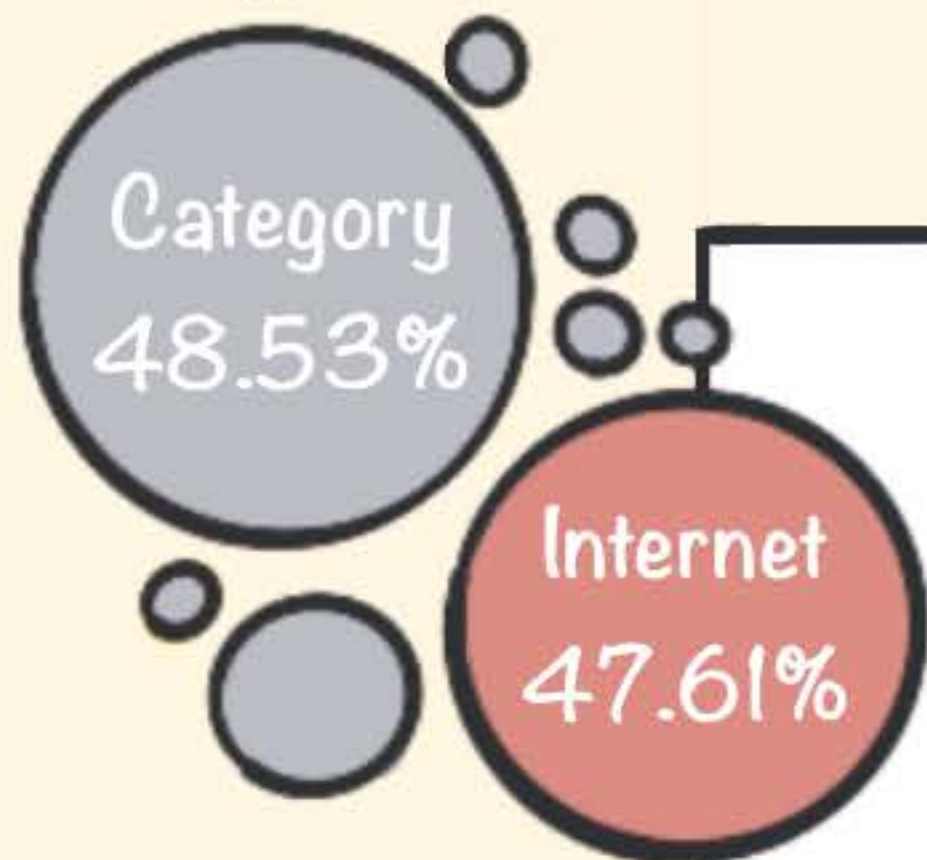


Link Types

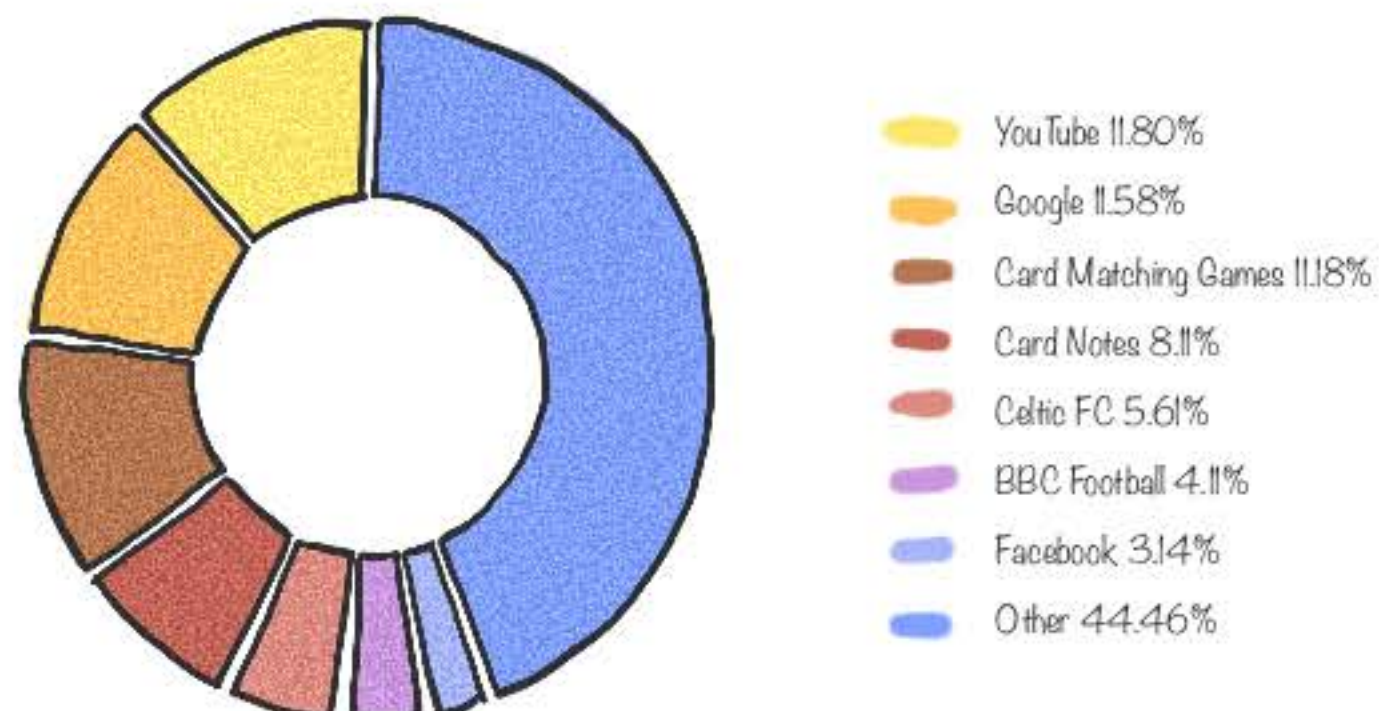


- Category 48.53%
- Internet 47.61%
- HTML Page 3.32%
- Radio 0.22%
