



FOR IMMEDIATE RELEASE:  
TUESDAY, DECEMBER 20, 2011, 10AM ET

Usage Differs by Age and Education

---

# **GLOBAL DIGITAL COMMUNICATION: Texting, Social Networking Popular Worldwide**

---

**Pew Global Attitudes Project:**

**Andrew Kohut,**

President, Pew Research Center

**Richard Wike,** Associate Director

**Juliana Menasce Horowitz,**

Senior Researcher

**Katie Simmons,** Research Associate

**Jacob Poushter,** Research Analyst

**Cathy Barker,** Research Assistant

**Pew Research Center:**

**James Bell,**

Director of International Survey Research,  
Pew Research Center

**Elizabeth Mueller Gross,**

Vice President, Pew Research Center

For Media Inquiries Contact:

Richard Wike

Vidya Krishnamurthy

202.419.4372

<http://pewglobal.org>

Usage Differs by Age and Education

## **GLOBAL DIGITAL COMMUNICATION: Texting, Social Networking Popular Worldwide**

Cell phones are owned by overwhelmingly large majorities of people in most major countries around the world, and they are used for much more than just phone calls. In particular, text messaging is a global phenomenon – across the 21 countries surveyed, a median of 75% of cell phone owners say they text.

Texting is widespread in both wealthy nations and the developing world. In fact, it is most common among cell phone owners in two of the poorest nations surveyed: Indonesia and Kenya.

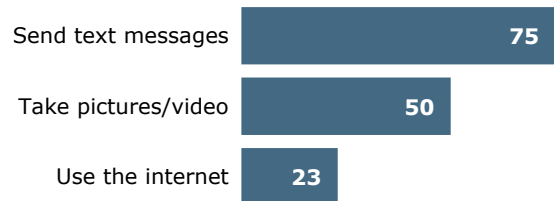
Many also use their mobile phones to take pictures or video. A median of 50% use their cell phones in this way in the 21 countries polled. Fully 72% of Japanese cell phone owners take pictures or video, as do roughly six-in-ten in Mexico (61%), Spain (59%) and Egypt (58%). Fewer users access the internet via cell phone, although more than four-in-ten mobile phone owners use their device to go online in Israel (47%), Japan (47%) and the United States (43%).

The survey by the Pew Research Center's Global Attitudes Project, conducted March 21 to May 15, also finds that social networking is popular in many nations around the globe. This is especially true in Israel (53%) and the U.S. (50%), where half or more say they use social networking websites. More than four-in-ten use these sites in Britain (43%), Russia (43%) and Spain (42%).

---

### **Texting Popular Around the Globe**

*On your cell phone, do you regularly...\**



\*Asked only of those who say they own a cell phone.

Based on median % across the 21 nations where 2011 data is available.

PEW RESEARCH CENTER.

---

Social networking is generally more common in higher income nations; however, this is largely driven by the fact that wealthier countries have higher rates of internet access. People in lower income nations *who have* online access use social networking at rates that are as high, or higher, than those found in affluent countries.

In nearly every country, the young and the well-educated are especially likely to embrace all of these technologies. People under age 30 and college graduates tend to use their cell phones for more purposes than those in older age groups and those without a college degree, and they are also more likely to use social networking sites.

### Many Use Phones for Texting, Pictures

Text messaging is highly prevalent – in 19 of 21 countries, a majority of mobile phone owners regularly send text messages.

Texting is most common among cell phone owners in Indonesia (96%), Kenya (89%), and Lebanon (87%), with eight-in-ten or more in Poland, Mexico, Japan and China also saying they regularly text.

In Western Europe, seven-in-ten or more say they send text messages on their cell phones, with the notable exception of Germany, where just 56% regularly text. Only in India and Pakistan do less than half (49% and 44%, respectively) of cell phone owners text.

#### Cell Phone Usage

	% Saying they own a cell phone	On your cell phone, do you regularly...*			
		Make phone calls	Send text messages	Take pictures or video	Use the internet
	%	%	%	%	%
U.S.	85	96	67	57	43
Spain	96	98	70	59	21
Britain	89	87	79	54	38
Germany	88	82	56	27	18
France	85	95	77	51	28
Lithuania	91	99	79	47	24
Russia	86	99	75	50	27
Ukraine	84	100	72	48	19
Poland	78	99	85	56	30
Turkey	84	97	64	44	22
Jordan	95	94	63	43	23
Israel	95	99	73	57	47
Lebanon	79	100	87	33	19
Egypt	71	98	72	58	15
China	93	99	80	54	37
Japan	86	98	81	72	47
Indonesia	55	96	96	38	22
India	53	98	49	26	10
Pakistan	48	97	44	9	6
Mexico	57	89	82	61	18
Kenya	74	100	89	31	29
<b>MEDIAN</b>	<b>85</b>	<b>98</b>	<b>75</b>	<b>50</b>	<b>23</b>

\* Asked only of those who say they own a cell phone.

PEW RESEARCH CENTER Q68 & Q70a-d.

The Japanese are the most likely of the publics surveyed to say they regularly take pictures or video with their cell phones, with 72% using their mobile phones for such purposes. Roughly six-in-ten cell phone owners in Mexico (61%), Spain (59%), and Egypt (58%) use their phones for snapping pictures or shooting video, while this is much less common in Lebanon (33%), Kenya (31%), Germany (27%), and India (26%). Only 9% of Pakistani cell phone owners say they use their devices for taking pictures or video.

In none of the countries surveyed do a majority use their cell phone regularly to access the internet. Still, at least 30% in six countries – Israel, Japan, the U.S., Britain, China and Poland – do go online using their phone.

