

## According to the BBVA Foundation International University Students Study

# STUDENTS COMBINE INTENSE USE OF THE INTERNET WITH OTHER CULTURAL ACTIVITIES LIKE READING AND VISITING ART MUSEUMS OR EXHIBITIONS

- A survey of over 18,000 university students in six European countries shows them to be both intensive and exceedingly extensive Internet users. Almost all respondents connect every day, and a large majority use the web as an information and communication resource: over 90% use it for e-mail and information search and over 75% in almost all survey countries for chats/instant messaging, social networks and catching up with the news
- Use of the Internet for entertainment purposes or as a shopping and service channel is rather more uneven. Spanish students are the likeliest to use it for music or video downloads (72% and 66% respectively), while the Swedes tend to use it for banking (97%) and purchases (67%)
- Students declare themselves interested in a wide range of subjects, particularly cultural, environmental, scientific and international issues
- In almost all survey countries, over half of students had attended a pop or rock concert in the past six months, while under 20% had attended a concert of classical music. Likewise, over half had visited an art museum or exhibition compared to the third reporting visits to a science and technology museum or exhibit. Spanish students were likeliest of all to have attended a pop or rock concert (64%) and art museum or show (61%) in the previous six months
- The reading of books varies in popularity, with take-up highest among French students (an average of 8 books in the previous 12 months) and lowest among the Italians and Spanish (6 books on average)
- Branch of study is a differentiating factor for students' interests and habits, with arts and humanities students most inclined towards artistic and cultural activities, and engineering students making the most intensive use of the Internet

*Madrid, October 7, 2011-* The BBVA Foundation International University Students Study finds that this public has a wide range of interests, engages regularly in cultural activities and makes intense use of the Internet. Aside from inter-country variability, the data identify branch of study as having a clear influence on student interests and habits.

The data that follow are drawn from a survey among university students in six European countries: France, Germany, Italy, Spain, Sweden and the United Kingdom. Empirical information was gathered through 3,000 face-to-face interviews in each of the six countries (around 18,000 interviewees in all) with students having completed at least two years of studies belonging to Category 5A of the ISCED classification (UNESCO)<sup>1</sup>. Fieldwork was conducted by research institute IPSOS between the months of March and

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<sup>1</sup> Category 5A corresponds to tertiary programmes that are largely theory-based and are designed to provide sufficient qualifications for accessing advanced research programmes and professions with high skill requirements.

June 2010. The design and analysis of the study are the work of the Social Studies and Public Opinion Department of the BBVA Foundation.

Although fieldwork was completed in 2010, the information offered about the side of university life that has to do with interests, habits and lifestyles tends not to vary that much over time. The data, as such, are valid for use over a longer period.

## INTERESTS AND HABITS

### A diversified map of interests

University students' interest map covers a wide and varied territory, taking in themes like the environment, politics and technology. In almost all cases, the average interest expressed on a scale from 0 to 10 approaches or exceeds 6 points, reflecting the broad, cross-category interests that occupy the minds of the European students in the survey (see figure 1).

Cultural, environmental, science and international issues appear in the upper reaches of the interest map (average scores in all countries tending to exceed 6.5 points on the scale).

The sole exception is sports, where the low interest found is heavily conditioned by respondent gender. In Spain, for example, average interest in sports-related issues stood at 6.8 among men and 5.1 among women.

**Figure 1: Every day there is a great deal of news about a wide variety of issues. I would like you to rate the following issues according to your level of interest.** Base: all cases. Mean on a scale from 0 to 10 where 0 means you have absolutely no interest, and 10 means you have a great deal of interest in these issues



