

SURVEY ON THE INFORMATION SOCIETY-FAMILIES 4th quarter 2003

18.3% more Internet users state that they visit on-line banks

Google is the search engine chosen by 9 out of 10 Basque Internet users

The websites of the four most frequently-mentioned financial entities - BBK.ES, KUTXA.NET, CAJALABORAL.ES and BBVANET.COM – went from 55,200 mentions in the second quarter of 2003 to 65,300 in the fourth quarter of 2003, an 18.3% rise, according to Eustat data. The BBVA subsidiary doubled its number of mentions during this period, although the most frequently-mentioned website of all the on-line banks was that of the BBK.

ELCORREODIGITAL.COM maintains its leadership in the ranking of the most mentioned websites, with DIARIOVASCO.COM continuing to occupy second place, although these two on-line newspapers received less mentions from internet users, caused partly by the fall in the number of sites accessed during the 4th quarter compared to the 2nd quarter of 2003.

The principal websites dedicated to job vacancies –LANBIDE.NET and INFOJOB.COM- also rose in the ranking, as well as gaining 9.5% more mentions in six months.

Ranking of the 20 websites most frequently-mentioned by Internet users. 2nd and 4th quarter 2003. Thousands of mentions.

II quarter 2003 Ranking	IV quarter 2003 Ranking	Most mentioned Web sites	No. of mentions IV quarter 2003	No. of mentions II quarter 2003
		Total	621,9	660,7
1	1	ELCORREODIGITAL.COM	73,6	79,9
2	2	DIARIOVASCO.COM	32	37,6
5	3	EUSKADI.NET	30	27,7
3	4	MARCA.ES	27,3	34,6
8	5	BBK.ES	23,2	18,9
4	6	EHU.ES	21	29,8
9	7	LANBIDE.NET	19,8	18,3
16	8	KUTXA.NET	15,6	14,4
11	9	CAJALABORAL.ES	14,8	16,7
14	10	BIZKAIA.NET	13,3	15
7	11	IBERIA.COM	12,4	19,8
31	12	BBVANET.COM	11,7	5,2
22	13	INFOJOB.COM	11,3	10,1
6	14	ELMUNDO.ES	10	20,5
18	15	GIPUZKOA.NET	10	13,1
19	16	KAZAA.COM	10	12,3
15	17	BOE.ES	9,9	15
12	18	DEIA.ES	9	16,7
30	19	TRAVEL-CLUB.COM	8,2	5,2
	20	EUSKALTEL.ES	7,9	1,1

Source: EUSTAT

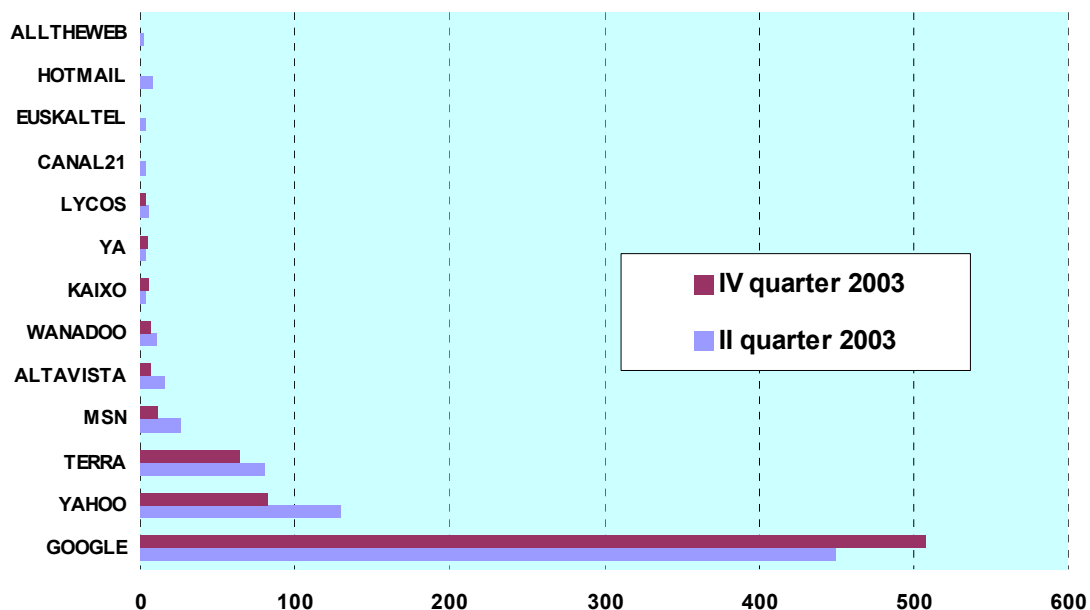
9 out of 10 Internet users chose GOOGLE, 13% more than in the 2nd quarter of 2003

When it comes to using Internet access portals, either only as search engines or as a web guide for each session, the Basque internet user opts more clearly than ever for GOOGLE, which in six months went from 78.6% of users to 87.3%.

14% of Internet users chose YAHOO, which occupies the second place in the list of preferences, followed by TERRA with 10.9%. However, YAHOO lost 36% of mentions and the third-placed lost 19.7%.

These losses extended to all other minority portals –none of which surpassed 2% of user mentions–, with exceptions such as KAIXO which gained 1,800 mentions over the six-month period.

Ranking of the 13 most frequently-mentioned Internet portals. 2nd and 4th quarters of 2003. In thousands.



Source: EUSTAT

For further information:

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