites.

## Gender divide on social media use tilts toward men in developing economies, women in advanced economies

Adults who use social networking sites

	Men	Women	Diff
	%	%	
Tunisia	49	28	+21
Ghana	42	22	+20
India	28	11	+17
Kenya	38	22	+16
Senegal	43	28	+15
Nigeria	41	28	+13
Tanzania	27	14	+13
Turkey	68	57	+11
Japan	44	35	+9
Australia	66	72	-6
Poland	42	50	-8
U.S.	65	73	-8
Spain	54	63	-9
Sweden	63	72	-9
Israel	64	73	-9
Lebanon	67	76	-9

Note: Based on total sample. All differences statistically significant. Source: Spring 2017 Global Attitudes Survey. Q71. U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018.

# **Acknowledgments**

This report is a collaborative effort based on the input and analysis of the following individuals.

Jacob Poushter, Senior Researcher Caldwell Bishop, Former Research Associate Hanyu Chwe, Former Research Assistant

Danielle Alberti, Web Developer

James Bell, Vice President, Global Strategy

Abigail Chen, Intern

Stefan Cornibert, Communications Manager

Danielle Cuddington, Research Analyst

Claudia Deane, Vice President, Research

Kat Devlin, Research Associate

Moira Fagan, Research Assistant

Janell Fetterolf, Research Associate

Courtney Johnson, Research Associate

Michael Keegan, Information Graphics Designer

David Kent, Copy Editor

Martha McRoy, Research Methodologist

Patrick Moynihan, Associate Director, International Research Methods

Courtney Nelson, Research Assistant

Audrey Powers, Administrative Manager

Ariana Rodriguez-Gitler, Digital Producer

Laura Silver, Senior Researcher

Katie Simmons, Associate Director, Research

Rhonda Stewart, Senior Communications Manager

Bruce Stokes, Director, Global Economic Attitudes

Kyle Taylor, Research Assistant

Richard Wike, Director, Global Attitudes Research

# **Methodology**

#### **About Pew Research Center's Spring 2017 Global Attitudes Survey**

Results for the survey are based on telephone and face-to-face interviews conducted under the direction of D<sub>3</sub> Systems Inc., ORB International, Princeton Survey Research Associates International, Kantar Public UK and Voices! Research & Consultancy. The results are based on national samples, unless otherwise noted. More details about our international survey methodology and country-specific sample designs are <u>available here</u>.

Detailed information on survey methods for this report

General information on international survey research

# **Appendix A: Economic categorization**

For this report we grouped countries into three economic categories: "advanced," "emerging" and "developing." These categories are fairly common in specialized and popular discussions and are helpful for analyzing how public attitudes vary with economic circumstances. However, no single, agreed upon scheme exists for placing countries into these three categories. For example, even the World Bank and International Monetary Fund do not always agree on how to categorize economies.

In creating our economic classification of the 39 countries in our survey, we relied on multiple sources and criteria. Specifically, we were guided by: World Bank income classifications; classifications of emerging markets by other multinational organizations, such as the International Monetary Fund; per capita gross domestic product (GDP); total size of the country's economy, as measured by GDP; and average GDP growth rate between 2010 and 2015.

Below is a table that outlines the countries that fall into each of the three categories. The table includes for each country the World Bank income classification, the 2015 GDP per capita based on purchasing power parity (PPP) in current prices, the 2015 GDP in current U.S. dollars and the average GDP growth rate between 2010 and 2015.

# **Economic categorization**

		World Bank income group	2015 GDP per capita (PPP)	2015 GDP (current US\$ billions)	Average GDP growth (%) (2010-2015)
	Australia	High income	46,271	1,339	2.5
	Canada	High income	44,261	1,553	2.3
	France	High income	41,017	2,419	1.1
	Germany	High income	48,042	3,363	2.0
	Greece	High income	26,379	195	-4.2
je	Hungary	High income	26,458	122	1.7
ρ	Israel	High income	36,576	299	3.8
Advanced economies	Italy	High income	37,217	1,821	-0.2
ĕ	Japan	High income	40,763	4,383	1.5
Š	Netherlands	High income	49,587	750	0.9
van	Poland	High income	26,862	477	3.1
Ā	Russia	Upper middle	25,186	1,366	1.9
	South Korea	High income	34,647	1,378	3.6
	Spain	High income	34,727	1,193	-0.2
	Sweden	High income	47,862	496	2.7
	United Kingdom	High income	41,801	2,861	2.0
	United States	High income	56,116	18,037	2.2
	Argentina	Upper middle	20,338	585	2.9
	Brazil	Upper middle	15,474	1,804	2.2
	Chile	High income	23,367	241	4.2
	China	Upper middle	14,450	11,065	7.8
	Colombia	Upper middle	13,829	292	4.5
es	Ghana	Lower middle	4,210	38	7.7
E O	India 	Lower middle	6,105	2,089	7.3
ğ	Indonesia	Lower middle	11,058	862	5.6
ě	Jordan	Upper middle	10,902	38	2.6
ë	Kenya	Lower middle	3,089	63	6.0
<u> </u>	Lebanon	Upper middle	13,936	47	2.7
erging/Developing economies	Mexico	Upper middle	16,988	1,144	3.2 5.2
Š	Nigeria Peru	Lower middle	6,004	487	5.2 5.4
Ē.		Upper middle	12,529 7,387	189	6.2
er Se	Philippines Senegal	Lower middle		292	
Ĕ	South Africa	Low income	2,421 13,195	14	4.1 2.3
_	Tanzania	Upper middle	2,673	315 46	6.8
	Tunisia	Lower middle	2,673 11,467		2.1
	Turkey	Lower middle	20,009	43 718	5.2
	Venezuela	Upper middle Upper middle	20,009	/18 *	<b>5.</b> 2
	Vietnam	Lower middle	6,034	194	6.0
	victiani	Lower Illiudie	0,004	194	0.0

<sup>\*</sup> Recent economic data are not available.