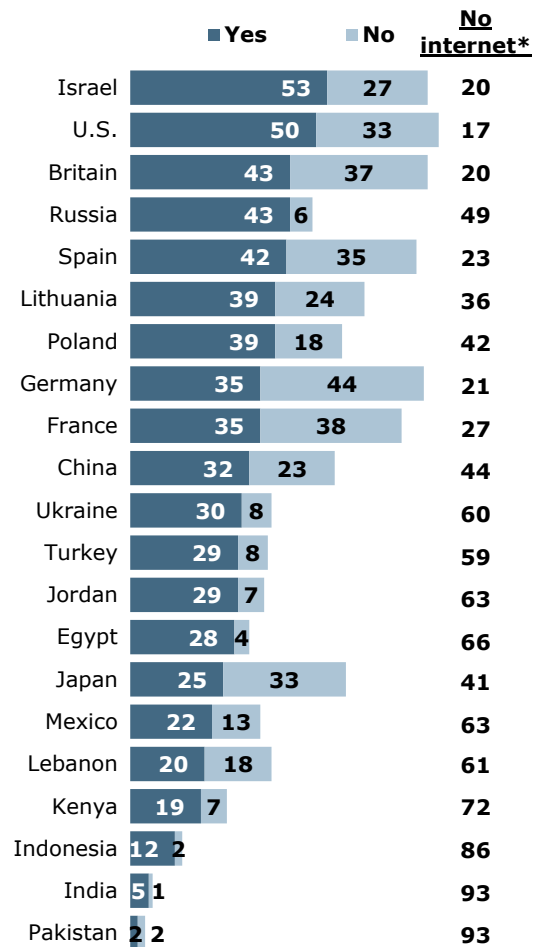
### Social Networking Widely Popular

In 15 of 21 countries, at least 25% of those polled use social networking sites. Israel (53%) and the U.S. (50%) top the list with the highest percentage of adults who say they use online social networking sites such as Facebook.<sup>1</sup>

About four-in-ten of all adults in Britain (43%), Russia (43%), Spain (42%), Lithuania (39%) and Poland (39%) also say they engage in social networking. Among this group, Russia is the only country where nearly all internet users are on social networking sites. Only 6% of Russian internet users say they do not go on these sites. In Germany (35%), France (35%), and China (32%), about a third of adults do so.

Germany, France, and Japan are the only countries polled where more internet users say they do not go on social networking sites than

### Social Networking Usage



\* Respondents who do not use the internet.  
Based on total sample. "Don't know/Refused" not shown.  
PEW RESEARCH CENTER Q69.

<sup>1</sup> Respondents in each country were given examples of popular social networking sites in their country; see the appendix at the end of the topline section of this report for details.

say they do. While 35% of Germans use social networking sites, 44% go online but do not use such sites; the comparable numbers are 35% and 38% in France and 25% and 33% in Japan.

About three-in-ten are on social networking sites in Ukraine (30%), Turkey (29%), Jordan (29%), and Egypt (28%). In these four countries, as well as many others where social networking is less prevalent, the percentage of users tends to be low because majorities do not use the internet at all; however, among those who do use the internet, more are using social networking sites than not.

In most of the countries surveyed, there has been only marginal change in social networking use since 2010. Two notable exceptions are Egypt and Russia – countries where the role of social media in recent political upheaval has been the subject of considerable attention. In both nations, usage has increased by ten percentage points over the past year, from 18% in 2010 to 28% in 2011 in Egypt and from 33% to 43% in Russia.<sup>2</sup>

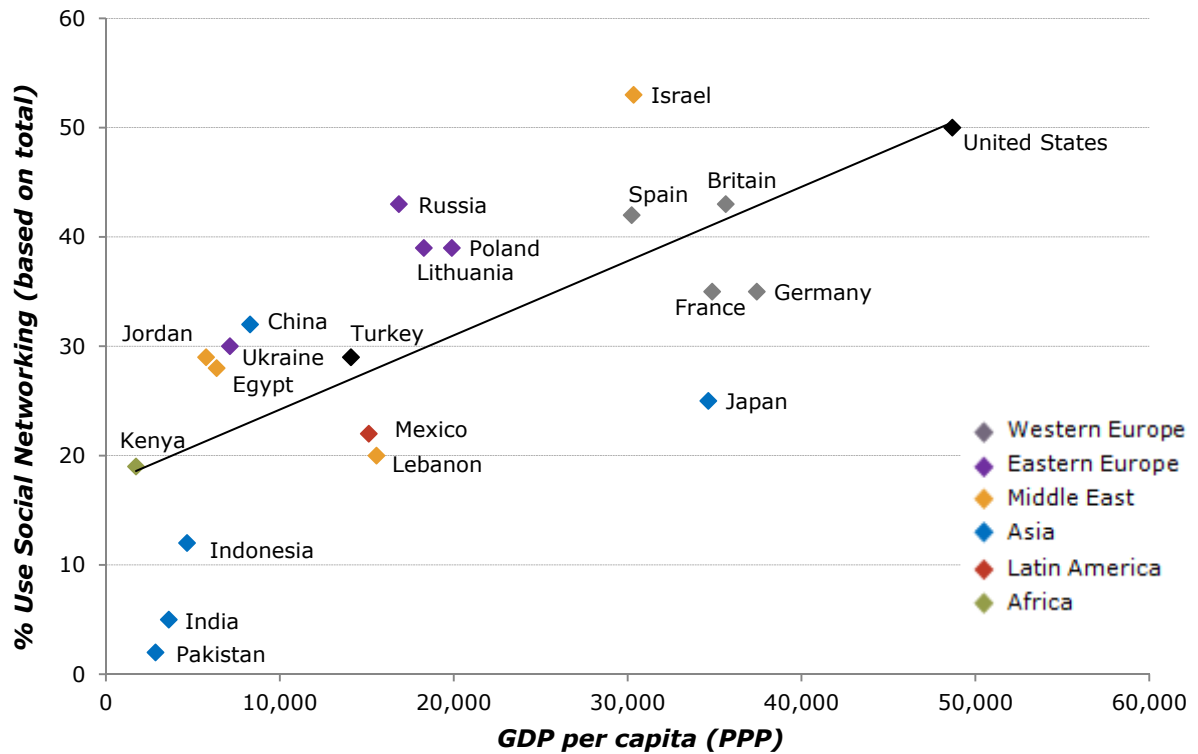
The percentage of adults who use social networking sites is determined in part by the prevalence of internet use, which is more broadly connected to a country's wealth. The scatter plot below shows the positive relationship between GDP per capita (PPP) in the country and the level of social networking.

