Technology Use Among Active LDS Adult Members and Leaders
An International Comparison

USA

United Kingdom

Philippines

Mexico
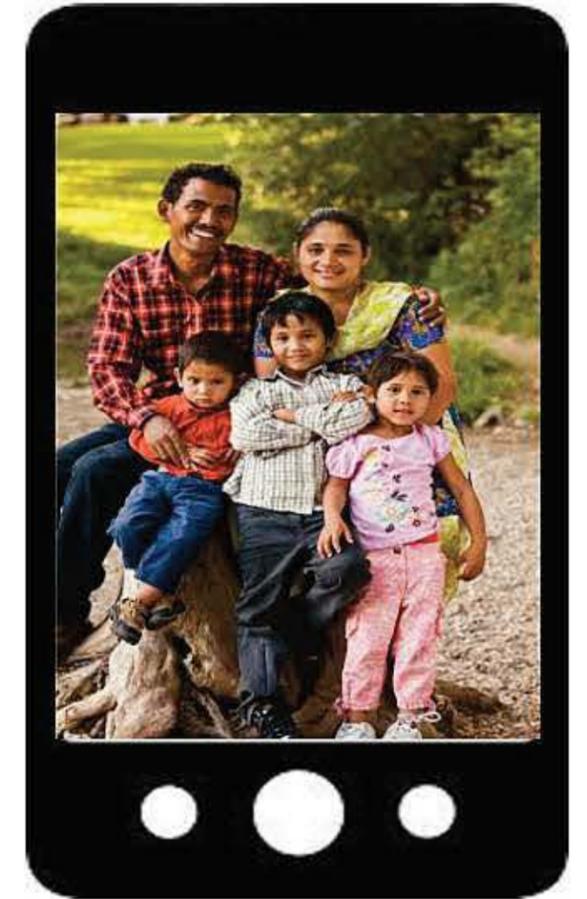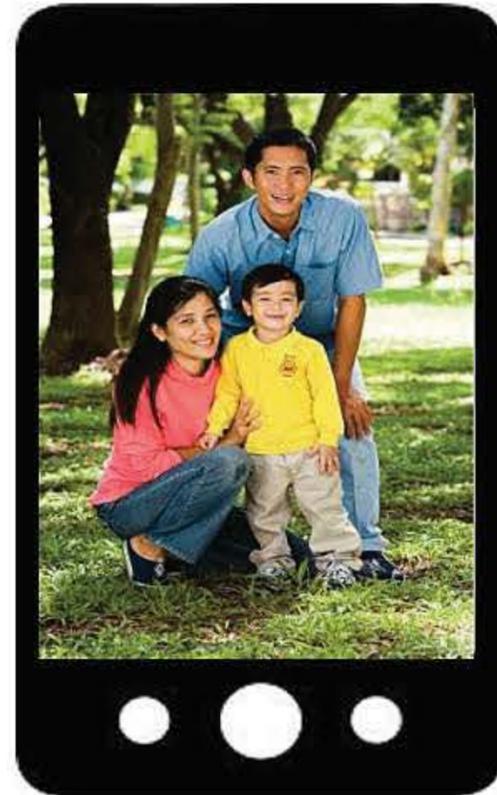
Ghana

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*
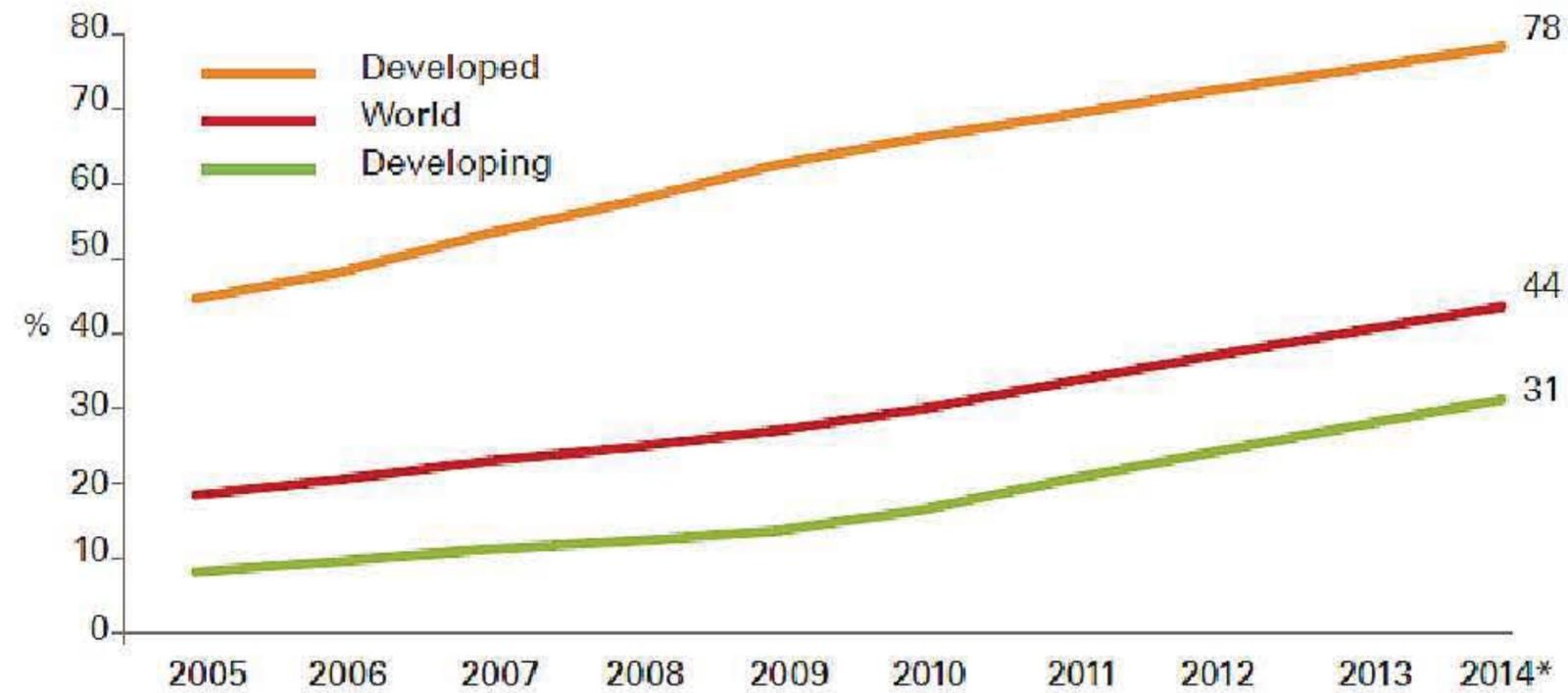

Note: * Estimate
Source: ITU World Telecommunication/ICT Indicators database

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)

