Global @dvisor

Global @dvisor: Tech Tracker

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SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		All Countries																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	19216	9926	9290	7643	6498	5075	5628	7662	5709	9155	9555	5815	6688	6713	10823	8393	13116	6100	2285	16931	3756	15460
Base: All Respondents (wtd)	12000	5991	6009	5274	3996	2729	3739	4511	3590	5307	6193	4387	4065	3548	6455	5545	7977	4023	1335	10665	2212	9788
		B			C	CD		F	FG	J			K	K	O		Q		S		U	
Visit sites for info on hobbies and personal interests	6806	3480	3326	2846	2346	1614	1870	2603	2263	3079	3552	2219	2459	2129	3678	3128	4590	2216	733	6073	1270	5536
	57%	58%	55%	54%	59%	59%	50%	58%	63%	58%	57%	51%	60%	60%	57%	56%	58%	55%	55%	57%	57%	57%
		B			C	C		F	FG				K	K			Q					
Download/stream music	5175	2647	2528	2809	1602	763	1573	1919	1620	2026	2966	1972	1697	1506	2583	2591	3427	1748	516	4659	956	4219
	43%	44%	42%	53%	40%	28%	42%	43%	45%	38%	48%	45%	42%	42%	40%	47%	43%	43%	39%	44%	43%	43%
		B		DE	E				FG		I	L				N				R		
Download/stream movies	4065	2257	1808	2356	1219	490	1220	1479	1314	1535	2385	1508	1378	1178	2085	1980	2710	1355	406	3659	790	3275
	34%	38%	30%	45%	30%	18%	33%	33%	37%	29%	39%	34%	34%	33%	32%	36%	34%	34%	30%	34%	36%	33%
		B		DE	E				FG		I					N				R		
Play video games online	3225	1737	1488	1702	995	528	1055	1178	964	1278	1833	1356	1089	781	1688	1537	2097	1128	352	2873	587	2638
	27%	29%	25%	32%	25%	19%	28%	26%	27%	24%	30%	31%	27%	22%	26%	28%	26%	28%	26%	27%	27%	27%
		B		DE	E						I	LM	M									
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	2678	1432	1246	1473	824	380	763	1063	829	1078	1494	906	896	876	1399	1279	1829	849	327	2351	567	2111
	22%	24%	21%	28%	21%	14%	20%	24%	23%	20%	24%	21%	22%	25%	22%	23%	23%	21%	25%	22%	26%	22%
		B		DE	E			F	F		I			KL			Q				U	
Online gaming/playing for money (e.g. poker, bingo)	1553	920	633	875	452	226	502	580	440	578	862	520	515	518	808	745	1049	503	233	1319	373	1180
	13%	15%	11%	17%	11%	8%	13%	13%	12%	11%	14%	12%	13%	15%	13%	13%	13%	13%	17%	12%	17%	12%
		B		DE	E						I			KL					S		U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	19216	512	1008	502	1040	1337	1003	1036	1040	1023	1002	1020	510	1028	1006	519	501	512	506	515	507	1043	512	523	1011
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Visit sites for info on hobbies and personal interests	6806	232	297	305	204	293	356	272	301	304	333	223	303	262	327	198	311	292	174	282	324	225	322	358	309
	57%	46%	59%	61%	41%	59%	71%	54%	60%	61%	67%	45%	61%	52%	65%	40%	62%	58%	35%	56%	65%	45%	64%	72%	62%
		R	ADGKMORU	ADGKMORU		ADGKMORU	EGHIKLMOPQ	ADKORU	ADGKMORU	ADGKMORU	DEGHIKLMOQR	R	ADGKMORU	DKORU	DEGHIKMOQRSU		ADGKMORU	ADKMORU		ADKORU	ADEGKMOQRU	R	ADGKMORU	EGHIKLMOPQ	ADGKMORU
Download/stream music	5175	298	156	158	245	179	359	118	155	154	215	215	302	182	121	281	231	300	182	183	220	244	190	308	179
	43%	60%	31%	32%	49%	36%	72%	24%	31%	31%	43%	43%	60%	36%	24%	56%	46%	60%	36%	37%	44%	49%	38%	62%	36%
	BCDEGHIJKMNPRS		GN	GN	CEGHIMNRSV	BGHIN	HIJKLMNOPQRSTUVWX		GN	GN	BCEGHIMNX	BCEGHIMNX	GHIJKMNPRS	BGHIN	BCEGHIJKMNPRS		CEGHIMNRS	GHIJKMNPRS	GN	GN	BCEGHIMNX	CEGHIJMNRSV	GN	GHIJKMNPRS	BGHIN
Download/stream movies	4065	218	113	102	181	126	356	75	82	86	169	195	215	131	43	196	201	303	144	124	223	215	160	291	117
	34%	44%	23%	20%	36%	25%	71%	15%	16%	17%	34%	39%	43%	26%	9%	39%	40%	61%	29%	25%	45%	43%	32%	58%	23%
		BCEGHIJMNRSV	GHIN	GN	BCEGHIMNSX	CGHIN	HIJKLMNOPQR	N	N	N	BCEGHIMNSX	CEGHIMNRS	CEGHIJMNRSV	CGHIN		BCEGHIMNRS	CEGHIJMNRS	GHIJKLMNOPR	CGHIN	GHIN	DEGHIJMNRS	DEGHIJMNRS	BCGHINX	GHIJKLMNOPR	GHIN
Play video games online	3225	154	102	122	155	150	304	89	101	94	86	142	137	133	88	164	236	152	115	107	81	99	71	189	153
	27%	31%	20%	24%	31%	30%	61%	18%	20%	19%	17%	28%	27%	27%	18%	33%	47%	30%	23%	21%	16%	20%	14%	38%	31%
		BCGHIJNRSTUV		GIJNTV	CGHIJNRSTU	CGHIJNRSTU	HIJKLMNOPQRSTUVWX					BGHIJNTUV	BGHIJNTUV	BGHIJNTUV		BCGHIJNRSTU	HIJKLMNOQR	CGHIJNRSTU	TV					BCEGHIJKLMNRS	CGHIJNRSTUV
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	2678	96	88	45	182	84	273	36	63	185	89	134	113	58	43	102	114	162	106	85	119	107	123	172	97
	22%	19%	18%	9%	36%	17%	55%	7%	13%	37%	18%	27%	23%	12%	9%	20%	23%	32%	21%	17%	24%	21%	25%	34%	19%
		CGHMN	CGHMN	ABCE	GHJKLMNOPR	CGHMN	HIJKLMNOPQRSTUVWX		CGN	GHJKLMNOPR	CGHMN	BCEGHJMNSU	BCEGHJMN	GN		CGHMN	BCEGHJMN	GHJLMNOPR	CGHMN	CGN	BCEGHJMN	CEGHMN	BCEGHJMN	GHJLMNOPRS	CGHMN
Online gaming/playing for money (e.g. poker, bingo)	1553	49	36	57	94	58	36	60	29	48	81	131	89	30	49	35	104	57	113	62	98	50	101	39	49
	13%	10%	7%	11%	19%	12%	7%	12%	6%	10%	16%	26%	18%	6%	10%	7%	21%	11%	23%	12%	20%	10%	20%	8%	10%
		HM		BHM	EFGHIMNOQU	BFHMO		BFHMO		HM	EFGHIMNOQU	FGHIJLMNOQ	EFGHIMNOQUWX		HM		ABCEFGHIJMNOQS	BHM	EFGHIJMNOQS	BHM	EFGHIMNOQS	HM	EFGHIMNOQUWX		HM

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19216	2348	2071	7687	5566	7993	3575	1544
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Visit sites for info on hobbies and personal interests	6806	602	635	2635	2121	2359	1075	814
	57%	60%	42%	59%	61%	59%	54%	54%
		BFG		BF	BFG	BFG	B	B
Download/stream music	5175	358	824	1646	1674	1388	1120	673
	43%	36%	55%	37%	48%	35%	56%	45%
			ACDEG	E	ACE		ACDEG	ACE
Download/stream movies	4065	242	595	1220	1448	963	1035	559
	34%	24%	40%	27%	41%	24%	52%	37%
			ACE	AE	ACE		ABCDEG	ACE
Play video games online	3225	303	473	1032	1006	960	753	412
	27%	30%	32%	23%	29%	24%	38%	27%
		CE	CE		CE		ABCDEG	C
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	2678	181	380	820	932	729	751	364
	22%	18%	25%	18%	27%	18%	38%	24%
			ACE		ACE		ABCDEG	ACE
Online gaming/playing for money (e.g. poker, bingo)	1553	107	178	559	495	379	317	215
	13%	11%	12%	12%	14%	9%	16%	14%
			E	AE	ACE		ABCE	AE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Argentina																				
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	512	220	292	234	171	107	31	193	288	156	356	192	171	149	246	266	345	167	42	470	72	440