### Medium-to-low experience of visiting science and technology museums or exhibitions

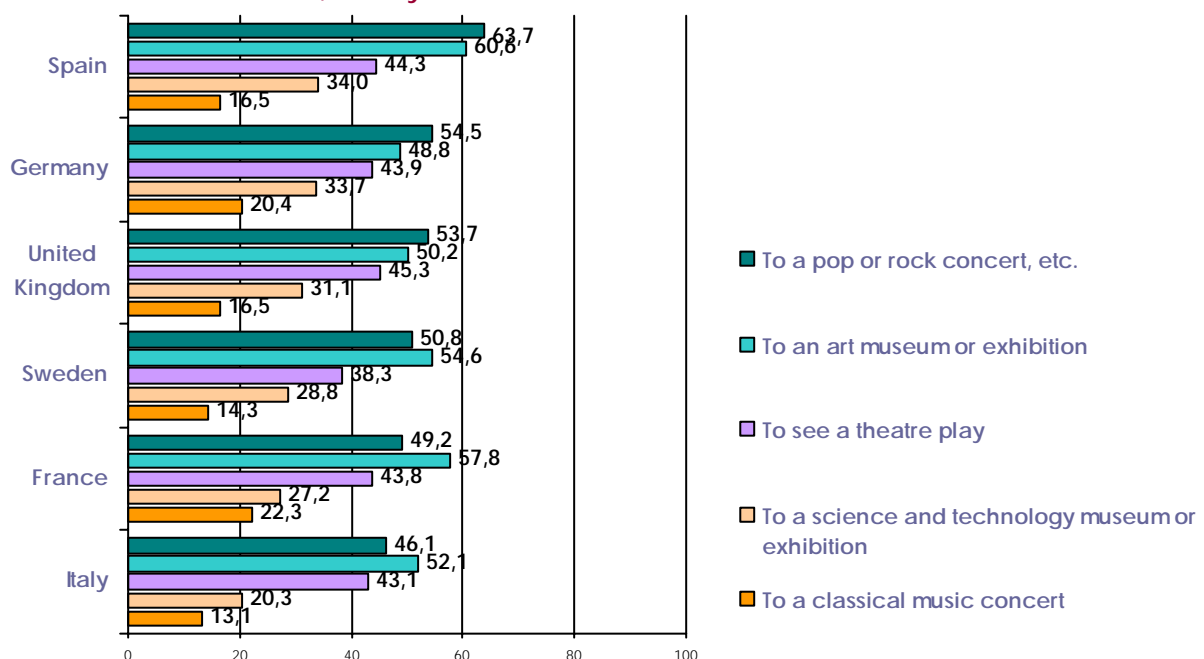
With regard to cultural and artistic events, over half of students in almost all countries had attended a pop or rock concert or visited an art museum or exhibition in the six months prior to the survey. Theatre attendance tended to be lower as well as broadly similar among countries (around 40%), while classical music concerts were more of a minority pursuit (under 20% in most countries).

Despite their declared interest in science, the percentage actually visiting a science or technology museum or exhibition was generally low with some inter-country variation, ranging from 20% in Italy to 34% in Spain and Germany.

As we can see from figure 2, take-up of leisure and cultural activities differs from one country to the next. Spanish students stand out as the likeliest to have attended a pop or rock concert in the previous six months and, alongside the French, were the likeliest to have visited an art museum or exhibition. Spaniards, along with Germans, were also the most assiduous visitors in the same six months to science and technology museums or exhibits. Finally the French, followed by the Germans, were those who had most often attended classical music concerts.

The Italians were the most loath to engage in this kind of activity, with particularly low percentages reporting attendance at a science and technology museum or classical music concert.

**Figure 2: In the last 6 months, have you been...** Base: all cases



### The book-reading habit is unequally developed

In order to get a clearer picture of the importance of cultural activities in university students' lives, the survey inquired about their book-reading habits. Between 5% and 14% of respondents, depending on the country, had read not one book in the previous twelve months. At the lower end of the non-reading range were the French (5%) with the top spots going to the United Kingdom (14%), followed by Sweden (12%).

In Spain, meantime, only 8% said they had not read a book in the previous year, with a majority declaring that they had read from 1 to 5 books and 16% claiming to have read more than 11. The segment of readers working through over 11 books in the year was led by the French, followed by the British and Germans (see table 3).

Taking the average of books read (including those reading "0" books) the top position again goes to France, with Italy and Spain at the other extreme and Germany, the United Kingdom and Sweden ranged in between.

**Table 3: In the last 12 months, how many books have you read, apart from those to do with your course?** Base: all cases

	France	Germany	United Kingdom	Sweden	Spain	Italy
None	4.8	7.4	13.9	12.0	8.1	11.1
1-2	14.5	16.1	14.8	19.8	22.1	19.0
3-5	24.5	25.8	21.7	26.5	32.7	26.6
6-10	25.2	24.7	22.9	19.1	21.2	26.3
11 or more	26.0	21.6	23.8	19.9	15.5	12.6
Don't know	5.0	4.3	3.0	2.7	0.4	4.4
<b>Average no. of books</b>	<b>8.0</b>	<b>7.2</b>	<b>7.0</b>	<b>6.5</b>	<b>5.8</b>	<b>5.7</b>

Leaving aside their comparative position versus other European countries, the data show that Spanish university students read a great deal more than the population in general. According to the barometer prepared by the national publishers' association Federación de Gremios de Editores de España<sup>2</sup>, approximately 40% of the Spanish population aged 14 and above had not read a single book in the preceding year – five times more than the 8% of university students saying the same thing. This large gap in reading habits between students and the general public is also evidenced by the abovementioned barometer, which stresses the link between educational level and the frequency and volume of an individual's reading.