Active LDS 94%
UK 84%

Active LDS 95%
USA 78%

Active LDS 70%
Mexico 37%

Active LDS 31%
Ghana 14%

Active LDS 45%
Phil. 32%
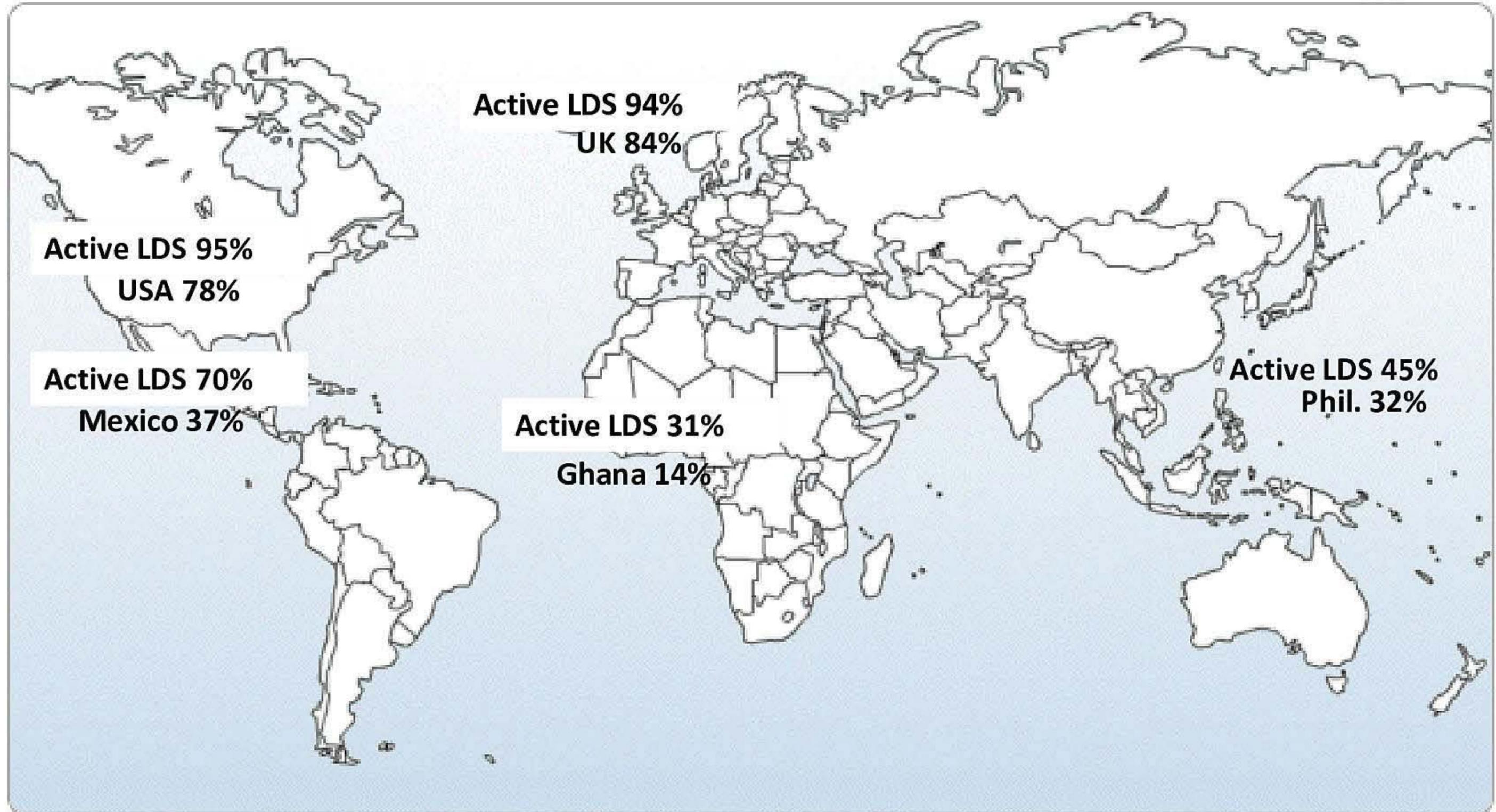
Internet Access at Home by Ward Leadership

■ Bishops/Branch Presidents ■ Ward Council ■ Active Members

USA: 100% 97% 95%
UK: 100% 96% 94%
Philippines: 33% 37% 45%
Mexico: 88% 72% 69%
Ghana: 38% 30% 31%
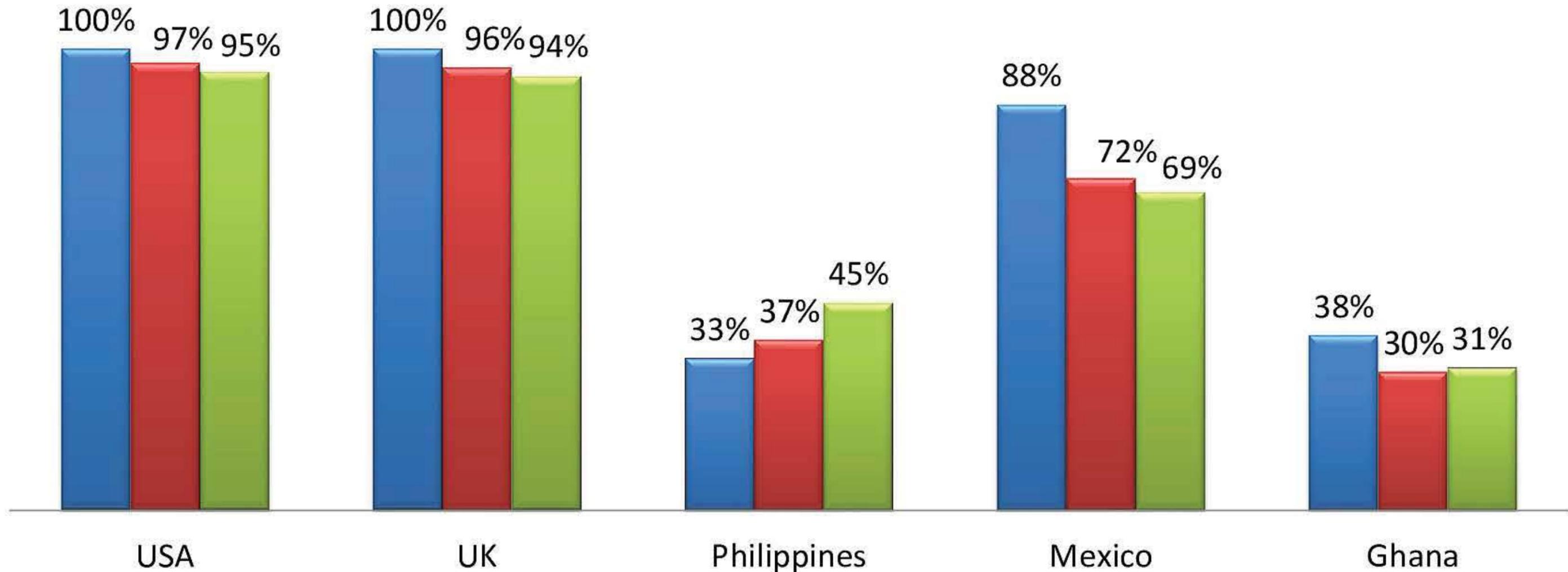
Active LDS Adult Members

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)

