

SOCIETY ON THE INFORMATION SOCIETY. FAMILIES. 2015 RANKING

Digital press sites, social networking sites and e-mailing sites were the most visited websites in 2015

The website “whatsapp.com” is one of the most visited

Those who habitually use the Internet in the Basque Country were inclined, first and foremost, to use the sites offered by the communication media, followed by those related to social networks, e-mail platforms, institutions and electronic banking according to Eustat data referring to the year 2015.

The most visited website in 2015 is “elcorreodigital.com”, with 8.7% of individuals who use the Internet frequenting this site, a total of 334,900 visits. “facebook.com” comes second, with a total of 226,100 visits (5.8%), up four places since 2014. In third place comes “google.com”, with a total of 216,300 visits (5.6%), which also appears as a search engine.

Additionally, it is worth mentioning the consolidation in the ranking of “whatsapp.com”, which climbed to fifth place with a total of 153,200 visits (4.0% of the total) - 143,300 more visits than in 2014.

Most media have fallen in the ranking compared to 2014. The most frequently cited media include “marca.es” (2.9% of visits), “diariovasco.com” (2.8%), “elpais.com” (1.7%), “deia.es” (1.1%) and “naiz.eus” (1.0%).

The consolidation of work-related portals deserves special mention. Notable examples include “lanbide.euskadi.eu”, with 1.3% of visits.

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

The website of the Basque Government, “euskadi.eus”, with 2.2% of total visits, had 86,000 visits, and is eleventh in the ranking. It's also worth highlighting the consolidation within the top 20 web pages related to Basque public administration, such as the website for the University of the Basque Country, “ehu.eus”, and the website for the Osakidetza - “osakidetza.euskadi.eus”.

The websites of banking institutions also feature amongst the most cited web pages: “kutxabank.es”, with 2.2% of visits, occupies the tenth position and “laboralkutxa.com” received 1.0% of total visits.

More than 95% of Internet users in the Basque Country use Google as a search engine

In regards to search engines, Google, despite a slight decrease in visits, continued to be the preference of Internet users in the Basque Country, with other search engines having been displaced. 95.9% of this collective, standing at more than 1,308,000 Internet users aged 15 and over, use Google as a reference, against 2.1% who use Yahoo and the remaining 2.0% who use other search engines.

Ranking of the 20 most visited websites by Internet users. 2014 and 2015 (in thousands)

Ranking 2014	Ranking 2015		Nº of mentions 2014	Nº of mentions 2015
		Total	3.650,9	3.865,5
1	1	ELCORREODIGITAL.COM	316,3	334,9
6	2	FACEBOOK.COM	153,4	226,1
2	3	GOOGLE.COM	302,0	216,3
3	4	YOUTUBE.COM	251,9	204,0
55	5	WHATSAPP.COM	9,9	153,2
9	6	GMAIL.COM	132,2	114,1
8	7	MARCA.ES	132,5	111,5
4	8	DIARIOVASCO.COM	194,0	108,0
5	9	HOTMAIL.COM	170,1	98,5
14	10	KUTXABANK.ES	62,1	86,8
10	11	EUSKADI.EUS	103,7	86,0
7	12	WIKIPEDIA.ORG	141,6	82,0
15	13	ELTIEMPO.ES	59,7	73,7
11	14	ELPAIS.COM	84,2	67,0
12	15	YAHOO.COM	74,1	63,6
22	16	EHU.EUS	30,8	48,7
13	17	LANBIDE.EUSKADI.EUS	64,9	48,6
20	18	OSAKIDETZA.EUSKADI.EUS	33,4	47,3
19	19	TWITTER.COM	35,9	45,8
16	20	DEIA.ES	59,3	42,7

Source. Eustat. Survey on the information society. Families

Nine of every ten minors aged between 6 and 14 have used the internet during the last three months

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 2015, 98.0% had a computer in their dwelling against 78.4% of the population aged 15 and over. Regarding access to the Internet, slightly more than 174,000 boys and girls, or 98.6%, had this service in their dwellings, an increase of 4.4 points compared to the same period of 2014. This percentage is nearly 20 points above the percentage for the population aged 15 and over (78.0%). With regards to the use of new technology by the infant population group, 89.0%, a total of 157,600 individuals, have used the Internet in the last three months, compared to 71.7% of those over 15 years of age. An analysis by province shows that in Álava, 90.5% of minors aged between 6 and 14 are users, putting it in first place, followed by Gipuzkoa with 89.6% and Bizkaia with 87.9%.

For further information:

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Further press releases on Survey on the information society. Families
 Databank on Information Survey on the information society. Families