## INTERNET USE

### Internet is in universal use among the student population

In all European countries surveyed, almost every student connected frequently to the Internet, and over 90% had done so on the day before the interview.

Students' Internet use sets them clearly apart from the population as a whole. According to Eurostat data from 2010, Internet use among the general population in each survey country is lower than the use levels of university students. The gap is particularly wide in Italy, where only 51% of the population had connected to the Internet in the three previous months. In Spain too the general population lags significantly behind, with only 64% reporting Internet use. In Sweden, conversely, use is practically global, extending to 91% of the general population (see table 4).

**Table 4: When was the last time you connected to the Internet (not counting today)?** Base: all cases

	Sweden	United Kingdom	Spain	Germany	France	Italy
Yesterday	97.4	97.1	96.7	94.3	93.9	90.5
Last week	1.4	2.6	3.2	4.8	4.8	8.7
Last month	0.4	0.2	0.1	0.3	0.6	-
Less frequently	0.5	-	-	0.3	0.3	0.0
DK/NA	0.3	0.1	-	0.2	0.4	0.9

<sup>2</sup> "Hábitos de lectura y compra de libros en el Segundo Cuatrimestre de 2010". Federación de Gremios de Editores de España.

Internet use among the general population in the last three months <sup>3</sup>	91.0	83.0	64.0	80.0	79.0	51.0
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Among the points from which students connect to the Internet, the home dominates in every country (over 90%). Rather more varied is the extent of access from teaching centres; high in Spain particularly (87%) but also Germany, Sweden and the United Kingdom (over 75%), more moderate in France (66%), and considerably more limited in Italy (38%). Access from work, public terminals and other places also varies with the country (see table 5).

Table 5: Have you connected to the Internet in the last week... Base: Internet users						
	Sweden	Germany	United Kingdom	Spain	Italy	France
From home	98.2	96.7	96.0	96.0	95.4	93.0
From your teaching centre	76.7	80.0	74.7	87.1	37.7	66.1
From work	33.0	31.8	25.2	13.2	8.1	23.6
From a public terminal (Internet cafe)	15.0	14.2	16.4	9.8	6.3	17.3
From some other place	39.3	33.7	34.1	24.6	17.2	28.7

### Map of Internet usage

To plot the map of Internet usage, each student was asked about the activities he/she had performed online in the three months prior to the survey. As we can see from table 6, students see the Internet as a space for information and communication. The web is also utilised as an entertainment resource and a channel for buying or ordering goods and services, although these uses are rather less frequent with take-up uneven across the survey sample.

Specifically, Internet is particularly widely used for e-mail and information search (activities carried out by over 90% of respondents), as well as for forums/chats/ instant messaging, social networks and consumption of news (above 75% take-up in almost all countries).

Although amply exploited as a communication and information resource, use of the Internet for entertainment or the ordering of goods and services is a lot more uneven. Students in Germany are those making least use of entertainment-related services while those in Italy are least likely to use the web to shop or order services.

Downloading music and films is very frequent in Spain (over 65%) and listening to radio and watching TV in Sweden, the United Kingdom and Spain (over 60%). Meantime, Sweden heads the list by take-up of Internet banking services, ahead of the UK and France, and is also the only country where it is in common use for dealings with the public administration. Internet shopping, finally, is a widespread practice in Sweden and the United Kingdom, followed by Germany.

The most extensive overall use of the Internet, i.e. the widest take-up of services, corresponds to Sweden (average of 9.6 services used out of 14 inquired about), followed by the United Kingdom and Spain (9.2 and 8.9 respectively). The middle ground is occupied by France y Germany (8.2 and 8.0 respectively) ahead of rear-end Italy (average of 7.4 services utilised).