- Services 0.22%
- Standard Page 0.06%
- Gallery 0.03%
- TV 0.01%

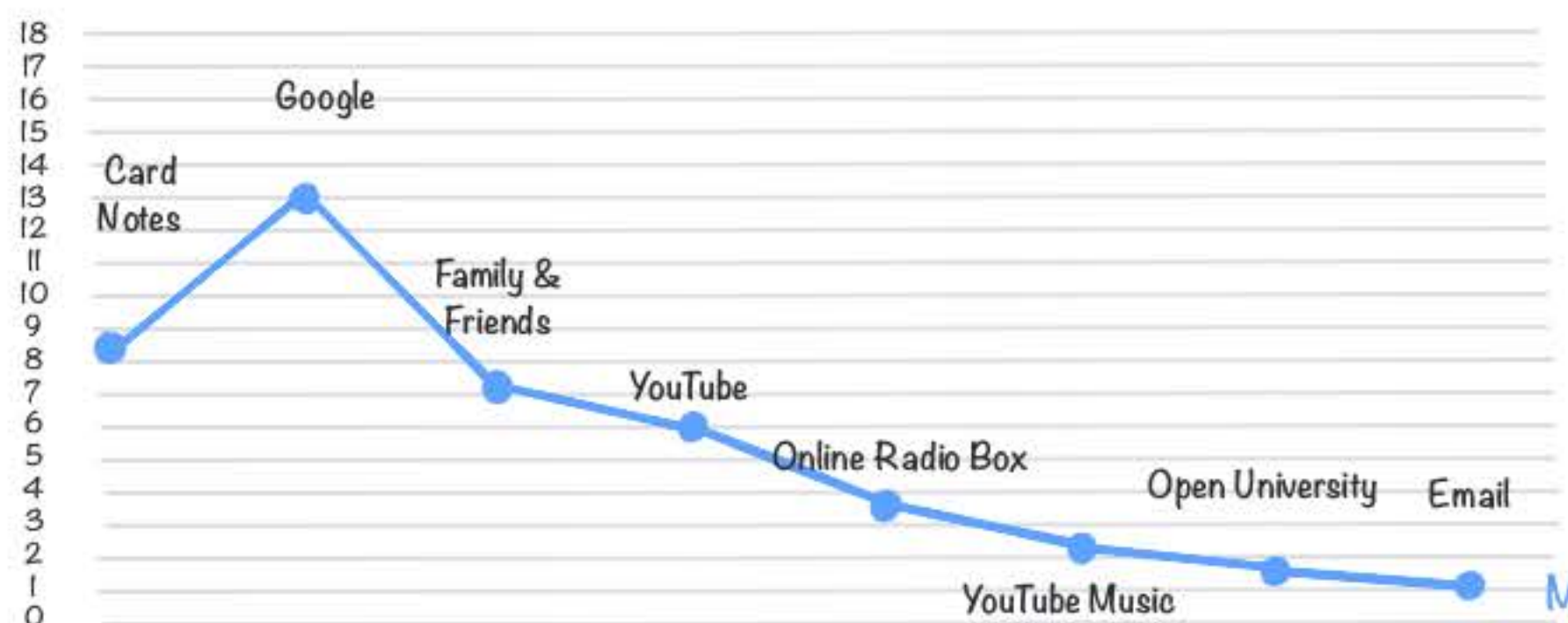
Among the Link Types, Internet and Category are the most popular.



