



Global @dvisor

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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
Visit sites for info on products I am thinking of buying	7289	3697	3592	3023	2526	1740	1927	2852	2454	3420	3689	2382	2604	2302	3982	3307	4998	2291	830	6459	1431	5858
	61%	62%	60%	57%	63%	64%	52%	63%	68%	64%	60%	54%	64%	65%	62%	60%	63%	57%	62%	61%	65%	60%
					C	C		F	FG	J				K	K	O		Q				U
To check bank account and other financial holdings	7056	3615	3442	2794	2477	1786	1831	2687	2478	3373	3536	2120	2601	2335	4067	2990	4989	2067	829	6228	1393	5663
	59%	60%	57%	53%	62%	65%	49%	60%	69%	64%	57%	48%	64%	66%	63%	54%	63%	51%	62%	58%	63%	58%
		B			C	CD		F	FG	J				K	K	O		Q		S		U
To buy products/services online (not groceries)	5803	2958	2844	2464	1963	1375	1453	2320	2002	2745	2952	1767	2069	1967	3183	2619	4035	1768	656	5147	1158	4645
	48%	49%	47%	47%	49%	50%	39%	51%	56%	52%	48%	40%	51%	55%	49%	47%	51%	44%	49%	48%	52%	47%
		B			C	C		F	FG	J				K	KL	O		Q				U
To look for a job/search job (recruitment) sites	4872	2234	2638	2480	1605	787	1809	1705	1291	1921	2809	1812	1695	1365	2403	2469	3081	1791	441	4431	805	4068
	41%	37%	44%	47%	40%	29%	48%	38%	36%	36%	45%	41%	42%	38%	37%	45%	39%	45%	33%	42%	36%	42%
			A	DE	E		GH				I		M	M			N		P		R	

Proportions/Mean: 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						
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							
Visit sites for info on products I am thinking of buying	7289	294	337	277	293	323	286	305	332	353	219	265	346	293	288	224	322	282	179	319	343	302	399	369	340						
	61%	59%	67%	55%	59%	65%	57%	61%	66%	71%	44%	53%	69%	59%	58%	45%	64%	56%	36%	64%	69%	60%	80%	74%	68%						
		JOR	DFGJKMNOQ	JOR	JOR	ACFJKMNOQR	JOR	CJKOR	DFGJKMNOQ	EFHGJKMNOF	R	JOR	DFGJKMNOQ	JKOR	JOR	R	CJKMNOQR	JOR		JKOR	DFGJKMNOQ	JKOR	GHUKLMNOP	FGHJKMNOF	DFGJKMNOQ						
To check bank account and other financial holdings	7056	178	371	365	161	376	305	382	304	354	253	284	223	254	259	114	370	239	147	368	348	303	442	307	350						
	59%	36%	74%	73%	32%	75%	61%	76%	61%	71%	51%	57%	45%	51%	52%	23%	74%	48%	29%	74%	70%	61%	88%	61%	70%						
		O	FHJKLMNOQR	FHJKLMNOQR	O	IJKLMNOQR	ADJLMNOQR	IJKLMNOQR	ADJLMNOQR	FHJKLMNOQR	ADLOR	ADJLMOQR	ADOR	ADLOR	ADLOR	ADFHJKLMNOQR			ADOR	ADFHJKLMNOQR			FHJKLMNOQR	ADJLMNOQR	IJKLMNOPQ	FHJKLMNOQR					
To buy products/services online (not groceries)	5803	186	303	190	229	239	255	273	371	370	128	248	219	220	265	116	264	138	105	241	310	210	339	256	324						
	48%	37%	61%	38%	46%	48%	51%	55%	74%	74%	26%	50%	44%	44%	53%	23%	53%	28%	21%	48%	62%	42%	68%	51%	65%						
		JOQR	FGJKLMNOQP	JOQR	ACJOQR	ACJOQRU	ACJOQRU	CDEJLMOQR	GJKLMNOPQRS	GJKLMNOPQRSTUWX		ACJOQRU	JOQR	ACJOQR	CDEJLMOQRU		ACJLMOQRU			ACJOQR	FGJKLMNOQP	JOQR	FGJKLMNOQP	ACJOQRU	FGJKLMNOQP						
To look for a job/search job (recruitment) sites	4872	255	184	130	266	174	151	124	149	204	291	210	241	178	83	275	306	254	143	286	127	238	226	209	170						
	41%	51%	37%	26%	53%	35%	30%	25%	30%	41%	58%	42%	48%	36%	17%	55%	61%	51%	29%	57%	25%	48%	45%	42%	34%						
		BCEFGHIKMNR	CGHNRT	N	EFHGHIKMNR	T	CGHN	N	N	GN	DEFGHIMNR	T	GHIKLMNQR	T	CEFGHIMNR	T	CGHNRT	BCEFGHIKMNR			T	FGHIKLMNQR	L	N	CEFGHIMNR	T	CEFGHIMNR	T	CFGHNRT	X	CGHN