<sup>3</sup> Source: Eurostat. Internet usage in 2010 – Households and Individuals

**Table 6: Thinking about your Internet use in the last 3 months, can you tell me whether or not you have used each of the following services.** Base: Internet users

	Spain	Sweden	United Kingdom	Germany	Italy	France
<b>Communication</b>						
E-mail	99.6	99.4	99.3	98.8	98.3	98.2
Forums, chats, instant messaging systems (Messenger, etc.)	88.0	83.8	81.2	75.5	83.0	74.0
Social networking, that is, online meeting sites like facebook, my space, etc.	86.6	89.4	91.0	81.8	84.7	79.2
Talking over the Internet, with or without webcam	74.3	59.5	66.9	40.8	57.7	45.8
<b>Information</b>						
Information search/search engines/directories	98.9	98.2	95.5	96.8	89.6	93.6
Reading the news/ Reading the newspaper	86.2	91.8	84.2	79.0	68.8	74.7
<b>Entertainment</b>						
Music downloads	<b>71.8</b>	39.9	57.6	38.6	58.7	48.7
Film and video downloads	<b>66.3</b>	41.0	41.8	27.1	46.9	44.2
Listening to radio/Watching TV	<b>62.6</b>	<b>78.2</b>	<b>68.3</b>	44.2	36.7	54.1
Online games	25.6	<b>37.3</b>	36.3	24.7	31.8	27.1
<b>Goods and services</b>						
Banking (checking balances or ordering transactions)	48.0	<b>96.9</b>	<b>71.9</b>	62.8	26.0	<b>68.8</b>
Dealings with the public administration	35.7	<b>60.2</b>	28.1	33.8	25.1	46.2
Buying new products	34.2	<b>67.2</b>	<b>67.5</b>	57.5	22.6	40.9
Buying or selling second-hand or used products	12.8	26.3	29.9	<b>39.0</b>	16.0	26.6
<b>Average no. of services used</b>	<b>8.9</b>	<b>9.6</b>	<b>9.2</b>	<b>8.0</b>	<b>7.4</b>	<b>8.2</b>

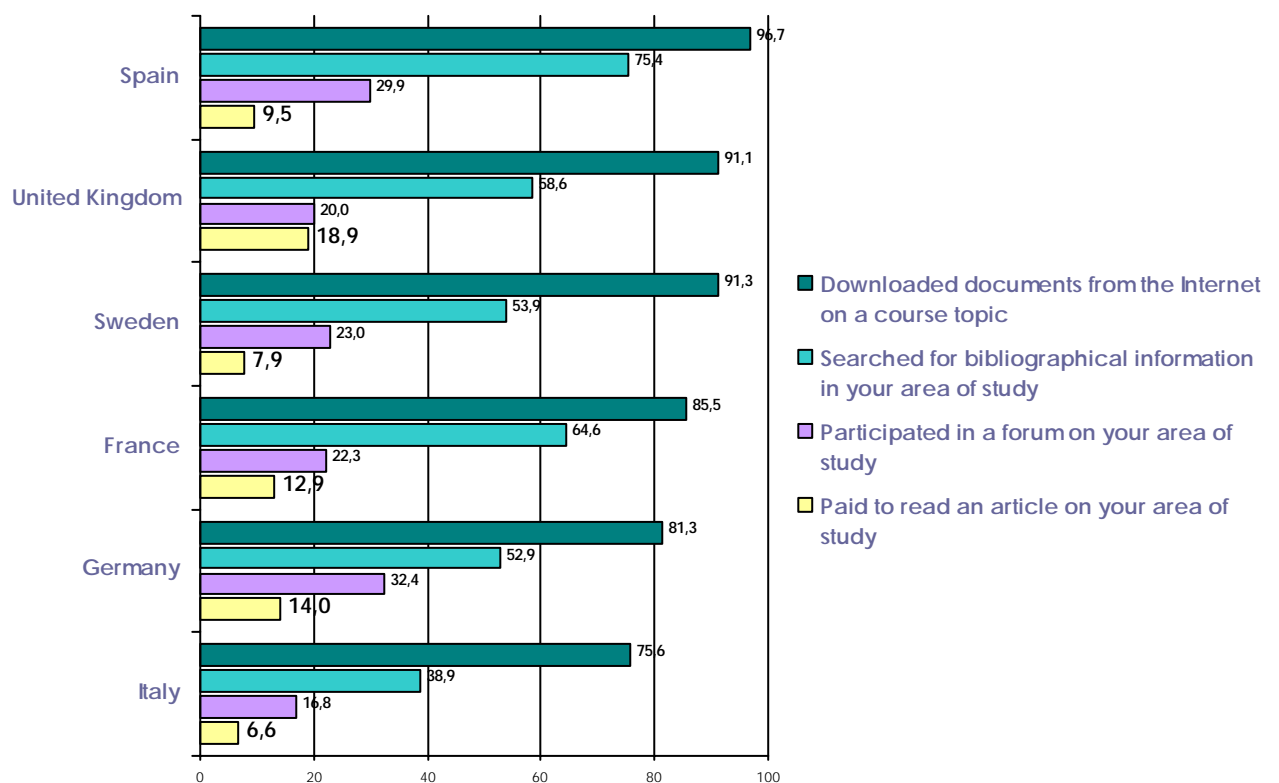
### *Internet as a study resource*

Internet is widely used as a tool for study, primarily to download texts on a course topic but also to search for bibliographical information. A good way behind come the other two options: participating in a forum or paying to read an article on your area of study (see figure 7).

