

# Mozilla Metrics Report

Q1 2010

Mozilla is the public benefit organization behind the Firefox web browser. More than 350 million people around the world use Firefox, and Mozilla collects a very limited amount of information related to Firefox adoption and usage. We have created this quarterly report as way to provide a high-level view of key metrics on an ongoing basis and to share some interesting insights.

Please find us online at [blog.mozilla.com/metrics](http://blog.mozilla.com/metrics).



# Mozilla Metrics Report

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### Summary and Highlights

- Firefox's worldwide market share hovering near 30%
- Firefox adoption is growing most dramatically in Russia
- People start their work day earliest in Hawaii and Wyoming; latest start to the day is in New York
- People in South American like applying Personas (themes) to their browser; people in Antarctica love add-ons

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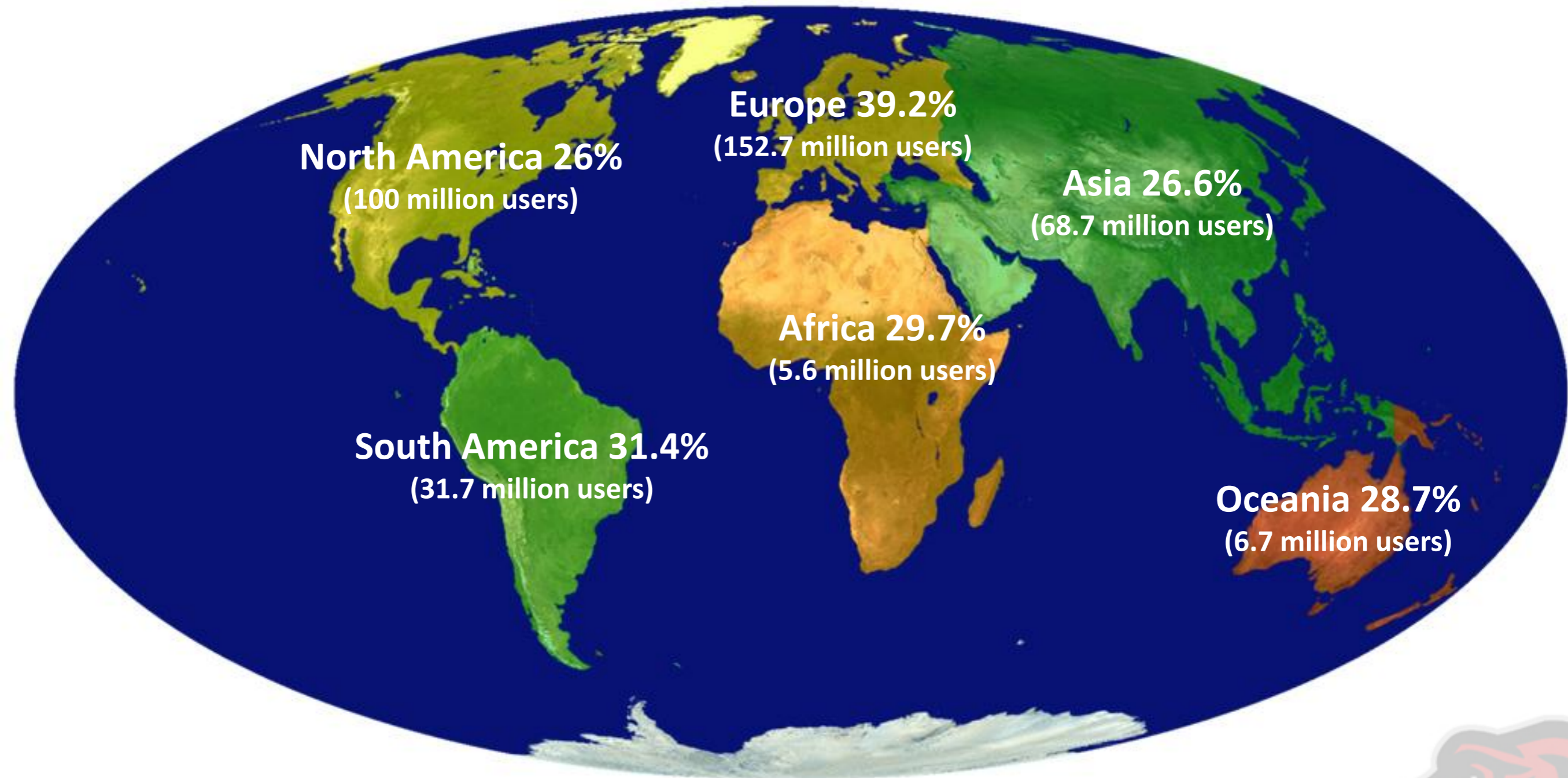
- I. Firefox Worldwide Market Share
- II. Recent Growth in Firefox Adoption
- III. Usage Pattern – Where in the U.S. do people get the earliest start on their work day?
- IV. Usage Pattern – Where in the world do people show the strongest propensity to personalize their browser?
- V. Study – How do people interact with tabs in a web browser?



