

Interconnected World: Communication & Social Networking

Most Global Internet Users Turn to the Web for Emails (85%) and Social Networking Sites (62%)

New York — A strong majority (85%) of online-connected global citizens in 24 countries use the internet for emails while six in ten (62%) use it for social networking, finds a new poll by global research company Ipsos for Reuters News. One in ten use the internet for connecting with people through voice-over IP (14%).

Email is King...but social media is close behind

Most (85%) global respondents who are connected online report they use the internet for **sending and receiving emails**, including a majority of those in each country surveyed except for Saudi Arabia where only half (46%) say so. Those in Hungary (94%) are most likely to say they use the internet for emailing, followed by nine in ten of those in Sweden (92%), Belgium (91%), Indonesia (91%), Argentina (90%) and Poland (90%).

Social media popularity is high among global citizens using the internet. A majority of them (62%) say they visit social networking sites, forums or blogs including eight in ten of those in Indonesia (83%), Argentina (76%) and Russia (75%) and seven in ten of those in South Africa (73%), Sweden (72%), Spain (71%) and Hungary (70%). Even in countries where social media surfing is less popular, a sizable minority of those connected online still report using the internet in this way: 35% in Japan, 42% in Saudi Arabia and 50% in France.

The future of voice

Voice-over IP (VOIP) – audio conversations conducted via internet connection – is used by 14% of online-connected global citizens. The relatively new technology has taken hold of three in ten net surfers from Russia (36%), Turkey (32%) and a quarter of those in India (25%). Only a handful from Brazil (4%), France (5%), the United States (6%) and Belgium (6%) are using VOIP.

These are some of the findings of an Ipsos Global Advisor poll conducted between on behalf of Reuters News. The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. The countries reporting herein are 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 and the United States of America. An international sample of 19,216 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between February 7-21, 2012. Approximately 1000+ individuals participated on a country by country basis with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of the specifically aged adults in that country been polled.

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For full tabular results, please visit our website at www.ipsosglobal@advisor.com.

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