



# Internet and Search Engine Usage By Country

## Worldwide

Internet World Stats in March 2011 estimated 2,095,006,005 people around the world were online, or 30.2% of the total world population. According to StatCounter Global Stats, Google had 91.2% of the total search engine market, whereas NetMarketshare reported Google's share to be 84.73%. Google's world dominance is clear, but in leading markets China, Japan, Russia, and South Korea, local favorites draw many more searchers than Google.

Here are the numbers for Internet and search engine use country by country, grouped in regions for convenience. The statistics are from June of 2010, unless otherwise noted.

## Europe

### Albania

- Estimated total 2010 population: 2,986,952
- Internet usage is 1,300,000 people, or 43.5% penetration and around 0.3% of all Internet users in Europe.
- The number of Albanians online grew 51,900% from 2000 to 2010.
- Google was the most-used search engine with close to 94% market share.
- Other international players—Bing at 3.77% and Yahoo! at barely more than 1%—trail way behind.
- Albania has around 0.3% of total Internet users in Europe.
- The official language is Tosk Albanian, with a minority speaking Shqip, as in the surrounding Balkans.

### Andorra

- Total population: 84,525
- Internet usage was 67,200 as of June 30, or 79.5% penetration.
- User growth was about 1,244% from 2000 to 2010.
- Google was the most-used search engine with 96.23% market share, similar to the surrounding countries Spain and France.
- Bing has a market share of about 2.19% in Andorra, second after Google.
- The official language in Andorra is Catalan, but Spanish, French, and Portuguese are spoken also.

### Austria

- Total population: 8,214,160.
- About 6,143,600 people use the Internet, a penetration of about 74.8%.
- Growth of the user base was about 192.6% from 2000 to 2010.
- Google had a market share of about 97.97% in August 2010.
- Austria has around 1.3% of total Internet users in Europe.
- Although Austrians speak German, they prefer local online shopping and don't trust German shopping sites.
- Of people ages 16 to 74, 41% shopped online, purchasing books, clothing, and sporting goods and spending on average 100–499 euros.

## Belarus

- Belarus has a population of 9,612,632 with 4,436,800 Internet users, a penetration of 46.2%.
- The growth of the Internet user base was about 2,364.9%.
- The market share of Google has declined since 2009, from about 80% in August 2009 to 64.3% in August 2010. However, Russian search engine Yandex usage increased from 2009 to about 33.91% in August 2010.
- The official language is Belorussian, with Russian spoken also.
- Bing, Yahoo!, and Ask have market shares under 2%.
- Belarus has around 0.9% of total Internet users in Europe.

## Belgium

- Total population: 10,423,493, with 8,113,200 Internet users, a penetration of about 77.8%.
- The growth of users was about 305.7%.
- Google has a steady market share of about 97.61%.
- Yahoo!'s share was next to none, and Bing came second after Google with a market share of 1.41%.
- Belgium has around 1.7% of total Internet users in Europe.
- Flemish Dutch, French, and German are all the official languages in Belgium, in that order of preference.

## Bosnia-Herzegovina

- Bosnia-Herzegovina has an Internet usage penetration of about 31.2%.
- Only 1,441,000 of the 4,621,598 people living in Bosnia-Herzegovina use the Internet. That makes 0.3% of the total Internet users in Europe.
- The growth of users was about 20,485.7%. Therefore, they are growing very fast and will get a bigger penetration very soon.
- Google has a market share of about 97.06% in Bosnia-Herzegovina.
- Bosnian is the official language.

## Bulgaria

- Bulgaria has a population of about 7,148,785, with 3,395,000 Internet users.
- That is a penetration of about 47.5%, and the growth of the Internet using the population was about 689.5% from 2000 to 2010.
- Google has a market share of nearly 100% in Bulgaria; approximately 98.71 people use Google.
- No other search engine has even a 1% market share.
- Bulgaria has 0.7% of total Internet users in Europe.
- Bulgarian is the official language.

## Croatia

- Half of Croatia's population is using the Internet. Croatia has a population of about 4,486,881, and 2,244,400 people are Internet-users.
- The user-base growth has been about 1,022.2%, and 98.58% use Google as their search engine.
- The Slovenian search engine Najdi.si attracts 0.03% of the Internet users.
- Croatia has 0.5% of total Internet users in Europe.
- Croats speak Croatian, a version of Serbo-Croatian, but prefer to think of it as their own.

## Cyprus

- Cyprus has a population of about 1,102,677; Internet user growth has been 261.5%.
- Google's market share is about 95.07%. Bing has 2.36%, and Yahoo! has 2.03%.  
In 2009 13% of the population purchased from an online shop; this was an increase of close to 100% from 2008, when 6.8% of Cypriots shopped online.
- Cyprus has 0.1% of all Internet users in Europe.

## Czech Republic

- Total population: 10,201,707
- Internet usage 6,680,800 as of June 2010, a 65.5% penetration.
- User growth was 568.1% from 2000 to 2010.
- Not all stats tell the same story when it comes to market share, but all agree that Google and local player Seznam are the largest. In some reports, such as from Top List, Seznam was ranked number one with 47% and Google over 40%.
- StatCounter has Google at close to 73% and Seznam at around 25%.
- Another local player, Zbozi.cz, also registers with around 2%.
- The Czech Republic has around 1.4% of total Internet users in Europe.
- The official language, Czech, is mutually intelligible with Slovak.

## Denmark

- Denmark has 4,750,500 Internet users and a population of about 5,515,575. That is a penetration of about 86.1% and the growth of users was about 143.6%.
- Google's market share was about 97.44%.
- Bing had a little growth, up to 2.62% in June 2010, but dropped to 1.89% in August.
- Danish students were allowed to access the Internet during exams in 2010.
- Denmark has around 1% of total Internet users in Europe.

## Estonia

- Estonia has a population of about 1,291,170 with 969,700 Internet users, a penetration of about 75.1%.
- User growth was 164.5% from 2000 to 2010.
- Google is the rising star among search engines. In September 2008, Google had a market share of about 80%, and the local search engine NETI had almost 16%. But NETI fell behind, while Google grew up to 94.92% by August 2010.
- Another source lists NETI with a market share of about 22.26% in June 2010 and Google with 73.58% users.
- Estonia has around 0.2% of total Internet users in Europe.
- The Estonian language is closely related to Finnish.

## Faroe Islands

- In the Faroe Islands, 76.4% of the population use the Internet, 37,500 of 49,057 people.
- User growth was 1,150% from 2000 to 2010.
- In August 2010 Google had a market share of about 90.50%.
- Other search engines on the market were Bing with 4.04% and Portal PL with 3.95%.
- Portal PL is a Polish search engine that in 2009 had a market share around 10% for a few months.
- Faroese is the main language, but Danish is also the official language as the country is under the control of the Kingdom of Denmark.

## Finland

- Total population: 5,255,695, with Internet usage of 4,480,900, or 85.3% penetration.
- User growth from 2000 to 2010 was 132.5%.
- Finland's leading search engine is Google with 98.12% market share.
- In 2010 the Finnish government made broadband access a legal right and identified the Internet as a basic part of the daily life. This means that providers have to make a connection available to everyone. So in the future you can assume that the penetration will go to 100%.
- Finland has around 0.9% of total Internet users in Europe.
- Finns speak Finnish, which is very similar to Turkish.

## France

- Total population: 64,768,389, with 44,625,300 Internet users, or 68.9% penetration, almost 10% less than in neighboring Germany.
- However, France has had an Internet user growth of about 425%, compared to Germany's 171.3%.
- According to StatCounter, Google has a market share of about 95.59%, a bit more than on search-engine-market-share.com, which states Google had about 90.9% in June 2010.
- France has around 9.4% of total Internet users in Europe, the fourth largest individual country group after Germany, Russia, and the United Kingdom.

## Germany

- Germany has a population of 82,282,988, the second largest population in Europe.
- In Germany 65,123,800 people, 79.1% of the population, use the Internet.
- User growth from 2000 to 2010 was 171.3%.
- Google has a market share of 97.09% in Germany.
- Web.de had a 0.3% share in August 2010, and Bing had 1.16% on StatCounter.
- A different source lists Google with 91.9% and 2% for T-online, a German site that is working with Google.
- Germans prize data security on the Internet, a preference that puts Facebook in a bad position there.
- Germany has around 13.7% of total Internet users in Europe, which makes the country the biggest Internet user group in Europe.
- German is spoken but in as many as four different dialects by significant portions of the population.

## Gibraltar

- Total population: 28,877 with Internet use by 20,200, a 70% penetration.
- User growth from 2000 to 2010 was 1,162.5%.
- Google had a market share of about 89.02% in August 2010.
- Bing and Yahoo!'s market share was a little bit over 5% in August 2010.
- UK English is the sole official language, as the Rock is a British overseas territory, but locals also speak Spanish and some Arabic.

## Greece

- Total population: 10,749,943
- Internet usage: 4,970,700, or 46.2% penetration.
- User growth from 2000 to 2010 was about 397.1%.
- Google's market share was about 97.85% in August 2010.
- Greece has around 1% of total Internet users in Europe.

## Guernsey and Alderney

- Total population: 64,775
- Internet use by 48,300 people, or 74.6% penetration.
- User growth from 2000 to 2010 was 141.5%.
- Google had a market share of about 93.34% in August 2010, and Bing lagged with 3.67% market share.
- Yahoo! had a market share of about 17.78% in April 2009, but that declined.

## Hungary

- Hungary has a population of about 9,992,339
- Internet use is 6,176,400 people, or 61.8% of the population.
- User growth from 2000 to 2010 was 763.8%.
- Google's market share was about 97%–98% according to two sources in 2010.
- Hungary has around 1.3% of total Internet users in Europe.

## Iceland

- Total population is around 320,000
- Internet usage: 301,600, or 97.6% penetration
- User growth from 2000 to 2010 was 79.5%.
- Most popular search engine is Google with close to 80% of the search market; other international players are Yahoo! (1%) and Bing (3%).
- Local directory Leit.is (Icelandic) has some 15% share.

## Ireland

- Ireland has a population of about 4,622,917, with 3,042,600 Internet users, a penetration of about 65.8%.
- User growth from 2000 to 2010 was 288.1%.
- Google's market share in Ireland is 95.23%, trailed by Bing with 2.22%.
- In 2009, Ireland was the 10th biggest online shopping nation in the world.
- Ireland has around 0.6% of total Internet users in Europe.