Spanish students are those who most exploit the Internet for study purposes, contrasting with the significant but moderate use of the Italians, who stand at the other extreme.

**Figure 7: In the last 3 months, have you done any of the following things through the Internet?**

Base: Internet users. **Percentage responding affirmatively**



## LIFESTYLES AND USE OF TECHNOLOGY: STUDENT PROFILE BY BRANCH OF STUDY

In 1959, the novelist and mathematician Charles Percy Snow coined the expression “the two cultures” to describe the gulf and general lack of communication between scientific and humanistic knowledge: humanists’ ignorance about even the most elementary scientific concepts and scientists’ disinterest in matters concerning art and literature.

Analysing the interests and habits of Spanish students, we can detect some traits that are typical of a more humanist culture and others that are closer to what we might call a more scientific culture. The attributes of a more humanistic culture are particularly strong among students taking arts and humanities degrees, who clearly express a greater affinity for activities in the realm of art and culture. In contrast, students taking science degrees (experimental and health sciences) no less clearly express a greater affinity for scientific topics.

But despite such divergence, this is not a collective with discrete or antithetic cultures. What we observe, rather, is a heterogeneous universe with characteristics that are by no means mutually exclusive. True, humanities students show more affinity for artistic and cultural manifestations, but this does not add up to a disinterest in scientific matters. Likewise, although science students clearly express a greater interest in scientific issues, this does not mean they have turned their backs on cultural activities.

Regardless of nationality, it is possible to demarcate certain habits and interests among students in each knowledge branch. In general terms, and as reflected below in tables 8 to 11.

- Students of **arts and humanities** tend to diverge from the average profile in each survey country, and constitute a highly defined, differentiated segment in terms of their greater interest in and affinity for artistic and cultural activities:
  - They are those expressing most interest in cultural matters, and also stand among those declaring the keenest interest in political, economic and environmental issues.
  - They are likeliest to have attended an art museum or show or gone to the theatre in the months prior to the survey.
  - They are also the most assiduous readers, with an average of books read significantly ahead of the rest of the study universe.
- Students following **engineering, manufacturing and construction degrees**
  - The most interested in technological matters, they also stand out for their high degree of interest in scientific issues.
  - They are among the most intense users of Internet, and are also those reporting the widest take-up of Internet services.
  - After experimental science students, they are the likeliest to have visited a science and technology museum or exhibition in the six months before the survey.
- Students of **experimental sciences**
  - They stand out for their greater interest in scientific matters and keen interest in environmental, technological and medical issues.
  - In some countries (United Kingdom, Italy) they are the group using the widest range of Internet services.



- Students of **health sciences**
  - Those expressing most interest in medical issues, they also stand out for their above par interest in scientific topics.
  - They tend to devote less time to artistic and cultural activities, and in some countries stand near the bottom of the list as regards the reading of books and take-up of Internet services.
- Students of **social sciences** do not make up a monolithic group. Among them,
  - Economics students stand clearly apart from the rest for their greater interest in economic matters, and are also among those expressing most interest in international issues. In some countries, they are the least likely of all to engage in cultural activities (theatre plays, art museums), and among those least accustomed to reading books. However, they are among the most extensive users of Internet services.
  - Legal science students are those expressing most interest in international and political issues.
  - The interest map of other social science students resembles that of their arts and humanities peers: a keen interest in cultural matters and the likeliest, after humanities students, to attend cultural events like exhibitions, theatre plays, etc. Also among those who have read the most books in the past twelve months.

