

Highlights: World Internet Project 2009

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Internet Users and Non-Users

1. Internet Use in the World Internet Project (WIP) Countries and Regions -- A majority of people age 18 and older in all of the World Internet Project (WIP) countries and regions except Hungary are current Internet users -- with particularly high Internet penetration in most WIP countries. (Page 59)

2. Gender Divide: Internet Use Among Men and Women -- In six of the reporting countries and regions in the World Internet Project, Internet use is approximately the same for men and women. However, gender gaps from 5-15 percent still exist. In two WIP countries, slightly more women than men report use of the Internet. (Page 60)

3. Internet Use and Education Levels -- In all of the WIP countries and regions, high levels of education in general correspond with high percentages of Internet use. (Page 62)

4. Age and Internet Use -- In all of the WIP countries and regions, Internet use relates directly to age. Among those ages 12-14, Internet use is extremely high, and in five WIP countries and regions, nearly all respondents in that age range are users. (Page 66)

5. Internet Use and Income Level -- The WIP countries and regions reported some level of disparity in Internet use when comparing users at the upper 50 percent of income with those in the lower 50 percent. (Page 71)

6. Internet Use at Home -- All of the WIP countries and regions report some use of the Internet at home through a wired PC, but usage varies widely. (Page 72)

7. Internet Use at Work -- Internet users who are employed and have a wired PC at work in the United States and Canada reported the highest number of hours per week online at work outside the home. Urban China reported the lowest. (Page 73)

8. Internet Use at School -- Users in Australia reported the highest number of hours per week online from a wired PC at school -- two hours more per week than the next highest country. (Page 74)

9. Internet Access from Other Locations -- All of the responding countries and regions report some Internet access using a wired PC in locations other than home, school, or work, but that usage is primarily quite low -- under one hour per week in five WIP countries and regions. (Page 75)

10. Years Online -- Users in 11 WIP countries and regions report an average of more than a half-decade of experience online. (Page 76)

11. Internet Connections: Broadband, Modem, and Cell Phone -- In all of the WIP countries and regions, large majorities of users go online at home through a broadband connection. In Macao, access by broadband at home is almost universal (97 percent). Phone modems seem to be shrinking as a factor in the lives of Internet users. Internet access by cell phone is used by very small percentages of users, with the exception of the United Kingdom, which reported the only double-digit percentage of online access by cell phone. (Page 77)

12. Wireless Devices and Internet Access -- Internet access through wireless devices is still low in the World Internet Project countries and regions. (Page 78)

13. Internet Access by Wireless Computers: Hours Per Week -- Users report much higher online access through wireless connection on computers -- either desktop or laptop – compared to other wireless devices. (Page 79)

Access to Online Information Sites

15. Overview: Access to Online Information Sites -- Internet users in all of the WIP countries and regions go online at least weekly to explore a broad range of information sites, but the percentage of users varies widely. (Page 85)

16. Searching for Products Online -- High percentages of users in most of the reporting countries and regions go online for product information. In eight WIP countries and regions, more than 35 percent of users said they go online at least weekly to look for information about a product. (Page 86)

17. Internet Surfing -- Internet users report a wide range of experiences in “surfing” or general browsing of Web sites. (Page 91)

18. Travel Information -- Large percentages of users access the Internet for travel information; relatively low percentages have never gone online for travel information. (Page 96)

Access to Online Services

22. Overview: Access to Online Services -- A broad range of users in the WIP countries and regions go online to access services. However, as with using the Internet for online information sites, the percentage of those who use online services at least weekly varies widely. (Page 117)

23. Playing Games Online -- Relatively small percentages of users in all of the WIP countries and regions go online to play games. (Page 118)

14. Internet Non-Users -- Reasons for Not Going Online -- In all of the WIP countries and regions other than the Czech Republic, Singapore, and the United States, “no interest/not useful” is the most-cited reason for being an Internet non-user. The expense of going online is not a significant factor in most WIP countries. (Page 80)

19. Internet Use to Look for Jobs or Work -- More than 20 percent of users in eight WIP countries and regions do so at least monthly. (Page 101)

20. Health Information -- Twenty percent or more of users in six WIP countries and regions go online for health information at least weekly. (Page 106)

21. Religious or Spiritual Web Sites -- Small percentages of users go online to look at Web sites for religious or spiritual information. In three countries and regions – Israel, New Zealand, and Singapore – 20 percent or more of users go online at least monthly for religious or spiritual Web sites. (Page 111)