## Isle of Man

No data available.

## Italy

- Italy has a population of about 58,090,681, with 30,7026,400 Internet users, a penetration of 51.7%.
- User growth from 2000 to 2010 was 127.5%.
- The top search engine used by Italians is Google, with a 96.96% market share.
- The local search engine Arianna, enhanced by Google, had a reach of about 17% in 2005, but in 2010 that sank to only 0.15%.
- Italy has around 6.3% of total Internet users in Europe.

## Jersey

- Total population: 93,363
- Internet use of 29,500, for 31.6% penetration.
- User growth from 2000 to 2010 was 268.8%.
- Google had a market share of 94.08% in August 2010, and Bing had a 2.98% market share.

## Kosovo

- Total population: 1,815,048, with 377,000 Internet users, a penetration of 20.8%.
- No user growth from 2000 to 2010.
- Kosovo has around 0.1% of all Internet users in Europe.

## Latvia

- Total population: 2,217,969, with Internet use by 1,503,400, or 67.8% of the population.
- User growth from 2000 to 2010 exploded by 902.3%.
- Google had a market share of about 97.4% in August 2010.
- Latvia has around 0.3% of total Internet users in Europe.

## Liechtenstein

- Total population: 35,002, with 23,000 Internet users, a penetration of 65.7%.
- The user growth from 2000 to 2010 was 155.6%.
- Google had a market share of 97.32% in August 2010.

## Lithuania

- Total population: 3,545,319, with 2,103,471 Internet users, a penetration of about 59.3%.
- The user growth from 2000 to 2010 was a whopping 834.9%.
- Google had a market share of 98.69% in August 2010.
- Lithuania has around 0.4% of total Internet users in Europe.

## Luxembourg

- Luxembourg had a population of 497,538 estimated in 2010.
- Internet use is about 424,500, or 85.3% penetration.
- User growth from 2000 to 2010 was 324.5%.
- Google's market share was 96.14% in August 2010.
- Luxembourg has 0.1% of total Internet users in Europe.

## Macedonia

- Macedonia has a population of 2,072,086
- Internet use is about 1,057,400, or 51% penetration.
- User growth from 2000 to 2010 exploded 3,424.7%.
- Google's market share was 95.36% in August 2010.
- Only 4 out of 522 people were shopping online in 2009; in 2008, only 8 out of 522.
- Macedonia has around 0.2% of total Internet users in Europe.

## Malta

- Malta has a population of 406,771
- Internet usage is about 240,600, or 59.1% penetration.
- User growth from 2000 to 2010 was about 501.5%.

- Google's market share was about 91.22% in August 2010, followed by Bing with 4.35% and Yahoo! with 3.92%.
- Malta has around 0.1% of total Internet users in Europe.

## Moldova

- Moldova has a population of about 4,317,483.
- Internet use is about 1,295,000, or 30% penetration.
- User growth from 2000 to 2010 was about 5,080%.
- Google's market share was about 93.45% in August 2010, followed by Yandex RU with 4.34%.
- Moldova has around 0.3% of total Internet users in Europe.

## Monaco

- Total population: 30,586, with 23,000 Internet users, a penetration of about 75.2%.
- The user growth from 2000 to 2010 was about 228.6%.
- Google had a market share of about 94.83% in August 2010.

## Montenegro

- Total population: 666,730, with 294,000 Internet users, a penetration of about 44.1%.
- Google had a market share of about 96.87% in August 2010.
- Montenegro has around 0.1% of all Internet users in Europe.

## Netherlands

- The Netherlands has a population of about 16,783,092.
- Internet use is about 14,872,200, for 88.6% penetration.
- User growth from 2000 to 2010 was 281.3%.
- Google's market share was 94.65% in August 2010, followed by local search engine StartPagina with 2.97%.
- The Netherlands has around 3.1% of total Internet users in Europe.

## Norway

- Norway has a population of about 4,676,305.
- Internet use is 4,431,100 for 94.8% penetration.
- User growth from 2000 to 2010 was 101.4%.
- Google's market share was 96.1% in August 2010, followed by Bing with 2.7%.
- Norway has around 0.9% of total Internet users in Europe.

## Poland

- Poland has a population of about 38,463,689.
- Internet use is about 22,450,600, or 58.4% penetration.
- User growth from 2000 to 2010 was about 701.8%.
- Google's market share was about 98.05 in August 2010.
- Poland has around 4.7% of total Internet users in Europe.

## Portugal

- Portugal has a population of about 10,735,765.
- Internet use is about 5,168,800, for 48.1% penetration.
- User growth from 2000 to 2010 was 106.8%.
- Google's market share was about 97.53% in August 2010.
- Portugal has around 1.1% of total Internet users in Europe.

## Romania

- Romania has a population of about 21,959,278.
- Internet use is about 7,786,700, or 35.5% penetration.
- User growth from 2000 to 2010 was about 873.3%.
- Google's market share was about 94.14% in August 2010.
- A study from the GFK in August 2010 showed that Romanians use the Internet primarily to chat with friends, and they chat more frequently than other countries in the world.
- Romania has around 1.6% of total Internet users in Europe.

## Russia

- Russia has a population of about 139,390,205.
- Internet use is about 59,700,000, for only 42.8% penetration for the biggest country in Europe.
- User growth from 2000 to 2010 was a huge 1,825.8%.
- For Google's market share, there are two different sources for 2010. StatCounter listed Google with a market share of about 49.47% and the local Russian search engine Yandex RU with 48.18% in August 2010. Search Engine Market Share listed Google with only 23.14% of the market and Yandex RU with 68.06% market share. They also listed Rambler with 7.1% market share in June 2010.
- Russia has around 12.6% of total Internet users in Europe.

## San Marino

- San Marino has a population of about 31,477.
- Internet use is about 17,000, or 54% penetration.
- User growth from 2000 to 2010 was about 580%.
- Google's market share was 96.77% in August 2010.

## Serbia

- Serbia has a population of about 7,344,847.
- Internet use is about 4,107,000, for 55.9% penetration.
- User growth from 2000 to 2010 was about 926.8%.
- Google's market share was about 97.83% in August 2010.
- Serbia has around 0.9% of total Internet users in Europe.

## Slovakia

- Slovakia has a population of about 5,470,306.
- Internet use is about 4,063,600, or 74.3% penetration.
- User growth from 2000 to 2010 was 525.2%.
- Google's market share was 97.83% in August 2010.
- Serbia has around 0.9% of total Internet users in Europe.

## Slovenia

- Slovenia has a population of about 2,003,136
- Internet usage is about 1,298,500, or 64.8% penetration.
- User growth from 2000 to 2010 was about 332.8%.
- Google's market share was about 90.53% in August 2010, and Najdi.si held 8.38%. Najdi.si was bigger in November 2008, when it had a market share of about 41.04%, but that number declined.
- Slovenia has around 0.3% of total Internet users in Europe.

## Spain

- Spain has a population of about 46,505,963
- Internet usage is about 29,093,984, or 62.6% penetration.
- User growth from 2000 to 2010 was about 440%.
- Google's market share was about 93.02% in August 2010, and Search Engine Market Share listed Conduit with 2.9% market share.
- StatCounter didn't list Conduit but listed Google with 97.31% market share in August 2010.
- Spain has around 6.1% of total Internet users in Europe.

## Svalbard and Jan Mayan

No data available.

## Sweden

- Sweden has a population of about 9,074,055
- Internet usage is about 8,397,900, or 92.5% penetration.
- User growth from 2000 to 2010 was about 107.5%.
- Google's market share was about 96.68% in August 2010, followed by Bing with 2.31% market share.
- Remarkable in Sweden is that already 42% of the three- to five-year-olds use the Internet occasionally. Three percent of them use the Internet daily.
- Sweden has around 1.8% of total Internet users in Europe.

## Switzerland

- Switzerland has a population of about 7,623,438
- Internet usage is about 5,739,300, or 75.3% penetration.
- User growth from 2000 to 2010 was about 168.9%.
- Google's market share was about 97.32% (StatCounter) in August 2010 or 92% (Search Engine Market Share) in June 2010.
- Both sources also list Bluewin with 2% (Search Engine Market Share) or 0.27% (StatCounter).
- Switzerland has around 1.2% of total Internet users in Europe.

## Turkey

- In Turkey, 45% of the population is using the Internet.
- Turkey has a population of about 77,804,122, and 35,000,000 people are Internet-users.
- The user growth was about 1,650%, and 98.97% use Google as their search engine.
- Turkey has 7.4% of total Internet users in Europe.

## Ukraine

- In the Ukraine, 33.7% of the population is using the Internet.
- The Ukraine has a population of about 45,415,596, and 15,300,000 people are Internet users.
- The user growth was about 7,550.0%, and 85.16% (StatCounter) or 63.18% (Search Engine Market Share) use Google as their search engine.
- Yandex RU is listed with either 33.86% (Search Engine Market Share, in June 2010) or with 13.12% (StatCounter, in August 2010).
- The Ukraine has 3.2% of total Internet users in Europe.

## United Kingdom

- The United Kingdom has a population of about 62,348,447
- Internet usage is about 51,442,100, or 82.5% penetration.
- User growth from 2000 to 2010 was about 234%.

- Google's market share was about 92.77% (StatCounter) in August 2010 or 89.4% (Search Engine Market Share) in June 2010.
- On both sources, Yahoo! and Bing were beneath 4%.
- The United Kingdom has around 10.8% of total Internet users in Europe.

## Vatican City State

- In the Vatican, 11.2% of the population is using the Internet.
- The Vatican City State has a population of about 829, and 93 people are Internet users.

## Asia

### Afghanistan

- Total population: 29,121,286
- Internet usage: 1,000,000, or 3.4% penetration.
- User growth from 2000 to 2010 is unknown.
- The most popular search engine is Google with close to 89.1% of the search market; other international players such as Bing and Yahoo! have around 5% each.
- No local search engines or directories register according to StatCounter Global Stats.
- Internet usage has dramatically increased since 2002, growing from close to nothing to what it is today.

### Armenia

- Armenia has a population of about 2,966,802.
- Internet usage was about 208,200, or 7% penetration in 2010.
- Armenia's Internet use is slowly increasing.
- User growth from 2000 to 2010 was about 594%.
- Google's market share was about 90.34% in August 2010, and Yandex RU was about 5.96% of the market.