Source: World Bank, accessed June 2, 2017. China data accessed May 30, 2018.

# **Appendix B: Country-specific examples of smartphones**

## **Country-specific examples of smartphones**

Some cell phones are called "smartphones" because they can access the internet and apps. Is your cell phone a smartphone, such as  $\_\_$ ?

Canada	iPhone, Android, Blackberry, Windows, Samsung Galaxy
France	iPhone, BlackBerry, Android, Windows phone, Wiko or Samsung S4
Germany	iPhone , Android, Blackberry, Windows phone, Samsung Galaxy or similar
Greece	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Hungary	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy or Sony Xperia
Italy	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Netherlands	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Poland	iPhone, Blackberry, Samsung Galaxy or other smartphone with Android or Windows phone operating system
Spain	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Sweden	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy or similar
UK	iPhone, Android, Blackberry, Windows phone, Samsung, or other Android phone
Russia	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, HTC, LG
Australia	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, etc.
India	iPhone, Android, Blackberry, Windows phone, Samsung smartphone, or Micromax
Indonesia	iPhone, Android, Blackberry, Windows phone
Japan	iPhone, Android, Blackberry, Windows phone, Galaxy, Xperia etc.
Philippines	iPhone, Android, Blackberry, Windows phone, Samsung S3, Sony Ericsson Xperia, HTC
South Korea	No examples listed
Vietnam	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, Nokia Lumia
Israel	iPhone, Samsung Galaxy, LG, HTC, Sony Android
Jordan	iPhone, Blackberry, Samsung Galaxy, Android, Windows phone
Lebanon	iPhone, Blackberry, Samsung Galaxy, Android, Windows phone
Tunisia	iPhone, Android, Blackberry, Windows phone, Samsung
Turkey	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, Nokia E5, Venus and Huawei
Ghana	iPhone, Android, Blackberry, Windows phone
Kenya	iPhone, Android, Blackberry, Windows phone
Nigeria	iPhone, Android, Blackberry, Windows phone
Senegal	iPhone, Android, Blackberry, Windows phone
South Africa	iPhone, Android, Blackberry, Windows phone
Tanzania	iPhone, Android, Blackberry, Windows phone
Argentina	iPhone, Samsung Galaxy (Android), Blackberry, Nokia Lumia (Windows)
Brazil	iPhone, Android (for example, Samsung Galaxy), Blackberry, Windows Phone, etc.
Chile	iPhone, Samsung Galaxy (Android), Blackberry, Nokia Lumia (Windows)
Colombia	iPhone, Blackberry, Samsung (Android), HTC or Nokia Lumia (Windows)
Mexico	iPhone, Blackberry, Galaxy (Android), Nokia Lumia (Windows)
Peru	iPhone, Samsung Galaxy (Android), Blackberry, Nokia Lumia (Windows)
Venezuela	iPhone, Samsung Galaxy (Android), Blackberry, Nokia Lumia (Windows)
Source: Spring 2	2017 Global Attitudes Survey. Q65.

# Appendix C: Country-specific examples of social networking sites

## **Country-specific examples of social networking sites**

Do 11	ou euer	use on	line so	ocial.	networkii	na sites	like	2
DUG	ou coci	use on	une se	nuui	iiciwoi ku	iy siics	unc	

Canada	Facebook, Twitter or Instagram
France	Facebook, Twitter or Dailymotion
Germany	Facebook, Twitter, Xing or Instagram
Greece	Facebook, Twitter or Instagram
Hungary	Facebook, Twitter or Vimeo
Italy	Facebook or Twitter
Netherlands	Facebook, Twitter or Instagram
Poland	Facebook or Twitter
Spain	Facebook or Twitter
Sweden	Facebook, Twitter or Instagram
UK	Facebook, Twitter or Instagram
Russia	Facebook, Twitter, Odnoklassniki, Vkontakte, Instagram, Moi Mir or Moi Krug
Australia	Facebook, Twitter, Instagram, etc.
India	Facebook or Twitter
Indonesia	Facebook, Twitter, Path or LinkedIn
Japan	Facebook or Twitter
Philippines	Facebook, Twitter, Plurk, Google+ or LinkedIn
South Korea	Facebook, Twitter, Naver, Band or Kakao Story
Vietnam	Facebook, Twitter, Google+, LinkedIn or Zingme
Israel	Facebook, Twitter, Instagram, LinkedIn, etc. (LinkedIn not included in Arabic translation)
Jordan	Facebook, Twitter or Instagram
Lebanon	Facebook, Twitter or Instagram
Tunisia	Facebook, Twitter or Instagram
Turkey	Facebook, Twitter, Pinterest, Snapchat or Instagram
Ghana	Facebook, Twitter, Instagram, LinkedIn, Hi5, Badoo, WhatsApp, YouTube, SnapChat or Skype
Kenya	Facebook, Twitter or WhatsApp
Nigeria	Facebook, Twitter, Instagram, Linda Ikeji Social or LinkedIn
Senegal	Facebook or Twitter
South Africa	Facebook, Twitter, Instagram or Pinterest
Tanzania	Facebook, Twitter, Instagram or Pinterest
Argentina	Facebook, Twitter, LinkedIn, Instagram, etc.
Brazil	Facebook, Twitter or Orkut
Chile	Facebook, Twitter, Instagram, etc.
Colombia	Facebook, Twitter or Instagram
Mexico	Facebook, Twitter, Myspace or Instagram
Peru	Facebook, Twitter, Instagram or LinkedIn
Venezuela	Facebook, Twitter or Instagram
	Clobal Attitudes Currey 0.74

Source: Spring 2017 Global Attitudes Survey. Q71.

