

Technology Use Among Active LDS Adult Members and Leaders

An International Comparison



USA



United Kingdom



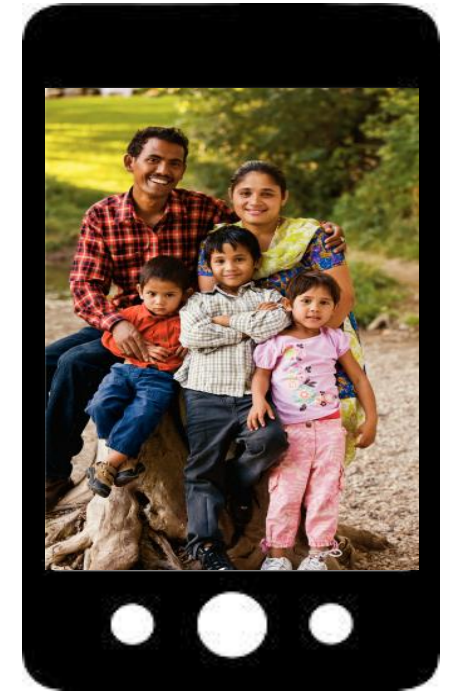
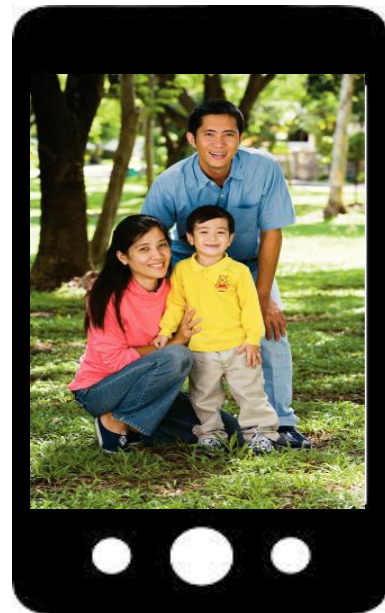
Philippines








Mexico



Ghana



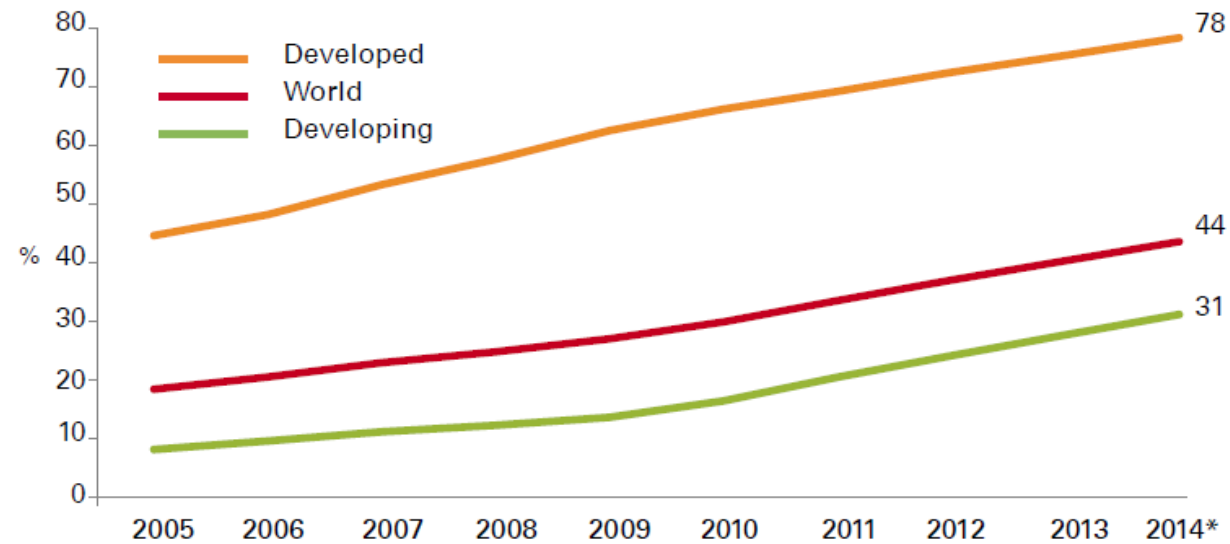
Sample Size by Country

| | Country | Bishops | Ward Council | Active Members |
|---|-------------|---------|--------------|----------------|
|  | USA | 86 | 736 | 4151 |
|  | UK | 25 | 204 | 694 |
|  | Philippines | 41 | 354 | 1056 |
|  | Mexico | 47 | 316 | 1581 |
|  | Ghana | 36 | 300 | 874 |

3 Key Topics:

1. Access and use of the Internet
2. Computer and mobile device use
3. Use of online Church materials

Percentage of households with Internet access, by level of development, 2005-2014*



