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Smartphone Ownership Is Growing Rapidly Around the World, but Not Always Equally

In emerging economies, technology use still much more common among young people and the well-educated

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Smartphone Ownership Is Growing Rapidly Around the World, but Not Always Equally

In emerging economies, technology use still much more common among young people and the well-educated

Mobile technology has spread rapidly around the globe. Today, it is [estimated](#) that more than 5 billion people have mobile devices, and over half of these connections are smartphones. But the growth in mobile technology to date has not been equal, either across nations or within them. People in advanced economies are more likely to have mobile phones – smartphones in particular – and are more likely to use the internet and social media than people in emerging economies. For example, a median of 76% across 18 advanced economies surveyed have smartphones, compared with a median of only 45% in emerging economies.

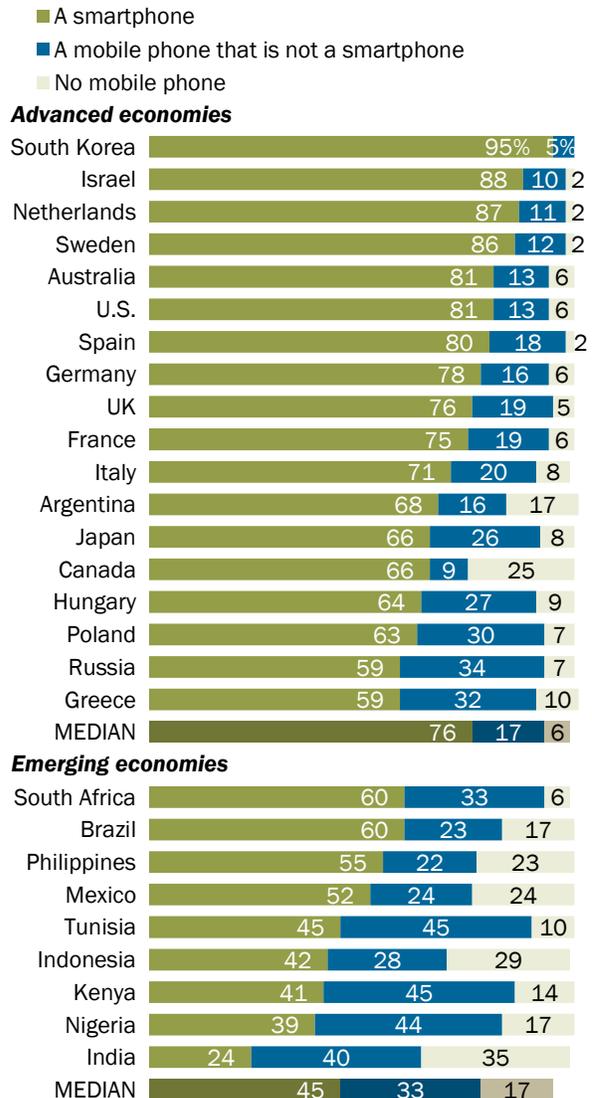
Economic categorization

Countries are grouped into two economic categories, “advanced” and “emerging,” based on multiple sources and criteria, including: World Bank income classifications; per capita gross domestic product (PPP); total size of the country’s economy, as measured by GDP; and average GDP growth rate between 2013 and 2017. For more information, see [Appendix A](#).

Smartphone ownership can vary widely by country, even across advanced economies. While around nine-in-ten or more South Koreans, Israelis and Dutch people own smartphones, ownership rates are closer to six-in-ten in other developed nations like Poland, Russia and Greece. In emerging economies, too, smartphone ownership rates vary substantially, from highs of 60% in South Africa and Brazil to

Smartphone ownership in advanced economies higher than in emerging

% of adults who report owning ...



Source: Spring 2018 Global Attitudes Survey, Q45 & Q46.

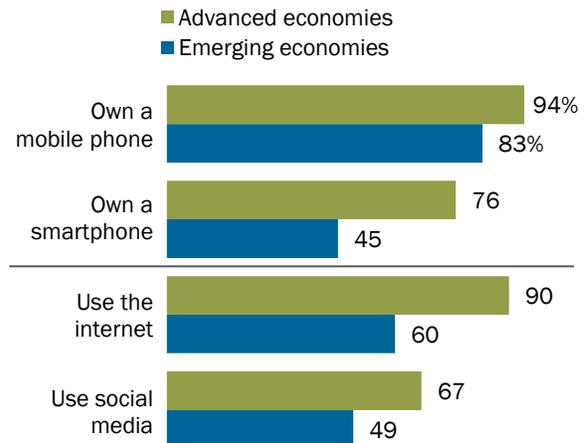
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just around four-in-ten in Indonesia, Kenya and Nigeria. Among the surveyed countries, ownership is lowest in India, where only 24% report having a smartphone.

Whether in advanced or emerging economies, younger people, those with higher levels of education and those with higher incomes are more likely to be digitally connected.^{1,2} Younger people in every country surveyed are much more likely to have smartphones, access the internet and use social media. In all of the advanced economies surveyed, large majorities under the age of 35 own a smartphone. In contrast, smartphone ownership among advanced economies' older populations varies widely, ranging from just about a quarter of Russians 50 and older to about nine-in-ten older South Koreans.

Mobile technology, internet and social media use more common in advanced economies

% of adults who ...



Note: Internet users are defined as people who say they use the internet at least occasionally, own a smartphone, or use social media websites like Facebook or Twitter. Percentages are medians based on 18 advanced economies and nine emerging economies. See Appendix A for economic categorization.

Source: Spring 2018 Global Attitudes Survey. Q44, Q45, Q46, Q47.

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¹ For the purpose of comparing educational groups across countries, we standardize education levels based on the UN's International Standard Classification of Education. The lower education category is below secondary education and the higher category is secondary or above in Brazil, India, Indonesia, Kenya, Mexico, Nigeria, Philippines, South Africa and Tunisia. The lower education category is secondary education or below and the higher category is post-secondary or above in Argentina, Australia, Canada, France, Germany, Greece, Hungary, Israel, Italy, Japan, Netherlands, Poland, Russia, South Korea, Spain, Sweden, UK and U.S.

² Respondents with a household income below the approximate country median are considered lower income. Those with an income at or above the approximate country median are considered higher income.

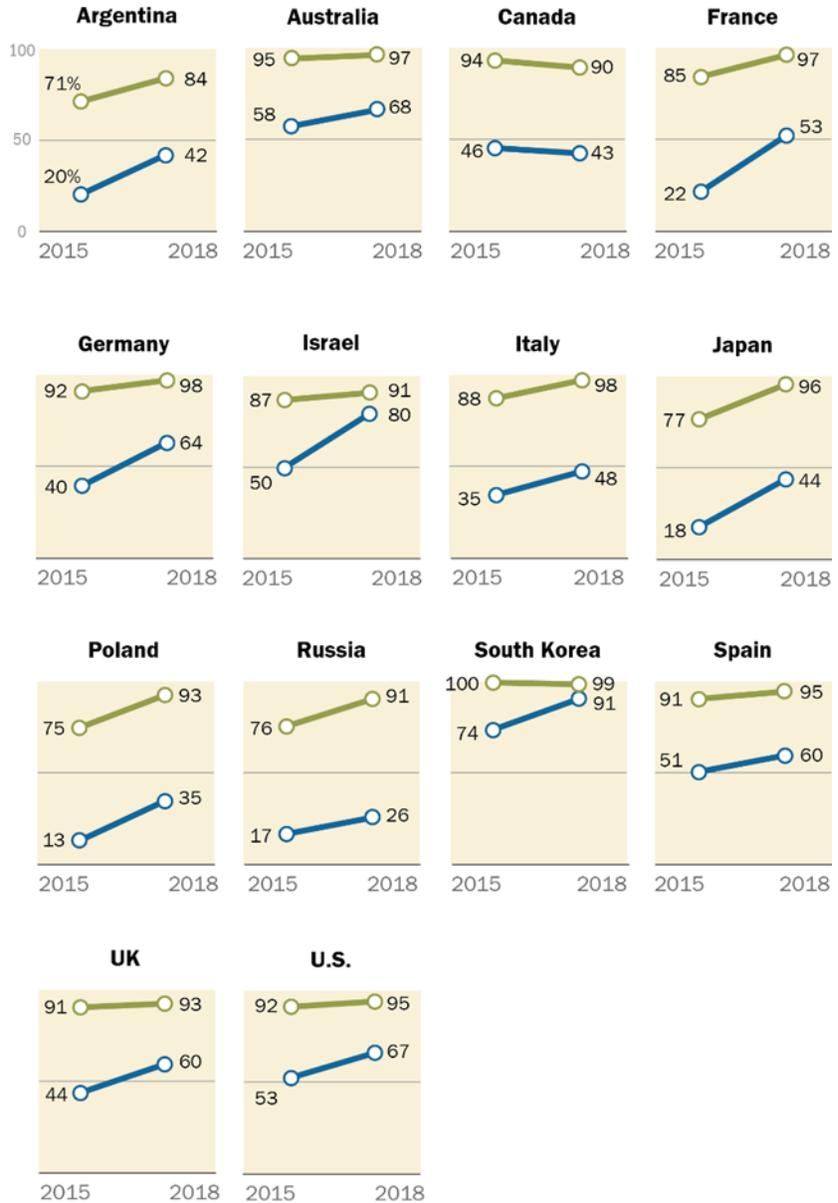
However, in many of these advanced economies, the age gap in smartphone ownership has been closing since 2015. Two factors may contribute to this narrowing gap: First, those under 35 were already very likely to own smartphones when asked in 2015, presenting a “ceiling” of sorts. Second, the older age group appears to be steadily adopting smartphone technology. For example, nine-in-ten or more Americans ages 34 and under have had a smartphone since 2015, while the ownership rate among the 50-and-older age group has risen from 53% to 67% over the same period.

In most advanced economies, smartphones have been ubiquitous among young adults for years, but older cohorts are catching up

% of adults who own a smartphone

Advanced economies

■ 18-34 ■ 50+



Note: Data for 35- to 49-year-olds not shown. Greece, Hungary, Sweden and the Netherlands not surveyed in 2015.

Source: Spring 2018 Global Attitudes Survey. Q46.

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In most emerging economies, however, patterns of smartphone ownership look quite different. In these countries, ownership rates across all age groups tend to be lower than those seen in advanced economies. For example, while majorities of adults ages 50 and older own smartphones in many advanced economies, in no emerging economy surveyed do smartphone ownership rates among this older group rise above 35%.

Further, in most emerging economies, the age gap in smartphone ownership has been *growing* in recent years. Although the older age group is more likely to have phones now than they were a few years ago, the rate of adoption has been much faster among the younger age group. In the Philippines, for example, those 34 and under are 47 percentage points more likely to have a smartphone today than those ages 50 and older – compared with a gap of only 23 percentage points in 2015.

