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## WHAT BRITONS ARE SEARCHING FOR

*Travel, communities and research sites receive the most click-throughs from search engines whilst research, travel destinations and government sites rely most on search for visitors*

Nielsen//NetRatings, a global leader in Internet media and market research, reveals which sectors receive the most UK click-throughs from search engines and the sectors that have the greatest percentage of visitors coming from search.

### Which sectors receive the most click-throughs?

- In July 2007 Britons clicked on over 1.3 billion search results – that’s over 29,000 every single minute
- The Multi-category Travel sector (containing brands such as Lastminute.com, Expedia and Thomson) received the most of these click-throughs, 41.6 million = 4.7% of all click-throughs

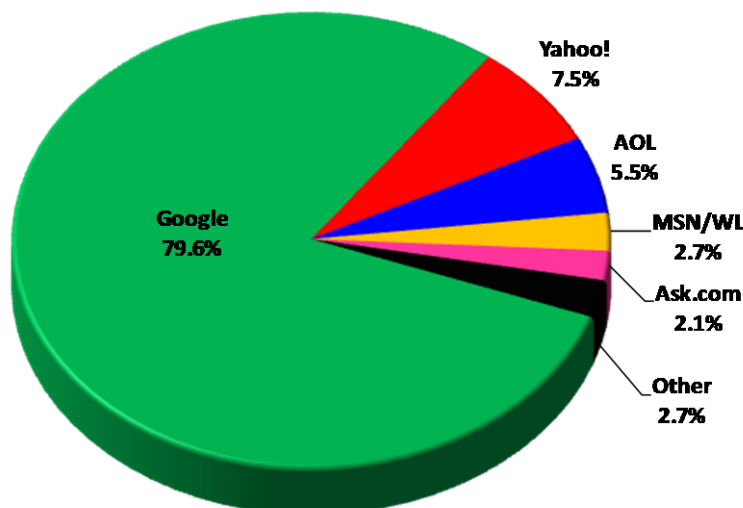
**Sectors receiving the most click-throughs from UK searches: July 2007**

Rank	Sector	Millions of UK click-throughs to sector	% of all UK click-throughs	Leading brand in sector (illustration only)
1	Multi-category Travel	41.6	4.7%	Lastminute.com
2	Member Communities	40.2	4.5%	MySpace
3	Research Tools	39.3	4.4%	Wikipedia
4	Search	37.4	4.2%	Google
5	Mass Merchandiser	33.9	3.8%	Amazon
6	Government	32.4	3.6%	Directgov
7	Adult	31.5	3.5%	FriendFinder Network
8	Videos/Movies	27.8	3.1%	YouTube
9	Current Events & Global News	27.2	3.1%	BBC News
10	Online Games	27.0	3.0%	Miniclip

E.g. In July 2007 there were 41.6 million click-throughs to a multi-category travel site = 4.7% of all click-throughs  
 Source: Nielsen//NetRatings MegaView Search UK, home & work data, July 2007

- Google is now responsible for four in every five (80%) search click-throughs in the UK

**Share of UK click-throughs by search engine: July 2007**



E.g. In July 2007 Google Search accounted for 80% of all UK click-throughs  
 Source: Nielsen//NetRatings MegaView Search UK, home & work data, July 2007

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says, "Britons online are most likely to be searching for travel deals, social networks or reference information through sites like Wikipedia and Yahoo! Answers.

To see how deeply ingrained search is in the Internet today, one needs to look no further than the fact the fourth most popular search destination is search itself. In other words, people use search engines to find other search engines!"

### Which sectors have the greatest percentage of visitors coming from search?

- Research sites (which include Wikipedia and Yahoo! Answers) have the greatest percentage of visitors coming from search (79%) followed by travel destinations (which include About Britain and Visit Scotland) with 68%

#### Sectors with the greatest % of Unique Visitors coming from search: July 2007

Rank	Sector	Unique Searchers (millions)	Unique Audience (millions)	Searchers as a % of Audience	Leading brand in sector (illustration only)
1	Research Tools	8.9	11.3	79%	Wikipedia
2	Travel Destinations	4.0	5.9	68%	About Britain
3	Government	8.8	13.2	67%	Directgov
4	Directories/Local Guides	7.3	11.1	66%	Yell.com
5	Hotels/Hotel Directories	5.0	7.7	65%	Booking.com
6	Shopping Directories & Guides	6.7	10.4	65%	Shopping.com
7	Multi-category Automotive	0.4	0.6	62%	WeBuyAnyCar.com
8	Multi-category Travel	7.3	11.8	62%	Lastminute.com
9	Gifts & Flowers	0.7	1.1	62%	Interflora
10	Computer & Consumer Electronics News	3.7	6.1	62%	CNET

E.g. In July 2007 8.9 million Unique UK Searchers clicked-through to a research site. Overall, research sites have a UK Unique Audience of 11.3 million, therefore, search visitors as a % of all visitors is 79%

Source: Nielsen//NetRatings MegaView Search UK, home & work data, July 2007

"Reference and information sites have the greatest percentage of visitors coming from search – whether it's people looking for information on a place to visit, a local service, a hotel or something to buy. Research tools, dominated by Wikipedia, receive around four in every five visitors due to search – not surprising, when you consider how often Wikipedia shows up in the first page of Google results.

Wikipedia itself says that as it has many links and contains lots of content on a wide range of topics, their pages tend to rank well in search engines and to get a high PageRank on Google. Hence, large numbers of searchers clicking through to Wikipedia across a very wide range of search subjects."

### EDITOR'S NOTES

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