

Active Home Internet Users by Country, November 2007

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The number of active Internet home users increased in all but 2 of the 10 countries tracked by [Nielsen Online](#) in November.

Active home Internet users receded in the U.K. (-1.14 percent) and in Switzerland (-0.81 percent). Combined, it was a loss of 326,506 active Internet home users.

Overall, the number of active Internet homes increased 1.96 percent over the previous month. The countries with the highest uptake include Brazil (8.32 percent); Australia (7.28 percent); Japan (2.75 percent); and Italy (2.23 percent).

Nielsen Online uses a sampling methodology applied worldwide, which allows for data aggregation on a regional and global basis. Active Internet users are derived from the number of users who have logged on in the previous 30 days.

Worldwide Active Internet Home Users, November 2007				
Country	October 2007	November 2007	Growth (%)	Difference
Australia	10,833,733	11,622,791	7.28	789,058
Brazil	19,881,432	21,535,769	8.32	1,654,337
Switzerland	3,897,450	3,865,916	-0.81	-31,534
Germany	34,457,137	35,135,442	1.97	678,305
Spain	14,846,589	15,035,766	1.27	189,177
France	23,732,828	24,206,135	1.99	473,307
Italy	18,424,505	18,835,274	2.23	410,769
Japan	46,416,314	47,692,193	2.75	1,275,879
U.K.	25,866,815	25,571,843	-1.14	-294,972
U.S.	148,228,186	149,880,630	1.11	1,652,445
Totals	346,584,989	353,381,759	1.96	6,796,770

Source: Nielsen Online, 2007