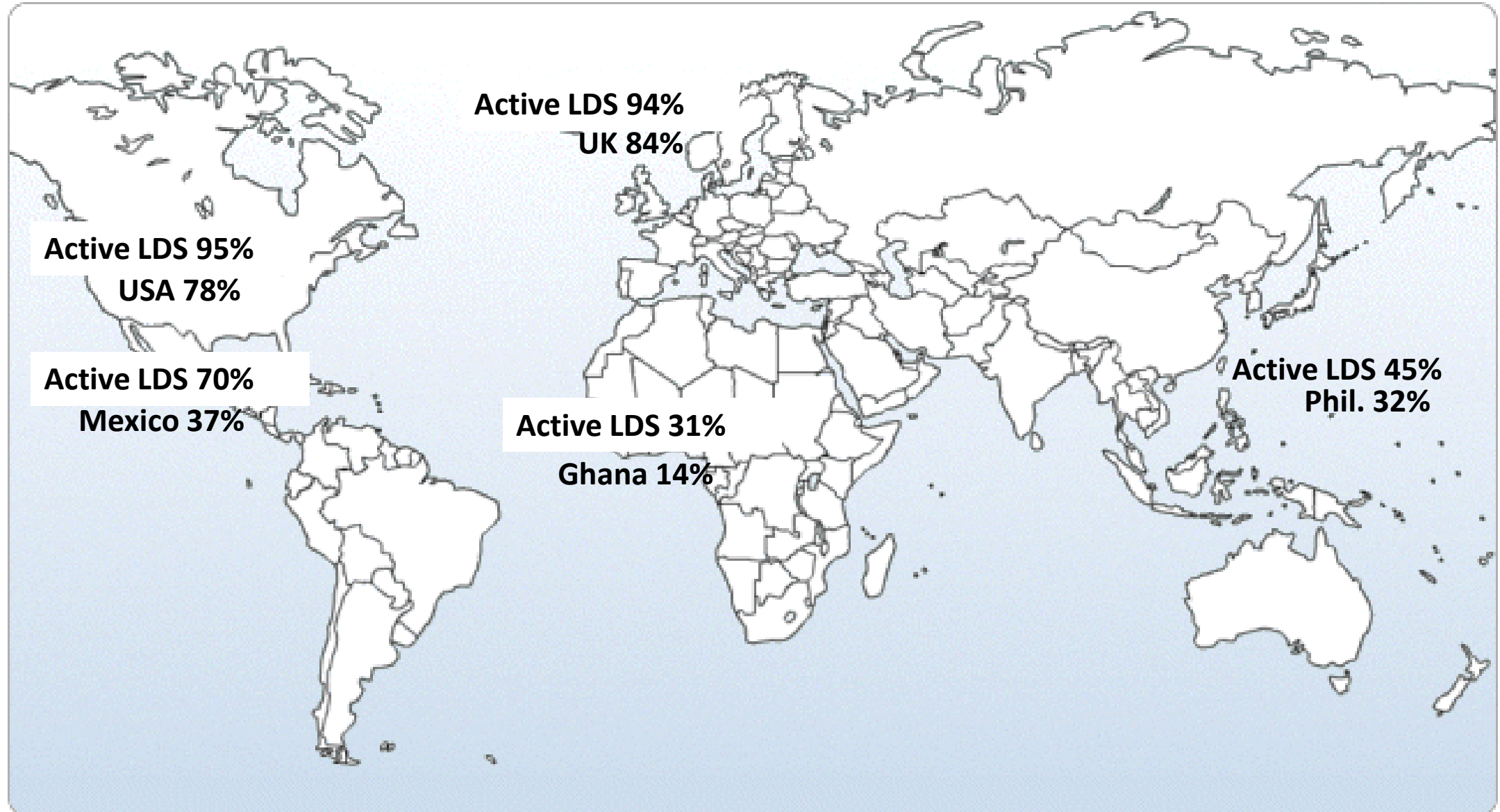
Note: * Estimate

Source: ITU World Telecommunication/ICT Indicators database

By end 2014, 44% of the world's households will have Internet access at home. Close to one third (31%) of households in developing countries will be connected to the Internet, compared with 78% in developed countries.

2013/14 growth rates in the developing world will be more than three times as high as those in the developed world (12.5% growth compared with 4%). Household Internet access is approaching saturation levels in developed countries.

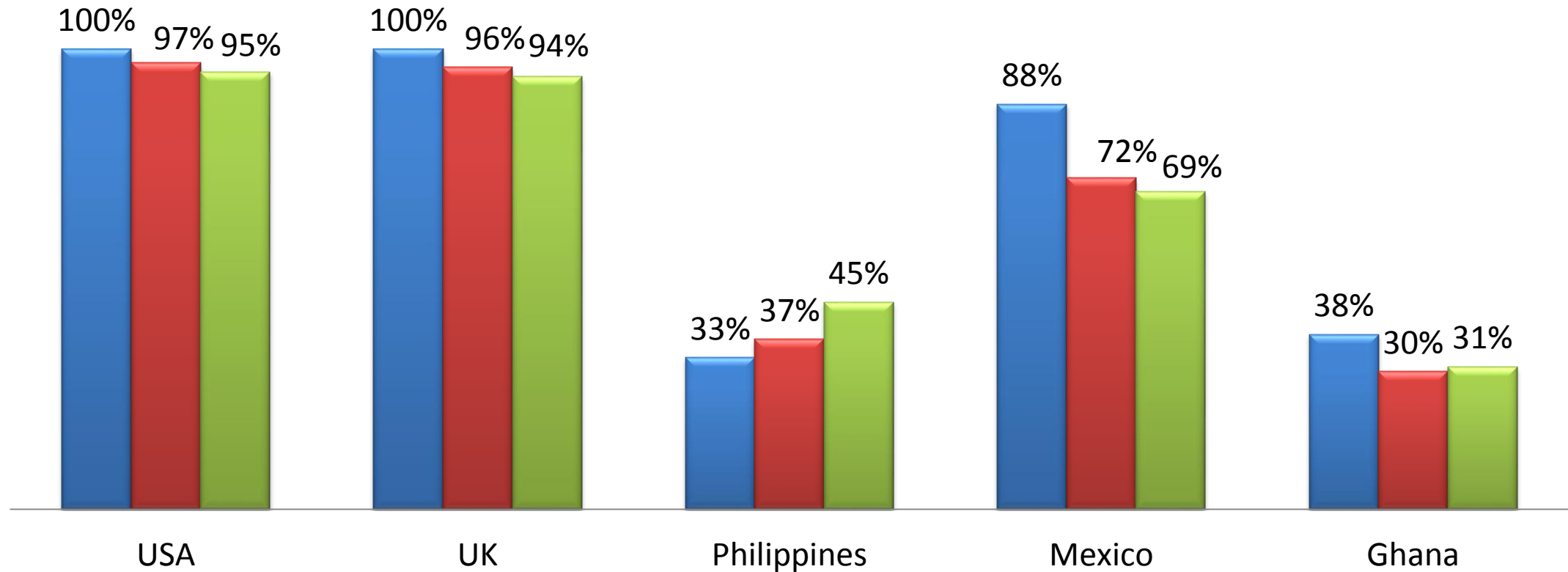
Internet Penetration- (% of the population who use the Internet)



Source: ITU World Telecommunication/ICT Indicators Database 2012

Internet Access at Home by Ward Leadership

■ Bishops/Branch Presidents ■ Ward Council ■ Active Members



Active LDS Adult Members

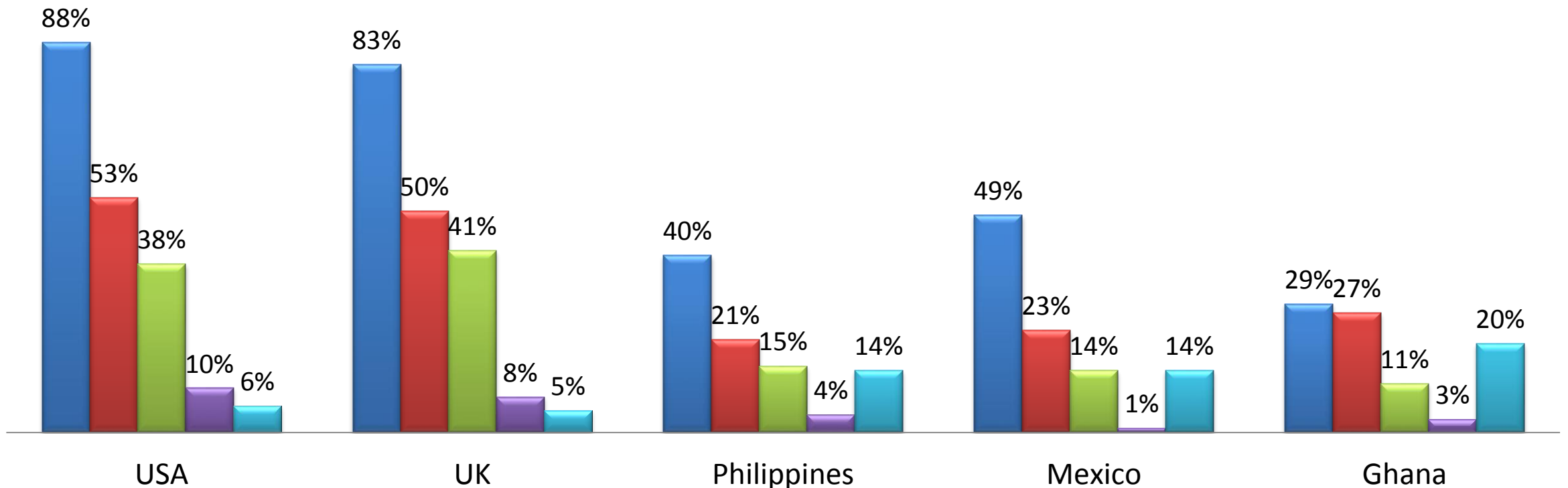
Places you have accessed the Internet in the last month:

| | USA | UK | Philippines | Mexico | Ghana |
|------------------------|-----|-----|-------------|--------|-------|
| Home | 94% | 91% | 45% | 59% | 32% |
| Friend/relative's home | 37% | 39% | 20% | 27% | 10% |
| Work | 52% | 43% | 21% | 28% | 24% |
| Church Meetinghouse | 38% | 48% | 20% | 19% | 15% |
| Internet café | 3% | 2% | 27% | 13% | 25% |
| Business w/ free wi-fi | 19% | 14% | 18% | 17% | 7% |

