



30 Web Usage Statistics

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For most of us, the internet is part of our everyday lives. We can do all sorts of things more easily online, from keeping in touch with friends and family to booking a vacation. Marketers can also reach their audiences easily and efficiently, but only if they understand how they use the internet. Here are 30 web usage statistics that can help.

1. As of June 2012, 78% of the United States population had access to the internet, compared to 34% of the world's population. <http://www.internetworldstats.com/stats.htm>
<http://www.internetworldstats.com/stats14.htm>
2. As of May 2010, 66% of American adults had a broadband connection at home. 5% used dial-up, and 26% did not have a home internet connection.
http://pewinternet.org/~media/Files/Reports/2010/PIP_Generations_and_Tech10.pdf
3. In 2010, 68% of U.S. adults accessed the internet at home. 34% did so at work, and 9% did so at school or the library. 18% got online using a wireless connection outside the home. 30% accessed the internet using a cell phone or mobile device.
<http://www.census.gov/compendia/statab/2012/tables/12s1156.pdf>
4. In September 2012, the average internet user in the United States spent 28.5 hours online, with an average of 63 sessions, 95 domains visited and 2,563 page views.
http://blog.nielsen.com/nielsenwire/online_mobile/september-2012-top-us-web-brands/
5. Senior citizens have historically been the age group least likely to use the internet or email. However, according to an April 2012 study by [Pew Internet](#), 53% of adults age 65 or older are now online. 77% of 50 to 64-year-olds use the internet, as do 91% of 30 to 49-year-olds, and 97% of 18 to 29-year-olds.
http://www.pewinternet.org/~media/Files/Reports/2012/PIP_Older_adults_and_internet_use.pdf
6. Social networking usage follows a similar trend. 86% of 18 to 29-year-olds use social networking sites, as do 72% of 30 to 49-year-olds, 50% of 50 to 64-year-olds, and 34% of those age 65 and older.
http://www.pewinternet.org/~media/Files/Reports/2012/PIP_Older_adults_and_internet_use.pdf

7. According to a 2011 Nielsen study, U.S. internet users spend 22.5% of their online time on social networks and blogs. They spend 9.8% on online games, 7.6% on email, 4.4% watching videos or movies, 4% using search engines and 3.3% using instant messaging. http://www.computerworld.com/s/article/9219947/Social_networks_eat_up_Americans_online_time
8. Teenagers (age 12-17) and Millennials (age 18-33) are more likely than older generations to watch videos online, use social networking sites, use instant messaging, play online games, read blogs and visit virtual worlds. Generation X-ers and older (34 and up) are more likely to visit government websites and look for financial information online. http://pewinternet.org/~media/Files/Reports/2010/PIP_Generations_and_Tech10.pdf
9. As of December 2012, Chrome was the most popular browser with 46.9% market share. Chrome was followed by Firefox (31.1%), Internet Explorer (14.7%), Safari (4.2%) and Opera (2.1%). http://www.w3schools.com/browsers/browsers_stats.asp
10. As of November 2012, Google was the most popular search engine with 80% market share. Bing was the runner-up with 9%, and Yahoo took third place with 7%. http://www.statowl.com/search_engine_market_share.php
11. 92% of U.S. internet users use search engines, and 59% do so on a typical day. http://pewinternet.org/~media/Files/Reports/2011/PIP_Search-and-Email.pdf
12. 91% of U.S. internet users worry about online privacy at least occasionally, but only 38% are aware of ways to limit the amount of personal information that websites can collect. Of these, 81% have deleted their web history, 75% have adjusted website privacy settings, and 65% have adjusted browser privacy settings. <http://www.emarketer.com/Article/On-Privacy-Consumers-Concerns-Actions-Diverge/1009536>