# **Appendix D: Detailed tables**

#### **Internet use**

Percentage of adults who use the internet at least occasionally or own a smartphone

	2010	2011	0045	0040	004=
	<b>2013</b> %	<b>2014</b> %	<b>2015</b> %	<b>2016</b> %	<b>2017</b> %
United States	84	84	86	88	89*
Canada			90	91	91
France			75	81	87
Germany			85	85	87
Greece				60	66
Hungary				66	74
Italy			72	71	71
Netherlands				95	93
Poland	63	63	69	73	75
Spain			87	90	87
Sweden				93	92
United Kingdom			88	89	88
Russia	66	73	72		78
Australia		-	93	93	93
China	55	63	65	71	
India	16	20	22	21	25
Indonesia	23	24	30		30
Japan			69	72	76
Philippines	34	42	40		56
South Korea			94		96
Vietnam		43	50		64
Israel			86		88
Jordan	47	47	67		80
Lebanon	57	62	66		83
Tunisia	40	42			44
Turkey	41		72		76
Ghana	26	21	25		39
Kenya	37	29	40		39
Nigeria	33	39	39		42
Senegal	34	28	31		46
South Africa	43	41	42		59
Tanzania		19	21	-	25
Argentina	68	62	71		78
Brazil	49	51	60	-	70
Chile	66	76	78		78
Colombia		57			75
Mexico	45	50	54		67
Peru		46	52		64
Venezuela	59	67	67		72

<sup>\*</sup> U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. Source: Spring 2017 Global Attitudes Survey. Q63 & Q65.

## **Smartphone ownership**

Percentage of adults who own a smartphone

	<b>2013</b> %	<b>2014</b> %	<b>2015</b>	<b>2016</b> %	<b>2017</b> %
United States	56	55	67	72	77*
Canada	_		67	72	71
France		_	49	58	62
Germany			60	66	72
Greece				46	53
Hungary				49	61
Italy			60	63	67
Netherlands				79	80
Poland	21	29	41	52	57
Spain	-		71	79	79
Sweden				80	80
United Kingdom			68	72	72
Russia	23	33	45		59
Australia		-	77	79	82
China	37	55	58	68	
India	12	14	17	18	22
Indonesia	11	15	21		27
Japan			39	55	59
Philippines	17	20	22		44
South Korea			88		94
Vietnam		24	35		53
Israel			74		83
Jordan	38	41	51		76
Lebanon	45	48	52		80
Tunisia	12	12			27
Turkey	17	-	59		69
Ghana	15	14	21		35
Kenya	19	15	26		30
Nigeria	19	27	28		32
Senegal	13	15	19		34
South Africa	33	34	37		51
Tanzania	-	8	11		13
Argentina	34	34	48		65
Brazil	15	24	41		54
Chile	39	58	65		72
Colombia		27			56
Mexico	21	28	35		42
Peru		16	25		41
Venezuela * ILS_data from a Pew Res	31	39	45	 lan 3-10	38

 $<sup>\</sup>star$  U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. Source: Spring 2017 Global Attitudes Survey. Q65.

# Social networking use

Percentage of adults who use online social networking sites

	2013	2014	2015	2016	2017
	%	%	%	%	%
United States	61	62	65	69	69*
Canada			66	65	68
France			43	48	53
Germany			42	37	40
Greece				46	45
Hungary	-			53	56
Italy	-		47	53	48
Netherlands	-			70	61
Poland	43	39	46	50	46
Spain			57	63	59
Sweden				71	67
United Kingdom			58	61	60
Russia	57	62	61		66
Australia			65	70	69
China	26	37	41	60	
India	8	13	14	14	20
Indonesia	19	21	26	-	26
Japan			36	43	39
Philippines	30	39	35		49
South Korea			51		69
Vietnam	-	34	38		53
Israel	-		65		68
Jordan	40	39	60		75
Lebanon	41	42	49		72
Tunisia	34	37			38
Turkey	32		62		63
Ghana	20	15	20		32
Kenya	28	26	32		30
Nigeria	28	32	33		35
Senegal	25	24	23		35
South Africa	27	30	31		43
Tanzania		15	17		20
Argentina	51	52	59		65
Brazil	36	42	48		53
Chile	50	66	66		63
Colombia		46			61
Mexico	35	41	44		53
Peru		39	42		53
Venezuela	49	59	59		59
* II C data from a Day Dag	oarch Can	tor curvey	nonduoted	lan 2 10	2010

<sup>\*</sup> U.S. data from a Pew Research Center survey conducted Jan. 3-10, 2018. Source: Spring 2017 Global Attitudes Survey. Q71.

# **Topline Questionnaire**

Pew Research Center Spring 2017 Survey June 19, 2018 Release

#### Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see Methodology section and our <u>international survey methods database</u>.
- Due to rounding, percentages may not total 100%. The topline "total" columns show 100%, because they are based on unrounded numbers.
- Not all questions included in the Spring 2017 survey are presented in this topline. Omitted questions have either been previously released or will be released in future reports.