## Azerbaijan

- Azerbaijan has a population of about 8,303,512.
- Internet usage as about 3,689,000, or 44.44 penetration in 2010.
- User growth from 2000 to 2010 was about 30,641.7%, which is a big increase.
- Google's market share was about 95.91% in August 2010.
- Azerbaijan has around 0.4% of total Internet users in Asia.

## Bangladesh

- Bangladesh has a population of about 158,065,841.
- Internet usage was about 617,300, or 0.4% penetration in 2010.
- User growth from 2000 to 2010 was about 517.3%.
- Google's market share was about 90.97% in August 2010.
- Yahoo! was slowly declining from 12.62% market share in August 2008 to 4.45% in August 2010.
- Bangladesh has around 0.1% of total Internet users in Asia.

## Bhutan

- Bhutan has a population of about 699,847.
- Internet usage was about 50,000, or 7.1% penetration in 2010.
- In 2000, Bhutan had only 500 Internet users, so close to nothing. The user growth from 2000 to 2010 was therefore about 9,990%.
- Google's market share was about 90.34% in August 2010.
- Bing and Yahoo! both have less than 5% market share.

## Brunei Darussalam

- Brunei Darussalam has a population of about 395,027.
- Internet usage was about 318,900, or 80.7% penetration in 2010.
- User growth from 2000 to 2010 was about 963%.
- Google's market share was about 89.53% in August 2010.
- Yahoo! slowly declined from 13.77% market share in November 2008 to 5.76% in August 2010.
- Bing had a 4.14% market share in August 2010.

## Cambodia

- Cambodia has a population of about 14,753,320.
- Internet usage was about 78,000, or 0.5% penetration in 2010.
- The user growth from 2000 to 2010 was about 1,200%.
- Google's market share was about 89.22% in August 2010.
- Bing and Yahoo! both had around 5% market share.

## China

- Total population: 1,330,141,295
- Internet usage: 420,000,000, or 31.6% penetration
- User growth from 2000 to 2010 was about 1,766.7%.
- The most popular search engine was Baidu, with close to 60.74% of the search market; Google's market share was about 37.39%.
- China had a big change in search engine use at the beginning of 2009. In February 2009, Google was the leading search engine with 95.18% market share. Then Baidu entered the market and increased automatically. In March 2009, it took 42.13% of the market and Google fell behind. In May 2009, Baidu had 51.93% market share and Google only 37.38%.
- China has around 50.9% of total Internet users in Asia.

## Georgia

- Georgia has a population of about 4,600,825.
- Internet usage was about 1,300,000, or 28.3% penetration in 2010.
- User growth from 2000 to 2010 was about 6,400%.
- Google's market share was about 93.82% in August 2010.
- Georgia has around 0.2% of total Internet users in Asia.

## Hong Kong

- Hong Kong has a population of about 7,089,705.
- Internet usage was about 4,878,713, or 68.8% penetration in 2010.
- User growth from 2000 to 2010 was about 113.7%.
- Google and Yahoo! are battling for the market. Yahoo! got a big increase in October 2008 and afterward Google and Yahoo! switched

places in the leading search engine ranking. In August 2010, Google had a market share of about 52.34%; and Yahoo!, 46.06%. Search Engine Market Watch listed Google China with 36.55%, Google Hong Kong with 23.77%, and Yahoo! with only 20.45% in June 2010. Baidu reached 3.61% in Hong Kong.

- Hong Kong has around 0.6% of total Internet users in Asia.

## India

- India has a population of about 1,173,108,018.
- Internet usage was about 81,000,000, or 6.9% penetration in 2010.
- User growth from 2000 to 2010 was about 1,520%.
- Google's market share was about 97.08% in August 2010.
- India has around 9.8% of total Internet users in Asia.

## Indonesia

- Indonesia has a population of about 242,968,342.
- Internet usage was about 30,000,000, or 12.3% penetration in 2010.
- User growth from 2000 to 2010 was about 1,400%.
- Google's market share was about 96.5% in August 2010.
- Indonesia has around 3.6% of total Internet users in Asia.

## Japan

- Japan has a population of about 126,804,433.
- Internet usage was about 99,143,700, or 78.2% penetration in 2010. Therefore, Japan is one of the leading countries in terms of Internet use in Asia.
- User growth from 2000 to 2010 was about 110.6%.
- StatCounter and Search Engine Market Share give us two very different results. In September 2009, Search Engine Market Share measured a market share for Yahoo! of about 51.2%, and for Google, 39%. In September 2009, Yahoo! had 21.01% on StatCounter, and Google had 76.66%. In August 2010, the latest numbers on StatCounter were 15.97% for Yahoo! and 81.42% for Google. Other sources also confirm Yahoo! as the leading search engine in Japan, so in this case we can take Search Engine Market Watch more seriously.

- Japan has around 12% of total Internet users in Asia.

## Kazakhstan

- Total population: 15,460,484
- Internet usage: 5,300,000, or 34.3% penetration
- User growth from 2000 to 2010 was 7,471.4%.
- Google's market share was 76.81%.
- Yandex Ru was slowly growing to 21.23% in August 2010.
- Kazakhstan has around 0.6% of total Internet users in Asia.

## North Korea

- North Korea has a population of about 22,757,275.
- Because North Korea is an isolated country, there is no data about Internet use in general.

## South Korea

- Total population: 48,636,068
- Internet usage: 39,440,000, or 81.1% penetration
- User growth from 2000 to 2010 was 110.6%.
- The most popular search engine is the local engine Naver (Korean) with close to 47.32% of the search market; Google comes next with 45.29% and Yahoo! with 6.48%. Others barely register.
- South Korea holds the honor of leading in the number of DSL connections per person worldwide.

## Kyrgyzstan

- Kyrgyzstan has a population of about 5,508,626.
- Internet usage was about 2,194,400, or 39.8% penetration in 2010.
- User growth from 2000 to 2010 was about 4,152.7%.
- Google's market share was about 86.98% in August 2010; Yandex Ru ranks about 6.79%, and Yahoo! and Bing have less than 4%.
- Kyrgyzstan has around 0.3% of total Internet users in Asia.

## Laos

- Laos has a population of about 6,993,767.
- Internet usage was about 527,400, or 7.5% penetration in 2010.
- User growth from 2000 to 2010 was about 8,690%.
- Google's market share was about 93.05% in August 2010; Yahoo! and Bing had less than 4% market share.
- Laos has around 0.1% of total Internet users in Asia.

## Macao

- Macao has a population of about 567,957.
- Internet usage was about 60,000, or 49.5% penetration in 2010.
- User growth from 2000 to 2010 was about 368.2%.
- Google's market share was about 59.11% in August 2010, and Yahoo!'s market share was 36.09% after a battle in April 2009, when Yahoo! had more market share than Google for a short time. Now it seems as though Yahoo! is slightly declining.

## Malaysia

- Malaysia has a population of about 26,160,256.
- Internet usage was about 16,902,600, or 64.6% penetration in 2010.
- User growth from 2000 to 2010 was about 356.8%.
- Google's market share was about 82.04% in August 2010; Yahoo! was falling behind with a 12.89% market share.
- Malaysia has around 2% of total Internet users in Asia.

## Maldives

- Total population: 395,650
- Internet usage: 87,900, or 22.2% penetration.
- User growth from 2000 to 2010 was 1,365%.
- The most popular search engine is Google, with 95.47% market share.

## Mongolia

- Total population: 3,086,918
- Internet usage: 350,000, or 11.3% penetration
- User growth from 2000 to 2010 was 1,066.7%.
- The most popular search engine is Google, with 91.25% market share.

## Myanmar

- Total population: 53,414,374
- Internet Usage: 110,000, or 0.2% penetration
- User growth from 2000 to 2010 was 10,900%.
- The most popular search engine is Google, with 97.25% market share.

## Nepal

- Nepal has a population of about 28,951,852.
- Internet usage was about 625,800, or 2.2% penetration in 2010.
- User growth from 2000 to 2010 was about 1,151.6%.
- Google's market share was about 90.79% in August 2010.
- Bing has a market share of about 5.42%, and Yahoo! has less than 4%.
- Nepal has around 0.1% of total Internet users in Asia.

## Pakistan

- Pakistan has a population of about 177,276,594.
- Internet usage was about 18,500,000, or 10.4% penetration in 2010.
- User growth from 2000 to 2010 was about 13,716.3%.
- Google's market share was about 93.21% in August 2010; Bing and Yahoo! had less than 4% market share.
- Pakistan has around 2.2% of total Internet users in Asia.

## Philippines

- The Philippines has a population of about 99,900,177.
- Internet usage was about 29,700,000, or 29.7% penetration in 2010.
- User growth from 2000 to 2010 was about 1,385%.

- Google's market share was about 82.36% in August 2010 and seems still to be rising.
- Yahoo! had a market share of about 35.77% in January 2009 but has fallen behind since then at 14.73% in August 2010.
- The Philippines has around 3.6% of total Internet users in Asia.

## Singapore

- Singapore has a population of about 4,701,069.
- Internet usage was about 3,658,400, or 77.8% penetration in 2010.
- User growth from 2000 to 2010 was about 204.9%.
- Google's market share was about 83.74% in August 2010; Yahoo! was falling behind with 13.1% market share.
- Singapore has around 0.4% of total Internet users in Asia.

## Sri Lanka

- Sri Lanka has a population of about 21,513,990.
- Internet usage was about 1,776,200, or 8.3% penetration in 2010.
- User growth from 2000 to 2010 was about 157.7%.
- Google's market share was about 91.42% in August 2010; Yahoo! was constantly falling at 4.85% market share in August.
- Bing has a market share of about 3.07%.
- Sri Lanka has around 2% of total Internet users in Asia.

## Taiwan

- Taiwan has a population of about 23,024,956.
- Internet usage was about 16,130,000, or 70.1% penetration in 2010.
- User growth from 2000 to 2010 was about 157.7%.
- Yahoo! and Google are battling for the Taiwanese market. In October 2008, Yahoo! started to rise and took a lot of Google's market share. In December 2008, Yahoo! had a market share of about 65.82 and left Google behind with a market share of about 32.96%. Since then, both are established on the Taiwanese market, but Yahoo! has a greater market share than Google. The latest numbers from August 2010 show Yahoo! with 56.29% and Google with 42.48% market share.
- Taiwan has around 2% of total Internet users in Asia.

