

FOR IMMEDIATE RELEASE (UK DATA)

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16,000 SEARCHES PER MINUTE

Google's dominance increases as searchers undertake 30 million more monthly searches than 6 months ago

Nielsen//NetRatings, the leading provider of Internet research, reveals the latest figures on the online search industry as well as the rankings in the battle of the leading search engines.

UK SEARCH BEHAVIOUR

- Almost 16,000 searches are conducted every minute in the UK (264 every second)
- 706 million searches were undertaken by UK searchers in August 2006 - 30 million more than were conducted in February 2006 (an increase of 4.4%)
- Over half a billion (546 million) results were clicked on (click-throughs) – an 18% increase on February 2006

706 million searches in August 2006 =

22,772,137	per day
948,839	per hour
15,814	per minute
264	per second

Source: Nielsen//NetRatings UK MegaView Search, August 2006

THE TOP 10 SEARCH ENGINES

- Google's share of all UK click-throughs has increased 3% points over the last year (from 65% to 68%)

Rank	Search Engine	Share of UK click-throughs Aug 06	Change in share % points since Feb 06
1	Google	68.0%	+2.8%
2	Yahoo!	9.1%	+0.1%
3	Ask.com	7.8%	-0.8%
4	MSN/Windows Live	5.8%	-1.1%
5	AOL	4.1%	-1.0%
6	Orange*	1.8%	+0.2%
7	My Way / My Web	1.3%	+0.3%
8	Tiscali	1.2%	-0.1%
9	AltaVista	0.2%	-0.2%
10	Dogpile	0.1%	0.0%

E.g. In Aug 2006 Google Search was responsible for 68% of all click-throughs by UK searchers

Source: Nielsen//NetRatings UK MegaView Search, February – August 2006 (*Orange previously branded as Wanadoo in Feb 06)

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EDITORS NOTES

Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#).

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should **NOT** be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)

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