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

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
			ACDEFG	ADE	AE		ADE	
Visit sites for info on products I am thinking of buying	7289	663	811	2802	2146	2514	1125	867
	61%	66%	54%	62%	61%	63%	56%	58%
		BCDEFG		BFG	BF	BFG		
To check bank account and other financial holdings	7056	726	452	3028	2028	2518	987	823
	59%	73%	30%	67%	58%	63%	49%	55%
		BCDEFG		BDEFG	BF	BDFG	B	BF
To buy products/services online (not groceries)	5803	563	530	2368	1738	2202	870	602
	48%	56%	35%	53%	50%	55%	44%	40%
		BCDFG		BDFG	BFG	BCDFG	B	
To look for a job/search job (recruitment) sites	4872	344	795	1845	1250	1336	881	638
	41%	34%	53%	41%	36%	33%	44%	43%
			ACDEFG	ADE	E		ADE	ADE

Proportions/Mean: 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	
Visit sites for info on products I am thinking of buying	294	152	142	135	97	61	11	118	164	99	194	184	73	37	146	148	207	87	21	273	41	253	
	59%	62%	56%	54%	69%	55%	26%	53%	69%	61%	57%	56%	61%	68%	65%	54%	65%	47%	67%	58%	69%	57%	
					C				G					K	O		Q						
To look for a job/search job (recruitment) sites	255	113	142	121	78	55	22	122	111	76	179	173	55	27	104	151	154	101	7	248	25	230	
	51%	46%	56%	49%	56%	50%	53%	55%	47%	47%	53%	53%	46%	49%	46%	55%	49%	55%	22%	53%	42%	52%	
To buy products/services online (not groceries)	186	108	78	87	48	51	4	70	111	62	124	109	47	30	98	88	140	46	20	166	33	153	
	37%	44%	31%	35%	34%	46%	10%	32%	47%	38%	37%	33%	40%	54%	44%	32%	44%	25%	64%	35%	56%	35%	
		B							G					KL	O		Q					U	
To check bank account and other financial holdings	178	100	78	59	60	58	5	52	121	75	102	96	49	32	101	77	142	35	18	160	26	151	
	36%	41%	31%	24%	43%	53%	11%	24%	51%	47%	30%	29%	41%	59%	45%	28%	45%	19%	58%	34%	44%	34%	
		B				C			G	J				K	KL	O		Q					

Proportions/Mean: 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	
To check bank account and other financial holdings	284	154	130	143	92	49	63	111	110	185	99	0	16	268	191	93	260	24	66	218	190	94	
	57%	60%	54%	52%	56%	81%	47%	55%	67%	62%	49%	-	36%	59%	61%	50%	59%	40%	50%	59%	61%	50%	
									FG	J				L	O		Q				U		
Visit sites for info on products I am thinking of buying	265	138	126	139	88	37	61	110	94	169	95	0	20	245	170	95	238	27	62	203	169	96	
	53%	54%	52%	50%	54%	62%	45%	55%	57%	57%	47%	-	46%	54%	54%	51%	54%	46%	47%	55%	54%	51%	
										J													
To buy products/services online (not groceries)	248	135	113	135	79	35	53	106	88	157	91	0	14	233	162	86	226	22	56	192	161	87	
	50%	52%	47%	49%	48%	58%	40%	53%	54%	53%	45%	8%	33%	52%	52%	46%	51%	38%	43%	52%	52%	46%	
								F	F					L									
To look for a job/search job (recruitment) sites	210	105	105	133	54	23	56	78	76	109	101	0	19	191	122	88	188	22	40	170	125	85	
	42%	41%	43%	48%	33%	38%	42%	39%	46%	37%	50%	8%	43%	42%	39%	47%	43%	38%	31%	46%	40%	45%	
				D							I								R				

Proportions/Mean: 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	
To look for a job/search job (recruitment) sites	275	120	155	154	86	34	225	46	3	114	161	176	58	40	135	140	188	87	17	258	50	225	
	55%	50%	59%	57%	58%	43%	57%	46%	58%	54%	56%	55%	56%	53%	54%	56%	55%	54%	39%	56%	58%	54%	
																				R			
Visit sites for info on products I am thinking of buying	224	110	114	130	59	36	163	58	3	97	128	139	46	40	113	111	163	61	24	201	51	173	
	45%	46%	44%	48%	40%	44%	42%	57%	57%	46%	44%	43%	44%	53%	45%	45%	48%	38%	54%	44%	60%	42%	
								F													U		
To buy products/services online (not groceries)	116	68	48	71	25	19	75	38	3	39	76	67	24	24	56	60	77	38	18	98	36	80	
	23%	28%	18%	26%	17%	24%	19%	37%	47%	19%	27%	21%	23%	32%	22%	24%	23%	24%	41%	21%	42%	19%	
								F						K						S		U	
To check bank account and other financial holdings	114	68	45	62	34	18	78	32	4	66	47	56	24	34	75	38	95	19	21	93	37	76	
	23%	29%	17%	23%	22%	23%	20%	31%	65%	31%	16%	17%	23%	45%	30%	16%	28%	12%	47%	20%	43%	18%	
		B								J				KL	O		Q		S		U		