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## Firefox Worldwide Market Share



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## Firefox Worldwide Market Share

- *Methodology:* the numbers on the map were arrived at by combining market share numbers from four reliable sources – StatCounter, Quantcast, Net Applications, and Gemius. For each continent, we simply calculated an average of the reported numbers. For example, for Europe, we took the average of 39.1% (StatCounter), 36.2% (Quantcast), 35.04% (Net Applications), and 46.48% (Gemius), which translates to 39.2%. The number of Firefox users noted in parentheses for each continent is an estimate based on our own metrics.
- Firefox market share continues to be strongest in Europe.
- One continent not highlighted? Antarctica. Only one source (StatCounter) provides numbers for Antarctica and it shows Firefox's current share near 80%.

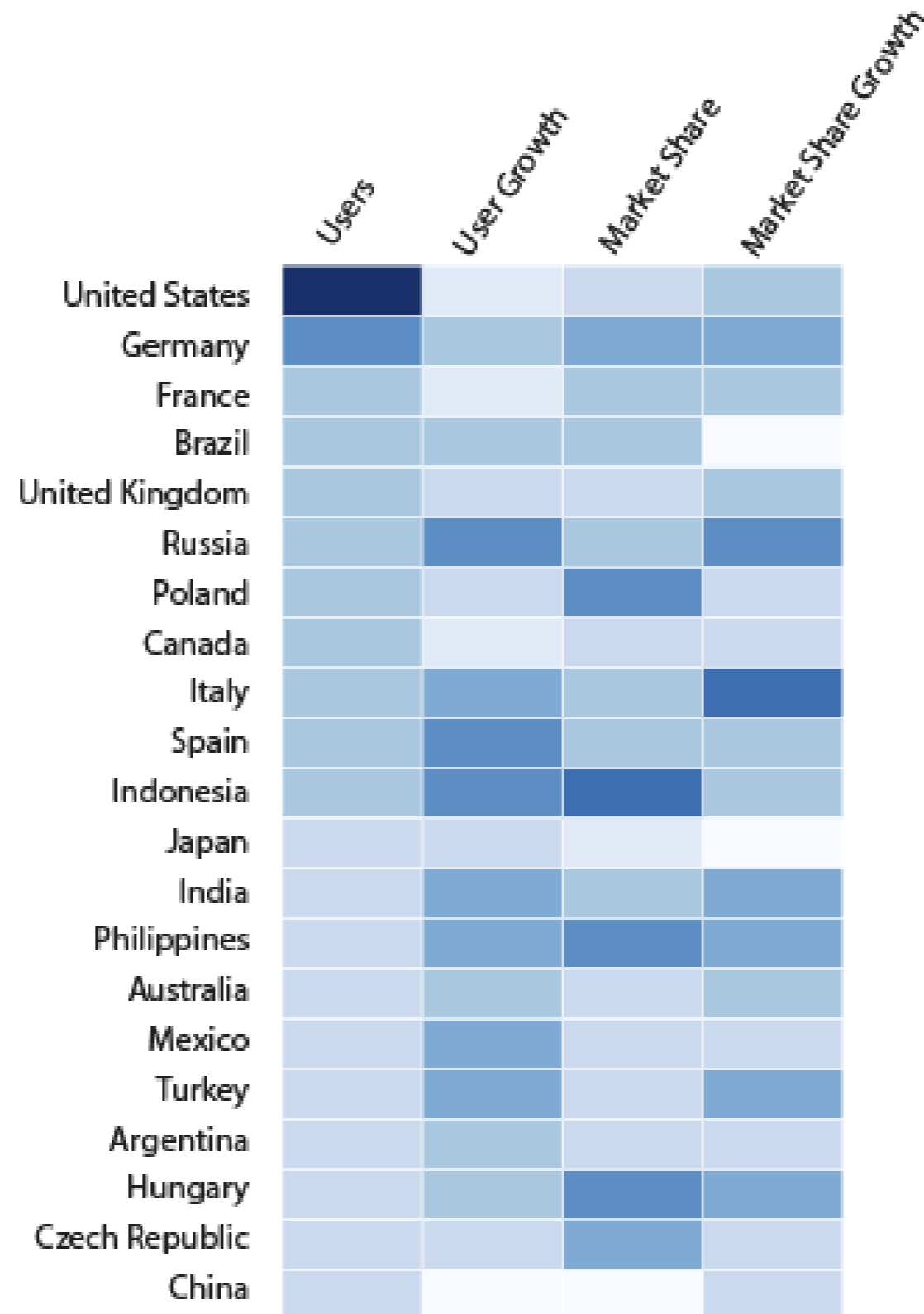
Sources: <http://gs.statcounter.com/>, <http://marketshare.hitslink.com/>,  
<http://blog.quantcast.com/quantcast/2010/02/browser-region.html>, <http://www.en ranking.pl/> (all countries)