USA: 88%, 53%, 38%, 10%, 6%
UK: 83%, 50%, 41%, 8%, 5%
Philippines: 40%, 21%, 15%, 4%, 14%
Mexico: 49%, 23%, 14%, 1%, 14%
Ghana: 29%, 27%, 11%, 3%, 20%
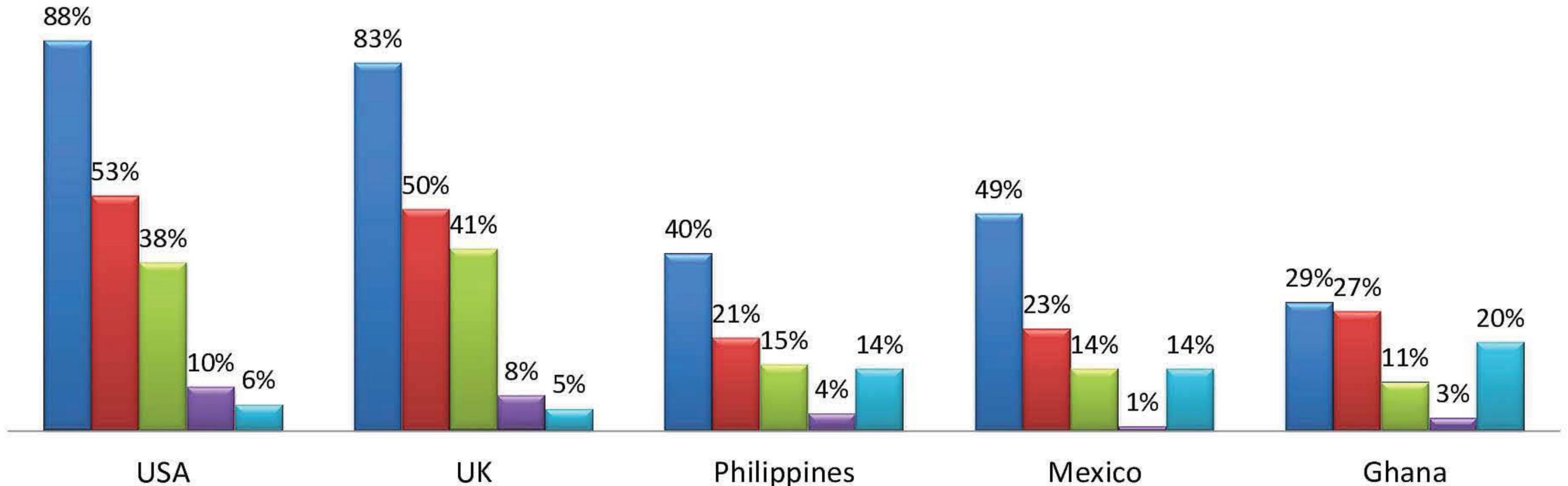
Desktop/Laptop (have or can use whenever you want)-
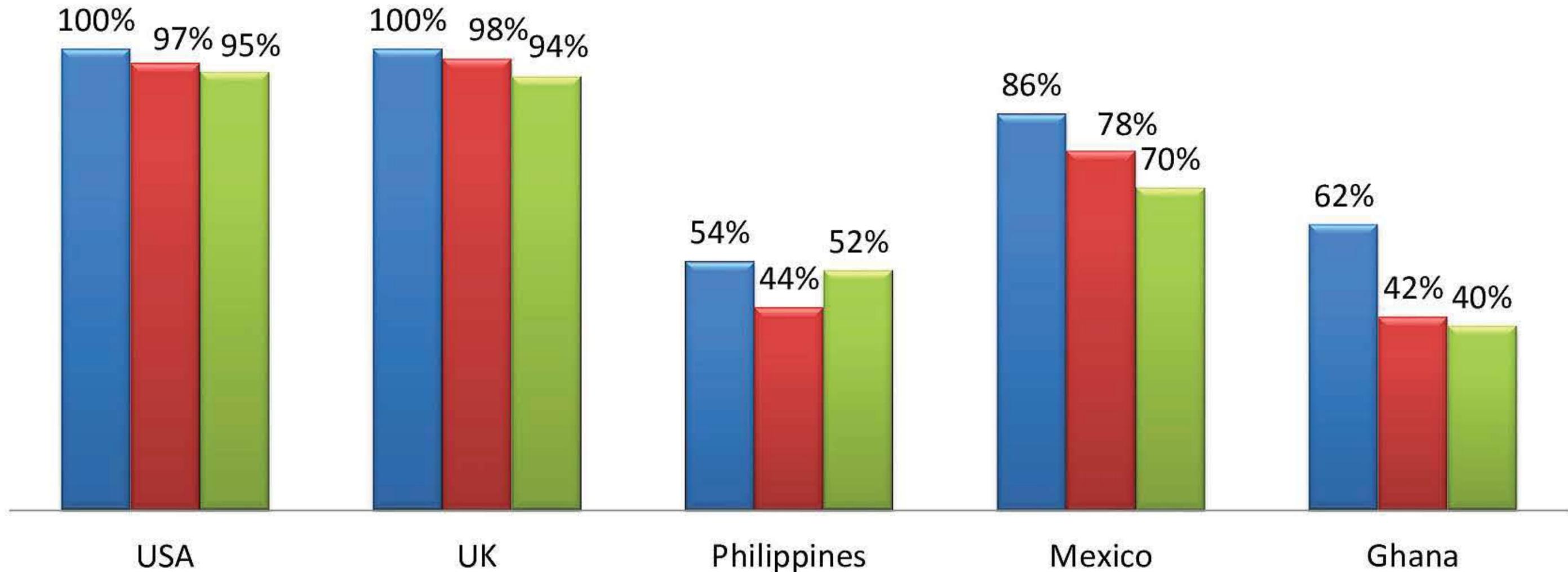
Tablet (have or can use whenever you want)-