24. Downloading or Watching Videos -- Only in urban China (37 percent) did more than 30 percent of users go online at least weekly to download or watch videos. (Page 123)

25. Downloading or Listening to Music -- Compared to those who go online for video content, larger percentages of users go online to download or listen to music. In five WIP countries and regions, more than 30 percent go online at least weekly to listen to music or download songs. (Page 128)

26. Online Radio -- While moderate percentages of users go online to download music, lower percentages of users listen to online radio. (Page 133)

27. Betting Online -- The largest percentage of users who bet at least weekly is in Sweden: four percent. (Page 138)

28. Sexual Content -- In all of the WIP countries and regions, less than 15 percent say they go online at least weekly to look at sexual content. (Page 143)

29. Distance Learning -- More than eight percent of users in all of the WIP countries and regions except Sweden do so at least monthly. (Page 148)

30. Travel Reservations or Bookings -- In six countries and regions, 15 percent or more of users go online at least monthly to make travel reservations. (Page 153)

Online Purchasing Views about Credit Card Security

36. Internet Purchasing: Frequency -- Purchasing online is not a part of the regular Internet experience in many WIP countries. The WIP countries and regions report a wide range of online buying frequency; the percentage of users who never buy online ranges from 12 percent in the United States to 92 percent in Colombia. (Page 184)

31. Paying Bills -- Thirty percent or more of users in seven WIP countries and regions go online to pay bills at least monthly. (Page 158)

32. Online Banking Services -- In eight responding countries and regions, at least 25 percent of users go online for online banking services at least weekly, and at least 35 percent in eight countries and regions go online for these services at least monthly. (Page 163)

33. Investing in Stocks, Bonds, or Funds -- Going online to invest on a regular basis is done by small percentages of users in the WIP countries and regions, with urban China (13 percent) and Macao (15 percent) reporting double-digit percentages of users who go online at least weekly to invest in stocks, bonds, or funds. (Page 168)

34. Finding or Checking a Fact -- Forty percent or more of users in eight WIP countries and regions go online at least weekly for fact finding or fact checking; at least 30 percent do so in all of the responding countries and regions. (Page 173)

35. Looking up the Definition of a Word -- Thirty percent or more of users in seven WIP countries and regions go online at least weekly to look up a word -- in particular, Macao (41 percent), and Canada and Colombia (both 36 percent). (Page 178)

Looking at users who do buy online, four countries and regions reported double-digit percentages of users who buy online at least weekly, and nine countries and regions in which more than 20 percent of users report buying online at least monthly.

37. Buying Online: Purchases Per Month -- Online purchasing remains at relatively low levels in most of the countries and regions in the World Internet Project, with only Macao reporting more than two purchases per month. (Page 189)

38. Concerns about Credit Card Security -- Levels of concern about the security of credit card information during online purchasing are high. At least 70 percent of Internet users age 18 or older in all of the

The Internet and Social Connections

Internet Use and Online Connections to Others

39. Online Contact for Hobbies and Recreation -- In all of the WIP countries and regions except Colombia, more than half of users say that the Internet has no impact on their contact with people who share their hobbies or recreational activities. (Page 195)

40. Online Contact for Political Engagement -- In all of the WIP countries other than Colombia or Hungary, more than 70 percent of users say the Internet has no impact on their contact with people who share their political interests. (Page 200)

41. Online Connections for Religion -- Only Colombia, Israel, Singapore, and the United States report more than 10 percent of users who said that Internet use has increased their contact with people who share their religion. (Page 205)

42. The Internet and Professional Connections -- In all of the WIP countries and regions except Australia, Colombia, and New Zealand, 50 percent or more of users said that the Internet has no impact on contact with people who share their professional connections. (Page 210)

43. Internet Use: Contact with Family -- In Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States, more than 30 percent of respondents said that Internet use increased their contact with their families. In most of the WIP countries and regions, more than half of users cite no effect on their contact with family. (Page 215)

WIP countries and regions report some level of concern when or if they bought something online. (Page 190)

44. Internet Use: Contact with Friends -- More users reported that Internet use had an effect on contact with friends, compared to those who said that going online affects contact with family. More than 40 percent of users in Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States reported such increases. (Page 220)

45. Face-to-Face Time with Family -- More than 60 percent of Internet users in all of the WIP countries and regions reported that Internet use had no effect on face-to-face time in their household. However, of particular note is that in all of the WIP countries and regions, although the time spent by most users with members of their households is unchanged, of those users that do report change, much larger percentages are reporting that they spend less time than more time. (Page 225)