Base: All Respondents (wtd)	500	245	255	248	141	111*	41**	221	237	162	338	327	118	55	224	276	316	184	31**	469	60*	440
				DE							I					N						T
Download/stream music	298	147	151	158	79	60	17	140	140	83	215	192	75	31	129	169	182	116	22	276	38	260
	60%	60%	59%	64%	56%	54%	41%	63%	59%	51%	63%	59%	63%	57%	58%	61%	57%	63%	70%	59%	63%	59%
											I											
Visit sites for info on hobbies and personal interests	232	119	113	105	73	54	11	97	124	69	163	143	60	29	108	124	153	79	15	217	29	203
	46%	49%	44%	42%	52%	48%	27%	44%	52%	43%	48%	44%	50%	53%	48%	45%	48%	43%	47%	46%	49%	46%
Download/stream movies	218	131	86	134	50	34	12	101	104	51	167	133	60	24	102	116	134	83	15	202	27	190
	44%	54%	34%	54%	35%	30%	29%	46%	44%	31%	49%	41%	51%	44%	45%	42%	42%	45%	49%	43%	46%	43%
		B		DE							I											
Play video games online	154	79	75	86	42	26	9	66	80	41	113	94	45	14	67	87	98	56	9	145	19	135
	31%	32%	29%	35%	30%	24%	21%	30%	34%	25%	33%	29%	38%	26%	30%	32%	31%	30%	28%	31%	31%	31%
													M									
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	96	61	35	62	22	13	4	49	43	23	73	57	28	11	47	49	63	33	10	86	16	80
	19%	25%	14%	25%	15%	11%	10%	22%	18%	14%	22%	18%	23%	20%	21%	18%	20%	18%	31%	18%	26%	18%
		B		DE																		
Online gaming/playing for money (e.g. poker, bingo)	49	23	26	33	10	6	2	19	27	10	38	26	17	5	14	34	31	18	3	46	7	41
	10%	9%	10%	13%	7%	5%	6%	9%	11%	6%	11%	8%	14%	9%	6%	12%	10%	10%	9%	10%	12%	9%
													K									

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		India																				
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1020	755	265	812	180	28	275	457	288	587	433	3	73	944	741	279	948	72	298	722	659	361
Base: All Respondents (wtd)	500	258	242	276	164	60**	134	201	164	298	202	5**	43*	452	314	186	441	59*	130	370	311	189
Visit sites for info on hobbies and personal interests	223	112	111	119	71	33	51	93	79	139	84	0	18	205	140	83	197	26	56	167	149	74
	45%	43%	46%	43%	43%	55%	38%	46%	48%	47%	41%	8%	41%	45%	45%	44%	45%	44%	43%	45%	48%	39%
Download/stream music	215	114	102	139	58	19	62	83	71	117	98	0	18	197	119	97	187	29	40	175	117	99
	43%	44%	42%	50%	35%	31%	46%	41%	43%	39%	48%	-	42%	44%	38%	52%	42%	49%	31%	47%	38%	52%
				D												N				R		T
Download/stream movies	195	105	89	127	56	12	50	76	68	104	90	0	13	181	117	78	171	24	41	154	114	80
	39%	41%	37%	46%	34%	19%	37%	38%	42%	35%	45%	-	30%	40%	37%	42%	39%	41%	31%	42%	37%	43%
				D							I									R		
Play video games online	142	64	78	102	27	13	43	59	39	71	71	0	16	126	82	60	121	21	43	98	85	56
	28%	25%	32%	37%	17%	21%	32%	30%	24%	24%	35%	-	36%	28%	26%	32%	27%	36%	33%	27%	27%	30%
				D							I											
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	134	72	61	99	26	9	32	62	39	70	64	0	7	127	82	51	115	18	32	101	81	52
	27%	28%	25%	36%	16%	14%	24%	31%	24%	23%	31%	-	16%	28%	26%	28%	26%	31%	25%	27%	26%	28%
				D																		
Online gaming/playing for money (e.g. poker, bingo)	131	63	68	96	29	6	41	54	35	63	68	0	9	121	77	53	115	16	33	98	75	56
	26%	24%	28%	35%	18%	10%	31%	27%	21%	21%	34%	-	22%	27%	25%	29%	26%	27%	25%	26%	24%	30%
				D							I											
		B																				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Mexico																				
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	519	317	202	192	201	126	338	166	15	268	251	129	149	241	330	189	398	121	83	436	143	376
Base: All Respondents (wtd)	500	238	262	270	150	80*	393	101*	6**	212	288	321	103	76	252	248*	340	160*	44*	456	86*	414
Download/stream music	281	132	149	160	81	40	212	64	5	113	168	181	57	43	132	149	187	94	26	255	55	226
	56%	55%	57%	59%	54%	50%	54%	64%	84%	53%	58%	56%	55%	57%	52%	60%	55%	59%	59%	56%	64%	54%
Visit sites for info on hobbies and personal interests	198	100	98	108	51	39	136	59	3	71	127	137	32	29	84	114	132	67	12	186	20	178
	40%	42%	37%	40%	34%	49%	35%	59%	55%	34%	44%	43%	31%	38%	33%	46%	39%	42%	27%	41%	24%	43%
								F								N						T
Download/stream movies	196	110	86	140	40	16	149	45	3	58	138	134	33	28	89	107	118	78	17	179	40	156
	39%	46%	33%	52%	27%	20%	38%	44%	45%	27%	48%	42%	32%	37%	35%	43%	35%	49%	38%	39%	46%	38%
		B		DE							I											
Play video games online	164	91	74	114	34	16	132	31	1	58	106	110	37	17	72	92	106	58	13	152	31	134
	33%	38%	28%	42%	23%	20%	34%	31%	15%	27%	37%	34%	36%	23%	29%	37%	31%	36%	29%	33%	36%	32%
				DE								M	M									
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	102	64	39	60	29	14	80	22	0	30	73	67	20	15	53	49	66	36	10	92	24	78
	20%	27%	15%	22%	19%	17%	20%	22%	7%	14%	25%	21%	19%	20%	21%	20%	20%	22%	22%	20%	28%	19%
		B									I											
Online gaming/playing for money (e.g. poker, bingo)	35	18	18	29	5	1	29	6	0	14	21	24	5	7	15	20	19	16	3	32	8	27
	7%	7%	7%	11%	3%	1%	7%	6%	8%	7%	7%	7%	5%	9%	6%	8%	6%	10%	7%	7%	10%	7%
				DE																		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Spain																				
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1043	479	564	384	393	266	678	320	45	458	585	657	85	301	531	512	541	502	90	953	103	940
Base: All Respondents (wtd)	500	252	248	205	182	113	320	158	22*	203	297	249	115*	136	255	245	259	241	39*	461	49*	451
Download/stream music	244	129	115	126	77	40	161	73	10	82	162	121	59	64	114	130	126	118	16	227	20	223
	49%	51%	46%	62%	42%	36%	50%	46%	45%	40%	55%	48%	52%	47%	45%	53%	49%	49%	42%	49%	42%	49%
				DE							I					N						
Visit sites for info on hobbies and personal interests	225	116	109	96	78	51	146	69	10	87	138	107	52	66	111	114	113	112	17	208	22	203
	45%	46%	44%	47%	43%	45%	46%	44%	44%	43%	47%	43%	46%	48%	44%	46%	44%	46%	44%	45%	45%	45%
Download/stream movies	215	118	97	113	72	30	140	65	10	72	142	106	56	53	103	112	113	102	13	201	20	195
	43%	47%	39%	55%	39%	26%	44%	41%	44%	36%	48%	43%	49%	39%	40%	46%	44%	42%	34%	44%	40%	43%
		B		DE	E						I											
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	107	56	51	52	35	20	66	34	7	40	66	47	28	32	54	53	57	50	10	96	13	94