Bishops/Branch Presidents   Ward Council   Active Members

USA: 54%, 49%, 42%
UK: 71%, 46%, 44%
Philippines: 10%, 16%, 19%
Mexico: 30%, 19%, 18%
Ghana: 15%, 12%, 11%
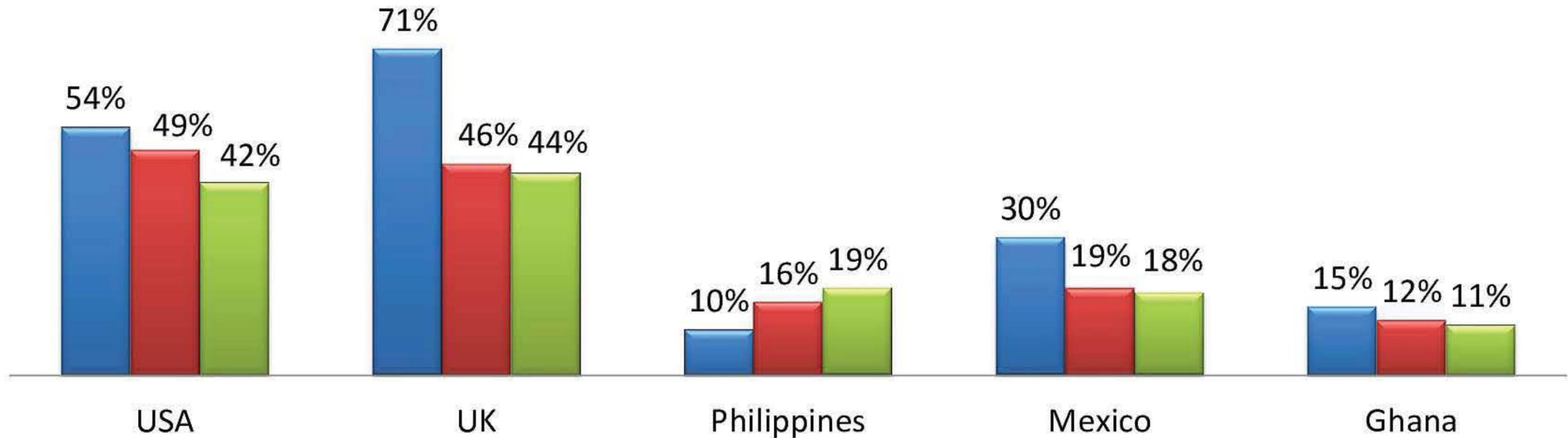
Mobile Phone (including SmartPhone)-
(have or can use whenever you want)
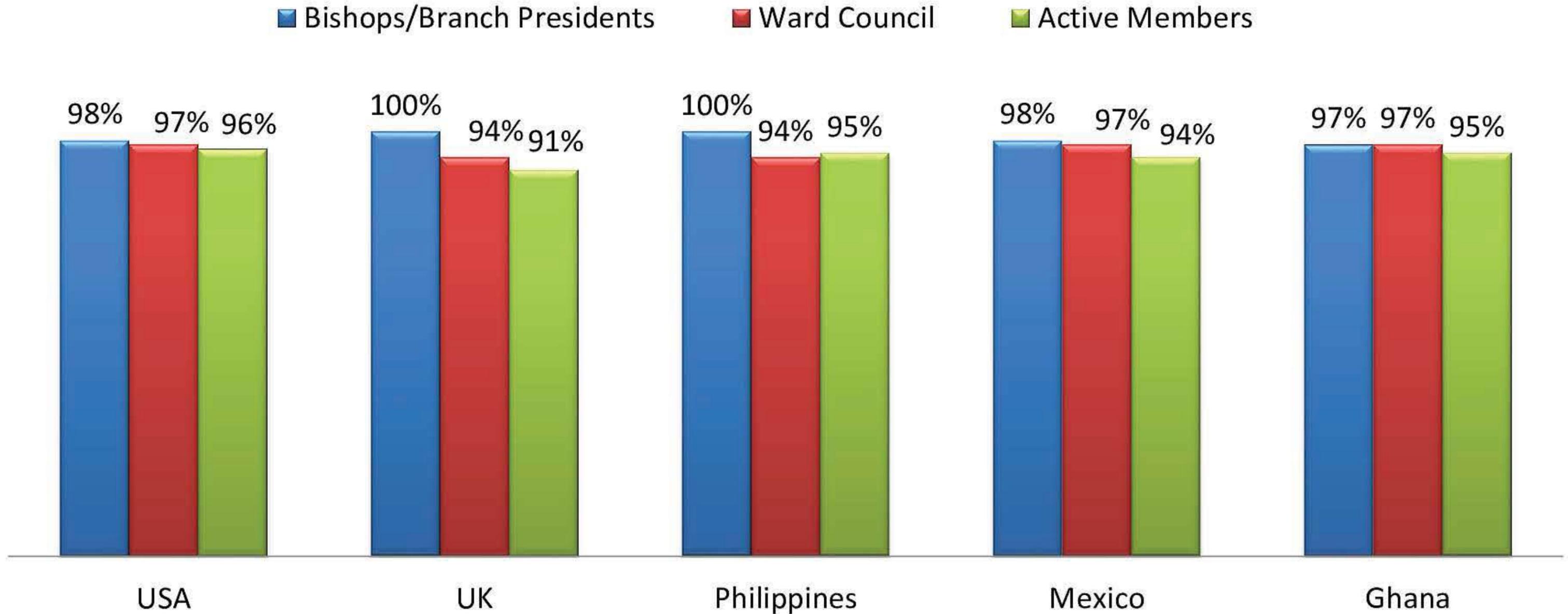
■ Bishops/Branch Presidents   ■ Ward Council   ■ Active Members

	Bishops/Branch Presidents	Ward Council	Active Members
USA	98%	97%	96%
UK	100%	94%	91%
Philippines	100%	94%	95%
Mexico	98%	97%	94%
Ghana	97%	97%	95%

SmartPhone- (have or can use whenever you want)
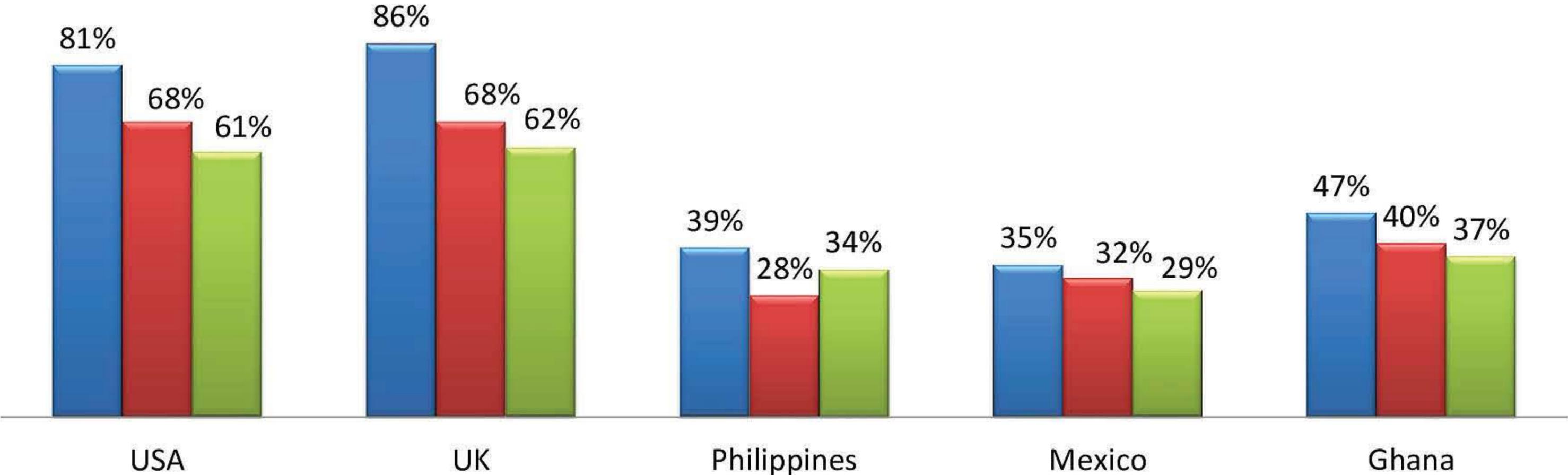
SmartPhone Use- by Age

Active LDS Adult Members

Legend: USA, UK, Philippines, Mexico, Ghana

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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