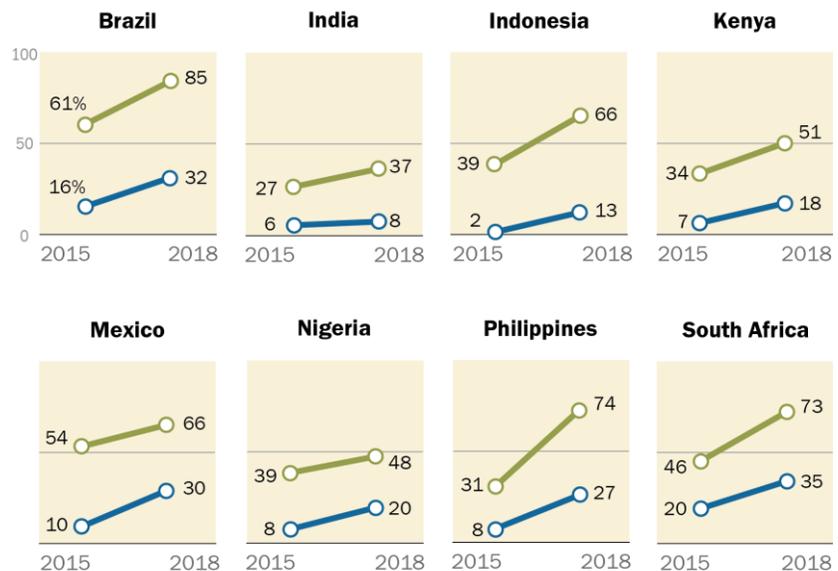
Education and income level also play sizable roles when it comes to explaining differences in technological use in most countries. In every country surveyed, better-educated and higher-income people are more likely to use the internet than people with lower levels of education or income. And in nearly every country, the same is true of social media use. The education gaps in emerging economies are especially wide. For example, a majority of Nigerians with a secondary education or more use social media (58%) compared with just 10% of Nigerians with less education, for a gap of 48 percentage points. The education gap in internet use is an even wider 53 points: 65% of more-educated Nigerians use the internet compared with just 12% of those with lower levels of education.

In many emerging economies, younger people lead the way in smartphone ownership

% of adults who own a smartphone

Emerging economies

■ 18-34 ■ 50+



Note: Data for 35-to-49-year-olds not shown. Tunisia not surveyed in 2015.
Source: Spring 2018 Global Attitudes Survey. Q46.

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In contrast, gender plays only a limited role in explaining differences in technological use in most countries. Whether in advanced or emerging economies, men and women generally use technology – including smartphones, the internet and social media – at similar rates. For example, the gender gap in smartphone ownership is usually in the mid-single digits, where gaps exist at all. In Japan, for instance, 69% of men own smartphones compared with 63% of women. And, in most countries, men and women have largely obtained smartphones at similar rates in recent years, meaning that the gender gap in usage has remained constant. In Brazil, for example, while 38% of women and 43% of men owned smartphones in 2015, today 57% of women and 63% own them – a nearly identical gap at both points in time.

The notable exception to this pattern is India, where men (34%) are much more likely than women (15%) to own smartphones – a gap of 19 percentage points. And India's gender gap is growing: Today's gap is 10 points wider than it was just five years ago (then, 16% of men and 7% of women owned smartphones).

These are among the major findings from a Pew Research Center survey conducted among 30,133 people in 27 countries from May 14 to Aug. 12, 2018.

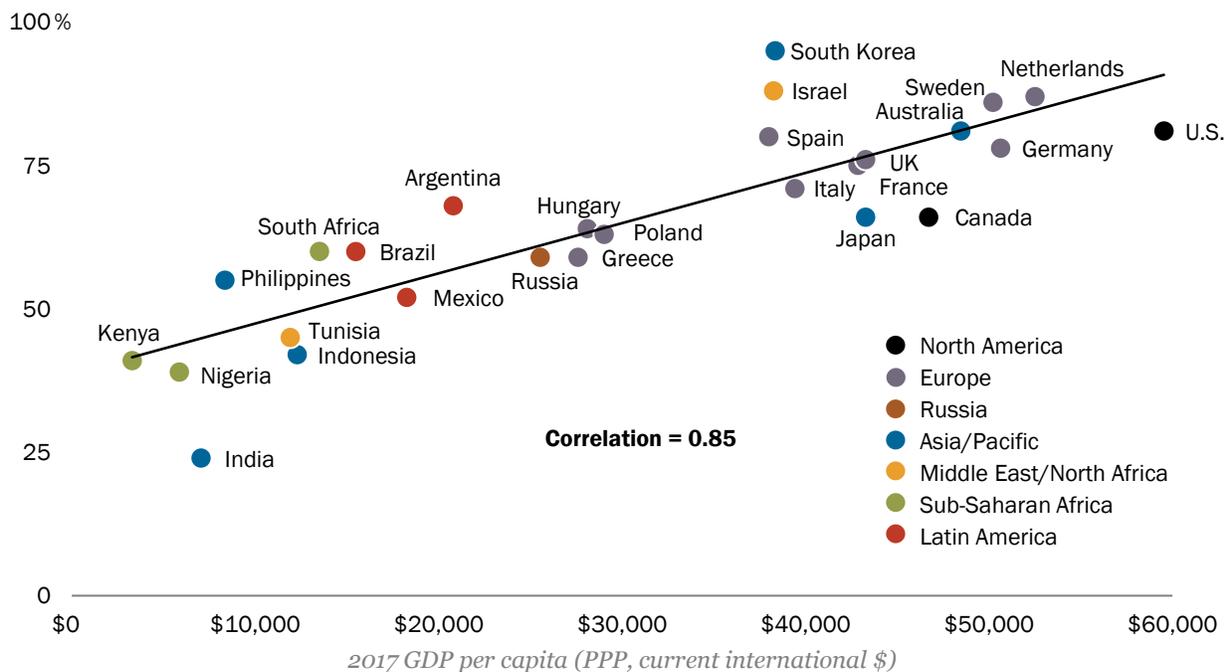
1. Digital connectivity growing rapidly in emerging economies

In all 27 countries surveyed, majorities of people own a mobile phone. In advanced economies such as South Korea and France, ownership rates are upwards of 90%. Mobile phones are increasingly common in emerging economies as well. Across the nine emerging economies surveyed, a median of 83% report owning a mobile phone, including nine-in-ten or more in Tunisia (90%) and South Africa (94%).

Smartphone adoption also continues to increase in emerging nations. While the share of the public that owns a smartphone remained largely unchanged between 2017 and 2018 in most advanced economies surveyed – due to the already high ownership rates evident in 2017 – it increased in eight of the nine developing economies surveyed.

Smartphone ownership more widespread in wealthier countries

% of adults who own a smartphone



Source: Spring 2018 Global Attitudes Survey. Q46. GDP data from the World Bank accessed Dec. 12, 2018.

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Despite these increases in smartphone ownership, emerging economies still trail advanced economies. About six-in-ten or more own a smartphone in every advanced economy surveyed, while only two emerging economies surveyed reach that threshold. Among emerging economies, rates of ownership range from a low of 24% in India to a high of 60% in Brazil and South Africa.

Across all 27 countries surveyed, there is a strong relationship between smartphone ownership and per capita gross domestic product (by purchasing power parity, or PPP) – a trend which has held steady since the question was first posed in 2015.

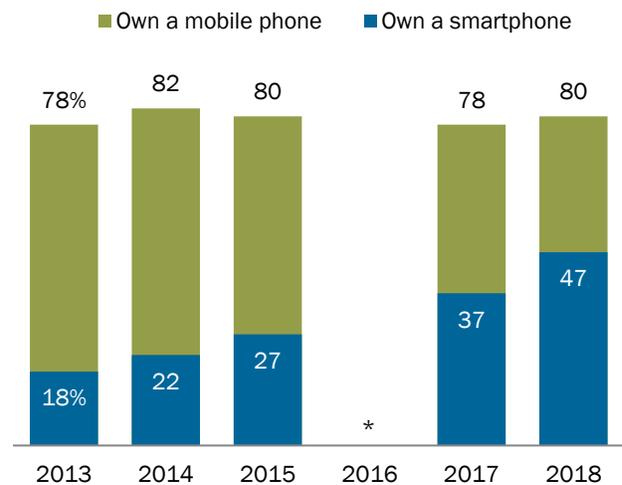
Smartphones are increasingly the most common mobile phone

Today, most people who own a mobile phone own a smartphone. But in emerging economies, this was not the case even a few years ago. As recently as 2015, a median of 80% owned a mobile phone of any sort, while a median of only 27% owned a smartphone. Over the past three years, while mobile phone ownership overall has held steady, smartphones have made up a much larger share of mobile devices owned. Today, a median of nearly half own a smartphone.

For example, three years ago, 89% of South Africans owned a mobile phone. Today, the share who own a mobile phone of some kind has ticked up to 94%, while smartphone ownership has grown from just over a third (37%) to a majority of the population (60%).

Even as smartphone ownership has climbed year-over-year in these emerging economies, a sizable minority of roughly one-in-five has reported not owning a mobile phone of any kind each year since 2013. In Brazil, for example, smartphone ownership has quadrupled since 2013, increasing from 15% of the public to 60% today. But mobile phone ownership overall has remained steady: At both points in time, roughly eight-in-ten Brazilians owned a mobile phone.

In emerging economies, smartphone ownership has risen quickly



* Data not available for 2016.

Note: Percentages are eight-country medians based on India, Indonesia, Philippines, Kenya, Nigeria, South Africa, Brazil and Mexico.

Source: Spring 2018 Global Attitudes Survey. Q46.

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In emerging economies, internet use is growing rapidly

Internet use is nearly universal in most advanced economies surveyed. In the United States, Sweden, Australia, the Netherlands, Israel and South Korea, more than nine-in-ten use the internet. And in emerging economies, about half or more use the internet in every country but India.

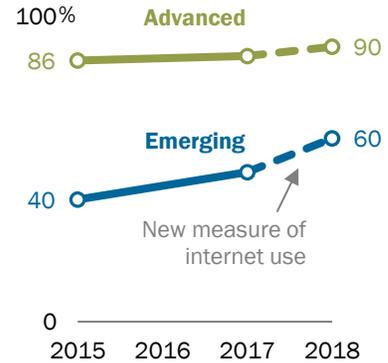
Usage is also [growing rapidly](#) in these emerging economies. For example, five years ago less than half of the Mexican public (45%) and only about a third of Filipinos (34%) used the internet at least occasionally or owned a smartphone. Today, internet use in these countries stands at 73% and 66%, respectively.

But these internet use estimates are complicated by an evolving understanding of what “using the internet” means. Previous Pew Research Center surveys have calculated internet use based on the share of the public who either report using the internet at least occasionally or who say they own a smartphone. These individuals were then the *only* ones who were asked whether they used social media or not.

