

Global Respondents Visit Three Types of Websites Most Frequently: Search Engines (74%), Social Networking (64%) and Email Portals (55%)

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Global Respondents Visit Three Types of Websites Most Frequently: Search Engines (74%), Social Networking (64%) and Email Portals (55%)

Global – Majorities of global citizens visit three types of websites regularly (once a week or more often): a search engine (such as Google) (74%), a social networking site (such as Facebook) (64%) and a portal site (for checking emails such as Gmail) (55%). The findings reflect a new poll of 18,503 online respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

Three other types of sites are visited regularly by four in ten of global respondents: a user generated or upload site (such as YouTube) (44%), a news and information site (such as CNN.com) (42%), a weather site (such as weather.com) (39%) and a shopping site (such as Amazon.com) (35%). Approximately two in ten respondents say they regularly visit the following: an auction site (such as eBay) (26%), a classifieds site (such as Craigslist) (21%), an online music site (such as iTunes) (19%), blogs in general (19%), brand retail site (18%), a TV or video site (such as Hulu) (18%) and a sports site (such as ESPN.com) (17%).

Those most likely to say they regularly visit search engines are from: Belgium (85%), Norway (85%), South Africa (85%), Turkey (83%), Australia (82%), Germany (82%), Great Britain (82%) and Poland (80%). Those in the middle of the pack are from: Sweden (79%), Argentina (78%), Canada (78%), France (78%),



Italy (76%), Spain (74%), Brazil (73%) and South Korea (71%). Those least likely to regularly visit search engines on a weekly basis are from: India (70%), China (69%), Mexico (69%), Saudi Arabia (69%), United States (68%), Hungary (67%), Russia (57%), Japan (56%) and Indonesia (40%).

Search engines are the most popular sites visited by respondents in most countries surveyed. Five countries, however, have more respondents who say they regularly visit social networking sites more often than they use search engines: Hungary (78%), Indonesia (78%), Mexico (77%), Russia (71%) and Saudi Arabia (70%).

| | A search engine (such as Google) | A social networking site (such as Facebook) | A portal site (for checking emails such as Gmail) |
|----------------------|-------------------------------------|--|--|
| Total | 74% | 64% | 55% |
| Argentina | 78% | 78% | 54% |
| Australia | 82% | 66% | 51% |
| Belgium | 85% | 62% | 56% |
| Brazil | 73% | 73% | 52% |
| Canada | 78% | 65% | 55% |
| China | 69% | 37% | 51% |
| France | 78% | 54% | 57% |
| Germany | 82% | 51% | 37% |
| Great Britain | 82% | 61% | 54% |
| Hungary | 67% | 78% | 68% |
| India | 70% | 70% | 52% |
| Indonesia | 40% | 78% | 59% |
| Italy | 76% | 66% | 57% |
| Japan | 56% | 26% | 27% |
| Mexico | 69% | 77% | 48% |
| Norway | 85% | 73% | 73% |
| Poland | 80% | 62% | 70% |



| | | | |
|----------------------|-----|-----|-----|
| Russia | 57% | 71% | 62% |
| Saudi Arabia | 69% | 70% | 44% |
| South Africa | 85% | 77% | 61% |
| South Korea | 71% | 28% | 66% |
| Spain | 74% | 65% | 68% |
| Sweden | 79% | 62% | 57% |
| Turkey | 83% | 82% | 44% |
| United States | 68% | 59% | 50% |

These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@48” wave between August 6-20th, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 25 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,503 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey



(45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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