46. Face-to-Face Time with Friends -- More than three-quarters of users in all of the WIP countries and regions except Colombia said that since being connected to the Internet, their face-to-face time spent with friends has remained the same. (Page 228)

47. Time Spent Socializing with Friends: Users vs. Non-Users -- Internet users in all of the WIP countries and regions except the United States report spending the same amount of time or more time socializing face-to-face with friends than do non-users. (Page 231)

48. Time Spent Socializing with Family: Users vs. Non-Users -- Compared with responses about time spent socializing with friends, the responses were more mixed when users and non-users were asked about time spent socializing face-to-face with family. In six WIP countries and regions, users reported more time than non-users spent socializing with family. (Page 232)

The Internet and the Political Process

50. The Internet for Understanding Politics -- In eight WIP countries and regions, less than 50 percent of users believe that the Internet can help people better understand politics. However, more than a majority of users in Australia, urban China, Colombia, Macao, and the United States agree or strongly agree that the Internet helps people understand politics. (Page 239)

51. The Internet and Engaging Public Officials -- The only country or region that reported a majority of users agreeing that Internet use will make public officials care more about what people like them will think is urban China. (Page 244)

Media Reliability and Importance

54. Information on the Internet: Reliability -- While large percentages in the WIP countries and regions report that most of the information online is generally reliable, surprisingly high percentages of users said that only half or less of the information online is reliable.

Views about the Importance of Media as Information Sources

In all of the WIP countries and regions except for Macao and Sweden, larger percentages ranked the Internet as an important or very important source of information than they did for television, newspapers, or radio. (Page 265)

49. Internet Use and Productivity at Work -- Large majorities of respondents in all of the WIP countries and regions except Sweden said that having Internet access at work has improved their performance or productivity. In all of the WIP countries and regions, more than 90 percent of respondents reported no negative effects on productivity. (Page 233)

52. The Internet and Political Empowerment -- Low percentages of users said that the Internet gives users more political power or influence. The highest level of agreement among respondents who said that the Internet gives more political power was reported in Australia (36 percent). (Page 249)

53. The Internet and Involvement in Government -- Relatively low percentages of users in most of the WIP countries and regions said the Internet gives users more of a say in government action. Five countries and regions reported 25 percent or less agreement, and five countries and regions reported 25-40 percent. (Page 254)

In all of the WIP countries and regions, 40 percent or more of users said that one half or less of information on the Internet is reliable. (Page 260)

55. The Internet: Importance as an Information Source -- Two-thirds or more of users in all of the WIP countries and regions except for Sweden said that the Internet is an important or very important source of information. (Page 266)

56. Television: Importance as an Information Source -- Large percentages of users said that television is an important source of information. However, comparing the views of users about the Internet vs. television as information sources, higher percentages of users in all of the WIP countries and regions except Sweden ranked the Internet as important or very important. (Page 271)

56. Television: Importance as an Information Source: Users Vs. Non-Users -- In all of the WIP countries and regions, more than a majority of non-users said television was important or very important for information. In all of the WIP countries and regions except Australia, more than a majority of users as well said that television was important or very important as an information source. (Page 276)

57. Newspapers: Importance as an Information Sources -- Forty-

five percent or more of users in all of the WIP countries and regions ranked newspapers as an important or very important source of information. (Page 277)

58. Radio: Importance as an Information Source -- Less than half of Internet users in all of the WIP countries and regions except Colombia and the United States said that radio was an important or very importance information source. (Page 283)

59. Using the Internet to Look for News -- In all of the reporting countries and regions other than Colombia and the United Kingdom, more than 30 percent of users go online to look for news at least daily. At the opposite extreme, in eight WIP countries and regions 20 percent or less of users never go online to look for news. (Page 289)

Views about the Importance of Media as Sources of Entertainment

While more than half of Internet users in all of the WIP countries and regions said that going online is an important or very important method of accessing information, much lower percentages of users in most of the participating countries and regions ranked the Internet highly in importance for entertainment.

In all of the WIP countries and regions except for urban China and Colombia, lower percentages ranked the Internet as an important or very important source of entertainment than they did for other media (television, radio, or radio).

