

Bosnia and Herzegovina

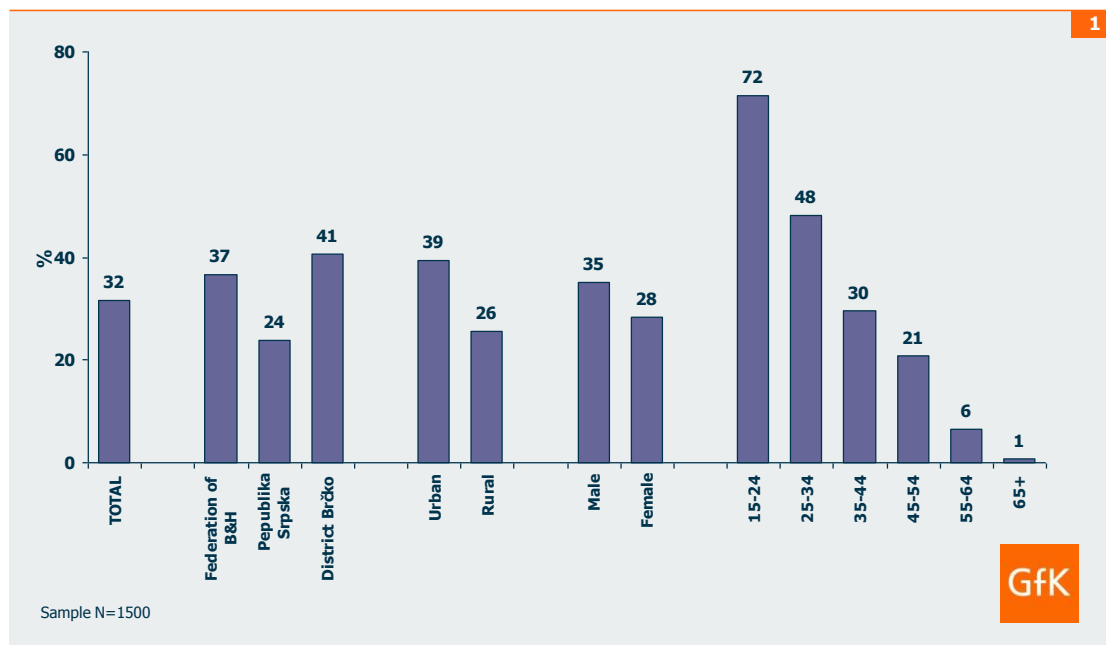
Google is the most popular web page in B&H

Nearly one in three of the citizens of B&H over the age of 15 is an Internet user, as is shown by the results from the GfK BH Centre for Marketing Research. Two thirds of users have chosen Google as their homepage in the Internet browser they use, and this is also the page which takes first place amongst the Top 5 pages visited. Amongst the local web pages, Dernek.ba, Bihnet.ba and Posao.ba are the most visited.

Although the Internet is still an unknown field for the majority of the population in Bosnia and Herzegovina, it is encouraging that there is a continuing increase in the numbers of Internet users. Whilst in 2006 barely one in five used the Internet and by 2007 this number had increased to 29%, for 2008 we can conclude that almost one third (32%) of the population uses the Internet. The number of users is much higher in the Federation of B&H than in Republic of Srpska (37% as opposed to 24%), in urban than in rural areas (39% compared to 26%) and amongst men (35% of men, 28% of women). In terms of the age groups of Internet users, it no surprise to find that the highest rate of use is to be found amongst the 15-24 year-olds (72%), whilst the next age group (25 to 34 years) has somewhat less than half of users. As is to be expected, the proportion of Internet users declines with age, hence the 7% of users amongst the group over the age of 55 years.

Internet usage in B&H

Percentage of citizens who use the Internet



Internet access is still relatively rare in households with barely 23% of households having access. The Federation of B&H is once again ahead of RS with 29% of households with Internet access compared to 14% in RS. A similar ratio is found when comparing urban and rural areas.

The best represented connection type is still Dial up with 34%, although ADSL is making inroads with a 30% of share of households with Internet access. ADSL's high percentage is clear in rural areas and this is also probably also due to the fact that the cable network is less developed in rural areas so access to cable Internet is less of an option there. The greatest difference between urban and rural areas with respect to the type of Internet access is in cable Internet (29% and 5% respectively).

As well as the tracking data concerning Internet users in B&H, the data about the homepages of Internet web browsers and the Top 5 pages visited among BH's Internet users is also very interesting. It is quite correct to conclude that Google is the most commonly used search engine among Internet users in B&H as more than two thirds of them have used the Internet browser Google or its localized alias Google.ba as their homepage. Only 5% of Internet users use Yahoo or MSN pages as homepages in each case. However, it must be recognized that there is a large number of respondents who either do not know their homepage or did not want to share this information (16%).

Just as the Google search engine is the leader among homepages, it is also the leader among five of the most visited web pages among Internet users in B&H with rather more than a quarter of citizens placing it among their Top 5 visited pages. Yahoo's search engine is in second place with 21% whilst the local webpage Dernek.ba has some 14% of fans coming in third place. However this page is not visited by citizens in the smaller BH entity, the Republic of Srpska, and, moreover, it is mostly visited by the younger members of the population up to 24 years of age. It is interesting that older Internet users (over 55 years) rate Yahoo to be among the Top 5 more often than Google, although it must be emphasized that this age group has the fewest Internet users.

Internet usage in B&H

Five most visited web pages (spontaneous answers)





There are only three other web pages among those with quite significant percentages of BH Internet users who placed them among their Top 5 (approx. 10%). These are Microsoft's MSN, the video-sharing portal YouTube, and the ever more popular site for socializing, sharing pictures, links and videos, Facebook.

It is interesting that there are more who place other pages among their Top 5 amongst the male population of Internet users in B&H (65% compared to 48% in the female population). Women have awarded places to all of the pages mentioned (Google, Yahoo, dernek.ba, MSN and Facebook) more often than men, while men mentioned Youtube among their Top 5.

Other web pages that were mentioned by BH citizens as being most visited sites included the webmail client Hotmail, telecom operator BH Telekom (visited only by people in the Federation of B&H) and the job announcement page posao.ba which was mostly visited by 35 to 44 year-olds.

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