The U.S., which has the highest per capita GDP among the countries surveyed, is also among the countries with the highest percentage of adults using social networking sites, while Pakistan and India have two of the lowest per capita GDPs and the lowest levels of social networking.

---

<sup>2</sup> The survey was conducted from March 24 to April 7 in Egypt and from March 21 to April 4 in Russia.

## GDP Per Capita and Use of Social Networking



Data for GDP per capita (PPP) from IMF World Economic Outlook. Measured in current international dollars.

PEW RESEARCH CENTER Q69.

## Young, Educated Are More Connected

Consistently, young people are more likely to use their cell phones for functions other than phone calls and they are much more likely to become involved in social networking. For instance, in nearly all countries, people ages 18 to 29 are more likely than those 50 or older to access the internet on their mobile phone. This is especially true in Japan, where 78% of mobile phone users ages 18 to 29 regularly use their cell phones to access the internet, compared with only 20% of those 50 or older. Similarly, in the U.S., 73% of 18-29 year-olds use their cell phone for the internet, compared with 49% of 30-49 year-olds and 21% of those 50 or older. Young people are also consistently more likely to use their cell phones for texting and taking pictures or video.

Meanwhile, social networking varies considerably by age in almost all countries surveyed. In 13 of 21 countries, majorities of adults under age 30 use social networking sites. The only country in which even a quarter of those 50 or older engages in social networking is the U.S. (26%).

A gap of 50 percentage points or more between adults under age 30 and those over age 50 emerges in 11 of the countries surveyed. The gap is most striking in Lithuania, where 84% of 18-29 year-olds use social networking sites, while 43% of 30-49 year-olds and just 10% of those 50 and older do the same.

The gap on use of social networking between the oldest and youngest age groups is also large in the U.S., Western and Eastern Europe, Israel, and Japan.

There are smaller gaps between age groups in Indonesia (-26), Kenya (-19), and Jordan (-17), countries with lower internet usage rates. The age gap is smallest in the two countries with the lowest internet usage – India (-8) and Pakistan (-5) – as well as in Egypt (-9).

While younger adults are more likely to go online than older adults, the age gap in internet usage is not the sole driver of the age gap in social networking. Even among *internet users*, older people are consistently much less likely to engage in social networking than adults under the age of 30.

There are also notable *education* gaps regarding the use of these technologies. For example, 76% of Chinese cell phone owners with a college degree use the internet on their device, while just 34% of those who did not complete college use their phones in this way. Among American cell phone owners with a college degree, 53% use their phone to go online, compared with 39% of those without a college degree.

## Young Much More Likely to Use Social Networking

% That use social networking (based on total)

	18-29 %	30-49 %	50+ %	Oldest- youngest gap
U.S.	80	62	26	-54
France	77	42	12	-65
Spain	81	50	19	-62
Britain	78	57	17	-61
Germany	72	45	13	-59
Lithuania	84	43	10	-74
Poland	75	54	9	-66
Russia	77	52	15	-62
Ukraine	62	35	8	-54
Turkey	52	25	9	-43
Israel	80	63	23	-57
Lebanon	47	15	2	-45
Jordan	33	31	16	-17
Egypt	27	33	18	-9
Japan	58	42	6	-52
China	55	30	9	-46
Indonesia	26	8	0	-26
India	9	4	1	-8
Pakistan	5	1	0	-5
Mexico	48	15	5	-43
Kenya	25	15	6	-19

PEW RESEARCH CENTER Q69.

Education level is also a significant factor in social networking usage, though the importance of education varies widely by country. The largest differences between college graduates and those without a college degree are found in Egypt (+71) and China (+51). The education gap is somewhat less pronounced in the U.S. and Western Europe; and it is especially low in Germany (+4) and Britain (+2).

Compared with age and education, gender differences are less common in these measures of technology usage. Nevertheless, there are notable gender gaps in a few countries, including Spain, where 29% of male cell phone owners use their devices to access the internet, compared with 13% of females. In Germany, 26% of men who own a cell phone regularly use it for accessing the internet, while just 11% of women do so. And in Turkey, the gap is 16 percentage points between men (30%) and women (14%).

In Egypt, the gender gap is reversed, with women more likely than men to use their cell phones for texting (80% vs. 65%) and for taking pictures or video (65% vs. 53%).

There are few gender differences in social networking usage, although in Turkey 37% of men use social networking sites, compared with just 20% of women.

## College Education and Use of Social Networking

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

	No college degree %	College degree %	Gap
U.S.	45	61	+16
France	29	43	+14
Spain	38	52	+14
Germany	34	38	+4
Britain	43	45	+2
Poland	35	69	+34
Russia	39	63	+24
Lithuania	35	58	+23
Ukraine	26	43	+17
Egypt	13	84	+71
Lebanon	14	53	+39
Israel	49	59	+10
China	28	79	+51
Japan	21	44	+23
India	4	25	+21
Pakistan	1	13	+12

Data not shown for Turkey, Jordan, Indonesia, Mexico and Kenya because there are fewer than 100 respondents who have a college degree.

PEW RESEARCH CENTER Q69.