## Tajikistan

- Tajikistan has a population of about 7,487,489.
- Internet usage was about 700,000, or 9.3% penetration in 2010.
- User growth from 2000 to 2010 was about 34,900%.
- Google's market share was about 85.63% in August 2010.
- Yandex RU holds an almost static 10.15% market share.
- Tajikistan has around 0.1% of total Internet users in Asia.

## Thailand

- Thailand has a population of about 66,404,688.
- Internet usage was about 17,486,400, or 26.3% penetration in 2010.
- User growth from 2000 to 2010 was about 660.3%.
- Google's market share was about 98.93% in August 2010, so Google has no competitor in the market for Thailand.
- Thailand has around 2.1% of total Internet users in Asia.

## Timor-Leste

- Timor-Leste has a population of about 1,154,625.
- Internet usage was about 2,100, or 0.2% penetration in 2010.
- Google was the leading search engine with 85.26% market share.
- Yahoo! has a market share of about 8.51%, after it started to drop in June 2010.
- StatCounter lists a 5.63% market share for Bing.

## Turkmenistan

- Turkmenistan has a population of about 4,940,916.
- Internet usage was about 80,400, or 1.6% penetration in 2010.
- User growth from 2000 to 2010 was about 3,920%.
- Google's market share was about 90.43% in August 2010.
- Yandex RU holds an almost static 5.25% market share.



## Uzbekistan

- Uzbekistan has a population of about 27,865,738.
- Internet usage was about 4,689,000, or 16.8% penetration in 2010.
- User growth from 2000 to 2010 was about 62,420%, so Uzbekistan has a fast-growing Internet use market.
- Google's market share was about 80% in August 2010.
- Yandex RU has 16.17% market share, and all others have less than 2%.
- Uzbekistan has around 0.6% of total Internet users in Asia.

## Vietnam

- Vietnam has a population of about 89,571,130.
- Internet usage was about 24,269,083, or 27.1% penetration in 2010.
- User growth from 2000 to 2010 was about 12,034.5%.
- Google's market share was about 93.93% in August 2010.
- Vietnam has around 2.9% of total Internet users in Asia.

## North America

### Bermuda

- Bermuda has a population of about 68,265.
- Internet usage was about 54,000, or 79.1% penetration in 2010.
- User growth from 2000 to 2010 was about 116%.
- Google's market share was about 80.59%, followed by Bing (11.79%), and Yahoo! (6.96%) in August 2010.

### Canada

- Canada has a population of about 33,759,742.
- Internet usage was about 26,224,900, or 77.7% penetration in 2010.
- User growth from 2000 to 2010 was about 106.5%.
- Google's market share was about 92.93% in August 2010, making it Canada's leading search engine.
- Bing and Yahoo! have less than 4% on the Canadian market according to StatCounter.

- Search Engine Market Watch lists Google with only 82.72% (Google.com and Google.ca) market share in July 2010 and Bing with 5.98%.
- Canada has around 9.9% of total Internet users in North America.

## Greenland

- Greenland has a population of about 57,637.
- Internet usage was about 52,000, or 90.2% penetration in 2010.
- User growth from 2000 to 2010 was about 192.1%.
- Google's market share was about 93.75% in August 2010.

## St. Pierre and Miquelon

- St. Pierre and Miquelon are French islands with no remarkable Internet data.
- The population is about 5,943.

## United States

- The United States has a population of about 310,232,863.
- Internet usage was about 239,232,863, or 77.3% penetration in 2010.
- User growth from 2000 to 2010 was about 151.6%.
- Search Engine Market Watch listed Google with only 65.8% market share in July 2010 and Yahoo! with 17.1%.
- Bing's impact on the market was about 11%, whereas StatCounter listed Bing and Yahoo! with around 7%–8% and Google's market share about 82.03% in August 2010.
- The United States has around 90.1% of total Internet users in North America.

## South America

### Argentina

- Argentina has a population of about 41,343,201.
- Internet usage was about 26,614,813, or 64.4% penetration in 2010.
- User growth from 2000 to 2010 was about 964.6%.

- Google's market share was about 96.59% in August 2010.
- Argentina has around 17% of total Internet users in South America.

## Bolivia

- Bolivia has a population of about 9,947,418.
- Internet usage was about 1,102,500, or 11.1% penetration in 2010.
- User growth from 2000 to 2010 was about 818.8%.
- Google's market share was about 97.22% in August 2010.
- Bolivia has around 0.7% of total Internet users in South America.

## Brazil

- Brazil has a population of about 201,103,330 and is therefore the biggest country in terms of population and size in South America.
- Internet usage was about 75,943,600, or 37.8% penetration in 2010.
- User growth from 2000 to 2010 was about 1,418.9%.
- Google's market share was about 97.44 in August 2010.
- Brazil has around 48.5% of total Internet users in South America.

## Chile

- Total population: 44,205,293
- Internet usage: 8,369,036, or 50% penetration
- User growth from 2000 to 2010 was 376.2%.
- The most popular search engine was Google, with 91.25% market share.
- Chile has around 5.3% of total Internet users in South America.

## Colombia

- Colombia has a population of about 44,205,293.
- Internet usage was about 21,529,415, or 48.7% penetration in 2010.
- User growth from 2000 to 2010 was about 2,352.1%.
- Google's market share was about 96.89% in August 2010.
- Colombia has around 13.7% of total Internet users in South America.

## Ecuador

- Ecuador has a population of about 14,790,608.
- Internet usage was about 2,359,710, or 16% penetration in 2010.
- User growth from 2000 to 2010 was about 1,211%.
- Google's market share was about 96.89% in August 2010.
- Ecuador has around 1.5% of total Internet users in South America.

## Falkland Islands

- Falkland Islands has a population of about 2,546.
- Internet usage was about 2,546, or 100% penetration in 2010.
- Google's market share was about 91.33% in August 2010; Bing and Yahoo! had less than 4%.

## French Guiana

- French Guiana has a population of about 235,690.
- Internet usage was about 58,000, or 24.6% penetration in 2010.
- User growth from 2000 to 2010 was about 2,800%.
- Google's market share was about 93.36% in August 2010.

## Guyana

- Guyana has a population of about 748,488.
- Internet usage was about 220,000, or 29.4% penetration in 2010.
- User growth from 2000 to 2010 was about 7,233.3%.
- Google's market share was about 79.52% in August 2010, Yahoo!'s market share was about 13.06, and third was Bing with 6.42%.
- Guyana has around 0.1% of total Internet users in South America.

## Paraguay

- Paraguay has a population of about 6,375,830.
- Internet usage was about 1,000,000, or 15.7% penetration in 2010.
- User growth from 2000 to 2010 was about 4,900%.
- Google's market share was about 96.83% in August 2010.

- Paraguay has around 0.6% of total Internet users in South America.

## Peru

- Peru has a population of about 29,907,003.
- Internet usage was about 8,084,900, or 27% penetration in 2010.
- User growth from 2000 to 2010 was about 223.4%.
- Google's market share was about 96.41% in August 2010.
- Peru has around 5.2% of total Internet users in South America.

## Suriname

- Suriname has a population of about 486,618.
- Internet usage was about 163,000, or 33.5% penetration in 2010.
- User growth from 2000 to 2010 was about 1,293.2%.
- Google's market share was about 90.3% in August 2010.
- Suriname has around 0.1% of total Internet users in South America.

## Uruguay

- Uruguay has a population of about 3,510,386.
- Internet usage was about 1,855,000, or 52.8% penetration in 2010.
- User growth from 2000 to 2010 was about 401.4%.
- Google's market share was about 97.68% in August 2010.
- Uruguay has around 1.2% of total Internet users in South America.

## Venezuela

- Venezuela has a population of about 27,223,228.
- Internet usage was about 9,306,916, or 34.2% penetration in 2010.
- User growth from 2000 to 2010 was about 879.7%.
- Google's market share was about 97.47% in August 2010.
- Ecuador has around 5.9% of total Internet users in South America.

## Central America

### Belize

- Belize has a population of about 314,522.
- Belize has the smallest population of the countries of Central America.
- Internet usage was about 60,000, or 19.1% penetration in 2010.
- User growth from 2000 to 2010 was about 300%.
- Google's market share was about 79.58% in August 2010, followed by Yahoo! (10.8%) and Bing (8.39%).
- Belize has around 0.2% of total Internet users in Central America.

### Costa Rica

- Costa Rica has a population of about 4,516,220.
- Internet usage was about 2,000,000, or 44.3% penetration in 2010.
- User growth from 2000 to 2010 was about 700%.
- Google's market share was about 95.76% in August 2010.
- Costa Rica has around 5.2% of total Internet users in Central America.

### El Salvador

- El Salvador's population is about 6,052,064.
- There were 975,000 people using the Internet in 2010, a penetration of 16.1%.
- El Salvador is the most densely populated country in Central America and the smallest in terms of size.
- User growth from 2000 to 2010 was about 2,337.5%.
- Google's market share was about 95.5% in August 2010.
- El Salvador has around 2.5% of total Internet users in Central America.

### Guatemala

- Guatemala's population is about 13,550,440.
- There were 2,280,000 people using the Internet in 2010, a penetration of 16.8%.
- Guatemala has the largest growing Internet use in Central America

with about 3,407.7% user growth.

- Google's market share was about 95.17% in August 2010.
- Guatemala has around 5.9% of total Internet users in Central America.

## Honduras

- Honduras's population is about 7,989,415.
- There were 958,500 people using the Internet in 2010, a penetration of 12%.
- Honduras has the second largest growing Internet use in Central America with about 2,296.3% user growth.
- Google's market share was about 90.5% in August 2010.
- Bing and Yahoo! have less than 5% of the market.
- Honduras has around 2.5% of total Internet users in Central America.

## Mexico

- Mexico has a population of about 112,468,855.
- Mexico is the biggest country in terms of size and population.
- Internet usage was about 30,600,000, or 27.2% penetration in 2010.
- User growth from 2000 to 2010 was about 1,028.2%.
- Google's market share was about 93.35% in August 2010.
- Mexico has around 79.6% of total Internet users in Central America.

## Nicaragua

- Nicaragua has a population of about 5,995,928.
- Internet usage was about 600,000, or 10% penetration in 2010.
- User growth from 2000 to 2010 was about 1,100%.
- Google's market share was about 93.55% in August 2010.
- Yahoo! and Bing have a market share of less than 3.5%.
- Nicaragua has around 1.6% of total Internet users in Central America.