Links Accessed

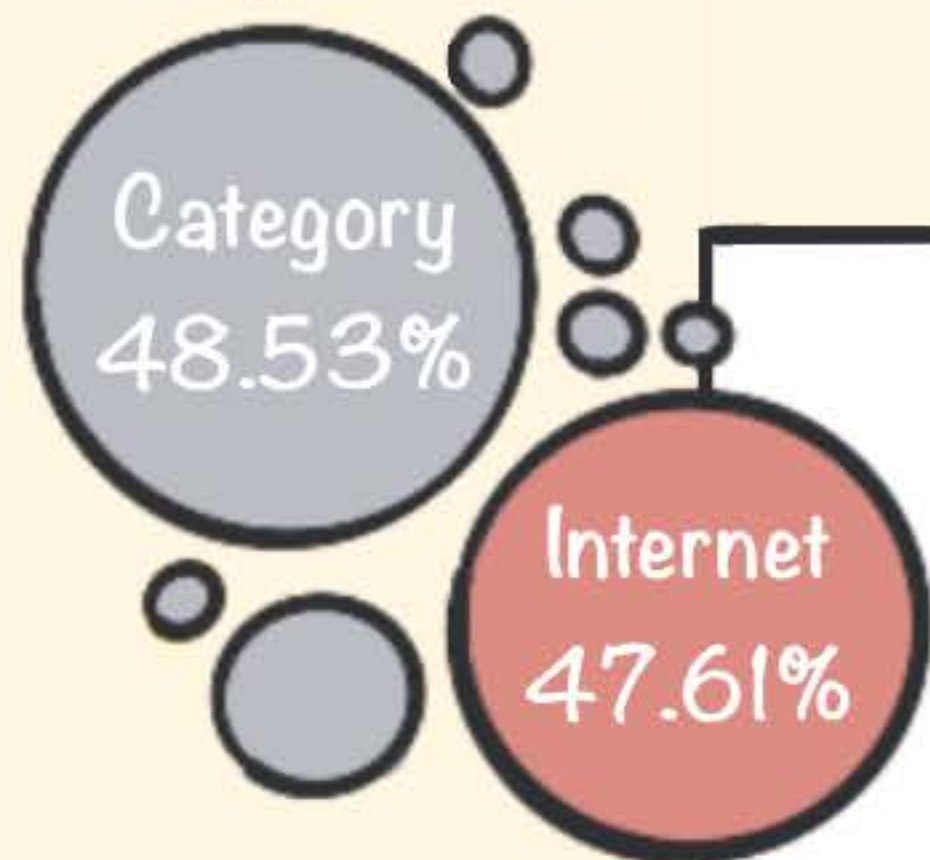


Usage by Gender



CLICK THE BUTTONS
TO SEE MORE

Link Types

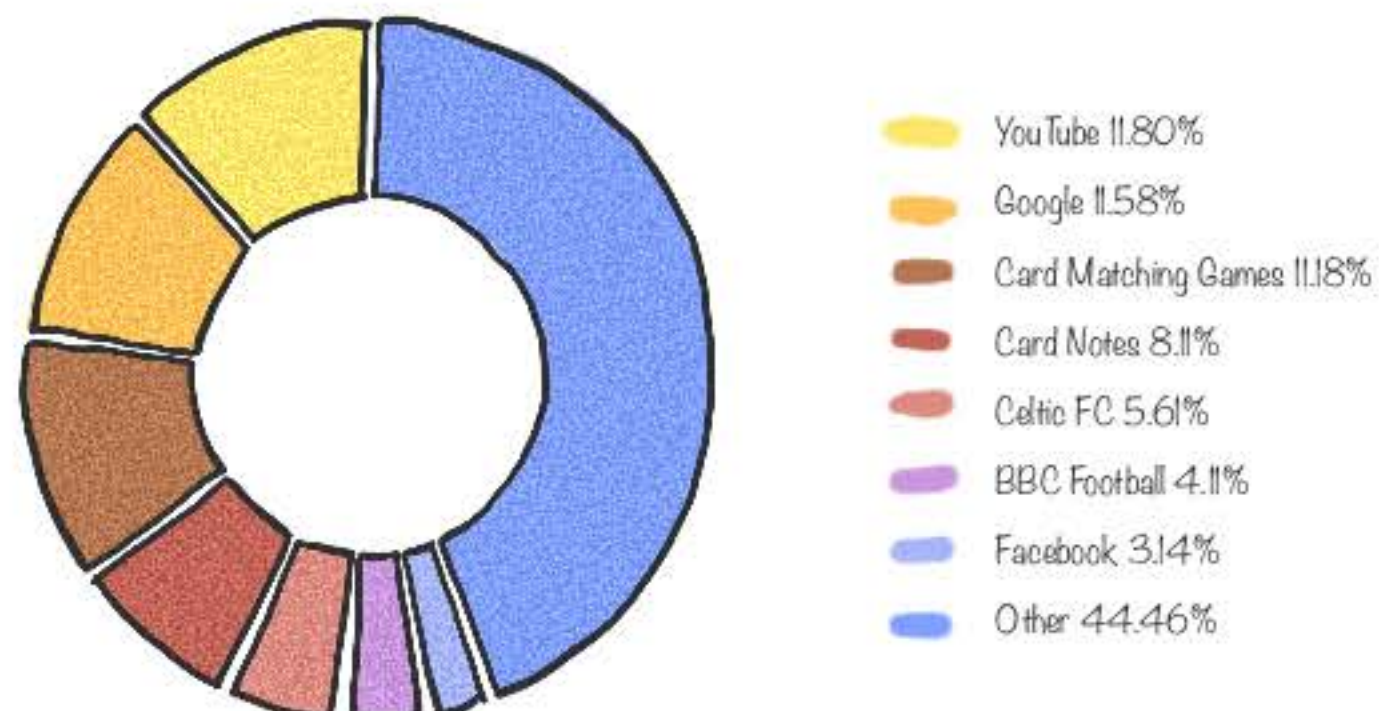


