

Internet FACTS AND STATISTICS

2018



The internet, and related topics such as: social media, website hosting, eCommerce, SEO, etc. is an ever growing and expanding market. For those of you who are looking for the latest facts and statistics for 2018, you've come to the right place!

We've put together a list of interesting facts and figures for you to share and link to, for use on your own social media page, website, or a blog.



The Internet



As of 1st January 2018, the total internet users across the world was **4,156,932,140** (that's over 4 billion users)



2 BILLION of the world's internet users are **Located In Asia**, where their population is just over equal to the total internet users across the world



As of January 2018, the world's population was estimated to be around **7,634,758,428**. Over half of the world's population is using the internet



On 10th April 2018, there were over **1.8 BILLION** websites recorded on the internet



Some of 2018's top Google searches included iPhone 8, iPhone X, How to buy Bitcoin, and Ed Sheeran.



In January 2018, data reveals that **3.2 BILLION** internet users were also social media users



In 2018, China has the most active internet users in the world, at **772 MILLION USERS**. In the year 2000, this figure was around **22.5 MILLION**

Social Media



As of January 2018, Facebook alone had **2.2 BILLION** monthly active users. Facebook was the first social media website to reach over **1 BILLION** Accounts



YouTube users in 2018 have surpassed the **1.5 BILLION** mark, making YouTube the most popular website for viewing and uploading videos in the world



Comparing January 2018 to January 2017 figures, **SAUDI ARABIA** is the country with the largest social media usage increase at an estimated **32%**



Instagram is most popular in the **USA** and **SPAIN** accounting for around **15%** of total social media usage in these countries in 2018



FACEBOOK continues to be the fastest growing social media network, with around **527 MILLION** increase in users over the last 2 years, followed closely by WhatsApp and Instagram at **400 MILLION**



In 2018, **90%** of businesses are using social media actively



NEARLY 40% of users would prefer to spend more money on companies and businesses who are engaging on social media



There are now over **3.1 BILLION** social media users worldwide in 2018, which is an increase of around **13%** compared to 2017



In France, **SNAPCHAT** is the second most popular social media user account in 2018, with around **18%** of users countrywide



91% OF SOCIAL MEDIA users are using their mobile phones, tablets, and smart devices to access social media channels

Websites and Web Hosting



As of 2018, WordPress powers **28%** of the world wide web with over **15.5 BILLION** page views each month



Apache servers are used by **46.9%** of all available websites, followed closely by Nginx at **37.8%**



In the last 5 years, since 2013, website traffic accessed by mobile phones has increased by **36%**



As of January 2018, Japan's share of website traffic mainly comes from laptops and desktop computers at a measured **69%**, compared to **27%** on mobile phones



Google is the most popular search engine and visited website recorded in 2018, with over **3.5 BILLION** searches each day



2018 sees **52.2%** of website traffic accessed and generated via mobile phones



With over **A BILLION** voice search queries per month, voice is estimated to be a high trending digital marketing strategy in 2018

eCommerce



In the U.K. for 2018, ZenCart has the biggest market share with over **17%** of .uk web address extensions using the software provider

In the U.S. as of February 2018, over **133 MILLION** mobile users used the Amazon app, compared to **72 MILLION** users accessing the Walmart app



2018 sees a **13%** increase in eCommerce sales since 2016, with the majority of sales being recorded in the U.S. and China



80% of U.K. buyers use online commerce research before purchasing a product online or offline



An estimated **600,000** commercial drones will be in use by the end of 2018 in the U.K. alone



NEARLY 80% of online shopping results in abandoned carts, but we have some handy tips to ensure you can recover your marketing strategy



Under **33%** of U.K. consumers want to pay more for faster delivery, but **50%** said they would be willing to accept delivery via drone

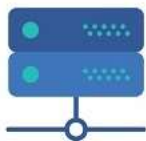
Domain Names



As of April 2018, there are just over **132 MILLION** registered **.COM** domain names



In the month of January 2018 alone, there were **9 MILLION** registered **.UK** domains



From 1993 to 2018, the number of hosts in the domain name system (DNS) has more than doubled, **REACHING OVER 1 BILLION**



Approximately **75%** of websites registered are not active but have parked domains



68 MILLION copyright infringing URLs were requested to be removed by Google in January 2018, with **4SHARED.COM** being the highest targeted website



46.5% of websites use **.COM** as their top level domains

References:

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TOP 10

WEBSITE
HOSTING