60. The Internet: Importance as a Source of Entertainment -- More than 30 percent of users said the Internet is an important or very important source of entertainment, with the highs in the range reported in urban China (76 percent), Colombia (72 percent), the United States (58 percent), Canada and Singapore (53 percent), and Israel (52 percent). (Page 295)

61. Television: Importance as an Entertainment Source among Internet Users -- More than half of users in all of the WIP countries and regions said that television is an important or very important source of entertainment. Yet in only one country – the United States (80 percent) – did more than 70 percent of users rank television as important for entertainment.

Users in all of the WIP countries and regions except for urban China reported at least double-digit percentages of those who said that television was not important for entertainment. (Page 300)

62. Newspapers as Sources of Entertainment -- In only five WIP countries and regions (urban China, Colombia, Macao, New Zealand, and Singapore) did more than 40 percent of users say that newspapers are important or very important sources of entertainment. And, in seven WIP countries and regions, more than 30 percent of users said that newspapers were not important as entertainment sources. (Page 306)

63. Radio as an Entertainment Source -- Even with the emergence of online music sources, radio remains an important source of entertainment for Internet users. In six WIP countries and regions, more than 40 percent of users said that radio is important or very important for

entertainment. Only in Macao (19 percent) did less than one-quarter of users say that radio was important as an entertainment source. (Page 312)

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

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

The largest disparities in the percentages of those who ranked the Internet important or very important for information vs. entertainment were found in Australia (37 percent), Macao (26 percent), and the Czech Republic and the United States (23 percent). (Page 318)

Offline Media Use: Internet Users vs. Non-Users

64. Television Viewing: Users vs. Non-Users -- In all but one of the WIP countries and regions, Internet non-users spend more time than users each week watching television offline. The difference between users and non-users in time spent watching television was largest in the United States (8 hours), the United Kingdom and urban China (7 hours), Australia (6 hours), and the Czech Republic and New Zealand (5 hours). (Page 319)

66. Newspaper Reading: Users vs. Non-Users -- Non-users in nine WIP countries and regions spent slightly more time reading offline newspapers than do users. However, the differences in all of the countries and regions was marginal. (Page 321)

65. Radio Listening: Users vs. Non-Users -- In all of the WIP countries and regions other than urban China, the Czech Republic, Hungary, and Israel, Internet non-users spent more time than users listening to the radio offline. (Page 320)

67. Multitasking while Using the Internet -- Sixty percent or more of Internet users in all of the WIP countries and regions multitask while online by using other technology – such as listening to music, watching television, or talking on the telephone -- with a high of 79 percent in the United States. (Page 322)

Online Communication

68. E-mail Use -- Large percentages of users in almost all of the WIP countries and regions check their e-mail at least daily, and often several times a day. Only in urban China did fewer than 40 percent of users report checking their e-mail daily.

Yet significant percentages of Internet e-mail users in some countries check monthly or less, or don't use e-mail at all. (Page 324)

69. Instant Messaging -- Small numbers of Internet users in most of the WIP countries and regions routinely use instant messaging. In seven WIP countries and regions, 30 percent or more of respondents said they use instant messaging daily or several times a day. However, in nine WIP countries and regions, at least 40 percent of users said they never use instant messaging. (Page 329)

70. E-mails and Attachments -- Internet users are also frequent senders of e-mails with attachments. In 10 WIP countries and regions, more than half of users report sending e-mails with attachments at least weekly. (Page 334)

Blogs

73. Work on Blogs -- Most Internet users do not work on blogs. However, in urban China, Colombia, the Czech Republic, Macao, and Singapore, 10 percent or more of users work on their blog at least weekly. (Page 349)

74. Reading Blogs -- Larger percentages of users read blogs than work on their own. In three countries and regions, 20 percent or more of

The Internet and Education

75. The Internet and School-Related Work -- Large percentages of Internet users who are students go online to find information for their school-related work. In all of the WIP countries and regions except Israel, more than half of Internet users who are students and not employed go online at least weekly to get information for school work.

Yet in spite of the high use reported for school work, surprisingly high percentages of students never go online for schoolwork, or do so less than monthly; nine WIP countries and regions reported double-digit percentages of these students. (Page 360)

71. Participation in Chat Rooms -- Small percentages of users report participating in chat rooms. The largest percentage of users who report some level of chat room participation were in the Czech Republic (50 percent), compared to a low of 13 percent in Australia, 12 percent in Israel, and 11 percent in Sweden. (Page 339)

72. Online Telephone Calls -- Making telephone calls through the Internet is done by small percentages of users in all of the WIP countries and regions except for the Czech Republic, where 45 percent use this service. In eight WIP countries and regions, 10 percent or more of users make telephone calls on the Internet at least weekly. (Page 344)

users read blogs at least weekly: China at 37 percent, Macao at 29 percent, and the Czech Republic at 20 percent.

