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Internet Statistics Compendium

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1. About this report

This compendium is a collection of the most recent statistics and market data publicly available on online marketing, e-commerce, the internet and related digital media. The report is a **one-stop shop for internet stats** to help you quickly track down the latest data.

The compendium is also available as 11 separate reports:

- [Affiliate Marketing](#)
- [Customer Experience](#)
- [Demographics](#)
- [E-commerce](#)
- [Email Marketing](#)
- [Mobile](#)
- [Internet Advertising](#)
- [Search Marketing](#)
- [Social Media](#)
- [Technology Adoption](#)
- [Web Analytics](#)

The information contained – including charts and graphs – is taken largely from third party sources, credited throughout the document and in the acknowledgements at the back of this guide.

If there is data that you feel is inaccurate, missing, or incorrectly credited then please get in touch with Econsultancy's Research Director Linus Gregoriadis: linus@econsultancy.com or phone +1 212 699 3626. Likewise, if you would like to contribute data or research then contact us.

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2. About Econsultancy

Econsultancy is the leading source of **independent advice and insight on digital marketing and ecommerce**.

Our reports, events, online resources and training programs help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of e-business.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

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3. Usage and Demographics

3.1. Global Reach / Penetration of Interactive Services

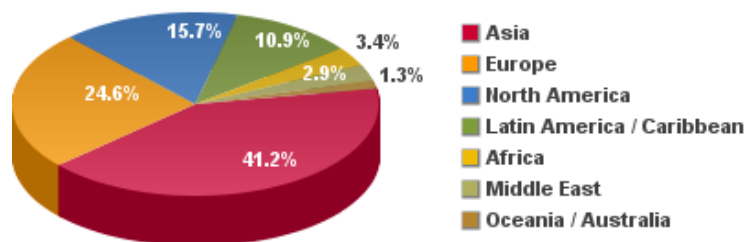
United States

- Forrester surveyed 53,668 US and Canadian households and individuals ages 18-and-older to find that the number of households reporting being online has grown slightly more than 3% since last year, while broadband adoption among Internet households grew slightly more than 6%. [Source: [Forrester Research via Econsultancy Blog](#), July 2009]
- There are 251,290,489 internet users in the USA, who account for 15% of the total internet users in the world. [Nielsen//NetRatings via [Internet World Stats](#), April 2009]

International

- The total number of internet users worldwide is 1,596,270,108 [Nielsen//NetRatings via [Internet World Stats](#), April 2009]

World Internet Users by World Regions



Source: Internet World Stats - www.internetworldstats.com/stats.htm
1,596,270,108 Internet users for March 31, 2009
Copyright © 2009, Miniwatts Marketing Group

- Global IP traffic is expected to increase fivefold from 2008 to 2013, approaching 56 exabytes per month in 2013, up from approximately 9 exabytes per month in 2008. [Source: [Cisco](#), June 2009]

United Kingdom

- The total count of unique UK internet users is 36,820,000, according to comScore [Source: [comScore](#), May 2009]

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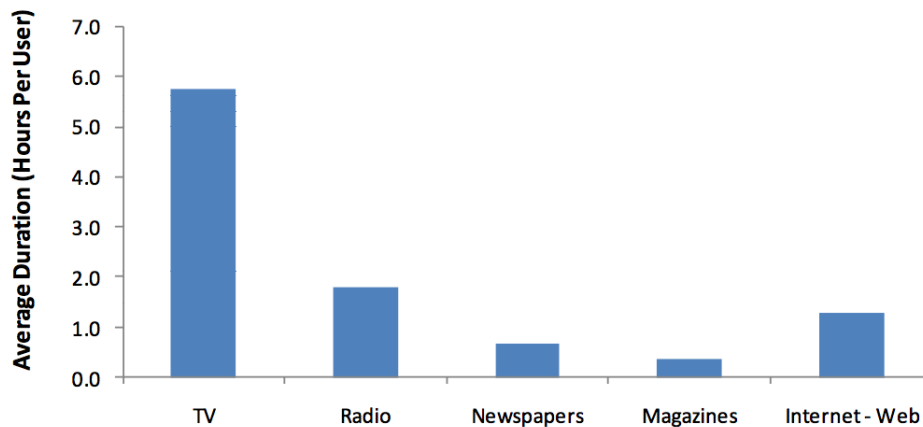
3.2. Media Consumption Figures – Internet and other Media

United States

- According to Forrester Research’s annual survey of Internet users, average weekly Internet usage for Americans has held steady at 12 hours per week since last year. [Source: [Forrester Research via Econsultancy Blog](#), July 2009]
- 221 million internet users in the US spent an average of 19 hours and 42 minutes online during March 2008. [Source: Nielsen Online, April 2008]
 - An average of 52 seconds was spent on each web page visited.
 - The number of web pages viewed per person was 2,437.

