

The number of mentions received by the Basque Government website quadruples

The most frequently visited websites corresponded to those run by the media, followed by banking services

People in the A.C. of the Basque Country who habitually use the Internet opted firstly for sites provided by the media, followed by ones offering banking services, the Basque Public Administration, travel and leisure, according to Eustat data for the fourth quarter of 2006.

The most frequently visited website was “elcorreodigital.com”, given that 11.7% of the total number of Internet users remembered this site, meaning a total of 72,700 mentions. The other most frequently mentioned media websites were “diariovasco.com”, with a figure of 6.5% and “marca.es”, with 4.7%.

Following the media-based websites, the next most popular were those provided by banking entities for their customers: “kutxa.net” came first, followed by “bbk.es” and “cajalaboral.es”.

As regards Public Administration websites, the website of the Basque Government, “euskadi.net”, rose 22 positions in the ranking of most mentioned websites, going from the 29th to the seventh position in the fourth quarter of 2006. Also among the top 20 in the mentions ranking was the website of the University of the Basque Country –“ehu.es”–, that of the Provincial Council of Gipuzkoa (“gipuzkoa.net”) and that of the Basque Government Employment Service (“lanbide.net”).

95.8% of Internet users in the A.C. of the Basque Country used “Google” as their search engine

Google was the favourite search engine for the Internet users of the A.C. of the Basque Country. 95.8% of them, totalling more than 780,000 users aged 15 and over, used Google as a reference, compared to 2.5% who used Yahoo and 0.6% Terra. The Google figure grew by 4.8% in relation to the same quarter of 2005, thus increasing by 89,200 the number of people who turned to this search engine in the course of a year.

Ranking of the 20 websites most frequently mentioned by Internet users. 2nd and 4th quarter of 2006. Thousands of mentions.

Ranking 2nd Quarter 2006	Ranking 4th Quarter 2006	Total	Nº of mentions 4th Quarter 2006	Nº of mentions 2nd Quarter 2006
1	1	ELCORREODIGITAL.COM	72,7	56,1
2	2	DIARIOVASCO.COM	40,4	39,3
5	3	HOTMAIL.COM	30,6	21,5
3	4	MARCA.ES	29,5	25,2
4	5	KUTXA.NET	21,5	22
8	6	BBK.ES	21,3	14
29	7	EUSKADI.NET	19	4,6
6	8	EHU.ES	18,3	17,4
24	9	MESSENGER.MSN.ES	17,4	6,1
15	10	VIAJAR.COM	16,7	8,4
11	11	CAJALABORAL.ES	15,3	10
7	12	GIPUZKOA.NET	13,8	16,8
17	13	MSN.ES	13,1	7,7
	14	YOUTUBE.COM	11,5	-
14	15	GARA.NET	11,1	9
18	16	ELPAIS.ES	10,5	7,3
23	17	LANBIDE.NET	10,3	6,1
9	18	TERRA.ES	8,9	10,2
28	19	IBERIA.COM	8,8	4,9
37	20	BOE.ES	8,6	2,6

Source: Eustat

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