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## Growth in Firefox Adoption



Note: darker colors represent stronger numbers (e.g., greater absolute or percentage gain)

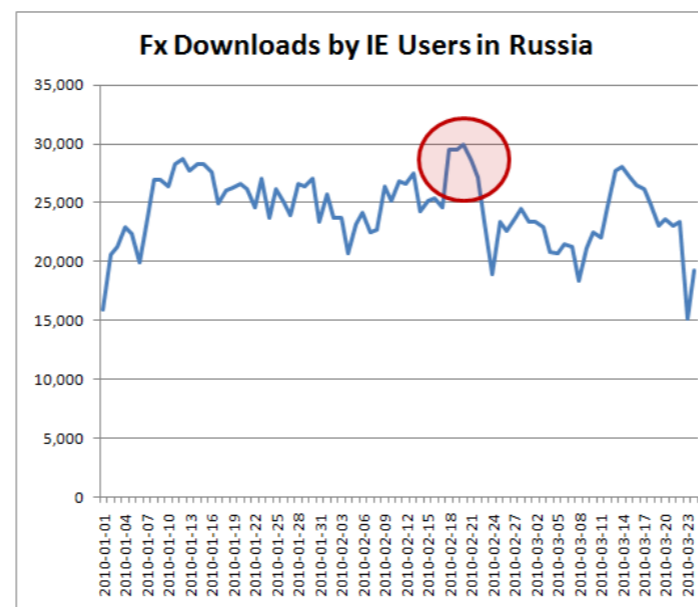


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## Growth in Firefox Adoption

- *Methodology:* the chart is sorted by regions with the largest Firefox user base. “Growth” is based on the change from mid-December 2009 to mid-March 2010 time period. Market share numbers come from Net Applications. How do we estimate Firefox usage numbers? Around once a day, Firefox pings Mozilla servers to see if there’s an updated add-ons blacklist; the ping is non-identifiable (respecting user privacy).
- Firefox usage has recently risen most dramatically in **Russia – about 20% this quarter.**
- Other regions showing strong growth include Indonesia, India, the Philippines, Australia, Mexico, and Turkey, each showing a Firefox usage increase of about 15%.
- Much of the market share data confirm these patterns: Russia showed the most growth in Firefox market share this quarter (picking up roughly 2%), and Firefox’s market share in Indonesia continues to grow north of 60%.
- How can some of this growth be explained? Although it may merely represent correlation, we did see a slight increase in Firefox downloads at the same time Mitchell Baker, Mozilla’s chairperson, visited Russia in February.