This year, however, *everyone* was asked whether they ever use online social media sites like Facebook or Twitter – even if they said they did not own a smartphone or use the internet. Results indicate that there is a small but noteworthy share of people who report using social media but who say they do *not* use the internet. For example, around one-in-six Kenyans (14%) who report using social media say they do not use the internet. We therefore define “internet users” as anyone who uses social media or owns a smartphone, even if they report not using the internet (see [Appendix D](#) for more information).

Internet use rising in emerging economies

% of adults who use the internet



Note: Percentages are medians based on eight emerging economies and 14 advanced economies. See Appendix A for economic categorization. Analysis excludes Greece, Hungary, the Netherlands, Sweden and Tunisia due to incomplete trend data. Source: Spring 2018 Global Attitudes Survey. Q44, Q46, Q47.

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Social media use more common in advanced than emerging economies

Even as internet use has grown in emerging economies, social media use is somewhat less widespread: A median of around half (49%) report using social networking sites. This varies widely across the countries surveyed. In Mexico, the Philippines, Brazil and South Africa, half or more report using social media. In contrast, only around a quarter of Indians use social media sites.

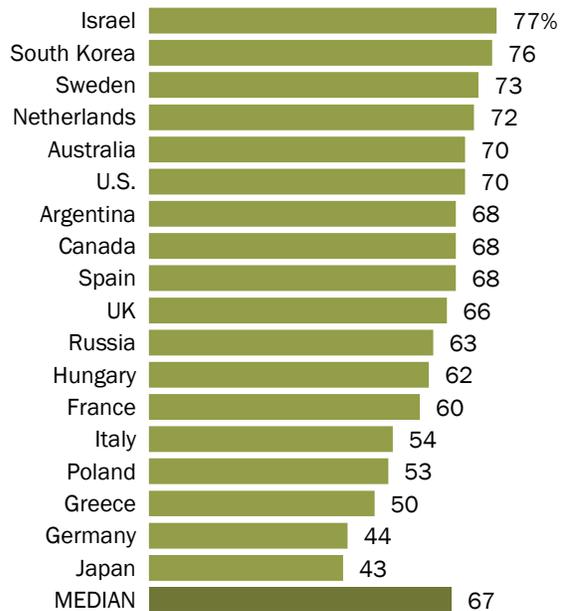
Notably, the differences in social media use across advanced and emerging economies do not follow the same patterns evident with smartphone ownership. For example, Americans, Canadians and Mexicans all have roughly similar levels of social media use, even though Americans and Canadians report higher smartphone ownership than Mexicans. And about as many Germans (44%) as Nigerians (45%) access social networking sites, despite smartphone ownership among Germans being twice as high as among Nigerians.

Some of this disconnect is likely because social networking sites can be accessed via smartphone or from other platforms. But, while people can and do use social media from multiple devices, in every country surveyed, smartphone owners are much more likely to access social networking sites than people who own a basic phone or none at all.

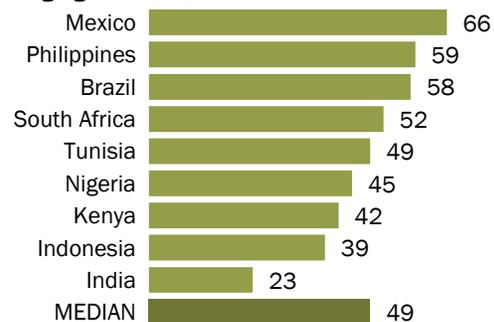
Many in both advanced and emerging economies use social media

% of adults who use social media

Advanced economies



Emerging economies



Source: Spring 2018 Global Attitudes Survey. Q47.

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2. In emerging economies, smartphone adoption has grown more quickly among younger generations

As smartphone ownership has increased in both advanced and emerging economies, the growth has often been uneven. Age, gender, education levels and income all contribute to who owns a smartphone – though, often, age is the key factor associated with ownership.

In advanced and emerging economies alike, younger people are much more digitally connected than older generations. In every country surveyed, those under 35 are more likely to own smartphones, to use the internet and to use social media than those ages 50 and older. For example, nearly all Japanese under 35 own a smartphone (96%), while fewer than half of those over 50 do (44%), a gap of 52 percentage points. The gap is 53 points in Brazil, where 85% of those ages 18 to 34 own a smartphone compared with just 32% of those 50 and older. Even in countries like Germany and Australia, where smartphone ownership rates far outpace those in Brazil, younger adults are far more likely to own smartphones than older age groups.

Younger age groups are also much more likely to use social media sites like Facebook than older ones. In Argentina, nine-in-ten adults under 35 use social media, compared with roughly four-in-ten of those ages 50 and older (38%). And in every emerging economy surveyed but India, more than half of those ages 18 to 34 use social media, while no more than about a third of those 50 and older do in all emerging economies. In South Africa for example, 70% of 18- to 34-year-olds use social media, compared with just 19% of those 50 and older.

But even as these age gaps in smartphone ownership, internet use and social media use persist in most countries, they appear to be closing somewhat in advanced economies. Take smartphone ownership as an example. In advanced economies including the UK, U.S. and France, smartphone ownership has been widespread among the younger age group for some time. But the age gap in smartphone ownership has been closing in recent years as smartphone adoption among the older group has grown. (See [Appendix E](#) for detailed tables).

Younger, better-educated more likely to own smartphones

% of adults who own a smartphone

	TOTAL	Age			Youngest- Oldest Diff	Education		Diff	Gender		Diff
		18-34	35-49	50+		More education	Less education		Men	Women	
	%	%	%	%	%	%	%	%	%	%	
<i>Advanced economies</i>											
South Korea	95	99	100	91	+8	99	90	+9	96	95	+1
Israel	88	91	94	80	+11	95	83	+12	88	89	-1
Netherlands	87	99	98	74	+25	95	82	+13	89	85	+4
Sweden	86	98	92	77	+21	91	83	+8	88	85	+3
Australia	81	97	89	68	+29	89	77	+12	80	82	-2
U.S.	81	95	92	67	+28	88	75	+13	82	80	+2
Spain	80	95	93	60	+35	94	75	+19	81	79	+2
Germany	78	98	90	64	+34	85	76	+9	81	75	+6
UK	76	93	90	60	+33	87	73	+14	81	71	+10
France	75	97	91	53	+44	88	63	+25	79	71	+8
Italy	71	98	91	48	+50	96	67	+29	75	68	+7
Argentina	68	84	77	42	+42	86	65	+21	67	68	-1
Canada	66	90	85	43	+47	74	55	+19	71	61	+10
Japan	66	96	93	44	+52	79	58	+21	69	63	+6
Hungary	64	92	84	35	+57	85	57	+28	69	59	+10
Poland	63	93	87	35	+58	82	57	+25	65	62	+3
Greece	59	95	83	29	+66	86	48	+38	59	58	+1
Russia	59	91	76	26	+65	72	39	+33	64	55	+9
<i>Emerging economies</i>											
Brazil	60	85	63	32	+53	86	37	+49	63	57	+6
South Africa	60	73	59	35	+38	77	47	+30	61	59	+2
Philippines	55	74	50	27	+47	70	29	+41	52	57	-5
Mexico	52	66	53	30	+36	79	35	+44	57	48	+9
Tunisia	45	75	35	18	+57	70	28	+42	48	42	+6
Indonesia	42	66	32	13	+53	72	27	+45	45	39	+6
Kenya	41	51	27	18	+33	71	24	+47	47	36	+11
Nigeria	39	48	31	20	+28	51	6	+45	47	31	+16
India	24	37	21	8	+29	55	11	+44	34	15	+19

Note: Statistically significant differences in **bold**.

Source: Spring 2018 Global Attitudes Survey, Q46.

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The opposite pattern is visible in emerging economies: In many of these countries, the age gap in ownership is growing. Over the past five years, smartphone adoption has soared among young adults in emerging economies. Across nine emerging economies surveyed in 2013, around one-in-four adults ages 18 to 34 owned smartphones. By 2018, that share had grown to at least around two-thirds in most countries. Those ages 50 and older, however, have been much slower to become smartphone owners.

Generally, fewer than one-in-ten owned smartphones in 2013, and while that share has grown substantially in all countries, it stands at around one-in-five today.

Young adults quickly adopting smartphones in emerging economies

% of adults ages 18 to 34 who own a smartphone

	2013	2018	Change
	%	%	
Brazil	23	85	+62
Philippines	21	74	+53
Tunisia	22	75	+53
Indonesia	17	66	+49
Mexico	29	66	+37
South Africa	39	73	+34
Kenya	25	51	+26
Nigeria	23	48	+25
India	16	37	+21

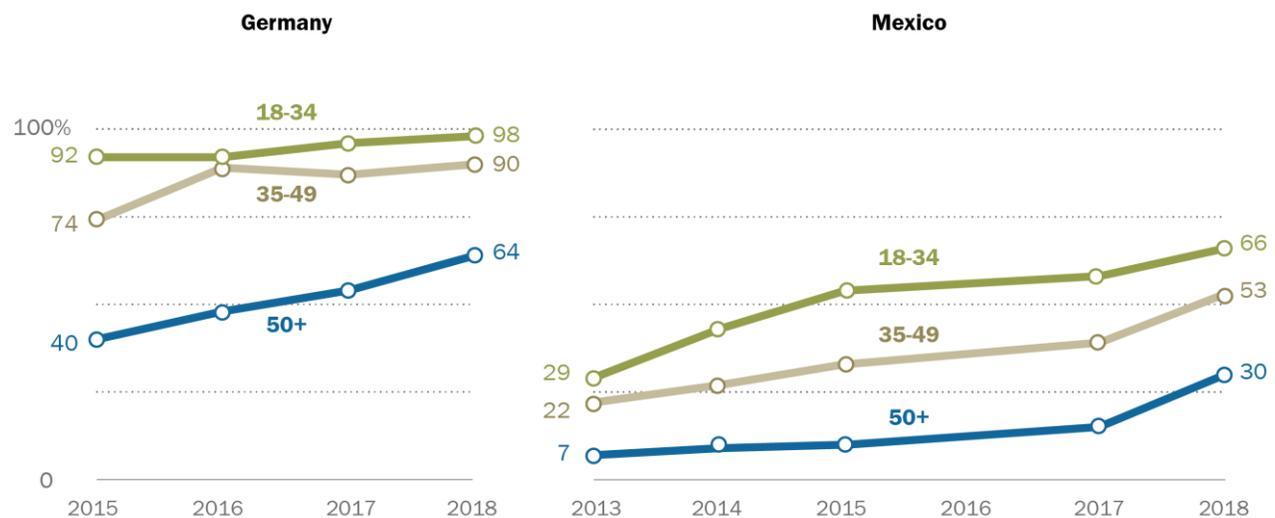
Source: Spring 2018 Global Attitudes Survey. Q46.