**Table 8. Every day there is a great deal of news about a wide variety of issues. I would like you to rate the following issues according to your level of interest.** Base: all cases. Mean on a scale from 0 to 10 where 0 means you have absolutely no interest, and 10 means you have a great deal of interest in these issues

	Total	Arts and humanities	Social sciences			Experimental sciences	Health sciences	Engineering, manufacturing and construction
			Legal sciences	Economic sciences	Other			
<b>Cultural/entertainment issues (cinema, music, theatre)</b>								
France	7.1	7.7	7.0	6.9	7.2	6.8	6.6	6.7
Germany	6.7	7.4	6.6	6.3	7.0	6.1	6.5	6.1
Italy	7.2	7.7	7.3	6.9	7.5	7.2	7.0	6.9
Spain	7.2	7.9	7.1	6.8	7.7	7.0	7.2	6.9
Sweden	6.8	7.4	6.5	6.3	7.1	6.5	6.8	6.5
United Kingdom	7.0	7.6	6.9	6.8	7.3	6.4	6.7	6.8
<b>Medical issues</b>								
France	5.9	5.3	5.8	5.7	5.7	6.8	8.0	6.1
Germany	6.0	5.5	5.8	5.3	6.0	6.2	8.5	5.9
Italy	6.8	6.2	6.3	6.3	6.6	7.4	8.2	6.6
Spain	6.2	5.8	5.6	5.8	5.8	7.0	8.2	6.0
Sweden	6.0	5.2	5.4	5.2	5.2	6.3	8.2	5.6
United Kingdom	6.6	6.0	6.2	6.2	6.3	7.1	8.1	6.5
<b>Scientific issues</b>								
France	6.2	5.4	5.8	6.0	5.8	7.7	7.4	7.3
Germany	7.1	6.7	6.7	6.9	6.8	7.8	7.3	7.6
Italy	6.8	6.2	6.1	6.5	6.3	8.0	7.4	7.3
Spain	6.7	6.3	5.6	6.0	6.1	8.0	7.5	7.3
Sweden	6.7	6.4	5.8	6.3	6.0	7.9	6.9	7.4
United Kingdom	6.4	5.7	5.5	5.9	6.0	7.7	7.2	7.2
<b>Technological issues</b>								
France	5.8	4.9	5.5	5.9	5.1	6.7	6.3	6.9
Germany	6.1	5.1	5.6	6.0	5.5	6.8	5.7	7.8

Italy	6.8	6.2	6.4	6.6	6.5	7.2	6.5	<b>7.8</b>
Spain	6.6	5.9	5.9	6.4	5.9	7.0	6.4	<b>7.6</b>
Sweden	5.6	5.1	4.6	5.4	4.5	6.7	5.0	<b>7.6</b>
United Kingdom	6.3	6.0	6.0	6.6	5.8	6.8	6.0	<b>7.7</b>
<b>Economic issues</b>								
France	6.1	5.3	6.6	<b>7.3</b>	5.9	5.5	5.8	6.1
Germany	6.3	5.5	6.8	<b>7.9</b>	6.1	6.1	5.7	6.6
Italy	6.0	5.6	6.3	<b>7.3</b>	5.9	5.7	5.3	6.0
Spain	6.5	6.0	6.9	<b>7.9</b>	6.4	5.8	5.9	6.2
Sweden	5.4	5.0	6.5	<b>7.6</b>	5.2	4.9	4.8	5.7
United Kingdom	6.3	5.9	6.5	<b>7.2</b>	6.1	6.1	5.8	6.5
<b>Political issues</b>								
France	6.1	6.1	<b>7.0</b>	6.4	6.2	5.0	5.5	5.6
Germany	6.6	6.7	<b>7.2</b>	<b>6.7</b>	<b>7.0</b>	6.2	6.5	6.3
Italy	6.1	6.1	<b>6.8</b>	6.2	6.3	5.9	5.6	5.9
Spain	5.6	5.5	<b>6.8</b>	5.9	5.9	5.0	5.0	5.2
Sweden	5.6	5.8	<b>6.6</b>	5.8	6.0	5.6	4.9	5.5
United Kingdom	5.8	5.8	<b>6.3</b>	<b>6.0</b>	<b>6.2</b>	5.3	5.4	5.6