Proportions/Mean: 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	
Base: All Respondents (unwtd)	1043	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
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	
To check bank account and other financial holdings				DE	E		H			I						N							
	303	157	146	115	114	74	173	114	15	128	175	138	70	96	167	136	171	132	26	277	32	271	
	61%	62%	59%	56%	63%	66% C	54%	72%	71% F	63%	59%	55%	61%	70% K	66% O	55%	66% Q	55%	67%	60%	65%	60%	
Visit sites for info on products I am thinking of buying																							
	302	153	150	121	110	71	182	104	16	125	177	150	61	91	153	149	167	136	27	275	35	268	
	60%	61%	60%	59%	60%	63%	57%	66% F	75% F	61%	60%	60%	53%	67% KL	60%	61%	64% Q	56%	69%	60%	71% U	59%	
To look for a job/search job (recruitment) sites																							
	238	109	129	102	90	46	189	43	7	92	146	126	54	58	107	131	92	146	15	223	17	221	
	48%	43%	52%	50%	50%	40%	59%	27%	30%	45%	49%	50%	47%	42%	42%	53%	36%	60%	38%	48%	35%	49%	
To buy products/services online (not groceries)																							
		A	E	E			GH					M				N		P				T	
	210	108	102	94	69	47	119	79	13	80	130	93	46	72	115	95	127	83	21	190	27	184	
	42%	43%	41%	46%	38%	42%	37%	50% F	58% F	39%	44%	37%	40%	52% K	45%	39%	49% Q	35%	53%	41%	55% U	41%	

Proportions/Mean: 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*	
To check bank account and other financial holdings	368	185	184	195	111	62	15	65	288	183	185	146	97	125	204	164	337	32	99	269	151	218	
	74%	77%	71%	68%	83%	78%	33%	61%	83%	80%	69%	67%	78%	79%	79%	68%	79%	44%	82%	71%	85%	67%	
Visit sites for info on products I am thinking of buying	319	165	154	173	92	54	15	56	249	153	166	131	83	105	177	142	290	29	96	223	143	176	
	64%	69%	59%	60%	69%	68%	31%	52%	72%	67%	61%	60%	67%	66%	69%	58%	68%	40%	79%	59%	81%	55%	
To look for a job/search job (recruitment) sites	286	117	170	189	67	31	20	76	190	127	159	141	65	80	136	150	254	32	53	233	91	195	
	57%	49%	65%	66%	50%	39%	43%	71%	55%	55%	59%	65%	53%	50%	53%	62%	60%	44%	44%	61%	51%	61%	
To buy products/services online (not groceries)			A	DE	E															R			
	241	119	122	133	67	40	12	46	183	120	121	85	59	96	141	100	215	26	60	181	91	150	
	48%	50%	47%	47%	50%	51%	26%	43%	53%	52%	45%	39%	48%	61%	55%	41%	50%	36%	50%	48%	51%	47%	
														K									

Proportions/Mean: 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
To buy products/services online (not groceries)	370	172	198	128	124	118	74	217	80	165	205	106	118	146	203	167	233	138	36	335	50	320
	74%	70%	78%	69%	75%	79%	67%	76%	77%	77%	72%	66%	74%	81%	74%	74%	75%	73%	74%	74%	78%	74%
			A				C		F	F	J			K	KL							
To check bank account and other financial holdings	354	169	185	118	123	114	67	205	82	164	190	97	119	138	203	151	231	123	37	318	50	304
	71%	69%	73%	64%	74%	76%	62%	71%	79%	77%	66%	61%	74%	77%	74%	67%	75%	65%	76%	70%	79%	70%
					C	C		F	FG	J			K	K	O		Q					U
Visit sites for info on products I am thinking of buying	353	174	179	114	123	115	65	208	80	167	186	100	115	138	197	156	224	128	39	313	53	299
	71%	71%	70%	62%	75%	77%	59%	72%	77%	78%	65%	62%	72%	77%	72%	69%	72%	68%	81%	69%	83%	69%
					C	C		F	F	J			K	K					S			U
To look for a job/search job (recruitment) sites	204	93	111	77	76	50	48	121	36	84	120	58	71	75	109	96	131	73	21	183	28	176
	41%	38%	44%	42%	46%	34%	44%	42%	35%	39%	42%	36%	44%	42%	40%	42%	42%	38%	43%	41%	44%	40%
				E	E																	