## Panama

- Panama has a population of about 3,410,676.
- Internet usage was about 959,900, or 28.1% penetration in 2010.

- User growth from 2000 to 2010 was about 2033.1%.
- Google's market share was about 95.65% in August 2010.
- Panama has around 2.5% of total Internet users in Central America.

## Oceania

### American Samoa

- American Samoa had a population of about 65,628 estimated in 2009.
- Google's market share was about 78.65% in August 2010, followed by Yahoo! with 12.58% and Bing with 6.86%.

### Antarctica

- Antarctica had a population of about 1,169 estimated in 2009.
- Google's market share was about 92.11% in August 2010.

### Australia

- Australia had a population of about 21,262,641 estimated in 2009.
- Internet usage was about 17,033,826, or 80.1% penetration in 2009.
- User growth from 2000 to 2009 was about 158.1%.
- Google's market share was about 95.55% in August 2010.
- Australia has around 81.2% of total Internet users in Oceania.

### Australia. Ext. Ter.

- Australia Ext. Ter. had a population of about 1,648 estimated in 2009.
- There is currently no data available on Internet usage in Australia Ext. Ter.

### Christmas Island

- Christmas Island had a population of about 1,402 estimated in 2009.
- Internet usage was about 464 or 33.1% penetration in 2009.



## Cocos (Keeling) Island

- Cocos had a population of about 596 estimated in 2009.

## Cook Islands

- Cook Islands had a population of about 11,870 estimated in 2009.
- There are 5,000 people using the Internet, a penetration of about 42.1%.
- Google's market share was about 90.33% in August 2010; Bing was listed with about 5.01% market share.

## Fiji

- Fiji had a population of about 944,720 estimated in 2009.
- Internet usage was about 103,000, or 10.9% penetration in 2009.
- User growth from 2000 to 2009 was about 1,273.3%.
- Google's market share was about 86.22% in August 2010, followed by Yahoo! (7.64%) and Bing (5.5%).
- Fiji has around 0.5% of total Internet users in Oceania.

## French Polynesia

- French Polynesia had a population of about 287,032 estimated in 2009.
- Internet usage was about 90,000, or 31.4% penetration in 2009.
- User growth from 2000 to 2009 was about 1,025%.
- Google's market share was about 93.59% in August 2010.
- French Polynesia has around 0.4% of total Internet users in Oceania.

## Guam

- Guam had a population of about 178,430 estimated in 2009.
- Internet usage was about 85,000, or 47.6% penetration in 2009.
- User growth from 2000 to 2009 was about 1,600%.
- Google's market share was about 84.05% in August 2010.
- Yahoo! is listed with 8.27% market share and Bing with 6.54%.
- Guam has around 0.4% of total Internet users in Oceania.

## Kiribati

- Kiribati had a population of about 112,850 estimated in 2009.
- Internet usage was about 2,000, or 1.8% penetration in 2009.
- User growth from 2000 to 2009 was about 100%.
- Google's market share was about 90.47% in August 2010.
- Bing, Yahoo!, and Ask had less than 4% market share.

## Marshall Islands

- Marshall Islands had a population of about 64,522 estimated in 2009.
- Internet usage was about 2,200, or 3.4% penetration in 2009.
- User growth from 2000 to 2009 was about 340%.
- Google's market share was about 85.19% in August 2010.
- Yahoo! was listed with 13.24% market share and Bing with 6.04%.

## Micronesia

- Micronesia had a population of about 107,434 estimated in 2009.
- Internet usage was about 16,000, or 14.9% penetration in 2009.
- User growth from 2000 to 2009 was about 700%.
- Google's market share was about 79.89% in August 2010.
- Yahoo! was listed with 8.27% market share and Bing with 5.8%.
- Micronesia has around 0.1% of total Internet users in Oceania.

## Nauru

- Nauru's population is about 14,019.
- There were 300 people using the Internet in 2010, a penetration of 2.1%.
- Google's market share was about 89.09% in August 2010.

## New Caledonia

- New Caledonia had a population of about 227,436 estimated in 2009.
- Internet usage was about 85,000, or 37.4% penetration in 2009.
- User growth from 2000 to 2009 was about 254.2%.

- Google's market share was about 96.02% in August 2010.
- New Caledonia has around 0.4% of total Internet users in Oceania.

## **New Zealand**

- New Zealand had a population of about 4,213,418 estimated in 2009.
- Internet usage was about 3,360,000, or 79.7% penetration in 2009.
- User growth from 2000 to 2009 was about 304.8%.
- Google's market share was about 95.97% in August 2010.
- New Zealand has around 16% of total Internet users in Oceania.

## **Niue**

- Niue had a population of about 1,598 estimated in 2009.
- Internet usage was about 1,000, or 62.6% penetration in 2009.
- User growth from 2000 to 2009 was about 122.2%.
- Google's market share was about 95.14% in August 2010.

## **Norfolk Islands**

- Norfolk Islands had a population of about 2,554 estimated in 2009.
- Internet usage was about 700, or 27.4% penetration in 2009.
- Google's market share was about 97.37% in August 2010.

## **Northern Marianas**

- Northern Marianas had a population of about 51,484 estimated in 2009.
- Internet usage was about 10,000, or 19.4% penetration in 2009.
- Google's market share was about 80.89% in August 2010, followed by Yahoo! with 11.47% and Bing with 6.09% market share.

## **Palau**

- Palau had a population of about 20,796 estimated in 2009.
- Internet usage was about 5,400 or 26% penetration in 2009.
- Google's market share was about 80.56% in August 2010, followed by Yahoo! with 11.19% and Bing with 7.37% market share.

## Papua New Guinea

- Papua New Guinea had a population of about 5,940,775 estimated in 2009.
- Internet usage was about 120,000, or 2% penetration in 2009.
- User growth from 2000 to 2009 was about 11.1%.
- Google's market share was about 81.74% in August 2010.
- Bing was listed with 10.55% market share and Yahoo! with 6.77%.
- Papua New Guinea has around 0.6% of total Internet users in Oceania.

## Pitcairn Islands

No data available.

## Samoa

- Samoa had a population of about 219,998 estimated in 2009.
- Internet usage was about 9,000, or 4.1% penetration in 2009.
- User growth from 2000 to 2009 was about 1,700%.
- Google's market share was about 88.34% in August 2010.
- Bing was listed with 5.9% market share and Yahoo! with 4.47%.

## Smaller Territories

No data available.

## Solomon Islands

- Solomon Islands had a population of about 595,613 estimated in 2009.
- Internet usage was about 10,000, or 1.7% penetration in 2009.
- User growth from 2000 to 2009 was about 400%.
- Google's market share was about 88.01% in August 2010.
- Bing and Yahoo! had less than 6%.

## Terre Australes

No data available.

## Tokelau

- Tokelau had a population of about 1,371 estimated in 2009.
- Internet usage was about 800, or 58.4% penetration in 2009.
- User growth from 2000 to 2009 was about 1,112.1%.

## Tonga

- Tonga had a population of about 120,898 estimated in 2009.
- Internet usage was about 8,400, or 6.9% penetration in 2009.
- User growth from 2000 to 2009 was about 740%.
- Google's market share was about 92.24% in August 2010.

## Tuvalu

- Tuvalu had a population of about 12,373 estimated in 2009.
- Internet usage was about 4,200, or 33.9% penetration in 2009.
- User growth from 2000 to 2009 was about 700%.
- Google's market share was about 82.37% in August 2010.
- Yahoo! was listed with 9.36% market share and Bing with 6.22%.

## Vanuatu

- Vanuatu had a population of about 218,519 estimated in 2009.
- Internet usage was about 17,000, or 7.8% penetration in 2009.
- User growth from 2000 to 2009 was about 466.7%.
- Google's market share was about 89.63% in August 2010.
- Bing was listed with 5.88% market share and Yahoo! with 3.83%.
- Vanuatu has around 0.1% of total Internet users in Oceania.

## Wallis and Futuna

- Wallis and Futuna had a population of about 15,289 estimated in 2009.
- Internet usage was about 1,200, or 7.8% penetration in 2009.
- Google's market share was about 83.46% in August 2010.
- Yahoo!, Bing, and Ask had less than 7.5% market share.

## Region Middle East

### Bahrain

- Total population: 738,004
- Internet usage: 649,300, or 88% penetration
- User growth from 2000 to 2010 was 1,523.3%.
- The most popular search engine is Google (Arabic) with close to 95% of the search market. Others such as 4 Arabs (English U.S. hosted), Arabo (English/Arabic Directory), and Bahrain Links (Arabic / English Directory) should also be considered.
- Other international players such as Yahoo! (2.9%) and Bing (1.56%) are also represented. The local search engines do not seem to have any real market share, close to 0.02% according to StatCounter Global Stats.
- Bahrain's Internet access is the least filtered of all Gulf States.

### Gaza Strip

No data available.

### Iran

- Iran has a population of about 76,923,300, the largest population in the Middle East.
- Internet usage is about 33,200,000, or 43.2% penetration.
- User growth from 2000 to 2010 was about 13,180%. Therefore, Iran has the fastest-growing Internet audience in the Middle East.
- Google's market share was about 91.56% in August 2010, followed by Yahoo! (4.28%) and Bing (3.53%).
- Iran has around 52.5% of total Internet users in the Middle East.

### Iraq

- Iraq's population is about 29,671,605, and 325,000 people are using the Internet. That's a penetration of about 1.1%.
- User growth from 2000 to 2010 was about 2,500%.
- Google was the leading search engine with 90.61% market share in August 2010.

- Yahoo! came second with 6.93% market share.
- Iraq has around 0.5% of all Internet users in the Middle East.

## Israel

- Israel's population is about 7,353,985, and around 5,263,146 people are using the Internet. That's a penetration of about 71.6%.
- User growth from 2000 to 2010 was about 314.4%.
- Google was the leading search engine with 98.22% market share in August 2010.
- Israel has around 8.3% of all Internet users in the Middle East.

## Jordan

- Jordan's population is about 6,407,085, and around 1,741,900 people are using the Internet. That's a penetration of about 27.2%.
- User growth from 2000 to 2010 was about 1,268.3%.
- Google was the leading search engine with 94.91% market share in August 2010.
- Jordan has around 2.8% of all Internet users in the Middle East.

## Kuwait

- Kuwait's population is about 2,789,132, and around 1,100,000 people are using the Internet. That's a penetration of about 39.4%.
- User growth from 2000 to 2010 was about 633.3%.
- Google was the leading search engine with 94.24% market share in August 2010.
- Kuwait has around 1.7% of all Internet users in the Middle East.