Table 9. In the last 6 months, have you been... Base: all cases. Percentage responding affirmatively								
	Total	Arts and human ities	Social sciences			Experim ental sciences	Health sciences	Engineerin g, manufact uring and constructi on
			Legal sciences	Economi c sciences	Other			
To an art museum or exhibition								
Spain	60.7	75.0	55.8	49.3	70.7	59.1	53.3	62.1
Germany	48.8	64.7	42.2	41.4	53.6	43.6	44.8	36.6
United Kingdom	50.2	68.7	40.9	41.4	56.5	46.9	43.4	45.1
Sweden	54.6	64.8	59.7	41.2	57.4	51.6	50.9	55.6
France	57.8	68.8	56.8	54.7	59.5	48.9	39.6	56.3
Italy	52.2	64.4	46.0	41.8	55.2	54.0	50.5	52.4
To see a theatre play								
Spain	44.3	52.0	43.3	35.9	51.6	44.3	42.5	43.3
Germany	43.9	58.9	44.5	37.8	48.5	39.1	42.1	29.6
United Kingdom	45.3	57.4	38.1	38.9	51.0	41.1	45.5	36.3
Sweden	38.3	47.6	43.3	28.9	38.9	42.5	33.6	37.9
France	43.8	50.3	40.3	41.2	44.6	34.1	32.4	50.7
Italy	43.2	55.3	41.9	33.6	45.6	39.3	43.4	41.6
To a science and technology museum or exhibition								
Spain	34.0	33.6	23.4	24.9	27.2	55.7	34.0	42.7
Germany	33.7	26.0	27.3	28.6	26.5	49.1	32.0	43.1
United Kingdom	31.1	29.0	24.7	20.6	32.4	42.4	32.2	38.8
Sweden	28.8	35.0	29.9	23.6	23.6	30.7	23.3	38.3
France	27.2	21.1	23.9	24.0	21.0	41.7	26.7	39.8
Italy	20.3	20.5	11.7	16.6	17.6	30.5	20.0	25.8

**Table 10: In the last 12 months, how many books have you read, apart from those to do with your course?**

Base: all cases

	Total	Arts and humanities	Social sciences			Experimental sciences	Health sciences	Engineering, manufacturing and construction
			Legal sciences	Economic sciences	Other			
France	8.0	10.0	8.5	7.4	8.4	6.5	6.0	7.1
Germany	7.2	9.0	7.1	6.2	7.7	6.8	7.0	5.4
Italy	5.7	7.4	5.0	4.8	6.6	5.6	5.7	5.1
Spain	5.8	8.7	6.1	4.5	6.7	5.8	5.1	5.4
Sweden	6.5	7.8	6.5	5.4	7.2	5.6	6.1	6.1
United Kingdom	7.0	8.7	6.9	5.6	7.5	7.6	6.9	5.3

**Table 11: Thinking about your Internet use in the last 3 months, can you tell me whether or not you have used each of the following services.** Base: Internet users

	Total	Arts and humanities	Social sciences			Experimental sciences	Health sciences	Engineering, manufacturing and construction
			Legal sciences	Economic sciences	Other			
Reading the news/ Reading the newspaper								
France	74.7	69.2	77.8	81.5	69.2	73.2	62.3	80.1
Germany	79.0	78.7	83.5	83.1	76.1	76.6	77.9	80.0
Italy	68.8	66.1	69.8	68.7	69.7	71.3	66.5	70.2
Spain	86.2	83.1	87.2	88.1	85.7	82.8	83.3	88.2
Sweden	91.8	90.4	97.0	94.6	91.4	89.5	89.7	94.9
United Kingdom	84.2	86.8	83.3	87.4	86.5	82.6	76.6	83.9
Social networking, that is, online meeting sites like facebook, my space, etc.								
France	79.2	73.5	79.7	87.6	76.5	77.4	78.1	79.5
Germany	81.8	82.6	77.2	83.7	82.5	79.5	86.0	79.8
Italy	84.7	84.1	86.2	90.1	83.5	86.0	77.6	86.3
Spain	86.6	81.6	82.9	89.0	89.4	84.6	86.7	86.8
Sweden	89.4	89.2	91.0	91.9	90.6	87.8	87.3	89.8
United Kingdom	91.0	92.4	87.4	91.6	91.7	94.3	87.0	91.5
Music downloads								
France	48.7	47.1	43.6	55.5	42.9	46.6	44.3	54.5
Germany	38.6	34.1	37.8	41.4	31.7	37.6	38.4	48.5
Italy	58.8	55.9	55.6	60.1	55.5	60.7	55.1	67.0
Spain	71.8	62.9	68.8	75.0	75.5	71.8	70.1	72.1
Sweden	39.9	36.2	37.3	39.7	40.1	41.1	31.8	50.6
United Kingdom	57.6	56.7	53.5	62.4	57.8	59.6	49.1	63.9
Banking (checking balances or ordering transactions)								
France	68.9	60.4	67.2	76.5	65.1	66.5	71.4	77.3
Germany	62.8	62.1	57.5	67.9	58.4	64.2	62.8	62.9
Italy	25.9	24.7	22.1	30.0	22.4	24.0	25.9	30.9
Spain	48.0	36.5	41.4	50.4	49.5	45.7	41.2	55.4
Sweden	96.9	96.5	95.5	98.0	95.9	98.4	95.8	98.4
United Kingdom	71.9	70.0	71.6	72.4	71.2	70.8	72.7	75.9
Buying new products								
France	40.9	37.7	38.1	47.6	35.8	37.7	36.8	47.4
Germany	57.5	60.9	52.0	59.7	54.3	54.1	57.4	57.4
Italy	22.6	19.1	19.0	22.4	18.6	27.3	23.0	28.6
Spain	34.2	28.1	28.7	30.6	33.1	35.3	32.3	41.9
Sweden	67.2	68.2	73.1	66.3	66.9	62.8	63.6	72.8
United Kingdom	67.5	68.3	59.5	67.9	70.0	70.1	62.9	69.3