## About the Pew Global Attitudes Project

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

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

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

*Pew Global Attitudes Project* team members include Richard Wike, Juliana Menasce Horowitz, Katie Simmons, Jacob Poushter, and Cathy Barker. Other contributors to the project include Pew Research Center staff members Director of International Survey Research James Bell and Vice President Elizabeth Mueller Gross, as well as Neha Sahgal, Carroll Doherty, and Michael Dimock. Additional members of the team include Mary McIntosh, president of Princeton Survey Research Associates International, and Jodie T. Allen. The *Pew Global Attitudes Project* team regularly consults with survey and policy experts, regional and academic experts, journalists, and policymakers whose expertise provides tremendous guidance in shaping the surveys.

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

For further information, please contact:  
 Richard Wike  
 Associate Director, Pew Global Attitudes Project  
 202.419.4400 / [rwike@pewresearch.org](mailto:rwike@pewresearch.org)

---

### Pew Global Attitudes Project Public Opinion Surveys

<u>Survey</u>	<u>Sample</u>	<u>Interviews</u>
Summer 2002	44 Nations	38,263
November 2002	6 Nations	6,056
March 2003	9 Nations	5,520
May 2003	21 Publics*	15,948
March 2004	9 Nations	7,765
May 2005	17 Nations	17,766
Spring 2006	15 Nations	16,710
Spring 2007	47 Publics*	45,239
Spring 2008	24 Nations	24,717
Spring 2009	25 Publics*	26,397
Fall 2009	14 Nations	14,760
Spring 2010	22 Nations	24,790
Spring 2011	23 Publics*	29,100

\* Includes the Palestinian territories.

---

## Methodological Appendix

<b><u>Country</u></b>	<b><u>Sample size</u></b>	<b><u>Margin of Error (pct. points)</u></b>	<b><u>Field dates</u></b>	<b><u>Mode</u></b>
U.S.	1,001	±4.0	March 25 – April 14	Telephone
Britain	1,000	±3.5	March 22 – April 13	Telephone
France	1,004	±3.5	March 21 – April 5	Telephone
Germany	1,001	±4.5	March 21 – April 11	Telephone
Spain	1,000	±3.5	March 22 - April 5	Telephone
Lithuania	750	±4.5	March 23 – April 7	Face-to-face
Poland	750	±4.5	March 21 – April 15	Face-to-face
Russia	1,000	±4.0	March 21 – April 4	Face-to-face
Ukraine	1,000	±4.0	March 22 – April 7	Face-to-face
Turkey	1,000	±4.0	March 21 – April 12	Face-to-face
Egypt	1,000	±4.0	March 24 – April 7	Face-to-face
Jordan	1,000	±4.0	March 21 – April 7	Face-to-face
Lebanon	1,000	±4.0	March 21 – April 7	Face-to-face
Israel	907	±5.0	March 22 – April 5	Face-to-face
China	3,308	±2.5	March 18 – April 6	Face-to-face
India	4,029	±3.5	March 26 – April 23	Face-to-face
Indonesia	1,000	±4.0	March 23 – April 6	Face-to-face
Japan	700	±4.5	April 8 – April 27, May 13 – May 24	Telephone
Pakistan	1,251	±4.0	May 8 – May 15	Face-to-face
Mexico	800	±4.5	March 22 – April 7	Face-to-face
Kenya	1,002	±4.0	March 24 – April 5	Face-to-face

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

## Methods in Detail

### About the 2011 Pew Global Attitudes Survey

Results for the survey are based on telephone and face-to-face interviews conducted under the direction of Princeton Survey Research Associates International. Survey results are based on national samples except in China. For further details on sample designs, see below.

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

Country:	<b>Britain</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of all telephone households (roughly 99% of all British households)
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	March 22 – April 13, 2011
Sample size:	1,000
Margin of Error:	±3.5 percentage points
Representative:	Telephone households (including cell phone only households)

Country:	<b>China<sup>3</sup></b>
Sample design:	Multi-stage cluster sample stratified by China's three regional-economic zones (which include all provinces except Tibet, Xinjiang, Hong Kong and Macao) with disproportional sampling of the urban population. Twelve cities, towns and villages were sampled covering central, east, and west China. The cities sampled were Beijing, Shanghai, Guangzhou, Nanjing, Hefei, Harbin, Nanchang, Taiyuan, Chongqing, Guiyang, Kunming, and Xining. The towns covered were Jiangyin, Wuxi, Jiangsu; Pulandian, Dalian, Liaoning; Linan, Hangzhou, Zhejiang; Tengzhou, Zaozhuang, Shandong; Conghua, Guangzhou, Guangdong; Xinji, Shijiazhuang, Hebei; Tongcheng, Anqing, Hefei; Shangzhi, Harbin, Heilongjiang; Leping, Jingdezhen, Jiangxi; Gujiao, Taiyuan, Shanxi; Xuanwei, Qujing, Yunnan; Chishui, Zunyi, Guizhou. Two or three villages near each of these towns were sampled.
Mode:	Face-to-face adults 18 plus
Languages:	Chinese (Mandarin, Guangdong, Yunnan, Shandong, Guizhou, Hebei, Chongqing, Shanxi, Jiangsu, Shanghai, Qinghai, Jiangxi, Anhui, Beijing, and Zhejiang dialects)
Fieldwork dates:	March 18 – April 6, 2011
Sample size:	3,308
Margin of Error:	±2.5 percentage points
Representative:	Disproportionately urban (the sample is 66% urban, China's population is 47% urban). The sample represents roughly 57% of the adult population.

---

<sup>3</sup> Data were purchased from Horizon Research Consultancy Group based on their self-sponsored survey "Chinese People View the World."

