

## Israeli eHealth Data Brief

### Web Usage

- According to the International Telecommunication Union (ITU) and reported by eMarketer, in 2006 almost 30% of Israelis, or 2 million people, subscribed to the Internet.
- eMarketer also reported that Israel comes in third worldwide in average monthly hours online, with 32 hours per unique visitor.

### Broadband Use

- In the first quarter of 2008, eMarketer reported 1,640,000 Israeli broadband subscriptions.
- The ITU reported for 2007 that 22% of Israelis subscribe to broadband.

Source: <http://www.itu.int/ITU/icteye/DisplayCountry.aspx?countryId=119> (accessed October 5, 2008)

### Top Web Sites

According to Alexa, the top 15 sites in Israel are:

1. גוגל ([google.co.il](http://google.co.il))
2. וואלה ([walla.co.il](http://walla.co.il))
3. [google.com](http://google.com)
4. [youtube.com](http://youtube.com)
5. [facebook.com](http://facebook.com)
6. אחרונות ידיעות ([ynet.co.il](http://ynet.co.il))
7. נענע ([nana10.co.il](http://nana10.co.il))
8. Yahoo!
9. [Mekusharim.co.il](http://Mekusharim.co.il)
10. [Wikipedia](http://Wikipedia)
11. [Windows Live](http://Windows Live)
12. [Tapuz.co.il](http://Tapuz.co.il)
13. [ICQ](http://ICQ): An instant-messaging and chat software site.
14. [Yad2.co.il](http://Yad2.co.il)
15. [Panet.co.il](http://Panet.co.il)

Source: [http://www.alexa.com/site/ds/top\\_sites?cc=IL&ts\\_mode=country&lang=none](http://www.alexa.com/site/ds/top_sites?cc=IL&ts_mode=country&lang=none) (accessed October 6, 2008)

### Israel: Telecom Indicators, 2007 (thousands and penetration)

Internet users	2,000.0
Internet users as a % of total population	28.87%
Broadband subscribers	1,528.5
Broadband subscribers as a % of total population	22.06%
Mobile phone subscribers	8,403.8*
Mobile phone subscribers as a % of total population	122.74%*

Note: \*2006

Source: International Telecommunication Union (ITU), "World Telecommunication Indicators Database," June 2008

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[www.eMarketer.com](http://www.eMarketer.com)

### Top 11 Countries Worldwide, Ranked by Average Monthly Hours Online per Unique Visitor, February 2008

1. Canada	45
2. UK	32
3. Israel	32
4. US	30
5. Brazil	30
6. Argentina	28
7. Sweden	27
8. Venezuela	27
9. Netherlands	27
10. Finland	26
11. Spain	26

Note: ages 15+; home, work and university locations; excludes traffic from public computers (e.g., Internet cafes) and access from mobile phones or PDAs

Source: comScore World Metrix as cited in comScore presentation, "Canada: A 'Wired' Nation," May 30, 2008

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[www.eMarketer.com](http://www.eMarketer.com)

Additionally, several social media sites\* made the top sites list, including:

4. YouTube
5. Facebook
10. [Wikipedia](#)
24. RapidShare
25. [Blogger.com](#)
29. Conduit.com
33. Flix.co.il - Israeli's #1 Video Site
36. MySpace
43. ImageShack

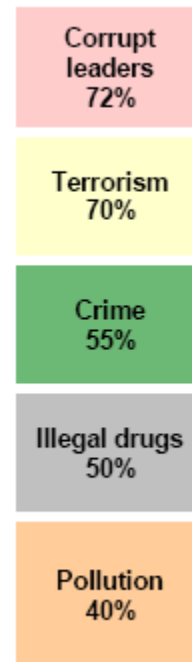
\*Please note: Several of the sites were not written in English, so there may be region-specific social media sites not listed here.

Source: [http://www.alexa.com/site/ds/top\\_sites?cc=PS&ts\\_mode=country&lang=none](http://www.alexa.com/site/ds/top_sites?cc=PS&ts_mode=country&lang=none) (accessed October 6, 2008)

## Health Information

- When the Pew Global Attitudes Project asked about the most important problems facing their families today in their survey, almost all of the countries sampled chose economic concerns more than health-related concerns (2007). However, 32% of Israelis ranked health as one of their most pressing concerns.
- Likewise, the issues cited as being very big problems included terrorism, illegal drugs, crime, pollution, and spread of HIV and other infectious diseases.
- In the same survey, participants were asked to rank the most important public health priorities for the government. The results for Israel are on the left.

Source: <http://pewglobal.org/reports/pdf/259.pdf> (accessed October 6, 2008)



## Mobile

- Israel has one of the highest mobile penetration rates in the world, says Australian-based buddle.com and reported by Internet World Stats.com. They also reported that three major cellular partners provide service in the country, and they are interested in selling mobile content and applications.
  - In fact, Pew Internet reported in 2007 that 93% of Israelis own mobile phones, the largest percentage of any country in the Middle East and Africa in 2007. It was also remarkably higher than in the United States—which the same study documented had 81% of U.S mobile ownership in 2007.
  - Likewise the ITU reported for 2006, that 99.6% of the population in Israel was covered by a mobile signal.
- Source: <http://www.itu.int/ITU-D/icteye/DisplayCountry.aspx?countryId=119> (accessed October 6, 2008)

**Adult Mobile Phone Owners in Select Countries in Africa and the Middle East, 2002 & 2007 (% of respondents)**

	2002	2007
<b>Africa</b>		
Ethiopia*	-	38%
Ghana	8%	34%
Ivory Coast**	34%	66%
Kenya*	9%	33%
Mali	-	69%
Nigeria	11%	67%
Senegal	-	54%
South Africa**	41%	70%
Tanzania	10%	42%
Uganda	10%	29%
<b>Middle East</b>		
Egypt	-	60%
Israel	-	93%
Jordan	35%	57%
Kuwait	-	98%
Lebanon	62%	84%
Morocco	-	59%
Palestinian Territory	-	68%

Note: ages 18+; \*ages 18-64; \*\*disproportionately urban sample  
 Source: Pew Research Center, "2007 Pew Global Attitudes Survey" as cited in "World Publics Welcome Global Trade - But Not Immigration," October 4, 2007

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www.eMarketer.com