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Germany and Mexico are examples of these divergent patterns. In 2015, 92% of Germans under 35 owned a smartphone, compared with just 40% of those ages 50 and above. Three years later, smartphone ownership had ticked up to 98% among younger Germans and grown to nearly two-thirds (64%) of the 50-plus population. Data on smartphone ownership in Mexico stretches back to 2013, when 29% of 18- to 34-year-olds owned smartphones compared with just 7% of Mexicans ages 50 and older. By 2018, smartphone ownership jumped to roughly two-thirds of young Mexicans but remains at just three-in-ten among those ages 50 and above.

Over last few years, smartphone ownership rising fastest among young adults in emerging economies like Mexico and among older cohorts in advanced economies like Germany

% of adults who own a smartphone



Note: Data not available for Germany before 2015.
Source: Spring 2018 Global Attitudes Survey, Q46.

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In most countries, men and women are equally likely to own smartphones

Whereas age is one of the key factors associated with smartphone ownership, internet use and social media use across all the countries surveyed, there are fewer differences when it comes to men and women and their technology adoption. In 18 of the 27 countries, for example, men and women are about equally likely to own smartphones. And the nine countries where men are more likely to own smartphones than women – Canada, France, Hungary, the UK, Russia, India, Kenya, Nigeria and Mexico – do not fit a single pattern in terms of economic development. Moreover, in most of these countries, the gap in ownership is relatively small.

In most countries, too, there are relatively minimal gender gaps in social media use. In some advanced economies, like the U.S., Spain and Australia, women are more likely than men to use

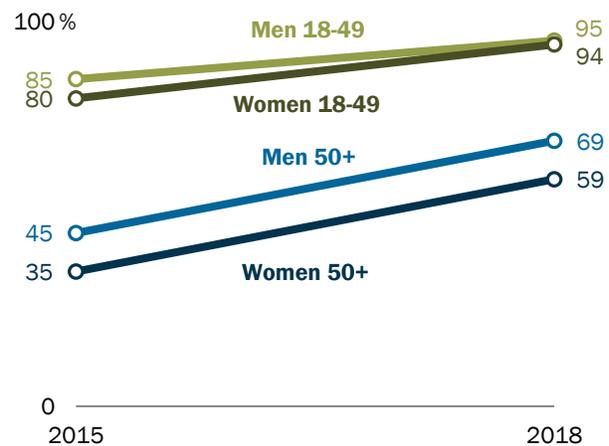
social media sites like Facebook, while in other advanced economies, such as Japan and France, men are slightly more likely to use these sites. Only in Kenya, Nigeria and India – three countries where smartphone ownership also differs substantially by gender – are there relatively large gender differences in social media use. In these three countries, women are less likely than men to use social media sites. While about half of Kenyan men use social media, for example, only a third of women do. (See [Appendix E](#) for detailed tables).

Not only are gender gaps in smartphone ownership, internet use and social media use relatively small in most countries studied, but smartphone ownership has increased by similar degrees for both men and women. For example, in Indonesia today, 45% of men own a smartphone, compared with 39% of women. This gap of 6 percentage points is nearly identical to the 4-point gap seen in 2013, when 13% of men and 9% of women owned smartphones. Similarly, in Australia, nearly identical percentages of men and women own smartphones today (80% and 82%, respectively) – and this has been the case since the question was first asked in 2015, when 78% of men and 77% of women reported owning smartphones.

In most countries, differences between men and women in the same age range tend to be smaller than differences between age groups of the same gender. Younger people – whether men or women – tend to be much more likely to own smartphones than their elders. Once again, Germany provides a relatively clear example of the broader pattern: German men and women under 50 were similarly likely to own smartphones in 2015, and today they own smartphones at virtually equal rates (95% and 94%, respectively). And, while German men ages 50 and older are about as likely to own smartphones as German women ages 50 and older (69% vs. 59%), this gap is smaller than the gap between younger and older Germans.

Smartphone ownership increasing at similar rates for men and women in Germany

% of adults who own a smartphone



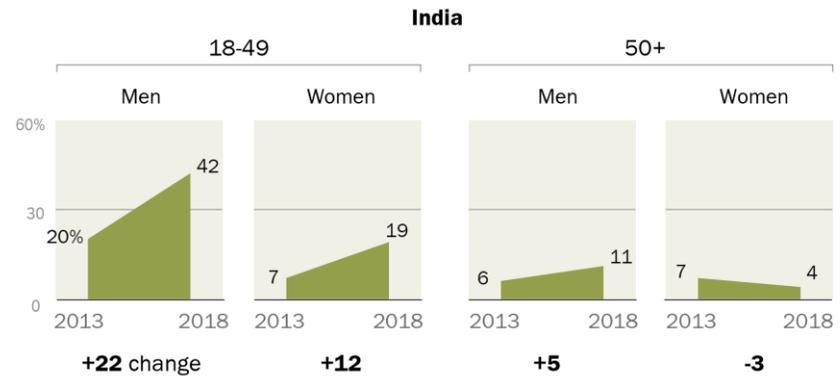
Source: Spring 2018 Global Attitudes Survey. Q46.

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Both age and gender are important factors in smartphone ownership in India. Specifically, Indian men ages 18 to 49 are more likely than people of any other group to own a smartphone, and they have become smartphone owners at a faster rate as well. Five years ago, one-in-five Indian men in this age group owned a smartphone, and today, 42% do – an increase of 22 percentage points. More Indian women ages 18 to 49 have become smartphone owners as well, but they are just 12 points more likely to own smartphones today than they were in 2013. And Indian women ages 50 and older have made no gains in smartphone ownership over past five years: About one-in-twenty owned a smartphone at each point in time.

Younger Indian men more likely to own a smartphone than people in any other group

% of adults who own a smartphone



Note: India surveyed in winter 2013-2014.
Source: Spring 2018 Global Attitudes Survey. Q46.

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More educated, higher-income people are more likely to be digitally connected

Income and education are related to smartphone ownership, internet use and social media use (see [Appendix E](#) for detailed tables). In every country surveyed, for example, better-educated and higher-income people are more likely to go online than those with less education or lower incomes.

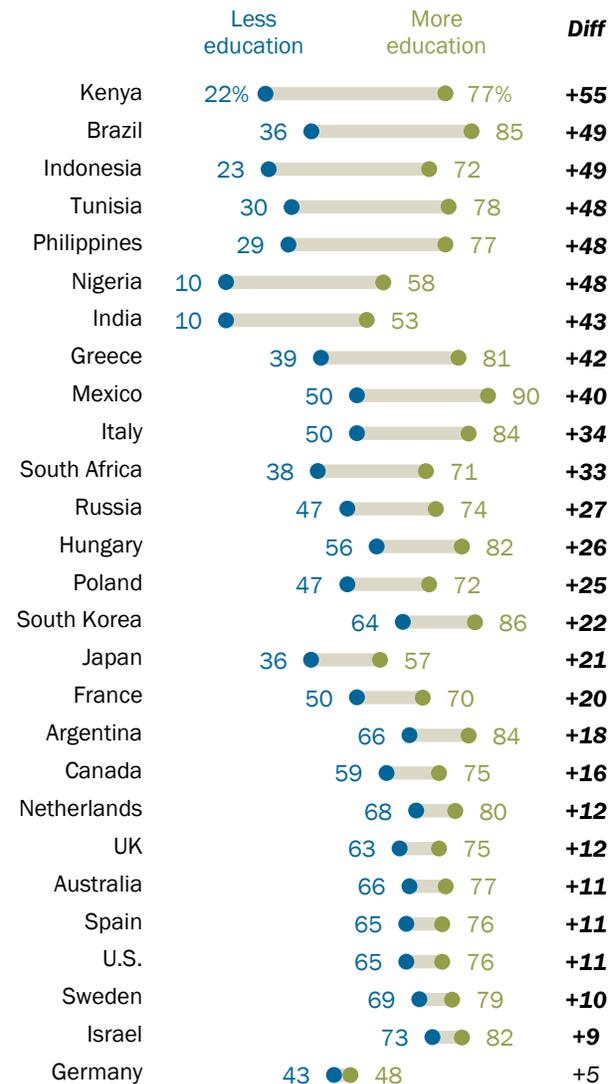
When it comes to social media use, the education gaps in emerging economies are wide. Indonesia illustrates the general pattern. There, nearly three-in-four adults (72%) with a secondary education or more report using social media sites like Facebook compared with about a quarter of adults with lower levels of education (23%), a gap of 49 percentage points.

In advanced economies too, people with higher levels of education are more likely to use social media than those with lower levels of education. In these countries, generally around three-quarters of those with higher levels of education use social media, while fewer than two-thirds of those with lower levels of education do. In the UK, for instance, 75% of those with more than a secondary education use social media, compared with 63% of those with a secondary education or less.

Income gaps in social media use tend to be somewhat narrower than education gaps, but in nearly every country surveyed, people with higher incomes are more likely to use social media than people with lower incomes.

Social media use more common among those with higher levels of education

% of adults who report using social media



Note: Statistically significant differences in **bold**.
Source: Spring 2018 Global Attitudes Survey. Q47.

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Methodology

About the Pew Research Center's Spring 2018 Global Attitudes Survey

Results for the survey are based on telephone and face-to-face interviews conducted under the direction of D3 Systems, Inc., Kantar Public UK, Kantar Public Korea and Langer Research Associates. The results are based on national samples, unless otherwise noted. More details about our international survey methodology and country-specific sample designs are [available here](#).

[Detailed information on survey methods for this report](#)

[General information on international survey research](#)

Appendix A: Economic categorization

For this report we grouped countries into two economic categories: “advanced” and “emerging and developing.” In the report, this category is referred to as “emerging.” These categories are fairly common in specialized and popular discussions and are helpful for analyzing how public attitudes vary with economic circumstances. However, no single, agreed-upon scheme exists for placing countries into these categories. For example, even the World Bank and International Monetary Fund do not always agree on how to categorize economies.

In creating our economic classification of the 27 countries in our survey, we relied on multiple sources and criteria. Specifically, we were guided by World Bank income classifications; classifications of emerging markets by other multinational organizations, such as the International Monetary Fund; per capita gross domestic product (GDP); total size of the country’s economy, as measured by GDP; and average GDP growth rate between 2013 and 2017.

Below is a table that outlines the countries that fall into each of the two categories. The table includes the World Bank income classification, the 2017 GDP per capita based on purchasing power parity (PPP) in current prices, the 2017 GDP in current U.S. dollars and the average GDP growth rate between 2013 and 2017 for each country.