Proportions/Mean: 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	
To check bank account and other financial holdings	350	168	182	121	117	112	50	69	232	210	140	150	94	107	166	185	198	152	41	310	44	307	
	70%	68%	72%	66%	74%	71%	65%	63%	74%	74%	65%	64%	74%	76%	71%	69%	72%	68%	69%	70%	68%	70%	
									FG	J			K	K									
Visit sites for info on products I am thinking of buying	340	164	176	120	114	106	41	70	229	203	137	138	93	108	158	181	191	148	41	299	45	295	
	68%	66%	70%	66%	72%	67%	54%	64%	73%	71%	63%	59%	74%	77%	68%	68%	69%	67%	68%	68%	69%	68%	
									FG	J			K	K									
To buy products/services online (not groceries)	324	148	177	116	108	100	37	66	221	198	126	131	84	110	152	172	186	138	36	289	40	284	
	65%	60%	70%	64%	68%	63%	49%	60%	70%	70%	59%	56%	66%	78%	65%	64%	67%	62%	60%	66%	62%	65%	
			A					F	FG	J			K	KL									
To look for a job/search job (recruitment) sites	170	83	87	69	64	37	40	44	86	83	87	70	50	50	82	88	94	76	22	148	23	147	
	34%	34%	34%	38%	40%	24%	52%	40%	27%	29%	40%	30%	39%	36%	35%	33%	34%	34%	37%	34%	35%	34%	
				E	E		GH	H			I		K										

Proportions/Mean: 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	
Visit sites for info on products I am thinking of buying	179	98	81	83	85	11	51	44	58	0	0	40	48	92	99	80	121	58	53	126	62	116	
	36%	35%	37%	28%	49%	33%	35%	33%	43%	-	-	25%	47%	38%	35%	37%	36%	35%	33%	37%	32%	38%	
To check bank account and other financial holdings	147	100	47	79	57	11	20	39	63	0	0	34	27	85	96	50	122	25	39	107	56	91	
	29%	35%	22%	27%	33%	33%	14%	29%	47%	-	-	22%	27%	36%	34%	23%	36%	15%	24%	32%	29%	30%	
To look for a job/search job (recruitment) sites	143	71	72	79	59	5	47	22	51	0	0	29	31	84	72	71	88	55	35	108	43	100	
	29%	25%	33%	27%	34%	17%	33%	17%	38%	-	-	18%	30%	35%	25%	33%	26%	33%	22%	32%	23%	32%	
									G					K									
To buy products/services online (not groceries)	105	50	55	67	39	0	33	23	40	0	0	18	36	51	58	47	71	34	36	70	41	64	
	21%	18%	26%	23%	23%	-	23%	17%	30%	-	-	11%	36%	21%	21%	22%	21%	21%	22%	21%	21%	21%	

Proportions/Mean: 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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	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)	900	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		
To check bank account and other financial holdings	376	184	192	135	133	108	71	155	149	161	215	128	175	73	199	177	261	115	41	335	57	319	24	28	40	52	0	125	106		
	75%	74%	76%	76%	75%	74%	65%	74%	83%	77%	74%	69%	78%	81%	75%	76%	76%	74%	70%	76%	78%	75%	80%	81%	79%	78%	-	72%	75%		
Visit sites for info on products I am thinking of buying	323	160	163	111	114	97	55	138	130	142	181	109	149	65	167	155	225	98	36	287	50	273	20	25	35	48	0	114	80		
	65%	65%	64%	63%	65%	67%	50%	66%	72%	68%	62%	59%	67%	71%	63%	66%	65%	63%	62%	65%	68%	64%	68%	70%	70%	71%	-	65%	56%		
To buy products/services online (not groceries)	239	120	119	88	86	65	38	99	102	107	132	73	114	53	124	115	175	64	30	209	40	199	15	16	29	37	0	82	60		
	48%	49%	47%	50%	49%	45%	35%	48%	56%	51%	45%	39%	51%	58%	47%	49%	51%	41%	53%	47%	54%	47%	51%	46%	58%	55%	-	47%	42%		
To look for a job/search job (recruitment) sites	174	87	87	73	66	35	52	69	52	57	117	60	77	38	92	82	108	66	17	157	24	150	8	13	21	28	0	63	39		
	35%	35%	34%	41%	37%	24%	47%	33%	29%	27%	40%	32%	34%	42%	35%	35%	31%	42%	29%	36%	33%	35%	27%	38%	42%	42%	-	36%	28%		
				E	E		GH			I				K				P							Vb	Vb		b			

Proportions/Mean: 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	
To check bank account and other financial holdings	382	188	193	137	123	121	83	205	94	142	240	122	161	98	238	144	246	136	9	372	20	362	
	76%	76%	76%	72%	76%	82%	67%	80%	79%	80%	75%	73%	77%	79%	80%	70%	78%	74%	72%	76%	80%	76%	
						C		F	F						O								
Visit sites for info on products I am thinking of buying	305	153	152	109	100	96	55	166	84	118	187	90	127	87	182	123	201	104	6	299	18	287	
	61%	62%	60%	57%	62%	65%	44%	64%	70%	66%	58%	54%	61%	70%	62%	60%	64%	56%	48%	61%	71%	60%	
						C		F	F	J				KL			Q						
To buy products/services online (not groceries)	273	133	141	102	88	83	56	141	76	100	174	79	116	78	169	104	183	91	6	267	16	257	
	55%	54%	56%	54%	54%	56%	46%	55%	64%	56%	54%	47%	56%	63%	57%	51%	58%	49%	49%	55%	65%	54%	
								F	FG				K	K			Q						
To look for a job/search job (recruitment) sites	124	59	66	63	40	21	41	64	20	32	92	30	60	34	73	52	80	45	2	122	6	118	
	25%	24%	26%	33%	25%	14%	33%	25%	16%	18%	29%	18%	29%	28%	25%	25%	25%	24%	18%	25%	24%	25%	
				DE	E		GH	H		I			K	K									