Computers/Devices Used for Internet Access

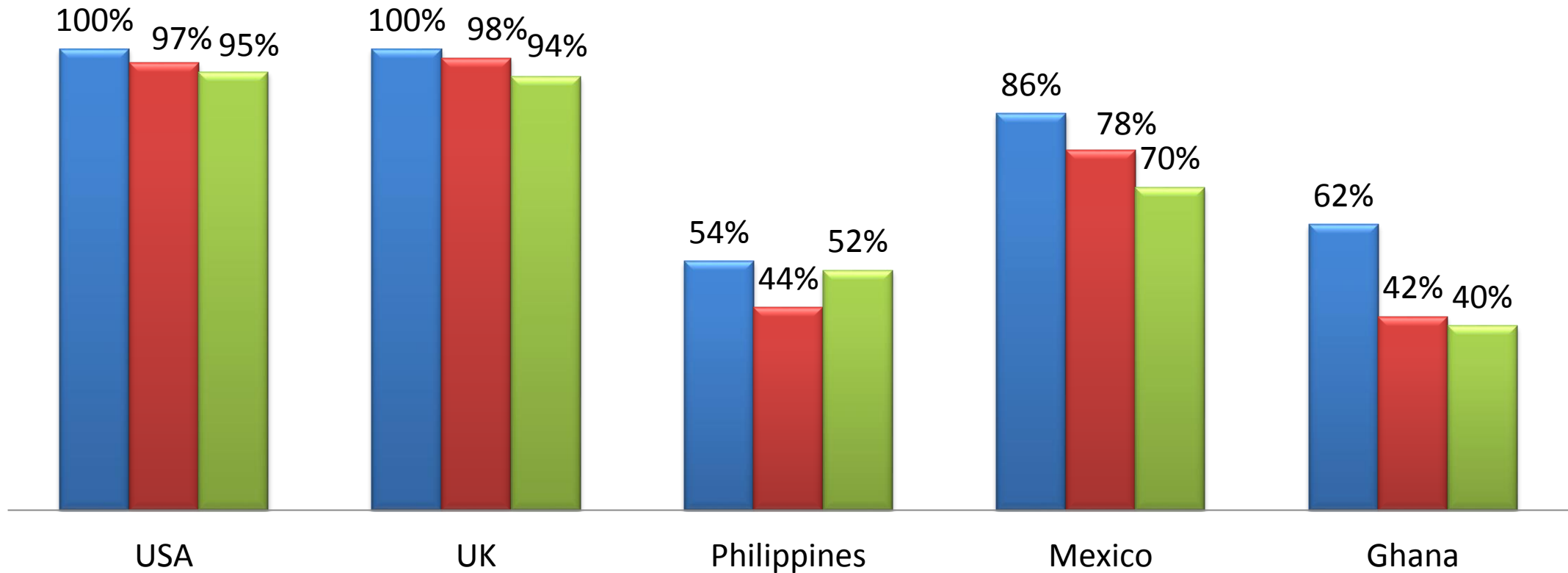
Active LDS Adult Members

■ Desktop/Laptop ■ Smartphone ■ Tablet ■ e-Reader ■ Cell phone (Internet, but no apps)



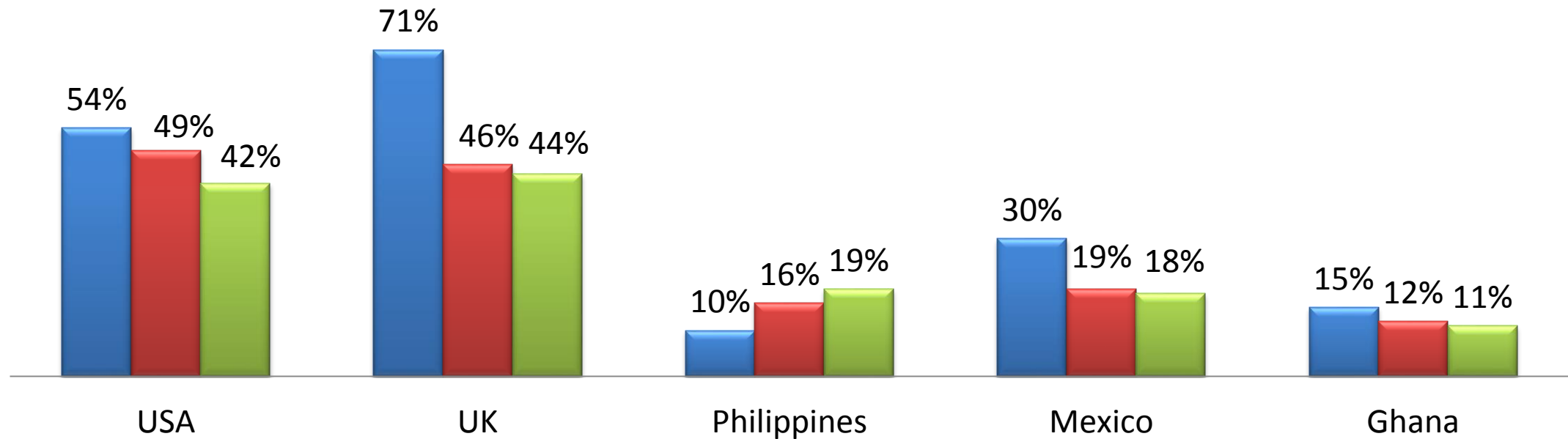
Desktop/Laptop (have or can use whenever you want)-