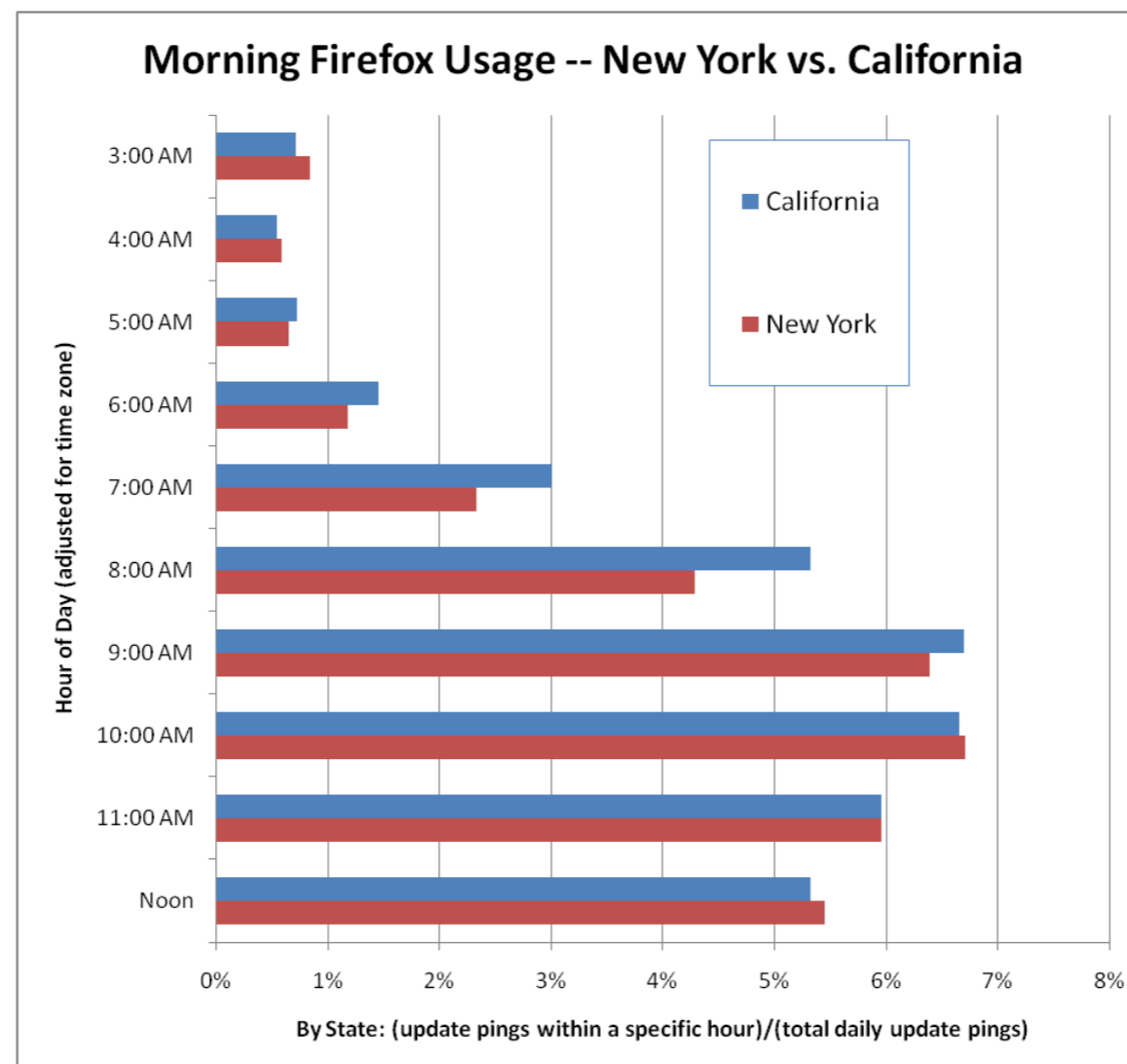


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## Where in the U.S. do people get the earliest start on their work day?

- *Methodology:* we looked at the distribution of daily Firefox “update” pings from users. We took a week’s worth of data and broke it down by hour and by state. We then compared the distribution of pings, i.e., do some states see a relatively higher proportion of people launching Firefox during the 7am hour vs. the 10am hour?
- People in **New York** appear to be least likely to start up their browser during the 6am, 7am, and 8am hours, and below we compare **California** to see if there are any East Coast vs. West Coast differences.