Proportions/Mean: 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	
To buy products/services online (not groceries)	371	187	184	118	139	114	90	124	157	186	185	81	210	80	237	134	267	104	30	341	62	309	
	74%	74%	74%	68%	77%	78%	65%	75%	80%	79%	70%	72%	73%	79%	75%	74%	75%	73%	73%	74%	74%	74%	
					C	C		F	F	J													
Visit sites for info on products I am thinking of buying	332	169	163	104	121	106	83	116	133	167	165	67	192	72	215	117	242	90	27	305	57	275	
	66%	67%	66%	61%	67%	73%	59%	70%	68%	71%	62%	59%	67%	71%	67%	64%	68%	63%	65%	66%	68%	66%	
						C		F	F	J			K	K									
To check bank account and other financial holdings	304	153	151	91	118	94	71	100	133	157	148	63	170	71	201	103	231	73	26	278	55	249	
	61%	61%	61%	53%	65%	65%	51%	60%	68%	66%	56%	56%	59%	70%	63%	57%	65%	51%	63%	61%	66%	60%	
					C	C		F	FG	J				KL			Q						
To look for a job/search job (recruitment) sites	149	58	91	72	52	25	61	49	39	53	95	34	87	27	84	65	90	58	13	135	20	129	
	30%	23%	37%	42%	29%	17%	44%	29%	20%	23%	36%	30%	31%	27%	26%	36%	25%	41%	32%	29%	24%	31%	
			A	DE	E		GH	H			I					N		P					

Proportions/Mean: 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	
To check bank account and other financial holdings	371	179	193	140	124	108	70	202	99	175	196	89	223	59	204	168	262	110	45	327	55	317	226	144	101	129	79	31	31	
	74%	72%	76%	71%	76%	76%	63%	75%	83%	76%	73%	68%	76%	80%	75%	73%	78%	68%	85%	73%	79%	73%	71%	80%	71%	76%	75%	70%	76%	
Visit sites for info on products I am thinking of buying	337	166	171	128	112	97	61	188	88	157	180	77	212	48	178	159	235	102	38	299	48	289	214	123	87	120	71	29	30	
	67%	67%	68%	65%	69%	69%	54%	70%	75%	68%	67%	59%	72%	65%	66%	70%	70%	63%	72%	67%	70%	67%	67%	68%	62%	71%	68%	65%	75%	
To buy products/services online (not groceries)	303	147	156	111	107	85	54	165	84	148	155	72	182	49	163	140	219	84	36	267	47	256	186	117	84	101	64	25	29	
	61%	59%	62%	57%	66%	61%	49%	61%	70%	64%	58%	55%	62%	67%	60%	61%	65%	52%	69%	60%	69%	59%	58%	65%	59%	60%	61%	56%	72%	
To look for a job/search job (recruitment) sites	184	77	107	94	52	38	40	102	41	75	109	42	112	30	89	95	127	57	17	167	23	160	114	70	55	53	43	14	18	
	37%	31%	42%	48%	32%	27%	36%	38%	35%	32%	40%	32%	38%	40%	33%	41%	38%	35%	32%	37%	34%	37%	36%	39%	39%	31%	42%	31%	45%	
	A			DE						I				K		N										Y				

Proportions/Mean: 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 products I am thinking of buying	288	143	145	98	89	101	166	106	16	153	135	94	59	135	138	150	182	106	29	259	40	248
	58%	57%	58%	53%	59%	62%	56%	61%	53%	57%	59%	60%	56%	57%	59%	56%	58%	58%	59%	57%	59%	57%
						C																
To buy products/services online (not groceries)	265	130	135	89	82	93	155	93	16	138	127	81	57	127	125	140	167	98	25	240	37	228
	53%	52%	54%	48%	54%	57%	52%	54%	53%	51%	55%	52%	54%	53%	54%	52%	53%	53%	51%	53%	54%	53%
						C																
To check bank account and other financial holdings	259	137	122	78	89	92	144	95	20	140	119	77	54	128	130	129	175	84	29	230	40	219
	52%	55%	49%	42%	59%	56%	49%	55%	65%	52%	52%	49%	51%	54%	56%	48%	56%	45%	59%	51%	59%	51%
					C	C			F						O		Q					
To look for a job/search job (recruitment) sites	83	37	46	42	26	15	54	26	3	32	51	27	17	39	31	52	48	35	7	76	7	76
	17%	15%	19%	23%	17%	9%	18%	15%	9%	12%	22%	17%	16%	16%	13%	20%	15%	19%	14%	17%	10%	18%
				E	E					I						N						T