	21%	22%	21%	25%	19%	18%	21%	22%	31%	20%	22%	19%	24%	23%	21%	21%	22%	21%	27%	21%	26%	21%
				E																		
Play video games online	99	60	39	56	32	11	67	26	6	36	63	56	23	19	45	54	47	51	7	92	10	89
	20%	24%	16%	27%	17%	10%	21%	16%	26%	18%	21%	23%	20%	14%	18%	22%	18%	21%	18%	20%	20%	20%
		B		DE	E							M										
Online gaming/playing for money (e.g. poker, bingo)	50	33	17	27	17	6	32	16	1	19	31	28	9	12	26	24	27	22	7	42	7	42
	10%	13%	7%	13%	10%	5%	10%	10%	6%	9%	10%	11%	8%	9%	10%	10%	11%	9%	19%	9%	15%	9%
		B		E															S			

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		South Africa																				
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	515	234	281	141	214	160	21	86	408	315	200	201	164	150	301	214	461	54	153	362	216	299
Base: All Respondents (wtd)	500	240*	260*	287*	134	80	47**	107**	346	230	270*	218*	124	158*	258	242*	427	73**	121*	379	177*	323*
Visit sites for info on hobbies and personal interests	282	138	144	153	78	51	8	58	216	145	137	128	70	84	144	138	251	31	77	205	122	160
	56%	58%	55%	53%	58%	64%	17%	54%	62%	63%	51%	59%	57%	53%	56%	57%	59%	43%	64%	54%	69%	50%
																					U	
Download/stream music	183	86	97	129	38	16	14	58	111	77	106	93	41	49	93	90	161	22	37	146	56	127
	37%	36%	37%	45%	28%	20%	28%	54%	32%	34%	39%	43%	33%	31%	36%	37%	38%	30%	30%	39%	32%	39%
				DE																		
Download/stream movies	124	68	56	92	22	10	11	42	71	62	62	76	27	20	55	69	99	25	27	97	44	80
	25%	28%	21%	32%	16%	12%	23%	40%	20%	27%	23%	35%	22%	13%	21%	29%	23%	34%	22%	26%	25%	25%
				DE								M										
Play video games online	107	67	41	72	23	12	2	34	71	43	64	47	26	35	63	44	97	11	21	87	32	75
	21%	28%	16%	25%	17%	15%	5%	32%	21%	19%	24%	21%	21%	22%	24%	18%	23%	15%	17%	23%	18%	23%
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	85	54	31	64	15	6	10	37	39	31	55	47	14	25	50	36	73	12	27	58	32	54
	17%	23%	12%	22%	11%	8%	21%	35%	11%	13%	20%	21%	11%	16%	19%	15%	17%	17%	22%	15%	18%	17%
				DE																		
Online gaming/playing for money (e.g. poker, bingo)	62	39	23	41	15	7	1	17	44	34	28	31	14	17	35	27	59	3	16	46	23	39
	12%	16%	9%	14%	11%	9%	3%	16%	13%	15%	10%	14%	12%	11%	14%	11%	14%	5%	13%	12%	13%	12%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Great Britain																				
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1023	481	542	329	340	354	223	589	211	454	569	326	332	365	566	457	630	393	103	920	135	888
Base: All Respondents (wtd)	500	246	254	185	165	150	109	287	104	214	286	160	161	179	274	226	310	190	48	452	64	436
Visit sites for info on hobbies and personal interests	304	149	155	97	108	99	65	170	69	133	171	87	101	116	167	137	189	115	32	272	43	261
	61%	61%	61%	52%	66%	66%	59%	59%	66%	62%	60%	54%	63%	65%	61%	61%	61%	61%	66%	60%	67%	60%
					C	C							K	K								
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	185	93	91	78	66	41	40	103	41	73	112	44	67	73	97	88	114	71	20	165	27	158
	37%	38%	36%	42%	40%	27%	37%	36%	40%	34%	39%	28%	42%	41%	35%	39%	37%	37%	42%	36%	42%	36%
				E	E								K	K								
Download/stream music	154	84	70	73	50	31	33	85	35	57	97	39	55	60	80	74	95	59	17	137	22	131
	31%	34%	28%	39%	31%	20%	31%	30%	34%	27%	34%	24%	34%	33%	29%	33%	31%	31%	35%	30%	35%	30%
		B		DE	E						I		K	K								
Play video games online	94	62	32	41	36	17	27	51	16	35	59	38	30	26	46	48	51	43	8	86	14	80
	19%	25%	13%	22%	22%	11%	25%	18%	15%	16%	21%	24%	19%	14%	17%	21%	17%	23%	16%	19%	22%	18%
		B		E	E		GH					M						P				
Download/stream movies	86	50	36	47	26	13	19	48	18	30	56	22	28	36	48	38	55	30	8	78	12	74
	17%	20%	14%	25%	16%	8%	18%	17%	18%	14%	20%	14%	17%	20%	17%	17%	18%	16%	16%	17%	19%	17%
		B		DE	E						I			K								
Online gaming/playing for money (e.g. poker, bingo)	48	27	21	22	18	7	12	25	11	16	32	14	18	16	25	23	33	15	4	44	7	41
	10%	11%	8%	12%	11%	5%	11%	9%	11%	8%	11%	9%	11%	9%	9%	10%	11%	8%	8%	10%	11%	9%
				E	E																	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		US																				
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1011	459	552	313	340	358	151	262	598	580	431	440	336	235	466	545	548	463	114	897	123	888
Base: All Respondents (wtd)	500	247	253	182	159	159	76	110	314	284	216	232	127	141	233	267	277	223	59	441	65	435
Visit sites for info on hobbies and personal interests	309	152	157	116	102	90	45	64	199	171	137	130	85	94	144	165	175	134	33	276	39	269
	62%	61%	62%	64%	64%	57%	60%	58%	63%	60%	64%	56%	67%	67%	62%	62%	63%	60%	55%	63%	61%	62%
													K	K								
Download/stream music	179	92	88	96	60	23	26	39	114	86	93	67	46	66	77	102	101	78	17	163	22	157
	36%	37%	35%	53%	38%	14%	34%	36%	36%	30%	43%	29%	36%	47%	33%	38%	37%	35%	28%	37%	34%	36%
				DE	E						I		K	KL								
Play video games online	153	79	74	69	46	38	28	32	92	79	74	77	40	35	70	83	79	74	15	138	19	134
	31%	32%	29%	38%	29%	24%	37%	30%	29%	28%	34%	33%	32%	25%	30%	31%	28%	33%	26%	31%	29%	31%
				DE							I	M										
Download/stream movies	117	69	47	65	34	18	16	25	76	58	58	38	33	46	61	56	70	46	17	100	21	96
	23%	28%	19%	35%	22%	11%	22%	22%	24%	20%	27%	16%	26%	33%	26%	21%	25%	21%	28%	23%	32%	22%
		B		DE	E						I		K	K							U	
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	97	51	46	53	28	15	18	22	57	50	47	30	25	42	52	44	61	35	14	83	17	80
	19%	20%	18%	29%	18%	10%	23%	20%	18%	18%	22%	13%	19%	30%	22%	17%	22%	16%	24%	19%	26%	18%
				DE	E								K	KL	O		Q					
Online gaming/playing for money (e.g. poker, bingo)	49	30	19	24	12	14	12	10	27	23	26	23	13	13	24	25	28	21	6	43	8	41
	10%	12%	8%	13%	7%	9%	15%	9%	9%	8%	12%	10%	10%	10%	10%	9%	10%	10%	10%	10%	12%	9%
		B		D			H				I											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	379	127	404	96	6	132	140	148	0	0	167	93	246	290	216	379	127	179	327	194	312
Base: All Respondents (wtd)	500	283	217*	295	172*	33**	145*	136*	133*	-**	-**	160*	101**	239	283	217*	336	164*	164*	336	192*	308
