

INFORMATION SOCIETY SURVEY OF THE BASQUE COUNTRY - FAMILIES 2011

## Email, digital press and social networks headed the list of most visited websites in the Basque Country in 2011

***Virtual social networks were consolidated at the top of the ranking, with "facebook.com" and "tuenti.com" in fourth and fifth place, respectively***

People who regularly use Internet in the Basque Country, first of all, opt for the websites offered by email platforms, followed by the media and those relating to social networks, institutions, electronic banking, leisure and travel, according to Eustat data for 2011.

The website with the most hits was "hotmail.com", as 10% of the total Internet users visited that space, which came to a total of 154,500 hits. "elcorreodigital.com", the media website and leader until this year, was relegated to second position, as it totalled up 154,300 hits, 10% of the total. In terms of hits, this was followed by the "diariovasco.com" (7.2%) and marca.es (4.2%) newspapers.

It should also be pointed out that "facebook.com" site has consolidated its position as it is in fourth place with a total of 105,100 hits, accounting for 6.8% of the share, which is 63,800 hits up on 202010. The facebook.com site also moved up to fifth place, with a total of 80,000 hits. Special mention should be made of the arrival of "gmail.com" among the most visited websites, which move up seven places to 8<sup>th</sup>.

### **Electronic banking and the institutional websites remain in the same places on the list of the most visited websites in 2011**

The sites run by banks for their customers are among the most popular sites: "kutxa.net", with 2.1% of the total hits is in twelfth place, while "bbk.es" had 1.6% of the hits and "cajalaboral.es" 1.5%.

The Basque Government website ( "euskadi.net") accounted for 2.3% of the total hits and was visited a total of 36.100 times, which put it in tenth place on the ranking. Special mention should be made of the consolidation of the sites related to the Basque Public Administration, such as "gipuzkoa.net", "bizkaia.net", "alava.net" y "osakidetza-svs.org", in the top 30.

Special mention should be made of the progress and positioning of employment-related portals, including "infojobs.net", which jumped from 20<sup>th</sup> to 13<sup>th</sup> position in the ranking, "lanbide.net", up from 25<sup>th</sup> to 15<sup>th</sup>, "infempleo.com", up from 46<sup>th</sup> to 25<sup>th</sup> and "redtrabaja.es", which entered the ranking at 61<sup>st</sup>.

### **Nearly 98% of Internet users in the Basque Country use "Google" as the search engine**

With regard to search engines, Internet users in the Basque Country prefer Google and basically ignore the other search engines. 97.5% of this collective, which stands at over 1,062,00 Internet users aged 15 and over, use Google, compared to 1.3% that resort to Yahoo and the remaining 1.2% that use other search engines. The number of people using Google has increased by 73,300 people in 2011.

**Ranking of the 20 most visited websites by Internet users. 2010 and 2011 (in thousands)**

Ranking 2010	Ranking 2011		Nº of mentions 2010	Nº of mentions 2011
		<b>Total</b>	<b>1.189,6</b>	<b>1.544,1</b>
2	1	HOTMAIL.COM	159,6	154,5
1	2	ELCORREODIGITAL.COM	166,0	154,3
3	3	DIARIOVASCO.COM	80,5	111,8
6	4	FACEBOOK.COM	41,3	105,1
4	5	TUENTI.COM	76,8	80,0
5	6	MARCA.ES	54,2	64,6
8	7	WIKIPEDIA.ORG	32,5	43,0
15	8	GMAIL.COM	16,5	42,3
7	9	YOUTUBE.COM	38,7	37,6
11	10	EUSKADI.NET	27,4	36,1
10	11	ELPAIS.ES	29,3	35,6
9	12	KUTXA.NET	29,8	32,2
20	13	INFOJOBS.NET	12,2	28,4
12	14	BBK.ES	24,6	24,6
25	15	LANBIDE.NET	9,8	24,6
13	16	YAHOO.COM	19,5	24,0
16	17	CAJALABORAL.ES	15,6	23,8
17	18	MESSENGER.MSN.ES	14,0	23,1
18	19	GARA.NET	12,7	20,5
19	20	ELMUNDO.ES	12,6	19,5

Source. EUSTAT. Information Society Survey of the Basque Country-families

**The number of men that use Internet is higher than the number of women in the three Basque capitals**

The number of Internet users aged 15 and over in the Basque Country accounted for 56.8% of the total population in the first quarter of 2011. When Internet users are broken down by gender, significant differences can be seen as the number of men that use Internet exceed the number of women in the three Basque provincial capitals and the districts overall, except for the Montaña Alavesa.

The greatest gender gap is in Bilbao (7.2 percentage points), insofar as the percentage of men stands at 61.6% and women at 54.4%. In Donostia-San Sebastián, the difference is also important (7 points): 63.8% of men compared to 56.8% of women. Finally, the gender gap is smaller in Vitoria-Gazteiz (3.9 points), as the number of male Internet users is 58.3% and the number of women, on the other hand, is 54.4%.

**Donostia-San Sebastián (60%) is the Basque provincial capital with the highest number of Internet users.**

When analysing by capitals, Donostia-San Sebastián, with 60% of its population aged 15 and over using Internet, is in first place, followed by Vitoria-Gasteiz (56.3%), while Bilbao fell to third place, with 54.6% of its population connected to the network.

In terms of districts, Plentzia-Mungia (62.4%) in Bizkaia, Urola Costa (60.1%) in Gipuzkoa, and Llanada Alavesa (56.5%) en Araba/Álava, are the zones with the highest percentage of Internet users in the three provinces.

On the other hand, Bajo Deba (55.3%) in Gipuzkoa, Markina-Ondarroa (52.6%) in Bizkaia, and Montaña Alavesa (40.5%) in Araba/Álava are, in this order, the districts with the lowest percentages in their respective provinces.

The Plentzia-Mungia district in Bizkaia, with 62.4% of the population using Internet, registered the highest percentage in the Basque Country overall. On the other hand, the population living in Montaña Alavesa, in Araba/Álava, registered the lowest data, with 40.5% of the population being Internet users.

Gipuzkoa has the greatest balance between districts, while the greatest differences are in Araba/Álava. Thus, Montaña Alavesa has 40.5% of its population using Internet, which is 16 points lower than the population using Internet in Llanada Alavesa (56.5%).

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**For further information:****Basque Statistics Office**

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