Country:	<b>Egypt</b>
Sample design:	Multi-stage cluster sample stratified by governorates (excluding Frontier governorates for security reasons—about 2% of the population) proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Arabic
Fieldwork dates:	March 24 – April 7, 2011
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>France</b>
Sample design:	Random Digit Dial (RDD) sample representative of all telephone households (roughly 99% of all French households) with quotas for gender, age and occupation and proportional to region size and urban/rural population
Mode:	Telephone adults 18 plus
Languages:	French
Fieldwork dates:	March 21 – April 5, 2011
Sample size:	1,004
Margin of Error:	±3.5 percentage points
Representative:	Telephone households (including cell phone only households)
Country:	<b>Germany</b>
Sample design:	Random Last Two Digit Dial (RL(2)D) probability sample representative of roughly 95% of the German population proportional to population size
Mode:	Telephone adults 18 plus
Languages:	German
Fieldwork dates:	March 21 – April 11, 2011
Sample size:	1,001
Margin of Error:	±4.5 percentage points
Representative:	Telephone households (excluding cell phone only households — between 5% and 10%)

**Country:** **India**  
**Sample design:** Multi-stage cluster sample in 14 states and all four regions – Uttar Pradesh, Delhi, and Punjab in the North; Bihar, West Bengal, Jharkhand, and Orissa in the East; Gujarat, Maharashtra, Rajasthan, and Madhya Pradesh in the West; Andhra Pradesh, Tamil Nadu, and Karnataka in the South—with disproportional sampling of the urban population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Hindi, Bengali, Tamil, Kannad, Telugu, Gujarati, Marathi, Oriya, English  
**Fieldwork dates:** March 26 – April 23, 2011  
**Sample size:** 4,029  
**Margin of Error:** ±3.5 percentage points  
**Representative:** Sample is disproportionately urban, but data are weighted to reflect the actual urban/rural distribution in India. Sample covers roughly 86% of the adult population.

**Country:** **Indonesia**  
**Sample design:** Multi-stage cluster sample representative of roughly 88% of the population (excluding Papua and remote areas or provinces with small populations) proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Indonesian  
**Fieldwork dates:** March 23 – April 6, 2011  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population (excludes 12% of population)

Country:	<b>Israel</b>
Sample design:	Multi-stage cluster sample stratified by Israel's six districts proportional to population size and urban/rural population with an oversample of Arabs
Mode:	Face-to-face adults 18 plus
Languages:	Hebrew, Arabic
Fieldwork dates:	March 22 – April 5, 2011
Sample size:	907 (504 Jews, 381 Arabs, 22 others)
Margin of Error:	±5.0 percentage points
Representative:	Adult population
Country:	<b>Japan</b>
Sample design:	Random Digit Dial (RDD) probability sample representative of all landline telephone households stratified by region and population size (excluding 5.4% of the population living in areas most affected by the earthquake)
Mode:	Telephone adults 18 plus
Languages:	Japanese
Fieldwork dates:	April 8 - April 27, May 13 – May 24, 2011
Sample size:	700
Margin of Error:	±4.5 percentage points
Representative:	Telephone households (excluding cell phone only households – less than 5%, households with no telephones – about 5%, and the population living in areas most affected by the earthquake – 5.4%)
Country:	<b>Jordan</b>
Sample design:	Multi-stage cluster sample stratified by region and Jordan's 12 governorates and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Arabic
Fieldwork dates:	March 21 – April 7, 2011
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population

Country:	<b>Kenya</b>
Sample design:	Multi-stage cluster sample stratified by all eight regions and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Swahili, English, Somali
Fieldwork dates:	March 24 - April 5, 2011
Sample size:	1,002
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>Lebanon</b>
Sample design:	Multi-stage cluster sample stratified by Lebanon's seven major regions (excluding a small area in Beirut controlled by a militia group and a few villages in the south Lebanon, which border Israel and are inaccessible to outsiders) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Arabic
Fieldwork dates:	March 21 – April 7, 2011
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	<b>Lithuania</b>
Sample design:	Multi-stage cluster sample stratified by Lithuania's 10 counties and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Lithuanian
Fieldwork dates:	March 23 – April 7, 2011
Sample size:	750
Margin of Error:	±4.5 percentage points
Representative:	Adult population



Country: **Mexico**  
Sample design: Multi-stage cluster sample stratified by Mexico's geographical regions and urban/rural population  
Mode: Face-to-face adults 18 plus  
Languages: Spanish  
Fieldwork dates: March 22 – April 7, 2011  
Sample size: 800  
Margin of Error: ±4.5 percentage points  
Representative: Adult population

Country: **Pakistan**  
Sample design: Multi-stage cluster sample of all four provinces stratified by province (the Federally Administered Tribal Areas, Gilgit-Baltistan, Azad Jammu and Kashmir were excluded for security reasons as were areas of instability in Khyber Pakhtunkhwa [formerly the North-West Frontier Province] and Baluchistan – roughly 15% of the population) with disproportional sampling of the urban population  
Mode: Face-to-face adults 18 plus  
Languages: Urdu, Punjabi, Pashto, Sindhi, Saraiki, Hindko, Brahavi  
Fieldwork dates: May 8 – May 15, 2011  
Sample size: 1,251  
Margin of Error: ±4.0 percentage points  
Representative: Sample is disproportionately urban, but data are weighted to reflect the actual urban/rural distribution in Pakistan. Sample covers roughly 85% of the adult population.