84% USA
80% UK
49% Philippines
58% Mexico
57% Ghana
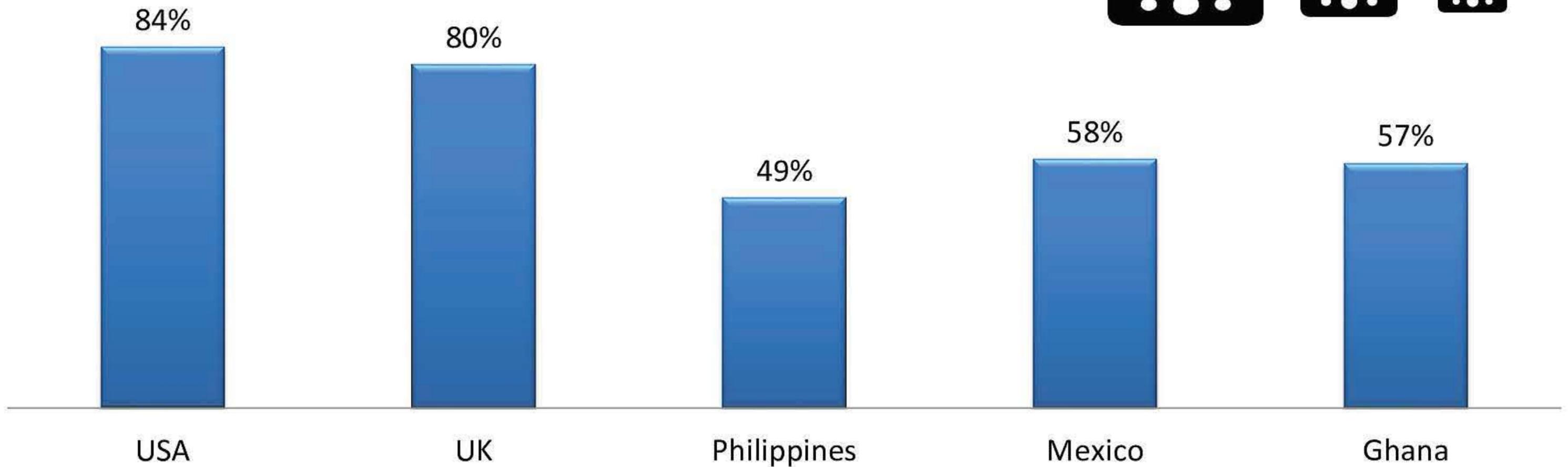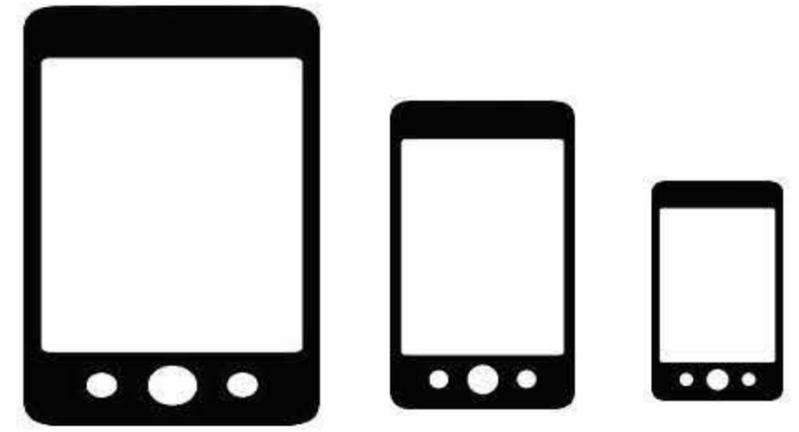
Email vs. Social Media Account
Active LDS Adult Members

■ Email Account   ■ Social Media Account

	USA	UK	Philippines	Mexico	Ghana
Email Account	93%	90%	68%	72%	47%
Social Media Account	73%	70%	63%	65%	45%
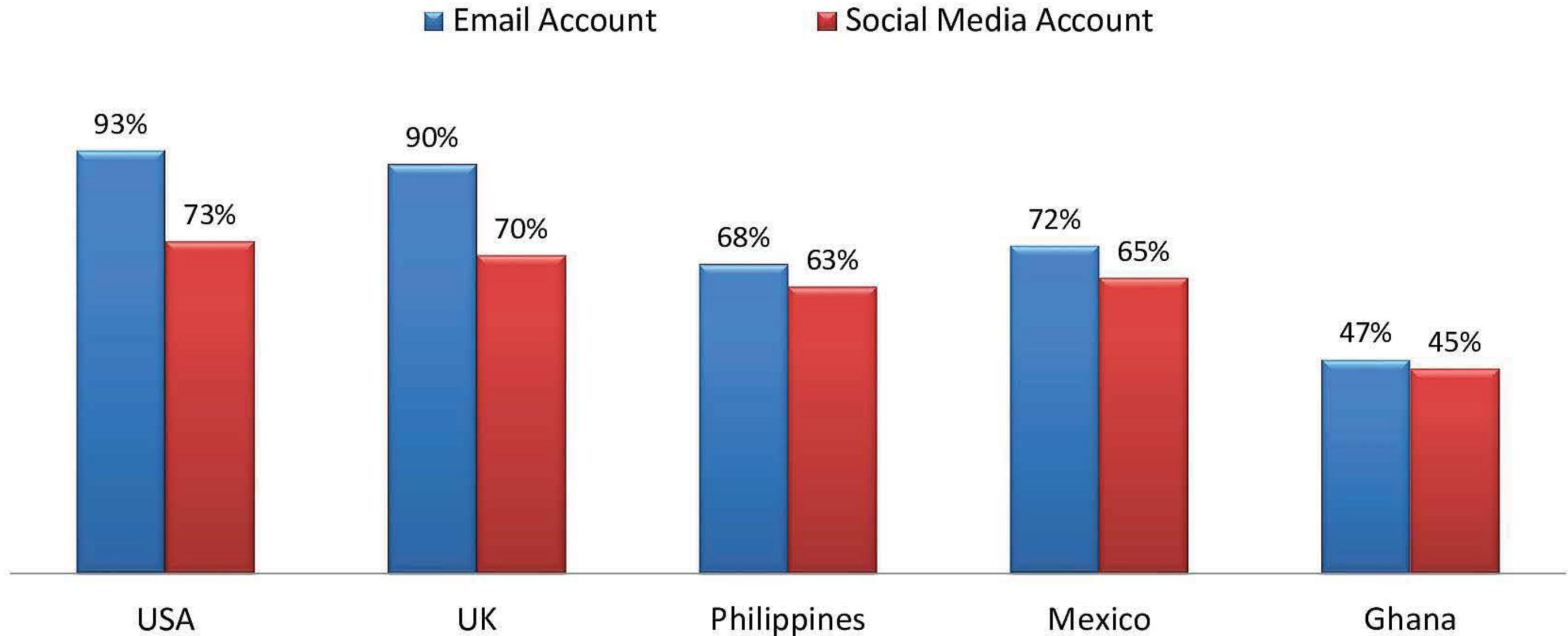
Social Media Account- by Age
Active LDS Adult Members