Proportions/Mean: 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
To check bank account and other financial holdings	348	174	174	133	142	73	47	162	140	204	145	6	94	249	188	160	250	98	48	301	75	273
	70%	69%	70%	63%	77%	70%	51%	73%	75%	75%	64%	20%	59%	79%	75%	64%	77%	56%	69%	70%	73%	69%
					C			F	F	J				L	O		Q					
Visit sites for info on products I am thinking of buying	343	166	176	139	129	75	54	154	134	201	142	15	109	218	170	173	223	120	43	300	69	274
	69%	66%	71%	66%	69%	72%	59%	69%	72%	74%	62%	55%	69%	69%	68%	69%	69%	68%	62%	70%	67%	69%
									F	J												
To buy products/services online (not groceries)	310	154	156	127	117	66	44	142	124	176	133	15	91	204	160	150	205	105	44	265	65	245
	62%	61%	63%	60%	63%	63%	49%	63%	67%	65%	59%	52%	57%	65%	63%	60%	63%	60%	64%	62%	63%	62%
								F	F													
To look for a job/search job (recruitment) sites	127	61	66	59	43	24	20	64	43	63	64	1	40	86	68	60	89	38	16	111	24	103
	25%	24%	27%	28%	23%	23%	22%	29%	23%	23%	28%	4%	25%	27%	27%	24%	28%	22%	24%	26%	23%	26%

Proportions/Mean: 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
	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 (unwtd)	500	240	260	211	180	109	28**	43*	429	231	269	146*	266	88	314	186	437	63*	28**	472	64*	436
Visit sites for info on products I am thinking of buying	282	134	148	120	101	61	15	21	245	133	149	66	155	60	176	105	260	21	16	266	39	243
	56%	56%	57%	57%	56%	56%	54%	49%	57%	57%	55%	46%	58%	68%	56%	57%	60%	34%	56%	56%	60%	56%
													K	K			Q					
To look for a job/search job (recruitment) sites	254	117	137	123	89	42	15	24	215	113	141	77	134	43	154	100	219	35	11	244	24	230
	51%	49%	53%	58%	50%	39%	54%	57%	50%	49%	52%	53%	51%	49%	49%	54%	50%	56%	39%	52%	37%	53%
				E																		T
To check bank account and other financial holdings	239	120	118	95	90	53	11	12	216	116	123	67	127	45	149	90	216	23	21	217	36	203
	48%	50%	45%	45%	50%	49%	40%	28%	50%	50%	46%	46%	48%	51%	47%	48%	49%	36%	76%	46%	56%	47%
									G													
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%

Proportions/Mean: 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	
To check bank account and other financial holdings	442	219	224	160	139	144	160	222	60	139	303	93	231	119	294	148	298	144	60	382	72	371	
	88%	86%	91%	86%	89%	91%	87%	90%	88%	90%	88%	88%	88%	90%	86%	93%	88%	89%	88%	89%	82%	90%	
Visit sites for info on products I am thinking of buying	399	208	191	142	127	130	144	200	55	124	275	72	216	111	270	129	268	131	58	341	71	328	
	80%	82%	78%	77%	81%	82%	78%	81%	81%	80%	80%	69%	82%	83%	79%	81%	79%	81%	84%	79%	82%	79%	
To buy products/services online (not groceries)													K	K									
	339	186	154	126	109	105	119	175	46	108	232	59	179	102	226	114	231	109	37	302	56	283	
	68%	73%	62%	68%	70%	66%	65%	71%	67%	69%	67%	56%	68%	77%	66%	71%	68%	67%	54%	70%	64%	69%	
													K										
To look for a job/search job (recruitment) sites	226	97	129	125	63	38	121	84	21	49	177	43	128	54	137	89	130	96	30	196	40	186	
	45%	38%	52%	67%	41%	24%	65%	34%	30%	31%	51%	41%	49%	41%	40%	56%	38%	59%	43%	45%	45%	45%	
				DE	E		GH				I							P					

Proportions/Mean: 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	
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 products I am thinking of buying	346	178	168	187	113	46	47	180	119	196	150	132	24	190	162	184	298	48	35	311	87	259	
	69%	71%	67%	66%	70%	81%	62%	68%	75%	72%	65%	68%	75%	70%	70%	69%	70%	63%	75%	69%	76%	67%	
To look for a job/search job (recruitment) sites	241	120	121	144	70	27	42	131	69	124	117	97	16	128	110	131	196	45	15	226	42	199	
	48%	48%	48%	51%	43%	48%	55%	49%	44%	46%	51%	50%	50%	47%	47%	49%	46%	58%	32%	50%	37%	52%	
To check bank account and other financial holdings	223	118	104	121	78	24	21	101	100	131	91	67	18	137	109	114	205	17	31	191	69	154	
	45%	47%	42%	43%	48%	42%	29%	38%	63%	48%	40%	35%	57%	50%	47%	43%	49%	22%	67%	42%	60%	40%	
To buy products/services online (not groceries)	219	106	113	124	74	20	29	111	80	119	100	87	8	124	98	121	196	23	22	197	57	162	
	44%	42%	45%	44%	46%	36%	38%	42%	50%	44%	44%	45%	25%	45%	42%	45%	46%	30%	47%	43%	50%	42%	
																	Q						