## Lebanon

- Lebanon has a population of about 4,125,247, and around 1,000,000 people are using the Internet. That's a penetration of about 24.2%.
- User growth from 2000 to 2010 was about 233.3%.
- Google was the leading search engine with 93.6% market share in August 2010.
- Bing and Yahoo! had less than 4% market share.

- Lebanon has around 1.6% of all Internet users in the Middle East.

## Oman

- Oman's population is about 2,967,717, and around 1,236,700 people are using the Internet. That's a penetration of about 41.7%.
- User growth from 2000 to 2010 was about 1,274.1%.
- Google was the leading search engine with 93.31% market share in August 2010.
- Bing and Yahoo! had less than 4% market share.
- Oman has around 2% of all Internet users in the Middle East.

## Palestine

- Palestine has a population of about 2,514,845, and around 356,000 people are using the Internet. That's a penetration of about 14.2%.
- User growth from 2000 to 2010 was about 917.1%.
- Google was the leading search engine with 97.34% market share in August 2010.
- Palestine has around 0.6% of all Internet users in the Middle East.

## Qatar

- Qatar has a population of about 840,926, and around 436,000 people are using the Internet. That's a penetration of about 51.8%.
- User growth from 2000 to 2010 was about 1,353.3%.
- Google was the leading search engine with 88.87% market share in August 2010, followed by Yahoo! with 7.96% market share.
- Qatar has around 0.7% of all Internet users in the Middle East.

## Saudi Arabia

- Saudi Arabia has a population of about 25,731,776, and around 9,800,000 people are using the Internet. That's a penetration of about 38.1%.
- User growth from 2000 to 2010 was about 4,800.0%.
- Google was the leading search engine with 95.42% market share in August 2010.



- Saudi Arabia has around 15.5% of all Internet users in the Middle East.

## Syria

- Syria has a population of about 22,198,110, and around 3,935,000 people are using the Internet. That's a penetration of about 17.7%.
- User growth from 2000 to 2010 was about 13.016.7%. Therefore, Syria's Internet market was growing almost as much as Iran's.
- Google was the leading search engine with 95.61% market share in August 2010.
- Syria has around 6.2% of all Internet users in the Middle East.

## United Arab Emirates (UAE)

- The United Arab Emirates has a population of about 4,975,593, and around 3,777,900 people are using the Internet. That's a penetration of about 75.9%.
- User growth from 2000 to 2010 was about 414%.
- Google was the leading search engine with 91.15% market share in August 2010.
- Yahoo!'s market share was about 5.96%, and Bing came third with 2.32%.
- The United Arab Emirates has around 6% of all Internet users in the Middle East.

## Yemen

- Yemen has a population of about 23,495,361, and around 420,000 people are using the Internet. That's a penetration of about 1.8%.
- User growth from 2000 to 2010 was about 2,700%.
- Google was the leading search engine with 93.31% market share in August 2010.
- Yemen has around 0.7% of all Internet users in the Middle East.

## Caribbean

### Anguilla

- Anguilla has a population of about 14,766, and around 4,500 people are using the Internet. That's a penetration of about 30.5%.
- User growth from 2000 to 2010 was about 389.7%.
- Google was the leading search engine with 80.47% market share in August 2010.
- Bing followed with 13.9% market share and Yahoo! with 4.83%.

### Antigua and Barbuda

- Antigua and Barbuda have a population of about 86,754, and around 65,000 people are using the Internet. That's a penetration of about 74.9%.
- User growth from 2000 to 2010 was about 1,200.0%.
- Google was the leading search engine with around 78% market share in August 2010.
- Bing followed with 16.29% market share and Yahoo! with 4.34%.
- Antigua and Barbuda have around 0.7% of all Internet users in the Caribbean.

### Aruba

- Aruba has a population of about 104,589, and around 24,000 people are using the Internet. That's a penetration of about 22.9%.
- User growth from 2000 to 2010 was about 500%.
- Google was the leading search engine with 86.52% market share in August 2010, followed by Bing with 9.34% and Yahoo! with 3.6% market share.
- Aruba has around 0.2% of all Internet users in the Caribbean.

### Bahamas

- The Bahamas have a population of about 310,428, and around 115,800 people are using the Internet. That's a penetration of about 37.3%.
- User growth from 2000 to 2010 was about 784%.

- Google was the leading search engine with 74.19% market share in August 2010, followed by Bing with 19.19% and Yahoo! with 5.37% market share.
- The Bahamas have around 1.2% of all Internet users in the Caribbean.

## Barbados

- Barbados has a population of about 285,653, and around 142,000 people are using the Internet. That's a penetration of about 49.7%.
- User growth from 2000 to 2010 was about 2,266.7%.
- Google was the leading search engine with 77.74% market share in August 2010, followed by Bing with 15.82% and Yahoo! with 5.33% market share.
- Barbados has around 1.5% of all Internet users in the Caribbean.

## British Virgin Islands

- The British Virgin Islands have a population of about 24,030, and around 4,000 people are using the Internet. That's a penetration of about 16%.

## Cayman Islands

- Cayman Islands have a population of about 50,209, and around 24,000 people are using the Internet. That's a penetration of about 47.8%.
- User growth from 2000 to 2010 was about 207.7%.
- Google was the leading search engine with 82.99% market share in August 2010.
- Bing and Yahoo! had less than 9% market share.
- Cayman Islands have around 0.2% of all Internet users in the Caribbean.

## Cuba

- Cuba has a population of about 11,477,459, and around 1,605,000 people are using the Internet. That's a penetration of about 14%.
- User growth from 2000 to 2010 was about 2,575%.
- Google's market share was about 96.08% in August 2010.
- Cuba has around 14% of all Internet users in the Caribbean.

## Dominica

- Dominica's population is about 72,813, and around 27,500 people are using the Internet. That's a penetration of about 37.8%.
- User growth from 2000 to 2010 was about 1,275%.
- Google was the leading search engine with 83.81% market share in August 2010, followed by Bing with 11.04% and Yahoo! with 4.32% market share.
- Dominica has around 0.3% of all Internet users in the Caribbean.

## Dominican Republic

- The Dominican Republic has a population of about 9,823,821, and around 3,000,000 people are using the Internet. That's a penetration of about 30.5%.
- User growth from 2000 to 2010 was about 5,354.5%.
- Google was the leading search engine with 95.62% market share in August 2010.
- The Dominican Republic has around 31.1% of all Internet users in the Caribbean.

## Grenada

- Grenada has a population of about 107,818, and around 27,000 people are using the Internet. That's a penetration of about 25%.
- User growth from 2000 to 2010 was about 558.5%.
- Google was the leading search engine with 81.82% market share in August 2010, followed by Bing with 19.19% and Yahoo! with 5.37% market share.
- Grenada has around 0.3% of all Internet users in the Caribbean.

## Guadeloupe

- Guadeloupe has a population of about 444,100, and around 103,000 people are using the Internet. That's a penetration of about 23.2%.
- User growth from 2000 to 2010 was about 1,187.5%.
- Google was the leading search engine with 92.94% market share in August 2010, followed by Bing with 4.23% and Yahoo! with 1.61% market share.

- Guadeloupe has around 1.1% of all Internet users in the Caribbean.

## Haiti

- Haiti has a population of about 9,648,924, and around 1,000,000 people are using the Internet. That's a penetration of about 10.4%.
- User growth from 2000 to 2010 was about 16,566.7%.
- Google was the leading search engine with 85.06% market share in August 2010, followed by Yahoo! with 8.73% and Bing with 5.16% market share.
- Haiti has around 10.4% of all Internet users in the Caribbean.

## Jamaica

- Jamaica has a population of about 2,847,232, and around 1,581,100 people are using the Internet. That's a penetration of about 55.5%.
- User growth from 2000 to 2010 was about 2,535.2%.
- Google was the leading search engine with 81.81% market share in August 2010.
- Both Bing and Yahoo! had around 8% market share.
- Jamaica has around 16.4% of all Internet users in the Caribbean.

## Martinique

- Martinique has a population of about 406,057, and around 170,000 people are using the Internet. That's a penetration of about 41.9%.
- User growth from 2000 to 2010 was about 3,300%.
- Google was the leading search engine with 94.22% market share in August 2010.
- Martinique has around 1.8% of all Internet users in the Caribbean.

## Montserrat

- Montserrat has a population of about 5,118, and around 1,200 people are using the Internet. That's a penetration of about 23.4%.
- Google was the leading search engine with 78.8% market share in August 2010, followed by Bing with 16.01% and Yahoo! with 4.28% market share.

## Netherlands Antilles

- The Netherlands Antilles has a population of about 228,693, and around 2,000 people are using the Internet. That's a penetration of about 0.9%.
- Google was the leading search engine with 88.68% market share in August 2010, followed by Bing with 7.13% and Yahoo! with 3.37% market share.

## Puerto Rico

- Puerto Rico has a population of about 3,978,702, and around 1,000,000 people are using the Internet. That's a penetration of about 25.1%.
- User growth from 2000 to 2010 was about 400%.
- Google was the leading search engine with 87.16% market share in August 2010.
- Bing and Yahoo! had less than 7% market share.
- Puerto Rico has around 10.4% of all Internet users in the Caribbean.

## Saint Barteley

- Saint Barteley has a population of about 7,406.

## Saint Kitts and Nevis

- Saint Kitts and Nevis have a population of about 49,898, and around 17,000 people are using the Internet. That's a penetration of about 34.1%.
- User growth from 2000 to 2010 is about 750%.
- Google was the leading search engine with 81.07% market share in August 2010, followed by Bing with 13.24% market share and Yahoo! with 4.6%.
- Saint Kitts and Nevis have around 0.2% of all Internet users in the Caribbean.

## Saint Lucia

- Saint Lucia has a population of about 160,922, and around 142,900 people are using the Internet. That's a penetration of about 88.8%.
- User growth from 2000 to 2010 was about 4,633.3%.

- Google was the leading search engine with 79.75% market share in August 2010, followed by Bing with 15.53% market share and Yahoo! with 3.49%.
- Saint Lucia has around 1.5% of all Internet users in the Caribbean.

## **Saint Martin**

- Saint Martin has a population of about 30,235.

