



INTERNET USE STATISTICS

The aim of this document is to illustrate how the Internet is being used today, and why monitoring Internet use can help an organization get the most out of their internet resources.

People do use the Internet inappropriately in the workplace:

Even though Internet users are more likely to have Internet access at home, online shopping at work accounts for nearly half of all Internet shopping activity, according to [Nielsen//NetRatings](#). This is due to higher-speed connections, and the relative privacy available in the workplace.

25% of the UK workforce (7.8 million people) is connected to the Internet - more than twice as many people have Internet access at work than at home. British workers are likely to access many web sites with non-work-related content from work. Some sites, such as Tesco, Egg and Lloyds TSB are visited more often from work than from home. ([NetValue](#))

Access to broadband Internet, available in most workplaces, increases the number of webpages viewed by each person by 55%, and increases the amount of time spent online by 23%. ([Nielsen//NetRatings](#))

A Taylor Nelson Sofres survey revealed non-work-related Internet use in the workplace included: booking holidays (52%), pursuing education (42%), researching hobbies (41%), shopping (28%) or watching sports events (27%).

In Europe, less than 50% of businesses are dealing with Internet misuse. (Taylor Nelson Sofres)

Internet users in the US, Australia, France and Italy spend far more time online when they are at work compared to home usage, and indulge in more browsing sessions consisting of more 'page views'. ([Nielsen//NetRatings](#))

The average Internet user spends at least two hours a day online... and 31% of this time is non-work related. (Angus Reid Group)

- 70% of employees admit to viewing or sending adult-oriented personal email at work
- 64% sent some type of politically incorrect or offensive personal messages
- 57% say Web surfing decreases their productivity
- 37% "constantly" surf the Web at work for personal reasons
- 29% have been caught at work surfing nonwork-related sites (www.vault.com)

78% of Canadian workers with Internet access admit to personal use of the Internet at work, and 26% of the time spent browsing at work is for non-work-related browsing. ([Ipsos-Reid](#))

During a workday in the UK, more than 50% of Internet users are active between 11am and 12:30pm. Activity peaks at noon, but drops off dramatically between 1:00 and 2:00pm - that is, lunchtime. In the US, Internet activity at work is usually consistently high all day. ([Nielsen//NetRatings](#))

28% of those who made gift purchases did so from their offices or cubicles. ([Pew Internet & American Life Project](#))

Personal Internet Use at Work (as a percentage of U.S. workforce)	
Activity	Amount
Use search engines	89%
Check news/sports headlines	75%
Comparison shop	67%
Write/receive personal email	55%
Check stock market	49%
Personal reasons	46%
Make purchases online	45%
Play games online	22%
Bank online	14%
Visit adult sites	11%

Source: Angus Reid Group, September 2000

According to a recent [Jupiter Media Metrix](#) report, the at-work usage of standalone media players in the US increased by 34.9% between January 2000 and January 2001, from 11.6 million to 15.7 million users.

32% of those who have Internet access at work used the Internet while on the job to buy holiday gifts, while only 24% of Internet users as a whole purchased gifts online. This suggests that people are taking advantage of fast connections at work. ([Pew Internet & American Life Project](#))

31.2% of employees feel it is appropriate to surf non-work-related sites up to 30 minutes a day, 14.8% said up to 1 hour is appropriate, and 9% said over an hour, while only 26.6% of employers feel it is appropriate for employees to surf non-work-related sites up to 30 minutes, 8.6% said up to 1 hour, and 4.2% said over an hour. ([Vault.com survey](#))

37% of employees said they browse the web constantly while at work, 31.9% said a few times a day, 21.3% said a few times a week, and only 9.7% said they never browsed during work hours. ([Vault.com survey](#))

29% said that their employer had caught them surfing non-work-related sites, although 54% of employers said that they have caught an employee surfing non-work-related sites at work. ([Vault.com survey](#))

55% of workers admit to personal email use, and 46% admit to personal web browsing. ([Ipsos-Reid](#))

56% of employees feel that surfing the Net or sending non-work-related emails decreases productivity, and 31% of employers said that they restrict employee Internet/email usage. ([Vault.com survey](#))

17% of American Internet users (and 11% of all Americans) know someone who was fired or disciplined because of inappropriate use of the Internet at work. ([Pew Internet & American Life Project](#))