Proportions/Mean: 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 products I am thinking of buying	369	181	188	182	168	19	29	132	209	191	179	132	48	189	207	162	217	153	41	328	103	266
	74%	72%	76%	69%	78%	87%	71%	66%	80%	75%	73%	73%	69%	76%	78%	69%	72%	77%	85%	73%	74%	74%
									G													
To check bank account and other financial holdings	307	175	132	152	133	22	24	105	179	167	141	104	45	159	182	125	200	108	33	274	93	214
	61%	69%	53%	58%	62%	100%	58%	53%	69%	65%	57%	58%	64%	63%	69%	53%	66%	54%	68%	61%	67%	59%
		B							G						O							
To buy products/services online (not groceries)	256	138	118	148	99	9	13	90	152	149	107	75	44	138	131	125	175	81	37	219	79	176
	51%	55%	48%	56%	46%	40%	32%	45%	58%	58%	44%	42%	62%	55%	50%	53%	58%	41%	77%	48%	57%	49%
										J			K				Q		S			
To look for a job/search job (recruitment) sites	209	93	116	105	98	6	27	85	97	111	98	69	27	113	97	112	102	106	20	189	47	162
	42%	37%	47%	40%	46%	27%	65%	43%	37%	43%	40%	38%	38%	45%	36%	48%	34%	54%	41%	42%	34%	45%
																	P					

Proportions/Mean: 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	
To look for a job/search job (recruitment) sites	291	129	161	125	92	73	191	55	1	100	191	84	171	36	116	175	125	165	13	277	12	279	
	58%	53%	63%	62%	63%	48%	65%	42%	39%	52%	62%	65%	58%	47%	50%	65%	52%	63%	43%	59%	41%	59%	
			A	E	E		G				I	M	M			N		P		R		T	
To check bank account and other financial holdings	253	131	122	102	80	70	138	78	1	101	152	48	151	54	117	136	133	120	20	232	19	233	
	51%	54%	48%	51%	55%	46%	47%	60%	100%	53%	49%	37%	51%	71%	50%	51%	55%	46%	66%	50%	67%	50%	
				E				F					K	KL			Q		S		U		
Visit sites for info on products I am thinking of buying	219	124	95	89	66	64	116	73	1	87	132	37	138	44	104	115	117	102	17	202	17	202	
	44%	51%	37%	44%	45%	42%	39%	56%	68%	45%	43%	29%	47%	58%	45%	43%	49%	39%	56%	43%	60%	43%	
		B						F					K	KL			Q		S		U		
To buy products/services online (not groceries)	128	69	59	54	41	33	66	45	1	49	79	22	80	26	57	71	69	59	9	120	9	119	
	26%	28%	23%	27%	29%	21%	22%	34%	39%	25%	26%	17%	27%	34%	24%	27%	29%	23%	29%	25%	32%	25%	
					E			F					K	K			Q						

Proportions/Mean: 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
To check bank account and other financial holdings	370	181	189	147	126	98	289	70	12	190	180	54	262	54	216	154	209	162	34	336	48	322
	74%	73%	75%	68%	78%	79%	72%	84%	75%	77%	71%	52%	80%	78%	76%	72%	80%	68%	80%	74%	73%	74%
					C	C		F					K	K			Q					
Visit sites for info on products I am thinking of buying	322	158	165	131	109	82	251	61	11	167	155	55	218	49	187	135	179	144	30	292	45	277
	64%	64%	65%	61%	68%	66%	63%	74%	66%	67%	62%	53%	67%	71%	66%	63%	68%	60%	71%	64%	68%	64%
													K	K								
To look for a job/search job (recruitment) sites	306	155	151	141	101	63	257	41	8	141	165	73	196	37	158	148	145	161	22	284	36	270
	61%	63%	60%	66%	63%	51%	64%	49%	48%	57%	65%	71%	60%	53%	56%	68%	55%	67%	51%	62%	54%	62%
				E			G					M				N		P				
To buy products/services online (not groceries)	264	140	125	113	97	55	200	56	9	139	126	50	170	44	147	117	155	109	20	244	36	229
	53%	56%	50%	53%	60%	44%	50%	67%	55%	56%	50%	49%	52%	63%	52%	54%	59%	46%	47%	53%	54%	53%
					E			F									Q					

Proportions/Mean: 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
To check bank account and other financial holdings	305	147	158	122	123	59	33	117	154	210	95	167	101	37	192	113	258	47	25	279	71	234
	61%	59%	63%	61%	64%	56%	36%	63%	69%	64%	54%	57%	65%	74%	62%	59%	65%	45%	56%	61%	67%	59%
Visit sites for info on products I am thinking of buying	286	154	132	109	122	56	38	105	144	194	92	146	105	36	195	92	235	52	23	263	65	221
	57%	62%	53%	54%	63%	53%	41%	56%	65%	60%	53%	50%	67%	71%	63%	48%	59%	50%	51%	58%	62%	56%
To buy products/services online (not groceries)	255	124	131	98	109	48	31	84	140	166	89	127	95	33	160	95	204	51	17	238	60	195
	51%	50%	52%	49%	56%	45%	34%	45%	63%	51%	51%	43%	61%	66%	52%	50%	52%	49%	37%	52%	56%	50%
To look for a job/search job (recruitment) sites	151	69	82	91	44	15	23	66	62	75	75	88	47	16	85	66	120	31	8	143	33	117
	30%	28%	33%	46%	23%	15%	25%	35%	28%	23%	43%	30%	30%	33%	28%	34%	30%	30%	17%	32%	32%	30%
				DE							I											