Country: **Poland**  
Sample design: Multi-stage cluster sample stratified by Poland's 16 provinces and proportional to population size and urban/rural population  
Mode: Face-to-face adults 18 plus  
Languages: Polish  
Fieldwork dates: March 21 – April 15, 2011  
Sample size: 750  
Margin of Error: ±4.5 percentage points  
Representative: Adult population

**Country:** **Russia**  
**Sample design:** Multi-stage cluster sample stratified by Russia's eight regions (excluding a few remote areas in the northern and eastern parts of the country and Chechnya) and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Russian  
**Fieldwork dates:** March 21 – April 4, 2011  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **Spain**  
**Sample design:** Random Digit Dial (RDD) probability sample representative of telephone households (about 99% of Spanish households) stratified by region and proportional to population size  
**Mode:** Telephone adults 18 plus  
**Languages:** Spanish/Castilian  
**Fieldwork dates:** March 22 – April 5, 2011  
**Sample size:** 1,000  
**Margin of Error:** ±3.5 percentage points  
**Representative:** Telephone households (including cell phone only households)

**Country:** **Turkey**  
**Sample design:** Multi-stage cluster sample in all 26 regions (based on geographical location and level of development [NUTS 2]) and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Turkish  
**Fieldwork dates:** March 21 – April 12, 2011  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **Ukraine**  
**Sample design:** Multi-stage cluster sample stratified by Ukraine's four regions and proportional to population size and urban/rural population  
**Mode:** Face-to-face adults 18 plus  
**Languages:** Russian, Ukrainian  
**Fieldwork dates:** March 22 – April 7, 2011  
**Sample size:** 1,000  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Adult population

**Country:** **United States**  
**Sample design:** Random Digit Dial (RDD) probability sample representative of all telephone households in the continental U.S. stratified by county  
**Mode:** Telephone adults 18 plus  
**Languages:** English  
**Fieldwork dates:** March 25 – April 14, 2011  
**Sample size:** 1,001  
**Margin of Error:** ±4.0 percentage points  
**Representative:** Telephone households in continental U.S. (including cell phone only households)

**Pew Global Attitudes Project**  
**2011 Spring Survey Topline Results**  
**December 20, 2011 Release**

Methodological notes:

- Survey results are based on national samples except in China. For further details on sample designs, see Methods in Detail.
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Since 2007, the Global Attitudes Project has used an automated process to generate toplines. As a result, numbers may differ slightly from those published prior to 2007.
- Spring, 2011 survey in Pakistan was fielded before the death of Osama bin Laden (April 10 – April 26), while the Late Spring, 2011 survey was conducted afterwards (May 8 – May 15).
- Previous trends from India are not shown because those results were based on less-representative samples of the population, while the 2011 sample is more representative of the Indian population.
- Trends from Egypt in 2002 are not shown because those results were based on a less-representative sample of the population. Since 2006, the samples have been more representative of the Egyptian population.
- Not all questions included in the Spring 2011 survey are presented in this topline. Omitted questions have either been previously released or will be released in future reports.

		Q66 Do you use the internet, at least occasionally?			Total
		Yes	No	DK/Refused	
United States	Spring, 2011	83	17	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	78	22	0	100
Britain	Spring, 2011	80	20	0	100
	Spring, 2010	83	17	0	100
	Spring, 2007	72	28	0	100
France	Spring, 2011	73	27	0	100
	Spring, 2010	78	22	0	100
	Spring, 2007	71	29	0	100
Germany	Spring, 2011	79	21	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	66	34	0	100
Spain	Spring, 2011	77	23	0	100
	Spring, 2010	68	32	0	100
	Spring, 2007	54	46	0	100
Lithuania	Spring, 2011	63	36	0	100
Poland	Spring, 2011	57	42	1	100
	Spring, 2010	58	42	1	100
	Spring, 2007	45	54	0	100
Russia	Spring, 2011	50	49	1	100
	Spring, 2010	44	56	0	100
	Spring, 2007	25	74	1	100
Ukraine	Spring, 2011	39	60	1	100
	Spring, 2007	19	80	1	100
Turkey	Spring, 2011	38	59	3	100
	Spring, 2010	39	60	1	100
	Spring, 2007	26	72	2	100
Egypt	Spring, 2011	33	66	1	100
	Spring, 2010	23	77	0	100
	Spring, 2007	20	79	1	100
Jordan	Spring, 2011	36	63	1	100
	Spring, 2010	32	68	0	100
	Spring, 2007	30	68	2	100
Lebanon	Spring, 2011	39	61	0	100
	Spring, 2010	35	65	0	100
	Spring, 2007	42	58	0	100
Israel	Spring, 2011	80	20	0	100
	Spring, 2007	69	30	1	100
China	Spring, 2011	56	44	0	100
	Spring, 2010	46	53	0	100
	Spring, 2008	38	62	0	100
	Spring, 2007	34	66	0	100
India	Spring, 2011	7	93	0	100
Indonesia	Spring, 2011	13	86	1	100
	Spring, 2010	9	90	1	100
	Spring, 2007	7	93	0	100
Japan	Spring, 2011	59	41	0	100
	Spring, 2010	64	36	0	100

		Q66 Do you use the internet, at least occasionally?			Total
		Yes	No	DK/Refused	
Pakistan	Late Spring, 2011	5	93	2	100
	Spring, 2011	4	94	1	100
	Spring, 2010	6	94	1	100
	Spring, 2007	6	90	5	100
Mexico	Spring, 2011	37	63	0	100
	Spring, 2010	38	61	1	100
	Spring, 2007	31	68	1	100
Kenya	Spring, 2011	27	72	1	100
	Spring, 2010	24	76	0	100
	Spring, 2007	11	88	1	100