However, more than half of users in all of the WIP countries and region except for urban China never read blogs; in five of the countries, more than 70 percent never read blogs. (Page 354)

76. Distance Learning -- Only small percentages of Internet users go online to participate in distance learning for an academic degree or job training. In all of the WIP countries and regions, more than 70 percent of users have never participated in distance learning. However, in nine WIP countries and regions, 10 percent or more of users participate in distance learning at least monthly. The highest percentages of those who participate in distance learning at least monthly were reported in New Zealand (21 percent), Singapore (18 percent), and urban China (15 percent). (Page 365)

Appendix 1

The World Internet Project – International Contacts

United States (Organizer)

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

Argentina

Institute of Applied Economics &
Fundacion de Investigaciones,
Economicas Latinoamericanas
www.fiel.org.ar

Australia

ARC Centre of Excellence for
Creative Industries and Innovation
Institute for Social Research
Swinburne University of Technology
[www.cci.edu.au/projects/
digital-futures](http://www.cci.edu.au/projects/digital-futures)

Bolivia

Universidad NUR
www.nur.edu

Canada

Canada Internet Project/
Recherche Internet Canada
www.cipiconline.ca

Chile

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

China

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

Colombia

CINTEL -- Centro de Investigacion
de las Telecomunicaciones
www.cintel.org.co

Cyprus

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

Czech Republic

Faculty of Social Studies
Masaryk University Brno
www.fss.muni.cz/ivdmmr

France

Center for Political Research at
Sciences-po [www.cevipof.msh-
paris.fr](http://www.cevipof.msh-paris.fr)

Germany

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

Hungary

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

Iran

University of Alzahra
www.Alzahra.ac.ir

Israel

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

Italy

SDA Bocconi
Bocconi University
www.sdbocconi.it/home/it/

Japan

Toyo University
[http://media.asaka.toyo.ac.jp/wip/
index.html](http://media.asaka.toyo.ac.jp/wip/index.html)

Macao

University of Macau
www.umac.mo

Mexico

Tecnologico de Monterrey
www.proyectointernet.org

New Zealand

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

Portugal

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

Russia

Analytical Center, Video International
www.vi.ru/index.aspx?lang=ENG

Singapore

Singapore Internet Research Centre,
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

South Korea

Yonsei University
www.yonsei.ac.kr

Spain

Internet Interdisciplinary Institute
Open University of Catalonia (UOC)
[www.uoc.edu/in3/pic/eng/
communication.html](http://www.uoc.edu/in3/pic/eng/communication.html)

Sweden

World Internet Institute
www.wii.se

United Arab Emirates

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

United Kingdom

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

Appendix 2

Research Methods

Australia

The Australian survey was conducted by telephone between June 12th and July 4th, 2007. A random sample of 1,000 Australians aged 18 years or over was selected using quota sampling method and interviewed. There were three quota requirements – age (5 groups) x gender x location (capital city/balance), resulting in 20 quota groups. Sample numbers were further grouped by state and territory urban (capital city) and rural (balance) regions, with proportionately greater numbers in New South Wales, Victoria, and Queensland. This was done in order to provide data that was more representative of the Australian population.

Canada

The Canadian Internet Project 2007 survey is a national survey of youths (12-17, n = 400) and adults (18+, n = 2,750) living in the ten Canadian provinces in private homes. In total, 3,150 telephone interviews were conducted in French or English in June and July of 2007. A probabilistic sampling model was employed to ensure a random and representative selection of respondents. The results were weighted by region, gender, and age according to 2006 Census of Canada. French speakers were slightly over-sampled.

China

The respondents were limited to urban residents between the ages of 15 and 59. The 2007 survey was conducted in seven major Chinese cities (Beijing, Shanghai, Guangzhou, Chengdu, Changsha, Xi'an and Shenyang) from March 21 to April 14, 2007. Random Digit Dial (RDD) telephone samples were contacted using a computer-assisted telephone interviewing (CATI) system. Gender and age group quotas based on the national population census data were used. In the end, there were 2,035 final valid cases, and the weighted sample size was 2,001, including 1,315 Internet users and 686 Internet non-users.