## SALIENT TRAITS OF SPANISH STUDENTS

The interests, habits and Internet use of Spanish university students can be synthesized as follows:

- They express keen interest in a wide range of issues, with cultural, environmental, scientific and international issues figuring in the top places.
- Compared to students in the other countries surveyed, they are likelier to have engaged in a series of leisure and cultural activities. In particular, the percentage of Spanish students who had recently attended a pop or rock concert or an art museum or show (over 60%) was the highest recorded in any country. Attendance at the theatre (around 40%) was, however, about the same as that of students elsewhere. Just over a third of Spanish students had been to a science and technology museum or exhibition in the previous six months, on a par with Germany and the United Kingdom and ahead of the other three countries in the survey. As in other countries, only a minority of students (17%) had recently attended a classical music concert.
- Only 8% of Spaniards declared that they had read no books in the past year, while a majority said they had read 1 to 5 and 16% claimed more than 11. Taking the average of books read (including those stating "0" books), Spain and Italy come out the lowest, while France scores the highest average.
- For Spanish students, like their European peers, Internet use is practically universal, with over 90% saying they had been online the day before the interview. Almost all respondents connect mainly from home, although Spanish students are also the likeliest to connect from their teaching centre (87%) and among the least likely from their place of work (13%) (consistent with the small percentage of students with jobs – around 30%, comparable only to Italy).
- Spanish students use the Internet for a wide range of services compared to students in other countries. Like their European peers, over 90% use the web for e-mail and information search and over 80% for chats, instant messaging and social networks. Where Spaniards diverge from the rest is in their greater tendency to download music (more than 70% doing so against 60% elsewhere) and film and videos (66% against 45%). However they exploit the Internet far less for banking and shopping (48% and 34% respectively) than students in Sweden, the United Kingdom, Germany and France, ahead of only the Italians.
- Finally, Spanish students are among the readiest to use Internet as a study resource. More than 95% say they have downloaded documents on course topics and over 70% (under 65% in remaining countries) have at some point browsed the web for bibliographical information on their area of study.

## ANNEX. TECHNICAL NOTES

**Universe:** students who have completed at least two years of higher education studies belonging to Category 5A of UNESCO's International Standard Classification of Education (ISCED), segmented by branch of study and type of institution.

**Methods:** administered face-to-face survey in study centres.

**Sample size and distribution:** 3,000 valid cases per country stratified according to region, type of centre and branch of study. The final unit was arrived at by random selection in the frame of the above stratification. The sample included from 35 to 50 universities in each country.

**Sampling error:** the estimated sampling error is  $\pm 1.8\%$  in each country for a confidence level of 95.5% and in the worst-case scenario ( $p=q=0.5$ ).

**Fieldwork:** coordinated by Ipsos between the months of March and June, 2010

In countries like Italy and Spain, private university students were oversampled with a view to providing a more robust sample base for this segment. Data were subsequently weighted to re-establish the real weight of each group within the study universe.

**Explanatory note:** Fieldwork was conducted during the implementation of the Bologna process. Since not all countries or universities are at the same stage of rollout, and in view of the non standard structure and duration of study cycles (bachelor's, master's, etc.), the criterion applied was to select students in at least the third year of their courses whose studies belonged to category 5A of UNESCO's International Standard Classification of Education (ISCED). Category 5A corresponds to tertiary programmes that are largely theory-based and are designed to provide sufficient qualifications for accessing advanced research programmes and professions with high skill requirements. Note that certain degrees are considered to come within the ISCED 5A category in some countries but not in others.