Download/stream music	$ 182.00	$ 96.00	$ 86.00	$ 94.00	$ 83.00	$ 5.00	$ 61.00	$ 44.00	$ 49.00	$ -	$ -	$ 60.00	$ 42.00	$ 80.00	$ 95.00	$ 88.00	$ 108.00	$ 74.00	$ 42.00	$ 140.00	$ 56.00	$ 126.00
	36%	34%	40%	32%	48%	17%	42%	32%	37%	-	-	38%	42%	33%	34%	40%	32%	45%	26%	42%	29%	41%
					C															R		
Visit sites for info on hobbies and personal interests	174	97	77	79	84	11	47	45	61	0	0	44	41	88	100	74	120	54	51	123	59	115
	35%	34%	36%	27%	49%	33%	33%	33%	46%	-	-	28%	41%	37%	35%	34%	36%	33%	31%	37%	31%	38%
					C																	
Download/stream movies	144	82	62	90	55	0	41	39	41	0	0	38	32	74	81	63	95	49	34	110	45	99
	29%	29%	29%	30%	32%	-	28%	29%	31%	-	-	24%	32%	31%	29%	29%	28%	30%	21%	33%	24%	32%
Play video games online	115	52	63	82	33	0	29	34	33	0	0	28	30	57	57	58	76	39	38	76	36	79
	23%	18%	29%	28%	19%	-	20%	25%	25%	-	-	17%	30%	24%	20%	27%	23%	24%	23%	23%	19%	26%
Online gaming/playing for money (e.g. poker, bingo)	113	51	63	55	47	11	41	22	32	0	0	21	31	61	50	63	69	45	31	82	31	82
	23%	18%	29%	19%	27%	33%	28%	17%	24%	-	-	13%	31%	26%	18%	29%	20%	27%	19%	24%	16%	27%
														K								
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	106	59	47	50	50	5	37	34	27	0	0	24	32	51	58	48	67	40	34	72	32	75
	21%	21%	22%	17%	29%	17%	25%	25%	20%	-	-	15%	32%	21%	21%	22%	20%	24%	21%	21%	17%	24%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Canada																										
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIE	CANADA-ONTARIO	CANADA-QUEBEC
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1337	667	670	379	488	470	277	568	492	591	746	479	683	175	726	611	930	407	163	1174	203	1134	82	96	132	176	0	471	380
Base: All Respondents (wtd)	500	247	253	178	177	145	110	209	181	209	291	186	223	91	266	234	344	156	58	442	73	427	30*	35*	51	67	-**	175	142
Visit sites for info on hobbies and personal interests	293	145	148	112	99	82	57	121	114	122	171	97	140	56	151	142	203	90	35	258	47	247	19	21	29	44	0	102	78
	59%	59%	59%	63%	56%	56%	52%	58%	63%	58%	59%	52%	63%	62%	57%	61%	59%	58%	61%	58%	64%	58%	62%	61%	58%	66%	-	58%	55%
				D					F				K	K												b			
Download/stream music	179	88	91	91	59	29	43	70	65	58	121	56	81	42	91	88	123	56	20	159	28	150	11	16	20	30	0	56	47
	36%	36%	36%	51%	34%	20%	39%	34%	36%	28%	42%	30%	36%	47%	34%	38%	36%	36%	35%	36%	38%	35%	36%	45%	40%	44%	-	32%	33%
				DE	E						I		K	KL										ab		ab			
Play video games online	150	80	70	59	53	38	37	60	53	62	88	61	66	23	78	72	102	48	15	135	22	128	9	12	13	23	0	57	37
	30%	32%	28%	33%	30%	26%	33%	29%	29%	30%	30%	33%	29%	25%	29%	31%	30%	31%	25%	31%	30%	30%	30%	34%	25%	34%	-	32%	26%
				E																									
Download/stream movies	126	72	54	73	37	16	32	52	42	41	85	38	58	30	66	60	85	41	12	113	18	107	9	12	13	21	0	42	28
	25%	29%	21%	41%	21%	11%	29%	25%	23%	20%	29%	21%	26%	33%	25%	26%	25%	26%	21%	26%	25%	25%	31%	34%	26%	31%	-	24%	20%
		B		DE	E						I		K	K									b	b		b			
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	84	41	43	47	28	9	22	34	28	32	52	24	40	20	42	42	56	29	9	76	12	72	6	6	10	14	0	35	13
	17%	17%	17%	26%	16%	6%	20%	16%	15%	15%	18%	13%	18%	22%	16%	18%	16%	18%	15%	17%	17%	17%	21%	16%	20%	21%	-	20%	9%
				DE	E								K	K									b		b	b		b	
Online gaming/playing for money (e.g. poker, bingo)	58	34	24	26	19	13	12	28	17	21	37	25	22	10	34	24	40	18	8	49	12	46	3	7	4	8	0	17	19
	12%	14%	10%	14%	11%	9%	11%	14%	10%	10%	13%	14%	10%	11%	13%	10%	12%	11%	14%	11%	16%	11%	10%	20%	8%	12%	-	10%	13%
		B		E				H													U			Xa					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		France																				
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1036	511	525	369	326	341	257	525	254	386	650	429	302	305	619	417	650	386	27	1009	56	980
Base: All Respondents (wtd)	500	247	253	191	161	148	123	257	119	178	322	168	209	124	295	205	316	184	13**	487	25*	475
Visit sites for info on hobbies and personal interests	272	147	125	106	87	79	56	140	76	93	178	76	116	80	171	101	176	96	7	265	16	255
	54%	59%	49%	56%	54%	53%	45%	54%	64%	52%	55%	45%	56%	64%	58%	49%	56%	52%	51%	54%	66%	54%
		B						F	FG				K	KL	O							
Download/stream music	118	63	55	69	28	21	33	57	27	29	89	32	44	42	70	48	71	47	2	116	6	111
	24%	26%	22%	36%	17%	14%	27%	22%	23%	16%	28%	19%	21%	34%	24%	24%	23%	25%	16%	24%	25%	23%
				DE							I			KL								
Play video games online	89	49	40	42	29	18	26	44	19	24	65	30	35	24	51	38	57	32	2	87	5	84
	18%	20%	16%	22%	18%	12%	21%	17%	16%	13%	20%	18%	17%	19%	17%	19%	18%	17%	16%	18%	20%	18%
				E	E						I											
Download/stream movies	75	46	29	52	16	7	23	37	15	16	59	16	32	27	42	33	50	25	2	73	4	71
	15%	19%	11%	27%	10%	5%	19%	14%	13%	9%	18%	9%	15%	22%	14%	16%	16%	13%	17%	15%	16%	15%
		B		DE	E						I		K	KL								
Online gaming/playing for money (e.g. poker, bingo)	60	41	19	28	15	16	13	34	13	22	38	20	29	11	36	24	38	21	3	57	4	56
	12%	17%	7%	15%	9%	11%	10%	13%	11%	12%	12%	12%	14%	9%	12%	12%	12%	12%	23%	12%	14%	12%
		B		D																		
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	36	24	12	19	10	7	7	20	9	9	27	7	14	14	22	13	22	14	1	35	2	33
	7%	10%	5%	10%	6%	5%	6%	8%	7%	5%	8%	4%	7%	12%	8%	7%	7%	7%	7%	7%	10%	7%
		B		E										KL								

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Germany																				
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1040	479	561	307	398	335	279	353	408	512	528	214	646	180	658	382	756	284	88	952	173	867
Base: All Respondents (wtd)	500	253	247	172	182	146	139	166	195	236	264	113	285	101	318	182	357	143	41*	459	83	417
Visit sites for info on hobbies and personal interests	301	157	144	103	114	84	80	99	122	143	158	52	182	66	192	108	214	86	23	277	52	249
	60%	62%	58%	60%	62%	58%	57%	60%	62%	60%	60%	46%	64%	65%	60%	60%	60%	61%	57%	60%	62%	60%
													K	K								
Download/stream music	155	73	82	76	50	29	45	50	60	67	88	21	100	35	96	59	105	50	13	142	23	132
	31%	29%	33%	44%	28%	20%	33%	30%	31%	28%	33%	18%	35%	34%	30%	33%	30%	35%	31%	31%	28%	32%