International

- **NEW:** Average Daily Media Consumption [Source: [Council For Research Excellence via Mediabrands Worldwide](#), July 2009]



6. Social Media

6.1 Social networking

United States

- 55.6 million adults – or just less than 1/3rd of the population – in the US now visit social networks at least monthly, according to a new report from Forrester Research. That’s up from just 15 % of adults in 2007, and around 18 % last year. Social networking is now more popular than instant messaging among adults, which 54.3 million people report using. [Source: [Forrester Research via Mashable](#), July 2009]

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- Top 25 US Social Networks [Source: [Compete](#), February 2009]

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	flickr.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

International

- When it comes to social media, 51% find advertising "annoying and irrelevant" [Source: IDC via [Econsultancy Blog](#), March 2009]
- In February the largest age group on Twitter was 35-49, with nearly 3 million unique visitors, comprising almost 42% of the site's audience. [Source: [Nielsen](#) via Econsultancy Blog, March 2009]

United Kingdom

- The Telegraph's social media strategy seems to be paying dividends, as its website now receives 8% of its daily traffic from news aggregators like Digg and Reddit, as well as Twitter. [Source: Telegraph via [Econsultancy Blog](#), April 2009]

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8.7. Natural Search/SEO/Organic search

Effects of Google penalties

- GoCompare was penalized by Google for boosting its ranking by buying paid links. The company had a search term traffic share of 16% when it ranked #1 for "car insurance" but that dropped to 2% during the penalty and is still less than 5%, even though it is ranking in the top 10. [Source: Hitwise [via Econsultancy blog](#), April 2008]

International

- Nearly 15 billion links (~3% of all links indexed from the live web by the SEOmoz Linkscope tool) use the nofollow attribute. Over 11 billion of those links were internal (73% of instances of nofollow) [Source: [SEOmoz](#), June 2009]
- Microsoft says that Flash-based sites are responsible for 21% of all empty descriptions in their index. [Source: Microsoft via [Search Engine Land](#), June 2009]

United Kingdom

- 50% of survey respondents still use external agencies for SEO, but 11% support them with their own in-house SEO efforts. [Source: [Econsultancy UK Search Engine Marketing Benchmark Report](#), April 2009]
- 47% of companies spend at least £10,000 per year on SEO, 20% spend more than £50,000. [Source: Econsultancy UK Search Engine Marketing Benchmark Report, April 2009]

3.3. Paid Search / Pay per click (PPC)

United States

- While referrals to websites from search engines is increasing, the share of paid clicks from that traffic declined by 26% over the last 12 months. In the four weeks to May 9, 2009, 7.25% of search engine traffic to websites was from paid clicks. This compares to 9.84% in the same four week period in 2008. [Source: [Hitwise](#), May 2009]
- Paid search comprises the largest slice of the US online advertising market, accounting for 42.5% of total online advertising spend last year. [Source: eMarketer, April 2007]
 - Google and Yahoo dominant in this market; taking 73.8% of paid search ad spend between them in 2006, with this figure predicted to grow to 91.9% this year. Google has the larger share, with 58.7% compared with Yahoo's 15%

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19. Mobile

19.1. Market Size and Usage

19.1.1. Market Size and Demographics

United States

- 38% of Gen Y users (aged 18-24) have an iPhone or iPod Touch. [Source: [Participatory Marketing Network](#), May 2009]
- Of 57 million people with Web-enabled mobile phones in the US, 18 million (or about 31%) use the devices to connect to the Web. [Source: Netpop Research via [Clickz](#), April 2009]

International

- Strategy Analytics forecasts that shipments of smartphones with the Android operating system from Google will increase by 900% in 2009. [Source: [Strategy Analytics](#), May 2009]
- Of 182 million people with Web-enabled mobile phones in China, 102 million -- or 56% -- use the devices to connect to the Web. [Source: Netpop Research via [Clickz](#), April 2009]

United Kingdom

- Mobile penetration is unchanged at 84%, while implied penetration is now approaching 125%, meaning that up to 40% of mobile phone users have multiple SIMs and devices. [Source: [Deloitte](#), May 2009]
- There are 15,375,945 mobile media users in the UK. (3-month average to January 2009) [Source: M Metrics via [Orange survey](#), March 2009]

3.3.1. MMS and Camera Phones

United States

- Photo messaging in the US has risen by 32% since February, while the UK, France and Germany have seen increases of between 16-20%.
 - The rise is attributed to improved picture quality and an increased number of owners of higher-resolution camera phones. [Source: M: Metrics, August 2006]