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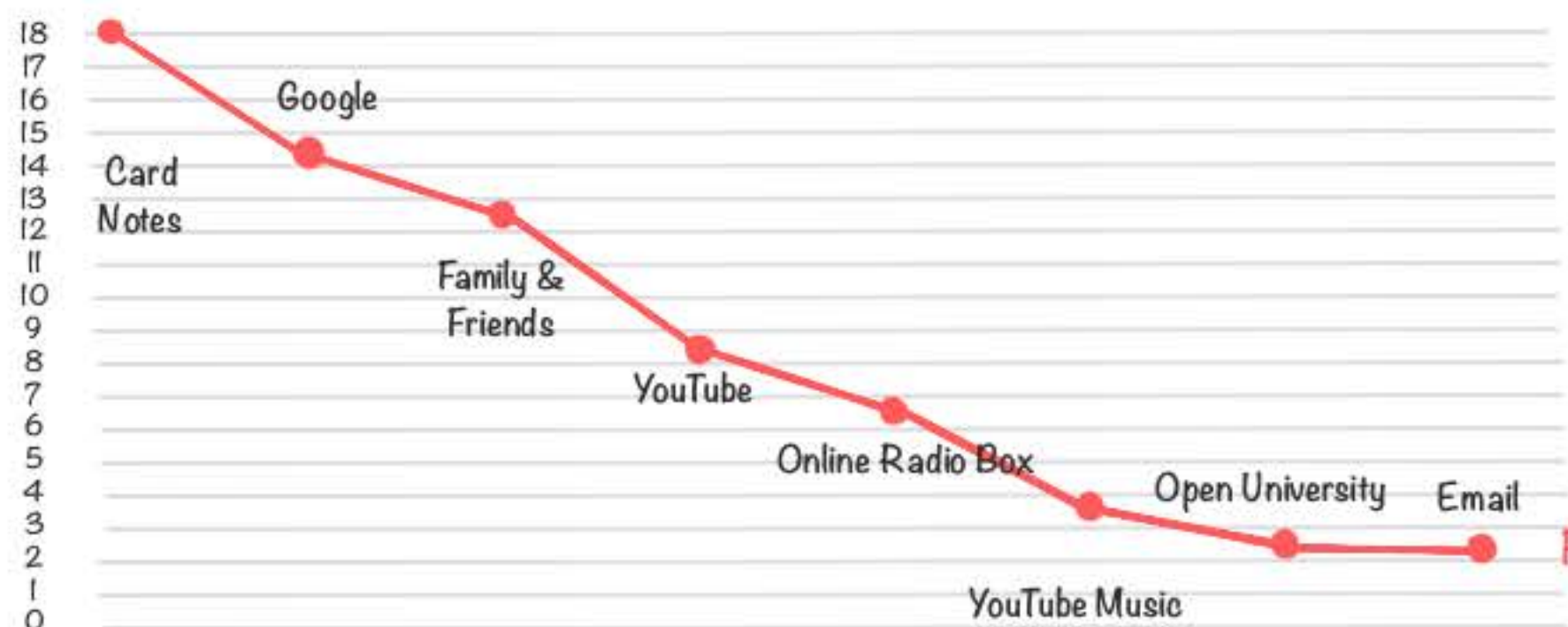
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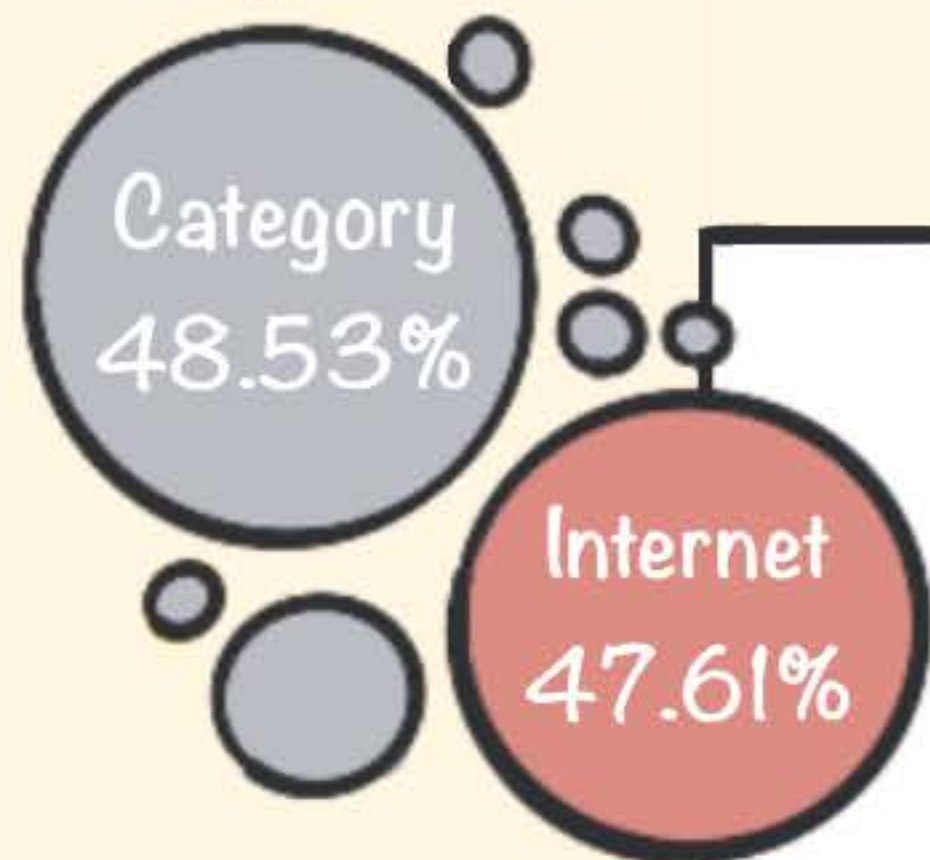