Economic categorization

	World Bank income group	2017 GDP per capita (PPP)	2017 GDP (current US\$ billions)	Average GDP growth (%) (2013-2017)	
Advanced economies	Argentina	High income	20,787	638	0.7
	Australia	High income	47,047	1,323	2.5
	Canada	High income	46,378	1,653	2.2
	France	High income	42,779	2,583	1.1
	Germany	High income	50,716	3,677	1.7
	Greece	High income	27,809	200	-0.3
	Hungary	High income	28,375	139	3.2
	Israel	High income	38,413	351	3.6
	Italy	High income	39,817	1,935	0.3
	Japan	High income	43,876	4,872	1.3
	Netherlands	High income	52,941	826	1.8
	Poland	High income	29,291	525	3.2
	Russia	Upper middle	25,533	1,578	0.2
	South Korea	High income	38,260	1,531	3.0
	Spain	High income	38,091	1,311	1.9
	Sweden	High income	50,070	538	2.8
	UK	High income	43,877	2,622	2.2
U.S.	High income	59,532	19,391	2.2	
Emerging and developing economies	Brazil	Upper middle	15,484	2,056	-0.5
	India	Lower middle	7,056	2,597	7.1
	Indonesia	Lower middle	12,284	1,016	5.1
	Kenya	Lower middle	3,286	75	5.5
	Mexico	Upper middle	18,149	1,150	2.5
	Nigeria	Lower middle	5,861	376	2.7
	Philippines	Lower middle	8,343	314	6.6
	South Africa	Upper middle	13,498	349	1.5
	Tunisia	Lower middle	11,911	40	2.0

Source: World Bank, accessed Aug. 15, 2018.

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Appendix B: Country-specific examples of smartphones

Country-specific examples of smartphones

Some cell phones are called "smartphones" because they can access the internet and apps. Is your cell phone a smartphone, such as a/an ...

U.S.	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy
Canada	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy
France	iPhone, Blackberry, Android, Windows phone, Wiko or Samsung S4
Germany	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy or similar
Greece	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Hungary	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy or Sony Xperia
Italy	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Netherlands	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Poland	iPhone, Blackberry, Samsung Galaxy or other smartphone with Android or Windows phone operating system
Spain	iPhone, Android, Blackberry, Windows phone or Samsung Galaxy
Sweden	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy or similar
UK	iPhone, Android, Blackberry, Windows phone, Samsung, or other Android phone
Russia	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, HTC, LG
Australia	iPhone, Android, Blackberry, Windows phone, Samsung Galaxy, etc.
India	iPhone, Android, Blackberry, Windows phone, Samsung, Micromax, MI, Oppo, Lava, VIVO
Indonesia	iPhone, Android, Blackberry, Windows phone
Japan	iPhone, Android, Blackberry, Windows phone, Galaxy, Xperia etc.
Philippines	iPhone, Android, Blackberry, Windows phone, Samsung S3, Sony Ericsson Xperia, HTC
South Korea	No examples listed
Israel	iPhone, Samsung Galaxy, LG, HTC, Sony Android
Tunisia	iPhone, Android, Blackberry, Windows phone, Samsung
Kenya	iPhone, Android, Blackberry, Windows phone
Nigeria	iPhone, Android, Blackberry, Windows phone
South Africa	iPhone, Android, Blackberry, Windows phone
Argentina	iPhone, Samsung Galaxy (Android), Blackberry, Nokia Lumia (Windows)
Brazil	iPhone, Android (for example, Samsung Galaxy), Blackberry, Windows Phone, etc.
Mexico	iPhone, Blackberry, Galaxy (Android), Nokia Lumia (Windows)

Source: Spring 2018 Global Attitudes Survey. Q46.

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Appendix C: Country-specific examples of social media sites

Country-specific examples of social media sites

Do you ever use online social media sites like ...

U.S.	Facebook or Twitter
Canada	Facebook, Twitter or Instagram
France	Facebook, Twitter, Copains d'avant, Viadeo, etc.
Germany	Facebook, Twitter or Instagram
Greece	Facebook, Twitter or Instagram
Hungary	Facebook, Twitter or Vimeo
Italy	Facebook or Twitter
Netherlands	Facebook, Twitter or Instagram
Poland	Nasza Klasa, Facebook or Twitter
Spain	Facebook or Twitter
Sweden	Facebook, Twitter or Instagram
UK	Facebook, Twitter or Instagram
Russia	Facebook, Twitter, Odnoklassniki, Vkontakte, Instagram, Moi Mir or My Circle
Australia	Facebook, Twitter, Instagram, etc.
India	Facebook, Twitter or WhatsApp
Indonesia	Facebook, Twitter, Path or LinkedIn
Japan	Mixi, Facebook or Twitter
Philippines	Facebook, Twitter, Plurk, Google+ or LinkedIn
South Korea	Facebook, Twitter, Naver Band or Kakao Story
Israel	Facebook, Twitter or Instagram (Instagram not included in Hebrew translation)
Tunisia	Facebook, Twitter or Instagram
Kenya	Facebook, Twitter or WhatsApp
Nigeria	Facebook, Twitter, Instagram, Linda Ikeji Social or LinkedIn
South Africa	Facebook, Twitter, Instagram or Pinterest
Argentina	Facebook, Twitter, LinkedIn, Instagram, etc.
Brazil	Facebook, Twitter etc.
Mexico	Facebook, Twitter, Myspace or Instagram

Source: Spring 2018 Global Attitudes Survey. Q47.

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Appendix D: Defining internet users

Previous Pew Research Center Global Attitudes surveys have calculated internet use based on the share of the public who either report using the internet at least occasionally or who say they own a smartphone. These individuals were the *only* ones who were asked whether they used social media or not. This year, however, *everyone* was asked whether they ever use online social media sites like Facebook or Twitter – even if they said they did not own a smartphone or use the internet. Results indicate that there is a small but noteworthy share of people who report using social media but who say they do *not* use the internet.

We can therefore provide three estimates of internet use: one based on respondents' self-reported internet use; one that adds smartphone ownership, as Pew Research Center has done in recent years; and one that accounts for social media use

as well. While these results tend to be very similar, a small share of people in nearly every country surveyed underreport internet use. This is especially true in Kenya (14%), Nigeria (14%) and South Africa (18%), where around one-in-six of those who report using social media say they do not use the internet.

Three different approaches to measuring internet use

% of adults who ...

	Self-reported internet use	Self-reported internet use or smartphone ownership	Self-reported internet use or smartphone ownership or social media use
	%	%	%
South Korea	90	97	97
Israel	90	94	94
Netherlands	93	94	94
Australia	90	92	93
Sweden	91	93	93
U.S.	88	92	92
Canada	88	90	90
Germany	87	90	90
Spain	83	89	90
UK	87	90	90
France	85	88	89
Argentina	73	79	81
Japan	70	76	76
Hungary	72	74	74
Italy	69	74	74
Poland	72	74	74
Brazil	70	73	73
Mexico	67	71	73
Russia	71	72	73
Greece	67	70	70
South Africa	52	68	70
Philippines	57	65	66
Tunisia	54	59	60
Nigeria	44	50	54
Kenya	41	50	53
Indonesia	42	46	48
India	22	26	27

Source: Spring 2018 Global Attitudes Survey. Q44, Q46, Q47.

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Given this, discussing internet use in a country like Kenya can be complicated: 41% report using the internet at least occasionally; half either report internet use *or* say they own a smartphone; and 53% either report internet use or smartphone ownership or say they use social media. Notably, though, this “slippage” between social media and internet use also appears in advanced economies. For example, 5% of social media users in Spain say they don’t use the internet, as do 3% of American social media users.

Appendix E: Detailed tables

Younger, higher income more likely to own mobile phones

% of adults who own a mobile phone

	TOTAL	Age			Youngest- Oldest Diff	Income		Diff	Gender		Diff
		18-34	35-49	50+		Higher income	Lower income		Men	Women	
	%	%	%	%		%	%		%	%	
<i>Advanced economies</i>											
South Korea	100	100	100	100	0	100	100	0	100	100	0
Israel	98	99	99	97	+2	100	97	+3	99	98	+1
Netherlands	98	100	100	95	+5	100	96	+4	98	97	+1
Spain	98	99	100	95	+4	99	98	+1	98	98	0
Sweden	98	100	97	97	+3	98	97	+1	97	99	-2
UK	95	100	99	91	+9	97	94	+3	96	94	+2
Australia	94	100	98	89	+11	98	92	+6	94	95	-1
France	94	100	100	88	+12	97	92	+5	95	94	+1
Germany	94	100	96	90	+10	97	91	+6	95	92	+3
U.S.	94	97	98	90	+7	97	91	+6	96	92	+4
Poland	93	97	99	88	+9	96	88	+8	92	95	-3
Russia	93	98	98	85	+13	98	88	+10	91	94	-3
Japan	92	100	100	86	+14	96	90	+6	95	89	+6
Hungary	91	98	98	82	+16	94	81	+13	92	89	+3
Italy	91	99	98	84	+15	93	85	+8	92	90	+2
Greece	90	100	99	81	+19	94	85	+9	94	87	+7
Argentina	83	92	95	64	+28	91	76	+15	84	82	+2
Canada	75	94	89	59	+35	87	66	+21	80	71	+9
<i>Emerging economies</i>											
South Africa	94	96	93	89	+7	96	92	+4	95	92	+3
Tunisia	90	94	88	86	+8	94	87	+7	93	87	+6
Kenya	86	88	86	77	+11	91	79	+12	91	82	+9
Brazil	83	91	86	72	+19	94	74	+20	82	83	-1
Nigeria	83	86	83	75	+11	90	79	+11	92	75	+17
Philippines	77	87	78	58	+29	85	71	+14	74	80	-6
Mexico	76	84	80	60	+24	83	69	+14	78	74	+4
Indonesia	70	84	66	50	+34	77	61	+16	73	67	+6
India	65	72	66	49	+23	73	56	+17	77	52	+25

Note: Statistically significant differences in **bold**.

Source: Spring 2018 Global Attitudes Survey. Q45.

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In every country surveyed, those with higher incomes more likely to own a smartphone

% of adults who own a smartphone

	TOTAL	Higher income	Lower income	Diff
	%	%	%	
<i>Advanced economies</i>				
South Korea	95	99	92	+7
Israel	88	94	81	+13
Netherlands	87	95	80	+15
Sweden	86	94	77	+17
Australia	81	93	71	+22
U.S.	81	89	75	+14
Spain	80	90	74	+16
Germany	78	87	70	+17
UK	76	88	64	+24
France	75	85	64	+21
Italy	71	85	46	+39
Argentina	68	78	58	+20
Canada	66	82	55	+27
Japan	66	81	54	+27
Hungary	64	74	42	+32
Poland	63	74	48	+26
Greece	59	69	44	+25
Russia	59	80	42	+38
<i>Emerging economies</i>				
Brazil	60	75	48	+27
South Africa	60	73	51	+22
Philippines	55	69	44	+25
Mexico	52	64	38	+26
Tunisia	45	60	34	+26
Indonesia	42	52	30	+22
Kenya	41	50	30	+20
Nigeria	39	49	33	+16
India	24	36	12	+24

Note: Statistically significant differences in **bold**.