■ Bishops/Branch Presidents ■ Ward Council ■ Active Members

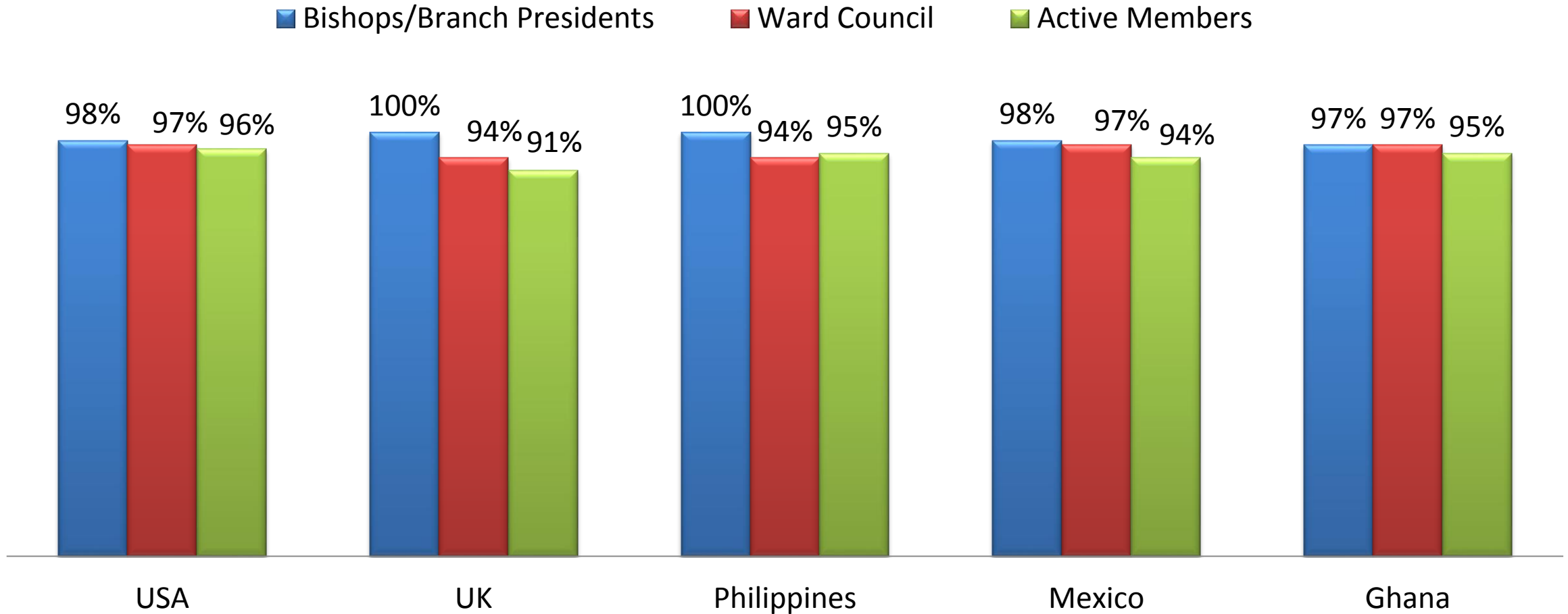


Tablet (have or can use whenever you want)-

■ Bishops/Branch Presidents ■ Ward Council ■ Active Members

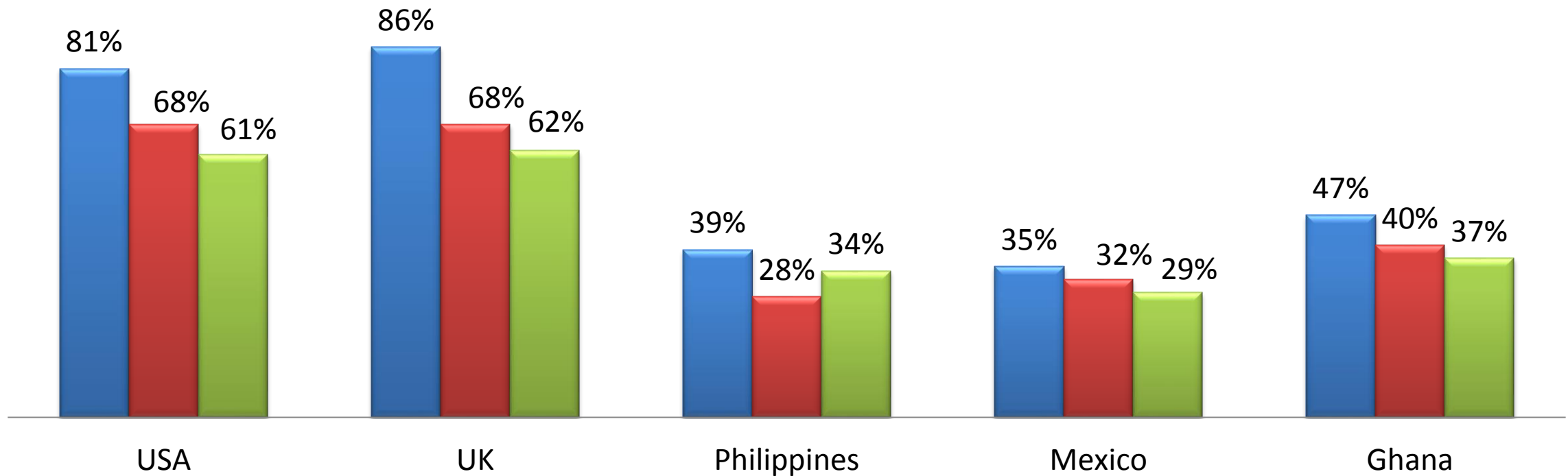


Mobile Phone (including SmartPhone)- (have or can use whenever you want)



SmartPhone- (have or can use whenever you want)

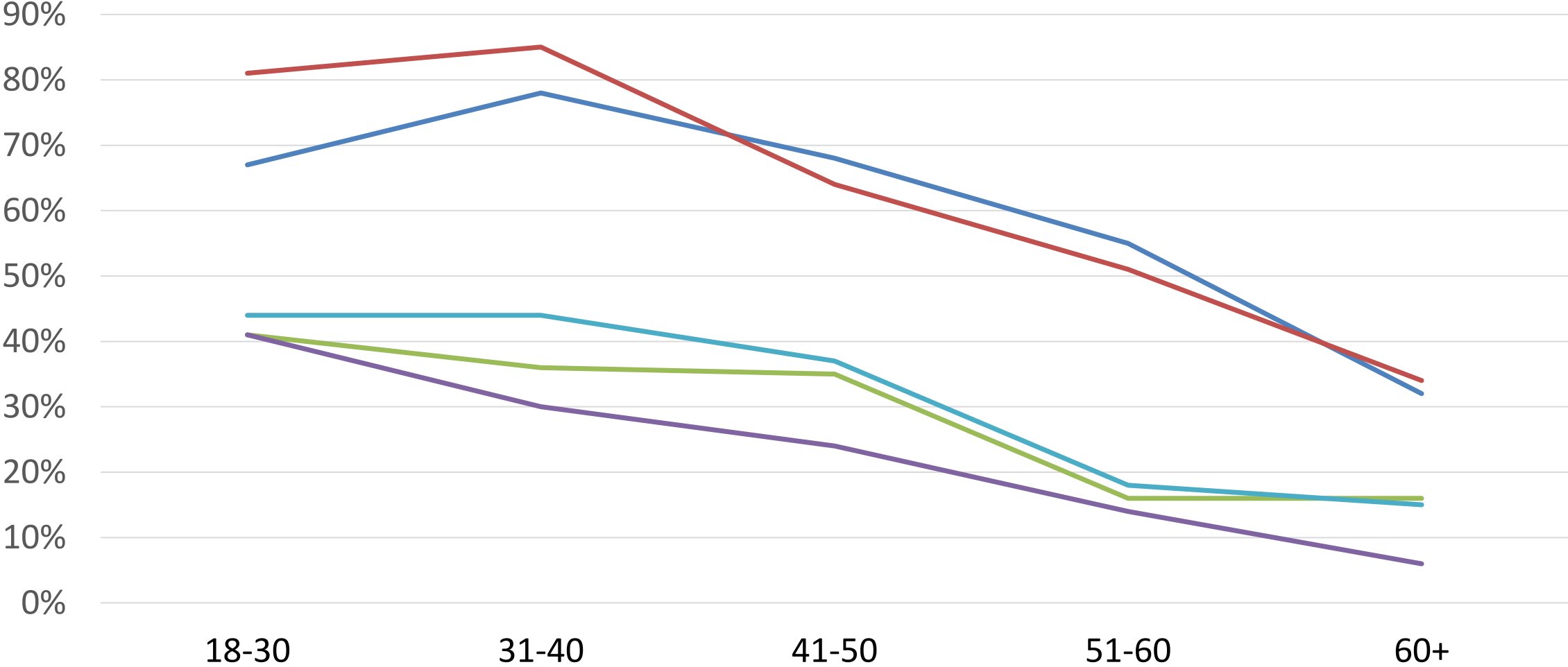
■ Bishops/Branch Presidents ■ Ward Council ■ Active Members