	Q63. Do you use the internet, at least occasionally?				
	Yes	No	DK/Refused	Total	
Spring, 2017	90	10	0	100	
	88	12	0	100	
	90	10	0	100	
	75	25	0	100	
Spring, 2017	82	18	0	100	
	79	21	0	100	
	73	27	0	100	
	75	25	0	100	
	73	27	0	100	
	78	22	0	100	
	71	29	0	100	
	85	15	0	100	
	82	18	0	100	
	84	16	0	100	
	80	20	0	100	
	79	21	0	100	
	77	23	0	100	
	66	34	0	100	
	64		0	100	
	59		+	100	
	49		+	100	
				100	
			+	100	
			+	100	
			+	100	
			+	100	
				100	
				100	
			+	100	
			+	100	
	73		+	100	
			0	100	
			1	100	
			0	100	
				100	
			1	100	
				100	
				100	
			+	100	
			+	100	
			+	100	
			+	100	
			+	100	
			+	100	
			+	100	
Spring, 2010	1 00	J2	1 1	100	
	Spring, 2016 Spring, 2015 Spring, 2007 Spring, 2017 Spring, 2016 Spring, 2015 Spring, 2015 Spring, 2012 Spring, 2010 Spring, 2010 Spring, 2017 Spring, 2016 Spring, 2017 Spring, 2015 Spring, 2015 Spring, 2011 Spring, 2015 Spring, 2011 Spring, 2010 Spring, 2010 Spring, 2017 Spring, 2016 Spring, 2017 Spring, 2010 Spring, 2017 Spring, 2010 Spring, 2017 Spring, 2017 Spring, 2017 Spring, 2017 Spring, 2015 Spring, 2010 Spring, 2010	Spring, 2017         90           Spring, 2016         88           Spring, 2015         90           Spring, 2007         75           Spring, 2017         82           Spring, 2016         79           Spring, 2015         73           Spring, 2012         75           Spring, 2010         78           Spring, 2010         78           Spring, 2017         85           Spring, 2016         82           Spring, 2015         84           Spring, 2011         79           Spring, 2012         80           Spring, 2011         79           Spring, 2010         77           Spring, 2011         79           Spring, 2010         77           Spring, 2011         79           Spring, 2010         77           Spring, 2011         79           Spring, 2017         64           Spring, 2016         59           Spring, 2017         70           Spring, 2016         63           Spring, 2016         66           Spring, 2015         70           Spring, 2017         73           Spring, 2016	Spring, 2017         90         10           Spring, 2016         88         12           Spring, 2015         90         10           Spring, 2007         75         25           Spring, 2017         82         18           Spring, 2016         79         21           Spring, 2015         73         27           Spring, 2012         75         25           Spring, 2011         73         27           Spring, 2010         78         22           Spring, 2017         85         15           Spring, 2017         85         15           Spring, 2016         82         18           Spring, 2015         84         16           Spring, 2011         79         21           Spring, 2012         80         20           Spring, 2011         79         21           Spring, 2010         77         23           Spring, 2011         79         21           Spring, 2016         59         41           Spring, 2017         64         36           Spring, 2016         63         35           Spring, 2017         67         33 <td>Spring, 2017         90         10         0           Spring, 2016         88         12         0           Spring, 2015         90         10         0           Spring, 2017         75         25         0           Spring, 2016         79         21         0           Spring, 2015         73         27         0           Spring, 2012         75         25         0           Spring, 2011         73         27         0           Spring, 2010         78         22         0           Spring, 2017         85         22         0           Spring, 2016         82         18         0           Spring, 2010         78         22         0           Spring, 2017         85         15         0           Spring, 2017         85         15         0           Spring, 2018         84         16         0           Spring, 2011         79         21         0           Spring, 2011         79         21         0           Spring, 2010         77         23         0           Spring, 2017         64         36         0</td>	Spring, 2017         90         10         0           Spring, 2016         88         12         0           Spring, 2015         90         10         0           Spring, 2017         75         25         0           Spring, 2016         79         21         0           Spring, 2015         73         27         0           Spring, 2012         75         25         0           Spring, 2011         73         27         0           Spring, 2010         78         22         0           Spring, 2017         85         22         0           Spring, 2016         82         18         0           Spring, 2010         78         22         0           Spring, 2017         85         15         0           Spring, 2017         85         15         0           Spring, 2018         84         16         0           Spring, 2011         79         21         0           Spring, 2011         79         21         0           Spring, 2010         77         23         0           Spring, 2017         64         36         0	

		Q63. Do you	use the interr	net, at least occ	asionally?
		Yes	No	DK/Refused	Total
Sweden	Spring, 2017	91	9	0	100
	Spring, 2016	91	9	0	100
	Spring, 2007	79	21	0	100
United Kingdom	Spring, 2017	85	15	0	100
_	Spring, 2016	87	13	0	100
	Spring, 2015	86	14	0	100
	Spring, 2012	85	15	0	100
	Spring, 2011	80	20	0	100
	Spring, 2010	83	17	0	100
	Spring, 2007	72	28	0	100
Russia	Spring, 2017	76	23	1	100
	Spring, 2015	71	28	0	100
	Spring, 2014	72	28	0	100
	Spring, 2013	65	35	0	100
	Spring, 2012	58	42	0	100
	Spring, 2011	50	49	1	100
	Spring, 2010	44	56	0	100
	Spring, 2007	25	74	1	100
Australia	Spring, 2017	91	9	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	92	8	0	100
India	Spring, 2017	22	75	3	100
	Spring, 2016	17	81	2	100
	Spring, 2015	17	82	0	100
	Spring, 2014	14	84	2	100
	Winter, 2013-2014	11	86	3	100
Indonesia	Spring, 2017	27	72	1	100
	Spring, 2015	28	70	2	100
	Spring, 2014	22	77	0	100
	Spring, 2013	21	79	0	100
	Spring, 2011	13	86	1	100
	Spring, 2010	9	90	1	100
	Spring, 2007	7	93	0	100
Japan	Spring, 2017	71	29	0	100
	Spring, 2016	68	32	0	100
	Spring, 2015	68	32	0	100
	Spring, 2012	66	34	0	100
	Spring, 2011	59	41	0	100
	Spring, 2010	64	36	0	100
Philippines	Spring, 2017	49	50	1	100
	Spring, 2015	36	64	0	100
	Spring, 2014	39	61	0	100
	Spring, 2013	30	69	1	100

