

Tables & Graphs

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2006 Est.)	Population % of World	Internet Usage, Latest Data	% of Population Penetration	Usage % of World	Usage Growth 2000-2006
Africa	915,210,928	14.1 %	32,765,700	3.6 %	3.0 %	625.8 %
Asia	3,667,774,066	56.4 %	394,872,213	10.8 %	36.4 %	245.5 %
Europe	807,289,020	12.4 %	308,712,903	38.2 %	28.4 %	193.7 %
Middle East	190,084,161	2.9 %	19,028,400	10.0 %	1.8 %	479.3 %
North America	331,473,276	5.1 %	229,138,706	69.1 %	21.1 %	112.0 %
Latin America/Caribbean	553,908,632	8.5 %	83,368,209	15.1 %	7.7 %	361.4 %
Oceania / Australia	33,956,977	0.5 %	18,364,772	54.1 %	1.7 %	141.0 %
WORLD TOTAL	6,499,697,060	100.0 %	1,086,250,903	16.7 %	100.0 %	200.9 %

Table 1. Breakdown of Internet usage by world region. Note: Internet Usage and World Population Statistics were updated for Sept. 18, 2006. (Internet Usage Statistics: The Big Picture , 2006, table 1).

Searches	Per Day (Millions)	Per Month (Millions)
Google	91	2,733
Yahoo	60	1,792
MSN	28	845
AOL	16	486
Ask	13	378
Others	6	166
Total	213	6,400

Table 2. Amount of Internet searches performed on SEs by day and month (Sullivan, 2006, Table 1).

Search Sites	Total Local Searches
Total Internet Population	100%
Google Sites	29.8%
Yahoo! Sites	29.2%
Microsoft Sites	12.3%
Time Warner Network	7.1%
Verizon Communications	6.6%
YellowPages.com	3.9%
Ask Network	2.7%
Local.com	1.9%
InfoSpace Network	1.9%
DexOnline.com	1.4%
All Other	3.2%

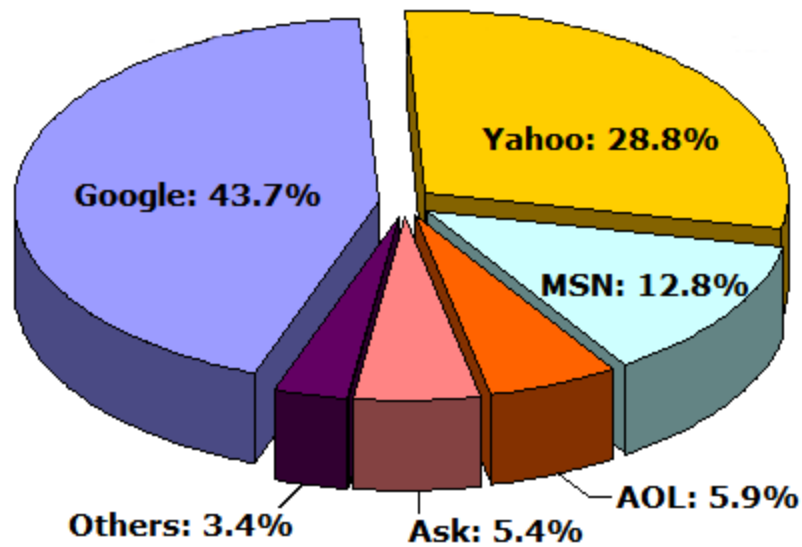
Table 3. Share of Local Searches by Site for July 2006. This includes searches made from home, work and university locations in the U.S. (comScore Networks, 2006, table 1).