SmartPhone Use- by Age

Active LDS Adult Members

USA UK Philippines Mexico Ghana



Active LDS Adult Members

How Do You Pay for Your Mobile Phone Service? (of those who have a mobile phone)

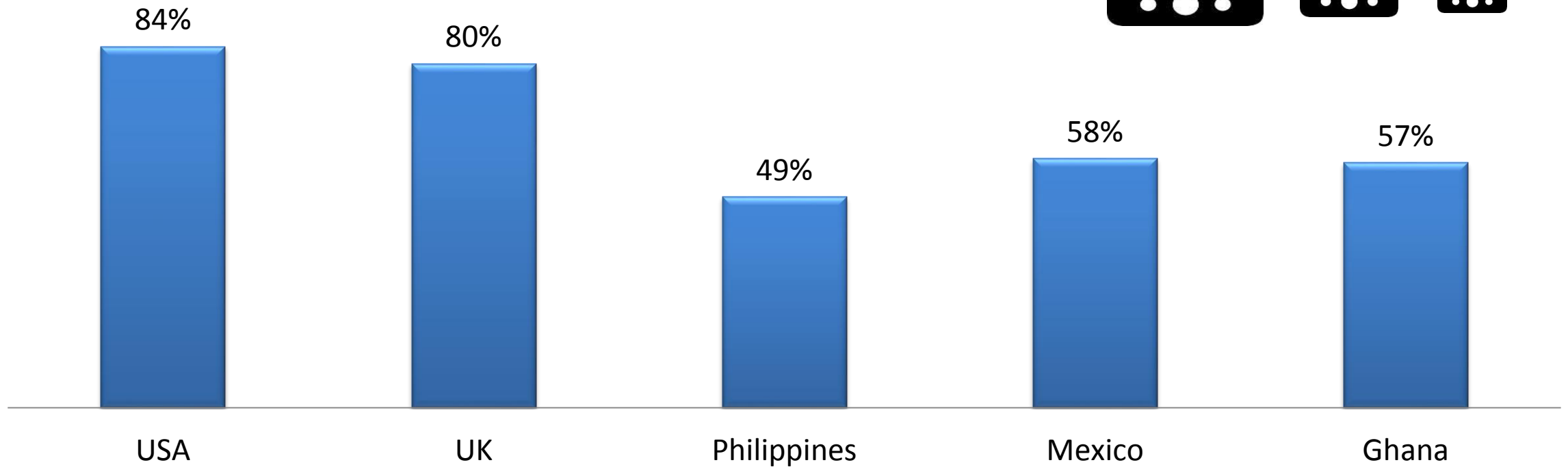
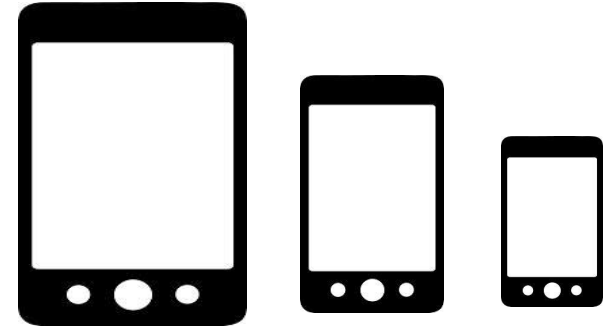
| | USA | UK | Philippines | Mexico | Ghana |
|---------------------------------|-----|-----|-------------|--------|-------|
| Buy time as needed | 5% | 25% | 77% | 70% | 93% |
| Month to month plan | 22% | 27% | 15% | 19% | 5% |
| Annual plan (1-2 year contract) | 73% | 48% | 6% | 11% | 1% |

Using My Mobile Phone is Affordable? (of those who have a mobile phone)

| | USA | UK | Philippines | Mexico | Ghana |
|---|-----|-----|-------------|--------|-------|
| Talking | 98% | 95% | 91% | 72% | 90% |
| Texting | 95% | 97% | 96% | 92% | 90% |
| Accessing the Internet (of those who have phones that can access the Internet)* | 83% | 88% | 73% | 59% | 68% |

Any Mobile Device- (Tablet/Smartphone/e-Reader/iPod)