		Q68 Do you own a cell phone?			Total
		Yes	No	DK/Refused	
United States	Spring, 2011	85	15	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	81	19	0	100
	Summer, 2002	61	39	0	100
Britain	Spring, 2011	89	11	0	100
	Spring, 2010	91	9	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	76	24	0	100
France	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, 2011	88	11	0	100
	Spring, 2010	88	12	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	71	29	0	100
Spain	Spring, 2011	96	4	0	100
	Spring, 2010	92	8	0	100
	Spring, 2007	84	16	0	100
Lithuania	Spring, 2011	91	9	0	100
Poland	Spring, 2011	78	21	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	73	26	1	100
	Summer, 2002	40	58	2	100
Russia	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	65	35	1	100
	Summer, 2002	8	91	1	100
Ukraine	Spring, 2011	84	16	1	100
	Spring, 2007	57	41	2	100
	Summer, 2002	10	90	0	100
Turkey	Spring, 2011	84	16	0	100
	Spring, 2010	77	22	1	100
	Spring, 2007	73	26	1	100
	Summer, 2002	49	50	1	100
Egypt	Spring, 2011	71	29	0	100
	Spring, 2010	65	35	0	100
	Spring, 2007	60	40	0	100
Jordan	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, 2011	79	21	0	100
	Spring, 2010	79	21	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	62	38	0	100
Israel	Spring, 2011	95	5	0	100
	Spring, 2007	93	7	0	100
China	Spring, 2011	93	7	0	100

		Q68 Do you own a cell phone?			Total
		Yes	No	DK/Refused	
China	Spring, 2010	90	10	0	100
	Spring, 2007	67	33	1	100
	Summer, 2002	50	50	0	100
India	Spring, 2011	53	47	0	100
Indonesia	Spring, 2011	55	45	0	100
	Spring, 2010	46	54	0	100
	Spring, 2007	27	73	0	100
	Summer, 2002	8	92	0	100
Japan	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100
Pakistan	Late Spring, 2011	48	52	0	100
	Spring, 2011	47	52	1	100
	Spring, 2010	38	61	1	100
	Spring, 2007	34	65	1	100
	Summer, 2002	5	94	1	100
Mexico	Spring, 2011	57	42	1	100
	Spring, 2010	51	48	1	100
	Spring, 2007	44	56	0	100
	Summer, 2002	37	63	0	100
Kenya	Spring, 2011	74	25	0	100
	Spring, 2010	65	35	0	100
	Spring, 2007	33	66	1	100
	Summer, 2002	9	91	0	100



		Q69 ASK ALL INTERNET USERS (Q66=1): Do you ever use online social networking sites like (Facebook, INSERT COUNTRY SPECIFIC EXAMPLES)?			Total	N
		Yes	No	DK/Refused		
United States	Spring, 2011	60	40	0	100	814
	Spring, 2010	57	43	0	100	823
Britain	Spring, 2011	54	46	0	100	774
	Spring, 2010	51	49	0	100	585
France	Spring, 2011	48	52	0	100	726
	Spring, 2010	46	54	0	100	582
Germany	Spring, 2011	44	56	0	100	830
	Spring, 2010	41	59	0	100	615
Spain	Spring, 2011	55	45	0	100	775
	Spring, 2010	48	52	0	100	500
Lithuania	Spring, 2011	62	38	1	100	500
Poland	Spring, 2011	68	32	0	100	430
	Spring, 2010	74	26	0	100	448
Russia	Spring, 2011	86	13	1	100	502
	Spring, 2010	76	22	2	100	450
Ukraine	Spring, 2011	77	21	2	100	371
Turkey	Spring, 2011	76	22	3	100	420
	Spring, 2010	68	31	1	100	424
Egypt	Spring, 2011	85	13	2	100	331
	Spring, 2010	79	20	0	100	225
Jordan	Spring, 2011	80	20	0	100	361
	Spring, 2010	74	25	1	100	322
Lebanon	Spring, 2011	53	47	0	100	462
	Spring, 2010	52	47	1	100	442
Israel	Spring, 2011	66	34	0	100	703
China	Spring, 2011	56	41	3	100	1887
	Spring, 2010	50	48	2	100	1522
India	Spring, 2011	72	19	10	100	587
Indonesia	Spring, 2011	86	14	0	100	142
	Spring, 2010	63	36	1	100	92
Japan	Spring, 2011	43	57	0	100	465
	Spring, 2010	37	62	0	100	495
Pakistan	Late Spring, 2011	48	50	2	100	64
	Spring, 2011	50	40	10	100	103
	Spring, 2010	45	50	5	100	145
Mexico	Spring, 2011	59	36	4	100	282
	Spring, 2010	59	40	1	100	481
Kenya	Spring, 2011	70	25	5	100	277
	Spring, 2010	78	20	2	100	241

		Q70a ASK IF CELL PHONE OWNERS (Q68=1): I am going to read you a list of things people do on cell phones. For each, please tell me if this is something you do regularly or not? a. Make phone calls				
		Yes	No	DK/Refused	Total	N
United States	Spring, 2011	96	4	0	100	898
Britain	Spring, 2011	87	12	0	100	880
France	Spring, 2011	95	5	0	100	852
Germany	Spring, 2011	82	18	0	100	892
Spain	Spring, 2011	98	2	0	100	956
Lithuania	Spring, 2011	99	1	0	100	691
Poland	Spring, 2011	99	1	0	100	611
Russia	Spring, 2011	99	1	0	100	857
Ukraine	Spring, 2011	100	0	0	100	822
Turkey	Spring, 2011	97	3	0	100	860
Egypt	Spring, 2011	98	2	0	100	713
Jordan	Spring, 2011	94	5	0	100	947
Lebanon	Spring, 2011	100	0	0	100	821
Israel	Spring, 2011	99	1	0	100	837
China	Spring, 2011	99	1	0	100	3061
India	Spring, 2011	98	1	0	100	2723
Indonesia	Spring, 2011	96	4	0	100	559
Japan	Spring, 2011	98	2	0	100	624
Pakistan	Late Spring, 2011	97	2	0	100	591
	Spring, 2011	97	3	0	100	951
Mexico	Spring, 2011	89	9	2	100	445
Kenya	Spring, 2011	100	0	0	100	753

