

## The digital press recovered the top positions in the list of most-visited websites in 2014

### ***E-mail sites and social networks fell from the top positions, although they continued to be among the most visited***

Those who habitually use the Internet in the Basque Country leant, in the first place, towards the sites offered by the communication media, followed by those related to e-mail platforms, social networks, institutions web pages, electronic banking and leisure and travel, according to Eustat data referring to the year 2014.

The most visited website in 2014 is "elcorreodigital.com", with 8.6% of individuals who use the Internet frequenting this site, a total of 316,000 visits. The second position in the ranking was occupied by the web page "google.com", which climbed six places compared to 2013 with a total of 302,000 visits (8.2%). In turn, the e-mail platform "hotmail.com", leader in 2013, and the social network "facebook.com", which was classified second the previous year, were relegated to the fifth and sixth positions respectively.

Most media have risen in the ranking compared to the same period of 2013. The most-cited media, apart from "elcorreodigital.com", include "diarivasco.com", accounting for 5.3% of visits, "marca.es" at 3.6%, "elpais.com" at 2.3% and "deia.es" at 1.6% of the total.

Furthermore, the consolidation of the site "youtube.com" is particularly noteworthy, which rose to the third position with a total of 252,000 visits, capturing 6.9% of the share. It is also worth mentioning the breakthrough of "wikipedia.org" among the most visited pages, which climbed six places in the classification to occupy the eighth position.

The consolidation of work-related portals deserves special mention. Notable examples include "lanbide.net", with 1.8% of visits, and "infojob.com", with 1.4% of the total.

### **Electronic banking and institutional web pages maintained their positions in the ranking**

The website of the Basque Government, "euskadi.net", with 2.8% of total visits, had a figure of 104,000 visits, occupying tenth position in the ranking. In this sense, it is worth mentioning the consolidation within the first 25 positions of other 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 and their clients: "kutxabank.es", with 1.7% of visits, occupies the eighteenth position and "laboralkutxa.com" receives 0.5% of the total.

### More than 97% of Internet users in the Basque Country use “Google” as a search engine

In regards to search engines, Google continued to be the preference of Internet users in the Basque Country, with other search engines having been displaced. 97.3% of this collective, standing at more than 1,253,000 Internet users aged 15 and over, use Google as a reference, against 1.3% who use Yahoo and the remaining 1.4% who use other search engines.

### Ranking of the 20 most visited websites by Internet users. 2013 and 2014 (in thousands)

Ranking 2013	Ranking 2014		Nº of mentions 2013	Nº of mentions 2014
		<b>Total</b>	<b>3.171,9</b>	<b>3.665,1</b>
3	1	ELCORREODIGITAL.COM	271,0	316,3
8	2	GOOGLE.COM	87,6	302,0
4	3	YOUTUBE.COM	206,9	251,9
6	4	DIARIOVASCO.COM	152,8	194,0
1	5	HOTMAIL.COM	318,4	170,1
2	6	FACEBOOK.COM	286,0	153,4
15	7	WIKIPEDIA.ORG	57,9	141,6
7	8	MARCA.ES	125,3	132,5
5	9	GMAIL.COM	196,3	132,2
12	10	EUSKADI.NET	67,4	103,7
10	11	ELPAIS.COM	79,4	84,2
16	12	YAHOO.COM	55,6	74,1
13	13	LANBIDE.NET	64,4	64,9
14	14	KUTXABANK.ES	63,7	62,1
22	15	ELTIEMPO.ES	32,8	59,7
17	16	DEIA.ES	52,2	59,3
18	17	INFOJOB.COM	43,3	49,9
20	18	ELMUNDO.ES	33,9	42,3
11	19	TWITTER.COM	68,3	35,9
25	20	OSAKIDETZA.EUSKADI.NET	20,8	33,4

**Source. Eustat. Information Society Survey of the Basque Country-families**

### 97% of children had access to a computer in their dwelling against 77.2% of the population aged 15 and over

The introduction of the new information and communications technologies amongst the population between the ages of 6 and 14 was very high. Thus, in the first quarter of 2014, 96.4% had a computer in their dwelling against 77.2% of the population aged 15 and over.

Regarding access to the Internet, slightly more than 168,000 boys and girls, or 94.2%, had this service in their dwellings, an increase of 3.4 points compared to the same period of 2013. This percentage is nearly 20 points above that recorded by the population aged 15 and over with access to the web (74.5%).

With regards to the use of new technology by the infant population group, 80.2% of minors, a total of 143,000 individuals, used the Internet in the last three months, compared to 67.9% of those over 14 years of age.

Minors who use the Internet opted, mainly, for activities relating to leisure (81.6%), followed by searches in libraries and documents (49.3%), searches for information on goods and services (46.4%), and e-mail (41.2%).

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*Further press releases on Information Society Survey of the Basque Country - Families*

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