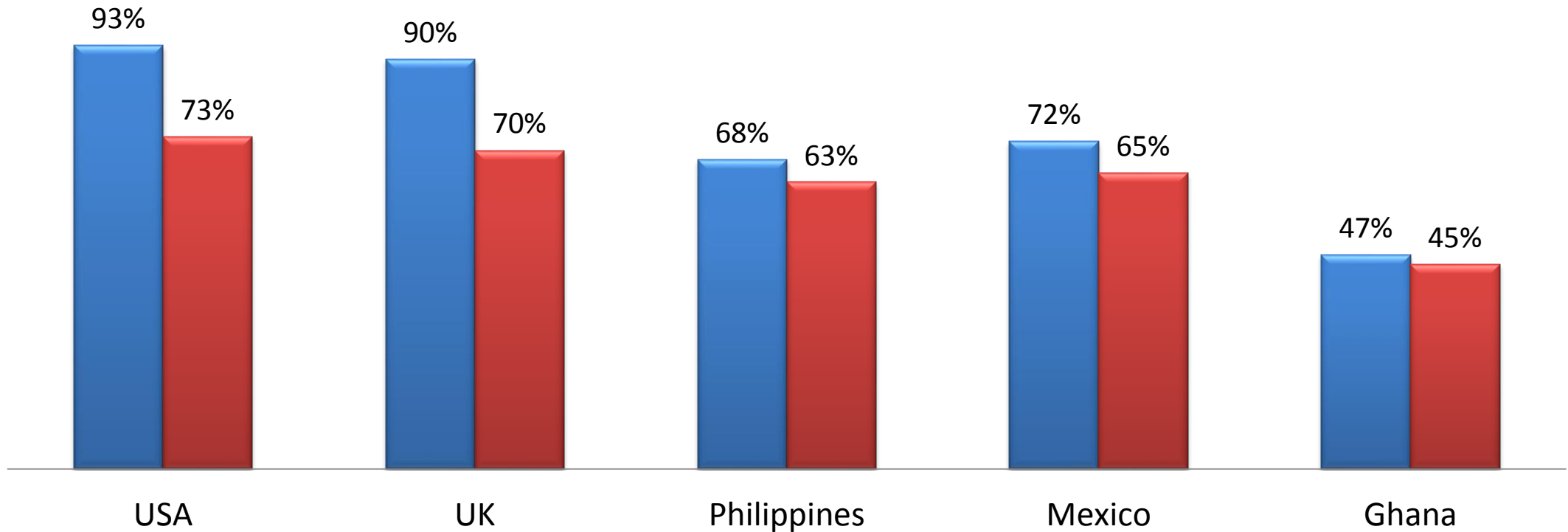
Active LDS Adult Members



Email vs. Social Media Account

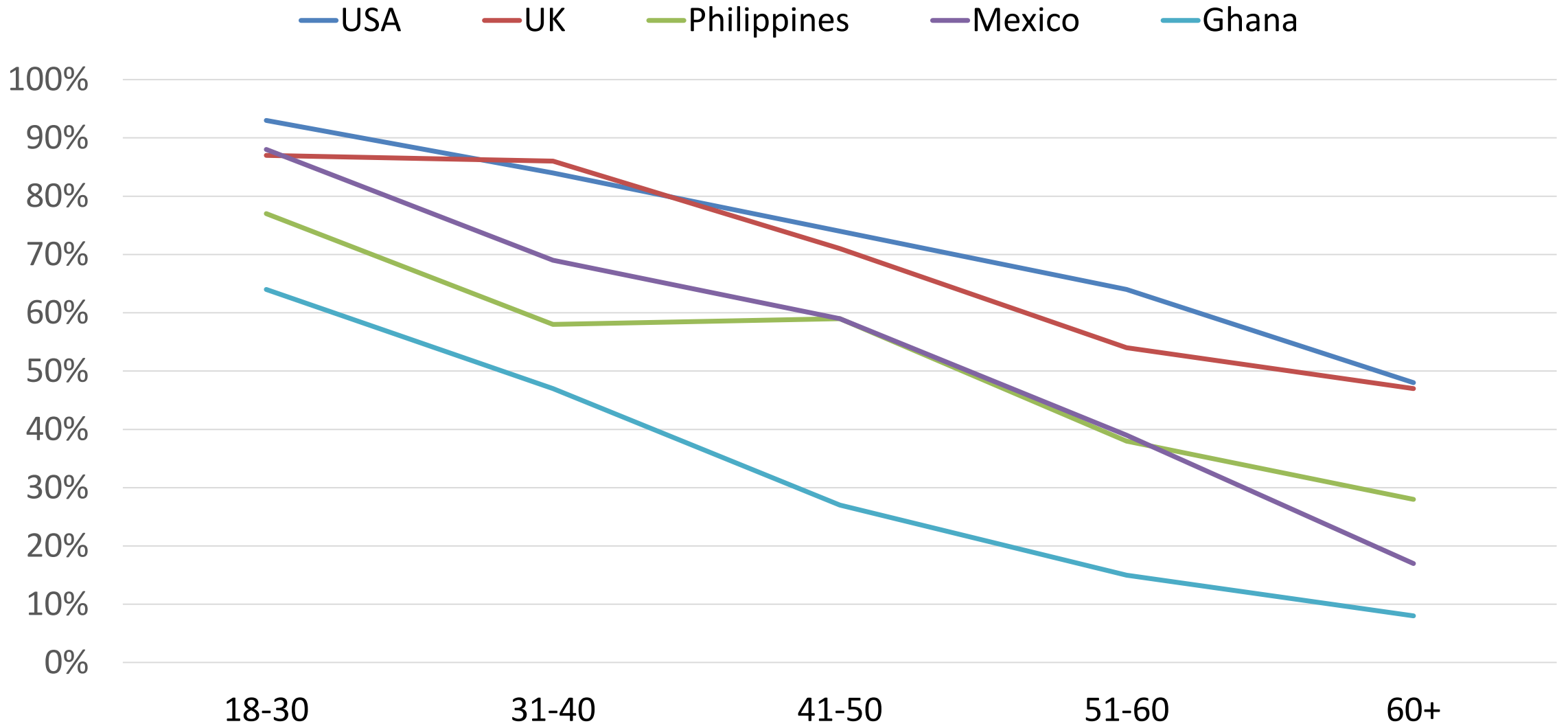
Active LDS Adult Members

■ Email Account ■ Social Media Account



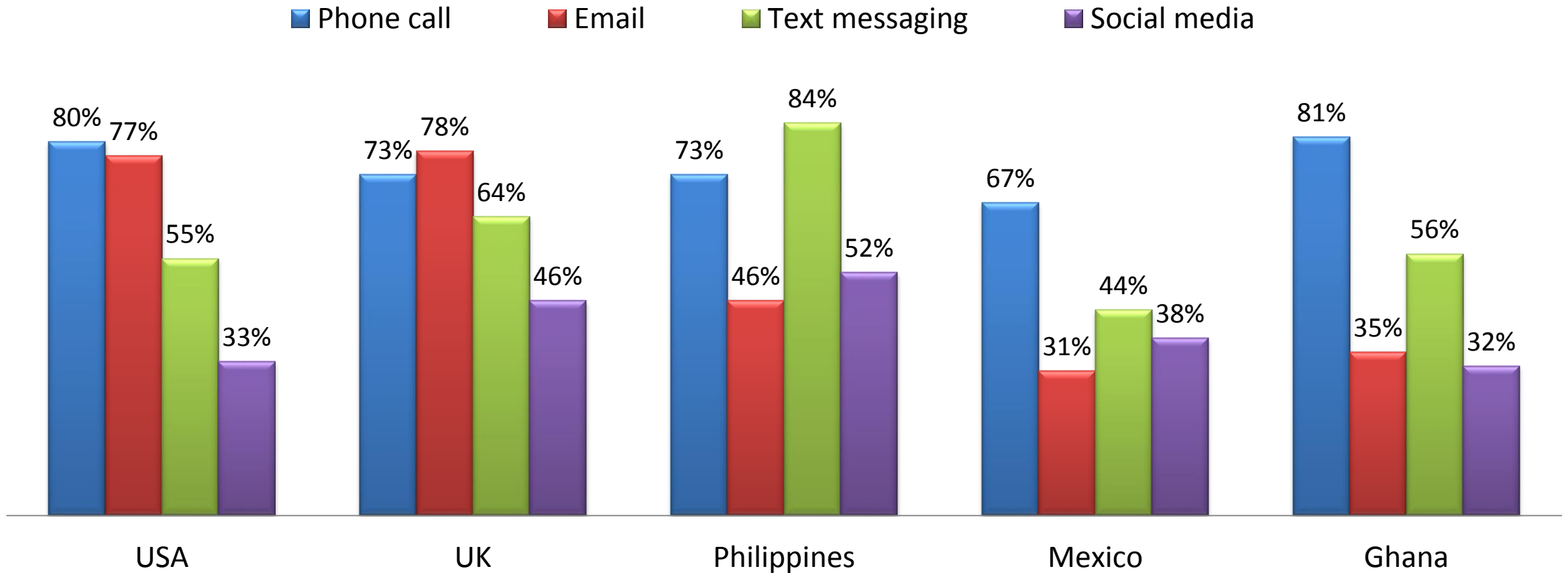
Social Media Account- by Age

Active LDS Adult Members



Communication with Ward/Branch Leaders

(at least once in the past month)- Active LDS Adult Members

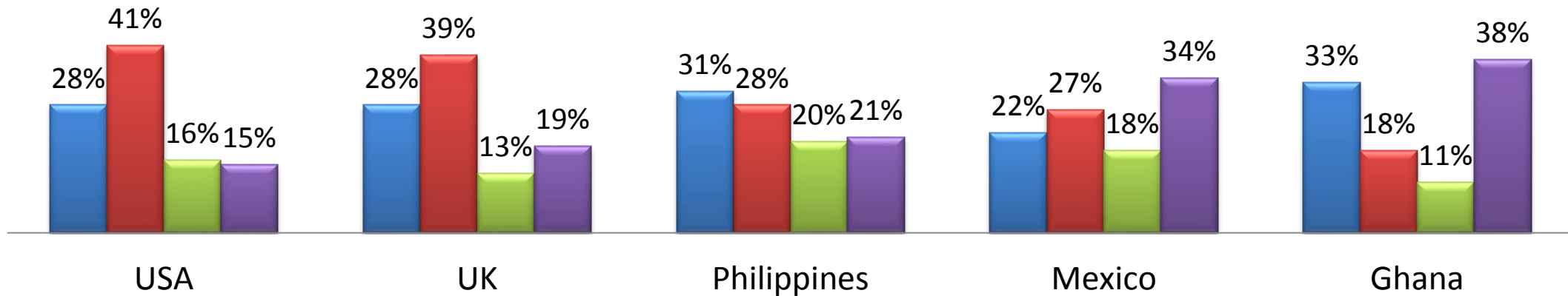