37% of Canadian email users have received email they believed to be inappropriate at work, while 35% look forward to joke emails. ([Ipsos-Reid](#))

Popular websites, such as [bbc.co.uk](#), [amazon.co.uk](#) and [friendsreunited.co.uk](#) each had in excess of 1.5million visitors from people at work during October 2001. ([NetValue](#))

Top 10 UK At-Work Web Sites		
Rank	Domain	At-Work Unique Visitors (000)
1.	msn.com	4,776
2.	microsoft.com	3,928
3.	yahoo.com	3,802
4.	msn.co.uk	3,739
5.	gov.uk	2,537
6.	yahoo.co.uk	2,482
7.	bbc.co.uk	2,388
8.	freeserve.com	2,129
9.	google.com	1,925
10.	ask.co.uk	1,705
Source: NetValue		

However, the Internet is a useful resource for work:

In the US, work-based Internet access increased by 50% in 2001. Of those work users, 64% admitted using the Internet for personal reasons. However, 54% of employees believed that personal use of the Internet actually had a positive effect on their productivity. ([Wirthlin Worldwide](#))

Two thirds of American workers with Internet access believe that using the Internet enhanced their productivity. ([Wirthlin Worldwide](#))

Average U.S. At-Work Usage 2000 vs. 2001			
	June 2000	June 2001	Percent Growth
Number of Sessions per Month	39	43	10%
Number of Unique Sites Visited	28	35	25%
Time Spent per Month (hr:min:sec)	20:30:36	22:38:22	10%
Internet Universe	34.4 million	42.3 million	23%
Source: Nielsen//NetRatings			

85% of Canadians who can use email at work believe it has made them much more productive. ([Ipsos-Reid](#))

Work-related Internet use has progressed from email to using the Internet to enhance productivity at work. This includes the use of corporate intranets, and even booking business trips. ([Nielsen//NetRatings](#))

American Internet users are using the Internet more effectively, and spending more time on work-related tasks. In addition, 44% of those users have found that Internet access has helped them do their jobs. However, despite an increase of more than 40% from 2000, only 36% of users performed work-related research each day. ([Pew Internet & American Life Project](#))

In Australia, the use of the Internet for marketing and research activities increased to 21% in January 2002. ([Dun & Bradstreet](#))

The Internet is also a useful resource tool for schools:

Almost 75% of students aged 12 to 17 in the US have Internet access, and almost all of them use the Internet for schoolwork according to the [Pew Internet & American Life Project](#). As well as web research, they use email and instant messaging programs to ask teachers and friends for help.

Almost 70% of teachers use the Internet to find information for use in lessons. ([Center for Research on Information Technology and Organizations](#))

84% of teachers believe that computers and the Internet help improve the quality of education, while 77% believe that not having Internet access would adversely affect their performance in the classroom. The Internet's benefit is in its usefulness as a research tool. ([NetDay](#))

People are comfortable with Internet monitoring:

The [Privacy Foundation](#) estimates that the Internet use of 14 million employees in the United States is monitored. Globally, approximately 27 million are monitored in this way.

71% of European workers agree that workplace Internet monitoring and management is appropriate, with the view most widely held in Germany and Britain. (Taylor Nelson Sofres)

A survey of 200 US executives found that 82% believed that Internet use in their company should be monitored, highlighting the growing concern about the use of Internet resources in the workplace. (Information Week)

At least two-thirds of respondents to an American Management Association survey identify concern over lawsuits as a reason to monitor. (Information Week)

Almost 50% of American companies monitor email, while more than 60% of companies monitor Internet usage in general. (Information Week)

73% of workers believe that their employer has the right to monitor email and Internet usage at work. 55% admit to personal email use, and 46% admit to personal web browsing. ([Ipsos-Reid](#))

American parents are far more likely than their European counterparts to monitor the types of sites their children visit, according to [Ipsos-Reid](#). By comparison, parents in Europe are more concerned about the time spent online, because of the costs involved.

Promote sensible Internet usage in your school or workplace

It is increasingly clear that Internet access is essential in contemporary workplaces. However, it is also clear that there are problems with providing Internet access – including productivity losses and use of inappropriate materials.

Using WebSpy software in conjunction with an Internet Acceptable Usage Policy will promote responsible Internet use, by monitoring and regulating your school or organization's Internet usage.