		Q63. Do you use the internet, at least occasionally?					
		Yes	No	DK/Refused	Total		
South Korea	Spring, 2017	87	13	0	100		
	Spring, 2015	89	11	0	100		
	Spring, 2010	78	22	0	100		
	Spring, 2007	80	20	0	100		
Vietnam	Spring, 2017	60	40	0	100		
	Spring, 2015	45	54	0	100		
	Spring, 2014	41	59	0	100		
Israel	Spring, 2017	87	12	0	100		
	Spring, 2015	84	16	0	100		
	Spring, 2011	80	20	0	100		
	Spring, 2007	69	30	1	100		
Jordan	Spring, 2017	80	20	0	100		
	Spring, 2015	62	38	0	100		
	Spring, 2014	44	56	0	100		
	Spring, 2013	40	60	0	100		
	Spring, 2012	35	65	0	100		
	Spring, 2011	36	63	1	100		
	Spring, 2010	32	68	0	100		
	Spring, 2007	30	68	2	100		
Lebanon	Spring, 2017	79	21	0	100		
	Spring, 2015	65	35	0	100		
	Spring, 2014	59	41	0	100		
	Spring, 2013	57	43	0	100		
	Spring, 2012	49	51	0	100		
	Spring, 2011	39	61	0	100		
	Spring, 2010	35	65	0	100		
	Spring, 2007	42	58	0	100		
Tunisia	Spring, 2017	41	58	0	100		
	Spring, 2014	42	58	0	100		
	Spring, 2013	38	62	0	100		
	Spring, 2012	41	58	1	100		
Turkey	Spring, 2017	71	29	0	100		
	Spring, 2015	68	31	1	100		
	Spring, 2013	38	61	0	100		
	Spring, 2012	43	56	1	100		
	Spring, 2011	38	59	3	100		
	Spring, 2010	39	60	1	100		
	Spring, 2007	26	72	2	100		
Ghana	Spring, 2017	30	69	1	100		
	Spring, 2015	22	78	0	100		
	Spring, 2014	19	81	0	100		
	Spring, 2013	23	77	0	100		
	Spring, 2007	20	74	5	100		

		Q63. Do you use the internet, at least occasionally?					
		Yes	No	DK/Refused	Total		
Kenya	Spring, 2017	32	67	2	100		
	Spring, 2016	37	62	1	100		
	Spring, 2015	36	64	0	100		
	Spring, 2014	29	71	0	100		
	Spring, 2013	33	67	0	100		
	Spring, 2011	27	72	1	100		
	Spring, 2010	24	76	0	100		
	Spring, 2007	11	88	1	100		
Nigeria	Spring, 2017	37	63	0	100		
	Spring, 2016	45	55	0	100		
	Spring, 2015	36	64	0	100		
	Spring, 2014	35	64	1	100		
	Spring, 2013	31	68	1	100		
	Spring, 2010	22	78	0	100		
Senegal	Spring, 2017	39	59	2	100		
3	Spring, 2015	27	73	0	100		
	Spring, 2014	28	72	0	100		
	Spring, 2013	31	67	2	100		
South Africa	Spring, 2017	48	52	0	100		
	Spring, 2016	51	48	1	100		
	Spring, 2015	35	64	1	100		
	Spring, 2014	33	66	1	100		
	Spring, 2013	34	64	2	100		
Tanzania	Spring, 2017	23	75	1	100		
ranzama	Spring, 2015	20	80	0	100		
	Spring, 2014	18	81	1	100		
	Spring, 2007	5	90	4	100		
Argentina	Spring, 2017	73	27	0	100		
7.1. goa	Spring, 2015	68	32	0	100		
	Spring, 2014	60	40	0	100		
	Spring, 2013	65	35	0	100		
	Spring, 2010	47	52	1	100		
	Spring, 2007	35	64	1	100		
Brazil	Spring, 2007	66	34	0	100		
	Spring, 2015	58	42	0	100		
	Spring, 2014	49	51	0	100		
	Spring, 2013	48	52	0	100		
	Spring, 2012	49	51	0	100		
	Spring, 2010	43	57	0	100		
 Chile	Spring, 2017	72	28	0	100		
O.I.I.C	Spring, 2017	76	24	0	100		
	Spring, 2014	74	26	0	100		
	Spring, 2014 Spring, 2013	62	38	0	100		
		33	66	0	100		
Colombia	Spring, 2007	71	29	0	100		
Colombia	Spring, 2017						
	Spring, 2014	56	44	0	100		

**34** PEW RESEARCH CENTER

		Q63. Do you	use the inter	net, at least occ	asionally?
		Yes	No	DK/Refused	Total
Mexico	Spring, 2017	64	36	0	100
	Spring, 2015	53	47	0	100
	Spring, 2014	48	52	0	100
	Spring, 2013	43	57	1	100
	Spring, 2012	37	63	0	100
	Spring, 2011	37	63	0	100
	Spring, 2010	38	61	1	100
	Spring, 2007	31	68	1	100
Peru	Spring, 2017	61	39	0	100
	Spring, 2015	50	50	0	100
	Spring, 2014	45	55	0	100
	Spring, 2007	41	59	0	100
Venezuela	Spring, 2017	69	31	0	100
	Spring, 2015	64	36	0	100
	Spring, 2014	65	35	0	100
	Spring, 2013	56	44	0	100

		Q64	l. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
Canada	Spring, 2017	83	17	0	100
	Spring, 2016	86	14	0	100
	Spring, 2015	83	17	0	100
	Spring, 2013	79	21	0	100
	Spring, 2007	60	40	0	100
	Summer, 2002	48	52	0	100
France	Spring, 2017	93	7	0	100
	Spring, 2016	91	9	0	100
	Spring, 2015	85	15	0	100
	Spring, 2014	85	15	0	100
	Spring, 2013	86	14	0	100
	Spring, 2012	86	14	0	100
	Spring, 2011	85	15	0	100
	Spring, 2010	84	16	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	65	35	0	100
Germany	Spring, 2017	92	8	0	100
	Spring, 2016	94	6	0	100
	Spring, 2015	94	6	0	100
	Spring, 2014	90	10	0	100
	Spring, 2013	88	11	0	100
	Spring, 2012	89	11	0	100
	Spring, 2011	88	11	0	100
	Spring, 2010	88	12	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	71	29	0	100