Proportions/Mean: 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	
Visit sites for info on products I am thinking of buying	293	149	143	150	83	60	85	201	7	111	181	202	70	20	102	191	170	122	22	270	41	251	
	59%	61%	56%	55%	57%	70%	48%	63%	89%	59%	58%	56%	65%	68%	52%	63%	55%	64%	62%	58%	64%	58%	
						C		F						K	K								
To look for a job/search job (recruitment) sites	266	117	149	156	75	34	100	163	3	90	176	198	53	14	85	180	151	115	20	246	31	235	
	53%	48%	58%	58%	52%	40%	57%	51%	41%	48%	56%	55%	50%	48%	44%	59%	49%	60%	55%	53%	48%	54%	
				E												N							
To buy products/services online (not groceries)	229	130	99	120	58	50	53	168	7	96	133	156	53	19	88	141	132	97	20	208	39	189	
	46%	53%	39%	44%	40%	59%	30%	53%	90%	51%	43%	43%	50%	64%	45%	46%	43%	51%	56%	45%	61%	43%	
		B					CD		F						KL							U	
To check bank account and other financial holdings	161	79	82	87	46	28	36	119	5	56	104	101	43	16	61	100	99	61	14	146	20	141	
	32%	32%	32%	32%	32%	32%	21%	38%	64%	30%	33%	28%	40%	54%	31%	33%	32%	32%	39%	32%	31%	32%	
								F						K	KL								

Proportions/Mean: 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 products I am thinking of buying	293	149	144	107	112	74	53	125	115	161	132	124	129	40	146	147	186	107	37	256	55	238	
	59%	60%	58%	59%	61%	55%	46%	58%	67%	59%	58%	51%	65%	68%	59%	59%	62%	53%	67%	58%	70%	57%	
								F	FG				K	K			Q					U	
To check bank account and other financial holdings	254	135	119	76	97	81	31	108	116	150	105	107	111	37	145	109	175	79	34	221	48	207	
	51%	54%	48%	42%	53%	60%	27%	50%	68%	55%	46%	44%	56%	63%	58%	43%	59%	39%	61%	50%	60%	49%	
					C	C		F	FG	J			K	K	O		Q		S			U	
To buy products/services online (not groceries)	220	117	103	83	81	56	36	86	98	117	103	93	94	33	109	111	142	78	27	193	40	181	
	44%	47%	41%	46%	44%	41%	31%	40%	58%	43%	45%	38%	47%	56%	44%	44%	48%	39%	49%	43%	50%	43%	
								F	FG				K	K			Q						
To look for a job/search job (recruitment) sites	178	80	98	78	72	28	57	84	37	89	89	84	73	21	81	97	95	83	14	164	20	158	
	36%	32%	39%	43%	39%	21%	50%	39%	21%	33%	39%	34%	37%	37%	32%	39%	32%	41%	25%	37%	25%	38%	
			A	E	E		GH	H								N		P		R		T	

Proportions/Mean: 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	
	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 (unwid)	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	
To check bank account and other financial holdings	365	193	172	126	127	112	129	150	86	123	242	111	140	113	238	127	216	149	12	353	29	335	145	115	106	226	139	
	73%	77%	69%	68%	75%	76%	67%	72%	87%	72%	73%	65%	76%	80%	78%	64%	79%	66%	91%	72%	81%	72%	77%	75%	67%	71%	77%	
Visit sites for info on products I am thinking of buying	277	152	125	102	92	83	89	119	68	105	172	80	114	83	170	107	161	115	9	268	25	252	115	76	86	167	110	
	55%	60%	50%	55%	55%	56%	46%	58%	69%	62%	52%	46%	61%	59%	56%	54%	59%	51%	70%	55%	69%	54%	61%	50%	55%	52%	62%	
To buy products/services online (not groceries)		B						F	F	J			K	K									W				Y	
	190	104	87	74	71	45	56	84	50	65	125	48	75	67	119	71	115	75	6	185	16	175	72	70	49	119	71	
	38%	41%	35%	40%	42%	31%	29%	41%	51%	38%	38%	28%	40%	47%	39%	36%	42%	33%	46%	38%	43%	38%	38%	45%	31%	37%	40%	
					E			F	F				K	K			Q						X					
To look for a job/search job (recruitment) sites	130	69	61	67	44	19	60	48	22	30	100	31	55	44	78	52	65	65	6	124	13	117	49	45	37	85	45	
	26%	27%	25%	36%	26%	13%	31%	23%	23%	18%	30%	18%	30%	31%	26%	26%	24%	29%	47%	25%	36%	25%	26%	29%	23%	27%	25%	
				DE	E					I			K	K														

Proportions/Mean: 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