USA   UK   Philippines   Mexico   Ghana

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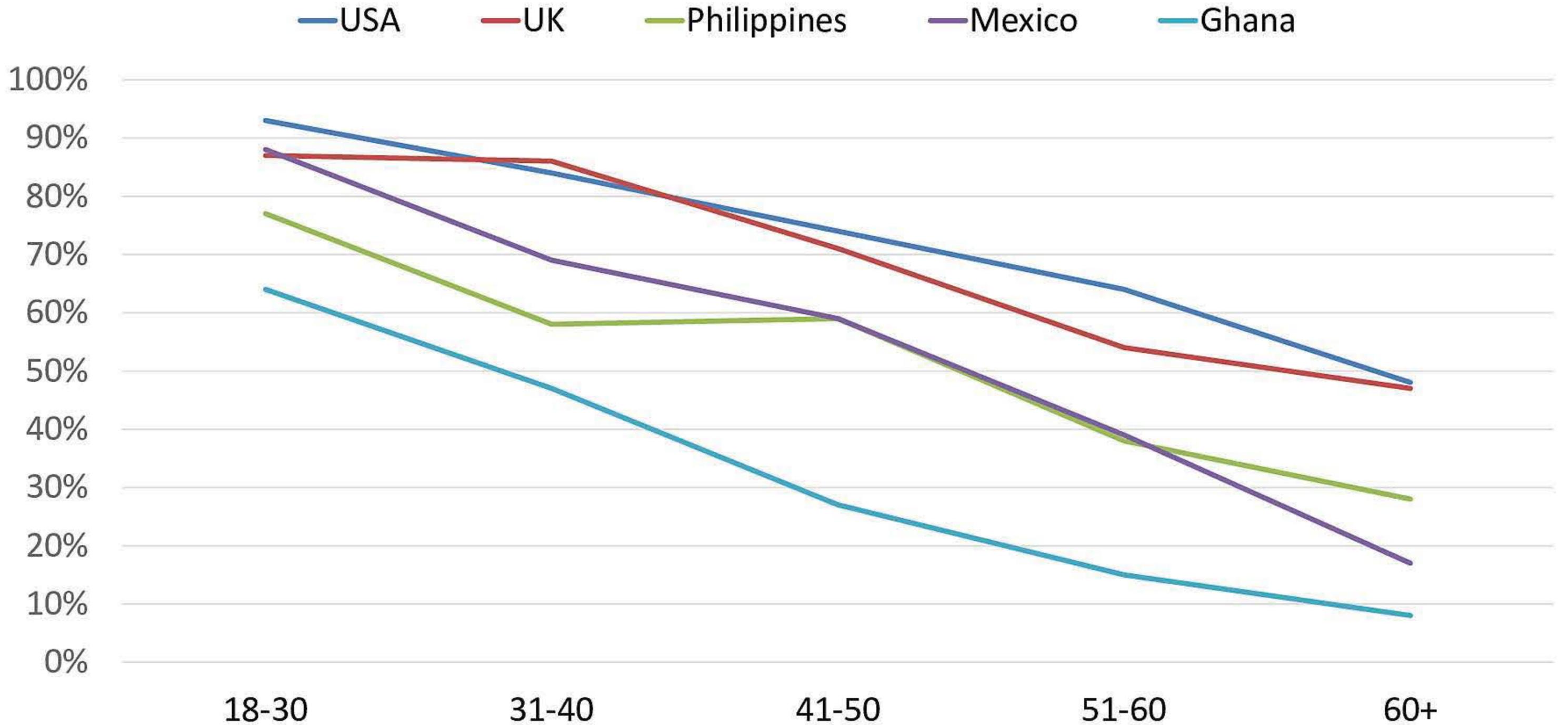
Communication with Ward/Branch Leaders

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

Phone call   Email   Text messaging   Social media

USA
- 80%
- 77%
- 55%
- 33%

UK
- 73%
- 78%
- 64%
- 46%

Philippines
- 73%
- 46%
- 84%
- 52%

Mexico
- 67%
- 31%
- 44%
- 38%

Ghana
- 81%
- 35%
- 56%
- 32%
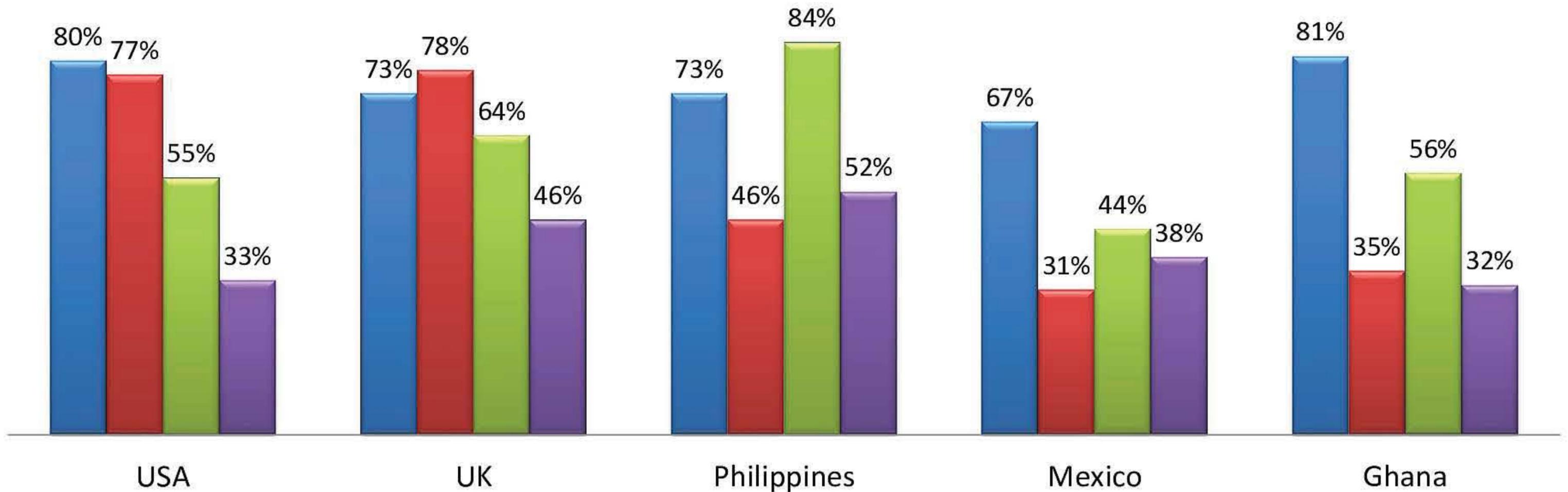
Frequency of Scripture Reading on a Mobile Device

(of those who have a mobile device)

Active LDS Adult Members

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

	Daily	Weekly	1-3 times a month	Never
USA	28%	41%	16%	15%
UK	28%	39%	13%	19%
Philippines	31%	28%	20%	21%
Mexico	22%	27%	18%	34%
Ghana	33%	18%	11%	38%
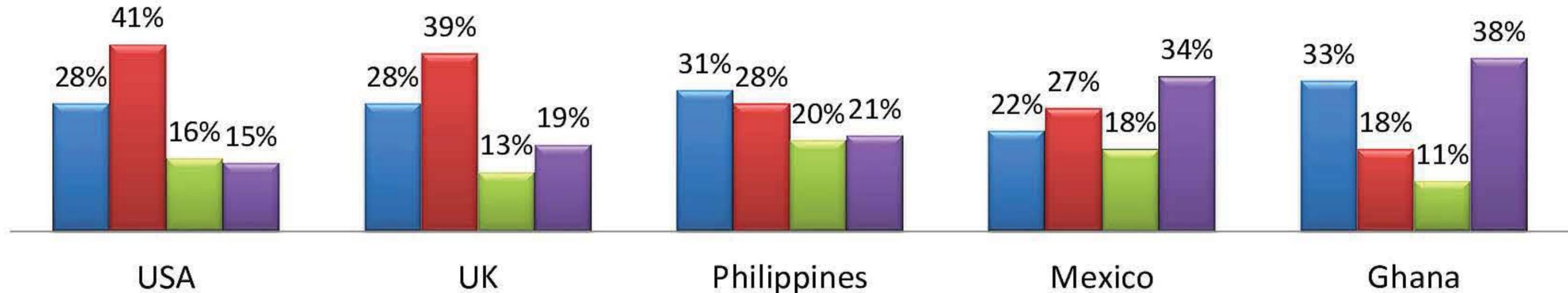
Use of lds.org in a Typical Month

