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## Top U.S. Online Search Providers: May 2009

June 16, 2009

Nielsen Online today reported data for the top U.S. search providers, ranked by total searches, the top companies/divisions and web brands in May 2009. Total searches increased 20 percent over May 2008.

### Top 10 Search Providers for May 2009 (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	9,440,467	20.3%	100.0%
Google Search	5,968,840	28.2%	63.2%
Yahoo! Search	1,625,253	22.3%	17.2%
MSN/Windows Live Search	891,502	-14.6%	9.4%
AOL Search	364,784	13.1%	3.9%
Ask.com Search	205,438	21.9%	2.2%
My Web Search	77,283	44.7%	0.8%
Comcast Search	55,853	33.1%	0.6%
Yellow Pages Search	33,141	n/a*	0.4%
NexTag Search	27,189	29.9%	0.3%
AT&T Worldnet Search	17,719	-32.4%	0.2%

Source: Nielsen MegaView Search

\* A year-over-year comparison is not possible because of a definitional change to Yellow Pages Search.

Google topped the list of top 10 web brands, with a unique audience of 131.2 million. Yahoo! took second place, with a unique audience of 118.9 million, followed by MSN/Windows Live at 101.5 million.

### Average U.S. Internet Usage, Combined Home & Work, May 2009

Sessions/Visits per Person	59
Domains Visited per Person	104
Web Pages per Person	2,352
Duration of a Web Page Viewed	0:00:56
PC Time per Person	67:39:05
Active Digital Media Universe	168,670,941
Current Digital Media Universe Estimate	230,530,606

Source: Nielsen NetView

Read the full press release [here](#) <sup>[1]</sup>.

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