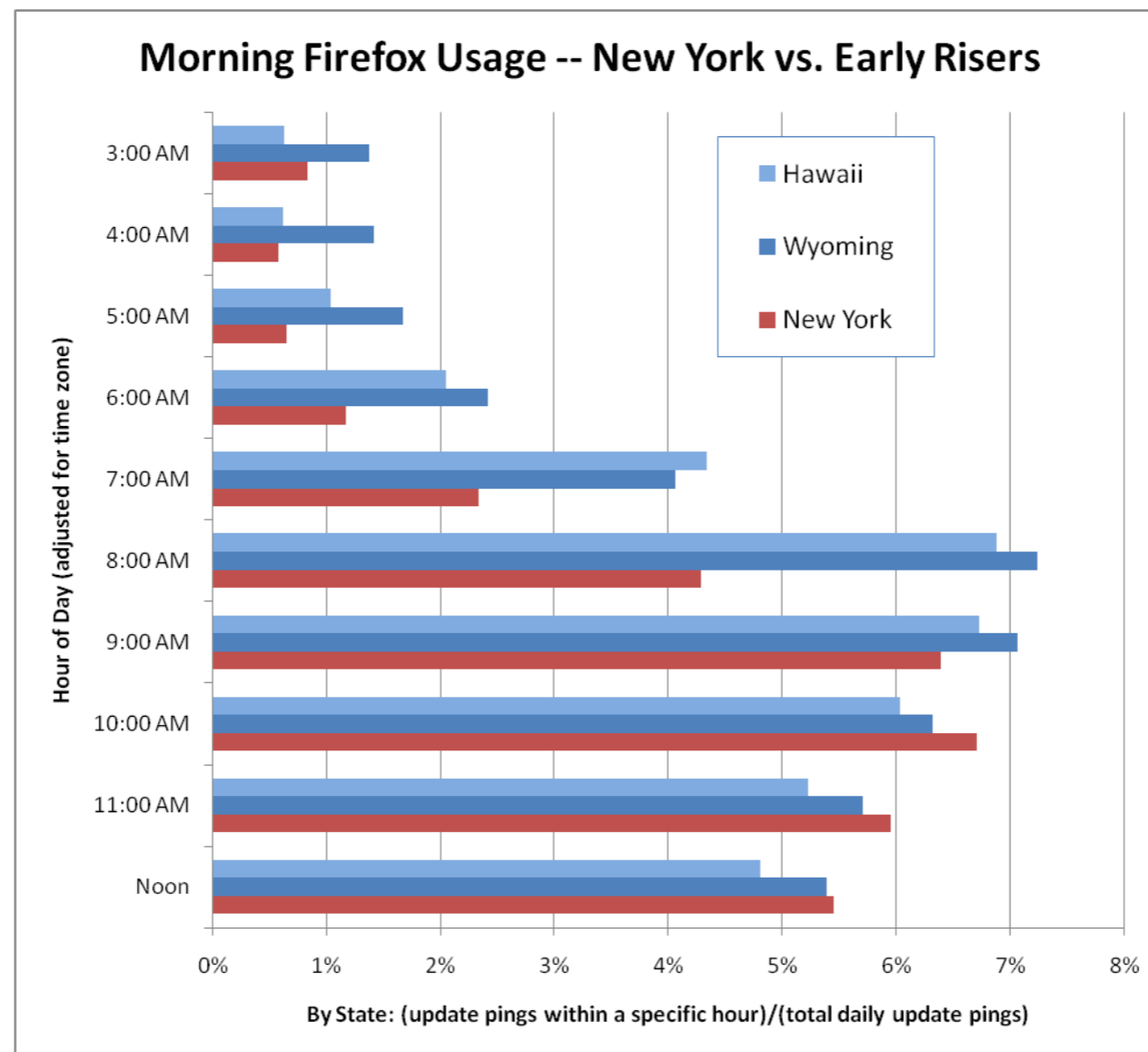


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## Where in the U.S. do people get the earliest start on their work day?

- On the opposite end of the spectrum from New York, people in **Hawaii** appear to be most likely to start using their browser during the 6am, 7am, and 8am hours (i.e., the blue bars exceed the red bars).
- Given this contrast, one might think that the difference can be explained by daylight hours and proximity to the equator. However, northern states such as **Wyoming (below)** and **Maine** also have a relatively high percentage of people using Firefox during early morning hours.



