

Internet Activity at Work 2009 - Q3

Analysis of Office Employees' Internet Usage Patterns

Foreword

Entensys previously analyzed Internet usage by office employees based on second quarter, 2009 data. The subject of that study was employees' Internet activity level and non-work related usage of the Internet.

In this report we will discuss changes in user preferences that took place in 2009.

The study was conducted between July and September, 2009. The findings are based on the analysis of 55 million visits to various sites by employees of more than 2000 companies that use UserGate Proxy&Firewall.

Methodology

The methodology was detailed in a previous report, "Internet Usage at Work, 2009-Q2." The acquisition of statistics is possible due to UserGate Proxy & Firewall's capability to filter websites. When entering any site, a classification request is sent to the content filtering server to authorize or deny access according to the policy of the company using UserGate Proxy & Firewall. Analysis of the various categories' popularity is based on the total number of requests.

The data became more accurate due to more than a tripling in the amount of registered visits. The standard deviation is between 0.1% and 1.0%, depending on the category.

As in the previous report, this study is related solely to Internet usage at work.

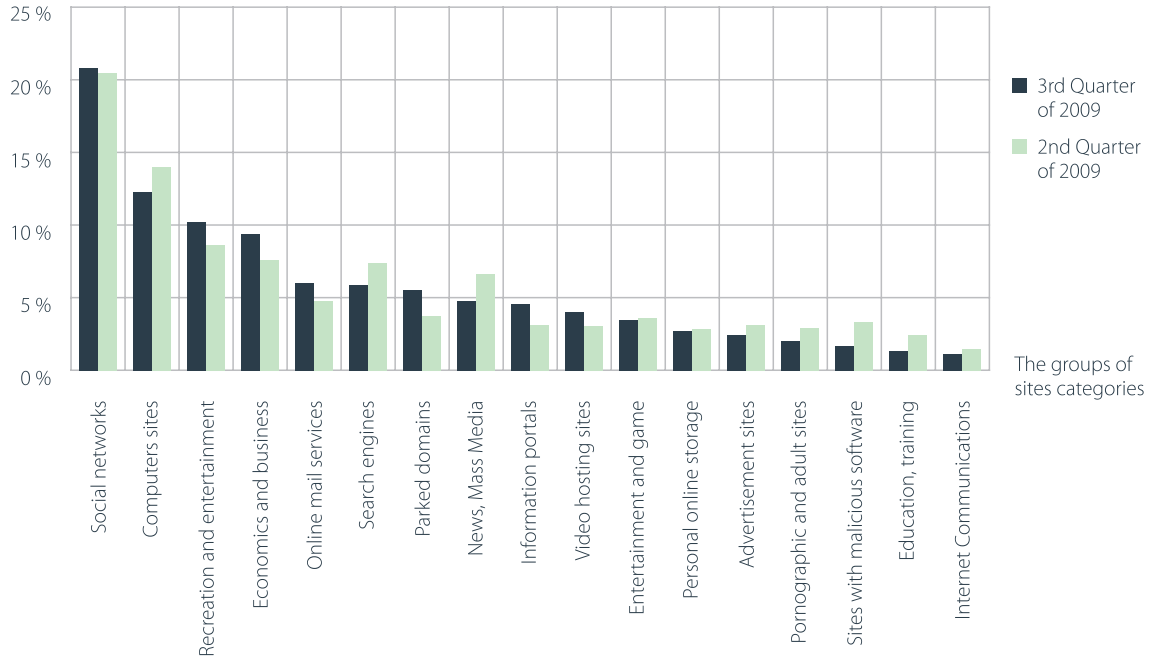
Comparison of data for the Second and Third Quarters of 2009

Third Quarter 2009 research results are shown in the following rating chart of website categories that are popular among employees.

	Category Group	3Q.	2Q.
01.	Social networks, personal sites and blogs	20.80%	20.40%
02.	Computers and Internet-related sites	12.20%	14,0%
03.	Shopping, recreation and entertainment	10.10%	8.70%
04.	Economics and business	9.30%	7.60%
05.	Online mail services	6.00%	4.80%
06.	Search engines	5.90%	7.30%
07.	Aliases (parked domains) and "dead links"	5.40%	3.80%
08.	News and Mass Media	4.80%	6.70%
09.	Information portals	4.60%	3.10%
10.	Video hosting sites	4.00%	3.00%
11.	Entertainment and games	3.40%	3.60%
12.	Personal online file storage services	2.70%	2.80%
13.	Advertisement sites	2.40%	3.10%
14.	Pornographic and adult sites	2.00%	2.90%
15.	Sites containing malicious software	1.70%	3.30%
16.	Education and training	1.30%	2.40%
17.	Messengers and Internet Communications	1.10%	1.40%
18.	Job search	0.60%	-
19.	Online music stores	0.50%	0.60%
20.	Government agencies	0.50%	0.30%
21.	Religion	0.50%	-
22.	Health and medicine	0.40%	-
23.	Peer-to-peer networks	0.09%	0.10%
25.	Drugs	0.03%	-
26.	Proxy servers and anonymizers	0.06%	-

UserGate has 70 different categories in its sites' database, which were grouped into 26 different categories for the convenience.

Websites' popularity rating, %



As you can see, the obtained results correlate to the results from the previous period by and large; however, there are some significant changes.

For example, web traffic at sites associated with hackers, spammers or at sites associated with malicious software, including spyware, adware and tracking software were cut in half (from 3.3% to 1.7%). It is interesting to note that the discovery of this trend matches Microsoft's data that the malicious software penetration rate fell by a third in first six months of 2009. Perhaps this is tied to the growing interest in information security. During the 2nd and 3rd quarter periods, web traffic at sites devoted to INFOSEC issues rose from 1.8% to 3.0%.

Visits to information portals grew from 3.1% to 4.6%. This category includes sites like Google, Yahoo, portals etc.

Online mail services web traffic grew by 1.1%, i.e. from 4.8% to 5.9%.

The increase of visits to parked domains and dead links is significant (from 2.9 to 4.9%). This category includes, in particular, cybersquatters' domains. Advertisement sites, which impede search results, also fall into this category.

Traffic to the most popular category, "Social networks, personal sites and blogs," virtually did not change and was at 20.8%. Summarizing the data by non-work related categories, improper Internet activity can be rated at 55-60%.

The web traffic associated with job searches was analyzed for the first time. Relatively it consists of 0.6%. It would be fair to note that such sites can be visited both with the goal of finding a job and also to post a vacancy announcement. These data can generally characterize the labor market's level of activity. At 0.6%, this category of sites' web traffic was at the same level of activity as in the second quarter of 2009.