Usage by Gender



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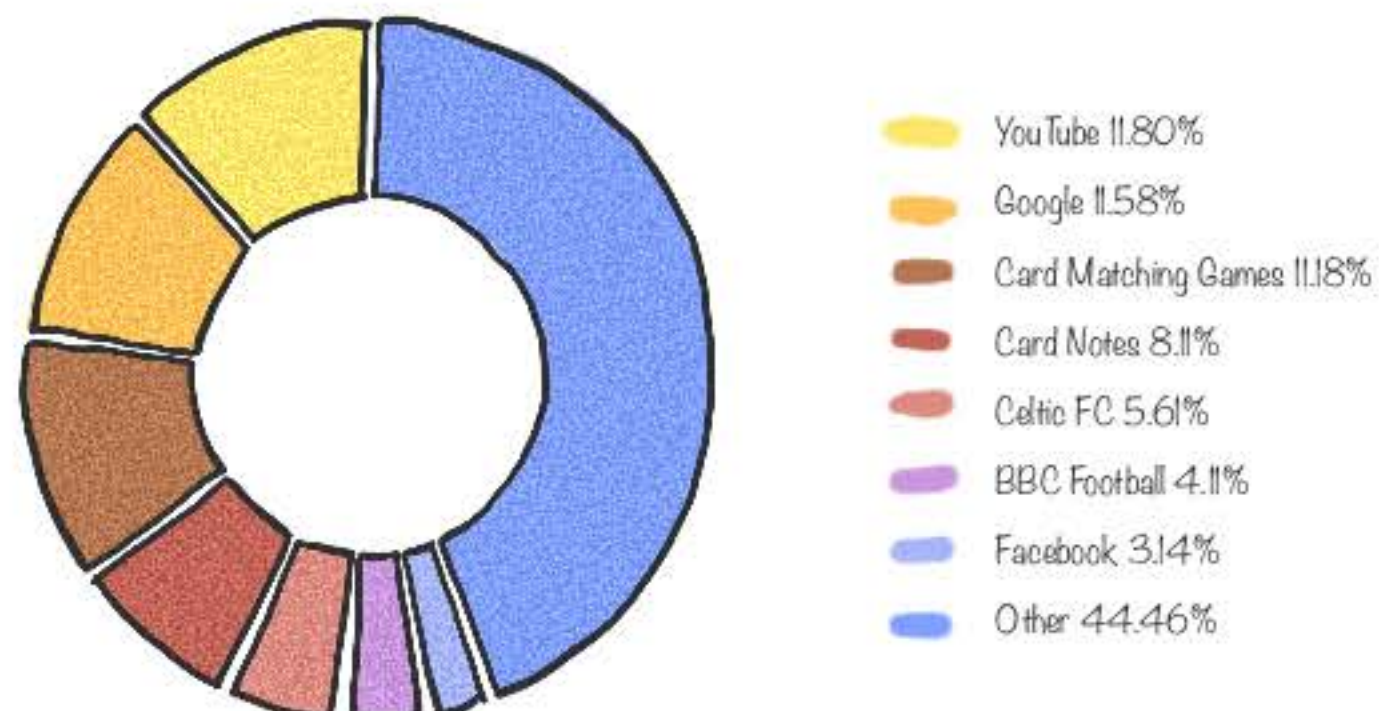