Active LDS Adult Members

■ average # of times used

8.6	7.9	5.0	5.0	3.4
USA	UK	Philippines	Mexico	Ghana
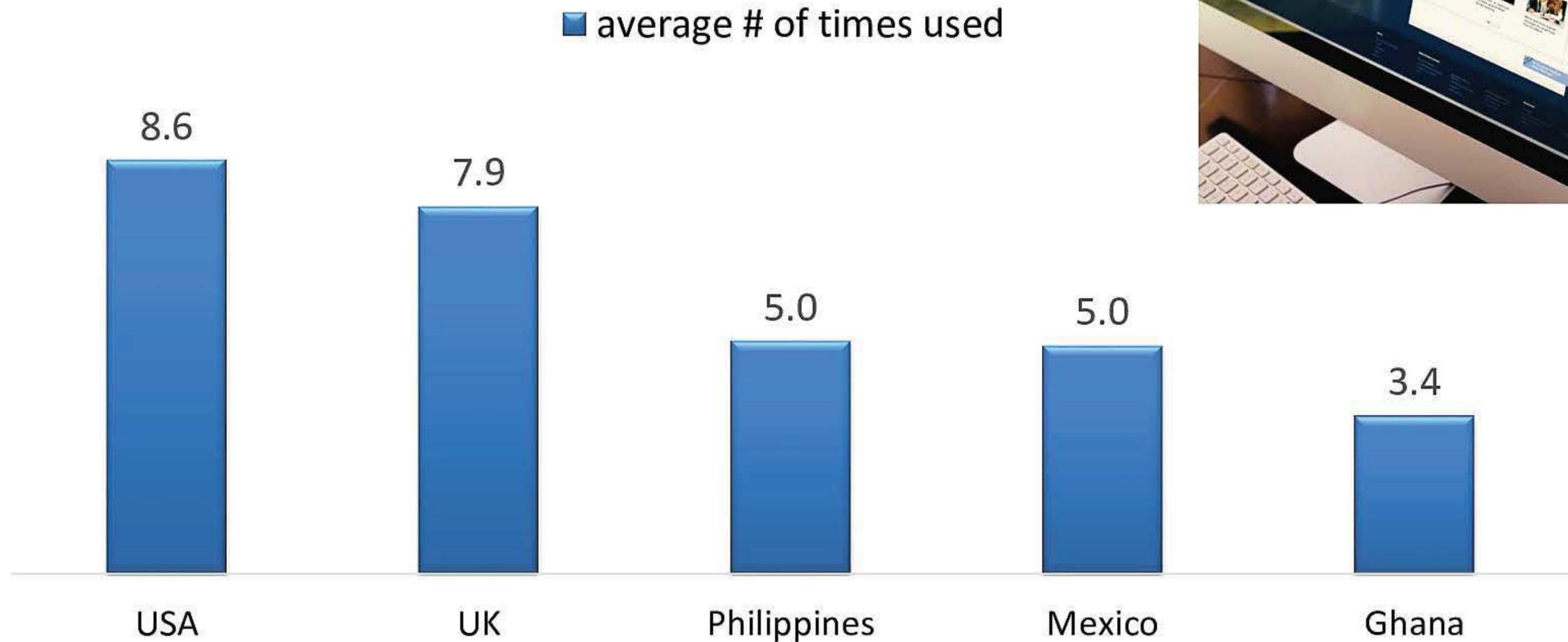
Content Frequently Used on lds.org

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

■ A conference talk   ■ A lesson manual   ■ The scriptures   ■ A church magazine   ■ A Church video
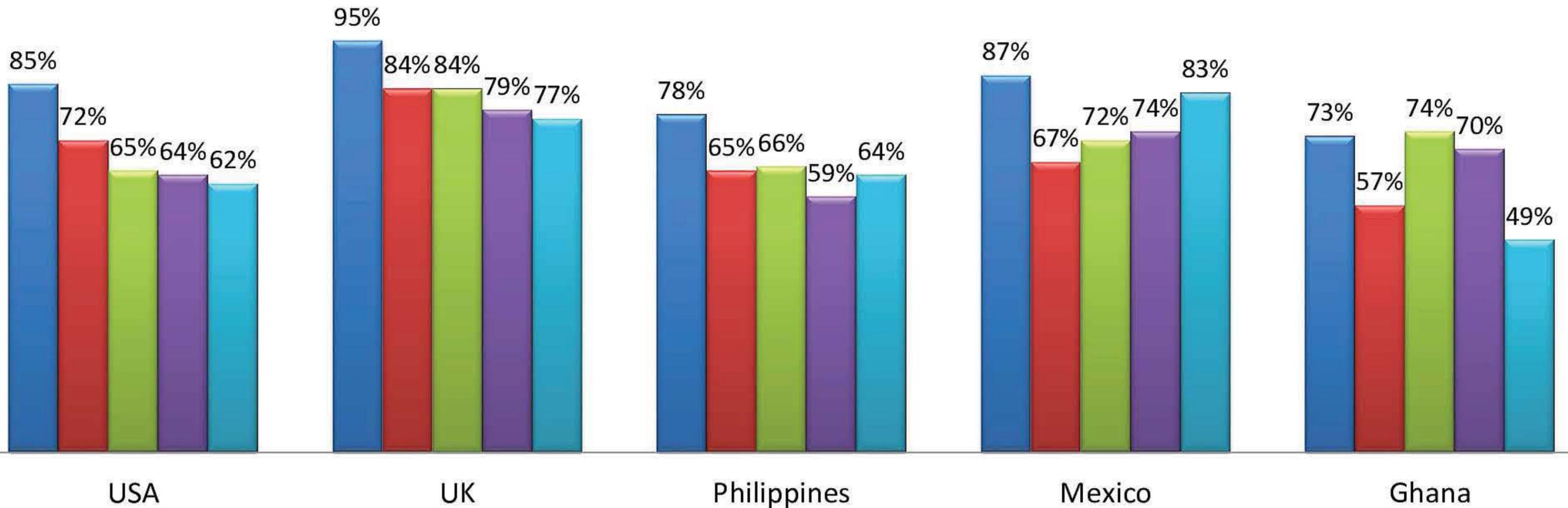
USA: 85%, 72%, 65%, 64%, 62%
UK: 95%, 84%, 84%, 79%, 77%
Philippines: 78%, 65%, 66%, 59%, 64%
Mexico: 87%, 67%, 72%, 74%, 83%
**Ghana**: 73%, 57%, 74%, 70%, 49%