## **Saint Vincent and Grenadines**

- Saint Vincent and Grenadines have a population of about 104,217, and around 76,000 people are using the Internet. That's a penetration of about 72.9%.
- User growth from 2000 to 2010 was about 2,071.4%.
- Google was the leading search engine with 87.83% market share in August 2010, followed by Bing with 14.99% market share and Yahoo! with 4.82%.
- Saint Vincent and Grenadines have around 0.8% of all Internet users in the Caribbean.

## **Trinidad and Tobago**

- Trinidad and Tobago have a population of about 1,228,691, and around 485,000 people are using the Internet. That's a penetration of about 39.5%.
- User growth from 2000 to 2010 was about 385%.
- Google was the leading search engine with 81.56% market share in August 2010, followed by Bing with 10.91% market share and Yahoo! with 6.49%.
- Trinidad and Tobago have around 5% of all Internet users in the Caribbean.

## **Turks and Caicos**

- Turks and Caicos have a population of about 23,528.
- Google was the leading search engine with 81.44% market share in August 2010, followed by Bing with 12.06% market share and Yahoo! with 5.4%.

## U.S. Virgin Islands

- The U.S. Virgin Islands have a population of about 109,750, and around 30,000 people are using the Internet. That's a penetration of about 27.3%.
- User growth from 2000 to 2010 was about 150%.
- The U.S. Virgin Islands have around 0.3% of all Internet users in the Caribbean.

## Africa

### Algeria

- Algeria has a population of about 34,586,184, and around 4,700,000 people are using the Internet. That's a penetration of about 13.6%.
- User growth from 2000 to 2010 was about 9,300%.
- Google was the leading search engine with 96.57% market share in August 2010.
- Algeria has around 4.3% of all Internet users in Africa.

### Angola

- Angola has a population of about 13,068,161, and around 607,400 people are using the Internet. That's a penetration of about 4.6%.
- User growth from 2000 to 2010 was about 1,924.7%.
- Google was the leading search engine with 91.02% market share in August 2010, followed by Bing with 5.74% market share.
- Angola has around 0.5% of all Internet users in Africa.

### Benin

- Benin has a population of about 9,056,010, and around 200,000 people are using the Internet. That's a penetration of about 2.2%.
- User growth from 2000 to 2010 was about 1,233.3%.
- Google was the leading search engine with 90.88% market share in August 2010.
- Bing and Yahoo! had less than 5% market share.
- Benin has around 0.2% of all Internet users in Africa.



## Botswana

- Botswana has a population of about 2,029,307, and around 120,000 people are using the Internet. That's a penetration of about 5.9%.
- User growth from 2000 to 2010 was about 700%.
- Google was the leading search engine with 81.99% market share in August 2010.
- Both Yahoo! and Bing had around 8% market share.
- Botswana has around 0.1% of all Internet users in Africa.

## Burkina Faso

- Burkina Faso has a population of about 16,241,811, and around 178,200 people are using the Internet. That's a penetration of about 1.1%.
- User growth from 2000 to 2010 was about 1,682%.
- Google was the leading search engine with 87.13% market share in August 2010, followed by Yahoo! with 8.21% market share and Bing with 3.18%.
- Burkina Faso has around 0.2% of all Internet users in Africa.

## Burundi

- Burundi has a population of about 9,863,117, and around 65,000 people are using the Internet. That's a penetration of about 0.7%.
- User growth from 2000 to 2010 was about 2,066.7%.
- Google was the leading search engine with 86.82% market share in August 2010, followed by Yahoo! with 9.2% market share and Bing with 3.17%.
- Burundi has around 0.1% of all Internet users in Africa.

## Cameroon

- Cameroon has a population of about 19,294,149, and around 750,000 people are using the Internet. That's a penetration of about 3.9%.
- User growth from 2000 to 2010 was about 3,650%.
- Google was the leading search engine with 89.64% market share in August 2010, followed by Yahoo! with 6.13% market share and Bing with 2.71%.
- Cameroon has around 0.7% of all Internet users in Africa.

## Cape Verde

- Cape Verde has a population of about 508,659, and around 150,000 people are using the Internet. That's a penetration of about 29.5%.
- User growth from 2000 to 2010 was about 1,775%.
- Google was the leading search engine with 92.26% market share in August 2010, followed by Bing with 5.19% market share and Yahoo! with 1.94%.
- Cape Verde has around 0.1% of all Internet users in Africa.

## Central African Republic

- The Central African Republic has a population of about 4,844,927, and around 22,600 people are using the Internet. That's a penetration of about 0.5%.
- User growth from 2000 to 2010 was about 1,406.7%.
- Google was the leading search engine with 87.69% market share in August 2010, followed by Yahoo! with 6.58% market share and Bing with 3.96%.

## Chad

- Chad has a population of about 10,543,464, and around 187,800 people are using the Internet. That's a penetration of about 1.8%.
- User growth from 2000 to 2010 was about 18,680%.
- Google was the leading search engine with 90.72% market share in August 2010, followed by Yahoo! with 7.02% market share and Bing with 1.51%.
- Chad has around 0.2% of all Internet users in Africa.

## Comoros

- Comoros has a population of about 773,407, and around 24,300 people are using the Internet. That's a penetration of about 3.1%.
- User growth from 2000 to 2010 was about 1,520%.
- Google was the leading search engine with 89.61% market share in August 2010.
- Both Bing and Yahoo! had around 5% market share.

## Congo

- Congo has a population of about 4,125,916, and around 245,200 people are using the Internet. That's a penetration of about 5.9%.
- User growth from 2000 to 2010 was about 48,940%.
- Google was the leading search engine with 90.32% market share in August 2010, followed by Yahoo! with 5.36% market share and Bing with 3.22%.
- Congo has around 0.2% of all Internet users in Africa.

## Congo Democratic Republic

- Congo Democratic Republic has a population of about 70,916,439, and around 365,000 people are using the Internet. That's a penetration of about 0.5%.
- User growth from 2000 to 2010 was about 72,900%.
- Congo Democratic Republic has around 0.3% of all Internet users in Africa.

## Cote d'Ivoire

- Cote d'Ivoire has a population of about 21,058,798, and around 968,000 people are using the Internet. That's a penetration of about 4.6%.
- User growth from 2000 to 2010 was about 2,320%.
- Google was the leading search engine with 93.13% market share in August 2010.
- Both Yahoo! and Bing had less than a 4% market share.
- Cote d'Ivoire has around 0.9% of all Internet users in Africa.

## Djibouti

- Djibouti has a population of about 740,528, and around 25,900 people are using the Internet. That's a penetration of about 3.5%.
- User growth from 2000 to 2010 was about 1,750%.
- Google was the leading search engine with 90.46% market share in August 2010, followed by Bing with 5.5% market share and Yahoo! with 2.95%.

## Egypt

- Total population: 80,471,869
- Internet usage: 17,060,000, or 21.2% penetration
- User growth from 2000 to 2010 was 3,691.1%.
- The most popular search engine was Google, with close to 95% of the search market; other international players included Yahoo! with 2.48% and Bing with 1.66%.
- Other search engines or directories to consider in the market and more local are 4Arabs (English) and Arabo (Arabic); these are strong throughout the Arabic-speaking market.

## Equatorial Guinea

- Equatorial Guinea has a population of about 650,702, and around 14,400 people are using the Internet. That's a penetration of about 2.2%.
- User growth from 2000 to 2010 was about 2,780%.
- Google was the leading search engine with 83.27% market share in August 2010.
- It appears Google was losing some of its market share and Bing was rising up to a 8.56% market share in August 2010.

## Eritrea

- Eritrea has a population of about 5,792,984, and around 250,000 people are using the Internet. That's a penetration of about 4.3%.
- User growth from 2000 to 2010 was about 4,900%.
- Google was the leading search engine with 90.02% market share in August 2010, followed by Bing with 6.92% market share and Yahoo! with 2.44%.
- Eritrea has around 0.2% of all Internet users in Africa.

## Ethiopia

- Ethiopia has a population of about 88,013,491, and around 445,400 people are using the Internet. That's a penetration of about 0.5%.
- User growth from 2000 to 2010 was about 4,354%.

- Google was the leading search engine with 88.09% market share in August 2010, followed by Yahoo! with 6.62% market share and Bing with 4.19%.
- Ethiopia has around 0.4% of all Internet users in Africa.

## Gabon

- Gabon has a population of about 1,545,255, and around 98,800 people are using the Internet. That's a penetration of about 6.4%.
- User growth from 2000 to 2010 was about 558.7%.
- Google was the leading search engine with 88.25% market share in August 2010, followed by Yahoo! with 6.94% market share and Bing with 3.37%.
- Gabon has around 0.1% of all Internet users in Africa.

## Gambia

- Gambia has a population of about 1,824,158, and around 130,100 people are using the Internet. That's a penetration of about 7.1%.
- User growth from 2000 to 2010 was about 3,152.5%.
- Google was the leading search engine with 88.35% market share in August 2010, followed by Yahoo! with 6.1% market share and Bing with 4.25%.
- Gambia has around 0.1% of all Internet users in Africa.

## Ghana

- Ghana has a population of about 24,339,838, and around 1,297,000 people are using the Internet. That's a penetration of about 5.3%.
- User growth from 2000 to 2010 was about 4,233.3%.
- Google was the leading search engine with 88.69% market share in August 2010, followed by Yahoo! with 5.66% market share, Bing with 3.68%, and Ask with 1.59%.
- Ghana has around 1.2% of all Internet users in Africa.

## Guinea

- Guinea has a population of about 10,324,025, and around 95,000 people are using the Internet. That's a penetration of about 0.9%.
- User growth from 2000 to 2010 was about 1,087.5%.
- Google was the leading search engine with 89.96% market share in August 2010, followed by Yahoo! with 6.84% market share and Bing with 2.34%.
- Guinea has around 0.1% of all Internet users in Africa.

## Guinea-Bissau

- Guinea-Bissau has a population of about 1,565,126, and around 37,100 people are using the Internet. That's a penetration of about 2.4%.
- User growth from 2000 to 2010 was about 2,373.3%.
- Google was the leading search engine with 84.22% market share, but Bing has taken from Google's market share and has risen up to 11.79%.
- Yahoo!'s market share is about 3.61%.

## Kenya

- Kenya has a population of about 40,046,566, and around 3,995,500 people are using the Internet. That's a penetration of about 10%.
- User growth from 2000 to 2010 was about 1,897.8%.
- Google was the leading search engine with 90.93% market share in August 2010.
- Both Yahoo! and Bing had less than 5% market share.
- Kenya has around 3.6% of all Internet users in Africa.

