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Google Hovering at 72 Percent of U.S. Searches in March 2009

*Ask sees 8 percent increase from February 2009;
Length of eight-plus keyword searches increases 20 percent*

New York, N.Y., April 8, 2009 — [Hitwise®](#), an Experian company, announced today that Google accounted for 72.39 percent of all U.S. searches conducted in the four weeks ending March 28, 2009. Yahoo! Search, MSN Search and Ask.com received 16.36 percent, 5.50 percent and 4.07 percent, respectively. The remaining 43 search engines in the Hitwise Search Engine Analysis Tool accounted for 1.68 percent of U.S. searches.

Percentage of U.S. searches among leading search engine providers				
Domain	March 2008	February 2009	March 2009	Year-over-year percent change
www.google.com	67.28%	72.11%	72.39%	8%
search.yahoo.com	20.30%	17.04%	16.36%	-19%
search.msn.com	6.65%*	5.56%*	5.50%*	-17%
www.ask.com	4.10%	3.74%	4.07%	-1%
<i>Note: Data is based on four-week rolling periods (ending March 28, 2009; Feb. 28, 2009; and March 29, 2008) from the Hitwise sample of 10 million U.S. Internet users.</i>				
<i>*Includes executed searches on Live.com and MSN Search but does not include searches on Club.Live.com</i>				
Source: Hitwise, an Experian company				

Longer search queries become more popular

The length of search queries has increased over the past year. Longer search queries, averaging searches of five to more than eight words in length, have increased 8 percent between March 2008 and March 2009. Searches of eight or more words increased 20 percent. The same time period showed that shorter search queries — those averaging one to four words long — have decreased 2 percent. Searches of two words comprised the majority of searches, amounting to 23.17 percent of all queries.

Percentage of U.S. clicks by number of keywords				
Subject	March 2008	February 2009	March 2009	Year-over-year percent change
One word	20.98%	20.48%	20.48%	-2%
Two words	24.62%	23.47%	23.17%	-6%
Three words	21.78%	21.68%	21.72%	0%
Four words	14.49%	14.98%	14.97%	3%
Five words	8.33%	8.72%	8.76%	5%
Six words	4.46%	4.71%	4.73%	6%
Seven words	2.33%	2.51%	2.58%	11%
Eight or more words	3.01%	3.47%	3.60%	20%
<i>Note: Data is based on four-week rolling periods (ending March 28, 2009; Feb. 28, 2009; and March 29, 2008) from the Hitwise sample of 10 million U.S. Internet users.</i>				
Source: Hitwise, an Experian company				

Google is a greater source of traffic to key U.S. industries

Search engines continue to be the primary way Internet users navigate to key industry categories. Comparing March 2009 with March 2008, Business and Finance, Sports and Online Video categories showed double-digit increases in their share of traffic coming directly from search engines.

U.S. category upstream traffic from search engines and Google — March 2009				
Category	Percentage of category traffic from search engines — March 2009	Percent change in share of traffic from search engines — March 2008–March 2009	Percentage of category traffic from Google — March 2009	Percent change in share of traffic from Google — March 2008–March 2009
Health and Medical	46.30%	3%	33.76%	13%
Travel	36.35%	9%	27.43%	20%
Shopping and Classifieds	24.48%	-3%	17.51%	6%
News and Media	21.61%	0%	15.71%	11%
Entertainment	27.08%	13%	19.12%	25%
Business and Finance	20.94%	15%	14.97%	29%
Sports	15.59%	21%	11.37%	32%
Online Video**	36.24%	23%	27.25%	36%
Social Networking**	17.34%	5%	11.40%	17%
<i>All figures are based on U.S. data from the Hitwise sample of 10 million Internet users.</i>				
<i>**Denotes a custom category</i>				
Source: Hitwise, an Experian company				

About Hitwise

Hitwise, an Experian company, is the leading online competitive intelligence service. Only Hitwise provides its 1,500 clients around the world with daily insights on how their customers interact with a broad range of competitive Web sites and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy-to-use, Web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

Hitwise, an Experian company (FTS:EXPN), <http://www.experianplc.com>, operates in the United States, the United Kingdom, Australia, New Zealand, Hong Kong and Singapore. More information about Hitwise is available at <http://www.hitwise.com>.

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