Frequency of Scripture Reading on a Mobile Device

(of those who have a mobile device)

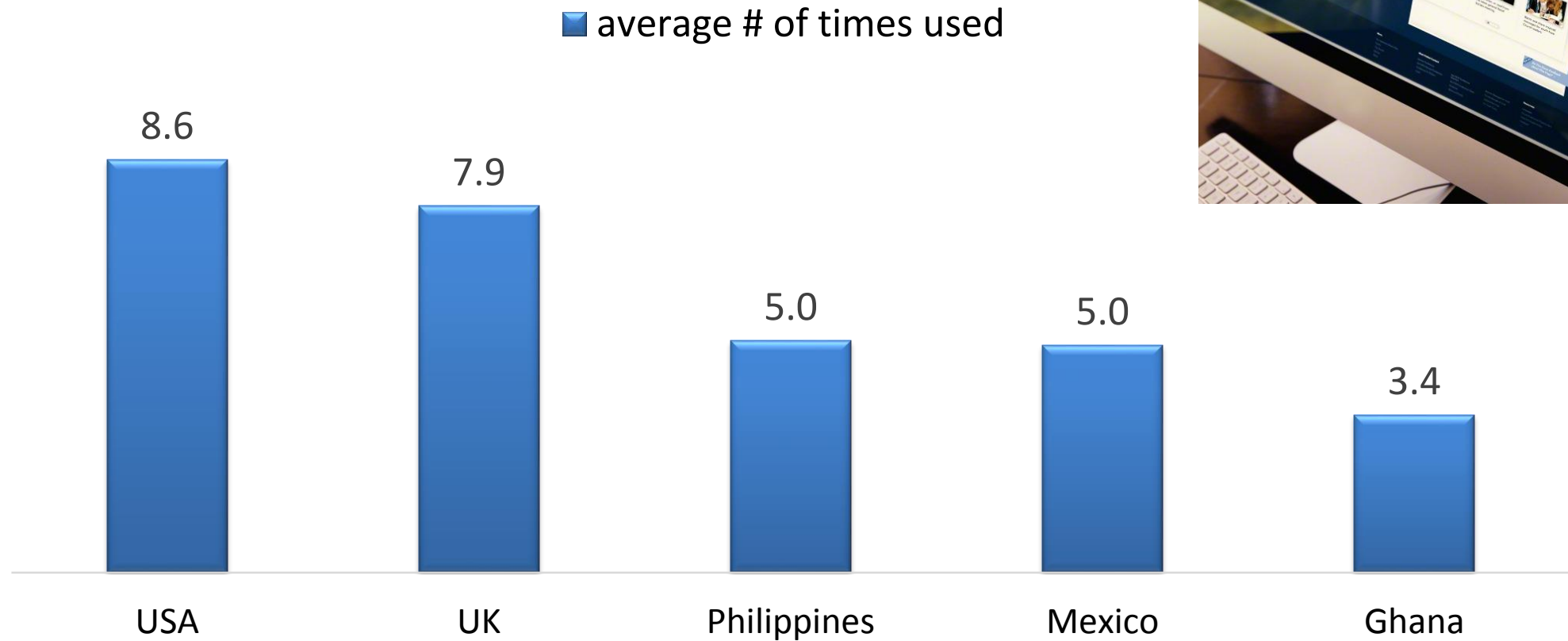
Active LDS Adult Members

■ Daily ■ Weekly ■ 1-3 times a month ■ Never



Use of lds.org in a Typical Month

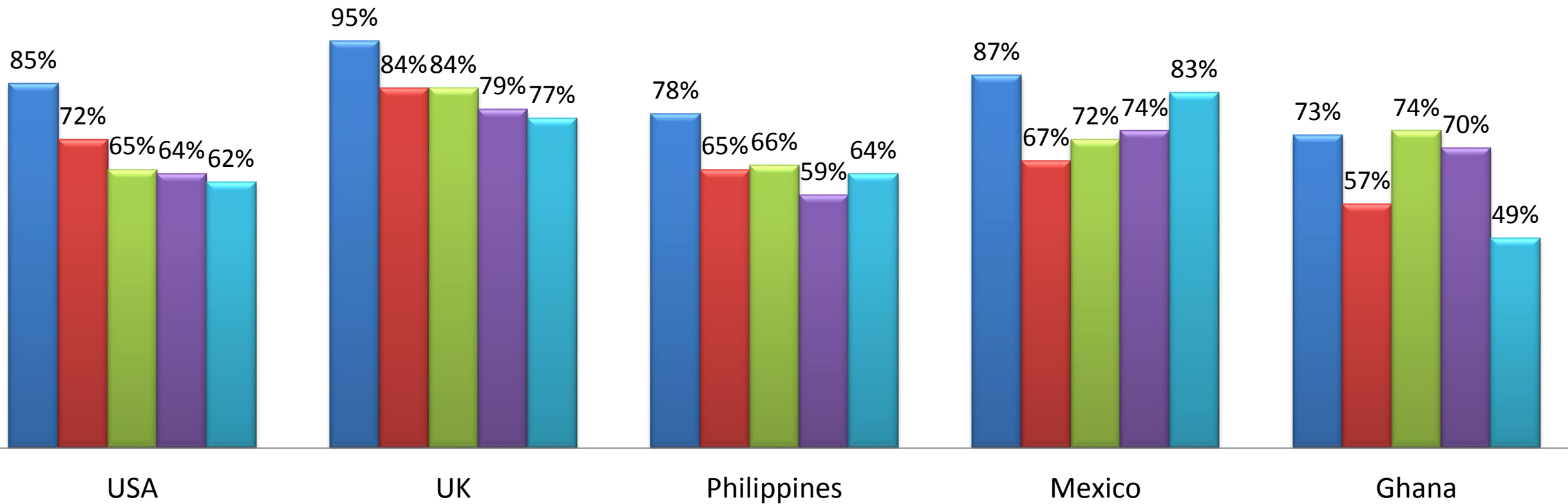
Active LDS Adult Members



Content Frequently Used on Ids.org

(of those who use Ids.org) Active LDS Adult Members

■ A conference talk ■ A lesson manual ■ The scriptures ■ A church magazine ■ A Church video