		Q64	l. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
Greece	Spring, 2017	91	9	0	100
	Spring, 2016	89	11	0	100
	Spring, 2014	88	12	0	100
	Spring, 2013	88	12	0	100
	Spring, 2012	89	11	0	100
Hungary	Spring, 2017	91	9	0	100
	Spring, 2016	89	10	1	100
Italy	Spring, 2017	90	8	2	100
	Spring, 2016	89	11	0	100
	Spring, 2015	95	5	0	100
	Spring, 2014	93	7	0	100
	Spring, 2013	92	7	1	100
	Spring, 2012	91	9	0	100
	Spring, 2007	79	21	0	100
	Summer, 2002	79	21	0	100
Netherlands	Spring, 2017	96	4	0	100
	Spring, 2016	96	4	0	100
Poland	Spring, 2017	91	8	0	100
	Spring, 2016	89	11	0	100
	Spring, 2015	88	12	1	100
	Spring, 2014	84	15	0	100
	Spring, 2013	84	15	1	100
	Spring, 2012	82	18	0	100
	Spring, 2011	78	21	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	73	26	1	100
	Summer, 2002	40	58	2	100
Spain	Spring, 2017	97	3	0	100
	Spring, 2016	97	3	0	100
	Spring, 2015	96	4	0	100
	Spring, 2014	91	9	0	100
	Spring, 2013	91	9	0	100
	Spring, 2012	95	5	0	100
	Spring, 2011	96	4	0	100
	Spring, 2010	92	8	0	100
	Spring, 2007	84	16	0	100
Sweden	Spring, 2017	97	3	0	100
	Spring, 2016	98	2	0	100
	Spring, 2007	91	9	0	100

		Q64	l. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
United Kingdom	Spring, 2017	93	7	0	100
	Spring, 2016	93	7	0	100
	Spring, 2015	92	8	0	100
	Spring, 2014	92	8	0	100
	Spring, 2013	92	8	0	100
	Spring, 2012	92	8	0	100
	Spring, 2011	89	11	0	100
	Spring, 2010	91	9	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	76	24	0	100
Russia	Spring, 2017	96	3	1	100
	Spring, 2015	96	4	0	100
	Spring, 2014	96	3	0	100
	Spring, 2013	94	6	0	100
	Spring, 2012	88	12	0	100
	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	65	35	1	100
	Summer, 2002	8	91	1	100
Australia	Spring, 2017	94	6	0	100
	Spring, 2016	95	5	0	100
	Spring, 2015	94	6	0	100
	Spring, 2013	91	9	0	100
India	Spring, 2017	73	26	1	100
	Spring, 2016	72	28	0	100
	Spring, 2015	78	22	0	100
	Spring, 2014	81	19	0	100
	Winter, 2013-2014	77	23	1	100
Indonesia	Spring, 2017	75	25	0	100
	Spring, 2015	77	23	0	100
	Spring, 2014	78	22	0	100
	Spring, 2013	78	22	0	100
	Spring, 2011	55	45	0	100
	Spring, 2010	46	54	0	100
	Spring, 2007	27	73	0	100
Japan	Spring, 2017	92	8	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	89	11	0	100
	Spring, 2014	87	13	0	100
	Spring, 2013	85	15	0	100
	Spring, 2012	87	13	0	100
	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100

		Q64	1. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
Philippines	Spring, 2017	74	26	0	100
	Spring, 2015	70	30	0	100
	Spring, 2014	74	26	0	100
	Spring, 2013	71	29	0	100
	Summer, 2002	28	72	0	100
South Korea	Spring, 2017	100	0	0	100
	Spring, 2015	100	0	0	100
	Spring, 2014	100	0	0	100
	Spring, 2013	100	0	0	100
	Spring, 2010	97	3	0	100
	Spring, 2007	97	3	0	100
	Summer, 2002	93	7	0	100
Vietnam	Spring, 2017	92	8	0	100
	Spring, 2015	86	14	0	100
	Spring, 2014	82	18	0	100
Israel	Spring, 2017	97	3	0	100
	Spring, 2015	97	3	0	100
	Spring, 2014	93	6	1	100
	Spring, 2013	92	5	3	100
	Spring, 2011	95	5	0	100
	Spring, 2007	93	7	0	100
Jordan	Spring, 2017	99	1	0	100
	Spring, 2015	98	2	0	100
	Spring, 2014	97	3	0	100
	Spring, 2013	95	6	0	100
	Spring, 2012	94	6	0	100
	Spring, 2011	95	5	0	100
	Spring, 2010	94	5	0	100
	Spring, 2007	57	43	0	100
	Summer, 2002	35	65	0	100
Lebanon	Spring, 2017	95	5	0	100
	Spring, 2015	88	12	0	100
	Spring, 2014	85	15	0	100
	Spring, 2013	86	14	0	100
	Spring, 2012	82	18	0	100 100
	Spring, 2011	79	21	0	
	Spring, 2010	79	21	0	100
	Spring, 2007	84	16	0	100
Tuniois	Summer, 2002	62	38		100
Tunisia	Spring, 2017	84	16 14	0	100
	Spring, 2014	86		0	100
	Spring, 2013	88	12	0	100
	Spring, 2012	91	9	0	100