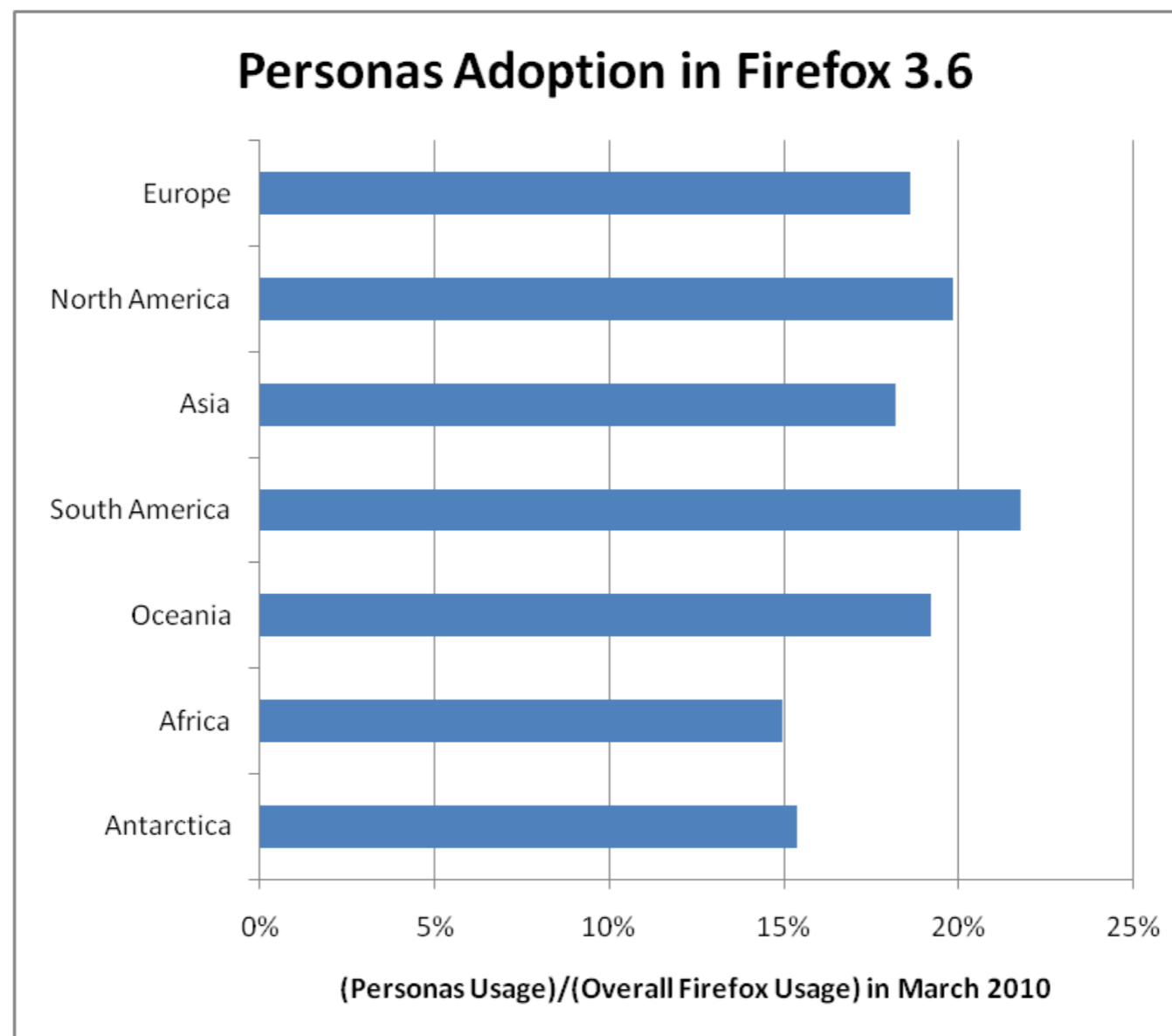


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## Where in the world do people show the strongest propensity to personalize their browser?

- We considered a couple factors: (1) the **adoption of Personas** (or themes) in Firefox 3.6 (below), and (2) the rate of **downloads of Firefox add-ons** (next page).
- *Methodology:* looking at usage of Firefox 3.6 in recent weeks, we calculated the percentage of users who also had a Persona selected for their browser. We then broke down this metric by region.