## Lesotho

- Lesotho has a population of about 1,919,522, and around 76,800 people are using the Internet. That's a penetration of about 4%.
- User growth from 2000 to 2010 was about 1,820%.
- Google was the leading search engine with 85.18% market share in August 2010.
- Yahoo! and Bing had less than 7% market share.
- Lesotho has around 0.1% of all Internet users in Africa.

## Liberia

- Liberia has a population of about 3,685,076, and around 20,000 people are using the Internet. That's a penetration of about 0.5%.
- User growth from 2000 to 2010 was about 3,900%.
- Google was the leading search engine with 87.97% market share in August 2010, followed by Yahoo! with 11.96% and Bing with 7.37% market share.

## Libya

- Libya has a population of about 6,461,454, and around 353,900 people are using the Internet. That's a penetration of about 5.5%.
- User growth from 2000 to 2010 was about 3,439%.
- Google was the leading search engine with 95.63% market share in August 2010.
- Libya has around 0.3% of all Internet users in Africa.

## Madagascar

- Madagascar has a population of about 21,281,844, and around 320,000 people are using the Internet. That's a penetration of about 1.5%.
- User growth from 2000 to 2010 was about 966.7%.
- Google was the leading search engine with 93.94% market share in August 2010.
- Madagascar has around 0.3% of all Internet users in Africa.

## Malawi

- Malawi has a population of about 15,447,500, and around 716,400 people are using the Internet. That's a penetration of about 4.6%.
- User growth from 2000 to 2010 was about 4,676%.
- Google was the leading search engine with 86.51% market share in August 2010, followed by Yahoo! with 7.32% and Bing with 5.19% market share.
- Malawi has around 0.6% of all Internet users in Africa.

## Mali

- Mali has a population of about 13,796,354, and around 250,000 people are using the Internet. That's a penetration of about 1.8%.
- User growth from 2000 to 2010 was about 1,229.8%.
- Google was the leading search engine with 86.61% market share in August 2010, followed by Yahoo! with 8.25% and Bing with 3.83% market share.
- Mali has around 0.2% of all Internet users in Africa.

## Mauritania

- Mauritania has a population of about 3,205,060, and around 75,000 people are using the Internet. That's a penetration of about 2.3%.
- User growth from 2000 to 2010 was about 1,400%.
- Google was the leading search engine with 93.78% market share in August 2010.
- Yahoo! and Bing had less than 3% market share.
- Mauritania has around 0.1% of all Internet users in Africa.

## Mauritius

- Mauritius has a population of about 1,294,104, and around 290,000 people are using the Internet. That's a penetration of about 22.4%.
- User growth from 2000 to 2010 was about 233.3%.
- Google was the leading search engine with 87.26% market share in August 2010.
- Yahoo! and Bing had around 6% market share.
- Mauritius has around 0.3% of all Internet users in Africa.

## Mayotte

No data available.

## Morocco

- Morocco has a population of about 31,627,428, and around 10,442,500 people are using the Internet. That's a penetration of about 33%.
- User growth from 2000 to 2010 was about 10,342.5%.



- Google was the leading search engine with 96.79% market share in August 2010.
- Morocco has around 9.4% of all Internet users in Africa.

## Mozambique

- Mozambique has a population of about 22,061,451, and around 612,500 people are using the Internet. That's a penetration of about 2.8%.
- User growth from 2000 to 2010 was about 1,941.7%.
- Google was the leading search engine with 93.68% market share in August 2010.
- Yahoo! and Bing had around 2.9% market share.
- Mozambique has around 0.6% of all Internet users in Africa.

## Namibia

- Namibia has a population of about 2,128,471, and around 127,500 people are using the Internet. That's a penetration of about 6%.
- User growth from 2000 to 2010 was about 325%.
- Google was the leading search engine with 89.51% market share in August 2010.
- Yahoo! and Bing had around 4%–5.5% market share.
- Namibia has around 0.1% of all Internet users in Africa.

## Niger

- Niger has a population of about 15,878,271, and around 115,900 people are using the Internet. That's a penetration of about 0.7%.
- User growth from 2000 to 2010 was about 2,218%.
- Google was the leading search engine with 86.81% market share in August 2010, followed by Yahoo! with 9.21%.
- Niger has around 0.1% of all Internet users in Africa.

## Nigeria

- Nigeria has a population of about 152,217,341, and around 43,982,200 people are using the Internet. That's a penetration of about 28.9%.

- User growth from 2000 to 2010 was about 21,891.1%.
- Google was the leading search engine with 89.25% market share in August 2010.
- Yahoo! and Bing had around 4%–5.5% market share.
- Nigeria has around 39.6% of all Internet users in Africa.

## Réunion

- Réunion has a population of about 822,986, and around 300,000 people are using the Internet. That's a penetration of about 36.5%.
- User growth from 2000 to 2010 was about 130.8%.
- Réunion has around 0.3% of all Internet users in Africa.

## Rwanda

- Rwanda has a population of about 11,055,976, and around 450,000 people are using the Internet. That's a penetration of about 4.1%.
- User growth from 2000 to 2010 was about 8,900%.
- Google was the leading search engine with 91.76% market share in August 2010.
- Yahoo! and Bing had less than 5% market share.
- Rwanda has around 0.4% of all Internet users in Africa.

## Saint Helena

- Saint Helena has a population of about 7,670, and around 800 people are using the Internet. That's a penetration of about 10.4%.

## Sao Tome and Principe

- Sao Tome and Principe have a population of about 175,808, and around 26,700 people are using the Internet. That's a penetration of about 15.2%.
- User growth from 2000 to 2010 was about 310.8%.
- Google was the leading search engine with 89.64% market share in August 2010.
- Yahoo! and Bing had less than 6% market share.

## Senegal

- Senegal has a population of about 14,086,103, and around 923,000 people are using the Internet. That's a penetration of about 6.6%.
- User growth from 2000 to 2010 was about 2,207.5%.
- Google was the leading search engine with 92.27% market share in August 2010.
- Yahoo! and Bing had around 3% market share.
- Senegal has around 0.8% of all Internet users in Africa.

## Seychelles

- The Seychelles has a population of about 88,340, and around 33,900 people are using the Internet. That's a penetration of about 38.4%.
- User growth from 2000 to 2010 was about 465%.
- Google was the leading search engine with 86.21% market share in August 2010.
- Yahoo! and Bing had less than 7.5% market share.

## Sierra Leone

- Sierra Leone has a population of about 5,245,695, and around 14,900 people are using the Internet. That's a penetration of about 0.3%.
- User growth from 2000 to 2010 was about 198%.
- Google was the leading search engine with 81.58% market share in August 2010, followed by Yahoo! with 12.51% and Bing with 3.85% market share.

## Somalia

- Somalia has a population of about 10,112,453, and around 106,000 people are using the Internet. That's a penetration of about 1%.
- User growth from 2000 to 2010 was about 52,900%.
- Google was the leading search engine with 90.36% market share in August 2010, followed by Bing with 7.61% market share.
- Somalia has around 0.1% of all Internet users in Africa.

## South Africa

- South Africa has a population of about 49,109,107, and around 5,300,000 people are using the Internet. That's a penetration of about 10.8%.
- User growth from 2000 to 2010 was about 120.8%.
- Google was the leading search engine with 94.75% market share in August 2010.
- South Africa has around 4.8% of all Internet users in Africa.

## Sudan

- Sudan has a population of about 41,980,182, and around 5,300,000 people are using the Internet. That's a penetration of about 10.0%.
- User growth from 2000 to 2010 was about 13,900%.
- Google was the leading search engine with 90.08% market share in August 2010.
- Yahoo! and Bing had less than 5.5% market share.
- Sudan has around 3.8% of all Internet users in Africa.

## Swaziland

- Swaziland has a population of about 1,354,051, and around 90,000 people are using the Internet. That's a penetration of about 6.6%.
- User growth from 2000 to 2010 was about 800%.
- Google was the leading search engine with 87.52% market share in August 2010.
- Yahoo! and Bing had around 5%–6% market share.
- Swaziland has around 0.1% of all Internet users in Africa.

## Tanzania

- Tanzania has a population of about 41,892,895, and around 676,000 people are using the Internet. That's a penetration of about 1.6%.
- User growth from 2000 to 2010 was about 487.8%.
- Google was the leading search engine with 88.93% market share in August 2010, followed by Yahoo! with 5.8% and Bing with 4.36% market share.
- Tanzania has around 0.6% of all Internet users in Africa.

## Togo

- Togo has a population of about 6,199,841, and around 356,300 people are using the Internet. That's a penetration of about 5.7%.
- User growth from 2000 to 2010 was about 256.3%.
- Google was the leading search engine with 90.34% market share in August 2010.
- Yahoo! and Bing had around 4% market share.
- Togo has around 0.3% of all Internet users in Africa.

## Tunisia

- Tunisia has a population of about 10,589,025, and around 3,600,000 people are using the Internet. That's a penetration of about 34%.
- User growth from 2000 to 2010 was about 3,500%.
- Google was the leading search engine with 96.13% market share in August 2010.
- Tunisia has around 3.2% of all Internet users in Africa.

## Uganda

- Uganda has a population of about 33,398,682, and around 3,200,000 people are using the Internet. That's a penetration of about 9.6%.
- User growth from 2000 to 2010 was about 7,900%.
- Google was the leading search engine with 88.9% market share in August 2010.
- Yahoo! and Bing had around 5% market share.
- Uganda has around 2.9% of all Internet users in Africa.

## Western Sahara

No data available.

## Zambia

- Zambia has a population of about 12,056,923, and around 816,700 people are using the Internet. That's a penetration of about 6.8%.
- User growth from 2000 to 2010 was about 3,983.5%.

- Google was the leading search engine with 86.75% market share in August 2010.
- Yahoo! followed with 7.35% market share and Bing with 4.77% market share.
- Zambia has around 0.7% of all Internet users in Africa.

## **Zimbabwe**

- Zimbabwe has a population of about 11,651,858, and around 1,422,000 people are using the Internet. That's a penetration of about 12.2%.
- User growth from 2000 to 2010 was about 2,744%.
- Google was the leading search engine with 89.48% market share in August 2010.
- Yahoo! and Bing had around 5% market share.
- Zimbabwe has around 1.3% of all Internet users in Africa.