				DE	E								K	K								
Play video games online	101	54	47	44	35	23	30	36	36	49	52	27	58	16	62	40	68	33	8	93	13	88
	20%	21%	19%	26%	19%	15%	22%	21%	18%	21%	20%	24%	20%	16%	19%	22%	19%	23%	20%	20%	16%	21%
				DE																		
Download/stream movies	82	43	39	46	23	13	29	26	27	33	50	11	51	20	55	27	52	31	7	76	12	70
	16%	17%	16%	27%	13%	9%	21%	16%	14%	14%	19%	10%	18%	20%	17%	15%	14%	21%	16%	17%	15%	17%
				DE			H				I		K	K				P				
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	63	29	34	34	17	13	21	18	24	25	38	8	40	16	36	27	42	21	6	57	11	52
	13%	11%	14%	20%	9%	9%	15%	11%	12%	11%	14%	7%	14%	16%	11%	15%	12%	15%	15%	12%	14%	12%
				DE									K	K								
Online gaming/playing for money (e.g. poker, bingo)	29	19	10	12	12	6	8	9	11	15	14	5	19	6	20	9	21	8	3	26	5	24
	6%	7%	4%	7%	6%	4%	6%	6%	6%	6%	5%	4%	7%	5%	6%	5%	6%	5%	8%	6%	6%	6%
		B																				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Australia																										
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1008	488	520	307	366	335	207	535	266	508	500	319	345	344	577	431	706	302	116	892	156	852	671	336	301	341	199	93	73
Base: All Respondents (wtd)	500	248	252	197	163	141	111	270	119	231	269	132	294	74	271	229	337	163	52*	448	69	431	319	180	141	168	104	45*	40*
Visit sites for info on hobbies and personal interests	297	155	143	110	106	81	58	160	79	138	160	69	182	47	162	136	213	85	36	261	45	252	189	108	85	95	68	27	23
	59%	62%	57%	56%	65%	58%	52%	59%	67%	60%	59%	52%	62%	64%	60%	59%	63%	52%	69%	58%	65%	59%	59%	60%	60%	56%	65%	59%	56%
					C				F				K	K			Q												
Download/stream music	156	83	73	80	53	23	32	83	41	57	98	39	90	27	80	76	105	51	19	137	23	132	102	54	41	60	25	14	16
	31%	33%	29%	41%	33%	16%	29%	31%	34%	25%	37%	30%	31%	36%	29%	33%	31%	31%	36%	31%	34%	31%	32%	30%	29%	36%	24%	32%	39%
				E	E						I															Z			Z
Download/stream movies	113	63	49	63	28	21	23	57	33	38	75	27	67	19	59	54	71	42	10	103	13	100	69	44	33	42	22	7	8
	23%	26%	20%	32%	17%	15%	20%	21%	28%	17%	28%	20%	23%	26%	22%	23%	21%	26%	19%	23%	18%	23%	22%	24%	23%	25%	21%	16%	21%
				DE							I																		
Play video games online	102	54	48	43	38	21	24	61	17	38	64	29	61	12	57	45	69	33	7	95	11	90	63	38	31	37	18	8	7
	20%	22%	19%	22%	23%	15%	22%	22%	14%	16%	24%	22%	21%	16%	21%	19%	20%	20%	13%	21%	17%	21%	20%	21%	22%	22%	17%	19%	18%
				E	E			H			I																		
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	88	45	43	56	23	8	20	41	27	29	59	19	52	17	43	45	58	30	6	82	10	78	57	31	25	31	15	5	12
	18%	18%	17%	29%	14%	6%	18%	15%	23%	12%	22%	15%	18%	23%	16%	20%	17%	18%	11%	18%	14%	18%	18%	17%	18%	18%	14%	12%	29%
				DE	E				G		I			K															Za
Online gaming/playing for money (e.g. poker, bingo)	36	21	16	18	12	7	8	21	8	13	23	10	20	6	20	16	25	11	4	32	7	30	23	14	12	12	8	2	2
	7%	8%	6%	9%	7%	5%	7%	8%	7%	6%	9%	7%	7%	8%	7%	7%	7%	7%	8%	7%	10%	7%	7%	8%	9%	7%	8%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b * small base

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Japan																				
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1006	487	519	328	329	349	593	350	63	558	448	316	217	473	470	536	632	374	101	905	137	869
Base: All Respondents (wtd)	500	251	249	185	152	163	296	173	31*	270	230	156	105	239	234	266	315	185	49	451	68	432
Visit sites for info on hobbies and personal interests	327	166	161	121	101	106	193	114	20	170	156	103	69	155	152	174	200	127	34	293	42	285
	65%	66%	65%	65%	66%	65%	65%	66%	66%	63%	68%	66%	65%	65%	65%	65%	63%	69%	68%	65%	62%	66%
Download/stream music	121	66	55	63	31	27	75	40	6	42	79	43	22	57	57	64	70	51	11	110	15	106
	24%	26%	22%	34%	20%	16%	25%	23%	21%	16%	34%	27%	21%	24%	25%	24%	22%	28%	22%	24%	23%	24%
				DE							I											
Play video games online	88	48	40	49	26	14	55	29	4	32	56	37	17	34	42	46	52	36	13	75	16	72
	18%	19%	16%	26%	17%	8%	19%	17%	12%	12%	25%	24%	16%	14%	18%	17%	17%	19%	27%	17%	24%	17%
				DE	E						I	LM							S		U	
Online gaming/playing for money (e.g. poker, bingo)	49	24	25	21	11	17	30	15	3	28	21	19	10	19	22	27	32	17	5	44	9	40
	10%	9%	10%	11%	7%	10%	10%	9%	11%	10%	9%	12%	10%	8%	9%	10%	10%	9%	10%	10%	13%	9%
												M										
Download/stream movies	43	23	20	22	10	12	27	15	1	18	26	17	6	20	21	22	29	15	6	37	9	35
	9%	9%	8%	12%	6%	8%	9%	9%	3%	7%	11%	11%	6%	8%	9%	8%	9%	8%	12%	8%	13%	8%
				D							I											
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	43	24	20	28	10	5	26	16	2	16	28	15	8	21	20	23	26	18	5	39	7	36
	9%	9%	8%	15%	7%	3%	9%	9%	7%	6%	12%	10%	8%	9%	9%	9%	8%	10%	9%	9%	10%	8%
				DE	E						I											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		South Korea																				
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	507	256	251	191	205	111	89	224	194	291	216	25	155	327	264	243	338	169	73	434	109	398
Base: All Respondents (wtd)	500	253	247	211	185	104	91*	223	186	273	227	28**	158	314	251	249	324	176	69*	431	103	397
Visit sites for info on hobbies and personal interests	324	164	160	136	118	70	52	153	120	178	146	17	91	216	161	163	219	105	43	282	71	254
	65%	65%	65%	65%	63%	68%	56%	69%	64%	65%	64%	60%	58%	69%	64%	66%	68%	60%	62%	65%	69%	64%
								F						L								
Download/stream movies	223	134	89	113	78	32	42	96	86	99	125	14	68	142	113	111	151	73	27	197	49	174
	45%	53%	36%	54%	42%	31%	46%	43%	46%	36%	55%	49%	43%	45%	45%	45%	47%	41%	39%	46%	48%	44%
		B		DE	E						I											
Download/stream music	220	121	99	124	62	34	46	105	69	93	127	18	67	135	103	117	136	84	25	194	41	179
	44%	48%	40%	59%	34%	32%	51%	47%	37%	34%	56%	65%	42%	43%	41%	47%	42%	48%	37%	45%	40%	45%
				DE			H	H			I											
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	119	58	61	58	36	24	17	50	51	65	54	7	34	78	59	59	82	37	13	105	29	90
	24%	23%	25%	28%	19%	23%	19%	23%	28%	24%	24%	25%	21%	25%	24%	24%	25%	21%	19%	24%	28%	23%
Online gaming/playing for money (e.g. poker, bingo)	98	64	34	52	26	19	8	52	38	42	55	5	32	61	49	49	65	33	20	78	23	75