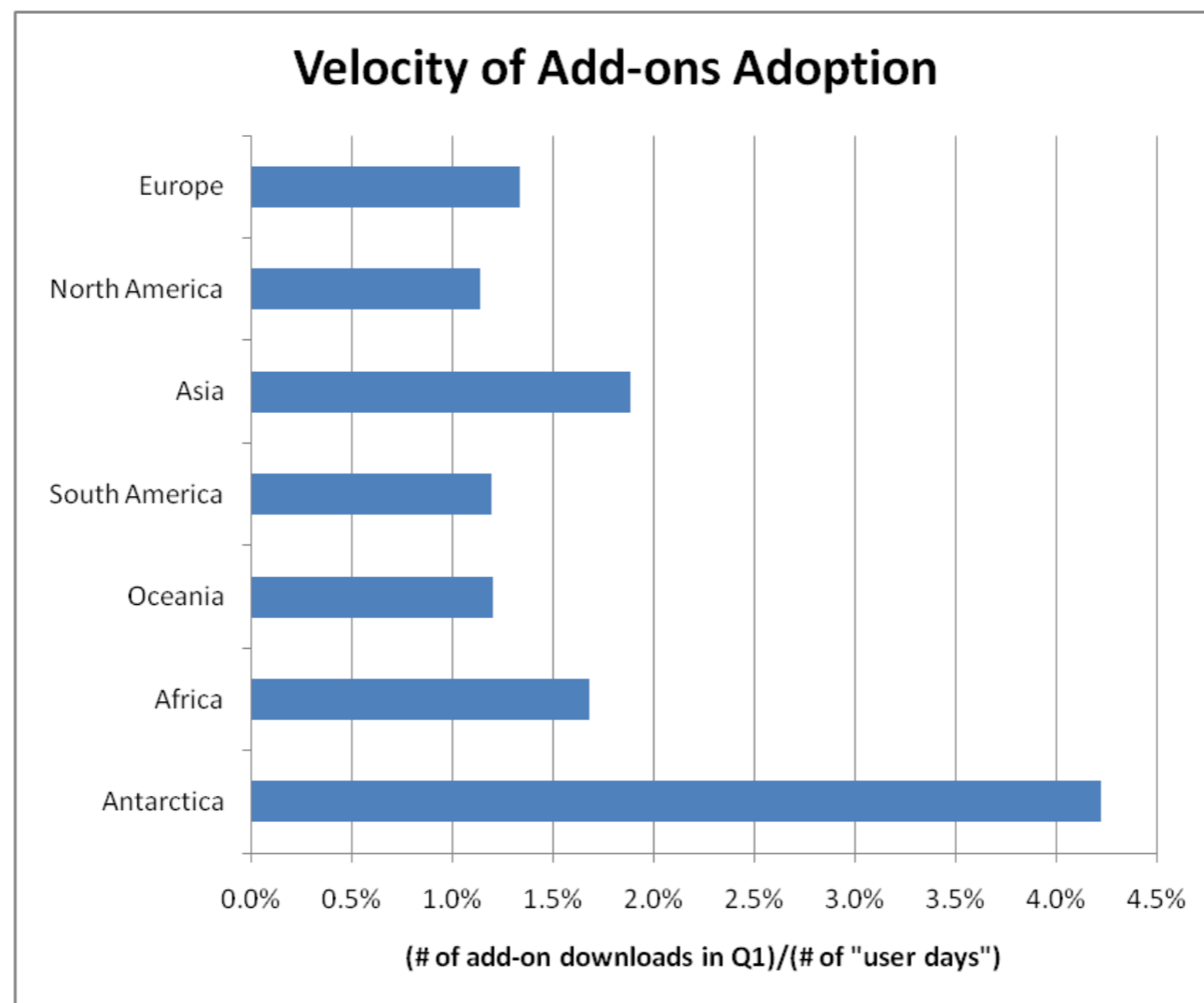


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## Where in the world do people show the strongest propensity to personalize their browser?

- *Methodology:* we took the total number of add-on downloads for each region (this quarter) and divided that number by the total number of “user days” for each region. A “user day” is a proxy for a person using Firefox on a given day (based on the daily “update ping” mentioned earlier).
- While people in South America really like Personas, people in Asia seem to be adopting add-ons more generally at a greater pace. **What about Antarctica?** It is a small sample size... however, we have seen 538 add-on downloads since January by people in Antarctica (vs. a total continent population of ~1,000)!

