

SURVEY ON THE INFORMATION SOCIETY-FAMILIES 4th quarter 2007

On-line newspapers and messaging pages were the most visited websites in the fourth quarter of 2007

The trading page “ebay.com” with 11,900 mentions, occupied the 18th position

People who habitually use the Internet in the A.C. of the Basque Country choose firstly pages offered by the media, followed by those related to leisure, institutions and electronic banking, according to Eustat data.

The most visited website continued to be “elcorreodigital.com” with 12.7% of the total number of Internet users visiting this site, meaning 98,900 mentions. The following most frequently mentioned media were “diariovasco.com”, with a percentage of 7.1%, and “marca.es”, with 5.3%.

Following the media, leisure related messaging sites were most outstanding, such as “hotmail.com”, mentioned by 4.2% of Internet users and “Messenger.es”, visited by 4% of the Internet user population.

Electronic banking continued to ascend the ranking of the most visited websites

Among the most widely-demanded pages were those offered by banks to their customers: “kutxa.net” maintained sixth place in the ranking, with a percentage of 3.5% of mentions, “bbk.es”, which went from tenth to ninth place received 3.2% of mentions and “cajalaboral.es”, with 1.8% of total mentions, rose from 19th to 14th position.

The Basque Government site –“euskadi.net”–, which had 3.3% of the total, went from fifth to seventh place in the ranking and totalled 25,500 mentions in the fourth quarter of 2007.

Newly included in the ranking of the top 20 most visited websites was “ebay.com”, the site devoted to Internet trading, standing at 18th position, with 11,900 mentions.

Other pages to have made significant progress were “wikipedia.org”, which went to the 12th position in the ranking, “elmundo.es” and “iberia.com”, all with rises of between 4 and 9 places in the ranking; in addition, there was a drastic improvement by the site “fotolog.net”, breaking in to the top 25 sites and rising almost 30 places in the classification, going from 51st to 22nd.

97.1% of Internet users in Euskadi used “Google” as their search engine

Google was the favourite search engine for Internet users in the Basque Country, taking over from other search engines. 97.1% of the total, estimated at almost 860,000 internet users aged 15 and over, used Google as their referencing resource, compared to 2.2% who employed Yahoo and 0.5% Terra. Google increased the number of people using their search engine by 33,500 people in a year.

Ranking of the 20 most frequently mentioned websites by Internet users. 2nd and 4th quarter 2007

Ranking 2nd Quarter 2007	Ranking 4th Quarter 2007	Total	Nº of mentions 2nd Quarter 2007	Nº of mentions 4th Quarter 2007
1	1	ELCORREODIGITAL.COM	73,5	98,9
2	2	DIARIOVASCO.COM	51,6	55,4
3	3	MARCA.ES	33,1	40,9
4	4	HOTMAIL.COM	31,4	32,4
7	5	MESSENGER.MSN.ES	21,4	31,0
6	6	KUTXA.NET	24,5	27,5
5	7	EUSKADI.NET	27,5	25,5
8	8	YOUTUBE.COM	20,9	25,5
10	9	BBK.ES	18,4	24,6
11	10	ELPAIS.ES	16,8	23,6
12	11	EHU.ES	15,7	20,8
16	12	WIKIPEDIA.ORG	13,2	18,8
9	13	GIPUZKOA.NET	19,9	14,6
19	14	CAJALABORAL.ES	10,1	14,1
20	15	ELMUNDO.ES	9,4	12,1
18	16	GARA.NET	10,6	11,9
21	17	IBERIA.COM	9,4	11,5
27	18	EBAY.COM	6,5	11,4
14	19	INFOJOB.COM	14,3	9,1
13	20	VIAJAR.COM	14,7	7,8

Source: Eustat
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