	20%	25%	14%	25%	14%	18%	9%	23%	20%	16%	24%	16%	20%	19%	20%	20%	20%	19%	29%	18%	23%	19%
		B		D				F	F		I								S			
Play video games online	81	58	24	48	25	8	12	38	31	36	45	5	28	48	45	37	50	32	12	69	22	59
	16%	23%	10%	23%	14%	7%	13%	17%	17%	13%	20%	16%	18%	15%	18%	15%	15%	18%	18%	16%	21%	15%
		B		DE							I											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Russia																				
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	512	235	277	203	170	139	24	41	447	247	265	75	290	147	326	186	450	62	33	479	70	442
Base: All Respondents (wtd)	500	240	260	211	180	109	28**	43*	429	231	269	146*	266	88	314	186	437	63*	28**	472	64*	436
Download/stream movies	303	153	150	162	93	48	21	23	260	129	175	92	166	46	184	119	266	37	16	288	40	264
	61%	64%	58%	77%	52%	44%	74%	53%	61%	56%	65%	63%	62%	52%	59%	64%	61%	59%	56%	61%	61%	61%
				DE							I		M									
Download/stream music	300	140	160	149	101	50	18	26	256	134	166	89	160	51	182	118	269	31	16	285	38	262
	60%	58%	62%	71%	56%	46%	66%	60%	60%	58%	62%	61%	60%	58%	58%	63%	62%	48%	55%	60%	58%	60%
				DE																		
Visit sites for info on hobbies and personal interests	292	146	146	120	101	70	13	18	261	131	160	72	163	56	183	109	257	34	14	278	35	257
	58%	61%	56%	57%	56%	65%	46%	42%	61%	57%	60%	50%	61%	63%	58%	59%	59%	54%	48%	59%	54%	59%
									G													
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	162	90	72	77	56	30	13	15	134	73	90	43	89	30	101	62	141	21	12	150	22	141
	32%	38%	28%	37%	31%	27%	46%	35%	31%	31%	33%	29%	34%	34%	32%	33%	32%	34%	43%	32%	34%	32%
		B																				
Play video games online	152	84	68	73	53	26	8	12	132	66	86	53	79	20	106	46	135	17	12	140	23	129
	30%	35%	26%	35%	29%	24%	29%	28%	31%	29%	32%	36%	30%	23%	34%	25%	31%	26%	44%	30%	35%	30%
												M										
To buy products/services online (not groceries)	138	67	71	57	46	35	4	11	123	61	77	37	72	29	84	54	126	12	6	132	20	119
	28%	28%	27%	27%	26%	32%	16%	26%	29%	27%	29%	26%	27%	33%	27%	29%	29%	19%	21%	28%	31%	27%
Online gaming/playing for money (e.g. poker, bingo)	57	46	11	32	15	10	3	4	50	31	26	22	27	8	44	13	51	6	7	50	12	45
	11%	19%	4%	15%	8%	9%	11%	8%	12%	14%	10%	15%	10%	9%	14%	7%	12%	10%	26%	11%	19%	10%
		B													O						U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Sweden																				
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	512	246	266	119	176	217	207	254	51	159	353	331	81	100	358	154	319	193	54	458	65	447
Base: All Respondents (wtd)	500	253*	247*	185*	156*	159*	184*	247	69*	155*	345	105	263*	132*	341	159*	338	162*	69**	431	87**	413
Visit sites for info on hobbies and personal interests	322	155	167	105	116	101	105	170	47	103	219	51	176	95	218	104	232	90	43	279	58	264
	64%	61%	68%	57%	74%	64%	57%	69%	68%	66%	63%	48%	67%	72%	64%	65%	69%	56%	63%	65%	66%	64%
													K	K								
Download/stream music	190	103	87	101	58	31	75	88	27	45	144	39	102	49	110	80	128	62	35	155	47	143
	38%	41%	35%	54%	37%	19%	41%	36%	39%	29%	42%	37%	39%	37%	32%	50%	38%	38%	51%	36%	53%	35%
				E	E											N						
Download/stream movies	160	91	69	98	47	15	78	65	17	28	132	33	99	28	101	59	93	67	28	131	42	118
	32%	36%	28%	53%	30%	9%	42%	26%	25%	18%	38%	31%	38%	21%	30%	37%	28%	41%	41%	30%	48%	29%
				DE	E		G				I		M									
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	123	64	59	67	43	13	44	58	21	35	89	18	63	43	80	44	86	38	21	102	33	91
	25%	25%	24%	36%	28%	8%	24%	23%	31%	22%	26%	17%	24%	32%	23%	27%	25%	23%	31%	24%	38%	22%
				E	E									K								
Online gaming/playing for money (e.g. poker, bingo)	101	60	41	50	32	19	35	43	22	27	74	26	44	31	60	41	64	37	27	74	34	67
	20%	24%	17%	27%	21%	12%	19%	18%	32%	17%	22%	24%	17%	23%	18%	26%	19%	23%	39%	17%	39%	16%
				E																		
Play video games online	71	46	25	31	22	18	36	25	11	19	52	17	38	16	44	28	37	35	12	59	12	59
	14%	18%	10%	17%	14%	12%	19%	10%	16%	12%	15%	16%	15%	12%	13%	17%	11%	21%	17%	14%	14%	14%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Indonesia																				
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	510	335	175	275	192	43	69	279	162	317	193	185	33	292	282	228	448	62	50	460	123	387
Base: All Respondents (wtd)	500	250	250	281	162	57*	75*	267	158	272	228	195	32**	273	233	267	423	77*	47*	453	115	385
Visit sites for info on hobbies and personal interests	303	148	154	163	104	35	33	167	103	168	134	108	23	172	134	168	261	42	33	270	81	222
	61%	59%	62%	58%	64%	62%	43%	63%	65%	62%	59%	56%	71%	63%	58%	63%	62%	55%	69%	60%	70%	58%
								F	F												U	
Download/stream music	302	156	147	195	90	17	49	163	90	144	158	126	23	153	137	165	253	49	22	280	65	237
	60%	62%	59%	69%	56%	29%	65%	61%	57%	53%	69%	65%	72%	56%	59%	62%	60%	64%	48%	62%	56%	62%
				DE	E						I											
Download/stream movies	215	110	105	150	54	11	42	108	65	92	124	92	19	104	93	122	179	36	22	194	49	166
	43%	44%	42%	53%	34%	19%	56%	41%	41%	34%	54%	47%	58%	38%	40%	46%	42%	47%	46%	43%	43%	43%
				DE			GH				I											
Play video games online	137	61	76	88	44	5	22	76	39	55	82	64	4	69	62	75	116	21	11	127	28	109
	27%	25%	30%	31%	27%	8%	29%	28%	25%	20%	36%	33%	14%	25%	27%	28%	27%	28%	23%	28%	25%	28%
				E	E						I											
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	113	59	54	75	32	6	18	68	27	48	65	39	7	67	51	62	99	14	13	100	26	87
	23%	24%	22%	27%	20%	10%	25%	25%	17%	18%	28%	20%	20%	24%	22%	23%	23%	18%	27%	22%	23%	23%
				E							I											
Online gaming/playing for money (e.g. poker, bingo)	89	47	42	66	22	1	18	51	20	33	56	43	5	41	39	50	73	16	6	83	21	68
	18%	19%	17%	23%	14%	2%	24%	19%	12%	12%	24%	22%	16%	15%	17%	19%	17%	20%	13%	18%	18%	18%
				DE	E		H				I											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Turkey																				
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	523	414	109	399	119	5	49	237	237	236	287	177	81	265	283	240	362	161	61	462	163	360