Colombia

The Colombian WIP survey was conducted between March 10 and April 12, 2007 and covered 913 municipalities. Constituting more than 97% of the national population, these are all the Colombian municipalities-small, medium, and large--with fixed telephone lines. A simple random sample was drawn from the total population of these collective municipalities. A total of 2,656 respondents, aged 12 and above, were interviewed by telephone (2,256 non-Internet users and 400 Internet users).

Czech Republic

The World Internet Project survey in the Czech Republic was carried out by the STEM agency in September 2007 using face-to-face interviews. The survey addressed 1,586 respondents 12 years of age and above. The research sample was stratified and representative of the Czech Republic in terms of sex, education, age, region, and the size of the respondent's domicile.

Hungary

The 2007 Hungarian WIP survey was conducted by the Tárki Sociological Institute from May to June, 2007. For the preparation of the sample a multiple-step, proportionally stratified, probabilistic sampling method was employed. After determining the number of individuals to be questioned from each stratum, an address list from the Central Population Registry was purchased. Face-to-face interviews were conducted with the individuals randomly selected for the sample. During the fieldwork 6,462 addresses were approached, out of which 3,059 successful interviews were conducted. The final sample was weighted by gender, age, educational level, and type of residence and was representative for the Hungarian population 14 years old and older.

Israel

The 2007 Israel WIP survey was conducted by TNS Teleseker from June 24 to June 26, 2007. The survey was conducted by phone using a CATI (computer assisted telephone interview) system. The respondent pool consisted of 501 adults, aged 18 and above, drawn from a nationally representative sample of the Israeli Jewish townships. A probabilistic sampling model was employed to ensure a random and representative selection of respondents. Gender and geographical distribution (area codes) quotas were employed. The results were weighted by age and place of birth/origin. Quotas and weighting data were calculated according to the 2006 Census of Israel.

Macao

The 2007 survey was conducted by trained university students, using a computer-assisted telephone interviewing (CATI) system between November 25 and December 10, 2007. A random sample of 1,951 residents between 6 and 84 years of age who speak Chinese (including Cantonese, Mandarin, and other dialects) was successfully interviewed. The data were weighted against the latest Macao Population Census Estimates in terms of cross-distribution of age and gender.

New Zealand

Initially a random sample of 1,200 people (aged 12 and over) was obtained. A booster sample of a further 300 people enabled census proportions of ethnic groups and age groups to be obtained. Geographic areas and gender were sampled by census quota. People without landlines and non-English speakers were excluded. Participants were contacted and interviewed by telephone from September to October 2007. The sample was weighted by age, gender, ethnicity and household size.

Singapore

Singapore Internet Project (SIP) Survey 2007 was conducted between September and October 2007. Using the Computer Assisted Telephone Interviews method, 884 respondents aged 13 and above were selected and interviewed for analysis. The sample, which closely matched the Singapore population characteristics, has equal proportion of males and females. The racial composition (75% Chinese, 14% Malays, 9% Indians, and 3% Others) of the sample is almost identical to the population. Youths 15-24 years old were over-represented, while senior adults were slightly underrepresented. People with low education (primary school or below) were underrepresented, and degree holders were over-represented. Housing type was similar to the population.

Sweden

The Swedish study is planned according to a revolving panel design. In 2000, the first year of the study, a random sample of the Swedish population was pulled from the national registration database. Each year a new random sample of people - chosen through a stratified selection, based on age and gender - is introduced to replace those who leave the panel. Around two thousand Swedes, aged 18 years and above, are interviewed by telephone every year. In 2007 there were 2,016 respondents. Data was collected from February 1 to March 31, 2007.

United Kingdom

The WIP-UK or Oxford Internet Surveys (OxIS) uses a representative probability sample of over 2,000 individuals aged 14 and older in Britain (England, Scotland, and Wales). Three waves of data have been collected (in the years 2003, 2005, and 2007) and another survey is confirmed for 2009. Interviews were conducted face-to-face in people's homes by ICM Research© from March 1st to March 26, 2007. The data were weighted according to the 2001 UK Census based on gender, age, socio-economic grade, and region.

United States of America

Interviews were conducted in English and took place between February 28th and August 6th of 2007. Data was collected from 2,021 respondents, aged 12 and above, through a combination of telephone and web surveys. For both the original sample drawn in 2000, and the replacement samples selected in subsequent years, a national Random Digit Dial (RDD) telephone sample was used. To correct for discrepancies between the sample data and Census data, the sample data was weighted by gender, age, income, and education.

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