Search Tools

Top Search Providers for August 2009

By Jack Marshall, ClickZ, Sep 15, 2009

Microsoft's Bing grew its number of queries from U.S. users by over 22 percent month-on-month during August, making it the fastest growing major search provider, according to data from Nielsen. The engine, which was re-launched in June, now accounts for 10.7 percent of all U.S. searches.

Market leader Google managed growth of 2.6 percent in comparison, behind an overall average of 2.9 percent for the sector, but continues its dominance with 65 percent of searches.

Yahoo, meanwhile, saw its volume of searches drop by 4.2 percent, but continues to hold second place in terms of overall share with 16 percent. Rounding out the top four, AOL experienced growth of 2.9 percent, accounting for 3.1 percent of total searches.

Top 10 Search Providers for August 2009, Ranked by Searches (U.S.)

Search Provider	Searches (000)	Month-on-Month Growth (%)	Share of Searches (%)
Total	**10,812,734**	**2.9**	**100**
Google	6,986,580	2.6	64.6
Yahoo	1,726,060	-4.2	16
MSN/WindowsLive/Bing	1,156,415	22.1	10.7
AOL	333,231	1.8	3.1
Ask.com	186,270	2.9	1.7
My Web	128,432	0.5	1.2
Comcast	50,328	-21.6	0.5
Yellow Pages	37,923	2.7	0.4
NexTag	31,830	0.4	0.3
Local.com	16,314	2.9	0.2

Source: Nielsen MegaView Search

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