BROWSER STATISTICS MONTH BY MONTH							
2006	IE7	IE6	IE5	Fx	Moz	N7/8	O7/8/9
September	2.3%	55.5%	4.0%	27.3%	2.3%	0.4%	1.6%
August	2.0%	56.2%	4.1%	27.1%	2.3%	0.3%	1.6%
July	1.9%	56.3%	4.2%	25.5%	2.3%	0.4%	1.4%
June	1.6%	58.2%	4.3%	24.9%	2.2%	0.3%	1.4%
May	1.1%	57.4%	4.5%	25.7%	2.3%	0.3%	1.5%
April	0.7%	58.0%	5.0%	25.2%	2.5%	0.4%	1.5%
March	0.6%	58.8%	5.3%	24.5%	2.4%	0.5%	1.5%
February	0.5%	59.5%	5.7%	25.1%	2.9%	0.4%	1.5%
January	0.2%	60.3%	5.5%	25.0%	3.1%	0.5%	1.6%

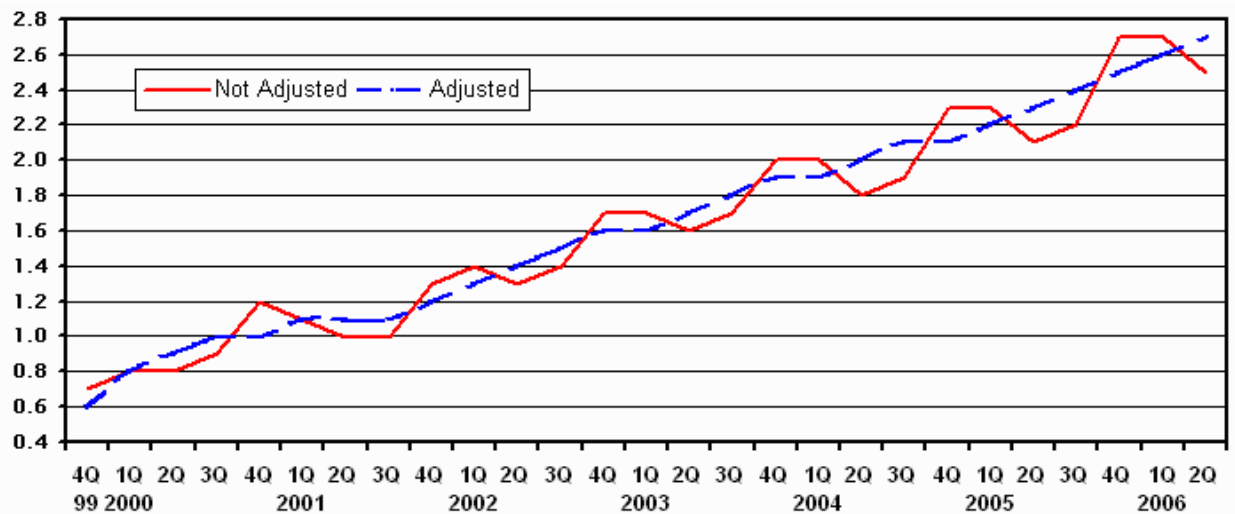
Table 4. Browser Statistics Month by Month for 2006. Key: **IE** – Internet Explorer, **Fx** – Firefox, **Moz** – Mozilla, **O** – Opera, **N** – Netscape, **AOL** – America Online (Browser Statistics, 2006, table 1).

	WinXP	W2000	Win98	WinNT	W2003	Linux	Mac
September	75.6%	9.2%	1.4%	0.3%	2.0%	3.5%	3.8%
August	75.2%	10.1%	1.4%	0.3%	2.1%	3.5%	3.6%
July	74.3%	10.1%	1.5%	0.3%	2.0%	3.4%	3.6%
June	74.1%	10.6%	1.6%	0.3%	2.0%	3.4%	3.6%
May	74.2%	10.7%	1.6%	0.2%	2.0%	3.4%	3.6%
April	74.0%	11.2%	1.8%	0.3%	1.9%	3.3%	3.6%
March	72.9%	11.9%	2.0%	0.3%	1.8%	3.4%	3.5%
February	73.3%	12.3%	2.1%	0.3%	1.8%	3.4%	3.6%
January	72.3%	13.1%	2.4%	0.3%	1.7%	3.3%	3.5%

Table 5. Operating System Platform Statistics for 2006 (Browser Statistics, 2006, table 2).



Graph 1. Shares of Search Engine (SE) Searches as of July 2006 (Sullivan, 2006, graph 1).



Graph 2. Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales: 4th Quarter 1999-2nd Quarter 2006 (Scheleur, King, & Shimberg, 2006, graph. 1).

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