

INFORMATION SOCIETY SURVEY OF THE BASQUE COUNTRY - FAMILIES 2013

The media lose positions as the most visited pages compared to the same period in 2012 in the Basque Country

Email pages are in the top positions, with "hotmail.com" and "gmail.com" occupying the first and fifth position in 2013

Most of the media have lost positions in the ranking of most visited pages in the Basque Country, compared to the same period in 2012, according to the Eustat data for 2013. Amongst the most cited media are "elcorreodigital.com", with a percentage of 8.6, "diariovasco.com", with 4.7%, "marca.es" with 4.0%, "elpais.com" with 2.5% of the total, "deia.es" with 1.7% and "gara.net" with 1.3% of the total visits.

The people who use the Internet regularly in the Basque Country prefer the websites offered by email platforms, followed by social networks, websites referring to the media, public institutions, on-line banking and leisure.

The most visited website in 2013 is "hotmail.com", with 10.0% of individuals who use the Internet frequenting this site, a total of 329,300 visits. The second position in the ranking was occupied by the social network "facebook.com", which maintained its position compared to 2012 with a total of 299,200 visits (9.1%). The leader in 2012, "elcorreodigital.com", occupies third position with 282,300 visits (8.6%).

Furthermore, the consolidation of the site "youtube.com" is particularly noteworthy, which rises to fourth position with a total of 212,700 visits, capturing 6.5% of the share. It is worth mentioning the eruption of "whatsapp.com" amongst the most visited sites. Despite not being mentioned before, it now occupies the 27th position.

Particular mention should be made of the consolidation of the employment portals. Of these, the most noteworthy are "lanbide.net", with 2.1% of the visits, and "infojob.com", with 1.5% of the total.

Electronic banking and institutional sites maintained their positions in the list of most-visited websites in 2013

The website of the Basque Government, "euskadi.net", with 2.1% of total visits, had a figure of 69,800 visits, occupying twelfth position in the ranking. In this sense, it is worth mentioning the consolidation within the first 50 positions of the sites related to the Basque public administration, such as "ehu.es" and "osakidetza.euskadi.net".

Amongst the most cited sites were those offered by banking entities to their clients: "kutxabank.es", with 2% of the visits, occupies fourteenth position and "cajalaboral.es" receives 0.5% del total.

Almost 98% of Internet users in the Basque Country use “Google” as a search engine

Google is still the preferred search engine of Internet users in the Basque Country, with other search engines having been displaced. 97.9% of the 1,235,000 Internet users aged 15 and over use Google as a reference, against 1.3% who use Yahoo and the remaining 0.8% who use other search engines.

[List of the 20 websites most visited by Internet users. 2012-2013 (in thousands)]

Ranking of the 20 most visited websites by Internet users. 2012 and 2013 (in thousands)

Ranking 2012	Ranking 2013		Nº of mentions 2013
		Total	3.280,3
3	1	HOTMAIL.COM	329,3
2	2	FACEBOOK.COM	299,2
1	3	ELCORREODIGITAL.COM	282,3
8	4	YOUTUBE.COM	212,7
9	5	GMAIL.COM	203,1
4	6	DIARIOVASCO.COM	153,8
6	7	MARCA.ES	131,0
12	8	GOOGLE.COM	90,7
5	9	TUENTI.COM	88,7
10	10	ELPAIS.COM	80,7
11	11	LANBIDE.NET	70,0
15	12	EUSKADI.NET	69,8
40	13	TWITTER.COM	69,6
7	14	KUTXABANK.ES	65,1
14	15	WIKIPEDIA.ORG	59,6
17	16	YAHOO.COM	56,5
18	17	DEIA.ES	55,3
16	18	INFOJOB.COM	48,0
13	19	GARA.NET	43,6
19	20	ELMUNDO.ES	34,8

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

For further information:

Eustat - Euskal Estatistika Erakundea / Instituto Vasco de Estadística

C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Press Service: servicioprensa@eustat.es Tlf. 945 01 75 62

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