		Q64	. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
Turkey	Spring, 2017	96	4	0	100
	Spring, 2015	95	5	0	100
	Spring, 2013	87	12	1	100
	Spring, 2012	85	15	0	100
	Spring, 2011	84	16	0	100
	Spring, 2010	77	22	1	100
	Spring, 2007	73	26	1	100
	Summer, 2002	49	50	1	100
Ghana	Spring, 2017	80	20	0	100
	Spring, 2015	75	25	0	100
	Spring, 2014	83	17	0	100
	Spring, 2013	79	21	1	100
	Spring, 2007	34	66	0	100
	Summer, 2002	8	91	1	100
Kenya	Spring, 2017	80	20	0	100
	Spring, 2016	80	20	0	100
	Spring, 2015	82	18	0	100
	Spring, 2014	82	18	0	100
	Spring, 2013	82	18	0	100
	Spring, 2011	74	25	0	100
	Spring, 2010	65	35	0	100
	Spring, 2007	33	66	1	100
	Summer, 2002	9	91	0	100
Nigeria	Spring, 2017	80	20	0	100
	Spring, 2016	87	13	0	100
	Spring, 2015	89	11	0	100
	Spring, 2014	89	11	0	100
	Spring, 2013	78	21	0	100
	Spring, 2010	74	26	0	100
Senegal	Spring, 2017	79	21	0	100
	Spring, 2015	83	17	0	100
	Spring, 2014	83	17	0	100
	Spring, 2013	81	19	0	100
South Africa	Spring, 2017	91	9	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	89	10	1	100
	Spring, 2014	89	10	0	100
	Spring, 2013	91	9	0	100
	Summer, 2002	33	67	0	100
Tanzania	Spring, 2017	75	25	0	100
	Spring, 2015	73	27	0	100
	Spring, 2014	73	27	0	100
	Spring, 2007	42	58	0	100
	Summer, 2002	10	90	0	100

		Q64	l. Do you	own a cell pho	ne?
		Yes	No	DK/Refused	Total
Argentina	Spring, 2017	85	15	0	100
	Spring, 2015	82	18	0	100
	Spring, 2014	82	18	0	100
	Spring, 2013	83	17	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	63	36	1	100
	Summer, 2002	28	72	0	100
Brazil	Spring, 2017	86	14	0	100
	Spring, 2015	86	15	0	100
	Spring, 2014	87	13	0	100
	Spring, 2013	80	20	0	100
	Spring, 2012	84	16	0	100
	Spring, 2010	73	27	0	100
Chile	Spring, 2017	93	7	0	100
	Spring, 2015	93	7	0	100
	Spring, 2014	93	7	0	100
	Spring, 2013	91	9	0	100
	Spring, 2007	71	29	0	100
Colombia	Spring, 2017	89	11	0	100
	Spring, 2014	89	11	0	100
Mexico	Spring, 2017	75	25	0	100
	Spring, 2015	72	28	0	100
	Spring, 2014	74	26	0	100
	Spring, 2013	63	37	0	100
	Spring, 2012	63	37	0	100
	Spring, 2011	57	42	1	100
	Spring, 2010	51	48	1	100
	Spring, 2007	44	56	0	100
	Summer, 2002	37	63	0	100
Peru	Spring, 2017	84	16	0	100
	Spring, 2015	78	22	0	100
	Spring, 2014	77	23	0	100
	Spring, 2007	42	58	0	100
	Summer, 2002	18	81	0	100
Venezuela	Spring, 2017	77	23	0	100
	Spring, 2015	83	16	0	100
	Spring, 2014	88	12	0	100
	Spring, 2013	86	14	0	100

Q65. ASK ALL MOBILE PHONE OWNERS ONLY: Some mobile phones are called "smartphones" because they can access the internet and apps. Is your mobile phone a smartphone, such as an iPhone, Android, (INSERT COUNTRY SPECIFIC **EXAMPLES)?** Yes, No, not a smartphone smartphone DK/Refused Total N =South Africa Spring, 2017 Spring, 2016 Spring, 2015 Spring, 2014 Spring, 2013 Tanzania Spring, 2017 Spring, 2015 Spring, 2014 **Argentina** Spring, 2017 Spring, 2015 Spring, 2014 Spring, 2013 Brazil Spring, 2017 Spring, 2015 Spring, 2014 Spring, 2013 Chile Spring, 2017 Spring, 2015 Spring, 2014 Spring, 2013 Colombia Spring, 2017 Spring, 2014 Mexico Spring, 2017 Spring, 2015 Spring, 2014 Spring, 2013 Spring, 2017 Peru Spring, 2015 Spring, 2014 Venezuela Spring, 2017 Spring, 2015 Spring, 2014 Spring, 2013 

In previous years, question asked '...Is your cell phone a smartphone, such as an iPhone, a Blackberry, (INSERT COUNTRY SPECIFIC EXAMPLES; PLEASE INCLUDE AN ANDROID EXAMPLE IN ALL COUNTRIES)?'

		Q71. ASK ALL INTERNET AND SMARTPHONE USERS ONLY: Do you ever online social networking sites like Facebook, Twitter, (INSERT COUNT SPECIFIC EXAMPLES)?					
		Yes	No	DK/Refused	Total	N=	
Canada	Spring, 2017	75	25	0	100	953	
	Spring, 2016	71	28	0	100	965	
	Spring, 2015	73	27	0	100	926	
France	Spring, 2017	62	38	0	100	905	
	Spring, 2016	59	41	0	100	865	
	Spring, 2015	57	43	0	100	789	
Germany	Spring, 2017	46	54	0	100	903	
•	Spring, 2016	43	57	0	100	863	
	Spring, 2015	50	50	0	100	910	
Greece	Spring, 2017	68	32	0	100	590	
51 0000	Spring, 2016	77	23	0	100	655	
Hungary	Spring, 2017	77	23	1	100	655	
arigar y	Spring, 2017	80	20	0	100	601	
Italy		67	32	1	100	666	
Italy	Spring, 2017		25	0	100	745	
	Spring, 2016	65	34	1	100	745 786	
N - 4     -	Spring, 2015	66	34	0	100	945	
Netherlands	Spring, 2017						
D. I I	Spring, 2016	74	26	0	100	931	
Poland	Spring, 2017	62	38		100	804	
	Spring, 2016	68	31	0	100	703	
	Spring, 2015	66	33	0	100	736	
	Spring, 2014	62	38	0	100	691	
	Spring, 2013	69	30	0	100	522	
Spain	Spring, 2017	67	32	0	100	925	
	Spring, 2016	69	30	0	100	944	
	Spring, 2015	65	35	0	100	886	
Sweden	Spring, 2017	73	27	0	100	919	
	Spring, 2016	76	24	0	100	921	
United Kingdom	Spring, 2017	68	32	0	100	930	
	Spring, 2016	69	31	0	100	1247	
	Spring, 2015	66	34	0	100	893	
Russia	Spring, 2017	84	15	0	100	795	
	Spring, 2015	85	13	2	100	748	
	Spring, 2014	85	15	0	100	755	
	Spring, 2013	86	13	1	100	680	
Australia	Spring, 2017	74	26	0	100	956	
	Spring, 2016	75	25	0	100	933	
	Spring, 2015	69	31	0	100	929	
ndia	Spring, 2017	79	14	7	100	823	
	Spring, 2016	65	29	6	100	658	
	Spring, 2015	62	29	9	100	676	
	Spring, 2014	65	28	7	100	566	
	Winter, 2013-2014	51	43	6	100	626	
Indonesia	Spring, 2017	87	13	0	100	355	
	Spring, 2015	89	11	0	100	340	
	Spring, 2014	86	9	5	100	270	
	Spring, 2013	84	14	2	100	225	