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BSA	Logan Tod & Co.	PQ Media	De Vos& Jansen
eGovernment News	Kontraband	Postini	Enquisite
eCircle	London Business School	Princeton Survey Research Associates International	M-Metrics
EIAA	eDigital	Thomson Intermedia	Mobile Data Association
360i	Elogisites Magazine	Lyris Technologies	Prospectiv
Accessibility Forum	Email Systems	M:Metrics	PwC
ACNielsen	EmailLabs	Macromedia	Quaestor Research and Marketing Strategists
Actinic	EmailMonitor	Makovsky & Co	Questus
Admap	eMarketer	Marketing magazine	Rax.ru
AdTech AG	Empirix	Marketing Week	RCT Analytics
AlchemyWorx	Employers' Forum on Disability	MarketingProfs	Receptional
Amazon	Enpocket	MarketingSherpa	Responsys
Analysys International	Enquiro	MarketingVOX	Return Path
Anti-Phishing Group	Entertainment Media Research	McKinsey	Revenue Science
AOL	Epsilon Interactive	MediaBuyerPlanner	Revolution
AOP	Equi-Media	Media Contacts	RNIB
AP	eROI	MediaPost	Royal Mail
APACS	eTForecasts	Merchant Risk Council	Russell Research
Atlas	Eyeblaster	Merrill Lynch	Scarborough Research
Axon Publishing	Financial Times	MetaPack	SciVisum
Bango	Forrester	Millward Brown	Search Engine Guide



BARB	Foviance	Mintel	SearchEngineWatch
B2B Marketing	Fireclick Index	Microsoft bCentral	SearchIgnite
BBC	Gallup	MMXI	SEMPO
BCG	Gartner	Mobile Data Association	Sento Corp
BCS	GetSafeOnline	Motorola	SEO-PR
Ben Edelman	GfK market research	MSN	Silicon.com
Benchmark Research	GMI	Mutual Points	silverPOP
Bernstein Research			
Bigfoot Interactive	Goldman Sachs	Nakamura Communications	Site Confidence
BIGResearch	Gomez	Net.Applications.com	SiteIntelligence
BizRate/Shopzilla	Google	National Sales Association	Sky
Bloglines	Group M	National Statistics	Sophos
Bradley Horwitz	Guardian	NetIQ	Spannerworks
Brandweek	Guardian Unlimited	Netonomy	Spectrum Strategy
BRMB	GVU	Newspaper Association of America	Starcom
Bronto	Harris Interactive	Nielsen Analytics	Steelside
Brown University	Harvest Digital	Nielsen Entertainment	Strategy Analytics
Browser News	Hitwise	Nielsen//NetRatings	Technorati
BSkyB	Hostway	NMA	Telecom Express
BURST! Media	IAB	Nomensa	Telephia
Carat	IAMAI	NOP	TGI.net
CDMS	iBurbia	NPD Online	The Independent
China Internet Network Information Center	ICQ	NTC Research	The Kelsey Group
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Church of the Customer	IDS	OFT	The Times
Cida	IFPI	Olswang	The Usability Company (Foviance)
ClickForensics	i-Level	OMD Insight	TheWiseMarketer



Clicks2customers	i-Village	OneStat	Thomas, Townsend & Kent
ClickZ	IMRG	Oneupweb	TNS
comScore	IMS Research	Online Publishers Association	Touch Clarity
CommTouch	Informa Telecoms & Media	ONS	TradeDoubler
Compete Inc	Information Week	OPT-4	Transversal
Contact MC	Initiative	Orange Broadband	TravelDailyNews
Continental Research	In-Stat	Outsell	Unica
Coremetrics	InsightExpress	Overture	Universal McCann
Cornell University	Intel	Panlogic	University of Oxford
Cranfield School of Management	Interpublic	Paypal	Useit.com (Jakob Nielsen)
CyberSource	IPA	PCPRO	Verdict Research
Cymfony	Ipsos	PC World Magazine	W3C
Dart	IPT	Performics	Wanadoo UK plc & SPA
Datamonitor	IronPort	Perseus	Webroot
Dave Chaffey	iProspect	Pew	WebSideStory
Deloitte	Ipwalk	Pheedo	Wireless World Forum
Deutsche Bank	iResearch	PhoCusWright	Workplace Print Media
Digital Strategy Consulting	iMedia Connection	Point Topic	Yahoo
DoubleClick	IRN Research	Piper Jaffray & Co	Yankee Group
DirectGov	ITFacts	Ponemon Institute	YouGov
Direct Partners	Joshua ConsumerCheck	Porter Research	ZDNet Research
Direct Marketing Association	Juniper Research	Precedent	Zendor
DRC	Jupiter Research	Porter Novelli	Zona Research
Dynamic Logic	Snow Valley	Merkle	Edison Media Research
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