Base: All Respondents (wtd)	500	252	248*	263	215*	22**	41**	199	260*	256*	244*	180*	70*	250*	265*	235	301	199*	49*	451	140*	360
Visit sites for info on hobbies and personal interests	358	171	187	173	165	19	17	133	208	194	164	122	45	191	191	167	221	136	38	320	105	253
	72%	68%	76%	66%	77%	87%	41%	67%	80%	76%	67%	68%	64%	76%	72%	71%	73%	69%	77%	71%	75%	70%
									G													
Download/stream music	308	145	162	173	121	13	32	128	148	136	172	131	41	135	150	158	184	124	35	272	87	220
	62%	58%	65%	66%	56%	60%	78%	64%	57%	53%	70%	73%	59%	54%	56%	67%	61%	62%	73%	60%	63%	61%
											I	M										
Download/stream movies	291	145	146	168	109	13	33	128	130	122	169	123	46	121	144	147	167	123	30	261	69	222
	58%	58%	59%	64%	51%	60%	79%	64%	50%	48%	69%	69%	66%	48%	54%	62%	56%	62%	62%	58%	49%	62%
											I	M	M									
Play video games online	189	107	82	105	71	13	21	89	80	71	118	88	27	74	107	83	103	87	23	167	47	142
	38%	43%	33%	40%	33%	60%	50%	45%	31%	28%	48%	49%	38%	30%	40%	35%	34%	44%	46%	37%	34%	40%
											I	M										
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	172	90	82	104	65	3	11	78	83	82	90	57	25	91	73	99	110	63	20	152	43	129
	34%	36%	33%	40%	30%	13%	27%	39%	32%	32%	37%	32%	35%	36%	28%	42%	36%	32%	41%	34%	31%	36%
																N						
Online gaming/playing for money (e.g. poker, bingo)	39	30	9	27	9	3	4	13	22	20	19	8	7	24	24	15	26	13	8	31	18	21
	8%	12%	4%	10%	4%	13%	11%	6%	8%	8%	8%	5%	10%	10%	9%	7%	9%	6%	16%	7%	13%	6%
		B																				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Hungary																				
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1002	458	544	280	317	405	606	262	3	427	575	366	467	169	505	497	468	534	64	938	59	943
Base: All Respondents (wtd)	500	244	256	202	145	153	295	130	1**	192	308	130	294	76	233	267	239	261	31*	469	29*	471
Visit sites for info on hobbies and personal interests	333	180	153	138	95	100	187	97	1	125	209	76	205	53	154	180	161	172	21	312	20	313
	67%	74%	60%	69%	65%	65%	63%	74%	68%	65%	68%	59%	70%	69%	66%	67%	67%	66%	69%	67%	70%	66%
		B						F					K	K								
Download/stream music	215	118	98	110	58	47	126	55	1	70	145	52	131	33	90	126	101	115	10	205	9	206
	43%	48%	38%	55%	40%	31%	43%	42%	39%	36%	47%	40%	44%	43%	38%	47%	42%	44%	34%	44%	33%	44%
		B		DE	E						I					N						
Download/stream movies	169	101	68	93	50	26	96	45	1	55	115	40	105	25	68	101	84	85	9	160	10	160
	34%	42%	27%	46%	35%	17%	32%	35%	39%	29%	37%	31%	36%	32%	29%	38%	35%	33%	30%	34%	34%	34%
		B		DE	E						I					N						
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	89	46	44	44	25	21	48	27	0	31	58	15	61	14	40	49	47	42	4	85	7	83
	18%	19%	17%	22%	17%	14%	16%	21%	-	16%	19%	11%	21%	18%	17%	18%	20%	16%	14%	18%	23%	18%
				E									K	K								
Play video games online	86	53	33	34	26	27	50	27	0	31	55	28	49	10	42	45	44	42	4	83	5	82
	17%	22%	13%	17%	18%	18%	17%	21%	-	16%	18%	21%	17%	13%	18%	17%	19%	16%	11%	18%	16%	17%
		B										M										
Online gaming/playing for money (e.g. poker, bingo)	81	57	23	42	20	19	45	23	0	25	56	20	52	9	37	44	42	39	5	76	6	74
	16%	24%	9%	21%	14%	12%	15%	18%	-	13%	18%	15%	18%	11%	16%	16%	17%	15%	17%	16%	22%	16%
		B		DE							I											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Poland																				
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	250	251	225	152	124	394	91	16	245	256	78	318	105	285	216	270	231	45	456	73	428
Base: All Respondents (wtd)	500	248	252	215	161	124	401	83*	16**	248	252	104*	327	69	284	216	262	238	43*	457	66*	434
Visit sites for info on hobbies and personal interests	311	166	144	133	103	74	243	60	8	155	156	59	205	47	180	131	171	140	29	282	41	270
	62%	67%	57%	62%	64%	60%	61%	73%	47%	63%	62%	56%	63%	67%	63%	61%	65%	59%	68%	62%	61%	62%
		B						F														
Play video games online	236	114	123	115	74	47	195	33	8	107	129	59	151	27	122	115	119	118	19	218	26	210
	47%	46%	49%	54%	46%	38%	49%	39%	52%	43%	51%	57%	46%	38%	43%	53%	45%	49%	44%	48%	40%	48%
				E								M				N						
Download/stream music	231	129	102	136	58	36	180	43	8	97	134	59	141	30	112	119	119	112	21	210	34	196
	46%	52%	40%	63%	36%	29%	45%	51%	47%	39%	53%	57%	43%	43%	39%	55%	45%	47%	49%	46%	52%	45%
		B		DE							I	L				N						
Download/stream movies	201	112	89	125	50	26	160	37	4	72	129	51	126	24	83	117	98	103	13	187	21	180
	40%	45%	35%	58%	31%	21%	40%	44%	23%	29%	51%	49%	39%	34%	29%	54%	37%	43%	31%	41%	31%	41%
		B		DE							I	M				N						
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	114	63	51	71	27	16	98	14	2	38	76	33	65	17	50	65	56	58	8	106	15	100
	23%	25%	20%	33%	17%	13%	24%	17%	11%	15%	30%	32%	20%	24%	17%	30%	22%	24%	20%	23%	22%	23%
				DE							I	L				N						
Online gaming/playing for money (e.g. poker, bingo)	104	66	38	62	32	9	89	12	3	44	60	25	67	12	51	53	54	49	9	95	13	90
	21%	27%	15%	29%	20%	7%	22%	14%	18%	18%	24%	24%	20%	17%	18%	24%	21%	21%	21%	21%	20%	21%
		B		E	E																	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1003	485	518	440	440	123	77	302	624	730	273	78	297	628	709	294	901	102	105	898	328	675
Base: All Respondents (wtd)	500	249	251	200*	194*	106*	92**	185*	223	326	174*	295*	155	50	308	192*	396	104*	46**	454	106*	394
Download/stream music	359	179	180	142	146	71	59	130	170	236	123	209	114	37	217	143	284	75	27	332	73	286
	72%	72%	72%	71%	75%	67%	65%	70%	76%	72%	71%	71%	73%	74%	70%	74%	72%	72%	59%	73%	69%	73%
Visit sites for info on hobbies and personal interests	356	188	168	148	131	77	53	142	161	225	131	196	121	39	222	134	285	71	30	326	71	285
	71%	76%	67%	74%	67%	73%	58%	77%	72%	69%	75%	66%	78%	77%	72%	70%	72%	68%	65%	72%	67%	72%
													K									
Download/stream movies	356	194	162	154	144	57	57	139	160	225	131	196	120	39	217	139	293	63	22	333	72	284
	71%	78%	65%	77%	74%	54%	62%	75%	72%	69%	75%	67%	77%	79%	70%	72%	74%	61%	49%	73%	68%	72%
		B		E	E									K								
Play video games online	304	164	140	128	117	59	59	116	128	190	114	181	91	31	186	117	241	63	22	282	61	242