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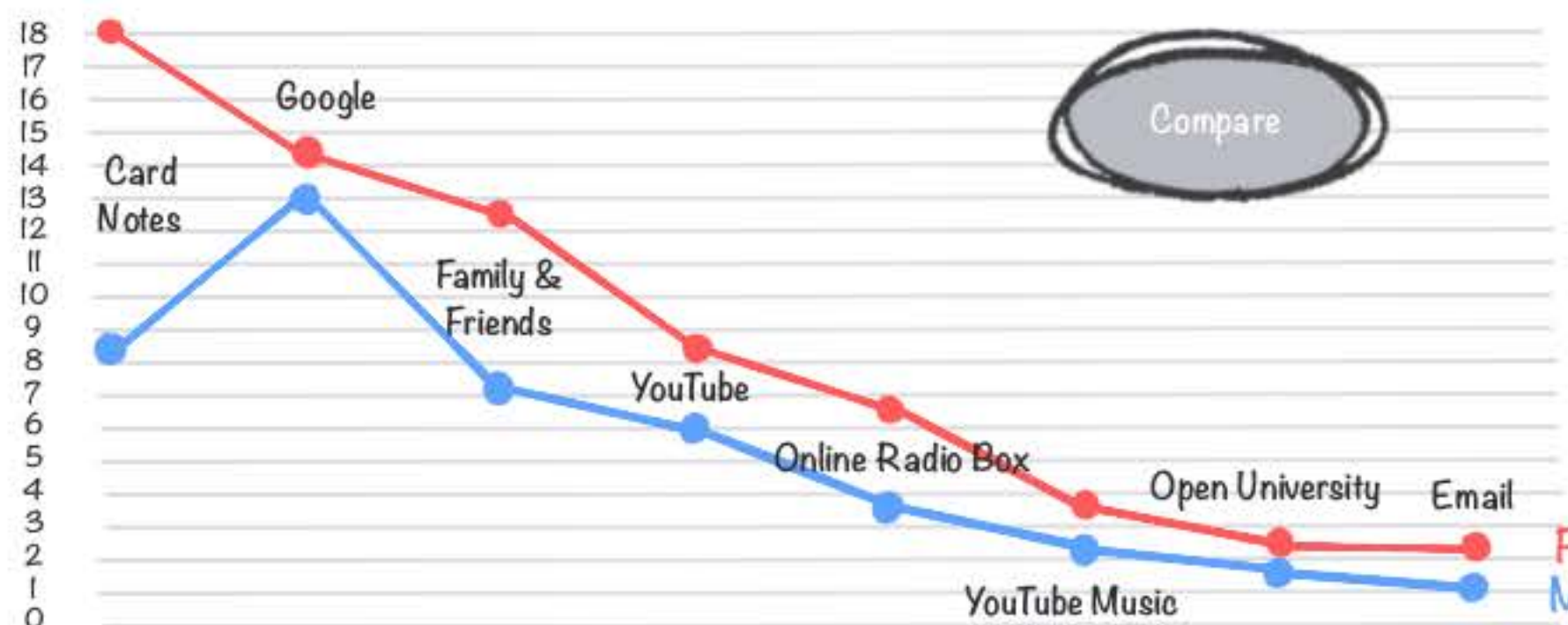
Among the Link Types, Internet and Category are the most popular.