		Q71. ASK ALL INTERNET AND SMARTPHONE USERS ONLY: Do you ever use online social networking sites like Facebook, Twitter, (INSERT COUNTRY SPECIFIC EXAMPLES)?						
		Yes	No	DK/Refused	Total	N=		
Japan	Spring, 2017	51	49	0	100	763		
	Spring, 2016	60	40	0	100	685		
	Spring, 2015	51	48	0	100	733		
Philippines	Spring, 2017	88	12	0	100	542		
	Spring, 2015	88	11	0	100	346		
	Spring, 2014	93	6	1	100	439		
	Spring, 2013	86	14	0	100	277		
South Korea	Spring, 2017	72	28	0	100	974		
	Spring, 2015	54	46	0	100	950		
Vietnam	Spring, 2017	84	16	0	100	723		
	Spring, 2015	75	24	0	100	547		
	Spring, 2014	80	20	0	100	512		
Israel	Spring, 2017	77	22	0	100	917		
	Spring, 2015	76	24	0	100	870		
Jordan	Spring, 2017	94	6	0	100	1276		
	Spring, 2015	90	10	0	100	711		
	Spring, 2014	83	17	0	100	474		
	Spring, 2013	84	16	0	100	472		
Lebanon	Spring, 2017	86	14	0	100	1364		
	Spring, 2015	75	25	0	100	709		
	Spring, 2014	68	32	0	100	664		
	Spring, 2013	72	28	0	100	572		
Tunisia	Spring, 2017	86	14	0	100	592		
	Spring, 2014	87	13	0	100	375		
	Spring, 2013	85	14	2	100	348		
Turkey	Spring, 2017	83	16	1	100	859		
	Spring, 2015	87	13	0	100	727		
	Spring, 2013	79	20	1	100	544		
Ghana	Spring, 2017	81	19	0	100	561		
	Spring, 2015	77	19	4	100	276		
	Spring, 2014	72	27	1	100	238		
	Spring, 2013	77	22	1	100	270		
Kenya	Spring, 2017	76	24	0	100	548		
	Spring, 2016	73	27	0	100	622		
	Spring, 2015	82	17	1	100	506		
	Spring, 2014	88	12	0	100	360		
	Spring, 2013	76	24	0	100	326		
Nigeria	Spring, 2017	82	18	0	100	496		
	Spring, 2016	81	19	0	100	623		
	Spring, 2015	85	14	1	100	434		
	Spring, 2014	82	18	0	100	463		
	Spring, 2013	83	17	0	100	382		
Senegal	Spring, 2017	76	24	0	100	492		
	Spring, 2015	75	25	0	100	299		
	Spring, 2014	87	13	0	100	277		
	Spring, 2013	75	25	0	100	269		

		Q71. ASK ALL INTERNET AND SMARTPHONE USERS ONLY: Do you ever use online social networking sites like Facebook, Twitter, (INSERT COUNTRY SPECIFIC EXAMPLES)?						
		Yes	No	DK/Refused	Total	N=		
South Africa	Spring, 2017	72	28	0	100	869		
	Spring, 2016	78	22	0	100	770		
	Spring, 2015	73	26	0	100	439		
	Spring, 2014	74	25	1	100	452		
	Spring, 2013	62	37	1	100	379		
Tanzania	Spring, 2017	81	19	0	100	300		
	Spring, 2015	78	22	0	100	212		
	Spring, 2014	79	20	0	100	216		
Argentina	Spring, 2017	83	17	0	100	831		
	Spring, 2015	83	16	1	100	723		
	Spring, 2014	83	15	2	100	647		
	Spring, 2013	75	25	1	100	556		
Brazil	Spring, 2017	76	24	0	100	700		
	Spring, 2015	79	19	1	100	602		
	Spring, 2014	82	18	0	100	508		
	Spring, 2013	73	27	0	100	469		
Chile	Spring, 2017	80	20	0	100	748		
	Spring, 2015	85	14	0	100	724		
	Spring, 2014	87	12	1	100	696		
	Spring, 2013	76	19	5	100	542		
Colombia	Spring, 2017	82	18	0	100	694		
	Spring, 2014	81	19	0	100	575		
Mexico	Spring, 2017	80	20	0	100	671		
	Spring, 2015	81	18	1	100	559		
	Spring, 2014	83	16	1	100	487		
	Spring, 2013	77	23	0	100	470		
Peru	Spring, 2017	82	18	0	100	643		
	Spring, 2015	80	19	1	100	544		
	Spring, 2014	84	15	1	100	483		
Venezuela	Spring, 2017	82	18	0	100	681		
	Spring, 2015	88	10	2	100	649		
	Spring, 2014	88	12	0	100	672		
	Spring, 2013	83	17	0	100	593		