13. In the United States, internet users spend 20% of their computer time and 30% of their mobile online time on social networking sites.
<http://blog.nielsen.com/nielsenwire/social/2012/>
14. According to [Alexa](#), [Facebook](#), [Google](#) and [YouTube](#) are the most visited websites in the United States and the world. <http://www.alex.com/topsites>
<http://www.alex.com/topsites/countries/US>
15. 54% of Americans have a profile on a social network. 54% use Facebook, 13% use [LinkedIn](#), 13% use [Twitter](#) and 8% use [Google+](#). <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
16. 49% of social network users use their sites of choice at least once a week, with 22% using them several times each day. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
17. In August 2012, over 164 million Americans watched video content online. They spent an average of 7 hours watching video and viewed an average of 166 streams.
http://blog.nielsen.com/nielsenwire/online_mobile/august-2012-top-u-s-video-sites/
18. YouTube is the most visited online video site, with users watching over 17 billion videos during the month of August 2012. Each user spent an average of nearly five hours on the site. http://blog.nielsen.com/nielsenwire/online_mobile/august-2012-top-u-s-video-sites/
19. [Netflix](#) is the leading online video site in terms of time spent per viewer, with the average viewer spending about 10.5 hours on the site in August 2012.
http://blog.nielsen.com/nielsenwire/online_mobile/august-2012-top-u-s-video-sites/
20. 85% of tablet and smartphone users go online with their devices while watching TV at least once a month. 40% do so daily. <http://blog.nielsen.com/nielsenwire/consumer/the-cross-platform-report-a-new-connected-community/>

21. More people are going online for news. According to a 2012 Pew Internet study, 46% of Americans regularly get news from an online source, and 13% regularly access online news with a mobile device. <http://www.people-press.org/files/legacy-pdf/2012%20News%20Consumption%20Report.pdf>
22. Yahoo is the leading online news destination, with 26% of online news users visiting. Google comes in second with 17%, CNN third with 14%, and local news sources fourth with 13%. <http://www.people-press.org/files/legacy-pdf/2012%20News%20Consumption%20Report.pdf>
23. 72% of internet users look for health information online, including 65% of male users and 79% of female users. <http://www.pewinternet.org/~media/Files/Reports/2013/Pew%20Internet%20Health%20Online%20report.pdf>
24. 35% of American adults have turned to the web to try to diagnose a medical condition, either for themselves or someone else. <http://www.pewinternet.org/~media/Files/Reports/2013/Pew%20Internet%20Health%20Online%20report.pdf>
25. 25% of American internet users read customer ratings and reviews, and 25% sign up for coupons and freebies online. Other popular retail-related activities include buying from online auctions (18%), selling in online auctions (7%), using comparison shopping sites (11%) and posting ratings and reviews of products and services (6%). <http://www.internetretailer.com/trends/consumers/>
26. Worldwide, 49% of consumers with internet access made a purchase online in the first quarter of 2012. http://blog.nielsen.com/nielsenwire/online_mobile/how-connectivity-influences-global-shopping/
27. According to [eMarketer](#), in 2011, 178.5 million U.S. shoppers (87.5% of internet users) made purchases online. By 2015, the number is expected to increase to 201.1 million (90.1% of users). <http://www.internetretailer.com/trends/consumers/>

28. The most frequent online shoppers are between the ages of 31 and 44, with 68% making a purchase online at least once every three months. However, members of the 45 to 54 age group are the biggest online spenders, spending an average of \$647 online each quarter. <http://www.internetretailer.com/trends/consumers/>
29. In December 2012, [Amazon](#) was the most visited retail website, with over 692 million total visits. [eBay](#) came in second with 685 million visits, followed by Netflix (316 million), [Walmart.com](#) (245 million) and [Target.com](#) (125 million).
<http://www.experian.com/hitwise/online-trends-industry.html>
30. 59% of U.S. consumers say that shopping online is their favorite way to make purchases as opposed to in-store shopping (31%) and mobile shopping (13%). 68% say online shopping is the easiest and most convenient way to shop as well. But the majority agree that in-store purchases are the safest (77%) and most reliable (69%).
<http://blog.nielsen.com/nielsenwire/consumer/shopper-sentiment-how-consumers-feel-about-shopping-in-store-online-and-via-mobile/>

More people are online today than ever, and they're using the web in a variety of ways. By staying on top of web usage trends, you can reach your audience on their terms.