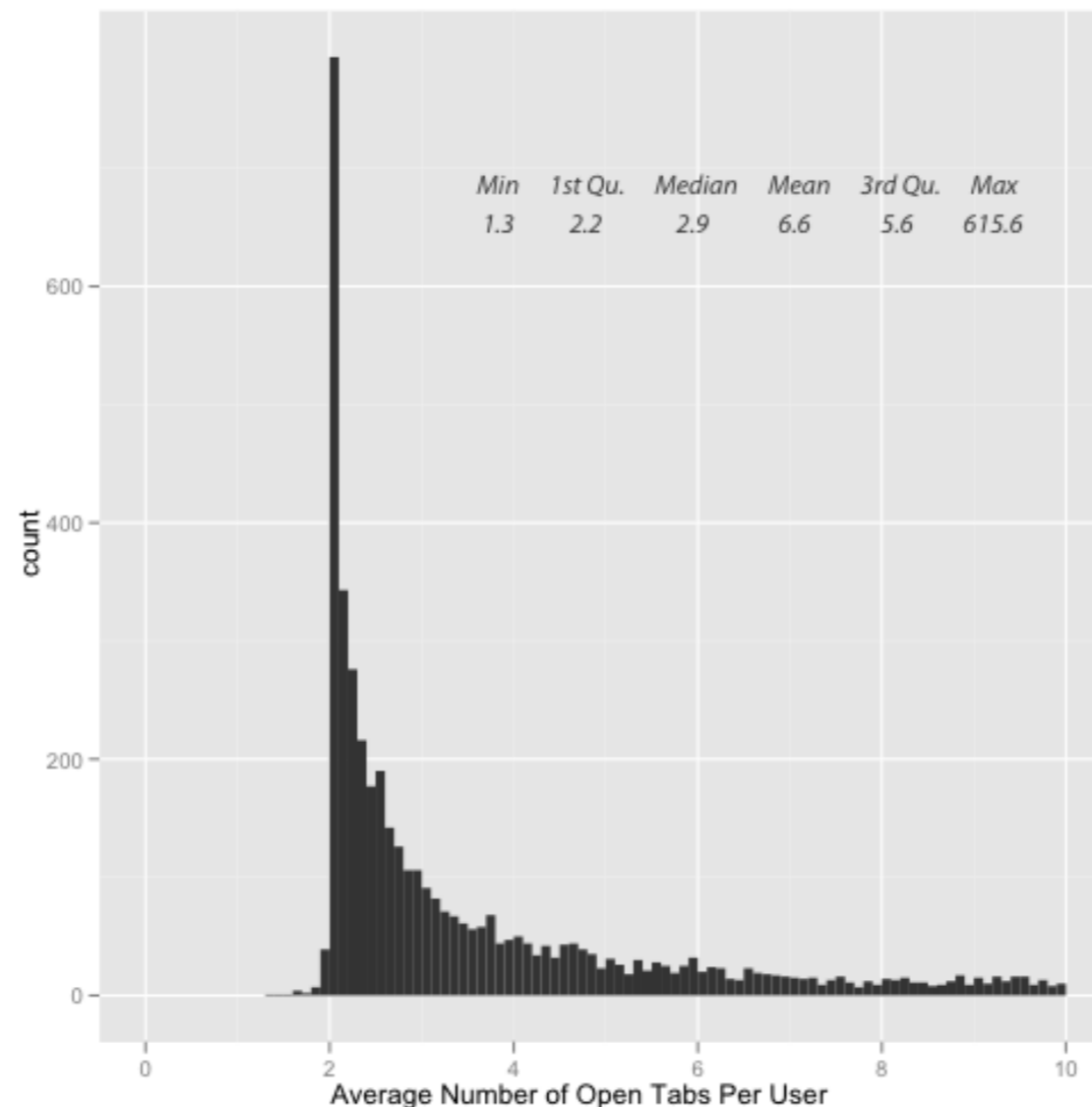


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## How do people interact with tabs in a web browser?

- *Methodology:* Test Pilot is a platform through which the Mozilla Labs team conducts experiments to see how people use and interact with Firefox. The studies include a cohort of roughly 10,000 people who have opted-in to participate. Additional information can be found at [testpilot.mozillalabs.com](http://testpilot.mozillalabs.com).
- In one recent study, we found that the typical user has **between 2 and 3 tabs** open at any one time. And what was the maximum? **Over 600 tabs!**



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## About Mozilla

The Mozilla project is a global community of people who believe that openness, innovation, and opportunity are key to the continued health of the Internet. Since 1998, we have worked to ensure that the Internet is developed in a way that benefits everyone. For more information, please visit [www.mozilla.com](http://www.mozilla.com).

## Questions about this report?

Please email [analyst-reports@mozilla.com](mailto:analyst-reports@mozilla.com) with any feedback or questions.