Links Accessed

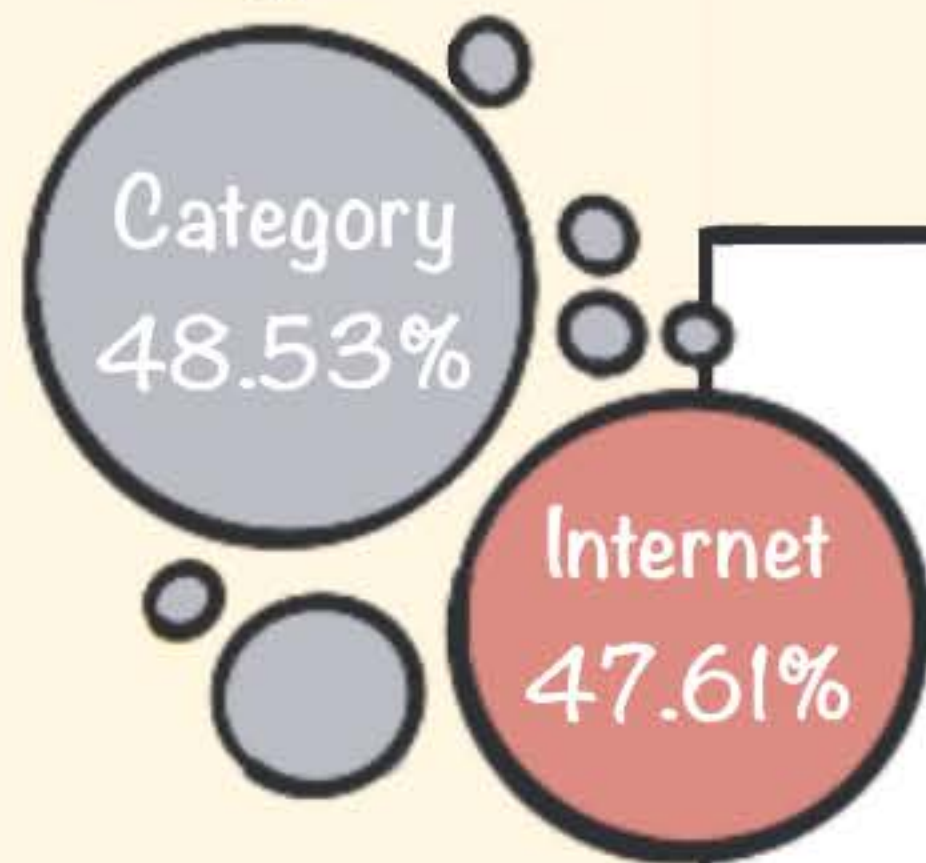


Usage by Gender



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Link Types

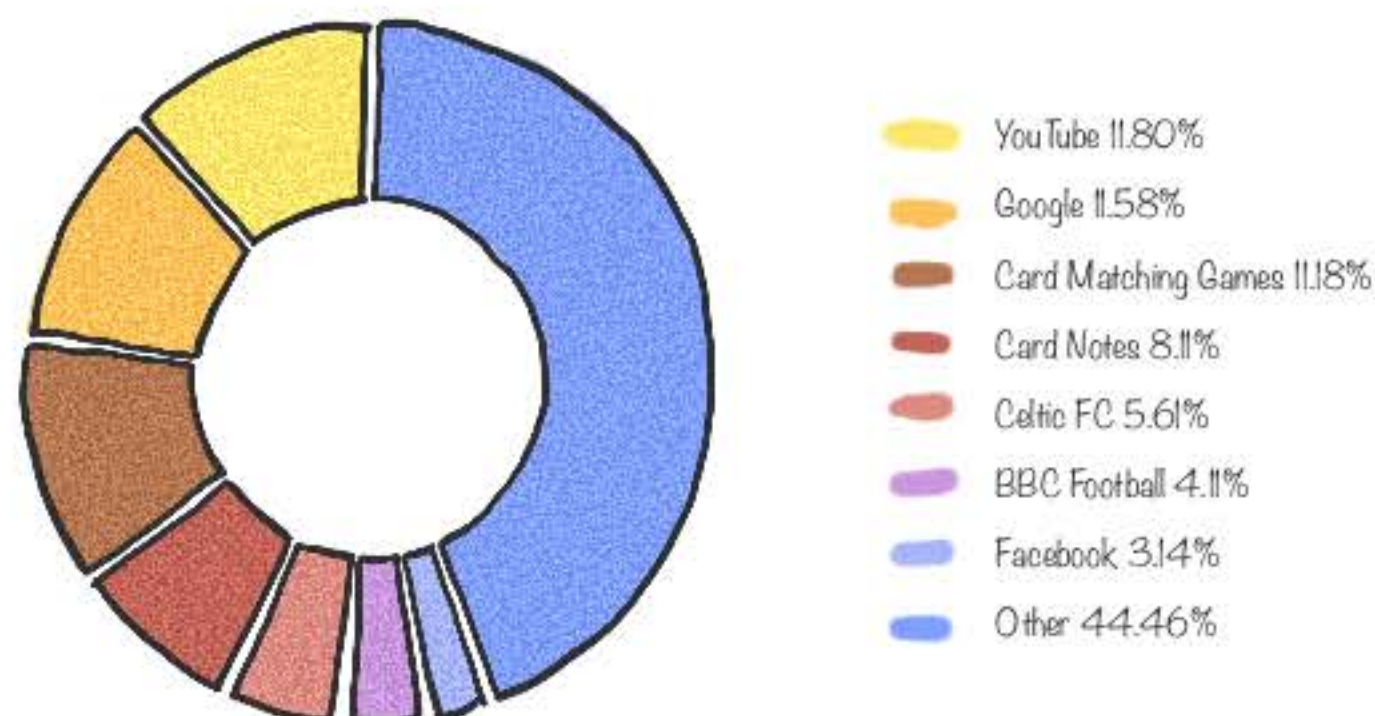


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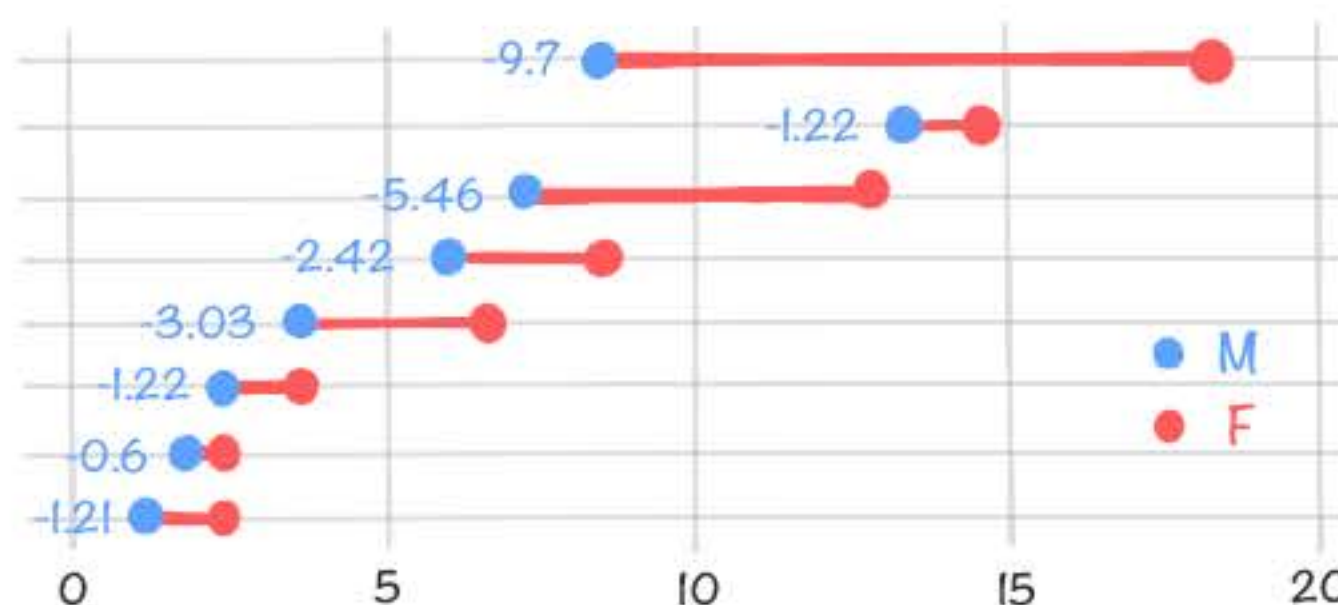


Links Accessed



Usage by Gender

Care Notes
Google
Family & Friends
YouTube
Online Radio Box
YouTube Music
Open University
Email



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Although Youtube has the highest share of user visits, this is not the case in actual usage. Interestingly, the percentage of users using Family&Friends links is higher than Youtube, and female users seem to have more robust demand for socializing than male users.