

INFORMATION SOCIETY SURVEY OF THE BASQUE COUNTRY - FAMILIES 2010

## Digital press, email and social networks headed the list of most visited websites in the Basque Country in 2010

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

People who regularly use Internet in the Basque Country, first of all, opted for the websites offered by the media, followed by email platforms and those relating to social networks, institutions, electronic banking, leisure and travel, according to Eustat data for 2010.

The website with the most hits continued to be "elcorreodigital.com", as 14% of the total Internet users visited that space, which came to a total of 166,000 hits. In terms of hits, this was followed by the "diariovasco.com" (6.8%) and marca.es (4.6%) newspapers.

Special mention should be made of hotmail.com, the email platform, in second place in the ranking, with an entry of nearly 160,000 hits and a share of 13.4%. The arrival of "gmail.com" in the list of most visited sites is also noteworthy as it burst into the ranking at No. 15.

The "tuenti.com" site, a virtual social network set up in 2006, has consolidated its position as it is in fourth place with a total of 76,800 hits, accounting for 6.5% of the total, which is 37,900 hits up on 2009. The facebook.com site also moved up 55 places in the ranking, from 61<sup>st</sup> to 6<sup>th</sup> place, with a total of 41,300 hits, which was 15 times more than in 2009. On the other hand, "youtube.com" dropped four places in the ranking, even though it still remained in the top 10 as it was in seventh position.

### **Electronic banking and the institutional websites remain in the same places on the list of the most visited websites in 2010**

The sites run by banks for their customers are among the most popular sites: "kutxa.net", with 2.5% of the total hits is in ninth place, while "bbk.es" had 2.1% of the hits and "cajalaboral.es" 1.3%. The cajavital.es" website moved up 43 places, from 64<sup>th</sup> to 21<sup>st</sup>, with a 1.0% of the total hits.

The Basque Government website ( "euskadi.net") accounted for 2.3% of the total hits and was visited a total of 27,400 times, which put it in eleventh place on the ranking. Special mention should be made of the consolidation of the sites related to the Basque Public Administration, such as ejgv.euskadi.net and "osakidetza-svs.org", in the top 30. The University of the Basque Country – "ehu.es" - in tenth place and "wikipedia.org" rising from ninth to eighth place are also noteworthy.

Other websites that have leapt up the ranking are acb.com", that jumped from 112<sup>th</sup> to 34<sup>th</sup>, "ingdirect.com", from 106<sup>th</sup> to 38<sup>th</sup>, and "msn.es", which dropped 42 places, from 91<sup>st</sup> to 49<sup>th</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. 97.6% of this collective, which stands at over 989,000 Internet users aged 15 and over, use Google, compared to 1.4% that resort to Yahoo and 1.0% that use other search engines. The number of people using Google has increased by 48,800 people in 2010.

## Ranking of the 20 most visited websites by Internet users. 2009 and 2010

Ranking 2009	Ranking 2010		Nº of mentions 2009	Nº of mentions 2010
		<b>Total</b>	<b>938,6</b>	<b>1.189,6</b>
1	1	ELCORREODIGITAL.COM	126,5	166,0
8	2	HOTMAIL.COM	30,0	159,6
2	3	DIARIOVASCO.COM	61,6	80,5
6	4	TUENTI.COM	38,9	76,8
4	5	MARCA.ES	42,0	54,2
61	6	FACEBOOK.COM	2,8	41,3
3	7	YOUTUBE.COM	44,9	38,7
9	8	WIKIPEDIA.ORG	26,0	32,5
7	9	KUTXA.NET	33,8	29,8
10	10	ELPAIS.ES	25,1	29,3
5	11	EUSKADI.NET	41,2	27,4
11	12	BBK.ES	21,5	24,6
25	13	YAHOO.COM	8,1	19,5
14	14	EHU.ES	14,5	18,1
-	15	GMAIL.COM	0,0	16,5
12	16	CAJALABORAL.ES	15,4	15,6
17	17	MESSENGER.MSN.ES	13,1	14,0
15	18	GARA.NET	13,9	12,7
18	19	ELMUNDO.ES	12,0	12,6
16	20	INFOJOB.COM	13,6	12,2

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

### For further information:

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