Source: Spring 2018 Global Attitudes Survey, Q46.

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Advanced economies: Smartphone ownership by age over time

% of adults who own a smartphone

	2015			2018		
	18-34	35-49	50+	18-34	35-49	50+
	%	%	%	%	%	%
Argentina	71	56	20	84	77	42
Australia	95	91	58	97	89	68
Canada	94	79	46	90	85	43
France	85	59	22	97	91	53
Germany	92	74	40	98	90	64
Greece	-	-	-	95	83	29
Hungary	-	-	-	92	84	35
Israel	87	89	50	91	94	80
Italy	88	83	35	98	91	48
Japan	77	62	18	96	93	44
Netherlands	-	-	-	99	98	74
Poland	75	46	13	93	87	35
Russia	76	50	17	91	76	26
South Korea	100	96	74	99	100	91
Spain	91	83	51	95	93	60
Sweden	-	-	-	98	92	77
UK	91	88	44	93	90	60
U.S.	92	84	53	95	92	67

Emerging economies: Smartphone ownership by age over time

% of adults who own a smartphone

	2013			2018		
	18-34	35-49	50+	18-34	35-49	50+
	%	%	%	%	%	%
Brazil	23	16	4	85	63	32
India	16	10	7	37	21	8
Indonesia	17	8	3	66	32	13
Kenya	25	14	4	51	27	18
Mexico	29	22	7	66	53	30
Nigeria	23	18	1	48	31	20
Philippines	21	20	9	74	50	27
South Africa	39	36	17	73	59	35
Tunisia	22	6	3	75	35	18

Note: Most advanced economies were not asked about smartphone ownership until 2015. Greece, Hungary, Netherlands and Sweden not surveyed in 2015. India surveyed in winter 2013-2014.

Source: Spring 2018 Global Attitudes Survey. Q46.

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Advanced economies: Smartphone ownership by gender over time

% of adults who own a smartphone

	2015		2018	
	Men	Women	Men	Women
	%	%	%	%
Argentina	49	48	67	68
Australia	78	77	80	82
Canada	72	63	71	61
France	53	45	79	71
Germany	64	56	81	75
Greece	-	-	59	58
Hungary	-	-	69	59
Israel	75	73	88	89
Italy	62	59	75	68
Japan	39	39	69	63
Netherlands	-	-	89	85
Poland	41	40	65	62
Russia	48	41	64	55
South Korea	89	87	96	95
Spain	75	66	81	79
Sweden	-	-	88	85
UK	72	65	81	71
U.S.	70	74	82	80

Emerging economies: Smartphone ownership by gender over time

% of adults who own a smartphone

	2013		2018	
	Men	Women	Men	Women
	%	%	%	%
Brazil	18	12	63	57
India	16	7	34	15
Indonesia	13	9	45	39
Kenya	22	16	47	36
Mexico	24	18	57	48
Nigeria	23	14	47	31
Philippines	15	19	52	57
South Africa	32	33	61	59
Tunisia	14	11	48	42

Note: Most advanced economies were not asked about smartphone ownership until 2015. Greece, Hungary, Netherlands and Sweden not surveyed in 2015. India surveyed in winter 2013-2014.

Source: Spring 2018 Global Attitudes Survey. Q46.

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Younger, better-educated more likely to use social media

% of adults who use social media

	TOTAL	Age			Youngest- Oldest Diff	Education		Diff	Gender		Diff
		18-34	35-49	50+		More education	Less education		Men	Women	
	%	%	%	%		%	%		%	%	
<i>Advanced economies</i>											
Israel	77	86	84	59	+27	82	73	+9	73	80	-7
South Korea	76	90	86	63	+27	86	64	+22	76	77	-1
Sweden	73	96	84	56	+40	79	69	+10	74	72	2
Netherlands	72	88	81	58	+30	80	68	+12	69	75	-6
Australia	70	92	79	53	+39	77	66	+11	64	76	-12
U.S.	70	88	79	54	+34	76	65	+11	66	74	-8
Argentina	68	90	77	38	+52	84	66	+18	67	70	-3
Canada	68	88	83	52	+36	75	59	+16	66	70	-4
Spain	68	89	75	49	+40	76	65	+11	65	71	-6
UK	66	87	79	48	+39	75	63	+12	67	65	+2
Russia	63	96	81	30	+66	74	47	+27	66	61	+5
Hungary	62	90	80	36	+54	82	56	+26	65	59	+6
France	60	91	72	34	+57	70	50	+20	64	56	+8
Italy	54	89	74	28	+61	84	50	+34	55	53	+2
Poland	53	92	75	21	+71	72	47	+25	53	53	0
Greece	50	90	74	18	+72	81	39	+42	50	51	-1
Germany	44	83	50	24	+59	48	43	+5	44	44	0
Japan	43	86	61	19	+67	57	36	+21	47	40	+7
<i>Emerging economies</i>											
Mexico	66	88	67	34	+54	90	50	+40	68	64	+4
Philippines	59	86	51	21	+65	77	29	+48	57	61	-4
Brazil	58	88	60	29	+59	85	36	+49	59	58	+1
South Africa	52	70	46	19	+51	71	38	+33	52	52	0
Tunisia	49	83	45	12	+71	78	30	+48	53	45	+8
Nigeria	45	56	39	16	+40	58	10	+48	56	34	+22
Kenya	42	55	25	10	+45	77	22	+55	52	33	+19
Indonesia	39	68	28	4	+64	72	23	+49	44	36	+8
India	23	36	18	6	+30	53	10	+43	33	13	+20

Note: Statistically significant differences in **bold**.

Source: Spring 2018 Global Attitudes Survey. Q47.

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Higher-income adults more likely to use social media

% of adults who use social media

	TOTAL	Higher income	Lower income	Diff
	%	%	%	
<i>Advanced economies</i>				
Israel	77	85	67	+18
South Korea	76	84	68	+16
Sweden	73	82	63	+19
Netherlands	72	77	67	+10
Australia	70	81	61	+20
U.S.	70	74	67	+7
Argentina	68	78	60	+18
Canada	68	77	63	+14
Spain	68	69	68	+1
UK	66	74	60	+14
Russia	63	81	49	+32
Hungary	62	70	42	+28
France	60	65	56	+9
Italy	54	63	34	+29
Poland	53	63	41	+22
Greece	50	60	38	+22
Germany	44	47	41	+6
Japan	43	51	37	+14
<i>Emerging economies</i>				
Mexico	66	76	56	+20
Philippines	59	73	48	+25
Brazil	58	72	48	+24
South Africa	52	63	44	+19
Tunisia	49	63	38	+25
Nigeria	45	55	37	+18
Kenya	42	52	28	+24
Indonesia	39	49	28	+21
India	23	34	11	+23

Note: Statistically significant differences in **bold**.

Source: Spring 2018 Global Attitudes Survey. Q47.

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Topline Questionnaire

Pew Research Center
Spring 2018 Survey
February 5, 2019 Release

Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see Methodology section and our [international survey methods database](#).
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Throughout this report, trends from India in 2013 refer to a survey conducted between December 7, 2013, and January 12, 2014 (Winter 2013-2014).
- Not all questions included in the Spring 2018 survey are presented in this topline. Omitted questions have either been previously released or will be released in future reports.

		Q44. Do you use the internet, at least occasionally?			
		Yes	No	DK/Refused	Total
United States	Spring, 2018	88	12	0	100
	Spring, 2017	87	13	0	100
	Spring, 2016	87	13	0	100
	Spring, 2015	87	13	0	100
	Spring, 2012	79	21	0	100
	Spring, 2011	83	17	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	78	22	0	100
Canada	Spring, 2018	88	12	0	100
	Spring, 2017	90	10	0	100
	Spring, 2016	88	12	0	100
	Spring, 2015	90	10	0	100
	Spring, 2007	75	25	0	100
France	Spring, 2018	85	14	0	100
	Spring, 2017	82	18	0	100
	Spring, 2016	79	21	0	100
	Spring, 2015	73	27	0	100
	Spring, 2012	75	25	0	100
	Spring, 2011	73	27	0	100
	Spring, 2010	78	22	0	100
	Spring, 2007	71	29	0	100
Germany	Spring, 2018	87	13	0	100
	Spring, 2017	85	15	0	100
	Spring, 2016	82	18	0	100
	Spring, 2015	84	16	0	100
	Spring, 2012	80	20	0	100
	Spring, 2011	79	21	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	66	34	0	100
Greece	Spring, 2018	67	33	0	100
	Spring, 2017	64	36	0	100
	Spring, 2016	59	41	0	100
	Spring, 2012	49	51	1	100
Hungary	Spring, 2018	72	28	0	100
	Spring, 2017	70	30	0	100
	Spring, 2016	63	35	1	100
Italy	Spring, 2018	69	31	0	100
	Spring, 2017	67	33	1	100
	Spring, 2016	66	34	0	100
	Spring, 2015	70	29	0	100
	Spring, 2012	62	38	1	100
	Spring, 2007	38	62	0	100
Netherlands	Spring, 2018	93	7	0	100
	Spring, 2017	92	8	0	100
	Spring, 2016	94	6	0	100

		Q44. Do you use the internet, at least occasionally?			
		Yes	No	DK/Refused	Total
Poland	Spring, 2018	72	28	0	100
	Spring, 2017	73	27	0	100
	Spring, 2016	72	28	0	100
	Spring, 2015	68	31	1	100
	Spring, 2014	63	37	0	100
	Spring, 2013	62	37	1	100
	Spring, 2012	58	42	1	100
	Spring, 2011	57	42	1	100
	Spring, 2010	58	42	1	100
	Spring, 2007	45	54	0	100
Spain	Spring, 2018	83	17	0	100
	Spring, 2017	84	16	0	100
	Spring, 2016	84	16	0	100
	Spring, 2015	84	16	0	100
	Spring, 2012	79	21	0	100
	Spring, 2011	77	23	0	100
	Spring, 2010	68	32	0	100
	Spring, 2007	54	46	0	100
Sweden	Spring, 2018	91	9	0	100
	Spring, 2017	91	9	0	100
	Spring, 2016	91	9	0	100
	Spring, 2007	79	21	0	100
United Kingdom	Spring, 2018	87	13	0	100
	Spring, 2017	85	15	0	100
	Spring, 2016	87	13	0	100
	Spring, 2015	86	14	0	100
	Spring, 2012	85	15	0	100
	Spring, 2011	80	20	0	100
	Spring, 2010	83	17	0	100
	Spring, 2007	72	28	0	100
Russia	Spring, 2018	71	29	0	100
	Spring, 2017	76	23	1	100
	Spring, 2015	71	28	0	100
	Spring, 2014	72	28	0	100
	Spring, 2013	65	35	0	100
	Spring, 2012	58	42	0	100
	Spring, 2011	50	49	1	100
	Spring, 2010	44	56	0	100
	Spring, 2007	25	74	1	100
Australia	Spring, 2018	90	10	0	100
	Spring, 2017	91	9	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	92	8	0	100