Note: multiple responses allowed

Difficulty Finding What You Want on lds.org

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

Never/Seldom   Sometimes   Often

|	USA	UK	Philippines	Mexico	Ghana
Often	5%	7%	6%	8%	9%
Sometimes	38%	39%	35%	37%	41%
Never/Seldom	56%	54%	59%	55%	51%
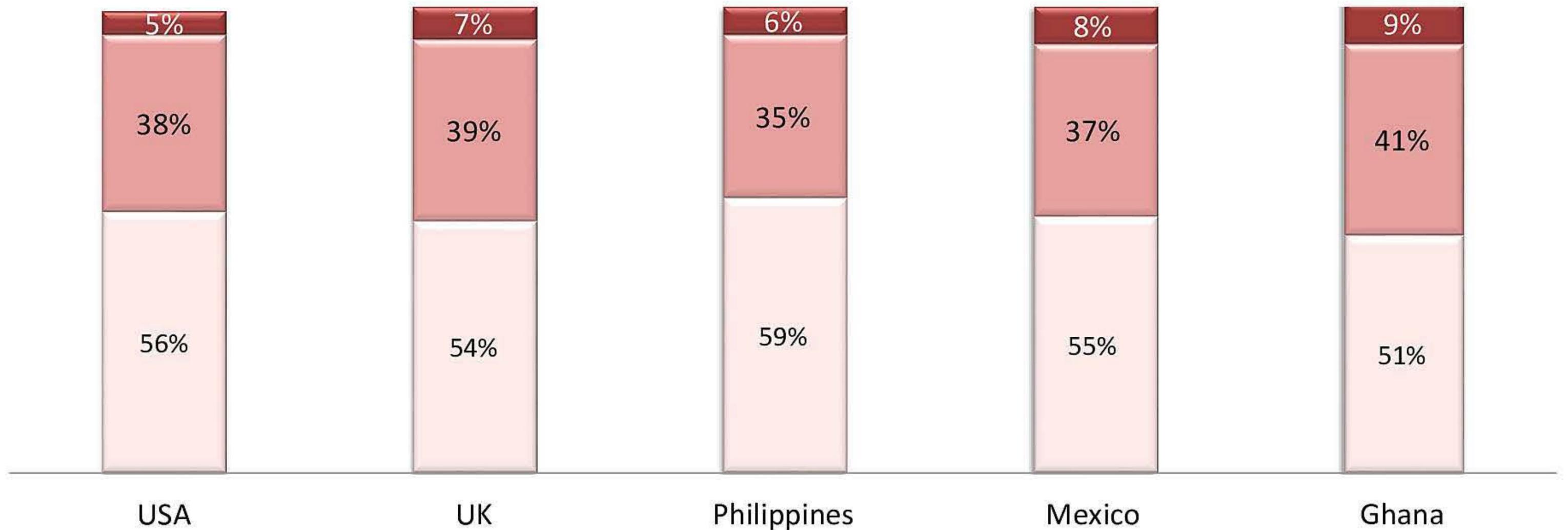
Format Preference of Church Content

Active LDS Adult Members

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

USA: 49% / 47% / 4%
UK: 46% / 48% / 7%
Philippines: 24% / 61% / 16%
Mexico: 29% / 53% / 18%
Ghana: 23% / 58% / 19%

23
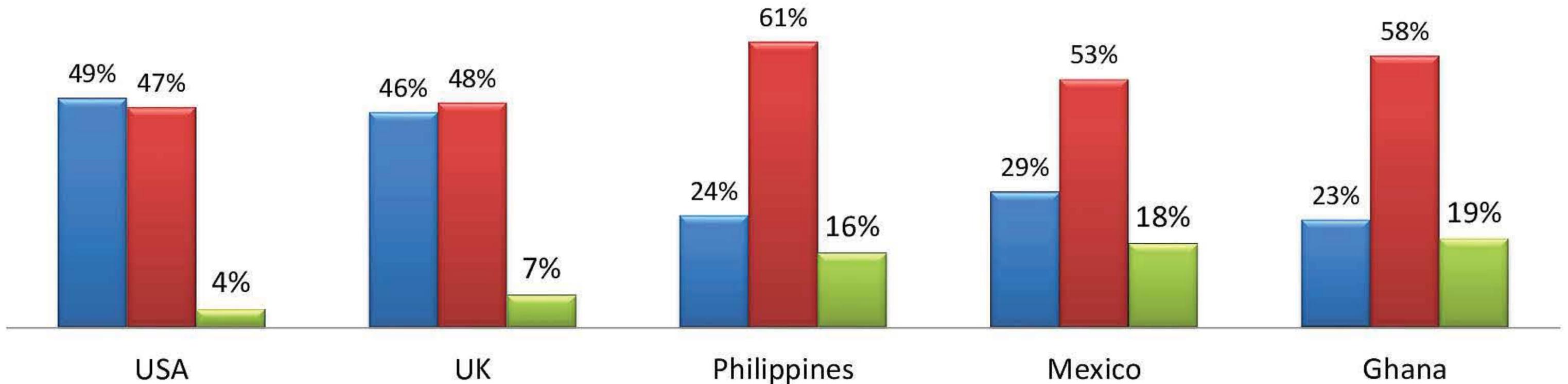
Regular Use of Church Apps (penetration rate)

Active LDS Adult Members

- Gospel Library
- LDS Tools
- Book of Mormon
- Mormon Channel
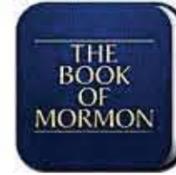
USA
- 63%
- 49%
- 34%
- 21%

UK
- 63%
- 32%
- 33%
- 20%

Philippines
- 34%
- 18%
- 31%
- 14%

Mexico
- 24%
- 12%
- 24%
- 16%

Ghana
- 30%
- 16%
- 23%
- 10%
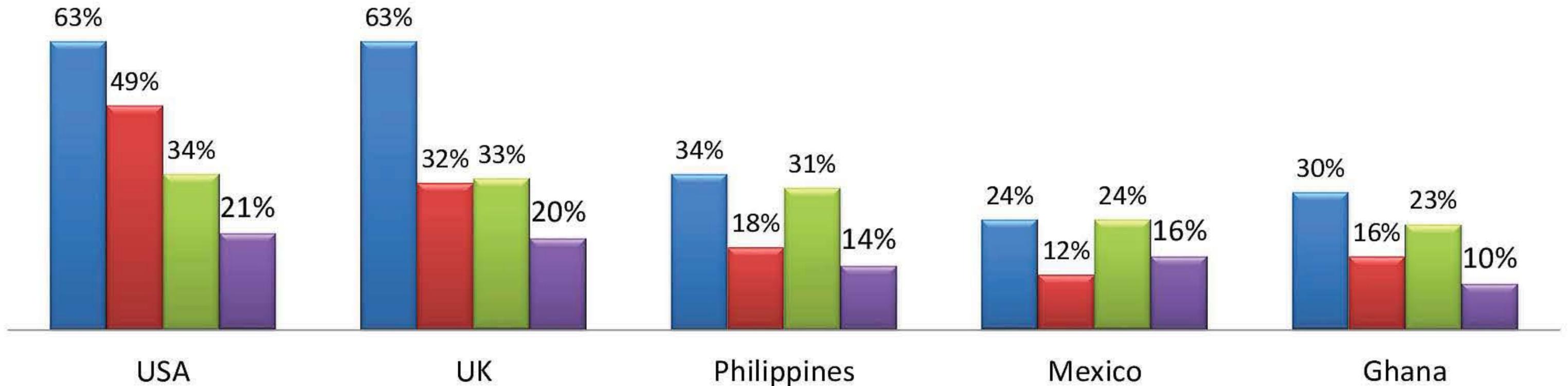
Note: multiple responses allowed

Access to Technology- LDS Members and Leaders
An International Comparison

Thank You!