		Q70b ASK IF CELL PHONE OWNERS (Q68=1): I am going to read you a list of things people do on cell phones. For each, please tell me if this is something you do regularly or not? b. Send text messages				
		Yes	No	DK/Refused	Total	N
United States	Spring, 2011	67	33	0	100	898
Britain	Spring, 2011	79	21	0	100	880
France	Spring, 2011	77	23	0	100	852
Germany	Spring, 2011	56	44	0	100	892
Spain	Spring, 2011	70	30	0	100	956
Lithuania	Spring, 2011	79	21	0	100	691
Poland	Spring, 2011	85	15	0	100	611
Russia	Spring, 2011	75	25	0	100	857
Ukraine	Spring, 2011	72	28	0	100	822
Turkey	Spring, 2011	64	36	0	100	860
Egypt	Spring, 2011	72	28	0	100	713
Jordan	Spring, 2011	63	37	0	100	947
Lebanon	Spring, 2011	87	13	0	100	821
Israel	Spring, 2011	73	27	0	100	837
China	Spring, 2011	80	20	0	100	3061
India	Spring, 2011	49	49	2	100	2723
Indonesia	Spring, 2011	96	4	0	100	559
Japan	Spring, 2011	81	19	0	100	624
Pakistan	Late Spring, 2011	44	56	0	100	591
	Spring, 2011	46	53	0	100	951
Mexico	Spring, 2011	82	15	2	100	445
Kenya	Spring, 2011	89	11	0	100	753

		Q70c ASK IF CELL PHONE OWNERS (Q68=1): I am going to read you a list of things people do on cell phones. For each, please tell me if this is something you do regularly or not? c. Use the internet				
		Yes	No	DK/Refused	Total	N
United States	Spring, 2011	43	57	0	100	898
Britain	Spring, 2011	38	62	0	100	880
France	Spring, 2011	28	72	0	100	852
Germany	Spring, 2011	18	82	0	100	892
Spain	Spring, 2011	21	79	0	100	956
Lithuania	Spring, 2011	24	76	0	100	691
Poland	Spring, 2011	30	70	0	100	611
Russia	Spring, 2011	27	72	0	100	857
Ukraine	Spring, 2011	19	79	1	100	822
Turkey	Spring, 2011	22	77	0	100	860
Egypt	Spring, 2011	15	85	0	100	713
Jordan	Spring, 2011	23	77	0	100	947
Lebanon	Spring, 2011	19	81	0	100	821
Israel	Spring, 2011	47	53	0	100	837
China	Spring, 2011	37	62	1	100	3061
India	Spring, 2011	10	87	3	100	2723
Indonesia	Spring, 2011	22	78	1	100	559
Japan	Spring, 2011	47	53	0	100	624
Pakistan	Late Spring, 2011	6	93	1	100	591
	Spring, 2011	5	93	1	100	951
Mexico	Spring, 2011	18	66	16	100	445
Kenya	Spring, 2011	29	71	0	100	753

		Q70d ASK IF CELL PHONE OWNERS (Q68=1): I am going to read you a list of things people do on cell phones. For each, please tell me if this is something you do regularly or not? d. Take pictures or video				
		Yes	No	DK/Refused	Total	N
United States	Spring, 2011	57	43	0	100	898
Britain	Spring, 2011	54	46	0	100	880
France	Spring, 2011	51	49	0	100	852
Germany	Spring, 2011	27	73	0	100	892
Spain	Spring, 2011	59	41	0	100	956
Lithuania	Spring, 2011	47	53	0	100	691
Poland	Spring, 2011	56	44	0	100	611
Russia	Spring, 2011	50	49	1	100	857
Ukraine	Spring, 2011	48	51	1	100	822
Turkey	Spring, 2011	44	55	1	100	860
Egypt	Spring, 2011	58	41	0	100	713
Jordan	Spring, 2011	43	57	0	100	947
Lebanon	Spring, 2011	33	67	0	100	821
Israel	Spring, 2011	57	43	0	100	837
China	Spring, 2011	54	44	1	100	3061
India	Spring, 2011	26	70	4	100	2723
Indonesia	Spring, 2011	38	61	0	100	559
Japan	Spring, 2011	72	28	0	100	624
Pakistan	Late Spring, 2011	9	89	2	100	591
	Spring, 2011	12	86	1	100	951
Mexico	Spring, 2011	61	32	7	100	445
Kenya	Spring, 2011	31	69	0	100	753

## Appendix

In Q69, respondents were asked, “Do you ever use online social networking sites like **(Facebook, INSERT COUNTRY SPECIFIC EXAMPLES)?**”

The following were used as examples in each country:

<b><u>Country</u></b>	<b><u>Examples used in Q69</u></b>
United States	Facebook, MySpace
Britain	Facebook, MySpace, Bebo, Twitter
France	Facebook, Copainsdavant.com, Viadeo
Germany	Facebook, StudiVZ, MeinVZ, StayFriends, MySpace, Lokalisten, Xing, Wer-kennt-wen.de
Spain	Facebook, Tuenti, Twitter, MySpace
Lithuania	Facebook, Frype.lt, One.lt, Draugas.lt
Poland	Facebook, Our Class, Grono
Russia	Facebook, Odnoklassniki, Vkontakte, Moikrug
Ukraine	Facebook, Odnoklassniki, Vkontakte, Moy Mir
Turkey	Facebook, Twitter, MySpace
Egypt	Facebook, MySpace, Twitter
Jordan	Facebook, MySpace, Twitter
Lebanon	Facebook, MySpace, Twitter
Israel	Facebook, LinkedIn, Mekusharim, The Market Café
China	Facebook, Kaixin.com, Renren.com, MySpace, microblogging sites
India	Facebook, Orkut, Hi5, Friendster, Twitter
Indonesia	Facebook, Twitter
Japan	Facebook, Mixi, Twitter
Pakistan	Facebook, Orkut
Mexico	Facebook, Twitter, MySpace, Hi5
Kenya	Facebook, Twitter, MySpace, TAG