		Q44. Do you use the internet, at least occasionally?			
		Yes	No	DK/Refused	Total
India	Spring, 2018	22	77	1	100
	Spring, 2017	22	75	3	100
	Spring, 2016	17	81	2	100
	Spring, 2015	17	82	0	100
	Spring, 2014	14	84	2	100
	Winter, 2013-2014	11	86	3	100
Indonesia	Spring, 2018	42	58	0	100
	Spring, 2017	27	72	1	100
	Spring, 2015	28	70	2	100
	Spring, 2014	22	77	0	100
	Spring, 2013	21	79	0	100
	Spring, 2011	13	86	1	100
	Spring, 2010	9	90	1	100
	Spring, 2007	7	93	0	100
Japan	Spring, 2018	70	30	0	100
	Spring, 2017	71	29	0	100
	Spring, 2016	68	32	0	100
	Spring, 2015	68	32	0	100
	Spring, 2012	66	34	0	100
	Spring, 2011	59	41	0	100
	Spring, 2010	64	36	0	100
Philippines	Spring, 2018	57	42	1	100
	Spring, 2017	49	50	1	100
	Spring, 2015	36	64	0	100
	Spring, 2014	39	61	0	100
	Spring, 2013	30	69	1	100
South Korea	Spring, 2018	90	10	0	100
	Spring, 2017	87	13	0	100
	Spring, 2015	89	11	0	100
	Spring, 2010	78	22	0	100
	Spring, 2007	80	20	0	100
Israel	Spring, 2018	90	10	1	100
	Spring, 2017	87	12	0	100
	Spring, 2015	84	16	0	100
	Spring, 2011	80	20	0	100
	Spring, 2007	69	30	1	100
Tunisia	Spring, 2018	54	46	0	100
	Spring, 2017	41	58	0	100
	Spring, 2014	42	58	0	100
	Spring, 2013	38	62	0	100
	Spring, 2012	41	58	1	100

		Q44. Do you use the internet, at least occasionally?			
		Yes	No	DK/Refused	Total
Kenya	Spring, 2018	41	58	1	100
	Spring, 2017	32	67	2	100
	Spring, 2016	37	62	1	100
	Spring, 2015	36	64	0	100
	Spring, 2014	29	71	0	100
	Spring, 2013	33	67	0	100
	Spring, 2011	27	72	1	100
	Spring, 2010	24	76	0	100
	Spring, 2007	11	88	1	100
Nigeria	Spring, 2018	44	55	0	100
	Spring, 2017	37	63	0	100
	Spring, 2016	45	55	0	100
	Spring, 2015	36	64	0	100
	Spring, 2014	35	64	1	100
	Spring, 2013	31	68	1	100
	Spring, 2010	22	78	0	100
South Africa	Spring, 2018	52	48	1	100
	Spring, 2017	48	52	0	100
	Spring, 2016	51	48	1	100
	Spring, 2015	35	64	1	100
	Spring, 2014	33	66	1	100
	Spring, 2013	34	64	2	100
Argentina	Spring, 2018	73	27	0	100
	Spring, 2017	73	27	0	100
	Spring, 2015	68	32	0	100
	Spring, 2014	60	40	0	100
	Spring, 2013	65	35	0	100
	Spring, 2010	47	52	1	100
	Spring, 2007	35	64	1	100
Brazil	Spring, 2018	70	30	0	100
	Spring, 2017	66	34	0	100
	Spring, 2015	58	42	0	100
	Spring, 2014	49	51	0	100
	Spring, 2013	48	52	0	100
	Spring, 2012	49	51	0	100
	Spring, 2010	43	57	0	100
Mexico	Spring, 2018	67	33	0	100
	Spring, 2017	64	36	0	100
	Spring, 2015	53	47	0	100
	Spring, 2014	48	52	0	100
	Spring, 2013	43	57	1	100
	Spring, 2012	37	63	0	100
	Spring, 2011	37	63	0	100
	Spring, 2010	38	61	1	100
	Spring, 2007	31	68	1	100

		Q45. Do you own a cell phone?			
		Yes	No	DK/Refused	Total
United States	Spring, 2018	94	6	0	100
	Spring, 2017	94	6	0	100
	Spring, 2016	95	5	0	100
	Spring, 2015	91	9	0	100
	Spring, 2014	89	10	0	100
	Spring, 2013	89	11	0	100
	Spring, 2012	86	14	0	100
	Spring, 2011	85	15	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	81	19	0	100
	Summer, 2002	61	39	0	100
Canada	Spring, 2018	75	25	0	100
	Spring, 2017	83	17	0	100
	Spring, 2016	86	14	0	100
	Spring, 2015	83	17	0	100
	Spring, 2013	79	21	0	100
	Spring, 2007	60	40	0	100
	Summer, 2002	48	52	0	100
France	Spring, 2018	94	6	0	100
	Spring, 2017	93	7	0	100
	Spring, 2016	91	9	0	100
	Spring, 2015	85	15	0	100
	Spring, 2014	85	15	0	100
	Spring, 2013	86	14	0	100
	Spring, 2012	86	14	0	100
	Spring, 2011	85	15	0	100
	Spring, 2010	84	16	0	100
	Spring, 2007	83	17	0	100
	Summer, 2002	65	35	0	100
Germany	Spring, 2018	94	6	0	100
	Spring, 2017	92	8	0	100
	Spring, 2016	94	6	0	100
	Spring, 2015	94	6	0	100
	Spring, 2014	90	10	0	100
	Spring, 2013	88	11	0	100
	Spring, 2012	89	11	0	100
	Spring, 2011	88	11	0	100
	Spring, 2010	88	12	0	100
	Spring, 2007	84	16	0	100
	Summer, 2002	71	29	0	100
Greece	Spring, 2018	90	10	0	100
	Spring, 2017	91	9	0	100
	Spring, 2016	89	11	0	100
	Spring, 2014	88	12	0	100
	Spring, 2013	88	12	0	100
	Spring, 2012	89	11	0	100

		Q45. Do you own a cell phone?			
		Yes	No	DK/Refused	Total
Hungary	Spring, 2018	91	9	0	100
	Spring, 2017	91	9	0	100
	Spring, 2016	89	10	1	100
Italy	Spring, 2018	91	8	1	100
	Spring, 2017	90	8	2	100
	Spring, 2016	89	11	0	100
	Spring, 2015	95	5	0	100
	Spring, 2014	93	7	0	100
	Spring, 2013	92	7	1	100
	Spring, 2012	91	9	0	100
	Spring, 2007	79	21	0	100
	Summer, 2002	79	21	0	100
Netherlands	Spring, 2018	98	2	0	100
	Spring, 2017	96	4	0	100
	Spring, 2016	96	4	0	100
Poland	Spring, 2018	93	7	0	100
	Spring, 2017	91	8	0	100
	Spring, 2016	89	11	0	100
	Spring, 2015	88	12	1	100
	Spring, 2014	84	15	0	100
	Spring, 2013	84	15	1	100
	Spring, 2012	82	18	0	100
	Spring, 2011	78	21	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	73	26	1	100
Summer, 2002	40	58	2	100	
Spain	Spring, 2018	98	2	0	100
	Spring, 2017	97	3	0	100
	Spring, 2016	97	3	0	100
	Spring, 2015	96	4	0	100
	Spring, 2014	91	9	0	100
	Spring, 2013	91	9	0	100
	Spring, 2012	95	5	0	100
	Spring, 2011	96	4	0	100
	Spring, 2010	92	8	0	100
	Spring, 2007	84	16	0	100
Sweden	Spring, 2018	98	2	0	100
	Spring, 2017	97	3	0	100
	Spring, 2016	98	2	0	100
	Spring, 2007	91	9	0	100

		Q45. Do you own a cell phone?			
		Yes	No	DK/Refused	Total
United Kingdom	Spring, 2018	95	5	0	100
	Spring, 2017	93	7	0	100
	Spring, 2016	93	7	0	100
	Spring, 2015	92	8	0	100
	Spring, 2014	92	8	0	100
	Spring, 2013	92	8	0	100
	Spring, 2012	92	8	0	100
	Spring, 2011	89	11	0	100
	Spring, 2010	91	9	0	100
	Spring, 2007	83	17	0	100
Summer, 2002	76	24	0	100	
Russia	Spring, 2018	93	7	0	100
	Spring, 2017	96	3	1	100
	Spring, 2015	96	4	0	100
	Spring, 2014	96	3	0	100
	Spring, 2013	94	6	0	100
	Spring, 2012	88	12	0	100
	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100
	Spring, 2007	65	35	1	100
Summer, 2002	8	91	1	100	
Australia	Spring, 2018	94	6	0	100
	Spring, 2017	94	6	0	100
	Spring, 2016	95	5	0	100
	Spring, 2015	94	6	0	100
	Spring, 2013	91	9	0	100
India	Spring, 2018	65	35	0	100
	Spring, 2017	73	26	1	100
	Spring, 2016	72	28	0	100
	Spring, 2015	78	22	0	100
	Spring, 2014	81	19	0	100
	Winter, 2013-2014	77	23	1	100
Indonesia	Spring, 2018	70	29	1	100
	Spring, 2017	75	25	0	100
	Spring, 2015	77	23	0	100
	Spring, 2014	78	22	0	100
	Spring, 2013	78	22	0	100
	Spring, 2011	55	45	0	100
	Spring, 2010	46	54	0	100
	Spring, 2007	27	73	0	100

		Q45. Do you own a cell phone?			
		Yes	No	DK/Refused	Total
Japan	Spring, 2018	92	8	0	100
	Spring, 2017	92	8	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	89	11	0	100
	Spring, 2014	87	13	0	100
	Spring, 2013	85	15	0	100
	Spring, 2012	87	13	0	100
	Spring, 2011	86	14	0	100
	Spring, 2010	82	18	0	100
Philippines	Spring, 2018	77	23	0	100
	Spring, 2017	74	26	0	100
	Spring, 2015	70	30	0	100
	Spring, 2014	74	26	0	100
	Spring, 2013	71	29	0	100
	Summer, 2002	28	72	0	100
South Korea	Spring, 2018	100	0	0	100
	Spring, 2017	100	0	0	100
	Spring, 2015	100	0	0	100
	Spring, 2014	100	0	0	100
	Spring, 2013	100	0	0	100
	Spring, 2010	97	3	0	100
	Spring, 2007	97	3	0	100
	Summer, 2002	93	7	0	100
Israel	Spring, 2018	98	2	0	100
	Spring, 2017	97	3	0	100
	Spring, 2015	97	3	0	100
	Spring, 2014	93	6	1	100
	Spring, 2013	92	5	3	100
	Spring, 2011	95	5	0	100
	Spring, 2007	93	7	0	100
Tunisia	Spring, 2018	90	10	0	100
	Spring, 2017	84	16	0	100
	Spring, 2014	86	14	0	100
	Spring, 2013	88	12	0	100
	Spring, 2012	91	9	0	100
Kenya	Spring, 2018	86	14	0	100
	Spring, 2017	80	20	0	100
	Spring, 2016	80	20	0	100
	Spring, 2015	82	18	0	100
	Spring, 2014	82	18	0	100
	Spring, 2013	82	18	0	100
	Spring, 2011	74	25	0	100
	Spring, 2010	65	35	0	100
	Spring, 2007	33	66	1	100
	Summer, 2002	9	91	0	100