WebSpy provides a range of solutions, with one to suit every type of organization.

WebSpy Analyzer Suite

Containing WebSpy Email Analyzer and WebSpy Live, the Analyzer Suite is a complete solution for your email and Internet monitoring needs. With proactive, real-time monitoring from WebSpy Live, supported by the comprehensive historical reporting of Email Analyzer, you can promote and enforce responsible Internet usage.

Both Email Analyzer and Live use log files, created by an Internet gateway, mail or proxy server. If you do not have log files like this, or are interested in more detailed information than is typically available, then the WebSpy Sentinel Suite is the best solution for you.

Sold as a bundle, the Analyzer Suite is considerably cheaper than buying these applications separately and it is the most cost effective solution for your Internet and email management needs.

Email Analyzer

With support for mail tracking logs as well as a comprehensive list of firewall and proxy applications, Email Analyzer can provide you with a clear understanding of how your organization is using email and the Internet.

Email Analyzer's intensive drill-down ability and thorough reporting capabilities enable you to conduct detailed investigations on the Internet usage and emailing behavior of your network users.

Live

WebSpy Live enables organizations to access data on Internet use in real time by triggering customized alerts based on content, file size or browsing time.

Using this tool, managers can monitor how much time users are spending on the web and where they are going instantly – facilitating immediate attention to problem areas and promoting a proactive response to help eliminate Internet misuse in the school or workplace.

With WebSpy Live you can:

- See who is browsing at any moment
- Find out as soon as unacceptable browsing occurs
- Identify any users who spend too long browsing, while they are still browsing

WebSpy Live is the perfect complement and add-on to Email Analyzer. Compatible with most popular third-party log file formats, Live creates a real-time solution to your Internet Monitoring needs.

WebSpy Sentinel Suite

The WebSpy Sentinel suite is a complete package for data capture, reporting and real-time monitoring. The suite includes:

- WebSpy Sentinel
- WebSpy Email Analyzer

- WebSpy Live

If your organization does not have a proxy or email server, or if you need to know exactly what your employees have been viewing and sending, then the Sentinel Suite is the right solution for you.

WebSpy Sentinel is the only Internet packet sniffer available that enables you to capture the content accessed by your organization, down to the level of individual files downloaded from the web, or the attachments to emails. The data captured by Sentinel can then be used in Email Analyzer to provide historical analysis, and in Live to provide a real-time solution to Internet misuse.

Sentinel works in conjunction with Email Analyzer and Live to provide a complete Internet monitoring solution. Sentinel will log your network traffic and capture the content of that traffic.

What can WebSpy Sentinel provide?

- *Full Content Data Capture* - Sentinel will not only store URLs but has the ability to capture full web content and full email messages - so now you can use Email Analyzer to see dynamic content web pages and even attachments accessed by your network users.
- *Newsgroup data* - Sentinel will capture and log all newsgroup information including sender, receiver, content, attachments and newsgroup details.
- *Email data* - Sentinel is able to capture sender, receiver, subject, content and attachment information for ALL emails sent and received from your network. Find out who is sending around the jokes or your organization's sensitive information.
- *Live alerts* - Sentinel can be used with Live to generate live alerts. Live alerting gives real-time status information on all users on your network combined with configurable pop-up alerts based on length of time browsing, inappropriate Internet surfing and file download size warnings.
- *DHCP compatible* - By resolving IP addresses in real time, Sentinel is able to provide usernames on DHCP enabled networks.

Email Analyzer with Sentinel is the only Internet monitoring solution that can show you what your employees are really doing.

Email Analyzer's intensive drill-down ability can be used in conjunction with Sentinel's full data capture facilities to show the complete detail of Internet use, down the content of attachments to emails. Most mail servers cannot even supply email subjects!

Email Analyzer in the WebSpy Sentinel Suite provides all the full functionality available from Email Analyzer in the WebSpy Analyzer Suite, or when sold as a separate application.



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WebSpy Live is the perfect complement and add-on to the other products in this suite. With smooth integration with WebSpy Sentinel log files, and the reporting capabilities of Email Analyzer, Live creates a real-time solution to your Internet Monitoring needs.

Contact WebSpy Ltd

If you would like more information on employee Internet access management or any of the products mentioned in this document, please contact your nearest WebSpy Office:

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