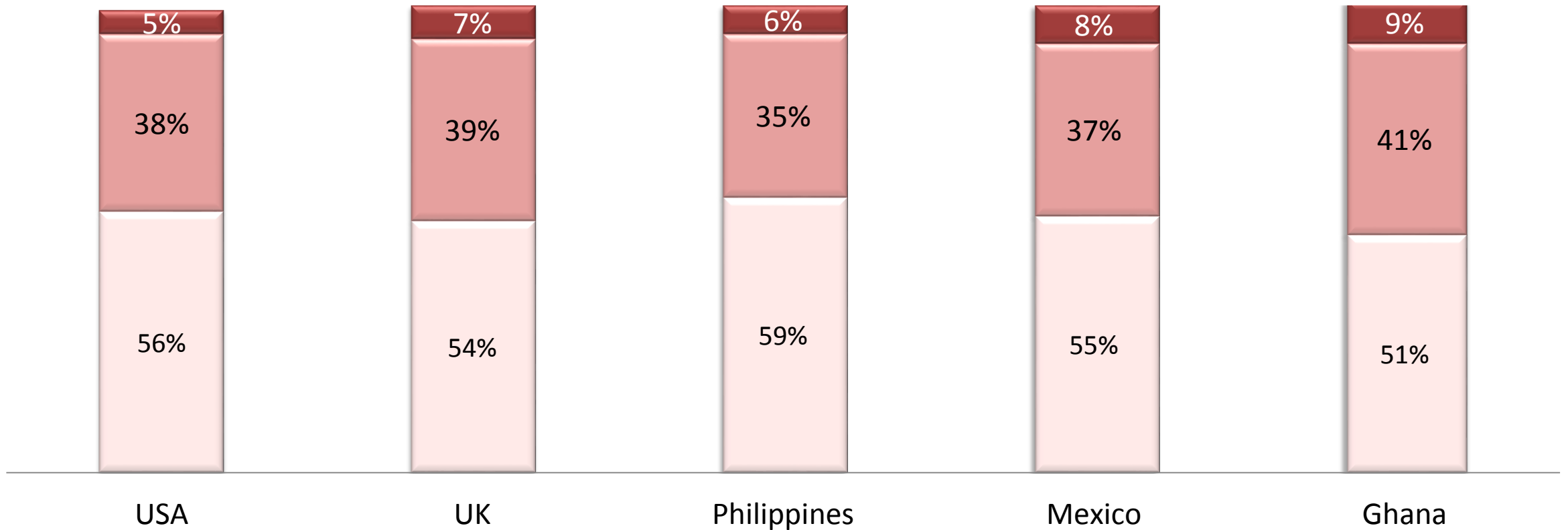
Note: multiple responses allowed

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Research Information Division

Difficulty Finding What You Want on Ids.org

(of those who use Ids.org) Active LDS Adult Members

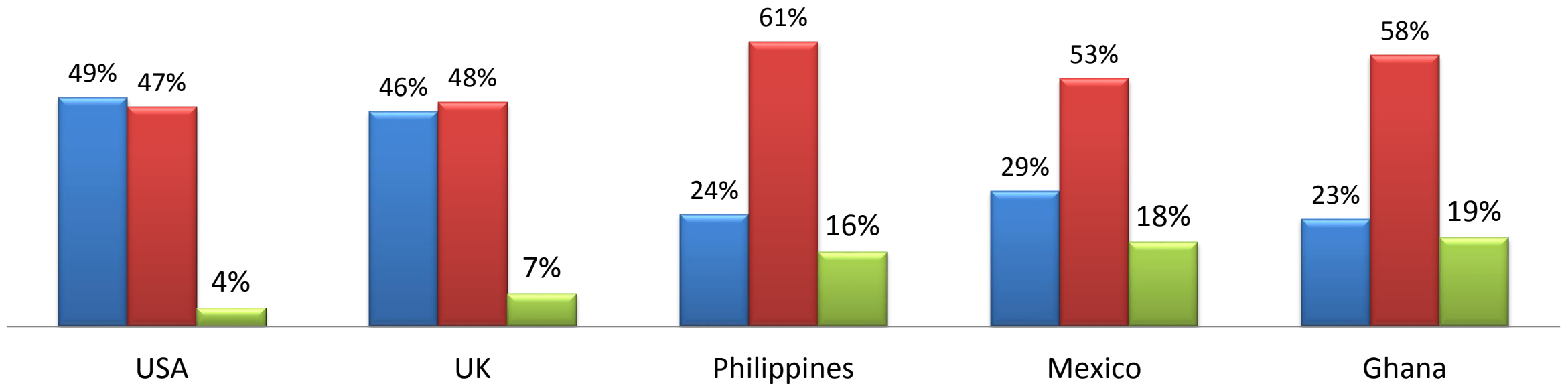
Never/Seldom Sometimes Often



Format Preference of Church Content

Active LDS Adult Members

■ Electronic/Online format ■ Printed material ■ DVD's/CD's



Regular Use of Church Apps (penetration rate)

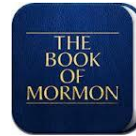
Active LDS Adult Members



Gospel Library



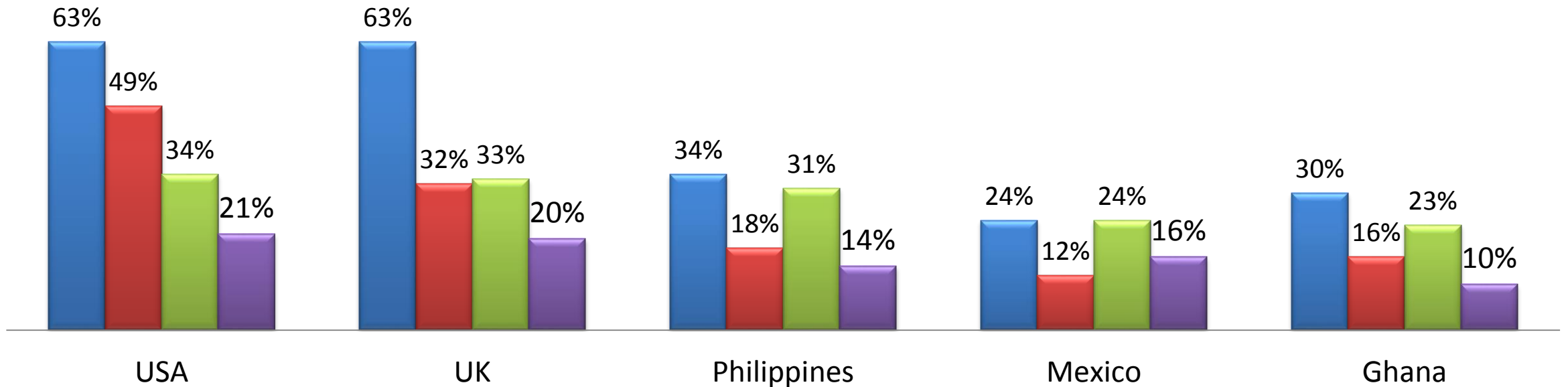
LDS Tools



Book of Mormon



Mormon Channel



Note: multiple responses allowed

Access to Technology- LDS Members and Leaders

An International Comparison

Thank You!