		Q45. Do you own a cell phone?			
		Yes	No	DK/Refused	Total
Nigeria	Spring, 2018	83	17	0	100
	Spring, 2017	80	20	0	100
	Spring, 2016	87	13	0	100
	Spring, 2015	89	11	0	100
	Spring, 2014	89	11	0	100
	Spring, 2013	78	21	0	100
	Spring, 2010	74	26	0	100
South Africa	Spring, 2018	94	6	0	100
	Spring, 2017	91	9	0	100
	Spring, 2016	92	8	0	100
	Spring, 2015	89	10	1	100
	Spring, 2014	89	10	0	100
	Spring, 2013	91	9	0	100
	Summer, 2002	33	67	0	100
Argentina	Spring, 2018	83	17	0	100
	Spring, 2017	85	15	0	100
	Spring, 2015	82	18	0	100
	Spring, 2014	82	18	0	100
	Spring, 2013	83	17	0	100
	Spring, 2010	77	23	0	100
	Spring, 2007	63	36	1	100
Summer, 2002	28	72	0	100	
Brazil	Spring, 2018	83	17	0	100
	Spring, 2017	86	14	0	100
	Spring, 2015	86	15	0	100
	Spring, 2014	87	13	0	100
	Spring, 2013	80	20	0	100
	Spring, 2012	84	16	0	100
	Spring, 2010	73	27	0	100
Mexico	Spring, 2018	76	24	0	100
	Spring, 2017	75	25	0	100
	Spring, 2015	72	28	0	100
	Spring, 2014	74	26	0	100
	Spring, 2013	63	37	0	100
	Spring, 2012	63	37	0	100
	Spring, 2011	57	42	1	100
	Spring, 2010	51	48	1	100
	Spring, 2007	44	56	0	100
Summer, 2002	37	63	0	100	

		Q46. ASK ALL MOBILE PHONE OWNERS ONLY: Some cell phones are called "smartphones" because they can access the internet and apps. Is your cell phone a smartphone, such as an iPhone, Android (INSERT COUNTRY SPECIFIC EXAMPLES)?				
		Yes, smartphone	No, not a smartphone	DK/Refused	Total	N=
United States	Spring, 2018	86	13	1	100	1442
	Spring, 2017	86	13	1	100	1459
	Spring, 2016	82	17	1	100	969
	Spring, 2015	79	20	1	100	936
Canada	Spring, 2018	88	11	2	100	941
	Spring, 2017	86	13	1	100	911
	Spring, 2016	84	15	1	100	926
	Spring, 2015	81	17	2	100	858
France	Spring, 2018	80	20	0	100	969
	Spring, 2017	67	33	1	100	957
	Spring, 2016	65	35	0	100	953
	Spring, 2015	57	42	0	100	884
Germany	Spring, 2018	83	16	1	100	968
	Spring, 2017	78	21	0	100	953
	Spring, 2016	71	29	0	100	935
	Spring, 2015	63	36	1	100	960
Greece	Spring, 2018	65	35	0	100	951
	Spring, 2017	58	41	0	100	791
	Spring, 2016	52	48	0	100	922
Hungary	Spring, 2018	70	30	0	100	923
	Spring, 2017	67	33	0	100	849
	Spring, 2016	55	45	0	100	881
Italy	Spring, 2018	78	22	1	100	980
	Spring, 2017	74	25	1	100	817
	Spring, 2016	71	28	0	100	925
	Spring, 2015	64	35	1	100	962
Netherlands	Spring, 2018	89	11	0	100	987
	Spring, 2017	84	16	0	100	969
	Spring, 2016	82	17	0	100	955
Poland	Spring, 2018	68	32	0	100	924
	Spring, 2017	62	37	0	100	1051
	Spring, 2016	58	42	0	100	898
	Spring, 2015	46	53	0	100	918
	Spring, 2014	34	65	1	100	890
	Spring, 2013	25	75	0	100	695
Spain	Spring, 2018	82	17	1	100	992
	Spring, 2017	82	18	1	100	977
	Spring, 2016	81	18	0	100	983
	Spring, 2015	74	25	1	100	969
Sweden	Spring, 2018	88	11	0	100	963
	Spring, 2017	83	17	0	100	973
	Spring, 2016	82	17	0	100	977
United Kingdom	Spring, 2018	80	19	1	100	958
	Spring, 2017	78	21	1	100	996
	Spring, 2016	77	22	1	100	1335
	Spring, 2015	75	25	1	100	918

		Q46. ASK ALL MOBILE PHONE OWNERS ONLY: Some cell phones are called "smartphones" because they can access the internet and apps. Is your cell phone a smartphone, such as an iPhone, Android (INSERT COUNTRY SPECIFIC EXAMPLES)?				
		Yes, smartphone	No, not a smartphone	DK/Refused	Total	N=
Russia	Spring, 2018	64	36	0	100	950
	Spring, 2017	61	38	0	100	958
	Spring, 2015	46	53	0	100	970
	Spring, 2014	35	65	1	100	967
	Spring, 2013	24	74	2	100	941
Australia	Spring, 2018	86	12	1	100	1111
	Spring, 2017	87	12	0	100	967
	Spring, 2016	83	16	1	100	962
	Spring, 2015	83	17	0	100	954
India	Spring, 2018	38	62	0	100	1715
	Spring, 2017	30	69	1	100	2016
	Spring, 2016	25	73	2	100	1914
	Spring, 2015	21	78	1	100	2031
	Spring, 2014	17	79	3	100	2088
	Winter, 2013-2014	15	82	3	100	2028
Indonesia	Spring, 2018	60	40	0	100	835
	Spring, 2017	37	63	0	100	814
	Spring, 2015	27	72	1	100	812
	Spring, 2014	19	80	1	100	807
	Spring, 2013	14	85	1	100	777
Japan	Spring, 2018	72	28	1	100	961
	Spring, 2017	64	36	0	100	937
	Spring, 2016	60	40	0	100	907
	Spring, 2015	44	56	0	100	908
Philippines	Spring, 2018	71	28	0	100	881
	Spring, 2017	59	40	1	100	747
	Spring, 2015	31	67	1	100	684
	Spring, 2014	27	73	1	100	757
	Spring, 2013	25	74	1	100	567
South Korea	Spring, 2018	95	5	0	100	1007
	Spring, 2017	94	6	0	100	1010
	Spring, 2015	88	12	0	100	1005
Israel	Spring, 2018	90	9	1	100	974
	Spring, 2017	86	14	1	100	1019
	Spring, 2015	76	24	0	100	965
Tunisia	Spring, 2018	50	50	0	100	943
	Spring, 2017	33	67	0	100	892
	Spring, 2014	14	86	1	100	858
	Spring, 2013	14	86	0	100	864
Kenya	Spring, 2018	48	52	0	100	940
	Spring, 2017	38	62	1	100	957
	Spring, 2016	41	58	1	100	977
	Spring, 2015	32	68	0	100	874
	Spring, 2014	19	81	0	100	869
	Spring, 2013	23	76	1	100	675

		Q46. ASK ALL MOBILE PHONE OWNERS ONLY: Some cell phones are called "smartphones" because they can access the internet and apps. Is your cell phone a smartphone, such as an iPhone, Android (INSERT COUNTRY SPECIFIC EXAMPLES)?				
		Yes, smartphone	No, not a smartphone	DK/Refused	Total	N=
Nigeria	Spring, 2018	47	53	0	100	854
	Spring, 2017	40	60	0	100	894
	Spring, 2016	48	52	0	100	957
	Spring, 2015	31	69	0	100	943
	Spring, 2014	30	69	1	100	912
	Spring, 2013	24	75	1	100	829
South Africa	Spring, 2018	64	35	1	100	1396
	Spring, 2017	56	44	0	100	1194
	Spring, 2016	60	40	0	100	1043
	Spring, 2015	42	57	1	100	904
	Spring, 2014	38	60	2	100	909
	Spring, 2013	36	63	1	100	741
Argentina	Spring, 2018	81	18	1	100	855
	Spring, 2017	77	23	0	100	872
	Spring, 2015	59	41	0	100	831
	Spring, 2014	42	58	0	100	831
	Spring, 2013	41	59	0	100	688
Brazil	Spring, 2018	72	26	1	100	854
	Spring, 2017	63	37	0	100	874
	Spring, 2015	47	53	0	100	855
	Spring, 2014	27	72	1	100	870
	Spring, 2013	19	80	1	100	771
Mexico	Spring, 2018	69	30	1	100	672
	Spring, 2017	56	44	1	100	757
	Spring, 2015	49	50	1	100	729
	Spring, 2014	38	61	1	100	732
	Spring, 2013	33	67	0	100	644

		Q47. Do you ever use online social media sites like Facebook, Twitter, (INSERT COUNTRY SPECIFIC EXAMPLES)?			
		Yes	No	DK/Refused	Total
United States	Spring, 2018	70	30	0	100
Canada	Spring, 2018	68	32	0	100
France	Spring, 2018	60	40	0	100
Germany	Spring, 2018	44	55	0	100
Greece	Spring, 2018	50	50	0	100
Hungary	Spring, 2018	62	38	0	100
Italy	Spring, 2018	54	45	1	100
Netherlands	Spring, 2018	72	28	0	100
Poland	Spring, 2018	53	47	0	100
Spain	Spring, 2018	68	32	0	100
Sweden	Spring, 2018	73	27	0	100
United Kingdom	Spring, 2018	66	34	0	100
Russia	Spring, 2018	63	36	0	100
Australia	Spring, 2018	70	29	0	100
India	Spring, 2018	23	75	2	100
Indonesia	Spring, 2018	39	60	0	100
Japan	Spring, 2018	43	57	0	100
Philippines	Spring, 2018	59	40	1	100
South Korea	Spring, 2018	76	24	0	100
Israel	Spring, 2018	77	22	1	100
Tunisia	Spring, 2018	49	51	0	100
Kenya	Spring, 2018	42	57	1	100
Nigeria	Spring, 2018	45	55	0	100
South Africa	Spring, 2018	52	48	0	100
Argentina	Spring, 2018	68	32	0	100
Brazil	Spring, 2018	58	41	0	100
Mexico	Spring, 2018	66	34	1	100