	61%	66%	56%	64%	60%	56%	65%	63%	57%	58%	65%	61%	59%	63%	60%	61%	61%	61%	48%	62%	58%	61%
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	273	133	141	117	102	55	51	90	132	173	100	143	97	33	172	101	215	58	23	250	61	212
	55%	53%	56%	58%	52%	52%	56%	49%	59%	53%	58%	49%	63%	66%	56%	53%	54%	56%	51%	55%	58%	54%
													K	K								
Online gaming/playing for money (e.g. poker, bingo)	36	28	7	20	12	4	4	6	26	18	17	21	10	5	24	12	31	4	4	32	12	24
	7%	11%	3%	10%	6%	4%	5%	3%	12%	6%	10%	7%	6%	10%	8%	6%	8%	4%	8%	7%	11%	6%
		B							G					L								

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Brazil																				
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1040	545	495	464	340	236	234	777	29	412	628	165	575	300	460	580	710	330	112	928	187	853
Base: All Respondents (wtd)	500	245	255	271	144*	85*	175*	317	8**	188	312	363	108	29	196	304	309	191	36**	464	65*	435
Download/stream music	245	113	132	142	64	39	73	166	7	81	164	177	55	13	83	162	146	99	17	228	36	209
	49%	46%	52%	53%	44%	46%	42%	52%	84%	43%	53%	49%	51%	45%	42%	53%	47%	52%	48%	49%	56%	48%
Visit sites for info on hobbies and personal interests	204	97	107	98	66	41	60	137	7	76	128	131	57	17	85	119	116	88	17	188	34	170
	41%	40%	42%	36%	45%	48%	34%	43%	91%	40%	41%	36%	53%	57%	44%	39%	38%	46%	45%	41%	53%	39%
													K	K								
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	182	97	85	99	52	31	51	125	6	69	113	138	36	9	62	120	108	74	20	162	32	150
	36%	40%	33%	37%	36%	36%	29%	40%	77%	37%	36%	38%	33%	31%	32%	39%	35%	39%	54%	35%	50%	34%
																					U	
Download/stream movies	181	92	89	103	55	24	48	128	6	58	123	130	41	10	62	119	115	67	11	170	27	154
	36%	38%	35%	38%	38%	28%	27%	40%	78%	31%	40%	36%	38%	33%	32%	39%	37%	35%	31%	37%	43%	35%
								F														
Play video games online	155	74	81	99	33	23	52	98	5	40	115	115	33	7	59	96	100	55	20	135	24	131
	31%	30%	32%	37%	23%	27%	30%	31%	68%	22%	37%	32%	31%	25%	30%	32%	32%	29%	56%	29%	37%	30%
				D							I											
Online gaming/playing for money (e.g. poker, bingo)	94	46	48	52	33	9	27	62	5	30	64	68	20	6	35	59	54	40	14	80	19	75
	19%	19%	19%	19%	23%	10%	15%	19%	69%	16%	21%	19%	18%	20%	18%	19%	18%	21%	37%	17%	29%	17%
					E																	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Italy																				
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1028	501	527	373	372	283	222	440	366	548	480	320	564	144	517	511	647	381	118	910	172	856
Base: All Respondents (wtd)	500	250	250	181	183	136	116	213	171	271	229	243	199	58	249	251	299	201	55	445	79	421
Visit sites for info on hobbies and personal interests	262	140	122	95	97	70	47	111	104	140	122	120	108	35	134	128	162	101	31	231	47	215
	52%	56%	49%	52%	53%	52%	41%	52%	61%	52%	54%	49%	54%	60%	54%	51%	54%	50%	56%	52%	59%	51%
		B						F	FG					K								
Download/stream music	182	96	86	91	55	36	41	73	68	79	102	81	76	25	80	102	105	76	22	160	31	151
	36%	38%	34%	50%	30%	27%	35%	34%	40%	29%	45%	33%	38%	44%	32%	40%	35%	38%	40%	36%	39%	36%
				DE							I			K		N						
Play video games online	133	69	64	65	43	25	35	54	45	59	74	68	52	14	57	76	76	57	17	116	20	113
	27%	28%	25%	36%	24%	18%	30%	25%	26%	22%	32%	28%	26%	24%	23%	30%	26%	28%	31%	26%	26%	27%
				DE							I					N						
Download/stream movies	131	75	56	63	43	26	27	53	51	55	76	51	61	19	65	67	75	56	18	113	25	106
	26%	30%	23%	35%	23%	19%	23%	25%	30%	20%	33%	21%	31%	34%	26%	26%	25%	28%	32%	25%	31%	25%
		B		DE							I		K	K								
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	58	29	29	32	15	12	13	24	21	24	34	19	31	8	26	32	35	23	7	52	10	48
	12%	11%	12%	17%	8%	9%	11%	11%	12%	9%	15%	8%	15%	15%	10%	13%	12%	11%	12%	12%	13%	11%
				DE							I		K	K								
Online gaming/playing for money (e.g. poker, bingo)	30	21	9	13	11	5	5	11	13	14	16	12	15	3	16	13	21	9	6	24	8	22
	6%	8%	4%	7%	6%	4%	5%	5%	8%	5%	7%	5%	7%	5%	7%	5%	7%	4%	10%	5%	10%	5%
		B																	S		U	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION EK: TECH TRACKER

EK1. Which of the following purposes have you used the Internet for in the past three months?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	245	257	175	173	154	195	211	96	170	332	143	231	128	313	189	279	223	13	489	37	465	196	157	149	314	188
Base: All Respondents (wtd)	500	251	249	184	169	147	194	207	99*	170	330	172	186	142	303	197	273	227	13**	487	36*	464	189	154	158	321	179
Visit sites for info on hobbies and personal interests	305	170	134	109	99	97	107	125	73	104	201	95	114	95	190	114	169	136	9	296	24	281	116	92	97	195	110
	61%	68%	54%	59%	59%	66%	55%	60%	73%	61%	61%	55%	62%	67%	63%	58%	62%	60%	70%	61%	66%	61%	61%	60%	61%	61%	61%
		B							FG					K													
Download/stream music	158	96	62	91	41	27	60	55	42	42	116	50	57	51	89	69	81	77	3	155	11	147	62	47	49	100	58
	32%	38%	25%	49%	24%	18%	31%	27%	43%	25%	35%	29%	31%	36%	29%	35%	30%	34%	24%	32%	29%	32%	33%	30%	31%	31%	32%
		B		DE					G		I																
Play video games online	122	66	55	56	36	30	55	49	18	36	86	45	52	25	68	54	53	69	2	120	6	116	42	31	48	82	40
	24%	26%	22%	30%	21%	20%	28%	24%	18%	21%	26%	26%	28%	18%	22%	27%	19%	30%	15%	25%	16%	25%	22%	20%	30%	26%	22%
				E									M					P							W		
Download/stream movies	102	67	34	63	26	12	43	31	27	21	81	30	30	41	58	44	46	56	1	101	8	94	37	34	31	70	31
	20%	27%	14%	34%	16%	9%	22%	15%	27%	12%	25%	18%	16%	29%	19%	22%	17%	25%	8%	21%	21%	20%	19%	22%	20%	22%	17%
		B		DE					G		I			KL				P									
Online gaming/playing for money (e.g. poker, bingo)	57	34	23	27	18	12	23	26	9	15	42	26	18	13	31	26	30	27	2	55	5	52	21	17	19	37	20
	11%	13%	9%	14%	11%	8%	12%	12%	9%	9%	13%	15%	10%	9%	10%	13%	11%	12%	15%	11%	13%	11%	11%	11%	12%	12%	11%
Download/stream TV (e.g. iPlayer,4OD, Sky Player)	45	29	15	27	12	5	15	21	9	14	31	6	16	23	28	16	29	16	1	43	6	39	16	18	10	29	15
	9%	12%	6%	15%	7%	3%	8%	10%	9%	8%	9%	4%	8%	16%	9%	8%	10%	7%	9%	9%	15%	8%	8%	12%	7%	9%	9%
		B		DE										KL													

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing